

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, CKGW, 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—Luigi Romanelli and Orch.
8.30—The Children's Album
8.45—Roland Todd, Organist
9.00—This English
9.15—The Gloom Chasers
9.30—Acadia Serenade
10.00—Bonjour Paris, Bonsol
10.30—Dramatic Presentation
11.00—Symphonic Strings
11.30—Talk
11.45—The News
12.00—Music for Music's Sake
12.30—In a Modern Mood

CKAC, MONTREAL, 730 K.
6.15—Summary and weather
6.30—Pianologue
6.45—Sleepex Program
6.55—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—Bily 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 Sothorn
6.30—Dear Teacher
6.45—Dorothy Gordon's Corner
7.00—All Hands on Deck
7.30—Press Radio News
7.45—Sports Resume
7.55—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 Onkie 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 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
9.30—Edgar A. Guest
9.00—Husband and Wife
10.00—To be Announced
10.30—Roy Shield Review
11.00—Gen. Hugh Johnson
11.30—Orchestra
11.45—Past Masters' Program
12.00—Vacations
12.15—King's Jesters

WTIC, HARTFORD, 1040 K.
6.00—Songs by Carlotta
6.15—Terry and his Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Studio Program
7.30—Wrightville Clarion
7.45—Shero Trio
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Chateau News Reporter
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—Miss Fisher Directs
12.00—News

WEDNESDAY'S PROGRAMMES

CANADIAN BROADCASTING CORP.
This is the official programme which you are entitled to receive over stations CFNB, CHSJ, CKGW, and CHNC.

CBC, OTTAWA, 550 K.
6.00—Program Resume
6.15—Don Winslow
6.30—Adventures of Jamie and Josie
6.45—Closing Stock Quotations
7.00—Orchestra
7.30—Canadian Capers
8.00—Markowsky and his Orch.
8.15—La Salle Cavaliers
8.30—Major Bill
8.45—Kathleen Stokes, Organist
9.00—Laughing with Canada
9.15—The Campbell Sisters
9.30—National Sing Song
10.00—Dramatic Mystery Series
10.30—Spotlight Parade
11.00—Labour Organization
11.30—Orchestra
11.45—The News
12.00—Restless Bows
12.30—Waltz Intermezzo

CKAC, MONTREAL, 730 K.
6.00—Social Announcements
6.15—Summary
6.30—Sleepex Program
6.45—The Fireside Program
7.15—L'Heure Recreative
7.30—Le Reporter Salada
7.45—L'Amour Contre la Haine
8.00—Melody Time
8.15—Le Cure de Village
8.30—M'enfant and Daunais
8.45—Don Juan of Song
9.00—Les Montagnards de Quebec
10.00—Chantons en Choeur
11.00—La Ligue des Proprietaires
11.15—Westinghouse Newscast
11.30—Patti Chapin, Songs
12.00—Molson Sports Reporter
12.30—Orchestra

WEAF, NEW YORK, 660 K.
6.00—Not for Ladies
6.15—Terry and the Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—America's Schools
7.15—Don Winslow of the Navy
7.30—Press Radio News
7.45—Today's Sports
7.55—Bily 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—Curtis Institute
5.45—Dr. Dafee
6.00—Follow the Moon
6.15—Life of Mary Sothorn
6.30—Children's Corner
6.45—To be Announced
7.00—Jack Shannon, Songs
7.15—Four Stars
7.30—Press Radio News
7.45—Orchestra
7.55—The Singing Waiters
8.00—Poetic Melodies
8.15—Hobby Robby
8.30—Arolan Trio
8.45—Boake Carter
9.00—The Cavalcade of America
9.30—Texaco Town
10.00—Chesterfield Presents
10.30—Colonel Jack
10.45—Gang Busters
11.30—Del Casino, Songs
12.00—Tomorrow's News Tonight
12.30—Orchestra

WBZ, BOSTON, 990 K.
6.00—Neighbor Nell
6.15—The Four of Us
6.30—Singing Lady
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.45—Jack Eaker, Tenor
7.55—Lowell Thomas
8.00—Easy Aces
8.15—Dramatic Program
8.30—Lum and Abner
8.45—Charlotte Landing, Soprano
9.00—Eddy Duchin
9.30—To be Announced
10.00—Musical Comedy Hits
11.00—Gen. Hugh Johnson
11.15—Songs
11.30—Waltz Interlude
12.00—Vagabonds
12.15—King's Jesters
12.30—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Not for Ladies
6.15—Terry and the Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—The Revellers
7.30—Wrightville Clarion
7.45—Vic Arden's Orch.
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Highway Safety Address
8.45—White Eagles
9.00—One Man's Family
9.30—Wayne King's Orch.
10.00—Walter O'Keefe and Orch.
11.00—Your Hit Parade
11.45—Talks by Alletair Cooke
12.00—Orchestra

Broadcasts of Flood Lead Air Stories

SELECTIONS MADE BY OFFICIALS NBC GIVE HONOURS TO FLOOD COVERAGE

Hindenburg Disaster, Eclipse of Sun, Coronation and Many Other Programmes Given Close Ranking With Leaders

NEW YORK, Dec. 21—Radio's public service in the coverage of the widespread floods last January leads the list of the ten biggest radio stories of 1937 selected today by officials of the National Broadcasting Company. The Hindenburg Disaster, the Kluge Klux Klan Explanation speech of Justice Hugo L. Black, War Front broadcasts and the return to America of Arturo Toscanini, foremost musical conductor, to direct the NBC Symphony Orchestra, are among other big radio stories, selected by the NBC executives.

FLOODS—When the devastating Ohio and Mississippi river floods occurred in January, NBC microphones were everywhere on the water, in automobiles and airplanes, on the backs of operators and in isolated studios running on emergency generators. Dozens of stations throughout the affected regions played a part in broadcasting warnings, advice, and in co-operation with authorities in forwarding information on flood conditions in various localities.

Radio provided a direct link between the public and the disaster. From NBC mobile units, pack sets in automobiles, rowboats and airplanes, 122 broadcasts were flashed during the period from January 20 to January 28. More than 100 pickups from 21 cities in 11 states and the District of Columbia were made.

HINDENBURG DISASTER—When the Zeppelin Hindenburg crashed at Lakehurst, N. J., last May 6, first news of the disaster was given to radio listeners of America and Germany by the National Broadcasting Company. Only a few minutes after the tragedy NBC flashed a Press Radio bulletin over its Red and Blue Networks. At the same instant that residents of two continents were receiving the news NBC crews were on their way to the scene, telephone lines were being installed and shore-wave equipment was shipped to Lakehurst. By airplane and automobile NBC announcers and program directors were on their way. Less than three hours after the tragedy NBC was on the air with an eye-witness description of the disaster. As a matter of public service NBC kept its networks open for two hours beyond the usual closing time to give listeners the latest news of the tragedy. First-hand reports from the scene

more than 83 per cent of the potential listening audience of the world. Virtually all NBC stations in the United States carried the broadcast in full, and it was heard in 12 countries in Continental Europe and in all the units of the British Commonwealth.

DEBUT OF NBC SYMPHONY ORCHESTRA

A large group of distinguished instrumental artists playing under the baton of the greatest living conductor played a major part in the cultural life of America during 1937. Formation of the orchestra by the National Broadcasting Company was directly responsible for the return to America of Arturo Toscanini, considered the foremost maestro in the world. The orchestra, which increased tremendously the American taste for good music, made its debut under the baton of Pierre Monteux. Later, it was directed by Arturo Rodzinski and on Christmas night was heard for the first time under the direction of Maestro Toscanini.

THE KLAN AND JUSTICE BLACK

After his appointment to the Supreme Court by President Roosevelt, Justice Hugo L. Black took a vacation abroad. In his absence, charges the secret order of the Kluge Klux Klan created a public demand for an answer by the new Supreme Court appointee. While he was aboard ship en route to the United States, NBC offered him the use of network facilities for his reply. The Justice accepted. On the evening of Oct. 1 his long awaited answer was broadcast over coast-to-coast networks in one of the most attention compelling broadcasts of the year.

ROUND TRIP ATLANTIC FLIGHT

On May 10, four minutes after they landed at Croydon Airport, London, Harry T. (Dick) Merrill and John S. (Jack) Lambie, noted aviators, broadcast greetings to North America. They had just flown to London from New York, planning to return with pictures of the Coronation. Two days later as they took off from Southport Airport, England, they predicted they would be back in New York the next day. Their predictions were broadcast by NBC. When they did land—almost 24 hours later to the minute at Floyd Bennett Field, Brooklyn, NBC was there to give them opportunity to tell the nation about their exploits. All of these broadcasts on both sides of the Atlantic were NBC productions.

NBC AT THE WAR FRONTS

From Madrid and Barcelona, from Shanghai and Hankow, NBC brought authentic, painstaking accounts of war and its human consequences. Throughout the year NBC broadcast accounts of the anti-aircraft in Spain, featuring vivid reporting by Martha Gellhorn, noted newspaper correspondent. From Shanghai, NBC brought the first broadcast report of the terrible battle of Shanghai when Mrs. Thompson, correspondent, was heard from the scene. Correspondents of the Asso-

10 Biggest Radio Stories Of Year

- 1—Cover-ups of America's most devastating floods in January.
- 2—The Hindenburg Disaster.
- 3—Justice Black's Klan Explanation Address.
- 4—Broadcasts from the War Fronts—Shanghai and Madrid.
- 5—Return of Arturo Toscanini to America to conduct the NBC Symphony Orchestra.
- 6—The Coronation of King George VI.
- 7—Merrill and Lambie Round Trip Atlantic Flight.
- 8—Eclipse of the Sun in the South Seas.
- 9—The Second Roosevelt Inaugural.
- 10—Arctic and tropical expedition broadcasts.

FREE! BOOK ON HOCKEY

"How to Become a Hockey Star" by that great authority T. P. "Tommy" Gorman, a Great Book profusely illustrated and containing many valuable tips on how to play the game.

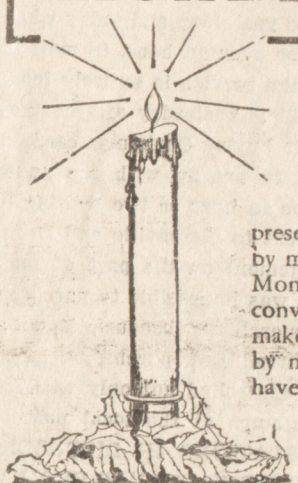
also AUTOGRAFED PICTURES of GREAT PLAYERS (mounted for framing)
Group Montreal "Maroons"
Group "Los Canadiens"
or individual pictures of:
Dave Trottier, Johnny Gagnon, Horlie Cain, Rudy Northcott, Will Gault, Paul Hyslop, Russ Binning, "Babe" Siebert, Pete Kelly, Earl Robinson, Arnd Jodan, Marty Barry, Bob Gracie, Walter Russell, Joffre Desjardis, Carl Voss, George Manilla, "Ace" Bailey, Gus MacLean, Steve Evans, Frank Roucher, Dave Kerr, "The Black" "King" Clancy or any of the most prominent players on the "Maroons" or "Los Canadiens" clubs.

For a label from a tin of "CROWN BRAND" or "LILLY WHITE" Corn Syrup—Write on the back your name and address and the words "Hockey Book" or the name of the picture you want (one book or picture for each label). Mail label to address below.

EDWARDSBURG
CROWN BRAND
CORN SYRUP
THE FAMOUS ENERGY FOOD
THE CANADA STARCH COMPANY Limited
P.O. Box 588, MONTREAL

dated Press at War Fronts throughout the world also were heard in an unusual globe encircling program. From the Orient leaders of government, newspapermen and prominent Americans were heard frequently.

Christmas Gift MONEY ORDERS



WHEN in doubt what to give for a Christmas gift, give money: it is always acceptable, because the recipient can select his or her own present. You can send the money by mail, in the form of a Bank of Montreal Money Order. It is a safe, convenient and economical way to make gifts and to purchase goods by mail order, when you do not have your own checking account.

Money Orders always can be obtained promptly at any of our 500 branches.

BANK OF MONTREAL

ESTABLISHED 1817

"a bank where small accounts are welcome"

Modern, Experienced Banking Service The Outcome of 120 Years' Successful Operation



MAKE THE OTHER PERSON FEEL IMPORTANT

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

By DALE CARNEGIE... Author of the famous book of this name



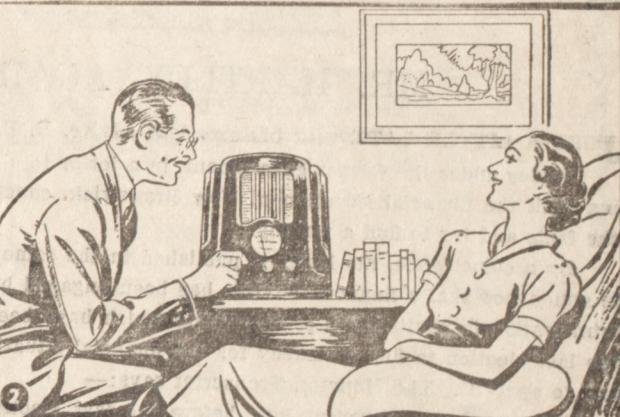
"Considerate little phrases such as 'I'm sorry to trouble you,' 'Won't you please,' 'Would you mind,' used throughout the day will make the people with whom you come in contact feel that you look upon them as fellow human beings, and recognize their individual importance. And don't forget to give praise whenever you can."



"There is one very important law of human conduct which, if obeyed, will bring us friends and happiness. The law is this: Always make the other person feel important—and do it sincerely."
"The greatest teacher of all time summed it up in these words: 'Do unto others as you would have others do unto you.'"



"There is no better place for you to begin applying this magic formula than right in your own home. Your wife must have many good points—at least you thought so once or you wouldn't have married her. But how long has it been since you told her how much you appreciate her? How long?"



"But how? When? Where? The answer is: all the time, everywhere."
"Almost every person you meet feels superior to you in some way. Then let these people feel that you appreciate their importance in their respective worlds. But remember, flattery is useless. You must be sincere."

HAVE YOU SMOKED A TURRET LATELY?

HAVE you ever noticed how the offer of a cigarette can put a man at his ease? "Have a Turret" is a phrase that has paved the way to the beginning of many a friendship... the commencement of many an important business deal, because when you offer a Turret, you offer an unusual cigarette made with the finest Virginia tobacco, combined in an original and unique blend.

For Christmas giving, Turrets are smartly wrapped in 50's and 100's. Your friends will be delighted to receive such an acceptable cigarette.

Imperial Tobacco Company of Canada, Limited



Quality and Mildness
Turret
CIGARETTES

PLAIN OR CORK TIP