

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

MONDAY'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—Amelia and her Accordion
6.45—Closing Stock Quotations
7.00—Dancing Strings
7.30—Fanfare
8.00—London Calling
8.30—Major Bill
8.45—Kathleen Stokes, organist
9.00—Canada Week by Week
9.15—Vocal Selections
9.30—German Salutes Canada
10.00—The Way to Peace
10.30—With Andre Messenger
11.00—Sam Slick
11.15—Orchestra
11.30—Sports in Canada
11.45—The News
12.00—On the Mark

CKAC, MONTREAL, 730 K.
6.15—Eton Boys
6.30—Sleepex Program
6.45—The Fireside Program
7.15—L'Heure Recreative
7.30—A Baton Rumpus
7.45—To be Announced
8.00—Melody Time
8.15—Le Cure de Village
8.30—Living Room Furniture
9.00—Radio Vaudeville
9.30—Radio Encyclopedia Frontenac
10.00—Lux Radio Theatre
11.00—Lafayette Cavalliers
11.15—Westinghouse Newscast
11.30—Alex. Lajoie and Orch.
11.45—To be Announced
12.00—Molson Sports Reporter

WEAF, NEW YORK, 660 K.
6.00—Songs by Bonnie Stewart
6.15—Terry and Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Vocal Program
7.30—Press Radio News
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—New York on Parade
9.00—Burns and Allen
9.30—Voice of Firestone
10.00—Fibber McGee and Molly
10.30—Hour of Charm
11.00—Contented Program
11.30—Music for Moderns
12.00—Orchestra
1.00—Larry Burke, tenor

WABC, NEW YORK, 860 K.
5.00—Between the Book Ends
5.15—Orchestra
5.30—Music from the Gold Coast
6.00—Follow the Moon
6.15—Life of Mary Sothern
6.30—Children's Corner
6.45—Hilltop House
7.00—Vocal Selections
7.15—New Horizons
7.30—Press Radio News
7.45—George Hall's Orch.
8.00—Poetic Melodies
8.15—Song Time
8.30—Jay Freeman and Orch.
8.45—Boake Carter
9.00—Alemitte Half Hour
9.30—Pick and Pat
10.00—Lux Radio Theatre
11.00—Wayne King's Orch.
11.30—Brave New World

WBZ, BOSTON, 990 K.
6.00—Neighbor Nell
6.15—The Four of Us
6.30—The Singing Lady
6.45—Tom Mix
7.00—U. S. Army Band
7.30—Press Radio News
7.45—Charles Sears, Tenor
7.55—Lowell Thomas
8.00—Time to Shine
8.30—Lum and Abner
8.45—Vocal Program
9.00—Gen. Hugh Johnson
9.15—Campbell's Royalists
9.30—Campana's Vanity Fair
10.00—Philadelphia Orchestra
11.00—Behind Prison Bars
11.30—National Radio Forum
12.00—Orchestra
12.15—King's Jesters
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Hank Keene
6.15—Terry and Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—The Revellers
7.30—Wrightville Clarion
7.45—Jack the Inquisitor
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—George Jessel
8.45—White Eagles
9.00—Burns and Allen
9.30—Margaret Speaks, Soprano
10.00—Fibber McGee and Molly
10.30—Hour of Charm
11.00—Contented Program
11.30—Guy Hedlund and Company
12.00—News
12.30—Orchestra
1.00—Weather

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—Edward Davis, Songs
6.30—Doris Scott, Songstress
6.45—Closing Stock Quotations
7.00—Rakov's Orchestra
7.30—The Witching Hour
8.00—Luigi Romanelli and Orch.
8.30—The Children's Album
8.45—Roland Todd, Organist
9.00—This English
9.15—Ottawa Temple Choir
9.30—Symphony in Rhythm
10.00—Bonjour Paris, Monsoir
10.30—R.C.M.P. Dramas
11.00—Symphonic Strings
11.30—I Remember
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
6.30—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-So-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
11.00—Jimmy Fidler
11.45—Serenade
12.00—Violin in the Night
12.15—Orchestra
12.30—Orchestra

WABC, NEW YORK, 860 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 Sothern
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
12.30—Orchestra

WBZ, BOSTON, 990 K.
6.00—Peggy Wood Calling
6.15—Edward Dacies
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

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12.00—News
12.30—Orchestra
1.00—Weather

PHILADELPHIA ORCHESTRA TO PUT ON OPERA

Will Present Puccini's Famous Classic "La Boheme"

PHILADELPHIA, Nov. 15 — The Philadelphia Orchestra, with Alexander Smallens as conductor, will present Puccini's famous opera, "La Boheme," in their regular weekly broadcast, Monday, Nov. 22. The program will originate at the Academy of Music here and be heard over the NBC-Blue Network from 10 to 11 p.m., AST. Susanne Fisher will sing the role of "Mimi," Lucy Monroe will be heard as "Musetta," and Armand Tokatyan will sing "Rudolpho."

The story of the opera will be told in its entirety during the hour broadcast, and as the narrative of the Bohemians in Paris of the 1840's unfolds, the singers will be heard in all the important music of the work. The great arias, duets, and the famous quartette in the 3rd act will be sung in Italian by a veteran operatic cast.

This performance marks the seventh time this year that Alexander Smallens will be leading the Philadelphia Orchestra in an opera. Famed alike for his symphonic and operatic conducting, Mr. Smallens has of late become a radio favorite as well. It is his belief that opera, with the story simply told and the music played by an orchestra of the stature of the Philadelphia Orchestra and sung by operatic stars in the language of the original libretto, cannot fail to take its place among the most popular of radio programs.

Susanne Fisher made her debut at the Metropolitan Opera House less than two years ago as a Puccini heroine, and since that time she has gone on to many triumphs. Lucy Monroe, well known to radio listeners, made her debut at the Metropolitan in the Spring Season of 1937, in the role she is to sing on this program. Known to the opera houses of the old and new worlds, Armand Tokatyan returns to the Metropolitan Opera Company this winter as its leading tenor.

Story of 'Mother Marie' To Be Told On CBC 'Children's Album'

"The Story of the Ursuline, Mother Marie," will be told by the CBC "Story Boop Lady" during the next presentation of "The Children's Album" on Tuesday, Nov. 16, at 8.30 p.m., AST. This broadcast, dealing with the inspiring and heroic work of Mother Marie in the early days of New France, will originate in the CBC Windsor studios.

Leeds With His Chin



ANDREA LEEDS, the film star who once was kissed 467 times in succession during a screen test, will be a guest star on Charlie McCarthy's NBC program Sunday, November 28. Charlie and Andrea are just getting acquainted in this picture.

HOLLYWOOD, Nov. 15—Charlie McCarthy beware! Andrea Leeds, who guest-stars on NBC's Chase and Sanborn Hour Nov. 28, over the NBC-Red Network, at 8.00 p.m., EST, owes her screen career to an amateur film and a marathon kissing contest.

The film was made by students of the University of California at Los Angeles, and by all accounts it was pretty terrible. Howard Hawks, well-known director, was persuaded to view the film. He came to scoff, and remained to sign the heroine.

A month later, Hawks was casting

for the role of Tony Scherke in "Come and Get It," and selected a kissing scene for the test, with Miss Leeds as the kisser. She was kissed 467 times by actual count, alternately by Francis J. Shields, tennis star; John Payne and Bob Lowery. Shields won the part, but the real triumph belonged to Miss Leeds, who not only stood up under the kiss barrage but was unexpectedly signed to an important role—by virtue of screen tests intended for others.

This newest Hollywood star has just scored a tremendous success in the film hit, "Stage Door."

BRITISH RADIO TO JOIN PROPAGANDA CONTEST

Short-Wave Broadcasts In Three Languages Will Seek to Offset Efforts Other Powers

LONDON, Nov. 15—The Near East, South Africa and South America will receive first attention in the foreign language radio programs planned by Great Britain to overcome propaganda broadcasts by other powers, it was learned tonight.

The British short-wave programs, which probably will be sent out from the station at Daventry, will use Arabic for the Near East, Afrikaans for South Africa and Spanish for South American.

Postmaster-General G. L. Tryon announced in the House of Commons that the costs of the new service will be paid by the British Broadcasting Corporation.

Answering a question from Lieutenant Reginald Fletcher, Labor, Major Tryon said a probable consequence of this will be that division of proceeds from the radio tax, part of which goes to the B.B.C. and part to the Government, will be changed. Official announcement of details of

GOT HIS START ON AMATEUR SHOWS SO ORIGINATED AMATEURS ON AIR

Began As Juggler But Failed Several Times Before Discovered As A Comedian

A Lot of "Firsts" Go To Ted Collins Of Kate Smith Show

Ted Collins, astute and genial producer of the Kate Smith Thursday night variety shows over CBS-WABC, started his professional career with a phonograph record company, on his graduation from Fordham University. Since then, he's been consistently establishing records of the radio variety. For instance:

In 1933, Ted Collins proved to be the first radio luminary to make successful investments in sports enterprises. Long before horseman Bing Crosby had enough money to buy his own racetrack, Collins had formed a partnership with Kate Smith for the purchase of the Original Celtics basketball team.

In 1934, he recognized the value of leading sports figures as microphone personalities and first presented many of today's leading sports celebrities on Kate Smith's CBS program.

In 1935, Collins was the first radio producer to employ a feminine star as the nucleus of a variety show. Although the alleged wise ones of show business scoffed at the idea of a woman as coordinator of an all-prima donna show, Ted proved that Kate Smith could do the job and do it well.

In 1936, when radio comedy and comedians were restricted mainly to the "freakish" humor of Joe Penner and Ed Wynn, Collins risked his reputation by presenting a virtually unknown comedian who told funny stories without psychopathic stimulus. He's Henry Youngman.

In the same year Collins dignified radio by giving it an humanitarian value. The introduction of "Command Appearances" marked radio's first recognition and reward for those individuals who sacrificed themselves for others.

In 1937 the Ted Collins precedents are still successfully operative.

the new service will be made soon.

Meanwhile it was learned that John Coatman, news editor of the broadcasting concern, will be chief of a special department responsible for the foreign language programs.

All material sent out by this division will have prior approval of representatives of the Foreign Office, the Board of Trade and the Colonial Office.

Mr. Coatman, an authority on colonial and Imperial questions, spent a number of years in India.

Fred Allen was one of the first to present amateur entertainers over the networks. He felt that worthwhile material might be uncovered during their appearances. The reason he thought so was because he started his own career in amateur shows.

Fred wasn't a comedian then. He had been working in a library and was intrigued by a book on juggling. Nothing would do until he had mastered the art. He nearly got fired for trying to juggle six heavy encyclopedias at once and dropping them all on the gouty toe of the chief librarian.

After months of arduous practice he essayed to take part in an amateur night contests in a Boston theatre but failed to win a prize. Following that he tried other similar contests but never won an award. Finally, one night when he was doing his "act," the manager of the theatre walked out on the stage with the intention of kicking him.

"Where did you learn to juggle?" he asked Allen. The youngster, extremely embarrassed, answered, "I took a correspondence course in baggage smashing."

The audience howled and then and there Allen decided he was a comedian. He kept on juggling and got a professional engagement by adding comedy talk to his routines. Ultimately he dropped the juggling entirely and became a monologist.

His name at that time was Fred James, although his baptismal name was John F. Sullivan.

When Allen brought the amateurs to radio he remembered his vocal encounter with the theatre manager during his simon-pure days. So he started to ask his program visitors all sorts of humorous questions in the hope that one of them might have the makings of a great comedian.

Allen made his radio debut in 1932 but his "Town Hall Tonight" wasn't instituted until a year later. He is one of radio's hardest workers for not only does he have to interpret the comedy on his programs, but he also has to write the entire show—and he likes it!

Kathleen Stokes To Play Program Of Pop Numbers

Kathleen Stokes, organist, will play a program of popular numbers on Monday, Nov. 15, at 8.45 p.m. AST, over the CBC national network. Miss Stokes, who has performed as a soloist in leading theatres, Toronto, will feature on this date "Toodle-oo"; "Nights of Gladness"; "Everything You Said Came True," and "I Want You For Christmas."

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."

② "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."

③ "Ask yourself this question:—'Why should people be interested in me unless I am first interested in them?'"

④ "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."

⑤ "People are not interested in you—or in me. They are interested in themselves—first, last and all the time."

⑥ "When you see a group photograph that you are in, whose face do you look for first?"

⑦ "But you can win the attention and time and cooperation of even the busiest, most sought after people by becoming genuinely interested in them."

⑧ "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