

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 Jambooree
12.00—Sign Off

CKAC, MONTREAL, 730 K.

6.00—Social Announcements
6.15—Elsie Thompson at the Organ
6.30—Sleepex Program
6.45—The Fireside Program
7.15—L'Heure Recreative
7.30—A Baton Rompus
7.45—Among Our ouvenirs
8.00—Hockey School of the Air
8.15—Howard Phillips, Songs
8.30—French Sketch
8.45—Don Juan of Song
9.00—Gratien Gelinat
9.30—Radio Encyclopedia
10.00—Major Bowes Amateur Hour
11.00—To be Announced
11.15—Westinghouse Newscast
11.30—Alex, Lajoie & Orch.
11.45—Berceuse
12.00—Molson Sports Reporter
12.30—Orchestra

WJAF, NEW YORK, 660 K.

6.00—Golden Melodies
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Norseman's Quartet
7.15—Don Winslow
7.30—Press Radio News
7.35—Today's Sports
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Schaefer Revue
9.00—Rudy Valee and Guest Artists
10.00—Maxwell House Program
11.00—Kraft Music Hall
12.00—Footnotes on Headlines
12.30—Northern Lights
1.00—Orchestra

WABC, NEW YORK, 880 K.

5.00—Myrt and Marge
5.15—Bob Byron, Whistler
5.30—U. S. Army Band
6.00—Life of Mary Sothorn
6.15—To be Announced
6.45—Del Casino, Songs
7.15—Eton Boys
7.25—Press Radio News
7.30—Eddie Dooley's News
7.45—George Hall and Orch.
8.00—Poetic Melodies
8.15—Song Time
8.30—We the People
9.00—Kate Smith Hour
9.30—Eddie Dooley's News
10.00—Major Bowes' Hour
11.00—Dramatic Program
11.30—Essays on Music
12.00—Orchestra
12.30—Orchestra
1.00—Orchestra

WBZ, BOSTON, 990 K.

6.00—Junior Nurse Corps
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.35—Tony Russell, Tenor
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Mr. Keene
8.30—Lum and Abner
8.45—Kidoodlers
9.00—Gen. Hugu Johnson
9.15—Vocal Selections
9.30—March of Time
10.30—Meeting of the Air
11.00—NBC Nightclub
12.00—Vagabonds
12.15—King's Jesters
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.

6.00—Golden Melodies
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Casey at the Mike
7.30—Wrightville Clarion
7.45—Shero Trio
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Continental
8.45—The Spotlight
9.00—Rudy Valee's Variety Show
10.00—Variety Show
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—Backstage
10.30—Bonjour Paris, Banoir
11.00—Canada 1938
11.45—I Shall Never Forget
12.00—Sign Off

CKAC, MONTREAL, 730 K.

6.00—Social Announcements
6.15—Eton Boys
6.30—Sleepex Program
6.45—The Fireside Program
7.15—L'Heure Recreative
7.30—A Baton Rompus
7.45—The Chic Program
8.00—Derry's Three Secrets
8.15—Le Cure de Village
8.30—Radio Bingo Leduc
8.45—Queens Hotel Trio
9.00—The Provincial Hour
10.00—Hollywood Hotel
11.00—Elmer W. Ferguson
11.15—Westinghouse Newscast
11.30—Vin St. George Orch.
12.00—Molson Sports Reporter
12.30—Orchestra

WEAF, NEW YORK, 660 K.

6.00—Arthur Lang, Baritone
6.15—Vocal Selections
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Education in the News
7.15—Don Winslow
7.30—Press Radio News
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Eddie Duchin and Orch.
9.00—Cities Service Concert
10.00—Waltz Time
10.30—Court of Human Relations
11.00—Campana's First Nighter
11.30—Jimmy Fidler
11.45—Dorothy Thompson
12.00—George R. Holmes
12.15—Orchestra
12.30—Orchestra
1.00—Orchestra

WABC, NEW YORK, 880 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
7.35—Sports Resume
7.45—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—Neighbor Nell
6.15—Vocal Selections
6.30—Orchestra
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.35—Charles Sears, Tenor
7.45—Lowell Thomas
8.00—Mary Small, Songs
8.15—Commentator
8.30—Lum and Abner
8.45—Louise Florea, Soprano
9.00—Grand Central Station
9.30—Death Valley Days
10.00—Pontiac Variety Show
11.00—Tommy Dorsey
11.30—Russian Rhapsody
12.00—Detective Series
12.15—Vagabonds
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.

6.00—Arthur Lang
6.15—Program from New York
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Casey at the Mike
7.30—Wrightville Clarion
7.45—Vic Arden's Orchestra
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Concert Program
8.45—White Eagles
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



Ted Straeter, Kate Smith's 24 year old choirmaster, is also the singing mistress-of-ceremonies' personal accompanist in the long hours of rehearsal that precede her Thursday night broadcast over CBS.

Ann Tenna Tells All

Peter Van Steeden, Fred Allen's maestro, keeps in shape by boxing three rounds daily in his home gym.

Jane Rhodes, singer on "Hollywood Mardi Gras," is taking dramatic lessons as a movie aid.

Johnny the Call Boy is taking indoor golf instructions.

Mary Margaret McBride believes in getting information first hand. She recently flew to Philadelphia to get broadcast data on the Liberty Bell.

Rush Hughes, commentator, will shift from San Francisco to Hollywood in June.

Phil Baker served as judge in a Hollywood amateur song contest this week.

Kate Smith has a complete camera record of her winter sports activities.

Reed Kennedy wagers on the under dog in prize fights.

The Mystery Chef has not eaten in a restaurant in years. He prepares all his own meals.

Bob Ripley will take his audience by remote control, to an Ohio coal mine where a fire has been burning for 53 years, on his program over NBC, Saturday night, Feb. 5.

Don Wilson grows the carnation boutonnières he wears to the Jack Benny broadcasts.

Among the unusual things about "We, the People" is the fact that none of the guests have ever been late for a rehearsal.

Frank Black personally shops for all the mechanical implements used on his farm at Doylestown, Pa.

Louise Fitch, dramatic star of "Manhattan Mother," could qualify as a professional gown designer.

Myra Kingsley, best known of the astrologers, keeps a daily astrological chart on her own life.

Star Dust

Rush Hughes, the verbal vignetteur broadcasts, at the breathtaking rate of 200 words a minute. That's 3,000 words per day, which means the last five years that he has been broadcasting locally on the west coast. He starts his first coast to coast series Monday, Jan. 31 over the NBC Red network and will be heard Mondays through Fridays at 4.30 p.m. EST.

Once they get back home, things seem to pop wide open for folks who have been to New York for "We, the People" appearances over CBS. Chas. Coles, who broadcast his eye-witness description of the great Chicago fire, was approached by a publisher who had heard the broadcast with an offer to collaborate on a book. Sim Weeb, who was Casey Jones' fireman, went home to find a brass band and three magazine writers waiting for him at the station. William Stuart, a reformed convict who spoke of his inability to get a job, received several good offers after appearing with Gabriel Heatter, and Bernice Forrester was afterward auditioned as a radio actress.

She weighs 287 pounds and doesn't care who knows it. In fact, she tells people she weighs 300 pounds. "After all, I have a round figure I may as well make it a round number," is her explanation. Is known to radio listeners as "Paul Bunyan's Sweetheart—the biggest thing in radio." Is five feet, ten and a half inches tall, minus shoes. She positively, definitely does not diet. Loves to eat and loves to cook, which is a happy affinity for her. Once tried to diet and lost 70 pounds but she concluded she looked better fat so she gained it all back in one month. As she says: "I gained a figger but lost a personality." The name of this remarkable young woman? Amanda Snow, the popular NBC songstress.

Soupcon-of-Soup-Song

This 'poem' to be sung to the tune of "There's a Long, Long Trail A-Winding," was written by a young bridegroom, who declares that his wife's culinary experiments have shown a disproportionate disposition to emphasize the soup pot.

It's love, love, love I live on
From early morning till night,
For my lunch is never solid,
And I can not bite.

'Tis a short, short morn of waiting,
Until my noon's dietetic fate,
When the open can's my greeting,
And I sup soup straight.

It's even soup, soup, soup that's
streaming
Into the lands of my dreams,
Till the night is filled with saucy
pans,
From which strong steam streams.

For it's soup, soup, soup that's
drowning
All my finer faculties.



Arthur Godfrey, Washington, D. C., personality, is being heard over CBS Mondays and Fridays at 7:15 p. m., E. S. T. He has held 38 jobs and started out by being called "The Warbling Banjoist" when he made his radio debut.

Radio News In Brief

The script schedule for "Big Town" is re-arranged so frequently that it is practically impossible to announce the plots from week to week. Reason is that some scripts are scrapped at the last minute for more timely material.

Lucille Ball, Phil Baker's stooge, has returned to active work after a week bedded with the flu.

Major Bowes has gotten a three-week blanket clearance for "Bel Mir Bist Du Schoen," preventing others from doing the song on CBS within two hours either side of his period, because the amateurs feel that they can win doing that number.

When Edward G. Robinson returns to Hollywood following his February 1 broadcast of "Big Town" from New York, he'll start work in the picture "The Amazing Dr. Clitterhouse."

New York leads all the other states in requests for time on Gabriel Heatter's "We, the People" programs.

Mary Livingstone has taken up hat designing apart from her microphone work. Her first effort is now being worn by her good friend, Gracie Allen.

Vicente Gomez, Mexican guitarist, has been signed to a two-month contract by NBC following his American debut on Frank Black's "Magic Key" program last week.

Lawrence Tibbett, soloist with Andre Kostelanetz on the CBS "Concerts of American Music," will embark for a concert tour of Australia following the completion of his 13 weeks on the series.

Francis White is due in New York from Hollywood on February 25 to make a series of sponsored (Rexall) transmissions for the networks.

While my innards keep on gurgling:
No more soup, please, please, aw please!

Chorus: Repeat last line indefinitely.
Refrain: Refrain.

CBC BROADCAST BROUGHT LISTENERS DESTRUCTION OF FALLS VIEW BRIDGE

Corporation Announcer and Newspaper Reporters Told Graphic Story of Terrific Ice Jam

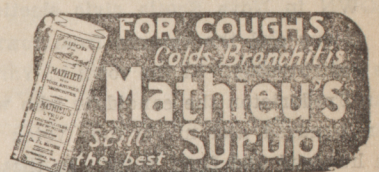
NIAGARA FALLS, Jan. 3.—The Canadian Broadcasting Corporation's powerful new 50,000 watt station, CBL, sprang into prominence Wednesday, using emergency equipment set up in a few minutes within hearing distance of Niagara Falls, the station brought to listeners a graphic description of the threatened destruction of the Falls View Bridge. Three reporters on the spot, who had just completed difficult tours of the ice jam, broadcast first-hand accounts of the situation.

The broadcasts were made from a balcony overlooking the Niagara River. A few feet from the microphone could be seen the bridge and the gaps in the railing caused by the terrific ice jam. Damage to girders on the American side of the river was clearly discernible from the point where the broadcast originated.

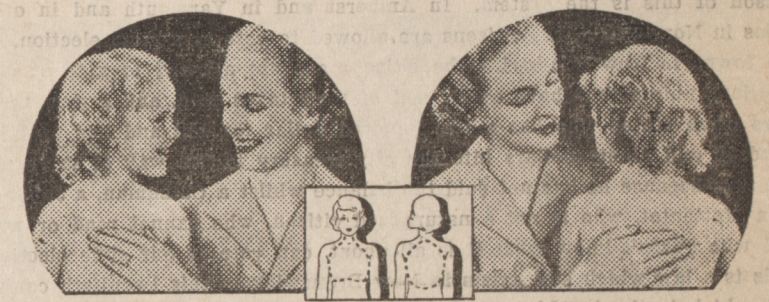
Thousands of spectators from all parts of the Niagara Peninsula crowded in the vicinity of the balcony. Easily heard over the roar of the Falls were the crackings and

groanings of the bridge as ice fifty feet high piled up against the steel girders. A few feet from the microphone marched guards stationed to close the entrance to the doomed bridge.

CBL brought to the world the latest story of the Falls, which for years has been the gathering point for thousands of honeymoon couples. In their account of the impending destruction of the bridge, newspaper reporters recounted the opinions of experienced rivermen who again and again stated that only a change of wind could save the structure—a change that came late in the night and now augurs well for its safety.



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 18 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

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

By DALE CARNEGIE
Author of the famous book of this name

HAVE YOU SMOKED A TURRET LATELY?

TURRETS are appreciated by discriminating smokers everywhere because of their distinctive taste, found in no other cigarette. The choice Virginia tobaccos from which Turrets are made... their original and unique blend... and their unvarying high quality account for that. If you haven't smoked a Turret lately, we are sure you'll appreciate the suggestion that you try a package today. You'll like the Turret package, too—it has a handy calendar on the back to keep you up-to-date.

Imperial Tobacco Company of Canada, Limited

GIVE HONEST APPRECIATION



"Deep down in all our hearts there is a constant, gnawing desire to be appreciated... to hear words of praise and approval.
"Husbands and wives are no exception to this rule; yet, in far too many homes, mutual appreciation is mighty scarce."



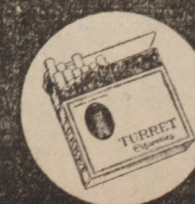
"So, when your wife wears a becoming new frock—or maybe a made-over old one—why not compliment her on it? Tell her how nice and young she looks in that pretty dress.
"The chances are she has been anxiously wondering how you are going to like it. By being lavish in your praise you satisfy her desire for appreciation."



"Countless opportunities arise every day for husbands—and wives—to bestow little words of praise on one another.
"Women, you know, are profoundly interested in clothes. For instance, if two women meet on the street, the first thing they do is to notice each other's hats or dresses."



"The same thing is true of the dinners she plans and prepares. Back in Czarist Russia, when the guests had enjoyed a fine dinner, they sent for the cook and congratulated him.
"Take a tip from the Russians. Next time your wife serves an exceptionally good dinner, tell her how much you appreciate it. As Texas Guinan used to say: 'Give the little girl a great big hand.'"



Quality and Mildness
Turret
CIGARETTES

PLAIN OR CORK TIP