

# Theatre of the Air

ALL TIMES ATLANTIC STANDARD TIME

## THURSDAY'S PROGRAMMES

CANADIAN BROADCASTING CORP.  
This is the official programme which you are entitled to receive over Stations CFNB, CHSJ, CKCW, and CHNC.

CBC, OT TAWA, 550 K.  
6.00—Program Resume  
6.15—Treasure Island  
6.30—Alice in Wonderland  
6.45—Closing Stock Quotations  
7.00—Orchestra  
7.30—The Witching Hour  
8.00—From the Pacific  
8.15—Major Bill  
8.30—Organ Recital  
8.45—A Westerner Looks About  
9.00—Royal Yeast Program  
10.00—CBC Dramatic Hour  
11.00—Kraft Music Hall  
11.30—NBC Night Club  
12.00—Sign Off

## CKAC, MONTREAL, 730 K.

6.00—Dance Music  
6.15—Red Rose Tea  
6.30—Madeline et Pierre  
6.45—The Fireside Program  
7.15—Gypsy Serenade  
7.30—Salada Reporter  
7.45—Histoire des Femmes Celebres  
8.00—Le Cid Sportif  
8.15—Association Des Merchands  
8.30—We, the People  
9.00—Kate Smith Hour  
10.00—Major Bowes Amateur Hour  
11.00—The King and the Song  
11.15—Westinghouse Newscast  
11.30—Gypsy Orchestra  
12.00—Molson Sports Reporter  
12.30—Orchestra

## WEAF, NEW YORK, 660 K.

6.00—Dick Tracy  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—News  
7.15—Orchestra  
7.30—Press Radio News  
7.35—Joan Edwards  
7.45—Orchestra  
8.00—Amos 'n' Andy  
8.15—Vocal Varieties  
8.30—Schaefer Revue  
9.00—Rudy Valee and Guest Artists  
10.00—Good News of 1938  
11.00—Kraft Music Hall  
12.00—Orchestra  
12.30—Orchestra  
1.00—Orchestra

## WABC, NEW YORK, 860 K.

5.00—Science Service Series  
5.15—Eton Boys  
5.30—Goldbergs  
5.45—Howard Phillips, songs  
6.00—Follow the Moon  
6.15—Life of Mary Sothern  
6.30—Dramatic Sketch  
6.45—Hilltop House  
7.00—Let's Pretend  
7.30—News  
7.45—Doris Rhodes  
8.00—Poetic Melodies  
8.15—Screenscoops  
8.30—We the People  
9.00—Kate Smith Hour  
10.00—Major Bowes' Hour  
11.00—Essays in Music  
11.30—Hollywood Showcase  
12.00—Orchestra  
12.30—Orchestra  
1.00—Orchestra

## WBZ, BOSTON, 990 K.

6.00—Dance Interlude  
6.45—Tom Mix  
7.00—News  
7.30—Musical  
7.45—Lowell Thomas  
8.00—Easy Aces  
8.15—Mr. Keene  
8.30—Orchestra  
9.00—March of Time  
9.30—Barry McKinley  
10.30—Meeting of the Air  
12.00—News  
12.15—Music  
1.00—Orchestra

## WTIC, HARTFORD, 1040 K.

6.00—Dick Tracy  
6.15—Beno Rabinoff  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—News  
7.15—Sports Roundup  
7.30—Wrightville Clarion  
7.45—Orchestra  
8.00—Amos 'n' Andy  
8.15—Vocal Varieties  
8.30—Orchestra  
8.45—The Spotlight  
9.00—Rudy Valee's Variety Show  
10.00—Good News for 1938  
11.00—Bing Crosby  
12.00—News  
12.15—Orchestra  
12.30—Orchestra  
1.00—Orchestra

American symphony orchestras are improving while the European ones are declining, in the opinion of Erno Rapee, conductor of the Radio City Music Hall broadcasts over NBC. "The musicianship of our American symphony orchestra is far superior to any in the world," he declares.

## FRIDAY'S PROGRAMMES

CANADIAN BROADCASTING CORP.  
This is the official programme which you are entitled to receive over Stations CFNB, CHSJ, CKCW, and CHNC.

CBC, OT TAWA, 550 K.  
6.00—Program Resume  
6.15—Treasure Island  
6.30—The Decibels  
6.45—Closing Stock Quotations  
7.00—Orchestra  
7.30—Golden Journeys  
8.00—Orchestra  
8.15—Major Bill  
8.30—Kathleen Stokes, Organist  
8.45—Canadian Portraits  
9.00—Song Sheet  
9.30—Topics of the Day  
9.45—Sam Slick  
10.00—Hollywood Hotel  
11.00—Canada 1938  
11.45—I Shall Never Forget  
12.00—Sign Off

## CKAC, MONTREAL, 730 K.

6.00—Musical Colours  
6.15—Red Rose Tea  
6.30—Continental Varieties  
6.45—The Fireside Program  
7.15—Don Juan of Song  
7.30—Radio Reportage  
7.45—French Songs  
8.00—Music for Madam  
8.15—Le Cure de Village  
8.30—Rimettes et Chansonettes  
8.45—Ogilvie Flour Mills Program  
9.00—Maurice Meerte and Orch.  
10.00—Hollywood Hotel  
11.00—Elmer W. Ferguson  
11.15—Westinghouse Newscast  
11.30—To be Announced  
12.00—Molson Sports Reporter  
12.30—Orchestra

## WEAF, NEW YORK, 660 K.

6.00—Dick Tracy  
6.15—Vocal Selections  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—Education in the News  
7.15—Orchestra  
7.30—Press Radio News  
7.45—Orchestra  
8.00—Amos 'n' Andy  
8.15—Uncle Ezra  
8.30—Hendrik W. VanLoon  
9.00—Cities Service Concert  
10.00—Waltz Time  
10.30—True Stories  
11.00—Campana's First Nighter  
11.30—Jimmy Fidler  
11.45—Dorothy Thompson  
12.00—Orchestra  
12.15—Orchestra  
12.30—Orchestra  
1.00—Orchestra

## WABC, NEW YORK, 860 K.

5.00—Myrt and Marge  
5.15—Sing and Swing  
5.30—The Goldbergs  
6.00—Follow the Moon  
6.15—The Life of Mary Sothern  
6.30—Dramatic Sketch  
6.45—Hilltop House  
7.00—Let's Pretend  
7.30—News  
7.45—Doris Rhodes  
8.00—Poetic Melodies  
8.15—Screenscoops  
8.30—We the People  
9.00—Kate Smith Hour  
10.00—Major Bowes' Hour  
11.00—Essays in Music  
11.30—Hollywood Showcase  
12.00—Orchestra  
12.30—Orchestra  
1.00—Orchestra

## WBZ, BOSTON, 990 K.

6.00—Stock Market Quotations  
6.15—Don Winslow  
6.30—Orchestra  
6.45—Tom Mix  
7.00—Organist  
7.30—Irma Glenn  
7.35—Revelers  
7.45—Lowell Thomas  
8.00—Mary Small, Songs  
8.15—Four of Us  
8.30—Harvey Whipple  
8.45—Temor  
9.00—Grand Central Station  
9.30—Death Valley Days  
10.00—Royal Crown Revue  
10.30—NBC Spelling Bee  
11.00—Orchestra  
11.30—Detective Series  
12.00—News  
12.15—Orchestra  
12.30—Orchestra  
1.00—Orchestra

## WTIC, HARTFORD, 1040 K.

6.00—Dick Tracy  
6.15—Hank Keene  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—News  
7.15—The Revelers  
7.30—Wrightville Clarion  
7.45—History in the Headlines  
8.00—Amos 'n' Andy  
8.15—Uncle Ezra  
8.30—George and Bea  
8.45—Chandu, the Magician  
9.00—Lucille Manners  
10.00—Waltz Time  
11.00—The First Nighter  
11.30—Jimmy Fidler  
11.45—Dorothy Thompson  
12.00—News  
12.15—Orchestra  
12.30—Orchestra  
1.00—Weather

## CHAMBER OF COMMERCE SHOULD PAY PART OF RADIO CHECKS

There are many Chambers of Commerce that ought to be paying part of radio's huge salary checks, in the opinion of Paula Winslowe.

The busy dramatic actress, whose own home town of Grafton, North Dakota, may some day be erecting plaques in her honor, likes to point to the fame a radio program or star can bring to a city.

"Mention Waukegan, Wisconsin, and your listener is pretty sure to come back with, 'That's the place Jack Benny comes from,'" Miss Winslowe explained recently, between rehearsal drills for 'Big Town.' The comedian's constant references to his home town have given it an inestimable amount of good-will advertising.

Or take Al Jolson and his present home town of Encino. That suburb of Los Angeles contains about 2,000 residents, yet it is known wherever radio is heard. Recently, while in Encino, I was stopped by some tourists, whose car license indicated they had driven from eastern Canada. 'What's the name of this town?' they asked. When I told them, they exclaimed, 'Why, Al Jolson's mayor here! We heard it on the radio.'

"Bob Burns and his Arkansas stories have made the name of Van Buren almost as familiar as Hollywood to dialers. Arkansas, in fact, gets some wonderful breaks from its native sons. Through Lum and Abner the country is already Pine Ridge-conscious.

"Of course, everyone has heard of Harlem, the colored section of New York City, but I'll wager few knew it as well before Amos and Andy went on the air and brought listeners to Lenox Avenue, 125th St. and other busy sections of the suburb.

### Microphonics

When Pat Barrett, NBC's Uncle Ezra, bought a second country estate in McHenry County, Ill., recently, the Little Red School house on the property was promptly named Pat Barrett School.

"It is often said that two persons who live in close association for a considerable period begin to assume each other's characteristics, and I believe this is often true of an actor and the role he plays," Arthur Hughes, who plays Bill Davidson in the NBC serial, Just Plain Bill.

Andy Devine, gravel-voiced stooge of the Jack Benny broadcasts on NBC lives like a typical Western rancher in his five-acre ranch at Van Nuys, Calif., 15 miles from Hollywood. He drives a station wagon, builds chicken coops, tends his garden, and keeps a stable of three horses and a Shetland pony.

"Whenever Jack comes home from script meetings and says, 'Gee, Doll (I call him Doll too), I can't seem to get that last spot right'—whenever he grouches like that, I know he's feeling swell," Mary Livingstone, wife of Jack Benny. Both are on NBC.

Bing Crosby has made no plans for the education of his four young children, he says, but will let them choose their own careers after guiding them along what lines interest them most. "I am going to send them all to public schools until they are through with high school. I believe it makes children broader."

"Radio isn't alone in this service to the old home town. The late O. O. McIntyre mentioned his native Jolipolis, Ohio, so often his readers felt almost as if they lived there. Some years ago, Popeye, in his cartoon strip, extolled the virtues of spinach so highly the grateful citizens of a South Texas county, where most of the country's spinach is raised, named its City Park 'Popeye Park' in his honor.

"But radio, through its access to every home and through the tremendous popularity of many performers, is perhaps the quickest way to 'Know America First.'

### News From Hollywood Radio Front

Bob Burns is in the final stages of repairing the damage wrought to his home in the recent Southern California flood.

The Sophisti-Cats, vocal swingers on 'Caravan,' are soon to begin an engagement at the Paramount Theatre, Los Angeles.

Paul Munroe, director of 'Your Hollywood Parade,' has purchased a new home in a swank Hollywood residential district.

Final touches are being put to plans for Raymond Paige's forthcoming personal appearance in New York. Paula Winslowe, 'Big Town' actress, is to be featured on a new drama series 'My True Story,' companion to 'Court of Human Relations.' Composers Ralph Rainger and Leo Robin are soon to appear in a special 'Hollywood Hotel' sketch.

Tony (Oswald) Labriola has been taking a screen test a week for the past month, and a film role is 'on the fire' for him.

Clarence Muse has been making daily trips into a mountain recess near Los Angeles to supply flood victims with food.

Don Prindle, script writer of the Ponner program, just bought a tract of land near Seattle, Wash.

Kay Kyser's tobacco sponsored program, now heard in the East, will be released coast to coast, beginning on March 29.

### Radio News In Brief

Officials of the New York World's Fair are reported attempting to sign up the Toscanini NBC series next year to emanate from the grounds.

Phil Cook's Almanac takes over the time now allotted to the Double Everything program over CBS on Sunday, March 27 at 6.30 p.m. EST.

Marek Weber, orchestra leader, has been renewed on the Contented Hour program over NBC for an additional nine months effective April 4. Weber succeeded Frank Black on the program when the latter resigned to devote his time to radio chores in New York.

Walter Woolf King, musical comedy star, joins the Eddie Cantor show on March 28 and will announce, sing, and act.

Paul Taylor is the busiest choral director in radio. On Sundays he handles vocal groups on the Marion Taylor show, the Bergen-Ameche jamboree and the Tyrone Power presentations. In addition he has the Bing Crosby, Bob Burns Thursday night airing and two west coast programs.

## Horace Brown Writes Modern Mystery Drama

"Murder at Wycliffe Towers," a thrilling mystery story by Horace Brown, will be presented over the national network of the Canadian Broadcasting Corporation, March 24, 9.00 to 10.00 p.m., EST, as the next presentation in the series The CBC Dramatic Hour. It is produced under the direction of Rupert Lucas.

The play centres around 'Wycliffe Towers,' the home of Geoffrey Wycliffe, a multi-millionaire who is hated by everyone in the household from the servants to his granddaughter Maizie, and his dissolute nephew Stanton. Maizie is in love with a nearby farmer, Karl Schmidt, who has an ungovernable temper.

The mystery begins when Geoffrey Wycliffe is murdered in full hearing of the radio audiences, and the puzzle is how to find out who did it. Inspector Clarke and Corporal Barker of the Provincial Police are called in to handle the case, and from then on they spend their time trying to untangle the mystery and themselves. The unusual climax should be of interest to all detective mystery fans. Even the author was puzzled while completing the play as he laughingly admits he had omitted one of the most important pieces of evidence in the first rough draft.

Horace Brown is a member of the script department of the CBC. One of his recent efforts, 'Resurrection' was produced on the Rudy Vallee Hour with Boris Karloff, published in a United States magazine, and now sold for production in England. Although specializing in more serious works, Mr. Brown likes to write mystery thrillers for relaxation.

### Ann Tenna Tells All

Phil Baker writes many of the song parody commercials you hear on his Sunday show.

A favorite relaxation of Andre Kostelanetz is playing the miniature organ in his Connecticut home.

Bess Johnson red-pencils tongue twister words in her scripts so that she'll be on her guard for them.

Lucille Manners always takes one of her sorority sisters to her broadcasts and puts her in a front row seat. Amanda Snow goes swimming daily in a New York hotel pool.

Betty Winkler, who'll star with Boris Karloff in a series of five 'Lights Out' dramas on NBC, says she's scared to death of him on the screen!

Dick Humber executes fancy dance steps when leading his band on the new Lou Holtz show over CBS Monday nights.

Tiny Johnny the Call Boy is one of radio's best pingpong players, even though regulation size tables barely come up to his chin.

Alice Frost, despite ten weekly broadcasts and roles in two stage plays, always finds time to dictate personal answers to all fan mail.

Peter Van Steeden is working on a new theme song called 'For Men Only' for the program of that name.

Walter Kinsella, who plays Pat in the 'Dick Tracy' programs, was once a leatherneck in the U. S. Marine corps.

When Frankie Masters steps to the mike for a vocal solo on 'It Can Be Done,' he turns the baton over to Sal Stocco, one of his arrangers.

Blaine Corder, who plays Andy Hoyt in 'Pepper Young's Family,' actually corresponds with a family named Hoyt in Portland, Oregon.



"All right, Mr. Referee, Let's Go!"

At the end of the second period, with the score 6-5 in favour of Essex Centre, Mr. Picobac realized with a sudden shock that his pipe was empty and cold. He refueled it for the final period leisurely, with frequent pauses for post mortems on the course of the game so far.

"Picobac is great stuff at a hockey game," said he, tamping the Burley flakes firmly into the bowl. "It's a steady burner, and a mild . . . cool . . . sweet smoke in the time of stress. But with a score of 6-5 a man's pipe burns under forced draught."

He was searching his inner clothing for a match when the teams came back on the ice. He was still searching when they lined up for the face-off.

"Hey," yelled Mr. Picobac desperately, "somebody give me a match!"

Somebody passed him a box. The delicious fragrance of fresh-lit Burley spread through the air and Mr. Picobac's tension relaxed. His pipe was lit.

"All right, Mr. Referee," he shouted. "Let's go!"

TRY PICOBAC Sliced Plug in the Vest Pocket Tin 15¢

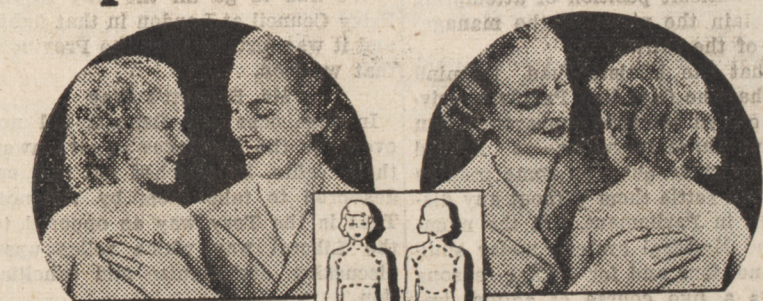
"It DOES taste good in a pipe!"

Picobac

GROWN IN SUNNY, SOUTHERN ONTARIO

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED

## Helps END A COLD Quicker



### The 3-Minute VapoRub Massage

Massage VapoRub briskly on the throat, chest and back (between and below the shoulder blades). Then spread it thick over the chest and cover with warmed cloth.

Almost before you finish rubbing, VapoRub starts to bring relief two ways at once—two direct ways:

1. Through the Skin. VapoRub acts direct through the skin like a poultice or plaster.

2. Medicated Vapors. At the same time, its medicated vapors, released by body heat, are breathed in for hours—about 18 times a minute—direct to the irritated air-passages of the nose, throat and chest.

This combined poultice-and-vapor action loosens phlegm—relieves irritation—helps break congestion. While the little patient relaxes into comfortable sleep, VapoRub keeps right on working. Often, by morning the worst of the cold is over.

### VICK'S VAPORUB

Mothers! Look in your VapoRub package for full details of Vicks Plan—a practical home guide to greater freedom from colds. In clinic tests among 17,353 people, this Plan cut sickness from colds more than half! Follow Vicks Plan for Better Control of Colds

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