

Mysterious Beetle Returning Saturday To Heckle Baker

Ghost "Voice" To Help Phil Celebrate Sixth Radio Anniversary; Mary Boland Slated As Guest Of Tommy Riggs

Phil Baker's Beetle is coming back.

The mysterious ghost voice that heckled the accordionist-comedian on his broadcasts for half a dozen seasons will return to help the comedian celebrate his sixth birthday in radio during the "Honolulu Bound" program Saturday over WABC at 9 p. m.

"Honolulu Bound" will pick up the Baker career when launched in a Chicago broadcasting studio on St. Patrick's Day in 1933, and offer a kaleidoscopic review of what's happened since in his airwave activities.

It will portray the origin of the three B's—Bottle, Beetle, and Baker. Coursing down the years the program will review Baker as the "Great American Trooper," the editor of the "Gazette" and other of the comedy roles that have held his attention over six years of almost continuous broadcasting assignments.

Mary Boland, who made her professional debut when she was but little older than Tommy Riggs' imaginary little Betty Lou, will be a guest at the Party on WEAf Saturday at 8:00 p. m., and have a little chat with Betty Lou, Miss Boland, originally a tragedienne, gained fame in comedy roles when she teamed up with Charles Ruggles. She is a veteran of stage, screen and radio.

Freddie Rich's orchestra will be heard on this program, the third of the series of five originating in Hollywood.

The concensus of the radio audience on whether or not Tony Galento is the leading heavy-weight contender to oppose Joe Louis, will be made known by Parks Johnson and Wally Butterworth during their Vox Pop broadcast, Saturday at 9:00 p. m., over WEAf. Mail response from Vox Pop listeners will determine the answer. The broadcast also will feature informal interviews this week with persons assembled in the lobby of the Barbizon-Plaza Hotel, New York City.

Troubles never end for Fibber McGee and a new lot begins, Tuesday, March 21, when he discovers approaching baldness. Methods of Fibber's fight against it prove as hilarious as they are unexpedient when Fibber comes to the mike at 9:30 p. m. over WEAf.

A special group of five tunes, played by the King of Swing and sung by Martha Tilton and Johnny Mercer, will be on the Caravan program when Benny Goodman broadcasts his weekly air show from the Earle Theatre, in Washington, D. C. Tuesday at 9:30 p. m. over WABC.

When Dick Powell opens on his new CBS program Tuesday at 7:30 p. m. he will have as his first guest star crotchety Mr. W. C. Fields, ex-antagonist of Charlie McCarthy. Dick will head a half hour of informal chatter and songs, assisted by Parkyakarkus,

SATURDAY, MARCH 18

Eastern Standard Time—Subtract One Hr. for CST. 2 Hrs. for M.T.—P.M.

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 — Prof. Quiz Quizzes, WABC.
- 9:00—Phil Baker, Beetle and Bottle, WABC.
- 9:30—Hollywood's Fun Hall, WEAf.
- 10:00—Saturday's Hit Parade, WABC.

Martha Raye and Lud Gluskin's orchestra.

Two week-end features put on by the CBS network bid adieu to broadcasting this week-end.

First announced to go its the Saturday swing club, after more than three years on the air. The other will be "this is New York," a program using guest stars and presented in competition with the Charlie McCarthy hour on NBC at the same time.

"This is New York" concludes after 15 weeks on the air. Both programs had no sponsors, their cost of presentation being met by the network. What will replace them has not been decided.

STATIONS THAT MAKE UP THE NETWORKS

(Note: Refer to this box for stations of networks indicated after each program item. All programs are carried by key station and basic chains or groups thereof unless specified.)

NBC-WEAF (RED): BASIC—East: weaf cfm kyw when wcaz wchd wdel wfbr wgy wjar wnao wrz wtag wtm wtlc wwj; **Midwest:** ksd kstp wdaf who wire wmaq wow; **South:** kpre wbr wjdx wmbg wmc wsb wsmb; **Mountain:** koa kdyl.

NBC-WJZ (BLUE): BASIC—East: wjz cfef kdka waby wbal wbz-wbza wean webr wfl wham whk wicc wjtn wleu wmal wmfj wspy wxyz;