

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—Don Winslow
6.30—Peter and Mathews
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—Life and Learning
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—Social Announcements
6.15—Summary
6.30—Continental Varieties
6.45—The Fireside Program
7.15—Gypsy Serenade
7.30—Salada (Reporter)
7.45—Songs
8.00—Le Club Sportif
8.15—Association Des Merckands
8.30—Dramatic Program
9.00—Kate Smith Hour
9.30—Radio Encyclopedia
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—Sweetheart Rhumbas
7.45—Orchestra
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Schaefer Revue
9.00—Rudy Vallee 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—Deep River Boys
5.30—Goldbergs
6.00—Follow the Moon
6.15—Life of Mary Sothern
6.45—Hilltop House
7.00—Let's Pretend
7.30—News
7.45—Geannine
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—Jackson Dinner
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
6.30—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—Encores
8.45—The Spotlight
9.00—Rudy Vallee'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—Don Winslow
6.30—Piano Recital
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
10.30—Bamberger Symphony Orch.
11.00—Canada 1938
11.45—I Shall Never Forget
12.00—Sign Off

CKAC, MONTREAL, 730 K.

6.00—Social Announcements
6.15—Summary
6.30—Song and Music
6.45—The Fireside Program
7.15—Don Juan of Song
7.30—Radio Reportage
7.45—Melodies Francais
8.00—Music for Madam
8.15—Le Cure de Village
8.30—Rimettes et Chansonettes
8.45—Le Soir a La Veillee
9.00—Gratin Gelinis
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—Rhythmairs
7.30—Press Radio News
7.45—Orchestra
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Commentator
9.00—Cities Service Concert
10.00—Waltz Time
10.30—True Stories
11.00—Campagna's First Nighter
11.30—Jimmy Fidler
11.45—Dorothy Thompson
12.00—Ink Spots
12.15—Orchestra
12.30—Orchestra
1.00—Orchestra

WABC, NEW YORK, 860 K.

5.00—Bob Byron, Whistler
5.15—Sing and Swing
5.30—Bon Voyage
6.00—Salvation Army Staff Band
6.15—Three Treys
6.30—Ray Heatherton, Songs
6.45—Children's Corner
7.00—Margaret Daum, Soprano
7.30—Press Radio News
7.45—Sports Resume
7.55—Federation of Jewish Charities
8.00—Poetic Melodies
8.15—Song Time
8.30—Jay Freeman and His Orch.
8.45—Boake Carter
9.00—Hammerstein Music Hall
9.30—Hal Kemp's Dance Band
10.00—Hollywood Hotel
11.00—The Songshop
11.45—To be Announced
12.00—Tomorrow's News Tonight

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—Songs
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Revelers
7.30—Wrightville Clarion
7.45—History in Headlines
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—George and Bea
8.45—Chandu
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

NEXT BROADCAST IN THE MAKING



After blowing into a bazooka, Bob Burns takes naturally to the mouthpiece of a dictaphone. You see him here, pipe in hand, leisurely recording a story he will tell on his next Kraft program on NBC.

The picture of the radio comedian who works feverishly into the small hours of the morning surrounded by a brain trust of gag writers does not in the least fit Bob Burns.

Those tall tales that come out of the Kraft Music Hall broadcasts over the NBC-Red Network on Thursdays at 10.00 p.m., EST., are not read from a script. When Bob went on the program he did read his monologue from script but now he never writes it down at all—just tells it to a dictaphone record.

Here's the preparation process of a Burns radio story:

On Monday, before the Thursday broadcast, the Arkansas philosopher begins telling Arkansas stories to his wife, his son and the bootblacks and newsboys who comprise his "jury." If they don't produce laughs he revises them until they do or forgets about those stories.

Tuesday night, he dictates the gist of his yarn into dictaphone which he keeps at home.

Wednesday, he doesn't do anything about it at all.

Thursday, first thing after lunch, he plays the dictaphone record over and jots down notes from the stories. Down the left side of a sheet of paper he writes a column of what he calls "leads." For a long story about an old pair of shoes, for example, he might write, simply "Uncle Fudd's shoes."

He rehearses his bazooka numbers and the interview spots with Bing Crosby and the guest stars but his six-minute monologue is never given until he goes on the air Thursday night.

Microphonics

It's a byword in show business that you have two strikes on you before you've even come to bat, if you're on a bill directly after a big-name celebrity. But Don Ross, radio's "Rhyming Minstrel," got his big chance through such a "misfortune."

Baritone Ross, some years ago teamed with Tenor Jack Brooks, was hired by "The Tent," then New York's smartest night club. BUT they had to follow Brook Johns, who was star of the "Follies" and New York's idol. It was the problem of making a favorable impression right after the patrons had yelled themselves hoarse for Johns, that made Ross and his partner work harder than ever before—studying, enlarging their repertoire, rehearsing, finding new material. And they were rewarded.

Hired for four weeks, Don and his partner were held over for 19, and soon their salaries ran into four figures weekly!

Betty Winkler is seriously considering sending "Socker," her pet cocker spaniel, to an institution—for the sake of her career.

Miss Winkler has been missing scripts of late but has just solved the mystery of their disappearance. "Socker" eats them! Instead of getting ecstatic over a pound of hamburger, the pup's favorite meal consists of an appetizer of a page from "It Can Be Done," three pages of "Girl Alone" as an entree, and for a smacking good dessert, one of the sweet passages from one of the other script shows on which she appears!

PROFESSOR BURNS

Bob Burns went straight from the set of "Tropic Holiday" at Paramount the other day to the University of Southern California to lecture university and high school teachers on the art of getting a laugh.

TEAMED WITH RAYE

Bob Hope, wisecracking Broadway musical comedy star who makes his screen debut in "The Big Broadcast of 1938," has been cast opposite Martha Raye in their own picture, as yet untitled.

TRUSTS SHE WILL WORK VERY HARD



MADELEINE CARROLL

Madeleine Carroll, regarded as one of the most beautiful actresses in Hollywood, will be interviewed by Peg Murray during his "Seein' Stars" spot on the Baker's Broadcast, Sunday, March 6, at 7.30 p.m., EST., over the NBC-Blue Network.

Miss Carroll, who cotes on hard work, is looking forward to her radio appearance. "Work doesn't tire me," she says. "It acts as a stimulant and I just can't seem to get enough of it." In addition to the lovely-to-look-at Miss Carroll, the Baker's Broadcast will feature the singing of Harriet Hilliard and the music of Ozzie Nelson and his orchestra.

Nadine Connor Guest Star In "Song Shop"

Listener request again brings Nadine Connor back to the "Song Shop" program as a guest star over CBS on Friday, Feb. 25 at 10 p.m., E.S.T. The young California soprano has scheduled three familiar songs, Strauss' "Tales From the Vienna Woods," Cadman's "Land of the Sky Blue Water" and Robyn's "A Heart That's Free."

Also on the program will be baritone Rees Kennedy singing "Moonlight Madonna" and "I Love Life," Alice Cornett, rhythm singer, with "Blow, Gabriel" and "Sing Baby Sing," Frank Crumit chanting "Ten Little Girls" and "Whistle While You Work" and the "Song Shop" choral group with Kreiser's "Old Refrain." The salon orchestra will be under the capable direction of Gustave Haenschen.

Paul Whiteman says it isn't a contest but he's mighty proud of his two graduates, just the same; Meaning, of course, Jack Fulton, tenor, and Bing Crosby, baritone. Jack, star of the CBS "Poetic Melodies" series, is the father of three boys and a girl. Bing recently became the father of his fourth son.

"It cost me a lot of money in presents," says Whiteman, their former boss, "but every time I hear of one of my former singers having a blessed event, it's the best money I ever spent."

HOLLYWOOD FINDS RADIO A TALENT PROVING GROUND

Hollywood Turning To Radio Theatres For Character Roles

Hollywood is discovering that radio is a proving ground for talent in more ways than one.

A motion picture studio can afford to make a screen test of a candidate for a starring or even a major feature role, but for the important but relatively minor character roles, the thousand-dollar screen test is too expensive.

So Hollywood is turning more and more to the radio theatres to find players for such roles.

Cecil B. DeMille found four characters for "The Buccaneer" at one session of his Radio Theatre. They were Melville Ruick, announcer, and William Royale, Frank Nelson, and Lou Merrill, all of whom appeared in one of the DeMille air dramas.

The radio has been a source of supply of new stars for several years. In "The Big Broadcast of 1938," alone, there are such players as Dorothy Lamour, Shirley Ross, Bob Hope and Martha Raye.

However, the new development is of relatively recent date.

A motion picture studio invests anywhere from \$200,000 to \$1,500,000 in a picture. Consequently, in casting of even minor roles, only proved players are used by the producer, who cannot afford to take chances.

Many of the minor players now in Hollywood came from the ranks of vaudeville performers and replacement of them is necessary as they either retire or move up to featured spots in pictures.

The radio "casting" department can afford to take chances because of the brevity of the appearance on the air and the ability to replace "flops" in the air shows. Also, the obscure programs provide an inexpensive testing ground.

Replacement of an incompetent actor in a motion picture, however, means an outlay of many thousands of dollars.

DeMille declared that the greatest difficulty in getting actors for exciting mob scenes is the finding of players with the ability to put a great variety of expression in their voices. He asserted that the radio is probably the best training ground for voice expression, and added that it is also the best ground for movie scouts to search to find such talent. At the moment he's keeping his ears open for types for his next epic, "Hudson's Bay Company" at Paramount.

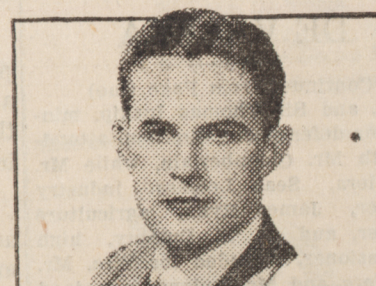
MEETS OLD FRIEND

Frank Shannon, featured recently in Cecil B. DeMille's radio theatre production of "Anna Christy," starred on Broadway 40 years ago in "The Royal Mounted," authored 35 years ago by DeMille. It was the first time they had met since the Broadway days.

VETERAN DIRECTOR

Raoul Walsh, director of Paramount's "College Swing," has directed more than 100 motion picture productions.

When You Want to Alkalize Stomach Fast



Try This Amazing Fast Way —The "Phillips" Way Millions Are Adopting

On every side today people are being urged to alkalize their stomach. And thus ease symptoms of "acid indigestion," nausea and stomach upsets.

To gain quick alkalization, just do this: Take two teaspoons of PHILLIPS' MILK OF MAGNESIA 30 minutes after eating. OR—take two Phillips' Milk of Magnesia Tablets. Relief comes almost at once—usually in a few minutes. Nausea, "gas"—fullness after eating and "acid indigestion" pains leave. You feel like a new person.

Try this way. Get either the liquid "Phillips" or the remarkable, new Phillips' Milk of Magnesia Tablets. Each one equals a teaspoon of the liquid. Only 25¢ a box at all drug stores.

ALSO IN TABLET FORM:

Each tiny tablet is the equivalent of a teaspoonful of genuine Phillips' Milk of Magnesia.

MADE IN CANADA

PHILLIPS' MILK OF MAGNESIA



"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

