

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.

- 7.30—Through the Looking Glass
- 7.45—Count of Monte Cristo
- 8.00—One Man's Family
- 8.30—Wayne King's Orch.
- 9.00—Fred Allen
- 10.00—Hit Parade
- 10.45—Kemper and Company
- 11.00—News
- 11.15—The Connecticut Legislature
- 11.30—Meeting House
- 12.00—Weather Report
- 12.30—Lights Out
- 1.00—Silent

THURSDAY'S PROGRAMMES

CANADIAN BROADCASTING CORP.
This is the official programme which you are entitled to receive over Stations CFNB, CHSJ, CKCW, and CHNC.

- 7.30—Through the Looking Glass
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- 9.00—Fred Allen
- 10.00—Hit Parade
- 10.45—Kemper and Company
- 11.00—News
- 11.15—The Connecticut Legislature
- 11.30—Meeting House
- 12.00—Weather Report
- 12.30—Lights Out
- 1.00—Silent

- 5.30—The Fireside Program
- 6.15—Waltz Time
- 6.30—The Recreative Hour
- 7.00—French Songs
- 7.15—Le Cure de Village
- 7.30—Nationale de Benefices Mutuel
- 7.45—Dans les Griffes du Diable
- 8.00—Emission
- 8.30—Laugh with Ken Murray
- 9.00—Chantons en Choeur
- 10.00—Cavaliers de la Salle
- 10.15—Westinghouse Newscast
- 10.30—Montreal Pharmacy
- 10.45—Berceuse
- 11.00—Molson Sports Reporter
- 11.10—Bunny Berigan and Orch.
- 11.30—Joe Reichman and Orch.
- 12.00—Radio Minuit
- 12.15—Eddie Elkins and Orch.
- 12.30—Red Nichols and Orch.
- 1.00—Time and Sign Off

- 6.00—Our American Schools
- 6.30—Press Radio News
- 7.00—Amos 'n' Andy
- 7.15—Uncle Ezra
- 7.45—Vic and Sade
- 8.00—One Man's Family
- 8.30—Wayne King
- 9.00—Town Hall Tonight
- 10.00—Your Hit Parade
- 10.45—Jimmy Kemper's Song Stories
- 11.00—Esso News Reporter
- 11.15—Eddie Le Baron's Orch.
- 11.45—Hotel LaSalle Orch.
- 11.30—Trump Davidson's Orch.
- 12.00—Henry Busse's Orch.
- 12.30—Lights Out

- 4.15—Curtis Institute of Music
- 4.30—Jack Shannon
- 4.45—Academy of Medicine
- 5.00—To be Announced
- 5.15—Mixed Quartet
- 5.30—Deris Kerr, songs
- 5.45—Funny Things
- 6.00—Del Casino, songs
- 6.15—George Hall and His Orch
- 6.30—Sports Resume
- 6.40—Radio News
- 7.00—Poetic Melodies
- 7.15—Ma and Pa
- 7.30—Time for Buddy Clarke
- 7.45—Boake Carter
- 8.00—The Cavalcade of America
- 8.30—Laugh with Ken Murray
- 9.00—Lily Pons
- 9.30—Beauty Box Theatre
- 10.00—Gang Busters
- 10.30—Babe Ruth Program
- 11.00—News
- 11.15—Goodman's Orch.
- 11.30—Reichman's Orch.
- 12.00—Dorsey's Orch.
- 1.00—To be Announced

- 4.00—Parents and Teachers Assn.
- 4.30—Safety Crusaders
- 4.45—Monitor News
- 5.00—Story of Mary Marlin
- 5.15—Dan and Sylvia
- 5.30—The Singing Lady
- 5.45—To be Announced
- 6.00—Esso News Reporter
- 6.15—Evening Little Show
- 6.30—News
- 6.35—Musical
- 6.45—Lowell Thomas
- 7.00—Easy Aces
- 7.15—Doris Hare
- 7.30—Lum and Abner
- 7.45—Musical Moments
- 8.00—Merry Go Round
- 9.00—String Symphony
- 10.00—Vic and Sade
- 10.15—Manuel and Williamson
- 10.30—Lawden on Judiciary
- 12.00—Bob Crosby's Orch.
- 11.00—Esso News Reporter
- 11.15—Emil Coleman's Orch.
- 12.30—Lon Breeze's Orch.
- 1.00—Red Narvz and Orch.

- 4.15—Collegians
- 4.45—The Guiding Light
- 5.00—Adventures of Dari Dan
- 5.15—Don Winslow of the Navy
- 5.30—Jack Armstrong
- 5.45—Little Orphan Annie
- 6.00—News
- 6.30—Wrightville Clarion
- 6.45—Musical Moments
- 7.00—Amos 'n' Andy
- 7.15—Uncle Ezra

- 6.30—Martinez, Tenor
- 6.45—Les Dameselles Guay
- 7.00—Cowboy Songs
- 7.30—News Bulletin
- 7.45—Norman Long
- 8.00—Music and You
- 8.30—Boston Symphony
- 9.30—Midnight in Mayfair
- 10.00—Dramatic Presentation
- 10.30—Cover the Waterfront
- 10.45—News
- 11.00—Music for Music's Sake
- 11.30—Soliloquy
- 12.00—Au Clair de la Lune
- 12.30—Swing High
- 12.45—Good Evening
- 1.00—Restless Bows
- 1.30—From the Coastline
- 2.00—The News
- 2.15—Tropic Goodnight

- 5.00—Social Announcements
- 5.30—Fireside Program
- 6.15—Organ Interlude
- 6.30—L'Heure Recreative
- 7.00—Musical Varieties
- 7.30—Adventures of Laviguer
- 8.00—French Talk
- 9.00—Amateur Hour
- 10.00—To be Announced
- 10.30—Lloyd Huntley and Orch.
- 11.00—Sports Reporter
- 11.30—Isham Jones and Orch.
- 12.00—Radio Minuit
- 12.15—Harry Owen and Orch.
- 12.30—Vincent Lopez and Orch.
- 1.00—Sign Off

- 4.30—Follow the Moon
- 4.45—The Guiding Light
- 5.00—Organ Music
- 5.30—Don Winslow of the Navy
- 6.00—Kanodiers
- 6.30—Press-radio News
- 7.00—Amos 'n' Andy
- 7.30—B.B.C. Broadcast
- 8.00—International Broadcast
- 9.00—Show Boat
- 10.00—Music Hall
- 11.00—News
- 11.30—Northern Lights
- 12.00—Park Central Hotel Orch.
- 12.30—Phil Ohman's Orch.

- 5.45—Children's Corner
- 6.00—Patti Chapin
- 6.15—All Hands on Deck
- 6.30—Sports Resume
- 7.00—Poetic Melodies
- 7.15—Clyde Barrie, Baritone
- 7.30—The Town Crier
- 7.45—Boake Carter
- 8.00—A. & P. Bandwagon
- 9.00—Major Bowes Amateur Hour
- 10.00—True Adventures
- 10.30—March of Time
- 11.00—Danche Orchestra
- 11.30—Dance Orchestra
- 12.00—Dance Orchestra
- 1.00—Dance Orchestra

- 4.30—Medical Society
- 5.00—Story of Mary Marlin
- 5.30—The Singing Lady
- 5.45—Pie Plant Pete
- 6.00—Esso News Reporter
- 6.05—Evening Little Show
- 6.15—Musical
- 6.25—Concert Pianist
- 6.30—News
- 6.45—Lowell Thomas
- 7.00—Easy Aces
- 7.15—Cycle Trades of America
- 7.30—Lum and Abner
- 7.45—Jerry Cooper, Songs
- 8.00—Roy Shields Review
- 8.30—To be Announced
- 9.00—Russian Choir
- 9.30—To be Announced
- 10.00—Esso News Reporter
- 10.05—Time, Weather
- 10.15—Don Bestor
- 10.30—NBC Jamboree
- 11.35—Ray Nobles Orch.
- 12.00—Henry Busse's Orch.
- 12.30—Don Ferdi's Orch.

- 5.00—Haverback Sisters
- 5.15—Program from New York
- 5.30—Don Winslow of the Navy
- 5.45—Little Orphan Annie
- 6.00—News
- 6.15—Baseball Scores
- 6.30—Wrightville Clarion
- 6.45—Baxter and Son

KATE SMITH - OUR GUEST TODAY

(By Ted Collins)
(Manager, Announcer and Producer for Kate Smith.)

Have you ever wondered what it would feel like to be half of a corporation? Maybe I can give you some idea. I'm 50 per cent. of "Kated Incorporated"—and the other half is Kate Smith. You and the rest of the world, by the way, may be interested to know that the young lady you call Kate is always addressed by we who work with her, and by her close friends, as Kathryn.

We've been an organization now for four years, and it takes quite some time for both of us to get used to the idea. When we're not busy broadcasting or rehearsing, we find more than enough to do taking care of our business activities. You'll forgive me if I refer to your radio friend "Kate Smith" as Kathryn. Reversed as it is, that's our nickname for her. Kathryn's salary of \$200 comes from the corporation—and she hasn't asked for a raise in four years. Together we employ 55 people, including our office personnel, in addition to the cast of the Thursday night air shows.

Out of her corporation salary Kathryn pays for her apartment, buys her clothes, all other personal expenses, and sustains her hobbies, which are many. Kated, Inc., has paid no dividends in three years—but have we complained? We have not, because we both decided all earnings should be put back into the business.

One of Kathryn's most valued interests is the "Kate Smith Foundation Award," a subsidiary of the corporation, which takes care of her charitable activities. I wish you could see the famous Smith smile during the pre-Christmas excitement each year. She takes personal charge of the distribution of countless dolls to deserving children, and no matter how much time it consumes she prefers to do the work, herself.

Both of us have always had an active interest in sports, and so it wasn't long till we couldn't resist adding a basketball team, the Original Celtics, to our jointly owned investments. We bought this championship team outside of our regular corporate assets, and for its ownership a separate corporate body was formed. I once thought I was a frantic rooster at athletic contests, but I award the palm to Kathryn. If there is a basketball fan anywhere who can pay more attention to a game and work so hard at rooting from the sidelines all in one breath, I'll be very much surprised.

Also as a result of her love of sports, Kathryn has established a Perpetual Trophy for the North American Slalom Championship at her favorite vacation spot, Lake Placid. If you happen not to be ski-minded, a slalom race is a difficult obstacle race on skis. Kathryn, who is no mean skier, is quite good at slalom, herself, but as the donor of the trophy is ineligible for entry in the contest.

Though our corporation does concern itself with real estate holdings, stocks and bonds, like every other one, our main goal, of course, is the management of air personalities and the production of radio programs.

Among the artists whose careers are guided by Kathryn and myself are the LeBrun Sisters, the Three Ambassadors, male trio, the comedian Henny Youngman, and orchestra leader Jack Miller.

Most recent addition to our list of personalities is Jim Crowley, athletic coach at Fordham University, all of whose activities will be under the management of Kated, Inc. In the fall of this year. Kathryn and I have one record that I'm sure must be rare among business partners and co-workers. Not once since 1931, the time of our first association, have we had the slightest tiff of any sort. We've never had a written contract at any time as singer and manager.

The highest compliment she could ever pay me—as a friend, not as a fellow "corporation executive"—would be that she has enjoyed working with me as much as I have with her. You know the warmth and sincerity of her voice on the air; you know her lovable thoughts of others. You know her voice as that of a real friend—and I can assure you, that is the real "Kate Smith."

- 7.00—Amos 'n' Andy
- 7.15—Vocal Varieties
- 7.30—Guess the Name
- 7.45—Red Roberts Orch.
- 8.00—Rudy Vallee's Variety Show
- 9.00—Show Beat
- 10.00—Jimmy Dorsey's Orch.
- 11.00—News
- 11.15—Connecticut Legislature
- 11.20—Martinez Brothers
- 11.30—Northern Lights
- 12.00—Weather
- 12.02—Jerry Elaine's Orch.
- 12.30—Phil Ohman's Orch.
- 1.00—Silent

MET BEFORE



Don Ameche and Sonja Henie

Facts of Interest

Canada was the leading exporter of honey to the British Isles in 1936. Shipments of the Canadian product amounted to 2,295,328 pounds, an increase of 560,000 pounds compared with 1935.

Metallic production by Ontario's mines and smelters during the first quarter of 1937 was valued at \$46,887,079, an increase of 24.7 per cent. over the corresponding period of 1936.

Protecting Canada's Waterfowl

OTTAWA, June 23—The Trumpeter Swan is the largest waterfowl in North America. At one time this magnificent bird was common from the Pacific Coast to the Middle west but it now has disappeared from all but the most westerly part of its former range.

In early days the Trumpeter Swan was hunted for its plumage which provided the valuable swansdown of commerce. Most of the Trumpeter Swans now in existence are found in British Columbia, both winter and summer. Some of them spend the winter months on northern rivers whose isolation offers sanctuary and where stretches of open water provide food.

The seeds of the yellow pond-lily and water-shield, the tubers of sago pondweed and other kinds of water vegetation are eaten. Sometimes in severe winters the feeding grounds are frozen over and the Trumpeter Swans may suffer severely. In order to prevent the starvation of these birds it is necessary to supply them with barley or other grain. On one wintering ground a supply of grain is taken by pack-horse from the nearest settlement, a distance of 75 miles.

The Dominion Government maintains a special warden service for the protection of these valuable birds and under this care their numbers have slightly increased. A smaller relative of the Trumpeter Swan and resembling it very closely is the Whistling Swan which nests in the Arctic and is relatively abundant.



On all sides, people are learning that the way to gain almost incredibly quick relief from stomach condition arising from overacidity, is to alkalize the stomach quickly with Phillips' Milk of Magnesia. You take either two teaspoons of the liquid Phillips' after meals; or two Phillips' Milk of Magnesia Tablets. Almost instantly "acid indigestion" goes, gas from hyperacidity, "acid-headaches"—from over-indulgence in food or smoking—and nausea are relieved.

Try this Phillips' way if you have any acid stomach upsets. You will be surprised at results. Get either the liquid "Phillips" or the remarkable, new Phillips' Milk of Magnesia Tablets. Only 25¢ for a big box of tablets at drug stores.

PHILLIPS' MILK OF MAGNESIA

Pupils Send NBC a Program Idea

NEW YORK, June 23—That grammar school children take a deep interest in international affairs is indicated in a letter received by the National Broadcasting Company from pupils in a Nebraska school. The letter follows:

"We are children in the third and fourth grades in the Dodge School at Grand Island, Nebraska. We believe that if boys and girls all over the world could become friends that they might prevent war. We believe that the radio can help us get acquainted with children in other countries. Could you make it possible for children in America to talk to foreign children over the radio, and for them to talk to us? We hope you can."

Franklin C. Dunham, NBC's Educational Director, said in his reply: "We intend to make it possible for children in other lands to send their programs over here to the United States and to have just such young folks as yourselves, show them what we are doing over here."

NEW NBC CONCERTMEISTER MAGIC KEY

NEW YORK, June 23 — Mischa Mischakoff, the internationally famous violinist who recently accepted the post of concertmeister of the expanded NBC Symphony Orchestra, will be the featured artist on the Magic Key of RCA program Sunday, June 27, from 2 to 3 p.m., EDST, over the NBC radio network.

Mischakoff, as concertmeister, will be associated with Artur Toscanini and Artur Rodzinski in the forthcoming radio concerts of the NBC Symphony Orchestra. The National Broadcasting Company, in building the personnel of its orchestra, is selecting musicians with established reputations, with each man in each section capable, if necessary, of assuming "first chair."

Mischakoff is the second soloist from the string section of the NBC Symphony to make a guest appearance on the Magic Key program. William Primrose, brilliant violinist, was the first.

Mischakoff is the second soloist of the Chicago Symphony Orchestra for the past five years. Previously he had filled the same post with the New York Symphony Orchestra under Dr. Walter Damrosch, and with the Philadelphia Symphony Orchestra under Leopold Stokowski.

Other artists, heard regularly on the full hour broadcast, include Dr. Frank Black and the NBC Symphony Orchestra and Milton Cross and Ben Grauer as masters of ceremonies.

Also to be featured will be John B. Kennedy, RCA's Flying Reporter. He will speak from Camden, N. J., home of RCA-Victor, on the new 1938 receiver models. Arm chair control, electric tuning and a complete departure in cabinets are highlights of the new models.

FIFTH ANNUAL STONE CLUB DE LUXE

TORONTO EXCURSION JULY 2nd

\$18.35 IN COACHES \$26.50 PLUS BERTHS

RETURN UP TO JULY 14

From Saint John, Fredericton, Edmundston and All Intermediate Stations.

Solid, all-steel special train direct to Toronto. Optional Return via Ottawa and Quebec.

CANADIAN PACIFIC

SHAKESPEARE AND RADIO SEEN BUT NOT HEARD

Now that radio has finally discovered Shakespeare in a great big way, it is pointed out that he was centuries quicker in discovering radio. The Bard not only predicted the kilocycles—but most of the headlines on the airwaves, if we can believe his own works.

At least he very plummy foretells the following: "A kind of excellent dumb discourse"—(The Tempest, Act III, Scene 3) The Lombardos, Guy, Carmen. "He makes sweet music"—(The Two Gentlemen of Verona, Act II, Scene 7) Andre Kostelanetz. "I'll charm the air to give a sound"—(Macbeth, Act IV, Scene 1) Kate Smith.

"We few, we happy few, we band of brothers"—(Henry Vth, Act IV, Scene 3) The Lombardos, Guy, Carmen, Lebert and Victor. "The horn, the horn, the lusty horn"—(As You Like It, Act IV, Scene 2) Benny Goodman. "Nay, an thou'lt mouth, I'll rant as well as thou"—(Hamlet, Act V, Scene 1) Martha Raye.

"As sweet and musical as bright Apollo's lute."—(Love's Labour Lost, Act IV, Scene 3) Lanny Ross. "And let me wring your heart for so I shall."—(Hamlet, Act III, Scene 4) Al Jolson. "A hand open as day for melting charity"—(King Henry IV, Part II, Act III, Scene 4) Eddie Cantor. "Can such things be?"—(Macbeth, Act III, Scene 4) Robert L. Ripley. "In his motion like an angel singer"—(Merchant of Venice, Act IV, Scene 1) Morton Downey.

"A fellow of infinite jest"—(Hamlet, Act V, Scene 1) Milton Berle. "He is wont to speak plain and to the purpose"—(Much Ado About Nothing, Act II, Scene 3) Arthur Godfrey, the announcer. "It will discourse most eloquent music"—(Hamlet, Act III, Scene 2) Phil Spitalny's all-girl orchestra. "Gossip of the air"—(Twelfth Night, Act I, Scene 5) Walter Winchell.

"Her voice was ever soft, gentle and low—an excellent thing in woman"—(King Lear, Act V, Scene 3) Helen Hayes. "I will a round unvarnished tale deliver"—(Othello, Act I, Scene 3) Alexander Woolcott.

MANHATTAN: Kate Smith, dodging a sudden shower on Fifth Avenue, steps into a shop that specializes in boating equipment. . . . Guy Lombardo, on Monday, with brother Lebert and his brand-new bride, hurrying down the steps of Lady Chapel at St. Patrick's Cathedral. . . . Andre Kostelanetz strolling with friends near Central Park Zoo promenade, buys a pencil-sketch of himself from one of those rapid-fire artists. . . . Arthur Godfrey, formerly a Marine himself, chats with a couple of uniformed cadets near Jack Dempsey's corner of 8th Avenue and West 52nd Street. . . . Robert L. Ripley, backstage at the NBC studios, keeps his cast laughing at a pantomime of a rookie pitcher getting his signals mixed. . . . Phil Spitalny and several of the charmers of his all-girl band, applaud the little street band at Seventh and 56th. . . .

HOLLYWOOD: Al Jolson and the Missus, celebrating at lunch in the Brown Derby with the recently-wed Mrs. Bud Westmore—Martha Raye to you—and the blushing groom. . . . Jack Oakie, looking very collegiate in a crew-neck sweater, waves to George Burns and Gracie Allen, as they hurry along the other side of Vine Street. . . . Eddie Cantor watching intently as Bobby Breen excitedly gestures toward an English speed bicycle in a Wilshire Boulevard parking lot. . . . Gertrude Niesen pauses in front of a radio shop on Sunset Boulevard, and the clerk in the doorway runs out with an autograph book. . . .

Children's Colds

Checked without "dosing." Rub on.

VICKS VAPORUB

OVER 17 MILLION JARS USED YEARLY

man"—(King Lear, Act V, Scene 3) Helen Hayes. "I will a round unvarnished tale deliver"—(Othello, Act I, Scene 3) Alexander Woolcott.

I call it the "Friendly" Smoke!

Rosebud is a pleasure smoke all the way. It has fragrance, coolness and everything else that a GOOD pipe tobacco should have. If you're particular about what you smoke, men, try Rosebud—the "friendliest" tobacco you ever packed in your pipe.

ROSEBUD

Cut smoking tobacco

THE MARITIME SMOKE

PHILLIPS' MILK OF MAGNESIA