

WHO'S WHO IN

1000 BIOGRAPHIES

TV & RADIO

25¢

DELL
MAGAZINE

"I Love Lucy"



*big "Howdy Doody" contest
1000 Prizes! See pages 48-49*

LUCILLE BALL

who's who in **tv** and radio

■ In this magazine you'll find the people you invite into your home at the flick of a radio switch or the turn of a television dial—the people who provide the comedy, the drama, the music, quiz shows and many more. Some idea of the variety of personalities in this magazine may be gained by scanning through the index on pages 98-99. You'll find an assortment ranging from Rootie Kazootie, a puppet, to Edward R. Murrow, distinguished news commentator; from The Mighty Atlas, who happens to be a wrestler, to Arturo Toscanini, eminent conductor of the NBC Symphony. In all, you'll find 1000 people in Who's Who In TV & Radio and you'll find a remarkable amount of information about each of them—enough to make you feel you're old friends instead of just listening or looking acquaintances. All the pertinent statistics, all the important experiences have been crammed into short biographies that are both breezy and to the point. And sandwiched in between the lines of bare fact, you'll find the heartbreaks, the failures, the lucky breaks and the driving ambition that accompanied these people on their way to the top. On the lighter side, you'll find how Benny fiddled while Wakegan burned, why Tallulah's words seem to flow in a torrent (she was named after a water falls), and how Crosby became the West Coast's exclusive distributor for money. Knowing all these things may not automatically turn you into a drawing room authority on TV and Radio, or provide you with enough chit-chat to make you the life of the party, but it will enable you to feel more warmly and more keenly the special glow that all these stars have for us as entertainers.

TABLE OF CONTENTS

Television	3-59
Radio	60-91
Back in Your Own Backyard	92-97
Index	98-99

SPECIAL CONTRIBUTORS:

Ed Sullivan
Bob Hope
Perry Como
George Fenneman
Robert Montgomery
Lucille Ball
Walter Greaza
Bob Smith
Edward R. Murrow
Bing Crosby
Don McNeill
Vivian Smolen (Our Gal Sunday)
Eve Arden
Bret Morrison (The Shadow)
Edgar Bergen
Jinx Falkenburg McCrary
Elmer Davis
Gene Autry

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Modern Screen
Screen Stories
Screen Album
Who's Who In Western Stars
Who's Who In Hollywood
Hollywood Family Album
Hollywood Romances
Hollywood Life Stories
Hollywood Yearbook



GROUCHO MARX P. 25



JINX McCRARY P. 86



BOB HOPE P. 12



EVE ARDEN P. 74

ira peck
blanche e. schiffman
richard l. williams
michael lefcourt }
gordon reekie }
angelo grasso
fernando texidor
albert p. delacorte }
henry p. malmgreen }

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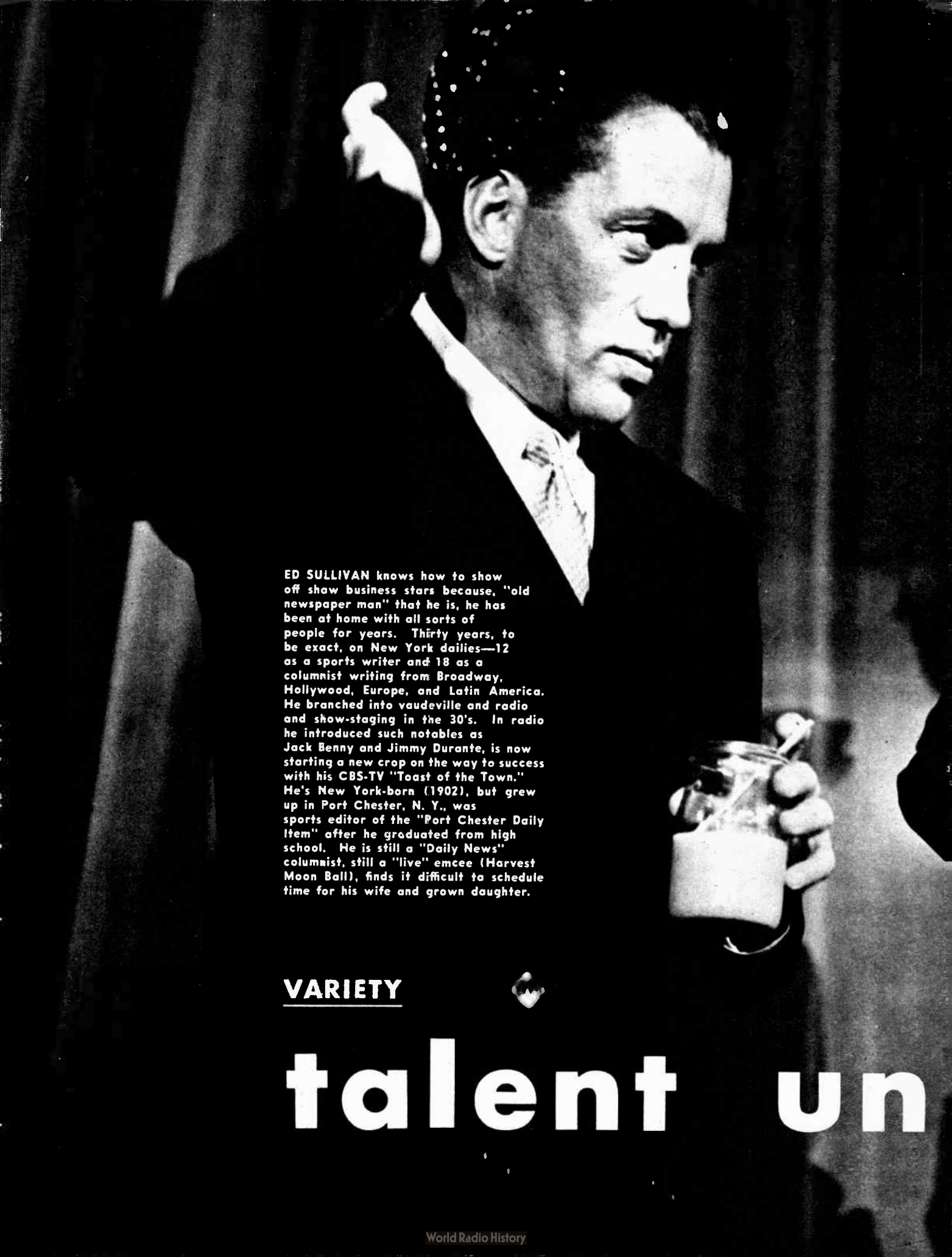
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television

IN THIS SECTION:

talent unlimited	foreword by ED SULLIVAN	4
top bananas	foreword by BOB HOPE	12
now you <u>see</u> the music	foreword by PERRY COMO	20
you're in the act	foreword by GEORGE FENNEMAN	25
the play's the thing!	foreword by ROBERT MONTGOMERY	33
living room theatre	foreword by LUCILLE BALL	36
sleuths in the night	foreword by WALTER GREAZA	45
calling all kids!	foreword by BOB SMITH	48
grunts and groans	video's men of the mat	56
TV takes you there	foreword by EDWARD R. MURROW	58



ED SULLIVAN knows how to show off show business stars because, "old newspaper man" that he is, he has been at home with all sorts of people for years. Thirty years, to be exact, on New York dailies—12 as a sports writer and 18 as a columnist writing from Broadway, Hollywood, Europe, and Latin America. He branched into vaudeville and radio and show-staging in the 30's. In radio he introduced such notables as Jack Benny and Jimmy Durante, is now starting a new crop on the way to success with his CBS-TV "Toast of the Town." He's New York-born (1902), but grew up in Port Chester, N. Y., was sports editor of the "Port Chester Daily Item" after he graduated from high school. He is still a "Daily News" columnist, still a "live" emcee (Harvest Moon Ball), finds it difficult to schedule time for his wife and grown daughter.

VARIETY

talent un



limited

foreword by
ed sullivan

■ I'm no good at abstractions. When somebody says how do you ever put together a TV variety show, all I can say is well, it's like this, we had a kind of idea, and we looked for these guys and those dolls, and some way it got put together. Our CBS-TV broadcast of Sunday, June 14, 1953, which started our sixth year, was like this:

I wanted something retrospective, nostalgic, uniquely American—our sponsor had an anniversary coming up too, its 50th—and back in April I decided on a modern version of the old minstrel show. When Joe Wolfson at the William Morris Agency got me Smith and Dale, the great vaudeville masters-at-repartee, I had my end men—but all they knew was they were to do an act; I didn't want to let the minstrel show idea out of the bag. Same week I heard from Bob Copeland, the advertising executive of Lincoln-Mercury. He said the Ford plant had this tremendous 50-voice men's glee club, and they'd like to be on "Toast of the Town." We grabbed them, and that was our blackface chorus—though we didn't tell them, either . . . I ran across the Longfellow Troubadors, signed them on the spot, told them nothing but the date. Then I thought of Joe Howard, close to 80 now, the boy who wrote "I Wonder Who's Kissing Her Now," and can do those real old minstrel struts. The sentimental touch . . . We got a fine banjo player named Joe Sodja, and Hal LeRoy, that terrific hooper, and Will Oakland, another great old-timer, and Gracie Fields. And for interlocutor I proposed me. But because kids have never seen a minstrel show I wondered how they'd react—would they say nuts to all this? So I got Arthur Godfrey's Friends, and for the youthful appeal they opened the show . . . Meanwhile my man here, Carmen Santullo, had a great one-man project going. He'd contacted people who'd been on the show during the past five years, saying nothing to me, and arranged for them to be in the audience. Two weeks ahead of time, when it was too late for anybody to swipe our idea, we announced it—had to anyway, with costumes to get made and all. The work, added up, was incredible—for everyone connected with the show. Gosh, we must have had a thousand people backstage when we finally went on. No, we couldn't have, but the dressing room problem was terrific—never had so many people in the theatre at any one time. Anyway, it came off, the people loved it, and that's how we put together a variety show. But how we do it once a week—that beats me!

arthur godfrey: "friends" and "talent scouts"



FRANK PARKER and Godfrey have been friends since the days when Arthur was an unknown trying to break in and Frank was a big-name singer on radio. It was Godfrey who brought him out of retirement to the time-of-his-life on television. Frank began singing in a church choir as a boy on Manhattan's lower West Side, studied in Milan, crashed Broadway as a chorus boy, starred in musical comedy, sang with the Chicago Opera Company, on many top radio shows and in two movies. He was born April 29, 1903, is a bachelor, and his fan mail slightly enormous.

MARION MARLOWE says she is English, and French and way, way back, Egyptian. She charmed Godfrey at a Miami Beach Hotel and four days later this redhead was a Little Godfrey. Her mother and her grandmother sent her on the path to success from babyhood. At 5, in her home town of St. Louis, she was on the radio. After high school she studied voice, drama, dancing. Went to England by way of Hollywood, played in musicals, on TV, sang for the king and queen. Then along came marriage, Miami, and Godfrey. She's 23, married to a government employee.

JANETTE DAVIS is an oldtimer with Arthur Godfrey—since 1946. Before that she had her own CBS network series. To be chronological, she was born in Memphis, Tenn., sang at local functions almost before she could talk; won an amateur contest and conducted her own radio program at 14, in Memphis; studied voice for 2 years in Quincy, Ill., paying for lessons by singing over the local radio; starred in her own show on a Shreveport, La. station, then in Cincinnati; first hit a network with Red Skelton, went on to other shows and her own program before joining Godfrey.




JULIUS LA ROSA was found by Commander Arthur Godfrey who was on 2 weeks active duty at Pensacola. A year later, in 1951, discharged from the Navy, La Rosa became a "Little Godfrey." Born in Brooklyn, in 1930, Julius had no formal musical training, never dreamed of making it his career, developed his technique by listening to records. His "Anywhere I Wander" is the one that made him great. He lives with his parents in Brooklyn, where his father operates a radio-tv sales and service store. Julius is a trusty Dodger fan. 'Natch.

LU ANN SIMMS has a Cinderella story. At 21, she is a Little Godfrey, discovered on Arthur's Talent Scouts program. Not long ago she was working as a record saleslady in a department store in her home town, Rochester, N. Y. Her first real debut was at 3, when she sang "When You Wore A Tulip" over a local radio station, but her formal voice training did not begin until she was 12. Hollywood scouts are buzzing but she's taking her boss' advice and intends to stick around for more training. She's of Italian and Irish descent. Real name: Ciminelli.

TONY MARVIN has played many roles in his time, for a man who once studied medicine. A native New Yorker (born in 1912), this handsome 6-footer was once a leading bass with the New York Operatic Guild and in musical comedy, doubled by day as a radio actor. He became an announcer when he walked into an announcers' audition by mistake. His present reputation for an encyclopedic mind started with a skillful, detailed and wordy reply to one of Godfrey's questions. Now he keeps up this running gag by voracious reading. He is married, has a daughter.

ARCHIE BLEYER is the son of a trumpet player, was born in Corona, L. I. in 1909. As an engineering student at Columbia he got interested in musical arrangement. By 1931 music was a full-time job; he even had a correspondence school in arranging and gave courses (by mail) all over the world. Johnny Mercer sang with his first orchestra in 1934. Archie has arranged for Billy Rose's Cleveland Aquacade and for Broadway shows, joined CBS as staff conductor in 1937. Then came Godfrey—radio, TV, and recordings. Again: full-time.



ARTHUR GODFREY is, of course, the TV pioneer who perfected the "kidding the commercial" technique. His relaxed, informal style is often imitated but no one is quite like Godfrey at being the old friend with whom you can relax. He has not only set new patterns for TV, and sold products, but his own airmindedness has made the country more so, his ukulele brought about a revival in popularity for that musical instrument. The name of his CBS-TV show, "Arthur Godfrey and His Friends," is a natural. The role of everybody's pal comes easily to a man who has lived so many lives. Since he was born in 1903 in Hasbrouck Heights, N. J., Godfrey has been office boy, coal miner, farmhand, tire finisher, Navy radio operator, to name a few occupations. His radio debut was a \$5 performance as "Red Godfrey, the Warbling Banjoist." His show is famous for his split-screen effects, enabling Godfrey to be "with the show" whether he is with his family in Virginia, or wherever.



the garry moore show

GARRY MOORE accepted the fate of being a comedian reluctantly. As Thomas Garrison Morfit (born in Baltimore, 1915) he had been serious about writing, had even collaborated on an unpublished play with the late F. Scott Fitzgerald. He was a continuity writer when called upon to substitute for a comedian in a variety show. Later a contest changed his name and his career. His smooth mocking delivery used to be teamed with the ruffled naivete of Jimmy Durante on radio. Now his elfin face and crewcut are the mainspring of his own "Garry Moore Show" (CBS-TV). He's married, and has two sons, Mason, born 1940, Garry, Jr., 1943.



KEN CARSON was born on a ranch near Chickasha, Okla. He was riding bareback when he was only three, handling a tractor at five. A harmonica started him on a musical career. The official debut came in 1930 when he won a singing audition in Los Angeles. As one of the "Ranch Boys," he taught himself to play the guitar. He appeared on Club Matinee with Garry Moore, was one of the "Sons of the Pioneers," and you've heard his voice often in the movies. One was vocalizing the role of the owl in the Walt Disney production "So Dear to My Heart."



DURWARD KIRBY, the announcer-comedian on the "Garry Moore Show," announcer for Perry Como Show and Hilltop House (CBS), hails from Covington, Ky. He was an aeronautical engineering student at Purdue when he was chosen to be trained for announcing. His first job was as disc jockey on the "Pep Unlimited Show." His first chance at comedy was on Chicago's "Club Matinee" with Ransom Sherman and Garry Moore. He put in two years in the Navy before he hit New York. His wife pulled a switcheroo, too. She's a former singer turned radio commentator.



RAY MALONE, the nimble lad who dances on the "Garry Moore Show," is an "old man" in show business. He was on the road out of his home state of Texas when he was only 5, didn't settle down as a schoolboy until he was 8 when his family lighted upon Manhattan. This lasted but a year, then he and his brother were off again on a tour with Major Bowes. Later the brothers split up to enter different Broadway shows. During World War II the South Pacific area saw him as a GI, starring in "Yanksapoppin." A year in vaudeville and roles in films preceded his teevee debut.



DENISE LOR was born in Los Angeles but moved to Long Island when she was five. Although she sang with a church choir from the time she was six, she planned to become a portrait painter, studied at Cooper Union. However, music made a comeback. She left school and went to Toledo, Ohio where she appeared in a series of musicals, returned to New York as a featured singer in the "Ice Show." The voice teacher who had coached her in earlier years prescribed TV. One week before the "Garry Moore Show" premiered, Denise was chosen as its feminine vocalist.



tallulah

TALLULAH BANKHEAD has been called a volcano, a tornado, a Niagara. Her ability to talk on and off stage is a legend. The violincello voice and the tempestuous personality that are the heart of NBC's "Big Show" belong strangely enough to a Southern gal. (A highly unconventional Southern gall!) Grandmother hailed from Tallulah Falls, Ga. Her father, the late William B. Bankhead, was Speaker of the House of Representatives. Born in Alabama, 1903, Tallulah, went on the stage at 16, because, as her father said, she was "no damn good for anything else." Her first success was in London where she was the toast of the town from 1923 to 1931. Michael Arlen's "The Green Hat" (1923) was her biggest hit. She's appeared in about 40 plays—Regina in "The Little Foxes" (1939) was a kind of zenith—and a dozen movies—"Lifeboat" and "A Royal Scandal" are outstanding ones. Her special brand of drawing power has often overcome devastating reviews. The habit of calling one and all "da-a-aling" and her sardonic quips identify her. Though peace and quiet are not associated with Tallulah, she finds it at her home in Bedford Village, N. Y.

the kate smith hour

KATE SMITH has been a leading figure in the entertainment world for the past 20 years simply because people listen to her songs because they like her, give to the charities for which she makes appeals because they respect her, buy the products she recommends because they trust her. Born in Washington, D. C., 1909, she walked into Broadway musical comedies with no formal musical training. In 1931 she teamed up with Ted Collins who launched her career as a recording artist and in radio, and has been her manager ever since. She showed her versatility in 1939 by branching out with "Kate Smith Speaks" on daytime radio, now MCs and stars on NBC-TV's "Kate Smith Hour" 5 days a week.

TED COLLINS and Kate Smith formed their partnership in 1931 and, despite their enormous success, have never bothered with a written contract. Previously Ted had been salesman, then recording manager for a phonograph company. He recognized Kate's talent and persuaded her to put her voice on platters, became her producer and manager. A native New Yorker, he had intended to be a doctor, like his father, but World War I and his father's death changed his plan. After phonograph records, he loves sports. He's the owner of the New York Yankees pro football team, an ardent fisherman who puts the fish back in the water! He's married, has one daughter and a grandson, about 5 years old.





Messrs. Kaufman, Fadiman and Levenson of "This Is Show Business."

this is show business

GEORGE S. KAUFMAN has the distinction of having had at least one play or Broadway every season since his "Dulcy" opened in 1921. Among his famous collaborators have been Moss Hart, Edna Ferber, Marc Connelly, and his wife, actress Leueen McGrath. His "To the Ladies" (1922) introduced Helen Hayes to Broadway. He won the Pulitzer Prize for both "Of Thee I Sing" and "You Can't Take It With You"—to name a few highlights along the way. In addition to being a playwright, he's been a critic, chronicler, script doctor. It all started in Pittsburgh, where he was born (1889), when he quit school at 17 to work as a stenographer in a coal company. He began sending humorous contributions to Franklin P. Adams' newspaper column. This led to a lunch date with FPA, a job on the "Washington Times," and eventually a 13-year spot on the "New York Times'" drama page. He wrote his first play when he was a drama critic. His poker face makes him an excellent bridge player.

CLIFTON FADIMAN needs his varied talents to face his advice-giving panelists each week on CBS-TV's "This is Show Business." In addition to the wit and repartee of playwright George S. Kaufman and the humor of Sam Levenson, there are details such as performers who speak little or perhaps no English at all. Fadiman, a linguist and a man of many parts, has that talent. Born on "the sidewalks of New York," he contributed to magazines at 16. Various jobs put him through Columbia (Phi Beta Kappa 1925). He became an editor at Simon & Schuster in 1929, has contributed to many magazines, been book editor of the "New Yorker," is a member of the editorial board of the Book-of-the-Month Club. As quizmaster of radio's "Information Please," he became nationally known in 1938. Even his reading habits are varied, ranging from mathematics and Charles Dickens to musical literature, although he can't read a note. He is married to the former Pauline Rush.

SAM LEVENSON has charm because he finds life interesting, intriguing, and above all, amusing. The youngest of a family of 7 brothers and one sister, he knew what it was to be poor, but how to make the most of it, with laughs. He recalls the lean days in Brooklyn with anecdotes like: "For a penny we got a paraffin whistle. We blew it all week and on Sunday we ate it." He studied his college textbooks while he was pressing suits for his father, a tailor, got his B.A. degree from Brooklyn college, but couldn't afford a sheepskin to prove it. During his 10 years as a Spanish teacher in New York high schools, he had the kids translating into Spanish interesting material like, "Somebody had better get the boy friend of our sister out of the favorite chair of our father in the parlor." He started his career as an entertainer in the Catskills to augment his teaching salary during summer vacations, went on from there to night club engagements—and TV.

arthur murray



original amateur



the george jessel



party

KATHRYN MURRAY was going to be a teacher before Arthur (pictured with her at left) danced into her life and married her, four months later. Now her careers include the sparkling role of hostess and femcee on CBS-TV's "The Arthur Murray Party," housewife, mother, grandmother, and vice-president of the Arthur Murray Dance Studios. She went to work for her husband when her twin daughters were 12. ("Better than staying home and yakking with the neighbors.") Phyllis and Jane are now 26. The Murrays are proud grandparents of three. Mrs. Murray gets up early to pursue her hobby—baking. Drop in on her husband and he will probably offer you a sample from his cookie tin.

nothing but the best



EDDIE ALBERT has a backlog of anecdotes, songs, and the ability to play several instruments—and a chance to use them all as host and emcee on NBC-TV's "Nothing But The Best." Born Eddie Albert Heimberger in Rock Island, Ill., 1908, he broke into show business by way of amateur nights. He's been a soda-jerk, insurance salesman, half of a singing team, "The Honeymooners: Eddie and Grace"; played in a one-ring Mexican circus, served in the Navy, Lieutenant i.g., during World War II, "Brother Rat," stage show and movie, brought him fame. He made several other pictures, and starred in Broadway's "Room Service." He's married to movie star Margo and has a son.

hour

TED MACK, ever genial, learned to play the sax in a closet, in his home town of Greeley, Colorado. (His father was a railroad man who slept by day!) Later Ted organized a band that helped pay his way through high school and the U. of Denver. He planned to be a cartoonist and lawyer, wound up as cowpuncher, band leader, music supervisor at MGM, Major Bowes' right-hand man. When Bowes died in 1946, Mack took his place, has directed and been host on the "Original Amateur Hour," now CBS-TV, ever since. In 1926 he married Marguerite Overholt. After 21 years of traveling from one end of the U. S. to the other, they now have a home at Irvington-on-Hudson, N. Y.

stork club



SHERMAN BILLINGSLEY is host and owner of the Stork Club, on and off CBS-TV. "The Stork" has been called New York's "swankiest saloon," and is the greatest of Billingsley's business enterprises, which include real estate, perfume, and neckwear. He started his career by gathering empty bottles, and peddling magazines to get \$25 to launch a soft drink stand. Then he and his brother bought a drug store in Oklahoma. Wanderlust brought him to the Bronx, and another drug store, and finally, the Stork. Nobody knows who thought of the name, or why, but everyone knows that at Table 50, the celebrity corner of the Cub Room, each week fabulous folks face TV.

show

GEORGE JESSEL (ABC-TV) started his career as a member of the Imperial Trio, which sang and collected tickets at the Imperial Theater, in New York. The other two voices belonged to Walter Winchell and Eddie Cantor. Known as the "Toastmaster General of the United States" because of the countless dinners and benefits at which he has spoken, George represents ABC as a goodwill ambassador at public and private functions, as well as performing and producing in radio and TV, and program planning. As a showman, a businessman, a raconteur, Jessel made his mark in vaudeville, musical revues, motion pictures, and on the air. His autobiography "So Help Me" was a best seller.

the ray bolger show



RAY BOLGER charms ABC-TV audiences with his dancing and his infectious warmth, just as he made audiences at home with his movie and stage characterizations as the "Wizard of Oz" and "Charlie's Aunt." Yet in high school days in his home town of Boston, he used to lean against walls trying to get up nerve to ask a girl to dance. And his first public performance as a dancer got him fired. After appearing in an amateurs' show at an employee outing, he was caught dancing up and down the halls! Hard work and lean years with a repertory company eventually landed him a good sized part in 1931 in "George White's Scandals." Stardom was inevitable.



COMEDY

top bananas



foreword by **bob hope**

■ I've been watching a lot of TV comedy lately—a comic has to, if he wants to know where his writers are stealing their stuff, and where his former writers are peddling the stuff they thought was too good to waste on him—and I've seen some awfully funny gags. Also some that just looked awful, till I realized I was looking at films of my own shows. One great sight gag came at the start of a Martin and Lewis show. The boys like to do switches on their introductions, and this time, when the announcer said "introducing those two great comedians, Martin and Lewis," out came Tony Martin and Joe Louis. They got such a big hand that Dean and Jerry won't dare try *that* one again. It made me a little sad, though, to think that here was a gag I couldn't swipe—after all, there's only one Hope, and some people say there's no hope for *him* . . . I liked the line on a Jimmy Durante show during a space-ship routine, where somebody looked down at the earth and cracked, "Man, dig that crazy, mixed-up planet." (That's Durante's gratitude for you; who does he think put him where he is today—Martians?) . . . And of course, for Caesar and Coca I've got nothing but admiration because they can be so wonderfully funny without opening their mouths. (My, think how wonderful Crosby'd be *that* way.) I loved Sid and Imogene as the triangle and cymbal players in a symphony orchestra, playing cards to pass the time while waiting for their moment. . . . Then at Eddie Cantor's 39th wedding anniversary party, I had to laugh—against my better judgment—when Jessel and Eddie kidded each other about their early days. It was so long ago, you wouldn't think their memories would stretch back that far. . . . I liked Red Skelton's bit on the fine points of doughnut-dunking, and Red Buttons as Rocky Buttons the boxer, and Bud Abbott taking Lou Costello to a near-sighted dentist, and Miltie helping a circus go by subway—elephants and all—to Coney Island during a heat wave. Speaking of waves, Rosemary Clooney played a Wave on my show one night. She let me sing "It's Delovely" with her, and I thought I was doing fine. But when I made bold to sing "Come On-a My House" to her she fixed me with a glassy stare and snapped, "It's off-limits." I'll never wink at a Wave again. Not ever again.

BOB HOPE's activities in a myriad of widely varied fields make it impossible to peg him as "best known" for any one in particular. He has starred on the NBC radio "Bob Hope Show" for more than 11 years, made 28 movies for Paramount in that time, has written 3 best-sellers, and writes a daily syndicated column. He is mayor of Palm Springs, Calif., and part owner of both the Cleveland Indians and the Los Angeles Rams. He owns a dairy ranch and part of 3 oil wells. He heads an area distributorship of a television company, is chairman of Hope Enterprises, and of the National Arthritis Foundation. But probably his greatest fame has come through his tireless efforts, throughout his career, to relieve the monotony of Servicemen in every corner of the world. Born in England in 1904, Bob's family brought him to Cleveland, his adopted home town, when he was four. His pre-fame experiences include clerking for a motor company and amateur boxing. His first radio appearance, after several years in musicals and vaudeville, was as guest on the NBC Rudy Vallee program in 1938. He was signed by his present sponsor, Lever Brothers, in 1938, and made his first Paramount pictures that same year. Soon after he was one of the nation's idols. In spite of the demands of his work, he finds time to enjoy life with his wife and his 4 children.



the comedy hour

DEAN MARTIN and **JERRY LEWIS**, stars of NBC-TV's "Colgate Comedy Hour," and "The Dean Martin and Jerry Lewis Show" on NBC radio, made the most sensational rise in recent show business history. They jammed New York's Paramount Theater for the duration of their personal appearance there, and reportedly earned \$260,000 in a 4-week tour, establishing themselves as the highest paid act in the country. The son of Danny Lewis, still a successful singer in the New York area, Jerry, only 27, convulsed his Irvington, N. J., high school classmates, and had one of the best record acts in the country when he teamed up with Martin in 1946 to cop an open job in Atlantic City. Dean, a singer from Steubenville, Ohio, and 10 years Jerry's senior, entered into the ad-libbed act with vigor. In no time they were hailed as a terrific team.

BUD ABBOTT and LOU COSTELLO, after 16 years together in vaudeville, theater, innumerable movies, and radio, now add NBC-TV's "Colgate Comedy Hour" to their successes. Abbott, born of circus people in 1898, worked in theater box offices, owned and operated theaters, and accidentally became a straight man when he filled in during an emergency. He finally found his real metier in 1936 when he appeared on a Minsky burlesque bill in Chicago with a sad-eyed little comedian named Lou Costello. Lou (born Louis Cristillo, still his legal name) clerked in a hat store in his home town, Paterson, N. J., went to Hollywood where he worked as a movie extra and stunt man before he met Abbott so fortuitously. Their "Who's on first?" routine was their start, and the end is not in sight.



JIMMY DURANTE surprised no one with his fabulous rating on NBC-TV's "Four Star Revue." Born in 1893, he came from New York's lower East Side along with Cantor, Jessel, and Winchell. Like theirs, his schooling was sketchy, his musical education brief. In 1916 he organized a small Dixieland band, married, and met Eddie Jackson with whom he teamed to open the Club Durante. Soon Lou Clayton joined them to complete the act that Damon Runyon called the greatest cabaret combo ever. During the Depression the act broke up, and Durante found new success in movies. But after his beloved wife's death in 1943, Jimmy, running away from his sadness, came back to New York. And the millions who love him have brought Schnozzola, in these ten years, to the very pinnacle of success.



DONALD O'CONNOR, the youngest star of NBC-TV's "Colgate Comedy Hour," has been a trouper almost since his birth in Chicago in 1925. His father was one of the great Ringling Brothers acrobats, but died before Don was one. At three he was part of the O'Connor family vaudeville act which played on the major circuits. In 1938, their bad luck streak ended when Donald was picked to play Bing Crosby's kid brother in "Sing You Sinners." He made 11 more pictures, then returned to his family's act. Just when things were desperate, he was recalled to Hollywood. Before his two years in the Army, he married his 17-year-old sweetheart when he was 19. Since the war, his "Francis" pictures for U-I have been enormously successful, as have been his musical comedy and TV work.



EDDIE CANTOR, who appears once a month on NBC-TV's "Colgate Comedy Hour," is, after 43 years in show business, an American legend. His lower East Side New York beginnings as a singing waiter with Jimmy Durante as his accompanist, the Cantor-Jessel-Winchell trio, and subsequent starring in Gus Edwards' vaudeville reviews—all these, as well as his real break into the big-time as a black-face comedian in Ziegfeld shows, are familiar to millions of Cantor fans. His first NBC radio appearance, following successful early movies, was on the Rudy Vallee show. A few months later he was starring on his own. Sixty-one now, he married his childhood sweetheart, Ida, after a romance that began for him at 13, and made her and their five daughters almost as celebrated as himself.





the jackie gleason show

JACKIE GLEASON was born in Brooklyn in 1916, and was MC-ing a two-a-week amateur night 15 years later. He played the Miami Club in Newark, N. J., from age 19 to 21. (It was there he tried to settle an argument with a ringside heckler by inviting him out to the alley—to discover with dismay that the heckler was Tony Galento.) Gleason was a WAAT-Newark disc jockey, played vaudeville and club dates throughout the country till 1940 when he was signed for a New York club. Soon after, he was under contract in Hollywood, and made five pictures. He came back to New York for the Olsen & Johnson show, and the smash hit, "Follow the Girls." From there it was a short step to his own CBS "Jackie Gleason Show," and rave notices.



the burns and allen show

GEORGE BURNS and **GRACIE ALLEN** delight even a wider audience on their CBS-TV show than they did on radio. Gracie was in vaudeville at 14, and left it—she thought permanently—when she had an argument about her billing in Hoboken, N. J. She was persuaded to take a short trip back there to see an "especially good" vaudeville act. It was, of course, George Burns who needed a replacement for his partner. Gracie was it. A native New Yorker, Burns had been on the boards since a tender age. Their new act started with Burns the funny man and Gracie the straight. Gracie got more laughs, so they switched to the arrangement which has existed since. Married in 1926, they didn't appear as a married couple on the air till 1942. They have two adopted kids, one just recently married.



the red buttons show

RED BUTTONS followed a now-classic formula for show business success established by Durante, Jessel and Cantor. Born on New York's lower East Side, Red won an amateur contest at 13, was a singing bellhop at 16, toured the Catskill Mountains (N.Y.) summer circuit, and became a comedian the night his voice changed from alto to baritone. At 18 he was the youngest burlesque comedian in the business. His first Broadway part was killed by the Pearl Harbor bombing the day before the show was to open, and he received his draft notice the day he was leaving for a big Paramount film role. But the Army put him in "Winged Victory," and gave him the honor of MC-ing a show for the Big Three at the Potsdam Conference. After several post-war musicals and numerous night club dates, he finally had his own "Red Buttons Show" on CBS-TV.





Jack Benny

the jack benny show

JACK BENNY, who has for 18 years created a great comedy character on radio with his voice alone, joined the ranks of TV stars with his "Jack Benny Program" on CBS-TV network. Never afraid of trying something new, he was one of the first major comedians to change from vaudeville to radio in 1932, and within several months of his first guest appearance on Ed Sullivan's radio show that year, had his own sponsored program. Born in Waukegan, Ill., a town he made famous, he started as a concert violinist, gave local concerts at eight, held down the fiddler's chair in a local dance band at 13, and left school at 17 to begin in vaudeville. Jack's career changed when he wisecracked between violin numbers in a World War I Navy recruiting revue. He was billed for the duration of the revue as "Issy There, the Admiral's Disorderly." He returned to vaudeville as a single doing a monologue, carrying his violin, but rarely playing more than bits of "The Bee." By 1921 he had hit the big-time and for 10 years worked with the greats of the two-a-day circuits. Further success in Earl Carroll and Shubert shows eventually sent him to Hollywood, where he starred in "Charley's Aunt" and "George Washington Slept Here." Benny and his wife have been partners for 20 years in both vaudeville and radio. His programs have brought fame to many of his supporting cast—Dennis Day and Phil Harris among them.



MARY LIVINGSTONE, wife of Jack Benny, and one of his most valuable program assets, was born in Seattle and lived in Vancouver, B. C. Mary was working at the Los Angeles' May Co. when she met Jack. They were married 8 months later, in January, 1927. She got her start as his partner

when she filled in for his ailing partner—for just one evening. But the same emergency reoccurred, and soon she became a permanent part of the act. Her introduction to radio was similar. A Benny script called for a brash, flighty girl from New Jersey, and after many actresses had been unsuccessfully auditioned, someone suggested Mary—who was immediately picked for the role.



EDDIE (ROCHESTER) ANDERSON sold newspapers in San Francisco when he was 12 and acquired his husky voice trying to outshout his leather-lunged rivals. Born in Oakland in 1905, to show people, he joined an all-Negro revue at 14, and there developed his talents, so that he became a

first-rate dancer and singer. For 12 years his reputation grew, climaxing variety hall dates, two years in Los Angeles' Cotton Club and bit movie parts, with the important role of Noah in "Green Pastures." It brought him national attention. He auditioned for Benny for a one-shot in 1937, was a sensation, and after his second appearance became a Benny show member. His hobby: model planes.



◀ **MILTON BERLE** received his title, "Mr. Television," within five months after his first "Texaco Star Theater" show on NBC-TV in June, 1948. Born in 1908 in New York, he attended P. S. No. 184, and the Professional Children's School. At five he was well embarked on his professional career and played in more than 50 movies at the old Ft. Lee, N. J., Biograph Studios. He performed for local Army troops during World War I when he was 10 and staged a Liberty Bond benefit, the first of his many contributions to worthy causes. He was 12 when he hit Broadway in his first stage role in a Shubert revival of "Floradora." After that he teamed with 10-year-old Elizabeth Kennedy in vaudeville act and played the circuits for several years. During all this time his mother managed his career, and between times, worked as a store detective to help support her ailing husband.

Mrs. Berle is still important to Milton's career, as his No. 1 fan, clique and straight woman. In the ensuing years, Milton MC-ed his own vaudeville unit, reaching the Palace Theater in New York in 1931. He then appeared in night clubs, returned to Broadway in Earl Carroll and Ziegfeld shows, appeared on Rudy Vallee's radio program, "The Milton Berle Show," and others. But in television, stage, clubs or theaters, Milton is best with a "seeing" audience, which explains the popularity of his show which will be sponsored by Buick in 1953-54. For the 1952-53 season Berle drastically changed his program format, offering a musical-comedy revue with Goodman Ace as chief writer. In four years, Berle has raised \$4,000,000 for the Runyon Cancer Fund alone. He averages 200 benefit performances a year.

RED SKELTON, star of his own show on CBS-TV, comes by his clowning naturally. His father was a famous circus clown who died a month before Red's birth in Vincennes, Ind. Red was so strongly lured by show business that at 10, he took the first opportunity offered—falling off a medicine show stage for \$1 a week. He joined a minstrel show, worked a Mississippi showboat, was a walk-around clown for the Hagenbeck & Wallace circus where his father had worked, and in 1928 became the third comedian in Kansas City's Gaiety Theater. He had moved up to first comedian by the time he was 17. Several years later, he was invited to Hollywood for what proved to be a very successful screen test. His now famous donut-dunking routine in "Having A Wonderful Time" (1938) was the beginning of his nation-wide popularity. In 1941 Red brought some of his movie characters to radio and won an even larger following. As a private in the Army, Skelton gave almost 4,000 shows on troop-carrier hospital ships. After the war, he married. He has two children.



VICTOR BORGE had an established classical musician's career in Denmark and concertized all over Europe before fleeing from the Nazis in 1940. In America, he had some lean months before Bing Crosby introduced him to the radio public. An irrepressible comic, Borge has since combined his pianist talent with scintillating monologues, appearing in all entertainment mediums, and climaxing his American career with his "Victor Borge Show."



THE PAUL WINCHELL-JERRY MAHONEY TV show on NBC is tangible proof of Winchell's genius as a ventriloquist, for television requires a good deal more action than just sitting with a dummy on your lap. Paul, born in New York in 1924, won a Major Bowes contest when he was 13, created Jerry Mahoney when he was 17, and a few years later was "discovered" by Ted Weems. The partners specialize in club, vaudeville, and radio guest spots.

SID CAESAR and IMOGENE COCA, NBC-TV stars, have been called everything from "unbelievable" to "truly great." Caesar, who is 30 years old and was born in Yonkers, N. Y., played in popular dance bands to pay for his Juilliard Music School training. He was playing a rehearsal for the Coast Guard "Tars and Spars" show when Max Liebman, its director, saw him clowning for his friends and immediately assigned him a comedy role. After the war, Liebman asked Sid to star in his "Broadway Revue." Imogene Coca, a Philadelphia who began her vaudeville career at eight, got her big break when she donned an outsized overcoat and clown-danced like a Raggedy-Ann doll during a New York show rehearsal. Leonard Sillman saw her and switched her to the role of comedienne. Later she, too, worked for Max Liebman and in 1949, also was offered a job on Liebman's "Broadway Revue." That she and Sid should work together was a natural, and when Liebman's show moved to TV to be "Your Show of Shows," Sid and Imogene became nationally famous.



FRANK FONTAINE, blond, handsome caricaturist star of the "Scott Music Hall," was born to vaudeville parents in Cambridge, Mass., in 1920. He made his first professional appearance with Major Bowes when he was 16, and played supper clubs till he entered the Army in 1942. After the war he was featured comedian with Vaughn Monroe for two years, made video and radio appearances and several movies. He was married at 17, has 8 children.



MARTHA RAYE, headliner on NBC-TV's "All-Star Revue," was in her parents' vaudeville act when she was three. Born in Butte, Montana, later Martha did her own act. Her great comic gift was quickly recognized and she was featured in top shows on the Loew circuit. Her many movies, appearances on the Hope, Cantor, Vallee, and Jolson shows, and her own radio show have made her familiar to millions. Martha's married to Nick Condos.



BOB AND RAY introduce their network show with the startling announcement, "Bob and Ray take great pleasure in presenting the National Broadcasting Company." Both from the Boston area, they teamed up while working there on WHDH, and in 7 years, have gained reputations as master satirists, mimics, and debunkers of pomposity. Their shows are the new "Pick 'n Play" radio quiz, "Bob & Ray" on NBC-TV, and a nightly radio program.



ERNE KOVACS, like so many entertainers who seem to emerge from nowhere as stars, put in a solid apprenticeship in stock, directing, scenery designing, radio announcing and MC-ing a WTTM, Trenton, N. J., disk jockey show. The star of "The Ernie Kovacs Show" on CBS-TV wrote a newspaper column, mystery stories, gags for "Ladies Be Seated," night club comedian's material, and songs. His first video show was "Deadline for Dinner" in 1950.



LARRY STORCH, 30-year-old comedian who replaced Jackie Gleason with "The Larry Storch Show" on CBS-TV this summer, was a New York kid who wanted to be a ballplayer. Sandlot practice in Manhattan made him a good enough semi-pro to get him a tryout with the Giants. But after a hitch in the Navy, he met Hedda Hopper in Hollywood. She got him a spot at Ciro's nightclub there and since that break in 1946, his star has ascended.

MUSIC

now you see the music

foreword by perry como

■ These are the days when songs, unlike little children, are supposed to be seen as well as heard. It's no longer enough to make them *sound* good, because a certain number of people in any TV audience are bound to have their eyes as well as their ears open, and you've got to show them more than the singer's teeth and tonsils. This brings up a problem. Say you're doing "Harvest Moon." Naturally, you hang a Halloween moon in the studio and silhouette a pair of lovers among cornstalks and pumpkins. But what about the *fourth* time you do "Harvest Moon" in a season, and what about the songs that don't have moon, or June, or anything else that's easily visualized about them? Boy, that's where your producers, directors, arrangers, singers and all hands have to put their imaginations to work. On our show, we face the problem—how to make a dozen songs a week look good—bright and early every Tuesday. The arrangers and I cluster around the piano and start fussing around with four numbers for Wednesday night, four for Friday, four for Monday, while Lee Cooley sits in a corner trying to conjure up treatments that will be right for the songs and right for the singer without being trite to the audience. "Don't Let the Stars Get in Your Eyes" showed a girl dancing with a stranger, and finally falling into space. We solved "Without a Song," which is a "work song," by putting me at a drawing board with blueprints and T-square, while a construction worker rode a hook into the air. (That one, with wonderful illusion and perspective, was a "gasser," real great.) At the end of "Sweethearts Holiday" they had me strip into trunks and plunge into a real pool! Every week, hundreds of such problems get solved for TV shows. It can be a headache but not a bore, never for us and we hope not for you.

PERRY COMO, of CBS-TV's "The Perry Como Show," may not be a typical soap opera hero, but he started out in a lather. He was a bona fide barber in his home town, Canonsburg, Pa. He was one of 13 children and the early Como existence was a close shave with poverty. Then bandleader Frank Carlone heard him singing and offered Perry a job. Ted Weems' band followed, then the break in radio on "The Supper Club." Perry's married to his kid sweetheart. They live on L. I. with three little Comos.

your hit parade

DOROTHY COLLINS, feminine vocalist of NBC-TV's "Your Hit Parade," got her job through advertising—in an unusual sort of way. She had been singing the commercial jingles for the show for some time when the sponsors had a lucky flash and decided she should do the non-commercials, too. That was way back in 1950. Dorothy was born in Windsor, Ont., November 18, 1926, won first prize in an amateur songfest while in high school, continued vocalizing over a Detroit radio station. Orchestra leader Raymond Scott heard her and engaged her on the spot (became engaged, and married, to her a little later). Dorothy, blonde and beautiful as well as blessed with a voice, is 5'2" and weighs 106 pounds. Her hallmark on video is a blouse of her own design, giving the effect of an evening shirt topped by a black tie. Speaking of commercials, a million-odd have been sold under fee to D.

SNOOKY LANSON, of "Your Hit Parade," is the result of a song hit himself. He had the (mis)fortune to be an infant when Irving Berlin's "Snookey-Ookums" was all the rage and little Roy became Snooky to his fond mother. Later, reverse pride made him stick to it, even became fond of it himself. Snooky, or Roy, is a native of Memphis, Tenn., as of March 29, 1919. He sang on Station WSM while still in high school. By relatively uneasy stages, he eventually worked his way up to becoming the vocalist with Ray Noble's orchestra. During the war he was with Ted Weems' Navy band where he got no argument about his name; another member was legitimately named Honey. S—— was chosen male vocalist for "Your Hit Parade" over NBC-TV in 1950 and both he and the name have stuck since. The Lansons—she's Florence Appleby from Memphis—multiplied by their two young children, live in Scarsdale, New York.



the dinah shore show

DINAH SHORE, of NBC's "The Dinah Shore Show" on TV and radio, continues to make records that make records and musical shows that make the biggest time. Dinah's been on the crest for so long now as one of the nation's most popular singers that it's hard to believe she was ever anywhere else. But that she was. Her memory lane reveals practically endless and fruitless auditions back in '37 when she first came to New York. Radio stations and networks, orchestras, record companies and booking agencies turned her down with monotonous frequency. Then, finally, she got a singing job for "carfare money" on a local station. Another singer on the same station, getting about the same amount of money, was a fellow named Frank Sinatra. But when the breaks came a short time afterward, they came in multiples. Orchestra leader Xavier Cugat recognized the Shore talent where many others had been blind. The first records Dinah made with the Cugat band led to a lucrative RCA-Victor contract and a network radio series. Her talents as a comedienne, as well as singer, were developed on NBC's "Chamber Music Society of Lower Basin Street" and Eddie Cantor engaged her for a featured spot on his top-rated show. Then came Hollywood and any number of singing roles in successful movies, with the radio and TV roles continuing unabated and the record-making flourishing. And so it goes to this day, with all indications pointing to its going on for years to come. Dinah—christened Frances Rose—was born in Winchester, Tenn. The Dinah comes from the fact that that was her signature song on her radio debut in Nashville. She had no formal vocal education, but was graduated from Vanderbilt University with a B.A. degree in sociology. She is married to Actor George Montgomery, as of December 5, 1943. Daughter Melissa Ann, now six, has since joined them at their home in Beverly Hills. Dinah's advice to aspiring youngsters: "Sing whenever and wherever you can, but feel what you sing."





scott music hall

PATTI PAGE, the vocalist of "The Music Hall" on NBC-TV, just had to be vocal when she was a youngster, or she probably wouldn't have been heard at all. Patti, who was then Clara Ann Fowler, was one of eight sisters and three brothers. This was in Claremore, Okla., where she was born 26 years ago. But she got her start in radio as, of all things, a staff artist (drawing, that is) in the local station's promotion department. This stemmed from her having gone to the University of Tulsa on an art scholarship. Then a staff vocalist got laryngitis and Clara Ann rushed into the breach. Item two in the break department came when Bandleader Jack Rael heard her on one of the programs and signed her up for his outfit. And while she was in Chicago—Patti Page by this time—she started getting guest spots on network shows such as "The Breakfast Club." Item four was her own network show. Item five was a contract with Mercury Records and the juke box hits which have made her the rage of the younger indoor set. Patti's "Tennessee Waltz," for instance, has reportedly sold more than four million copies, to make it one of the best sellers in record history. Her "Confess" is also an all-time best-seller. Patti now lives in a terraced Park Avenue apartment in N. Y. It's a far cry from Claremore, but Patti cries pretty and far.



rca victor show

EZIO PINZA has already served up a good many enchanted evenings on television, although he's comparatively new to the medium. The romantic Ezio seems to lend enchantment to whatever he chooses as his medium, regardless—or maybe in spite—of one great Italian music master's prophecy of failure. The prophecy, or more aptly, rejection, came about when Pinza, at 18, threw up bicycle racing (he never won, was the reason) to try for a singing career. With Papa Pinza at his side, he went to Bologna from his Ravenna, Italy, home to audition at the Conservatory for the revered Vezzani. In a word, the man said no. Piqued, Pinza primed his then untrained baritone, tried out for one Maestro Ruzza, who was regarded more kindly because he said yes. To wrap up this bit, old Vezzani finally relented, when the kinder man died. Born in Rome in 1892, Ezio was the seventh and, fortunately for us, the only child to survive. In this country, he filled the Metropolitan Opera House to SRO capacity at every appearance, left opera to help make the Broadway show, "South Pacific," the SRO sensation it was and is. His movies include "Strictly Dishonorable" and "Mr. Imperium." Married to the former Doris Leak of Larchmont, N. Y., they have three children. Claudia, his daughter by a previous marriage, sings opera professionally too.



rca victor show

DENNIS DAY, otherwise known as Owen Patrick Denis McNulty, finally has come of age, both as a radio and TV star featured in his own shows, and more important—to him, at least—as a *man* standing on his own two feet. Now a comedian, impersonator and singer in his own right, Dennis was long identified with the character he began representing on the Jack Benny radio show in '39: a very funny but nonetheless inadequate young man tied to Mama's apron strings. The job with Benny and Dennis' subsequent fame as a Mama's boy was more or less accidental, due more than anything else to Dennis' innate sense of comic timing. A great hoard of applicants had battered down Benny's door seeking the job. Benny, holding the lengthy list of applicants' names, called, "Oh, Dennis." "Yes, please," piped Dennis Day. "That's it!" chortled Benny. Married to the former Peggy Alquist, and the father of four, Dennis ("Today I yam a man!") Day was born in New York City, May 31, 1917. Parents Patrick and Mary McNulty somehow saw all six of their brood through college; Dennis chose a pre-law course at Manhattan College and planned to enter Fordham's Law School after an operation. Waiting it out, he happened to sing "Jeanie With The Light Brown Hair" within range of a record exec, who talked him into singing, period.

eddie fisher time

EDDIE FISHER, of record, night club and NBC-TV fame, got his start singing in public before he was 10—from his father's vegetable truck in Philadelphia. This was evidently very fruitful vocal training because by the time he was in high school, Eddie was singing on local radio programs, sometimes making as much as \$18 a week. In fact, for a few years after high school, when he was getting odd singing jobs wherever he could, this began to look like a lot of money. It was Eddie Cantor, responsible for so much aid to talented youngsters, who got Eddie his good break. Cantor was at Grossinger's in New York's Catskill mountain resort area while Eddie (Fisher, that is) was doing a free benefit. Eddie signed Eddie up for a cross-country tour. One of the long-range results was an RCA-Victor contract for Fisher; another was his being named "Male Singer of the Year" in the nationwide poll of vocalists conducted by "Billboard." The important night club and theater dates followed. He was singing pretty in 1950 when he acquired a "date" from Uncle Sam, one that began "Greetings" and his next tour took him not only to many parts of the United States, with the Army, but to Europe, Japan and Korea as well. He was able to make a few records on furlough, however, and his "Anytime" passed the million mark, is pursued by the others.



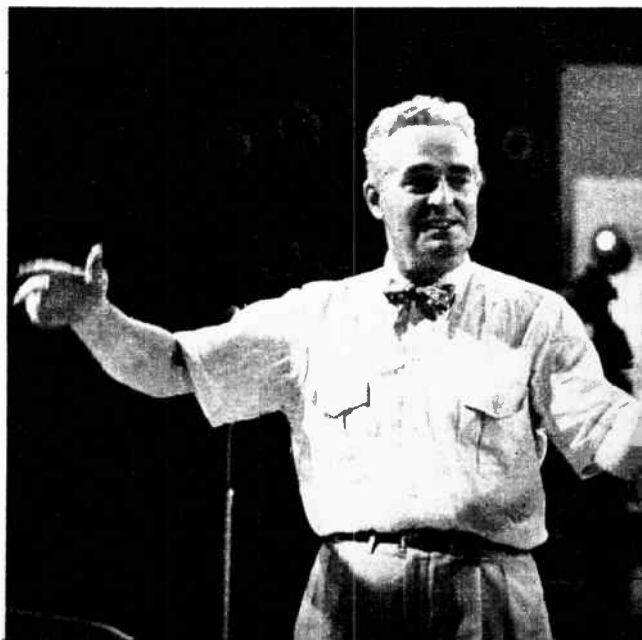
u.s.a. canteen

JANE FROMAN, whose throaty soprano voice and personal beauty have been enhanced twenty-fold by an equal number of years since her original Broadway success, is a national legend most any school kid could recite. Her victory over tragedy has made her something of a Horatio Alger heroine, whose obstacles to success were probably greater than her male storybook counterpart's. If any details of her life had been obscure, they were brought out in the recent film biography, "With A Song In My Heart," produced by 20th Century-Fox. Jane Froman's curious career of calamity began early. While a student enrolled in the School of Journalism at the University of Missouri, she sang in a college production. Paul Whiteman was a member of the audience, offered a contract under his management. He brought Jane to Chicago for an audition. Sound like a lucky break? Well, it was, *but*—on the way to the audition, Jane broke her ankle. There were many good breaks followed by bad, and vice versa, but Jane was a success in the "Ziegfeld Follies of 1933" with Fanny Brice and others, and her star shone brighter until World War II. A USO troupe entertainer, Jane was a passenger in the tragic Lisbon plane crash which resulted in crippling, nearly fatal injuries. But medicine, faith and just Jane have saved a great artist for us all.



fred waring show

FRED WARING, of the elaborate musical "Fred Waring Show" over CBS-TV, has the almost traditional musician's story to tell: While he was at college, Penn State, his music teacher told him that as a musician he would make a good engineer. So, naturally, Fred has become one of the world's best-known musicians. (But he's a good engineer and businessman, too. He invented the Waring mixer which makes him scads of money each year; he runs a profitable music publishing business; he owns a lucrative 100-room hotel, including a nationally famous golf course, at Shawnee-on-Delaware.) Fred's parents in Tyrone, Pa., were enthusiastic members of the Methodist Church choir. Their home was the usual place for rehearsals and it was there the boys got their love for choral effects. When Fred and Tom organized their band at college, the vocal predominated over the instrumental. And that's so with the Waring organization to this day; the chorus is *the* Waring trademark. Fred has refused any number of rich network contracts for the orchestra without the voices. "We'd just be another orchestra," he says. To sum up, the Waring group has been a success since the college days when Jazz King Paul Whiteman gave it his approval. That was back in the '20's. Fred's now 53, lives as much as he can at Shawnee, with his wife and three kids.



EDDY ARNOLD might just possibly succeed as a folk-singer. Of course, he's only sold 16,000,000 records, just receives several thousand fan letters weekly, and is barely hanging onto his job at NBC with a measly old five-year gilt-edge radio and TV contract. Well, wait and see. Meanwhile, take note of Eddy's tough start: humble farm boy, son of a struggling cotton-and-corn farmer in Henderson, Tenn., he had to buy his first guitar second-hand. Eddy's married, has a little old 107-acre farm.



NANCY KENYON, the lyric soprano of ABC-TV's "American Music Hall," made quite a name for herself in musical comedy before becoming a popular guest on radio and TV. She was in "Showboat," "The Red Mill," "Song of Norway," and "The Merry Widow." Prior to "Music Hall," Miss Kenyon started in TV pretty close to the top. She was chosen as the substitute for Marguerite Piazza, the Metropolitan Opera star, on the "Show of Shows." Her repertoire includes a large share of classics.

MIMI BENZELL has been mistaken frequently for Hedy Lamarr, but confusion ends and delight sets in when the lovely lady opens her mouth—to sing, that is. Married to well-known artists' representative, Walter Gould, and a new Mama, Mimi is up to her heavily-insured tonsils in TV, Broadway show and concert plans. Temperamentally, she suits the tradition-breaking role she assumed when she quit the Metropolitan Opera for New York's Cotillion Room. She grew up in Bridgeport, Conn., lives in N. Y.



MARGUERITE PIAZZA, singing star of "Your Show of Shows" on NBC-TV, has something in her background that probably no other Metropolitan Opera star can claim: she was a cheer leader, at Louisiana State University. Furthermore, she's probably the only one who was Queen of the Mardi Gras. As you might surmise, Marguerite is a native of New Orleans. She had the lead in "La Boheme" at LSU. She sang with local opera companies, made the Met in '50. Marguerite has a three-year-old son.

BOB CROSBY, brother of a fellow named Harry Lillis Crosby, has made a distinct name for himself as a singer, orchestra leader and gagster in radio and TV and the movies. And he's outdone the other Crosbys in at least one department: he's the only brother to have any girl children. Bob sang with bands, was in several movies, organized his own Dixieland crew before the war. He served with the Marines during it. Afterward he became the emcee of CBS's "Club 15." He's a Hollywood-N. Y. commuter.



CONNIE RUSSELL, of NBC-TV's "Club Embassy," was practically born on stage. Her parents are Tommy and Nina Russell, a top vaudeville team when Connie appeared in New York on May 9, 1924. With Mom and Pop she was touring Europe at 10, singing at leading night spots by the time she was 17. She made her TV debut in the ingratiating "Garroway At Large" show. She was married in 1945 to Martin Tucker and they have a baby girl, Austine. "A born singer," says Ma, who knows.

HOAGY CARMICHAEL, star and host of NBC-TV's "Saturday Night Revue," started out his professional career by composing legal briefs. He'd graduated from Indiana Law School and set up his shingle when composing other things got him at outs with the law. Those other things were some of the most popular ditties of our time—"Rockin' Chair," "Lazybones," "Stardust." Since, Hollywood and continuous success. Birthplace Bloomington, Ind., date 1897. Lives at Bel Air with his wife and two sons.



RISE STEVENS, the singer who does all those exotic roles for the Met and NBC-TV's "The Voice of Firestone," was born in New York City's borough of the Bronx. She has gone on from there to become easily one of the most versatile and glamorous of the Met's feminine stars and she's set a record for the greatest number of performances in any one season—35. More than 2½ million of her records have been sold. She's of Norwegian-American descent, married to Water Surovy. They have one son, 5.

SKITCH HENDERSON, patter and platter man for NBC-TV, outdoes other discers in that he also jockeys a Steinway. Now on his own after playing with Glen Gray, Tommy Dorsey and Artie Shaw, musically directing the Crosby, Hope and Sinatra radio shows, Skitch came to the U. S. from England at age 16, planned to become a concert pianist, but was captivated by jazz. However, he's now equally at home with the classics and jazz. He's 6'1", blond and blue-eyed, married to beautiful Faye Emerson.

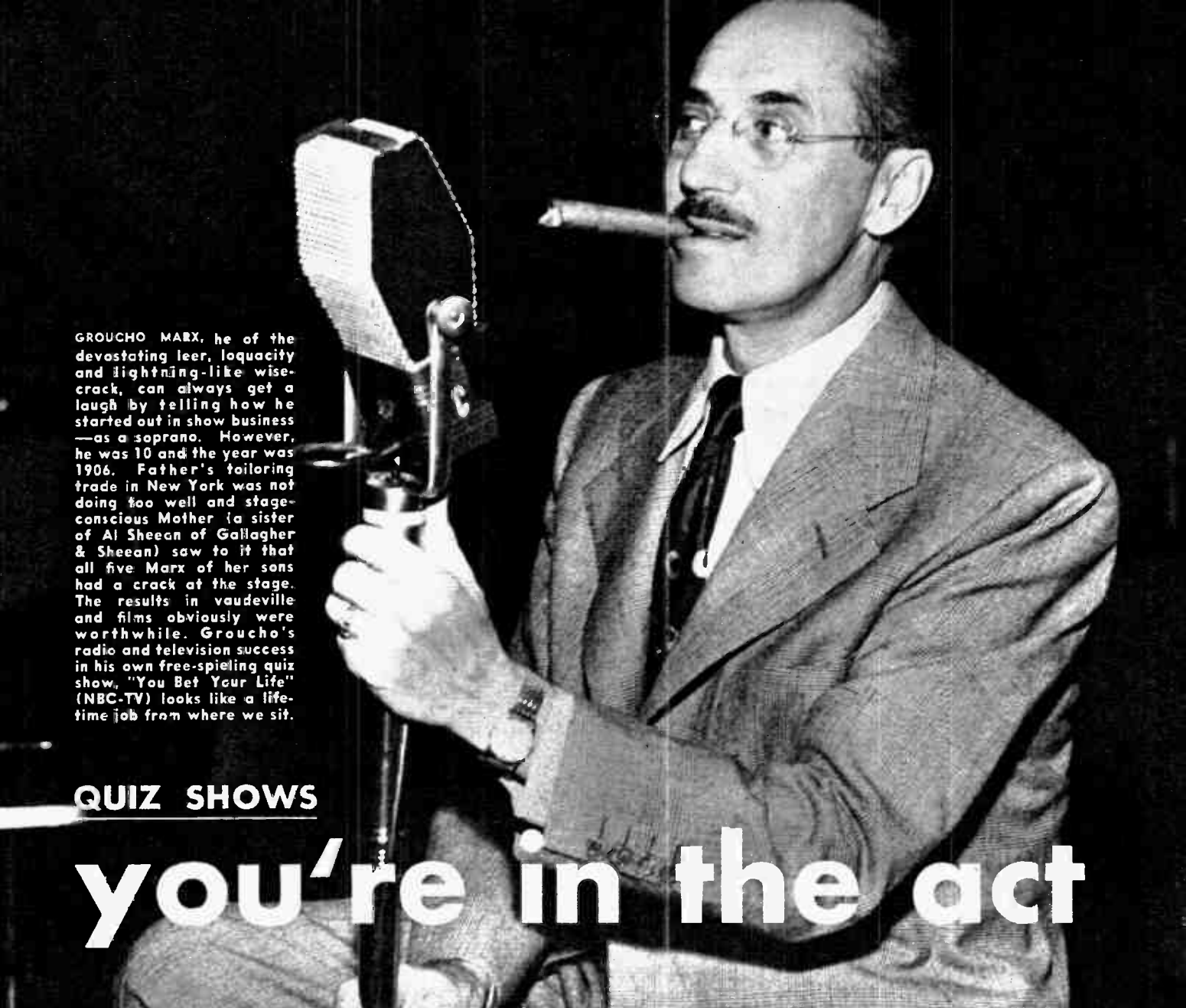


PAUL WHITEMAN, ABC's Vice President in Charge of Music, deserves a title something like USA's President in Charge of Music. The highest paid bandleader of his (or anybody else's) time, "Pops" Whiteman's greatest contribution continues to be his discovery and development of future show business stars. It's hard to believe maybe, but Partly Pops was once a Denver, Colo. school boy who fiddled with the then new "hot" music. Papa Whiteman, the school's music super, didn't approve.

HELEN O'CONNELL is a frustrated housefrau at heart, but her public, including radio and TV, just won't let her be. Seems that Helen of the blonde hair, hazel eyes and mellow voice broke all existing attendance records at Hollywood's Palladium the time she returned to work after a temporary retirement to keep house. Helen started young, so she is an oldtime radio standby. Born in Lima, O., reared in Toledo, she was dancing professionally at 10, soon after was singing on sister Alice's radio show.



BOB EBERLY apparently is a fairly modest fellow just beginning to outgrow a boyhood inferiority complex. About as far up the fame ladder now as a singer can go (without fear of toppling), Bob almost missed his calling by playing hard to get. It took a lot of arm-twisting on the part of high school pals in Mechanicville, N. Y., his home town, to persuade young Eberly he had "enough" to enter a Fred Allen amateur contest. He won first place, was hired by Jimmy Dorsey, soon was claimed by movies.



GROUCHO MARX, he of the devastating leer, loquacity and lightning-like wisecrack, can always get a laugh by telling how he started out in show business—as a soprano. However, he was 10 and the year was 1906. Father's tailoring trade in New York was not doing too well and stage-conscious Mother (a sister of Al Sheean of Gallagher & Sheean) saw to it that all five Marx of her sons had a crack at the stage. The results in vaudeville and films obviously were worthwhile. Groucho's radio and television success in his own free-spieing quiz show, "You Bet Your Life" (NBC-TV) looks like a lifetime job from where we sit.

QUIZ SHOWS

you're in the act

foreword by **george fenneman** (announcer on "You Bet Your Life")

■ It would be a pretty dull world if men didn't bite dogs once in a while, and programs of the "You Bet Your Life" type would lose a lot of their suspense value if there weren't always a chance that a contestant might turn the tables on the head man, thus fracturing Groucho, the crew, the audience and me, the funnyman's Fenneman. It's pretty hard to make the cigar pop out of Groucho's mouth, but now and again, people being (thank Heaven) unpredictable, it happens. Like the gent who worked as a "human cannonball" at fairs and circuses. Why that kind of job? Groucho asked. "Oh, I wanted to be a big shot and this was the quickest way I knew," the fellow said, deadpan. How do you answer *that* answer? One man who almost topped Groucho was a Dr. Morrison, cheraistry prof at a Beverly Hills high school. He was so funny Groucho invited him to go into vaudeville. "Well,

Groucho," said the teacher, wagging the cigar Groucho had handed him, "I've always had my eye on your job." As the audience screamed louder: "Yes, but I have my seat on it!" Another time we had a quick-on-the-quip individual named Gonzales-Gonzales on the show. Say, maybe the two of them could go into vaudeville together, Groucho suggested. "Sure," the contestant cracked. "We could call the act Gonzalez-Gonzalez and Marx." Wailed Groucho: "How do you like that? A two-man act and I get third billing!" Two weeks later Gonzalez-Gonzalez' sister was on the show. Her husband worked in a tire factory, she said, as a "tread-brooker." And what might that be, Groucho asked. "I dunno," she said, "he keep away from my pots and pans . . . I keep away from his tires." Yes, there are some people (I'm not one of them) even Groucho can't top, and I'm glad.



house party

ART LINKLETTER likes people, a reciprocal trait, which might account for the success of his "House Party" on CBS-TV. Art figures he's talked to more than 30,000 people in his 18 years on the air. "House Party" telecasts must have scored a good percentage of that number. For a full 30-minutes, Art asks questions of his guest stars, audience and five youngsters seated on the stage. The man seems to have a special genius for drawing out people and, conversely, prompting provocative questions about Linkletter. He was born in Moose (not Loose) Jaw, Saskatchewan, Canada, July 17, 1912. Papa Linkletter was a traveling evangelist, but the family settled permanently in southern California when Art was a child. A graduate of State College in San Diego, Art planned to teach dramatics. The teaching urge ended when a part-time announcing job blossomed into the title chief announcer. Art lives in Holmby Hills, L. A., with his wife Lois and seven little Linkletters: a house party!

double or nothing

BERT PARKS has pyramided his dynamic energy, a genuine liking for people and a distinct flair for clowning into one of the most successful emcee personalities going. (In fact, he's "gone.") "Double or Nothing," the quiz show, gives him ample opportunity to exemplify all these facets of his makeup. Bert got off to what looked like an inauspicious start, as an announcer in Atlanta, Ga., his home town, at a salary of \$7-a-week. His salary was even cut 20% after a while. But another network job at 19 led to "straight man" an Eddie Cantor's show. He was riding high when World War II came. Parks threw up everything, volunteered as a private, rose to the rank of Captain the hard way, was on General Stilwell's staff in the China-Burma-India theater. But his success in CBI didn't do much good when he returned to Radio Row. He was "between engagements" for several months until "Break The Bank" came his way. Now in his 30's, Bert, his wife, and three kids live in Greenwich, Conn.

judge for yourself

FRED ALLEN, kingpin of NBC's "Judge For Yourself," has a name that has become synonymous with sharp, yet suave wit. His keen, but kindly, remarks have been delighting audiences ever since he started out as an amateur juggler around Boston way back in 1914. Seems that one night his juggling was so bad the theater manager asked him in front of the audience where he thought he had learned to juggle. A comedian was born, when Fred answered off-the-cuff, "I took a correspondence course in baggage smashing." Subsequently, Fred billed himself as "the world's worst juggler," but his gag juggling made him a headliner throughout the world. After an interruption to serve with the A.E.F. in World War I, he appeared in "The Passing Show of 1922" on Broadway. One of the show's dancers, Portland Hoffa, soon became his wife and radio partner. His long, successful radio career began in '32. The Allens live quietly in Manhattan; Portland is housekeeper, naturally.



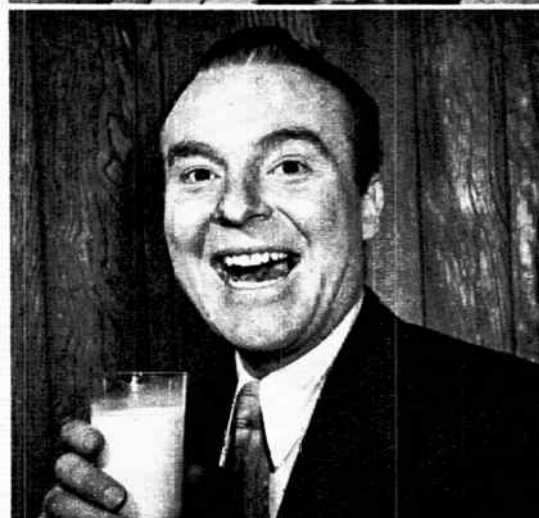
everywhere I go

DAN SEYMOUR of "Everywhere I Go" on CBS-TV didn't even have a day's vacation after his graduation from Amherst in 1935. He was graduated on a Monday, got a job on Tuesday at a Boston radio station at \$22.50 a week. In fact, as one of the busiest announcers and emcees in radio and/or TV, he's hardly had a vacation since. Dan's is not much of a Horatio Alger story. He's been pretty much of a success from the start. During his Boston tenure, he was chosen as announcer for the big network "Community Sing," came to N.Y. and the CBS staff, straightaway became Major Bowes' announcer. Dan went on to work with every VIP in show business: Milton Berle, Mary Martin, Bing Crosby, Al Jolson, Bob Hope. He's been an "Aunt Jenny" and "We The People" mainstay for over a dozen years. While still a college boy, Dan married a girl from neighboring Mt. Holyoke. Along with four little Seymours, they live in a Dutch colonial home in White Plains, N. Y., and summer (minus Danny) on Cape Cod.



this is your life

RALPH EDWARDS came to New York in the middle-thirties with little more than the ambition to be an announcer for one of the big networks. When he auditioned for CBS, he had literally less than a dollar to his name. He recalls holding onto the mike with one hand and using his other hand to cover up a hole in his sleeve. His desperation, plus ability, of course, must have helped. He got the job over 69 competitors. All of which may have something to do with Ralph's tendency towards "schmaltz" on his current popular NBC-TV show, "This Is Your Life." Ralph quickly rose from a mere staff announcer and was able, by dint of his ingratiating personality, to sell the "Truth or Consequences" idea to one of his sponsors. He was born on a farm in Marino, Colorado, in 1913. By doing part-time radio work, Ralph worked his way through the University of California. He had planned to be a teacher, but discovered there were then more teachers than teaching positions.



beat the clock

BUD COLLYER, the emcee of NBC's "Break The Bank," has been an orchestra leader, a singer and an actor, but he's found his present job most satisfying—it brings him into closer contact with people, says he. A charmer with that "Arrow collar ad" look, Bud has worked on radio and television for 20 or more years (with "Break The Bank" since '45). Born in Manhattan in 1908, Bud is a graduate of Williams College and Fordham Law School. At Williams he organized his own orchestra and was the vocalist. On Broadway he appeared in "Life Begins," "Angel Island" and "Fields Beyond." He began announcing in the thirties, handling programs starring Jack Pearl, Tommy Dorsey, Eddy Duchin and Hildegarda. Bud's three small children attend the Sunday school he conducts in Greenwich, Conn. for the First Presbyterian Church, of which he's superintendent. But Bud is not the only performer in his growing family. He is married to Marian Shockley, who is heard on several radio and TV programs.





what's my line?

JOHN DALY, suave emcee of CBS's "What's My Line," has come a long way since he was a boy in Johannesburg, South Africa. He is presently no mere triple-threat man in TV and radio, he's a sextuple-threat man. Add to the fact that he's one of the best announcers in the business, the fact that he is a foremost news reporter, news analyst, special events man, actor and emcee, and to top it off, he's been named a VIP executive this year—Vice President of Public Affairs at ABC. Daly's professional start as an announcer at CBS in Washington was routine enough. But soon his ability at ad libbing got him several enviable network special events assignments. In '38 he became CBS's presidential announcer and White House correspondent. He covered the conventions for CBS in 1940, and the Wendell Willkie tour. During the war he was a front line correspondent in Algiers, Sicily, Italy, the Middle East. When CBS was looking for an authentic announcer reporter for the series "You Are There," Daly was a natural for the job. Later he was chosen for the starring role of Hildy Johnson in CBS's first adaptation of "The Front Page" for TV. His days and nights since then have been an endless succession of news and entertainment assignments. Born in Africa on February 20, 1914, the son of an American mining engineer, Daly is a lanky six feet, has brown eyes, weighs 165. Wife Margaret, John and their 4 children reside in suburban Rye, New York.



DOROTHY KILGALLEN, the shrewd guess-guest of "What's My Line," married into radio & TV. That is to say, that before her marriage to actor-producer Dick Kollmar in '40, she had been a highly successful newspaper woman and columnist, none of the "airier" kind of reporting. But with friend husband, she instituted the popular "Dorothy and Dick" breakfast radio show over WOR. Offspring Richard, Jr. and Jill-Ellen often add on-the-air comments. Daughter of a famous reporter, DK was Chicago born, educated at the College of New Rochelle in New York.



BENNETT CERF, a panelist of "What's My Line," CBS-TV's guessing game about people with strange jobs, could baffle some of the show's experts—he's in so many lines himself. He's a publisher, anthologist, lecturer, columnist, as well as frequent appearer on TV quiz shows. President of two publishing firms, Modern Library and Random House—Cerf has compiled many anthologies of humor, short stories and drama. He is author of a weekly column in The Saturday Review of Literature and the syndicated "Cerfboard." Cerf wed Phyllis Fraser in 1940.



ARLENE FRANCIS, quick-witted panelist of CBS-TV's "What's My Line," was born Arlene Kazanjian, in Boston, daughter of a well-to-do Armenian-American. She attended the Convent of Mt. St. Vincent Academy in Riverdale, Finch Finishing School and the Theatre Guild School in New York. She scored hits early in her professional career with roles on Broadway in "All That Glitters," "Doughgirls," "Metropole" and "The Overtons." TV and radio took advantage of her fast repartee. Arlene and husband Martin Gabel live on Park Avenue with son, Peter, 7.



STEVE ALLEN, panelist of CBS-TV's "What's My Line," is a quiet gagster who draws humor out of unlikely sources. Like the time a cement mixer was roaring outside the studio in which he was broadcasting and Steve took a mike out, interviewed its operator on trouble he was having with complaints about the noise. Son of a well-known vaudeville team (Montrose and Allen), Steve was born in New York, December 26, 1921. He was educated in 16 schools, including Drake and Arizona U. Steve is 6'3", weighs 190, is married and has three sons.

I'll buy that



MIKE WALLACE came to his emcee job on CBS-TV's "I'll Buy That" with a long record of radio and TV success. With his actress wife, Buff Cobb, daughter of humorist Irvyin Cobb, he has been widely seen and heard in their "All Around The Town." They starred, too, in that breezy interview show, "Mike and Buff." Mike was born in Brookline, Mass., youngest of four children. Graduated from the U. of Mich. in '39, he soon was announcing in Detroit for "The Lone Ranger" and "The Green Hornet." Later in Chicago he did several network radio shows. He was a Navy man during World War II, serving with a submarine unit in the South Pacific. After the war, he took to the airwaves



VANESSA BROWN, a thumping success as an actress and singer in theater, movies, radio and TV, is now exercising intellectually. A panelist on "I'll Buy That" over CBS-TV, she has scored on "Leave It To The Girls," "Twenty Questions." Vanessa's latest show on Broadway, "The Seven Year Itch," follows hit performances in "As You Like It" and "Watch On The Rhine." Her movies include "The Late George Apley," "The Foxes of Harrow" and "The Heiress." Author of a new play for Broadway, energetic Vanessa was born in Vienna.



AUDREY MEADOWS, "I'll Buy That" panelist (CBS-TV), is a versatile actress who has won praise for her serious roles but who prefers comedy. She's done a lot of work on Jackie Gleason's show, and with comedians Bob and Ray. Audrey made her debut in Carnegie Hall as a coloratura at 16. She was in the musical comedies "Roberta," "Anything Goes" and "High Button Shoes." Audrey's acting abilities won her frequent roles in "The Kate Smith Show," "The Comedy Hour" and Frank Sinatra's program. She was born in China.

the big payoff



BESS MYERSON, hostess of "The Big Payoff" on CBS-TV, belies the adage beauty and brains don't mix. Miss America of 1945 was brainy enough to work her way through Hunter College in her native New York and graduate as a music major with honors. She has taught piano and been guest soloist with the New York Philharmonic-Symphony. Bess took time off from her successful career in 1946 to become a housewife and mother. She's a fine cook and works at it. Husband is Allan Wayne and they have a child.



RANDY MERRIMAN, co-emcee of "The Big Pay-Off" over CBS-TV, makes the modest boast: "Name any type show—I've done it!" He's been a disc jockey, quizmaster, narrator, sports announcer and comedian. Randy is from Faribault, Minn. He started out at 16 as prop boy with a circus. This led to his joining a variety show and meeting the now Mrs. Merriman who was part of the same act. Since then he's done a lot of emceeing in vaudeville, at fairs and on TV and radio. The Merrimans have three youngsters.



BETTY ANN GROVE, singer on CBS-TV's "The Big Payoff," came to New York from Boston bent on getting a job in musical comedy. But Broadway producers failed to take advantage of her talents. So Betty tried television. She soon was one of the new medium's shiniest stars. And as a result, Betty Ann achieved her original ambition: she was chosen for a leading role in the hit musical, "Kiss Me Kate." Betty Ann is petite, auburn-haired and green-eyed. She was born on Sept. 9, 1929 in Cambridge, Mass.

the name's the same



ROBERT Q. LEWIS, emcee of ABC-TV's panel show, "The Name's The Same," came by his ad lib talents by hard experience. He's a native New Yorker, born April 5, 1921, but he got his start, after Michigan U., in Troy, N. Y. He announced, wrote commercials, did newscasts. After wartime service he came to Manhattan to write, produce and be general factotum for six programs a week. His big break came when signed to sub for Arthur Godfrey in 1947. Now he lives in a Manhattan penthouse.



JOAN ALEXANDER, winsome panelist of ABC-TV's "The Name's The Same," once reported dryly that she'd been on every show in radio. Actually, this is a slight exaggeration. But a tally would probably require use of a comptometer. For many years she has averaged up to five shows a week. On Broadway at 16, with Leslie Howard in "Hamlet," Joan was born in St. Paul, Minn. Her early years were spent in Butte, Montana, but school days began at St. Angelus Hall in Brooklyn. Joan's married to a prominent N. Y. surgeon.



MEREDITH WILLSON, the homespun-sounding panelist of "The Name's The Same" over ABC-TV, is a flourishing composer, author and musician. His song hits include "May The Good Lord Bless and Keep You," "You and I" and "Two In Love." He played the flute with the New York Philharmonic Symphony for five years before Hollywood and composing for movies, directing radio musicals. His books include "And There I Stood With My Piccolo" and "Who Did What To Bedelia." MW is fiftyish, looks fortyish.

the bill cullen show

BILL CULLEN is a native of Pittsburgh and a fine arts graduate of its "Cathedral of Learning," the University of Pittsburgh. But a part-time job as announcer while he was working his way through got radio into his system. So he has made a fine art of being a pleasing MC on CBS-TV's "The Bill Cullen Show." His definition of a good panelist: "Someone who can think on his seat." Bill joined CBS in New York in '43, got his first good-sized break when chosen emcee of "Winner Take All." Currently he is a nimble-witted panelist on CBS-TV's "I've Got A Secret." Bill is married to the former singer Carol Ames.



MILTON DeLUCC, the rapid-fire accordionist whose trio is featured on "The Bill Cullen Show" over CBS-TV, is not only an ace player but composer as well. In one of his early appearances on a big-time radio show, he was so nervous he played his selection twice as fast as it was written. This led to his being pegged as a wizard by the other musicians in the show. DeLugg composed such popular ditties as "Hoop-De-Do," "Orange Colored Sky," "Be My Life's Companion" and "Shanghai." He was born Dec. 2, 1918, in Los Angeles and attended Los Angeles City College. He first appeared on radio with Rudy Vallee.

what's the story?

AL CAPP, the cartoonist who has made "L'il Abner" and other Dogpatch residents members of the hall of popular fame, is showing his versatility in other ways these days. He's emcee of the sprightly news quiz, "What's The Story?" over DuMont TV. He's showing that his knowledge of world affairs is something many college professors would, or should envy. Capp was born Alfred Caplin in New Haven, Conn., in 1909. After art instruction he became assistant to cartoonist Ham Fisher; then sold "L'il Abner" to United Features Syndicate for an original \$50-a-week. Now it's running happily in over 400 papers.



HARRIET VAN HORNE, the erudite know-it-all on "What's The Story" on DuMont TV, got a byline for her first newspaper story. So she's had one ever since. The first was as society editor of the Greenwich (Conn.) Times. The next was as radio and TV columnist for the World-Telegram & Sun in New York. Born in Syracuse, N. Y., Harriet got her BA degree at the University of Rochester, where she majored in history and government. Miss VH began personal participation in TV in 1946, when she became a regular panelist on the sprightly "Leave It To The Girls." In addition to TV and a daily column, she lectures.

sing it again

ALAN DALE, baritone star of CBS's "Sing It Again," got off to his professional start close to home. A Brooklyn, N. Y., boy, at 16 he was strolling along the boardwalk at Coney Island when he heard music emanating from a cafe. Alan—then Aldo Sigismundi, the son of the Italian-American comedian, Aristide Sigismundi—walked in and started singing with the band. That was for nix; he's been paid ever since to sing. Also he's been heard in the best known entertainment spots in the country. Alan was born July 9, 1925, went to school in Brooklyn and is still a loyal Dodger rooter. A bachelor, he's 5'9", 152 pounds.



JUDY LYNN, the 24-year-old feminine singing star of CBS's radio and TV full-hour daytime show, "Sing It Again," became a top vocalist shortly after her graduation from Weequahic High School in Newark, N. J. Judy entered a singing contest conducted by bandleader Jerry Delmar and won out over scores of competitors. A few months later, she was engaged by bandleader Louis Prima, signed to a long-term contract and, with the Prima outfit, filled countless hotel and night club engagements throughout the United States for four whole years. Judy launched her TV career on CBS's "Three's Company."

down you go

BERGEN EVANS is no mere four-letter man. The real-life professor from Northwestern who conducts DuMont's quiz "Down You Go," can align the formidable array after his name: A.B., A.M., Ph.D., B.Litt. In addition, he is Phi Beta Kappa. He's author of "The Natural History of Nonsense" and a long list of magazine pieces. No intellectual snob, he's proud to tell you that he worked as a bakery truck driver during college, that he was expelled in his first year for low grades—but obviously made a comeback. He became a Northwestern prof 20 years ago, later married one of his pretty students. They have two sons.



CARMELITA POPE, panelist on the literate and literary quiz show, "Down You Go," on DuMont TV, has been around show business since her memory begins. Childhood for her was a succession of elocution lessons, dramatic teachers, singing lessons and dancing masters. She studied at the Krassner School of Dramatics in Chicago, attended Marycrest College in Davenport, Iowa, on a drama scholarship. Her first theater job was as ingenue in "Maid of the Ozarks" in Chicago. Much later, she followed Kim Hunter in the Broadway hit, "Streetcar Named Desire." She's married to Charles Howard Ballenger.



HARRY BABBITT, having done very well ever since the 30's as a vocalist, has now turned his smiling charm toward TV emcee roles. Host on NBC's "Glamour Girl" every weekday, handsome Harry earned his fame on "Kay Kysar's College of Musical Knowledge." Recordings of "Cecelia," "Who Wouldn't Love You" and "Three Little Fishes" were best sellers. Born in St. Louis, Nov. 2, 1913, he is married to his high school love. There are three little Babbitts. Mr. B. is a six-footer.



JOHNNY DUGAN, singing emcee on NBC-TV's "Ladies Choice," turned entertainer at age four. That's when he sang at a home town church social in Boston and, allegedly, was the hit of the evening. At 11 he had a regular radio program from Boston. Come the ripe old age of 13, he was coast-to-coast on "Community Sing." At 18, his bookings included New York's Roxy Theater. He served four wartime years as Navy gunner's mate. He married a N. Y. model.



ART BAKER can always answer customers' complaints—if any—with the title of his ABC-TV show, "You Asked For It." It's an all-request program. Art, son of a NYC paving contractor, got his show business start in a rather sad way. He was announcer for a Los Angeles cemetery. But it led to lucrative announcing jobs with Bob Hope, Dinah Shore and Hedda Hopper. His movie credits are numerous, including, "Doris Kenyon," "Easy Living" and "Spellbound"—to name a few.



ALLEN FUNT and his "Candid Camera" have been around CBS-TV since '49. But it speaks well for the human race that Funt has never yet been punched in the nose. Public recorder of private doings, Funt was an art major at Cornell, but went to work in an ad agency where he produced the "Candid Microphone" idea which became "Candid Camera" with the advent of TV. Allen is six feet and 200 pounds—which may have something to do with those missing punches.



JACK BARRY, producer-emcee, evidently can play both ends against the middle—and succeed. He does "Life Begins At Eighty" on DuMont TV, "Juvenile Jury" on NBC-TV and young and old do well by 34-year-old Jack. A full partner now in Barry-Enright Productions, he began to work only a few years ago for WTTM, Trenton, N. J., at \$12 weekly. This was after Penn U. and a B.S. Jack is married to Marcia Van Dyke, violinist, who sometimes appears on his shows.



WARREN HULL, veteran emcee on the CBS-TV "Strike It Rich" show, came into radio—and TV—via musical comedy. After NYU and the Eastman Music School, his fine baritone got him a job in such hits as "Student Prince" and "Follow Through." He got into West Coast radio before the war and was a regular on many popular musicals, also appeared in 36 films. From '42 to '48 he was co-emcee of the early quiz, "Vox Pop." Warren is a native of Gasport, New York, and married.



DON BENNETT, the interlocutor and producer of "The Big Idea" over DuMont TV, is a 40-year-old Philadelphian who is also responsible for the idea of the show. "The Big Idea" gives inventors a chance to show off their creations. And, as a result, many of them have interested industry. Bennett is a graduate of Carnegie Tech, but has a 20-year record of producing, directing and acting on Broadway and in stock. "The Big Idea" has been Don Bennett's biggest and best.



JAY JACKSON, emcee of "Twenty Questions" over DuMont TV, is odd man in his family. He's about the only one not directly in education. Both parents were teachers. So are two sisters and a brother. Jay's from Stockdale, O., went to Miami U. and Ohio State, became an announcer in Cincinnati. After Army war service he came to New York to free-lance. He lives with wife, Ann, and two kids in suburban L. I. He says for relaxation he plays "Twenty Questions." Any questions?



LYNN CONNOR, of CBS-TV's "Balance Your Budget," is only 19. Until less than a year ago she'd never been near a radio or TV station. Mostly, she helped around home in Detroit, baby-sitting. But Lynn saved a few dollars, visited a N. Y. model friend and, pronto, she had a modeling job. A week later RKO offered a contract. Another week later she landed on Bert Parks' "Balance Your Budget." She's hazel-eyed; plans to go to college between emoting jobs.



DENNIS JAMES is the guiding personality behind ABC-TV's "Chance of A Lifetime" which serves as a showcase, with prizes, for White Way hopefuls. In college, Dennis was voted most likely to succeed—in medicine. But war service kiboshed a medical career. Postwar, he became an ace announcer, accent on sports. Soon DJ was equally in demand for variety shows and such. He comes from Jersey City, N. J., and got his B.A. degree from St. Peters College. He's married.



JOE KELLY, "The Quiz Kids" professor on CBS-TV, admits he never got beyond third grade himself. Mama Kelly entered him in an amateur contest as a singer at age eight. He won and has been a "pro" ever since. A veteran of early vaudeville and minstrel shows, old-timer Kelly became a "professor" in 1940, when the radio kiddie quiz was conceived. "Very educational—for me," he says of the show. A Hoosier (Crawfordsville), he and his Mrs. now reside in NYC.



JAN MURRAY comes from the Bronx, is proud of it, finds everything else incidental—except, that is, his job as emcee on DuMont's amusing TV show, "Blind Date." The classroom clown of various Bronx schools, Jan graduated to jobs as comic of the Catskill Mountain (New York) resorts. Night clubs, vaudeville, radio, then television followed. A big-hearted guy, Jan was fond of his old "Songs For Sale" show, since it "gave a break to a lot of people." Jan's married, lives in N. Y.



WALTER KIERNAN, the quotemaster on NBC-TV's "Who Said That," fell in love with the news game a score of years ago as cub reporter in New Haven, Conn. His devotion never flagged, and he rose to top political writer in New York for AP and INS. But dry-witted Walter, an extroverted egg, liked to talk as well as write, and so he began bending ears on radio, then TV. Walter ear-bends daily on ABC radio, but still finds time for a nationally syndicated column.



JOHN NELSON alternates between overseeing CBS-TV's "Bride and Groom" and "Live Like A Millionaire." He also spends much time winging coast-to-coast from Manhattan to his San Fernando Valley home. He's active all right, but then, after being born in Spokane, Wash. (March 3, 1915), attending high school and college (Gonzaga) there, and working on a Spokane radio station 'til 39, he likes action. John is married to Arnelle Olson. They have three children.



JOHN REED KING of "There's One In Every Family" on CBS-TV, is only 38, but known around and about as "the grand old man of the quiz shows." This, too, despite early fame as a special events reporter for CBS. Enthusiastic exploits during this phase included one broadcast from a lion's cage, another mid-air in a parachute. An Atlantic City native, married to a home-town girl, he started in radio there at 16. The Kings, plus two princesses, live near New York.



JACK PAAR, who emcees CBS-TV's "Bank On The Stars," is a Canton, O., boy, circa 1918. He went to Western Reserve University, got his first announcing job in Cleveland. It may seem strange, but it was the Army, during the war that brought out Jack's comedy talents. A newspaperman wrote a glowing account of the comedy act he put on in a forward area, and radio and movie contracts followed the war. Jack is married to the former Marion Hershey, has a daughter, 5.



JOHN K. M. McCAFFERY, of CBS-TV's "Take A Guess," boasts a diversified literary background. He was an English professor at St. Joseph's and City College in N. Y. before press agenting for Doubleday-Doran, the publisher. His bookishness led to radio and TV and nomination as MC for "Author Meets The Critics." John was born Nov. 10, 1913, in Moscow, Idaho, got an A.B. from Wisconsin, his M.A. from Columbia. Lives in Conn. with wife, Dorothy, 3 sons.



HERB SHRINER, emcee for CBS-TV's "Two For The Money," is a homespun Hoosier if ever there was one, even if he was born in Toledo. That was in 1918. But he did grow up in Fort Wayne, Ind. He started in radio playing harmonica on a network barn dance show, later did vaudeville work as harmonica soloist with patter. Gradually the patter—in Will Rogers' dry manner—predominated. Herb and his wife Pixie live in New York now. Their daughter, Indy Ann, is 2 years old.



JAYNE MEADOWS, "I've Got A Secret" panelist on CBS-TV, does ok by a TV or movie script, but she prefers panels and ad lib freedom. Born in China, of missionary parents, brought up in rural Sharon, Conn., Jayne claims she and her actress sister, Audrey, took up acting out of boredom. Jayne possesses rare coloring—titan hair and dark eyes. She is married to Hollywood movie director Milton Krims, Jayne and Milton make their homes in both Hollywood and New York.



BILL SLATER has a background that is even stranger than most radio-TV careerists'. He's a West Point graduate, with a master's degree in sociology from Columbia. He was teaching math and coaching football at Blake School in Minneapolis when he started broadcasting the football games as a hobby. His hobby led to a reputation as one of the best sports commentators in the game. His repertoire now includes every kind of show. He's a Parkersburg, West Virginia, native.

DRAMA

the play's the thing!

foreword by
robert montgomery

■ The season in which the movies added a new dimension was also the season in which TV drama added a cubit to its stature. We can let history decide which was the greater advance, but from my own, behind-the-screens point of view, it was more exciting to watch television drama grow up than to watch roller-coasters come careening out at theatre audiences. To be sure, we all saw some bad TV plays without motivation, direction or point. The wonder was that in one season we saw so many memorable ones. The first "Hamlet" done on TV, for instance, which was TV's first two-hour play, too. It had its rough spots, this Hallmark Hall of Fame production, but its overwhelming power and sensitive intimacy left you with the feeling that you had shared a long, great moment in the theatre. Omnibus presented the first telecast of Shaw, with *Arms and the Man*, and made it one of the finer things in a fine series. Lux Video Theatre had another impressive first when William Faulkner adapted his short story, *The Brooch*, for TV. It was too bad that Studio One overlapped our own show, but what I saw of *The Magic Lantern* was richly nostalgic of Hollywood's silent days. A great moment for me, personally, was *Appointment in Samarra*. Any actor likes to play a death scene, and the John O'Hara story of character disintegration in the Twenties is one long death scene. I think I've cited enough examples to make my point; let's hope this current season provides many more.

ROBERT MONTGOMERY, producer-narrator of "Your Lucky Strike Theatre," was the first top-name film personality to enter television on a full-time scale. Born in Beacon, N. Y., the son of a well-to-do rubber company executive, he attended a fashionable prep school and, at 14, was sent abroad to continue his studies. Two years later his father died, leaving the family penniless, and Bob had to go to work. He spent a few years as a deckhand on a tanker, tried his hand at acting in summer stock. Finally, in 1929, M-G-M asked him to appear in "So This Is College" and 11 months later he was a star. Bob's married to Elizabeth Harkness.

philco playhouse

When someone says "Television Playhouse," he is probably referring to NBC's "Philco Playhouse" (alternate Sundays the "Goodyear Playhouse"). This is the theatre-like show which debuted in 1948 with the Broadway production of "Dinner at Eight." After a season of stage dramas, in 1949 the show featured a series of dramatizations of books, chosen in cooperation with the "Book-of-the-Month Club," with Frank Yerby's "Pride's Castle" for a start. In recent years Fred Coe, the producer, has tried to present an increasing number of original TV dramas. The high standard of these is indicated by the fact that several of the playhouse scripts have been sold to motion picture companies after their TV production. The list of famous stars and veteran players who have trod Philco's boards will fill a small telephone book!

suspense

The story may have been written by Poe, Lord Dunsany, Dickens, or a script writer, but "Suspense" lives up to its name through insistence on realism. This is the hand of Robert Stevens, the ingenious producer and director of this CBS thriller, who got his training as an actor, director, writer and producer for the stage, movies and radio. Stevens not only selects scripts, casts and sets, but is usually found with his head inside a camera during rehearsals. His bug for authenticity includes no make-up except lipstick for women. The extreme close-up is one camera effect used to maintain the mood to which the show is always dedicated. Quite often professionals are engaged for real-life parts. Jazz pianist Joe Bushkin was in "Blood on the Trumpet" and fencing master Sandor Nagy appeared in "Roman Holiday."



PHILCO PLAYHOUSE: Betty Field and Frank Thomas in "Street Scene."

studio one

Since 1948, "Studio One" has been the standard setter for TV drama—not to be confused with stage, motion picture, or radio drama. This CBS show, now produced by Felix Jackson, began as an experimental, still gets a fresh approach by a paradoxically long and careful preparation. Sixty percent of its material consists of adaptations of novels or stories never before used in any other medium, the rest are originals. In each the plot is rivalled by the lighting scheme for the vast and complicated studio area, and the large-scale scenic designs. Involved are some 160 actors and technicians, and approximately 10 weeks of preparation before a Studio One show emerges. The show is credited with discovering and developing such stars as Maria Riva, Charlton Heston, John Forsythe, Jack Palance, and Mary Sinclair.

lucky strike theatre

Whether it be the "Lucky Strike" or the "Johnson Wax Theatre," that Monday night NBC show is produced and directed, introduced, and sometimes starred in by one Robert Montgomery. In the past 12 months or so, this one-hour dramatic show has received (at last count) nine awards, including the title of "Show of the Month" from the National Television Review Board. "Robert Montgomery Presents" is guided by a New Yorker who achieved fame in Hollywood. A native of Beacon, N. Y., Montgomery started his screen career in 1929 in "So This is College." Actor and producer, he invented such devices as the trick in "Lady in the Lake" of using a camera as an actor and making the audience part of the cast. On TV he uses high-calibre talent, has adapted famous movie stories, always gives the old new twists.



STUDIO ONE: Grace Kelly and Dick Foran in a tense moment from "The Kill."

playhouse round-up



SUSPENSE: Betty Gard, Paul Stewart took a chance in "1000 to 1."



LUCKY STRIKE THEATRE: Paul Kelly starred in "Precinct."

■ Public notice to budding playwrights across the land: do you have a message for the world, and a longing to tell it in a Broadway play? Stop dreaming, kids. TV, which was still a curiosity when "South Pacific" began its run, is now a bigger, hungrier market for your wares than Broadway and Hollywood put together. It can't give you a long run of fat royalty checks, but it sure can give you the audience you want: somebody at CBS figured out that to match the estimated audience of a single **Studio One** performance (17 million of your fellow citizens), "South Pacific" would have to play to packed houses for more than 24 years! . . . **Kraft Television Theatre**, going strong on NBC since May 7, 1947, which makes it the oldest dramatic program on TV, buys new material wherever possible and adheres to the formula that the script's the thing, not the stars . . . **Adolphe Menjou's Favorite Story** series on the same network relies on Tolstoy, Kipling and older classics for its stories, and on its suave old host for everything from bit to stellar parts . . . **Hallmark Hall of Fame** is featuring American themes, some semi-documentary in treatment, with the intimate "cameo theatre" technique of Albert McCleery . . . Gene Raymond is now the host on **Fireside Theatre**, a filmed series specializing in the bizarre . . . **Ford Theatre** has nine house writers and three directors turning out its half-hour original telefilms . . . **Danger**, CBS's Monday night chiller, is shifting from physical to psychological situations and Franklin Heller, the new producer, is adapting more short stories as well as using original scripts . . . **Lux Video Theatre**, from Hollywood, continues to spare no expense, and to feature movie stars in both serious dramas and drawing-room comedies . . . **Four Star Playhouse** rotates David Niven, Charles Boyer, Ronald Colman and Dick Powell as hosts for its Thursday plays, usually featuring Hollywood players . . . **The Schlitz Playhouse of Stars**, from Hollywood, also gives the stars employment on its dramas, comedies and romances . . . **Omnibus** is another great outlet for dramatic talent ranging from Shaw's to Saroyan's, tastily sandwiched between its operatic, ballet and personality acts. Created by the TV-Radio Workshop of the Ford Foundation, it easily found sponsorship for this, its second season . . . **Medallion Theatre**, CBS's Saturday night show, is produced by William Spier who finds that well-plotted short stories lend themselves perfectly to half-hour adaptation . . . **Footlights Theatre** adapts plays, novels and original stories, with such leading film stars as Brod Crawford, Diana Lynn and Maureen O'Sullivan . . . **Crown Theatre**, MC'd by Gloria Swanson, is doing 26 "packaged" shows a year.

DOMESTIC DRAMA

living room theatre



foreword by **lucille ball**

■ Like every girl who ever idolized movie heroines, I used to spend lots of time wondering, "Yes, but what's she really like *off* the screen?" Nowadays many people wonder about TV "families" and whether their TV roles parallel their real life roles—and if so, which is an imitation of which? I suppose nobody imagines that George and Gracie Allen get into their amazing situations off-screen as well as on (my goodness, if they did, how would they ever keep their sanity?). But Ozzie and Harriet Nelson do act out their real lives on TV—they do live in a nice white house only three minutes from downtown Hollywood, and son Ricky does play the clarinet in the junior high school band, and son Dave really is an upperclassman at Hollywood High and does take part in sports. Their TV family mirrors their real family. Sometimes it seems the Arnaz family imitates the Ricardo TV family, a case of nature imitating art—after all, we did have a boy baby last winter, just like the script said! Of course we don't live in our little TV flat, nice as it is, and the Mertzes and we aren't always bursting in and out of each other's living rooms. But Desi does have the same language problem that Ricky has on the screen;

whenever he gets excited he's likely to burst into a torrent of Spanish—a lovely language if you can understand it at jet speed—and the only thing you can do is wait till he runs down. And I, Lucille, really do tend to expand and embellish little incidents in order to make a good story better, often to the amazement of those involved in it. Can't help myself, any more than Lucy can. Desi's wife builds up his husbandly ego just as Ricky's wife does—and drives him batty, I'm afraid, in just the same way as Ricky's wife, with displays of temperament. But Desi's wife has just as much admiration for her husband's business ability as Ricky's wife has, and with more reason. This Latin I speak of has plenty of temperament himself, but it doesn't keep him from being a successful manager of Desilu Productions, a talent based on 7 years' experience of managing a popular orchestra on the road. The two couples of us—the on-screen Ricardos and the real-life Arnazes—do have a lot in common, when you add it up. There's only one thing I hold against Ricky and Lucy—I've never heard them say they like Desi and Lucille in "I Love Lucy" on TV. If they *don't* like us why don't they come right out and say so?



LUCILLE BALL AND DESI ARNAZ have found a combination in Philip Morris' "I Love Lucy" which has unlocked the hearts of millions. Incidentally, it's also making millions for Lucille and Desi. Fusing warmth and humor, it's the story of a young married couple who strangely resemble Lucille and Desi in real life. And the young couple have found not only themselves, but audiences everywhere, "muy simpatico." Lucille and Desi—Desiderio Alberto Arnoz y de Acha III, for informal occasions—met while starring in the film, "Too Many Girls" and hit it off at once. They'd both had rather rough times reaching that eminence. Lucille had had more than her share of non-success in the chorus and on stage. Then she had a nearly fatal auto accident from which she didn't recover for three years. Desi's wealthy father, the mayor of Santiago, Cuba, lost everything in the revolution. Refugee Desi drove trucks and taxis in Miami before he got his rumba band started. They were married in 1940, live on a ranch in Chatsworth, California. And everybody loves Lucy and Desi!

VIVIAN VANCE, who is neighbor Ethel in "I Love Lucy," has a long record of successes in both the drama and musical comedy. She was born in Cherrydale, Kan., but grew up in Albuquerque, New Mexico, and started with the Little Theater there. She broke into the big time in "Music In The Air." She's married to actor Philip Ober. They own a New Mexico ranch.

WILLIAM FRAWLEY, of CBS-TV's "I Love Lucy," born in Burlington, Iowa, 1893, took to the stage over Mother's protests. She said he should stick to his respectable book-keeping job. But evidently other kinds of figures were more appealing; Bill got a job in a musical. Vaudeville, stage, movies followed. Lots of figures now—bankwise.



mr. peepers



NANCY REMINGTON, the school nurse on NBC-TV's "Mr. Peepers," is played by Patricia Benoit. She began training for her career by taking elocution lessons in Fort Worth, Texas, at the age of six. Born in 1927, Pat's yen for the stage caused her to migrate to New York after a year of college in the Lone Star State. In the Big City, she attended the American Academy of Dramatic Arts. Her first professional appearance was in a summer stock company in Booth Bay, Me. Returning to Manhattan, Pat played in several off-Broadway productions, one of which netted her the approving eye of a talent agent, and a juicy role in "Glad Tidings." The rave reviews she received when the play opened on Broadway launched her into a series of TV appearances. Another show, "The Brass Ring," followed, and with it more raves. That's when the producers of "Mr. Peepers" signed her.

MR. PEEPERS, the gentle, comical science teacher, is played by Wally Cox, the quiet, unassuming comedian who gets loud, aggressive laughs from his fans. Born in Detroit, Mich. in 1924, his family came to New York City in 1942 and Wally took up the study of botany. Then the Army beckoned. After his discharge from the Service, he learned to make handwrought jewelry and was soon selling it to several Manhattan haberdashers. One night at a party Wally did an impression of a GI he had known. His friends were convulsed. He repeated it at another gathering. More convulsion. Soon he was a member of an off-Broadway theatrical group. Then came a series of night club engagements and a Broadway show, "Dance Me A Song," which led to TV guest appearances. He was seen by two NBC producers who created "Mr. Peepers" to suit Wally's particular brand of timid humor.



KATRIN is the first regular TV role for Rosemary Rice, the bright young actress who began her career acting with a dramatic group in Montclair, N. J., where she was born. She was first seen on Broadway in "Franklin Street" as a 14-year-old (which she was), has played many teen-agers since, including roles in "Junior Miss," "Dear Ruth."



NELS is played by Dickie Van Patten, who has more stage, radio, TV and film credits than many actors twice his age. His career started at the age of three when he became a professional model. Between sittings with the photographers, he started his acting career in "Tapestry in Grey" in 1935. He has since appeared with the Lunts and Fredric March.



DAGMAR is the role that Robin Morgan had her heart set on. She was so determined that she won over 99 others in an open audition. Born in 1942, she was entertaining in Army camps when she was three. In her spare time, Robin writes poetry and produces shows with the children in her neighborhood. Shakespeare and comic books are favorite reading.



mama

MAMA, the gentle, wise matriarch of the Hanson family, has been portrayed by Peggy Wood since the program began on CBS-TV five years ago. On a recent trip to Norway (Miss Wood has become so identified with her role that she now speaks Norwegian fluently) she was awarded the Royal St. Olav Medal by King Haakon for bettering cultural relations between Norway and other countries of the world. Her long and successful career embraces two fields of endeavor. As an actress, she has appeared in such Broadway hits as "Trelawney of the Wells," "Candida," "Bittersweet," and "Blithe Spirit." In films she has played leading roles with Ginger Rogers, Barbara Stanwyck and Betty Hutton. As a writer, Miss Wood has had a number of books published, including her autobiography, "How Young You Look: Memoirs of a Middle-sized Actress." She's married to William Walling.

PAPA is regarded by Judson Laire as his most fortunate TV casting break to date. Between rehearsals of the "Mama" show (CBS-TV), he finds time for appearances on a variety of other video programs. Laire began his career behind the footlights with the late Jane Cowl in "Rain from Heaven." His most notable Broadway performance was his portrayal several years ago of President James Monroe in Sidney Kingsley's play, "The Patriots." Mr. Laire has also been heard on radio as the school principal in the "Aldrich Family." When he is not talking into a microphone, acting before a camera, or striding across a stage, his favorite pastime is gardening in his Pleasantville, N. Y. home, where his family has lived since 1905. He specializes in the cultivation of roses and chrysanthemums. A former high school dramatics teacher, Laire is a bachelor, but likes playing a papa.

a date with judy

JUDY FOSTER, who is the epitome of the American teen-age miss in ABC-TV's "Date With Judy," is played by pert and pretty Mary Linn Beller (five feet, 105 pounds). Mary is a graduate of Bennington College, Vt., and is now taking liberal arts courses at night at Columbia. She was born in Manhattan, in 1933, the only child in a non-theatrical family. "But it didn't stay non-theatrical long!" she hastens to explain. Her first professional radio job was at 4—she played a giggler in a comedy. At 15 she said she was 21, got the ingenue lead in a summer stock version of "You Can't Take It With You."



OOGIE PRINGLE is the first "amorous" role 18-year-old Jimmy Sammer has played during his 14 years of show business. However, since Jimmy's career has always been second to his schooling and extra-curricular activities, the part of a teen-ager on ABC-TV's "Date With Judy" is as natural as a soda in the corner drug store. In real life he has attended Oyster Bay High School in his home town, been a Boy Scout, is a miniature railroad addict. He was first spotted by a photographer when he was 4, became a baby model. Later he played the son in "Life with Father," appeared in 8'way shows.

adventures of ozzie and harriet

OZZIE NELSON is played, of course, by Ozzie himself. He's a boy from Jersey City who not only studied law, but has a degree. At Rutgers he also played football and had a dance band. After college he had a dance band and hired his future wife Harriet Hilliard as vocalist. They were married in 1935 and have been a team ever since. They were on radio with topflight shows like Bob Ripley and Red Skelton, started their own radio show, "The Adventures of Ozzie and Harriet" in 1935. Now the show includes their sons, David and Rickey. The family motto is, "It's fun to work together."



HARRIET—of "Ozzie and Harriet," ABC-TV, nee Harriet Hilliard, hails from Des Moines, Iowa, and comes from a family of show people. She actually was carried onto the stage when she was only 6 weeks old, and had a speaking part at the age of three. After 2 years of child parts, she left to go to school and concentrated on education and dancing lessons for 11 years. Her apprenticeship was served on the Keith-Orpheum circuit in the company of Ken Murray and Bert Lahr. She was featured in a movie short when Ozzie Nelson first laid eyes on her. Now she's a wife and mother, offstage and on.

amos 'n' andy

AMOS, of CBS-TV's "Amos 'n' Andy," tried out for the part of Kingfish when the show was starting, but was recognized by the original radio team (Freeman Gosden and Charles Correll) as a natural for Amos. He's Alvin Childress, the son of a schoolteacher and a dentist. He was born in Meridian, Miss. Dramatics were, at first, an extra-curricular activity. He became a drama coach with the Federal Theater Project, later turned actor for both stage and screen. He was associated with the American Negro Theater, famous for its production of "Anna Lucasta." His wife is a playwright.



ANDY was discovered for TV by Flournoy Miller, author of Negro revues, who was sure Spencer Williams would be perfect in the CBS-TV "Amos 'n' Andy" series, if only they could find him. Williams, actor, producer and director in Negro films for years, was located in Tulsa, Oklahoma. With a partner, he had formed a school for war veterans, taught photography, dramatics, and acted as supervisor, was busy staging amateur theatricals on the side. But he was glad to drop all, buy a brown derby, stick a cigar in his mouth—and become Andy. Williams was raised in Vidalia, La.

biff baker, u.s.a.

BIFF BAKER, U.S.A., could only be played by a typical American like Alan Hale, Jr. who, although he is a staunch family man, is still a happy-go-lucky college boy at heart. Alan looks and sounds like his famous actor-father. Nevertheless, although he was Hollywood born and raised in a theatrical atmosphere, he found breaking into the movies was no snap. Once he made the grade, he played in a dozen movies before he became Biff for CBS-TV. He married his high school sweetheart in 1943 and has three children. His hobbies include photography, mountain hiking, golf, gardening.



LOUISE BAKER, the lovely blonde wife of one Biff Baker, U. S. A. (CBS-TV) is played by a girl who became internationally famous in 1948 as the "Hubba Hubba Girl" on Jack Carson's CBS radio show. She was born in Iola, Kansas, and christened Elizabeth Shoubell. You know her as Randy Stuart. As a child she appeared with her family in stock, vaudeville and tent shows. She gave monologues and was a dramatic coach to earn expenses at Compton Junior College. During World War II, she organized, wrote and directed a show which toured Army camps. She's married; has a little girl.

danny williams

DANNY WILLIAMS is only another name for Danny Thomas, who is playing himself for ABC-TV. He, too, is a successful entertainer with a normal family. Born Amos Jacobs in Deerfield, Mich., 1914, he got his name from two of his eight brothers. He was a radio broadcaster at 20 in Detroit, worked on the side in night clubs. He married a pretty 17-year-old girl named Rose Marie Mantell whom he had met on a radio program. His first real break was as an emcee at the 5100 Club, in Chicago. Then came New York clubs, radio shows. His TV debut was on "All Star Revue." He's the father of two.



MARGARET WILLIAMS, the entertainer's wife on ABC-TV's Danny Williams Show, is played by Jean Hagen, who hails from Chicago and Elkhart, Indiana. In high school she won medals as a high jumper and a ukulele player, but no doubt her studies in drama at Lake Forest College and Northwestern did more to help her crash Broadway and Hollywood. When she was an usher at the Booth Theater in New York she dared to tell Ben Hecht and Charles MacArthur what she *really* thought of both the play and the leading lady. Her audacity won an audition and she was on her way. She's married.

hawkins falls

LAIF FLAGLE sings folk songs and strums the guitar so naturally on NBC-TV's serial drama "Hawkins Falls, Pop. 6200," because in real life Laif (Win Stracke, that is) has always loved folk singing. He learned to play the guitar for his own pleasure, during World War II, and is only too happy to incorporate songs and string-twanging into the atmosphere of that very real but imaginary town of Hawkins Falls. Nobody would ever guess that Win wasn't born and raised in a small town. Truth is, his birthplace was Chicago. You'd never suspect too, that he studied longhair music for 20 years.



MILLIE FLAGLE, the humble washerwoman who lives in that little village of "Hawkins Falls, Pop. 6200" (NBC-TV), is living proof that actresses lead many lives, on and off stage. She's played by Ros Twohey, who never was a washerwoman anywhere else, that's for sure! She's a native New Yorker, whose parents sent her to Vassar. There she studied dramatics. Of all things, her next role was that of Gypsy Rose Lee's secretary. Then came World War II and Ros was overseas, part of a USO dramatic troupe entertaining American soldiers. The tour was a big success matrimonially—for she met her husband.

heaven for betsy

BETSY BELL of CBS-TV's "Heaven for Betsy" is really a girl by the name of Cynthia Stone, who came to New York from Peoria intending to become a psychiatrist. However, poor grades decided her against being Dr. Cynthia Stone, the neurotic's best friend. After graduation she made children's records, modeled, and haunted actors' agencies. For experience she played in off-Broadway productions, met Jack Lemmon while playing a small role in "Power of Darkness." When they appeared in one television series they were engaged, in the script and in reality. Now they're newlyweds—in both.



PETE BELL who is the husband on CBS-TV's story of young married life, "Heaven for Betsy," is played by a fellow from Boston by the name of Jack Lemmon. (Two m's, please!) The situations that he finds himself in are true to life, perhaps because Betsy is Mrs. Lemmon, off-stage. After the Navy and Harvard, Jack came to New York, made his first hit as a guest at the Old Nick Music Hall, stayed on to write several shows. While working in stock he met Betsy (Cynthia Stone) and because she was pretty, asked her to coach him for a radio audition. To his surprise and delight, he got the job.

I married joan

JOAN DAVIS of "I Married Joan" (NBC-TV) is funny when she doesn't even try, which is perhaps why she changed her name from the original Madonna Josephine Davis. At seven, she was billed as the Toy Comedienne on the Pantages vaudeville circuit, interrupted her career of laugh-creator long enough to graduate from high school in St. Paul, Minnesota. In private life she is married to her original straight man, Si Wills. They have a daughter, Beverly. It was to give Beverly a real home that they trekked to Hollywood, where Mack Sennett discovered Joan, and Joan reached stardom.



JOAN'S HUSBAND is Jim Backus, whose deep, pleasant voice has been heard on almost every top radio show from Hollywood. Remember Herbert Updkey on the old "Alan Young Show"? Jim grew up in Cleveland, Ohio, and attended the Kentucky Military Institute, which he represented in golf tournaments around the country. Later he studied at the American Academy of Dramatic Arts in New York, returned to Cleveland to play in stock. When a doctor told him to take it easy after an appendicitis attack, he got into radio, took time to appear in "Hitch Your Wagon" on Broadway.

life with luigi

LUIGI BASCO looks and sounds like an authentic Italian immigrant on CBS-TV's "Life With Luigi," but he is played by J. Carrol Naish, a New York Irishman. Naish got into show business in Europe with two buddies after World War I, traveled with a French revue on the Continent, in Russia, and India, reached Hollywood by way of Shanghai. A dialectician, he's played a Japanese prince, a Hindu, a Mexican, a Spaniard—but never an Irishman!



MISS SPALDING is a schoolteacher on CBS-TV's "Life With Luigi," but in private life she is Mary Shipp Ackerman, mother of 3. Her husband is Harry Ackerman, vice president in charge of network programs, CBS-TV, Hollywood. Miss Shipp was born in Los Angeles, studied ballet, was a child actress in stock companies when she was only 8. Her radio career was launched when she won the role of Becky Thatcher in a series of "Tom Sawyer" adventures.

love of life

MEG HARPER, the fiery blonde of CBS-TV's "Love of Life," is called Jean McBride in real life. Jean was born in Wilmington, Del., and studied drama at the Irvine Studio for the Theatre in New York and the Hedgerow Theatre in Moulton, Pa. Her ambition has always been in the world of the theatre, but she once took a business course—wanted to be on the safe side. And she also learned to play the clarinet, just in case that would come in handy.



VANESSA DALE is a 22-year-old New York girl, Peggy McKay. She majored in drama and playwriting at Barnard College, trouped the Midwest and South. In June, 1949, she joined the Fordham University players and in the summer hit the barn circuit playing leads in such favorites as "The Philadelphia Story." She was Nellie in the Chicago company of Tennessee Williams' "Summer and Smoke," and spent a season with Dallas' Theatre-in-the-Round.

my favorite husband

GEORGE COOPER, the bank executive of CBS-TV's "My Favorite Husband" is another in the long line of characterizations of a young fellow by the name of Barry Nelson. He's most recently identified with his stage role in "The Moon Is Blue." In the Cavalcade of the Golden West, San Francisco Exposition, 1939, he played dozens of characters, so widely different that nobody remembered Barry. First movie role was in "Shadow of the Thin Man."



LIZ COOPER, the glamorous but scatter-brained wife on CBS-TV's domestic comedy, "My Favorite Husband" is Joan Caulfield. Joan herself is glamorous—she began her career as a model, was one of the most successful cover girls before she went on the New York stage. She's remembered for her light comedy roles in the George Abbot plays "Kiss and Tell" and "Beat the Band." Her first movie, "Miss Susie Slagle's," paved the way to many others.

my friend irma

IRMA PETERSON, the epitome of the dumb blonde secretary (CBS-TV "My Friend Irma"), is more or less the role Marie Wilson has been playing all through her career. When asked, "Are you really dumb?" she answers, "Naturally. Do you want me to lose my job?" At 16 she burned up a trust fund of \$11,000 crashing Hollywood, was the dumb blonde "extra" for years, played small parts until Ken Murray's "Blackouts" jockeyed her to stardom.



JANE STACEY, Irma Peterson's sarcastic and straight-thinking girl friend in "My Friend Irma" (CBS-TV), is Cathy Lewis. Her throaty, rich voice made her one of radio's popular personalities for years. She was born in Spokane, Wash., in 1917; made her theatrical debut when she was 7 as a "Jazz Baby." Later she was a star in school plays in St. Paul, Minn., and sang over WCCO, Minneapolis. She's married to CBS producer-director Elliott Lewis.

my little margie

MY LITTLE MARGIE (CBS-TV), the charming 21-year-old girl with the penchant for getting into and out of trouble, is played by Gale Storm. Gale's real name is Josephine Owaisca Cottle. She hails from Houston, Texas, and is the youngest of 5 children. In 1940, when she was 16, she won a Gateway to Hollywood contest. Another who won was a lad from Indiana named Lee Bonnell, whom she married. They have three boys: Phil, 10, Peter, 7, and Paul, 5.



THE FATHER of "My Little Margie" (CBS-TV) is recognized by everyone's mother as veteran film actor Charles Farrell, who had them swooning when he made love to Janet Gaynor in "Seventh Heaven" back in the late twenties. How natural that Charlie should grow and gray into a widower with an irrepressible daughter! Meanwhile, in his private life, Mr. Farrell married screen star Virginia Valli, became the owner of the Racquet Club, Palm Springs.

meet mr. mcnutley

MR. McNUTLEY, CBS-TV college professor, stars Ray Milland, the latest Hollywood luminary to join the ranks of television. Ray started his acting career in the British Isles as an extra, soon achieved stardom and, in 1931, crossed the Atlantic for M-G-M. He was born in Neath, Wales, in 1908, was a very dashing member of the Royal Cavalry before wanderlust and films came over him. He's married to Muriel Webber, has two kids, Dan, Victoria.



PEGGY McNUTLEY, Mr. McNutley's vivacious wife, is played by Phyllis Avery, who in real life is Mrs. Don Taylor, wife of a motion picture star. Phyllis met Don when both were playing in "Winged Victory" during the war. Married September 14, 1944, they now have two daughters, Avery, 5, and Anne, 3. Phyllis was born in New York City, November 14, 1924, graduated from the American Academy of Dramatic Arts at 16, debuted in "Charley's Aunt."

private secretary

PETER SANDS, the husky, handsome boss in "Private Secretary" (CBS-TV), is portrayed by Don Porter, a man of many attainments, some quite foreign to an acting career. In recent years he's found time to get a commercial pilot's license, study law, navigation, meteorology. A native of Miami, Okla., Don moved to Portland, Ore., at 12, attended the Oregon Institute of Technology before the acting bug bit him. He's married, has a stepdaughter, 13, a son, 8.



SUSAN CAMILLE McNAMARA, CBS-TV's "Private Secretary," is quite a different gal from "Maisie" with whom movie-goers are familiar. Yet Ann Sothern was Maisie and now is Susan. Pert, blonde Ann was born Harriette Lake in Valley City, N. D. A talent scout discovered her and sent her on her way to conquer Broadway and then Hollywood. There were other hits in addition to the "Maisie" series—including the hit comedy, "Letter to Three Wives."

the goldbergs

MOLLY GOLDBERG is played by Gertrude Berg, who also writes the story of "The Goldbergs" for NBC-TV. A third generation is now learning all about this Bronx family, which Mrs. Berg first brought to radio in 1929. A native New Yorker (October 3, 1900), Mrs. Berg bases her scripts on her memories of her grandmother and father. She's a graduate of Columbia, the wife of Lewis Berg, a chemical engineer, has two children, Cherney and Harriet.



JAKE, "The Goldbergs" Papa (NBC-TV), is now portrayed by Robert H. Harris, one of the most versatile character actors in the entertainment field. He's played a Czech doctor, Russian officer, French detective, an Italian opera singer, Viennese psychiatrist, Mexican racketeer, Chinese heavy, suave book publisher—and a woman. Born in New York in 1911, he is the son of a rabbi. His wife, Viola, is an actress, too. Their son, Stephen Lee, is 7.

the guiding light

JOE ROBERTS of CBS-TV's "The Guiding Light" is played by a Swedish-American fellow from Stillwater, Minn., whose name is Herbert Nelson. His first radio job was reading Government livestock reports from a South St. Paul radio station. It was Arthur Peterson—coincidentally of the radio "Guiding Light" show—who suggested Herb go to Chicago. For 3 years he played leading roles in 20 serials there before he tackled New York. Married; has 2 kids.



META ROBERTS in "The Guiding Light" (CBS-TV) is played by the same actress on radio and TV. This busy virtuoso is Ellen Demming, who finds that her training in summer stock comes in very handy. Ellen, who was born and brought up in Schenectady, N. Y., first faced the TV cameras in her high school days. She studied at Stevens Junior College, in Missouri, and went on the road with a children's theatre group before TV found her.

the life of riley

CHESTER RILEY, the blustering good-natured riveter of NBC-TV's "Life of Riley" is—and who else could it be?—William Bendix. Bill was all of 30 before he entered show business. He was once a batboy for the New York Giants, played semi-pro ball, became a grocery clerk during the Depression. His first show business job was as a singing waiter. The Federal Theater Project led to Broadway and Hollywood. He was born in New York City.



PEG RILEY, the wife who enjoys (?) the "Life of Riley" (NBC-TV) is played by Marjorie Reynolds. Here is a young lady who won stardom on 2 separate occasions. Holding her mother's hand, she stormed and conquered Hollywood, at 4. For a while there was school, and dancing lessons. Then a "comeback" as a contract dancer at Paramount, eventually the lead in big pictures such as "Holiday Inn." Married to Jack Reynolds, has a daughter, 7.

the stu erwin show

STUART ERWIN, who now plays Stuart Erwin for ABC-TV, is a native Californian, the son of a stock farmer in the Squaw Valley. He came to Hollywood over twenty years ago, after 2 years at the U. of Calif., a short fling at being a newspaper reporter, a brief course at a Los Angeles dramatic school, and four years of acting and management with stage shows. There he made a bevy of pictures, is remembered for his characterization of a lovable "timid saul." He met his wife, June Collyer, when both were cast in "Dude Ranch" in 1930, and they were married the next year.



MRS. ERWIN is played by the real-life Mrs. Stuart Erwin (June Collyer) on ABC-TV. She is the girl who retired from a successful screen career to raise her family. Having accomplished that—Stuart, Jr. (Billy) is 21 and June Dorothea (Judy) is 18—she was happy to start a new career in TV, working with Stu. June arrived in Hollywood by accident. A movie executive noticed her picture in the office of her father, a New York lawyer, offered her a screen test. The Erwins are said to hold hands on the set, and only stay in Hollywood long enough to put their show on film.

search for tomorrow

PATI, Keith and Joanna Barron's little girl on "Search for Tomorrow" (CBS-TV), is played by a refreshingly unspoiled youngster named Lynn Loring. Lynn, at 10, is a bit of a veteran. Her mother launched her on her career as a Conover model, when Lynn was only three. She's a native New Yorker, daughter of an attorney. After Conover, she did a series of commercial film shorts, made her television appearance in 1950. Since then the brown-haired, doe-eyed lass has been in demand for top shows, and had so heavy a schedule that she's resisted offers from movies.



JOANNE BARRON, of CBS-TV's "Search for Tomorrow" is played by Mary Stuart, who so completely identifies herself with her TV character that she "couldn't bear to think about it" when her TV husband was killed by the script writer. Mary was born in Miami, Fla., with a bang—her words—on July 4, 1926. The family moved to Tulsa, Okla. where she attended Tulsa U. and got her basic training in little theatre plays. She toured with the USO as a singer and dancer, worked as a camera girl at the New York's Hotel Roosevelt, made dozens of Hollywood films before TV.

beulah

BEULAH, the humorous hub of the Henderson family, is none other than Louise Beavers, whose face is familiar to moviegoers since 1927. Louise was born in Cincinnati; her music teacher mother began early to train her daughter's voice. She was in a minstrel show at the Philharmonic auditorium in Los Angeles when the movies discovered her. Her pictures range all the way from "Coquette" with Mary Pickford to the Delilah role with Claudette Colbert in "Imitation of Life" and "Holiday Inn," in which she sang with Bing Crosby (her favorite). She is unmarried.



city hospital

DR. BARTON CRANE, the medical director of CBS-TV's "City Hospital," is played by a man who has been an orchestra leader and a director, in addition to stage, screen and radio actor. The name's Melville Ruick. He was born July 8, 1898, in Boise, Idaho, studied music, drama and law, won his wings during World War I. After 11 years in various fields, he became orchestra leader for Fanchon-Marco stage shows, acted in stock. For 6 years he was the announcer on "Lux Radio Theatre" (CBS), later directed Paul Whiteman's show. Married, has 2 grown children.



pride of the family

PAUL HARTMAN (ABC's "Pride of the Family") is a native of San Francisco, son of Ferris Hartman, noted producer of musicals. He met his former wife, Grace, when she was a member of the dancing chorus in his father's show. As "The Hartmans" they were a dancing team in small night clubs and on vaudeville circuits. They spent 2 years overseas—the first booking in a Shanghai club for six months. From dances that satirized, the Hartmans progressed to musical comedy, eventually were stars in their show, "Angel in the Wings." He and Grace Hartman have separated.




meet millie

MILLIE, the frivolous secretary on CBS-TV's "Meet Millie," is portrayed by Elena Verdugo, a native Californian who has led anything but a frivolous life. Five-foot-two Elena garnered her high school education on Hollywood movie lots. Two of her classmates, Roddy McDowall and Stanley Clements, later grew up to be her leading men. Elena comes from a musical family, was taking dancing lessons ever since she can remember, made her debut at 14 in a role in "Down Argentine Way." Her acting ability outshone her singing and dancing, and she's been an actress since.



MYSTERIES

sleuths in the night



TREASURY MEN IN ACTION's "Chief of the Bureau" is played by Walter Greaza on NBC-TV. Greaza has appeared in "Northside 777," the prize-winning film, "Boomerang," and "Street With No Name," among other pictures, and was Inspector Ross on the "Crime Doctor" radio series for 8 years. He's from St. Paul, Minn. Born there in 1897, he graduated from Minnesota University before taking a newspaper job, and serving a World War I Navy hitch. Actress Helen Ambrose is his wife.

foreword by **walter greaza**

■ The case was one of several that had been abstracted from Treasury Department files and sent to Bernard J. Prockter, producer of *Treasury Men in Action*. For an obvious reason it cried out for TV production. It involved a shrewd criminal who stole hundreds of government checks, many of them made out to disabled veterans, and cashed them over a period of many months. His gimmick, the thing that lulled merchants into accepting his forgeries, was the baby carriage he took along, with a real, live infant inside—and it was that trademark that finally enabled the Treasury men to catch up with him and landed him in a federal penitentiary for a four-and-a-half year term. In the beginning the agents didn't even know their quarry's name, and had the usual conflicting descriptions of him. But the victims did agree that the forger's unwitting "accomplice," the baby, was only a few weeks old. The story was full of dramatic possibilities, including of course the conflict be-

tween the forger and his wife, who didn't want their child used as a front for fraud. Additional research was done and Robert Sloane went to work on the script. As usual, the basic facts were unchanged. The criminal and his wife became Eill and Harriet Sterling, their field of operations became the area between Little Rock and Atlanta. Draft of the script was sent to the Treasury, came back with many marginal notes and with official approval. Suggestions from producer and director were incorporated and the cast of eight, including "The Chief" (that's me) went into rehearsal. Eight sets had to be built: a parlor, the Chief's office, a grocery, a doctor's office, the interior of a car, a phone booth, a tourist cabin, a hotel room. And one night last summer, TV viewers saw how Treasury men, checking hospitals for babies born in a certain period, inexorably tracked down the forger-father of a six-week-old child, in the memorable *Case of the Rockabye Baby*.

dragnet

SGT. JOE FRIDAY, "Dragnet's" realistic police sergeant, is played by his creator, Jack Webb, dynamic ex-Air Force officer who directs and stars in the NBC radio and TV show. Webb's factual scripts based on Los Angeles Police Dept. files, accuracy of detail, and true-to-life portrayals of police at work, made the very first "Dragnet" radio series a sensation. Jack, born April 2, 1920 in Santa Monica, Calif., started in radio as the originator of the title role in "Pat Novak for Hire" from San Francisco. In 1949 he returned to Hollywood and proved his versatility by excellent work in a number of films ("The Men," and "Sunset Boulevard" among them). Though he was offered a UCLA scholarship, he never went to college, preferring to work immediately. Webb is a real perfectionist about his shows, and is very conscious of the debt he owes the public for their overwhelming acceptance of his work. Married to former actress Julie London, Jack has two daughters, Stacy, 3 and Lisa, an infant.

DETECTIVE FRANK SMITH, Sgt. Joe Friday's sidekick on NBC radio and TV "Dragnet," is enacted by Ben Alexander who hadn't done a dramatic role since "All Quiet On the Western Front," 17 years before Jack Webb talked him into playing the detective. Born in Goldfield, Nevada, in 1913, Ben created the "Penrod" series when he was a child. A Navy radar lieutenant, Ben bought two gas stations after the war to employ his entire unit, all of whom still work there. He has MC-ed and announced such programs as "The Charlie McCarthy Show."



mr. and mrs. north



PAMELA NORTH, played by Barbara Britton on the CBS-TV mystery-comedy series, "Mr. and Mrs. North," got her training for the role in the many major pictures she appeared in, including "The Great John L." and "Louisiana Purchase." She was placed under contract to Paramount when a talent scout saw her in a college production of "The Old Maid," and has been steadily busy ever since. Married, she has two children. She's a native Californian, born in Long Beach, and is in the first 3-D movie mode, "Bwana Devil." Her husband is Eugene Czukur.

"JERRY NORTH," wry, humorous male half of "Mr. and Mrs. North," is aptly played by tall, blond, screen veteran Richard Denning, who was once before a radio helpmeet to Lucille Ball on "My Favorite Husband." Born in Poughkeepsie, N. Y., Denning grew up in Los Angeles and had his first try at acting in business college. In 1937, he won, over 500 other entrants, the "I Want to Be an Actor" program, was given a Warner Bros. screen test, and has been a success ever since. Married to actress Evelyn Ankers, they have one child, Dianna.

big town



LORELEI is sparkingly portrayed by Jane Nigh, who won the role as Pat McVey's costar on CBS-TV's "Big Town." Jane, married last year at 26, was born in Long Beach, Calif., and was working in the Douglas Aircraft Corp. there when a fellow worker, Arthur Wenzel, approached her with what she considered a pretty corny line: "You ought to be in pictures." But Wenzel, a former talent scout, had no personal interest in her and actually got her a 20th Century-Fox screen test. After 12 pictures (the most recent is "Rodeo") it would seem that he was right.



STEVE WILSON of the "Illustrated Press" is realistically created on the CBS-TV show, "Big Town," by Pat McVey. Pat wanted to be a lawyer in spite of his flair for dramatics. He actually graduated from Indiana University and Law School, and practiced in his home town, Ft. Wayne, Ind., for two years before succumbing to the lure of show business. In his first three years, he played more than 50 parts at the Pasadena Playhouse, and had over 30 movie roles before he joined the Army in 1942. Theater, radio and TV have kept him busy since.

BOSTON BLACKIE stars Kent Taylor in the title role. In 1930, his family moved to California from Waterloo, Iowa, his birthplace, and Kent got a movie contract when he assisted in someone else's screen test. Since then he has appeared in more than 100 pictures, including "Death Takes A Holiday," and "Payment on Demand" with Bette Davis. He has guest-starred on top radio programs, and had parts on "The Mike Stokley Show," and "Bigelow Theater" on TV. Kent is married and has three children.



MYSTERY THEATER, weekly ABC-TV show, stars Tom Conway as "Inspector Mark Saber of Homicide." Born Tom Sanders in Russia in 1904, and brother of film star George Sanders, he and his family fled from Russia to England when he was 13. Always adventuresome, he tried every conceivable romantic-sounding occupation in Africa until malaria forced him to return to England. Active in films there until he came to America in 1939 to star in the "Falcon" movies, he's in constant demand.

FRONT PAGE DETECTIVE, DuMont TV's network show, features Edmund Lowe in the title role. Born in San Jose, Calif., in 1892, at 18 he was the youngest graduate in the history of Santa Clara University, and was a member of its faculty at 19. But the lure of the theater proved stronger than that of the classroom to Lowe. He made his debut in "The Brat," which brought him to New York for many more B'way roles. His first movie was the silent, "Vive La France"; the last is nowhere in sight.



RACKET SQUAD'S Captain Braddock is ably played by experienced screen and radio actor, Reed Hadley. His hundreds of radio shows include "Big Town," "Lux Radio Theater," and the original "Red Ryder" of the airlines. "Song of Bernadette," "Now Voyager," "Captain From Castile," "Guadalcanal Diary," and "Boomerang" are only a few of his movie credits. Hadley went on CBS-TV when the show started in 1951. He narrated more than 50 pictures for Armed Service branches during the war.

HOLLYWOOD OFF-BEAT stars Melvyn Douglas as private eye Steve Randall. The show is one of Douglas' many, many star vehicles. "Ninotchka," "A Woman's Face," and "Sea of Grass" are among his movie credits, "Two Blind Mice" and "The Bird Cage" among his Broadway successes. Born in Nashville, Tenn., in 1901, he has had a hand in every phase of show business—producing, directing and writing, as well as acting. He has been married to ex-actress Helen Gahagan for 22 years.



ROCKY KING, DETECTIVE, DuMont TV show starring Roscoe Karns in the title role, is for the entire family. Karns, familiar to millions of film fans who have seen him in more than 200 movies, had only a few brief TV shows behind him when he was given this leading part. In spite of being "typed" as a light comic, he takes his work seriously, and his colleagues consider him a "lucky" actor to work with. Karns is a fervent admirer of the late John Barrymore with whom he worked in pic, "20th Century."

MAN AGAINST CRIME is one of CBS-TV's most popular programs, due, in no small part, to Ralph Bellamy's fine portrayal of the private eye, Mike Barnett. Bellamy brings to the role acting experience which began in high school days in Wilmette, Ill. A professional at the age of 18, he has played hundreds of roles, trouped with stock companies all over the country, starred in more than 80 movies, and played three smash Broadway hits since the war, the latest of which was "Detective Story."



THE PLAINCLOTHESMAN, played by Ken Lynch, is DuMont TV's most famous unseen character. Audiences have so far only heard his voice (which is a little like Humphrey Bogart's) and viewed his hands and feet. Ken was born in Albany, N.Y., and got most of his early training as an actor in upstate New York stock companies. Since 1935 he's been on almost all top-notch radio mystery shows, including "Gang Busters," "Counterspy," and "Mr. D.A." Ken is married and has four children.

MARTIN KANE, PRIVATE EYE (NBC-TV) is the perfect role for the creator of the famed Hildy Johnson in Ben Hecht's "The Front Page." And Lee Tracy is as top-flight in this TV detective role as he was in that first Broadway success in the 20's. Born in Atlanta, Ga., and a graduate of Schenectady, N. Y.'s Union College, Tracy followed a series of Broadway successes with some 50 film roles. He is sold on his present job which lets him sleep late in the morning without occupying all of his evenings.




THE UNEXPECTED stars Herbert Marshall, who had just embarked on his theatrical career when he was severely wounded in World War I. The resultant permanent physical disabilities did not prevent him from having a long, successful career, beginning with the 1920's play, "Brewster's Millions." It includes numerous starring and featured roles in pictures with most of the great glamour girls, and extensive radio work. Sarah Marshall, daughter of his second marriage to Edna Best, is an actress, too.

FOR THE YOUNGSTERS

calling all kids !

foreword by
bob smith



BOB SMITH. guiding light of "Howdy Doody," started out in life to become a musician, succeeded in mastering only nine legitimate instruments plus a slide whistle, sweet potato, a set of bicycle horns, a washboard and frying pan. Bob was preparing to become a high school music teacher when his father died, making it necessary for him to give up going to college. Born in Buffalo, N. Y., Bob began taking piano lessons at five, was making vaudeville appearances in his teens. After several years as a staff musician with Buffalo radio stations, Bob came to New York and NBC where his "Howdy Doody" show evolved from a children's quiz. Bob's married to Mildred Metz and they have 2 boys, Robin, 11, and Ronnie, 9.

■ Say kids, we've really got a swell Howdy Doody contest, thanks to the editors of "Who's Who in TV and Radio"! You're all familiar with the Doodyville gang, seen on the NBC-TV network every Monday through Friday, and, of course, Howdy himself is your special favorite. But I was wondering whom you would vote for if we asked which *supporting* character you like best. To satisfy my curiosity, I've arranged with the Dell Publishing Company to give away 1000 prizes to the first 1000 lucky kids who cast their votes with the ballot you see below. Just indicate your choice with an X in the box next to your favorite supporting character, fill in your name and address, and mail to the Dell Publishing Company, Box 125, Murray Hill Station, New York 16, N. Y. It's as simple as that! But you've got to act *fast* as the earliest *postmarks* will determine the winners.

The prizes are really terrific. They include:

12 Howdy Doody Rockers, from Cathey Furniture Manufacturing Company of Lewisburg, Tennessee.

36 Howdy Doody dolls from the Ideal Toy Corporation of New York City.

50 RCA Victor record albums of Howdy's "Do's and Don'ts" and the theme "It's Howdy Doody Time."

100 Doodle-Slates from the Stickless Corporation of New York City.

100 Wash Mittens from the Bernhard Ulmann Company of New York City.

700 of the latest Howdy Doody comic books from the Dell Publishing Company of New York City. You'll really enjoy reading about Howdy's latest adventures with all his friends from Doodyville.

Now remember, all you have to do to win one of these wonderful prizes—1000 in all—is to clip out the coupon and vote for *your* favorite friend of Howdy Doody. Don't forget to vote early because that's how we'll judge who gets these prizes.

This is your friend Bob Smith saying so long for now to kids all over the U.S.A.!



Kids! Enter Dell's

big "Howdy Doody" con-

test right now! 1000

valuable prizes will be

given away absolutely

free. Read about

the details at

left. Don't delay!



Princess Summerfall Winterspring



Clarabell



Phineas T. Bluster



Dilly Dally



The Inspector



Flub-A-Dub

■ To win one of the 1000 valuable prizes being offered absolutely free by Howdy Doody and the Dell Publishing Company, just indicate on this ballot your favorite Howdy Doody character by putting an X in the box next to his or her picture. Be sure to fill in your name and address in the space indicated, then mail the ballot to the Dell Publishing Company, Box 125, Murray Hill Station, New York 16, N. Y. Don't delay: remember, the 1000 ballots bearing the earliest postmarks will win these prizes.

NAME _____

ADDRESS _____



space patrol

VIRGINIA HEWITT (left) is better known as Carol, beautiful daughter of the United Planets Secretary-General in ABC-TV's "Space Patrol." Twenty-eight-year-old Virginia was born in Shreveport, La., the daughter of an official of the Texas Oil Company. With no intentions of becoming an actress, Virginia traveled to Hollywood to accompany her older sister. Once there, she went from modeling to acting with no trouble at all. She played lead roles in several science fiction movies, which made her a logical choice for her present role in "Space Patrol." Virginia, who is still single, has also appeared in many murder mysteries.

ED KEMMER (center), who plays the leading role of Commander "Buzz" Corry in "Space Patrol," grew up in Reading, Pa. During World War II, Ed was a pilot in the Air Corps. His plane was shot down, and Ed was hustled off to a prison camp in Germany. To make life less dull, he and his fellow prisoners of war produced various stage plays, and it was here that Ed first developed an interest in acting. After the war, he attended the Pasadena Playhouse, and shortly after his graduation he was given his present role in "Space Patrol." Ed, who is married to actress Elaine Edwards, acts in Pasadena Playhouse productions in his spare time.

LYN OSBORN (right), known to thousands of "Space Patrol" fans as Cadet Happy, got his start in show business in 1946, selling candy in a burlesque house. He was then 20, and had just finished three years' service in the Navy. With the help of the G.I. Bill of Rights, Lyn then left his native Detroit and headed West to attend the Pasadena Playhouse. When he graduated three years later, Lyn heard that ABC-TV had just started to line up a cast for "Space Patrol." His smiling face and flair for comedy made him a natural for the part of "Happy," in which he has gained great popularity. He once received 700 fan letters in one day.



space cadet

FRANKIE THOMAS not only acts the role of "Tom Corbett, Space Cadet" on DuMont's show of the same name, but he actually writes many of the scripts used on the series. Frankie began to write science fiction while attending the U. S. Merchant Marine Academy in King's Point, N. Y., during World War II. "You get a little moonstruck after you've been looking through sextants at the stars for so long," Frankie explains. At least once a week, however, Frankie realizes with a shock that he's living in 1953. After shooting through space in a rocket ship as Cadet Tom Corbett in the popular weekly show, he takes the subway to get home!



rod brown of the rocket rangers

CLIFF ROBERTSON was selected for the title role of CBS-TV's "Rod Brown of the Rocket Rangers" after a five-month search for an actor to fit the qualifications of this space ship hero. He grew up in La Jolla, Calif., with a great love for the outdoors. At the age of 14, Cliff made his first solo flight. After graduating from high school, he spent a year in the Merchant Marine, returning to terra firma to enroll at Antioch College in Ohio. To earn extra money, Cliff did some radio announcing, which led to his interest in acting. In his spare time, he attends professional acting classes, and is now interested in designing space toys.



JOHN WESTON, Wilbur Wormser on CBS-TV's "Rod Brown of the Rocket Rangers," started out as an actor at the age of seven in a Sunday School play. He portrayed, John explains, "a decrepit old man of seventy-odd, and I've been playing character parts ever since." Born in Cleveland, Ohio, John studied acting even as a child. After his discharge from the Infantry—John saw action in both North Africa and Italy—he joined the U.S.O. and entertained troops in Korea and Japan. On Broadway, John had roles in several plays, and is currently understudying the comedy lead in "South Pacific." He is married to Marjori Redmond.



DON HASTINGS (left), idol of bobby-soxers and space-conscious youngsters, plays the role of the Video Ranger, "Captain Video's" assistant and constant companion. At least three-fourths of the fan mail addressed to the popular DuMont program is meant for this handsome teen-ager, and contain requests for photographs from his admirers. Don, who lives with his parents in St. Albans, New York, graduated from Lodge High School, New York City, in 1950. He is a baseball fan, and plays for the Cambria Heights Mohawks on summer weekends. Before entering the field of television, he had acted on Broadway and on radio shows.

AL HODGE (right), beloved by the youngsters of the land as "Captain Video," was born in Ravenna, Ohio. Acting was in his blood, for his father had been a member of Buffalo Bill's troupe. Al majored in drama at the University of Miami in Oxford, Ohio, then toured the country with the Casford Players. At WXYZ, in Detroit, he was a "one-man radio station," writing scripts, announcing, doing production work. After a stint with the Navy, Al headed for N. Y., where he appeared on almost every soap opera on the air. His fine reputation as an actor, his good looks and his height of 6'2" made him perfect for this popular show.



hopalong cassidy

WILLIAM BOYD, known to thousands of fans as "Hoppy," first played the part of "Hopalong Cassidy" in 1934. That was in Hollywood; since then, NBC-TV has been featuring the films, and Bill has portrayed this legendary cowboy some 66 times. He was born in 1898 in Cambridge, O. His family then moved to Tulsa, Okla., and Bill soon absorbed the Western lore which later fitted him for the role of a cowboy. In 1919 he headed towards Hollywood, landing his first part as an extra in a DeMille movie. Then came a succession of starring roles, followed by the first "Hopalong Cassidy" movie. Bill and his wife, Grace Bradley, live in Hollywood.

the roy rogers show

ROY ROGERS, star of NBC radio and TV programs, owes his title of "King of the Cowboys" to an unexpected drop in his family's finances. He had planned to become a dentist, but when he found he could not afford college, he decided to cash in on his voice and his flair for the guitar. Leaving his native Cincinnati, Roy worked his way West and got his first Hollywood role in 1936. Since then he has appeared in over 90 films. His wife, Dale Evans, is also his co-star.

DALE EVANS, "Queen of the West," is Roy Rogers' wife and co-star on his NBC radio and TV show. Dale, who was born in Uvalde, Texas, had appeared on many radio shows and had sung with a band when she was signed up for her first Roy Rogers movie. She later married him, and has appeared in more than 30 pictures with him. Dale, Roy and their five kids live on a five-acre estate in Encino, Cal. She likes to hunt and fish, has written several successful popular songs.



sky king

KIRBY GRANT plays the title role on ABC-TV's "Sky King." To his television admirers, he is a pilot-rancher, equally at home and fearless on his horse or in his plane. In his spare time, Kirby is also an accomplished violinist and singer. He was born in Helena, Montana, the son of a cattleman. After attending the American Conservatory of Music in Chicago, he appeared on radio, in night clubs and in a play, "The Cherry Orchard." Kirby then moved to Hollywood where he made his first movie in 1934. It was "Hi, Good Lookin'," with Ozzie and Harriet Nelson. Many more films followed before his television role as the nemesis of evildoers.



the gabby hayes show

GABBY HAYES climaxed more than 50 years in show business when he started his own show over NBC-TV. Born in Wellsville, N. Y., young George (that is his real name) would think of nothing but the stage. At 16, he ran away from home to join a repertory company. Years in burlesque and vaudeville followed, then his first Western movie in 1930. Gabby, who had never ridden a horse before, had to be taught by a real cowboy. For years he was "Windy," Hopalong Cassidy's side-kick, and in most movies he has played grizzled old cowboys. Gabby has been married for 39 years, now lives in New York. He devotes much time to children's groups.



the lone ranger

THE LONE RANGER recently celebrated his twentieth anniversary of fighting the forces of justice and freedom. Millions of youngsters, and adults too, wait anxiously for the call of "Hi-Yo Silver" which introduces the program on radio and ABC-TV. His identity, however, is a well-guarded secret. The Lone Ranger wears a dark mask on his face as he and his faithful Indian friend, Tonto, ride the trail together to rid the world of injustice and evil. His tales of adventure have been translated into more than 30 different languages, and leading Americans in many fields have praised the program for its uplifting influence on young people of today.

wild bill hickok

GUY MADISON plays the title role in Mutual's "Wild Bill Hickok." One of five children, Guy grew up in Bakersfield, California, with a yen for traveling. When World War II broke out, he joined the Navy and a lucky four-day pass found him in Hollywood just when Selznick was looking for a "cute sailor" for a bowling scene in "Since You Went Away." After the war, Guy starred in many other movies. He still hates to be tied down, and longs to travel.

ANDY DEVINE, "Jingles" in Mutual's "Wild Bill Hickok," began his career in Hollywood over 25 years ago. His studio's plans to make him into a leading man were shattered by the advent of the "talkie," for Andy's gravel tones could hardly be called romantic. Luckily, he had a flair for comedy, and has since appeared in hundreds of movies, TV and radio shows. Andy hails from Flagstaff, Ariz., now lives in Van Nuys, Cal., with his wife, Dorothy.



range rider

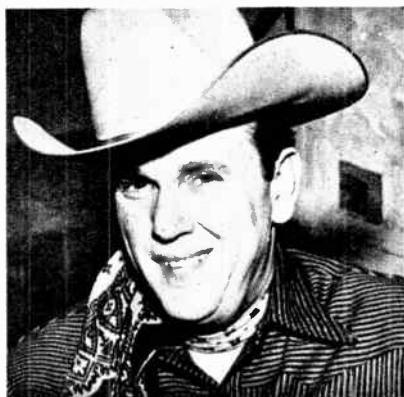
JACK MAHONEY does his own stunt work as "The Range Rider." Falling off horses, fighting or jumping 30 feet from a rooftop is nothing new to him, as he spent over five years in Hollywood doubling for many famous stars when a movie scene called for dangerous action. Later Jack was signed for many acting roles, and CBS-TV found him a natural for the part of the "Range Rider." Jack was born in Chicago, is 6 feet, 4 inches tall. He's married, father of 2 kids.

DICK JONES, who plays Dick West, The Range Rider's side-kick in the CBS-TV series, has made more than 200 movies, yet he is still in his twenties. Born in Snyder, Texas, Dick was appearing in a rodeo in Dallas when he was only six. He went to Hollywood and acted in many pictures with Buck Jones and Gene Autry, meanwhile attending school there. He was also the voice of "Pinocchio" in the Walt Disney movie. In his spare time, he is an unusually expert carpenter.



the cisco kid

DUNCAN RENALDO, better known as "The Cisco Kid," was born in Spain, of Scotch and Spanish ancestry. He grew up in Central Europe and Argentina, then spent three years at sea on Brazilian boats. In 1921 he came to America where he started in show business by painting theatrical sets and backgrounds. He wrote, directed and starred in various movie shorts and industrial films, played several roles on the stage and then went to Hollywood, where he was signed for leads in "The Bridge of San Luis Rey" and many other pictures. Duncan played the role of The Cisco Kid for the first time in 1944. He speaks 9 languages, is an experienced pilot.



chuck wagon

BOB DIXON, known to thousands of fans as "Sheriff Bob" of DuMont's "Chuck Wagon" series, is proud of his amazing popularity with children. His explanations of range techniques, such as making a lariat, roping a "critter", making up a bed-roll etc., are carried out for weeks afterward in the daily play of his listeners. Bob was born in Stamford, Connecticut, in 1911. After his graduation from college, he tried his hand at many different jobs but his love of acting finally brought him to the field of radio, where he first hit the top as emcee on "Hobby Lobby" and "Cinderella, Inc." Bob has a son and a daughter, Roy and Roberta. Both are now teen-agers.



action in the afternoon

JACK VALENTINE, singing cowboy of CBS-TV's "Action in the Afternoon," hails from Washington, D. C. His family moved to Lynn, Mass., and at 17 Jack made his debut over radio station WESX in Salem, Mass. After graduating from the Bishop Lee Dramatic School in Boston, Jack went on to Texas, where his talent with the quitor and his fine singing voice rated him his own show on WBAP in Fort Worth. For relaxation he composes music: "Shake the Sands of Texas from My Shoes" and "Call of the Outlaw" are two of his latest record releases. He also wrote the background music for such top films as "Destination Moon" and "High Lonesome."

Ollie



Beulah Witch



Col. Crackie



Madame Oglepuss



Fletcher Rabbit



kukla, fran and ollie

BURR TILLSTROM, creator of NBC-TV's "Kukla, Fran and Ollie," has been a puppeteer at heart ever since childhood. While in elementary school, he gave performances of "Rip Van Winkle" in a neighbor's garden. Born in Chicago in 1917, Burr took his puppets to state fairs, vaudeville and night clubs, and to hospitals throughout the country. He and the Kuklapolitans were among the first shows on TV.

FRAN ALLISON is the only "real" person among the Kuklapolitans on NBC-TV's "Kuka, Fran and Ollie." Born in LaPorte City, Ia., Fran taught school for several years, then became a singer on radio. Unexpectedly, she one day impersonated a small town gossip—and soon became well known as "Aunt Fanny." In 1947, she joined Kukla and Ollie for their TV debut, and hasn't left them since.



rootie kazootie



TODD RUSSELL, the friendly face on ABC-TV's "Rootie Kazootie," was born in Manchester, England. In 1920, his family moved to Canada, where Todd seriously studied piano. Later he joined a dance band, and added vocals and the bass fiddle to his musical accomplishments. He tried radio announcing, then moved to New York City and appeared on a radio program with John Reed King, who helped him to become the sought-after quiz master he is today.



Gala Poochie Pup



El Squeako Mouse



Poison Zoomack



Polka Dottie



GENE CRANE, the Round-Up Showman of CBS-TV's "Grand Chance Roundup," set his sights early in life on the wide open spaces. At Syracuse University he entered the forestry school, but one day he auditioned for the student radio station as an announcer and was accepted. From then on radio was his ambition. He spent several years reporting news, acting and announcing on radio. Switching later to TV, he has exceeded many shows, including "Fame and Fortune."



DR. ROY K. MARSHALL is the scientist-teacher-showman who produces and narrates the NBC-TV show "Nature of Things." He has the rare ability of translating mysterious subjects into something everyone can understand. On his program he has X-rayed his own hand, explained the solar system and whipped up atomic explosions. 43-year-old Dr. Marshall is married and has three sons. He was born in Illinois, received his Ph.D. at the University of Michigan.



MARY HARTLINE, the beautiful bandleader of "Super Circus," was voted "most likely to become famous" by her classmates at Hillsboro (Ill.) High School. And right they were, because at 18 Mary moved to Chicago, became a successful model and quickly moved into radio. In 1948, ABC-TV officials were looking for a pretty girl to be "queen" of their new circus show. They saw Mary, and the job was hers. Twenty-six-year-old Mary is married to a Chicago lawyer.



SMILIN' ED McCONNELL loves to hear people say that he's a natural for his role of tale spinner of CBS-TV's "Smilin' Ed's Gang." Six-foot tall and weighing 250 lbs., Ed was born in Atlanta, Ga., in 1892, the son of a minister. At first he became a song leader for evangelist groups, then went into vaudeville and later spent almost thirty years in radio. It was while working on a station in St. Petersburg, Fla., that Ed met his wife, Ruth. They have two children.



RAY HEATHERTON, the "Merry Mailman" of WOR-TV's popular show, started out as a singer of classical music in Floral Park, L. I., where he grew up. Paul Whiteman heard him and engaged him as soloist on his radio show when Ray was only 16. For many years Ray was on Broadway, starring in such plays as "Babes in Arms," then he had his own radio show and later assembled a dance band. Ray, who is married and has two children, was born in Jersey City, N. J.



R. MARLIN PERKINS, director of NBC-TV's "Zoo Parade," has been interested in animals ever since childhood. Born in Carthage, Mo., and brought up in Pittsburg, Kan., he used to bring snakes and possums home to his distraught mother. After studying animal husbandry at the University of Missouri; he worked at the zoo in St. Louis and Buffalo, N. Y., then in 1944 became head of Chicago's Lincoln Park Zoo, which supplies the cast for "Zoo Parade." Perkins is married.



DON HERBERT makes science entertaining on his NBC-TV show "Mr. Wizard." Assisted by a 12-year-old boy (Bruce Lindgren) and a 10-year-old girl (Susan Levin), Don uses objects familiar to the viewer to point up his experiments. His popularity is evidenced by the 3500 Mr. Wizard Science Clubs that have sprung up since the show's beginning in 1951. Don is 35 years old, was born in Minn. but grew up in La Crosse, Wis., where he received a degree to teach science.



BILL SEARS, of CBS-TV's popular show "In the Park," won television fame by providing the blow-by-blow accounts of young fighters on the show "Kid Glovers." Bill hails from West Duluth, Minn. At high school in Milwaukee (where his family later lived), he was a four-letter man, and at the University of Wisconsin he won the annual playwriting contest. Nine of his one-act plays have been published and performed. Bill lives in West Philadelphia, and has two sons.



DR. FRANCES HORWICH, the schoolmistress of "Ding Dong School," prompted the following remark from a three-year-old fan: "I just know that Miss Frances loves us children." Her program, which has been on NBC-TV less than a year, has received as many as 2,590 letters in one day. Dr. Horwich is now in her early forties, was born in Ottawa, Ohio. Her experience in education ranges from kindergarten teaching to professor of education at North Carolina University.



JACK STERLING, ringmaster of CBS-TV's "Big Top," realized a secret ambition in 1949, when the Barnum and Bailey Circus invited him to spend a day as a guest clown in New York's Madison Square Garden. Jack is a native of Baltimore, Md. His parents were both on the stage, and Jack struck out on his own at 15 and accumulated many years of circus and theatrical experience. He worked in radio for several years before winning his present assignment.

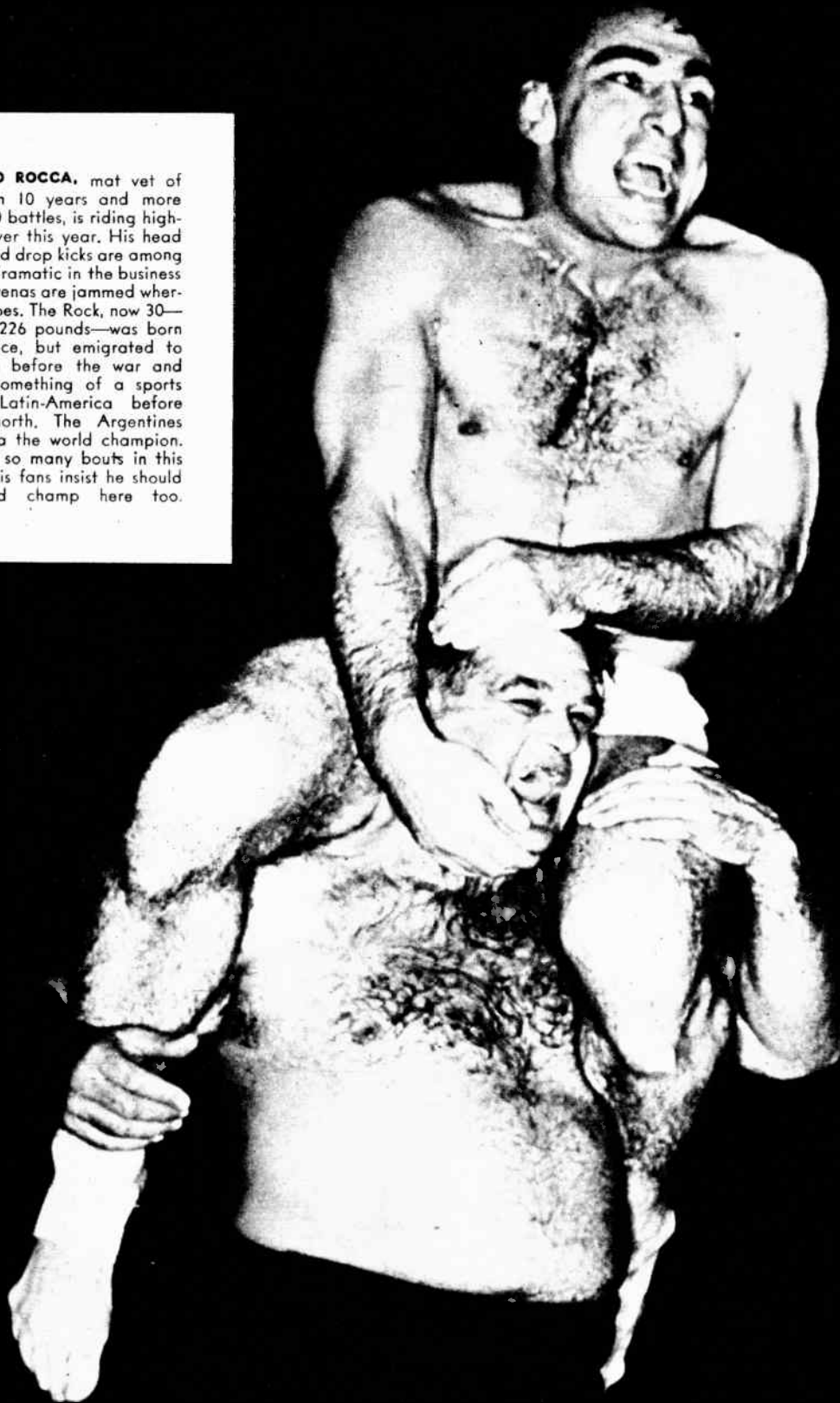


CLAUDE KIRCHNER, ringmaster of ABC-TV's "Super Circus," began his career in show-business as barker for the Sally Rand display at the 1933 Century of Progress Exhibition in Chicago. He was born in Rostock, Germany, came to the USA when he was ten. As a young man he did much traveling, attended the University of Chicago, served in the Coast Guard, then spent several years in radio. Six feet, five inches tall, 37 years old, Claude lives near Chicago.



PAUL TRIPP is star and creator of "Mr. I. Magination," the CBS-TV program which is helping thousands of youngsters to enjoy history and literature. Paul, who was born in New York City, has been acting and writing plays since his graduation from City College. He wrote "Tubby, the Tubo" and "Peewee, the Piccolo," now classics among children's records. He is married to Ruth Enders, who is a permanent member of the cast, and has two children, Suzie and David.

ANTONINO ROCCA, mat vet of more than 10 years and more than 2,000 battles, is riding higher than ever this year. His head scissors and drop kicks are among the most dramatic in the business and the arenas are jammed wherever he goes. The Rock, now 30—6'2" and 226 pounds—was born near Venice, but emigrated to Argentina before the war and became something of a sports idol in Latin-America before coming north. The Argentines call Rocca the world champion. He's won so many bouts in this country, his fans insist he should be called champ here too.



WRESTLING

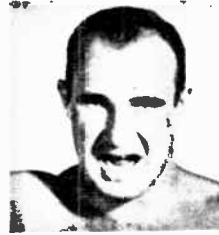
grunts and groans

VERNE GAGNE, from the same Minnesota farm country that produced the great Bronko Nagurski, has earned a fine reputation as a clean and scientific wrestler. Verne was a football star at the University of Minnesota, known for his clean tackling even then. He saw World War II service with the Marines; then did himself and his country proud in the 1948 Olympics. Verne has a record of 300 matches without a loss, against top competition.



PAT O'CONNOR is a New Zealand Irishman who, oddly, has been likened by many wrestling fans to a kangaroo. Before coming to the U. S. for a try at our wrestling crown he was the British Empire heavyweight title winner. Pat hops all over the ring, goes in for airplane spins, body slams and drop kicks with gay abandon. He had a match with Thesz in '52, but didn't quite make it; hopes for another soon. He's 28, weighs a mere 225.

LU KIM, or Sinbad The Sailor, stems from Manchuria and was an amateur grappler in the Orient, also a professional sailor. However, he junked his junk after awhile and shipped to California in 1949, where he gave up his watery occupation and took up a real, solid one, pro wrestling. His size and strength (6'2", 265 pounds), his mastery of both oriental and occidental styles, and his ability to stay on his feet have made him popular with fans.



HANS SCHMIDT came to the U.S.A. from Munich shortly after the war and service in the German army. His methodical, Teutonic tactics, which some people attribute to his viciousness, have won lots of catcalls, but also lots of customers. Hans is hurt by the former, doesn't seem to mind the latter. "They shouldn't expect me to do a ballet dance," he says. The German grappler is 6'4", 240 pounds. He says he thinks America is wunderbar.

WLADEK KOWALSKI, affectionately called "Killer," is the ideal for one of those before-and-after ads. Only 11 years ago, when Wladek was just 15, he was labelled a chronic anemia case. This made what little blood he had boil and our boy started going in for strong-man exercises nine (or more) hours a day. The result is 275 pounds on a 6'7" frame and a reputation as one of the strongest men in a husky business. He hails from Detroit.



THE GOLDEN TERROR, also known as Bobby Stewart, maintains he would "beat 'em all," if it weren't for those nasty old refs who keep disqualifying him for roughness. As it is, the theory around town is that more opponents surrender out of fright than from The Golden Terror's mat ability. Now pushing 40, Stewart has been in the game around 20 years. He's 6'3", 265 pounds, comes from an Alabama farm, is as strong as a bull—a large one.

THE MIGHTY ATLAS, who comes from Hollywood and who has modestly so christened himself, is only 5'7". But that goes two ways: he weighs 230 pounds. His professional strong-man stunts include pulling a Greyhound bus with his teeth, hammering spikes in lumber with his fists and bending a crowbar around his shoulders. His equally gentle tactics in the ring have earned him the well-paying enmity of the fans. But an Atlas can bear a lot.



LOU THESZ, the well-behaved champion, has held his crown firmly despite the powerhouses rising to challenge him each week. Now 38, he has a record of 3000 bouts behind him and he's as active as he was at 20. Lou is a protégé of ex-champ Strangler Lewis, now his manager. Lou, whose father ran a gym in St. Louis, has been wrestling since his early boyhood. He's been a pro since '36, champ since '48. Specialties: drop kick, scissors.

EL CONQUISTADOR, the gigantic Jesus Ortega, was born in Mexicali in '22, the son of a copper miner without many coppers. The future behemoth grew up near Santa Monica, Cal., excelled in high school sports. After decorated war service, he trained with O'Mahoney. He's matched his skill and power with the top ring men. He's 300 pounds, 6'2", dreams of being the first Mexican-born champ—an ambition not too dreamy for him.



YUKON ERIC, who got his training and physique bumping logs (guess where?) is 29, weighs 275 pounds, and is part Swede and part Eskimo. He was amazed to find, after leaving Alaskan logging camps, that you could be paid for having fun, namely taking part in scuffling matches. Furthermore, there was the delightful possibility in the old days of rocks in the back of the head. Eric's a bit more polite now. He's been at the game seven years.

SKY HI LEE can overlook practically everybody in the ring, with the possible exception of Primo Carnera. Hi is 6'9" and weighs 290 pounds. He was born in El Paso, Texas, and his wrestling training appears somewhat unorthodox. He was a fire-eater in a circus; he also ate glass and he was a human pincushion. At any rate he's turned into a colossal mat performer. He's only 30 now and has high hopes for reaching the top some day soon.



LENNY MONTANA, the Zebra Kid, is becoming known as one of the trickiest and fastest and roughest giants in the grunt 'n groan world. He is 26, weighs 250, is 6'4" and comes from the Bronx, N. Y., where very few zebras come from. His weird striped mask which he wears at all times, at least in public, scores a big hit with the customers. Like Alexander, who ran out o' worlds to conquer, the Zebra Kid craves bigger and better opponents:

NEWS AND VIEWS

tv takes you there

foreword by edward murrow

■ "See it now," we ask you each week, and having extended the invitation, it's up to us to convey the *meaning* of what we show you—because if it means nothing to you, personally, we're guilty of wasting your time. Our task is not so much to humanize the news, for except for natural phenomena it's made by, as well as for, human beings. We need, rather, to personalize it, to show how it affects you and others like you, and to enable you to share the thoughts and feelings of the people who make the news. We focus on the personal not the impersonal, aspect of the news. We have to cover a Coronation from the personal point of view of the man in the street, the man in the pub—and indeed, if we can, the queen in the royal coach. Similarly, when we did "This is Korea—Christmas 1952," we sought to let you "see it now" not in terms of thundering artillery barrages but through intimate closeups—a girl in a Korean Army uniform singing *Silent Night* in a propaganda plane droning over enemy territory, a wounded soldier going by helicopter to a hospital ship, children playing in the rubble of their homes. For other shows, we devoted weeks of work to the end that you might see what it's really like to work in a coal mine, or as a briar pipe maker whose livelihood, like the livelihoods of others like him in Italy, is desperately dependent on a turn of U. S. tariff policy. The same kind of personalization is what we're trying for in the new series, "Person to Person," wherein we visit well-known people in their homes to explore the things they're *not* well known for . . . the way they live and relax and pursue their hobbies . . . the qualities that make them persons as well as celebrities. If we succeed, we'll give you the feeling that you, as much as we, are guests in their homes.

EDWARD R. MURROW's CBS-TV program, "See It Now," and CBS radio's "Edward R. Murrow and the News," are far more important to him than his membership on the CBS Board of Directors, for he is one of the world's very finest reporters—thoughtful, penetrating and accurate. Born in Greensboro, N. C., he is married.



today

DAVE GARROWAY'S life before his very popular NBC-TV network show, "Today," was hectic, varied, but always relaxed. Even now, with a fantastically rough schedule, Garroway is known as television's most relaxed guy. Born in Schenectady, N. Y., in 1913, he moved with his family 26 times before finishing high school in St. Louis, Mo. He graduated from Washington University there, was a highly unsuccessful piston salesman for a short time, then came to New York to work as an NBC pageboy. After a couple of near misses on radio jobs, Dave finally got hired by KDKA in Pittsburgh, moved from there to NBC's WMAQ in Chicago, then joined the Navy for a stretch in the Pacific. He proved to be such a bad sailor that he was assigned permanent shore duty in Hawaii and, as the Navy still permitted its officers to take outside civilian jobs, started a night record show there, during which he inaugurated the present-day Garroway style. Returning to WMAQ after the war was over, he applied this style to the now famous "11:60 Club," and was soon one of the most talked about disc jockeys in the country. A few years later he brought his gentle humor, superb photographic techniques, imaginative sets and beautiful staging to the "Garroway at Large" television show. In early 1952, he returned to NBC's New York studio, having gone from the bottom to the top in the 15 years since his page boy days there. His casual, serene manner belies the gruelling hours he works. A typical Garroway day starts at 3 A.M. with breakfast, rehearsals for "Today" from 4 till 7 A.M., three hours' camera work, staff meetings from 10 A.M. until noon, rehearsal and broadcast of his radio show, "Dial Dave Garroway," more meetings until dinner at 7 and bed at 8. It takes a big man to handle a schedule like that, but Garroway has the equipment, both physically (he's six feet, two inches, weighs about 190 pounds) and mentally.



the news of the world . . .

MORGAN BEATTY, born in Little Rock, Ark., in 1902, has "humanized the news" since he was a reporter on his hometown paper while still in high school. He attended colleges in Danville, Ky., and St. Louis, married, had two sons, and worked for the Associated Press in New York for 14 years before joining NBC as a military analyst. He has as many as 16 programs a week, including twice-nightly "News of the World." He is NBC radio's news editor-in-chief.



ALLAN JACKSON heard regularly on CBS radio's "Allan Jackson and the News" and CBS-TV's "News of the Night," began broadcasting before graduation from the U. of Illinois. He worked on a station in Hot Springs, Ark., where he was born in 1915, moved from news reporting jobs in the South to New York in 1943. He was CBS staff news reporter in post-war London, had his wife, 3 children with him when he reported from Berlin during the '48 airlift crisis.

DOUGLAS EDWARDS With the News on CBS, is TV's oldest established news program. Edwards, born in Oklahoma 36 years ago, started his career while still in Troy (Ala.) High School, and got his first job on Dathan, Ala.'s WAGF. He then worked for the Atlanta "Journal" and radio station WSB, moved to Detroit as a news man on WXYZ, and from there on, London, Paris—and points East. He is married, the father of 3 children and is one of CBS' key reporters.



JOHN CAMERON SWAYZE wanted to be an actor, and after Culver Military Academy and Kansas University, he came to New York from Wichita, his home town, to study drama. He got a wife, but no job, so he returned to Kansas City to work as a reporter on the "Post-Journal" and its radio affiliate, KMBC. Since then, his "Camel Caravan News" on NBC-TV and various radio programs like "Sidelights on the News," have won him more than 35 awards.

DON HOLLENBECK brings a wealth of experience to his radio and TV programs, "CSB Views the Press" and the CBS "Sunday News Special." He was a reporter for the Omaha "Bee-News," picture editor for the Associated Press in N. Y. and San Francisco, national affairs editor for the NYC newspaper, "PM" and reported for the OWI from battlefronts throughout Europe during the war years. He's from Lincoln, Neb., and started his career on the Nebraska "State Journal."



WALTER WINCHELL this fall marks his 21st consecutive year of radio reporting. Born in New York in 1897, he left school at 13 to work as a singing usher in a theater, and soon after formed a trio with Eddie Cantor and Georgie Jessel. He toured with a Broadway show, but after his Navy hitch in World War I, he took his first reporting job. He climbed quickly, and in a few years, his "Good evening Mr. and Mrs. America" was familiar to millions of listeners.

the world of sports



MEL ALLEN started on the road to fame by managing the University of Alabama baseball team in his home state, spotting for Ted Husing, and announcing CBS sports news. Though he reports other sports, and has a contract with Fox Movietone News, his heart is with the New York Yankees. Allen, a bachelor, admits to being "partisan but not prejudiced," but to most Yankee team members and fans, he is nothing less than the tenth member of the team.



"RED" BARBER, CBS Director of Sports, got into radio reluctantly by substituting for a professor on a local station in Gainesville, Fla., where he was waiting on tables to pay for his U. of Florida education. His enviable sportscasting record include World Series, All-Star games, Army-Navy classics, and TV broadcasts of professional football and baseball. Red was born in Columbus, Miss., in 1908. Red is married and has a daughter, Sarah, who is now 16.



JACK BRICKHOUSE, with his easy, calm delivery, is as well known as many of the wrestlers whose bouts he announces on "Wrestling from Chicago" over the DuMont network. Born in Peoria, Ill., he worked first as a sports announcer there. His next job, on the sports staff of Chicago's WGN, was interrupted by several years as a Marine. After the war, he became one of the first TV ball-game announcers, and soon added wrestling to his schedule. Jack is 6'3" tall.



RUSS HODGES was born in Dayton, Tenn., and attended high school in Covington, Ky., where he had his first post-college sports announcing job on WCKY (now Cincinnati). Before he was 25, he handled Western League Baseball and Big Ten football games for WIND in Chicago. His "Blue Ribbon Bouts" on CBS-TV bring his familiar voice to millions who know his New York Giants baseball and Army-Navy football reporting. The Hodges' have two children, Pat and Judy.



JIMMY POWERS' current NBC "Cavalcade of Sports" is only one of the activities of this Cleveland-born, Oklahoma-raised, top-notch sportscaster. He has received numerous honors for his reporting of hockey, dog and horse shows, basketball, rodeos, and fights. After graduating from Marquette University, he worked on the Cleveland Press. Besides his radio and TV programs, he has a N. Y. Daily News column, and participates in numerous philanthropies.



BILL STERN, NBC Sports Editor, and MC of the sports quiz, "Are You Positive?", also has two daily New York shows, a daily network radio program, is MC of "Portrait in Sports," and commentator for MGM newsreels and Columbia's short sports feature. Born in Rochester, N. Y. in 1907, he was a 3-letter man at Penn Military College, started in radio on Rochester's WHAM. He entered bigtime sports announcing as the late Graham McNamee's assistant.

for your information



ALBEN W. BARKLEY's "Meet the Veep" on NBC-TV is the first regular, informal TV show by a man of the ex-vice president's political importance. The 75-year-old Democratic leader has served in many capacities of public service, from local jobs in his home town of Lowes, Ky., to his record-setting 12-year-tenure as majority leader of the Senate. He is assisted on the program by veteran NBC Washington correspondent, Earl Godwin. Married Mrs. Carleton Hadley in 1949.



CHARLES COLLINGWOOD, CBS White House correspondent, and winner of many reporting honors, is heard on CBS radio's "News and Analysis" and "News of the World Tonight." Born in Three Rivers, Mich., 36 years ago, he graduated cum laude from Cornell, won a Rhodes scholarship and studied at Oxford. After two years as UP news staff reporter in London, he became a CBS war correspondent in 1941. He is married to film and TV star Louise Allbritton.



WALTER CRONKITE, familiar to millions as CBS-TV's "anchor man" during the 1952 elections, is chief Washington correspondent for CBS and narrator of "You Are There." His superb ability to give clear and informative commentary at any time, even with no preparation, makes him known as "the reporter's reporter." Born in St. Joseph, Mo., he spent two of his 11 years with the United Press as its Moscow correspondent. Married to Mary Maxwell, has 2 children.



LYNN POOLE, who originated, writes, and prepares the "Johns Hopkins Science Review," has written many books and articles about television. His program is the first educational show sponsored by an American University to be seen nation-wide on TV. Poole, who is in his forties, graduated from Western Reserve in Cleveland, spent three years in the Army Air Forces, and opened the first Public Relations Office for Johns Hopkins University in Baltimore in January, 1946.



MARTHA ROUNTREE is co-owner and co-producer, with Lawrence Spivak, of the top-notch, prize-winning, public affairs program, "Meet the Press," and moderator of it, as well as of "Keep Posted." She owns and produces several other shows, including "Leave It to the Girls." Born in Gainesville, Florida, she includes newspaper reporting and an ad agency job in her background. Married to adman Oliver M. Presbrey, she is one of Washington's most popular hostesses.



BISHOP FULTON J. SHEEN, educator, lecturer, Auxillary Bishop of New York, and one of the foremost religious leaders in the country, conducted the first religious services ever to be telecast—more than 12 years ago. His current DuMont program, "Life is Worth Living," brought this important figure of the Catholic Church to millions, and gained for him enthusiastic applause from members of all faiths. Bishop Sheen was born in El Paso, Illinois, in 1895.



radio

IN THIS SECTION:

the pied pipers	foreword by BING CROSBY	62
what's the answer?	foreword by DON McNEILL	66
drama day by day	foreword by VIVIAN SMOLEN	68
friends of the family	foreword by EVE ARDEN	74
your theatres of the air	a review of the playhouses	79
private eyes and public enemies	foreword by THE SHADOW	80
strictly for laughs	foreword by EDGAR BERGEN	84
listen while you work	foreword by JINX McCRARY	86
dateline - your world	foreword by ELMER DAVIS	88
story-telling time	foreword by GENE AUTRY	90
back in your own backyard (america's hometown favorites)		92

MUSIC

the pied pipers

foreword by **bing crosby**

■ Maybe it works the same way with insurance men, shoe salesmen and perambulator peddlers as it does with singers. You work along at your line for years, and you're good at it but getting nowhere—and then bingo! overnight something clicks and you're in, a success. But *what* clicks? Must be luck, partly, because to some of us it never happens. Must be you've got something the public wants (but didn't *know* it wanted, until that magic click). It might be some miracle blend of things: the singer begins to find his style, and find himself, and just at that point he happens to do a specially good treatment of a song, *and* just at that point the public happens to be ready for the song and for him. Who's to say for sure? I know it was two records of *I Surrender, Dear* that my brother, Everett, mailed to two networks in 1931, that led this gravel-throated baritone to his first \$600-a-week break with CBS. I know that at times it *seems* that one song makes the singer. Frankie Laine warbled along for years, not a flop by any means, and then with *Mule Train* he made it big. With Johnnie Ray it was *Cry*, with Mario Lanza *Be My Love*, with Billy Eckstine *Caravan*. Peggy Lee didn't become famous till she made *Manana*, a switch from her usual dreamy style. But you dassn't over-simplify these things. The popular legend is that *Come On-A My House* made Rosemary Clooney, but Bill Saroyan, who wrote it and saw it kick around unsung for ten years, knows that it was just as much a case of Rosemary making the song. Maybe the great thing is that there *isn't* any rhyme or reason to the process, but only magic . . . magic that might touch some kid, tonight, who's begun to believe it can't happen to him. And tomorrow we'll all be telling him we knew he had it all the time.

BING CROSBY, of CBS radio, the very definition of the traditional success story, got that way by defying the traditional rules. *The* world's most famous present-day singer arrived at his peak of eminence by *not* getting to bed early, by *not* getting up ditto. But, as everyone knows, his bank account now exceeds those of most bankers—who have. Born May 2, 1904, at Tacoma, one of seven children, Bing was christened Harry Lillis. He got the entertainment bug at Gonzaga U., started his night time career as one of Paul Whiteman's Rhythm Boys in the 20's. The rest is a pretty well known book—published this year.



DORIS DAY, the triple-threat vocal star of records, the movies and CBS radio's "Doris Day Show," was born Doris Kappelhoff in Cincinnati on April 3, 1924. For some reason, Barney Rapp, the band leader with whom she got one of her first jobs in a Cincinnati night club, rechristened her. The Day dawned when her most popular request became "Day After Day." Succeeding chapters in the Daily success story were the Bob Crosby and Fred Waring ensembles, then her smash hit with Les Brown and "Sentimental Journey." Her record and starring film contracts followed. Doris, 5'6", blonde, blue-eyed and 120 pounds, is married to Marty Melcher. Home: San Fernando.

ROSEMARY CLOONEY was just another promising vocalist when she made the record that swept the country—"Come On-A My House." Now the popular Columbia recording artist also owns a Paramount Pictures contract and, judging by the success of her first movie, "The Stars Are Singing," she ought to be a top film star for years to come. Rosie, whose effortless style has often been likened to Crosby's, was born in Maysville, Ky. When she was 13, the family moved to Cincinnati where she and her sister, Betty, landed a job singing with WLW. Tony Pastor heard the kids and signed them up with his band. Rosemary recently became Mrs. Jose Ferrer.

GORDON MacRAE, singing emcee of NBC radio's "Railroad Hour," has been faithful to NBC, after his fashion, ever since 1940. That's when he became a page boy for the network. A successful audition with Horace Heidt took him out of uniform (until '43, that is, when he donned one of Uncle Sam's). He added acting to singing success in "Junior Miss" on Broadway, then got a job replacing Frank Sinatra in radio. After the war, the singing lead in Ray Bolger's "Three To Make Ready," many successful records, and stardom in his own radio show. Born in East Orange, N. J., March 12, 1921; married actress Sheila Stevens 1940; three little MacRaes added since.

JO STAFFORD started out to be an opera singer, but is now quite content to be one of the best known popular singers in the world. Jo was born in Long Beach, California, and trained to be a coloratura. It took an earthquake to stop her. After the tremor of '33 almost destroyed Long Beach (and the auditorium in which she was to make her debut), Jo formed a trio with her sisters and their radio success went to their pocketbooks. Jo has been cashing in on her "popular" style ever since, but it's her sound training in the classics which gives her her uniqueness. An international broadcast she did for the "Voice of America" brought more mail than it ever received before.



Doris Day



Rosemary Clooney



Gordon MacRae



Jo Stafford



EUGENIE BAIRD, songstress of MBS's "On and Off The Record," had few of the crowing pains usually associated with the early days of warblers. She was in a high school concert, was spotted by a radio producer, was signed for a job on a local station. It was as simple as that. Paul Whiteman signea her up; she was on the Crosby show a year; on B'way in "Angel In The Wings." Aladdin's genie had nothing on Jeanie's.



E. POWER BIGGS, one of the world's foremost organists, has been heard regularly over CBS since 1942. His nationwide following, however, stems not only from radio, but from extended concert tours, appearances with major symphonies and multiple recordings. Biggs comes from Westcliff, England. He studied at the Royal Academy in London, graduated with the highest honors in organ music, came to the U. S. in 1930.



MARTIN BLOCK, of ABC radio's "Make Believe Ballroom," has nothing make-believe about the hundreds of thousands of dollars he's made from his inexpensive little program format. From a 15-minute program of popular recordings over WNEW in New York, it has grown to a network show of several hours a week, with a corresponding increase in sponsors. Block started as a door-to-door salesman. It's now coast-to-coast.



NANCY CARR, of Mutual's "Chicago Theater of the Air," is equally at home among operatic arias or simple ballads. Her singing career started early; she was enrolled at the American Conservatory when she was 15. Then followed copious work as a church and concert singer throughout the Midwest before she made her debut on Chicago radio to win much acclaim and a contract. She was born in Springfield, O.



DON CORNELL, who plays host to musical celebrities on his ABC radio "Don Cornell Show," packs plenty of punch as a prize-fighter turned vocalist. A native New Yorker, black-haired, black-eyed Don climbed out of the ring at 17, holder of the NYC High School middleweight boxing title, to win fame singing with Sammy Kaye. "For You," an album of standard tunes, is his current best-seller; "It Isn't Fair" was his first.



BETTY COX, of CBS radio's "There's Music in the Air," not only has a sweetheart in the Air Force, but has been named "Sweetheart of the Air Force." The former is USAAF Major Edward Purdy, Betty's husband; the latter is the title recently conferred by officers at MacDill Air Force Base. Born Elizabeth Rossen in Beaver City, Neb., Betty was a Godfrey "Talent Scout" find, guested an Vaughn Monroe's "Camel Caravan."



RED FOLEY, deon of the NBC radio "Grand Ole Opry" gang of 200-some-odd performers, began music-making as Clyde Julian Foley in his home town of Tucumcari, N. M. Father Foley played cowboy songs on a fiddle, which instrument Red mastered along with the harmonica. Red studied opera at Georgetown College, where a talent scout found him for the Chicago Barn Dance. Red and his 3 daughters live in Nashville.



HORACE HEIDT literally broke his back trying to be a great name in sports, but all of show business—especially protégés Frankie Carle, the King Sisters, Gordon MacRae and others—thank heaven music claimed him. Born May 21, 1903, in Alameda, Cal., Heidt fractured his back playing football at the U. of C. Recovered, he organized the band that made radio history. Heidt is married, has 4 kids—3 boys and a girl.



SAMMY KAYE, whose "Supper Club" is an NBC radio feature, developed his "swing and sway" technique to help pay his way through Ohio University and a civil engineering course. Sammy and his band earned enough to open a campus nitery, decided to chuck school in '32 for a booking in Cleveland, Kaye's home town. An NBC network show in '35 brought him national fame and his debut at NY's Paramount Theater.



STAN KENTON, of NBC radio's "Stan Kenton Concert," has won the popularity poll of the musical magazine, "Downbeat," for three years in a row. This is sweet music for a guy whose band was called "loud" and "undanceable" when he first came East from California in '41 and was fired from two prominent dance spots. Pianist Stan was born in Kansas, Feb. 19, 1912, but raised on the West Coast by a piano-teaching mom.



CURT MASSEY, of CBS radio's "Curt Massey Time," has been a virtual one-man band, as well as baritone vocalist, on the show since 1949. He plays piano, trumpet, just about any other instrument. Curt went to the conservatory in Kansas City, led an orchestra there soon afterward, had no great difficulties crashing network radio. He's married to a Kansas City girl; they have two sons and live in Beverly Hills, Cal.



JOHNNY MERCER, of CBS radio's "Johnny Mercer Show," has written more than 500 songs and has scored smash hits with 60 of them—which is not bad for a fellow who never took a lesson in his life. He says he just gets an idea and then picks out the melody one-finger. Johnny's a native of Savannah, Ga., November 18, 1909. He first sang with Whiteman and Goodman. Now lives in Hollywood with wife and two kids.



VAUGHN MONROE, of CBS radio's "Vaughn Monroe Show," had to quit his engineering studies at Carnegie Tech because he lacked funds. And as a result very few engineers even come close to his earnings today. Vaughn's musical ability got him some good band jobs and, soon, his own top-ranking outfit. He's a native of Jeannette, Pa., is married to his high school sweetheart; they have two daughters, ages seven and ten.



JANE PICKENS, of NBC radio's "Jane Pickens Show," came to New York from Macon, Ga., with sisters Patti and Helen, and they immediately got into the big time as a trio. And when Helen and Patti married respectively, Jane just stayed there. She's had serious training—Curtis, Juilliard, Paris conservatory; has clicked on the stage as well as the air. She is 5'7", weighs 132, has light brown hair, blue eyes, enjoys playing golf.



BOBBY SHERWOOD, band leader turned off-beat disc jockey on ABC radio's "Bobby Sherwood Show," is making a new name for himself with his unconventional and funny intros for those important themes—the commercials. Although a fine musician and composer, Bobby maintains he wanted to talk, too. He got his start in Hollywood radio, but he really grew up in show business—as part of a big vaudeville family.



MEL TORME's show business gifts are so diversified that at one time he was at a loss to decide on which one he ought to base his bid for stardom. Before deciding on singing, he was also an accomplished pianist, music arranger, guitarist, drummer, songwriter and actor! A Chicagoan, Mel sang with a band at four, was a seasoned vaudeville trouper by the time he was six. Mel recently starred in "Summertime, U.S.A."



TENNESSEE ERNIE, or Ernest J. Ford of ABC radio, is a hillbilly singer with a difference. He studied voice at the Cincinnati Conservatory of Music. Ernie comes from Bristol, Tenn., born Feb. 13, 1919. He got into the rustic music by chance, however, while an announcer in Pasadena. He's now one of the best in the field. With his wife, Betty, and two sons, he lives on a ranch at Whittier, Calif., likes to hunt and fish.



MARTHA TILTON, of CBS radio's "Curt Massey Time," came to that long-running show with a long record of successful vocalizing. She'd been with Benny Goodman's band, in any number of bigtime radio programs and one of her very own. She was born in Corpus Christi, Tex., but grew up in L.A., made her singing debut there immediately after high school. She's five-foot-two, eyes of blue, blonde, etc., and lives in Hollywood.



MARGARET WHITING, star of ABC radio's "Dancing Party," got a head start in the music business; her father was the famed composer, Richard Whiting, who evidently did nothing but compose hits. Margaret didn't have much trouble getting radio appearances with Pop's collaborator, Johnny Mercer. But she's been tops on her own ever since. She was born in Detroit, but grew up in Pop's working area, Hollywood.



EARL WRIGHTSON probably got his first singing job through influence. He was a member of the choir of a Baltimore church where his father was minister. But since then he's done very well on his own. He's been soloist with the nation's leading symphonies and on the biggest serious music programs of radio and TV. He's come a long way since his start as an NBC page boy. Earl is married to a Baltimore girl.

on the serious side . . .



HOWARD BARLOW, the perennial conductor of "The Voice of Firestone" over NBC radio and TV, was a pioneer in the introduction of symphonic music on the air. Add to that the fact that he's been a foremost champion for America's serious composers. Barlow is from Urbana, Ohio, studied music at Columbia University. In addition to his extensively aired symphonic programs, he's frequently been guest conductor for the nation's leading orchestras of that ilk. His home is in Pound Ridge, New York.



DIMITRI MITROPOULOS, director of the N.Y. Philharmonic-Symphony heard over CBS, believes in giving an equal hearing to both "modern" and "classic" music. "They both have a place in our listening," he says. A result is floods of letters from irate fanatics of either side—which he answers personally, patiently explaining his credo. Greek-born, but ardent American by choice, Mitropoulos is fond of an old dance hall sign: "Don't shoot the artist. He's doing the best he can." Mr. M is too.



ARTURO TOSCANINI, the almost legendary conductor of the NBC Symphony Orchestra, still brings his fiery temperament and activity to everything he does, despite those 86 years. His more than three score years of directing world-famous orchestras have only added to his fabulous reputation for memorizing scores, for reaching new heights of musical perfection. It is difficult to recall that he was the son of a poor Italian tailor, that his early wild dream was merely to be a good 'cellist! That's all!



DONALD VOORHEES, conductor of NBC radio's "Telephone Hour," was directing music in the air even before there were any radio networks. That was back in '24 when he was something of a musical prodigy, fresh out of his native Allentown, Pa. His local fame as pianist and orchestra leader led to his directing a Broadway musical in 1920, at age 17. And myriad hit musicals followed. Then came radio, to which he has been faithful ever since. He's in his 40's; two grown V's.

quiz shows

what's the answer?



foreword by **don mcneill**

■ For twenty years now I've been making my living by trying to make people smile and be happy before breakfast, and one of these days, my bosses may decide the whole premise is absurd and impossible and I'll lose my job. But so far, I haven't been found out. Impossible or not, my "twenty years of corn" have been so pleasant I can hardly believe it—mostly because of the people I've met. The interesting ones, the funny ones, the pathetic ones, the surprising ones. Once I asked a lady why her husband hadn't come along with her to the show. "Oh, you know these conventions," she said. "He was out with some of the frozen food delegates last night—and was frozen stiff when he got back to the hotel." You see, every *Breakfast Club* program (including tomorrow's) is a première, because we never

know what my audience interviews will uncover. One morning a young lady of six asked me if I knew why it took baseball runners longer to get from second to third than from first to second. Nope, I said, and braced myself. "Because there's a short stop between second and third," she explained. Another day, Mrs. Thomas Evans of Shelbyville, Ind., wrote on her studio card, "I've always had the urge to hit someone with a soft pie." I was a soft touch for that one—I sent out for a banana cream pie, and offered Sam Cowling as a target, his back that is, because I don't believe in hitting people in the face. Mrs. Evans let fly and not only hit Sam, but decorated everybody in the first six rows (and us on stage) with cream, crust and banana. Did anyone say this job was easy as pie?



CHUCK ACREE, Mutual's "Man on the Farm," was studying at De Pauw University when lack of finances made him leave school and go into radio. Now, as the homespun commentator of his weekly program, he broadcasts from a huge, experimental farm in Illinois, often provides authentic agricultural information. Chuck, a native of St. Louis, worked as a pitchman for the Idaho Pocatello Peeler in his youth and at present runs his own self-supporting farm.



JACK BAILEY and "Queen for a Day" (Mutual) have become practically synonymous in the years that Jack has been crawling lucky ladies on his daily program. He was born in Hampton, Iowa, and after attending Drake University, he studied dramatics under Max Reinhardt in New York. He worked as a barker at San Diego's World Fair and broke into radio with an early-bird show. Soon he was on a national network. Not much later, Queen for a Day came along.



TOMMY BARTLETT, emcee of NBC's "Welcome Travelers," decided on radio while he was still going to a Milwaukee, Wis., high school. After graduation, he did odd jobs in a local radio station and later moved to Chicago to head his own program. He flew for the Air Transport Command during the war and then returned to radio where he established his present show. Tommy, who has flown commercially, still flies in his spare time to keep his private license valid.



RED BENSON, singer and host of NBC's "Name That Tune," made his debut on radio at 16 when he appeared on a Philadelphia show after winning a national oratorical contest, and at 19 he was the youngest announcer in Philadelphia with a sponsored show. While a chief petty officer in the Navy, he worked with USO groups, then later went back to radio. Ex-night club comic and author of several published songs, Red attended Ohio State U., majoring in psychology.

DON McNEILL, genial emcee of "The Breakfast Club," is so modest and unpretentious he would be the last person to ascribe his success in radio from anything more than the ability to get up at 5:45 each morning for his early morning show. Actually Don's career in radio is founded on much more. Born in Galena, Ill., he was graduated from Marquette in 1930 with a Ph.D., and became a staff announcer of a Louisville radio station. Later, he teamed up with a singer and the two of them had a brief fling at vaudeville until they realized that this form of entertainment was dying. Returning to Milwaukee, Don was offered the task of re-vamping a sluggish, Chicago morning program. He took over and after changing the name and format, "The Breakfast Club" was born. His natural interest in people and spontaneous wit has kept the show's popularity on the rise for the last 20 years. Don met his wife while at college and they were married in 1931. Now they are the parents of three boys who sometimes appear on the program. Off the air, he gives golf pros competition, shooting in the low 70's.



JACK BERCH, star of his own show on NBC, decided to be a drummer after graduating from an Effington, Illinois, high school. After several years of touring with a dance band, he became a coffee and tea salesman in Youngstown, Ohio. It was Jack's habit to sing as he worked and he so impressed his feminine customers that they petitioned a local radio station to give him a try. It wasn't long before he was emcee of his own program of songs and chatter.



JIMMY BLAINE, popular baritone of ABC's "Stop the Music," was singing with a trio over a Greenville, Texas, radio station when he was only seven. Paul Whiteman heard him and liked him. During the war, Jimmy flew for the Air Force and often dropped in at the Club Baccarat in Paris. After winning first place in "The Big Break," he came to New York—and when he was signed as announcer of the Whiteman show, his career was established.



JACK GREGSON started in radio at the age of 12 when he wrote, produced and starred in a school program over a radio station in his birthplace, Spokane, Wash. Jack, who is the engaging host of ABC's "Live Like a Millionaire," has worked in Salt Lake City and West Coast radio stations and also has been featured in the movies. During World War II, he served as an Army Air Force flight officer in the South Pacific. He has been married for 12 years and has a son.



BOB HAWK, star of his own CBS show, started off in radio by reading poetry. Before becoming a quizmaster, he commented on sports, news and even grand opera. Bob was born in Creston, Iowa, and later attended Southwestern College in Weatherford, Illinois, where he became interested in dramatics. At 18 he taught junior high school and was just about to take a job at Northwestern University when he was hired by a Chicago station and his radio career began.



WALTER O'KEEFE, star of "Wizard of Odds," on CBS, has also authored several plays and songs, including "The Man on the Flying Trapeze." Born in Hartford, Conn., educated in a London school, he returned to this country with the idea of studying for the priesthood. Instead he attended Notre Dame where he lived with Knute Rockne. O'Keefe got his start in radio as a member of the Paul Whiteman rhythm boys, later appeared on Broadway with Beatrice Lillie.



HARRY WISMER, heard on "Wonderful City" (Mutual), covered the sports world for 20 years before trying his hand as an emcee. When a football injury forced him to stop playing for Michigan State, he turned to broadcasting college sports. In 1936 Wismer was picked to broadcast for the Detroit Lions, later did more and more sports coverage. He has won numerous awards for sports-casting and is director of the Washington Redskins. He lives in Ypsilanti, Mich.



foreword by vivian smolen

SERIALS

drama day by day

■ If you never listened to daytime serials, you might think that the story of *Our Gal Sunday*, which is the story of an American girl who married into wealthy English nobility, was about as unreal as radio could get. But to people who do listen—and many of them have followed “Sunday” from the very start of her story nearly 17 years ago—both the story and the characters are as real as the people next door. And their estate, Black Swan Hall, at “Fairbrook,” Virginia, where Lord Henry and Sunday now live, is as believable, apparently, as any imaginary dwelling can be. Despite Sunday’s glamorous life, she’s still the same girl whom two old miners found on their doorstep years ago; she’s never lost her simplicity and her straightforward instincts, and listeners are still very much able to identify themselves with her and draw inspiration from her experiences. She gets many Christmas cards “hoping you and yours enjoy good health.” She got an invitation recently from a nice old lady in California to visit whenever she and Henry could get out that way. She gets complaints, too, about the way situations develop in her life. “Shouldn’t justice be done, and good triumph?” one listener demanded. “Sheila should have gone to jail . . . then Sunday could have been real charitable and visited her.” Wrote another woman, from Massachusetts: “If Henry leaves Sunday again, you have also lost a listener. He ought to have the decency to have a little faith in his wife. Maybe the English are that stupid, but we Yankees give our husbands and wives the benefit of a doubt.” A boy of eight wrote Sunday just to say, “I love you,” and a youth of 20, losing his sight, wrote to ask for her autographed picture—“a dark one, because I can see dark pictures better than light pictures.” Not long ago Sunday was told in a letter, “You have so much warmth and kindness; the program brings us feelings of love and affection toward our fellow men.” As long as people feel that strongly about it, *Sunday* will endure.

OUR GAL SUNDAY, the girl who was raised in a log cabin and became the wife of Lord Henry, a wealthy English aristocrat, is played by Vivian Smolen, who was raised in Brooklyn. Her father, a violinist and conductor, saw to it that Vivian got a thorough training in music, dancing and dramatics as a child. Vivian made her first radio appearance in high school, liked the field so much that she quit Brooklyn College after only a few weeks to devote herself to acting. She has an ever growing collection of records in her New York apartment, likes to paint and window shop in her spare time. (For biography of Karl Swenson (Lord Henry) above, see “Lorenzo Jones”).

backstage wife

MARY NOBLE, long-suffering actress married to a matinee idol on the NBC program, "Backstage Wife," stars Arizona-born Claire Niesen who auditioned for her first radio part in 1937. Reversing the usual order of events, she got her first Broadway role by being seen on a television show by an actor's agent who signed her and promptly got several good Broadway parts for her. While not from a theatrical family, she always wanted to be an actress, and got her start as a dancer. Claire is married and has one child. She's 5'4", weighs 102.



LARRY NOBLE, matinee idol husband of Mary, is played by James Meighan, who is also a top-notch actor and a handsome man. Meighan studied painting in Paris and his native New York, but determined on a theatrical life because he so admired his uncle, early great screen star, Thomas Meighan. Seeing John Barrymore's performance as "Hamlet" cinched his decision. After a steady building of experience in the theater, he began on NBC radio in 1931, and has played a wide range of roles—including the title role of "Charlie Chan"—ever since then.

brighter day

REV. RICHARD DENNIS, benevolent minister whose generosity frequently gets him in trouble, is portrayed by Bill Smith on CBS. This is the first role in which Bill has played a member of the cloth, but this one-time student at a Foreign Service School has extensive drama work in his background. Born in Providence, R. I., he first was a singer with a popular band (for 8 years), then moved on to dramatic radio roles after intensive voice study. Married to a former school teacher, he has five children, three boys and two girls, all of them musically inclined.



LIZ DENNIS, 25-year-old daughter who manages the Dennis affairs, is played by beautiful Margaret Draper who set out from Salt Lake City, her home town, for New York, optimistically clutching \$38 to "tide her over" until she began her theater work. And she won the gamble, obtaining work with the famed Michael Chekov Theater almost immediately. After several years with the Red Cross overseas, she did her first CBS radio broadcast and her talent brought her an increasing number of roles. She's married to Joe De Santis who formerly acted in "Brighter Day."

hilltop house

JULIE PATERNO, who runs the orphanage at "Hilltop House," is played ably by CBS star Jan Miner, one of the best-known names on daytime radio. Jan, unlike so many of her colleagues, didn't want to be an actress, and in her home town of Boston, studied intensively for a career as a scenic designer. But she was much too pretty, and when interviewed for jobs by directors, was immediately cast as one of the players. Jan is an amateur farmer and a skilled mechanic. She spends every possible moment at her 68-acre farm in Meredith, N. H.



DR. JEFF BROWNING, Julie's romantic interest, is depicted by Robert Haag, who once wanted to be a politician. Born in Cullom, Ill., Bob enrolled in law school at Northwestern University, but got waylaid by a summer theater producer who convinced him that acting would be excellent experience for facing future audiences of voters. That was all. He joined a national stock company instead of returning to school, played in several Broadway shows, and the title role of CBS radio's "Death Valley Sheriff" before his current heavy schedule. Bob's single, likes to cook.

front page farrell

FRONT PAGE FARRELL, a fighting newspaperman, is played by Staats Cotsworth who, like Farrell, believes that the only way to reach a goal is to get out and work for it. Staats got himself a top education in industrial arts in Chicago, near his birthplace of Oak Park, Ill. He was one of only 50 winners from among more than 1,400 applicants for Eva La Gallienne's Civic Repertory Theater, and has done 23 Broadway shows and innumerable stock company parts. In 1942 he embarked on the radio phase of his career. Married to Muriel Kirkland.



SALLY FARRELL, wife of NBC's "Front Page Farrell," is movingly portrayed by Broadway star Florence Williams who has played Judith Anderson's daughter in "The Old Maid," and Tallulah Bankhead's daughter in "The Little Foxes." Coming to New York after years of music study prior to and while attending Washington University in her home town of St. Louis, Mo., Florence worked with the Goodman Theater Co. in Chicago and several months of stock in Cleveland. Florence sold dolls at Macy's, New York, at one time, and is a clever, original designer.

just plain bill

BILL DAVIDSON, one of the first daytime serial characters, has been given life for more than 20 years on NBC by veteran actor, Arthur Hughes. Hughes made his radio debut in 1929, but already had such superb Broadway plays to his credit as "An American Tragedy," "Elizabeth the Queen," and "Mourning Becomes Electra." He began his career at 7 when a family friend, a stage manager, took him to the theater to fill children's parts in his home town, Chicago. Later Art wanted to be a lawyer, took acting work only to earn law school fees. Happily, he soon tired of the bar.



AMY CHADWICK, who recently married Ralph Chadwick on "Just Plain Bill," is played by Elaine Rost who was born in Cincinnati, O. She studied there at the Conservatory of Music, won a beauty contest and worked at station WCKY where she began her dramatic career pinch-hitting for busy actresses. She was very soon transferred to a full-time job on the dramatic staff. Later she toured the country with a national troupe, and played ingenue radio roles when she was told she was too young for singing jobs. She is still studying voice, however, occasionally gets singing roles.

life can be beautiful

"PAPA DAVID" SOLOMON, kindly, philosophic hero of "Life Can Be Beautiful" on NBC, is given life to millions of listeners by Ralph Locke, whose family is truly artistic, and has produced writers, painters, sculptors, poets and musicians as well as actors. After studying several languages, then dialects and acting, Locke made his debut with family friend, renowned actress Minnie Maddern Fiske. His radio work began in the 1930's with appearances with Fanny Brice, Bob Ripley, and other top stars. He has been "Papa David" since the program began in 1938. His other love is swimming.



CHICHI GERARD, lovable and understanding heroine of "Life Can Be Beautiful," is well characterized by auburn-haired ingenue, Teri Keane. Her mother was a noted Hungarian concert singer who provided her daughter with a broadening artistic background in New York City. Teri has appeared in three hit shows as a singer and dancer, was a featured vocalist in top N. Y. supper clubs, and made many radio appearances since her debut on Lanny Ross's "Showboat" program in 1949. Her fine talent brought her the role of Papa David's Chichi. She's Mrs. John Larkin.

lorenzo jones

LORENZO JONES, an impractical dreamer who succeeds in a practical world, is personified on NBC by handsome, blue-eyed Karl Swenson, from Brooklyn, N. Y., originally, Karl finished college before he returned to New York to study with Maria Ouspenskaya at the American Laboratory Theater. In the years that followed, Swenson played a lot of stock, several hits Broadway plays (including "One Sunday Afternoon," and "New Faces") and finally made his radio debut, as did so many other of today's radio stars, on a "March of Time" show. Karl has four (4) sons.



BELLE JONES, Lorenzo's sensible wife is only one of 600 roles played by one of radio's most versatile actresses, Lucille Wall. Chicago-born, Lucille has lived and attended school in Brooklyn, Washington and New York. She made her stage debut at 17, appeared for two years with Jane Cowl in "Romeo and Juliet," "Pelleas and Melissande," and "Antony and Cleopatra." She was also in the cast of the fabulous New York show, "The Ladder," which ran to almost empty houses for 2 years and cost its eccentric backer more than a million dollars. Married to actor Louis Hector.

one man's family

HENRY BARBOUR is so believably acted by J. Anthony Smythe on NBC's "One Man's Family" that he frequently receives mail addressed simply to "Father Barbour." Smythe was born in San Francisco, graduated from that city's university (where he studied law, but not too seriously), became a leading man within a year of his stage debut in Philadelphia. He made his first radio appearance in 1930 in a Carlton Morse production, "Split Second," and when Morse created the role of Henry Barbour in 1932, he already had Tony in mind for the part. Smythe has been playing it since.



FANNY BARBOUR is the only role which Minetta Ellen has accepted since "One Man's Family" went on the air 21 years ago. A grandmother by the time she was finally able to begin the acting career she had always wanted, Miss Ellen was born in Albion, Iowa, raised in Cleveland, married, and had raised a family before her stage debut at the old Fulton Theater in Oakland, Calif. Coincidentally, she played there for an entire season opposite Tony Smythe whom she didn't see again till ten years later when they were cast as the Barbours. Minetta attended Asheville College.

pepper young's family

PEPPER YOUNG, typical young American who could be your brother or cousin, is brought to life on NBC through the fine abilities of a native New Yorker, Mason Adams, who hasn't had time to think of returning to the stage since his radio "first" in 1945. He holds an advanced degree in speech from the U. of Michigan, has taught in top drama schools (Marlon Brando was one of his students). He is married to another of his ex-students, and maintains such a heavy schedule of radio appearances that he's seldom out of New York more than 24 hours. He's a World War II vet.



PEGGY YOUNG, otherwise known as Betty Wragge, was launched in her career by a movie part when she was three. She got the desirable role of Peggy by arriving, uninvited, at the NBC audition in her first pair of long silk stockings—which wouldn't stay up. But the casting director was a good deal more concerned with her intrinsic talent and solid experience as an actress than with adolescent fashion problems, so she got the part. Betty was born in New York, attended the Professional Children's School, and is an ardent sportswoman. Betty has been married since 1951.

road of life

JOCELYN McLEOD, Jim Brent's romantic interest, fulfills a childhood ambition for Virginia Dwyer, co-star of "Road of Life." She was fascinated by her father's work as a doctor, but also drawn to dramatics. So she abandoned her medical aspirations, to her father's disappointment and her own regret, never dreaming that she would fulfill both ambitions, in a sense, by creating the sympathetic part of a trusted doctor's supporter. Virginia was born in Omaha, Neb., studied at the University of California at Los Angeles, and was on Chicago radio before she came to NYC.



DR. JIM BRENT, trusted surgeon-scientist who is the hero of CBS's "Road of Life," is a deeply credible personality, one reason for which is the clear, confident voice of his creator, Don McLaughlin. Born a doctor's son in Webster City, Iowa, Don studied at four universities, taught high school, was a Tucson, Arizona, radio station newscaster, and finally was impelled to try his luck as a writer or in radio in New York. The writing wasn't a success, but before long, Don had compiled an impressive list of top radio credits. Married, he has three children. Don also stars in "Counterspy."

rosemary

ROSEMARY, the patient wife of amnesia victim, Bill Roberts, is played by Virginia Kaye who, by agreeing to take secretarial courses besides, was able to elicit the half-hearted cooperation of her family in pursuing an acting career. She studied drama (squeezing in the stenography evenings), worked in summer stock, and finally won her way into an out-of-town New York Theater Guild production. This brought her Broadway parts in "In Bed We Cry," and "Kiss Them For Me." She is married to famous producer Kermit Bloomgarden and has two sons. Virginia's a native New Yorker.



BILL ROBERTS, Rosemary's amnesia-victim husband, is portrayed by Bob Readick, son of well-known radio actor, Frank Readick. Now in his mid-twenties, Bob was on the CBS show, "Let's Pretend" before he could even read a script. Later he became a full-fledged performer on that program, and appeared as a child actor in "George Washington Slept Here," and "All In Favor." He has played several Hollywood roles, and is currently featured on no less than five radio shows, including Marlene Dietrich's "Time for Love," and "The FBI In Peace and War."

the doctor's wife

DR. DAN PALMER is played by Donald Curtis on NBC's "The Doctor's Wife." Curtis was born in Eugene, Ore., in 1915, earned an M.A. from Northwestern University's Speech School, was a drama and speech instructor at Allegheny and Duquesne Universities before he became associate director of the Pasadena Playhouse. The same year he got that job, he appeared in the first of 80 movies. For the past decade, Don's fine acting ability has come into its own—he has been featured regularly on top Hollywood and New York radio and TV shows. Curtis is married, has a son, Chris, 3.



JULIE PALMER, "The Doctor's Wife," is played by 25-year-old Pat Wheel who already has an impressive list of radio, TV and theater credits to her name. Born in Manhattan, she insists that she is the "fifth wheel" in her family (one sister is a successful writer and the other a well-known stage manager). Pat won a dramatic scholarship when she was 15, played extensive stock engagements, toured the South Pacific during the war with a U.S.O. troupe, and, among other Broadway roles, played Roxanne to Jose Ferrer's "Cyrano de Bergerac." Pat lives alone and likes it.

the romance of helen trent

HELEN TRENT, whose romantic opportunities have given heart to thousands of women over 35, is sincerely and convincingly played by Julia Stevens, whose faith in the humanness of her fictional role gives the program much of its warmth and truth. Julie has played with summer stock companies in the East, with the famous Pasadena Playhouse group, been under contract to Warner Brothers for several pictures, and played leading roles in such Broadway hits as "The Male Animal," and "Cry Havoc." She's been playing Helen Trent for 9 years now. Married to Lt. Underhill of the Navy.



GIL WHITNEY, Helen Trent's romantic interest, is convincingly portrayed by David Gothard, who has spent much of his adult life shuttling back and forth between the three radio capitals—New York, Chicago and Los Angeles. He was born in Beardstown, Ill., moved with his family to Los Angeles when nine, hitch-hiked to Chicago at 20, and there landed a job as a radio announcer—on his 21st birthday. Tall, blue-eyed Gothard returned to L.A. for a short time as a disembodied villainous voice for puppets, and since his return to Chicago in 1934, has had nothing but the starring roles he deserves.

the right to happiness

CAROLYN KRAMER, who has suffered more unhappiness than most of us, is sympathetically acted by Claudia Morgan on NBC's "Right To Happiness." Claudia was born in New York into one of the country's top acting families; her father was famous Broadway star, Ralph Morgan, and the beloved Frank Morgan was her uncle. At the age of 16 she was co-starred with her father—who then insisted she return to school for two more years. She has since starred in more than 30 Broadway shows, several movies and half a dozen daytime radio serials. She's married to radio announcer Ernest Chappell.



MILES NELSON, co-star of NBC's "Right to Happiness," is capably enacted by handsome John Larkin who was born in Oakland, Calif., and had already played a season of summer stock before his graduation from the University of Missouri. He spent several years in Kansas City radio as disc jockey, announcer, actor, and star of his own singing program. Four years each in network shows from Chicago and the Army brought him up to 1946 and New York. He is not at all afraid to tell you that he earned part of his college expenses by digging ditches. John's wife is Teri Keane of "Life Can Be Beautiful."

the second mrs. burton

TERRY, "The Second Mrs. Burton," on the CBS show of that name, is played by pretty Patsy Campbell, who began her thespian work at the Goodman Theater on the Northwestern University campus. Born in nearby Chicago, Patsy was already familiar with radio from her frequent Goodman Theater associations with Chicago's station WGN. So when she journeyed eventually to New York, it was not surprising that she immediately won a minor part in her current radio show, and within two years, graduated to the female lead. In private life Patsy is married to radio director Al Reilly.



STAN BURTON, who married Terry, is delineated by Palo Alto, California-born, Cleveland, Ohio-reared Dwight Weist who was a promising writer during his days at Ohio Wesleyan U. But Dwight was already preoccupied with the then new radio medium, and held a full-time announcing job in nearby Columbus after his classes were over. He sold two first-rate radio scripts, then came back in front of the mike permanently. Dwight is the host on CBS's "Grand Slam," and is a Warner-Pathe newsreel commentator and narrator on the "This Is America" series. Has 2 kids.

this is nora drake

NORA DRAKE, the sympathetic nurse of CBS's "This Is Nora Drake," is played by Joan Tompkins, New York-born daughter of professional singers. After thorough training in all the dramatic arts from the time she was in high school, she first starred with Thomas Mitchell in "Fly Away Home," and followed with an impressive list of successful Broadway roles. Having done some work in radio before her part in "My Sister Eileen" (original B'way production), she was so deluged with radio work that since she has had little time for much else. She's married to actor Karl Swenson.



DR. ROBERT SARGEANT, conscientious M.D. on "This is Nora Drake," is ably portrayed by veteran radio star, Les Damon whose fine acting ability has gained him leading roles in dozens of first-rate radio, TV, and Broadway shows. Born in Providence, R. I., in 1910, Les worked for a public utilities company after graduating from Brown University, until he made his acting debut in England. He has been "The Thin Man," and "The Falcon," among other famous radio detectives, and for several years starred on radio's "Grand Central Station." His wife is actress Ginger Jones.

when a girl marries

JOAN DAVIS, young lead of "When a Girl Marries," has been in the talented hands of actress Mary Jane Higby since the show began on ABC in 1939. Mary Jane's first theatrical appearance was at the age of three months, carried in the arms of her actor father in a show in St. Louis, Mo., their home town. Her family moved shortly after to Hollywood where she attended high school and worked with the L. A. Civic Repertory Co. A veteran actress at 18, she had a starring role 3 days after she arrived in New York, and her present one a year later. Joan's married to Guy Sorel.



HARRY DAVIS, co-star of "When a Girl Marries," is played by New York-born John Raby who worked on Wall Street after he finished high school. Six months of the staid business world was enough, so he studied drama for a time, and in 1935 became active in his new profession. John played a succession of Broadway hits, both as featured actor and star. Before and after his four years as an Army Captain in World War II, he worked in radio and TV steadily, and has over 200 TV shows behind him. He was the first male star on a television soap opera. Married, John has two young sons.

young dr. malone

YOUNG DR. MALONE, Medical Research Institute Director, whose life story is heard on NBC radio, has youthful Sandy Becker, born New Yorker, as its star. His background is apt for the show, for he was taking pre-medical courses at N. Y. University when he took an announcing job in Woodside, Long Island. He moved from it to a similar one in Olean, N. Y., then to a staff announcing spot in Charlotte, N. C. It was there that Sandy saw a girl walk into the studio and immediately stated, "That's the girl I'm going to marry!"—and he married her. They now have 3 kids.



ANN MALONE, wife of "Young Doctor Malone," is played authentically by a real-life mother and wife, Barbara Weeks. Born and raised in Binghamton, N. Y., Barbara is one of five daughters of ex-Chautauqua entertainers. She studied drama in NYC, and made her radio debut in Portland, Maine, while playing there in a musical. Extensive work in Broadway and touring shows, summer and winter stock, early radio followed until now she is heard frequently in many roles besides that of romantic Ann Malone. She's married to director Carl Frank, has a daughter, Roberta, 11.

young widder brown

ELLEN BROWN, sympathetic tearoom owner, is warmly dramatized by Florence Freeman, a native New Yorker, graduate of Columbia University and mother of 3 real-life children. Though she had been fascinated with the theater all her life, she doggedly turned away from an acting career and taught in upstate N. Y. for a year and a half before a friend dared her to audition for a radio part. That was all the push she needed, and a few years later, she was chosen for the title role in "Young Widder Brown," which she's been playing for the past 16 years. Florence is a B.A., M.A.



DR. ANTHONY LORING, played by Ned Wever on the drama, "Young Widder Brown" for the past eleven years, is the climax of a career which began for Ned when he put on his first production in New York at the age of five with the aid of his mom. During his years at Princeton University, Ned was a member of the school's famous Triangle Club where he wrote the book and lyrics for their annual musical show. He worked afterwards with the Indianapolis Stock Co., came on to New York to star in Broadway hits and a myriad of top-flight radio roles, including that of "Dick Tracy."

aunt jenny

AUNT JENNY, beloved "Real Life Stories" teller on CBS, has been warmly acted by Agnes Young for more than 15 years. Agnes, like so many of our stars today, knew she wanted a career in show business from the time she played her first stage role in high school in Port Jervis, N. Y., a town about the size of Aunt Jenny's "Littleton." She played in stock, organized a Little Theater group, married, had a child, toured with a Broadway road company—and finally made her radio debut on "The March of Time" more than 5000 broadcasts ago. Her daughter Nancy, 21, is an actress, too.



stella dallas

STELLA DALLAS, a mother who has become the classic symbol of sacrifice, has been played on NBC for more than 15 years by Anne Elstner who began her professional career as understudy for Eva Le Gallienne. Anne was born in Lake Charles, La., made her first appearance when 12 in Mena, Ark., finished school in a flurry of dramatic activity, and started in radio because she refused to be separated from her husband, Jack Matthews, by going along for the London run of the Le Gallienne show. She commutes to New York daily from her comfortable New Jersey farm.

foreword by **eve arden**

■ After a hard day at the office, or in the classroom, or over the ironing board listening to the daytime serials, most of us like to get out from under the pressure at night. That's why so many after-dark serial programs, which aren't serials so much as series of short stories with the same characters, seek to remind people that life can be taken philosophically—that life can be fun even while it's frustrating. On such shows we usually encounter the lighter, and brighter side of a profession. We find *Dr. Christian* doing his kind deeds in and out of office hours; *Rogers of the Gazette* getting Will Rogers, Jr., into and out of interesting newspaper situations; *December Bride* proving through Spring Byington that there's even a lighter side to mothers-in-law. And on *Our Miss Brooks* we show that there's a brighter side to school-teaching. The problems she encounters are sometimes a little exaggerated (I remember the morning a thundering herd of 8-year-old boys showed up in her high school class, and it turned out they were runaways, but who ever heard of 8-year-old hellions running away TO school?) But her reactions are in character. That is to say, she is quick-witted—remember, I'm speaking of her, not me—and sardonic and full of wisecracks and blessed or cursed with a heart of soft gold. She's like a teacher each of us can remember, and can remember falling a little in love with, because she's human. At least, teachers tell me so, and so do my own daughters, Connie and Liza. Miss Brooks also is in constant financial agony, at which her entire public seems to laugh. But teachers get what she means when she aches over the fact that she just can't get a certain biology instructor to propose, is told there are other fish in the sea, and snaps back: "Yes, but on my salary, I can't possibly hope to make the bait as attractive as it should be." Oh, there's a brighter side to school-teaching, all right—provided a girl's got an indestructible sense of humor.



SITUATION COMEDIES

friends of the



our miss brooks

CONNIE BROOKS, of CBS radio and TV's "Our Miss Brooks," has seemingly settled for life in the more or less placid mold of a school teacher, but there's nothing placid about the background of Eve Arden, who stars in the role. Very few teachers have had similar training for their work. For instance, how many school marms have an academic background which includes the "Ziegfeld Follies" and any number of other hit musicals? How many have appeared in almost two score movies to receive credit as one of the wisest-cracking comediennees ever to pass the critics' examinations? Appropriately, Eve started being an entertainer while in grammar school, in Mill Valley, Cal. She was then 7, her name was Eunice Quedens, her rendition of the heart-rending tune, "No Kicks My Dog," was the hit of the local Outdoor Art Club Show. At 16 she was with the Henry Duffy stock company in San Francisco. Then followed Broadway. With actor husband Brooks West and two little Wests, Eve lives in an antique-laden Hollywood house.



PHILIP BOYNTON, Eve Arden's much pursued biology teacher in "Our Miss Brooks," is played by Robert Rockwell who stands 6'3", weighs 190 pounds, has curly brown hair and blue eyes. Bob started preparing for the role in the third grade in Lake Bluff, Ill., when he took part in a high school play, "Parade of the Wooden Soldiers." Bob kept on acting in high school and college (U. of Illinois), then took off for the Pasadena Playhouse. After a four-year hitch in the Navy, Bob cracked Broadway and Hollywood. Married to Bettyanna Weiss, has three kids.



HARRIET CONKLIN, the principal's daughter on CBS radio and TV's "Our Miss Brooks," is portrayed by Gloria McMillan who didn't require much rehearsal for the role: she was a junior at Hollywood's Westlake School for Girls when first heard in the part. Gloria aims to be a real, honest-to-goodness dramatic actress. She certainly should have stage presence by now; she was a tired old blues singer at age 4, torching for a Portland, Ore. radio station. Born in Portland, March 13, 1933, she moved to Hollywood at 7, began doing "Big Town," "Mayor of the Town" and other shows.



WALTER DENTON, the butt of many of Connie Brooks' wisecracks, is played by Dick Crenna. An English lit. and history major at the U. of Southern California, lithe, six-foot Dick didn't exactly choose a radio career; radio picked, or maybe even seized on, him. There he was playing football, as 12-year-old boys will do, when his high school drama teacher yanked him out of the game to audition for a Boy Scout radio show. From star of the "Boy Scout Jamboree," Dick rose to present dizzying Denton heights. Dick was born in L.A., Nov. 30, 1926.

family

adventures of archie andrews

ARCHIE ANDREWS, that typical American boy, is played by Bob Hastings, that typical American boy. This Brooklyn-born lad made his radio debut as a boy soprano on the "Nick Kenny Show." As a youngster, he commuted between New York and Chicago in order to sing on the "National Barn Dance." He began playing his present role in the "Adventures of Archie" for NBC after a short career in the Army Air Corps. Bob is remarkably fond of torch songs, unaffected girls and all kinds of dancing, but no jitterbugging, if you please. He lists bowling as his favorite sport.



MRS. ANDREWS, Archie's mother, is one of a long series of "mother" roles for Alice Yourman. Born in Oregon, Ill., she was raised in South Dakota's Black Hills. She studied for a career as an English and speech teacher, but her subsequent marriage made her change those plans. Instead she traveled around the country with her husband directing amateur theatricals and acting on radio whenever she had the chance. When Miss Yourman was suddenly widowed, she brought her two children to New York and started the acting which led to her present role. She's been doing well ever since.

amos 'n' andy

AMOS is the radio name by which Freeman Gosden has been known for 25 years. After his schooling in Richmond, Va., where he was born in 1899, he became a salesman; first tobacco, then automobile. A job with a producing firm staging amateur musicals followed, and it was then he met Charles Correll who was to become the "Andy" half of the team. Their first broadcast as a singing duo was from a New Orleans station in 1920. The present "Amos 'n' Andy" show (CBS) was originated in Chicago. Some say it was one of the first things that Marconi, inventor of the radio, tuned in.



ANDY was a stenographer, bricklayer and arsenal worker before he joined the organization where he met his partner. Oh, yes, his name is Charles Correll when he is not working for CBS, and he was born in Peoria, Ill., just 63 short years ago. His hobby of playing the piano led him into show business. In the early days of their collaboration, Gosden and Correll often used to stay up an entire night preparing the script for a fifteen minute show. They later became so expert that they could do the same job a half hour before they went on the air. Both partners are family men.

december bride

DECEMBER BRIDE is the role played by Spring Byington on the CBS program of the same name. A native of Colorado Springs, Colo., her first professional engagement was at the age of 14 with the Elitch Garden Stock Co. in Denver. A few years later Miss Byington made her Broadway debut and subsequently appeared in 30 plays in the great metropolis. In 1932 she made the long trek to Hollywood to appear in "Little Women." After that first success she settled down in the famous film capital where her bubbling warmth has made her one of its most popular actresses.



HAL MARCH plays the son-in-law of the CBS "December Bride" show. As a young man in San Francisco (he was born there in 1920) Hal worked as a salesman, shipyard worker, truck driver, and "straight man" in a burlesque house. His first radio acting break came in 1942, and shortly after that happy event he met Bob Sweeney, a comedian with whom he co-starred in Hollywood on the "Sweeney and March Show." Hal's variegated talents in both comedy and dramatic roles make him highly valued by harassed radio directors. A confirmed bachelor, he enjoys writing in his spare time.

dr. christian

DR. CHRISTIAN is the role that CBS provided in 1937 to suit the particular talents of Jean Hersholt. He was born and received his dramatic training in Copenhagen, Denmark. After touring America in 1914 with a Danish repertory company, Mr. Hersholt decided to settle in this country and was awarded his citizenship in 1918. A veteran of movies as well as radio, he has appeared in over 50 films. He is the winner of forty various awards including a film academy Oscar and a citation by the President of the United States. He's been married more than 40 years, has one son, Allan.



JUDY PRICE, Dr. Christian's understanding secretary-nurse, has been played by Rosemary De Camp for 17 years. Originally from Arizona, Rosemary began acting at Mills College in California when bad eyesight prevented her from pursuing painting, her chosen field. After graduation, she toured the country in the old favorite melodrama, "The Drunkard." She soon drifted into radio and films where she has since become a familiar voice and face respectively. Aside from her "Dr. Christian" role, she has played 363 different parts on various radio programs. She's the mother of three.

father knows best

JAMES ANDERSON, the father on NBC's comedy "Father Knows Best," is played by Robert Young, who began training for his acting career at the Pasadena Playhouse. One of five children of an Irish-American building contractor, Young was born in Chicago in 1907. Long a screen favorite, he made his movie debut as a featured player in "The Black Camel" and was immediately promoted to starring roles. His radio debut came in 1936, and two years later he acted as emcee of NBC's "Good News of 1938." A Los Angeles resident, he's the father of four lovely daughters.



MRS. ANDERSON, the mother of three children, is played by Jean Van Der Pyl, who is Mrs. Carroll O'Meara (hubby is a TV director) in private life, and also the mother of three children. As a young girl Jean won the Los Angeles Shakespeare award. Soon after her graduation from Beverly Hills High School, she began acting professionally as the understudy of three roles in a West Coast touring company. She got her start in radio at the same time—has been playing everything from teen-agers in "The Aldrich Family" to an elderly battle-axe on "Fibber McGee and Molly."

fibber mcgee and molly

FIBBER MCGEE has become so closely identified with his professional name that few people know him as Jim Jordan. He was born in Peoria, Ill., in 1896, and it was there that he met the girl who became his wife and radio partner. It was hard sledding for the Jordans after their marriage in 1918. They tried vaudeville for a while, but were not too successful. Their first radio appearance came as a result of a bet that they could do better than a couple they heard on the air. They won the bet, hands down and had their first sponsored program as the "O'Henry Twins."



MOLLY is played by Marian Jordon who was singing in a church choir in Peoria, Ill., when she first met her husband. As a young wife and mother, Marian often stayed with the kids by herself in Peoria while Jim was doing a single in vaudeville. Between engagements they made local appearances as a team. After a five-month radio stint as the "O'Henry Twins," the couple finally packed up and took to the road in vaudeville. The present "Fibber McGee and Molly" show originated in Chicago back in 1935. In 1939 the show was moved to Hollywood when the stars made three films.

junior miss

JUDY GRAVES, the "Junior Miss" of CBS radio, is the role played by Barbara Whiting. A member of the musical Whiting family (her father, the late Richard Whiting, was the composer of "Till We Meet Again," "Beyond the Blue Horizon," etc.; her sister Margaret is the well-known songstress), she was born in Hollywood in 1931. Having aspired to an acting career since she was a child, Barbara has been seen in several movies, the latest, "Dangerous When Wet" in which she also sings. When not acting, this talented child's favorite occupation is collecting books of the theatre.



HARRY GRAVES, Judy's explosive father, is a contrast to the quiet nature of Gale Gordon who plays the role. He was born in New York City in 1905 and thereafter covered a lot of territory, including England, with his parents who were vaudeville performers. He made his first appearance on the stage as a young man, and has since been seen in a variety of stage and movie roles. He has also been heard on many radio programs. As a hobbyist, Gordon is truly unique. He has written three plays, his oil paintings are highly rated by critics, and he has a large gun collection.

meet corliss archer

CORLISS ARCHER is portrayed by Janet Waldo, whose first appearance on radio as a sophisticate 12 years ago made her so nervous that she dropped her script all over the studio floor. She learned to relax in a later role with Bing Crosby, and has not dropped a script since. This pretty actress, also an accomplished pianist, was born in Glenview, Wash., where she began acting in grammar school pageants and plays. In 1942 she headed for Hollywood where, instead of going into movies, she landed her present role in "Meet Corliss Archer" (ABC) in 1943.



DEXTER FRANKLIN, Corliss' starry-eyed boy friend, is in the capable hands of warm, bouncy Sam Edwards. Born of a theatrical family, his parents toured the country as actors in vaudeville and stock. Sam can't remember when he was not engaged in show business of one form or another. Even during his long-term Army career, he toured Africa and India with a highly successful show titled "Hey Rookie!" which had originated in Hollywood. Sam and his family are all frequently heard on radio these days. His favorite pastimes are tennis, beach-combing, deep-sea fishing and motoring.

the phil harris-alice faye show

PHIL HARRIS, the drummer boy from Nashville, Tenn., is the producer as well as the star of the "Phil Harris-Alice Faye Show" on NBC. Phil learned the fundamentals of music from his father, a musician with circus bands, as well as an actor. His first orchestra, the "Dixie Syncopators," was composed of a group of Nashville youngsters. After two years, the group broke up and Phil played for a while in a dance hall in Australia. In 1932 he again formed his own band, and in 1936 brought it and his breezy brand of humor to Jack Benny's show. His own show with his wife, Alice, began in 1946.



ALICE FAYE was born Alice Leppert in New York City in 1915. Like many other stage-struck youngsters, she neglected her schoolwork in order to practice dance routines. Alice started, in vaudeville at 14. While a member of the chorus line of George White's "Scandals," she was spotted by Rudy Vallee who taught her to sing and gave her a job with his band. She later went to Hollywood to make a movie version of the "Scandals" and stayed to become a leading movie star. She was married to Phil Harris in 1941. Their homelife centers about their two young daughters, Alice and Phyllis.

the great gildersleeve

THROCKMORTON P. GILDERSLEEVE, the blustering, bombastic hero of "The Great Gildersleeve" (NBC), is so closely associated with Willard Waterman that his friends often call him Gildy instead of by his real name. Intending to become an engineer, Waterman studied at the University of Wisconsin, Madison, Wis., where he was born in 1914. But a taste of radio on a local station made him give up his planned career and go to Chicago to enter network radio. In 1936 he traveled to California where he has lived ever since. Married, he has two daughters, Lynne, 15, and Susan, 9.



GILDERSLEEVE'S girl friend is played by Shirley Mitchell who was born in Toledo, O., in 1919. Her first big role was the lead in "Cinderella in Fairyland" when she was in the sixth grade. From then on she appeared in every play possible, won many awards for acting, studied the art in Cleveland, O., and Plymouth, Mass., and finally began radio work in earnest in Chicago. In addition to her "Gildersleeve" assignment, she appears regularly on "Woman in My House," is often featured on TV in "I Married Joan." In 1946 she married Dr. Julian Frieden. They have a daughter, Brooke, 2.

modern romances

KATHI NORRIS, the lovely, personable emcee of NBC's "Modern Romances," was born in Newark, O., and studied dietetics at the University of Chicago. An interest in advertising prompted her to leave school for a job in an ad agency. After her transfer to New York City, she conceived and wrote the television and radio versions of "Teen Canteen." In 1947 she began her career as a radio emcee when one was needed at the last minute for a show she had written. She lives in Bronxville, Westchester, New York, with her husband, Wilbur Stark, and their seven-year-old daughter, Pamela.



family skeleton

FAMILY SKELETON (CBS) stars veteran radio actress Mercedes McCambridge. "Mercy" has lived in Guadalupe, Barbados, Trinidad, Haiti, France and Switzerland during her busy lifetime which began back in Joliet, Ill. Her screen appearance in "All the King's Men," in which she portrayed the cynical, hard-boiled, yet sympathetic secretary to Willie Stark, won her critical huzzahs. Always a lover of the theatre, she likes O'Neill, Ibsen, Shakespeare and Chekhov best. In the prose field, she is an authority on the life and works of F. Scott Fitzgerald. Mercedes has a 12-year-old son, John.

mr. president

MR. PRESIDENT stars Edward Arnold, one of the most familiar and best-liked character actors in show business. Born Guenther Schneider in New York City in 1890, he began acting professionally when he was 15. On the stage he has appeared with such notables as Maxine Elliot and Ethel Barrymore. A veteran of innumerable films, Arnold is perhaps best-known for his portrayal of Diamond Jim Brady. The "Mr. President" series (ABC) brought him an honorary Doctor of Letters degree from Midwestern University. The father of three children, he lives in the Hollywood suburbs.



time for love

DIANE LA VOLTA, a cafe chanteuse in "Time for Love" (CBS), is the new role assigned to Marlene Dietrich, the world's most glamorous everything. As a student in Max Reinhardt's school of the drama in Berlin, she was discovered by director Joseph von Sternberg. After her tremendous success in the film "Blue Angel," she came to this country where her career has become a legend. A lady with a shrewd business head, Dietrich was once the world's most highly paid woman. Her daughter, Maria Riva, is now one of the brightest young actresses in TV, and Marlene's a glamour grandma.

your theaters of the air

■ Radio theaters have met the challenge of video drama first by presenting consistently solid entertainment—ranging all the way from mysteries to comedy and romance—but also by virtue of being a now familiar part of everyday life. Their playhouses are like the village pub or the corner drugstore, or perhaps more accurately, the homes of old and "comfortable" friends, to which one gravitates naturally when seeking entertainment. Old favorite movies are brought to life, Broadway hits are repeated, and there are always new stories being introduced into the family circle. A whole generation has grown up with some of these playhouses. The new ones have simply got to be good, to stay alive, in competition with their older brothers as well as with television. Among the oldies are of course CBS's *Lux Radio Theatre*, the real granddaddy of radio drama, for 19 years a continuous favorite featuring Hollywood stars and stories adapted from big-time movies. . . . And for 16 years the intriguing call of *Grand Central Station* has been the introduction to the CBS radio show focusing on that busy railroad terminal of New York City as a starting point for adventure . . . as for *Suspense*—not to be confused with the TV *Suspense*, a completely separate production—it has been a spine-tingling hair-raiser since it was inaugurated in 1942 as a CBS sustainer . . . *Theatre of Today*, CBS, the pioneer of midday Saturday radio dramas, is now 11 years old, features simple and thought-provoking situations that happen in true-to-life families minus any overtones of melodrama. . . . *Stars Over Hollywood*,

when it debuted over CBS in 1941, was told it would be a flop, but informal production methods and original scripts have kept it both alive and lively. . . . *Hallmark's Hall of Fame*, already an established CBS show since 1948, is now branching out to honor little known or unsung heroes of American history. . . . *Mutual's Family Theater* is seven years old. It was originated by Father Patrick Peyton, has the non-denominational, non-sectarian opening and closing message, "The family that prays together, stays together," and centers around home life. . . . *Philip Morris Playhouse* (CBS) which, with the American National Theatre and Academy, gives many college students a chance to have professional tryouts, gets an air of reality into its plays by telling the actors to forget about the microphones and play as if they were on a real stage facing a live audience. . . . For those who find Broadway out of the way but don't want to miss "the real thing" there's a chance to keep up-to-date by listening to NBC's *Best Plays*. This program is a sort of "Book-of-the-Month" of the theater, recreates Broadway hits with the original stars. For example: Elliott Nugent in "The Male Animal." . . . *On Stage with Elliott and Cathy Lewis* offers an honest-to-goodness CBS husband and wife team in different plays weekly. Cathy Lewis is, of course, a favorite as "My Friend Irma's" sidekick, Jane Stacy, on TV. . . . A newcomer this year is the *General Electric Theatre*, over CBS, specializing in tales of romance and adventure, adapted and original. It opened in July with Cary Grant starring in the play, "The Bachelor."



mysteries

private eyes and public enemies

1. "Hey, what's going on herè?" shouts Charlie, waterfront watchman who, awakened by gunfire, races from his shack to find an armed man bending over a corpse. The man with the gun is Lamont

Cranston, whose record of crime crusades is unknown to Charlie. "Look, young fella," he tells Lamont, "I don't know what happened, but you're going to tell it to the police." Cranston promises to report in.

"the shadow of a doubt"

a picture preview of a "shadow" radio adventure

■ Who knows what evil lurks in the hearts of man? I, Lamont Cranston, know—thanks to the powers of "The Shadow" to cloud men's minds and so remain invisible. And now I am putting these powers to a new test for the benefit of readers of WHO'S WHO IN TV & RADIO. The Editors merely asked for a few words from "The Shadow," but I have prepared a preview of a future "Shadow" show. And now—my forecast. ➤

THE SHADOW stars Bret Morrison who made his radio debut in the role of Dracula, which fact may explain his fondness for parodying the sinister "Shadow" laugh—for the benefit of other actors—long before Bret became "The Shadow." Now 39, the former Evanston, Ill. choir boy prepped for his present airwaves' eminence at the Northwestern University School of Speech. He made 4 movies, before early air fame as "Mr. First Nighter."

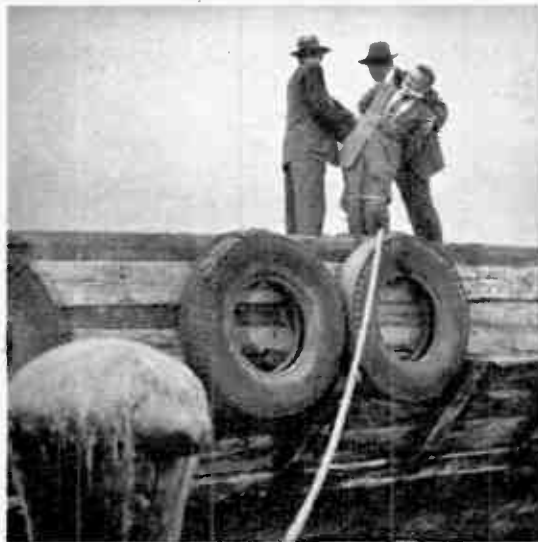




2. Cranston swears to Commissioner Weston (left) he was summoned to pier by a wire signed "Marie" to find her dead. But 2 bullets in the body—ex-girl friend of gangster Big Rocco—match Cranston's calibre.



3. Given 24 hours to clear himself, perplexed Lamont walks the streets. Taken unawares, he is forced into a car by an armed Big Rocco (right) and thug Jigger Davis (left), told they'll avenge the murder of Marie.



4. The gangsters speed to the waterfront, bind and gag Cranston, topple him into the water. People arrive before the thugs can shoot his body. He frees himself.



5. Cranston pays watchman Charlie a visit, forces him to talk. Jigger killed Marie, framed Cranston. Big Rocco, dupe in the frame, helped because he hates Lamont.



6. Assuming his Shadow role, Cranston surprises Big Rocco and Jigger in a holdup. He tells Rocco his jealous pal killed Marie. The Shadow disappears; they quarrel.



7. In the ensuing fight, Jigger kills Big Rocco. He turns again to the jewelry store safe, is finishing the job when Lamont Cranston and Commissioner Weston close in.

THE ADVENTURES OF MICHAEL SHAYNE (ABC) give Vinton Hayworth his first role as a private eye after a 32-year career in show business. He started acting while still in high school and since then has performed both in Hollywood and on Broadway, including an 89-week run in "The Dough-girls." Vinton and his wife, Jean, recently celebrated their 21st wedding anniversary. Their only son, "Dink," has theatrical ambitions, too, but is at present studying archeology at the University of Pennsylvania.



F.B.I. IN PEACE AND WAR has been on the CBS network since 1944. The leading role of Field Agent Sheppard is portrayed by Chicago-born Martin Blaine. Martin began his theatrical career in 1932, appearing with Eva Le Gallienne and Joseph Schildkraut in "Lilliom." He played many roles on Broadway and on the air, then broadcast news and propaganda stories for the Office of War Information during World War II. Martin has two children, Linda and Christopher. In his spare time, he enjoys oil painting.

BARRIE CRAIG, Confidential Investigator, and the name William Gargon have become almost synonymous the last few years. A native of Brooklyn, Bill has had an excellent background for the well known NBC role for, like his father, he too was once a detective. He spent his off-hours auditioning for Broadway roles and, after a few minor bits, landed a choice part in "The Animal Kingdom." This eventually led to a screen debut in "Rain" and a long career in Hollywood. Bill and his wife, Mary, have two sons.



HALL OF FANTASY is the creation of Richard Thorne, a thirty-year-old Chicagoan with many years of experience in radio. Dick graduated from the University of Utah, majoring in English, then held a variety of unrelated jobs. He's been a shoe salesman, cow herder, summer stock actor, Western Union equipment man. After 1943, he devoted himself to radio full time. His program—far which he writes original scripts or adapts classics—began on Chicago's WGN, then went on Mutual network.

BROADWAY'S MY BEAT over the CBS network stars Larry Thor, a radio announcer of many years' experience. Larry was born 35 years ago in Lundar, Manitoba, Canada. Lundar is an Icelandic village, and Thor spoke only Icelandic until he was seven and started school in Manitoba, where his father was principal. He was a farmer, rancher, construction worker, and spent three years in the Canadian Cavalry. Then came several years as an announcer, first in Canada, then in the U. S. Married, he has 3 sons.



HEARTHSTONE OF THE DEATH SQUAD is ably portrayed on the CBS network by Alfred Shirley. Alfred came to this country from Liverpool, England, shortly before the first World War. During the war, he joined the Canadian Air Force as an instructor, later attended the American Academy of Dramatic Art. Then followed an extensive career in the theatre, including innumerable Broadway roles. A series of 60 shows on which Alfred read stories of Charles Dickens was his first major radio assignment.

DANGEROUS ASSIGNMENT stars Brian Donlevy who was born in Ireland but was educated in Wisconsin and Ohio. To join the Pershing expedition to Mexico, he ran away from home, lied about his age in enlisting. In World War I, he served with the Lafayette Escadrille in France. Back in this country, he entered Annapolis but, after a year, left to try his luck in drama. After a part in the hit, "What Price Glory," Donlevy stayed on Broadway for 12 years, then made over 70 movies for Hollywood.



JASON AND THE GOLDEN FLEECE over NBC stars Macdonald Carey, of Hollywood fame. Unlike many actors who are "discovered" waiting on tables, Mac really studied the fine art of acting. Sioux City, Iowa-born, son of a successful banker, Mac earned his B.A. and M.A. degrees at the University of Iowa, specializing in acting and stagecraft. Years of summer stock and radio work were climaxed by a lead role on Broadway in "Lady in the Dark." Then came Hollywood and many star roles.

THE FALCON (Mutual) now has veteran actor George Petrie starring as the debonair, fearless Michael Waring. Only 37, George has starred in several Broadway stage hits, including "Winged Victory" and "Goodbye My Fancy." An old timer in radio, he claims to have portrayed almost every type of role from soap opera heroes to "heavies." George and his wife, actress Patti Pope, live in East Side, New York, but have ambitions of someday raising a family and retiring to a less hectic country life.



JOHN STEELE, ADVENTURER is portrayed on Mutual's series by Don Douglas. Born in Bellingham, Wash., Don reenlisted after the first World War because he wanted to travel. Two years after his release, his fellow employees in an industrial firm urged him to enter an amateur contest. He won \$5, and decided show business was for him. In 1929 he had the lead in the Broadway show "Deep Channels," which opened the night of the stock market crash. He's been a star on radio since '35.

MICKEY SPILLANE mystery series stars Larry Haines, who hails from Mount Vernon, N. Y. Larry's flair for acting began to show even in grammar school, where he took the leads in class plays at the age of seven. After graduation from college, he joined the Westchester Players, a summer stock group, then turned to a small radio station on Long Island. Since that time, 36-year-old Larry has starred on every major radio and TV show in New York. His spare time is devoted to his hobby—photography.



SQUAD ROOM, on Mutual, features as its star six-footer Joe DeSantis. New York City born, Joe attended the College of the City of New York where he majored in languages and was active in school dramatics. He started his acting career with Walter Hampden's company in 1931, has appeared in many Broadway plays. In Hollywood, he played the heavy in "Slattery's Hurricane." Joe and his wife, radio actress Margaret Draper, live in a Manhattan apartment. In his spare time, he is a fine sculptor.

MR. KEEN, TRACER OF LOST PERSONS is played on CBS by London-born Philip Clarke. Scion of a famous theatrical family, Clarke spent several years in India in the late 1920's as a lieutenant in the British Army. His first appearance in the United States was in "Joseph and His Brethren," a Biblical spectacle produced by the famous Sir Philip Ben Greet. In recent years, Clarke has had important roles on Broadway in "Native Son" and "On Whitman Avenue." Married, he has 3 daughters.



THE TOP GUY on ABC stars that well known radio racket-buster Jay Jostyn of "Mr. District Attorney" fame. Jay is a student of crime in his spare time, too: in Manhasset, L. I., where he lives, he is engaged in community activities aimed at decreasing juvenile delinquency. Born in Milwaukee, Wis., Jay majored in dramatics at Marquette University, then moved to Hollywood, where he made good as a radio actor. A New Yorker since the middle 30's, Jay has done as many as 48 roles in 36 shows a week.

NICK CARTER, MASTER DETECTIVE is a role Lon Clark has played ever since the beginning of this popular Mutual series. Lon's interest in show business dates back to childhood days in Frost, Minnesota. He used to go to the movies free because his mother played the piano accompaniment to the silent pictures on the screen. Lon, who is a singer as well as an actor, moved to N. Y. in 1941 and has been busy playing tough guys—and nice guys, too—on radio. He has 2 sons, Lon, Jr., and Stephen.



TRUE DETECTIVE MYSTERIES, the popular Mutual series about a noted detective magazine, stars Richard Keith in the role of John Shuttleworth, the editor. Dick was born in New York City in 1908. His first job after graduation from the High School of Commerce was driving the ponies and carriages for children's rides in Central Park. A part in "Diamond Lil" on Broadway was the beginning of a successful career behind footlights and microphones. Richard once played Santa Claus on radio.

OFFICIAL DETECTIVE on Mutual stars Craig McDonnell, who has been in radio more than 20 years and still says that his hobby is "listening to the radio to learn something more." He started in broadcasting in 1927 as a singer of classical music. Dramatic roles came later, and so did children's shows, which McDonnell loves to do. He also records children's albums. "Gulliver's Travels," he thinks, is one of his best. Craig has a son and a daughter, Timothy and Patricia. Born in Cleveland, O.



21ST PRECINCT on CBS features as the captain in charge Everrett Sloane, an actor of more than 20 years standing. Ever since 1927, when he left the U. of Pennsylvania to study with a repertory group Sloane has been in demand for important roles. With his wife, 16-year-old son and 9-year-old daughter, he takes many cross-country trips to Hollywood where he has played in countless movies, including "The Blue Veil" and "The Desert Fox." On Broadway, Sloane not only acts but directs.

RICHARD DIAMOND, private detective, is a tough private eye, played to perfection by a former crooner, Dick Powell. Before he started specializing in rugged roles such as the famous CBS sleuth, Dick had built up a worldwide reputation as a singer. Born in Mountain View, Ark., he was spotted by Hollywood in 1933 and spent the next ten years starring in musicals. He wanted a change—and got it in "Murder, My Sweet," his first detective role. In 1945, Dick married June Allyson; has two kids.



YOURS TRULY, JOHNNY DOLLAR on CBS stars that versatile gentleman, John Lund. Besides being a talented actor, Lund has written many radio scripts, including "Fashions in Rations" and the "Jack Pepper Show." For the stage, he wrote lyrics and sketches for Leonard Sillman's "New Faces of 1942-43." In Hollywood he collaborated on the screenplay for "Appointment With Danger." John hails from Rochester, N. Y. In 1942, he married actress Marie Charton, with whom he appeared in "New Faces."

COMEDY

strictly for laughs



foreword by **edgar bergen**

■ I think a pretty good case can be made for the argument that radio humor surpasses TV humor—because it has greater appeal to the imagination, requires more of the imagination, and gets over without resort to such visual aids as “mugging,” which people like Charlie McCarthy do so shamelessly. Now, look at Jack Benny’s old Maxwell—listen to it, I mean. Its appearance and performance could never be as funny to look at, as in the minds’ eyes of the listeners. Say it was in a big smashup. The sight of such a thing might well look brutal, lose all the comedy—but the sound of it—ah, that made it part of a game, much funnier to imagine than to see. Same thing goes for our show. It was on radio, where he could be heard without being seen, that Charlie McCarthy became not merely a puppet but a real person, to millions of people. Some of our best gags simply didn’t need to be seen to be appreciated; all they needed was your imagination. Like an egg hunt we conducted in a forest of candy—it was more *real* on radio than it could have been on TV. I played Prince Charming, and at one point I said to my daughter Candy, “Can’t you see, I’m so young and dashing and handsome?” And she replied, “Gee, Daddy, aren’t you glad this program isn’t on TV?”

EDGAR BERGEN created witty Charlie McCarthy more than 30 years ago when he was a student at Lakeview High School in his native Chicago. Bergen says today that “Not all of those 30 years found Charlie and me dining regularly.” But after their appearance on the “Rudy Vallee Show” in 1936, the team grew quickly to become international favorites. Bergen is married and has a lovely daughter, Candice.



ED GARDNER had an idea for a show built around a high-class joint whose manager was a big, well-meaning dope who spouted malapropisms right and left. But it wasn't until 1938 that he was able to sell the idea and produce the show, the now famous "Duffy's Tavern." Born Eddie Poggenburg on Long Island, N. Y. in 1904, he sneaked away to a saloon piano-playing job when he was 14—until his mother found out about it. After finishing his education, Ed worked at various radio and theatrical jobs until his idea sold. But when he tried to find the right actor for the "Archie" role, he was stymied, until he finally demonstrated the character himself. There hasn't been another Archie since. The cautious expression of pleasure, the querulous tone Archie assumes when his "good advice" is questioned, are uniquely Ed's.

CHARLES CANTOR, veteran NBC character actor and dialectician, was born in Worcester, Mass. in 1898 and was a newsboy there during his grammar school days. Playing an "Duffy's Tavern" now, Cantor worked his way through New York University by plugging songs, and began his career as a blackface comedian in vaudeville. After years of work in all phases of entertainment (he also made one abortive try at a routine business venture), he finally hit upon his metier, radio. He's one of NBC's top actors.

JUDY CANOVA, NBC radio star of her own show, was once a Cincinnati Conservatory of Music student, training for an operatic career. Born in Jacksonville, Fla., during World War I, Judy possesses a tremendously flexible voice, able to project music written for opera and concerts, as well as the raucous hill-billy numbers she enjoys so much. Appearing on the "Rudy Vallee Show" in 1934, and featured in "The Ziegfeld Follies of 1937," Judy has been a radio and movie entertainer of star rank ever since.



HERB SHELDON, star of NBC's "The Herb Sheldon Show," is the Brooklyn-born son of a vaudeville acrobat. He "carried a spear" in Broadway productions while a drama major at New York U., but married and tried to settle down to a grocery-providing job, writing for radio after work. Herb was cast in a comedy on a local station, and decided to make one more try at the entertainment business. After several jobs on local stations, and several years as an NBC staff announcer, he's finally hit his stride.

GENE RATBURN, whose NBC early morning radio program became a quick favorite, grew up in Chicago, and quit Knox College to go to New York for a career in the "theatuh," or so he hoped. He made an inauspicious beginning as an NBC page, was admitted to the network's Announcer's School, married, worked at an upstate New York station, then one in Baltimore, then Philadelphia, and eventually returned to New York to co-produce "Rayburn and Finch" for a local station, moving to NBC in '52.



JACK STERLING, now heard on CBS' "Make Up Your Mind," was born in Baltimore 38 years ago, and made his theatrical debut two years later as Little Willie in "East Lynne." Famous vaudevillians, Sexton & Cable, were his parents, so Jack had a slight edge on other seven-year-olds when he developed his own routine at that age. He worked later on stations in Peoria and Quincy, Ill., St. Louis and Chicago before he auditioned for the replacement of Arthur Godfrey's early a.m. show which he took over in '48.



foreword by
**jinx
mccrary**

THE HOME FRONT

listen while you work

■ "A day in the life of Tex and Jinx is never the same as the day before. Every day is an occasion for something *completely* new within a set hourly framework." That's what I wrote in my book, and nothing has happened in the two-times-365 days since then to change it. In that string of un-alike days some people have had babies, some have written great books, some have climbed Mount Everest. All I've done is try to keep up with the world—a chase that can keep you breathless but never bored. And if I've done any good, as Tex's sidekick on the air, it's been in terms of helping women like myself keep up with the world, too. When we started out I felt pretty shy and naive, and awkward about interviewing people (Tex says I'm *still* the naive type, especially about movie stars). It seemed I was barging into a man's world, and I feared to tread in it, which sometimes exasperated Tex, who felt the world belonged to both the sexes and that women should get out and mix in it. So I mixed in it, telling myself that what interested me ought to interest lots of women who—whether their job was tending a flock of kids or a flock of filing cabinets—were just as busy as I and just as anxious to keep abreast of what was going on in the world, but found it hard to do so. I preferred working as Tex's helper, but made myself work without him too—for 9 months when he was off on the Presidential campaign, for 10 weeks when he was in Korea, and for 10 days when he sent me alone to cover the Coronation. I've tried to carry my share of the load in our interviews, drawing out the human-interest side of Mary Martin, Sam Goldwyn, Mrs. Eleanor Roosevelt, Henry Ford, James Michener, Mickey Spillane, Bing Crosby, Mickey Mantle, Helen Hayes, Ethel Waters, Cardinal Spellman—well, just about anybody in the news, and not just celebrities. A great editor once told me that to be a good reporter you have to be very smart—or have lots of curiosity. Thank goodness I was born with insatiable curiosity, and I hope I never lose it. Tex, for one, of course, is sure I never will!

TEX MCCRARY and **JINX FALKENBURG** became The McCrarys June 10, 1945, and subsequently have found time to produce NBC's "Tex and Jinx" and a syndicated newspaper column, and a couple of minor McCrarys. Cover girl Jinx met newsman Tex during the war, when she toured overseas with the USO. An Air Force Lt. Col., McCrary authored a book, "First of the Many," about his experiences in both the ETO and in the South Pacific. John Reagan "Tex" McCrary was born in Calvert, Texas, in 1910. Educated at Exeter and Yale, he launched a journalistic career that led to post of N.Y. "Daily Mirror" editorial chief. Jinx, whose modeling success brought roles in films and the very first "Miss Rheingold" crown, was born in Barcelona, Spain, where her father, an electrical engineer, was stationed. Jinx grew up in Brazil, Chile, and the U.S.A.



DORA and ALFRED McCANN, of WOR's "The McCanns At Home," provide their radio audience with a rich diet of radio fare mostly about foods and diets. The McCann tradition dates way back to 1925 when Alfred W. McCann, Sr., started the program known as the "Pure Food Hour," fresh after uncovering some food scandals for a New York newspaper. But he went on from there to talk about the virtues of whole wheat, proper ways to cook vegetables, and he started a revolution in eating habits. Alfred, Jr., succeeded after his father's death in 1931. Wife Dora joined him in '47. They broadcast from their Yonkers home, still very nutritiously; have two kids.

MARTHA DEANE, who in private life is Marian Young Taylor, believes that women are as interested in general affairs as anybody. Hence she refuses to specialize in what are regarded as purely "feminine" subjects. She and her guests talk about anything and practically everything of current interest over WOR. As a result she's won all sorts of awards for the educational value of her program. She's an ex-columnist, married to ad executive William Bolling Taylor, has twins.



FAYE EMERSON reversed Horace Greeley's direction to become really well known. She'd been in about 30 films before TV and radio in the East really spread her picture and voice around. Faye was born in Elizabeth, La., but grew up in Texas and Southern California. She made her acting debut in Carmel, Cal., and that led to the films. The films, unfortunately, led practically nowhere. She's now Mrs. Skitch Henderson, was formerly Mrs. Elliot Roosevelt, has a son from a still earlier marriage, 13-year-old "Scoop."



PAULINE FREDERICK, ABC radio's feminine reporter and commentator, has done herself proud in what seems still to be largely a man's field. Both to audiences and fellow reporters, she is known as a hard "fellow" to beat. Pauline, who comes from Gettysburg, Pa., started out to be a lawyer at American U. in Washington, but newspaper and radio work proved more attractive. Since her diplomatic start there she's covered the biggest stories. She's a member of the Overseas Press Club and UN Correspondents Assn.



BETTY FURNESS, of CBS-TV's "Meet Betty Furness" and other TV assignments, might be called, if one dared, the hottest thing in commercials. Her ingratiating spiels for her sponsor's products have made her even better known than the products themselves. During the last conventions, for instance, her round-the-clock appearances made her as recognizable as the candidates. Betty, who made 35 movies before she exchanged film cameras for TV, scared her first success in "My Sister Eileen" on Broadway.



ED and PEGREEN FITZGERALD, of ABC radio and TV's "The Fitzgeralds", are among the most uninhibited chatters of the morning airwaves. They go on the theory that anything that's interesting to the Fitzgeralds is undoubtedly interesting to everyone else. And, do you know, they're pretty close to right. Ed came to radio after being an itinerant newspaper and publicity man. This was after being born in Troy, N. Y. Pegreen comes from Norcatour, Kan., but the family moved to the West Coast in her 'teens. After college, she got a job in an advertising agency, to become one of its glibbest copywriters. Not a single script in the F. house—but there are five cats.

MARY MARGARET McBRIDE, of ABC radio, has been wowing feminine audiences—and sponsors—for about 20 years now. Despite a disarming breathlessness and naiveté, she is known as one of the best salesmen in the business—any business. However, a sound journalistic background is Miss M.'s. Born in Paris, Mo., in 1899, she studied journalism at the U. of Missouri, earning tuition and pocket money with a part-time reporting job; was a top newspaper and magazine writer in Cleveland and New York pre-radio.



MAGGI McNELLIS, of NBC-TV, was born Margaret Roche in Chicago, was rechristened in an appropriate place—the Pump Room. That's where she started as a society songstress. Currently she is renamed Mrs. Clyde Newhouse (and is mother of a young Newhouse). Maggie's top singing engagements led to radio and her photogenic appearance led to TV. She's been named one of the best-dressed women in the country, lives in a 10-room apartment on swank Park Avenue. She's tall, slender, has gray eyes.



LOUELLA PARSONS, of CBS radio's "Louella Parsons Show," has been telling the world about the movies practically ever since they started in motion. She was script editor for "Essanay" in Chicago when she got a job on the "Herald" as the nation's first movie columnist. When Mr. Hearst took over the "Herald," Lolly went on to Hollywood to cover the movie capital for all the Hearst papers and then some. She's originally from Freeport, Ill., was married to the late Dr. Harry Martin, is mother of Harriet Parsons.

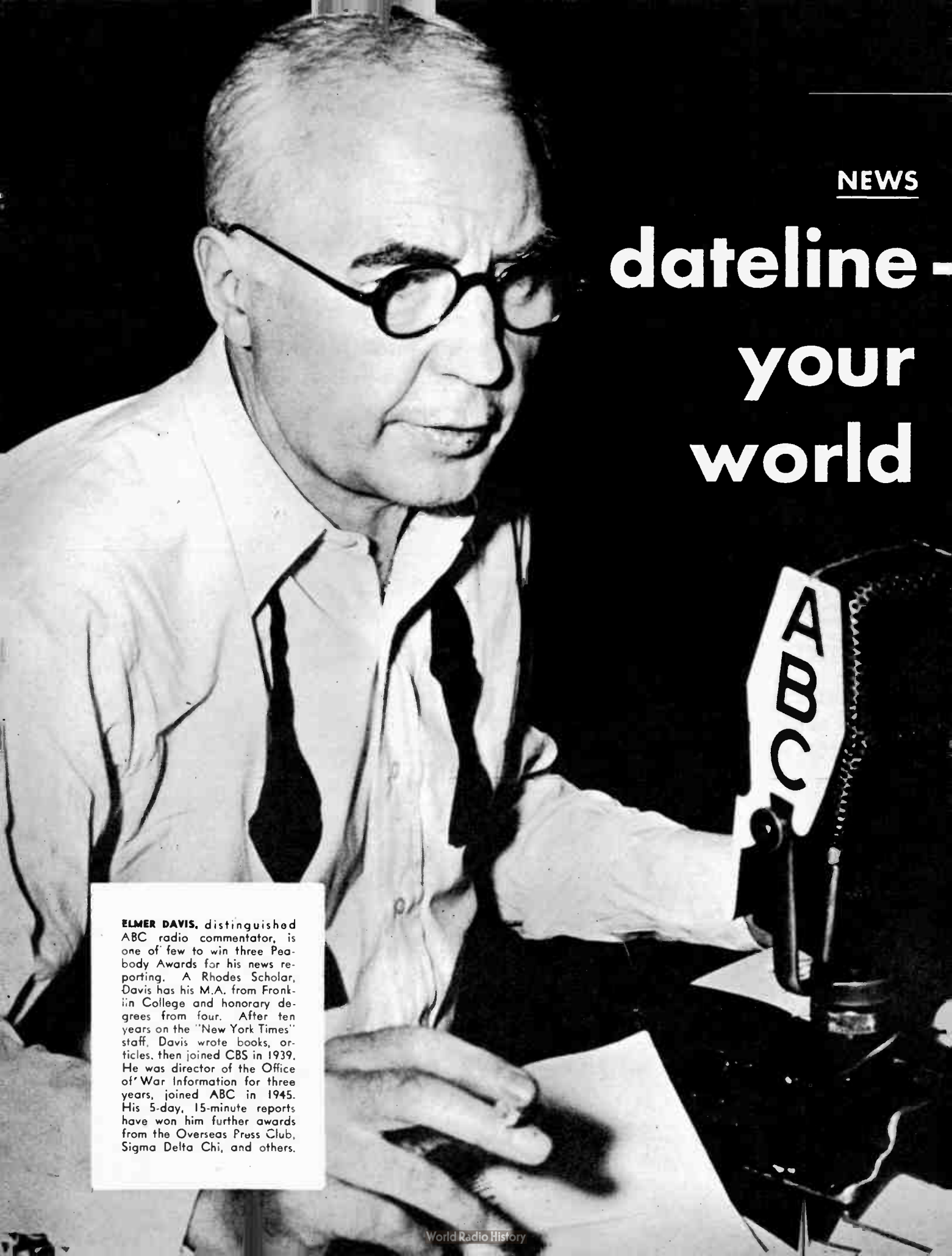


BARBARA WELLES, the women's radio commentator for WOR and the Mutual network, is a happy combination of pugnacious reporter and dulcet hostess. She's broadcast from submarines and airplanes, thinks nothing of junkets throughout the world. She was born Helen Hall in Kansas City, Mo., lived most early years in Florida, went to Wellesley College, did quite a bit of stock before radio. She's married to engineer Elmer Knoedler—and her job. Both stem from an apartment on lower Fifth Ave., N. Y.



NEWS

dateline - your world



ELMER DAVIS, distinguished ABC radio commentator, is one of few to win three Peabody Awards for his news reporting. A Rhodes Scholar, Davis has his M.A. from Franklin College and honorary degrees from four. After ten years on the "New York Times" staff, Davis wrote books, articles, then joined CBS in 1939. He was director of the Office of War Information for three years, joined ABC in 1945. His 5-day, 15-minute reports have won him further awards from the Overseas Press Club, Sigma Delta Chi, and others.

foreword by elmer davis

■ We who work in radio news have had an extra job wished on us, thanks to the fact that so many newspapers, while they may still do the job they are paid for, no longer do the job for which they obtained their constitutional exemption. "It is no longer possible in two thirds of the nation," says Marya Mannes in *The Reporter*, "to read both sides of the question; but it is still possible throughout the nation to hear both sides." My fan mail corroborates that. I have received thousands of letters, in the past few months, saying "Thank you for giving us the news that the newspapers don't print." But this needs qualification. You can hear both sides in all parts of the nation where the radio stations present both sides—which means either that the owner believes in presenting both sides, or that he is so satisfied with his take from a national sponsor that he doesn't care what the broadcaster says. Or, in the case of a cooperative program such as mine, that his salesmen are able to find a local sponsor willing to present a program, even if his friends at the Country Club don't like it. Happily, there are more of those places than you might think.

But some industrious men are working hard to cut down the number of stations on which you can hear both sides. Yes, I mean the *Counterattack** boys; as well as the Congressional committees that threaten to look into the news business. *Counterattack* has to be more honest in its attacks on news broadcasters. If they can't damn an actor for what he has joined, or is falsely alleged to have joined, there isn't much they can do about him. In the case of a news man who has never joined anything, they have come right out in the open and damned him for disagreeing with them. I do not believe that the men who operate *Counterattack* are Communists, in spite of the fact that they seem to believe what they read in the *Daily Worker* (I never heard of anybody but Communists doing that) and that they try to multiply the numbers and inflate the importance of the Communists, as do the Communists themselves. I think the answer is only that they are in an overcrowded business. There must by now be more men who make a living out of anti-Communism in this country than there are Communists. There are not enough targets to go around, so it is no wonder that they start shooting at people who are not Communists and never were.

And they think they have found the weak point to hit—the sponsor. Well, some sponsors do scare easily—look what happened to Drew Pearson. But I can gratefully testify that there are plenty who don't. (I lost about thirty in the late campaign, but most of them have been replaced.) There are plenty of sponsors who feel that in a free country both sides ought to be heard. Not to say, as *Counterattack* distorts it, that Communists and their frontiers ought to be heard; but merely that the air waves that belong to all the people should not be monopolized by the reactionaries.

* An anti-communist "fact sheet" published by an outfit called American Business Consultants.



GABRIEL HEATTER, popular commentator for the Mutual network, has been broadcasting for 20 years. Heatter, who was born in New York in 1890, achieved sudden fame in 1936 for his ad-libbed report on the execution of Bruno Hauptmann. He was a newspaperman and a foreign correspondent before becoming a radio commentator.



DREW PEARSON, whose amazingly accurate predictions make his ABC listeners suspect he has a crystal ball, is an inveterate globe-trotter. He's worked for newspapers all over the world, been everything from college professor to seaman before settling in Washington, where he also writes a daily column. He was born in Evanston, Illinois, in 1897.



H. V. KALTENBORN, dean of radio commentators, made his first broadcast from the Statue of Liberty in 1922, has since been heard from all over the world. Born in Milwaukee, Wis., in 1878, Hans von Kaltenborn went to Harvard, was a newspaperman for twenty years before joining NBC thirteen years ago. He's married, the grandfather of five.



GEORGE E. SOKOLSKY in his news analyses for ABC makes good use of his extensive background in domestic and world affairs. Formerly a foreign correspondent in the Far East for both U. S. and British papers, Sokolsky now lives in New York where he does his radio commentary, writes a syndicated column. He is also a lecturer, author.



FULTON LEWIS, JR., commentator on Mutual for 17 years, has made application to operate his own station in Maryland. Known for his sensational exposes, Lewis got his break when he filled in for a regular announcer. Born in Washington, D. C., in 1903, he's married to the former Alice Huston, has 2 children. A church mainstay, he plays the organ.



LOWELL THOMAS has brought news from the world's remotest spots to his CBS listeners for 23 years. Born in Darke County, Ohio, in 1892, educated at four universities, Thomas has been a gold miner and college professor, is the "voice" of Movie-tone newsreels, author of over 40 books. His only child, Lowell, Jr., saved his life on recent Tibetan trip.

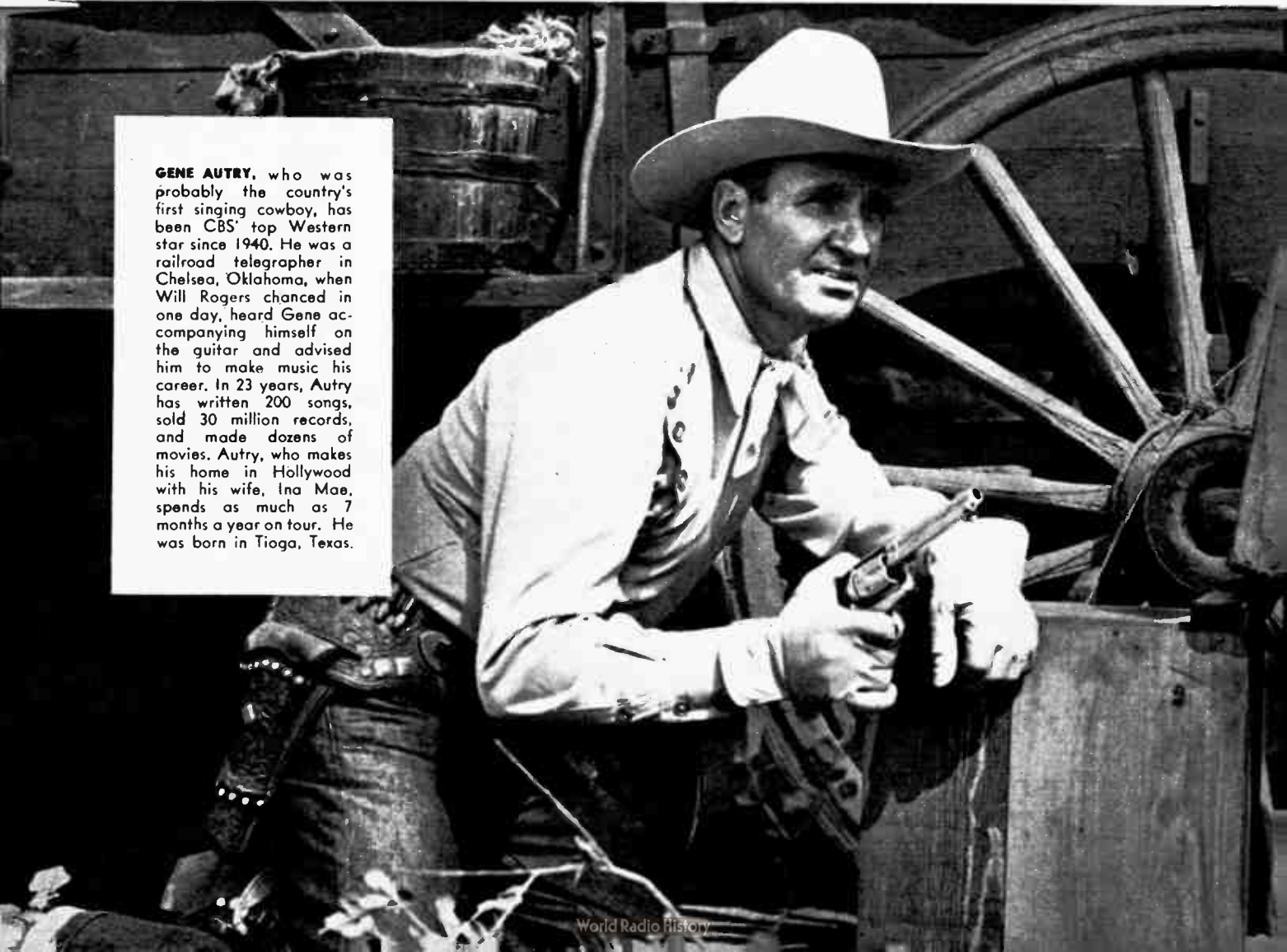
KID SHOWS

story - telling time

foreword by **gene autry**

■ One sure thing about the Cowboy Code, it's not a secret code for cowhands alone, but the kind of creed that anybody can take for his own, and if he's got the stuff to live up to it, he'll be a lot better off and so will the world he lives in. This credo governs the action in all Autry stories, and many, many people have told us they agree it's a fine code for kids, as well as cowboys, to live by. It goes like this: 1. *A cowboy never takes unfair advantage, even of an enemy.* Once on my show I was working for a mean man named Harry Dawson, who owned a mine and practically a whole town. By accident, the guide rope snapped. "It's Autry's fault!" Dawson declared. He got real insulting, but only after he struck me did I strike him back, and then in self-defense. 2. *A cowboy never betrays a trust.* The show has demonstrated this many times. You don't betray a trust whether it's the trust of a parent, a stranger—or a horse, like Champion. 3. *A cowboy always tells the truth.* He'd sure find out, if he lied, that a lie isn't the easy way out that it sometimes seems to be. 4. *A cowboy is kind to small children, to old folks and to animals.* This cowboy felt he had to be kind to Bobbie (Barbara) Blake, the orneriest 12-year-old maverick you ever saw, when her brother was in trouble. As for old folks, I was unjustly jailed, by a trick, in

GENE AUTRY, who was probably the country's first singing cowboy, has been CBS' top Western star since 1940. He was a railroad telegrapher in Chelsea, Oklahoma, when Will Rogers chanced in one day, heard Gene accompanying himself on the guitar and advised him to make music his career. In 23 years, Autry has written 200 songs, sold 30 million records, and made dozens of movies. Autry, who makes his home in Hollywood with his wife, Ina Mae, spends as much as 7 months a year on tour. He was born in Tioga, Texas.



one story that comes to mind. The old jailer, Charlie, thought he was a guitar player, but he was terrible. We sort of fooled old Charlie in getting out of there, so to make him feel better we sent him a book on how to play the guitar! 5. *A cowboy is free from racial and religious prejudice.* Harry Dawson's son wanted to be a minister. When he came home from college we helped him arrange the meeting where he got the town interested in building a church. 6. *A cowboy is always helpful and when anyone's in trouble he lends a hand.* At first the older Dawson didn't want that church built, but after his son was trapped in the mine, Dawson had to resort to prayer—and the windup was that Harry Dawson turned the first shovel of earth when his son's community church was built. 7. *A cowboy is a good worker.* On a ranch, you know, anybody who isn't is soon found out! 8. *A cowboy is clean about his person and in thought, word and deed.* We "keep it clean" on our show not just to please the F. C. C., but to keep the Cowboy Code too. 9. *A cowboy respects womanhood, his parents and the laws of his country.* Respect for all these is implicit in every one of our stories. 10. *A cowboy is a patriot.* Like I said, the big thing about the Cowboy Code is that cowboys don't own it; they're sure anxious to share it with all Americans of all ages.



PAT BUTTRAM, featured comic on Gene Autry's CBS show, was a disc jockey in Birmingham, Ala., when for a gag he ran his partner for Congress. The partner was elected; Pat was job-hunting. In Chicago, a radio sidewalk interviewer who took Pat for a real yokel put him on the program. Pat was so funny he soon had a job, became widely known for his hillbilly humor. Born Maxwell Emmett Buttram in Winston County, Ala., 1915, he's married to Sheila Ryan.



BILL CONRAD is U. S. Marshal Mark Dillon in CBS' thriller, "Gunsmoke," finds his hero role a pleasant switch from the villains he usually plays. Born in Louisville, Ky., Bill was a reporter until he failed to see an accident although standing nearby. His first radio job was in L.A. He's since played practically every top serial on the major networks; made many movies. Competitor for the title of worst-dressed man, he and his wife live in Hollywood.



"BIG JON" ARTHUR, ABC's gift to kids (and their mommas), has added little to his 2-hour show, "No School Today," since its premiere in 1948, except for thousands of new listeners. Jon, who lives in Cincinnati, broadcasts from WSAI. He's been a favorite with kids since 1939 when he gave his own version of the "Three Little Pigs" while stalling for a late performer. Born in Pitcairn, Pa., he's the eldest of six children and the father of two girls.



ALLEN LUDDEN moderates NBC's teen-age panel show, "Mind Your Manners," can boast he's one adult teen-agers listen to. His candid manner won their respect, plus a dozen awards for his show. Born 33 years ago in Wisconsin, Ludden has an M.A. from the U. of Texas where he taught dramatics. Served under Maurice Evans in the war, was later his advance man. Started in radio over WTIC, Hartford, then joined NBC. He's the father of two.



BOBBY BENSON, the cowboy kid on Mutual's "B-Bar-B" ranch, rides the range on horseback, but his real-life counterpart, 12-year-old Clyde Campbell of Stamford, Conn., travels so much by airplane on personal appearances one airline named a plane for him. Unlike Bobby, Clyde's accompanied by a tutor who keeps him up with his other life, that of an ordinary school boy who still finds time for his hobbies and is an avid reader of westerns.



GWEN DAVIES has been on CBS's "Let's Pretend" since the late Nila Mack started the fairy tale series in 1930. On the premiere, 6-year-old Gwen, too young to read, memorized her lines. Born in New York City, she attended the Professional Children's School, Columbia U. Although she also sings on popular records, dubs animal voices for animated films and acts on dramatic shows, she still manages to find time for her home and two small children.



JOHNNY BOND, guitar-playing comic on CBS' "Gene Autry Show," was a cowhand on his family's Oklahoma ranch until he figured there must be an easier way to make a living, bought a 98-cent ukulele in a mail-order catalog and now is on radio, records and in movies. After years of hotel, theatre, and ball-room jobs, he joined the Jimmy Wakely trio where Autry heard him in 1940. He lives in California with his wife and two daughters.



SYBIL TRENT, has been on CBS's "Let's Pretend" for 16 years. Now 26 years old, she began her radio career at seven when she was mistress of ceremonies on a local station. In three years' time she was discovered by the late Nila Mack, originator of "Let's Pretend," and has been part of the show ever since. New York-born, Sybil made her professional debut at 5 par-traying a future chorus girl in Earl Carroll's "Vanities." She has also acted in two movies.

back in your own back

WHO, des moines. iowa

BILL AUSTIN is the "finger man" for Des Moines' WHO, one of the most accomplished pianists and organists around. And he's as much a fixture in the studios as the instruments themselves, having been at the station for some 18 years now. He's equally at home at long hair or the latest novelty. His versatility ranges from leading the Austin String Trio, through writing and arranging for the Songfellows, to alternating between piano and organ on "Keyboards by Bill Austin." Bill joined the staff at WHO right after graduation from Illinois Wesleyan. He's the father of 5 little Austins.



WILD, birmingham, ala.

GABBY BELL, sports director and announcer for WILD, Birmingham, got the nickname even before he crashed radio. Catcher on a baseball team in his native Paducah, Ky., an irate umpire forfeited the game to the opposition because of that "gabby" Bell. It is merely a coincidence that his initials are GAB, for George Alexander Bell. Father once played with the Yankees and wanted to develop George for pro ball. George excelled in baseball at high school, but the war put an end to his training. After the Army, George—or Gabby—came to Alabama, began broadcasting.



KFAB, omaha, neb.

LYELL BREMSER, program and sports director of KFAB, in his 14 years at the station has been successively its most successful commercial and mail-pull announcer, its most versatile emcee, and its outstanding news and special events reporter. And now he's rated one of the best sports announcers, not only in Nebraska, but the entire Middle West. His versatility includes play-by-play accounts of all sports, from track to hockey, from football to horse racing, to what have you? He's official track announcer at the annual Lincoln Race Meet. He also announces the AK-SARBEN Meet in Omaha.



KROW, oakland, cal.

RUSS COGLIN is just about the most radio-active citizen ever to light in Oakland, Cal. In the Bay Area nobody, but nobody whips our boy in local radio or TV as emcee, comedian, or commercial announcer. His business acumen is evident when you consider his VIP position on KROW, namely station Assistant Manager, plus the post of Supervisor of Programming for the Sackett Television Enterprises. One of the four original organizers of Armed Forces Radio, Russ spent five years in service, mostly touring fighting fronts. He appeared in several films during the Army years.



KRMG, tulsa, okla.

GLENN CONDON is an accepted part of daily life in Tulsa, Okla.—as necessary and usual as breakfast, lunch or dinner, especially since all three periods are regular broadcast times for Glenn, along with a few other daily shows for good measure. KRMG's Condon has lived in Tulsa since statehood, growing in fame as a popular emcee and showman. A speaker in all 77 Oklahoma counties in behalf of patriotic and civic campaigns, Glenn holds something of a record for community affairs activity. With an early background of editing and publishing, he started Winchell on his way.



WICC, bridgeport, conn.

BOB CRANE is a likeable chap—even if he does play the drums—as several hundred pieces of mail in a recent "Why I Like Bob Crane" contest will attest. The Connecticut Symphony Orchestra and a few "pop" bands—Louis Prima's for one—would like to sign Crane and his set of drums to a long-term contract, but Bob is busy building a heavy following at WICC, Bridgeport, Conn., as disc jockey and humorist. Born July 13, 1928, at Waterbury, Conn., Bob began to feel an urge to work in radio about the time most kids ask Pop for a new bike. Began as a disc jockey.



yard

Here are America's home town favorites, 36 stars who shine on Main Street, U. S. A. Disc jockeys, newsmen, musicians and comics, their names are magic to a vast host of admirers.

KMOX, st. louis, mo.

REX DAVIS, news director of KMOX, St. Louis, has the distinction of having the largest audiences of any personality heard over the station. And that includes such listenable fellows as Arthur Godfrey and Jack Benny. A recent survey showed that Rex's noon news show had 41 per cent of all listeners in the area. This is only one of three he does daily, with the dangle on the local angle. And on Sundays he does the extremely popular feature, "The St. Louis Story." Rex's non-professional name is Frank Zwygart. He's been at KMOX since '46 but around radio for 20 years, as a singer, actor.



KQV, pittsburgh, pa.



JOE DEANE, known, naturally, as "The Dean of Popular Music," is the new top personality at KQV in Pittsburgh. Only 26 years old, he had been with WHEC in Rochester, N. Y., 7 years and achieved national attention for his brisk handling there of both platter and chatter. Many of the leading figures of the musical world have been his air guests and he himself has been guest on any number of network programs. Joe has been particularly active in youth work, entertaining at dances and originating broadcasts from clubs and teen canteens. Stars on the "Deane-Agers Show."

WWL, new orleans, la.

HENRY DUPRE is major domo of New Orleans' powerful WWL and is something of a powerhouse himself. He's chief announcer, special events director and program director. Henry, as well known for his extensive charity work as for his nimble tongue as an emcee, is affectionately called by folks in New Orleans, high and low alike, "the funny man with the big heart." Joe's been with WWL for a mere 21 years. A native, now 47 years old, he started his entertaining career with local theater groups. He went to New York, was in "Diamond Lil" and "Whoopee." But home was always New Orleans.



WLWC, columbus, ohio



SALLY FLOWERS is the life of the party whenever she's around, and she's been around WLWC-TV in Columbus, O., ever since it was born in 1949. Sally's not only a card, however, but a drawing card of such magnitude that frequently her studio audiences overflow and vast picnics, attended by thousands of her fans, are the scenes of her telecasts. Her program is known as "Meetin' Time" and it's characterized by Sally's uninhibited trying on of crazy hats, piano banging and audience participation gags. Sally's a vaudeville grad, but is now a busy farm wife when not teeveeing.

WWDC, washington, d. c.

MILTON Q. FORD, funny man for Washington's WWDC five hours a day, gets no bird from his audiences; he has one of his own on his shows. It's Richard, a parrot, a gifted ad libber. And what Milt likes about Richard: he works for peanuts. The team is not only a big success on radio and TV, but in big demand for all sorts of civic get-togethers. Milton comes from Memphis. (Richard came from a fan.) He graduated from Tennessee Law School, but found radio more feasible, did all sorts of announcing and MC chores for WHHM before coming to Washington. Has twin sons.



WEEI, boston, mass.



PRISCILLA FORTESQUE has been broadcasting her daily 30-minute program of chat and interview over Boston's WEEI for eleven years, and her popularity seems more forte than ever. Priscilla was the first Boston radioite to focus on Hollywood doings. This came from her having been in the films briefly after graduation from Wellesley and finding that practically everyone wanted to hear more about them. But her interviews with celebrities are not confined to this. She's an enthusiastic tape-recorder; goes all over the world for her grist, recently included a junket to the Coronation.

WAGE, syracuse, n. y.

DEAN HARRIS is certainly a man-about-radio; about WAGE, in Syracuse, N. Y., at any rate. He's on WAGE more than 25 hours a week. He starts off the Syracuse day, from 6 to 9 a.m., with the "Breakfast Bell." Then he's on with "Dean's Diner," from 12 to one, 6:40 each evening finds him giving out with "The Lighter Side of the News"—as he puts it, "little known facts about little known things, for people who don't give a hoot." And it looks as if people in the Syracuse neighborhood don't get enough of him for he gets 50 thousand fan letters a year. Dean's a native of New York's Finger Lakes region, a University of Rochester graduate.



WWLP, springfield, mass.

GERRY HEALY, of WWLP-TV, Springfield, Mass., is his area's first television sportscaster. Matter of fact, Gerry was famous in sports in the area at the age of 15. That was when he pitched the only no-hit, no-run game ever known on the opening day of the Springfield "Daily News" sandlot tournament. It followed that while in high school Gerry was sandlot editor of the "News." He was graduated from St. Michael's College in Vermont after shining in varsity football, baseball and hockey, then became athletic publicity director at Holy Cross and correspondent for Springfield, Boston and Vermont papers. His program: "From the Sidelines."



WLWD-TV, dayton, ohio

BETTY ANN HORSTMAN, who runs the Monday-through-Friday "Coffee Club" on WLWD-TV in Dayton, O., combines exuberance, an attractive personality and wide experience in stock theater to make her one of the greatest attractions of the moving home screen. And Betty Ann really moves—virtually all the time. She gives skating instructions, both ice and roller; dance lessons, both square and tango; and she gives sponsors a good run for their money. Betty Ann is a recent bride. She is a local girl, went to Dayton's Julienne High School and Dayton University, with a stop at Marymount College in N. Y. She has appeared in stock.



KRON-TV, san francisco, cal.

LU HURLEY, of KRON-TV in San Francisco, is really Sherdon Bernard Hurley, but his identification on his five shows weekly is not complete without the addition of "and Myrtle." Myrtle is the quasi-beagle who (bow-)wows all of Lu's audiences, with Lu helping, of course. Lu has been on the West Coast air since 1943, ad-libbing his way from Santa Rosa and Sacramento to San Francisco after leaving Golden Gate College. He's been in San Francisco video since '48, has been married to the beautiful, blonde Audrey since 1940; they have added an Eve, age 8, since then. Myrtle, age 6, in television for the last 18 months; is a newcomer to TV.



KGA, spokane, wash.

ROD KLISE is program director at KGA, Spokane, Wash., but he also finds time to handle most sports and special events shows that come along, to do at least one newscast a day and to emcee the five-weekly "Rod's Rendezvous." This is a super-time program, rich with Rod's gripes about anything and everything, and he boasts that it's very good for the ulcers, his and everybody else's. Rod got out of college during the depression, peddled magazines and played sax in random bands before getting a job as a reporter in Walla Walla. He transferred to radio reporting over KIJ in '37, was in Chicago at WIND from '44 to '46 as a deejay.



WAAB, worcester, mass.

MISS LACE, of Worcester, Mass.'s, WAAB, is known only by that ornamental title, unless you include the fact that she's also been named Worcester's "outstanding radio personality." As distaff jockey she's on the air for two-and-a-half hours a day and nobody but nobody outdoes her in fulfilling requests, dedicating numbers, running contests and having guests by the dozens. Miss L. is a native Worcesterite who got her radio start in Boston in 1950 and then came back home in 1951. She has her A.B. from the University of Vermont, thereafter won Vogue's "Prix de Paris" art and lit contest, studied drama at the American Theater Wing.



WAVZ, new haven, conn.

BOB LLOYD, disc-combobulator for WAVZ, in New Haven, Conn., is a firm believer in the value of contests. Which is why he recently had his listeners fill in the last line to: "I never win radio contests because:". Another time he merely asked them to send in "the best set of contest prizes." Bob got into radio right after graduating from the University of Connecticut, which followed three years of Navy service. He was first in Norwich, then Hartford, then Springfield, Mass., before reaching his present Haven. There he is on the air every day from 5:30 a.m. to 10 a.m. He is now all of 28. He says he doesn't hope to settle the world's problems.



WTOD, toledo, ohio



TOMMY LLOYD, of WTOD, in Toledo, O., is known as the best known hillbilly in the state of Ohio. His outfit, "Tommy Lloyd and His Strolling Cowboys," hasn't strolled from the area for more than six years now, is heard every day, Monday through Friday, from noon to 12:30, in addition to being spotted in numerous other station shows. And this is in addition to all sorts of benefits the group plays whenever asked. The popularity of Tommy and his tribe is concretely suggested by the fact that in one week they've had more than 1,800 requests for their renditions of the classics of the American range and grange. Tommy plays the guitar.

WGST, atlanta, ga.

BILL LOWERY, of WGST, is one of Atlanta's most popular personalities with his three shows a day—morning, noon and night. He wakes people up from 7:45 to 9 a.m. with timely comments about the time, news and weather. Then he emcees "Mama Goes A-Shopping" from various grocery stores about the city. And he's back again every weekday night from 6 to 7 with his "Uncle Eb Brown Show" of hillbilly songs and commentary. This doesn't keep him busy, though, evidently, so he runs a music publishing firm and has had several folk hits lately. Bill's been in radio since he was 16, at McComb, Miss. He came to WGST in '48; has 3 kids.



WLW-TV, cincinnati, o



RUTH LYONS the highly resilient mainspring of WLW-TV in Cincinnati, O., has been a household name in the Ohio Valley ever since 1929. That was a year after she was graduated from the University of Cincinnati, where she was editor of the campus yearbook, composer of the song that started another U.C. student on her way to singing fame. Libby Holman was the name. Ruth, born Ruth Reeves, began in radio in '29 as pianist and music librarian on a Cincinnati station. Soon she was on the air two hours a day, was named program director. She joined WLW in '42. Now the waiting list to her "50-50 Club" telecasts is over 80,000.

WGAR, cleveland, o.

BILL MAYER, whose 7-year-old morning show on Cleveland, Ohio's station WGAR has brought him the title "Mayor of the Morning," is one of radio's busiest bodies. Popular "Mayor," Mayer is so civic-minded, he actually would like to be Mayor of Cleveland or maybe just suburban Avon Lake where he homesteads with his wife Elaine, two kids and a Great Dane. Besides filling nearly four hours of airtime every day to the satisfaction of his 4,000,000 "constituents," the "Mayor" is frantically active in Kiwanis and the Shrine. If you think he has time for anything else, you're right: he appears in little theater productions in Elyria, O., rises at 3:30 A.M.



WBAP-TV, fort worth, texas



MARGRET K. McDONALD remains a firm believer in that age-old antic, feminine mind-changing. In fact, she admits to only one constant interest: her son Lance, 11. Born in Oklahoma, Margret moved to New Mexico, to Wyoming, to Oklahoma, and finally, in 1950 to Fort Worth, Texas, to become Director of Home Economics for WBAP-TV. She determined on a music career, received a music degree at Christian College, Columbia, Mo. (plus a B.A. from the U. of Missouri), then threw up music for radio and Women's Editorship of KFRU, Columbia. In 1940 Margret threw up radio for matrimony, but returned eight years later.

KMO, tacoma, wash.

BURT McMURTRIE, whose four years of service with KMO have won him undisputed recognition as Tacoma, Washington's leading radio personality, developed his hard-hitting daily commentary, "It Seems To Me," from an equally impressive newspaper column of the same name, written for the Tacoma "Times." Among other honors, the show has been cited for civic service by Tacoma's mayor and its Chamber of Commerce. Prior to KMO, Burt McMurtie's record includes posts with the Pittsburgh "Press," as a producer with NBC and CBS, as an ABC Radio vice-president in charge of program operations. Burt's a Tacoma native son.



WAAT, newark, n.j.

DAVE MILLER, creator of the Western and hillbilly music "Home Town Frolic" on WAAT, Newark, N. J., has won carloads of kudos, including a Nick Kenny verse which concludes: "... his cowboy program rings the chimes ... he even plays our songs at times ... his perfect English is a treat ... his life with kindly acts replete." Miller has been showing his devotion to hillbilly records since '40, when he took over 15 minutes from one Two Gun Watt Watkins, built it into a three-hour "Frolic." Although Miller headquarters is Newark, most fan mail comes from NYC, which he cites No. 1 Hillbilly Tawn. If indeed it is, dynamic Dave's responsible.



KWKW, pasadena, cal.

MILT NAVA is the only Spanish-speaking announcer in Los Angeles holding a first class FCC license, and when he greets friends and/or listeners with "Buenas dias, amigos mias" the words have the ring of authenticity—for Milt was born in Mexico. He came to the United States as a child, and after formal schooling here, received his training for radio in Hollywood. Originator of the annual Mexico Independence celebration broadcasts emanating from the Los Angeles City Hall, Milt is on the air a grand total of about 25 hours a week, beaming news and public service bulletins to Spanish-speaking homes, and MC-ing "Latin American Rhythms."



KSL, salt lake city, utah

ROLFE PETERSON is otherwise known as "The Late Rolfe Peterson," which has nothing to do with life or death, only the hour of his evening show on KSL radio, Salt Lake City, Utah. His a.m. show, likewise full of fun, laughs and pop music, simply bears his name—no other comment—which is quite sufficient: one-third of Utah listens. Born in Ogden, Utah, lanky Rolfe is something of an "old salt." He started his commercial career selling bait to fishermen and graduated, during World War II, to skipper of a Navy "LCT." His academic background includes Utah's Weber College and Brigham Young University, plus a master's in Arts and Lit. at Columbia.



WKJG, fort wayne, ind.

CHARLIE POWELL, pianist, vocalist and disc man at WKJG, Fort Wayne, Indiana, has a classic background for his air work. That is to say, it had practically nothing to do with anything connected with radio. He was graduated from Purdue in '42 with a B.S. degree and a license to teach English, speech and social studies. But he went to work at Purdue's educational station, WBAA, and it was radio as a career. After four years in the Air Force during the War, he joined WHBU in Anderson, Ind., and came to WKJG in '48. His "Here's Charlie" is heard three times daily, an hour each time. Charlie's 32 years old, the father of three girls.



KYW, philadelphia, pa.

JACK PYLE, champ disc diseur of KYW, Philadelphia, got his job as emcee of the station's prized "Musical Clock" after doubling the rating of the show he was hired for. Now his "friends" hear him every weekday from 6:30 to 9 and also on the "Jack Pyle Show" from 2 to 3 in the afternoon. Jack got his start in radio while with the Coast Guard during the War. He used his liberty time to do some ad lib work on stations in Norfolk and Newport News. After the war he got successively better radio jobs in Charleston, Memphis and Cincinnati. He came to KYW in 1950. Jack was born in Cleveland. He is now an ardent Phillie rooter.



WHB, kansas city, mo.

LARRY RAY, sports director for WHB, Kansas City, Mo., is one of the most popular broadcasters in the region. Equally at home in any sport in a sports-minded area, Larry's quiet competence has won him thousands of fans of his own. Part of Larry's success may stem from the fact that he was a major in psychology at Grove City college in Pennsylvania. He also studied at Duquesne and Pitt, got a Ph.D. from Columbia. He was a 4-letter man in college sports, later a semi-pro in football and baseball and a pro cager. Larry's been with WHB since 1950. Before that he was sports editor of the Grove City "Journal." Larry's 38 and married.



WFAA, dallas, texas



JOE REICHMAN, the nationally known bandleader, called "The Pagliacci of the Keyboard," has settled down in Dallas and there gives over a goodly portion of his time and talents to being a musical emcee for WFAA. One of the major reasons for the settlement is the fact that Mrs. R., the former Tommie Bradford, is a Dallasite, and they have a 9-acre ranch just outside the city. Joe has two 15-minute shows Monday through Friday; two hour shows Sunday afternoon and Monday night. He is a low-pressure CJ, goes easy on the gags and such, just tells quiet stories about show business which he knows so well. Joe's from St. Louis, has 2 kids.

KFBI, wichita, kan.

MACK SANDERS is the western star for KFBI in Wichita, Kan., with two weekday programs, "Western Folk Hit Parade" and "Ranch Boys," and a Saturday night show, with his wife, Jeannie, with the stress on religious music. Mack was born in Birmingham, Ala. (presumably "west" Birmingham) and got his radio start there before the War as a deejay. He was in the Army during the War, worked in radio at Shenandoah, Iowa, afterwards, then was in radio and TV in Omaha until he came to KFBI in '51 and built up his present big following. The Sanderses have an immediate following of two, Peggy Jeannie, 6, and Janet Sue, 2. Likes to hunt and fish.



WRVA, richmond, va.



SUNSHINE SUE, the only feminine emcee of a nationally known hillbilly program, is, in private life, Mrs. Sue Workman, mother of two. So popular has she become in Virginia through her WRVA (Richmond) program, "The Old Dominion Barn Dance," that she was crowned "Queen of the Hillbillies" by former governor William M. Tuck. Born Mary Arlene Higdon, she was the last of six children of farm folks in Keosauqua, Iowa. When she dated John Workman for the first time, she began the life-long use of the voice that is now so famous. The two married "right out of high school," in 1929. Sue got her nickname with the "Nat'l Barn Dance."

WCAN, milwaukee, wis.

HAL WALKER who runs around WCAN in Milwaukee on practically any air assignment that calls for a fast ad lib, has been emceeing the popular disc shows, "Around The Town" and "Ladies Aid" with great mutual satisfaction. Hal started in radio in '36, after Missouri Military Academy, Westminster College and Marquette University. His first jobs were in St. Louis and Chicago. He adopted Milwaukee in 1939 after winning plaudits for his coverage of the play-by-play for the Milwaukee baseball team. He took time out during the War to serve with the Air Force, found time during that time to do the announcing for Glenn Miller's show "I Sustain The Wings."



WEAN, providence, r.i.



TOD WILLIAMS, of WEAN, Providence, R. I., is conductor of the hour-and-a-quarter show bearing his name, in addition to "WEAN Goes Calling," which it does in the darndest places—like the kitchen of a Chinese restaurant, for instance, or a maternity ward. People get into the entertainment end of radio in peculiar ways, and Tod entered by way of being an account executive for an advertising agency. The story is that this makes his air selling more effective than most. Tod is a tenth-generation Yankee, no less, and a loyal Son of the Revolution. He's a graduate of the University of Minnesota School of Journalism, is married and has four children.

index to radio and television shows

A		C		G		K	
Action In The Afternoon.....	53	Candid Camera.....	31	Gabby Hayes Show.....	52	Judge For Yourself.....	27
A Date With Judy.....	40	Captain Video.....	51	Garry Moore Show.....	8	Junior Miss.....	77
Adelphi Menjon's Favorite Story.....	35	Chance of A Lifetime.....	31	Glamour Girl.....	31	Just Plain Bill.....	70
Adventures Of Archie Andrews.....	76	Check Wagon.....	53	Grand Central Station.....	79		
Adventures Of Michael Shayne.....	82	City Hospital.....	44	Grand Chance Roundup.....	55		
Adventures of Ozzie and Harriet.....	40	Comedy Hour.....	15	Gunsmoke.....	91		
Adventures of the Falcon.....	82					L	
Amos 'n' Andy (radio).....	76					Ladies' Choice.....	31
Amos 'n' Andy (TV).....	40	D		H		Let's Pretend.....	91
Arthur Godfrey and His Friends.....	6	Danger.....	35	Hall of Fantasy.....	82	Life Begins At Eighty.....	31
Arthur Godfrey's Talent Scouts.....	6	Danny Williams.....	41	Hallmark Hall of Fame (radio).....	79	Life Can Be Beautiful.....	70
Arthur Murray Party.....	11	December Bride.....	76	Hallmark Hall of Fame (TV).....	35	Life With Luigi.....	42
Aunt Jenny.....	73	Dinah Shore Show.....	21	Hawkins Falls.....	41	Live Like A Millionaire.....	32
		Ding Dong School.....	55	Hearthstone of the Death Squad.....	82	Lorenzo Jones.....	70
		Dr. Christian.....	76	Heaven For Betsy.....	41	Love Of Life.....	42
		Double or Nothing.....	26	Hilltop House.....	69	Lucky Strike Theatre.....	34
		Down Yes Go.....	30	Hollywood Off-Beat.....	47	Lux Radio Theatre.....	79
		Dragnet.....	46	Hopalong Cassidy.....	52	Lux Video Theatre.....	35
				House Party.....	26		
				Howdy Doody.....	48		
B		E		I		M	
Backstage Wife.....	69	Eddie Fisher Time.....	23	I'll Buy That.....	29	Mama.....	39
Balance Your Budget.....	31	Everywhere I Go.....	27	I Love Lucy.....	36	Man Against Crime.....	47
Bank On The Stars.....	32			I Married Jean.....	41	Man On The Farm.....	67
Barrie Craig, Confidential Investigator.....	82	F		I've Got A Secret.....	32	Martin Kane, Private Eye.....	67
Beat The Clock.....	27	Family Skeleton.....	79			Meet Corliss Archer.....	77
Beat Plays.....	79	Family Theatre.....	79			Meet Millie.....	44
Beulah.....	44	Father Knows Best.....	77			Meet Mr. McNulty.....	43
Bill Baker, U. S. A.....	40	F. B. I. in Peace and War.....	82			Merry Mailman.....	55
Big Town.....	46	Fibber McGee and Molly.....	77			Mickey Spillane.....	82
Bill Cullen Show.....	30	Fieldside Theatre.....	35	J		Mind Your Manners.....	91
Blind Date.....	32	Ford Theatre.....	35	Jack Benny Show.....	17		
Bob and Ray.....	19	Four Star Playhouses.....	35	Jackie Gleason Show.....	16		
Beaten Blackie.....	47	Front Page Detective.....	47	Jason and the Golden Fleeca.....	82		
Brighter Day.....	69	Front Page Farrell.....	69	John Steele, Adventurer.....	82		
Broadway's My Beat.....	82						
Burns and Allen Show.....	16						

index to radio and television stars

A	Abbott, Bud.....	15	Acree, Chuck.....	67	Adams, Mason.....	71	Albert, Eddie.....	11	Alexander, Ben.....	46	Alexander, Joan.....	29	Allen, Fred.....	27	Allen, Gracie.....	16	Allen, Mel.....	60	Allen, Steve.....	28	Allison, Fran.....	54	Anderson, Eddie (Rochester).....	17	Arden, Eve.....	74	Arnaz, Desi.....	37	Arnold, Eddy.....	24	Arnold, Edward.....	78	Arthur, "Big Boy".....	91	Austin, Bill.....	92	Autry, Gene.....	99	Avery, Phyllis.....	43																								
B	Babbitt, Harry.....	31	Backus, Jim.....	41	Bailey, Jack.....	67	Baird, Eugenio.....	64	Baker, Art.....	31	Bell, Lucille.....	36	Bankhead, Tallulah.....	9	Barber, "Red".....	60	Barkley, Alben W.....	60	Barlow, Howard.....	66	Berry, Jack.....	31	Bartlett, Tommy.....	67	Beatty, Morgan.....	59	Beavers, Louise.....	44	Becker, Sandy.....	73	Bell, Gabby.....	92	Bellamy, Ralph.....	47	Belter, Mary Linn.....	40	Bendix, William.....	43	Bennett, Don.....	31	Benny, Jack.....	17	Benson, Bobby.....	91	Benson, Red.....	67	Benzell, Miami.....	24	Borch, Jack.....	57	Berg, Gertrude.....	43	Bergan, Edgar.....	64	Berle, Milton.....	18								
C	Biggs, E. Power.....	64	Billingsley, Sherman.....	11	Blaine, Jimmy.....	67	Blaine, Martin.....	82	Bleyer, Archie.....	6	Black, Martin.....	6	Bolger, Ray.....	11	Bond, Johnny.....	91	Bond, William.....	52	Borg, Victor.....	19	Bronson, Lyell.....	82	Brickhouse, Jack.....	60	Britton, Barbara.....	48	Brown, Vanessa.....	26	Burns, George.....	18	Bustons, Red.....	16	Buttram, Pat.....	91	Byrington, Spring.....	76																												
D	Caesar, Sid.....	19	Campbell, Patay.....	72	Canova, Judy.....	86	Cantor, Charles.....	86	Cantor, Eddie.....	15	Capp, Al.....	30	Carey, Macdonald.....	82	Carmichael, Hoagy.....	24	Carr, Nancy.....	64	Carson, Ken.....	8	Caulfield, Joan.....	42	Cerf, Bennett.....	28	Chadwick, Ralph.....	70	Chandler, Jeff.....	75	Childress, Alvin.....	40	Clark, Len.....	83	Clarke, Philip.....	83	Clooney, Rosemary.....	63	Coca, Imogene.....	19	Coplin, Russ.....	92	Collingwood, Charles.....	60	Collins, Dorothy.....	21	Collins, Ted.....	9	Coltner, Bud.....	27	Coltner, Jane.....	44	Cornell, Don.....	84	Cox, Betty.....	84	Come, Perry.....	20	Condon, Glenn.....	92	Connor, Lynn.....	31	Conrad, Bill.....	91	Conway, Tom.....	47
E	Correll, Charles.....	78	Costello, Lou.....	15	Cotsworth, Staats.....	69	Cox, Wally.....	36	Crane, Bob.....	92	Crane, Gene.....	55	Cronka, Dick.....	75	Crowley, Walter.....	60	Crosby, Bing.....	62	Crosby, Bob.....	24	Cullen, Bill.....	30	Curtis, Donald.....	71																																								
F	Dale, Alan.....	30	Daly, John.....	26	Damon, Lee.....	72	Davies, Gwan.....	91	Davis, Elmer.....	88	Davis, Janette.....	6	Davis, Joan.....	41	Davis, Rex.....	93	Day, Dennis.....	22	Day, Doris.....	63	Deane, Joe.....	93	Deane, Martha.....	87	De Camp, Rosemary.....	76	De Luga, Milton.....	30	Denning, Ellen.....	43	Denning, Richard.....	46	DeSantis, Joe.....	83	Devins, Andy.....	53	Dietrich, Mariene.....	78	Dixon, Bob.....	53	Donlevy, Brian.....	82	Douglas, Don.....	82	Douglas, Melvyn.....	67	Draper, Margaret.....	49	Dugan, Johnny.....	31	Dyke, Henry.....	83	Durante, Jimmy.....	15	Dwyer, Jocelyn.....	7								
G	Emerson, Faye.....	87	Erwin, Stuart.....	44	Evans, Bergen.....	30																																																										
H	Hagg, Robert.....	69	Hadley, Reed.....	47	Hagen, Jean.....	41	Hale, Alan, Jr.....	40	Harris, Dean.....	84	Harris, Phil.....	78	Harris, Robert H.....	43	Hartline, Mary.....	55	Hartman, Paul.....	44	Hastings, Bob.....	76	Hastings, Don.....	51																																										
I	Edwards, Douglas.....	59	Edwards, Ralph.....	27	Edwards, Sam.....	77	El Conquistador.....	57	Ellen, Minetta.....	70	Elatner, Anne.....	73																																																				
J	Farmer, Clifton.....	10	Farrell, Charles.....	42	Faye, Alice.....	78	Fisher, Eddie.....	23	Fitzgerald, Ed and Pegeen.....	87	Flowers, Sally.....	83	Foley, Red.....	84	Fontaine, Frank.....	19	Ford, Milton Q.....	83	Forteeas, Priscilla.....	83	Francis, Ariene.....	28	Frawley, William.....	37	Frederick, Pauline.....	87	Freeman, Florence.....	73	Froman, Jane.....	23	Funt, Allen.....	31	Furness, Betty.....	87																														
K	Gagne, Verne.....	57	Gardner, Ed.....	85	Gargan, William.....	82	Garroway, Dave.....	58	Gleason, Jackie.....	16	Godfrey, Arthur.....	7	Golden Terror.....	57	Gordon, Gale.....	77	Gooden, Freeman.....	76	Gothard, David.....	72	Grant, Kirby.....	52	Granza, Walter.....	45	Gregson, Jack.....	67	Grove, Betty Ann.....	29																																				
L	Jackson, Allan.....	59	Jackson, Jay.....	31	James, Dennis.....	31	Jessel, George.....	11	Jones, Dick.....	53	Jordan, Jim.....	77	Jordan, Marian.....	77	Jostyn, Jay.....	83																																																
M	Kaltenborn, H. V.....	89	Karna, Rocoe.....	47	Kaufman, George S.....	10	Kaye, Sammy.....	64	Kaye, Virginia.....	71	Keane, Teri.....	70	Keith, Richard.....	83	Kelly, Joe.....	52	Kemmer, Ed.....	30	Kenton, Stan.....	64	Kenyon, Nancy.....	24	Kierman, Walter.....	32	Kilgallen, Dorothy.....	38	Kim, Lu.....	44	King, John Reed.....	57	Kirby, Durward.....	8																																



tv comedy—p. 12



tv variety—p. 4



radio drama—p. 74



tv quiz shows—p. 25



radio music—p. 62

who's who in TV and Radio



radio women's shows—p. 86



tv mysteries—p. 45



tv kid shows—p. 48



tv music—p. 20



radio quiz shows—p. 66