

# 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, OT TAWA, 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 Night Club  
12.00—Sign Off

CKAC, MONTREAL, 730 K.

6.00—Social Announcements  
6.15—Summary  
6.30—Continental Varieties  
6.45—The Fireside Program  
7.15—Gypsy Serenade  
7.30—Salada Reporter  
7.45—Songs  
8.00—Le Clb Sportif  
8.15—Association Des Merchands  
8.30—Dramatic Program  
9.00—Kate Smith Hour  
9.30—Radio Encyclopedia  
10.00—Major Bowes Amateur Hour  
11.00—The King and the Song  
11.15—Westinghouse Newscast  
11.30—Gypsy Orchestra  
12.00—Molson Sports Reporter  
12.30—Orchestra

WJAF, NEW YORK, 660 K.

6.00—Dick Tracy  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—News  
7.15—Orchestra  
7.30—Press Radio News  
7.35—Sweetheart Rhumbas  
7.45—Orchestra  
8.00—Amos 'n' Andy  
8.15—Vocal Varieties  
8.30—Schaefer Revue  
9.00—Rudy Valee and Guest Artists  
10.00—Good News of 1938  
11.00—Kraft Music Hall  
12.00—Orchestra  
12.30—Orchestra  
1.00—Orchestra

WABC, NEW YORK, 860 K.

9.00—Science Service Series  
9.15—Deep River Boys  
9.30—Goldbergs  
9.45—Follow the Moon  
10.00—Life of Mary Sothorn  
10.15—Hilltop House  
10.30—Let's Pretend  
10.45—News  
11.00—Geannine  
11.15—Poetic Melodies  
11.30—Screen Scoops  
11.45—We the People  
12.00—Kate Smith Hour  
12.15—Major Bowes' Hour  
12.30—Essays in Music  
12.45—Jackson Dinner  
1.00—Orchestra  
1.15—Orchestra

WBZ, BOSTON, 990 K.

6.00—Dance Interlude  
6.45—Tom Mix  
7.00—News  
7.30—Musical  
7.45—Lowell Thomas  
8.00—Easy Aces  
8.15—Mr. Keene  
8.30—Orchestra  
9.00—March of Time  
9.30—Barry McKinley  
10.30—Meeting of the Air  
12.00—News  
12.15—Music  
1.00—Orchestra

WTIC, HARTFORD, 1040 K.

6.00—Dick Tracy  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—News  
7.15—Sports Roundup  
7.30—Wrightville Clarion  
7.45—Orchestra  
8.00—Amos 'n' Andy  
8.15—Vocal Varieties  
8.30—Encores  
8.45—The Spotlight  
9.00—Rudy Valee's Variety Show  
10.00—Good News for 1938  
11.00—Bing Crosby  
12.00—News  
12.15—Orchestra  
12.30—Orchestra  
1.00—Orchestra

Jack Barkin has had a varied career in radio, mostly working in the United States where he has sung with such outstanding orchestras as Vincent Lopez, Tommy Tucker, and Van Ohman. He also has been heard frequently over radio stations in Philadelphia, Cleveland and Baltimore.

## 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, OT TAWA, 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—Hollywood Hotel  
10.30—Bamberger Symphony Orch.  
11.00—Canada 1938  
11.45—I Shall Never Forget  
12.00—Sign Off

CKAC, MONTREAL, 730 K.

6.00—Social Announcements  
6.15—Summary  
6.30—Song and Music  
6.45—The Fireside Program  
7.15—Don Juan of Song  
7.30—Radio Reportage  
7.45—Melodies Francaises  
8.00—Music for Madam  
8.15—Le Curo de Village  
8.30—Rimmettes et Chansonnettes  
8.45—Le Soir a La Veillee  
9.00—Gratien Gelinat  
10.00—Hollywood Hotel  
11.00—Elmer W. Ferguson  
11.15—Westinghouse Newscast  
11.30—To be Announced  
12.00—Molson Sports Reporter  
12.30—Orchestra

WEAF, NEW YORK, 660 K.

6.00—Dick Tracy  
6.15—Vocal Selections  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—Education in the News  
7.15—Rhythmaires  
7.30—Press Radio News  
7.45—Orchestra  
8.00—Amos 'n' Andy  
8.15—Uncle Ezra  
8.30—Commentator  
9.00—Cities Service Concert  
10.00—Waltz Time  
10.30—True Stories  
11.00—Campana's First Nighter  
11.30—Jimmy Fidler  
11.45—Dorothy Thompson  
12.00—Ink Spots  
12.15—Orchestra  
12.30—Orchestra  
1.00—Orchestra

WABC, NEW YORK, 860 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 Heatherston, 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, Charlies  
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—Dance Interlude  
6.15—Don Winslow  
6.30—Orchestra  
6.45—Tom Mix  
7.00—Organist  
7.30—Press Radio News  
7.35—Revelers  
7.45—Lowell Thomas  
8.00—Mary Small, Songs  
8.15—Four of Us  
8.30—Lum and Abner  
8.45—Tenor  
9.00—Grand Central Station  
9.30—Death Valley Days  
10.00—Singer  
10.30—Orchestra  
11.00—Boxing  
11.30—Detective Series  
12.00—News  
12.15—Music as You Desire  
12.30—Orchestra  
1.00—Orchestra

WTIC, HARTFORD, 1040 K.

6.00—Dick Tracy  
6.15—Songs  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—News  
7.15—Revelers  
7.30—Wrightville Clarion  
7.45—History in Headlines  
8.00—Amos 'n' Andy  
8.15—Uncle Ezra  
8.30—George and Bea  
8.45—Chandu  
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

## Radio's Role In Chicago's School System

Radio has taken its place in the curriculum of the public schools of Chicago.

Effective Feb. 2, the city's schools began using radio education program material in their class work. Some of the programs are heard during school hours; others are recommended for free time study.

The system of using radio in education adopted by the Chicago School Board differs from the systems in use in some other cities in that the entire assistance of radio is gained from standard educational programs of the networks. New York's proposed system, as announced in a recent press release, is to use a classroom as a broadcasting studio and to broadcast lessons so that all schools may receive the same instruction.

## Serve As Lectures

The Chicago system calls for radio programs actually to serve as lecture periods. For instance, Your Health program is now being used as the lecture for physiology study. The program, presented by NBC in co-operation with the American Medical Association, centres about some specific malady each week. The program opens with the announcer briefly describing the ailment to be studied and setting the stage for the dramatization. In the little play, the story of the disease and of how it may be treated is told. The broadcasts end with a brief talk by a member of the medical association.

But the use of radio does not end with such programs as Your Health, heard Wednesdays at 2 p.m., EST., over the NBC-Red Network, or Dr. Walter Damrosch's Music Appreciation Hour, heard Fridays at 2 p.m., EST., over the NBC-Red and Blue Networks.

## For Outside Work

Half a dozen outstanding programs have been selected for outside work. Chief among these, furthering the study of sociology, are America's Town Meeting of the Air, Thursdays at 9:30 p.m., EST., over the NBC-Blue Network, and the University of Chicago Round Table, Sundays at 12:30 p.m., EST., over the NBC-Red Network.

As an aid to students interested in music the Metropolitan Opera broadcasts on Saturdays at 1:55 p.m., EST., over the NBC-Blue Network, and the NBC Symphony Orchestra, directed by Arturo Toscanini, Saturdays at 10 p.m., EST., over the NBC-Red and Blue Networks, are recommended. Music students are to be examined after

## Famed Blues Singer Stars In NBC Show

Etta Moten, famed blues singer of stage and screen, returned to her first field, radio, when she made her debut on Aunt Jemima's Cabin at the Crossroads at 10.15 a.m. EST., Monday, February 28. Though she achieved fame as the "Carrioca" girl in "Flying Down to Rio", Miss Moten has won considerable fame on the air as well.

In 1933, after frequent guest appearances over stations in Chicago, New York and other cities where theatrical engagements took her, she became a member of the National Broadcasting Company staff at San Francisco, appearing as soloist with Meredith Willson's orchestra and the popular "Carefree Carnival."

After her introduction by Harriette Widmer, who plays Aunt Jemima on the Cabin at the Crossroads program, Etta sang "Sleepy Time Down South" as her first number on the variety series.

Born in Texas, Etta early showed talent as a singer and moved to Kansas City to major in voice and dramatic art at the University of Kansas. She paid expenses by singing regularly over station WRN, NBC affiliate at Lawrence, Kans. Landing in New York in 1931, she appeared in "Fast and Furious", "Sugar Hill" and "Zombie" before heading for Hollywood.

Aunt Jemima's Cabin at the Crossroads is heard Mondays through Fridays at 10.15 and 11.15 a.m., EST., under the sponsorship of the Quaker Oats Company.

each broadcast of these programs to determine how much they learned and to determine in what they may be aided in gaining greater help from the programs.

Callin: All Stamp Collectors, Saturdays at 4 p.m., EST., on the NBC-Red Network, is listed for the students in connection with their work on hobbies.

## Geography Lessons

For geography, the students are required to listen to Coast to Coast on a Bus, Sundays at 9 a.m., EST., over the NBC-Blue Network. This recommendation is for students in the sixth to the ninth grades.

For science study, Science in the News, Tuesdays at 6 p.m., EST., over the NBC-Red Network, is suggested. The teachers, under the school board's plan, listen to the programs and compile quizzes and examinations from the material offered.

## THEIR FIRST DUTY, THIS VISIT

Three pretty Southern belles for whom screen scouts predict future stardom chose Tyrone Power, star of the NBC Hollywood Playhouse, as their favorite radio actor on their arrival in Hollywood.

The girls, who will be given screen tests by 20th Century-Fox for "Alexander's Ragtime Band", visited Power's broadcast directly after they arrived in Hollywood.

As a reward, they are now "seeing Hollywood" as guests of the actor. Selected in a nationwide search for new faces for the screen, they are:

Monetta Darnell, 15, of Dallas, Tex., who was McClelland Barclay's choice for the official photographic model of the Texas Centennial Exposition; Mary Healy, recently named "Miss New Orleans" in a beauty contest, and Doris Bowdon, of Memphis, Tenn., senior at Louisiana State University.

## Microphonics

Parks Johnson, always boasting on the NBC Vox Pop program that he has the biggest ears in radio, intimated in a recent broadcast that he might visit Montreal, Canada, where an interviewee told him the temperature then was 20 degrees below zero. That brought him a crocheted pair of ear muffs big enough for three pairs of ears like his, making him look, Parks says, like a horse in a hat.

A cold spring with more snow and ice to come was predicted for Canada and the northern part of the United States by Clifford MacGregor, commander of the MacGregor Arctic Expedition, in a broadcast shortwaved from Greenland recently and heard over NBC Networks.

One of the season's dramatic "finds" on Broadway is Martha Scott the Jamesport, Mo., girl, who until recently was an actress in the NBC serial, Pepper Young's Family. Miss Scott has a leading role in "Our Town," the hit play by Thornton Wilder.

In a recent performance of the NBC serial, Those We Love, Virginia Sale, who plays the part of Martha, the cook, was required to sneeze 38 times. After the broadcast it was estimated that, counting practice at home and rehearsals, Miss Sale sneezed almost 1,000 times.

## Kind Word For The Cameramen

Barbara Stanwyck, chosen by New York news photographers as their favorite feminine subject of 1937, acknowledged the honor during a coast to coast NBC broadcast by paying a tribute in turn to cameramen.

Speaking from the NBC Hollywood studios with scores of photo bulbs flashing at her face, Miss Stanwyck said she feels "the man behind the camera is doing me a favor."

"He is just as important to me as the make-up artist," declared the actress, whose ready smile and friendly attitude toward newsmen won her the New York award.

Miss Stanwyck disclosed that she likes candid camera photography.

"Frankly," she said, "I would rather see pictures of people as they really are. Sometimes a candid shot does not make one as attractive as a posed picture but certainly it expresses more personality."

## Ain't Grammar, But It's Good Drammar

Les Tremayne, NBC star of Campana's First Nighter, will commit an unpardonable grammatical error when he appears as the star of "Gentlemen Never Say Ain't" during the broadcast from the Little Theatre Off Times Square over the NBC-Red Network at 10 p.m., EST., Friday, March 4.

He'll say "ain't" and "ain't" over and over in the role of a filling station attendant who falls in love with a society girl, is snubbed by her and then engages her and her father to teach him the ways of society folk in return for long overdue gas bills.

Barbara Luddy will play the society girl. Campana's First Nighter is sponsored by the Campana Sales Co.

## Lotte Lehmann On Crosby's Program

When Lotte Lehmann received Bing Crosby's most recent invitation to sing in the old Kraft Music Hall Thursday, Feb. 24, she said, "Oh schoen!"

The famous Metropolitan Opera star admits the highlight of any trip to California is an appearance with Crosby and Bob Burns, the bawcock wizard, on the broadcast over the NBC-Red Network at 10 p.m., EST.

The regular Music Hall line-up includes, in addition to Bing and Bob, the Paul Taylor Choristers and John Scott Trotter's orchestra.

## No Revision Necessary In His Script

Paul Rhymer, the small-town boy who writes about the small-town folks Vic and Sade, so entertainingly and with so much quiet humor that he won the 1937 "big city radio writers' award" by vote of the radio artists of Chicago, is that paragon of authors—one who never has to erase never has to go back and re-write and never has to revise or polish his lines once he has set them down on paper. In fact, the rubber on the end of his lead pencil and the "X" key on his typewriter are both practically as good as new.

When 30-year-old Rhymer sits down to write a Vic and Sade episode—as he does at the stroke of nine, five mornings a week—his working routine has been so carefully charted in advance there is slight chance for mistakes.

## Mathematical Precision

He has already decided, first, which character or pair of characters will have most of the speeches, and second, whether the script will be a lively one, full of action, or a quieter episode with a heavier dose of exposition. He varies each episode, from day to day, with almost mathematical precision, assigning fat parts first to one character and then another, and alternating the more hilarious scripts with quietly ironical episodes.

Rhymer knows, too, before rolling up his sleeves for action, what the "pay off" is going to be, and he has an exact plan for bringing his characters to this denouement. He even has several bits of the dialogue buzzing around in the back of his head, ready to put on paper.

Once he starts typing, he seldom stops until the final page has been written. The whole business is out of the way, and Paul is on his way to the NBC Chicago studios in the Merchandise Mart, with the script under his arm, by one or two, or at the very worst, three o'clock in the afternoon.

## Watches His Cast

He likes to turn them in, in person. Then he can be sure they have arrived. Then, too, he can sit in the control room, alongside Clinton Stanley, the NBC director of the program and watch Art Van Harvey, Bernardine Flynn and Billy Idelson in their afternoon broadcast.

Vic and Sade, sponsored by Procter & Gamble, is broadcast Monday through Friday, over the NBC-Red Network at 3.30 p.m., EST.

# HERE COMES PACKARD FOR 1938

-the only cars that can make you all these promises!

**MIRACULOUS RIDE**—The new Packard Six and new Packard Eight (formerly called Packard 120) bring you the gentlest ride ever offered to motorists—a ride that literally re-makes roads!

**UNEQUALLED SAFETY**—These new Packards are outstanding in safety. Side-sway is eliminated and the danger of skidding is tremendously reduced.

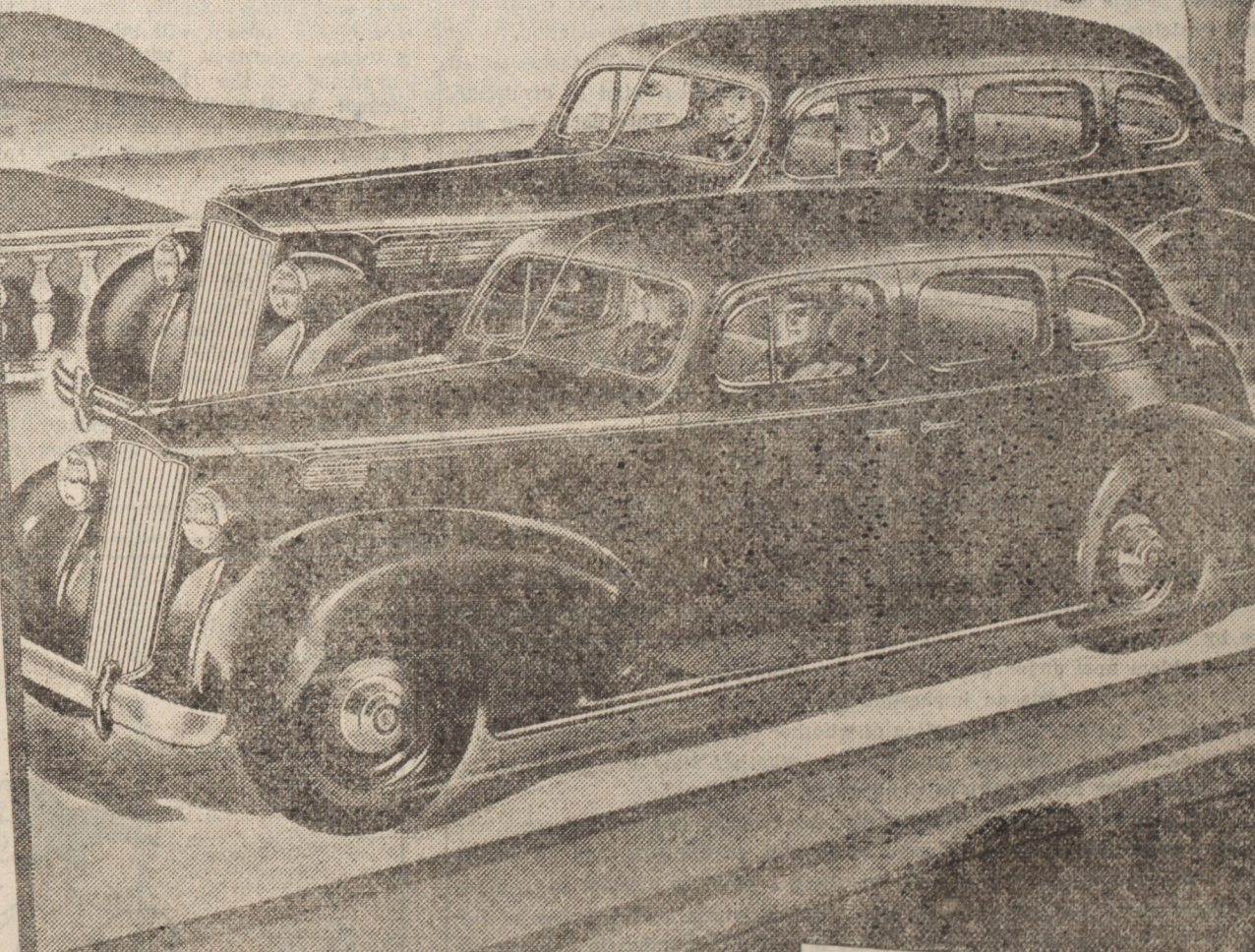
**REVOLUTIONARY REAR END**—The foregoing things have been accomplished by a trio of epochal improvements which now bring the effect of independent wheel suspension to the rear end.

**NEW QUIET BODY**—As a result of years of research in cooperation with a great University, Packard brings you a really quiet all-steel body with an all-steel top. MORE LUXURIOUS SIZE—Both the Packard Eight and Packard Six are seven full inches longer in wheelbase than last year. Bodies are far wider. Trunks challenge those of any cars for roominess.

**SERVICE NEEDS CUT**—The need for service is still further reduced. Example: Chassis lubrication is now needed only twice a year!

**ENDURING BEAUTY**—The famous Packard lines are now more beautifully streamlined than ever. But they still proclaim your car a Packard, still guard it from early style obsolescence. Only Packard gives you both long mechanical life and long style life!

**EASY AVAILABILITY**—YOU can afford one! See your Packard dealer. He will give you proof that, if you can afford to buy and operate any new car, you can afford to buy and operate a Packard!



YOU HAVE A DATE TUESDAY EVENINGS

Each Tuesday evening, at 9:30 P.M., over the N.B.C. Red Network, Packard brings you one of the most entertaining full-hour shows on the air! Lanny Ross, Charles Butterworth, and Florence George head a brilliant cast that entertains each week one of the topmost stars of radio, stage or screen!

# NEW 1938 PACKARD SIX & EIGHT {FORMERLY CALLED THE PACKARD 120}