

Radio★ *best*

The Radio &
TELEVISION
Picture
Magazine

Summer
Issue

ALBUM Of The STARS!

INTIMATE PICTURES & STORIES ABOUT
YOUR FAVORITE STARS IN RADIO &

TELEVISION



IN THIS ISSUE

**HOLLYWOOD
ON THE AIR**

**Vacationing with
THE STARS**

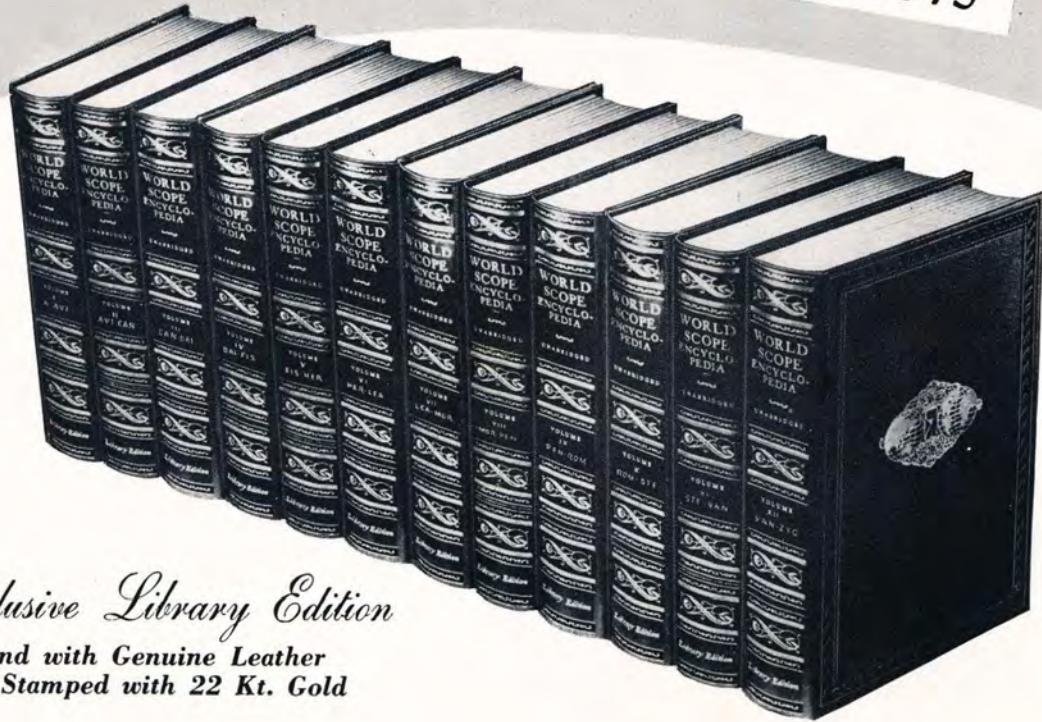
Roy Rogers and Dale Evans

AUGUST 1949 25c





EXCITING NEW VISUAL APPROACH
TO HISTORY • DRAMA • FACTS



Exclusive Library Edition
Bound with Genuine Leather
Stamped with 22 Kt. Gold

WORLD SCOPE ENCYCLOPEDIA

\$169⁰⁰

See coupon below for terms of easy payment plan

You've seen these volumes praised in book review sections from coast-to-coast . . . lauded for their authenticity, completeness, up-to-date information. Now, see for yourself what World Scope offers you. Learn the facts behind the news! Enjoy reading about the famous personalities of yesterday and today! Thrill to the beauty and accuracy of 4,500 illustrations, 100 full-color plates! Revel in its 5,312 pages of text! Use its 64 page atlas!

Add this set to your home and have a complete reference library for yourself . . . for your children. You'll have a priceless possession. Your children will have a source for culture, ideas . . . volumes for success.

WORLD SCOPE ENCYCLOPEDIA IS
ALSO AVAILABLE AT A LOWER PRICE
WITH ARTCRAFT DELUXE BINDING

UNIVERSAL EDUCATIONAL GUILD, INC.
17 Smith Street, Brooklyn 2, N. Y.

Gentlemen:
Please send me the \$169.00 Exclusive Library Edition of World Scope Encyclopedia, for which I am enclosing herewith the down payment of \$19.00, and agree to pay the remainder at the rate of \$10.00 per month for 15 successive months.

Name _____

Address _____

City _____ Zone _____ State _____

America's finest Television Picture Magnifier



now even greater than ever!

New "Decorator-Styled" Models

That actually enhance the appearance of your set

Styled by one of America's foremost television set and interior designers, the WALCO TELE-VUE-LENS truly adds beauty even to the most smartly styled cabinets. Notice the rich gold-color trim, the handsome lines, the "expensive" appearance. And appearance is really the least of this marvelous magnifier's characteristics. Read the many others that follow.

Fits all table models... all consoles!

WALCO TELE-VUE-LENS will fit all popular cabinets, regardless of size or style. Adjustable slide makes it fit all cabinet depths. No screws or bolts.

Adjustable in Every Direction

Can be swung out as far as you like for the magnification that suits you best. Lens moves up, down, left, right or at a slant if your set is unusually high or low. Felt padding prevents marking fine cabinets.

Complete with Walco Glare-proof FILTER at no added cost

Here's BIG PLUS VALUE! You get a genuine WALCO glare-proof FILTER that slides right in or out. Use it on bright, glarey channels. Remove it in a jiffy for weak, hard-to-get channels. SAVE YOUR EYES! Improve picture quality!



SEE A BIGGER PICTURE!
SEE A BETTER PICTURE!

Here's how inexpensively you can more than double the value of your present television set

Model No. 512.....	for 7" tube sets.....	\$14.95
Model No. 519.....	for 7"-10" tube sets.....	\$19.95
(DeLuxe)	(larger 7" and smaller 10")	
Model No. 529.....	for 10" tube sets.....	\$29.95
	(larger 10" and smaller 12")	
Model No. 539.....	for 12" tube sets.....	\$39.95
	(for larger 12")	

These prices are remarkably low when you consider how much you get in EXTRA PLEASURE from your present set, when you realize how much MORE your television set would have to cost before it would provide the remarkable added benefits you get with the WALCO TELE-VUE-LENS. And remember; the name WALCO is first and foremost in America in television picture magnifiers. That's your guarantee of lasting quality, of distortion-free television entertainment, of complete satisfaction. Begin right now to get ALL you deserve from television. Order your WALCO TELE-VUE-LENS today.



Make your 7" tube set perform like a 12" tube set!

Make your 10" tube set perform like a 15" tube set!

Make your 12" tube set perform like a big projection set!

Walco makes the *Finest!*

- PHONO NEEDLES of international renown for quality!
- TELEVISION FILTERS on more sets than any other make!
- TELEVISION TOWERS of exceptionally fine construction!
- TELEVISION ANTENNAS, portable, for indoor use.
- TELEVISION CLEANING KITS for lenses, tubes, filters!

All these and others, too, as well as magnifiers. WALCO helps you enjoy television more for less cost. It's a name you can trust for consistently dependable quality.

Walco

60 FRANKLIN ST., EAST ORANGE, NEW JERSEY

Going away?

The summer time presents a special problem to Women!



JUDY—"You won't find me sitting out any dances on my vacation! If the office schedule of vacations doesn't work out just right for me, I can still enjoy myself by using Tampax for sanitary protection. No belts or external pads to cause ridges or bulges under an evening gown. No odor or chafing from Tampax even under hot-weather conditions!"



MARY—"Tampax has been a blessing to me while traveling in plane, car or Pullman. Designed for internal use Tampax is only one-ninth the bulk of sanitary napkins. Think what they may save you in embarrassment when it's time for disposal!"



POLLY—"I like the scientific background of Tampax (it was invented by a doctor) and the real quality of it—nothing but pure surgical cotton throughout, firmly stitched and contained in patented applicators. It gives me great confidence to use Tampax!"

Buy Tampax at drug or notion counters. 3 absorbencies: Regular, Super, Junior. A full month's average supply will slip into your purse. Prepare now. 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-79-S
Palmer, Mass.

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

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

Radio best



Contents August 1949
Vol. 2, No. 8

The Radio and TELEVISION Picture Magazine

features

Ten Questions That Broke the Bank	8
Proud Parents: THEY'RE MR. & MRS. CROSBY	8
Vacationing with the Stars: HOW THE NATION'S FAVORITES PLAY	9
Television Chapel: RELIGION ON VIDEO	23
Wives on the Air: THEIR HUSBANDS CAN'T DO WITHOUT 'EM	24
Roy Rogers: HE TAKES TIME OUT TO PLAY TOO	26
Meet the Goldbergs: TELEVISION'S TOP COMEDY SERIES	28
Arthur Godfrey on the Farm: AND MEET THE FARMER'S WIFE	30
Portraits in Soap: FAVORITE DAYTIME SERIAL PLAYERS	32
Two Provocative Gals: PICTURE PORTRAITS OF PEGGY LEE & MONICA LEWIS	36
Portraits in Music: SOME OF THE NATION'S LEADING MAESTROS	37
Jo Stafford: SHE AND PAUL WESTON ARE JUST FRIENDS	38
Dean Martin and Jerry Lewis: NBC'S NEWEST COMEDY TEAM	39
Meet the Family: THE STARS HAVE WIVES AND KIDS	42
Shining Stars on TV: PICTURE PORTRAITS OF GLAMOROUS KYLE MACDONNELL AND THE CHAMPIONS	46
Comics Without Stars: THE PLAYERS WHO MAKE THE SHOWS	49



THIS MONTH'S COVER

THE cowboy and his lady are Roy Rogers and Dale Evans, the nation's favorite Western film stars. In real life, they're Mr. & Mrs. Roy Rogers, live with Roy's three children in a rambling old house built by the late Noah Beery, Sr., in the Hollywood hills. Photographer posed Roy and Dale in \$150 shirts and boots at \$75, which don't show in the picture. Roy's horse, Trigger, is wearing a silver and gold-mounted saddle and attachments which set somebody back \$5,500. Roy's latest Western for Republic Pictures is "Susanna Pass."

portraits

Doris Day: "QUEEN" OF THE GAL SINGERS	16
Milton Berle: Mr. TV	29
Beauty on the Air: GLAMOROUS ELOISE MCELHONE IN COLOR	45

departments

Five Star Bulletin: HEARD ALONG RADIO & TELEVISION ROW	5
Letters and Pictures to the Editor	6
Pix Quiz: TEST YOUR RADIO KNOWLEDGE	7
Report from the Listeners Panel	17
Hollywood on the Air: REPORT FROM THE WEST COAST, BY FAVIUS FRIEDMAN	19
Memory Lane: PICTURES FROM THE FILES OF YESTERDAY	34
The Stars Have Interesting Faces: CANDID CAMERA STUDIES	35
What's on Your Mind: QUESTION AND ANSWER CLINIC, BY BEN GRAUER	35
Music on a Platter: RECORDS OF THE MONTH, BY LES MERMAN	40
This Month's Disc Jockey: WINS'S JACK LACEY	40
Mental Television: CARTOONIST'S IMPRESSIONS OF DISC JOCKEYS, BY MEL GRAFF	41
Radio Best People Behind the Stars: WHO'S WHO IN AMERICAN BROADCASTING	44
Personalities Across the Nation	50

EDWARD BOBLEY, Editor

HARRY EDWARDS, Associate Editor | JEROME ROTH, Art Director
MAX LEVIN, Associate Editor | ROBERT ROBINS, Washington Bureau

F. Louis Friedman, West Coast Editor . . . Harry Link, Music Editor
James Lazito, Associate Music Editor . . . Hartley Samuels, Promotion Manager
Gertrude Greer, Picture Research . . . Helen McNamara, Program Research
Dessie McGlynn, Readers Service . . . Myron C. Gelrod, Panel Manager

HAROLD L. CROSSMAN, Publisher

RADIO BEST is published monthly by Radio Best, Inc. Executive and Editorial offices, 452 Fifth Avenue, New York 18, N. Y. Advertising office: New York: 452 Fifth Avenue (Longacre 4-2028). Chicago: 737 N. Michigan Avenue (Delaware 1756); George J. Provol. Price 25¢ per copy. Subscription rate: one year \$3.00 in U.S.A., Canada, \$3.50. Changes in address should reach us five weeks in advance of the next issue date. Give both the old and new addresses. The cover and entire contents of RADIO BEST are fully protected by copyrights in the United States and in foreign countries and must not be reproduced in any manner without written permission. Unsolicited manuscripts, cartoons, pictures, etc., accompanied by return postage and addresses will be given prompt consideration, but we cannot assume responsibility in the event of their loss. Printed in U.S.A. Copyright 1949, by Radio Best, Inc.

ADVERTISING POLICY

Acceptance of advertising in Radio Best is limited to firms and individuals engaged in legitimate commerce, whose products, services and testimonials comply with pertinent legal requirements, fair trade practices and accepted standards of good taste as adopted by the radio industry.

RADIO BEST

A monthly newsletter of information and rumors.

5★★★★★

BULLETIN

The present TV boxscore: 62 stations now on the air, 321 applications for new stations. Bob Hope has a new definition for television. He says it's a "king size keyhole." K. T. Stevens who plays Lois on "Junior Miss" has been screen tested for a major film role. She is now under contract to 20th-Century-Fox and has a leading role in "Come to the Stables."

Lucille Ball got tired of being referred to as a vegetable, that is, a carrot-topped redhead. So the star of "My Favorite Husband" changed the color of her hair, with a big switch in name resulting. Now she's called a "tomato-topped redhead." A top radio and television star is being closely watched by a national organization engaged in combating discrimination. One more flagrant activity and he will be publicly denounced.

Life of Riley, recently cancelled by the sponsor, will return via television in the Fall. Because of his film experience, star William Bendix is considered a tele natural. Video deal may fall through, however, if CBS snags the show for radio.

Bowing out of the Kraft show, Al Jolson is now determined to confine his radio activities to guest shots. His \$7500 weekly salary netted him only \$700 after taxes. The exit of Edgar Kobak as president of Mutual Broadcasting System is being accepted as a hypo for that network. New president Frank White, exits as president of Columbia Records to replace Kobak.

RADIO BEST's significant boosting of Bill Lawrence in its "Nomination for Stardom" series is reflected in the big-time push the handsome crooner has been given as the summer replacement for Perry Como.

Peggy Lee and Jo Stafford are off on a theatre tour which will keep the thrushes busy throughout the summer months.



Al Jolson - only making peanuts



K.T. Stevens - plays major film role



William Bendix - Considered a "Tele" Natural



The Candid Camera

America's most glamorous "grandma," Marlene Dietrich, unscrambles her script for "NBC Theatre."



Mickey Rooney, his current flame, Martha Vickers, and Ed Gardner meet up in the lobby of NBC.



Groucho Marx (left) and Red Skelton interrupt their dinners at famed Hollywood Brown Derby.

NO SILVER MIKE THIS MONTH

With the usual summer holidays of the nation's leading (and best) radio and television programs, the RADIO BEST Silver Mike awards will await the evaluation of summer replacement shows and the return of the Fall season.

PARENTS ...



PROUD AMERICAN PARENTS—Mr. & Mrs. CROSBY

... AND SONS

The proud couple above are the parents of two of America's best known radio personalities. Bob Crosby (below, left) is the singing emcee of "Club 15" one of radio's top musical programs. Bing Crosby (below, right) is one of the greatest money-earners in the entertainment world and perhaps its most renowned star.



Letters

to the editor

Continued from Page 7

Berle Fan

To the Editor: I am one of your constant readers and I enjoy your magazine very much. I think the best part of your magazine is the Silver Mike Awards.

But I honestly believe that you have not yet given the Silver Mike Award to someone who really deserves it. In my opinion, Milton Berle should get this great award. I believe that many people will agree with me that, in the field of entertainment, he is really tops. Many people say that Berle spoils all his acts when he is on TV because he always gets into them. Well, I disagree. If Milton Berle didn't do all those things he wouldn't be where he is now. Berle has won praise from many people who feel the same way as I do about him receiving the Silver Mike Award.

In closing, may I add that I hope my wish will be fulfilled and that one of the greatest comedians on TV, and now even the radio, will receive this great award.

Barbara Bart, Age 12,
Rockville Centre, L. I.

Suggests Sequel

To the Editor: Thanks for printing that article on Lucille Ball by Desi Arnaz. It was wonderful. Best thing ever published in RADIO BEST. Why not have a sequel, "My Favorite Husband" by Lucille Ball?

Maureen Daly,
Philadelphia, Pa.



Wants FM News

To the Editor: I am a constant reader of RADIO BEST and think it is the "Best." You always print articles of interest on all subjects of the radio game, except one. I refer to FM broadcasting. There are many FM stations in the country now and there should be some news concerning them. We who work in FM would like to have a picture of what other FM stations throughout the country are doing. Can you help us with this phase of the radio news? I am sure everyone in FM would appreciate it.

John A. Lindstrom,
KSFH
San Francisco, Cal.

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

CAN YOU BREAK THE BANK?

A recent contestant on *Break the Bank*, emceed by Bert Parks, answered all ten of the following questions and went home with a trunkful of moola. Test yourself and see if you could have done the same. Now don't peek at the answers below.

The Questions:

The Nutmeg State, Connecticut, is described as the Constitution State and the state of steady habits. And the state flower is the Mountain Laurel. Now that's all I'll tell you about Connecticut and its famous citizens. The rest we hope to find out through the questions about the Nutmeg State...

1. Is Connecticut one of the original 13 states of the Union? Yes or No?

2. Seeing as how you chose the Nutmeg State as your category, what is the capital of Connecticut?

3. Danbury is noted for being the manufacturing center of a certain article of men's apparel. What is that article?

4. The Nutmeg State boasts of one of the most famous universities in America. Its football team is aptly called the "Bulldogs." Name that University?

5. Connecticut is bounded by three states and Long Island Sound. Name those three states.

6. A novel titled "A Connecticut Yankee at King Arthur's Court" has delighted millions since it was written. Now who is the author of "A Connecticut Yankee at King Arthur's Court"?

7. Here is a great lady of the stage and screen who was born in the Nutmeg State in the city of Hartford. Among her best known pictures are: "A Bill of Divorcement," and "The Little Minister." Who is this acting lady from Connecticut?

8. Willie Pep, who was born in Middletown, Connecticut, is quite a hero up in the Nutmeg State. He recently regained the World's Featherweight Boxing Championship by defeating Sandy Saddler. Now tell me who did Willie Pep defeat when he first won the championship on November 20, 1942?


9. For the first time in the history of a famous University in the "Nutmeg State" a negro was elected captain of the football team last year. Who was this lad who received this great honor?

10. The Charter Oak tree in which the Constitution of Connecticut was hidden was located in what city?

Answers:

1. Yes. 2. Hartford. 3. Hats. 4. Yale. 5. Mass., Rhode Island and New York. 6. Mark Twain (Samuel Clemens). 7. Katherine Hepburn. 8. Chalky Wright. 9. Levi Jackson. 10. Hartford.

AS HAPPY as school kids when school lets out, the nation's stars made their usual dash for America's great vacation lands as radio and television studios entered the regular summer hiatus. Even those who were obliged to remain behind—the show must go on!—were infected with the holiday spirit. For them excursions and long between program holidays are the order of the day. RADIO BEST cameramen have ranged the vast vacation land scene to see and catch the stars at play. Here they are enjoying their day in the sun in advance of the "On the Air" signal calling them back to the important assignment of entertaining the greatest audience in the world.



vacationing with the **STARS**

Eddie Cantor takes his holiday in the sun literally while Dorothy Lamour casts off for the blue horizon.



Edgar Bergen, looking forward to his switch this Fall to CBS, learns the sway of the hula on the beach at the Royal Hawaiian Hotel, Honolulu—from three beautiful instructors, left to right: Barbara Medeiros, Kahala Bray and Kauai Akeo. Edgar's former singing star, Anita Gordon, bids adieu to vacation-bound Charlie McCarthy.



Reading clockwise, the vacation symbol-heads are Bob Hope, Fred Astaire, Peter Donald and Roy Rogers.





*The stars take
time out to . . .* **PLAY**
*-find America is world's
greatest vacationland
for fun and sun.*



THE RICH scenic beauties of the American countryside, its many sun splashed beaches, its idyllic retreats for the hunter and fisherman exercise a potent magnetic force as the stars of radio and television scatter for their summer holidays across one of the world's most wonderful playgrounds. Just like you and I, one will see the stars shedding their cares as they bask in the sun, explore America's byways or loll on their own back porch hammocks as many love to do.



1
2

3

So you think the stars never take time out to play (1) Fibber McGee and Molly enjoy frequent picnics in the country. (2) Perry Como enjoys golf near his Long Island home. (3) Jack McElroy (with apron) goes for lawn parties. (4) Bob Hope frolics around the Hope pool with lovely Doris Day.



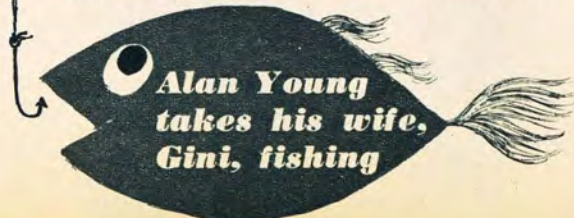
← Lovely CBS actress Nina Bara, heard frequently on "The Whistler," enjoys the warbling of male admirers as she gets very early start on suntan.

(Below) A lovely summer afternoon on the lake in New York's Central Park with Lanny Ross and songstress Martha Wright.



We weren't hungry anyway, are you, Gini? Wanna try for the other boot, Alan? There'll be fish on the skillet tonight.

ALAN YOUNG didn't have a chance to take an out-of-town vacation this summer, but he claims he can have just as much fun around town. One of the favorite pastimes of Alan and his wife, Gini, is fishing in the trout ponds of the Sportsmen's Lodge in North Hollywood. For a typical day in the life of a great outdoorsman see the above pictures.





Jack Owens tries on some fancy duds for size.



Abe Burrows waters his "vegetable garden." Canny guy, eh?



Frank Morgan and Cliff Henderson at Shadow Mountain. Barbara shows hubby Ralph Edwards how to throw a dart.



... the stars come out to **PLAY**

Radio Best cameramen follow the stars around America's great vacation lands.



Dinah Shore takes set from hubby George Montgomery.



Les Mitchel's pretty wife, Madelon, helps the director of "Skippy Hollywood Theater" get his mind off work on their Sunland ranch.

TIME OUT . . .

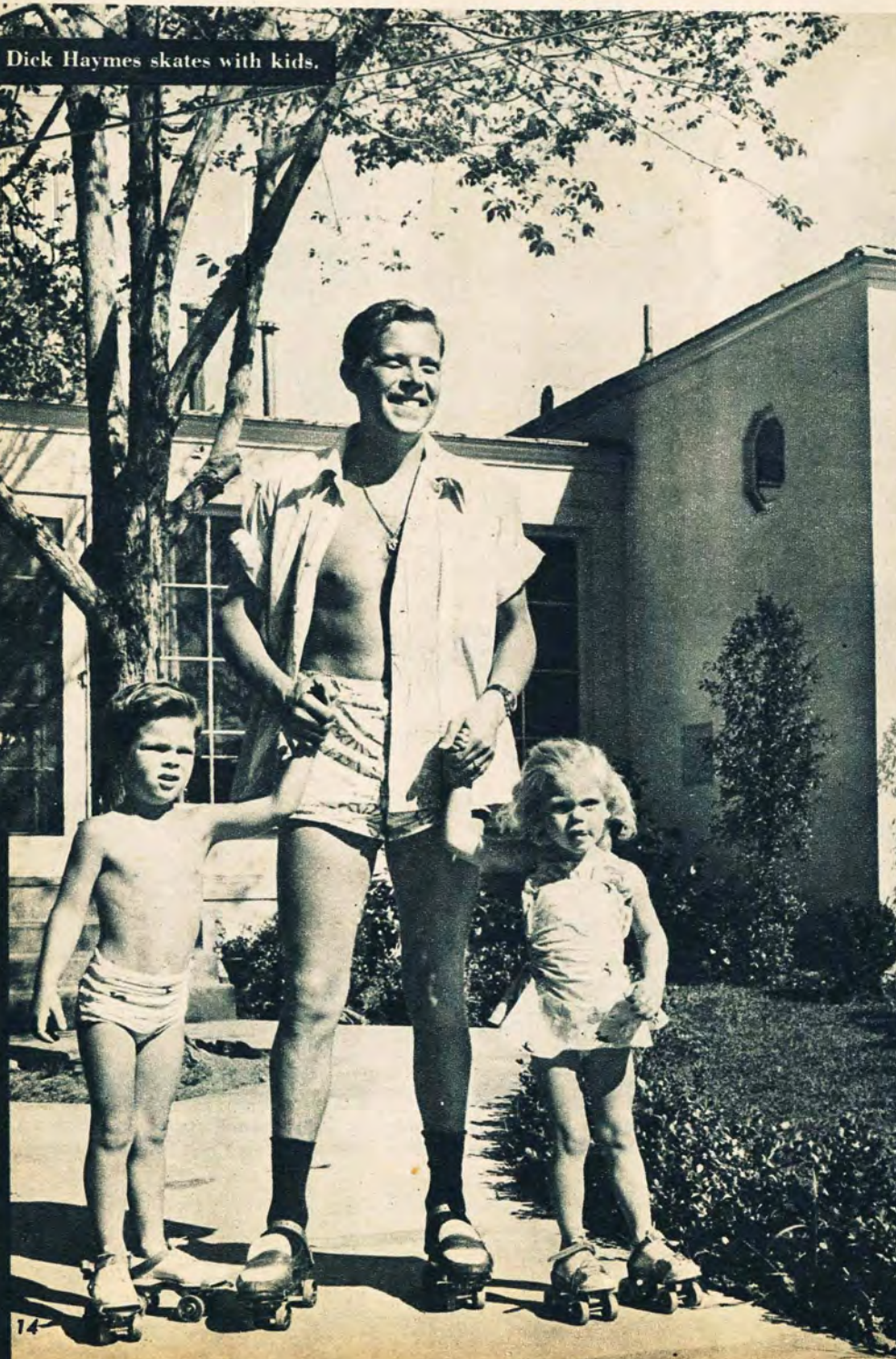
with their kids

MAKING up lost time with their children is a favorite occupation of the stars as they enjoy their summer holidays. It isn't easy to play full-time parent during the regular fall and winter season—what with the pressure of long rehearsals, special programs and entertainment tours. So it's simple to account for this very real concern on the part of the stars to spend every free moment at their most serious roles of playing parent.



(Left) Horace Heidt spends vacation at home, has fun with daughter, Hildegarde. K. T. Stevens (above) poses with year old son and pup in her Pacific Palisades home.

Dick Haymes skates with kids.



George Burns spots an offending leaf atop the Burns' swimming pool; daughter Sandra and son, Ronnie, are assigned cleaning job and go at it with genuine abandon.



With many summer commitments, Dotty Lamour finds staying at home can be fun with son Ridgely. Playing "wheel-barrel" is one way of enjoying a pleasant afternoon.



Charlie (Andy) Correll finds playing with the kids a vacation well spent. His success in radio is equalled by his success in marriage.



Norris (Abner) Goff plays with daughter Gretchen and son Gary in the garden of his Encino, California home. (Right) Lucille Norman, Gordon MacRae's co-singing star, romps on own Topanga Beach home with her three year old daughter, Pamela.



Dottie shows the gals what to wear in the sun

Archery outfit.

On the tennis court.



On the yacht Sirocco.



Garb for gardening.



Ready for barbecue with hubby Bill Howard. * END





Doris Day

The vivacious, beautiful blonde is currently riding the wave of success in radio, television and screen roles. Recently, she was voted Queen of the gal singers in RADIO BEST's national Vocalists Poll.

Walter Winchell finishes on top!

FINAL STANDING OF TOP EVENING RADIO PROGRAMS (the top 20)

Program	Network	Rating
Walter Winchell	ABC	29.5
Jack Benny	CBS	25.9
Lux Radio Theatre	CBS	25.6
Stop the Music	ABC	21.5
Bob Hope	NBC	19.8
My Friend Irma	CBS	19.2
Amos 'n' Andy	CBS	18.9
Talent Scouts	CBS	18.5
Mr. Keen	CBS	18.4
Blondie	NBC	17.6
Mr. District Attorney	NBC	17.2
The Telephone Hour	NBC	16.5
The Railroad Hour	ABC	16.2
Break the Bank	ABC	15.7
Suspense	CBS	15.2
Crime Photographer	CBS	15.2
FBI in Peace and War	CBS	14.8
The Fat Man	ABC	14.7
Adventures of Sam Spade	CBS	14.7
Inner Sanctum	CBS	14.3

FINAL STANDING OF TOP DAYTIME RADIO PROGRAMS (the top 10)

Program	Network	Rating
Ma Perkins	CBS & NBC	11.5
Right to Happiness	NBC	10.8
Arthur Godfrey	CBS	10.8
Young Widder Brown	NBC	10.7
Pepper Young's Family	NBC	10.5
Our Gal, Sunday	CBS	10.4
Stella Dallas	NBC	10.1
Backstage Wife	NBC	10.1
When a Girl Marries	NBC	9.8
Rosemary	CBS	9.6

FINAL STANDING OF TOP EVENING TELEVISION SHOWS (the top 10)

Program	Network	Rating
Texaco Star Theatre	NBC	81.9
Philco Playhouse	NBC	67.5
The Goldbergs	CBS	65.0
Toast of the Town	CBS	54.3
Talent Scouts	CBS	54.0
Admiral Broadway Revue	NBC & DUMONT	53.9
The Swift Show	NBC	50.8
Original Amateur Hour	DUMONT	42.5
Break the Bank	ABC	42.2
Your Show Time	NBC	41.6



LISTENERS PANEL RATES NATION'S FAVORITE RADIO AND "TV" SHOWS



THE Columbia Broadcasting System (CBS) dominated the national network listening according to the final results in the RADIO BEST Listeners Panel poll of the nation's favorite radio and television programs. The ratings gave the "switch" network 11 of the first 20 top-rated evening programs, three of the top daytime favorites and three of the leading television programs. The National Broadcasting Company (NBC) netted 4 of the first top-20, and six of the top-10 daytime programs and four of the top-10 television shows. The American Broadcasting Company (ABC) won only 5 of the top-20, none in the daytime category and one television program. The Mutual Broadcasting System failed in all categories.

← This is the final standing of the season. The ratings will be resumed in the Fall.



4 month bride

Just a memory—when Maggie and Hubbell left the Little Church of the West in Las Vegas, Nevada after their wedding on December 29th. →



**Margaret Whiting,
the vivacious thrush,
will divorce
CBS Veepee
Hubbell Robinson.**

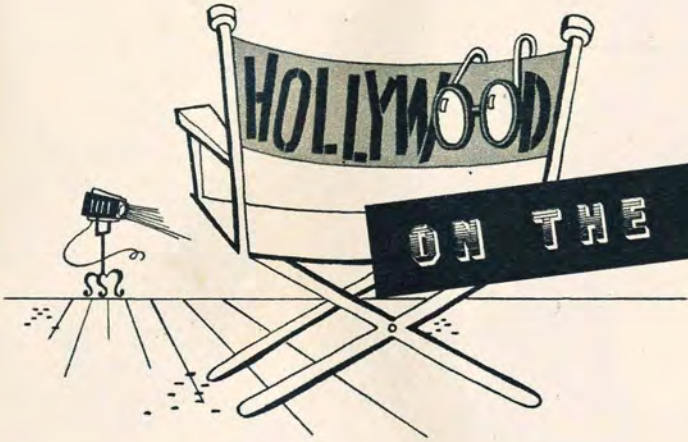


Hubbell Robinson

THE whirlwind romance of Margaret Whiting, the 24 year old singing star and Hubbell Robinson, 45 year old vice president of the Columbia Broadcasting System, which brought them together in marriage in Las Vegas last December 29th, has now ended in divorce. It was Maggie's first marriage venture and Robinson's second. He was divorced from Therese Lewis, radio and feature story writer. Now Margaret Whiting goes back to her first love—Mr. Career.

Radio Best—August 1949

Frankie hits a gusher ...
Benny plans changes ...
Bing's own Radio City ...



IT ISN'T enough yet that the radio comics must struggle with the problem of television. Now it's psychology that's giving them headaches.

Seems some professor has discovered that moods run in cycles—that we can be emotionally "high" one week and "low" the next, so that when a man is in one of his "low" moods, any jokes he hears may seem downright silly and dull. In fact, in those "low" spells your sense of humor definitely decreases.

Does that mean, we wonder, that a radio comic will have to query his audience first, to discover which of his listeners are in the low cycle and which are in the high? And tell jokes accordingly—maybe different jokes for each group? And what about people who are merely in neutral—which kind of boffolas for them?

Problems, nothing but problems. Life, in the radio era, just gets more complicated all the time.

SEEN AND HEARD

It happened when movie star Van Johnson paid an unexpected visit to a Jack Benny rehearsal and sat quietly in the control room until he was spied by Laughing Boy Phil Harris.

Phil stepped to one of the microphones on the stage, drew attention to Van and said, "I hate guys who have just ONE chin!"

Bob Hope and Al Jolson were chatting about the length of their theatrical careers. Bob is approaching his 25th year in show business; Jolson soon celebrates 50 years as a minstrel. Said Bob, "Tell me something, Al. Which 25 years are the toughest?"

"Well," quipped Jolie, "the first 25 years, the dough you make seems more important than the friends. And the second 25 years, the dough IS more important than the friends."

Harry Koplan, emcee of CBS' "Meet the Missus," asked some of the femme contestants to reveal the pet names they use in calling their husbands. The first two wives admitted to "Sweetheart" and "Sugar Plum." Wife number three, however, had a fresh twist. Her pet name for her hubby? "Egg head."

If David and Rickey Nelson ever join the Army, they'll certainly know how to stand inspection. Before they go on the stage to play themselves in "The Adventures of Ozzie and Harriet," their mother checks the boys from head to foot to see that they're spic and span.

Over on the "Duffy's Tavern" rehearsal, Ed "Archie" Gardner was explaining why he turned down an offer to buy a piece of a slipping prizefighter. "I hate to say the boy has a glass jaw," said Gardner, "but I happen to know that the last guy who hit him had seven years' bad luck."

(Continued on Next Page)

FRANCES SCULLY, ABC FASHION EXPERT, CHATS WITH CLAIRE TREVOR AT ACADEMY AWARD CEREMONIES.



RUDY VALLEE ESCORTS
MARY ANN RYBERG
TO FAMED
WEST COAST NITERY.



**Rudy Vallee
is back...**

Tony Martin headed for Broadway...

Lone Ranger on TV...



Continued



MARTHA SCOTT AND BARBARA WHITING MAKE LIFE HAPPY FOR HAROLD "GILDERSLEEVE" PEARY.

DIAL SPINS

Looks like that boy Frank Sinatra is doing "oil" right. Another one of Frankie's oil wells has come in with all the earmarks of a gusher. And his \$110,000 home in Palm Springs is the mecca for all sightseers... **Things I Never Knew Till Now:** Those flamboyant creations Spike Jones wear—circus duds like a white gabardine suit cross-braided with gold—are specially tailored for him and set him back about \$350 each... One of the cleverest sports show ideas we've heard of in many a moon has been cooked up by ABC's Jerry Ross and sponsors are eyeing the format with keen interest... **Think you'd like to be a radio star?** Red-haired Lucille Ball gets up at 5 a.m., spends an hour driving from her Northridge home into Hollywood, works on movies and radio until late in the evening—and still finds time to design her own clothes... Jeanne Gray, blonde and pretty KMPC commentator, was a child picture star at 10 and still could be taken for a Goldwyn Girl... Just to prove you don't need a big name to sell records, take the case of a fellow named Bob Atcher, who sings on ABC's "National Barn Dance." Atcher's recordings of his own compositions, such as "Cool Water," "Sweethearts or Strangers," and "Walkin' the Floor Over You" have sold more than a million platters each... There's better than an even chance that when the new infant arrives at the William Howard house this Fall—if it's a girl—the name will be Dorothy, after its famous Ma, D. Lamour... **Look Alikes:** Pat Dunlap, Betty on the "Jack Armstrong" show, could double for skating queen Sonja Henie... The Shape of Things to Come: Jack Benny may have a new orchestra leader and a new singer on his show next season. Both Phil Harris and Dennis Day are said to have requested release from their contracts to devote full time to their own shows... Don't you feel sorry for those slim dolls who find that all a sweater does for them is make them itch?... **Somebody asked Marie Wilson what she'd do if she found a million dollars.** "That depends," said Marie. "If it belonged to a poor person I'd return it"... The movie version of "Queen for a Day" will go before the cameras some time this summer.

Hollywood irony: Penny Singleton left the "Blondie" show because the sponsor wanted a "different interpretation" of the blonde role. So they got brunette Ann Rutherford, who has to wear a blonde transformation when they shoot publicity pictures of her... **Vine Street rumor is that Bing Crosby is having a complete radio studio built for him at his home near Carmel, California.** Bing's plan is to



← COBINA WRIGHT, ELEANOR ROOSEVELT, LOUELLA PARSONS, ANNA ROOSEVELT ENJOY A LAUGH AT PRESS CONFERENCE.



BASIL "BUZZ" ADLAM, ABC WEST COAST MUSICAL CHIEF, JOINS IN CLOSE HARMONY WITH DANNY KAYE.



WEST COAST EDITOR FAVIUS FRIEDMAN PINS RADIO BEST SILVER MIKE PIN ON KMPC COMMENTATOR JEANNE GRAY.



ANDY DEVINE (RIGHT) JOINS LUM 'N' ABNER AS MOSE MOOTS, THE PINE RIDGE BARBER.



JEAN HERSHOLT, ROSEMARY DeCAMP AND ART GILMORE GET SET FOR ANOTHER "DR. CHRISTIAN" DRAMA.



JOAN FONTAINE AND LOUIS JOURDAN WHEN THEY APPEARED ON "SCREEN GUILD PLAYERS."



ED (ARCHIE) GARDNER RELAXES WITH MRS. GARDNER, RIGHT, AND BILLIE HARRISON AT SHADOW MOUNTAIN CLUB.

do most of his broadcasting there, importing guests. That way he can air his shows close to home and still be near his favorite Pebble Beach golf course . . . Gossip mongers who have been trying to create a breach between the recently-married Margaret Whiting and her husband Hubbell Robinson finally hit the nail on the head (see page 18) . . . Soon as Mickey Rooney and Martha Vickers get their respective divorces they plan to tie the wedding knot . . . That waxing by Martha Raye of "Ooh, Doctor Kinsey!" has become a collectors' item . . . Producer-director Tony Leader of CBS' "Suspense" tells us that he has received more unsolicited letters from fans asking for Betty Grable on the show than on behalf of any other star. Which reminds us that when someone asked Spike Jones whom he considered the outstanding figure in modern music, Spike said, "Mrs. Harry James!" . . . **What's this about Jimmy Durante** declining to have Sinatra on his show next season? . . . Erskine Johnson reports that in Palm Springs he ran into a dog wearing a straw hat and dark glasses, sitting in the front seat of a yellow convertible. His master, said Erskine, must have been a seeing-eye man . . . **Now We've Heard Everything Dept.:** One of the prizes on a recent "Stop the Music" jackpot was a four-ton elephant. Nothing like 8000 pounds of pachyderm as an entry on your income tax . . . That good singer Tony Martin may open in a Broadway musical come Fall . . . The party to end all parties was the "world premiere" of Jack Bailey's cookbook, "What's Cookin'." (Continued on Next Page)



GLORIA SWANSON IS PRESENTED WITH ROSES FOLLOWING HER GUEST APPEARANCE ON CHARLES "BUDDY" ROGERS' NEW TELEVISION SHOW, "PUNCH WITH BUDDY." PRODUCER MAL BOYD MAKES PRESENTATION AS ROGERS AND STANLEY COWAN LOOK ON.



JACK BENNY AND MARY LIVINGSTON WELCOME VISITORS OZZIE AND HARRIET (NELSON).



↑ "CLUB 15" DIRECTOR ACE OCHS, LEFT, AND BOB CROSBY ADMIRE BOUQUET PRESENTED TO SONGSTRESS EVELYN KNIGHT.



(ABOVE) DAVID NIVEN ENJOYS FREE LUNCH AS GUEST OF DOROTHY LAMOUR ON "SEALTEST THEATER." (RIGHT) GENE TIERNEY ENJOYS "PICK-ME-UP" BEFORE GUEST APPEARANCE ON CBS "RADIO THEATER" DRAMA.



held in an A & P Supermarket. Guests were served "Bailey's Iowa Baked Beans" from three enormous cannibal-sized pots outside the store and danced in a balcony storage room which was converted to a dance floor.

Continued

* * * * *

They were shooting pictures of NBC's Henry Morgan recently. No one was quite sure what Hank was supposed to be cooking, but he was busy mixing things when the real chef interrupted the proceedings to borrow some spices. "Sure," said Henry, obligingly, "my thyme is your thyme"... Good to know that Cathy Lewis is well on the road to recovery from her recent illness... These warm California days give Hal Peary no trouble in gathering his "Great Gildersleeve" cast together for rehearsals. He holds them at the side of his swimming pool... Professor Quiz thinks he's discovered why housewives are better contestants than professionals like lawyers, newspapermen, teachers and the like. "To a housewife, I'm just another person they have to outwit," he says. "All day they battle butchers, peddlers, store clerks, salesmen and so on. I'm just one more man on their list"... When singing star Buddy Clark, of NBC's "Contented Hour," had to go to the hospital recently, he had the nurses flabbergasted. While being given a blood transfusion he nonchalantly watched a baseball game being televised on the portable TV set his wife had sent in... Recommended listening: NBC's "University Theatre of the Air," which is brilliantly produced by Andy Love... KHJ-Don Lee's "Count of Monte Cristo" series has been cited by the American Cancer Society for its outstanding service in the fight against the dread disease... It was Jack Warner who said it of Jack Benny's classic turkey, "The Horn Blows at Midnight," "Too bad it was so middle-of-the-road. If it had been a little better I'd have made some money out of it and if it had been a little worse I could have sold it for television!"

WHAT'S WITH THE SHOWS

Al Jolson has bowed off "Kraft Music Hall" and in the future will do only occasional guest shots... Tonto, Little Beaver and cowboy Red Ryder done got themselves a new spread. They've moved over to ABC... Two new comedy shows—one starring Joan Davis, and the other an upcoming singer named Rudy Vallee—are slated to tee off on CBS before too long... There's a good chance you'll be hearing Andy Russell and his wife Della in a new five-a-week, 15-minute series over NBC. It'll be a situation comedy on the order of Ozzie and Harriet... If plans go through, Janet Waldo and Jimmy Lydon will head up a new CBS series called "Young Love"... Still another husband and wife program coming up—this time with Alan Jones and Iren Hervey over ABC... Maybe "The Life of Riley" isn't so Riley-ish. They've got to get a new sponsor... Although "The Railroad Hour" goes on to a siding for the summer, singer Gordon MacRae will carry on with the Sportsmen Quartette and John Rarig's music... Lots of buzz-buzz about a new quiz show called "Pass the Basket" with Andy Devine the star... CBS has Abe Burrows under seven-year contract as writer, producer, director and performer on radio and television. If Abe has time he may get a chance to play usher, too. (Continued on Page 50)



← Coed members of Rhythmic Choir presenting dance interpretations of four religious hymns on "Television Chapel."

TELEVISION Chapel

NEW YORKERS GIVE WARM WELCOME TO VIDEO PULPIT

A regular Sunday evening presentation of WPIX Television Chapel continues to be warmly received by New York's television audience. Each week the video pulpit presents the minister and music of another of the many religious faiths that have taken root in New York's great melting pot. The Chapel's presentation of the first Buddhist service to be telecast is typical of its many merits as a public service feature.



Msgr. Fulton J. Sheen, eminent Catholic author and theologian, addressing Chapel on "Three Divine Intimacies."



Choir of St. Mathew's Lutheran Church for the Deaf follow soloist as they maintain rhythm by using hands and fingers.



Rabbi Louis I. Newman of Temple Rudolph Sholom leads video services. Seated at right is Cantor Nathan K. Metzoff.



D. Booker leads African Methodist Episcopal Zion Church choir. Left, Dr. W. O. Carrington, congregation minister.



Rev. Hozen Seki of First Buddhists Church of New York and choir on occasion of first telecast of a Buddhist service.



roy rogers & dale evans

Their home-made spaghetti dinner and raviolis lure seventeen musicians to help launch Frank Worth's newest ballad, "The Fountain."

First helping of Italian style chicken is served by Ned LaRocca (center) as Roy and Frank Worth dig in.



Roy and Dale Evans ran off to a corner with plates-full of chicken and spaghetti.



Musician's son, Jimmy Kanter, pulls a gun and makes poor Roy fork over the delicious grub.



Rounded up at last, the spaghetti-filled musicians settle down for serious business as music director Frank Worth gets set for the debut of "The Fountain." Roy and Dale completed their mission.



Butch filches a chicken bone as wives begin wearying task of washing spaghetti dishes.



*fun with Roy + Dale -
vacationing on the Rogers ranch
+ the kids: Cheryl, Linda + Dusty*



Trigger gets a warm-up.



Dale, Roy and the Rogers girls have some fun with the prize dogs carefully reared by the famous star for 'coon hunting.



A catch in the backyard.



A husband's daily chore.

**Gertrude Berg's
family
enjoys new "Rise"
on TV.**

The Goldbergs

IN TWO score years the *Rise of the Goldbergs* has become part of the warp and woof of American family life. Gertrude Berg, as creator, writer and "Mrs. Goldberg," has brought her radio family a long way since their start back at the dawn of radio. With the coming of television Molly, Jake, Sammy and Rosie were bound to find their way into a TV studio with their problems, home-spun philosophy and delightful humor. And, if anything, they seem to have found an even greater welcome than they ever enjoyed in their hey-day on radio.



(above) Gertrude Berg and James Waters in "Goldbergs" radio version of 15 years ago. (above right) As she appears to her new TV audience. (below right) Eli Mintz, who plays delightful "Uncle David."



The Goldbergs on TV: Gertrude Berg as "Molly," Philip Loeb as "Jake," Arlene McQuade as "Rosie," Larry Robinson as "Sammy."



Milton Berle

Television's
number one star
— his boisterous,
side-splitting,
scene-stealing
showmanship
has captured
the imagination
of the nation's
TV fans.

farmer Godfrey.

radio's Huck Finn pitches hay
on his 800 acre Virginia farm



A farmer and his wife survey their acres from hay mount with daughter Pat and son Mike.

*"I now realize
a lifetime's
ambition . . .*



*I sit at home,
listen to the
radio and
direct the
show I'm
listening to."*



← Farmer on horseback before his ivy walled estate prior to usual early morning canter.



The Godfreys stroll down to the pastures for close look at the prize cattle that roam their 800 rich Virginia acres.

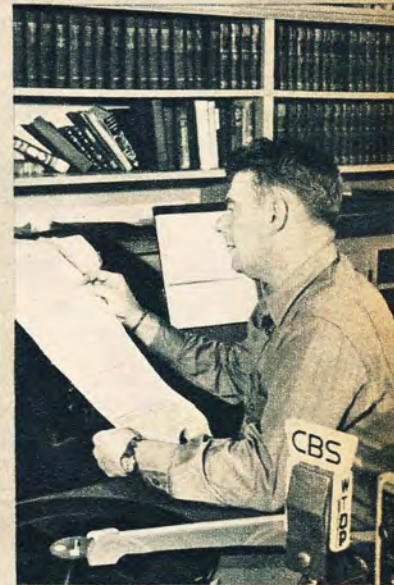


Godfrey drops in for a closer acquaintance with a friendly member of his prize herd.



Godfrey nuzzles one of his favorite mounts as he recalls his first radio commercials for a pet shop at \$5 a broadcast.

farmer on the air...



(Left) Godfrey attends to some farm business matter before (right) getting down to job of preparing his morning show.



(Above) On the air from his farm house with his assistant, Margaret Richardson. (Below) Portrait of a radio farmer.



At left Godfrey tries out his tractor. At right Pat and Mike join Dad as he makes rounds on his daily farm chores.

Satisfying his two great loves — his farm and — his radio work Godfrey broadcasts his morning show direct from his Virginia farm while the rest of the cast is in New York. Once he's completed his radio chores, Godfrey takes up his many duties connected with running an 800 acre farm. ★END





Claire
Niesen

As Mary Noble in *Backstage Wife*



Florence
Williams

Plays Sally Farrell in *Front Page Farrell*



Staats
Cotsworth

As David Farrell in *Front Page Farrell*



Anne-Marie
Gayer

She's Nana Harris in *Katie's Daughter*



Jan
Miner

As Lora Lawton in *Lora Lawton*



Eileen
Palmer

She's Francie Brent in *Road of Life*



Arthur
Hughes

He's Bill Davidson in *Just Plain Bill*

Portraits in Soap

**Results from the
RADIO BEST
Listeners Poll
show a
continued interest
in radio's circuit
of daytime serials.
Here is the second
in a series of
Portrait in Soap
pictures of the
leading players who
appear in daily stories
of life's struggles
and problems.**



Rosemary
Rice

As Betty in *Archie Andrews*



Elizabeth
Reller

Kathy Campbell in *Portia Faces Life*



Ralph
Locke

He's Papa David in *Life Can Be Beautiful*



Gloria
Mann

The Southern belle in *Archie Andrews*



Joan
Banks

As Carlotta in *Today's Children*



Beverly
Younger

Plays roles in *Curtain Time*

RHYMES and Reason

address all contributions to
POET'S CORNER,
RADIO BEST, 452 Fifth Avenue,
New York City 18, N. Y.

* * * ODE TO RADIO

Double or Nothing
People are funny
Go for the house
Three for the Money
Truth or Consequence
Break the Bank
Name of that song?
Cigarettes for Yanks
Information Please
What's my name?
Doctor I. Q.
Mr. Ace and Jane
Take it or leave it
Bob Hawk show
Twenty Questions
Abbot and Costello
Take a number
Every body win
Leave it to the girls
Catch me if you kin!
STOP THE MUSIC!
I gotta' go,
My telephone's ringin'
Gonna' make some dough!
—Cozzie Merrill Jones

* * * VIDEO-SYNCRAZY

The secretary's had a busy time,
the boss has not returned,
The mail is piled three feet high—
might just as well be burned.
Callers in and out all day,
many in a rage,
Some have stayed to walk the floor
like a lion in a cage.
Miss Jones was fretting, worried sick,
she glanced at me for aid,
I looked at her and cleared my throat,
and without a tremor said,
"My dear, I wish that you'd relax,
refrain from being moody,
He's in the bar across the street
watching 'Howdy Doody'!
He'll be back to finish up,
in a hurry—in a whirl,
But he'll go right out again,
to leer at Milton Berle."
—Lennie Larkin

SEAT AT THE DIAL is on vacation

Saul Carson's *Seat at the Dial* will be resumed after the usual summer hiatus with a complete report on summer replacement shows and reviews and views on the new Fall radio and television programs.

GET RADIO BEST
every single month

CASH IN YOUR POCKET
EVERY DAY

Collect and KEEP \$1 on every easy sale. Solid brass name plates for front doors. Sell on sight. Beautifully engraved; bright, lasting finish. FREE sample. Nothing to buy. Show them. Sell them. We deliver and collect \$1.98 balance. Every home buys. Make \$25, \$50 and more every week, spare time. It's easy. It's fast. It's fun. Write NOW for FREE sample and simple selling helps.

Dept. 00, NATIONAL ENGRAVERS
214 Summer Street, Boston 10, Mass.

MEMORY LANE

Pictures of stars and scenes deep from the files of radio's yesteryears...



Back in 1935 the Eddie Cantor show was the nation's favorite comedy program. Can you name the members in this cast?

Answers:

Reading from bottom left to right, Bobby Breen, Jimmy Wallington and Parkyakarkus, Jacques Renard, Eddie Cantor, Deanna Durbin.

Hollywood Harry by Lenny Rogers



"Never mind the left jab— don't let him upstage you."

Gags of the month

Schultz: Luigi, you got stuck with that jalopy. With a car like that, I got only one piece of advice for you.

Luigi: What's that?

Schultz: Keep moving, because if you ever stop, people will think you're in an accident.

"Life with Luigi"

Andy: Kingfish, I just been down to de beanery talkin' to my fiancée. An' yo' know I been thinkin', it ain't gonna be right fo' de wife of Andrew H. Brown to be seed work-in' behind a counter in a lunch room.

Kingfish: I 'grees wid yo'.

Andy: Yeah, after we is married, I gonna try an' have her transferred to de kitchen where yo' can't see her.

"Amos 'n' Andy"

Lum: Abner, what's there to keep a man from enjoyin' wedded bliss?

Abner: His wife.

"Lum and Abner"

Rochester: Oh oh! I dropped the nickel Mr. Benny gave me to phone. Doggone it, I can't see it anywhere.

Benny: Here it is, Rochester. It rolled back to me.

"Jack Benny Program"

Judy Canova: Paw, you're the laziest human I ever did see. You been fired from every job you ever had.

Paw: Well, nobody can call me a quitter.

Judy Canova Show

Bob Hope (after dining out): I wouldn't say that restaurant was expensive, but it's the first place Fort Knox calls and says, "Send some more, boys, we're running out."

Bob Hope: (Talking about energetic people): What they don't know is that all the time they're burning with energy, their pilot light is slowly going out.

Bob Hope Show

Charlie (Clifton Finnegan) Cantor: I was watching a sailor out on the lake in a rowboat with his girl. All he did for two hours was hug and kiss her. That's stupid.

Archie (Ed Gardner): Why? Finnegan: You'd think after months on the ocean the guy'd be sick and tired of the water.

"Duffy's Tavern"

Farmer: I got a very unusual chicken. I point my shotgun at her and she lays me an egg and a strip of hot bacon.

Arthur (Dagwood Bumstead) Lake: A hen can't lay bacon.

Farmer: When you got a gun in your face, you'll find talents you never knew you had.

"Blondie"

RADIO Stars have such interesting faces



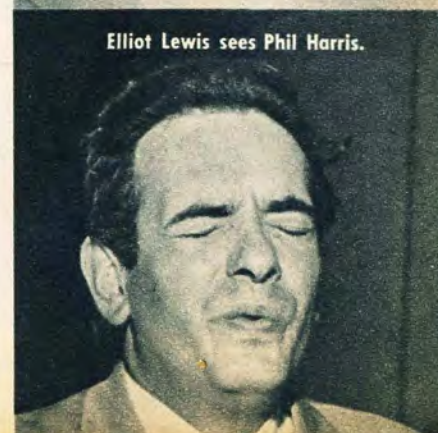
Lena Horne's natural beauty.



Len Doyle's hot on the trail.



Phil Harris cops a plea.

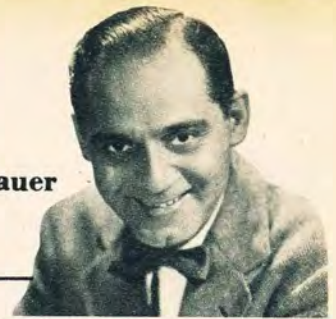


Elliot Lewis sees Phil Harris.

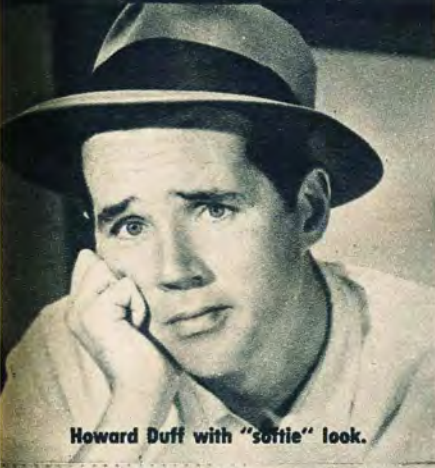
What's on your mind?

The Question & Answer Clinic conducted by Ben Grauer

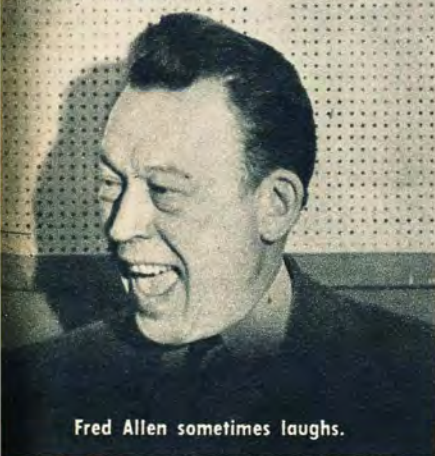
(noted special events reporter and emcee
"Americana Quiz" NBC-TV Mondays 9:30 p.m. EDT)



Jim Jordan looks like Fibber McGee.



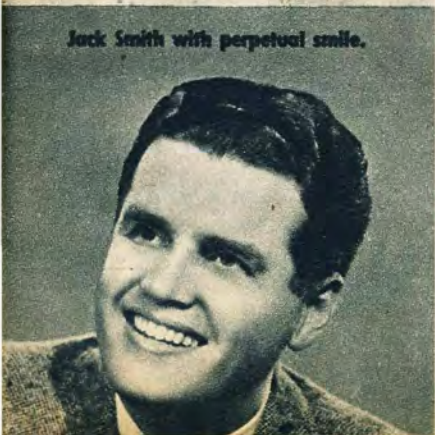
Howard Duff with "softie" look.



Fred Allen sometimes laughs.



Vivian Ferracci with beauty and brains.



Jack Smith with perpetual smile.

Q. I've heard so much about Bobby Clark's hilarious "Barber Shop" scene in his recent television appearance that I thought many fans who do not as yet enjoy the new medium would appreciate seeing a photograph of his antics. Is that possible?

Abe Sheldon, Ohio

A. I assume you refer to his recent "The Lambs Gambol" appearance in which he did a scene with Hobart Cavanaugh from the Broadway play "As the Girls Go." We're printing the only photo our picture editor was able to find.



Q. What is the summer replacement for the Amos 'n' Andy show?

Bertha Randsdall, Wis.

A. Call the Police. (That's the name of the show.)

Q. Recently I heard Dick Powell in a radio version of the "Front Page." Now I can't seem to find him listed in the radio logs. Is he still on the air?

Grace Morgan, Pa.

A. Dick is now heard on NBC in a new whodunit, titled *Richard Diamond, Private Detective*. It is believed that the show will serve as a summer replacement only.

Q. Besides Ozzie and Harriet, who are the other members of their cast?

Fran Brickhouse, Washington, D. C.

A. Their sons Rickey and David, John Brown and Janet Waldo.

Q. Is our favorite radio actor, Howard Duff, making any new movies?

Betty Jane Lewis, Ohio

A. Mr. Duff has just finished his seventh motion picture, this time for Universal-International, "Partners in Crime."

Q. Is it true that Bud Collyer is a former lawyer?

Alma Chalmers, Vt.

A. Bud started out to be a lawyer like his Dad, but ended up doing exactly like his mother, brother and sister—all stage veterans.

Send all questions to
BEN GRAUER,
RADIO BEST Magazine,
452 Fifth Avenue,
New York City 18,
N. Y. Mr. Grauer's
answers will be confined to this department, so please do not send self stamped envelopes.



Q. Hy Gardner, the Mutual commentator, recently made a significant remark regarding the Alcohol Tax on Russian Vodka. I am compiling a little book on anti-Russian jokes and would appreciate it if you could furnish me with Mr. Gardner's exact quotation.

G. H. K., New York.

A. We think this is it: "You might like to know that the Alcohol Tax Unit of the Internal Revenue Bureau still labels Russian Vodka as a neutral spirit."

Q. What does the term "AFRA" stand for?

Harold Steimer, W. Va.

A. The American Federation of Radio Artists.

Q. Is Milton Berle discarding radio next Fall for full-time TV?

Morton Bannister, Conn.

A. Current reports hint that Mr. Berle's radio program will continue next season but may switch to another network.

Q. What is your opinion of the Hooper poll?

Mary Boll Singleton, Wis.

A. I refer you to Fred Allen.

Q. Is Walter Winchell planning to do a television show?

Harold Stein, New York.

A. Charles C. Barry, video veepee of the American Broadcasting Company, is anxious to project both Mr. Winchell and Drew Pearson in a Fall simulcast. No formal announcement has been made.

Q. Is Hildegard of France or Vienna?

Jay Gootseigen, N. J.

A. The charming entertainer was born in Milwaukee, here in the U.S.A.

Q. Who, in your opinion, is the best announcer in radio today?

Rena Vitello, N. Y.

A. Radio is fortunate in having dozens of top-flight announcers. But just as actors, announcers are chosen for their particular specialty in the many facets of broadcasting.

Q. What's the name of the little lad who plays the drums on Horace Heidt's program? Also, how about a picture?

Alfred Drake, N. Y.

← A. He is 9 year old Tommy Clark and he's as cute as he sounds.



Monica Lewis is now star
of her own TV show

2 ^{provocative} gals

**So easy
to look at
and delightful
to hear**

PEGGY LEE, born Norma Egstrom in Jamestown, North Dakota, and Monica Lewis, born Monica Lewis in New York City, are two of the nation's leading gal vocalists whose beauty and charm match their vocal talents. Both were discoveries of local radio station managers. Ken Kennedy of WDAY in Fargo, North Dakota, gave Peggy her first big chance and continued as a friend and guiding influence. Charles Stark, former manager of New York's WMCA, was the first to recognize Monica's star-studded charms. Peggy is star of the Chesterfield Supper Club as well as Capitol Record's top female recording artist. Monica now has her own show on WOR and is also starred in her own variety television show.



Peggy Lee

Maestros who serve the nation's tastes



VAUGHN MONROE

The kids go for the "muscles" in his voice.



FRED WARING

His music is soap-opera's biggest threat.



CARMEN CAVALLERO

His nimble fingers charm young and old.



SAMMY KAYE

Continues to swing and sway the fans.



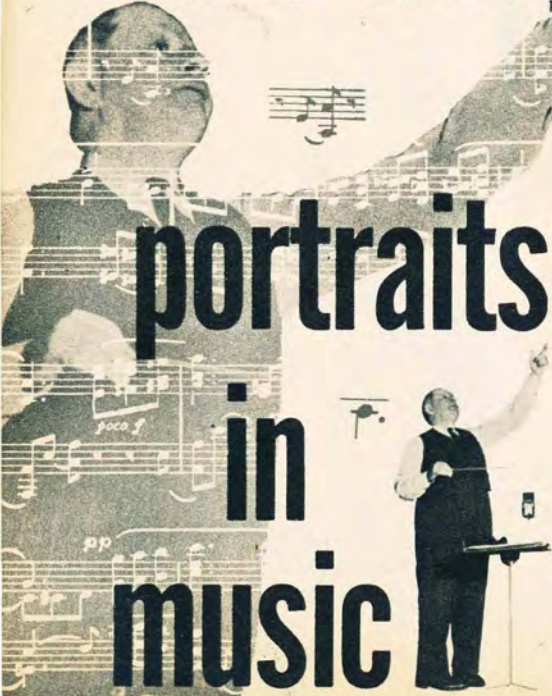
DUKE ELLINGTON

Best interpreter of American blues.



HARRY JAMES

Remains as king of the trumpeteers.



portraits
in
music



ARTIE SHAW

Brings classics to masses between weddings.



BILLY ECKSTINE

Will emerge as the band of the year.

Jo Stafford ^{is} NOT IN LOVE

She says there's no romantic angle in her long friendship with Paul Weston, but rumors still persist.

TWITIAN-haired Jo Stafford, singing star of NBC's *Supper Club*, has for many years been a very close friend of Paul Weston, talented music director of Capitol records and orchestra conductor who wields the baton on Jo's program and lends the orchestral accompaniment for her recordings.



Jo Stafford does take her singing seriously and has often acknowledged Paul Weston's musical talents in her rise to stardom. A romance with the brilliant musical director has long been an accepted fact in Hollywood circles but Miss Stafford chooses to ignore the rumor, says she and Paul are just good friends.



Paul and Jo are frequently seen together at Hollywood parties and the Brown Derby.

A crooner who sings like Crosby - & a comic who acts like mad - make a bid for radio's Sunday night of fame.

ONE of the most promising results of NBC's valiant search for talent to plug the hole left by the "big switch" to CBS is the zany comedy team of Dean Martin and Jerry Lewis. A big success in the club circuit—one of the toughest proving grounds for comedy talent—NBC put the boys through some intensive preparation before putting them into their Sunday evening lineup of stars. The results have so far proved worthy of the effort, illustrating again there's new talent around if you look for it.

Dean (left) bursts into song as "child star" → Jerry reads one of his strange poems.



Jerry gives his partner a close shave.



(Above) Very much involved in a script.

(Below) They asked for beer and got milk.



(left) Dean Martin
and Jerry Lewis
NBC's **New
Comedy
Team**



Music on a Platter by Les Merman



Janette Davis wants to know "When is Sometime?"

THE "Velvet Fog," Mel Torme, is back on a 10-incher with *County Fair*, a repressing by MUSICRAFT (596) of the original job expertly produced. Mel co-authored this tune with Bob Wells. A library must for Torme fans. The other side is *You're Driving Me Crazy*.

The late Glenn Miller made no mistake in placing his confidence in Tex Beneke. In *Midnight Serenade* recorded by VICTOR (20-3395) Tex projects a splendid instrumental organization — a tiptop production reflecting the feeling and style of the Miller band at its best. On the other side, Tex voices a cute novelty ditty, *Pin-Striped Pants*.

Another VICTOR (20-3382) release, *Busy Doing Nothing*, featuring Vaughn Monroe and the Moon Maids, is a bouncy tune from "Connecticut Yankee" which Vaughn could have skipped with

no damage to his reputation. The other side, *Is It Too Late?*, simply proves that it isn't too late to forget the whole thing.

The Indian's gift to song, Kay Starr, is just sensational, in *How it Lies, How it Lies, How it Lies*, on CAPITOL (15419). The rhythm ditty gets its greatest hypo from this inimitable Starr.

Here are top recordings by the nation's leading vocalists: PERRY COMO — *When is Sometime?*, on VICTOR (20-3381). JANETTE DAVIS — *I Didn't Know the Gun Was Loaded*, COLUMBIA (38448). BUDDY CLARK — *A Chapter in My Life Called Mary*, COLUMBIA (38443). JACK SMITH — *Senora*, CAPITOL (15429). GORDON MACRAE — A



Kay Starr proves she's in a class all by herself.



Mel Torme's "County Fair" is a library-must for fans.



Tex Beneke's style reflects style of late Glenn Miller

Chapter in My Life Called Mary, CAPITOL (15425).

RECOMMENDED ALBUMS: Bing Crosby's *A Connecticut Yankee* on DECCA (A-699). His rendition of ballad, "Once," is worth the price of entire album. Here's Crosby at his best.

Carmen Cavallaro's *At the Piano Album*, DECCA (A-704) includes such tunes as: September Song, Stairway to the Stars, Ain't Misbehavin', Always in My Heart, etc. A wonderful package for a pleasant evening at home.

Popular Tunes Destined for the Bigtime

This selection is no guarantee that these tunes will reach the "hit" stage, but they're based on reports from the trade, music stores, disc jockeys and other reliable sources. Not in order of their popularity, here they are:

- HOW IT LIES, HOW IT LIES, HOW IT LIES
- A WONDERFUL GUY
- SOME ENCHANTED EVENING
- A CHAPTER IN MY LIFE
- I DON'T SEE ME IN YOUR EYES
- CANDY KISSES
- EVERYWHERE YOU GO
- FOOLISH HEART
- BUSY DOING NOTHING
- YOU'RE SO UNDERSTANDING

This Month's Disc Jockey

Meet Jack Lacey



NEW YORKERS are quite familiar with Jack Lacey, spinner of the "Listen to Lacy" disc jockey show. Born in Hartford, Conn., on November 11, 1916, Jack went through Teachers Col-

lege in New Britain and graduated in 1938. Radio always fascinated Lacey and it was in 1937 that he received his first opportunity to be heard over the airwaves. That was on WNBC (now called WONS) in the capacity of announcer. In 1939 Jack became chief announcer for that station due to his fine speaking voice as well as his ability to ad lib.

After serving four years in the Army, Jack returned to Station WONS as Program Director and one year later joined WINS in New York. At this station Lacey was heard by New Yorkers hour after hour and day after day. Jack's voice wasn't pushed upon the public, they loved him as his fan mail indicates. Not only did New Yorkers and the nearby states accept Jack's friendly, informal chatter, but his disc jockey show as well. Four and one-half hours of platter spinning every day, Monday through Saturday, brings listeners plenty of good music.

In addition to his disc jockey show on WINS, Jack, aided and abetted by Patsy Garrett, emcees a daily quiz show called "Bushels of Fun" from 12:30 to 1:00 P.M.

Just as soon as he gets through with "Bushels of Fun," he tears around to Studio G to pick up his "Listen to Lacy" session.

Jack takes great care in preparing his shows — trying to make every fifteen minute segment just a little bit different. His "Song Pluggers Parade," which is a daily feature (1:15-1:30 P.M.) is perhaps one of his most successful features — allowing song pluggers to really "give the pitch" on whichever record they happen to be plugging at the time.

Unusual gimmicks fascinate Jack — two of his most successful attempts in this direction have been his "SOAP BOPRA," his portrayal of a story using bebop scat singing to replace spoken words with translation by Lacey and his "Disc Jockey's Nightmare" in which Jack describes what he believes would be a disc jockey's dream using sound effects, mad Cubana Bebop, excerpts from a Spike Jones Symphony, etc.

So for versatility, good music and hours of good entertainment we suggest you "LISTEN TO LACY."



Ray Dorey . . . WBZ, Boston

New England is Dorey's dominion. In addition to riding herd on his own record show, Ray is heard on hundreds of other vox jox sessions. This former Goodman vocalist is easy to take, on record or on mike. One of Boston's best. Oddly enough, my impression of Ray turns out to be a fair caricature. Dorey's fans will prefer the photo, at right.



Fred Robbins . . . WOV, New York City

The proprietor of the Robbins nest is one of radio's glibbest ad-libbists . . . a ball of fire with a flair for inventing unique jive jargon. Torme's "Velvet Fog" tag was born on the 1240 Club. Freddy's voice fits my ear's impression of what a handsome young guy looks like. A glance at the real Robbins shows that I was right, generally.



Mental Television

By Mel Graff, Creator of FBI comic strip Secret Agent X9

Nation's jox unwittingly speak for their portraits

ONE of the heartening things about sketching radio people from the sound of their voices is that they invariably turn out to be better looking than my impressions of them. In praise of the dee-jays, I'll say that they can take it as well as disc it out. Herewith, a few more Graff laffs, via mental television.



Bob Snyder . . . WPTR, Albany, N. Y.

Snyder is one of the shining lights on the Schine theatre chain's venture into radio. Does a daily disc and discuss show in addition to a noon luncheon job from Albany's Ten Eyck hotel (with big name guests, yet). I picture Bob as a wavy haired blond, with cheaters and a smile a mike wide . . . Oh, well, maybe I'll come closer on the next impression.



Bob Maxwell . . . WWJ, Detroit

Bob's deep voice and bright banter are a motor city must. When early rising auto workers miss a Maxwell melange, they forget to put fenders on Fords and Buick's dyna-flow is reduced to a trickle. I'm taking a small bow on this mental talk-a-vision. Hair, grin and cleft chin . . . that's close enough for me. Whaddaya want, BLOOD?



Francis Craig . . . WSM, Nashville

Jockey, ork pilot, writer of hits, studio record librarian . . . doesn't this guy EVER go home? About the time the nation wanted to get as far from "Near You" as it could, Craig penned "Beg Your Pardon." Doesn't count his money . . . he weighs it. I'll say straight hair, middle-parted . . . shell specs and a waxed mustache.



Steve Allison . . . WVOM, Boston

Allison could call his show "The Boston Steve Party." Another lounge set-up, but real great. Como, Benny or Durante, if they're Hub bound, wind up mike-side on this pre-dawn patrol. With one ear buttoned to the loudspeaker, my pen traces out a combo of Clark Gable and Warner Baxter. Actually, Mr. Boston turns out to look . . . well, like Steve Allison.



Ernie Simon . . . WJJD, Chicago

One of the windy city's winsome record rotators. More than a few tunes have spun to the top of the wax stack with impetus from nimble Simon. That day is lost for a recording star, when his agent hasn't arranged a guest shot with Ernie. Here, my ink-pression of Ernie Simon interviews the lovely Lorry Raine . . . I finally hit a guy with a mustache.






**Meet
the
FAMILY**

↑
Vacation bound

The Kay Kysers (she's the former Georgia Carroll), Kimberly Ann, almost three years old and baby Carroll Amanda, about eight months old.

WANT to meet the families of the stars? RADIO BEST will continue to publish family pictures of radio and television stars requested by readers and fans. Write your choice on a penny post card and mail to: Family Pix, RADIO BEST Magazine, 452 Fifth Ave., New York 18, N. Y.



**Primp-up
time**

Cute Nikki Barbour, five year old daughter of songstress Peggy Lee, gets primped-up by mama for a family party. Nikki's dad is Dave Barbour, Peggy's musical director.



**Maxine
Andrews**

Of the famous Andrews Sisters, with her daughter Aleda Ann, 4, and two year old son, Peter Todd.

The kids take the spotlight at the homes of the stars



Always together

At home or on-the-air, the Nelson family is a closely knitted group. That's Ozzie, David, 12; Ricky, 8, and beautiful mother Harriet.



Family emcee

Art Linkletter's own home audience, left to right: Dawn, 9; Robert (on floor), 4; Mrs. L. holding baby Diane, Art holding Sharon, 2, and Arthur Linkletter, Jr., 12. Art is a busy emcee.



At home with Malone

The happy dad is radio's famous emcee, Ted Malone, with wife Verlia and pretty daughters Nancy, age 9, at the piano, and Elaine, age 17.



In the Burns house

The people who live there are Ronnie, Gracie, George and Sandra. Gracie and George plan a summer-at-home with the family during their hiatus from their radio and picture duties.

People behind the Stars



Ben Parks
Medals Galore

A STAUNCH believer in radio's power of persuasion, he's been producing award-winning shows for the past ten years. He originated and produced the dramatic WMAQ, Chicago, series on public health, *It's Your Life*. His *Report Uncensored* series on the city's WBBM won 9 major awards, including the Peabody and DuPont honors. Park's knack for garnering special recognition goes back to the beginning of his radio career at WHA, Madison, Wisc., where he won three national awards before joining the armed forces. Discharged in 1946 he joined WBBM where in addition to his *Report Uncensored*, he produced and directed the Wendell Willkie award-winning series, *Democracy U.S.A.* With men of his calibre around there's no need to fear about radio doing a constructive job.



Hi Brown
Doorway to Success

WOULDN'T think a sound effect could inspire a popular radio program? But, believe it or not, that's how *Inner Sanctum* was born. Young producer Hiram Brown was browsing through the property shop when a noise made him jump. The spine tingling sound was an unholed door. Hiram made a mental note of the squeaking portal. A few days later he was asked by a sponsor to submit a new show. Brown remembered the squeaking door, added a nerve chilling script to it and on Jan. 14, 1941, *Inner Sanctum* began to haunt the airwaves. When the program went on the air, a woman listener sent in an oil can. They've been coming in since. Besides supervising the affairs of the squeaking portal, Brown also handles *Dick Tracy*, *Terry and the Pirates*, *David Harum* and others. Among the stars to get their start with Brown were Van Heflin, Rita Johnson, Agnes Moorehead, Everett Sloane and George Couloris.



Joan McDonald
Joan of All Trades

TO DO one thing well would satisfy most, but not this attractive young lady. An actress and dancer at the age of 8, a professional writer at 12, artist's and fashion model, pin-up girl for three of the United Nations, American Theater Wing entertainer, and now for the past two years associate director to Jock McGregor on *Nick Carter*, *Master Detective* and all his other shows—and, whew, you only have the beginnings of a story about a very busy career girl. For, in addition, Joan auditions all dramatic talent for WOR. This comes under the heading of "The Joan McDonald Auditions." She's also secretary of WOR's New Program Committee, reading and passing on new scripts. She writes late-at-night dance band continuity, station salutes and so on. And just to round out her time she acts as an agent for a few young aspirants she thinks she can help make the grade.



John Dietz
Watch the Birdie



HIS LONG-TERM record as director of *Crime Photographer*—since its inception 5 years ago—has helped make this program one of the favorites on the air. Born in Marietta, Ohio, in 1910, he was licensed as an amateur radio operator at 13. During his college years he earned part of his tuition alternately operating a steam shovel, selling magazines, and running his own miniature golf course. He joined CBS' engineering department in 1934. Four years later he started as a director on his own with Trans-American Broadcasting Co. He started *Famous Jury Trials* and *The Parker Family*. In 1942 he returned to CBS as a full-fledged director with a raft of shows to his credit. To these he added *Crime Photographer*, *Suspense*, *Report to the Nation*, *Mrs. Miniver* and many others. He makes his home in New York City with his wife, Maxine, whom he married in college, and their 12 year old son, John Dietz, III. And, oh, yes, he's an enthusiastic amateur photographer... probably gets his lessons from his radio hero, Casey.

ELOISE McELHONE

Her sprightly comments on the behavior of men projected a refreshing intelligence to radio fans who enjoyed her spontaneous viewpoints on "Leave It to the Girls." Her appearance on the video screen projected something even more refreshing than brains—beauty in large doses of charm. The fans have nominated her "This Month's Beauty on the Air"—and we're happy to second the motion.



RADIO BEST Beauty On The Air

Cloise McElhone

Shining Stars on Television



Lovely Kyle MacDonnell checks makeup before making entrance on TV stage.

← Marge and Gower Champion, husband and wife dance team, star on Admiral Revue.



Kyle MacDonnell



Marge + Gower Champion

SHINING examples of television's ability to find its own stars are the careers of Kyle MacDonnell and the Mr. and Mrs. dance team of Marge and Gower Champion. Coming to TV with brief experience as a model and musical-comedy ingenue, Kyle has emerged an extraordinary video talent mixing good looks and an intimate voice with amazing results. The Champions, while spotlighted dancers in many Broadway shows, have really captured a leading video role with their unusual story-telling choreography. Gower's crew hair-cut has started a trend from the sleek style so popular in the past among dancers.



Russ Hodges



Al Helfer

For year 'round television coverage of sports WPIX leads the way in New York . . . during the baseball season, WPIX cameras cover every day and night game of the N. Y. Giants at Polo Grounds . . . Russ Hodges and Al Helfer are the announcers.

WPIX
NEW YORK
CHANNEL 11

• • • "the sports station" • • •

Boxing and wrestling summer and winter on Channel Eleven . . . Boxing now is presented Monday and Thursday nights with Jack McCarthy . . . wrestling Tuesday and Wednesday evenings with Guy LeBow . . . and to keep posted on all sports . . . see Jimmy Powers' "Powerhouse" at 7:15 P.M. Thursday through Monday.

Jimmy Powers



Jack McCarthy



Guy LeBow

Accept This Lavishly Illustrated Book
on "CREATIVE HOME DECORATING"

ABSOLUTELY
FREE

with each purchase of
America's finest . . .

**You Can Now See A
BIGGER & BETTER
PICTURE** ★ Enlarges your
Television Screen

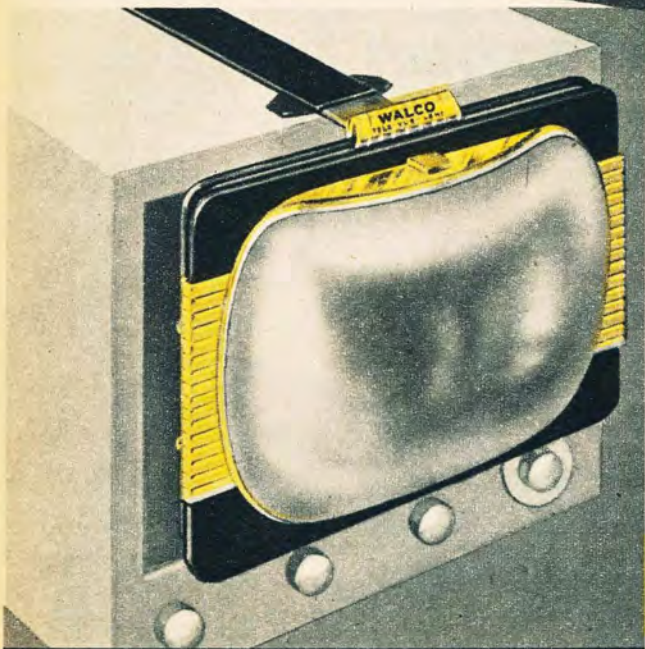
★ Gives brighter and
clearer images

Walco
TELE-VUE-LENS®
**TELEVISION
Picture MAGNIFIER**

Stop Straining Your Eyes
Avoid Television Squint!

This amazing gift
actually sells \$3.95
in Dept. and
Book Stores for

And it's yours as
a gift — absolutely
FREE. You'll actual-
ly save hundreds of
dollars. You simply
can't go wrong with
this simplified step-
by-step method for
creating home beauty.
This great lavishly
illustrated book is
yours as a gift. It
will work wonders
with your home.



★ New Decorator styled
models. They actu-
ally enhance the
appearance of your set.

★ Fits All Table Models and
Consoles. Adjustable slide
makes it fit all cabinet
depths.

★ Adjustable in Every Direction. Lens moves up, down, left,
right or at a slant.

★ Glare-Proof Filter at no added cost. The filter alone is
worth the price. Save Your Eyes! Improve picture quality.

Make your 7" tube set per-
form like a 12" tube set!

★

Make your 10" tube set per-
form like a 15" tube set!

★

Make your 12" tube set per-
form like a big projection
set!

For as low as \$14.95 you can more than double the
value of your present TV set.

ACT NOW!

Here's Big Plus
Value! Get all three—
Picture Magnifier—
Glare-Proof Filter—
Creative Home Deco-
rating Book—all for
the low, low price of
\$14.95.

Accept this amazing trial offer and see for yourself how much you
get in extra pleasure from your present television set. The name Walco
is first and foremost in America in Television Picture Magnifiers. That's
your guarantee of distortion-free television entertainment. See a bigger
and better picture — eliminate all eye-strain. Order your Walco-Tele-
Vue Lens today. Rush the coupon at once.

Here's how inexpensively you can more than double the value
of your present television.

Model No. 512 . . . for 7" tube sets	\$14.95	Model No. 529 . . . for 10" tube sets	\$29.95
		(larger 10" and smaller 12")	
Model No. 519 (de luxe) . . . for 7"-10" tube sets	\$19.95	Model No. 539 . . . for 12" tube sets	\$39.95
(larger 7" and smaller 10")		(for larger 12")	

MONEY BACK IF NOT SATISFIED AFTER
5 DAY HOME TRIAL

ROBERT EDWARDS CO. (Dept. R.B.)
452 Fifth Ave., New York 18, N. Y.

Please rush the new Walco Television Picture Magnifier on
approval as well as the Creative Home Decorating Book as a
FREE GIFT. If not delighted, I may return the Television
Magnifier within 5 days for refund of purchase price.

I enclose \$ _____ for model no. _____
You pay all shipping costs.

Name _____ (Please Print)

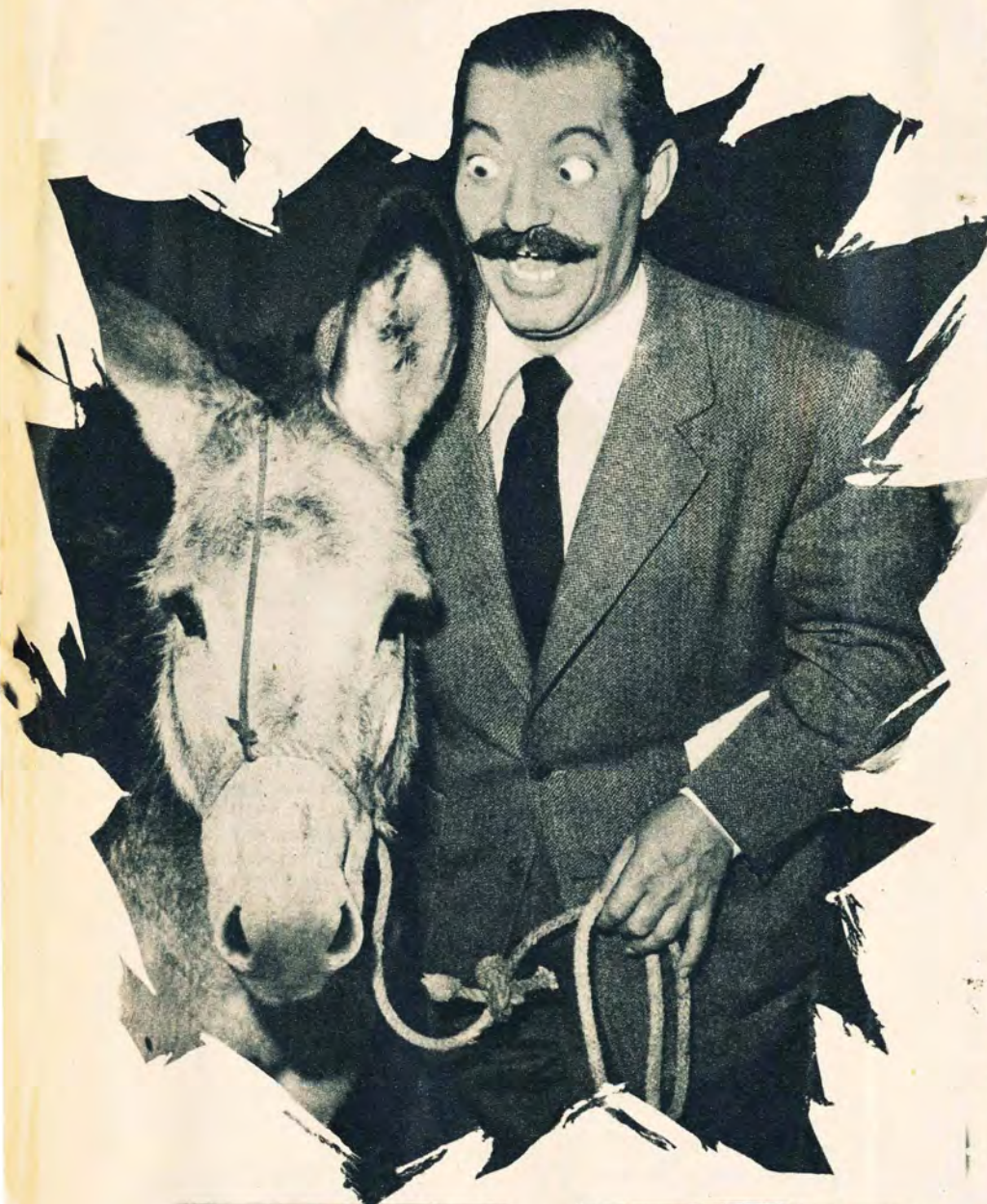
Address _____ (Please Print)

City _____ Zone _____ State _____

**ROBERT EDWARDS CO. 452 FIFTH AVENUE
NEW YORK 18, N. Y.**

Comics without Stars

RADIO'S big time comedy shows continue to lean heavily on the versatile talents and supporting antics of the professional stooges whose ability to excite guffaws have made them national favorites. Here are some of the better known players who are old stand-bys—topflight artists who have found that stooging for the stars pays off big in money—if not in billing. (Below, Jerry Colonna, favorite stooge.)



Minnie Pearl is the country comic on "Grand Ole Opry," her versatility makes her a sought-after radio actress.



Mel Blanc is probably radio's busiest actor. He's best known for "Mr. Postman" on Burns & Allen program.



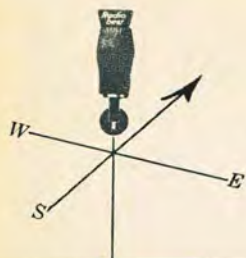
Charles "Finnegan" Cantor is a dimwit on "Duffy's Tavern" but playing dumb-roles has paid off in fame.



Arnold Stang, who zoomed to fame as "Gerard" on Henry Morgan show; and Eddie (Rochester) Anderson, a Jack Benny fixture.



Bill Thompson is Wallace Wimple on the "Fibber McGee and 'Mollie" show, of meek, hen-pecked characters.



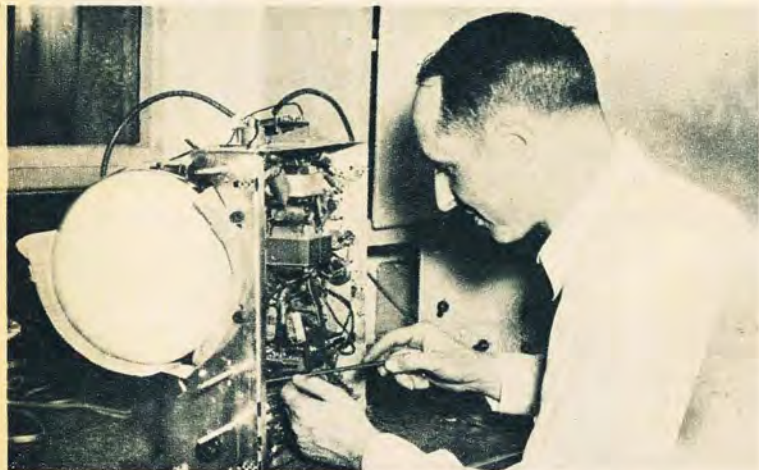
PERSONALITIES

ACROSS THE

NATION...



Radie Harris, famous Hollywood columnist, got Shirley Temple to tell some intimate sidelights about her career in marriage.



BUILDING A TELEVISION SET, or home gardening, at either, WSYR's (Syracuse, N. Y.) Old Gardener, Al Burgess is equally at home. Primarily a WSYR engineer who divides his time between the transmitter and control room, Burgess is president of Syracuse's Garden Club. He is heard on the air every Saturday at 9:45 A.M., as the Old Gardener. At the present time Burgess, along with other WSYR engineers is studying television in preparation for WSYR-TV's debut in the fall.



Lisa Kirk, lovely stage and television star shows comedian Johnny Olsen her latest design in Barker greeting cards during her guest appearance on the midday luncheon show over New York's WMGM.



MILTON BERLE PLEASE NOTICE: HERE'S JACK "SPIKE" BENNY AS HE RECENTLY APPEARED IN HIS ORIGINAL HILL-BILLY BIT ON HIS TELEVISION DEBUT ON KTTV.

THE SEEING EYE

Next time you catch a television show at a friend's house, don't shove off the moment the program is over. Correct television etiquette is to linger a while and chat... **It's Arthur Godfrey who comes up with a good question.** "If television makes everybody look like they need a shave," he asks, "why doesn't it make a bald guy look like he needs a haircut?"... **One-sentence TV definition:** "Television is a means of instantaneously seeing at a distance"... ABC's video adaptation of General Dwight D. Eisenhower's "Crusade in Europe" required going through 165,000,000 feet or 31,060 miles of World War II films in order to develop the 26 episodes... Owner of a Hollywood Boulevard cocktail bar couldn't afford a TV set—business was pretty awful. So, as a substitute, he put in two *live* wrestlers... **"The Lone Ranger" goes on video** in a series of 52 weekly half-hour shows. It will be telecast by ABC... Sammy Kaye's "So You Want to Lead a Band" may be an NBC-TV feature.

PERSONALITY STUFF

If the miss who plays the effervescent schoolgirl on CBS' "Our Miss Brooks" sounds perfectly natural in the part, there's a good reason for it. She's Gloria McMillan, 16, and a junior at the Westlake School for Girls... **Radio's dead ringer for the young Abe Lincoln is Jeff Corey**, whom you know as Lieut. Ybarra on "The Adventures of Philip Marlowe." Corey is more than six feet tall, has thick red hair and green eyes, and his resemblance to Lincoln, including the slightly stooped posture, is striking... **Eddie "Rochester" Anderson** has a 20-year-old son, Billy, who's rated one of the top Southern California track stars... **When Jean Hersholt, the "Dr. Christian" of CBS**, first came to Hollywood from Denmark he was lucky enough to own a pair of striped trousers and a cutaway coat. They got him his first job in the old Thomas H. Ince studios at a fat \$10 a week... New musical director on the Lum 'n' Abner show is Opie Cates, who raises 4000 fryers for the market on his San Fernando Valley farm. Opie is an Arkansas boy who learned to tootle the clarinet in between chores on his parents' farm... **One reason Perry Como doesn't care** for picture work is that the movie tycoons always want him to dress up in a tuxedo. "And I come over like just another bum in a tuxedo," says Perry... Veteran radio actor Hugh Studebaker, heard on CBS' "Guiding Light" and "Beulah" shows, was once partnered in a team with Harold Hughes and called themselves "Georgie and Porgie, the Breakfast Food Boys." As part of their act they used to announce that their program was broadcast over a "chain," and then they'd rattle a set of chains in front of the mike... **Gracie Allen claims that when she was born**, she was so surprised "she couldn't talk for a year and a half." Gracie calls her husband, George Burns, "Nate"; he calls her "Gogie"... No less an authority than John Barrymore once tagged Hans Conreid "one of the most versatile actors I've ever seen." Conreid appears on as many as ten radio shows each week, with a schedule so full that he must carry a notebook in which to keep track of his day's assignments... Just about the tallest songstress in radio is blonde Evelyn Knight, of "Club 15." Evelyn is six feet tall in heels and hairdo—but on her it looks fine.

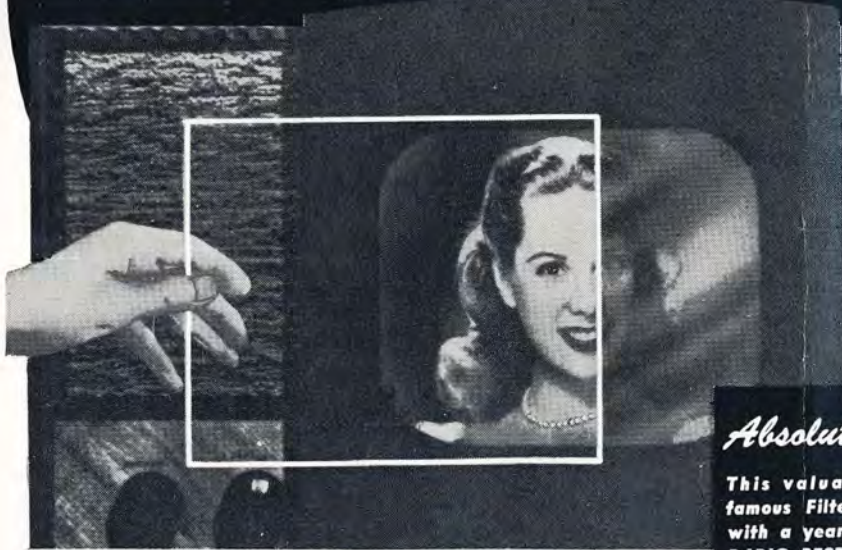
THAT'S HOLLYWOOD

Where a producer is getting ready to film a new kind of Western picture—one that will be completely different. In his picture the cowboy will be smarter than the horse... Where they're saying that a certain actress who married for money went into marriage with her hands wide open... **Where a radio star went to a psychiatrist**, explaining that he was worried about his future. The medic told him he'd take care of his worries, but it would require two years and cost \$200 a week. "That's fine," said the patient. "That takes care of your future—now how about mine?"... Where some of the quiz show contestants are so versatile—or something—that they can win a prize as the youngest bride on "Breakfast in Hollywood"—and later in the day win another as the oldest grandmother on a different show... Where Martin Ragaway claims he knows a guy who divorced his wife and promptly married her sister. He just couldn't stand breaking in a new mother-in-law... Where the Swap section of a morning paper carried this ad: "Commercial radio advertising time (unexpired) worth \$1400. Will trade for used passenger car"... And where a hair stylist has just created a new Hollywood coiffure—"The Economy Wave!" **★END**

Enjoy Television At Its Best!

**AMAZING
FREE GIFT OF A
"NO-GLARE"
TELEVISION
FILTER**

No More EYE STRAIN
No More GLARE...
**NOW YOU CAN ENJOY
Clearer, sharper image and
pleasant glare-free reception!**



Absolutely FREE!
This valuable, nationally famous Filter is yours FREE with a year's subscription to RADIO BEST magazine!

This Improved TV Filter Is Nationally Famous!
★ NO GLARE ★ CLEARER IMAGE ★ EYE-EASE RECEPTION

Thousands of television set owners who have purchased this famous Television Filter will tell what a difference it makes! Why is this valuable free gift offer made? To make thousands of new fans for RADIO BEST magazine — and to give television set owners new added pleasure in sharper, clearer reception and absolute eye-ease! Take advantage of this offer even if you don't as yet own a television set—what a welcome gift to a friend who has one!

Here's how to get this Amazing FREE GIFT with no additional cost to you!

As a regular RADIO BEST reader you know how enjoyable it is to read this big-size picture magazine chock-full of features and stories about your favorite radio and television stars and programs. Now at the regular subscription price of \$3.00—you get this valuable

No-Glare television filter absolutely free — plus every issue of RADIO BEST for a full year. Just mail the coupon on this page with \$3.00 now! This amazing offer may be withdrawn at any time without notice. So act now!



**← IT'S FREE
But Act Now!**

MAIL THIS COUPON TODAY!

RADIO BEST Magazine
Dept. C., 452 Fifth Avenue, New York 18, N. Y.

Please enter my subscription to RADIO BEST for one year and send me at once your Television Filter—BOTH for the enclosed \$3.00. I am indicating below the size of my television screen.

SIZE SCREEN 7" 10" 12" 15" 16"

Name: _____ please print

Address: _____

City, Zone & State: _____

(You may take advantage of this offer for your friends and neighbors by using a separate sheet for additional subscriptions.)

Get this Gift Now!

Upon receipt of the attached coupon with \$3.00, you will get this remarkable TV Filter absolutely free — together with a year's subscription to RADIO BEST magazine.

TV Filter in Any Size to Fit Your Screen!

Before you mail the coupon, be sure to indicate the size of your television screen. Your Filter will be sent at once — and it's as easy to attach as a postage stamp!



See what a difference
MAYBELLINE[☆] makes!



Why not discover how much lovelier
YOUR eyes can be?

It's so easy to give your eyes THEIR full share of beauty-magic — with MAYBELLINE! A few simple brush strokes of this famous Mascara will make your lashes appear naturally darker, longer and more luxuriant. And it's so easy to form graceful, expressive eyebrows with the soft, smooth Maybelline Eyebrow Pencil. Then behold the difference! Your eyes are so much lovelier! Your entire face is more attractive, for your make-up is perfectly balanced — completely flattering.

To look your very best always, be sure you use MAYBELLINE—the eye make-up in good taste — preferred by smart women everywhere.



- ★ MAYBELLINE CAKE MASCARA in beautiful, gold-tone metal vanity, \$1. Refills, 50c. Velvet Black, Sable Brown, Midnight Blue. (Also in 25c and 10c sizes.)
- ★ MAYBELLINE CREAM MASCARA (applied without water) comes in handy leatherette case, \$1. (Also in 25c and 10c sizes.) Velvet Black; Sable Brown, Midnight Blue.
- ★ MAYBELLINE EYEBROW PENCIL, soft, smooth quality — so easy to use! Pencil size, 10c. Professional size, 25c. Velvet Black, Dark Brown and Light Brown.
- ★ MAYBELLINE EYEBROW SHADOW smooth, creamy, in shades: Blue, Brown, Blue-Gray, Green, Violet and Gray.

Maybelline
WORLD'S FAVORITE EYE MAKE-UP

This file including all text and images are from scans of a private personal collection and have been scanned for archival and research purposes. This file may be freely distributed, but not sold on ebay or on any commercial sites, catalogs, booths or kiosks, either as reprints or by electronic methods. This file may be downloaded without charge from the Radio Researchers Group website at <http://www.otrr.org/>

Please help in the preservation of old time radio by supporting legitimate organizations who strive to preserve and restore the programs and related information.