

EDITORIAL

1939

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*The Following Excerpts Were Taken
From The "Red Apples For Teacher"
Series Which Appeared In The New
York World-Telegram During The
Week Of February 6th, 1939.*

AN ALERT RADIO PRODUCER

... Roger White, who has a long list of successful broadcasts to his credit, is a rosy-cheeked, cherubic individual with a taste for pink shirts and super-modern art. His office in Radio Center, at 1270 Sixth Avenue, is filled with objects which he believes represent modern art. They make a characteristic background for the pink shirts.

... Mr. White started his theatrical career as an orchestra leader, which might explain a good deal. He played jazz into a microphone in the days when radio studios were backrooms and when the sandpaper sounds were piped infrequently into your homes on crystal sets. Mr. White remembers with a certain malevolent glee that he once tried to persuade his sponsors to increase his budget \$10 a week so he could retain a very special tenor who would have been glad to sing for that sum.

... The sponsor thought ten bucks was money and told him to tell the tenor to go peddle his voice elsewhere. This the tenor did, with much success, and today Frank Parker gets \$2,250 a broadcast. Just one broadcast.

... In 1933 Mr. White begged a certain Broadway character named Fred Allen to go on the air.

... "Fred didn't want to write his own stuff. He didn't think he was funny." Mr. White chuckled today. "He

ran off to some place in Maine and we couldn't get him. I had to argue him into believing he was actually funny."

... Mr. White was the alert producer who first saw the possibilities of Phil Spitalny's all-girl band, he said, and he felt that there also ought to be a woman announcer. He listened to forty or fifty voices, and then selected Arlene Francis, and started to train her for the job.

... Another new performer being trained by Mr. White is Bob Carol, a former delivery boy with a striking baritone voice. Mr. Carol tried to sing like Bing Crosby with a moderate success, but Mr. White ruled that out.

... He lowered his pitch and cleared up his enunciation, and taught Mr. Carol to sing in a more robust driving manner. Mr. Carol, as a result, was immediately signed to a commercial program and is now heading his own show.

... Mr. White once engaged a young unknown writer to do some work for him. The writer was Irwin Shaw. He also picked up a young man and engaged him to read poetry on a program. The man was Orson Welles.

... "Watch what happens to Arlene and Bob," he said today with a grin. He looked down and regarded his shirt. The grin became a broad smile, a happy one.

**Roger White
Radio City
New York**

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