



When tenor Brad Reynolds first started singing on Allen Prescott's *THE WIFE SAVER* he took some good kidding from Prescott and Director Drex Hines on his line reading and ad libbing.

In fact there was a time when Brad would begin to perspire profusely and shake in the knees when he saw his lines coming up, or was thrown a fast ad lib by Prescott, who is a past master at impromptu retorts.

That, of course, is nothing unusual because most singers have the same trouble when they start working with radio script. But, the point in this story is that our Mr. Reynolds has become so proficient at both ad libbing and line reading that he is seriously considering a little M.C.-ing and radio acting on the side.

Incidentally, for the information of those who might be interested (and aren't you?), the new NBC Recorded *WIFE SAVER* series of 156 three-a-week shows is still available for local and regional advertisers in many good markets. Have you heard the audition programs? Records are ready!

Our lovely gal singer Louise Carlyle is getting attention from the Radio columnists these days — very favorable attention, we are happy to say. Louise is vocalist on two NBC-RRD programs, *THE ART VAN DAMME QUINTET WITH LOUISE CARLYLE* and *MUSIC OF MANHATTAN*. She is also featured girl singer on a prominent Sunday evening coast-to-coast show.

NBC Syndicated Program *THE PLAYHOUSE OF FAVORITES* has an enthusiastic (and much appreciated) booster in Mr. Nat Block of Bowman & Block, Inc., Buffalo ad agency. Writes Mr. Block:

"In the estimation of our clients and ourselves these programs are constantly improving . . . we hope you will earnestly consider the production of further programs after the series of 52 is completed . . ."

To that we can only answer, "Thank you, Mr. Block, that is gratifying praise in any man's language". And we add—wouldn't you like to hear *PLAYHOUSE*?

NBC
Radio-Recording Division



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA



Windy City Wordage. . . !

● ● ● Gypsy Rose Lee, who is also an author, made a guest appearance on WGN's "Game of Books" program last Saturday night (May 19). In connection with her appearance, Bruce Dennis, WGN public relations

Chicago

director, phoned Miss Lee. "We need a picture of you for publicity purposes," said Dennis, adding, "A head shot will do." "But, Mr. Dennis," replied the famous lady who is only secondarily known as an author, "I haven't any photographs showing only my head!". . . When Jack Benny and Mary Livingstone were in town recently Quiz Kid Harve Fischman presented them with a newspaper clipping dated Jan. 15, 1927. It was an interview with Jack and Mary two days after their marriage. The story appeared in the *Chicago Journal* and was written by Kate Susman—now Harve's mother. . . *Chicago Times* columnist Irv Kupcinet reports that former FCC Chairman Paul Porter has a \$75,000 per year job awaiting him in the movie industry if and when he leaves the government service. . . Jimmy Dorsey goes into the Rainbow Ballroom for a week starting May 31. . . Don McNeill, Breakfast Club toastmaster, receives the By-Line Award of the School of Journalism of Marquette University at a special convocation June 14. Award is for Marquette alumni who have made names for themselves in national life. . . Linn Burton, who, with Easter Straker, co-emcees *WIND*'s daily broadcasts from the Cook County Marriage License Bureau, had the tables turned on him the other morning when he and his bride-to-be, Betty Savoie, appeared at the bureau to take out their own marriage license. Howard Miller, *WIND* program director, filled in on the show and gave Burton a ribbing.

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● ● ● Don Marcotte, NBCentral division music supervisor, and Jose Bethancourt, the marimba maestro, have collabed on a sultry, rhythmic number called "Sueno Flamenco," or, in English, "Gypsy Dream." It was snapped up by a music publisher as soon as it hit the air on WMAQ's "Design for Listening." . . Bud Ernst, producer of "Queen for a Day," is telling friends that the next Mrs. E. will be the former *Chez Paree* Adorable Norma Roberts. Ernst was recently divorced by Actress Betty Furness. . . Clifton Utley, NBChicago commentator and foreign affairs expert, will receive the honorary degree of humane letters from Illinois College in Jacksonville, Ill., at the school's commencement exercises on June 16. . . Harold Lee has opened his own talent agency at 35 East Wacker Drive, handling whistler Fred Lowery, singer Dorothy Rae, and Eddie Hubbard, disc jockey on *Chesterfield's* seven-a-week series on *WIND*.

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● ● ● *WBBM* has two new staffers, Billy Leach, who used to be with Lombardo, and Jack Kirby, formerly of *KDKA*. Both were signed by *WBBM* program director, Walter Preston, on recommendation of Tim Gayle. . . Art Hern, who plays Richard Stone in the NBC daytimer, "Today's Children," has found what he believes is the perfect listener. "Will you please tell," wrote a lady listener "down east," "if you have any particular days off and when your vacation is? I have been in the house all winter to be sure I would not miss anything. It is coming spring here now and I would like to get out and get some air. I am a slave to radio. Now you can see why I want to know when you have days off so I can go to the nearest town to a movie and do some shopping." Art's not taking any chances. He's going to send her a mail-order catalogue so she can do her shopping at home.

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● ● ● Producer Richard Kollmar and his wife, columnist Dorothy Kilgallen, in town for last week's opening of Kollmar's new show, "Windy City," at the Great Northern, were guests at Col. Leon Mandel's home after the opener. The conversation got around to the Kollmars' husband-and-wife breakfast program. "Richard cheats," said Mrs. Kollmar. "He goes back to bed after our broadcast."

LOS ANGELES

By RALPH WILK

WILLIAM HORSEBY, head of Pacific National Advertisers, in town for discussions with ABC officials in regard to the Fisher Flouring Mill account.

Harry James (Mutual's "Spotlight Bands") has been offered \$75,000 for a three-week tour of South America. If he accepts, his wife, Betty Grable will go with him.

Bob Hope visited the Jot 'Em Down Store at Pine Ridge on Monday (May 20) when he appeared as guest on the Lum and Abner show. Special scripts have been written around the visit of the famous comedian.

Thelma Kirchner, manager of KGFI, announced that negotiations are under way to improve the radio results service being given to listeners by Station KGFI, and when negotiations are completed full particulars will be announced.

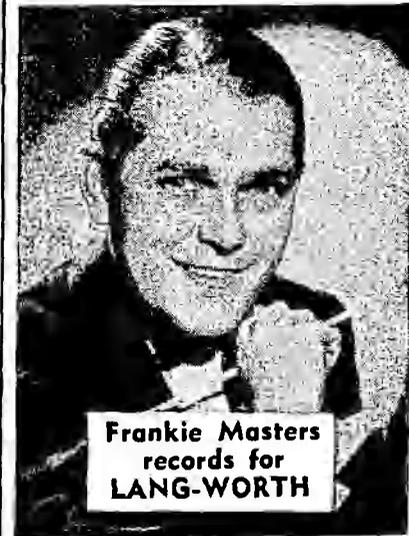
Val Cole, who has been serving as publicity director at radio station KGFI, will resign May 31st. She plans to take a brief vacation, and later probably will join Jay Farber Associates, national record promotion and publicity organization.

Ted Steele, with his new orchestra will open at the Palace Hotel in San Francisco June 11th for an eight-week engagement with options. Following Bay City stint, Steele will bring orchestra back here for night club and radio deals. Musical director for KMPC since January 1st, Steele will continue association with that station in the capacity of advisory musical director.

Borax Co. Renews "Sheriff" Over ABC For 52 Weeks

Pacific Coast Borax Co. has renewed its program "The Sheriff" over ABC for 52 weeks, effective June 28. Program is heard Friday nights 9:30-10 p. m. EDT.

Agency for the account is McCann-Erickson, Inc.



Frankie Masters
records for
LANG-WORTH