

# Two New Streamlined Shows To Hit Airwaves Thursday

Mary Martin And Dick Powell Join "Good News" Unit; Vallee Returns With Maxie Rosenbloom As Partner

Mary Martin and Dick Powell join the permanent cast of a new half-hour edition of "Good News of 1940," starting, Thursday, from 9 to 9:30 p. m., over WLW. Fanny Brice, as Baby Snook's, Hanley Stafford, Snooks' long-suffering daddy, and Meredith Willson's orchestra will continue on the new streamlined show.

Patterned in hysterical, if not always strictly historical fantasy, stressing characters and situations rather than gags, the new Rudy Vallee program inaugurates its weekly run on Thursday, from 9:30 to 10:00 p. m., over WEAF. With him, as permanent fellow-history-mangler, will be Slapsie Maxie Rosenbloom, prize fighter, cafe proprietor, movie actor and vocabulary torturer.

The first program will be based on the adventures of Christopher Columbus, with Vallee going into a reverie on a rubbing table, with Rosenbloom as the rubber, and with Mary Boland, Bill Wright and Dialectician Abe Reynolds as the guest ribbers. Each week, other Hollywood celebrities will be guest spotted, when, and if, they fit the story.

Louise Sunderman, 20, of La Grange, Ill., cello student at the Chicago Conservatory of Music, has been chosen as guest artist for Musical Americana, on Thursday at 8:00 p. m., over WJZ.

Miss Sunderman is one of a series of young American musicians chosen from this country's outstanding music schools, who journey to Pittsburgh weekly for solo appearances with the Westinghouse Radio Orchestra — 100 men of Melody, under the direction of Raymond Paige. Deems Taylor is starred as master of ceremonies on the program. Milton Cross is the announcer and Kenneth L. Watt the producer and director.

One of the loveliest of the Lane sisters, Priscilla, joins the eminent pianist, Rudolf Ganz, and Howard Hill, expert archer, in the guest panel of the Music Hall Thursday. Bing Crosby will rally the home team around him, consisting of Bob Burns, the Music Maids and John Scott Trotter's orchestra, for the broadcast over WEAF at 10:00 p. m.

A tale whispered by an old East Indian priest several years ago sent James Churchward, brilliant young archeologist, in quest of evidence that there was a lost continent somewhere in the middle of the Pacific Ocean, where man's earliest civilization flourished 50,000 years ago. Churchward's sensational findings will be revealed on the Strange As It Seems program, Thursday at 8:30 p. m.

In a Burmese temple, Church-

## BEST BETS THURSDAY

P. M.

- 7:15—"Big Town," WLW
- 8:00—George Jessel Celebrities, WLW.
- 8:30—"As Strange As It Seems," WJR.
- 9:00—"Good News" Variety, WLW.
- 9:00—Musical Americana, WLOK, WOWO.
- 9:00—Major Bowes Amateurs, WJR.
- 10:00—Bing Crosby Show, WLW.

ward saw sacred tablets that supposedly had been carried to East India 10,000 years ago describing the continent of "Mu" — a land twice the size of South America, where sixty million people once lived in advanced civilization. The program will disclose evidence by Churchward that colonists from Mu started the now ancient civilizations of India, Persia, Babylon, Egypt and Greece.

Problems growing out of the wholesale migration to California of the Dust Bowl farmers will be weighed by four distinguished speakers during "America's Town Meeting of the Air," Thursday at 9:30 p. m., over WJZ. The formal topic will be, "What Should America Do for the 'Joads?'" Speakers will be Rexford Tugwell, former under-secretary of agriculture and now chairman of the New York City Planning Commission; Phillip Bancroft, of the Associated Farmers of California; Hugh Kennett, chief of the U. S. Soil Conservation Service, and Carey McWilliams, author and commissioner of immigration for California.

Jose Iturbi, distinguished con-

THURSDAY, MARCH 7

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

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

5:30—Jack Armstrong—nbc-weaf-east  
Kitty Keene Sketch—nbc-red-west  
Bud Barton's Sketch—nbc-wjz-east  
It Happened in Hollywood—cbs-wabe  
Johnson Family, Sketch—mbs-cham

STATIONS THAT MAKE UP