

WHO'S WHO IN

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TV & RADIO

A DELL MAGAZINE
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1000 BIOGRAPHIES

who's who in drama, comedy, music, westerns, quiz shows, mysteries, etc.

MARTIN & LEWIS

PREPARED BY THE PUBLISHERS OF

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who's who in western stars

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

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JEAN MUIR



PHILIP LOEB



IREENE WICKER

if you've
missed
these
faces . . .

■ Because of the shockingly irresponsible nature of a little book called *Red Channels*, the book you are reading now owes you, the reader, an apology. And what right has *Who's Who in TV and Radio* got to call *Red Channels* names? Well, it goes like this: ours is a publication devoted to the television and radio firmament and all the galaxy of bright stars that shine in it. The chief function of a *Who's Who* is to serve as a complete catalogue of its field. If the editors are forced to omit good names because those names have vanished from the field, they want to know why. As Americans believing in everybody's equal opportunity to succeed or fail, we like to think that people get jobs because they're good. And that they lose jobs because they have lost their touch or because public demand for their type of talent has tapered off.

But we found, when we applied this theory to some of the people who have lost TV and radio jobs, that it just didn't work. For years they had been doing good, solid jobs on good, solid shows—then suddenly they disappeared . . . the stars winked out. For their absence from this catalogue, we apologize. Now we want to talk about the cause of their disappearance.

In June, 1950, *Red Channels*, a dollar book, was published by an outfit called American Business Consultants, which also prints an anti-Communist "fact-sheet" titled *Counterattack* and offers, for a fee, to do private detective or secret-police work to root out Reds on the payrolls of radio and TV sponsors. The guts of *Red Channels* was an alphabetical list of 151 performers, authors, directors and producers who had lent their names to certain organizations, some liberal, some pink, some outright Red. The book caused no great stir until three months later when the talented actress Jean Muir, who had been signed to play Mother Aldrich on NBC-TV's *Aldrich Family*, was abruptly ousted from the cast, and her whole contract paid off. It developed that she had been listed in *Red Channels*, that a few zealous, self-appointed policemen of the airwaves had found this out, and that a handful of protesting telegrams and 20 telephone calls had frightened Young & Rubicam, the advertising agency, and/or General Foods, the sponsor, into firing Miss Muir. Amid the resulting hue and cry, one of the men back of *Red Channels* entered the lame defense that "we've never said the facts in *Red Channels* were correct or incorrect." (So if a reputation was ruined, they felt sorry but blameless.) And the people back of the Jean Muir firing said they didn't necessarily believe those correct or incorrect facts; it was just that she had become "controversial" and if there was anything a sponsor couldn't stand it was that. Without trial or hearing she lost her job, and she never got it back.

Before long, *Red Channels* was the unofficial Bible, or blacklist, or *Who's Taboo*, along New York's Madison Avenue, hotbed of the ad agency

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television

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video variety

ANITA GORDON appeared in a children's play in Dallas, Texas, when she was 5, was spotted by a talent scout and a Hollywood screen test arranged. The whole family moved to the screen capital, but Anita failed to displace Shirley Temple as America's sweetheart. While at Hollywood High, her voice began to develop, so pappa made some recordings which he played for variety agents. One of them needed a vocalist for the *Edgar Bergen Show* and that's how Anita got her big "break" in show business.



ART LUND, singing star of CBS-TV's *Ken Murray Show*, arrived as a vocalist via the sports world. Lund was born in Salt Lake City, Utah, April 1, 1918, and as a boy sang in the Mormon Tabernacle Choir there. However, sports were his major interest and, at East Kentucky State College which he attended on a sports scholarship, he won five letters. He played pro football until an injury forced him to take up teaching—and vocalizing. Benny Goodman heard him, signed him, and Art was on his way.



Laurie Anders, who "likes the wi-i-de open spaces," was born in the ranch and cattle country around Caspar, Wyoming. She took up dancing at the age of 6 as a means of recovering from paralysis of her limbs, an after-effect of influenza. After high school she danced professionally in Wyoming night clubs, but in '47 moved to Los Angeles to try her luck in movies. She was working as a cigaret girl at Ciro's when Ken Murray spotted her, put her in his "Blackouts." Laurie's married to a French adagio dancer.



KEN MURRAY, an 11-time headliner at the old Palace Theater, Broadway musical star, film luminary and former radio favorite, has become famous as the man who refused to let vaudeville die. A 6' 1" bundle of energy and theatrical hoopla, whose familiar trademarks are a cane, an unlit cigar, and a rakishly-set fedora, Murray turned a bright light on vaudeville's nearly blacked-out boards with his "Blackouts." Murray, who's been in show business over 25 years, was born Kenneth Abner Doncourt on July 4, 1903, in New York City, the son of a vaudevillian. His own career in vaudeville began in 1922, and by 1929 he headed a Palace bill for the first time. Ken's married, has two kids.

foreword by **ken murray**

■ There's a funny thing about the kind of talent that show business feeds on. It's got to be seen and heard while it's fresh, or it might as well not exist. A guy can write a regular masterpiece of a book and stuff it in a trunk and somebody can dig it up 50 years later and make a genius of him. But the talent of an entertainer can't be kept in a deep freeze; it's got to be out in the open like a plant, to thrive in the light and air and sunshine of an audience, or else it just dies. It's got to be showcased and it's got to be *moved* because it's the world's most perishable kind of goods. And that's where TV variety programs like the *Ken Murray Show* (what am I saying? There *are* no shows like the Murray show!) achieve their social significance. They take raw talent, showcase it, develop it, give it an audience and then if it's good enough it survives—and if it's not, its possessor goes back to the perfume counter or the book-keeping stool. I can speak from rich experience. Remember vaudeville? Or remember grandfather talking about vaudeville? For generations this art form developed talented entertainers by the thousands (the no-talent ones were yanked offstage with a hook) and then the talkies killed it but dead. But out in Hollywood we had one of the few bastions where variety acts could try out, find an audience and keep alive. For seven long years in the '40s, our "Blackouts" kept developing talent. We made a total of no less than 170 cast changes over the years, and when I went over to TV, Marie Wilson and I were the only original members of the cast left. The talent we had developed in the meantime had gone onward (and in many cases upward) in every direction. On our own TV show we're doing much the same thing, with variations. We photograph newcomers from all angles to prejudge the impression they're going to make in your living room. We work with them on the little things—a gesture, an inflection, a twist at the end of a gag or whatever—that can make the difference between a so-so act and a great one. Most important, we give them an audience. It all pays off because talent will out—and out of our showcase have stepped such talented performers as the "Cowboy" comedienne, Laurie Anders, a cigaret girl not long ago . . . and Darla Hood, Barbara Dobbins and Pat Conway, to mention only a few. Pays off for me, too, for there's no greater satisfaction than in knowing that there are a lot of talented kids around who say, once in a while, "I used to work with Ken."



arthur godfrey and

ARTHUR GODFREY, who has probably had more adjectives, superlatives and criticism lavished on him than any other personality in the history of radio and TV, has been, at one time or another, a factory hand, taxi driver, short order cook, cemetery lot salesman, and a Navy and Coast Guard gob. While serving in the Navy from 1920-24, he became proficient at plunking a banjo, and it was as a banjo virtuoso that he began his radio career.

JANETTE DAVIS conducted her own radio program in Memphis, Tenn., at the age of 14, soon after walking off with the honors in an amateur contest. Her success came as no surprise to her neighbors in Pine Bluff, Arkansas, 200 miles away, where her vocal talents had been in demand at local functions practically from the time she could walk. Subsequently Janet was starred on shows in the midwest. She joined the Godfrey show in '46.

FRANK PARKER, a radio favorite for many years, came out of semi-retirement to take the place of Bill Lawrence on the Godfrey show when Bill was drafted for Army service. That his voice had lost none of its old appeal is attested to by the huge fan mail he received welcoming him back. Parker was born 48 years ago on Manhattan's Lower West Side, began singing in a neighborhood church choir. He crashed Broadway, went on to radio.

MARION MARLOWE is a St. Louis, Mo., girl who made her radio debut at the age of five in her home town and her TV debut in London, where she was appearing in a musical, not very long ago. Her big break, however, came when she did a one-night stand at a Miami Beach, Fla., hotel, was spotted by Godfrey and immediately drafted for service with *Arthur Godfrey and His Friends* (CBS). Marion's 22, married, stands 5'7", weighs 128. Has auburn hair.

TONY MARVIN acquired his reputation as a "human encyclopedia" when, for a gag, he gave a long, detailed and skillful explanation to one of Godfrey's questions, so amazed his boss he's been doing it ever since. Tony was born in New York City on October 5, 1912, got his sheepskin from St. John's University. The depression halted his medical studies, turned him towards singing and later announcing for a living. He has one daughter.

his friends

That was back in 1929 when, as a young Coast Guardsman, he wowed 'em on an amateur show in Baltimore, soon got a sponsor and billing as "Red Godfrey, the Warbling Banjoist"—all for \$5 a performance. Later he developed the "kid the commercial" technique, became king in his field in Washington, D. C., then in New York and eventually in the country. Godfrey was born in New York in 1903, lives on a Va. farm with his wife, two kids.



the garry moore show

GARRY MOORE, sometimes known as "The Haircut" because of his bristling, crew-cut coiffure, was born Thomas Garrison Morfit, January 13, 1915, in Baltimore, Md. He led a literary life after graduating from high school, even collaborated on an unpublished play with the late F. Scott Fitzgerald. On the strength of his illustrious affiliation, he got a job as continuity writer with Station WBAL. One day, when the comic on a variety show failed to appear, Garry was rushed in as a pinch-hitter. He's married to Eleanor Little, has two sons.



KEN CARSON has been remembered for his musical ability ever since he was a youngster back in his native town of Chichasha, Okla. It all began when, as a small boy, he was given a harmonica for a gift. He immediately organized a harmonica band, began winning all the prizes at local amateur nights. Ken moved on to Los Angeles, made his radio debut there in 1930. He was big time on the West Coast before joining Garry. Has 2 kids.



DENISE LOR was chosen from among 300 gal vocalists who auditioned for the *Garry Moore Show* (CBS), climaxing a musical-career that began at 6 when she joined her church choir, was soon singled out as soloist. Oddly enough, Denise thought she wanted to be a portrait painter, for after graduating from Newtown High School on Long Island, she studied art at Cooper Union. But she soon discarded her paints for stock company musicals and TV.



DURWOOD KIRBY's broadcasting career dates back to his student days at Purdue where the Covington, Ky., lad was one of four students chosen to be trained in announcing. After graduation he went to Indianapolis where he landed his first professional radio job, as an early morning disc jockey on "Pep Unlimited." Durwood moved on to Cincinnati and Chicago, put in two years with the Navy before heading for New York.



toast of the town

ED SULLIVAN has run the gamut from sportswriter to showman. The suave host of *Toast of the Town* (CBS-TV) is equally at ease with Margaret Truman and Joe Louis because in the course of his long career as a newspaperman he has met just about everyone. A native New Yorker, Sullivan was born on September 28, 1902. He got his first job right after he graduated from high school as sports editor of the Port Chester "Daily Item." In 1920 he joined the old New York "Evening Mail" as a sportswriter and during the next 12 years worked for several papers until the '30s when he launched his current "Little Old New York" column in the New York "Daily News." He had a radio program as early as 1932. "I was in on the ground floor of radio and dropped out of it like a big dope," he says. "Now I'm in on the ground floor of television and I'm not giving up my lease until the landlord evicts me." Among his radio "firsts" Sullivan counts Jack Benny's debut on his show. One night he begged Benny to make an appearance but Benny apologized that he "didn't know anything about radio." Ten years later, on his tenth radio anniversary, Benny repeated the script he had done with Sullivan. CBS executives saw Sullivan emcee a couple of Madison Square Garden spectacles (Harvest Moon Ball and Golden Gloves) and invited him to try a "new thing" for television. It was to be called *Toast of the Town*. His present exhaustive routine gives him less time to spend with his wife and daughter than he'd like.



royal showcase

JACK CARSON, funnyman and emcee of *Royal Showcase* (NBC-TV), is the second son of Mr. and Mrs. E. L. Carson, originally of Carmen, Canada, later of Milwaukee, Wis., where Jack grew up. After graduating from Carleton College, Northfield, Minn., where he'd been active in dramatics, Jack tried selling insurance in his father's office but gave it up after two months. That year, in 1931, he met a young writer-actor at radio station WTMJ in Milwaukee named Dave Willock (with Jack, above). Their dramatic ambitions were mutual, so they formed a vaudeville team, toured the circuits. As vaudeville waned in 1935, Carson and Willock split, and in 1937 Jack headed for Hollywood and films. For three years Jack had little luck, playing a succession of small parts usually as a bellhop, messenger, or sailor. Then, in 1940, Warners signed him and featured him in "The Strawberry Blonde," "Arsenic and Old Lace," and "Princess O'Rourke," before elevating him to stardom. He became the star of his own radio show in 1942. Jack, who is built like a truck driver (he's six feet two inches and weighs 210 pounds), keeps in condition by working and staying active—just doesn't believe in being idle. Even when not rehearsing his show or making a personal appearance, he rises early and usually takes a horseback ride before breakfast or a swim if a pool is available. Leisure afternoons are devoted to golf, his main recreation. Jack's divorced from Kay St. Germaine, has two children, John, 10, Germaine, 7.

celebrity time

CONRAD NAGEL, literate, quick-witted and ingratiating emcee of CBS-TV's *Celebrity Time*, is an outstanding stage and screen performer who has become a leading personality in the fields of radio and television. The actor-director was born March 6, 1897, in Keokuk, Iowa. His father was an accomplished pianist-composer, his mother a talented concert singer. Nagel was one of the youngest students ever to matriculate at Highland Park College in Des Moines. He was only 15 when he became a freshman there, and in two years he had his B.A. Nagel found an acting job the day after his graduation. It paid only \$5 weekly, but there was the additional inducement that the company had a popular star, Fay Bainter, as leading lady. The young apprentice's salary didn't stay at bottom level very long. Within a couple of seasons he was playing leads. During the first World War, Nagel saw service in the Navy. He made his film debut immediately after his discharge and over the ensuing 14-year span appeared in more than 150 pictures. In the '30's he went back to his first love, the stage. His most recent success on Broadway was opposite Madeleine Carroll in "Goodbye, My Fancy." He's a member of the Lambs Club in New York and the Masquers.



the kate smith evening hour

KATE SMITH was 17 when she got rave but ridiculing reviews for her part in a Broadway show. Ted Collins then offered this encouragement: "Your voice is big enough to make you famous." The girl whom the critics described, "She's sitting on top of the world—nothing else could bear so much weight," has become an American institution since the Smith-Collins combine Kated was formed in 1931. Her radio and TV programs are top-rated and sold out. Her record sales are staggering and her voice has entertained more servicemen and sold more Government bonds than most entertainers' talents piled together. Born the daughter of a Washington, D. C., newsdealer, on May 19, 1909, Kate sang in choirs and amateur shows before landing on Broadway. Winters, she now lives in a two-terrace Manhattan apartment; summers, she spends at and broadcasts from her Lake Placid estancia. The hobbies she finds time for are speedboating, collecting antiques, and her spaniel, Freckles. It's a lucky thing for America, indeed, that she never took up nursing for a career as her family intended. For, as our late President Franklin D. Roosevelt said, when introducing her to the monarchs of England, "This is America." To which we say, "Amen." (NBC)



the fred waring show

FRED WARING, his brother Tom, and their parents all sang in the Methodist Church choir of Tyrone, Pa., where Fred was born June 9, 1900. In high school, Fred organized a four-man band, with himself playing a long-necked banjo, to entertain at local parties. At Penn State, Fred Waring began signing up other promising musicians, booking dates for them and, most important, teaching them to sing. He called the group the "Banjazztra," of all things. After a while his band was doing so well that Waring quit college to play in movie theatres. He figured out a production number called "Collegiate," dressing the Pennsylvanians in knickers, loud striped sweaters, and big flowing ties—real "hot stuff." By 1932 the Pennsylvanians were getting to be big time and various sponsors wanted to put them on the air. Trouble was, they wanted only the orchestra and not the chorus. Waring insisted upon retaining the glee club until finally, in 1933, a cigaret company took a chance and the entire Waring entourage went on the air. Waring and the Pennsylvanians have been on top ever since. In private life Fred is married, the father of three children. He has a country home in Shawnee, Pa. (CBS)



dagmar's canteen



DAGMAR may seem to be awful dumb, but her professional goal, believe it or not, is the lecture platform—on which she'd look good. The amazing amazon, whose real name is Jenny Lewis, was born in Huntington, W. Va., where she attended high school and business college. In 1944, after a career as a prize-winning tap-dancer as well as a prize-winning typist, Dagmar set out for New York and the stage. She made one successful audition appearance and hasn't been out of work since. Dagmar's husband is Danny Dayton, a lean and genial film actor, whom she married in Las Vegas, Nevada, in May, 1951.



RAY MALONE, the fleet-footed dancer of *Dagmar's Canteen* (NBC), has been in show business for 21 of his 26 years. Born in Dallas, Tex., he was touring vaudeville circuits at the age of 5 with an older brother and a friend. He "retired" at 8 to lead a normal schoolboy's life in New York, but a year later was again touring—with the late Major Bowes' circuit. Ray's married to a former Copa girl.



MILTON DeLUGG was so taken with a toy concertina when he was 7 that he broke it. So his father got him a real one and soon Milton was an expert. He formed his own band in his Los Angeles high school, later played on local radio stations. Once so nervous he played a piece twice as fast as it was written, he was tabbed a wizard. Films, night clubs and TV followed. He's a composer, too. Milton's married, has a son.

star of the family

PETER LIND HAYES and **MARY HEALY**, the popular husband and wife comedy team on CBS-TV's *Star of the Family* show, have stuck to the adage "the show must go on"—together. For Peter and Mary have been charming audiences ever since their marriage 12 years ago, an arrangement that makes everyone happy. Peter was truly a backstage baby, for his mother was the famed vaudevillian, Grace Hayes who, while headlining the Palace, introduced her son to an audience and show business by saying, "Here's the true star of my family—my 16-year-old son, Peter." Following his Palace debut, Peter helped run his mother's club in North Hollywood, leaving behind his schooling in New Rochelle, N. Y. In 1940 he met his intended, Mary, in a Hollywood agent's office where both were booked to appear in a Jimmy Fidler unit. Ever since their first skit that year, they have worked together, save for the war years when Peter was in the Air Force. A Miss New Orleans beauty contest winner, Mary during her 'teens landed a job as vocalist with a visiting hotel orchestra and was soon spotted by a scout for the movies. A Broadway engagement followed in Orson Welles' "Around the World" and then Peter brought Mary along with him as his "straight man."



cavalcade of stars



LARRY STORCH is the fourth comic to headline DuMont's *Cavalcade of Stars*, his predecessors being Jackie Gleason, Jerry Lester and Jack Carter. Storch is a native New Yorker who attended DeWitt Clinton High School in the Bronx. A creative artist, Storch depicts people as they really are, stripped of their affectations. He has been called the Damon Runyon of comedians because of his penetrating observation of human faults and foibles.

arthur murray party



MRS. ARTHUR MURRAY was, she claims, "a homely little chick" as a youngster although that may seem hard to believe to *Party Time* viewers. She got rid of her shyness by learning to play the ukulele and, what should surprise no one, by practicing dancing diligently until she became a sought-after partner. Soon she met her husband. Their first date they talked so much at dinner they were late for the theater. That, kiddies, is love.

paul whiteman's tv teen club



PAUL WHITEMAN is a man who has lived a full, happy life ever since he was a taxicab driver during school vacations in Denver, Col., his birthplace. His father was superintendent of music in Denver's high schools and from him Whiteman inherited his talent and enthusiasm for music. Paul made his musical debut playing viola with the San Francisco Symphony but soon organized his own jazz band. First to give a serious concert of pop music (in 1924), Paul commissioned George Gershwin to write "Rhapsody in Blue" for it and it became a landmark in jazz history. Paul's married, has two children. (ABC-TV)



JUNIE KEEGAN was making mud pies in the back of her house in Philadelphia some 10 years ago when her uncle heard her sing a few bars of a nursery rhyme. He was so impressed he had her audition for *The Horn and Hardart Children's Hour* and soon Junie was a regular on the show. When she was 11, Junie's mama took her to see Paul Whiteman. That's how Junie came to star on the *TV Teen Club* (ABC).



NANCY LEWIS' first triumph was scored near her home town of Philadelphia when she captured first prize in a Baby Queen contest. Nancy got plenty of attention from her parents, and singing, dancing and piano lessons were part of her growing up. Now 17, she first appeared on the *TV Teen Club* on Sept. 20, 1949. When Whiteman needed a youngster to emcee the show in '50, Nancy got the nod.

mike and buff

MIKE AND BUFF, or Mike Wallace and Buff Cobb, personable young husband and wife team, are equally at home as performers, narrators, interviewers and emcees. They proved their versatility in Chicago during a 51-week breezy radio interview session from the Chez Paree cafe there. For five years, by general consent, Mike had earned the title of Chicago's "Mr. Radio." In '51 he started his first show for CBS-TV, *All Around The Town*, which he did alone. As a team, their first CBS-TV show was *Mike and Buff*, in color. Mike Wallace was born in Brookline, Mass., the youngest of four children. At the U. of Michigan he switched from economics to speech when he developed a penchant for dramatics. He made his network debut in Detroit, in 1941 auditioned in Chicago and won the announcing spot for CBS' *Ma Perkins* and *Guiding Light* programs. He was in the Navy in World War II, by March '46 was again comfortably employed in Chicago radio. Buff Cobb was born in Florence, Italy, where her father was studying voice. She was brought to the U. S. at three, studied ballet, speech and drama on the West Coast. A stage role in "Private Lives" starring Tallulah Bankhead, brought her to Chicago where she was interviewed, courted and married by Mike in 1949.



the stork club



SHERMAN BILLINGSLEY, proprietor of the Stork Club, New York's swankiest saloon, studied business administration as a clerk in his brothers' chain of "cigar and drug stores" around Anadarko, Okla., a profitable enterprise during Prohibition days. When he opened the Stork in 1929, it was, in his words, "the first speakeasy with a carpet on the floor and a canopy out front." Today the Stork Club is not only chi-chi, it's legal.

hollywood screen test



NEIL HAMILTON, host of *Hollywood Screen Test* (ABC), began his famed film career at 19 in 1918 when he appeared in D. W. Griffith's "The White Rose." "Beau Geste" with Ronald Colman and the late Ralph Forbes, and "Dawn Patrol" with Richard Barthelmess and Doug Fairbanks, Jr., are two of his most famous movies. Neil was born in Lynn, Mass., reared in nearby Athol. He's been married since 1922, has a daughter.

no
help
from
the
audience,
please!

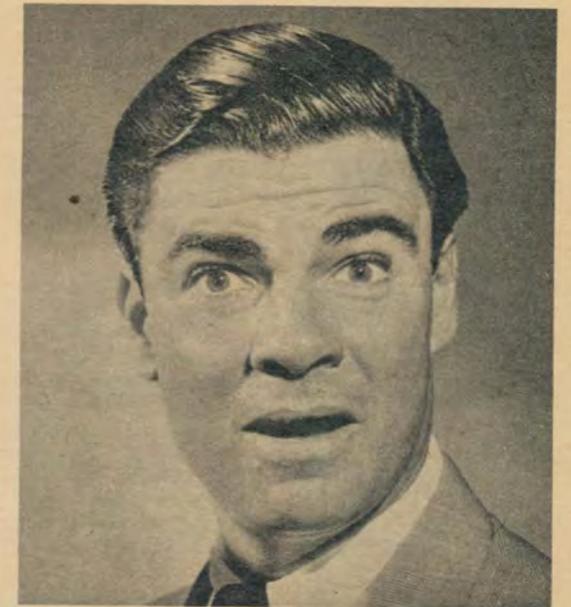
foreword by bert parks

■ Did I hear somebody say that those audience participation shows aren't real entertainment? Or complain that the only reason people stop, listen and look is that they give dough away on the shows? Or protest that the shows are degrading the public taste? Yes, I've heard the criticism, all right. And thought about it. And figured out my defense against it. My defense of the audience-participation shows is simply that they are a demonstrably popular and wholesome form of entertainment.

For a very good reason, their ratings tend to be high. Here, coming right into your living room on such a show, is a bit of the American Dream. Not that I think most of our lives tend to be drab and dreary, but it's a fact that most of us aren't ever going to break the bank at Monte Carlo. So on the TV screen we at least see somebody else do something almost as exciting. With the help of some nice, friendly m.c., we see some nice, happy people winning money and having their dreams come

true. Sure, the pleasure people get out of shows like *Break the Bank* is vicarious. But it's a basic, practically universal kind of pleasure. Besides, look at the wonderful things that can happen. There were the tense wife and daughter of a 75-year-old retired fireman, Anton Busch of the Bronx. They went on *Break the Bank* because Mr. Busch had been injured fighting a fire, and needed a lot of medical attention. The \$8500 they won certainly provided it. Or take the little corporal back from Korea with

seven wounds . . . he won \$14,840, will set up his own business. Take the Louisiana cadet and his fiancee who won \$4,070, happily invited everyone within hearing to their wedding in the chapel at West Point, and got 37,555 acceptances in five days! Yes, the audience participation show is fine fun for a lot of people; all I can say to the critics is that we're glad to get suggestions for improvement, and, if they haven't any, why let them have their kind of fun and we'll all have ours.



BERT PARKS, or "Mr. Energy" as his co-workers call him, today has three top-rated programs on his video schedule, *The Bert Parks Show*, *Break The Bank*, and *Double Or Nothing*, but for this Atlanta-born dynamo, getting to the top was a long, hard pull. Bert got his start in his native Georgia when, at the age of 16, he won an amateur singing contest and was rewarded with a job as an announcer. For \$7 a week he was expected to sweep out the studios as well as intone commercials. His salary was soon cut 20 per cent, but he rose to be chief announcer, earning all of \$15 a week. In 1939, when he was only 19, Bert set out for the mecca of network radio—Manhattan. Shortly afterwards, he was signed as a singing straight man to Eddie Cantor on his radio show and later announced and sang for Benny Goodman and Xavier Cugat on the "Caravan" program. Just as the cream of announcing assignments were beginning to come his way, World War II interrupted his career. In 1942 he enlisted in the Infantry as a private, attended Infantry OCS and became a Lieutenant in June, 1943 and later rose to the rank of Captain. He spent two years on Gen. "Vinegar Joe" Stillwell's staff in the China-Burma theater, making wire recordings of combat activities. He earned the Bronze Star and a cluster of battle stars the hard way. The wire recorder missions once took Capt. Parks behind the Japanese lines for three weeks during which several of his buddies were killed. "We were practically doing a Japanese man-in-the-street broadcast," Bert recalls. "But they chased us out." After his honorable discharge, Bert returned to radio but found he had practically been forgotten by Radio Row. But he kept plugging away, finally landed his berth on *Break the Bank*. When he turned to TV, his ability to mug, hoof and sing made him a natural for *Stop The Music* and now *Double Or Nothing*. Parks and his wife, the former Annette Liebman, their twin six-year-old sons, Joel and Jeffrey, and a younger daughter, Annette, three, live in Greenwich, Conn. Before they found their present nine-room Colonial home, Mr. and Mrs. Parks, the children, their nurse and a maid were living in a three-room apartment in midtown Manhattan. "I used to go home from the studio several times a day to direct traffic," Bert recalls.



DOROTHY KILGALLEN, one of the shrewd guessers of occupations on the *What's My Line?* panel, is a working newspaperwoman following in her father's footsteps. She's creator of the syndicated newspaper column, "Voice of Broadway." But she's gone her dad one better by branching out as a radio-TV performer, a move that was launched by her marriage in 1940 to producer-actor Richard Kollmar. Together they conduct the radio breakfast show, *Dorothy and Dick*, (WOR), which often introduces their kids, Richard, Jr. and Jill-Ellen, to the listeners.



BENNETT CERF would probably have difficulty answering the *What's My Line?* query since he's had a distinguished and multiple career as publisher, anthologist, lecturer and columnist. He's been president of Modern Library since 1925, chief of Random House since '27, as well as the author of humor columns in two national weeklies and compiler of books like "Laughter, Incorporated." Yet it took TV to bring widespread public recognition to Cerf. He's a New York product, born there in 1898 and educated at Columbia U. Cerf's married, has two sons.



ARLENE FRANCIS is reputed to be one of the best feminine ad libbers on TV—a talent that she makes good use of as a panelist on *What's My Line?* She has the added distinction of being truly a star of stage, screen, radio and TV. Yet if her father had had his way, Arlene might still be running a curio shop today. Poppa sent her to Finch finishing school, threw in a tour of Europe and then set her up amidst the curios. But Arlene had acting ambitions, went into stock work and Broadway bits, eventually clicked there and in Hollywood. She's married, has one son, 5.



HAL BLOCK, alias "Dimples", provides most of the laughs on the *What's My Line?* panel. He's also known as one of the writers of the *Ken Murray Show* (CBS), and has proved that he's as adept in dishing out the laugh lines verbally as he is in beating them out on a typewriter. Block is a Chicagoan, the son of a lawyer, and originally intended to follow in his dad's footsteps. He was graduated from the U. of Chicago in 1935, and while on campus was associate editor of the "Phoenix" magazine. A meeting with comic Phil Baker started him as a radio writer.



what's my line?

JOHN DALY, the smooth-talking, sophisticated moderator of CBS-TV's popular panel show, *What's My Line?*, is quite adept at parrying the embarrassing questions that arise when the panel tries to guess the varied and unusual occupations of its guests. In his 38 years, the boy from Johannesburg, South Africa, has come a long way—and travelled many miles while doing it. The son of an American father and an English mother, Daly early moved to the U. S., graduated from Boston College. He worked as an engineer for a few years, but didn't like it and landed a job as a relief announcer with CBS in Washington, D. C. His assignment as emcee of *It's News To Me* makes use of his wide newsman background while *What's My Line?* provides a welcome change of pace. Daly is married, has 4 kids.





the name's the same

ROBERT Q. LEWIS is busy these days hosting a new ABC-TV panel show, *The Name's The Same*. It's a novel quiz on which regular panelists seek to learn the identity of guests whose names are the same as those of famous persons. Quizmaster Lewis, who holds a degree of Doctor of Satire from the Gagwriters' Institute, is also noted as comic and dis-jockey. He's a native New Yorker, born Apr. 1921. After brief studying at the U. of Michigan, he learned to ad lib on small-town radio. Ladies: he's still a bachelor.

ABE BURROWS, the side-of-the-mouth-savant and president of the Bald Eagles Club, is now providing the comic relief on ABC-TV's *The Name's The Same*. Born in New York in 1910, he first acquired a reputation for drollery while an accountant and salesman of garment labels (called "Gags and Tags"). He sold his first radio script in 1938, became a writer for *Duffy's Tavern*. Next he went to Hollywood where his unique ballads made him a party favorite. Video brought him fame as Brooklyn's Brilliant Bald Buffoon. He's co-author of hit show "Guys and Dolls."



JOAN ALEXANDER, a queen of the soap operas, is now providing the glamor as well as many of the answers on *The Name's The Same* panel. The dark-haired actress was born in St. Paul, Minn. but grew up in Brooklyn. In 1939, a screen test sent her to Hollywood, but when her movie hopes were dashed by an auto accident, she returned to New York and radio. At present, her work week includes emoting on four radio shows, including *Perry Mason*, plus her weekly video stint on *The Name's The Same*. Joan's married to a New York surgeon, has one daughter.



MEREDITH WILLSON is a "multiple-threat man." He's a composer of both serious and popular music, a multi-talented musician, a conductor, author of "And There I Stood With My Piccolo," star of his own radio show and a mainstay of TV's *The Name's The Same*. His ambition: to find time to write some music that will last longer than he will. Willson's originally from Mason City, Iowa where he got his musical start on the flute. He was first flutist with New York's Philharmonic-Symphony at 22. Next came Hollywood where his comedy talents were discovered.



this is show business

CLIFTON FADIMAN, the distinguished emcee of CBS-TV's *This Is Show Business*, is a Phi Beta Kappa man, which should surprise no one, but it might surprise some to know that he began his career jerking sodas in the Brooklyn drugstore of his immigrant father. To finance his studies at Columbia University, Fadiman wrote, sorted mail, sold magazine subscriptions, tutored, lectured, translated, etc. In 1927, he became an assistant editor in the publishing firm of Simon and Schuster, later company editor. He was book reviewer on "The New Yorker" for ten years and, in 1938, became a national personality via radio's *Information Please*, of which he was quizmaster. He is now a member of the Book-of-the-Month Club's editorial board, a busy lecturer, an authority on Charles Dickens, and since its inception in May 1949, has been arbiter in the discussions between the advisory panel and guest performers on *This Is Show Business*. He and his wife, the former Pauline Rush, live in a Manhattan apartment, have a son.



GEORGE S. KAUFMAN has been critic, chronicler, script doctor and, of course, playwright for more than thirty years. Since 1921, he has had at least one play on Broadway a season. They're usually co-authored, two of his most famous collaborators being Moss Hart and Edna Ferber. Latest co-author is his actress-wife, Leueen McGrath. He won the Pulitzer prize for both "Of Thee I Sing" and "You Can't Take It With You." Born in Pittsburgh in 1889, son of a tailor, Kaufman quit school at seventeen to get a job. On the side, he sent humor to Franklin P. Adams' newspaper column. Adams got him a newspaper post and GSK wound up on the New York Times' drama page for thirteen years. It was while at the Times that he wrote his first play. All of this dramatic experience puts Kaufman right in his milieu as a regular panelist on CBS-TV's *This Is Show Business*. He's a one-man show business clinic himself. He's also a top bridge and poker player whose habitually melancholy expression provides him with a perfect deadpan.



BUD COLLYER is, of course, emcee of CBS-TV's *Beat the Clock* which features studio contestants doing zany stunts while a clock relentlessly ticks away their allotted time. Bud, born in New York in 1908, meant to be a lawyer like his father, even graduated from Williams and Fordham Law School. But his mother and brother were on the stage, sister in the movies, and Bud had had an orchestra and acting jobs at college. So he switched to radio. Bud lives in Conn. with wife, 3 kids, 2 dogs, 2 cats, 4 turtles.



RALPH EDWARDS was obliged to scramble like an egg at a party in 1939, and decided that the game he was playing would make a dandy radio show. So was born *Truth or Consequences*, now seen and heard on NBC and noted for its funny and imaginative stunts. Edwards, himself, was born on a Merino, Colorado farm in 1913, wrote and acted on radio while still in high school. He worked his way through the U. of Calif. intending to be an English teacher, couldn't get a job and fell back on acting. Married, has 3 kids.

ART BAKER, emcee of ABC-TV's *You Asked For It*, is his mother's darling because he always does what she wants him to. Back in 1898, in New York, when Art was born, Mother Baker decided he would be a preacher. Art, determined not to be one, went into advertising instead. But an evangelist heard him lead singing at a prayer meeting, induced him to travel with a preaching and sermonizing group. Art did so for 10 years, then went into radio. Married, 3 kids.



DR. BERGEN EVANS is ideally suited for his job as moderator of *Down You Go*, DuMont's literate and literary TV quiz. He's witty, learned and an English prof at Northwestern U. The biographical sketch in his "Natural History of Nonsense" lists his many degrees: A.B. from Miami U., M.A. and Ph.D. from Harvard, Rhodes Scholar and B.Litt. from Oxford. In addition, Dr. Evans has taught at Northwestern for 19 years, is a frequent contributor to national magazines. Married, has 2 sons.

JACK BARRY, popular emcee of ABC-TV's *Life Begins At Eighty*, hit the quiz show jackpot by keeping his eyes open. Casually scanning the morning paper, he noted that "There are one million octogenarians living in the U. S." This bit of information gave Jack the idea which resulted in the successful panel show. Thirty-four years old and a newlywed, Jack's a Long Islander, born and bred. He graduated from Pa.'s Wharton School of Business. *Juvenile Jury's* another of his shows.



WARREN HULL hoofed and sang his way through many a Broadway revue and Hollywood musical before becoming emcee of CBS' *Strike It Rich*, "the show with a heart." A native of Gasport, N. Y., he was advised by no less a personage than John Charles Thomas to go into show business. Hull subsequently played stock bits, then made thirty-six films for Warner Bros. In 1941, he hooked up with the radio show, *Vox Pop*, which lasted, all told, 17 years. Hull recently married again.

BILL CULLEN, the young emcee of NBC-TV's *Winner Take All*, started broadcasting in 1943, but in that time he's done sportscasting, soap opera commercials and announcing for Godfrey. The Pittsburgh native son, born there in 1920, got a B. A. degree in Fine Arts at the U. of Pitt. and proceeded to N. Y. to crash radio. He did, even married a radio vocalist, Carrol Ames. Bill's hobbies—photography, playwriting and flying—keep him busy away from the studio.



WALTER KIERNAN recalls his youth as a "blur of odd jobs!" The warmly witty newspaper columnist, commentator and emcee of *Who Said That* (NBC) and *What's The Story* (DuMont) started in his native New Haven, Conn. as a factory hand, grocery clerk and police reporter. In N. Y., his ability to make friends in high places helped him to become a star political reporter. Says he, "I interview big shots the same way I talk to the cop on the corner." He's married, has 3 sons.

BOB DUNN, the pride of Newark, N. J., and creator of the King Feature comic "Just The Type", is now seen weekly on DuMont's popular cartoon charade quiz, *Quick On The Draw*. With Robin Chandler as femmcee, Bob provides cartoons and shares quips with the panelists. He's been cartooning since the early 30's when he worked on the Newark Ledger. But he's branched out in the field of magic and written novels like "I'm Gonna Be A Father." He's been one three times.



JOHN REED KING says it's hard to appear relaxed and carefree on TV and radio, but on his *Give and Take* show (CBS), he manages to put guests at ease while flooding them with prizes. King landed on radio at 16, when he satirized a local station in Atlantic City, was hired. After graduation from Princeton, he joined a N. Y. network, has done everything from broadcasting a Roosevelt inaugural to the Poughkeepsie regatta. King's only 37 but is called the "grand old man of the air."

GROUCHO MARX, the low-slung, leering, loquacious villain of the Marx brothers, was born next to last of the famed five in New York City in 1895. At eleven, he sang with the Gus Edwards troupe, and now he's conducting a quiz show like no other quiz—his NBC-TV *You Bet Your Life*. Groucho puts contestants through a third degree with a running stream of wisecracks, before he gets down to questions. The show started in 1947, but Groucho crashed radio in 1934, also clicked with his brothers on both the stage and screen.



DAN SEYMOUR emcees a real old-timer—NBC's *We The People*, on radio since 1936 and TV since 1949. The show presents the unusual stories of ordinary people, the simple tales of extraordinary folk. Seymour, whose voice was voted "the friendliest in radio" has taken the jitters out of thousands of guests. He was born in New York 38 years ago, and majored in dramatics at Amherst College. At 20, he was announcing for Boston's Yankee Network, supporting a wife as well. He now supports four children, too.

RUTH LYONS just talks about things that interest her on the *50 Club* (NBC-TV), but women listen and share in her interests, it seems, because Ruth's magic keeps four secretaries busy handling her daily fan mail. And her guests on the show come from remote parts of the Midwest and South. Ruth started her fabulous career in 1929 as a pianist at WKRC in Cincinnati. At home with college prof husband and daughter, she's still the gracious hostess. Her real name's Ruth Reeves.



JOHN NELSON, producer and emcee of the CBS-TV show *Bride and Groom*, has been in a hurry since his birth in Spokane, Wash. in 1915. He finished a 4-year college course at Gonzaga U. in 30 months, then simultaneously studied law, radio engineering and painting at the U. of California. To support himself, he did commercials on radio and then sports announcing. This led to radio directing and producing. He married his production assistant. They have twin sons and a daughter.

TED MACK originated a band to pay expenses while a law student at Denver U. So what happened? He left law school in 1926 and travelled with his band. Then he organized others, and finally, while playing a theater engagement, Ted had to introduce the vaudeville acts on the bill. That made him an emcee and eventually led to his job as the late Major Bowes' assistant on the famous amateur show. After Bowes' death, Ted took over, is still with the NBC-TV *Original Amateur Hour*.



JOHNNY AND PENNY OLSEN, who run DuMont's homey and relaxed *Rumpus Room*, are a highly successful husband-wife TV team. No Johnny-come-lately, Johnny Olsen has been living on air since he was 17. He was then the "Buttermilk Kid" who sang for a small Madison, Wis. station. While announcing on radio in Milwaukee, he met and married another singer. It was Penny, who was from Wisconsin Rapids, and had once intended to teach English. The Olsens came to New York and TV.

HENRY MORGAN is the new comic-emcee on the *Draw To Win* show (CBS-TV) which features cartoons, guest panelists, Morgan. Hank was born in New York the day before April Fool's Day in 1915 and figures this gave him a head start on most other comics. After high school, at a local station, he was the freshest page boy and then the freshest ex-page. He announced in Philly for a short time. Finally, razzing sponsors as a disc jockey, he won fans and lasting fame.



DON RUSSELL, chief announcer for the DuMont network since 1949, often subs for other performers and is seen regularly on his own *Take The Break* show as emcee-disc jockey. Not yet thirty, Don is a show biz veteran with ten years of radio and TV behind him. A native of Stamford, Conn., he gained recognition there with his "The Old Commuter" radio program, aired from 1941-48 with time out for Army service. Don still lives in Stamford, is easily recognized by his auto plates, WABD.

BESS MYERSON, a former Miss America who's now hostess on the daytime NBC-TV quiz show, *The Big Payoff*, has successfully combined a career and marriage. Bess, a born and bred New Yorker, was a music major at Hunter College, went from there to win the 1945 Miss America title on both looks and talent. When she and Allen Wayne married in 1946, Bess retired from public life, didn't return to her career until her daughter, Barbara, now 4, was old enough to do without her.



BILL SLATER is one of the most versatile men on TV. A West Point grad, he chose teaching rather than the Army and after graduation became a math instructor in his hometown high school in Parkersburg, W. Va. His military knowledge won him posts at military schools where he taught math and also coached football. While teaching in Minneapolis, Bill was asked to do football broadcasts. He's now emcee (on radio since 1946, DuMont TV since '49) of the *Twenty Questions* program.

the clown princes

foreword by **dean martin** and **jerry lewis**

This is the day we give Oscars away with a half pound of tea . . .

■ And since nobody would accept an Oscar from us without some extra inducement, we may have to throw in some of the suspender buttons we've snipped off people's pants . . . and perhaps some of the dignity we've robbed people of, as well. In our spare time, when we're not putting on an act ourselves, we catch a lot of other people's acts, and being the generous, self-effacing guys that we are, we now want to award a few hypothetical Oscars for some of the "bests" we've seen in the way of gags and situations. Ladies first, of course: we've got one to hand out to Martha Raye for a sight gag that split our sides. It was in January, 1952, on the *Colgate Comedy Hour*, that Martha appeared as Cinderella (you can just see her). She was trying on Cinderella's golden slipper, and she was yelping, "GET IT OFF! IT'S KILLING ME!" Killed us, too. Imogene Coca gets one of our Oscars for practically anything and everything she does, but particularly for her wonderful dance-pantomime as a drunk. One goes to Danny Thomas for his memorable impersonations—of a banana salesman, of an Italian papa type, of an inventor of the dingle dongle, the gadget that does everything. One goes to Jimmy Durante (with an Oscarette to Margaret Truman) for the time he pulled Margaret's shoe out from under a desk and told her sternly to keep her shoes on and suffer like the rest of us. Here's one for Bob Hope that he can share with Paul Douglas: Paul, a baseball umpire, calls on Hope, a psychiatrist, for a consultation; at the end of the skit they've reversed roles and Douglas is analyzing Hope. We award an Oscar to Jack Benny for the priceless TV moment in which a little girl looks incredulously at the Benny Maxwell, Benny looks contemptuously at the little girl, and somehow it brings down the house. And did you see the Red Skelton gag in which he analyzed character by showing how different types of people eat corn on the cob, and showed how a stenographer would run it back and forth in front of her mouth like a typewriter carriage? Great. Sensational. Oscar-winning. Finally, if we weren't so modest and unassuming, we'd give ourselves an Oscar (nobody else is going to, after all) for the telethon we held in March for the benefit of the New York Cardiac Hospital. Except that we'd certainly share *that* Oscar with a lot of people. The 68 star performers who took part with us, the 2,500 telephone operators who donated their services to take pledges, and the quarter of a million people who sent messages and contributions in the course of our 16½ hour grind over WNBT.

DEAN MARTIN and **JERRY LEWIS** met in Atlantic City, N. J., five years ago. Lewis was booked at the 500 Club and Martin was out of work. Together, they told the club's skeptical manager, they "could do a lot of funny things." In a routine worked up without a script or gag writers (then as now), Dean sang while Jerry threw things at the patrons and broke dishes. They also broke some local records for night club attendance and have been peddling their zany brand of comedy ever since. Jerry, who was born March 16, 1926, in Newark, N. J., calls himself "Child Star." While attending Irvington High School he put on amateur performances and, when he was 14, won a citation from the American Red Cross for fund-raising. He made his professional debut at a Catskill summer resort. Martin, whose mellow baritone lends a semblance of sanity to their antics, began singing about eight years ago. Born in Steubenville, Ohio, June 17, 1917, he first worked as a mill hand, prize fighter, and gasoline station attendant. Lewis' wife is vocalist Patti Palmer. They are parents of two sons, Gary 7, and Ronnie, 3. Martin is married to Jean Biggers, has five kids, four of them by a previous marriage.



the all-star review



Ed Wynn



Martha Raye



Jimmy Durante



Danny Thomas

ED WYNN, portraying a shy waiter in the Broadway musical, "Manhattan Mary," in 1927, suggested to a gangster that he eat a jelly-roll. "Jelly-roll," gasped the pug-ugly, "I'm so hungry I could eat a horse." Whereupon Wynn ran offstage and returned with same. This classic bit, together with fluttery hands, soaring eyebrows, giddy prattle and incorrigible hats belong to the timid trouper who has appeared in 17 B'way shows, five radio programs, three movies and before all that, as a vaudevillian for 11 years. The Perfect Fool was born Isaiah Edwin Leopold in Philadelphia, November 9, 1886. Keenan Wynn of the movies is his boy.

MARTHA RAYE got off to a fast start in show business. At the age of 3, she was featured in the vaudeville act of Reed and Hooper, who happened to be her parents, Pete Reed and Peggy Hooper. At 15, the Butte, Montana-born comedienne was singing, dancing and doing the comedy lead in an act embracing six children. Eventually Martha struck out on her own, was signed for the comedy lead opposite Bing Crosby in "Rhythm on the Range." Her distinctive rendition of "Mr. Pagani" in that opus shot her to stardom. Martha is married to Nick Condos, a former hooper. Their daughter is named Melodye, appropriately enough.

JIMMY DURANTE, the beloved "schnozzola," was born James Francis Durante on Feb. 10, 1893, on New York's lower East Side, the son of a barber, Bartolomeo Durante. As a child, Jimmy reluctantly took piano lessons, and at 17 got his first job playing the piano at a Coney Island bistro. Later he opened his own place, the Club Durant, taking in as his partners Eddie Jackson, a singing waiter, and Lou Clayton, a hooper. During the 1920's, the team of Clayton, Jackson and Durante became one of the most successful acts in vaudeville and night spots. Jimmy finally consented to do solo movie and Broadway musical offers in the 30's.

DANNY THOMAS, the mad Syrian, makes one claim to fame as a musician—he plays an obscure Arab instrument called the mizwiz. This talent, however, was of little use to him when he was earning \$2 a night in beer gardens and banquet halls in Toledo, O., where he grew up. Born Amos Jacobs in Deerfield, Mich., Jan 6, 1914, he culled his present monicker from two of his eight brothers. When he was 20, Danny left home for Detroit, married a 17-year-old girl, Rosemary, whom he met on a children's radio program. They had plenty of hard knocks before Danny hit the top in a Chicago night spot. Now they have 3 kids.

the colgate comedy hour

EDDIE CANTOR started out in show business singing to crowds on Henry Street on New York's lower East Side. "You're too big for Henry Street," another boy used to say admiringly. "But he never really heard me sing," says Eddie. "He was too busy picking pockets." When Eddie married Ida (mother of the famous five daughters), the Cantors couldn't afford their own apartment, lived in the Bronx with Ida's sister Jennie. Eddie finally got an interview with Ziegfeld, bluffed it out—and then had to borrow subway fare from the great man to get home. Ziegfeld was impressed by his guts and his songs. That's how Eddie came to make history in "Kid Boots," "Whoopee."



Eddie Cantor with Anne Jeffries

DONALD O'CONNOR, the youngest star of NBC-TV's *Colgate Comedy Hour*, is a trouper from way back. Don's father, "Chuck" O'Connor, was one of the greatest acrobats in show business. He died when Don was only 6 months old, but his mother and older brother, Jack, carried on the act. At a tender age, Donald joined the act doing the "Black Bottom." Year in and year out the O'Connor family trouped back and forth across the country. Then, in 1938, he was spotted by a movie man for the role of Bing Crosby's kid brother in "Sing, You Sinners." Donald clicked, was on his way. In 1944 Donald eloped with his then 17-year-old sweetheart. Has one daughter.



Donald O'Connor with Corinne Calvet

ABBOTT and COSTELLO were working in a Minsky burlesque unit in Chicago in 1936, each secretly admiring the other's work. Then one evening Lou (Costello) asked Bud (Abbott) to read a sketch he had just written, "Who's On First?" Abbott liked it and, the next day, the team of Abbott and Costello was in business. Lou, the chubby, round-faced comic, was born Louis Cristillo in 1908 in Paterson, N. J. He was clerking in a hat store when he decided to hitch-hike to Hollywood, starved for two years as an extra and stunt man before going into burlesque. Abbott was born in Asbury Park, N. J., in 1898. He was a box office manager before he became a comic.



Abbott and Costello



the texaco star theater

MILTON BERLE has been in show business for 38 of his 43 years. The fourth of five children of the late Moe Berlinger, a Harlem shopkeeper, he was trundled to an amateur contest by his mother when he still boasted blond, uncut curls. On the basis of his success on the movie house stage doing an imitation of Charlie Chaplin, Mrs. Sandra Berle persuaded the director of the movie "The Perils of Pauline," to cast Milty as Pearl White's brother. Before long, he was making \$45 a week. Mrs. Berle traveled with her son during his adolescent years on the vaudeville circuits. Frequently she sat out front and goaded the audience to applause with her well-timed laughs. Today, when Milty gets a big response from his NBC-TV studio audience, his "Thank you, mother," is deserved as well as good for laughs. Since his vaudeville days, Berle has appeared in several Broadway productions and has been booked in every major theater in the U. S. He's divorced from actress Joyce Matthews, has a six-year-old daughter, Vicki. Lives in N. Y.



the red skelton show

RED SKELTON is a fellow who believes in doing what comes naturally—and for him that means clowning. The son of a well-known circus clown, Red was born in Vincennes, Indiana, July 18, 1913. At seven, the carrot-topped kid quit school to work as a newsboy and a poolroom helper. Three years later he left home to sell patent medicine with a traveling show. He graduated to showboat and minstrel troupes and in 1930 he was in burlesque. While emceeing a Kansas City walkathon, Red met and married the winner of the contest, Edna Stillwell. After several lean years, they worked up Red's now famous doughnut-dunking routine that led to a booking at New York's Paramount Theater. Soon after, he became a radio comedian, then Hollywood beckoned. While in the Service in World War II, he divorced Edna (who's still his manager, professionally) and married Georgia Davis. Returning to radio and movies, he started the *Red Skelton Show* and now Red is starring on NBC-TV. Latest film: "Lovely to Look At."



your show of shows

SID CAESAR wasn't born with the gift of gab. He was born poor. The date was Sept. 8, 1922, the place, Yonkers, N. Y. In his father's luncheonette, he first came to know characters while acting as a boy bouncer (weight, 206, height, 6'). He was exhorted by his pop to study music, and Sid took up the sax. After graduation from high school, he worked as an usher at New York's Capitol theater until he got his union card, then played sax with "name" bands. In '42, he enlisted in the Coast Guard where he first performed in "Tars and Spars." The show's producer, Max Liebman, signed Sid for NBC's *Your Show of Shows* in '49. Sid's married, has a daughter, 5.

IMOGENE COCA was forced into show business, she says, as "one of those horrible little children who sings with no voice." Her parents, Sadie Brady, a magician's assistant, and Joe Coca, an orchestra leader, were responsible for this act of cruelty. In vaudeville from the age of eight, the applause to her chirping was something less than deafening. So while appearing in "New Faces," a Broadway revue with Henry Fonda, she donned his polo coat, did a fan dance within it, clicked as a comic. The swank nightclubs claimed her with "I'm Slush Pump Annie, the Girl with a Mean Trombone." Liebman discovered her in a Catskill Mountain resort summer show.



BOB AND RAY are a couple of boys from Boston who daily "take great pleasure in presenting the National Broadcasting Company." That the powers at NBC enjoy this kind of unconventional nonsense is evidenced by the fact that Bob Elliott and Ray Goulding, two comparative newcomers to comedy (their partnership stems from 1946 when both were announcers at Boston's WHDH) are on five times weekly. Masters of satire.



VICTOR BORGE arrived in the U. S. in 1940 with \$20 to his name—he had been Denmark's highest-paid star before he fled the Nazis—and is now charming TV audiences with his whimsical humor. Bing Crosby discovered the pianist-comedian who is the son of a violinist in the Danish Royal Symphony. Borge, his fortunes restored, now has a ranch in California's San Fernando Valley where his twins, Ronald and Jane, were born.



GEORGE BURNS AND GRACIE ALLEN were married in 1926. "I owed Gracie \$20," explains George. Born in San Francisco in 1906, Gracie was already trouping at three. The couple met at a time when Gracie had given up hoofing for a secretarial job. George, born in New York City in 1896, sang with a saloon quartet before he was 10. They made their radio debut with the BBC. Now on CBS-TV. Have 2 adopted kids.



JERRY COLONNA was on the verge of being fired for five years. That's because Colonna was hired as a trombonist in a CBS orchestra and he wanted to sing instead. His bosses, hearing Jerry's ear-splitting, vocal calisthenics, were not impressed. But Bing Crosby, as a gag, let Colonna sing on his radio show. The mustachioed musician quickly became a featured comic on Bing's pal Bob Hope's airer. Now he has his own.



JACKIE GLEASON—a barker in a carnival, a daredevil driver in an auto circus, and an exhibition diver in the water follies—he's been all these and more in his 23 years in show biz. The Brooklyn-born comedy star, who's just signed an exclusive CBS-TV contract, has also been in movies, vaudeville, nightclubs, radio and musical comedy! He's been married for 15 years, has two daughters. On a recent diet, he lost 90 pounds.



ERNIE KOVACS has been amusing people ever since he was born some 32 years ago in Trenton, N. J. His humor and dramatic talents won him two scholarships which led, in turn, to summer stock work. Then followed a brief stint as manager of a tobacco counter. Ernie, a chain cigar smoker himself, felt right in his element, but his enthusiasm unnerved his boss. So Ernie moved on to a spot as a radio announcer. Now on CBS.



PINKY LEE credits his lisp with his being in show business today. His schoolmates in St. Paul, Minn., chuckled each time he spoke, so Pinky decided to turn this speech handicap into an asset. He also had natural ability in singing and dancing to fall back on, soon won a spot with the Gus Edwards' troupe. In his teens, he toured the vaudeville circuit, now has his own NBC-TV comedy show, *Those Two*. Married.



SAM LEVENSON, the ex-school teacher from Brooklyn, is the kind of humorist who tells stories, not jokes. His warm brand of humor stems essentially from family relationships. Born in 1911, Sam was the youngest of a family of seven brothers and one sister. To augment his low teaching income, he began, in 1939, to regale Catskill summer visitors with his drolleries. This led to night club dates and his own CBS-TV show.



AL PEARCE, veteran radio comedian, whose "I hope, I hope, I hope" has become a national gag, finally made his CBS-TV debut in a daytime show. In addition to his famed characterization of Elmer Blurt, the "low pressure salesman," Pearce has retained many of his radio "gang" and introduced some audience participation gimmicks into the show. Al, a San Jose, California, native, started his career as a real estate salesman.



HERB SHRINER, homespun Hoosier philosopher, broke into radio in Ft. Wayne, Ind., with a harmonica group at 17. When the program folded, he hit the vaudeville circuit doing a lot of playing and a little talking. Gradually, his easy-going humor caught on, and after an Army stint, he did many guest shots for top radio and TV shows. Now has his own ABC-TV *Herb Shriner Time*. Herb also has a new daughter named Indy Anna.



PAUL WINCHELL, the grown-up halt of the Paul Winchell-Jerry Mahoney team on NBC-TV, backed into his profession through his interest in sculpture. Sculpting led to making puppets, thence to ventriloquism. While convalescing from polio, the New York boy became proficient at throwing his voice. As soon as he recovered, he began playing benefits for crippled kids. Paul has a wife, daughter, "son Jerry Mahoney".



ALAN YOUNG'S blond and cherubic visage belies his frantic, frustrated TV personality on his CBS show. Actually, he's a calm young man of 31, born in England, raised in Canada. Stage struck, Alan and his sister staged local entertainments while in their teens. After high school, Alan joined the Canadian Broadcasting Co. as writer, comic and odd-job man. He graduated to New York radio, then to Hollywood and TV.

face the music

foreword by **james melton**

■ Let's sort of settle down by the fireside and relax for a couple of minutes: we're going to dream a while, scheme a while, and come up with an all-time, all-star television dream show. I'll rattle off the great people I'd like to see and hear (if we could be with them, one hour to-night)—and then you can knock my list to pieces and dream your own. You know, I look back over a lot of years of radio and TV, and there are names and people who stand out like lighthouses . . . So here goes . . . I'd love to have Kate Smith on my dream show. Still a great trouper, and still a great voice; the crowds clamor just as they did yesterday for her unforgettable "God Bless America" and "When the Moon Comes Over the Mountain." . . . I'd follow her with Morton Downey, and I'd have Mort melt my heart with "Mother Machree" and "Danny Boy" . . . And then I'd have him introduce Fred Waring. When the Pennsylvanians had lifted us out of our seats with something rousing like "The Battle Hymn of the Republic," I'd want to get caressed by "Juanita" and "The Whiffenpoof Song" as Fred's glee club does them . . . To follow that, I'd want to hear Duke Ellington give out with his "Sophisticated Lady" and "Black and Tan Fantasy" . . . And then maybe switch to Andre Kostelanetz for a nice, lilting revival of "Sometimes I'm Happy" and "Make Believe." I'd want to hear Rudy Vallee do the "Maine Stein Song," and I wouldn't be happy without Paul Whiteman doing the "Rhapsody in Blue" . . . And would I be on this dream show myself? Why not—it's my dream, isn't it? I'd like to sing the aria "Recondita Armonia" from "Tosca." And somewhere on the show I'd insist we find room and time for the Western medley, "A Cowboy's Life." All right, so it *would* run over an hour. On a dream show, money and time mean nothing . . . Well, I've told you my dream. What's yours?



JAMES MELTON has a repertoire of some 1600 songs, but he still likes to look back on the days when all he knew was one selection, "Ave Maria," which he sang at the age of 5 before a church congregation. Born in Moultrie, Ga., he attended Vanderbilt Univ. at Nashville, Tenn., paid for vocal lessons as a saxophonist and singer in a college band. In 1927 he came to New York, started his radio career on NBC as a member of Roxy's gang.

the frank sinatra show

FRANK SINATRA was earning \$15 a week in 1938 as a singing waiter at a Hoboken, N. J., roadhouse, more than he was getting for singing on 18 sustaining programs in the metropolitan New York area. Then one night Harry James heard his roadhouse vocalizing, signed him to sing with his band at \$75 a week. When James' new band ran out of bookings in Los Angeles, Tommy Dorsey hired Sinatra at \$150. That's when the young singer from Hoboken really got going. He sang first as a member of the Pied Pipers and then as a soloist—and the bobbysoxers started swooning. In October, 1942, Sinatra started out on his own and the income tax people have been rubbing their hands with glee ever since. Frankie was born on December 12, 1917, the only child of Anthony and Natalie Sinatra. He evinced his initial interest in singing while in high school, performing with both the school band and the glee club. In 1936 he got his first "break" in show business when he won first prize on the late Major Bowes' amateur hour. Sinatra's married to Ava Gardner, has 3 kids by his former marriage to Nancy Sinatra.



the dinah shore show

DINAH SHORE'S rise to stardom is an exciting example of struggle, perseverance and "the breaks." The honey-haired, brown-eyed songbird was born in the small town of Winchester, Tenn. By the time she was attending high school in nearby Nashville, her ambition had turned to a singing career and she had begun taking vocal lessons. After graduating from Vanderbilt University, she headed for New York and station WNEW where she had had a brief fling at vocalizing during a school vacation. There she was teamed with another unknown, Frank Sinatra, and in her spare time pounded on the doors of booking agencies. Finally she came to the attention of Xavier Cugat, with whom she made her first records. Dinah got her biggest break soon after when she was fired from the late Ben Bernie's radio show because the sponsor didn't think she sang loud or fast enough. It led to a contract as featured singer on Eddie Cantor's radio show, eventual stardom and movies. On December 5, 1943, she married movie actor George Montgomery. They have a daughter, Melissa Ann, 4. (NBC-TV). Dinah's on radio, too.



the perry como show

PERRY COMO'S career parallels that of Enrico Caruso's in at least one respect—both were once barbers. Perry had his own shop in his native Canonsburg, Pa., while still in high school, but had to wait until after graduation before he could pursue the tonsorial arts full time. In the meantime, however, Perry was singing at parties and other social functions, hanging around the local dance halls on Saturday nights waiting for a chance to "cut a chorus" with the band. In the spring of 1933, Como took a vacation from the clippers and talcum powder and headed for Cleveland where he auditioned for bandleader Freddie Carlone. He made the grade and shortly afterwards married his childhood sweetheart, Roselle. The next step was Ted Weems and his band, with whom he made his radio debut. When Weems gave up music to enter the Armed Forces, Como went home to Canonsburg, tired of one-night stands and the long separations from his wife and son. It looked like the barber business again until Como got an offer of a job singing on a CBS sustaining show in New York. That was the break he needed. He's been on top ever since.



your hit parade



EILEEN WILSON first achieved "fame" as the singing voice of a famous movie star before winning recognition in her own right as a radio songstress and now as one of TV's brightest stars. That was when she was vocalizing with Les Brown's band and her voice was dubbed in for Ava Gardner in musical sequences from "The Hucksters" and "One Touch of Venus". When the radio *Your Hit Parade* was auditioning for a female vocal replacement in 1948, it was Brown who encouraged Eileen to try for the coveted spot. She was an immediate success and has been on the program ever since. Eileen was born on Jan. 15, 1923, in San Diego, broke into radio while attending the U. of Cal. at Los Angeles. In private life, she's Mrs. Ray Kellogg.

SNOOKY LANSON sang before he could talk and at the age of two picked up from his mother a then current Irving Berlin hit called "Snooky-Ookums." Thus little Roy S. Lanson became Snooky Lanson. Born in Memphis, Tenn., Lanson acquired a vast bobby-sox following as a vocalist for station WSM in Nashville. To the discouragement of his enraptured followers, he has a beautiful Tennessee wife, Florence, who was never in show business, plus two children, Ernie, 7, and Beth, 4. "Pop" Lanson's up early every morning to dress the children and help get their breakfast. Then he becomes another commuter, traveling from his home in Hartsdale, N. Y., to NBC's Radio City in Manhattan. Snooky used to play semi-pro baseball, is still an ardent fly-caster.



DOROTHY COLLINS became a featured vocalist on *Your Hit Parade* (NBC-TV) in rather an unusual manner. She was hired to sing commercials only and graduated to become one of the "Lucky Stars" as well. Born on Nov. 28, 1926, in Windsor, Ontario, Canada, Dorothy's original ambition was to become a secretary. Blessed with a lovely voice as well as a pretty face, little Dorothy's plans didn't pan out. Her parents entered her in a local amateur singing contest as a lark and Dorothy won first prize. As a result, she was offered a chance to appear on a children's broadcast series in nearby Detroit and did so well she continued on the program for the rest of her school days. In 1943, Dorothy went on the air with the *Raymond Scott Show* as featured songstress—her first big break. Later, when Scott became director of *Your Hit Parade* orchestra, he helped her get the "singing commercial" spot. Before long, she'd been promoted.



RAYMOND SCOTT, conductor of *Your Hit Parade*, was born Harry Warnow on September 10, 1909, in Brooklyn, the son of a violinist who had settled for the less hectic career of owning a music shop. Little Ray was a disc jockey at the age of six for those of his father's customers who wanted to hear a record before they bought it. A device sold in the store that fascinated Raymond was the player piano. He found that by slowing it up he was able to finger each key as it was depressed. By this method he was able to acquire a good playing knowledge of the piano while still in his teens. After graduating from the Juilliard School of Music, Raymond went to work for his brother, the late Mark Warnow. A few years later he formed his "Raymond Scott Quintet" which, in a matter of weeks, skyrocketed to national fame. Hollywood and the radio networks followed. In 1949 he was offered his present position with NBC's *Your Hit Parade*.



EZIO PINZA, the famous Metropolitan Opera basso who became a bobby-sox favorite after his hit role in "South Pacific," is now a TV star, too, on *The RCA Victor Show* (NBC). The Italian-born star, who says he decided to become a singer when he couldn't succeed as a bicycle racer, made his operatic debut in Milan in 1914. He came to the Met in 1926. Now he and his second wife, Doris Leak, live in Larchmont, N. Y., with their three youngsters. Pinza, though still a romantic figure, is also a grandfather, thanks to his oldest daughter, Claudia.



DENNIS DAY, born Eugene Dennis McNulty in New York thirty-five years ago, is now alternating with Ezio Pinza as host of *The RCA Victor Show* (NBC-TV). He first sang the Irish songs for which he is famous to his mother's accordion playing, later sang Mass in the parish church. After college, he studied law, but a serious illness forced him to quit. So he auditioned for a network singing spot, and got it. Mary Livingston heard him, hubby Jack Benny hired him and Dennis became famous as a sweet, but slightly naive singing stooge. Married, he has two sons.



MARTHA STEWART, now seen and heard three times weekly with comic Pinky Lee on *Those Two* (NBC-TV), is a newcomer to television, but she knows just how to handle comedians. She's been married to two of them! First hubby was Joe E. Lewis, but the marriage flopped because he presumably paid more attention to horses and cards than to Martha. Second hubby is George O'Hanlon, an up-and-coming funnyman. Martha started her singing career when, as a Brooklyn youngster, she was taken across the river to Manhattan to meet an agent. She's appeared in films.



STEVE ALLEN, the guy who can convulse an audience just by reading the ingredients on a candy box label, is all over TV these days. He's master of ceremonies of the Saturday night *Songs For Sale* show and also heads up the daytime *Steve Allen Show* (both CBS-TV). Steve, who can sing, dance and play the piano with equal aplomb, was born some 31 years ago into a vaudeville family. So it was natural for him to turn performer. He started on radio in Chicago in 1940, then worked in L. A. Steve married Dorothy Goodman in 1943 and has three sons.



ROSEMARY CLOONEY, who's about the most frequent guest singing artist on the *Songs For Sale* show (CBS-TV), was just another girl singer until she made a certain recording in 1951—the famous "Come-On-a-My-House" platter. It sold over a million copies, quickly put Rosemary in demand for TV, radio, and stage appearances. Not bad for a young gal from Maysville, Ky.! Rosemary's singing career started originally when she and sister, Betty, (who's since retired into matrimony) became a singing team over Cincinnati's WLW. Tony Pastor signed them.



MEL TORMÉ, who stars on *The Mel Tormé Show* on CBS-TV, is only twenty-seven years old, but he's been in show business for twenty-three years. His career started when he walked up to a band-leader in a Chicago restaurant, and asked to sing a song. From then on, he toured in vaudeville, appeared on radio and finally got to Hollywood, while working as drummer, arranger and singer with Chico Marx' band. His own vocal group, the Mel-Tones, led to a film contract for Mel, and won him nation-wide fame. In 1949, he married Candy Toxton.

vocalists

MIMI BENZELL, who's often seen on TV on *The Voice of Firestone* hour (NBC) and the *Paul Whiteman Revue* (ABC), is a recruit from the Metropolitan Opera. The New York girl became a singer when her doctor ordered her to give up piano playing as too strenuous for her fragile build. After two years at Hunter College, she began singing professionally in summer stock. She's married to Walter Gould, a well-known artist's representative.



BETTY ANN GROVE of the *Bert Parks Show* gave up singing with Ruby Newman's band in her native Boston to try her luck in Broadway musicals. Finding her luck all bad, she tried TV. A one-shot guest appearance with the *Admiral Broadway Revue* brought her a contract with *Stop the Music* (CBS-TV), the turning point in her career. It led to a lead role in "Kiss Me Kate" on B'way. Betty's 24, has red hair, stands 5' 4", weighs about 100.

SHAYE COGAN toured Canada with her three dancing-and-singing brothers until their Hudson, Mass. school board suggested that they come home and finish their high school term. After graduation, there was no stopping Shaye who sang first in Boston, then in New York clubs. In 1947, she was signed for the first TV musical on CBS. Later, she sang with Vaughn Monroe's show, then moved on to ABC's *Stop the Music*. Shaye just made a film.



PATTI PAGE, one of the nation's top femme vocalists, is an Oklahoma girl who became famous by way of Tennessee—"The Tennessee Waltz" route, that is. Her Mercury recording of that ballad has sold about two million copies to date and Patti's been in demand for stage, nightclub and TV work. For a 23-year-old, who got her first show business job on the strength of her artistic rather than her vocal abilities, Patti's done pretty well.

MORTON DOWNEY, of the fine, Irish tenor voice, started his career at seven in Wallingford, Connecticut's annual minstrel show. His first professional stint was singing accompaniments to silent films at a New York movie house. Morton sang his way to Europe 20 times, working for Paul Whiteman. He became a radio star way back in 1930 and is still starring, on television, too, these days. Divorced from Barbara Bennett, has custody of five kids.



FRAN WARREN, RCA Victor's top female recording star and a frequent radio and TV guest singer, has seen all her dreams come true. Back in her teenage days, Bronx-born Fran used to dream of becoming a topflight vocalist—singing the songs of longtime pal, Barbara Belle. Now Barbara's her manager as well as her favorite composer. Fran also dreamed of marriage and now she's Mrs. Harry Steinman, wife of a Philadelphia businessman.

JANE FROMAN is no Calamity Jane although she's been plagued with misfortunes. A 1943 plane crash nearly cost her life and resulted in some thirty leg operations, but Jane continued singing for the GIs. Early this spring, while her film bio "With a Song in My Heart" played New York, a second plane crash resulted in further injuries to hubby, Capt. John Burn, pilot of the 1943 aircraft. But Jane continues to shine, often as a soloist on TV.



EARL WRIGHTSON, star of CBS-TV's *At Home* program, was a page boy at NBC in 1937 when Metropolitan Opera baritone Robert Weede was searching desperately for a substitute two hours before his show. Earl convinced him he could sing. From then on, fame came easy via USO shows and Broadway. He married Alta, the girl who worked next to him in the bank in his native Baltimore, Md., and they're proud of daughter, Wendy.

band leaders

HOWARD BARLOW has headed up the *Voice of Firestone* show on both NBC radio and video since 1943. The distinguished conductor was born in Ohio in 1893, got his first musical training as a soprano in a church choir. At 11, he trained and recruited a church band. After college, a scholarship in music brought him to Columbia U. But his conducting career wasn't launched till World War I ended in 1918. Was once a cowhand!



SAMMY KAYE, of "Swing and Sway" fame, organized his first band while a scholarship student at Ohio University. Upon graduation, Kaye bought a large bus and entered show business for keeps. He and his band clicked in 1938 and then followed engagements in night clubs, theater, radio and Hollywood. Sammy's now starring in his own CBS television show in which he's incorporated his popular "So You Want To Lead a Band" stunt.

AL GOODMAN, currently musical director of NBC-TV's *Colgate Comedy Hour*, has become the model for a broadcast and telecast conductor. The son of a cantor, from whom he learned much about harmony, composing and singing, Al was born in Russia in 1890, but came to Baltimore as a youth. At 17, he became a chorus boy, objected to the poor musicianship in the pit and was challenged to do better. He did—and was on his way!



WAYNE KING, the ever-popular "Waltz King" who has his own show on NBC's midwestern web, got a clarinet at 15, and tooted his way through Valparaiso U. with it. After college he worked in his native Illinois as an insurance trainee, studied the saxophone in his spare time. Six months later, he switched from insurance to leading a band, quickly hit his stride with dreamy waltz music. He's 35, married to Dorothy Janis, former star.



curtain time

foreword
by
peggy wood

■ A dramatic show on Television, like one in a little theater or on Broadway or on film, lives or dies by the way it answers one question: does it entertain? And rightly so. If it doesn't entertain you—by making you laugh or cry or sit on the edge of your seat—then you're not going to bother to look at it and it deserves to die. But there's an extra function that a good TV drama can perform. You don't hear it talked about very much because it's a little hard to talk about it without sounding pretentious or maudlin. It is the function of fostering tolerance and understanding among people by giving an insight into the different ways in which people live and think. By reaching individuals through their emotions, as well as through their brains, the dramatic show can be as broadening as they say travel is. And by showing the similarities, as well as the differences, among

groups of human beings, it can help reduce the frictions, tensions and suspicions that cause so much of man's inhumanity to man. Of course, when you think of it, this extra function is not necessarily foreign to the function of entertaining, because entertainment *should* take you outside yourself, and if you become a little more knowledgeable and sympathetic about other people's customs and problems while you are there, so much the better. I know this has happened to me while playing a member of the Hanson family in CBS-TV's *Mama*, and I know from having heard from people who see the show that it's happened to them, too. The Hansons happen to be Norwegians, living in San Francisco around 1910, and some of the things about them are peculiarly Norwegian. Other things about them seem to be universal. After one week's show that dealt with the teen-age prac-

tice of borrowing things back and forth, for example, the daughter of a friend of mine was sent around with a note asking if we wouldn't mimeograph our material on the problem and distribute it to parents' groups around the country. Being a member of the Hanson family has been broadening for me in a specific way: I've felt impelled to try to learn Norwegian, so that I can get the feel of the language instead of merely knowing it phonetically and can speak easily, as well as correctly, the Norwegian terms that come along in the script. I'm learning a lot more than words, however; I'm learning that a Norwegian family—it could be an Israelite or French or Italian family—is pretty much like any average family group when it comes to solving the problems and enjoying the little successes that mark every household existence. And I think millions of people are learning the same thing.

mama

MAMA, mainstay of the Hanson family, is played by Peggy Wood who in real life is both a mama and a grandma. Peggy's theatrical background fills two full columns in "Who's Who in the Theater" but oddly enough she started out to be an opera singer. Born in Brooklyn on February 9, 1892, the daughter of a newspaperman who loved music and wanted his only child to be an opera singer, she studied voice at an early age, but her path led to Broadway rather than the Metropolitan. In 1910 she was a chorus girl in "Naughty Marietta" and six years later the star of "Maytime." Between musicals Miss Wood appeared in numerous dramatic productions and altogether she's been in 60-odd shows. She's married to William Walling, a printing firm executive, was formerly wed to the late poet, John Weaver.

PAPA is played by Judson Laire who gets a peculiar kick out of this bit of casting, being unmarried himself. Laire, who made his theatrical debut with the late Jane Cowl, lives in a Pleasantville, N. Y., home that has been a family possession since 1905. Between stage, radio and video assignments, this former high school dramatics teacher is an enthusiastic gardener, specializing in chrysanthemums. He acquired his Norwegian accent for the role with a bit of help from the Norwegian Information Service.



KATRIN is played by Rosemary Rice who made her first TV appearance as "Cinderella" in 1946 on the first sponsored television broadcast ever. "It was hectic, to say the least," she recalls. Previously Rosemary had appeared in eight Broadway plays including "Dear Ruth," in which she was cast as the younger sister, and "Junior Miss." Born in Montclair, N. J., Rosemary formed a dramatic group in high school, was discovered there by a friend of George S. Kaufman. Kaufman gave her her start when she was 14.



NELS is played by Dickie Van Patten whose memorable acting with Alfred Lunt and Lynn Fontanne in "O Mistress Mine" was responsible for his landing the part. TV producer Ralph Nelson saw him at the theater one evening and dashed backstage to make Dick an offer—as easy as that. Dick's career began in the cradle. Born in December, 1928 on Long Island, he won three beautiful child contests, was a Powers model from 4-14. He made his theatrical debut in 1935 as a child actor and has appeared in 27 plays.



DAGMAR, the "apple of Mama's eye," is played by Robin Morgan who, though only ten years old, already has her future ambition well in mind—she wants to become as great an actress as Ingrid Bergman. Robin was discovered five years ago by station WOR which made her the star of her own show at the age of five! Robin lives in Mount Vernon, N. Y., likes to write poetry when she isn't busy doing her school work or rehearsing. She wanted to play the part of Dagmar the very first moment she saw the movie.





I love lucy

LUCY RICARDO is played by Lucille Ball who claims that "life is an obstacle race." If so, Lucille's still running in the money. Right now, in fact, she's leading the pack with her top CBS-TV comedy show, *I Love Lucy*. Starting from Butte, Mont. where she was born on Aug. 6, 1911, Lucille's run a long way. First stop was Jamestown, N. Y., where she lived until she entered a New York City dramatic school at 15. But Lucille was told after just one year's study that she was wasting her money. Determined to prove she could make good in show business, she took a job as a chorus girl—lost it five weeks later. Her "first real Broadway job," Lucille recalls, was as a soda jerk. Next came some modelling work and then a tragic auto accident which almost took her life as well as her career. For three years, Lucille fought to relearn to walk. She finally succeeded so well that she won a Hollywood contract, doing mostly song-and-dance bits. Then came a lead in "Too Many Girls," memorable chiefly because that's the film that just co-starred Lucille and Desi Arnaz. They were married in a civil ceremony in Greenwich, Conn. on Nov. 30, 1940. Hollywood insiders gave the match a few months to last; but ten years later Lucille and Desi went through another ceremony—this time in church with all the trimmings. They waited a long time for a baby—their first, Lucie Desiree, was born July 7, 1951. And Lucille really hit her stride when she and Desi teamed on TV.

RICKY RICARDO, the Cuban-born, band-leading husband on the *I Love Lucy* show (CBS-TV), is played by Desi Arnaz, who's been called "The Tempo" by modern music critics because of his skill at beating out rumba rhythms on bongo-drums and guitar, as well as vocally. Desi's TV role closely parallels his life story, an adventure story in which a Cuban revolution and a mishap in World War II were fateful turns. The revolution in 1933 destroyed the wealth of Desi's father, mayor of Santiago, Cuba. The Arnaz property was confiscated and Desi and his family fled to Florida. To earn his way, the former playboy, 16, worked at truck driving, trainyard checking, and bookkeeping. At this point, show business caught up with him. He got a job playing guitar and singing with Xavier Cugat. After a year he organized his own band. Next came a role in the Broadway hit, "Too Many Girls," and a trip to Hollywood to make the movie version. Co-starred was Lucille Ball. At their first meeting, Desi remarked that she was some "hunk of woman." Lucille overheard and that was the beginning of the romance. World War II found Desi in the Army where he got a broken kneecap in basic training. This landed him in limited service, assigned to entertain hospitalized GI's. He'd had some doubts about returning to show business at war's end, but playing rumbas again convinced him. He still has a band, as well as his new job as president of Desi-Lu Productions which films *I Love Lucy* for TV.

my friend irma

IRMA PETERSON, the pixillated secretary, may not be too bright, but Marie Wilson, who plays her is a pretty smart cookie who's used that "dumb blonde" gimmick to get to the top in films, radio and TV. She was born in Anaheim, Calif. in 1916. At 16, she travelled the 40 miles to Hollywood, then spent an \$11,000 inheritance in three weeks getting ready to crash the movies. For years she was the blondest extra in films, finally quit to join Ken Murray's "Blackouts" revue, where she won fame. From 1942 on, she did 2,332 consecutive shows! Marie married TV-producer Bob Fallon in 1951.

AL, Irma Peterson's ne'er-do-well boy friend, is played by Sid Tomac, who's a featured comic in movies, night clubs and TV. The scion of a theatrical family (his parents were Burns and Fulton who introduced acrobatic tap dancing years ago), Sid was brought up in the show business world. He's known some "at liberty" periods, but he's never been busier than he is this season. In addition to his role on CBS' *My Friend Irma*, he's played Gillis on the *Life of Riley* show. Sid's a transplanted New Yorker, now lives on a California ranch with his wife, 3 kids, Michael, 11, and twins Peter and Karen, 6.



JANE STACY, Irma's level-headed roommate on the CBS-TV show, is played by Cathy Lewis who starred in *Wenatchee, Wash.*, vaudeville as "The Jazz Baby" when she was seven. Her parents promptly moved, and Cathy starred only in school plays in St. Paul, Minn., till graduation, except for a few band vocalist jobs. Hollywood didn't give her much work, but she found her niche in radio—and a husband, too. In 1943, she married Elliott Lewis and so closely have their careers been entwined that they're known as "Mr. and Mrs. Radio," a happy solution to the mate vs. career problem.

RICHARD RHINELANDER, Jane Stacy's boss and beau in one, is portrayed by Brooks West. A former stage actor, Brooks got into TV largely through the efforts of Richard Whorf who directs the *Irma* show and who has been a staunch admirer of West's thespian skills since they worked together in "There Shall Be No Night." Brooks is a son of Texas, Hillsboro being his birthplace and Austin his hometown. The University of Texas is his alma mater. His summer stock romance with film comedienne Eve Arden led to their wedding. They live with their 2 adopted daughters in H'wood.



young mr. bobbin

MR. BOBBIN, the bumbling, eager-beaver, young businessman of the NBC-TV comedy show, is played by Jackie Kelk, who is himself a very nimble-witted young man of many successful enterprises. Like the character he portrays, Jackie is easy-going and good-humored—so full of bounce that he livens up rest periods during rehearsals with a new dance step or an old joke. Born in Brooklyn, N. Y., on Aug. 6, 1923, he attended the Professional Children's School and made his Broadway debut at nine as Madge Kennedy's son in "Bridal Wise." This led to a radio contract as the late Fanny Brice's son 'Oiving' in *The Cohens*. Jackie continued in radio for many years, his most famous role being that of Homer Brown, whose rasping, high-pitched voice was a sure laugh-getter on the *Henry Aldrich Show*. Because of his slight build and ageless face, Jackie could go on playing adolescents for many years yet, but he prefers being his own age on the *Young Mr. Bobbin* show. He's a bachelor, lives in Manhattan, but hurries off on weekends to his fruit farm in Pound Ridge, N. Y. In his spare time he turns out sketch material for musical comedies.

the goldbergs

MOLLY GOLDBERG, the mother hen of the Goldberg brood, is played of course, by Gertrude Berg who has been starring in and writing the show ever since it began as a radio serial back in 1929. A native New Yorker, nee Gertrude Edelstein, she studied writing and acting at Columbia University but became a hausfrau soon after meeting her husband, Louis Berg, a sugar technologist. When Mr. Berg's factory burned down in 1929, Mrs. Berg tried writing for radio to help the family through the Depression. The result was *The Goldbergs*, based largely upon her recollections of her grandmother, whom she adored, and her father. The Bergs have two grown children, Harriet, a writer, and Cherney, who is married, a musician. Mrs. Berg was born on October 3, 1900.



JAKE, the bread-winner of *The Goldbergs* (NBC-TV), is in real life Harold Stone, who was born on Manhattan's Lower East Side where both his father and grandfather were actors. Although practically brought up backstage, Harold wanted to be a doctor, studied medicine at Buffalo U. until his father's death during the depression prevented him from continuing. Harold then turned to acting, made his radio bow in '37, has also appeared in numerous Broadway shows. He's one of the best known dialecticians in the theater. Harold's married to his childhood sweetheart and they have a daughter, Jennifer, 3. His favorite hobby: cooking.



SAMMY is played by Larry Robinson who, whenever he's asked why he left the cast of "Life With Father" a few years ago, explains: "My pants got too small and it was easier for them to get another boy." And that's what got him out of the theater and back into radio. Born in New York City on October 15, 1929, the son of lawyer Hamilton Robinson and Powers model Billie Robinson, Larry waited but four years before he made his radio debut on a children's show. Since then he's appeared on over 5000 broadcasts, including *The Second Mrs. Burton*, *Cavalcade Of America*, and *The Greatest Story Ever Told*. He's 5' 10", blue-eyed.



ROSALIE is portrayed by 16-year-old Arlene McQuade who has literally grown up in the role. She joined the cast of the Goldberg family when she was only five years old. Arlene was still too young to read, and Gertrude Berg patiently taught her all her lines. Born on May 29, 1936, Arlene actually made her network debut at three when he toddled to the microphone and sang a song called "The Kitten With The Big Green Eyes," over an NBC program, *Coast To Coast on a Bus*. By the time she was seven, Arlene had made her theater and film debuts. She made her TV debut in *The Goldbergs* in 1949. Her idol is Helen Hayes.



UNCLE DAVID is played by Eli Mintz who made his stage debut at 8 and was already playing old men at 14. That was in his native Lemberg, Austria (now Poland) where he was born 40-odd years ago. Mintz came to the U. S. in 1927, crossing the ocean as a steward and jumping ship in New York. Soon afterwards, he found a job in a cleaning shop at \$5 a week. One day, Mintz, whose real name is Edward Satz, read that Maurice Schwartz, Yiddish theater impresario, was auditioning young people for small parts in his productions. Of the 200 aspirants auditioned, Mintz was specifically singled out for praise. And he's winning praise as Uncle David.

the aldrich family



SAM ALDRICH, the long-suffering father of *The Aldrich Family* (NBC-TV), is played by House Jameson. Jameson turned to radio in 1935, after a notable career on Broadway, in the hope that he'd have more time for gentleman farming. But Mrs. Jameson wears the overalls on their Conn. farm most of the time. Jameson was born in Austin, Texas, attended the University of Texas.



MRS. ALDRICH is played by Barbara Robbins who made a hit as the youthful mother of two teenage girls in the Broadway production of "Junior Miss" a few years back. Thus she established a reputation that was to win her her present, juicy role in TV. Born in New York City, Jan. 5, 1909, she attended the John Murray Anderson-Robert Milton School of Drama, married her teacher.



HENRY ALDRICH, the youngster with a genius for getting into trouble, is played by Kenneth Nelson who once worked as an office boy for a bookie—until the joint was raided. That was soon after Ken had left Baylor U. in his native Texas to try his fortunes as an actor in New York. His role as the lovesick Willie Baxter in "Seventeen" on Broadway led to his being cast as Henry.



MARY ALDRICH is played by Mary Malone who began preparing for an acting career at the age of seven by taking ballet, tap, and piano lessons in her native Dayton, O. She left Dayton in June '46 for New York and show business, was soon working as a waitress to support herself. Finally Mary joined an off-Broadway actor's group, was discovered by critics in "Peg O' My Heart."



HOMER, Henry's ever-hungry side-kick, is played by Bobby Barry who was born in Chicago, April 15, 1930, and has been acting in local stock and little theater groups ever since he can remember. While in high school, he tried to sell himself as a serious singer before the cast of "Annie Get Your Gun," fractured everyone with his cracked voice, soon became a comedian. Bobby's a bachelor.

amos 'n' andy



AMOS 'N' ANDY stars Alvin Childress as Amos (above, right), Spencer Williams as Andy (above, left), in the CBS-TV version of the show originated by Freeman Gosden and Charles Correll. Childress was born in Meridian, Miss., the son of a schoolteacher and a dentist. He took a pre-med course at Rust College, but campus dramatics soon proved more fascinating to him than Gray's Anatomy. In New York, he became associated with the WPA Federal Theatre Project as a coach, later appeared as an actor in numerous Broadway productions and Negro films. He's married, has a daughter, Jean Rosa. Spencer Williams has been an actor, producer and director in the making of Negro motion pictures for many years. He broke into the movies as a writer on the old comedy-making Christie lot in H'wood, in two years turned producer.

beulah



BEULAH, the guiding light of the Henderson family, stars the veteran movie actress, Louise Beavers, in the title role. Beginning with roles in silent films and continuing with such portrayals as that of the mother in "The Jackie Robinson Story," she established herself as one of the outstanding performers in the movies before taking over the lead in the ABC-TV series. Louise was born in Cincinnati, moved to Los Angeles at 11. Minstrel shows led to flickers in '27. Unmarried, she devotes her leisure time to important charity work.

claudia, the story of a marriage

CLAUDIA, the charming young wife who's been known to millions as the heroine of Rose Franken's novel and the play and movie based upon it, has now entered a new medium. As played by Joan McCracken, *Claudia* is now a CBS-TV heroine, and Joan, who switched from ballet to straight dramatic roles, is particularly suited for the role because her elfin charm matches *Claudia's* own so well. Joan's a Philadelphia girl who trained with the Catherine Littlefield ballet from the age of eight, then won fame as the "girl who falls down" in the second act of "Oklahoma," the famed musical play.



DAVID, Claudia's patient, young architect husband, is played by Hugh Reilly. He began his acting career at the age of nine as a rabbit in a Newark, New Jersey school play, found it such fun that he majored in dramatics at Northwestern University. The only interruption in Hugh's acting career was one year spent in the Army during World War II. After that his career started leaping along, just like the rabbit he had once played. Hugh was last seen on Broadway in "Second Threshold," and on the screen in "Bright Victory." He's married to actress Jennifer Bunker, has one son, 2.

hawkins falls

LAIF FLAGLE, otherwise known as Win Stracke, spent the better part of 20 years building up a reputation as a long-haired singer but came into his own on NBC-TV's dramatic serial, *Hawkins Falls*, *Pop. 6200*, as a singer of folk songs. That wasn't really such a departure for Win, because folk singing has been his hobby since his school days in his native Chicago. Another enthusiasm of Win's is guitar-playing, which he also incorporates into the show, and which he took up to while away the time during his Army days in World War II. Win is married and has two daughters, 5 and 9.



MILLIE FLAGLE, an humble washerwoman of *Hawkins Falls*, *Pop. 6200* (NBC-TV), is played by Ros Twohey who was once Gypsy Rose Lee's secretary and before that was an undergraduate at Vassar College. A native New Yorker, Ros' parents sent her to Vassar to study dramatics and later, while she was a struggling young actress, she took a job with Gypsy Rose to support herself. Since 1947, she's been married to John Twohey whom she met while she was part of a USO dramatic troupe sent overseas to entertain American soldiers during World War II. John was a GI.

it's a business?

BOB HAYMES is a natural for the song-plugging role he plays on DuMont's *It's A Business?* He's a singer and because he writes popular music himself, he is well aware of the push that a song needs to build it into a hit. Bob got his early singing training from his mother, a former concert artist, travelled with her and his older brother, Dick, on her European tours. For years, he was known mainly as Dick Haymes' kid brother, despite his own band vocalizing, radio and screen appearances. However, on TV, he's come into his own with *It's A Business?* and ABC's new summer show, *Away You Go*.



DOROTHY LOUDON spent 15 years preparing herself for a career as a dramatic actress, but she finally won fame as the singing secretary on *It's A Business?* over DuMont TV. She started her acting training in her native Indianapolis, Ind., followed that up with a drama course (on scholarship) at Syracuse University. Next Dorothy worked in summer stock, studied some more in New York. But her first professional job came in 1947 doing a song-and-dance act in a Long Island nightclub. After that the 23-year-old singer was on her way. Dorothy's been aptly dubbed a "young Sophie Tucker."

life of riley

CHESTER RILEY brings to mind William Bendix who not only has played the role since 1945 but is as much like Riley as any actor can be. According to an NBC producer, "Bendix is Riley." He's also a motion picture actor and a native New Yorker who wanted to be a professional baseball player. His first job, in 1906, was as bat boy for the New York Giants; but when he got no further than semi-pro ball, he became a grocery clerk. When the depression hit him, Bendix joined the Federal Theater Project. He's married to his childhood sweetheart and they have two daughters, aged 22 and 8.



PEG RILEY, Chester's wife, is portrayed by Paula Winslowe, who would like to give up acting but can't turn down a good role. She has felt this way ever since the birth of her son. Paula, herself, was born in Grafton, North Dakota, in 1910, early moved to California with her family. A graduate of Scripps College, she made her first stage appearance in "The Merchant of Venice." Paula's married to John E. Sutherland, a Hollywood businessman. She claims that she has garnered a wealth of insight on how to run her own marriage from the problems she's faced on TV.

love of life

VANESSA DALE is played by Peggy McCay who in just three years went from studying drama at Barnard College in her native New York City to playing the leading role in CBS-TV's new daytime serial, *Love of Life*. After her college graduation, Peggy joined the Fordham University Players, then trouped all over the South and Midwest. She also supplemented her acting with playwriting, because, as she says, "one should understand playwriting to be a really fine actress." Peggy's 23, lives with her parents and amuses friends with her Irish, Scotch, English and French dialects.



MEG HARPER is portrayed by Jean McBride who had to dye to win the part in *Love of Life*. She was a natural for the role, all except for her brown hair. So she's now a blonde, but Jean thinks it's worth the trouble because she loves working on TV. She hails from Wilmington, Delaware, where her father is Superintendent of Mails, and like many other proud papas encouraged his daughter's theatrical aspirations. Jean tried radio and summer stock, then went to Hollywood where she starred in "Part of New York." She's unmarried, spends her spare time practicing on the clarinet.

meet corliss archer

CORLISS ARCHER, the irrepressible heroine of the *Meet Corliss Archer* CBS-TV show, is impersonated by Lugene Sanders, 18. Lugene's career sounds like a Cinderella story because she made a brief appearance on a Hollywood TV opportunity program, was seen by Helen Mack, former screen actress turned TV producer. Six months later, she signed for the role of *Corliss*. Lugene's originally from Oklahoma City, Okla., but her folks moved to Hollywood when she was a kid. There she studied at Professional School, was a chum of co-star Bobby Ellis. Like Bob, Lugene goes steady.



DEXTER FRANKLIN, the teen-age boyfriend of Corliss Archer, is played by Bobby Ellis who really understands his role. That's because, like Dexter on the CBS-TV *Meet Corliss Archer* show, Bobby goes steady with a girl he met in high school. Now 19 and a student at UCLA, Bob, as he prefers to be called, hopes eventually to enter the writing and production end of show business. But in the meantime, the Chicago-born actor, who began his career at the tender age of five, is content with his weekly television chore. He's an avid record collector, favors modern music.

one man's family

FANNY BARBOUR, mother of five children in *One Man's Family*, is played by Marjorie Gateson who in real life has no children of her own. But she seems to be an ideal mother-type for acting purposes. On the stage, she was a mother in "Dear Ruth", and in "Sweethearts", opposite Bobby Clark, she had no less than six daughters. Miss Gateson was born and bred in Brooklyn, then started her career as a chorus girl—all the time living in the rectory of her grandfather's church. She's been in over 100 movies and two dozen stage hits, credits her mother for whatever talent she has.



HENRY BARBOUR, the father of *One Man's Family* (NBC-TV) is played by Bert Lytell who's a real stage and screen veteran. In fact, he made his debut before he could walk. Both his parents and grandparents were theater folk, so it was only natural that Bert's mother should have carried him on stage during a performance. Lytell, a native New Yorker, made a more formal debut at 15 as Marie Dressler's nephew in one of her comedies. He spends much of his spare time working for other actors, has been honored as Honorary President of Actors' Equity and Lambs Club head.

search for tomorrow

PATI BARRON, six-year-old daughter of Keith and Joanne Barron on CBS-TV's *Search for Tomorrow*, is played by a very talented child star named Lynn Loring. Lynn, born in New York in 1943, began her career at the age of three as a Conover cover girl. This led to work in numerous commercial film shorts. In 1950, Lynn made her first TV appearance and as a result won bids for Hollywood screen tests. But her heavy TV schedule has kept her in New York, also made it necessary for her to have a tutor for schooling. However, she prefers to pal with non-professional kids.



JOANNE BARRON, wife of Keith and mother of Pati in the *Search for Tomorrow* dramatic series, is played by Mary Stuart. Mary, a Tulsa, Okla. girl, signed two contracts, both of which she hopes will be long and happy ones, in August 1951. One was for her TV role, the other a marriage agreement with Richard Krolak, a TV producer-director. Before the signing, Mary had studied dramatics at Tulsa University, then worked as a camera girl in New York's Roosevelt Hotel. While there she was spotted by Joe Pasternak, who sent her to Hollywood. But Mary came back to TV.

studs' place

STUDS TERKEL'S parents ran a small hotel in his native Chicago and in it Studs, born Louis, got glimpses of the camaraderie now on display in his own TV establishment, *Studs' Place* (ABC). Young Terkel went to the U. of Chicago and graduated from its law school. But he never practiced law. Instead he broke into radio as a gangster in 1935. He played a succession of tough guy parts, later scripted a sports show, a disc jockey hour. Now 39, married and the father of a son, Studs' philosophy is "honest human relationships make for good televising."



CHET ROBLE with his piano-playing and Hoagy Carmichael-like crooning is an integral part of the atmosphere at *Studs' Place*, a video establishment which has its real-life counterpart all over the country. This human interest show, beamed over the ABC-TV network, originates from Chicago, as does Chet himself. He got started on his musical career at the U. of Illinois where he played in the campus band. In 1930, he left school to join the "Ace Brigade" dance band. Next came a stint in vaudeville, a tour with his trio. Chet's 42, married, has one daughter.

the egg and I

BETTY BLAKE, played by Betty Lynn, is the counterpart of author Betty MacDonald on whose popular novel the five-a-week TV serial, *The Egg And I*, is based. Ex-screen starlet Betty Lynn, who began her film career in 1948, is from Kansas City, Mo., studied to be an actress from childhood on. She was a radio entertainer in her 'teens, made USO tours during World War II, later got a Broadway stage bit. Next came Hollywood, and a good role in "Sitting Pretty," the first of the "Mr. Belvedere" series. On CBS-TV she's the wife of a city slicker turned farmer.



JIM BLAKE, the male lead of *The Egg And I*, is portrayed by stage and screen veteran John Craven. Though the role of a city-dweller who decides that life on a chicken farm is guaranteed to bring happiness is quite foreign to Craven's own background, he makes it believable by virtue of his acting competence. Before venturing into TV, John was seen with Sarah Churchill in the road company of "The Philadelphia Story" and on the screen in "The Human Comedy" and "The Purple Heart." He's an actor who's son of an actor (the late Frank Craven).

the ruggles

CHARLIE RUGGLES, breadwinner of the ABC-TV Ruggles family, is known to millions for his innumerable movie roles as a hen-pecked husband. Charlie is a native of Los Angeles, the son of a pharmacist who wanted him to become a doctor. Instead, Charlie turned actor, went into stock. For years he played old men until he was type-cast as a juvenile. In 1928, he signed with Paramount Pictures, won lasting fame as the drunken reporter in "Gentlemen of the Press." Charlie's married, has no children. His spare time is spent raising oranges on his ranch.



MRS. RUGGLES, is portrayed by lovely Erin O'Brien Moore. She made her Broadway debut as a maid in 1926 and two years later won stardom in the role of Rose Maurant, the daughter in Elmer Rice's "Street Scene." Born in Los Angeles and convent-raised, she was bitten by the acting bug at the age of 15. She was the leading lady in "Over 21," the first legitimate play staged for American troops in Europe during World War II. There, she picked up her favorite possession, "The Hat," a khaki knit fatigue cap she wears at rehearsals.

the stuart erwin show

MRS. ERWIN is played by June Collyer who happens to be Mrs. E. in real life, too. June never thought of an acting career until a movie executive noticed her picture in her father's New York office, suggested a screen test. Pretty soon June was in pictures, the prettiest girl on the Paramount lot. She and Stu made "Dude Ranch" together in 1930, married a year later. June retired to raise a family—Stuart Jr. (Billy), 20, and June Dorothea (Judy), 17. She said she'd never make another movie and hasn't. A chance to work with Stu won her over to ABC-TV.



STUART ERWIN'S invasion of the TV field via ABC was preceded by more movies than he can rattle off in a half hour. A native Californian, he grew up in the Squaw Valley, the son of a small stock farmer. After two years of studying journalism at the U. of California, he became a reporter, quickly decided that they were the most underpaid workers in the world. Figuring he might as well starve at something he liked, he tried acting, went from stock to Hollywood, where he became noted for his portrayals of timid souls. His move to TV was "inevitable."

crime and punishment



foreword by
ralph bellamy

■ In one respect at least—namely, durability—you've got to hand it to the critics of the crime shows. Their criticism is older than TV itself. It goes back to and including the days of the dime novels and its point is consistent, whether the target be "Nick Carter," the comic books, radio or TV crime series. Cops-and-robbers fiction is bad, the critics say, because it's sensationalized, it's far-fetched and it encourages the young to emulate the robbers instead of the cops. It remained for television to deflate these durable deprecators of an art form whose devotees include justices of the Supreme Court as well as juveniles. Along came the Kefauver Crime Committee hearings—and it developed that the crime shows hadn't been nearly as sensational as the truth that the committee brought out in its sessions. And as for the danger of kids wanting to copy the crooks instead of the cops, the Kefauver hearings merely confirmed what the better type of crime show had been demonstrating all along. To wit, that in the end crime is not glamorous, does not pay and does not offer a career to anybody in his right mind. The good crime shows, including *Man Against Crime*, deal with various facets of crime and corruption but the underlying thesis remains, that the criminal is playing a losing game and that the law, which is always the final adjudicator, deserves our profound respect. Mike Barnett and TV's other men against crime have become the heroes of millions of kids because they *are* champions of right and justice. Of course we're on the side of entertainment as well as sociology. But Mike Barnett will challenge anybody who calls him anti-social; after all he's got all those bumps on the head to prove that he's anti-crime.

RALPH BELLAMY, star of *Man Against Crime* (CBS-TV), spent 12 years in Hollywood and appeared in more than 80 pictures when he decided he had had enough of the type casting that made him "a big, friendly Midwestern rube who always loses the girl." Returning to Broadway in 1943, he scored in "Tomorrow The World," "State of the Union," and then "Detective Story." Today, as Mike Barnett, "private eye," he's a tough, resourceful guy who can get the girl—if he wants to. Born in Chicago, Bellamy started his show business career at the age of 18 in stock.



martin.kane, private eye

MARTIN KANE, the tobacco store sleuth of NBC-TV, is currently being portrayed by Lee Tracy, who won fame on both the stage and screen for his brash and breezy impersonations of newspapermen. Though he never worked on a newspaper himself, he scored his greatest hit on the stage as Hildy Johnson, the dynamic reporter of "The Front Page," and subsequently was "typed" by the movies as a fast talking, sharp-witted, scoop-type journalist. Tracy was born in Atlanta, Ga., educated at Union College. He's 5' 10½" tall, weighs 155, has sandy hair and blue eyes. He's married to the former Helen Irene Thomas, whom he met in Hollywood.



dragnet

SGT. JOE FRIDAY, hero of the police-action series, *Dragnet* (NBC-TV), is played by Jack Webb, a product of Santa Monica, Cal. Jack got his start in show biz while attending Belmont High School in Los Angeles as a file clerk in a local radio station. One day an announcer showed up slightly the worse for bad bourbon and Jack was hauled out of the filing room and put to work. Later he tried free-lance radio writing until the Air Force claimed him in World War II, afterwards went back to the air waves as an announcer and actor. Jack's married to screen actress Julie London and they have a daughter, Stacy, who's just 2.



mr. district attorney

MR. D.A., disciple of law and order on ABC-TV, has been portrayed these many years by Jay Jostyn both on radio and TV. A native of Milwaukee, Wisconsin, he studied drama at Marquette U., started his radio career in Hollywood. Married, he has 2 sons, lives in Manhasset, L. I., where he's active in community activities.

MISS MILLER, secretary to Mr. D. A., is played by the 5' 2", 100-pound Vicki Vola, who made her radio debut in 1932 on Station KLZ in Denver, Col., her home town. She starred in Hollywood for years, finally packed some sandwiches and came to New York by bus in '38. She hasn't been out of work since. Vicki's married.



the web

JONATHAN BLAKE, host and narrator on CBS-TV's *The Web*, is a famous world traveler, explorer and adventurer who has lived in almost every country on the face of the earth. Since his birth in San Francisco, Cal., 46 years ago, Blake has traveled the equivalent of spanning the globe 10 times. He is an intimate of Indian maharajahs and European nobility, equally at home in the highest society as well as the murky depths of the underworld. A big game hunter and soldier of fortune, Blake in his early youth was involved in several minor European political intrigues. A bachelor, he now makes his home in New York City.

foreign intrigue

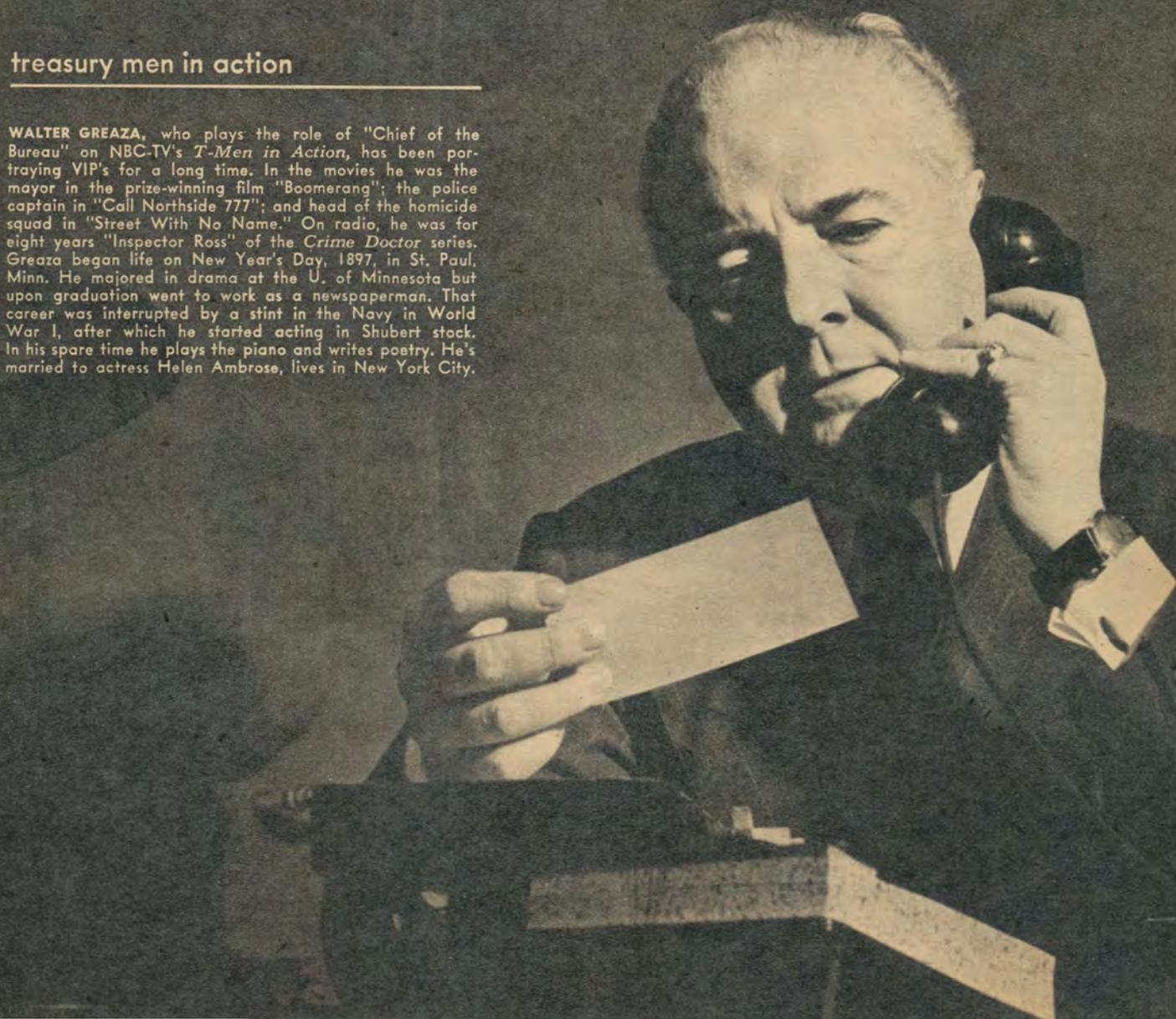
ROBERT CANNON, reporter-hero of the *Foreign Intrigue* series, which is filmed in Sweden, is played by Jerome Thor, who happens to hail from Brooklyn, U.S.A. He was appearing in a Broadway stage play when producer-writer Sheldon Reynolds spotted him, whisked him off to Europe for *Intrigue*. Thor took up dramatics at Abraham Lincoln High School in Brooklyn because he'd flunked geometry and needed the credits. Summer stock led to Broadway and finally to Stockholm. He's married to his co-star, Sydna Scott.

HELEN DAVIS is portrayed by Sydna Scott who is Mrs. Jerome Thor in private life. Sydna hails from Chicago where she was voted the girl most likely to succeed as an actress by her high school classmates. Later she attended the Goodman School, graduating with actor-director Sam Wanamaker. On the stage she appeared in "Native Son," "Doughgirls," and "Stage Door." Sydna has grey-green eyes, blond hair, is often mistaken for Greta Garbo whom she closely resembles. She collects antiques and foreign records during her trips on the Continent.



treasury men in action

WALTER GREAZA, who plays the role of "Chief of the Bureau" on NBC-TV's *T-Men in Action*, has been portraying VIP's for a long time. In the movies he was the mayor in the prize-winning film "Boomerang"; the police captain in "Call Northside 777"; and head of the homicide squad in "Street With No Name." On radio, he was for eight years "Inspector Ross" of the *Crime Doctor* series. Greaza began life on New Year's Day, 1897, in St. Paul, Minn. He majored in drama at the U. of Minnesota but upon graduation went to work as a newspaperman. That career was interrupted by a stint in the Navy in World War I, after which he started acting in Shubert stock. In his spare time he plays the piano and writes poetry. He's married to actress Helen Ambrose, lives in New York City.





BIG TOWN stars Pat McVey in the role of newspaperman Steve Wilson. Pat, who was born on St. Patrick's day, natch, is a reformed lawyer. Born in Fort Wayne, Ind., he studied at the U. of Indiana and the Indiana Law School, hung out his shingle for two years. But grease-paint was getting into his blood and in '39 he went to the Coast to start an acting career. After a hitch in World War II, he starred at the Pasadena Playhouse, then hit Broadway. New York television then recruited him for *Big Town*. Married to actress Courteen Landis.



LORELEI KILBOURNE, Steve Wilson's girl Friday, is played by screen actress Jane Nigh who only a few years ago was pounding a typewriter in the Sears, Roebuck Los Angeles office. Then her boy friend sent her picture to a 20th Century-Fox talent scout and she was called for a screen test. Result: a four-year contract with Fox and roles in "State Fair," "Blue Grass of Kentucky," "County Fair," and "Red, Hot and Blue," among others. Jane is 5' 4", weighs 115, has blonde hair and blue eyes. Her birthday falls on a certain February 25.



NOT FOR PUBLICATION features as its central figure, reporter Collins, Jerome Cowan, one of the screen's most familiar character actors. Jerome has been acting since he was 18 when he portrayed a 70-year-old character in a Hartford, Conn. stock company production. He took only two vacations from drama: during World War I and the Great Depression. Sam Goldwyn spotted him in "Boy Meets Girl" on the stage and brought him to Hollywood in '36. Born in N.Y.C., he lives now in Great Neck, L. I., with his wife and two children. (Dumont TV.)



MYSTERY THEATER (ABC) stars Tom Conway in the role of Inspector Mark Saber. Conway, known to movie fans for his many "Falcon" roles, was born Tom Sanders, the younger brother of actor George Sanders, in St. Petersburg, Russia in 1904. Came the Revolution, the Sanders family fled to their native England where Tom completed his education at Brighton College. He worked as a miner and rancher in Africa after graduation, but eventually turned to an acting career in England. He came to Hollywood in 1939 on the heels of his brother George.



ELLERY QUEEN, mystery writer and criminologist, is portrayed by Lee Bowman who had the good fortune to appear opposite Rita Hayworth in "Cover Girl" and "Tonight and Every Night" during his movie career. A native of Cincinnati, O., Bowman enrolled as a law student at the University there, but later headed for New York and the American Academy of Dramatic Arts. After several seasons in stock, he reached Broadway in "Berkeley Square," which is where the movie scouts spotted him. Married, he has two children. (ABC).



INSPECTOR QUEEN of the New York City Police Department, father of Ellery on the ABC series, is played by Florenz Ames, a veteran of the theatre who appeared for six years in "Oklahoma!" as Judge Carnes. One of the most sought-after character actors in the profession, Ames started his career in vaudeville as one half of the team of "Ames and Winthrop." On Broadway he loaned his talents to five George S. Kaufman hits and has also appeared to advantage as a comedian in many Gilbert and Sullivan operettas. Versatile describes Flo Ames.



THE PLAINCLOTHESMAN (Dumont) stars the heard but never seen Ken Lynch who claims he's played just about every "crime" show on radio and TV. In the past 15 years, he's portrayed about 3000 different parts, most of them gangster roles. Born in Troy, N. Y., he originally wanted to be a radio engineer, but without any trouble at all found himself quite happy on the other side of the microphone. The veteran actor has three children, Kenneth, Jr., 18; Michael, 13; and Suzanne, 9. Ken, Jr., plans to follow in his dad's footsteps as an actor.



CRIME PHOTOGRAPHER has capable Darren McGavin playing the role of Casey, "ace" lensman of the "Morning Express." Until recently, McGavin found designing much more lucrative than acting. His first job in show business was designing sets for MGM in Hollywood and later, in New York, he designed women's hand bags, coffee tables and office furniture. Around 1949 he began to click in TV as an actor, finally was starred in *Crime Photographer* (CBS). McGavin was born and raised on the West Coast. He's married to actress Melanie York.



DANGEROUS ASSIGNMENT stars Brian Donlevy as Steve Mitchell. Donlevy was born in Portadown, County Armagh, Ireland, and brought to Sheboygan Falls, Wis., when he was 10 months old. As a boy he learned to play the bugle, and, by lying about his age, managed to join the U. S. forces chasing Pancho Villa in Mexico. After World War I he entered Annapolis but resigned when he decided to become an actor. In New York he modeled for collar ads until he landed a part in "What Price Glory?" Stage and screen career followed. (NBC)



ROCKY KING, DETECTIVE, a true-to-life city cop, is played by Roscoe Karns, a veteran movie actor who portrayed Al Jolson's manager in the first talkie ever made, "The Jazz Singer." Karns is also proud of his role in "It happened One Night," in which he played the traveling salesman and "Twentieth Century," in which he worked with John Barrymore. Born in San Bernardino, Cal., he made his acting debut at 17 and, after a few seasons in stock, he was spotted by film producer King Vidor who lured him to Hollywood. *Rocky King* is a Dumont feature.



GANGBUSTERS, like *Dragnet*, is based upon authentic data taken from the official files of law enforcement agencies. It is the creation of Phillips H. Lord, one of the most active minds in radio and TV who also created *We, The People* and *Mr. District Attorney* among many others. The son of a minister, Lord was born in Hartford, Vt. He attended Bowdoin College, afterwards tried short story-writing in New York. All he got was rejection slips until he conceived the *Seth Parker* series for radio. After that it was easy. *Gangbusters* appears on NBC-TV.



FRONT PAGE DETECTIVE stars Edmund Lowe as David Chase, a newspaper columnist who is equally adept as an amateur sleuth. Long known for his debonair, man-about-town roles in movies, Lowe became a screen star in 1923 in the original "What Price Glory" in which he played wise-cracking Sgt. Quirt. Before that he'd been a Broadway star for six years. Lowe was born in San Jose, Cal., 59 years ago, was graduated from Santa Clara University when he was only 18. He was a top-flight athlete for many years as well as a thespian. (Dumont -Television.)



CHARLIE WILD, private detective, is portrayed by John McQuade. A 35-year old native of Pittsburgh, Pa., McQuade began his show business career as a boy soprano, singing mornings in a choir, afternoons in front of speakeasies. He became seriously interested in dramatics at the U. of Pitt., went on to study music and voice at Columbia U. His first job as a professional actor was in "I'd Rather Be Right" which starred the late George M. Cohan. He is a veteran of radio's soap operas and had a major role in the film "The Naked City."



THE UNEXPECTED (NBC-TV) has, as host and narrator, Herbert Marshall, who is also star of *The Man Called X* on CBS radio. The son of an English actor, Marshall had seen enough of the insecurity of that profession as a youth to convince him that it was not for him. Accordingly, he went into business, was fired from one job after another. Finally he took a crack at show business, won the hearts of London audiences in "Brewster's Millions," subsequently made his film debut in silents. He's divorced from stage star Edna Best, has a daughter, Sarah.



MARIA RIVA, who frequently stars on such CBS shows as *Danger*, *Suspense*, and *Studio One*, is one of the first actresses to be developed almost exclusively by the new medium. Born in Berlin, Germany in 1924, the daughter of Marlene Dietrich, she settled with her famous mother in Hollywood as a child. She studied acting at the Max Reinhardt Academy, later taught drama there and at the Geller Workshop. While teaching at Fordham U. in New York City, she met and married her husband William Riva. They have two sons.



BOSTON BLACKIE, the private eye nonpareil, is played by Kent Taylor, a veteran of over 100 Hollywood films. Taylor graduated from high school in Waterloo, Iowa, studied industrial engineering for two years after that. In 1930 his family moved to California whereupon he decided to take a crack at an acting career. Called by Paramount to help a girl screen-test, he wound up getting the contract himself. Taylor is married and the father of two girls and a boy. He's an avid sports fan, counting among his favorite past-times fishing, golf, and tennis.

playhouse round-up



SCHLITZ PLAYHOUSE OF STARS: Helen Hayes and David Niven in "Not A Chance."



STUDIO ONE: Berry Kroeger (pointing) starred in the drama, "A Messenger To Bali."



PULITZER PRIZE PLAYHOUSE: Eva Gabor, H. Vermilyea, James Daly in "Mr. Moto."



YOUR LUCKY STRIKE THEATRE: Bob Montgomery, Joan Loring in "The Petrified Forest."

schlitz playhouse of stars

Switch your channel to a star. That's what viewers who like their talent stellar do Friday nights when the *Schlitz Playhouse of Stars* bows in on CBS. Never were so many terrestrial-type astral bodies assembled for one series. Hostess Irene Dunne puts these exclusively signed celebrities at their ease before the Hollywood TV cameras, usually a brand new experience for the personality of the evening. Those who have made their dramatic or comic TV debuts for *Schlitz* include Fay Bainter, Walter Hampden, Helen Hayes, Diana Lynn, Robert Preston, Ronald Reagan, Rosalind Russell, Margaret Sullivan. Sounds like a roll call of the neon constellations, doesn't it? Not the least of these is Miss Dunne herself, a Hollywood luminary since she rocked the world in "Cimarron" opposite Richard Dix back in 1931. Born in Louisville, Ky., December 20, 1904, she studied voice at the Chicago College of Music, then scored on Broadway in "Irene," "Sweetheart Time," and "Showboat." Then came the Hollywood contract, "Cimarron," and other famous roles. Miss Dunne is married to Dr. Francis Griffin and they have a daughter, Mary Frances.

studio one

As *Studio One*, the veteran CBS drama showcase, nears completion of its fourth year, one critic has likened it to England's Old Vic Theatre. The comparison is apt on several counts. For one, four Shakespearean plays have been given the deft *Studio One* treatment. For another, the program develops and then consistently recasts a nucleus of select performers—Mary Sinclair and Charlton Heston, for example—in the manner of the British repertory company. Thirdly, and most important, *Studio One* is a pace-setter. Experimental when it began, the program still maintains its fresh approach via two rotating directors, tricky sets, inventive photography, and novel scripts. The average *Studio One* production takes 10 weeks of preparation, and from the idea to the fulfillment an average of 160 technicians, actors and others are involved in each show. After it has been blocked out, the show goes through various stages of scenic design, building and painting at the CBS scenic studios and finally is pulled together, on the Saturday preceding the show date, in Studio 42, an 8500 square foot production room in the Grand Central Terminal Building.

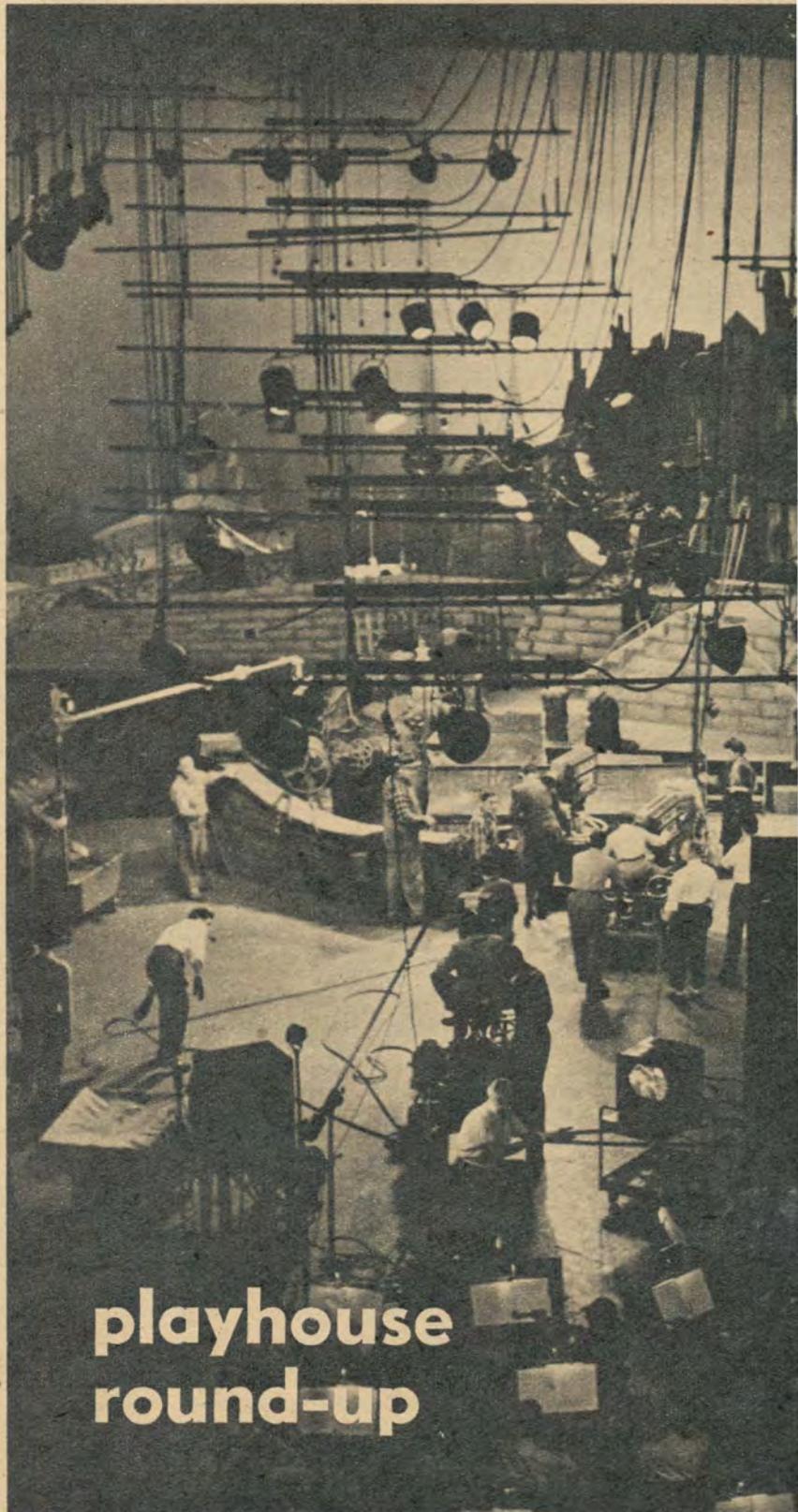
pulitzer prize playhouse

When the late Joseph Pulitzer established a fund for the annual Pulitzer Prizes, he stipulated that they were for "the encouragement of public service, public morals, American literature and the advancement of education." Alert as ever in the field of public affairs, ABC presents the *Pulitzer Prize Playhouse* in keeping with the traditions and aims of the journalistic colossus. The program dramatizes works of writers who in past years have won the coveted award. Sometimes the prize-winning newspaper stories, plays or novels themselves are adapted. On other, and equally memorable, telecasts, less acclaimed works have been shown. Overall credit for "Pulitzer's" splendid job must be given to Lawrence Carra, the producer hired from a safe job as head of the drama department at Carnegie Tech. A lot of TV's 90-day wonders were horrified when this academician was brought in. They predicted failure for Carra because they were sure that only a smart Madison Avenue "ad" agency cookie with huckster propensities could ever qualify in the big league. Carra fooled the skeptics and taught TV a lesson—that wisdom is not the monopoly of soap tycoons.

your lucky strike theatre

Robert Montgomery Presents *Your Lucky Strike Theatre*—and indeed he does, being producer, director, host, and often star of the NBC show. The dapper New Yorker who launched his movie career in 1929 playing a callow college lad has since acquired sufficient theatrical acumen to guide the destinies of a first rate video program. Thriving on little sleep (he cat-naps or reads in 15-minute spurts for relaxation) in his triple capacity for both *Lucky Strike* and its Monday night alternate, the *Johnson Wax* program, Montgomery has established an estimable precedent in adapting famous movie stories for video. With the leading talent of stage and screen his to cast, he has imbued old plots with new vigor in this new dimension. Robert Montgomery was born in Beacon, N. Y. He attended the fashionable Pawling School for Boys and, at 14, was sent abroad to continue his studies. Two years later his father died leaving the family practically penniless and Bob had to go to work. He spent a few years as deckhand on a tankér and with various summer stock companies before Hollywood beckoned him in 1929 for "So This Is College."

■ A singularly candid Broadway critic once observed that plays folded because a reviewer's wife burnt his breakfast coffee. Granted this overestimates the power of a woman and underestimates the integrity of our gentlemen on the aisle, there's much to be said for many fine productions which have been nipped before they've even budded. Personal preferences being as vast and varied as they are, everybody will never agree in their dramatic predilections. Television, however, has settled the squabbles of most after-theatre fulminators by producing dramas so diversified that everybody at least agrees to stay home more often. Why argue? You twirl your dial and you takes your choice. If you like your drama interplanetary, there are more space ships than you can count on CBS' science fiction series, **Out There** . . . More earthly, but equally bizarre happenings get the nod from **Fireside Theatre's** script editor. These NBC plays are filmed in Hollywood . . . Pioneering **CBS Television Workshop** is a proving ground for experimental scripts and techniques—that's where Boris Karloff played "Don Quixote." . . . Hollywood stars abound on **Gruen Playhouse** films shot especially for TV . . . NBC's **Kraft Television Theatre** commandeers the talents of our best known authors for casts chosen from a nucleus of highly competent regulars . . . Elaborate, heavily budgeted works of major novelists and playwrights find their way to **Philco Television Playhouse** on NBC . . . Alternating with Philco, equally impressive **Goodyear Television Playhouse** serves as a showcase for original teleplays . . . Hits from the Great White Way get first-night treatment on WOR's **Broadway TV Theatre**. In their hour-and-a-half video versions such classics as "Three Men On A Horse" run for five consecutive nights. Therefore, you can't and shouldn't miss them . . . Power-packed NBC's **Cameo Theatre** pays particular attention to production details; music, uses arena-type staging. . . Sarah Churchill presides as hostess on **Hallmark Television Theatre**. She also plays occasional roles on the CBS series . . . Fortright dramas which have the appeal of everyday occurrences have featured Brian Aherne, Nina Foch, Stuart Erwin, among others, on NBC's **Armstrong Circle Theatre** . . . **Lux Video Theater** on CBS mixes its serious dramas with bubbling drawing-room comedy. Name stars appear regularly in either farcical or tragic mien . . . **Big Story** appeals to those who have liked the roar of the linotype machines in their plays ever since seeing "Front Page." A newspaper office, naturally, is the locale for these popular NBC adventure dramas.



playhouse round-up

follow the girls



foreword by **faye emerson**

■ There was a certain apprehension in various quarters when a woman named Emerson was invited to become the moderator of the TV *Author Meets the Critics* program. Could she hold her own in what had been, save for occasional female guests, a man's realm? Could she maintain order between disputants when the going got rough? Could she be an effective referee without having to fall back on such feminine resorts as bursting into tears? Although I shared the apprehension and felt a bit skittish about the assignment, I thought she could. And as a matter of principle I thought she *should*, because I felt that here was a man's world that needed some women in it. I'd never had that feeling about working on the stage or in films; we've come a long way since Shakespeare's day when boys played female parts. But in TV there still was room for women to play a far more important part. It takes a lot of people to turn out a TV show, and when I found myself among them it seemed that most of them—writers, producers, directors, technicians, consultants—were men. Partly to keep from being too greatly outnumbered, I insisted that another woman be added to the staff. By now, I've lost any skittishness I had about being a woman invader of a man's world. We've had our tense, excited moments on *Du Mont's Author Meets the Critics*, with everybody demanding the floor at once, but we've survived them with no scars showing. In some ways I even think a woman has an advantage as moderator. Out of courtesy, or perhaps out of surprise at seeing a gal wielding that gavel, men seem more willing to come to order when she raps for order or just says sweetly, "Now, gentlemen . . ." And I'd be less than honest if I didn't admit that as a woman moderator I get a delicious pleasure having the last word.

FAYE EMERSON, the First Lady of Television, began her gypsy-like existence July 8, 1917, in Elizabeth, La. Moving swiftly to Beaumont, Tex., and a New Mexico ranch, she settled ultimately in San Diego where she studied dramatics at State College. After a stint with a repertory company, she was discovered by Hollywood, and in seven years made over 30 films, most of them Grade B types. Perhaps that's why she headed East in 1948 for Broadway and television. Faye's now Mrs. Skitch Henderson.



MARGARET ARLEN, CBS-TV's talented women's commentator, has been with that network for some eight years, both on radio and TV. The daughter of the Rev. H. B. Hines, Baptist minister in Aurora, N. C. (her mother is a schoolteacher), Margaret was born in Edenton, N. C. She majored in psychology at Meredith College in Raleigh, got her first radio job at WCBR, Goldsboro (also in her native state). There she served as secretary to the station manager, also wrote continuity, played accompaniments and sang. Her present schedule is just as tough!



NANCY CRAIG is "everybody's neighbor" and her daily ABC-TV *Nancy Craig Time* shows are a modern, streamlined version of old-fashioned back-fence gossip. She features guests in every field to keep the housewife fully informed. Nancy, a St. Louis, Missouri girl, got her first radio break as a concert pianist, later became program director of St. Louis KMOX. After various stints in writing, singing, producing and directing, she came to WJZ some eight years ago. She's married, is also the mother of a young son, but she can't stay away from that "mike."



DOROTHY DOAN, hostess of *Vanity Fair* on CBS-TV, took over the position after serving as Women's Editor of the International News Service covering United Nation's sessions. Dorothy's journalistic background stems from a series of reporting jobs she took after a drama coach dissuaded her from theatrical ambitions. A stretch with the Pasadena "Star" led to a meeting and merger with Dick Doan, a fellow newsman. A cross-country honeymoon landed them with the Albany "Times-Union." Thence to New York where Dick did "Variety" reviews, Dot joined CBS.



ELOISE McELHONE is one of television's loveliest chatterboxes, as is proven by her photo and her record of 300 words per minute on her CBS-TV *Eloise Salutes The Stars* stanza. The eloquent Miss McElhone got into show business by accident. She substituted for her sister as a guest on *Leave It To The Girls* and her barbed wit won her a regular's post on that panel. She's been tabbed as a man-hater thanks to her merciless jibes against the stronger sex but she really thinks men are dreamy, as witness her 1951 marriage to advertising executive, William Warwick.



MAGGI McNELLIS, six times named one of the 10 best-dressed women in the world is also one of the busiest, what with her many TV appearances. Yet she always prepares her husband, Clyde Newhouse's breakfast, spends considerable time with new daughter, Meg. Svelte, statuesque Maggi, made her professional debut as a society songstress in Chicago's Pump Room. In 1940, she came to New York and inaugurated her own radio show of feminine chatter. She first became known to TV audiences as the femmcee of *Leave It To The Girls*. Authored "Party Games."



KATHI NORRIS, star of her own DuMont television show, was the youngest of nine children born in Newark, Ohio. After high school, she eventually went into advertising in Chicago, then New York—became an account executive who enjoyed most her work with radio. Once she substituted for her TV-producer husband Wilbur Stark, on a show for teen-agers, soon found herself a TV personality. Kathi lives in New York, has a daughter, Pamela, aged 5. She writes, produces, almost singlehandedly runs her daily show. Named "most charming woman on daytime TV."



BETTY FURNESS is a blonde and beautiful success story—from cover girl to TV star. Her modelling for Powers was the guiding influence in her going to Hollywood where she landed top roles in films like "The Magnificent Obsession." She also did guest shots on radio until 1945. Then the lure of a Broadway play brought her back to New York. The new medium of television interested her and she became a frequent guest on panel shows, as well as Westinghouse's "typical housewife." Betty's divorced, has one daughter, Barbara, child of musician Johnny Green.



SHEILAH GRAHAM became a columnist accidentally when her London screen test proved so awful it was funny and she wrote a series of articles about it. These were accepted by the London "Daily Mail," launched Sheilah on a new career. In 1933, while vacationing in New York, she was hired by the "New York Journal" as feature writer. Today, she's the columnist whose "Hollywood Today" is syndicated in about 65 newspapers. The charming Miss Graham's newest venture is filming reports on Hollywood activities which are shown on the NBC-TV show *Today*.



EVE HUNTER, who was named the outstanding TV personality in San Francisco in 1950, recently made her New York debut in her own hour-long, daytime *Eve Hunter Show* over NBC-TV. After six successful years in West Coast TV, Eve, a former Raleigh, North Carolina girl, is making her training as an actress, singer and satirist pay off. Her show spotlights interviews with celebrities as well as art, literature, sports, and fashion features designed to appeal to homemakers. Eve's also seen as a frequent panelist on Henry Morgan's new *Draw To Win* show.



MARTHA ROUNTREE is in her glory as moderator of the unrehearsed, uncensored *Meet The Press* show (NBC-TV). As co-producer of this highly explosive panel of newspaper people versus political bigwigs, the glamorous lady uses her woman's intuition to prevent impromptu fisticuffs as a conclusion to highly controversial conferences. Her own journalistic experiences, both at the U. of South Carolina and as a member of the Women's National Press Club and American Newspaper Women's Association, help her to brighten up a lagging discussion.



HARRIET VAN HORNE, radio and TV editor of the "New York World Telegram and Sun," and one of the brightest women on TV, is currently adding sparkle to the DuMont TV newspaper quiz, *What's The Story?* Her single-mindedness of purpose (she always wanted to be a newspaperwoman) led her to major in government and history at the U. of Rochester, while working part-time for the Rochester "Democrat and Chronicle." Simultaneously, on the campus, she edited the college paper. 'Twas therefore no surprise when she won her present post.

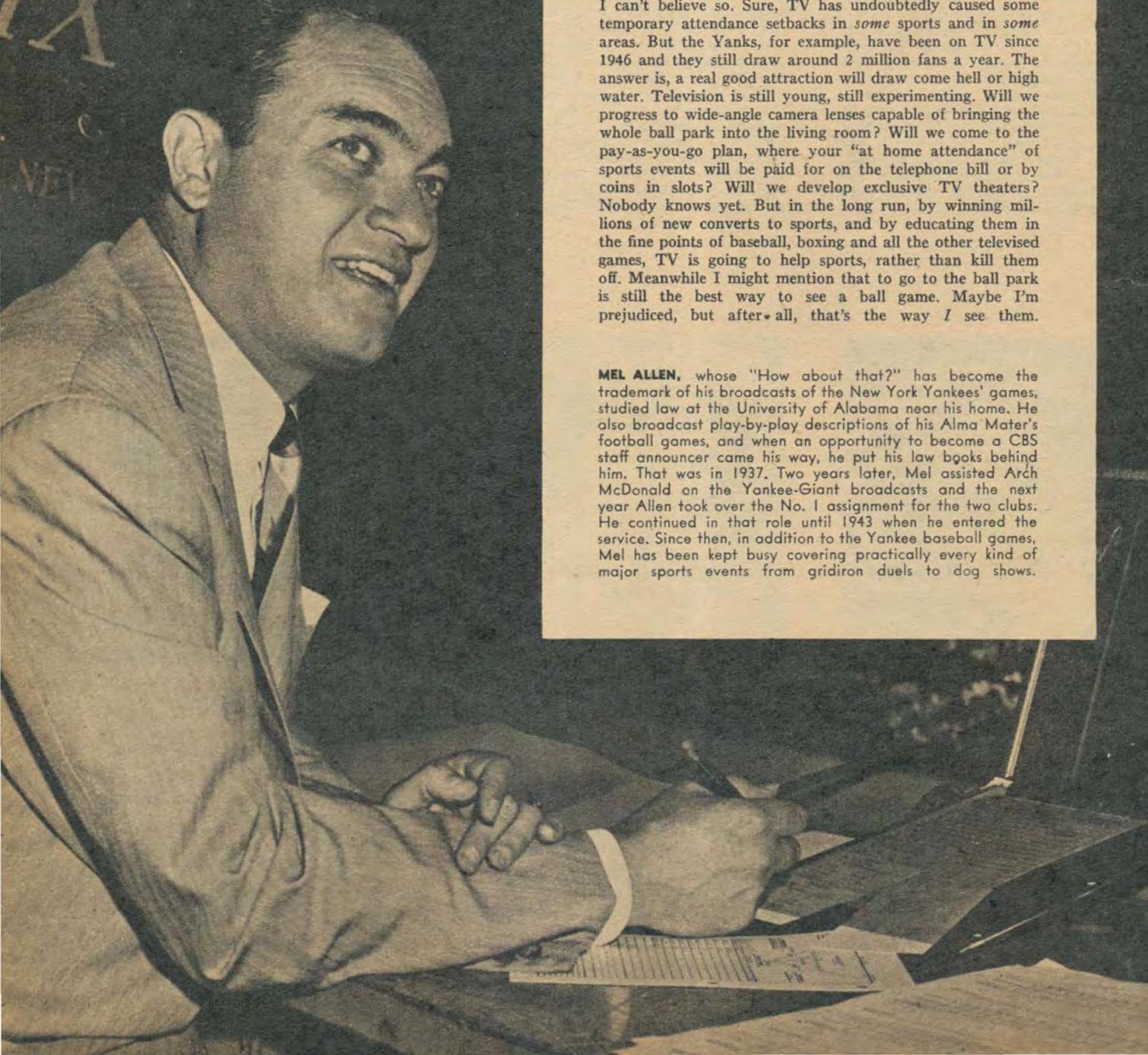


BARBARA WELLES, favorite women's commentator on WOR-TV, is part pugnacious reporter, part dulcet hostess, the acme of tact. Her *Barbara Welles Show* has been cited for "significance of scope which makes this program a real service." Reason is that "Barbara", born Helen Hall in Kansas City, Mo., loves to report the unusual and to cover events from the middle of things. She originally intended to be an actress, but got sidetracked into radio in Baltimore, came to N. Y. and WOR in 1948. She's married to Elmer Knoedler, who's a chemical engineer.

news and views

IX

VE



foreword by **mel allen**

■ Every TV sportscaster, I think, must have asked himself the question: "Is what I'm doing good for the game, or bad for it? If I go down in history at all, will it be as a benefactor of sport, or will they bracket me with the guy who killed vaudeville?" Maybe it's a rationalization (nobody likes to think of himself as a villain), but I believe most of us have come up with the same kind of answer. So far as my own experience is concerned, the answer isn't to be arrived at just by consulting the cash register on any given day. It's suggested by some of the letters I've received in the past few years. Letters from a lot of mothers who have been introduced to the New York Yankees more or less against their will—by virtue of the kids tuning in Yankee games—and who have become interested to the point where they write in and say they want to come to the Stadium and see some "real games." The answer is also suggested by common sense. Look at the *millions* of people who see boxing one or more nights a week on TV, and compare them with the *thousands* who used to turn out for boxing cards. Can anything that multiplies the audience of a sport by hundreds of times be said to be killing the sport? I can't believe so. Sure, TV has undoubtedly caused some temporary attendance setbacks in *some* sports and in *some* areas. But the Yanks, for example, have been on TV since 1946 and they still draw around 2 million fans a year. The answer is, a real good attraction will draw come hell or high water. Television is still young, still experimenting. Will we progress to wide-angle camera lenses capable of bringing the whole ball park into the living room? Will we come to the pay-as-you-go plan, where your "at home attendance" of sports events will be paid for on the telephone bill or by coins in slots? Will we develop exclusive TV theaters? Nobody knows yet. But in the long run, by winning millions of new converts to sports, and by educating them in the fine points of baseball, boxing and all the other televised games, TV is going to help sports, rather than kill them off. Meanwhile I might mention that to go to the ball park is still the best way to see a ball game. Maybe I'm prejudiced, but after all, that's the way *I* see them.

MEL ALLEN, whose "How about that?" has become the trademark of his broadcasts of the New York Yankees' games, studied law at the University of Alabama near his home. He also broadcast play-by-play descriptions of his Alma Mater's football games, and when an opportunity to become a CBS staff announcer came his way, he put his law books behind him. That was in 1937. Two years later, Mel assisted Arch McDonald on the Yankee-Giant broadcasts and the next year Allen took over the No. 1 assignment for the two clubs. He continued in that role until 1943 when he entered the service. Since then, in addition to the Yankee baseball games, Mel has been kept busy covering practically every kind of major sports events from gridiron duels to dog shows.

the news of the world . . .



MORGAN BEATTY was born in 1902 in Little Rock, Ark. and worked there as a newspaperman. Because of his outstanding coverage of floods and hurricanes from 1927 to 1935, he became known as NBC's "disaster reporter." He was the only radio and TV man to accompany President Truman to Potsdam and is considered the best link between broadcasters and Capitol Hill. A greenhouse at his Burnt Hills, Maryland home is his favorite refuge. He has 2 sons.



DOUGLAS EDWARDS, who has broadcast the news from capitals of seven European countries, was born in Ada, Okla. in 1917. While a 15-year-old high school student, he doubled as announcer and newsmen on a Troy, Ala., station and later attended that state's University. After various radio stints in the South, he came to CBS in 1942. His news review is the oldest sponsored news slot on TV—having been started some five years ago. He's father of three kids.



DON HOLLENBECK, editor of CBS-TV's *Sunday News Special*, prepped for his broadcasting career by first being a journalist. Born in Lincoln, Nebr. in 1905, he attended that state's University and got his first job in 1926 reporting for the Nebraska State Journal. In 1943, he was sent to London to broadcast for the OWI. Then, he covered troop movements in North Africa, Italy and Germany. He joined the New York CBS staff in 1946. Hollenbeck's married, has one daughter.



JOHN K. M. McCAFFERY, NBC's man of the eleventh hour news, had a college professor father. So, after completing work for his B.A. at Wisconsin U. and his M.A. at Columbia U., he, too, became a professor (of English) at St. Joseph's College in Brooklyn. One of his students later became his wife and mother of their three sons. After a short teaching stint, McCaffery went into public relations, then editorial work. He's found his permanent niche in TV.



ELMO ROPER, the distinguished public opinion analyst, is now being seen over NBC-TV in a series of programs designed to report what Americans think are the big issues of the coming Presidential election and which candidates they approve. Roper says "the first duty of public opinion research is to explore the areas of public ignorance." And that's just what the Hebron, Neb., boy has been doing since 1933. With wife Dorothy and only son Burns, he grows trees.



JOHN CAMERON SWAYZE was a small boy in Wichita, Kan., when his folks decided he should take elocution lessons. Public speaking got into his blood and after only a year at the U. of Kansas, he headed East for a footlight fling. But that was in 1929 and there were no theatrical jobs available. So Swayze became a newspaper reporter and then a newscaster on a Kansas City radio station. Now he heads up the *Camel News Caravan* over NBC-TV. He's father of 2.

. . . the world of sports



RED BARBER got into sportscasting when he was offered a free meal to do a radio stint. That was back in 1930 when Red, working his way through the U. of Florida, really needed the meal. Twenty-one years later, he became sports counselor at CBS. Red, born Walter Lanier Barber in Columbus, Miss., in 1908, is famous for his Southern accent, smooth descriptions of the Brooklyn Dodger baseball games, as well as for his Football Roundups. He has one daughter.



JACK BRICKHOUSE, top DuMont TV sportscaster, is also tops in the nation for 1951, according to a national magazine. It all began at a Peoria, Ill., radio station in 1934, when Jack was 18. He appeared on a record 20,000 broadcasts in six years, finally left Peoria to join Chicago's WGN, where he has remained since. He's now WGN's sports service manager and has televised more major sports events than any other man in the country. Jack has one daughter, 3.



JOE DIMAGGIO, who is now doing a TV stint over WPIX before and after all the New York Yankee baseball games, is a newcomer to sportscasting but an old favorite with the fans. He was famous from 1936 to 1951 as "Jolting Joe", the Yankee Clipper. Now retired from active participation in baseball, Joe has revealed his talents as a TV personality. He's from San Francisco, Calif., which he still makes his permanent home. Divorced, he has one son, Joseph, Jr., 10.



RUSS HODGES, who is known as the "Voice of the New York Giants" baseball team, got his start describing football. Born in Dayton, Tenn., Russ was raised in Kentucky and attended its University. During football scrimmage there, he broke an ankle and was assigned to assist the game's sports announcer. That was the beginning of a sportscasting career that took him to Chicago and to New York in 1946. Russ handles boxing over CBS-TV; too.



TED HUSING, born Edward Britt Husing in The Bronx, New York, Nov. 27, 1901, tried being an actor, policeman, soldier and aviator before turning to radio in 1924. A past member of the All-State Football and Soccer teams, Husing took to sports commentating as though predestined for it. He's described everything from football to Kentucky Derby, is currently handling the boxing bouts over DuMont TV. A versatile guy, he's noted also for a radio disc jockey stint.



BILL STERN may be Sports Director at NBC, but he's really just a frustrated actor. At Penn Military College, he majored in dramatics, then tried to crash Hollywood. Meeting with slim success, he turned to his other major interest, sports. In 1934, after a stint as stage manager at Radio City Music Hall, Bill won the post of Graham McNamee's assistant at NBC. He's still there, is heard daily on radio and also has a brand-new TV show, *Sports Final*.



the muscle men

GORGEOUS GEORGE, the most colorful star to appear on the wrestling horizon in years, is a native of Hollywood, Cal., which may account for his flair for histrionics. George made his debut seven years ago and since that time has played to more sellouts than any other mat-man in professional wrestling. His robes, hair, facial expressions, and gold "Georgie" pins have made his name as familiar to fans as Babe Ruth, Joe Louis and Ben Hogan. George travels in an orchid Cadillac limousine with his manager and valet, Jeffers. His robes (he owns over 60 of them) are made by one of the finest establishments in Hollywood. Gorgeous George stands 5 feet 10 inches and displaces 220 pounds. His favorite hold is the flying headlock.



THE MIGHTY ATLAS is probably the most disliked athlete in professional sports. In his expensive street clothes, he looks like a mild-mannered business man, but in the arena, the Mighty Atlas has caused more riots than any other villain in the game. A native of Hollywood, Cal., he's 5' 7", weighs 221 pounds. His "Atlas nelson" a variation of the full nelson, is one of the most feared of all holds in the wrestling game.



LORD LESLIE CARLTON, doncha know, is a native of Ipswich, England who, according to his publicity releases, attended Oxford University and served four years in His Majesty's Navy. Lord Carlton, who goes to the cinema, not the movies, is 32, blond, wavy-haired, stands 6' 2" and weighs 220 pounds—all muscle. He's been wrestling 10 years and his favorite hold is a Dive Bomb drop kick in reverse. Main hobby: painting.



VERN GAGNE is only 26 years old but he's been wrestling ever since he was a high school freshman back in Robbinsdale, Minn. His amateur background includes four Big Ten championships while at the U. of Minn., two NCAA titles and one AAU crown. In 1948 he was a member of the U. S. Olympic wrestling team. A pro for only three years, this handsome 6', 219-pounder is a top challenger for heavyweight wrestling honors.



LU KIM is the scion of a great Manchurian merchant family, founders of the once mighty Kim Line, which was seized by the Manchurian Government in World War II. An adventurer all his life, he began his wanderings at 14 as cabin boy on one of his father's ships. He first began wrestling in ship tournaments with other crew members, later decided to take it up professionally. He's 6' 2", displaces 270 pounds,



WLADEK KOWALSKI, a 275-pound, 6' 7" giant from Hamtramck, Michigan, is one of the current scourges of the mat game. Yet just 10 years ago doctors told Kowalski he'd have to forego all physical exercise due to a chronic anemic condition. Instead, he began building up his body and today boasts one of the finest physiques in any sport. Twenty-four years old, his favorite holds are the knee drop and drop kicks.



FARMER DON MARLIN is a real farmer, owning a 520-acre tract in Michigan, his home state. However, he spends most of his time on the wrestling circuit where he has been a top name for the past five years. The Farmer is usually accompanied into the ring by his faithful pig, Porky, and always wrestles barefooted. He's 5' 10", weighs 220. Favorite holds: the mule kick and flying mare. Has a degree from the U. of Mich.



TIGER JOE MARSH was born Joseph Samuel Marusich of Yugoslav parents who settled in Chicago in 1910. Raised in a tough neighborhood, Joe had to fight his way almost from the time he could walk, so wrestling holds no terrors for him. Joe's been in several movies including "Pinky," "Panic In The Streets," and "Viva Zapata!" The Windy City wrestler weighs 222 pounds, is 6' 1". His tiger skin robe cost \$1000.



LENNY MONTANA, the Zebra Kid, was born in The Bronx, N.Y.C., 26 years ago. He is 6' 4", 250 pounds, and is considered one of the fastest and trickiest giants of the mat world. During World War II, he entered the heavyweight boxing and wrestling tournaments of the Third Army, won them both over some rugged competition. Fighting against the Germans, he won three Purple Hearts and two Oak Leaf clusters. Not bad!



ANTONINO ROCCA is one of the most spectacular wrestlers in the game, executing flying head scissors and drop kicks the likes of which haven't been seen since Jumping Joe Savoldi. Born in Treviso, Italy, in 1923, he joined his two brothers in Rosario, Argentina just before the outbreak of World War II. His rugby exploits at the local University soon led to a wrestling career. He's a six-footer, weighs 226 pounds—all muscle.



GENE STANLEE, "Mr. America," trains three hours a day, wrestling and weight lifting, to keep his 215-pound, 6' physique in the shape his more than 40 fan clubs admire. The Navy liked Gene's physique, too, because during World War II he was its official "pin-up boy," toured as such with War Bond rallies. Gene was born on New Year's Day in Chicago, Illinois, has six brothers and five sisters. He's the tenth in order.



THE GOLDEN TERROR, Bobby Stewart, is one of the most feared—and hated—wrestlers in the game. Bobby plays rough with his 6' 3", 255-pound frame, and most of the matches he has lost have been by disqualification. He's been wrestling over 15 years, has defeated such as Strangler Lewis, Bronko Nagurski, Gus Sonnenberg and Frank Sexton, all former World Champions. The Golden Terror is said to hail from Ala.



THE GREAT TOGO is one of the finest combination judo-sumo wrestlers ever to hit the American mainland. Not content with specializing in his native style, the 32-year-old native of Tokyo, Japan, has also mastered American catch-as-catch-can wrestling. His favorite grip: the nerve hold. Togo, who stands 5' 7" and weighs 219, is always accompanied by his valet Hata, has over 40 expensive Oriental robes in his collection.



LOU THESZ is the first universally recognized mat champion since Ed "Strangler" Lewis, who happens to be Lou's manager. The 36-year-old Thesz has been packing them in for years, recently drew a \$103,000 gate in Los Angeles. Thesz never turns down a match, may wrestle as often as three times a week. A native of St. Louis, he's 6' 3", weighs 235 pounds, specializes in drop kicks and flying body scissors. He's of Hungarian descent.



FRED VON SCHACHT, an ex-night club bouncer, made a fortune during the war making people dislike him because of his German bearing and name. Many thought him a war wonder, but he's still packing them in today with his villainous tactics. A native of Milwaukee, Wis., he's 6' 5", 248 pounds. He and his attractive wife own a large apartment hotel in St. Petersburg, Fla., which she manages during his tours.

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foreword by **rootie kazootie**

■ Hi Rooters. This is Rootie Kazootie, your rootin' kazootin' baseball player with the Magic Kazootie, and I need your help. Yesterday I received a letter from one of my rooters: "Dear Rootie Kazootie: I watch you on television all the time, and you're my favorite baseball player. Somebody told me that when the Winter comes, you take off your baseball uniform and play football. Rootie, I like you as a baseball player. Now I know your MAGIC KAZOOTIE is very, very magic. Why don't you toot it, say the magic words, and change Winter into Summer? If we always have Summer, then you can always play baseball. Your favorite Rooter, Jimmy Fairbanks." Gosharootie did that letter set me to thinking. I know my MAGIC KAZOOTIE can do most anything, including changing Winter into Summer, but I'm not sure that is what I should do. In order to make up my mind I decided to have a vote among the people on my TV show. I talked to GALA-POOCHIE PUP and he said, "Ruff bark-bark, arf arf wuffarootie." That's dog talk and it means, "Swellarootie. I vote in favor of doing away with Winter so you can always wear your baseball uniform." Then I went to see POLKA DOTTIE. She said, "Winter is a lot of fun. I vote NOSIROOTIE." Well, so far it was even. The next one I talked to was MR. DEETLE-DOOTLE. That was a BIG mistake. MR. DEETLE-DOOTLE is always MIXED UP. I was going to ask EL SQUEAKO MOUSE to vote, but then I realized he was a citizen of Mexico, so he can't vote here. Finally, when I was feeling real bad, out of the sky came WINKETY BLINK. WINKETY BLINK is the lucky star of all Rooters and puppy dogs, who help themselves, so I said to WINKETY, "Help me." WINKETY said, "I will, if you help yourself." We talked about it for a long time and then I got an idea of how I can help myself. I decided to ask ALL THE ROOTERS TO VOTE. Rooters . . . I need your help. So far the vote is a deadlock . . . one to one. GALA-POOCHIE voted "yesirootie" and POLKA DOTTIE voted "nosirootie." Please, please, all of you vote. Mark the ballot and mail it to me. The question to vote on is: SHOULD ROOTIE KAZOOTIE CHANGE WINTER INTO SUMMER SO THAT HE CONTINUES TO WEAR HIS BASEBALL UNIFORM ALL THROUGH THE YEAR? Send your ballot RIGHT AWAY because I'm giving prizes to all that help me first. For the first 100 letters received I'll send each rooter a hand puppet, manufactured by the National Mask and Puppet Co., that looks just like me. For the second 100 letters, I'll send each rooter a Rootie Kazootie comic book. Clip the ballot, mark it, and send it today.

high jinks with junior



5



6

TODD RUSSELL, Big Todd on NBC-TV's *Rootie Kazootie* show, is a musician turned emcee. A native of Hamilton, Ontario, Canada, he got his professional name, a wife and his first acting experience in a high school play. Born Thomas J. Smith, he was cast as "Tod Hunter" in a school play and, with an added "d," the first name stuck. Russell was added for euphony. His wife in the play was a pretty girl named Edna and they were married for real five years later, in 1938. Todd had always been interested in music and was a first rate band pianist. His radio bow was made on a small Canada station, CKLW. A few years later he graduated to a Toronto station where he soon established himself securely as an announcer and emcee. But Todd was anxious for a try at New York radio. Contacts he made in Canada landed him a radio stint his first night in Manhattan on 1945's *Stuart Erwin Show*. In rapid succession he became emcee of *Double or Nothing*, *Strike It Rich*, and *Quick As A Flash*. Soon after, he was signed for the *Rootie Kazootie Show*—his first acting role since his high school days.

1. Polka Dottie 2. Polson Zoomack 3. Gala Poochie Pup 4. El Squeako Mouse
5. Todd Russell 6. Mr. Deetle Dootle



Should Rootie Kazootie toot his Magic Kazootie and change winter into summer so that he continues to wear his baseball uniform all through the year?

YESIROOTIE NOSIROOTIE

Address _____

Name _____

MAIL AT ONCE TO:
Who's Who In TV and Radio,
Dell Publishing Co.
261 Fifth Ave.
New York, N. Y.

mr. i. magination



PAUL TRIPP, star of *Mr. I. Magination* on CBS-TV, has made history and even the classics more enjoyable to children everywhere. A native New Yorker educated at City College and Brooklyn Law School, Paul has been writing successful plays since he was 23. He has also acted on Broadway, toured the country in "Cyrano de Bergerac" (starring Walter Hampden), and narrated his own works in performance with the Philadelphia Orchestra. Paul also wrote "Tubby the Tuba" and "Pee Wee the Piccolo," two children's records that have scored heavily. Paul's married, has 2 kids of his own.

whistling wizard



BILL and CORA BAIRD, the creators of CBS-TV's *Whistling Wizard*, live in a make-believe land on Manhattan's West Side. When the Bairds were married, in 1937, they searched for a combination warehouse-studio-home. The old coach house at 334 W. 70th St. looked promising. The Bairds transformed the place into a puppet land where they and a staff of dedicated craftsmen create, repair and store hundreds of marionettes and puppets in a toyland atmosphere that is half wizardry and half sweat. The Bairds call their home Fire Horse Manor because it's so "horstocratic."

magic cottage



PAT MEIKLE, the pretty 28-year-old star of Du Mont's *Magic Cottage*, fulfilled her mother's ambition of becoming an actress. An Ann Arbor, Michigan, girl, Pat was bitten by the bug while watching her mother in local amateur productions. After high school, she did summer stock in Maine, studied drama at the University of Michigan. There she met Hal Cooper, whom she later married. After the war and a summer of theater work at the U. of Michigan, Pat and Hal accepted jobs as assistant directors with the famous Dock Street Theater in Charleston. After two years, they headed for N.Y.—and TV.

howdy doody



Clarabelle



Princess Summerfall Winterspring



Dilly Dally



Mr. Bluster

BOB SMITH, the hero of the Peanut Gallery, often goes unrecognized by fans of his *Howdy Doody* program (NBC-TV). He doesn't mind in the least. In fact, his wife claims that he commutes from New York City to their New Haven, Conn., home by train instead of by car so he can watch unnoticed his happy fellow passengers of tender years chattering imitations of the program's characters. A native of Buffalo, N. Y., Bob had started to play the piano by the time he was 5. While still a high school student, he taught himself to play all the other instruments in the school band. There too, he formed a vocal trio called the Hi Hatters and made local radio and vaudeville appearances. Between 1938 and 1947 Bob really learned to troupe. One year his "Cheer Up" Gang occupied the networks. Another, he took a fling at summer stock. He also organized the Bob Smith orchestra and played in and around Buffalo. The success of his numerous endeavors attracted NBC, which eventually brought Bob to New York to stay. In 1947 he broadcast a children's quiz show sparked by a puppet named Elmer who greeted everyone, "Howdy Doody." Elmer, of course, was the inspiration for the beguiling nonsense of Bob's television show which premiered on December 27, 1947. It has since become a favorite with all kids.



Flub-a-Dub

kukla, fran and ollie



Ollie



Col. Crackie



Mme. Oglepuss



Beulah Witch

BURR TILLSTROM, creator of the Kuklapolitans, has been in love with puppets ever since he was a youngster. Once, when he was sick and confined to bed for a long time, he gave performances for the neighborhood children on his window sill, using dolls for puppets. Born and raised in Chicago, Burr entered the University of Chicago on a scholarship but left college to entertain with his puppets at the Century of Progress Exposition. After that, vaudeville, night clubs and the New York World's Fair until he eventually landed on NBC-TV, in which he was one of the pioneers.

FRAN ALLISON, the only "live" person who appears on *Kukla, Fran and Ollie*, claims more nephews and nieces than any one else in show business for, besides being on TV, she's also Aunt Fanny on Don McNeill's radio show, *The Breakfast Club*. Born in La Porte City, Iowa, Fran was originally a school teacher. A fifty-cent weekly raise after 4 years proved she was in the wrong profession and she set out for Kansas City to study dramatics. After creating Aunt Fanny, she was in. Fran is tall and slim. She is an expert cook and an ardent mystery story fan. Since 1941 she has been married to Archie Levington, a former infantry lieutenant who now represents a music publishing firm.



Fletcher Rabbit

ROY ROGERS, "King of the Cowboys," whose radio and TV shows are broadcast over NBC, would probably be drilling teeth in his hometown, Cincinnati, O. if it hadn't been for a drop in the family fortunes. But Roy had to leave high school to earn a living, so he decided to try to cash in on his singing talent and flair for the guitar. He headed for Hollywood where he got some radio work, finally crashed the movies. In 1938, Republic Pictures started building him up as a Western star and the fans took to Roy and Trigger, who's billed as "The Smartest Horse in the World."



DALE EVANS is "Queen of the West" partly because she's Mrs. Roy Rogers, partly because of her own singing and acting talents. She and Roy have been married since 1947 but they've been co-stars since 1944 when they made "The Cowboy and the Senorita" for Republic. Before that, Dale, a Uvalde, Tex. girl, had been singing on Dallas and Chicago radio shows. In 1942, she won a screen test and came to Hollywood. Both Dale and Roy love to relax on their Encino, Calif. ranch with their daughter, Robin, and Roy's three children by his first wife who died some years ago.

JIMMY ATKINS, cowboy balladeer who stars on ABC-TV's *Saddle Pal Club*, is an authentic Westerner. He was born in Omaha, Neb. and grew up in a ranching atmosphere. As a freshman in high school, Jimmy sang on radio station KMMJ, soon moved on to the *National Barn Dance* in Chicago. He was one of the original Les Paul Trio who got their start with Fred Waring's organization. Though the Trio broke up, Jimmy stayed with Waring for seven years, before moving out on his own. Jimmy loves kids.



GABBY HAYES, the bearded old gent who won fame as Hopalong Cassidy's sidekick in the movies, spins such tall tales about the wild West on NBC-TV that you'd swear he was born in the saddle. Actually, George "Gabby" Hayes is an Easterner, born some sixty-odd years ago in Wellsville, New York. In fact, until he was 45, Gabby had never been on a horse. But he knows the West because he's made an intensive study of it in his long career. Gabby and his wife, Dorothy, are married for 38 years.

GENE AUTRY, CBS' top Western favorite on both TV and radio, used to make \$35 a week as a railroad telegrapher in Chelsea, Okla. and only by the sheerest accident did a stranger named Will Rogers happen into the telegraph office one day and set him off on a singing career. Now Gene owns four radio stations, five ranches (favorite is Melody Ranch in San Fernando, Calif. where he and his wife, Ina, live), six movie theaters, a music publishing house, a newspaper. He also stars in Columbia pix.



HUMMINGBIRD, a 17-year-old Tiwa Indian, stars on DuMont's *Son of the Eagle*. This marks the first time that a full-blooded American Indian has appeared regularly on a daily TV show. Hummingbird won the role because of his poise, naturalness and lack of self-consciousness. It's not his first time away from his home at the Pueblo of Isleta near Albuquerque, N. M. In 1949, he won an academic scholarship in Santa Fe, and then was chosen to represent U. S. Indians in a pilgrimage to Rome and the Vatican.

BILL BOYD, better known to millions of Western fans as "Hopalong Cassidy", hails from Cambridge, O. where "rustling" was something the paper bags did when he was a grocery clerk. He got closer to where the buffalo roam however, when his family moved to Tulsa, Okla. and he learned to ride a horse and to speak with a drawl. In Hollywood, Bill made some 60 "Hoppy" films which have been revived on NBC-TV. He and third wife, ex-actress Grace Bradley, live quietly in Beverly Hills.



THE LONE RANGER, who has been fighting injustice on radio since 1933, now can also be seen, complete with famous mask, on ABC-TV. The Lone Ranger's identity is a well-guarded secret, as he and his faithful Indian friend, Tonto, ride the range to right all wrongs. Every child and most adults know that "Hi-yo Silver" heralds the coming of this intrepid law enforcement officer of the West. A crippled child once took her first steps to receive one of his special silver bullets from the famous masked man.

BOB DIXON, "Sheriff" Bob on CBS-TV's *Chuck Wagon*, makes no secret of his special charm of knowing how to talk to children. It's a trick that he's learned from his own two, Roy, 17, and Roberta, 14. Bob was born in Stamford, Conn., not far from where he now lives. Before settling down to radio and TV, he ran the gamut of jobs from mountain guide to actor. His first taste of "big time" was as emcee of *Hobby Lobby*. His wide knowledge of life out West comes from spending his teens there.



JESSE ROGERS, better known as the star of the *Ranger Joe* series over CBS-TV, is a cousin of the late Will Rogers, who was of the opinion that Jesse would turn out to be an entertainer. Will called the turn. Jesse hails from Oolgaah in Rogers County, Okla. and grew up with a guitar in his hands. He sang in churches and at Indian pow-wows before he got a chance on radio. He worked all over the country, started his *Ranger Joe* show in Philadelphia this year. Wife is Sellie Bel Lar, also an entertainer.

captain video

AL HODGE who, as *Captain Video*, catapults himself and his viewers into the electronic future five nights a week over the DuMont television network, looks the part he plays. Six-foot-two and handsome, Hodge developed a strong physique during college days at the University of Miami in Oxford, Ohio, where he was a top track star. The Ravenna, Ohio youth majored in speech and dramatics, graduated with honors. He then joined the Casford Players and travelled with the troupe through New England and the South. Next came a stint as a "one-man radio station" at WXYZ in Detroit where Al wrote scripts, announced, did production work. After serving a hitch in the Navy, he headed for New York where he appeared on almost every soap opera extant, before joining *Captain Video*, the "daddy of all the TV space shows!" A new movie will feature the Captain.



DON HASTINGS, known to thousands of *Captain Video* fans as the Video Ranger, is the idol of space-conscious youngsters. For aside from mastering electronics under the watchful eye of his famous mentor, the teen-age actor is the constant companion of the Captain on thrilling interplanetary adventures. Don Hastings fan clubs have sprung up and the handsome Ranger is mobbed at public appearances. Don lives with his parents in St. Albans, New York, is a 1950 graduate of Lodge High School and a baseball fan. A veteran of the legitimate stage (he started his career when he was six), Don played on Broadway in "A Young Man's Fancy," toured with "Life With Father" and appeared on dozens of radio programs. Says he of his current assignment on DuMont's *Captain Video* show, "It's a lot of fun. I hope we stay on TV for three million light years."

tom corbett, space cadet

FRANKIE THOMAS, who plays Tom Corbett on the NBC-TV science-fiction series, has become a double-threat personality. In addition to his acting chores, Frankie is also co-author of many of the *Space Cadet* episodes. Frankie's interest in planetary and outer spatial matters was developed during his days as a merchant mariner in World War II. "You get a little moonstruck after you've been looking through sextants at the stars for so long," he explains. Frankie's a veteran actor, in fact, he was "born into acting" since both his parents are in show business. He lives in a New York bachelor apartment during the week but spends weekends with his parents on their New Jersey farm. Machine-crazy, he really wishes he could fly those twenty-fourth century rockets he's been learning about in the Space Academy, which is dubbed the West Point of the future.



MARGARET GARLAND doesn't worry about the future because she's been living in it on ABC-TV's *Space Cadet* show. As Dr. Joan Dale, instructress at the Space Academy, Maggy is the only female member of the cast and feels quite proud of her "professorial" accomplishments. She's a devotee of science-fiction who had come to New York from an Oklahoma ranch to audition for a theatrical enterprise. Through a friend, she learned of the space show and blasted off into space along with the cadets. During World War II, Maggy appeared in England, Germany and France doing one-nighters for the Armed Forces for three years. After returning to the United States, she appeared on Broadway in "Anne of a Thousand Days" and in summer stock. Maggy's hobbies of oil painting, concerts and theater-going keep her plenty busy in her free time.

space patrol

ED KEMMER, the handsome Commander "Buzz" Corry of ABC-TV's *Space Patrol*, grew up in Reading, Penn., with a marked partiality for a career in music. At 16, he was a band vocalist. Then came the Air Corps to take advantage of his private pilot's license and Ed found himself flying over Germany. It was while recovering from a leg wound that Ed found an interest in acting in the hospital-produced stage plays. After the war, he entered the Pasadena Playhouse, and after graduation snagged his current role. He's married to actress Elaine Edwards. Plays leads at the Pasadena Playhouse in his free time.



LYN OSBORN, better known to the kids of the land as "Cadet Happy" of *Space Patrol*, got his first job in show business in 1946 selling candy in a Chicago theater. He was 20 at the time and fresh out of the Navy. After long thought, he decided the best way for him to get ahead was to turn actor. So he returned home to Detroit to discuss the project. But his folks wanted him to be an engineer, so Lyn set out on his own. He enrolled at the Pasadena Playhouse, graduated just when *Space Patrol* was lining up a cast. The part of the naive, carefree cadet was a natural for Lyn. The young actor is unmarried.



HERB ALLEN, "head coach" on ABC-TV's *Hail the Champ*, was once a playground director and now finds this training very useful in conducting his show. Herb, a native of San Francisco, Calif., early realized that youngsters become easily bored with the formal sports program taught in the regular playground curriculum. So he devised his own games and found them so popular that he worked the gimmick up into a TV show. Herb has four kids of his own. 2 boys, 2 girls.



GENE CRANE, CBS-TV's carnival barker, invites you to step right up and meet the new *M & M Candy Carnival*. Barker Crane, popular Philadelphia television personality, was formerly host of *Grand Chance Roundup* and is famous for emceeing a number of other WCAU shows. He's a graduate of Syracuse University where, for three years, he experimented in the radio workshop. He broke into radio after college as news editor of a Jamestown, N. Y., station.



MARY HARTLINE is a two-career girl. She leads the band on ABC-TV's *Super Circus* program and spends her spare time modeling. Her personality is the kind it took to smile through a siege of polio and go on to win honors like "Chicago's Number One Career Girl." Mary left her native Hillsboro, Ill., to make good in the Windy City, did so well as a model, actress, and girl band-leader that ABC-TV grabbed her up. Mary prefers Chicago to Hollywood.



RAY HEATHERTON, WOR-TV's *Merry Mailman*, grew up in Floral Park, Long Island. While he was still in high school, Ray began singing with Father Finn's Paulist Choristers. He got a short-lived job with Paul Whiteman's band, but lost it when he objected to a jazz arrangement. After high school, Ray did some radio work and appeared in summer stock. Next came a stint with the Marine Corps during World War II. In 1950, Ray started his *Mailman* show.



KATHRYN HEGER, who portrays the "Princess of Storyland" on the new NBC television program, *Once Upon a Fence*, is the third generation of her family to become a professional story teller for children. Like her forebears, too, Kathryn uses only her large expressive eyes and a plain straight-backed chair as props. She also operates a nursery school in her hometown, Philadelphia, yet manages to find time to win prizes for fiction writing, and to act in summer stock.



JOE KELLY, the permanent quizmaster of *The Quiz Kids*, seen on CBS-TV, was playing in vaudeville at the age of eight. Long before becoming quizmaster, the Crawfordsville, Ind. boy was known to radio listeners as one of the *Two Lunatics of the Air*—a local program in Chicago that he and another announcer started back in 1929, and was once emcee on the *National Barn Dance* show. Joe's been with the *Quiz Kids* since 1940. Married since 1923.



CLAUDE KIRCHNER, the six-foot-five ringmaster of ABC-TV's *Super Circus*, has a background that's more than slightly international. He was born in Germany 36 years ago, came to the U. S. when he was nine. But as soon as he had graduated from high school and saved enough money, Claude went back to Europe to travel. Returning to the U. S., he took up medicine until his funds ran out. Then he became a barker, moved to radio in 1936, TV in '48.



DR. ROY K. MARSHALL is the scientist with the largest class in history. And the students who watch *Nature of Things* program over NBC-TV include charwomen, announcers and jurists. Dr. Marshall's success lies in his ability to translate deep subjects into simple language. The 43-year-old educator was born in Illinois, raised in Ohio. He got his B.A. from Ohio Wesleyan and his Ph.D. from the U. of Michigan. Now lives in Philadelphia with wife, 3 sons.



SMILIN' ED McCONNELL, who had been in radio for almost 30 years before jumping into TV in 1951, was born in Atlanta, Ga., in 1892. A minister's son, Smilin' Ed was singing church hymns at the age of three and eventually sang for leading Evangelists around the country before going into vaudeville. A jolly 250-pounder, he went on the radio with his "Buster Brown Gang" in 1944. Now his show is seen and heard on CBS-TV. Ed's married and has two kids of his own.



R. MARLIN PERKINS, director of Chicago's Lincoln Park Zoo, handles everything from snakes to gorillas for viewers of NBC-TV's *Zoo Parade*. Perkins' interest in animals began when, as a youngster, he started bringing stray animals into his Pittsburg, Kansas home. After two years of animal husbandry at the U. of Missouri, he took a job at the St. Louis zoo as a laborer. He's been bitten by two snakes. His wife and daughter keep only one pet, a lovebird.



BILL SEARS and his puppets are a big attraction for the CBS viewers of *In the Park*. Bill, who won fame as the emcee of the bantam battles on the *Kid Gloves* TV show, is a Duluth, Minn., product. At school in Milwaukee, Wis. where he later resided, Bill was a four-letter man. At the U. of Wisconsin, he won the annual playwrighting contest and has since had nine one-acters published and performed. Bill's married, has two sons, lives in Philly. Golf is his big hobby.

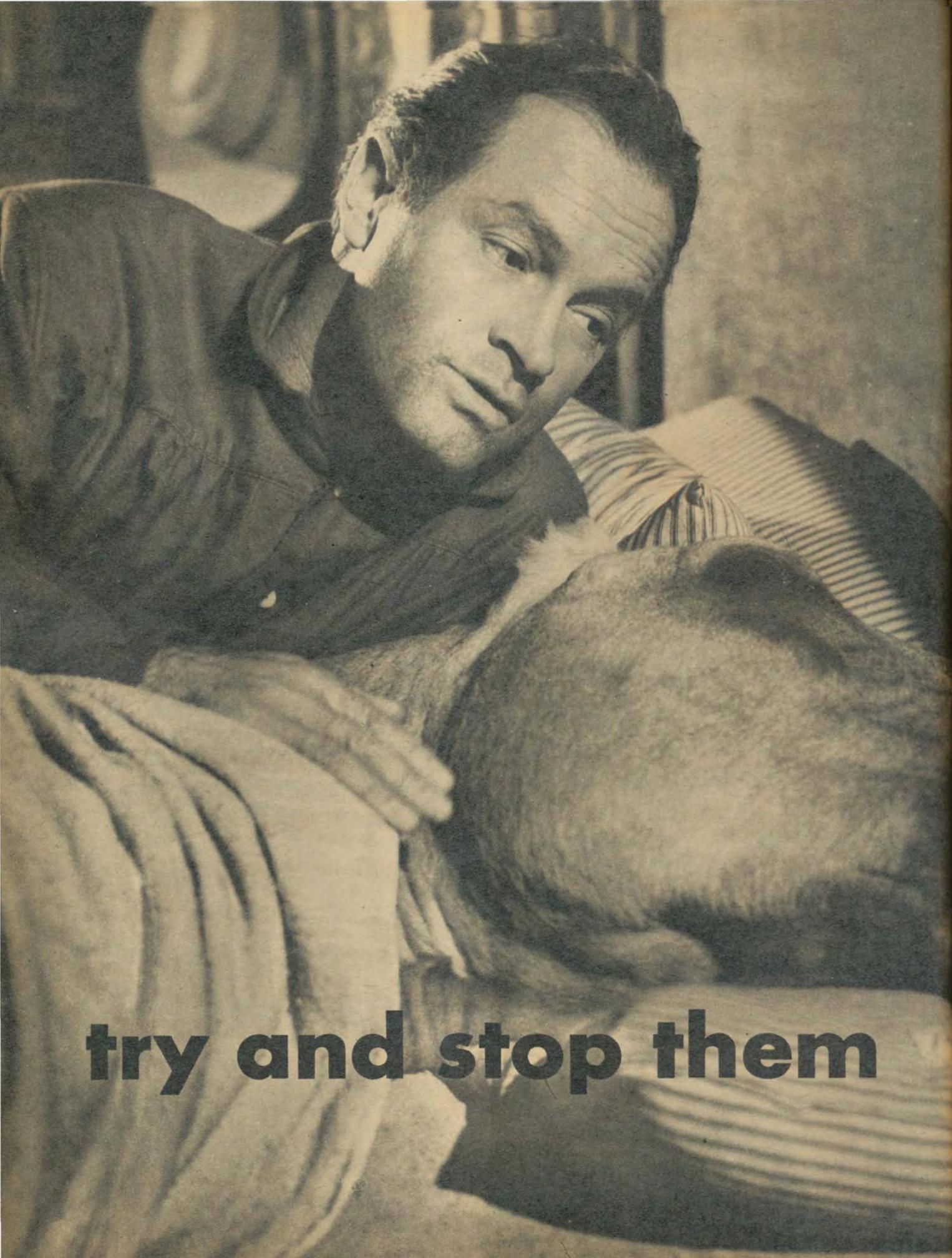


JACK STERLING, ringmaster of *The Big Top* over CBS-TV, has been circus-happy since he was 17. That was back in 1932 and Jack, away from home for the first time in his life, was ringmaster of a road show with which he toured for 40 weeks. Since then, he's always had a yen to perform with a circus, so while he was making a name for himself in Chicago radio, he kept his eyes open for just such a show as he now emcees. He once appeared as a clown with a circus.

radio

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try and stop them

foreword by **bob hope**

■ The other day a Thing stuck its head out of a flying saucer and yelled at my plane, "Hey Hope, what are your pals on TV and radio really like?" TV—that's Tired Vaudeville; Radio—that's Show Business in a Casket. Well, I'll tell you. Only in Entertainment can you meet such charming, hard-working, self-effacing people. Take my dear friend Arthur Godfrey, the ukulele mauler of a (wash-my-mouth) rival network. Arthur has the face of Washington, a nose like Lincoln's, and Hamilton's ears. He got that way looking at money. His. The reason nobody has any dough these days is simple—Godfrey has it all. Godfrey's 40,000,000 listeners—all but two of whom are also his sponsors—know there's nothing free about Arthur. When he finishes massaging you with that voice of the tender stepped-on bullfrog, you have a cigaret in one hand, a cup of tea in the other, and your wife is glasswaxing the top of your head. On the other hand, there's that nice old generous Jack Benny—Old Frugal himself. Jack sold his lawnmower when chlorophyll came along. You pay Jack so much a foot, and chew the grass off yourself. Like the perennial Jack, Eddie Cantor is another lad who proves that the best 25 years in a comedian's life come between 38 and 39. Do you know how Cantor got on TV? He lied—told them he was really an old movie. Milton (Helpie-Selfie) Berle's jokes aren't getting any younger. For instance, Milton recently was in England where he saw a sign on an elevator that read "Lift." "I did!" Milton wrote me. This greybeard has been used before. Only Ed Wynn and Jimmy Durante seem to be getting spryer. Durante's solved the problem of what to do with discarded old 10-inch TV screens. I stand mine alongside the big new 24-inch job—and get Jimmy's face on the 10-incher, and his schnozz on the other. Which brings me to my nearest and dearest pal—Harry Lillis Crosby—otherwise Bing, Lard, or Happy Hips. Funny, the years don't seem to tell on Bing. Since he added a sidecar to his wheelchair, it's not hard to keep up with Bing these days on our Road trips, and playing golf. Crosby and I have one thing in common—a government to support. Congress—that's *People Are Funny!* with money—spends it faster than we can make it. Bing and I now are arguing who will claim Uncle Sam as a dependent on our income tax. Where's Danny Kaye these days? Nobody's seen or heard of him on TV yet. Maybe he's just smart—he's waiting for TV to blow over. After all, look what happened to stereopticons. And to Hollywood, too.

BOB HOPE, fifth of a stonemason's seven sons, was born Leslie Towne Hope in Eltham, England, on May 29, 1903. The family moved to Cleveland, Ohio, when Bob was four, and he has adopted it as his home town. Determined to beat his way to the top, he studied tap-dancing while in high school, later worked as a clerk in a motor company, and then tried amateur boxing but quit after being knocked out three times. Going back to dancing and changing his name to Bob, he got his first professional break as half of a male dance team in a Fatty Arbuckle stage show. Bob and his partner then played a road show musical comedy, later hit New York in "The Sidewalks of New York." When that closed, the duo returned to vaudeville. During a date at Newcastle, Ind., the manager asked Bob to make an announcement. His ad libs were so hilarious that Bob decided comedy was his forte and went out on his own. He worked his way up to big time musicals and finally broke into radio in 1932. Bob lives in N. Hollywood with his wife, Dolores, and 4 adopted children.



JACK BENNY, perennially 39 and a fall guy, was born Benny Kubelsky in Waukegan, Ill., on Feb. 14, 1894, and grew up wanting to become a concert violinist. As a youth, he gave local concerts; as Ben K. Benny, he was an accompanist in vaudeville. Fiddling away for Navy relief funds in World War I, he introduced a line of comic patter that found favor and thereafter carried his violin just for an extra laugh. Benny was one of the first of the major comedians to make the changeover from vaudeville to radio in 1932. He made his debut as a guest on Ed Sullivan's program with a now classic line: "This is Jack Benny talking. Now there'll be a brief pause for everyone to say, 'Who cares?'" Nowadays, everyone does.

MARY LIVINGSTON drops her role as the heckling girl friend as soon as the *Jack Benny Show* (CBS) is off the air, resumes that of Mrs. Jack Benny. Until she married Jack in 1927, Mary had been a salesgirl in a Los Angeles department store with no theatrical ambitions. On a vaudeville tour with Jack after their marriage, she filled in when the girl who played opposite him fell ill, and became part of the act thereafter. Mary was born Sadie Marks in Seattle, Wash., reared in Vancouver, British Columbia.



EDDIE ANDERSON, Jack Benny's chauffeur-valet "Rochester", confesses to one extravagance—he has his own valet. The gravel-voiced comedian, who has been with the Benny show since 1937, was born in Oakland, Cal., and in 1921 made his professional debut as a chorus boy and general utility man in an all-Negro revue. After six years of road shows, he was booked on the Pantages' circuit as a song-and-dance man. Adding comedy lines to his routine, he became a night club hit—and a Benny regular.



DON WILSON, the cheerful, rotund announcer on the *Jack Benny Show*, has been with the program since 1934. Born in Lincoln, Nebraska, September 1, 1900, he played football at Colorado University. After graduation, Don became a member of a male trio and went on the air from San Francisco. Next he turned to announcing sports and became the top man in that department on the West Coast. When Benny heard him, he signed Don. Wilson's married to a Polish countess, Marusia Rudenska.



FRED ALLEN and PORTLAND HOFFA met backstage when she was appearing in George White's "Standals," tied the knot when she was 17. Later Fred wrote a vaudeville act for the two of them and in 1932, when Fred got a radio program, Portland was included in the package as his comedienne-foil. Fred was born John F. Sullivan in Cambridge, Mass., 58 years ago. While working in the Boston Public Library as a boy, he found a book on juggling and started practicing. He tried his skill in several amateur contests without any luck, finally decided he was a comedian and began playing the vaudeville circuits. After a hitch in the A.E.F. during World War I, he made his first Broadway appearance in the "Passing Show of 1922." Portland, whose high-pitched, little girl voice is as familiar as Fred's nasal twang, was born in the Oregon city after which she was named, but went to school in Jamaica, L. I., when the family moved East.



TALLULAH BANKHEAD was named after her grandmother who came from Tallulah Falls, Ga. Does that answer your question, daahlings? The daughter of the late Speaker of the House of Representatives, William Bankhead, Tallu was born in Huntsville, Ala., Jan. 31, 1903. At the age of 16, she decided to become an actress because, as her father said, "she was no damn good for anything else." She was something less than a sensation until she went to London, in 1923, where she became the toast of the town for eight years. She scored her biggest hit here in "The Little Foxes."



EDGAR BERGEN bought a book on ventriloquism as a boy in his native Chicago, began mastering the art that was to bring him undreamed-of fame and wealth. Making a sketch of a head modeled after a newsboy, Edgar had a whittler carve it for \$35, and that's how Charlie McCarthy was born. While working his way through Northwestern U., Edgar (and Charlie) made summer tours of the Chautauqua and Lyceum circuits. Later they graduated to vaudeville and night clubs, and by 1936 were established favorites. Rudy Vallee brought them to radio that year and in 1937 they took to the air with their own show. Today Charlie's insured for \$50,000. Mortimer Snerd didn't arrive on the scene until a few years ago but now he, too, is loved by millions. Edgar's married, has a daughter.



ED GARDNER has been portraying Archie, the thick-headed manager of *Duffy's Tavern* (NBC), since '38 when the show first went on the air. At the time, however, the job was only supposed to be temporary. Ed Gardner, creator and producer of the show, just couldn't find an actor to play the role, so he decided to fill in till the right guy came along. And he's still "filling in." Eddie was born Eddie Poggenburg in Astoria, L. I., N. Y., 48 years ago. After high school he tried a variety of jobs—train dispatcher, paint salesman, stenographer, prize-fight manager, etc.—before settling down to show business as a director of a WPA theater project. Divorced from Shirley Booth who once played Miss Duffy, he's since remarried. *Duffy's Tavern* was originally called *This Is New York*.

JUDY CANOVA, the high-powered lass from Jacksonville, Florida, No. 1 female hillbilly, once had an opportunity to become an opera singer. Attending the Cincinnati Conservatory of Music as a girl, she could reach G above high C, an amazing feat for a youngster. Judy, however, preferred singing comedy numbers, so she and her sister Annie landed radio jobs in New York as "The Happiness Girls." They were signed, with their brother Zeke, for Paul White-man's Show in 1934 before Judy went single.



JOAN DAVIS was born Madonna Josephine Davis in St. Paul, Minn., and was singing and dancing at local affairs by the time she could walk. She was discovered by vaudeville scouts when she was 7 and was signed to tour the Pantages Circuit in a single act, billed as the "Toy Comedienne." Tutored during her travels, she returned to St. Paul to attend high school, then resumed her vaudeville stint. Made her film debut in "Way Up Thor" in '34, her radio debut in the '40's singing "Hey, Daddy."



GRACIE FIELDS began her career singing for pennies on the streets of Rochdale, Lancashire, England for the good and sufficient reason that pennies were scarce in her home. The daughter of a mill-worker who barely eked out a living, and a mother who took in laundry, she got her first job as a singer at the age of 8 in the local movie house. But Gracie had to go to work in the mills herself before she clicked in London revues, became England's top comedienne. Gracie recently married a radio repairman.



FRANK FONTAINE, star of his own show on CBS, obviously believes in the cheaper-by-the-dozen theory. For at this writing, the guy has eight children and he's only 32. Frank married his childhood sweetheart, Alma Wakham of Medford, Mass., two days before he was 17, on April 17, 1937, in New Hampshire. Fontaine's career began in vaudeville when he was eight years old, sitting on his father's lap while pop song "Sonny Boy." Three recent guest shots on the *Jack Benny Show* led to a CBS contract.



DAVE GARROWAY, often called the most relaxed man in radio and TV, began life-on July 13, 1913, at 13 Van Velsen St., in the 13th ward of Schenectady, N. Y.—circumstances that would have made most people nervous. Dave spent his formative years in St. Louis, and after graduating from Washington U., got his first job—selling piston rings. He was a failure at that, later finished 23rd in a class of 24 at NBC's N. Y. school for announcers. But he clicked in Pittsburgh, later made a smash in Chicago.



HERB SHELDON was brought up in Brooklyn to follow in the footsteps of his father, a prosperous yarn goods businessman. But soon after graduating from Erasmus High School, he got a job as a spear carrier in a stock company, knew then that show business was the only life for him. Still, he had three years as head of his own sweater company before taking the plunge into radio. Herb broke in with local New York stations, is now on CBS network. His wife Rosa is one of his biggest boosters.





music in the air

foreword by **guy lombardo**

■ I'm always getting asked what's the big secret of longevity in a dance band, and I'm afraid the answer is always a little disappointing to those who ask. Once again, here goes Methuselombardo: what IS it that makes one band a hardy perennial and another a 90-day wonder? It's the way your band follows—or flouts—a simple set of rules. Rule One is that the public, not the music publishers or the song-pluggers, must be served. We've made it a hard and fast practice from the first, that every song gets an equal break. If we like it, we'll try it, and if people like it, we'll keep on playing it. Otherwise, no play. And it's easy to tell if they like it. They get up to dance to it, or they listen to it appreciatively, sending up a little buzz of satisfied conversation. Rule Two is that the melody is important. Swing and bebop are interesting musical forms, but if you can't hear the melody you can't dance to it. People go dancing to dance, and when they sit one out they want to be able to hear themselves think. Which brings up Lombardo's Big Secret: a boy whispering sweet nothings to a girl likes a musical background that won't drown out his whispers! Rule Three is that a band can't imitate; it's got to have a style all its own. A new style will last if it's sound, and if it's not—well, it becomes a 90-day wonder at best. Our own trade mark is our instrumentation and phrasing. No strings attached to our music—no violins or cellos—just danceable rhythm. We're not out to educate people, only to entertain them. For Rule Four, go back to Rule One. It's only because we've remembered that the public comes first that we've survived. I always remember the week we first opened at the Roosevelt in New York in 1929 because the stock market crashed that week too. If we hadn't started out trying to serve the public, we'd have crashed ourselves, and serve us right. After all, it's your money we're eating on!

GUY LOMBARDO, whose orchestra provides the music for the radio edition of NBC's *Your Hit Parade*, began making "the sweetest music this side of Heaven" in his native London, Ontario, Canada when he organized a four-piece band while attending high school in 1920. The other three members are still with his Royal Canadians. He came to the U.S. in 1923 to play for an Elks convention and in 1929 was booked into New York's Roosevelt Hotel, to which he has returned every season. The closest thing to Guy's heart next to music is speedboats. In 1946 he electrified the entire sporting world by capturing every important speedboat race in the U.S., including the Gold Cup. Guy and his wife Lilliebell, have been married over 25 years, live in Freeport, Long Island, N. Y. Guy owns a restaurant there, too.

BING CROSBY, whose boo-boo-boeing started the whole world sighing in 1930, began his musical career as a drummer. What Harry Lillis Crosby, Jr., will continue to do in the course of his career is a matter of justifiable speculation. The star of CBS' *Bing Crosby Show* is at present *only* the owner of a research company, an investment corporation, a real estate company, a movie production company, ranches in Nevada and Argentina, and part owner of the Pittsburgh Pirates and several music publishing firms. Born in Tacoma, Wash., in 1904, Crosby was the fourth of seven children in the family of Kate Harrigan and Harry Lowe Crosby. Der Bingle acquired his nickname from an old comic strip he fancied called the Bingville Bugle. He was headed for a law career at Gonzaga University, but spent so much time with an amateur orchestra that he gave up his books in his second year and set out to conquer the entertainment world in an ancient Ford. Bing hit the big time with Paul Whiteman's Rhythm Boys, but his distinctive vocal style was recognized by Gus Arnheim, who hired him in 1930, the same year Crosby married Dixie Lee, mother of their four "Commandos." Since then, his many films and innumerable platters have made him one of the best known—and loved—figures in the world.



MARIO LANZA, who sings like Caruso and sells records like Crosby, was discovered while moving a piano—literally. He was hustling a piano (for pay) into Philadelphia's Academy of Music when he bumped into William K. Huff, director of the Philadelphia Forum Concerts. Huff was already a Lanza fan, having been present at one of the young man's singing lessons. "Koussevitzky is right in the next dressing room," Huff told Lanza. "It's a thin wall. Why don't you give him an aria?" Lanza was half-way through "Vesti La Giubba" in his informal audition for the late, great conductor when the door burst open and an excited Koussevitzky demanded to know his name, soon afterwards made him his protege. The War interrupted his studying but it was resumed afterwards and in 1947 he "fractured" them in a concert at the Hollywood Bowl, leading to a long-term contract with MGM and subsequently the *Mario Lanza Show* on CBS. Mario was born Alfred Coccozza in New York, Jan. 31, 1922, but was reared in Philadelphia's tough Little Italy section where he found it wise to keep his arias to himself. In 1945 the young music student married Betty Hicks and they now have two daughters, Colleen, 4, and Elissa, 2. They live in Beverly Hills, Cal., in the heart of the movie colony.



DORIS DAY, star of her own show on CBS, might have been a dancer but for a near fatal automobile accident in Hamilton, O., suffered while she was on tour with a Fanchon and Marco dance unit. She spent 14 months in and out of hospitals before a broken leg would mend and she could walk again. While on the mend, to relieve her pain and boredom, she studied singing, later vocalized on a local Cincinnati radio show for free in order to gain poise and technique. She won quick recognition for her rendition of "Day After Day"—and also a new name. Barney Rapp, a band leader, offered her \$25 a week to sing at his Cincinnati night club, but told her something had to be done about her monicker—Doris Kappelhoff. It was he who re-christened her Doris Day because of her singing of "Day After Day." Singing stints with Bob Crosby and Fred Waring followed and then her big break, her recording of "Sentimental Journey" with Les Brown and his orchestra. Recording and movie contracts were hers. Doris was born in Cincinnati on April 3, 1924. On her birthday last year, she married her agent, Marty Melcher. They live in the San Fernando Valley where Doris keeps her 5' 5", 120 pound figure in trim playing volleyball with her 11-year-old son, Terry, born of another marriage.



GORDON MacRAE's life story has a Horatio Alger touch—the story of a page boy who rose to stardom in radio and movies. Born in East Orange, N. J., on March 12, 1921, he attended Deerfield (Mass.) Academy with the idea of going on to Amherst, but his chief interest in school was dramatics. His mother was a concert pianist and his father was "Wee Willie" MacRae, a radio singer by avocation and a manufacturer by profession. It was his wish to have Gordon go into his business after college. But Gordon's brief try in the business during a vacation convinced his father that music and dramatics were more likely to be Gordon's career, so he took the young man on a tour of Europe the summer before he was to enter Amherst. Shortly after their return, Gordon's father died and MacRae decided to quit school and go to work. That led to his becoming a page boy at NBC in New York, a job that has been the start of careers for others, too. The young baritone had a habit of singing to himself, particularly if he thought someone might hear him. It worked out just that way. Horace Heidt heard him (in 1941), offered him a job with his band. Gordon was on his way. Married to Sheila Stephens, has 3 kids, Meredith, 8, Heather, 5, William, 4.





THE ANDREWS SISTERS were three little girls from Minneapolis, Minn., back in 1937, wondering where their next job was coming from. Then, they recorded "Bei Mir Bist Du Schoen" for Decca Records and became the top girl trio in the country. Patti, Maxene and La Verne (in ascending order of age) began singing as kids in hotels and theaters all over the U. S. They got all of \$45 for the three of them! Now they're coining \$400,000 a year, their popularity undiminished on radio, television, stage and screen.



JOHN CONTE, baritone star of his own ABC show, began taking singing lessons while in grade school in Los Angeles and was a frequent performer in Lincoln High School theatricals there. Before he was 21, John had his own show on a Pacific Coast network and by 1936 he was announcing coast-to-coast from Hollywood. After serving a stint in the infantry in World War II, he starred on Broadway in "Allegro" and "Arms and the Girl." He's divorced from actress Marilyn Maxwell, lives in New York.



BOB CROSBY, star of CBS' *Club 15*, froze the first time he appeared before a mike. His first job, in his native Spokane, Wash., was singing for walkathon contestants. Later he and his band, the "Bobcats," regaled the nation with their brand of Dixieland jazz. Now Bing's baby brother is famous in his own right, as a singer, bandleader, radio and screen personality. He's also noted for his family of five which includes the only two girls in the Crosby clan. Like brother Bing, he's an ardent golfer, shoots in the 80's.



JOAN EDWARDS is carrying on the great traditions associated with her uncle, Gus Edwards. She's a singer, pianist, composer, and star of her own CBS radio program. Joan, a native New Yorker, was not "discovered" by her uncle, the noted producer of kid shows. He and her father, a music publisher, agreed on a college education for Joan so she spent three years at Hunter. Then she took matters into her own hands, is now a show business veteran on her own. She wrote "Darn It Baby, That's Love."



RED FOLEY, like many of the folk songs he sings on NBC's *Grand Ole Opry*, comes from Kentucky, the small town of Blue Lick. By the time he was seven, he could pick out tunes on the family guitar. After high school, he won a state singing contest, then was picked out of Georgetown U. by a talent scout who hired his services for a Chicago barn dance. In the Windy City, he soon became a popular radio entertainer, has been on top since. Red's married to a former singer and they have three musical girls.



JACK HASKELL of the *Dave Garroway Show* (NBC) graduated from Northwestern U. with a Bachelor of Music degree in 1942, just in time to enter the Navy. While a flight instructor at Corpus Christi, Tex., Jack met the girl he married in April, 1944. They now have a son, Jack, Jr. After his discharge from the service, he became soloist with Les Brown's orchestra, later joined NBC in Chicago and Garroway. Jack, the pride of Cleveland Heights, Ohio, came along when Dave moved to New York.



DICK HAYMES writes songs. Once he tried to sell one to Harry James by singing it to him. He was hired to sing instead. Born in Buenos Aires, Argentina, and educated abroad, Dick made his first dollars by riding in Western movies. The popular baritone has since appeared in movies in more recognizable roles. He was formerly married to film actress Joanne Dru and they have three children, Dick, Helen, Barbara. Haymes' present wife is Nora Eddington. Still a composer, he's also a music publisher.



SKITCH HENDERSON, noted pianist-band-leader, is one of NBC's busiest personalities. On his shows, Skitch jockeys both discs and the Steinway. Born in Birmingham, England, he intended to be a concert pianist, but on his arrival in the U. S. at 16, he was captivated by our popular music. During the war, Skitch was a pilot, then settled in Hollywood and did picture work. His marriage in 1950 to TV personality Faye Emerson was a romantic highlight of the year. He's 6' 1", has blonde hair and blue eyes.



FRANKIE LAINE made his first solo appearance in Chicago singing a Latin hymn at a church benefit. His parents, the Lo Vecchios, were of modest means and wanted him to learn a trade. But Frankie turned to music which had always tempted him and sang in nightclubs until his recording of "That's My Desire" brought him into the spotlight. The big baritone has stayed there, too, what with radio and TV appearances, records like "Jezebel." He makes his home in California with his wife, actress Nan Grey.



PEGGY LEE, who heads up CBS' *Peggy Lee Show*, changed her name from Norma Engstrom because a radio director told her she needed "a beautiful, blonde name." Today, this once-shy singer from Jamestown, N. D., is a knock-out performer on stage, TV, radio and nightclubs. Also, with her ex-husband, guitarist Dave Barbour, Peggy wrote some top songs—their biggest hit being "Mañana." Although her schedule is packed to the hilt, Peggy's never too busy to romp with her daughter, Vicky, seven years old.



GISELLE MacKENZIE became a singer because her violin was stolen. From her vantage point as singing star of CBS' *Club 15*, Giselle now regards the thief as a benefactor in disguise. The French-Canadian girl, born in Winnipeg, started studying the violin at seven, later won a scholarship at the Royal Conservatory in Toronto: She sang then, too, but just for her own amusement. But a bandleader heard her and hired her as a singer-violinist act. Then came the theft, and the start of her present career.



TONY MARTIN, suave and sophisticated idol of the bobby-soxers, began making a name for himself at 12 when he played saxophone in an Oakland, Calif., high school band. While attending St. Mary's College, he was overheard playing jazz on the school organ and advised firmly to continue his career where it belonged. This he has done in movies and personal appearances. Tony's married to dancer Cyd Charisse of the movies and is father of Tony, Jr., 2. He stars on CBS' *Carnation Contented Hour*.



CURT MASSEY, the baritone star of CBS' *Curt Massey Time*, hails from Midland, Texas, where his father was not an oil millionaire. He was, in fact, a rancher and old-time fiddler and taught his son to play most band instruments. At 20, Curt joined a Kansas City, Mo., orchestra, soon became its leader. A siege of illness forced him to retire from the entertainment world for a year, but in 1933 he got started in Chicago radio. He's been married since 1932, has two sons. Curt wrote "Adobe Hacienda."



CARL SMITH was born in 1927 on a farm near Mayardsville, Tenn. At 16, he got a vacation job in Knoxville as a guitarist on WROL. Two days before his high school graduation, Carl enlisted in the Navy, served 16 months in the Pacific. A civilian again, he became a radio performer once more, then was tapped as one of Columbia Records' singing discoveries. His recording "Let Old Mother Nature Have Her Way" was ranked No. 2 in folk songs. Carl's also got his own CBS show now. He's unmarried.



VAUGHN MONROE was voted most likely to succeed by his high school classmates in Jeanette, Pa., and he didn't let them down. He studied music at Carnegie Tech for two years, then played trumpet in three bands before organizing his own. In 1941, he reached the top with a Victor recording contract. Vaughn is married to his high school sweetheart, Marion Baughman, and they're parents of two daughters, aged six and nine. Vaughn's star of his own NBC show. His hobbies are flying, photography.



JO STAFFORD, star of CBS's *Carnation Contented Hour*, has been called "lazy-bones" by her co-workers, who interpret her traces of Tennessee mountain ancestry as indolence. Actually, the Long Beach, Calif., songstress is just relaxed. Jo, who started singing at 12 and warbled in a trio with her sisters a few years later, accepts her success with modesty. She and husband, bandleader Paul Weston, are expecting their first child soon. Jo's broadcast for the "Voice of America" brought enormous mail.



JANE PICKENS, who conducts NBC's *Pickens Party*, says she owes her musical talent to her family. Her grandfather was a musical prof, her father a pianist, and her mother a singer. Jane, from Macon, Ga., left that city at 14 to enroll in Philadelphia's Curtis Institute of Music. She also studied in Paris and New York. With her two sisters, Jane got a job at a small New York radio station and was a hit. Both sisters married and retired, and Jane's now a star on her own. She campaigns for the cerebral palsy fund.



SALLY SWEETLAND brings back in music the "Roaring Twenties" when she recalls great stars and songs of that vaudeville era on CBS' *Big Time*. The Los Angeles-born soprano started her radio career in California where she was a featured soloist on many programs. In addition, she dubbed the singing voices of many film stars. She arrived in New York some five years ago, kept busy with recordings and guest appearances on radio and TV until she started her present show, co-starring with Georgie Price.



GEORGIE PRICE has a fulltime job for practically every hour of the day. His newest venture is as host of CBS' *Big Time* show, but he also heads a Wall Street brokerage firm, is president of the American Guild of Variety Artists, writes and publishes songs, dabbles in real estate, headlines cafes, does TV guest shots and in his spare time has been writing an autobiography based on his development from the days of Gus Edwards to the present. Georgie's come a long way from New York's Lower East Side.



JACK SMITH, one-third of the *Shore-Simms-Smith Show* on CBS, is a Seattle-born singer who drilled himself in show business by playing one-night stands all over the country as a member of the Ambassadors Trio, composed of Jack and two Hollywood High friends. He went solo on radio several years ago when asked to essay a Spanish number. His unique "laughing" vocal style caught on and made Jack a star. He and wife, Vicki, were married on their mutual birthday, Nov. 16, 1936, live in Hollywood.



CONNIE RUSSELL was a show business baby. Her parents were a top vaudeville team and, by the time she was ten, Connie was a seasoned trouper touring in Europe. Later, she appeared in her hometown, New York, in such spots as the Waldorf and the Copa and in Chicago's Chez Paree. The diminutive singer was even in the movies, but she likes nightclub and radio work best. She's featured on NBC's *Dial Dave Garroway* show. Married to Martin Tucker, a Chicago businessman, now has a baby girl of her own.



MARTHA TILTON, who shares stellar honors on CBS' *Curt Massey Time*, is a perfect example of the popular "five-foot-two eyes-of-blue." Born in Corpus Christi, Martha was a Texan for all of three months before moving to Edna, Kan. There, at the age of four, she started singing. Another move took her to Los Angeles where she became a band vocalist. Later, she had her own West Coast radio show, joined Curt Massey in 1949. During World War II, the "liltin" Tilton toured for the USO. An ardent golfer.



GINNY SIMMS, of CBS' *Shore-Simms-Smith Show*, recently returned to the ether after her marriage to millionaire Hyatt Dehn ended. She had no trouble getting back to the top, 'cause Ginny is no mean singer. The farmer's daughter from San Antonio, Tex., rose to fame as Kay Kyser's band singer, then was snatched up by Hollywood. She left the movies in 1945 to become a housewife and mother to son David Norton Dehn. Ginny recently married Bob Calhoun, young oilman. It's his first marital try.



DONALD VOORHEES was born in Allentown, Pa., where he served as choirmaster and conducted his high school band. At 17, he conducted "Broadway Brevities of 1920" starring Eddie Cantor. Today, he is musical director of NBC's *Telephone Hour* and has held that post since the program's start some 11 years ago. He holds two honorary doctorates in music, spends his spare time composing songs—including the "Bell Waltz," the *Telephone Hour's* theme. He's "Father" to a married daughter and a son.

step right up, folks!

foreword by
**art
linkletter**



■ *People Are Funny*—but then I knew that long before I got into radio. People also are so full of human nature that you wouldn't believe it, or at least I wouldn't have believed it before I got into audience participation shows. You can learn an awful lot about the nature of humanity by watching and dealing with the people who appear on a program like *People Are Funny*. One lesson I've learned is that people aren't gullible. In fact, they are determined not to be gullible even if it costs them money. For more than ten years now, we have been sending contestants out on the streets of Hollywood with absolutely authentic "deals," and almost invariably people will have none of them. We sent one fellow out with a mink fur piece to peddle for \$35. It was worth several times that but he could find no takers. We sent another contestant out with real jewelry, and even though he offered it at costume-jewelry prices, nobody was gullible enough to take it off his hands. People enjoy eavesdropping. Some of our most popular stunts have been those in which we tape-record conversations in a home or an office. Like the time we taped a domestic scene one morning, when the wife was in on the scheme and the husband wasn't. She had "qualified" him as a most calm and unexcitable guy, and we offered her a fabulous prize if she could get his goat early in the morning. It went off wonderfully, when hubby finally had enough of her nagging and stormed out of the house without breakfast, and the way the eavesdropping audience went for it made it well worth the prize. People are natural show-offs who would rather look ridiculous than not be noticed at all. Well, a lot of people, anyway. We don't believe in ridiculing contestants, but very often they'll deliberately go through some embarrassing antics and enjoy it all thoroughly if somebody's listening and watching. Like the lady in a mink coat who went from door to door in a wealthy residential neighborhood giving away old clothes. And the housewife who remained absolutely silent for a whole week (reward, \$1,000). And the salesman who had to make all his week's calls chained to a skunk. Maybe he looked ridiculous, but he, too, learned something about human nature. Told me he did more selling that week than he'd ever done before in his life!

ART LINKLETTER, popular emcee of *People Are Funny* and *Houseparty* (CBS), was born in Moose Jaw, Saskatchewan, Canada, July 17, 1912, but was adopted by a traveling evangelist and raised in San Diego. Before attending San Diego State College, he managed to see nearly every state in the Union and South America while working as a bus boy, stevedore, sailor, harvest hand and clerk. After graduation, he worked as an itinerant announcer and special events broadcaster. Art is still fond of describing baby contests and also recalls the time he was hoisted up the side of a skyscraper to interview workmen. Art's married, likes to play handball with the 7 little Linkletters.



CHUCK ACREE, the *Man on the Farm* with a smile, can't remember when he didn't have to help out with the family finances. A native of St. Louis, vintage 1913, Chuck acted as a pitcher for the Idaho Pocatella Potato Peeler while in his 'teens. He organized and promoted a tennis tournament all over the country, then won a scholarship to De Pauw U. He later abandoned his education under the pinch of circumstance, entered radio as a homespun commentator. (Mutual.)



BOB HAWK, star of his own CBS show, was a junior high school English teacher in Lindsay, Okla., when he was just 18. Bob's mother had been a schoolteacher and after he left his native Creston, Iowa, where he was born December 15, 1907, he received a teaching diploma from Southwestern College. He also was active in dramatics and, after his teaching job, he was engaged to read poetry over a Chicago radio station. The job paid no salary, but radio paid off later.



JACK BAILEY has been a barker, manager of the San Diego World's Fair midget concession, and practical joker, all good training for his emcee chore on *Queen For a Day* (Mutual). Born in Hampton, Iowa, he studied drama under the late Max Reinhardt, whose serious productions had little effect on his flair for cutting up. After working for the aforementioned Fair, Jack turned to West Coast radio where he set the pace for stunt shows one day by throwing overripe fruit at the audience!



DON McNEILL, host of the *Breakfast Club* (ABC), doesn't mind if you mention his name in Sheboygan—or Winnetka. Don grew up in Sheboygan, now lives in Winnetka with his wife and three sons. Don got his first job while in college with a Milwaukee station as announcer, script writer, and janitor. In 1933, he was offered the chore of enlivening a Windy City morning program. He changed the name, the cast and the format—and that's how the *Breakfast Club* was born.



TOMMY BARTLETT, host of NBC's *Welcome Travelers*, was born July 11, 1914, in Milwaukee, Wis. After graduating from high school, he worked on a local radio station as jack-of-all trades, soon, however, proving himself a master of the ready ad lib. He was given his own program but moved on to Chicago where he was busily occupied as an emcee. The war interrupted his career but on his return he speedily established himself as emcee of *Welcome Travelers*.



TOM MOORE, sartorially splendid host of Mutual's *Ladies Fair*, claims to have been born in a trunk August 13, 1912, the son of vaudeville parents. Throughout his nomadic childhood, he himself trod the boards of vaudeville as a boy soprano. His wandering family settled in Mattoon, Ill., and Tom attended the U. of Illinois and spent two years at the U.S. Naval Academy. In 1939 he turned his energies to radio in Chicago, modestly considers his luck in this medium phenomenal!



IRENE BEASLEY, star of CBS' musical quiz, *Grand Slam*, has worked with music ever since she was a tot in Amarillo, Texas and studied the piano under her grandmother's guidance. After her graduation from Sweet Briar College, she sang song hits over the counter at a sheet music sales center. She published her first song shortly thereafter and performed on a Memphis, Tenn., radio station. She also has sung in New York's most elite night clubs, in vaudeville and on Broadway.



WALTER O'KEEFE, emcee of NBC's *Double or Nothing*, was born in Hartford, Conn., August 13, 1900. He lived in London with relatives as a boy, served in the Marines in World War I, studied for the priesthood, then attended Notre Dame where he lived with Knute Rockne. After a fling in real estate and advertising, he was stricken with polio. Throughout his convalescence, he wrote songs and skits, then became a popular night club and Broadway revue star. Quite a guy!



JACK BERCH, star of his own show on NBC, was born and raised on a farm in Sigel, Ill. He wanted a musical career and at St. Viator's College played the drums in a student band. His father opposed these plans, however, so Jack became a salesman. While peddling coffee and tea in Youngstown, O., he discovered that one of his customers was the local radio station manager's wife. She heard Jack's voice (not entirely accidentally), arranged for his audition.



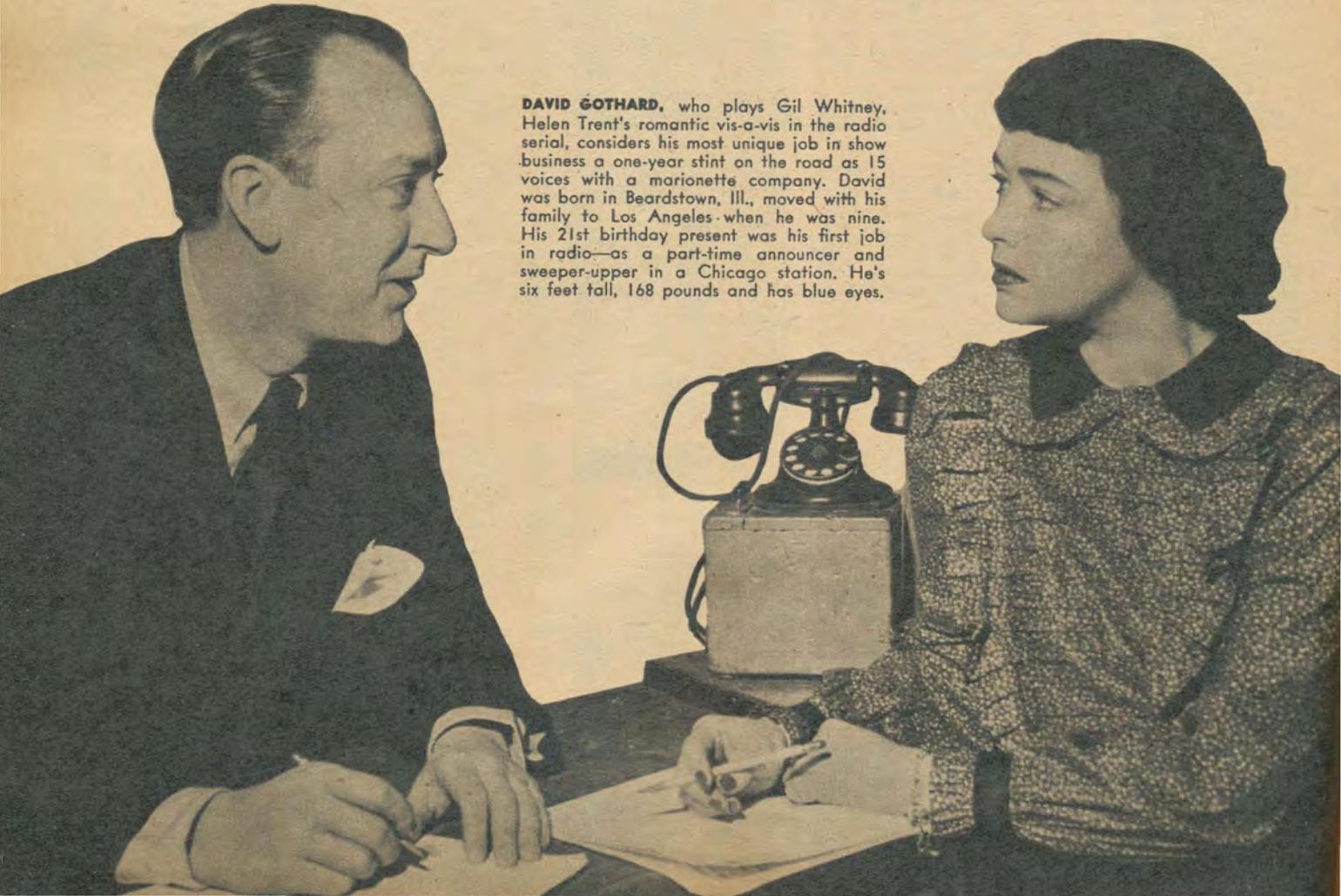
JACK PAAR, emcee of *The \$64 Question* (NBC), left radio for the movies in 1947, made no pictures but found himself assigned by his studio to toast-master chores at dozens of banquets. After three years of that, Jack returned to radio as the lesser of two evils. Jack's a Cleveland boy, vintage 1918. He was a radio announcer there and in Buffalo before entering the Army in World War II. After the war, he became a radio wit. Jack's married to Marion Herhey, has a daughter.

heartbreak house

foreword
by
**julie
stevens**

■ Radio's daytime dramas seem to be everybody's whipping boy. A good many critics would be idle a lot of the time without it; on any dull day they can take pen (and whip) in hand and flail away at those awful soap operas that are so unrealistic and far-fetched, so demoralizing to the public taste, so deplorable an accompaniment to housework in comparison with, say, a nice solid lecture on seismology. The critics who feel this way must be pretty frustrated by now, however, because after all the trouble they've gone to and after all that exercise of their whipping arms, the daytime serials are still going strong and still holding their big, loyal audiences. Not that I think the criticism has been entirely unjustified. Some serials, showing a tendency to make much ado over little or nothing in the lives of their characters, have reflected a poverty of ideas in the minds of their writers. The fact is, however, that the better serials *have* to be fundamentally true to life, for if they weren't people would just dial them out. They have to represent characters that listeners can *believe in*. *The Romance of Helen Trent*, to take the example I know best, tells the story of a Hollywood modiste who, when her life seemed finished and over with, found that she could recapture romance at 35 and beyond. Helen typifies the hopes and troubles of many women, and the fact that she is not "all through at 35" provides a believable assurance that the lives of others need not be drab and colorless beyond that age. Her romance must be believable or people wouldn't be writing in to offer solutions for her problems. And they do write—to suggest that Helen marry one or another of her suitors, or to ask that she see no more of a gangster who is smitten with her, or to advise that she have a showdown with a woman friend who needs to be set straight in some way. They even offer Helen new jobs, new places to live and loans of money! All these latter, of course, she turns down. And I wouldn't trade my job as Helen Trent with anybody, because it has meant a rare opportunity for an actress to create a living, changing and *true* human being for millions.

JULIE STEVENS, star of *The Romance of Helen Trent* (CBS), owes her success to her Irish temper and vocal chords. Julie, who hails from St. Louis, Mo., was playing summer stock in Connecticut when the director offered a juicy Shakespearean part to any actress who could scream—but good. When Julie tried it, she couldn't utter a sound. She got so furious with herself that when rehearsal time came she let loose with a blood-curdling yell that would wake the dead. Julie not only got the part, but a berth to California where her experience helped her land the lead in "Yes, My Darling Daughter" at the Pasadena Playhouse. That led to Broadway, N. Y., radio, and *Helen Trent*, whom she has been portraying since 1944. In private life, Julie's married to Lt. Underhill of the U. S. Navy.



DAVID GOTHARD, who plays Gil Whitney, Helen Trent's romantic vis-a-vis in the radio serial, considers his most unique job in show business a one-year stint on the road as 15 voices with a marionette company. David was born in Beardstown, Ill., moved with his family to Los Angeles when he was nine. His 21st birthday present was his first job in radio—as a part-time announcer and sweeper-upper in a Chicago station. He's six feet tall, 168 pounds and has blue eyes.

backstage wife

MARY NOBLE, small town girl from Iowa who marries a matinee idol, is played by Claire Niesen who grew up in Phoenix, Arizona. When she was 8, her family moved to New York where she set her sights on a theatrical career. During her summer vacations she danced professionally and, in 1937, auditioned for and won her first radio role. Claire is married and has one child. She's 5' 4" tall, weighs 102 pounds, has blonde hair, hazel eyes. She spends much of her spare time puttering in her garden. (NBC).



LARRY NOBLE, matinee idol, is played by James Meighan who began his career appropriately with an afternoon performance—in the title role of a play he wrote in the fourth grade. A native New Yorker, he received a B.S. from Carnegie Tech, then went to Paris to study art. He gave up the easel for acting, however, and made his debut with the Yonkers Stock Company. He has since appeared on the stage with such greats as Ethel Barrymore and the late Jane Cowl. He broke into radio back in 1931.

big sister

RUTH WAYNE, wife of Glen Falls' leading physician, is played by Grace Matthews who does all her own marketing and raises her three-year-old daughter, Andrea, between radio broadcasts of *Big Sister* (CBS). Born in Toronto, Canada, she graduated from that city's university with some local stage experience under her belt. After appearing briefly on Broadway, she went back to Canada at the outbreak of World War II and married hockey announcer Court Benson just before he went overseas.



DR. JOHN WAYNE is played by Paul McGrath, one of radio's and Broadway's most convincing actors. He gets at least one marriage proposal a week in his fan mail. Born in Chicago, he attended Carnegie Tech intending to become an engineer, but while there switched to the Drama School. He acquired professional polish with several Pennsylvania stock companies, then headed for Broadway. In 1937 he played in "Susan and God" opposite Gertrude Lawrence. Paul's also the host of *Inner Sanctum*.

brighter day

LIZ DENNIS, Poppa's oldest daughter, is portrayed by Margaret Draper who was bitten by the acting bug when in kindergarten. She was picked out of the moppet class to play a small role in the Salt Lake City Opera House and never forgot the experience. After graduating from the U. of Utah, she got a free car ride to New York and, with \$38 in her pockets, began her acting career in earnest. Margaret is married to actor Joe DeSantis whom she met when he played opposite her in *Brighter Day*.



REV. RICHARD DENNIS, better known to followers of *The Brighter Day* as "Poppa" Dennis, got his first job, which lasted eight years, with a popular band in New York. He entered radio by singing and doing some commercial announcing for the band. Then came straight dramatic roles and he's since played over a thousand of them. He was born Bill Smith in New York, reared in Providence, R. I. He married a school teacher, lives in Rockville Center, L. I., and has five children, all musically inclined.

hilltop house

JULIE PATERNO, a young orphanage supervisor, is played by Jan Miner, a native of Boston. Jan was painting scenery for the Cambridge Strawhat Theater when she won a bit part on a CBS dramatic show, then lost it when it was discovered she sounded too much like the leading lady. When the leading lady left a few weeks later, Jan was selected as a natural for the part. She's lived in New York ever since but has a farm in New Hampshire. Jan is 5' 6", has blue eyes, and honey-colored blonde hair.



DR. JEFF BROWNING, the romantic lead in *Hilltop House* (CBS), got into acting as the result of a whim. Born Robert Haag in the country town of Cullom, Illinois, he studied law and played football at Northwestern U. One summer he got himself cast in a play for a laugh, never went back to his books. The 6' 3", broad-shouldered, blue-eyed bachelor lives alone in New York's Greenwich Village and spends a good deal of his spare time in helping friends remodel their apartments. Claims he's a good cook.

just plain bill

BILL DONOVAN has been played for 20 years—ever since the radio barber made his debut in September, 1932—by veteran actor Arthur Hughes. Small wonder his hobby today is collecting tools of the tonsorial trade from all over the world. Hughes began his long theatrical career as a child actor in Chicago, his home town. He intended to study law, but gave up his legal ambitions and returned to the footlights after serving with the infantry in World War I. He made his radio debut in 1929.



AMY BROOKS, whose romantic involvement with Ralph Chadwick is currently enlivening matters in *Just Plain Bill*, is played by Elaine Rost. Amy is the elfin-like daughter of the strange farm woman, Hannah Brooks, whose past is something of a mystery and whose taciturn manners only serve to deepen that mystery. There seems to be a strange connection between Hannah and the wealthy Chadwick family. And now that Ralph Chadwick has fallen hopelessly in love with Amy, Bill is very much intrigued.

life can be beautiful

CHICHI CONRAD is played by Teri Keane who, in her late twenties is already a show business veteran. Teri's mother, a concert singer, enrolled her at New York's Professional Children's School. There she was discovered by a talent scout who placed her as a hillbilly in a Broadway show. Her radio debut was with Lannie Ross and she got the *Life Can Be Beautiful* (NBC) role in 1949. Teri's married to actor John Larkin, has a daughter.



PAPA DAVID SOLOMON, a second-hand book dealer on New York's lower East Side, is played by Ralph Locke who had the good fortune to know the great actress, Mrs. Minnie Maddern Fiske while he was a young boy in New York. He made his stage debut with her and has since appeared with Broadway's great. He once studied to be a linguist, now finds his ability to imitate foreign dialects a big help professionally. Loves to swim.

lone journey

SYDNEY MacKENZIE is Lesley Wood's role in ABC's new serial, *Lone Journey*. She's a Berwick, Iowa girl, born in 1915, who went touring on the Continent at the age of 10. When she came back to the U. S. she determined to be an actress. Her first job was in the motion picture exhibit at Chicago's Century of Progress where her leading man was Tyrone Power. Lesley appeared on Broadway in 1936 and later starred on many popular radio shows.



WOLFE BENNETT, a businessman turned Western rancher, is capably played by Staats Cotsworth on *Lone Journey*. The veteran actor began his activities in 1908 in Oak Park, Ill. Pegged by his family as a potential lawyer or doctor, Staats instead turned to illustrating books. But the Depression found him enrolled in the Civic Repertory Theatre. In 15 years, he played in 23 Broadway shows. In 1942, he turned to radio. Wife is Muriel Kirkland.

lorenzo jones

LORENZO JONES, the impractical dreamer in NBC's popular serial, is played by Karl Swenson, a native of Brooklyn who was advised at Marietta College to give up his drama club activities. Instead, Karl gave up his pre-medical studies, went to New York to take up acting professionally. He broke into radio in 1935 on a *March of Time* series. Karl has four sons—all amateur actors. He recently remarried, the bride being radio actress Joan Tompkins.



SANDY MATSON, Lorenzo's biggest booster, is portrayed by Joseph Julian who worked his way through Baltimore City College by selling shoes. Finding the shoe business not to his liking, this native of St. Mary's, Pa., joined a touring company which at the time included Henry Fonda and Margaret Sullavan. Later he was an actor and director for station WLW in Cincinnati, then came to Broadway. Since then he's appeared on stage and radio.

pepper young's family

PEPPER YOUNG, who could be anybody's next-door neighbor, is played by Mason Adams who happens to hail from Brooklyn. Adams studied at the U. of Wisconsin, then came back to New York to teach dramatics at the Neighborhood Playhouse. One of his pupils later became his wife, Sheila. Soon Mason took the plunge to fulltime acting and survived a series of flops on Broadway. He was in the Air Corps during the war. Now with NBC.



PEGGY YOUNG is played by Betty Wragge who made her show business debut in a movie at the age of three. All through grammar school, she did radio work in her native New York. Auditioned at NBC for the role of Peggy in *Pepper Young's Family*, she beat out the competition but, after a short time, won a Broadway lead in "Dead End." In order to do the play Betty had to be written out of *Pepper Young* for two years. Married in 1951.

the right to happiness

MILES NELSON is portrayed by John Larkin on the *Right To Happiness* (NBC). Born in Oakland, Calif., John attended Rockhurst College in Kansas City and then toured with stock companies for two years. He got into radio in 1935 by walking into WHB, Kansas City, and auditioning for an announcer's spot. Then he graduated to daytime serials in Chicago. After his Army service, John came to New York, clicked on NBC. His wife is Teri Keane.



CAROLYN KRAMER, a woman whom happiness has eluded for much of her life, is played by Claudia Morgan, who became an actress over the objections of her famous father and uncle—Ralph and Frank Morgan, respectively. They wanted her to be a "lady." Shunted off to finishing school, Claudia defeated her family's purpose by taking over the dramatic club, later made her Broadway debut at 18. Married to announcer Ernest Chappell.

the second mrs. burton

TERRY BURTON, the young matron of CBS' the *Second Mrs. Burton*, has been played by Patsy Campbell since 1947. Born in Chicago in 1919, Patsy graduated from Northwestern University before adopting acting as a permanent career. She came to New York and won a radio role as the "first Mrs. Burton!" It wasn't till two years later that she succeeded to her present part. Patsy's married to radio director Al Reilly. Both like fencing.



STAN BURTON is played by Dwight Weist whose voice you also hear on Warner-Pathe newsreels and as host-announcer of *Grand Slam*. Dwight went to Ohio Wesleyan and intended to be a writer but his deep, soothing voice provided an easier way to make a living in radio. He was born in Palo Alto, Calif. but made his success in New York City—thereby reversing Horace Greeley's advice to "go West, young man." Dwight has two kids.

this is nora drake

NORA DRAKE, the charming nurse whose life is recorded on CBS' *This Is Nora Drake*, is played by Joan Tompkins. Born in Mt. Vernon, N. Y., Joan made her stage debut when she was five and spoke one line—in Italian. She reached Broadway in 1933. A radio regular, Joan still suffers from "mike fright," once had to ad-lib a scene when her leading man walked out of the studio too soon. She recently married popular radio actor Karl Swenson.



DR. ROBERT SARGEANT is played by Les Damon whose professional training included one year with London's famous Old Vic Company. A New Englander, born in Providence, R. I., Les studied at Brown University and the Rhode Island School of Design. After his British apprenticeship, he came to Broadway, appeared in "Dead End" and later played "Curly" in the road company of "Of Mice and Men." He's married to actress Ginger Jones.

when a girl marries

JOAN DAVIS is the role that Mary Jane Higby has played since *When a Girl Marries* started in 1939. She had been in New York less than a year before winning this acting plum, but she was already quite an experienced actress. Mary Jane made her stage debut in her home town of St. Louis, Mo., at three months. When her family moved to Hollywood, she became a child movie star. So, at 18, she was ready for a lead. Married to Guy Sorel.



MOTHER DAVIS, a warm-hearted, sympathetic woman, is played by Marion Barney who exactly fits that description. One of radio's veterans, Marion made her theatrical debut at the age of 16 while a student at the University of California. After several years of playing stock in her hometown, San Francisco, she came to New York to join a theatrical group and became the youngest leading lady on Broadway. Married to Roy F. Richardson.

young dr. malone

DR. MALONE, young Medical Research Institute director, is played by Sandy Becker who once entertained ambitions of becoming a doctor. While taking a pre-medical course at New York University, Sandy got a part-time announcing job at a small Long Island station which he liked so well that he gave up college. Later, announcing at a Charlotte, N. C. station, he met his wife, Ruth Venable. The Beckers now have two daughters and one son.



ANN MALONE, wife of CBS' *Young Doctor Malone*, is played by Barbara Weeks, the only one of five sisters in her family to seek a career in show business. Barbara's parents were former entertainers who settled down in Binghamton, N. Y., to run a music shop and rear their girls. Barbara's radio debut consisted of reading a commercial on the *Amos 'n' Andy* show. She's married to TV director Carl Frank, and has a 10-year-old daughter, Roberta.

young widder brown

ELLEN BROWN, widowed owner of a small tea room in Simpsonville, is played by Florence Freeman who is married and the mother of three children. A native New Yorker, with a B.A. and M.A. from Columbia University, she was an English teacher before deciding to try her hand at acting. She made her network debut in 1935 and two years later assumed the role of *Young Widder Brown* on NBC's daytime serial. She's extremely intense about her role.



ANTHONY LORING, Ellen Brown's suitor, is portrayed by Ned Wever who put on his first theatrical production at the age of five with the aid of his mother and a little girl in the neighborhood. His dad wanted him to become a lawyer, but at Princeton, Ned joined the dramatic club and in his senior year wrote the book and lyrics for the annual show. He got his first professional experience in a stock company for which he was paid 50 cents!



AUNT JENNY has been telling her stories about life in Littleton, U.S.A. for over 15 years on CBS. The title role is now played by Agnes Young who awoke to the rewards of an acting career when she played her first stage role in a Port Jervis, N. Y., high school play. From there, she went to the Boston School of Oratory to study drama. Soon she was playing in stock companies in and around Boston. Upon graduation, she turned professional, then married an actor who went into business to provide for his wife and their baby daughter, Nancy. Agnes went right on acting—in radio, however. She's done over 5,000 broadcasts. She and Nancy, 20 and an actress, often play on the same show.



OUR GAL SUNDAY, the girl who was raised in a log cabin and became the wife of a wealthy English aristocrat, is played by Vivian Smolen who was raised in Brooklyn. Her father, a violinist and conductor, saw to it that Vivian got a thorough training in music, dancing and dramatics as a child. She made her first radio appearance while in high school, liked the field so much that she quit Brooklyn College after only a few weeks. Vivian served for three years as co-chairman of the Junior Hostess Committee of the Stage Door Canteen during World War II, estimates she danced "thousands of miles." Nevertheless, in her time off from the CBS show she studies modern dance. Also paints.



THE GUIDING LIGHT stars Jane Allison as Meta White. Jane, a native New Yorker, broke into radio 13 years ago in a bit part on a *True Story Magazine of the Air* drama. Shortly afterwards, she got her first important break when she was signed to play Henry Aldrich's sister, Mary, on that show. Then came her present role in the CBS serial. Jane's a graduate of the Friends Seminary, was on her way to becoming a top-flight model before she fell in love with radio. She's also a talented artist, loves to model in clay, too. Jane and husband John Mosman, an advertising agency executive, are parents of a son, John Mosman II, aged three-and-a-half. Loves to sail her own boat.



ROSEMARY, the story of a small town girl who marries an amnesia victim, stars Virginia Kaye in the title role. In private life, Virginia is married to Broadway producer Kermit Bloomgarden and has two young children. A native New Yorker, she began her acting career in summer stock at the age of 15 in order to earn her room and board. Her mother had urged a secretarial school for Virginia but the idea of a business career vanished when she won a role in a Theater Guild production. Virginia was soon established as a rising young actress, but found her niche in radio rather than on Broadway. In 1950 she signed for the role of *Rosemary* on CBS' serialized story of modern marriage.



STELLA DALLAS, a perennially self-sacrificing mother, is played by Anne Elstner who has been in radio since 1923 or just about as long as there has been radio. Anne has been an actress nearly all her life. She was born in St. Charles, La., daughter of a poet-father and musician-mother. At 12, she made her professional debut in her own song-and-dance act, "The Yama Yama Man" in Mena, Ark. While playing in "Sun-Up" on Broadway, she met and married Jack Matthews, now an Army officer. They live on a New Jersey farm, three hours away from the NBC studios, but Anne insists that living in the country is compensation enough for the time she spends traveling five days weekly.



THE STRANGE ROMANCE OF EVELYN WINTERS is the engrossing ABC drama that stars Toni Darnay in the title role. According to Toni, "The Barrymores had nothing on the Darnays" when it came to studying drama. Toni and her seven brothers and sisters all attended a Chicago school for theatrical aspirants. She also studied dancing and did a turn in vaudeville at the age of 13. Next came more drama studies at Northwestern University and then the young actress came to New York. She did summer stock on Long Island and Cape Cod, then won a role in a radio serial. She's one of the busiest girls in the business now, has been playing the role of Evelyn Winters since '44.



dear hearts and gentle people

foreword by
ronald
colman

DR. WILLIAM HALL, president of Ivy College, is played of course by suave, English-born Ronald Colman. At 16, Colman had to leave school and go to work when his father died. To relieve the monotony of clerking at \$12 a week, he played in amateur theatricals. After his discharge from the British Army in World War I, he decided to try acting professionally. In London he had only moderate success, but the U.S. went for his brand of charm and savoir-faire in a big way. In 1939 he married London-born Benita Hume, Victoria Hall on *The Halls of Ivy* (NBC).

■ I wish to make a bold statement. If the name of President William Todd-hunter Hall of Ivy College, Ivy, U. S. A., means nothing to all the nation's 8-year-olds to whom the name of the Lone Ranger means much, that is just fine with me. I suspect that *Halls of Ivy* is *not* of much interest to the younger set of radio listeners, and that is as it should be. They, and we, can wait for each other, and meanwhile, we shall go on trying to produce a radio show that is uncompromisingly adult in material and in presentation. Already we have established beyond doubt that there is a solid market for the three-syllable word on our type of program. And that there is a market for ideas, provided we discuss them intelligently and avoid the sins of talking down or talking stuffily. This alone make it highly rewarding for me to impersonate President Hall every week. One of our scripts dealt with the problem of postwar defeatism among college men, and NBC promptly received 2,000 requests for copies. Educators, publishers, women's clubs, the clergy, the Armed Forces and individual listeners all have contributed to this sense of reward by letting us know that they share our interest in adult ideas. As Writer Don Quinn has put it, our show also offers an opportunity "to preach tolerance and understanding—without preaching." Thus when a wealthy donor offered Ivy College \$500,000 with the proviso that it not be used for "students of certain races and creeds," Dr. Hall heard her out patiently. Then he told her quietly, turning down her money: "Life is like a college, Mrs. Marshall; you don't learn much by attending only one class."

amos 'n' andy

AMOS, the high-voiced member of the famed duo, is played by Freeman Gosden, who was born 53 years ago in Richmond, Va. After finishing school, he became a salesman. During World War I, he was a radio operator in the Navy. Later, he worked for a firm that staged amateur theatricals throughout the country. While in Chicago, Gosden met his partner-to-be, Charles Correll, and thus began the friendship that has resulted in the fabulous CBS black-face comedy team. Gosden's father of Freeman Jr. and Virginia.



ANDY, otherwise known as Charles Correll, is nine years older than his partner, and hails from Peoria, Ill. He was a stenographer before meeting Gosden. Together, they put on scores of amateur shows across the country. In the early 1920's they auditioned as a singing team on a Chicago station. But singing didn't pay off for them and, in 1926, they went on the air as a black face team called *Sam 'n' Henry*. This was the forerunner of CBS' famed *Amos 'n' Andy* duo. Correll lives in Hollywood, has two young daughters.

adventures of archie

ARCHIE ANDREWS, American schoolboy, is the role of Bob Hastings. Like Archie, Bob is a husky young chap with an interest in sports. He has a home full of brothers to keep things lively, but never gets into the mix-ups that Archie does. Born in Brooklyn, Bob showed an interest in singing very early, became a boy soprano on a local New York radio program. Soon he was a busy child actor, even commuted at 14 between New York and Chicago shows. After service in the Air Corps, Bob won his present NBC role.



VERONICA, Archie's siren-like girl friend, is portrayed by Gloria Mann, a native New Yorker who is brunette and dimpled. Gloria's family was in show business, so when she was three, she was taken to Hollywood for her film debut in the "Our Gang" comedies. At six, she began playing on Broadway in "The Old Maid" which starred Judith Anderson and Helen Menken and ran for two years. Gloria got a chance to tour all over the United States with the show. She made her radio debut soon after, has been busy since.

dr. christian

DR. CHRISTIAN is played, of course, by Jean Hersholt. CBS' kindly old doctor was created in 1937 to give Hersholt a suitable radio role. An established star of stage and screen, the Danish-born, 65-year-old actor was the son of theatrical parents. He attended the Dagmar Theater School, became a favorite on the Danish stage and toured the U. S. during World War I. He became an American citizen in 1918, settled in Hollywood where he lives with his wife (since 1914), Via Anderson, and their only child, son Allan.



JUDY PRICE, Dr. Christian's faithful nurse-secretary, is played by Rosemary DeCamp who has been on the show for its full 15 years. Rosemary, an Arizona girl by birth, had a childhood ambition to be a doctor but her radio show is the closest it's come to fulfillment. She started her acting career by playing Easter bunnies and angels in grade school productions. At Mills College, she became campus dramatic queen. After graduation, she appeared on *One Man's Family*. Married to a judge, she's the mother of three.

father knows best

JAMES ANDERSON (father) is played by Robert Young who sometimes feels that he's playing in a documentary during episodes of the NBC show. Bob has four daughters and so can appreciate any family situation the script writers think up. He himself comes from a family of five children who grew up in Los Angeles. By the time he'd graduated from high school, Bob had decided to be an actor. He studied at the Pasadena Playhouse for four years, then got a chance with a touring company. Next came a call to Hollywood.



MRS. ANDERSON (mother) is the role played by Jean Van Der Pyl who doesn't have to do much homework for her part. Here's why: NBC has cast her as the mother of three and Jean really is the mother of three! Husband is Carroll O'Meara, TV director. Jean hails from Westchester, New York where she was the youngest member of the Senimore Stock Company. When her family moved to Los Angeles, she studied drama and won the City Shakespeare award. Then she started acting professionally, picked radio as her medium.

fibber mcgee and molly

FIBBER MCGEE is the professional name of Jim Jordan who with his wife stars on the most popular "Mr. and Mrs." show of them all. Jim hails from Peoria, Ill. where he and Marian (Molly) met in their teens. They wanted to get married but just couldn't afford it. So Jim took a job as top tenor in a vaudeville act. But the traveling and lonesomeness for Marian got him down. He came back to Peoria, became a mailman and they married in May, 1918. After World War I, the Jordans teamed up in a vaudeville act.



MOLLY MCGEE, or Marian Jordan, is a steady influence on her husband-partner. When their joint vaudeville career split up so Marian could care for their baby daughter and son, Jim found it tough going alone. So once again they teamed, this time on radio as the O'Henry Twins. In 1931, they met Don Quinn, a cartoonist who wanted to write for radio. This combine turned out a five-times-weekly NBC serial. In 1935, they came up with their present program. And after 17 years, the Wistful Vista two are still tops.

the great gildersleeve

THROCKMORTON P. GILDERSLEEVE, the Water Commissioner of Summerfield, is the role of Willard Waterman, who's been in radio since his high school days. At that time, he sang on a Madison, Wis. program. His engineering studies at the University of Wisconsin suffered because Willard was too active in campus dramatics, so he left school to enter network radio in Chicago. His first role lasted one performance—the character portrayed was killed off. But Willard's now secure as NBC's popular Gildy. He has two daughters.



LEROY, Gildersleeve's nephew, is typed as the worst brat in radio. But Walter Tetley who plays the part doesn't mind. Walter's first brat assignment was an accident: he was hauled in to play "Junior" on a day-time serial two minutes before the program went on the air because another young actor hadn't appeared. His acting was so realistic that Walter played the part for three years. The New York-born actor, who's really a very well-mannered young man, also plays Julius on the *Phil Harris-Alice Faye Show* (NBC).

the hardy family

JUDGE HARDY is played by the veteran actor Lewis Stone. Stone's seen plenty of drama outside of his fifty-odd years as an actor. He was born in Worcester, Mass. in 1879, the son of a fashionable bootmaker. A Broadway favorite by 1915, he entered films after World War I. But by then he'd been a soldier, hobo, explorer and one-night stand trouper. Like Mickey Rooney, he's long been identified with *The Hardy Family* in films and on Mutual's airer. He lives with his wife, whom he married in 1930, on a ranch.



ANDY HARDY has been played so often on screen and radio (Mutual) that his portrayer, Mickey Rooney, is completely identified with the irrepressible young man. Mickey is a real show business baby. He was a member of his father, Joe Yule's vaudeville act at the age of two. Then he came to Hollywood, starred in the "Mickey McGuire" comedies. A bundle of talent, he's dancer, singer, drummer, comedian, songwriter—all rolled into one short subject. Mickey's also the father of three sons, has been married and divorced three times.

story of dr. kildare

DR. GILLESPIE, the sharp-tongued, kind-hearted senior medical man of Mutual's *Dr. Kildare* show, is played by Lionel Barrymore. Born in 1878, he made his stage debut at five in line with family tradition. First Broadway show was "The Rivals." After 1915, he divided his time between the theater and silent films, but with the advent of talkies, he became a screen actor exclusively. In 1923, Barrymore married Irene Fenwick and their marriage was one of Hollywood's happiest until her death.



DR. KILDARE, young medical man of screen and radio fame, is played by Lew Ayres whose Hollywood career began in 1929 when Greta Garbo saw his screen test and requested him as her leading man. His first screen hit was "All Quiet On The Western Front." During World War II, Lew was a conscientious objector, but performed creditable service as a medical corpsman and assistant chaplain. He hails from Minneapolis, Minn., where he was born in 1908. Was once married to Lola Lane and Ginger Rogers.

life with luigi

LUIGI BASCO is played by J. Carrol Naish a man of many accents, who looks much more like the Italian he portrays on CBS than the Irishman he really is. Born in New York, Naish made his song-and-dance debut in Paris, then performed in Russia, Egypt and India. He also trained for the legitimate stage with a Yiddish theater group in New York and played a Japanese prince in one of his many motion pictures. All of this accounts for his ability as a dialectician. Former stage actress Gladys Heaney has long been Mrs. Naish.



ROSA, the fat, giggling daughter of Luigi's friend Pasquale, is Jody Gilbert's first radio venture since her teen-age days. At that time she specialized in singing and had her own musical shows in Fort Worth and Dallas, Tex. After high school, she toured the South in musical comedies, then studied speech techniques in order to lose her Southern drawl. She became an expert on dialects, went to work at the Pasadena Playhouse. She also appeared in some 128 motion pictures before winning her present role in the CBS comedy.

the magnificent montague

MONTAGUE, a Shakespearean stage actor taking a fling in radio as star of a daytime serial, is a wonderful role for Monty Woolley who plays it up to the hilt. Woolley, a native New Yorker went to Yale and Harvard graduate school where he so admired a professor's beard that he grew his own. He taught English at Yale, served in the Army in World War I. Afterwards he directed several Broadway plays until a starring role in "The Man Who Came To Dinner" catapulted him into fame both on stage and in the film version.



LILY, Montague's ever-so-understanding wife on the NBC comedy show, is played by Anne Seymour who has been a writer and director as well as an actress. But this is the first time she has ever played a comedy role on radio—seems she always found herself typecast in serious dramatic parts. Born in New York City, Anne represents the seventh generation of actors in her family. She made her radio debut over WLW, Cincinnati in 1932, soon came to New York. Now lives on a farm in Connecticut with her Swedish housekeeper, pets.

meet corliss archer

CORLISS ARCHER is portrayed by Janet Waldo, a lovely, hard-working, single-minded young lady from Grandview, Wash. At college (the U. of Washington), she was active in dramatics and, in 1942, she struck out for Hollywood. She broke into radio instead of the movies, when she auditioned with 90 other girls and won a radio part opposite Bing Crosby. In 1943, she landed the title role in the *Meet Corliss Archer* show (ABC), has played it ever since. Janet is married to Robert Lee who writes and directs for radio.



DEXTER FRANKLIN, Corliss' boyfriend, is played by Sam Edwards, who, as a child, practically lived out of a trunk. Both his parents spent years in stock and young Sam did, too. He sang in vaudeville, made his radio debut at 11. Somehow, Sam managed to get through grammar school and high school in one place—San Antonio, Texas. Then he and his whole family branched into network radio programs in Hollywood and San Francisco. Sam was in the Army for three years during World War II. He's 30, but can still pass for a teen-ager.

one man's family

HENRY BARBOUR, is portrayed by J. Anthony Smythe whose own family did all they could to talk him out of his yearning for the theater. They made him study law at the University of San Francisco, in his native city, then packed him off to Europe for a year. But when he returned, Smythe promptly got his first stage part. He was a leading man at 21 and has been one ever since. Practically among the pioneers of radio, he has played the venerable, long-suffering head of the Barbour on NBC's *One Man's Family* since '32.



FANNY BARBOUR, otherwise known as Minetta Allen, is well-suited for the role of a radio mother and grandmother. For Minetta was a real life grandmother before she ever stepped before the footlights. Born in Albion, Iowa and raised in Cleveland, she left Asheville College for Young Women to marry and raise a family. Not until her daughter was a young mother did Minetta find time to fulfill her own acting dreams. Oddly enough, she made her stage debut in a play with J. Anthony Smythe, who now plays her husband.

our miss brooks

CONNIE BROOKS, pretty and popular English teacher, is played by Eve Arden who loves her role on CBS' *Our Miss Brooks* because she's a flesh and blood character for once instead of the gag machine Eve has been playing ever since her first movie, "Stage Door." The California-born blonde got her first acting job on a dare when she was a mere 16. She played in several stage hits before successfully storming Hollywood. Eve is now married to actor Brooks West and they share a home with her two adopted daughters.



PHILIP BOYNTON, Miss Brooks' bashful boyfriend, is the character created by film star, Jeff Chandler. Jeff, a Brooklyn boy, always wanted to be an actor. Three years with a Long Island stock company, four years as a first lieutenant during the war—then Jeff headed for Hollywood. It wasn't till he'd spent all his money and was looking for a job in a restaurant to tide him over that he managed to break into radio and then movies. With his wife, Marjorie Hoshelle and their two girls, Jeff shares a North Hollywood, Calif. home.

ozzie and harriet

OZZIE NELSON was, at 13, the country's youngest Eagle Scout, represented the U. S. in Europe at the first Boy Scout Jamboree. At Rutgers University, Ozzie, a Jersey City boy, was a crackerjack athlete and a bandleader to boot. After graduation, he went to New Jersey Law School, won his degree, hung it on the wall—went out and formed another dance band. Then he hired Harriet as vocalist and married her. The Nelsons live in Hollywood, began their domestic-comedy show (ABC) on their ninth wedding anniversary.



HARRIET HILLIARD was born in Des Moines, Iowa of show people, and was carried on the stage when she was six weeks old, had her first speaking part at the age of three. She "retired" from the theater to go to school at five, but returned to vaudeville after graduation. Soon Ozzie Nelson hired her as the vocalist for his band. They were married in 1938, made their radio debut together and have both appeared in many movies. The Nelsons' two sons, David, 15 and Ricky, 11 play themselves on this ABC family show.

the phil harris-alice faye show

PHIL HARRIS of the Southern drawl grew up in Nashville, Tenn., where his musician-father taught him a little bit about trap drums. As a teen-ager, Harris organized his own band, "The Dixie Syncopaters," barnstormed with it several years, even getting to Honolulu. In 1932, he organized the Phil Harris Band, and four years later became a member of Jack Benny's show. Phil likes to spend all his spare time fishing, hunting or puttering around the kitchen—southern fried chicken is his specialty. Besides his two daughters, he has a son,



ALICE FAYE spent most of her childhood in New York City getting ready for show business. Her first job came at 14 as a hooper with a vaudeville troupe. Next came a chorine spot in George White's "Scandals." Rudy Vallee discovered her there, taught her to sing, hired her as band vocalist. Later they made movies together. Alice became a big Hollywood movie star but went into semi-retirement when she married Phil Harris in 1941. They started their NBC radio show in 1946. Their homelife is spent with daughters.

woman of the year

BETTE DAVIS, movie star, twice Oscar-winner (for "Jezebel" and "Dangerous") has switched to radio. Her starrer, *Woman of the Year*, in which she plays an international correspondent, is now being aired over the Mutual network. Bette hails from Lowell, Mass. She decided to become an actress at 16, but had a good many disappointments before she clicked on Broadway in "The Solid South." This won her a screen contract, and eventually the role of Mildred in "Of Human Bondage." She's married to fourth husband, Gary Merrill.



GEORGE BRENT, as a sports editor, plays opposite Bette Davis in *Woman of the Year*. Like Bette, George is a movie veteran. He was born in Dublin, Ireland in 1904, and intended to follow the family tradition of soldiering. But after taking part in the Irish Rebellion, he found it wiser to flee to New York, and there began to build an acting career. A role in the play "Love, Honor and Betray," won him a contract in the new talking pictures. Brent's been married four times. Present wife is socialite Janet Michaels.



maisie

MAISIE, the brash, big-hearted Brooklyn blonde, is completely identified with Ann Sothern who's played her both in movies and on the Mutual radio network. Ann's from Valley City, North Dakota where she was born Harriet Lake, daughter of a concert singer. She herself was slated to be a pianist, but acting won her instead. Ann's divorced from actor Robert Sterling, has one daughter, Patricia, 7-years-old.



beulah

BEULAH on the CBS radio show is played by Lillian Randolph. When the original Beulah, Hattie McDaniel, took ill, she personally picked Lillian to replace her as the irrepressible domestic. Lillian hails from Cleveland, Ohio where she made her singing debut at four in her father's Methodist Church. She started her radio career in 1930 as a balladeer, then went on to win acting laurels with *Amos 'n' Andy*.



december bride

SPRING BYINGTON, supported by Hal March, plays the title role in CBS' new summertime radio show, *December Bride*. In other words, the program should have quite a seasonal success. Spring, that's her real name, incidentally, was born in Colorado Springs, Colo. in 1898. Her parents had high hopes for her as an educator, but she joined a stock company at the age of 14. She's much in demand for mother roles, has two grown daughters.



defense attorney

MERCEDES McCAMBRIDGE was an "uncertain" drama student at Mundelein College. "Uncertain" because she didn't know if she could make the grade as an actress. But the Joliet, Ill., girl has succeeded in both films and radio. Her latest venture is her ABC *Defense Attorney* starrer. Mercedes, once called "the greatest living radio actress" by Orson Welles, is also an Academy Award winner—for "All the King's Men." Married.



mr. president

EDWARD ARNOLD, the leading man of *Mr. President* (on ABC since 1947) needs no introduction to theater or moviegoers. This veteran actor was born Guenther Schneider in New York City in 1890 and orphaned at 11. At the East Side Settlement House, he became an amateur actor, and, at 15, joined the Ben Greet Players. He made his picture debut as successor to Francis X. Bushman. In 1951, Arnold, father of three, re-married.



meet millie

MILLIE, a frivolous blonde secretary, is played by Audrey Totter, who is an accomplished dialectician and so has no trouble with Millie's New York accent. Audrey won fame on radio as the girl "with a thousand voices," then got a Hollywood screen test. The Joliet, Ill., actress is a success in movies, too, but always plays heavies, so she appreciates her CBS comedy series. She was recently honored for entertaining wounded soldiers.



eyes and molls

foreword by
**william
gargan**

■ The hazards of playing a confidential investigator on radio do not end with the closing commercial. The minute a private eye of the airwaves opens his mouth in private life, he's courting trouble from the millions of experts who form the hard-to-please audience for crime shows. "So you're Barrie Craig," a fellow guest at a cocktail party may say. "I don't think much of the way you handled that case last week, and I'll tell you why . . ." Or a drunk in a bar may wisecrack: "Shay, if you're shuch a smart shamush, where'sh my wife tonight?" Of if just one line of the script doesn't ring true with the professionals, you can expect to hear about it from the next policeman or detective you run into. The ideal radio sleuth, though, rarely pulls a boner (or lets his writers pull one) that will earn him a horselaugh from his cop friends. *Barrie Craig, Confidential Investigator*, isn't yet the ideal or infallible sleuth by any means, but at least he keeps his clichés clean, because his alter ego, meaning me, was brought up on the lingo of the law. Like my father before me, in Brooklyn, I earned a living as a private detective before learning that there was an easier way, namely acting, where your fees are earned without risk. Around our house a gun was a gun, not a gat or a rod, and nobody ever called a badge a potsy or a buzzer. Dad never went in for over-dramatized talk about his cases, and neither did any of our policemen friends. So today, while I don't write the *Barrie Craig* show, I do make plenty of suggestions about the casting and writing and so far, nobody has objected too strenuously to my insistence on 'credibility. After all I qualified the hard way when I was a detective—by having my wallet lifted right out of my pocket one day when I was detecting at the racetrack!

WILLIAM GARGAN, star of *Barrie Craig, Confidential Investigator* (NBC), was a real private eye for a while. His father was a detective and young Bill followed in his footsteps after graduating from St. James School in his native Brooklyn. But Bill always wanted to be an actor and between sleuthing assignments auditioned for, and won a part in "Aloma of the South Seas" on the stage. A successful career on Broadway led, to his movie debut in "Rain" and scores of subsequent films. Bill and his wife, Mary, a former dancer, have been married over 20 years. They have two sons, Barrie and Leslie Howard. Bill's a six-footer, has blue eyes, and wavy auburn hair.

BOLD VENTURE co-stars Mrs. Humphrey Bogart, known to movie audiences as Lauren Bacall. A New York model when she was spotted by Howard Hawks, Lauren skyrocketed to fame in her first film, "To Have and Have Not." Leading man in that movie was Humphrey Bogart and "Baby," as he calls her climaxed her personal Cinderella story by marrying him. They now have a son, Stephen, and are expecting their second child. The Bogarts are also a movie team.



MR. KEEN, Tracer of Lost Persons (CBS), had its initial airing in 1937. Portraying the kindly old sleuth is Philip Clarke, a stage and radio veteran from London. The scion of a famous English theatrical family, Clarke made his U. S. debut in 1909. Next, like many Englishmen, he served in India in the British Army. Back on the boards, he played Shakespeare and Shaw, both in this country and abroad. Now an American citizen, he lives on Long Island. Has three girls.



BOLD VENTURE over the NBC network stars movie badman Humphrey Bogart in a typical (for him) cynical, tough guy role. The veteran actor was born into a wealthy New York family, but early showed his unconventionality by being expelled from school and promptly joining the Navy. He made his big hit as a gangster in "The Petrified Forest" on the stage, was brought to Hollywood to repeat the role. He won the 1951 Academy Award for "The African Queen."

MR. KEEN is ably assisted in his tracing of lost persons by his partner, Mike Clancy, a former New York policeman. The role of Mike Clancy is played by James Kelly who, like his radio personality, looks tough and talks tough. There the resemblance ends, for Jim is a gentle man—collects art for a hobby. He was formerly the voice of "Popeye, the Sailor" on the screen, then got into radio where he's often a cop. Jim is married and the father of one son.

THE AFFAIRS OF PETER SALEM (MBS) stars a man who probably has more radio experience as a clue chaser than any other rival. Santos Ortega has at different times been Nero Wolfe, Inspector Queen, Perry Mason, Charlie Chan and Hannibal Cobb. He won his first Broadway job because it was assumed that he was Spanish. Actually, he's a native New Yorker and knew little about Spain. But he was expert enough as an actor to pick up a Spanish accent for the job!



BROADWAY IS MY BEAT stars Larry Thor as Detective Danny Clover on the CBS network. Larry hails from Manitoba, Canada, ended his formal education after high school. He worked as a farmer, then a rancher, then a construction worker. In 1937, he walked into a radio station, was hired to sing, play piano and write scripts. His career led him through Canada to Hollywood and the CBS studios there. Larry's married and the father of three sons, Ray, Ken, Davie.

COUNTER-SPY over NBC stars Don MacLaughlin as David Harding, chief of the U. S. Counter-Spies. The selection of MacLaughlin climaxed a three-month search for the right actor for the role. MacLaughlin, whose career in radio has been outstanding, was originally set to be a stage actor. He studied drama at the University of Iowa but couldn't get a good Broadway role. Radio appreciated his talents, however, and he's been steadily employed. He has three kids.



CAFE ISTANBUL (ABC) is a story of intrigue which features that femme fatale, Marlene Dietrich, of movie fame. Marlene began her career in Germany, was brought to Hollywood in 1930, and has been a top star ever since. She and her husband, Rudolph Sieber, are separated but Marlene and actress daughter, Maria Riva, are very close friends. In fact Miss Dietrich often baby-sits for her two grandsons which has led to her dubbing as the "glamorous grandma."

THE LIVES OF HARRY LIME (ABC) marks the return of Orson Welles to the American airwaves. Welles, who first burst into prominence with his startlingly realistic broadcast of the Martian "invasion" of the U. S., which he wrote and directed, is also taking full charge of this series. The former child prodigy has based the series on the adventures of the international rogue he portrayed in the hit movie, "The Third Man." Welles is divorced from actress Rita Hayworth.



HEARTHSTONE OF THE DEATH SQUAD has been on CBS since 1948 with Alfred Shirley in the role of Inspector Hearthstone. The British-born actor came to the United States shortly before the first World War. At the outbreak of hostilities, he joined the Canadian Air Force as an instructor. Later, he returned to this country and attended the American Academy of Dramatic Arts. He appeared on Broadway in several plays, made his American radio debut in 1925.

THE PRIVATE FILES OF MATTHEW BELL is the story of a police surgeon who figures in adventures as a medical man and sleuth. The noted stage and screen actor, Joseph Cotten, is cast in the leading role on this Mutual show. Cotten, from Petersburg, Va., worked his way through dramatic school by playing pro football. After five years of odd jobs, he landed on Broadway for more odd jobs. A meeting with Orson Welles brought him to Hollywood. Married to Leonore Kip.



THE MODERN ADVENTURES OF CASANOVA over the Mutual network are very ably handled by Errol Flynn. Flynn, whose main fame stems from his Hollywood films, was born in Hobart, Tasmania, in 1909. An adventurer by preference, he's sailed around the world many times. In fact, he drifted into acting as "just another adventure." Liked it so much that he's stuck to it. Errol's married to third wife, actress Patrice Wymore. He has three children from previous marriages.

MR. AND MRS. NORTH have been tracking down criminals on CBS since the show's inception in 1943. Mrs. North is played by Alice Frost, a veteran comedienne who has stooged for Bob Hope and the late Fanny Brice. Alice got her first microphone experience when she stepped in for a sick friend. Prior to that, she had played the Chautauqua circuit in "Gentlemen Prefer Blondes." Hails from Minneapolis, studied at Minnesota U.



MYSTERY THEATRE over the ABC network stars Robert Carroll as Inspector Mark Saber. Carroll was born in Hamlet, N. C., and became interested in the stage at 18 while studying drama at North Carolina U. During World War II, he served four years with the Signal Corps in England. Returning to the United States, he appeared on Broadway in "Cyrano de Bergerac" and in the documentary film, "Walk East on Beacon."



NICK CARTER, MASTER DETECTIVE is the role assigned Lon Clark. Lon, from Frost, Minn., learned about the entertainment world early: his mother was pianist at the local silent movie house and Lon got in free. He and a brother also sang for victory loans during World War I. After Minneapolis Music School, Lon was lured from his singing ambitions by a dramatic stock company. He joined Mutual in 1943. Lon has two sons.



PURSUIT, over the CBS network, stars British Ben Wright who crossed the Atlantic in 1946 to attend a cousin's wedding, never went back. London-born Wright, now transplanted to Hollywood, was born an American citizen by virtue of his American father. He studied at the Royal Academy of Dramatic Art, was a favorite on the London stage until World War II found him in the army. Then came his U. S. visit. He's married to Muriel Hill.



THE SILENT MEN (NBC) stars Douglas Fairbanks, Jr. in a semi-documentary series dramatizing actual U. S. Government cases. Fairbanks is well qualified for the role, having been active in public affairs both as a civilian and as a naval officer. Born in New York in 1909, this famous son of a famous father was educated abroad. In 1923, he started his own acting career, now writes and produces films. He's father of three.



THE TOP GUY stars J. Scott Smart as a crime-busting police commissioner on ABC's new mystery series. The oversized actor, who tips the scale at more than 250 pounds, is best known for his portrayal of *The Fat Man*. Born in Philadelphia in 1902, Jack tried several trades before joining a Buffalo stock company in 1925. Along the way he'd learned drumming, eccentric dancing. Jack's been on Broadway, in movies. Just married.



TRUE DETECTIVE MYSTERIES (Mutual) has Richard Keith playing the role of the editor of a detective magazine. The New York-born actor became interested in emoting while still in Commerce High. When he graduated, Dick took a job in a men's furnishing store and worked with a little theater group at night. One night the manager wanted Dick to work late and forego an important role. Dick quit, began a successful acting career.



JERRY NORTH is played by Joseph Curtin who's been connected with the theater since boyhood when he played roles in the Harvard 47 Workshop near his Cambridge, Mass. home. He studied dramatics at Yale and made his first Broadway appearance with Maude Adams and Otis Skinner in "The Merchant of Venice." Joe was born in Cambridge, Mass. in 1913. He's a married man and three little Curtins call him "poppa."

NIGHTBEAT on NBC stars Frank Lovejoy who became an actor because the Depression lost him his Wall Street job. He served an apprenticeship in little theater work in his native New York, made his Broadway debut in 1934. When a play tour closed in Cincinnati, Frank got a job at WLW, eventually became one of N.Y.'s highest paid radio actors. He's also starred in several movies. Married to Joan Banks, has two children.

OFFICIAL DETECTIVE is the story of an Irish policeman, Lt. Dan Britt, played by an Irish actor, Craig McDonnell, who's had 22 years in radio. He first entered the field as an operatic singer. This led him into dramatic roles and eventually to his Mutual network role. Craig has two children which is why he enjoys his sparetime practice of recording children's record albums. He's a Cleveland by birth but he made good in New York.

RICHARD DIAMOND, PRIVATE DETECTIVE (ABC) combines the singing and acting talents of Dick Powell as a tough, sentimental sleuth. The Arkansas (born in Mountain View) actor started his career as a choir singer and romantic lead in amateur theatricals. Then followed a series of singing engagements with several touring bands. Warner Bros. signed him for musicals but he now does dramatic parts almost exclusively.

THE SHADOW, Mutual's weird mystery thriller, gets a lot of its impetus from Bret Morrison's chilling interpretation of the lead. The program had been one of Bret's favorites and when he learned there was to be a change in cast, he auditioned and won the lead. He's from Evanston, Ill., a graduate of the Northwestern U. School of Speech. In 1930, he produced, directed and acted in a radio mystery series called *Dracula*.

THIS IS YOUR FBI has been an ABC feature since 1945 and Stacy Harris has been tracking down criminals from the first show. Born in the now-extinct lumber town of Big Timber, Quebec, Canada, Stacy has been a boxer, member of the French Foreign Legion, U. S. Air Force pilot, and now an actor. He got started in radio as a news commentator in Seattle, Wash. Spare time is spent drawing, writing—both of which tasks pay off.

YOURS TRULY, JOHNNY DOLLAR is the way Edmond O'Brien signs off his CBS show each week. All Eddie needed to catch a case of stage-struckitis was to have Houdini as his boyhood neighbor in New York. As a kid Eddie entertained with magic tricks, later studied acting at the Neighborhood Playhouse after he graduated from Fordham U. Stage and screen work followed. Married to actress Olga San Juan, has two daughters.

your theaters of the air

■ Whether because of or in spite of the competition of TV drama, the radio theater continues to bring to its listeners entertainment of consistently high caliber. Master showmen corral their best writers, actors and directors to present dramatic programs designed for the listeners' pleasure. The steady topflight ratings won by these shows are proof that the formula is a successful one. The great variety of the programs, running the gamut from crime and violence to comedy and romance, offer the radio listener a unique opportunity—to recapture the best in film, plays and story entertainment and to enjoy brand-new scripts produced and presented by qualified, competent talent. CBS' **Philip Morris Playhouse on Broadway** gives college actors a chance to prove dramatic talent on radio with a nod of approval from the American National Theatre and Academy. . . . Little-known historical incidents and unusual episodes from the lives of famous people mirror the American way of life on NBC's **Cavalcade of America**, favorite since 1935. . . . NBC's **The Theatre Guild On The Air** presents full-hour adaptations of outstanding Broadway hits with famous stars of stage & screen. . . . Original scripts from Hollywood's top writers are enacted on CBS's **Stars Over Hollywood**. . . . Oldest continuous full-hour dramatic series, **Lux Radio Theatre**, presents filmdom's biggest names in adaptations of top motion pictures. . . . The all-Hollywood cast of **Hallmark Playhouse** makes great stories of contemporary literature familiar to CBS radio audiences. . . . CBS's **Theater of Today**, Saturday dramatic series,

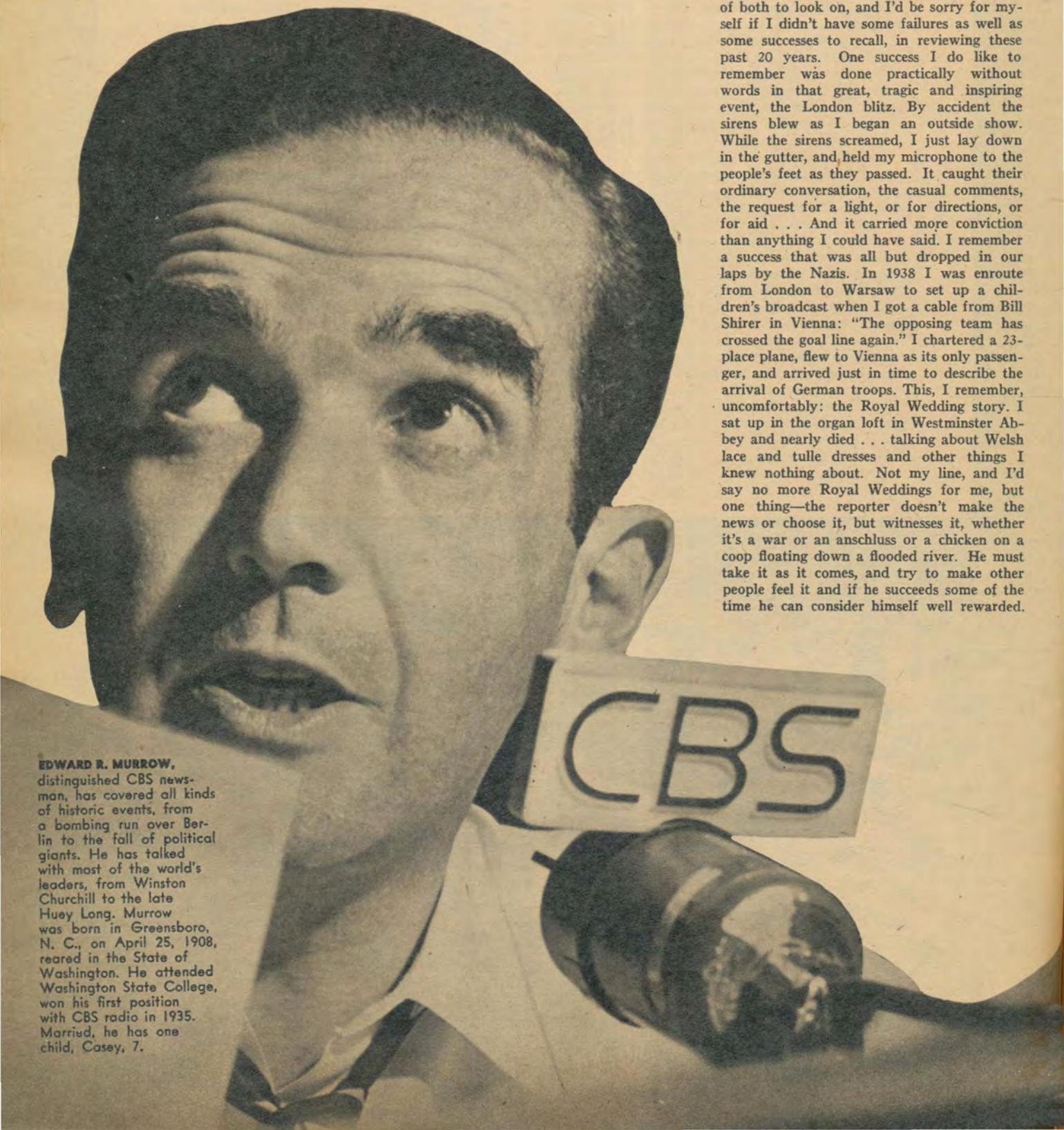
presents timely, topical three-act plays. . . . **Tum's Hollywood Theatre** brings leading film stars to NBC microphones in scripts best suited to their talents. . . . Dramatic plays in "the little theatre off Times Square" is the format for NBC's **First Nighter** program. . . . Ambitious **Hollywood Theatre of Stars** presents drama in the daytime with five 1/2 hours weekly—a different Hollywood star each day. . . . Adaptations of Hollywood's finest films, featuring the original stars, if possible, as well as their director, are heard on NBC's **Screen Directors Playhouse**. . . . Motion Picture Relief Fund benefits from CBS' **Screen Guild Theatre's** portrayals of film comedies and romances. . . . **Stars In The Air** brings to CBS radio listeners top screen names in familiar film stories—again for the benefit of the Motion Picture Relief Fund. . . . For 21 years CBS' **Gangbusters** has dramatized the relentless pursuit of criminals and their actual crimes. . . . **True Detective Mysteries** with its expose of criminals proves to the MBS radio audience crime doesn't pay. . . . CBS's **City Hospital**, set against the background of a large metropolitan clinic, tells of the drama and excitement behind-the-scenes in the medical profession. . . . John Chapman hosts and narrates NBC's **Best Plays** series—adapted from original Broadway productions. . . . Original scripts of suspense, mystery and adventure highlight NBC's **Hollywood Star Playhouse** with a different name star each week. . . . CBS' **Suspense**, top flight dramatic show, presents exciting stories sometimes suggested by actual events and always featuring a famous movie or stage star.



foreword by **edward r. murrow**

the news is their beat

■ It comes more naturally to people in my business to peer into the future, anxiously, than into the past, smugly, for it seems our problems are never behind us and yesterday's broadcast cannot even serve such humble uses as yesterday's newspaper, which can always wrap tomorrow's herring. When we do look back we are apt to remember our failures rather than our successes—the things we tried that didn't come off. But I'd be sorry for the reporter who didn't have some of both to look on, and I'd be sorry for myself if I didn't have some failures as well as some successes to recall, in reviewing these past 20 years. One success I do like to remember was done practically without words in that great, tragic and inspiring event, the London blitz. By accident the sirens blew as I began an outside show. While the sirens screamed, I just lay down in the gutter, and held my microphone to the people's feet as they passed. It caught their ordinary conversation, the casual comments, the request for a light, or for directions, or for aid . . . And it carried more conviction than anything I could have said. I remember a success that was all but dropped in our laps by the Nazis. In 1938 I was enroute from London to Warsaw to set up a children's broadcast when I got a cable from Bill Shirer in Vienna: "The opposing team has crossed the goal line again." I chartered a 23-place plane, flew to Vienna as its only passenger, and arrived just in time to describe the arrival of German troops. This, I remember, uncomfortably: the Royal Wedding story. I sat up in the organ loft in Westminster Abbey and nearly died . . . talking about Welsh lace and tulle dresses and other things I knew nothing about. Not my line, and I'd say no more Royal Weddings for me, but one thing—the reporter doesn't make the news or choose it, but witnesses it, whether it's a war or an anchluss or a chicken on a coop floating down a flooded river. He must take it as it comes, and try to make other people feel it and if he succeeds some of the time he can consider himself well rewarded.



EDWARD R. MURROW, distinguished CBS newsman, has covered all kinds of historic events, from a bombing run over Berlin to the fall of political giants. He has talked with most of the world's leaders, from Winston Churchill to the late Huey Long. Murrow was born in Greensboro, N. C., on April 25, 1908, reared in the State of Washington. He attended Washington State College, won his first position with CBS radio in 1935. Married, he has one child, Casey, 7.

newscasters

GABRIEL HEATTER broadcasts nightly over the Mutual network from his native New York where he was born in 1890. The distinctive and distinguished commentator worked as a newspaperman to earn his way through law school. After several newspaper assignments and a futile attempt at freelance writing, he unexpectedly became a commentator for WMCA. He soared to fame through his ad-lib coverage of the Hauptmann execution in 1936 for radio.



ALLAN JACKSON is familiar as a newscaster to both CBS radio and television audiences. He was born in Hot Springs, Ark., in 1915 and took his first radio announcing job there after graduating from the University of Illinois. Following several Midwest assignments, Allan came to New York in 1943. From '46 to '48, he broadcast from London, then covered Berlin during the American airlift days. His wife and three small children all accompanied him abroad on trips.



H. V. KALTENBORN has been with NBC for twelve years. Born in Milwaukee, Wis. in 1878, Hans von Kaltenborn was an Army correspondent during the Spanish-American War. Called the "Dean of American Commentators" he was the first radio reporter to broadcast from front lines when he covered the Spanish Civil War in 1936. He's President of the Harvard Club of Long Island, member of the Overseas Press Club. He's a tennis champ, though grandfather of five.



LARRY LeSUEUR is a third generation newsman, veteran foreign correspondent and CBS radio United Nations correspondent. He was born in New York in 1909 while his father was a reporter for the "Herald Tribune." As soon as he'd graduated from New York University, Larry went into the newspaper profession himself working for the United Press. He was sent to Europe as a correspondent for both UP and CBS. He's married to a British girl, father of Lorna, 3.



FULTON LEWIS, JR., who was born in Washington, D. C. in 1903, started his radio career in the capital in 1927. For nine dull years, he read news flashes at night. Then he was called in to fill in for a regular announcer. Within a few months, he'd become a Mutual commentator, is still with that network. He's responsible for radio's present rights to cover government news sources with full press rights. Married to the former Alice Huston, has two children.



DREW PEARSON was born in 1897 in Evanston, Ill. After graduating from Swarthmore College, he shipped out as a seaman determined to work his way around the world. He lectured in Australia, reported for several Far Eastern papers, visited Mahatma Ghandi. Finally, he returned to the United States and began teaching at Columbia University. But the urge to travel once again made him a newspaperman. He now writes a daily column, is heard on ABC radio, TV.



LOWELL THOMAS has been commenting on the news for CBS for 22 years. Born in Darke County, Ohio in 1892, he was reared in a Colo. gold camp and educated at four universities. He then became a faculty member at Princeton U. Thomas' early fame came from his "discovery" and biography of Lawrence of Arabia and his world travels. He was a foreign correspondent during World War II, is the "voice" in the Maviestone newsreels. His only child's Lowell, Jr.



WALTER WINCHELL (ABC) is a "must" to about 30,000,000 listeners who pay close attention to the fastest delivery in radio (215 wds. per min.). Born in New York, in 1897, Winchell left school after the sixth grade to become a song and dance man. Later, he started a gossip column which he posted in the theaters where he worked. This led to a steady job at the "Evening Graphic" in 1924, eventually to his present syndicated column. He's father of two.



sportscasters

BOB CONSIDINE began his writing career in 1929 covering sports for the "Washington Post" and by 1943, he was a war correspondent reporting from 39 countries overseas. Bob was born in 1906 in Washington, D. C., and is a graduate of George Washington University. He's managed to write several books while continuing his NBC show *On The Line* and his daily newspaper column, which covers both sports and more general topics. Married, has four children.



BILL CUNNINGHAM was born in Batonville, Tex. in 1896 into a family of teachers and ministers. But he was determined to become a newsman, studied English at Dartmouth and played outstanding football in his spare time. During World War '1, he served in France, then returned to college where he won a medal for his original prose. He held a sportswriter's spot with the Boston "Herald" for 19 years, is now sharing his knowledge with radio listeners. Travelling is his hobby.



ALVIN HELFER, who's known as Mutual's "sports voice" was a four-letter man at Washington and Jefferson University, excelling in football, basketball, track and boxing. After college, he played pro basketball before going into radio as a Pittsburgh sports announcer. During World War II, he was a Lt. Com. in the Navy, gave the signal that caused the first firing on Sicily. He's married to Ramona, former singing star with Paul Whiteman. He has one daughter.



JOHN KIERAN combines a great knowledge of the classics with a popular understanding of sports and general information—and shows absolutely no egotism. All of these qualities are to be noted on his NBC sports show and *Information Please* panel appearances. Born in New York in 1892, he was the son of Hunter College's president. After graduation from Fordham U., he taught school, but found writing a sports column for the "N. Y. Times" more fun.



the home front



foreword by
mary margaret mcbride

■ We hear so much about international barriers, Iron Curtains and barricades between peoples these days that I think we tend to forget that a barrier has been breached—just in the last generation—that in time may bring all the others tumbling down too. That barrier is the wall of the home, and it has been radio and television, exploiting the breach opened by the modern-day press, that have opened the home to the world outside. Once shut off from that world by a lace curtain as impenetrable as iron, the housewife today can be an active participant in the world, and to as great an extent as any other dweller in it she can thereby exert an influence on it instead of remaining passive and even ignorant of the influences it exerts on her. The only real measure of justification of programs such as mine is their success in bringing her outside the limits of kitchen and parlor, into the world of affairs, of statesmen and creators and, yes, celebrities. People often ask, "Who have been your most interesting guests, Mary Margaret?" and while the question is sincere, my answer tends to sound evasive, for the answer is that all of them have had interesting things in them, and if those interesting things haven't been brought out for the audience to hear, then it has been my own fault. The fact is, however, that my *most* interesting guests have not been celebrities at all. They have been the people who have taken the time and trouble to join my studio audience, some of them coming back for many visits; and the people (more than 50,000 of them!) who came to Yankee Stadium for our fifteenth anniversary. And the reason they're most interesting is that their presence has proved that our kind of reporting has gotten through to them. It has proved, in short, that they've enjoyed having me and my guests in their homes enough to come and be guests of my own at my show.

MARY MARGARET McBRIDE, currently heard over ABC, has often been called the "First Lady of American Radio." As proof of the loyalty of her fans, more than 50,000 housewives descended on Yankee Stadium three years ago to help Mary Margaret celebrate her 15th anniversary in radio. Born on a Paris, Missouri, farm, she attended the University of Missouri journalism school and then went to work for a Cleveland newspaper. Her first radio job was for a New York station doing commentary as "Martha Deane." Mary Margaret has also had a successful career as a magazine writer.



MARTHA DEANE, born Marion Young in Star Lake, N. Y., has won Ohio State University's Institute for Education by Radio award three times and numerous other citations as the best woman commentator. Joining WOR in 1941 after being women's editor for seven years of the NEA syndicate, she was the first to introduce important, topical guests and discussions to a women's daytime audience. She's Mrs. William Boling Taylor and the mother of twins, Bill Jr. and Marian Nicole, 9.



RADIE HARRIS, whose interviews with show business personalities are brought to you via CBS, has been devoted to her reporting career since graduation from high school. Miss Harris literally commutes between Hollywood, London and New York to maintain constant touch with the entertainment centers. Her popularity as a reporter has often been ascribed to her sincere liking of people and her insistence on verifying facts. She also writes a daily column for the "H'wood Reporter."



HEDDA HOPPER, one of nine children of the Furry family in Hollidaysburg, Pa., ventured forth to become a ballet dancer and actress. She wound up in DeWolf Hopper's famous company and married Hopper who was four years older than her father, becoming the fifth of his six wives. Her eventual movie salary was bettering his stage remuneration and they were divorced in 1922. She started her column in 1940 following her retirement from films. She's a fashion expert, too.



KYLE MacDONNELL wouldn't let herself be licked by tuberculosis. This Texas-born, Kansas-bred gal spent three years in bed following a strenuous summer studying voice after graduation from prep school. When she was well, Kyle took postgraduate work at Kansas State College. There Harry Conover crowned her the annual school queen, which ultimately led to a modelling career. Stage, screen and TV jobs followed. A graduate of *Celebrity Time*, Kyle now has her own WOR radio show.



LOUELLA PARSONS has been happily divesting Hollywood of its privacy for more than 20 years. Born in Dixon, Ill., Louella readily admits she has never lost her "wide-eyed midwestern enthusiasm" for Hollywood ways. Louella started her journalistic career at \$5 a week as society editor of a Dixon newspaper. In 1925, William Randolph Hearst made her one of the powers in Hollywood by appointing her head of all motion picture departments in his chain. She's been widowed twice.

ED and PEGEEN FITZGERALD have one of the most uninhibited programs in radio. If the Fitzgeralds feel like arguing, they argue. If they like or dislike something, they'll talk about it. During the broadcast, which emanates from their home, they open and read their mail and, if any strikes their fancy, be it a bill or a fan letter, they'll comment on it on the spot. Ed Fitzgerald was born in Troy, New York. After serving in World War I, he trekked the U. S. doing odd jobs—apple picking, dish washing, reporting. After a West Coast publicity job—on which he met and subsequently married Pegeen—he invaded radio. In '33 he had a program in California; in '35, one in New York. Later he originated *Book Talk*, *Back Talk* and *Small Talk* on which he just talked. Soon Pegeen had a show—and then they teamed up. (ABC).



ALFRED and DORA McCANN, parents of two, have been a radio team for five years now, but Alfred is carrying on a family tradition started in 1925 when Alfred McCann, Sr., began *The Pure Food Hour* after he uncovered food scandals in New York while reporting for the old "Globe." In 1931, McCann, Sr. died suddenly and his son, a 21-year-old junior at Georgetown University, left college to take up his father's work and words. The program continued as *The Pure Food Hour* until 1947 when Alfred Jr.'s wife, Dora, joined him at the WOR microphone in their Yonkers, New York, home. It was Dora's first try at radio and she was pretty shaky about the venture. But her charm came through, and her personality and comments on homemaking and child care have ensured her popularity.



TEX and JINX, or John Reagan McCrary and Eugenia Falkenburg McCrary, began their NBC series on April 22, 1946. An ex-newspaperman, Tex was born in Calvert, Texas (natch) in 1910. Educated at Exeter Academy and Yale, he began his journalistic career on the New York "World-Telegram," later transferred to the "Daily Mirror." He was a Lt. Col. in the Air Force during World War II and it was during his overseas service that he met and courted Jinx, who was touring with the USO. The former cover girl, screen actress and tennis star became Mrs. McCrary on June 10, 1945. Their son, John Reagan McCrary III, called Paddy, was born in August, 1946. A second son, Kevin, was born two years later. Jinx was born in Barcelona, Spain, where her father was stationed as an engineer.



the children's hour

foreword by "big jon" arthur

■ On a hot day in June, my good friend Lloyd and I were playing in a backyard swimming pool. To amuse ourselves we were having a contest to see who could hold his breath and stay under water the longest time. After seven tries, I announced that I had bested him four times, therefore I must be the winner. Lloyd laconically admitted my victory with the remark, "Well, after all, kids can't hold their breath as long as human beings can!" I was not too surprised to hear this, because for years I have suspected children are a race unto themselves . . . a breed of angels who gradually change into "human beings." A few years ago, I announced on our *No School Today* program that a boy who had spent eleven years in a hospital wanted picture postcards. The young audience responded by sending him thousands and thousands of pieces of mail. They needed no more than the suggestion this would make the lad happy and they were ready to do their part. As producers of the programs, we are constantly delighted with the children's insistence that we feature program material of "good music", stories of fair play, good sportsmanship, and especially those stories which show a devotion to American ideals. For ten years the American parent has been crying for radio programs for children without "blood and thunder." For ten years most radio program producers have believed that "blood and thunder" were necessary ingredients. But now, the children themselves have shown they will accept—and prefer—a program which meets the approval of their parents.

"BIG JON" ARTHUR, star of ABC's *No School Today* show, began doing children's shows quite accidentally. Back in 1939, he was asked to fill in for a late-arriving performer on a small West Virginia station. Jon saw a couple of kids in the studio, decided to ad-lib his own interpretation of "The Three Little Pigs." He's been working with kids ever since. Big Jon—he's 8' 5"—is the eldest of six children born to a Lutheran minister in Pitcairn, Pa. Today Sparky's collaborator is married, has two kids of his own—Kathy, 11, and Mary Melody, 2. He lives in Cincinnati, broadcasts from WSAI.



WILD BILL HICKOK on the Mutual network is played by film star Guy Madison who grew up, went to school in Bakersfield, Calif. His first job was as linesman for a telephone company and then Guy went into the Navy. While in service, he was spotted by a Hollywood talent scout, whisked off to meet David Selznick. Half an hour later, Guy had a movie contract and a part in "Since You Went Away." After the war, he settled down in Hollywood, married actress Gail Russell. His good looks and athletic ability made him a perfect choice for the role of the dashing *Wild Bill*. Guy stands 6'1", weighs 185 lbs. He's blond, blue-eyed.



JINGLES, Wild Bill Hickok's sidekick and deputy marshall, is played by veteran actor, Andy Devine. Andy's career dates from 1925 when he won roles in silent films. With the advent of sound, his gravel voice, the result of palate growths removed in his youth, doomed him as a leading man but won him comedy parts. Andy's from Flagstaff, Ariz., is now the unofficial mayor of Van Nuys, Calif. He's also a rancher, flier, sportsman. Andy and his wife, Dorothy House, have been married since 1933, are the parents of two sons, Tad, 17 and Dennis, 13. The whole clan has a vigorous interest in sports and every free weekend they hunt or ski.

GUNSMOKE, new Western adventure series on CBS stars Bill Conrad as U.S. Marshall Mark Dillon. Bill, from Louisville, Kentucky, started out to be a newspaperman. But an accident that he didn't see although he was standing nearby convinced him that reporting was not his forte. So after college in California, he remained in Los Angeles as announcer-writer-director at station KMPC. He spent the war years as a fighter pilot, returned to radio in 1945. His present hero role is a switch for Bill, who's often been cast as a villain. Married to June Nelson, a Los Angeles girl, since 1943.



THE BUSTER CRABBE SHOW stars, of course, the former Olympic swimming champion. Born Clarence Linden Crabbe in Oakland, Calif., Buster was brought up in Hawaii and there learned his swimming early. After college, he intended to go to law school but the call of the 1932 Olympic games was too strong. That year he won the 400-meter title, was immediately signed to a movie contract. At Paramount, his athletic prowess made him a natural for Western roles, and his show over the Mutual network follows suit. Buster's the father of two teenage daughters, lives in Conn.

BOBBY BENSON is a young cowboy whose adventures are aired over the Mutual network. The young Westerner is played by 11-year-old Clyde Campbell from Stamford, Conn. Clyde, like Bobby Benson, is an enthusiastic and expert horseman. Unlike his radio counterpart, whose adventures have taken him all over North and South America, Clyde sticks pretty close to home, school and his job. He's managed to blend the lives of an outstanding radio personality and an ordinary school boy very nicely indeed. Animals are his hobby and he's constantly collecting pets. His mom approves!



LET'S PRETEND has dramatized fairy tales for children for 22 years, won every award a radio program can win. The fanciful stories which feature justice, charity, truth and unselfishness are written, directed and produced by CBS' Nila Mack who knows the current kiddie crop wants its share of fantasy. Miss Mack hails from Arkansas City, Kan., where her father was a railroad engineer who died a hero's death in a wreck. Her mother taught dancing and Nila herself won 208 cakes in cake-walking contests. Her first real job was as an actress. She started *Let's Pretend* in 1930.

TALES OF THE TEXAS RANGERS over NBC features film actor Joel McCrea whose childhood hero was Bill Hart. Now Joel is much like his idol. He's a Western film and radio star, lives in the West on his 1000-acre San Fernando Valley, Calif. ranch. All his spare time is spent riding the range among his herds of steer. Joel was born in Pasadena, Calif., began his Hollywood career at 10 as an extra. All through his college years, he kept on doing odd movie jobs, finally won a contract and fame. He's married to former actress Francis Dee and they have two young sons.



SKY KING is the adventure series that stars Earl Nightingale in the title role. Like his Mutual counterpart, Earl is a "man of action." He first decided to satisfy his craving for excitement by joining the Marines. He was aboard the battleship U.S.S. Arizona when the Japs bombed Pearl Harbor and sank her. After eight years in the service, Earl was discharged and went to work for a Phoenix, Ariz., radio station. Since his first air assignment, he's made more than 18,500 radio appearances. Earl is married to a non-professional, father of two kids—a boy, David, 6, and a girl, Pamela, 3.

back in your own back

yard

These are America's home town favorites, selected by "Who's Who in TV and Radio" with the aid of the nation's entertainment editors. They're tops on anyone's list.

KXOK, st. louis, mo.



ED BONNER, who runs the *St. Louis Ballroom* over station KXOK, says that his greatest thrill was being selected "for his unselfish service to American youth" in line with his activities as a disc jockey. Ed decided on a career in radio while working as a fireman in Burbank, Calif. He trained for the job by attending radio school in Beverly Hills, then broke into the field at Idaho Falls, Ida.'s station KID. While there he was a staff announcer, disc jockey and "man of all work." Ed's so fond of kids that he attends many teenage functions in his spare time. He's still single.

WAAT, newark, n.-j.



PAUL BRENNER, whose *Requestfully Yours* show over WAAT is a "must" for Newark, N. J., listeners, was born in New York City in 1917, went to high school in Richmond, Va., and college at Syracuse University. While in college, he worked at the local radio station, then moved on to New York's WNEW. He had been there but two years when offered his present WAAT show. He now does both a radio and TV version (over WATV) of *Requestfully Yours* as well as a teenage show called *Rate the Record*. Paul has been married since 1940 and is the father of three.

WTAG, worcester, mass.



JULIE CHASE has been a dyed-in-the-wool New Englander all her life. Born in Chester, Vt., in 1923, she now lives in Worcester, Mass., where she broadcasts over WTAG. The name of her show is *Julie 'n' Johnny*, and it co-stars Johnny Dowell. The show consists of chatter and special events planning, has been enormously popular with Worcesterites for six years. Julie started her career when she played a piano duet over the air as a little girl. She studied radio and speech at Syracuse University, stepped from college into a job at a Boston station. Husband's Andrew Fuller.

WWSW, pittsburgh, pa.



REGE CORDIC of *Cordic and Co.* is Pittsburgh's favorite disc jockey. In addition, he's an up-and-coming young comic, now under contract to WWSW. Rege hails from Pittsburgh where he was born in 1926. At the age of 16, he began his professional career as a junior announcer on a kiddie show. Several months later, he went on staff, worked on sports shows until he joined the Navy in 1944. He got his present early morning show in 1948. In between radio work and war service, Rege managed to study at Carnegie Tech, New York University and the University of Pitt.

WIBA, madison, wis.



ROUNDY COUGHLIN, more formally known as Joseph Les Coughlin, just stumbled into his radio career and has been stumbling along right well ever since. He's a native son of Madison, Wis., born there in 1899 and known throughout the section as the "Sage of Madison." This title stems from his philosophical utterings on his WIBA show. Roundy's also known for his sports column in "The Wisconsin State Journal." He considers as his highest reward the testimonial that a group of handicapped children gave him for his efforts on their behalf. He says he's a bachelor, "forever."

WEWS, cleveland, o.



BOB DALE came to Cleveland's WEWS as a summer replacement announcer. His first appearance was interviewing a cow during National Dairy Week. He soon worked up to chatting with humans, eventually won a poll as Cleveland's favorite TV performer. Bob, born Robert Dale Bergmayr in Canton, Ohio in 1925, got his start in his home town playing parts in Saturday morning children's story-hour programs at the age of four. He studied at Western Reserve University, then moved on to Cleveland. Bob's forte is informal musical work. He has a baby daughter.

WCPO, cincinnati, o.



PAUL DIXON, whose *Music Shop* is seen and heard over Cincinnati's WCPO and the ABC network, was born on a farm in the little town of Earling, Iowa. As a child, he had an all-consuming desire to get into the entertainment business. After attending Drake University, Paul moved to Chicago and there landed a job announcing at station WAAF. His informal type of delivery won him a newscasting assignment at Cincinnati's WCPO. Eventually he found his proper niche as a disc jockey. Paul is married to his childhood sweetheart, and they have two kids—Pamela, 4 and Gregg, 2.

WTAR, norfolk, va.



BOB DREPPERD emcees WTAR's bright TV show, *Variety Stand*. Bob's a displaced Yankee who now dwells in Norfolk, Va., but hails originally from Waltham, Mass. He studied at the Leland Powers School of Radio, TV and Theatre in Boston, then got a call from a local TV station offering him a chance to do a hillbilly character bit for a commercial. From then on things went well and now Bob has three TV shows. In his spare time, Bob plays trumpet in a Dixieland Combo. He's also an avid golfer, but his favorite fun is playing with his five-year-old daughter, Terry Lee.

WIP, philadelphia, pa.

JOHN FACENDA started in radio because, as he puts it, "one has to eat." He started in TV to see "if I had a place in the new medium." In both fields, the Havertown, Pa., native son has been very successful. So much so that he's now Philadelphia's top newscaster, is heard and seen daily over WIP. John is a graduate of Villanova College, was once set for an engineering career like his father before him. But engineering jobs were at a premium and he drifted into radio, stayed because he loves the field. He's married, has one son, John, Jr., aged 13. A top golfer, John can be found on the links whenever his extremely heavy schedule allows.



WSYR, syracuse, n. y.

CHARLIE FEATHERSTONE, Syracuse, N. Y.'s favorite radio and TV comedian, is heard over WSYR, emceeing audience participation shows, record reviews and sports programs. He's noted for his original style of humor, which is particularly apparent on his TV show, *Charlie Featherstone's Guest Book*. Born in New York City in 1921, Charlie got his first radio job as an announcer at a Rockford, Ill., station. This was in 1947. Two years later, he joined WSYR, now considers Syracuse his home town. In fact, he's just married a Syracuse girl, Barbara Whitmyre, who's music librarian at WSYR. Charlie's favorite pastime is cartooning. He's tops at it.



WLW-C, columbus, o.

SALLY FLOWERS, born Lillian Nixon in Athens, Ill., is now a resident of Columbus, O., and one of its leading citizens. As Sally Flowers, her home-spun humor is an integral part of *Moore's Meetin' Time* over WLW-C. In addition to this TV show, Sally is seen on *Midwestern Hayride* each week. She started her career in vaudeville as a member of the comedy trio of "The Three Belles." Next came a long sojourn in radio beginning in 1931 with the show, *Folks From Pleasant Valley*. Sally signed for her present TV program in 1949. In private life, she's Mrs. O. P. Nixon, Jr., wife of an aviation executive and mother of two young children.



KWKW, pasadena, cal.

BILL GARR, who conducts his own show over KWKW in Pasadena, Calif., is that rarity—a native Californian. He was born in San Francisco in 1917 and educated at the University of California where he became radio manager at the local station. Soon after leaving college, Bill won a job as a part-time sports announcer. His present *Bill Garr Show* features records and informal chats. Bill's greatest thrill came during World War II when he was cited for the great morale job his radio broadcasts had done for servicemen. He and wife, Jean, were married on Easter Sunday, 1944. Bill's a member of the "Hole-in-One Club," enjoys fishing, too.



KPIX, san francisco, cal.

LEE GIROUX, who emcees the *Ladies Day* show over KPIX in San Francisco, Calif., also owns and operates his own television production business, claims that when he gets too old to be talent, he'll fall back on production. Lee was born in Lake Andes, South Dakota, in 1910 and educated at Northwestern University. He's worked in every phase of show business from vaudeville on up. His first airwaves job came in 1933 when he headed up a sports-cast show. He was an actor during the experimental days of TV. His achievements were recognized when he was voted 1951 "Man of the Year" by the Academy of TV Arts and Sciences. He has two kids.



WGR, buffalo, n. y.

ROBERT GLACY was born in the Bay Ridge section of Brooklyn, New York, in 1911. He spent his childhood studying piano with private teachers and at the Juilliard School of Music. This musical background eventually helped him to land his present job with WGR in Buffalo, N. Y., where he now handles commentary on the Buffalo Philharmonic Symphony broadcasts, also spins popular records on his regular show. Bob and his wife, Frances Linehan, are now residents of Snyder, a Buffalo suburb. They have two children, Georgia, 5, and Gene, 2. They also have a Doberman-Pinscher and a German Shepherd as pets for the entire Glacy family.



WTMJ, milwaukee, wis.

BOB HEISS, often called the "Grand Old Man of Radio" by WTMJ listeners in Milwaukee, Wis., has been broadcasting there since 1934. It all began when, as a promotional stunt, WTMJ offered auditions to anyone in the area who wanted a career in radio. Almost a thousand applicants showed up, but Bob got the job. A native of Dayton, Ohio, Bob's now emcee of the *Man Next Door*, which was recently chosen the best-liked TV show in Milwaukee. His program consists of interviews with outstanding personalities. In the sports line, Bob, a former U. of Wisconsin football star, announces local wrestling bouts. He's married, has a 21-year-old daughter, Carol.



WDAF, kansas city, mo.



RANDALL JESSEE is "Mr. Television" to his legion of admirers in Kansas City. The top-flight news analyst and emcee was recently honored by flood victims in Trailer City, Kansas, for his work on their behalf during the '51 disaster: they named their Community Center after him. Randall's 38, hails from Excelsior Springs, Mo. After two years of college, he shipped to the Orient as a seaman, spent two years ploughing the waters off China, Japan and the Philippines. He gave up the sea for marriage and salesmanship, broke into radio in 1936 when he offered his services as an announcer at KCKM. He's been WDAF's program director since '50.

KFMB, san diego, cal.

HAROLD KEEN, KFMB's ace newsmen, hardly gets time to eat. That's because he does two daily local newscasts, a weekly half-hour tape-recorded series of interviews with personalities in the news, and a nightly TV program, *People in the News*. He is also correspondent for the "Los Angeles Times," "Time" and "Life" magazines, and edits the house organ for the Ryan Aeronautical Company! Harold, a transplanted New Yorker, was a reporter for the San Diego "Tribune-Sun" when he was asked to do a newscast for the local Mutual outlet. When the paper ordered him to quit his radio and TV activities, he quit the paper instead. Has 3 kids.



WAVE, louisville, ky.



PEE WEE KING sky-rocketed to fame throughout the U.S. in the last two years when two of his song compositions, "The Tennessee Waltz" and "Slow Poke," became smash hits. The popular band leader and composer first broke into radio in 1934 when he was waving the baton for Gene Autry's music-makers. His television debut was even more auspicious—it was WAVE's first TV show, too. Pee Wee hails originally from Milwaukee, Wis. In 1936 he married his band vocalist and now there are Marietta King, 14, Frank King, Jr., 10, and twin boys, Larry and Gene, 8. When not band-leading or recording for RCA Victor, he can be found playing golf.

WTOP, washington, d. c.

GENE KLAVAN, whose WTOP show has captured regular listeners from Washington, D. C., to upper Canada and down again to Florida, likes to recall the time he joined WCBM in Baltimore as disc jockey and announcer. "In one day I interviewed President Truman, covered a matinee of a three-ring circus, covered the opera in the evening, and interviewed Andy Russell and Martha Tilton on my late night show. It was highly educational, to say the least." Gene's a 28-year-old native of Baltimore who was majoring in law and minoring in radio until World War II service put an end to his legal aspirations. Married, he has a son, Ross Eliot.



WRNY, rochester, n. y.



GEORGE LI BUTTI got off to an early start in his radio career. The popular Rochester, N. Y., disc jockey and emcee began there as a juvenile performer in 1936, when he was 12, after having been recommended by a local school of singing and dancing. The show was called *Miniature Minstrels* and young LiButti performed as an "end man"—sang and told jokes. In 1938, a show called *Junior Musicomedy* originated at WHEC and was aired over the CBS network, with George taking musical and dramatic parts on each show. Since 1945, he's been in the announcing field. George is a golf bug, uses a No. 7 iron to plough out of winter snow drifts.

WABB, mobile, ala.

BUCK LONG, born Dewey H. Long, Jr., is a 23-year-old whose Mobile, Ala., late evening show, *Buck's Back Room*, is a big hit with WABB listeners. Buck's two-hour show offers plenty of verbal corn along with some excellent jazz records. The young emcee got his radio start immediately after leaving Spring Hill College. He'd done record library work while in school, so a disc jockey show seemed a perfect showcase for his talents. In 1950, Buck married a young Southern belle named Sara and the two are planning a large family. In the meantime, they spend their spare time together doing wood work, or indulging in water sports in season.



WGBS, miami, fla.

BOB MARSHALL conducts two WGBS (Miami, Fla.) shows, the *Party Line* and *Record Jury*. The former is largely music and includes a telephone give-away gimmick. The latter is, as the title suggests, a disc jockey show featuring guest judges who rank new records. Bob hails from Mason, Mich., where he was born in 1924. He got to Florida as a high school kid, then went to Rollins College. His first radio job was as staff announcer at WDBO, Orlando, Fla. in 1941, and included all the extra tasks assigned an employee of a small station. Bob is grateful for the fundamental knowledge of radio broadcasting that he picked up there. He has two sons.



WOC, davenport, iowa

MARJORIE MEINERT, who played her first professional engagement when she was seven, brings a fine musical background to her work as organist at Davenport, Iowa's station WOC. She performs with George Sontag at the piano on *George and Marge* (a radio show) and *Two for the Show* (on TV). The latter program recently won a position among the 10 best local shows in the U. S. Marjorie was well advanced toward a concert career when she veered to radio instead. She's a graduate of Dubuque University's Conservatory of Music. Her hobby is composing music and she's just recently begun to have her selections published. She's married.



WEEL, boston, mass.

CARL MOORE has been in radio in Boston since 1924 and on WEEL for the past 15 years. His show, called *Beantown Varieties*, is an early morning wake-up hour complete with orchestra, female vocalist and cowboy trio. The spark plug is Carl himself who's a gifted comic, pianist and singer. In fact, he started his career as a song plugger, moved from there into broadcasting. Carl hails from Jack Benny's home town, Waukegan, Ill. He went through high school, continued his education at the School of Hard Knocks. His hobbies are golf, billiards and, as Carl puts it, "girls, girls, girls." Over the years, he's had over 1000 sponsors.



KING, seattle, wash.

BILL O'MARA started in radio in 1939 in Grand Forks, N.D. He worked seven days a week, 10 hours a day doing all types of announcing. For his Herculean labors, Bill earned \$80 a month. Since then, his hours have decreased, his salary increased, and his popularity at KING, Seattle, Wash., has skyrocketed. Bill now does the *Night Sports Final* over TV, doubles as a disc jockey and general emcee. The St. Paul, Minn., lad won public acceptance when he said a prayer over the air for two men killed in the 1951 Gold Cup Race on Lake Washington. Over 1000 letters of commendation poured in. Bill's married and has three youngsters.



WNEW, new york, n. y.

MARTIN BLOCK is probably the best known and highest paid disc jockey in the New York area. WNEW's ace platter spinner arrived there in 1936 after a stint on a sound truck and some station experience in California. At that time, WNEW was only a few months old, and Martin landed a record-playing job. During the Hauptmann trial, he was assigned to fill in with music between trial bulletins. He got one sponsor, called the program the *Make-Believe Ballroom* and was on his way up. The "King of the Disc Jockeys" writes popular tunes himself—his best known is "Flat Foot Floogie." He vacations on his Encino, Calif., ranch. Has two sons.



WMC, memphis, tenn.

BERL OLSWANGER has had his own show for 22 years. He started on WMC in Memphis, Tenn., when he was 12, is now seen and heard on WMC-TV. Berl, a graduate of Memphis State College and a music major, is a piano-playing emcee on the *Berl Olswanger Show*. Assisted by his all-girl singing trio, he conducts a musical hour. In addition, Berl runs a piano school which teaches his copyrighted system of playing popular music. In his spare time, he fishes from the dock at his lakeside home in Mississippi where he lives with wife, Edna, and son, Berl, Jr., aged 4. Admiral Halsey praised his morale-raising activities during the war.



WBAP, ft. worth, tex.

DEAN RAYMOND designed a children's puppet show for WBAP-TV in Ft. Worth, Tex. The show, *See-Saw Zoo*, proved so popular with the younger set that it's been running daily for three years. This is Dean Raymond's first broadcasting job, and his hand-puppet program is entirely original both in format and in the characters who appear on the show. Dean's a graduate of the University of Chicago where he first took up puppeteering. He toured the country for years before settling down in Ft. Worth. Highest praise he's ever received comes from children who suggest ways to solve the problems Dean gets his puppets into on the show. Married.



WRVA, richmond, va.

SUNSHINE SUE packs them into Richmond, Virginia's WRVA Theater every Saturday night for her famous *Old Dominion Barn Dance*. The only feminine emcee of a nationally known hillbilly program, she is in real life Sue Workman. Three years ago, she was crowned "Queen of the Hillbillies" by Virginia's former Governor Tuck. Her husband, John Workman, plays bass fiddle in the show and is also the business manager. In 1950, Sue won Radio Album's National Award for "an outstanding contribution to American folk music." She's the mother of two children, Virginia Sue and Bill. The whole family lives on a 1000-acre Colonial plantation.



WSPD, toledo, o.

LOYD THAXTON used to entertain his buddies in the Navy during World War II. That experience made him realize that show business and he were meant for each other. Lloyd studied speech at Northwestern University where he started his own radio station. He also did emcee work throughout the Midwest, doubled as a stage hand. The 25-year-old Memphis, Tenn., boy moved to Toledo, Ohio, where he got a chance to run his own disc jockey show, *Backstage With Lloyd* over WSPD-TV. This year, Lloyd was chosen to represent WSPD as the outstanding local personality on the coast-to-coast Kate Smith TV hour. He's unmarried.



WSTP, salisbury, n. c.

JIM TURNER, who runs the *Supper Club* over WSTP in Salisbury, North Carolina, started in radio as a sportscaster. At various times, he was assigned to fill in on record shows and his deejaying proved so outstanding that he became a full-fledged platter spinner. Jim hails from Rockford, Ill., started touring the country with an acting troupe after he'd finished college. He stopped off in North Carolina, liked it so much that he's stayed ever since. His *Supper Club* now has a larger listening audience than any other radio show in the area. Jim and Eloise Truesdel were married on March 7, 1947. They now have a son, Jim, Jr., aged four.



WWL, new orleans, la.

PINKY VIDACOVICH, real name Irvine John, is a Louisianan through and through. He was born in Buras, went to school in New Orleans where he now lives and broadcasts. His show, *Dawnbusters*, is heard over WWL each morning and Pinky's comedy and skilled handling of the orchestra make it a must for thousands of New Orleans listeners. Pinky started his WWL career in 1932 as conductor of the staff orchestra, originated the *Dawnbusters* show in 1937. In addition to his other talents, he writes songs about the cajun and bayou country for use on his show. He and his wife, Bertha, have been married since 1932, have 2 sons.



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