

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
8.30—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—Alstair 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 Alstair 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—Loi 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 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' Arny
8.15—Vocal Varieties
8.30—Schaefer Revue
9.00—Rudy Vallee 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

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. 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

"A MILESTONE IN RADIO'S SOCIAL DEVELOPMENT," DECLARE THE CRITICS

TOSCANINI AND NBC SYMPHONY HAILED BY PRESS, PUBLIC

NEW YORK, Jan. 5 — A musical event in radio so momentous that it became front page news in the Metropolitan press was the first concert of the NBC Symphony Orchestra under the direction of Arturo Toscanini on Christmas Night. Critics hailed it as a "unique and historic" occasion.

Immediately after the epoch-making broadcast had ended with the last strains of Brahms' majestic First Symphony the telephone exchange at Radio City was clogged with the calls of appreciative listeners in the Metropolitan area. Wires leading into NBC's quarters began humming with congratulatory messages to the Maestro himself and to the National Broadcasting Company.

Typical of these was the telegram Mayor Fiorello H. LaGuardia of New York City sent to David Sarnoff, NBC chairman of the board: "Please accept my thanks and those of the people of this city for establishing the Toscanini radio concert. I consider it a great contribution to the enjoyment of music as well as a valuable educational feature. The city is grateful to you. Kindest regards to the maestro."

The front pages of the New York Times and the New York Herald-Tribune, ordinarily closed long before the hour when their critics finish Saturday night reviews, remained open to receive columns of high praise for both the maestro and the magnificent orchestra and the energy and enterprise of the NBC. Olin Downes, critic of the New York Times, after describing the occasion as "unique and historic," said, "It was historic in the occasion and its symbolism of the modern age, with its recognition of art and genius, factors in civilization which are no longer the property of the few and no longer issues which any nation or ruler can ignore."

In his conclusion, Mr. Downes said, "The concert lasted more minutes

than the hour and a half allotted to it. The time was simply extended, a privilege now and again accorded to the President of the United States and other of the greatest men of the world. Well, one of the greatest men in the world was before us. Needless to say, the audience after the last note, rose and cheered Mr. Toscanini. And others, unheard, cheered."

Lawrence Gilman, music critic of the New York Herald Tribune, paid tribute to "the daring adventure of NBC in bringing Mr. Toscanini back to America." After describing the scene in the NBC studio, Mr. Gilman pointed out that the concert was broadcast for the listening millions and declared that the music was "for any listening ear that was sufficiently well served by its receiving set and sufficiently perceptive to know what miracles of beautiful and realizing sound Mr. Toscanini and his orchestra were presenting."

"Mr. Toscanini has never in my long experience of his conducting

filled the music that he set before us with more vitalizing power and passion than he displayed last night. At certain climatic moments he seemed possessed by the greatness and splendor of the images that he evoked, and the music became invisible fire beneath his hands."

Of the newly formed NBC Symphony Orchestra, Gilman said that "it is an instrument worthy of his art. It had played with eloquence and beauty at its previous concerts, but it had not sounded as it did last night. It played like an assemblage of virtuosi."

Oscar Thompson, critic of the New York Sun, said: "All of the Toscanini magic was in the three performances of the evening."

Samuel Chotzinoff, critic of the New York Post, said: "The story of NBC's magnificent enterprise in bringing the world's greatest conductor back to America is too well known to be retold here. The return of the apparently never aging maestro for a series of ten Saturday

night broadcasts over a nation-wide hookup will provide American music lovers with performances of symphonic music so lofty in thought and feeling and so perfect in execution that they must eternally be dissatisfied with anything less."

The symphonic broadcast was, he concluded, "the finest significant symphonic event that has taken place in America since the incomparable maestro conducted his last concert in New York in the spring of 1936."

Greta Bennett, critic of the New York Journal and American, referred to the occasion as "one of the most important and thrilling events in musical history of this and many seasons."

It remained for the New York World-Telegram to summarize, in an editorial, the significance of the NBC Symphony Orchestra series, as a public service. It said:

"The presentation of Signor Toscanini and a superlative orchestra as its contribution to the world on Christmas night was a high pinnacle for radio for which the National Broadcasting Co. is entitled to handsome appreciation."

"Musically, it was an event of the most obvious importance. The departmental specialists are appraising its technical merits and magnitudes in expert terms. But it also was a milestone in the radio's social development, because here a broadcasting network seized upon the thing it could do best and proceeded to do it in the finest and most dignified and most useful way."

OLD FATHER TIME MAKES CHANGE IN POPULAR PROGRAM

"Canada 1937" Becomes "Canada 1938" When Next Show Goes On The Air

Taking its cue from Father Time, "Canada - 1937" becomes "Canada - 1938" when Imperial Tobacco's outstanding program takes the air again from coast to coast Friday next, January 7, at 11 p.m. AST.

This week, Walter Bowles, Roving Reporter, will broadcast from Station CKCK, Regina, Sask. In spite of drought, hail and other misfortunes, the people of this great Western province have shown steadfastness and determination. They face the future with every confidence, and Walter Bowles' story, right from this area, will be an inspiration to the whole Dominion. It will show that nowhere in this world is there finer nation building material than in our own Canada.

Scanning the news front in Europe, Vernon Bartlett, veteran foreign correspondent, will direct his attention to last minute Continental affairs, bringing informative observations on history-making world events.

As usual, Lionel Shapiro covers the theatrical scene from Radio City, New York, and Russ Titus, Pauline Winters, the great choir and orchestra head a sparkling musical program from Montreal as "Canada - 1938" takes the air from coast to coast.

"No Fair — Stop Your Peekin'!"



What chance does an author have to gloat in private over a trophy for excellent radio script writing when the actors for whom he writes eavesdrop behind doors? The complacent penman is Paul Rymer, and the proud peepers are his Vic and Sade cast, from top to bottom: Art Van Harvey (Vic); Bernardine Flynn (Sade), and Billy Idelson (Rush).



Be Extra Careful about

STUBBORN COLDS

Relieve Their Misery this PROVED Way

TOO often, the cold that "hangs on" is a result of neglect... and neglect is always risky. Be extra careful of a stubborn cold, of course. But the safest course is to be careful of all colds. Don't experiment. Relieve their misery this doubly proved way.

Here's What To Do: It's best to stay in bed and get lots of rest. Eat lightly, drink plenty of water, and keep elimination regular. And use Vicks VapoRub without delay.

VapoRub has been proved by everyday use in more homes than any other medication of its kind—further proved by the largest clinical tests ever made on colds. (Full details in every VapoRub package.) Only Vicks give you proof like this.

No Long Waiting for Relief to Begin...

VapoRub is direct external treatment. No "dosing"—no stomach upsets. Just massage it on throat, chest, and back. Then—to make its long-continued double

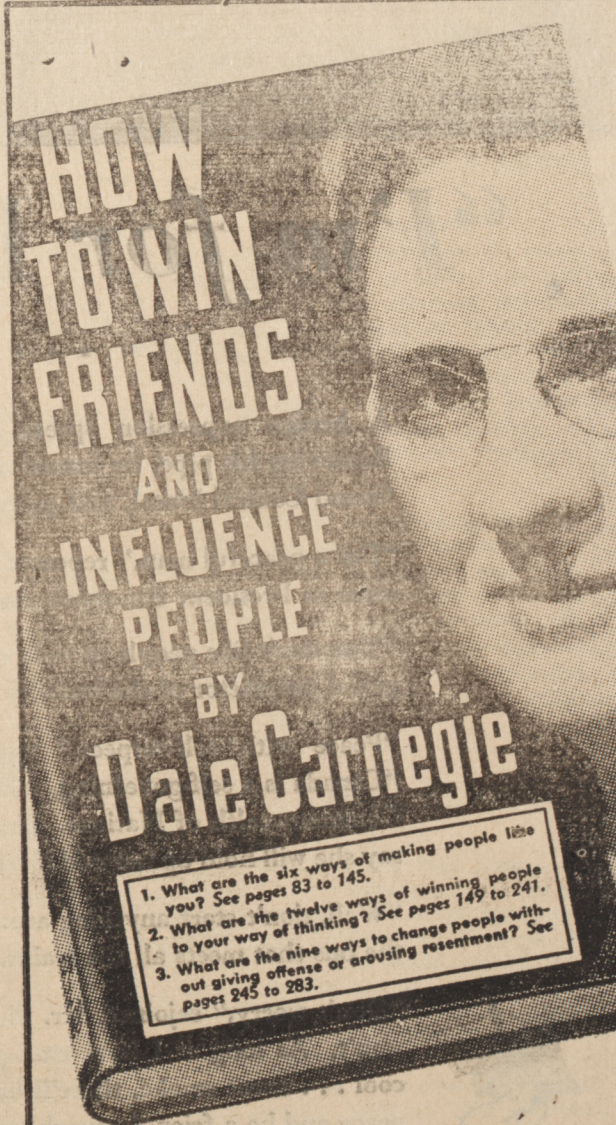
action last even longer—spread a thick layer on the chest and cover with a warmed cloth.

Relief starts almost at once. You begin to feel warm and comfortable as VapoRub goes to work direct through the skin like a poultice. At the same time its medicated vapors, released by body warmth, are carried direct to the irritated air-passages with every breath.

This double action loosens phlegm, eases irritation and coughing, helps break local congestion. And long after restful sleep comes, VapoRub keeps right on working.

NOTE: If there is much irritation and coughing, or the air-passages feel clogged with heavy mucus or phlegm, even stronger vapor action is helpful. Pour boiling water in a bowl, melt a teaspoonful of VapoRub in it, and inhale the steaming vapors for several minutes.

Now WHITE—STAINLESS—



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

BECOME GENUINELY INTERESTED IN PEOPLE

"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."

"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."

"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?"

"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."

