

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

WEDNESDAY'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—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—Malenfant 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—Songs
7.55—Billy and Betty
8.00—Orchestra
8.15—Uncle Ezra
8.30—Swing Harmonicas
8.45—Jean Sablon
9.00—One Man's Family
9.30—Lady Esther's Serenade
10.00—Town Hall Tonight
11.00—Hit Parade
11.45—Alistair Cooke
12.00—Orchestra
12.15—Ink Spots
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 Sothern
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 Baker, 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—Kings' 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 Alistair Cooke
12.00—Orchestra

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, OTTAWA, 550 K.
6.00—To be Announced
6.15—Little Variety Show
6.30—Peter and Mathews
6.45—To be Announced
7.00—Orchestra
7.30—Ici l'On Chante
8.00—Rex Battle and Orch.
8.30—Gloom Chasers
8.45—Radio Journal
8.55—Ernest Dainty, Organist
9.00—Democracy at Work
9.15—Piano Sophisticates
9.30—String Quartette
10.00—Canadian Legion Broadcast
11.00—Concert Hall of the Air
11.30—Canadian Portraits
11.45—The News
12.00—August 4th, 1914
12.30—Orchestra

CKAC, MONTREAL, 730 K.
6.00—Social Announcements
6.15—Elsie Thompson at the Organ
6.30—Sleepex Program
6.45—The Fireside Program
7.15—L'Heure Recreative
7.30—A Baton Rompus
7.45—Among Our ouenirs
8.00—Hockey School of the Air
8.15—Howard Phillips, Songs
8.30—French Sketch
8.45—Don Juan of Song
9.00—Gratien Gelinias
9.30—Radio Encyclopedie
10.00—Major Bowes Amateur Hour
11.00—To be Announced
11.15—Westinghouse Newscast
11.30—Alex, Lajoie & Orch.
11.45—Berceuse
12.00—Molson Sports Reporter
12.30—Orchestra

WEAF, NEW YORK, 660 K.
6.00—Golden Melodies
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Norseman's Quartet
7.15—Don Winslow
7.30—Press Radio News
7.45—Today's Sports
7.55—Billy and Betty
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Schaefer Revue
8.45—Rudy Vales and Guest Artists
9.00—Maxwell House Program
9.30—Kraft Music Hall
10.00—Footnotes on Headlines
10.30—Northern Lights
11.00—Orchestra

WABC, NEW YORK, 860 K.
5.00—Myrt and Marge
5.15—Bob Byron, Whistler
5.30—U. S. Army Band
6.00—Follow the Moon
6.15—Life of Mary Sothern
6.45—To be Announced
7.00—Del Casino, Songs
7.15—Eton Boys
7.25—Press Radio News
7.30—Eddie Dooley's News
7.45—George Hall and Orch.
8.00—Poetic Melodies
8.15—Song Time
8.30—We the People
9.00—Kate Smith Hour
9.30—Eddie Dooley's News
10.00—Major Bowes' Hour
10.30—Dramatic Program
11.30—Essays on Music
12.00—Orchestra
12.30—Orchestra

WBZ, BOSTON, 990 K.
6.00—Junior Nurse Corps
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.45—Tony Russell, Tenor
7.55—Lowell Thomas
8.00—Easy Aces
8.15—Mr. Keene
8.30—Lum and Abner
8.45—Kidoodlers
9.00—Gen. Hugu Johnson
9.15—Vocal Selections
9.30—March of Time
10.30—Meeting of the Air
11.00—NBC Nightclub
12.00—Vagabonds
12.15—King's Jesters
12.30—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Golden Melodies
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Casey at the Mike
7.30—Wrightville Clarion
7.45—Shero Trio
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Continental
8.45—The Spotlight
9.00—Rudy Vales' Variety Show
10.00—Variety Show
11.00—Bing Crosby
12.00—News
12.15—Orchestra
12.30—Orchestra

HON. C. D. HOWE INAUGURATES NEW FIFTY THOUSAND WATT CBC STATION DURING CHRISTMAS DAY BROADCAST

CBC's Powerful New Transmitter At Hornby, Ontario to be Put Into Operation Christmas Day

TO BE KNOWN AS CBL

Identical to CBF, Vercheres, P. Q., and Latest Installment of Plans to Provide Canada With More Satisfactory Service

TORONTO, Dec. 22 — Hon. C. D. Howe, minister of transport, will send a Christmas message to listeners on Dec. 25, at 10:50 a.m., AST, when he officially inaugurates CBL, the new 50,000 watt Ontario regional transmitter at Hornby, Ont. The new station, which will take the air just a few weeks after the national system put into operation CBF, a similar station located at Vercheres, Quebec, is the second latest installment of Corporation plans to provide Canada from coast to coast with improved broadcast coverage and reception.

The inauguration of CBL will be a significant event, for, one of the first voices to be heard after the Minister of Transport speaks, will be that of His Majesty the King who will address his subjects throughout the Empire at 11:00 a.m. A special broadcast by the Toronto Symphony Orchestra under the direction of Sir Ernest MacMillan and the Mendels-

sohn Choir under the direction of Dr. H. A. Fricker will complete the inauguration program.

The giant new transmitter, which has been under construction for the past six months, is, like its sister station at Vercheres, in accord with the modern and scientifically correct practice in America or Europe. It will serve remote areas which hitherto have not enjoyed satisfactory reception. Listeners in urban centres likewise will be provided with a broadcast service of a quality new to Canadian radio. CBL is equipped with the latest designed antenna system, its vertical radiator rising to a height of 647 feet—higher than any building in the British Empire.

Fourteen hours of national network broadcasting will be carried by CBL throughout the day as the Corporation presents, not only from its own studios in Canada, but from England, Italy and the United States, special programs in celebration of Christmas. It will continue in operation on the national network with a 12-hour daily schedule.

M'QUARRIE WEIGHS TALENT AGAINST PERSONALITY

NEW YORK, Dec. 22 — Of all the stars in Hollywood, there are only nine whose popularity is due entirely to their personality, according to Haven MacQuarrie, who has been the guiding genius of more than 700 motion picture productions and stage plays and who is currently presenting aspiring actors in a new series of broadcasts over National Broadcasting Company networks.

"These nine," he says, "would attract huge throngs to any theatre in the country because the public is interested in them as individuals rather than performers." The nine artists MacQuarrie names are:

1—Charles Chaplin, because of the

universal appeal of the character he has created.

2—Robert Taylor, because he typifies "the Great Lover" and "Prince Charming."

3—Clark Gable, because of his masculinity.

4—Greta Garbo, because of her glamour.

5—Shirley Temple, because she represents the eternal appeal of children.

6—William Powell, because he symbolizes the true sophisticate.

7—Marlene Dietrich, because she is the "eternal feminine."

8—Carole Lombard for her wit.

9—Myrna Loy for her charm.

"Stars like Paul Muni, Lionel Barrymore, Deanna Durbin, Sonja Henie, Claudette Colbert, Fred Astaire, Eleanor Powell or Bill Robinson can attribute their fame more to talent than personality," MacQuarrie declares.

Haven MacQuarrie presents his broadcast on Sundays over the NBC-Red Network at 11:30 p.m., AST.

PLAYS OPPOSITE DOM AMECHE



Plays opposite Ameche, but the dramatic sketch won't be all that Margaret Sullivan will be featured in on the Chase and Sanborn Hour Jan. 9th. She'll have a word with Charlie McCarthy, and vice versa.

HOLLYWOOD, Dec. 22 — Margaret Sullivan is the guest star in the Chase and Sanborn Hour broadcast that week.

Besides having a conversation with Charlie, the glamorous star of the stage and screen, will play opposite Dom Ameche in the dramatic highlight of the full hour broadcast over the NBC-Red Network at 9:00 p. m., OST.

On the screen and stage and radio, Miss Sullivan has always been seen and heard in highly dramatic parts. In the Chase and Sanborn Hour she departs from this kind of role for the first time in her banter with Charlie.

KATE SMITH WILL PRESENT FAMOUS PAULIST CHOIR

Father Finn's Choir Of Eighty Voices On Thursday Show

Kate Smith will present as special features of her Christmas program, the far-famed Father Finn Paulist Choir of 80 voices and Betty Garde and Ray Collins in "Blessed Are They," on Thursday night, Dec. 23 at 9 p.m., AST, via WABC-CBS.

Father Finn's Paulist singers were first organized in Chicago in 1904. It was the first boys' choir formed in the United States. In 1918, Father Finn was transformed to his present parish, the Church of the Paulist

Betty Garde and Ray Collins, who were elevated to drama stardom in radio by Kate Smith last year, return to headline the dramatic offering on the Kate Smith bill of entertainment fare.

Henny Youngman, his "Onkles," the Ted Straeter Chor-

us and Jack Miller's band round out the comedy and musical portion of the Kate Smith show.

WATCHING FOR SANTA CLAUS

(By John Moses Baker and Wife, Baltimore, Md.)

It was Christmas Eve, the clock had struck ten, When under the covers Nelson and Ben Talked about Santa Claus, what he would bring, How he'd fill up their stockings with every nice thing.

But Nelson said, "Ben, I've been thinking all day How he'll get down the chimney; I can't tell the way— He'll have to bring a Christmas tree, too; I can't see, for the life of me, what he will do!

"I wish it were larger," he said, with a sigh; "Yes, indeed," answered Benny, "so do I—so do I!" "Suppose he gets caught in the chimney—what then? Oh, that would be awful, now wouldn't it, Ben?"

"But I thought I heard 'sleigh bells! Just listen! Don't you?" "I believe, brother Benny, that really I do!" And with hearts full of gladness and eyes full of glee, They listen in wonder, for, surely 'tis he!

"Just pull back this blind, Ben, and take a sly peep; But be very careful—he thinks we're asleep."

Now Benny had hardly got out on the floor, When down through the chimney there came such a roar!

No peeping for Benny, but back into bed—

He covered himself up—eyes, nose, chin and head— And whispered to Nelson, all trembling with fright, "I told you I heard him! Now, wasn't I right?"

"You must have been, Benny, for oh, such a roar— I never heard anything like it before; Just keep very quiet, and I'm sure we will see Him step out of the chimney, as sure as can be!"

They watch and they listen, as their vigil they keep, Till eyelids get heavy and both fall asleep; And, dreaming, the night passes quickly away, And when they awaken, 'tis glad Christmas Day.

Then up out of bed with wide open eyes, They look all around them with joy and surprise; Their stockings were filled and there stood a tree Just loaded with good things, as fine as could be.

They looked at the chimney, and thought it was small— But old Santa Claus found them in spite of it all!

Caught a Cold?

To help end it sooner, rub throat and chest with

VICKS VAPORUB

MAKE THE OTHER PERSON FEEL IMPORTANT

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

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



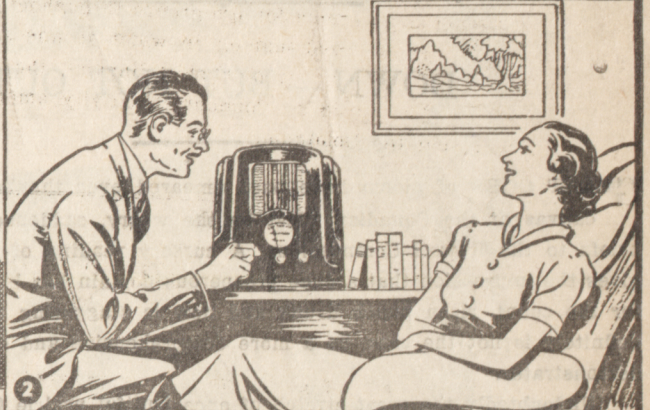
"Considerate little phrases such as 'I'm sorry to trouble you,' 'Won't you please,' 'Would you mind,' used throughout the day will make the people with whom you come in contact feel that you look upon them as fellow human beings, and recognize their individual importance. And don't forget to give praise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



"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

