

# RADIO ROUNDUP

By VAL ADAMS

WOMEN ARE SUDDENLY springing up all over in on-the-air jobs, which suggests that women's liberation has been running a little late. Back in the 1930s, Elsie Janis, the late actress, was hired by NBC as a staff announcer. She lasted about three months and then left the job, quite possibly on her own decision. As recalled by Gene Hamilton, NBC's senior announcer, Elsie was capable in doing interviews and special features, but did not measure up fully to handling all the great variety of chores that staff announcers had to do in the old days.



Ian Martin  
A busy performer

George Mead, a flying traffic reporter for WOR, had an auto breakdown on the Triborough Bridge last Wednesday morning while on the way to LaGuardia's Marine Air Terminal to pick up his helicopter. What worried George was not being late to work but his side account as the star of a Volkswagen commercial on TV. Later, George claimed it was not his VW that broke down but his wife's "golden oldie," which he just happened to be driving on the ill-fated morning . . . . Overheard in the bar at the George Washington Bridge bus terminal: "That Malachy McCourt (WMCA) really gives the English hell." . . . . It was unusual to hear a commercial on WINS, an all-news station, for Channel 2's 11 p.m. news telecast. It seemed to be a case of WCBS-TV trying to steal the WINS audience and WINS being

glad to take the commercial air time money from Channel 2. Commerce results in strange bedfellows.

Jim Lowe becomes the host of WNEW's 8 p.m. to midnight show, Monday through Friday, effective tomorrow. In addition to playing records, he will do remotes from night clubs and interview all sorts of people. Much of his show tomorrow night will be devoted to the Andrews Sisters and their Broadway show, "Over Here!"

On Tuesday night Lowe will do the first hour of his show from the Royal Box reopening in the Americana Hotel. . . . Jean Shepherd replaced Ann Landers on NBC's "Emphasis." Is it possible that the old voice of the night people will give advice to the lovelorn? . . . WNCN, a classical music FM station in which William F. Buckley Jr. is a principal owner, denied a report that it will switch to rock. Paul Wachsmith, general manager, said someone, maybe WQXR, had been spreading a false rumor.