

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, OTTAWA, 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—Concert Review
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 Club 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

W2AF, 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
7.45—Joan Edwards
7.55—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—To be Announced
7.00—News
7.30—Baseball News
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Mr. Keene
8.30—Orchestra
9.00—March of Time
9.30—Barry McKinley
9.45—Orchestra
10.30—Meeting of the Air
11.30—NBC Night Club
12.00—News
12.15—Music
1.00—Orchestra

WTIC, HARTFORD, 1040 K.

6.00—Dick Tracy
6.15—Gingers Club of Ohio
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—Mario Cozzi
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

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, OTTAWA, 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 Chansonnettes
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

W2AF, 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—Sing and Swing
5.30—The Goldbergs
5.45—Dr. Dafee
6.00—Follow the Moon
6.15—The Life of Mary Sothern
6.30—Dramatic Sketch
6.45—Hilltop House
7.00—Press Radio News
7.30—Boake Carter
7.45—Sports Resume
7.55—Lum and Abner
8.00—Poetic Melodies
8.15—Barbasol Program
8.30—Concert Orchestra
9.00—To be Announced
9.30—Paul Whiteman
10.00—Hollywood Hotel
11.00—The Songshop
11.45—Special Talk
12.00—Dramatic Sketch

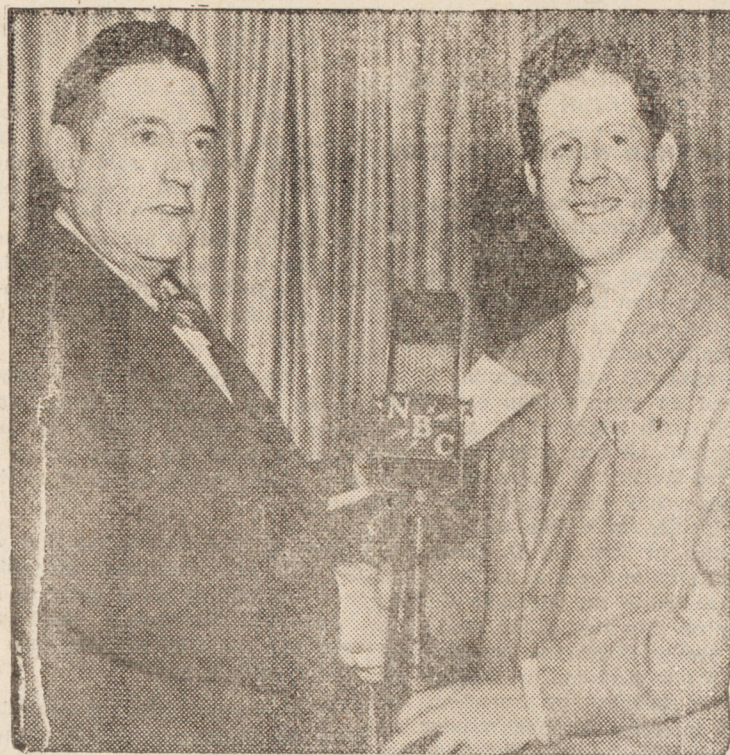
WBZ, BOSTON, 990 K.

6.00—Dance Interlude
6.15—Don Winslow
6.30—Orchestra
6.45—To be Announced
7.00—News, Orchestra
7.30—Baseball News
7.35—Revelers
7.45—Lowell Thomas
8.00—To be Announced
8.15—Story Behind the Headlines
8.30—Harvey Whipple
8.45—Harvey Whipple
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
10.30—True Stories
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

"IF IRELAND WANTS ME..."



The news that John McCormack, the famous tenor, would accept the presidency of Ireland if he is eligible and wanted was divulged by the singer himself when he appeared as guest on Rudy Vallee's variety program on NBC recently. Here Rudy congratulates the tenor after the broadcast.

HOLLYWOOD, March 31—John McCormack, beloved Irish tenor, has announced through the medium of radio that he would accept the presidency of Ireland if he is eligible under the new Irish constitution and "if the people of Ireland want me".

Appearing as guest on Rudy Vallee's Variety Hour over NBC, McCormack said:

"I have not had any official invitation, but so very many of my friends in Ireland had written me to throw my hat into the ring, I cabled my son (Cyril) in Dublin to find out if I am eligible for the position under the new constitution.

"Of course I would be very honored and proud to receive the call from my native land and I am happy to be even considered for the exalted position.

"If the people of Ireland want me I will go".

McCormack told press representatives after the broadcast that he is an American citizen, naturalized in 1919, and does not know whether the Irish constitution, adopted last year, would permit an American to hold the office.

The tenor, who was born in Ireland 54 years ago, said he does not wish

to become involved in any heated political fight over the presidency.

"I will consider it only if both the De Valera and the Cosgrave parties want me to run", he said.

Eamon De Valera, a native of the United States, was elected Prime Minister of Ireland in last year's elections, the first held under the new constitution, and the presidency is still open, McCormack pointed out.

As he shook hands in farewell with Rudy Vallee, who is returning to New York after completing screen work in Hollywood, McCormack jokingly told the crooner that he would be delighted to have the Connecticut Yankees play at his inaugural.

"We would be delighted to come, Mr. President", answered Vallee.

Rudy's Royal Gelatin Hour is broadcast on Thursdays over the NBC-Red Network at 8.00 p.m., EST.

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're through with high school. I believe it makes children broader".

Laugh Lines From The Kilocycles

Some songs on the radio, says Amanda Snow, will be popular when Gounod, Beethoven and Wagner are forgotten... but not before!

In the race for rearmament, current-events Phil Baker, Germany and Italy seem to be the Fascist nations in Europe!

Many radio jokes are considered old, insists Alice Hill, because the comedians keep on giving them new wrinkles!

Many disgruntled sponsors, reports Al Jolson, would have you believe that putting on a radio show is a gamble and that the successful sponsors just have beginner's luck!

In radio if you put two and two together, says Raymond Paige, the result is always the same... a quartet!

Radio is funny, observes Virginia Payne. We are fed up with some comedians' gags, while we starve for good material from others!

Some amateur musicians on the radio, says Peter Van Steeden, sound as though they are scared, it isn't the beat, it's the timidity which makes them that way!

We are getting more and more health talks from doctors on the radio, says Spencer Bentley, which means that soon we'll have to put an apple a day on the aerial!

Some dramatic programs, says Jack Fulton, should use "Ham Sweet Ham" as a theme song!

Alice Frost wonders if all the radio comedians who used original material were placed in one room what would we do with him?

What's In A Name?

Rare is the star who has attained fame and success without at least one change of name, but Lanny Ross is the only singer whose name has undergone an evolution.

Christened Lancelot, Patrick, the singer was convinced by friends at Taft Preparatory School to change it to Lanty. When he went to Yale, his college mates changed it to Lonny. Radio sponsor cinched the "Lanny".

Fight Broadcasts

The first double-bill of prize fights will be broadcast over the NBC blue network April 1. The Lee-Apostoli battle from New York will go on the air at 10 p.m. E.S.T., and the Joe Louis-Harry Thomas battle at Chicago will be aired an hour later. Bill Stern and Glen McCarthy will do the New York fight, and Sam Taub and Lynn Brandt will do the contest from Chicago.

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 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 grouses like that, I know he's feeling swell!"—Mary Livingstone, wife of Jack Benny. Both are on NBC.

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.

Two Paintings To Be Described by McInnes

"Portrait of a Young Lady", by the Scottish painter, Allen Ramsey, provides Graham McInnes with a delightful subject for his next CBC national network talk in the series "Seeing Pictures". Mr. McInnes will be heard from Toronto Tuesday April 5, 4.45 to 5.00 p.m., EST and on that date will describe this attractive portrait, painted in 1748 and another, "Landscape with Waggon", by the English landscape painter, Richard Parks Bonington, who was born just six years after Ramsey's death. Both canvases are owned in Canada.

Ramsey's portrait, which is very beautiful with its cool tonalities and silvery grey background, hangs in the Vancouver Art Gallery. Bonington's landscape, which hangs in the National Gallery of Canada, at Ottawa, is characteristic of the brilliant work achieved by this gifted young artist. He died in his twenty-eight year and yet won a place among the half dozen immortals in the history of English painting.

Ann Tenna Tells All

It's very easy to tell Alice Frost apart from the others in the cast of "Big Sister." She's the only blonde.

The producer of "For Men Only" is John Wiggin. Every time he tells a joke Peter Van Steeden says "Wiggin is waggin' again."

Eric Sagerquist, the maestro, uses his old batons for darts by sharpening them at one end and inserting small feathers on the other.

Francis X. Bushman says he's never seen his name in print with his middle initial left out.

Fred Allen will visit with Hodge White in Vermont after he concludes his series for the season on June 29. Bess Johnson often amuses the cast of "Hilltop House" with impromptu impersonations of celebrities.

Lucille Manners always gets up at 8 p.m. and takes her dog for a two-mile airing.

Margaret Shanna is the proud owner of several cups awarded her by various fashion groups for being the best dressed Chicago radio actress.

Betty Winkler and Boris Karloff exchanged autographed photos when "Lights Out" drama rehearsal recently.

Peter Van Steeden likes to tinker with radio sets and has built several of them himself which he has given to friends.

Jack Fulton's Warner Brothers contract doesn't mean his first Hollywood affiliation. He appeared in "King of Jazz" years ago with Paul Whiteman.

Actor Bill Bouchee wears a riding habit to broadcasts, then dashes out for a horseback ride.

Johnny Messner takes boxing lessons to keep his baton waving arms limber.

WINNIPEG, March 30—A Dominion wide construction scheme and a 30-year plan for reforestation was urged by Hon. H. H. Stevens, Reconstruction M. P. for Kootenay East, as a solution for unemployment last night passing through Winnipeg on his way to Ottawa. The leader charged the King Government had not faced the underlying causes of unemployment any more than the Bennett Government had.

In fact, the great Renoir said of him that he was the only English painter for whom he cared a whit, only Renoir expressed himself in less elegant language in paying the tribute.

HERE COMES PACKARD FOR 1938

-the only cars that can make you all these promises!

MIRACULOUS RIDE—The new Packard Six and new Packard Eight (formerly called Packard 120) bring you the gentlest ride ever offered to motorists—a ride that literally re-makes roads!

UNEQUALLED SAFETY—These new Packards are outstanding in safety. Side-sway is eliminated and the danger of skidding is tremendously reduced.

REVOLUTIONARY REAR END—The foregoing things have been accomplished by a trio of epochal improvements which now bring the effect of independent wheel suspension to the rear end.

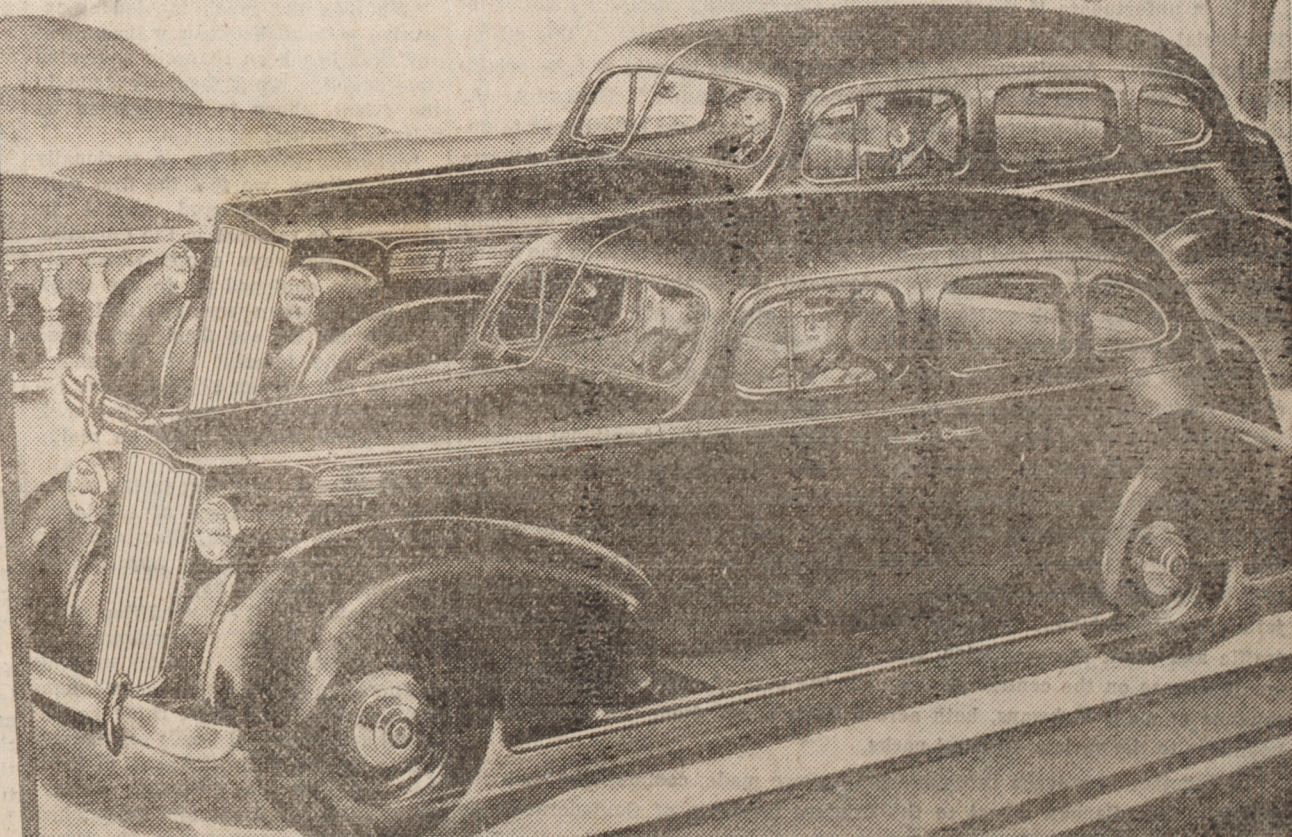
NEW QUIET BODY—As a result of years of research in cooperation with a great University, Packard brings you a really quiet all-steel body with an all-steel top.

MORE LUXURIOUS SIZE—Both the Packard Eight and Packard Six are seven full inches longer in wheelbase than last year. Bodies are far wider. Trunks challenge those of any cars for roominess.

SERVICE NEEDS CUT—The need for service is still further reduced. Example: Chassis lubrication is now needed only twice a year!

ENDURING BEAUTY—The famous Packard lines are now more beautifully streamlined than ever. But they still proclaim your car a Packard, still guard it from early style obsolescence. Only Packard gives you both long mechanical life and long style life!

EASY AVAILABILITY—YOU can afford one! See your Packard dealer. He will give you proof that, if you can afford to buy and operate any new car, you can afford to buy and operate a Packard!



YOU HAVE A DATE TUESDAY EVENINGS

Each Tuesday evening, at 9.30 P.M. over the N.B.C. Red Network, Packard brings you one of the most entertaining full-hour shows on the air! Lanny Ross, Charles Butterworth, and Florence George head a brilliant cast that entertains each week one of the topmost stars of radio, stage or screen!

.NEW 1938 PACKARD SIX & EIGHT { FORMERLY CALLED THE PACKARD 120 }

Mothers!

Don't take chances with colds... rub on VICKS VAPORUB