

THE FIRE 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—The Four of Us
6.30—Adventures of Jamie and Josie
6.45—Closing Stock Quotations
7.00—Harry Kogan and Orch.
7.30—Canadian Capers
8.00—Markovsky 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 Bowls
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—Maitenant and Daunais
8.45—Don Juan of Song
9.00—Les Montagnards de Quebec
9.00—Chantons en Choeur
10.00—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
10.00—Hit Parade
11.45—Aldair 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 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
10.00—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 Landings, 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 Allstar 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—Idi '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 Gelinat
9.30—Radio Encyclopedia
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
7.35—Today's Sports
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—Schaefer Revue
9.00—Rudy Vallee and Guest Artists
9.00—Maxwell House Program
1.00—Kraft Music Hall
2.00—Footnotes on Headlines
2.30—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
6.30—Children's Corner
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 Programs
11.30—Essays on Music
12.00—Orchestra
12.30—Orchestra
1.00—Orchestra

WBZ, BOSTON, 990 K.

6.00—Junior Nurse Corps
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.30—Tony Russell, Tenor
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Mr. Keene
8.30—Lum and Abner
8.45—Kidoodlers
9.00—Gen. Hugh 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—Kings' Jesters
12.30—Orchestra
1.00—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 Vallee's Variety Show
10.00—Variety Show
11.00—Bing Crosby
12.00—News
12.15—Orchestra
12.30—Orchestra
1.00—Orchestra

NEW SHORT - WAVE BROADCASTS FROM U. S. PLEASE EUR.

When short waves were opened to foreign broadcast stations and it was found that they were efficacious in reaching distant countries, the more prominent European powers set about it immediately planning special short-wave transmissions for foreign listening, as distinguished from domestic programming.

The United States, while embracing short-wave, adopted a policy of merely sending out domestic programs without revamping. No attempt was made to reach these foreign listeners in their own tongue. There was no effort to schedule programs at times more commensurate to comfortable listening periods aboard. Fred Allen hit Europe at one or two a. m. and the Lithuanians couldn't understand his gags anyway.

"Now the U. S. stations seem to have awakened. They have special programs in French and German each afternoon (evening in Europe, with news commentaries. If there's a special musical treat on the regular NBC or CBS nets, the French or German announcer cuts in on short-wave and tells what the American spieler is saying in English on long wave.

"And Europe is eating it up. They've often dreamed of better programs than the dull ones they have to bear over there. As a consequence, the sale of all-wave receivers in Germany, France and even Great Britain has jumped considerably of late."

"Along Gypsy Trails" To Feature Program of True Gypsy Songs

Leon Zuckert and his gypsy group will be heard in a half hour program, "Along Gypsy Trails," to be broadcast on Wednesday, December 1, at 5.30 p.m. AST, over the CBC national network. Mr. Zuckert is an outstanding authority on Gypsy songs.

The program will open with the Spanish song, "Tarde De Toros," and the group will proceed with the Hungarian fantasy, "Song of the Pusztai Maiden," "My Gypsy Rhapsody," by Emery Deutsch; "Let Us Have Joy, a drinking song; 'Czardas No. 5,' a collection of Hungarian tunes, and 'Off to the Yar,' which during the Czarist regime was the most popular cabaret in Russia. The orchestra will feature "Jiguli," by Prozorovsky.

The Campbell Sisters Offer Their Melodies On 15-Min. Program

"The Campbell Sisters," Toronto vocal trio, will be heard in a fifteen minute program of rhythmic melodies over the combined CBC-MBS facilities on Wednesday, December 1 at 9.15 p.m. AST. The vocal trio, that appeared with Horace Heidt's orchestra in Chicago last season, will sing

Twin Business Ability So This Pair Switches Responsibility Often

HOLLYWOOD, Dec. 1.—The business management of the Stroud Twins, heard on NBC's Chase and Sanborn Hour, has been transferred from Claude Stroud, to Clarence Stroud.

There hasn't been any trouble; it's just Clarence's turn. Claude has handled business affairs for six weeks now and the time has approached for the usual switch.

Every six or eight weeks, the boys alternate in managing the team. During the approaching term, Clarence will go to the telephone or receive callers who want to discuss business matters. If the business is not important Clarence will render a verdict on the spot, but if it is to be considered at length, he will call in Claude. During this period, Clarence's opinions are to weigh slightly more than Claude's.

The fact that Clarence has the role of business manager does not mean that Claude takes it easy. He steps into a role resembling that of a social secretary—in which he answers mail, requests for pictures, dinner invitations and all other matters that fall in that category. During the past six weeks that has been Clarence's role.

Just as they are twins in appearance, the boys have "twin business ability." Neither has been able to prove himself superior to the other in business matters. It so happens that they went on the Chase and Sanborn Hour, biggest break of their career, while Claude was acting as business manager. But this "break" was a direct result of their appearance on Rudy Vallee's program in New York. And when they went on the Vallee Hour, Clarence was business manager. They share equal responsibility in getting their comedy act in shape for the Sunday night broadcasts over the NBC-Red Network at 9:00 p.m. AST.

Kathleen Stokes In Organ Recital

On Wednesday, December 1, at 8.45 p.m. AST, Kathleen Stokes will be heard in an organ recital over the CBC network. Miss Stokes will feature the two popular hits, "The Folks Who Live on the Hill," from "High Society," and "It's the Natural Thing to Do," from Double or Nothing. Other selections to be played by Miss Stokes will be "An Old Flame Never Dies," from the musical comedy, "Virginia," and "The Whistler and his Dog," by Arthur Pryor.

a group of current popular successes, and arranged for this date by Bonnie Mannion.

The tunes to be presented include Harry Revel's latest hit, "Laugh Your Way Through Life," "Posin," by Saul Chaplin, Hoagy Carmichael's haunting melody, "Star Dust," and the romantic song, "I Still Love to Kiss You Good Night." The piano team of Johnny Perkins and Torry Jack, will be the accompanists.

From Iceland, But THAT IS NO COLD SHOULDER



A Reykjavik girl who made good on the networks is lovely Nola Day, above, NBC vocalist. For an Iceland, that gown's plenty warm for Winter wear.

STUDIO NOTES

Loyalty can sometimes be pretty inconvenient. Mary Jane Walsh will tell you, for radio's singing Cinderella has experienced one of its drawbacks.

Mary Jane is appearing at New York's Alvin Theatre in "I'd Rather Be Right," after which she must whiz back to the studio for her 11.15 p.m. broadcast. Pressed for time, she told her faithful maid, Sadie, to bring her street clothes to the theatre dressing room backstage so that she could change quickly. Sadie followed her instructions.

Mary Jane's last appearance on the stage is singing the title song with which she stops the show. Friday night, having finished that number she flew to her dressing room and tried to wrestle with hooks and zippers and elusive buttons.

"Where's Sadie?" she finally shouted. "Why isn't she here to help me?" In the wings Sadie was finally located and questioned.

"Honey," she replied, "I just fig-

NEW YORK, Dec. 1.—For a girl born in Iceland, pretty Nola Day puts across a mighty hot song. This newcomer to NBC Radio City studios is heard twice weekly in programs of popular music. She is accompanied by Norman Cloutier and his NBC orchestra.

Born in Reykjavik 25 years ago the daughter of a church organ builder, Nola began her career as a blues singer in Tacoma. She afterwards sang in "Carmen," "The Vagabond King" and other operas in Portland and Seattle.

When KOMO, Seattle, presented its first transcontinental program over NBC, Nola was asked to sing on it; it was her first radio experience. She proved such a success that she was signed for further work immediately. She's been busy on the air since.

Her present ambition is to revisit Iceland. Her uncle is Bishop in the Lutheran Church there.

gured you could dress yourself tonight. I had to listen to my baby's applause."

'CANADA '37' KEEPS COMMENTATORS AWAKE UNTIL A. M.

The Foreign Correspondents Speak 'Tomorrow' to Canadian Audiences Today

A unique feature of the "Canada-1937" broadcasts is the overseas interviews with world-famous correspondents. The commentators literally speak "tomorrow" to Canadian audiences "today," for they are called upon to broadcast any time from 3:00 a. m. to breakfast time Saturday morning for what is a Friday night broadcast in Canada.

This unusual phase was illustrated with more than passing realism in a recent letter from Vernon Bartlett, editor of "World Review of Reviews" and "Canada-1937" European director. Writing to Victor George, in charge of production, Mr. Bartlett refers to one of his recent broadcasts from Brussels, saying in part—"After various difficulties because the Belgian studios had never been opened at that hour before, I arrived and found the man on duty. It was more or less clear sailing after that."

Another "Canada-1937" feature is the Roving Radio Reporter, Walter Bowles, on a three-months tour of Canada. In order that we may know the "other fellow" better, he will interview people who are contributing to Canada's progress, bringing to light foundation stones in our national economic structure.

Current news of the entertainment world are brought to the program by S. B. Shapiro, speaking from New York.

The musical part of the program is of an outstanding nature. All the music is specially arranged for the large "Canada-1937" orchestra and mixed choir. The two soloists Pauline Winters and Russ Titus lend distinctive vocal colour to this modern pattern of melody.

"Canada-1937" is heard every Friday evening at 11:00 p.m. AST, over a nation-wide network.

Discussion On Trade Unionism To Be Broadcast

The Workers' Educational Association conducting a series of broadcasts for CBC national network listeners on "Labor Organization," will advance the discussions on trade unionism in a broadcast Wednesday, December 1, at 11:00 p.m. AST. This will be the fifth in the series which has dealt with the development of trade unionism since its beginning in England in 1830. The series will continue to embrace the history of unionism on this continent.

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 283.

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."

HAVE YOU SMOKED A TURRET LATELY?

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! Imperial Tobacco Company of Canada, Limited

Quality and Mildness

Turret

CIGARETTES

PLAIN OR CORK TIP