

Theatre of the Air

ALL TIMES ATLANTIC STANDARD TIME

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
6.20—Planologue
6.30—Sleepex Program
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
7.35—Today's Sports
7.45—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 Sothern
6.30—Dear Teacher
6.45—Dorothy Gordon's Corner
7.00—All Hands on Deck
7.30—Press Radio News
7.35—Sports Resume
7.45—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 Calling
6.15—Edward Dacies
6.30—Singing Lady
6.45—Tom Mix
7.00—String Time
7.30—Press Radio News
7.35—Tony Russell, Tenor
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Dramatic Program
8.30—Lum and Abner
9.30—Edgar A. Guest
9.00—Husband and Wives
11.00—To be Announced
10.30—Roy Shield Review
11.00—Gen. Hugh Johnson
11.30—Orchestra
11.30—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

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—Treasure Island
6.30—Adventures of Jamie and Josie
6.45—Closing Stock Quotations
7.00—Orchestra
7.30—Germany Salutes Canada
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—Melodic Strings
10.00—The Red Ledger
10.30—Spotlight Parade
11.00—String Quartet
11.30—CBC Singers
11.45—Sign Off

CKAC, MONTREAL, 730 K.
6.00—Social Announcements
6.15—Red Rose Tea
6.30—Continental Varieties
6.45—The Fireside Program
7.15—Don Juan of Song
7.30—Le Reporter Salada
7.45—L'Heure de la Galette
8.00—Vocal Trio
8.15—Le Cure de Village
8.30—Markowski Trio
8.45—Blue Coal
9.00—La Chanson Express
10.00—Chantons en Choeur
11.00—To be Announced
11.15—Westinghouse Newscast
11.30—Orchestra
12.00—Molson Sports Reporter
12.30—Orchestra

WEAF, NEW YORK, 660 K.
6.00—Dick Tracy
6.15—Terry and his Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—America's Schools
7.15—Top Hatters
7.30—Press Radio News
7.35—Orchestra
7.45—Songs
8.15—Uncle Ezra
8.30—Talk
8.45—Variety Program
9.00—One Man's Family
9.30—Tommy Dorsey
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—Stepmother
6.45—Hilltop House
7.00—Dear Teacher
7.15—News
7.30—Boake Carter
7.45—Lum and Abner
8.00—Poetic Melodies
8.15—Hobby Robby
8.30—Arolian Trio
8.45—Adult Education
9.00—The Cavalcade of America
9.30—Texaco Town
10.00—Chesterfield Presents
10.30—Ben Bernie
11.00—Gang Busters
11.30—Songs
12.00—Orchestra
12.30—Orchestra

WBZ, BOSTON, 990 K.
6.00—Dance Interlude
6.15—Don Winslow
6.30—Singing Lady
6.45—Tom Mix
7.00—Reporter
7.30—Organist
7.35—Revellers
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Mr. Keen
8.30—To be Announced
8.45—Vocal Varieties
9.00—Midweek Function
9.30—Harriet Parsons
10.00—Orchestra
11.00—Choir
11.15—Songs
11.30—Minstrel Show
12.00—Reporter
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—The Revellers
7.30—Wrightville Clarion
7.45—Jean Sablon
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—String Ensemble
8.45—Chandu
9.00—One Man's Family
9.30—Orchestra
10.00—Town Hall Tonight
11.00—Your Hit Parade
12.00—Orchestra

STARS ACHIEVED PRESENT SUCCESS THROUGH THEIR OWN MERITS

How many times have you heard some envious person say, "If I had contacts like so and so I'd be up on top, too." Many people are under the impression that influence is responsible in large measure for the success on radio of a number of today's stars. Lucille Manners, soprano star of the NBC Friday night concert series is emphatic in her denial of that belief.

"Check over your names in radio's top brackets today," says Lucille, "and you'll find that practically all put in some heart-breaking months and even years before getting even a glimmer of recognition."

Supporting her contention, Lucille has taken a few names at random. She picks on Jack Benny and reminds that he spent many tough years behind vaudeville greasepaint before he was hesitantly given an airshot. Influence didn't put him where he is today. It was talent.

Also on her list is Edgar Bergen. Any record book shows that Bergen and Charlie McCarthy once got number two spot on a vaudeville bill and that if Charlie McCarthy could cry he would have cried bitter tears at some of their early struggles in vaudeville houses. Influence most certainly had nothing to do with his quick flight to radio fame.

A Good-Man's Language of the Day

Swing has become the universal language! It's a language spoken by those who enjoy and welcome swing. Because of its amazing popularity Benny Goodman, the "King of Swing," who brings the Tuesday night program to the listeners at a new time, starting March 29th, at 9:30 p.m., est, via the same network, CBS, has assembled the first authentic set of swing terms and words that constitute the new swing language. It will be offered in weekly installments.

LESSON NUMBER 1
a regular clambake—a loosely put together arrangement
lousy with beards—with many flagrant errors
rock crusher — accordion
corn on the cob — harmonica
putty blowers—trumpets and trombones
Madame Cadenza—a putrid flighty soprano
88 — a piano
a fairy godmother—an ineffectual, uninspired musical director
a whodunit — a mystery play
a cliff hanger — an adventure serial
sounds like whodunit—a comedy act that sounds terrible
a hambone—an unfunny blackface comedian
Lady Macbeth stooze—an antiquated tragedienne for a stooze
a godbox — an organ
shave off the beard—brush off the welcome mat

STAR DUST

Passersby always find it difficult to resist the impulse to thump the thunder drums that are essential equipment of every radio studio. They are the huge, six-foot square drums used in storm, battle and explosion scenes. The cast of the new Lou Holtz-Richard Himber show was so tempted every time they passed the drum—and occasionally, had to succumb and give it a whack. But at the Columbia Playhouse where the Holtz program is aired, they've now neatly solved that temptation problem—by suspending the thunder drum from the stage roof, 20 feet above possible thumpers' heads!

A peculiar entry on Fred Allen's income tax blank is a deductible expense item listed as "Postage—return of unsolicited manuscripts," and the figure it totals in the course of a year is extraordinary. Only last week for example, Fred had to return fifty-eight such letters in a single day ranging from two-line gags to a set of eight 20-page manuscripts. The amateur gag writers haven't even a ghost of a chance with Fred, inasmuch as he is unique in that he writes all his own material.

Jack Benny's venerable Maxwell car turned up as an important bit of testimony during a trial in a Schenectady, New York, Supreme Court session, according to a Schenectady paper. The trial, before Justice John Alexander, concerned a lawsuit arising out of a collision between two automobiles, with each owner asking \$150.00 damages.

"What kind of an automobile did you have?" asked Justice Alexander of one of the parties to the action.

"A 1925 Maxwell," answered the witness.

"You didn't sell that car to Jack Benny, did you?" Justice Alexander wanted to know.

On advice of counsel, the defendant refused to answer.

Whoever wins what, Jack Benny says he would take half that for his mythical Maxwell.

"People like Phil Baker, Joe Penner, Fred Allen, in the comedy field; Alice Frost, Bess Johnson and Margarette Shanna in the daily network serials; Elaine Sterne Carrington, Jack Johnstone, new producer of the "Johnny Presents" shows, and Peter Divon among the writers; Andre Kostelanetz, Peter Van Steeden and Frank Black among the musicians, and Reed Kennedy, Kenny Baker and Frank Parker among the singers," says Lucille "can show you faded newspaper clippings telling of obscure days when they didn't dare dream of radio stardom. The fact that they have achieved it surely can't be attributed to influence."

Ann Tenna Tells All

Andre Kostelanetz' Album of Latin American music is being released in South America and Cuba as well as the United States.

Ned Wever, star of "Dick Tracy," has given every member of the cast an autographed copy of his latest song, "I simply Adore You."

Alice Frost, star of "Big Sister," is a patroness of a children's dramatic school.

Lou Holtz, star of the "Monday Night Show," like the late Florenz Ziegfeld, is addicted to sending telegrams instead of letters to her friends. Bess Johnson is the least temperamental of radio's actresses and has yet to be seen downright angry.

Edgar Guest often pens one or two poems during rehearsals of his "It Can Be Done" radio programs.

Margarette Shanna's ambition is to play opposite her brother, Sidney Smith, in a legitimate production.

Amanda Snow, network singer, is trying her hand at continuity writing and air mails scripts to a small station in her home town, Minneapolis.

Lucille Manners spends at least 40 hours a week on her music and she says she works best under pressure. Betty Wragge of "Pepper Young's Family" has appeared in many legitimate theatre productions on Broadway although she is still in her teens.

Alice Cornett of the "Song Shop" program received \$10 for her first two radio appearances on a Florida station when she was 15 years old. Betty Winkler's friends have received pictures of her at an Arizona dude ranch attired in a gay cowgirl costume.

Johnny the Call Boy is a swing music fan and converses in "swing" jargon with Russ Morgan. "Johnny Presents" bandleader.

Radio News In Brief

The third show sponsored by the backer of "Johnny Presents," an audience participation series titled "What's Your Name?", starts on March 25 at 8 p. m. (EST) for a 13 week test run over Mutual's three key stations (WOR, WGN, WLW).

Margarette Shanna, star of "Arnold Grimm's Daughter," has been added to the cast of "Margot of Castlewood," another script series.

Andy Devine, gravel-voiced comedian, who was scheduled to come to New York with Jack Benny for the latter's March 27 broadcast, can't make the trip because of movie commitments, thereby causing Benny to make his first transcontinental jaunt alone since his vaudeville days.

"Uncle Jim" Harkins, who digs up the "People You Didn't Expect to Meet" guests on the Fred Allen shows, is doubling in commercial movie shorts in Long Island City.

Paula Winslowe, busy West Coast actress, set an all-time record for herself last week. She played in five major transcontinental shows. On Tuesdays she was heard on "Big Town," on Wednesdays she impersonated Bette Davis for Dick Powell, on Thursdays she was on the "Good News" broadcast, on Saturday her talent was loaned to the Jack Haley program and on Sunday she was heard on the Tyrone Power airer.

Corot Painting To Be Discussed By Graham McInnes

Graham McInnes will tell the histories of two famous paintings, owned in Canadian galleries, when he speaks next to national network listeners of the CBS Tuesday, March 22, 4.45 to 5.00 p.m., EST. "Seeing Pictures", a series devoted to the famous art treasures of the Dominion, will feature a description of "L'Heureux", by Corot and a discussion of "Vulcan and Aeolus as Teachers of Mankind," by the great Florentine painter Piero di Cosimo.

Corot, the strong, classical painter, and Corot, the realist are one and the same with Corot, the lyrical painter of fluffy willows. But he is best known as the North American continent as a lyricist. A French wit once wrote that Corot had painted seven hundred pictures and that two thousand of them were in America. "L'Heureux", painted in 1864 as part of a series of panels for the house of Daubigny, now hangs in the gallery of the Montreal Art Association.

The Cosimo canvas is believed to be one of a series of four showing the legend of Vulcan, and was acquired recently by the National Gallery of Canada, in Ottawa. It comes from the collection of Lord Lothian.

Bea Lillie Takes Course at Goodman Swing School

When Beatrice Lillie first visited the Benny Goodman swing school, she was announced as a guest star. On her second appearance a few weeks later, we were a little stumped and had to look around for an adjective to use. Her third appearance on this program was announced in swing language.

Now that Benny Goodman has informed us that Bea Lillie will drop in at the Swing School, Tuesday night, March 22nd on CBS at 10 p.m., est, all we can say is "Ma, that woman's here again," and settle back in our chair for a delightful half-hour of "Fun in Swingtime."

It will be a real shoe-polish finale—or to translate, "2 in 1"—for it marks the last program on the present series which brings the Benny Goodman Swing School to the listeners every Tuesday night at 10 p.m., est and the final appearance of Miss Lillie in this country for a long, long time.

Beginning next Tuesday, March 29th Benny Goodman and his group of swing stars begin their new series for the same sponsor at a new time, 9:30 p.m., est, replacing the Jack Oakie program.

Immediately after her chores on the Goodman broadcast, Miss Lillie departs for England where she will be starred in a London musical revue.

To Appear As Guest Of Guest

C. R. Smith, president of the American Airlines, will appear on Edgar Guest's "It Can Be Done" program over the NBC-blue network Tuesday, March 22 at 8:30 p.m., E.S.T. when his life story is dramatized. Smith, an ordinary businessman, watched planes flying above him and saw a future in aviation. He started the first airline in the South, later enlarging it to one of the largest airlines in the world. M. M. Kinley, noted oilwell fighter, previously announced for this date, will be heard on April 6 when the program shifts to CBS.

Mayor Cantor Vacates Office

Eddie Cantor, "Mayor of Texaco Town," brings his troupe back to New York for the final broadcast of his Texaco Town series on Wednesday, March 23rd, via CBS at 8.30 p.m., EST.

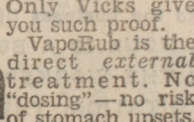
On Monday, March 28th, over CBS at 7.30 P.M., EST. Eddie Cantor will introduce his new radio gang to the loudspeaker fans when he starts his new program for Camel Cigarettes.

When a cold strikes . . . don't take needless risks

Treat Colds This PROVED Way

WHY experiment? Vicks VapoRub has been doubly proved for you . . . 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. (See full details in each VapoRub package.) Only Vicks give you such proof. VapoRub is the direct external treatment. No "dosing"—no risk of stomach upsets. Simply massage it on the throat, chest, and back (as illustrated). Relief starts almost at once. You begin to feel warm and comfort-

able as VapoRub starts working direct through the skin like a poultice. At the same time, its medicated vapors—released by the warmth of the body—are carried direct to the irritated air-passages with every breath. This double action loosens phlegm—relieves irritation and coughing—helps break local congestion. Repeat treatment at bedtime. After restful sleep comes VapoRub keeps right on working, hour after hour. Often, by morning the worst of the cold is over.



VICKS VAPORUB
New WHITE-STAINLESS



"All right, Mr. Referee, Let's Go!"

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!"

TRY PICOBAC Sliced Plug in the Vest Pocket Tin 15¢

"It DOES taste good in a pipe!"

GROWN IN SUNNY, SOUTHERN ONTARIO
IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED