

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—Swing Unlimited
8.00—LaSalle Cavaliers
8.15—Major Bill
8.30—Organ Recital
8.45—Australia looks at Japan
9.00—One Man's Family
9.30—Melodic Strings
10.00—The Red Ledger
10.30—Spotlight Parade
11.00—Labour Organization
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—Malandra 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
7.35—Songs
7.45—Billy and Betty
8.30—Orchestra
8.15—Uncle Ezra
8.30—Swing Harmonics
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
11.15—Alstair Cooke
12.00—Orchestra
12.15—Ink Spots
12.30—Orchestra

WABC, NEW YORK, 880 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
10.40—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 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—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—Program Resume
6.15—Don Winslow
6.30—Peter and Mathews
6.45—Closing Stock Quotations
7.00—Orchestra
7.30—The Witching Hour
8.00—From the Pacific
8.15—Major Bill
8.30—Organ Recital
8.45—Life and Learning
9.00—Royal Yeast Program
10.00—CBC Dramatic Hour
11.00—Craft Music Hall
11.30—NBC Jamboree
12.00—Sign Off

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 Romps
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 Gelinis
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 Valee 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, 880 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
7.35—Tony Russell, Tenor
7.45—Lowell Thomas
8.00—Easy Aces
8.15—Mr. Keene
8.30—Lum and Abner
8.45—Kideedlers
9.00—Gen. Hugh Johnson
9.15—Vocal Selections
9.30—March of the Air
10.30—Meeting of the Air
11.00—NBC Nightclub
12.00—Vagabonds
12.15—King's 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 Valee's Variety Show
10.00—Variety Show
11.00—Bing Crosby
12.00—News
12.15—Orchestra
12.30—Orchestra
1.00—Orchestra

CANADA PLANS TO HONOR HER SISTER DOMINION JAN. 27

CBC to Broadcast Programme On Natal Day of Australia

OTTAWA, Jan. 26.—Rt. Hon. W. L. Mackenzie King, Hon. B. S. B. Stevens, Premier of New South Wales and Rt. Hon. W. M. Hughes, Federal Minister of Health, Australia, will be heard during a special broadcast to be presented over the national network of the Canadian Broadcasting Corporation, Thursday, January 27, from 9 to 10 p.m., EST. The broadcast will be entitled "Canada Salutes Australia" and will be held in commemoration of the 150th anniversary of the founding of Australia.

The CBC programme marks the beginning of a three months' celebration in honor of that Dominion and will highlight achievements of the Commonwealth in dramatic episodes and re-enacted events of historical significance.

Scenes from the days of the bullock dray to modern, swift transportation and booming industry, glimpses of busy ports, great ranches and gleaming surf beaches; brilliant military, aerial and naval displays, which are to be part of the celebrations in Australia, will be described during this programme.

RADIO DOPE

Bess Johnson, star of "Hilltop House," is giving dramatic lessons to a group of her daughter's playmates. Members of the cast of "It Can't Be Done" are forming a radio artists' hockey team.

Margaret Shanna is making a series of dramatic recordings. Don Voorhees is collaborating with Arthur Fielder on the score for a London musical.

Amanda Snow, the network warbler, is studying for opera. Phil Baker is creating an off-the-air ribbing feud between "Bottle" and "Beetle."

The entire "Song Shop" cast was in the audience when Kitty Carlisle's Broadway show, "Three Waltzes," opened in New York.

Jack Fulton featured 300 different songs on the air during 1937.



STOPS COUGHS

MELCHIOR TO SING TRISTAN FOR 125TH TIME JANUARY 29



Lauritz Melchior and Kirsten Flagstad will sing title roles in the opera to be broadcast over NBC on January 29.

NEW YORK, Jan. 26.—Kirsten Flagstad and Lauritz Melchior, two of the greatest, if not the greatest, Wagnerian opera singers in the world, will be heard in the title roles of "Tristan and Isolde," to be broadcast over NBC-Blue Network direct from the stage of the Metropolitan Opera House Saturday, January 29, beginning at 2:40 p.m. AST.

Others to be heard during the performance will be Emanuel List as King Marke, Julius Huehn as Kurvenal, Arnold Gabor as Melot and Gertrud Wettergren as Brangaene. Artur Bodanzky will be the conductor, and Milton Cross will be at the NBC microphone to describe the opera.

Kirsten Flagstad who will portray Isolde, has been a reigning sensation of the Metropolitan since her debut there in 1935. So great is her popularity that she has opened the Metropolitan season two years running and is one of the most frequently heard stars during the months of the regular season.

This performance will mark Melchior's 125th portrayal of the hero; he made his debut in the role in Barcelona, Spain, in 1929, four years after he became a member of the Met. He has since sung the part in 12 different opera houses under 22 conductors, including Toscanini, Bodanzky, Furtwaengler and Beecham. He has recently sung the role at Covent Garden, during the Coronation season, and at the Paris Opera in connection with the International Exposition there.

George Young Plans Stellar Edition Of CBC "Music Hall"

TORONTO, Jan. 26.—With a story in every song and a laugh in every line, stars of "Let's All Go to the Music Hall" will start their Saturday night show over the CBC national network January 29, at 8:30 p.m., EST. Headline billing again goes to Red Newman, Pat Rafferty, Yvonne Miller, George Patton and the "Three Waiters." Actresses Lottie Cotter and Donna Conway will support the Chairman (Frank Gladstone), and Simeon Joyce with his Music Hall Orchestra will provide the melodies to the words.

George Young, as master of ceremonies and general factotum, announces the following programme: "Getting It By Degrees." Dan Leno's great hit, sung by Red Newman; "I Parted My Hair in the Middle," A. C. W. Murphy classic presented by George Patton; "Jolly Good Luck to the Girl That Loves a Soldier," sung by Yvonne Miller; "Gunner Joe," the Stanley Holloway monologue, interpreted by George Patton; "You, You, You," the Frank Leo success, presented by Pat Rafferty; "House Hunting," an amusing experience in melody by the "Three Waiters," and "We All Go the Same Way Home," sung by George Young from the Harry Castling Ltd.

Betty Wragge of "Pepper Young's Family" is modeling for a toothpaste advertisement. Mary Margaret McBride has for her manager a woman, Estella Karn; and a woman radio producer in Carol Erwin.

There's a Moral Here, Mr. Walter

NEW YORK, Jan. 26.—"Every man's a king—as long as he stays in his own kingdom," points out Wilmer Walter, veteran actor who plays David in David Harum, NBC dramatic serial heard every Monday through Friday at 11 a.m., EST, over the NBC-Red Network.

Walter's comment is the moral he has drawn, a little ruefully, from a recent experience of David's. A recognized authority and king of all he surveys in the realm of horseflesh, David made the mistake of accepting an old automobile as a present from his well-meaning friend, James Benson—and then, against his better judgment, tried to drive it, instead of hitching a gunfire to the buggy and taking his transportation in his usual way. Result: a splintered barn door, a wounded sense of pride, and the further admonition: "Shoemaker, stick to your last."

Madeline Gray's program, "Dear Teacher," was named after a poem she wrote in grammar school.

Carson Robinson and his "Buckaroos" get a large volume of mail from Canadian listeners addressed to the "Pioneers."

VICTOR HERBERT AIDS DISTRESSED SONG COMPOSERS

ASCAP Organized By Him Proves To Be A Great Benefit

Victor Herbert's music is familiar to everyone via radio. His compositions have enriched many hours for America's listening public. However, Herbert's music isn't his only contribution to radio's history.

Don Voorhees, batoneer on "Cavalcade of America" over CBS, points out that, because of Herbert, every Station has to pay a quarter to the copyright owner when playing a song today.

Herbert, says Voorhees, founded the American Society of Composers, Authors and Publishers, often referred to as ASCAP. The composer founded the organization in 1914 "to protect the members in their lawful rights and collect for them their small portion of the enormous profit made by commercial users of their product in enterprises which, but for the availability of music, could not be successfully operated."

As a result, says Voorhees, when a song like the current hit, "Bei Mir Bist Du Schoen" is played over a network, every station pays an individual quarter to the copyright owner. If the network includes a hundred stations those quarters begin to look like real money. You can imagine, says Voorhees, how many quarters "Bei Mir Bist Du Schoen" has brought for its composers, merely by thinking of the extraordinarily large number of times it has been played.

Not the least of ASCAP's virtues, says Voorhees, is that within its ranks, jazz and serious composers meet to enjoy the benefits of protection without partiality.

Radio practically put the damper on the sheet music business, says Voorhees, but Herbert's foresight has enabled the songsmiths to gain enough revenue from their creations to balance the loss sustained through the falling off in sales of printed copies. And radio, paradoxically enough, is the field which is paying through the nose.

Skulduggery On March of Time

NEW YORK, Jan. 26.—The sound effects technicians on NBC's March of Time broadcasts have perfected an ingenious if not gruesome device to stimulate the sound of a man getting his skull cracked. Here's the recipe: Take half a grapefruit, scoop out juice and pulp, place rind over half a coconut shell, administer a sharp blow with a hammer.

GREAT INCREASE IN PRODUCTION DAIRY PRODUCTS PROVED

Speakers at Convention Farmers' and Dairy-men Emphasize Fact; Urge Utmost Sanitation; Nutritive Values of Food Disclosed

Yesterday afternoon a review of the dairy situation by J. R. Sutherland, dairy superintendent for New Brunswick, disclosed there has been a great increase in the production of dairy products. In cheese, 600,000 pounds were produced in 1937, an increase of 40 per cent and double the former year's production. The 3,578,000 pounds of creamery butter manufactured last year also was an appreciable increase. An increase of 37 per cent also was noted in the production of ice cream.

"We can look forward to the coming year," he stated, "with every expectation that the industry will go forward again this year."

The speaker stated that more young men should be encouraged to go into dairying. He spoke of the difficulties experienced in grading dairy products, but emphasized its necessity and value.

In leading the discussion which followed, the president of the association stated that sometimes the grading of cream is a little too hard on the producer. Special cream is worth two cents more than first grade, and five cents more than second. The hardship, he pointed out, is that the cream may be perfect, but because of low test is put in the lower class.

In speaking of the responsibility of the creamery to its patrons, W. A. McVey, Millstream, reviewed the situation, explaining some of the differences that arise between the dairy-men and the creamery. He also mentioned the difficulty of long hauls to the creameries and advocated strict respect of sanitation in shipping the cream in cans.

Maurice Lister, Harvey, and George Stevenson, Manguerville, spoke in turn on the responsibility of the producer to the creamery. The farmer chiefly advocated volume of production along with low cost of production, since an industry to be successful must have volume of business.

The latter emphasized cleanliness and sanitation, care of milk, proper skimming, percentage and proper feeding of herds.

In cases of dissatisfaction with grading at the creamery, he advocated a closer co-operation with the creamery itself.

An educational address on recommended practices in marketing farm crops was given by E. W. Crampton, associate professor of animal nutrition, Macdonald College, when the dairying industry occupied the entire session.

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

By DALE CARNEGIE
Author of the famous book of this name

HAVE YOU SMOKED A TURRET LATELY?

BECAUSE of their unvarying high quality, Turrets have made many people change their minds about cigarettes—without any "high-pressure" methods. We say of them only this: here is a cigarette made from choice Virginia tobaccos, combined in an original and unique blend which makes Turrets just that much different, just that much better. And so we suggest, if you haven't smoked a Turret lately, try a package today. We believe you will like them.

Imperial Tobacco Company of Canada, Limited

BEGIN IN A FRIENDLY WAY



"Human nature being what it is, a man who goes around with a chip on his shoulder, looking for trouble, is likely to find what he is looking for. Belligerent tones and a hostile attitude provoke resentment no less certainly than an actual physical attack."



FOR INSTANCE...

"In the fine art of persuading other people to agree with you, the soft-spoken, friendly approach is the royal road to success."

"A few clever lawyers know this and make use of it with telling effect every time they are called upon to address a jury."



"If you antagonize a man, he becomes your enemy and no amount of reason or logic will win him to your way of thinking. There is an old maxim which says you can catch more flies with honey than with vinegar. And that goes for human beings, too."



"You may never have to address a jury but the sympathetic, friendly approach works wonders in every walk of life, under any circumstance."

"It can make people change their minds and do what you want them to do; but fighting talk and a blustering manner only make enemies."

Quality and Mildness

Turret

CIGARETTES

PLAIN OR CORK TIP