

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.

6.30—Glenn Darwin
6.45—Mozart Trio
7.00—Puccini
7.15—Rex Battle Orch.
7.30—Canadian Press News
7.45—The Top Hatters
8.00—En Roulant ma Boule
8.30—Concert Series
9.00—Pictures in Black and White
9.30—Lol Paris
10.00—Summer Cocktail
10.30—These Times
10.45—Canadian Press News
11.00—Braddock-Louis Fight
12.00—Just S'posin

CKAC, MONTREAL, 730 K.

5.00—Social Announcements
5.15—Summary and Weather
5.20—Planologie
5.30—Fireside Program
6.15—Waltz Time
6.30—L'Heure Recreative
7.00—Les Sports de L'Air
7.30—Jose Deloquerriere
7.45—Dinner Music
8.00—Provincial Hour
9.00—Di-so-ma
9.30—Vin St. George's Orch.
10.00—Chas. Kramer and Orch.
10.15—Westinghouse Newscast
10.30—Alex. Lajoie and Orch.
11.00—Molson Sports Reporter
11.10—Gus Arnheim and Orch.
11.30—Frank Dalley and Orch.
12.00—Radio Minut
12.15—Anson Weeks and Orch.
12.30—Bob McGrew and Orch.
1.00—Time and Sign Off

WEAF, NEW YORK, 688 K.

5.00—Nellie Revell Interviews
5.15—Women's Clubs
5.30—Don Winslow of the Navy
5.45—Little Orphan Annie
6.00—Science in the News
6.20—Three X Sisters
6.30—News
6.45—Little Orphan Annie
7.00—Amos 'n' Andy
7.15—Vocal Varieties
7.45—The Passing Parade
8.00—Russ Morgan and Orch.
8.30—Wayne King and Orch.
9.00—Vex Ipe
9.30—Fred Astaire
10.30—Hollywood Gossip
10.45—Vic and Sade
11.00—Braddock-Louis fight
12.00—Rainbow Orch.
12.30—Casino Orch

WABC, NEW YORK, 868 K.

4.30—Pop Concert
5.00—Tito Gutzler
5.15—Science Service Series
5.30—St. Louis Syncopated
5.45—Children's Corner
6.00—Patti Chaplin
6.15—Alexander Ceres
6.30—Dinner Concert
6.40—News
6.45—To Be Announced
7.00—Poetic Melodies
7.15—Ma and Pa
7.30—Alexander Woolcott
7.45—Boake Carter
8.00—Hammerstein Music Hall
8.30—Al Jensen Show
9.00—Watch the Fun Go By
9.30—Jack Oakie
10.15—Sperry Male Chorus Parade
10.30—Musical Americana
10.45—Tommy Dorsey and Orch.
11.00—Anson Weeks and Orch.
11.30—Leon Belasco and Orch.
12.00—George Olsen and Orch.
12.30—Happy Felton and Orch.

WBZ, BOSTON, 990 K.

4.00—Bavarian Orch.
4.30—Dag Heroes
4.45—Young Hickory
5.00—Young Health
5.30—Singing Lady
5.45—Little Orphan Annie
6.00—Minute Men
6.15—Animal Close-Ups
6.25—Concert Pianist
6.30—News
6.35—Lowell Thomas
7.00—Easy Aces
7.15—Tony Russell, Songs
7.30—Lum and Abner
7.45—Vivian Della Chiesa, Soprano
8.00—Husbands and Wives
8.30—Edgar A. Guest
9.00—Ben Bernie and the Lads
9.30—Sweetest Love Songs
10.00—To Be Announced
10.30—Portraits of Harmony
11.00—Braddock-Louis fight
11.30—Johnny Hamp Orch.
12.00—Shandor, Violinist
12.08—To Be Announced
12.30—Jimmy Dorsey's Orch

WTIC, HARTFORD, 1040 K.

5.00—Nellie Revell
5.15—Women's Club Program
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—Frank Morgan
7.00—Amos 'n' Andy
7.15—Vocal Varieties
7.30—Chateau News Reporter
8.00—Johnny with Russ Morgan

8.30—Wayne King's Orch.

9.00—Vox Pop
9.30—Johnny Green's Orch.
10.30—Jimmy Fiddler
10.45—Vic and Sade
11.00—Braddock-Louis fight
11.15—Connecticut Legislature
11.20—Polish National Home
11.50—Rudolf Friml Jr's Orch.
12.02—Emery Duetsch's Orch.
12.30—Orchestra
12.45—Maurice Sherman's Orch.
1.00—Silent

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.

6.30—Swing Harmonicas
6.45—Recital
7.00—Rene Mathieu
7.15—es Cavaliers de La Salle
7.30—Canadian Press News
7.45—Gordon Calder, Tenor
8.00—Del Gréco Entertains
8.30—To Be Announced
9.00—String Symphony
9.30—Silent
10.00—Automobile Vagabond
10.30—Ranger Reminiscences
10.45—Canadian Press News
11.00—Musical Hour
11.30—Romantic Mood
12.00—The Pleasure Bowl
12.30—Safety First
12.45—Good Evening
1.00—Listening Time

CKAC, MONTREAL, 730 K.

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—Cavalliers de la Salle
10.15—Westinghouse Newscast
10.30—Montreal Pharmacy
10.45—Beauce
11.00—Molson Sports Reporter
11.10—Bunny Berigan and Orch.
11.30—Joe Reichman and Orch.
12.00—Radio Minut
12.15—Eddie Elkins and Orch.
12.30—Red Nichols and Orch.
1.00—Time and Sign Off

WEAF, NEW YORK, 688 K.

6.00—Our American Schools
6.30—Press Radio News
6.45—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
10.35—Jimmy Kemper's Song Stories
11.00—Esso News Reporter
11.05—Eddie Le Baron's Orch.
11.15—Hotel LaSalle Orch.
11.30—Trump Davidson's Orch.
12.00—Henry Busse's Orch.
12.30—Lights Out

WABC, NEW YORK, 868 K.

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—Doris Kerr, songs
5.45—Funny Things
6.00—Del Casine, 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 Pens
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

WBZ, BOSTON, 990 K.

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
10.40—Bob Crosby's Orch.
11.00—Esso News Reporter
11.15—Emil Coleman's Orch.
12.30—Lon Breeze's Orch.
1.00—Red Harvo and Orch.

JOHN BARRYMORE TO PRESENT SERIES OF SHAKESPEARE PLAYS OVER NBC



John Barrymore in Shakespearean costume (above) as he will appear before the NBC microphones in the new Shakespearean series begun on Monday, June 21.

NEW YORK, June 22—John Barrymore, first modern American interpreter of the works of William Shakespeare, will this summer present a series of radio performances of Shakespearean roles to the coast to coast audience of the National Broadcasting Company which first brought Shakespeare to the American radio audience and which has presented 70 radio performances of the Bard's plays during the last eight years.

The first of six 45-minute programs of the series was "Hamlet," which was heard Monday, June 21, over the NBC-Blue network. On subsequent Monday evenings at the same hour, there will be presentations of "Richard the Third," "Macbeth," "King Lear," "Richard the Second," and either "Winter's Tale" or "Cymbeline."

Stage and radio directors who have discussed the series with Barrymore, who calls it "streamlined Shakespeare," have expressed the opinion that it will be the point of departure for a revolutionary improvement in radio-drama technique.

Melodramatic Version
Barrymore has long held to the belief that Shakespeare intended most of his works to appeal to the general public and wrote them in a melodramatic fashion which was the forerunner of such plays as: "Nellie the Beautiful Cloak Model."

Barrymore's "Richard III" in 1920 and "Hamlet" in 1924 were the first versions which successfully brought these works back into the tradition of the popular drama in which they were originally conceived.

"If Shakespeare, in his grave, could see the dignity and reverence with which his comedies have been treated," Barrymore declared, "his bones would rattle like dice. His works were essentially modern. Shakespeare fashioned the present-day patterns of comedies and melodramas when he wrote some of his best known works. And I feel that he wanted them played the way we intend to play them."

The radio performances of Shakespeare, in addition to stressing the element of essential modernity, will be the first specifically designed to take advantage of the special conditions under which classic drama is broadcast.

When the National Broadcasting Company first put the plan before Barrymore some time ago, he began

WTIC, HARTFORD, 1040 K.

4.15—Collegians
4.45—The Guiding Light
5.00—Adventures of Dari Dan
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
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11.00—Esso News Reporter
11.15—Emil Coleman's Orch.
12.30—Lon Breeze's Orch.
1.00—Red Harvo and Orch.

Arthur Godfrey --- Our Guest Today

(By Arthur Godfrey)
Commentator of the Saturday night CBS Professor Quiz broadcasts and six programs in Washington, D. C., one of which has 85 sponsors. He is said to earn more money than any other announcer in radio.)

The science and art of broadcasting has undergone many notable changes since I debuted as a fifteen minute singing act on WFBR, Baltimore, in 1929. But by far the most significant metamorphosis has been in the attitude of sponsors towards the radio audience.

Time was, not so long ago, when sponsors looked upon the ether audience as a group of fortunate but lowly people who were granted the privilege of listening to all these lovely radio programs—without it costing them a cent.

Consequently, the announcers they engaged, as their ministers plenipotentiary before the microphone, presented the program in tones and accents which might well have graced, at the very least, the Prime Minister of Great Britain. Each spoke as if he were a graduate of the American School of Dramatic Art who had taken a postgraduate course at Oxford. These "broad a" boys looked down upon the radio public from their lofty elocutionary heights. The public was less than dust.

But with the development of radio and the influx of more new sponsors, the competition for an audience began to be a little bit more hectic. The sponsor, who was content in the knowledge that every night, at such and such a time, there would be an audience of 10,000,000 or so tuned in to his program—and incidentally his commercial blarney—found to his dismay that another sponsor had engaged a period opposite his.

And his opposing sponsor was a gentleman who was spending unheard of amounts of money for talent with which to win away his audience.

This instituted a talent fight without precedent. Audiences had a holiday. A twist of the dials was sure to find a good program on some station. But the high hat announcers hadn't changed their ways.

Finally the sponsor realized that he was perhaps only a guest in the listeners' homes. As a matter of fact he was there only through the listeners' hospitality and a mere twist of the dials would be sufficient to dismiss him and his air representatives.

At this time he began to wonder about his announcer. Wasn't his approach too stiff, too formal? Did he sound natural or were his accents too phoney? Maybe it would be better if he sounded more like the man in the street.

So the star announcers like Don Wilson, Harry Von Zell, Ken Niles, Ronald Drake, and Bill Goodwin was in the ascendant. More and more demands were being made for their services. They were congenial, friendly. They radiated personality and were less of the cold savant than their forerunners.

My own experience is a case in point. I ran away from home when I was fourteen and therefore never had much of a formal education. If I had approached either of the networks for a job before this new type of announcer became popular I wouldn't have had a chance with my un-Oxfordized manner of speech.

However, when the sponsors began to look for just my type of guy, I got my first network job. That was about three years ago. Today, I have one program on WJSV, the Columbia outlet in Washington, which has 85 sponsors. This is a daily morning program of recordings. Four other commercials keep me pretty busy in the Capital City during the week.

On Saturday, I come to New York to handle the Professor Quiz broadcasts over the Columbia network. It is a lot of work—but it makes me a lot of money.

I've had more than 34 jobs in as many years—and I'm no older than that—running the gamut from coal miner to radio engineer in the Coast Guard. But I like my present one best of all.

And you can bet your bottom dollar I would never have gotten it, if friend sponsor hadn't finally seen the light.



Lear, King Richard II, King Richard III, The Merchant of Venice, Merry Wives of Windsor, A Midsummer Night's Dream, Othello, Much Ado About Nothing, Romeo and Juliet, Henry IV, King Henry V, King Henry VI, King Henry VIII, King John, King

Every cup a delight "SALADA" TEA

Offer Cruise to Arctic on Nascopie, Room For Forty

MONTREAL, June 21—A delightful cruise through a most interesting part of the Eastern Arctic is offered this summer by the Hudson's Bay Company of Winnipeg, Manitoba. Their steamer, the R. M. S. "Nascopie," specially constructed for navigation in Arctic waters and having accommodation for 40 passengers, on an all-expense-included basis, will leave Montreal Saturday morning, July 10, on its annual visit to Hudson's Bay, occupying 80 days for the complete cruise. Those not having the time at their disposal to make the entire cruise may board the ship at Churchill, Man., on August 11 for the latter part of the trip.

From Montreal the "Nascopie" will proceed down the St. Lawrence River past Quebec City, Father Point, Anticosti Island and through the Strait of Belle Isle, thence along the Labrador Coast to Hebron, the first port of call. The steamer will then continue to Port Burwell at the eastern entrance of Hudson Strait in the Province of Quebec, Lake Harbour (Baffinland), returning to the Quebec side of the Strait for calls at Wakeham Bay, Sugluk West, Dorset, Wolstenholme, Southampton, Cape Smith and Port Harrison of Hudson's Bay. From Port Harrison the "Nascopie" will cross Hudson's Bay to Port Churchill, Man., where it is due August 8. Here passengers may leave the cruise, travelling via the Canadian National Railways to their destination, while others may join the steamer for the remainder of the cruise. Passengers desiring to go aboard at Churchill should leave Winnipeg by Canadian National Railways in time to catch the sailing on August 11.

Leaving Churchill, the "Nascopie" will make calls at Chesterfield Inlet, Wolstenholme, and Lake Harbour in Baffinland, thence to the most northerly port of call, Craig Harbour. Turning south the steamer calls at Port Ross, Arctic Bay, Pond's Inlet, Clyde River and Pangnirtung in Baffinland. The "Nascopie" sails out of Port Burwell for Halifax, N. S., where it is due on Monday, September 27.

Broadcast Fight; Heard Over CBC

CHICAGO, June 22 — Edwin C. Hill's vivid scene descriptions between rounds will supplement Clem McCarthy's blow-by-blow description of the Braddock-Louis world's heavyweight championship fight in the National Broadcasting Company's exclusive 135-station broadcast tonight. It will be the third time in three successive years that the veteran NBC commentators have been teamed in the reporting of major fights and under the same sponsorship, that of the Buick Motor Company.

Their first job together was the broadcast of the Baer-Louis encounter in 1935 and the second that of the Schmeling-Louis fight in 1936. The combined NBC-Blue and Red networks, used in both of those broadcasts, also will carry the forthcoming fight. This year's hook-up of 125 stations, however, marks an all-time high in sports broadcasts.

Broadcasting will begin at 11 p.m., over the NBC network and the Canadian Radio Commission.

...NIGHT COUGHS



Constant wireless communication is maintained between the ship and shore and the "Nascopie" carries a doctor. According to the Hudson's Bay Company, indications are that the available accommodation will be quickly taken up and recommend early reservations.

TAKE THE HEAT ON HIGH (or Keep In High Gear This Summer)

WHEN the heat comes, some people, like old cars, can't make the grade—they have to slip into "second" or into "low." The heat slows them, saps their "horsepower." Why can I, a youngster of almost 80, who, judged by conventional standards, should be on the scrap heap, drive in high through the hottest summer, defying Mr. Sol, just as in winter I scorn Mr. Zero? The answer is foods. People give no thought at all to the foods they ought to eat, only the foods they like. They follow the herd. Herd intelligence is notably no intelligence at all.

If people would really think, they would realize that bodily health depends upon the blood that feeds the body cells. The blood depends upon the kind of foods which build the blood. Therefore the kind of blood that flows through our bodies can make us shrivel and shiver on cold days and wilt and wither on hot days. The cause of both is viscous,ropy, toxic blood, derived from denatured, dead, demineralized, constipating foods.

Here is how to prove me right or wrong. During the hot spell, make your breakfast of Roman Meal, Bekus-Puddy or Lishus, all you can enjoy with milk or cream, raisins or chopped dates, not body-heating sugar. Make thick cereal to chew thoroughly. If hot cereal is not liked, cook any of them the previous night, allow to cool, place in refrigerator and serve for breakfast, with sliced or canned peaches, ripe bananas, fruit jelly, preserve, or honey with cream or milk. Drink iced Kofy-Sub, sweetened with brown sugar, or preferably honey, added while hot, a very delightful and healthful beverage. For noon meal a salad of fresh fruit or raw vegetables, iced Kofy-Sub. For evening meal, a large fruit or vegetable salad, sprinkled with grated nuts, grated cheese or cottage cheese, or lightly steamed vegetables if salads are not liked, as second choice. Any kind of juicy fruit for dessert. Iced Kofy-Sub or hot Kofy-Sub if hot drink is preferred.

Train the intestines to eliminate after each meal. It is of utmost importance to exercise all groups of muscles briskly, fifteen or twenty minutes daily, to the point of deep breathing, to burn up internal poisonous waste. If you do not know how, send fifty cents for my book "SYSTEMATIZED



The above is from a photograph of Robt. G. Jackson, M.D., taken in his 77th year.

Robt. G. Jackson, M.D.

MUSCLE EXERCISES, illustrated. Rub the body down with rough towel wrung out of hot water in hot weather; cold water in cold weather. Relax muscles, nerves and mind. Do not fret or worry and—well, I stake my reputation on this assertion:—follow this program for one month, or at most two, and so remarkable will be your improvement, you will always follow it. Write for University proof that Roman Meal, Bekus-Puddy, Lishus and Kofy-Sub are wonderfully rich in blood-forming minerals, also other important health literature free. Address: Robt. G. Jackson, M.D., Vine Ave., Toronto.