

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, CKCW, 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, Bonsoir
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
6.20—Pianologue
6.30—Sleepex Program
6.45—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-Sa-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—Billy 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, 880 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 Oakie 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
9.00—Edgar A. Guest
9.30—Husband and Wives
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—Vagabonds
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, 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 Daunals
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, 880 K.
5.00—Curtis Institute
5.45—Dr. Daffoe
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 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—Edgy Duohin
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 Alistair Cooke
12.00—Orchestra

TIME IS RIPE FOR NEW FORMULA FOR RADIO COMEDY, STARS CLAIM

Olsen and Johnson, Who Hold Record for Team-work On Radio Claim Routine Should be Revised

HOLLYWOOD, Dec. 28.—The time is ripe for a new formula for radio comedy. So say the hoisterous comedians, Olsen and Johnson, who hold the team record in show business. "We don't maintain that we have the perfect design," declares Olsen, "sure our years of theatrical experience and careful observation of the work of other funsters gives us the right to have some opinions on the matter."

"In the first place, we see a real need for a change in the traditional routine of fun, or variety shows. The element of suspense has gone for listeners because they know they'll hear the opening fanfare, followed by a commercial announcement, a comedy spot, a hand number, a commercial, a song by a vocalist a comedy spot, music, commercial and a fade-out. "There is no rule in radio that makes such a routine mandatory. "Wouldn't it be startling and satisfying—if the star of a comedy program were introduced right at the start and went into his act without further to-do? After all, that method has been acceptable on the stage for generations."

"We suppose it is natural for the sponsor to want a plug for his product at the opening. But it is the headliner, not the product, that identifies a program with the audience. "One distinct advantage that radio has over vaudeville is in the quality of the music but there is still room

for improvement in the manner of introducing instrumental and vocal attractions.

"In vaudeville a pit orchestra sawed and tooted half-heartedly while the stage performer was at work. The music in radio is infinitely better but it is usually brought in for no other apparent reason than to give the comedians time to catch their breath."

"A closer alliance between music and dialogue would give radio programs better pacing and a more clearly-defined trademark."

He Hopes Survey Will Delve Into Lives Of Stars

Phil Baker, the radio buffoon, hopes that when Princeton University's School of Public and International Affairs commences its important survey of radio's influences of the funsters on the airwaves.

The business of furnishing comedy relief to 20 million listeners gets to be an increasingly difficult task as radio grows older and listeners become a little wearier of hearing new twists to old gags. And all this is having a devastating effect on the physical and mental lives of radio comedians.

Baker is keenly interested in what the Princeton group expects to do with the \$67,000 grant from the Rockefeller Foundation.

"I notice that one of the objects of the radio survey is to find out what the effect of radio is on everyday life, rather than on its educational possibilities," Baker says. "That is a splendid objective but my fellow workers in Radio Row and I wish that the investigations making the survey would please tell us how to keep our health up and our minds from going astray while we prepare our weekly pieces for the air."

"Other comedians engaged in this peculiar industry will bear me out when I say that a comedian is only as funny as his last broadcast," Baker continues. He worries from morning until night about script, worries about the other fellow swiping his gags. He worries himself sick. Fred Allen once said: "No wonder that the comic wears permanent flesh conacles under his eyes, that his shoulders droop, that his tread is slow and measured, that his friends even as the laughs, are far and few between...for his is the hardest job in radio."

So you can readily see why comedians want the Princeton investigators to be more successful than the nerve specialist.

ATTORNEY-AT-LAW TO GET THIS LEADING LADY FOR A SECRETARY



Frances Carlton will be leading lady to Jim Ameche, brother of the famous Don Ameche, in the new NBC serial, Attorney-at-Law, to be heard daily except Saturday and Sunday over the NBC - Blue Network at 11:30 a. m., AST, beginning January 3rd.

CHICAGO, Dec. 28.—The experience of a young lawyer will form the basis of a new dramatic serial beginning over the NBC - Blue Network on Monday, January 3rd. Titled Attorney-at-Law, the program will be heard daily, except Saturday and Sunday, at 11:30 a. m., AST, under the sponsorship of S. C. Johnson and Son Inc.

Created by Carl Wester, a former member of the sales department of the National Broadcasting Company, Attorney-at-Law will star Jim Ameche, brother of the famed screen and radio player, Don Ameche, and Frances Carlton, attractive NBC star.

The opening episode concerns a mother's right to reclaim the child she signed away to foster parents. Her efforts to be near her child, her discovery that the child is being mistreated, and, finally, the attorney's fight to restore the child to its mother, are some of the involved elements to be unentangled.

Miss Carlton will play the role of Jim Ameche's secretary, Sally Dunlap.

In the supporting cast of the new daytime show will be June Meredith, Lucy Gilman, Fred Sullivan and Grace Lockwood. Miss Lockwood

will play Jim's mother; Lucy will be the sister and Sullivan the father. Miss Meredith is the mother who is featured in the initial script.

TROUPING SPIRIT SAVES PROGRAM

"Vick's Open House" Xmas Show Saved When Another Fills In In Jeanette MacDonald's Illness

Theatrical tradition and the grand trouping spirit of Jeanette MacDonald and Nadine Conner made the Sunday Dec. 19) broadcast of Vick's Open House one of the dramatic programs of the season.

Absent from the program because of production on her picture "Girl of the Golden West," Miss MacDonald had looked forward for weeks to her Christmas broadcast. She had conquered a slight illness earlier in the week, and was heartbroken when a sudden and acute attack of ptomaine poisoning made it impossible for her to sing. It was not until two hours before the actual broadcast that she would submit to the fact.

At that late hour, a hurried summons was sent Nadine Conner, who rushed to the studio. With only a time rehearsal, she went on the air, singing Miss MacDonald's selections. Miss Conner's most ardent admirer was Miss MacDonald, who sent the young singer a huge shoulder spray of orchids and a telegram of enthusiastic congratulations at the close of her performance.

BABY'S OWN SOAP
Best for You and Baby too

IF YOU'RE ALWAYS CATCHING COLDS READ THIS



SOMEBODY TOLD ME THIS RELIEVES A HEAD COLD IN A HURRY

LADY, THEY DIDN'T TELL YOU HALF-JUST USE IT SOON ENOUGH AND IT HELPS PREVENT MANY COLDS

This specialized medication—Vicks Vapo-Rol—is expressly designed for the nose and upper throat, where most colds begin—and grow. Used in time—at the first sneeze or sniffle or irritation in the nose—it helps to prevent many colds, or to throw off head colds in their early stages. Even when your head is all clogged up from a cold, Vapo-Rol brings comforting relief—lets you breathe again!

VICKS VAPO-ROL
Keep it Handy... Use it Early



How to Win Friends and Influence People
By DALE CARNEGIE
Author of the famous book of this name

HAVE YOU SMOKED A TURRET LATELY?

YOU will find that most smokers like to talk about their favourite cigarette. Turret smokers, for instance, enjoy discussing their preference for Turrets... the milder, cooler smoke they give, and the satisfying taste of the unique and original Turret blend. That is why you'll please your friends at Christmas if you give them Turrets in the handsome gift wrappers of 50 and 100 cigarettes.

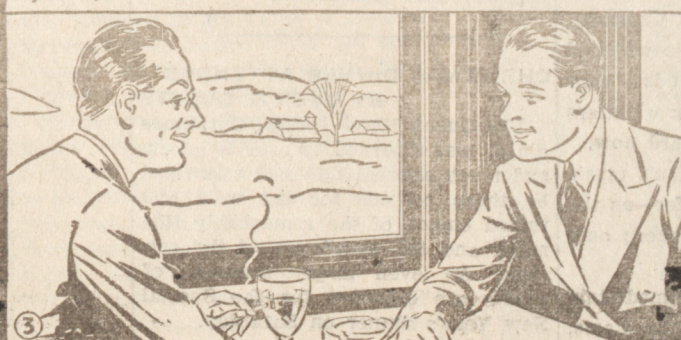
Imperial Tobacco Company of Canada, Limited

BE A GOOD LISTENER—



"We all enjoy talking when we have an interested listener and few human beings are proof against 'the implied flattery of rapt attention.'"

"Often even the most violent critic, the most confirmed kicker, will see the light of reason when simply allowed to talk without interruption. It gets the poison out of his system, as it were."



"So, if you want to be regarded as good company and a pleasant fellow, learn how to listen. 'To be interesting, be interested.'"

"Ask questions that the other man can answer and want to answer. Give him a chance to talk about himself."

"If you wanted people to shun you, to make fun of you, even to despise you, one of the very best ways to do it would be never to listen to anyone for long—to talk incessantly about yourself instead."

"We all know people like that—and avoid them like the measles."



"Remember, we are all more interested in ourselves and our wants and problems than in anything else under the sun. If I have a toothache, it means more to me than war in China or revolution in Spain."

"Think of that the next time you take part in a conversation."



Quality and Mildness
Turret
CIGARETTES

PLAIN OR CORK TIP