

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.
6.00—Program Resume
6.15—Don Winslow
6.30—Virginia Fair Entertains
6.45—Closing Stock Quotations
7.00—Dancing Strings
7.30—Fanfare
8.00—London Calling
8.30—Major Bill
8.45—Kathleen Stokes, organist
9.00—Canada Week by Week
9.15—Vocal Selections
9.30—Pictures in Music
10.00—Melodic Strings
10.30—Half Hour with Herbert
11.00—Sam Shick
11.15—Winnipeg Male Choir
11.30—Sports in Canada
11.45—The News
12.00—On the Mark

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 Encyclopedie 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, 880 K.
5.00—Between the Book Ends
5.15—Orchestra
5.30—Music from the Gold Coast
6.00—Follow the Moon
6.15—Life of Mary Sothern
6.30—Children's Corner
6.45—Hilltop House
7.00—Vocal Selections
7.15—New Horizons
7.30—Press Radio News
7.45—George Hall's Orch.
8.00—Poetic Melodies
8.15—Song Time
8.30—Jay Freeman and Orch.
8.45—Boake Carter
9.00—Alemito 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—Campana'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—Hank Keene
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—George Jessel
8.45—White Eagles
9.00—Burns and Allen
9.30—Margaret Spears, Soprano
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—Let Us Sing
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—Pianologue
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
7.45—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—Laddy Esther's Serenade
10.00—Vox Pop
10.30—Hollywood Mardi Gras
11.00—Jimmy Fidler
11.45—Serenade
12.00—Violin in the Night
12.15—Orchestra
12.30—Orchestra

WABC, NEW YORK, 880 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—Children's Corner
6.45—Hilltop House
7.00—Vocal Selections
7.15—New Horizons
7.30—Press Radio News
7.45—George Hall's Orch.
8.00—Poetic Melodies
8.15—Song Time
8.30—Jay Freeman and Orch.
8.45—Boake Carter
9.00—Alemito 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—Peggy Wood Calling
6.15—Edward Dacles
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
8.45—Edgar A. Guest
9.00—Husband and Wives
9.30—To be Announced
10.00—Roy Shield Johnson
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—Songs by Carlotta
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11.00—Contented Program
11.30—Guy Hedlund and Company
12.00—News
12.30—Orchestra
1.00—Weather

BERT LYTELL COMES TO AIR VIA NBC IN "ALIAS JIMMY VALENTINE" ROLE OF FAMOUS CRIMINAL DETECTIVE

New Program Beginning Tomorrow Night Will Be Heard Every Tuesday Through Season; Lytell Well Known on Stage and Screen From Having Played Role Before

NEW YORK, Jan. 17.—Bert Lytell, famous actor of stage and screen, will be heard as the star of the new dramatic series, Alias Jimmy Valentine, produced by Frank and Anna Hummert, which will be broadcast every Tuesday from 10:30 to 11:00 p. m., AST, over the NBC-Blue Network, beginning January 18. The program presents Lytell and a distinguished supporting cast in a tense drama that has as its theme the struggle of a former penitentiary inmate to redeem his name and honor.

Bert Lytell, who is well known to millions through his numerous successful roles on the stage and in motion pictures, made his first professional appearance with the Columbia stock company in Newark. There he did everything from juvenile leads to sweeping the stage. He was paid \$12 a week and recalls when he spent a week's salary to buy costumes for four roles he played in an historical play. When he was 22 years old he took his own stock company on tour, and since then he has played such stellar roles in Broadway as the dual starring parts Robert Naughton and Eddie Connelly in "Brothers," Kenneth Bixby in "Goodbye Again," and his outstandingly successful Referring Mark Ahearn in "The First Legion." He has had many starring roles on the screen, including such well known motion pictures as "Alias Jimmy Valentine," "The Light That Failed," and "Lone Wolf Returns."

Lytell, who has played the title role of Alias Jimmy Valentine in many stage performances, as well as on the screen, finds it easy to explain his liking for the role. "The play has always been a particular favorite of mine," he says, "because it presents a simple, straight-forward and understandable character who is, above all things, intensely human. Jimmy Valentine wasn't created. He was observed. He is a man who made a serious mistake and then fights gamely to find and redeem himself." Lytell points out that many other colorful personalities of dramatic fiction win your attention, but not your heart. Their authors endow them with mannerisms and attributes that make them fascinating to encounter. Lee Randall, alias Jimmy Valentine, there is too much of every man in him, making it almost impossible for us not to accept his problems as our own."

Alias Jimmy Valentine, starring Bert Lytell, is sponsored by Larus and Brother Company, makers of Edgeworth Tobacco and Domino Cigarettes.



Bert Lytell ... "Jimmy Valentine" wasn't created. He was observed."

RADIO DOPE

The all-girls debating team which appeared on the "Dear Teacher" program this week has issued a challenge to the Buffalo Bill's boys team.

The new program "for Men Only" is bringing successful men from all walks of life to the microphone.

Alice Frost's new Broadway show, "The Shoemaker's Holiday," is rating enthusiastic raves from dramatic critics.

Don Ross, the "Rhythmic Minstrel" has an offer for a series of movie shorts.

Bess Johnson's young daughter aspires to become a radio comedienne. Frankie Master, Edgar Guets's musical director, is playing one night stands in the vicinity of Chicago.

Don Voorhees is compiling an album of tunes he aided in popularizing on stage and radio.

Margarette Shanna is making a television test.

Amanda Snow is organizing a radio artists' sking club.

Betty Wragge of "Pepper Young's Family" is collaborating with her brother on a new type of radio script show.

Betty Winkler is again listening to movie offers.

Jack Fulton is having pet trouble. His spaniel is registering thirty growls at the wire-haired puppy which Jack received as a Christmas gift.

OBSERVES HIS EIGHTH YEAR AS SPEAKER CATHOLIC HOUR

NEW YORK, Jan. 17.—Right Reverend Monsignor Fulton J. Sheen, noted philosopher and lecturer, is observing his eighth year as a speaker on the Catholic Hour program broadcast each Sunday over the NBC-Red Network from 7:00 to 7:30 p. m., AST. Monsignor Sheen's new series on Justice and Charity, which began Sunday, Jan. 2, and will continue through Sunday, April 17, is divided into two classifications. The first nine talks deal with "The Social Problem and the Church," the last eight talks with "The Individual Problem and the Cross."

The Catholic Hour programs which are produced and arranged by the National Council of Catholic Men in co-operation with the National Broadcasting Company, has been broadcast each Sunday since March 3, 1930. Monsignor Sheen has delivered a series of addresses in these broadcasts each year since its inception.

A native of El Paso, Ill., Monsignor Sheen was educated at St. Viator College and St. Paul's Seminary at St. Paul, Minn. He did graduate work at the Catholic University of America, Washington, D. C., at the University of Louvain, Belgium, and Angelico University, Rome. He holds the degrees of A.B., J.C.B., Ph.D., D.D., and honorary LL.D. and Litt.D. degrees. In 1926 the University of Louvain awarded him the Cardinal Mercier prize for International Philosophy, the first time this honor was ever given an American.

Monsignor Sheen was ordained at Peoria in 1919 and was named a Papal Chamberlain of His Holiness, Pope Pius XI, with the title of Very Reverend Monsignor, in June, 1934, and again in October, 1935, when he was honored when His Holiness made him a Domestic Prelate with the title of Right Reverend Monsignor. Monsignor Sheen is Associate Professor of Philosophy at the Catholic University of America and is author of many books on religion and philosophy.

The Catholic Hour over NBC has distinguished itself as a most impressive and appealing religious broadcast. The programs consist of an address, principal expository, by leading priest orators in America, and of sacred music provided by one of Father Finn's famous musical units.

Religious programs make up an important part of NBC's broadcasting schedule.

Listed here are the religious programs heard currently over NBC:

NATIONAL VESPERS—5:00 to 5:30 p. m., Sundays, NBC - Blue Network. Dr. Harry Emerson Fosdick, pastor of the Riverside Church, New York City, officiates.

TIME FOR THOUGHT—1:00 to 1:15 p. m., Mondays through Fridays, NBC-Blue Network. Dr. William Hiram Foulkes, clergyman and author, is heard regularly on Wednesdays. Homely philosophy and simple Christian truth characterize his discussions. Different speakers are heard on other days.

RADIO PULPIT—11 to 11:30 a. m., Sundays, NBC - Red Network, with



Rt. Rev. Mgr. Fulton J. Sheen.

Dr. Ralph W. Sockman, pastor of the Madison Avenue Episcopal Church in New York City, delivering the sermon.

HIGHLIGHTS OF THE BIBLE—11 to 11:30 a. m., Sundays, NBC - Red Network. Dr. Frederick K. Stamm, noted Bible interpreter, conducts the program. (This program succeeds Radio Pulpit in March).

RELIGION IN THE NEWS—7:45 to 8:00 p. m., Saturdays, NBC - Red Network. Walter W. Van Kirk, well known author and lecturer, is commentator.

THE CALL TO YOUTH—1:00 to 1:15 p. m., Saturdays, NBC-Blue Network. Program conducted by various groups.

THE CATHOLIC HOUR—7 to 7:30 p. m., Sundays, NBC - Red Network. Different Catholic dignitaries officiate each week. A choir under the direction of Father Finn is heard.

THE MESSAGE OF ISRAEL—8 to 8:30 p. m., Saturdays, NBC-Blue Network. Leading Jewish religious figures appear as guest speakers.

NEWS IN BRIEF

A press agent gag that went wrong caused the manager of Kate Smith to rush wires all over the country like this: "Neither Kate Smith, General Foods or the Columbia Broadcasting System has slightest intention to invite Mae West to appear on Kate Smith hour. This is sent because an unauthorized publicity release has given rise to false rumors. (Signed) Ted Collins, manager for Kate Smith."

Joe Penner, who was named as favorite radio star in the annual Boys' Athletic League poll, is being presented with an official scroll notifying him of his victory on his Sunday CBS broadcast (16). Bernard Sharkey, 13 year old freckled-faced redhead, was flown from New York City by United Airlines, to appear on the Penner broadcast. In the poll, 23,416 youngsters between the ages of 6 and 16 voted and Penner won.

Henry Busse and his orchestra have been renewed for an additional year effective Sunday, Jan. 16, over the NBC - Red Network. They have just completed 65 weeks for the air sponsor.

Sam Perrin and Arthur B. Phillips, writers for Phil Baker for the past four years, have been re-signed by the Sunday night jester for another season.

Jerry Mann, comedian, leaves the Hammerstein Music Hall program this week after a run of 82 weeks.

Ruby Mercer's decision to withdraw from the "Hollywood Mardi Gras" show was based on her desire to re-enter pictures.

Steffin Schnobbe, cast member of the "Aunt Jenny's Real-Life Stories" program, over CBS, is nursing a broken toe which he sustained when an ignited Christmas tree in his home caused him to scamper about trying to extinguish the fire.

Truman Bradley aspires to win the Aviation Trophy for America's A-1 trappler during 1938.

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

Now WHITE-STAINLESS

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

By DALE CARNEGIE
Author of the famous book of this name

HAVE YOU SMOKED A TURRET LATELY?

ARE you one of those smokers who have made the mistake of not trying Turrets? We do not mean to suggest that everyone ought to smoke Turrets—all of us are entitled to choose the cigarette that suits us best. But we do know that Turret smokers seldom find complete satisfaction in any other cigarette. The reason is Turret's unique and original blend of fine Virginia tobaccos which makes Turrets just that much different—just that much better. And so we suggest: if you haven't smoked a Turret lately, try a package today.

Imperial Tobacco Company of Canada, Limited

IF YOU ARE WRONG, ADMIT IT



"Isn't it easier—and less humiliating—to hear yourself condemned out of your own mouth than out of some one else's? Of course it is. "When you have made a mistake, admit it. Admit it fully and promptly without trying to find excuses. If anything, let your self-criticism be excessively severe."



"There is an old proverb which says: 'By fighting you never get enough, but by yielding you get more than you expected.' "That technique not only produces astonishing results, but it is actually more satisfying than trying to defend a hopeless position."



"Such an attitude takes the wind out of the other fellow's sails. You leave him with nothing to say because you have said it all yourself. "The chances are he will then take a generous, forgiving attitude and try to minimize your mistake."



"So, when you are right, try to win people tactfully to your way of thinking. But when you are wrong—and that will be often enough—admit the fact at once. "Any fool can argue that black is white—and lots of fools do. But it takes a real man to say: 'I made a mistake.'"



Quality and Mildness
Turret
CIGARETTES

PLAIN OR CORK TIP