

Phil Baker Will Try Hand At Operating Health Farm

Freddie Rich To Lead Orchestra For Hollywood Party Program; Audience Will Take Part In Vox Pop Quiz

The Phil Baker Health Farm, "We'll Build You Up or Break You Down," will be opened to the unsuspecting public during the "Honolulu Bound" broadcast with Bottle, Eddie DeLange and his orchestra, the Andrews Sisters and Harry von Zell over WABC Saturday from 9 to 9:30 p. m.

After seven years in radio, the accordion playing jester is convinced that everyone needs a health build-up sooner or later. So, with the ever faithful British lackey "Bottle" at his side, Baker will start a farm to bring radio stars back to health. His first patient probably will be himself.

Phil, who never does anything more strenuous than squeezing his accordion will demonstrate how to make thin men fat and fat men thin, in six easy treatments. His motto is "If you're not satisfied with our treatments, your nervous breakdown will be cheerfully refunded."

Freddie Rich will be the orchestra leader for the party, starring Tommy Riggs and Betty Lou, in the five broadcasts to come from Hollywood over WEAf at 8 p. m. beginning with that of Saturday. Larry Clintons orchestra, with Bea Wain as vocalist, provide the music on the Radio City programs.

Guests on the program during the Hollywood stay will be drawn from the movie colony. Martha Raye, singing and clowning star of the screen, will be the first to meet Betty Lou.

A unique new policy on the NBC Vox Pop program will highlight the broadcast of the quiz show conducted by those inimitable interviewers, Parks Johnson and Wally Butterworth Saturday from 9 to 9:30 p. m. over WEAf.

In addition to their unrehearsed interviews, Parks and Wally are launching a novel survey, which includes their radio audience, who may mail in opinions on timely questions and problems, and a special group of seven or eight persons selected at the broadcast who are marshalled before the microphone to cast their vote. The subject will be held secret by the Vox Poppers until they go on the air. The broadcast this week will originate in the lobby of the RCA building in Radio City, New York. Graham McNamee will announce the show.

The final broadcast by Fred Waring and his Pennsylvanians in their present series will be Saturday from 8:30 to 9 p. m. over WEAf and will feature two songs

SATURDAY, MARCH 4

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

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

6:00—Radio's Kindergarten—nbc-weaf News; The Spanish Revue—nbc-wjz
Broadcasting News Period—cbs-wabc
Dancing Music Orchestra—mbs-chain
6:05—Daily Sport Resume—wabc only
Dancing Music Orchestra—cbs-chain
6:15—Dancing Music Orch.—cbs-wabc
6:25—Broadcast News—weaf-wjz-nbc
6:30—Dancing Music Orch.—nbc-weaf

TOP TUNING SATURDAY

P. M.

- 7:00—Saturday Variety Time. WEAf.
7:30—Joe E. Brown and Comedy, WABC.
8:00—Tommy Riggs and Betty Lou, WEAf.
8:00—Johnny Presents, WABC.
8:30—The Pennsylvanians, WEAf.
9:00—Phil Baker and Bottle, WABC.
9:30—Hollywood's Fun Hall, WEAf.
10:00—Saturday's Hit Parade, WABC.

never before heard on the air. One, by Tom Waring, entitled "Susan Simpson," is an old alliterative poem by an unknown author that he set to music.

Jimmy Atkins, a recent Waring discovery, will sing the other new song, "Good-by Lover," by Roy Ringwald, arranger, and member of the Twin Trios. By request Patsy Garrett and the Glee Club will repeat the popular "Begin the Beguine." Stuart Churchill, tenor, will be featured in "A Pretty Girl is Like a Melody." Donna Dae will do "Slumber Time Along the Swanee," and the ensemble will present "Sing, It's Good for You."

First of the guest conductors to follow Arturo Toscanini as director of the NBC Symphony Orchestra's Saturday night radio concerts will be Hans Wilhelm Steinberg, who takes charge for the Saturday broadcast. The program for that date, to be heard from 10 to 11:30 p. m. over WJZ, the network of the Canadian Broadcasting Corp., and thruout the world via short wave, lists Anton Bruckners Fourth Symphony, Igor Stravinsky's "Fireworks," "The Sorcerer's Apprentice," by Paul Dukas and the "Emperor" Waltz, by Johann Strauss.