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Hollywood Radio Whispers

(Continued from page 37)

That song "Who's Yehudi?" is the property of Fred MacMurray. It's his because Fred owns a music publishing business, which he bought to help out his former musical buddies, "The Collegians."

It may be a coincidence, but the happy family life as depicted on the Penny Singleton-Arthur Lake programs seems to be having its effect on members of the "Blondie" staff! Since the series opened there have been four weddings! Joe Donahue, former producer of the show, and Mary Eastman were married in the fall, to be followed by Leone LeDoux, character actress, and Ted Carter; Hanley "Mr. Dithers" Stafford and Vyola Vonn; and Ashmead Scott, writer and director, and "Tig" Turner, actress!

Carl Hoff, the band maestro of the Al Pearce shows, reports that fan mail was addressed to him during the past month in the following variations: Karl Hoffee, Karl Half, Carl Haff, Carol Off, Carl Coff, but not Micky Mouse. P. S.: He's still Carl Hoff!

Frances Langford recently made a long distance phone call from Hollywood to husband Jon Hall on location at Kayenta, Arizona. The conversation happened to take place over the longest single phone line in the United States, stretching a hundred and forty-seven miles from Flagstaff, Arizona, to Kayenta. Jon asked Frances to send along a home remedy for his cold and the next day, unashamed that they had listened in, several people wrote him suggesting better remedies.

Metro-Goldwyn-Mayer, Lana Turner's studio, is throwing up its hands at Lana's irrational and ill-advised everyday moves. Lana rushes in where angels fear to tread, and the latest act varnished with nonsense was Lana's decision to pose with her husband and Gracie and George Burns for publicity pictures, and a moment later telling folks about her separation!

Photographers missed a chance the other night when Bing Crosby strolled into Hollywood Radio City to appear on the special NBC short wave broadcast to Little America, dressed up from head to foot like a fashion plate. With his wife, the former Dixie Lee, looking every inch the glamor girl, on his arm, Bing was dressed in a sport suit from the latest pages of a masculine fashion magazine, two-tone shoes and a new straw hat. Bing generally makes his appearance around NBC in those loud "outboard" shirts, a floppy hat, and a pipe dangling from his mouth!

Cliff Nazarro, that funny little double-talking fellow on Meredith Wilson's Tuesday show, is working out a new double-talking mouse character for an animated cartoon. Cliff has done a lot of work for Disney, Looney-Tunes and other cartoon comics.

The chief concern in Hollywood this month is not so much over what

programs will be deleted from the fall radio schedules as over a lack of programs good or bad. Retrenching for months against real and fancied hard times, radio was short of bright "idea" programs, and still is. To fill the gap, caused by dozens of sponsors dropping their options on top programs, the networks have hurried to supply "inexpensive" shows which they are "showcasing" during the summer months.

By this time, more than thirty programs of the small budget variety are at the tip of your radio dial. They are quiz shows, in which the main talent is comprised of a "free" studio audience. So, by the time fall radio sets in, you can expect "audience participation" radio shows replacing the more expensive variety shows. In dollars and cents, it means this: Instead of sponsors paying five and ten thousand dollars a week for talent, they'll be spending five hundred or a thousand dollars.

Hollywood radio circles woke up one morning this month to find its favorite comic, Bob Hope, on the "pan." The reason: it was reported Bob Hope had gone "big-headed," and was demanding a one hundred percent increase in his radio salary.

To this harsh squawk, Hope's producers maintained a shocked silence. But Hope himself answered the remark: "Believe only half of what you read, and nothing of what you hear!" Beyond this, Hollywood is willing to accept Hope's comment on the rumor as the last word. In other words, he's still a comedian and a good fellow: not "high hat" at all.

The Dick Powells moved bag and baggage to the Beach for a three months' rest period. They'll head-quarter at Balboa, with Dick returning to Hollywood once weekly for his radio show.

Perhaps many of you heard "Meet the Stars," the other Tuesday, when it presented George Jessel, Dick Purcell and Ed Norris. Highlight of the show was Jessel's stage appearance before the broadcast. Georgie was amusing the audience with his comedy and wisecracks: He said: "Fisher is the only columnist who didn't make cracks when I married Lois." He continued by complaining about Eddie Cantor's remark, made in San Francisco, that Jessel's wife was teething. "The saving grace for that remark," Jessel said, "is that Lois will be biting, long after Cantor can't!"

Three years ago, when your reporter was doing the Walter Winchell radio program, while Walter was vacationing, I suggested that every radio station sign on and off by playing the Star Spangled Banner. Hundreds of wires were sent to me, from radio station managers, saying they would be only too happy to follow my suggestion. Consequently, all over America, you'll hear stations playing the Star Spangled Banner when they sign on and off. But the fact still remains a great many radio stations are not playing the National Anthem . . . why?