

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
9.30—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
7.45—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

WABC, NEW YORK, 860 K.

5.15—The Dancepators
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—Carborundum 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
7.45—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

WABC, 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

WTIC, HARTFORD, 1040 K.

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

NBC PERSONALITIES—HORACE HEIDT

One college campus orchestra that survived graduation day and continued onward and upward to the top flight of radio broadcasting is about to celebrate its fifteenth anniversary. Horace Heidt, heard with his Brigadiers over the NBC - Blue Network Tuesdays from 9.00 to 9.30 p.m., EST, first wielded a baton before his assembled Californians in his dormitory at the University of California in 1923. Two of the musicians, Jerry Bowne and Art Thorsen are still a part of the now famous organization.

Horace Heidt has had an eventful career since first he decided to become a professional musician. It was the career his mother had prayed that he would follow. But Horace had other ideas. Nevertheless, when pressed for finances while an undergrad, he turned to music. Success followed.

The original members of that collegiate crew really were all Californians at one time or another. When organizer Heidt completed his additions, the first official roll-call revealed six fraternities were represented: Beta Theta Pi, Phi Sigma Kappa, Kappa Delta Rho, Sigma Alpha Epsilon, Alpha Sigma Phi and Phi Delta Theta.

One day a scout for one of the country's leading theatre chains spotted the band and booked it for a nationwide tour. And a new member was added to the organization. His name was Lobo, a trained dog owned by one of the musicians, who brought columns of publicity to the band.

When prosperity was at its peak in the Summer of 1929, Horace Heidt reached the goal of every vaudeville unit. He and his men created a sensation and made a record-breaking run of four weeks at the Palace theatre in New York's Times Square.

Came another booking agent, and he offered the maestro \$3,000 a week to bring the band to Monte Carlo. The boys lost no time reaching Europe. In Paris they played for the President of France and other notables at the Paris Opera House.

The Prince of Monaco, in whose world famous Casino the musicians took their stand, was so enthusiastic over the reception accorded the Heidt contingent that he extended the engagement to 10 full weeks.

Vaudeville began the decline from which it has never recovered about the time the Brigadiers returned to these shores. Far-sighted, the leader realized that radio was now his sole hope of continuing his livelihood in music.

To meet the requirements of radio broadcasting it was necessary for Horace Heidt to revamp his entire organization. The Brigadier-General took a theatre pit job in a San Francisco theatre. Between shows the members of his orchestra practiced in a real studio purposely chosen to acquaint them with radio technique. After two years, Heidt decided that he and his men were ready for broadcasting.

After years of riding the airwaves, the young maestro has reached this decision: "It isn't true that only the

youngsters dial in on torrid dance tunes. I have learned from our fan mail that the old folks who probably haven't danced since the polka went out of style like 'hot blues' numbers as much as they enjoy the kindly warmth of an old wood fire burning in the hearth."

Picks An "Ideal" Stock Company

At the risk of having both critics and actors jump on him, Charles Carroll, Hollywood leading man who was brought to Chicago to play opposite Barbara Luddy in Margot of Castlewood, has picked the actors he would like to support him in "my ideal stock company"

He did it as a sort of game with Miss Luddy, who came from Hollywood last year to star in Campana's First Nighter and who, like Carroll, had played in many Hollywood radio shows with popular stars of the screen.

Carroll's company, composed of stars he has played with, follows:

Leading man ... Charles Carroll.
Leading woman ... Ann Harding.
Second man ... John Barrymore.
Second woman ... Kay Francis.
Character man, Lionel Barrymore.
Character woman ... Alice Brady.
Juvenile ... Eric Linden.
Ingenu ... Frances Langford.
Margot of Castlewood is sponsored by the Quaker Oats Company and heard Mondays through Fridays at 10.00 and 11.00 a.m., EST, over the NBC-Blue Network.

Harry Lang, versatile comedian of the Joe Penner cast, turned writer, as well. Collaborating with Louise Squires, feminine half of the well-known comedy team of Lang and Squires in the big-time vaudeville days, Lang has turned out a comedy radio serial called "Jessie Dell on Broadway", which is being considered favorably by prospective sponsors.

The series, built to play 15 minutes five times weekly, contains 22 different characters, all of them played by Lang and Miss Squires. Already they have 52 scripts finished, with the first several waxed for auditions.

Lang portrays practically every type of comic character on the Penner show, usually taking two or more parts each Sunday.

Rainger and Robin have a high regard for each other's ability—so high in fact, that they frequently sound like "Alphonse and Gaston" when they are discussing a song they have turned out as a team.

Rainger, in Robin's presence, was telling Mitch Leisen, director of "Big Broadcast", about the birth of "Thanks For the Memory." Said he, "When Leo showed me the lyrics I knew right then I couldn't write music to equal them—they constitute 90 per cent of the composition."

Leo demurred, "Shucks, Ralph, the music is perfect."

Role Recalls Her Debut At Met

Lily Pons will be heard in the role in which she made her memorable debut at the Metropolitan Opera when she sings the title role in Donizetti's opera, "Luzia di Lammermoor," to be broadcast in full from the stage of the Met over the NBC-Blue Network on Saturday, March 12, at 1.55 p.m. EST.

It was in a performance of "Lucia" on January 4, 1931, that Lily Pons, then an obscure young singer whom one of the Metropolitan Opera scouts had discovered in a small French opera house, scored one of the outstanding personal successes of any singer in the history of the venerable New York opera house.

Even more memorable to Miss Pons than her actual debut performance was the dress rehearsal of "Lucia" at the Metropolitan the day before, when those veteran opera stars, Beniamino Gigli, Giuseppe de Luca and Ezio Pinza, who were singing the roles of Edgardo, Enrico and Raimondo, respectively, in the opera, heard her sing the "Lucia" music for the first time. "When I had finished the 'Mad Scene,'" Miss Pons relates, "de Luca and Pinza came over to me and patted me on the back, and Gigli kissed me impulsively. I don't think I will ever forget that moment. It is fine to hear applause from an audience, but the appreciation and affection of one's colleagues—that means most of all to all performers, I think."

She has sung the tragic Lucia many times in this country, and in leading European cities, and it is always considered one of her greatest interpretations. Miss Pons is accustomed to playing that heroine by now—among them "Linda de Chamounix" and "La Sonnambula."

Violinist 13, On Sealtest Program

Arnold Belnick, a 13-year-old violin prodigy, will be the featured soloist on the Sealtest Rising Musical Star program of Sunday, March 6, at 10.00 p.m., EST. The 60-piece orchestra under the direction of Alexander Smalens will also be heard in the half-hour program over the NBC-Red Network.

Young Belnick, who began the study of violin when he was four, also had a passion for baseball. For relaxation he roots for the New York Yankees at their home games.



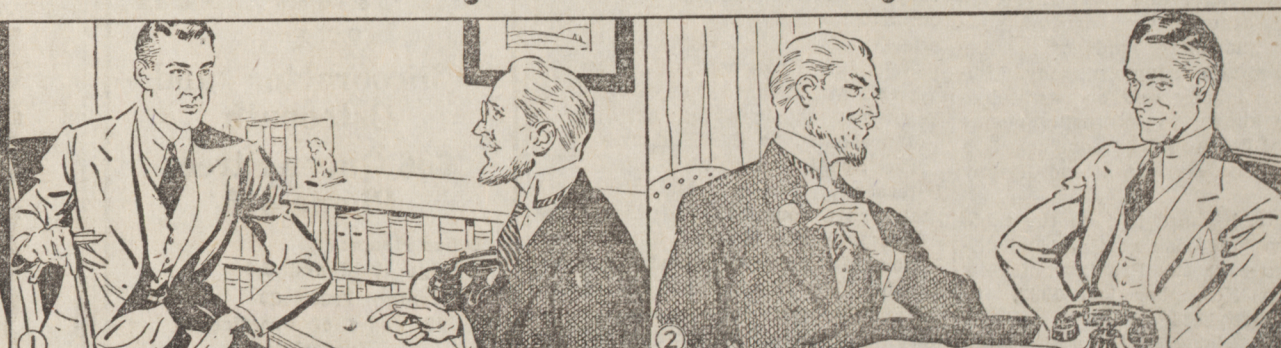
BABY'S OWN SOAP

"TRY TO GRASP THE OTHER PERSON'S POINT OF VIEW" SAYS DALE CARNEGIE

Author of the famous book "HOW TO WIN FRIENDS AND INFLUENCE PEOPLE"

HAVE YOU SMOKED A TURRET LATELY?

IT would be a funny world if everybody agreed on everything. They never will, of course, and that is why there will always be many brands of cigarettes from which to choose. But, because Turrets please so many other smokers who have definite ideas of what they want, Turrets may please you, too. Turrets, you know, are made from fine Virginia tobaccos in an original and unique blend. And for your convenience, there's a handy pocket calendar on the back of every package. If you haven't smoked a Turret lately, try a package today! Imperial Tobacco Company of Canada, Limited.



"Any psychologist will tell you not to condemn people who disagree with you. If you do, you will find yourself becoming like the old Quaker who said to his wife: 'Everyone is queer except thee and me—and sometimes I think thee is a little queer, too!' 'Remember that there are two sides to every question.'"



"There is no better way to acquire that skill than in dealing with children. Children look at everything in a way of their own. 'Next time your boy wants to build a bonfire on the front lawn, for instance, don't just order him to 'quit that foolishness!'"

"There is always a reason why men and women think and act the way they do. But, to discover it, you have to put yourself in the other person's place. 'The ability to do that is rather rare. That is why those who possess it acquire a reputation for exceptional skill in handling human relationships.'"



"Instead you might say something like this: 'Bonfires are a lot of fun. I like to build them myself. But they are out of place and dangerous here. Some day we'll find a safe place and I'll help you to build a real fire.' 'What a difference that kind of technique makes!'"

She's Played Opposite Two Ameche Boys

Jim Ameche, NBC star of Attorney-at-Law, who frankly admits that his famous brother, Don Ameche, is his model, is getting some helpful suggestions these days from June Meredith, who played opposite Don in his first big night-time radio show and who is currently heard as Dorothy Wallace Webb in Jim's supporting cast.

Miss Meredith confesses that even she is sometimes amazed at the similarity in voice inflection, gestures and mannerisms between the two Ameche brothers. She predicts a great future for Jim, who also stars in Campana's Grand Hotel.

Born in Chicago, Miss Meredith studied drama in a Chicago school for three years, then went to New York where Philip Loeb cast her in a play because she was "the only applicant of the morning who can read lines and walk at the same time."

Returning to her native city, she got her break in radio by substituting in the leading feminine role of a play when the actress assigned to the part failed to show up.

Attorney-at-Law is sponsored by S. C. Johnson & Son, Inc., who also sponsor the Monday night broadcasts of Fibber McGee and Molly over the NBC-Red Network. Attorney-at-Law is heard Mondays through Fridays over the NBC-Blue Network at 10.30 a.m., EST.

Betty Wragge, who plays Peggy in "Pepper Young's Family," heard over both NBC networks five days a week lives up to expectations of all listeners who see her. They say she looks exactly like the young girl she plays on the air.

Carlton Kadel remarks that the man who never lets his left hand know what his right hand is doing will never make a good juggler!

Gracie Fields a Merry Graduate of the Cotton Mills

Life begins at 40 for Gracie Fields, English music hall actress, who curries to the King and becomes a Commander of the Order of the British Empire.

It is another Jane Alger story, this tale of the Lancashire mill girl who became one of the highest paid entertainers in the world. Her earnings from her 5,000,000 gramophone records and from the stage and cinema have reached \$750,000 a year, the largest earnings of any person now in the field of public entertainment. Her film, "Mr. Tower of London," ran seven years.

She lives simply with her mother, who manages her affairs, and never has anything more than pocket money. Every so often she visits Rochdale, the mill town where she sang for pennies at the age of 7, and has a rollicking time singing for her old friends. She was a "half-timer" in the cotton mills, half the day in school and half at work.

In 1930 she made a brief appearance at the Palace Theatre in New York. It wasn't much of a success. She explained afterward that she had been warned in England that entire audiences in America chewed gum together and in time, with dreadful facial contortions. This frightened her and spoiled her act, although, she admitted, there was only one observable gum chewer. She was glad to land safely in England, where she is widely beloved and known as "Good Old Gracie."

Just a few days before her fortieth birthday, on January 9 of this year, she returned home from a party at 4 o'clock in the morning. The milkman, the policeman on the beat and a street sweeper ceremoniously handed her a morning paper with her name in the King's honor list. She is tall, blonde and merry.



Be Extra Careful about STUBBORN COLDS

Relieve Their Misery this PROVED Way

TOO often, the cold that "hangs on" is a result of neglect. . . . 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 largest 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 "dosing"—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—vaporizing vapors for several minutes.

VICKS VAPORUB

Now WHITE-STAINLESS