

Theatre of the Air

ALL TIMES ATLANTIC STANDARD TIME

MONDAY'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.
5.30—Do You Remember
6.00—Program Resume
6.45—Don Winslow
6.45—Closing Stock Quotations
7.00—Education Week
7.30—Fanfare
8.00—Wilf Carter
8.15—Major Bill
8.30—Organ Recital
8.45—Canada Week by Week
9.00—Orchestra
9.30—Canadian Teachers Federation
10.00—Lux Radio Theatre
10.00—Acadia Serenade
11.30—Sports in Canada
11.45—The Art Singer
12.00—Sign Off

CKAC, MONTREAL, 730 K.
6.00—Musical Colours
6.15—Red Rose Tea Program
6.30—Madeline and Pierre
6.45—The Fireside Program
7.15—Don Juan of Song
7.30—Salada Reporter
7.45—Sketch
8.00—Music for Madam
8.15—Le Cure de Village
8.30—Living Room Furniture
9.00—La Page Feminine
9.30—Radio Encyclopedie Frontenac
10.00—Lux Radio Theatre
11.00—Paul Carroll
11.15—Westinghouse Newscast
11.30—Brave New World
11.45—To Be Announced
12.00—Molson Sports Reporter

WEAF, NEW YORK, 660 K.
6.00—Dick Tracy
6.15—Terry and Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Vocal Program
7.30—Press Radio News
7.35—Songs
7.45—Orchestra
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Songs
9.00—Burns and Allen
9.30—Voice of Firestone
10.00—Hour of Charm
10.30—Hour of Charm
11.00—Contented Program
11.30—For Men Only
12.00—Orchestra
1.00—Orchestra

WABC, NEW YORK, 860 K.
5.00—Columbia Concert Hall
5.30—The Goldbergs
5.45—Dr. Daffoe
6.00—Follow the Moon
6.15—Life of Mary Sothern
6.30—Dramatic Sketch
6.45—Hilltop House
7.00—News
7.05—New Horizons
7.15—New Horizons
7.30—Boake Carter
7.45—Lum and Abner
8.00—Poetic Melodies
8.15—Song Time
8.30—Eddie Cantor
8.45—Boake Carter
9.00—Monday Night Show
9.30—Pick and Pat
10.00—Lux Radio Theatre
11.00—Wayne King's Orch.
11.30—Brave New World

WBZ, BOSTON, 990 K.
6.00—Dance Interlude
6.15—Don Winslow
6.30—The Singing Lady
6.45—Tom Mix
7.00—News; Dance Revue
7.30—Baseball News
7.35—Revellers
7.45—Lowell Thomas
8.00—Music is My Hobby
8.30—Rose Marie
8.45—Vocal Program
9.00—Melody Puzzles
9.15—Campbell's Royalists
9.30—Grand Hotel
10.00—Philadelphia Orchestra
11.00—Behind Prison Bars
11.30—National Radio Forum
12.00—News
12.15—King's Jesters
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Dick Tracy
6.15—Terry and Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—The Revellers
7.30—Wrightville Clarion
7.45—Jack the Juggler
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Strong Ensemble
8.45—Chardou
9.00—Burns and Allen
9.30—Alfred Wallenstein's Orch.
10.00—Fibber McGee and Molly
10.30—Music for Moderns
11.00—Contented Program
11.30—Guy Hedlund and Company
12.00—News
12.30—Orchestra
1.00—Weather

TUESDAY'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—Don Winslow
6.30—Vocal Selections
6.45—Closing Stock Quotations
7.00—Rakov's Orchestra
7.30—Weekly Song Sheet
8.00—Chateau Laurier Orch.
8.15—Major Bill
8.30—Organ Recital
8.45—Talk
9.00—Big Town
9.30—Al Jolson Show
10.00—Symphonic Series
11.00—From Sea to Sea
12.00—Sign Off

CKAC, MONTREAL, 730 K.
6.15—Red Rose Tea Program
6.30—Pianologue
6.45—The Fireside Program
7.15—Operetta Excerpts
7.30—Le Reporter Salada
7.45—Programme Valda
8.00—L'Ecole de Hockey de l'Air
8.15—Ford Dealers Program
8.30—Queens Hotel Trio
8.45—La Maison Du Reve
9.00—Big Town
9.30—Al Jolson
10.00—Di-So-Ma
10.45—Montreal in 1868
11.15—Westinghouse Newscast
11.30—Talk
11.45—Four Stars
12.00—Molson Sports Reporter
12.30—Orchestra

WEAF, NEW YORK, 660 K.
6.00—Dick Tracy
6.15—Terry and his Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Science in the News
7.15—Piano Selections
7.30—Press Radio News
7.35—Orchestra
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Local Varieties
8.30—Mystery Drama
8.45—Benno Rapinoff
9.00—Johnny Presents
9.30—Lady Esther's Serenade
10.00—Vox Pop
10.30—Fibber McGee
11.30—Jimmy Fidler
11.45—Dale Carnegie
12.00—Ink Spots
12.15—Orchestra
12.30—Orchestra

WABC, NEW YORK, 860 K.
5.00—Myrt and Marge
5.15—Romance in Rhythm
5.30—The Goldbergs
5.45—Current Questions
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—Boake Carter
7.45—Light Opera Selections
7.55—Press Radio News
8.00—Poetic Melodies
8.15—Hollywood Screenscopes
8.30—Famous Actors' Guild
9.00—Newspaper Drama
9.30—Al Jolson Show
10.00—Watch the Fun Go By
10.30—Camel Caravan
11.00—To Be Announced
11.30—Songs
11.45—Four Stars
12.00—Orchestra

WBZ, BOSTON, 990 K.
6.00—Orchestra
6.15—Don Winslow
6.30—Singing Lady
6.45—Tom Mix
7.00—News and Evening Revue
7.30—Baseball News
7.35—Tony Russell, Tenor
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Dramatic Program
8.30—People in the News
8.45—Songs
9.00—Husband and Wives
9.30—Edgar A. Guest
10.00—Horace Heidt's Brigadiers
10.30—Alias Jimmy Valentine
11.00—Jamboree
12.00—News

WTIC, HARTFORD, 1040 K.
6.00—Dick Tracy
6.15—Terry and his Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Sports Roundup
7.30—Wrightville Clarion
7.45—Waltz Serenade
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—True or False
9.00—Johnny with Russ Morgan
9.30—Wayne King's Orchestra
10.00—Vox Pop
10.30—Hollywood Mardi Gras
11.30—Jimmy Fidler
11.45—Dale Carnegie
12.00—News

MISTAKEN IMPRESSIONS ABOUT RADIO DRAMATIC SHOWS

There exists the mistaken impression in some quarters that radio dramatic shows are enacted under realistic conditions only because of a studio audience. This theory has it that if there were no visitors present, there would be no attempt made to create an illusion of truth. Which line of reasoning is not completely accurate.

Elaine Sterne Carrington, for instance, recalls that at one time she inserted into the "Pepper Young's Family" scripts an actor who was assigned the part of a breezy, smart-alecky Broadwayite. At the writer's suggestion, the performer playing that bit wore a garish plaid tie, tipped his hat back on his head in the credited manner of high-pressure promoters, and even went to the extreme of purchasing the loudest pair of plaid socks he could find. Unusual, perhaps, on the surface—but his characterization was first-rate and the actor is positive the sartorial effects were a good deal responsible. And in a radio performance of "Counsellor-at-Law," Paul Muni had a coat rack placed beside the microphone so that he could actually grab his coat, jam on his hat, and rush away as he did on the stage.

One of Walter Huston's great acting triumphs was in the play, "The Barker." When author Kenyon Nichols created the role of "Nifty," a circus barker played by Huston, he ordered that the latter wear pince-nez glasses, which would give the character the professorial appearance it demanded. And when Huston played the part on the air, he discarded his usual tortoise-shelled spectacles and acted in pince-nez glasses—to betow authenticity upon the microphone interpretation.

Recently actress Alice Frost, who appears in numerous dramatic programs, was required by the script to read a slip of paper handed to her by another actor. And at the broadcast she insisted on being handed a written message, glanced at it for the required time, and then picked up her cue. The actress felt that this actual carrying out of the scriptural bit of business would be more effective. And there are no studio audiences at the "Big Sister" broadcasts.

Who Said "Blue Monday?" Cantor Is On The Air

It will now be "I Love To Spend Each Monday With You" for Eddie Cantor. Gertrude Lawrence, scintillating star of Broadway's current hit, "Susan and God," and favorite comedienne of two continents will be Cantor's guest star to add lustre to the opening ceremonies of his new show next Monday night, March 28th, at 7:30 p.m., EST, via CBS.

In keeping with his plan to debunk the theory that Monday must be called blue, Cantor has invited Benny Goodman and his quartet to help get rid of the blues by swinging them away.

Three personalities new to the Cantor program make their bow as permanent additions to the program with the initial Monday night broadcast. Walter King, famed star of the stage and screen, assumes the role of master of ceremonies and salesman of the cigarette that sponsors the new Cantor program on the air. Another newcomer to the Cantor show is Edgar Fairchild, who with his orchestra will soon become the number one musical background providers in radio. Doubling in piano is the same Mr. Fairchild with Carroll at the other piano.

As usual the soprano department on the Cantor broadcasts will be ably taken care of by Deanna Durbin, and Bert ("Mad Russian") Gordon will still be on hand to ask, "Shall I tell them?"

How Would Radio Stars Fare In Other Lines.

If the radio personalities of today were suddenly forced to desert their present field would they be equipped to earn a living in some other profession?

In most cases the answer is "Yes." Edward G. Robinson, for example, might easily become an art collector, inasmuch as he is considered a connoisseur by recognized art critics, and owns a collection of fabulous value.

Bob Burns could step right into the real estate or oil business. He has bought up considerable property around Hollywood and Van Buren, and at present an oil derrick is being erected on his Hollywood homestead. Ralph Rainger of the Rainger and Robin song-writing team, probably would become one of the country's leading criminal attorneys. He practiced law for several years in New York before he entered the musical field. Robin, no doubt, would go back to his first love, the newspaper. The bushy-haired lyric writer was a crack reporter on the Pittsburgh Chronicle-Telegram, now the Sun-Telegram.

Paul Munroe, youthful director of "Your Hollywood Parade," has two degrees in Industrial Engineering and was formerly associated with several of the largest electrical plants in the nation. His choice, therefore, would not be difficult.

Tony (Oswald) Labriola has never let the architectural bug get out of his veins. Even today he has definite ideas, and works feverishly on construction layouts.

Raymond Paige often has voiced his desire to become a gentleman yachtsman or falling in this, he could return to the business world where he was a high-salaried executive until he was snared by radio.

Parkyakarkus was a prominent Boston advertising executive before he went on radio "as a lark."

Paul Taylor is collecting vacation folders, planning to hit the open road when his shows take their summer layoff. The choir director does all his traveling by auto and trailer.

Martha Raye's recent illness, which kept her off two Al Jolson shows, left her many pounds lighter and Martha has gone on a build-up diet.

Claire Trevor, of the "Big Town" program, recently received a proposal from an Oklahoma admirer, sent by way of a wax recording.

The thirteen year old child star Junior O'Day who is heard in "Big Broadcast" over CBS, says he'll probably be a bank auditor when he grows up.

Penner Confesses

Joe Penner's frankness is disarming, as evidenced by the forthright answers he gave a journalism student the other day.

Question: "How did you happen to go into show business, Mr. Penner?"

Answer: "It was from hunger."

Question: "Why did you leave radio voluntarily in 1935?"

Answer: "Because I thought people would get sick of hearing me try to sell a duck. I wanted a new formula."

Whereupon the neophyte went home to her typewriter and wrote, in the Suzabella manner: "Joe Penner is just too modest and self-effusing for words."

RADIO DOPE

When Joe Penner's Paramount Picture, "Go Chase Yourself" is released you'll see fast-talking Dick Lane in the role of Nails Harden, a bank this week.

John Cointe, announcer of the Burns and Allen program, says that he used to be overawed by the thought that millions of people might be listening to him over the air, but now he conjures up a picture of three or four listeners before a receiving set.

Haven MacQuarrie's "Do You Want To Be An Actor?" program has begun to perform an humanitarian service once credited to the "We, The People" presentation. A recent MacQuarrie broadcast brought together a mother and son who had been separated for eight years.

The recent Southern California flood was responsible for giving Maestro Wilber Hatch what probably was the longest broadcast session on record. He was on call for more than 24-hours to provide music when other types of programs had to be cancelled because the talent could not get to KNX, the Hollywood CBS studio.

There's no telling who will be commissioned for dialect parts in Phil Baker's "Solly Chan" comedy sketches which he includes on his Sunday broadcasts. Last Sunday your reporter caught the show's producer, Glenhall Taylor, babbling oriental jargon into the microphone.

FOR COUGHS
Colds/Brachitis
Mathieu's
Still the
Syrup

Round Radio Row

Joan Blaine has selected Charles Carroll, serene star, as her leading man for the "Valiant Lady" series, heard Monday through Friday via the CBS at 1:45 p.m., EST.

The Walter King signed for the Eddie Cantor show as actor, singer and announcer, is Walter Woolf King, famous musical comedy and operetta star. The "King" was added by the motion picture producers a few years ago.

Benny Goodman and his orchestra, trio and quartet will remain at the Madhattan Room of the Pennsylvania Hotel until the end of May, at which time he will leave for a cross-country tour that will carry the band to Hollywood.

Pity poor Anne Jamison, soprano sensation of the "Hollywood Hotel" show. Immediately after the beautiful Anne arrived in New York by airplane from Hollywood Sunday morning, she was aboard a train bound for Philadelphia to meet with her sponsors.

Tim and Irene's burlesque of the popular song numbers of the day will soon be available in book form, if one of the leading song publishers can convince Tim Ryan to let them have the scripts.

John J. Anthony, conductor of the "Original Good Will Hour" claims that according to a survey taken by the "Original Good Will Hour," love is still the Number One cause in this country for marriage.

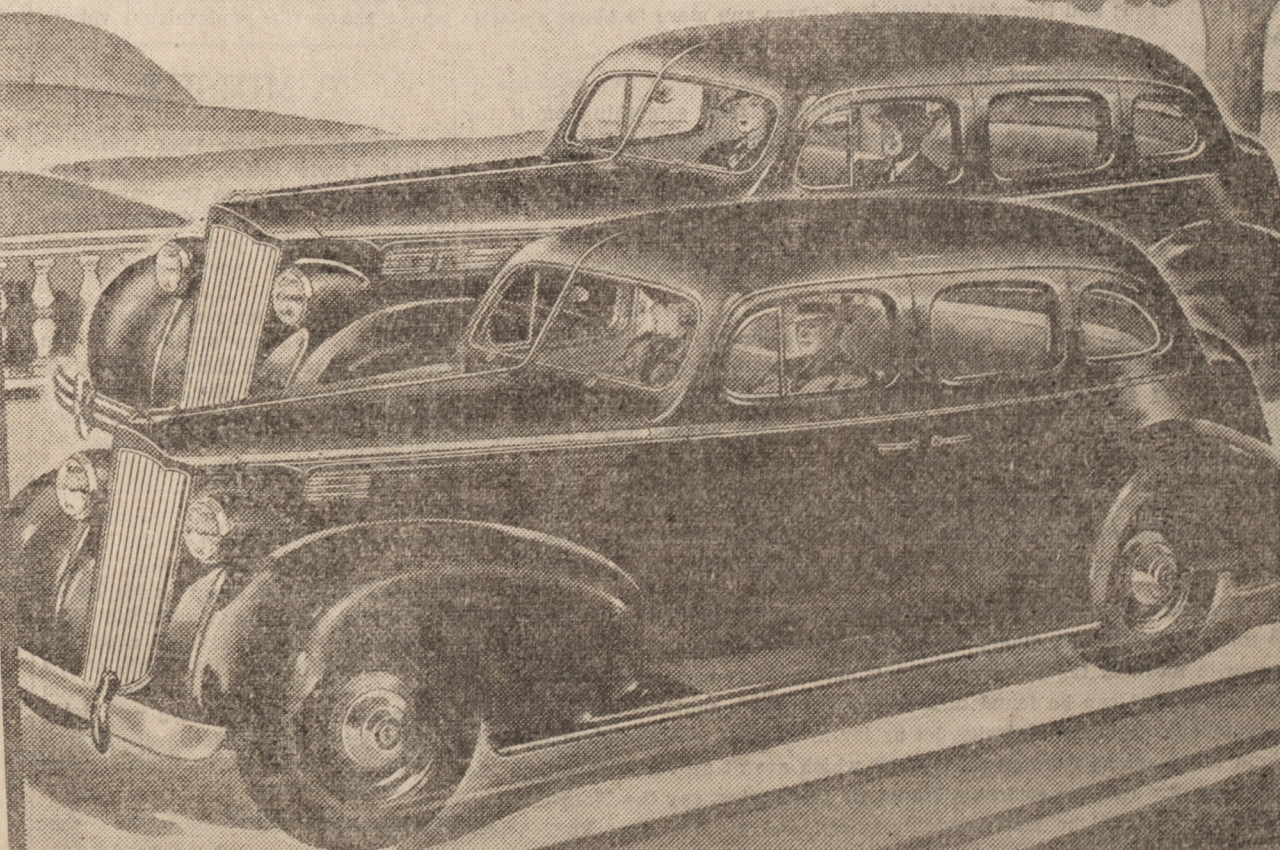
"Aunt Jenny" and Dan Seymour, who announces her "Real Life Stories" over CBS, are as good comrades off the air as on.

KELLOGG'S
ASTHMA
A physician's formula that has benefited sufferers for over 60 years. Try it. You'll be more than pleased with the quickness with which it relieves Asthma and Hay Fever, preventing needless suffering. You simply inhale the fumes.
Your nearest Drug Store has it.
\$1.00 per tin, trial size 25c.
Also obtainable in cigarette form.
Northrop and Lyman Co. Limited
Established 1864
Toronto, Canada
RELIEF

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}