

# GEORGE JESSEL TO GUEST STAR TONIGHT

Comedian to Appear With Wife, Norma Talmadge, on Crosby's NBC Music Hall Program at 8

Frank Fay, Back in New York From Hollywood, to Be Welcomed by Rudy Vallee in Home-Coming Celebration at 6; G. O. P. Clubs on Air.

BY RALPH NORMAN

WE'VE wondered what happened to George Jessel to cause his complete oblivion in radio, stage and screen circles, and now he turns up to be guest star on Bing Crosby's Music Hall, NBC-WEAF (WLW) at 8 tonight. The singing comedian held several radio contracts, but slipped quietly from the spotlight into retirement, in southern California sunshine. Perhaps his radio demise was voluntary. We don't know.

Mr. Jessel tonight will present several of his songs interpretations and, with his wife, Norma Talmadge, will play in a comedy sketch about June 1st. Miss Talmadge is remembered by theater-goers, as a star of the silent screen. Tonight's performance will be their first together.

**M**ILTON BERLE, featured star of Rudy Vallee's last two Variety Hours, will be absent tonight, which may mean that the program's sponsor decided not to retain the comedian for several performances as it did Frank Fay and Bob Burns. The Valley Hour has quite a reputation as a training school for funsters, but standards are high, and no "flops" are wanted.

Listeners tonight on NBC-WEAF (WLW) at 6 will hear, instead of Mr. Berle, Frank Fay, who is back in New York after originating his own programs in Hollywood. After his comeback with Rudy, Frank will stay in New York to broadcast his own series from NBC's Radio City. His program will move from Saturday to Friday nights beginning to-morrow.

**A**SSOCIATED Republican Club will "ask America for a platform" in a special NBC-WLW broadcast at 9:15 tonight. The program is to originate in several different cities, from New York to Los Angeles, and is to include interviews with a corn farmer, cotton grower, factory worker, relief worker, school teacher and others representing the occupations.

Inasmuch as the organization knows its speakers and speakers will be prepared to give opinions, we fail to see what the committee expects to accomplish with the program. "A man-in-the-street" broadcast seems to us better for this type of feature.

Benjamin Wallace Douglas, au-



thor of magazine articles and a book called "The New Deal Comes to Brown County," is to represent the Middle West, and will speak from the WLW studios in Cincinnati. Mr. Douglas' articles, which were published by a national magazine, dealt with agriculture and the New Deal in southern Indiana.

George Givot adds variety to CBS late date programs with his Radio Circus each Monday, Thursday and Saturday nights at 10 (WFBM at 10:15). Called the "Greek Ambassador of Good Will," Mr. Givot presides over his merrymakers as master of ceremonies. Program features present Joy Hodges, blues singer; Albert Carroll, impersonator; Frank Payne and Benny Burt. Givot's stooges, a male octet and a vocal trio, Al Trace's orchestra plays.

**C**HARGING the Federal Communications Commission with an attempt to establish censorship over broadcasting, the Short Wave Institute of America filed a protest against a ruling, effective July 1, prohibiting re-broadcasting of foreign programs without written authorization from the commission.

The institute maintained that the ruling involves stations and the government in disputes with foreign governments, because it is usual to permit re-broadcasting of any country's program would indicate unfriendliness toward that country.

Broadcasters indicated they will protest any regulation limiting freedom of the air. Stations now permit themselves much greater freedom of expression in their programs than a few years ago when radio was new. Today, as in the past, nearly all regulation is from within the industry itself.

Idea for a local broadcaster: A New York station keeps a microphone in a marriage license bureau, and presents interviews with prospective newly-weds. The novelty feature is said to be popular with listeners.

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

Member stations and kilocycles of the networks are:

NBC-WEAF—WEAF (160), WIRE (1400), WLW (1000), WGN (1670), WMAQ (670) and WLS (690).

NBC-WLW—WLW (1000), WIRE (1400), WMAQ (1670), WLS (1270), WMAQ (1670), and WLS (690).

CBS-WABC—WABC (680), WFBM (1230), WOVO (1180), and WLS (1770).

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

The Times can not be responsible for inaccuracies caused by last-minute program changes by stations.

THURSDAY

F. M. 4—Benny Venus (C) WFBM. Flying Time (N) WEAF, WIRE. James Williamson (N) WLW. White Chorus (N) WLW.

4:15—Tea Time Tunes (N) WFBM. Dan Kelley (C).

4:30—George Givot's (C) WFBM. Captain's Adventures (N) WLW. Bob Merrill (C).

4:45—Renfrew's (C) WFBM. Lowell Thomas (N) WLW. Harry Reser's (C) WIRE.

5—Atlantic Family (C). Among 'n' Andy (N) WEAF, WIRE. John H. Kennedy (N) WEAF, WIRE.

5:15—Robertson's (C) WFBM. Monks Ensemble (C). Edwin C. Hill (N) WEAF, WIRE. Tom Powers (C) WFBM.

5:30—Kate Smith (C) WFBM. Friends of Pioneers (N) WEAF, WIRE. Lum and Abner (N) WLW.

5:45—Billie Holiday (C) WIRE. Harry McTigue (N) WEAF, WIRE. Life Studies (N) WEAF, WIRE. Eddie Fisher (N) WEAF, WIRE. Pleasant Valley (N) WLW.

6—Art Show (C) WFBM. To Be Announced (N) WLW. Roy Smeck (C) WIRE. Brother Lowman's Jantown (N) WIRE.

6:15—In the Limelight (N) WIRE.

6:30—Renfrew's Pre-Convention Program (C) WFBM. Xavier Cugat's (N) WLW. WIRE.

7—Caravan (C) WFBM. Steppenwolf and Budd (C) WFBM. James A. Farley (N) WLW.

7:45—Crusaders (M) WLW.

8—Horace Heldt's Brigadiers (C) WFBM.

Town Tavern (N) WEAF, WIRE. Roy Shield's Review (N) WLW.

8:15—Bingo (C) WIRE.

8:30—Mister (C) WFBM. Robin Hood (C) WIRE.

8:45—To Be Announced (N) WLW.

9—Len Riley's Sportsight (C) WFBM. Don Bostor's (C) WIRE.

9:15—Hartman's (C) WFBM. Fletcher Henderson's (C) WIRE.

9:30—James Cagney's (C) WFBM. Salute to Hot Springs. Ark. WLW.

9:45—Jesse Crawford (N) WEAF.

10—News WFBM. George Givot (C).

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FRIDAY

A. M. 6—Family Prayer Period (M) WLW.

6:15—Sunday School Lesson (WLW).

6:30—Chuck Wagon (WLW).

6:45—Morning Devotions (WLW).

6:55—Betty Gould (N) WLW.

7—Bluebirds (C).

News WIRE.

7:15—Birds and White (N) WLW.

7:30—Birds (C) WFBM.

Dear Columbia (C).

Musical Clock (C) WFBM.

Breakfast Club (N) WLW.

News WLW.

7:45—Birds (N) WLW.

Arthur Chandler Jr. (WLW).

7:50—Richard Maxwell (C).

James P. Gaultie (N) WLW.

7:55—Montana Slim (C).

Three Stamps (N) WLW.

7:55—Answers WLW.

7:55—(N) C.

8—News WFBM.

News (C) WFBM.

Cub Reporters (C) WIRE.

8:15—Variety Show (WLW).

8:05—Peter Cassel (N) WEAF.

8:15—Friedel (C) WIRE.

8:30—Mystery Chef (N) WEAF.

To Be Announced WLW.

8:45—Dan and Sylvia (N) WEAF.

King of Men WLW.

Bluebird (C) WIRE.

9—Hollywood Highlights WFBM.

Melody Weavers (C) WIRE.

Honeymooners (N) WLW.

Mail Bag WLW.

9:15—Live Stock Market WFBM.

Heidi, Friend of the (N) WLW.

10—Cadets Quartet (N) WLW.

James Rhythm (C) WIRE.

10:15—Sweet and Hot WFBM.

10:30—Matinees WIRE.

Mary Baker's (C) WFBM.

10:45—Tours in Town (C) WLW.

11:15—Richard Powell (C) WIRE.

11:30—Dance Rhythm (N) WLW.

11:45—Black Magic WIRE.

12—Billie Mills' (C) WFBM.

Radio Review (N) WEAF.

Gene Frazee WLW.

Phillips Lord (N) WEAF.

10:30—Front Page Drama WFBM.

Back Stage Wife (N) WLW.

Male Spy (C) WIRE.

How to Be Charming (N) WLW.

12:15—Fairy Tales Program WFBM.

News WIRE.

12:30—Three Stars (C) WIRE.

Reporter WIRE.

Farm Talk (N) WEAF.

12:45—Grandpa's (C) WIRE.

Home Movie Circle WFBM.

11:15—Inlaws WIRE.

Front Women's Club Federation (N) WLW.

Barney and Larson (WLW).

Education Program (C).

1—West and Hot (N) WFBM.

Forever Young (N) WIRE.

Originalities (N) WLW.

Massacre of the Movies (M) WLW.

1:15—Ma Perkins (N) WEAF.

Orphan Annie (N) WLW.

Wilderness Road (C) WFBM.

Buddy Clark (C) WIRE.

1:30—Matinees WIRE.

Animal News Club (N) WLW.

Club Federation Program WLW.

1:45—Helen Hayes (C) WIRE.

Manuel Contreras's (C) WIRE.

1:45—Mary Small (N) WLW.

Jane Emerson WLW.

2:15—Nolan's Toy Band (N) WLW.

2:15—News and Financial Notes WLW.

Phillips Lord (N) WEAF.

10:30—Front Page (N) WEAF.

10:45—Three X (N) WLW.

10:45—Renfrew (C) WFBM.

George Hall's (N) WEAF.

Lowell Thomas (N) WLW.

10:30—Front Page (N) WEAF.

10:45—Three X (N) WLW.

10:45—Renfrew (C) WFBM.

George Hall's (N) WEAF.

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