

---

NBC figures that its yearly total of fan letters runs around 2,000,000.

---

The Radio Digest moves WPEN from Philadelphia to Pittsburgh and gives its mystery announcer a diamond award after he produced 50,000 fan letters.

---

Stan Shaw. . . . Young Lochinvar, a former college professor who had appeared in legitimate drama, came East. . . . We first met Stan when he hooked up with WNEW as a staff announcer. . . . He was tall, dark, and wore a pince-nez. . . . We're here to tell you that Shaw had a million ideas up his sleeve. . . . He promoted his own ideas one right after the other. . . . For those who remember, he was "The Mystery Announcer" who asked you to name the songs he was playing, and gave you that laugh a la the Shadow. . . . None of them seemed to click very well . . . but when he became the Milkman, on the Milkman's Matinee, he hit his stride. . . . He jumped into the big time over night. . . . Now Stan numbers all of New York's celebrities among his favorite listeners. . . . He still likes to battle with us, and says if he ever sees us in person, there will be a "Scene On Broadway"—but what a scene! . . . To which we wish to inform you that if that big galoot loses any more weight, they'll have to put buckshot in his shoes to keep him from flying off the ground. . . . From working at such a nervous clip, he's now walking around in his bones.



# Scene On Broadway

By JUSTIN GILBERT

## STEM ROUTE

This goes back a few years. . . . There was a struggling young announcer on a radio station who was not content with his lot. . . . He wanted to get ahead, not merely remain one of those boys who flings words at you, and whose name you never remember in the event it is mentioned. . . . So he thought up a new idea for a program: a half hour in which musical selections were played and the audience was asked to identify them. . . . One day he met us at one of the studios. . . . "You know what I'm calling myself now?" he asked. "The Mystery Announcer!" . . . Cloaked in anonymity, the program soon proved to be a fizzle. . . . But the announcer didn't remain anonymous long after that. . . . Today he's one of the best known radio characters in the business. . . . His name? Oh yes—Stan Shaw.