

Unique Broadcast Planned As Preview Of Berlin Film

International Program To Be Heard From Three
Continents Monday Night On Magic
Key Hour

An international broadcast Monday from three continents to be carried over WJZ thruout the United States and by short wave to Cuba and South America, has been planned by Hollywood as a preview of the Irving Berlin picture, "Second Fiddle."

This is the first broadcast of its kind ever arranged for a motion picture and it will be a departure from the type of radio programs the company has used in the past.

This international broadcast, which will inaugurate the new Monday night series of the Magic Key of RCA from 7:30 to 8:30 p. m. will be picked up from Norway, London, Buenos Aires, New York and Hollywood. It will feature music and scenes from "Second Fiddle" and will present the stars of the picture, Sonja Henie and Tyrone Power, as well as Rudy Vallee and Mary Healy, also members of the cast, Irving Berlin, the composer and Sidney Lanfield, the director.

A feature of the program will be a long distance air scene between Sonja Henie and Tyrone Power, separated by more than 7,000 miles. Miss Henie who sailed from New York recently, will be in her home in Oslo, Norway and Power will be in the studio in Hollywood.

In an effort to awaken interest in the Wagner Bill authorizing the increased entry of alien juveniles, Burgess Meredith, Katharine Hepburn and perhaps Shirley Temple or Deanna Durbin will make a special broadcast over WJZ Sunday.

Prophets who expressed the opinion that West Coast broadcasting was due for a slump may be interested to learn that instead of a summer slump, West Coast business will be up 20 per cent over 1938.

Due to the fact that the NBC dramatic series has changed time and is now heard on the West Coast before youngsters retire, Arch Oboler will tone down the chills and horror in his weekly offerings.

Frankie Masters' opening at the Baltimore Country club in Maryland is set for June 30. CBS will provide four broadcasts weekly.

Metropolitan Auditions of the Air has been signed for 26 additional weeks. Beginning Oct. 1, 1939, the program will be heard over the Blue instead of the Red network.

Angeline Orr, "Jane" of "Judy and Jane," is doubling as a professional model in Chicago.

If the deal is completed, Jimmy Dorsey will be Raymond Paige's "instrumentalist of the week" on the "99 Men and a Girl" program of June 23.

Johnny Green, musical director of "Johnny Presents" is back in New York after conducting for a dance honoring the king and queen of England in Halifax.

Mort Lewis, author and emcee of "If I Had the Chance," is col-

BEST BETS FRIDAY

P. M.

- 6:30—Euddy Clark, WABC.
- 7:00—Fast Nighter, WABC.
- 7:00—Lucille Manners, WJZ.
- 8:00—Abe Lyman, WJZ.
- 7:30—Burns and Allen Comedy, WABC.
- 8:00—Plantation Party, WJZ.
- 8:30—Death Valley Days, WJZ.
- 9:00—Guy Lombardo, WJZ.
- 9:30—Bob Ripley, WABC.

on a book tentatively tagged, "Microphone Bows."

Erno Rapee, conductor of the "Musical Playhouse," plans to present several unpublished gems of leading composers on the series. The first is Victor Herbert's "Golden Days Overture," originally scheduled for a June 18 airing, but which will be heard Sunday.

Hildegard is turning actress. In addition to her singing, she will be written into the scripts of forthcoming Bob "Believe It Or Not" Ripley programs.

Raymond Paige is now working on arrangements of two new compositions written by a San Francisco business man, Howard Addleston. Paige may offer them on a forthcoming "Raymond Paige, 99 Men and a Girl" program.

Jane Froman will demonstrate that she can do all types of numbers when she revives an old jazz tune, "Washboard Blues," as her

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 stations and basic chains or groups thereof unless specified.)

NBC-WJZ (RED): BASIC—East: waf ebm kyw wbn wcae wese wdel weet wbr wgy wjac wnae wre wrw wtag wtam wte wvj; Mid-west: ksd kstp wdar who who wky wmaq wow wtnt; South: kyrc ktlb kark kcoo whap wfax wfrc wjdx wmbg wnc woi wsb wsub; Mountain: kdyl kea.

NBC-WJZ (BLUE): BASIC—East: