

# 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—Don Winslow  
6.30—Virginia Fair Entertains  
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—Pictures in Music  
10.00—Melodic Strings  
10.30—Half Hour with Herbert  
11.00—Sam Slick  
11.15—Winnipeg Male Choir  
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 Rompus  
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 Encyclopedie Frontenac  
10.00—Lux Radio Theatre  
11.00—Lasalle Cavaliers  
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—Betwee nthe 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—Alemite 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  
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—Don Winslow  
6.30—Vocal Selections  
6.45—Closing Stock Quotations  
7.00—Rakov's Orchestra  
7.30—Let Us Sing  
8.00—Chateau Laurier Orch.  
8.15—Luigi Romanelli and Orch.  
8.30—The Children's Album  
8.45—Roland Todd, Organist  
9.00—This English  
9.15—The Gloom Chasers  
9.30—Acadia Serenade  
10.00—Bonjour Paris, Bonsoir  
10.30—Dramatic Presentation  
11.00—Symphonic Strings  
11.30—Talk  
11.45—The News  
12.00—Music for Musie's Sake  
12.30—In a Modern Mood

CKAC, MONTREAL, 730 K.  
6.15—Summary and weather  
6.28—Planologue  
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—Jimmy 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 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

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  
9.30—Edgar A. Guest  
9.00—Husband and Wives  
11.00—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—Songs by Carlotta  
6.15—Terry and his Pirates  
6.30—Jack Armstrong  
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11.00—Contented Program  
11.30—Guy Hedlund and Company  
12.00—News  
12.30—Orchestra  
1.00—Weather

## INCREASING ROLE OF CANADA IN WORLD EVENTS SHOWN BY DEMAND OF FOREIGN COUNTRIES FOR NEWS REEL COVERAGE

### Fields of Aviation and Medical Science Create Biggest Demand for Canadian 'Copy' and Draw Applause From Foreign Audiences

The increasing role being played by Canada in world events, particularly in the field of aviation and medical science, has been strikingly illustrated during the past 12 months by an increased demand abroad for Dominion news-reel coverage. This was revealed this week as thousands of feet of sound film, recording Canada's march of progress during 1937, were stored away in the archives until future generations choose to throw these scenes upon the scene again.

While death dropped from the skies on at least two continents, the chief item of news-reel copy to draw the applause of English-speaking theatregoers in 1937 was the victory of commercial aviation as giant British and American clippers completed the first two-way test flights over the Atlantic and added to the drama by meeting and greeting each other in mid-ocean. Cinematic records of the Montreal-New York arrivals and departures are not only being preserved in the archives here, but also in those of Washington and London.

In another field of science, audiences abroad have been particularly interested in the romantic film story of radium's discovery in Canada. From the mining operations in the Great Bear Lake area to the use of radium in hospitals, this fact - film material is being shown now in all parts of the world.

By plane, train, car and speedboat and, on occasion, dog-sled, Canada's newsreel cameramen have scurried to the scene to record swift moving events that were making history. A survey of Canada's 1937 news - reel footage reveals that no specific area in the Dominion had a monopoly on the news and that events were covered comprehensively from coast to coast and as far north as the Arctic Circle.

The trans-Atlantic flying-ships came and went; there was the joyous departure from Quebec and Maritime ports of thousands of Coronation visitors; disastrous floods in Western Ontario took their toll of lives and property damage; two new warships for Canada's coastal defence eased serenely into Halifax harbor; the droughts changed great areas in the West to desert; there was the search for the lost Russian trans-Polar fliers; the colorful journey of Lord Tweedsmuir to the Arctic rim; the international peace rally at Vancouver.

With great events happening, members of the trans-Canada corps of Associated Screen News cameramen were on the diversified 1937 scene; newsreel records were secured for Dominion and international release and swiftly sent to all corners of the

globe. In this swift moving panorama of Canadian life in 1937, one of the biggest news stories in years was the unsuccessful invasion of the C.I.O., marked by a strike at Oshawa of nearly 4,000 automotive workers, the massing of Central Ontario police reserves, the Queen's Park repercussions which saw two cabinet ministers handing in their resignations to Premier Hepburn.

Celebrities of other nations came and went; screen messages of national and international interest were delivered by Dominion and foreign spokesmen. Associated cameramen were always present with their sound film equipment. Icebreakers cleared a 71 mile path in the St. Lawrence ship channel to open navigation to Montreal and Toronto; in the field of aviation, Matt Berry won the McKee Trophy; engineers launched the construction of a \$250,000 weir at Niagara Falls; the circus left its winter quarters at Hamilton, Ont., and 20 men held a python so that the cameramen could get a close-up.

Quebec staged the international dog derby; Vancouver held a seven-mile bicycle race; Finance Minister Dunning said times were looking up; nine Toronto office girls held a \$75,000 sweepstake ticket on the Derby runner-up and announced their plans; the Annapolis Valley apple blossom festival was held at Kentville, Nova Scotia; an infantile paralysis epidemic swept Central Ontario; Harry Cooper won the Canadian Golf Open and the Seagram Cup; Transport Minister Howe flew from Montreal to Vancouver in a day.

Throughout the high pressure of events, cameramen rushed by every means of transportation to the scene of happenings. With their 1937 celluloid efforts now filed away in the archives, Canadian newsreel cameramen have already embarked on their 1938 activities.

## NEWS AND NOTES

Benny Goodman and Harry James, first trumpet man with the Goodman "swing" crew, have written a new ditty dedicated to the popular feature of Life magazine called "Life Goes to a Party."

Last week Kate Smith, accompanied by Jack Miller and his Kate Smith Hour orchestra recorded their version of the new song sensation, "Bel Mir Bist Du Schoen." This week, when the news came out, the RCA - Victor Company was swamped with orders for the platter, which hasn't been released yet.

## GRACE MOORE TO SING ROLE THAT WON HER FAME, FROM METROPOLITAN OPERA

NEW YORK, Jan. 10—Grace Moore, the glamorous soprano of opera, radio and screen, returns to the Metropolitan Opera House after more than a year's absence on Saturday, Jan. 15, to sing Mimi in "La Boheme" to be broadcast from the stage of the Metropolitan over the NBC-Blue Network beginning at 2:55 p.m. AST.

The role of Mimi, the unfortunate little French seamstress of Puccini's immortal tragedy, has long been one of Miss Moore's favorites, and one which has played a significant part in her career. In it, as a young singer, she made her sensational debut at the Metropolitan ten years ago and the name Mimi has since become almost synonymous with Grace Moore.

### TWO NEW VOICES

The January 15th performance also will introduce Bruno Landi and Carlo Tagliabue, former members of the famous La Scala at Milan, who have made successful appearances in South American opera seasons. Muriel Dickson, soprano, will be Musetta and Gennaro Papi will conduct.

Grace Moore, as a 16 year old pupil at the Wilson-Greene School of Music in Washington, was selected as the school's prize pupil and as such earned the distinction of singing with the great Martinelli when he came there for a concert. A music critic said the girl showed promise, which was all young Grace needed. With borrowed money she ran away from school and came to New York for what she believed would be a short-cut to fame.

She sang everywhere and anywhere—in a Greenwich Village cafe and with a road company of a musical comedy. She finally reached Broadway as the ingenue in a popular musical show. Miss Moore was chosen to understudy Julia Sanderson. In a short while, by taking whatever engagements she could get, Miss Moore saved enough money to study abroad, but was later brought back by Irving Berlin to star in three editions of his Music Box Revue. Between seasons she went to Europe for further study, met Mary Garden, and won an audition at the Metropolitan. As a result, she was engaged as leading soprano, making her historic debut there in 1928.

### STARS IN FILMS

Miss Moore later went to Hollywood to make "One Night of Love," the first successful film to feature operatic music. It won for its star a medal from the Academy of Arts and Sciences. Miss Moore's three successive starring vehicles met with great success and in her latest, "I'll Take Romance," she sang six complete arias from as many different operas—more than have been allotted to any other singer in Hollywood history.

Although he is the outstanding Broadway theatrical star of the year, Orson Welles refuses to let his radio sponsors give him billing on the program. He insists that the introduction of a "name" personality would dispel the illusion that is "The Shadow."

## SIXTH CONCERT IN NBC SERIES TO BE HEARD ON FRIDAY

### CBC Will Carry Broadcasts of "Music Appreciation Hour"

OTTAWA, Jan. 10—The sixth concert in series A and B of the NBC Music Appreciation Hour, dealing respectively with the parts played by oboes, English horns and bassoons in the orchestral family, and "fun in music," will be conducted by Dr. Walter Damrosch on Friday, Jan. 14, at 3 p.m., AST, over the national network of the CBC as an international exchange feature.

An excerpt from Grieg's Symphonie Dance 2, followed by "In the Village" from Ippolitov - Ivanov's "Caucasian Sketches," and Largo from Dvorak's "New World" Symphony will be the Second Movement from Rimsky-Korsakov's "Scheherazade" and "Dragoons of Alcala" from Bizet's "Carmen" Suite No. 1.

Fun in music will be illustrated in Series B by "Peasant's Merry-making" from Beethoven's "Pastoral" Symphony; "Merry-Go-Round" from Powell's "At the Fair"; Czibulka's "Minuet of the Fly"; Gullon's arrangement of "Turkey in the Straw," and "Dance of the Apprentices" from Wagner's "The Mastersingers."



Grace Moore as Mimi in "La Boheme," to be broadcast in its entirety from the Metropolitan Opera over the NBC - Blue Network on Saturday, January 15th, beginning at 2:55 p.m. AST.

## 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, 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 warm cloth.

Relief starts almost at once. You begin to feel warm and comfortable as VapoRub goes to work directly 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—

## HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

By DALE CARNEGIE  
Author of the famous book of this name

## HAVE YOU SMOKED A TURRET LATELY?

If you haven't smoked a Turret lately—if you have wandered to other brands—you may have perfectly good reasons but, on the other hand, you may be passing up a good thing. "Let's examine the facts!" Turret, you know, is a distinctive cigarette—made from an original and unique blend of fine Virginia tobaccos which makes Turret just that much different, just that much better. And you can always turn—or return—to Turrets with confidence in their unvarying high quality. So, if you haven't smoked a Turret lately, we suggest that you try a package today. Even the Turret package is better—it has a handy calendar on the back to keep you up to date.

Imperial Tobacco Company of Canada, Limited

## NEVER TELL A MAN HE IS WRONG



"You can't make a man agree with you by telling him he is wrong. When you do that, you injure his pride and insult his intelligence."



"Instinctively, he wants to defend his opinions and strike back. He wants to hurt you as much as you have hurt him."

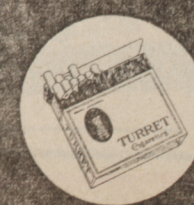


"Besides, how can you be so sure that he is wrong? Perhaps you are the one who is wrong. You do make some mistakes, don't you?"



"Most of us don't want to change our minds about anything. We like to go on believing what we are accustomed to believe."

"So, if you want to change a man's mind, be diplomatic. Don't antagonize him. Show respect for his opinions."



# Turret

CIGARETTES

PLAIN OR CORK TIP