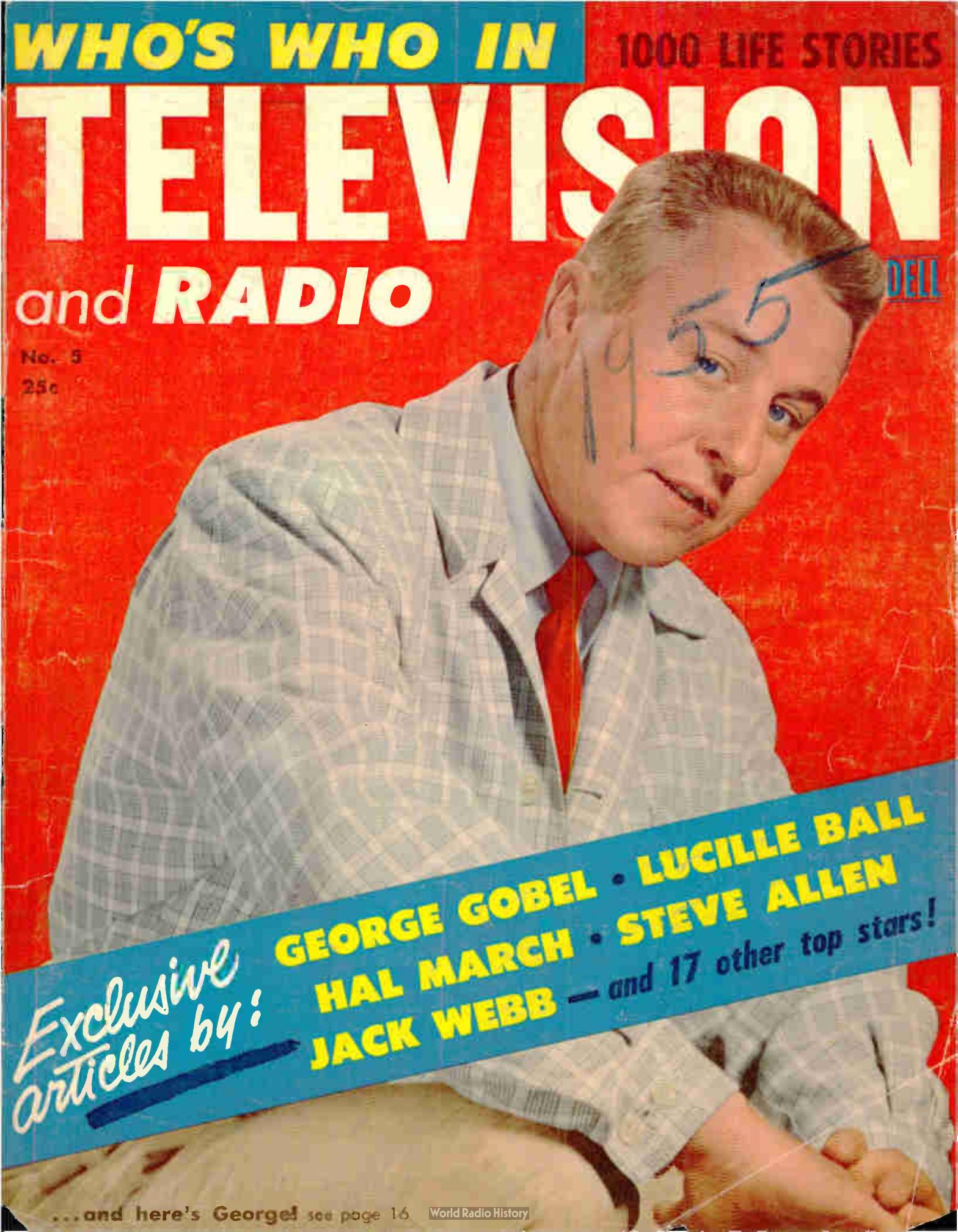


WHO'S WHO IN TELEVISION

1000 LIFE STORIES

and **RADIO**



DELL

No. 5
25c

Exclusive articles by: **GEORGE GOBEL • LUCILLE BALL
HAL MARCH • STEVE ALLEN
JACK WEBB — and 17 other top stars!**

...and here's **Georgel** see page 16 **World Radio History**

who's who in tv and radio

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Morgan Beatty

PREPARED BY THE PUBLISHERS OF:

Modern Screen
Modern Romances
Screen Stories
Screen Album
Who's Who in Music and Records
Who's Who In Hollywood
Hollywood Family Album
Hollywood Romances
Hollywood Life Stories
Hollywood Yearbook

ONCE UPON A TIME (five years ago, to be exact) we published our first issue of WHO'S WHO IN TV & RADIO. Sold out, too. That was when there were a mere four million television sets in existence. This year, there are more than 35 million sets flooding the living rooms of the nation with light and entertainment. (If you like nice, neat, round figures, the total is 35,904,920.) Quite a change!

We've changed too, and you'll find a few of the changes reflected in both television *and* us in our double-feature articles: "The Happy Blending" on page 38, and "Flight of Fancy" (the picture story behind the year's Biggest Moment on TV) on page 40. But we still have the same principles we started with: we still believe a darkened screen in the living room is just a piece of furniture, but that the minute you turn on the switch, a particular form of magic begins—for the entertainment stars of TV and radio start walking into your living room, bringing with them laughter and tears, song and drama to fill your days and nights with entertainment.

We all know it's the *people* in it who make both TV and radio as exciting as they are. We think these people lead interesting lives, but the story of how they got to the top (or pretty close to it) is even more so. In this magazine, you'll find the life story of almost every star of radio and television. And that's not all, either. We have 22 (count 'em) guest editor feature articles, written by TV and radio's brightest stars. Cast your eyes across the line-up of special contributors on the left. Is it anything short of fabulous? And—because this magazine is (most of all) meant for you and devoted to your preferences—we hope you'll turn to page 99 and accept our invitation to cast your ballot for the stars and send it back to us, letting us know who's your favorite who.

Blanche E. Schiffman, *editor*
Paige Lohr } *contributing editors*
June Frame }
William Chevallier, *art editor*
Angelo Grasso, *cover design*
Fernando Texidor, *art director*
Richard L. Williams, *editorial director*

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television

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On these pages you will see every star who's in TV. (Sid Caesar is on page 21.)

foreword by **steve allen**



EYDIE GORME, vocalist, is the "prettiest and peppiest cheerleader" (title by courtesy of her N.Y. Taft High School contemporaries), ever to become a singing sensation on Steve Allen's NBC-TV "Tonight." Matter of fact, Eydie, a little girl (5'4", 116 pounds) born Aug. 16, 1931, has been a swank supper-club sellout, since "Tonight" took hold on TV. A kiddie singer, then band vocalist, Eydie speaks Spanish, sang for "Voice of America" shows.

ANDY WILLIAMS happened to be passing through NYC, saw old pal Bill Harbach, producer of NBC-TV's "Tonight," and, within an hour, was signing a contract as vocalist on the show. Andy had only one suit in his portmanteau, but that was in 1954. Things have changed since. Son of a Wall Lake, Iowa, railway mail clerk, Andy and Bros. (Don, Dick, Bob) sang on station WHO as kids, worked for MGM, served in World War II.

STEVE LAWRENCE, appealing, young (he's pushing 20) baritone on "Tonight," NBC-TV, likes to quote Mom: "If you knock loud enough . . . someone is bound to open the door." All doors are open to Steve, since he started with Steve Allen in 1953. Son of a Brooklyn, N. Y., synagogue cantor, Steve sang with his father's choir, made many \$\$, during Jefferson High School days, singing at local affairs. Vocal coach Fred Steele steered him to stardom.

SKITCH HENDERSON, musical director of NBC-TV's "Tonight," has worked with Allen, Steve, that is, for many years—developing as one of the too few gentlemen of show business. Born in Birmingham, England, Jan. 27, 1918, Skitch grew up in the U.S., began music training in Chicago at 15. Married to beautiful TV star Faye Emerson, Skitch arranged music for Bing Crosby in movies, went on a theatre tour with Judy Garland back in 1938.

STEVE ALLEN spent the summer in Hollywood, acting the life story of Benny Goodman. If his NBC-TV show, "Tonight," keeps its present rating, soon somebody else will be in L.A. filming Steve Allen's saga. Literate, likable Steve has created something of a phenomenon with his TV Late, Late, Late, Late Show (11:30 p.m. to 1 a.m.), keeping America coast-to-coast bleary-eyed from lack of sleep since "Tonight" began, Sept. 27, 1954. When bespectacled Steve courted and married actress Jayne Meadows, the details of their romance were about as private as those of one Romeo and Juliet. Our hero, age 33, was the son of 2 vaudeville comedians. Born in N.Y., he grew up in Chicago, started as disc jockey.



GENE RAYBURN, straight man (also weatherman, newsman, sometimes handyman) on NBC-TV's Steve Allen "Tonight" show, spent most of last year in sick bay (he had hepatitis). Irrepressible Gene appeared on many shows via tape recording. Born in Christopher, Ill., Gene is married, has a girl-child, commutes daily to Mamaroneck, N.Y. Spends summers in Nantucket, commuting by plane. Gene got his start in radio by becoming a page, went on to bigger things—including the Army Air Corps.



phone in my hand, only to see the lady who'd been sitting next to this man take off and run up the aisle. "Where's she going?" I said. The man shook his head. "Oh, she's just afraid my wife will see her with me," he said. The audience at home gets into the act by telephone. Once I interviewed two women, and a gentleman at home took such a fancy to them that he phoned from Hackensack, New Jersey, to offer them some live chinchillas. The nervous ladies refused with thanks. I'm often asked how we dig up the characters and guests that do turns on "Tonight." The truth is that the great majority of them come to us physically or simply telephone us. Or somebody will call about a character and says something like, "I know a man 98 years old who doesn't wear clothes," or whatever. Fortunately, New York and Los Angeles are two of the biggest cities in the world, and they have one big thing in common:

they house hundreds of unusual and eccentric souls. We'll never run out of them. The number-one production theory I adhere to is variety. I figure people get tired of a TV show 10 times as fast as they did of a radio show: on TV, you're lucky to last three years. To keep us "alive," I try to have something fresh every night. We can do things other variety shows can't do—educational stuff, panel discussions—partly because there's no rigid format, partly because we have 90 minutes of time. One thing that never ceases to amaze me is the intolerance shown by TV viewers for any type of entertainment except that which they personally approve. We put on a classical violinist and get postcards objecting. "Why not popular music?" We have a jazz artist, and get complaints about the "vulgar" noise. It's as if each viewer were the center of the universe. But I don't mind, just so they keep viewing.

VARIETY

this way to entertainment ...



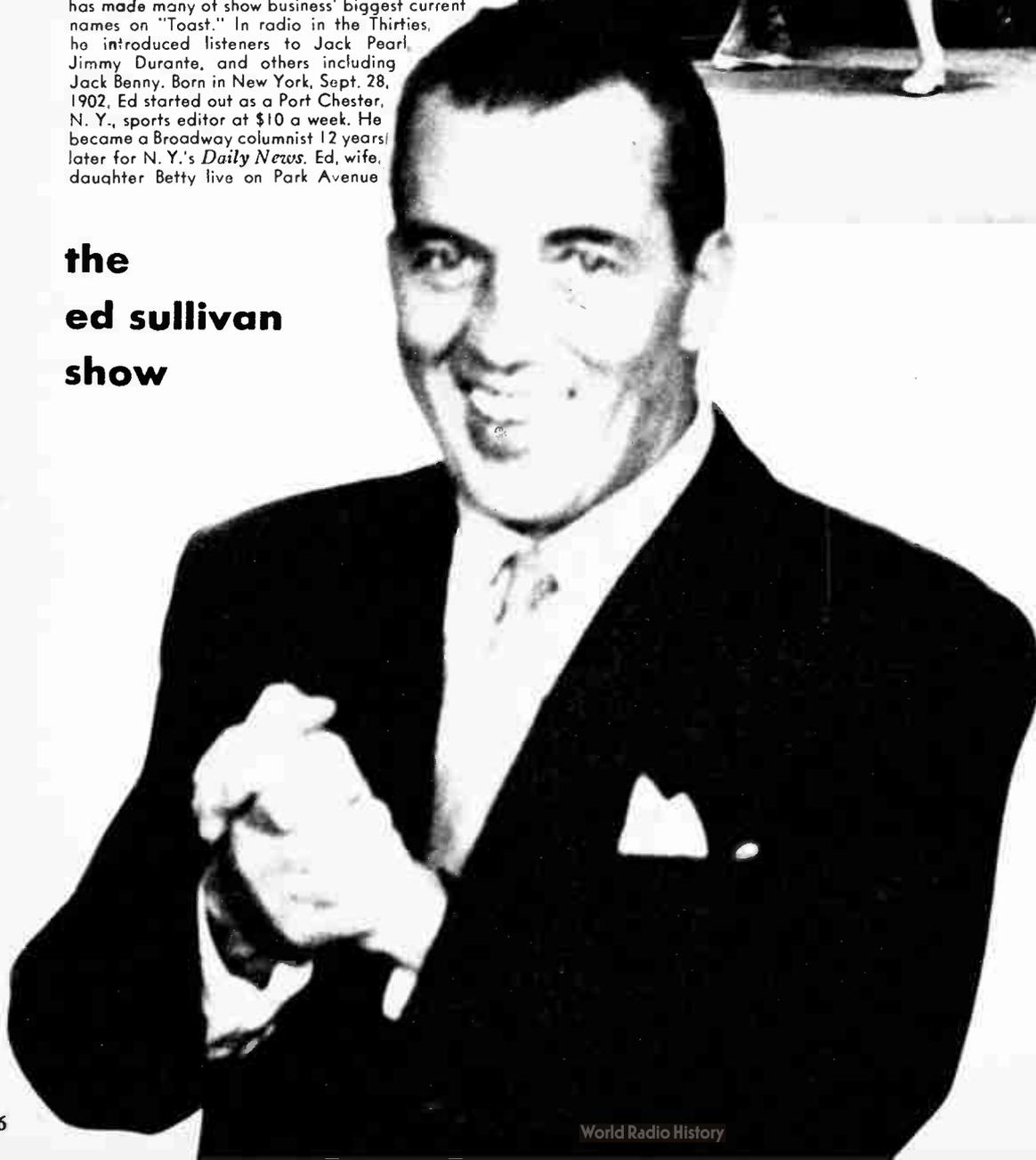
Guests of "Tonight" are wives of Allen and Henderson, Jayne Meadows and Faye Emerson (biographies on page 26), Kim Novak of Hollywood and Future Fulton, model and actress.

THE TOASTETTES, beautiful six ooh-la-las who dance weekly on Ed Sullivan's high-powered show, CBS-TV, are rigidly captained by Toastette Rae MacGregor. Blonde Rae, born in Dunbarton, Scotland, claims her dancers' "routine is every bit as strenuous as that of the most exacting ballet companies." The Toastettes, now in their 7th TV year, include: Cynthia Scott, from Haiti; Franca Baldwin, Italy; Audrey Peters, Norma Thornton, Hazel Patterson, of the U.S.

ED SULLIVAN, lantern-jawed host of CBS-TV's and Lincoln-Mercury's "The Ed Sullivan Show," otherwise known as "The Smile," pops up in every comedian's act. His individualistic mannerisms, especially the grimace, beg imitation. But no one of his imitators holds a candle to the real Sullivan—a man of rare drive and showmanship. Now in its 7th year, "Toast of the Town" premiered June 20, 1948, a Sullivan brain child conceived of his 30 years on Broadway. Sullivan has made many of show business' biggest current names on "Toast." In radio in the Thirties, he introduced listeners to Jack Pearl, Jimmy Durante, and others including Jack Benny. Born in New York, Sept. 28, 1902, Ed started out as a Port Chester, N. Y., sports editor at \$10 a week. He became a Broadway columnist 12 years later for N. Y.'s *Daily News*. Ed, wife, daughter Betty live on Park Avenue



the ed sullivan show



stage show



JIMMY DORSEY plays sax to brother Tommy's trombone in a TV partnership ("Stage Show," CBS) which shows no trace of the JD-TD 17-year friendly feud. The Dorsey Brothers Band was great in the Thirties, when Jimmy decided to strike out on his own, stressing sweeter, subdued music ("Amapola," "Besame Mucho"). Jimmy's dad put him to work at age 8 in his Mahanoy Plain, Pa., brass band. He earned his own sax at 10.

TOMMY DORSEY, younger of the band leader brother-reunion on "Stage Show" (CBS-TV), was first to take the trombone out of the oom-pa-pa class, is still the greatest trombonist. TD has sold 70,000,000 records, brought fame to Frank Sinatra, Bob Crosby, the late Glenn Miller, many, many others. Born Nov. 19, 1905, in Mahanoy Plain, Pa., Tommy learned trombone in Pop's brass band, was first to play big theatres.

← **WILL JORDAN**, popular, young (27) comedian who can look, act and talk more like Ed Sullivan than Ed Sullivan, does so regularly on CBS-TV's "Ed Sullivan Show." Between his "Show" dates, Jordan has been rupturing audiences in hotel supper clubs in a mock revue called "Boast of the Town." Will had imitated Sullivan (he does hundreds of other character take-offs, too) on scores of TV shows until 3 years ago, when he stood back-to-back with Sullivan on "Toast," and, according to the N.Y. News, "captured every nuance, every inflection, every shoulder shrug, every near-burp." Since, critics coast-to-coast have termed Jordan a "devastating" mimic. Jordan began to exercise his X-ray eye and ear for mimicry during school days at N.Y.'s Flushing High School. His acting in school plays took him to the American Academy of Dramatic Arts. Then he went to work, and "landed just about enough small parts to get my Equity card." He snagged a night club job at Le Ruban Bleu, but after that, "Each step was down! And the layoffs, weeks at a time. I was very discouraged," he says. Life's different (and better) now!

THE JUNE TAYLOR DANCERS, whose clever choreography is currently interpreting the Dorsey Brothers music on CBS-TV's "Stage Show," owe their TV success to a young lady named—you guessed it!—June Taylor. Blonde June, now in her early thirties, first revealed her mature TV technique, when her June Taylor Dancers appeared, July 4, 1948, as a regular feature of Ed Sullivan's "Toast of the Town." June first began to cope with problems of camera dancing in 1937 in London, where she staged productions for the BBC's TV division. Chicago-born June learned dancing at 9 from teacher Merriell Abbott, toured Europe with the Abbott troupe in 1933. June became a night club, theatre, hotel headliner here and abroad, until illness (TB) nearly took her life at age 20. In 1942 MDs allowed her to teach again—not dance. Miss Taylor is married to Sol Lerner, N. Y. theatrical lawyer, decorates as a hobby:





ARTHUR GODFREY, (CBS-TV), now pushing his quarter-century in broadcasting, goes into more U.S. homes, it's said, than the milkman. Freckle-face Godfrey, who looks like a boy but was born (in New York) Aug. 31, 1903, began to be a legend in 1945 with the first broadcasts of "Arthur Godfrey Time." His informal manner, ukulele playing and kidding commercials set a style for a new generation of radio-TV performers. He made his radio debut in Oct., 1929, on a Baltimore amateur show, now lives on a 1700-acre farm down in Virginia.

arthur godfrey and his friends

THE MCGUIRE SISTERS ("Arthur Godfrey and His Friends") are all 5'8", have brown hair, brown eyes, wear size 10—but, hear this!, they are *not* triplets. The sisters, making a splash these days like early-day Andrews Sisters, get so piqued by the triplets rumor, they even tell their age. All born in Middletown, O., their birthdates are: Christine, July 30, 1928; Dorothy, Feb. 13, 1930; Phyllis, Feb. 14, 1931. They made the long trek from Miamisburg, O. to sing for Godfrey.



CARMEL QUINN was barely off the boat from Dublin last year, before she was urged to audition for Arthur Godfrey. She did it and we're glad. "Little Godfrey" Carmel, who is 5'6", has red hair, blue eyes, was born in Dublin, worked as bookkeeper in an uncle's dress factory. But, faith and begorrah, she wanted to sing, and auditioned at Dublin's Theatre Royal. Jobs with popular Irish and English bandleaders followed, until she saved boat fare to the U. S.

TONY MARVIN, walking encyclopedia and announcer for the Godfrey shows on CBS radio and TV, thinks his first job as a "little Godfrey" 8 years ago is the nicest thing that ever happened. Marvin, a voracious reader, answers Godfrey's simple questions with erudite dissertations. Born in N.Y.C., Oct. 5, 1912, he sang bass with the N.Y. Operatic Guild, was World's Fair chief announcer. A handsome 6-footer, Tony is married and has a daughter, Lynda.



FRANK PARKER, sweet-singing tenor who's one of Godfrey's "Friends" on CBS-TV, once got very, very tired, retired at the peak of success. Still a bachelor (the object of much female fan mail), Frank was born in New York's Lower West Side, April 29, 1903. He studied at the Milan Observatory, hit the big time with Jack Benny, sang opera, and made 2 movies.



JANETTE DAVIS, Arthur Godfrey's lovely (CBS-TV) vocalist, is a li'l ol' (not very) Southern gal who started singing at local functions, almost before she could talk. Born in Memphis, Tenn., raised in Pine Bluff, Ark., Janette had her own Memphis radio show at 14. She sang around the South, caught Godfrey's eye while singing on CBS with Red Skelton (1946).

garry moore show



DURWARD KIRBY, "Garry Moore Show" announcer, went to Purdue to study aeronautics. On graduation, he became a disc jockey. Born in Covington, Ky., DK's married, has 2 sons. Garry Moore discovered his comic talent, has been using it since '39's "Club Matinee."

DENISE LOR was picked from 300 singers who auditioned for CBS-TV's "Garry Moore Show" because of what Garry calls her "charming dignity." Same dignity is well-proportioned. Born in L.A., Denise grew up on Leng Island, N.Y. She has toured in many musicals.

KEN CARSON, vocalist, CBS-TV "Garry Moore Show," is another of Garry's old Chicago "Club Matinee" finds. Young, dark-haired Ken, born in Chickasha, Okla., could run a tractor at 5, play harmonica well enough to win amateur nights. Ken has also made movies.

GARRY MOORE was the writing profession's loss and our gain ("Garry Moore Show" CBS-TV). Publishers flatly refused to take him seriously. So did all his employers, insisting he was a comedian. After high school in native Baltimore, Md., Garry wrote a play with the late F. Scott Fitzgerald (no publisher yet). Worked as continuity writer at WBAL but station executives pushed him into a comedy show. Went to St. Louis in 1938 (KWK) as announcer, landed a comedy show. Born Jan. 31, 1915, Garry is married, has two sons.

robert q. lewis show

ROBERT Q. LEWIS (the Q. is pure whimsy) is busy-busy in TV. Has been since April, 1947, when he first subbed for vacationing Arthur Godfrey. He's no subber now! Born in N.Y. April 5, 1921, bachelor Bob started as announcer in 1941, after graduating from U. of Mich.

EARL WRIGHTSON, baritone, "Robert Q. Lewis Show," CBS-TV, was 8th and last child of a Baltimore, Md., minister. Earl studied with singer Robert Weede, worked as radio page boy. Local N.Y. radio jobs led to networks. He, wife, girl Wendy, reside in Glen Head, N. Y.

RAY BLOCH, 22 years a conductor, arranger, choral leader with CBS, is gaining new stature as conductor-ad libber on CBS-TV's "Robert Q. Lewis Show." Born Aug. 3, 1902, in Alsace-Lorraine, Bloch says his father, a chef, scrimped to pay for his musical studies. 'Twas worth it!

DOR LIBERTO, dancer, singer, choreographer on CBS-TV's "Robert Q. Lewis Show," had a pretty lazy life until age 12, in native Pittsburgh, when he became a pro singer-dancer. High school was followed by Broadway ("Annie Get Your Gun") and night-club jobs.

LEE VINES, "Robert Q. Lewis Show," CBS-TV, was talent-scouted for radio, narrating in a play for his high school drama club in Camden, N. J. WCAM's manager heard, hired him. Born April 11, 1919, Ontario Can., Lee is 6', has brown eyes, brown hair, plays golf in the 70's.

LOIS HUNT, soprano, took time out from CBS-TV's "Robert Q. Lewis Show" in 1955 to have a baby. But, brunette, 5'5"-Lois is back singing as well as she did at the Met, and with the Philharmonic. Born in York, Pa., she is a licensed dentist like her Dad, is wed to writer Morton Hunt.





jack paar show

JACK PAAR, of the some-named CBS-TV show, got started as professional funnyman by accident—some slipped discs, as it were. As disc jockey on a Buffalo, N.Y., station, he found himself slipping in more comic asides than "sides." In Army Special Services during WW II, he really made Grade A as comedian, got a fat postwar movie bid, graduated to own network show, was named best new comedian. He stems from Canton, O. Married.

JACK HASKELL, baritone bard on the "Jack Paar Show," decided to become a professional singer during high school days in Cleveland—and so he did. Bachelor of Music degree, Northwestern, 1942. He made his debut on WBBM, Chicago, soon after, was a pilot during the war. After that bigger and better radio and TV programs. They included Dave Garroway's, "Stop The Music." Married, he now lives in Darien, Conn. Hobbies: flying, boats, golf.

JOSE MELIS, pianist on the "Jack Paar Show," did not start his music education until he was all of three. He entered Havana Conservatory at six, graduated four years later, gave his first public concert at age seven. The Cuban government gave him a scholarship to Paris, and he studied under famed Alfred Cortot. José met Paar while both were in the Army during the war. They've collaborated since. He has a Mrs. from Oklahoma; two l'il Melises.

EDITH ADAMS, pert thrush of the "Jack Paar" CBS-TV-er made a name for herself on "name" shows. Discovered on Godfrey's "Talent Scouts," successfully auditioned for the "Ernie Kovacs Show," same on Paar's. In between won Sister Eileen role in hit musical "Wonderful Town." She's classically educated—Juilliard School of Music. Also pretty classy in chassis—being named Miss U.S. Television a couple of years ago. Pennsylvania born, N.Y. bred.

chance of a lifetime



DENNIS JAMES, ABC-TV's "Chance of a Lifetime" emcee, used to draw umpteen million female fan letters yearly because he was one of TV's highest-paid, handsomest hosts—and a bachelor besides! The umpteen million letters pour in now, even since Dennis' marriage in Dec., 1951, to Marjorie (Mickey) Crawford, but because James is high-paid, handsome, an ideal husband. The Jameses live in a house on Echo Bay, Long Island, own 3 boats.

morning show



DICK VAN DYKE of CBS-TV's "Morning Show" goes bankers' hours one better. That is unless you consider getting up about four in the morning a slight drawback in the otherwise three-day-a-week, about one-hour-a-day job he now has. Dick, who has done night club work throughout the country, tells fantastic fables, but with real solid results. He was born and brought up in Danville, Ill., has had a fabulous career in the show world since 1947.

ozark jubilee



RED FOLEY, emcee-baritone of ABC's "Ozark Jubilee," was more or less quietly studying for an operatic career—real, not hoss, that is—while a student at Georgetown—when a talent scout heard him. Briefly, Red became one of the singing stars of the "Chicago Barn Dance." Since, he has been a major standby of NBC's "Grand Old Opry." His home town is Berea, Ky. Pappy ran a general store. Widowed, he has 3 daughters, records with them.

dotty mack show



DOTTY MACK, of her own "name" show (ABC-TV) is unique in being a "girl of a hundred voices" without uttering a sound. It's all done, not with mirrors, but with records. D. just goes through the motions. The idea began in the midwest on Paul Dixon's Show, but Dotty soon graduated to her own. Her pantomime skill is from professional studies—Schuster-Martin Drama School, Cincinnati, the Mack home town. Pre-TV, Dot was a professional model.

foreword by **robert montgomery**

■ Borrowing a piece of the movie industry's favorite cheer-leading slogan, you could describe the past season in video drama as "better than ever." In the six years "Robert Montgomery Presents" has been on the air, no time can compare with these last months for increase in the number and quality of dramatic shows. The years of trial, success and error by networks, directors, producers, writers and technicians were reflected in an unmistakable maturity—and teleplays came closer to fulfilling their great potentiality as unique conveyors of the dramatic moment. On my own program, we experimented in adapted screenplays and the presentation of classics of "Great Expectations" calibre over two-week periods. Above all, we turned our attention to new writers. Despite

the fact that TV has developed a stable of excellent scripters, we know that only through the encouragement of young writers who can give fresh expression to new ideas will the medium be able to retain its vitality and satisfy the yawning appetite of programming. It's discouraging to hear one of these hopefuls say: "Of course, I could write good TV plays, but you can't get any of the production offices to read them." Actually, my offices read more than 500 original scripts a year and we're still crying for fresh material. Most of the other playhouses operate on the same basis. If we can get the budding Reginald Roses and Rod Serlings past such artificial barriers, video drama may soon push the quiz shows and the tired old movies into a small corner of the family screen.

DRAMA curtain time in your parlor

ROBERT MONTGOMERY, producer and narrator-host of NBC-TV's "Robert Montgomery Presents," has made a strong stand in both the artistic and business sides of his field. Born in Beacon, N. Y., 52 years ago, he appeared on Broadway when he was in his early twenties, went on to a successful career as an actor, and later as a director, in Hollywood. He's married to Elizabeth Harkness, has a daughter (actress Elizabeth) and a son by his first wife.





KRAFT THEATRE:
Everett Sloane
plays Walter Ramsey
to Ed Begley's
troubled
vice-president in
"Patterns."

KRAFT THEATRE began its amazing career on May 7, 1947, in a converted radio studio that was hardly large enough for the actors, the scenery, and the camera. Since then an accent on good scripts, live productions, and Broadway actors has kept the program at the top of the TV ratings. Last season's "Patterns" got rave reviews, and viewer response was so tremendous the show had to be repeated. Kraft Theatre—one of the first playhouses on TV—has produced almost 500 different shows, including both original scripts and adaptations of Broadway hits ranging from broad farce to high tragedy.

EVERETT SLOANE was so successful in his performance of Walter Ramsey in "Patterns" on the Kraft Theatre last season, that he was signed to play the same role in the movie version of the drama. A veteran of radio, stage, films and TV, he made his first appearance as an actor at the off-Broadway Cherry Lane Theatre in Greenwich Village. Sloane is a native New Yorker. On Broadway he has played in "Boy Meets Girl," "A Bell for Adano" and "Native Son." His films include "The Men" and "Lady from Shanghai." As versatile as he is talented, he has directed several Broadway plays as well.

ED BEGLEY gave one of last season's most shattering performances as the crumbling vice-president in "Patterns" on the Kraft Theatre. He will be seen in the same role in the film of the drama which was made last summer in Brooklyn, N. Y. His Broadway career, which includes appearances in such hits as "All My Sons" and "John Loves Mary," has recently been heightened by his role as William Jennings Bryan in "Inherit the Wind," in which he plays opposite Paul Muni. Begley is a New York resident, is busier than a squirrel in autumn on TV, and his role in "Patterns" marks his 23rd movie.

from the TV playhouses—more excitement than Broadway

■ Variety was the spice that gave video drama that extra kick, that added flavor, during the past season. If there ever was any truth in the snide accusation that the TV playhouses were specializing in enervating charades about dreary people, the past few months eliminated it. It's true that Paddy Chayefsky continued to mine and perfect his special vein, the revelation of average people in crisis, with Philco Playhouse's "The Catered Affair," an excellent and moving drama, but contrasted with it were Gore Vidal's delightful "Visitor to a Small Planet" and Studio One's gently satirical "Pigeons and People." And there certainly was nothing of the "dreary" cliché about "The Great Gatsby" on Robert Montgomery Presents or "Darkness at Noon" on Producers' Showcase. "No Time for Sergeants," U.S. Steel's translation of another novel, successfully explored still an-

other vein: that of high hilarity. Motion pictures enriched the year via the Lux Video Theatre with adaptations of "The Life of Emile Zola," and there was a wealth of excitement in such originals as "12 Angry Men" (Studio One), "Crime in the Streets" (Elgin Theatre) and "Patterns," double-exposed on Kraft Theatre. Just as importantly, the actors, prepared by the quantity of material on television to play a wide range of parts, contributed to that sense of variety. How many different faces, for instance, have been presented by such video regulars as Elizabeth Montgomery, John Cassavetes, John Baragrey and Cathleen McGuire? As someone remarked after seeing Cathleen's impressive performance in "The Catered Affair," "Marilyn has her Wiggle, and Grace, her Dignity. Cathleen can present you with these gifts too, but wouldn't think of doing so more than once."

STUDIO ONE has presented adaptations of famous plays and novels, musicals and ballet, biographies, documentaries and original scripts in its seven-year history as one of TV's top dramatic programs. Each week's production requires approximately ten weeks of preparation and the services of some 160 actors, artists and technicians before it is ready for the searching eye of the camera. Directed on alternate weeks by Franklin Schaffner and Paul Nickell, the playhouse uses a variety of stars from both Broadway and Hollywood.

EDWARD ANDREWS scored in "Pigeons and People" on Studio One last spring, was also acclaimed by audience and critics for his sensitive portrayal in "Miss Turner's Decision" opposite Nina Foch on the same program. He made his stage debut at the age of 12 with a Pittsburgh stock company, attended the University of Virginia, where he was a football star. Ed is familiar to Broadway audiences for his energetic performances in "I Am A Camera," "The Time of Your Life," "Of Mice and Men" and "The Glass Menagerie."



STUDIO ONE:
Robert Strauss
enjoys a Bryant
Park bench
talk with
Ed Begley in
"Pigeons and People."

PHILCO TV PLAYHOUSE: Cyril Ritchard (behind the braid) in a tense scene from "Visit to a Small Planet."



PHILCO TELEVISION PLAYHOUSE begins its eighth season of telecasting this fall. The program features original scripts and has aided in developing some of TV's most talented writers including Paddy Chayefsky, Robert Alan Arthur, and Calder Willingham. Not an adherent of the "star system," the show featured such players as Grace Kelly, Eva Marie Saint and Kim Stanley before their Broadway and Hollywood success. Eight Television Playhouse scripts have been purchased for films, and 12 have been adapted for Broadway.

CYRIL RITCHARD, one of the busiest actors on TV, has recently delighted audiences in "The King and Mrs. Candle" and "Visit to a Small Planet." He was born in 1898 in Sydney, Australia, where he made his stage debut as a chorus boy in 1917. His natural comic sense soon won him larger roles, and he traveled to London for further conquests in 1925. When he made his U.S. stage debut in "Love for Love" in 1947, he was an established favorite of the English stage. He's wed to the London musical star, Madge Elliott.

U. S. STEEL HOUR: Andy Griffith is getting a verbal barrage from Harry Clark in "No Time For Sergeants."



UNITED STATES STEEL HOUR, a relative newcomer to the ranks of the dramatic series, had its premiere in 1953, has recently switched from the ABC network to CBS. A high budget show, the "Steel Hour" features stars, lavish scenery and costumes, and as many original scripts as possible, is produced under the watchful eye of the Theatre Guild. Three Big Men (Daniel Patrie, Norman Felton and Sidney Lumet) alternate as directors. In its short existence the show has garnered seven awards for the excellence of its programming.

ANDY GRIFFITH scored heavily in his TV debut as the hillbilly private in "No Time For Sergeants." A native southerner, he was born in Mount Airy, N. C., graduated from the state university in 1949. For the next three years he taught music in high school, then broke into show business with a "comedy act that relied heavily on his exaggerated southern drawl. His recordings of "What It Was—Was Football" and a hayseed's "Romeo and Juliet" won Andy national fame. He'll appear on Broadway in "Sergeants."

for outstanding performance —

PHYLLIS KIRK has one of the prettiest faces on TV, has been playing starring roles on the video waves since her first appearance on the Philco Television Playhouse in 1952. A New York native, Phyllis has always wanted to be an actress, put aside her interests in law and psychiatry to pursue her chosen profession. Her career began as a Conover model in the pages of such magazines as *Mademoiselle* and *Seventeen*. She soon progressed to a role in "My Name Is Aquilon" on Broadway with Lilli Palmer. While on tour in "Present Laughter" she was spotted by Samuel Goldwyn and signed for a role in "Our Very Own," later made movies for MGM and Warners. She has been seen on such TV shows as "U. S. Steel Hour," and "Suspense," scored a personal triumph this year in Robert Montgomery's production of "The Great Gatsby," in which she's shown, at right.



LEE J. COBB, one of the most versatile actors on TV, has had a long and successful career in all of the entertainment media. He was born in New York City on December 8, 1911, studied the violin as a child, dreamed of becoming a concert performer. A broken arm ended his musical aspirations, however. His interest in dramatics began in college plays at the City College of New York, where he was studying aeronautical engineering. Cobb later studied drama at the Pasadena Playhouse, became a member of the famed Group Theatre with Elia Kazan, Karl Malden and Clifford Odets in the Thirties. His excellent performances soon led to roles in movies, and he has been a busy commuter between Broadway and Hollywood ever since. On the stage he is best remembered for his portrayal of Willy Loman in "Death of a Salesman." In films his role as the rocketeer boss in "On the Waterfront" was widely praised. He lived up to this high standard in TV's "Life of Emile Zola"—and his appearance in "Darkness at Noon" (pictured here at right) was one of the highlights of the year.

CATHLEEN McGUIRE, one of the brightest young stars on TV, is equally at home in comedy and serious roles. She collects compliments the way other people collect stamps, earned them for "The Rabbit Trap," "A Room In Paris" and (shown here) "The Catered Affair." Born in New York City 26 years ago, Cathy began her dramatic training at the Neighborhood Playhouse after her graduation from high school. She later studied at the Actors' Studio, appeared on Broadway in "Sundown Beach," a play that featured members of the Studio. Her next role was in "Come Back Little Sheba" with Shirley Booth, which she played for a year. TV appearances followed, then she was married and decided to retire from the theatre to concentrate on being a housewife for a while. Three years later an agent friend called her for a job in "The Bachelor Party" on Philco Playhouse, and Cathy couldn't resist. She was a terrific hit, and has been starring ever since. She's separated from her spouse, lives alone and likes it in a cute apartment in Greenwich Village. Not really alone, that is, if you count cats.





JOHN BARAGREY has starred on every dramatic show on every network since he first appeared on the Philco Playhouse in the early days of TV. Born south of the Mason-Dixon line, John went to the University of Alabama, got his professional start acting with José Ferrer, went on to leading roles in summer stock and on Broadway. He is married to actress Louise Larabee, likes to read, do clay modeling and look after his two dogs. His favorite sports are football, basketball and track, though he admits he hasn't lifted anything heavier than a fork recently.



JOHN CASSAVETES caused a sensation as a juvenile delinquent on TV about a year ago, has kept busy running from studio to studio ever since. Born in Manhattan, he studied at Colgate University, got his dramatic training at the American Academy of Dramatic Arts. He's been seen in summer stock, was the stage manager of "The Fifth Season" on Broadway. He and his wife, actress Gina Rowlands, have an apartment in midtown New York, recently had to change their telephone number because of all the phone calls he's been getting from his fans.

JOAN LORRING was seen as David Wayne's wife in last season's "Norby," has played a variety of roles on a variety of dramatic shows on TV. She was born in Hong Kong, lived in Shanghai a few years before she came to the United States with her family and settled in California. She won an Oscar nomination for her first film, "The Corn Is Green," the Donaldson Award for her stage debut in "Come Back, Little Sheba." She's also made several record albums, the best known being "Lost Horizons" with Ronald Colman and "Snow Goose," a children's tale.



MARVIN MILLER is seen regularly as Michael Anthony on "The Millionaire." He began his career as a radio announcer during his freshman year at Washington University in St. Louis, Mo., his home town. He was a member of the college drama group and played in the band as well. After college graduation he became top newscaster in St. Louis, graduated to Chicago radio, then went on to conquer films, the TV waves and air waves in Hollywood. He's married to artist-writer Elizabeth Dawson, enjoys painting, woodworking and photography.



ELIZABETH MONTGOMERY, pert daughter of a famous father (Robert), made her TV debut as Dad's daughter on "Robert Montgomery Presents" in 1951, has been going strong ever since. She was born in Los Angeles in 1933, attended the West Lake School there and the Spence School in New York. She studied drama at the American Academy of Dramatic Arts, has been on Broadway in "Late Love," in films in "The Court-Martial of Billy Mitchell." Liz likes tennis (Dad can trim her on the courts) and horseback riding (at which she's way ahead of Father).



JOHN NEWLAND was a burlesque and vaudeville favorite before he became a star on TV. A native of Cincinnati, O., he made his first stage appearance with the Stuart Walker Stock Company, progressed to Chicago, where he sang in a trio in burlesque. He later appeared often in vaudeville with Milton Berle, was rehearsing "Ziegfeld Follies" with that comic when the Army called. After four years in service he returned to acting, was signed as the lead in "One Man's Family" on TV, has since appeared on every major TV program in starring roles.

HILDY PARKS has won a large following with her sparkling performances on such programs as "Omnibus," "Studio One" and "Kraft Theatre." She comes from Washington, D. C., studied dramatics at the University of Virginia. After four years of summer stock she appeared in "Summer and Smoke," "Magnolia Alley," "Bathsheba," and "To Dorothy a Son," on the Broadway stage. Blonde-haired, blue-eyed Hildy stands 5'5" tall, weighs a trim 109 pounds, likes sewing, cooking and playing the piano, was formerly married to movie star Jackie Cooper.



NEVA PATTERSON, a small-town girl from Nevada, Iowa, has made a reputation on TV in a variety of sophisticated roles. She began her career in show business as a band singer, got her first theatre break as the Player Queen in "Hamlet" with Maurice Evans. She later appeared on the stage in "The Druid Circle" and "The Long Days," played Tom Ewell's wife in "The Seven Year Itch" for two years. She appeared in her first TV spectacular with Betty Hutton, had a leading role in TV's "The Philadelphia Story." She's wed to producer Mike Ellis.



COMEDY

laughing



GEORGE GOBEL, as a 12-year-old, didn't have to accompany his own songs on the guitar—one Gene Autry did it for him. That was on a radio program emanating from George's home town, Chicago, where he was born in 1920. When a changing voice ended his career as boy soprano, he graduated to child actor—and by the time he enlisted in the Air Force in World War II, was even singing again. The war made him a pilot, flight instructor and first lieutenant, and peace made him a comedian. His alma mater, NBC, hired him for a series of guest spots on TV after which he graduated to his own half-hour of hilarity.

Married to his childhood sweetheart, Alice Humecki (not Jeff Donnell!), George has three children, Gregg, 9;

Georgia, 4, and Leslie, 1, lives in an L.A. suburb.

He's left-handed, a baseball player, golfer—and, of course, the proud possessor of a crew cut.

matters*



* indeed it does

foreword by **george gobel**

■ Everybody talks about the miracle of television, but I don't believe they're all talking about the same miracle. To me, the big miracle of television is not the cathode ray tube. It's not the coaxial cable or color transmission, either. It isn't even the television repair man who walks on slanty roofs without gym shoes. To me, the big miracle of television is that year after year we keep getting sponsors for television programs. I know that sounds like an odd thing to say, but just look at television from the point of view of the poor sponsor. I say poor, but I don't really mean poor. That's just a figure of speech. There are no poor sponsors on television. You know that. I know that. Everybody knows that. There may be some poor sponsors on radio, but there are none on television. . . . Anyway, take the the sponsor who is in the market for a half hour of television time. First off he wants a good program, so he checks the ratings. This tells him nothing because there are about six different rating services, and about the only thing they happen to agree on is that they got hold of a pretty good business. Finally the sponsor gets the program he wants—so the next thing he has to do is shell out the cash for it. What does he get for all this money besides a receipt? I'll tell you what he gets if you want to know what he gets. Out of a 30-minute show he gets three minutes' worth of commercial. This means he has to sit through 27 agonizing minutes of entertainment to see the only part of the show that interests him. But even so, noble soul that he is, he does not complain. No sreee, sir. He

just sits there like a brave little soldier and takes it. He may even pretend he likes it. Others, however, do complain. The producer complains because the commercial stops the action of the show, and there's nothing he can do about it. The director complains because if the show is running over, he can cut out anything *but* the commercial. The writers complain because they have to keep thinking up different ways to introduce the commercial. About the only ones who don't complain are the studio stagehands, because the commercial gives them the time they need to take down and put up scenery. Stagehands are so busy during this period that as a rule they have no idea who the sponsor is, or what he is selling. . . . As if all this isn't bad enough, there now comes the most unkindest cut of all. When the commercial finally makes its appearance on the television screen, living rooms throughout the country become a bedlam of activity. Adults begin to carry on conversations. Hosts and/or hostesses run to kitchens to replenish fruit bowls. Small children race to bathrooms. Large children trip over small children who are racing to bathrooms. Only a mere handful of souls remains to watch the commercial. And most of them aren't really paying attention. What they're doing is cussing out the sponsor for disrupting the program. So that's why I say the big miracle of television is the sponsor, who keeps coming back patiently, year after year, beaten but unbowed, only to find himself the victim of more abuse, more sales, and more money for buying television programs.

PEGGY KING is 5 feet tall, about 100 pounds, measures 34-22-35, has red hair and looks like Judy Garland—but don't tell her so. Born in Ravenna, Ohio, she planned to sing but started out as a secretary. Winning a contest in Cleveland was her first break. She warbled with Charlie Spivak's band until a movie contract brought her to New York, where nothing happened, so she joined Ralph Flanagan's band. Oddly enough, she achieved fame via a commercial: it was as Hunt's cook-and-cook-and-cook girl that she zoomed to glory, and onto the Gobel show.



JOHN SCOTT TROTTER was born in Charlotte, N. C., in 1908, at which time his measurements did not indicate that he might run up to his current 6 feet. At 7 he took up piano, and as a college freshman joined fellow students Hal Kemp and Skinnay Ennis to form a band. In 1934 he left the band—which had long since left school—and went west to arrange and conduct for a Bing Crosby film. He and Bing stuck together through the "Kraft Music Hall" series, and gags about his weight—275—carry over to the Gobel show. John's an excellent chef.

the honeymooners

JACKIE GLEASON was born in Brooklyn in 1916. In 1919 his older brother died, in 1925 his father disappeared one evening on the way home from work. To add to his mother's salary as a subway cashier, Jackie mc'd amateur nights at a local movie, earning \$4 a week at 15. The Folly Theatre hired him, but the day before he opened, his mother was buried. The next few years found him a barker in a carnival, daredevil driver in an auto circus, exhibition diver in the water follies and finally doing a night club act—held over for 3 years in Newark! There followed 2 years of movies, several of Broadway shows and the TV debut as Riley in *The Life Of Riley*. Married in 1936, Jack and former Genevieve Halford now live separately, have two teen-age daughters. Jackie loves Italian food, psychic studies and Beethoven.

ART CARNEY, TV's most brilliant second fiddle, started out as Second Banana to Horace Heidt as soon as he graduated from high school, and has since held that position with every major comedian from Colonel Stoopnagle to Beatrice Lillie. Born in 1918 in Mt. Vernon, N. Y., he is married to Jane Myers, is a veteran of WW II, has some shrapnel in him to remind him of France.

AUDREY MEADOWS almost didn't land her "Honeymooners" spot because Jackie thought her too pretty. Audrey went home, deglamorized herself, won Alice and an Emmy (among other awards) for the role. She and sister Jayne were born in China, daughters of an Episcopal missionary. She made her debut in Carnegie Hall at 16, sang with light opera companies till TV found her.



JOYCE RANDOLPH landed Trixie in 1951, having started her TV career playing corpses on mystery shows. Her theatrical career got started back in 1944, when a touring production of "Stage Door" spotted her in her home town, Detroit, and invited her to join Equity and come along. Born in 1926, Joyce has a 3½-room apartment in Manhattan, loves reading, sewing, swimming and TV.



DEAN MARTIN, born June 17, 1917, in Steubenville, Ohio, graduated from high school and became a prizefighter. Then he tried working in a gas station, as a mill hand, even as a gambling house croupier. Ten years ago he decided to try singing and was getting nowhere in particular until he teamed with one J. Lewis for a comedy-with-singing act in an Atlantic City night club—against the better judgment of the manager. Since then the 6-foot, 176 pound brunet has been acclaimed the funniest straight man in the business, and a successful singer as well. The father of four children by his first marriage, Dean has two by his second wife, former model Jeanne Biegger.

JERRY LEWIS, the only child of the Danny and Mrs. Lewis vaudeville team, was born in 1926 in Newark, N. J. and has been in show business since he was in high school. At 18 he met Jimmy Dorsey's vocalist, Patti Palmer, and promptly married her. He was doing all right as a night club comic till he teamed with Martin, after which he was a sensation. Hal Wallis spotted the team at Slapsie Maxie's in L.A. and wrote them into "My Friend Irma." The rest is history—and vital statistics. Lewis is 6 feet tall, weighs an emaciated 137, has brown hair, brown eyes, and a good singing voice. High-strung Jerry once slept with a pistol under his pillow, now relaxes by making hilarious home movies.



JACK BENNY made his major TV debut in 1950 after 18 years as one of radio's greatest comics. Born 39 (!) years ago in Waukegan, Illinois, he was giving violin concerts at the age of 8. At 17 he took his fiddle into vaudeville, thence into the Navy for World War I. A Navy show convinced him that he was better with the gags than the glissandos so he changed his name from Benny K. Benny to Jack and went back to the theatre as a comedian. In 1932 one Ed Sullivan asked the star of stage and screen to guest on his radio show. In a matter of months, Jack had his own top program. He's married to Mary Livingstone.

EDDIE "ROCHESTER" ANDERSON lost his voice hawking papers as a child in San Francisco helping out his theatrical family. At 14 he went on the boards himself, becoming a top Negro singer and dancer, playing honky-tonks for 6 years and the Pantages circuit for 10. Movie roles followed until, in 1937, the Benny troupe advertised for a performer to play valet, chauffeur and philosopher to Jack. Anderson and his gravel voice got the job. With it came a Los Angeles home (with unused swimming pool), and opportunity to indulge his hobbies—building model planes and miniature racing autos, boating and horses.

MARTHA RAYE was born in Butte, Montana, to the Irish vaudeville team of Reed and Hooper. At 3 she was in their act, at 17 she toured Loew's circuit on her own. Paramount Pictures spotted her in Hollywood and starred her with Crosby—for a start. In World War II she was among the "Four Jills In A Jeep" who made one of the first USO overseas tours. A radio star with the Al Jolson show for 2 years, she guest-spotted on TV for some time before getting her own show. 5 feet, 4½ inches tall, she weighs 109, has dark brown hair, china-blue eyes and a fine ballad-singing style. Her proudest possession is her 12-year-old daughter, Melodye, who thinks that her mother is great, but "acts awful crazy on the stage sometimes!"





SID CAESAR grew up (to 6 feet and 206 pounds) in Yonkers, New York, starting in 1922. At 14 he was a confirmed celery-tonic drinker and a bouncer at his father's luncheonette, along with his older—and even bigger—brothers. After high school he studied the sax at the Juilliard School of Music, working with dance bands to pay tuition. At 19 he joined the Coast Guard, where Max Liebman discovered him in "Tars And Spars." After a year of vegetation in Hollywood he headed Liebman's cast of "Broadway Revue" on TV, the show that eventually became "Your Show Of Shows." He, wife Florence, and 2 children live in a Park Avenue apartment. Sid collects guns, browses through art galleries and (still) drinks celery tonic.



MILTON BERLE won the title of "Mr. Television" in '48 for his work on the "Texaco Star Theatre," having brought to it a background of 35 years of show business. Born in 1908, Miltie started his career as a child star at 5. With Mama managing—and leading the applause—he went on to theatre, vaudeville, movies, radio and TV as a writer, entertainer and producer. He's just under 6 feet tall, spends his spare time collecting stamps and card tricks.



IMOGENE COCA was born in Philadelphia "more than 21 years ago" and made her dramatic debut in a grammar school play she had written herself, portraying "An Evil Germ." She turned professional tap dancer at 9, later became a comedienne by accident, cavorting about at an audition in an effort to keep warm. In 1935 she married actor Bob Burton. Once separated, they reconciled shortly before his recent death. She achieved national fame teamed with Sid Caesar on "Your Show Of Shows."



RED SKELTON, of CBS-TV's "Red Skelton Revue," inherited his comic talents from his father, a former clown. When Red joined the circus, at an early age, he wanted to be an animal trainer at first, but soon changed his mind and decided to follow in his father's footsteps. Since then he's appeared in almost every branch of show business, including vaudeville, radio, movies and finally TV. There is one part of his profession he dislikes—very strongly: having to diet.



EDDIE CANTOR, star of ABC-TV's "Eddie Cantor Comedy Theatre," is a real old-timer in show business; it was way back in 1909 that he earned his first \$5 by winning first prize in an amateur show. An orphan, brought up on New York's tough east side, he had little formal education but enough talent to become a child star in vaudeville, then a headliner in musical comedy, movies and radio. As every United States resident knows, he has a wife named Ida, and five daughters.



JONATHAN WINTERS, hailed as a new comedy find after his frequent guest appearances on NBC-TV's summer program, "And Here's the Show," studied commercial art in his native Dayton, Ohio, but got a job as a disc jockey and discovered he preferred the entertainment field. In his monologues between record changes, he worked out the impersonations that have now become his stock in trade. He's married and has a five-year-old son who's named after him.



JIMMY DURANTE, who is frequently the star of NBC-TV's "Star Theatre," began taking piano lessons when his father became the proud owner of the first piano in their New York City neighborhood. Jimmy's lessons paid off when, at 17, he got his first job as pianist in a Coney Island beer garden. He graduated into the big time when he formed a partnership with dancer Lou Clayton and singer Eddie Jackson; the trio crashed Broadway, then the movies. Offers for Jimmy to make movies as a solo broke up the act, but Clayton went along as his business manager, Jackson to help prepare his routines. Jimmy's trademark, his "schnozzola," is so well-known he's had it copyrighted and insured.

DONALD O'CONNOR, of NBC-TV's "Star Theatre," is a young "old-timer" in show business who started his career in his family's vaudeville troupe at the age of 13 months. At three he started tap dancing, and at four he added singing to his repertoire. Until, at 13, he landed a movie role, his only home was in Danville, Ill., where an uncle let the O'Connor tribe live with him when they went broke between bookings. After his movie debut—as Bing Crosby's kid brother in "Sing You Sinners"—Donald signed a contract which resulted in eleven picture roles for him in the first year. He wants to keep acting, and become a director.





GEORGE BURNS and GRACIE ALLEN, of CBS-TV's "George Burns and Gracie Allen Show," started as a team in which he was the comedian and she was the straight "man." But it didn't take them long to discover that Gracie got most of the laughs anyway, so the act was switched. Both were show business veterans before they met, Gracie with an Irish act—from which she claims she acquired a brogue—and George as a singer with a children's quartet. The Burns and Allen partnership became personal as well as professional with their marriage in 1925. Now living in a twelve-room Beverly Hills home, they have two adopted children.



BOB HOPE, of NBC-TV, is one comedian who loves to entertain, but he got his show business start almost by accident. In Cleveland, where his family migrated from their native England, Bob filled in as a tap dancer when a local theatre needed an extra act. That job led to others, and eventually to a time when—again accidentally—he found his real niche, not as a dancer but as a comedian. He perfected his new act in small-time night clubs and vaudeville, then tried Broadway. While starring in "Roberta," the stage musical which launched his Hollywood career, he married night club singer Dolores Reade. They have four adopted children.



NANETTE FABRAY came to NBC-TV by way of musical comedy; she starred in nine shows, winning three "best performance" awards along the way. A native Californian and the daughter of a concert pianist, breaking into show business—as Baby Nanette in the "Our Gang" comedies—was easy for her. She "retired" at the age of eight, but was soon appearing on radio shows. A musical revue composed of local youngsters, which later reached Broadway, launched her new career.



PHIL FOSTER, star of NBC-TV's "Caesar Presents," started making jokes when he was still in high school in Brooklyn, N. Y., and got most of his professional experience working on New York's Catskill Mountain resort circuit. After a stretch in the Army, he got his big break on NBC radio's "The Big Show." In spite of his professional title of "Brooklyn's Ambassador to the U.S.A.," he now lives, traitorously but happily, in Fort Lee, New Jersey, with his wife and two sons.



PINKY LEE, of NBC-TV's "The Pinky Lee Show," yearned to be a lawyer but his classmates back in St. Paul, Minn., found his lisp irresistibly funny. So he decided to add comedy to his natural talent for singing and dancing, and go into show business. He starred in vaudeville, then broke into musical comedy in New York when vaudeville "died" on him. Hollywood and TV followed, and now he's past the roadblocks that plagued his rise to success. He's married, is the father of two children.



JERRY MAHONEY, puppet star of CBS-TV's "Bigelow Show," was "born" because his creator, Paul Winchell, started studying sculpture, from there turned to puppet making. The act got its start on Major Bowes Amateur Hour, when the senior partner was only 14. Vaudeville and night club tours followed before the pair tackled TV. Jerry, made of California redwood, has an official birthday—Arbor Day, naturally—and is considered by Paul's wife and child as one of the family.

every man has his prize

■ You hear a lot about the star system—a producer gets himself a big-name star, gives him a few songs, a few jokes. Then he ropes in an audience from the street to applaud the songs, laugh at the jokes. In my game, though, the audience is the star of the show. Without them, there wouldn't be a show. The sponsor would have to find someone else to peddle his wares and one Hal March would be out of a job. It's a tough job, this ad-libbing business. We never rehearse; I have no idea where and when I'm going to pop the commercials in. I don't see a script; it's a cold reading. Of course, mine is a special kind of audience-participation show because we dish out big lettuce. Someone once asked me how it feels to be making a living by giving so much of the stuff away. Ridiculous, really. I'd be just as emotional about it if I were doling out \$200 instead of \$64,000. It's not the size of the loot; the game's



the \$64,000 question

HAL MARCH "arrived" as emcee of CBS-TV's fabulous show, "The \$64,000 Question," as something of a jackpot winner himself. Some 300 candidates for the job were auditioned—radio and TV emcees, commentators, Broadway actors, screen stars. But Hal, former west coast welterweight boxer, had been building up a knockout punch, performing as Imogene Coca's TV spouse, and Burns and Allen's CBS radio and TV "next door neighbor." March, 35, has a mother, 3 sisters, in home town San Francisco, is a bachelor.

"The \$64,000 Question" is the most popular show television has ever seen. The economists say the prize is too high; the critics say the show is a bit gimmicky. The imitators say the secret is money—so they'll offer more—in the face of the knowledge that most contestants do not go on for the \$64,000 question.

the thing. Giving away such stacks of dough is like saying, "Here, my dear, is Wyoming." Frankly, I don't really dig such big figures. But the contestants are real people to me. It's not like when I was an actor and the worst I could do was faint or blow my lines. This is no make believe. It's the starkest drama I've ever been part of. Whole lives are changed. I've got a real life in my hands and, as an actor, I've got to listen and react. It'd better not ring false or I'd be out on my ear. When Catherine Kreitzer was naming eight of the Disciples and missed John, I was sure she knew the answer. So I behaved as any director would with a nervous actor—I had her clear her mind and start all over again. I always root for the contestant, want everyone to win. Believe me, when that cop decided to give up the gamble, was I relieved! The only thing that can make me wake up screaming is the nightmare of someone's

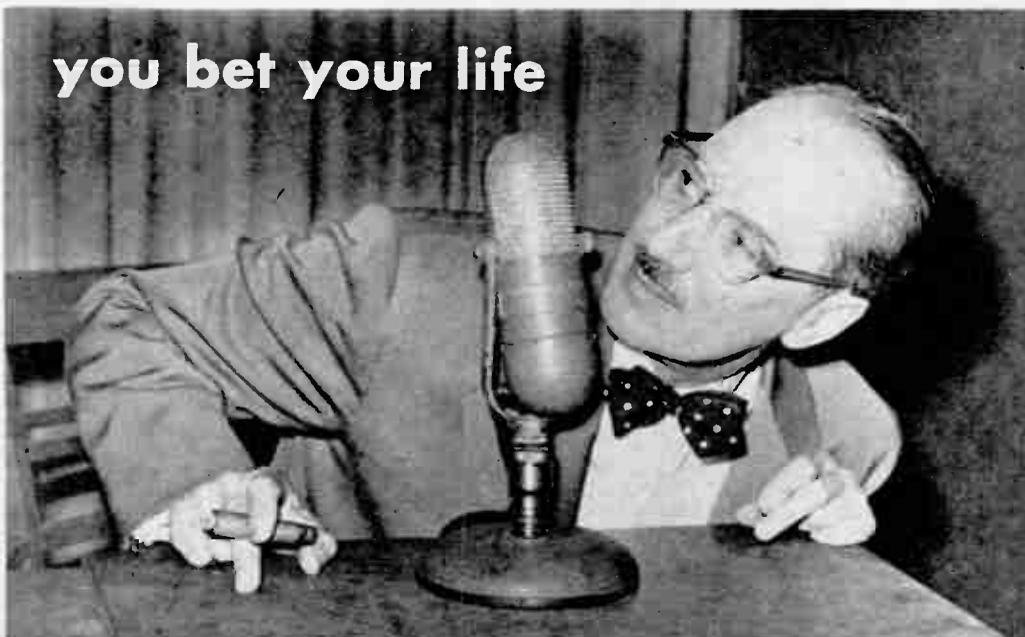
getting to \$32,000, then muffing the last question. I can never predict who'll stay and gamble, and who'll call it quits. But I can tell you this—people are pretty confident up to \$1,000. Then they weigh the odds and get practical. Like the cop who bowed out with: "I'm torn between the ego of a scholar and the conservatism of a parent." That's part of the big appeal of the show. It humbles you. I try to shy from comedy, except to break tension. Jokes would be in poor taste. When they seem to fall in place naturally, I let myself go. Like when I told the cop, "Now you can buy your own crook." Or later, when he'd answered all the questions and the money was his, "Now you can open up your own police station." I like the people on this program more than I like getting laughs for myself. I've been a pro for 18 years in all varieties of entertainment media. But, for real excitement, this one tops them all.

HERB SHRINER, the host on CBS-TV's "Two For The Money," has been a Hoosier humorist ever since he was born—in Toledo, Ohio. "My folks moved to Indiana as soon as they heard about it," Herb explains. Pop Shriner was a stonemason and inventor; Mom spent all her time at bingo games and auctions, until Herb came along, May 29, 1918. Grandfather Shriner ran a general store in Topton, Mich., where Herb discovered cracker-barrel humor and was put to work trimming windows. ("All I did was to put in some clean flypaper," he says). While still at school, Herb started a show business career with a harmonica quintet: "We played for free until the entertainment was ready." Now he lives in Manhattan with his wife Pixie (a red-headed dancer), their young daughter Judy and twin sons.



two for the money

GROUCHO MARX has a real mustache now, not painted—about the only perceptible change in the zany Marx Brother who has hosted NBC-TV's "You Bet Your Life" since 1950 (and the radio version since '47). Pushing 60, Groucho has been convulsing audiences for 45 years, has no competition in his flashing ad lib repartee. Groucho didn't start right in wiggling a cigar and rolling his eyes. First he was a boy soprano. Then he signed up with a vaudeville skit. Born Julius Marx in New York City, Oct. 2, 1895, Groucho and his famous brothers inherited their feeling for footlights from mother Minnie, whose brother was the Al Shean of vaudeville's Gallagher and Shean. The Marx Bros. worked in many skits until the big click came in 1922, when "I'll Say She Is" started the Marx Legend.



you bet your life

what's my line?

JOHN DALY, moderator on CBS-TV's "What's My Line?" panel program, claims he reads, rides and swims. But, when John, when? Daly commutes daily from Rye, N. Y., where he lives with his wife Margaret and 3 children, to his job as ABC network vice-president and staff news commentator. Covering spot news, he travels constantly. He moderates ABC-TV's "Who Said That?", wins awards for TV documentaries. Born Feb. 20, 1914, in South Africa, he's Boston bred.



DOROTHY KILGALLEN, that beauty with (of all things) brains, on CBS-TV's "What's My Line?," has a full-time job, appearing on TV. In her fuller-time, she is a working newspaperwoman. "There isn't any kind of story," said the late Damon Runyon, "that the Kilgallen girl cannot do." Daughter of James L. Kilgallen of INS, she's married to producer-actor Dick Kollmar, has two children. Born in Chicago, but raised in Brooklyn, she went to work for the N.Y. Journal in 1931. She likes hats, perfume, bubble baths.

FRED ALLEN, who has made some pretty bad boobos starring on his own TV shows, is very clever at being funny on other people's programs, like "What's My Line?" (CBS-TV). Featured panelist Allen began his broadcast funny-business on radio in 1932, when he began introducing all his Allen's Alley characters. Born John Florence Sullivan in Cambridge, Mass., May 31, 1894, Fred was hired first—at 20¢ an hour—by the Boston Public Library. A book on juggling lured him to show business. His wife is Portland Hoffa.

ARLENE FRANCIS, trigger wit panelist on CBS-TV's "What's My Line?" has been stumping us all on her "line" for lo! many years! Born in Boston, daughter of Armenian-American photographer, Aram Kazanjian, she began a career of many parts after Finch Finishing School and Theatre Guild School in New York. She made her debut on Broadway in "One Good Year," did many other shows, appeared in the movie, "All My Sons," worked in soap opera. Arlene is married to producer-actor Martin Gabel.

BENNETT CERF belies his vast scholarly enterprises by his nice friendly-pup manner as a CBS-TV "What's My Line?" panelist. A prolific author and president of Random House publishing company, glib Bennett tours the U. S. year-round, lecturing. He writes a weekly column for *This Week* and one for *The Saturday Review*. Born in N.Y.C., Mr. Cerf took his B.A. (1919) and M.A. (1920) from Columbia U. First a reporter, he got into book publishing when he bought Modern Library series in 1925.

BILL CULLEN, who at 35 earns \$150,000 a year playing TV parlor games like CBS-TV's "I've Got A Secret," started as a grease monkey in his dad's Pittsburgh garage. Mom kept urging Bill, "learn to use your hands . . . you can never live by your wits alone." Quick-witted Cullen didn't agree, took to hanging around radio station WWSW, looking for odd jobs. When a nighttime disc jockey quit, there was Bill—with an armful of platters. Born Feb. 18, 1920, in Pittsburgh, Bill's married to singer Carol Ames.

JAYNE MEADOWS is a lovely, lively redhead who gets a lot of plugs on NBC—considering she works for CBS-TV "I've Got A Secret." Husband Steve Allen is her rival network promoter. Sister Audrey (Jackie Gleason's Alice in "The Honeymooners") is a Jayne booster, too. Born Jayne Cotter, daughter of a missionary, in Wu Chang, China, she couldn't speak English when she arrived in NYC in 1929 at age 7. Learned it well enough to appear in umpteen shows, soap operas, movies, and now—TV.

HENRY MORGAN, tongue-in-cheek panelist on CBS-TV's "I've Got A Secret," has been acclaimed as an outstanding comedian by such old masters as Groucho Marx, James Thurber, the late Bob Benchley. In 1940 fame came, when Henry began assuming comic names and dialects. Prof. Heinrich von Morgan would answer the query, "Should olives be eaten with the fingers?" this way: "Nein, the fingers should be eaten separately." He made a movie, "This Is New York," in 1948, was born there in 1915.

FAYE EMERSON was introduced one night on CBS-TV's "I've Got A Secret" by Garry Moore: "Faye works hard . . . Just keep turning the TV dial, you'll find her." Busy, blonde, brown-eyed Faye has made more than 30 movies ("Hotel Berlin," etc.), countless plays ("Goodbye My Fancy," etc.). She now gives all to TV, and life in N.Y. with husband Lyle G. (Skitch) Henderson, teenage son "Scoop" (her son by a former marriage.) A record title-taker, Faye's been named TV's "Best Dressed," "Most Photogenic," "First Lady."

RALPH EDWARDS, creator of one of TV's "top ten" shows, "This Is Your Life" (NBC) started displaying his feverish imagination soon after he was born, June 13, 1913, on a Merino, Colo., farm. High school dramatics in Oakland, Calif., wasn't quite a large enough outlet, so at age 16 Ralph became a radio newscaster. He worked his way through the U. of C. at Berkeley, doing a daily show. Graduation came in the midst of the depression. Undaunted, Ralph headed for New York, ate great quantities of penny soup, slept in all-night movie houses, until he beat out 69 pro announcers in a network audition. He was announcing 45 shows, earning the highest pay, within 2 years. Wife Barbara, friends, encouraged his 1939 "Truth Or Consequences" brainstorm, so did sponsors. Soon Edwards had one contestant spending 3 weeks on an L.A. traffic island. Barbara and Ralph, 3 children, live in Beverly Hills. Their home life is quiet!



this is your life

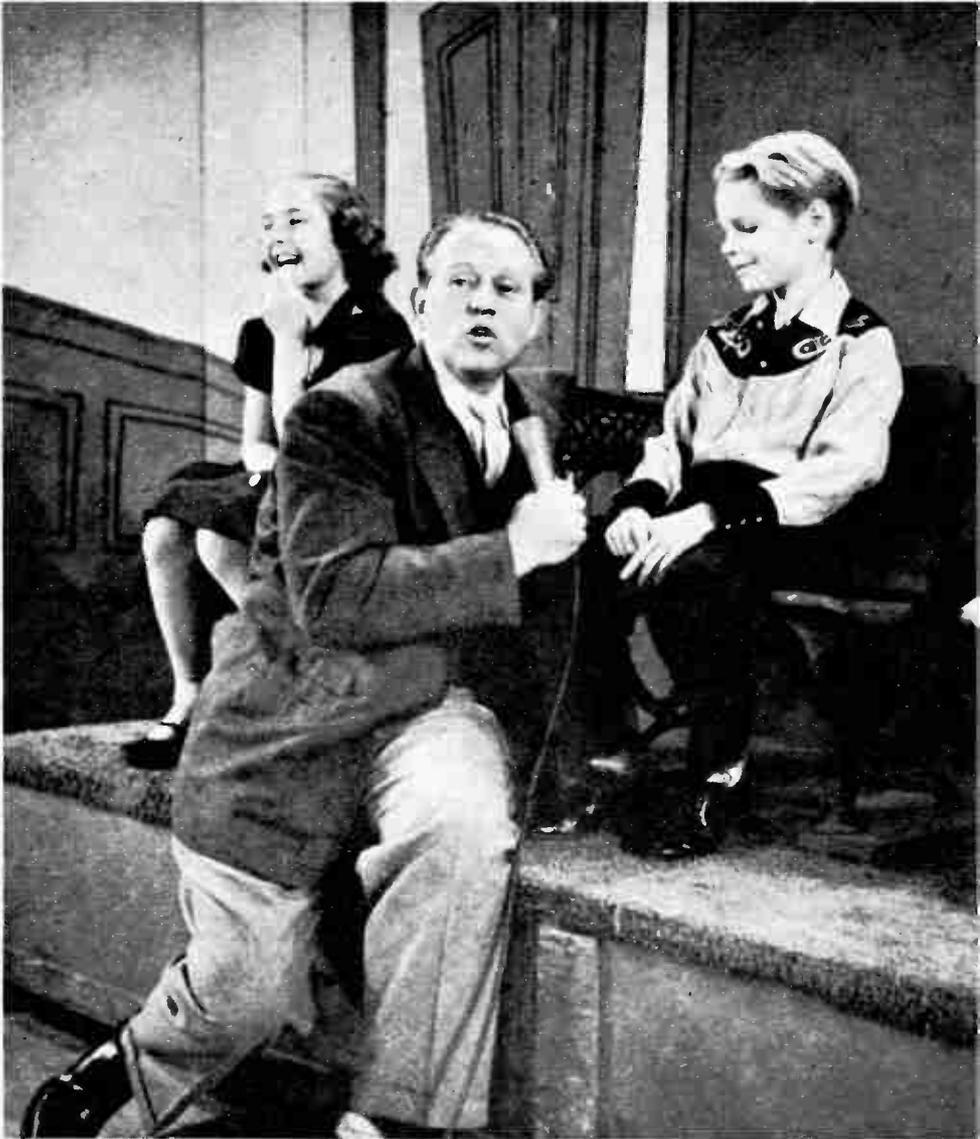
I've got a secret

GARRY MOORE's biography will be found on page 9.



house party

ART LINKLETTER sometimes sheds several pounds going through his wildly energetic paces at a single CBS-TV "House Party." His studio audience and show participants, hypnotized by Linkletter enthusiasm, never decline to play his games, perform zany stunts. The man who has proved beyond any suspicion that "People Are Funny" began exercising his agile tongue by pronouncing his birthplace—Moose Jaw, Saskatchewan, Canada (July 17, 1912). At 2, Art moved to Lowell, Mass., at 6, to San Diego, Calif., where he stayed put long enough to attend high school. Before enrolling at San Diego College, Art got that old feeling—itchy feet. For 15 months, Linkletter thumbed rides through every state in the nation, signed as member of the crew on a Buenos Aires boat ride. During the "grand tour," Art worked as a bus boy, harvest hand, forest fire fighter, theatre usher, meat packer, Wall Street coupon clerk. And, wouldn't you just know—he worked his way through San Diego College, waiting on tables. Rodio opened its studios to him, during his junior year, when he was hired as a local announcer. In 1935, he was appointed radio program manager for San Diego's Exposition. Art married a college student, Lois Foerster, the same year. "People Are Funny" originated in 1942, in partnership with producer John Guedel. Linkletter has done about everything, including a romantic movie role! He lives in Holmby Hills, L.A., has 5 kids.



dollar a second

JAN MURRAY, emcee of ABC-TV's "Dollar A Second," takes his job as comedian seriously, has a high regard for comics, boils at tales of comedians' feuds. "Everyone, from Jo'son to Jessel to Berle to Durante has helped me!" he avows. Blue-eyed, 6'2", Murray, born in New York City's Bronx, was launched by high-school classmates, who named him class comedian. Burlesque and the summer resort borsht circuit gave Jan his first training, and the monumental gross pay of \$3 a week. Burlesque was on the way out, but Murray couldn't care less—after bookings began to pile up for big N.Y.C. movie houses, clubs, then network radio. He was in demand for that new medium, TV, did a musical show called "Front Row Center," which brought guest appearance offers. About that time, he bowed on Broadway in "Music In My Heart." Married to a former Copa girl, Jan lives in Woodmere, L.I., has 4 kids. Jan's best pal is N.Y. Giants' Durocher.

truth or consequences

JACK BAILEY, who doles out "Consequences" on NBC-TV's "Truth Or (ditto)," is aptly named. He is the most literal Jock-of-all-trades in captivity. He has been a musician, singer, actor, cook, dancer, stage manager, producer, tax expert, barker, writer, painter, artist, salesman, radio announcer and the voice for many Walt Disney characters. Born in Hampton, Iowa, Jack took up the trombone at 14, became state champion. At Drake University, Bailey's band played at every dance, he appeared in every school play, was chief cheer leader. He left college to stage manage Ralph Bellamy's stock company, but learned All About The Depression when the job ended. That's when Bailey took up all the aforementioned "positions." After doing radio work and the voice of "Goofy" for Walt Disney, he hit radio big-time ("Duffy's Tavern," etc.), was married in 1941.



the big payoff

RANDY MERRIMAN was kidnapped. Producers of his CBS-TV "Big Payoff" show, which he quiz-masters, discovered Randy exuding warmth and wit all over Minneapolis, bundled him off to N.Y.C. The merry-man began in show biz in 1928 (age 16), as a Ringling circus prop boy, part time barker. He lined up some specialty acts, himself included, to tour Minnesota, fell in love with the only girl in the troupe. She is now Mrs. Merriman, and mom to Sue, 20; Michael, 12, and Tom, 9. Randy exceeded vaudeville bills, toured theatres and clubs, began devoting full time to radio in 1941. He toured with USO troupes overseas during the war, returned to Minneapolis to head one of the first local TV audience participation shows. Walt Framer, producer of "Big Payoff," saw the show, had to have him.

BESS MYERSON, the first Miss America (1945) to win on beauty and talent, combines marriage successfully with career—namely playing hostess on CBS-TV's "Big Payoff." Married to Allen Wayne, who was an Army captain just returned from the Pacific when they said "We do," in 1946, Bess has a daughter, Barbara Carol, born Dec. 31, 1947. Bess works her figure to the "bone" (36, 26, 36) under hot klieg lights all day, comes home to cook dinner for the family. Born in N.Y., Bess attended P.S. 95 in the Bronx and N.Y. High School of Music and Art. She taught piano to pay tuition at Hunter College. She played flute, sister Sylvia piano, sister Helen violin, in many recitals. Bess has played at Carnegie Hall, receiving raves for talent, period. She lectures coast-to-coast in "leisure."



beat the clock

BUD COLLYER, the easy-going, easy-to-look-at emcee of CBS-TV's "Beat The Clock" and NBC-TV's "Feather Your Nest" is short of breath these days. Radio City employees clear corridors when they spot Bud "beating the clock" on the way from one show rehearsal to another. Strangely enough, Bud keeps calm, is a stable influence at work and at home in Greenwich, Conn., where he devotes spare hours to the Boy Scout Council and teaching at the First Presbyterian Church Sunday school. He and his wife, one-time radio actress Marian Shockley, have 3 teenage kids. Born in Manhattan, June 8, 1908, Bud worked his way through Fordham Law School, appearing on radio shows. He decided: "I like acting better." In show business 22 years (he doesn't look it), he was "Superman" 12 years.



stop the music

BERT PARKS, effervescent emcee of ABC-TV's "Stop The Music," goes ga-ga, when contestants win thousands. *He* started in radio for \$7 a week, in Atlanta, running errands, sweeping out studios. In '39, Bert trekked to N.Y.C. and at age 19 was a singer and straight man on the Eddie Cantor Show. He announced for Bennie Goodman, Xavier Cugat, threw up everything to enlist when World War II began. Assigned to Gen. Stilwell, Bert rose to captain, was given the Bronze Star. "We were practically doing a Japanese man-in-the-street broadcast," he says, "but they chased us out." Back home, landing a radio job proved to be tough sledding, until he copped the "Break The Bank" show. *He* was a prize-winner on the eve of one of the first "Bank" shows—his twin sons were born.



JOAN ALEXANDER, lovely panelist on ABC-TV's "The Name's the Same," always wanted to be an actress, but Joan's family, like so many families, hoped she would forget it. She got her first Broadway break when she was 17. After a serious accident ruined her hopes for a Hollywood career, she turned to radio, found it the ideal medium for her. Joan and her surgeon husband have an 8-year-old daughter, spend their winters in Manhattan but summer in Easthampton.



ART BAKER, the affable host of ABC-TV's "You Asked for It," claims he broke into radio via a graveyard. His conducted tour of Forest Lawn Cemetery, was heard by a radio official who gave him a job. Art gained radio fame with his "Notebook" which was heard nationally for 12 years, later started "People Are Funny" and was Bob Hope's chief announcer. A Bowery boy, he has done many movie roles but prefers TV to radio or films because "It keeps you on your toes."



JANIS CARTER, Bud Collyer's helpmeet and hostess on NBC's "Feather Your Nest," once studied for a Metropolitan Opera career, sang in churches and synagogues while awaiting her big break. Janis, a Cleveland-born girl, is experienced in all phases of show business: starting as a singer, she became a successful radio actress and Conover fashion model, went on to Broadway musical success and finally movies. Janis loves to travel (knows Europe very well) plays excellent tennis.



ILKA CHASE, rapier-witted panelist on ABC-TV's "Masquerade Party," is also a famous writer and actress. Born in New York City (the daughter of Edna Woolman Chase, editor-in-chief of Vogue), Ilka was educated largely in Europe. She once worked as a lady disc jockey, has done many movie and TV dramatic parts but says her first love is the theatre (she has appeared in more than 20 Broadway plays). Married to Dr. Norton Brown, Ilka has written 6 books, 2 of them best-sellers.



BUFF COBB, pert panelist on ABC-TV's "Masquerade Party," was born in Florence, Italy, where her mother was writing a book, her father studying singing. Buff has lived in New York and California (with her grandfather, the late Irvin S. Cobb), has done both movie and stage work (she once toured with Tallulah Bankhead). She started her radio career by taking over Dave Garroway's Chicago time when he came to New York, likes radio and TV because of its intimacy and immediacy.



BOB CONSIDINE of ABC's "Who Said That?" is best known as a top sports writer and newsmen. Born in Washington, D. C., in 1906, Bob started his newspaper career covering tennis and major league baseball games, later served as drama critic, columnist, editorialist, even wrote short stories and movie scenarios. He won great acclaim as a war correspondent, got a special award for his coverage of the Bikini atom bomb tests. Bob is married and has 3 sons and 1 daughter.



PETER DONALD of ABC-TV's "Masquerade Party" is one of TV's pioneer masters of ceremonies, starting in 1938 when the medium was in its infancy. Born in Bristol, England, in 1918, Peter had traveled twice around the world before he was 10 years old, then settled in New York, where he immediately began acting in radio. Known as a master of dialect, he has done the voices for many famous world figures on "The March of Time." He's an enthusiastic N.Y.C. volunteer fireman.



BERGEN EVANS of ABC-TV's "Down You Go" was born in Franklin, Ohio, in 1904, lived in England for several years as a child, and was a student at the U. of Miami when he was only 15. Dr. Evans, who has a long string of college degrees, has been described by fellow panelists as "double-domed but tough." His students at Northwestern U. agree, adding that he is as entertaining in the classroom as he is on TV. Evans is the author of 3 books, is married and has two sons.



CLIFTON FADIMAN, moderator for ABC-TV's "The Name's the Same," was born in Brooklyn in 1904, worked his way through Columbia U. by running a bookshop, doing translations, writing book reviews. His later experiences as English teacher, book editor and lecturer made him a natural to m.c. "Information Please," and the success of that led to other opportunities for him to display his wit and knowledge. Married, he lives in New Canaan, Conn., loves to make atrocious puns.



GEORGE FENNEMAN, Groucho's Man Friday on NBC's "You Bet Your Life," once handled the announcing chores on "Dragnet" and the Martin & Lewis radio show but finds Groucho the trickiest to handle. Born in Peking, China, in 1919, George began his radio career in 1942, was soon being heckled by the irrepressible Groucho. He does oil painting, gardening, music, photography on his ranch near Hollywood where he lives with his wife, Peggy, and their three children.



BILL GOODWIN, master of ceremonies of NBC-TV's "It Pays To Be Married," is an ex-newspaperman who attributes his success in radio and TV to his early association with one Bob Hope. Actually, Bill is something of a comedian himself and decidedly a practical joker. He made a swift exit from journalism, for instance, by dyeing the city room typewriter ribbons green and filling the paste pots with shaving cream. Aside from Pal Hope, he's been associated with Burns and Allen.



JOHN K. M. McCAFFERY, moderator of DuMont's "What's the Story," was born in 1913 in Moscow (Idaho, not Russia) and currently lives in Washington (Conn.) with his wife Dorothy and three young sons. An old pro in the area of communications, he began his professional life as a college professor, switched soon after to public relations. Became editor of fiction for American Magazine in 1944, special projects editor for M-G-M in 1946. Emceed "Author Meets the Critics" until '51.



PAT MEIKLE, the attractive hostess of CBS-TV's daily show, "Welcome Travelers," is just as well known to New York City kids for her work on the local moppet program, "Magic Cottage." This was the series which gave Pat and her husband, producer-director Hal Cooper, their entering wedge when they decided to try Manhattan and TV back in 1948. Born in Detroit in 1923, Pat grew up in the college-town atmosphere of Ann Arbor where she attended the University of Michigan.



VICKI MILLS, the blonde songstress on CBS-TV's "Name That Tune," first appeared on the show as a contestant, so impressed the producer that he hired her full-time two weeks later. Since then, she has been impressing video fans with her ability to sing the good old songs in everything from Zulu to Vietnamese. An attractive 5'4 1/2" tall, Vicki was born in Danbury, Conn. in 1934, became interested in singing while in high school. She loves to cook, sew, and collect things.



OGDEN NASH, panelist on ABC-TV's "Masquerade Party," probably is America's best-known light versifier. He also has found time to write the lyrics for a number of fine tunes and to collaborate on the book of the musical, "One Touch of Venus." Actually, Ogden admits to being very lazy. He says his favorite hobby is beach lolling, with golf running a not very close second. Born in Rye, N. Y., he has been married for 23 years to the former Frances Leonard, has two daughters.



ROGER PRICE, one of the very bright panelists on ABC-TV's "The Name's the Same," spent five years as a behind-the-scenes writer for Bob Hope before he decided that he also could be amusing in front of the curtain. Prior to that momentous debut, Roger already had dabbled in architecture, athletics and painting. A tall, shuffling, bespectacled fellow, age 35, he's married to the English music hall singer, Anita Martell, who appeared with him on his own CBS show, "How To."



ROXANNE, the statuesque blonde who adds decoration to CSB-TV's "Beat the Clock," came into public life as a photographic and fashion model. Accordingly, her first work on the quiz show consisted, in the main, of a silent display of her considerable physical attributes. Since then, however, she has been allowed to become more articulate, a factor which was probably influential in winning her a screen role in the recent "Seven Year Itch." Born in Minneapolis, her husband is Tom Roddy.



BOBBY SHERWOOD is the most musical of the panelists on ABC-TV's "Masquerade Party," to put it mildly. A bandleader, vocalist, drummer, trumpeter and guitarist, the handsome, blond Mr. Sherwood is also one of the top arrangers in the business. For years, while he served as a guitar accompanist to Hollywood's top stars, movie casting directors tried in vain to get him before the cameras. Bobby remained true to the musical muse. Music aside, he's an avid sportsman.

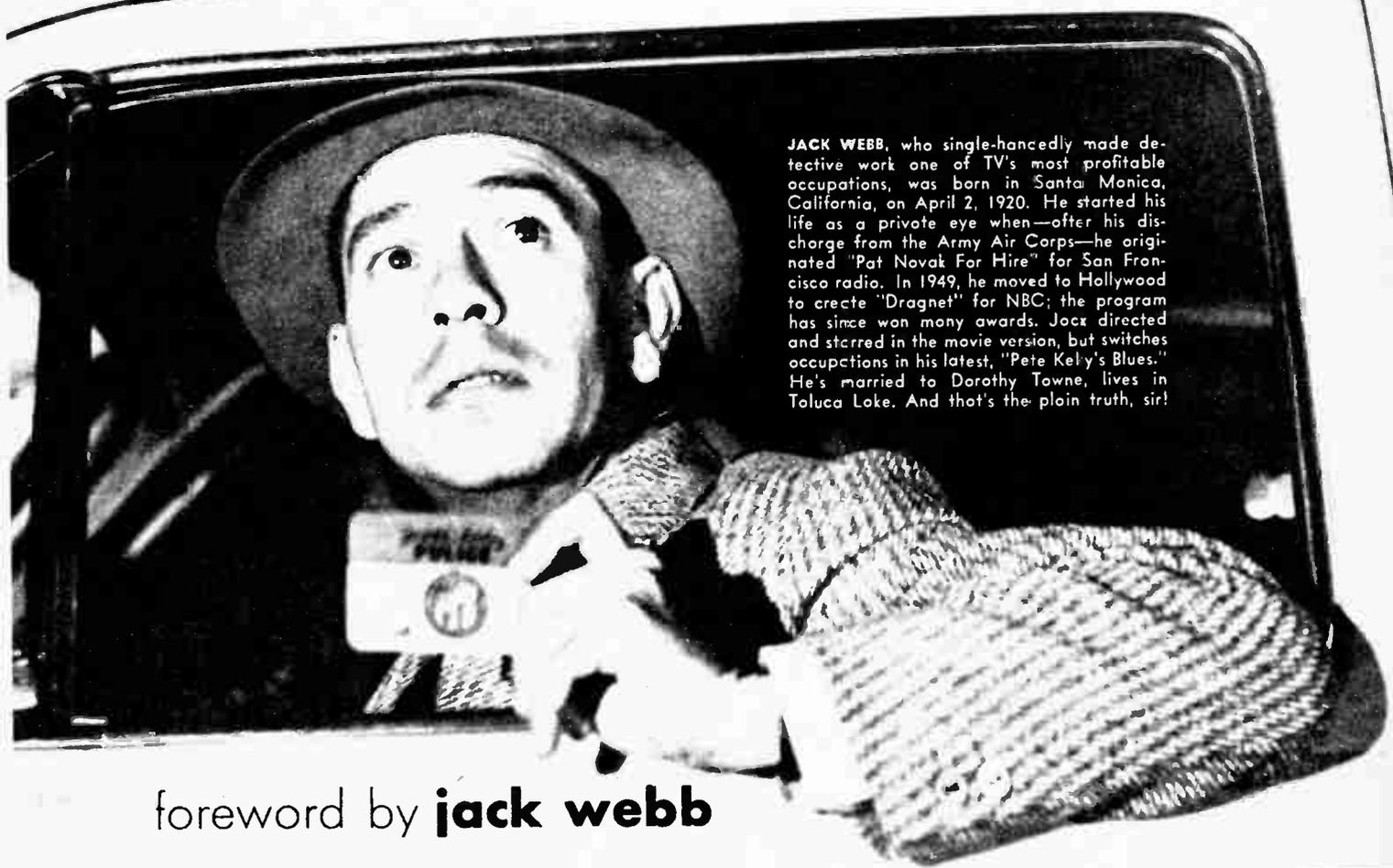


JACK SMITH, the master of ceremonies on CBS-TV's "Welcome Travelers," has been carving out a new career for himself during the last few years in the area of the video variety program. Jack rarely uses his pipes nowadays, but he first made his reputation as a radio and recording warbler known as "Smiling Jack Smith." A tall, dark fellow whose friends describe him as "serious-minded," he has been married to wife Victoria for 19 years. They are the foster parents of two children.



MIKE STOCKEY is both the producer and emcee of CBS-TV's "Pantomime Quiz." A television veteran (he first sampled the medium back in 1931 on an experimental kiddie show), Mike conceived the idea for his program while engaged in a game of charades with fellow drama students at Los Angeles City College. After college, he became a night club emcee. Born 37 years ago in Shreveport, La., of a theatrical family, he recently made his debut as a romantic movie actor.

danger ahead!



JACK WEBB, who single-handedly made detective work one of TV's most profitable occupations, was born in Santa Monica, California, on April 2, 1920. He started his life as a private eye when—after his discharge from the Army Air Corps—he originated "Pat Novak For Hire" for San Francisco radio. In 1949, he moved to Hollywood to create "Dragnet" for NBC; the program has since won many awards. Jack directed and starred in the movie version, but switches occupations in his latest, "Pete Kelly's Blues." He's married to Dorothy Towne, lives in Toluca Lake. And that's the plain truth, sir!

foreword by **jack webb**

■ Is "Dragnet" too realistic? That question pops up every day of Joe Friday's tour of duty with the L.A. Police Department. If you ask me, you're either real or you're not. And audiences can tell, whether it's a program about law enforcement or about a coffee plantation in South America. Don't ask me how they know—they just do. So, from my point of view, I haven't got any choice in the matter. What about advantages or disadvantages in our particular brand? To get the answer to that one, I hied myself over to the two people who really ought to know the score—the writers of the show. There's a big advantage, they told me. No matter how efficient the cops are, it doesn't look like we'll ever run out of cases to dramatize. A writer can think up just so many stories, but the crooks keep coming up with new ones all the time. (You just have to pick up the daily newspaper to get a fair idea of what we mean.) They also pointed out that when they're re-creating a factual case, they don't get stuck wondering what'll happen next. It's all there in the files. The third advantage, they said, is that whenever we

have scenes of gun-play or violence, audiences know they're part of the official record, not hoked up. We're not simply breaking up the monotony. Disadvantages? Well, sometimes it's pretty hard to re-create a case accurately in twenty-six minutes when the police have been tossing it around for over six months, twenty-four hours a day. And sometimes writers don't get the facts straight. No matter how much more dramatic we think our version might be, we get out that blue pencil. After all, our technical advisers are cops and you don't argue with those boys. But both writers agreed that the advantages of realism far outweigh any disadvantages. And I'd be the last guy to argue the point—even if I didn't go along with it—because it's almost as hard to argue with writers as it is to argue with cops. Since we're being realistic, the writers' names are John Robinson and Frank Burt. My name is Jack Webb. So for once not even the names were changed for protection of innocent friends and relatives.

the line-up

WARNER ANDERSON once studied law, and the insight this gave him into police work helps to bring realism to his portrayal of Lt. Ben Guthrie in CBS-TV's series, "The Line-Up." His experience as an actor—dating back to World War I—helps, too. His birthplace, Brooklyn, is just a subway ride from Broadway, where he started his career in a play called "May-time." Roles in other plays, radio, movies and television followed. Now settled with his wife Leeta and 10-year-old son Michael at Pacific Palisades, Calif., he relaxes by playing golf and reading.

TOM TULLY, Inspector Matt Grebb of CBS-TV's "The Line-Up," has been on the right side of the law since the beginning of his acting career. He barked his way through his first radio role as the police dog aide to "Renfrew of the Mounted," which led to more human roles in such radio shows as "Mr. District Attorney" and "Gangbusters." He has appeared in over 3,000 broadcasts and acted on Broadway and in such movies as "The Caine Mutiny" (for which he got an Academy Award nomination). He's from Colorado; his wife, Ida, from Salt Lake City.



BEN ALEXANDER, whose Officer Frank Smith role supplies the light touch to NBC-TV's "Dragnet," started his career as a 3-year-old playing Cupid. Outgrowing such roles, he quit the motion picture industry, went to college, then started a successful new career as a radio emcee and announcer. He was nervous about returning to a dramatic role as Frank Smith, but now finds he enjoys it. A successful businessman—he owns a motel and two gas stations—he still finds time to relax on his cabin cruiser with wife Lesley and son Nicholas.



DAVID BRIAN, the "Mr. District Attorney" of the ABC series, started life as a poor boy in New York City, but he has had the legendary luck of the Irish ever since. He got his first stage role when, seeing a crowd of men waiting around a theatre for an audition, he joined the throng and was given a part. Later, when he tried Hollywood, his luck held again; Joan Crawford was so impressed when she met him that she picked him as her co-star for this first movie, "Flamingo Road." After starring roles in movies, he switched to TV.

TOM CONWAY is an apt choice for the role of the dashing "Inspector Mark Saber." Born in Russia of British parents, he barely escaped to England at the outbreak of the Russian Revolution. Later he tried mining in Africa, but had to return home when he contracted malaria. Discovered by a theatrical producer, he had a successful stage and radio career in England before his brother, actor George Sanders, talked him into coming to Hollywood. A heavyweight boxing champion in college, he doesn't need a double for action scenes.



JAMES DALY, star of "Overseas Adventures," started absorbing Shakespeare, Shaw and other theatre greats when most children are still learning nursery rhymes. His mother was active in the little theatre movement in his home town, Wisconsin Rapids, Wis., and she started him on an acting career that was just about to go into high gear when the draft claimed him. After the war he returned to acting, both in the theatre and in television. His wife, actress Hope Newell, now devotes her time to their 3 daughters.

BRIAN DONLEY's life has been almost as eventful as that of Steve Mitchell, the special agent he portrays on TV's "Dangerous Assignment." Getting into the National Guard by lying about his age, he served in Mexico, then won an appointment to Annapolis. After appearing in school plays, he resigned from the Academy to try Broadway. He finally made it—after being down on his luck for so long he had to pose for collar ads to make eating money. Hollywood stardom followed, and he now makes his home in movie town.



DAN DURYEA, long known as a movie bad man, at last has a chance to be a hero in his TV series, "The Adventures of China Smith." Actually he's a mild-mannered family man, the father of two, who became a "villain" by accident. His advertising job was too strenuous and he had to try another field. He'd done some acting in college, and that was the only career he could think of. His big success was as a villain in "The Little Foxes." Repeating the role in Hollywood, he was so good he had to remain a bad man.

PRESTON FOSTER, star of the popular suspense series, "Waterfront," is right at home in the locale of his role. He was born on an island off the New Jersey coast and learned to swim, fish and handle a boat at an early age. But music and the theatre were his real loves; at the age of ten he had a "one-man band," he has sung in minor opera roles, acted on the stage, on radio and in over 100 movies. He studied the television field carefully before deciding his "Waterfront" role was right for him. He's married to Sheila Darcy.



REED HADLEY's face is familiar to TV audiences: he's the star of two popular series, "Racket Squad" and "Public Defender." His road had been steadily upward, but in a roundabout sort of way. Graduating directly from high school plays to a role on Broadway, he quit the big time because he felt he needed more experience. He was discovered in a little theatre production, signed a Hollywood contract, got no chance to act for 2 years. The "Red Ryder" role on radio led to rediscovery by the movies. Texas born, he's married, has one son.

DON HAGGERTY, the private detective in the "Files of Jeffrey Jones," has had three years in the Army's Military and Counter Intelligence, and wide experience in the theatre, radio and motion pictures, to fit him for the role. After studying dramatics at college, he went into summer stock, then to Broadway. A "March of Time" show, in which he appeared with Montgomery Clift, brought both actors to Hollywood. Don made his TV debut in "Cases of Eddie Drake." Even as "Jeff Jones," he likes swimming, baseball, tennis.



STACY HARRIS took a gamble to go to New Orleans as the star of "New Orleans Police Department." A veteran of New York and Hollywood radio and TV, and a regular on "Dragnet," he gave up all that to strike out in a new locale with a new television series. But after seeing prints of the "New Orleans" show, he feels the gamble will pay off. He also had to give up a promising movie career which was in the offing, but he hasn't abandoned motion pictures altogether. He was in "New Orleans Uncensored," shot, naturally, in New Orleans.

RONALD HOWARD plays the title role of "Sherlock Holmes." Born in London, he is no stranger to New York and London stages and has appeared in many films as well as on TV. He was a journalist before joining the Royal Navy for almost seven years in 1939. He resumed his career on BBC television in London. He was graduated from Cambridge University and his hobbies are book collecting and the violin. Ronald is charming, has a fine sense of humor, proudly follows the path chosen by his father, the late Leslie Howard.



LOUIS JOURDAN portrays a suave Parisian detective in "Paris Precinct." Born in Marseilles in 1920 of a well-to-do family, he always wanted to be an actor. Dramatic schooling in Paris was cut short by a French talent scout's eye for star material. He played his first film role in "The Corsair" with Charles Boyer. The war came and he joined the French underground. Imported to Hollywood by David Selznick for "The Paradine Case," he has played leads in several big pictures and on Broadway. Married, he has one son, Louis, Jr.

BORIS KARLOFF portrays the title role in "Colonel March of Scotland Yard" on TV screens. He was born in Dulwich, England. For a while, he considered a diplomatic career. Then he lost interest in that and emigrated to Canada. He worked as a farm hand until he answered an ad in Vancouver for "an experienced character actor." He bluffed his way into the job and has been creating memorable roles ever since. With the release of "Frankenstein," he was acclaimed the greatest character actor in pictures. A soft-spoken man, he likes poetry, gardening.



BARRY KELLEY brings a wealth of acting experience to his role as Charlie, Steve Wilson's right hand man in the new "Big Town" series on NBC-TV. He is known as "an actor's actor." Born in Chicago during Al Capone's reign, Kelley turned to acting after the market crash of '29 ended his business career. Two years after enrolling in a dramatics school, he was ready for Broadway and he's been busy ever since. Kelley, who has a flair for comedy and can sing (he played Jud Fry in "Oklahoma!"), lives with his wife and daughter in San Fernando Valley.

CHARLES MCGRAW, who plays the title role in "Adventures of the Falcon," turned to acting after slugging his way through 19 amateur and 20 professional fights in the middleweight class. He still looks like a boxer! McGraw has been seen on Broadway in "Boy Meets Girl," "Golden Boy" and "Native Son." He was in Hemingway's "The Killers" and lately in "The Bridges of Toko-Ri." He likes skin-diving, goes swimming every day. Charles, his wife, daughter Jill, a French poodle and a cat named "You, Too," share a 2-story Hollywood home, complete with swimming pool.



CHESTER MORRIS narrates the crime-exposé series "Captured." For years identified with law and order through his many powerful film roles, he continues the association with this series. Born in New York City in 1901 to theatrical parents, he made his first stage appearance with Lionel Barrymore in "The Copperhead" at 15. After a two-year vaudeville stint, he returned to the stage and was personally managed for four years by George M. Cohan. He faced Hollywood cameras for nearly 70 films. A wiry five feet, nine, he is a talented magician and fisherman.

RON RANDELL loves his role as host of ABC-TV's "The Vise." Born 36 years ago in Australia, he was working in radio in Sydney at the age of 14. The lead in an Australian movie, "Pacific Adventure," won him a Hollywood contract. There he played in "It Had To Be You," "The Maturing of Millie," "The Mississippi Gambler" and "Bulldog Drummond." Ron headed for England to produce plays but instead took over the moderator's seat on the English version of "What's My Line?" played the lead in London's "Sabrina Fair," acted as host of "The Vise," filmed in London.



NORMAN ROSE, narrator of NBC's "Big Story," left his Broadway role in the highly successful "The Fifth Season" to take on this radio-TV assignment. Born in Philadelphia in 1917, he began playing bit parts in Shakespearean repertory when he was 14. He decided on an acting career while still in high school. A 6-footer with dark hair and eyes, his first good role on Broadway was in "Land of Fame" with Beatrice Straight. "Richard III" followed, then radio, where he established himself as a narrator of dramatic series. He lives in Nyack, N. Y., with wife and 3 daughters.

MARK STEVENS stars as crusading editor Steve Wilson in NBC-TV's "Big Town." Born in Cleveland, Ohio, 35 years ago, he began working around tent shows as a popcorn butcher at the age of 12. A year later he joined a stock company and his job ended when the barn they used as a theatre burned down. His jobs have included truck driving, boxing, dishwashing, singing and dancing. Mark played leading roles at Fox for 7 years, later made an auspicious Broadway debut, is now a partner in a firm producing TV and screen films. Married, has 2 children.



JEROME THOR, the star of "Dateline Europe," began his acting career one hot summer's day at Coney Island where he worked as a lifeguard. He vowed to become an actor, had to carry through to save face. He won a scholarship to Manhattan's famous Neighborhood Playhouse. Parts in outstanding Broadway hits such as "Golden Boy," "My Sister Eileen," "Doughgirls," "George Washington Slept Here" followed. Recently devoting himself to television, he has racked up an impressive list of credits on "Studio One," "Suspense," "The Web" and others.

in search of adventure...



RICHARD CARLSON, who portrays Herbert Philbrick on "I Led Three Lives" began acting and writing plays in college. After distinguishing himself in seven Broadway hits, Hollywood snared him with a contract not only to act, but to write and direct. This Alberta Lea, Minnesota, native is married, the father of two boys, calls the San Fernando Valley home. For relaxation Carlson still does some writing—when he's not running down to Mexico for the bullfights.



ERROL FLYNN, the dashing hero of more than 40 adventure movies, stars in "March or Die." Although he was born in Tasmania of English parents, Britain was his home. At 17, he left it for Sydney, Australia, where he prospected for gold, traded and fished. When he returned to England and went on the stage, Warner Brothers spotted him. In Hollywood, he reached stardom with his swashbuckling "Captain Blood" role. He made a movie with Patrice Wymore, married her.



ROBERT NEWTON, the "Long John Silver" of the CBS-TV series, is a veteran of the London stage. Born in Dorset, England, he first appeared in Shakespearean plays. He toured South Africa and made films in England before director Lewis Milestone brought him to Hollywood. This international stage and screen favorite appeared in "Les Miserables," "Oliver Twist," and "Robin Hood." He's a six footer, black-haired, brown-eyed, married to Vera Budnick, has a daughter.



CESAR ROMERO, the danger-dodging diplomatic courier in "Passport to Danger," is a native New Yorker of Cuban parentage. His grandfather was so active in the fight for Cuban independence, he became its first President. Romero received his training on Broadway, played leads in a number of hits before he went to Hollywood. He recently celebrated his 20th year in movies, is a popular guest on many TV shows. Basketball and dancing keep him exercised.



RICHARD GREENE, star of CBS-TV's new adventure series, "Robin Hood," was born in Plymouth, England, while his parents were touring with a play. "French Without Tears" (a London stage hit) was responsible for his crossing the ocean to become a screen star here—but the thunder of war brought him back to England in 1940, sent him to France, Holland and Belgium. He's divorced from actress Patricia Medina, still remembers America with delight. Among the things he likes: hamburgers, cowboy ballads, American slang, making limericks.



BRIAN KEITH is the husky blond actor who plays the title role in CBS-TV's "Crusader." Born into an acting family in Bayonne, New Jersey, he got an early start. At age 3, he had a part in a Paramount movie. Radio, TV and the stage kept him busy until Hollywood reached out for him. While touring with a road company, he met and married actress Frances Helm. His recent movies were Paramount's "Arrowhead" and "Alaska Seas." He's a muscular 6-footer, has blue eyes.



HUGH O'BRIAN, the "Wyatt Earp" of ABC-TV got his start as an actor when a friend talked him into joining a little theatre group instead of entering Yale. That was it! Ida Lupino's movie company gave him a start in movies, followed a U-I contract and 20 pictures followed. Born in Rochester, New York, and educated in the midwest, Hugh is an accomplished magician, plays the piano well and wrestles to keep fit. He's brown-eyed, stands 6 feet, is a popular Hollywood bachelor.



FORREST TUCKER, the hero of rugged adventure films, is well cast in Philip Wylie's "Crunch and Des" series. This Plainfield, Indiana, 6'4" and rugged star played championship football, basketball and tennis in school. When he's not making pictures, golf claims all his attention. Won an invitational golf tourney in '47. His Broadway appearance as Lenny in "Of Mice and Men" gave "Tuck" his movie break. He's married to Marilyn Johnson, has a daughter by a previous marriage.

the happy blending

movies and television blithely swap time, talent and techniques

■ Who's who in television? Who's who in the movies? These days, you don't really know unless you're looking at a program guide, or have a good memory. For movies and television are borrowing talent and ideas from each other so fast and furiously that it's hard to know who's helping whom. Maybe, though, it doesn't matter—as long as the result is satisfying and impressive. What comes out may be as hard to identify as the ingredients of a dessert mixed with a Waring blender—but it promises to be a highly palatable concoction.

The first part of any television-into-movies tally must start off with the names of five people who may be the "who's who in television" today, but are rapidly becoming the "who's getting to be who" in movies too. They're Jack Webb (whom *Dragnet* made a star on the marquee as well as on the telops), Liberace, Steve Allen, Ed Sullivan and George Gobel—all of whom have feature movies in work or recently released. Jimmy Dean and Betsy Palmer head the list of filmdom's fast-rising stars who got started on TV: a list that's going to be increased when John Cassavetes brings *Crime in the Streets* to the movies. On the writer's side, Paddy Chayefsky seems to have started something when TV's *Marty* became a hit movie, for Rod Sterling's *Patterns*, Reginald Rose's *12 Angry Men* and *Crime in the Streets*, and Paddy's own *The Catered Affair* all follow up their own success on the home screens by appearances on the movie screens. The movie people aren't niggardly or overly cautious in paying for screen rights, either. Chayefsky's *Catered Affair* was snapped up for a sum said to be in the neighborhood of \$100,000, Reginald Rose is supposed to come in for 50% of *12 Angry Men*'s movie profits, and *Operation Home*, a Studio One production, was bought by M-G-M before it had the chance to get either inside or outside of *Studio One*.

Let all this sound too one-sided, Hollywood reminds us that it isn't just a borrower. It's happy to be a lender, too. Humphrey Bogart, Frank Sinatra, Eva Marie Saint, Betty Grable and Guy Madison are just a few of the big-name movie stars who've made memorable appearances on television. Movie producers, who once used to frown on TV appearances by their top stars, now smile happily instead—for they know that when a star keeps in the public eye it promotes his latest picture and helps,

rather than hinders, the sale of tickets at the box office.

This year, too, almost every major studio has a movie program on the TV schedule. Walt Disney was a pioneer—getting there at the very beginning. Last year, when Disney announced his plans to bring *Disneyland* to TV, movie exhibitors were dismayed. They complained that he'd be keeping people happy in their living rooms instead of enticing them out to the movie theatres. Disney had another idea. He planned to use his TV program to get people *into* the movies, instead of keeping them away from them. He did, too. Davy Crockett, originally shot for TV, became a full-length feature, and Disney used his TV program to lure his audience down to 20,000 *Leagues Under the Sea* and *Lady and the Tramp*.

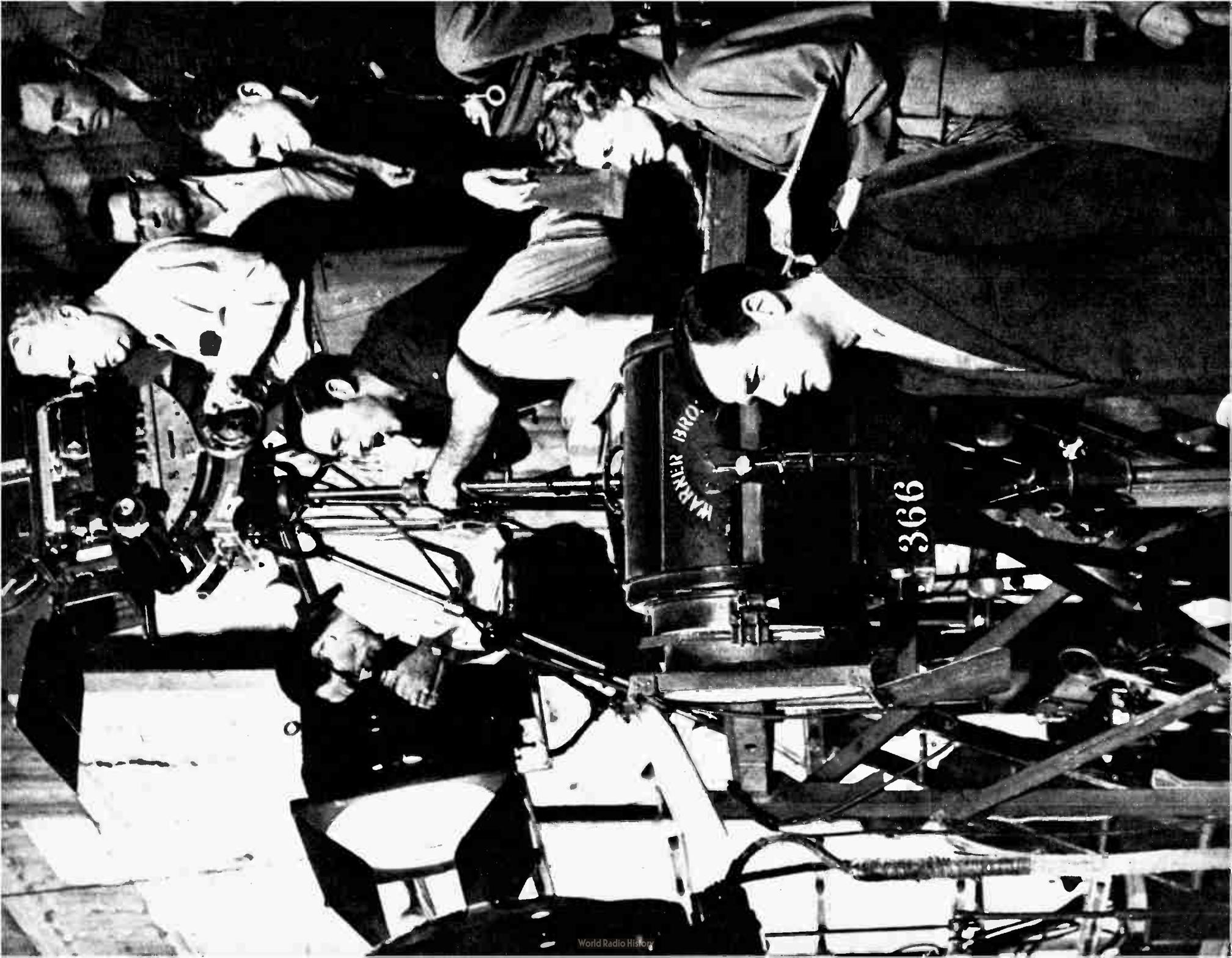
Warner Brothers hopes to do the same thing this year. As part of their dramatic show keyed to three different dramatic series (*Casablanca*, *Kings Row* and *Cheyenne*), they plan to take the TV viewer backstage on the studio lots while Gig Young interviews a star, or takes his audience on a personally conducted tour of the movies and movie locations.

M-G-M does something similar in its weekly television series, for *M-G-M Parade* devotes a portion of each of its shows to information about movies which will soon be shown in the movie theatres. Not to be outdone, 20th Century-Fox turned over one huge lot of its Hollywood property to making movies for television, and Columbia Pictures steps up its production of films for TV from a slow walk to a fast run.

In most cases, this doesn't mean that the TV viewer will get a chance to see movie feature films, but it does mean that he'll get to see a TV film made with all the know-how, all the polish and all the talent of years and years of movie-making. And he'll get that first-hand introduction to Hollywood's stars and studios that ordinarily might come only with a trip to the West Coast. And—as though to bridge that final gap—NBC plans to follow up its presentation of *The Constant Husband* by making first-run films part of standard television fare, while 20 top-ranking English movies will be coming your way, courtesy of ABC.

To all of this we say, "happy blending!" From the looks of things, television and movies have finally gotten around to that very happy ending.

Hollywood-and-TV criss-cross: Gig Young (right) takes TV viewers backstage to watch a scene being filmed. The take? TV's own Liberace, playing the piano for *Sincerely Yours*. →





flight of fancy

Mary and Robbins take to the air for a bit of flying rehearsal. Wires from ceiling were painted not to show on camera as Peter soared through air.

Mary Martin, a Peter Pan to top 'em all—and literally, at that. Mary loved "flying," kept wanting to go even higher.



■ "Producer's Showcase," which deals in spectaculars as a matter of course, really pulled a coup last year when they came up with "Peter Pan." It was the first time a Broadway musical had been transferred, lock, stock and ballet, from Broadway to television, and 67,300,000 people are reported to have seen it. Not only seen it—loved it. So much that the whole thing's being done again in January. You're getting free for nothing, by the way, the very same show that thousands of folks shelled out \$6.90 apiece to see at the Winter Garden. The very same show, that is, except for a few changes in the dance sequences, and 17 minutes which were cut from the original. Mary Martin's aerial feats, thrilling enough in the theatre,

were almost more unbelievable on television. Caught from new angles, they gave the audience the illusion of watching from a cloud as she soared and swooped through the air. The Broadway sets had to be re-designed for TV, a special camera (supported by a platform 15 feet off the ground) had to be rigged for the flying sequences, and, since Mary had refused to pre-record any of her songs, she had to wear a battery mike right in her costume bosom, so the sound could be picked up even as she swung. The only mishap came during dress rehearsal, when Mary cut her hand on a wire, had to put a skin-colored bandage over the wound, nevertheless went on to thrill millions as the most uninhibited Peter Pan of all time.

Fred Coe, who directed Mary on TV, said she told him, "The more children who see Peter Pan, the happier I am."

Coe and Company (Coe's at right, hands raised) discuss the conversion of a hit Broadway show to a hit TV musical. Dances had to be re-staged, sets re-designed to fit TV's limited space.

Jerome Robbins, who did show's choreography, pointing out some change in a routine.



Kathy Nolan, Robert Harrington and Joseph Stafford (the Darling kids) hated to come down to Earth when summoned.

Mary and the Darling Children take off again. Mary's own child, Heller Halliday, made her Broadway debut in "Peter Pan" with her mother, then repeated her role (the young housemaid) on the NBC television spectacular.



bright lights and sweet music

foreword by **raymond scott**



DOROTHY COLLINS (known as Mrs. Raymond Scott and as "Mama" to the darling baby shown above) was a natural for Lucky Strike singing commercials. She has been both lucky *and* striking since she first opened her hazel eyes in Windsar, Ontario, Nov. 18, 1926. Blonde Dorothy, who manages to look pertly prim yet cute and curvy in a tailored shirtwaist (designs them herself, has sold a million), won an amateur contest which won her a radio job singing through school days. Raymond Scott came into her life in 1942. He suggested voice study, put Dotty on the radio "Raymond Scott Show," took her on tour. Dorothy became a "Parade" singer in 1950 by auditioning Ray's jingles for the sponsor.

RAYMOND SCOTT, best known as NBC Radio-TV "Your Hit Parade" conductor, has another reputation: Wily One. Composer of hits ("18th Century Drawing Room," "Twilight in Turkey," "Minuet in Jazz"), he once launched a song with a 39-word title. Born Harry Warnow, Sept. 10, 1909, in Brooklyn, Ray chose his professional name from the N.Y. phone book. Son of a Russian violinist who owned a N.Y. music shop, Ray learned piano by slowing the mechanical piano players and fingering the keys. At 6, he was putting platters on for Daddy's customers. His Raymond Scott Quintet is never to be forgotten. Likewise his discovery of Dorothy Collins, now a "Hit Parader," once his band singer.

■ I remember before "The Hit Parade" switched from radio to television, people sneered at the idea. "What on earth are you going to do with the same tune every week?" they said. Well, it only turned out to be better on TV. If a song—like "Melody of Love"—runs 20 weeks, the staff finds it stimulating, a game in many ways, to think of 20 different treatments for that same song. We use a mixture of devices, considering the situation of the story of the song, the actual words and phrases. There's no limit to the production staff's imagination. They use moods, words or phrases suggested by the song. "Tweedle-Dee-Dee" suggested an Alice in Wonderland treatment, for instance. And we like to use children and animals, and often did so with "Davy Crockett." I've been with "The Hit Parade" for six years (one year before TV) and all that time I've been hearing how awful the public taste is. As far as I'm concerned, the public knows, not from nothing, but from *everything*. The public isn't biased. As long as a song is composed sincerely and performed sincerely, it's a source of joy to people at large. And the public loves switch, loves change. A crazy instrumental like "Skokian" runs three or four weeks, then you hit "Melody of Love." Today they buy "This Old House," tomorrow "Ebb Tide." Maybe you'd like me to choose one of the "top seven songs" which ran quite a while, and describe a few of the ways in which it was presented? Well, let's take "Mr. Sandman." Once we did "Mr. Sandman" with Snooky Lanson, the Hit Paraders, dancers and extras. We set the scene in a frontier town of the nineteenth century. A group of men were waiting, snapshots in hands, for the stagecoach which was bringing their mail-order brides. Snooky's girl was last to alight, and she wasn't quite the beauty he'd expected . . . Another time we had Gisele MacKenzie in a corner of a chic shop where, it was our whimsical notion, a man might be purchased. Gisele was looking over pictures, and singing specifications. Finally she decided on the salesman himself, and a second salesman came up and put a "sold" tag on the first . . . Russell Arms did a more poignant "Mr. Sandman." As the operator of a follow-spot in a TV studio, he sat in the balcony, training the beam of light around the empty studio, singing of his hope that the "magic beam" would find a beautiful girl. He discovered a radiant creature in glittering costume, but by the time he'd rushed down below, she'd gone . . . Once we had Dorothy Collins, Snooky, Gisele, Russell and a host of extras form a living valentine and deliver "Mr. Sandman" as a valentine message to the audience . . . Once Snooky sang it while playing a hobo bedding down for the night, singing wistfully of romance and a world of dreams. A "magic beam" appeared at the end, but it was from the flashlight of an unsympathetic policeman. Well, you get the idea. I've already had six years of it—and I'm not bored yet!



SNOOKY LANSON, singer on NBC-TV's "Your Hit Parade," looks like a boy, but a family man is he, with a house in the suburbs (Scarsdale, N.Y.) and two kids, Ernie and Beth. And, his name is misleading. Takes courage to answer to Snooky, a nickname his mother gave him soon after his birth, March 29, 1919, in Memphis, Tenn. Snooky began singing for WSM Radio in Nashville, while still in high school. He was on his way to "Hit Parade" by 1942, when he sang with Ted Weems. Snooky is otherwise known as Roy.

"Mr. Sandman":
 1 hit, 3 singers,
 3 versions

GISELE MacKENZIE could have become a concert violinist-pianist, but aren't you glad she didn't? Dark-eyed, throaty-voiced Gisele, of NBC-TV's "Your Hit Parade," trained in classical music from age 3, began sharing her perfect pitch vocally with troops at wartime service shows. Then in her last year of violin study at Canada's Royal Conservatory of Music, a Canadian Navy bandleader became her manager, steered her into her own CBC Radio show, singing ballads and folk airs. Four years later found her at N.Y.'s Cotillion Room, a top recording artist. Daughter of a Winnipeg M.D.



RUSSELL ARMS came to full-fledged singing stardom on NBC-TV's "Your Hit Parade" by the happiest accident in his, or for that matter anybody's, life. Already a familiar and handsome face to movie-goers ("The Man Who Came To Dinner," etc.), Russ casually informed his agent he could sing, too. Whisked to N.Y., auditioned by WNEW as a singer, he was immediately put into harness on "The Russell Arms Show," was in demand for TV. Like Dorothy Collins, Russ started on "Parade" singing commercials. Born Feb. 3, 1926, Russ married singer Liza Palmer in '49. No kids—just tropical fish, at home on Long Island.

PERRY COMO, singing star who is now an NBC-TV show property, found fame and fortune by coining the phrase: Have tux, won't travel! By 1942, Perry, already a big name band vocalist, decided he was weary with traveling. He made tracks for Cannonsburg, Pa., the mining town where he was born and raised. At eleven, Perry had been an apprentice in the town barbershop for 50 cents a week. He was kicking around half an idea to open his own barbershop, when a long distance call came through. General Artists Corporation brought Perry, wife and child to New York, guaranteeing no travel and a CBS radio job. Within weeks, the young baritone's air show brought a flood of club date offers. A date at the Copacabana put him in pictures, under contract to 20th Century-Fox ("Something For The Boys," "Doll Face," "If I'm Lucky."). In 1948, Perry made his TV debut; remains one of its brightest stars. Perry, seventh of 13 children, never had a singing lesson. An earthy, sincere person, he is gratified by TV work, because it "makes me feel good in a family way . . . going into people's homes during Easter and Christmas with devotional songs," or, "introducing new kids with a light in their eyes and a song in their hearts." Perry is married to his childhood sweetheart, Roselle Bellino. They have two boys and a girl, live in a 12-room house on Long Island. Teen-age Ronnie, Perry's oldest boy, has Papa's talent, sings at church and school. Perry likes golf, is a fight fan, prefers sport clothes and likes the colors blue and yellow, the song "Temptation."



BOB CROSBY, youngest of five Crosby sons, gets a bang out of Bing, bull sessions, bandleading and, of course, broadcasting his CBS-TV "Bob Crosby Show." In show business 18 years, Bob, whose famed Bobcats band hit big time in the Thirties, was barn in Spokane, Wash. Like Bing, he went to Gonzaga. Bob, wife June, 2 girls, 3 boys, live in Brentwood, Cal.

JOAN O'BRIEN, sweet-singing Irish girl on Bob Crosby's CBS-TV show, was talent-scouted by Bob's teenage daughter Cathy. Each Saturday found Cathy glued to the TV set. Daddy Bob pulled up a chair, heard Joan warble, hired her. Born Feb. 14, 1936, in Cambridge, Mass., Joan won an amateur contest, while studying far business at Pasadena J. C. No more business!

THE MODERNAIRES, vocal fivesome on CBS-TV's "Bob Crosby Show," arrange their tunes, write many of the songs. Hal Dickinson first gat up a group called "Three Weary Willies," Ray Noble dreamed up Modernaires. All musicians, other members are Paula Kelly (Hal's wife), Francis Scott, Allan Copeland, Johnny Drake. They record for Columbia.



DINAH SHORE, named the nation's "favorite female vocalist" in a '51 Gallup Poll, is in her 4th season as TV's First Lady of Song on Chevrolet's NBC-TV show. Blonde, brown-eyed Dinah has stayed as sweet as she was as Frances Rose Shore, a nice little package of warmth from Winchester, Tenn. She holds a B.S. degree in sociology from Vanderbilt University, but chucked all that for a radio (WNEW) singing job with another unknown, Frank Sinatra. Eddie Cantor gave her a boost. Married to actor George Montgomery, has 2 children.

THE SKYLARKS QUINTET warbled its way around the world, until NBC-TV stopped all 5 in full flight, put them to work on Dinah Shore's show. The lead voice, pretty Gilda Maiken, joined the group in '46, but the four male Skylarks were G.I.'s who teamed during World War II in Panama. Jackie Joslin, Earl Brown, Joe Hamilton and George Becker formed an Armed Forces Radio Show, entertaining G.I.'s in the 4 corners. In '46, as the Blue Moods, they joined Woody Herman, then Jimmy Dorsey, Harry James, singing across the USA.



EDDIE FISHER, star of NBC-TV's "Coke Time," better buy a ticket now for that first rocket ship ride to the moon. Still in his twenties, Eddie hasn't many more laurels left to cop on this particular planet. Slim, shy, curly-haired Eddie has chalked up a big score of hit records since Eddie Cantor discovered him in '49, took him on tour of the nation. Born Aug. 10, 1928, in Philadelphia, Eddie began voice "study," shouting his father's wares on a vegetable truck. He has sung for President Eisenhower, Queen Elizabeth—and his wife, Debbie Reynolds.



TONY MARTIN, one of Hollywood's most durable celebrities, is devoting most of his energy, which is considerable, to TV, starring on his own NBC-TV song shop. All God's chillun remember Tony and Rita Hayworth in "Music In My Heart," and Tony with Lana Turner in "Ziegfeld Girl." But TV, night clubs and theatre are Tony's meat now. Hollywood is home mostly because his wife, dancer Cyd Charisse, and sons, Nicky and Tony, Jr., live there. Born on Dec. 25 in Oakland, Cal., Tony is 6 feet, weighs 175, has black hair, brown eyes. A fussy dresser.



JULIUS LA ROSA, CBS-TV singing star, was an above-average student at Brooklyn's Grover Cleveland High School—all the time he was studying Sinatra, Como and Crosby. For all we know, they're studying Julie now that his sales of "Eh Cumpari" are over a million. Born in Brooklyn, Jan. 2, 1930, he earned enough on Arthur Godfrey's TV show to buy mom and dad a 9-room house in Mt. Vernon, N. Y. Since he and Godfrey parted publicly, Julie's theatre, club, TV pay could buy hotels. Mom's Italian food sends him. Julie swims, is baseball happy.

HOWARD BARLOW, conductor of ABC-TV's "Voice of Firestone," first became interested in music when he was only 6 years old. Born in Urbana, Ill., in 1892, Barlow first took up the baton when he found his school glee club awaiting the tardy arrival of their director, Wilberforce Whiteman (father of Paul). Barlow impulsively took over. "Mr. Whiteman came in and laughed. Later he invited me to his study and gave me my first lesson in conducting."



MINDY CARSON jumped from candy company executive to top vocalist. A New York girl (born 1927), Mindy had always wanted to sing but had concentrated on her job. Finally she had herself completely made over by manager Eddie Joy (whom she later married). Her first jobs were with touring bands, but when Paul Whiteman hired her Mindy's career skyrocketed to the top of the recording, TV and nightclub business. Two daughters now help to keep her busy.

PEE WEE KING jumped from small-time shows to the leadership of one of the top bands in the hillbilly field. Born in Abrams, Wis., he first led a 4-piece outfit during his high school days, then joined Gene Autry as an accordionist, later spent 10 years with "Grand Ole Opry." Now he has his own show on ABC-TV and is still garnering honors for his songs and western music. Pee Wee is married (4 children), likes riding, hunting, collects western clothes and hats.



FRANKIE LAINE had many lean years before his golden notes paid off. A Chicago boy, Frankie grew up in the atmosphere that produced Krupa, Dave Rose and other famous jazz musicians. Frankie originally sang in a smooth ballad style but found the professional going too rough as just another singer. Inspired by Louis Armstrong's trumpet, he set out to create his own style. The payoff: Fabulously successful recordings, a movie stint, his own TV show.

GUY LOMBARDO has become a legend in his own lifetime by keeping to the musical style first suggested to him by Paul Whiteman: "Keep it sweet but never sticky." Guy and his Royal Canadians go on year after year as a top favorite in hotels and on their NBC program. Guy is also a famous speed boat racer, restaurateur, and producer of "Arabian Nights." But he is especially proud that 6 members of his original 9-man band are still with him.



MARION MARLOWE has been in show business 20 years. At the age of 5 she was a radio singer, later graduated to little theatre and light opera, finally did 2 years of TV and stage work in England. In 1951 Arthur Godfrey heard her sing, promptly hired her. As a Godfrey alumna, Marion's career is zooming, with TV, nightclub, recordings, possibly movies. Married to TV producer Larry Puck, Marion likes to write poetry and short stories.

VAUGHN MONROE was born in Akron, Ohio, and began his musical career at the age of 11, tootling away on a battered trumpet. He worked his way through school by playing with local bands, actually studied for a concert stage career. But it was as a band-leader-vocalist that he made his big success and best-selling records. In 1953 Vaughn gave up his band to become a single act, now is star of his own TV program and official "Voice of RCA."



PATTI PAGE, the singing rage, is an Oklahoma girl and one of 11 children. Patti's first vocalizing was done, along with her 7 sisters, in a Tulsa church choir, and it was not until she filled in for a missing singer at the radio station where she worked that the Page career began in earnest. Patti toured with a band, sang in nightclubs, finally got a steady job with Don McNeill which led to her own CBS program and a recording career that is still the talk of the industry.

TENNESSEE ERNIE FORD, called one of the most versatile men in show business, worked hard to achieve stardom. Born in Tennessee in 1919, he started his career as a \$10 a week radio announcer, took singing lessons and even studied at the Cincinnati Conservatory of Music. After the war he got a job as announcer in California, started dropping in on a hillbilly show, soon became a part of it. Now he has night club dates, recordings and his own show.



FLORIAN ZABACH, "the poet of the violin," made his debut at 12 in his native Chicago playing with concert orchestras. While in the Army he became interested in pop music and developed his current easy style. In addition to his violin talent, Zebach likes to incorporate into his act magic tricks, singing and humor. Although his hands have suffered 2 serious injuries, he can still play 1280 notes a minute, more than any violin virtuoso now on the concert stage.



LIBERACE is still smiling, mind you, but he's unhappy. Says the man whose TV series is seen by a mere 35,000,000 a week, "I'll never be satisfied until I can bring music to people all over the world." There's no containing this Wladziu Valentino Liberace, the national institution born in Milwaukee, Wis., 35 years ago. Paderewski, Poland's pianist-statesman, started the whole thing by praising little Wladziu's playing skill at the piano. Liberace's Dad, a French horn player himself, urged Wladziu to be an undertaker. His showmanship applied to that trade staggers the imagination! Liberace lives with his Mom in a \$100,000 San Fernando Valley house, loafing, recording albums, composing, and working in his first movie: Warners' "Sincerely Yours."



FRED, Ethel's husband on TV, first got the hang of video playing a variety of parts on the "Alan Young Show." Had William Frawley's mother had her way, though, he'd have been a court reporter or a railroad man instead of one of the films' best-known actors. Mama admitted she'd been wrong after her boy became a Broadway star in "Twentieth Century," spent 20-odd years in Hollywood.

ETHEL caught the Arnazes' eyes when she was playing summer stock in 1951 in "The Voice of the Turtle." They decided she was just the right type for a neighbor. Vivian Vance first opened her blue eyes in Kansas. Fate and her father took her to dramatics school. She won parts in musicals like "Let's Face It," dramas like "Over Twenty-one" in which husband Philip Ober co-starred.

SITUATION COMEDY

reports of its death are greatly exaggerated

foreword by **lucille ball**

EDITORS' NOTE: Variety, the show business newspaper, announced not long ago that situation comedy is dying. So we've picked three guest editors to reply—all still kicking!

■ It may be true that situation comedy is through. But I don't think so. Not unless living itself has gone out of style. All I know about why people like our program is from what I read in letters that they write us, and they say they watch "I Love Lucy" because so many of the situations are similar to the things that happen in their own families. I've even been told by some that they've got a new perspective on their own marriage, and have found themselves looking at their problems with a new sense of humor. About this, I'm both humble and delighted. And grateful to our writers. Without our writers, Desi and I *would* be dead! . . . Actually, we've been doing "I Love Lucy" long enough so we're beginning to hanker for a change. But we'll never forget "Lucy" and how she made our dreams come true. We'd always wanted a chance to work together, and share our leisure. Yet it used to look to us as though we'd never get our wish. Everybody said Desi couldn't play my husband. (He wasn't supposed to be the right type, and this after we'd been married ten years!) Our marriage is certainly the thing that has fed our work. Little happenings are often lifted right out of life and into a script. I remember Earl Wilson's asking Desi and me if we got our script quarrels from real life, and Desi giving him an almost too-honest answer. "Sure," said my husband. "Like when the neighbors have a fight, and we get in a fight over their fight. Once a couple really comes to our house and is going to get a divorce. We make them up. They leave arm-in-arm. Lucille and I start taking sides, and *we* wind up with a divorce." It was true, too. In the fourth year of our marriage, I had started divorce proceedings. Only thing was we couldn't live without each other. "Lucy" has been good to Desi and me in more ways than one. We figure our series is worth \$5,000,000 at the moment, and Desi says he wouldn't sell it for that. We've worked out the best kind of life: time for work, time for play with our kids, a home that's exactly like a dream. And if you'd ever told me this could all happen to a kid from Butte, Montana, (me, friends, me) I'd have giggled—and hoped you were right.

LUCILLE BALL, as Lucy Ricardo, manages to manage everything and everybody from props to costumes on CBS's "I Love Lucy," earns the title of General. Being "on the ball" is no novelty: at the beginning of her career, when she was a model, she almost lost her life in a car accident, was told she'd never walk again. It took three years to reverse the gloomy prediction. Some years later, in 1940, she married Desi Arnaz. Eleven years later, they auditioned their show, had first child, Lucie Desiree. Son Desiderio Albertc arrived in 1953. His mother studied music from age 5, was told at 15 that she'd better stop thinking about an acting career. Again, the prediction was wrong—Lucille modeled, chorus-girled, made movie and stage hits. She and Desi live on a ranch in Northridge.

DESI ARNAZ, Lucy's husband on video and off, came to the U.S. on the heels of a Cuban revolution. World War II gave Desi Arnaz a broken kneecap in basic training, sent him to entertain hospitalized G.I.'s. He worked for a year with Xavier Cugat, then went out on his own. Nightclubs liked him; so did Hollywood. In 1939, Desi pounded the skins in "Too Many Girls," married Lucille, the leading lady, a year later. His personality is as vibrant as the music he makes. Friendly, direct in manner, with flashing eyes, he's an avid fisherman and his tennis is the talk of his neighborhood. A good cook, he specializes in bouillabaisse at home and on his 33-foot cruiser anchored at Balboa. Desi repairs the boat himself, but shares everything else with his charming wife.

"dead" men tell their tales



■ They tell me a recent article in *Variety* said situation comedies as such were finished. Boy, I'm glad I can't read. This way, I don't even know I'm washed up, and I can go on thinking of myself as a working television actor. Seriously, I can read. I just don't believe everything that gets printed, and I allow you the same leeway. You may disregard *my* words, if that's the way you feel. I *don't* believe situation comedies, as such, are doomed to oblivion. Maybe *copies* of successful shows drop by the wayside. But a show with a fresh approach can have a long life. Take our show. A commercial photographer who photographs beautiful models is a good premise on which to build. Characterization is important, and Bob Collins, whom I play, is like most men. He likes to look at pretty girls. So much for the male audience. Ladies in the audience get a kick out of the predicaments a man gets into, and then we inject family life. A good story line will hold an audience, and with strong characterizations—most of them modeled after the people next door—we believe we can be entertaining every week. So far the ratings seem to back us up!

ROBERT CUMMINGS, whose full name is Charles Clarence Robert Orville Cummings, used to work nights as an elevator operator, then spent daylight hours calling on theatrical agents. His luck was bad until he discovered popularity of English actors. Bob bought a round-trip ticket to England, picked up British accent and clothes, became a hit. Broadway, radio and movies—Bob switched personalities again—followed, were capped by his role on CBS's "The Bob Cummings Show." A bachelor on TV, in real life, Bob is married to former actress Mary Elliott, has four children in his Beverly Hills home.

■ I'm not exactly unbiased about situation comedies, since I play Lily Ruskin in the "December Bride" series, but I don't think good ideas, good writing and good acting need to wear themselves out. Parke Levy, who started our series, had a larger premise underlying the obvious one that "mothers-in-law are people." His premise was that a person who continues to love living and people, even after a lot of years of experiencing the downs as well as the ups of life, will find that every day is an adventure story, sometimes gay, sometimes sad, but *never* dull. Our viewers seem to agree, and the TV viewer is the boss! He has the right and the power to admit, into the intimacy of his home, programs he feels friendly toward. He has the same power to shut them out. In a situation comedy, the viewer can build up a sympathetic understanding between himself and the actors so that they become old friends. It gets to be, "Let's turn on the set and see what whosis is up to now." I think the popularity of a situation comedy stems from—and will continue to stem from—consistency to an idea the public feels friendly toward, presented with great talent and skill.

SPRING BYINGTON, unlike the mother-in-law of stage, screen, vaudeville and comic books, gets roses instead of tomatoes from son-in-law Hal March on CBS's "December Bride." A trouper with a spirit as gay and bubbly as her first name, Spring has more than 70-odd films and 30-odd plays chalked up. It all began in her native Colorado when she was 14, worked in stock for \$35 a week. The tab got higher and higher, finally went from bank to real-estate broker for her Hollywood Hills home where she cooks, shops, putters around, flies a plane, reads almost every non-fiction book published.





private secretary

SUSIE MacNAMARA, like Jenny, "made up her mind when she was three" to become a singer, dancer, theatrical star. Such determination, coupled with talent and looks, brought Ann Sather, star of CBS's "Private Secretary," fame in theatre, movies, nightclubs and TV. The little girl from North Dakota was christened Harriette Lake, became a youthful pianist and composer, took a talent scout's advice and tried New York where she scored immediately in "Of Thee I Sing." Her movie credits are long and she has known night club success, but she's best remembered for her comic, feather-brained role of Maisie.

PETER SANDS. Susie's boss, was reared as Don Porter on an Oklahoma cattle ranch. The acting bug bit him when he was 15, living in Oregon. First came plays, then radio in California where he wrote, directed and acted. Hollywood put him in a long list of "B" films, tapped him for an "A" when Uncle Sam also tapped. Dan served three and a half years in the Signal Corps as combat photog and in photographic censorship in Ceylon. The Porters, Dan, Peggy, daughter Melissa and son "Skippy," live in Los Angeles suburb, Monrovia.

CHESTER A. RILEY climaxes a career that began in 1936 when, after a one-night stand as singing waiter, William Bendix landed a spot with the New Jersey Federal Theatre project. After a three-year stint, he acted in six Broadway shows—all flops. More auspicious were his Hollywood roles, "Detective Story," "The Babe Ruth Story," "Woman of the Year," the Theatre Guild's "The Time of Your Life" and NBC's starring role in "The Life of Riley." New York born, Bendix played semi-pro ball, had a grocery business, married his childhood sweetheart, Terese, has 2 children.

PEG RILEY, Chester's *frau* on the show, is movie director Jack Reynolds' wife in real life. Her maiden name was Marjorie Goodspeed, but older fans may remember her child-star name, Moore, used when she appeared with Ramon Navarro. Movies and the chorus somehow led to TV.

BABS follows a stiff program of TV actress by day, college student by night, popular girl-around-campus in her spare time. Eighteen-year-old Lugene Sanders never participates in school plays. "If I had one more script to memorize, I'd go off the beam," says TV's onetime Corliss Archer.

JUNIOR attends school in Hal Roach's private classroom as Wesley Morgan. He's a veteran of TV, radio and movies, got his first plum—the top role in "The Golden Prince," about a boy and his dog—from producer Pete Smith.





our miss brooks

CONNIE BROOKS made her acting debut as a gangling seven-year-old reciting something called "No Kicks My Dog." Nine years later, she changed her name from Eunice Quedens to Eve Arden, joined a San Francisco stock company. After a year-and-a-half stint, she checked into the Band Box Repertory Company, then into the Pasadena Playhouse where Broadway producer Lee Shubert signed her for the 1936 Ziegfeld Follies. Two years later, Hollywood and 40-odd pictures. In 1940, Eve went to Broadway. The star of CBS's "Our Miss Brooks" is married to actor Brooks West, has 3 adorable children.

PHILIP BOYNTON, Connie's fellow teacher, got his first job—in "Cyrano de Bergerac"—because he's 6' 3" and can fence. But Robert Rockwell stayed with the show because he could act, went on to "The Barretts of Wimpole Street" where a talent agent spotted Bob, got him his role in Hollywood's "The Red Menace." A long-term movie contract followed. He and costume-designer Bettyanna Weiss, whom he met at the Pasadena Playhouse, have three children. Bob's main interest, and time consumer, aside from acting, of course, is athletics. He plays a terrific game of tennis, has taken several tournament cups.

OSGOOD CONKLIN, school principal boss of the show, has a family tree that reads like a marquee. Gale Gordon's father, Charles Aldrich, was a famous vaudevillian, his mother, Gloria Gordon, is a still-busy actress and his wife Virginia is a radio actress. Gale, after a tour in "Seventh Heaven," spent several seasons with a stock company, served in the Coast Guard for 3 years, appeared on the stage, played movie character parts. His verbal bombings on the show are purely professional. In real life, he is a quiet, pipe-smoking homebody and writer—"Nursery Rhymes for Hollywood Babies" and two plays.

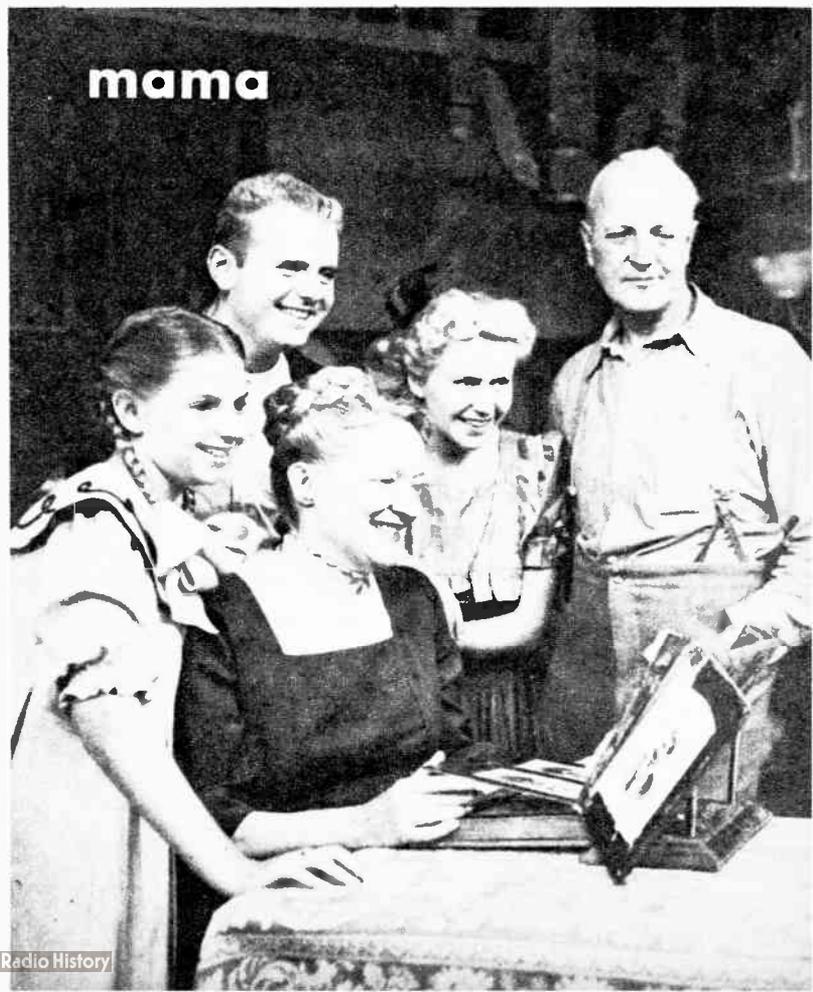
MAMA'S theatrical career takes up two full columns in "Who's Who In The Theatre," lists 60-odd shows. Had Peggy Wood's newspaperman father had his way, though, Peggy'd be warbling at the Metropolitan instead of telecasting weekly on CBS. He had her coached for opera when she was four, gave in 20 years later when Peggy starred in "Maytime." It's been drama after comedy after movie ever since. Magazine articles keep Peggy busy in between rehearsals and, comes dinnertime, she sits across the table from husband William H. Walling.

PAPA, off video, is bachelor Judson Laire, who sold real estate for 12 years before facing footlights. Broadway followed his work with the Beechwood Players. The war found him on USO tours: TV audiences got their first glimpse of him in 1941, see him on major dramatic shows.

NELS, Mama and Papa's TV son, 's 26-year-old Dick Van Patten, who's been facing audiences since he was eight. He's been onstage every year since, appearing with stars like Tallulah Bankhead, Alfred Lunt and Lynn Fontanne. But his favorite actress is Pat Poole. She's his wife, too.

KATRIN, "Mama's" official narrator, was born Rosemary Rice, caught radio producers' attention after roles in Broadway's "Junior Miss" and "Dear Ruth." Her soap opera credits are almost as numerous as the dishes she has learned to cook for insurance-man husband Jack Merrell.

DAGMAR, the youngest Hansen progeny, was a Conover model at three, a children's fashion commentator at four, world's youngest disc jockey at five. Robin Morgan lives with her mother in New York, is taught privately for the ninth grade, writes poetry, studies ballet, collects dolls.



father knows best

JIM ANDERSON, "Father" in NBC-TV's "Father Knows Best," was best known for many years as Robert Young, screen star. A Chicago boy, Bob moved to California when he was 10, didn't get started in show business until after the 1929 market crash. Then his work in Pasadena Playhouse productions earned him an MGM contract and leads in nearly 100 films. He plays "Father" from experience: he and wife Betty have 4 girls—the oldest 21, the youngest 10.



MARGARET, wife of Jim Anderson, is a part tailor-made for Jane Wyatt, whose 2 sons will soon be facing the teen-age dilemmas she so competently deals with on the show. Jane solved most of her own teen-age problems by going on the stage at 17 and working herself into star status on Broadway and in Hollywood. Though born in New Jersey, she considers herself a New Yorker, is married to Edgar Ward, and has recently acquired an interest in horses.

it's a great life

UNCLE EARL on NBC-TV's "It's a Great Life" is played by Academy Award Winner James Dunn, a native New Yorker who once played a ukulele in vaudeville. During a dry spell in his early career, Dunn took a job as an extra in the old Paramount Studios on Long Island, parlayed his bit into stage roles and a long series of star parts in Hollywood. (He fondly recalls that he was Shirley Temple's first leading man way back in 1934.) He's a licensed pilot, too.



DENNY DAVID is known in real life as Michael O'Shea, a red-haired Irishman who has reached radio, Broadway and movie stardom. Mike was born in New York on St. Patrick's Day (naturally), started in show biz by leading a band and singing, got his radio break by specializing in mugg parts. In Hollywood he met and married a blonde young lady named Virginia Maya, of whom you may have heard. Mike and Virginia now have a daughter, Katherine.

joe and mabel

MABEL STOOLER and her Brooklyn accent are the creation of Nita Talbot, a smart girl who specializes in playing dumb blondes. Nita was born in Manhattan in 1930, did modeling work, summer stock, and even went to Hollywood where Charles Laughton chose her to be one of his acting students. She nabbed the part of Mabel after her TV performances in "The Women" and "Stage Door," ran off with the notices. Nita is married to actor Don Gordon.



JOE SPARTAN of CBS-TV's "Joe and Mabel" is a gent named Larry Blyden. A Texan by birth, 30-year-old Larry was once a disc jockey in Houston, served 4 years in the Marine Corps, appeared first on Broadway in "Wish You Were Here." A tour in "Mr. Roberts" and a fat part in "Oh, Men, Oh, Women" led to his being cast as Joe. Last April he married Carol Haney (dancing sensation of "Pajama Game"), has settled down in a Greenwich Village apartment.

life with father

FATHER DAY in CBS-TV's "Life With Father" is a familiar role to Lean Ames who has played proud parent to just about every ingénue in Hollywood and Broadway. Born in Portland, Ind., Ames ran away to sea at 15, came back to play small stock company roles. After starring on Broadway, he went to Hollywood where his career as "father" began. He and Mrs. Ames met in a film studio, have two children, live in a non-Father Day type house in California.



MOTHER DAY is otherwise known as Lurene Tuttle of Pleasant Lake, Ind. Lurene comes by her talent naturally: her dad was a minstrel man, her grandfather taught dramatics. Her abilities as an actress and dialectician and her dependability have earned her the title of "Rock of Gibraltar" in Hollywood where her radio and picture credits number in the thousands. She loves music, is vitally interested in the career of her daughter, starlet Barbara Ruick.

make room for daddy

DANNY WILLIAMS in ABC-TV's "Make Room for Daddy" is a different kind of part for Danny Thomas who was once billed as "The Wailing Syrian." Born in Deerfield, Mich., in 1915, one of 9 children, Danny (Thomas, that is) was an excellent mimic even as a child. At 20 he landed a radio acting job, tried night club entertaining, spent many lean years before he hit it lucky as the Syrian. He and wife Rosemary have 3 children, are now living in Beverly Hills.



MARGARET, wife of Danny Williams, is lovely Jean Hagen who comes to TV via Broadway and Hollywood. Jean paid her way through Northwestern U. by doing little theatre and radio work, later crashed daytime serials in New York. Seen in a Broadway play, she was offered a crack at Hollywood, made good in many MGM pictures. Mother of 2, Jean was married to agent Tom Siedel in 1947 while her broken leg was still in a cast—the result of an on-stage injury.

ozzie and harriet

OZZIE NELSON was born in Jersey City, at 13 was the nation's youngest Eagle Scout, even represented the U.S. at the first Boy Scout Jamboree in London. He was a top football, boxing and swimming star in college, still would rather play tennis than do anything else. After getting his law degree, he decided music was more his line, formed a small orchestra which soon became a top name band and led to Hollywood and Harriet and their two sons.



HARRIET NELSON was songstress Harriet Hilliard before she married Ozzie. Born in Des Moines of theatrical parents, she made her stage debut at the age of 6 weeks, "retired" at 5 to go to school. After graduation from high school, she did many dramatic and musical roles, had a fling at Hollywood, then became the vocalist with Ozzie's band. An enthusiastic sports fan, Harriet particularly likes ice skating, has a mania for collecting knick-knacks.

the people's choice

SOCK on NBC-TV's "The People's Choice" is 33-year-old Jackie Cooper, who recently celebrated his silver anniversary in show business. Born in Los Angeles, Jackie became a child star with his portrayal of Skippy, and in 1946 when he turned to Broadway and TV, he had more than 60 starring films behind him. An ex-Navy man, he's an accomplished drummer, has a passion for sports-car racing and has won prizes in many international tournaments.



HANDY PEOPLES is portrayed by pretty, petite, green-eyed Pat Breslin, a young lady who has over 250 live TV dramatic shows to her credit. Pat went into show business direct from college, did a few Broadway plays before the TV people discovered that her talents ranged from tragedy to pixie-like comedy. In her spare moments, Pat (who is married to actor David Orrick) is an amateur painter, recently discovered to her surprise that she is an excellent cook.

trouble with father

STU ERWIN of Official Films' "Trouble With Father" is just as much a homebody in real life as he is on the show. A native Californian, Stu went to the university there, acted in touring stage shows before cracking into films. He finds acting in TV films with his wife more satisfactory—says he has more time for his family. Not one for hot spots or night clubs, Stu, after 24 years of marriage to June, can still be seen holding his wife's hand in public.



JUNE COLLYER got into movies by accident: a studio official visiting her lawyer father in N. Y. saw her picture, asked her to make a screen test. In Hollywood, June met Stu Erwin when they were doing a picture together, continued working after their marriage but gave it up when she found being away from their children too worrisome. With the kids grown up, June returned to acting with Stu, still gets a kick out of going shopping with him.

his honor, homer bell

HOMER BELL of NBC films' "His Honor, Homer Bell," is the latest distinguished portrayal by Gene Lockhart. Born in London, Ontario, Gene toured the English provinces as a singer and dancer at 15. He made his Broadway debut in 1917 in a musical, turned dramatic a few years later, went to Hollywood for a long series of top roles. Married to former actress Kathleen Arthur, he is a devoted family man, is especially proud of daughter June, herself a star.



JAN STEWARD, the heroine of CBS-TV's bright new series "It's Always Jan," is the latest feather in Janis Paige's cap. Born in Tacoma, Wash., Janis first wanted to be an opera singer, got into films when a talent scout heard her singing at the Hollywood Canteen during the war. Janis then began to eye Broadway longingly, got a part in "Remains to be Seen" (raves), followed that with "Pajama Game" (more raves), now is ready to take on television.

mayor of the town

MAYOR RUSSELL of NBC-TV's "Mayor of the Town" is another portrait from the gallery of Thomas Mitchell. Academy Award winner Mitchell was born in Elizabeth, N. J., gave up his job as reporter on a weekly paper to go into acting, started in a touring Shakespeare company. He went to Hollywood as a writer but soon was before the cameras creating memorable characters. Married, he has one daughter, is active in social and patriotic groups.



SGT. ERNIE BILKO of CBS-TV's "You'll Never Get Rich" is the TV part Phil Silvers has been holding out for. A Brooklyn boy (born 1911), Phil went into vaudeville fresh from high school, played the borscht circuit, then burlesque where he polished his comedy technique. After Broadway, Hollywood called, with the same result—success. Phil hopes that playing the part of Bilko will let him stay in one place for a while—says he's tired of traveling.

it's always jan

you'll never get rich

DOCUMENTARIES

for brainy evenings

forward by **alister cooke**

• "Omnibus" made its first appearance on TV on the Sunday after Eisenhower was elected. It was started in the belief that it was time for a change. A change from the rigid limits that television entertainment had seemed to set for itself. A change from plays that could run only 12 minutes between commercials. An alternative to the system whereby an advertising agency or its clients can absolutely dictate what and who goes into a program, how it shall be directed, how a play shall end. The lively competition of several networks and many sponsors is a healthy system, so long as it does not trim the quality of the show (the play, ballet, talk or whatever) to the marketing needs of the product (the soap, liquor, cigarette or whatever). There would be an unholy row, wouldn't there, if the advertisers began to write the editorials in your newspapers, and control its public policy, and hand out the news assignments? Well, the Ford Foundation had the wit and courage to give to Robert Saudek (and "Omnibus" is his baby) the chance to develop such an alternative. The financing of "Omnibus," which even its steadiest admirers know little about, was the key to its novelty and its freedom. It was to be underwritten by the Ford Foundation, not to displace or bypass the sponsor but to put him in his place. The sponsor would buy two minutes in 90, but would have nothing to say about what went into the other 88. Were there businessmen mature enough to be-

lieve that a 90-minute show would be all the more honest, and experimental, if it was written and produced by a staff independent of the salesman? There were. After the first few programs, they came running. . . . "Omnibus," I think we have the right to say, blazed many trails. It showed the networks that 90 minutes was not too long for a serious show. It moved into medicine, and astronomy, and sculpture, and opera, and Greek tragedy, and unfaked American history, as proper entertainment for adults. It had no theories about the mental age of the American people—only a sneaking suspicion that it is usually underestimated. A lot of people have mined the ores that "Omnibus" first spotted with its trembling Geiger counter (which was our hope in locating them in the first place). This leaves us no time to sit back and count our laurels and our Emmys, but does give us a huge amount of satisfaction. Bob Saudek and Paul Feigay, who more than any two put the show on, have sweated through the summer over new ideas and old ones unrealized. We wish to assure our now devoted audience (30 million families), and any others who care to join, that the people who write and produce the show shall remain always independent of the people who sell it.

ALISTAIR COOKE—possibly TV's most literate host—was born in England some 42 years ago, and discovered America in 1932. At the time, he was studying drama at Yale, but gave it up in favor of becoming England's authority on the U.S. Towards that end he studied us at Harvard, observed us in 16 cross-country trips, became a citizen in 1941. He regularly reports his findings in the *Manchester Guardian*, several brilliant books, and in his comments as the urbane m.c. of "Omnibus."





THEODORE GRANIK, founder and producer of NBC's discussion programs, "American Forum of the Air" and "Youth Wants to Know," began his broadcasting career reading Biblical selections as a fill-in on a New York City station. At night, he studied law at St. John's University in Brooklyn. Through the years he has continued to be successful in both fields: he still exercises his know-how for the Government. Noted for his cheerful disposition, Granik cruises on his yacht for recreation. He married his wife, Hannah, back in 1931. They have two children.



RICHARD BOONE, star of NBC-TV's "Medic," got his big show business chance through one of those famous accidents. Asked to take a small part in a young actress' screen test, he was the one who attracted the producer's attention. Enough film roles followed to make him one of Hollywood's better-known villains, a rut from which he was rescued by NBC when they made him the hero of their ether series. Married and a father (his wife gave birth during a parallel sequence on "Medic"), the rugged, raspy-voiced actor loves the realism of his present routine.

LAWRENCE E. SPIVAK, co-producer and permanent panel member of NBC-TV's "Meet the Press," is an old pro in the publishing field. A native New Yorker and a Harvard graduate, Spivak worked for a number of publishing firms before joining *The American Mercury* during the reign of H. L. Mencken. Publisher of the magazine from 1939 to 1950, he was a pioneer in the paper-back field, too. Today he publishes a series of mystery and science-fiction magazines. With Martha Rountree, began "Meet the Press" in 1947. Spivak is married, has a son and daughter.



NED BROOKS, a veteran newsman who won his journalistic spurs in the shadow of the White House, takes the whole nation as his beat as moderator of NBC's "Meet the Press." Born in Kansas City, 55 years ago, Brooks was graduated from Ohio State University, joined the Washington Bureau of the Scripps-Howard newspaper chain in 1929. He has written two much-lauded series of stories during his newspaper career, "Winning the Pacific," and "Inventory of America." As one of NBC's ace reporters, he has spoken from almost every corner of the U.S.



DR. FRANK BAXTER may go down in history as the first professor who ever taught via television. The erudite Dr. Baxter, who guides CBS-TV viewers through the world's literary heritage on "Now and Then," originated the "Shakespeare on TV" series, the first course ever offered for college credit via television. Possibly video's most erudite man, Dr. Baxter has degrees from the U. of P. and Cambridge. Since 1930 he has been a professor of English literature at U.S.C., where his students voted him "The Man Who Should Teach Every Class in the University."



DR. EARL S. HERALD, host of "Science in Action" in his spare time (about 28 hours a week, that is) is a full-time ichthyologist and curator of aquatic biology for the California Academy of Science. He gets help from his wife, Pinky, whom he met when she was a medical technician and he borrowed her microscope. The Herald's new home is decorated with furniture they bought in the Philippines, when Dr. H. was working there. Highest praise: 6-year-old Bruce, oldest of their 3 children, says: "I'm not going to be a fireman; I'm going to be an ich-olo-gist!"

WALTER CRONKITE, narrator of CBS-TV's "You Are There," has been there, that is at least in space, ever since he became a campus correspondent for the *Houston Post* back in his college days. Born in St. Louis, Mo., in 1916, Walter has spent a good part of his 39 years circling the globe. Often called "the reporter's reporter," he is noted for his ability to pick up the mike at the scene of any spot news story and present a lucid ad lib commentary on the event. Cronkite is married to the former Mary Elizabeth Maxwell. They have two daughters, aged 5 and 7.



PAUL COATES, the crusading reporter who produces and appears in "Confidential File," is something of a phenomenon even among the everyday phenomena of the journalistic world. A successful drama critic, press agent and crime reporter in his native New York, this 33-year-old eager beaver went on to California to become a hard-hitting columnist for the L.A. *Daily Mirror*, before he conceived this documentary series. He lives in fashionable Beverly Hills with his wife, Renee, formerly one of the famous dancing De Marcos, and three young children.



DAYTIME SERIALS

high drama at high noon

foreword by **peggy mccay**

PEGGY McCAY portrays Vanessa Dale, heroine of CBS-TV's ever-popular "Love of Life." Peggy's an Irish miss who has always been in love with the theatre. A native New Yorker, she's a graduate of Barnard College, where she majored in drama and play writing. Out of school, she plunged into the commercial theatre, played many stock engagements, finally found her niche in TV where she rapidly gained stardom as "Vanessa." 25-year-old Peggy lives near the George Washington Bridge, still practices acting.

RICHARD COOGAN expertly portrays Paul Raven on CBS-TV's "Love of Life." He has created several of the leading roles in daytime dramatic programs. Born in New Jersey in '14, he began his acting career as a spear carrier in Leslie Howard's 1936 production of "Hamlet," later was Mae West's leading man in the movie version of "Diamond Lil." He recently took a short leave from "Love of Life" to make a film. Guitar-playing Coogan married former singer Gey Adams. They live in Manhattan with son Rickie. ☉



■ People are always talking about "women's" magazines and "women's" radio or television shows, as though women weren't people. Sometimes I get the feeling there are supposed to be two kinds of entertainment—"good" and "what women like." I take exception. Daytime television serials do lean heavily on sentiment and trouble, but I think of the TV soap opera as a kind of daytime novel. It's got to have a love story and a family—people the audience can identify with. The people mustn't be sophisticated, nor cruel, nor hard, and a woman must always be the strongest character. She must suffer heroically. In a way, it's a harmless outlet for the urge to gossip. Women like to be concerned about people, and if they miss a show they can always ask the lady down the block, "What happened to so-and-so?" It isn't so much that women like trouble, either, as that it makes their own lives seem easier. No matter what happens, the heroine does survive, and the audience trusts her to find a way out that they approve of. In "Love of Life" I play the part of a career girl. Not a particularly ambitious, get-ahead type, but a girl who works to support a family. She's a cartoonist, got a job on the paper during a gambling exposé in town, walked right into the gambling dens. She's kind of direct, and the newspaper thinks she's wonderful. Her husband's a lawyer, going in for himself, so she's helping out. She can't have a child, so they're adopting one—it's the child of Vanessa's husband's former wife, but not of Vanessa's husband. The child is deaf and dumb, psychologically so. We'll be working with this situation for quite a while. Other problems are the kind that happen to members of the audience all the time. Proof that Vanessa seems real to her audience comes in letters I get saying, "I think of you as a friend, someone I could trust." To be on a TV show is like visiting people in their homes; they talk to you as though you were real neighbors. People come up to me in the street, in Central Park, upstate, and greet me as Vanessa. There's one thing about daytime drama I'd like to say, too. People used to make fun of being on soap operas. But we have tried so very hard to make them as real as possible that more and more performers realize that TV soap opera is a good place to be. There's a great satisfaction to an actress in playing the same role three times a week, and letting it grow. And, in a funny way, we on the show have got to know each other so well that the family repertory feeling is very rewarding. Even actors who come in for short parts find it pleasant. "Nice to be here with you people," they say.

the brighter day

REV. RICHARD DENNIS of CBS-TV's "The Brighter Day" is played by Bill Smith—an actor who believes that a minister "must be part diplomat." Bill qualifies; he's a graduate of Georgetown U's Foreign Service School. It was the financial hazards of the diplomatic corps that made Bill's Scotch-Irish parents agree to let their son become an actor instead of an ambassador. Today Mom and Pop can rest easy; Bill supports a wife and 5 music-loving kids in Rockville Centre, L.I., on the proceeds of the career he started as a singer-drummer.



BABBY DENNIS, Rev. Dennis' youngest daughter on "The Brighter Day," is Mary Linn Beller, a remarkable young lady who, at 22, has no cravings for stardom. Her great ambition is to look old enough to play ingénues! Since her debut at 12 on "Our Miss Brooks," Mary has kicked up her heels as a teen-ager on "A Date With Judy," numerous other TV shows. Bennington College lost her to "The First Hundred Years" (she was Margie) but the petite blonde (5' 2", 105 lbs.) still studies at Columbia, collects stuffed animals "named after my boy friends!"

first love

LAURIE JAMES, the devoted and highly domesticated wife on NBC-TV's "First Love," is portrayed by Patricia Barry, devoted and highly domesticated wife of producer-director Philip Barry, son of the late playwright. Now 25, Pat left college for Hollywood when she was 17, made 18 movies and hated every minute. In 1950 her studio sent her to New York, where she found several Broadway shows and TV. After a brief excursion South (Phil ran his own theatre in Palm Beach for 2 years) the Barrys took Miranda Robin, 4, and came back to N.Y.C. to stay.



ZACHARY JAMES, the handsome young husband on "First Love," is in real life Tod Andrews, whose first, last and only love—so far—is acting. As a mere child in Los Angeles, Tod produced several short plays which he presented at a local movie house at a profit of \$2 per performance. Later, at Washington State College and the Pasadena Playhouse he took part in more than 12 adult productions. Movies followed, then stardom in Margo Jones' New York showing of "Summer And Smoke." Since then, there have been other Broadway shows and TV.

the guiding light

META ROBERTS, whose life is in focus on "The Guiding Light," is Ellen Demming, a young mother who achieved her TV career with no difficulty at all. A native of Schenectady, N.Y., she appeared on experimental TV programs while in high school. Maude Adams, who taught her at Stephens Junior College, sent her on tour with the Clare Tree Major Children's Theatre and summer stock to give her further experience. Her husband, Hal Thomson, is a college instructor and TV writer. They have a daughter, Erica, 4, live in a small Manhattan apartment.



JOE ROBERTS, hero of CBS-TV's "The Guiding Light," is really Herbert Nelson, who got to TV via the cattlemen and farmers of the great midwest. He was discovered reading livestock reports to them on a St. Paul radio station, and was urged to head for Chicago and a bigger job. In no time, he was playing leads on some 20 daytime serials. Three years later he took a crack at New York, which offered the Swedish-American actor 2 Broadway shows, then passed him on to the Army. Married in 1947, he and his actress-wife have 2 pretty daughters.

search for tomorrow

PATTI BARRON, Joanne's daughter, is merely one of the many starring roles Lynn Loring has handled since she became a Conover model at the age of 3. Now 12, the 4'4", 60-pound brownette has appeared on every major TV drama show, studies French, piano, ballet and tap as well as attending the Professional Children's School, where she is 2½ years ahead of her age group. She lives with her parents in Manhattan, has a college-age brother, whom she resembles. She never fluffs a line, has no temperament, loves golf, dolls, tennis, clothes, lamb chops.



JOANNE BARRON, the heroine of "Search For Tomorrow" on CBS, is Mary Stuart, who has a reputation as the least inhibited actress in TV. Born in Miami in 1926, she got her career off to a flying start by singing bass (!) with Duke Ellington's band at 9. After that she became the back doorman of the Tulsa Convention Hall and had her first date—with Erich Von Stroheim. ("He treated me terribly paternally.") She was a photographer in N.Y.C. In Hollywood, she married artist Lester Polahov after a 4-month courtship. She's 5'5½", weighs 110.

the secret storm

PETER AMES of "The Secret Storm" is played by Peter Hobbs, whose private life has been as complex as the CBS-TV serial. He was born in the middle of World War I in France, where his father was an American volunteer physician. When the great flu epidemic killed his dad, Pete's mother brought him home to New York. During WW II, Sgt. Hobbs returned to his birthplace and was remembered! A college graduate, he became an electrician, then an actor in stock and in road company shows. He's 37, likes tennis, baseball and plumbing!



SUSAN AMES, the blonde, blue-eyed young heroine of "The Secret Storm" on CBS-TV is played by 28-year-old Jean Mowry, of Madison, Wisconsin. A graduate of the University of Wisconsin, Jean set her sights on acting in her college days and achieved her goal in nearby Chicago, where she played on almost every major TV and radio show. In between, she found time (and still does) to study dancing, play the piano, play tennis—and cook and cook and cook. She's 5'5", weighs 115 and is still single. Susan Ames is her first major role in New York.

valiant lady

HELEN EMERSON, CBS-TV's "Valiant Lady," is enacted by Flora Campbell, an Oklahoma girl with a varied background of talents. After attending the University of Chicago, she studied violin at Chicago Musical College. Broadway claimed her for 8 featured roles after a scholarship from Eva Le Gallienne brought her to show business attention. Married to Ben Cutler, who has his own orchestra and booking organization, Helen lives in Darien, Connecticut. When the family presents its musicales, their children help. Tommy plays piano, Creel handles vocals.



KIM EMERSON, the little girl around whom so many of Helen Emerson's troubles revolve, is portrayed by Bonnie Sawyer, one of the many illustrious actresses given to the world by Flatbush, Brooklyn, U.S.A. Ten years old, Bonnie travels to Manhattan daily for classes at the Willard Mace Professional School, where she is the top arithmetic pupil! Among her "just good friends" is Malcolm Broderick of "The Desperate Hours." He's 13, but Miss Sawyer goes for older men. Directors say she's a remarkably quick study. Kim is her first TV part.

the world of mr. sweeney

CICERO P. SWEENEY, whose "World" appears daily on NBC-TV, is Charlie Ruggles, one of filmdom's most famous character actors. Charlie hit the road at 17 as a stock company walk-on because the job paid more than working for his father. His first 8 years he played only old men; finally became a juvenile at 25! In 1928, after many Broadway shows, his movie career began. He has headed several TV serials and lives, with wife Marian, in a N.Y.C. hotel. The Ruggles' permanent home is a California ranch, where they raise prize-winning oranges—when they have the time to do so.



KIPPIE, of NBC-TV's "World Of Mr. Sweeney," is handled by 9-year-old Glenn Walken of Long Island. Glenn has starred on "The Guiding Light," and others, played Tiny Tim on TV's "Christmas Carol." Sweeney is his favorite because he and star Charlie Ruggles are as affectionate off-screen as on. Glenn crashed show biz through his brother Ken, a 17-year-old actor who, when he's too old for a role, passed it on to Ronnie, 12. If Ron's too big, Glenn gets it. Glenn has a tutor, does fifth grade work. Father Walken is in the bakery business.

modern romances

MARTHA SCOTT, the narrator of NBC-TV's "Modern Romances," was born in Gee's Creek, Mo. A course in "expression," designed to give her poise, gave her a craving to act, which lasted through the U. of Michigan and a first New York job as a \$10-long-scream on an Orson Welles radio show. Then the role of Emily in "Our Town" came, bringing stardom and an Oscar nomination in the movie version. She is very active on Broadway. Married to pianist Mel Powell, she has two children, Mary, 7, and Scott Alsop, 13, by a previous marriage.



way of the world



LINDA PORTER, the Dutch-kitchen hostess of NBC-TV's "Way Of The World" is Gloria Louis. She won a singing contest in a N.Y.C. night club when she was 17, before she could read music. Leads in Broadway's "Higher And Higher" and "The Student Prince" followed. Then came Hollywood, where, as Gloria Hope, she sang in "Anchors Aweigh" and others. But she returned to New York when fiancé Jack Louis said, "It's Hollywood or me." Now the mother of Ashley, 9, Jack, Jr., 6, and Patricia, 1, she has found the time to be featured in 75 TV shows and countless commercials.

lassie

LASSIE, collie dog star of the CBS-TV series of the same name, early developed the bad habit of chasing cars. Her disgusted owner gave her away—luckily, to Rudd Weatherwax, whose job was training dogs for motion picture work. Lassie, his prize pupil, starred in "Lassie Come Home," and followed up that success with a whole series of movies, then a radio show. Lassie now lives in an air-conditioned kennel, eats a stew-and-vitamin diet to keep her coat glossy.



TOMMY RETTIG, young master of "Lassie" in CBS-TV's series, is a show business veteran at the age of 12. A Jackson Heights, N. Y., boy, he never wanted to be anything but an actor, and made his debut, when he was five, in the play, "Annie Get Your Gun." By the time he was six he had his choice of roles on the stage or in Hollywood, and chose the latter. Between movie roles, he appears on radio and television. He's an avid motion picture and TV fan, claims he would go to the movies every day if he could.

KID SHOWS

majoring in

foreword by **tommy rettig**

■ My teacher told me that imitation is the sincerest form of flattery. And that's why I'm pretty pleased to hear that there'll be all sorts of new children's shows this year with animals as the big stars. I guess all kids love animals and they'd all love to have the kind of adventures I have with Lassie all the time. Some kids prefer chocolate ice cream to vanilla, but when it comes to pets, we're all the same. We love them, from dogs and cats and horses to turtles and rabbits and goldfish. Kids who can't have pets at home because their mothers won't let them or because their younger sisters are scared of them get a big kick out of watching them on TV. I feel real sorry for those kids. I have two dogs at home—Tippy and Trip—and sometimes I think they're smart enough to put on a TV show of their own. Tippy is part Chihuahua and part poodle. He was mated with a pure-bred French poodle and Trip is the result. And don't forget my pal Lassie—the first animal to be starred in a regular TV series. Lassie sure is a real star. Boy, it's great co-starring with a dog! I guess I must be the luckiest boy in the whole world to have Lassie for a pal. I've even taught her a couple of my own tricks, with Mr. Weatherwax's help, of course. (He's Lassie's owner and trainer.) She's really an unusually smart dog, smarter than most of the rest of us on the show. One real hot

day, we were all looking for a cool place in the building where we do the series. We found it, but Lassie had found it first. There she was, all curled up right next to the air-conditioning machine, the coolest place in the whole building. And then, Lassie always seem to know just when to relax. Saves her a lot of energy, something we two-legged animals waste a lot of. Sometimes she guesses her instructions even before she hears them. She does get briefed during rehearsals by Mr. Weatherwax. He sort of "dog-talks" with her. And Lassie can take off-stage direction just from hand signals, but most times she doesn't even need them. You know, even if I weren't in the show, I'd still love "Lassie." Many things happen in the story that could actually happen to a kid my age. The letters I get from kids always talk about the exciting scrapes Lassie and I get into. Their parents write that they're glad to see that "Jeff Miller" helps with the chores, treats his elders with respect and prays when he needs some extra help. They also say that the Miller family is the kind of family they like to hear about—an understanding mother, a kind old grandpa, a boy and dog who think of others first. I once heard that there's nothing so nice as a boy and his dog. And when I'm lucky enough to be the boy and Lassie's the dog, well, I guess things couldn't be nicer.

rin tin tin

RIN TIN TIN, German shepherd dog star of ABC-TV's "The Adventures of Rin Tin Tin," is the fourth in a line of famous animal performers. His great-grandfather, found by Lee Duncan in a bombed-out kennel during World War I, became one of the all-time greats in the movie world; Rin Tin Tin II had his own radio show; Rin Tin Tin III helped his master form World War II's K-9 Corps. Duncan gave up retirement on his Riverside, Calif., ranch when Rin Tin Tin IV (above) proved he was every bit the showman his ancestors were. Heredity pays!

LEE AAKER, the 11-year-old who plays Rusty on ABC-TV's "The Adventures of Rin Tin Tin," began his theatrical career at the age of 4, in a song-and-dance act with his older brother. His taking to dancing was not surprising; his parents run a dance studio in Inglewood, Calif. But he can act too, has proved it by roles on several television shows and in movies—one of which, a documentary film called "Benjy," won an Academy Award. He's now in the sixth grade, is an excellent swimmer and plays shortstop on his school's baseball team.

JAMES BROWN, who plays U.S. Cavalry Lieutenant Rip Masters in ABC-TV's "The Adventures of Rin Tin Tin," was tennis champion of his native state, Texas. But when he participated in a Los Angeles tennis tournament, a talent scout spotted him and talked him into trading in his racket for a movie contract. A long list of motion picture roles followed, including such hits as "Going My Way." Married to an Oklahoma girl, Betty Engle, he has three daughters, still has time to play tennis regularly and to cultivate his San Fernando ranch.



minors

howdy doody

BOB SMITH, idol of young fans as "Buffalo" Bob on NBC-TV's "Howdy Doody," got his nickname from his home town, Buffalo, N. Y. He began music lessons at the age of five, started his career ten years later as a member of a male trio. His success as emcee, singer and pianist on a Buffalo radio show got him a children's radio show in New York. Here he revived a character he had created, "Howdy Doody," who soon became popular enough to have a TV program of his own. Bob is married to a former classmate, Mildred Metz, has two sons.



HOWDY DOODY, puppet star of NBC-TV's "The Howdy Doody Show," was "born" on Bob Smith's radio show in Buffalo, N. Y. Bob became the voice of Elmer, a drawling character who greeted his fans with "Howdy Doody, kids." Howdy went on TV when fans demanded to see him.



WALT DISNEY, who has more Oscars than anyone in Hollywood, owes most of his fame to a mouse he once shared an office with and later immortalized as the great Mickey. A farm-boy-with-paper-route, Walt followed a Horatio Alger path, sprinkling it with his own kind of luster. "Little Red Riding Hood" was his first venture into animation after such things as vaudeville and a job sketching farm equipment. Over a period of 30 years, Snow White, Dumbo and all the others—plus some wonderful educational films—were born, with help of pawn shops and credit. Now: million-dollar "Disneyland," a world for his people, with wonders for all of us.

disneyland



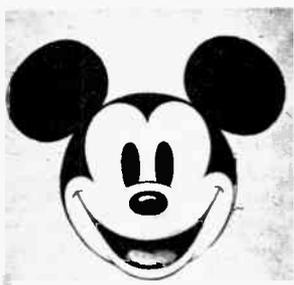
captain gallant

BUSTER CRABBE, NBC's "Captain Gallant of the Foreign Legion," has lived against backgrounds as romantic as the settings for most of his 170 films, was raised on an Hawaiian pineapple plantation where his dad was an overseer. Buster came home to graduate from the U. of Southern California and copped five world records, 16 world and 35 national swimming titles. His current TV epic took nine months to make in Africa. He, his wife and three children (Sande, Susie and Cuffy) live in Westchester.

CUFFY CRABBE plays his real Dad's adopted son on NBC's "Captain Gallant of the Foreign Legion." Young Cullen (he was so named when he was born on September 4, 1944) had to double up on school work in Mamaroneck, N. Y., after spending most of a year at an outpost near the Sahara Desert filming the television series. An active sportsman, the biggest things in Cuffy's life at the moment are running the Italian motor scooter and the 11-foot aluminum boat his father gave him for his work in "Captain."



mickey mouse club



MICKEY MOUSE, entrepreneur for ABC's hour-length "Mickey Mouse Club," came to life in 1927 and escaped being called Mortimer only because Mrs. Disney didn't like the name. (He owes thanks, too, to ancestor Oswald the Rabbit. When Walt needed funds to improve his cartoons, his boss said no. Walt lost Oswald in the break-up, created Mickey as a brand new hero.) Friends Minnie, Donald Duck, Goofy, Chip 'n Dale and many others are on the show, too.



CLIFF EDWARDS, known in '29 as Ukulele Ike and in '39 as Pinocchio's buddy, Jiminy Cricket, came fully into his own when letters started pouring in (2,000 a week), asking "Who sings the opening 'When You Wish Upon a Star' on 'Disneyland?'" Before he became a TV hit (he's also part of the new "Mickey Mouse Club") he wowed them in club dates from here to Australia. Now bachelor Cliff has a new apartment in Hollywood, a new car and a new cookbook!



JIMMIE DODD, as the Musical Mouseketeer, emcees twenty-four young talents who belong to Walt Disney's new "Mickey Mouse Club" seen daily on ABC-TV. While at the University of Cincinnati, Jimmie led a combo in tunes of his own invention. He studied drama, then strummed guitar and sang his own songs on the air. Next: night clubs and a string of Hollywood movies. Jimmie and his wife, the former dancer, Ruth Carroll, live near the Disney studio.



let's take a trip

SONNY FOX found his St. Louis station being picketed by small-fry fans when they protested his move to New York to host "Let's Take a Trip," CBS-TV's exploration series for junior viewers. Previously, he worked as special events officer for the Voice of America and later as correspondent in Korea. His stories on U.N. troops won an award for "promoting international understanding." He has a degree from N.Y.U., three battle stars and a Purple Heart from World War II. He's 6'2" with eyes of blue, is 30 years old, married to Gloria Benson and loves sailing and music.

PUD FLANAGAN, whose given name is Brian, is another traveler into the adult world on "Let's Take a Trip," seen on CBS. He took his stage name from the boy he played on Broadway in "Three Wishes for Jamie." Though only 11 years old he has starred or been featured on over 100 top television shows, trod the boards again for "The Seven Year Itch," but hopes to be a doctor some day. He attends Elektor Academy, Long Island, N. Y.

GINGER MacMANUS is ten years old and might be thought, by some members of her TV audience, to be the luckiest girl on earth. Her part on CBS' "Let's Take a Trip" may take her up in a helicopter, down in a submarine and everywhere. Ginger is good in geography at Miss Travers Tudor City School in New York. Her career began at seven when she appeared in an off-Broadway play; she's had over 40 dramatic roles on TV since.

gene autry show



GENE AUTRY, star of CBS radio's "Gene Autry Show," is best known as a cowboy star, but his private enthusiasm is aviation. He flies everywhere he travels, and was the first man to get a horse—his famous mount, Champion—into a plane, when horse and rider were to appear at a rodeo in New York. Autry had his pilot's license before joining the Air Force in World War II. Assigned to public relations, he did his flying in his own time, till he was reassigned as a flight officer in the Air Transport Command. Before his discharge, two years later, he had logged 185 missions. Gene was born in the small town of Tioga—in Texas, (natch!)—but moved to Oklahoma with his family while he was still a child. Will Rogers heard him sing as he batted out a message on a teletype—and a fabulous career in movies, TV, radio and rodeo was born.

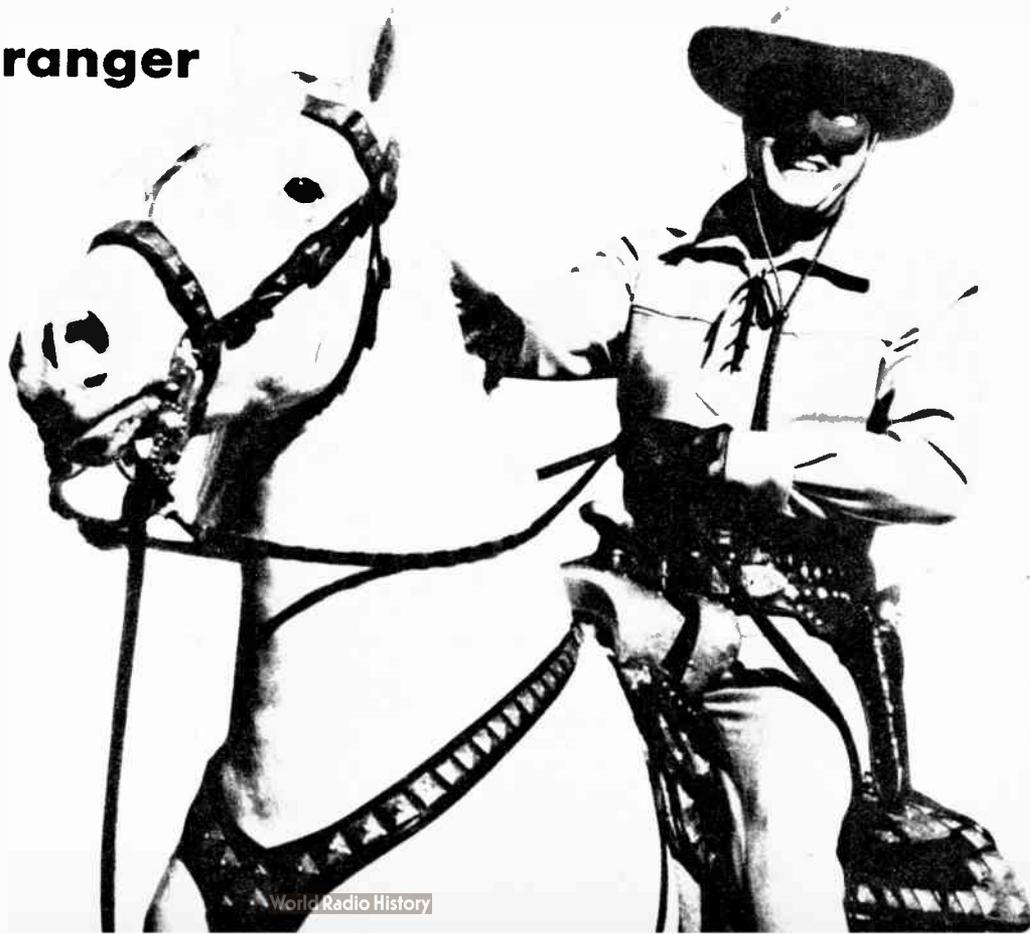
ROY ROGERS, "King of the Cowboys" and star of his own NBC radio and TV shows, was born on a farm in Duck Run, Ohio. A poor boy, he taught himself to sing and play the guitar, worked at many jobs before achieving his ambition of becoming a western star. He's married to his co-star, Dale Evans, has 5 children (2 are adopted), calls the family "The Lucky Seven."

DALE EVANS, who co-stars with her husband on his "Roy Rogers Show" on NBC radio and TV, got her start because the insurance firm where she worked as a secretary sponsored a radio program. Her boss suggested she appear on it, and this led to more radio shows and then movies—where she met Roy, and their off- and on-screen partnership was formed.

PAT BRADY, who supplies the comedy on "The Roy Rogers Show" on NBC radio and TV, was born into the gay, exciting life of show business, and made his stage "debut"—in his actress mother's arms—at the age of six months. His connection with Roy Rogers started when both worked for "The Sons of the Pioneers": Roy as a singer, Pat doing the comedy routines.

the lone ranger

THE LONE RANGER follows on television a tradition that's been made famous on radio and in a comic strip: he likes to keep his identity secret, his real personality mysterious. For years fans have known him as a masked rider who goes forth to right wrongs, mounted on Silver and accompanied by his faithful Indian friend, Tonto. Not wanting to step out of character and disillusion his young audience, television's Lane Ranger sticks to the traditions of his show when he tells, for instance, how he found his white horse—locked in combat with a buffalo—and how the horse got its name. The story goes that, after The Lone Ranger had rescued the horse and nursed him back to health, Tonto was moved to remark, "Him shine like silver!" And the name stuck.



roy rogers show



"NELLY BELLE"

annie oakley



GAIL DAVIS, CBS-TV's "Annie Oakley," doesn't need a double to do her ridin' and shootin'. As the only girl in her neighborhood in Little Rock, Ark., she had to be a tomboy, or be left out of all the fun. Gene Autry got her career under way: after seeing her in a college play he promised her a job, and she became his leading lady, then his protégé.

wild bill hickok



ANDY DEVINE, who brings a light touch to the "Wild Bill Hickok" television series, became a comedian because a childhood accident injured his palate and produced his well-known raspy voice. Discovered while working as a lifeguard, his voice threatened to be a handicap fill a movie producer decided it could be turned into a comedy asset. It has been!

GUY MADISON, whose "Wild Bill Hickok" teleseries has made him known as a western star, started his career playing a sailor in a movie—and wearing his own uniform, since he was in the Navy at the time a talent scout spotted him. But western roles come most naturally to him: he was born on a ranch in Bakersfield, Cal. His real name is Robert Ozell Moseley.

FRAN ALLISON, the prettiest part of ABC-TV's "Kukla, Fran and Ollie," came to the Kuklapolitans via school teaching and radio. Born in LaPorte City, Iowa, Fran got her teaching degree from Coe College but somehow ended up singing and being "Aunt Fanny" on Don McNeill's "Breakfast Club." After an almost fatal auto crash, she joined Burr Tillstrom in 1947 on a kiddie program, has been with him ever since. Married to Archie Levington, a music publisher, Fran is an expert cook, loves mystery stories.



BOBBY DIAMOND of "Fury," may be only 11 years old but he has acquired a background of acting experience many an adult would envy. Bobby likes to alternate radio, screen and TV assignments, has worked with some of the great names of show business, including Cecil B. DeMille, Loretta Young, and zanies Martin and Lewis. (Dean and Jerry are his special favorites). But in spite of a heavy schedule, Bobby finds time to concentrate on studies, though his main interest, he says, will always be acting and theatre.

JAMES ARNESS who plays U.S. Marshall Matt Dillon on CBS-TV's "Gunsmoke" had to dye his blond hair black for the part so he would look older. 31-year-old Jim comes from Minneapolis, where he developed his 6-foot-6 frame by fishing and hunting. Oddly enough, his first stage ambition was to be a singer (he has sung in operetta) but Hollywood preferred to cast him as the outdoor type. A protégé of John Wayne, Jim is married to actress Virginia Chapman whom he met in summer stock.



RAY HEATHERTON, now famous as WOR-TV's "Merry Mailman," was once known as "The Ipana Troubador" and "The Voice of Romance." Born in Jersey City, Ray started out to be a singer, was given his first break by Paul Whiteman. After many radio shows, he scored a direct hit on Broadway in "Babes in Arms," toured in many operettas, finally formed his own band. Married to the former Devanie Watson, Ray has two children, spends much of his time entertaining children in hospitals and homes.

JACK BARRY, the creator and moderator of "Winky Dink and You" is considered a master at handling children, even though he has none of his own, has never married. 37-year-old Jack was born in Lindenhurst, L.I., where he still lives, left his father's manufacturing business to try his luck at radio. "Jury" was born in 1946, catapulting Jack from an income of \$50 a week to something over \$100,000 a year. Six-footer Jack likes theatre, golf and swimming, says best way to handle kids is treat them with respect.



DON HERBERT, NBC-TV's "Mr. Wizard," solved the problem of conflicting interests by combining them. Born in Waconia, Minn., in 1917, Don earned school money by playing a guitar with local bands. After graduation from college (where he earned degrees to teach science and dramatics) Don and his wife came to New York, but a theatre career was cut short by Air Force duty. After the war, Don settled in Chicago to write and act for radio, finally combined science and acting in "Mr. Wizard."

WILLIAM BOYD, better known as hard-riding, fast-shooting "Hopalong Cassidy" on ABC-TV, started life peacefully enough in Cambridge, Ohio, picked up his western drawl in Oklahoma oil fields. Bill hit Hollywood in 1919, was discovered by Cecil B. DeMille who made him a star. He became "Hoppy" for the first time in 1934, made over 66 pictures in the series before TV (and the nation's kids) discovered him. Bill and Mrs. Boyd (Grace Bradley of stage and screen) enjoy ranching; today's kind.



ED HERLIHY who clocks the activities on NBC-TV's "Children's Hour" has a long radio history which includes such illustrious program names as "Truth or Consequences" and "Honkeymoon in New York." Born in Dorchester, Mass., Ed worked his way through high school and college as a life guard and railroad hand, turned to radio because of his interest in dramatics and people. Married in 1940 to model Jeanne Graham, Ed is the father of 3, says he loves to travel but never has time.

GENE CRANE, "Round-up Showman" of CBS-TV's "Grand Chance Round-up," set his sights early on the wide open spaces. Gene majored in forestry and woodlore at Syracuse U., broke into radio by acting as student announcer on a local station. Radio followed him into the armed forces (he was officer in charge of a station in Japan just after the war) and to Philadelphia where he finally settled. Gene likes to announce and act in documentary programs—some of which are written and produced by the Mrs.



DR. FRANCES HORWICH, the dean of NBC-TV's "Ding Dong School," loves children and education, believes they can be good for each other. Born in Ottawa, Ohio, some 40-odd years ago, "Miss Frances" began her studies at the U. of Chicago, taught in many schools throughout the country, is the author of important books and articles on education for the young. She is married to Harvey L. Horwich—whom she met a number of years ago when they were both happily teaching in a Chicago Sunday School.

DICK JONES, who plays Dick West in "The Range Rider" and stars in "Buffalo Bill, Jr.," started acting professionally at 6, has made 200 films in the past 18 years. A native Texan, Dick early became an expert horseman and lariat thrower, appeared with Hoot Gibson's Rodeo, then went to Hollywood to appear in westerns with Buck Jones and Gene Autry. After Army service he wavered between acting and becoming a carpenter, finally decided to relegate sawing and hammering to hobby status.



WILLARD PARKER, who plays Ranger Jace Pearson on CBS-TV's "Tales of the Texas Rangers," broke into acting by way of tennis. Born in New York City, he grew up next door to Forest Hills, started playing tennis at 6, later went to Hollywood as assistant to tennis champ Ellsworth Vine. Bit parts in westerns convinced him he needed stage experience, so he returned to New York to act with Gertrude Lawrence in "Lady in the Dark." Back in movietown after the war, his career as a free-lancer flourished.

CLAUDE KIRCHNER, the towering ringmaster of ABC-TV's "Super Circus," was born in Rostock, Germany, in 1916, is a descendant of an old baronial family. Claude spoke no English until he was ten, but his first paying job called for very special English—he was Sally Rand's barker at the Chicago World's Fair. After serving in the Coast Guard during the war, Claude settled in Chicago, soon became a top announcer. A gardening enthusiast, Claude lives in Glenview, Ill., with wife Ruth and 2 children.



MARLIN PERKINS, curator of NBC-TV's "Zoo Parade," likes sharing top billing with animals. Born in Carthage, Mo., in 1905, he early showed his enthusiasm for wild life, carried his interest to college, where he majored in animal husbandry at the U. of Missouri. He began his zoo career in St. Louis as a laborer, shortly after was put in charge of reptiles. He modernized Buffalo's zoo, then moved to Chicago, where he now lives within walking distance of his pets. On camera, he never uses a script: never has to!

KEITH LARSEN of CBS's "Brave Eagle" is a Salt Lake City boy who struck it lucky in Europe. Keith originally came to New York with \$550 to make good on Broadway, got the wanderlust and spent all his money on passage to France. Once there he had to find work, immediately got into films, came home with valuable acting experience under his belt. Now an established leading man, Keith is still a bachelor, says his great ambition now is to own two homes—one in Beverly Hills, another in Salt Lake City.



FRANKIE THOMAS who is "Tom Corbett, Space Cadet" on NBC-TV, is also a writer, has written many of the scripts he acts in. Frankie has a show-business background which spans years as a leading child actor. Starred in many Hollywood films, he has often found himself acting on a couple of channels simultaneously. After the war, he teamed with service buddy Ray Morse to write scripts, found he especially liked science fiction, a liking he traces back to the years he spent as a Merchant Marine.

NED LOCKE, star of NBC-TV's "Captain Hartz and His Pets," is a flier and an aviation expert, in addition to being one of the best friends the animal kingdom ever had. Director of the Iowa Aeronautics Commission, Ned has also been acting professionally since he was 16, once had his own program, "Uncle Ned's Squadron," which originated in Chicago. Married, he now lives in Des Moines with his wife and two children, commutes to Chicago for his broadcasts. Yes, of course—he commutes by air!



JOHNNY WASHBROOK, of CBS-TV's "My Friend Flicka," is a 10-year-old Canadian boy who had done over 200 radio and TV programs in Canada before coming to the U.S. On a visit here he was picked to do a U.S. Steel show, memorized a tricky script in 3 days, did so well that he was offered the top spot in "Flicka." One of 3 children, Johnny's in the 6th grade, has private tutors to keep him up to date in school while he earns TV dollars to keep in the piggy banks he has scattered all over the house.

JACK MAHONEY, who stars as "The Range Rider" on NBC-TV, started his acting career as a stunt man. Born in Chicago but raised in Iowa, Jack became an expert sportsman and gymnast in high school. In college he established a national swimming record, but left after two years to tackle movies. After a hitch in the Marines and a rough-and-tumble life stunting for other stars, Jack took up acting, now stunts only for himself. Married, the father of two, Jack likes music, flying and designing his clothes.



JIMMY WELDON, the brains behind duck Webster Webfoot on NBC-TV's children's stunt show "Funny Boners," is a Texas boy who tried both stage and screen before settling down in TV. Schooled in Oklahoma, Jimmy always had a "duck voice," hit on the idea of Webster when he was a disc jockey in Dallas, was brought to NBC's attention by Ralph Edwards. He met Mrs. Weldon (ballerina Muriel Doreen Jones) in England when he was studying acting there. The Weldons now live in Van Nuys, Calif.

foreword by
dave garroway

"today" for breakfast



DAVE GARROWAY has become a top show business personality simply by being himself. In the public eye since he made his debut as Special Events announcer for a Pittsburgh radio station in 1938, Dave's 17 years in radio and TV have been taken at a moderate, easy pace. Born 41 years ago in Schenectady, Dave lived in many cities before settling in St. Louis to gain an education. After college he took a job as an NBC page, studied announcing, finally landed the Pittsburgh job. On a trip to Chicago he auditioned "just for the heck of it" and remained there as an NBC announcer until the war. During his Navy hitch he conducted a record program on a local station and developed his now famous casual style. Then "Garroway at Large" hit television and became known as a classic in variety entertainment. NBC's Pat Weaver brought him to New York for "Today." Once married, Dave is the father of a 10-year-old daughter, Paris, and is certainly one of New York's most eligible bachelors.



FRANK BLAIR, "Today's" news commentator, is celebrating 20 years in show business. Born in South Carolina in 1915, he studied for an M.D., finally went into theatre work where he met his wife. He started newscasting in 1935, finally became NBC's official presidential announcer in Washington. Ex-Navy man Frank now lives with his wife and 7 children in Irvington, N.Y., near the Hudson River—all the Blairs love boating.



MARY KELLY has one of the odder jobs in the zany world of television. She's a "guest finder," whose duty it is to get famous personalities to the studio in time to make their guest appearances on "Today." A Hartford, Conn., girl, she started work as a typist at 19, came to TV by way of newspaper and feature syndicate reporting. Besides acting as a human alarm clock, she's a feature editor and writer on the show.



JACK LESCOULIE was born in California in 1917, made his show business debut at 7 and took up radio announcing after graduation from high school. Ex-Air Force man Jack started the "Jack and Gene Show" with Gene Rayburn after the war, moved into the production end of TV, and finally joined "Today" for its initial broadcast in January, 1952. Jack says his toughest feature's been taking all the rides at Palisades Park.



JOE MICHAELS, one of "Today's" on-camera reporters, is a travelin' man who averages one out-of-town "remote" or film trip in the U.S. for the show every week. His roaming in the past has taken him to places as far afield as Indo-China and Argentina. Born 36 years ago in Weehawken, N. J., he did newspaper and radio work before coming to "Today." Between trips he lives in Stamford, Conn., with his wife and two sons.

■ When "Today" first set up shop in January, 1952, it referred to itself variously as a "service show," a "magazine show," and even as a "news and special events show." The fact is, our show pretty well defies classification. It can't be pigeon-holed, any more than the "Home" show can be. "Today" is a vehicle for bringing to our early-morning audience a general but comprehensive picture of what's happening in the world today. News, sports, entertainment, books, features of the day—whatever is timely—is the stuff that makes our show. Here at NBC some 60 people work exclusively on "Today," but the kernel of the staff is a group of 25 writers, editors, directors and producers who meet each morning to kick ideas around and plan future shows. And ideas come to us from all sides. When "Today" was still young, someone remarked that it should be the most logical target for every press agent in the country. And it certainly is. Everyone these days—from the President down to a small commercial business—employs a press agent, and it's the agent's business to get his client before the public. "Today" takes

full advantage of this and draws interesting guests from all sources, though sometimes we have to do it the hard way. For instance, when Stalin died, we wanted special commentators to point up this important story. Mary Kelly, one of our reporters, was sent out to round up Alexander Kerensky, who had been the premier of the provisional government in Russia right after the Czarist regime fell. All we knew was that Kerensky lived somewhere on New York's 86th Street. At four a.m., Mary walked up and down the street ringing doorbells until she finally found Kerensky and triumphantly brought him in for an unscheduled appearance on the show. Another time, Ava Gardner had promised to appear with us, but come five a.m., no Ava. Guest-finder Mary once more set out, but this time, no luck. Ava and Frank Sinatra had chosen that night to try a reconciliation and had completely disappeared. Something—I forget what—was substituted for the missing Ava. As you see, "Today" is flexible in format and our staff is always ready to tear the show apart at the last minute if necessary. But, strangely, we like it that way.

— "home" for brunch



NATALIE CORE, "Home" fashion editor, is also an accomplished stage, radio and TV actress. Born in Pennsylvania, she began her radio career in Washington, D. C., then came to New York to appear on many daytime and evening dramatic shows and become a leading women's announcer. Married to actor-playwright John O'Hare, she lives in midtown Manhattan, loves sports, painting, designing clothes and furniture.



HUGH DOWNS, the man about "Home," once worked with Dave Garroway in Chicago, came to New York in 1954 to work with Arlene Francis. Born 34 years ago in Ohio, Hugh now lives in Westport, Conn., with wife Ruth and 2 children. Hugh has a wide variety of interests, from astronomy to gastronomy, finds his "Home" work with 9 women editors stimulating, is starting to understand their "foreign" language.



NANCYANN GRAHAM brings a thorough background in home economics, radio and TV to her job as "Home's" interior decorations editor. A New York girl, 29-year-old Nancyann once worked as a researcher for Mrs. Roosevelt, acted as announcer and m.c. on many women's programs. She came to "Home" in 1954 as an off-camera editor. She and husband have redecorated six different apartments in the past two years.



KIT KINNE, "Home's" food editor, majored in home economics at Cornell and took special courses in cooking to come by her outstanding knowledge of the culinary arts. Kit was born in Herkimer, N. Y., in 1921 and worked as a Red Cross recreational worker during the war, got back into the food business by doing commercials, then her own food show. Kit and husband have one daughter, conduct a food consultation service.



ARLENE FRANCIS' life story appears on page 26.

spreading the news

foreword by
john cameron swayze

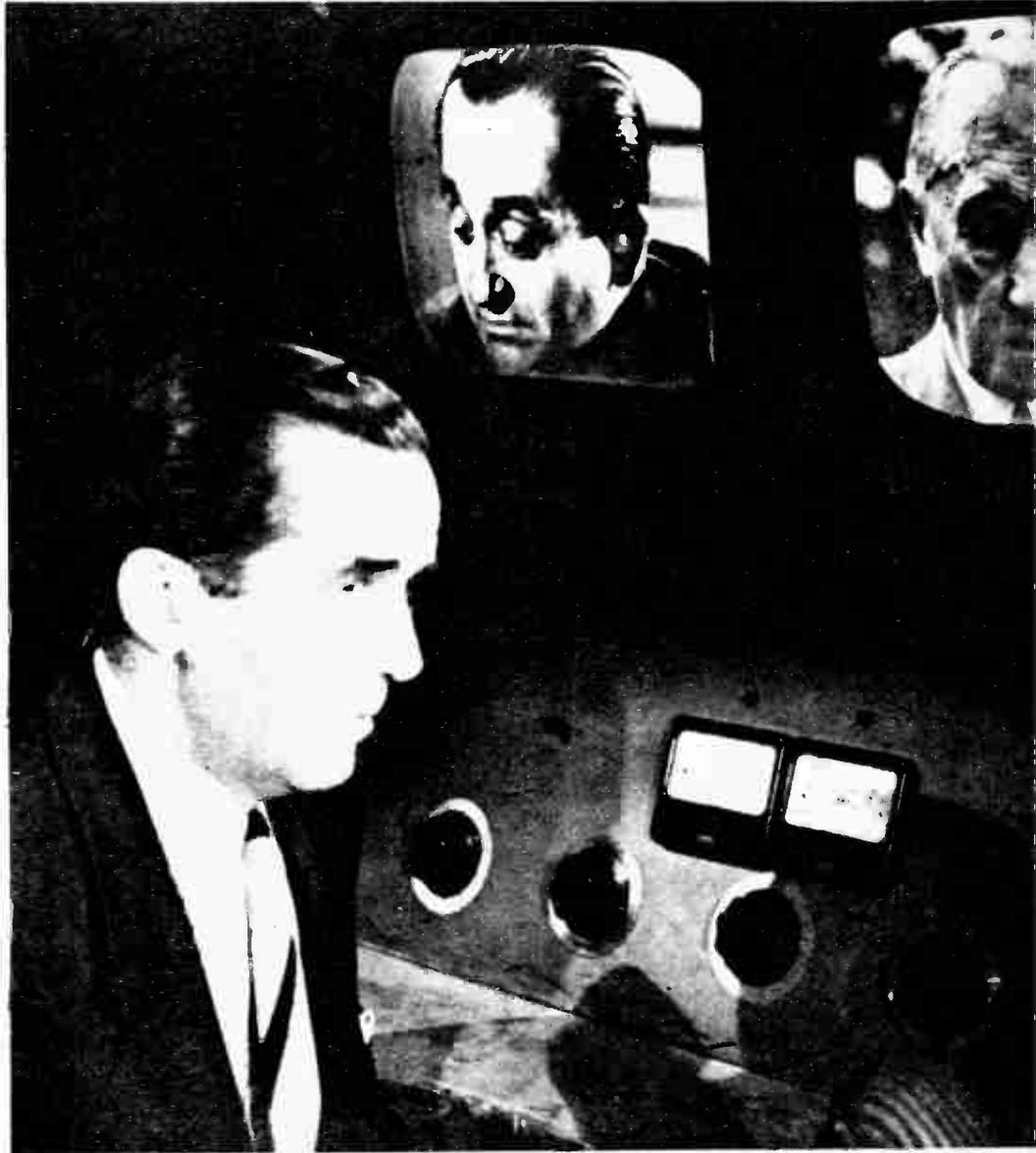


■ I've done both TV and radio reporting in my news career but TV has a special quality which I like: the warmth of intimacy. Newspapers may still report more news than any other medium, and radio may have more flexibility, but TV is almost like a conversation between two people. True, TV news reporting has the inflexibility of film to contend with, but I think the audience still feels closer to you and to the event you talk about. The use of film is what gives TV news reporting its particular distinction but it's also what makes it a tougher job. Film requires a special technique and reporters need to know how to handle it, how to adapt it to the program. It isn't just a newsreel technique. News footage is intended for showing tonight or tomorrow night (not in a theatre a few days from now) and TV newsreel cameramen know how to get just that kind of alive, spontaneous shot that TV needs. Time is another problem in TV. Forty-five seconds is the least time you can use to show a news item. On the NBC "News Caravan" we've reduced the number of stories we report to only the essential ones, plus a few features. And we try not to fake a story by using old film of a similar event, though the temptation to do so is often strong.

If we do use old film, I like to tell the viewer so. When you're frank with your audience, it reacts the same way. Naturally, film lends itself to mistakes we never knew in radio. Breakage can be a bad problem, and there are always other mechanical accidents peculiar to TV. I remember once I was telling the audience about General George C. Marshall and the picture being shown was a group of bathing beauties passing by! Or, another time, I was about to introduce Ralph Bunche receiving an award in New York when somehow I found myself switched to Chicago. Later I explained to the audience that the human element was to blame, and I received a letter from a man in Brooklyn saying: "We liked your human element mistake. Perfection can be so boring." Yes, people react well when you explain when something goes wrong! Whenever time permits, I always use the closing remark, "Glad we could get together." And if I leave it out, I get letters asking me to put it back in. A man from Ohio once called me and said he was losing a quarter every night because he had a standing bet with his wife that I'd say it! But whether or not time has permitted me to say so on TV, I'm always "Glad we could get together."

← **JOHN CAMERON SWAYZE**, one of the most decorated news commentators on the air, started out to be an actor but found that his acting ability and elocution lessons—plus his interest in news—made him a natural for radio reporting. Born in Wichita in 1906, he came to New York to study acting after graduation from college but returned home to take a job on a newspaper. Eventually he branched out to radio newscasting and joined NBC in 1944. His TV coverage of the presidential political conventions in 1948 consolidated his position as a top TV broadcaster and led to his present position as headliner of the "Camel News Caravan." He lives in Old Greenwich with his wife and 2 children, lately had to add an extra room to the house just to hold all the awards he has won.

→ **EDWARD R. MURROW** is what newsmen call a "bleeder"—a man who is never satisfied with the results. But Murrow's "bleeding" has paid off in honors for his news and special events programs and in an international reputation for himself. Born in Greensboro, N. C., in 1908, Murrow graduated from Washington State College, worked with international education organizations. CBS hired him in 1935 as their Director of Talks and Education, but when World War II broke out he began to report international news. Now a member of the CBS Board of Directors, he sometimes breaks into ribald logging songs (he was once a northwestern logger), likes to work in shirtsleeves and open collar. Murrow, wife and son live in Manhattan in the winter, summer in Pawling, N.Y.



DOUG EDWARDS was one of the first radio newsmen to switch to TV exclusively. He began his transition to the new medium in 1947, and a year later was in TV to stay. Born in Oklahoma in 1917, Edwards was educated in Alabama and Georgia, where he started news broadcasting while still in high school. After local radio experience gained in Detroit and Atlanta, he came to CBS in New York. As a TV news editor, he has helped develop TV newscasting to a highly polished operation, has scored many news beats for his program. Edwards believes in what he calls "the understatement approach to TV news," says he prefers to let the pictures tell the story while he tries to remain unobtrusive. Married to the former Sara Byrd, Edwards now lives with his wife and three children in Weston, Conn.



ALLAN JACKSON was first exposed to radio during work at the U. of Illinois during his student days. He returned to his home town (Hot Springs, Ark., where he was born in 1915) and took a job on the local radio station's announcing staff. His success there led to other radio jobs in Cincinnati, Louisville and Memphis. Then in 1943 he joined CBS, and the network sent him to London to act as their news correspondent. During his 3 years of reporting on the British austerity period, Jackson lost 20 pounds. Later he was assigned by CBS to cover the Berlin airlift and the Russian blockade, finally returning to CBS's New York news studios (where he quickly gained back the weight he had lost). Jackson, wife (the former Alta Jockisch), and 3 children live in Pound Ridge, N. Y.

RON COCHRAN, CBS newscaster, is a native of Canada but says he has "reported from almost everywhere in the U.S. and lived almost everywhere in the U.S." After graduation from Parsons College in Iowa, Ron found life as a physics instructor too dull and turned to news reporting. Except for his war service (he was a special F.B.I. agent) Ron has never since been away from newscasting, calls it his hobby as well as his profession. He is married and lives in Washington, D.C., with his wife and 2 children.



ELMER PETERSON, NBC's West Coast commentator and veteran reporter, writer and lecturer, was born in Minnesota in 1903 but in the past 20-odd years has lived and worked in more than 33 countries. Highlights in his news career include reporting Hitler's rise to power, the Spanish Civil War, and all phases of the last war. Elmer Peterson is well known to readers of many of the big national magazines and has been honored by the journalists of America with their coveted Distinguished Service Award.

W. W. CHAPLIN, informally and uninitially called Bill, has been active in news reporting for over 30 years. Born in New York in 1895, Bill became a newspaperman after World War I (he was decorated twice for bravery), joined A.P. a few years later, and during World War II roamed Europe, Asia and Africa as a front-line war correspondent. Bill still counts Europe as his newsbeat, but has found time to author five books on news and the world situation. Bill, wife and four children live on Long Island.



ERIC SEVAREID was born in North Dakota in 1912 and began his newspaper career in Minneapolis at 18. A student of political science, he joined the staff of the *Paris Herald Tribune*, then the *United Press*. During World War II he covered battlefronts for CBS radio, once had to bail out into a jungle where headhunters led him back to civilization. One of CBS's highest ranking commentators, Sevareid's reporting has won many awards. He is married and has 2 children—twins born during an air raid in Paris.

JOSEPH C. HARSCH, NBC news commentator and analyst, calls himself a "lazy newsman" in spite of the strenuous program he sets for himself. Newspaper, magazine and radio work, plus speaking engagements and work on his books are regular parts of his day. Born in Toledo in 1905, Harsch went to Williams College and in 1929, "against his will," he took a job at the *Christian Science Monitor* which he still holds. During the war he roamed the world, now lives in Washington, with wife Anne and three sons.



LOWELL THOMAS, a pioneer of radio news broadcasting, is also one of its most honored members, having had doctorates conferred on him by more than 13 universities. Before entering the news field, he was best known as a lecturer, biographer and historian. Born in Ohio in 1892, he was reared in a Colorado gold camp, since then has traveled all over the world. One of the men responsible for "Cine-rama," Thomas now lives on a magnificent farm in Pawling, N.Y., where he has a complete radio studio.

LARRY LeSUEUR comes from a news family—both his father and grandfather were newsmen. A *New Yorker*, born 1909, LeSueur went into the family business after graduating from New York University and soon found himself famous for his coverage of the Lindbergh case and the burning of the Hindenburg. His reportage of the war and his broadcast of the liberation of Paris won him a citation from the U.S. War Department and the French Medal of Liberation. His CBS programs are also honor-laden.



ROBERT TROUT, on the radio for almost 25 years, is well-known for broadcasting without a script, directly from the scene of action. Called the "Iron Man of Radio," Trout was born in N. Carolina in 1908, began his radio career at 21, working up from reporter to his present position as a top CBS newscaster. His "World News with Robert Trout" was an innovation in news broadcasting and the first to bring special reporters before the public to give fresh, intimate sidelights to the news of the day.

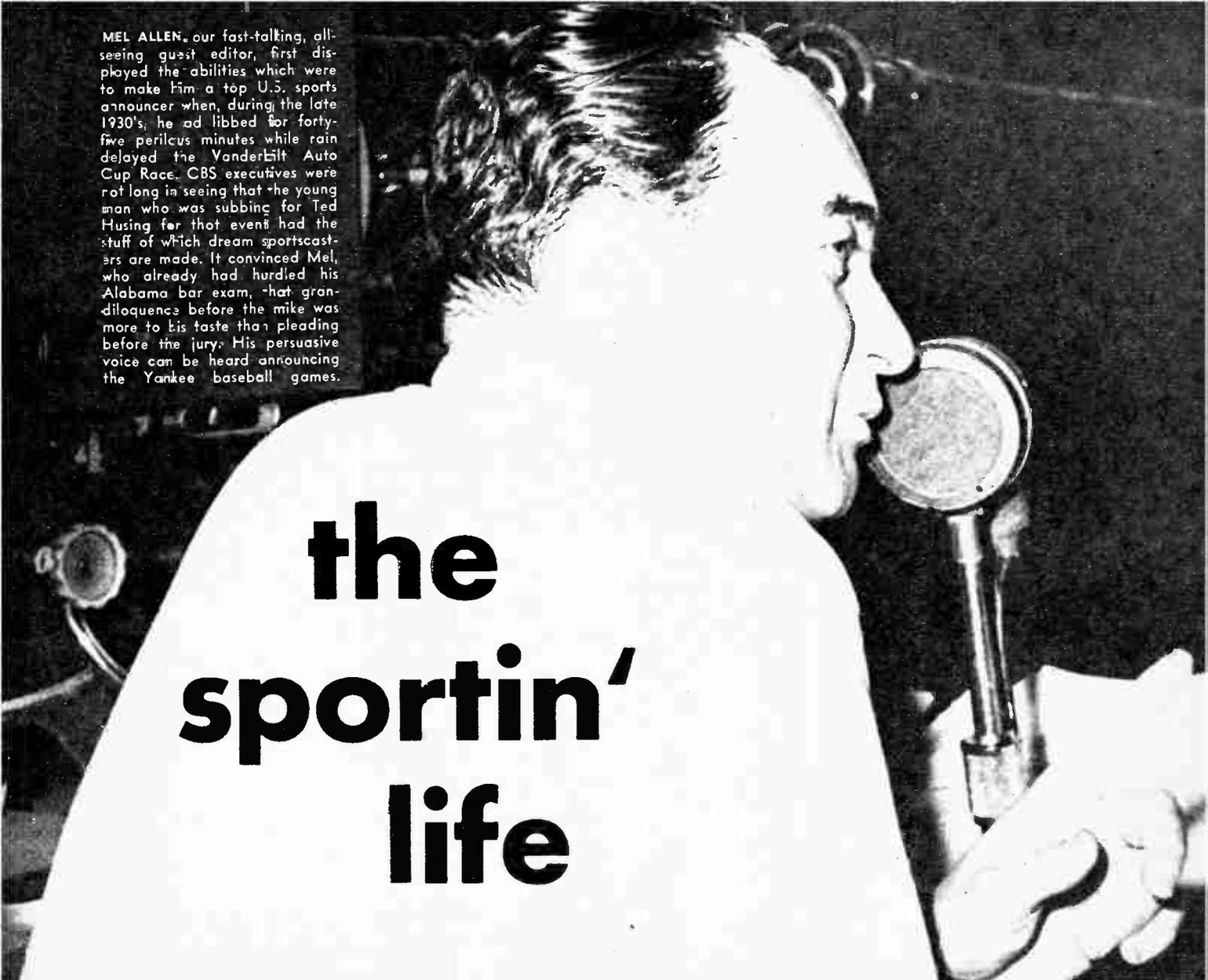
spreading the gospel...

REV. W. A. FAGAL was born in Albany, N.Y., in 1919, became a pastor when he was 20, married Virginia Rittenhouse the following year. They met at college where Mrs. Fagal was majoring in music. In 1944, Rev. and Mrs. Fagal moved to New York City where he began radio broadcasting. A few years later they both began ABC-TV's "Faith for Today," one of the most popular religious programs on the air. They have 2 children and estimate they travel 50,000 miles a year on public appearance tours.



BISHOP FULTON J. SHEEN, who conducted one of the first religious services ever to be telecast, was welcomed back by millions of TV friends when he resumed his own program on ABC this fall. Born in Illinois in 1895, Bishop Sheen was once Prof. of Philosophy at Catholic U., has written over 37 books and is the holder of 7 degrees. Ministers and laymen of all faiths have praised his TV talks. Londoners have called him "the most popular of American preachers who have come to England."

MEL ALLEN, our fast-talking, all-seeing guest editor, first displayed the abilities which were to make him a top U.S. sports announcer when, during the late 1930's, he ad libbed for forty-five perilous minutes while rain delayed the Vanderbilt Auto Cup Race. CBS executives were not long in seeing that the young man who was subbing for Ted Husing for that event had the stuff of which dream sportscasters are made. It convinced Mel, who already had hurdled his Alabama bar exam, that grandiloquence before the mike was more to his taste than pleading before the jury. His persuasive voice can be heard announcing the Yankee baseball games.



the sportin' life

foreword by mel allen

■ Whenever anybody asks me, "Why have sports announcers on TV, when everybody watching the screen can see the game for himself?" I answer *that* query with still *another* question: "Ever notice how many people bring portable radios when they go to see a game?" Not only the real enthusiast but the fellow who doesn't know much about baseball? Why? Because they want the background of what's happening. If a pinch hitter is sent in during a tense situation, the background of that player is important. The viewer or listener wonders: What is his record to date? What can you expect him to do? Why is he the best one to send in in this spot? A fan likes to have all this information fresh at the moment, and a newcomer appreciates it because it helps him understand the game. And I'm first a fan and secondly a sports announcer. I'm always as excited myself as if it were my first ball game. I think an announcer who sticks to the facts with a lackluster approach doesn't add as much to the game as someone who is truly enthusiastic. Enthusiasm is contagious—it's an essential part of the successful announcer's equipment. But I'm not just a fan—I'm a fan talking to fans, giving them a personal report. I'm their eyes

and ears. I live with the team, practically, and get to know them and how they react in given situations. The Yankees? Yes, I'm partisan but not prejudiced. I always give the other team and players their just and accurate due, but I save my extra emotions for the Yankee side. When you follow a team in its daily schedule and travel with it, you can't help feeling like part of the family. And the people who listen to you day in and day out are the fans and supporters of that particular family. When I'm broadcasting for TV, I watch the game on a monitor set and see the same game that comes across your TV screen at home. That way, I can ask to get a particular shot of what's happening, say on left field—just what you might want to see. And next to me at every game is my statistician, Don Wiedenek, who keeps batting averages and all other statistics up to date. Such up-to-the-minute information helps me interpret each play of the game, to give breadth and meaning to everything that happens while you watch. Is this too much talk? Not if it's the right kind of baseball talk! That's one of the important factors that makes big league baseball *big* league baseball instead of a kid's game on a backyard lot!



RED BARBER, Mississippi's gift to announcing, came to broadcasting quite by accident back in 1930. He was filling in for a professor on a farm hour program with a lecture on bovine obstetrics! His coverage includes 13 World's Series and five Army-Navy, Orange Bowl and Rose Bowl fetes. Barber's relaxed style first gained prominence outside Florida when he broadcast the Cincinnati Reds baseball games on WLW-WSAI in 1934. Seen regularly on NBC-TV's "Red Barber Show," Red lives in Scarborough, N.Y., with his wife and 17-year-old daughter, Sarah.



BUDDY BLATTNER, featured expert on the CBS programs, "TV Game of the Week" and "Baseball Preview," jumped over to the commentating side of the sports fence only five years ago, having previously more than proved his mettle in the thick of the game. Among other sports distinctions, Buddy held the world's table tennis title two years in a row. A notable baseball career as an infielder for the Philadelphia Phillies and the New York Giants was interrupted by the war. In 1947 Buddy returned to the Giants, coached a while before he took up the mike.

JEROME "DIZZY" DEAN has shown a fine talent for comedy since the day he joined the St. Louis Cards several decades ago, but the clowning has never interfered with his deadly fast ball, nor, more recently, has it marred his skill as a commentator for CBS-TV. Son of an itinerant cotton picker, Dizzy carved out a fabulous mound career in eleven years, retiring at the still tender age of 29 because of an injury. In 1934 he won 30 games in one season. After his retirement Dean coached the Chicago Cubs, then turned to radio and answered affirmatively when TV turned to him.



JACK DREES, who covers ABC's "Wednesday Night Fights" on TV and "Blue Ribbon Bouts" on radio, brings a solid and varied sports background to his duties. He played basketball in his Chicago high school and at the University of Iowa, where he got the announcing bug, and after graduation returned to Chicago to do sportscasts for WJJD. Thirty-three months in the wartime Navy checked his already familiar coverage of sports events. Came the end of the war and Jock re-entered civilian life as radio and TV director for several jockey clubs in Chicago.



RED GRANGE is a magic name, familiar even to those who know little about the world of sports. A legend early in his career, he is, nonetheless, not a part of the dead past, but a very much alive NBC football commentator. There never was anything dead about Red Grange. After winning 16 letters in high school, a record in any year, he went on to the University of Illinois to "burst upon the football scene like a comet" in 1923, his first varsity year. The co-author of "The Red Grange Story," this talented fellow has been announcing for the past several seasons.



RUSS HODGES, like Mel Allen (with whom he once covered Yankee games) had every intention of following a career in law, but after getting his law degree from the University of Kentucky, turned instead to announcing. The first break in a career which was to cover sports in many phases came when Russ handled the Western League baseball and Big Ten football games. For 10 years he covered mound and gridiron hassles. Since 1949 he has been describing the Giants' baseball games and ABC-TV's "Wednesday Night Fights." Married, has 2 children.

LINDSEY NELSON, NBC's assistant sports director, began his broadcasting career at the University of Tennessee just prior to World War II, traveling with the Knoxville team to the Rose, Orange and Sugar Bowls. While his duties as a wartime public relations officer did not specifically further his sports interests, they earned him a tribute from the late Ernie Pyle as "the best-liked public relations officer" overseas. Taking up the mike again, he talked his way through Tennessee football games, became top sportscaster on a local network before he joined NBC in 1952.



BILL STERN, ABC sportscaster, has one of the best known sports voices in the U.S. and a face which newsreels and TV have made almost as familiar. He began broadcasting in 1934 as an assistant to the late Graham McNamee. An injudicious plan, meant to up his stock with the network, backfired and cost Bill that first job. Shortly afterward, he lost his left leg in an auto accident. Admiring Stern's courage, the NBC V.P. who had fired Bill hired him back as an announcer. Since that return, Bill Stern has become one of the most sought after sportscasters.



radio

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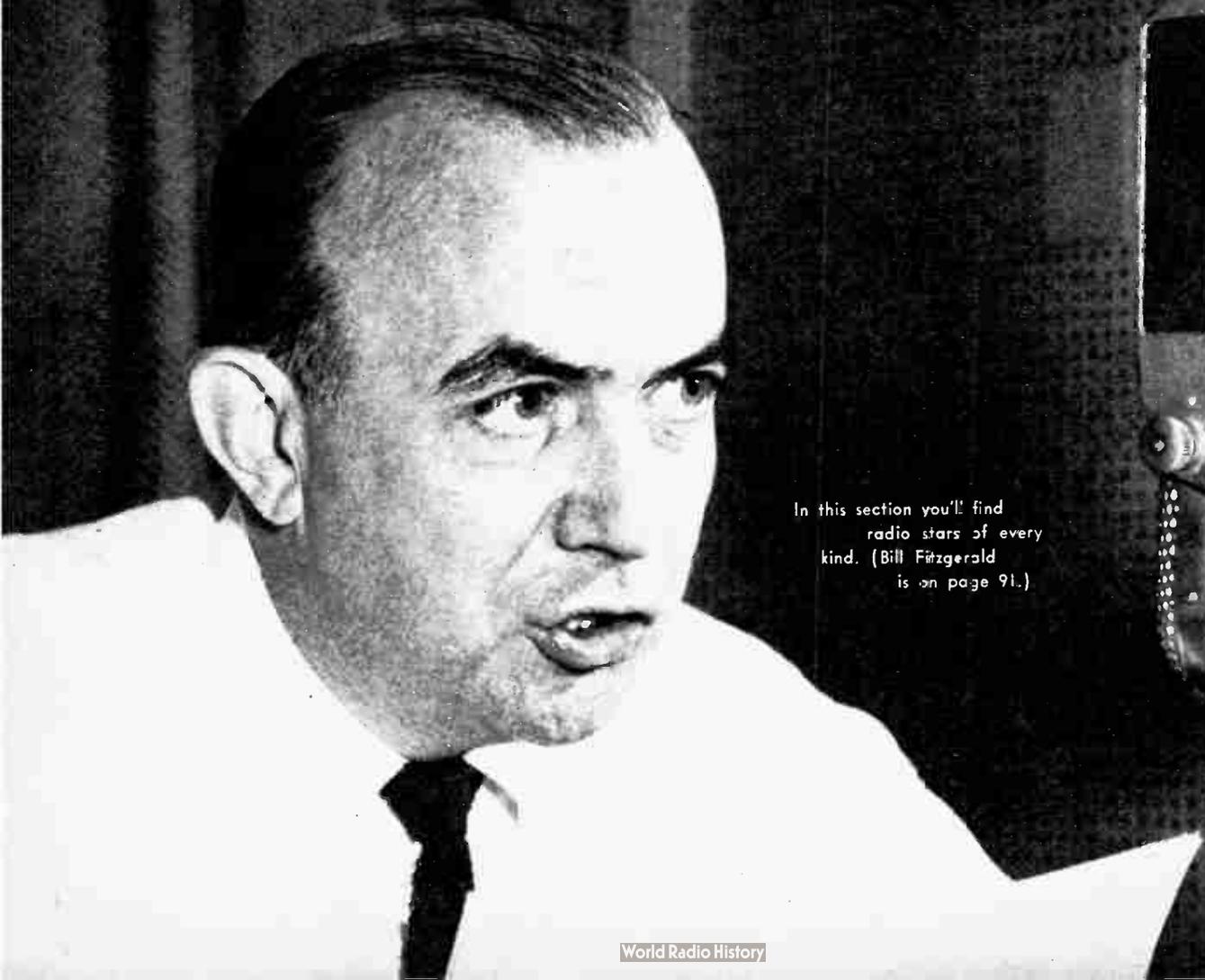
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In this section you'll find
radio stars of every
kind. (Bill Fitzgerald
is on page 91.)



VARIETY

good for the funnybone, easy on the eyes

BOB ELLIOTT—he's the small one—was born March 26, 1923, destined to be one of Boston's least proper sons. After high school he headed for New York and the Feagin School of Dramatic Art, then became a page at NBC. Following a brief career as a staff announcer in Boston and a slightly longer one on the fighting end of World War II, he became a disc jockey on WHDH and met Ray Goulding. Among his hobbies are (a) his wife, a Boston girl, named Jane, whom he married in 1943, and (b) water color and oil painting—seascapes a specialty.

RAY GOULDING—he's the large, economy size one—was intoning newscasts on Bob's disc jockey show, when one day he decided to stick around for the rest of the hour and kibitz. Next thing he knew, he was half of a comedy team with a half-hour daily show, first in the afternoon, then in the wee hours of the morning. A year older than his partner, he was born in Lowell, Mass., had a similar background of radio announcing and Army training. His wife, Mary Elizabeth, comes from Ohio. When not on "Monitor," Ray takes time to worry about the Red Sox.

foreword by bob and ray

bob: By now, you must be aware that that ringing in your head is nothing to be alarmed at; it simply means your radio is tuned to NBC's "Monitor."

ray: Or somebody else's radio is. Of course, that ringing could come from something else, too.

bob: It could mean you're wearing a collar that's too tight.

ray: And if your radio's tuned to "Monitor" and you've got a too-tight collar, your head's really in trouble!

bob: But at least the reaction to that identifying sound they call the "bleeper" has proved that people still listen to the radio for entertainment and information.

ray: Personally, we've always preferred this medium. For one reason, we don't get letters saying, "For crying out loud! Is *that* what you look like?"

bob: Broadcasting from New York has its disadvantages, of course. Making your way to the little radio studio at the back of the network, you pass lines of people waiting for TV programs; you grope your way through TV cameras and over cables; you dodge backstage between elephants awaiting their cues from Milton Berle.

ray: After your radio program, as you wend your way home, you feel kind of lonely, glancing idly skyward and observing the rooftop forests of TV antennae. You wonder if anyone heard your radio program. You can't see the forest for the TVEes.

bob: Actually, millions did hear the program, and enjoyed it.

ray: Add to this, the millions who heard it and *didn't* enjoy it, and you have a sizable audience.

bob: You probably don't know how much of the United States *isn't* covered by TV. We don't claim to know, either, but we're told it's considerable.

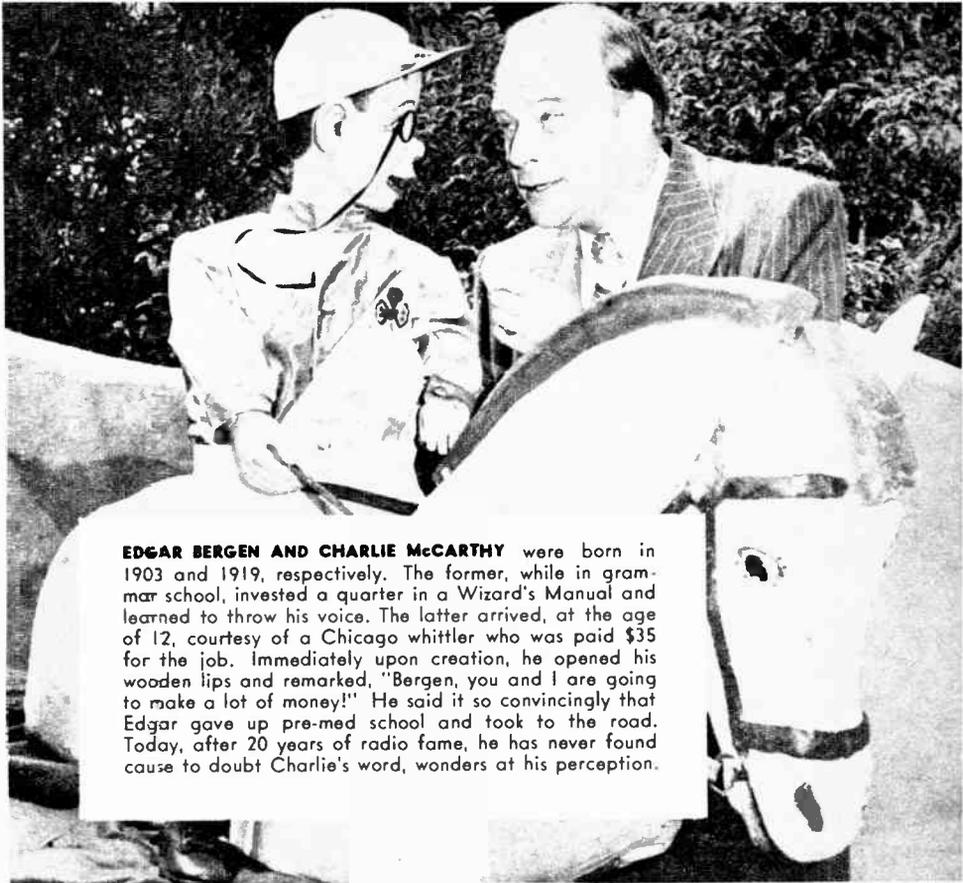
ray: From the performer's standpoint, radio is far more comfortable work, and is still gratifying (but less lucrative than it was in its halcyon days.)

bob: The big-time comedy and variety shows of radio's yesterday may be gone, but in their place are programs such as "Monitor," where you can hear a little bit of everything; keep up with what's going on, in a shorter period of time, apace with today's quicker step.

ray: We're real happy in radio, and as long as we keep on hearing from the people who listen to it, and appreciate what it has to offer, we'll stay that way.

bob: Until you hear from us . . . write if you get work.

ray: And hang by your thumbs!



EDGAR BERGEN AND CHARLIE MCCARTHY were born in 1903 and 1919, respectively. The former, while in grammar school, invested a quarter in a Wizard's Manual and learned to throw his voice. The latter arrived, at the age of 12, courtesy of a Chicago whittler who was paid \$35 for the job. Immediately upon creation, he opened his wooden lips and remarked, "Bergen, you and I are going to make a lot of money!" He said it so convincingly that Edgar gave up pre-med school and took to the road. Today, after 20 years of radio fame, he has never found cause to doubt Charlie's word, wonders at his perception.



GALEN DRAKE, CBS's favorite talking man, started out as a boxer—to finance his music career! He turned talker when the sponsor of his singing program wanted a little chit-chat to go along with the soft music. An avid reader (since his father told him that Galen reminded him of Socrates, and gave him a book to find out why), Drake complied with the outpouring of quotes, quips and wisdom that have made him famous. He has also studied law, medicine and drama, conducted a symphony orchestra, directed plays, collected a library of over 10,000 titles.



DON McNEILL of ABC's "Breakfast Club," was born 47 years ago on December 23, spent most of his young life in Wisconsin when he graduated from Marquette U's School of Journalism, and met and married Katherine Bennett. In 1933, after a brief career as one of a radio team, "The Two Professors," Don auditioned for a dull daily show called "The Pepper Pot." Once in, he changed the name to "The Breakfast Club," served generous portions of corn and made history. A family man (father of three) he loves hunting, fishing, cartooning, his circle of close friends.



RED BENSON, whose "Hideaway" show is the pride of ABC, is a man of many facets. Born in 1917, he is 5'10", has blue eyes, red hair, a wife named Flippy, a daughter, a son and a home in Mt. Vernon, New York. At various times he has been a prizefighter, canary salesman, doughnut manufacturer, milkman, night watchman, fireman, hypnotist, singer and comedian—among other things. His hobbies are eating, sleeping and cooking; he is also a great reader, successful composer of commercial jingles, Navy veteran, ex-resident of Ohio, Texas and Pennsylvania.



MINNIE PEARL, the man-hungry gossip of "Grand Ol' Opry," was born Sarah Ophelia Colley (descendant of Sam Houston) in Centerville, Tenn., near Opry's home town, Nashville. She got there via a route including finishing school and drama coaching in 20 states. "Minnie" was born in Aiken, S. C., when Sarah was doing dramatic readings for the Air Force—and in 1940 she made "Opry," wearing an 89¢ yellow organdy dress and shrieking "How-dee!" In 1950 Sarah married Henry Cannon, who flies her to her Pa's in their own 2-seater plane.

they call the tunes

ROSEMARY CLOONEY never studied singing, "just makes a commercial sound that sometimes sells songs," she says. "Sometimes" means most of the time ever since she and a jazzed-up harpsicord made news with "Come On-a My House." The first news her commercial sound made was when Rosemary was in her teens and was singing on a Cincinnati radio station. Band leader Tony Pastor hired Rosie and her sister Betty away from their nightly program, "Moon River." Three years as featured vocalists led to TV's "Songs For Sale," record and movie contracts and now CBS's show, "Rosemary Clooney Sings." The gal with the mellow voice is married to actor-director José Ferrer, presides over 3 domiciles—Beverly Hills, New York and London—baby-sits for her one-year-old son, Miguel.



foreword by **rosemary clooney**

■ I don't know much about guest-editing, but I know what I like. And if you want me to talk about music, I can give you the subject in two words. Bing Crosby. Or one word. Bing. Everything I most admire about singing, he does—and he did it first. He's got no corny gestures, he doesn't push, strain, bellow. He just stands there and knocks you out. Once when I was asked advice about how to do a song, any song, I said, "Keep it simple, keep it sexy, keep it sweet." I didn't mean you could do all those things at once, but I still believe they're good rules. I learned a lot from doing western music on my first professional show, "Midwestern Hayride." You couldn't mish-mush your words in those songs. You had to tell the story and be convincing, even in the yodels. But the biggest test of sincerity or honest approach comes when you do children's records. The arrangements can be cute, but your diction has to be perfect. Children have to understand every single word because you're telling them a story and they insist on hearing it. You can't sing down to children, either. If you do, they recognize it, and can't stand it. If you are sincere with children they will understand what you are trying to tell them. It's better to be sincere with men, too. The two men I like most are my husband, who's such a perfectionist he has made me want

to do everything better than I've done it before, and my son, who has no standards whatever as yet, but manages to be pretty enchanting. After them comes Bing Crosby. I don't mean to harp on Bing Crosby, but I've got such a crush on him I still can't believe he's my friend. He has been an idol for as long as I can remember, and when I first met him, my teeth got all mixed up with my tongue, and I said a couple dozen scrambled words of hello, and he looked at me sideways and left in a hurry. He didn't know I was so full of awe I was about to fall down. When I sing with that man, I sing 100% better, because I sing up to him. I don't have to look at the music to know what he's going to do, or how he'll phrase. It's a strangely close communication, an experience you can't explain. A couple of experiences I can explain, and have gotten a big kick out of, include making a record called "Mr. and Mrs." with Mr. Ferrer, shortly after we got married. And I loved doing "Where Will the Dimple Be?" It was written for me while I was pregnant. I got a kick out of dueting with my ten-year-old sister Gail on "Open Up Your Heart," and I got a kick out of recording "It Just Happened To Happen To Me," because my brother Nickie wrote it. I get a kick out of singing for radio, television, movies, records—you name it. I even get a kick out of telling you all this.



FRANK SINATRA's mother wanted him "to be something nice like an engineer," but Frankie won a Major Bowes contest, landed a 39-week contract as lead singer in "The Hoboken Four." Six months later, "The Voice" was heard on 18 local programs every week. The pay was 70¢ a week carfare, went up to \$15 at a roadhouse nearby. Harry James came by, took him on, and six months later Tommy Dorsey bought him away. Two years later the swooning started. He was riding high, then fell hard, left Nancy, married Ava, left her. Now, an Academy Award at home, his records, nightclub rating, TV appeal, are tops.

BING CROSBY could sit back and live off royalties still pouring in from "White Christmas" and "I Surrender, Dear." The first crooner to sing Hawaiian tunes, westerns, folk music, religious songs, he's set the pattern for every other pops singer. The gimmick—informality and intimacy. Bing's first taste of show business came as a prop man, and he rubbed shoulders with Al Jolson, whom he tried to imitate. In the college band, "The Juicy Seven," he played drums. Back to singing again in 1926 as one of Paul Whiteman's Rhythm Boys, then on to Gus Arnheim's post. The rest—the records, movies, TV and radio—is current history.



TONY BENNETT's voice has been a favorite with radio audiences since 1951, when he won 17 popularity polls, including WVNJ's "Battle of the Baritone." Still going strong, he was voted "Best Vocalist" in last year's "Make Believe Ballroom" poll. He was born in Astoria, N. Y., and trained for a commercial art career. His successful singing with Army bands persuaded him to give up art study for a career in music and the theatre.



NAT "KING" COLE and his trio are one of the important reasons why small musical groups have become so popular. Born in Montgomery, Ala., the son of a minister, Nat got his first musical training from his mother, who taught him to play the organ and sing in the choir. He fell under the influence of Chicago jazz, organized a trio and rose to success in night clubs, movies, records and radio. Nat's big hobbies are photography—and records.



DON CORNELL, ex-band vocalist who has recently branched out on his own as a successful singing star, has been wowing audiences since high school days in his birthplace, New York City, where he sang at school dances. His career got a big boost when he joined Sammy Kaye's band and appeared on such radio shows as the "Chesterfield Supper Club." He can be heard on TV, records, in night clubs, has made one movie. Lives in Englewood, N.J.



SAMMY DAVIS, JR.'s rise to fame has been sudden, but actually he's been in show business since he was four. Sammy learned his dancing from Bill Robinson. The Davises, junior and senior, toured the country as two-thirds of the Will Mastin Trio. In 1946 they hit the big time, and since then one sensational night club engagement has followed another. Sammy has made guest appearances on TV, hopes to add TV success to his career.



JOHNNY DESMOND, star of Mutual radio's "Phonorama Time," financed his first voice lessons by being a newsboy in his native Detroit. He appeared on local radio stations as a singer and child actor, but his career really started when he joined the Air Force and became the vocalist with the official Air Force band. His wife, Ruth Keddington, had sung with him as one of the "Bob-O-Links," but has left her career to care for their two girls.



PERCY FAITH, the conductor-director of CBS radio's "The Woolworth Hour" became an accomplished musician on both piano and violin at the age of ten. By the time he was 23 he was conducting and writing the arrangements for his own orchestra on a radio station in his native Toronto, Canada. In 1940 he came to the U.S., and now makes his home with his wife and two children in Great Neck, where the fishing and swimming are superb.



GEORGIA GIBBS learned to sing in an orphanage, where she was placed so her widowed mother could work. At 11 she had earned her first pay check; by the time she was 14 she was the family breadwinner. In 1943 she won an audition for the Jimmy Durante show, and the "Her Nibs" tag. Radio shows with Bing Crosby, and other stars followed, and "Kiss of Fire" made her a recording star. She was one of the first big names to "brave" TV.



BILL HAYES rose to new heights of popularity with his recording of "The Ballad of Davy Crockett," but he was already familiar to TV audiences as the featured male vocalist on "Show of Shows." While still a voice student, he got a break when his brother, a singer, was too ill to appear for an audition, and Bill took over. Father of four, he's as busy offstage as on, hasn't time for golf. Loves being able to sing and make a living, too!



JONI JAMES, hailed by critics, fans, and disc jockeys as the new "Miss America of Music," once struggled to finance the lessons she needed for her career—as a dancer. She was doing well at it, too, until an appendicitis operation forced her to go easy on dancing, heavy on singing, in her night club appearances. Audience response was so favorable that she dropped the dancing. She lives on N.Y.C.'s east side with secretary and poodle.



SAMMY KAYE's band, now featured on ABC radio's "Serenade Room," is one of the few college dance orchestras to achieve national fame. Sammy started the band to help pay his way through Ohio University, where he was a civil engineering student, but it was so successful that engineering (and football) fell by the wayside. Sammy led the band to national popularity by way of NBC network broadcasts from his native Cleveland, Ohio.



STAN KENTON's new CBS program, "Music '55," is a sort of end result of his idea that his band can do its best with two forms of programs—dances and concerts. Stan started taking piano lessons for the same reason most boys do. His mother made him. By the time he was 14, his idol was Earl "Fatha" Hines. He worked hard at playing and arranging, organized a band with a "different" sound, set a brand new trend with "progressive jazz."



EARTHA KITT, whose unusual singing voice has made her a favorite with disc jockeys, is as grass-roots American as you can get; she was named for the "good earth" on her parents' farm in Columbia, S. C. But when she joined the Katherine Dunham troupe as a dancer and singer, Eartha went on a tour of Europe and Mexico, stayed on to sing in Paris. Home once more, she made a hit with records, in night clubs and in "New Faces of 1952."

RUBY MERCER is a girl who didn't have to wait too long for that "big break." As soon as she received the parchment from Ohio University, Ruby decided to cast in her lot with the rest of music-career girls. Voice studies at the Cincinnati Conservatory came first. A year later she copped a Julliard School of Music scholarship. Metropolitan Opera manager Edward Johnson heard her trills, signed her up for two seasons. Roles in Broadway shows followed hard on the Met's heels, plus a starring role in the World's Fair "Gay New Orleans Review." Now, she has Mutual's "Ruby Mercer Show." Playing at inquiring reporter isn't new—she once *was* one back home in Akron, Ohio.



PAUL LAVALLE, bandmaster on NBC radio's "Cities Service Band of America," rates as a leading interpreter and composer of martial music. Born into a musical family in Beacon, N. Y., he learned to play six instruments. He broke into radio with the NBC Symphony orchestra, later switched to hot jazz, before organizing his Band of America. Married to former actress Muriel Angelus, he has a daughter, lives in rural Wilton, Conn.



BYRON PALMER, singing host of CBS radio's "On a Sunday Afternoon," has made a complete circle in his career—from radio to movies, night clubs, television, and then back to radio. Born in Hollywood to a newspaper family, he had no connection with show business until he started singing with an Air Force group in the South Pacific, appearing at the same time as Tokyo Rose. His wife, Ruth Hampton, is an actress, was once "Miss N.J."



PEREZ PRADO is responsible for all the mambo music heard on radio these days; he started the new rhythm, and has written about a hundred mambos. Beginning his career by playing in an orchestra in his native Cuba, he later became an overnight sensation with his own band. He has played in night clubs and dance halls in the U. S., was seen on movie screens in "Big Rainbow," with Jane Russell. In Latin America, he's the No. 1 bandleader.



SARAH VAUGHAN has won every major popularity poll as the nation's number one female vocalist. From the beginning, audiences couldn't get enough of her; her records sell in the millions and are staple fare for disc jockeys. Born in Newark, N. J., she got her first job, as vocalist with Earl Hines' band, by winning an amateur contest. She's married to trumpeter George Treadwell, now her manager, who often accompanies her on records.

perpetual emotion

foreword by **wendy drew**

■ I feel like one of those people who go around declaiming that New York's great, but I wouldn't want to live here. That's the way I feel about television daytime serials. TV may be wonderful, but radio is for me. "Young Widder Brown" has been on the air 18 years and she's still the young widder. The characters in a show like ours can stay forever fair and full of dreams. Radio permits the listeners' imaginations to run freely. If they figure the widder for a redhead, who's going to give them an argument? And the listeners really *care*. I get such sweet letters from people who grow to like me because they love the character I play. My own mother couldn't want more for me! Ellen Brown doesn't have glamorous adventures.

WENDY DREW, the "Young Widder Brown" of NBC's radio series, is a lass who leaves lasting impressions. She got her first break after a director heard her reading a part, and sought her out for a good role in "The Eve of St. Mark." Her "Widder Brown" part was the result of someone's remembering having seen her audition for another role, 8 years previously. She has traveled all over the U.S.A., is now back in her native New York.

Her life is full of everyday problems. Her sufferings are the kind which have hurt a lot of us. The widow Ellen has two children, runs a tea room, and has three men in her life. The doctor was tricked into marriage with another girl, Millicent. Poor Ellen must contend with both Millicent and the doctor's sister. Second man in Ellen's life is a rich lawyer. Third is a conniving artist. I think most of us like to feel, like Young Widder Brown, that we are courageous and sweet to everyone although we are misunderstood and maligned. Our show never gets far from Simpsonville and we keep Ellen Brown's life simple so that her problems don't seem too far out of the range of all young widders in all small towns. It has worked. For 18 years.

CATHLEEN CORDELL, who plays Millicent Loring in NBC radio's "Young Widder Brown," acquired her British accent while studying in England, at the Royal Academy of Dramatic Arts. A Brooklyn, N. Y., girl, she returned to her native country when war broke out in England. She got the "Widder Brown" job two years ago, after appearing in several Broadway and TV plays. Unmarried, her interests include reading and going to the races.



backstage wife

MARY NOBLE gets that understanding voice from petite, dark and attractive Claire Niesen, a girl who wanted to be an actress right from the beginning. In the Noble character (a Thespian, too), Claire's ambitions have been doubly realized. Despite her success in her career, Claire, who lives with her family in a N. Y. suburb, calls herself "just average" when it comes to sports. Born in Arizona, she attended high school in New York.



LARRY NOBLE is given the suave accents of a matinee idol by James Meighan, who despite 20 years of top experience in radio and on the stage, can still wow 'em with his handsome profile. Born in New York City, Meighan seems to have been destined for acting. He got a B.S. degree, studied painting in Paris, played on Broadway opposite such bright stars as Jane Cowl. He lives on Long Island, enjoys painting, sculpturing and boxing.

ma perkins

MA PERKINS has been played by Virginia Payne since 1933, during which time she has never missed a broadcast. A great-great-granddaughter of Dolly Madison, she was born in Cincinnati, O., trained for the drama there, appeared with Tyrone Power early in her career. Loves music and studies voice at the Chicago Conservatory. She has published a group of one-act plays for children and is the first national president of AFRA.



WILLY FITZ is portrayed in the CBS serial, "Ma Perkins," by Murray Forbes, an actor who owes much of his success to his ability to mimic accents and dialects. Murray "hoaxed" his way into radio in 1931 when he convinced an English director who wanted to use only bona fide Englishmen on the "Fu Manchu" show, that he was the home-grown product. Although he now has 15 dialects, he likes that midwest twang best of all.

our gal sunday

SUNDAY on CBS Radio's "Our Gal Sunday," comes by her vivaciousness very naturally, since Vivian Smolen, who brings the character to life, is a small but potent package of interpretive energy. Blue-eyed, brown-haired, 5'2" tall, Viv has been acting since she was 12. She was getting a background in music and dancing even earlier from her father, an NBC conductor. For fun, Viv swims, studies at the Museum of Modern Art.



LORD HENRY BRINTHROPE, a "Sunday" regular, is in the capable hands of a new actor, Alastair Duncan. The London-born player began his career when he and a group of schoolfellows, evacuated to the south of Wales during World War II, put on a production of "School for Scandal." Alastair won a scholarship to the Royal Academy. After two years in the British Army, he joined BBC—but transferred his allegiance to CBS two years ago.

road of life

DR. JIM BRENT has Don MacLaughlin to speak for him on the long-running CBS serial. MacLaughlin, a tall, casual, loose-jointed fellow, has been called "the actor with the all-American voice," was born in Iowa, taught there after college. Stung by the theatre bug, he finally tried Manhattan. He married newspaperwoman Mary Prugh his first year there. His family, now bigger by 3, lives at Darien, Conn. Jim is quite expert at gardening.



JOCELYN McLEOD on "Road of Life" is played by Virginia Dwyer. As a child, she joined her physician father when he performed real life surgery, leading him to hope she'd take up medicine. Her role in "Road of Life" is the nearest Virginia has been to either since. From Omaha she came to New York after graduating from U.C.L.A. She's acted on television, in summer stock and on Broadway, is the proud mother of one growing daughter.

romance of helen trent

HELEN TRENT comes to CBS radio audiences through the distinctive voice of Julie Stevens, a small, bob-coifed young lady who feels that in appearance she is totally unlike her mike counterpart. Also unlike Helen, she is happily married. With her husband, TV executive Charles Underwood, and their 4-year-old daughter, Nancy, she lives in the country. Julie made her stage debut in her home town, St. Louis. She likes camping, canoe trips.



GIL WHITNEY, the male lead on "Romance of Helen Trent," is portrayed by David Gothard, an actor who came by his radio voice in an unusual way. Born in Beardstown, Ill., David graduated from a Los Angeles high school, joined the Hollywood Playcrafters to prepare for an acting career. A job doing the heavy voices for a West Coast marionette show led to radio in 1934. He's been a busy network actor since 1939.

young doctor malone

DR. JERRY MALONE has young Sandy Becker standing behind him when the CBS serial makes its weekday rounds. The 6'1" actor, born in Manhattan in 1922, actually once was a pre-med student. His interest in the drama, however, proved to be stronger and he quit school for radio announcing. Met his wife, the former Ruth Joyce Venable, while announcing in N.C. The Beckers have two children. Sandy swims, golfs, plays tennis.



TRACY MALONE, the faithful wife of "Young Dr. Malone," is enacted by Jane Allison. Standing 5'5", honey blonde, blue-eyed Jane has been traveling the radio serial circuit since 1940. She spends most of her time with her husband, John E. Mosman, and John II. Besides work and family, Jane enjoys clay modeling, boating. Tennessee Williams is her favorite playwright; yellow her color; perfumes and antiques, her passions.

wendy warren and the news

WENDY on the CBS serial is essayed by Florence Freeman. Florence might never have acted at all had she not responded to a friend's challenge to audition for a radio role in 1933. Despite a strong interest in drama, she had spent her time in several colleges preparing to become a schoolmarm. In 1937 she won the plum role of "Young Widder Brown" and from that day her dial was set for radio. Florence is the mother of 3 youngsters.



DR. PETER DALTON on "Wendy Warren and the News" is played by Robert Pastene, who trained to be an engineer, but ended up as an actor. Bob had gotten his engineering degree before he realized that it had to be acting. A scholarship at the Neighborhood Playhouse came next, then the Barter Theatre. He's been on the stage in high-brow plays. Bob is 6'2", has brown hair and brown eyes, is married to Susan Johnson.

when a girl marries

JOAN DAVIS, the heroine of ABC's "When a Girl Marries," is portrayed by veteran actress Mary Jane Higby. Born in St. Louis, Mo. where her dad had his own stock company and her mother was a singer, she made her stage debut before she was a year old. Radio is still her big love. "When you rehearse and play a character for five days a week," says Virginia, "it's like leading a double life. That's one reason I like radio best."



HARRY DAVIS on "When a Girl Marries" is acted by John Raby, who served as leading man on the very first soap opera. Born in New York City in 1916, he did his first acting on the showboat Periwinkle which used to sail Long Island Sound (a job also held by José Ferrer), has a ream of Broadway notices. He likes to fish, hunt and play golf. Lives with his wife and sons in Teaneck, N. J. John is a minor authority on U. S. snakes.

lorenzo jones

LORENZO JONES is played by Karl Swenson, who has been with the NBC show since its 1937 debut. Blue-eyed and blond, as his Swedish name suggests, the attractive Mr. Swenson got into show business via the Berkshire Playhouse, won his first radio job in 1935 on the "March of Time" because of his ability to handle dialects. Karl lives for the theatre. A great deal of his off-mike moments are spent working on experimental drama projects.



rosemary



ROSEMARY is played by Virginia Kaye, in real life the wife of Broadway producer Kermit Bloomgarden. A native New Yorker, Virginia was graduated from high school at the early age of 15, set out to make a place in the theatre. Following summer stock, Antoinette Perry selected her from among thousands of applicants for a Theatre Guild production. Virginia acts only on radio now, the better to pursue her career as mother to two.

stella dallas

STELLA DALLAS is almost a middle name to Anne Elstner, the actress who originated the NBC radio role some 19 years ago. She first faced the mike in 1923, the same year she was married to Jack Matthews. At 12, Anne had begun her stage career performing her own song-and-dance creation, "The Yama Yama Man," later understudied Eva La Gallienne. She prefers commuting daily from her New Jersey farm to living in the city.



this is nora drake

NORA DRAKE, the title character in CBS Radio's "This Is Nora Drake," is played by Joan Tompkins. Born in New York City, Joan continued the family creative arts tradition. One of her grandparents wrote operettas, another was a painter, her parents were professional singers. Joan made her stage debut in "Fly Away Home." Loves to travel, but time permits only the daily trip between the studios and her Westchester home.



TED BROWN, emcee of NBC radio's "Phrose That Poys," started his career back in his college days. When football and basketball weren't keeping him busy, he worked for a local radio station. After World War II Air Force service—including 15 months as a P.O.W.—he returned to radio work. Born in Collingswood, N.J., he now lives in Riverdale, N. Y., with his wife, two sons, and four dogs. He's enjoying golf and tennis.



DWIGHT COOKE, moderator of CBS radio's "The Leading Question," has had a wide variety of experience—ranging from college honor student to farm hand, writer, radio producer and director. In the course of all this he realized that he preferred the field of public affairs to pure entertainment. So his radio shows since 1938—such as "People's Platform" and "Cross Section, AFL"—are in a serious vein.

EDDIE DUNN is proof that all Texans aren't slow and easy-going; he's been a busy man, with a radio show of his own, since he was in high school. Starting as a singer, when he moved on to Chicago and, later, New York, he branched out into emceeing. Currently he's master of ceremonies for Mutual's "Pop the Question." He and his Texas-born wife, two sons and cocker spaniel now live in Scorsdale, N. Y.



LEONARD FEATHER came to the U.S.A. at the age of 19 as the representative of a musical weekly published in his home town—London, England. He was supposed to study American jazz, and learned so well he eventually became a music expert and the moderator of WABC's "Platterbrains." He's also a songwriter, and is responsible for the discovery of such recording stars as Alan Dale and George Shearing.



come play for pay

foreword by warren hull

■ Fortunately, there's no accounting for taste. Some listeners like comedy; some, drama. Others prefer music, while still others get their kicks from quiz shows. But there's one interest that everyone shares—and that's people. And if those same people have problems, they're even more interested. Why? Well, it makes things easier if you know that someone else is in the same boat with you. Bills of all sorts constantly stare us in the face: medical expenses, taxes, urgent business needs. The list is endless. When someone gets in front of our mike and tells his troubles, there are hundreds of other guys listening in who say to themselves, "That could just as easily happen to me." When the contestant walks out with a wad of bills, the guy in the audience feels as though he'd pocketed the stuff himself. And nobody ever leaves "Strike It Rich" empty-handed. We always have a happy ending—what with the Heart Line calls, there's always something for everyone. It's not only the listeners who like people, so does the m.c. He's got to. It's a far cry from emceeing the usual radio program.

◀ **WARREN HULL** (here with guest, Cleo Moore), emcee-host of NBC radio's "Strike It Rich," hasn't sung, danced or acted on this program—but he could do all these things if necessary. At the tender age of 4 he made his first appearance in the Hull clan's amateur band in his native Gosport, N. Y., and he's been in the entertainment field most of the time since. Crashing the Broadway Big Time in a Shubert chorus line, he went on to juvenile leads in several musicals. Then Hollywood beckoned, and he played the leads in 36 films. Meanwhile he also worked in West Coast radio, and finally returned to New York (in 1942) to join one of radio's oldest and best-loved programs, "Vox Pop." After that show went off the air, he took a vacation but the vacation wasn't as long as he had hoped. He joined the radio version of "Strike It Rich." Later he and the program went into TV together.

I've got to make everyone feel right at home, and that may take some doing. Before every show, I take time out to get acquainted with the participants, to size them up. Sometimes the m.c.'s got to do some fast mental footwork. You've got to take things as they come, be prepared for the unexpected, too. Many times, I can turn the unexpected to good account. For instance, when I go down into the audience to pick out people to talk to and I come across someone who says he's never used our product. The audience laughs. I laugh too, then go right ahead and sell 'em. The unexpected can be pretty funny sometimes. One time, a family was completely engrossed in trying to answer a tough question. I was working right along with them, trying to get them to do their best. But the audience was in hysterics. I couldn't figure it. Half-way through the program, we discovered that the little girl had been trying to pull up her panties, her cute little posterior turned to the audience. We straightened her out and went on with the show. Uninhibited kids contribute a lot—they climb on cameras, kick soap boxes around, generally have themselves a whale of a time. So far, there haven't been any really embarrassing moments. But I'm sure that, try as I do to be natural, those moments will come. Up to now, the only thing that's set me off is the sniping from certain columnists. Around the country, I've heard the show called everything from a procession of misfits to a parade of misery. That just isn't so, and anyone who thinks it is ought to bone up on compassion. Some contestants may be disabled, but they all have this in common—courage and the spirit to carry them over their obstacles. These people have given me—and the audience, I know—much more than I could ever give them.



ED LADD, master of ceremonies for Mutual's "Teen-Agers, U.S.A.," prepared for a radio career by majoring in English and speech at Fordham University. In his three brief, busy years with the Mutual network, he's appeared on such shows as "Teen-Agers Unlimited" and "Sunrise Serenade," and has been announcer on "Counter-spy" and news programs. He's married, lives in the state where he was born: N. J.



ALLEN LUDDEN, who presides over NBC radio's "College Quiz Bowl," has spent almost his entire radio career working on programs designed for youthful listeners. His first experience in the entertainment field was on the stage, but he found his real niche when he originated the award-winning radio show, "Mind Your Manners." The young "audience" in his home consists of a son, David, and a very little daughter.

JOHNNY OLSEN broke into radio in his native Wisconsin at 17, and did fine as an announcer and then as the leader of a highly successful band called the "Rhythm Rascals." With this record of achievement, he came to New York and made a hit as an m.c.—which is the job he's currently handling on "Second Chance." With his wife Penny, who used to appear on his Mutual show, he lives in Greenwich, Conn.



PETER POTTER's flair for reflecting the public's taste in popular music is one reason he's made CBS radio's "Juke Box Jury" a success. Another reason is the famous guests he gets to appear on the jury. They're all friends of Potter's, who started as an actor and appeared in 38 movies before turning to radio. Potter is married to English singer Beryl Davis. They have two children, Pete, Jr., and Merry Bell.





MIKE CLANCY, Mr. Keen's partner and bodyguard, has been played for the past 20 years by Jim Kelly. A grim-jawed fellow who would have no trouble doubling for a cop, the 56-year-old Kelly was a radio pioneer (his radio shows total in the five-figure bracket!). Jim acted in silent films while getting his A.B. degree at Fordham, joined the Washington Square Players upon graduation, got into radio and originated the voice of Papeye for "Collier's Hour." He married the former Dorothy Tuohy in 1935, 25 years after he'd first met her; they have a son. At home, Kelly likes to make unusual Christmas tree ornaments, direct amateur plays for youth groups like C.Y.O. Also is an art collector. If you want to get a closer look, you can see Kelly in his new movie, "Patterns."

MR. KEEN, TRACER OF LOST PERSONS, is played on CBS by Philip Clarke, a man who might very well be singled out from his fellow men if only because of his recorded sentiments toward his mother-in-law. Clarke says of the lady who lives with him, his wife and three daughters, "She's a wonderful woman." Born in London and bred in a trunk, Clarke came to the United States as a child actor in "Joseph and His Brethren," toured with the Ben Greet Players and made his biggest tour of all with the British Army, visiting India (where he learned Hindustani), among other places. Clarke is an outdoor man, enjoys gardening and boating. He calls Mr. Keen "A fine gentleman with a subtle sense of humor and a kind heart"—a description which might apply to actor Clarke himself.



BARRIE CRAIG, CONFIDENTIAL INVESTIGATOR, gives William Gargan another crack at fighting radio's criminal element. The tall auburn-haired Irishman is well qualified for the job, having chased movie villains up and down countless studio alleys since his first film appearance with Joan Crawford in "Rain" over two decades ago. His happy marriage to a former dancer dates from this period. The Gargans have two sons, Barrie and Leslie Howard Gargan.



BRADY KAYE, the Mutual series, stars Jackson Beck as that hot-shot private-eye. Featured on a spate of Mutual shows in past years, Beck actually began his mike career by answering a radio school ad! The 42-year-old sleuth resides with his wife, the former Ora Hope, at Long Island's Little Neck Bay, where he raises tropical fish. Despite the nautical sound of it all, Beck says he hates water sports and gets sick in a rowboat. His father, Max, is a film character actor.



BROADWAY COP's hero, Lew Reilly, is brought to life by W. O. McWatters. The realism which MBS listeners have noted may be because McWatters feels Reilly's background closely parallels his own. Like Lew, McWatters is a veteran actor, was around in days when actors learned their business in repertory. W.W. made his first Broadway hit in "Whatever Comes Up." A pioneer TV actor, he has settled in Flushing, N. Y., with his wife, the former Winifred Whitney.



EASY MONEY gives NBC audiences Larry Haines in the role of Mike Trent. Medium in height with dark eyes, hair to match and a very mobile face, Haines comes from Mt. Vernon, N. Y. He got his first radio break when a young actress who was trying for a part asked him to read with her. The producer chose Larry instead. Haines got his chance in "Joe and Mabel," then concentrated on heavy parts until he got typecast. Ambition: to do a B'way play—not as a villain.

dial 'em for murder

foreword by **philip clarke**

■ "Mr. Keen, Tracer of Lost Persons," has been making friends and terrifying evil-doers for some seventeen years now, over the air, and during all that time he's been played by only two men. My predecessor, Bennet Kilpack, and me. Oddly, we were both British-born, and had most of our theatrical training on the Shakespearean stage. I rather like to think that Mr. Keen borrows a bit from Shakespeare. After all, that master entertainer combined a certain amount of comedy, a certain amount of drama, a certain amount of music and romance and put them all together to make classics. His work was psychologically sound, and it's my opinion that a mystery program such as ours is, in a broad sense, a mild study in psychology. We get into the minds of Keen and the people with whom he works—the murder is got rid of in a hurry, glossed over, at the beginning of the show, in nine out of ten scripts. Our emphasis is on the solution. It's a puzzle we put together. A parlor game for half an hour. Sometimes we do as Hamlet did, and trick the subject into revealing himself. There's little blood-letting, lust, gangsters and hoodlumism in our show. Children form a large part of our audience, and we like for them to get not only clean drama, but drama in the English language. Too many of the programs today are full of corruptions and slang to cover up the lack of good story material. Walt Disney has grasped this lack; his stuff never depends on vulgarity. If we'd brought in some "dese, dem and dose" boys, the way many typical detective stories do, Mr. Keen never would have lasted so long. Keen, like Sherlock Holmes, is a gentleman and a lovable character; we try to maintain his stature. Of course nowadays radio and TV shows often use gimmicks to get listener attention. These shows don't last long. We feel that it's the *telling* of the story, not the story itself that's most important. Mr. Keen, by the way, has, over the years, become an investigator; he's no longer just a tracer. I get an average of 150 letters a month from people who want me—or Mr. Keen, at any rate—to trace people, or to help solve their problems. Recently, I had a letter from a man in a department of the Government in Washington, D. C., asking if I could help trace an heir to an estate. There he sat, right in the home of the F.B.I., and yet he wrote to me! As if this wasn't enough evidence of fame, Mr. Keen has been satirized by those two deft and rapier-tongued lads, Bob and Ray. They do a little skit now and again which is entitled, "Mr. Trace, Keener than Most Persons." If there were a real Mr. Keen, I'm sure the courtly old soul would enjoy all the fun. Myself, I'll always be grateful to Mr. Keen. He has given me such a wonderful life.



F.B.I. IN PEACE AND WAR is considerably enlivened by the talents of George Petrie, who dominates the CBS series with his portrayal of Charlie Wild. Tall, deep-voiced, dark-eyed Petrie has packed almost every kind of acting assignment into his 43 years, and what he hasn't done has probably been taken on by the distaff side of the family, actress Patty Pope. Among his favorite jobs: the movie, "Boomerang"; the musical, "Winged Victory"; radio: "Gangbusters."



NICK CARTER, MASTER DETECTIVE, allows Lon Clark to play a character dear to his heart. In Lon's opinion, the MBS snooper is the idol of American kids. He should know since he's the father of two growing boys. Born in Minnesota 44 years ago, Clark got interested in music and drama via silent films. While singing with the Cincinnati Summer Opera Company he met his wife, the former Marjorie Burns. Since 1941 Lon has been one of radio's busiest actors.



OFFICIAL DETECTIVE, Lt. Dan Britt is played to fine effect by Craig McDonnell, but his resemblance to the MBS flatfoot ends when he passes out the studio door. True, in appearance McDonnell might pass for the large, shrewd and dignified Britt, but Craig's a regular-hour suburbanite at heart, living with his wife and two children far from the sound of police sirens. McDonnell once wanted to be a singer, but he settled for radio acting 27 years ago.



SENTENCED (MBS) features Brooklyn-born Martin Kingsley. Martin may have been born mighty near to Broadway, but he was discovered by producer Guthrie McClintic while acting at the Biarritz Army University in France. Followed his White Way debut in 1947 with Katharine Cornell in "Anthony and Cleopatra." While in the Army, Kingsley was a Captain and a quarterback on the Army football team in Munich. For relaxation these days, he plays golf.



TOP SECRET FILES has London-born Tom Helmore in the pivotal role of Colonel X. Helmore first crossed the ocean in 1938 to play opposite Ruth Gordon in "Birds Started Singing." Next came an appearance opposite Katharine Cornell in "No Time for Comedy." Following four years in the Armed Forces, he returned to Broadway to win the Donaldson Award for "Day Before Spring." He's in Hollywood, rooming with Greg Peck while he emotes in M-G-M's "The Tender Trap."



THE WHISTLER has starred Bill Forman ever since the CBS thriller made its third appearance back in 1942, but it was not until 1951 that program officials decided to reveal the name of their star. They believed keeping his name a secret had added mystery. Now it can be told that Bill Forman was born in Mt. Vernon, N. Y., 41 years ago, is married and has three children and began his radio career in 1940. He likes to reserve his kitchen for gastronomic experiments.

after-dinner party

foreword by **page gilman**

■ I know I'm guest editing a section called Evening Situation Comedy (radio)—and though I'm deeply honored, I'm not at all sure I should be. For one thing, I don't believe "One Man's Family" is a situation comedy, or a situation tragedy, or even a daytime serial that happens to be presented at night. Ask me what I *do* believe it is, and no glib, all-encompassing word slips from my tongue. But I can tell you something about the show, and why, in my opinion, it's still popular after nearly 25 years. Daytime serials rely on pathos, suspense, melodrama. "One Man's Family" doesn't. Carlton Morse, who created and wrote it, thought of it as a drama which would highlight the conflict between parents and children, and which would also show the strength of family ties overriding that conflict. Across these many years, people have worried about, sympathized with, and loved, the characters: Father and Mother Barbour, Hazel, Claudia, Paul, Clifford, their husbands, wives, children. A death in the Barbour family has caused real grief to the audience, and weddings and the births of babies are signals for rejoicing. The Barbours have received mail, gifts, advice and thanks from thousands of lonely souls who've adopted them. Men in prison, husbands and wives on the verge of divorce, anguished parents of delinquent children, all these have thanked the "Family" for help, guidance and a kind of gentle philosophy that sheds light on domestic woes. Which isn't to say that I consider the show public service, rather than entertainment. The majority of the audience still just enjoys the drama as drama and wouldn't miss it for the world. We on the show often meet fans who admit they're constantly teased by relatives and friends over their allegiance to "One Man's Family." The integrity of "One Man's Family," an integrity about dealing with life and truth, is, as far as I can make out, the reason for its loyal following. And loyalty isn't restricted to the fans, either. There's a loyalty that's kept cast and author together; there's even a sponsor loyalty. In the quarter of a century that's passed, "One Man's Family" has had only four sponsors! We don't have one at the moment but listeners tell us they're still using the product of a sponsor who quit the show six years ago! We—the Family—have had our fling on television (some of you may remember that Eva Marie Saint played Claudia for a while) but radio is where we began, and radio is what we're back to. In case I haven't mentioned it, I myself play Jack, that father of many infants and husband of the adorable Betty. I've never been as colorful as Claudia or Clifford, really, but I still get my kicks with the rest of the Barbours, and I hope you do the same.



one man's family

PAGE GILMAN has been playing the part of Jack in NBC's "One Man's Family" since the program first went on the air back in 1932. A native of San Francisco, Gilman began his acting career at the age of 9, playing regular parts in many children's programs. He began his stint as Jack while still attending Stanford U., has played the part continuously except for time out to serve in the artillery during World War II. He married Jean Meredith La Fontaine (not an actress) in 1937, is an ardent hobbyist: he collects photography books and tropical fish, prints booklets on his own press.

BERNICE BERWIN the Hazel of NBC's "One Man's Family," is one of the five original cast members still playing their same roles. Born in San Francisco (the Barbour family's home town), Bernice studied drama at the U. of California, joined NBC after graduation and played in many early Carlton E. Morse dramas before creating the part of Hazel. She is married to A. Brooks Berlin, a San Francisco attorney, and has a grown son who is now attending the U. of C. Bernice commutes to Hollywood by plane every 2 weeks to make recordings for the show, still finds Hazel fun to play after 23 years!

amos 'n' andy

AMOS of CBS's "Amos 'n' Andy" is really a guy named Freeman Gosden, even though Gosden himself is sometimes not sure (he's been playing the part *that* long). Born in Richmond, Va., in 1899, Gosden met Charles Correll (Andy) back in 1920 when the two toured in vaudeville. Later they did a radio show called "Sam 'n' Henry," and in 1928 "Amos 'n' Andy" first delighted listeners. Now, 27 years later, they are still assaulting reason and the king's English. Gosden started out as a salesman, was a radio operator during World War I, still takes part in writing the program's scripts.

ANDY, the other half of CBS's "Amos 'n' Andy" team, is played by Charles Correll, who began life in Peoria, Ill., in 1890. Correll, whose big-dealing ways as Andy have endeared him to millions, started out in business as a stenographer, worked as a bricklayer and arsenal worker, but drifted into show business through his fondness for piano playing. An all-around musician, he teamed with Freeman Gosden to tour the vaudeville circuits, co-originated "Sam 'n' Henry" (the radio fore-runners of those long-distance champs, "Amos 'n' Andy.") Correll is married, has five children.



fibber mcgee and molly

FIBBER MCGEE may seem a little addlepat on the air as the hero of NBC's "Fibber McGee and Molly" but in real life (as Jim Jordan) he's a determined showman and responsible citizen. Jim was born in Peoria, Ill., in 1896, and he and his wife, Marian, formed a vaudeville team in the early 1920's but spent many lean years popping in and out of show business. In 1931 their luck turned when they met Don Quinn, their writer, and in 1935 "Fibber McGee and Molly" were born. The Jordans live in Encino, Cal., where Jim has twice served as President of the Chamber of Commerce.

MOLLY, the patient wife with a sense of humor on NBC's "Fibber McGee and Molly," is Marian Jordan, the off- and on-mike wife of Jim Jordan. Marian first met Jim at a choir practice in Peoria (where she was born in 1898), and they were married after several years of courtship. At first, Marian taught piano to help Jim in his vaudeville career, later joined him to form a singing duo. In radio's early days they were the "O'Henry Twins" (a job they got on a dare), struck it rich as Fibber and Molly. Mother of two (Jim, Jr., and Kathryn), Marian likes to help Jim raise cattle on their ranch.



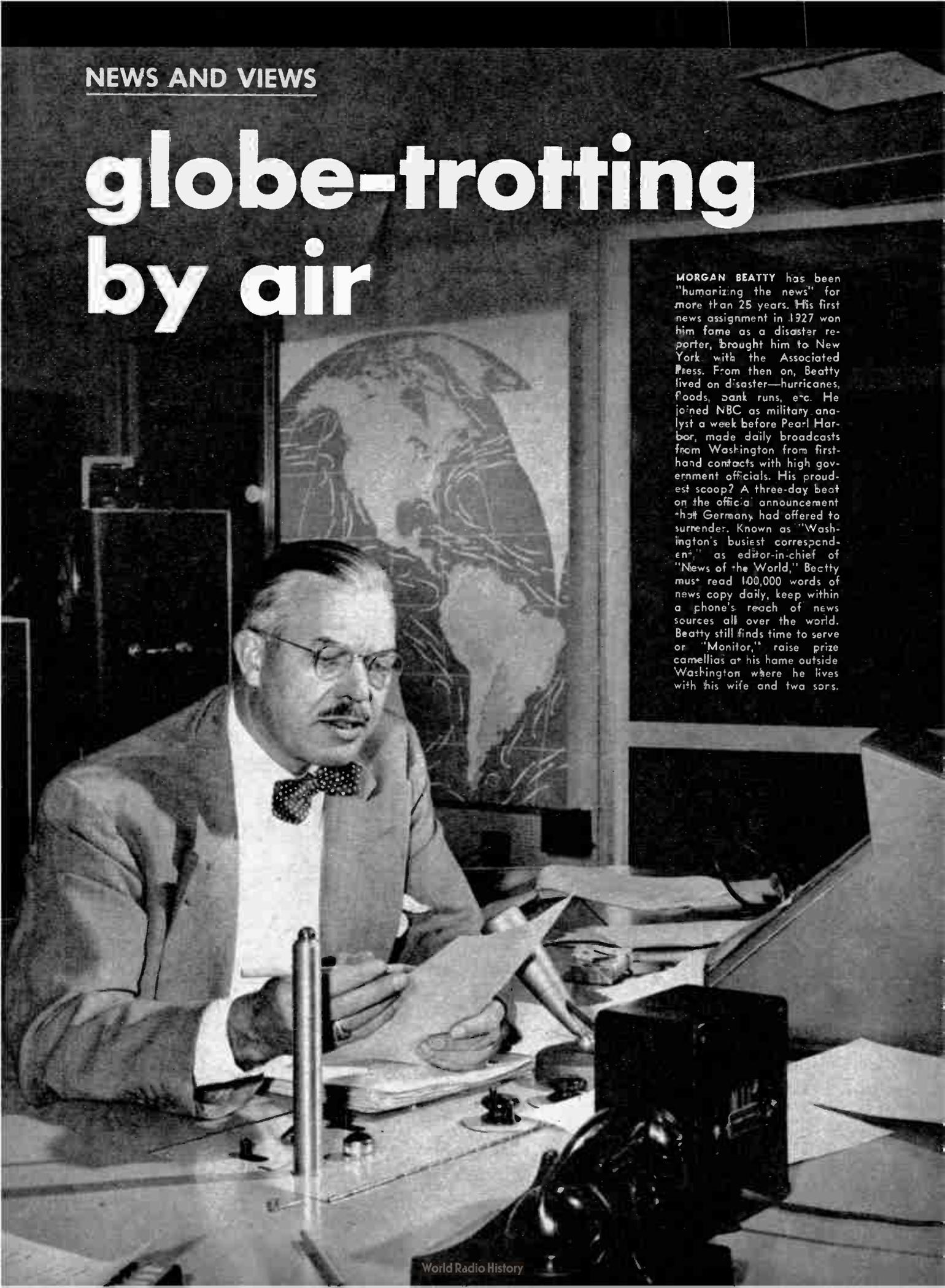
the great gildersleeve

GILDERSLEEVE on NBC radio's "The Great Gildersleeve" is played by Willard Waterman, who has been in the acting business since his early high school days. Born in Madison, Wis., in 1914, he started out to be an engineer but began dabbling in class plays and elocution, finally broke into radio by singing with his church choir. At the U. of Wisconsin, the dean politely suggested that he drop his studies and go all out for dramatics, which he promptly did. A series of radio roles culminated in "Gildersleeve." With his wife and daughters Lynne, 16, and Susy, 12, he lives in Sherman Oaks, Cal.

LEROY, the brat who plagues "The Great Gildersleeve" on NBC radio, is really a public-spirited citizen named Walter Tetley. Walter began his career in 1930 when he appeared on "The Children's Hour" as The Wee Sir Harry Lauder, using a Scottish brogue. In 1937 he moved to Hollywood for movie work, soon became the expert on mean little boy roles. Walter says he has always had a yen to play Huckleberry Finn, even though "brats get the most frequent paychecks in radio." He lives on a ranch in the San Fernando Valley, devotes much of his time to a Boy Scout troop of shut-ins.



globe-trotting by air



MORGAN BEATTY has been "humanizing the news" for more than 25 years. His first news assignment in 1927 won him fame as a disaster reporter, brought him to New York with the Associated Press. From then on, Beatty lived on disaster—hurricanes, floods, bank runs, etc. He joined NBC as military analyst a week before Pearl Harbor, made daily broadcasts from Washington from first-hand contacts with high government officials. His proudest scoop? A three-day beat on the official announcement that Germany had offered to surrender. Known as "Washington's busiest correspondent," as editor-in-chief of "News of the World," Beatty must read 100,000 words of news copy daily, keep within a phone's reach of news sources all over the world. Beatty still finds time to serve on "Monitor," raise prize camellias at his home outside Washington where he lives with his wife and two sons.

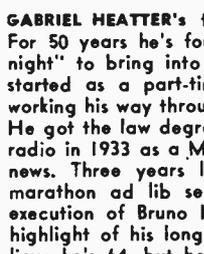
foreword by morgan beatty

■ One thing I hope my new job as communicator on "Monitor" will do is help me live down once and for all the title of "America's No. 1 Disaster Reporter." That's a tag they stuck to me shortly after I became a reporter. It all began in the early 1920's when I was on the *Arkansas Gazette* in Little Rock. James Street, the novelist, was on the *Gazette* then and he and I had been talking to a lot of farmers and weather men. We predicted a flood. For a week or so we were the laughing stock of the office, and the boss finally told us to go out and prove it. Wouldn't you know? That same day, the flood hit. Then, in 1927 when I joined the Associated Press there was a whole series of disasters and I was assigned to cover every one. During the terrible Texas City explosion of 1948, the Red Cross and I estimated the dead at 400, and we were exactly right—we'd both had long experience at that sort of thing. And just to show how far something can go, I once went to Dallas on a good will mission for A.P., and the day I arrived there 26 people were killed in a plane crash. Only once, though, did I ever fake a story. That was in 1928 when trouble developed at the Table Rock Dam in Greenville, S.C., and word spread that a flood was imminent. I took a chance and went out to the dam, where I found the engineer who had built it. He said that some conduits had broken and that there was no danger, but no one believed it. I took his picture, went back and reported that the dam was saved. The positive approach did the trick, averted panic. But basically I hate disaster reporting. What I *am* interested in is national and international news and politics. I've been in that end of the business since 1937 and it's been full of truly exciting moments. I was one of the reporters with Truman when he attended the Potsdam Conferences. On the way back, he called us together, told us that in a few days the U.S. was going to drop an atomic bomb on Japan and end the war. When he told us about the bomb—its awesome power—I thought some of us were going to faint. But whether I'm covering a disaster or an election, I believe in being objective. I think objective reporting in what has been called "the Atomic Age" is unquestionably the greatest mission any reporter can have.

NED CALMER doesn't need a road map, no matter where his travels take him. Usually, he has been there before. His first reporting job was in New York, but it soon took him to Europe where he remained seven years, found time to complete two novels. He joined CBS in 1940, covered the battlegrounds in Italy and France. In 1949 and 1950, he made broadcasts from Asia, the Near East, Europe and South America. Back in New York, Ned drew assignment as anchor man for CBS "World News Roundup." Born in Chicago, Ned went to the University of Virginia, lives in New York with his wife Priscilla, and young daughter. He's written (and published) two novels.



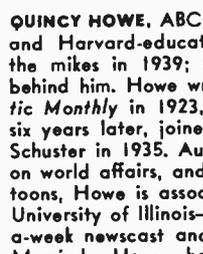
WILLIAM FITZGERALD had to make a choice between sportscasting and newscasting while he was still young in the game. News got the nod. After basic training in his home town of Joliet, Ill., Bill got reporting assignments covering the Hoover and Roosevelt campaigns in 1932. Spurning a commission and an OWI assignment, Bill saw the war from the inside of a tank, got a Purple Heart and a Bronze Star. A job with Government radio stations kept him in Germany after the war, saw him smack in the middle of things when the Berlin blockade came along. Result? Job as NBC commentator in 1952. Now he gets billing in "World News Roundup."



GABRIEL HEATTER's trademark is unbounded optimism. For 50 years he's found some item of "good news tonight" to bring into American homes. News gathering started as a part-time occupation while Gabriel was working his way through law school in newspaper offices. He got the law degree but he stuck to news, starting in radio in 1933 as a Mutual analyst of local and national news. Three years later he conducted a memorable marathon ad lib session—a one-hour account of the execution of Bruno Hauptman, which he considers the highlight of his long reporting career. It's hard to believe he's 64, but he has a newscaster-son to prove it!



BILL HENRY gives NBC-TV viewers a peek through his "Window on Washington" every Sunday. It's more than a peek. It takes them on a tour of the capital's major buildings and institutions. Ever since he broke into radio, 30 years ago, Bill has been guiding listeners through the maze of current events (such as Lindbergh's triumphant return to California) and from almost every country in the world. He has a drawerful of awards and honors to show for it. Bill's getting around started when he was young. He attended schools in Chicago, New York, Switzerland and Huntington, England. Bill was the first official war correspondent with the RAF in England.



QUINCY HOWE, ABC news commentator, is Boston-born and Harvard-educated. He began his career before the mikes in 1939; came to it with a literary career behind him. Howe wrote his first articles for *The Atlantic Monthly* in 1923, became editor of *The Living Age* six years later, joined the editorial staff of Simon and Schuster in 1935. Author of a 3-volume history, 3 books on world affairs, and a commentary on David Low cartoons, Howe is associate professor of journalism at the University of Illinois—as well as commentator on a five-a-week newscast and narrator for "Medical Horizons." Married, Howe has one son and one daughter.



FULTON LEWIS, JR., never content with simply reporting the news, has been well known for his crusades, exposés, and public opinion polls, and is often making news himself. Beginning with Universal News Service in the early thirties, Mr. Lewis broke the famous air-mail scandal. He joined INS in 1936, and a year later started his news programs over Mutual. He has given special attention to the Alaska-Canada pipeline scandal, the "Voice of America" investigation, and others. As an avocation, Mr. Lewis is an organist and technician, has rebuilt an organ in a Maryland church. He recently sold his Maryland farm to become a full-time resident of Washington.

news around the clock:



MARTIN AGRONSKY, like all good reporters, has the knack of being on the spot when news is made. At Cairo when Rommel struck, at Singapore when the Japanese attacked, with General MacArthur in the early dark war days in Australia, with the first British bombers over Italy—Agronsky was there. In 1943, he returned to take up his present job of ABC's Washington correspondent, where his voice is heard Monday through Friday on his early-a.m. newscast. Married, has a child.



KENNETH BANGHART took a leave of absence from his job in a travel agency 14 years ago to try announcing. An immediate success, Ken never returned to that old job. His five-minute news summaries have been heard over NBC, he's also been spokesman for Ford Theatre, "Lee Tracy Show," "Gillette Sports Reel," "Watch the World," and "Camel News Caravan." Ken was brought up in New York, has the lucrative hobby of backing successful Broadway theatre productions.



WALTER WINCHELL called it quits at school at 13, joined a vaudeville team of three singing urchins. The other two were named Eddie Cantor and George Jessel, and between numbers they collected late tickets and kept the aisles clear. Eventually they were making \$100 a week, but Walter chucked it for a \$25-a-week job as gossip columnist. Four years later he was making \$500 a week for his staccato fast delivery, and was acknowledged as Gotham's Gossip Genius.

sports around the calendar



JOHN DERR started out as sports reporter for the Gastonia, N. C., newspaper, and it wasn't until the war that he turned to radio, broadcasting sports news to the G.I.'s in the China-Burma theatre. A unique privilege for a soldier was extended Derr when he was ordered home to cover the World Series for the troops. After five years with CBS, Derr replaced Red Barber as sports director, now conducts the "Saturday Football Roundup," where he handles 20 games at a time.



DON DUNPHY'S first broadcasting job netted him just \$7 a week, but ten years later he was on top, doing the St. Patrick's day parade for NBC and the Louis-Conn match for Gillette—and his voice has been heard on "Cavalcade of Sports" ever since. His talents also run to voicing baseball, football, harness racing, in short, every top sport. A Manhattan College graduate, he makes his home in Long Island with his wife and two sons, aged 12 and 9, both aspiring baseball players.



HARRY WISMER'S lucky break was a fractured leg that ended his football playing days while he was still a freshman. The next season Harry took to sportscasting and it stuck. From voicing the Michigan State football games, Harry moved over to the Detroit Lions and later to Washington Redskins. Made Sport Director of ABC in 1943, he went to Mutual in 1953—and to airing contests for the Giants. Harry keeps a New York apartment, but he'll tell you Ypsilanti, Mich., is "home."

around the weekend with **monitor**

There never was a 40-hour show on radio before—and for sheer length and breadth it has something to its credit. It's been called "radio's grab bag" and "scrabble with wires," but it has kept its promise to be brief and breezy, entertaining and

enlightening, probing and provocative. When the Communicator says, "We switch you now to radio central," he means back to this impressive control room where 18 microphones keep him, and you, "going places, and doing things."



stars on the local scene

We present: leading lights on local channels throughout the 48 states. Chances are, your favorite home-town entertainer on TV or radio will be among them.



FRAN ADAMS invites Atlanta, Ga., children to a birthday party every morning on "Fun with Fran," WLW-A. Which is a far cry from being a ballerina (her early ambition) or a fashion model (Fran was a Powers girl for 2 years) but she loves it. Born in Harrisburg, Pa., in 1920, Fran was raised in Atlanta, has been with WLW-A since the station went on the air. She has been married for 2 years to R. R. Kearton, Lockheed executive.



PHIL ALAMPI, who paid his way through Rutgers with earnings from a poultry flock he took to college, is Farm and Garden Editor of WRCA-WRCA-TV in N. Y. C., has 2 radio and 1 TV "Home Gardener" and "Farm News" shows. Born in Philadelphia in 1912, he was reared on his father's N. J. truck farm, has been active in farm groups. He's worked for the government, taught school. Wife Ruth co-stars on his TV show.



DON ANDERSON's infectious personality and boundless energy have won him top popularity as d.j., m.c. and announcer at KFH, Wichita, Kan. (he's also Program Supervisor for the station). Don attended high school, business college and the American Institute of the Air in his home town, Minneapolis, Minn., began his professional radio work in 1946. He's a skilled man-on-the-street interviewer. Married, Don has three children.



BUCK BARRY, Michigan cowboy, shows off his talents as singer, shooter, knife thrower and folklore expert on his 3 TV shows on WOOD, Grand Rapids. He rode out of St. Joseph, Mo., to Cicero, Ill., radio as a starter, followed up with some time in Chicago radio, worked as a hand on a Colorado ranch, as entertainment director on a dude ranch, ran his own wild west show. Linguistic Buck speaks Japanese, Bohemian, Polish.



THE BIG THREE on KEX, Portland, Ore., are Barney Keep, Bob Blackburn (not shown) and Moon Mullins. Early bird Barney brings in the new day, Moon takes over after noon, Bob winds up with the setting sun. All three are double threats—they're not only disc jockeys but also sportscasters. In their disc jockey phase, they conducted a Valentine contest last year, asking listeners for tokens of affection. Keep kept more coming, won.



KIRBY BROOKS' show on WINZ, Miami, Fla., is that perfect a.m. combination of time, tune, temperature and weather, and is followed daily by his equally successful "Woman's Show." The man himself is from Missouri (Cassville, to be exact), is 40, and is married to the former Tama Jagers. Before entering radio, he played clarinet in various name bands, was the leader of his own band. He's sports minded, writes science fiction.



ART BROWN's "Wake Up with Art Brown" show, WWDC, Washington, D. C., has everything: chatter, records, Art's own virtuosity on Hammond organ, piano and celeste, plus 3 singing canaries (each canary has its own mike). In show business since 1919, Brown has been a minstrel show producer, professional organist and radio announcer. He was born in Granville, N. Y., in 1898, grew up in Vt. where he met his wife.



RAMONA BURNETT pulls in the fan mail from WLAC-TV, Nashville, Tenn., viewers with her unique pantomime singing. While records revolve off stage, Ramona sings to them on the set. The gal is 22, single, and lives in the same house in Nashville in which she was born. The 5'5 1/2" brunette has a 21-inch waist, which may come from drinking hot coffee (her favorite food) all the time. Favorite color, red; song, "Lonely Wine."



HAPPY HAL BURNS, cowboy by birth and vocation, is the singing announcer of WILD, Birmingham, Ala. Born in Muleshoe, Tex., he grew up on the range, at 18 got his start in show business singing with Ernest Tubbs. He is an actor, a composer with 10 songs to his credit, and a recording artist. He has a nose for new talent, gets credit for discovering Webb Pierce. He lives with wife Connie in a unique western-style ranch home.



REX CAMPBELL, Chief Announcer for station KSL, Salt Lake City, Utah, is the highest-rated newscaster in the Mountain West listening area. He was graduated from the University of Utah Phi Beta Kappa and Phi Kappa Phi, and has been with KSL Radio for over 10 years. A true Westerner, Rex was born in Montpelier, Idaho, in 1920. He is married and has 3 children. For relaxation, he finds time for swimming and creative writing.



CARL CASPERON came to KDAL, Duluth, Minn., in 1948 with 5 years of radio experience and a stint in the Merchant Marine under his belt. He was 23. Since then Carl, who was born in Ashland, Wis., has maintained a dual personality: he is himself on his daytime shows, "Party Line" and "5:15 Club," and "Friendly Fred" on his evening musical show. Carl and wife June have lively household problems: 6 of them are children.



BOB CHASE (real name, Robert Wallenstein) emcees the "Bob Chase Show" daily over WOWO, Ft. Wayne, Ind., balancing musical selections to appeal to the "in between 25 and 40 group." Born in Marquette, Mich., in 1926, Bob attended No. Mich. College of Education, came away with 3 sports letters. He hunts, fishes, owns his own racing boat. His wife Muriel is an ex-nurse, his son David a budding track star.



BOB CRANE, Program Director and the "Morning Man" of WICC, Bridgeport, Conn., was born on Friday, July 13, 1928, in Waterbury. He's been with WICC since 1951, before that worked on 2 other stations. The "Bob Crane Show" consists of a running exchange between Bob and a crowd of raucous cynics he picks up off tapes, interrupted by music, commercials. Embellishments are Bob's bongo drum solos.



BOB CUSTER makes his stand with the records 6 nights a week on "Custer's Caravan," KLOK, San José, Calif. Born in Burbank, Calif., 27 years ago, Bob (who weighs in at 180 lbs., measures 6'3") spent 2 years in the Navy, came north to attend San José State College. A part-time announcing job led to a full time disc jockey career after graduation. Spare-time activities include emcee work at local high schools and colleges, travel.



GEOFF DAVIS' base of operations is WROW, Albany, N. Y., where he has a wake-up show, "Geoff Davis Time," and an afternoon d.j. program. He also finds time to do announcing for the N. Y. Yankees, a job he held full-time for 6 years. Born in Vancouver, Canada, Geoff has spent 20 of his 36 years in radio, mostly in New York City radio. His programs combine humor, music, news, baseball, weather. Married, his hobby is golf.



SHERIFF TEX DAVIS, a Connecticut Yankee who's taken to southern drawl and southern music like he was born to it, is Manager and d.j. of WCMS, Norfolk, Va. Born in New Britain in 1923, raised in Hartford (Conn.), Tex started out as a sportscaster, still has plenty to say in that area on his shows. He's worked on many stations, is well known nationally in country music circles (he loves the stuff), promotes local hillbilly shows.



JACK DILL gives his Lincoln, Neb., listeners lots of happy music every morning on his KLMS-Radio "Clockwatcher" show. Before his cheery arrival at KLMS, he had worked on WKHM in Jackson, Mich. And before that—well, he was born in St. Louis, Mo., May 15, 1922, and along the way he's acquired a wife and 2 children, Kathy and Michael, aside from more radio experience in Chicago. His hobbies: fishing, hunting.



JOHNNY DOWELL stars on the "Julie 'n' Johnny" program with Julie Chase, also emcees 2 daily record shows on a station he's been with for 13 years, WTAG, Worcester, Mass. Born in Denver, he grew up in Florida and California where he got his first radio experience by haunting local studios so consistently that announcers began to give him the mike occasionally. He shares his many outside interests with wife Pauline.



DOPEY DUNCAN utilizes the Pennsylvania Dutch humor he was born to in his shows over WKAP, Allentown, Pa. He was born Luther Gehringer in the same town in 1920, has alternated all his life between two loves: entertainment and racing cars. He's been a night club performer (and still is) and a garage mechanic (actively promotes understanding of the "hot rod" problem. His third love, his childhood sweetheart, is his wife.



BOB DUNN features popular tunes, both old and new, on his equally popular d.j. shows over KLX, Oakland, Cal. A native of Berkeley, he grew up and still makes his home in Alameda. Before joining KLX, he attended Stanford, spent 4 years in Air Force uniform, got 4 years' announcing experience. Bob recently won the national Mercury Records' "Sing with Sarah" contest, pressed a duet with Miss Vaughan. He's married, has 1 child.



TOM FIELD, newscaster, announcer and emcee, appears daily on both radio and TV on WTAM and WNBK, Cleveland, O. Born in Poland, O., Tom attended the University of Michigan, took courses in speech and writing before joining WTAM in 1940 as writer, actor, producer. He was named "best radio announcer" and "best radio newscaster" at 1955 by the Cleveland local of the national entertainment union, AFTRA.



BUD FINCH is the triple-threat host of "The Coffee Club" over WELI, New Haven, Conn. He doubles on piano and Hammond organ while doing his own commercials and humor. All of this is easy as pie for Bud, a veteran of 16 years in radio and as many again as a bandleader (he started his own band while he was still an undergraduate at Yale). Outside interests center on his family (which includes 2 little girls), his golf clubs.



SALLY FLOWERS, "the busiest busybody in town," has been chatting and piano-playing on "Meetin' Time at Moore's," WLW-C, Columbus, O., since 1949, was a vaudeville and radio performer for years before that. Sally, who was born in Springfield, Ill., in 1910, is in private life Mrs. William Nixon and the mother of 2 daughters, 1 son, lives in a farmhouse in Galena, O. Her hobby is fishing; her main weakness, outlandish hats.



JOHN FRITZ, d.j. on "Afternoon in Tune," WFMJ-Radio, Youngstown, O., and weather man on WFMJ-TV, has worked in radio, TV and allied fields since discharge from the Air Force in 1946. Born in Jamaica, Long Island, he moved to Warren, O., with his family, went to high school there. After the war Ol' John married Enola Reeves and moved to Cal., where he wrote and produced many independent films for movie shorts.



BILL LAMB's teen-age flock is faithful to his "Jam for Breakfast" show on WBBC, Flint, Mich., has been since he entered radio 8 years ago and originated the idea of the disc jockey dance, now nationally popular. Born in Portsmouth, O., 29 years ago, Bill was raised and schooled in Flint, spent 3 years in the Air Force before entering radio. A husband and proud father, Bill owns a large record store, makes good home movies.



BOB HICKS is chief announcer, promotion manager and disc jockey for station KLRA, Little Rock, Ark., with his daily "Merry Go Round" record show serving as main anchor for his many activities. Bob has worked in Kansas and Arkansas radio for 11 of his 30 years (he was born in Newton, Kan., in 1926), has been at KLRA for the past 5 years. He and redheaded wife Nelda have one child, 3-year-old David. Hobby: golf.



RUTH LYONS' "50-50 Club" is seen 90 minutes daily on WLW-T, Cincinnati, O. Ruth's dynamic approach to radio and TV has accounted for her phenomenal popularity, attested to by the .3 year waiting line for tickets to her show. Born and educated in Cincinnati, Ruth is married, has one child, has written music as a hobby since college days, when she wrote a torch song for Libby Holman. She's a very successful fund-raiser.



UNCLE HIRAM has a grand time with the kids afternoons over KVOO-TV, Tulsa, Okla. With 2 kids of his own and 20 years in show business, Hiram Higsby is just the guy who can do it. Born in Paxico, Kan., he spent summers while at the U. of Kan. touring with stock companies. He spent 9 years with WLS in Chicago, proudly remembers it was he who introduced George Gobel's first appearance on the "National Barn Dance."



NINA MAGNO grew up in Akron, O., where she's heard over the airwaves daily on WADC's "Woman's World." After study at N. Y.'s American Academy of Dramatic Art she returned to Akron radio. In the 8 years since then, Nina has won wide popularity, perhaps because of her unusually interesting interviews (guests have included Patti Page, Jimmy Boyd, Cary Grant). Nina collects foreign records, plays piano, and lectures.



BOB HOWARD started out to be a band arranger, now spins platters instead over WDSU, New Orleans, on "Top Twenty at 1280." He has several other radio shows, is newscaster and emcee on various WDSU-TV programs. Bob was born in Portland, Ore., in 1924, worked with West Coast orchestras between school terms. Educated at the U. of Wisc., he worked for the CBS station in Madison before he settled in New Orleans.



ED MEATH's following in the Rochester, N. Y., area is faithful and multitudinous: his listeners tune in to Uncle Eddie's "Musical Clock" WHCC show 6 mornings every week. They've been doing it since 1947, when Ed came to the station direct from a TV staff job in N.Y.C. Meath is 34 years old, was born in Canandaigua, N. Y. He relaxes on the golf course, emcees benefits, lives in suburban Brighton with wife and 2 children.



BEA JOHNSON has 3 successful careers. As Director of Women's Activities and hostess of "Happy Home" over KMBC-TV, Kansas City, Mo., she has won honor after coveted honor in the radio field. As wife and mother, she leads a busy private life. As wife and business partner, she and her husband Dean, conduct exciting annual tours to Europe. All this might have been yours had you been born in Warrensburg, Mo., in 1910. Maybe.



ART MILNER practiced coffee commercials while in knee pants, today delightfully humiliates his listening audience on "Art's Gallery," WKDN, Camden, N. J. The lanky 32-year-old bachelor was born in the Bronx, worked there as clerk, office boy, lingerie salesman and waiter, followed by a Navy hitch. Came discharge, he went through Syracuse on the G.I. Bill, then spent 4 years on a R. I. station. Passion: corned beef sandwiches.



JIVIN' JOCKEY JONES joined KTXN, Austin, Tex., as a Rhythm 'n' Blues d.j. in 1951, since then has become the best known "cat" in Central Texas. Born in DeQuincy, La., in 1927, he got the radio bug while in the Navy, became a sports announcer after discharge. Educated at the U. of Texas, it was there he met his wife Shirley. Larry (his real name) gives new talent a break by recording them, submitting tapes to record companies.



HELEN NEVILLE hostesses "The Helen Neville Show" on WGR-TV and a daily radio program on WGR-Radio, Buffalo, N. Y. Born in a small town in N. Y., she graduated from Syracuse U. and taught school until her marriage. Widowed after 8 years, she was left with 3 children to support and turned to a radio career. She started with WBTA in Batavia, N. Y., moved to WGR in 1942. Side line: her popular merchandising luncheons.



HELEN KIMBALL is, to her listeners, Judith Lane of "Housewives, Incorporated," KIRO, Seattle, Wash. A professional Broadway actress at 17 (she was born in Galen, Ill., in 1905), she turned to radio in 1934, becoming a news commentator in Seattle. Roles in network shows like "One Man's Family" followed until, in 1939, she returned to Seattle to become Judith Lane—and the wife of a physician. She is active in community affairs.



PHILIP NORMAN conducts 2 daily programs of entertaining stories and interviews, "Housewives' Protective League" and "Starlight Salute," KNX, Los Angeles, Calif. Born J. Philip Doelker in Columbus, O., in 1911, son of a meat packer, by age 9 he was proficient at dressing meat and playing piano. He operated a mail order antique business while attending Ohio State U. as a pre-med student, started in radio in 1937.



BOB POWELL, 6'3" and 33, pilots "Dawn Patrol" all night every night over WIP, Philadelphia. At it for over a year now, he's gotten used to breakfast at 11 p.m., lunch at 3 a.m., dinner at 9 a.m., but doesn't see as much as he'd like of wife Gladys or their 4 kids. His earlier life was more settled. Though born in Pittsburgh, he grew up, attended college and went into service in Canada, before turning to hectic U.S. radio.



BOB SCEARCE brings the lure of the great outdoors into Baton Rouge, La., living rooms with his "Fisherman's Corner" and "Beachcomber" shows on WAFB-TV. A sportsman for all of his 40 years, he was born in Indianapolis, came south in 1930 to go to college—and stayed. He once taught college courses in bait casting and canoeing, has been outdoor editor of the Baton Rouge paper since 1937. Bob and his wife have 2 sons.



BOB RAIFORD, easy-going and personable young disc jockey, has 2 radio shows, "Raiford at Random" and "Adventures in Sound," and 1 TV stint weekly on WBT, Charlotte, N. C. A Carolinian with an early ambition to play big league baseball, he started his radio career as a sports announcer while still in high school. He studied at the U. of S. C., worked as an announcer in Washington. Married, he's the father of 4.



BILL SHOMETTE broadcasts his "Crossroads Farm" KENS-KENS-TV, San Antonio, Tex., show from his ranch—Crossroads Farm. Music is an incidental on the program, which concentrates on farm and market reports, weather. Since 1935, Bill has been playing to South Texas audiences (he had his own Western band for years). After the war he and his wife got serious about agriculture, have been tireless workers for it ever since.



BILL RASE has acquired the highest listener rating in the Sacramento, Calif., area for his "Bill Rase Show," a 5-year-old daily d.j. program. Just like he copped the honors program on KCRA. He copped similar honors in Sacramento, being student body president of all his schools. Now 28, Bill not only plays discs, but cuts them: he's both a pop singer who croons Crosby style and a bandleader (his orchestra is in its seventh year).



WALTER SPIRO's early morning show, "Koffee Time With the Kernal of Korn," WCOY, Montgomery, Ala., covers pop and western music, news, weather reports, farm news. 28-year-old Walt was born in Gadsden, Ala., started in radio in that selfsame town while still in high school. Married, with one daughter, Walt's hobbies are varied: deep sea fishing, foreign cars, teaching judo to national guardsmen, policemen, policewomen.



AL ROCK both reports and makes news over WFEA, Manchester, N. H. News Director of the station by the time he was 24, Al had already had extensive radio experience, which he puts to good use on his own 4 daily newscasts and his direction of the station's 18 others. He and his tape recorder attend the Governor's press conferences and local city meetings, and his nightly "Open Mike" has initiated many civic improvements.



CARL SWANSON's hillbilly "Mr. Sunshine" record shows, WRUN, Utica, N. Y., are on the air 3 hours daily. Born and educated in Norway, Carl came to the U. S. at 18, has been in radio ever since. He worked on many N. Y. and Conn. stations before coming to WRUN 6 years ago. He writes music and lyrics, records many of his own songs for MGM. His major outside interests are his new record store in Utica and his 4 daughters.



DOC RUHMANN, Farm and Ranch Editor for WBAP, Ft. Worth, Tex., has 1 TV and 2 daily radio farm shows each week, and he knows what he's talking about. Since acquiring his B.S. degree from Texas A. & M., Doc has held more agricultural posts and been named to more executive positions in better farming societies than you can shake a stick at. Now 40, Doc is married to the former Yvonne Hutchins, has 2 children, raises cattle.



HAROLD (PIE) TRAYNOR, one of the greatest third basemen in the history of the game and a member of baseball's Hall of Fame, adds able commentary to the day's sports events every evening over KOY, Pittsburgh, Pa. Born in 1899 in Framingham, Mass., Pie got his nickname there as a result of being rewarded with pies for retrieving balls. He currently doubles as scout for the Pirates, for whom he played so long.



BILL ST. CLAIRE's rich baritone voice and his comments on news oddities are heard afternoons over WEEI, Boston, Mass. Born in Quincy, Mass., he became interested in music through his mother, a piano teacher. Striking out for the west, he sang with Jan Garber's orchestra until, in 1951, he won on Arthur Godfrey's Talent Scouts program. This led to a Boston night club engagement and to WEEI. He's his own piano accompanist.



JACK WILLIAMS' morning "This 'n That" show over station KOY, Phoenix, Ariz., is currently keeping up his title of Dean of Arizona Broadcasters. Besides writing and airing his daily show, Jack is busy with his work as Secretary-Treasurer and Program Director of the station (he is also part owner). Ever since he came to KOY in 1929, Jack has been extremely active in civic affairs. His brood: 3 red-headed kids.



TARIS SAVELL is, at 24, Program and Special Events Director of her home town station, WPPA-WPPA-TV, Pensacola, Fla. She emcees 3 radio shows ("By Line . . . Pensacola" plus 2 d.j. programs) and an hour-long TV show daily, interviews visiting firemen on the side. While earning her B.A. with a speech major at Louisiana State, she worked on the college and local stations. Still single, Taris likes historical novels, laughter—and loafing.



CHUCK ZINK hosts on "Open House," produces and stars in the "Uncle Josh" kids' show, WCMB-TV, Harrisburg, Pa. His is also Program Director of the station. Born (in 1925) and raised (on a farm) in Indiana, Chuck's radio and TV experience has all been had in Pennsylvania—in York, then Hanover, now Harrisburg. While in the Marines during the war, he met and married his wife, Clarice, who shares his hobby, golf.

the Emmys, the judges and you

■ Was it too much, decided by too few? We think so! We don't think the Emmys (the year's awards for outstanding TV performance) ought to be decided by just a handful of people. Especially since that handful didn't include *you!*

It often seems to us that people talk about "what the great big American public likes" as breezily as they talk about the weather, but that they take a lot for granted when they do. The Nielsen people, and all the others who take those popularity surveys, don't seem to get around to you when you are home, and just a small group of ballots, cast by a few judges, decide the Emmy awards. A fine thing to happen in a democracy!

Well, we're different. We frankly admit it. We want to give you a chance to be heard. We want to know who your favorite TV star is. We want to know which programs you and your family enjoy the most. And quite incidentally, we want to know what you enjoyed reading most in this magazine. We don't promise that it will affect next year's Emmy awards—but it *will* help us, and it will probably be fun for you.

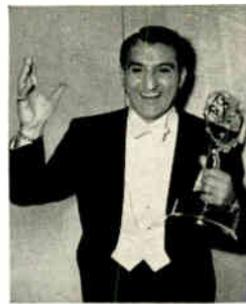
And—not that we don't think promptness is its own reward—we'll be sending brand-new crisp one-dollar bills to the senders of the first 100 entries we receive. So send us your ballot right away—and tell your friends to vote too.

1. Who is your favorite comedian?
2. Who do you think is the top new personality of the year?
3. Who is your favorite male singer?
Your favorite female singer?
4. What do you think is the best children's program?
- The best dramatic series?
- The best situation comedy?
- The best daytime program?
- Best audience-participation show?
- The best news program?
- What is the best dramatic show you've ever seen?
- The best you've seen this year?
- What is the best spectacular you've ever seen?

And—in this issue—we'd like to know:

1. Which guest editor piece did you like best? page....
2. Which guest editor piece did you like least? page....

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last year's winners:



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"This Is Your Life" was named "best audience-participation show" . . .



. . . and George Gobel, the "top new personality of the year" . . .



. . . As the "best single actor in a single performance"—Robert Cummings won an award . . .



. . . and Art Carney and Audrey Meadows were named best supporting actor and actress, respectively . . .

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