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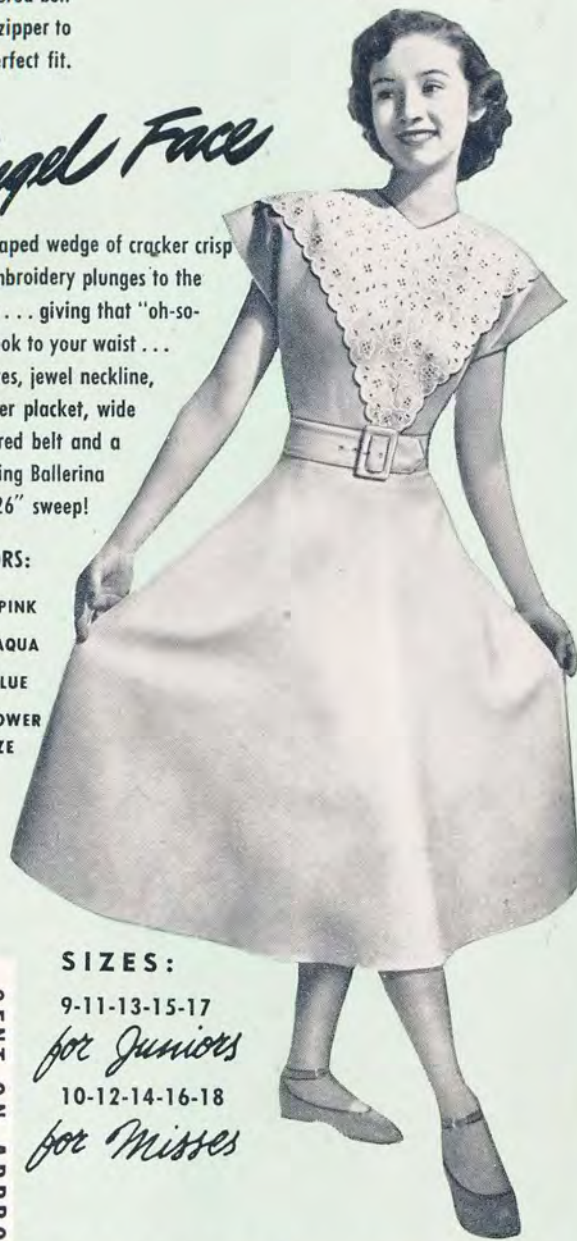
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THE RADIO & TELEVISION PICTURE MAGAZINE



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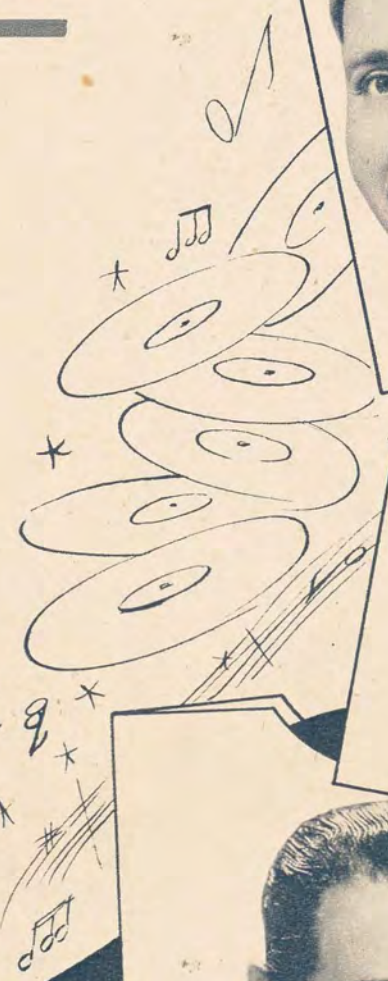
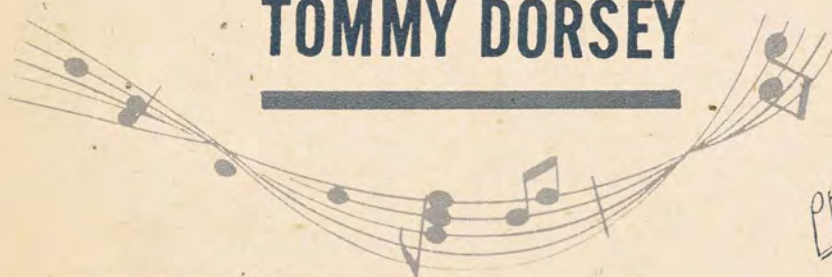
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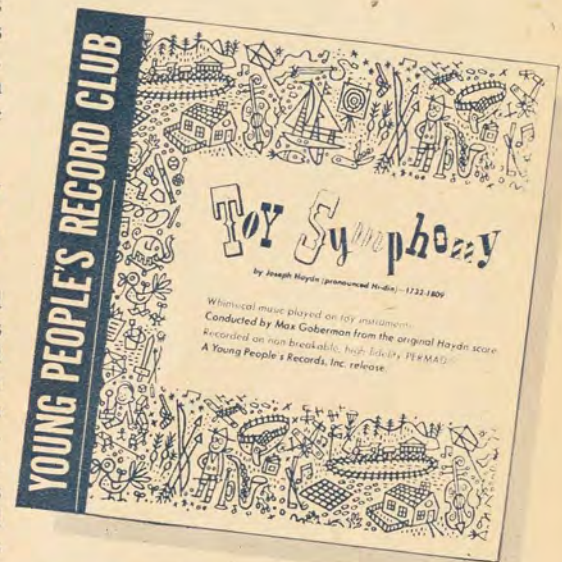
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Letters TO THE EDITOR



Road of Life players, left to right, Don MacLaughlin, Charlotte Manson, Marion Shockley, Julie Stevens, Eileen Palmèr.

Soaper Critic

TO THE EDITOR: I would like to add my congratulations on your excellent magazine. You do not underestimate your readers' intelligence. Instead, you give them their money's worth of interesting articles and candid pictures. I especially liked your article on soap operas, which gave both the sponsor's and listener's viewpoints. As a housewife I listen to quite a few during the day in order to have "company," and here is what I think of some: the most offending one, I think, is "Romance of Evelyn Winters" (the heroine is a spoiled brat); the silliest one is "Rose of My

Dreams," and the most stupid is "Stella Dallas." But in order to give credit where credit is due I would like to point out that "Road of Life," "Lorenzo Jones," and "Portia Faces Life," are quite enjoyable and true to life. The acting is extremely good in these soap operas and I especially enjoy Lucille Wall and Carl Swenson. It all points to the fact that soap operas could be fine entertainment if the script is interesting and realistically written and well played. How about a story on how a chapter of a soap opera is prepared?

Mrs. Leslie Shabad
New York, N. Y.

Yes, He Does!

TO THE EDITOR: Almost every radio show we tune in has Elliot Lewis on it. We have heard him many times and would like to see what he looks like. Would you please publish a picture of him, we're anxious to see whether he looks like he sounds.

Nancy Tacket and Charlotte Smith
Arcadia, Calif.



Ode To Ratings

TO THE EDITOR: Can you find space among your other letters for the following? Perhaps it's a new slant on this rating business:

OPEN LETTER TO MR. HOOPER

I'm sure, sir, that your task is hard and long,
But could it be your reasoning is wrong?
Maybe the worst is the best, the best worst;
Shouldn't the first be last, the last be first?
For it's about as solid as a sieve
To count unanswered calls as negative!
Don't think we'd leave our chairs, dear Mr. Hooper,
If we have struck a program that is super;
Though the phone may hooper-up, we let her ring—
Especially when we're listening to Bing.
So, hoping that the well-deserving flourish,
I am, sir, yours sincerely, Mary Parrish.

Albuquerque, New Mexico

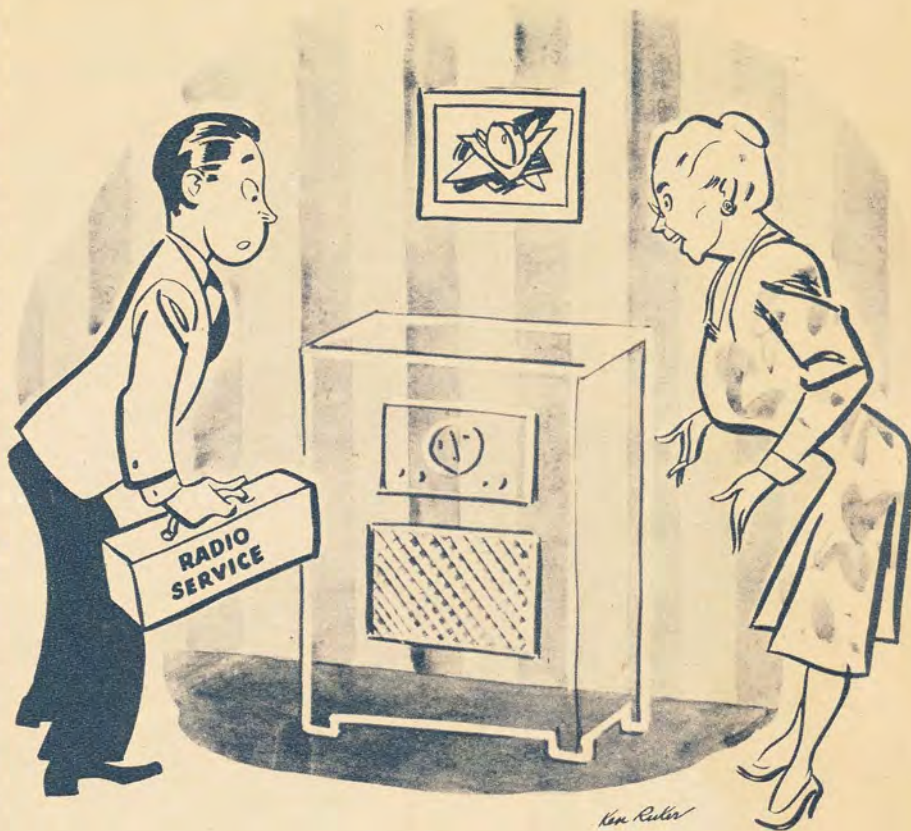
She Acts, Al

TO THE EDITOR: I would like to take this opportunity and congratulate you on your swell mag, it's really Radio News at its best. Referring to Evelyn Scott in your letters to the editor, I did not see your early issue, but looking at your February issue and the picture of Miss Scott, I cannot see where she is flat-headed, but as you said, very beautiful. I will go a little further and say she is very, very beautiful. How come Hollywood hasn't snatched her up? By the way, what does Evelyn do?

Al Perry
Montreal, Quebec



Continued on Next Page



"I'm glad you got here before it faded out completely!"



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letters TO THE EDITOR



Frank Opinion

TO THE EDITOR: My husband bought our first copy of RADIO BEST the other night, and we think you have the frankest, most interesting radio magazine we've ever seen. I got a kick out of your article on "Soapers" since it is my opinion that most of the serials smell to high heaven. I refer to "Helen Trent" (who never gets any older); also "Our Gal Sunday," who bores me to tears. But I do like "Road of Life" which is about the only one I ever really stop to listen to. We both enjoy "20 Questions" very much, also the "Great Gildersleeve" and "Amos n' Andy" which we think are the two best comedy shows on the air. Thanks so much for a swell magazine, long may we have the pleasure of reading it.

Mrs. Robert Appel
Tacoma, Washington

Miss Mauree Has Proof

TO THE EDITOR: I've enjoyed every issue of RADIO BEST so far, but the February edition was more enjoyable as it was enlightening. I'm referring to the article describing Miss Mauree's wardrobe. She's to be congratulated for doing so much with fifty dollars. With the current clothing prices as high as they are, it's like a miracle to learn that one can buy nylon hose for fifty-nine cents. But don't get me wrong, I believe that "miracles" still happen and when my lucky star begins to shine, I'll buy nylons for the same price. Skeptically yours,

Irma Linda Calio
Washington, D. C.

That's Right, We Were Wrong!

TO THE EDITOR: Franklin P. Adams knows the answer, but does RADIO BEST? In February's feature, "Radio Stars Have Such Interesting Faces," isn't that a photograph of John Kieran?

Henry James
Wilmington, Del.

• I just want to ask how long John Kieran of "Information Please" has been posing as Franklin P. Adams. See page 46 of your February number.

Mrs. Grace Dudley
Glendale, Calif.

• Franklin P. Adams is much better-looking than John Kieran, so why print John's picture with F. P. A.'s by-line?

Harrison Marx
Brooklyn, New York



John Kieran F. P. Adams

Jolson Fan

TO THE EDITOR: I am a steady reader of RADIO BEST and I think it's a swell magazine. The story I enjoyed most was in your February issue, called "Unsinkable Al." But I didn't agree with your "Seat-on-the-Dial" review of the Al Jolson show. You said that Mr. Jolson's emceeing didn't compete with that of Bing Crosby, or the arrangement of the show itself. I disagree heartily. In my opinion there isn't a program on the air, not even Crosby's, that gets a bigger and better applause or is arranged as well as Mr. Jolson's. Bing Crosby is a good entertainer, but this time I think his and all other programs are left behind. In my estimation, Al Jolson is the world's greatest entertainer, and his show is the best on the air.

Jean Marie Jackson
Omaha, Neb.

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Radio best COVER profile

FRED ALLEN, who needs no introduction as a personality, is a very quiet fellow off the air. Cooperative too! On a blustery Friday afternoon, not too long ago, he went through the tedious routine of posing for our cover-photographer for more than an hour without one single word, or gesture to show any annoyance.

As a matter of fact, the only sound he made was to sneeze just as the picture-taking was over. "Gesundheit!" said the photographer, warmly.

PORTLAND HOFFA, who of course, is Mrs. Allen in private life, is probably even more beloved by the cast of their Sunday night show, than Fred himself. You'll nearly always find her chatting with one of the gang, or some visitor while husband Fred busies himself with writers or director in ironing out a fine point. In spite of that income, she retains simple tastes, and remains the unassuming person she was in the Allens' less plushy days.



MINERVA PIOUS, the Mrs. Nussbaum of Allen's Alley, is a former newspaper woman who has never lost her interest in the everyday people she portrays on the air.



PARKER FENNELLY, as *Titus Moody*, is probably closest to Allen in spirit. A veteran of stage and radio, Fennelly can ad lib with the best.



KENNY DELMAR, was an announcer for a long time before he began to do character parts like *Senator Claghorn*. His mother's family were on the stage, and from them he got the name of Delmar.



PETER DONALD, as *Ajax Cassidy*, is only a small part of his activities. In addition to his weekly chore on *Can You Top This*, he plays an amazing lot of benefit performances.

On this month's cover:
Fred Allen, Portland Hoffa, Minerva Pious,
Parker Fennelly, Peter Donald and Kenny
Delmar. Color photographer, Art Selby.

DANNY THOMAS *Man of Many Moods*

Danny Thomas is working hard to project his famous night-club characterizations on his Friday night CBS comedy show.



(1) Strictly himself.



(2) Appeal to Allah.



(3) Brooklyn Cowboy.



(4) Man About Town.



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**Radio
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MAY 1948
Vol. 1, No. 6

**LIKE
'OL MAN
RIVER
AMOS 'n' ANDY
JUST KEEP
ROLLING
ALONG.**



by Favius Friedman

PERHAPS IT would be stretching things a bit to say that old Noah Webster had Amos 'n' Andy in mind when he defined "institution" as "anything forming a persistent feature in social or national life or habits." Perhaps the man who gave his name to the dictionary didn't exactly foresee Correll and Gosden. But he did at least devise a description that fits the two humorists with greater aptness than almost any other word in the language.

It's almost a quarter of a century since a one-time Peoria, Illinois brickmason and a Virginia tobacco and auto salesman entered a Chicago elevator and picked a fortune out of the air. Somewhere between the first floor and the twelfth in that elevator Freeman Gosden and Charles Correll looked at each other and whipped up the combination of names which once caused a virtual rebellion in the

MORE →

Amos 'n' Andy, as folks know them best, take a speculative look at the lads who invented radio's most famous team, Freeman F. Gosden and Charles Correll. Over at the right the "boys" at home with their wives in a peaceful family setting.



state of Colorado, almost kept an Ambassador from accepting an appointment to the Court of St. James, infuriated an English butler to the point where he threatened to leave his job and go back to England, filled a portion of the austere *Congressional Record*, and swamped a Chicago postoffice with over 2,000,000 fan letters inside of a month.

Today, more than 20 years later, the characters born in that Chicago office building elevator are still around. Just how many laughs they have drawn from the millions who have listened to them is a problem in higher mathematics. Forty-eight bound volumes of scripts, each thicker than "Gone With the Wind," hold the 10,000,000 words that Gosden and Correll have whipped through the microphone while portraying Amos Jones and Andrew Hogg Brown, as well as the Kingfish, Lightnin', Madame Queen, Henry Van Porter and some 160 other assorted characters in that mythical portion of Harlem which Amos 'n' Andy have

taken over. Their theme music, "The Perfect Song" (from Thomas Dixon's stage play, "The Birth of a Nation"), is unquestionably the most recognizable theme song in radio. Countless cartoons, jokes, stories, gags and caricatures about the pair have filled magazines and newspapers. They have had twin elephants named after them, as well as thousands of babies, and once saw themselves, their microphone and their taxicab molded in ice at a luncheon given in their honor in Cincinnati.

They visited with and consoled President Hoover during the black days of 1930 and later, in a happier time, dined with Franklin Delano Roosevelt in the White House. Their "sho, sho," "I'se regusted," "check and double check," "Ain't dat sumpin'" and "Buzz me, Miss Blue" may not have enriched the language but the expressions were borrowed with zest by millions of children and grown-ups. And the country knew that Amos 'n' Andy were really here to stay when, back in 1934, they

walked boldly into a meeting of the Reconstruction Finance Corporation in Washington, with Jesse Jones presiding, and put the bite on the Governmental agency for a loan of \$2.00. The boys got the money, giving as security a "c'attle mo'gage on the taxicab, a personal note and Andy's hat."

Two years later the loan was repaid with a flourish and the RFC no doubt heaved a sigh of relief.

Freeman Gosden, who plays "Amos," and Charlie Correll who is "Andy," are not much different in 1948 than they were 27 years ago when they became partners over a handshake. (They still have no written agreement between them.) Gos has a great deal less hair, and Charlie's top is grey where it used to be dark. Their program is a half-hour session now, instead of a fifteen-minute strip. But the two men are still as artless, as wide-eyed, as "folksy" as they were when they were just a black-face team calling itself Sam 'n' Henry back in the crystal set era on station WGN in Chi-

Continued on Next Page



down memory lane with AMOS 'n' ANDY

- 1—"Amos" at the age of 8.
- 2—Scripts by the yardstick.
- 3—For their "pioneer" work.
- 4—Mountains of fan mail.
- 5—Back from G.I. camp tour.
- 6—Closeup of a famous team.
- 7—Doing an early broadcast.
- 8—Script writing at fresco.
- 9—The lure of the wild west.
- 10—Andrew H. Brown, president.



an
american
institution
continued



cago. They still possess, as John Crosby wrote, "a seraphic innocence . . . like children playing at grownups."
They are also just about "the finest technicians in the business." Each of their Tuesday night programs has been called "a model of timing, inflection, sound effects and excellent writing." When announcer Art Gilmore tells you to "sit back, relax and enjoy the story of Amos 'n' Andy," you do just that, along with about 20,000,000 other listeners. It's hard to believe that the easy, low-octane Correll and Gosden formula is still wringing laughs out of the same characters after two decades, but all you have to do is to glance at the boys' Hooper rating (among the top five) to see how well their humor pays off.

MORE →



'em, you'd be cut up too. Dem is really victory marks."

If, on occasion, a little shenanigan creeps into a Correll and Gosden script, it's all for laughs. But the boys feel that the reason they've stayed on the air so long is because their scripts are as clean as the soap they sell. Drinking, smoking, cussing, gambling and divorce never soil an Amos 'n' Andy program. Once, Madame Queen, before she was Andy's girl friend, was supposed to divorce her husband, but Amos 'n' Andy listeners were appalled. A priest wrote that his congregation would never stand for such a thing. They finally had to drown Mr. Queen, since he was due to leave the script anyway, and everybody was happy. Another time the program was barely saved from liquor. "We had Andy buying ten cases of root beer," Gosden recalled, "but when we read the script a second time we realized how the word 'beer' might affect the drys. So we hastily changed Andy's purchase to ginger ale."

If the boys introduce a deck of cards, it's only so Andy and brother Kingfish can cut to see who has to go to work. And as for smoking, that, too, is taboo. They'll have somebody offering Amos cigarettes just so he can say, "No, I don't smoke." Andy just chews a cigar, but never, under any circumstances, smokes it. Truth is, an Amos 'n' Andy script is so pure that the NBC censors hardly bother to check it. They know that a blue line or gag will never appear in anything written by Gosden and Correll.

The creation of their program is serious business—as serious as soap making, the manufacture of steel or the production of automobiles. And they treat it just that way. Five days a week they report at their office in a bank building in Beverly Hills right on the stroke of 9:30. (It's the same office that the late Will Rogers once used.) Their script writing sessions are much like a corporation conference. Correll and Gosden lock themselves in with their writers and seldom leave before five in the evening. After the basic story line has been set, Freeman and Charlie do the final polishing, working in their huge book-lined, pine-paneled office on opposite sides of a marble-topped desk. Freeman occasionally paces up and down the room, while his partner types. The writing and re-writing continues almost to the very moment of broadcast time.

"We work harder on our half-hour, once-a-week shows," says Gosden, "than we ever did on the old five-times-a-week formula. The reason is, there's no padding. The show is cut to the bone. One of our current half-hour programs would have given us enough material to last eight weeks in the old days. In fact, we're turning out the equivalent of a complete motion picture every Tuesday night." During their 20 years on the air as Amos 'n' Andy the boys have

used up hundreds of story ideas. They won't use manufactured ideas or impossible story situations. "They just won't take with our listeners," says Correll. Their search for new and different story lines each week is never-ending.

Last year Octavus Roy Cohen, the famed *Saturday Evening Post* writer was on their staff, but after five weeks he begged off. "You're great guys and there's no hard feelings," he told them, "but the way you use up ideas is fabulous. You've exhausted my entire stock and I just can't supply any more."

Actually, Amos 'n' Andy are not a great deal different than they were in the early days of radio. But their humor is still fresh and good and it's in this that you find the great listener appeal of their program. In the Twenties Correll and Gosden were their own idea men, their own script writers and their own cast. They were really the whole show. For the first four years they were on six times a

week, doing two shows an evening—one for the East and one for the West. (Once, for three months, they actually broadcast three times a night to cover an area in the Northwest which was not getting their other airings.) At the end of four years without a vacation they changed to the five-times-a-week format, but while the routine was a grind, it was still a rather free and easy formula. In those days they simply wrote the script, much of it a combination of the previous night's episode, arrived at the studio a few minutes before broadcast time and did their broadcast with very little fuss or bother. During their first ten years on the air Freeman and Charlie played all the characters—a total of 160 different ones. They'd throw in a new character on the spur of the moment. Even the role of Madame Queen, the first woman to appear in the scripts, was played by Gosden.

If one of the boys should be-

Continued on Next Page

HEARD ON
NBC
Tuesday
9:00 pm

30 MINUTES
OF GOOD CLEAN FUN



Confab. ★ Gosden, their producer Doc Middleton and Correll.



Warm Up. ★ A bit of fun with audience before curtain time. Show Time. ★ Small part of cast. A far cry from old days.





BRINGING UP THE KIDS

(left) Mr. and Mrs. Charles Correll at home with their family of young 'uns.

(right) Freeman Gosden and Mrs. (in suit) with grown-up son and daughter. And the family pet, of course.



come too ill to broadcast, the other could put on the whole show, taking both the Amos and the Andy parts. Their natural voices are so much alike that even their wives are fooled when they chat with them on the phone. Both Gosden and Correll can shift from one part to another without even a pencil mark on the script. Once, back in the early days, Gosden was delayed along the route to the studio, so Correll simply rewrote the script at the last moment, spending the entire 15 minutes chatting with himself in the roles of Andy and Henry Van Porter.

They have broadcast under all manner of conditions—from a ringside booth at the Chicago Stadium during the Dempsey-King

Levinsky battle; from a men's room in a theatre while they were making personal appearances, and once even from Los Angeles' Cedars of Lebanon Hospital, where Gosden was confined for a minor operation. A spinal anesthetic had caused his face to swell, closing his eyes. He had to prop his eyelids open with his fingers to read the script held by the nurse.

Charlie and Freeman have missed only four regularly scheduled broadcasts in 22 years. Two were omitted when they went to Hollywood to make their one and only movie; another when a general SOS silenced all stations in the early 30's. The public clamor was so great that the missing installment of the Amos 'n' Andy

didoes was published in hundreds of papers. Another time, while hunting with President Hoover's secretary in Maryland they were snowed in and unable to reach the broadcast studio. Thousands of phone calls poured into newspaper offices inquiring about the "lost" comedians.

Through it all Gosden and Correll have retained the friendly association which has become one of Hollywood's legends. Rarely do two show people go as long—their 23rd year on the air began January 13, 1948—without a serious break. They've been together in closer association than most partners, but they have yet to have their first serious argument. Louise Summa, their faithful secre-

tary for 15 years, has probably the soundest explanation for their ability to get along with each other. "The boys," she says, "are exceptionally polite. They never forget it's a two-man team. They even listen in together on important phone calls, and while Mr. Gosden does most of the talking, he never makes a decision without consulting with Mr. Correll."

Freeman Gosden met Charles Correll in Durham, North Carolina some time in 1920, when they were both working for a firm that staged amateur theatricals throughout the country. The men were, and are, perfect complements for each other. Gosden is the extrovert—high-strung, witty and original. "Living with him is

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by Favius Friedman

MIKE SIDE

Sometimes radio seems a cruel business. Fortune's wheel spins and those on top go down; those on the bottom come up—all, apparently, without rhyme or reason. Oddly enough, the vicissitudes of the business appear to affect most the boys and girls who make with the tonsils. They are the ones whose ups and downs strike us as most mysterious.

Not long ago blonde Helen Forrest was right at the top of virtually every popularity poll among the songstresses. Today she seems forgotten. Yet la Forrest is still one of the better larks—better, even, than many others now reaping plaudits. Or, take Tony Martin. Sitting pretty in a fat spot on the air, Tony was unaccountably dropped by his sponsor and replaced with a newer and younger crooner, Gordon MacRae. On the other hand, Dinah Shore was cancelled last season, only to come back stronger than ever. Andy Russell, too, was first kissed by Lady Luck, slapped down (radio-wise, anyway) and then romanced again into a new show of his own.

Most curious of all is the case of Dick Haymes, who, some four or five years ago, catapulted into fame and into the big money overnight. Today Haymes' rise seems to be stopped—for the moment, at least—since his current sponsor is reported to be on the verge of replacing the crooner (see "What's With the Shows") with a different kind of program altogether. Is it, we ask, really that Ol' Debbil Hooper? Or is it just the peculiarities of show business, where a fellow hardly knows where his next hundred thousand dollars is coming from?

Personally, we'll stick to this typewriter. At least they can't take that away from us. (Pardon us a moment; that seems to be the finance company at the door!)



DIAL SPINS

There must be something that a philosopher could make out of this, but it's a little beyond us. It seems that Mlle. Betty Grable was the top film star drawing card on "Lux Radio Theatre" this season, sending the program's Hooperrating up 5.7 with "Mother Wore Tights." And the imperishable Grable gams weren't even on view! . . . Awfully

Kay Kyser takes his daughter Kimberly for a morning toddle in the garden.



Robert Taylor's charm doesn't impress Alice Faye who talks to hubby Phil Harris long distance.



Ralph "Truth or Consequences" Edwards says Bill Bendix cannot talk to "Mrs. Reilly."

clever guys, those fellows at the Hollywood Post Office. Some fan addressed a letter to "Mr. 38-Years-Old, Hollywood," and it was delivered right to Jack Benny. . . . When singer Gordon MacRae's cocker spaniel gave birth to three puppies the other day, his small daughter Meredith called Gordon at the studio, to announce excitedly, "Daddy, Missy's got three babies! One white, one black and one dyed!" . . . For the first time in the 11-year history of the "Dr. Christian" program, Jean Hersholt will be absent from the air for six weeks this summer when he goes to Europe to accept a knighthood from the Danish Government. Hersholt, by the way, will soon have out a new book of Hans Christian Andersen fairy tales translated from the Danish. . . . Worth listening to: ABC's dramatic series, "Are These Our Children?" dealing with the causes of juvenile delinquency. . . . If Bob Hope cuts loose from his Pepsodent sponsor, he'll probably be "in the soup"—Campbell's Soup. They'd love to have him. . . . The boys who keep the laughs rolling on "Kraft Music Hall" every week are Manny Manheim and Charlie Isaacs—two of the best scripters in the business. . . . What absent-minded musical director stopped in at the Schwabadero to buy a package of mints, opened the package, handed the clerk a life saver and popped the nickel into his mouth? . . . Roly-poly Victor Moore, 70 years young, is now the "permanent" guest star on the Jimmy Durante stanzas.

Continued on Next Page

The whole Bergen family pose for one of those old fashioned tintypes.



Continued



That's the Jolson man, his lovely wife and their newly adopted baby, Asa.



Joan Davis' daughter Beverly helps mama get ready for her CBS show.

Nominated for the season's worst pun: Jim Backus' crack on a recent Mutual show, "We've got one guy up here who does nothing all day but think up new phrases for the word geysir. He's our geysir-phrazer." . . . Dennis Day, who recently married an Irish lovely, has been offered a star role in a musical at the Dublin Opera House. . . Things I never knew: Tenor Morton Downey has been back and forth across the Atlantic 29 times. He started making treks across the Big Drink when he was featured vocalist with Paul Whiteman's SS Leviathan orchestra. . . Famed slick magazine writer Frederick

Hazlett Brennan is doing the story lines for the Mickey Rooney broadcasts. . . Would you call this deflation? When Walter O'Keefe, quizmaster of "Double or Nothing," introduced his young son Michael to Art "House Party" Linkletter the other day, Art asked, "And what are you going to be, son, when you grow up—a comedian?" "Nope," replied the moppet, "I want to be just like my father." . . . There's a sound reason why Mutual's "Those Websters" is that net's fifth biggest show. One of the writers, Frank Hursley, was once a professor of literature at University of Wisconsin, while Mrs. Hursley, the other half of the writing team, used to be a practicing lawyer. . . Pretty Peggy Lee, the thrush on the Jimmy Durante show, has just been

Danny Thomas looks pretty for Esther Williams as film star's husband, Ben Gage, looks on.



Tex Beneke greets Peggy Lee and guitarist Dave Barbour on Mutuals show "On the Beam."

signed to a fancy Metro-Goldwyn-Mayer contract. . . It's a full seven-day-a-week schedule for top supporting player Hans Conreid, one of radio's busiest actors. If you want to have a cup of coffee with Conreid, he first looks on his schedule card to see if there's time enough! . . . Still rating compliments is ABC's "The Greatest Story Ever Told," whose sponsor, the Goodyear Tire and Rubber Company, modestly manages to get along without the usual commercials. . . It's zany Abe Burrows who maintains that our present economic plight is due to the fact that a black cat walked in front of the Treasury.

★ ★ ★

That "Suspense" classic, "Sorry, Wrong Number," has been made into a full length flicker with Barbara Stanwyck in the starring role. Agnes Moorehead created the original characterization on the air. . . By the time this reaches you wedding bells will have pealed for maestro Meredith Willson and Russian songbird Ralina Zarova. . . Just in case you want to know what comic Jack Carson does with his evenings, he looks at movies. Jack's newly-finished guest house is equipped with a built-in motion picture projection booth. His hobby is shared by a couple of hundred other big stars who love to run old flickers on their home projectors. . . Bob Hope's definition of a Hooperating: An ulcer with a decimal point. . . Pity poor Henry Morgan, who discovered that changing sponsors wasn't as easy as some people seemed to think. Last year he had to hate hair. Now, with his present sponsor, he has to love it. . . You should be hearing some brand new sound effects on CBS shows before long. The net's soundmen are busy recording a heavy batch of authentic sound effects to bring their library up to 1948 standards.

MORE →

Frankie lad and Beryl Davis do bif of primping in free moment on the Sinatra musical.



Dennis Day and Bride pose for wedding picture in courtyard of historic San Juan Capistrano mission.



The first picture taken of Dinah Shore at home with new baby Melissa Ann and hubby George Montgomery.

WHAT'S WITH THE SHOWS

Hollywood has been buzzing with the report that Dick Haymes' sponsor may drop the baritone, come the end of June, and start pushing those spark plugs via CBS' "Suspense." Should Haymes go, it will mean the conclusion of a long-time relationship—long for radio, that is—between Dick and Auto-Lite. It's been a tough battle for the singer in his Thursday night spot, what with Al Jolson opposing him over on NBC—no easy competition, kiddies, for anybody. So, despite a new three-year pact that Haymes was reported to have signed only a little more than a year ago, the lad may be open for another spot at the end of the current cycle, with his present sponsor currently near the conclusion of negotiations for sponsorship of "Suspense," but in its former half-hour format. There's no doubt but what Haymes will do all right for himself in pictures and on records, but, in a way, it sort of marks the end of an era. . . Garry Moore is going touring with "Take It or Leave It." . . . You'll be hearing screen star Walter Pidgeon on the air again before long, in a weekly series stressing Americanism. Sponsor is the U. S. Chamber of Commerce. . . That prediction that we made about Bill Goodwin returning to CBS seems to be coming true. By the time you read this you should be listening to the talented Goodwin giving out with his new comedy series based on the Saturday Evening Post yarns about "Alexander Botts and the Earthworm Tractors." . . . It's nice to find that nice guy Andy Russell back before a microphone again, with his "Revere All-Star Revue" over Mutual. . . On the summer replacement front the Burns and Allen stanzas will have Leonard Sillman's "New Faces" filling in for the vacation period;

Ronald Colman and his wife Benita taking over for "neighbor" Jack Benny, and Bert (The Mad Russian) Gordon and Bill Frawley teamed in a comedy-mystery show while Eddie Cantor relaxes during the dog days. That's the way it looks at this writing. . . If you haven't yet wrapped your ear around ABC's "Candid Microphone," try it soon. It's a great idea and recommended for what ails you. . . "Point Sublime" is now on the full ABC network. . . Jack Paar should be sponsor-happy just about the time this reaches your newsstand.

THE SEEING EYE

★ ★ ★

Television, radio's one-time little brother, seems to be sprouting like the beanstalk of the fairy tale. There's so much going on that you find yourself wishing for a head that can turn in a full 360 degree circle, in order to take everything in. With the big boys all jostling to get a foothold on the television bandwagon, the average set owner, who has invested two or three C notes in that home video, should be getting a great deal more television for his money. **Movietone News** is already under way with a daily motion picture newsreel, under the sponsorship of Camel cigarettes. Ten thousand five hundred dollars is the weekly nut for the video reel and the station time, with telecasts scheduled to go out over the entire Eastern network of NBC. That, certainly, should bring a lot of television into homes. CBS is not only building the largest video station in the country, right in New York's Grand Central Terminal area, but has also latched on to an interest in Madison Square Garden, since they believe that sports will be a big factor in television.

Continued on Next Page



"Oooh, cold!" exclaims pretty Barbara Fuller who plays Claudia in "One Man's Family."

Jerry Colonna pops his eyes at Atwater Kent as Mrs. Colonna stands by for results.



Continued



Garry Moore asks contestant to "Take It or Leave It" as announcer Jay Stewart watches.

What's more, there will soon be television by "remote control" of the entire Hollywood scene, if plans initiated by a big Chicago newspaper go through. What it means is that set owners will be seeing interviews with Hollywood stars recorded right at the studio or at the stars' homes. The programs, shot on 16 mm. film, will be flown to Chicago and telecast in a matter of hours.

Already there's talk of duplication of radio programming on television—that is, simultaneous broadcasting of sight and sound. If NBC's plan goes through, it may be only a matter of months before top network shows are being televised. Meanwhile, announcer Ken Niles is cooking up a video "natural"—a program on film of rod and gun sportsmen in action, with Niles handling the narration. His notion is that television will turn hunting and fishing into genuine spectator sports.

In case you didn't know, there are now 18 commercial video stations, with 54 more authorized and at least 75 applications pending. Production of television receivers went up 193,000 in 1947. The talk is that there will be 750,000 by the end of '48. In Southern California alone there are more than 12,000 sets in operation, with an estimated nightly audience of 75,000.

Meanwhile, those of you who have been taking their television in liquid refreshment parlors might take a leaf from the notebook of the inimitable Abe Burrows, the CBS comic. Abe has a home set, but he claims that he doesn't feel comfortable just sitting by his fireplace and watching the little screen. He's going to paint "Abe's Bar and Grill" on his front door . . . and then relax.

Marian and Jim Jordan relax over cup of java between "Fibber McGee and Molly" rehearsals.



Up-and-coming Gordon MacRae (right) with Victor Young.

THAT'S HOLLYWOOD

Where a certain actor's latest gift to himself was a hand-painted tie lettered with his name in two ways. Now he can also read his monicker while he faces the mirror. . . . Where, when movie stars meet it's a case of an I for an I. . . . Where, believe it or not, only 2 per cent of the residents go out every night in the week, according to replies made to the *Hollywood Reporter* poll. . . . Where a well-known cinemalovely agreed to make a picture in Technicolor, but insisted that the rest of the cast appear in black and white. . . . Where some people would rather buy used movie stars' wearables than get clothes new for less money. . . . Where a certain barber shop specializes in giving your toupee a trim. . . . Where they'd have you believe that comedian Alan Young sent all the way to Shanghai for rice when he heard that he was to be guest of honor at a dinner in Los Angeles' Chinatown. . . . Where a "Situations Wanted" ad listed the advertiser's manifold qualifications, then added, "Employer will also receive limited use of my new Cadillac convertible!" . . . Where Garry Moore had skywriters outline a three-mile-wide heart in the sky on St. Valentine's Day—just to let the little woman know that he remembered. . . . Where a producer of radio package programs has made every one of his employees a vice-president, which means that each caller sees a V-P, even though he may never get past the information desk. . . . Where Ozzie Nelson claims that in his neck of the woods, that's what people do—neck in the woods. . . . And where a big-time radio figure brags that he leads an ideal life. He Summers in Switzerland, Winters at Miami and Springs at red-heads.

Peggy Lee was gracious host in Shnozzola's absence to pinch hitters Morgan and Moore.



→
BARBARA HARDING
By Request Show
WMVA, Martinsville, Va.



who's
your
favorite glamour disc jockey?

→
PAIGE THOMPSON
Mrs. Entertainment
KXOL, Fort Worth, Texas



←
"FLORENCE"
Wake Up With Florence
WGAY, Silver Springs, Md.



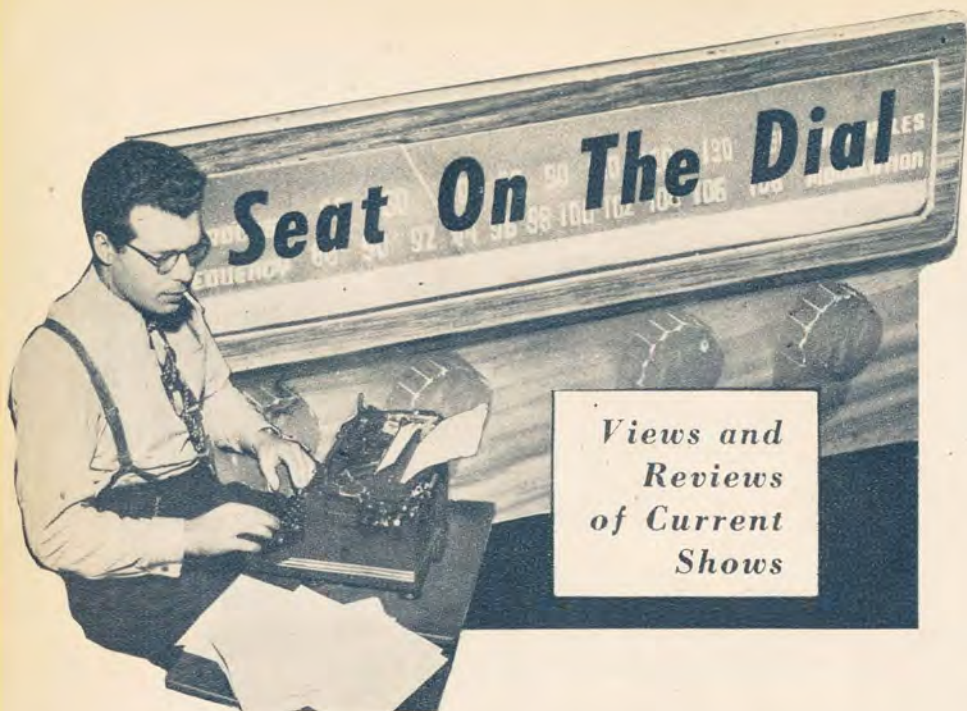
→
LUCILLE SMALL
Lu's Teen Topics
WWRL, Woodside, N. Y.



↑
MYSTERY JOCKEY
Lonesome Gal
WING, Dayton, Ohio



In a final turntable of femininity, here are the last five contenders for the title of *Most Glamorous Disc Jockey*. Now that all the nominations are in, the balloting can begin. In the June issue of *RADIO BEST* we will print an official ballot and pictures of all the glamour girls who have been nominated in our pages. Then, it will be up to you to register your choice for *Favorite Glamour Jockey*.



**Views and
Reviews
of Current
Shows**

**HEARD ON
ABC**
Thursday
9:30 pm



THE CLOCK

Lots of sound and hocus
minus a plausible script.

Alice Frost

Every now and then, the temptation grows strong to send an empty carton to various network producers and writers. The carton would be marked, in clear block letters, "For Loose Ends." It may be a symptom of decadence in the suspense program form of radio "entertainment" that this reviewer would spend most of his postage money on mystery and mystery-adventure shows. It seems unfortunate that writers and directors of these peculiar programs utilizing all sorts of unearthly sound effects and ethereal music sometimes forget to come down to earth in the matter of good, honest mystery story-telling. Too many things are left unexplained by such efforts as *The Clock* has been airing. Too often, this program becomes so involved in setting a mood that the elementary virtues of story-telling, such as portraying characters with discernable motives, or giving them lines which will help explain what makes them tick, are completely lost in the macabre shuffle. It is particularly unfortunate when fine actors like Alice Frost and Joe DiSantos are forced to make the best of poor material. However, if your taste is for the "mysterioso," if you are content with letting the loudspeaker sketch in a mood with a few deep shadows, and are pretty tolerant when the shadows occasionally do not attain substance, you'll undoubtedly enjoy this program. But if loose ends and little rough edges grate on your eardrums and nerve endings, better tune to something else, or read the latest Raymond Chandler book.

—ML

**HEARD ON
CBS**
Mon.-Fri.
11:15 pm



**ROBERT Q.
LEWIS**

High brand of humor
rings the giggle-meter.

Robert Q. Lewis

In these days of glorified vaudeville-on-the-air, of studio audience shows and other hybrid efforts with which the radio listener is hardly more than an innocent bystander, it is a privilege to hear an honest-to-Marconi radio show. Any failings the Robert Q. Lewis Monday through Friday programs may have are purely minor in comparison with the big virtue of being directed solely to the folks at home. Lewis does occasionally overwork a good, funny situation, but the important thing is that he and his writer, Bob Cone, keep coming up with sufficient humorous material to gradually bring the proceedings up to a con-

sistently high level of fun. In the meantime, Lewis hits the top of the giggle-meter often enough (about two shows out of three) to keep this reviewer reasonably well contented. No fault of Lewis's are the all-too-frequent cancellations of the program in order to carry a "public service" program, which the network should have the gumption to put on earlier in the evening, even if it might mean cutting into a commercial show. "Public Service" at forty-five minutes to midnight, on sustaining time, is no longer a good joke on the public. If this and other networks do not soon learn to put important broadcasts into peak listening hours, some really smart advertiser can make a lot of friends by voluntarily devoting his own commercial time, or part of it, to these big issues. In the meantime, listeners who want to re-discover radio humor, can hardly do better than stay up late enough for Robert Q. Lewis, who one of these days, will probably top radio's circle of humorists. (Wonder what the "Q" stands for?)

—JSG

**HEARD ON
MBS**
Monday
10:00 pm



**FISHING AND
HUNTING CLUB**

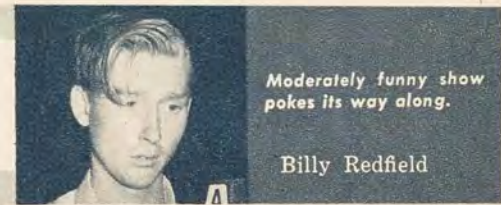
They're right at home
in the great outdoors.

Jim Hurley

For the longest while our chief source of information about dogs were the writings of James Thurber, which we always suspected as being not too official. Furthermore, his hounds were of the city and suburban variety anyway. It wasn't until we accidentally had our eyes opened by radio's Fishing and Hunting Club that we felt we were being properly initiated into the mysteries of dog lore. The same goes for all the useful information conveyed re camping, the sporting way to pot a duck, bait a herring and so on. As a sedentary city guy it's sad to think we'll never get to use this information, but we sincerely want to thank experts Jim Hurley, John Hightower, Dave Newell and Roland Winters for some whopping good tall stories and anecdotes about the great outdoors. We haven't had such a good time since we read Baron Maunhausen. And these lads never stray from the truth, either, we hope. If you think the air waves are kind of stuffy on occasion, we heartily recommend you tune in on the "Club" for a breath of fresh air.

—ML

**HEARD ON
ABC**
Thursday
9:00 pm



**TALES OF
WILLIE PIPER**

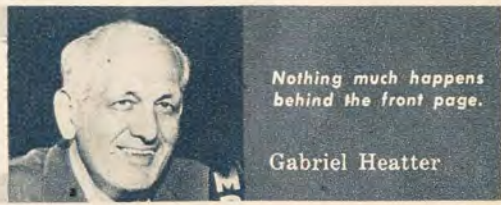
Moderately funny show
pokes its way along.

Billy Redfield

So far, this program has been bogged down in mediocrity. It has its funny moments, and some of them are hilarious enough, but they are all but overwhelmed by the same tired situations. *Willie Piper* belongs to the school of radio showmanship that takes it for granted a weak, silly, not-quite-bright character must be a comic figure. Certainly there are comic aspects in human failings, but there are just as many tragic elements in weakness and it is often difficult to decide whether one should feel amused or nauseous at a little un-moral guy who is concerned only with avoiding troublesome decisions. The best comic figures have always had a touch of the heroic about them—not to mention more than a dab of whimsy. Lacking these two requisites, *Willie Piper* and Samuel Taylor's little tales about him will remain only a moderately funny affair and worth hearing chiefly in self-defense from something on another network that might be far less funny. In the meantime, this program may even suddenly graduate from that old-fashioned school of radio comedy.

—JHR

**HEARD ON
MBS**
Sunday
7:30 pm



**BEHIND THE
FRONT PAGE**

Nothing much happens
behind the front page.

Gabriel Heatter

The Mutual Benefit Health and Accident Association of Omaha, sponsors of Gabriel Heatter's "Behind the Front Page," should know an accident when they see one. Mr. Heatter may be able to project good news, but he is in over his depth and the sponsor had better not underwrite this new show for too much. Decidedly a poor risk!

—EIB

HEARD ON
ABC
Sunday
7:00 pm

CHILD'S
WORLD



Ideal radio fare
for parents and teachers

Helen Parkhurst

There seems to be a new trend in network radio—back to realism. It may be that broadcasting brass is finally coming around to the idea that pretentiousness is strictly small time. When you come right down to it, a program idea can be presented simply and effectively—if it is good enough. Helen Parkhurst, who has been working with children for a long time, had the idea of sitting down with a group of youngsters and discussing childhood problems in a straightforward manner. So interesting were these talks, that it seemed a natural development to put them on the air—especially since ground had been broken by two programs in particular. Candid Microphone had shown that ordinary people can be highly interesting on the air, and Doorway To Life had shown that the nation is interested in the problems of childhood as radio material. Without benefit of hidden “mikes” or child-care experts, Miss Parkhurst has been doing a pretty good job of giving listeners an insight into the problems and attitudes of plain, ordinary “normal” children, even if she does occasionally lead the discussion with too firm a hand. Anyway, it adds up to an important, informative program for parents, teachers, aunts and uncles. If you find it difficult to talk things over with the small fry who are important to you, hearing the way these youngsters open up may make it easier.

—JSG

HEARD ON
CBS
Friday
8:30 p.m.

DANNY THOMAS
SHOW



This boy needs a
script doctor badly.

Danny Thomas

It is a tragic coincidence that Danny Thomas should be getting the same slipshod radio treatment as was given Danny Kay. If the gentlemen so busily checking Hooper ratings could lift their eyes long enough to see what their preoccupation with statistics does to fine comedians like Thomas, fewer dollars would be lost in the long run. The Danny Thomas Show is the latest victim of these recipe “cooks,” too many of whom have spoiled a lot of potentially great comedy shows. Instead of finding a format to fit the star, the hucksters insist upon copying the ingredients of shows now successful on the air. This is one of the biggest faults of the rating readers—they simply cannot appreciate any style or format with which they are not completely familiar. In the present effort, Thomas is effective only as the little guy who gets brushed off. Since the producers of the show are unable to distinguish between the “brush off” and the insult, the two techniques are used interchangeably, with the result that most of the program becomes a tired, old hat. The inevitable result is a mediocrity, instead of a radio program we could all enjoy hearing. Danny Thomas fans will enjoy a good part of it (if they can keep from being outraged at the poor handling of a really funny fellow), but the average listener will remain unimpressed until Danny is supplied with far better material and a type of program tailored to fit his own particular kind of humor.

—GG

HEARD ON
CBS
Friday
10:30 pm

SPOTLIGHT
REVIEW



Solid half-hour of fun
for fans of Mr. Jones

Spike Jones

If you're a Spike Jones fan—and who ever isn't may now go to the head of the slab—you've already discovered *Spotlight Revue*. However, just in case you haven't, the old master of shanty-symphony and satire is currently pounding cowbells half to death in a manner to make any Blue Monday change color. Aply assisted by Dorothy Shay, who knows how to “sell a song,” Spike never sells his followers short during this well-paced half-hour of network time. Although Spike's guests often seem pale in comparison to the rest of the program, and this reviewer's wife groans each time “Professor Fiedelbaum” grunts, hilarity continues to ride high in true Jones tradition. And anyone in the house who does not agree had better keep her *#**#% lily white paws off that dial.

—JSG

Radio
best MAY

SILVER MIKE AWARD
For
Outstanding Performance

to Red Skelton

Silver Mike Awards honor the month's outstanding contribution to the advancement of radio and television. Every broadcasting craft is eligible for these honors: actors, writers, announcers, commentators, technicians, producers, directors, etc.

Red Skelton's interest in fighting Juvenile Delinquency is an understandable one. Cut off, as he was from regular schooling for most of his youth, Red is concerned with the pitfalls which lie in wait for today's youngsters, especially those

who may not be getting enough adult direction and help. The son of a famous circus clown, Red was stage struck at an early age. His formal schooling came to an end when he was ten, and started working full time with a medicine show. At fourteen, he played a showboat on the Ohio and Mississippi rivers, then joined the Hagenback-Wallace circus as a clown. When Red was sixteen, he was working in burlesque, and his important break did not come until he was twenty-five. Now among the younger top radio comedians, Red is still close to many of the problems of his youth, and it is no less to his credit that a major part of his time is devoted to the cause of doing something about Juvenile Delinquency. At the same times he manages to inject a great deal of socially constructive ideas into his radio program, while keeping it at a level of good family listening. Whether or not it is his deliberate purpose, Red's comedy lines often manage to point up flaws in our thinking or actions. For good family listening which not only amuses, but often has something to say in the interests of good common sense, and for service in the battle against Juvenile Delinquency, therefore, this month's *Silver Mike Award* goes to Red Skelton—a top showman who never lost touch with everyday problems.

Red Skelton takes time out on MGM movie set to receive Silver Mike award from F. R. Hill, Boy Scout executive.





★ ★ ★ ★ ★ ★ ★ ★

REPORT TO THE LISTENERS

by SAUL CARSON

★ ★ ★ ★ ★ ★ ★ ★

A few Rhymes and Reasons



*The time has come, the walrus said,
to talk of many things; of shoes and
ships and sealing wax, of cabbages and
kings, and why the sea is boiling hot and
whether pigs have wings.*

—Through the Looking Glass

It's Walrus time. Gently, gently, listener, let your soul be laved: Sundays 1:15, E.S.T., on ABC.

There is safety in diversity, especially if the treatment given topics multitudinous is once-over-lightly. Touching upon subjects widely various is not at all a job precarious if, to cover lack of depth, you paint your chatter brightly. In a world that long ago stopped shrinking, it's dangerous to serve much heavy thinking to air-listeners. For them it's best to pre-digest, to feed in doses small but nonetheless catholic; all virtues universal to endorse but in a manner mild, non-controversial, deft and safe and preferably by inference symbolic. To box, skip rope, adroitly balance verbiage gymnastic is healthier far than tacking issues head-on, wrestling roughly with ideas, or risk to venture offering of cures which may prove drastic when the world is low on hope. A method straightaway is just passé, belonging to another age, a relic of a time of long ago, as distant—say—as VJ-Day or so. Now the time is new. And ABC, of course, knows best what's best, dear listener, for you. Do you want sanity? Well, here's urbanity—in spades. Listen: let your soul be saved; Sundays 1:15, E.S.T., on ABC.

Same net, same time, more than once upon a recent date, Raymond Swing dilated here at this same spot upon the dial. Here space and time he didn't quite annihilate, but sensibly two-worldly trends he did delineate, spoke sagely and with calmest clarity on how to handle U-235 with charity. Since Hiroshima he discoursed sincerely on all things atomic and how such matters to relate to simple things like shelter, clothing, food upon the plate. For change of pace, from looking long at chain reaction or plutonic transmutation, he did not try to vie with Allen, Hope or any other comic, but stood his ground and dealt in manner sound with goods he understood like UN, DP's, Bizonia, Palestine, denazification. Such items were grist to his prolific mill from lifelong training for this very job of air-explaining things terrific in terms of A.B.C. But another day arrived at ABC. Books had to be balanced, and ideas too. So to Swing the network said, approximately: "Many thanks; we like you, Ray; respect you much, in fact; but it's time we looked afresh at our pact. The days of storm and strife are gone; we need someone more genteel; and so, we feel, we ought to part. It makes us sad at heart to make you walk the plank—but you have no sponsor which means each day you stay is just plain drain upon our bank. Farewell, old boy; good luck—but not at our expense." And so, don't look for Swing again when next you tune in Sundays 1:15, E.S.T., on ABC.

But now that the time is clear—stand by, everybody. Ride those dials, engineer! Director, toss that cue! You, listener, relax, be still. We bring you word, from Boston's Beacon Hill, to the many from the chosen few. From beside his hearth, a man of culture, no ordinary Babbitt or a fool, speaks . . . none other than *Atlantic Monthly* editor Edward ("Ted" for short, and nicknamed also "Rabbit" when a kid at school) Weeks! He speaks: Of books and food and women's shoes, and fears polite that rend the heart, how best to scrub a bathing-tub, inflation, sex, and Art. Why think, why worry, bother, feel? Here's wisdom fit for mass appeal, custom-tailored by the best in pundit minds. Let your brain be rested, he knows and tells of the Grails that hero ever quested. Weeks knows Churchill, gives you inside dope on Winnie's literary *modus operandi* (and, in passing, his voluminous stipendi), who last under Walter Lippmann's roof had guested, what Bennett Cerf of Kieran J. had said to whom, precisely where, exactly at what hour of night or day. And do you know how best a lobster to prepare? Or that in Texas roses rise big, red and fair? Forget all care. All rack and pain that thinking brings are needless now. Here's how: Sundays 1:15, E.S.T., on ABC.

thumbs up

ELMO ROPER IS REPORTING "Where the People Stand" on public issues over CBS, Sundays at 2:45, and George Gallup does the same kind of poll report over NBC, also on the Sabbath, between 4:35 and 5. Gallup's nose-counting is wrapped into NBC's new documentary series, "Living — 1948." . . .



Edgar Kobak

UNTIL IT SCHEDULED THIS SERIES, NBC, despite its size, resources and occasional pretensions, was behind the major network parade when it came to effective documentaries. But give the big boy a hand for leading the way in television. NBC has done more to bolster sound programming policies in video this year than anyone else. . . .

IN THE DOCUMENTARY SWEEPSTAKES, Mutual got its feet wet—and almost into its own mouth. The network's president, Edgar Kobak, and his gal in charge of the heavy-thinking department, Elsie Dick, developed a great dramatic team. Producer-Director Mitchell Grayson headed the ensemble, with Arnold Perl as writer and John Gart as composer-conductor. Foremost chore assigned to the trio was dramatization of "To Secure These Rights," the report made to President Truman by his Committee on Civil Rights. A few days before airtime, Mutual got cold feet, and threw Perl's scripts into the cooler. The series went on—read effectively under Grayson's direction, punctuated by Gart's music. But "civil rights" seemed to have got mixed up with dramatic censorship. . . .



Mitchell Grayson

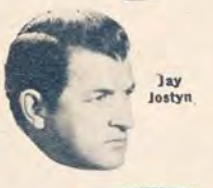
Robert Heller

FADING DOWN ON THE MUTUAL SNAFUES, let's give a cheer to the two networks that have really led in the documentary field—CBS under Robert Peace (that's really his middle name) Heller, and ABC under Robert Saudek. Both have logged important documentaries, at the rate of one a month apiece, for the rest of this year. Ask your local network affiliates to be sure you are notified when these solid shows are to be broadcast. . . .

"TO SECURE THESE RIGHTS" was also given fine radio treatment by a local station in Manhattan, WMCA (which, incidentally, had also courage enough to tackle That Kinsey Book on the air, without smirking). But for countrywide broadcasting by local stations, the Institute for Democratic Education (IDE) is providing 13 dramatic transcriptions on that civil rights subject. Those transcriptions will be available to any station that will play them, gratis. See that your favorite outlet does not muff this opportunity. . . .



Melvyn Douglas



Jay Jostyn



John Carradine

NEXT TIME YOU CATCH ME in the mood of hopping on the chests of the poor, bruised local broadcasters, you can come to their aid by reminding me of how these locals have treated IDE shows in the past. One series of transcriptions done by IDE, called "Lest We Forget These Great Americans," dramatized the lives of such outstanding men and women of memory as FDR, Wendell Willkie, Woodrow Wilson, Al Smith, Jane Addams, George Washington Carver, and others. Stars enacting the principal roles included Quentin Reynolds, Melvyn Douglas, John Carradine, Wendy Barrie, Canada Lee, Jay Jostyn, and Sam Jaffe. Of course that was an excellent buy for any station—and, remember, the price was zero. Nevertheless, the broadcasters did come through. A total of 800 stations played those shows. The airtime in the aggregate summed up to the staggering number of over 2,000 hours. Take a bow, local stations. . . .

INCIDENTALLY, THE IDE, with a true sense of economy, is not letting that "Great Americans" series go to waste, now that it has been played on the air. The transcriptions are being distributed, for classroom use, to schools and organizations at only \$15 for the entire group of 13 shows. That, for my money, is public service. The IDE is a non-profit organization which the radio industry has taken to its heart out of a sense of responsibility, "in the public interest, convenience and necessity." Or am I being too kind again? Very well, I know that crumbs are insufficient for nourishment. But let's deal, for a change, in bouquets instead of in bricks. Thumbs up, and — Good Listening!

Radio Critics Circle



JOHN T. McMANUS



GENE COOK



HARRIET VAN HORNE



PAUL DENIS
Chairman



SAUL CARSON
Vice-Chairman



JACK CLUETT



JOHN S. GARRISON



JERRY FRANKEN
Treasurer



JEAN SULZBERGER
Secretary



BETTY FORSLING



JOANNE MELNIKER



GEORGE ROSEN



BEN GROSS

AN EDITORIAL

Dignifying the craft of radio criticism

IN MORE than a quarter-century of broadcasting, it seems strange that radio's great progress has, for so long, met little progress in criticism of and for the broadcast medium. Conditions under which radio was denied the serious critical consideration it deserves are still a matter of recent history. It has been all the more peculiar that a field such as the Broadway stage, reaching only thousands of people, should have been subjected to critical appraisal by specialists, while broadcasting, with an audience counted in the millions, has been too often dealt with in the callow writings of a former office boy, promoted for the purpose. Efforts to dignify the craft of radio

criticism have been sporadic and less successful, in the past, than this greatest mass medium deserves. Two previous efforts to organize a Radio Critics Circle, for example (one in the '20s and one in the '30s) were dismal failures—due, principally, to the influx of 'press agents' who seemed to be doing most of the writing about radio.

It is heartening to find that a *Radio-Television Critics Circle of New York* has now been organized in a manner that bids strongly for success; particularly since RADIO BEST was founded in an effort to fill a crying need for listener-representation, valid criticism on a national level and down-to-earth evaluation of radio's function in our national life. Two RADIO BEST contributors, John S. Garrison and Saul Carson, are founder members of the new Critics Circle, but this publication would be fully as interested in the success of the group if no one featured in these pages had been connected with its organization.

Paul Denis, radio critic for the *New York Post*, deserves kudos as the daring spirit most responsible for calling the founding members

together, and later, working in committee with Carson and Garrison to draft a constitution which might well serve as a model for similar groups.

Denis is, deservedly, the Circle's first Chairman, and Carson has been elected Vice-chairman. Secretary is Jean Sulzberger (*Time*), Treasurer—Jerry Franken (*The Billboard*). An awards committee includes: Gene Cook (*Life*) as chairman, John T. McManus (*Newspaper PM*), George Rosen (*Variety*), and Franken. Other founding members are Ben Gross (*N. Y. News*), Joanne Melniker (*Look*), Jack Cluett (*Women's Day*), Harriet Van Horne (*N. Y. World Telegram*) and Betty Forsling (*Newsweek*).

RADIO BEST would like to see this movement toward building the highest standards in broadcast criticism grow to nation-wide dimensions. To the extent that it does not conflict with the rights and functions of the *New York Critics Circle*, or individual members, this publication pledges full support to any similar group in this country, that may be organized with equal wisdom and integrity.



Jean Hersholt
current president
Motion Picture
Relief Fund.



Jack Warner
was president
when Fund was
reorganized.



Mary Pickford
most responsible
for the Fund.



Robert Young
leads all others
in number of times
on Screen Guild.

SCREEN GUILD PLAYERS

...it isn't ham

A CERTAIN SIXTY-acre tract of fertile land in the Canoga Park district of California has impressive crops of oranges and walnuts, but it was planted with the seeds of brotherhood. These acres surround the famous Country House of the Motion Picture Relief Fund, and are currently supported by money received from the "Screen Guild Players" show over each Monday night's airplanes sponsored by Camel Cigarettes.

Lawn of the Motion Picture Country House
is serene haven for industry's unfortunates.



Boomerang Dana Andrews and Richard Widmark played radio version with Jane Wyatt.



Elizabeth The Queen Bette Davis played in the title role, aided by Brian Aherne as Lord Essex.



My Favorite Brunette Director Bill Lawrence shakes a finger to emphasize his point. Frank Albertson, Dorothy Lamour and Bob Hope listen carefully.



The Web Vincent Price, Ella Raines and Edmond O'Brien relax with some tomfoolery just a few minutes before the program is broadcast.



Secret Life of Walter Mitty Danny Kaye knows a good spot from which to study script; it amuses Virginia Mayo.



Pinocchio Fanny Brice and Hanley Stafford lent that extra bit of whimsy to the Disney classic.

Maintenance of this Country House, and several cottages donated by screen stars as adjuncts to the main building, is one of the features of the work being done by the Motion Picture Relief Fund, for the sick and indigent of the industry. This fund was started back in 1919, when the returning veterans of another war presented a problem which the then-tiny movie industry had never before known. Without name, charter, or formal organization, the hat was passed around the film lots, with Douglas Fairbanks, Mary Pickford, Jean Hersholt, Carl Laemmle, Jack Warner, Louis B. Mayer

and similar prominent Hollywoodians taking the lead. Eventually, these efforts became a more formal enterprise as the need continued for the less fortunate in the movie industry. Show business is a hard game, whether it be in radio, theatre, or films, and many are the former stars, featured performers, or just plain troupers, who have fallen in the perennial struggle for "top billing," juicy roles, and even little jobs. The problem has been met, or bypassed by each entertainment field in its own characteristic manner, so it is fitting that the centralized Film industry should have a highly

centralized organization as the Motion Picture Relief Fund. It was Mary Pickford who realized the necessity of establishing a home especially for the needy of filmdom, and who set up an organization that raised \$100,000 which was put into trust. This fund remained a Community Chest agency till 1929, when it struck out on its own with Jack Warner as president. Since 1931, everyone in the picture making business has been contributing one-half of one per cent of his annual salary to the fund and the contributors now number about 18,000.

Almost ten years ago saw the beginning of

Continued on Next Page



Secret Heart

Walter Pidgeon, Director Bill Lawrence and Claudette Colbert.



The Fugitive

(l-r) Gregory Peck, Cesar Romero, J. Carroll Naish, Ward Bond, Pedro De Cordova were on first show of current year's series.

the "Screen Guild" radio program, with a glittering array of guest stars peculiar to Hollywood. About a year later, work was begun on the Country House, which was completed at a cost of about \$450,000, and is supported by money received from the radio show. The stars' salaries are contributed to the maintenance of the home, its cottages, clinic and grounds. Cottages that dot the grounds were contributed by Billie Burke and Ralph Morgan, Jean Hersholt, Edward Arnold, among others. The clinic, comprising 36 beds, accommodates the

indigent sick of the entire industry—not just the residents of the house.

All the top movie celebrities volunteer their talents; in fact, Edward G. Robinson, who had not been on the show for a while, made regular calls to the Relief Fund offices asking why he couldn't contribute his services more often. Subsequently, they took him up on his persistent offers.

Robert Young leads all other Hollywood stars in number of appearances for "Screen Guild," having shown 12 times so far. Next,

each with 11 appearances, are Bob Hope and Herbert Marshall. Humphrey Bogart and Bette Davis have appeared 10 times. Among stars with eight or more appearances to their credit are Bing Crosby, Claudette Colbert, Cary Grant, Fred MacMurray, Basil Rathbone, Jack Carson and Olivia De Havilland. Virtually every "big name" in the film colony has appeared at least twice. As Jimmy Durante would say—Everybody wants to get into the act. But it isn't "ham"—it's the milk of human kindness.



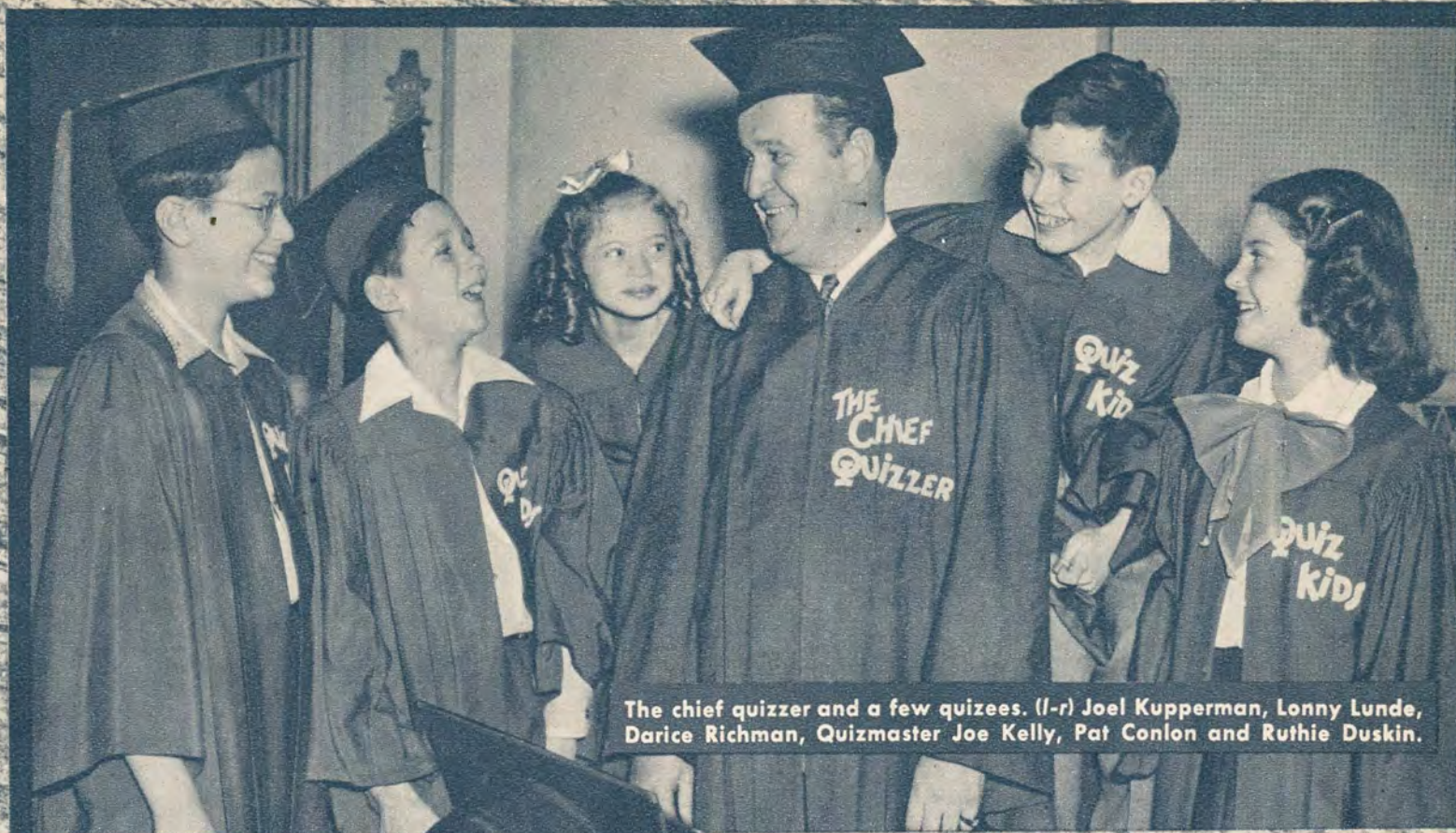
Bells of St. Mary

Jean Hersholt and Ingrid Bergman chat informally in "break."



The Shocking Miss Pilgrim

Tony Martin and Betty Grable reach a dramatic high point in the radio version which was broadcast in October of last year.



The chief quizzer and a few quizees. (l-r) Joel Kupperman, Lonny Lunde, Darice Richman, Quizmaster Joe Kelly, Pat Conlon and Ruthie Duskin.



Hildegarde and Joel Kupperman, when he was six, seem highly amused about something. Maybe they were plotting to put the finger on Joe Kelly who seems to've had the tables turned on him. (right)

135 QUIZ KID graduates have not lost mental prowess

QUIZ KIDS also grow up, even as the little boy or girl next door. For, after all is said and done, the Quiz Kids are simply bright youngsters who are attending public schools in the Chicago area. Usually, the Quiz Kids' staff first hears of the children when they are recommended by their teachers or school principals, or a friend may write in. Or, sometimes, a child himself writes in and says he'd like to be considered.

Continued on Next Page



the **KIDS** "kid" the stars

HEARD ON
NBC
Sunday
4:00 pm



Cherubic
RICHARD WEIXLER
heckles
JACK BENNY



Jimmy Stewart, as guest quiz-master, made big hit with the kids. Here he's shown with Rinny Templeton, Lonny Lunde, Joel Kupperman, Darice Richman, Naomi Cooks, Joe Kelly and Pat Conlon.

135 QUIZ KID
graduates
continued

Bright and clever as they are, the kids are still normal youngsters in every way. Generally, they are a bit more successful than most people, as they grow up. Apparently, the old belief that "smart children burn themselves out early" is unfounded.

There are now some 135 Quiz Kid 'graduates' ranging in age from 16 to 23 and they are still leaders not only in mental prowess but also in social activities, both in and out of college. The 'graduates' are a busy lot—getting married (five to date), writing newspaper columns, winning honors, teaching school, giving concert tours, taking part in Hollywood films, and serving as class officers and heads of campus organizations in college. Individually, of course! They aren't all doing all those things at the same time as the pictures on these pages demonstrate.



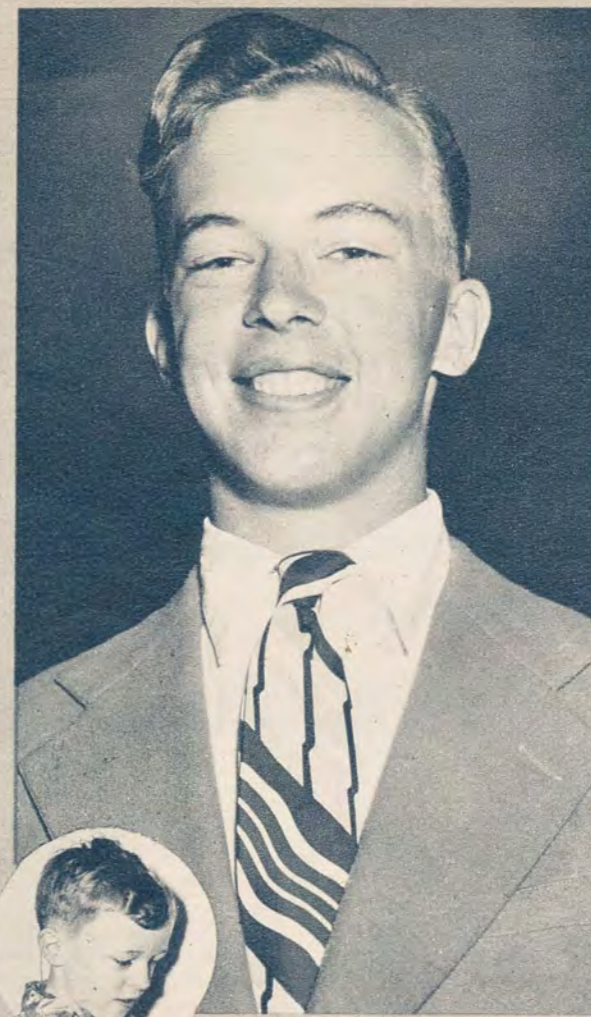
Helpful
JOE KELLY
coaches
BING CROSBY

Personable
NAOMI COOKS
vamps
JOE E. BROWN



Erudite
JOEL KUPPERMAN
instructs
BOB HOPE

my, how they **GROW!**



Richard Williams broke all records with total of 212 appearances on program. He does graduate work in engineering soon.



Joan Bishop, as music expert, appeared 31 times—is now making a name for herself in opera, concert world as soloist.

a few of the **QUIZ KIDS** } THEN (inserts) AND NOW.

Cynthia Cline appeared 26 times. Now has Master's Degree, a teaching position in an important college. Recently engaged.

Van Dyke Tiers, now only 20, fellowship teacher at University of Chicago will be a Ph.D. in organic chemistry very soon.



All of the Quiz Kids have hobbies, just another indication that they are well

balanced and alert children.



MARK MULLIN, 7, currently the nature expert, loves adventure.



NAOMI COOKS practices weaving in anticipation of domesticity.



BOBBY BURNS tries out the new game of Hi-Li ball and paddle.



JACK ROONEY 14 years old, makes hobby of collecting stamps of all nations.



JOEL KUPPERMAN, now ten, loves a good game of chess.



RUTHIE DUSKIN, is writing a children's chemistry book.

Give THE FAMILY

A TREAT

Have Radio Best sent to your home every single month

special 6 months offer \$1.50

WALTER WINCHELL says... "finest magazine of its kind I've ever seen."

DOROTHY LA MOUR says... "a big break for the radio fan."

FRANK SINATRA says... "it's the top of the hit parade."

GINNY SIMMS says... "thrilling reading for every member of the family."

SUBSCRIBE NOW to America's fastest growing family magazine!

Send Radio Best every month.

- \$1.50 for 6 months
- \$3.00 for 1 year
- \$5.00 for 2 years

Name _____ please print

Address _____

City _____ Zone _____ State _____

Please I enclose \$ _____ bill me

Mail this coupon to RADIO BEST, 452 Fifth Avenue, New York 18, N. Y.



PETER POTTER (KHJ, Hollywood, Calif.) conducts "Peter Potter's Platter Parade" Mon. thru Fri.



JOE RUMORE (WAPI, Birmingham, Ala.) is the daily voice on "Round-up Time."



BILL CURTIS (WDGY, Minneapolis, Minn.) does three disc shows, a Twin City favorite.



SHIRL EVANS (WDZ, Tuscola, Ill.), "Time n' Tempo" program for early risers, heard daily.



BOB PRUETT (WIRE, Indianapolis, Ind.) is "Your Record Player," heard daily.



JOHN FORD (WTCN, Minneapolis, Minn.) doubles with record show and news programs.



BOB STEELE (WTIC, Hartford, Conn.) combines sports with disc jockeying, heard daily.



WALLY NEHRLING (WIRE, Indianapolis, Ind.), noted for his "Platter Chatter" session.



CLIFF RODGERS (WHKK, Akron, O.) spins the "Melody Round Up" Monday thru Friday.



RAY DOREY (WBZ, Boston, Mass.) is a former Benny Goodman vocalist, now disc star.



RAY LOFTNESS (KSOO, Sioux Falls, S. D.) has convinced fans "start the day with Ray."



GAY BATSON (WDSU, New Orleans, La.) is a U. of W. music grad, expert in heavy and jive music.



BERNE ENTERLINE (WMMJ, Peoria, Ill.) sings and chatters with "Berne's Bandstand" show.



DONN DWYER (KFNF, Shenandoah, Iowa) conducts "Watchin' the Grooves Go By" every day.



GRAEME ZIMMER (WCSI, Columbus, Indiana) emcees disc show and is station's promotion manager.



JULIE AND JOHN (WMUR, Manchester, N. H.), husband, wife and children team, heard twice daily.



RAY PERKINS (KFEL, Denver, Colo.) is one of this city's favorite disc jockeys.



LEW FOX (CKNW, New Westminster, B. C.) does all request, all-night disc jockey program.



KEN CORBITT (WTIK, Durham, N. C.) is station's program director and disc jockey.



BUD WHALEY (KMAC, San Antonio, Texas) doubles as jockey and announcer.



JERRY STRONG (WINX, Washington, D. C.), early a.m. disc jockey, conducting "Hya Neighbor."



VERNE WILLIAMS (WNAS, Boston, Mass.) gives local news tips, emcees daily disc show.



MELVA GRAMAME (WCHS, Charleston, W. Va.) is "Miss 850" heard daily in the early morning.



CONNIE ALBERS (KOVG, Valley City, N. Dak.) conducts "Connie's Record Shop."



ROSEMARY WAYNE (WJJD, Chicago, Ill.) is Chicago's "Petite Red-Haired Side Saddler."



ALICE HALLIDAY ROTHWELL (WONS, Hartford, Conn.), "Claire Gibson Program."



ALICE FAIRN FRIBERG (WJHL, Johnson City, Tenn.) conducts daily show, "Carolyn King Program."



MADLINE WISE (WHIO, Dayton, Ohio) is always "At Your Service, Madam" program.



RUTH LEE (WPAM, Pottsville, Pa.), a newcomer on the air, now heard 3 times weekly.



LOUISE MORGAN (WNAC, Boston, Mass.) is a favorite commentator heard Monday thru Friday.



BEE BAXTER (KSOO, Sioux Falls, S. D.) is one of midwest's favorite woman reporters.



RALPH WENNBLOM (KSOO, Sioux Falls, S. D.) conducts the "Farmer's Bulletin Board."



BILL ROHN (KSOO, Sioux Falls, S. D.) is on-the-spot sports reporter and commentator.



STAN WALTERS (WAML, Laurel, Miss.) doubles as station's program director and Sports Reporter.



E. ERIK PAIGE (WCHS, Charleston, W. Va.) airs the "Sports Page of the Air," daily.



GUS SWANSON (KFEL, Denver, Colo.) is the early morning farm program reporter.



LESTER SMITH (WNAC, Boston, Mass.) conducts "Let's Go to the Games," sports show.



JIM COX (CKNW, New Westminster, B. C.) is a versatile sportscaster recently out of school.



SI BURICK (WHIO, Dayton, Ohio) conducts daily sports show, Monday thru Friday.



SAM STEIGER (WHIO, Dayton, Ohio) is the voice of "Sunrise on the Farm" program.

Nation's Local Stars Vie For Top Honors

As the RADIO BEST Local Stars Contest enters its final stages, it becomes increasingly apparent that not only will this be one of the more important Polls of the year, but also one of the most hotly contested. Ballots have been pouring in from virtually every city, hamlet and rural district of the nation as staunch partisans vote for their favorite Women's Program, Sports Commentator, Disc Jockey and Farm Reporter in overwhelming flood. In addition to listeners and local broadcasters themselves, key figures in the broadcasting industry are becoming more and more excited about the possibilities this Poll opens up for the development of fresh network talent and programs, as an important re-vitalizing force in present day radio.

Awards in the four categories—Women's Programs, Sports Commentators, Disc Jockeys, Farm Reporters—will be an important step upward for deserving Local personalities, the logical choices for stars

of tomorrow. These hard working people have the experience, the talent, and the day-to-day working knowledge of radio which are prerequisites for the continuing development of broadcasting as a medium of entertainment and service.

This puts it squarely up to you, the listener. If you want to exercise your authority as the one to whom all broadcasting should continue to be addressed, give your Local favorites a boost up the kilocycle ladder by voting for him or her, and getting your friends to send in ballots in support of them. You may use the ballot printed on this page, the separate ballot available free, upon request, at your newsdealer, or a reasonable facsimile on a penny post-card.

Final ballots will be printed in the June issue of RADIO BEST. Fill in your choice for all four categories and mail it in promptly. Hurry, hurry! It's a hot fight and your vote may be more important than you think.

Disc Jockey, Sportscaster, Farm Reporter and Women Commentator Poll Ends JUNE 30th

MAIL THIS OFFICIAL BALLOT TODAY!

OFFICIAL BALLOT

VOTE FOR ONE FAVORITE IN EACH CATEGORY

<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Sports Reporter
Write in name of Disc Jockey	Write in name of Sportscaster
..... station station
Voter's Name	
Address	
City Zone	
State station	
<input type="checkbox"/> Farm Reporter	<input type="checkbox"/> Woman Commentator
Write in name of Farm Reporter	Write in name of Woman Commentator
..... station station

Paste ballot on penny post-card or place in envelope and mail at once to RADIO BEST, 452 Fifth Avenue, New York 18, N. Y.



Place In The Sun

Betty Harris, singing star of her own show, wears a slim, maillot in black jersey.



Free 'n' Easy

Lucille Norman of *Music From Hollywood* wears one-piece lastex — ideal for swimming.



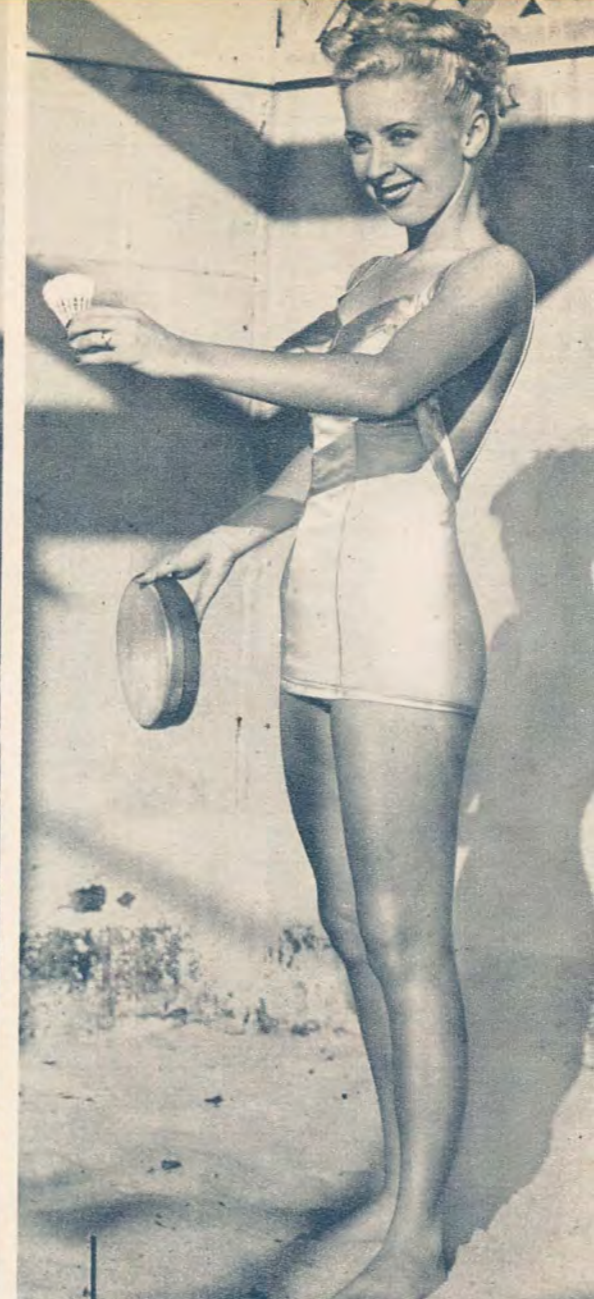
The Long And Short

Actresses Gloria Holliday wears peasant skirt, Barbara Fuller — bra and shorts.



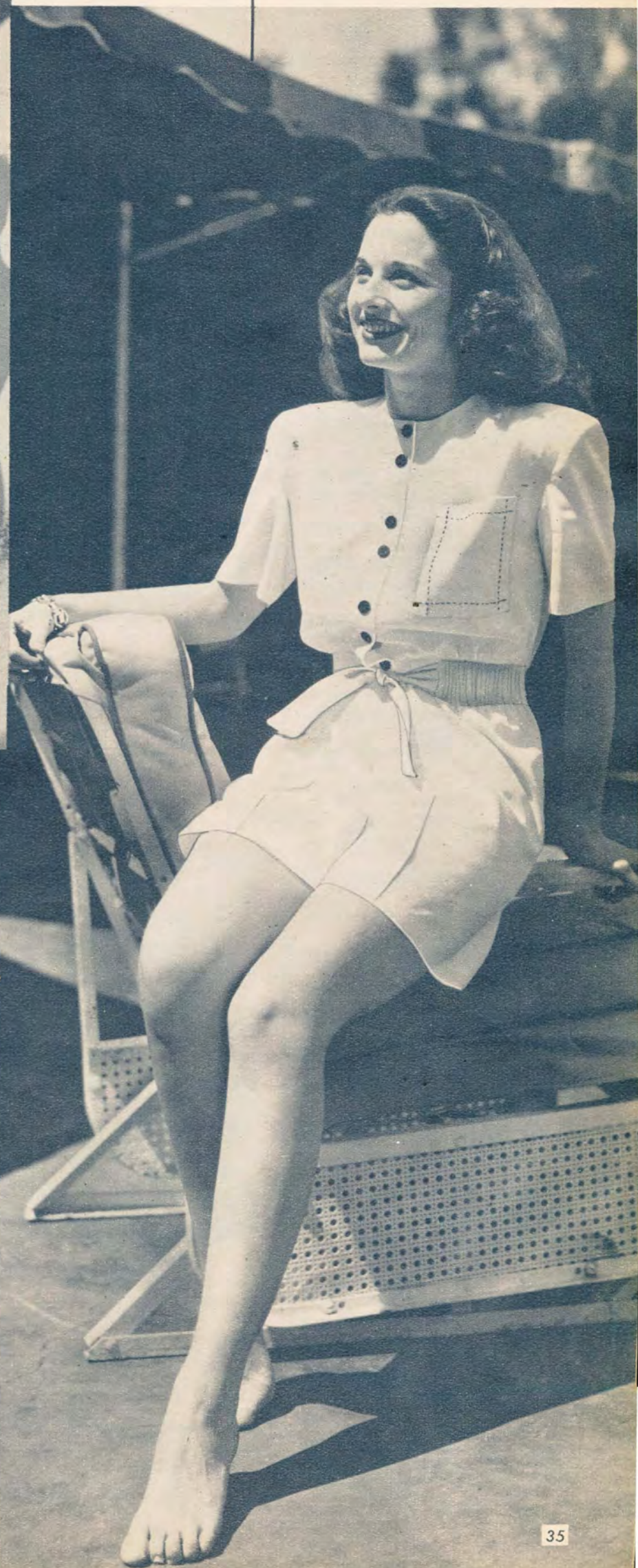
Blue Note

Barbara switches to one-piece bathing suit in pale blue satin lastex here.



Sittin' 'n' Sunnin'

Barbara Eiler wears a one-piece white sharkskin outfit with elastic waistband.



A. Flaring skirt in white pique is worn by Elaine Rost (*Adventures of Frank Merriwell*); Ann Sargent (*When a Girl Marries*) dons tailored shirt and shorts.



B. Ann models man tailored white shirt and black bloomers, while Elaine who likes to sun puts on black and orange print in long shorts and bandeau top.

C. Ann switches to white rucked blouse; Elaine chooses ruffled skirt with brief bloomers underneath and strapless bra in multi-colored print.

Beauty On The Air



You name it girls! This is the year you are going to wear everything under the sun.

If you are a bonnie shy lass, then the long full skirts with old-fashioned camisole tops are your dish. If you are a gal with a figure—and don't mind showing it—the briefest of bra and shorts outfits were made for you.

The newest wrinkle in the style scene comes from designer Toni Owen. She advises wearing two cotton skirts—one over the other. You can achieve endless variety by mixing and matching 'em.

For tennis playing—skinny black jersey trunks with long-sleeved white blouses . . . front porch sitters—pique skirts with low-necked little girl blouses . . . swimmers—ruffled skirt and bra combinations to severe black jersey maillots . . . conservatives will cling to tailored white shorts and men-tailored blouses.

You will be wearing bright colors such as citron, lime, watermelon pink . . . charm bracelets on your ankles instead of wrists . . . and whenever possible, feet will be completely bare. . . .



MICROFUN

Cream of the Jest from Radio's Top Comedy Programs

Ed (Archie) Gardner: That dress you're wearin' . . .
Olga San Juan (guest): What about it?
Archie: You shouldn't wear it so tight. It's bad for the blood pressure.

Olga: Whose?
Archie: Mine.

Judy Canova (guest): I've tried to be glamorous. I even took one of those charm courses. I paid \$200, and they said when I was finished I'd be taken for a glamorous screen star.

Eddie Cantor: How did it work out?
Judy: I was taken for \$200.

Jack Benny: What is the name of your yacht, Don?

Don Wilson: I call it the Girdle.
Jack Benny: Why do you call your yacht the Girdle?

Don Wilson: Because it takes a lot of little tugs to get her out of her slip.

Ozzie: Observation is very important, David. It means noticing things that go on around you.

Harriet: I must admit you're usually pretty observing, dear.

Ozzie: Thank you. Do you really think so?

Harriet: Oh yes. . . You didn't miss a thing at the beach last summer?

Irma: Al, please take me to the movies tonight.

Al: Oh, why can't we just sit here on the sofa?

Irma: Al, I insist you take me to the movies.

Al: But honey, I haven't got a pass, they've got a big doorman, and, to clinch it, they're painting the fire-escape!

Joan: Well, I just got five hundred dollars and . . .

Lionel: What! Five hundred dollars! Where'd you get that?

Joan: From a baby policy that just matured. You see, my parents sent fifty cents to the insurance company every week since I was a little girl.

Lionel: And it only came to five hundred dollars?

Daddy: Think of all your mother does for us. Take yourself, for instance. She has to get you ready for school in the morning, take you to school, call for you to take you home for lunch, take you back and then pick you up after school is over!

Snooks: Poor Mummy.

Daddy: Yes, don't you think we ought to do something for her?

Snooks: Yeah. . . I'll quit school!

Quiz on Kids



Thumbing through their own family albums RADIO BEST has procured a fine collection of today's stars as only their family and childhood playmates knew them. From this collection, we select two more of these tykes for our own "little" quiz. With the help of the accompanying clues see if you can name them, but if they baffle you, too, turn to page 65 for all the answers.



← CAN YOU NAME HER?

This deceptively demure little tyke hasn't changed much in her present featured role on the air. She started in radio at 7 on a juvenile series called *Uncle Whoa Bill*. Now attending college in Los Angeles, she is almost as young as her roles in movies and on several radio shows. This should be easy.



CAN YOU NAME HER? →

This young lady went on to not only juicy acting roles, but to much critical acclaim. She was an Orson Welles 'regular' and is listed among radio's most distinguished actresses. Also played in *Citizen Kane* and *The Magnificent Ambersons* for which she received N. Y. Critics Award in 1942. Of course, it's . . . !



DAVE DETIEGE

"Mother, he's doing it again . . ."

radio stars

have such interesting faces

Don McNeill is genial at breakfast.



Bud Abbott makes with the eyes.



Doris McWhirt menaces Charlie Chan.



Rise Stevens busts out laffin'.



Fanny Brice tries to look demure.



Frankie Carle "mugs" for the folks.



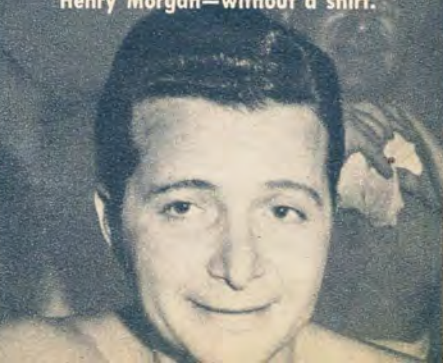
Vaughn Monroe beams happily.



Beryl Davis looks nonchalant.



Henry Morgan—without a shirt.



Jimmie Fidler studies his rating.



so you want to get into radio

The gateways to stardom are high, wide and varied in this greatest of all talent fields. There are no set rules for admission. Follow this series of those who travelled the road to radio fame.



BOB CROSBY'S professional career didn't start off with a bang. At thirteen, the youngest of the famed Crosbys, appeared on an amateur show—just long enough to flee in terror after the orchestra had vainly played five introductions to his solo. But his first disastrous experience on an amateur show discouraged him not at all; he continued to try out at every opportunity. Finally, when the walkathon craze hit his home town of Spokane, Wash., he was offered a job singing for the weary contestants, and was often heard on radio broadcasts from these doings.

Anson Weeks heard one of these broadcasts and wired Bob to join his band at San Francisco. Nerves dogged the youngest Crosby again. On his first appearance with the band, he was an hour late because his trembling fingers weren't able to manage a bow tie—and he had to sing with his arms clamped tightly to his sides because he had forgotten to wear any suspenders. Hired and fired within a few short weeks, Bob went home to continue his efforts, then was rehired by Weeks in 1933, when Bob was 20. Two years later, Bob was playing in New York, when a group of 11 musicians asked him to lead their new band. They were the Bobcats. It was another three years before they hit the big time in films, clubs and radio. Disbanding the group during the war, Bob reorganized a new Bobcats, after his discharge from the Marine Corps, and it looks as if the new band will become even more famous than the original aggregation.

LINA ROMAY was born in New York City, daughter of a Mexican diplomat, attended a Catholic convent in Brooklyn, a Long Island high school, and broke into show business in Detroit. As her father's diplomatic assignments took him from place to place, Lina lived at one time or another in El Paso, Texas, in Mexico, in addition to New York and Detroit.



Her first meeting with Xavier Cugat in 1940 was under circumstances not exactly calculated to endear her to the master of Latin-American music. With Cugat featured at a Detroit theatre, a rival show-house staged a competitive Latin-American show, with Miss Romay (then Elena) as a featured singer. Cugat dropped in to hear her and offered her a contract, which Elena promptly turned down. The terms were all right, but Elena just didn't want to leave home and travel with the orchestra. Later, when the Romays moved back to New York, a "coincidence" brought Cugat and Lina together again. The maestro, looking for a singer, was visited by an agent who enthusiastically claimed to have just the girl for him. The girl, of course, was Elena Romay. She got the job and shortened her first name to Lina at Cugat's suggestion. The association with Cugat soon led Lina into motion pictures (about nine of them), and last year she became featured gal vocalist on CBS' Thursday night "Dick Haymes Show."



The Year's Best Value At Only **16.95**



A FIFTH AVE. ORIGINAL . . .

Snowy Lace . . . on black

- NEW** Moderate Length
- NEW** Rippling Peplum
- NEW** Deep Shawl Collar
- NEW** Fishtail Back
- NEW** White Lace Trim

New 3-piece crepe suit-dress in midnight black. Detachable dickey. Sizes 12 to 20.

WRITE FOR FREE STYLE BULLETINS

TAGIL OF N. Y., 1186 B'way, N. Y. 1, N. Y.
 Send 3-piece suit-dress in midnight black at 16.95 plus 20c postage.
 Payment Encl. (Save C.O.D. charge) _____
 Send C.O.D. _____ Size _____
 Name _____
 Street _____
 City, State _____ 661

FULL SATISFACTION OR MONEY BACK



Have one end 1 1/2 inches longer than the other—longer end crossed over shorter.



Then—turn longer end under and over in order to form that knot at the collar.



Form a loop from short end, holding it firmly and drop long end down and over.



Loop long end and work the loop itself through back of knot forming rear loop.



Grasp both loops firmly between thumbs and fingers and pull gently into shape.



BLONDIE

backs her beau binding bow (tie)



DAGWOOD MAY be a whizz at throwing together everything in the ice-box and tying the whole thing up into a fantastic kind of sandwich with the pickle and the relish on top, but he is somewhat less dexterous with the simple, little things, like tying his own Bow Tie. Starting, as he does, with the handicap of nine thumbs and one pinkie, it is a startling feat of sartorial accomplishment, when he succeeds in tying the little rascal with only moral support from Blondie—and a final deft touch.

It's all in fun, and we're willing to play along with the gag. So, if you think you look like Dagwood in a bow tie, send your snapshot to *Blondie*, c/o RADIO BEST, 452 Fifth Avenue, New York 18, N. Y.

Even if you look more like Fred Allen or Mortimer Snerd, we'll stretch a point. The first three hundred who send in their pictures in a bow tie will receive *Free* a Nationally famous *Sherman Bow Tie*.



Success at last! But since Dagwood has about as much dexterity as a two-year-old, it takes Blondie's deft touch to really finish it up.

Popularity
Poll
OF THE MONTH



FINAL RESULTS...

IN RADIO BEST...

JUNE ISSUE!



TOP "HOOPER" NAMES

LEAD IN favorite comedian poll

FIVE MODERN Don Quixotes of the airlines, Jack Benny, George Burns, Fred Allen, Red Skelton and Bob Hope, appear to be leading our *Favorite Comedian Poll* in early results. Benny, Burns, Allen, Skelton and Hope, not necessarily in that order, have made a lot of loyal adherents in their tilting at present-day windmills and windbags, but so have some others, and the final tabulation may show cause for some rearrangement. In the meantime, our poll experts are busy as hucksters entertaining a prospective sponsor, so that the final results of the *Favorite Comedian Poll* will be ready for printing in the June issue of *RADIO BEST*. Others definitely in the running are: Eddie Cantor, William Bendix, Jimmy Durante, Ed Gardner, Edgar Bergen, Amos n' Andy, Henry Morgan and Eddie (Rochester) Anderson.

tele-views

Tele sets now in use in the nation's Capital number 7500. Representatives of the three outlets here, WNBW, WMAL-TV and WTTG, predict a big spurt in receiver purchases in anticipation of the coming political conventions. Residents of this city are President-conscious, you know.

* * *

RCA has announced the development of 16-inch metal television picture tube designed to provide a picture area of 125 square inches on the face of the tube. Significance of this newly developed tube lies in making available to video manufacturers a low cost picture tube to satisfy the increasing public demand for larger size screens in the medium-priced receivers. This new tube, however, will not supplant the present standard tubes which RCA will continue to produce.

* * *

The Preakness, top race of the Maryland spring season and one of the year's outstanding turf events, will be televised exclusively by CBS in addition to the Kentucky Derby and Belmont races. These are the dates to remember: Kentucky Derby, Saturday, May 1st; The Preakness, Saturday, May 15th; The Belmont, Saturday, June 12th.

* * *

The American Broadcasting Company expects to have five television stations going by the end of the year. Here's the lineup: Chicago, September; Detroit, November; Los Angeles and San Francisco, December and New York the same month.

* * *

Gillette will foot the bill and NBC will train its cameras on the Joe Louis-Walcott brawl in June. The show is expected to attract the year's largest television audience. Length of program depends upon Walcott's bicycle or Louis' right.

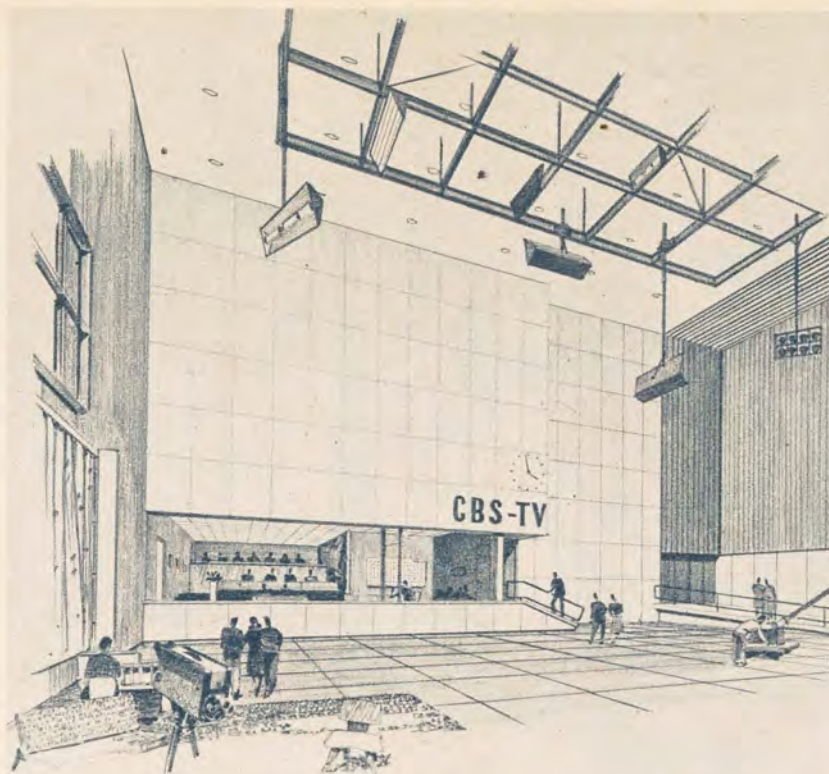
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The number of receiver sets installed in each city has not as yet been placed on an accurate statistical method of computation. But these unofficial figures will answer some of your questions:

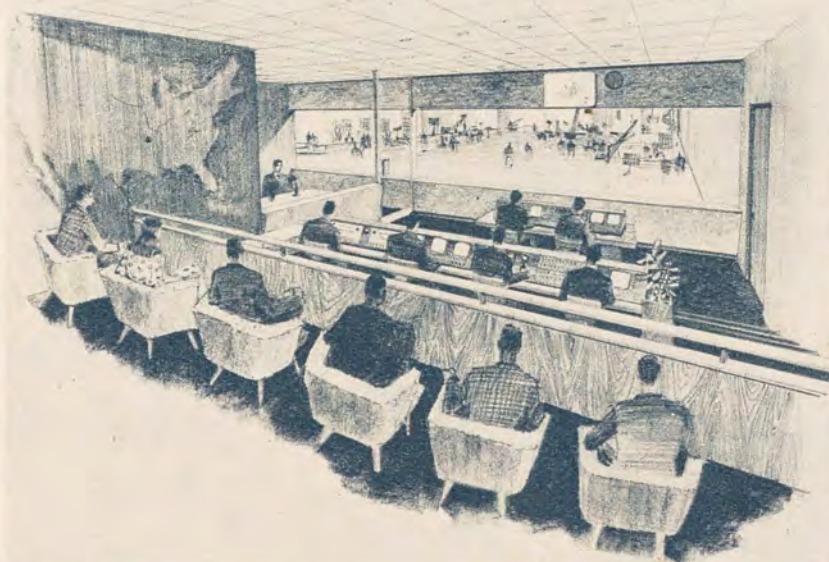
New York	100,000	Baltimore	4,500
Philadelphia	20,000	Detroit	5,000
Chicago	15,000	Schenectady	2,000
Los Angeles	15,000	Cincinnati	1,500
Washington	6,500	St. Louis	3,000
Milwaukee	1,000		

* * *

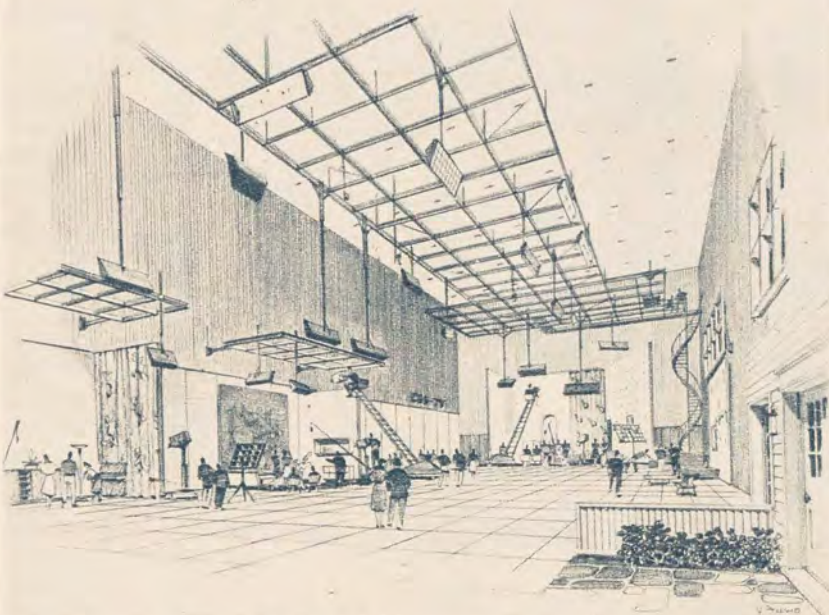
Remember radio's early history, in the 20's when radio gadgets had a field day? Well, the gadgeteers are back again — in video and this time they're all useful. Transmirra puts out an image definer which also reduces glare; Walco and RCA are selling good picture magnifiers to owners of 10 and 12 inch screens.



Artist's sketch of one of the main studios looking toward control room.



How it looks from back of control room where sponsors, guests can sit.



Another view showing how large studios will look upon final completion.

CBS to build World's Largest Television Studios

Now NEARING completion is the nation's largest television studio plant in the Grand Central Terminal Building, New York. According to Frank Stanton, President of the Columbia Broadcasting System, "The new CBS studio facilities are intended to increase the scope and variety of programs to be fed its television affiliates so that those stations in communities with limited sources of television talent and program material may benefit from the vast entertainment, cultural and news resources of the New York area." To you, the listener and potential viewer, this means a long step closer to the day when a television receiver will be an even better entertainment investment than your radio.

Programs will continue to be transmitted to stations outside the New York area via coaxial cable and radio relay circuits. The studios are planned for flexibility of production with either a number of moderately sized sets for quick change of scene, or use of large scale sets for elaborate productions. Two large main studios have working areas of 55 by 85 feet of floor space with ceiling heights up to 45 feet. Upon completion, the new studio programs will cover a wide range of general program types — drama, variety, dancing, audience participation and children's shows, quizzes, music and an expanded news schedule.

Although currently the biggest studio plant, and a great, coordinated effort for fine programming in television, the chief significance of new CBS plans is that they will touch off the kind of program and technical competition as will be of greatest benefit to those of us who only sit at home and watch.

Commercial Television Stations

City	Station	Channel
New York	WCBS-TV	2
	WNBT	4
	WABD	5
Philadelphia	WPTZ	3
	WFIL-TV	6
Schenectady	WRGB	4
Chicago	WBKB	4
Washington, D. C.	WNBW	4
	WTTG	5
	WMAL	7
Los Angeles	KTLA	5
Detroit	WWDT	4
St. Louis	KSD-TV	5
Baltimore	WMAR	2
Milwaukee	WTMJ-TV	3
Cleveland	WEWS-TV	5

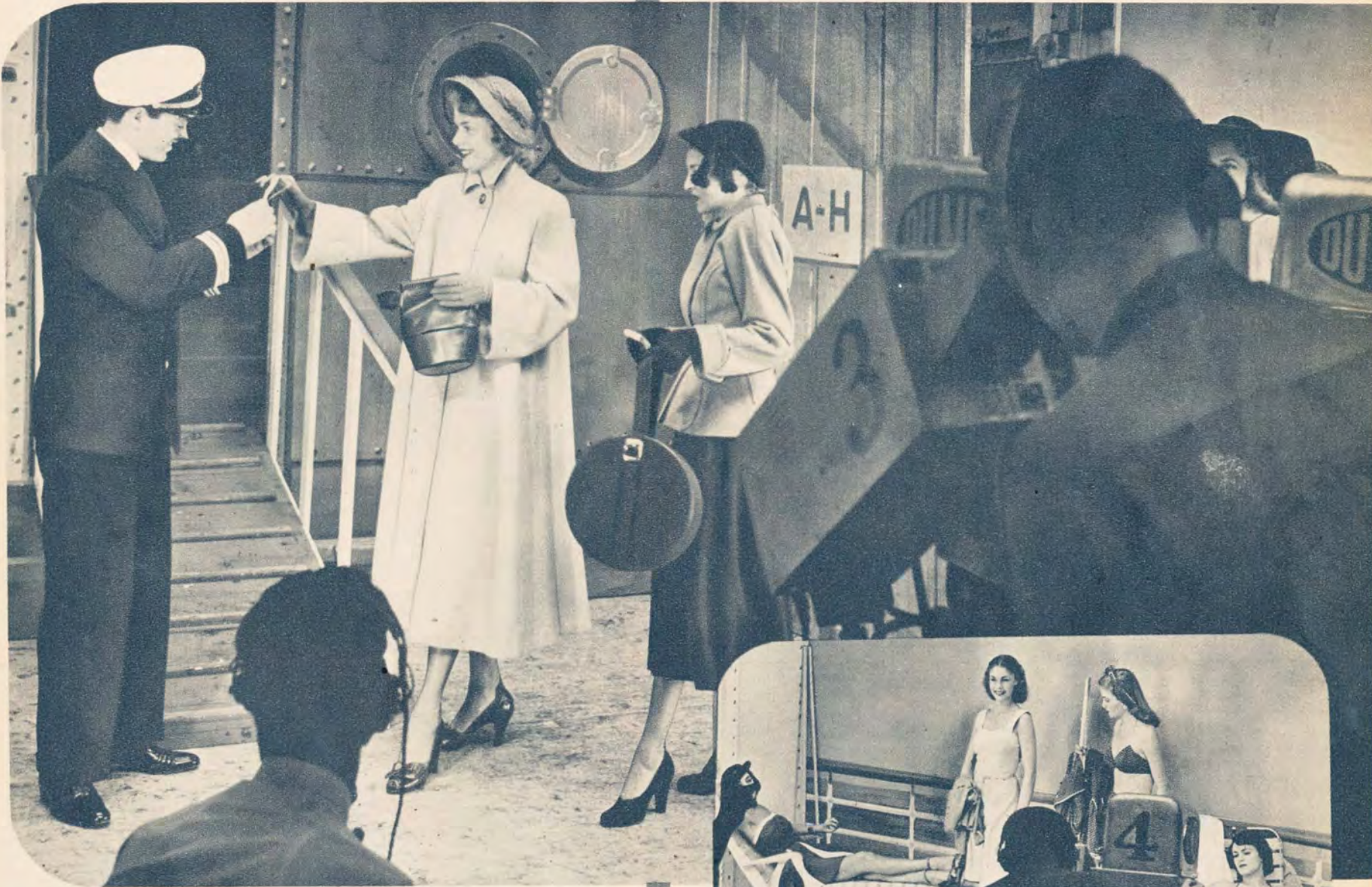
*Radio
best*
**spotlights
Television
fashions**

There's no substitute for a good show as Fashions on Parade have set out to prove in their weekly WABD-video shows. Their presentations are far removed from orthodox fashion telecasts which fell flat on their bustles. By adding story interest these shows have revived a flagging interest in a natural medium for the style world.

Fashions on Parade,
Narrator,
Adelaide Hawley.



1 Actor Sherling Oliver, in role of tired business executive, is charmed by beautiful girl from a travel-vacation agency.



2 Overwhelmed, the businessman falls asleep, dreaming he's aboard ship. He sees his partner (singer Jerry Wayne) with gals.

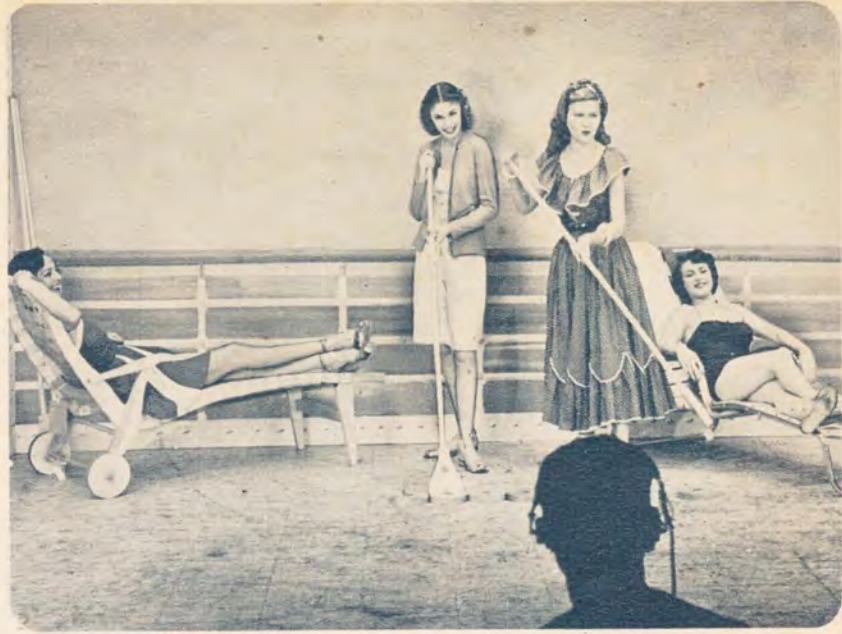
3 Bound for ports south, the tired executive dreams on and is delighted when Conover beauties display sun bathing dress.



Continued on Next Page



4 And just as he expected, business partner, played by singer Jerry Wayne, gets right down to serious business of the ship.



5 It's a long cruise (and a half-hour show) so our tired exec continues dreaming and the beautiful gals continue posing.



8 Anything can happen in a dream and the scene quickly changes for a Mexican dance by La Meri's Natya team.



9 Something has to be done to enable Jerry Wayne to burst into song. After all, that's what his role calls for. And he does.



6 At long last, the dream ship arrives in Mexico and we find the Conover models shopping for native souvenirs and things.



Since this dream must show fashions and accessories, the dreamer finds himself in a very swank salon where



that pesty partner is examining beautiful jewels, beautiful girls and beautiful gowns. You can't ask for a nicer dream!



10 What's a dream without Shangri-La? Anyway, it's a perfect setting for beautiful girls and Jerry's dreamy baritone.



7 Later, they engage a guide and our dreamer's green eyes pop when he sees it's none other than that partner Wayne.



11 And just before our dreaming hero awakens from his slumber, La Meri's Natya dancers give out with a final Indian dance.

A boyhood hobby has not only paid off well for Harris Breth, well known outdoors writer and lecturer, but it has also given Pittsburgh one of radio's oldest kind of special broadcasts — the DUQUESNE HUNTING AND FISHING RADIO LEAGUE, which has been a KDKA feature since 1940.



Harris Breth, whose favorite dish is fresh trout cleans his catch for the frying pan.

Breadth of Outdoors...

Harris Breth



BORN IN Clearfield in the mountains of Central Pennsylvania, some 43 years ago, young Harris caught his first fish at the age of four, a horned dace (the common 'chub') with an elder stick, a piece of white wrapping string and a bent pin for a hook. Before he was 16, he had personal encounters with wildcats and shaggy bruins and had slept winter nights in the snowy forest in a pup tent—at 20 below! By the time he was of college age, Breth had become a veteran trapper, nimrod and angler.

After three years at Penn State, Breth entered the advertising field, and in 1930 he set up his own business for advertising, merchandising and public relations. After seven years he decided to 'go west,' and, as he recalls, "make a million bucks in a hurry. I ended up with my shirt and little else."

When he returned home, he again took up his old hobbies of hunting and fishing. Evenings, he spent writing a small book on trout fishing which was published under the title, "I Got 'IM!" The interest with

which his book was received started him on a journalistic career which soon had him writing outdoors columns for small daily newspapers. In 1939, he became Outdoors Editor for the *Pittsburgh Sun-Telegraph*, and the following year, he inaugurated the *Hunting and Fishing Radio League* at KDKA, a Saturday night feature at 7:30. A 15-minute show, the program consists of human interest stories of wildlife; history and habits of wildlife, and hunting and fishing news. It is rated the oldest wildlife and outdoor program on a major American station.

In 1941, Breth became an associate member of the Wildlife Society of the U. S., and was elected to an active membership in 1946. Also a member of the Outdoors Writers' Association of America, Breth was editor-in-chief of the *Sportsmen's Digest*, from 1940 until it was suspended in 1943 because of wartime restrictions. At the thirteenth International Wildlife Conference in St. Louis last year, he was the only regular outdoor writer or newspaperman to be honored with a special speaking assignment.

Breth and his wife live on an 84-acre farm on the edge of the Big Woods in Central Pennsylvania. The farmhouse sits on a 500-foot bluff overlooking a gigantic 'S' curve in the west branch of the Susquehanna River. Bear, deer, wild turkey, foxes, groundhogs, coon, ringneck pheasant and other wildlife are visible from his study where he writes his programs and newspaper columns.

Breth likes pets of all kinds and he raises ringnecks and quail on the farm. His favorite sports are trout fishing and grouse hunting. And for his favorite meal, give him trout browned to a crisp. Outdoorsman that he is, he brings a breath of fresh air to many frustrated dwellers of the industrial city.



Game experts Leo Luttringer and Seth Gordon confer with Breth at meeting.



He inspects some six-week-old baby ringnecks at his mountain farm.

Another
Philadelphia
"RADIO
BEST"

WPEN has Philadelphia's
Most Original Radio Show!

"JUKE BOX JURY"
with Ed Hurst Presiding Officer

An original program creation by WPEN, "Juke Box Jury" proved so popular with devotees of the Lighter Music, it is now presented in its original form in New York, Boston and Pittsburgh.

Saturday is "Jury Day" on WPEN

Keen teenagers add their expert testimony to that of visiting celebrities, and the latest platters—or even test recordings—stand on trial.

"Juke Box Jury" has become the town's most talked about teenage program. Get hep and join the "Jury!"

Each Saturday, 12:30 P. M.

950

WPEN

THE SUN RAY DRUG STATION IN PHILADELPHIA





DINNING SISTERS

Blonde Ginger and Jean, with dark-haired Lou make many appearances and records.



KING'S MEN

(L. to R.) Ken Darby, Bud Linn, Rad Robinson, Jon Dodson—featured on *Fibber and Molly*.



MARINERS

On Arthur Godfrey show—James Lewis, Martin Karl, Nathaniel Dickerson, Tom Lockhart.



DE MARCOS

Marie, Jean and Gloria in front. Ann (oldest at 19) and Arlene (youngest—10) at the top.



SMOOTHIES

Have their own show. Clockwise: Babs Niles, Melvin Ryan, Jack Lathrop, and Charlie Ryan.

Bill Days, Maxwell Smith, Marty Sperzel and Gurney Bell who get on Jack Benny's nerves.

SPORTSMEN



The SINGING TEAMS



SCIENTISTS CLAIM there is no musical instrument yet devised which can compare with the tonal qualities of the human voice. And in line with the idea of instrumentation, is the vocal team, some of the most famous of which are pictured on this page. These miniature singing orchestras, from the vocal pyrotechnics of the Andrews sisters, to the lusty choristing of the Mariners, and the full-throated arrangements of the five DeMarcos, the air waves are filled with melody and harmony delightful to hear. Even the lowly commercial is improved by the efforts of these singing teams.

ANDREWS SISTERS (Right)
La Verne, Maxene and Patty,
now with Bob Crosby's show.





The show must go on, even when operation on Amos in 1938 forced them to broadcast from bed and bedside in a Hollywood hospital.

an american institution

continued

like living with a race horse," Correll declared. Correll himself is level-headed, quiet and easy-going. They took an instant liking to each other and hit it off from the beginning. It was in New Orleans, while still directing and



As an institution, Webster hails them.

producing the amateur theatricals, that the pair made their first—and completely unplanned—broadcast. It was at an experimental station and they spoke into a long megaphone. Strangely enough the boys didn't think much of the new medium, although they were impressed by a woman who phoned in directly after the broadcast. She reported that the reception was fine, even though she lived four whole blocks away.

All the broadcasting Charlie and Gos did during that period was for free, but in 1924, they wangled a job with pay at Chicago's WGN. That was where their first Negro dialect act took shape, under the name of Sam

'n' Henry. After a fairly successful two years they were offered a spot on station WMAQ—but they had to get a new name. It was in the WMAQ building elevator that Amos 'n' Andy were born. They broadcasted both "live" and by transcription, selling their recordings to 45 other stations from Pittsburgh to the Pacific Coast. All this was fine, until NBC offered Amos 'n' Andy a program on their live network, under the sponsorship of Pepsodent, at \$100,000 a year. So on August 19, 1929, Amos 'n' Andy became the first 15-minute program on the air and the first nightly continuity broadcast.

Within a month Correll and Gosden were on their way toward becoming a national institution. One could walk down almost any residential street in the country and know the time by the sounds coming from every radio on the block. The stockmarket crash scarcely caused more of a furore than the decision to move their broadcast to 7 o'clock New York time. The Secretary of State of Colorado and 100,000 other listeners in the West threatened to boycott the sponsor's products, until Correll and Gosden agreed to air their show twice nightly, at 7 and at 11. Hotels suspended service in their dining rooms while the quarter hour was being broadcast. Picture shows shut off the feature until Amos 'n' Andy was over. Summer pleasure boats advertised that Amos 'n' Andy broadcasts were included in the tour; doctors pleaded with their patients not to call them during the program period, except for grave emergencies; and even an automobile thief admitted that his best hours for "work" were during the Correll

and Gosden program. And when Charles G. Dawes became ambassador to the Court of St. James he told newspaper reporters that there was only one thing that he regretted in accepting the honor. "That one thing," he said, "is that I will be missing Amos 'n' Andy."

In all this acclaim, there was only one sour note. The wife of an NBC vice-president divorced her husband because he was so fond of the blackface team. She wasn't. Not only weren't they funny, in her estimation, but her English butler was so disgusted that on one occasion he threatened to leave and go back to England.

Actually Gosden and Correll look little like the famed characters they portray. Gosden is a head taller and 50 pounds heavier than the Amos most people picture, while Correll is some 6 inches too short and 50 pounds lighter than the fictional Andy. Both men are sticklers for punctuality; hate phoniness; work on a split-second schedule; dress casually in sports clothes and live very quietly in Hollywood, to which they moved about ten years ago. They call each other "Charlie" and "Gos" although Correll refers to Gosden when speaking in the third person as "Freeman." Both also say "my partner." On their office telephones each has a portrait of his radio character inserted in the little round circle where the phone number is usually placed, and on the wall of their outside office they have hanging a huge map of the United States marked with pin-tacks showing each of the stations that airs their program.

Gosden and his wife, the former Jane Stoneham, live in a smallish home without either a swimming

pool or a tennis court. Gos likes tennis, swimming and golf and is an enthusiastic radio "ham," with his own station, W6QUT. Charlie Correll's home (his wife is the former Alyce McLaughlin), is a Hollywood showplace, designed by the famous Negro architect, Paul Williams. Correll's great pride are his four children, ranging from two to eight. His home is replete with Charlie's handiwork—brick walks, a barbecue rendezvous, concrete retaining walls, waterfalls, and other evidences of his skill.

It's no secret in radio circles that Amos 'n' Andy are big time today, just as they were a couple of decades ago, simply because the boys know their radio, work seven days a week and are the first to pitch in when there's a job to be done. They were smart enough to change, in 1943, from their slipping five-times-a-week format to a half hour show; and within a few weeks after the transition, they were top of the heap again. When they broadcast the studio audience is so huge that the overflow must be seated on the stage. Between 75 and 85 people make up their broadcast crew, including such fine Negro performers as Eddie Green, Wonderful Smith, Ernestine Wade and that superb singing group, the Jubalaires.

Freeman and Charlie are ready for television, with their plans all laid for the switch to the video medium. From the way their listeners react, and from the enthusiasm that greets the boys among the studio audiences, it's a pretty safe bet that Amos 'n' Andy will still be riding the high Hoopers for another 20 years.

Mr. Hooper himself can testify to the esteem in which Americans hold these radio pioneers. The rating expert was making a guest appearance on "We, the People," and was challenged to make a Hooper call. "Yes," said the woman who answered, "I'm listening to the radio." But it was not to "We, the People," it was Amos 'n' Andy.

ZIP...
and it fits!

adjustable
waistline
zipper
skirt
exclusive
with

JOAN LORD
fashions

for girls and teens wherever
your favorite sportswear is sold.

guide to evening listening

Quick-glance chart of favorite network shows from 6:00 p. m. to 11:00 p. m.

Consult the daily program listings in your favorite newspapers for complete program logs. All times listed here are Eastern Standard Time. If you live in the Central Standard Time zone, subtract ONE HOUR. If you live in the Mountain Standard Time zone, subtract TWO HOURS. If you live in the Pacific Standard Time zone, subtract THREE HOURS.

★ Program
Heard
Mon. thru Fri.

★ COMEDY ★ VARIETY



SUNDAY
6:00—MBS—*Those Websters*
7:00—CBS—*Gene Autry Show*
—NBC—*Jack Benny*
7:30—CBS—*Blondie*
—NBC—*Fitch Bandwagon*
8:00—NBC—*Edgar Bergen*
8:30—NBC—*Fred Allen*
9:00—CBS—*Corliss Archer*
—MBS—*Meet Me at Parky's*
9:30—MBS—*Jim Backus Show*
10:00—CBS—*Mickey Rooney*
11:30—NBC—*Dave Garroway Show*

MONDAY
6:15—ABC—*Ethel and Albert*★
7:00—CBS—*Beulah*★
8:00—ABC—*Point Sublime*
8:30—CBS—*Arthur Godfrey*
—ABC—*Buzz Adlam*
9:30—ABC—*Sammy Kaye*
10:00—CBS—*My Friend Irma*
11:15—CBS—*Robert Q. Lewis*★

TUESDAY
8:00—NBC—*Milton Berle*
8:30—NBC—*A Date with Judy*
9:00—NBC—*Amos 'n Andy*
9:30—NBC—*Fibber McGee-Molly*
10:00—NBC—*Bob Hope*
10:30—NBC—*Red Skelton*

WEDNESDAY
8:00—NBC—*Dennis Day*
8:30—NBC—*Great Gildersleeve*
9:00—ABC—*Abbott & Costello*
—NBC—*Duffy's Tavern*
9:30—ABC—*Groucho Marx*
10:00—ABC—*Bing Crosby*
10:30—NBC—*Jimmy Durante*
—ABC—*Gordon MacRae*

THURSDAY
7:30—ABC—*Henry Morgan*
(All Time Zones)
8:00—NBC—*Aldrich Family*
—ABC—*Candid Microphone*
8:30—NBC—*Burns & Allen*
9:00—ABC—*Willie Piper*
—NBC—*Al Jolson*
9:30—NBC—*Village Store*
10:30—NBC—*Eddie Cantor*

FRIDAY
8:00—CBS—*Baby Snooks*
8:30—NBC—*Can You Top This?*
—MBS—*Leave It to the Girls*
—CBS—*Danny Thomas*
9:00—CBS—*Old Gold Show*
9:30—CBS—*Ozzie and Harriet*

SATURDAY
7:00—CBS—*Mr. Ace and Jane*
7:30—CBS—*Abe Burrows*
8:00—NBC—*Life of Riley*
8:30—MBS—*Stop Me If You*
—ABC—*Modern Music (P)*
9:00—CBS—*Jean Davis*
9:30—NBC—*Judy Canova*
—CBS—*Vaughn Monroe*
10:00—NBC—*Kay Kyser*
10:30—CBS—*It Pays to Be Ignorant*

★ MUSIC



(P) Popular (S) Serious (L) Light

SUNDAY
6:00—CBS—*Family Hour (L)*
6:30—CBS—*Pause Refreshes (P)*
9:00—NBC—*Merry-Go-Round (P)*
9:30—NBC—*American Album of*
Familiar Music (P)
10:00—MBS—*Voices of Strings (L)*
10:30—MBS—*Latin American*
Serenade (P)
—NBC—*Horace Heidt (P)*
10:45—ABC—*Buddy Weed Trio (P)*
11:00—ALL NETS—*Name Bands*
(Sun. thru Sat.)
11:30—CBS—*Music You Know (P)*

MONDAY
6:20—NBC—*Serenade (L)*★
6:30—NBC—*Sketches in Melody*
(L)★
—CBS—*The Chicagoans (P)*★
7:00—NBC—*Supper Club (P)*★
7:15—CBS—*Jack Smith (P)*★
7:20—MBS—*Dinner Date (P)*★
7:30—CBS—*Club 15 (P)*★
8:30—NBC—*Voice of Firestone (L)*
9:00—NBC—*Telephone Hour (L)*
—ABC—*Paul Whiteman (P)*
10:00—NBC—*Contented Prog. (P)*
10:30—NBC—*Fred Waring (P)*
—MBS—*Dance Orch. (P)*★
10:45—ABC—*Buddy Weed Trio (P)*

TUESDAY
9:30—ABC—*Boston Symphony (S)*
11:15—MBS—*Morton Downey (L)*

WEDNESDAY
8:00—CBS—*Amer. Melody Hour (L)*
9:00—CBS—*Mark Warnow (P)*
10:00—MBS—*California*
Melodies (P)

THURSDAY
7:30—NBC—*Guy Lombardo (P)*
8:00—MBS—*Andy Russell (P)*
8:30—MBS—*Block Party (P)*
9:00—CBS—*Dick Haymes (P)*
10:00—ABC—*Lee Sweetland (L)*
10:30—ABC—*Lenny Herman (P)*
11:15—MBS—*Morton Downey (L)*
11:30—NBC—*Piano Quartet (S)*

FRIDAY
8:00—MBS—*Burl Ives (L)*
—NBC—*Highways in Melodies*
(P)
8:15—MBS—*Alan Dale (P)*
9:30—NBC—*Waltz Time (P)*
10:00—CBS—*Dinah Shore (P)*
10:30—CBS—*Spotlight Review (P)*

SATURDAY
6:00—ABC—*The Vagabonds (P)*
6:15—ABC—*Music by Adlam (P)*
6:30—NBC—*Symphony Orch. (S)*
7:00—MBS—*Hawaii Calls (L)*
—ABC—*Modern Music (P)*
7:45—CBS—*Hoagy Carmichael (P)*
9:00—NBC—*Your Hit Parade (P)*
10:00—CBS—*Sat. Serenade (P)*
—MBS—*Chicago Theater (L)*
10:30—ABC—*Hayloft Hoedown (P)*
—NBC—*Grand Ole Opry (P)*

★ SPORTS



MONDAY
6:15—NBC—*Clem McCarthy*★
7:45—MBS—*Inside of Sports*★
10:00—MBS—*Fishing & Hunting*
11:15—ABC—*Joe Husel*★

FRIDAY
10:00—ABC—*Boxing*
10:30—ABC—*American Sports Page*
—NBC—*Bill Stern*

SATURDAY
6:30—ABC—*Harry Wismer*
—CBS—*Sports Review*

★ MYSTERY



SUNDAY
6:30—MBS—*Nick Carter*
7:00—MBS—*Sherlock Holmes*
8:00—CBS—*Sam Spade*
8:30—CBS—*The Man Called X*

MONDAY
8:00—MBS—*The Falcon*
—CBS—*Inner Sanctum*
8:30—MBS—*Charlie Chan*
9:30—MBS—*Quiet Please*

TUESDAY
7:30—ABC—*Green Hornet*
8:00—MBS—*Mysterious Traveler*
—CBS—*The Big Town*
8:30—MBS—*Official Detective*
—CBS—*Mr. & Mrs. North*

WEDNESDAY
8:00—MBS—*Alan Drake—Special*
Agent
8:30—MBS—*High Adventure*
9:30—NBC—*Mr. D. A.*
—MBS—*Racket Smashers*
10:00—CBS—*The Whistler*

THURSDAY
8:00—ABC—*Ellery Queen*
—CBS—*FBI*
9:30—ABC—*The Clock*
—CBS—*Crime Photographer*

FRIDAY
8:00—ABC—*The Fat Man*
8:30—ABC—*This Is Your F.B.I.*
9:30—ABC—*The Sheriff*
10:00—NBC—*Molle Mystery Theatre*

SATURDAY
8:00—ABC—*Ross Dolan*
—CBS—*Suspense*
8:30—ABC—*Famous Jury Trials*
9:00—ABC—*Gangbusters*
9:30—ABC—*Murder & Mr. Malone*

★ DRAMA



SUNDAY
6:30—ABC—*Greatest Story Told*
—NBC—*Hollywood Preview*
7:30—ABC—*Exploring Unknown*
—MBS—*Gabriel Heatter*
9:30—ABC—*Theatre Guild*

MONDAY
7:30—ABC—*Lone Ranger*
8:00—NBC—*Cavalcade of America*
9:00—CBS—*Lux Radio Theatre*
10:00—ABC—*This is Adventure*
10:30—CBS—*Screen Guild Players*

TUESDAY
7:30—NBC—*Hollywood Theatre*
9:30—CBS—*Christopher Wells*
—MBS—*Zane Grey Show*
10:00—CBS—*Studio One*

WEDNESDAY
7:30—ABC—*Lone Ranger*
8:00—ABC—*Mayor of the Town*
8:30—CBS—*Dr. Christian*
9:30—CBS—*Romance*
10:00—NBC—*The Big Story*

THURSDAY
10:00—MBS—*The Family Theatre*
—CBS—*Reader's Digest*
10:30—CBS—*First Nighter*

FRIDAY
7:30—ABC—*Lone Ranger*
11:30—NBC—*American Novels*

SATURDAY
7:30—ABC—*Challenge of Yukon*
—NBC—*Curtain Time*

★ FORUMS



SUNDAY
7:00—ABC—*Child's World*

MONDAY
6:15—CBS—*In My Opinion*

TUESDAY
8:00—ABC—*Youth Asks Govt.*
8:30—ABC—*Town Meeting*
10:00—MBS—*American Forum*
10:30—ABC—*It's Your Business*
10:45—ABC—*It's In the Family*

WEDNESDAY
10:00—MBS—*Opinionaire*
10:30—CBS—*Open Hearing*

FRIDAY
10:00—MBS—*Meet the Press*

SATURDAY
6:15—CBS—*In My Opinion*

★ NEWS COMMENTARY



SUNDAY
6:00—ABC—*Drew Pearson*
8:45—MBS—*Newscape*

9:00—ABC—*Walter Winchell*
11:00—MBS—*William Hillman*
11:10—CBS—*News Analysis*★
11:15—CBS—*Washington Report*
—NBC—*Cesar Saerchinger*

MONDAY
6:00—CBS—*Eric Sevareid*★
6:05—ABC—*Kiernan's Corner*★
6:45—NBC—*Three Star Extra*★
6:45—CBS—*Lowell Thomas*★
7:00—ABC—*Headline Edition*★
—MBS—*Fulton Lewis Jr.*★
7:15—ABC—*Elmer Davis*★
—MBS—*Alvin Hefner*★
—NBC—*Morgan Beatty*★
7:30—MBS—*Henry J. Taylor*
7:45—NBC—*H. V. Kaltenborn*
—CBS—*Edward R. Murrow*★
8:55—MBS—*Billy Rose*★
9:00—MBS—*Gabriel Heatter*★
9:15—MBS—*Radio Newsreel*★
10:30—ABC—*Earl Godwin*
11:15—NBC—*Morgan Beatty*★

TUESDAY
7:30—MBS—*Newscape*
7:45—NBC—*Richard Harkness*
8:15—A3C—*Views of the News*

WEDNESDAY
7:30—MBS—*Arthur Gaeth*
7:45—NBC—*H. V. Kaltenborn*

THURSDAY
7:30—MBS—*Newscape*
7:45—NBC—*Richard Harkness*
10:45—ABC—*Earl Godwin*

FRIDAY
7:30—MBS—*Henry J. Taylor*
7:45—NBC—*H. V. Kaltenborn*
10:45—NBC—*Pro & Con*

SATURDAY
6:45—ABC—*Communism*
—CBS—*Larry Lesueur*
7:30—MBS—*Newscape*
7:45—MBS—*Views of News*
11:10—CBS—*Quincy Howe*
11:15—NBC—*W. W. Chaplin*
—ABC—*Tris Coffin*

★ QUIZ



SUNDAY
10:00—NBC—*Take It or Leave It*
10:30—CBS—*Strike It Rich*

MONDAY
9:30—NBC—*Dr. I. Q.*

WEDNESDAY
8:30—ABC—*Vox Pop*

THURSDAY
9:30—MBS—*R. F. D. America*
10:00—NBC—*Bob Hawk Show*

FRIDAY
9:00—ABC—*Break the Bank*
—NBC—*People Are Funny*
9:30—MBS—*Information Please*

SATURDAY
8:00—MBS—*Twenty Questions*
9:00—MBS—*Keeping Up With*
the Kids
—NBC—*Truth or Consequence*
9:30—MBS—*Name of That Song*
10:00—ABC—*Professor Quiz*

Last year a tempest in a teapot was set off when the irrepressible Fred Allen was cut off the air for insisting upon using a gag about a mythical network Vice President. The tempest came near to bursting when other comedy stars took up the cudgels for Allen. Many listeners came away from the controversy feeling V.P.'s were cold-blooded, embittered dignitaries, all members of a society for the Prevention of Cheer and Amusement, dolorously pressing buttons each time a comic threatened an excess of glee.

In this issue, RADIO BEST brings you the third in a series of articles on network Vice - Presidents — what they are like and what they do. . . ED.

VICE PRESIDENTS ARE PEOPLE . . .

Portrait of a "V.P." MBS' ROBERT DWIGHT SWEZEY

ONE of the youngest, and among the most active of top radio executives is Robert Dwight Swezey, Vice President and General Manager of the "World's Largest Network"—Mutual Broadcasting System.

Swezey's general philosophy is that life is too short to permit oneself to be bored. This conviction keeps him looking for new interests, activities and problems.

He graduated from Harvard in 1928, and from Harvard Law School in 1931. Immediately after graduation, he spent a year teaching and travelling in Europe and then returned to Boston where he was admitted to the Massachusetts Bar.

His first venture with the practice of law was taking space with a local partnership on Beacon Street in Boston where his office window looked out over the graveyard of the Park Street Church. This, and the fact that he had few clients—alive or dead—proved so depressing that within a few months he left to join one of Boston's oldest and most conservative State Street law offices. After a couple of years of trial practice, Swezey decided that the law was neither as interesting nor as rewarding as he had hoped to find it. Reviewing the situation he decided he would get much more satisfaction out of publishing, radio or motion pictures, and headed for New York to look for an opening.

That was in 1934, and jobs weren't growing on bushes, particularly in publishing, radio and the movies. After making some preliminary contacts in radio and motion pictures he took a temporary job in legal research at the Chemical Bank & Trust Company. Soon, when circumstances forced him to decide whether he wanted to be a lawyer or a banker, he decided on the law as between the two and became an attorney in the New York office of the Reconstruction Finance Corporation. He soon learned that most of the really interesting developments in government circles were occurring in Washington and moved there after a few months to join the Litigation Division of the Home Owners' Loan Cor-

poration. He spent two years travelling around the country in behalf of this agency and wound up as legal advisor to its treasurer.

In his spare time, Bob went to George Washington University and to Southeastern, taking seminar courses in radio writing and in air law. Several of his programs were broadcast over Station WMAL. As part of his air-law examinations, he wrote a treatise on "Freedom of Speech on the Air," and sent a copy to the General Counsel of NBC in New York. His treatment of the subject was probably one of the influencing factors in his being invited to join the organization in 1939.

That's how Bob Swezey got into radio. And that was just nine years ago. Three years ago, he became Vice President and General Manager of the Mutual Network, the position he holds today.

The NBC offer came as a pleasant surprise to Bob. For in between preparation of the tome, Bob wrote a 45-minute drama "Swamp-Eye Plays Trumps," which concerned the President and members of the cabinet giving the country back to the Indians. That was Bob's state of mind at the time NBC asked him to come to New York.

He spent the next three years with that network's legal department. He applied and was admitted to the New York Bar. And in 1942, when the Blue Network (now ABC) was divorced from NBC, Mark Woods, with whom he had worked on labor contracts and other legal matters, became president of the new set-up and invited Swezey to come over as legal advisor.

Nominally, Swezey was the Blue's one-man legal department; actually he got into station relations, public relations and all the other relations germane to network radio. Contracts with talent unions, setting up the Blue's corporate structure and the million new organizational details kept him busy. For weeks he worked until after midnight. His appointment as Assistant Secretary and then Secretary to the Board brought him into close contact with the

Continued on Page 61

Sunday



HOUSE OF MYSTERY

Sunday MBS 4:00 p.m. (EST)

Suspense... adventure... thrills, combining information and educational entertainment. Recommended for family listening by radio councils and child study groups. John Griggs as "Roger Elliot, Mystery Man."

JUVENILE JURY

Sunday MBS 3:30 p.m. (EST)

Radio's least inhibited moppets furnish unique and riotous solutions to childhood problems, submitted by emcee Jack Barry and guests. Additional feature — Dog Guest of the Week.

Sunday



BLONDIE

Sunday CBS 7:30 p.m. (EST)

Penny Singleton — Arthur Lake.

Hilarious household comedy.

THE FORD THEATRE

NBC 5:00 to 6:00 p.m. (EST)

Radio's finest repertory theatre, with great plays, books, movies and originals. Howard Lindsay is the voice of the "Ford Theater" which emphasizes scripts and production—not stars.

"PHILIP MORRIS NIGHT WITH HORACE HEIDT"

NBC Sun. 10:30 p.m.

Sponsored by Philip Morris & Co. Ltd. Program travels from city to city seeking vocal and instrumental talent. Four contestants used each broadcast. Winner is selected by audience applause and is awarded \$250, with opportunity to compete for quarterly award of \$750, and an annual award of \$5000.

Monday



Tom Breneman's

BREAKFAST IN HOLLYWOOD

Young and old alike are Breneman fans, as Tom continues entertaining millions Monday through Friday.

ABC 11:00 to 11:30 a.m. (EST)

There's always something fresh and entertaining about a Breneman broadcast.

THE SECOND MRS. BURTON

daily dramatic series heard on CBS Monday through Friday 2:00 p.m. (EST)

WELCOME TRAVELERS

Monday through Friday ABC 12:00 to 12:30 p.m. (EST)

A new type of radio show with emcee Tommy Bartlett.

Outstanding daytime serial!

YOUNG DR. MALONE

Monday through Friday CBS 1:30 to 1:45 p.m. (EST)
Written by David Driscoll, directed by Walter Gorman

Monday



America's foremost newscaster!

LOWELL THOMAS

Monday through Friday CBS 6:45 to 7:00 p.m. (EST)
8:00 p.m. (PST)

Tuesday



Thrilling experiences of real people!

WE THE PEOPLE

CBS Tuesday, 9:00 p.m. (EST)
Dwight Weist, Emcee. Oscar Bradley Orchestra.

Wednesday



Radio's leading anti-crime show

MR. DISTRICT ATTORNEY

NBC WED. 9:30 p.m. (EST)
(Broadcast Thursdays in the Mountain Zone)

THE BIG STORY

NBC Wed. 10:00 p.m. (EST)
Dramatizations of newspaper true life stories.

Thursday



America's favorite comedy-drama

THE ALDRICH FAMILY

Starring Ezra Stone as "Henry."
NBC Thursday, 8:00 p.m. (EST)

THE HENRY MORGAN SHOW???

Thursday ABC 7:30 p.m.
(All Time Zones)
Very different comedy.

Friday



ADVENTURES OF OZZIE AND HARRIET

CBS Friday 9:30 p.m. (EST)
Radio's most enjoyable comedy series
The biggest cash pay-off show in radio!

BREAK THE BANK

ABC every Friday, 9 p.m. (EST)

"CALL FOR MUSIC"

with Dinah Shore, Harry James and Johnny Mercer.
CBS Fri. 10:00 p.m. (EST)

Sponsored by Philip Morris & Co. Ltd. Written, directed and produced by Jerry Lawrence and Bobby Lee. Musical Salute to outstanding popular tunes of the week. Dinah Shore is winner of RADIO BEST poll for best popular singer of the year.

DANNY THOMAS SHOW

CBS Friday, 8:30 p.m. (EST)
Radio's new favorite comedian

Saturday



THE ADVENTURES OF ARCHIE ANDREWS

NBC Sat. 10:30 a.m. (EST)
11:00 a.m. (PST)

Real life, teen-age comedy based on the popular comic strip.

THE ADVENTURES OF FRANK MERRIWELL

NBC Sat. 10:00 a.m. (EST)

Thrilling adventure stories featuring the exploits of a college athletic star.

All times listed here are Eastern Standard Time

If you live in the Central Standard Time zone, subtract ONE HOUR.

If you live in the Mountain Standard Time zone, subtract TWO HOURS.

If you live in the Pacific Standard Time zone, subtract THREE HOURS.

TEX BENEKE ... says it's fun to lead a band!



Our cameraman spied these two pin-up gals at a recent Beneke opening and quickly planned a colossal shooting. The first picture shows Broad-



way columnist Earl Wilson presenting Tex with the 'hat of the year.' In the other scene, Tex tries it on for size. What a stupendous idea!

BAD SKIN?

Stop Worrying About Pimples, Blackheads and Other Externally Caused Skin Troubles

Try Skin Doctor's Amazingly Simple Directions and Be Thrilled With the Difference—

Often So Much

CLEARER IN JUST ONE SHORT WEEK

"YOU, too," says Betty Memphis, Popular Beauty Consultant, "like so many other once despairing girls and women, may have a clearer, smoother, softer and lovelier skin just by using the Double Viderm Treatment for 7 days!"

Yes, a clearer, softer, more beautiful skin . . . plus the romance, dates and popularity that often follow girls without pimples, blackheads, and other externally caused blemishes . . . in an unbelievable short time! Watch your skin (which is basically the same as lovely screen stars' and models') reveal its natural, true beauty. Just follow Miss Memphis' simple directions!

HERE'S HOW! Like thousands of others, your skin may be radiantly clearer, softer and more adorable with the Double Viderm Treatment, a skin doctor's formula. Consisting of 2 formulas, the first, Viderm Skin Cleanser, penetrates and acts as an antiseptic on your pores. The second, Viderm Fortified Medicated Skin Cream, leaves an almost invisible protective covering on your skin. Both work gently, thoroughly, helping to make your skin clearer, softer and lovelier.

Just mail your name and address to Betty Memphis, care of the New York Skin Laboratory, 206 Division Street, Dept. 393, New York 2, N. Y. By return mail you will receive the doctor's directions, and both jars, packed in a safety-sealed carton. On delivery, pay two dollars plus postage. If you wish, you can save the postage fee by mailing the two dollars with your letter. If you are in any way dissatisfied, your money will be cheerfully refunded. To give you an idea of how fully tested and proven the Viderm double treatment is, it may interest you to know that, up to this month, over two hundred and twelve thousand women have ordered it on my recommendation. If you could only see the thousands of happy, grateful letters that have come to me as a result, you would know the joy this simple treatment can bring. And, think of it!—the treatment must work for *you*, or it doesn't cost you a cent.



Questions & Answers

(Send all questions to Q. & A. Editor, RADIO BEST, 452 Fifth Avenue, New York 18, N. Y. All answers will be confined to this department, so please do not send stamped envelopes.)

Q. The only comedian on the air capable of making me laugh out loud is Eddie Cantor's "Mad Russian." Is he a product of radio?

Samuel Leichtman, Brooklyn, N. Y.

A. Bert Gordon, better known as "Russian," is an alumni of the Gus Edwards "Newsboys Sextette." Others who played with him in the act include Walter Winchell, George Jessel and Bert Wheeler. He toured in vaudeville until 1921 when he was signed for a lead in George White's "Scandals." He made his radio debut with Jack Benny in 1932, and joined the Cantor show in 1935.

Q. When and where was Arthur Godfrey born?

Mary J. Robertson, Newark, N. J.

A. New York City, August 31, 1903.

Q. Is Joe E. Howard still active in radio?

Harry Andrews, Baltimore, Md.

A. The veteran song writer, 81 years old, is now making guest appearances on various network shows.



Q. Would you please print a picture of the English singer who is heard on "Your Hit Parade"?

Harrison Blakely, Seattle, Wash.

A. Here she is and her name is Miss Beryl Davis.



Q. I have often wondered whether Ma Perkins on the air really looks like a lovable "Ma" in real life.

Berth Hathaway, New York, N. Y.

A. Miss Virginia Payne portrays the famous role and this picture speaks for itself.



Q. Is Jimmy Fidler, the Hollywood commentator, as cute as he sounds?

Virginia Travers, Chicago, Ill.

A. We'll let you decide.

Q. What are the names of the actors appearing on "It Pays to be Ignorant"?

Barbara Wilson, Philadelphia, Pa.

A. Quizmaster Tom Howard and the tomfool-trio, Harry McNaughton, Lulu McConnell and George Shelton.

Q. What is the age and religion of comedian Danny Thomas?

Paul Ricardo, New York, N. Y.

A. Danny Thomas was born on January 6, 1914 in Deerfield, Michigan. Until he adopted the names of two of his eight brothers (Danny and Thomas) his name was Amos Jacobs. He is a Syrian Roman Catholic.

Q. Who is the producer of the radio show "House of Mystery"?

Mrs. Dorothy Berk, Augusta, Me.

A. Miss Olga Druce.

You feel like a different person

That's a promise from Tampax



How would you like to feel many years younger and twice as active—like a schoolgirl on holiday in the spring? Try using Tampax for monthly protection and discard those belts, pins and pads on "those days." You'll be surprised at the difference! You'll want to run rather than walk. It's like riding in an open car instead of a closed one!

This Tampax method has won the confidence of millions of women and girls who appreciate its daintiness, comfort and thoroughness. Tampax is worn internally and it consists of pure surgical cotton compressed in a disposable applicator for easy insertion. With Tampax there is no odor, no chafing—no bulges or edge-lines under your clothing. Why, you can actually wear it in your bath!

Invented by a doctor, Tampax is sold at drug stores and notion counters in 3 absorbency-sizes (Regular, Super, Junior). Average month's supply fits into ordinary purse . . . Ask yourself "What am I, waiting for?" Act today! Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED RB-58-1
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

Nielson "NICKELODEON"

Nielson Radio Index gadget tries to overcome 'Limitations of coincidental phone ratings.'



ARTHUR C. NIELSEN, E. Hooper's niche as the man who makes with the measurement of a program's effectiveness. He now has many partisans among stars and sponsors.

IN RADIO as in the rest of the entertainment world, it's the audience that counts, a fact that makes it imperative to have a dependable way of counting the audience. Without that show business is no business. For the operators of theaters, movies, circuses and Chautauqua lectures, this presents no serious problem. All they have to do is tally up the tickets and they know the score.

Not so in radio. Something more subtle and comprehensive is needed because there's no audience in the usual sense. There are only millions of individuals and family groups listening in their own homes. Their usual form of applause is to leave the program they're listening to tuned on. Their customary method of disapproval is to switch to another station or turn an inattentive ear.

Since modern radio entertainments are costly to produce, and since the check is usually picked up by men with a commercial message as well as a good show to offer, the need for facts and figures about the overall size, geographical shape and social and economic weight of the radio audience has become progressively more important to the industry.

For many years the desirability of speed in counting listeners produced a wide popularity for the "telephone coincidental" survey method used by C. E. Hooper. This was described in some detail in last month's RADIO BEST. But a quick answer is not necessarily a complete one and sponsors who are in radio to stay have long wanted an audience measurement method that would tell them definitely whether they're barking up the right tree.

Early in 1942, after years of experimenting, the A. C. Nielsen Company unwrapped a pretty remarkable gadget known as the audimeter, which seemed as important to audience research as the first cyclotron was to the unsplit atom. The reports they collected with the audimeter's aid, and published that year, held the promise of broader, more detailed, and more reliable information than the industry had ever been able to buy before.

What the audimeter does that no telephone survey caller could hope to do, is to attach itself like an intelligent barnacle to a radio set in a listener's home and keep a complete, accurate record of all the listening done on that set for a full month, without human aid or intervention.

MORE →



Nielson Audimeter installed in receiving set in scientifically selected radio home records every twist of dial—tape is decoded by automatic machine like the one here being operated by girl.

Today Nielsen Radio Index, long since shortened to NRI in the trade, has audimeters in states and parts of states containing almost two-thirds of all the radio-owning families in the country. In the near future, moreover, Nielsen hopes to catch up with the remaining third.

Planting audimeters in homes isn't exactly a street-to-street doorbell ringing proposition. The individual homes have to be selected in such manner that the whole group in a given area will produce what the research boys call a "balanced sample."

A balanced sample is, first of all, a sample selected from a larger group. To be "balanced" it must have the same percentage of important characteristics as the larger group. These characteristics, if anyone cares, are called the control factors.

Let's say you wanted to pick five kids to represent in miniature, but accurately, a whole class of fifty. If 30 members of the class were boys and 20 were girls you'd pick 3 boys and 2 girls. If 10 of the kids were 6 years old, 30 were aged 7, and 10 were 8 years old, you'd pick three children to represent the 10's and one each to represent the 7's and 8's. Thus, if age and sex were sensible control factors for the things you were trying to find out, you'd get a "balanced sample." Neat, hey?

On a much broader scale this is the method by which NRI finds room and board for its audimeters, in homes comprising a "balanced sample" for each geographic area. The chief "control factors" used in choosing these homes are size of the city, size of the family's income, size of the family, telephone ownership, and the number of radio's in the home.

By consulting U. S. census figures Nielsen can usually tell whether their "sample" is really balanced. For instance: 15.2 per cent of the Nielsen families live

in four-room apartments, according to NRI's own investigations, while the U. S. Census shows that the figure should be 15.8 per cent for the same group of families. That's hitting close to the inside of the bull's-eye.

Okay, but how does the busy little audimeter improve each shining minute once it's glommed on to a radio set? What kind of information does it collect and how does it work?

The best answer is the diagram shown on this page. This represents a typical section of audi-

meter tape actual width.

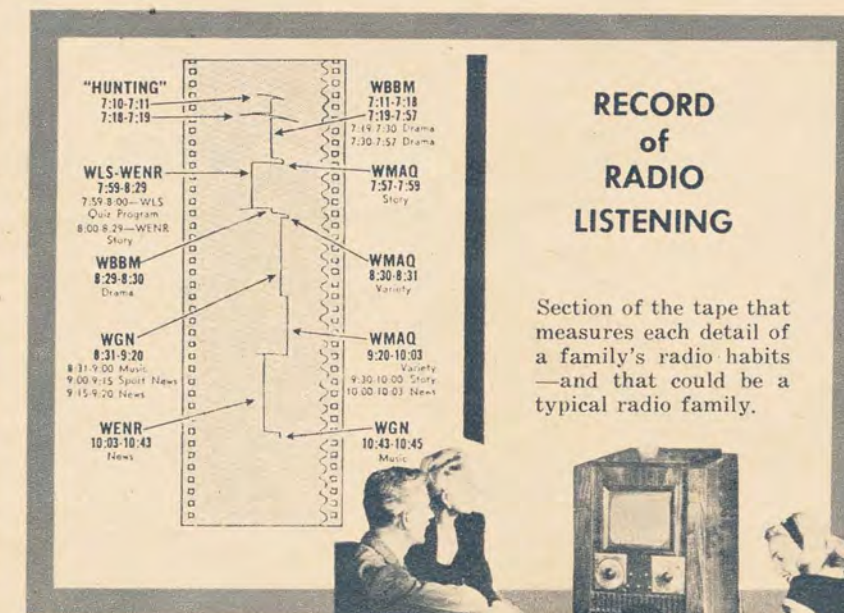
The little square holes are gripped by revolving sprockets which move the tape along ever so slowly, whether the radio is on or not. The span from the beginning of one hole to the beginning of the next represents about six minutes. When the radio is switched on the audimeter pen begins to inscribe its record on the tape.

Sensitive parts of the audimeter take note, and only Nielsen knows how, the types of information shown in the diagram. Once a month a man comes around, takes out used tape, and replaces it with a fresh 100-foot length.

It stands to reason that if you have a chart of how the radio set itself has behaved during the month, and if you know the kind of people that made it behave that way, you can get a reliable picture of listening habits.

But if you are thinking that getting the information from a group of tapes like the one pictured here would be an awfully tough job, you are right. As a matter of fact, it would be impossible without another machine, a decoder, which is just as smart as the audimeter itself and which does the whole job almost automatically.

After the information has been decoded from the tapes and as-
Continued on Page 62





Musical LINKS

by Harry Link

Perhaps the most persistent question which daily reaches this department is, "What makes a song become a hit?" Question number two is, "Why does one song gain popularity and another of equal calibre, fall by the wayside?"

In answer to the first question:

Try and make 140,000,000 people hear the song. Of course this is the job of the publisher who has the machinery set up with a "plugging" organization from coast to coast which enjoys friendly connections with leading bands, vocalists and radio programs. These song "pluggers" see to it that the song is frequently played and recorded by top artists. The public makes the final decision and the results are registered in sheet music and record sales. But styles constantly change over the years in the approach used in popularizing a new song. I remember years ago, before the advent of radio, the big medium was the vaudeville theatre with headline acts like Nora Bayes, Al Jolson (remember him?), and Sophie Tucker. When those stars sang a song, 50 or perhaps 100 other acts would purchase it and tour with it across the country. The music shop and the 5 and 10 cent store were other sources of song exploitation where as many as 10 singers "sold" the song over the counter.

Then came the radio and the scene changed overnight. Through this medium, millions were able to hear a new song—giving birth, overnight, to new hits, and incidentally, new



This is BING CROSBY back in the days of vaudeville and ear-phone radios. Today a Crosby rendition reaches millions of radio homes.

Not to be ignored is the movie-song era ushered in by Hollywood's colossal musical productions. Employing tin-pan-alley's best talent, the talking and singing screen gave rise to a tremendous increase in sheet music and record sales. Add to this the coming age of Television, and our



SONGS I Predict Will Reach Hit Stage

1. MANANA
2. THERE I GO
3. DICKIE BIRD SONG
4. THOUGHTLESS
5. YOU WERE MEANT FOR ME
6. SABRE DANCE
7. BUT BEAUTIFUL
8. PIANISSIMO
9. IN A LITTLE BOOK SHOP
10. THE SECRETARY SONG



good friends, the disc-jockey and the juke box. In 1935, something happened which no one seems able to explain. The dormant record industry got a sudden "shot in the arm" and the biggest boom in history started. The public clamored for recordings of Crosby, Lombardo, Kate Smith and other topflight stars. New songs were quickly recorded and again new stars and new hits were born. The peak was reached in 1947 when some of the popular records that year reached a sale of 3,000,000. And record sales have been skyrocketing ever since.

MY PET PEEVE

Frankly, my pet peeve is my own inconsistency. I hate air gossipeers, and yet I can't get myself to tune them out. I find that I must listen to Louella Parsons because she happens to follow my favorite Walter Winchell. Then I tune in on Jimmy Fidler who annoys me more than anyone else in the world. How can I get away from it all?

Gertrude Fried
Bronx, N. Y.

The 10 Top RECORDS	
1. MANANA	Peggy Lee
2. BUT BEAUTIFUL	Bing Crosby
3. I'M MY OWN GRANDPA	Guy Lombardo Tony Pastor
4. BEST THINGS IN LIFE ARE FREE	Jo Stafford Dinah Shore
5. PIANISSIMO	Perry Como Buddy Clark
6. BEG YOUR PARDON	Frankie Carle Art Mooney
7. THOUGHTLESS	Doris Day Gordon MacRae Buddy Kaye
8. THE SECRETARY SONG	Tony Pastor Ted Weems
9. TERESA	Andrews Sisters Vic Damone
10. YOU WERE MEANT FOR ME	Art Mooney Gordon MacRae

stars. There's an old saying that a singer is only as good as the song he sings. The list is endless of the stars who were "made" on the radio through the medium of the popular song. The reason is transparent: Radio made it possible for that 140,000,000 to hear a new song in a week; in the old system of vaudeville tours, it took six months. Radio made the song quick but it shortened its life. On the profit side of the ledger, radio created a brand new audience in millions.

Records of the Month

by Les Merman



Best Female Vocal

"YOU WERE MEANT FOR ME" & "FEATHERY FEELING"

Helen Forrest
MGM 10146

Having served apprenticeship with some pretty fair orchestras like Artie Shaw, Harry James and Benny Goodman, Helen Forrest demonstrates the values of pre-stardom training with bands. Better-known canaries could well envy the heart and feeling she puts into "You Were Meant For Me." Bouncy reverse seems cluttered with too much support by vocal quartette and orchestra but Forrest emerges triumphantly here, too.

Best Male Vocal

"I REMEMBER MAMA" & "I WANNA GO WHERE YOU GO"

Ziggy Lane with Mac Ceppos Orch.
DE LUXE 1137

"I Remember Mama," based on "La Cinquantaine," introduces a promising new singer in Ziggy Lane. Boy has a rich, clear voice, modern in style but embracing a Jolson quality of emotion that seems just right for this teary ballad. On the other side, Lane sings with a nice bounce. He's most ably assisted by the Ceppos band which has a neat string section.



Best Novelty

"CECILIA" & "MISS ANNABELLE LEE"

Rose Murphy
MAJESTIC 1213

Rose Murphy, the "Chee-Chee Girl" who might be termed Bonnie Baker with a beat, throws in every trick that clicked in "I Can't Give You Anything But Love," her earlier smash. Foot tapping, rhythmic piano, sighs, slurs, squeals and innuendos indicate she has made her Murphy bed and now she'll have to sleep in it, with no small amount of success, no doubt.



Best Album

RICHARD DYER-BENNETT
DECCA ALBUM A-573

Dyer-Bennett is an artist from his golden throat to the tips of his guitar-playing fingers. His ballads are bizarre, ribald and, in turn, sentimental and all are sweetly sung, indeed. Decca passes out a generous portion of them in this album, including "The Devil and the Farmer's Wife," "The Old Maid," "Early One Morning," "Eggs and Marrowbone," "Willikens and His Dinah," "The Willow Tree," "Swapping Song," "Greensleeves" and "Oh Sally My Dear."



Best Classical

GAYNE, BALLET SUITE: SABRE DANCE
Chicago Symphony Orchestra & MASQUERADE SUITE: WALTZ

Boston "Pops" Orchestra
RCA VICTOR RED SEAL 12-0209

With Summer a'comin' you don't want anything too highbrow and this brace of Khatchaturian compositions will fill the bill nicely. "Sabre Dance," enjoying an immense vogue, thanks to an assist by Tin Pan Alley, is brilliantly executed under Artur Rodzinski's baton. The accompanying piece is a lovely waltz superbly directed by Maestro Fiedler. The orchestra does a brilliant enough job to make you want to grab your partner for a whirl or two around the room.



Best Piano Solo

"TIGER RAG" & "STAR DUST"

Johnnie Guarnieri
MAJESTIC 1226

Two evergreens get ever-lovin' treatment from technique-loaded Mr. Guarnieri. He chases the moths away from the hackneyed "Tiger Rag" with a Chopinesque first chorus followed by a demonstration of fine touch, speed and originality. Other-wise, he paddles softly through "Star Dust" creating lovely rhythmic patterns befitting the tender mood of the Carmichael classic.

Best Rumba

"OPUS ES Y'S" & "MARIA TERESA"

Noro Morales & Orch.
MAJESTIC 1208

Morales makes this column as regularly as a bongo beat, just as if he had no competition, which he apparently hasn't at the moment. On "Maria Teresa" his piano runs wild in contrasting jungle rhythms, expertly aided by a sextette. In "Opus Es Y's," Brother Esy Morales' uninhibited flute starts the disc off on a wild excursion, followed by an ensemble that jumps like a Latin-American version of Stan Kenton. More Morales pianistics and flute ramblings bring record to a bursting climax.

Best Vocal Group

"P.S. I LOVE YOU" & "TWO LOVES HAVE I"

The Soft Winds
MAJESTIC 1206

The Soft Winds, whoever they are, are the pleasantest, relaxingest thing to reach our battered victrola in years. They sing in a measured, breathy and relaxed way reminiscent of the Joe Mooney Quartette and their instrumental work is on a high and advanced plane. With a bow to the aforementioned Mr. Mooney, The Soft Winds are our dish of oolong.



Best Small Band

"TERESA" & "COLD IN HERE"

Johnny Moore's Three Blazers
EXCLUSIVE 261

The Blazers are a phenom in show business, being comparatively unknown nationally yet smashing records on one-nighters in the South and Mid-West. Two guitars-piano-and-bass combination are technically tops and singer Charles Brown, despite exaggerated vibrato, is cute and compelling. Rated by many as superior to King Cole, group recently added Cole's former guitarist, Oscar Moore.

Best Country Music

"ROCKIN' ALONE" & "WALTZ OF THE WIND"

Clyde Moody
KING 693

Looking backwoods, Clyde Moody deserves the title of "the hillbilly waltz king" and his manly singing of "Waltz of the Wind" is sure to establish this number as a folk hit. He does a forthright job on "Rockin Alone," accompanied by a rugged string band.



Radio
best

This Month's Disc Jockey

WBZ's Ray Dorey

Ray Dorey, romantic baritone who sang with Benny Goodman in 1944 is the singing emcee of one of the top air shows in New England over WBZ and WBZA. Dorey's "Music Shop" (1:00-1:30 PM) is packing 'em in, not only at home, but in the studio as well.



THE BUSY young man began his WBZ career in 1946 on the "Hour of Song," a Monday and Wednesday evening product of smooth song styles by Dorey and the Girl Friends.

But the piece-de-resistance was his weekly coast-to-coast feed over the National Broadcasting Company network Saturday evenings under the heading of "Boston Tune Party." Dorey was accompanied by the Town Tunesmiths, under the musical direction of Rakov. It was because of this NBC network program that Dorey received Hollywood and New York offers for various picture, network and recording enterprises. The Boston baritone so far has accepted only one—making discs for Majestic records.

The current baritone sensation a'round New England radio circles started his career as a singer, actor and announcer at station WRDO in Augusta, Maine. Later, he transferred to WBRK, Pittsfield, where he began his famous stunt of singing while twirling discs as a "disc jockey." The record of his singing while playing records brought a hurry call from New York and three days later Dorey was the featured vocalist with the Benny Goodman orchestra.

While with Goodman, Ray made many personal appearances—among them he has appeared with Bob Hope, Carol Landis, Ginny Simms, Kenny Baker, Gypsy Rose Lee, the Half Johnson Trio and Lauritz Melchior.

Ray married his childhood sweetheart, Lorraine, and is the proud father of two children—Carol Anne, seven years old and Freddy James, five.

Dorey's latest recordings for Majestic are "Mam'selle," "Tallahasee," "And Mimi," "The Freedom Train," "Gonna Get a Girl," and "I Wish I Knew the Name."

BMI Pick-up Sheet

Radio's Best Hit-Tunes

ALL DRESSED UP WITH A BROKEN HEART (Marks)

Peggy Lee	Capitol
Buddy Clark	Columbia
Russ Morgan	Decca
Bob Houston	MGM
Eddy Howard	Majestic
Jack Owens	Tower
Alan Gerard	National
John Laurez	Mercury
Gloria Van & Vanguard	Universal
The Five Bars	Bullet
Jerry Cooper	Diamond
Phil Reed	Dance-Tone
Alan Dale	Signature

DREAM PEDDLER, THE (Peer)

Frankie Carle	Columbia
Hal Derwin	Capitol
Sammy Kaye	Victor
Snooky Lanson	Mercury

I WOULDN'T BE SURPRISED (Republic)

Harry Cool	Mercury
Sammy Kaye	Victor

LET'S BE SWEETHEARTS AGAIN (Campbell-Porgie)

Margaret Whiting	Capitol
Victor Lombardo	Majestic
Guy Lombardo-Monica Lewis	Decca
Bill Johnson	Victor
Blue Barron	MGM
Shep Fields	Musicraft

LOVE IS SO TERRIFIC (Mellin)

Art Lund	MGM
Vic Damone	Mercury
Les Brown	Columbia
Helen Carroll and the Satisfiers	Victor
Ernie Felice Quartet	Capitol

PASSING FANCY (BMI)

Vaughn Monroe	Victor
Ray Dorey	Majestic
Frances Langford	Mercury
Johnny Johnson	MGM

TERESA (Duchess)

Dick Haymes-Andrews Sisters	Decca
Kay Kyser	Columbia
Jack Smith	Capitol
Vic Damone	Mercury
Do-Ray-Me Trio	Commodore

WHO PUT THAT DREAM IN YOUR EYES (Stuart)

Mark Warnow	Coast
Ray Carter Trio	Republic
Jack McLean	Coast

WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone)

Freddy Martin	Victor
Snooky Lanson	Mercury
Dennis Day	Victor

YOU'RE GONNA GET MY LETTER IN THE MORNING (London)

Adrian Rollini	Bullet
Mary Osborne	Decca
Guy Lombardo	Decca

YOU'VE CHANGED (Melody Lane)

Harry James-Dick Haymes	Columbia
Anne Shelton	London
Adele Clark	Decca
Frankie Laine	Atlas

BROADCAST MUSIC, INC.

580 FIFTH AVE., NEW YORK 19, N. Y.
New York • Chicago • Hollywood



Ex-Captain William Becher is the show's pie-tossing expert who sees to it that no one leaves without a pie in the puss.



Nobody, but nobody gets a bigger laugh out of the feat but Becher. That's lemon meringue on newspaperman Telep. A moment later he gives reaction to nationwide audience.



Win Elliot lets the wide County Fair radio audience in on final outcome of a mass pie-pitch.



"Oh, you poor boy!"



Bull's eye!



I did it and I'm glad!



It's a joke, son.



There's Pie in the Eye at COUNTY FAIR

THE COUNTY FAIR program on CBS, Saturdays, 1:30 to 2:00 p.m., proves something about human beings: they like pies. Chief pie-tosser is former Captain William Becher who never misses, even when he tosses one at Win Elliot, the program's capable master of ceremonies. There's more to County Fair than hits the eye, but the RADIO BEST cameraman who shot these pictures went pie crazy.



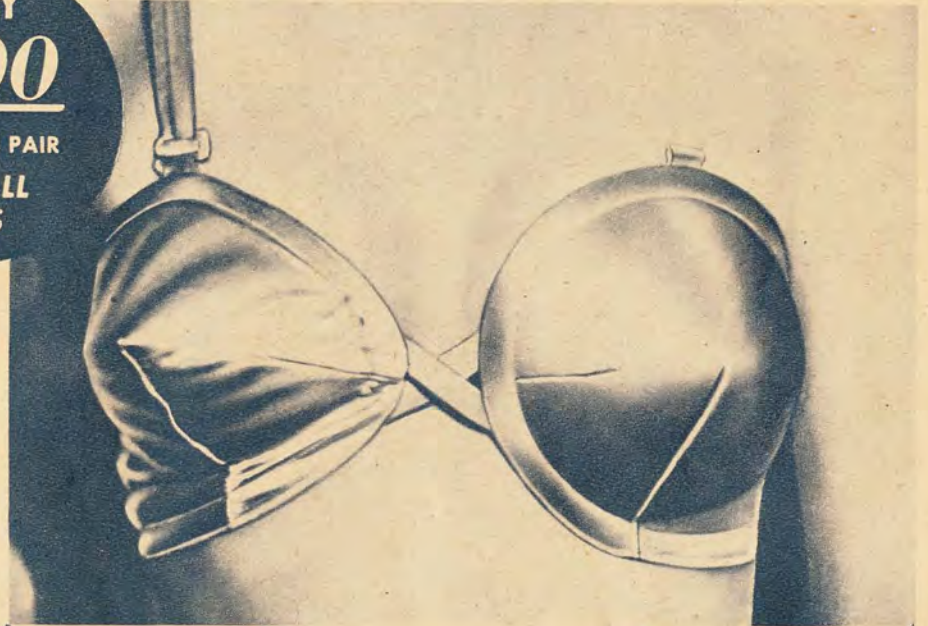
AT LAST!

A Sensational New Invention That Transforms Your Own Brassiere Into

A Custom-Fitted WIRED BRA

SO COMFORTABLE to wear, you won't know you have them on — except for the extra admiring glances they attract! But when you fit these FRENCH LOOK Bust Wires into your own bras, formals, and strapless fashions — you get the benefits of a custom-fitted wired bra that would cost you from \$18.75 to \$60.00 in retail shops. ("Enables me to have a bust line which I could not afford in the more expensive bras," says Miss N. F., Irvington, N. J.)

ONLY
\$1.00
PER PAIR
FOR ALL
SIZES



WITHOUT WITH
French Look BUST WIRES

3-Way Bust Control

FRENCH LOOK Bust Wires give you complete UPLIFT, SEPARATION, and a beautifully MOLDED BUST LINE. They are easily attached in a few moments to any bra or bra form garment. They are priced amazingly low at ONLY \$1.00 A PAIR.

These FRENCH LOOK Bust Wires are unique and revolutionary in design. They have medically-determined measurements that ensure the greatest comfort, prevent cutting, and give you a bust line that does your clothes justice and improves your figure. ("Have noticed a definite improvement in the contour of my dress," writes Mrs. E. G. of Long Branch. "They're comfortable and do so much for the figure," writes Mrs. H. R. of New York.)

Can Be Worn Horizontally and Vertically

Wear FRENCH LOOK Bust Wires *horizontally* for holding and molding the bust. Wear them *vertically* for separation; uplift; and in bathing suits, formals, bare-shoulder and bare-back fashions. ("Gave me much support that you do not get from an ordinary brassiere. I ALSO RECEIVED MORE 'WHISTLES'," writes Miss M. C., No. Carolina.)

These scientifically-developed stainless steel wires are DOUBLE; so they separate to relieve pressure when you bend forward or fold your arms. They NEVER CUT. And they are encased in a smooth White, Black, or Nude fabric that feels comfortable against your skin. Wires are removable for laundering. Complete directions for use come with every package.

SEND NO MONEY

For a more beautiful molded bust line, just mail the coupon below — WITHOUT MONEY, if you wish. We will send you C.O.D., a pair of FRENCH LOOK Bust Wires. Try them for 10 days. Apply them to the individual contour of your bust. If not satisfied — simply return pair for refund of your dollar. To achieve the bust line you've always wanted — mail coupon AT ONCE to: Ross-James Co., Dept. 365, Rockville Centre, New York.



U.S.A. Pat. 2,432,910. R622771
French Look Bust Wires are encased in sturdy fabric for quick and easy application to your garment.

Glamorizes Every Size Bust

SMALL BUSTS

FRENCH LOOK Bust Wires collect and hold a small bust high and firm, keep brassieres and midriff tops from riding over them. Also keep pads firmly in place.

MEDIUM BUSTS

FRENCH LOOK Bust Wires preserve "cup" of garment, prevent flattening, give needed support and separation, enable you to wear plunging neckline, bare-shoulder fashions.

LARGE BUSTS

FRENCH LOOK Bust Wires prevent busts from slipping, relieve strap strain, mold bust into perfect cup shapes. Enable you to wear bathing suit top without extra bra.

ROSS-JAMES CO.,

Dept. 365, Rockville Centre, N. Y.

Send me the following.....pair(s) of French Look Bust Wires

NUDE.....; WHITE.....; BLACK.....
(how many) (how many) (how many)

For each pair I will pay the postman \$1.00 plus C.O.D. mailing charges. If not completely satisfied with any pair, I may return it within 10 days for refund of the \$1.00 purchase price.

Name (Miss, Mrs.).....
(Please Print Carefully)

Address.....

City..... Zone No. (if any)..... State.....

SAVE POSTAGE CHARGES. If you enclose \$1 for each pair ordered WITH this coupon, WE will prepay ALL postage charges. Same 10-day return-for-refund privilege applies.

If YOU want to enjoy that
SLIM
'TEEN SIZE
feeling..

Does a bulging tummy make you look years older than you really are? Are ordinary girdles uncomfortable to wear... do they fail to flatten out your abdomen the way you want? Then here at last is the answer to your problem! **SLIM-MODE**, the wonderful new adjustable health supporter girdle is scientifically constructed to help you look and feel like a "Slim Sixteen".

So why go on day after day with a tired back that needs posture support to bring relief? Why look droopy and beyond your years because your mid-section bulges and your clothes don't fit right? Read below why **SLIM-MODE** brings you vital control where you need it most... how it helps to "harmonize" your figure to more stylish lines... why it's so comfortable to wear. And remember, you can have a **SLIM-MODE** sent to you to wear on **FREE TRIAL**. See our offer in the coupon.



\$3⁹⁸

The Adjustable
"SLIM-MODE"



LIFTS AND FLATTENS YOUR BULGING TUMMY
SLIM-MODE has a built-in front-laced panel. Adjust the laces to your own greatest comfort. Your tummy is lifted in to shape, flattened out... yet you feel truly comfortable.

NATURALLY CONTROLLED S-T-R-E-T-C-H
SLIM-MODE is made of two-way S-t-r-e-t-c-h wonder cloth—it stretches as you breathe, bend, stoop, after meals, etc.

HEALTH SUPPORTER GIRDLE

HEALTHFUL, ENJOYABLE FIGURE CONTROL — ALL DAY LONG!

You can wear **SLIM-MODE** all day long. Will not bind or make you feel constricted. That's because the two-way s-t-r-e-t-c-h cloth plus the front-laced panel brings you perfect personalized fit. The design of **SLIM-MODE** is based on scientific facts of healthful figure control. Made by experts of quality materials. Comes with detachable crotch of rayon satin material; also 4 detachable garters. (Remove garters when not wearing stockings.) Color: Nude. All sizes. Only \$3.98 in regular sizes. Sent on Free Trial. Give measurements asked for in coupon below.

FREE "Magic" Plastic Laces. For your extra added comfort you get a pair of Plastic laces that stretch gently as needed. Try them in **SLIM-MODE** instead of regular laces. See which you prefer.



SEND NO MONEY YOU TRY IT BEFORE YOU BUY IT!

RONNIE SALES, INC., Dept. G534-1
487 Broadway, New York 13, N. Y.

Send me for 10 days' **FREE TRIAL** a **SLIM-MODE**. I will pay postman \$3.98 (plus postage) (sizes 38 and over \$4.98) with the understanding that this payment is only my evidence of good faith and is not to be considered a final purchase unless I decide to keep the garment. In 10 days I will either return **SLIM-MODE** to you and you will return my money, or otherwise my payment will be a full and final purchase price.

My waist measure is..... Hips are.....
My height is.....

Name.....
Address.....
City & Zone..... State.....

Save Money. We pay postage if you enclose payment now. Same **FREE TRIAL** and refund privilege. No Canadian or Foreign C.O.D.'s



It's murder! Brechner twists celery to make bone-crunching sound, as aide squeezes grapefruit for blood effect.

SID BRECHNER
Makes Sound
Pay Off

When Sid Brechner was a baby he used to be spanked for making noise. Now he gets paid for it.



Sid is chief sound technician for WJR, The Goodwill Station, Detroit, and as such is a busy man.

It was Brechner who conceived and created the sound effects for WJR's famous and original ghost story series, "The Hermit's Cave." Eric Howlett, producer and, with Geraldine Elliott, co-author of the series, is a stickler for reality.

One sound effect that kept the sound expert awake nights before he achieved it and kept millions of listeners awake after it went on the air was the sound of a horde of marching spiders moving through the jungle and the crunch of their bodies as the hero and heroine raced through them in an attempt to escape.

Needless to say, neither Howlett nor Brechner had ever heard such a sound but Howlett had an idea what it should be. Time after time he shook his head "no" as, during the week preceding the broadcast Sid auditioned various effects. Then the day before the broadcast Sid produced a sound that brought a smile of satisfaction to Howlett and a call over the talk-back, "That's it."

The day before, Sid had been shopping at the corner grocery. A big display of grapes caught his eye and he suddenly realized that here were his spiders. He bought the entire stock. His mother thought he had gone mad when she found him tromping on the beautiful big grapes in an orange crate. The swish of the meat of the grape was the spider's body, the crunch of the seeds its breaking framework, caught under the feet of the escaping couple.



Brechner picks up noise of creaking door with mike close to real thing.



A touch of realism. Hammer in hand Brechner makes he's breaking wall.

COLOR YOUR HAIR

THE EASY WAY
End gray hair worries instantly! Look nine years younger. Easy to prove in the privacy of your own home with this internationally known method. Not a dye—safe—harmless—no caution or patch test necessary. Just return this advertisement with two dimes for the regular \$1.00 supply, which will last for many months. Mention color, or better yet, enclose lock of your hair for us to match.
ONE TIME OFFER! Good Only If You Send This Entire Advertisement.
Address: **FREE SAMPLE DEPT. C-715**
Box No. 10 Prince Station, New York 12, N. Y.



SENSATIONAL OFFER!
(For Blondes Only)

Just return this advertisement with **TWO DIMES** for our 16-page booklet, "The New Art of Lightening Hair." We will include without any cost to you a regular \$1.00 size package to a Famous Hair Lightener. If you have "light ends" and "Dark Root" problem you will be amazed at the thrilling results. Any shade from golden to platinum. Applied in cream form. **ONE TIME OFFER!** Good Only if You Send This Entire Advertisement.
Address: **FREE SAMPLE DEPT. D-715**
Box No. 10 Prince Station, New York 12, N. Y.

FREE
for 7 days



Sell your words or your tunes to music publishers, recording companies, & radio stations who are looking for new good songs! A most **COMPLETE NEEDED** book.

\$2.

Written by Robert Bruce well-known observer of Tin Pan Alley. Get the basic technique and method of writing and selling a hit song. Puts at your fingertips the actual experience so hard for newcomers to get. **EVERYTHING YOU NEED!** Over 200 pages. "The book songwriters' acclaim!"

- Partial Contents**
- 10 rules of songwriting
 - writing the words
 - writing the tune
 - combining words & tunes
 - selecting the song type
 - Song sharks' racket
 - selling your song
 - radio station directors
 - record companies
 - the copyright law
 -

Send Coupon Today
Lion Editions 1650 B'way, NYC 19 53
Rush "How to write a hit song & sell it."
 Enclosed is my \$2 • Send C.O.D.
Name.....
Address.....
(7-Day-Free-Trial & Money-Back Guarantee)

LARGE BUST

WOMEN!

Special Design
"YOUTH-BUST" Bra
Gives YOU a More Alluring Youthful Bustline **INSTANTLY!**



Self-conscious about oversized busts? Are they widely spread out? Do they sag? Does your bustline make you look years older than you are? Figure beauty starts with an attractive bustline. "Youth-Bust" Bra has an exclusive patent pend. feature that **LIFTS, SUPPORTS** and **CUPS**

large spread out busts into **SMALLER more GLAMOROUS CURVES**. Give busts a bewitching separation. Also **SPECIAL V-CONTROL FEATURE** of midriff support helps **FLATTEN BULGING STOMACH!**

Secret Inside Control!
Special patent pend. bust molding feature on inside lifts, supports and cups large busts into the youthful alluring shape you want.



Look Slimmer and Years Younger!

All form fitting clothes will look better on you! Won't ride up in back! Light and comfortable—yet firm! Straps are gentle on shoulder blades. Simple adjustments. Excellent durable fabric—easy to wash. Sizes 34 to 48. Only \$2.98. Mail Coupon Now! **SEND NO MONEY!**

FREE 10 DAY TRIAL COUPON

TESTED SALES, Dept. LR-8705
20 Vesey Street, New York City.
Rush to me my "YOUTH-BUST" BRA in plain wrapper in size checked below. I will pay postman on delivery \$2.98 plus postage. If not delighted in 10 days, I will return merchandise for my money back.
 34 36 38 40 42 44 46 48
NAME.....
ADDRESS.....
CITY..... ZONE..... STATE.....
 Check here if you wish to save postage by enclosing \$2.98 with coupon. Same money back guarantee.



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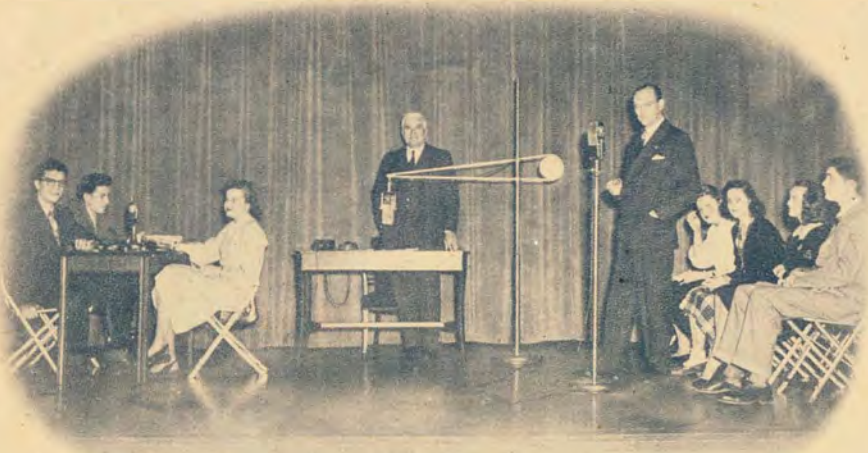
wbns



Engaged in two-way discussion are British students, (left) Anne Singer, Hazel Roberts and Philip Leigh. Speaking from our own shores are, (right) Samuel Karff, Francis Hartman and Joan Bean.



JUNIOR TOWN MEETING



Robert E. White, KYW Manager, opens trans-Atlantic program.

PHILADELPHIA high school students have a broadcast outlet through which they can express their opinions on current topics. It's the *Junior Town Meeting of the Air* — which has just concluded its fifth year on KYW. During this time, more than 2,000 youngsters have spoken into its microphones — expressing their thoughts on topics important to adult as well as youthful Americans. The Philadelphia Westinghouse station has been airing the half-hour program from various high schools in Southeastern Pennsylvania, New Jersey and Delaware.

Recently KYW teamed up with the BBC in London to present a trans-Atlantic discussion of the question: *Can Food Win the Peace?* Three students representing Private, Catholic and Public schools in the Greater Philadelphia area, discussed the problem with three youngsters representing schools in Britain. Dr. Alexander J. Stoddard, Supt. of Philadelphia public schools was moderator in the KYW studios, while H. Rooney Pelletier, North American Service Organizer for the BBC, was moderator in London. The Philadelphia students had been selected on the basis of outstanding work in their schools. It was the second KYW-BBC venture in ten months. Earlier the ocean was spanned when Philadelphia and London youngsters discussed the knotty Juvenile Delinquency problem.

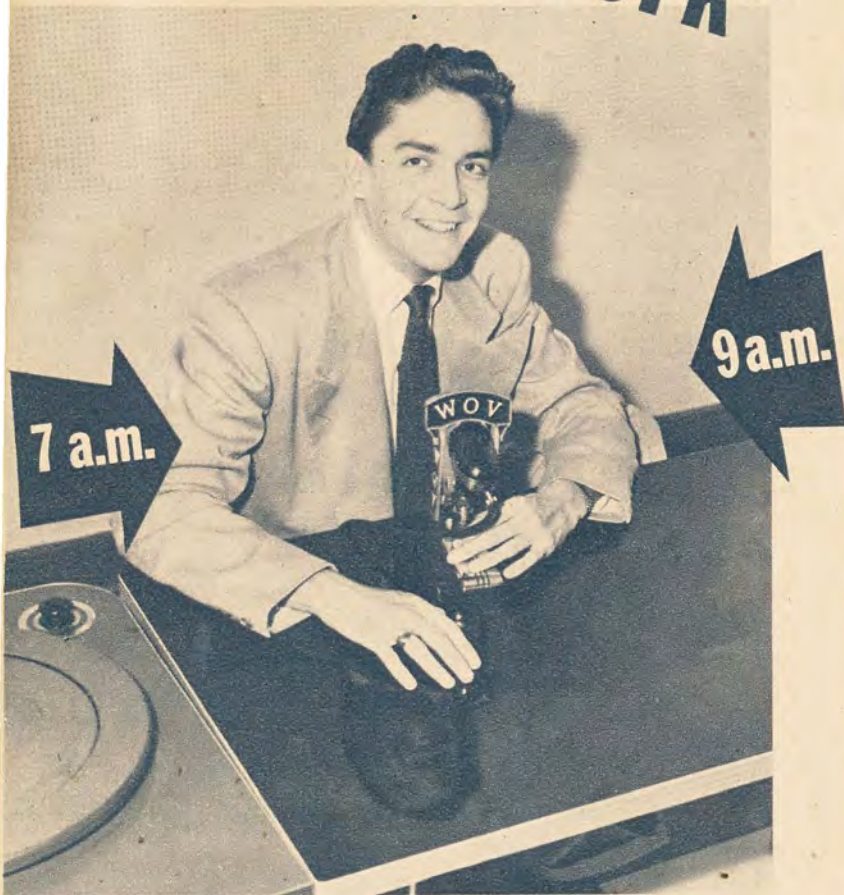


Program's steering committee: Dr. A. J. Stoddard (seated). Others (l to r) W. C. Galleher, Warren Kay, Rev. A. L. Ostheimer, Dr. E. N. Cooper.



Script rehearsal: Paying close attention to Dr. Stoddard are: Joan Bean, Colonel "Bill" Galleher, Sam Karff and Francis Hartman.

DON'T MISS "Wake up New York"



Meet Bill Williams, conductor of WOV's popular WAKE UP NEW YORK program . . . on the air every morning, Monday through Saturday, 7:00 A.M. to 9:00 A.M. — 1280 on your dial.

Start the day right!

Bill Williams and his WAKE UP NEW YORK program on WOV gets you off on the right foot the minute you hop out of bed. An early morning show, WAKE UP NEW YORK has all the things you want . . . frequent time signals, special musical request numbers, hot-off-the-wire news, latest sports results, selected features.

Bill Williams presents WAKE UP NEW YORK on WOV 7:00 to 9:00 A.M. daily, Monday through Saturday. Dial 1280.

1280 CLUB

For the best and latest hot, swing and jazz, be sure to listen to the 1280 CLUB, conducted by Fred Robbins, hep-wise Professor of Thermodynamics, 6:30-9:00 P.M., Monday through Saturday, 1280 on your dial.



VICE PRESIDENTS

ARE PEOPLE . . . *continued*



policy problems and decisions of the Company.

Because of this varied experience, Bob was a natural for his present spot, and when Edgar Kobak (another NBC alumnus) took over as President of Mutual in December 1944, one of his first moves was to tap Swezey as his right-hand man.

In Mutual, a growing organization, Bob has found opportunities for experimentation and development of ideas. His duties are flexible. His 20th floor offices are always "open for anyone who makes sense and a few who don't." He gets out a lot of work principally because he spends most of his time working.

In addition to his work for Mutual, Swezey has been very active in industry affairs. He is a member of the B.M.I. Board and several industry committees (legislative, employee-employer, program executive, etc.). He confesses that he finds little time any more for such diversions as golf and tennis. His principle completely extracurricular diversion is taking an occasional visit to the end of Long Island where he has had a lot of fun renovating an old colonial farm house.

Last year the Radio Executives' Club elected Swezey as their President and the Club made considerable progress under his leadership. In April 1947, he was appointed Chairman of the NAB Standards of Practice Code Committee, and did considerable work in preparing the initial draft of the new industry Code. Swezey represented the Mutual Network in the recent 4-network negotiation with the American Federation of Musicians on the broadcasters' contract with Petrillo's union.

Swezey belongs to the Harvard Club, the Lambs, The Players, and a flock of legal organizations. He is also a member of the panel of the American Arbitration Association.

He still has some radio scripts kicking around that he has authored from time to time, but the way things are moving at Mutual, he'll probably never get time to

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polish them. His life is mainly divided between his offices and his homes in New York City and Southold, Long Island.

Mrs. Swezey is the former Helen Hyde Brereton, daughter of Captain William Brereton, USN (Ret.) and niece of Lt. Gen. Lewis Brereton, AAF. The Swezey's have three children.



You'll look dainty—and so embraceable—in this **SHEER PRINT RAY-ON**, perfect for all occasions. It's delightfully chic—surprisingly inexpensive! The full peplum, edged with rose pattern black lace, gives your hips that new, rounded look. Exquisite figure-moulding design is accented by the delicately shirred bodice. Concealed 20" zipper, tie-back belt. And the price—a low \$6.99. Sizes 9, 11, 13, 15, 17. Flower pattern in Black, Chocolate Brown, or Mediterranean Green — on White background. Order now on approval!

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SEND NO MONEY—MAIL COUPON TODAY! Diana Stores Corporation, Dept. 545 320 W. 40th St., New York 18, N. Y.

Rush "Sheer Delight" by return mail in color choice and size indicated below. I'll pay postman only \$6.99 plus postage. If not thoroughly delighted, I may return dress in 5 days for immediate refund.

COLOR	2ND COLOR CHOICE	SIZE

Name _____
 Address _____
 City _____ State _____
 Enclose money and we'll pay postage.

Women!
Don't Stay FAT



You Can LOSE UP TO 7 POUNDS IN 1 WEEK

SAFELY! WITHOUT RISKING HEALTH

NO DRUGS **LOSE UGLY FAT NOW** . . . Notice the difference in POUNDS and INCHES the very first week, whether Overweight 10 or 100 Pounds . . . even if burdened with Fat for many years (illness excepted). The Protam Plan controls weight . . . Once Slender, it helps retain your New Found Slenderness as long as you like . . . NOT A TEMPORARY LOSS. Protam is not a Drug, Laxative, or Thyroid . . . absolutely Harmless. . . . Is Good For You.

OXIDIZES EXCESS FAT Thousands of Overweight people report sensational results, some Losing 40 Pounds in 40 Days, others enthuse about "How Well They Feel" while Reducing. To achieve same results. . . . Just take Protam as directed, Once or Twice a day, according to how fast you wish to Lose Weight. Protam is a FOOD. Scientifically Formulated, Laboratory Tested and Approved, Fortified with energy-giving PROTEINS, AMINO ACIDS, MINERALS and VITAMINS. The Protam Plan reacts quickly. . . . Drastically Cuts Down Fat Producing Calories. . . . USES UP ACCUMULATED EXCESS FAT. Lose Ugly Fat Economically, Simply, Pleasantly, without risking your health. Reveal your True Slender Beauty within the first weeks.

REDUCE within 10 days or MONEY REFUNDED

10 DAY FREE TRIAL OFFER

ORDER TODAY . . . Take advantage of the Ten Day Free Trial Offer. . . . You Risk NO MONEY, not even postage. You must Lose Pounds and Inches within Ten Days or your Money will be Refunded Immediately, including postage. Your decision is final. Just Mail Coupon Today . . . NOW. On delivery simply pay postman \$2.50 . . . begin Losing Fat the first few days. Enjoy New Energy . . . Have confidence in your appearance.

SEND NO MONEY

Associated Nutrition Products, Inc.
150 Nassau Street, Dept. 3905
New York 7, New York

Send me in plain package the 8 oz. Protam Plan for a Ten Day Free Trial. I will pay postman \$2.50 plus postage. This money will be refunded immediately, including postage, if I do not safely REDUCE to my satisfaction within 10 Days. I RISK NOTHING.

Name _____ Print Plainly

Address _____

City & Zone _____ State _____

(Sorry, No Canadian Orders)

Nielson "NICKELODEON" continued

sembled, a group of reports is prepared. Issued twice monthly, these are scanned by subscribers, mostly for the following types of information:

Average Audience — This figure shows what percentage of all NRI homes were tuned to a particular program during any averaged minute of the show. It can be computed by reading the Nielsen tape in one-minute segments. Thus, if you're working with 1,000 audimeters to analyze a 30-minute program starring Cora Coloratura, the all-American soprano, you have to check 30,000 minutes of listening time.

Now — if the tape credits Cora with 6,000 minutes, you divide this number by 30,000 and you find that her average audience for any minute of the program was 200 NRI homes or 20 per cent of the possible maximum which is darn good.

Total Audience — This figure shows the percentage of all NRI radios tuned to the program for any part of the half hour, and it is different from Average Audience because Cora's 6,000 minutes did not necessarily come from 200 homes listening to the whole half hour. More likely she picked up the 6,000 minutes from, say 400 homes, some of which listened only for a short period.

So, to find the Total Audience, you would divide the 400 NRI homes showing 1 minute or more of listening to Cora, by 1,000, the total number of NRI homes. This would show that 40 per cent of all NRI homes listened to the program in whole or in part.

Homes Using Radio — This one tells you what percentage of NRI homes had their sets turned on to any station during any given period.

Share of Audience — This one tells you the proportion of homes using radios that was tuned to a particular program. To get this percentage you divide your average audience figure by the percentage of Home Using Radio. Thus, if your average audience figure was 200 NRI homes and the number of Homes Using Radio was 800, Cora Coloratura's Share of Audience is 25 per cent.

At this point you may say, okay, but how many people were listening in the whole country? A fair question, which Nielsen doesn't dodge. Its whole collection of NRI homes are a "balanced sample" representing the whole country. According to latest computations, there are 35,900,000 homes with radio sets in the U. S. It, therefore, becomes a matter of simple arithmetic, of which there's already been too much in this article, for the sponsor to count his audience on a nation-wide basis.

In addition to these bi-monthly figures, NRI offers interested parties a lot of other information

they can't get anywhere else. Nielsen can tell you a good deal about something called "audience flow," because the audimeters tapes show the whole listening pattern of a family rather than just the smattering an investigator gets by making a phone call. It's possible to determine what other listening fare people turned to when a particular program ended. By analyzing NRI data, a network might find, for example, that most people turn their dials to hear serious dramatic programs after a quiz program, let's say. If enough people do that, then the network has discovered an "audience flow" characteristic and can arrange its program schedule accordingly. Not only that, but the tapes can be examined to see which parts of the program are the most popular and which parts cause people to shut off the radio or turn to other stations. For anything as competitive as radio this is handy information to have.

Another type of data supplied by NRI is information about the kind of family listening to any particular program. Whereas a telephone can produce only one or two bits of information about the person called, NRI knows all about the families harboring audimeters. This makes it a lot easier to decide whether a program trying to sell high-priced automobiles, for example, actually appeals to families with high incomes or whether a program sponsored by a cattle-feed manufacturer is reaching farm families.

Some objections have been raised to the audimeter method. One is the belief that a family with an audimeter in its radio might change its listening habits because they know the audimeter is watching them. The answer is that people take all kinds of gadgets for granted in this country and forget about them as soon as they are installed in the back of the set.

In addition, the Nielsen Company is careful not to use information from newly-installed audimeters. The first month's tape just isn't counted.

But even Nielsen doesn't know all the answers, and admits it, because machinery and techniques for collecting all the answers has not yet been perfected.

Recently, Frank Stanton, president of Columbia Broadcasting System, outlined the possibility of future radio communications developments that might make our present set-up seem as elementary 25 years from now as the days of the crystal set are to us now. If 50,000,000 people in this country should start carrying powerful little sets no bigger than a pocket watch around with them, in addition to their sets at home, the audimeter system might need a little revision. And how do you check on the listening habits of automobile drivers?

SOFT CORNS
Between Toes



INSTANTLY Relieved, QUICKLY Removed
Soft Corns occur only between the toes. To instantly relieve and speedily remove them, use Dr. Scholl's Zino-pads in the special size and shape for Soft Corns (Soft Corn Size). Be sure to ask for them by that name. Sold everywhere.

Dr. Scholl's Zino-pads

UNWANTED HAIR

LECHLER VELVATIZE — the clean, easy odorless way to remove hair from the face. Leaves no stubby regrowth. Comes in a dainty pastel compact. \$1, no tax

MOORISH HAIR REMOVING WAX — actually destroys the entire hair, above and below the skin surface. Contains no harmful chemicals. Safe for use on face or body. A great favorite with theatrical folks. Thousands of testimonials have been received on this product. \$1, plus 20c tax

MOORISH HAIR REMOVING POWDER — For heavy growth under arms and on body. Men, too, use it to shave! \$1, plus 20c tax

MOORISH CREAMY LIQUID — Has the consistency of sweet cream. The dainty, odorless, society way to remove hair from face or body. Large 6-oz. bottle. \$1.50, plus 30c tax

We will send all products listed in this advertisement for only \$5, tax included. \$5

Check items desired! If you send cash with order, we pay postage. On C.O.D. orders, postage is added.

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Lighten your hair to the most flattering and glamorous Blonde shade! So easy — economical — just shampoo with Lechler's "589" Hair Lightener. NO fuss — NO bother. NO brush application. PIN A ONE DOLLAR BILL to this "ad" sent by return mail in plain wrapper. \$1

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Nobody today need go through life with the handicap of a badly shaped nose or other disfigured features. In "YOUR NEW FACE IS YOUR FORTUNE," a fascinating new book by a noted Plastic Surgeon, he shows how simple corrections "remodel" the badly shaped nose, take years off the prematurely aged face. INCLUDES 90 ACTUAL BEFORE-AND-AFTER PHOTOS. Book sent, postpaid, in plain wrapper for only **25¢**

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MY PET PEEVE

You read the radio log and see that Betty Grable, for example, will be a guest on a particular program. You are further reminded of it by a big advertisement in the newspaper. In the evening, you tune in the program and learn again from the announcer that Betty Grable will be the guest star. The program begins and you wait for the guest star to make her appearance. Then it happens, but every time. A lady appears on the scene and the startled emcee yells out, "Well, if it isn't Betty Grable." Boy, what a surprise!

Harold Winters
Jersey City, N. J.

Be Lovelier than Ever...in a Twinkling!

with this 2-Way Stretch



All Nylon Girdle!

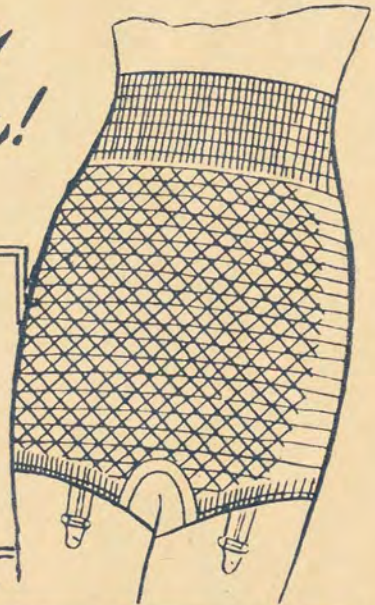
You can't imagine how alluring you will look until you actually slip into one of these amazingly s-m-o-o-t-h DuPont NYLON girdles! They're so comfortable you won't know you're wearing one . . . yet cling to you as though you were born in one! Stretches up and down and sideways for *complete* freedom! You'll want one to give your clothes that tailor-made look . . . to enjoy complete freedom in sport clothes . . . and to make you more attractive than ever before.

The ALL-NYLON Two-Way Stretch girdle comes in TWO Styles—REGULAR and PANTY. Both are easily washed—just dip in warm water and suds. Panty has removable garters and crotch. Order Panty or Regular Style in your choice of three exciting shades: NUDE . . . BLUE . . . WHITE.

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1. DUPONT NYLON*
 2. DRIES IN A JIFFY
 3. PRICED L-O-W
 4. GUARANTEED NON-SHRINKING
 5. 3 COLOR-RICH SHADES
- * Except, of course, the garters and the elastic.

The Greatest Girdle Buy in America!

PANTY STYLE
Ideal for sportswear, slacks and shorts.

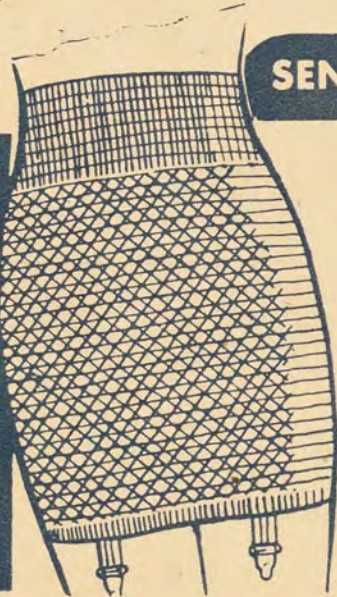


SEND NO MONEY—ORDER ON APPROVAL!

Just mail coupon today. When girdle arrives, wear it for 10 days. Notice the compliments you draw from all your friends. Then, if you are not fully delighted, return the girdle for immediate refund of purchase price.

DETACHABLE GARTERS AND CROTCH →

REGULAR STYLE
Perfect for evening and everyday wear.



Now to You—
Only \$2.98
Regular Retail Value—\$7 to \$8

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Rush by return mail in sealed package my Nylon Two-Way Stretch girdle in size and color checked below. I'll pay postman only \$2.98 plus postage. If not thoroughly delighted, I may return merchandise within 10 days for immediate refund of purchase price.

Check Style: Panty Regular

My waist measure is (Extra Large—\$3.98)

Extra Crotches (for Panty Girdle) at 50¢ each

1st Color Choice	2nd Color Choice

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If you prefer, enclose money with coupon and we'll pay postage. Same 10-day refund guarantee.



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Broadcasts through any radio indoors—outdoors—anywhere. It's a completely self-contained wireless transmitter—a marvel of modern electronic engineering. Talk into it—sing into it—and without plugging in—without connecting wires your voice comes booming through any radio set within a 50-foot radius. Use it for fun at gatherings, parties, etc. *Ultra-Mike* is not a toy—it's a rugged, scientifically engineered transmitter in mike form that gives high fidelity performance.

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HAVE FUN WITH GUZZLING CHARLIE Mystery Drinking Bird Complete with stand \$1.98



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Rush your order today — Send No Money — Just send your name and address. Pay postman upon delivery plus delivery charges, or remit with order and we pay postage.

Girls You'll love BRILLIANT BLONDIE

- 12 inches high.
- Lifelike Appearance
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- Bottle & Rubber Nipple.



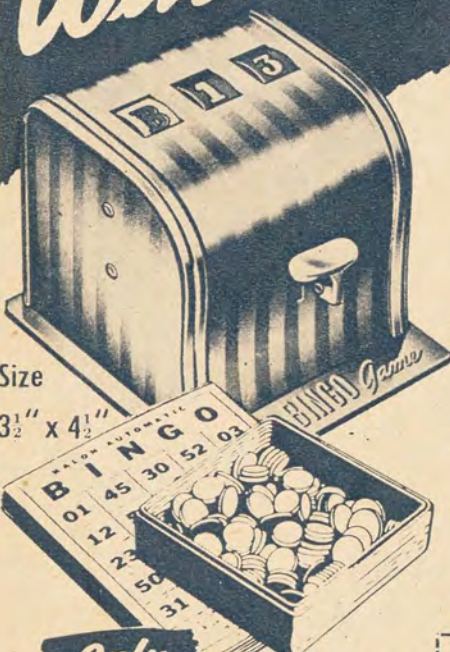
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List in space below the items you want and your name and address.

IT'S YOUR RED CROSS... KEEP IT GOING
YOU'LL HELP AGAIN WON'T YOU? *Give Generously!*

Win! Play BINGO AT HOME
No Gambling Just FUN!



Size

3 1/2" x 4 1/2"

Only \$2.98 COMPLETE

Fully Guaranteed to Please or full refund of purchase price within 5 days.

Now play BINGO at home with this fascinating automatic Bingo outfit. You'll get an added kick pushing the levers waiting for your winning numbers to come up.

BINGO is a new, attractive way of playing this fascinating game at home or at parties. Many can play at the same time. All will be held in suspense waiting for the matching number on their cards to come up when the plunger is pushed.

Made of nickel-plated polished pressed steel with attractive stripes of dull satin finish. Numbers and letters on dials are large and attractively colored.

Furnished complete with master chart, good supply of BINGO cards and fibre markers... sufficient for 15 players. BINGO furnished complete, ready to play, for only \$2.98. Pay postman price plus postage or send \$3.00 now and we pay postage.

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Send complete "BINGO" outfit by return mail. It is understood if I am not delighted after 5 days, I may return for full refund of purchase price.

- Send C.O.D. I will pay \$2.98 plus postage.
- Enclosed find \$3.00 in full payment.
- Send 2, special price \$5.50 plus postage.

Name: _____
Address: _____
City, Zone, State: _____

You're Only ALAN YOUNG Once



Aha! Look, nothing to this. See, no hands. Whoops, no feet!



Bless your little . . . What's Sonja Henie got that . . .



Yes siree, this has been lots of fun . . . so, good by, now.

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WITH NEWLY INVENTED SLIDE-CHORD DEVICE Fits piano. Play any chord at once. Plink out tunes by ear and note and add chords to play beautiful 2-hand professional radio style at one sitting. Complete course in ONE package—no extras needed. Fun! A game! No exercises or drills. Startle your friends! PLAY 33 COMPLETE SONGS WITH 4 CHORDS (SEND NO MONEY) (JUST 10 CENTS). 25 lessons ABC METHOD including many POPULAR SONGS and SLIDE-CHORD DEVICE. ALL for \$2 plus C.O.D. SAVE C.O.D. Send \$2 cash, check, money order. MONEY BACK GUARANTEE. No C.O.D. in Canada. DALE SHEAR'S SCHOOL OF MUSIC STUDIO 1105, STRUTHERS 3, OHIO

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- 1 (Date with Judy)
- Agnes Moorehead
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Says: Beauty Editor

Banish the bugaboo of blackheads, those dull, dingy spots that make many men and women skin conscious and unhappy. Yes, banish the blackhead before it becomes deeply imbedded and ruins the fine texture of a clear complexion. Since beauty experts agree that the beginning of beauty is a beautiful skin, keep your skin at its beautiful best.

Ugly BLACKHEADS OUT IN SECONDS

Keep your complexion free of Blackheads this new way — look attractively instantly!

Try VACUTEX Blackhead-Remover

The amazingly effective Vacutex extracts Blackheads automatically — WITHOUT squeezing the skin or injuring tissues. Easy to use with three fingers. It reaches Blackheads anywhere. Try it 10 days and if not delighted, return VACUTEX and your money will be refunded.

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Enclosed find \$1. Send postpaid.

Send C.O.D. I will pay postman \$1 plus postage; \$1 refund if not delighted.

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Set Like DIAMONDS

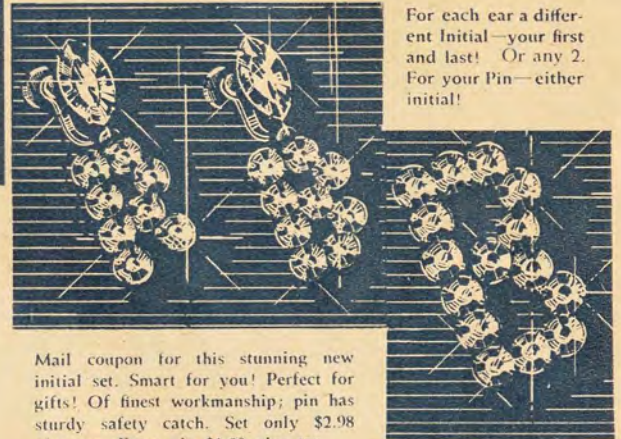
Matching Pin and Earrings

NOTHING more captivating... nothing more you... than this exquisite set of pin and earrings in your own initials! Brilliant rhinestones of marquise cut are handpronged like diamonds... set in simulated platinum. Custom made for you.

For each ear a different Initial—your first and last! Or any 2. For your Pin—either initial!



LATEST IN EXCITING PERSONALIZED... COSTUME JEWELRY



Mail coupon for this stunning new initial set. Smart for you! Perfect for gifts! Of finest workmanship; pin has sturdy safety catch. Set only \$2.98 plus tax. Extra pin \$1.00 plus tax.

COMPLETE SET
2 earrings and pin
only \$2.98 plus tax

BEEJAY CREATIONS, 505 Fifth Avenue, N. Y. C. Dept. 705
Send me a set of 2 earrings and pin for \$2.98 plus 20 per cent Federal tax.

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INITIAL FOR PIN	(PLEASE PRINT INITIAL)
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City, Zone, State	<input type="checkbox"/> C. O. D.

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Here is the 14 day Reducing Plan of Dr. Edward Parrish, M.D., well-known doctor. For lunch, take 8 Dr. PARRISH'S TABLETS with glass of juice or any beverage. Take nothing else for lunch except coffee, if desired. For breakfast and dinner, DON'T CUT OUT FOODS YOU LIKE — just cut down on them. This plan cuts down your caloric intake, and you lose weight naturally. NO HARMFUL DRUGS — NO EXERCISE — NO COMPLICATED DIETS — TRY THIS PLAN AT LEAST 14 DAYS. RESULTS MAY AMAZE YOU! DR. PARRISH'S NEW TASTY TABLETS are not yet sold at stores. Send \$2.00 for \$2.25 size or order C.O.D. First box must satisfy or money back.

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