

## LOS ANGELES

By RALPH WILK

**A**RTHUR TREACHER'S option has been lifted on the Jack Carson Campbell Soup Show for the next thirteen-week period. Incidentally, Treacher was guest on the "Andrews Sisters" program, Sunday, Feb. 11th.

Walter Wade, managing director of the Wade Advertising Agency, Chicago, is in town for a short stay. He is conferring on the "Lum 'n' Abner" Blue Network show. Accompanying him is his son, Jeff Wade, recently discharged from the Army after many months overseas service.

According to an announcement made this week, Dave Street, featured singer on Joan Davis Sealtest Village Store program with Jack Haley, won first place in the singing popularity contest conducted on the West Coast by Al Jarvis on behalf of the famed "Make-Believe-Ballroom" program.

Bill Grey, comic on the "Jack Kirkwood Show," heard nightly over CBS, is still living in a hotel on Ventura Boulevard, and the only problem with that says Bill is, "we have to move every five days, and so far we have lived in 29 of the 30 units in the building, in fact we've lived in every unit except the manager's."

Bill Goodwin, featured comedian on the Frank Sinatra show, will become a father for a fourth time early next summer. The Goodwin children are: Lynn, aged one and one-half; Bill, aged three; and Jill, aged five. Mrs. Goodwin was known professionally as Philippa Hilber before her retirement from the screen.

Week days Charles Dant is an employe in a Los Angeles war plant, but on Sundays he continues his career as a radio maestro, waving the baton for the "Charlotte Greenwood Show," aired over the Blue Network.

Already the new radio comedy team, Wendell Niles and Don Prindle, stars of the new air series, "Hires Icebox Follies"—are guest-starring. Following their own program last Wednesday on the Blue Network, Wendell and Don joined George Fisher on "Hollywood Spotlight" on KECA. Saturday, they appeared with Andy Potter on his "My Favorite Tune" show on KFI.



### Names 'n News . . . !

● ● ● **EARL WRIGHTSON**, who has the lead in the costly musical, "Much Ado About Love" (formerly tagged "The Firebrand"), and who will probably replace Tibbett on the "Hit Parade." It all depends on how successful the new show is. Wrightson is also from the Met and insiders think he'll be the new sensation of the town. . . . **JAMES LAWRENCE FLY**, taking his turn in a Radio City ciggie line, even as you and I . . . **LAUREN BACALL**, who's turned down some 50 G's in radio dates because her studio doesn't feel she's ready for it yet. . . . **CLIFTON FADIMAN**, who has been warned by the medicos to drop everything but his "Info, Please." No lectures, no shorts, no writin', no nuthin' . . . **BEATRICE KAY**, who is reported to be unhappy on "Gaslight Varieties"—and Mike O'Shea, who is already off the show. . . . **EARL WILSON**, who rumor has it will lose those White Owl puffs on his Mutual chores. . . . **DAVE VINE**, who is seriously ailing and whose daily request is always granted—blintzes from Lindy's. . . . **JIMMY DURANTE**, who snubbed a \$12,000 offer to follow the Ritz Bros. (who're getting 10) into Chicago's Latin Quarter. . . . **MIKE TODD**, whom the gossipers will tell you won \$45,000 in gin rummy last week. . . . **PATSY FLICK**, who is preparing a brand new character for a vaude single. He outlined the whole idea to us and it's a sweetheart.

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● ● ● **EDDIE DAVIS**, who author'd "Follow the Girls" and is now readying a radio show for Gertrude Niesen tagged "Carnival Girl." Eddie, who's worked with practically every topflight comic during the past ten years, is also laboring over a book called "It's in the Bag," a compilation of the cream of the stuff he's created over the long haul. . . . **HELEN O'CONNELL**, J. Dorsey's former thrush, who got Jimmy's wife to stay home and mind her youngster while she trotted off for his opening at the Penn. . . . **KAY LORRAINE**, whose Altes-Lager beer show in the mid-West area is topping the Hooper already after only a few months. . . . **JACKSON BECK**, who's been the "Cisco Kid" for the past two years and who now inherits the lead on the "Brownstone Theater," which replaces the Kid on Feb. 21st. . . . **JAY SOLMERS**, who quit gag-writing for Alan Young to hop up Danny Kaye. . . . **MARIE YANOFKY**, who is turning out those bang-up Kate Smith scripts.

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● ● ● **ERROL FLYNN**, who was mobbed so heavily by the female trade at "Up In Central Park," that he fled the theater during intermission. . . . **HUMPHREY BOGART**, who turned down \$5,000 for an engagement not long ago because the script was so lousay—only to appear on an hour show that same nite for free. . . . **JOE HEVESI**, Major Bowes' Boswell, who is a daddy for the second time. It's a daughter, Carla. . . . **JACQUES (The Thin Man) RENARD**, who is touting CBS' Danny O'Neill as the nearest thing to Downey on the air today. Jacques should know. He was with Morton on the original Camel quarter hour. . . . **LAWSON ZERBE**, who will be missed on the local radio scene when he goes overseas with the ambulance service. Meanwhile, they're auditioning everybody and his brother for Lawson's role in "Pepper Young." . . . **MELINA MILLER**, on the Johnny Morgan show, who proves that the short cut to a click is to become Miss Subway. For instance, Suzanne Douglas on the Alan Young show and Mona Freeman in Columbia's "Kiss and Tell." . . . **IRV ZUSSMAN** and **GERTRUDE BAIN**, who are huddling with their lawyers over that crack made by a coast trade paper who referred to them as the jerks who claim credit for the original Swoonatra campaign. . . . **RALPH EDWARDS**, who parlayed a parlor game into mucho Yankee dollar-r-r-s, getting \$8,500 out of his Capitol date but is using the coin to finance future bond tours.

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—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

**M**EMBERS of the NBC central division sales department played host last week at a series of luncheons given in honor of visiting radio sales executives and attended by representatives of Chicago's leading advertising agencies. Visitors in attendance were B. A. McDonald, sales manager of Westinghouse Radio Stations, Inc., Harvey McCall, sales manager of station KYW, Philadelphia; C. Herbert Masse, sales manager of WBZ, Boston; Paul Mills, general manager and H. D. Longworth, sales manager of WOWO, Fort Wayne, Ind., and Joseph Baudino, station manager, KDKA, Pittsburgh.

Montgomery Ward & Company, Chicago, through Foote, Cone and Belding, have started sponsorship of the Blue Network co-operative program "Ethel and Albert." The show is heard Monday through Friday, 3:45 to 4 p.m., CWT on WENR. Contract is for 13 weeks.

The Chicago Motor Club, through Agency Service Corporation, began sponsorship of Ulmer Turner's new broadcasts, effective Feb. 12 over WENR. The broadcasts are heard Monday through Friday from 10:30 to 10:45 p.m., CWT over WENR. Contract is for 26 weeks.

Placement of a new five-minute transcribed program titled "Post Parade," a new sponsor for the Tuesday Thursday, Saturday 12:30 p.m., CWT news period and new orders for 15 one-minute announcements and 30 time-signal announcements comprise the business week at WMAQ. The Curtis Publishing Company, through McFarland, Aveyard & Company, will sponsor the five-minute "Post Parade," a series of transcribed dramatizations of stories and articles appearing in the "Saturday Evening Post." The programs are heard Wednesdays and Fridays from 10:45 to 10:50 p.m., CWT for 13 weeks effective February 14. The Tuesday Thursday, Saturday 12:30 p.m. news period will be sponsored by Nutre (Vitamins) Company, through Raymond Spector Company, for 52 weeks beginning Feb. 20.

Herbert B. Wyers formerly with WLS, has been added to the Blue engineering staff as a studio-field engineer.

AM INTERESTED IN POSITION AS MUSICAL SUPERVISOR OR CONSULTANT.

18 YEARS IN RADIO AS: CONDUCTOR, ARRANGER, VOCAL COACH, JINGLE COMPOSER, "TUNE DETECTIVE." WRITE RADIO DAILY, BOX 125, 1501 BROADWAY, NEW YORK 18, N. Y.

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(IN PERSON)

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EVERY WED. and FRI.

W-I-N-D

CHICAGO

560 Kc. 5000 WATTS