

# Radio Talent

New York By IERRY LESSER

WOR is to be congratulated upon finally seeing the light as regards dramatic programs. Its show, *We Are Always Young*, starring WILLIAM JANNEY and a stellar cast of Broadway actors and actresses, including MARGALO O'LEARY, JESSIE ROYCE LAMDIS, LINDA WATKINS, GEORGE COULORIS, PERT KELTON, and HORACE BRAHAM, is produced and directed by BOB SHAYON, a young fellow with ideas. Some of his past successes include *Once Upon a Time*, which gathered the first prize as the outstanding children's show of the air; *3 Years Ago and Today, Where Are You From?*, and *Content—Dere Elman*.

A FUNNY incident occurred recently when PAULA VICTOR appeared on *My People*. She was to read this one: "My great-uncle sent the man she loved to the gallows to save the life of George Washington." She got the first word out, and for some unknown reason GABRIEL HEATHER carried on. Luckily PAULA had presence of mind not to try to compete with HEATHER, for which she is to be commended. . . . RICHARD KEITH, who has a running part on *Headline*, the *Magician*, will commute from Baltimore, where he becomes dramatic production manager of the new station, WITF. . . . BEN YOST, long absent from the ether, begins a series with WINS, appearing in the role of a woman with one of his eight singing voices each week. . . . Radio singer DICK TODD is writing a book entitled *My Made Men*, in collaboration with JAMES MANGAN, advertising director of the Mills Novelty Company. . . . ELSIE HITZ is scheduled to make four lectures on the "radio voice" at colleges around New York. ELSIE, in case you forgot, was named "the perfect radio voice" long ago.

As a result of her appearance on *Double or Nothing*, OLGA BACALANOVA is being lined up for some radio guest spots. . . . CBS producer EARL MCNEILL is tutoring stage star LENORE ULIC in microphone technique. Plans are under way for a new radio script based on Miss ULIC's career, with the actress playing herself. . . . BARBIE WOOD claims that South American music has made a deeper dent in this country than our swing and sweet down there. "What we need," he says, "is a real ambassador of

American music—not a symphony conductor, but someone like RAYMOND SCOTT, who could give our southern neighbors a chance to hear our music at its best." . . . Radio Row is calling the Marine Bar of the Hotel Bryant a CBS auxiliary studio. Located next to CBS Playhouse No. 2, the bar is frequented by performers after the broadcasts. . . . CHARLES PAUL is playing the music on a series of recordings for Trans-American. . . . DOROTHY PETERSON is being featured almost weekly on the *Ace Navy Hour*. . . . CHARLES STARK is now announcing the GABRIEL HEATHER Mutual show on Thursdays and Saturdays. . . . JOE BOLAND is Prosecuting Attorney Burt on *Young Dr. Malone*. . . . KEN ROBERTS, who recently went to Bermuda to recuperate from an attack of pneumonia, is back announcing *The O'Neills*.

THE REVUEERS tell of the dumb chorine who bought a piano stool but returned it the next day because, no matter how much she turned it, all that came out was a funny squeak. . . . Then, according to LUTHER DAVIS and JOHN CLEVELAND, there's the one about the tourist who stopped in a hillbilly's cabin and asked if he'd ever listened to a hillbilly program from New York. The h. b. answered, "Yup." Then he pointed to a shattered radio in the corner and patted his shotgun fondly. "I heard him the first time I turned the danged thing on—but I got him with one shot from Betsy here. Ain't never heard a peep out of him since." . . . After rehearsal of her NBC Bright Idea Club, MADELINE GRAY gave the child guests a talk on the value of peace and international good will. Then she asked if any of them present objected to war. "Yes, Miss Gray," piped up one boy. "I do." "Fine," she answered, "and tell us why." "Because," was the candid answer, "war's make history, and I don't like history." . . . A new network program for a cigarette company will star MARY SMALL and an orchestra. . . . KATE SMITH rounds out 10 years of broadcasting May 1. . . . Look for NBC to grab a sponsor for its *Gasoline Alley* series. . . . Claudius may be the summer replacement for the JACK BENNY series.

# Fear Lack of Incentive in FM; Only Four Licensees New to Radio

WASHINGTON, March 8.—Sideline operation of FM has caused disappointment in Federal Communications Commission circles because incentive to advance the new radio system is lacking, it is feared. Only 14 operators, applicants, and licensees are not connected with stations using standard methods, a survey at the FCC showed. It is thought that this small percentage is not enough to overcome inertia of operators already deep in standard broadcasting. Comment regarding dual operation of FM and AM is that station men have asked for the FM permit as styrene for competition.

So far the commission has licensed 38 FM stations and of these only four are new to the scene. William O. H. Finch and Frequency Broadcasting Corporation would represent new blood in Brooklyn, while Metropolitan Television, Inc., would make the splash in Manhattan. Zenith Radio Corporation made its debut in Chicago. Applications pending show Remur Broadcasting Corporation, Musak Corporation, FM Radio Broadcasting Company, and *The New York Daily News* asking for an introduction to regular operation. Others are Elysa H. Armstrong, Alpine, N. J.; Gibraltar Service Corporation, Philadelphia; Metro-Goldwyn-Mayer Studios, Los Angeles; Mever Broadcasting Company, Ewing Township, N. J.; A. B. Abel Company, Baltimore, and Everett L. Dillard, Kansas City.

It is admitted that pioneering in the FM field imposes a big program burden upon the new licensees, but FCC men point out that the new system has been commercialized, and receiving sets now available to the public will pick up both types of broadcasting. Commission, it is felt, has obligated itself to license as many FM stations as procedure will

permit, since it took lead in advocating the new system last year. Majority seeking FM tickets are already on the air with other stations, and the government has to choose between granting licenses to this group or leaving the silence undisturbed. Forty-five applicants are now knocking on the FCC door for rights to use FM transmitters.

Angle affecting talent is that extension of FM tickets to present AM operators means simultaneous broadcasts over the two systems, while new operators would extend employment eventually as the art progressed.

## Philly FM Race

PHILADELPHIA, March 1.—Race for FM supremacy here completes another lap with announcement from WIP that it will air 34 hours daily when its FM station gets going by the end of May. Station is the only locally on a 24-hour daily broadcast schedule. Other stations granted FM permits fixed six hours of FM broadcasting for the start. KWV is the latest to receive FCC permits for frequency modulation, but station will seek additional license amendments covering last minute changes before beginning construction work. WCAU and WFL are already in the FM swim. Past week also found a newcomer in FM ranks when Philadelphia Bulletin, thru its 100 per cent subsidiary, Gibraltar Service Corporation, filed FCC application for an FM permit. Move caused much speculation, since paper for many years was radio's most bitter foe here and it still no push-over for radio press agents.

## Philly Radio Takes On Political Tinge

PHILADELPHIA, March 1.—Most exciting of the items buzzing round radio row has the airtime here taking on a new political significance. Reports have it that John B. Kelly, Democratic bigwig, who is linked with David L. Lawrence, Democratic National Committeeman, will buy into suburban WIPB at Glenside to offset the direct threat to his political leadership on the part of J. David Stern, publisher of the Philadelphia Record and owner of WHAT. Stern is also a Democrat biggie, but his wing is linked with U. S. Senator Joseph P. Ouffey. Fight for party power will reach its peak next year in the State gubernatorial election.

Luther A. Barr, city treasurer, second officer, and mentioned as prey of WHAT when and if that "Orphan Annie" outlet gets 10,000 watts with full-time privileges, is the Stern-Ouffey candidate for governor in face of the outspoken oppositist of the Kelly-Lawrence camp, grooming Ambassador Anthony J. Dred Biddle Jr.

Town talk, the unconfirmed, has not brought forth any details from the principals involved, and has Biddle the man-behind-the-scenes in Kelly's entrance into the radio field.

## CBS Coca-Cola Program Jumped to 45 Minutes

NEW YORK, March 1.—Coca-Cola program on Columbia, with Albert Spaulding and Andre Kostelanetz's band, will be extended from 30 minutes to 45 minutes, beginning April 8. Move was taken owing to program's high listener ratings. Revised format will make use of considerably more music, and will give Spaulding and the guest star more time.

## Bank Buys Negro Hour

PHILADELPHIA, March 1.—Still another local banking house hops on the radio advertising wagon. Citizens and Southern Bank & Trust Company starts Sunday (2) bank-rolling a half-hour weekly stanza at 9 p.m. on WFEN, first of such accounts for this station. Aiming to reach the Negro population of the town, bank goes commercial for a *Negro Appreciation Hour*, a live-talent project highlighting a spiritual-singing group. Account placed direct.

## Chicago

By NORMAN MODELL

KEN GRIPPIN, Larry Noble in *Bookstage Wife*, completed six years of playing his role without having missed a single performance in which Noble appeared in the script. . . . FRANK ALLBON, who does the WRHM serial *Enter Eweny*, reputedly thinking up the lines from a scribbled memo, may soon find her husband humor emanating on CBS as a network sustainer. . . . DON MCNEILL is headed for a one-shot MBS book-up for *Patet Beer* March 15. . . . JUNE TRAVIS has not torn up her contract with NBC but nevertheless will probably remain on the Coast as plain Mrs. Friedleb, forgetting her radio ambitions. . . . KATHRYN CHART is a newcomer on GFD alone. . . . GRET MILLER, formerly co-

tinuity editor of WMBD, Peoria, Ill., is still sitting at HAROLD AZINE'S desk in the continuity department of WLS. . . . TODD HUNTER is back on the job, recovered from the illness that sent him to Texas for a two-week rest. . . . MAXINE MOORE, of Indianapolis, is the survivor in PHIL SPITALNY's contest to select a contract as replacement for the original MAXINE, who recently retired, on *Hour of Charis*.

BERT WHEELER and HANK TODD, comedians in Earl Carroll's *Venture*, currently at the Chicago Theater, will be the featured guests Thursday (6) in Chicago Tonight. . . . HILDESD PRICE, Cat thesp who went to Gotham, grabbed a spot in the Playwright Company's Broadway show, *Brooklynia Biarritz*, which stars INA CLAIRE and PHILIP MERVINALE. . . . The stock brought DONNA HEADLE a son Monday (24). . . . BONITA KAY was married Friday (26) to an Evanston physician. . . . Glad to hear NELSON OLMSWYD broke the ice with the snow portfolio on *Mary What's Your Life* show. . . . OPAL CRAVEN will be featured vocalist on the Wayne King show next Saturday. . . . COONEY PEPPLES won the role of Scattergood Hatnes' adopted son, Jimmy, on the *Whispered*. . . . ARCH OGBOLE will be here this week to direct next Saturday's story, *Problem Papa*, which features the kid wards of *The Burtons*, DICIE HOLLAND and ROSEMARY GARRICK. . . . Central comment on MAX WILIE's appointment as script supervisor of Blackett-Sample-Hummert shows is that soap operas are going to get some smart polishing. . . . PAUL FRANKLIN's *Kneelerbocker* Playhouse script, *Fools Come in Bunches*, has gone into production at Paramount, starring Richard Arlen.

**WINDOW CARDS**

14x22 Card, \$4.00 per 100;  
17x25 Card, \$5.00 per 100;  
22x28 Card, \$5.00 per 100.  
250 Banner \$37.50, \$5.75.

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**STATIONS WHICH HAVE NOT YET SUBMITTED ENTRIES FOR THE BILLBOARD'S FOURTH ANNUAL EXPLOITATION SURVEY CAN STILL DO SO**

The deadline has been extended to March 10, owing to requests of station, ad agencies and press agents for additional time to prepare entries.

Awards will be made by a committee consisting of *Alton Cook, Radio Editor of The World-Telegram; Jo Ranson, Radio Editor of The Brooklyn Daily Eagle, and E. E. Sugarman, Paul Denis, Eugene Burr and Paul Ackerman, all of The Billboard staff.*