

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—The Four of Us
6.30—Adventures of Jamie and Josie
6.45—Closing Stock Quotations
7.00—Harry Kogan and Orch.
7.30—Canadian Capers
8.00—Markowsky and his Orch.
8.15—La Salle Cavaliers
8.30—Major Bill
8.45—Kathleen Stokes, Organist
9.00—Laughing with Canada
9.15—The Campbell Sisters
9.30—National Sing Song
10.00—Dramatic Mystery Series
10.30—Spotlight Parade
11.00—Labour Organization
11.30—Orchestra
11.45—The News
12.00—Restless Bows
12.30—Waltz Intermezzo

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 du Village
8.30—Ma'enfant 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 Harmonicas
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
11.45—Alistair Cooke
12.00—Orchestra
12.15—Ink Spots
12.30—Orchestra

WABC, NEW YORK, 860 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 Walters
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
10.00—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 Eaker, 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—Gag, Hugh Johnson
11.15—Songs
11.30—Waltz Interlude
12.00—Vagabonds
12.15—Kings' Jesters
12.30—Orchestra

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 Alistair 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—To be Announced
6.15—Little Variety Show
6.30—Peter and Mathews
6.45—To be Announced
7.00—Orchestra
7.30—L'On Chante
8.00—Rex Battle and Orch.
8.30—Gloom Chasers
8.30—Radio Journal
8.45—Ernest Dainty, Organist
9.00—Democracy at Work
9.15—Piano Sophisticates
9.30—String Quartette
10.00—Canadian Legion Broadcast
11.00—Concert Hall of the Air
11.30—Canadian Portraits
11.45—The News
12.00—August 4th, 1914
12.30—Orchestra

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 Rompus
7.45—Among Our ouenirs
8.00—Hockey School of the Air
8.15—Howard Phillips, Songs
8.30—French Sketch
8.45—Don Juan of Song
9.00—Gratin 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 Vallee 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, 860 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
12.30—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—Kidoodlers
9.00—Gen. Hugu Johnson
9.15—Vocal Selections
9.30—March of Time
10.00—Meeting of the Air
11.00—NBC Nightclub
12.00—Vagabonds
12.15—Kings' Jesters
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 Vallee's Variety Show
10.00—Variety Show
11.00—Bing Crosby
12.00—News
12.15—Orchestra
12.30—Orchestra
1.00—Orchestra

OUTSTANDING EUROPEAN TENOR TO BE EIGHTH MEMBER OF G. M. C. CONCERT

Jussi Ejoerling of Royal Opera at Stockholm Will Make American Debut On November 22

Jussi Ejoerling, leading tenor of the Royal Opera at Stockholm, and just arrived in this country to be the eighth member of the General Motors Concert Company, will make his anticipated American debut in the General Motors Concerts program of Sunday, Nov. 28, broadcast by NBC-WJZ Blue network, between 9 and 10 p.m., AST.

Only 26 years old, Ejoerling has been styled by one critic recently as "perhaps the outstanding tenor of our times." In musical circles it is expected that he may be the outstanding sensation of the music year in the United States after his broadcast debut.

Describing his voice, one correspondent who went lately to Stockholm, wrote: "In him at last the long sought for lyric-heretic tenor in the grand style has been found."

Ejoerling, pronounced Bay-or-ling, with the accent on the "ling," will sing in his first appearance with the Concert Company with the prima donna Maria Jeritza and the General Motors Symphony Orchestra and Chorus under the direction of Erno Rapee.

Of high interest will be the nature of the program, billed simply as "Request Night." In short, "Request Night" will be a program made up of those numbers, both orchestral and vocal, most requested by the many thousands of listeners who responded during the past six weeks' concerts to an invitation to help devise a "Request" program.

Again, therefore, is an interesting "poll" of the American listening audience demonstrated—a practical example of what the listener to this kind of concert favors, the listener speaking for himself and herself. A certain amount of selection had to be made among the most requested numbers to provide orchestral variety, and to suit the soprano and tenor voices of Jeritza and Ejoerling. Obviously, a favorite baritone number could not be included, etc.

Several of the numbers most requested have been done once this season in other programs of the series. But because, in these instances of the preponderance of the requests, they will be repeated on this occasion.

Conductor Rapee will open the program with the Enesco "Romanian Rhapsody No. 1"—a tuneful modern composition by a living composer that is rapidly becoming an American favorite.

Then Ejoerling will make his first American appearance as a concert soloist, and will do two numbers, the "Che gelida manina" aria from Puccini's "La Boheme," and "Rigoletto." The orchestra will then play the "Danse russe Trepak" by Tchaikovsky from the "Nutcracker Suite."

Mme. Jeritza will then come upon the stage to do two soprano songs, "Adieu, forets" from Tchaikovsky's "Jeanne D'Arc" and the "Liebesleid" by Kreisler. The orchestra will next present the "Andante Cantabile" from the Tchaikovsky "Symphony No. 5, in E minor, Opus 64," and John B. Kennedy will again tell of the "Parade of Scientific Progress."

Then will follow one of the magnificent duets from opera music, the famous "Tu qui, Santuzza" duet from Mascagni's "Cavalleria Rusticana." The orchestra will conclude the hour with the Prelude to Act 3 from Wagner's "Lohengrin."

It is interesting to note the composer list represented by the requested program: Tchaikovsky with three numbers; Puccini, Verdi, Mascagni, Wagner and Kreisler with one each.

While the occasion will be Ejoerling's first appearance in America as a concert soloist, he visited the United States as a boy. He was born in the province of Dalarna, Sweden, son of a father who was also a prominent tenor and who had himself sung at the Metropolitan Opera.

When Jussi's mother died, his father decided to return to America and brought with him his three sons, Jussi, Goesta and Olle. Jussi was only 8 years old, and his memories of the trip are fragmentary and hazy. But he recalls that even then his father regarded him as a tenor like himself. So the father and three sons sang a four-tenor quartette, in nearly all of the Swedish churches in the United States.

Donald has lived with Janet since a fan sent him, still in the duckling

MICROPHONICS

Yoichi Hiroaka, NBC xylophonist, who is to make a concert appearance at New York's Town Hall Nov. 24, will play the seldom heard and unique Japanese song, Echigo. It was from this song, Hiroaka says, that Puccini took the melody for his celebrated "Madame Butterfly."

Sidelights on Genevieve Rowe, soprano featured on the Phillip Morris program on NBC: A native of the Wooster, Ohio, and a graduate of the Wooster College of Music, of which her father is Dean, Miss Rowe won the Atwater Kent National Contest in 1929. She holds a Fellowship at the Juilliard School of Music, where she is continuing her studies and has been prominently cast in the new American opera which will be presented by the Juilliard School in December.

If the music of the La Conga Cuban orchestra that you hear over NBC on Friday nights sounds weird, maybe it's because the instruments they play are weird. Their instruments are a songa, a male drum; repicador, female drum; a bongo, which is two drums attached to each other; concheros (Cuban cowbells) and the quijadas, the jawbones of an ass.

Although Edward MacHugh, SBC's Gospel Singer, has been on the air for ten years and has been making recordings of his hymns even longer than that, he heard his own voice on the air for the first time just the other day. That was when he turned on his automobile radio while driving through Connecticut. Says he's going to listen to himself more often now because it is one of the best ways of finding what, if anything, is wrong with his voice.

Richard Crooks, Voice of Firestone tenor, never borrowed so much as a cent to help pay for his education. When his voice had already attracted attention, one of the conductors offered, with the aid of a wealthy friend, to have Crooks supplied with \$10,000 to complete his studies abroad. Despite the fact he had just been married and was making ends meet on \$25 a week, he turned the offer down. He determined that what ever he was to have, he must earn himself. And he has never swerved from that resolution.

STUDIO NOTES

Seymour Simons will offer a medley of his own tunes on a forthcoming "Romantic Rhythm" program.

Eight members of the "Hollywood Mardi Gras" choral group are soloists on Pacific Coast programs.

Johnny the Call Boy has a tailor who is six feet two inches tall.

Betty Winkler will be heard in a new dramatic serial in January. Isabel Manning Hewson, "Petticoat of the Air," has been booked for a series of lectures on radio commenting.

Trueman Bradley's article, "Airing the News," is set for publication by a national magazine.

Fred Allen has challenged Jack Benny to a horseshoe pitching contest.

Kate Smith is a regular attendant at the practice games of her "Celtic" basketball team.

Reed Kennedy, baritone star of the "Song Shop" has passed up a musical comedy role to continue on the air program.

Alice Frost will be heard on four different programs during January. Spencer Bentley is making a series of educational records on dictation.

Believe it or not, the sound of a barking dog on a recent "Aunt Jenny's Real-Life Stories" program was provided by the actor, Brad Barker. Gabriel Heatter often gets letters addressed to "Us" instead of "We, the People."

Carlson Robinson is churning out a new hillbilly tune.

Frank Black withdraws from the "Contented Hour" program in Jan.

Louise Fitch is set for a role in "Kitty Kelly" starting Dec. 28.

Myra Kingsley, heard over Mutual, gathers in fan mail from astrologers all over the country.

stage, last Easter. Grown too big for a bathtub in the backyard, Donald was brought to live in a park lake. Now he has settled contentedly down to life among his fellows, but Janet, fearful he hasn't learned to forage for himself, takes hamburger out to the park every night. When she calls "Donald," the astute quacker separates himself from several hundred other fowl and waddles up to his former owner to be fed and have his feathers stroked.

TODAY'S CHILDREN'S CHILDREN



The script of NBC's Today's Children called for a scene in a day nursery. Being a stickler for realism, Author Irma Phillips had microphones set up in a real nursery in Chicago. She's shown talking over the situation with her stars for a day.

RADIO STARS BEGIN EIGHTH YEAR ON SHOW

Campana's First Nighter Begins Series On November 26th

CHICAGO, Nov. 24—Children from one to six years old were stars for a day during a recent broadcast of the NBC serial, Today's Children. The script called for a visit to a day nursery by Irma (Kay Crane) Phillips, who is also author of the show. So, in the interest of realism, NBC microphones were placed in various spots in the North Avenue Day Nursery here so that authentic recitations and songs could be picked up during the broadcast.

The broadcast was in line with Miss Phillips' policy of keeping the popular NBC serial realistic and true to life by occasionally taking the show from its regular NBC Chicago studios. Not long ago, when the script called for two of the show's principles to go sailing, a Today's Children broadcast was shortwaved from a sailboat in Lake Michigan.

Today's Children, which is sponsored by the Pillsbury Flour Mills Co., Minneapolis, Minn., is heard Mondays through Fridays at 11.45 p. m., AST, over the NBC-Red Network.

Campana's First Nighter began its career on Thanksgiving night, 1930, with a policy of presenting original dramas especially designed for radio. Since then, it has sent many actors and writers to Hollywood, has built up what the sponsor believes is one of the most remarkable audiences in radio and has become a tradition in the NBC Chicago studios.

Still Supplying the music for the First Nighter plays is Eric Sagerquist, blond orchestra leader who first wielded the baton for the show. The Seventh Anniversary broadcast, therefore, will have a special significance for him. It is fitting also that the play should concern music.

"Broken Melody" is the story of a former newsboy who is trying to become a famous orchestra leader because he was once saved from drowning by an orchestra leader who lost his life in the rescue.

Campana's First Nighter is sponsored by the Campana Sales Co., Batavia, Illinois.

BRIEFLY

Boake Carter bows off his radio set manufacturer's program on Feb. 17. The sponsor will drop the program until the following August or September when a five day a week schedule is expected to go into effect. Gabriel Heatter, host of "We, the People," has the inside track to replace Carter in the commentary spot.

"Your Hollywood Parade," the new Warner Brothers show for the "Hit Parade" sponsor, has had its NBC-Red Network debut postponed a week to December 8, to permit a larger list of stations to carry the broadcast.

After her appearance next Monday night (22nd) on "Voice of Firestone," over the NBC-Red Network, Margaret Sparks will resume her concert tour. Her second appearance

MAESTRO SALTER TRACES TRAVELOG OF "VIENI" SONG

Unusual Song Has An Interesting Past, It Is Revealed

Harry Salter, conductor of the "Hit Parade" broadcasts heard every Saturday at 11 p.m., AST, announces "Vieni, Vieni" as Number One hit song of the program, Saturday, November 20.

Salter, intrigued by the fact that a European song holds first place in American popularity, decided to learn the history of the unusual tune. The following is his biography of a hit.

"At number 3, Passage de l'Industrie, in Paris, Vincent Scotti wrote the melody of the song, Jan., 1934. A few weeks later his two friends, Georges Koger and H. Varna, composed the original lyric, written in a peculiar combination of Italian and French words.

Scotti arranged and published the song, himself, in March, within two months it was the rage of Paris. During the following summer its popularity spread to Scotti's native city Rome, and from there to Vienna, Budapest and Stockholm. Recently it was introduced by a French orchestra to an enthusiastic public in Cairo, Egypt.

"A year after the song's first appearance, Buddy Morris, American music publisher, heard it in London. He brought to New York a Parisian recording — and because suitable American words were lacking, the tune was forgotten for a while. Rudy Vallee, who also heard it in London, volunteered to provide a new lyric and to introduce it."

Now Salter himself adds to the triumphal march of "Vieni, Vieni" when he presents it as America's No. One Song on the "Hit Parade."

ance on the show will be on Dec. 27. Vic Knight, director for Eddie Cantor, was approached by Warner Brothers with an offer to direct their new Dick Powell air show but the deal went cold when Cantor, who holds Knight's contract, refused to part with him.

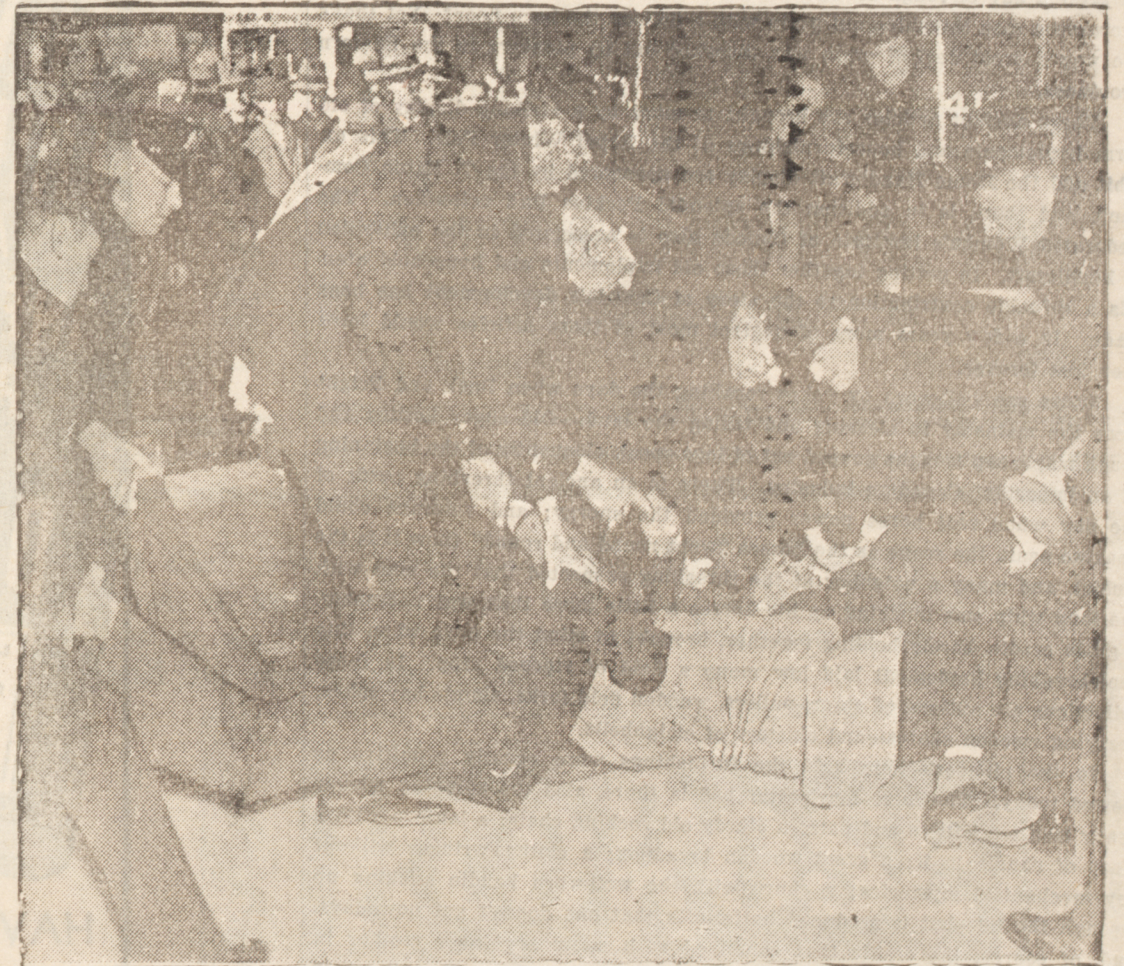
The sponsor of Al Jolson's CBS Show, is dickering with Bea Lillie, comedienne, for a guest appearance with Jolson on Nov. 30.

Sally Nelson, feminine vocal star of "Romantic Rhythm," is making a series of electrical transcriptions for South American release.

Florence George, upon the completion of her current picture for Paramount, will appear in a concert date in San Diego, Calif.

John Nesbitt, commentator, has been signed to write and narrate a series of film shorts for MGM based on the "Passing Parade" broadcast material.

THE "LIE-DOWN" STRIKE COMES



New York City policemen have their hands full hoisting a few of 35 pickets to their feet, after the strikers stretched themselves prone on the sidewalk at 34th St. and Seventh Avenue, New York, one of the city's busiest corners, to stop customers from entering a restaurant of a chain which is involved in a strike. The tactic proved effective until the demonstrators, who clung to one another on the pavement, were lifted to their feet and hauled off in the Black Maria. Magistrate Louis Brodsky recently found 21 of the men and three young women guilty of disorderly conduct. He sentenced three of the men to five days in the workhouse. Seventeen of the men paid fines of \$10 each rather than go for 10 days to the workhouse.