

# 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 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

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  
8.45—Old Fashioned Spelling Bee  
9.00—To be Announced  
9.15—Westinghouse Newscast  
9.30—Les Chevaliers du Folklore  
9.45—Westinghouse Newscast  
10.00—Berceuse  
10.15—Patti Chapin, Songs  
10.30—Molson Sports Reporter  
10.45—Orchestra  
11.00—Orchestra

WEAF, NEW YORK, 660 K.  
6.20—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—Steinle Bottle Boys  
8.45—Jimmy Kemper  
9.00—Believe It or Not  
9.20—The Log Cabin  
9.45—Concert Orchestra  
10.30—Special Delivery  
11.00—NBC Jamboree  
11.30—Orchestra  
12.00—Orchestra  
12.30—Orchestra

WABC, NEW YORK, 680 K.  
6.15—The Dancetraps  
6.45—Orchestra  
7.00—Orchestra  
7.15—Dorothy Gordon's Corner  
7.30—Columbia Concert Hall  
7.45—Press Radio News  
7.55—Eddie Dooley's News  
8.00—Orchestra  
8.15—Saturday Night Swing Club  
8.30—Caribundum Band  
8.45—Your Unseen Friend  
9.00—Johnny Presents  
9.15—Professor Quiz  
9.30—All in Fun  
9.45—Your Hit Parade  
10.00—Patti Chapin, Songs  
10.15—Orchestra  
10.30—Orchestra  
10.45—Orchestra  
11.00—Orchestra

WBZ, BOSTON, 930 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  
9.15—Linton Wells  
9.30—National Barn Dance  
9.45—Gun Smoke Law  
10.00—To be Announced  
10.15—Orchestra  
10.30—Orchestra  
10.45—Orchestra  
11.00—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 Clariem  
7.45—Medical Talk  
8.00—Top Hatters  
8.30—Shero Trio  
8.45—Sports of the Week  
9.00—Believe It or Not  
9.15—Variety Show  
9.30—NBC Concert Hour  
9.45—Special Delivery  
10.00—Jamboree  
10.15—Orchestra  
10.30—Orchestra  
10.45—Orchestra  
11.00—Orchestra  
11.15—Orchestra  
11.30—Orchestra  
11.45—Orchestra

## 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 Lieders Sings  
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's 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, 680 K.  
6.00—Silver Theatre  
6.30—Guy Lombardo and Orch.  
7.00—Joe Penner  
7.30—Roantic Rhythm  
8.00—Vicks Open House  
8.30—Phil Baker  
9.00—Columbia Workshop  
9.30—Birthday Party  
10.00—Ford Sunday Night Hour  
10.15—Orchestra  
10.30—Press Radio News  
10.45—Orchestra  
11.00—Orchestra

WBZ, BOSTON, 930 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—Tyronne 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—Fluffertettes  
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  
12.00—News

## Viennese Sextette Entertain on CBC Saturday Afternoon

Murray Adaskin and his string group, known as the "Viennese Sextette", will return to the CBC airwave for a new series of light concert music programmes starting Saturday, December 4, at 5:00 p.m. AST, over the national network. The half hour of romantic compositions will be broadcast from the Toronto studios. Mr. Adaskin and his group will play "Berceuse Waltz," by Waldteufel; "Scotch Lullaby," by Von Konitz "Gopak," by Moussorgsky, and "All Souls Day," by Richard Strauss. The

## JOINS McGEE'S COMPANY



Fibber, Molly, and Betty Winkler (above) as a permanent member of the show's cast. He's got ideas for a Fibber McGee and Molly Stock company.

## FRESHNESS OF HOCKEY BR'DCAST DEMONSTRATED

The freshness and spontaneity of Imperial Oil Hockey Broadcasts was shown on November 27th, when Captain "Wop" May, Canadian war "ace" was interviewed in his box at the Maroon-Leaf game over the portable short-wave station, which is a feature during the second intermission of hockey games at the Maple Leaf Gardens in Toronto.

Captain May has added to his own fame through his aviation exploits to the Arctic and Northern Canada. He is well-known for flying anti-toxin to isolated parts in the Northwest Territories some years ago. When the Toronto Maple Leafs and Canadiens play tonight at the Gardens, there is no knowing what fresh surprise for listeners the Imperial Oil Hockey Broadcast may happen to unearth.

feature presentation by the string group will be "Viennese Melody," by Guertner, and arranged by Fritz Kreisler.

CHICAGO, Dec. 4—The foundation for a complete Fibber McGee and Molly stock company has been laid during the past few weeks by the addition of Betty Winkler, leading woman of Girl Alone, an NBC dramatic serial, as a permanent member of the show's cast.

S. C. Johnson and Son, Inc., the sponsors of the show, intend ultimately to have a permanent organization of players who will appear together week after week on the same program. For Don Quinn, author of the script, this will facilitate many problems in characterization. "A troupe of actors," says Quinn, "is like a group of musicians. The work of each member grows better as he or she becomes accustomed to the other members and to the roles they are called on to play. After we get a set of characters such as we have in Girl Alone, the 'I Betcha Girl,' Horatio K. Boomer, Nick De Pono's, Silly Watson and others, the pattern of our show will almost write itself."

Key figures of the McGee Stock Company, or whatever it may be called some day, are Fibber and Molly, Bill (Nick Thompson), Hugh (Silv. Spidebaker), Harlow Wilcox, Harold Peary, Tenor, Clark Dennis and Miss Winkler. The show is heard each Monday over the NBC-Red Network at 10 p.m., and 12 midnight, AST.

## SINGER HAS PLENTY OF TIME IN THIS SENSE AT LEAST

Daylight Saving Time First Mixed Singer Up; Has House Full of Clocks to Keep Him On Time.

Visitors to Igor Gorin's home are always surprised at the number of clocks they see. The Viennese singer has to explain that he has been clock conscious since an experience he had shortly after coming to America. Gorin was not so familiar with the English language then as now, and remarks about daylight saving time meant nothing to him. He didn't understand that when people said "six" they meant "five" — or something like that.

Making his first appearance on the air, he was asked to be in the studio by "six." Igor hadn't changed his watch to conform to the new daylight hours.

Broadcast time drew near — and no Gorin. While studio officials tore their hair, couriers were sent out, and found the baritone calmly devouring a soda in the same building. He rushed in just as a flustered announcer was beginning the introduction.

Gorin, normally very punctual for appointments, has never forgotten the episode. He's the first man in the studio nowadays for "Good News of 1938" rehearsals and broadcasts.

## "Thank You... Good Night!"

That's one phrase that identifies a single radio personality — Truman Bradley, commentator of the (Ford) Sunday Evening Hour on CBS, and conductor of his own six times a week human interest news program on Chicago's CBS station, WBBM. But there's a definite reason why Bradley uses the phrase every one of the seven days he's on the air. It's his philosophy of radio, thanking the listeners and wishing them all a good night.

"Every listener has a choice of four or five different programs when he turns in any of our shows," says Truman. "Therefore, he pays us a compliment by choosing our show. It's only polite to thank him for selecting us."

"There are three networks putting shows on at the same hour and no end of independent stations functioning as well. That a listener chooses our program in preference to others is something that cannot be taken casually."

That's why, as long as he's on the air in his present capacity, Truman Bradley will sign off with: "Thank you... and good night!"

## HERE IS THE ONE WOMAN WHO HONESTLY WANTS TO GAIN WEIGHT

Lucille Manners, Star of Cities Service Show, Tries To Put On Weight

NEW YORK, Dec. 4—Lucille Manners is not bothered by diet.

This personable star of the Cities Service program on NBC eats anything and everything without worrying about gaining weight.

Would Like to Gain In fact, she would really like to gain. At present, she tips the scales at 110 pounds, a weight which many girls would envy, but Lucille wants the figure higher. Well, a few pounds higher, anyway.

Lucille's favorite dish is potato pancakes and apple sauce. She will frequently go out of her way to try them at restaurants which are off the beaten path. Moreover, she does not hesitate about making a hearty meal of them.

Late at night, the trim young soprano frequently likes to treat herself to a thick steak. She does considerable cooking herself in the ample kitchen of her New York apartment where she tries to emulate the dishes her mother and grandmother excelled in. She likes to concoct new salads best of all.

Eats Most Everything The real secret of Miss Manners' constant weight is that she does not gain, even though she tries. Thus, she is able to enjoy a well balanced meal without worrying about developing a double chin.

The rise of Lucille Manners to stardom is one of the most fascinating success stories in radio. As a small girl, she started singing in churches, then gave modest recitals. Then came concert appearances, some minor radio engagements, her first contract and then that memorable occasion last spring when she was elected to become the star of the Cities Service Concerts broadcast over the NBC-Red Network on Fridays at 8 p.m. AST.

First Appearance at Six Lucille was born in Newark, N. J., and attended grammar and high school there. She made her first appearance in public when 6 years old. It was a kindergarten affair presented in a motion picture theatre. Lucille sang "Sunbonnet Sue." But when her time actually came, her playmates arranged behind her in chorus fashion, tickled and kicked her so that the rendition evolved into a mixture of titters and off-key notes.

During her teens, Miss Manners studied voice seriously. She studied regularly with Betsy Culp and Louis Dornay, both famous voice teachers. Some concert and recital engagements filtered through these formative years, also regular appearances in various New Jersey churches. She got her first radio audition when still in high school. Her first contract was signed after she appeared as a guest on the Bab-O sponsored

program. Talent scouts heard her voice, requested a private audition and signed her at once.

Miss Manners' biggest weakness, next to radio and gaining weight, is fine clothes. She keeps her wardrobe up to the minute. Of colors, she prefers black, white, pink and maize. She still has the evening gown in which she made her first professional appearance. It brings back memories, not too distant, of her first radio days. Especially when she hears her first recording along with it.

## "I'M TELLING YOU" TO BE REVIEWED BY PROF. M'DONALD

Several Other Recent Books Will Pass In Review Before CBC Commentator.

Toronto, Dec. 4. — "Manitoba Essays," a memorial volume compiled in honour of the 60th anniversary of the founding of Manitoba University "I'm Telling You," the new book by Hector Charlesworth, in which the author of earlier candid chronicles continues his reminiscences; "Life's Waking Part," an autobiography by James Franzer Smith, who went to China as a medical missionary in the nineties, and "The Fable of the Goat and Other Poems," a new volume of verse by E. J. Pratt, will be reviewed by Professor J. F. MacDonald when the eminent critic is presented tonight at 8:30 p.m. AST in "The Book Review."

"Manitoba Essays" is a work of nearly forty writers and is a valuable record of the achievements in this brilliant seat of learning in western Canada. Mr. Charlesworth's book deals with Canada and many public characters. Dr. Smith's book deals with his experiences in China at a time when such adventures entailed danger and hardship. Professor Pratt's book of verse is another volume by this noted Canadian poet.

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THE MOST ECONOMICAL FORM OF  
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**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 293.

**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."

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A few drops up each nostril

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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!

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