

PARAMOUNT CONCERT SERIES

SEASON 1937-1938

PROGRAM

WILLIAM B. McCURDY PRESENTS

YEHUDI MENUHIN IN RECITAL

PARAMOUNT THEATRE WEDNESDAY EVENING OCTOBER 27, 1937



Paramount Concerts

WILLIAM B. McCURDY Managing Director

ALBERT FINKELSTEIN Division Manager Hamrick-Evergreen Theatres

H. B. SOBOTTKA Manager Paramount Theatre

GERALD G. ACKLEN Programs

EILEEN YEREX Personal Service Department

Box Office Staff: KATHERINE SIRIANNI MARGARET ALLEN

CHATTER » » » »

"Behold the man YEHUDI MEN-UHIN!"

Thus began one of the reviews of Menuhin's San Francisco concert following his two-year retirement which Yehudi's parents insisted was necessary to give the young violin genius a chance to grow up.

May we salute these intelligent parents as we salute all intelligent parents who remember the importance of play and recreation in building character in the future citizen whom destiny has given them for guidance.

* * *

The life story of this brilliant virtuoso whose recital tonight has created an air of anticipated pleasure is something of an inspiraton for all youngsters who are musically inclined. The hours of diligent study and practice which Yehudi devotes to his music should help each pupil realize that "Intelligent practice makes perfect."

* * *

We were interested to know that Menuhin wrote the program notes for the numbers he is playing. Space would not allow us to print these notes in their entirety, but we felt we should pass on the following excerpt from the information written for "Devil's Trill."

(Continued on Page 6)



We invite you to view our advance collection of rare and unusual Christmas gifts and sterling silver from the world's finest craftsmen.







ALL PORTLAND IS WAITING



Mezzo-Soprano Favorite of Concert Stage, Screen and Radio In Recital at the

Paramount Theatre

Wednesday Evening, November 17



BUY SEATS NOW Before It's Too Late

Mail orders to the Paramount Theatre

ATwater 2361

2000 YEARS OF SONG

Presented in Pageantry

by the

Trinity Episcopal Church

On Wings of Song"

by FRANCES SHEEHY Direction by Doris Smith

Neighbors of Woodcraft Hall

Admission \$1.00 Children (matinee) 50c

December 4 Matinee 2:30 Evening 8:30

Box Office sale opens November 27 at The J. K. Gill Co. Mail orders to Mrs. E. W. Lazell, 2015 N. W. Flanders

en Bornhard.

CAKES COOKIES BREAD and ROLLS COFFEE CAKE 1725 N. E. Broadway and 4018 N. E. Broadway

WEDNESDAY EVENING-OCTOBER 27, 1937

WILLIAM B. McCURDY

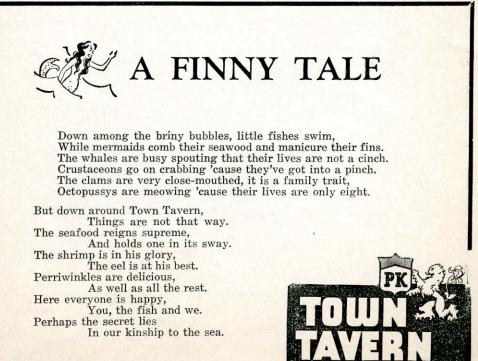
Presents

YEHUDI MENUHIN

IN RECITAL

FERGUSON WEBSTER at the piano.

Management: EVANS & SALTER, INC., 113 W. 57th St., New York City. Division Columbia Concerts Corp. of Columbia Broadcasting System, Inc. HELEN GORHAM, Northwest Representative.



INTH at STARK . PITTOCK BLOC

CHATTER

(Continued from Page 3)

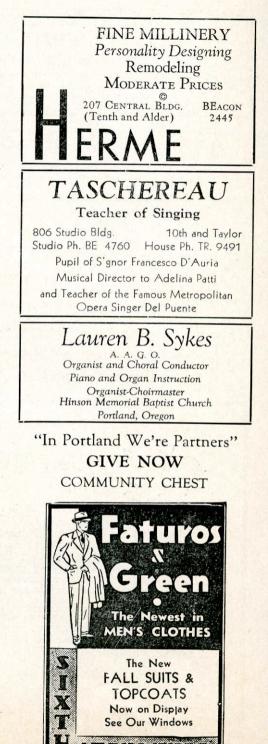
"

"

The "Devil's Trill" Sonata was composed by Tartini when he was twenty-one, and according to his own words, it is one of his best works. "One night," he wrote, "I dreamt that I had made a compact with the devil, who promised to be at my service on all occasions. Everything succeeded according to my mind, my wishes were anticipated, and desires were always surpassed. At last I thought I would offer my violin to the devil in order to discover what kind of a musician he was, when to my great astonishment. I heard him play a solo so singularly beautiful and with such superior taste and precision, that it surpassed all the music I had ever heard in my life. I was so overcome with surprise and delight, that I lost my power of breathing and the violence of this sensation awoke me. I instantly seized my violin in the hope of remembering some portion of what I had just heard, but in vain. The work which the dream suggested and which I wrote at the time is doubtless the best of all my compositions, but it sinks into insignificance compared with what I had heard in my dreams."

During the past week several people have told us that GLADYS SWARTHOUT was their favorite soprano on the radio. Anyone who has heard this charming mezzosoprano on the air or on the screen will admit that she has a glorious She has appeared on the voice. following radio programs: General Motors, RCA Magic Key, Palmolive, Ford, Hollywood Hotel, Carnation Milk, and Mary Pickford Hour. She has been featured in "Rose of the Rancho," "Give Us This Night," and "Champagne Waltz."

(Continued on Page 11)





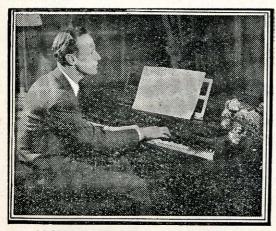
PROGRAM

The Sonata begins in a dreamy Allegretto Lamentoso. The title asserts itself in the following movement, the trills being the despair of many violinists. Mr. Kreisler has introduced more difficulties in his cadenza, which brings the work to a close.

PROGRAM (Continued)

Ask for numbers on this program Music Room, Public Library

Broadway 5511 - NEW RED TOP CABS - BRoadway 5511



This Dainty Little J. & C. FISCHER Established 1840

Compact design, only 3 feet 1 inch high, taking hardly more space than a dainty table or cabinet.

Tone and Action like a Baby Grand

\$325

LESLIE HOWARD at the FISCHER

Easy terms and allowance on all old pianos in exchange.

TALLMANPIANOSTORES329 S. W. Alder469 State StreetPORTLAND, ORE.SALEM, ORE.

HOLDEN'S FLORISTS

Broadway and Morrison

BE. 3940

The Corsage Corner of Portland

"Yes, we have Gardenias"

Flowers for All Occasions

Broadway 5511 - NEW RED TOP CABS - BRoadway 5511

PROGRAM (Continued)

(Fifth movement of Partita No. 2 in D Minor)

(For violin alone.)

Chaconne is one of the big works of the violin repertoire, and the outstanding unaccompanied composition for this instrument. All of Bach's violin works are so extremely difficult that his contemporary violinists had to develop the technique of the instrument very considerably to be able to master them successfully. The Chaconne is recorded by Yehudi Menuhin on RCA-Victor records.

INTERMISSION

PROGRAM (Continued)

Broadway 5511 - NEW RED TOP CABS - BRoadway 5511

DEAFENED, BUT "I CAN HEAR MUSIC - PLAYS - FRIENDS"

Sonotone Audicle

Write for pamphlet by noted physician

Sonotone-Portland Company

321 Failing Bldg., Portland, Oregon

GOOD FURNITURE IS THE HERITAGE OF YEARS OF GRACIOUS LIVING Edwards Furniture Co. 5th Ave. & Oak



"A Good Place to Trade Since 1870"

MRS. FRED L. OLSON

Accredited Teacher of VOICE

Teacher of Rose Colombi, opera, Italy. Dorothy Rolfsness, C.B.S., K-O-I-N. Tanya Krasnova, N.B.C., K-G-W. Teacher of Harry Steel, soloist Junior Symphony. Murry D. Carter, soloist, Ad Club Gleemen. Dr. Angus McKinnon, 1st Congregational Ch.

207-8-9 FINE ARTS BUILDING

Broadway 5511 — NEW RED TOP CABS — BRoadway 5511 PROGRAM (Continued)

III. Concerto in F Minor, opus 20.....Lalo

(First performance in Portland)

Andante (Recit.)—Allegro. Romance (Andantino). Allegro con fuoco. Lalo has been known primarily for his beautiful Symphonie Espagnole, opus 26. Yet, his first success came to him after Sarasate introduced his violin concerto, opus 20 in the year 1874. This violin concerto is the first modern Virtuoso concerto of France, combining the Symphonic and Virtuoso elements that are blended so masterfully.

IV. (A) Legende, opus 17......Wieniawski

Wieniawski's works are all beautifully written with the aim of giving the greatest possible technical opportunity to the performer. The "Legende," as its title will convey, is more of a dreamy and slow piece and beautifully melodic.

PROGRAM (Continued)

Broadway 5511 - NEW RED TOP CABS - BRoadway 5511



Portland's Complete Music Store 817 S.W. Alder Street

FORSAKING ALL OTHERS . . .





world's most perfect piano, exclusive with SHERMAN, CLAY. Menuhin finds what virtually every great artist of note has found . . . that there is really only one piano . . . Steinway. For Your Home, too, choose STEINWAY!

Sherman Clay's remarkable Terms make this immediately possible for you.

Pay \$25.00 a month Nominal Down Payment. YEHUDI MENUHIN says of

the "Instrument of the Immortals":

"I just love the Steinway Piano and consider it a worthy companion of my marvelous Stradivarius." (Signed)

YEHUDI MENUHIN.

SHEET MUSIC SERVICE, INC.

Complete educational music service, including band and orchestra music

618 S. W. Park

Portland, Oregon

Maud McCawley, Manager

CERTIFIED MASTER VIOLIN MAKER

Expert repairing . . Finest Bow re-hairing . . Violins, Bows, Strings and Accessories

RUDOLF F. SCHMOLL

Sixth and Washington

501 Raleigh Bldg.

ATwater 1813

Broadway 5511 - NEW RED TOP CABS - BRoadway 5511

PROGRAM (Continued)

(*) (B) Caprice Basque, opus 24......Sarasate

Queen Isabella of Spain presented Pablo Sarasate with a magnificent Stradivarius in 1854, when he was ten. The boy was sent to the Paris Conservatorium, where he studied under Alard. He later became one of the world's greatest violinists, and composed many very brilliant and colorful works for his instrument, most of which are based on Spanish dance rhythms. This piece is recorded by Yehudi Menuhin.

PROGRAM (Continued)

MRS. HOLMES BUSINESS SCHOOL

Individual Instruction

Rapid Advancement

Eighth Floor Studio Building

BEacon 7745

MARY ELIZABETH SHOP

PENTHOUSE BEAUTY SALON

Specialist in Permanent Waving

602 Alderway Bldg., At Broadway and Alder

BEacon 7308

Open 8 a. m. to 8 p. m.



CHATTER

(Continued from Page 6)

We are happy to know that we shall get to see her in person and to hear her sing when she comes to the Paramount Theatre stage as William B. McCurdy's next concert attraction. The date is Wednesday evening, November 17. We hope you play safe and get your tickets early. The seat sale is at the J. K. Gill Co.

There has been a lot of enthusiasm shown following the announcement in these columns last week that the New Rivoli is setting aside its regular vaudeville policy for three days in order to give Portlanders a chance to see the stage play that has been taking the country by a storm of laughter. We refer to George Abbott's comedy "ROOM sensation. SERVICE" which comes to the NEW RIVOLI for three days and a Saturday Matinee opening Thursday (Armistice) night, November 11.

"ROOM SERVICE" is the story of a fly-by-night theatrical producer in the throes of dodging bills and raising funds to put on his latest play. How he hoodwinks everyone from the typewriter exchange to the hotel manager is brought to light. Even the author, a callow, unsuspecting youth from the country is victimized.

Just such victimization in real life is the basis of "ROOM SER-VICE," for John Murray, one of the authors of this comedy, lived on hope, anxiety and one meal a day in a Broadway hotel similar to the one shown in "ROOM SER-VICE." His partner, Allen Boretz, although spared this personal experience, encountered it at first experience through Oscar hand Serlin, the prominent theatrical man whom he knew well.

Young Youn SOUTHWEST ALDER STREET AT TENTH AVENUE Now Begins the Season for . . . Dinner Gowns and Hats » »

But, never have they been presented in such glamorous editions

MISS FLACK'S FRENCH CHOCOLATES 1109 S. W. Morrison, at the Playhouse BEacon 1515

õoooooooooooooooooooooooooooooo



Henry Berger, Jr. Studio of Photography 715 S. W. Salmon St. BE. 0640

Distinctive Photography

Red Seal Records

All the leading albums in Victor, Columbia and Brunswick, together with excellent service. Make Gill's your record headquarters.

The J. K. Gill Co.

S. W. Fifth Avenue at Stark

POZZI - HARTSHORN STUDIOS PIANO - HARP - CELLO 807 Studio Bldg.—BE. 8385

Broadway 5511 - NEW RED TOP CABS - BRoadway 5511

PROGRAM (Continued)

(*) (C) Zapateado (The Cobbler's Dance)......Sarasate

The Zapateado is a Spanish dance in which the heel of the dancer is struck violently on the ground to mark the rhythm. The work gives fine scope for brilliant virtuosity containing left-hand pizzicati harmonies, etc. It was one of Sarasato's most difficult show pieces. The Zapateado is recorded by Yehudi Menuhin.

PROGRAM (Continued)

Broadway 5511 - NEW RED TOP CABS - BRoadway 5511

Pihl Transfer and Storage Co.

BRoadway 2671

1231 N. W. Hoyt St.

MOVING – WAREHOUSING – TRANSPORTATION

THE JOURNAL PRESENTS

"Famous Names"

F. Britten Austin . . Jim Tully . . . Roy Chapman Andrews . . . Octavus Roy Cohn . . Sax Rohmer . . Emily Post

These are but a few of the famous writers who contribute exclusive first run stories and articles every week in

"THIS WEEK"

The New COLORgravure Magazine of The SUNDAY JOURNAL

CHATTER »

(Continued from Page 11)

33

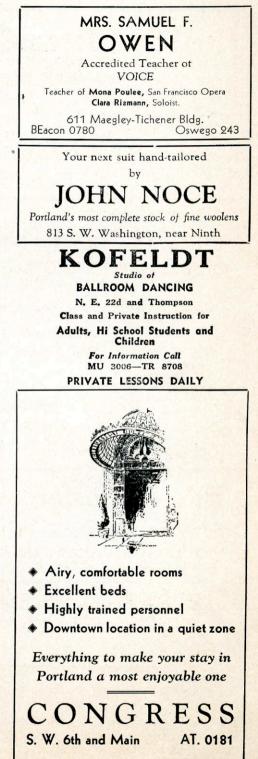
11

When "ROOM SERVICE" comes to the RIVOLI, the nucleus of this company will consist of Joseph Greenwald, Matt Briggs, Clinton Sundberg, Fleming Ward, Mary Cheffey, Patricia Palmer, John Clarke, Edward Nannery and J. Ascher Smith, all of whom have appeared in Abbott productions over the last several years. Newcomers to the group will include Robert Williams, Nat Cantor, Marshall Bradford, Michael Dalmatoff, Herbert Treitel, Russell Morrison and Alva King.

There is no one just like Noel Coward in the English-speaking He is author, actor, theatre. painter, librettist, novelist, composer, pianist and play director. Therefore a theatrical event of the present season which has reached the Pacific Coast and has been heavily patronized during extended engagements in San Francisco and Los Angeles is the latest London and New York hit, his cycle of nine short plays, to which he has given the blanket title of "TONIGHT AT 8:30." The cast includes the following stage and screen stars, Mary Astor. Estelle Winwood. Helen Chandler, Bramwell Fletcher and Jessie Rovce Landis.

* * * *

The novelty of the idea of combining the best parts of his most successful productions during the past six years and making one stupendous stage spectacle was suggested to Billy Rose by the tremendous amount of fan mail received from people all over the country who wanted a chance to see the shows that have made history during the last few years. The result of the idea was BILLY ROSE'S SHOW OF SHOWS which comes to the Portland AUDITOR-IUM for two nights, November 18th and 19th.



(Continued on Page 14)

(Continued from Page 13)

>>

33

Represented in the show are sensational acts from the CASA MA-NANA at Fort Worth, Texas; the AQUACADE at the Great Lakes Exposition in Cleveland, Ohio; the MUSICAL CIRCUS OF 1935 from the New York Hippodrome; and a gala array of beautiful girls from the CAFE de PAREE AND BILLY ROSE'S MUSIC HALL.

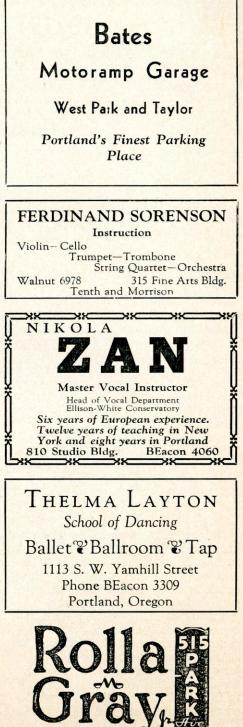
* * * *

Marcel Dupre, the remarkable organist of the Paris Conservatoire, who appears in this city on Sunday afternoon, November 7th at the Auditorium, is an exception to the rule which the world generally applies to great virtuosi since he has been acclaimed not only as "the greatest living organist" and "the finest organist of his time," but also as a composer of exceptional genius. Dupre won the GRAND PRIX DE ROME in 1914 with his cantata for mixed voices and orchestra. Since then he has written not only for his chosen instrument but for solo voice, violin, piano, chorus and orchestra with equal success.

His armistice hymn "De Profundis," for chorus, soloists, orchestra and organ was performed at Notre-Dame after the war in memory of the French dead.

It is understood that Dupre will include some of his organ works in his program in this city. His works represent the latest advance in organ composition combining the scintillating brilliance and color of the modern French school with the traditional forms of classic literature.





Individually Jailored

ETHEL MASTEN Hats Are High-Hats Are Wide-Hats Are Handsome AT. 2969 1331 S. W. (Upper) Broadway at Columbia Broadway 5511 - NEW RED TOP CABS - BRoadway 5511 **PROGRAM** (Continued) (D) Moses—FantasyRossini-Paganini (Bravura Variations on the G String) Introduction (Adagio). Theme and Variations (Tempo alla Marcia). Paganini composed and practiced the "Moses Fantasy" while in prison. He had only his violin with him, and three of the four strings broke, the G string alone remaining on the violin. So he composed a Fantasy for the G string alone on two themes of Rossini's opera "Moses in Egypt." (*) Recorded by Yehudi Menuhin for The Gramophone Co. of England and available in America through the RCA-Victor Red Seal records. VICTOR RED SEAL RECORDS. YEHUDI MENUHIN uses the STEINWAY exclusively. Broadway 5511 — NEW RED TOP CABS — BRoadway 5511 Lauren B. Sykes Presents

MARCEL DUPRE, World's Greatest Concert Organist MARGUERITE DUPRE, Distinguished French Pianist, assisting

AUDITORIUM-SUNDAY AFTERNOON, November 7, 1937

All Seats Reserved-55c Admission-Make reservations now Address: L. B. Sykes, 1122 S. E. 60th Avenue Phone TA 7226 Address. E. D. Cykes, 1122 C. D. Court and a

10

IS IT A CIRCUS? No! Though it presents the Spangled Phantasy of the world-famous Circus, which over a Million people saw at the New York Hippodrome.

IS IT A NIGHT CLUB? No! Though it presents the Casino de Paree— America's first Theatre-Restaurant the Billy Rose institution that revolutionized New York night life.

IS IT AN EXPOSITION? No! Though it presents the outstanding features of Three World's Fairs, including the nationally-applauded Casa

Manana at Fort Worth, Texas.

IS IT A WATER CAR-NIVAL? No! Though it presents the high spots of Billy Rose's Aquacade — the Marine Theatre at the Great Lakes Exposi-

tion in Cleveland, where Mr. Rose used Lake Erie for a Stage, and Canada for a Backdrop.

IS IT A WILD WEST SHOW? No! Though the Old West lives again at the PIONEER PALACE—over 2,000,000 have seen it—The Sensation of Two Midways.

IS IT A SPECTACLE? No! Though it's the biggest Indoor Extravaganza on the Face of the Earth—modern stagecraft at its absolute Zenith.

WHAT IS IT?

It's BILLY ROSE'S SHOW OF SHOWS α \$25 Attraction scaled down to fit the purse of the times.

AUDITORIUM

For the first time

Thursday and Friday Nov. 18-19

MAIL ORDERS NOW

rices: \$1.10, \$2.20, \$3.30, Tax Included If-addressed Stamped Envelope — Make Checks payable To Heilig Theatre Co.