

# 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 Entertainers  
6.45—Closing Stock Quotations  
7.00—Dancing Strings  
7.30—Fanfare  
8.00—Wilf Carter  
8.15—Major Bill  
8.30—Kathleen Stokes, organist  
8.45—Canada Week by Week  
9.00—Orchestra  
9.30—Streamline  
10.00—Lux Radio Theatre  
11.00—Acadia Serenade  
11.30—Sports in Canada  
11.45—The Art Singer  
12.00—Sign Off

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 Romp  
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—Between the 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—Alemitte 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  
7.55—Lowell Thomas  
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  
10.30—Behind Prison Bars  
11.00—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 Revelers  
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—Weekly Song Sheet  
8.00—Chateau Laurier Orch.  
8.15—Major Bill  
8.30—Organ Recital  
8.45—Talk  
9.00—Big Town  
9.30—Al Jolson Show  
10.00—Symphonic Series  
11.00—From Sea to Sea  
12.00—Sign Off

CKAC, MONTREAL, 730 K.  
6.15—Summary and weather  
6.28—Pianologue  
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—Steele Battle Boys  
8.45—Benno Rabinoff  
9.00—Johnny Presents  
9.30—Lady Esther's Serenade  
10.00—Vox Pop  
10.30—Hollywood Mardi Gras  
11.00—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  
9.00—Edgar A. Guest  
9.30—Husband and Wives  
10.00—To Be Announced  
10.30—Roy Shield Review  
11.00—Gen. Hugh Johnson  
11.30—Orchestra  
11.45—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  
6.45—Little Orphan Annie  
7.00—News  
7.15—Studio Program  
7.30—Wrightville Clarion  
7.45—Shere Trio  
8.00—Amos 'n' Andy  
8.15—Vocal Varieties  
8.30—Chateau News Reporter  
9.00—Johnny with Russ Morgan  
9.30—Wayne King's Orchestra  
10.00—Vox Pop  
10.30—Hollywood Mardi Gras  
11.00—Jimmy Fidler  
11.45—Miss Fisher Directs  
12.00—News

## GOODMAN, WHERE TOSCANINI STANDS, GIVES THE LOWDOWN ON THIS "SWING"

(By Douglas Gilbert, Scripps-Howard Staff Writer, N. Y. World-Telegram).

Benny Goodman is a hot lick himself. He's standing right where Toscanini stands in Carnegie Hall. He's doing Rogers and Hart's "Blue Room." The saxes jam in and Benny, chortling with the rhythm, yells "give it a lotta umph." And they give it a lotta umph and Johannes Brahms dies and goes to hell and Benny comes over and turns on his big-boy grin and says: "You didn't think this was a League of Nations conference, did you?"

## Dietrich and McCarthy Dated Up For Sunday



MARLENE DIETRICH

HOLLYWOOD, Jan. 31 — Marlene will make one of her rare microphone appearances on Sunday, February 6, when she keeps an engagement with the irrepressible Charlie McCarthy on the Chase and Sanborn Hour.

When Clark Gable held his celebrated interview with Charlie on this program one of the things he asked the little wooden man was the secret of his charm for the lovely ladies of the screen.

Charlie's classic reply, "Would Garbo tell Dietrich?" is in the record and may rise to plague him when the glamorous Marlene herself visits the broadcast over the NBC-Red Network at 9:00 p.m., AST. Miss Dietrich also plays opposite Don Ameche in the dramatic highlight of the evening's entertainment, a scene from "I Love An Actress."

This broadcast brings John Carter, tenor, to the Chase and Sanborn microphone as a soloist for the first time.

The boys fuss around with their sheets and toss a gag here and there, but there is no clowning and Benny goes back, right where, Toscanini stands, and they begin again and Benny shuts 'em off and he says: "What's that, a D-flat?" cupping his ears, like, "gee that's swell. Wait'll I fix it." And Benny makes a notation on his score and so do the boys on theirs.

"Now hold that note," says Benny, "and then I'll go bloodie-oode-oode." The band lams into it and they come to the D-flat and Benny's clarinet goes bloodie-oode-oode. Benny signs off, but the band keeps going and so does Benny... "ah, dah, de dah dah, de dah dah, de dah, dah," beating out the measure with his clarinet.

The saxes come in again and Benny with a bigger-boy grin that lifts his temples, yells: "Getta lotta crash in that." Baby!

A respite and Benny comes over to talk and right off the bat your reporter starts with fourteen strikes on him. "Now that swing has achieved the dignity of Carnegie Hall," he begins, and gets no further.

"Listen," says Benny, "Szigetti (concert violinist) and a lot of the top men have listened to me and recognize swing as modern and original stuff. They know it's got something. Why, if a lot of the concert stars had Lionel Hampton's rhythm, (Hampton is Benny's vibraphone player) they'd be even greater. And the arrangements I play of Fletcher Henderson are classics, and Jimmy Mundy's, too."

Benny is tall, shouderly and looks like the rah-rah lads who rave about his rhythm. He wears glasses through which he squints good-naturedly, and is one of the pleasantest screw-balls in America—a natural showman.

His Carnegie Hall concert is not a stunt but an honest attempt for originality. "You can ride a success," says Benny (twice he's been voted the No. 1 swing band of America); "you'd be surprised how you can ride a success. But for my own interest, and so as not to get bored, I like to keep going with the new stuff."

"I got a grand idea for the concert, but I'm not going to tell you what it is because maybe we cannot wangle. Anyway, if we do it'll be a surprise."

"But I can tell you one stunt I'm going to do. I studied clarinet seriously, see? I play correct clarinet. And on my sponsored radio program after the concert I'm going to put on, say, the Coolidge string quartet, and we'll play the Mozart quintet for the strings and clarinet, with me on the clarinet. Fun, after the swing session, eh?"

Well, the andante of the Mozart quintet is generally regarded by musicians as one of the very greatest pieces of chamber music. But Benny says he doesn't play that movement.

## FAMOUS FRENCH TENOR SIGNED BY NBC

NEW YORK, Jan. 31—Tino Rossi, the famous French tenor who introduced "Veni Veni" at the celebrated Casino in Paris, is the newest tenor star of the National Broadcasting Company. Signed exclusively by NBC, Rossi is heard over the NBC-Blue Network each Monday and Friday from 8:45 to 9:00 p.m. AST. He made his American debut over NBC on January 24 after a triumphant personal appearance tour of Canada.

The handsome Corsican is reputed to be the greatest box-office attraction in France. In less than three years time he has skyrocketed to international fame and today is the leading motion picture star, the leading record seller and the highest-paid artist in France. Almost 1,000,000 of his records are sold in France each year. His records also enjoy a wide sale in Japan, South America and Canada.

Three years ago, after having won national fame through his recordings, Rossi made his first personal appearance at the Casino de Paree. Among the members of the audience who demanded encore after encore from

"Too difficult," says Benny, grinning. "Besides, the sponsor wouldn't like it; it goes deedle-deedle-dee. I'll probably play the minut movement." Benny takes swing so much in his stride that it's hard to get him to discuss it seriously, and besides he thinks the "academic angle" toward swing is sort of phony.

"The Negroes started swing," says Benny (which he defines simply as improvisations on a theme, although admitting "swing" is a lazy term). "but boredom over playing the same melody time after time was a contributing factor in developing the swing movement."

"Take, 'My Gal Sal,'" says Benny, "it's all right, but what are you going to do after you play it seven hundred times? Musicians get tired and take it to town, try to do something with it, play around with it, lick it around."

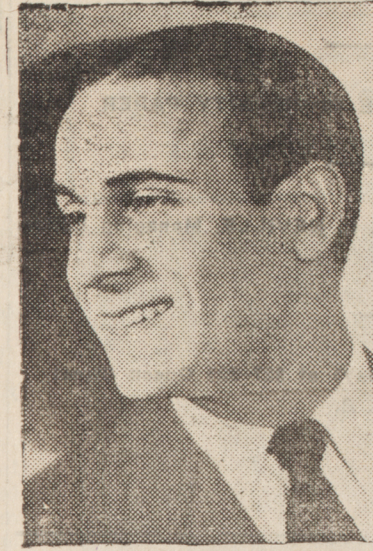
"The managers, as a matter of fact, did their best to discourage swing when it first came out. Said the people wouldn't stand for it and advised us to stick to sweet and commercial stuff. But we don't and swing goes over."

"Maybe swing is dying, as some guy wrote. Maybe the public is getting tired of it. I can't prove it. I can prove the opposite. And another thing, all over the country new guys, kids, are coming up as musicians who all play swing. What are they gonna do? Waltzes? Nuts?"

About this "riding a success" stuff. Is his hand good for three years? "Three years!" says Benny. "What the hell? That's a long time."

Benny says melody'll probably come back.

"Sure," says Benny. "When another band comes along with enough sincerity about his music—unfortunately."



TINO ROSSI

the handsome young singer was John F. Royal, NBC vice-president in charge of programs. Royal invited Rossi to come to America to sing on the NBC networks but motion picture and recording commitments prevented his departure from France at that time. However, he promised the NBC executive that some day he would come to America to "learn English and sing over your NBC."

When Rossi appeared at the Casino he was asked to sing a song typical of his native Corsica. In collaboration with Vincent Scotto, he rewrote an old Corsican number, incorporating

ing melodies from other French airs. That song, "Veni Veni," which he introduced, was destined to sweep the world.

Rossi sings in both French and English, doing not only popular music such as "Veni Veni," but classical selections as well. One of his best selling recordings was an aria from "Manon."

Although nationally known through his recordings, he was not known personally before his appearance at the Casino, for which he was paid three dollars. Immediately after his appearance, however, he appeared in his first picture, "Marinelli," for which he received 100,000 francs. For his second picture, "An Son de Guiltar," his salary was tripled. He is under contract to produce another picture for a French motion picture concern for one million francs.

Born in Corsica, Rossi never took a music lesson. Leaving a provincial school, which he disliked, he got a job in a recording shop. One day, for amusement, he replayed a recording he had made in his spare time. A Parisian impresario who happened to be in the shop heard it, signed the young singer and started him on the road to fame. Rossi plans to go to London in several months to produce his first English-speaking picture, "Oui Madame," and complete a French picture. He will then return to America to begin work for an American motion picture concern.

## Here's Way Science Now Relieves Pain in Minutes

BAD HEADACHES, NEURITIS AND RHEUMATIC PAINS EASED ALMOST AT ONCE

Remember the pictures below when you want fast relief from pain. Aspirin eases even a bad headache or neuralgia often in a few minutes! An Aspirin tablet begins "taking hold" of your pain practically as soon as you swallow it. And Aspirin is safe. For Aspirin does not harm the heart.

Remember these two points: Aspirin Speed and Aspirin Safety. And, see that you get ASPIRIN, the method doctors prescribe. It is made in Canada, and all druggists have it. Look for the name Bayer in the form of a cross on every Aspirin tablet. Get in of 12 tablets or economical bottle of 24 or 100 tablets.

## Why Aspirin Works So Fast



IN 2 SECONDS BY STOP WATCH  
An Aspirin tablet starts to disintegrate and go to work.

What happens in these glasses happens in your stomach—ASPIRIN tablets start "taking hold" of pain a few minutes after taking.

When in Pain Remember These Pictures

## HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

By DALE CARNEGIE  
Author of the famous book of this name

## HAVE YOU SMOKED A TURRET LATELY?

THE offer of a Turret Cigarette is one sure way to start a smoker saying "yes"! "Have a Turret" is an invitation that encourages a receptive state of mind because Turret is such a genuinely satisfying cigarette. Turrets, you know, are made from choice Virginia leaf, combined in an original and unique blend which gives them their distinctive taste, found in no other cigarette. Even the Turret package is better—it has a handy calendar on the back to keep you up-to-date. If you haven't smoked a Turret lately, try a package today.

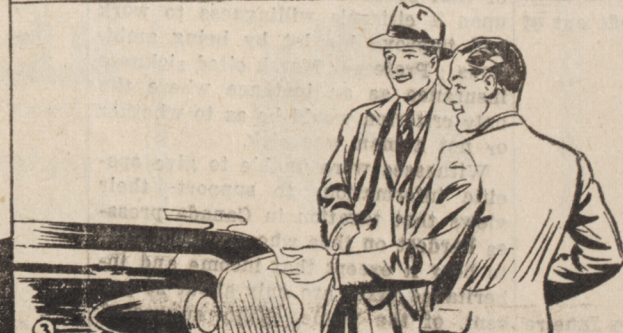
Imperial Tobacco Company of Canada, Limited

## GET THE OTHER PERSON SAYING YES



"When you wish to persuade some one to your way of thinking, begin by talking about things on which you both agree."

"If possible, get him saying 'Yes, yes,' at the outset. Strive always to keep him from saying 'No.'"



"A series of 'Yes' responses, on the other hand, causes a receptive and accepting state of mind."

"The more the other man says 'Yes,' the better your chances become of getting him to say 'Yes' to your proposition."



"There are sound psychological reasons for this. When a person says 'No,' the whole neuro-muscular system sets itself on guard against acceptance."

"A negative, defensive attitude is induced. It becomes easy and natural to go on saying 'No.'"



"He has found himself agreeing with everything else you have said. You and he, it appears, look at things in much the same way."

"Consequently, he will hesitate before saying 'No.' He will not say it without very good reason. But a 'Yes' response comes easily, has no resistance to overcome."



PLAIN OR CORK TIP