

# THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

## 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, OTTAWA, 550 K.  
6.00—Program Resume  
6.15—Edward Davies, Songs  
6.30—Piano Recital  
6.45—Closing Stock Quotations  
7.00—Harry Kogan and Orch.  
7.30—Golden Journeys  
8.30—Markowsky and Orch.  
8.30—Major Bill  
8.45—Kathleen Stokes, Organist  
9.00—The Caribou Mirror  
9.15—Two-piano Recital  
9.30—Poppy Day Appeal  
10.00—Backstage  
10.30—Night Shift  
11.00—"Canada 1937"  
11.45—The News  
12.00—By the Sea

CKAC, MONTREAL, 730 K.  
6.00—Social Announcements  
6.15—Eton Boys  
6.30—Sleepex Program  
6.45—The Fireside Program  
7.15—L'Heure Recreative  
7.30—A Baton Rompus  
7.45—The Chic Program  
8.00—Denny's Three Secrets  
8.15—Le Cure de Village  
8.30—Radio Bingo Leduc  
8.45—Queens Hotel Trio  
9.00—The Provincial Hour  
10.00—Hollywood Hotel  
11.00—Elmer W. Ferguson  
11.15—Westinghouse Newscast  
11.30—Vin St. George Orch.  
12.00—Molson Sports Reporter  
12.30—Orchestra

WEAF, NEW YORK, 660 K.  
6.00—Arthur Lang, Baritone  
6.15—Vocal Selections  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—Education in the News  
7.15—Don Winslow  
7.30—Press Radio News  
7.45—Billy and Betty  
8.00—Amos 'n' Andy  
8.15—Uncle Ezra  
8.30—Eddie Duchin and Orch.  
9.00—Cities Service Concert  
10.00—Waltz Time  
10.30—Court of Human Relations  
11.00—Campana's First Nighter  
11.30—Jimmy Fidler  
11.45—Dorothy Thompson  
12.00—George R. Holmes  
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 Heatherton, Songs  
6.45—Children's Corner  
7.00—Margaret Daum, Soprano  
7.30—Press Radio News  
7.45—Sports Resume  
7.55—Federation of Jewish Charities  
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—Neighbor Nell  
6.15—Vocal Selections  
6.30—Orchestra  
6.45—Tom Mix  
7.00—Orchestra  
7.30—Press Radio News  
7.45—Charles Sears, Tenor  
7.55—Lowell Thomas  
8.00—Mary Small, Songs  
8.15—Commentator  
8.30—Lum and Abner  
8.45—Louise Flore, Soprano  
9.00—Grand Central Station  
9.30—Death Valley Days  
10.00—Pontiac Variety Show  
10.30—Tommy Dorsey  
11.00—Russian Rhapsody  
11.30—Detective Series  
12.00—Vagabonds  
12.15—King's Jesters  
12.30—Orchestra  
1.00—Orchestra

WTIC, HARTFORD, 1040 K.  
6.00—Arthur Lang  
6.15—Program from New York  
6.30—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—News  
7.15—Casey at the Mike  
7.30—Wrightville Clarion  
7.45—Vic Arden's Orchestra  
8.00—Amos 'n' Andy  
8.15—Uncle Ezra  
8.30—Concert Program  
8.45—White Eagles  
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

## 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—Program Resume  
6.30—Bocal Selections  
6.45—Closing Stock Quotations  
7.00—Rakov's Orchestra  
7.30—Weekly Song Sheet  
8.00—Luigi Romanelli and Orch.  
8.30—Book Review  
8.45—Piano Recital  
9.00—The Indian Speaks  
9.15—Irene Landor  
9.30—Reflections  
10.00—Louisiana Hayride  
10.30—BBC Music Hall  
11.00—NBC Jamboree  
11.30—Horace Lapp's Orch.  
11.45—The News  
12.00—Orchestra  
12.30—Orchestra  
1.00—Orchestra

CKAC, MONTREAL, 730 K.  
6.30—Social Announcements  
6.45—Classical Interlude  
7.00—Sports Parade  
7.30—Gems of Melody  
8.00—Le Bon Parler Francaise  
8.15—To be Announced  
8.30—Saturday Swing Session  
9.00—Old Fashioned Spelling Bee  
9.30—To be Announced  
10.00—To be Announced  
11.00—Les Chevaliers du Folklore  
11.15—Westinghouse Newscast  
11.30—Berceuse  
11.45—Patti Chapin, Songs  
12.00—Molson Sports Reporter  
12.30—Orchestra  
1.00—Orchestra

WEAF, NEW YORK, 660 K.  
6.30—Kaltenmeyer's Kindergarten  
7.00—El Chico  
7.30—Press Radio News  
7.45—Strolling Songster  
7.55—The Art of Living  
8.00—Top Hatters  
8.20—Football Scores  
8.30—Steinie Bottle Boys  
8.45—Jimmy Kemper  
9.00—Believe It or Not  
9.30—The Log Cabin  
9.45—Concert Orchestra  
10.30—Special Delivery  
11.00—NBC Jamboree  
11.30—Orchestra  
12.00—Orchestra  
12.30—Orchestra  
1.00—Orchestra

WABC, NEW YORK, 860 K.  
5.15—The Dancapators  
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—Vagabond Adventures  
6.30—Kaltenmeyer's Kindergarten  
7.00—News  
7.15—Casey at the Mike  
7.30—Wrightville Clarion  
7.45—Medical Talk  
8.00—Top Hatters  
8.30—Sherc 'rio  
8.45—Sports of the Week  
9.00—Believe It or Not  
9.30—Variety Show  
9.45—NBC Concert Hour  
10.30—Special Delivery  
11.00—Jamboree  
11.30—Orchestra  
12.00—News  
12.15—Orchestra  
12.30—Orchestra  
1.00—Weather

MATHIEU'S  
SYRUP  
COLD  
BRONCHITIS  
GRIPPE  
STOPS COUGHS

## Mr. Allen Reclaims Keys To 'Hall'



"Peek-a-boo!" Portland Hoffa's back to heckle Fred Allen.

### Taken Over Programme On November 17

HOLLYWOOD, Nov. 12—Fred Allen, lanky Yankee wit, will reclaim the keys to Town Hall Tonight from Walter O'Keefe, the Summer custodian, and resume his duties as comedy-dispensing host on Wednesday, November 17, at the usual hour of 10.00 p. m., AST, over the NBC-Red Network. While Walter boards ship for a well-earned vacation in Europe, the nasal-voiced Allen will begin unloading the vast store of wise-cracks that have been accumulating behind his dour face during a vacation of nearly five months.

Not to be outdone by her humorist husband, Peek-a-boo Portland Hoffa, heckler par excellence, will accompany him back to the old Town Hall with a fresh store of incredible anecdotes about that would-be inventive genius, her "Poppa."

Fred again will bring a varied musical comedy program to the air as he inaugurates his fifth season, and a new two-year contract for his sponsor, the makers of Ipana and Sal Hepatica. However, he promises new features, new comedy, new drama and, above all, noted comedians of the screen as guest stars.

The humorist will bring back to the NBC air the Town Hall News, recording unrecorded events of the day; The Mighty Allen Art Players, those scare-crows in the cornfields of drama; the Weekly Varieties, unusual guest acts; a new vocal group and maestro Peter Van Steeden and his Troubadours.

The new series will open in Hollywood, where Fred and Portland are making the 20th Century-Fox screen musical, "Sally, Irene and Mary." Several members of the Art Players likewise are lending their dramatic talents to the silver screen. As soon as the picture is completed, Allen intends to move the Town Hall back to its familiar place in NBC's Radio City studios.

### November

Grandmother Year was getting old; She felt the draughts and shivered with cold; She asked November to come and stay And help her to pass the time away. November came with her haversack Slung right across her slim, young back. Grandmother Year said: "Let me see Have you brought anything, Love, for me?"

November gave her a robin's song, And thirty evenings, fine and long; A fir-cone fire and a knitting book; Needles and wool and a crochet hook. Grandmother Year forgot to sneeze; She sat with the book upon her knees "Two plain, two purl, two purl, two plain."

Grandmother Year's getting young again. —Fay Inchawn.



And Fred Allen is delighted to welcome Cortland, as you see.

### Next Hockey Broadcast Will Feature Unique Short Wave Addition

A short-wave radio station will again wander through the Maple Leaf Gardens as an added feature of the Imperial Oil hockey broadcast tomorrow night when the Chicago Black Hawks meet the Toronto Maple Leafs.

This feature is something entirely new in sports broadcasting and the apparatus used is probably the smallest commercial short-wave station in the world. It was experimented with for the first time during the game at the Gardens last Saturday night.

The whole equipment weighs only a few pounds and is carried on a belt around the waist. The batteries are carried on the back of a belt in a box that is perhaps a little bigger than a schoolboy's lunch box. The station itself is on the front of the belt, and is about the size of a cigar box. The antenna is a straight piece of copper about the length of an orchestra leader's baton, which runs from the belt to just above the shoulder.

A portable microphone records interviews, and conversation among the audience is picked up by a miniature receiving station in the control room of the Gardens, and thence goes to the network audience.

This unique short-wave presentation will probably be a regular feature of the Imperial Oil hockey broadcasts throughout the season.

## NOISES PURPOSELY PICKED UP IN AIRING OPERAS ON COAST

### SISTER VIOLINISTS CHOSEN FOR NEXT RISING STARS SHOW

#### Young Sisters Will Be Featured On Sunday Evening

Virginia and Mary Drane, young duo-violinists, have been honored by selection as featured artists of the "Rising Musical Star" program to be broadcast on Sunday night at 11 o'clock, AST, over WEAF-NBC. The musicians are sisters, in their early 20's, representing the first combination of artists to be chosen by the jury of Auditions for the series.

The sisters have been named for singular honors in their relatively short careers. One of their prized possessions is a first copy of "Duetino Concertante," a two-violin composition written and dedicated to them by their former teacher, Sir Carl Busch. They have also been honored by diverse testimonials from Hendrik Willem Van Loon, Mme. Ernestine Schumann-Heink and Dr. Will Durant.

Virginia and Mary Drane are daughters of the old South, natives of New Orleans, where they began their musical study at the ages of seven and eight, respectively.

### Indian Summer

I have come from hidden places where the days are dreaming, always, Where fair summer lies a-dying, roses withered on her breast, I have stolen all her sweetness, all her softness, all her sadness, In her robe of crimson glory I am dressed. I will weave a mist about me lest you see my face too clearly, Lest you follow me too boldly, I will silence every song. Through the mist and through the silence you will know that I am passing. When you break the spell that holds me I am gone. —Isabel Eccleston Mackay.

LISTEN... on Friday Night "CANADA-1937" IMPERIAL TOBACCO'S INSPIRING PROGRAM FRIDAY 11 P. M., A. S. T. STATION CFNB

SAN FRANCISCO, Nov. 12 — The rustle of paper, the faint scuffle of footsteps and other extraneous sounds that you may hear during NBC broadcasts of the San Francisco Opera, are not accidental; they are picked up deliberately in the interests of realism.

Microphones are placed at strategic positions in order to obtain for NBC listeners the same balance of music that listeners in the opera house hear during the performance, and thus keep the broadcast alive and realistic. It is felt that all the incidental sounds that accompany a performance in the crowded Opera House bring the listener sitting in his own living room closer to the glittering scene than he would be if he heard only the arias and choruses following one another without the background of human interest.

Producer's Theory "Suppose we trained a uni-directional microphone on the principal singers and broadcast their solos and duets without regard for the human element," explains Producer John Ribbe. "The result would be exactly the same as a studio broadcast in which all sound except the voices of singers and the music of the orchestra is stifled. This brings listeners the opera but not an opera performance, or the feeling of participating in one, which is what we are trying to achieve. It would be as if an artist attempted to paint a picture of a tree and left out all background of sky, earth, roots and shadows."

For every opera broadcast Ribbe and the NBC field engineers lay plans as carefully as military strategists do before a battle. High above the audience in a glass enclosed cage beside the projection booth sit Ribbe and an engineer. Each of three microphones on the stage is controlled here by a button; Ribbe can turn each mike on or off as he desires. A speaker beside him permits him to listen to the broadcast just as it is being heard by listeners.

Still another contact is maintained by a special telephone wire leading to the passage beneath the stage, leading from wing to another. Here Don Thompson, special events producer, is stationed, keeping in constant communication with the booth up in the balcony, and ready to meet any emergency that may arise.

BABY'S OWN SOAP best for Baby Best for You.

**HOW TO WIN FRIENDS AND INFLUENCE PEOPLE BY Dale Carnegie**

1. What are the six ways of making people like you? See pages 83 to 145.  
2. What are the twelve ways of winning people to your way of thinking? See pages 149 to 241.  
3. What are the nine ways to change people without giving offense or arousing resentment? See pages 245 to 283.

**BECOME GENUINELY INTERESTED IN PEOPLE**

① "If you would make friends, be friendly. Forget your own interests. Think of other people's interests."  
"You can make more friends in two months by showing that you are interested in other people than you can in two years by trying to force other people to become interested in you."

② "People are not interested in you—or in me. They are interested in themselves—first, last and all the time."  
"When you see a group photograph that you are in, whose face do you look for first?"

③ "Ask yourself this question:—  
"Why should people be interested in me unless I am first interested in them?"  
"If you merely try to impress people and get people interested in you, you will never have many true, sincere friends. Friends, real friends, are not made that way."

④ "But you can win the attention and time and cooperation of even the busiest, most sought after people by becoming genuinely interested in them."  
"So if you want to make friends, put yourself out to do things for other people."

### HAVE YOU SMOKED A TURRET LATELY?

ONE way to show interest in other people is to introduce them to the satisfying goodness of Turret cigarettes. They'll quickly appreciate Turret's original and unique blend of choice Virginia tobaccos, which makes Turret just that much different—just that much better. Show them, too, that the Turret package has a handy calendar on the back! Imperial Tobacco Company of Canada, Limited

Quality and Mildness  
**Turret**  
CIGARETTES  
PLAIN OR CORK TIP