

Hope And The Voice Are Tops On Radio

Hildegard There, Too; Benny And Kate Smith Slump

By ROSELLEN CALLAHAN
NEW YORK, Jan. 1 — Silly, swooney and simple is the radio entertainment order of Mr. and Mrs. Average Listener Give them a gag they can laugh at, a song they can sway to and straight from the shoulder sales talk and they'll vote you tops, as they have Bob Hope, Hildegard and Frank Sinatra.

And catering to the arm-chair audience pays off, for sponsors watch listeners' polls as closely as a doctor does a patient's fever chart. As the fever pitch of audience enthusiasm mounts, so do the stars' salaries. Those "few minutes" of air time each week, for instance, drop \$312,000 a year into the sock of Bob Hope.

The Voice—Frank Sinatra to you—rakes in \$8,000 a week for his two regular network shows, plus \$5,000 more for each extra guest appearance, which is just a drop in the \$1,250,000 yearly bucket of salary which his recordings, night club and movie jobs help to fill.

Hildegard, darling of the supper clubs, after years of trying to make a go on radio, has at last hit the top of the list of listeners' favorite femme warblers, and is nicking her sponsor for \$10,000 a week for her "Raleigh Room" appearances.

But some of the biggest money-makers in radio are hardly known by name. They're the soap opera stars and hard-working announcers. Clayton Collier and Karl Swenson, who play in at least a half-dozen shows a week, keep the wolf from their door to the tune of nearly \$100,000 a year. Pert Julie Stevens and blues-singer-turned-actress Gertrude Warner vie with their radio sisters for top place at similar salaries. Announcer Ben Grauer, who has shied away from vocal gymnastics and stuck to a straight style of announcing for 14 years, has outlasted many of radio's personality boys. Working six days morning to midnight, announcing long wave shows in English, short wave OWI shows in French, narrating, news casting and occasionally acting, Grauer collects close to \$50,000 a year.

Tops tho they are today, staying there is something else again. Jack Benny and Kate Smith, replaced in the public's favor by Hope and Hildegard, fell from top place by a throat-cutting piece of air-time programming, with the two slugging it out over rival networks.



HIT THE JACK POT—In a show geared to the wishes of bobby-sox fans, Frank Sinatra and his featured vocalist, Eileen Barton, left, have hit the jack-pot of fame. Hildegard has hit her stride in radio with a show that transfers night club atmosphere to the air waves.

Complete Radio Coverage Is Slated For Bowl Games

The most extensive coverage in Rose Bowl history will be given the famed New Year's day football classic by NBC and the U. S. Armed Forces Radio Service.

With Bill Stern on the 50-yard line for the eighth consecutive year and Joy Storm assigned to call the color, the National Broadcasting Company will plug its lines into the bowl at 3:45 p. m. for its 18th consecutive year of exclusive broadcasts of this gridiron classic.

As the Trojans and the Tennessee Vols clash, Stern's play-by-play account will be beamed via shortwave to the far corners of the globe. Chukking, Alaska, Central and South America, the Philippines, the South and Southwest Pacific are points of target for the shortwave stations carrying the "live" broadcast.

In addition to the Rose Bowl tilt, four other bowl games will be played and they include the Orange Bowl game, Ga. Tech vs. Tulsa over WABC at 12:45 p. m.; Cotton Bowl game, T. C. U. meets Okla. Aggies over CKLW at 1 p. m.; Sugar Bowl game, Duke meets Ala. over WJZ at 1:45 p. m. and the East-West All Stars at 3:45 p. m. over CKLW.

Laraine Day, John Hodiak and

Marsha Hunt have been cast by Producer Cecil B. DeMille to star in his Radio Theatre version of the romantic comedy, "Bride by Mistake," Monday, Jan. 1. The full-hour New Year's show will be heard at 8 p. m. over WABC. Cigarettes for New Year's day will be going to the U. S. Army Mason General hospital, Brentwood, L. I., N. Y. and the U. S. Army Bushnell General hospital, Brigham City, Utah, when Bob Hawk broadcasts "Thanks to the Yanks" over WABC Monday at 6:30 p. m. Between quiz questions, there'll be singing by Lynn Gardner and music by Peter Van Steeden's orchestra.

War blondes, the morale-boosting kind, will be bait for six service men competing to take them on

Radio Guide

MONDAY, JANUARY 1 (Lima Time)

- P. M.
- 12:45—Orange Bowl game—cbs
- 1:00—Cotton Bowl game—mbs
- 1:45—Sugar Bowl game—blu
- 3:45—Rose Bowl game—nbc
- 3:45—East-West, All Stars—mbs
- 4:45—Front Page Farrell Serial—nbc
- Wilderness Road, Serial Dram—cbs
- 5:00—News Report for 15 mins.—nbc
- Quincy Howe and News Time—cbs
- 5:15—American Serenade, Sports—nbc
- Lynn Murray Chorus, Orchestra—cbs
- 5:30—Sally Moore Songs Show—cbs
- 6:45—Lowell Thomas & Newscast—cbs
- World News and Commentary—cbs
- 6:00—New 15 min radio series—cbs
- 6:30—Carolina Gilbert and Songs—nbc
- Bob Hawk & Quiz Show—cbs-basic
- Dance Music Half Hour—other cbs
- 6:45—Kaltenborn and Comment—nbc
- 7:00—The Cavalcade of America—nbc
- Vox Pop by Parks and Warren—cbs
- 7:30—Howard Barlow & Concert & Guest—nbc
- The Gay Nineties Revue—cbs-basic
- 7:55—Five Minutes News Period—cbs
- 8:00—Voorhees Concert and Guest—nbc
- Cecil B DeMille Radio Theatre—cbs
- 8:30—Information Please, a Quiz—nbc
- 8:00—Contented Concert Orchestra—nbc
- Screen Guild Players & Guest—cbs
- 9:30—Doc, I. Q. and Quiz Series—nbc
- The Johnny Morgan Show—cbs
- Bob Hawk Quiz-repeat—other cbs
- 10:00—News for 45 minutes—nbc-basic
- The Music Shop in repeat—nbc-west
- News: Variety, Dance 2 hr—cbs
- 10:15—Variety and News to 1 a. m.—nbc

a New Year's day visit to the Stork club at the sponsor's expense on "Blind Date" over WJZ Monday at 7:30 p. m. The girls are just back from battlefronts.



WELCOME!

Returning Service Men

We little realize the hardships you have undergone . . . the lonesomeness you have felt when thousands of miles from home . . . but we do know you have fulfilled your duty to your country.

Now that many of you have returned among us, we extend you a hearty welcome home and wish you success in your undertakings.

WE PRAY that our armed forces will soon attain their goal in complete Victory and our thousands of men and women return safely home.

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WHOSE SERVICE IS PERFECT FREEDOM

1944 IS GONE---

Let's Be About Our Business for 1945!

Our one great hope for 1945 is an early Peace and the end of travels and dangers of war for our fighting men and women.

There will be plenty more worth-while things that every patriotic American can do in the year ahead to help assure Freedom, Justice and the dignity of individual men through the centuries to come.

We can't do too much for our country. Let's resolve that we do enough.

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