

## AL JOLSON

He billed himself as the “World’s Greatest Entertainer” and no one would dispute it.

Perhaps the most electrifying personality in a century of show business, Al Jolson made his mark in vaudeville, on Broadway, on records, in motion pictures and on radio.

Anyone whoever saw him perform in person had to agree that Jolson absolutely captivated his audience. And when, in the middle of a “book” show on Broadway, Jolson would tell the cast to sit down and relax ‘cause he was just going to sing for the next hour, theatregoers jumped from their seats and cheered him as he yelled, “You ain’t heard nothin’ yet!”

Jolson fans who couldn’t get to Broadway or who couldn’t get enough of him in the movies, were entertained by the “Mammy singer” on radio. His first regular series was in 1932 on a Chevrolet-sponsored program, Presenting Al Jolson, on NBC.

In 1933, he starred on the Kraft Music Hall with Paul Whiteman and his Orchestra, also on NBC. This was followed by another series on the National Broadcasting Company, the Shell Chateau which ran for a year in 1935-36.

Jolson moved to the Columbia network in the last half of 1936 to star in The Lifebuoy Program for three years. He did a show for Colgate in the 1942-43 season and when Columbia Pictures released The Jolson Story in 1946, Al was all over the radio dial, on every network, plugging the picture and as a welcome guest star.

His popularity soared and he returned to NBC in 1947 as star of the Kraft Music Hall for two great seasons.

Al Jolson was born in Russia on May 26, 1886 and he died on October 23, 1950.

*Jolson sings again on Those Were The Days, Saturday, June 25th.*