

50¢



Listen Tonight...
"Philco Radio Time"
starring

BING CROSBY

with
JUDY GARLAND
as his guest!

The radio listening treat of the week... Bing Crosby and his screen star guest, Judy Garland, on "Philco Radio Time" tonight. Tune in to their hilarious *Turkey Hunt*, hear them harmonize in "Wait Till the Sun Shines, Nellie". It's a riot of fun added to Bing's own heart-warming songs. Remember... it's Bing's one and only radio show; be sure to listen tonight.

IT'S BING'S ONE AND ONLY RADIO PROGRAM with John Scott Trotter's Orchestra and Chorus The Charioteers Skitch Henderson and his Piano

* **WKBW** *
10:00 P. M. Tonight
W. BERGMAN COMPANY, Inc.
Oak and Eagle Streets

MONDAY
at 8:00 P.M.
TUESDAY
and
THURSDAY
at 5:00 P.M.
WKAL
1450 On Your Dial
ACTION
ADVENTURE
with

STRAIGHT ARROW
Going Places with Mutual

3/7/49
12/16/46

Know what's on my mind?



You! Jessie thinks you're going to like her batch of chuckles tonight. Tune in the Queen of Smiles...

The Joan Davis Show

Presented by Lewer Brothers Company, makers of Sun Soap
WIBX • 8:30 p.m.
Tonight and Every Monday Night

11/27/46 3/25/43

Tonight's the Night!
TUNE IN THE OLD GOLD SHOW
with Frank Morgan, Don Ameche, Frances Langford
WIBX 9 P. M. (E.S.T.)
1/9/48

Tonight's the Night!
TUNE IN THE OLD GOLD SHOW
with Frank Morgan, Don Ameche, Frances Langford
WIBX 9 P. M. (E.S.T.)
1/16/48

2/11/46



LISTEN TO THE

Chesterfield Supper Club

5 Nights a Week... all NBC Stations
7 P. M. WGY-WSYR



- A ALWAYS Milder
- B BETTER TASTING
- C COOLER SMOKING

THE RIGHT COMBINATION OF THE WORLD'S BEST TOBACCO'S

Free — Send a post card for large portraits of Perry Como and Jo Stafford. Address: Chesterfield Studio, Box 21, New York 8, N. Y.

COMING! SUNDAY! JACK BENNY!

WITH MARY LIVINGSTON • PHIL HARRIS • ROCHESTER • LARRY STEVENS • DON WILSON



NOW THAT CIVILIAN GOODS ARE MORE PLENTIFUL, FRED ALLEN IS ABLE TO COME BACK ON THE AIR. YOU SEE, HE NOT ONLY TALKS THROUGH HIS NOSE... HE PRINTS HIS SCRIPTS ON KLEENEX

FLASH! WORLD'S GREATEST RADIO FEUD BREAKS OUT WITH BRAND NEW FURY!

JACK BENNY STARTED OUT ON RADIO AS A SPOT ANNOUNCEMENT AND SOMEONE FORGOT TO REMOVE THE SPOT



EVERY SUNDAY
7 P. M.--WGY

PRESENTED BY **LUCKY STRIKE** — L.S./M.F.T.



HOWARD HUGHES' **JET PILOT**

Starring **JOHN WAYNE • JANET LEIGH**

AND THE **U. S. AIR FORCE**

Directed by JOSEF VON STERNBERG • Story and Screenplay by JULIUS FLUTHMAN

STANLEY Starts WED.

REGULAR PRICES!

1957



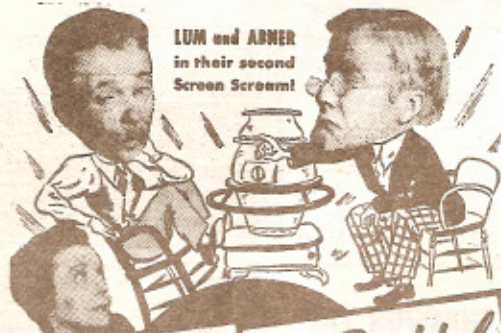
EDITOR'S
WORD....

What we have here is OTRAFAN's new format. This is how it'll be from now on: eight pages, ALL reprint, no current ads.

It's probably what I should have done in the first place, but I didn't think there would be enough support for a reprint-only zine. Happily, I was wrong.

Since OTR fandom is currently without a monthly, large format adzine, I've decided to start one. It's called STATION BREAKS, and premieres next month. Essentially, it'll be the new ad section that used to be here. Ad rates will be the same and it'll be printed in the 8 1/2" by 11" size. It's also free. OTRAFAN subbers will receive it automatically and if you have any friends who you think might enjoy it, have them send me their name and address.

Last issue, some of the dates didn't print, so here they are: On the inside back cover-- the BIG TOWN "Extra" ad: 11/9/48; THE BRAIN: 12/6/46; YOUR LUCKY STRIKE THEATER "For Love or Money": 6/4/51, and "When We Are Married": 7/2/51. On the centerspread-- Sinatra/Welles 10/18/44; Quiz show winner 7/19/48; Jimmy Stewart 1/27/44; Henry Morgan 2/2/50; Santos Ortega and Smiley Burnette 2/18/51. As you can see with this issue, we've gone back to Flair pen which, while perhaps sloppy, always prints.



LUM and ABNER
in their second
Screen Screen!

LUM AND
ABNER

THE BASHFUL
BACHELOR

CAPITOL

with ZASU PITTS
Monday, Tuesday, Wednesday
11c - 22c - 28c

Starts Thursday



The Year's Most discussed Picture
CAROLE JACK
LOMBARD · BENNY
"To Be or Not To Be"
AN ERNST LUBITSCH PRODUCTION

5/24/42

OTRAFAN is published bi-monthly by Rogue Press. Edited by Chuck Seeley. Subscriptions: \$3 for six issues, \$6 for twelve issues, sample copy 50¢. Make checks and money orders payable to Rogue Press and send to Rogue Press, 294 Victoria Blvd., Kenmore, New York 14217. The number after your name on the address label is the number of the last issue of your subscription. Renewal notices will be sent out. Please inform us of any change of address.

10/22/52

TV TONIGHT

"DEATH
VALLEY
DAYS"

True Tales ...
Winning of the West
told by the popular
"Old Ranger" ...
Radio Favorite; Greater
on TV; Filmed on Location.

WKTV 7:00 P. M.
CHANNEL 13

By producers of 20 Mule Team Products

6/16/47

1/27/43

THE ONE AND ONLY

SHIRLEY TEMPLE
DOLL
\$4.98



18 Inches High

Even Shirley says her dolly looks like her. Any little girl would just love this miniature of America's most popular child! Party dress in choice of maize, green, blue or pink.

50c Down

Open An Account!

MAIL THIS COUPON
GOODMAN'S
HOME FURNISHINGS

77-83 Genesee St.
Utica, N. Y.

Please send me the Shirley Temple doll at \$4.98, plus 10c carrying charge. I enclose 50c for delivery and \$1 monthly. Check color:

[] Green [] Blue [] Pink

Name

Address

Colorful
Photo of
Shirley
FREE
With Each
Doll!

Monday Night It's WKBW
With News ... Sports ... Music!

"Jimmie
Allen"
America's avi-
ation hero
5:45 P. M.

"Tello-
Test"
Money on the
Telephone
6:15 P. M.

Joe
McCarthy
Buffalo's
"Mr. Baseball"
7:10 P. M.

Quick Watson!
check your dial for
1520

THE NEW ADVENTURES OF
SHERLOCK
HOLMES

MORE thrills MORE mystery
8:30 P. M.—WKBW

"Accent
on
Music"
Smooth!
Sweet!

Super!

7:15 P. M.
"Lone
Ranger"
He Rides To-
night to Avenge
a Wrong

7:30 P. M.

WKBW

Tomorrow: Don't miss "My True Story" as Nita proves a dumb child is wiser than smart parents, and the sponsor gives you a present just for listening... 10 A. M.

TONIGHT!
Exciting, Dramatic,
Program

LIONEL
BARRYMORE
in "Mayor of the Town"

Presented
by
NEW
"soapy-rich"
RINSO

9 P. M. WIBX

New Program For Winchell; Suit Dropped

NEW YORK (AP)—Walter Winchell says he will start a new television series next fall with the American Broadcasting Co. and is withdrawing a seven-million-dollar breach of contract suit against the network.

In March 1955 the columnist-commentator announced he was leaving ABC because of disagreements over finances and protection against libel suits. He quit the network three months later.

In September 1955 he filed suit, charging he had later learned he was protected by insurance from punitive damages and told ABC he was covered, but that the network declined to reinstate him.

The new show, to be filmed here and in Hollywood, will be titled "The Walter Winchell File," based on his experiences as a newspaperman. Winchell said the series is slated to start in September or October.

4/25/57 ↗

On the Air Waves

- | | |
|---------------------------|-------------------------|
| HORIZONTAL | 4 Affirmative |
| 1,5 Depicted actress | 5 Soothsayer |
| 10 Separated | 6 Hours (ab.) |
| 12 Mistakes | 7 Symbol for iridium |
| 14 Goddess of infatuation | 8 Cooking utensil |
| 15 Wise men | 9 Jail |
| 17 Point | 10 Time gone by |
| 18 Senior (ab.) | 11 Rebound |
| 19 Through | 13 Bridge |
| 20 Symbol for samarium | 16 Goddess of the earth |
| 21 Small child | 22 Waver |
| 23 Eternity | 23 Involve |
| 24 Negative word | 25 Carry (coll.) |
| 26 Girl's name | 26 Mimics |
| 27 Toward | 31 Epistle |
| 28 Pint (ab.) | |
| 29 Size of shot | |
| 30 Babylonian deity | |
| 31 Sheltered side | |
| 32 Slight taste | |
| 34 Weight of India | |
| 35 Column | |
| 37 Near | |
| 38 Rude small house | |
| 41 Of the thing | |
| 42 Follower | |
| 44 Small candle | |
| 46 Arrive (ab.) | |
| 47 Made of grain | |
| 49 Country | |
| 51 She performs on the — | |
| 52 Bird's home | |

- | | |
|-----------------|------------------|
| VERTICAL | 1 Motherly woman |
| 2 Exist | |
| 3 Right (ab.) | |



Wed., Oct. 9, 1957

Cautious Benny Quits At Just \$64

New York (AP)—Comedian Jack Benny climbed just one rung on "The \$64,000 Question" financial ladder last night and decided it was a dizzying height. He quit—and left the show just \$64 richer.

Benny, whose closeness with a dollar is one of his theatrical trademarks, insisted on stopping with \$64 even though Quizmaster Hal March told him such a thing had never been done before. Traveling expenses alone for Benny to come from California had cost \$300, March said.

But the dry-witted comedian insisted. And since the show was not prepared with a check, March and other members of the cast dug up \$64 from their own wallets.

Benny won the money on the one and only question in his category, the violin. He gave the first name of the violin maker Stradivari (Antonio) and his birthplace (Cremona, Italy).

10/9/57 ↗

12/20/49 ↘

Novel Radio Program to be Heard Over CBS Starting Next Thursday



Sunda Love, Seymour Young and Henry Saxe are shown in the above picture, from left to right, rehearsing for their part in the new radio series to be sponsored by Sears, Roebuck and company, starting next Thursday evening.

Flaunting a galaxy of big names from stage and screen, Sears, Roebuck and company will launch one of the most dramatic and entertaining programs over the largest radio network in the world — Columbia Broadcasting system, with 96 stations from coast to coast, according to an announcement made today by L. M. Priddle, Sear's manager in Niagara Falls.

Negotiations are under way to secure the services of Al Jolson, Irene Dunne, Freddy Bartholomew, George Gershwin, Jeannette MacDonald, George M. Cohan, Shirley Temple, Fred Stone, Elsie Janis, Irving Berlin, Admiral Byrd, The Abbe Children, Constance Bennett, Robert Montgomery and others, many of whom have already been signed.

The name of the program will be "Sear's—Then and Now." It will come on the air September 17, Sear's fiftieth anniversary, at 10 p. m. eastern standard time, and will take the half-hour spot between Major Bowes' amateur hour and the March of Time.

"Generally speaking, the series will consist of highly dramatic episodes designed to capture the flavor of great events, personalities and popular states of mind and linking the past with the present. The dramatic sequences will involve the use of hundreds of characters and a longer list of episodes than any other broad-

cast series ever attempted in this country," said Mr. Priddle.

"Elaborate research has been conducted to recreate graphically not only the outstanding news stories of the last 50 years but to find new and hitherto untold local color about the most interesting and important men and women who lived in that period. These headlines of the past will be highlighted against a counter-motif of the more recent news and the program will flash in lively tempo between the past and the present. The songs, the manners, the customs and the popular states of mind that prevailed during the various periods treated will be reproduced in order to give more vivid reality to the episodes."

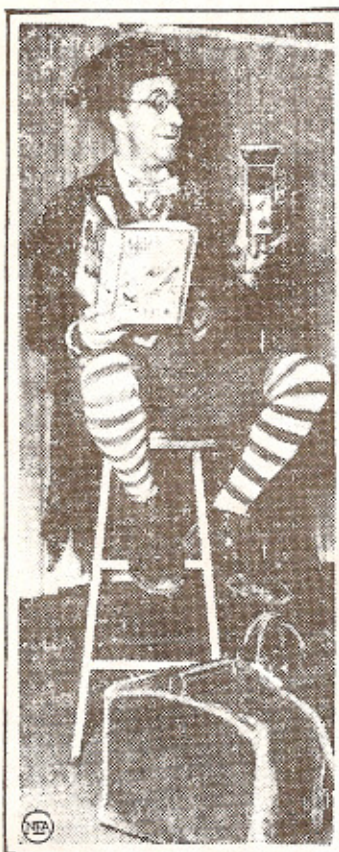
Sears is one of the pioneers of radio broadcasting in America. It founded station WLS and at one time was interested in several other large stations. Many famous radio stars made their first appearance before the microphone under Sears' auspices. The company disposed of its broadcasting interests in 1928 and since has appeared only in a few local programs in various cities.

Local listeners can tune in on the program over station WKBW, of Buffalo, Manager L. M. Priddle said.

"I take great pleasure in inviting our friends in this community to listen in on these broadcasts," Mr. Priddle added.

9/12/36 ↗

**'Oo-O-o-O!' Ed's
'Gulliver' Now!**



Well, well, here's Ed Wynn, the "Perfect Fool," in full dress for the new comedy character role he'll bring to the air soon. The popular comedian will be "Gulliver, the Traveler," from now on, portraying the central figure of a modern adaptation of Dean Swift's classic, "Gulliver's Travels," written 200 years ago.

2/24/36 ↗

**POPULAR COLUMNIST
FORMER PARTNER OF
CANTOR AND JESSEL**

Walter Winchell Took Up Writing Through Chance Story Sent to Vaudeville News.

NEW YORK, Jan. 15.—Here's what is technically known as "the dirt" on Walter Winchell, the tabloid columnist whose specialty is spreading the dirt about everyone else.

Walter was born in New York City and raised in the theater. At the age of 12 he was an usher, says the Current Radio Digest, and while engaged in that calling he thought up a scheme that landed him on the other side of the footlights. He conceived the idea of showing slides on a screen while the soloist sang sweet ditties about love,

**Barbour Family
Skit Rates Top**

**"One Man's Family" Chosen
as Best Radio Drama**

SAN FRANCISCO, July 15. — For the fourth consecutive year radio listeners of the nation have named One Man's Family their favorite dramatic program.

The famous NBC serial again has won first place in Radio Guide's Star of Stars contest, just concluded, which means that Playwright Carlton E. Morse will add another gold medal to the already impressive collection his Barbour brain-children have earned.

Well in advance of the nearest runner-up, the serial of a typical American family has once more manifested its hold upon the imagination of listeners everywhere in America, after more than five years on the air.

In Radio Stars' first Star of Stars contest in 1934, listeners were scheduled to vote for their favorite star, but so many voted for One Man's Family instead, that the following year the contest was divided into several fields. As it had done in the first poll, One Man's Family was an easy winner over all other dramatic programs. Last year it repeated the achievement.

Other surveys and contests have shown the same sentiment on the part of listeners for Morse's tender, human story of a real family. In balloting conducted by the Cleveland Plain Dealer in 34 cities and towns of America last December the NBC serial was selected a member of the All-America Radio Eleven, taking and holding a large lead from the start of the poll, over not only dramatic offerings but all other types of radio programs. The Western Canada Radio News, a magazine covering a large section of Canada, recently held a poll in which One Man's Family won first place by a wide margin.

The Barbour saga also won the Los Angeles Times' recent survey to determine the best dramatic program on the air, receiving 58 per cent of all the votes cast, including those polled in other divisions of the contest. It has been awarded Radio Stars' medal for Distinguished Service to Radio and was a leader in Motion Picture Daily's recent national poll.

7/15/37 ↗

A movie manager liked the idea—and Walter's soprano voice—and the youth became a Thespian. Soon he took in two partners, and the three of them were known as "the little men with the big voices." You may have heard of the partners. They're pretty well known as George Jessel and Eddie Cantor.

From singing song slides, Walter was graduated to a part in Gus Edwards' Review, with which he remained until he was out of the juvenile class. Then he put on a vaudeville song-and-dance act with a young lady. It wasn't much of an act, and Walter never hit the big time. But he earned his way and acquired a determination to get out of vaudeville.

He Takes to the Pen

During his sleeper jumps, by way of amusing himself, he wrote a few intimate stories of his fellow vaudevillians and, on an off-chance, he sent one of these pieces to the Vaudeville News. The publication accepted the article and asked for more. That showed Walter the way out.

**CBS Radio Offers a Couple
Of Refreshing New Shows**

By CHARLES MERCER

NEW YORK (AP)—On Sunday the French Republic celebrated Bastille Day and CBS Radio celebrated with two new and entertaining network programs. They are a panel quiz, "Sez Who?" (7 p. m., EDT) and "The Stan Freberg Show" (7:30 p.m.).

"Sez Who?" is blessed with Henry Morgan as moderator and a panel consisting of Gypsy Rose Lee, Joey Adams and John Henry Faulk. The panel listens to a recorded voice of someone either living or dead and then tries to guess who it is.

After all the elaborate gimmicks you see in TV quiz shows, it doesn't sound like much, does it? Well, it's so simple that it's refreshing for a change. Not that there seemed anything simple about identifying the voices heard on Sunday: Enrico Caruso singing "Over There" during World War I; Babe Ruth and Lou Gehrig engaged in handinage that didn't mention baseball; Bobby Breen singing in the heyday of his boyhood popularity; and Marilyn Monroe singing. The panel identified all except Miss Monroe.

"Sez Who?" is not a great program, but it's a gay one. If the wit occasionally grows a trifle forced, it is at least wit, Morgan and the panelists are adept at the mild insult, a pleasant medium of conversational exchange that is all too rare on television.

Stan Freberg's feature on Sunday was a musical take-off on Las Vegas involving a booking war between Hotel El Sodom and Rancho Gomorrah. Among the features the managers obtained were an eight week run for the 1960 Presidential inauguration and the Suez Canal brought over in sections.

Or, as Freberg intoned, "A new Near East crisis was assembled in the Suez Room." If these kinds of mental antics appeal to you then you'll like this program. Perhaps the Sunday night feature was prolonged a bit, Florence Chadwick trying to swim the length of the new pool and failing because rather monotonous.

Nevertheless, it's mighty re-



STAN FREBERG

freshing to hear radio satirizing with the fine dispatch that Freberg displays.

This department plans to be listening next Sunday when Freberg promises to interview the Abominable Snowman and give us the inside story on Paul Revere.

7/18/57 ↗

He came to New York and got a regular job on the Vaudeville News, reporting Broadway gossip. About that time, a new tabloid, the Graphic, was started, and its publisher, Benarr McFadden, offered Winchell a place. This was Walter's introduction to big money.

Now he's on the Mirror, writing the same sort of column—a column that is syndicated throughout the country.

Walter is 33, grad-haired, and pleasant in manner, says Radio Digest. He writes two hours a day—from 5 p. m. until 7—but he's up all night collecting the dirt.

1/15/31

Hollywood Film Shop

Hollywood (AP)—Ozzie and Harriet Nelson, who live a large share of their family life in public by using their sons as actors on their radio program and movies, think they have stumbled on a pretty good system for rearing their children.

The two sons—David, aged 14, and Riekey, 10—have become a part of the business, and the Nelsons are convinced this makes them act more like adults.

"Make a play or a game of every problem that comes up," they advise other parents. "You'll get closer cooperation from your children and enjoy a deeper understanding of them, as they will of you."

THAT SYSTEM has worked for the Nelsons, who have had the boys with them on their radio show for several years and more recently have been acting with them in Universal-International's "Here Come the Nelsons."

"We're all so used to ironing out problems together during rehearsals that we're in the habit of pulling together and reasoning things out," they say. "The boys get a big kick out of being parties to the process and are a big help."

OZZIE AND HARRIET pride themselves on having a "perfectly normal" family, even though they are in show business. Their careers don't interfere with their home life, because everybody is "part of the act" both at home and on the job.

They all have a say during

script sessions for the radio show, with the boys being consulted especially about the vernacular of young boys. The boys also are on the alert when away from their parents for any real-life situation that might be good script material.

ONE THING the Nelsons think indicates the normality of their children's lives is that they don't think acting is very important.

"They stand to make \$150,000 each under the terms of our radio contract but they very probably will waive the opportunity in favor of going to college and playing football," says Harriet.

9/16/51
11/8/35 ↗
11/8/38 ↘

2 RADIO CHAINS WILL RESTRICT WORD 'FLASH'

Washington (AP)—Chairman Frank R. McNinch of the Communications Commission said that heads of two radio chains agreed at a conference here last night to restrict use in broadcasts of the attention-arresting word "flash" to "items of unusual interest or importance."

The informal conference was called by McNinch to discuss news technique used by broadcasters. Recently the commission received complaints against a broadcast dramatization of H. G. Wells' "War of the Worlds" in which the use of news bulletin technique caused some listeners to believe the country was being invaded by men from Mars.

Lenox R. Lohr, president of the National Broadcasting Company, and William S. Paley, president of the Columbia Broadcasting system, agreed to the restriction, McNinch said. Alfred J. McClosker, chairman of the board of the Mutual Broadcasting System, was in accord, McNinch said, but explained he had no authority to speak until the members of his system had acted on the matter.

McNinch said the three network heads saw no reason to alter the present practice in broadcasting news labeled as "bulletin." They said the word "flash" now is rarely used by any network, and that both words would be used "with great discretion in the dramatization of fictional events," McNinch reported.

Harriet to Share Spotlight



Harriet Hilliard, lovely NBC songstress who is in Hollywood to be featured in the New Fred Astaire-Ginger Rogers Picture, will be guest star on Wallace Beery's Broadcast November 9. She's Shown Getting a pointer from Wally.

HOLLYWOOD, Calif., Nov. 8.—Harriet Hilliard, NBC songstress who has just arrived in Hollywood to make a picture will be a guest star on Wallace Beery's broadcast over an NBC-WEAF network on Saturday, November 9, at 9:30 p.m., E.S.T. She will share the guest-star spotlight with Chester Morris, film actor, who will be heard with Beery in a dramatic sketch "Men Met at Vesle."

Miss Hilliard, recently married to Band Leader Ozzie Nelson, cut short her honeymoon to try a screen test at the film capital. So impressed were

movie producers over the test that they decided to withhold Miss Hilliard from the role in the picture that they originally intended for her, to co-star her instead with Ginger Rogers and Fred Astaire in the forthcoming RKO picture, "Follow the Fleet." She will take the part of Miss Rogers' sister.

Until she left for the coast Miss Hilliard was the featured songstress in the NBC series starring "Believe-It-Or-Not" Bob Ripley and the orchestra under the direction of Ozzie Nelson, her new husband.

Boris Returns



Boris Karloff will play a return engagement for Rudy Vallee on September 3.

OPA Could Substitute For Letter-Writing Firm

By GRACIE ALLEN

Special to The Buffalo Evening News.
HOLLYWOOD, May 22.—Well, I see a Chicago firm has started a service so businessmen won't even have to go to their offices any more. They can just lie in bed, call this firm and dictate their letters over the phone. The firm has the letters typed, and when it's time to sign them they send someone around to wake up the businessman.

Goodness, I don't see why a businessman has to call up another firm to handle all his correspondence for him. I should think he'd lie in bed and call the OPA direct.

Welles Program Scares 'em Again

Kelowna, B. C. (AP)—Orson Welles and the Russian satellite proved too much for some radio listeners the other night.

Radio station CKOV in this Okanagan Valley town devoted a brief newscast to the day's reports on Russia's Sputnik.

Then, without an introduction or advance warning, the station put on recording of Welles' famous "War of the Worlds" broadcast in 1938.

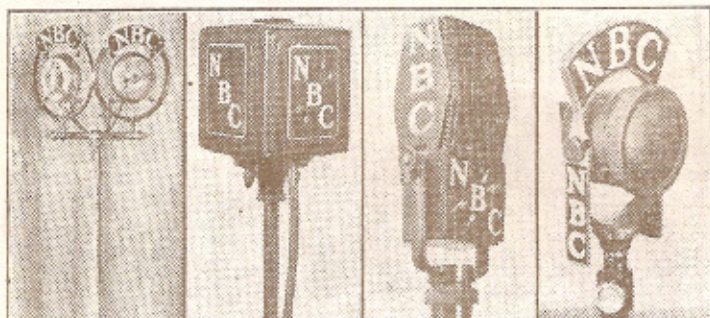
Twenty years ago thousands of radio listeners were frightened by the make-believe report that men from Mars had invaded the earth.

Last night 60 phone calls came in within a few minutes from anxious folk who thought Sputnik had landed hostile Russians in North America.

5/22/46 ↗

8/21/36

MARCH OF MIKES IN N B C'S DECADE OF BROADCASTING



Synonymous with the development of radio broadcasting is the development of the microphone. In the panel above are four representative mikes used by the National Broadcasting company in its first decade of broadcasting, to be celebrated on November 15, 1936. The microphones from left to right are: the Hanson "carbon duo" microphone; the camera condenser microphone; the "velocity" mike designed for high fidelity studio performances, and the "inductor" microphone, specially designed for remote or outside pickup work. Heard

over practically every type of NBC microphone have been Graham McNamee, one of the earliest of announcers, and Vaughn de Leath, pioneer "crooner of the air."

8/4/36 →

10/9/57 ↺

1/29/37 →

Camera Unmasks Radio's Sound Effects in Series of Pictures



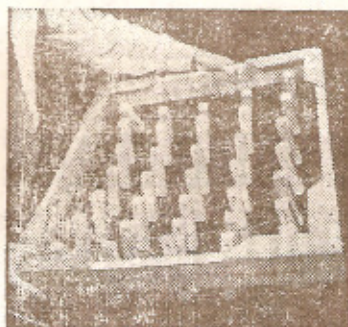
RAIN ON THE ROOF

Salt sprinkled on a sheet of paper held close to the microphone sounds for all the world like the patter of an April shower.



MURDER BY RADIO

You think you hear the villain get his man with a dagger, but it's only the sound man thrusting a knife into a sweet potato.



MARCHING MEN

Joggled up and down on a wood table top at military rhythm, this contraption sounds very like an army on the march.



THROUGH THE SNOW

You'd swear the crunch of two cartons of corn starch was the hero trudging over frozen drifts to a maiden in distress.

To make a noise like a man splattering on the sidewalk in a suicidal leap, a broadcaster once dropped a ripe watermelon from a 12-foot step-ladder.

Radio remembers this stunt as the all-time high in realistic sound effects. It brought so many protests from shocked listeners it never was repeated.

Other sound effects just as ingenious, if less gruesome, pour daily into the microphone. Here's a behind-the-scenes peek at some used on one of the networks.



CONKED ON THE BEAN

A wood mallet on a billiard ball wrapped in rags is a dead ringer (no pun intended) for a black-jack on the human cranium.

The Very Backward BBC

★ ★ ★

★ ★ ★

★ ★ ★

Radio Audience Really Mystified by Tangled Murder Story

London (AP)—The British Broadcasting Corp. set out to mystify its radio audience last night with a murder play called "Death of a Leading Lady"—and succeeded beyond its fondest dreams. The play, which was recorded, came out backwards.

The program began three minutes late and listeners were thoroughly mystified to hear it start with the play's detective summing up his conclusions.

This went on for eight minutes before an announcer interrupted.

"We seem to be having a little trouble with the 'Death of a Leading Lady,'" he said. "She seems very dead at the moment."

He turned the tape player off, then re-started it. This time the listeners heard suspects in the murder case being grilled, although as far as the air waves were concerned there hadn't yet been a mur-

der. The second tape ran on for 18 minutes and then the announcer interrupted again.

"Not much point to allowing this program to go on," he said. "I'll play some music until 10 p. m."

He played a couple of bars and announced:

"That was 'It Might as Well Be Spring.' It might as well be spring. It might as well be autumn or next Thursday fortnight. We will now hear the 10 p. m. time signal."

Some time passed, but the signal failed to sound.

The disgusted announcer apologized and expressed hope that the next program would go on roughly as advertised. It did.

A BBC spokesman said "Death of a Leading Lady" was recorded on three tapes and they were played in the wrong order.

TONIGHT
LUX
RADIO THEATRE
presents
LAURENCE OLIVIER
with
VIVIEN LEIGH
in
"REBECCA"
WIBX 9 P.M.

11/6/50 ↗

LUX RADIO THEATRE
TONIGHT!
IRENE DUNNE
REX HARRISON
IN
"ANNA AND THE KING OF SIAM"
WILLIAM KEIGHLEY—PRODUCER
Louis Silvers—Musical Director **WIBX---9 P.M.**
FULL-HOUR SHOW

← 1/20/47

9/18/44 ↘

LUX RADIO THEATRE
10th Anniversary Year
TONIGHT!
WILLIAM POWELL
OLIVIA de HAVILLAND
IN
"SUSPICION"
DIRECTED BY
CECIL B. DeMILLE
LOUIS SILVERS, Musical Director
WIBX--9 P.M.
FULL-HOUR SHOW

We're gittin' ready to tie you in knots and stitches with laffs!
TONITE 10 P.M.-WIBX
Jimmy Durante—Garry Moore in
THE REXALL DRUG RADIO SHOW

11/9/45 ↗

LUX RADIO THEATRE
BACK ON THE AIR!
TONIGHT
CLAUDETTE COLBERT
RAY MILLAND
IN
"PRACTICALLY YOURS"
LOUIS SILVERS, Musical Director
WIBX---9 P.M.
FULL-HOUR SHOW

← 8/27/45

9/11/44 ↘

LUX RADIO THEATRE
10th Anniversary Year
TONIGHT!
RITA HAYWORTH
ORSON WELLES
IN
"BREAK OF HEARTS"
DIRECTED BY
CECIL B. DeMILLE
LOUIS SILVERS, Musical Director
WIBX 9 P.M.
FULL-HOUR SHOW

12/1/47 ↗

LUX RADIO THEATRE
TONIGHT—ON THE AIR!
JACK BENNY in
"Killer Cates"
with **GAIL PATRICK**
JIMMY GLEASON
WILLIAM KEIGHLEY—PRODUCER
Louis Silvers—Musical Director **WIBX 9 P.M.**
FULL-HOUR SHOW

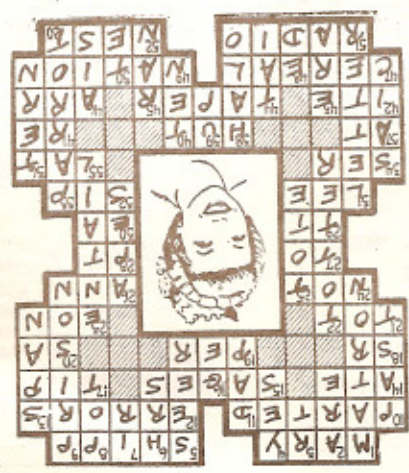
← 12/16/46

1/14/46 ↘

TONIGHT!
GREER GARSON
GREGORY PECK
IN
METRO-GOLDWYN-MAYER'S
"THE VALLEY OF DECISION"
VOTED MOST POPULAR SCREEN PLAY OF THE YEAR IN ANNUAL PUBLIC OPINION POLL
LUX RADIO THEATRE
WILLIAM KEIGHLEY—PRODUCER
Louis Silvers—Musical Director **WIBX 9 P.M.**

HATTIE McDANIEL
She won an Academy Award!
She'll win your heart as
BEULAH
ON THE AIR TONIGHT and every weekday night at
7:00 P. M.
STATION
WIBX
Brought to you by Dreff

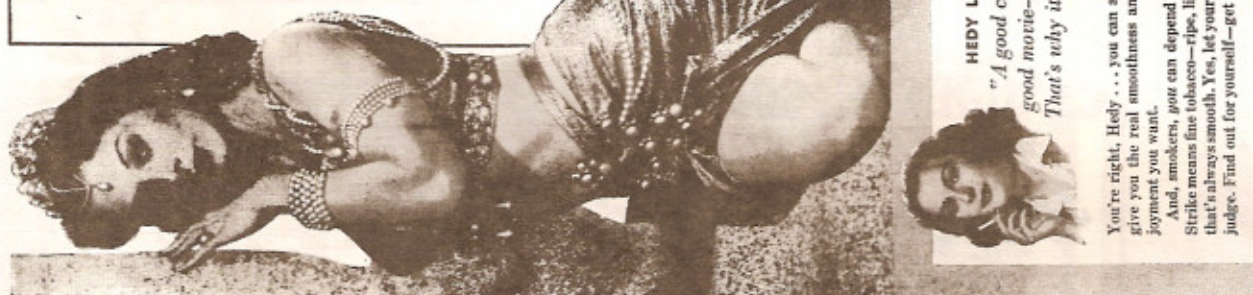
"GANGBUSTERS"
ON NEW STATION
TONITE **WIBX --9⁰⁰**



Let your own **TASTE** and **THROAT**
be the judge!

**There's never
a rough puff
in a Lucky**

Because **Lucky Strike**
Means **Fine Tobacco!**



HEDY LAMARR says:

"A good cigarette is like a
good movie—always enjoyable.
That's why it's **Luckies** for me!"

You're right, Hedy... you can always count on Luckies to
give you the real smoothness and deep-down smoking en-
joyment you want.

And, smokers, you can depend on Luckies because Lucky
Strike means fine tobacco—ripe, light, naturally mild tobacco
that's always smooth. Yes, let your own taste and throat be the
judge. Find out for yourself—get a carton of Luckies today!

Hedy Lamarr is the famous role as Delilah
in the picture "The Sign of the Cross."
"Strike and Delish"—a Paramount picture.

Lucky Strike... so round, so firm, so fully packed—so free and easy on the draw

OTRAFAN

294 Victoria Blvd.
Kenmore, NY 14217

BOB BURNS *TONIGHT*



Tune in
my radio riot!
Hear what
devilment my
kinfolks been up to!
**SPIKE JONES WITH MORE
TOE-TAPPIN' TUNES**
"Arkansas Traveler"
has a surprisin' adventure!
My Bazooka's
Oiled up, too!

SPONSORED BY **LIFEBUOY** **NEWSTATION: WGY**
NEW TIME: 7:30 P.M.

1/4/45

**THIRD
CLASS
MAIL**