

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

WEDNESDAY'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—Adventures of Jamie and Josie
6.45—Closing Stock Quotations
7.00—Orchestra
7.30—Canadian Red Cross Appeal
8.00—LaSalle Cavaliers
8.15—Major Bill
8.30—Organ Recital
8.45—Science at Work
9.00—One Man's Family
9.30—Hon. Ian Mackenzie
10.00—The Red Ledger
10.30—Spotlight Parade
11.00—Horace Heidt's Orchestra
11.30—CBC Singers
11.45—Sign Off

CKAC, MONTREAL, 730 K.
6.00—Social Announcements
6.15—Summary
6.30—Sleepex Program
6.45—The Fireside Program
7.15—L'Heure Recreative
7.30—Le Reporter Salada
7.45—L'Amour Contre la Haine
8.00—Melody Time
8.15—Le Cure de Village
8.30—Malenfant and Daunals
8.45—Don Juan of Song
9.00—Les Montagnards de Quebec
10.00—Chantons en Choeur
11.00—La Ligue des Proprietaires
11.15—Westinghouse Newscast
11.30—Patti Chapin, Songs
12.00—Molson Sports Reporter
12.30—Orchestra

WEAF, NEW YORK, 660 K.
6.00—Not for Ladies
6.15—Terry and the Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—America's Schools
7.15—Don Winslow of the Navy
7.30—Press Radio News
7.45—Songs
7.55—Billy and Betty
8.00—Orchestra
8.15—Uncle Ezra
8.30—Swing Harmonicae
8.45—Jean Sablon
9.00—One Man's Family
9.30—Lady Esther's Serenade
10.00—Town Hall Tonight
11.00—Hit Parade
11.45—Alstair Cooke
12.00—Orchestra
12.15—Ink Spots
12.30—Orchestra

WABC, NEW YORK, 860 K.
5.00—Curtis Institute
5.45—Dr. Dafee
6.00—Follow the Moon
6.15—Life of Mary Sothern
6.30—Children's Corner
6.45—To be Announced
7.00—Jack Shannon, Songs
7.15—Four Stars
7.30—Press Radio News
7.45—Orchestra
7.55—The Singing Walters
8.00—Poetic Melodies
8.15—Hobby Robby
8.30—Arolan Trio
8.45—Boake Carter
9.00—The Cavalcade of America
9.30—Texaco Town
10.00—Chesterfield Presents
10.30—Colonel Jack
10.45—Gang Busters
11.30—Del Casino, Songs
12.00—Tomorrow's News Tonight
12.30—Orchestra

WBZ, BOSTON, 990 K.
6.00—Neighbor Nell
6.15—The Four of Us
6.30—Singing Lady
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.45—Jack Baker, Tenor
7.55—Lowell Thomas
8.00—Easy Aces
8.15—Dramatic Program
8.30—Lum and Abner
8.45—Charlotte Landin, Soprano
9.00—Eddy Duchin
9.30—To be Announced
10.00—Musical Comedy Hits
11.00—Gen. Hugh Johnson
11.15—Songs
11.30—Waltz Interlude
12.00—Vagabonds
12.15—Kings' Jesters

WTIC, HARTFORD, 1040 K.
6.00—Not for Ladies
6.15—Terry and the Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—The Revellers
7.30—Wrightville Clarion
7.45—Vic Arden's Orch.
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Highway Safety Address
8.45—White Eagles
9.00—One Man's Family
9.30—Wayne King's Orch.
10.00—Walter O'Keefe and Orch.
11.00—Your Hit Parade
11.45—Talks by Alstair Cooke
12.00—Orchestra

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 Jamboree
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 ouenirs
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 Gelin
9.30—Radio Encyclopedie
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

WEAF, 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
7.45—Songs
7.55—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, 860 K.
5.00—Myrt and Marge
5.15—Bob Byron, Whistler
5.30—U. S. Army Band
6.00—Follow the Moon
6.15—Life of Mary Sothern
6.45—To be Announced
7.00—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
7.45—Tony Russell, Tenor
7.55—Lowell Thomas
8.00—Easy Aces
8.15—Mr. Keene
8.30—Lum and Abner
8.45—Kidoodlers
9.00—Gen. Hugh Johnson
9.15—Vocal Selections
9.30—March of Time
10.00—Meeting of the Air
11.00—NBC Nightclub
12.00—Vagabonds
12.15—Kings' 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

News From The Hollywood Front

Bob Burns has finished work on "Radio City Revels" at RKO and is finding time to indulge in his favorite sport—hunting.

Joe Penner's fan mail has increased by leaps and bounds since the inauguration of a West Coast rebroadcast of the show.

Anne Jamison is busy denying erroneous reports that she had been stricken with an illness.

Phil Baker has written a new number, "Rhumba Caliente," which just made its air debut over NBC from San Francisco.

Edward G. Robinson decided to remain in New York for another week, thus adding another "Big Town" broadcast to the eastern schedule.

Wilbur Hatch, CBS maestro, is considering an offer to conduct an orchestra in a motion picture.

Don Prindle is building a new room in his North Hollywood home in anticipation of a blessed event.

Aunt Jenny, whose "Real Life Stories" are heard over CBS, collects fan mail from listeners in 48 States.

Ralph Rainger, half of the song-writing team of Rainger and Robin, has just returned from San Francisco, where he broadcast with Henry King.

Al Jolson has been seen in the audience at all of Eddie Cantor's recent broadcasts. Cantor has been returning the compliment.

Raymond Paige is building a spacious new home in Hollywood.

Carlton Kaddell plays various supporting roles in "Big Town" in addition to his announcing chore.

Clarence Muse's vaudeville tour of the Mid-West, recently concluded, may be resumed in April.

Alice Frost, star of CBS "Big Sister" programs, was one of the most photographed radio dramatic actresses during 1937.

Walter O'Keefe, emcee on the "Hollywood Mardi Gras," estimates



Buddy Brooks, boy prodigy, has signed a long contract to sing on the Alka-Seltzer National Barn Dance, heard Saturdays over the NBC-Blue Network at 10 and 11 p. m. AST. Here he vocalizes a bit with Henry Burr, who has been singing on the program more than 2 years.

that he has autographed more than 1,000 copies of the "Man on the Flying Trapeze."

Reed Kennedy lays claim to having the most thought-provoking fan in radio. The "Song Shop" baritone received some candid camera shots of himself from an admirer who had taken them during a broadcast. With the pictures was a note saying: "I hope you like these. I know that you are extremely busy with your rehearsals and the like so I am enclosing a letter of thanks which needs only your signature." Incidentally, the pictures were so good that Kennedy has released them to a national radio magazine which will give the photographer his proper credit lines.

When Peter Van Steeden went to the Coast with Fred Allen he had to disband his orchestra which he used in the New York broadcasts of "Town Hall Tonight." He promised the boys, however, that upon his return he would rehire the same group and get additional work for them.

Now that Peter is back in Manhattan he has come through like a thoroughbred. He not only gave the instrumentalists their old jobs back again on "Town Hall Tonight" but is using as many as possible on his new commercial—"For Men Only."

Phil Baker who heads the Sunday night CBS oil show, has one of the most amusing collections of fan mail ever collected by a radio artist. It consists of thousands of letters which have been addressed to "Beetle" in care of Baker during the last four years. The letters have come from every State in the Union, and some of them are more caustic than those ever received by villains in 10, 20 and 30-cent melodramas.

STUDIO NOTES

Andre Kostelanetz has several former concert masters in his orchestra.

Madeline Gray had to cancel honeymoon plans because of her CBS "Dear Teacher" broadcasts.

"For Men Only" was voted the most popular program by a Brooklyn Women's club.

Alice Frost gave the CBS page boys passes to her Broadway show. Leon Ross, the Rhyming Minstrel, makes all his own song arrangements.

The members of the cast of "Pepper Young's Family" all have the same lawyer. His name is Carrington and his wife writes the script.

The CBS "Song Shop" features only guest stars with proved radio experience.

Jack Fulton still receives criticisms from his old boss—Paul Whiteman. Betty Winkler receives more radio dramatic offers than she can fulfill.

Bess Johnson, star of CBS "Hilltop House," furnishes a Long Island high school dramatic class with copies of her radio script.

Several of Edgar Guest's poems are being set to music by Frankie Masters.

Don Voorhees, musical director of "Cavalcade of America," gave many of the present day radio artists their air debuts.

Amanda Snow has added songwriting as a sideline to her radio work.

Ned Weaver, "Dick Tracy" on the air, looks so much like Tracy of the comic strip that even taxicab drivers recognize the similarity.

WHY DOES RADIO GIVE NO RECOGNITION FOR OUTSTANDING PERFORMANCES?

The Bigwigs of the Air Industry Are Passing Up A Fine Opportunity to Honor Stellar Work and Inspire Even Better Efforts

With the prophets and ordinary gossips already hard at work trying to pick the names of those who will get this year's Motion Picture Academy awards, John Conte of the Burns and Allen show, propounds the query: "Why does radio give no recognition for outstanding performances?"

The bigwigs of the air industry, Conte thinks, are passing up a fine opportunity to honor stellar work and inspire even better efforts. From the dollar-and-cents angle alone, he says, the move would be a smart one, bringing enormous printed and word-of-mouth publicity.

"There should be awards for best single comedy efforts, best single programs, best songs, best musical numbers, maybe even best sound effects and outstanding presentation of the commercial," John suggests. "This should extend only to one per-

formance, as there is already recognition, through the various polls, of yearly favorites.

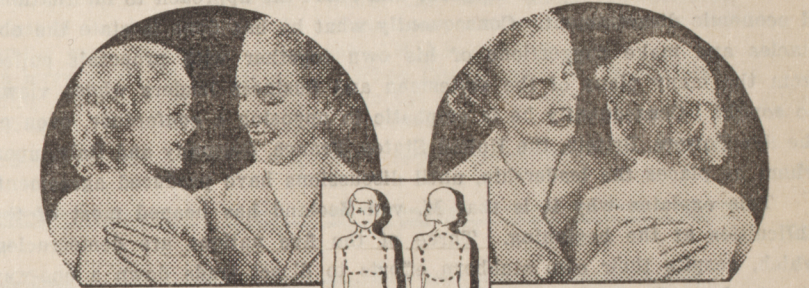
"Writers should not be overlooked either. Cleverest comedy routines and best dramatic or comedy ideas extending through several programs ought to draw official recognition.

"Voting might come from the public at large, from radio editors, or—as is done by the motion pictures—from the producing and technical branches of the air industry itself.

"Coast to coast programs necessarily, would draw first consideration, but section awards could be made also, for Pacific Coast, Central States and the Atlantic seaboard."

Radio officials would do well to pick up the suggestion of the young announcer-actor. Radio needs to remove itself somewhat from the strictly commercial viewpoint and give greater recognition to entertainment features.

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 warm 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.'"



PLAIN OR CORK TIP