

# Theatre of the Air

ALL TIMES ATLANTIC STANDARD TIME

## SATURDAY'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—Orchestra  
6.15—Orchestra  
6.30—Norman Thomas  
6.45—Closing Stock Quotations  
7.00—Music by Meakin  
7.30—Orchestra  
8.00—Germany Salutes Canada  
8.30—Book Review  
8.45—Orchestra  
9.00—Nutrition  
10.00—N.H.L. Hockey Broadcast  
11.30—NBC Symphony Orchestra  
12.00—Sign Off

CKAC, MONTREAL, 730 K.  
6.30—Orchestra  
6.45—Classical Interlude  
7.00—Chorus  
7.30—Reporter  
8.00—Swing Club  
8.30—Piano  
9.00—Old Fashioned Spelling Bee  
9.45—Folklore  
10.00—Musical  
11.00—Organist  
11.30—Orchestra  
11.45—Patti Chapin, Songs  
12.00—Molson Sports Reporter  
12.30—Orchestra  
1.00—Orchestra

WEAF, NEW YORK, 660 K.  
6.30—Stamps  
7.00—El Chico  
7.30—Press Radio News  
7.35—Sports  
7.45—Religion in the News  
8.00—Kindergarten  
8.30—Dramatic Critic  
8.45—Songs  
9.00—Believe It or Not  
9.30—The Log Cabin  
10.30—American Portraits  
11.00—NBC Symphony

WABO, NEW YORK, 860 K.  
5.15—The Dancapators  
5.45—Orchestra  
6.30—Orchestra  
6.45—Dorothy Gordon's Corner  
7.00—Columbia Concert Hall  
7.25—Press Radio News  
7.30—Eddie Dooley's News  
7.45—Orchestra  
8.00—Saturday Night Swing Club  
8.30—Carbondum Band  
9.00—Your Unseen Friend  
9.30—Johnny Presents  
10.00—Professor Quiz  
10.30—All in Fun  
11.00—Your Hit Parade  
11.45—Patti Chapin, Songs  
12.00—Orchestra  
12.30—Orchestra  
1.00—Orchestra

WBZ, BOSTON, 990 K.  
6.45—Orchestra  
7.00—Rakov's Orchestra  
7.30—Press Radio News  
7.35—Vocal Program  
8.00—Message of Israel  
8.30—Uncle Jim's Question Bee  
9.00—Orchestra  
9.30—Linton Wells  
10.00—National Barn Dance  
11.00—Gun Smoke Law  
11.30—To be Announced  
12.00—Orchestra  
12.30—Orchestra  
1.00—Orchestra

WTIC, HARTFORD, 1040 K.  
6.00—Top Hatters  
6.30—Calling All Stamp Collectors  
7.00—News  
7.15—Sports Roundup  
7.30—Wrightville Clarion  
7.45—Medical Talk  
8.00—Kindergarten  
8.30—Orchestra  
8.45—Sports of the Week  
9.00—Believe It or Not

## SUNDAY'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.  
3.45—Radio Pulpit  
6.00—Tudor Manor  
7.00—And It Came to Pass  
7.30—Weekly News Review  
7.45—Violin  
8.00—Jello-O Program  
8.30—Canadian Mosaic  
9.00—Chase & Sanborn Hour  
10.00—Music Time  
11.00—Housing Problems  
11.30—Along the Danube  
12.00—Sign Off

CKAC, MONTREAL, 730 K.  
6.00—Opera  
6.45—Catholic Hour  
7.30—Double Everything  
8.00—Association des Marchands  
8.15—Josen et Josette  
8.30—Jacques and Jacqueline  
9.00—Provincial Hour  
10.00—Ford Sunday Evening Hour  
11.00—The King and the Song  
11.15—Westinghouse Newscast  
11.30—Headlines and Bylines  
12.00—Molson Sports Reporter

WEAF, NEW YORK, 660 K.  
6.00—Marion Talley  
6.30—Mickey Mouse  
7.00—Catholic Hour  
7.30—A Tale of Today  
8.00—Jack Benny  
8.30—Interesting Neighbors  
8.45—Interesting Neighbors  
9.00—Chase and Sanborn  
10.00—Manhattan Merry-Go-Round  
10.30—Album of Familiar Music  
11.00—Rising Musical Star  
12.00—Piano Duo

WABO, NEW YORK, 860 K.  
6.00—Magazine of the Air  
6.30—Guy Lombardo and Orch.  
7.00—Joe Penner  
7.30—Double Everything  
8.00—Vicks Open House  
8.30—Phil Baker  
9.00—Honorable Mention  
9.30—Earaches of 1939  
10.00—Ford Sunday Night Hour  
11.00—Orchestra  
12.00—Orchestra  
12.30—Orchestra  
1.00—Orchestra

WBZ, BOSTON, 990 K.  
6.00—Opera Auditions of the Air  
6.30—Sunshine Melodies  
7.00—Senator Fishface  
7.30—Orchestra  
8.00—To be Announced  
8.30—Ozzie Nelson's Orch.  
9.00—Detective Series  
10.00—Hollywood Playhouse  
10.30—Walter Winchell  
10.45—Irene Rich  
11.00—Orchestra  
11.30—Cheerio  
12.00—News

WTIC, HARTFORD, 1040 K.  
6.00—Marion Talley  
6.30—Mickey Mouse  
7.00—Catholic Hour  
7.30—News  
7.45—Flufferettes  
8.00—Jack Benny  
8.30—Interesting Neighbors  
9.00—Don Ameche  
10.00—Manhattan Merry go Round  
10.30—Album of Familiar Music  
11.00—Rising Musical Stars  
11.30—Orchestra  
1.00—News

9.30—Variety Show  
10.00—Orchestra  
10.30—American Portraits  
11.00—NBC Symphony  
12.30—News

## WORLD FAMOUS CONDUCTORS WILL DIRECT NBC SYMPHONY ORCHESTRA

Five world-famous conductors—Carlos Chavez, Arturo Rodzinski, Pierre Monteaux, Sir Adrian Boult and Bernardino Molinari—have been scheduled to succeed Arturo Toscanini as director of the NBC Symphony Orchestra.

This assures the continuance of the Saturday night broadcast, by the NBC Symphony Orchestra well into June. Programs will be broadcast, as usual from 10.00 to 11.30 p.m. EST, over the National Broadcasting Company's Blue and Red Networks, the network of the Canadian Broadcasting Corporation and via short wave.

Chavez, distinguished Mexican conductor already known to American concert and radio audiences through his former guest appearances in the United States, will follow Arturo Toscanini, directing the broadcasts on March 12 and 19. Chavez is distinguished as a composer as well as conductor, having written for the ballet, chamber orchestra and string quartet.

Arturo Rodzinski, brilliant conductor of the Cleveland Orchestra, the original drill-master of the NBC Symphony Orchestra and conductor of three of its broadcasts, will return for the programs of April 2, 9 and 16.

According to present plans, Pierre Monteaux, France's foremost conductor and regular leader of the San Francisco Orchestra, who conducted the first three programs of the NBC Symphony Orchestra, will be on the podium for the broadcasts of April 23 and 30. Monteaux came to New York in 1916 with the Russian ballet and in 1917 was one of the conductors at the Metropolitan. He later took charge of the Boston Symphony Orchestra before going to the coast.

Sir Adrian Boult, distinguished conductor of the BBC Symphony Orchestra in London, is scheduled to conduct on May 14 and 21. Educated at Oxford, Sir Adrian got his doctorate in music from Leipzig Conservatory. He has served as conductor of the

Birmingham Orchestra, the Bach Choir, the Royal Philharmonic Society, London's Symphony and Queen's Hall orchestra.

Bernardino Molinari, famous as the maestro of the Angusteo Concerts in Rome and widely known in this country as guest conductor, is expected to follow Sir Adrian. Molinari made American debut in 1928, leading the New York Philharmonic and St. Louis Symphony. He has directed Summer concerts in San Francisco, Hollywood and New York.

Conductors for the dates not mentioned above will be announced as determined.

### Fiddlers Gets Contract For Another Year

Jimmie Fidler, whose "I DO MEAN YOU" trade-marks Hollywood's pioneer broadcast of motion picture news and comments, will begin his second year under the sponsorship of Proctor and Gamble Co., under a new contract effective March 15.

Fidler will continue his twice-weekly broadcasts, reporting Hollywood news every Tuesday and Friday at 10.30 p.m., EST, over the NBC-Red Network for Proctor and Gamble Co., on behalf of Drene Shampoo.

Fidler's comments on Hollywood have been heard over NBC networks more than five years. After years of varied experience in Hollywood, as an actor, publicist, magazine writer, and columnist, Fidler made his first radio talks when "Hollywood On the Air" was introduced as the first sustaining program broadcast over NBC from the Film City.

In 1935, Fidler made his debut as a solo commentator, broadcasting his own program. Two years later he started his present series of fifteen minute programs featuring inside facts about Hollywood, up-to-the-minute news of the studios, and previews of Hollywood productions.

Active as a columnist as well as a radio commentator, Fidler writes a daily column of Hollywood gossip, which is published in 108 newspapers throughout the country. Recently he was signed to a motion picture contract by Warner Brothers.

### Reminds Herself Not To Forget

Lonella Parsons, famed Hollywood reporter, takes strong precautions not to miss the broadcasts of her daughter, Harriet, who reports on Hollywood doings over the NBC-Blue Network each Wednesday at 8.30 p.m., EST.

First of all, in the afternoon she turns the radio at her home to the Los Angeles station carrying the program with a note on the dial: "Do not move." Then she has her chauffeur turn the auto radio to this station. Before setting out to make a round of visits she phones ahead to make sure the people have radios if she is going to be there near the time of the broadcast.

### \*\*\* Star Dust \*\*\*

Bob Ripley will never go broke!

Two of his radio fans have taken care of that matter in admirable fashion. As a result Bob now holds as insurance against a rainy day two checks, fully endorsed, one for two cents and another for three cents. The checks were accompanied by letters explaining that the donors wanted to make sure the famous collector of oddities was never lacking for funds. The checks have been placed in Ripley's famous collection of curios from all over the world.

Rush Hughes, the NBC raconteur and reporter, subscribes to no less than 78 newspapers every day. Rush has a fetish about getting—and reading—at least one paper from every city in which his broadcasts are heard. In that way, he knows what is of interest to the majority of his listeners, what they are familiar with, and what style of news presentation they are used to.

## WHAT EVERY CANADIAN SHOULD KNOW

about  
The British Market  
for Canadian Farm Products

It deals with Beef and Store Cattle, Dairy Cattle, Dressed Beef, Horses, Bacon and Ham, Cheese, Butter, Condensed Milk, Dressed Poultry, Eggs, Canned Fruits and Vegetables, Fresh Fruit, Honey, Maple Products, Tobacco, Hay, Alfalfa Meal, Grass and Clover Seeds, Furs.

You may have a copy free

Write to  
Director, Marketing Service  
Department of Agriculture, Ottawa

Issued under direction of Hon. James G. Gardiner, Minister

## MICROPHONICS

Although Richard Crooks sings with flawless diction in six foreign languages, he presents most of his classic songs in English, on the air, because he believes that the more people understand of music, the better they like it. Words are quite as important as "tunes," he believes. Recently he made some interesting experiments. At one of his concerts he sang a group of classic songs in their original tongues, and a second group, of identical musical value, in English. The English group was the better received, proving Mr. Crooks' theory. In Europe, Mr. Crooks points out, even the operas are sung in the language of the people. This circumstance he believes, is largely responsible for the great spontaneous national interest in opera in those lands.

Chester Morris always stops the show when he appears on the Kraft Music Hall with Bing Crosby and Bob Burns. Chester, who is an amateur magician, insists on working his art as he talks about it on the air. During a recent rehearsal he handed Bing five quarters, told him to close his hand, then asked him how much cash he had. Bing smartly said, "A dollar and a quarter." Then he opened his palm and found to his chagrin, five pennies!

Local boys and girls who have been going places and NCBing things: Wendy Barrie, comedienne of Jack Haley's Log Cabin, Hongkong, China . . . Bob McCoy, director of the Glee Club of Horace Heidt's orchestra, Circle City, Alaska . . . Frank Simon, Armo band director, Cincinnati, Ohio . . . Luise Barclay, star of The Woman in White, Sioux City, Ia. . . Helen Musselman of One Man's Family, Chico, Calif. . . Betty Lou Gerson, of Grand Hotel, Chattanooga, Tenn. . . Mary Ann Bock, child singer with the Hour of Charm orchestra, McKeesport, Pa. . . Howard Clancy, announcer of the NBC Symphony Orchestra, Pittsburgh, Pa. . . Nan Grey, star of the dramatic serial, Those We Love, Houston, Tex.

### Ann Tenna Tells All

Peter Van Steeden has been offered a neat sum for the rights to his song "Home" by a prominent real estate concern.

Phil Baker's family will come east two weeks ahead of the Sunday jester.

Mary Margaret McBride saves every one of her fan letters.

Rush Hughes has been unofficially designated the fastest talker in radio on the Coast.

Fred Allen's announcer, Harry von Zell was once a professional boxer.

Kate Smith drinks a quart of milk per broadcast between vocal spots.

Reed Kennedy will have double duties on Sundays. He'll act as bass soloist at St. Bartholomew's Church and as baritone on "Magazine of the Air."

The Mystery Chef gets hundreds of unsolicited recipes from restaurants all over the country.

Bob Ripley has never repeated a "Believe It Or Not" in all the time he has been on the air.

Jack Benny, for a laugh, tried to pawn his violin and was offered fifty cents.

"We, the People" bring back guest stars for second appearances if audience reception warrants it.

Frank Black has spent thousands of dollars for his collection of odd instruments which he never uses on the air.

Louise Fitch, dramatic actress, is considering a comedy role in a new network show.

### Wanted Her Act To Ring True

Luise Rainer, guest of Bob Taylor, on a recent Good News of 1938 broadcast over NBC, is very conscientious.

She rehearsed the classic telephone scene from The Great Ziegfeld on her own phone at home all afternoon and decided to bring it to the broadcast because she was more familiar with it than with a prop.

Instead of simply cutting the wires Miss Rainer worked for a whole hour to disconnect them from the wall.

### CHOLERA INFANTUM THE FATAL DISEASE OF CHILDREN



Is a valuable preparation that has been on the market for the past 88 years.

It effectively off-sets the vomiting, purging and diarrhoea of cholera infantum.

Price, 50c. a bottle at all druggists or dealers; put up only by The T. Milburn Co., Limited, Toronto, Ont.



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!"

(Picobac 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

## Be Extra Careful about STUBBORN COLDS

Relieve Their Misery this PROVED Way

TOO often, the cold that "hangs on" is a result of neglect . . . and neglect is always risky. Be extra careful of a stubborn cold, of course. But the safest course is to be careful of all colds. Don't experiment. Relieve their misery this doubly proved way.

Here's What To Do: It's best to stay in bed and get lots of rest. Eat lightly, drink plenty of water, and keep elimination regular. And use Vicks VapoRub without delay.

VapoRub has been proved by everyday use in more homes than any other medication of its kind—further proved by the latest clinical tests ever made on colds. (Full details in every VapoRub package.) Only Vicks give you proof like this.

No Long Waiting for Relief to Begin...

VapoRub is direct external treatment. No "dosage"—no stomach upsets. Just massage it on throat, chest, and back. Then—to make its long-continued double

action last even longer—spread a thick layer on the chest and cover with a warm cloth.

Relief starts almost at once. You begin to feel warm and comfortable as VapoRub goes to work direct through the skin like a poultice. At the same time its medicated vapors, released by body warmth, are carried direct to the irritated air-passages with every breath.

This double action loosens phlegm, eases irritation and coughing, helps break local congestion. And long after restful sleep comes, VapoRub keeps right on working.

NOTE: If there is much irritation and coughing, or the air-passages feel clogged with heavy mucus or phlegm, even stronger vapor action is helpful. Pour boiling water in a bowl, melt a teaspoonful of VapoRub in it, and inhale the steam—ing vapors for several minutes.

**VICKS VAPORUB**

Now WHITE—STAINLESS—