

THEATRE of the AIR

ALL TIMES ATLANTIC STANDARD TIME

FRIDAY'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—Piano Recital
6.45—Closing Stock Quotations
7.00—Orchestra
7.30—Golden Journeys
8.00—Orchestra
8.15—Major Bill
8.30—Kathleen Stokes, Organist
8.45—Canadian Portraits
9.00—Song Sheet
9.30—The United States
9.45—Sam Slick
10.00—Backstage
10.30—Bonjour Paris, Banoir
11.00—Canada 1938
11.45—Canada's Mineral Industry
12.00—By the Sea

CKAC, MONTREAL, 730 K.
6.00—Social Announcements
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—The Chic Program
8.00—Denny's Three Secrets
8.15—Le Cure de Village
8.30—Radio Bingo Leduc
8.45—Queens Hotel Trio
9.00—The Provincial Hour
10.00—Hollywood Hotel
11.00—Elmer W. Ferguson
11.15—Westinghouse Newscast
11.30—Vin St. George Orch.
12.00—Molson Sports Reporter
12.30—Orchestra

WEAF, NEW YORK, 660 K.
6.00—Arthur Lang, Baritone
6.15—Vocal Selections
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—Education in the News
7.15—Don Winslow
7.30—Press Radio News
7.45—Billy and Betty
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Eddie Duchin and Orch.
9.00—Cities Service Concert
10.00—Waltz Time
10.30—Court of Human Relations
11.00—Campagna's First Nighter
11.30—Jimmy Fidler
11.45—Dorothy Thompson
12.00—George R. Holmes
12.15—Orchestra
12.30—Orchestra
1.00—Orchestra

WABC, NEW YORK, 880 K.
5.00—Bob Byran, Whistler
5.15—Sing and Swing
5.30—Bon Voyage
6.00—Salvation Army Staff Band
6.15—Three Treys
6.30—Ray Heatherton, Songs
6.45—Children's Corner
7.00—Margaret Daum, Soprano
7.30—Press Radio News
7.45—Federation of Jewish Charities
8.00—Poetic Melodies
8.15—Song Time
8.30—Jay Freeman and His Orch.
8.45—Boake Carter
9.00—Hammerstein Music Hall
9.30—Hal Kemp's Dance Band
10.00—Hollywood Hotel
11.00—The Songshop
11.45—To be Announced
12.00—Tomorrow's News Tonight

WBZ, BOSTON, 990 K.
6.00—Neighbor Nell
6.15—Vocal Selections
6.30—Orchestra
6.45—Tom Mix
7.00—Orchestra
7.30—Press Radio News
7.45—Charles Sears, Tenor
8.00—Mary Small, Songs
8.15—Commentator
8.30—Lum and Abner
8.45—Louise Florea, Soprano
9.00—Grand Central Station
9.30—Death Valley Days
10.00—Pontiac Variety Show
10.30—Tommy Dorsey
11.00—Russian Rhapsody
11.30—Detective Series
12.00—Vagabonds
12.15—King's Jesters
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.
6.00—Arthur Lang
6.15—Program from New York
6.30—Jack Armstrong
6.45—Little Orphan Annie
7.00—News
7.15—Casey at the Mike
7.30—Wrightville Clarion
7.45—Vic Arden's Orchestra
8.00—Amos 'n' Andy
8.15—Uncle Ezra
8.30—Concert Program
8.45—White Eagles
9.00—Lucille Manners
10.00—Waltz Time
11.00—The First Nighter
11.30—Jimmy Fidler
11.45—Dorothy Thompson
12.00—News
12.15—Orchestra
12.30—Orchestra
1.00—Weather

SATURDAY'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—Orchestra
6.30—Sair Lee
6.45—Closing Stock Quotations
7.00—Orchestra
7.30—L'Ombre de la Tour
8.00—Germany Salutes Canada
8.30—Moccasin and Furs
8.45—Book Review
9.00—Let's All Go to the Music Hall
10.00—N.H.L. Hockey Broadcast
11.30—NBC Symphony Orchestra
12.30—News

CKAC, MONTREAL, 730 K.

6.30—Social Announcements
6.45—Classical Interlude
7.00—Sports Parade
7.30—Gems of Melody
8.00—Le Bon Parler Francais
8.15—To be Announced
8.30—Saturday Swing Session
9.00—Old Fashioned Spelling Bee
9.30—To be Announced
10.00—To be Announced
11.00—Les Chevaliers du Folklore
11.15—Westinghouse Newscast
11.30—Berceuse
11.45—Patti Chapin, Songs
12.00—Molson Sports Reporter
12.30—Orchestra
1.00—Orchestra

WEAF, NEW YORK, 660 K.

6.30—Kaltenmeyer's Kindergarten
7.00—El Chico
7.30—Press Radio News
7.45—Strolling Songster
7.55—The Art of Living
8.00—Top Hatters
8.20—Football Scores
8.30—Steinle Bottle Boys
8.45—Jimmy Kemper
9.00—Believe It or Not
9.30—The Log Cabin
9.45—Concert Orchestra
10.30—Special Delivery
11.00—NBC Jamboree
11.30—Orchestra
12.00—Orchestra
12.30—Orchestra

WABC, NEW YORK, 880 K.

5.15—The Dancopators
5.45—Orchestra
6.30—Orchestra
6.45—Dorothy Gordon's Corner
7.00—Columbia Concert Hall
7.25—Press Radio News
7.30—Eddie Dooley's News
7.45—Orchestra
8.00—Saturday Night Swing Club
8.30—Carson's Band
9.00—Your Unseen Friend
9.30—Johnny Presents
10.00—Professor Quiz
10.30—All in Fun
11.00—Your Hit Parade
11.45—Patti Chapin, Songs
12.00—Orchestra
12.30—Orchestra
1.00—Orchestra

WBZ, BOSTON, 990 K.

6.45—Orchestra
7.00—Rakov's Orchestra
7.30—Press Radio News
7.45—Vocal Program
8.00—Message of Israel
8.30—Uncle Jim's Question Bee
9.00—Orchestra
9.30—Linton Wells
10.00—National Barn Dance
11.00—Gun Smoke Law
11.30—To be Announced
12.00—Orchestra
12.30—Orchestra
1.00—Orchestra

WTIC, HARTFORD, 1040 K.

6.00—Vagabond Adventures
6.30—Kaltenmeyer's Kindergarten
7.00—News
7.15—Casey at the Mike
7.30—Wrightville Clarion
7.45—Medical Talk
8.00—Top Hatters
8.30—Sherc Trio
8.45—Sports of the Week
9.00—Believe It or Not
9.30—Variety Show
9.45—NBC Concert Hour
10.30—Special Delivery
11.00—Jamboree
11.30—Orchestra
12.00—News
12.15—Orchestra
12.30—Orchestra

LISTEN...

on Friday Night

"CANADA-1938"

IMPERIAL TOBACCO'S INSPIRING PROGRAM

Friday 11 p.m. AST

Station CFNB

PLENTY TALENT



When Bess Johnson, shown here, crowned a lullaby on "Hilltop House" in which she is starring over CBS, it marked the sixth talent she has exhibited on the air—others being as actress, writer, director, producer and sound-effects expert.

JOE PENNER
SELECTED BY
22,416 BOYS

Joe Penner was chosen as the favorite radio star by 22,416 boys and girls in the Annual Child Preference Survey just completed by the Boys' Athletic League of New York, according to Robert E. McCormick, the president of the League.

It was the girls' vote that made Penner victor over his nearest rival. The Child Preference Survey conducted by the League was six months in the making, and is used by colleges, schools, Parent-Teacher Associations and other organizations, and is one of the most ethical surveys conducted annually. Serving actively on the board of governors are Senator Robert Wagner, Warden Lewis E. Lawes, G. T. Kirby, Angler B. Duke, Drexel Duke, Judge Peter Schmuck and the noted criminologist, Dr. Carleton Simon.

Formal announcement of Penner's victory will be made on the Penner program, Sunday, Jan. 16, at 7 p.m., Atlantic Standard Time.

Prof. MacDonald
Will Review Book
By English Author

An appreciation of Canada by a young English writer who displays intelligence and humor in his writing will be discussed on the CBC "Book Review" by Professor J. F. MacDonald on Saturday, Jan. 16, when he speaks to the national network audience at 8.30 p.m. AST.

Professor MacDonald has selected Sir Anthony Jenkins's new story, "Where Seldom a Gun is Heard" as the principal work for review. He predicts that there will be a good audience for this book about Canada by an Englishman, who has observed without prejudice and recorded his

THIRTEEN YEAR OLD VIOLINIST WILL
OCCUPY SPOTLIGHT ON NEXT SUNDAY'S
"RISING MUSICAL STAR" SHOW ON NBC

Played Concert On Toy Violin at Age of Three; This Time Will Appear With Priceless "Strad" Under Arm; Other Artists Also On Program

A 13 year old violin prodigy will bring his priceless Stradivarius to the microphone as the "Rising Musical Star" on Sunday night, Jan. 16, at 11 p.m., AST, via WEAF and the Red Network of NBC, as a highlight of the first program in the new series in which the winner of a three-week cycle will be presented the \$500.00 award.

NEWS FROM
THE HOLLYWOOD
AIRWAVES FRONT

Rev. Hal Raynor, creator of Joe Penner's comedy songs, has prepared a number tentatively titled, "Kids, Be Careful," which Joe will sing on his air show in connection with his appeal for traffic safety.

Florence George is highly pleased with the film recordings of the popular numbers she sang for "College Swing" particularly the song "What Did Romeo Say to Juliet?"—which she hopes to offer on her first radio program in 1938.

Al Jolson takes keen delight in spoofing his writers, Ken Browne and Red Corcoran, into thinking he does not get the point of the gags they spring on him; then topping them with some of his own jokes.

Raymond Paige has been wielding a baton for such a long time that very few persons are aware of the fact that he is an expert on the violin. Only his wife, Mary, can get him to play the instrument.

Carlton Kaddell has the choice of one of three programs which he can take when the Hal Kemp - Alice Faye show goes off the air. Meanwhile, he'll continue to announce the "Big Town" broadcasts.

Ralph Rainger and Leo Robin are very happy boys these days, for the majority of critics have written that whatever business "Blossoms on Broadway" does at the box office may be credited to the Robin and Rainger title tune.

story with appreciation and shrewdness, whether dealing with pictorial beauty for his meeting with Premier Hepburn.

The other book which will be discussed is "The Importance of Living" by the great Chinese philosopher and writer, Lin Yutang, to whom the reading world already is grateful for "My Country and My People."

TOOK TOSCANINI'S ADVICE



It was at the personal request of Arturo Toscanini that Alfred Wallenstein came to the New York Philharmonic Symphony as cellist. In 1936 Wallenstein resigned to become a conductor. Here you see him, in a gesture too fast for the cameraman to catch, warming up the Voice of Firestone orchestra before its regular Monday night broadcast over NBC.

DALE CARNEGIE
GIVES POINTERS
TO SALESMEN ON
NEXT PROGRAM

When Dale Carnegie faces the loudspeaker for his second broadcast in his present series titled "How to Win Friends and Influence People," after the best seller by the same name, on Tuesday night, Jan. 18, via WEAF (Red) NBC at 11:45 p.m., AST, he will bring to the microphone Charles Hess, of Huntingdon, L.I.

Mr. Hess a salesman by profession, has been trying to argue his customers into buying his merchandise. He finds that he has not only been unsuccessful in selling his product, but has been losing his contacts as well.

Mr. Carnegie, with the aid of his dramatic staff, will first dramatize the method Mr. Hess has used in attempting to sell his customers. Then he will show the procedure Mr. Hess SHOULD follow to convince his clients that his merchandise is the product they ought to use.

Another feature of the programme will be the interview of William B. Steinhart, a member of the New York Curb Exchange, by Dale Carnegie. Mr. Steinhart, who, according to his own words was one of the worst groggers who ever walked down Broadway, will reveal during his talk with Mr. Carnegie how the author's advice "to keep smiling" made him one of the most popular members of the Exchange.

The weekly Dale Carnegie rule for this program is "Smile."

OLD FRIENDS MEET
FIRST TIME IN TEN
YEARS ON MONDAY

Major Bowes and Cecil B. DeMille Together On Radio Prog.

When Cecil B. DeMille and Major Edward Bowes meet just before their interview in the Lux Radio Theatre on Monday, Jan. 17, it will be the first time they have seen each other in ten years. The Major is going to interview the Radio Theatre producer between the acts of the broadcast of "Disraeli" starring Geo. Arliss.

DeMille and Major Bowes are friends of many years standing even though their only communication has been through correspondence for the last ten years. Strict informality, no standing on ceremony, is the rule for the interview Monday night during the Radio Theatre broadcast over the Columbia network at 10 p.m. AST.

The Major is a close follower of Radio Theatre and it was he who suggested that DeMille be interviewed instead of vice versa. For many months the Radio Theatre producer has been interviewing celebrities on the air between the acts of his productions and the Major thought it was time someone interviewed the interviewer.

Olsen and Johnson have so many friends and relatives they decided to hold open-house for three days prior to Christmas at their respective domiciles.

HOW TO
WIN FRIENDS
AND
INFLUENCE
PEOPLE

By DALE CARNEGIE
Author of the famous book
of this name

HAVE YOU SMOKED
A TURRET
LATELY?

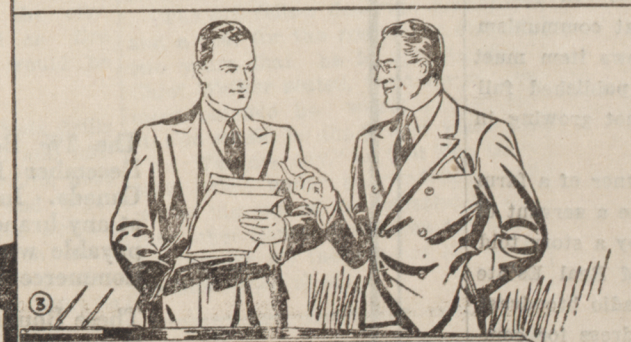
If you haven't smoked a Turret lately—if you have wandered to other brands—you may have perfectly good reasons but, on the other hand, you may be passing up a good thing. "Let's examine the facts!" Turret, you know, is a distinctive cigarette—made from an original and unique blend of fine Virginia tobaccos 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.'"



"If a man makes a statement with which you disagree, begin by saying: 'Well, now, I thought otherwise. But I may be wrong. Let's examine the facts'. 'There is magic in such phrases as that. Nobody objects to being led to the truth. We all object to having it forced upon us.'"



"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?" "Socrates said repeatedly: 'One thing only I know; and that is that I know nothing'. Are you wiser than Socrates?"



"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.'"

Quality and Mildness
Turret
CIGARETTES
PLAIN OR CORK TIP