

Dizzy Dean To Make Guest Appearance On Haley Spot

Dramatization Of Outstanding Books To Be Started By Radio; Old Ranger Has Interesting Story

Dizzy Dean, who pitched his heart out last year to help the Chicago Cubs win the National League pennant will throw a fast ball packed with gags at Jack Haley when he makes a guest appearance on the show, Friday over WABC at 7 p. m. Haley's committee to welcome the famous hurler will include regulars Lucille Ball, Virginia Verrill, Artie Auerbach, and Ted Fio-Rito and his orchestra.

Dean has just started his yearly spring training grind with Gabby Hartnett's, Chicago Cubs at Catalina Island, and will make a special trip from the isthmus for the the Wonder Show broadcast. He'll toss Haley a few baseball predictions about the coming season, and then will let go with some fast comedy lines that are scheduled to send Haley to the showers.

Later in the program, Dean will stand by while Haley and cohorts Ball, Verrill, Fio-Rito, and Auerbach, enact a screwball epic of the Foreign Legion.

For the first time in broadcasting history, the nation's leading book publishers will cooperate unreservedly with radio when the Playhouse starts dramatizing outstanding new books on the first Friday of each month.

Selected by a jury under the chairmanship of Orson Welles, the first new book dramatization will go on the air Friday, at 9:00 p. m. over WABC. The present policy of presenting familiar books or well-known plays will be maintained on the remaining Fridays in each month.

Following the introductory dramatization, new books chosen for future broadcasts will be known as the "Playhouse Selection of the Best-New-Book of the Month." Choice will not be confined to fiction. Biography, autobiography, history and adventure will also be dramatized.

Newly published books may be submitted either by publisher, author or agent. Payment will be made for broadcasting rights and a silver memento of award will be presented to the author of each book selected for Playhouse presentation.

Following the one hour dramatization of a new book in the Playhouse series, its author will be interviewed by Welles.

For the introductory broadcast,

FRIDAY, MARCH 3

Time Is Eastern Standard — Subtract One Hour for Central Time—P. M.

(Changes in programs as listed due to last-minute network corrections)

TOP TUNING FRIDAY

P. M.

- 7:30—Jack Haley and Variety, WABC
- 8:00—Warden Lawes, Dramatic, WJZ.
- 8:00—First Nighter, WABC.
- 8:30—Burns and Allen Program, WABC.
- 9:00—Abe Lyman, WEAf.
- 9:00—Orson Welles and Drama, WABC.
- 9:30—Death Valley Days, WEAf.
- 10:00—Guy Lombardo Orchestra, WEAf.

Welles and his committee are already considering "The Holy Terror," an H. G. Wells novel, published by Simon & Schuster, which deals boldly with dictators.

How a cactus plant saved the life of a desert prospector will be told by the Old Ranger during the Death Valley Days program over WEAf Friday, at 9:30 p. m. Near collapse from thirst in the desert, the prospector suddenly conceived the idea of cutting open the thorns and scales on the cactus plants around him and drinking the fluid stored in them. Refreshed, he was able to continue his journey. In later years "Cactus Bill," as he became known to his friends, amassed a great fortune, and made several trips into the desert for rare species of cactus, which he transplanted to his fashionable villa garden.

Rosedale's philosophical radio station owner and operator, Uncle

STATIONS THAT MAKE UP