

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

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 Lander
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 Français
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—Kaltenmyer's Kindergarten
7.00—El Chico
7.30—Press Radio News
7.45—Strolling Songster
7.55—The Art of Living
8.00—Top Matters
8.20—Football Scores
8.30—Steinle 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—Kaltenmyer'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—Shero Trio
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

SUNDAY'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—Silver Theatre
6.30—Choir Invisible
7.30—Weekly News Review
7.45—Piano Recital
8.00—Popular Classics

8.30—Along the Danube
9.00—Columbia Workshop
9.30—Music Time
10.00—Within These Walls
10.30—Friendly Music
11.00—The Constitution
11.30—The Lieder Songs
11.45—The News
12.00—Director's Choice

CKAC, MONTREAL, 730 K.
6.00—1947 Silver Theatre
6.30—Continental Varieties
6.45—Catholic Hour
7.30—Bleau and Rousseau
7.45—Jacques and Jacqueline
8.00—Association des Marchands
8.15—Alouette Program
8.30—Child Amateurs
9.00—Columbia Workshop
9.30—David Ross' Birthday Party
10.00—Ford Sunday Evening Hour
11.00—Jose de Laquerriere, Tenor
11.15—Westinghouse Newscast
11.30—To be Announced
12.00—Molson Sports Reporter

WEAF, NEW YORK, 660 K.
6.00—Marion Talley
6.30—The Time of Your Life
7.00—Catholic Hour
7.30—A Tale of Today
8.00—Jack Benny
8.30—Fireside Recitals
8.45—Interesting Neighbors
9.00—Nelson Eddy, Baritone
10.00—Manhattan Merry-Go-Round
10.30—Album of Familiar Music
11.00—Sunday Night Party
12.00—Russ Morgan and Orch.

WABC, NEW YORK, 860 K.
6.00—Silver Theatre
6.30—Guy Lombardo and Orch.
7.00—Joe Penner
7.30—Romantic Rhythm
8.00—Vicks Open House
8.30—Phil Baker
9.00—Columbia Workshop
9.30—Birthday Party
10.00—Ford Sunday Night Hour
11.00—Orchestra
12.00—Press Radio News
12.30—Orchestra
1.00—Orchestra

WBZ, BOSTON, 990 K.
6.00—Opera Auditions of the Air
6.30—Smiling Ed McConnell
7.00—Orchestra
7.30—Orchestra
8.00—Popular Classics
8.30—Ozzie Nelson's Orch.
9.00—General Motors Concert
10.00—Tyrone Power
10.30—Walter Winchell
10.45—Irene Rich
11.00—The Zenith Foundation
11.30—Cheerio
12.00—News

WTIC, HARTFORD, 1040 K.
6.00—Orchestra
6.30—The Time of Your Life
7.00—Catholic Hour
7.30—News
7.45—Flufferettes
8.00—Jack Benny
8.30—Fireside Recital
8.45—Interesting Neighbors
9.00—Don Ameche
10.00—Manhattan Merry go Round
10.30—Album of Familiar Music
11.00—Rising Musical Stars
11.30—Orchestra
1.00—News

God's Word

Heaven's own blue, breaking through
Clouds of grey, winter's day,
Rose on breast, thou art dressed
In colors made for royal guest.

Woods are black, dost thou seek
In thy quest for quiet rest,
Of thy heart? Is thy art
In warbling of thy lover's part?

Azure wing, gentle thing,
Courage warm, braving storm;
Friendly bird, I have heard
In thy fluted song—God's word.
E. H. H., in Animal Life.

The
soothing
fragrant
lather of
Baby's
Own
Soap
helps
even
the most
delicate
skin



BEST for YOU and BABY TOO
BABY'S OWN SOAP
INDIVIDUAL CARTONS ONLY
1-54 ALBERT SOAPS LTD. MONTREAL

THEY'RE CHEERFUL AT 8:45 A. M.



If it's not so easy for you to show a zest for life at 8:45 in the morning, catch Lucille and Lanny on the NBC-Blue Network any weekday at that time and see how it is done. L. & L., who lately have been presenting fresh and original songs on Town Hall Tonight with Walter O'Keefe on Wednesday nights, are just as sprightly in their morning spots. Lucille does the sing and Lanny the piano playing and arranging.

Dancing Strings To Feature Familiar Classics

Familiar selections from light classics will be played by Samuel Hersenhoren and his string group on the CBC presentation, 'Dancing Strings,' to be broadcast from the Toronto studios on Monday, November 15, at 7:00 p. m. AST over the CBC national network.

Mr. Hersenhoren will direct his group in performances of the following selections: 'Ciribiribin,' by Pestalozza; 'Canzonetta,' by D'Ambrosio; 'Souvenir,' by Drla; 'Air de Ballet,' by Victor Herbert, and 'I Love You Truly,' by Carrie Jacobs Bond.

William Morton, tenor, again will be the guest artist on the programme. He will sing Oley Speaks' 'Sylvia' and the 'Kashmiri Love Song,' by Finden.

Haunting Torch Songs Of Irene Lander Heard Tonight

Irene Lander, vocalist of haunting torch songs, will be heard by listeners of the Canadian Broadcasting Corporation's national network to-night at 9:15 p. m. EST in a broadcast from the Windsor studios.

Irene Lander will feature the theme songs of two popular radio favourites: Tommy Dorsey's 'I'm Getting Sentimental Over You' and Benny Goodman's familiar 'Goodbye,' 'Love Or Infatuation' from the new film production 'Something To Sing About' will conclude the programme.

Miss Landoa will be accompanied by the two piano team of Bernie Yuffy and Wally Townsend who also will play special arrangements of 'So Beats My Heart For You' and 'Gypsy.'



"ASPIRIN"
and Your Doctor
Each performs a vital function.
"Aspirin" in relieving headache, neuralgia and other muscular pain. Your doctor in locating the cause and correcting it. Intelligent people do not hesitate to call on both.

• This may sound like strange advice for the maker of a headache remedy to give. But, nevertheless, we give it.

If you are subject to frequent headaches, go to your doctor and tell him about it. He may find the cause of your headaches, correct it . . . and make your life far more pleasant.

On the other hand, if you have an occasional headache, step into the nearest drug store, the moment you feel it coming on, and get a box of quick-acting "ASPIRIN". Take one or two tablets with a glass of water, and see for yourself how quickly relief comes.

We refer to "Aspirin" tablets as "quick-acting", for one reason, because they disintegrate or dissolve in the stomach almost instantly you

Demand and Get—

"ASPIRIN"

MADE IN CANADA

R.C.M.P. DRAMA SERIES ENDS WITH EXCITING STORY

Will Relate Story Of the Final Clash Between White and Redman Law 50 Years Ago

The eighth and concluding drama in the series devoted to the gallant exploits of the R.C.M.P. in the early days of the Force's activities in western Canada will be presented over the national network of the Canadian Broadcasting Corporation on Tuesday, November 16, at 11.30 p. m. AST.

Based on authentic records and produced by kind permission of the Commissioner Major-General Sir James MacBrien, K.C.B., C.M.B., D.S.O., the series will close with the dramatic presentation of one of the most unusual incidents climaxing the reign of the Redskin on the western plains. "Sun Dance Sanctuary" will recount the story of the final clash between Indian law and white law nearly fifty years ago on the fringe of the sacred Sun Dance Camp.

The scenes of the play are laid in and near Fort MacLeod in 1890, and furnish vivid glimpses of the sacred rituals of the Blackfoot tribe. How a member of the force, single-handed, arrests a mighty Chief, in spite of the sacred sanctuary of the Sun Dance Camp, and thereby adds another stirring chapter to the records of the R.C.M.P., will be told in this eighth and final episode of the series which has been produced by Rupert Lucas, from Toronto.

Program to Celebrate 200th Broadcast Monday

A programme to celebrate the 200th broadcast of 'Melodic Strings' over the CBC national network, will be conducted by Alexander Chuhaldin, on Monday, November 15, from 10.00 to 10.30 p. m. AST from the Toronto studios. A special feature of the broadcast will be an interview with Charles Jennings, first CBC announcer to handle this outstanding musical programme for Canadian listeners.

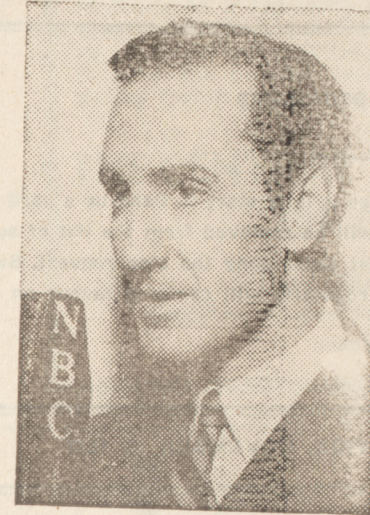
The programme will be a repetition of the first broadcast given by the orchestra in 1933. Selections to be played will be as follows: William Tell Overture—Rossini; Egyptian Ballet—Luigini.

John Adaskin will be the cello soloist, having appeared on the original broadcast as guest soloist.

SPONSORS CAN'T DO ANYTHING ABOUT ADVERTISING OTHER FELLOW'S GOODS

Must Announce Production From Which Songs Come, Devoting Thousands Of Dollars Each Year For The Time

No Villain, He



Basil Rathbone will step out of character on Feg Murray's NBC program on Sunday, November 28.

HOLLYWOOD, Nov. 13—Basil Rathbone, 'dyed in the wool' movie villain, will step out of that character into his own on Feg Murray's 'Seein' Stars' program on NBC, Sunday, November 28.

Rathbone's hue and cry against the movie studios is that they never let him play a sympathetic part. That's why he says he prefers radio where his true character may be aired.

Feg Murray will dramatize fascinating phases of Rathbone's life. The actor will then be called to the microphone by Feg to complete his ether etching himself.

The Bakers' Broadcast also features the singing of Harriet Hillard and Ozzie Nelson's orchestra. The program is broadcast Sundays at 8.30 p. m. AST, over the NBC-Blue Network.

Brief Recital By Noted Tenor Tonight

Gilbert MacLean, tenor, will be heard in a brief recital of popular songs on Saturday, November 13, at 6.30 p. m. AST over the CBC national network. Johnny Burt will be the accompanist at the piano. Mr. MacLean will open the programme with Sammy Fain's 'Our Penthouse on Third Avenue' and will feature 'A Waltz, A Night, A Tune,' by Otto Strinsky, and 'I've Got My Heart Set On You,' by Harry Revel. Other songs to be presented by Mr. MacLean will be 'If I Can Count On You' and 'In the Mission By the Sea.'

A minute on the air is not only a long time but also represents a large investment to sponsors of coast-to-coast programs.

Yet they are frequently called upon to spend this time and money plugging another fellow's product.

The song, 'Croon Me a Tune in June Under the Moon' is from the 'Snuff Box' Revue of 1909. Sound familiar? A few years ago the plug was relayed with by special permission of the copyright owners. Now one of the regular radio routines is to give musical credit to pictures and shows. And nothing for the present can be done with it.

Frankie Masters, talented young maestro of Edgar Guest's "It Can Be Done" programs, states that it is often the topic of discussion among bandmen.

"Some networks, artists or sponsors might pay special rates to avoid announcing a list of endless credits, is the suggestion of many," says Masters. "But just remember that most stations operate on an 18-hour schedule daily, and music takes up the major portion of these hours. Start figuring the cost involved and you will see that the simplest and least expensive procedure is being followed now. Even at present, payment is made for the rights to songs. But the amount is nothing compared to what it would be were credits eliminated."

"Many bandmen are going back decades to revive such old masterpieces as Jerome Kern's 'They Wouldn't Believe Me,' written when Kern was a youth trying to crash Broadway. And still credit is given. You will notice that every time the number comes over the ether, there is a mention of 'The Girl From Utah,' Kern's first big hit show. That was about 25 years ago but the production rates equal credit with current shows and movies.

"It doesn't look as though there will be any changes for some time to come," concludes Masters. "Program directors have apparently accepted conditions and those producing hour shows often allow a full minute at the end of the program for the distribution of credits."

Back in a Flash

NEW YORK, Nov. 13—Refreshed after an enforced eight week rest, Walter Winchell will return to Radio City and the NBC-Blue Network on Sunday, November 14, to resume broadcasting his Broadway and Hollywood gossip column from 10.30 to 10.45 p. m. AST.

"THEY SHALL NOT DIE"



The Cenotaph in London as an Empire mourns its heroic dead on Armistice Day. The late King is seen placing his wreath. This scene—but with another King—was re-enacted Thursday.