

TURNING THE DIALS

BY FRED H. RUSSELL

The premiere of "Club 770," with disc jockey Gene Stuart, will put WABC radio back on the all-night shift, seven nights a week, beginning Monday, from midnight to 5:45 a. m. (actual Tuesday morning). On Saturday and Sunday morning, the show will run to 6 a. m. Stuart will divide the night and show into six segments—"Potpourri of Music," "For Lovers," "Show Biz Spotlight," "Club Dates," "For Entertainers" and "Up and At 'Em"—to provide for the greatest possible diversified entertainment. Occasional musical guests will be booked for interviews as well.

"Club 770's" six-shows-in-one format will be time slotted as follows: Midnight to 2 a. m.—"Potpourri of Music"—highlighting the favorite standards and some unforgettably-but-seldom-played sides.

2 a. m. to 3:30 a. m.—"Show Biz Spotlight"—with the "Club 770's" spotlight on a star performer, featuring that person's talents interspersed with Stuart's commentary on his or her career, beginnings, and anecdotes.

3:30 to 4 a. m.—"Club Dates"—focusing attention on musical personalities currently heading New York's top night spots. (Frequent guest appearances particularly in this segment.)

4 to 5 a. m.—"For Entertainers"—catering to the personal musical tastes of the stars. One night, for example, will feature Frank Sinatra's song preferences, another Tommy Dorsey's, etc.

5 to 5:45 a. m.—"Up and At 'Em"—will be the thought behind this format portion with only bright "wake up" type tunes slotted here.

Stuart is already known to thousands of New York post-midnighters for his Sunday night stand-ins on WABC previous all-night shows. Now his musical and deejay talent will entertain for 40 hours and 45 minutes a week on WABC's new seven times weekly "Club 770."

Blanche Thebom Sings Blanche Thebom, the American contralto, will make her first appearance in the United States, following her successful season in Europe, as guest of the "Telephone Hour" Monday night over NBC radio at 8 o'clock.

Miss Thebom has selected as her operatic selection "Adieu, Forests," the plaintive aria from Tchaikovsky's "The Swan Lake." Her other selections will include "Solovej's Song" from Peter Gyn't by Grieg; "At Parting" by James Rogers and "Oh Dear, What Can the Matter Be" in an arrangement by Arnold Bax.

Donald Voorhees will conduct the orchestra in "Why Was I Born?" by Kern; "Anitra's Dance" also from "Parsifal" and "The Pines of the Apennian Way" from Respighi's symphonic poem, "The Pines of Rome."

World Premiere "La Fiesta Mexicana," a Mexican folk symphony by H. Owen Reed, will be played for the first time on Thursday, when the score will be featured on WNAB and WABC at 8:30 p. m.

Cast in three movements, "La Fiesta Mexicana" will be played by the Eastman Symphonic Wind Ensemble under the baton of Frederick Fennel, who recently recorded the work for Mercury Records. This is the first time the work was granted by the publisher.

The three movements of "La Fiesta Mexicana" include: Part One—"Prelude and Aztec Dance," the tumbling of the church bells at midnight officially announces the opening of the Fiesta which has been unofficially started by fireworks and the migration of

thousands of Mexicans and Indians to the center of activity—the high court surrounding the cathedral. After a brave effort at gaiety, the celebrators settle down to a restless night until the early quiet of the Mexican morning is once more shattered by the church bells and fireworks.

At mid-morning a band is heard in the distance but the attention is soon focused upon the Aztec dancers, brilliantly plumed who dance in ever-increasing frenzy to a dramatic climax.

Part Two—"Mass." The tolling of the bells is now a reminder that the Fiesta is, after all, a religious celebration. The rich and poor slowly gather within the great stone walls of the old cathedral to reverently pay homage to their Virgin.

Part Three—"Fiesta." Mexico is at its most colorful on the days of the Fiesta—days on which love, hatred and joy reign. There is entertainment for both young and old—the circus, the market, the bull fight, the town band.

H. Owen Reed is presently the head of the Department of Music at the University of Michigan. He composed "La Fiesta Mexicana" as a result of a Guggenheim Fellowship in musical composition awarded for 1948-49. Reed stayed five months in Mexico composing the symphony.

Race on Air The ninth annual running of "Little Brown Jug," top pacing event in harness racing, will be broadcast over WNAB and WABC on Thursday from 8 to 8:15 p. m. direct from the Midway Fair, Dalawara, Ohio.

Charles Hinkley, popular mid-west sports-caster and official race caller for the Grand Circuit—the Major League of harness racing, will describe the running of the "Little Brown Jug," a mile race for three-year-old pacers over the radio.

UN Report "UN—On the Record," CBS radio's weekly report directly from United Nations headquarters in New York, will return to the air on Friday to start its sixth season of exclusive interviews with international spokesmen, news developments and direct reports from around the globe.

The first broadcast in the new series will feature exclusive interviews with UN representatives who have just arrived for the Tuesday opening of the ninth session of the General Assembly. Donald Pringle, reporter and interviewer, will also describe the convening of the Assembly.

PROGRAM TO HONOR FOUNDER OF STORE Peter Graves will be starred in the story of the man who established the first major department store in America, in "John Wanamaker" on the "Hall of Fame" today (NBC-TV, 5 p. m.).

Wanamaker was one of the organizers of the Philadelphia Y.M.C.A. and was first fulltime secretary of the organization. He and his brother-in-law, Nathan Brown, opened a store in 1861 and after Brown died, several years later, Wanamaker carried on alone with "a collection of specialty shops under one roof."

SHOW HEADLINERS GUESTS OF GARROWAY Gina Lollobrigida, the startling new Italian movie discovery, will chat with Dave Garroway about her new-found fame on "Sunday with Garroway," tonight (NBC-Radio, 8-10 p. m.). Paul Whiteman, long a leading figure in the field of popular music, will be another special visitor.

Other Garroway guests include producer-director Joe Mantelica talking about his long career in Hollywood, pianist Alec Templeton discussing with Garroway his current concert tour, and songwriter Harold Rome, whose songs have been hits for many years.

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SUNDAY RADIO TIMETABLE

Table with columns for time slots (6:00-7:00, 7:00-8:00, etc.) and station call letters (WABC, WABC, etc.) listing various radio programs and hosts.

Telecast TOPICS

"My format will be no set format." So says Sid Caesar, who will inaugurate his own hour-long program, "Caesar's Hour," on Monday, Sept. 27, over NBC-TV from 8 to 9 p. m. The comic, who has his first three shows already planned, explains that he doesn't want to be tied down to a set format which might grow tiresome after a period of time.

Caesar plans to create new "people" as he calls them; comedy characters such as his famous "professor" characterization. "They will be people that you will recognize as having met somewhere before," he says. "It might be the guy you sit next to on the train to work, or a business associate, or a relative, and so on."

Music will play a prominent part in some Caesar shows. The comic, who began his career as a serious musician plans to create and participate in some special musical presentations. He plays, expertly, the saxophone, clarinet, and oboe. He also hopes to present classical music in the popular vein, featuring noted classical artists.

Featured in the regular cast of the show will be two outstanding comedy actors, Carl Reiner and Howard Morris. Both performers formerly appeared on NBC-TV's "Your Show of Shows," and supported Caesar and Imogene Coca, the show's co-stars, in many of that revue's sketches.

Caesar has created his own production unit, Shillie Corp., to handle the new television series. The name of his firm is a double pun on the first names of his two children, Shelly, age seven, and Richard, aged two and a half.

An extremely imaginative man with an unusual ability to see the humor in everyday life and translate it into wonderful comedy sketches, the comedian gets a lot of his ideas from just observing people and from reading non-fiction books and attending movies.

He recently finished reading Emil Ludvig's "Life of Napoleon," for example, and plans to take the Napoleonic complex and apply it to some comedy sketches.

"We all know some little men with an unusual ability to see the humor in your block who cries 'This is my block, I'm taking over here.' Or it could be the big business tycoon who demands to know what happened to the missing 20 cents from the petty cash."

Caesar will present 39 programs during the coming season. He will see three weeks out of every four on Monday nights.

Option Renewed "Television's First Sweetheart," the pretty and popular Betty White, has hurdled the first obstacle confronting rising young stars: effective radio pick-up by NBC-TV. Her program, "The Betty White Show," was recently moved to the 12-midnight spot, Mondays through Fridays.

Speaking of Miss White and her half-hour daily variety show, Frederic W. Will, Jr., NBC vice-president in charge of television-radio network programs, Pacific

Radio Highlights 10:00—CRUCER OF AIR: The Rev. Dr. Archie N. Hask, superintendent of the Central Congregational Christian Center, will discuss "The Crucer of Air" (Part II) The Rev. Dr. James Kennedy, pastor of Christ Church (Episcopal) Lafayette, La. WABC

10:30—CAMPAIGN '54: Survey of political situation in Ohio, Indiana, Michigan WABC

11:00—CATHOLIC HOUR: The Very Rev. Francis J. Connell speaks on What Means Are Lawful in War? WABC

11:30—JEWELRY FOR THE HOME: Jewelry for the home, jewelry for the home, jewelry for the home WABC

12:00—CONVERSATION: A discussion of the current situation in the world WABC

12:30—THE SHADOW: The Shadow, the Shadow, the Shadow WABC

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HENDL IS SOLOIST WITH 'SYMPHONETTE' Walter Hendl, conductor of the Dallas Symphony orchestra, turns to his second love, the piano, as soloist in the second movement of the Grieg Piano Concerto in A-minor with CBS radio's "The Symphonette" today at 2 p. m. Michel Piastro will lead the orchestra in the final movement of Haydn's Symphony No. 1 in D major, in Edgar's "Adieu" and Milgrob's "Auscensu." Allan Cartoun is producer and director of the program.

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