

# Pearce Promoting Feud For Return To The Air Friday

Al Gets Bright Idea After A Month's Vacation;  
Max Baer To Join Esther Ralston In  
Special Drama

Al Pearce, having just finished a month's vacation during which he had time to listen to many radio programs, has reached the conclusion that he needs a feud on his own air series. How he tries to promote one, and fails, will be the theme of the Pearce program on WABC Friday at 6:30 p. m.

The Friday edition of "Command Performance" will present Max Baer and Esther Ralston over WOR at 8:30 p. m. in a special starring vehicle titled "Mr. and Mrs. X of Scotland Yard."

Kate Smith will celebrate the start of her 10th year in radio on her program Friday at 7 p. m., over WABC. This is the celebration postponed by Ted Collins' illness two weeks ago. Kate will play the lead in a dramatic presentation of "Johnny Appleseed" and at the same time will introduce the songs from "Louisiana Purchase," written by Irving Berlin. All the music on the program will be music by Berlin.

Launching his "See America" "on the spot" broadcast from New

Mexico Friday night at 9:30 p. m. when his "Believe It or Not" program originates in Santa Fe.

Frank Munn, tenor, will present the popular ballad, "Kiss Only Me. Love Only Me" on the Waltz Time program Friday at 8 p. m. over WEAJ.

The true story of Mummy Pleasant, house-keeper and secret, and of the mysterious millionaire household she dominated for more than 20 years, will be told by the Old Ranger on the Death Valley Days broadcast of Friday at 7:30 p. m. over WJZ.

## CENSUS SHOWS NET LOSS OF 49