

# THEATRE OF THE AIR

## FOR THE DANCERS TONIGHT

12.05 A. M.—Glen Gray's Casa Loma Orchestra.  
12.30 A. M.—Gus Arnheim and his orchestra.  
12.45 A. M.—Herbie Kay and his Orchestra.  
1.00 A. M.—Scott Fisher's Orchestra.  
1.30 A. M.—Roseland Ballroom Orchestra.  
2.00 A. M.—Leon Navara and his Orchestra.

## Sixth Anniversary For Yeast Foamers

CHICAGO, March 25—Jan Garber and his orchestra will celebrate the sixth anniversary of their programme during their broadcast tonight over an NBC-WJZ network at 9.00 p.m. AST.

The program made its radio debut on March 28, 1929, and has been heard over the networks of the National Broadcasting Company continuously since that time. It now ranks as one of the oldest sponsored programs on the networks.

Garber and his celebrated orchestra made their bow on the program on June 18, 1933. After including a dramatic cast in addition to Garber's music for several months, the program recently has resumed its original form, that of thirty minutes of uninterrupted dance music in the distinctive Garber tempo.

The stocky maestro has established an international reputation for distinctive dance music since, slightly more than two years ago, he took over his present group of musicians in its entirety, just as he found them playing in a small night club near Cleveland.

## All - Western Show In NBC Farm Hour

CHICAGO, March 25—Western problems and accomplishments in agriculture will be brought to the attention of a nation-wide radio audience when the first National Farm and Home Hour program to originate entirely on the Pacific Coast is heard over an NBC-WJZ network Saturday March 30, at 1.30 p.m. AST.

Broadcast from NBC studios in San Francisco and the studios of station KEX in Portland, Oregon, the program will bring to the microphone five distinguished speakers, including Peter B. Kyne, world-famous novelist, soldier and farmer.

In addition to Kyne, Dean C. B. Hutchinson of the University of California College of Agriculture; John E. Pickett, editor of the Pacific Rural Press; Frank L. Ballard, vice-director of the Agricultural Extension Service, Oregon State College; and Samuel J. McMillan, a member of the Future Farmers of America, will be heard in the program.

Musical features will include songs by the Westerners male quartet and Josef Hornik's orchestra.

The program has been arranged by Jennings Pierce, Director of Agriculture of the NBC Western Division, and William E. Drips, NBC Director of Agriculture.

Recently the Voice of Experience undertook to underwrite the cost of supplying mother's milk to three New York triplets who would have died if the precious fluid had not been supplied. The original cost was eight dollars a day, but the children have grown so fast, the cost is now just eighteen dollars a day!

## MICROPHONICS

NBC studio pick-ups: Nelson Eddy, the baritone, was a newspaperman before becoming a singer. He wrote obituaries for the old Philadelphia Press and later was a sports reporter on the Evening Bulletin of that city. . . . The Southernaires have memorized more than 700 Negro folk songs, many of which have never been reduced to writing. . . . Rudy Vallee has been broadcasting seven years. His first program was projected from the Hight-Ho Club, New York, in February, 1928.

Things that annoy NBC artists: Lawrence Tibbett, opera singers, who take themselves too seriously. . . . Rosaline Greene, movie spectators, who snicker at tragic moments in the films. . . . Conrad Thibault, boast-ers. . . . Frank Luther, closed motorcars and fast drivers. . . . Zora Layman, people who abuse animals. . . . Frank Parker, girls who giggle. . . . Gus Haenschen, photographers. The maestro will run—not walk—a mile to avoid a camera man.

Joan Blaine, dramatic player heard on many network programs originating in the Chicago NBC studios, is the proud possessor of a gold nugget. It was the gift of a grateful community in recognition of Miss Blaine's splendid services as a nurse. While a school teacher some years ago in the gold mining camp of Tiger, Colorado, an epidemic of influenza swept the town. Miss Blaine converted the school house into a hospital and so successful were her administrations she didn't lose a patient of 200 stricken.

Otto Harbach attributes to Rudy Vallee and radio credit for transforming his musical "Roberta" of last season from a failure into a success. "It was unmercifully roasted by most of the New York critics", says the veteran librettist now presenting his own program on NBC. "Then Rudy Vallee began to champion the show with complimentary opinions and to sing 'Smoke Gets in Your Eyes' and other numbers and the tide turned. I shall ever be grateful to radio for what it did for that play".

Heard in the Chicago NBC studios: Master of many dialects Art Van Harvey, the Vic of Vic and Sade, has never been able to do a Dutch character satisfactory to himself. Which bothers Van Harvey, since his father was a native of Holland. . . . Pauline Morin, of the Morin Sisters, is a skilled violinist. Her sister, Evelyn, plays the saxophone, and Marge, the youngest of the trio, the piano. . . . Amos, of Amos 'n' Andy, has a fondness for fried chicken and cracked crabs while Andy craves chili and Mexican tamales.

## Lucrezia Bori Sings Again With Kostelanetz

A well-balanced program of popular songs, well-known ballads and light classics will be offered by Lucrezia Bori, renowned soprano of the "Met", during her broadcast over the WABC Columbia network with Andre Kostelanetz' Orchestra and chorus tonight from 10.00 to 10.30 p.m., AST.

Jerome Kern's lovely "The Touch of Your Hand" from "Roberta", the musical production of last year, will be the first of Miss Bori's song. She will also be heard interpreting the spirited Argentine number, "Ay, Ay, Ay" Flotow's sentimental ballad, "The Last Rose of Summer," and the beautiful "Waltz" by Buzzi-Peccia.

The orchestra and chorus under the direction of Andre Kostelanetz will present the popular "Fare Thee Well, Annabelle" from the recent motion picture, "Sweet Music," and a medley of tunes from "Dizzy Dames." Special orchestrations of "Autumn in New York" from the musical production, "Thumbs Up," and the hit tune of several seasons ago, "You're the Cream in My Coffee," will round out the program.

## A Bennett Tour

NEW YORK, March 25—Sunday afternoons are apt to find Lois Bennett almost buried beneath the travel sections of the newspapers. A voyage around the world is the heart's desire of this soprano, star of the Gibson Family, heard Saturday at 10.30 p.m. AST. over an NBC-WEAF network. Since her radio work keeps her right at home, she does the next best thing and travels via the advertising pages.

## New Commission Series

"Music Appreciation" is the title of a short series of programs to be broadcast by the Canadian Radio Commission commencing March 25 and extending to March 29. This series will originate in London, Ontario, and is being arranged by the University of Western Ontario. It will be heard over the CROC Eastern network between 8.15 and 8.30 AST, on each of the three five evenings. The series results from special arrangements between the Commission and the University.

The programs for the five evenings are as follows:

March 25—The Little Theatre Orchestra.

March 26—The Cultural Values of Group Singing. George Carrie and Pupils; Alma College.

March 27—Music Appreciation. Gertrude Huntly Green; Alma College.

March 28—Chamber Music. Lecturer, Dr. P. S. Dobson; Alma College.

March 29—Music as Self-Expression. Gertrude Huntly Green and Pupils; Alma College.

Edwin C. Hill has two fingers bandaged because he played catch on the roof of his apartment. Trying to recall his college days, he reached out to make a bare-hand catch, but forgot to get two of his fingers out of the way.

## MONDAY'S PROGRAMS

CFNB—FREDERICTON, 550 K.  
8.10—"The Listening Post."  
8.30—"Music and Song"  
9.30—Organ Melodies.  
11.00—"The Happy Warrior Hour."  
12.00—Waltz Time.  
12.30—Maytag Melodies.  
1.00—Luncheon Music.  
1.30—Marconi Hour.  
2.30—Dance Music.  
5.00—Music Box Revue.  
5.30—Hawaiian Echoes.  
5.45—Vocal Selections.  
6.00—Dance Music.  
6.15—Studies in Black and White.  
6.30—Pontiac Program.  
7.00—News Bulletins.  
7.10—"Real Life Drama"  
7.15—Vocal Period.  
7.30—Royal 22nd Regiment Band—Quebec.

8.00—Gene Fogarty's Orch.  
8.15—Music Appreciation Series.  
8.30—Billy & Pierre—Montreal.  
8.45—Canadian Press News.  
9.00—Syrup Symphonies—Montreal.  
9.30—The Concert Hour.  
10.00—Babillage-Caprice—Montreal.  
10.30—Conference Canadian Mayors.  
11.00—"The Young bloods of Beaver Bend."  
11.30—Joe De Courcy's Orch.  
11.45—Can. Press News & Dom. Weather Forecast.

WABC—NEW YORK, 860 K.  
3.15—Romance of Helen Trent.  
3.30—"Of the People, By the People and for the People".  
5.00—Chicago Variety Prog.  
6.00—Adventure Hour—Dramatic Sketch.  
6.15—Skippy.  
6.30—Jack Armstrong—All American Boy.  
6.45—Dick Tracy—dramatic sketch.  
7.00—Buck Rogers in the 25th Century.  
7.15—Bobby Benson and Sunny Jim.  
7.30—The Shadow—Dramatic Sketch.  
7.55—Press-Radio News.  
8.00—"Myrt and Marge."  
8.15—Just Plain Bill.  
8.30—Silver Dust presents "The O'Neills."  
8.45—Boake Carter.  
9.00—"Diane"—Musical Comedy starring Rhoda Arnold, Alfred Drake, Lucille Wall & John Griggs.

9.15—Edwin C. Hill in "The Human Side of the News"  
9.30—Kate Smith's New Star Revue  
10.00—Andre Kostelanetz' Orch. Vocal Ensemble and Lucrezia Bori, soprano.  
10.30—"The Big Show" with Block & Sully, Gertrude Niessen.  
11.00—Wayne King's Orchestra.  
11.30—Doctors, Dollars, & Diseases.  
11.45—Fray & Braggiotti, piano team.  
12.00—Glen Gray's Casa Loma Orch.  
12.30—Gus Arnheim & His Orch.  
12.45—Herbie Kay and his Orchestra.  
1.00—Scott Fisher & Orchestra.  
1.30—Claude Hopkins Orch.  
2.00—Leon Navara and his Orchestra.

CKAC—MONTREAL, 730 K.  
4.00—Your Hostess, Cobina Wright.  
5.00—Claudette deSeve & Beauty.  
5.15—"Fats" Waller's Rhythm Club.  
5.30—Chicago Variety Program.  
6.00—Social Announcements.  
6.15—Band Music.  
6.30—"The Fireside Program"  
7.15—Tangos.  
7.25—L'Heure Recreative.  
8.01—P. of Q. Safety League—L'Oncle Pierre.  
8.15—Le Cure de Village.

8.30—Bromo Seltzer Entertainers.  
8.45—Les Deux Copains—Pharmacies Leduc.  
9.00—Syrup Symphonies.  
9.30—White Cap Program.  
10.00—Living Room Furniture Program.  
10.30—Variety Show.  
11.00—McGill Graduates' Society.  
11.15—Real Life Dramas.  
11.20—Lee Shelley's Orch.  
11.30—Famous Hockey Players.  
11.45—Famous Hockey Players.  
11.50—Fray and Graggiotti.  
12.00—Le Reporter Sportif Molson.  
12.05 Glen Gray's Orch.  
12.30—Gus Arnheim & Orch.  
12.45—Herbie Kay's Orchestra.  
1.00—Scott Fisher's Orchestra.  
1.30—Claude Hopkins's Orchestra.  
2.00—Sign Off.

WEAF—NEW YORK, 660 K.  
4.45—John Martin's Story Program.  
5.00—Woman's Radio Review.  
5.30—The Sizzlers-Trio.  
5.45—The Lady Next Door.  
6.00—Kay Foster Songs.  
6.15—The Tom Mix Ralston Straight Shooters.  
6.30—Alice In Orchestralia.  
6.45—Ivory Stamp Club.  
7.00—Waldorf Astoria Orchestra.  
7.15—Harry Rogers' Concert Orch.  
7.30—Press-Radio News.  
7.35—Carol Deis, soprano.  
7.45—Billy Batchelor—Dramatic Sketch with Raymond Knight.  
8.00—To Be Announced.  
8.15—"The Black Chamber"—Dramatic Sketch.  
8.30—Easy Aces.  
8.45—Uncle Ezra's Radio Station, E-Z-R-A.  
9.00—Studebaker Champions.  
9.30—The Voice of Firestone Garden Concert.  
10.00—A. & P. Gypsies—Frank Parker, tenor.  
10.30—Otto Harbach—Orchestra and Drama.  
11.00—Contented Program.  
11.30—National Radio Forum.  
12.00—Larry Stry's Orch.  
12.15—Jesse Crawford, organist.  
12.30—Tom Gerun's Orch.  
1.00—To Be Announced.  
1.30—Art Kassel's Hotel Bismark. Orchestra.

WJZ—NEW YORK, 760 K.  
4.00—Radio Guild.  
5.00—Betty and Bob—Dramatic Sketch.  
5.15—Songs and Stories.  
5.30—Ken Sparnon String Ensemble.  
5.45—Jules Lande and his Concert Ensemble.  
6.00—Al Pearce and his Gang.  
6.15—El Chico—Spanish Revue.  
6.30—The Singing Lady.  
6.45—Little Orphan Annie.  
7.00—U. S. Army Band.  
7.25—Summary of NBC Programs.  
7.30—Press-Radio News.  
7.35—Three X Sisters.  
7.45—Lowell Thomas.  
8.00—Pepsodent Program—Amos 'n' Andy.  
8.15—Plantation Echoes—Willard Robison's Orch.  
8.30—Red Davis—Dramatic Sketch.  
8.45—Dangerous Paradise—Dramatic Sketch.

9.00—Jan Garbers Supper Club.  
9.30—Carefree Carnival.  
10.00—Sinclair Greater Minstrels.  
10.30—Princess Pat Players.  
11.00—Little Jackie Heller, tenor and Harry Kogen's Orches.  
11.15—America In Music.  
11.45—To Be Announced.  
12.00—Hotel Biltmore Orchestra.  
12.30—Rockefeller Center Orch.  
1.00—Charlie Davis' Orchestra.

8.30—Bromo Seltzer Entertainers.  
8.45—Les Deux Copains—Pharmacies Leduc.  
9.00—Syrup Symphonies.  
9.30—White Cap Program.  
10.00—Living Room Furniture Program.  
10.30—Variety Show.  
11.00—McGill Graduates' Society.  
11.15—Real Life Dramas.  
11.20—Lee Shelley's Orch.  
11.30—Famous Hockey Players.  
11.45—Famous Hockey Players.  
11.50—Fray and Graggiotti.  
12.00—Le Reporter Sportif Molson.  
12.05 Glen Gray's Orch.  
12.30—Gus Arnheim & His Orch.  
12.45—Herbie Kay and his Orchestra.  
1.00—Scott Fisher & Orchestra.  
1.30—Claude Hopkins Orch.  
2.00—Leon Navara and his Orchestra.

## PROGRAM SCHEDULE

(All Times Given are Atlantic Standard Time)

1.30—Jack Berger's Orch.

WTIC HARTFORD—1040K.

4.15—The Sizzlers-Trio.  
5.00—Women's Radio Review.  
5.30—Program from New York.  
5.45—Songfellows Quartet.  
6.00—The Argentinians.  
6.15—Straight Shooters.  
6.30—Alice In Orchestralia.  
6.45—Stamp Club.  
7.00—Wrightville Clarion.  
7.30—Press-Radio News.  
7.35—Gems From Memory.  
7.40—Studio Program.  
7.45—Billy Batchelor.  
8.00—Program from New York.  
8.15—"The Black Chamber"  
8.30—Concert Miniatures.  
8.45—"Ask Me Another".  
8.56—Frank Sherry & Laura Gaudet.  
9.00—Gladys Swarthout, Soprano.  
9.00—Richard Himber's Orch.  
10.00—The Gypsies.  
10.30—Amateur Night.  
11.00—Contented Program.  
11.30—National Radio Forum.  
12.01—Hall Kemp's Orch.  
12.20—Jesse Crawford, organist.  
12.30—Slumber Hour.  
1.00—Silent.

WGY SCHENECTADY, 790 K.

5.00—Betty and Bob, dramatic sketch.  
5.15—Woman's Radio Review.  
5.30—Stock Reports.  
5.45—What's New In The Berkshire S. W. Ashe.  
6.00—Kay Foster songs.  
6.15—Tom Mix Ralston Straight Shooters.  
6.30—Alice In Orchestralia.  
6.45—Ivory Stamp Club.  
7.00—Bag & Baggage.  
7.15—Air Adventures of Jimmy Allen.  
7.30—Press-Radio News.  
7.35—Evening Brevities.  
7.45—Billy Batchelor, sketch.  
8.00—Col. Jim Healey.  
8.15—"The Black Chamber."  
8.30—Easy Aces.  
8.45—Uncle Ezra's Radio Station E-Z-R-A.  
9.00—Studebaker Champions.  
9.30—Voice of Firestone Garden Concert—Gladys Swarthout, Soprano.  
10.00—A. & P. Gypsies.  
10.30—Otto Harbach—Al Goodman and his Orchestra—guest artists.  
11.00—Contented Program, Lullaby Lady; male quartet; Morgan Eastman Orchestra.  
11.30—National Radio Forum.  
12.00—Me & My Guitar.  
12.15—Jesse Crawford, organist.  
12.30—St. Louis Symphony.  
1.30—Art Kassel & Orch.  
2.00—WGY Sign Off.

TUESDAY'S PROGRAMS  
CFNB, FREDERICTON, 550 K.

8.10—"The Listening Post"  
8.30-9.30—"Music and Song"  
9.30-10.00—Organ Melodies.  
11.00—Happy Warrior Hour.  
12.00—Waltz Time.  
12.30—Maytag Melodies.  
1.00—Luncheon Music.  
1.30—Marconi Hour.  
2.30—Royal York Concert Orch.  
5.00—Musical Comedy Memories.  
5.30—Concert Songs.  
5.45—Strings.

2.00—Bulova Time and Sign-off

WEAF, NEW YORK, 660 K.

4.00—Vic and Sade.  
4.15—Oxydol's Own Ma Perkins.  
4.30—Willie Bryant & His Orchestra.  
5.00—Woman's Radio Review.  
5.30—Jesters Trio.  
5.45—Lady Next Door.  
6.00—Meredith Willson's Orchestra.  
6.15—"Congress Speaks"  
6.45—Nursery Rhymes—Milton J. Cross & Lewis James.  
7.00—Summary of NBC Programs.  
7.03—Xavier Cugat's Waldorf Astoria Orchestra.  
7.15—Mid-Week Hymn Sing.  
7.30—Press-Radio News.  
7.35—Mary Small and her songs.  
7.45—Billy Batchelor.  
8.00—The Three Scamps Trio.  
8.15—Whispering Jack Smith.  
8.30—"Easy Aces" Comedy sketch.  
8.45—You and Your Government.  
9.00—Leo Reisman's Orch with Phil Ducey & Johnny.  
9.30—Lady Esther Serenade—Wayne King's Orchestra.  
10.00—Ben Bernie's Orchestra.  
10.30—Ed Wynn.  
11.00—Palmolive Beauty Box Theatre.  
12.00—Stanley High, editor and author.  
12.15—Voice of Romance.  
12.30—Tom Gerun's Orch.  
1.00—Congress Hotel Orchestra.  
1.30—Hotel Whitehall Orch.

WJZ, NEW YORK, 760 K.

4.45—Nellie Revell at Large.  
5.00—Betty and Bob—Dramatic Sketch.  
5.15—Louis J. Haddad, president, American Bridge League.  
5.30—Temple of Song.  
6.00—Youth Health.  
6.15—Jackie Heller, Tenor.  
6.30—Singing Lady.  
6.45—Little Orphan Annie.  
7.00—Angelo Ferdinand's Orch.  
7.25—Summary of NBC Program.  
7.30—Press-Radio News.  
7.35—Dorothy Page, Songs.  
7.45—Lowell Thomas.  
8.00—The Pepsodent Program—Amos 'n' Andy.  
8.15—Morton Downey.  
8.30—Household Musical Memories.  
9.00—Eno Crime Clues.  
9.30—Lawrence Tibbett.  
10.00—Grace Moore, soprano.  
11.30—To Be Announced.  
12.00—To Be Announced.  
12.30—Carl Hoff Orch.  
1.00—To Be Announced—Orchestra.  
1.30—Cosmopolitan Hotel Orchestra.

WTIC, HARTFORD, 1040 K.

4.30—Willie Bryant's Orch.  
5.00—Women's Radio Review.  
5.30—"The Jesters".  
5.45—Fine Arts—Robert Drew-Bear.  
6.00—Meredith Willson's Orch.  
6.15—Congress Speaks.  
6.45—Misery Rhymes.  
7.00—Wrightville Clarion.  
7.30—Press Radio News.  
7.35—Gems from Memory.  
7.40—Lester Ludke, pianist.  
7.45—Billy Batchelor.  
8.00—Wm Sheehan, Conn. Legislative Reporter.  
8.15—Whispering Jack Smith.  
8.30—Travellers' Hour.  
9.00—Leo Reisman's Orchestra.  
9.30—Wayne King's Orchestra.  
10.00—Ben Bernie's Orch.  
10.30—Ed Wynn; Eddie Duchin's Orch.  
11.00—Beauty Box Theatre.  
12.01—Stanley High.  
12.15—Voice of Romance.  
12.30—Slumber Hour.

WGY, SCHENECTADY, 790 K.

4.00—Vic & Sade Comedy.  
4.15—Oxydol's Own Ma Perkins.  
4.30—Willie Bryant's Orch.  
5.00—Betty and Bob, sketch.  
5.15—Woman's Radio Review.  
5.30—Better Business Bureau Talk.  
5.35—"The Jesters".  
5.45—Stock Reports.  
6.00—Musical Program.  
6.15—Congress Speaks.  
6.45—Microphone Discoveries.  
7.00—Bag and Baggage.  
7.15—Mid-Week Hymn Sing.  
7.30—Press-Radio News.  
7.35—Evening Brevities.  
7.45—Billy Batchelor, Sketch.  
8.00—Dick and Dot, sketch.  
8.15—Whispering Jack Smith.  
8.30—Easy Aces.  
8.45—You and Your Government.  
9.00—Leo Reisman's Orchestra.  
9.30—Wayne King and his Orch.  
10.00—Ben Bernie's Blue Ribbon Orch.  
10.30—Ed Wynn, the Fire Chief and Eddie Duchin's Orch.  
11.00—Palmolive Beauty Box Theatre.  
12.00—Me and My Guitar.  
12.15—Voice of Romance.  
12.30—Tom Gerun's Orch.  
1.00—Josef Cherniavsky's Orchestra.  
1.30—Florence Richardson's Orch.  
2.00—WGY Sign off.

Charles Previn, the Silken Strings maestro, is yearning for New York. Not to see musical shows, nor to visit the theatres, as you might suspect, but to meet his old pinocchio gang.

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