

## TURNING THE DIALS

BY FRED H. RUSSELL

Radio is the music world's chief hit-maker, says Percy Faith. In fact, the conductor who selects the music and generally directs the orchestra and chorus in performing "What's New in Music" Sunday afternoon on CBS radio, points out that there has been a complete reversal in the process of making a song a hit. "In the old days, the song hits came out of Broadway shows," says the man whose job as talent scout and music director at Columbia Records, in addition to his radio assignment, keeps him in close touch with new musical personalities and potential hit songs.

"Gershwin would write a worder-

musical, or Jerome Kern, or Vincent Youmans, or Edmund Rem-

berg. The tunes would catch on and people would go around hum-  
ming them. But their popularity would stem from a basis of eight per-

formance as a week in a stage production.

"Nowadays with new trends in recording and the fact that there are more than 500 accredited disk jockeys in the country, it is prob-  
able that next big song will be laun-  
ched with approximately 2000 per-

formers in its first week. Each

new group, it is said, will give it

a minimum of four performances,

and the whole country will get to  
know it immediately. Motion pic-

ture and musical comedy producers

realize the musical selling power

of radio and are anxious to have

the show times recorded and

read over even before their pro-

ductions open to assure success at

the box office."

## Army Football

The complete schedule of Army's football games for the 1955 season will be broadcast by WRCA radio. Al Alter will do the play-by-play commentary. That will be the second consecutive season WRCA radio has carried the West Point football games.

The schedule to be broadcast in

its entirety by WRCA is as follows:

September 24, Furman University (home); Oct. 1, Pennsylvania State

(University) home; Oct. 8, University

of Michigan at Ann Arbor;

Oct. 15, Syracuse University

(home); Oct. 22, Columbia Uni-

versity (home); Oct. 29, Colgate

University (home); Nov. 5, Yale

University at New Haven; Nov. 12,

University of Pennsylvania at

Philadelphia; and Nov. 19, open.

## Women's Feature

Bess Myerson, who has been star-  
ring on television's "The Big Pay-  
off," and former Miss America,  
will star in the "Bess Myerson  
Show" on WARC radio, beginning

Monday, and daily thereafter

through Friday, from 11:30 a.m. to

12 noon.

Bess Myerson, whose many tele-  
vision appearances include such  
shows as "The Name's the Same,"  
"Strike It Rich" and "The Jackie  
Gleason Show," has been paced by

Michel Renault, general manager

of WABC, to replace the Pegeen

Fitzgerald Show.

Miss Myerson will direct her show  
to women with emphasis on people  
and things of topical interest. She  
will interview guests from current  
streams of literature, music, in-  
terior decorating, home economics  
and international relations among  
other fields.

**Eileen Farrell Sings**

Eileen Farrell, the soprano  
from Washington, who is scoring  
a great hit throughout the coun-  
try for her singing in the motion  
picture, "Interrupted Melody,"  
will be heard on the telephone

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## Radio Highlights

AM

8:00-MONITOR: Entertainment and information through midnight WRCA

8:30-CHURCH OF AIR: The Rt. Rev.

Mary H. Daniels, DD, Bishop of the

Episcopal Diocese of Montana. WCRB

9:00-CHURCH OF AIR: (Part II). The

Dr. Robert J. Lament, pastor of the

First Presbyterian church of Pitts-

burgh. WCRB

10:00-LEADING QUESTION: An Appraisal

of General Where Do We Go From

Here? WCRB

10:30-CARAVAN OF STARS: Van Marre-

ken, guest WMGM

11:00-NEW IN MUSIC: Ella Fitzgerald,

Dinah Shore, The Chordettes and

Gloria Lare are guests WCRB

12:00-FESTIVAL OF OPERA: Andrea

Carey by Giacomo Puccini

1:00-PIGRIMAGE What Shall I Do With

My Life—Education for all WARC

1:30-ALL NEW YORK Yankees vs.

New York City Athletics (doubleheader). WINS

2:00-MONITOR: Catholic Hour—Anton Pe-

terius author and educator, will stress

the need of philosophy to synthesize

the findings of the various sciences

as requested by Pope Paul XII WRCR

3:00-KATHY GODFREY SHOW: Rhonda

Yeager and Stephen Douglas of Dame

Yankee are guests WCRB

3:30-WOMEN'S FESTIVAL: Re-

Nona Norfleet, Music Director WCRB

4:00-BABERAIL: Brooklyn Dodgers vs.

St. Louis Cardinals WMGM

4:30-BABERAIL: New York Giants vs.

Milwaukee Braves WMCA

5:00-CHAMBER MUSIC: New Chamber

Music Society WNYC

6:00-PHYSICS ON ROAD: Peter Mangan

6:30-SICK CARTER: Ian Carter in The

Magician, Brunswick Castle mystery

7:00-PIPER JAFFRAY: Chris Robinson, host

7:30-SUNDAY AFTERNOON: Martha

7:45-AIRPORT: WCRB

8:00-MONITOR: Meet the Press—Rep. John

W. Martin, R-Mass., is guest

WMCA

9:00-JOURNALIST PROSECUTOR: Jay Justice

9:30-The Case of the People vs. Gregory

10:00-STEP INTO A TOP PAYING JOB IN ONE-HALF THE TIME

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Speedwriting THE ABC SHORTHAND

Learn how YOU can earn

MORE... EXTRAS... features

in the course!

A. P. C. SPEEDWRITING

is the new WPM speed

speedwriting system which is

under five times faster

than regular speedwriting

speed. Great for business, enter-

tainment, sports, news, etc.

Masterwork Hour

10:00-STEP INTO A TOP PAYING JOB IN ONE-HALF THE TIME

11:00-MARY MALE: WCRB

12:00-MONITOR: Meet the Press—Rep. John

W. Martin, R-Mass., is guest

WMCA

1:00-FAIRY TALE: Fairy Tales

1:30-FAIRY TALE: Fairy Tales

2:00-FAIRY TALE: Fairy Tales

2:30-FAIRY TALE: Fairy Tales

3:00-FAIRY TALE: Fairy Tales

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