

Fred Allen And Ned Sparks Clash In "Dead Pan" Battle

First Sneering Contest Over Air Waves Set At
9 P. M. Wednesday On New Town
Hall Show

The two most famous dead-pans in show business will be brought together when Fred Allen plays host to Ned "Sour-puss" Sparks on the initial broadcast of the new Allen show over WEAf Wednesday at 9 p. m.

In the first sneering contest ever held on the air, Fred will interview Sparks, not on how he has lived, but "Why?" Allen is recognized eastern sour-puss champion, while Sparks holds a similar title on the Pacific coast.

After interviewing the guest star, first in his new series of distinguished personalities, Allen will cast him in one of the famous Mighty Allen Art dramas, those insults to the footlights.

Allen has selected Wynn Murray, a stage and radio veteran at 19 and a graduate of the Children's Hour, as the singing star.

The Merry Macs swing quartet, three boys and a girl who last year were acclaimed by the nation's jitterbugs and rug-cutters to be the hottest swing group of their kind on the air, have been signed again. The group is composed of three brothers, Judd, Ted, and Joe McMichael, and an ex-University of Indiana beauty queen, Helen Carroll. In a little over a year on the Allen program, they have risen from the unknowns to an important position on radio, stage, and screen.

Guest stars of the first magnitude, a featured girl singer, an audience quiz spot, new novelty acts and a new routine will distinguish the new broadcast series from the Old Town Hall Tonight show which Fred presented for six consecutive years. Among the old personalities retained are the Merry Macs, famous swing quartet; Peter von Steeden and his orchestra, Portland Hoffa, radio's most persistent heckler; Harry von Zell, announcer extraordinary and ace stooge, and the Mighty Allen Art Players.

When Woodbury's Hollywood Playhouse opens its Fall season of dramatic productions over WEAf on Wednesday, leading man Herbert Marshall will have as his guest star, Madeleine Carroll, British film actress. Miss Carroll will be heard opposite Marshall in a radio adaptation of A. A. Milne's romance, "Michael and Mary."

The play, to be broadcast at 8:00 p. m., deals with a vicious blackmail plot which threatens to end fourteen years of marital happiness for the two principals. Miss Carroll, as Mary, finds refuge from a background of misery in a marriage with young artist Michael, played by Marshall. The blackmail campaign ends on a happy note, however, when the plotter conveniently succumbs to a weak heart. The Hollywood Playhouse dramatizations, formerly heard on Sundays, will be broadcast each Wednesday.

A new announcer, Truman Bradley, and a new sponsor, are the only new factors in her radio entourage to confuse zany Gracie

BEST BETS WEDNESDAY

P. M.

- 7:00—Fred Waring, WEAf.
- 7:30—Burns and Allen, WABC.
- 8:00 — Hollywood Playhouse, WEAf.
- 8:00—Phil Baker, Beetle WABC.
- 8:00—Fred Allen Town Hall, WEAf.
- 10:00 — Kay Kysler's College, WEAf.

Allen when she returns to the air Wednesday at 7:30 p. m. over WABC with her long-suffering partner, George Burns.

Tenor Frank Parker will be back to harangue about his various girl friends and Bandsman-Stooge Ray Noble is reported with a pocketfull of new (?) English jokes.

Those famous Broadway and Hollywood actors, Fredric March and Florence Eldridge, who just closed in "The American Way," will reverse their real state when they appear in Phillip Barry's "Tomorrow and Tomorrow," on the weekly Star Theatre broadcast next Wednesday at 9:00 p. m. over WABC.

In real life, March and Eldridge are a happy, married couple. In the Barry play, March plays an outsider who disturbs a married woman, played by Miss Eldridge. This play was selected by the Marches themselves, who postponed a Hollywood movie assignment to remain in New York and do the broadcast. Perhaps their interest in the drama, which they have wanted to do for years, may be explained by the fact that they themselves have adopted children, and the adoption of a child is an important point in the play.

WEDNESDAY, OCTOBER 4

Eastern Standard—Subtract One Hr. for CST, 2 Hrs. for MT—P. M.

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

- 5:45—"Orphan Annie"—nbc-weaf-east
- Lillian Connell, Song—nbc-red-west
- Tom Mix Sketch—nbc-wjz-east
- Scattergood Baines, Serial—cbs-wabc
- 5:00—Art in the News talk—nbc-weaf
- News, Dance Music Orch—nbc-wjz
- News Broadcasting Period—cbs-wabc
- 6:05—Edwin C. Hill—cbs-wabc-basic
- Ballads by Brooks—cbs-chain-west
- 6:15—Malcolm Claire, News—nbc-weaf
- Sports, The 4 Lton Boys—cbs-wabc
- "Sucker School" Feature—mbs-chain
- 6:30—Capt. Healy Stamps—weaf-only
- N. Cloutier's Orches—nbc-red-chain
- "Ink Spots" Male Quartet—nbc-wjz
- Kaltenborn in Comment—cbs-basic
- Organ Moods Program—cbs-west
- Harold Stokes Orchestra—mbs-net
- 6:45—Bill Stern and Sports—weaf-only
- Silhouettes by Salon—nbc-red-chain
- Lowell Thomas, Talk—nbc-wjz-basic
- Tom Mix Repeat—nbc-blue-west
- Judith Arlen & Her Song—cbs-wabc
- The Johnson Family—wor-wol-only
- 7:00—E. Waring Time—nbc-weaf-east