

# Radio <sup>★</sup>& TELEVISION *best*

THE RADIO  
& TELEVISION  
PICTURE  
MAGAZINE



Jane Powell  
"Date with Judy"

*First Birthday Issue*

DECEMBER 1948

25¢



*At the twist of your wrist...*



**THE SAVOY** (at right) — Small-space console—72 sq. in. *direct-view* screen. AM, FM radio, automatic record player. \$795 plus installation



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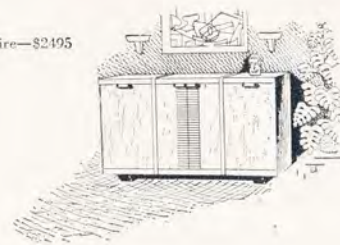
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Central 9:30 P. M.  
Mountain 8:30 P. M.  
Pacific Standard 7:30 P. M.  
Pacific Daylight 8:30 P. M.

**THURSDAY**  
**Screen Guild  
Players**



Eastern 10:00 P. M.  
Central 9:00 P. M.  
Mountain 8:00 P. M.  
Pacific Standard 7:00 P. M.  
Pacific Daylight 8:00 P. M.

**FRIDAY**  
**JIMMY DURANTE**  
with  
**ALAN YOUNG**



Eastern 8:30 P. M.  
Central 7:30 P. M.  
Mountain 6:30 P. M.  
Pacific Standard 8:30 P. M.  
Pacific Daylight 9:30 P. M.

**SATURDAY**  
**CAMEL CARAVAN**  
with  
**VAUGHN MONROE**



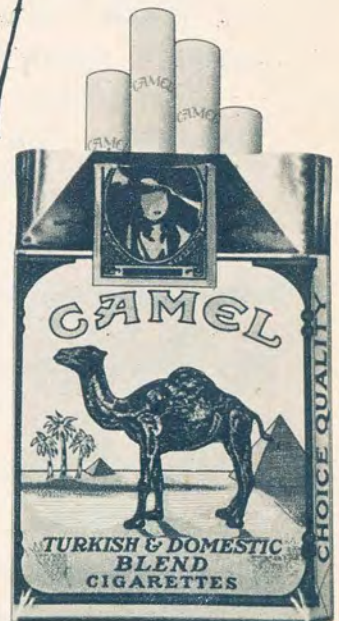
Eastern 7:30 P. M.  
Central 6:30 P. M.  
Mountain 9:00 P. M.  
Pacific Standard 8:00 P. M.  
Pacific Daylight 9:00 P. M.

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THE GREATEST NAME IN ENTERTAINMENT

# Radio <sup>★</sup> & TELEVISION

THE RADIO & TELEVISION PICTURE MAGAZINE



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*Old-fashioned Vaudeville.*  
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Milton Berle



Luella Parsons



Walter Winchell



Phil Harris & Alice Faye



Jimmy Durante



Bing Crosby



Eve Arden



Guy Lombardo

### He Picks His "Bests"

TO THE EDITOR: Have been a constant reader of your magazine since your second issue, and as a whole, like it better than any magazine dealing with the entertainment world. I always read your reviews, and while I don't always agree with the critics, I think it is very well done. My only beef is that month after month, I've had to wade through page after page of "life stories," such as Tom Breneman, Fred Allen, Milton Berle, Amos n' Andy, etc., with pictures from infancy to senility. I thought I was to be rewarded in your September issue with a few pictures and pages of one of the grandest of them all, a regular fellow, The Groaner, only to find that in addition to the cover, only a half-page was devoted to "Mr. Song," "Mr. Show Business, Mr. Radio" combined. Let's be fair to millions of people who would like to read "The Crosby Story," in the "Best," and I mean the BEST. And speaking of bests, do you want to stick your neck out and

make a list of the "Bests" in all types of radio entertainment? Here's a few of mine:

- Male singer . . . Bing Crosby (There's only one)
- Popular band . . . Guy Lombardo (There's only one)
- Female singer . . . Sophie Tucker (The one and only)
- Comedian . . . Schnozz Durante (Without stooges)
- Comedienne . . . Eve Arden
- Emcee . . . Garry Moore (Quiz)
- Teams . . . Harris and Faye (Music Plus)
- Teams . . . Ozzie and Harriet (Comedy)
- Honorable mention . . . Cantor, Jolson
- Disc jockey . . . Paul Whiteman

My pet peeves are: Male—Walter Winchell; Female—Louella Parsons. Your "Radio Memory Lane" was great, hope you make it permanent. Would also like a story and pictures on Mel Torme.

Walter Cress,  
Crawfordsville, Ind.

(The "Crosby Story" appeared in the November, 1947, issue. ED.)

### Likes "Money" Shows

TO THE EDITOR: Why do radio editors and writers continually knock quiz shows and "big money" contests? We readers like them and they are educational besides. One learns more from them than a lot of those silly operas. And one gets tired of comedy shows.

D. Cordes,  
Michigan City, Ind.

### We Know the Boss

TO THE EDITOR: How do you manage to get your picture in RADIO BEST so often? Got some inside pull?

Margie Moore,  
Los Angeles, Calif.

### Silver Mike Nominations

TO THE EDITOR: I hereby nominate radio columnists John Crosby, Paul Denis and your own Saul Carson for RADIO BEST Silver Mike Awards. Seems to me that they are the only radio columnists who contribute something toward the advancement and betterment of radio. As for your magazine, it's the greatest thing that's ever happened for the listeners.

Harry Somerfeld,  
Brooklyn, New York.

### Those Children's Shows

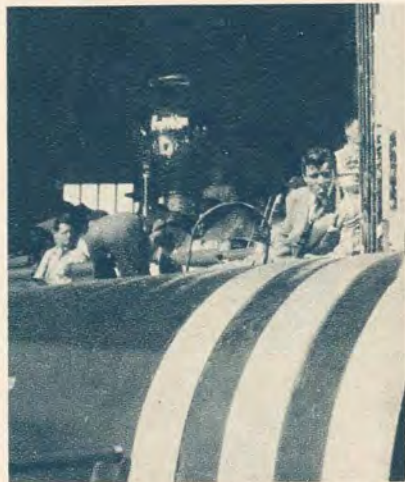
TO THE EDITOR: I can't say that your magazine is not a worthy one, since I and my family are constant readers. But why have you failed to editorialize on the woeful children's programs? I think that is radio's biggest failure. It is shameful that children must be subjected to radio's crime and murders, soap operas and silly quizzes, stupid comedy and crazy money games. I hope that Television will not be permitted to make the same mistakes.

Mrs. Helen Butterfield,  
Bronx, New York.



### Club Members Wanted

To THE EDITOR: We have just started a fan club for Ronnie Deauville, Tex Beneke's vocalist, and we would appreciate it if you would publish this letter. We are enclosing a picture taken of Ronnie when he was in a rather silly mood. We are making a special offer to our first twenty-five members. They will get a free copy of Ronnie's recording of "Gloria." The dues are \$1.00 a year and new members get three snapshots of Ronnie. There are four club journals with snaps a year. Also pictures every month with a bulletin, when there is news. There are also other club privileges such as pen pals, etc. Anyone interested can get information by writing either to Joann Sam, 5307 Courville, Detroit 34, Michigan, or Janet Laing, 5210 Haverhill, Detroit, Michigan.  
Joann Sam and  
Janet Laing, Co-pres.  
Ann Buckland, vice-pres.  
Somerton, Pa.



### Video Critic

To THE EDITOR: Since your "letter" column has become the "voice of the listener" I want to join the fun. I'm an avid television viewer and wish to give some thumbnail impressions of today's video shows: "Toast of the Town"—can use another Milton Berle; "Texaco Star Theatre"—Sid Stone becomes monotonous; "Howdy Doody"—get the dummy to synchronize with the voice; "Americana"—let Ben Grauer take a seat and get that beautiful little blonde wizard to take his place; "The Lanny Ross Show"—more of Lanny and less of the kitchen stuff; "Dennis James"—there's a place for plenty of kidding during a Wrestling Show but not during a Boxing Show. Well, there you have it, what do other television viewers think?

John Vizzuto,  
Long Island City, N. Y.



### Defends Phil Harris Show

To THE EDITOR: I was thoroughly dissatisfied with the loathing criticism hurled at the Phil Harris show. Who do you think you are to pass judgment? You see, I and quite a few other people listen to the program and find it very enjoyable. After all, if it can tie Walter Winchell for third place in a radio poll, it can't be as bad as you say. (Or didn't you know that?) If your reporter wants to criticize you should pick on the shows that deserve it. Like, for instance, Frank Sinatra on the Hit Parade. He's awful. Louella Parsons, Bob Hope are others. I do agree that Alice Faye should make more movies. But she should also keep her place on the show.

Miss Mary Duncan,  
Bremerton, Wash.

Edith B. Lubs,  
Altus, Okla.

Address letters and pictures to Editor of RADIO BEST, 452 Fifth Avenue, New York 18.  
Only signed comments will be considered for publication.



"My husband says it's a leaky condenser!"



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A leaky condenser will dampen your ardor for your favorite radio stars. Why? Because it makes your radio sound "all wet." When that happens you need the help of the expert serviceman who displays the Sylvania emblem. Let him wade into that troubled set of yours. Thanks to his super-sensitive Sylvania testing equipment he spots failing parts with greater speed, certainty. And he carries high-quality Sylvania radio tubes, the tubes that assure crystal-clear reception. For good radio repairs at fair prices, for more enjoyable radio listening, stop at the shop displaying the Sylvania sign of dependable service.



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# SYLVANIA RADIO TUBES



*Al Tolson*



# 1948 Silver



JANUARY  
*Jack Paar*  
"Jack Paar Show"

FEBRUARY  
*Ovie Nelson and Harriet Hilliard*  
"Ozzie and Harriet Show"



\* RADIO BEST's birthday issue would be incomplete without this special salute to the first twelve winners of RADIO BEST's coveted Silver Mike Awards. Established to honor "outstanding achievements" in radio and television, the Silver Mike Awards have served an important function. As in all other fields the competitive instinct has a way of elevating standards in general. The editors of RADIO BEST are proud to know that its Silver Mike Awards have helped to achieve this desirable end. This service to radio listener and television onlooker is basic to all RADIO BEST policy. Looking back at the past twelve months on this birthday occasion becomes a major source of satisfaction particularly in view of the general achievements of radio and television in this period and the particular achievements of those honored with RADIO BEST's Silver Mike Awards.

*Edward Bobley*  
Editor



DECEMBER  
*Percy Faith*  
"Pause That Refreshes"

NOVEMBER  
*Fed Mack*  
Radio and Television "The Original Amateur Hour"

# Mike Winners



MARCH  
*Garry Moore*  
"Take It or Leave It"

APRIL  
*Joe Kelly*  
"Quiz Kids"



MAY  
*Red Skelton*  
"Red Skelton Show"



JUNE  
*George V. Denny*  
"America's Town Meeting of the Air"



JULY  
*Bob Smith*  
Television "Howdy-Doody Show"



AUGUST  
*Nita Mack*  
"Let's Pretend"



OCTOBER  
*Ed Sullivan*  
Television "Toast of the Town"

SEPTEMBER  
*Bill Slater*  
Television "Charade Quiz"

*Hello, Radio Best  
Congratulations on your  
First Anniversary*

Edgar Bergen  
Charlie McCarthy





# WHERE'S AMOS?

# WHERE'S ANDY?

THEY'VE MOVED TO YOUR CBS STATION,  
EVERY SUNDAY EVENING

New night...  
New network...  
CBS, coast-to-coast...  
Sunday evenings



# CBS

7:30 p.m. Eastern Time  
6:30 p.m. Central Time  
5:30 p.m. Mountain Time  
4:30 p.m. Pacific Time  
5:30 p.m. Pacific DST

Sponsored by Rinso, a Lever Brothers Company Product



Actresses Claudia Morgan (left) and Irene Hubbard as "Carolyn Kramer" and "Irene Hubbard" in NBC daily drama series, "Right To Happiness."



**RIGHT TO HAPPINESS**

has been a daily noon-time drama since 1939. Described by the NBC Press Information Department as a "Drama of a girl's quest for happiness," it stars Claudia Morgan as "Carolyn Kramer," and David Gothard as "Dwight Kramer." The sponsor, Procter & Gamble, of course.

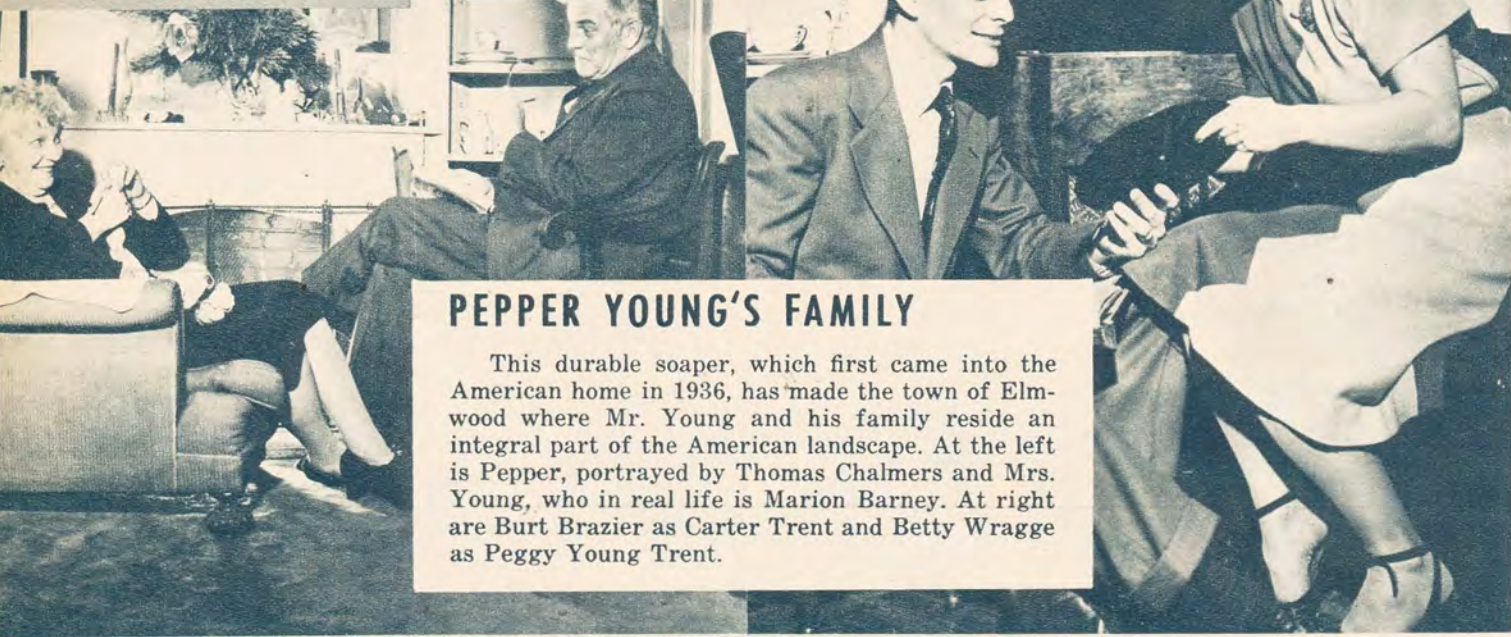
*The NBC Network  
Of Daytime Serials  
Has Become An  
Integral Part Of The  
American Landscape.*

The outstanding success of radio's soap opera circuit stands as a stalwart rebuttal to critics of this form of entertainment and to adventurous souls who have attempted to invade the air time pre-empted by the daytime serial over the years. Scanning the soap opera horizon two facts stand out with unchanging consistency; their number and variety and the durability of the daytime serial. NBC, which probably ranks

*Continued on Next Page*



Betty Wragge.



**PEPPER YOUNG'S FAMILY**

This durable soap, which first came into the American home in 1936, has made the town of Elmwood where Mr. Young and his family reside an integral part of the American landscape. At the left is Pepper, portrayed by Thomas Chalmers and Mrs. Young, who in real life is Marion Barney. At right are Burt Brazier as Carter Trent and Betty Wragge as Peggy Young Trent.

**Soap Opera Circuit** *Continued*

as the supreme soap opera network, has as many as twenty serials going daily, covering every conceivable type of family situation. And few evening programs rival their daytime neighbors in durability. The life span of the average soaper is about ten years, some going back to 1932. In fact many of the better known ones, that is soapers which have practically become part of the language, had their start in the 30's. One Man's Family, Portia Faces Life, Young Widder Brown, Life Can Be Beautiful and others are now practically our next door neighbors, if not actual members of the American family. On the following pages, RADIO BEST presents a gallery of these famous folks who reach our homes daily via the NBC network.

**When They Started on the NBC Soap Opera Circuit**

Just Plain Bill	1932	Life Can Be Beautiful	1938
One Man's Family	1932	Woman in White	1938
Ma Perkins	1933	Right to Happiness	1939
Backstage Wife	1936	When a Girl Marries	1939
Pepper Young's Family	1936	Portia Faces Life	1940
Joyce Jordan, M.D.	1937	Front Page Farrell	1941
Lorenzo Jones	1937	Lora Lawton	1943
Road of Life	1937	Katie's Daughter	1947
Stella Dallas	1937	The Story of Holly Sloan	1947
Young Widder Brown	1937	This Is Nora Drake	1947



Clare Neisen

**BACKSTAGE WIFE**

The story of Mary Noble, a little Iowa girl who married a famous matinee idol, has been on the air for twelve years. Clare Neisen plays the role of Mary, while James Meighan portrays the part of her idolized husband actor.

Alice Reinhart (below) as Chichi and Ralph Locke as Papa David Solomon prove to the satisfaction of daily listeners that *Life Can Be Beautiful*.



Arthur Hughes as "Plain" Bill Davidson.



**JUST PLAIN BILL**

has been Hartville's barber since 1932. Actor Arthur Hughes plays the amiable and wise, Bill Davidson, assisted by Ruth Russell as Nancy Donovan.

Ruth Russell as Nancy Donovan should look.



Karl Swenson



**LORENZO JONES**

Lovable, impractical Lorenzo is the town character to everyone but his devoted wife, Belle. A warm human story that offers more smiles than tears, with Karl Swenson as Lorenzo and Lucille Wall as Belle Jones, who also plays Portia Blake in that other famous daytimer, *Portia Faces Life*.

Belle Jones



**TODAY'S CHILDREN**  
Joan Banks as Carlotta.



**STELLA DALLAS**  
The perennial story of mother-love and sacrifice played by Anne Elstner. A favorite soaper since 1937.

**MA PERKINS**  
Portrayed by Virginia Payne.

*Continued on Next Page*



*Happy Birthday  
Radio Best*

**Milton Berle**

# Soap Opera Circuit

*Continued*



Doctors, lawyers, barbers, actresses, nurses, industrialists, running the entire gamut of the American scene, somebody had to come up with a Soaper on newspapermen. "Front Page Farrell," starring top-



flight actor Staats Cotsworth (inset) and Florence Williams (shown above in scene with player Dick Widmark), is the story of a crack newspaperman and his wife. Among other things any resemblance of the portrayal to a real City Room is purely coincidental and unusual.



Florence Freeman

**YOUNG  
WIDDER  
BROWN**

The problems of Ellen Brown, attractive widow and her two fatherless children, portray the age old conflict between a mother's duty and a woman's heart. Florence Freeman, who plays Ellen, is seen here with Ned Wever, the serial's Dr. Anthony Loring.



Jan Miner

**LORA  
LAWTON**

Lora's story tells what it means to be married to one of the richest and most attractive men in the world—the story of a world so many dream of, but where so few dreams are realized. Above are Jan Miner who plays Lora and Ned Wever as Peter Carver.



Mary Jane Higby

**WHEN  
A GIRL  
MARRIES**

A gripping scene from this daytime saga featuring the problems of a young married couple and their two children with John Raby who takes the part of Harry Davis and Mary Jane Higby who plays his wife, Joan Davis.



Lucille Wall

**PORTIA  
FACES  
LIFE**

This popular daytimer tells the story of a woman lawyer's fight for justice and of her success in combining a career and motherhood. Lucille Wall as Portia talks things out with Bartlett Robinson who plays Walter Manning.



\* END

**MACKY-STARR**

HAND  
MADE  
SHOES



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tear drop  
cut-outs  
with  
V-throat and  
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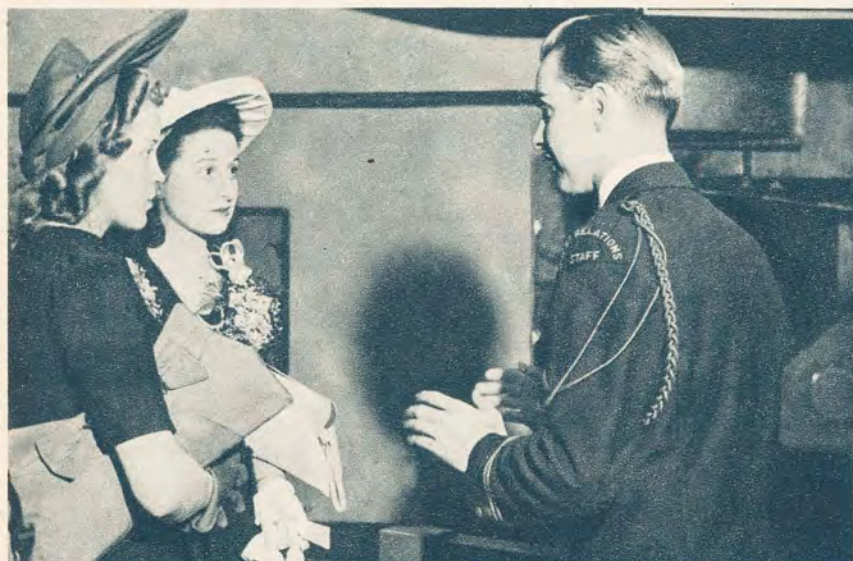
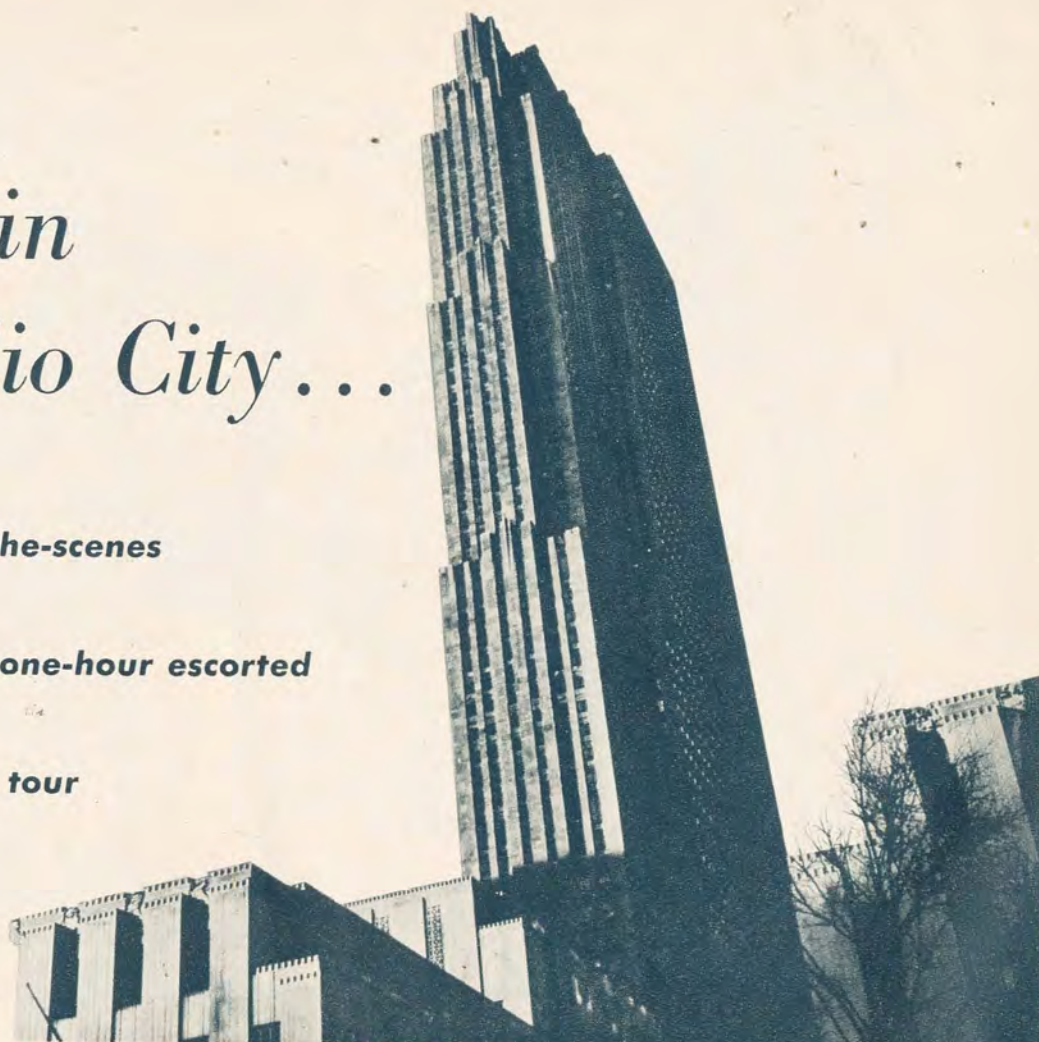
151 West 26th Street

# When you are in Radio City...

don't miss the chance to go behind-the-scenes

on NBC's famous one-hour escorted

broadcasting and television tour



See the studios where many of your favorite programs originate. Members of NBC's famous guide staff will take you on a backstage visit among radio's great.



See television in action! This is a view of Television Studio 8G, world's most modern. A television demonstration is an interesting part of every NBC tour.



See sound effects, radio's "scenery," an important part of dramatic programs.



Since NBC's Radio City studios opened its doors, six and one half million people have purchased tickets for the NBC Studio Tour.

Be sure that your visit to New York includes a visit to the headquarters of the network that most people listen to most. The NATIONAL BROADCASTING COMPANY, America's No. 1 Network, A service of Radio Corporation of America



# Hollywood

## On The Air



Jack Benny closed out his mattress account when he saw the new bank's sturdy vaults.

by Favius Friedman

### MIKE SIDE

Out in California as we write this the sun is shining on a day much too lazy to induce any brilliant thought-waves. (No cracks, please!) So, instead of pontificating, we'll take you to an event that indicates at least a tentative alliance between banking and that irrepressible bad boy, radio.

*It came about when Hollywood's* California Bank decided to premiere its newest branch in a decor like a movie set, with lemon yellow walls and sky-blue rugs. And on whom did the moguls of finance call to

ballyhoo the opening? Other bankers? No. They came to radio for its stars, knowing that a picture of Jack Benny withdrawing his cash from his mattress would grab far more space than one vice-president shaking hands with another vice-president.

**Everybody was there:** Benny posing for newsreels with his mattress on his shoulder and cracking, "This is my first picture since 'The Horn Blows at Midnight'—and I guarantee it will be a better one"; Lassie depositing a bone; Jane Powell turning over her bobby-sox because "she wouldn't be wearing them any more"; Garry Moore trying to open an account with a \$64 bill; George Burns and Gracie Allen pleading for a loan and getting turned down because all George had for collateral was Gracie; Jo Stafford; Mel Torme; Gildersleeve; Marian Hutton; Jean Hersholt and a host of others.

**No one ever saw a bank opening** quite like this. Even the manager beamed, "This is the most fun I've had in my 25 years of banking." It was a premiere in a style that only Hollywood can produce. But while the bankers' alliance with radio proved that finance and entertainment can lie down together, they still hedged on one minor item.

They just couldn't be persuaded to hand out any samples.

★ ★ ★

### SEEN AND HEARD

One of the contestants on NBC's "Double or Nothing" quiz show sent the audience into gales of laughter when Walter O'Keefe, the program's emcee, asked him what category of questions he had selected. The man looked up shyly and said, "I think I'll choose 'Famous Lovers.' It's the only thing on the list I know anything about!"

**Just to prove that giveaway shows** aren't all a bed of roses, there's the case of a Hollywood prize winner who sued "So You Want to Lead a Band" because the \$6000 worth of merchandise she won allegedly failed to come up to representations. According to the lady, she had her \$1000 lady's wrist watch and \$350 man's solid gold timepiece appraised and "their total value came up to only \$350 for the pair." Wonder if the gal ever heard the old saying about "looking a quiz show in the mouth?"



Garry Moore makes \$64 deposit.

Continued on Next Page



Our cover girl Jane Powell deposits her precious bobby sox in new Hollywood bank



The **Ford** Dealers

present

the Fred Allen show

WNBC

Sundays at 8:30-9:00 pm EST



# Hollywood

## On The Air

Continued

Seventeen years of writing and producing "One Man's Family" have taught Carlton E. Morse a few things about the elements that last. As Morse sees it, the program has succeeded because the fictional Barbour family lives its life as other families do. They look forward to their annual vacations; they quarrel occasionally; they are mystified by the vagaries of life; they hunger and mourn and find courage as all the rest of the world is doing. "These," said Morse, "are the emotions people can really understand."

### DIAL SPINS

Cute story connected with the title of composer Meredith Willson's new best-seller, "And There I Stood With My Piccolo." It goes back to a King who was so pleased with his orchestra that he told his members to go to his treasury, where each could have his instrument filled with gold pieces. The flute player was supposed to have said, "I can still hear the happy clatter as the gold pieces fell into the tuba, rattled down the neck of the bassoon, spilled out over the bell of the French horn. And there I stood with my piccolo!" . . . So far CBS Bob Crosby has earned \$1.53 in royalties from the music publishers of "Time Has Come to Bid You All Adieu," which Bob and a couple of others wrote as a sign-off on "Club 15" . . . Emceeding NBC's "Sealtest Variety Theatre" makes Dottie Lamour so nervous that she has to relax by warming-up the show with a rendition of that very funny song of hers, "Queen of the Hollywood Isles," in which she kids all the sarong pictures she's played in . . . Spare time occupations: The twin sons of NBC's Horace Heidt have made a recording of "Call for Philip Morris" and play it all day long for their pet parrot to teach the bird where his bread is buttered . . . Critics are heaping praise on the flicker version of "Sorry, Wrong Number," which was originally a radio thriller on "Suspense" . . . At this writing it looks like young comic Jack Paar will get the top spot on "Everybody Wins" . . . Now there's a new twist to the stork story, according to ABC's Don McNeil. A baby rabbit had bothered its mother with embarrassing questions for a couple of days until she finally turned to him in exasperation and said, "Oh, never mind. You were pulled out of a magician's hat" . . . Erskine Johnson, the Hollywood commentator who is heard on "Erskine Johnson's Hollywood Story," over Mutual, is still having trouble getting into his new house. Sewer problems. Meanwhile, Johnson is living in the back of his car and shaving at a neighborhood gas station.

Rotund Don Wilson, of the Jack Benny show, is beaming these days. His wife, who goes under the name of Marusia, has developed a



Three Gay Caballeros: Edgar Bergen and a couple of characters named McCarthy and Snerd.



John Hubbard and Deanna Durbin meet on "Hollywood Star Theatre."



Radie Harris holds her "Hollywood and Vine" interview with Gregory Peck at Lanai Restaurant.

It took a radio personality to put Hollywood on the map—literally. Ralph Edwards, of NBC's "Truth or Consequences," was the major factor in persuading the postoffice moguls to give Hollywood a definite designation as a postoffice. Up till now, Washington just didn't recognize Hollywood as having an official existence! . . . Queer doings: Three CBS shows emanate from the rival Mutual studios because Columbia is so crowded for space in its own building . . . Guess what radio biggie was voted the lad most likely to reach the third grade. He was in the fourth grade at the time . . . Lots of dramatic fare for you dial spinners these evenings. More than ever before, in fact, with shows like "Ford Theatre," "Hallmark Playhouse," the new Helen Hayes CBS series, "Lux Radio Theatre," "Screen Guild" and "Theatre Guild of the Air" offering a variety of exciting dramas . . . Have you ever wondered why jackpots on giveaway shows are almost never won twice in a row? Insiders claim that payoffs can be "controlled" so that listener interest is maintained over a greater number of weeks . . . Kay Kyser, one of radio's nicer people, was listed by the American Hospital Association as one of the nation's outstanding contributors of service benefitting the country's hospitals . . . Two of Hollywood's trade paper oracles are wrapped up in a feud that is just a tempest in a teapot but keeps Vine Street chuckling . . . Of All Things Dept.: Now it's Dave Elman's Hobby Lobby program that's joining the list of revivals . . . Fred Beck, CBS' morning columnist and tub-thumper for the incredible Farmer's Market, still suffers from insomnia but he's given up counting sheep. "On account of the price of lamb," explains Fred . . . Talk is that a certain big comic's weekly honorarium for his combined radio and tele shows is a nice \$11,000 a week. But it's only for 40 weeks a year . . . Don Quinn, who has been writing those good Fibber McGee and Mollie scripts, will leave the show within two years . . . It's CBS' Walter O'Keefe who claims that "Charles Boyer didn't take after his father or mother — just his nurse. And he caught her, too!"

Continued on Next Page

Phil Harris sneaks peek at comics and is caught at it by Alice Faye.

Bob Crosby listens to sound advice from film and stage veteran Charles Coburn.



Louella Parsons and Irene Dunne arrived early for movie-like opening of Hollywood bank.



congratulations

to the editors

of **Radio** TELEVISION **best**

from *Jo Stafford*



# Hollywood On The Air

Continued

## WHAT'S WITH THE SHOWS

Still another hour-long dramatic show looks set for a late season tee-off when veteran movie director Cecil B. DeMille takes over the reins on a new program over 500 Mutual stations. It will emanate from MBS' lavish \$3,000,000 Hollywood studios . . . ABC doesn't plan to let comic Henry Morgan stay away from the air lanes. If they can't sell him to a sponsor, they'll present him on a sustaining basis . . . Another ABC project is the presentation of Mrs. Eleanor Roosevelt and daughter Anna as a five-times-a-week afternoon series. The mother-and-daughter team will discuss world events of interest to women.

*Eve Arden chats with Jeff Chandler (rear) and Joe Forte*



★ ★ ★

## PERSONALITY STUFF

Sheer accident started Dorothy Shay on her zooming career as the "Park Avenue Hillbillie." She was singing in a New York night spot when she ran through her repertoire and faced clamorous customers who yelled for more. So she swung into the lyrics of an obscure number called "Uncle Fud," taught her by a Santa Monica piano player. Her mountain-girl take-off was an instantaneous success . . . ABC's Gordon MacRae used to warble as he delivered papers on his newspaper route as a youngster—but sang only for the people who had subscriptions. MacRae kept right on singing until he made a career of it . . . Red-headed Lucille Ball, who stars in "My Favorite Husband," over CBS, once was in an automobile accident that almost cost her life. Told that she'd never walk again, Lucille spent eight months in bed and three years learning to use her legs again . . . Bad eyesight ruined Rosemary DeCamp's chances of ever becoming an artist, so she began studying dramatics. She's been on the "Dr. Christian" show now for 11 years . . . Still another gal who turned an accident into a success story is blonde Doris Day, of the Bob Hope show. A dancer, she broke her leg in an auto accident and began exercising her throat muscles because she couldn't even move her toes for 14 months. That's how one gal got to the top as a songstress . . . And CBS star Arthur Godfrey worked as a coal miner, a lumberjack, a farmhand and as a radio

*Paul Weston and the Stafford girls (l-r) Jo, Christine, and Mrs. Galen Drake.*



*Ozzie Nelson is the center of attention with Dorothy Lamour (left) and Harriet Hilliard (right).*



*Eddie Green, Ed (Archie) Gardner, Florence (Miss Duffy) Halop admire Charlie (Clifton Finnegan) Cantor.*

operator in the Navy. Today he is one of the most sought-after personalities in radio.

★ ★ ★

## THAT'S HOLLYWOOD

Where a couple of starlets were discussing a man they had both been out with. One said, "He's one of the few men in this town who isn't a wolf." And the other starlet replied, "Yes, I found him a bore, too" . . . Where a real estate agent, advertising a \$60,000 mansion for sale, considered it an added filip that "Valentino slept here" . . . Where, if you follow the old maxim about "early to bed and early to rise," you'll miss a lot that doesn't go on in the daytime . . . Where Sidney Miller had a physical examination and was told by his doctor he's as sound as a dollar. Now he's scared . . . Where the young bride of a certain radio comic refers to herself as a gagster's moll . . . Where songstress Doris Day, describing her forthcoming role in "Two Guys and a Gal," said, "It's a wonderful part. I'm to have 18 wardrobe changes, five songs and two men" . . . Where local booksellers are heavily advertising a new book called "How to Conquer Shyness." Hmmm . . . Where, says ABC's Sam Cowling, "Marriage is like a tourniquet. It stops your circulation" . . . And where a young lovely describing the kind of man she'd marry, said, "It wouldn't make any difference to me whether he was rich or poor, as long as he was a millionaire." ★ END



Birthday  
Greetings

from

IRVING  
MANSFIELD



CBS



Producer

of



"The Morey Amsterdam Show."

and

"Arthur Godfrey's Talent Scouts"





Congratulations  
to

Radio & TELEVISION  
best



from

Coffee Dan's

HOLLYWOOD • LOS ANGELES

WHERE RADIO'S "BEST"  
JABBER OVER JAVA

Congratulations  
and  
Best Wishes

Muriel Francis  
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755 - 5th AVE., N. Y. C.

## RADIO'S MEMORY LANE

Some will find this game a little more difficult than others, but young and old will enjoy these trips down memory lane. It has taken a lot of exploring through dusty files to come up with these old familiar portraits—that is, familiar to us . . . and, if our guess is right, familiar to many of you despite the passing of time. If their names escape you, turn to page 63 for the answers.

CAN YOU NAME HIM? →

This young fellow still enjoys a high batting average as a radio comic, even though he's been around longer than he cares to remember. His face doesn't help conceal the answer. Easy, eh?



← CAN YOU NAME HER?

Sometimes it's hard for old-timers to remember her as one of the great singers of all times now that she spends so much time being a "Kid" all over again.



CAN YOU NAME HER? →

This winsome young lady enjoyed top billing among the gal warblers of her day. She and her equally famous husband composed one of the most popular teams in radio history.

RADIO BEST Cartoon Of The Month.



## radio stars

Ozzie Nelson smiles down at



Harriet who is very pleased.



Cel. Stoopnagle plays professor.



Margaret Whiting is hungry.



Dennis Day tries to explain.



## have such interesting faces

Janet "Corliss" Waldo daydreams.



Red Skelton looks devilish.



Eve Arden twinkles brightly.



Lucille Ball portrays shock.



Barbara Eiler in pensive mood



## 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.



**DREW PEARSON**, scholarly Washington columnist and commentator whose news and predictions of things to come are a listening "must" for millions, was teacher, seaman, foreign correspondent and globe trotter before settling down to his present Washington radio "beat."

The tall, slenderly built and bemustached journalist was born in Evanston, Ill., in 1897, and was graduated from Swarthmore College in 1919. Imbued with high Swarthmore ideals, he went to the Balkans with the British Red Cross. Later he became head of Quaker Relief work in Serbia, Albania and Montenegro.

Two years later, Pearson returned to teach at the University of Pennsylvania. After a year, wanderlust seized him again. Reversing Horace Greeley's advice, he headed East toward the rising sun aboard a world merry-go-round of his own making.

In 1922, Pearson shipped as a seaman on the S. S. President Madison out of Seattle, landing in Yokohama, from whence he wandered north to Saghalien and Nikolaevsk and back to Vladivostok. Here, out of funds, he persuaded a girl in the passport office to give him one for a bar of chocolate. Thence to Japan and a letter of credit.

Pearson's travels carried him along the China Coast to the Philippines and eventually to Australia where he tied up with a lecture bureau and lectured for six months in Australia and New Zealand. Then, thriftily arranging to write for newspapers in every important Australian city, he sailed for London. He continued to write for these papers and for papers in India and South Africa for the next ten years.

En route to London, he stopped over in India and visited the jail and home of Mohandas K. Gandhi. Returned to Europe, he interviewed its twelve greatest men for a news syndicate. The whole trip took him a year and six months. He started with \$700 and wound up with \$734.

Back in the United States once more, he resumed teaching, this time at Columbia University. This was short lived, however. The reportorial instinct and urge to travel were stronger. He recrossed to China and Japan, crossing the Gobi Desert this time and visiting the Tibetan frontier. All this time he continued writing for American magazines and newspapers.

In 1926, back home again, Pearson became editor of the United States Daily. The following year he covered the Geneva Naval Conference. In 1928, he accompanied Secretary of State Kellogg on his trips to Paris and Dublin, and accompanied President Coolidge to Havana.

In 1929, he joined the Washington staff of the Baltimore Sun and that year covered the London Naval Conference. In 1931, Pearson's report on the Cuban Revolution received honorable mention for the Pugsley award on the best journalistic work of the year. His most treasured award was given him in 1944 by his colleagues, the Washington correspondents. In the Saturday Review of Literature poll conducted among Washington correspondents, Pearson drew 56 votes, exactly twice as many as Walter Lippman, his nearest competitor, as the city's correspondent "who exerts through his writings the greatest influence on the nation."

Pearson's reports of national and international affairs, gathered from the nerve center of the nation—Washington—are followed avidly by tens of millions of readers of his syndicated column, Washington Merry-Go-Round. His verbal accounts of these events, plus his amazingly accurate predictions of things to come, are heard by millions more on his Sunday broadcasts.



a Red-Head tells  
a Blonde the Facts  
about Tampax

Alert to all things modern, this young titian-top has something to say on the subject of Tampax for monthly sanitary protection.

**RED-HEAD:** Isn't Tampax marvelous—the way it takes the place of the whole belt-pin-pad contraption? Do you use it?

**BLONDE:** I've been thinking very seriously about it and wondering whether I should.

**RED-HEAD:** Millions of women use Tampax and are you any different from them?

**BLONDE:** Tampax must be good to be so well liked. I'm converted.

**RED-HEAD:** You'll be surprised at how FREE it makes you feel and how much it improves your morale at such times!

Tampax is worn internally and absorbs internally. Invented by a doctor, Tampax is made of surgical cotton compressed in applicators. In place, it is invisible and unfelt. No belts, pins or external pads. No bulges or ridges under dresses. Quick to change. No odor. No chafing. Easy disposal. . . . Three sizes (Regular, Super, Junior) at drug and notion counters. Month's supply fits into purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by  
the Journal of the American Medical Association

TAMPAX INCORPORATED RB-128-R  
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.

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# Seat On The Dial

## IEWS & REVIEWS OF CURRENT SHOWS



Saul Carson's "Report to the Listeners" will alternate monthly with "Seat on the Dial." The following reviews are under editorial supervision of Mr. Carson.

**HEARD ON**  
**ABC**  
Sunday  
10:00 pm

**OUR MISS BROOKS**



Like no school ma'am we ever knew.  
Eve Arden

Do you know a nice, attractive, sensible, marriageable high school teacher? If so, keep her away from CBS at the time indicated herewith, when "Our Miss Brooks" is on the air. For any live lady academician who listens to this new CBS program is in for trouble, if she decides to go and do likewise.

I happen to know a few high school teachers. One of them — her subjects alternate between math one semester, and Latin and Greek the next — fits all the qualifications enumerated above. But she also has a sense of balance, which CBS' schoolmarm certainly lacks. In real life, Miss Brooks simply does not exist. She is not a caricature of a teacher so much as she is a takeoff on the predatory female, no matter what the profession.

Miss Brooks — impersonated, and well too, within the script limits, by Eve Arden — romps through the show making passes at the biology professor. I suppose the prof's specialty was intended to help build the double entendre. But it really doesn't matter. Miss Brooks is out to scalp him, and fears no men or white mice. A boy of about 16, a pupil in one of her classes, complicates things. So does her principal. Likewise the principal's wife. Ditto — well, the whole thing is just too complicated. Also rather incredible.

If CBS could decide which way Miss Brooks is heading, it might do something with this show.

**HEARD ON**  
**NBC**  
Tuesday  
9:00 pm

**BOB HOPE SHOW**



Hope shuffles show with promising results.  
Bob Hope

While you're waiting for Tuesday-at-nine to roll around, so you could tune in on NBC, here's a fable. We'll call it "The Rise and Fall of Bob Hope" because it happens to be about a fellow by that name.

For years and seasons without end, Hope was radio's prime defense against air attack. It was his business, that is, to fire over the airwaves, the purpose being to keep listeners from the radio. His ammunition consisted of what even listeners could identify as "gags." No man, machine or mischievous trouble-maker bent upon killing radio could speed these verbal dum-dums with greater clatter—and often with less point—than this man Hope. In twenty-nine minutes and thirty seconds of airtime, he could shoot at least four times as many witticisms—and maybe four of them were really witty. Speed was his greatest asset. He also had Jerry Colonna and Vera Vague, who were decent-enough citizens but had a living to make.

Hooperatings were high for Hope. But as long as he continued, there was little hope for radio. Listeners listened to him because it gave them the excuse to keep from listening to anything that made sense.

Critics were in despair. They couldn't stand Hope, but how could

they oppose high Hooperatings? Gradually, however, the word got around. First one critic whispered to another. It took years, but via grapevine the word finally reached Hope himself. Being a sensible fellow, he did something about it.

Now comes his fall from grace. This season, Hope did some firing again. But it was Colonna and Vague whom he discharged, and not his bullets. He reorganized his writing stable—the poor fellow started with only six scripters, as against last season's eleven (or maybe it was only nine). He also dismissed something that, in the past, seemed more vital to him than anything else—his ack-ack tempo. In slowing his pace, he has reduced his cubic volume of jokes. He got a girl named Doris Day and a man called Bill Farrell to do some songs, and an orchestra led by Les Brown to play the tunes. In short, he admitted he had been wrong, and showed willingness to reform.

Now, observe what happened. No sooner had he done what the critics had hoped all along he would some day have courage enough to attempt, than the barrage started. Only this time it came from those who had suffered so silently for so long. Almost unanimously (there were some notable exceptions) they howled. This new Hope, they wept, is hopeless. What did they expect—a Bill Mauldin cartoon?

Some of these critics are writing off the new Hope. Don't be taken in. He rose, he fell in their esteem—but he is rising again. An old, experienced trouper, Hope knows his stuff. I missed his opening show this year, but caught up with him on the second inning and found him enjoyable. He had some dignity, he had lots of confidence in himself, he had still more promise, his new tempo is pleasing, his new stance is easy to take. He is a comedian now, not an anti-aircraft battery. And I predict that he will improve.

Moral: Never sell Hope short; you may need him on a dark Tuesday night.

**HEARD ON**  
**NBC**  
Wednesday  
8:30 pm

**THE GREAT GILDERSLEEVE**



The "Great Man" loses a listener.  
Harold Peary

It's all there, as of old. The Great Man himself, LeRoy, the rest of the familiar group, including that "old goat" of a judge.

I have nothing against Gildersleeve or his retinue. I'm simply tired of them. There is "freedom of the air" isn't there? Doesn't that include freedom to refuse to listen, even to shows one does not dislike?

**HEARD ON**  
**CBS**  
Sunday  
5:00 pm

**ROBERT Q. LEWIS SHOW**



Comedian in search of the right format.  
Robert Q. Lewis

When I first heard of Robert Q., it was midst lots of excitement. It was a few years ago. NBC had a nighttime spot open. An agent came along with a new, fresh comedian, just out of the service. The chap was given an audition. Twenty-four hours later, he was signed for that open slot. In another 24 hours, he was on the air. In no time at all, he was off. He was blamed, but the fault lay elsewhere. NBC had rushed the young man — and, furthermore, it failed to provide the proper material for the newly discovered talent. Lewis went to a local New York station (WHN—which has recently changed its call letters to WMGM). There he spun disks, adlibbed, worked the lobster trick, got generally kicked around and finally . . .

CBS grabbed him. He's been with this network a couple of seasons now. Here, too, he has been all over the lot. He has substituted for Arthur Godfrey, has been on across the board afternoons, evenings, mornings, late at night. He has employed mild satire, nostalgia, barber-shop type of masculine crooning, clowning, corn, verbal clog-dancing and a form of humor which for lack of other description I might call cloisonne a la 52nd Street.

All that, and more, is what Lewis is doing currently on his new Sunday time on CBS. If that seems to you like hardly the sort of entertainment one would expect on the Sabbath, it is. Yet it is pleasant, too. However, I don't think CBS has as yet found either the best format, most fruitful time, or tidiest focus for Robert Q. Give the network credit for keeping him going. Some day, he may become a valuable property. Has anyone at CBS thought of just giving him the air and letting him ramble on, unattended? It might be worth a try. I think R. Q. might pull it off.

HEARD ON  
**CBS**  
Tuesday  
9:30 pm

**LIFE WITH LUIGI**



Cy Howard scores with new comedy show.  
J. Carroll Naish

It was a hot afternoon, last summer, when I sought air-conditioning. Some people go to a movie for such surcease. I found a vacant CBS studio. That is, I thought it was vacant until Luigi Basco horned in. Although I have some quarrels with him, I'm glad Mr. Basco did come to keep me company. If you want to know why, listen to CBS these Tuesday nights, at 9:30, and you'll hear all about "Life With Luigi." His last name is Basco.

The title is altogether felicitous. This program started out — as of the time, last summer, when I heard it on an audition platter — under the name of "The Little Immigrant." It is a creation of one of CBS' most successful producers. His name is Cy Howard. His big hit on the air to date has been "My Friend Irma." May Luigi bring a repeat.

Luigi is about as far from Irma and her sophisticated room-mate as Hollywood is from Chicago's Little Italy. The latter is the locale of Luigi's existence. He came, an innocent immigrant, from Italy. He came full of hopes — which are in the direction of earning the right to be called "American." Also his cousin has a major ambition. That cousin, Pasquale, wants to marry off a daughter. And Luigi is intended as the victim.

All this sounds rather pat. Really, it isn't quite as obvious when you let Luigi's life unfold in front of you at the radio receiver. Only trouble with the show — I heard the opener twice, remember, once on a platter and then on its official debut — is that it becomes rather gooeey, sticky, maudlin in places. But Howard took a couple of months in Italy, presumably to study the people whose immigrants he will try to portray on the show. Maybe it would be a good idea if he took a couple of months more, somewhere in America outside New York, Hollywood or Chicago. He might rediscover the fact that we are not really as sentimental as his Luigi dramatization makes us out to be.

Over-sentimentality apart, however, the aim of the show seems to be to entertain while, simultaneously, proving to us that immigrants are human beings worthy of understanding. As a whole, the Luigi air-biography does accomplish that effect.

Associated with the venture are William N. Robson as director, J. Carroll Naish playing Luigi, Gil Stratton as a 12-year-old boy wise beyond his age, Alan Reed as Pasquale, and Jody Gilbert as the luckless Rosa whom Luigi would prefer not to marry. I look forward to hearing this group carry on, and I shall be interested in Luigi's further adventures. But I do hope Howard squeezes some of the mush out of his brainchild.

HEARD ON  
**NBC**  
Wednesday  
8:00 pm

**SLAPSIE MAXIE SHOW**



Maxie's haymakers miss the button.  
Maxie Rosenbloom

"Do you like Codfish balls?"

"I don't know, I never attended any."

That, friends, is humor. As aired on the Slapsie Maxie show, starring one Maxie Rosenbloom.

I have been warned. This Mr. Rosenbloom, they tell me, was an expert at the art of fisticuffs. That is one skill I never acquired, so I shall be cautious.

To translate into the vernacular: I shall keep my trap shut. But my ears—uncauliflowered as they are—shall remain the same.

HEARD ON  
**NBC**  
Sunday  
2:30 pm

**NBC UNIVERSITY THEATER**



Air college offers mature entertainment.  
Clifton Fadiman

Here is a college that you can attend—even if you have never graduated from kindergarten. NBC has set out to bring listeners "contemporary U. S. and British literature." Don't let that high pur-

pose frighten you, however. It happens to be top radio entertainment. I'll come back to the goal of this class in NBC's kilocycle imitation of a campus. For the moment — on with the show.

Switching from a half-hour segment which the program had occupied Friday nights, the network has put this sixty-minute stanza on for a Sunday afternoon run. I can think of no better time for the series. You can relax and listen—and find the listening stimulating.

The opener on the series was a slow piece. "The American," by Henry James, is a great novel but hardly the sort of thing to which you would jump or jive. As adapted by Ernest King, the radio version of "The American" unfolded leisurely, taking James' own pace in telling the story. That's about an American businessman, retired at 45, who falls in love with the daughter of a "noble" French family that despises a person who had had the audacity to be a self-made man instead of a self-made maggot. Andrew Love's production also took its tempo from the novel itself. The result was an hour of unhurried drama rare to radio.

I think radio listeners are grown up enough to like this kind of entertainment. I think they are mature enough to understand that you don't have to graft false values on a piece of radio drama. The kind of production given the Henry James work would undoubtedly be out of place in the dramatization of a tough opus by Hemingway or a circuitous study by Dos Passos or a maudlin melodrama by Somerset Maugham. All these are on the schedule. I was happy to note, by the very manner in which NBC handled the James story, that each author will be given the kind of treatment his material demands.

I suppose that prime credit for the execution of this fine job must be given to the pair of people who supervised the production, Wade Arnold and Margaret Cuthbert. But Love's work in giving the proper values to the author's original intentions contributed to an altogether successful inauguration. His choice of cast was very good, Alan Hale turning in a well-balanced lead in the role of the American businessman. Backing Hale with competence were John Beal, Charles Steel, Georgia Bachus, Eve McVeagh, and Louis van Rooten.

As to that highbrow goal, mentioned above, don't let it worry you—it's only a gimmick to get some snobs to listen. True, Clifton Fadiman turns in an urbane little lecture on literature between halves. At the end, on the debut, the president of the University of Louisville took the podium to tell how his institution helps spread higher learning through NBC's college-by-radio. I can take college prexies or let them alone, and I can always listen to Fadiman. Neither the intermission commentator nor the professional academician will bite you if you hear them, and they may give you a hint or two worth having. But the play itself is the thing, and that got started auspiciously indeed.

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

**MILTON BERLE SHOW**



Berle is back... and Stang's with him.  
Milton Berle

Milton Berle is back—in spades. Tuesdays, at 8, he is the star of Texaco Star Theatre over NBC's television network. Wednesdays at 9, he is the leading attraction of Texaco Star Theatre over ABC's radio network. That may seem like a lot of Berle. But I, for one, can take it. Especially if he keeps using Arnold Stang sensibly.

The Berle radio lineup doesn't end with Stang. There is the snooty Frank Gallup, who still lords it over Berle by looking down his longhair music announcer's nose at a mere comedian. Kay Armen sings, Pert Felton is impertinent, and Al Kelly peddles double-talk. But the prophet of the piece is Berle, and his principle disciple is Stang. Long, together, may they airwave.

Berle, of course, is reminiscent—mostly his cracks remind you of quips long attributed to one Milton Berle. His routine is no different than the one he started to trundle in radio two seasons ago. Gallup, playing the announcer devoted to symphonic music, insults Berle. Berle takes the insults. Berle tells Berle favorites, without quotation marks. Berle clowns. Berle is all over the lot. Even when he uses Stang, the stooge is cast as Berle's brat, Junior. It's Berle's show all the way through—which is as it should be.

But for using Stang the way he does, Berle should be given particular credit (or maybe the check should go to his writer, Nat Hiken). Stang's dry, whining voice is particularly suited to the type of lines assigned to him on the Berle show. I have liked Stang since Henry Morgan brought him into the big time. But, opposite Morgan whose nasal quality is so much like Stang's own, there seemed to be duplication—and waste. Now, however, Stang stands out on his own, supplementing with his minty flavor the more earthy of Berle's smoky slapstick. In tandem, they are an excellent combination. ★ END

More than 1500 Disc-Jockeys in America

**BUT ONLY ONE**

**MARTIN BLOCK**

of **THE MAKE BELIEVE BALLROOM**



**WNEW Gets more listeners  
than any other station from  
10-11:30 a. m. 5:35-7:30 p. m.  
Monday thru Saturday**

For nearly 13 years Martin Block—No. 1 Disc Jockey in all the land—has been entertaining twice daily from the four big stages of the MAKE BELIEVE BALLROOM over WNEW.

Ever since February, 1935 the MAKE BELIEVE BALLROOM has been a BIG show—and like all big shows it appeals to all ages. Hit tunes, top bands, new stars—Greater New York's millions hear them all and *hear them first* on this program that's patterned for you and you, and especially for you.

*A great combination, Martin Block and the MAKE BELIEVE BALLROOM—a "natural" for New York. That's why more people listen to WNEW during MAKE BELIEVE BALLROOM time—than to any other station in town!*

**WNEW**

**1130  
ON YOUR DIAL**

Represented by  
John Blair & Company

YOUR FAVORITE STATION FOR MUSIC AND NEWS 24 HOURS A DAY



1 As a foot and toe exercise  
Joan falls back on  
the simple, effective  
pencil grip.



2 Swing foot back and forth,  
move toes up and down.  
That'll slim  
and trim those ankles.

3  
Now the old bicycle stunt,  
a tried and true  
way to taper down  
calves and legs.



Tired? Relax a few minutes.  
Prop up legs,  
lean back, take it easy.

# Limb...ering up for Television.

Just because you have  
a nice figure,  
don't neglect it,  
advises radio actress  
Joan Arliss, of  
the "Nick Carter" show.  
Joan has something there.  
And, if television  
folks are looking,  
we'd say they have  
something in Joan.



5  
A dash of bright nail  
polish (left)  
to keep up morale;  
then just look pretty  
in case that  
television sponsor  
is looking (right).



6



# Glamour Girl



**A BEHIND THE SCENES REAL STORY ABOUT A SMALL TOWN RADIO PERSONALITY.**  
Complete In This Issue  
**A New Monthly Bonus Feature**

*Ted's letters brought them all back—the friends and neighbors she knew and loved, real people who had depended so much on her for help and advice.*



Success in radio or love does not always follow a girl to New York.



# Goes Home

*"I knew that Ted looked forward to marrying me, but that he himself should provide me with a New York contract was hardly what I expected."*

Any girl with a job like mine, as woman commentator on a small, independent station, might have had dreams of going to New York and "hitting the big-time" on a national network. But I had never thought about it seriously until that day in June when Ted and I had lunch together.

"Did you know that Bill Colton of the United Network is in town today, Carol?" he asked.

"The United Network!" I gasped.

"Yes," Ted went on, as casually as if network executives visited Adamsville every week. "I met him years ago when I was visiting relatives in New York, and he's coming over to see me. I'll take him to hear your broadcast if you like."

I was amazed at his words. Ted was assistant manager of our local station but, unlike me, the big city held no lure for him. I knew that he looked forward to marrying me and eventually owning his own station in Adamsville or some other small city. That he himself should provide me with a New York "contact" was hardly what I expected.

"If I like!" I repeated. "Let's get back to the station!"

I was anxious to prepare my-

self for the day's broadcast but it seemed that everyone we passed that day was one of my listeners. A stout woman grasped me by the arm. "Oh, Miss Williams, I'm so glad to see you. My green tomatoes are rotting on the porch. Can you give me that recipe you talked about last week?"

After I promised to mail the recipe to her, Ted and I hurried across the street only to be stopped by another woman. "My daughter just got married and they're living over a barn," she said sadly. "The cows are much too close for comfort. I told her that if anybody could help her find a decent place to live in, Carol Williams could."

Tears in her eyes, she thanked me when I assured her I would appeal to a friendly real estate agent. We finally reached the station and were about to open the door when I heard someone calling my name. It was one of the local ministers who wanted me to make a "humorous little speech" at a church benefit and also ask my listeners to attend.

"I never thought we'd make it," Ted said as the door closed behind us.

Despite my haste, these living testimonials of confidence and af-

fection made me glow with pride. I smiled and dashed to the studio where my "subject" for the day was waiting for me. This was to be the kind of broadcast, featuring a local personality, that I had often done with much success. Mrs. Watkins had become famous—famous for her pie crust. I had talked with her and found she was brimming over with anecdotes about family dinners, church suppers and benefit parties—homely stuff but alive with human interest.

Just before we went on the air, I saw Ted enter the studio with a tall, well-dressed man. Before my program was over, I knew it was a success. Mrs. Watkins came through like a trouper, chatting easily and pleasantly about her recipe and answering my questions, designed to bring out her good-humored, down-to-earth personality.

"A fine job!" Bill Colton said after the broadcast, as he shook hands with me. "I wouldn't have thought that Mrs. Watkins and her pie crust could be so fascinating."

As we walked down the corridor toward my office, talking about radio programs and Adamsville listeners, I was wondering how I

could turn the conversation to the subject of radio in New York. But as we reached my door, Colton asked, "Did you ever think of trying your luck in New York?"

I could feel Ted's eyes on me. "Do you think I have a chance?"

Colton straightened his expensive-looking tie. "You certainly have talent, Miss Williams. But it's not easy for anybody. I could get you a job of some kind, but as far as getting on the air is concerned, you'd be on your own. I'm in the stations department and have nothing to do with programs, you see."

My eyes finally met Ted's. Just a glance at the strong line of his chin would have convinced any woman that he was not the type of man to follow meekly in her footsteps as she went from one city to another. Would I lose him as I searched, with no assurance of success, for fame and fortune?

I smiled with a gaiety I did not feel. "I'll see you in New York," I said, and vanished into my office.

A week later, I was in New York. It was all I had hoped it would be, with its tall buildings, wide avenues lined with lights and huge stores overflowing with beautiful merchandise. Broadway

*Continued on Next Page*



Continued

was like a fairy tale come true and Radio City a dream world I could touch and feel and smell. Bill Colton, always suave and genial, took me to dance at the famous nightclubs. Sometimes I wondered at the attitude of genial reserve he always assumed with me, as if I were his best friend's sister or his brother's wife.

But I didn't have much time to think about Bill or gape at the big city. Bill soon found me a job on the staff of Margaret Fowler, a woman commentator with a national reputation. It was my job to do the preliminary interviewing of the personalities whom Miss Fowler was to interview on her broadcasts. I found myself talking with stage and motion picture stars, visiting dignitaries from foreign countries, celebrated writers and famous athletes, and reveled in the feeling that I was, at last, a "glamour girl."

It was so much fun that almost two months passed before I began to miss the daily excitement of my broadcast, the thrill of being "on the air" and, most of all, perhaps, the feeling that I was needed and wanted. In Radio City, I had neither a microphone for my voice nor a listener I could call my own. After a day of celebrities, I often felt a positive nostalgia for Mrs. Watkins and her pie crust.

Bill Colton's warning that "it's not too easy for anybody" came to my mind time after time. One

day I sat down in the network lounge next to a young woman whom I guessed to be an actress. She had evidently been crying and now she was trying to hide the evidence with powder. In Adamsville, one didn't overlook tears, even those of a stranger, and I thought I might comfort her.

"Is there anything I can do?" I asked.

The girl smiled her thanks. "No, and I really don't know why I'm blubbing like this. I just got another brush-off. I've had hundreds—but this was from a director who once told me I was one of the finest emotional actresses on the air."

I wrinkled my forehead in bewilderment. "But why won't he give you a part if he thinks you're so good?"

The girl shrugged her shoulders, after looking at me as if to be sure I was serious. "You evidently haven't been around much. The directors, you see, are not interested in anyone without a 'name,' except for occasional small parts. How do you acquire a name if they won't let you act? Simply by a rare, good break that comes to one in a hundred. Even with experience like mine, it's a long, hard pull."

With her lipstick she emphasized the full line of her lips, and then looked at her watch. "Here

I am, giving a sermon, and I want to catch a director. I'm off—for another brush-off, probably. Why don't you go home, before you begin to look like an old lady, too?"

That night, as I combed my hair in my lonesome, little room, the young actress' face, lined with disappointment and frustration as I had first seen her, obliterated mine in the mirror.

About a week later, the clerk at the hotel desk handed me a letter, and my heart beat faster when I saw Ted's name on the envelope.

"Even if you're enjoying yourself in New York," he wrote, "I thought you might like to read two of the many letters that have come in since you left. People won't accept the fact that you're not here any more. As for me, I

know that numerous writers have used the English language with great success to express their love, but I find it completely inadequate. Love, Ted."

The letters he enclosed were like many I had received in the past. One was a plea for help from a mother whose daughter had left school to take a job as a pianist in a beer tavern. The other was from an old farmer, an ardent correspondent. He knew from my voice that I was a "sweet lady," he wrote, and if I was "interested in matrimony," he could offer me "forty acres of land, a cow, some chickens, one horse and two mules."

My elderly suitor's words made a sweet sound in my ears and I was whispering them to myself in the office on the morning I heard that Miss Fowler was ill and would be unable to broadcast. She was scheduled to interview a writer with whom I had talked only a week before. I fairly ran to the program director's office and found him talking with a well-known actress.

"Excuse me for interrupting," I said, "but Miss Fowler's sick, you know."

I was obviously excited and both the director and the actress looked at me in surprise. "Yes?" he said, a question in his voice.

"Aren't you going to let me do



Perhaps this was her real opportunity—an audition that would mean fame and glory for a small town girl on a big town network.

it? I interviewed Ralph Baker only last week."

He looked pointedly at the actress and she politely excused herself, saying she would meet him in the studio. His voice was not unkind when he spoke but I felt like a little child receiving a lesson in good manners. "The selection of a substitute is entirely in the hands of the sponsor's advertising agency and they have chosen Miss Warner. You should realize, Miss Williams, that only someone with a reputation could

Continued on Page 63

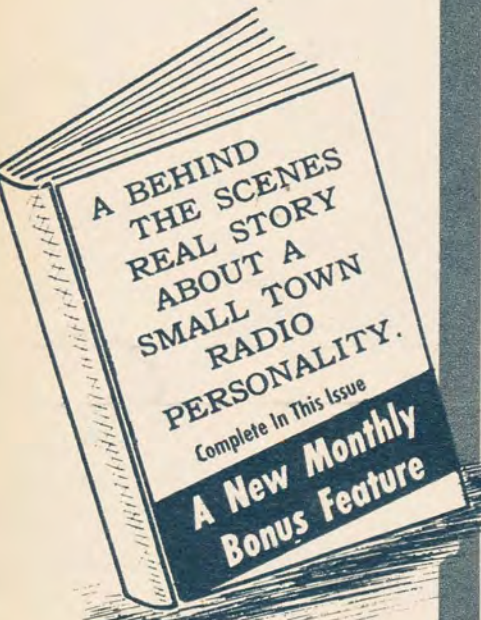


Carol knew this was one of her very best programs—and lucky it was for there in the studio were Ted and Bill Colton, the network executive.

★ THE CAST ★

Carol Williams..... played by Rosemary Rice  
 Bill Colton..... played by Joe Latham  
 Ted..... played by John Raby

(Rosemary Rice plays the role of Kathy Stanley in "When a Girl Marries" heard on NBC, Monday through Friday, 5:00 to 5:15 p.m. EST. John Raby plays Harry Davis and Joe Latham plays John Hackett in the same series.)



# Glamour Girl Goes Home

"You should realize," the producer blurted, "that only someone with a reputation could substitute for Miss Fowler." Carol's pleading was in vain.





*Congratulations*

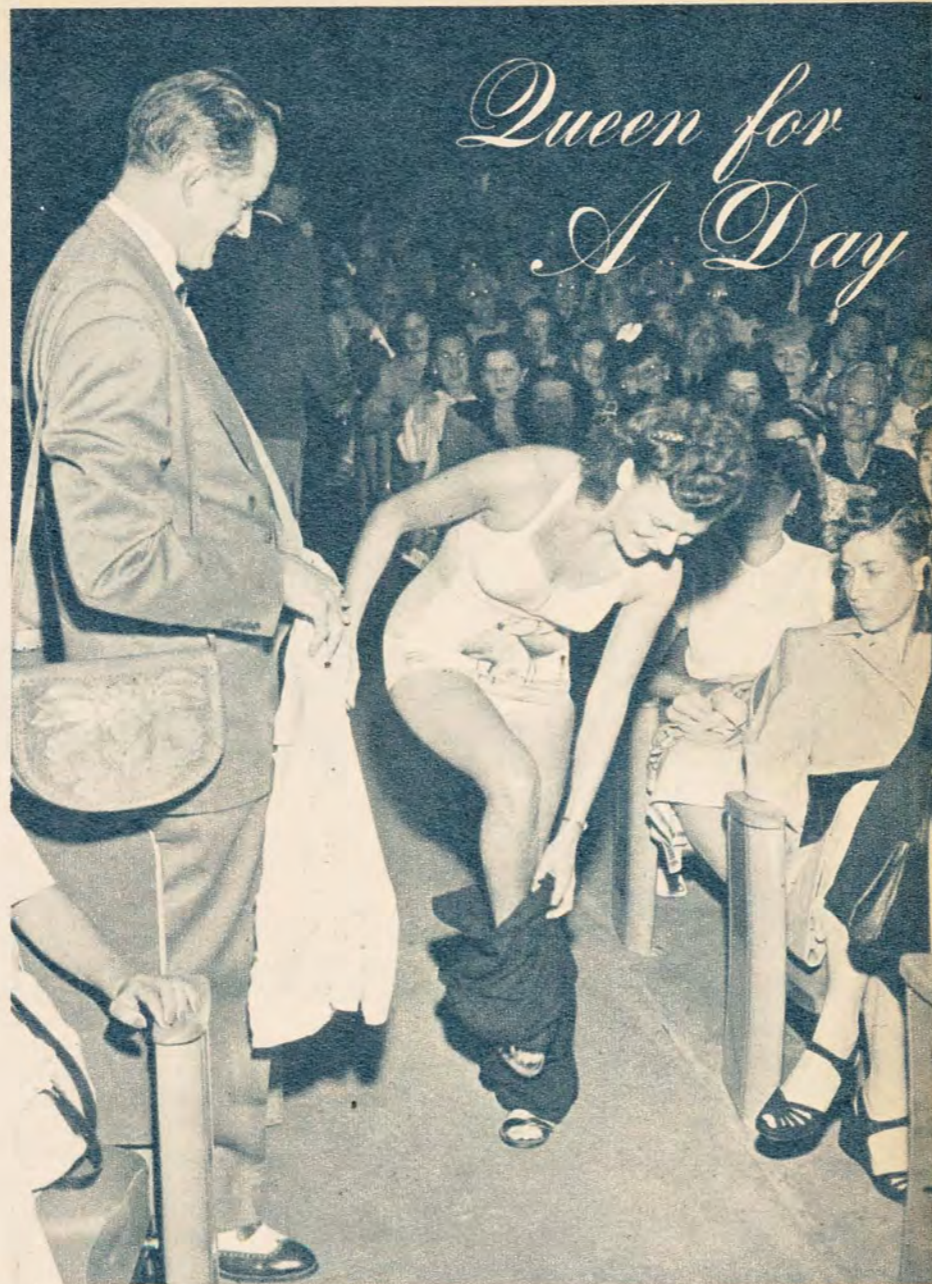


from

**Jack  
Benny**

... and me too,

**Mary  
Livingstone**



*Queen for  
A Day*

**It looked like** Minsky's when candidates swarmed into Hollywood studios and engaged in general strip act, doffing clothes except for bathing suit, naturally, to get set for this beauty contest.



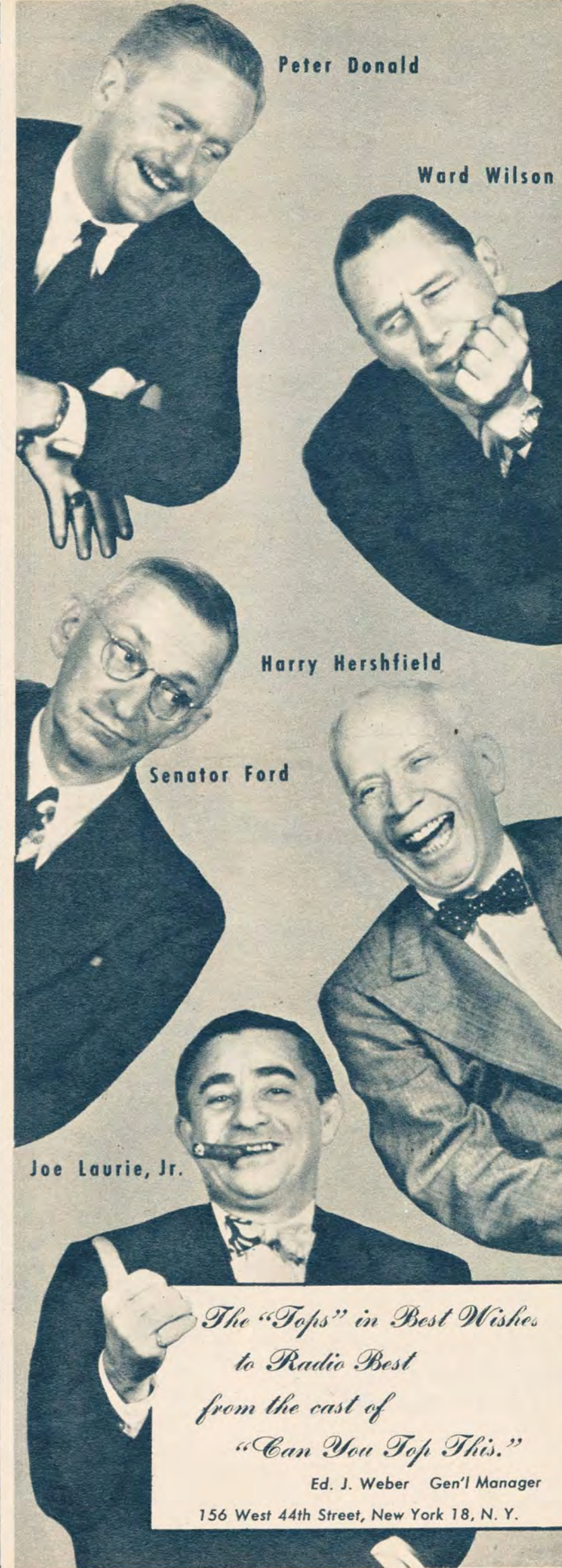
Jack Bailey conducts hunt for Neptune's Queen on Mutual quiz show.

**Mrs. Dolly McKinney** of Newport Beach had her own notions about King Neptune's tastes. Emcee Jack Bailey got right into the act and got into grandpa's suit well preserved by ton of mothballs.



**What Bailey** and Queen Virginia are doing under water is a puzzle. Some sort of ritual about meeting Neptune.

**After show** Queen Virginia Hunt played hostess to contestants Mrs. Aubrey Jacobson (at her left), Mrs. McKinney and Mrs. Penny Wallen. Bailey's feeding minnows or something.



Peter Donald

Ward Wilson

Harry Hershfield

Senator Ford

Joe Laurie, Jr.

*The "Tops" in Best Wishes  
to Radio Best  
from the cast of  
"Can You Top This."*

Ed. J. Weber Gen'l Manager

156 West 44th Street, New York 18, N. Y.





*Gene Autry*

*Home On The Range -*  
**with America's  
 Richest Cowboy!**



Gene and his prize horse "Champion" welcome visitors to the cowboy troubadour's "Melody Ranch" in San Fernando Valley.



Horses, of course, are the top hobby of both Gene and his wife, Ina, who proudly exhibit the prize animals raised on their own ranch.



Gene doesn't mind the chores that go along with raising horses. The cowboy troubadour proves his versatility with the pitch fork.



Believe it or not, you won't find a single conventional business suit in his wardrobe, but he owns a fabulous western collection.



One of the special features of "Melody Ranch" is this interesting three dimensional mural showing the old western days. Note the curious carvings.



In his den the singing cowboy recalls his service with the air force in the Pacific. Gene inspects captured Jap flag, one of many rare mementoes.



While "Melody Ranch" is the smallest of the five ranches owned by the famed cowboy troubadour, Gene and Ina have a special love for the San Fernando home they built in 1940.



The cowboy and his lady are particularly proud of their cozy fireplace.



Gene takes time out for business with the help of his secretary, Louise Heising, who also plays a violin in the orchestra on the "Gene Autry Show."



# Thanks, Radio Best

FOR the excellent story on my Lorry and Mark Warnow carried in your June issue and to Rudy Vallee—who “discovered” Lorry for television and has been instrumental in furthering her career here in Hollywood. Of course, Vallee gave first opportunities to Edgar Bergen, Larry Adler, Joan Davis, Frances Langford—to start to name only a few—and I’m sure he’s just as right about Lorry Raine Gayle.

\* \* \*

She’s a honey, this Lorry gal, and a honey of a singer. Critics of the calibre and renown of Leonard Feather, George Simon, Tom Herrick of *Down Beat*, Joe Carlton of *Billboard* and Al Scharper of *Variety* have said so in print.

\* \* \*

Her *Songs to Remember* album of eight sides, says Harry Crocker of the *Los Angeles Examiner*, “is one of the most beautiful wax productions

on the market.” It’s on the Coast label, retails at \$3.75.

She has two new sensational records out. They’re on Coast, too: *Foolish Me* and *Spring Made a Fool of Me* (picked by *Billboard* in its Tips on Coming Tops) and Margaret West and Frank Smith’s sensational *Can’t Sleep*, backed by *Lonely Cafe*.

\* \* \*

If you want a new thrill in singing, stop in at your favorite record store. If they don’t have the Lorry Raine records, ask them to be ordered. We’d like to know how you like them, too—and your sales slip will bring you a personal, autographed picture and note from Lorry.

\* \* \*

If you’re interested in bands, singers, records, songs and music publishing news, departments and features of all kinds, I publish a monthly trade magazine, *Hollywood Lead Sheet*, with all the inside information and data, direct from the source of where it all happens: \$1.50 a year.



**TIM GAYLE**

1637 N. Vine Street  
Hollywood 28, California

Publicity and Public Relations —  
Personal Management  
Publisher, *Hollywood Lead Sheet*

# "Ageing" LUM 'n ABNER for Television.

PINE RIDGE'S CELEBRATED CITIZENS  
PREPARE FOR NEW CAREER  
AFTER 17 YEARS ON AIR.



CHET "LUM" LAUCK      NORRIS "ABNER" GOFF

This is way they look before makeup men get to work. Far cry from our Pine Ridge friends?



1 Here is where transformation begins. First make-up base is applied, age lines drawn in.



2 Area around Lauck's eyes receive special care while Goff has scraggly white beard put on.



3 With the facial makeup taken care of the boys get their wigs in place followed by hair trim.



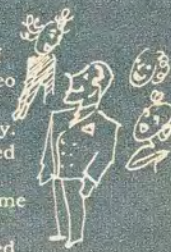
4 This about does it. After 3 hours, 20 minutes Lauck and Goff make way for Lum n' Abner.



5 And here they are, your good neighbors from Pine Ridge, Lum n' Abner.

## RADIO BEST Television Best

Television raises a new problem of whether the regular and frequent appearance of an artist on the video screen will wear out the actor's popularity. Hollywood has learned that the public gets tired of seeing the same face on the silver screen and has limited many of its stars to one or two films annually. Imagine Milton Berle making only two video appearances a year?



Now that our favorite radio interviewer, Mary Margaret McBride, has proved that the power of the candid TV eye cannot be overcome by long and interesting chatter, we hope that other top radio personalities will think twice before venturing before the cameras.



Daily News columnists Danton Walker and Ed Sullivan wanted to become Tele stars. With a sense of loyalty and ambition both eagerly awaited the opening of the News-owned WPIX. Danton had pioneered back in 1941 as video's first variety-show emcee. He also clicked big on WPIX' gala opening as emcee of the Versailles show. Breaking the link between loyalty and ambition Mr. Sullivan discovered that he could do business with CBS and soon found himself with a \$10,000 per week bankroller for his "Toast of the Town." Thus proving that he can keep on loving the N. Y. News and make an outside buck at the same time. Also that Mr. Walker is a very patient guy.

The seeing-eye reveals all, so better watch out if you ever find yourself within the video camera range. Ballet or tap dancers' legs appear heavily muscled and plump in closeup shots; you'll look toothless if your teeth are silver-capped and you'll invite embarrassment if the camera catches you eating peanuts at a ringside when you told the missus that you'd be working late in the office.



Eddie Cantor and Jack Benny will make their TV debuts via films. Advantages of intersplicing, editing, etc., will enable better gag timing and permit the comics to enjoy their own antics in their own living rooms. Is that good?

RADIO BEST  
**Television Best**

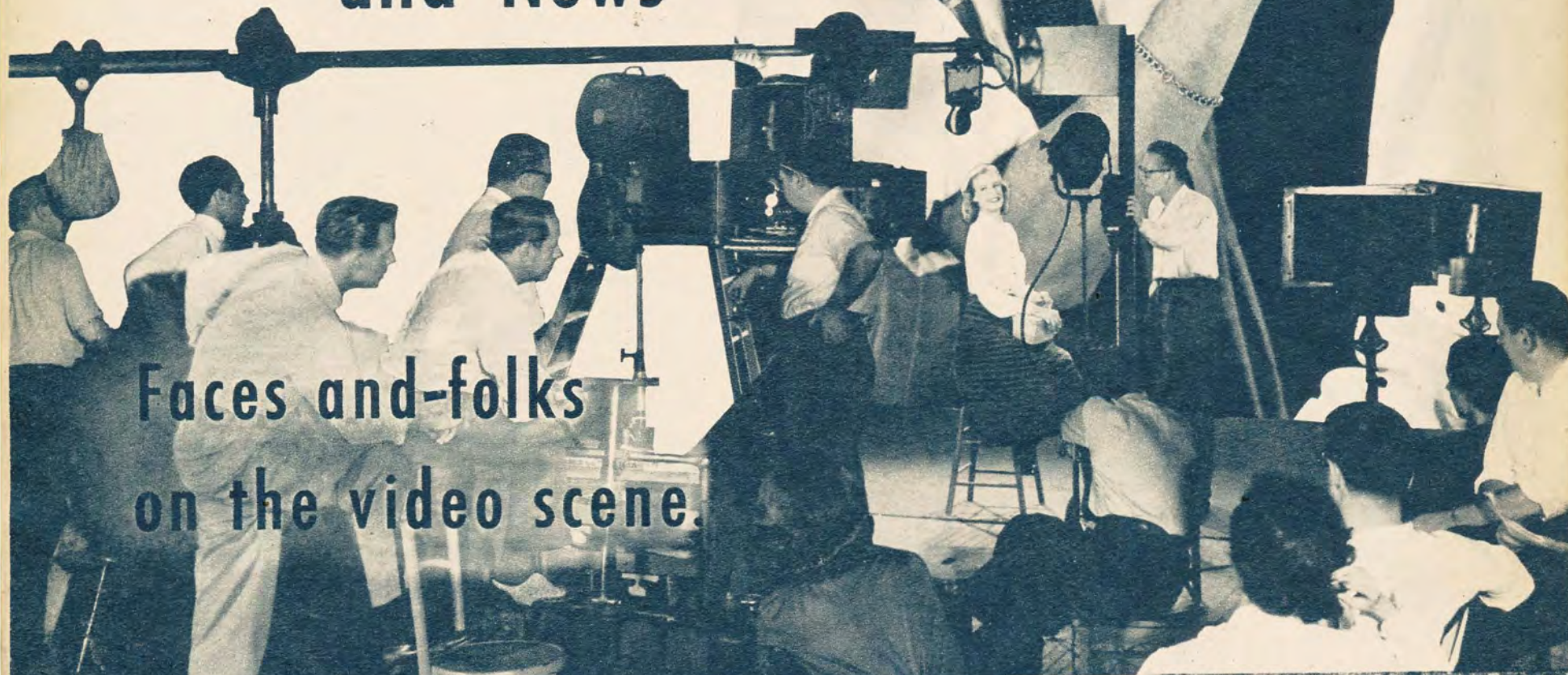


# Tele-Views and News

Pat McLroy, "Miss Rheingold 1949," gets set for video debut.



## Faces and-folks on the video scene.



Roger Pryor coaches aspirant for "Miss Rheingold" title before video appearance. Video audience votes helped elect winner.



Lovely Eileen O'Connell and Mary Gardiner appear before CBS video camera with Irving Kaufman, "Happy Jim Parsons" of radio fame.



She'll either slice melon or hubby's bald head on Jack Bright's "Try and Do It" quiz program.



Jon Cnagy who conducts "You Are An Artist" program over WNBT has his students drawing figures like this inside of a few lessons.



Beautiful screen star Penny Edwards in close rehearsal huddle with Lanny Ross before guest appearance on singer's new variety show.



"Television Screen Magazine" introduces all sorts of novelty acts to WNBT audience. This strong man feature presentation is typical.



Last minute news from the world's fashion capital are provided by Faye Emerson, chic narrator of WNBT "Paris Cavalcade of Fashion."



Bob Stanton introduces Connie Ronde, "Miss New York" to viewers of Television Screen Magazine.



The dramatic possibilities of television were observed to great advantage in scenes from Shakespeare's "Henry V" portrayed by lovely Rita Colton and veteran Sam Wanamaker on WNBT Television Playhouse.

Continued on Next Page

Congratulations

TELEVISION  
**Radio best**

America's fastest-growing  
radio-listener magazine!

From the staff of  
**WLIB**  
1190 ON YOUR DIAL

Radio's best balanced entertainment station —  
New York's fastest-growing independent broadcaster.

207 East 30th Street, New York City

under the direction of Herman M. Bess

# Tele-Views and News

Continued



Video newsreel catches Joan Caulfield with artists Caniff, Fisher, Edson at cartoonist exhibit.

## Faces and folks ... on the video scene.



Columnist Danton Walker greets Maggi McNellis as she arrives for gala premiere of "Babe Ruth Story" covered by WPIX video camera.



Television's "Musical Merry-Go-Round" revue entertains audience with amusing shenanigans of comics Fritz de Wilde & Jack Kilty.



Dr. Roy K. Marshall demonstrates "The Nature of Things" in his weekly video science lessons illustrating every day phenomena.



Reno Brown, star of western movies, shows her gun technique to newsman Richard Harkness on his "Story of the Week" telecast.

# Big Story

...in this  
little  
sip!



Louise Erickson, who plays sister in NBC's "Date With Judy"

Having a  
chocolate  
ice-cream

soda ... will never make the headlines,  
but there's a big story behind every sip.

Laugh if you like at lipstick on glasses, or at foggy, smeary ones at soda fountains—or drink right from the neck of a pop bottle. But remember when you do —you're inviting disease!

Protect yourself and your family by asking your community for an adequate health code. Be sure you're safe by insisting on individually wrapped drinking straws which are protected from dust, dirt and other contamination until the wrapper is broken by the user himself.

Wrapped straws are now required by law in many cities throughout the country, thanks to the constant efforts of far-sighted citizens and public health officials.

Your kids like straws too and often will drink more milk if they can use them. Ask your doctor about straws —he'll recommend their use in public places and at home.

**DRINKING STRAW ASSOCIATION, INC.**  
NEW YORK, N. Y.

Ethel Barrymore



Loretta Young

Best wishes to  
**Radio best**  
from "The Family Theatre"

(Produced by Rev. Patrick Peyton)

Every Thursday 10:00 P.M. (EST)

Mutual network

"The Family Theatre prays together ... stays together"



Pat O'Brien



Barry Fitzgerald



Margaret O'Brien



Congratulations to

**Radio & TELEVISION  
best**

*Jack Owens*

**TOWER RECORDS**

**ABC Breakfast Club**

Personal Manager  
AL BORDE . . .  
203 N. WABASH AVE. . . . CHICAGO

Publicity Manager  
MARALEITA DUTTON ASSOC. . . .  
19 E. PEARSON . . . . CHICAGO



Hedda and Gene are greeted the hospitable Hawaiian way — hula dancers et al.



**Hedda hops  
to Hawaii  
with  
Gene Raymond**

It was a big day in the lives of our Island neighbors when Hedda Hopper and Gene Raymond dropped from the skies for a holiday weekend plus a guest appearance on "Hawaii Calls." That fantastic hat sticking its nose way up here is Hawaii's contribution to the fabulous Hopper hat collection.



In trouper fashion Hedda and Gene give big hand to star act on "Hawaii Calls." The natives gave that hat a hand, too.



Gene didn't mind this nice surprise arranged by emcee Webley Edwards at mike.



With Hawaii's gift teetering on her head Hedda gives her version of native hula girl.



Congratulations and best wishes to the staff of Radio Best

*Sophie Tucker*



# Olan Soule: From Leading Man to Handy Man.

First Nighter star settles down in his new Hollywood home.

**T**HE curtain goes up, a hush falls over the audience, and we present a scene of domestic tranquility featuring Olan Soule, star of the First Nighter show, who is cheerfully helping his family settle down in their new North Hollywood home.

Soule recently moved to the west coast from Evanston, Illinois, after 13 years on the Chicago radio scene. His midwestern fans — their number is legion — mourned the removal of their old-time favorite First Nighter program, heard in Chicago since 1930. "The Little Theater Off Times Square" complete with Mr. First Nighter and Broadway sound effects, is now heard over CBS in Hollywood, thus reuniting Olan with his leading lady, Barbara Luddy, also former Chicagoan.

Olan is not just being a dutiful husband when he helps his wife, Norma, make necessary repair jobs around the house. Besides being radio's most popular leading man, Olan is known as a proficient handyman — his hobby of putting about a workshop has provided his family with such welcome items as furniture, and a superb nine-room doll house for daughter, Jo Ann.

His radio reputation of adding authenticity to his roles is a natural for Olan Soule. If he plays the part of a truck driver, amateur carpenter, or author, Olan most likely has held these jobs in real life.

Soule was born in La Harpe, Illinois, and later moved with his family to Des Moines, Iowa, where he attended school. In 1926 when he was in high school, he ran an ad in a theatrical magazine and was flooded with replies from tent show managers who were interested in a young

Young admirers surround Soule on → his visit to teen-age show.



"juvenile" man who could sing, dance, and play the drums! Olan chose Jack Brooks in Sabula, Iowa, and began playing in the orchestra and acting in the shows.

While on tour with the company, Olan found himself doing many odd jobs. He drove a truck that held all the show's equipment, set up and tore down the tent at each performance, and chased props. He became experienced as an actor, specialty artist, drummer, prop man, canvas crewman and truck driver—all at the salary of \$35 a week!

In 1931 when the depression folded up road shows, Olan and his wife, his childhood sweetheart, headed for New York. Here he ran elevators and served hamburgers with the best actors in town. Chicago was his final stop in 1933. With the aid of his wife, Olan polished up on shorthand and obtained a job as secretary-switchboard-file clerk. In his spare time he wrote plays. Because auditioning for radio parts took so much time, Olan lost his job, but got the part of Sam Ryder in "Bachelor's Children." From then on his career in radio was assured. Parts on Orphan Annie, Grand Hotel, Freedom of Opportunity and Theater on the Air, followed rapidly.

Besides his workshop hobby, Olan likes photography, specializing in movies of his wife, daughter, and son, Jon. Olan's versatility, his hobbies and varied interests, will make him one leading man who will never get stuck in the proverbial rut.



Jo Ann and Jon inspect the house that Dad built.

Olan Soule plays feature role in peaceful domestic drama.



Olan puts up drapes with wife Norma's aid before working on doll house he promised youngsters.



Norma lends willing hand as her versatile hubby gets started on still another household project.



Jon wants to help too so dad puts him on job with a plane in their well-equipped carpenter's shop.



Olan is as handy with a paint brush as he is with stilson wrench and demonstrates technique here.



Olan is very particular about the finish of his job whether it's drama role or handyman chore.



## The Morey Amsterdam Show

CBS Coast-to-Coast

Tuesday Night

Conceived and Produced by Irving Mansfield

Written by Sid Zelinka and Lou Meltzer



## Radio *best* Records of the Month

by Les Merman



TOMMY DORSEY



FRANKIE CARLE



LES BROWN

Have a little irony: RCA Victor is strenuously attempting to put over a hit record for Tommy Dorsey, their efforts on "Until" (20-3061) hitting some sort of a new promotional high. The results, so far, are not too good. This reviewer's opinion: the same, not too good. The ironical part of all this is that T.D., who formed a new band since the record ban, now has one of the most wonderful orchestras of all time, and his greatest singer in Denny Dennis, the British star who has made so many fine disks on the London label. Yet, apparently, he must depend upon the waxings of an inferior band to prove that he's got the best musical merchandise around...

### *Trumpeter leads own band*

Also struggling is BILLY BUTTERFIELD, noted trumpeter, who is shooting for a reputation as a bandleader. For CAPITOL he's waxed "What's New" (15186) which he did as a trumpet soloist for Bob Crosby years back, under the title of "I'm Free," and "Stardust" (15189) which served as a notable Butterfield trumpet solo for Artie Shaw's crew. In both cases the originals were better records although Billy, himself, plays with wonderful tone and taste. The finest "Stardust" is still Jack Jenney's Vocalion etching made about nine years ago...

COLUMBIA's "October Twilight" (38291) won't let FRANKIE CARLE fans down. There's plenty of the maestro's feather-fingered pianistics and a pleasant vocal by newcomer Nan Wright...

### *Nice work by Les Brown*

An incredibly naive title "A Woman Always Understands" (38292) is linked to a very serviceable if somewhat familiar melody that is tastefully arranged and nicely played by the LES BROWN band. On COLUMBIA...



LENA HORNE



JAN PEECE



STAN KENTON

DUKE ELLINGTON isn't up to his usual form with "IT'S MAD, MAD, MAD" (COLUMBIA 38295) but it's good enough for the more avid Ellington collectors. Delores Parker tries hard but the best vocal on this tune is Lena Horne's recent MGM biscuit...

BOBBY SHERWOOD's always-interesting ensemble does exciting things with an instrumental tabbed "FLOATING" (CAPITOL 15211). Especially notable are the trombone and trumpet solos...

### *Jan Peerce in sentimental mood*

Two sentimental tunes are vigorously recorded by JAN PEECE, namely: "BECAUSE" and "BLUEBIRD OF HAPPINESS" (10-1454) on RCA VICTOR's Red Seal label. "Bluebird" is one of the all-time best sellers on that company's list and is a reissue...

Nobody demonstrates musical muscles as does STAN KENTON—this department feels the Anti-Noise League should **MORE** →



# Radio *best* Records of the Month

Continued

definitely get the net out for him—but this time, back of June Christy's crystal clear vocalizing, he fashions a melodic "WILLOW WEEP FOR ME" (15179) that's done in wonderful taste. Christy is definitely star timbre. And this is one of those rare disks that boasts two good sides. "BONGO RIFF" is a vivid Afro-Cuban piece...

BILLY ECKSTINE cements his fast-rising reputation as a romantic baritone with a pair of uniformly good ballads, "EVERYTHING I HAVE IS YOURS" and "I'LL BE FAITHFUL" (10259) for MGM...

## Popular singing at its best

The rousing but tender feeling that typifies the not-heralded-enough chanting of HELEN FORREST is eloquently demonstrated in "I LOVE YOU MUCH TOO MUCH" (MGM 10262). This is popular singing at its best. On the reverse she does "WHAT DID I DO" which also gets a whirl this month from Dinah Shore and Margaret Whiting on their respective record sponsor's labels...



MARGARET WHITING



NELLIE LUTCHER



ARTHUR GODFREY

The aforementioned MISS WHITING, riding high on the hit disk "A Tree in the Meadow," comes up with another worthy effort in "HEAT WAVE" for CAPITOL. On this she does right by Irving Berlin's "As Thousands Cheer," one of the better standard show tunes...

NELLIE LUTCHER can be real gone with a ballad, we learned, as we spun her CAPITOL disk of "MY LITTLE BOY" (15180). She's plenty tricky with her phrasing on this one...

ARTHUR GODFREY'S no singer but he's got millions of fans and so it's worth mentioning that his latest COLUMBIA waxing called "TURKISH DELIGHT" (38246) has some amusing lyrics and will probably delight the deep-voiced radio idol's worshippers...

THE RAVENS are an interesting addition to the big-time vocal quartets. Their "BYE BYE BABY BLUES" (4234) for KING is a zingy thing...

We're slowly acquiring a taste for the sweet voicings of THE DINNING SISTERS and found "BUTTONS AND BOWS" (CAPITOL 15184) pleasant listening fare...

## Among the best albums

Among the better albums recently released we'd like to recommend COLUMBIA's "S WONDERFUL" with DINAH SHORE and BUDDY CLARK happily paired, and dueting some memorable show tunes and movie songs. Among these are "JUST ONE OF THOSE THINGS," "MAD ABOUT THE BOY," "EASY TO LOVE," "LET'S DO IT," "ROSALIE" and "S WONDERFUL." Tersely, 's wonderful... CAPITOL's "FAMILIAR SELECTIONS FROM CHOPIN" are entrancingly played by RAY TURNER... The same company has also turned out "VIENNESE WALTZES" including the familiars composed by Strauss, Lehar, Kalmer, Sierczynski and Ivanovici. Played by the FRANK DE VOL orchestra... Getting back to TOMMY DORSEY, RCA VICTOR has revived a lot of good stuff in an album called "TOMMY DORSEY'S CLAMBAKE SEVEN" that yields small ensemble music gaily played by real pros. Among the personnel are Dave Tough, Bud Freeman, Pee Wee Irwin, Gene Traxler, Yank Lawson, Skeets Herfurt, Johnny Mince and singers Jack Leonard and Edythe Wright...

## New religious recordings

For those who like to hear religious recordings, BIBLE-TONE has several albums on the market. To list some there are "HYMNS OF COMFORT AND JOY," "CHRISTIAN SCIENCE HYMNS," "ELIJAH," "COWBOY HYMNS," "HYMNS OF GLADNESS"... \* END

happy  
birthday  
greetings  
from  
Guy  
Lombardo

Harry Link's "Musical Links" column will be resumed in the January issue.

# BMI Pick-up Sheet

## Radio's Best Hit-Tunes

### COOL WATER (American)

Vaughn Monroe ..... Victor  
Nellie Lutcher ..... Capitol  
Sons of the Pioneers ..... Victor-Decca  
Kate Smith ..... MGM  
Tex Ritter-Dinning Sisters ..... Capitol  
Foy Willing ..... Majestic

### CUANTO LE GUSTA (Peer)

Andrews Sisters-Carmen Miranda ..... Decca  
Xavier Cugat ..... Columbia

### FOR HEAVEN'S SAKE (Duchess)

Adele Clark ..... Decca  
Claude Thornhill ..... Columbia  
Jan Garber ..... Capitol  
Ray McKinley ..... Victor

### HAIR OF GOLD, EYES OF BLUE (Mellin)

Jack Emerson ..... Metrotone  
Art Lund ..... MGM  
Harmonicats ..... Universal  
Gordon MacRae ..... Capitol  
John Laurenz ..... Mercury  
Jim Smith ..... Varsity

### IN MY DREAMS (Wizell)

Vaughn Monroe ..... Victor

### LONESOME (Republic)

Sammy Kaye ..... Victor

### PLAY THE PLAYERA (Marks)

Xavier Cugat ..... Columbia  
Tito Coral ..... Victor  
Snooky Lanson ..... Mercury

### RENDEZVOUS WITH A ROSE (Jay-Dee)

Buddy Clark ..... Columbia  
Bob Eberly ..... Decca  
Pied Pipers ..... Capitol  
Pepper Nealy ..... Bullet  
Don Rodney ..... MGM

### TAKE IT AWAY (Pemora)

Eric Madriguera ..... Decca  
Xavier Cugat ..... Columbia  
Emil Coleman ..... Deluxe  
Edmundo Ros ..... London

### THE THINGS I LOVE (Campbell)

Delta Rhythm Boys ..... Decca  
Tommy Dorsey ..... Victor  
Raymond Scott ..... Columbia  
Jan Savitt ..... Victor

### TIME AND TIME AGAIN (London)

Buddy Clark-Wayne King ..... Victor  
Eddy Duchin ..... Columbia  
Tommy Tucker ..... Okeh

### WHEN YOU LEFT ME (Porgie)

Russ Morgan ..... Decca  
Larry Green ..... Victor

### WITH A TWIST OF THE WRIST (Patmar)

Kay Kyser ..... Columbia

### YOU STARTED SOMETHING (BMI)

Tony Pastor ..... Columbia  
Peggy Mann-Russ Case ..... Victor

### YOU WALK BY (Cavalier)

Jerry Wayne-Bobby Byrne ..... Decca  
Blue Barron ..... Victor  
The Charioteers ..... Columbia

### YOU WERE ONLY FOOLIN' (Barron)

Blue Barron ..... MGM  
Ink Spots ..... Decca  
Kay Starr ..... Capitol  
Eric Whitely ..... Columbia

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*Paul Weston*

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Supper Club**

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**Capitol**  
RECORDS

Exclusive Capitol Recording Artist

★ ★ ★  
*Sarah Vaughan*

★

**GUEST APPEARANCES:**

- ★ Jack Smith Show—CBS
- ★ Ed Sullivan's "Toast of the Town"—CBS-TV
- ★ "Teen-Timers"—MBS

Exclusive Musicraft  
Recording Artist

*Radio best*      DECEMBER

**SILVER MIKE AWARD  
For  
Outstanding Performance**

*to Percy Faith*

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.

**Deems Taylor (right) makes Silver Mike Presentation to Percy Faith.**

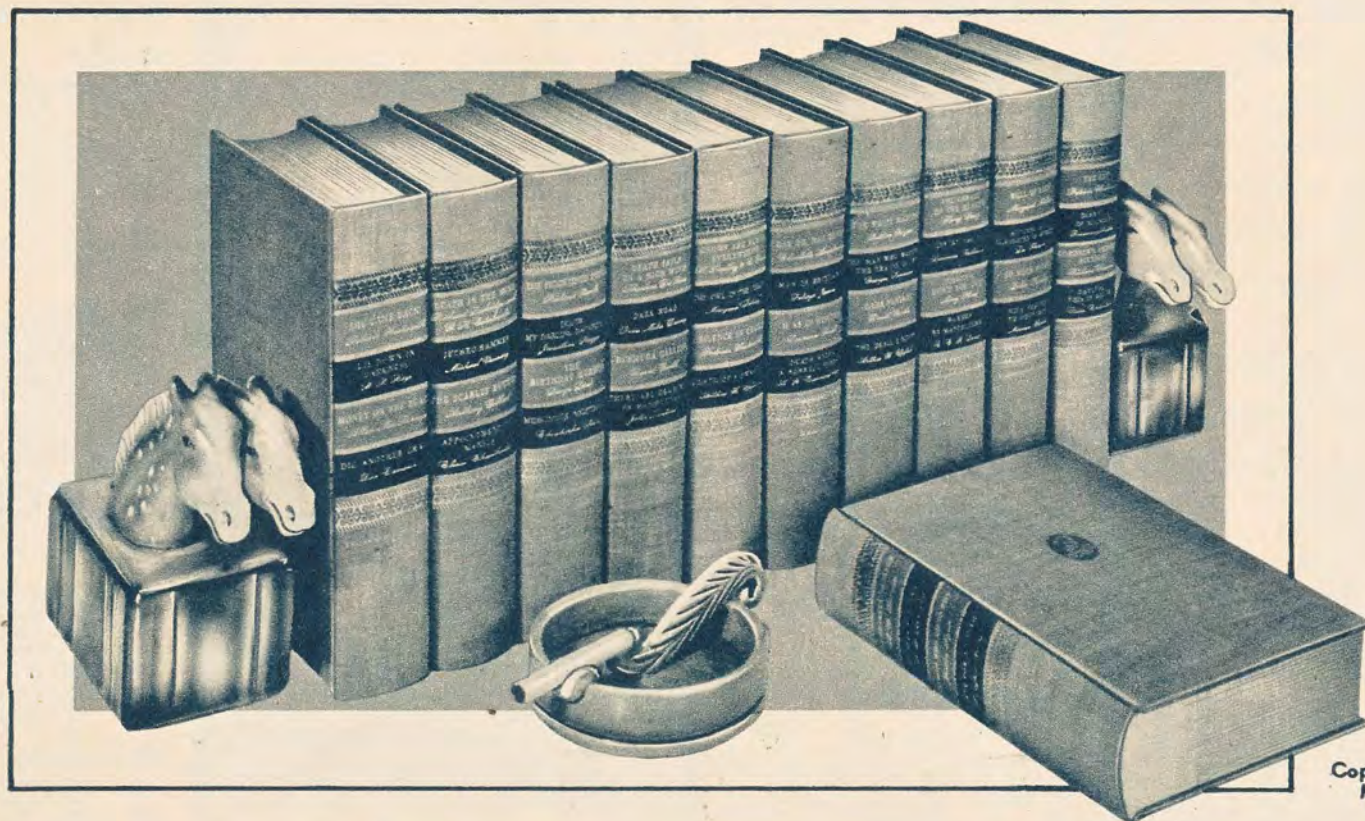
**P**ERCY FAITH was born in Toronto, Canada, the oldest of eight children. When his dad bought him a violin at the age of 7, he didn't anticipate the lad's aunt would present him with a piano, too, and this complicated his early musical career. Percy, however, told dad not to worry and proceeded to master both instruments, though he favored the piano, and at the age of 10 gave a concert featuring himself in both piano and violin solos.

At the age of 11 Percy took on his first professional job after school hours in the local movie house playing the piano accompaniment for the silent movies. The family deplored his haste and Faith called off his career until he was through with high school, when he went to work for a local radio station. By 1931 he was conducting his own orchestra and three years later joined the Canadian Broadcasting System as conductor and arranger. His program "Music by Faith" first brought him to the attention of American audiences. It also started a frenzied scramble for his services, and in 1940 he accepted the conductor's post on the "Contented Hour" where he remained for 7 years before signing as star of CBS' "Pause That Refreshes."

During these years Faith has contributed much of importance to the language of American music. RADIO BEST is proud to honor him for his outstanding interpretations of the "popular classics" which he has deservedly felt belonged on a "pedestal where people can give ear to the wonderful music America composes and sings."

# Are You A Mystery Novel Fiend?

*An Invitation to One Thousand  
Radio and Television Executives*



Copyright 1948, Unicorn  
Mystery Book Club

**A**N INVITATION to join the Unicorn Mystery Book Club comes only rarely. That is because we are not a mass organization, and do not widely open the door to new members.

Instead, we are a small, select band of mystery devotees, closely attached to our club, which strives to reflect our exact tastes in selecting and publishing mystery books for us exclusively.

Each month the club chooses four new mystery and detective novels, adjudged to be the best of the current crop, and then publishes them in one, large, handsome volume, a special edition for members. The monthly volumes are beautifully printed from the original plates, and uniformly bound to make a magnificent set of modern mystery fiction.

Our club gives no book bonuses, or free books, but the value to members is immense. The four novels selected each month are currently selling at not less than two to three dollars each in bookstores. The charge to club members is only three dollars for all four—nearly a four-for-one value.

Further, a member pays no dues or fees, makes no promises to buy any books at all, and can resign at any time. That makes it easy for a new member to try one book, and then resign if he is not satisfied.

But we are not looking for new, temporary members. Most of the original members who joined two years ago are still with us—enthusiastically with us. For a short time again we are opening membership rolls, to delight people like the man who wrote us recently that he had tried six times, unsuccessfully, to join the club, and what does he have to do to get in?

**T**HE CLUB CREED. The club has under ten thousand members, but that membership includes people important in business, in finance, in government, and in the learned professions. The club has no wish to become a

mass producer of mystery novels for the popular taste. To do so would destroy its essential quality.

We pay a large enough royalty so that nearly every publisher sends in his newest to-be-published mystery books for consideration. *We read them all.* While we make our choice solely on the value of the story, our list of published authors reads like a blue book of mystery fiction—and each selection is a badge of honor for the author chosen.

**G**UARANTEE TO MEMBERS. When we contract for a novel we insist upon a minimum six-month clearance. The original publisher must agree that no cheaper edition will be printed during that period. Thus we can guarantee our members a genuine minimum eight-dollar value—that the four novels we distribute each month cannot be bought elsewhere for less than two to three dollars apiece.

We do not bar serialization of the novel in a magazine. Nor do we bar magazine publication of a condensation, nor sale for moving-picture production. These are ordinary trade practices. We do ban publication in full in a single issue of a magazine during our clearance period.

## UNICORN MYSTERY BOOK CLUB BROOKLYN 1, N. Y.

I am happy to accept your invitation to become a member of the Unicorn Mystery Book Club.

Each month hereafter you will send me the current four-in-one club volume containing four complete new mystery novels. Each month I will remit \$3.00 plus 20¢ mailing cost within a few days after receiving the volume.

It is understood I may resign from the club at any time at all, or have you stop shipping me volumes for any period, merely by giving you notice of my desire.

**F**OUR NOVELS EACH MONTH. We take the four novels selected each month, make a special printing of them, complete and unabridged, from the original plates, and bind them into one big, handsome volume for members. The club volumes are uniformly bound. Thus a member may build a set of the finest modern mystery and detective fiction.

The paper, printing, and binding of each volume is in nearly every case superior to that of the original editions, equal to many eight and ten-dollar books. But the member pays only **THREE DOLLARS** for each four-in-one book, plus 20¢ postage cost.

**C**lub Rules. The rules are simple, as the club gives no free books or book bonuses. As a result the club does not exact from members a promise to buy a specified number of books. A member can join now, stay in the club as long as he wishes, resign at any time at all, and even skip books by letting us know in time to stop shipment.

We invite you now to join our enchanted inner circle of mystery enthusiasts. If you are a mystery novel fiend—and who isn't?—this is your opportunity of a lifetime. Send in the application form today!

## APPLICATION FORM

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**LIQUID 'lipstick'**  
 CAN'T SMEAR!  
 WON'T RUB OFF!



Instantly . . .  
 make YOUR lips  
 more thrilling!

Here is the most important charm discovery since the beginning of beauty. A "lipstick," at last, that actually can't smear—that really *won't* rub off—and that will keep your lips satin smooth and lovely. It isn't a "lipstick" at all. It's a liquid in the most romantic shades ever! And so permanent! Put it on at dusk—it stays till dawn or longer.

You can use it to prevent cream lipstick from smearing, too. Just brush on a coat of Liptone after lipstick.

Adele Mara featured in *Wake of the Red Witch* a Republic Picture



# Liquid liptone

**and CHEEKTONE . . .** Roses in your cheeks without rouge! A "miracle" preparation. The effect is absolutely natural and lovely. Lasts all day.

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 Send Trial Sizes. I enclose 12c (2c Fed. tax) for each.

Please check:

- Medium—Natural true red—very flattering.
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- CHEEKTONE—"Magic" natural color.

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 City \_\_\_\_\_ State \_\_\_\_\_



# Meet John Old Ben Franklin's "Heir".

HIS HABITS HAVE YET TO PUT POOR RICHARD TO SHAME.

Leo Carillo (left) dropped in for special interview during "Miracle of the Bells" premiere in Philly.

**P**OOOR RICHARD had nothing on Poor John! What's more the two had a lot in common, for John Franklin, versatile announcer on KYW, Philadelphia, is a collateral descendant of the famed 18th century writer and statesman, Ben Franklin. But where the latter gained fame with his printing press, young John Franklin is making quite an impression via the microphone.

Although he operated a toy printing press as a youngster, Franklin had no particular talent along that line. He had accumulated a trunkful of unaccepted manuscripts, which apparently did not have Ben's famous touch. But John has more than made up for writing deficiencies with his expert handling of such KYW programs as "The Lunchtimers" and "Adventures in Music."

Radio, and more recently television, has become a way of life for Franklin, and a pretty successful one. In his spare time he manages to keep busy with a variety of hobbies that would daunt the average man.

Philatelist, numismatist, painter, musician, song writer, antique collector, fisherman, builder of model railroads and collector of first edition magazines—Franklin does them all with equal zest.

"Being a numismatist," he says, "helps fulfill old Ben's advice about 'taking care of the pennies and the dollars will take care of themselves.'"

One of his prized possessions is a Mexican landscape which, he says, has a strong international flavor. As an Army officer during the recent war Franklin had an opportunity to do the sketch in Mexico, paint it on Eniweitok and finish it on Saipan.

Landscapes and pastels are not the only object of Franklin's brush. He has a fine collection of antique furniture, which he has decorated Peter Hunt style. Old glass, particularly Pennsylvania's renowned Stiegel ware, holds a fascination for the Franklin household.

Such a variety of homey hobbies tends to foster Franklin's determination to settle in his own home in suburban Philadelphia. "I guess I'm the only announcer in Philadelphia," he says, "who doesn't want to go to New York."

Born 33 years ago in the Quaker City, Franklin is proud of the "City of Brotherly Love" which has been home to his illustrious ancestors. John attended Episcopal Academy here and later matriculated at Shenandoah Valley Military Academy.

Eleven years ago he started in radio at Bridgeton, N. J., later moving to Trenton and Philadelphia. His radio career has found him on nearly all Philadelphia stations.

After returning from fifty months in the service, John found Philadelphia blossoming forth with three television stations, and he soon fashioned two of his own TV packages which were quickly accepted by local television stations.

Like the industry itself, Franklin has found it wise to depend on radio for a livelihood while television is developing. One of the assignments which gives him his biggest thrill is KYW's daily noontime variety program, "The Lunchtimers," on which he is master of ceremonies. His witty remarks and sense of timing add a bright sparkle to the songs of Beverly Bowser, Lee Morgan, Tom Perkins and to the music of Clarence Fuhrman and the KYW orchestra.

Franklin was married in 1942 to the former Josephine Manfredo of Punxsatawney, Pa. Recently they announced the birth of a daughter, Deborah, named after Ben Franklin's spouse.

Appropriately, at the baptismal ceremonies recently, cousin Ben Franklin III was on hand as godfather.

Needless to say the Franklin name is being kept alive in Philadelphia and Poor John is doing his share.



Beverly Bowser and Lee Morgan, vocalists, enjoy daily chores with John Franklin's noontime show.



John's "Lunchtimers" show made big hit at the Reading Fair. Clarence Fuhrman lead orchestra.



You'll see John on his own Television show, "Stop, Look and Win," which he writes, acts and produces.

# Toast of the Town

Style 4867



SIZES  
11 to 17  
12 to 20

Only \$7<sup>98</sup>

Let there be no doubt about it, here is the best suit buy of the season . . . for wonderful lines, surprising details, costly airs and thrilling low price! Superbly tailored of "crush-proof", wool-like rayon with that rich feel of men's gabardine suiting . . . it is tops in fashion from its Barrymore collar to its darling cuffs . . . Brilliant gold buttons on parade down the front, and on the cuffs are an added touch to help you button-hole that bachelor. In Black, Brown, Green and Grey.

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Please send me DOMC style 4867 shown above in size and color indicated below. Include information on how I can join The Dress-of-The-Month Club and receive valuable Bonus Gifts at no extra cost.

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\$7.98 enclosed. Ship Postpaid.  Ship C. O. D. I'll pay postage.

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**MONEY-BACK GUARANTEE OF SATISFACTION**



# ... "Call for John-e-ee-eee!"

The true story of the bellhop and the huckster.

About fifteen years ago, an advertising executive, Milton Biow, sat in the lobby of the Hotel New Yorker in New York City. Early for his appointment Biow sat deep in thought regarding the exploitation of Philip Morris cigarettes, an advertising account he had recently acquired.

Suddenly, he was startled by the clear, bell-like tones emanating from the throat of a pint-sized bellhop. The huckster's mind reeled quickly. "Boy, please page Mr. Philip Morris for me."

That scene constituted the first and only radio audition for Johnny Roventini, the 35-year-old midget bellhop who has since skyrocketed to national fame as "Johnny," the boy who politely, but persistently, calls for Philip Morris.

Johnny is one of four children of a Brooklyn family. He weighs 58 pounds and stretches to 47 inches. His picture graces the store windows and counters "all over America" and his yearly income is better than \$20,000.

"I thank my Philip Morris stars, (the word "Lucky" is too competitive) that Mr. Biow decided to visit the New Yorker back in 1935," says Johnny. "It was like the straw that broke the Camel's back."  
Did he say "Camels?"

# Conquest by Contrast

Style 4860



SIZES  
9 to 17  
10 to 20

Only \$6<sup>98</sup>

Any way you look at it this figure-flattering dress is a vision to behold . . . rave-bait for admiring eyes date-wise or office-wise. Look at the clever, embroidered monogram and saucy cap sleeves . . . look at the contrasting rich velveteen that gathers below the waist to give you the new rounded hip line . . . look at the long, long back zipper . . . and look twice at the happy low price—only \$6.98. Exciting go-with-everything combination of Grey woolly-rayon with sparkling Wine velveteen.

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SIZE	Grey with Wine velveteen.
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\$6.98 enclosed. Ship Postpaid.  Ship C. O. D. I'll pay postage.

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**MONEY-BACK GUARANTEE OF SATISFACTION**

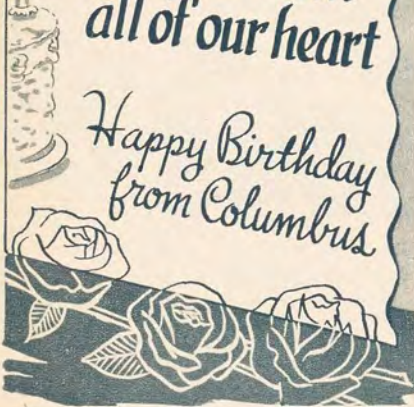
We send our "best"  
to Radio Best

Be this but a  
wonderful start

New friends  
may you gain  
Old friends  
you retain

So say we with  
all of our heart

Happy Birthday  
from Columbus



Shimmering  
old congratulations  
on growing  
so handsome  
as you grow  
so ancient.

*Dave Garroway*



No No! Tar Hits  
\$24,000.00 Jackpot.

Twenty-two year old Martin Lasher won't listen any more to those old sea dog tales about sunken treasure. He doesn't have to. The Brooklyn sailor found his hoard right on dry land in the shape of the biggest credited jackpot in radio history, \$24,000 worth of treasure which became his for solving the "secret sentence" on CBS' "Hit the Jackpot." When asked what he was going to do with his fortune, Brooklyn's seafarer replied, "I'll have to talk to Mom first."



Best to  
Radio Best!  
Maggi McNellis



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XMAS GIFT ORDER  
Please send  
RADIO BEST  
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"RADIO  
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**WPEN** has Philadelphia's  
Most Sensational Wake-up Program!

# THE "FRED BENNETT SHOW"

with Fred's Famed  
**SINGING DUCKS**



- ... Ever hear a duck duet by singing ducks?
- ... Ever hear leading citizens run an elevator race?
- ... Ever hear history repeat itself—as it could never have happened?
- ... Or soap operas that burn your eyes with laughter?

... Or the weirdly humorous commentary of  
H. Kalt Van Borem?

... You can hear these and many more sensa-  
tional features on "THE FRED BENNETT  
SHOW!" Start Living! Listen to the Fred  
Bennett Show!

**950**

# WPEN

THE SUN RAY DRUG STATION IN PHILADELPHIA



**Theatre:** The original "Front Page" was a 1921 stage play which featured Lee Tracy in role of reporter Hildy Johnson.



**Movies:** Pat O'Brien starred as Hildy and Adolph Menjou as Walter Burns, City Editor, in 1922 screen version.

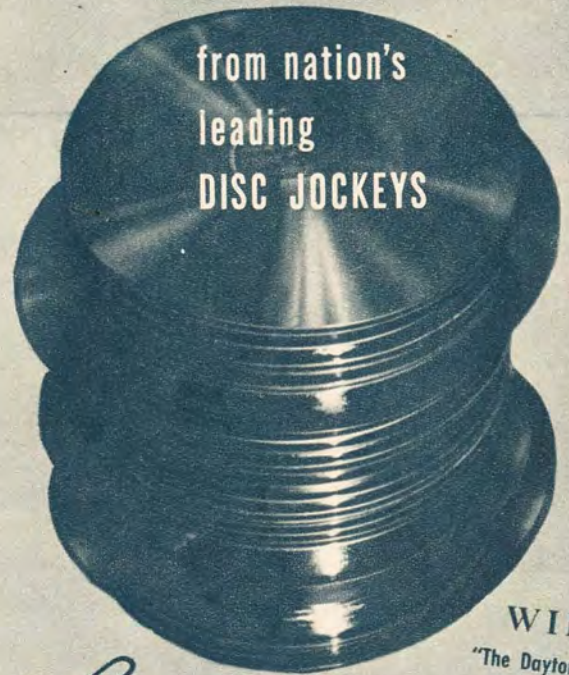


**Radio:** Now on ABC as "Final Edition," Dick Powell plays star role with Walter Burns as his City Editor.

WMGM  
*Eileen Connell*

Bud Whaley  
 KMAC  
 WPAT  
*Lou Steele*

Happy  
 Birthday  
 Greetings



from nation's  
 leading  
 DISC JOCKEYS

WING  
 "The Dayton Station"

*Lonesome Gal*

*Lex Boyd* KROW

WINX *Sam Brown*

*Erwin A. Johnson*

WBNS



## Meet Barbara Welles

A backstage visit with a Broadway star, an interview with a famous author, a conference with a Hollywood fashion designer, it's all in a day's work for Barbara Welles, WOR's versatile woman commentator whose daily broadcasts reflect her wide and varied interests in the world about us.

Basil Rathbone provides interesting news items from theatre world as Barbara visits him in his dressing room.

### Getting Ready for Air Time...



Barbara dictates her day's script to her secretary, Sandy Sielcken.



Barbara discusses her mail with mother for important bit of friendly help and advice.



Barbara makes a last minute check of script before going on the air.



Barbara introduces her guest personality on day's broadcast, actor John Alexander.

### Gathering the Day's News...



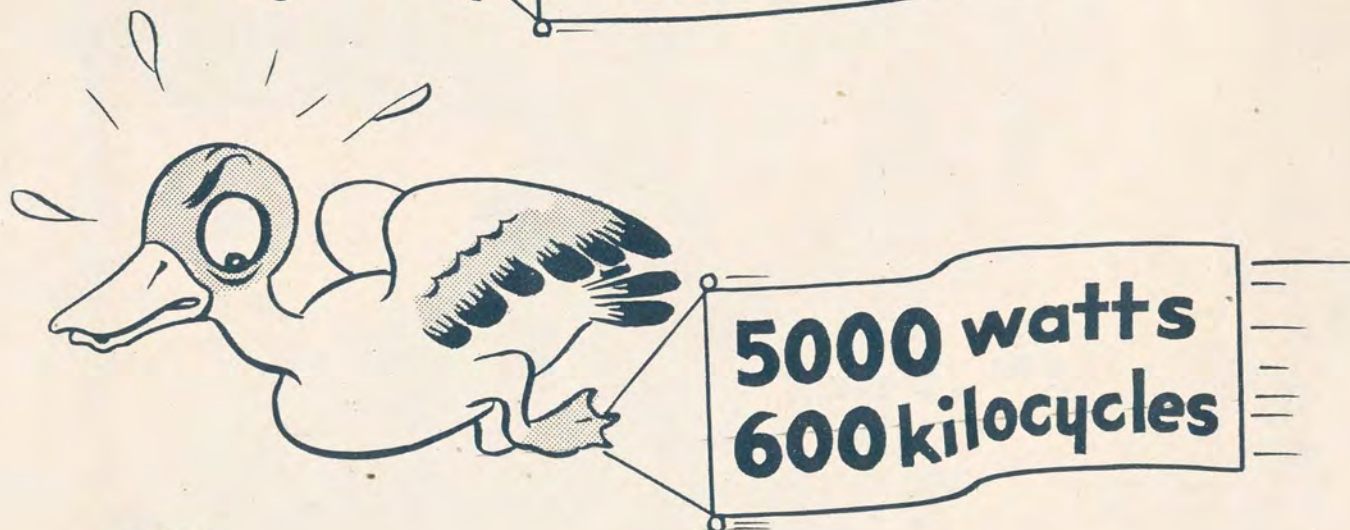
Barbara stops at the fashionable Colony restaurant for bite of lunch and chat with comic Peter Donald.



For information on the latest fashion trends Barbara drops in to see the newest creations of Oleg Cassini.



A pre-broadcast confab with her two guests, writer Gil Robb Wilson and plane builder Guiseppe Bellanca.



\*Just ask your  
Raymer representative

**POCKET RADIO**  
**REALLY WORKS TOO!**  
 Black Silver Plastic. NO TUBES — BATTERIES OR ELECTRIC "PLUG-INS"! Works by new "Radacrystal." EASY TO USE! SHOULD LAST FOR YEARS! **GUARANTEED TO WORK** on local stations **ONLY \$3.99 POSTPAID** or send \$1.00 (bill, m.o. c.k.) and pay \$2.99 plus postage on delivery. **GUARANTEED COMPLETE READY TO PLAY. SWELL GIFTS — REALLY LOW PRICED! GET YOUR "POCKET RADIO" TODAY — NOW!** MIDWAY SALES CO., NRT-12, KEARNY, NEBR.



**NOW I FEEL LIKE SIXTEEN AGAIN!**

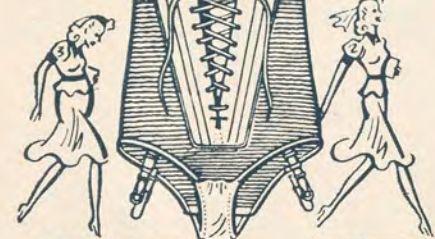
"Droopy posture gone . . . low-down feeling banished . . . the energy of a young girl recaptured. . . Tum-E-Lift makes me feel like a new woman again!"—such are the phrases in the voluntary testimonials we constantly receive. For example: "I like my Tum-E-Lift . . . I feel like 16 again and I am 37 now," says Mrs. A. S. of Detroit.

So don't let waistline bulge and a tired back get you down! Lift up that dragging, sagging abdomen with a Tum-E-Lift, the controlling, slenderizing supporter-belt which brings invigorating mid-section comfort.



**You Will Feel New, Too!**  
 Because you'll find Tum-E-Lift a pleasure to wear. You'll rejoice in its energizing all-day support. Mrs. C. L. of Arizona writes: "I can't tell you how much your Tum-E-Lift has meant to me. It made a lot of difference in my figure, and I feel great comfort wearing it. Don't think I'll be able to do without it again." . . . Mail coupon below for your Tum-E-Lift today ON 10 DAYS TRIAL and see for yourself how it will make you feel and look fresher and younger at once!

*The Flat Front*  
**"TUM-E-LIFT"**  
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has long been a familiar voice to the big home audience which loyally follows the merry escapades of that zany Meek family on NBC's popular "Meet the Meeks" series. As the mischievous high school daughter, Peggy Meeks, Beryl portrays a character for which she is obviously well suited in looks and appearance as well as voice. As this month's candidate for *Beauty on the Air*, Beryl again offers uncompromising proof that radio does not have to capitulate to Hollywood on the glamor scene.



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LAUGHTER**



Laughing gas may have come *first* but WROW's Walt Sheahan is here to **STAY!**

The meteoric rise of this bright young radio star has been due almost entirely to his laugh — a merry laugh, a hearty laugh, a belly laugh. It is only upon hearing Walt that you suddenly realize how many different *kinds* of laughs there are.

Walt's stint with Mutual's WROW in Albany, N. Y. includes master minding the Standard Furniture Company's "Morning Watch" program, six days a week from 8 to 9 A.M. For most "morning men" it might be a tough spot but Walt laughs his way through it and wins a host of loyal fans doing it.

Like most morning programs, the "Morning Watch" brings birthday announcements, weather reports, a calendar of local events and news highlights but Walt's innate good humor, his ingratiating manner, his friendliness, trickles through the mike, over the airwaves and into your home.

Few people have been given the gift of laughter in such full measure as has been given to Walt Sheahan. This genial gentleman with the contagious laugh gets you off to a good start each day.

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# Glamour Girl Goes Home

Continued from Page 31

substitute for Miss Fowler."

I told Bill Colton all about it when he took me out for dinner that night. He was properly sympathetic and did not protest as I ordered highball after highball. It was good to talk with him and the tingling sensation in my body seemed to take the edge off my disappointment. Once he excused himself to make a telephone call and I did not realize until he returned that he had been gone about half an hour.

Hours later, as we drove through the dark streets of the city, I was surprised to hear him say, "Why don't you come up to my apartment for a nightcap?"

He had never before invited me to his apartment, and I had sometimes wondered if this was any reflection on my charms.

"Aha!" I said to myself. "A wolf, after all."

It's funny, as I write it down now, because Bill had never even tried to kiss me, but the rounds of the night clubs dulled my mind. The events of the day had dashed my hope of success in New York, and I relished the prospect of seeing someone else humiliated. Bill assumed the character of an old-fashioned villain and by the time we reached his apartment, I had made my plans. I would let him kiss me, passionately if need be. Just as he was anticipating his triumph, I would leave and the villain, foiled, would curse me.

When we entered the apartment, I saw a man, seated on the

couch, his back toward us. Anticipating the delight of wreaking vengeance on Bill in return for my own disappointment, I was not surprised until the man arose and faced us. It was Ted. As he kissed the tears of happiness from my eyes, my mind gradually cleared. Smiling with pleasure, the "villain" was watching us.

"Here's that twenty-five dollars I owe you," he said, handing a few bills to Ted.

Ted laughed at the look of amazement on my face. "We might as well tell you all about it, Carol. I asked Bill to give you a chance in New York because I knew you'd never be happy until you had tried it. He agreed but he bet me twenty-five dollars that you wouldn't be able to turn your back on New York, no matter how disillusioned you became. He didn't realize the importance of what you were leaving in Adamsville—your job and me, for example."

He finished with a grin and Bill took up the story. "When you told me what had happened today, I called Ted in Adamsville. I guess he chartered a plane."

"Chartered a plane!" I exclaimed. "Isn't that terribly expensive?"

Ted smiled as he put his arms around me. "Once in a lifetime it happens," he said softly, pressing his face against mine. "A girl goes away, and a man knows it's time to bring her home. Once in a lifetime—I'd charter a plane to the moon."

I don't remember but I suppose I packed my bag because we were soon roaring through the sky. At the moment, I didn't care where it was headed. In Ted's arms, moon or Adamsville were all the same to me.

It was Ted as big as life — come to get her for that once in a lifetime trip to the moon and home.



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# Songs You Love to Hear



Johnny Kirby and Barbara Lee Owens join in duet with Russ Merritt at celeste and Johnny Mitchell at the organ.



Barbara is an ardent sports fan and tunes in events when she can.

"Songs You Love to Hear," KDKA's Monday night program which presents music in the modern manner, is about as easy listening as you ever want to hear.

Big reason for the success of the program is the singing of two youthful Pittsburgh stars, auburn-thatched Johnny Kirby, sensational young tenor, and Barbara Lee Owens, recent University of Pittsburgh graduate who has learned that her beautiful soprano voice provides a better livelihood than that afforded by teaching college classes.

They are aided in their solos and duets by the music of pianist Russ Merritt and organist Johnny Mitchell, two Pittsburgh radio veterans who are famous in their own right.

Johnny Kirby can't recall the day when he didn't sing—at least attempt to. Perhaps, unintelligible and off key, according to his earliest recollections, but nevertheless singing was his childish form of play and amusement. So, down through his adolescence Johnny associates music with his most pleasurable moments.

And all that is understandable. For Johnny's family tree is resplendent with musicians. Actually, he was born and reared in a concentrated musical atmosphere.

Today, boyish-looking, young Kirby, still in his twenties, has catapulted to a lofty niche in radio. He is the featured male star in the "Singing Strings" program, as well as "Songs You Love to Hear." Such a goal is seldom attained in such a brief professional span of time. But Kirby made it in virtually nothing flat.

Kirby's spectacular rise is the outgrowth of a protracted period as boy choir singer. While still in short trousers and advancing toward the mature age of 10, Kirby was featured boy soprano in church.

Later, the clear vibrant quality of his rich tenor voice drew him all the solo assignments in the many high school musical festivals. And it was at this juncture that he commenced studying voice seriously, although he always had considered it his probable career. While serving as soloist in several of Pittsburgh's larger

churches, he was invited to take prominent singing roles at the Pittsburgh Playhouse. He has since been featured in many Playhouse shows.

In 1942 Fred Waring summoned young Kirby for an audition. Without hesitation, he proffered him a contract to join Waring's Pennsylvanians.

Almost simultaneously, he was sought for Leonard Silverman's "New Faces of 1942" but at virtually the same time, another sought the services of young Kirby. It was Uncle Sam's U. S. Armed Forces. Kirby quickly forsook his musical career to join the Army, where he served 14 months.

Barbara Lee Owens, though a newcomer to KDKA, is not entirely unknown in the Pittsburgh district dramatic field.

Born in Pittsburgh, she is a graduate of the University of Pittsburgh and did post-graduate work at the University of Wisconsin and Carnegie Institute of Technology.

Her educational background fitted her for scholastic work at the University of Pittsburgh where she taught three courses in biology as a graduate assistant, but some day hopes to do nothing but sing.

She joined the staff at KDKA after singing with the Shadyside Presbyterian choir, the Pitt Hi-Hatters and the Melody Guild. She finished among the finalists in the Pittsburgh Concert Society auditions. Miss Owens is also a

member of the Tuesday Musical Society.

In addition to her musical work, Miss Owens also appeared as an actress in two Pittsburgh Playhouse productions, "After Hours" and "The Damask Cheek."

Since she began broadcasting, Miss Owens is much in demand for personal appearances and special shows.



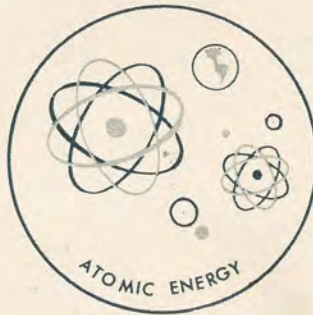
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Cass Daley becomes coy with Ira Cook when she visits his "Sunday Record Session" on KMPC.

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**Inventor-Bandleader** . . . Lawrence Welk of champagne music fame shows his new "Champagne Radio" to KAYX disc jockey Ray Starr and lovely vocalist Helen Ramsey. Larry was appearing on Ray's show "Ray's Record Room" in Waterloo, Iowa.

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