

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
6.15—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
11.00—Acadia Serenade
11.30—Sports in Canada
11.45—The Art Singer
12.00—Sign Off

CKAC, MONTREAL, 730 K.

6.15—Eton Boys
6.30—Sleepex Program
6.45—The Fireside Program
7.15—L'Heure Recreative
7.30—A Baton Rumpus
7.45—To be Announced
8.00—Melody Time
8.15—Le Cure de Village
8.30—Living Room Furniture
9.00—Radio Vaudeville
9.30—Radio Encyclopedia Frontenac
10.00—Lux Radio Theatre
11.00—Lasalle Cavaliers
11.15—Westinghouse Newscast
11.30—Alex. Lajoie and Orch.
11.45—To be Announced
12.00—Molson Sports Reporter

WEAF, NEW YORK, 660 K.

6.00—Songs by Bonnie Stewart
6.15—Terry and Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Vocal Program
7.30—Press Radio News
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—New York on Parade
9.00—Burns and Allen
9.30—Voice of Firestone
10.00—Fibber McGee and Molly
10.30—Hour of Charm
11.00—Contented Program
11.30—Music for Moderns
12.00—Orchestra
1.00—Larry Burke, tenor

WABC, NEW YORK, 860 K.

6.00—Between the Book Ends
6.15—Orchestra
6.30—Music from the Gold Coast
6.45—Follow the Moon
6.55—Life of Mary Sothorn
7.00—Children's Corner
7.15—Hilltop House
7.30—Vocal Selections
7.45—New Horizons
7.55—Press Radio News
8.00—George Hall's Orch.
8.15—Poetic Melodies
8.30—Song Time
8.45—Jay Freeman and Orch.
8.55—Boake Carter
9.00—Alemitte Half Hour
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—Neighbor Nell
6.15—The Four of Us
6.30—The Singing Lady
6.45—Tom Mix
7.00—U. S. Army Band
7.30—Press Radio News
7.45—Charles Sears, Tenor
7.55—Lowell Thomas
8.00—Time to Shine
8.30—Lum and Abner
8.45—Vocal Program
9.00—Gen. Hugh Johnson
9.15—Campbell's Royalists
9.30—Campbell's Vanity Fair
10.00—Philadelphia Orchestra
11.00—Behind Prison Bars
11.30—National Radio Forum
12.00—Orchestra
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 Inquisitor
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Strong Ensemble
8.45—Chandu
9.00—Burns and Allen
9.30—Alfred Wallenstein's Orch.
10.00—Fibber McGee and Molly
10.30—Hour of Charm
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—Summary and weather
6.30—Pianologue
6.45—The Fireside Program
7.15—L'Heure Recreative
7.30—Le Reporter Salada
7.45—Programme Valda
8.00—L'Ecole de Hockey de l'Air
8.15—Song Time
8.30—Queens Hotel Trio
8.45—The Don Juan of Song
9.00—The Provincial Hour
10.00—Di-So-Ma
10.45—Silver Strings
11.15—Westinghouse Newscast
11.30—Del Casino, Songs
11.45—Four Stars
12.00—Molson Sports Reporter
12.30—Orchestra

WEAF, NEW YORK, 660 K.

6.00—Songs by Carlotta
6.15—Terry and his Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Science in the News
7.15—Don Winslow of the Navy
7.30—Press Radio News
7.45—Today's Sports
7.55—Billy and Betty
8.00—Amos 'n' Andy
8.15—Local Varieties
8.30—Steine Bottle Boys
8.45—Benno Rabinoff
9.00—Johnny Presents
9.30—Lady Esther's Serenade
10.00—Vox Pop
10.30—Hollywood Mardi Gras
11.30—Jimmy Fidler
11.45—Serenade
12.00—Violin in the Night
12.15—Orchestra
12.30—Orchestra

WABC, NEW YORK, 860 K.

5.00—Myrt and Marge
5.15—Bob Byron, whistler
5.30—Story of Industry
6.00—Follow the Moon
6.15—Life of Mary Sothorn
6.30—Dear Teacher
6.45—Dorothy Gordon's Corner
7.00—All Hands on Deck
7.30—Press Radio News
7.45—Sports Resume
7.55—George Hall's Orch.
8.00—Poetic Melodies
8.15—Song Time
8.30—Famous Actors' Guild
9.00—Newspaper Drama
9.30—Al Jolson Show
10.00—Watch the Fun Go By
10.30—Jack Oakie College
11.00—Swing School
11.30—Russell Dorr, Baritone
11.45—Four Stars
12.00—Tomorrow's News Tonight

WBZ, BOSTON, 990 K.

6.00—Peggy Wood Galling
6.15—Edward Dacies
6.30—Singing Lady
6.45—Tom Mix
7.00—String Time
7.30—Press Radio News
7.45—Tony Russell, Tenor
7.55—Lowell Thomas
8.00—Easy Aces
8.15—Dramatic Program
8.30—Lum and Abner
9.00—Edgar A. Guest
9.30—Husband and Wives
10.00—To be Announced
10.30—Roy Shield Review
11.00—Gen. Hugh Johnson
11.30—Orchestra
11.45—Past Masters' Program
12.00—Vagabonds
12.15—King's Jesters

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

FASHIONAIRES TRIO WILL FEATURE "SNOW WHITE" PARAPHRASE

Ann Tenna Tells All

A paraphrase on "Snow White and the Seven Dwarfs", the full-length Walt Disney cartoon, will be featured by the "Fashionaires" Monday, Mar. 21, 8.30 to 9.00 p.m., EST. when "Streamline" is broadcast over the national network of the CBC from Toronto. "College Swing", from the movie of the same name, will be the trio's other contribution to the programme.

"Love is Here to Stay", George Gershwin's hit-song from his last movie production, "The Goldwyn Follies", will be offered by Dorothy Alt contralto soloist. Her other selection will be the popular Ellery song, "Why Did You Leave Me?"

Three classical compositions, and the well-known "Colonel Bogey" march by Alford, will receive streamlined treatment in clever arrangements by Percy Faith, conductor of the orchestra. The classics to be heard in 20th century style are: "Lullaby" by Johannes Brahms; Paderewski's "Minuet"; the famous "Blue Danube" waltz by Johann Strauss; and one of the loveliest gypsy airs of all time, "Zigeunerweisen" by the world-renowned violinist and composer, Pablo M. de S. Sarasate.

The programme will be produced by Rupert Lucas.

Jeanette MacDonald to Make Concert Tour

With the close of her radio series for "Vick's Open House" March 20, Jeanette MacDonald, singing star, has completed plans for the concert tour she will make next year.

The prima donna will launch the seventh phase of her professional career when she essays the American concert stage. She began as a dancer, stepped to musical comedy as a singer, conquered the dramatic stage made a European concert tour, and soared to stardom as a moving picture star. This year she added radio to her record, and will complete the cycle with her concert debut in this country.

CBC Gossip

Radio listeners will be able to hear first hand information on current international affairs from a reliable source every Tuesday evening henceforth. Beverly Baxter, known to many Canadians by his numerous articles on British affairs, will speak over the CBC national network on a program sponsored by the General

Andre Kostelanetz will take an active interest in the celebration of 20 years of successful flying of the U. S. mail.

Alice Frost rates her first radio fan letter as her most cherished possession.

Ned Wever, tar of "Dick Tracy", used to build crystal sets in radio's early days.

Peter Van Steeden, maestro of "For Men Only" carries good luck charms on both ends of a watchless watch chain.

Dick Himber, maestro on the new Lou Holtz show over CBS, gives musicians in his outfit eight-balls from billiard tables when they make mistakes. Some of them make mistakes purposely so they can take the balls home to their kids.

Bess Johnson uses a self-devised system of hieroglyphics in jotting down script corrections and is the only one who can decipher the corrections.

Edgar Guest likes to attend the old-fashioned square dances.

Margaret Shanna likes to stand on her toes when broadcasting, claiming it gives her balance.

Amanda Snow sometimes becomes so absorbed in her song rehearsals that she forgets to eat.

Betty Wragge of "Pepper Young's Family" likes to rehearse before a mirror.

Gustave Haenschen, "Song Shop" maestro, has written nearly fifty songs which have been played over the air but none of which have been published.

Jack Fulton is an expert whistler and can imitate numerous bird calls.

Betty Winkler was only 17 when she joined the Cleveland Players repertory company.

Johnny the Call Boy still has his original bellhop uniform which he wore as a page boy in a New York hotel.

Motors. The programs will be conducted as a part of the CBC educational series.

The speaker, a former Canadian, is prominent in newspaper and political activities in Great Britain, having risen to the position of Managing Editor of the London Daily Express under Lord Beaverbrook, another former Canadian. His broadcast, "From the Heart of the Empire" will be heard from 11.00 p.m. until 11.15 p.m. AST.

They Don't Exist Yet They're Very Real To Dialers

They don't exist, yet they're very real in the minds of dialers. Never a word over the air nor an appearance before studio audiences, but you hear them mentioned everywhere.

Ridiculous, eh? Don't you feel almost as if you knew Grampa Snazzy, Uncle Fudd, Hodge White or Skinny Dugan?

Like those fabled characters, Snow White and Charlie McCarthy, who have become flesh-and-blood people to millions of movie and radio fans, Grampa and his shadowy sidekicks are practically homefolks to dial twisters.

It's all due to expert imagination-manipulating by air comedians. Radio fans live in a world of make-believe. With only their ears to guide them, they "see" car smash-ups, brawls, beautiful girls, comical situations and all the trappings of a good radio show. And as if "swing" performers with their ears were not enough, they get acquainted with folks who don't exist!

It does sound a little dizzy. But as soon as Bob Burns begins to talk, listeners wait for "Grampa Snazzy" and "Uncle Fudd" to come on the scene, accompanied by the rest of those astonishing relatives. Bets are sometimes made on where "Grampa" is going to be caught "trying eggs" that week.

Fred Allen talks so much about Hodge White, the peculiar storekeeper, that listeners all over the country have definite, if not always matching, pictures of how Hodge—who is a real, live person—looks. And Charlie McCarthy, who can't even talk himself without the help of a fellow named Bergen, has made "Skinny Dugan" almost as real—and unpredictable—as himself.

Joe Penner had a unique experience. He invented "Suzabella", a slightly addled sweetheart and she became so familiar to dialers he had to put her in his show. Now she's a weekly performer, in the person of Gay Seabrook, whose baby-voiced dumbness apparently fulfills the expectations of even the most exacting dialer.

It's a daffy business at times, this radio, but it all adds up to entertainment.

BABY'S OWN SOAP
Best for You and Baby too

Lawrence Tibbett and Helen Jepson In "Naughty Marietta"

Lawrence Tibbett and Helen Jepson both of the Metropolitan Opera, will play the lead roles in one of the Lux Radio Theatre's most unusual productions on Monday, March 28. The play is "Naughty Marietta" and the occasion brings two members of the Metropolitan Company together in a radio dramatic production for the first time.

With Cecil B. DeMille as producer this Victor Herbert favorite will be broadcast over the Columbia network at 9.00 p.m. EST.

Tibbett is regarded as one of the best actors of all operatic stars and the same applies to Miss Jepson, who has just made her movie debut in the "Goldwyn Follies".

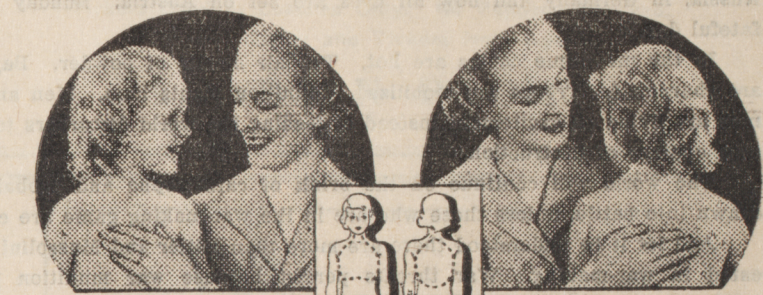
Both stars will be heard in some of the famous melodies from "Naughty Marietta" during the full hour production.

"Country Gardens" In New Arrangement for CBC 'Dancing Strings'

Percy Grainger's famous "Country Gardens" will be the featured and closing selection to be offered CBC's national network listeners Monday, March 21, 6.00 to 6.30 p.m. EST, when "Dancing Strings", a programme under the direction of Samuel Hershoren, is presented from the Toronto studios in honor of the arrival of Spring.

Opening with Fletcher's "Bal Masque", the string ensemble also will play "Who Can Tell", from Fritz Kreisler's lovely operetta, "Apple Blossoms". Victor Herbert's celebrated "Puccinello", and Paul Lincke's "Beautiful Spring", will follow, and during the latter portion of the half-hour broadcast listeners will hear the Gavotte from Sullivan's "Gondoliers" and, to emphasize the theme of the new season, the famous "Spring Song" by Felix Mendelssohn.

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 15 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.

Avoids Risk of Stomach Upsets
This safe, external treatment cannot possibly upset the stomach, as constant internal "dosing" is so apt to do. It can be used freely, as often as needed, even on the youngest child.

Now White—Stainless
Thanks to a new process, VapoRub now comes to you in white stainless form. Only the color is removed; it is the same VapoRub—the same formula and the same effective double action.

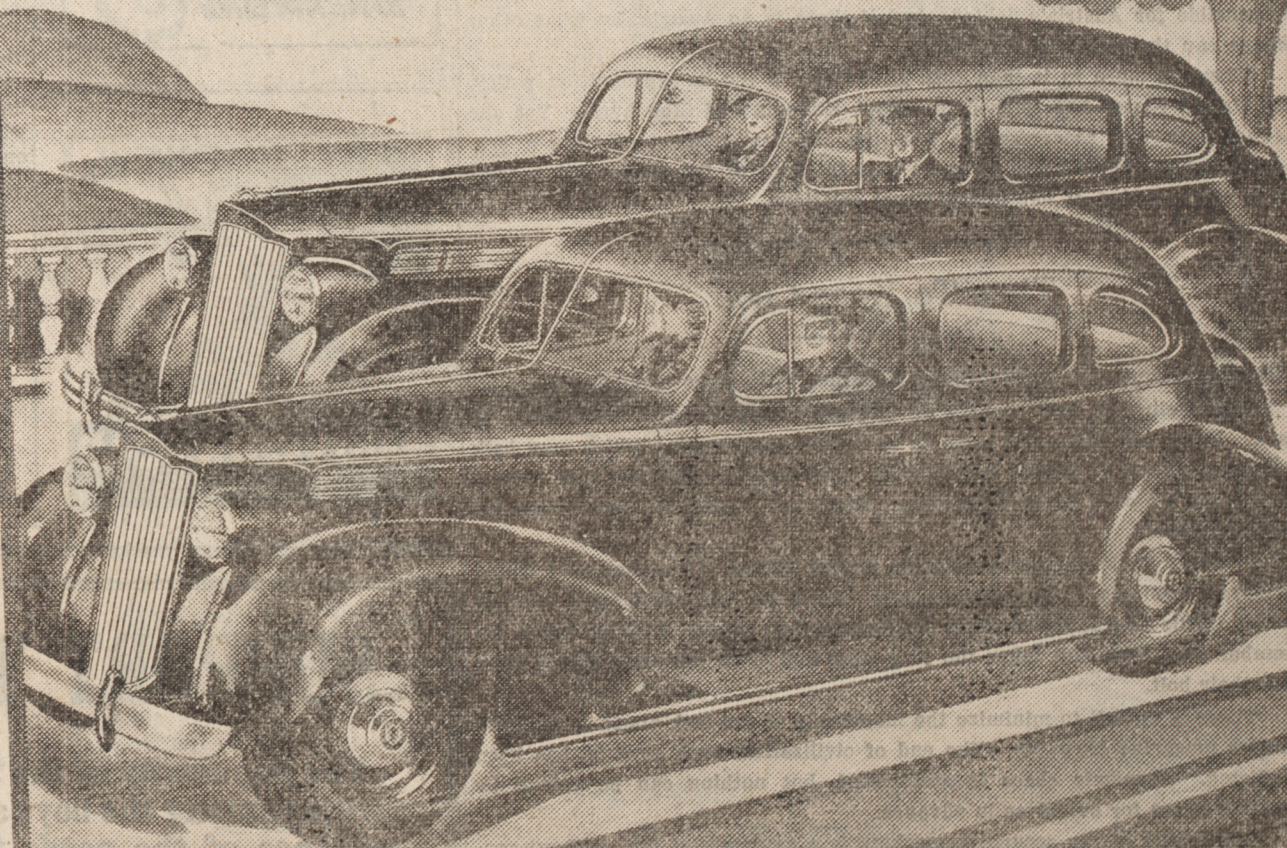
VICKS VAPORUB

Mother! 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

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!



.NEW 1938 PACKARD SIX & EIGHT

{ FORMERLY CALLED THE PACKARD 120 }

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!