

Guy Lombardo's Band To Feature Sweet Music Friday

First Nighter Program To Give Gay Romance Of Young Hearts; Fall Offerings Are Being Announced

Guy Lombardo and his Royal Canadians, one of the outstanding "sweet music" bands of the day, will be heard Friday at 9 p. m. over WEAF, with a program featuring "Over the Rainbow." Lombardo, who says that requests indicate the return of "sweet music" and the decline of "swing," is scheduled to make two films for Hollywood sometime during the winter.

Another tale is plucked from the story-book-bag of the Old Ranger on the Death Valley Days program at 8:30 p. m. over WEAF. The old prospector promises a story in which justice is served in the end in a most startling manner, and romance adds its appeal to the story.

A gay romance of young hearts and light cares will be told on the First Nighter program over WABC at 8:30 p. m. The stars of the program present a new angle to the "boy meets girl, boy loses girl, boy gets girl" theme, so well known to radio and motion picture fans.

Miscellaneous notes on fall programs . . . Lou Gehrig and Babe Ruth both are being groomed for a winter commercial series which will be on the networks in mid-afternoon . . . Hedda Hopper will debut Oct. 1 with a screen chatter show a la Jimmy Fiddler . . . Loretta Young headlines the first

BEST BETS FRIDAY

- P. M.**
- 7:00—Lucille Manners Concert, WEAF
 - 7:30—Johnny Presents WABC
 - 8:00 — Ane Lyman Waltzes, WEAF
 - 8:00—Plantation Party, WJZ
 - 8:30 — "Death Valley Days," WEAF
 - 9:00—Guy Lombardo's Orchestra, WEAF

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-WEAF (RED): BASIC—East: weaf cbm kyw when wcae wsch wdel weeu wfbr wgy wjar wnac wrc wraw wtat wtam wtie wwj. **Midwest:** ksd kstp wdaf who wire wky wmaq wow wtmj. **South:** kprc ktbs kark kyoo wbp wbrc wfaa wjdx wmbg wmc woa web wemb. **Mountain:** kdyl koa.

NBC-WJZ (BLUE): BASIC—East: wjz cfcf kdka waby wbal wbx wbaa wean webr wfl wham whk wpc wjta wleu wnal wnff wnbc wisp wyyr wxyz. **Midwest:** kma kso kwk wbcm well wenr wfdf wibm wjnn wls wmt wow wren wten. **South:** kgko kths ktok kxyz waga wdsu wjbo wmsp wrtd wsgn. **Mountain:** klo kula kvod. **NBC OPTIONAL STATIONS** (operate interchangeably RED or BLUE chains) **East:** cbl cmx wbre wcol wfea wgal wkbo wibz wjw work wrdo wsa wsn. **Midwest:** cbk kans kelo kfam kfyf kgbx koam kroo ksoo kysm wbow well wcky wday webe wgbt wgl wiba wood. **South:** kfdm krgv kris ktsm wapo wala wave wcoa wesc wfbc wfla wiod wls wjax wlak wpta wrol wsm wsoe wsun wtar. **Mountain:** kghf kghl kgr kido kob kpfa ksef ktar ktl kvoa.

CBS-WABC: BASIC — East: wabc wco wcoa weel agr wbbw wkrc wgar wdre wcau wjas wpro wtbl wjsv. **Midwest:** wbbm krot wfsm kmhc kfah wbas wkmo. **OTHER STATIONS:** **East:** wad wpg wabi wmbf wms who wjr wesg whp ckac wgan whcc wgtl wnas wnhx cfrb wibx wby wore wkbn. **Midwest:** woc wbbb kdal woa wind wtaq wmf wkbh kglo wisn wcco koll

two "Silver Theatre" programs which return to the air Oct. 8 . . . The heavyweight bout between Tony Galento and Lou Nova, postponed because of the latter's cold, will be heard over WJZ next Friday at 9 p. m.

Helen Hayes will be co-starred in "Peter Ibbetson" with Orson Wells over WABC Sunday . . . Phil Harris has been signed once more as batoneer on Jack Benny's fall program . . . Kenny Baker, however, will be missing . . . One of the violinists in Kay Kyser's orchestra brought along a spare fiddle when they went to the coast and is getting most of the movie stars to autograph it.

A program which is proving to be quite popular is the 15-minute "This is the Fair" nightly broadcast which interviews many of the fair visitors, most of them from Ohio . . . Sport fans of this area are unusually blessed with competent and interesting sports announcers and programs, namely WLW's "Inside of Sports" program at 6:45 p. m. the same station's Baker's sports final at 10:45 p. m., and WJR's Stevenson's sport broadcast at 10:30 p. m.

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