

WIRE JOINS MUTUAL RADIO NETWORK

Indianapolis Station Signs for Early Morning Series Bringing Top-Notch Orchestras to Air

Ben Bernie and All the Lads to Introduce Broadcast Feature Thursday at 8; Gladys Swarthout Is to Be First Guest Artist.

BY RALPH NORMAN

WIRE is to broadcast its first Mutual Network program Thursday when it joins the chain for a series of morning programs featuring well-known orchestras and outstanding guest stars. The local station is to bring only this single Mutual offering, but later may include other broadcasts, WIRE officials announce.

Mutual's contract with WIRE brings another network to Indianapolis listeners through local stations. WIRE already is taking NBC's WEAF and WJZ programs, with WFBM a CBS outlet.

The mutual presentation is to originate at WOR, Newark, N.J.

Ben Bernie and All the Lads are to broadcast their melodies at 8 for the benefit of early morning listeners.

Gladys Swarthout After Bernie, another popular band is to be heard. First guest star is to be Gladys Swarthout, Metropolitan Opera star. Miss Swarthout will be interviewed by Nellie Revell, permanent program commentator.

The Morning Matinee's airing by WIRE is to be sponsored by L.S. Ayres & Co. The program is to be backed by several large department stores in Eastern and Middle Western cities.

For a lark, Ray Noble went to a fortune teller, told her he was a clerk.

"Your palm shows musical talent," said the seer. "You might have been a fine musician."

"Perhaps," replied Conductor-Composer Noble sadly, "I might have been."

THE spring turnover of radio's headliners is beginning. As contracts expire, familiar voices will be leaving the air until fall, others will join new programs, and a few newcomers and old-timers in retirement will get new spots.

Lionel Barrymore is to be added by Sigmund Romberg when he moves Monday night at 8:30 to NBC-WEAF (WLW). Al Jolson, tired of radio and the movies, is to retire from his Saturday Chatteau N.B.C.-WEAF (WLW) at 8:30, after March 28. Vic Young's orchestra is to depart at the same time, both to be succeeded by Smith Ballou, band-leading master of ceremonies.

Ken Murray is to join a CBS series March 24, and Marion Tally will emerge from retirement for an NBC-WEAF program starting April 3. Alexander Gray made his inaugural Airshow broadcast, CBS, Thursday night.

Among stars departing in the next few weeks are Helen Hayes, John Charles Thomas, Lawrence Tibbett and Nine Martini. The latter is to be succeeded by Richard Bonelli. CBS is to lose three three orchestras: Richard Himmer and Abe Lyman moving to NBC programs, and Guy Lombardo's dance programs going, exclusively to Mutual. The Lombardo Monday evening commercial will remain on CBS, however.

"Kickin' the Gong Around" has been suggested as Kate Smith's theme song for her new program on CBS (WFBM) at 7 tomorrow night. While at the same time Maj. Bowes presents his amateurs on NBC-WEAF (WLW) the Songbird is to introduce her array of talent, which is to include practically all CBS stars.

LINING Up Tonight's Schedule — Jack Hylton will present his Continental Revue, CBS (WFBM) at 6; Gallagher and Shean, Fannie Brice, James Melton and Patti Chapin will be heard with Al Goodman's orchestra in radio's Ziegfeld Follies, CBS (WFBM) at 7; Chicago White Sox Manager Jimmy Dykes and Lionel Barrymore are to be guest stars of Al Jolson, WEAF (WLW) at 8:30; Tom Howard and George Shelton, comedy team, are to perform on George Olsen's Celebrity night, NBC-WEAF (WIRE) at 9:30.

Sunday Program News of Interest — "Raffles," an old favorite drama, is to be played by Leslie Howard, CBS (WFBM) at 1:30. Floyd Gibbons will bring his observations on the Italian-Ethiopian war to Magic Key listeners. NBC WJZ (WIRE) at 1: the first semi-final program of Metropolitan Opera Auditions of the Air is to be broadcast by NBC-WEAF (WIRE) at 2:30; Julia Sanderson and Frank Crumit are to be featured with Shilkret's orchestra, CBS (WFBM) at 4:30; Robert Ripley will explain reasons for Soviet Russia's refusing him a visa for travel there this summer. NBC-WJZ (WIRE) at 6:30; the Tell Sisters are to be Paul Whiteman's guest artists, NBC-WJZ at 8:45.

ANNOUNCER Morris Hicks of WIRE is proud of a letter received yesterday from a listener thanking him for making gloomy Thursday more pleasant by his cheerful announcing of the "Tuneful Tick Tock" program. To listeners confused about Vic and Sade's stations: Vic and Sade are heard on NBC-WEAF through WLW and other NBC stations each week day afternoon at 2:30. If the team was identified with a CBS announcement, it was because of mechanical error. Mrs. Velma Palmer of WIRE's program department is an admirer of Ted Lewis, and has an autographed picture by the entertainer. She announced with much pleasure last night that the Lewis band is to be heard on NBC-WEAF (WIRE) at 10:35 tomorrow night.

When Robert Ripley offered to send listeners pictures of the "Holy Stooper of Nepal," he didn't expect 140,000 requests. Cost of printing, inscribing and mailing has been so great that the "Believe It or Not" conductor ended up on the wrong side of the ledger, for he personally paid the cost, which was more than he received for the broadcast.

It was Ozzie Nelson, whose orchestra provides the music for the Ripley Sunday night program, that induced Mr. Ripley to make the offer. During the broadcast, the orchestra leader told Mr. Ripley that he didn't believe his story until he saw the picture. Bob then announced that if others didn't believe he would send them photographic proof.

TOWNSEND Club to Organize Indianapolis Club movement is to be formed in St. Joseph's Hall, 617 E. North-st., Monday at 7:30.

STRONG Accounting, Bookkeeping, Stenographic and Secretarial courses, \$337. Fred W. Case, Principal, Lincoln CENTRAL BUSINESS COLLEGE, Architects and Builders Building, Pennsylvania & Vermont Sts., Indianapolis.

7 TO 8 P.M. EVERY SAT. NITE

LOCAL AND NETWORK DIALS

Abbreviations: N—National Broadcasting Co.; C—Columbia Broadcasting System; M—Mutual Broadcasting Co.; O—Orchestra.

Member stations and kilocycles of the network are:

NBC-WEAF—WEAF (660), WIRE (1400), WLW (200), WTAM (1070), WMAQ (670), and WSM (650).

NBC-WJZ—WJZ (660), WIRE (1400), WLW (200), WEAF (870), WLS (870), WMAQ (620), and WSM (650).

CBS-WABC—WABC (660), WFBM (1230), WOVO (1160), and WBM (770).

When there is no listing for a station at quarter and half-hours, its preceding listed program is on the air.

SATURDAY

4—Tea Time Tunes WFBM. Blue Room Echoes (N) WEAF. Musical Adventures (N) WJZ, WLW. Faculty Dances (C) WFBM at 4:15.

4:15—Jackie Keller (N) WJZ, WLW.

4:30—Vincent Lopez's Or. (C). Kindergarten (N) WEAF, WLW. Basketball scores WFBM.

4:45—Drama (N) WJZ. Harry Ross's Or. WIRE.

5—Frederick William's Or. (C) WFBM. The Town (C) N) WEAF.

5:15—Bohemian WFBM. News of Youth (C). School in Song WIRE. Paul Pandarin's Or. WIRE.

5:30—News WFBM. WJZ. Old-Fashioned Girl WLW.

5:35—Alma Kitchens (N) WEAF. WIRE. Jamboree (N) WJZ.

5:45—Brenton (C) WFBM. Religion in News (N) WEAF. WIRE. Alvin Gus Karger WLW.

6—Jack Hylton (C) WFBM. Concert (N) WEAF. WIRE. King's Jesters WJZ.

6:15—Peppe (N) WEAF. WIRE. Home Town (N) WJZ.

6:30—Hampton Singers (N) WEAF. WIRE. Message of Israel (N) WJZ. Broadway's Or. WLW.

6:45—Washington Merry-Go-Round (M) WLW.

7—Folies (C) WFBM. Little Girl Parade (N) WEAF. WIRE. West Point Dinner (N) WJZ.

7:15—Borden Symphony (N) WJZ.

8—Nino Martini (C) WFBM. Rubinoff (N) WEAF. WIRE. WLW.

8:30—Quartet (N) WJZ.

8:45—Music for the Home WFBM.

8:50—Law for the Layman WFBM.

9—California Melodies (C) WFBM. Barn Dance (Continued) (N) WEAF. WLW.

9:30—Celebrity Night (N) WEAF. WIRE. Sing Talk (C) WIRE. Shirley Holmes (M) WLW. Basketball scores WFBM.

10—Alice Lyman's Or. (C). Russ Morgan's Or. (N) WEAF. WIRE. New (N) WJZ.

10:05—Nino Martini's Or. (N) WJZ.

10:15—Louie Lowe's Or. WFBM.

10:30—Bennie Cumming's Or. (C) WFBM. Stan Wood's Or. (N) WEAF.

10:45—Gordon's Or. (C) WEAF.

10:55—Law for the Layman WFBM.

11—Indiana Roof WFBM.

11:30—Kathy Kryer's Or. WLW.

11:45—Kathy Kryer's Or. WLW.

12—Lud Guskis's Or. (C) WFBM.

12:45—Law for the Layman WFBM.

1—Orman Beville (C).

2—Melody Hour (N) WEAF.

3—String Pickers WFBM.

4—Lyric Serenade (C).

5—Tone Pictures (N) WJZ.

6—Clyde Phillips' WFBM.

7—Today's Problem (N) WEAF.

8—Bohemians WFBM.

9—Orman Beville (C).

10—Men's Builders (Continued) WFBM.

11—Melody Party (Continued) WFBM.

12—Friendship Circle WFBM.

13—Music for the Home WFBM.

14—Music for the Home WFBM.

15—Government Talk WLW.

16—Christian Men's Builders WFBM.

17—Men's Builders (Continued) WFBM.

18—Men's Builders (Continued) WFBM.

19—Men's Builders (Continued) WFBM.

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