

# 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—Ma'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  
7.35—Songs  
7.45—Billy and Betty  
8.30—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  
7.35—Orchestra  
7.45—The Singing Waiters  
8.00—Poetic Melodies  
8.15—Hobby Bobby  
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  
7.35—Jack Baker, Tenor  
7.45—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—Glen, 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—L'On Chante  
8.00—Rex Battle and Orch.  
8.30—Gloom Chasers  
8.30—Radio Journal  
8.45—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 ouvenirs  
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 Gelinas  
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  
6.20—Jack Armstrong  
6.45—Little Orphan Annie  
7.00—Norseman's Quartet  
7.15—Don Winslow  
7.30—Press Radio News  
7.35—Today's Sports  
7.45—Billy and Betty  
8.00—Amos 'n' Anny  
8.15—Vocal Varieties  
8.30—Schaefer Revue  
9.00—Rudy Va'ee and Guest Artists  
10.00—Maxwell House Program  
11.00—Kraft Music Hall  
12.00—Footnotes on Headlines  
12.30—Northern Lights  
1.00—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  
11.00—Dramatic Program  
11.30—Essays on Music  
12.00—Orchestra  
12.30—Orchestra  
1.00—Orchestra  
12.30—Orchestra

WBZ, BOSTON, 990 K.  
6.00—Junior Nurse Corps  
6.15—Tom Mix  
6.30—Orchestra  
7.30—Press Radio News  
7.35—Tory Russell, Tenor  
7.45—Lowell Thomas  
8.00—Easy Aces  
8.15—L. Keene  
8.30—Lum and Abner  
8.45—Kiddlers  
9.00—Glen, Hugh Johnson  
9.15—Vocal Selections  
9.30—March of Time  
10.00—Meeting of the Air  
11.00—NBC Nightclub  
12.00—Vagabonds  
12.15—Kings' Jesters  
12.30—Orchestra  
1.00—Orchestra

WTIC, HARTFORD, 1040 K.  
6.00—Golden Melodies  
6.20—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 Va'ee's Variety Show  
10.00—Variety Show  
11.00—Bing Crosby  
12.00—News  
12.15—Orchestra  
12.30—Orchestra  
1.00—Orchestra

## PREPARING BROADCASTS OF "NORTHERN MESSENGER" JOB FOR PLENTY ASSISTANTS

Magnitude of Work in Putting Broadcasts On the Air Is Not Realized by Listeners

OTTAWA, Dec. 15—Have you heard the rapid fire Morse message (which incidentally, is Morse and spells "CBC NORTHERN MESSENGER") on Saturday nights at 11.00 p.m. EST? Have you heard the friendly voice of an announcer as it focuses like the mellow beam of a giant searchlight on one remote northern spot after another, dropping at each a few words of news, cheer, or comfort? If you have you have listened to the final phase of a week of hectic activity which the "Northern Messenger" demands if it is to operate smoothly and efficiently.

Sydney S. Brown who, besides taking his trick at the microphone with letters and announcements, directs the service, states that the quiet he performs on the Saturday evening broadcasts are mere recreation to what has gone on before.

His desk at the headquarters of CBC in Ottawa holds a pile of letters replenished by each incoming mail from all parts of Canada and many foreign countries. These are communications for transmission on the Corporation's weekly service to the north. They are first attacked with a five-pencil, all superfluous remarks being deleted, until the message has been pared down to the allowed four lines, or as near to it as possible. As time is short, and the show must go on, many are the split second decisions to be made, such as: which should be left in—a breathless announcement that "Baby John is

sprouting a new tooth"? or the news that "Sister Mary has the Mumps"? When two such momentous morsels of family news are contained in one letter an exception is made, and both are included. However, the heavy volume of letters to be handled does demand that messages be ruthlessly edited.

Place names, too, must be checked and those messages directed to points served by telegraph or radiograph are weeded out. Senders also are notified of any ineligibility. For the first few broadcasts this year, Mr. Brown states, about thirty percent of would-be-users of the "Messenger" had to be so informed.

After the letters have been sorted and edited they are whisked to the stenography department where the flying fingers of a battery of typists neatly transfer each message on a separate sheet of paper. The typing is double spaced and letters are capitalized so that the announcer may read with a minimum of difficulty.

The messages, thus prepared, are then filed alphabetically and on Saturday afternoon they are delivered to CBO, the Corporation's studios in Ottawa, where they are counted off in batches of thirty. They are studied by the announcers who familiarize themselves with the contents and with the sometimes difficult place names, of which "Kueavvuk" is a sample. Three announcers, besides Mr. Brown, participate in the broadcast, each one reading thirty mes-

## GUEST ON KRAFT MUSIC HALL



Anne Shirley

HOLLYWOOD, Dec. 15—Anne Shirley will appear in the Kraft Music Hall, December 16, for what Bing Crosby likes to call a "pear-shaped interview."

Miss Shirley is one of Hollywood's youngest and newest stars who shows promise of big things to come. She is best remembered for her poignant and touching portrayal of the daughter in "Stella Dallas."

Also on the program, which is heard over NBC-Red Network Thursday at 11.00 p.m. AST, will be Simon Barer, noted concert pianist, who will submit to the usual Crosby-Burns ribbing between numbers.

It may turn out, however, that both Miss Shirley and Barer will give Bing and Bob some of their own medicine.

The regular cast includes Bob Burns, with more tall tales of his relatives in Van Beuren; John Scott Trotter and his "effervescent-eighteen"; and the Paul Taylor Chorist-

## CORP. TO AGAIN HELP IN SENDING XMAS TO ARCTIC

Fredericton Included As Originating Point Of Messages to North

OTTAWA, Dec. 15—Many a Christmas in a lonely Arctic outpost was made more cheerful last year when the Canadian Broadcasting Corporation arranged to have relatives and close friends of those in isolated places broadcast personal messages from various cities across the Dominion.

The experiment was so successful that it is being repeated on Christmas Eve again this year. Canadians wishing to take part are invited to write to "Northern Messenger", Canadian Broadcasting Corporation, Ottawa, and state the point in the Arctic which they wish their message to reach. Already more than sixty applications have been received, but as many more as possible will be accepted. Two hours will be devoted to the broadcast if necessary.

Any successful applicant (and the only condition is that their friends or relatives must be living in places where there are no means of communication) will be invited to be present on Christmas Eve in the nearest radio station associated with the CBC network. Nearly every city in Canada will be represented, and the broadcasts will move from east to west.

Those wishing to take part in this broadcast should signify their intentions just as soon as possible.

## CHAMPION LIARS GET TOGETHER IN BROADCAST

Paul Bunyan Will Look Sick After Program Is The Threat

CHICAGO, Dec. 15—They'll make Paul Bunyan look like a Sunday-school pupil, Ananias sound like a kindergarten prattler and Baron Munchausen turn green with envy. That's what the members of the Burlington, Wis., Liars Club promise when they gather in Chicago to broadcast their annual prevarication fest over the NBC-Red Network.

sages before being relieved.

Even after the messages are read the "Northern Messenger" is not done with them. They are tabulated according to their destination, so that, at the end of the season an accurate record for each northern reception point is available, showing how many messages have been directed there.

## HEIDT'S ALEMITE BRIGADIERS BEGIN NBC SERIES DEC. 28

NEW YORK, Dec. 15—Horace Heidt and his Alemite Brigadiers will be presented to the radio audience over the largest network in the history of the popular program when it comes to the coast-to-coast NBC-Blue Network on Tuesday, December 28. The broad-shouldered

young maestro and his thirty versatile musicians, singers and specialty entertainers will be heard each Tuesday, beginning December 28, from 10 to 10.30 A.M. under the sponsorship of the Stewart-Warner Corporation.

Although Heidt's orchestra and entertainers have been heard over NBC networks occasionally in the past, they will be starting their first regular series over NBC when the December 28 program is broadcast from the NBC Radio City studios. In bringing his program to NBC, Heidt steps into the spot formerly occupied by another famous orchestra leader, Ben Bernie, the Old Maestro.

Assisting Heidt in his weekly program of gay and stirring rhythms will be such well known specialty performers and singers as Lysbeth Hughes, singing harpist; Alvino Rey and his singing guitar; Larry Cotton, tenor; Charlie Goodman, baritone; Bob McCoy, basso; the Glee Club; Yvonne King, of the Four Kings, and the Three Trumpeters.

The maestro himself, a six-footer weighing 190 pounds, was a star athlete at Culver Military Academy and the University of California until a broken vertebra ended his athletic career. His Brigadiers were organized on the campus of the University of California. After graduation, the group met wide success in California, throughout America and abroad.

They have been featured in most of America's best-known hotels and night clubs, and are currently appearing in the Bowman Room of the Biltmore in New York City.



Horace Heidt

from 6.15 to 6.30 p.m., AST, on Saturday, January 1.

Stories are bound to be taller than the Empire State Building when this gang gets really warmed up, for the champion of champion liars is to be chosen.

Bibber McGee, of Fibber McGee and Molly, won 1935 first honors with a tall story about rats and colder weather than the noted baron ever imagined. But, believe it or not, in the eight years the club has been in existence not once has a fish story won the honors.

The Burlington Liars Club was founded in 1929 as a practical joke. But the idea caught on and the movement grew until now it is incorporated and has chapters from Canada to the Canal Zone.

## FINANCIAL PERSONAL LOANS

One Year To Pay The CANADIAN BANK

Apply to Nearest Branch of Of COMMERCE

MONTHLY DEPOSITS PROVIDE FOR REPAYMENT

IF YOU BORROW	YOU RECEIVE	YOU DEPOSIT MONTHLY
\$ 60	\$ 55.87	\$ 5
\$ 108	\$ 100.96	\$ 9
\$ 168	\$ 157.36	\$ 14
\$ 216	\$ 202.23	\$ 18
\$ 324	\$ 303.25	\$ 27
\$ 540	\$ 505.54	\$ 45
\$1068	\$1007.86	\$ 89

AT PROPORTIONATE RATES OTHER AMOUNTS

## FOR Baby's Cold

Help end it quicker without "dosing".  
**VICKS**  
VAPORUB  
PROVED BY 2 GENERATIONS

## How to Win Friends & Influence People

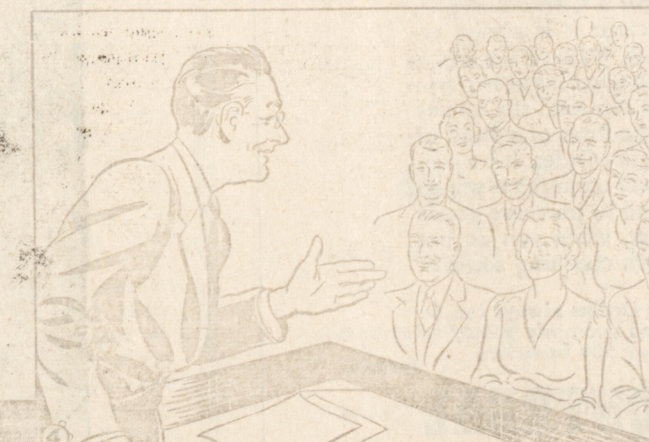
By DALE CARNEGIE  
Author of the famous book of this name

### AVOID ARGUMENT



"You can't win friends by arguing with people. The only way to get the best of an argument is to avoid it."

"Nine times out of ten an argument ends with each of the contestants being more firmly convinced than ever that he is absolutely right."



"So figure it out for yourself. Which would you rather have: an academic, theatrical victory or a man's goodwill? You can seldom have both."

"Real salesmanship isn't argument. It isn't even anything remotely like argument. The human mind isn't changed that way."



"You can't win an argument; you can't, because if you lose it you lose it, and if you win it you lose it."

"Why? Suppose you triumph over the other man and shoot his argument full of holes and prove that he is non compos mentis."



"Then what? You will feel fine, but what about him? You have made him feel inferior. You have stirred up his resentment and hurt his pride."

"If you argue and wrangle and contradict you may achieve victory sometimes; but it will be an empty victory because you will never get your opponent's goodwill."

## HAVE YOU SMOKED A TURRET LATELY?

WE never argue with people about the cigarettes they smoke, because every smoker is entitled to choose the cigarette that suits him best.

However, if you haven't smoked a Turret lately, we do think you are missing something. When you light a Turret, you will immediately recognize it as an unusual cigarette—a cigarette that is milder and cooler, with an original and unique blend of tobacco which makes Turret just that much better, just that much different. Treat your taste—get a package of Turrets today!

Imperial Tobacco Company of Canada, Limited

For Christmas Gifts  
Turrets Come in Handsome  
Special Holiday Packages  
of 50 and 100 Cigarettes



Quality and Mildness  
**Turret**  
CIGARETTES

PLAIN OR CORK TIP