

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—Weekly Song Sheet
8.00—Chateau Laurier Orch.
8.15—Major Bill
8.30—Organ Recital
8.45—Talk
9.00—Big Town
9.30—Al Jolson Show
10.00—Symphonic Series
11.00—From Sea to Sea
12.00—Sign Off

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-So-Ma
10.15—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, 680 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
7.35—Today's Sports
7.45—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, 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 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
7.35—Orchestra
7.45—The Singing Waiters
8.00—Poetic Melodies
8.15—Hobby Robby
8.30—Arolia Telo
8.45—Boake Carter
9.00—The Cavalcade of America
9.30—Texaco Town
10.00—Chesterfield Presents
10.30—Colonel Jack
11.00—Gang Busters
11.30—Del Casino, Songs
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
7.35—Tony Russell, Tenor
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Dramatic Program
8.30—Lum and Abner
9.30—Edgar A. Guest
9.00—Husband and Wives
9.30—To be Announced
10.30—Roy Shield Review
11.00—Gen. Hugh Johnson
11.30—Orchestra
11.30—Past Masters' Program
12.00—Vagabonds
12.15—King's Jesters

WTIC, HARTFORD, 1040 K.
6.00—Dick Tracy
6.15—Terry and his Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Sports Roundup
7.30—Wrightville Clarion
7.45—Waltz Serenade
8.00—Amos 'n' Andy
8.15—Vocal Varieties
8.30—True or False
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—Dale Carnegie
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—To be Announced
8.00—LaSalle Cavaliers
8.15—Major Bill
8.30—Organ Recital
8.45—Science at Work
9.00—One Man's Family
9.30—Melodic Strings
10.00—The Red Ledger
10.30—Spotlight Parade
11.00—String Quartet
11.30—CBC Singers
11.45—Sign Off

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

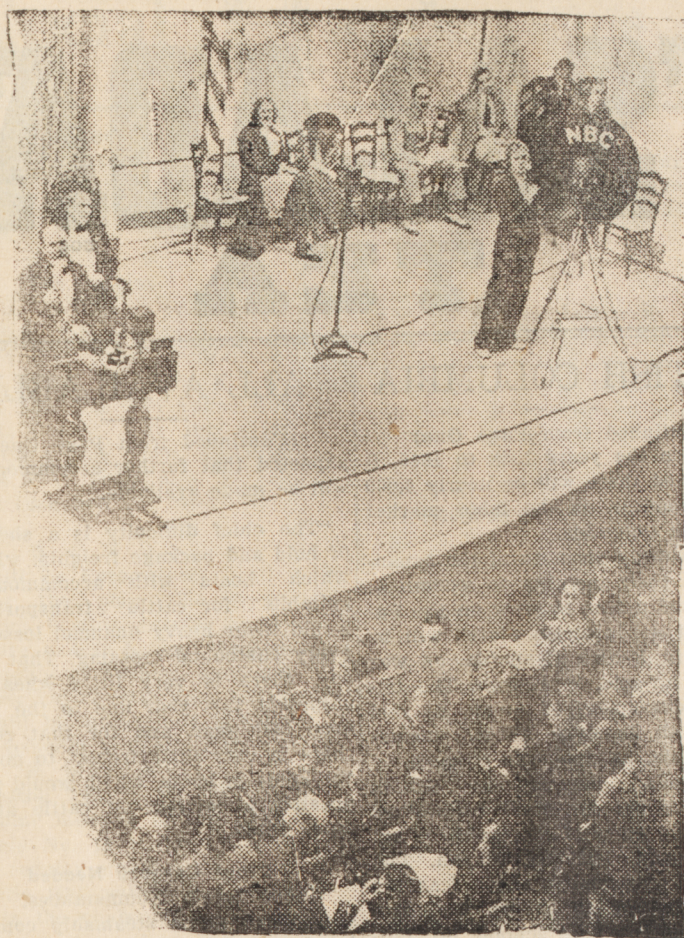
WEAF, NEW YORK, 680 K.
6.00—Not for Ladies
6.15—Terry and the Pirates
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—America's Schools
7.15—Don Winslow of the Navy
7.30—Press Radio News
7.35—Songs
7.45—Billy and Betty
8.00—Orchestra
8.15—Uncle Ezra
8.30—Swing Harmonicas
8.45—Jean Sablon
9.00—One Man's Family
9.30—Lady Esther's Serenade
10.00—Town Hall Tonight
11.00—Hit Parade
11.45—Aldair Cooke
12.00—Orchestra
12.15—Ink Spots
12.30—Orchestra

WABC, NEW YORK, 860 K.
5.00—Curtis Institute
5.45—Dr. Dafeo
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
7.35—Orchestra
7.45—The Singing Waiters
8.00—Poetic Melodies
8.15—Hobby Robby
8.30—Arolia Telo
8.45—Boake Carter
9.00—The Cavalcade of America
9.30—Texaco Town
10.00—Chesterfield Presents
10.30—Colonel Jack
11.00—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
9.30—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—King's Jesters

WTIC, HARTFORD, 1040 K.
6.00—Dick Tracy
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—Unemployment Compensation
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—String Ensemble
8.45—Chandu
9.00—One Man's Family
9.30—Orchestra
10.00—Town Hall Tonight
11.00—Your Hit Parade
11.30—Orchestra
12.00—Orchestra

PICKING UP . . .



"All right, that man in the aisle has a question," George V. Denny, Jr., moderator of NBC's Town Meetings, gives the floor to a member of the audience while the NBC parabola mike is maneuvered to pick up the voice.

America's Town Meeting of the Air, radio's greatest public forum, will lengthen its series an additional month each year and broaden the scope of its discussions under the terms of a three-year contract just signed by officials of the National Broadcasting Company and Town Hall, Inc.

Announcement of the new contract followed a meeting of John F. Royal, NBC vice president in charge of programs, and George V. Denny, Jr., moderator of the Town Meetings and president of Town Hall, Inc.

New Fields Opened
In the past, Town Meeting speakers have discussed primarily political and economic problems; in the future, their discussions also will include questions of social and cultural significance, covering the fields of science, literature, and art. Furthermore, the terms of the new agreement provide for an additional month in each annual series. Under this arrangement, each series will last for a six-month period, beginning in November and continuing until May 1.

America's Town Meeting of the Air has had one of the most phenomenal growths in popularity in the history of radio. Since its inception on NBC networks three short years ago, it has not only won a huge nation-wide audience, but also has served as an inspiration for the organization and establishment of hundreds of local listening groups throughout the coun-

TOWN MEETING LENGTHENS SERIES, BROADENS SCOPE OF TALKS UNDER NEW NBC CONTRACT

try. Moreover, the broadcasts have resulted in many cities, in widely scattered sections of the nation, organizing their own town meetings, modeling them after the Town Meeting of the Air.

Until now, America's Town Meeting of the Air has been on an experimental, year-to-year basis. Just recently, the program was given the identification of "an NBC Educational Feature". This means that it has passed through all experimental stages and has won for itself a high ranking in the estimation of professional educators as well as of the public.

Began in 1935
NBC began broadcasting America's Town Meeting of the Air on May 30, 1935. The Town Hall of New York, where the broadcasts originate, was founded 18 years ago by the League for Political Education as "a modern adaptation of the old New England idea." The League recently changed its name to Town Hall, Inc., which co-operates with NBC in presenting the programs. Dr. Arthur E. Bestor, former president of the League and also president of the Chautauqua Institution, is now chairman of the board of the organization. Prof. Chester D. Snell, former director of extension at the University of Wisconsin, has recently taken charge of Town Hall, Inc.'s adult education work under a new program of expansion.

The Town Meeting broadcasts have won their great popularity chiefly through the timeliness and import-

HIS QUESTION



After the principal speakers have had their say on the subject under discussion, the audience has an opportunity to voice their own reactions. This man rises to question a remark of one of the speakers.

. . . WHILE THEY LISTEN



And here's how the Town Meeting audience hangs on to every word. Their reactions are shared by listeners from coast to coast each Thursday at 9:30 p.m., EST, over the NBC-Blue Network.

Robert LaFollette, Gen. Hugh S. Johnson, Heywood Brown, James P. Warburg, and many others.

Almost from the beginning, local listening groups sprang into being in cities and towns throughout the country. There are more than 100 organized listening groups in the country's Y.M.C.A.'s; in all fields, the total is well over 600 groups. Organized clubs are found in libraries, high schools and colleges, churches and community centres, and in homes.

Following the rapid growth of listener-interest, officials of NBC and Town Hall, Inc., last Spring inaugurated the system of two-way radio communication which permitted listening groups in other cities actually to have a voice in the Town Meetings proceedings.

Pulling Fast One On Tommy Riggs

Tommy Riggs, who was signed by Universal Pictures as a result of the popularity of his "Betty Lou" impersonations on Rudy Vallee's Variety Hour on NBC, was the victim of a practical joke the first day he reported on the lot.

As Riggs strolled across the lot a woman, leading a little girl by the hand, came up to him. She said in her best matter-of-fact way the little girl had been sent to him by the casting office as a "stand-in."

"I have a stand-in," Tommy replied. "You have one for yourself," said the woman, "but this little girl—she's my niece—is going to be a stand-in for Betty Lou."

Riggs tried to explain, without much success, that Betty Lou couldn't possibly use a stand-in. Then he saw Alice Brady and Charles Winniger, who are with Riggs in "Goodbye Again," smiling broadly at the fun.

Rudy Vallee's Variety Hour is broadcast on Thursdays over the NBC Red Network at 8:00 p.m., EST, under the sponsorship of Royal Gelatin.

of each broadcast, heard over the NBC-Blue Network from 9:30 to 10:30 p.m., EST, every Thursday, members of the audience are able to inject their own reactions to the formal discussion through questions directed at the speakers.

Indicating the scope of the discussions are the titles of some recent broadcasts: "Should Congress Adopt the President's Armament Proposals?", "What Does Democracy Mean?", "The President's Plan for Government Reorganization," "The Struggle for Power in the Mediterranean," "What Will Japan's Victory Mean to America?" and "How Can Government and Business Work Together?"

Noted Speakers on Forum

The questions have been discussed by some of the foremost leaders in the business, political, and cultural field. Among the speakers have been Norman Thomas, William Randolph Hearst, Jr., Admiral Bradley A. Fiske, Mrs. Eleanor Roosevelt, wife of the President; James Roosevelt, son and secretary of the President; Sir Norman Angell, Wendell L. Willkie, Robert H. Jackson, Princess Kropotkin, two statesmen who are now members of the United States Supreme Court, Justices Hugo L. Black and Stanley Reed; Secretary of the Interior Harold I. Ickes, Secretary of Labor Frances Perkins, Mayor Fiorello H. LaGuardia, Lord Elton of England, Hilaire Belloc, Dorothy Thompson, Gov. Philip LaFollette and Senator

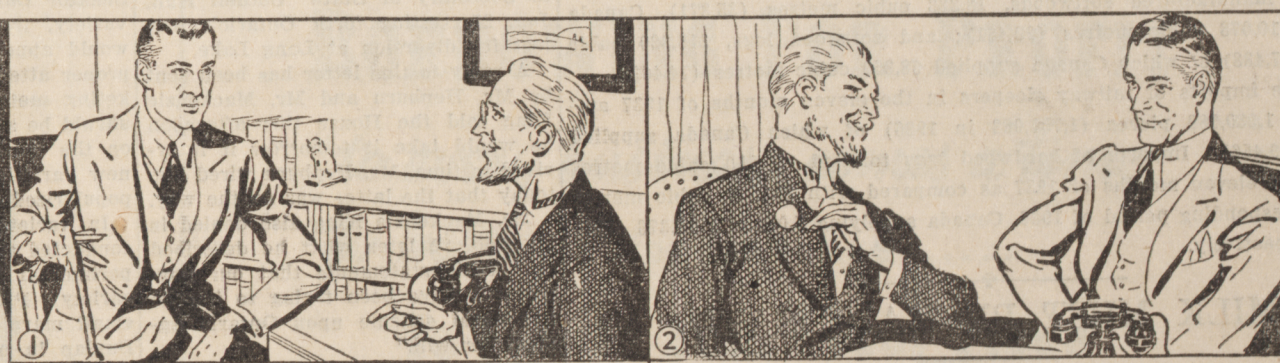
"TRY TO GRASP THE OTHER PERSON'S POINT OF VIEW" SAYS DALE CARNEGIE

Author of the famous book "HOW TO WIN FRIENDS AND INFLUENCE PEOPLE"

FOR INSTANCE

HAVE YOU SMOKED A TURRET LATELY?

IT would be a funny world if everybody agreed on everything. They never will, of course, and that is why there will always be many brands of cigarettes from which to choose. But, because Turrets please so many other smokers who have definite ideas of what they want, Turrets may please you, too. Turrets, you know, are made from fine Virginia tobaccos in an original and unique blend. And for your convenience, there's a handy pocket calendar on the back of every package. If you haven't smoked a Turret lately, try a package today! Imperial Tobacco Company of Canada, Limited



"Any psychologist will tell you not to condemn people who disagree with you. If you do, you will find yourself becoming like the old Quaker who said to his wife: 'Everyone is queer except thee and me—and sometimes I think thee is a little queer, too!' 'Remember that there are two sides to every question.'"

"There is always a reason why men and women think and act the way they do. But, to discover it, you have to put yourself in the other person's place. 'The ability to do that is rather rare. That is why those who possess it acquire a reputation for exceptional skill in handling human relationships.'"



"There is no better way to acquire that skill than in dealing with children. Children look at everything in a way of their own. 'Next time your boy wants to build a bonfire on the front lawn, for instance, don't just order him to 'quit that foolishness!'"



"Instead you might say something like this: 'Bonfires are a lot of fun. I like to build them myself. But they are out of place and dangerous here. Some day we'll find a safe place and I'll help you to build a real fire.' 'What a difference that kind of technique makes!'"

Quality and Mildness

Turret

CIGARETTES

PLAIN OR CORK TIP