



HEIFITZ 'PHONE HOUR' GUEST MON.

'FRONT PAGE FARRELL' NOW IN SIXTH YEAR

"Front Page Farrell," story of newspaper life heard over KSTP Mondays at 3:45 p. m., recently went into its sixth year on the air.

The cast of the show, most of whom have been with the program from the start, is headed by Staats Cotsworth as the hard-working reporter, David Farrell, and Florence Williams in the role of his wife, Sally. The program is a serial drama of stories behind the headlines of the mythical New York Eagle.



FLORENCE WILLIAMS

—DIAL 1500 OR 150—

'BARN DANCE' SWINGS OUT IN CHASKA, MINN.

The KSTP "Sunset Valley Barn Dance," will Emcee David Stone, Don Tomlinson, Kathryn Kohls and all the gang, will swing out with their broadcasts and show in Chaska, Minn., tonight (July 27) in the high school auditorium. The big show starts at 8:30 p. m., and the broadcasts will be aired at 9:00 and 10:15 p. m. Residents of Chaska and vicinity have been invited and may obtain tickets at the door the night of the show.

—DIAL 1500 OR 150—

"Cross Currents in Malaya," a drama of events in the Far East, will be heard over KSTP Sunday (July 28) at 9:30 p. m. on the "Pacific Story" program.



Some years ago, GARY MERRILL of "RIGHT TO HAPPINESS"—KSTP Mondays through Fridays at 1:45 p. m.—paid \$50 to join Equity so that he could get a week's work. He earned \$25! . . . GREGORY MORTON, villain of "ROAD OF LIFE"—KSTP Mondays through Fridays at 10:15 a. m.—knows all about the "best laid plans of mice and men." A fractured left wrist years ago terminated his plans for a violinist's career. . . BENNY GOODMAN—KSTP Mondays at 7:30 p. m.—is renowned for his playing of the "licorice stick," but insists that he does not like licorice!

Two shipments of records by JOHNNY DESMOND, star of the "FROLICS"—KSTP Tuesdays at 6:00 p. m.—are being flown to the Princesses Elizabeth and Margaret Rose of England, at their request. JOHNNY scored a hit with them when he sang before the royal family in Bedford, England, in 1944. . . BILL STERN, major domo of "SPORTS NEWS-REEL"—KSTP Fridays at 8:30 p. m.—recently flew from New York to Nebraska, where he was speaker at the commencement exercises of Father Flanagan's famous Boys Town. . . You don't have to fly, you can walk down to the best food buys to be found—they're listed on the other side of this page under the offerings of JACK SPRAT!

SIGMUND ROMBERG, head man of "AN EVENING WITH ROMBERG"—KSTP Tuesdays at 8:30 p. m.—is recording four more sides of his compositions for Victor records. He will use the 52-piece orchestra on his radio program. . . When ARTURO TOSCANINI, conductor of the NBC Symphony—KSTP Sundays at 3:00 p. m.—had his first taste of spaghetti in Italy on his return after eight years of voluntary exile, he remarked, "But you should taste the spaghetti in America!" . . . Latest wrinkle of PERRY COMO fan clubbers is script collecting. Members besiege the young baritone after his "SUPPER CLUB" broadcasts—KSTP Mondays through Fridays at 9:00 p. m.—and beg for the scripts. PERRY, always obliging, autographs each one he gives away.

MYSTERY HOLDS CANTOR SPOT

"McGarry and His Mouse," mystery drama relating the adventures of a rookie detective and his quick-witted girl friend, is now heard over KSTP Wednesdays at 7:00 p. m. The show holds down the spot vacated by Eddie Cantor when the comedian started his vacation. Cantor will return to the air October 2.

The detective, Dan McGarry, gets into many scrapes in the performance of his duty, and Kitty Archer, his girl friend, helps him out with her quick thinking.

Robert Lucas directs the program.

—DIAL 1500 OR 150—

Eleanor Steber To Guest Star on 'Voice' Monday

Eleanor Steber, famed soprano star of the Metropolitan Opera Company, will be heard over KSTP Monday at 9:30 p. m. when she appears as guest star on the "Voice of Firestone" program. Miss Steber will be accompanied by a symphonic orchestra under the direction of Howard Barlow in a program of favorite songs from concert and opera.

Miss Steber, a frequent guest on the "Voice of Firestone" program, has been returned by popular request. During the weeks to come, many others of the top-ranking singers from stage, screen and opera will be heard as soloists on the program.



ELEANOR STEBER

VIOLINIST TO APPEAR IN ALL REQUEST PROG.



JASCHA HEIFITZ

Jascha Heifetz, world famed virtuoso of the violin, will be heard over KSTP Monday (July 29) at 7:00 p. m. when he appears as guest soloist on the "Telephone Hour" program.

Mr. Heifetz, who has appeared in the Northwest many times on tour, will play an all-request program. The numbers have been selected from his vast repertoire and have been chosen on the basis of the "most frequently asked for" selections.

Donald Voorhees will direct the symphonic orchestra in accompaniment of Mr. Heifetz, and will present orchestral numbers to found out the program.

—DIAL 1500 OR 150—

'FAMILY'S' PAGE GILMAN IS ON LECTURE TOUR

Page Gilman, who is heard over KSTP Sundays at 1:30 p. m. as Jack Barbour in "One Man's Family," has begun a lecture tour which will take him to numerous California cities. Gilman, who served with Gen. Archibald V. Arnold, military governor of Korea, has become increasingly interested in the Far Eastern situation since being discharged from the Army, and will talk on "The Fifth Freedom in Korea and United States-Soviet Relations."

—DIAL 1500 OR 150—

Smith Solos for 'Harvest' Sunday

Winifred Smith, coloratura soprano, will be heard over KSTP Sunday (July 28) at 12:30 p. m., when she appears as guest soloist on the "Harvest of Stars" program.

Miss Smith will offer two selections, the "Romeo and Juliet" waltz by Tchaikovsky, and Victor Herbert's "Italian Street Song."

Howard Barlow will conduct the orchestra in accompaniment of Miss Smith and has also programmed selections by Weinberger, Mozart and Strauss.

—DIAL 1500 OR 150—

Grant Richards, Mary Michael, William Smith and Charlotte Lawrence are new members of the cast of "Lora Lawton"—KSTP daily at 10:45 a. m.

\$567,190 Fishing Contest Passes Half-Way Mark

KSTP's \$567,190 tagged fish contest passed the half-way mark last week an unprecedented success. Complimentary messages from officials in Minnesota and other parts of the country indicate that the fishing contest as set up is the most effective new factor in the gaining of information regarding returns of information about tagged fish.

And of course, fishermen love the idea! The contest remains to top priority conversational topic wherever anglers meet.

Winners continue to come in from all parts of the northwest, and the list of prize-winning lakes continues to grow. Speculation continues regarding the number of fish that will be caught before the contest ends at midnight September 27.

But there are still plenty of fish to be had, with hundreds of prize-laden catches still in the waters of every major fishing area of the state.

KSTP's sportscaster, Jack Horner—whose fishing program Fridays at 9:15 p. m.—carries the latest contest news as well as fishing news in general, reports that bass are continuing to strike heavily and expects the total to near that of the walleye take.

There were 1,000 specially tagged fish planted in the lakes of Minnesota. They were numbered from 1 to 1,000, and the tags dated 1946 or 46. Each tag is worth \$561.40 in prizes, except the first tag with 00 or 000 (which was worth \$6,350 in prizes and was brought in by Elmer C. Hauge of Pequot Falls).

Designed to cooperate with the Fisheries Research Bureau of the State Conservation Dept., the contest is successfully impressing upon all fishermen the importance of reporting fully on all tagged fish caught.

Prize total on the 1,000 tagged fish amounts to \$567,190. These prizes, which have been put up by the manufacturers of the products, are being distributed as follows:

For every one of the special tags returned to KSTP, the following prizes are given:

1. One American Gas Machine

Co. Portable Kampkook Stove, Kampkold Portable Ice Box and Portable Kamp Utility Lite. Priced at \$26.75.

2. One Gordon & Ferguson Field and Stream coat of goatskin leather, tailored to measure for a man or woman. Priced at \$35.00.

3. One Dalglish Aluminum Mower. Priced at \$23.50.

4. One year's supply of Pepsi-Cola at one case per week. Priced at \$62.40.

5. One Henry Manufacturing Co. Truft Sleeping Bag. Priced at \$29.75.

6. One Champion Blue Ribbon Outboard Motor. Approximate price \$125.00.

7. One Newman's (Saint Paul) fur coat. Priced (with tax included) at \$150.00.

8. Two Faribo Rancho wool blankets. Priced at \$34.00.

9. One Juster Bros. (Minneapolis) suit of clothes. Priced at \$75.00.

Not one, but all of these prizes will be given to each person who turns in one of the special tags to KSTP before the end of the contest.

In addition to the prizes listed above, Elmer C. Hauge—the first angler to catch one of the ten fish whose numbers ended with 00 or 000, won the following prizes:

1. A \$1,000 check from KSTP.

2. A 1946 Dodge Sedan, priced at \$1285.

3. A 14 ft. Alumna Craft all-aluminum boat, priced at \$325.

4. A double Deepfreeze home freezer, priced at \$425.

5. A Karriall Kamper, completely equipped and priced at \$755.

6. A five day winter vacation for two to New Orleans via Mid-Continent Airlines. Would cost \$2,000.

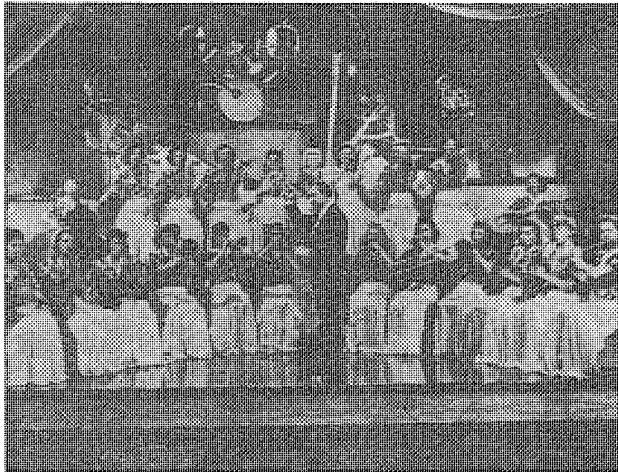
There are still plenty of fish and plenty of prizes left!

BILL GETS AROUND!



IT'S SPORT!—Bill Stern's job calls for interviewing leading figures from the sports world for his "Sports Newsreel"—KSTP Fridays at 8:30 p. m.—and he loves his job. Sometimes he gets the worlds mixed up, but never the figures. That's why we see him interviewing one of filmland's loveliest, Carol Bruce, on one of his programs.

All-Girl Orchestra Offers Varied Program Sunday



UNIQUE—In the field of entertainment there is no other organization quite like the 30-piece all-girl orchestra directed by Phil Spitalny. Heard regularly over KSTP—Sundays at 8:00 p. m.—on the "Hour of Charm," the really different vocal and orchestral stylings of this group have set them apart and given them nation-wide popularity. The unit does a great deal of traveling (having appeared in Minneapolis recently) and plays many dates at service hospital centers throughout the country.

The 30-piece all-girl orchestra under the direction of Phil Spitalny will be heard over KSTP Sunday (July 28) at 8:00 p. m., in a varied musical program on the "Hour of Charm."

The orchestra and choir will open the program with Tchaikovsky's "Waltz of the Flowers," which will be followed by Saint-Saens' "The Nightingale and the Rose" as soloed by Jeannie. Francine will be heard with the

choir in Rose's "The Flower Waltz" and will offer Del Riego's "Thank God for a Garden" as a solo. Violinist Evelyn will play MacDowell's "To a Wild Rose" and the remainder of the program will be devoted to choral and orchestral offerings.

Among those heard will be "Tango of the Roses," "Who'll Buy My Violets" and "In the Garden."

Hildegarde, 'Penguin Room' Chantootsy, Goes Literary



SURPRISE?—No, it's no surprise; for Hildegarde, whose "Penguin Room" broadcasts are heard over KSTP Wednesdays at 9:30 p. m., is predictable only in that she is unpredictable. Her gowns, hair stylings and unique vocal interpretations have been much talked about in the entertainment world for a long while, and the fact that she is at work on a book of memoirs is taken in stride. One thing is certain: the book will be filled with the "unusual" that is Hildegarde.

Hildegarde, glamorous singing star of the "Penguin Room" broadcasts, heard over KSTP Wednesdays at 9:30 p. m., is hard at work on a book which will recount some of her memorable experiences in show business and radio.

Unlike many other writers who tend to vent their spleen and disappointments via a typewriter, the "Penguin Room" chantootsy vows there'll be no slaps at anyone in her book. That will certainly make it unusual among the current crop of memoirs!

But there will be plenty of interest for all, for Hildegarde has led a most unusual life. She has traveled extensively, entertaining in the capitol cities of the world, and her life has been filled with celebrities.

Among her unusual customs is

that of presenting roses to someone in the audience preceding the show. She has given away over 5,000 such bouquets, and among the recipients have been presidents, heroes, kings, artists, industrial tycoons, scientists, generals and just plain John Doe. She has handed them to hundreds of servicemen on her trips through the hospitals, and she has given them to children.

Her "Penguin Room" broadcasts are held before celebrity-filled audiences, and Hildegarde charms them as she does her radio audiences.

Thus, she reasons that she will not need any of the tricks of many professional writers to entertain her readers. A straight and honest recital of her experiences will more than suffice!

Fame Comes To a Young Harpist

Many of the major radio orchestras have one or two women players, but usually they are not as young as Gloria Agostini, harpist with Paul Lavalle and the orchestra, heard over KSTP Fridays at 6:00 p. m. on the "Highways in Melody" program.

In fact, Gloria, 19 years old, is just about the same age as this program, which is radio's oldest sponsored series. She joined the orchestra a little over two and a half years ago when Paul Lavalle became its director.

Born in Montreal, Canada, and educated at the Villa Maria convent there, Gloria came to New York to take up her study of the harp on a scholarship with Marcel Grandjany, teacher at the Juil-



GLORIA AGOSTINI

liard School of Music. Lavalle gave Gloria her first chance to play in New York with a program he directed, called "Fantasy in Rhythm." Gloria says she was not very nervous because before that she had been soloist with the Montreal Symphony under the direction of Desire Defauw. She had also appeared with her father, Joseph Agostini, a director at the Canadian Broadcasting Company.

Although she has had fun touring with the Metropolitan Opera under the baton of Wilfred Pelletier, in addition to playing on the "Highways" program, Gloria's ambition is to become an outstanding harp soloist. And she already has quite a start.

Among honors that have come to her, Paul Creston, distinguished modern composer, has dedicated his recent "Poem for Harp and Orchestra" to the little Canadian.

Gloria admits that the harp is "an awful instrument to lug around," but she prefers it to the piano, on which she first learned to play.

—DIAL 1500 OR 150—

Life a Comedy of Errors for the Ameche Lads

"My brother Don and I have always lived a comedy of errors. Shakespeare would have loved us," says Jim Ameche, who announces the "Music Hall" (KSTP Thursdays at 7:00 p. m.) in New York and then flies to Chicago to star in "Grand Marque" (Tuesdays at 7:00 p. m.).

"We talk alike and even look a little alike. Though the voice similarity was a slight hindrance to my early acting career, the problem doesn't exist any more. Don keeps close to Hollywood and limits himself pretty much to film acting. This leaves me a free field in radio."

Jim has been one of radio's most sought-after actors since his first role as juvenile on the "Jack Armstrong" program. He joined that show on the advice of his brother Don, who was already making great strides as a radio actor. Jim stayed with the show to become the "All-American Boy." Don, who was playing in the show, was forced to leave the cast because the director objected to using identical voices in different roles. Don still ribs him about the time the younger Ameche "did him out of a job."

Jim went on to star in many other network shows, and fell heir to Don's job emceeding "What's New" when the show shifted from Hollywood to New York.

TOMMY DORSEY PRAISES BENNY GOODMAN AS SWING PIONEER

As one radio star to another, Tommy Dorsey (heard over KSTP Sundays at 6:30 p. m.) over KSTP Mondays at 7:30 p. m.) the top swing bands of today.

"It was Benny who started the craze—and I haven't forgotten it," says Tommy, who plays his trombone and leads his orchestra in the summer replacement for the Fred Allen show.

Modesty is characteristic of Tommy. Concerning his own success, he says, "I'm just a salesman. After all, it's up to the people. If they like what you have to sell, they buy it; if they don't no power on earth can make them take it and like it."

That they like what T. D. has to sell is proven by the twenty million Victor records that have been sold featuring the "sentimental gentleman."

Tommy likes to gather the best musicians around him. Back in the first trumpet chair is Ziggy Elman, recently discharged from the Army. He joins Charlie Shavers and Tru Pette to give T. D. one of the hottest horn combinations in the country.

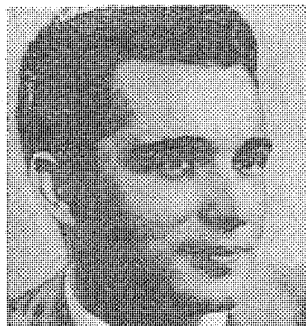
—DIAL 1500 OR 150—

THINGS HAPPEN TO 'BAXTERS'

Things happen to the "Baxters" in the serial-drama heard over KSTP today (July 27) at 1:30 p. m. Titled "Marge and Janey" go on a spree, the chapter in the lives of this average American family will be devoted to the excitement in the "Baxter Family" household resultant of the "spree."

—DIAL 1500 OR 150—

Perry Como Gets (Film) Beating



PERRY COMO

In Perry Como's just completed film, "You're for Me," the baritone singing star of the "Supper Club" programs—heard over KSTP Mondays through Fridays at 9:00 p. m.—opposes Harry James in a knock-down-and-drag-out fight over a girl, and Perry is the loser in the fracas.

Immediately after the scene was filmed, Perry got up from the floor, brushed himself off, and approached Mrs. James—better known as Betty Grable—who was visiting the set to watch her husband work.

"Just don't get into a fight with him, that's all," he admonished the beautiful blonde in sepulchral tones as he waggled a weary finger at her.

—DIAL 1500 OR 150—

Inspired by Famous Alumni in Her Career

It was logical for Los Angeles-born Charlotte Lawrence (heard over KSTP Mondays through Fridays at 10:45 a. m.) as Beatrice Langdon in "Lora Lawton" to want to be an actress, especially when she attended Fairfax High School, alma mater of Mickey Rooney and other film stars.

Her parents seemed to think so too; they cooperated by seeing that she had dancing and singing lessons since early childhood. By the time she was six, she was dancing professionally during her school vacations.

Charlotte enrolled at the Ben Bard Playhouse after she was graduated from high school. Then she studied a year with Max Reinhardt and another year at the Gellar Theatre. She financed these years of study by office work.

She came to New York in 1943 and spent a season playing with a Cedarhurst, L. I., stock company before getting a break in network radio.



TOMMY DORSEY

Singer in Overalls Startles Neighbors

On a sunny Sunday afternoon, Marian McManus, soprano star of "Manhattan-Merry-Go-Round," heard over KSTP Sundays at 7:00 p. m., can usually be found, shears in hand, tending her rose garden. An avid gardener, Miss McManus complains that her neighbors in Old Greenwich, Conn., seldom see her wear any other costume but overalls because of the long hours she spends in the garden.

The 4,000 tulip blooms which graced her garden this year have gone to seed, but the full-blown roses are radiant compensation.

"I like to grow large numbers of them," says Miss McManus. "It is nice to be able to pick large numbers of them to take to my city-based friends, and still be able to look out my window and not notice where they have been picked."

The singer is also proud of her vegetable garden. Her guests dine on home-grown tomatoes, cantaloupe and potatoes.

—DIAL 1500 OR 150—

NEW COMIC ON KSTP SATURDAY



BERNIE WEST

That new comedian heard over KSTP Saturdays at 9:30 p. m. is Bernie West, and he'll hold forth on that spot until September 7 when "The Life of Riley" returns to the air.

Bernie has been a musical performer and night club entertainer since his graduation from college as an advertising major. When asked why he chose show business after studying advertising, Bernie replied, "I figured I might as well be unemployed in show business as in any other field."

But he was wrong about being unemployed, for he's been entertaining at many spots steadily since his first job with one of the Major Bowes units.

Bernie now has the spotlight with a cast of youthful performers on the new comedy program, "Carnival with Bernie West," which got off to a fast start last week and will rollick through the summer.