

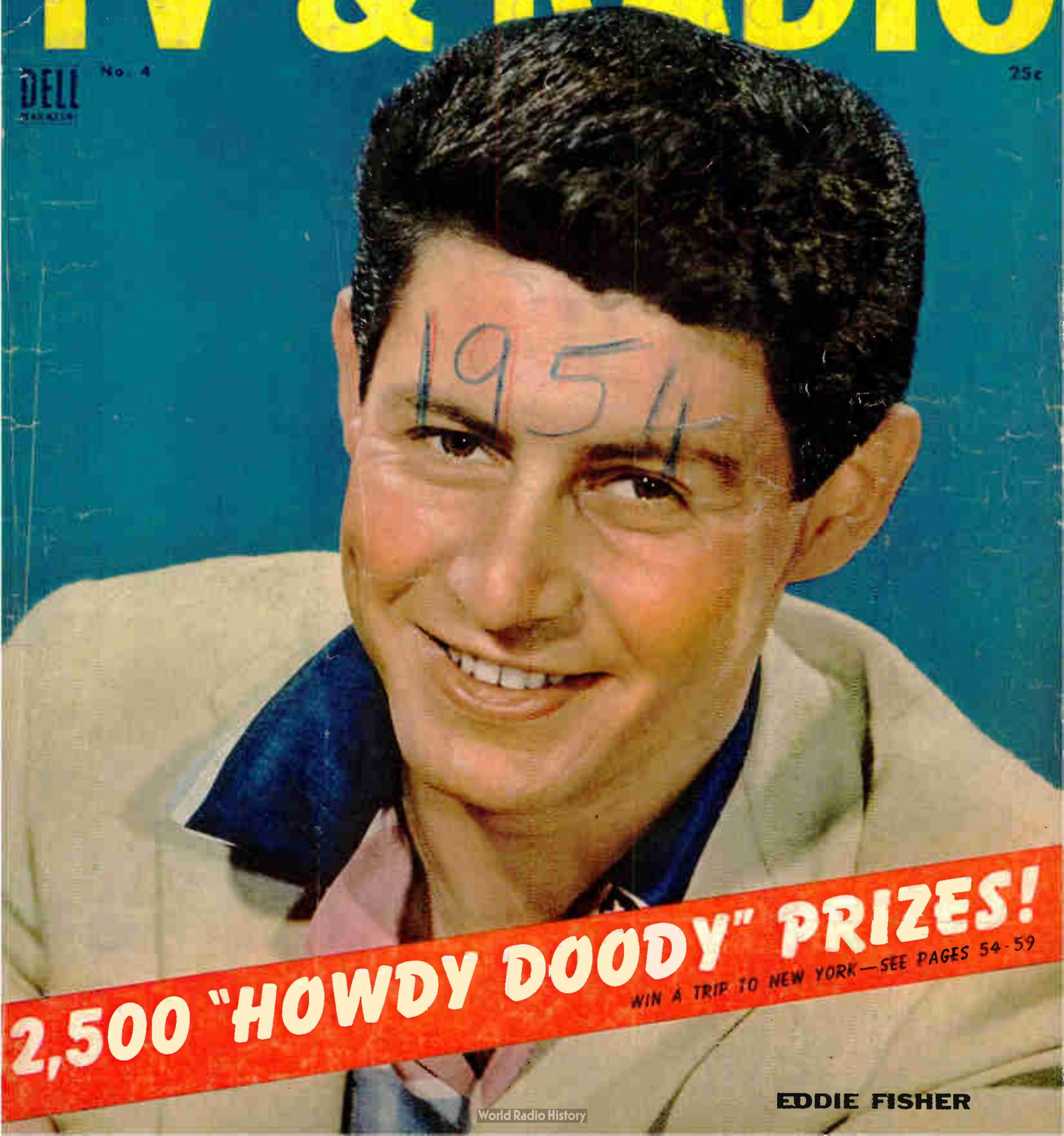
WHO'S WHO IN

1000 BIOGRAPHIES

TV & RADIO

DELL No. 4
PAPERBACK

25c



2,500 "HOWDY DOODY" PRIZES!
WIN A TRIP TO NEW YORK—SEE PAGES 54-59

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

■ We had a wonderful time with this issue of who's who IN TV & RADIO. For between these covers pass almost 1,000 of the most glamorous people in the world: the entertainers in TV and radio. There are almost 1,000 telescoped life stories—stories of success, of failure and comeback, of love and marriage, of heartbreak and divorce, and heart-mending. They're vibrant and exciting, for they're the stories of people who lead vibrant and exciting lives.

And we were fascinated by some of the things we learned! We never knew before that Joan Davis stands on her head to relax . . . that Lucille Ball is made nervous by inactivity . . . or that Henry Morgan is the author of a tome titled "How to Replace the Front Wheels of Trolley Cars." (See pages 44, 43 and 31.) And—though Jerry Lewis is a weekly visitor at our house via TV—we never knew that Jerry's friends call him "Id," short for "Idiot." (More about Jerry on page 7.) We thought we knew everything there was to know about Sid Caesar (from last year's issue, of course—where else?) and then we learned something new: Sid was once a bouncer in his father's restaurant, and he has two older, bigger and—he says—even funnier brothers. (See page 8.)

Maybe you recognized the Voice narrating "Justice" as belonging to the same man whose "And, as it must to all men . . ." became synonymous with "The March of Time." He's Westbrook Van Voorhis, and you'll find him—earphones and all—on page 41, as one of the "Faces You Never See." There are dozens of fascinating facts and photographs cramming every page; and for added good measure, there's a feature story on TV's past, present, and future Big Moments starting on page 19.

Uncovering all this information and passing it along to you has been an enjoyable experience for us. We hope that reading this magazine will prove even more so to you.

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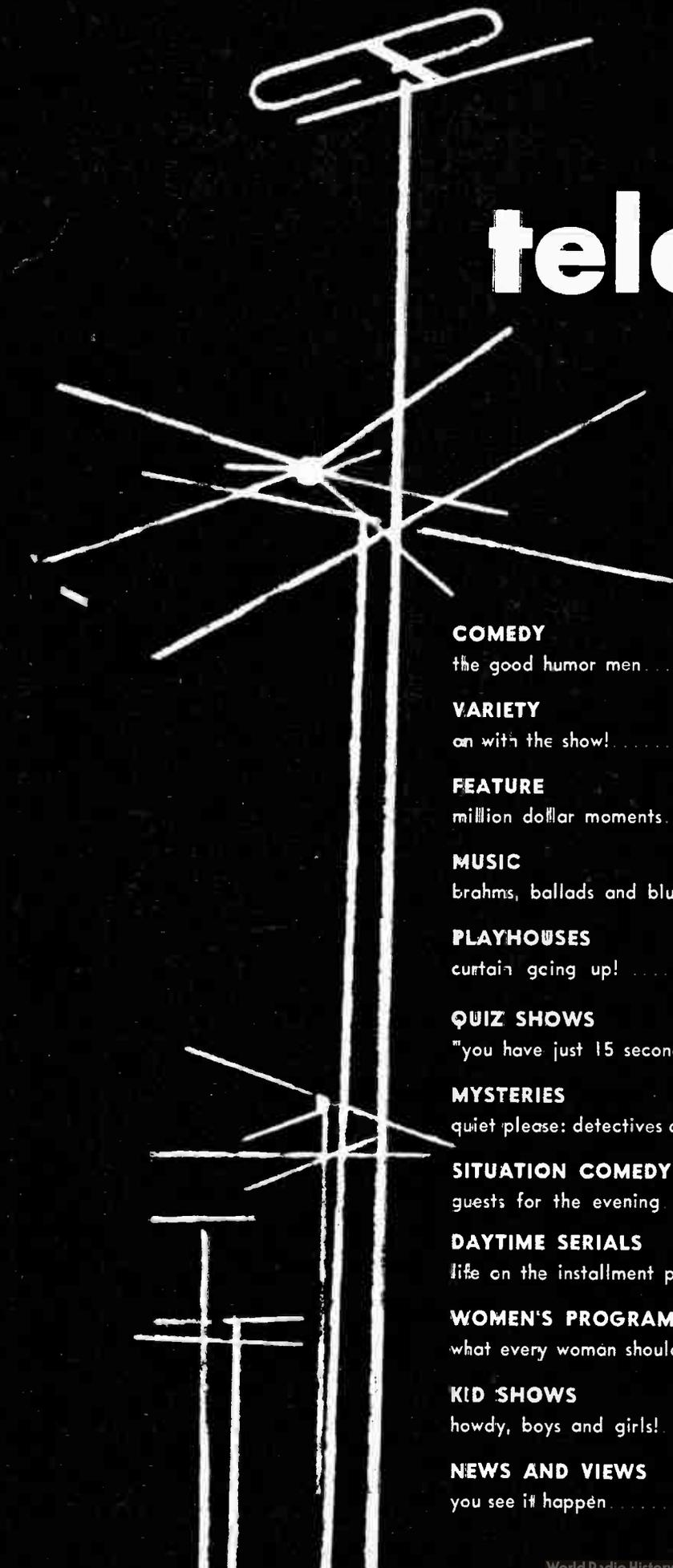
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television

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COMEDY

the good humor

foreword by **jackie gleason**



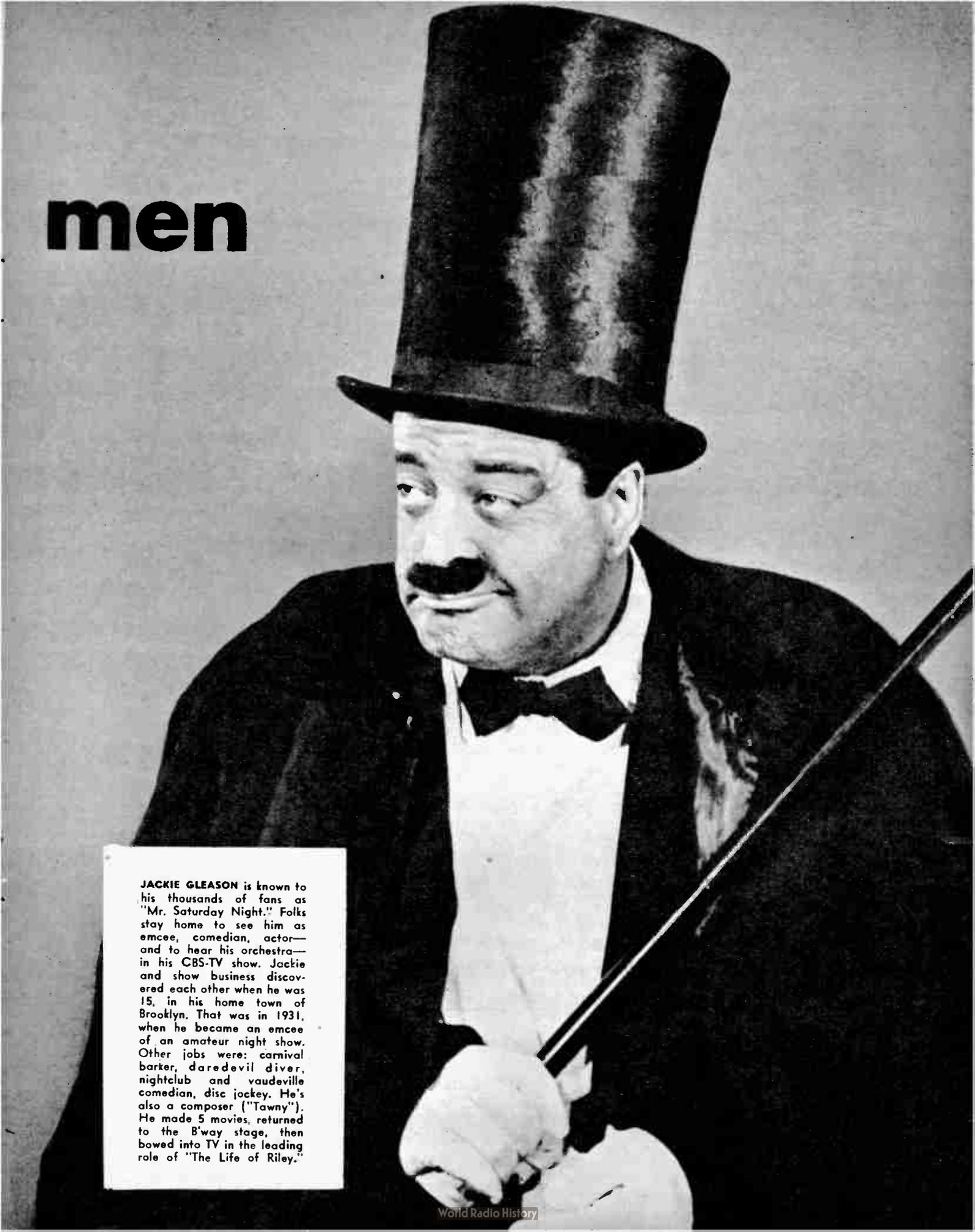
ART CARNEY is probably TV's most versatile Second Banana. On the Jackie Gleason Show (CBS) he's Norton, the sewer worker; in "The Honeymooners," Reggie Van Gleason's indignant father; The Loud Mouth's milquetoast friend, Clem Finch—to name a few. A native of Mt. Vernon, N. Y. (1918), Art graduated from high school to impersonations, novelty songs, announcing (for Horace Heidt), has appeared with such stars as Fred Allen, Milton Berle, and Bea Lillie.



AUDREY MEADOWS herself is a far cry from the sloppy drudge she plays in her role of Ralph's wife in "The Honeymooners" sketch (Jackie Gleason Show, CBS-TV). She's a pretty, blue-eyed redhead who was born in China, a missionary's daughter who made her debut at 16 as a coloratura soprano in Carnegie Hall, played in Broadway musical comedies. Like sister Jayne, she's shown her wit as a TV panelist. She's refused dramatic roles, says her first love is comedy.

■ If you've watched much television comedy the last year or so, you've probably noticed the same thing the comedians have noticed—that the happy little accidents that force ad libs into a show often make for better comedy than the prepared script. I agree, to a degree. I wouldn't go so far as to say, "Let's throw away the script, and toss the writers out too." A comedy show has to be organized, planned and polished till it's smooth as a soap bubble. But humor is the most highly perishable article on the air, and if a show ever gets "stet," meaning full of static rigidity, its humor can vanish just like a soap bubble. The above preaching is what we try to practice on our own show. We work on it all week, sure—but I don't look at the script until Saturday morning and we have only one big rehearsal, Saturday afternoon. The rehearsal works out some bugs, but we don't expect the show to come to life until it comes to air time. It's not for real in rehearsal, not for me. Why, you can't really plan the high point of a sketch until the audience tells you where you're going. *Then* you go to work and mold it. I've always believed that more time should be spent in learning lines than in doing them. At our rehearsals we let people do their lines pretty much their own way, get the amusing words of their own. It's much more natural that way when your show is on. This takes top performers—but in people like Art Carney and Audrey Meadows, we've got them. Often we don't find out how clammy some bit is until maybe an hour before show time. Then the bit has to go, something else has to go in, and maybe we come out even and maybe we don't. As a result, sometimes we find out in the middle of a sketch that we've got, not 5 minutes to wind it up, but only 2. When that happens we switch to what I call the "follow me" routine. I give the others the "follow-me" signal, and they alter and tailor their lines as we go along, to correspond with my questions or answers. In this way we jump situations without interrupting the flow of action. . . . Even so, accidents will happen, and they're not always for the worst. The two most memorable recent events on our show, I suppose, were the time we went off the air not just a few seconds before the show's end, but what seemed like *hours* before, bringing ourselves a regular tornado of unlooked-for publicity—and then, the time when I did the unrehearsed, feet-first exit that was such a crashing success it kept me flat on my back for weeks. Well, they say there has to be an element of pain in the best of comedy. But next time, not *that* much pain, please!

men

A black and white photograph of Jackie Gleason. He is wearing a dark tuxedo jacket, a white dress shirt, and a dark bow tie. On his head is a tall, dark top hat. He has a prominent mustache and is looking slightly to his left with a neutral expression. He is holding a violin across his chest with his right hand. The background is a plain, light-colored wall.

JACKIE GLEASON is known to his thousands of fans as "Mr. Saturday Night." Folks stay home to see him as emcee, comedian, actor—and to hear his orchestra—in his CBS-TV show. Jackie and show business discovered each other when he was 15, in his home town of Brooklyn. That was in 1931, when he became an emcee of an amateur night show. Other jobs were: carnival barker, daredevil diver, nightclub and vaudeville comedian, disc jockey. He's also a composer ("Tawny"). He made 5 movies, returned to the B'way stage, then bowed into TV in the leading role of "The Life of Riley."

... they'll go to any lengths to make you smile



MARTHA RAYE, the "give it all you've got" type of one-woman-cyclone, started stirring up her special brand of overpowering comedy when she was 15. Daughter of vaudevillians, she was born in Butte, Montana, was featured in her parents' act when she was 3. From top shows on the Loew circuit, she stormed Hollywood's Trocadero, and the movies. Her voice was familiar to millions with Hope, Cantor, Vallee, Jolson, and on her own radio show. She now alternates with Hope on NBC-TV, continues to wear out casts at rehearsals. Her pride and joy is her daughter Melodye.



BOB HOPE, who alternates with Martha Raye and Milton Berle on NBC-TV, signed for his first NBC radio show in 1938, the same year he made his first picture: "The Big Broadcast of 1938." He's been on the air ever since, made 28 or so movies, written 3 best sellers, been mayor of Palm Springs, written a syndicated column, and traveled more than 1,000,000 miles to entertain servicemen. Bob was born in England, in 1904, moved to Cleveland, O., when he was 4. He calls Cleveland his hometown, is part owner of the Indians. He married in 1932, has four children and lives in North Hollywood.



MILTON BERLE goes all out for his laughs—and gets them, by belting his NBC-TV audiences with gags, puns, ad-libs, grimaces and contortions. He's been one of the most energetic guys in show business ever since he made his bow at 5, in an amateur contest, in 1913. A native New Yorker, he attended P.S. No. 184 and the Professional Children's School. His mother, a stage-struck store detective, was the power behind Miltie's career. High lights include: Fifty silent movies at the old Fort Lee Biograph Studio; playing B'way at age 12, in the Shubert revival of "Floradora." He was emcee of his own vaudeville unit, rating the Palace in 1931. He worked in night clubs, Earl Carroll and Ziegfeld shows, with Rudy Vallee on radio, then with his own show. The seeing audience zoomed him to national popularity in the pioneer TV days of 1948, christened him "Mr. Television." He's newly remarried to the former Ruth Cosgrove.



ARNOLD STANG plays the raspy-voiced Francis, the stagehand who badgers his boss Milton Berle on NBC-TV. He may look like a near-sighted chipmunk dragged out of the rain, but he's a dramatic actor as well as comedian, was a hit with Broadway audiences as a murderer in "The Haircut!" He's appeared in more than a dozen movies, been featured on radio shows such as "The Goldbergs" and "Duffy's Tavern." He was born in Chelsea, Mass., is married, has two children. In private life, he is well-read, cultivated!



DEAN MARTIN is the older and wiser (?) of the two zanies who explode on NBC-TV's Colgate Comedy Hour. Dean was born in Steubenville, Ohio, on June 7, 1917. As a child, he never dreamed of going into show business. (Who could dream of anything like the Martin and Lewis combo?) Hard times sent him out into the cruel world after the 11th grade, to work first as a gas station attendant, and then in a steel mill. Dean also became a fair-to-middling welterweight boxer, and a cigar store clerk. He sold punchboard chances so well that he won a 5-year stint in the back room, as croupier. Dean, on the side, was an amateur, and then professional dance-band singer, and eventually, in 1946, he was booked into Manhattan clubs such as the Havana-Madrid and the Glass Hat. And then he met Jerry Lewis. Their act was not exactly organized—it just happened. And has been happening ever since. Martin is married to Jean Biegers, a beautiful blonde model from Florida. They live in Hollywood. When the team's not making a picture, on TV, or on a theater tour, they produce their own amateur films. Dean has 2 sons.

JERRY LEWIS is the fellow who looks like an orangutan with a crew cut. He also has the look of a small boy about to get into mischief (which has been true for all of his 28 years). He was brought up in Newark and Irvington, N. J. His parents were show folks; his mother played the piano on a New York radio station and his father, Danny Lewis, who is still in the biz, worked in vaudeville and as emcee at Catskill mountain resorts. Jerry is remembered as one of the wildest cheer leaders Irvington High School had. Friends called him Id, short for Idiot. His first performance as a comedian was during a summer job in the Catskills—mouthing words to phonograph records, the act that led to Atlantic City's 500 Club and his memorable meeting with Dean Martin. Together, the boys dreamed up such mayhem as had never hit the nightclubs before, what Sophie Tucker has called a "combination of the Keystone Cops, the Marx Brothers, and Abbot and Costello." They ran amok in the Copacabana, were a howling success for four weeks at New York's Paramount, moved on to conquer Hollywood and NBC.

... your laughter makes their lives worth-while



SID CAESAR was born in Yonkers only 32 years ago. At 14 he had his first job, that of bouncer in his father's restaurant, along with his two older, even bigger and, according to Sid, funnier brothers. He claims he acquired a repertoire of accents and dialects from hearing the abuse of clients he bounced. In high school, Sid took up the saxophone, played with Mike Cifichello's Swing Time Six from "9 p.m. until unconscious" for fees averaging \$2.00 per night. After he graduated, he worked as an usher, played with several "name" bands: Charlie Spivak, Claude Thornhill, and Shep Fields—to pay for studies at the Juilliard School of Music. During World War II, Sid was a saxophonist in the Coast Guard Musical Show "Tars and Spars"—until the director, Max Liebman, caught him in one of his spontaneous satiric imitations during a rehearsal. (It was the later-to-become-famous sketch of an aerial dogfight, Hollywood style.) Sid was in the movie version, came to New York to be an overnight success in the Broadway musical, "Make Mine Manhattan," again under Liebman's guidance. NBC-TV's "Your Show of Shows" and the team of Sid Caesar and Imogene Coca were launched in 1950. Now the "comic without gags" is doing a single. Most of his skits are based on personal experiences; he worked up an auto driving routine after trying to teach his wife how to shift gears. Caesar is married, has one daughter, one son. His favorite drink is celery tonic, a reminder of his boyhood days.

IMOGENE COCA thinks her greatest compliment came from the critic who called her "a female Bobby Clark." Truth is, there's no one quite like the tiny NBC-TV star with the sad eyes and a gift of mimicry that is a blend of pathos and humor. Imogene was born in Philadelphia some 30-odd years ago. Her father was an orchestra leader and her mother once worked with Thurston, the magician. Imogene made an appearance, at 9, as a tap dancer in vaudeville and hasn't been out of show business since. But it took her 16 years to win fame. Her first big break came when she borrowed a huge overcoat to do a Raggedy Ann dance—while waiting to rehearse for a ballet scene for "New Faces of 1934." Director Leonard Sillman caught the unscheduled act, and a comedienne was born. Ups and downs preceded a successful career in the nightclub circuit. Then came "Broadway Revue" in 1949, and her successful teaming with Sid Caesar that led to NBC-TV's "Your Show of Shows." Now doing a single professionally, Imogene's married to actor Bob Burton. She is a shy introvert, a mouse who works very hard because—in her own words—"When I think of that big audience out there, I'm just plain scared!"





DONALD O'CONNOR had his first big break in 1938, when he was 13, playing Bing Crosby's kid brother in "Sing You Sinners." He was then a seasoned trouper, having been part of the O'Connor family vaudeville act ever since his debut, dancing the "Black Bottom" when he was 3. After "Sing You Sinners" he made 11 pictures—all in one year—before joining the family on the road for 2 years. Again the O'Connors almost went broke. Again Hollywood came to the rescue, with the successful "What's Cookin'?" The day before he was inducted into the Air Corps (he served 2 years) Don and his 17-year-old sweetheart, Gwen Carter, eloped. His daughter, Danna, was born August 10, 1946. Since the war Don has made the highly popular series of "Francis" pictures, and has also developed as a musical comedy star in the movies as well as TV. One of the youngest and most versatile NBC-TV stars, he plays piano, drums, sings, dances, mimics, is quick with the wisecrack. He's a songwriter, too, but none have been published.

JIMMY DURANTE is, of course, the old maestro who makes audiences fall in love with him, year after year after year. Schnozzola of the raucous voice was born back in 1893, on New York's lower East Side. His first professional job was playing piano at a club in Coney Island. 1916 was his big year. He organized a 5-piece Dixieland band for Harlem's Club Alamo, married a pretty girl singer, met Eddie Jackson, a singin' waiter. In his own Club Durante, Lou Clayton, Jackson, and Durante developed their unforgettable act, crashed Broadway in 1928 in "Ziegfeld's Show Girl." When the combo broke up, Jimmy went on to Hollywood fame, not to return to Broadway until 1943, after the death of his wife. At the Copacabana he made a comeback to end all comebacks. He signed for radio with Garry Moore, was an airwave favorite right up until 1950 when he resigned to enter television, now alternates with Donald O'Connor for NBC-TV Saturday nights. He's conservative both in style of living and in dress.



RED SKELTON gained national fame with his doughnut-dunking scene in the movie "Having Wonderful Time" in 1938. The son of a circus clown, Red was born in Vincennes, Ind., joined a medicine show at ten as a "midget." After that he was in stock (at 13), vaudeville, on showboats, minstrel shows and with a circus. He's made over 30 films as a comedy star, introduced his celebrated characterizations to radio in 1941. Red entered the army as a private in World War II, appeared in some 3,800 shows on troop carriers, hospital ships, emerged still a private in 1945. Skelton now clowns on his own CBS-TV show. He's married, has two children. He loves microphones, hates telephones.



GRACIE ALLEN and **GEORGE BURNS** were married in 1926, did not appear as a married couple on radio until 1942. When they teamed up in vaudeville, Gracie was "straight man," George the comedian. But Gracie soon changed that. Both grew up in show biz. Gracie was born in San Francisco in 1906—no connection with the earthquake. Her father was Edward Allen, a song-and-dance man. George was born in New York in 1896, sang in taverns with the Peewee Quartet before he was 10. Hollywood has been home since 1934. They've adopted and raised two children, one now married. They delight all fans by "looking just like they sounded on radio" for CBS-TV.



BUD ABBOTT and **LOU COSTELLO** made their hilarious merger in 1936, with their baseball sketch, "Who's on First?" Bud, the comic who literally has never told a joke, has been in show business 26 years. He was born in 1898 in a circus tent, worked 13 years in the burlesque box office field, owned and operated theaters, first rushed on-stage as a substitute. Costello hails from Asbury Park, N. J. (1908). He clerked in a hat store before trekking to Hollywood where he worked as a stunt man and extra. From their meeting in Minsky burlesque, the two moved on to star in movies, radio, now romp Saturday nights on CBS-TV. Bud was born William Abbott, Lou's name was Cristillo.



EDDIE CANTOR bounced into bigtime in the 1919 Ziegfeld Follies. At 62 he's still bouncing, known to the trade as "Mr. Showbusiness." Like Duronte, Jessel, and Winchell, old pals and co-workers of his, he hails from New York's Lower East Side, where he got his start when he won first prize on amateur night at Miner's Old Bowery Theater, in 1909. Pre-Ziegfeld experience included Gus Edwards' vaudeville reviews. Hits like "Whoopee" and "Kid Boots" led to Hollywood, a string of successes, and then his own radio show. He's now batting his banjo eyes in Ziv TV films. He's been married since 1914 to his well-known Ida, has those five famous daughters.



ED GARDNER sneaked off when he was 14, to play the piano in a spot very much like Duffy's Tavern. But his mother caught up with him. That was Astoria, Long Island, 1918, and his name was Eddie Poggenburg. Not until twenty years later, in 1938, did Archie—who else but Ed—and Duffy's begin to delight radio audiences. Before he sold his idea, Ed operated a miniature golf course, directed for a WPA theater project, and was a successful radio producer for a large advertising agency. The Duffy's Tavern stories are now filmed for television. Ed was formerly married to actress Shirley Booth. He's remarried, has two sons, one ulcer, lives in a roomy Beverly Hills home.



RED BUTTONS got his name from his first job—he was a singing bell hop when he was 16. The singer changed to comedian along with his voice and, at 18, the pint-sized kid from the lower East Side became the youngest burlesque comic in the business. The day before his first Broadway role—came Pearl Harbor. The day he was leaving for his first Hollywood role—came the draft notice. But Red came out on top by playing the lead in the Army Air Force show, "Winged Victory." In 1945, he was chosen to smcece a big show at the Potsdam Conference. He came home to do postwar musicals, night club dates, his own "Red Buttons Show" on TV, is now seen on NBC.



JIMMY BROWN has been featured on the NBC-TV Pinky Lee Show since it went on the air Jan. 4, 1954, but his most loyal fan would have trouble recognizing him. The 40-year-old veteran of show biz has never played himself. A man of many characterizations, he is master of 22 dialects and is seen as Throckmorton T. Throckmorton, Dr. Runkel Dunkel, Pizza Pete, Lord Balderdash. Born in Georgia, educated in New York, Jimmy played juvenile roles at the Met, at 7. He has traveled all over the world in vaudeville and night club acts.



GEORGE GOBEL sometimes accompanies himself on the guitar, recalling the twist that when he was a 12-year-old singer on a Chicago radio show Gene Autry once accompanied him! The NBC-TV comedian was born in Chicago in 1920, developed his flair for funny stuff during his air corps days. As guest star seven times on Saturday Night Review, he won instant popularity. George married his childhood sweetheart, has three children, lives in Sherman Oaks, Cal.; he played amateur baseball, has time now only for golf.



PINKY LEE began working in musical comedy stock shows and vaudeville as soon as he graduated from high school in his home town of St. Paul, Minn. He had, at 13, been signed for a Gus Edwards show but his voice changed. A stint in burlesque, in 1939, brought him to Broadway, then to Hollywood, where he starred at the Earl Carroll Theatre for four years. In 1951 he was introduced to TV (NBC) and in the same year scored at the Palladium. Pinky was married in 1932, and is the father of two kids, a boy and a girl.



SAM LEVENSON is a rare phenomenon, a school teacher turned comedian. Sam got a B.A. from Brooklyn college, was a Spanish teacher in New York high schools for 10 years. Summer jobs in the Catskills to augment his salary were the first steps toward nightclubs and the TV world. He is the youngest of a family of 7 boys and 1 girl, was born in New York in 1911, says his mama plied him with culture, cooking, cleanliness. A story-telling humorist, Levenson is a frequent guest star, won an award before he had his own show.

on with the show!

foreword by
ed sullivan

■ Many of our younger viewers don't know it, but the television variety show is the precocious offspring of vaudeville, an art form whose death knell was sounded by the advent of talking pictures 25 years ago. Vaudeville, as anyone from Joe Laurie to George Burns could tell you, was great. But the TV variety show is a thousand-fold greater, for the performer and the audience, and—as I can tell you—no greater headache for a master of ceremonies could be invented. Or a greater source of thrills and satisfaction. In vaudeville the theatre audience would sit there for maybe three hours, and an act might be on stage as long as 20 minutes—whether the audience and the theatre manager liked it or not! In TV we *streamline*, because we know the audience can turn that dial any moment if we get to be a bore. So, on my show, I try to get the essence of the act or person. This essence is picked out in rehearsals—and then we have to convince the performers that everything else has got to go. The essence of Rocky Marciano and Ezzard Charles, whom we had on our show right after their big fight, was just introducing them. Oh, I did bare my arm and put it next to Rocky's, just for a laugh, but after all, people all over the country knew all about the fight, so the essence was to present them, congratulate them, let them take applause—and that was that. . . . On TV you have to have *literal* variety, and you have to do the unusual to survive. So we do, even if it means knocking ourselves out. We flew to Paris to get the essence of the Moulin Rouge, got back to New York on Thursday with a show for Sunday night . . . We did a great Fourth of July show right from the main deck of the battleship *Iowa* in the New York harbor . . . We went up to the Boston Garden to get six minutes of an ice show . . . And went to Mexico City just for a few brief minutes of Burt Lancaster and Gary Cooper, then making *Vera Cruz*, on our "Toast of the Town." When people couldn't get tickets to the Sadlers Wells' Ballet, we showed it—and gorgeous Margot Fonteyn—to people all over the country . . . We did things like flying that blinded Korean vet from Alabama to New York—the brave soul who heard screams coming from a river, swam out and rescued three people from drowning, people he could hear but couldn't see. He illustrates one theory we operate on—that if names make news, then faces make news . . . All this is what I mean by literal variety. Incidentally, performers never had it so good as now: in the old days they'd advertise an act as coming to the Palace "direct from Paris" or wherever. Today a star can be developed practically instantly. If his act clicks, it does so at once; it can go over big, nationally, overnight. "Direct from Paris" never meant so much as "direct from your own living room" can mean to the artist. Where, in vaudeville, an act might run for many weeks at a theatre, on TV a staggering number of acts will be used over 52 weeks. The result is that more acts are working now than ever before. And while the procuring and rehearsing and the constant duel with the hands of the clock can make m.c.'s turn gray, it's all tremendous for kids with ambition. Instead of having to study the country's top talent from the far reaches of the gallery, they can watch it from a few feet away, at home, in what I think of as the greatest free acting school in the world.



ED SULLIVAN insists he's more nervous when he's holding his new grandson, Robert, than when he appears before millions via "Toast of the Town" on Sunday nights. Ed, who's a native New Yorker, graduated from Port Chester High, capturing twelve (12!) letters in athletics there before he was through. He was sports writer for the old "New York Evening Mail" and "Morning Telegram" before writing his column for the "N.Y. Daily News."



THE TOASTETTES are six young dancers who hail from all over the world and make their professional home on "Toast of the Town." They are: Rae MacGregor, Scotland; Cynthia Scott, Haiti; Franca Baldwin, Italy; Audrey Peters, Norma Thornton and Hazel Patterson from the far corners of the U.S. The Toastettes are in their sixth TV year. Some have married and left temporarily to have babies—but they've all come back to Ed!

arthur godfrey and his friends



JANETTE DAVIS sang before she could talk, was in demand as a toddler in her native Memphis. On her first network show, she co-starred with Red Skelton. In April 1946 she was discovered by Arthur Godfrey and signed as a featured vocalist on the "Arthur Godfrey Show" and "Arthur Godfrey and His Friends" both on CBS. Janette is serious about her career, practices constantly.



MARION MARLOWE calls Miami Beach her dream spot since it was there that Arthur Godfrey found her singing at a big hotel and signed her for his shows. At 24, Marion can look back over an exciting career that includes modeling, professional dancing, singing for royalty and having short stories published. She is 5'7", weighs 128, has auburn tresses.



THE MARINERS are four ex-Coast Guardsmen who made their debut with Fred Allen in 1945 and were such a hit they were invited to do guest spots with Eddie Cantor and Paul Whiteman. In 1946, they signed with "The Arthur Godfrey Show." Their names are Thomas Lockard (married, two children), James O. Lewis (married), Martin Karl (married, three children), Nathaniel Dickerson (married, one child). They record for Columbia.

ARTHUR GODFREY has become a legend in his own lifetime, the best known, best loved, most-listened-to and seen personality in American history. He made his radio debut in October, 1929, on an amateur program in Baltimore. His first commercial: a pet shop. Billed as "Red Godfrey, the Warbling Banjoist," he received \$5.00 a show. He first joined CBS in 1934 with an early morning program in Washington, D. C. Walter Winchell heard him, liked him, began to beat the drums and on April 27, 1941, he began broadcasting from New York, the forerunner of his present daytime show. Arthur was born August 31, 1903 in New York and was reared in Hasbrouck Heights, N. J., home of Frank Sinatra. He lives on a 1,700-acre farm down in Virginia.



FRANK PARKER was once nice to a newcomer named Arthur Godfrey and years later when the once-popular tenor wanted to make a comeback, who opened the door but his red-headed pal! Frank's voice has lost none of the great romantic appeal that made him a star of radio and opera in the 30's. Brought up on New York's west side, he studied music in Italy, returned to N.Y., crashed Broadway as a chorus boy.



THE MCGUIRE SISTERS are a direct result of the "Arthur Godfrey's Talent Scouts" program. They won top honors Dec. 1, 1952 and before the week was up they had been invited to be regular "little Godfreys." The McGuires—Christine, Phyllis, Dorothy—are sisters, born a little over a year apart. They're not triplets, despite rumors. They were born in Ohio and first sang in public in a church choir. All three are 5'8" tall, weigh around 128, have brown hair, brown eyes and wear a size 10. Afraid of appearing over-dressed, the girls observe one daily ritual:—before leaving home, they each take off one piece of jewelry. Christine does most of the sisters' cooking.

the garry moore show

GARRY MOORE (low man on the totem pole below) was born Thomas Garrison Morfit in Baltimore, 1915. He owes his new name to a Pittsburgh woman who won \$100 for tagging him "Garry Moore" in a contest held for that purpose. Now considered a great comedian, the moderator of "I've Got A Secret" started out to be a serious writer. He collaborated with the late F. Scott Fitzgerald on a play that never reached production, then turned to radio for a source of income. In 1942 he went to N.Y., where his sparkling wit and smooth delivery marked him the ideal partner for Jimmy Durante, a combo that lasted until '47. When Tom Breneman died, Garry took over "Breakfast in Hollywood." He is married, has two sons.

KEN CARSON, featured male vocalist on the "Garry Moore Show" (CBS-TV), could ride bareback at 3, drive a tractor at 5. By the time he finished high school, he could speak fluent Spanish and was the acclaimed winner of all amateur contests in Oklahoma, Kansas and Los Angeles. He first met Garry Moore in Chicago when both appeared on "Club Matinee," popular informal radio show. In 1941, Ken joined the "Sons of the Pioneers" and sang in several hit movies although not seen—not that he's at all bad to look at! He has been married 15 years to the former "Kitsy" Wade. They have two children, Coy and Paul. Although a southpaw, Ken shoots a right-handed game of golf and frequently turns in a card in the low 70's.

DENISE LOR sums up her career by saying she "jumped from choirloft to wings in a single bound." After interviewing 200 applicants, Garry Moore selected her to be the featured singer on his show. Denise is a combination glamour girl, wife and working mother. Married to Jay Martin, assistant director on "Strike It Rich," they have two sons, Ronnie and Denis. A native Californian, Denise prefers New York because she finds it more stimulating. She is highly emotional and is so touched by sad songs she has trouble keeping the tears back. She stands 5'6" and weighs 115 pounds, has black hair and deep blue eyes. Her favorite pastime is going home to her suburban apartment and cooking with her shoes off.

DURWARD KIRBY, announcer-comedian on the "Garry Moore Show," is the creator of two of TV's most adored characterizations—Winston L. Mittenjuice, the slow-thinking, long-winded philosopher, and the East Indian Swami, who performs all sorts of magic. In 1941, Durward was ranked one of the 10 most popular announcers in the country, won the coveted Davis Award. Naval service interrupted here, after which he returned to N.Y. and radio. When Garry Moore made his debut on CBS-TV, he asked for his old Chicago sidekick to be his foil. Together they have made daytime viewing a boon to housewives. Durward started out to be an engineer in his Covington, Ky., days. He is married, has two children.





ROBERT Q. LEWIS thinks the greatest source of humorous situations and gags are the newspapers. (!) Born in New York City on April 25, 1921, he left the U. of Michigan to become an announcer for WTRY. By '43, he had his own platter show; in '47 he was subbing for Godfrey. He's 5'10", 165 pounds, hides a pair of brown eyes behind those horn-rimmed glasses.

the robert q. lewis show



JAYE P. MORGAN is an addition to the list of celebrities born in log cabins. She hails from Mancos, Colo., but the family moved to Tujunga, Calif., and operated as a vaudeville troupe, traveling all over the land. The act included Jaye, her father, her mother, sister and five brothers, as well as Jaye P. herself, who began at three. She topped hundreds at a Robert Q. Lewis audition, walked off with a contract.



JAN ARDEN began his musical career under the careful tutelage of his father, the late Philip Ardizzone of the Met. Pop exposed him to Verdi, Rossini and Bizet when other kids were absorbing fairy tales. Jan was born in N.Y. and began his pro career at Leon and Eddie's. He saw service as an infantryman, later sang at top night spots throughout the U.S. He and sister, Toni, have made records.



EARL WRIGHTSON's baritone was first heard in a Baltimore Methodist church where his father was minister. He was the eighth offspring, studied voice in Baltimore, then with Robert Weede of the Met in N.Y., while working as a radio network page boy. He's appeared on TV, radio, concerts, operettas. He was given his own TV show for three years. He lives in Glen Head, N. Y. with his wife.



LOIS HUNT is a four-time winner (opera, operettas, TV and the concert stage). Her soprano voice was heard in the Met in 1949 and she has sung with symphonies. Lois was born in York, Pa. and her father, a dentist, longed for her to devote her career to bicuspidis. She's a licensed dental hygienist, her Dad still pays the annual fee. She's been on several TV shows, including "Studio One," "Omnibus."

arthur murray party



KATHRYN MURRAY, hostess on NBC-TV's "Arthur Murray Dance Party," came to the program in 1950 with no previous show experience. The Murrays met when Arthur was broadcasting dancing instructions in Newark and Katherine was in the audience. Now a grandmother—three times—at 48, Kathryn is dynamic and energetic, an early riser.



the betty white show



BETTY WHITE, at her meagre 28, is perhaps one of the most deft purveyors of living room repartee TV has known. Born in Oak Park, Ill., Jan. 17, 1926, the dimpled NBC-TV star of the "Betty White Show" eschewed college for Bliss-Hayden Little Theatre, first found herself performing as sub for a radio disc jockey on the Coast. In between her 5-a-week schedule, Betty manages a little tennis, other TV shows and a semblance of home life with her parents and 3 varied dogs.

the martha wright show

MARTHA WRIGHT, who can milk a song dry, began life doing the same to cows. From her father's Duvall, Wash., farm to ABC-TV's "The Packard Program" was not much of a leap for the strawberry blonde who "washed that man right out of her hair" 100 more times than did Mary Martin. After high school parts and local radio, she sparkled in the road company of "Up In Central Park," understudied the lead. When the lead of "Music In My Heart" left before the premiere, Martha copped the part. Still in her twenties, she's found new fame in TV.

BOBBY HACKETT started playing the violin at the age of ten, but gave Heifetz a break by switching to the trumpet, which incidentally was a break for the rest of us. Born and raised in Providence, R. I., he blew for pay after graduating from high school. By 20, he was featured with Horace Heidt, then went on to wax sweet and sterling for the Glenn Miller aggregation. Ten years ago he became one of Whiteman's stars, thus starting today's happy association with ABC. During this period he also formed small bands and toured the U.S. with his jazz combo.

the breakfast club



DON McNEILL, radio's gift to house-ridden wives, was born Dec. 23, 1907, and if his baby laugh had any of the infectious quality that the star of ABC-TV's "Breakfast Club" evidences, he must have been popular in Galena, Ill. After graduating from Marquette U., he began announcing, formed half of a variety act. In '33, he hyped a sad-apple show into today's hit, and Kay and the 3 boys are duly grateful.

FRAN ALBISON, who gets all mixed up with Aunt Fanny whom she has portrayed on "The Breakfast Club" since 1927, started the confusion in 1934 when she ad libbed the gossip over a small Iowa station between songs. Born in La Porta, she taught school in other corn belt hamlets, found she preferred mikes to glee clubs. Former idol of Kukla, Ollie and millions of moppets, Fran devours all who-dunits.



JOHNNY DESMOND, who renders hits and hymns with equal versatility, first harmonized with Bob Crosby's Bobcats in 1939. He took bobby-soxville by storm as a vocalist with Gene Krupa's pre-war ensemble, then toured overseas with Glenn Miller. He joined the "Breakfast Club" in '49 and likes singing in the a.m., when most musicians are turning in. He claims it gives him more time for his wife and daughters.



EILEEN PARKER, a 5'6" brunette from Freedom, Pa., had Big City fright until a year ago when she visited Modenore Paula Kelly in New York. Urged to audition, she promptly landed a summer radio job. Of Scotch-Irish descent, she was born Sept. 27, 1926, studied classics at Westminster College, then sang with small bands. Now in Chicago, where "Breakfast Club" originates, she loves the bright lights.

the morning show



JACK PARR was rated "highly professional" as an announcer at 16. By 19, he was announcing for the Cleveland Symphony. Behind the suave vocal chords of the Canton, O., student (the job helped him through Western Reserve U.) lurked a comedian who discovered himself while entertaining G.I.'s in the Solomons. After fending off Marilyn Monroe in "Love Nest," he came into his own "The Morning Show" on CBS-TV. He has a 4-year-old child.



BETTY CLOONEY, who tried to carry her first tune at 3 at a political rally for her grandfather, is now featured female vocalist on CBS-TV's "The Morning Show." Born in Maysville, Ky., she and sister Rosemary grew up in Cincinnati, where they sang mostly in the shower until Tony Pastor signed them for his band. Subsequently, Betty's been busier than two with club dates, recording and thrashing for frequent guest appearances on TV programs.



PUPI CAMPO and his Rhumba One Band have a following whose numbers are legion. In fact, before this enigmatic Latin put pen to paper to provide the music for CBS-TV's "The Morning Show," he was playing the country over. Some even said he had the whole "pupilation" agog. At least, in hometown Miami Beach and in New York's Latin Quarter, he's shattered records. Have you wondered who started the saying "Wha' hopen?" Why not ask Pupi?



CHARLES COLLINGWOOD, whose thoughtful approach to world affairs has served him well as a CBS White House correspondent, now delivers the news for CBS-TV's "The Morning Show." A Peabody Award winner, he went from Three Rivers, Mich., where he was born in 1917, to Oxford University as a Rhodes Scholar. In London he joined the U.P., interrupted his newscasting in '52 to be special assistant to the Director of Mutual Security.

disneyland



WALT DISNEY started drawing with a far barrel stick on the side of a barn in Marceline, Mo., when he was 5. Now 52, Walter Elias Disney has raised the cartoon to a power to be reckoned with via the immortal Donald and Mickey, educational films and his latest venture, "Disneyland," on ABC-TV. After driving a World War I ambulance in his 'teens, he saw hard times with his cartoon inventions until evolving Donald Duck 35 years ago.

the medic



RICHARD BOONE, raspy-voiced and craggy-faced, got that way boxing at Stanford, working in the Oklahoma oil-fields, operating a charter fishing boat out of Balboa, Cal. The realism of NBC-TV's new documentary-type series, "The Medic," comes naturally to him. While making the first film in which he played an obstetrician, his own wife was having their first baby. He's been seen on B'way in "Medea"; movie credits include "The Robe."

omnibus



ALISTAIR COOKE, urbane emcee of CBS-TV's 90-minute "Omnibus," has been aptly dubbed "most literate announcer" of the medium, by discerning admirers. The 42-year-old Britisher, who became a U.S. citizen in 1941, is a Cambridge graduate who corresponds from this country for the Manchester Guardian. He received a coveted Peabody Award for his broadcasts on American life (he researched for them at Yale and Harvard).

you are there



WALTER CRONKITE, narrator of CBS-TV's retrospective "You Are There," was born in St. Joseph, Mo., Nov. 4, 1916, studied sociology at the U. of Texas. After sharpening his wits and pencils on assignments for the Houston Press and U.P., he covered World War II "at the front" in North Africa, Normandy and the Bulge for that wire service. Before joining NBC in 1950 he sent dispatches from Moscow for two years. Married, he has 2 children.

million dollar moments



On a sultry night in June, 1953, Ethel Merman and Mary Martin sang a duet during the "Ford Anniversary Show" that etched their voices indelibly on the hearts of America. This year, other such unforgettable moments will be coming your way—in shows designed to make staying at home the most exciting thing you can do. For the story behind these great productions, turn the page.



3,000 miles miraculously disappear as Audrey Hepburn accepts her Oscar in N. Y. while Donald O'Connor emcees in Hollywood.

battle of the extravaganzas: TV squanders...

■ It had to be spectacular, it had to capture an audience of—well, say of the size that might watch a Presidential inaugural, and it had to have the look of a finished, established hit even though it was playing a one-night stand. In short it had to be overpowering. So the producers hired Betty Hutton to star in it, knowing she'd knock herself out for her TV debut because she always knocked herself out when the chips were down, and they hired Jay Livingston and Ray Evans of "Buttons and Bows" fame to do the songs, and they christened it "Satins and Spurs" and set out to make television's first original musical comedy something so great that neither they nor anybody else could match it afterward (though they'd have to try).

Whether it was quite that great or not, we of the audience couldn't help feeling flattered. Because in staging such extravaganzas Producer Max ("Your Show of Shows") Liebman, who did NBC's "Satins and Spurs," and his ally Leland Hayward, who had produced the Ford anniversary show and the Rodgers and Hammerstein salute,

and their competitors on other networks were out, above all, to please us and keep us from doing anything else but watch their all-out efforts while their shows were on the air.

There was something more that was stirring about the "spectaculars," as NBC calls them: in watching them we watched a battle in which the networks were fighting for their lives against the canned half-hour TV film dramas which had proliferated like crab grass growing across the nation's TV screens and threatened to make the networks all but obsolete. To meet the competition of shows that needed no network, the networks were sparing neither expense (throwing up to \$400,000 into a single show) nor talent nor the blood, sweat and tears of vice presidents, all to the end that we be better entertained. Whatever drove the networks to it, we were lucky that something did, just as movie audiences had been the winners when the threat of TV had forced the studios to make better pictures for us to see.

Up to now, the standard of comparison for TV extrava

... blood, sweat, tears & cash to catch your eye

ganzas has been Hayward's great, two-hour Ford show of June 15, 1953, which lavished \$4,000 a minute on us viewers and brought us the combined talents of Mary Martin and Ethel Merman, Frank Sinatra and Eddie Fisher, Wally Cox and Ed Murrow and Lowell Thomas and Rudy Vallee and a host of others, with only one commercial to remind us who was footing the bill. General Foods' Rogers & Hammerstein retrospective show didn't get so many rave reviews, but for sheer size, weight and the scope of what it tried to do, it set a record. It was handled like a huge jig-saw puzzle, each segment being rehearsed like a separate show and the pieces fitted together on the day and night of the show. (In fact Producer-Director Ralph Levy was still giving cuts to Edgar Bergen five minutes before the 8 p.m. air time.) And Hollywood's expensive Oscar awards show, a two-headed spectacle originating both in Hollywood and New York (*picture opposite*) helped set the pace—by way of the size of the audience it attracted—which this season's extravaganzas had to match.

How are they setting out to do it? CBS is going to the heart of show business for its big shows. Its musical extravaganzas for Chrysler, called "Shower of Stars," and its series of plays called "Climax" are summoning the best stage and screen talent that money can buy. "The Best of Broadway" CBS is straining to make just that—the most impressive display of famous Broadway productions that can be put together with all the resources of the network behind them. Martin Manulis, who's been associated with "Suspense" before this, will produce "The Best of Broadway" and Nat Perrin, on the West Coast, will produce the Chrysler show.

Over on NBC, Leland Hayward is producing thirteen hour-and-a-half spectaculars during the season, with guest producers from Broadway and Hollywood to help him . . . with a vast array of star talent, much of it never seen before on TV . . . and with a budget so fantastic it takes two sponsors, RCA and Ford, to absorb it.

Every fourth Saturday and every fourth Sunday, meaning every two weeks, Max Liebman is presenting his own NBC spectaculars. Max needed seven-day working weeks to turn out the "Show of Shows," and to produce a "book" show every other week, with music and lyrics and dialogue all closely integrated; a pair of seven-day weeks is none too much time. He wasn't kidding when he said in a "Theatre Arts" article that "Time is the essence of TV," the most valuable and frustrating single ingredient of any show.

Liebman, who believes in plenty of rehearsal for anything that has his name on it, gave Ann Sothern and everyone else, including himself, time for only winks of rest before "Lady in the Dark," his first Saturday night "Colorama." Long before it was telecast, the other stars he'd signed up, including Judy Holliday, Dick Shawn, Steve Allen and Jeanmair (for whom an original musical was written) were on notice that they'd have to work as never before for their money.

The interesting subject of money leads us to the remarks of Carl Schroeder, Dell's western manager in Hollywood, a town that never dreamed until lately that TV could show it a thing or two about extravagance, and in spades.

"It's rumored that Ann Sothern got close to \$35,000 for her 'Lady in the Dark' stint, which is little short of a miracle," Schroeder wrote. "As you may remember, Annie was considered 'washed up' in movies. Now, after 'Private

Secretary,' she's real hot and there are a lot of others like her. There are also a lot of stars chafing at the bit because their contracts prevent them from doing TV . . . It is said that the asking price for Marilyn Monroe on a spectacular is \$50,000, and it is believed there are producers who'd pay it in a minute—the minute the studio is ready to give. (Monroe made an appearance on the Jack Benny show last year on a direct picture-plug and did it for free, unless you count the 1954 Cadillac she got as a present.)

"Dick Powell's fee on the Chrysler show for a Raymond Chandler mystery is estimated at \$10,000 . . . It's a real heyday for actors now because they're being offered from \$3,000 to \$4,000 just to m.c. a big show . . . To get back to the base cost of these spectaculars, added up with everything including close to \$150,000 for network time and X dollars for a producer's lunch, it can run to between \$350,000 and \$400,000 per Spec. This is a lot of cabbage considering that mostly the shows are good only for a one-time play. Why, you can almost produce a movie for \$400,000, and if you can't, I can."

Thanks to all their ballyhoo, all the money, all the talent and the success of previous Big Moments on television, the extravaganzas were bound to attract huge, ready-made audiences for their first few efforts—plus a few thousand people who would see the color versions. Whether they can keep such audiences, the kind of multi-million-person audiences that will stay home just to catch a particular show, remains to be seen—on your screen and ours.



More stars than you'd find at four Broadway musicals take a final curtain call after the Rodgers and Hammerstein show.

MUSIC

brahms, ballads



LIBERACE set hundreds of female hearts aflame on his first TV program in February, 1952, has kept the home fires burning ever since with his wavy hair, his dazzling smile, his florid piano playing and his candelabrum. A Milwaukee, Wis. boy by birth, he received his first piano lessons from his father, debuted as a soloist with the Chicago Symphony Orchestra when he was 16. His concert at New York's huge Madison Square Garden filled all 17,800 seats with ooing fans.

and blues

foreword by
liberace

to the editors of, **WHO'S WHO IN TV AND RADIO:**

I'm very sorry for the delay in sending you this information. My TV filming and recording commitments have taken up every spare moment of my time since I've returned home to Sherman Oaks. But here goes . . . You ask me first of all, what I believe in. Well, all men believe not so much in the right of secrecy but, rather, in the right of privacy—something I have very little of since my phenomenal success. Most of the time, I don't mind having surrendered this right. Now my life revolves around my music and it is through this medium that I can give pleasure to others. It has given me much gratification, and has enabled me to accomplish many things in which I believe. (It seems to me, by the way, that many people, having set their goal, often give up too easily. I believe that nothing is impossible!) The doctrine I follow in show business is written by the people who attend my concerts, view my television programs, write the thousands of letters I receive each week and who have always trusted my taste in entertainment to be of the highest caliber. During my career thus far I have faced many types of audiences—hostile as well as favorable—and you have to be a performer to understand that there is a bond between the performer and the audience. I can sense immediately when they are with me completely—and, also, when they are disturbed or the least bit uneasy. I didn't acquire this overnight—it took many years of varied experience and I am proud of that experience. . . . You mention my having been attacked by critics. When anyone becomes famous there are crude stories circulated about him. I think some of this comes from jealousy—and the rest for themselves by writing something sensational and juicy at the expense of someone whom everyone else knows and admires. It was the same with Rudolph Valentino and all the greats in history, particularly those in show business. So I just go along, do my job to the very best of my ability, live a good clean life and consider the source of whatever praise or attacks I come in for. I believe, finally, that TV is a wondrous medium for bringing good music to millions of people—for enriching lives that otherwise might have little or none of the glory of great music—and I am proud to have a part in it.

Sincerely,



liberace



PERRY COMO was ready to give up singing less than ten years ago. He was so tired of barnstorming with Ted Weems that he wanted to return to Canonsburg, Pa., and the barbering he had begun in high school. A CBS audition deprived Perry's hometown of a barber, however. After a few years on radio, he stepped before the TV cameras, and this fall the "Perry Como Show" begins its fourth year on CBS-TV. He was married to Roselle in 1933, has 3 kids.



BING CROSBY, the daddy of all pop vocalists, made his first bid for fame as a member of Paul Whiteman's Rhythm Boys, boo-boo-boomed his way to the top as a record artist in the early Thirties. In "The Big Broadcast of 1932," his first starring film role, he has made 45 movies, became famous for his casual manner and his love of golf as well as his performing talents. His show debuted on CBS-TV in Jan., 1954. Married to the late Dixie Lee in 1930, he has 4 sons. Bing's 50.



DINAH SHORE changed her voice from a lyric soprano to contralto by cheer-leading at high school football games. The star of the "Dinah Shore Show" was born in Winchester, Tenn., in 1917, first warbled into a microphone at WSM in Nashville while at Vanderbilt University. Jobs with Xavier Cugat's band and Eddie Cantor's radio show followed, she has been a top TV, movie and record chirper since. Married to actor George Montgomery in 1943, she has one child.



TONY MARTIN, suave singing star of the "Tony Martin Show" on NBC-TV, took his first flyer in the music field as the singer-leader-saxophonist of an orchestra when he was in high school. The next high spot of his career occurred while he was attending St. Mary's College and was expelled after he was discovered playing hot jazz on the school organ. Not to be daunted, Tony got a job singing at the Chicago World's Fair, followed it with successful engagements in some of the best nightspots in the Windy City. He then journeyed to Hollywood where he languished for a time, then was signed to a contract at 20th Century-Fox. His motion picture credits include such hits as "Ziegfeld Girl," "Show Boat" and "Till the Clouds Roll By." He was married to actress-dancer Cyd Charisse in 1948, and their son, Tony, Jr., was born in 1950. The Martins live in a farmhouse-style home in Brentwood, Cal., where Tony stores his gigantic collection of records. He likes Frank Sinatra, Bing Crosby and Dinah Shore as well as opera and symphony. He collects clothing, too, and is an avid sportsman, works out in a gym daily, plays handball well.

your hit parade



GISELE MACKENZIE, brunette songstress of NBC-TV's "Your Hit Parade," began to study piano at three, began violin exercises at seven in her hometown, Winnipeg, Canada. While she was attending the Royal Conservatory in Toronto as a violinist, she became a big hit at social functions as a vocalist, joined Bob Shuttleworth's orchestra as a vocalist-violinist after graduation. Her concert career cut short when her violin was stolen, plucky Gisele went on to become a radio star in Canada, made a hit in U.S. on "Club 15," CBS Radio, has been too busy to fiddle since.



SNOOKY LANSON was christened Roy in 1919 in Memphis, Tenn., was nicknamed Snooky by his mother when he was two, has kept up a constant battle to retain the handle. He began on radio at WSM in Nashville, sang with Ray Noble's band and Ted Weems' Navy Band, now lives in Scarsdale with wife and kids.



RUSSELL ARMS was an actor for many years before he made the singing commercials for Lucky Strike that led to his being signed for "Your Hit Parade." A native of Berkeley, Cal., he married singer Liza Palmer in 1949. They now raise tropical fish and listen to "good jazz, not bop" in their home in Flushing, N. Y.



POLLY BERGEN, pert red-head, replaces Dorothy Collins on "Your Hit Parade" while the latter takes time out to have a baby. Born in Knoxville, Tenn., she has starred in 9 movies, made appearances on most major network TV shows, was recently on Broadway in "Almanac." She's married to actor Jerome Courtland.

the bob crosby show



BOB CROSBY, the famous brother of the famous Bing, was born in Spokane, Wash., left Gonzaga University and his law books behind to sing with Anson Weeks' band. He hit bigtime with his own "Crosby's Bobcats," organized in 1935, disbanded group to serve in Marines during World War II. He was top man on radio in "Club 15" for six and one half years, is now a regular on Jack Benny's TV show besides his own "Bob Crosby Show" (CBS-TV). Bob lives with his wife, June, and their 5 children in Brentwood, Cal.

JOAN O'BRIEN was signed for the "Bob Crosby Show" when Bob's daughter, Cathy, spotted her on the "Hometown Jamboree" and advised papa to take notice. A mere 17, Joan was born in Cambridge, Mass., moved to the West Coast with her family when she was still in grade school. She sang with the church choir and the school glee club while attending Pasadena Junior College, was originally noticed by talent agents when she entered an amateur segment of "Peter Potter's Platter Parade."

THE MODERNAIRES, who appear on the "Bob Crosby Show," have sung with the nation's top orchestras, work out all their own arrangements. Hal Dickinson, who also plays drums, organized and is the leader of group. His wife, Paula Kelly, got her start with Major Bowes, later sang with name bands. Francis Scott used to play bass fiddle with Freddy Martin and Red Norvo. Johnny Drake played clarinet with Eddy Duchin and Jan Garber, appeared in "Tars and Spars." Allan Copeland, the newest member, sang with Mel Torme.



JO STAFFORD studied classical singing, was to make her operetta debut in 1933 when the building for the production was destroyed in an earthquake. She then joined a radio trio, went on to fame as a singer with Tommy Dorsey's band. Married to orch. leader Paul Weston, she's on CBS-TV in "Jo Stafford Show."

JULIUS LA ROSA was born in Brooklyn, N. Y., in 1930, sang in the high school chorus, played truant to listen to Frank Sinatra, joined the Navy in 1947, was heard singing in the Navy Band by Arthur Godfrey, and signed by the great man on his discharge in 1951. Plummeted to fame when he was fired, he's now a top songster.



FRED WARING began his musical education singing hymns with his family, later in church choir of his hometown, Tyrone, Pa. He began his long run on radio with the Pennsylvanians in 1933, now has the "Fred Waring Show" on CBS-TV. Besides being a musician, he is an inventor, owns an inn and golf club.

THE TEEN TRIO, the close harmony group on the "Fred Waring Show," began singing together five years ago in their hometown, Flint, Mich. The twins, Jean and June Hendon, and their cohort, Sandy Schneider, all 16, were first refused by Waring because they were too young. They live with a chaperone in N.Y.C.

RAY ANTHONY blew his way to fame with the late Glenn Miller's orchestra, organized his own band when he was discharged from the Navy in 1946, soon rose to the top of the name band heap via recordings and engagements in the nation's top nightspots and theatres. He's married to Dee Keating, former vocalist with his band, was born in Bentleyville, Pa. Ray likes Chinese and Italian foods, sports, especially baseball, and spends much spare time making home movies.



MINDY CARSON studied dancing as a child in The Bronx, N. Y., really preferred playing softball and basketball. After graduation from high school she went to work as a secretary for a candy concern, soon rose to rank of assistant sales manager. An evening at a Miami nightclub when the band leader asked the patrons, mainly Mindy, to sing with the band, changed her career ambitions, and she soon was a top TV and record star. She's married to her manager, Eddie Joy, has two kids.

RALPH FLANAGAN is featured with his band in "Let's Dance" on ABC-TV. A Lorain, O., native, he was born in 1919, studied the piano in high school, later became pianist-arranger for Sammy Kaye when he was 21. After several years with Kaye he left to arrange for such bands as Blue Barron, Charlie Barnett and Tony Pastor. Ralph served four years in the Navy in World War II, was a staff arranger for Perry Como's show, then organized his present orchestra in 1950.



JANE FROMAN was studying journalism at the University of Missouri when Paul Whiteman heard her sing in a college production and offered to become her manager. Quick success came with appearances on the Chesterfield radio show and in the "Ziegfeld Follies of 1933." She was on her way to entertain the troops during World War II when she was injured in the Lisbon crash in 1943. Her recovery and return to her career is legendary. She is seen on CBS-TV's "Jane Froman Show."

SAMMY KAYE presides with his "Swing and Sway" musicians on ABC-TV's "So You Want To Lead a Band." Sammy was studying civil engineering at Ohio University when he first organized his group, made enough money at dances to open the Varsity Inn, a campus dine-and-dance spot. In 1932 Sammy and his band left college and got a booking in his hometown, Cleveland. A regular network show from the Cleveland Country Club in 1935 won the band national fame.



GUY LOMBARDO has been leading an orchestra in the "sweetest music this side of heaven" since he was a young man in his native London, Ontario. He first became popular in his northern home, opened at the Roosevelt Hotel with his "Royal Canadians" in 1929, was a smash hit despite the stock market crash, has been there regularly ever since. He also plays on NBC Radio's version of "Your Hit Parade." Guy lives with his wife on Long Island, is a champion speedboat racer.

JANE PICKENS began singing with her two sisters when she was six years old in her hometown, Atlanta, Ga. When the sisters were ripe for the pickin', they came to New York and were soon heard as regulars on many network shows. Jane struck out on her own when her two sisters were married, and has been starred on the Broadway stage opposite such names as Bobby Clark, Fanny Brice and Ed Wynn. She's recently been heard with "The Escortiers," a male sextet. She likes golf, tennis.



RAYMOND SCOTT worked in his father's record and music shop in Brooklyn, N. Y., as a boy, learned how to play piano by slowing the player piano down. Born Harry Warnow in 1909, he organized the famous Raymond Scott Quintet in 1937, disbanded it in 1949 for his present job as musical director and conductor of "Your Hit Parade" on NBC-TV. Ray is also a songwriter with such successes as "The Toy Trumpet" and "In An 18th Century Drawing Room" to his credit.

TED STRAETER, band leader-pianist-vocalist on the Du Mont network, shunned baseball to become staff pianist in a radio station in his hometown, St. Louis, Mo., when he was 12. At 13 he led his own band, later attended the St. Louis Conservatory. He has played with Paul Whiteman, Hildegarde and was musical director of the Kate Smith Show for six years. When Kate first introduced "God Bless America," it was Ted who made the famous arrangement of Kate's trademark song.



FLORIAN ZBACH was a child prodigy who made his debut at 12 in Chicago's Auditorium Hall, climbed quickly to fame as a concert artist in Europe and America. He liked the harmonies of popular music, became a soloist with Roy Shields', then Percy Faith's bands, later had his own society band, was musical director for "Holiday on Ice." His record-breaking appearance at New York's Roxy Theatre plummeted him to national TV and record popularity. His TV show's on film.

curtain going up!

foreword by **loretta young**

■ The year that marked my debut in the TV field has been one of the most exciting of my whole acting career. I was suddenly plunged headlong into a completely new and exciting medium—and I found that I not only was absorbed by my own endeavors on the "Loretta Young Show" but my interest soon extended to those actors on every TV drama I could see during my at-home hours. I was captivated, for instance, by the technical aspects of TV camera angles and sets as they affected the performance of actors. Those who saw Maurice Evans' "Richard II" for Hallmark have not forgotten the stage effects which gave an illusion of reality through height and depth that could never have been attained on the legitimate stage. Many plays—because of TV's short-term production schedules—can be timely and provocative. An excellent example of this was Robert Montgomery's "The Quality of Mercy," starring Lillian Gish, intelligently dealing with the problems of immigrants in a new community. One of my favorites of the season was Cathleen Nesbitt's performance in another outstanding Paddy Chayevsky drama, "The Mother." On the Lux Television Theatre, several young movie stars made their TV debuts. In "A Place in the Sun," John Derek, Ann Blyth and Marilyn Erskine dabbled their toes experimentally in the waters of television—and found the water just fine! A wider range for their talents was opened for them—and what can be more satisfying for an actor or actress?

There was no hesitation, on "Studio One," in meeting the challenge of a violent, turbulent world and the production—starring Claude Dauphin as the cardinal—of "Cardinal Mindszenty" was not only a notable event of the 1954 Easter season, but will be remembered for many years. Many will also look fondly on Studio One's "The Remarkable Incident at Carson Corners" by their "writer-discovery of the year," Reginald Rose... Young Richard Kiley has done some magnificent work—in "Arrowsmith" for Kraft Theatre on ABC, as a soldier on "P.O.W." for the U. S. Steel Hour, and in many other TV dramas. The delightful Thurber play, "Thirteen Clocks," could never have been presented in any other medium with such delicate handling of its element of fantasy. Among my own plays, I most enjoyed doing the little story "A Family Out of Us," which paid tribute to the CUB Scouts. Public reaction was so tremendous that my sponsor made 35 prints of the film available to Scout groups. It may not have been "Hamlet" but we felt it was warm, intimate and friendly—which can be the nicest thing about television.

LORETTA YOUNG is the versatile star of the "Loretta Young Show" on NBC-TV. She made her movie debut when she was four, scored as the tight-rope walker in "Laugh Clown, Laugh" with Lon Chaney, has since starred in 78 films. She was born in Salt Lake City, U., in 1913, and married radio executive Thomas Lewis in 1940. They have three children. Loretta is an authority on antiques, likes poetry.



THE HALLMARK HALL OF FAME on NBC-TV features events from the lives of great men and women. Formerly an hour-long program, format has been changed to half-hour stints this season with three special shows at an hour each. Actress Sarah Churchill is show's hostess, sometimes appears as a character in the dramas. A minimum of scenery and properties is used by director Albert McCleery who concentrates on close-ups and unusual camera angles. Special distinction was achieved with two-hour versions of Shakespeare's "Hamlet" and "Richard II" starring Maurice Evans and Miss Churchill. A production of "Macbeth" is in the offing for the coming season.

HALLMARK HALL OF FAME: Sarah Churchill, Bruce Gordon, Maurice Evans and Kent Smith in a scene from "Richard II."

KRAFT TV THEATRE: Susan Strasberg and Liam Sullivan.



KRAFT TELEVISION THEATRE, the oldest of the live dramatic shows, is in its eighth year of production this season. Having run continuously without summer breaks since May 7, 1947, series now presents two different hour-long dramas each week, one on Wednesday over NBC-TV, and one on Thursday over ABC-TV. Show was first to be carried on the Midwest cable, first dramatic program especially prepared for color telecast, has a weekly audience of 26,930,000 people.

TV PLAYHOUSE: Judy Holliday, Tony Randall—"Huntress."



TELEVISION PLAYHOUSE, seen Sunday nights on NBC-TV, presented "Dinner at Eight" as its premiere performance when series began on Oct. 3, 1948. Star-studded cast included Peggy Wood, Mary Boland and Vicki Cummings. Everything from adaptations of Broadway plays to original scripts have been seen on series. Several originals were later sold to film studios ("Little Boy Lost," "Anything Can Happen"). Show has received coveted Michael Award no less than four times.



STUDIO ONE, the award-winning, hour-long, dramatic series on CBS-TV, begins its seventh year on the video screen this fall. A varied fare has been presented which ranges in scope from Shakespearean tragedy to modern comic fantasy. Each production averages ten weeks in preparation from the time a script is chosen until the actors step before the cameras on the appointed Monday night. Paul Nickell and Franklin Schaffner (who also directs "Person to Person") work alternate weeks as director. The show sometimes features stars of Broadway and Hollywood and sometimes recruits leading characters from TV's up-and-coming young talents. For example, such stars as Mary Sinclair, Charlton Heston and Maria Riva first scored on this program.

STUDIO ONE: A tense scene from adaptation of Orwell's "1984"



LUX VIDEO THEATRE moves from CBS-TV to NBC-TV this season and changes its format to full-hour shows instead of half-hour programs. Begun in October, 1950, with a production of "Saturday's Children" by Maxwell Anderson, starring Joan Caulfield, program follows tradition of "Lux Radio Theatre" by featuring stars of Hollywood. The scripts are chosen on the basis of appeal to the entire family. Works by such distinguished writers as Eugene O'Neill, Lord Dunsany and F. Scott Fitzgerald are among those adapted for presentation. The first TV play of Nobel Prizewinner William Faulkner, "The Brooch," was produced last season. Noted TV producer Fred Coe ("Television Playhouse") will be a consultant on ten of this season's productions.

LUX VIDEO THEATRE: John Derek trembles in "A Place In The Sun."



FIRESIDE THEATRE: Thomas Mitchell in "Afraid to Live."



FIRESIDE THEATRE, dramatic series on NBC-TV, is filmed in Hollywood, has actor Gene Raymond as regular host. Producer-director Frank Wisbar began series on a shoestring six years ago, wrote many of show's original scripts during the first year of production. Booked into the Tuesday evening spot following Milton Berle, Wisbar has found that dramas with a human interest angle are most successful. Hollywood stars are regular performers on this half-hour program.

FORD THEATRE: A hectic scene from "Indirect Approach."



FORD THEATRE is a half-hour dramatic feature of NBC-TV on Thursday nights. Produced on film in Hollywood, show uses talents of top actors, writers and directors of the film world. During the two years since it began, program was selected as one of the top shows in "Billboard's" rating of the "Best Dramatic TV Film Programs." The show produces original scripts exclusively, dealing with all manner of material from dramatic love adventures to witty high comedies.

quiz shows

"you have just 15

■ People keep asking me if there aren't a lot of embarrassing moments in the public lives of those of us who moderate the shows dealt with in this section of WHO'S WHO IN TV & RADIO. And I keep answering that if you're easily embarrassed you just don't go into this business! You can't afford to admit that a moment *can* be embarrassing, because if you did, it would be instantly apparent to millions of people—and that would never do. So you keep your aplomb. Without a flicker of embarrassment, let us proceed to spill some secrets about "I've Got a Secret." I never dreamed that people carried such a horde of secrets around with them until I started working on this show. When we told viewers they could submit their secrets for possible use on the program, we were positively deluged with confidences. Eighteen people wrote to tell us they carried a secret in their shoes: twelve toes. Dozens told us they had two livers. One woman said it was a secret, but she'd lost 100 pounds in four months and could prove it. A couple confided that they'd been married in a diving bell on the bottom of the Atlantic Ocean (which I doubt was a very well-kept secret in the first place) and another couple disclosed they'd been hitched atop the world's tallest flagpole. Such places for "secret" marriages! A dozen people who'd been officially pronounced dead wanted us to tell the world the secret. One man confessed that he eats his bananas and cream with sliced onions. Three women from the New York area boasted gleefully that they enjoy smoking pipes. We got letters from men who curl their eyelashes, from people who strike matches on their teeth, from a man who walked off a moving train in his sleep—in short, we got enough to last us two years, we get and cross-index hundreds more each week, and we're perfectly convinced by now that *everybody's* got a secret!

foreword
by
**garry
moore**



seconds . . . "

what's my line?



DOROTHY KILGALLEN is the "chief detective" of the group on CBS-TV's "What's My Line?" Daughter of a famous reporter, an experienced newspaperwoman herself, she's also a columnist and, with husband Dick Kollmar, introduced the "Dorothy and Dick" breakfast radio show over WOR in 1940. The Kollmars have 3 kids.



STEVE ALLEN was born into show business—to the vaudeville team of Montrose and Allen, in 1921. He was educated in 16 schools, first hit the top in Hollywood radio. A natural gasser, he's a full-time humorist on his own "Tonight" show, panelist on CBS-TV's "What's My Line?" He's now married to Jayne Meadows.



ARLENE FRANCIS is as much at home on CBS-TV's "What's My Line?" as she is on her own NBC "Home" show. A witty representative of the distaff side, she is of Armenian descent. Her real name is Kazanjian and she was born in Boston. She starred on Broadway and is married to Martin Gabel; their son, Peter, is eight.



BENNETT CERF is no doubt the busiest oracle in the business. Familiar as a well-informed panelist on CBS-TV's "What's My Line?" he's also a lecturer, a columnist—the "Saturday Review of Literature," and the syndicated "Cerfboard-Anthologist"—president of two firms, Random House and Modern Library.



JOHN DALY is a newsman: reporter, analyst, vice-president of public affairs at ABC. To relax on Sunday he is emcee on "What's My Line?" for CBS-TV. Ad-lib is practically his middle name. A relief announcer in Washington, he became a special events reporter, later a White House correspondent, was a front line reporter during World War II. In 1949, he turned actor as the managing editor of Ben Hecht's "Front Page." Born in South Africa, he is married and the father of four.

I've got a secret



BILL CULLEN has been nicknamed The Professor—not for absent-mindedness, but for quick wit and a background of varied knowledge. He is a native of Pittsburgh, a graduate of the U. of Pittsburgh, who broke into radio while working his way through college, making his debut as a sports announcer. His first big break was in '43, substituting as an emcee on "Winner Take All." Presto, he became moderator, panelist, newscaster, comedian and host. He's married to former singer Carol Ames, stars on CBS-TV's "I've Got a Secret," once taught flying.



JAYNE MEADOWS is the glamor division of CBS-TV's "I've Got a Secret," a quick-witted redhead who does all right in the field of repartee. Born in Wu Chang, China, where her parents were missionaries, she grew up in Sharon, Conn. She and sister Audrey left the home town to crash the world of drama—and did it not as a team, but each in her orbit. Jayne has shone as an actress, too, on TV and in motion pictures. She designs her own clothes, and enjoys interior decorating. She is, since July, 1954, the wife of Steve Allen, TV star and panelist.



HENRY MORGAN comes closest to being Henry Morgan when he's coming up with the fast answers on CBS-TV's "I've Got a Secret" than in any previous radio or TV appearances. Sometimes known as "the man with a thousand careers," he first won fame as a kiddier of sponsors. Some of his former aliases are Professor Heinrich Von Morgan, Jacques Morgan, the Parisian baasbaal announcer, Fiddling Jimmy Morgan, "Muscles" Morgan, "P. Jarepont" Morgan. He is the author of a treatise, "How to Replace the Front Wheels of Trolley Cars."



you bet your life

GEORGE FENNEMAN might be called the world's number one straight man. To be thrown by Groucho Marx every week on NBC-TV's "You Bet Your Life" and still bounce back requires a special talent. The man who sounds like a professor—until, of course, he is thrown by Groucho—was born in Peking, China, November 10, 1919, moved to the United States when an infant. Here's a twist: Fenneman is an actor turned announcer. At eight he was producing and starring in his own dramas in the basement of his parents' home. His first appearance on radio was as an actor—he played the part of a bandit. Subsequent acting and announcing roles led to a winning audition for the Groucho Marx program. He's married, has 3 children, lives out on a ranch in Sherman Oaks, indulges in oil painting, gardening, photography and music.

GROUCHO MARX first won fame as the low-slung villain with the grease-paint mustache when the four Marx brothers were romping across stage and screen. His mother, a sister of Al Sheean of Gallagher and Sheean, had launched his career as a boy singer with the Gus Edwards troupe. That was in 1906, when Groucho was 10. (Later his voice and his career both changed.) The unforgettable brother team began clicking in 1922, on Broadway, knocked Hollywood for a loop soon after with classics like "Coconuts" and "Animal Crackers." In 1947 Groucho's career took a new slant when he became the radio emcee for "You Bet Your Life." He's still at the same stand now, on NBC-TV. In addition to the familiar cigar and the beetling brows, he has a bonafide mustache, real as the wit behind the wise-cracks which have devastated millions.



this is your life

RALPH EDWARDS was born on June 13, 1913, at 13 minutes past midnight, which may be the reason he has never depended upon luck. Born in Marino, Colorado, he grew up in Oakland, California, worked his way through the University of California as a daily newscaster. He planned to be an English teacher, but found such jobs scarce for the class of 1935. When he came to New York, via jalopy, he had one dollar to his name. However, ability and experience paid off. He won himself a job over sixty-nine competitors in a CBS audition. Within 2 years he announced 45 network shows a week, was the highest paid announcer in New York. He went from staff announcer to star with his own idea for an audience participation show, the highly successful "Truth or Consequences." Now Ralph is the sympathetic, enthusiastic maestro of NBC-TV's "This is Your Life." His own private life is as warmly natural as his familiar smile. He and his wife and their 3 children, Christene, 12, Gary, 11, and Lauren, 8, live in a large two-story Southern Colonial house in Beverly Hills, California; they keep busy with the P.T.A. and their hobbies are swimming, tennis and horseback riding.

two for the money

DR. MASON W. GROSS, who keeps track of the time and gives out the questions to Herb Shriner on CBS-TV's "Two for the Money," is Provost and Professor of Philosophy at Rutgers University, the state university of New Jersey. Provost is the equivalent of vice-president, a post he has held since 1949. Dr. Gross was born in Hartford, Conn., in 1911. He has amassed an impressive list of degrees that include a B.A. and an M.A. from Cambridge University, and a Ph.D. from Harvard. He has taught philosophy at Harvard, at Columbia, and at Rutgers. From 1946-47 he was Dean of the College of Arts and Sciences at Rutgers. He has also had time to serve with the U.S.A.A.F. during World War II—Combat Intelligence in Italy, 1944-45. He was married in 1940, has four children.

HERB SHRINER allows his folks moved to Indiana "as soon as they heard about it." The Hoosier humorist's birthplace was really Toledo, O., in 1918, but he grew up in Fort Wayne, Ind. and picked up his line of chatter in his grandfather's general store in Tipton, Mich. First off, Herb was a harmonica player—at barn dances, in vaudeville, on a network barn dance show. Reminiscences about hometown life first developed between harmonica numbers. He was featured on Kate Smith's radio show, and after his hit performance in Bea Lillie's Broadway revue, "Inside U.S.A.," he was a full-fledged comedian. Now his dry wit enlivens CBS-TV's "Two for the Money," of which he is emcee. He lives in New York with his pretty red-haired wife, Pixie, his daughter, Indie, and the new twins.



the big payoff

RANDY MERRIMAN is a showman's showman. He's worked from the ground up—beginning as a prop boy for a circus, at 16, in his native Minnesota. Since that time he's been a circus barker, comedian, disc jockey, theater manager, sports announcer, narrator, quiz-master—to name a few—and today is co-emcee of CBS-TV's "The Big Payoff." He met the now Mrs. Merriman when they were both in a straw hat variety show (4 boys and 1 girl). Romance busted the act but Randy turned out to be the lucky winner. The Merrimans have 3 children.

BESS MYERSON is a candidate for the hostess with the mostest to brag about. The co-emcee of CBS-TV's "The Big Payoff" was Miss America in 1945—and all her measurements and her weight are still the same! In addition, she's a graduate of Hunter College, with honors in music, and has been a guest soloist with the New York Philharmonic Symphony and has taught the piano, not to mention lecturing on coast-to-coast tours. A native New Yorker, she's found time for a private life as Mrs. Allen Wayne and as mother of Barbara Carol, aged 7.



break the bank

BERT PARKS quotes one of his twin sons' candid comments on Daddy as a TV performer. "You're not as romantic as Perry Como. You can't play baseball like Mickey Mantle. Gee, you can't even do tricks like an elephant." The quote is sheer modesty on the part of Papa. Bert can sing, dance, act, clown, ad-lib, emcee, etcetera and etcetera—and all this, fascinatingly enough, without a moment of theatrical experience. The star of ABC-TV's "Break the Bank" has carved out his career exclusively as a camera and microphone specialist. It wasn't easy. His first job as combination announcer, program-splicer, errand boy, and sweeper at a local radio station down in Atlanta, Ga., paid \$7 a week. Eventually, of course, it skyrocketed to \$15 a week. But by then Parks had decided to hit for the big time. At 19, in 1939, he headed for New York. His first break was to sign as a singer and straight man for the Eddie Cantor show. Soon afterward, he became an announcer for Benny Goodman and Xavier Cugat. Then came the war. Parks volunteered as a private, rose to rank of Captain, served on General Stillwell's staff in the China-Burma-India theater. After the war he had to start all over again. Radio Row was hard to hoe, but Bert was the lad to tackle it. His energy (which every TV audience has noted) his gracious manner (he's the kind of a guy who doesn't wear out his welcome when, almost literally, he steps through the TV screen into anybody's living room) and his ability to turn a phrase or twist a bit of dialogue made him a natural for "Stop the Music" and "Break the Bank." Bert was married to the former Annette Liebman in 1939. The candid twins, Joel and Jeffrey, now 8 years old, were born on the eve of one of Bert's first programs. "We broke the bank," says he. Daughter Annette is five. The Parks live in a nine-room Colonial home in Greenwich, Conn., where Bert uses up his excess (?) energy tinkering in his workshop. His favorite anecdote concerns the time a motorcycle cop waved him to stop and asked for his identification. When Bert replied, "I'm in television," the cop cracked—"Oh—then you install sets?"



20 questions



JAY JACKSON, his wife Ann and their two kids, who live out in suburban Long Island, like to play Twenty Questions, just as Jay used to do when he was a kid, back in Stockdale, Ohio. Surprising? Well, Daddy's job is emcee for ABC-TV's "Twenty Questions." More surprising, perhaps, is Jay's variation from his family's pattern. His mother, father, 2 sisters, brother are teachers. Jay went to Miami U., Ohio State, broke into radio as an actor (once), then as an announcer.



HERB POLESIE is probably best known for his mirthful mother-in-law jokes, which he intersperses for breathers during the usual flood of panelists' questions on the ABC-TV show "Twenty Questions." (He claims the gimmick is employed with full approval of his real mother-in-law.) Herb is a born comic (of Hoboken variety), has a B.A. in drama from Carnegie Tech. His first success was behind-the-scenes in radio and motion pictures. He created and produced the Kraft Music Hall for Bing Crosby.



FLORENCE RINARD is better known as Mrs. Fred Vandeventer to her neighbors and friends in Princeton, New Jersey. Now "playing games" each week as a panelist on "Twenty Questions," Florence once planned to have a career on the concert stage. She was a major in music at Ball State Teachers College in Muncie, Ind., and at De Pauw, Greencastle, Ind., taught music in an Indiana school before she was married. She also credits daughter Nancy with the idea for "Twenty Questions."



FRED VANDEVENTER worked as a printer's devil while in high school in his hometown of Tipton, Ind., was State Editor of the "Indianapolis Star" while carrying a full college course at Butler University. His coverage of major sit-down strikes and labor riots in Detroit led to a job with Associated Press, later he became a Mutual newsman ("VanDeventer and the News"). In 1946 the VanDeventers and their 2 children, with Broadway producer Herb Polesie and Bill Slater, auditioned the show which is now famous.

masquerade party



PETER DONALD playing Peter Donald in CBS-TV's "Masquerade Party" is something new for the 36-year-old English-born actor. Vaudevillian parents had him onstage at 3. His Broadway debut was in Noel Coward's "Bitter Sweet." His was the voice of many of the famous on "The March of Time," of "Ajax Cassidy" (Fred Allen show), and of the story teller ("Can You Top This?").

BUFF COBB achieved success in a round-about way. The granddaughter of Irwin S. Cobb, she was born in Italy, came to the U. S. at the age of 4, liked it so much she's staying on for good. She grew up in California, played in the film, "Anna the King of Siam", then went into stock. She met her husband, Mike Wallace, on taur and they formed the "Mike and Buff" show which CBS caught in Chicago, brought to N. Y.

OGDEN NASH is, of course, the poet-humorist member of the panel on CBS-TV's "Masquerade Party." Author of 12 books of verse, he was also the lyricist for Kurt Weill's music for "One Touch of Venus," is currently working on a musical comedy. A native of Rye, New York, he now calls both Manhattan and New Hampshire home. He's married, has two daughters and a grandchild.

ILKA CHASE calls the theatre her first love. She's played in some 20 Broadway plays. She also published 5 books, wrote numerous articles, won fame as a fashion commentator, lecturer. She's a native New Yorker, is married to Dr. Norton Brown. Ilka adds her charm and wit to CBS-TV's "Masquerade Party." She began an interview show, "Luncheon at the Waldorf," which launched a now-familiar pattern. Ilka was also once a lady disc jockey.

beat the clock

BUD COLLYER once dropped a career in law to follow his sister June—the movie star—into show biz. He'd been a vocalist with his own orchestra in undergraduate days at Williams College and at Fordham Law School. He walked out of his law office over to Broadway and ere long had appeared in "Life Begins," "Angel Island," "Fields Beyond." During the thirties, he became well-known as a radio announcer, handling shows for Jack Pearl, Tommy Dorsey, Eddy Duchin and Hildagarde. He starred himself on radio, and later in TV, in "Break the Bank." Now he is the charming host for CBS-TV's "Beat the Clock." Bud was born in Manhattan in 1908. His wife is the radio-TV actress, Marian Shockley. The Collyers have three children. Mother and father are daily commuters to N.Y. from 14-room home in Greenwich, Conn.



bride and groom

PHIL HANNA is the charming vocalist on the "Bride and Groom" show. A native of River Forest, Ill., his first job in the entertainment field was with Hal Grayson's band on the West Coast. Later stints included four and a half years with the Al Pierce Gang, a role in "Hang Up Your Hat," a musical on Broadway, and a staff job with NBC in Hollywood. Phil was the singing emcee on the "Hires Show" and appeared in the London company of "Brigadoon" for a year before his present job. An avid tennis player, he also likes boating with his wife, Frosty and daughter, Lynn. Summer afternoons find the Hannas cruising on the river.



JOHN NELSON, the emcee of "Bride and Groom," NBC-TV, was born in Spokane, Wash., studied philosophy and law at Gonzaga University, studied radio engineering at the University of California. He began in radio as an announcer, was the first person to broadcast the Intercollegiate Ski Meet from Yosemite Park was the original producer and announcer of Tom Breneman's famous "Breakfast Show." He produced hundreds of shows for Uncle Sam. A Navy lieutenant during the war, John began his "Bride and Groom" assignment in 1945. He lives in New York with his wife and three children, gets outside city limits to play golf.

down you go

BERGEN EVANS, the moderator of the novel panel show, "Down You Go" (Du-Mont), can amass a list of degree initials after his name that would stump even his witty experts. Besides being a Phi Beta Kappa, he is A.B., A.M., Ph.D. and B. Litt. After being expelled from college at the end of his first year for low grades, Dr. Evans made a brilliant comeback and graduated with honors, worked as a bakery truck driver to support himself. Twenty years ago he became a professor at Northwestern University, where his wife was once one of his students. The Evanses have two sons. He's written articles for many magazines.



CARMELITA POPE, a regular panelist on "Down You Go," has been performing on the stage, on radio and on TV since she was five years old. A graduate of the Krassner School of Dramatics, the Goodman Theatre School and Marycrest College, she names Chicago as her home town. She has appeared on the stage in "Maid in the Ozarks" and "A Streetcar Named Desire," toured the Mediterranean area in the USO production of "Kiss and Tell" during the war. She is married to Howard Charles Ballenger, a Chicago public relations executive. Their two-year-old son, Howard Charles III, and pet spaniel round out the household.

name that tune

RED BENSON stars as the singing emcee of NBC's "Name That Tune." A versatile fellow, he has worked as an elevator operator, a professional hypnotist, a band leader, Shakespearean actor, a canary salesman, fireman, window trimmer, prizefighter and vegetable huckster in addition to his musical career. Born in Columbus O., in 1917, Red started in radio at 19, toured in a nightclub act, "The Dandies," before he went into service in the Navy during World War II. After his discharge in 1946, Red came to New York, where he has since starred on many regular TV and radio shows. Married 11 years, he and Fleurette have two children.



VICKI MILLS became the featured vocalist on "Name That Tune" two years ago, after she had appeared on the show as a contestant and wowed the audience and the producer by singing a few bars of "Summertime," her favorite song. A Danbury, Conn., girl, she studied music at the Boston Conservatory, was headed for a classical career until she sang with a dance band in school, decided to change her tune. Vicki is 20 years old, lives in a hotel for women in New York City, but spends all her week-ends with the family in Danbury. She has no steady beau, likes baking, is 5'4" tall. She calls herself "a fiend for collecting things."

what's the story?

JOHN K. M. McCAFFERY moderates "What's The Story?" and "One Minute Please" on the Du Mont Network. John was born in Moscow, Idaho, in 1913, received a bachelor's degree from the University of Wisconsin and a master's degree from Columbia University. As an English professor, he taught at St. Joseph's College and City College in New York, later became a press agent for Doubleday Doran publishing house. His knowledge of books led to radio and TV appearances, won him the emceeship of "Author Meets the Critics." John commutes daily from Connecticut, he and his wife, Dorothy, have three sons.



HARRIET VAN HORNE, is the columnist and radio-TV editor of the "New York World-Telegram and Sun" who appears as a regular panelist on "What's The Story?" A native of Syracuse, N. Y., she learned history and government at the University of Rochester, studied music at the Eastman School of Music. Her first newspaper job was as society editor of the "Greenwich (Conn.) Times" and she joined the World-Telegram staff in 1942. Harriet had her own interview show on TV in 1946, was a regular on "Leave It To The Girls" for a year. Cooking is her favorite hobby, she's writing a book on "American recipes in the French manner."



JOAN ALEXANDER has acting roles on four regular radio shows in addition to her stint as a panelist on "The Name's the Same." Born in St. Paul, Minn., she attended school at St. Angelus Hall in Brooklyn and St. Joseph's Academy in Brentwood, L. I., made her B'way debut in "Are You Decent?" when she was 16. She later appeared with Leslie Howard in "Hamlet. Married to a New York surgeon, her daughter, Jane, also likes to act. Joan likes to hunt and show horses.



WARREN HULL, the M.C. on "Strike It Rich" (CBS-TV), has a wide background in radio, TV, movies, and on the stage. He began playing the cymbals at the age of four in his hometown, Gasport, N. Y., conducted a band, studied music at the Eastman School. He became a musical comedy favorite on the stage in the twenties, conquered radio in the thirties, made 36 movies in the forties. He appeared on "Vox Pop" on radio for six years, is in his fourth year on "Strike It Rich."



JACK BAILEY is the witty, fast-talking emcee of "Truth or Consequences." Before becoming a radio-TV favorite, he toured with the Ralph Bellamy stock company, was a side-show barker at several world's fairs, and toured with an orchestra as an entertainer and emcee. He made his first radio hit on a show from San Diego, was a smash on "Queen For A Day." Jack is a fine cook, likes to paint, pounds out mean boogie-woogie on the piano and plays the trombone real sweet.



JAMES McCLAIN stars as the quizmaster on "Dr. I. Q." on ABC-TV. A native of Louisville, Ky., he was born in 1912 and attended Southern Methodist University, became an announcer on a Dallas radio station in 1933. Jobs as program director of many radio stations led to his assignment as "Dr. I. Q." on radio in 1940. While performing his radio chores, McClain began studying for the ministry, was ordained in 1947. After five years as a religious worker, he returned to the TV realm.



JACK BARRY is the host-moderator who keeps the "small fry" in line on "Juvenile Jury" on CBS-TV. He was born in Lindenhurst, Long Island, graduated from the University of Pennsylvania in 1939, worked in his father's handkerchief business the next four years. A radio course led to a job at a Trenton, N. J., radio station where he soon became a top announcer was picked up by a network. Jack is married, has one son and is looking forward to his Geoffrey's debut someday on his show.



JAN MURRAY, the star of "A Dollar A Second," on Du Mont, began his career as a comedian at a New York resort hotel, worked in vaudeville, burlesque and nightclubs until his first big break came at Leon and Eddie's famed nightclub in New York City. He was soon playing major theatres and nightclubs all over the country, appeared on Broadway in "Music in My Heart," on TV on "Songs for Sale" and "Go Lucky." He's a weight-lifter, is married, and he has three children.



WIN ELLIOT is the master ad lib artist-host on CBS-TV's "On Your Account." Win worked for a Boston radio station after studying zoology in college, was later news editor of a Baltimore, Md., station. A Navy man during the war, he began announcing again on ABC shortly after his discharge. Born in Chelsea, Mass., in 1915, Win now lives in Westport, Conn., with his wife and their three children. His hobby is making home movie epics, using the Elliot family as a hard-working cast.



ROXANNE, the sumptuous blonde of CBS-TV's "Beat the Clock," has been skyrocketed to TV stardom by her curvaceous, photogenic beauty. As the photographer-assistant to M.C. Bud Collyer, she was engaged to lend a little glamour to the show, has since become a national figure. TV viewers find it as fascinating to watch Roxanne's lines as to listen to the lines of other performers and she bats 1,000 per cent in the pin-up league. A native of Minneapolis, Minn., her last name is Rosedale.



BETTY ANN GROVE, who lends her auburn-haired, petite beauty to "The Big Payoff" (CBS-TV) as songstress, has performed similar service on "The Bert Parks Show," "Stop the Music," and "The Red Buttons Show." Betty began to study dance when she was four in her native Cambridge, Mass., appeared in all the local talent shows as a child. Still in her teens when she came to New York, her fine performance in "Kiss Me Kate" on Broadway led her to fame on TV. She's unmarried.



MIKE STOKAY is the creator and emcee of the charades party, "Pantomime Quiz" on CBS-TV. He made his first TV appearance on an experimental station in 1931 in a "kiddie" show. A journalism and drama student at Los Angeles City College, he emceed in nightclubs after graduation, served with the Air Force in World War II. At the war's end, he began writing and directing on radio and TV. His present chore began in 1947. He likes reading Kipling and Emerson.

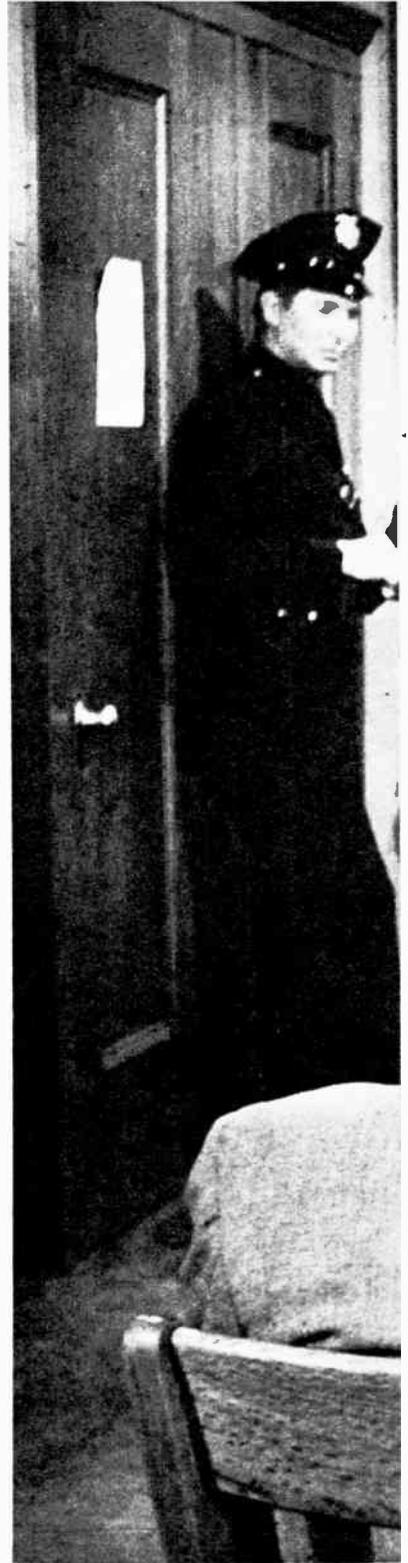
MYSTERIES

quiet please detectives at work



■ Just as sure as my name's Friday, the life of the TV sleuth has become a tough life in this day of relentless realism. I'll confess I get a bit envious when I look back at some of my predecessors on TV and particularly on radio. Did *they* have a soft touch! For instance they always worked alone—lone-wolf types who needed only a half-hour program to outwit the combined brains of an entire police force. They had a sixth sense to warn them of the descending pistol-butt or other impending danger. They were never thrown off the trail of an elusive criminal by a false clue. Contrast this heady existence with that of Joe Friday, who never works without his partner Frank Smith. He frequently gets clobbered by some hidden assailant. He spends most of his time in cornering the wrong suspect. It's not that he's stupid, but rather that police work is that kind of business. . . . The early TV detective was also notable for a "build" which made the results of all his fights a foregone conclusion. But look at Joe and Frank: their every fight is a split decision—and sometimes they don't even come close to winning! In the ache and pain department they're practically candidates for Hypochondriacs Anonymous. Quite seriously though, I feel that making the TV sleuth a common mortal has eased the strain on the viewer's credulity. Hand in hand with this humanizing tendency goes authenticity in production. On *Dragnet*, for example, only official Los Angeles Police Department badges, identification cards and other police paraphernalia are used. With the exception of Friday and Smith, the officers who are portrayed have their exact counterparts in the Police Department. And the other characters, on both sides of the law, are as lifelike as we can make them. I gladly admit that I'm a bug on complete authenticity, because I feel that anything less is breaking faith with the viewers. Our close association with Chief William H. Parker and the Los Angeles Police Department gives us the opportunity to avail ourselves of the facts—and to coin a cliché, "All we want are the ———!"

World Radio History



foreword
by
**jack
webb**



JACK WEBB, creator, producer, director and star (as Joe Friday, of course) of "Dragnet" (NBC Radio and TV), was born in Santa Monica, Cal., on April 2, 1920. Jack started his career in radio following World War II (he was an Air Force pilot) when he originated the title role in "Pat Novak for Hire." He glued radio audiences to their sets when "Dragnet" began in 1949, did the same for TV audiences when the program moved to that medium in 1952, has had the whole country humming "dum-di-dum-dum" ever since. The factual reporting and minute attention to detail of Webb's show has garnered for it more awards than any other program of its type in the history of TV and radio. Besides his chores on the air and ether waves, Jack has appeared in such films as "The Men," "Sunset Boulevard" and "Halls of Montezuma." A resident of Encino, Cal., he spends most of his free time in his early American home on a three-acre site with his daughters, Stacy, 5, and Lisa, 2. Jack was married to former actress Julie London; he is 6 feet tall, has brown eyes, black hair.

BEN ALEXANDER brings a light touch to "Dragnet" with his good-humored portrayal of Officer Frank Smith. First seen before an audience at the age of three in the role of Cupid, Ben quickly progressed to movie fame as a child star in the "Penrod" series, had a leading role in "All Quiet On The Western Front" (1929), which was his last movie stint. After a few years' absence from show business for a college education at Stanford University, he entered the booming field of radio in 1935, made his mark as an emcee and announcer on such shows as "Queen for a Day," "Adventures in Hollywood," "Charlie McCarthy Show" and "Father Knows Best." During World War II Ben was stationed on board an aircraft carrier as a lieutenant in the radar division, now employs all the men who served with him in the division in the two gas stations he owns in Hollywood. At the war's end he returned to radio and TV as the emcee of two programs, later starred on the "Club Roma Show." Ben lives in Hollywood with his wife Lesley and son Nicholas II, and is an avid boating fan.

DAVID BRIAN plays the title role in "Mr. District Attorney," on CBS. A native of New York City, he appeared in many hit shows on Broadway before he clicked as Joan Crawford's leading man in "Flamingo Road," has since appeared with such stars as Bette Davis, Gary Cooper and Esther Williams. David was graduated from N.Y. City College and served with the Coast Guard in World War II, is married to Adrian Booth, his third wife. He's 6'3" tall and 39 years old.



WALTER GREAZA has been well-trained for his role as Chief of the Bureau on "Treasury Men in Action" (ABC-TV). He was starred for eight years on the "Crime Doctor" radio series, and has played law-enforcers in numerous films. A native of St. Paul, Minn., he studied drama at the University of Minn., served in the Navy in World War I, joined a stock company at war's end, has appeared in many Broadway hits. Married to actress Helen Ambrose, he lives in Forest Hills, N.Y., writes verse.

RICHARD CARLSON is seen as Herbert Philbrick in "I Led Three Lives." Born in Alberta Lea, Minn., in 1914, he began his stage career in 1936, started a movie career in 1938, has appeared in 8 plays and over 30 movies. Richard married Mona Mayfield in 1939, they have two sons, Richard Henry, 13, and Christopher, 11. The Carlson family lives in the San Fernando Valley where Dick relaxes by gardening, golfing, writing, frolicking with his sons. He's six feet tall, has brown hair.



REED HADLEY, the star of "Racket Squad" and "Public Defender," is a native of Petrolia, Tex., grew up in Buffalo, N.Y. After some background in summer stock and little theatre, he landed a Hollywood contract, played in countless films, was the original Red Ryder on radio. During World War II he made documentaries for the Army, the Navy, and the Marine Corps. Reed lives on a ranch in San Fernando Valley with his wife, Helen, and their son, Dale, who is ten years old.

TOM CONWAY portrays Mark Saber on the ABC-TV program of that name. Born in Russia in 1904 to English parents, he was educated in England, worked as a laborer and rancher in Africa and as a salesman and engineer in Britain before he went on the stage. Tom made his first hit in this country in the "Falcon" films, has since become a mystery-thriller favorite. A heavyweight boxing champion in college, he is still a sports enthusiast with a fondness for football and baseball.



RONALD HOWARD plays the famous sleuth on the "Sherlock Holmes" show. He was born in London 36 years ago, worked as a journalist before entering the Royal Navy for six years in 1939. Well-known for his work on the London stage and in films as well as on TV, he recently appeared in the play "Aren't We All" and the film "Glad Tidings." He collects books, likes living in Paris where the Holmes series is filmed, but misses his wife, two daughters and son in England.

H. MARION CRAWFORD is a veteran actor who plays the humorous Dr. Watson on the "Sherlock Holmes" show. A native of London (born there in 1914), he has made innumerable appearances on the BBC and the London stage, and received the National Radio Award from the London Daily Mail as the best actor of 1952-1953. His most recent motion pictures include "Where's Charley" and "Knights of the Round Table." Mr. Crawford's hobbies are vintage cars and eating good food.



LOUIS JOURDAN plays, in "Paris Precinct," a suave detective of the Paris police force. Born in France (1920), he took his first curtain call in a play with Charles Boyer in 1940. Two plays and 15 French movies later he was imported into the U.S. for the movie "The Paradine Case." He received rave reviews for his acting on Broadway in "The Immoralist" last season. Louis is married and his son, Louis, Jr. is 3. During the war years, Louis made films and he worked for the underground.

BRIAN DONLEVY, star of "Dangerous Assignment," NBC films, was born in Ireland, brought to the U.S. when he was a year old. Brian attended Annapolis, posed for collar ads before his first break in "What Price Glory?" on Broadway. After 12 years on the New York stage, he journeyed to Hollywood where he has since appeared in over 70 films. An enthusiastic gardener and antique collector, he also likes airplanes and flying. An off-screen businessman, he owns a tungsten mine.



ROSCOE KARNS is known as Rocky to his friends, an apt nickname for this star of "Rocky King, Detective." A native of San Bernardino, Cal., he started in show business as an usher, soon was appearing with stock companies and repertory groups. His movie career started with two-reel comedies, he has since made over 150 films. Karns and his wife live in Hollywood. When his home was built recently, he learned bricklaying, built two walls of it along with a barbecue and patio.

EDMUND LOWE has the title role of David Chase, the "Front Page Detective," was a Broadway star for many years before he made his first screen smash in "What Price Glory?" in 1923. Famous for his portrayals of debonair men-about-town, Lowe was born in San Jose, Cal., 62 years ago. A graduate of Santa Clara University at 18, he was a versatile and energetic athlete for many years, at one time thought he would become a professor, but could not resist the stage's call.



JACK ORRISON portrays Police Sergeant Brady on Dumont's "The Plainclothesman." A native of Cripple Creek, Col., he was raised on a ranch, became a singing cowboy on a Denver radio station when he was 21. The broken nose he received as a PFC in Europe during the war made him look more like a policeman than a rancher. At the war's end he was used on TV in many mystery programs, hasn't missed a performance of his present show in 5 years; Jack's an avid baseball fan.

CHARLES MCGRAW plays the lead in "Adventures of the Falcon." A prize-fighter and a seaman before he began acting in earnest, he still holds a third mate's card and has a boxer's build. McGraw first appeared on Broadway in "The Jazz Age," is best remembered in films as one of the killers in "The Killers." He likes golfing, swimming and badminton, lives just outside Hollywood with his wife, daughter Jill, 12, their toy French poodle, Lili, and their Siamese cat, You, Too.



MARK STEVENS stars as Steve Wilson in "Big Town," was born in Cleveland, Ohio. He began his career with a stock company in Canada at 16, has since played everything from vaudeville to Shakespeare. Mark's first success in films was "Objective Burma." Last season, he scored on TV as "Martin Kane, Private Eye." Married to Texas beauty Annelle Hayes, son Mark Richard is 8, daughter Arrelle is 5. Mark enjoys tennis and painting in his spare time.

CHESTER MORRIS stars as the narrator of "Captured." Born to theatrical parents in New York City in 1901, his first stage appearance was with John Barrymore in "The Copperhead" when he was 15. Many Broadway shows later, he debuted in films in "Alibi," has since starred in over 70 movies. An accomplished magician, he has invented many tricks now used by famous prestidigitators. He is five feet nine, has green eyes, black hair, enjoys fishing, and has a six-year-old son.



KENT TAYLOR plays the title role in "Boston Blackie." Well-known to movie audiences for his appearances in over 100 films, Kent got his first break when he was helping a girl with a screen test and caught the eye of the Hollywood big-wigs. He has been seen in such movies as "Cradle Song," "David Harum" and "Payment on Demand." Married and the father of two girls and a boy, Kent names Waterloo, Ia., as his hometown. He likes fishing, golf, horseback riding.

faces you never see . . .



BIG STORY: Norman Rose, the off-screen narrator, is a six-footer with brown eyes and black hair. Born in Philadelphia, Pa., he now lives in Nyack, N. Y., with his wife and three young daughters. He has appeared

on TV in "Claudia," "Police Story" and "The Goodyear Playhouse"; on radio in "Big Sister," "Young Dr. Malone" and "Eternal Light"; and on Broadway in "The Fifth Season," "St. Joan" and "Richard III." His hobbies are motion pictures, chess, music, books. He's been featured on children's records.



JUSTICE: Westbrook Van Voorhis has the voice that is heard narrating this crime series. A native of New York City (born there on Sept. 21, 1903), tall, lanky Voorhis is married to the former Constance McKay,

and their daughter Nancy is 20. His voice first became famous as an announcer on CBS, later became even more famous when he narrated the "March of Time" series. In his time away from the microphone, Van Voorhis likes to farm, specializing in sheep-raising. He's an artist and paints in oils.



THE PLAINCLOTHESMAN: As the unseen hero of this series, Kenneth Lynch spends most of his time dodging the cameras. Born in Troy, N. Y., he originally wanted to become an engineer, but could not resist

the fascination of acting. During his 15 years on radio he has played more than 3,000 roles on such shows as "Gangbusters," "The Falcon" and "Mr. District Attorney." Kenneth, his wife, his two sons and his daughter live in Douglaston, N. Y. He is also a writer. Ken hopes eventually to become a director.

foreword by **lucille ball**

■ It's nice to be back with you. Let's see, where did we leave off last year? I was saying something about how TV "families" like Ozzie and Harriet Nelson's—and our own—sometimes reflect the real lives of the couples who appear on them. Well, I want to take back part of what I said. The Ricardos don't *begin* to reflect the hectic hustle-bustle that has overtaken the Arnazes over much of the past couple of years. Nobody would believe it if the Ricardos did. Sometimes people wonder out loud at me: "How do you and Desi manage to do a weekly TV show, fit in a movie like *The Long, Long Trailer* on the side, run Desilu Productions, raise two kids—and keep your sanity?" So, who knows? I guess some weeks you manage to do everything *but* keep your sanity. The real answer is that you try to ride up on top of it all, instead of letting your life ride piggy-back on your sagging shoulders. For instance, you keep life as simple as possible between Thursday p.m. when you finish filming one show and Monday a.m. when you start rehearsing the next one. Chances are you have some things like Community Chest appearances to sandwich in, but as much as possible you stick to the little old ranch, or the Chris-

Craft, or both. You live in slacks, you don't go night-clubbing, you deny yourself the luxury of worrying. And during the work week you try to keep things free and easy too, remembering that tension is murder. Getting along with other people has always been more important to me than it is to lots of people. I take particular pains to try and make everyone like me—I guess I'm happier when people around me are happy. Desi and I realize the importance of those who work with us; we know we wouldn't have a show without them. . . . Both at the studio and at home, I keep busy. I can't stand inactivity, and I've never understood people who don't know what to do with themselves. Before the babies, I had hobbies. Before the babies—why, Desi and I don't feel we lived until we had them. All of a sudden there's a reason for everything—they're worth every sacrifice, and every move we make is with them and their security in mind. I guess they're the final answer to "How do you keep your sanity?" When things get so hectic for the Arnazes that they turn sea-green with envy at the easy life of the Ricardos, they just look at their children—and everything in the universe comes back into perspective.

SITUATION COMEDY

guests for the evening



LUCY and RICKY, after two years of marital pandemonium on CBS-TV, are still going strong and a couple they resemble, Lucille Ball and Desi Arnaz, have two Emmys on the mantel of their California ranch to prove that the success of "I Love Lucy" is no dream. But it is the stuff dreams were made of back in 1939 when a once-wealthy Cuban refugee from a revolution, Desiderio Alberto Arnaz de Acha III was playing drums in "Too Many Girls" and eyeing a redheaded chorine who had the lead. She was the daughter of a Butte, Montana, mining engineer named Ball. Lucille hadn't lost any polo ponies in a junta, but she nearly lost her career after an auto crash disabled her legs. For awhile after marriage, the two almost lost hope. They were separated while Desi toured with his band, later lived a pillar-to-post life as a vaudeville team. Their act inspired today's hit duo which has made dreams come true for Lucille and Desi. For Lucille, time to spend with young Ricky and Lucy; for Desi, fishing off his cruiser. Their Desilu Production Company also makes possible a Palm Springs manse with back door opening on the golf course.



ETHEL, neighbor to the Ricardos, wife to Fred, is a role demanding of vitality. Kansas-born Vivian Vance showed her talent and stamina previously in Broadway musicals, acting for GIs under fire in North Africa, night club singing, movies. For relaxation, she ranches in New Mexico with her actor-husband Phil Ober.

FRED, friend and foil to the Ricardos, was born William Frawley in Burlington, Iowa, 1893, destined, he thought, to be a court reporter. CBS-TV saw him more as a court jester plucked him from film character parts (arrived at via vaudeville) for the on-camera chaos which has made his off-camera life so cozy.





I married joan

JOAN STEVENS, the head-over-heels heroine of NBC-TV's "I Married Joan", is Joan Davis, who stands on her head to relax. Fans of the comedienne who has made the grimace and the yowl her trademark ever since her discovery by Mack Sennett might wonder "how could he?" Marry Joan, that is. Well, her first straight man Si Wills did, right after her graduation from St. Paul, Minn., high school, and made her drop Madonna Josephine for just Joan. Daughter Beverly plays Joan's sister on the show. In their spacious home, Joan's tastes are less manic, more normal, and wifely—Cadillac, poodles, et al. To keep from becoming too average she runs a film production company, starring herself, also plays the harp.

JUDGE BRADLEY STEVENS plays it straight and narrow (the margin between sanity and insanity) as Joan's husband on "I Married Joan." In real life, Jim Backus wishes he got to see as much of his charming sculptress wife Henny as he does of his exasperating TV spouse but regards it as the price of success. Jim came to his present role from radio, where his bass register was almost as well known on shows with Alan Young, Bob Burns and Jack Benny as his pained expression is now familiar to viewers. A native of Cleveland, he has been seen on B'way in "Hitch Your Wagon" and "Too Many Heroes." Writing is his chief hobby, but his TV duties leave him with barely enough time to rest up between bouts with Mrs. Stevens.

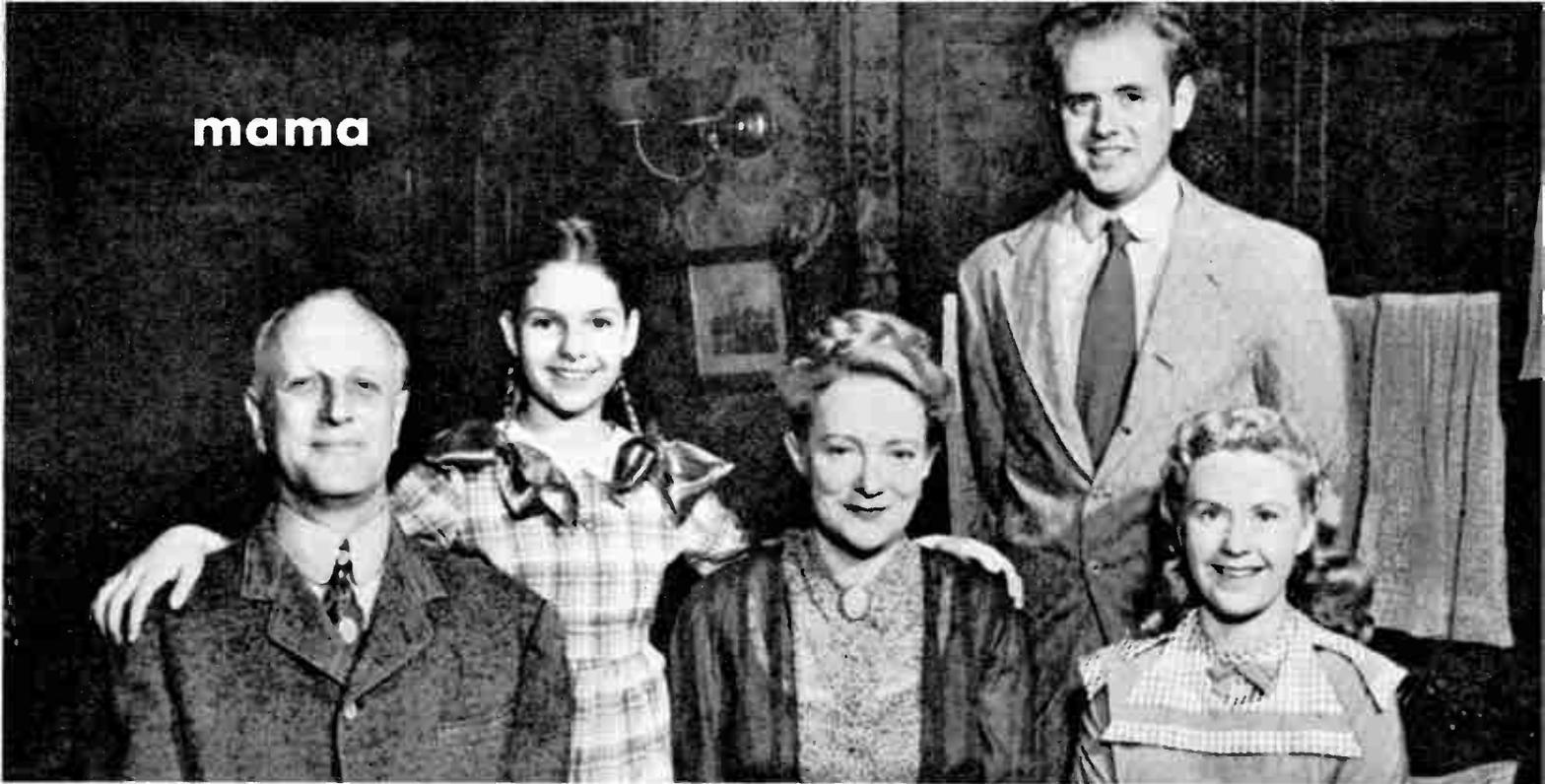
our miss brooks

CONNIE BROOKS, the schoolmarm whose bookishness is worse than her bite, on CBS-TV's "Our Miss Brooks," has been portrayed for both TV and radio by Eve Arden, she of the acid tongue. Originally Eunice Quedens of Mill Valley, Cal., Eve began trudging the uphill path to thespic success at 7 when she sang, "No Kicks My Dog." Milestones along the way included little theatre, then the Ziegfeld Follies and her film debut in "Stage Door." Now at the top of the entertainment heap, Eve lives on a Hollywood hilltop with suave actor-husband Brooks West and their adopted daughters, Connie and Liza. For the pleasures of being a television star, she has a characteristic crack, "All I have to do these days is work like a pack mule." On one subject, however, the Arden facade of sarcasm falls apart—she's expecting her first baby soon. She's a whiz at decorating and raids antique shops regularly.

PHILIP BOYNTON, 6' 3" biology teacher on "Our Miss Brooks" is in the large and capable hands of Robert Rockwell. Hailing from Lake Bluff, Ill., Rockwell served a four-year hitch in the Navy before he got his first stage part in "Cyrano de Bergerac," given to him, he claims, because he was the first man to show for try-outs and could fence. Thence to Pasadena Playhouse where he met and married Bettyanna Weiss. They have three children, Susan, 9, Bob Jr., 7, and Jeffrey, 3. In his CBS-TV role Bob is often as helpless as an amoeba before the onslaught of Connie Brooks but his real life friends know otherwise. He studies acting seriously and plays tournament tennis. Self-effacingly modest, about the only extraordinary thing he can think of about himself is that he's descended from the 12th President of the United States, Zachary Taylor. He weighs 190 pounds, has brown curly hair, blue eyes.



mama



PAPA, affectionate patriarch of the Hanson brood, is really a bachelor. Judson Laire lives alone in his family home in Pleasantville, N.Y., raising roses and chrysanthemums in quiet contrast to the domesticity of "Mama". Often he drops his Norwegian accent to handle dramatic roles on CBS-TV. He made his stage debut with Jane Cowl in "Rain From Heaven." Subsequent parts took him to Germany and North Africa with the USO. President James Monroe in Sidney Kingsley's "The Patriots" is considered the finest role he created prior to "Papa."

DAGMAR is growing up and Robin Morgan who has portrayed the pig-tailed Hanson youngest since 1949, is growing up in the part. Born in Lake Worth, Fla., Jan. 29, 1942, Robin entertained in Army camps where her father was stationed when she was three. By six she was an experienced model and radio regular. At nine, she saw "Mama" in movies, prayed for the part, won it in competition with 99 little girls. She and Dagmar are becoming teen-agers together, Robin, at home in Mount Vernon, NY, Dagmar, in San Francisco.

MAMA, now in her fifth year as a CBS-TV mainstay and backbone of the family Hanson, is portrayed by Peggy Wood, who has learned to speak Norwegian (she received the Royal St. Olaf Medal from King Haakon of Norway) and is a grandmother. Miss Wood occupies two columns in "Who's Who In The Theatre;" suffice it to say she bowed at 18 as a chorus girl in "Naughty Marietta," starred in the classics and Noel Coward's "Blithe Spirit," and has published three books. She's married to William Walling.

NELS, the busy and inventive Hanson boy, is a fitting role for Richard Van Patten, who has had nearly as many B'way assignments as he is years old. (Born Dec. 9, 1928). His career began in the cradle when he won three beautiful child contests. He modeled for Powers, made his stage debut at 7 as Melvyn Douglas' son. Handsome is the word for Dick, who appeared with the Lunts, Tallulah Bankhead and Fredric March before he reached his majority, is still picking up credits as briskly as ever in radio, TV, stock.

KATRIN, "Mama's" eldest, was the first regular TV part for Rosemary Rice, who specialized on B'way as a teenager after her graduation from high school in native Montclair, N.J., although she had made her stage debut at 14 in "Franklin Street." Many theatregoers will never forget her subsequent Fluffy in "Junior Miss," the epitome of dizziness. Now blonde, 23, and far from being fluffy, Rosemary plays a blossomy Katrine and she frequently graces other CBS-TV dramatic showcases with her maturing talents and enticing looks.



private secretary

SUSAN CAMILLE McNAMARA is the full name of CBS-TV's creation for Ann Sothern, "Private Secretary." Not long on shorthand, but short-tempered with the long lines of office wolves, Susie is another of those protean models of womanhood not unlike Ann's immortal screen Maisie. It's hard to believe that La Sothern, after beginning life as Harriette Lake in Valley City, N.D., intended to spend it as a serious music composer. A talent scout happily intervened with resulting stardom in stage, screen, radio and TV. She lives with her ten-year-old daughter, Patricia, in their Beverly Hills home.

PETER SANDS, Susie's boss on "Private Secretary", is played by Miami, Okla., native Don Porter who began his career with the Federal Theatre, wrote educational radio shows, acted in films. Married to Peggy Converse, he has one son.

VI PRASKINS, off camera, is Ann Tyrell, late of Maple Falls, Wash., who is single, likes gardening and records literature for the blind. She has appeared in operetta, on B'way and off, and movies, including "Julius Caesar" and "Young Bess."

ethel and albert

ETHEL is as well known to actress-writer Peg Lynch as her very own self. The creator of "Ethel And Albert" first put her characters on the air in Minnesota after graduation from the state university. In larger formats, they were used on local radio stations until Peg packed up to try writing in NYC. NBC-TV took a shine to her show, would have only her in the part and there she is, when not at her Connecticut home with her engineer-husband and three-year-old girl.



ALBERT is portrayed with finessed blumbleness by Alan Bunce, cotton broker and candy salesman turned actor. Born in Westfield, N.J., Alan saw a play titled "S.S. Tenacity," decided he needed only a little of that quality to get into show business. Inside of six weeks, he was playing the lead. After six years of being "Young Dr. Malone" on the radio, he became Albert. Alan and former actress-wife Ruth Nugent have three teen-agers, live in Connecticut.

the goldbergs

MOLLIE, who sprang from the imaginative pencil of Gertrude Berg 24 years ago for radio, is still in the hands of her creator for Du Mont's "The Goldbergs." Mrs. Berg, who was born in NYC in 1900, got her start by reading aloud her illegible longhand script, now enchants millions with her Bronx-type malapropisms, starts scribbling at 6 a.m. and engineer-husband Lewis types result. They have a city apartment, home in Bedford Hills, N. Y. and two married children.



JAKE of "The Goldbergs" is played by Robert H. Harris, but he's worn so much exotic makeup in previous roles that no one would know it. Harris, who was born in NYC in 1911, the son of a rabbi, had his first operetta rejected at 17, but got his first part as consolation. After eight years with the Yiddish Art Theatre, he made his B'way bow in 1937. TV used his talents as a director in 1944. Mollie called him soon afterward. Married, he has a five-year-old boy.

jamie

GRANDFATHER to the winsome orphan Jamieson, John Francis McHumber on ABC-TV's "Jamie" is Ernest Truex, who knows something about boy actors, having toured his native Missouri as a child tragedian. The 64-year-old actor got his start when introduced to Lillian Russell at a race-track. She mistook him for a jockey and cast him as one in "Wildfire." Truex is a veteran of over 50 plays, many movies, heads an acting dynasty—both sons and their wives.



JAMIE is enacted by 12-year-old Brandon De Wilde who won critical acclaim for his stage debut in "Member Of The Wedding" at 7. This tow-head gets 25 cents weekly allowance at home in Baldwin, Long Island, for emptying garbage pail, setting table, while his fabulous earnings from "Mrs. McThing" and "Shane" are banked by parents, both stage vets. He has many hobbies—archery, fishing, piano, etc. Brandon says he will be a producer or a cowboy.

life of riley

PEG, the missus of NBC-TV's "The Life Of Riley," is played by Mrs. Marjorie Reynolds who dropped her child star name of Moore when she married movie director Jack Reynolds. Simultaneously, she graduated to such pix as "Holiday Inn." Born Marjorie Goodspeed Aug. 12, 1921, in Buhl, Idaho, she appeared with Ramon Novarro when she was 6, retired to school, returned as a chorus girl, thence her sagebrush career. The Reynolds have a daughter, Linda.



CHESTER A. RILEY is the latest role for an actor whose first job was bat boy for the New York Giants. William Bendix was born in NYC Jan. 14, 1906, played minor league baseball and was running a grocery when the Depression catapulted him into the Federal Theatre Project. He scored on B'way in "The Time Of Your Life," did character parts in films and created Riley for ABC radio. Bill and wife Therese have two girls, one of them studying drama.

make room for daddy

DANNY WILLIAMS is Danny Thomas. The star of ABC's "Make Room For Daddy" has always considered himself more an entertainer than a socko comic; consequently, his personality lights up as the comedian with a human side. Danny, however, got his start as a \$50-a-week emcee in a Chicago nite spot, was soon piling them in from all over. He has toured clubs, made flicks and most recently done TV guest shots. As Williams, Danny says that he feels "satisfied."



MARGARET, Danny's wife, is played by Jean Hagen, originally Jean Shirley Ver Hagen of Chicago. After graduation from Northwestern, Jean beat a path to B'way with \$100 earned from modeling, lost her first part because of an appendectomy. She lost another big chance in 1947 when she broke her leg, but actor Tom Seidel married her and carried her piggy-back honeymooning in Canada. Her films include "Adam's Rib," "Side Street," "A Life Of Her Own."

meet corliss archer

CORLISS ARCHER on the show of the same name is the first big part for 21-year-old Ann Baker who began life in Sedalia, Mo., eleventh and youngest in her family. She studied violin, but got the acting bug while being Queen in a local promotion campaign. NY nixed her for the stage, but put her face on 50 magazine covers. Dismayed, she went to California to study music, but was popped into film feature roles and she signed the Corliss contract in no time flat.



DEXTER, swain to Corliss, is 20-year-old Bob Ellis' first live TV effort, but that's not to say he's a neophyte. Chicago-born Bob began modeling at 6 months, had his first steady radio role in soap opera at the age of 5. A vet of such soaps as "Junior," "Ma Perkins" and "Guiding Light," he has also played Ann Sothern's son and Babe Ruth as a boy for the movies. He drives an M.G., has a boxer and sells scripts to TV's "Henry Aldrich," hopes for a big literary career.

meet millie

MILLIE, pert protagonist of CBS-TV's "Meet Millie," is played by statuesque blonde Elena Verdugo who acquires her tan sunbathing in a beach cottage at Santa Monica with writer-husband Charles Marion and Richard, 5. Elena grew up in a musical Los Angeles family, got her first dancing role at 14 in "Down Argentine Way." "The Pathfinders" is her latest. Although she does dramatic parts, she still treasures her first toe slippers. She sang for Xavier Cugat.



JOHNNY BOONE is played by Ross Ford who first saw light of day in Sterling, Colo., on Feb. 24, 1923. After graduating from Indiana State Teachers College, he worked as a freight train brakeman until getting the nod from Hollywood and Peggy Potter, whom he married in '42. Their daughter Penny was born a year later. After a stint in the Air Corps, Ross resumed his acting career, made films, took a flier in TV, with the result being his "Meet Millie" role.

mister peepers

MR. PEEPERS was created for Wally Cox by NBC after he had caused convulsions on TV guest appearances. Previously, the Detroit-born (1924) botanist had been confined to family parties and off-beat NY boites where his spare (5'6") frame, spectacles and quiz-zical sallies were arousing a following. In addition to having written reams of club routines, Cox is the author of a play about a rosebush, owner of two motorcycles and is singlehandedly building his own home.



NANCY REMINGTON, the part of a high school nurse in love with "Mr. Peepers," is Patricia Benoit's first fling at comedy and she thinks it's wonderful training for her serious acting career. This began in summer stock, culminated on B'way in "Glad Tidings" and "The Brass Ring," which brought her TV roles and eventually, Nancy. Pat hails from Fort Worth, Tex., where she was born Feb. 21, 1927, now lives with her husband, Peter Swift, in Greenwich Village.

my favorite husband

GEORGE COOPER of CBS-TV's "My Favorite Husband" is really Barry Nelson, special spouse to Teresa Celli, and a relative newcomer to TV. The Nelsons still act like newlyweds in their New York penthouse apartment where Barry hangs his poster collection and Terry sketches. A native of California, he got his first film raves in "A Guy Named Joe"; while in the Air Force, was in "Winged Victory." B'way has used him often, notably in "The Moon Is Blue."



LIZ COOPER is played by East Orange, N. J.'s gift to magazine covers and the theatre, Joan Caulfield. Joan paid her way through Columbia modeling, was picked to play Corliss Archer in "Kiss and Tell." When she left the show for Hollywood, her sister Betty became Corliss. In 1950 she married producer-director Frank Ross, toured stock under his aegis. The Rosses and dog Davey live in a Beverly Hills hacienda with a sun dial in swimming pool.

my little margie

MARGIE ALBRIGHT, heroine of NBC-TV's "My Little Margie," is played by Texas' diminutive Gale Storm, who entered this world on April 5, 1924, as Josephine Cottle. She and husband Lee Bonnell met after both won Gateway to Hollywood contests. Lee is now an insurance man and their three young'uns—Phillip, 10, Peter, 7, Paul, 6—leave Mom little time to do much except supervise building of their San Fernando Valley home, knit socks for show's cast.



VERNON ALBRIGHT, Margie's father, is portrayed by greying, distinguished Charles Farrell, who began making his screen name in the Twenties, achieved distinction in "Seventh Heaven" with Janet Gaynor. Born in Walpole, Mass., in 1901, Farrell is also famous for having bought for a song a plot of Palm Beach sand in 1934 and parlayed it today into the lucrative Racquet Club. He married Virginia Valli in 1932, served as lieut. commander on "Hornet."

the stu erwin show

STU ERWIN is his mild-mannered self for ABC-TV's "The Stu Erwin Show," still the lovable "timid soul" he has characterized in more movies than would fit on this page. Son of a California stock farmer, Stu studied acting briefly after the U. of California, then managed a road show. He met his wife on the set of *Dude Ranch* after both had become established in films. The Erwins now go to Hollywood only to shoot their TV film series, then rush back to New York. On the Coast, they telephone the kids each day.



MRS. ERWIN likes Mr. Erwin just as much as she seems to on "The Stu Erwin Show." June Collyer and Stu married 23 years ago, still hold hands on the set. Their kids, Stewart, Jr. (now 22) and Judy (19), got sick as moppets while Mom was busy with a movie career and she was so worried she gave it all up until they'd grown up and TV proved irresistible. June's the daughter of a New York lawyer, unexpectedly landed in her Dad's office and arranged a screen test.

that's my boy

JARRING JACK JACKSON is the latest typical American role for Eddie Mayehoff. The star of "That's My Boy" on CBS-TV was born in Baltimore, graduated from Yale in '32 when the U.S. was broke and so was he, so he organized a dance band and toured the country. En route, he began collecting suburban dialects and types which he later put to use on his own radio show, on B'way in "Season In The Sun." He's fair and 5'11". He's been on "Studio One" and appeared with Jack Haley and Kyle MacDonald.



ALICE JACKSON, wife of Jarring Jack, is up to Rochelle Hudson, who practically fell into her first movie part at 14. She played ingenue leads with Will Rogers, to name one, spent the war years in Naval Intelligence but resumed her film career when called upon to appear in Chicago's first live TV show. After this, she made a filmed series with Herbert Marshall, toured the U.S. with Bert Lahr in "Burlesque." She also frequents dramatic productions such as "Racket Squad" and "Trouble on Pier 13."

topper

MARION KERBY, wifely ghost on CBS-TV's "Topper," is actually a very real wife to George Kerby, played by her husband Robert Sterling. Anne Jeffreys began singing in hometown Goldsboro, N. C., had musical roles in Hollywood (where Nelson Eddy was her mentor) and sang "Tosca" in Brooklyn (where she had to buy her own costumes) but no one really cared until her Broadway success as the shrew in "Kiss Me Kate." In her spare time, she golfs, sketches and raises white Persian cats for relaxation.



GEORGE KERBY is played by Robert Sterling, an actor many feminine fans wish did not have to disappear so often in his present role. Bob was born in Newcastle, Pa., the son of a former Chicago Cubs catcher. The Army interrupted his Hollywood career, headed him for acting berths on TV dramatic shows. While guesting, he sang a duet with Anne, decided they'd make a good permanent duo, so they teamed up for marriage. They plan to add lots of "Sterling characters" to the family. He's 6' 1".

where's raymond?

RAYMOND WALLACE of ABC-TV's "Where's Raymond?" is Raymond Wallace Bolger who was born in Boston in 1904 and despaired of ever learning to dance—so often did he languish on stag lines. The first time Ray tried tapping through Amateur Night, he got "the hook." Many years and much practice later, parts broke for Bolger in "George White's Scandals," "By Jupiter," etc. Among his hobbies are golf, fishing, poker and meeting interesting strangers. His (classical) record collection is huge.



RAY'S DANCING PARTNER is exotic but un-languorous Sylvia Lewis who, at 23, is one of the youngest choreographers in the business. She has created some of the production numbers on "Where's Raymond?", previously was assistant dance director at Universal-International. Born April 22, 1931, in York, Pa., Sylvia moved to Hollywood at 11, studied ballet, tap and appeared in musicals. Thus far, she has avoided matrimony, only because she's so fast on her feet. She lives with her mother.

hey mulligan!

MICKEY MULLIGAN, new if not altogether untarnished prodigy of NBC, is Mickey himself the Rooney, that indomitable lad who is no longer such, but will always be Andy Hardy to millions of moviegoers. Mickey, progeny of vaudevillians Joe Yule and Nell Carter (he was then Joe, Jr.) escaped from dressing room to stage at a fast toddle when he was two and has been performing ever since. He free-lances for parts these days, makes his home in Hollywood. He's won an Oscar and also directed.



LILY RUSKIN, of CBS-TV's "December Bride" is the latest in a long list of triumphs for Spring Byington. Her doctor mother sagely allowed her to choose her own career and, even at 14, the footlights seemed most glamorous. At 17, she was a success—and touring at \$35 a week. Later, she played one night stands in Colorado mountain towns and in Kansas plains town, shared rooms with other aspiring actresses at \$2 a week. She is a veteran of almost 80 Broadway plays and Hollywood films.

DAYTIME SERIALS

life on the installment plan

foreword by
mary stuart

■ In the beginning, people said it just wouldn't work; daytime drama and television simply weren't made for each other. Experts proved and re-proved that whereas women had gone about their housework for years, listening to radio soap operas, they wouldn't look at television dramas because looking, and going about their housework, couldn't be done at the same time. The producers of "Search for Tomorrow" were urged to search for something else where they wouldn't be licked before they started. So once again, history crossed up the experts. Instead of finding no audience, the daytime dramas have found one of around 18 million people. Instead of failing, they've succeeded, and there are more of them this season than ever. The reasons aren't hard to find. What the experts didn't reckon with was the increased leisure time that the techniques of modern living are adding to the life of today's woman—and her determination to make the most of it. An additional reason in the case of "Search for Tomorrow" is that it enables the viewer to identify herself with a woman who is definitely *doing* something. Joanne Barron has a child, she has an interfering mother-in-law, she is a widow, she supports herself with the Motor Haven. And every woman who follows her life either is such a person too, or can easily imagine herself being such a person if her circumstances were changed ever so slightly. Joanne is in partnership with a man, Arthur Tate, and the implications of this, from gossip to romance, are something every woman can appreciate. . . . Another reason such programs are succeeding is that their casts must act. Being seen as well as heard, there is less danger of their falling into unreality. Because they are seen, they change and develop as real people do, instead of remaining ageless, unseen, unchanging people. I know Joanne Barron is real enough to me. When Joanne and her daughter Patti break into song together, or when people send me gifts and advice in Joanne's name, or when I face and handle—as Joanne—a problem that I know is a real-life kind of problem, then I recognize the truth of that old adage once more: seeing is truly believing.

JOANNE BARRON, troubled housewife on CBS-TV's "Search for Tomorrow" is played by Mary Stuart, whose real-life domestic role is sunny indeed. Wife of TV producer Dick Krolik, Mary confesses, "I'm doing just what I like. I'm acting. I have time in the afternoon to bake a cake—and time in the evening to spend with my husband." Born July 4, 1926, Mary was in several movies, helped create the original plot of "Search."

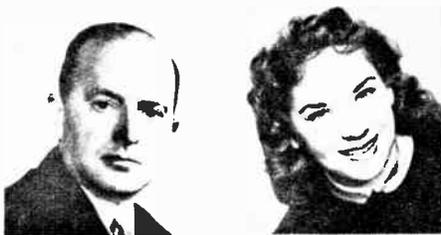
ARTHUR TATE is portrayed by Terry O'Sullivan, whose life work before this role was as an announcer. Married to Jan Minor of radio's "Hilltop House," Terry spent his announcing years in such places as Kansas City, Tulsa, San Diego and Los Angeles before coming East. He likes acting better. Reason: now people ask for his autograph. His wife is beginning to contend with Terry for honors and is seen often on TV drama shows.

PATTI BARRON, charming little girl on CBS-TV's "Search for Tomorrow," is Lynn Loring, probably the least affected child star in the business. As brilliant as she is sweet, Lynn is two-and-a-half years ahead in school despite her TV job. In addition, she studies French, ballet, piano and tap-dancing. Her father's a shipping magnate. Lynn likes bike riding, skating, tennis, etc.; credits her stamina to "lamb chops."



the brighter day

REV. RICHARD DENNIS of CBS-TV's "Brighter Day" is Bill Smith, a New York City boy who spent years as a band singer and commercial announcer before turning thespian. In the original cast of "Life With Father," Bill withdrew because of a heavy soap-opera acting schedule. A Georgetown grad, he lives with his wife and five kids in Rockville Centre, Long Island. All five children are musically inclined. Bill's spare time is divided between golf and reading.



PATSY DENNIS, the minister's daughter in "Brighter Day," is played by Lois Nettleton, a young lady with some critical plaudits already thrown her way for her work on Broadway in "Darkness at Noon." Lois is from Chicago, where she attended two of that city's top spawning grounds for talent: Senn High and the Goodman Theater. Lois is 27, unmarried, a proficient athlete and artist. She's five-five, has green-blue eyes and brown hair, weighs about 118 lbs.

concerning miss marlowe

MEG MARLOWE, about whom NBC-TV's "Concerning Miss Marlowe" is concerned, is played by film veteran Louise Allbritton, familiar to cinema fans for her devastating wisecracks in such items as "Sitting Pretty" and "The Egg and I." Louise is an Oklahoma City girl and is married to CBS newsman Charles Collingwood, whom she met on a blind date in 1946. A top hostess while living in Washington, she rates the same in N.Y. and is a wizard at Scrabble.



BILL COOKE, the press agent on "Concerning Miss Marlowe," is played by John Raby, a real old pro at the radio-TV acting dodge. Way back in 1939, he was in "When a Girl Marries," and he's been going strong ever since. He was in service in both World War II and during the Korean fracas, doing radio work both times. 38-year-old Raby has been acting for 20 years, is married and father of two kids. He commutes from New Jersey.

first love

Laurie James, of NBC-TV's "First Love," is enacted by Patricia Barry, to the manner born as an actress—if in-laws count. She's married to Philip Barry, Jr., son of the famed playwright and has won some fine notices in some not-so-fine plays. Pat tried the movies, was unhappy on the West Coast and came back to New York to stay. She has one daughter, Miranda Robin. She loves to commute to Philadelphia for the show as it gives her time to read.



ZACHARY JAMES, struggling young hero of NBC-TV's "First Love," is ably played by Val Dufour, a lad from Dixie whose persistence paid off rather quickly with a successful acting career. Born February 5, 1928, Val studied drama at Louisiana State and set out for New York and the theatre upon graduation, against stern parental objection. Three months as an elevator operator at the Hotel Astor, preceded a job at his principal love: acting.

golden windows

JULIET GOODWIN, aspiring young singer on "Golden Windows," is played by aspiring young singer-actress Leila Martin. Born in Brooklyn in 1932, Leila has been in the glamor business since she was five years old, when she won a Caney Island kids' bathing beauty contest. Although she's been in several Broadway shows, this is her first sizable part. Leila's husband, Leonard Green, Mercury Artists' president, catches her show daily on an office TV set.



TOM ANDERSON, the hero of NBC-TV's "Golden Windows," is played by Herb Patterson, who has behind him a rather undistinguished career as a Fuller Brush man. That's when he was doing the "starving actor" routine. But it's all behind him now that he's landed this five-day-a-week role. Born in Stockton, Calif., in 1922, Herb was in one film before heading East in 1942 "to make my fortune." He did a stint as an advertising copywriter too.

the guiding light

META ROBERTS, on CBS-TV's "Guiding Light," is portrayed by Ellen Deming, who does the same part on radio. Actually the radio part is a cinch, the lines being the same on both. Ellen is from Schenectady, where she was acting on TV while it was still in the experimental stage. A graduate of Stevens College, in Missouri, where she studied under the fabled Maude Adams, Ellen is married to Hal Thomson, a TV writer who's also a college instructor.



JOE ROBERTS, the hero of "Guiding Light," is played by handsome Herb Nelson, a Stillwater, Minnesota boy, whose home town didn't run deep enough for him. After spells at the U. of Minnesota and at a St. Paul radio station where he was a livestock announcer, Joe headed for Chicago, where he landed work on some 20 radio serials. A World War II vet, Herb now commutes to New York daily from New Jersey, where he lives with his family.

hawkins falls

LAIF FLAIGLE, on NBC-TV's "Hawkins Falls," is portrayed by king-sized Win Stracke, ballad singer extraordinaire. His bucolic appearance notwithstanding, Win is Chicago born and bred, and furthermore, is an expert on classical music. Son of a Baptist minister, Win spent years on the road in Central and South America, collecting folk songs as he went. A frequent entertainer at Windy City niteries, Win is one of Chicago's best-known personalities.



MILLIE FLAIGLE, the humble washerwoman on "Hawkins Falls," is played by Rosalind Twohey, whose career includes a spell as secretary for—of all people—Gypsy Rose Lee. Roz's family have encouraged her to be an actress since she was a little girl. She studied drama at Vassar and later under famed Michael Chekov. In 1945, while touring with USO troupes, she met and married John Twohey. A New Yorker, she is 5'4", has light brown hair.

portia faces life

PORTIA NELSON, the lady in question on CBS-TV's "Portia Faces Life," calls for the considerable talents of Frances Reid, for some time now one of the New York area's most prominent actresses. A native of Wichita Falls, Texas, Frances was once fired from a job in a store because her employers found out she was working as an actress when allegedly home sick. She's played opposite such stars as Jose Ferrer. Her husband, Philip Bourneauf, is an actor.



WALTER MANNING is easily recognized as the movies' venerable Donald Woods. Don was born in Canada, grew up in California, where his first ambition was to write. At the U. of California, he wrote the class play, liked the lead part so much that he took it himself—and has been an actor since then. He lives in New York with wife and two children. Seen frequently on TV's top dramatic shows, his acting leaves little time for his favorite sport—tennis.

the secret storm

PETER AMES of CBS-TV's "The Secret Storm," is played by Peter Hobbs, who was born under circumstances as dramatic as those on the show. His arrival took place at a base hospital in France during World War I; his father died of influenza shortly after performing the delivery chores. Numerous stage and TV credits precede Peter's present role, including one as Marlon Brando's understudy. His sports are tennis, baseball, his hobby, plumbing.



SUSAN AMES, on CBS-TV's "The Secret Storm," is portrayed by Jean Mowry, an actress heretofore seen and heard only from Chicago. Miss Mowry was born in Madison, Wisconsin, on January 14, 1928 and graduated from the U. of Wisconsin. Frisky, blonde, blue-eyed Jean is 5'5" in height, weighs 115 pounds. She studies dancing, plays piano, likes tennis, loves to cook. Although she's played in many radio and TV parts, this is her first major role.

three steps to heaven

POCO THURMOND, on NBC-TV's "Three Steps to Heaven" is played by Kathleen McGuire, a young lady who has apparently vaulted those three steps by getting this part. Born in New York City, Kathleen has always burned to be an actress. Relatively inexperienced, she's considered a natural, but has had to learn such acting tricks as "standing at right angles to one's self." Single, she shares a Greenwich Village flat with a girl friend and, natch, a cat.



BILL MORGAN, on NBC-TV's "Three Steps to Heaven," is portrayed by Mark Roberts, a guy making a life's work out of being cast as a writer. He's done it so often that he's decided to write a novel. Born Robert Scott, he changed his name because another actor had his. He once commuted between New York and Philly daily, doing a play in one and a soap opera in the other. Born in Denver in 1921, Mark is 6'2", slim and tall, has dark hair.

love of life

VANESSA DALE, the gal with all those troubles on CBS-TV's "Love of Life," is aptly played by pert Peggy McCay, a New York lass with the persistence to survive a series of Broadway flops and keep right on acting. 25 years old, Peggy is a graduate of New York City's Barnard College. In 1949, she joined the Fordham University Players and toured the barn circuit. She played 33 weeks in Dallas with the Margo Jones troupe, which led to TV.



HELEN EMERSON, the "Valiant Lady" on CBS-TV, is portrayed by Nancy Coleman, a large-sized talent in the acting business. Nancy is the mother of three on the TV show and of twins in real life, likes both jobs. Married to drama critic Whitney Bolton, she lives at Hempstead Harbor, Long Island. Her film credits include "King's Row" and "Mourning Becomes Electra." Playing mother to two broods means getting up each day at 5:30 a.m.

valiant lady



what every woman

foreword by **arlene francis**

■ One of the funniest bits of ribbing that radio ever got, emerged from the gravel-lined vocal cords of Fred Allen when the old master of the verbal hot foot turned his inspired sarcasm on the "at home" programs. With Tallulah on the air and with Ginger Rogers on the movie screen, Fred did a burlesque of a radio family that billed and cooed like a houseful of lovebirds as long as they were on the air—and practically scratched each other's eyes out the remaining 23 hours a day. Whether Allen's adenoidal ironies lampooned the real life of any radio family I can't say, but I do know that the gag couldn't apply to real, live television families. Particularly not to the kind of family that brings "Home" into millions of homes every morning. And for a very obvious reason. Actors have been known to carry on spirited feuds behind the scenes of legitimate plays—but the actors don't exist who'd be good enough to get away with it on a show like "Home." Like anything insincere, it'd be bound to show because nothing escapes the candid, all-seeing eyes of Cameras One, Two, Three, and Four! So it's just as well that we at "Home" enjoy a full measure of domestic tranquillity: you'd know it in a minute if we didn't. Luckily, there's a contagious goodwill prevalent among everyone connected with our program—the editors, sponsors, crew and guests. If anyone felt like behaving temperamentally he or she would hesitate—knowing such behavior would make the individual stand out like a sore thumb. Now, I wouldn't kid you. As in any big family worth belonging to, we have our divergences of opinion, or squabbles, or beefs. But they're talked out in private, between the people concerned, so that "Home," again like any good family, can present a united front to the world. Thus, we've got nothing to worry about but keeping our show informative, useful and interesting enough to be worth a daily hour of a woman's time. Which is kind of a big order in itself: it requires that we editors do an awful lot of keeping up with a fast-moving world in which "women's interests" are no longer bounded by the four walls of home, but range outward from cookery and fashion to world affairs, science, the arts—and everything else under the sun. It requires that everything we do in "Home's" little universe, its circular \$200,000 living area, be designed so that the homemaker can have some sense of personal identification with it. And it requires that we achieve the fast pace of a George Abbot revue while keeping a relaxed and casual atmosphere. We could never do it if we weren't a pretty happy family. If home is where the heart is, then all hearts are in tune, thank Heaven, in this particular "Home."

CHARM



CLAIRE MANN, star-producer of "The Claire Mann Show," is a recognized expert on the requisites of charm. A former ballet dancer, she developed a series of exercises to re-condition herself after a back injury, was asked by doctors to do the same for others. She has published five books on the subjects of health and beauty.

WILL PEIGELBECK is the How-to-Do-It expert on the Home show, grows all the flowers and vegetables for his TV programs on his 1½-acre home in Metuchen, N. J., with the help of wife Erma and his two children. He studied agriculture in college and lectured on that subject in several institutions. Will is a native of Newark, N. J.

FOOD



KIT KINNE, the food editor on NBC-TV's "Home" series, studied home economics at Cornell University, is the daughter of a teacher of home management. Born in Herkimer, N. Y., in 1921, she has worked with the Red Cross, planned cafeterias, appeared as star of "Sally Smart's Kitchen." Kit's married to a N. Y. attorney.



LEE GRAHAM, human relations counselor on "Letter to Lee Graham" (DuMont), was born in New York 35 years ago, attended Hunter College, Columbia University. She has written articles on family counseling for many national magazines and has become a specialist on problems of the aged. She's married to a N. Y. businessman.

HOW-TO-DO-IT

HEALTH



DR. LEONA BAUMGARTNER, the physical health editor on the "Home" show, is the Commissioner of Health for New York City, has been a member of the Health Department since 1938. She holds degrees from three universities, serves now on the faculty of the Medical College of Cornell University, is mother of two children.



HUGH DOWNS, "the man about the house" on "Home," is not only a seer on shopping but a mighty handy guy to have around. He's built two telescopes, written classical music, collects Americana and refinishes antiques. Hugh is a native of Akron, O. NBC hired him in Chicago, has just brought him to New York.

HUMAN RELATIONS

SHOPPING



should know

bob smith and howdy doody say:



// howdy, boys



o-boy, o-boy, o-boy! this

■ Hi, everybody! I've been busy over in Doodyville picking out some of my very best prizes—over 2500 in all—for you kids and, believe me, we've really got some super-specials in our great new contest. Yes—you bet your Howdy Doody boots!—everyone's pitched in to help choose these valuable awards to you boys and girls—Buffalo Bob, Oil Well Willie, Clarabell, Chief Thunderthud—and even Mr. Bluster dropped in to give us a hand. The grand prize is—hold your hats—a trip to New York City! Oboyoboyoboyoboy! That's for the very best artist of all you kids—and the winner will get a **THREE-DAY WEEK-END IN NEW YORK CITY**. All expenses will be paid, there'll be lots of extras and you can bring your Mom or Pop (or any other grown-up you choose) and the American Automobile Association will take care of the whole trip and all the expenses. We will be eagerly waiting for you in Doodyville; you'll make a personal appearance on our program and you'll meet all the Doodyville gang! I want as many boys and girls as possible to win and I asked the Dell Publishing Company and the editors of **WHO'S WHO IN TV AND RADIO** to try real hard to make this the greatest contest ever. So they've set up four different contests and I've picked out 4 Howdy Doody Racers, 4 Howdy Doody

BOB SMITH has two excellent personal reasons for the success of Howdy Doody. They're his own two sons, Robin, 12, and Ronnie, 11, who've taught him how to capture the imagination of the small fry. Bob knows their likes and dislikes, their fancies and their secrets. Bob started out, when he was only five, to become a keyboard virtuoso and won a scholarship in music at Oberlin College, Ohio. He never did use the scholarship but he's, nevertheless, an accomplished hand today with the organ, accordion, saxophone, clarinet, guitar, trumpet, etc. Bob is a native of Buffalo and worked on local stations there until the talent scouts in New York beckoned. One of his first characters was a Western lad, called Elmer, who evolved into the "Howdy Doody" beloved by millions.



and girls!

is the biggest howdy contest ever!

Rockers, 4 Phonographs; there will also be 50 Howdy Doody Playsuits, 150 Oil Paint Kits, 48 Punching Bags and sets of Boxing Gloves, 200 TV sets. And we've got Ukuleles, Marionettes, Bubble Pipes, Electric Doodle games and lots, lots more. Now—here's the most exciting part!

When we pick the best artists, four of you lucky boys and girls will receive complete sets of the Book of Knowledge. Know what that means? These books will answer any questions you have—about anything in the wide, wide world. No matter what your question is, this set of the Book of Knowledge has the answer for you—about the sun, the moon, the birds, trees, about science—about everything you can imagine. But, of course, that **GRAND PRIZE**—for the one luckiest boy or girl—is that **BIG TRIP TO NEW YORK CITY!** Just look at the picture on this page—and all the pictures on pages 56 and 57—aren't they wonderful? I knew—and all the Doodyville gang knew—that you'd like them. Do I see you wondering about what you have to do to win one of these super-duper prizes? It's easy—really easy—turn to pages 58 and 59. See those four drawings? Wouldn't it be fun to color them? Obey, it sure would—well, here's the surprise—that's all you have to do! You have a load

of fun coloring them with your own crayons or crayon pencils, whichever you prefer, and you win a chance at a really valuable prize at the same time. What could be better? Notice how all the drawings are about safety? You know how important that is. Everyone should know it and the American Automobile Association wants every one of you boys and girls to think hard about safety—always—so they're more than glad to give some lucky boy or girl a trip to New York City.

Think you're a great artist? Well, prove it to us—that's all you have to do to win! And when you color the drawings, use any color combination you want. Let's see how original you can be, how unusual a job you can do. But be sure you're neat—that's a very important part of the contests. Remember—you have four contests in which to try for our great Howdy Doody prizes—so you have four separate sets of dates to watch. The prize winners will be those boys and girls who prove to all the Doodyville gang that they are the best artists by sending in the most original and neatest drawings. Remember—one last word of advice for everyone—don't send in your drawings too early or too late for each contest—watch the contest dates! Buffalo Bob and I—and all the Doodyville gang—will be waiting for you!

grand prize: a trip to new york!

*You might win a trip—3 whole days of fun
With a visit to Doodyville before it is done!
We've thousands of prizes we're giving away
So just turn the page—they're all on display!*



contest rules



"I picked these wonderful

1. Color the drawings on pages 58-59, using any combination of colors.
2. Reasonable facsimiles instead of the actual drawings will be accepted.
3. Entries must be your original work, and must be submitted in your name. Originality and skill are most important, but the neatness of your drawings counts—and so does promptness. This contest is subject to federal, state and local regulations.
4. Send in the correct drawing and entry blank for each contest.

1st CONTEST use correct entry; don't mail before October 11 or after October 24.

2nd CONTEST use correct entry; don't mail before October 25 or after November 7.

3rd CONTEST use correct entry; don't mail before November 8 or after November 21.

4th CONTEST use correct entry; don't mail before November 22 or after December 5.

5. Send your entry to Howdy Doody, WHO'S WHO IN TV AND RADIO, Box 125, Murray Hill Station, New York 16, N. Y.

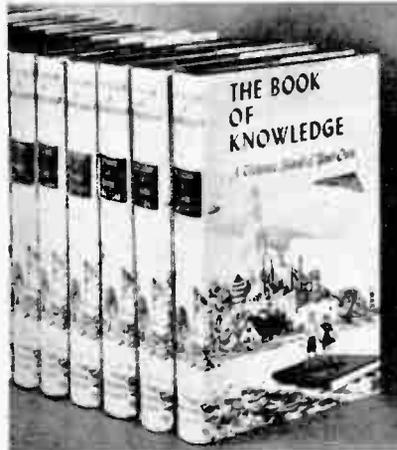
6. Winners will receive prizes by mail approximately 4 to 6 weeks after the close of each contest.

7. The decisions of the judges will be final. Duplicate awards will be made in case of ties.

many thanks to—

A. Imerman Co., 1350 Broadway, New York, N. Y.
 American Automobile Association
 Bland Charnas Co., Inc., Melrose and Barry Pl., Stamford, Conn.
 Cathey Furniture Mfg. Co., East Church St., Lewisburg, Tenn.
 D & R Industries, Inc., 333 West Woodruff Avenue, Toledo, Ohio
 Emenee Industries, 200 Fifth Avenue, New York, N. Y.
 Gendron Wheel Co., Perrysburg, Ohio
 Graller Society, 2 West 45th Street, New York, N. Y.
 Harett-Gilmar, Inc., 34-11 For Rockaway Blvd., Far Rockaway, N. Y.

Lido Toy Company, 321 Rider Avenue New York, N. Y.
 Luce Mfg. Company, Groton, Vermont.
 Parvey Mfg. Corp., 75 Daggett Street, New Haven, Conn.
 Peter Puppet Playthings, Inc., 10 Box St., Brooklyn, N. Y.
 Shura-Tone Products, Inc., 440 Adelphi St., Brooklyn, N. Y.
 Stickless Corp., 737 Drake St., New York, N. Y.
 Tee-Vee Toys, Inc., 55 Amory St., Roxbury, Mass.
 Tigrett Enterprises, 66 East Walton Place, Chicago 11, Illinois.
 Toy and Novelty Associates, 1401 Merchandise Mart, Chicago, Illinois.



4 BOOK OF KNOWLEDGE SETS are first prizes (one in each contest) for 4 lucky kids; each set has 20 volumes and thousands of pages.



4 HOWDY DOODY RACERS have adjustable wooden seats, rubber hand grips with red frame, rubber tires and a decorated seat.



50 ELECTRIC DOODLER GAMES contain eight quiz games each. You use metal prongs and try to guess answers to exciting questions.



25 HOWDY DOODY ACRO-DOODLES are mechanical toys in which Howdy Doody does acrobatics if you press the lever.



200 TELEVIEWER SETS have 5 rolls of color film containing 65 different pictures of the entire Howdy Doody gang.



200 BUBBLE PIPE SETS enable you to blow bubbles through Howdy Doody and Mr. Bluster heads. Sets include pipe soap, dish.



Howdy Doody...
The Wall-Walking Wonder



150 WALL-WALKING WONDERS feature Howdy Doody walking down the wall by himself. He flaps hands, tingles a chime.



200 HOWDY DOODY TRAYS have pine frames and a water-proof simulated wood platform; they're decorated with Howdy.

prizes for all you kids "

Get out your crayons (old or new)
And color the posters designed for you
They're on page 58 and page 59
Start right now—you're sure to do fine.



4 PLATFORM ROCKERS are made of hardwood and they're covered with bright plastic; will take the weight of any youngster.



4 PHONO-DOODLES are in bright colored plastic cases. It's easy as pie to play your favorite record on this great, exciting machine.



50 COSTUME PLAYSUITS have all the features of Howdy Doody's own wardrobe, including mask, shirt, trousers and neckerchief.



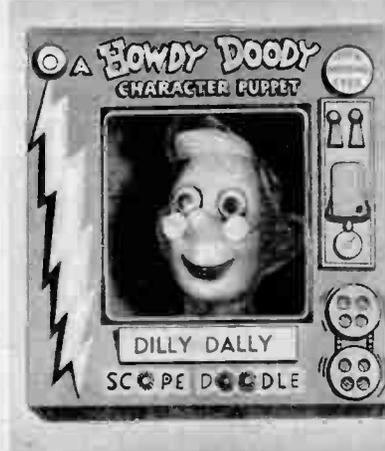
48 PUNCHING BAGS, BOXING GLOVES feature inflatable bags with flexible metal rods. Boxing gloves are real leather.



150 HOWDY DOODY UKES have great tone and are made of bright plastic, nylon strings, come with a pick and songs.



500 DOODLE SLATES have self-erasing cardboard drawing boards. Lift the screen, writing vanishes, doodle slate is clean.



50 HOWDY DOODY HAND PUPPETS have washable plastic heads and cloth bodies, include Howdy, Mr. Bluster, Princess, Clarabell, etc.



50 PUT-IN-HEAD SETS make 100 different faces. Each set has 42 molded plastic pieces, figures of Howdy Doody and pals.



50 PRINCESS PANTY SETS include six pairs of children's panties each; a Howdy character is embroidered on every one.



25 STRING MARIONETTES are wooden replicas of Howdy Doody, Flubadub, Mr. Bluster, Dilly Dally, Clarabell—all fully dressed.

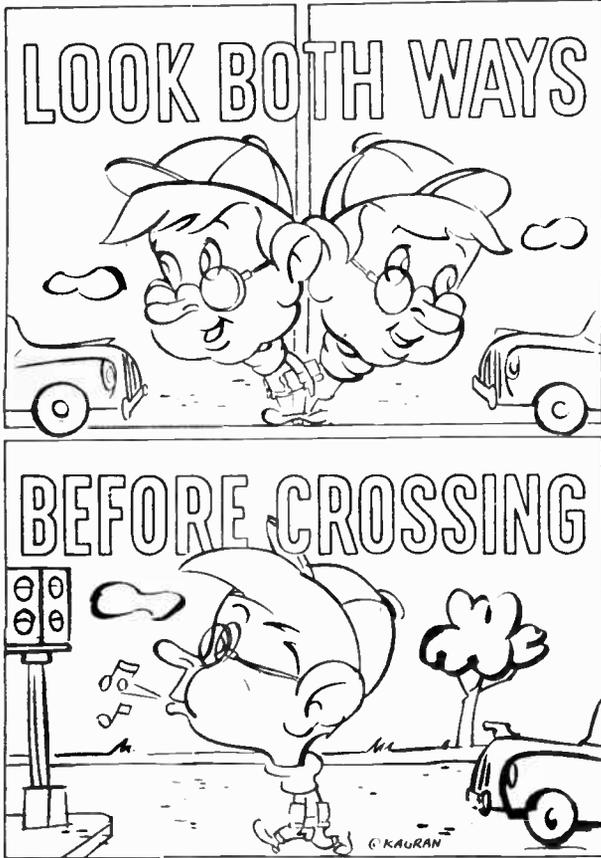


150 HOWDY DOODY OIL PAINT KITS contain 2 ABC-lettered canvases of Clarabell, Howdy, 10 oil capsules, brush, turpentine.



600 HOWDY DOODY COMIC BOOKS, packed with loads of fun, will entertain you with the adventures of all Doodyville.

this is a contest you'll really adore!



1st contest Oct. 11 - Oct. 24

THE DATE—Do not mail before October 11 or after October 24.

WHAT TO DO—Color this drawing and do your very best.

1ST PRIZE—Complete set of the Book of Knowledge

2ND PRIZE—Howdy Doody Racer

3RD PRIZES—150 Howdy Doody Wall-Walking Wonders, 50 Howdy Doody Princess Panty Sets

4TH PRIZES—50 Howdy Doody Character Puppets

5TH PRIZES—50 Howdy Doody Put-in Heads and 150 Howdy Doody Oil Painting Sets.

MAILING ADDRESS—Howdy Doody, WHO'S WHO IN TV AND RADIO, Box 125, Murray Hill Station, New York 16, N. Y.

NAME:.....

ADDRESS:.....

CITY:..... **STATE:**..... **YOUR AGE:**.....

Safety slogans suggested by American Automobile Association

2nd contest Oct. 25 - Nov. 7

THE DATE—Do not mail before October 25 or after November 7.

WHAT TO DO—Color this drawing and do your very best.

1ST PRIZE—Complete set of the Book of Knowledge

2ND PRIZE—Howdy Doody Racer

3RD PRIZES—4 Howdy Doody Phonographs and 4 Howdy Doody Rockers

4TH PRIZES—50 Howdy Doody Costume Playsuits

5TH PRIZES—25 Howdy Doody Acro-Doodles and 50 Howdy Doody Electric Doodler Games.

MAILING ADDRESS—Howdy Doody, WHO'S WHO IN TV AND RADIO, Box 125, Murray Hill Station, New York 16, N. Y.

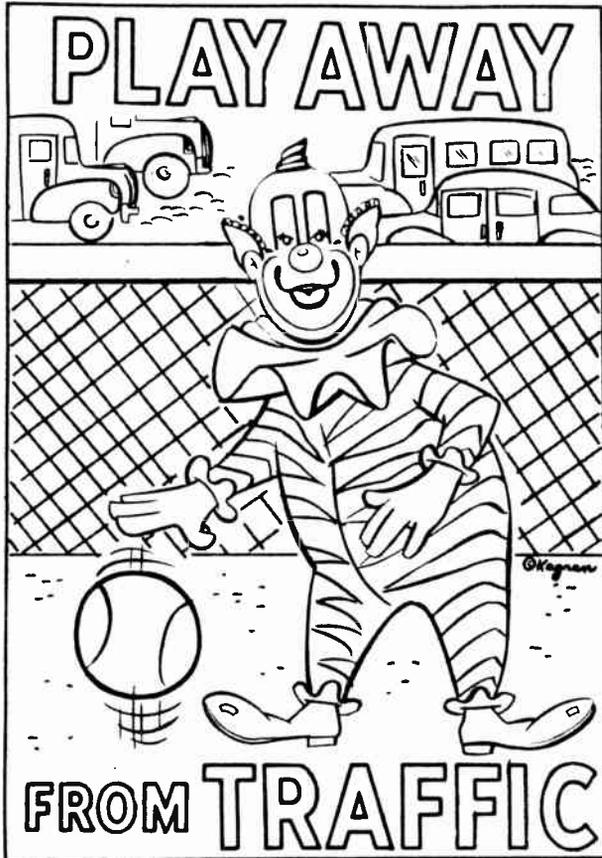
NAME:.....

ADDRESS:.....

CITY:..... **STATE:**..... **YOUR AGE:**.....



we've oodles of prizes, so enter all four!



3rd contest Nov. 8 - Nov. 21

THE DATE—Do not mail before November 8 or after November 21.

WHAT TO DO—Color this drawing and do your very best.

1ST PRIZE—Complete set of the Book of Knowledge

2ND PRIZE—Howdy Doody Racer

3RD PRIZES—150 Howdy Doody Ukcs and 25 String Marionettes

4TH PRIZES—48 Howdy Doody Punching Bag and Boxing Glove Sets

5TH PRIZES—500 Doodle Slates

MAILING ADDRESS—Howdy Doody, WHO'S WHO IN TV AND RADIO, Box 125, Murray Hill Station, New York 16, N. Y.

NAME:.....

ADDRESS:.....

CITY:..... STATE:..... YOUR AGE:.....

4th contest Nov. 22 - Dec. 5

THE DATE—Do not mail before November 22 or after December 5.

WHAT TO DO—Color this drawing and do your very best.

1ST PRIZE—Complete set of the Book of Knowledge

2ND PRIZE—Howdy Doody Racer

3RD PRIZES—200 Televiewer Sets

4TH PRIZES—200 Howdy Doody Trays

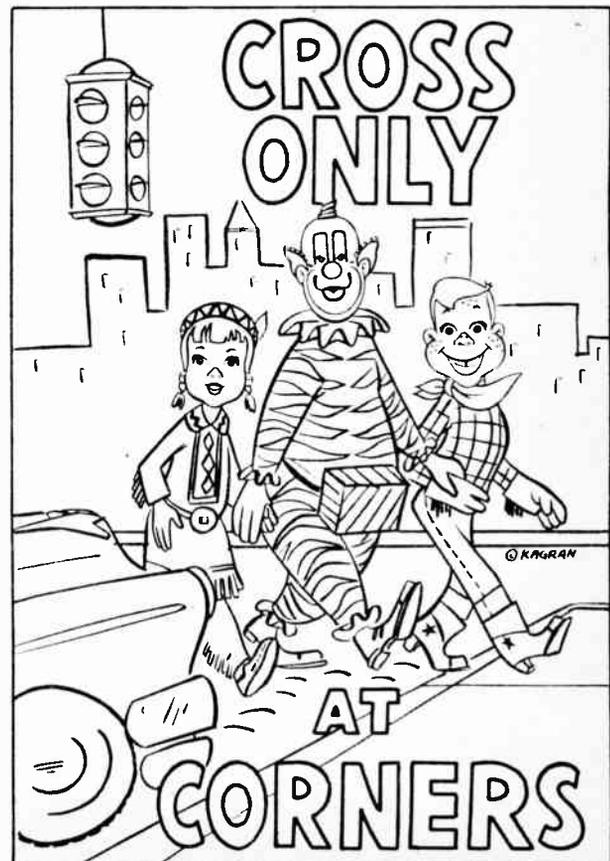
5TH PRIZES—200 Bubble Pipe Sets and 600 Howdy Doody Comic Books

MAILING ADDRESS—Howdy Doody, WHO'S WHO IN TV AND RADIO, Box 125, Murray Hill Station, New York 16, N. Y.

NAME:.....

ADDRESS:.....

CITY:..... STATE:..... YOUR AGE:.....



captain video

AL HODGE sails through space in the title role on the "Captain Video" show. The son of a Wild West rider from Ravenna, O., he was a track star at Miami University, worked in stock and on radio stations in New England and Detroit after graduation. Al was the original "Green Harnet" on radio before World War II, returned to that program and many more after he had served as a lieutenant in the Navy. He trains in a gym daily.

DON HASTINGS, the 19-year-old who has played the Video Ranger on "Captain Video" for the last five years, began performing as half of a radio duet when he was five. Born in St. Albans, Long Island, where he still lives with his parents and younger brother, Don played each of the four boys in "Life With Father" on Broadway, was also seen in "Summer and Smoke." Off-screen hobbies are golfing, driving and reading—play scripts.



space patrol

ED KEMMER, Commander "Buzz" Corry of ABC-TV's "Space Patrol," was born in Reading, Pa., in 1921, studied for a career in music. At 16 he was the vocalist with a dance band, also played piano, bass and guitar with the organization. Ed began acting in a prison camp in Germany, where he was placed after the plane he was piloting had been shot down during the war. At the war's end he became a commercial flying instructor for a year, then attended the Pasadena Playhouse, where he was discovered for his present science-fiction role. His wife is actress Elaine Edwards.

LYN OSBORN provides the light touch on "Space Patrol" with his portrayal of smiling Cadet Happy. The son of an oil refinery manager, he names Detroit, Mich., as his hometown, first worked in a theatre as a candy butcher in a burlesque house after three years in the Navy in 1946. Next, Lyn worked as a bus boy in Chicago's swank Pump Room restaurant, then proceeded to the West Coast to study acting on the G.I. Bill at the Pasadena Playhouse. After three year's hard work, his ski-nosed, happy look snared him his present role. He's five feet seven, unmarried.



the big top

JACK STERLING, the Ringmaster of CBS-TV's "Big Top," is the son of theatrical parents, was born in Baltimore, Md., in 1915. By the time he was 17 he was playing juvenile leads with the John D. Winger Stock Company throughout the middle west. After more training in vaudeville and as an emcee in nightclubs, Jack worked on Station KMOX in St. Louis as producer, director and emcee of several top network programs. Station WBBM in Chicago snared his talents as production director, and it was from there that he progressed to WCBS in New York where he became the successor to Godfrey on the early morning wake-up show. Jack has always loved the circus, and as early as 1932 he toured as the ringmaster of a traveling show called "Circus Days."



zoo parade

R. MARLIN PERKINS, the director of Chicago's Lincoln Park Zoo, presents the talents of our furred, scaled and feathered friends on "Zoo Parade." Born in Carthage, Mo., he left the University of Missouri, where he was studying animal husbandry, for a job as a laborer in the St. Louis Zoo; in a few weeks was put in charge of the reptile collection. In 1938, he became director of the Buffalo, N. Y., Zoo, and after completely modernizing and reorganizing the institution, he went on to his present position in 1944. Perkins lives in an apartment on Chicago's north side with his wife and teen-aged daughter, Suzanne. The only family pet is a Budgerigar (lovebird) which has the run of the house.



JIM HURLBUT, announcer-assistant on "Zoo Parade," was born in Detroit, Mich., in 1909, attended Northwestern University, left in his senior year to become a reporter on the "Chicago Daily News," later served on the editorial staff of the "Washington Post." Jim joined the CBS network as a newscaster in 1934. During the war he was a combat correspondent with the Marines, was the first newsman to see action, landing with the assault troops on Guadalcanal. In 1945, following his discharge, he rejoined the CBS staff, became a member of the NBC Chicago news staff in 1947. Jim is married, has two children, and lives in Glen Ellyn, Ill. Jim is 5'8", weighs 165 lbs. and is ruddy-featured.



space cadet

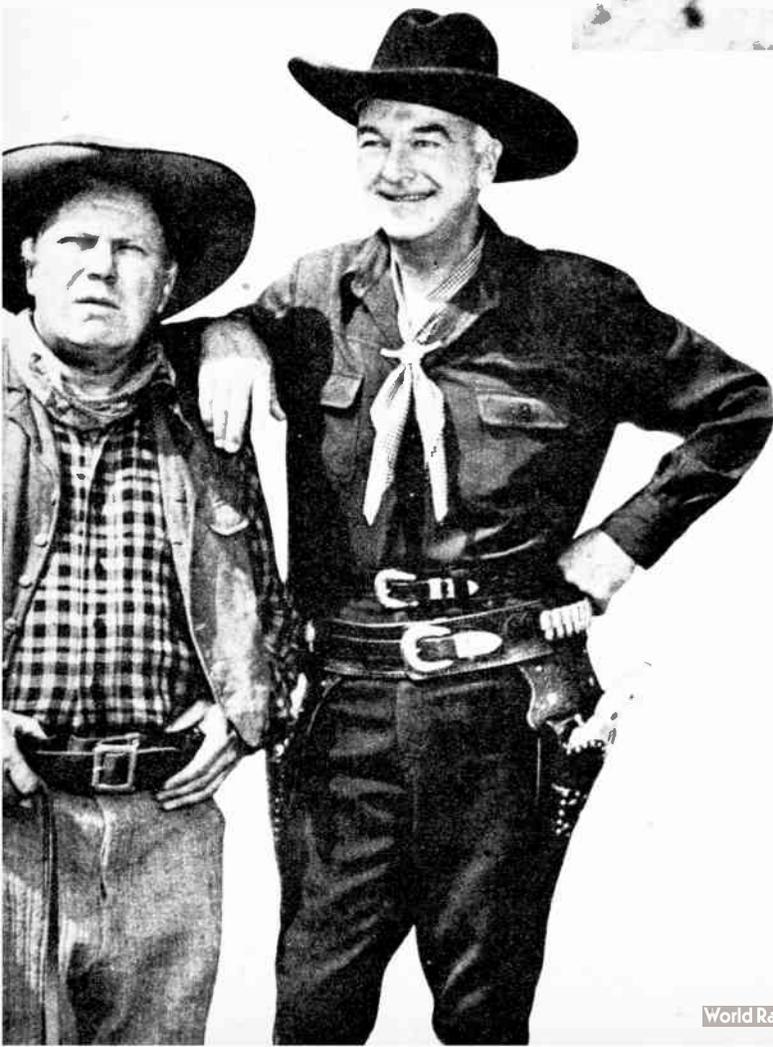
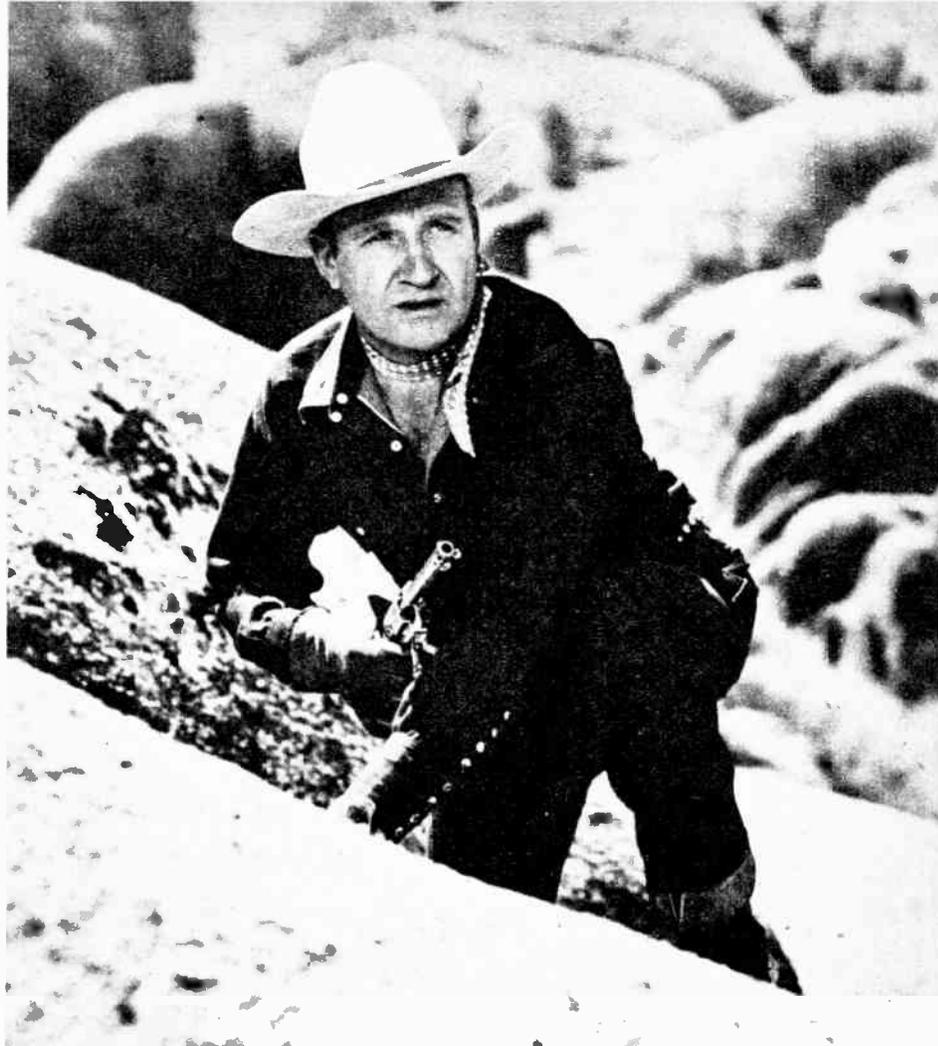
JAN MERLIN is seen as the debonair Roger Manning in "Tom Corbett, Space Cadet." Born and raised in New York City, he was a torpedoman in the Navy during the war, played a torpedoman in his stage debut in "Mr. Roberts" on Broadway. Jan got his stage training at the Neighborhood Playhouse and he married actress Pat Drake in 1951.

FRANKIE THOMAS, the star of "Tom Corbett, Space Cadet," was attending the U. S. Merchant Marine Academy when he met Ray Morse with whom he now writes many of the Space Cadet scripts. Frankie navigated ships at sea during the war and says he "got a little moonstruck after looking through sextants at the stars for so long."

AL MARKIM plays Astro, the cadet from Venus, on "Tom Corbett, Space Cadet." A native of Wilkes-Barre, Pa., he acted in college and in Army shows during the war, played summer stock and numerous radio shows before his present acting chore began. He and wife Billie live in Greenwich Village, New York City, with their one-year-old daughter Nancy.

gene autry show

GENE AUTRY, the riding, singing son of a cattle buyer, was born on a ranch outside of Tioga, Tex., in 1907, moved to Oklahoma with his family when he was still a child. As a young man he worked in a telegraph office where the late Will Rogers happened to hear him sing one day and started him on a career in show business. Gene first attracted attention as a radio star and recording favorite, swept the country with his platitudes of "That Silver-Haired Daddy of Mine" and "Tumbling Tumbleweed." He was soon turning out movies like sausages, has been a top Western star in all fields for the last two decades. During World War II Gene served with the Air Force and became interested in flying, now spends more time in the air than he does on his horse. Besides his equine friend Champion and his guitar, Gene owns four radio stations, six movie theatres, a music publishing house, a newspaper, five ranches. He lives in San Fernando Valley on Melady Ranch; his wife is the former Ina May Spivey.



hopalong cassidy

BILL BOYD has made the character of Hopalong Cassidy a favorite among Western heroes during the past 19 years. Bill was born in Henrysburg, Ohio, in 1895, lived in Tulsa, Okla., during his teens. When he was 17 he set out for California, worked as a surveyor, lumberman, tool dresser in the oil fields and automobile salesman before he made his first film *Why Change Your Wife*, in 1919 with Gloria Swanson. Bill soon became a sought-after dramatic actor, was starred in *The Volga Boatman*, his first smash hit. In 1935 he made his first Hopalong Cassidy movie, has devoted himself to that character ever since. He is married to the former film star Grace Bradley, often referred to as "Triपालang."

EDGAR BUCHANAN, the gravel-voiced, good-humored actor who plays Red Connors, is the son of a dentist, was born in Humansville, Missouri. He started following in his father's footsteps by attending North Pacific Dental College, courted and married his fellow student Mildred Spence between drilling and filling lessons. After graduation the two young doctors began exploring bicuspids in the office they opened in Portland, Oregon, later moved their practice to the balmy climate of Altadena, California, where Ed attended the Pasadena Playhouse. A talent scout for Columbia Pictures noted the good doctor's acting talent and his face has since become one of the most familiar ones to TV and movie audiences.



the cisco kid

DUNCAN RENALDO plays "The Cisco Kid," is one of the most versatile theatre men in the country. In addition to his TV and movie acting chores, he has painted scenery, written, directed and produced several films, speaks nine languages. As a side-line, Duncan has done research in bacteriology, has a practical knowledge of mechanics, civil engineering, and flies his own plane. He's of Spanish-Scotch descent.

LEO CARRILLO is the grinning sidekick of "The Cisco Kid," has portrayed many happy Latinos since his entry into films in 1929 in *Mr. Arizona*. A direct descendant of the Spanish aristocrats of California, his great-grandfather was the first provisional governor of that state. Leo started his performing career in vaudeville, soon graduated to the legitimate stage and then to movies. He lives on a California ranch.

the range rider

JACK MAHONEY is the daredevil hero of "Range Rider" on CBS-TV. A native of Chicago (born there in 1920) he was an all-around athlete in high school and college, began his film career as a stunt man, soon became a Western star. Married and the father of two children, Jack would like to have a ranch for under-privileged children some day. He likes flying.

DICK JONES was born on a cattle ranch near Snyder, Tex., learned to ride a horse, sing and strum a ukulele while taking his first steps, was appearing on a Dallas radio station at the age of six. Hoot Gibson heard the boy, took him to Hollywood where he was an immediate hit. Dick is 5' 10" tall, has brown eyes, brown hair, lives with his mother in Glendale, Cal.



wild bill hickok

GUY MADISON stars in the "Wild Bill Hickok" series on both TV and radio. Born in Bakersfield, Cal., he decided to have a movie career while he was in the Navy during World War II, played extra bits during his shore leave. His first speaking role in *Since You Went Away* sky-rocketed him to fame. An easy-going, honest, sincere fellow, Guy has not had his head turned by the success he has achieved in movies and TV. He's recently-divorced from actress Gail Russell, and he spends much of his spare time boating, fishing and traveling. There was a time when Guy wanted to become a commercial fisherman, and his present hobbies reflect that early ambition.

ANDY DEVINE portrays Jingles, Wild Bill Hickok's pal and deputy marshal. The son of a hotel proprietor, he was born in Flagstaff, Ariz., proudly carried the first U. S. flag with 48 stars at Admission Day ceremonies when Arizona became a state. Andy attended Santa Clara University, was a star athlete there. He began in movies as a romantic leading man, but turned to comedy when talkies and his grinding voice conspired to change his type. He estimates he has made several hundred films, including such hits as *The Michigan Kid*, *Top Sergeant*, *Canyon Passage*. Married since 1933, he has been elected honorary mayor of Van Nuys, Cal., for 11 years.

PAT BUTTRAM, the chief laugh-getter on the Gene Autry show at CBS, got off to a pretty solemn start down in Winston County, Alabama: he was born there in 1915. His father was a minister and Pat—one of eight children—took a brief stab at divinity school. Soon after he'd given that up, he ran into a sidewalk radio interviewer in Chicago and made such a big hit that they gave him a regular job. He's come a long way since. His real name is Maxwell Emmett Buttram, he's married to Sheila Ryan.



KIRBY GRANT, the muscular "Sky King" of ABC-TV, doesn't get much chance these days to sing or play the violin, but he's done both professionally in the past. Born in Helena, Montana, 40 years ago, Kirby attended four different colleges on a succession of musical scholarships. He got his start—on radio, in nightclubs and on the legitimate stage—in Chicago. During the war he organized his own band and took it overseas. He has acted in many movies but, today, Kirby is anchored solidly to the TV screen.

IRENE CHAMPLIN is a ripe old 22, with five years of professional stage work behind her present job as Flash Gordon's favorite gal, Dale Arden. Irene hails from Lawton, Oklahoma, where she starred in school and college roles before taking the big gamble on Broadway. She has appeared in *Laura*, *Blithe Spirit*, and a movie called *Guerilla Girl*. She got the Dale Arden role after a 5-minute audition. Irene is single and that gives her time for oil painting, swimming, horseback riding and hunting.



RON HAGERTHY, who is "Sky King's" sidekick, Clipper, comes from Los Angeles. He's 24 years old and has a long list of movie, radio and television credits behind him. Ron played in *I Was a Communist for the FBI*, *Force of Arms*, and *Starlift*, all major Hollywood productions. He was a crack baseball and football star at high school and college, but he doesn't get much time for athletics these days. Ron's one of the most promising young actors around today, and his services are much in demand.

GENE CRANE might have been hustling trees for a lumber company today. He attended Syracuse University as a forestry student, was enticed into broadcasting by the Radio Workshop there. During the war he was officer-in-charge of an Armed Forces radio station in Nagoya, Japan. Returning to the States, he took up as a newscaster, announcer and actor at WCAU in Philadelphia. He landed in TV with "Grand Chance Roundup" a few years back, is seen now in CBS' popular show, "Contest Carnival."



JIM HAWKINS, Annie Oakley's brother, Tagg, has more TV and movie credits at 13 than most actors pile up in a lifetime. He was two when he made his first film with Spencer Tracy, *The Seventh Cross*. By the time he was five he'd played with Lana Turner, Lionel Barrymore and Bing Crosby in top box-office hits. Today, he's done more than 200 shows on TV. Jim lives in Los Angeles, has a brother, Tim, and a sister, Sue. An "overage" student, he rides expertly, collects goldfish and is studying ceramics.

GAIL DAVIS, Du Mont's "Annie Oakley," is one of those little girls from Little Rock. She's an expert horsewoman and a crack shot as Annie Oakley darn right ought to be. Down Arkansas way, Gail raced through high school and a lot of college in record time, picking up nine beauty titles along the way. Gene Autry spotted her in a camp show during the war and spirited her away to the movie capital. She has made over 15 western features; fans regard her as the best gun-totin' leading lady ever.



DON HERBERT, originator, writer and star of NBC-TV's "Mr. Wizard," was born in Waconia, Minnesota, July 10, 1917. He taught dramatics and science in midwestern schools until, as Captain Herbert, he joined the U.S. Air Force in World War II and flew 56 missions out of Italy. Back in civvies, he turned to radio writing, did well with "First Nighter" and "Curtain Time," finally came up with the idea for "Mr. Wizard." Don is married, lives in Chicago, is the owner of a cocker spaniel named "J. D."

ROY DOTY, who has his own show on DuMont Television, took his first deep breath in Chicago and was on his way to Columbus, Ohio, before he'd drawn many more. Art classes there were followed by a three-year stint in the Army. Over in Paris he drew cartoons for "Yank," "Stars and Stripes" and the "London Daily Mail." He was spotted for a television show while entertaining kids at New York's Museum of Natural History. Roy has been married for seven years and his two children often serve as critics.



STEVE HOLLAND, the space-traveling hero of "Flash Gordon," has racked up a lot of earthbound mileage in the wartime merchant marine and on the road with hit stage plays. He was born 28 years ago in the State of Washington, got his Broadway start in the original cast of "South Pacific." He played in "Mr. Roberts" in London and toured the U.S. with "Anna Lucasta." He's had an RKO contract since 1945, was starred in *This Is America*. He's appeared in "Suspense," "Studio One," "Curtain Call."

DR. FRANCES HORWICH, the mistress of "Ding Dong School" on NBC-TV, has spent much of her life at work in classrooms. Born some 40-odd years ago in Ottawa, Ohio, she attended high school there, and college at Chicago, Northwestern and Columbia. Dr. Horwich has taught and lectured in every part of the country and is an eminent authority on education. She is married to Harvey Horwich, a consultant to the U.S. Air Force. Their home is just outside of Chicago, where the "Ding Dong School" originates.



TIM MC COY was born in Michigan, but that wasn't far enough west. He hit the trail for Wyoming at 18, became an expert on Indian language and lore. Jesse L. Lasky called on his services for the silent movie epic, *Covered Wagon*, and an M-G-M contract, foreign tours and a starring role in the Ringling Brothers Circus followed. A reserve colonel, Tim served in World War II along with two sons by his first marriage—D'Arcy and Garry. He has two sons by his present wife, Inga. They live in Los Angeles.

BRAD JOHNSON, Annie Oakley's suitor, is a Californian, 31 years old. He did his first dramatic roles at Sacramento High and at the University of California. After piloting B-25s in World War II, Brad wangled an introduction to Cecil B. deMille and a key role in *The Greatest Show on Earth*. Since then he has had all the movie and TV work that he can handle. A strapping, 6'4", 200-pounder, Brad used to box and manages to find time to ride and to go hunting, fishing. He's married, has one son.



PAT MEIKLE, Du Mont's star of "Magic Cottage," grew up in an atmosphere of Sunday musicals and amateur theatricals at home in Ann Arbor, Michigan. Born March 20, 1923, in Detroit, Pat was on stage much of her childhood, divided summers between camp counseling and stock. She married Hal Cooper, an actor, in 1944. They've combined their careers, working together in stock, on Broadway and (on separate shows) in TV. Pat is an excellent swimmer and diver, loves to ride horses and she teaches drama.

CLAUDE KIRCHNER, the 6'5" ringmaster of ABC-TV's "Super Circus" was born in Germany in 1916 and came to the U.S. nine years later. He grew up in Chicago, got his first job in show business there at 16—as Sally Rand's barker in the World's Fair. After attending the University of Chicago he worked as an N.B.C. staff announcer before entering the Coast Guard in World War II. Since the war Claude has had several local TV shows in Chicago. He's married, has two children and his favorite hobby is gardening.



DICK NOEL, Du Mont's "Funny Bunny," is still this side of 30. He's a Brooklyn lad, born 1925, with a bundle of talents and a full career already behind him. A wartime Seabee, Dick auditioned as a network singer, was told to try announcing. He did, at half a dozen stations around the country, scored as a news editor, emcee and vocalist as well. Today, besides Funny Bunnying, Dick's a first-string Du Mont newscaster and announcer. He's married, has a daughter, Kathy, golfs and is crazy about cameras.

JOE KIRKWOOD, TV's "Jae Palooka," is a champion in his own right—one of the world's top golfers, up there with Ben Hogan and Sam Snead. Joe was born in Australia, moved to this country when he was very young. He's kept up two careers, golf and acting, since 1945. In Hollywood he's played "Joe Palooka" and other boxing roles in more than a dozen films. During the war Joe served in the Canadian Air Force and the U.S. Army. 32 now, Joe is married, flies an airplane and continues to golf in his spare time.



BILL WENDELL, Du Mont's cow-poking "Mr. Adventure," was born in the wild western reaches of the West Bronx, N. Y., in 1924. After P. S. 81, a fast turn in the Army and Fordham College, Bill haunted stage doors, summer stock companies and county fairs, landed a radio announcing job in Rochester and another in Detroit. Back in New York, he got his big chance in 1952 with Du Mont's summer show, "Strawhatters." Bill's married to an artist, has three children: Muffin, Tewie, Bud; and he loves to cook.

ED MC CONNELL, the "Smilin' Ed" of ABC-TV, was born January 12, 1892, in Atlantic City, Georgia. He played the trap drums in his school band, attended William Jewell College and led Evangelist singing groups before World War I made him an A.E.F. pilot in France. He broke into radio after the war, got his first job in Atlanta. Ed was one of the first radio stars to make the jump into TV. He and his wife, Ruth, were married in 1928, live in California, have two children: Mary Jane is 22 and their Jim is 17.



GLORIA WINTERS, who plays Penny on ABC-TV's "Sky King," made her first movie in 1932. She was then eight months old, and she played Carole Lombard's baby. At five, she was a regular "Our Gang" comedienne, at eleven, a professional radio vocalist. Now 23, she's been in 26 films, appears on "The Life of Riley" and other TV shows. A native of Hollywood, Gloria attended Hollywood High and U.C.L.A. Gloria's far from self-satisfied; she happens to be a skilled ballerina but she also studies voice.

NEWS AND VIEWS

you see it happen

■ In the course of 15 years in this business, I've seen and been a part of thousands of changes in the handling of news and special events. But sometimes I think most of the changes have happened to me. My first assignment was to the special events staff at KDKA in Pittsburgh, where I tried to overcome the handicaps of a small budget by being bizarre. At one time or another I bravely carried the KDKA microphone into a soaring balloon, a coal mine, a submarine submerged in the Allegheny River and a canoe in which two adventurers were setting out to retrace the route of Lewis and Clark. The canoe broadcast ended with an unscheduled gurgle when the craft capsized in midstream. . . . I'd spend whole days setting up one "special event" and there was a great deal of to-do with the business of putting on just one spot. Things are different now, and a lot more restful. I sit at my desk in an air-conditioned studio on West 49th Street in New York City and hold pleasant conversations with a bunch of other

guys all over the country who, if they aren't up in balloons or down in submarines, are doing the 1954 equivalent of the same thing. Only more so: on *Today* we come up with as many as six or seven special events in one morning. (As someone has said, *Today* is the only place in the world where you can shake hands with a chimpanzee and a former prime minister of Russia at 7 o'clock of the same morning. The ex-prime minister was Alexander Kerensky, who was on our show the day Stalin's death was announced; and the chimp, of course, was our own J. Fred Muggs.) One of our pitfalls, for all the vast diversity of material that we deal with, is the problem of recurring themes. At times, without being aware of it, we'll go overboard on one particular subject. About a year ago we were "under water" three days out of five: we had the frogmen one day, an underwater camera the next, then films of Marineland in Florida and an appearance by a French sea captain. Why it happened is inex-

see it now



EDWARD R. MURROW has devised two strikingly effective formats for presenting the news, and the personalities who make the news: CBS-TV's "See It Now" and "Person to Person." "See It Now" weekly transports a sizable portion of the American populace to the various stages where history, national and international, is being enacted, while "Person to Person" consists of drop-in visits to the domiciles of celebrated men and women in all fields of accomplishment. He is also heard five times weekly on CBS radio's "Edward R. Murrow and the News." Ed Murrow never intended to become a reporter; he planned to teach. Born on a North Carolina farm in 1908, he grew up in the State of Washington. He worked in lumber camps during summer vacations, while at Washington State College. He traveled extensively before joining CBS in 1935 as director of Talks and Education. Murrow turned newsman in 1938, when he broadcast details of the Nazi occupation of Austria. His "This is London" series during the war brought him international recognition. Reporting has won him many honors, including two Peabody awards and a dozen honorary degrees from leading colleges and universities.

foreword by **dave garroway**

plicable; it just did, and everyone was waterlogged for weeks. Needless to say, we are immensely flexible, always ready to tear the show apart the afternoon before each telecast, and some of our best ones haven't been put together until late in the evening. One recent nightfall there was a series of distressing blanks on the routine sheet, but we hadn't given up. One of our gals was sitting on Salvador Dali's doorstep, our Washington office was prying a story out of the Senate Office Building, and a camera crew in Philadelphia was getting set for an overnight date with a lunar eclipse. The next morning we had one of the most varied and provocative shows we had ever programmed—including an esoteric conversation between Dali and me about his moustache. . . . It's a far, far cry from my KDKA assignment—300 or more people working on the sort of thing I used to try to do all by myself. But I'm all for it: I get a good deal more rest this way.

today



JACK LESCOULIE has held almost every job in radio—producer, director, actor, emcee, newsman, announcer and disc jockey. Born in Sacramento, he got his start at KGFJ in Los Angeles. Now 42, Jack is assistant "communicator" on NBC-TV's "Today," and a regular member of the Jackie Gleason troupe. The Lescoulies live in Hollis, L. I., quite conveniently near a golf club.



FRANK BLAIR dropped out of pre-medical school at Charleston (S.C.) College back in 1935 to join a touring stock company; three months later he married the leading lady, Lillian Stoddard. He entered radio shortly afterwards. In 1953, he was given the post of commentator for NBC-TV's "Today." The Blairs and their seven kids, all boat fans, reside in Irvington-on-the-Hudson, N. Y.



J. FRED MUGGS is the charming chimp of NBC-TV's "Today." He's owned by two former NBC pages who operate a Glen Rock, N. J., pet shop. A year ago he was romping through the Congo; now he seems convinced that he's a full-fledged member of the human race and prefers his owners' company to that of any chimp he's met so far. Muggs will be two years old in April.

DAVE GARROWAY's casual charm captivates audiences of NBC-TV's "Today" every weekday morning—and, in case you'd like to have him around on weekends, too—you can spend "Sunday With Garroway," via radio. Born in Schenectady, he went to school in 13 different cities. Later, he flopped as a salesman. His parents moved to New York City in 1939, he got his first job in radio—as an NBC page. Ten years later, he was doing "Garroway at Large" from Chicago, and NBC whisked him back to Manhattan. A bachelor, he collects foreign autos.



news: events of the day



GEORGE HAMILTON COMBS' discerning news commentary is heard five times a week on WABC-TV. At 25, he was the youngest Congressman ever elected from his home state of Missouri. He now practices law in New York City. A successful author and lecturer, he writes a newspaper column for the Globe Syndicate. He is a frequent guest on the popular Du Mont TV program, "Court of Current Issues."



ELMER DAVIS was director of the OWI during World War II. A graduate of Franklin College and a Rhodes scholar, he taught school before joining the *New York Times* in 1914. Davis remained with that newspaper for ten years, wrote books and magazine articles until he entered radio in 1939. The distinguished ABC-TV news commentator has won three Peabody awards, and his new book is a best-seller.



DOUGLAS EDWARDS has been a broadcaster for 22 of his 37 years. Born in Ada, Okla., he worked in Dothan, Ala., Atlanta and Detroit before joining CBS in 1940. He traveled throughout Europe and the Middle East in 1945-46 as a CBS correspondent. His CBS-TV program, "Douglas Edwards with the News," is TV's oldest established news show. The Edwards' have three children, live in Conn.



DREW PEARSON taught at the University of Pennsylvania, roamed the world as seaman and reporter, before he became a political columnist and commentator. His predictions of things to come, a feature of his "Washington Merry-Go-Round" Du Mont telecasts, have proved amazingly accurate over the years. He was born in Evanston, Ill., in 1897, has written books, too. His brother, Leon, is an NBC newsman.



ERIC SEVAREID has witnessed most of the important news events which have transpired since he joined CBS at the start of World War II. Winner of a Peabody and a One World award, he recaps "The American Week" for CBS-TV. Now 42, the North Dakotan started as a newsman for the *Minneapolis Journal*, has written two books. The Sevareids have twins, born in Paris shortly before the Occupation.



JOHN CAMERON SWAYZE was quickly discouraged when he invaded New York as an actor 15 years ago. In 1947, he returned as an NBC newsman, and gained recognition as anchor-man of "Who Said That?" He began his radio career as a news announcer for the *Kansas City Post-Journal* station, KMBC. Swayze's NBC-TV "Camel News Caravan" has won more than 40 awards for excellence. He's a sailing fan.



WALTER WINCHELL, who talks much faster than many people can listen, attracts one of the largest weekly audiences with his gossip-laden ABC simulcasts. Born in New York City in 1897, WW quit school when he was 13 to form a trio with Eddie Cantor and Georgie Jessel, then turned hooper, and later made history as a calumnist. He has two children, Walda and Walter, Jr., lives high up in a NY apartment hotel.

sports: play by play



MEL ALLEN intended to practice law after he graduated from Alabama, but a CBS announcer job changed all that. His first important assignment was covering a Vanderbilt Cup auto race as substitute for Ted Husing. Allen has broadcast all New York Yankees ballgames (and ensuing World Series) since 1940. He is also seen and heard on CBS-TV's weekly roundup show, "Sports Spot." Mel is 42 years old.



JACK BRICKHOUSE took up wrestling in order to describe it accurately on his Saturday night WGN-Du Mont TV network shows and says he is "awed" by wrestlers. Afternoons, he is at the ball park doing play-by-play for the Chicago home teams. A native of Peoria, Ill., he served in the U. S. Marine Corps during the war, and then returned to Chicago sportscasting. The Brickhouses' daughter, Jean, is five.



MARTY GLICKMAN, the acknowledged expert at basketball commentary, was a Brooklyn high school hoop star, but switched to football and track at Syracuse. He was a member of the 1940 Olympic track team. The Du Mont TV sportscaster has aired more than 1000 professional and college games. The Glickmans and their four children live in New Rochelle. He saw Pacific action as a Marine lieutenant.



BILL HICKEY, CBS-TV's "Sports of the Night" announcer, was born in Dallas, spent 18 months in the Pacific as a Marine, and played varsity center at Harvard for two seasons. After graduating in 1950, Hickey landed the job as sportscaster in Odessa, Tex., covering the Longhorn baseball league. He worked in Baton Rouge, La., and was Sports Director for WABT in Birmingham, Ala., then joined CBS-TV.



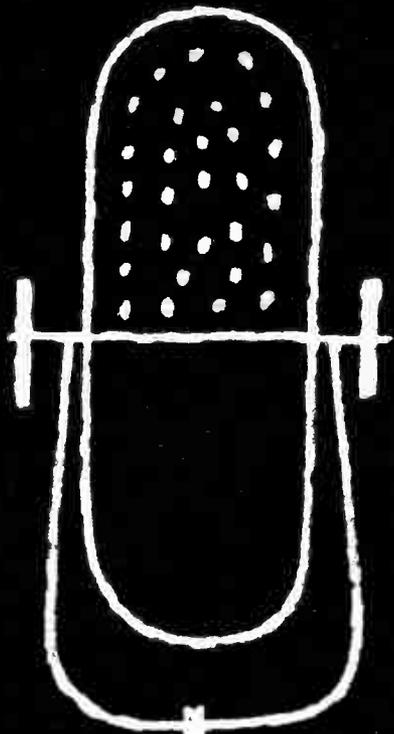
RUSS HODGES, who announces CBS-TV's "Blue Ribbon Bouts" as well as all New York Giants baseball games, has been broadcasting major sports events for 20 years. Born in Dayton, Tenn., in 1911, he grew up in Covington, Ky. He broke into "bigtime" sportscasting in Chicago, later described Yankees games with Mel Allen. The Hodges have two kids, Patrick and Judy. He did 18 different shows on V-J day.



JIMMY POWERS, popular NBC-TV "Cavalcade of Sports" announcer, keeps busy during off-mike hours with his duties as *New York News* sports editor and columnist, and his journalism classes at Marymount College, N. Y. A three-letter man at Marquette U., he plays expert golf. During World War II, he was a commander in the Navy. Powers was born in Cleveland in 1903, owns a 42-ft. sailing cruiser.



BILL STERN, veteran sportscaster now heard exclusively on ABC, held a variety of jobs before he entered radio—usher, pole digger, sax player. Born in Rochester, N. Y., in 1907, he attended Pennsylvania Military College, got his chance to broadcast as assistant to the late Graham McNamee. He lost his left leg in an auto accident in 1935. The Sterns have three children, their home is in Purchase, N. Y.



radio

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a fan letter from eddie fisher

Dear Radio:

I've been a fan of yours for a long, long time. Ever since the family bought a set on the installment plan when I was a kid in South Philly. (Some kids got ear-conditioned to Bobby Benson or Buck Rogers; I listened to Bing.) You gave me my first singing job, on one of Skipper Dawes' wonderful kid shows on WFIL. It didn't pay much to start—just carfare—but Skipper raised me to a terrific \$18 a week not too many station-identifications later. There were months of much-needed work when the radio version of the show did so well with Dick Brown and Kay Armen that a road company with Gloria Elwood and myself was sent out. There's one radio series I'll never, never forget, even though it wasn't an "important" one except to me. It went on two midnights weekly on WOR-Mutual remote from Grossinger's one summer, and I was the featured vocalist. It was kind of tough starting and finishing a song with a rhumba band. But this was the first time the song-pluggers ever paid any mind to me. And they were more than kind when I toured publishers' offices in New York every week, collecting stock arrangements and sheet music. It was an important summer for another reason too: a gentleman named Eddie Cantor happened to come by Grossinger's the last week-end of the season. But this isn't just a thanks-for-the-memories letter, Radio. You're carrying "Coke Time" broadcasts to 48 states and a dozen foreign countries right now. If it hadn't been for you, I couldn't have won that Radio Editors' Poll a few months back. As for your disc jockeys all over the country: well, without them none of this could have happened. Because it was their record spinning all the way back from "Bring Back The Thrill" on through "Oh My Papa" that carried my singing out of the shower-bath and into the light. So, though I've never written a fan-letter like this before. I thought that with all this talk about your showing your age, I ought to put my own vote of confidence for you into the record. Radio—I'll *always* love you!

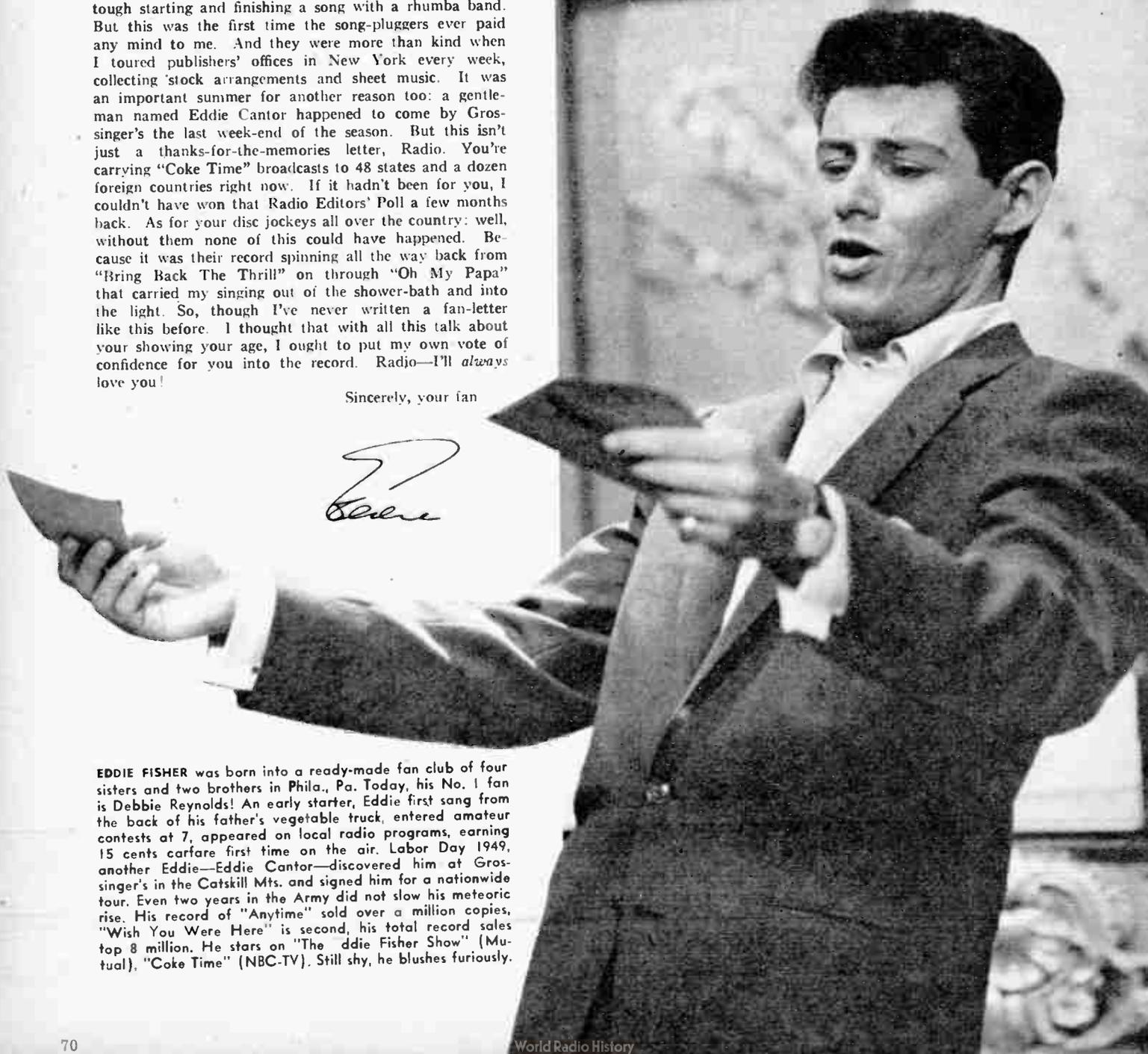
Sincerely, your fan



EDDIE FISHER was born into a ready-made fan club of four sisters and two brothers in Phila., Pa. Today, his No. 1 fan is Debbie Reynolds! An early starter, Eddie first sang from the back of his father's vegetable truck, entered amateur contests at 7, appeared on local radio programs, earning 15 cents carfare first time on the air. Labor Day 1949, another Eddie—Eddie Cantor—discovered him at Grossinger's in the Catskill Mts. and signed him for a nationwide tour. Even two years in the Army did not slow his meteoric rise. His record of "Anytime" sold over a million copies, "Wish You Were Here" is second, his total record sales top 8 million. He stars on "The Eddie Fisher Show" (Mutual), "Coke Time" (NBC-TV). Still shy, he blushes furiously.

MUSIC

people of note





FRANK SINATRA



ROSEMARY CLOONEY



TONY BENNETT

FRANK SINATRA may not have time for a regular TV or radio show because of commitments since winning the Oscar for "From Here To Eternity." Recently considered "all washed up," he bounced back as a fine actor and singer of renewed vigor. Discovered first by the late Major Bowes, then by Harry James and finally by Tommy Dorsey, Frankie struck out on his own in 1942. His films include "Anchors Away" & "On The Town." Born in Hoboken, N. J., he has 3 kids, divorced Nancy in '50 to wed Ava Gardner.

ROSEMARY CLOONEY considers herself a li'l ole Kentucky gal who made good. At 16, she and baby sister Betty sang on Cincinnati station WLW and were hired by Tony Pastor's band. Pretty, blonde, blue-eyed Rosie made record history with "Come On-c My House" and then joined forces with Marlene Dietrich for "Too Old To Cut The Mustard" and little Jimmy Boyd for "Dennis The Menace." After a hectic courtship, she married actor-director-producer Jose Ferrer in July '53, recorded hits with him.

TONY BENNETT has the kind of dark good looks that would make him a success even if he couldn't sing. Yet, ironically, he was signed to a Columbia Record contract, sight unseen, on the basis of an audition waxing of "Boulevard of Broken Dreams" made in '50 after Bob Hope invited him to join his Paramount Theatre show. One record was all Tony needed to get going. "Because Of You," "Cold, Cold Heart" and "Rags To Riches" topped the million mark. Born in Astoria, N. Y., Tony's ambition is to be an artist!

GORDON MACRAE was born in Orange, N. J., March 12, 1921, of a concert-pianist mother and manufacturer-father whose avocation was singing. After attending Deerfield (Mass.) Academy, Gordon took a brief try at business, decided music was more up his alley. He first sang in Billy Rose's show at the N.Y. World's Fair in 1939, then joined the Millpond Playhouse as an actor for \$5 weekly plus board. He admits low pay was compensated for because here he met actress Sheila Stephens who later became his wife. In 1941, he was a page at NBC where Horace Heidt heard him sing and hired him. He later alternated between radio, Broadway and the U.S. Army until in 1947 he began to make hit records and hit movies such as "The Desert Song" and "Three Sailors." Six ft. tall, 185 lbs., father of 3, Gordon and his "Railroad Hour" deliver songs from the heart.



GORDON MACRAE



TONI ARDEN, at 23, is a five-star hit of the entertainment world: radio, records, TV, movies and night clubs. Her first big break was on Ed Sullivan's "Toast Of The Town" show. Next day, Columbia Records beckoned and she began making such hits as "Too Young," "Never," "Heart Of Stone—Heart Of Wood." While singing at the Mocambo in Hollywood, she was tapped to film "Sunny Side Of The Street" with Frankie Laine.



HARRY BELAFONTE became a bopster because he couldn't get a job as an actor, became a folk singer because he felt that here he could combine singing with acting! Born in New York, educated there and in the West Indies, Harry's first big success was at the Village Vanguard in N.Y. in 1951, followed by guest spots on radio and TV shows. Married and a father, he speaks five languages. His 1st movie was "Carmen Jones."



CAMARATA may not tell you but his nickname is "Tootie," given to him by Jimmy Dorsey when he was working as trumpeter-arranger in 1935. Now master of his own ABC Radio Show "Music By Camarata," he has won acclaim for styling songs for some of the biggest names in show business—Bing Crosby, Mary Martin, Ethel Merman, Vera Lynn, Jimmy Durante, etc. Camarata lives in Tenafly, N. J. with his wife and infant son.



ALAN DEAN can boast with pride that he had a big part in the romance of Queen Elizabeth and Prince Philip. While he was a singer at London's swank Ciro's, the two used to arrive separately and send him requests for love songs. One night, they arrived together—next day they were engaged! Called the British Sinatra in London, Alan arrived here in 1951 to visit his pal George Shearing. "If You Go" is his first record.



BILLY ECKSTINE believes he can do anything he sets his mind to—and has proved it! He decided to be a singer, latched on to several jobs until he joined Earl Hines' band in 1939. He decided to write songs and recorded his own "Jelly Jelly" and "Stormy Monday Blues," big hits. The trumpet appealed to him so he mastered that, too! Born in Pittsburgh, he's won every singer poll and broken all standing box office records.



JOAN EDWARDS is different from most youngsters starting out in the music business, who'd jump at the chance to make use of as famous an uncle as Gus Edwards. Not Joan! She changed her name to get her first job on a small rural radio station, managed to work up to her own network show, "Joan Edwards Entertains" and became pianist-vocalist with Paul Whiteman—all on her own. Her big ambition? To write songs like Gershwin!



WEB EDWARDS, originator, producer, narrator of "Hawaii Calls," now rounding out 19 years of regular weekly broadcasts on Mutual, is almost as synonymous with Hawaii as the pineapple. His show is heard over 750 stations the world over, counts on its guest lists such notables as Arthur Godfrey, Lana Turner, Dennis Day, Jerry Lewis and many more. Web's secret is his insistence on authentic Hawaiian music and musicians.



JERRY GRAY was a violinist with the Boston Symphony Orchestra when he was 12! But he was a hepcat at heart and on his 21st birthday he joined Artie Shaw's band. Now music director of CBS Radio's "Treasury Grandstand," Jerry is well-known for writing and arranging such jazz classics as "Pennsylvania 6-5000" and "String of Pearls," also for arrangements for Glenn Miller's films, "Sun Valley Serenade" and "Orchestra Wives."



GEORGIA GIBBS was born Fredda Gibson in Worcester, Mass., youngest of 4, and was placed in an orphanage when her father died. That's where she began to sing. She took the name "Georgia" from a song favorite and was dubbed "Her Nibs" by Garry Moore several years later on the Jimmy Durante radio show. Barely 5 ft. tall, she designs her own clothes, loves to travel. Her "Kiss of Fire" sold over a million.



SHIRLEY HARMER learned her ABCs in a two-room schoolhouse in Thornton's Corners, Canada, near Oshawa, Ont., where she was born 22 years ago. At 18, Shirley became a guest singer on the CBC, appeared on TV in Toronto. Found by Paul Whiteman, she is now a songstress on "American Music Hall" (ABC radio). Her records include "Embrasse" and "We Will Always Be Sweethearts." Look for big things from Shirley in the next months.



MARTHA LOU HARP, star of her own ABC show, is one of the prettiest peaches ever to come out of Georgia. She has brown wavy hair, big blue eyes, a pretty smile and figure to match. She played "Camille" in a little theatre production to earn the money to come to New York—to be a dress designer! She got there okay, but instead of revolutionizing the garment industry, she turned the hard-boiled music business on its ear.



SKITCH HENDERSON studied to be a concert pianist in his native London, arrived here at 16. Seen and heard now on NBC, Skitch began his career in Hollywood, where, after war duty as a pilot, he wrote, conducted movie music. He came to NY in 1950 to do a 15-hour-a-week show, the largest time segment ever granted by NBC to a single personality. He loves sports cars and his beautiful wife, Faye Emerson, with equal fervor.



GOLDIE HILL has been singing and playing the guitar since she was 5 in San Antonio. Now just 19, the pretty blonde folk singer is heard weekly on NBC Radio's "Country Tune Parade," originating in Nashville. An expert on parodies, Goldie's big hit records include "I Talk To My Heart," "Hey Big Boy," "I Let The Stars Get In My Eyes" and "Let Me Be The One." Guess there's Gold in this here Goldie Hill! And more to come!



EDDY HOWARD became a musician although his entire family are doctors. He owns more than 50 pipes but never smokes, although he uses one pipe as a baton. He's written some of the best tunes in recent years, including "Careless," "A Million Dreams Ago" and "If I Knew Then." He first achieved popularity with the Dick Jurgens band in the mid-30s and is now featured on his own NBC Radio musical variety show, "Just For You."



PEE WEE KING started out as accordionist in Gene Autry's band, later made the movie "Gold Mine In The Sky" with him and formed his own group, Golden West Cowboys. Pee Wee, whose real name is Frank, next co-composed such hits as "Bonaparte's Retreat" and "Tennessee Waltz" which swept the country. Now bass of his own NBC show, Pee Wee is teaching his four children to ride, hunt and play an oldtime Western fiddle.



EARTHA KITT, called the "most exciting woman in the world" by Orson Welles, was born in Columbia, S. C. After touring Mexico and Europe as singer and dancer with the Katherine Dunham Troupe, Eartha became the rage of Paris and the middle-East. Her big break in the U. S. was in "New Faces," an Broadway and in films. She speaks six languages and has left a trail of broken box office records and hearts everywhere.



JOHNNY MERCER has written over 500 songs, 60 of which have been big hits, such as "Blues In The Night," "Tangerine," "Skylark" and "Atchison, Tapoka and Santa Fe." Star of CBS Radio's "Johnny Mercer Show," the Savannah-born man-of-music was once a vocalist with Benny Goodman and Paul Whiteman, serving as a Wall St. runner between engagements. Writing songs, says Johnny, "is as easy as chopping 10 cards of wood!"



HELEN O'CONNELL was originally discovered by Jimmy Darsey in New York. She became a big-name vocalist before retiring from show-business to become a housewife. She recently returned to the spotlight and is appearing on Tennessee Ernie's CBS program. Born in Lima, Ohio, she followed in the footsteps of her sister, Alice, who was a popular radio singer. Helen is an accomplished dancer, but prefers vocalizing at any time.



TENNESSEE ERNIE'S real name is Ernest J. Ford; he does come from Tenn. and is the Haratia Alger of Western stardom. He started his career in a dry-cleaner's, clerked in a grocery, advanced to a small station announcer at \$10 weekly. After wartime service as an Air Force navigator, he headed west and, in Pasadena, "Tennessee Ernie" was born. Since then, Ernie's star has zoomed until now he has his own leading CBS show.



ERNEST TUBBS, the Texas Troubadour on NBC's "Country Tune Parade," was actually born and raised in Texas. He made his first radio appearance in San Antonio, in 1933, but didn't hit the big time until nine years later on "Grand Ole Opry." In the past ten years, his records have sold more than 15 million copies. His first hit, made in 1940, was "I'm Walking The Floor Over You." He liked it so much, he made it his theme song.



PAUL WHITEMAN has been a national figure for nearly 35 years and has figured prominently in the careers of such topnotchers as Bing Crosby and Morton Downey. Named Vice President-in-Charge-of-Music for the ABC Network, he has, of late, given his name to the "Paul Whiteman TV Fan Club" and "The American Music Hall." His fondest memory is conducting his band astride a huge white horse during showman Billy Rose's extravaganza "Jumbo" during the 20's.

. . . . on the podium



ALFREDO ANTONINI, the versatile conductor of the CBS radio's "Nacturne," is an expert on folk music, Latin-American songs, light operetta and progressive modern jazz. Born near Milan, Italy, he won a music scholarship and later played under Toscanini in the La Scala Orchestra. He and Toscanini have kept in touch through the years and Antonini eagerly awaits the Maestro's expert criticisms. His first trip to the US, he ate in the Automat because he couldn't get the waiters to understand his ill-spoken English. His wife is a New Yorker. They live in a hotel full of musicians.



HOWARD BARLOW, conductor of ABC's "Voice Of Firestone," might never have picked up the baton if it weren't for Paul Whiteman's father! W. J. Whiteman was late for Glee Club so he took over himself! When Whiteman arrived, he offered Howard, aged 19, lessons. Born in Urbana, Ohio, in 1892, he played the upright piano at 6, fell in love with a cornet at 10, and was playing in the local marching band the next year. In the next few years, he tried his hand at the cello but soon gave up instruments to concentrate on his voice. All have helped his impressive creative gift.



EUGENE ORMANDY has the reputation of being the musical "Man Who Came To Dinner," whose limited engagements always become permanent affairs. Once he temporarily replaced the sick conductor of the Minneapolis Symphony and stayed several years. In 1931, he was catapulted to fame when Toscanini became ill before a big concert in Philadelphia. Told he was a fool to step into such famous shoes, Ormandy said, "I am a fool" and the young man became the darling of the music world. Ormandy was born in Budapest and was a violin virtuoso at the age of 19.



MISHEL PIATRO, guiding spirit of CBS's "The Symphonette," was a child prodigy violinist who toured the Orient and played before the King of Siam. In Melbourne, Nellie Melba scolded him for inability to play bridge which he has still not learned. Born in the Russian Crimea, he made his debut in NY in 1920 and switched to conducting in 1931, becoming Toscanini's concertmaster with the NY Philharmonic. An avid chess player, his frequent opponent is Marshall Field. He married an American and keeps a picture of his latest granddaughter, Mishelle, with him.



ART LINKLETTER asks the questions on "Art Linkletter's House Party" (CBS). Born in Moose Jaw, Saskatchewan in 1912, he moved to California with his family when he was six, roamed the country doing odd jobs, and worked his way to Buenos Aires and back before he went to San Diego College to study dramatics. While he was in college, he became an announcer on Station KGB in San Diego, later was program manager for many expositions, Art is a special events and sports expert, organized the show, "People Are Funny." He lives in Holmby Hills, Cal., with his wife and five children. He loves playing handball and basketball, is a fine swimmer.

QUIZ SHOWS



money can be beautiful

* not to mention fame

foreword by
art linkletter

■ I suppose everyone connected with the so-called audience-participation shows must be struck by the same nightmarish thought at one time or another—that tomorrow, or one day next week, he'll find himself totally unable to get *anyone* from the audience to participate, and will be left stranded on the stage all alone. Honestly, though, I don't ever expect such a nightmare to happen. As long as there are audiences they'll contain plenty of people who want to be on the radio. Every now and then I've asked some of the people who volunteer for my own CBS Radio "House Party" why they raised their hands. Some have told me the people they were sitting with "made them do it." Others said it was just for the fun of it. Me, I think it's mostly due to the fact they all know "House Party" gives some pretty handsome prizes. It doesn't matter much what they have to do, as long as there's a nice prize waiting



TED BROWN passes out the shekels on NBC Radio's "Phrase That Pays." A native of Collingswood, N. J., he found time to announce and disc jockey on a local radio station while he attended college in Roanoke, Va. Ted was an Air Force gunner during the war, spent 15 months in a German prison camp. At war's end he returned to radio, was emcee of the "Paul Winchell Show." Ted is married, has two sons, lives in Riverdale, New York. He's a photography fan.



WALTER O'KEEFE, who dishes out the moola on CBS Radio's "Wizard of Odds," is a veteran of 25 years in show business. He began singing as a child in his hometown, Hartford, Conn. He was educated in England, but is a graduate of Notre Dame University. Walter has worked on the stage with such stars as Texas Guinan, Bea Lillie, Ruby Keeler and George Raft. His radio appearances include "Lucky Strike Magic Carpet," "Town Hall" and "Battle of the Sexes."



HOWARD COSELL, producer and emcee of ABC Radio's "All-League Clubhouse," was born in Winston-Salem, N. C., in 1918. A graduate of New York University and New York University School of Law, he is a senior partner in the law firm of Marrow, Pomper and Cosell. During World War II Howard served as a major in the United States Army. He is married to Edith Abrams, and their two daughters are named Jill and Hillary. Baseball is his favorite sport.



JOHNNY OLSEN stars on both the "Johnny Olsen Show" and "Second Chance" on NBC. Born in Windom, Minn., he began singing on radio as "The Buttermilk Kid" in 1928 when he was 17, later organized the "Rhythm Rascals," became a radio favorite in Milwaukee, Wis., where he met and married wife Penny in 1939. His New York career has been as successful as his Wisconsin one on "Everything Goes," "Ladies Be Seated" and his present shows. He's an amateur builder.



JOHNNY DUGAN charms the ladies on "Breakfast in Hollywood" on NBC. He began his career at the age of four in his hometown, Charleston, Mass., by entertaining his mother's sewing circle, was a regular on a local radio station when he was 11, later was heard on the "Gillette Community Sing." A Navy man during World War II, he appeared on "The Johnny Dugan Show" and "Ladies Choice." He is married, has two children, did some amateur boxing while in Navy.



PENNY OLSEN, formerly Powers, is the co-star of the "Johnny Olsen Show." Born and raised in Wisconsin Rapids, Wis., she has been singing and dancing since she was a child, studied to be an English teacher in college. At one time in her busy career she played 20 half-hour shows in a week, flying to Chicago for one appearance. The Olsens live in Greenwich, Conn., where Penny raises chinchillas and collects glassware and pennies, many sent by their adoring fans.



LEONARD FEATHER moderates "Platterbrains," was born in London, England, came to the U.S. in 1935 when he was 19 to study jazz. An expert in the field now, he has written articles for "Downbeat," supervised recordings for MGM records, conducted national jazz polls and done scripts for the disc jockey shows of Tommy Dorsey and Duke Ellington. He toured Europe as the head of a jazz concert unit titled "Jazz Club U.S.A." early this year, has more big plans for the future.



VIRGILIA PETERSON is the moderator on Du Mont's "Author Meets the Critics." A native New Yorker (born in 1904), she is a Vassar graduate, learned to speak French, German, Italian and Polish from her first husband, a Polish prince. Her book "Polish Profile" was a best-seller. She worked with the OWI during 1943 and 1944 and with "Radio Free Europe" from 1949 to 1951. Since divorced, she is now married to "Reporter's" Gouverneur Paulding, once a critic on her show.

for them when they do it. Do you know many women who would let you stop them on a street corner to take an inventory of the junk in their handbags? I don't. But, at "House Party," when I announce that I'm going to take a peek in a purse there's a mad scramble on the part of many ladies in the audience to get me to look into theirs. It's different, you see—there's a nice gift for the one whose purse is examined. I think the main reason people want to take part in the "House Party" show—forgetting about prizes for the moment—is that it's a great conversation piece when they get home. Most people in my audiences are tourists, and after they've seen all there is to see in Hollywood they eventually find their way back home. And that's when they start talking about being on radio—coast-to-coast, no less. It's always even better if someone back home happened to hear them. Seriously, anyone familiar with "House Party" knows I never embarrass anyone who's kind enough to help me with a stunt or an interview. So they know when I ask for volunteers that nothing bad is going to happen. I think they know that if I ask where they're from, it isn't just to be making conversation. I really want to know, because I like to talk with people and find out all I can about them.



PETER POTTER, the top man on "Juke Box Jury" (CBS), was born William Mann Moore in Henrietta, Okla. He started in films in 1931, made some 38 motion pictures during the thirties, became a disc jockey in 1938, has been spinning platters ever since. Peter is married to English singing star Beryl Davis, they live in Hollywood hills with their two children. He thinks Ella Fitzgerald is the greatest song stylist in the music business and Jo Stafford the greatest perfectionist.



JAY STEWART, the host-emcee of "It Pays To Be Married," was born in Summitville, Ind., in 1918, attended Butler University in that state. A saxophonist in various campus orchestras, he put aside musical ambitions to become a radio announcer in Terre Haute, Ind. He met his wife while working at WLW in Cleveland, O. The Stewarts now live in Los Angeles, have two daughters. Jay's hobby is making 8mm movies of his kids and building up a home movie library.

COMEDY

dial "M" for mirth



MARY LIVINGSTONE, nee Sadye Marks of Seattle, Wash., married her mate on CBS' "Jack Benny Program" in 1927 when he was selling stockings in Los Angeles. After several emergency fill-ins for the wpg's leading lady in vaudeville, she became a permanent fixture as his brash radio spouse when no auditioners fitted the part in 1934. The Bennys have a 19-year-old adopted daughter, Joan, live in Beverly Hills, Cal., in a home of their own design.

JACK BENNY, who has brought himself, Waukegan, Ill., and a violin piece called "The Bee" immortality, was born in the oforesaid hamlet Benny Kubelsky. Vaudeville knew him as Benny K. Benny until 1921 when he emerged from a Navy recruiting show and abandoned the fiddle for gab. A radio debut in '32 with Ed Sullivan led to his present CBS eminence and this paradox—he's one of the biggest tipsters in hometown Beverly Hills, believe it or not.

EDDIE (ROCHESTER) ANDERSON got the gravel in his epiglottis from hawking newspapers in Oakland, Cal., where he was born in 1905. Now famous for his opener—"What's that, boss?" on CBS' "Jack Benny Program," Anderson, son of a tightrope walker and a minstrel, toured honky-tonks, the Pontages circuit and variety halls before his movie break as Noah in "Green Pastures." Benny signed him as valet in 1937. Hobbies: horses, model planes.





EDGAR BERGEN took up this life Feb. 16, 1903, as Edgar Bergren, son of a Decatur, Mich., dairyman. World-weary and wooden-headed Charlie McCarthy didn't appear until 1920 when a precocious student at Chicago's Lakeville High School bought "Herrmann's Wizard's Manual" for two bits, his first and last investment in ventriloquism or wizardry. With a head carved for him by a Chicago whittler, Bergen financed his way through Northwestern and on to nightclubs with no conspicuous success until one night when Charley felt the pressure of yawning patrons and no new contract and let Edgar have it. It was this sort of character assassination that led to the act's being recognized by Rudy Vallee who put them on the air in '36. They had their own CBS show a year later and soon the familiar supporting mate, Mortimer Snerd. Along the way to such eminence, Bergen acquired a wife, model Frances Westerman, a daughter Candice and a Beverly Hills estate for their hive of bees and hobby of cinematography (movin' pitchas). Success hasn't gone to Charlie's head, however—he has the same one he started with and can insult his mentor in Swedish—he did it recently in Stockholm to the delight of the Swedes.

foreword by **jack benny**

■ I do appreciate the opportunity of taking over this space in **WHO IN TV & RADIO**, because it gives me the chance, without being charged for it, to tell everyone what magazine writers and columnists mean to me and the people in my profession. I can truthfully say that I for one have made it a practice for years to read the columns every morning before I get out of bed. The one time I read one *after* I got out of bed, it had a review of my show, and I had to go back to bed. . . . The magazines and newspaper columns are chock full of vital information that we people in show business can't do without. For instance, last week, in one column alone, I learned that they're showing "Birth of a Nation" and other new movies on TV this season, that Bing Crosby now has so much money he's going to sponsor General Electric, and that Godfrey will cut down to two shows next year—one to last all day, the other all night. In some columns, you can't afford to miss a single item. Last summer I happened to skip over a little two-line brief, and for five months I continued to send Fred Allen money without knowing he was working. I do have to admire the uncanny way the columnists have of getting scoops and exclusives on people in show business. I don't know how they do it. Take that time last year when I got sick and they rushed me to the hospital. Nobody knew what was wrong. And while I was lying in my room at Cedars of Lebanon, waiting for the doctor to come, I picked up a column and found out that I was suffering from a mild case of pancreatitis. This not only eased my mind; it also saved the doctor the trouble of examining me! . . . But I've kidded the columnists enough. Now it's time to say in all seriousness that I think they're doing a wonderful job. If I were asked to offer any constructive criticism, which I haven't been, I could make a couple of small suggestions, one being that they please forget that old wheeze about me being cheap. My only other thought is that they might use their influence to get the cost of the newspapers back—nah, what's the use, they'd never go back to two cents. . . . still—it might be worth a try. . . .



JACK CARSON, the 6'2", 210 lb. CBS star, was born in Carmen, Canada, grew up in Milwaukee and graduated from Carleton College in Minn. After brief essays in insurance and vaudeville, he went to Hollywood. There he stooged through a lot of celluloid as "the young man who doesn't get the girl." Finally, in "Roughly Speaking" and "Mildred Pierce" he realized his subtler talents. He is married to singer Kay Germain, has two kids, 10 and 13.



PETER LIND HAYES, originally Joseph Conrad Lind, son of Joseph Lind and Grace Hayes, was born in Frisco June 25, 1915, hit the boards in his widowed mother's act at 9. At 16 he joined her at the Palace and was bounced out of school. Later compensations featured film roles at Paramount, a club duo with Mary Healy whom he married in 1940, in Yuma, Arizona (eloping after whirlwind courtship), and his current "Peter Lind Hayes Show" on CBS.



MARY HEALY began life in New Orleans April 14, 1918, and represented the city in a national beauty contest in 1935. The town lost one of its best secretaries when a 20th Century-Fox film scout saw her typing letters by day in a film office, singing after dark with a local band. That first year—1938—in Hollywood was tough but after sound and legit stage parts, she married Peter Lind Hayes. They have 2 kids, a home in New Rochelle, N. Y.



JIMMY NELSON won a dummy playing carnival bingo 16 years ago. The co-star of ABC's "Highway Frolics"—Danny O'Day is the other—is really Pop to 3 talking kids and a newcomer to entertaindom. A Chicago native and graduate of Edgar Bergen's Alma Mater, he perfected his voice projection in Midwest clubs. In '51 he opened at New York's Copacabana; the rest is a success story. Jimmy's added two new dummies—Farfel and Humphrey.

AL, the boy friend on CBS-TV's "My Friend Irma," is capably played by rough-tough Hal March, who once aspired to be a professional boxer. Born in San Francisco in 1920, Al abandoned the ring after getting trounced several times and has been "a happy coward" ever since. He teamed with Bob Sweeney on Coast radio shows before landing this role. Cooking, decorating and writing are the chief hobbies of brown-haired Al. He's still single.

KAY FOSTER, on CBS-TV's "My Friend Irma," is played by titian-haired, willowy Mary Shipp, a versatile veteran of radio and TV. Mary has played everything from Becky Thatcher to Milton Berle's girl friend on radio. Born in Los Angeles, she's a graduate of City College there. Married to CBS veepee Harry Ackerman, Mary is the mother of two children. Mary once studied dancing and entered show business as a child ballet dancer.

MR. CLYDE, Irma's boss on CBS-TV's "My Friend Irma," is portrayed by talented dialect specialist Alan Reed, who doubles up as Pasquale on radio's "Life With Luigi." One of the great stooges of show business, Alan has worked with Burns and Allen, Bob Hope, Fred Allen, Eddie Cantor, and was the original "Daddy" to Fanny Brice's Baby Snooks. Alan's career started in 1926. He's in constant demand for mongling the King's English.



SITUATION COMEDY

fun after five

IRMA, the enormously unintelligent secretary on CBS's "My Friend Irma," is played to scatter-brained perfection by Marie Wilson, a gal who is smart enough to know when to play dumb. There is a suspicion afoot that Marie is not entirely unlike the dumb blonde she portrays, but long years of working at acting before "hitting it" suggest that Marie knew where she was going. An inheritance of \$11,000 was settled on her some years ago, which helped to launch her career. She bought a Hollywood hilltop home for her mother, brothers and sisters, then some fancy clothes for herself. At 16 she was ready to crash the movies. But in unloading her inheritance, she had forgotten to purchase shoes. When she turned up for an acting job in a mink coat and sneakers, the casting director laughed so hard, he couldn't resist hiring her. Three years as an extra, then several films that accented her figure preceded her joining Ken Murray's "Blackouts," a Hollywood stage revue. There she starred, winding up with a salary of \$1,000 a week. From there she was signed by Cy Howard for the Irma role which she does on both radio and TV. Hollywood got into the act, too, making two Irma films. On Dec. 14, 1951, Marie completed the story by marrying TV producer Bob Fallon. They now share a house with a wise Yorkshire terrier, bearing the dignified label—"Hobbs."

foreword by **marie wilson**

■ I can't say I'm glad you asked that question, because it's very hard to answer it. You know—the question everybody asks me. About whether Marie Wilson is as dumb as "My Friend Irma." If I say, "No, I'm smart" nobody will believe me because smart people usually don't admit it. If I say, "Yes, I'm as dumb as Irma" they'll think I'm just being smart because people who are dumb hardly ever admit it, either. You see? It is hard to answer. Maybe both answers are right: people who think I'm as dumb as Irma point out that I applied for my first acting job

in Hollywood wearing an evening gown and tennis shoes. People who think I'm smart point out that I got the job. (Actually I'd spent so much for clothes I couldn't afford the shoes, so in being dumb—about spending—I was also smart—in getting the job.) Cy Howard, who invented Irma, asked me to play the title role and I told him I wasn't sure I was smart enough to play it dumb. "I know you're not," he said. "That's exactly why I want you—you're dumb enough to play it smart." Or maybe he said it the other way around . . . I must ask him someday exactly what



he did say . . . or meant. . . . Parke Levy, who directs my CBS Radio program, claims that if I had enough brains to be mental I'd be a mental case. But Parke tells jokes all the time and some of them, surprisingly enough, are really funny. . . . Years ago, a dancing teacher gave me some good advice. "The woods," he said, "are full of girls who want to be dramatic actresses. You be different. Be a clown." He also advised me to put my hopes for a great acting career in wraps. Perhaps that's why I have a mink coat—to wrap up my career as a dramatic actress. Well, being

Irma pays well enough to have bought the mink coat. Even Bob isn't sure about me being smart or dumb. Bob is Bob Fallon, my husband. Talking about what he claims is a habit with me. Bob says that "giving away everything you've got is a noble idea but not exactly a practical one. You can't give away the bills that come at the end of the month." Of course people do say that riding with me in Hollywood is an experience they'll never forget, but I get very few traffic tickets—and I meet so many nice policemen. Tell me—anything dumb about that?

adventures of ozzie and harriet

HARRIET NELSON (née Hilliard) of the ABC "Ozzie and Harriet," was born in Des Moines, Iowa, but grew up in Kansas City, always keeping an eye out for a theatrical career. She was studying ballet and appearing in movie shorts when she met Ozzie and signed on as band singer. In 1935, she married him, and began to develop her acting talent to supplement his on their radio shows. She also played Mother to Red Skelton's "mean widdle kid" on radio. Harriet doesn't sing professionally any more, acts very well indeed. Her hobbies are decorating and her two sons.



OZZIE NELSON of ABC's "Ozzie and Harriet," was the nation's youngest Eagle Scout at the age of 13 and represented the U. S. at the first Scout Jamboree in London. An all-around athlete at Rutgers, Ozzie also led a school dance band. After winning his law degree, Ozzie returned to music, building a big reputation with his band in the mid-thirties. He met and hired Harriet Hilliard to sing with his band, married her in 1935. He played on Joe Penner and Red Skelton radio shows, launched Ozzie and Harriet in 1944. He helps to write and produce the show.

amos and andy

AMOS of CBS's "Amos 'n' Andy" is practically a lifetime occupation for its portrayer, Freeman Gosden. He originated the role back in 1926 and has been playing the darn thing ever since, with no signs of slowing down. Born in Richmond, Virginia on May 5, 1899, Gosden started out in business as a salesman. A radio operator in World War I, he was back at his old trade in 1920 as partner of one Charles Correll, who later turned out to be Andy. Gosden lives with his wife and three children in Beverly Hills. He still lends a hand in writing the show's scripts.



ANDY of CBS's "Amos 'n' Andy" is the same guy who was being regusted when the series began, Charles Correll. Born in Peoria, Illinois on February 3, 1890, Correll started out in business as stenographer, then turned bricklayer, later arsenal worker. After that radio came easy. He teamed up with Gosden in 1920, co-originated "Sam 'n' Henry," the forerunner of their current classic. A piano player and all-around musician, Correll lives with his wife and five children in the Holmby Hills section of Los Angeles. Correll moved to California in 1937, has been there ever since.

beulah

BEULAH, on the show of the same name, is Amanda Randolph, an actress with an arm's-length-record of theatrical accomplishments. Amanda started out in the theatre in Nobel Sissle's famed "Shufflin' Along" after coming to New York from her native Louisville, Ky. For Sissle she served as secretary, top soprano, understudy and as orchestra leader. She left Sissle for a brief spell in burlesque, shifted to night clubs, ran the Exclusive Club in Harlem with her husband. She has played in movies, on radio, TV and the stage. Her son Joseph, 17, is the joy of her life.



BILL, the romantic interest on CBS' "Beulah," is played by Ernest R. Whitman, an energetic and alert individual who is the direct antithesis of the part he plays on TV. The first negro boy born in Oklahoma City, Ernest excelled in football and basketball at Tuskegee University. Standing 6'1/2", he's a whiz as a wrestler. A fine baritone, he sings arias in seven languages. An ordained minister of the Afro-Methodist Church, he is married and the father of two children, one of whom teaches school in Oklahoma. Classical music, drama are his hobbies.

fibber mcgee and molly

FIBBER MCGEE, that fabled fancier of tall tales on NBC's "Fibber McGee and Molly" is the creation of the same chap who plays the part, Jim Jordan. A Peoria, Illinois, lad who was born on November 16, 1896, Jim has dabbled in dozens of trades though he's been at radio at long time. Originally, he tried out for radio with his wife at the challenge of his brother. They won out in a contest and their air career was launched. Their billing was once the "O'Henry Twins" and their first job paid them \$10 a week. It pays considerably more than that sum now.



MOLLY, the much-belabored wife of Fibber on NBC's "Fibber McGee and Molly" is played by the celebrated Fibber's real life wife, Marian Jordan. Marian met Jim when she was 16, (born Nov. 16, 1896, in Peoria) and they spent several years o'courting before they tied the knot. She has abandoned her own career several times in order to mind the children, but the act never has functioned as well without her. In the beginning, Marian's earnings as a piano teacher far outdid Jim's \$8 a week. They have two children, Jim, Jr., 21, and Kathryn, 24.

junior miss

JUDY GRAVES, perplexed juvenile of CBS's "Junior Miss," is played by Barbara Whiting, a young lady with a very impressive theatrical lineage. Her father is the famous song writer, Dick Whiting, who wrote "Till We Meet Again" and "Beyond the Blue Horizon." Her sister is top songstress Margaret Whiting and an aunt made "Oh, By Jinga" famous. She originally played Fuffy Adams in film version of "Junior Miss," switched to Judy for radio. Impish Barbara is five-feet-one, weighs 110 pounds, has brown hair and blue eyes. Her hobbies are music, writing.



HARRY GRAVES, the perpetually astounded father of Judy Graves on CBS's "Junior Miss," is portrayed by an accomplished veteran of radio, Gale Gordon. Gale is also seen as the principal on TV's "Our Miss Brooks." Born in New York on Feb. 2, 1905, he grew up in the city, with some time spent in England where his parents, theatrical folk, were playing. A Coast Guard vet of World War II, Gale is one of the most versatile actors operating. He is a first-rate oil painter, has written two novels, and dabbles at furniture finishing, also at remodeling.

meet mr. mcnulty

MR. McNULTY, the slightly pixilated professor of CBS's "Ray Milland Show," is, of course, Ray Milland, a long-time Hollywood standout. Adroit, handsome Ray has an equal flair for comedy and heavy drama as witness his Academy Award-winning *The Lost Weekend*. Born on January 3, 1908, in Neath, Wales, as Reginald Truscatt-Jones, Ray spent his early career in the King's Household Cavalry. Out of the army, he travelled across Europe, finally hooked on as an actor. Six-feet-one-and-a-half, 185, Ray has a 13-year-old son and a 9-year-old daughter.



PEGGY McNULTY, wife of the professor on CBS's "Ray Milland Show," is played by Phyllis Avery, daughter of Stephen Avery, a top screen writer. Phyllis has been in love with the theatre since childhood and even went so far as to marry an actor, movie star Dan Taylor. Born in New York City on November 14, 1924, Phyllis spent most of her first 11 years in France. She made her stage debut with Jase Ferrer in *Cyrano*. She met her husband while they both played in "Winged Victory." Besides other TV work, Phyllis also takes care of two daughters, Avery and Anne.

one man's family

HENRY BARBOUR, master of the household on NBC's "One Man's Family," has been played for over 22 years by J. Anthony Smythe. Tony had to overcome severe parental objections in order to get into the acting dodge. A San Francisco boy, Tony attended St. Ignatius College there before heading for Europe at his parents' expense (it was figured he'd soon forget all about acting). Instead of returning home, he stopped off in Philadelphia, landed an acting job there and hasn't stopped since. An old hand at the business of radio acting, he still remains single.



FANNY BARBOUR, mather of the clan on NBC's "One Man's Family," is played by Minetta Ellen, who originated the role at the show's beginning in 1932. Minetta was a grandmother before she made her first professional acting appearance. Born in Albion, Iowa, and raised in Cleveland, Minetta raised a family before she could realize her lifelong ambition—acting. Her first acting job was opposite Tony Smythe, though it wasn't until ten years later that they reunited their talents as Father and Mother Barbour. Minetta devotes all her acting to this one part.

that's rich

RICHARD WILT of CBS's "That's Rich" is played by a versatile young man named Stan Freberg, who last year set the record industry on its head with his satirical version of "Dragnet." Stan comes by the comedy easily. He got his start in radio by using several voices as an interviewee on a friend's "Man on the Street" show. Born in Los Angeles on August 7, 1926, Stan actually entered show business at age 11 when he held his uncle's coat. His uncle was Conroy the magician. Six feet tall, 180 pounds, Stan has blond hair, blue eyes and is single. He plays a mean guitar.



FRECKLES of CBS's "That's Rich" is played by Pattee Chapman, a young lady perfectly cast for the part. Her pert, upturned nose is liberally sprinkled with freckles. Although only 25 years old, Pattee has been in radio for 16 years. She's been on such shows as Orson Welles, Eddie Cantor and various radio mystery shows. Born in Daytona Beach, Fla., she now lives in that other land of the sun, California, and is heard on almost all of the Coast network shows. A slender 5' 4" redhead, Pattee has a fabulously tiny 19-inch waist. She's also made several films.

"tune



**"romance
of
helen trent"**

GIL WHITNEY, the leading man of "Romance of Helen Trent," is played by David Gothard (above), a versatile actor who has become familiar to radio audiences for his varied work over the past 20 years. When he was nine, David's family moved from his hometown, Beardstown, Ill., to Los Angeles, Cal., where he was active in amateur dramatics during high school. After graduation he took a job in the men's furnishing section of a local store, worked with the Hollywood Playcrafters in his off time. Shortly after his 21st birthday he hitch-hiked to Chicago in search of fame and fortune, landed a job as a marionettist. A year later he began work in radio, where he has remained ever since. David is a full six feet tall and has blue eyes.

HELEN TRENT is portrayed by Julie Stevens, a five-foot-three, 100-pound actress, who enjoys building a stone wall or driving a tractor on the 18-acre country home where she spends all her off-mike time. A native of St. Louis, Mo., her real name is Harriet Foote. She began acting on radio and the stage in her home town, continued her training in a New England stock company, on tour with a Shakespearean road company, and at the Pasadena Playhouse. Julie made her Broadway debut in "The Male Animal," later appeared in "Cry Havoc," "The World is Full of Girls" and "Brooklyn, U. S. A." on the stage. She had a long run as Kitty Foyle on radio, played Lorelei on CBS-TV's "Big Town." She's married and has one daughter.

backstage wife

MARY NOBLE, the heroine of "Backstage Wife" an NBC Radio is played by Clare Niesen, a native of Phoenix, Ariz. When she was eight, her family moved to New York City, where Claire was bitten by the theatre bug when she worked as a professional dancer during summer vacations. In 1937 she auditioned for a radio part, has been a busy actress ever since. Claire has appeared on the stage in "Cue for Passion" and "The Talley Method." A small brunette she lives in a suburb of New York City with her family. When she has the time, she's fond of reading or puttering about in a garden.



LARRY NOBLE, the matinee idol of "Backstage Wife," is played by James Meighan. A New Yorker by birth, he has a degree from Carnegie Institute of Technology, studied painting at the Art Students League and scenic design with Robert Edmond Jones. His first stage role was with the Yonkers stock company, and he has played opposite such stars as Helen Hayes, Ethel Barrymore and Jane Cowl. A leading radio actor since 1931, he has been heard on innumerable network shows. Meighan still loves to paint and his hobbies are as diverse as his roles—sculpturing, boxing and swimming.

in again tomorrow"

foreword by
julie stevens

■ Radio's serial dramas are a pretty durable institution, some of them having been around longer than a good many of their listeners. Like anything else, in order to survive they have had to adapt to changing times. I think the best of them have adapted very well—much better than some critics, who stopped listening long ago, may realize. "The Romance of Helen Trent," to take the example I'm best equipped to talk about, is in its 21st year, which means it started about the time the prohibition era stopped. Women's lives and women's outlook on life both have changed considerably in that time. Many more women have become well-informed, many more have become active in the work of the world, many more have extended their own private worlds beyond the walls of home. A major change has been the growing public understanding of psychology and psychiatry. The things that motivate people and make them behave as they do—the complexes and neuroses they get, the ways of the id and superego and ego, and the *meanings* underneath the jargon—have become far more widely understood. Such changes call for more adult scripts

in the serial-drama field. For years, the men in such stories tended to be gumption-less creatures who forever had to be bailed out of trouble by the leading ladies. Nowadays there are more strong-willed men around. Helen's current heart interest, Brett Chapman, is such a man, and Helen does not dream of "changing him" as she might have 15 years ago. In her early days, marriage would have been her only goal; today she accepts the possibility that she and Brett may go on being "good friends in love." She used to be much more naive in her relationship with Gil Whitney, her sweetheart of many years—and still one of her closest friends. The program is certainly in tune with its public in feeling that romance needn't be only a memory at age 35-plus. The listeners now take it for granted that a woman isn't "all through" at that point. Helen Trent no longer has an apartment but lives in a house with a garden; she is interested in interior decoration and in gardening as well as in her career and romance. Agatha, her elderly companion, is more independent, too, than older women used to be. She doesn't just nod by the fire, but is careful not to be a burden and to have her own little "business interests"—such as making quilts. And there is much more "business" in Helen's story about the movie business (where she is a studio costume designer) than there used to be. To sum it up, serial-drama people no longer suffer and triumph in a vacuum. Through the years they have gradually changed, they are more realistic—and I, for one, think they still have a healthy life expectancy so long as they continue to hold up a mirror to the important, everyday business of living a richer life.

front page farrell

DAVE FARRELL, the title role in "Front Page Farrell" on NBC Radio, is portrayed by Staats Cotsworth, an Oak Park, Ill., native who was born in 1908. He studied at the School of Industrial Art in Philadelphia, toured Europe doing illustrations for a book after graduation. His first professional theatre engagement was with Eva Le Gallienne's Civic Repertory Theatre, he has since appeared in some 23 shows on Broadway, but has always found time for his radio work. Staats is married to actress Muriel Kirkland, still enjoys painting as a hobby. Staats also writes an occasional script.



SALLY FARRELL, the wife of "Front Page Farrell," is played by charming Florence Williams, the daughter of a St. Louis, Mo., lawyer. She wanted to become a concert pianist, but changed her plans when she was offered a job with the Goodman Theatre in Chicago. After eight months with the famous group, she trekked to New York, landed roles in "Maedchen in Uniform," "The Old Maid," "Call It a Day," "The Little Foxes" and radio jobs followed in droves. A pert 5' 2" tall, Sally has gray eyes, light brown hair, designs and makes all of her own chic, much-admired clothes.

just plain bill

BILL DAVIDSON has been played by Arthur Hughes since "Just Plain Bill" was first aired on NBC on Sept. 19, 1932. A veteran of the stage, he began his career in Chicago playing child roles when he was seven years old. After serving in the infantry during World War I, Arthur planned to study law, but could not resist the lure of the stage. His Broadway appearances include "An American Tragedy," "Mourning Becomes Electra" and "Elizabeth the Queen." He has been active in radio since 1929. He likes traveling, collects barber's tools. He owns antiques, many shaving mugs, brushes.



NANCY DAVIDSON, "Just Plain Bill's" daughter, is played by Toni Darnay. She was born in Chicago, Ill., toured in vaudeville when she was 13, danced in mid-western bistros despite her father's objections—her mother's side of the family were show folk. After the usual struggles in stock and on Broadway, she was signed in 1944 to play Evelyn Winters in "Strange Romance," took on her present role in 1951. Toni is married to Bill Hoffman, a radio and TV writer, lives in New York City. They have two children, Toni (a girl) and Darnay (a boy)—and support an adopted French war orphan.

life can be beautiful

CHICHI GERARD, the lovable, understanding heroine of "Life Can Be Beautiful," is portrayed by petite, auburn-haired Teri Keane. The daughter of a Hungarian concert singer, she has appeared in many Broadway hits and as featured vocalist in several of the plushier nightspots in her native New York City. Teri made her radio debut on "Showboat" with Lanny Ross, began playing Chichi in 1949. She is married to radio actor John Larkin, has a daughter, Sharon. Her hobby is collecting miniature oilcloth animals and she enjoys bowling, tennis, swimming.



"PAPA DAVID" SOLOMON on the "Life Can Be Beautiful" series is played by Ralph Locke, who made his Broadway debut with Mrs. Fiske in "Mary of Magdala." He subsequently appeared with such stars as Maude Adams, Fay Bainter and George M. Cohan. During the thirties, Locke began to concentrate on radio, became famous for his amazing foreign dialect portrayals, has played his "Papa" role for the past 16 years. Born in New York City, he now lives on City Island with his wife, spends as much time sailing on long cruises as he can and has six medals for lifesaving.

ma perkins

MA PERKINS is the role played by Virginia Payne on the CBS radio serial of the same name. Born in Cincinnati, O., she is the great-great-granddaughter of Dolly Madison. She holds a master's degree from Cincinnati University, attended the Schuster-Martin School of Drama. She appeared in "The Servant in the House" with Tyrone Power, Sr. and his son, toured with the Stuart Walker Players for two summers and has not missed a performance in her present role since she began it 21 years ago. She likes writing, music, studies voice; she's published children's plays.



SHUFFLE SHOBER in the "Ma Perkins" serial has been played by Charles Egelston since the series began in 1933. He played a similar character, prior to that, on a program entitled "Puddle Family." His theatrical career began on the stage in 1906, but he switched to radio exclusively when he learned that actors were paid more regularly and substantially on that medium. Egelston was the first actor to play Scrooge in a radio dramatization of Dickens' "A Christmas Carol," used to read the funnies on a Chicago station. His voice range in radio roles is from 40 to 90 years.

our gal sunday

SUNDAY on CBS Radio's "Our Gal Sunday" is played by Vivian Smolen, a gal who has virtually grown up in radio. Born in New York City some 23 years ago, her father was a violinist conductor on NBC, and he gave his daughter a thorough training in music, dancing and acting. Vivian made her first radio broadcast in her teens, forsook college for an acting career. She likes attending the theatre and the ballet, and her favorite sport is to roam down Fifth Avenue, window shopping. She is studying painting and modern dance and is wild about tobogganing, swimming.



LORD HENRY BRINTHROPE on the "Our Gal Sunday" series is ably portrayed by Karl Swenson, who began his acting career at a stock company in Stockbridge, Mass., made his Broadway debut as a ghost in "Miracle of Verdun," has since been seen in "New Faces" and "One Sunday Afternoon." Karl turned to radio in 1935 on the "March of Time," found it a wonderful outlet for his many dialect characterizations. He learned to speak Swedish, German and French during his boyhood in Brooklyn, New York, and is married to actress Joan Tompkins, raises bees in his spare time.

pepper young's family

PEPPER YOUNG on "Pepper Young's Family" is played by Mason Adams, a native New Yorker. He has a master's degree in speech from the University of Michigan, has taught acting at the Neighborhood Playhouse and the Dramatic Workshop. A sensational performance in "Miracle for Christmas" in 1945 skyrocketed him to fame, and he now appears regularly on "Gangbusters," "Grand Central Station," "City Hospital," "Big Sister" and others. His wife, Sheila, is a former student of his. Marlon Brando was a pupil, too. The Adams live in New York's Peter Cooper Village.



PEGGY YOUNG in "Pepper Young's Family" is played by Betty Wragge who made her movie debut when she was three, acted in radio all during grammar school. She learned the fundamentals of acting from her mother who had been an opera singer in Holland. A native New Yorker, she has been heard on radio on "Texaco Star Theatre," "March of Time," "Show Boat" and other network shows. On Broadway she appeared in "My Maryland" and "Dead End." Among her hobbies she numbers singing, dancing, skating and skiing. She is married to actor Walter Brooke.

right to happiness

CAROLYN KRAMER has encountered the vicissitudes of life on NBC's "Right To Happiness" in the person of Claudia Morgan, daughter of Ralph, niece of the late Frank Morgan. Born in NYC, Claudia was being educated fashionably when she left finishing school to appear opposite her father on B'way in "Gypsy April." He thereafter insisted that she finish in said school, but upon graduation she made her stage name under Belasco's aegis, and appeared in more than 30 B'way plays. She's married to radio director Ernest Chappell and lives on a New Jersey farm with many dogs.



MILES NELSON on NBC's "Right To Happiness" is enacted by strapping John Larkin, he of Oakland, Calif. John put himself through Rockhurst College partly by digging ditches, studied voice hoping for an operatic career. He once wanted to be a pro baseball player but found his own radio program in Kansas City more to his liking, moved to NYC after an Army hitch and has since been heard on a raft of serials, including "Perry Mason," whom he resembles. Mrs. Larkin is Teri Keane of "Life Can Be Beautiful" fame. They winter in New York, spend their summers in a suburban home.

rosemary

ROSEMARY ROBERTS on CBS' "Rosemary" is portrayed five days a week by ash-blonde Virginia Kaye, who rushes home after each broadcast to make lunch for her and husband Kermit Bloomgarden's two young sons. Before her involvement with domestic duties, New York-born Virginia saved every penny of her allowance to buy standing room at N. Y. matinees, combined theatrical study with family-recommended secretarial work, which she was able to discard for a Theatre Guild role. Subsequently, she was seen on B'way in "In Bed We Cry" and heard on radio in numerous roles.



BILL ROBERTS, who has suffered lo, these many years from amnesia on CBS' "Rosemary," is played by Minneapolis-born Casey Allen, whose first ambition was to be a doctor. Half-way through Minnesota University he switched to dramatics and after study at Pasadena Playhouse, crashed NYC as a radio producer. In the line of above duty he met and married Fran Carlon and they now have a boy and a girl. Casey often interlards his radio acting with berths on B'way, worked recently in "Respectful Prostitute," where he has also been asst. director. He's a hi-fi fan and a photography enthusiast.

the second mrs. burton

TERRY the "Second Mrs. Burton" on CBS, is played by blonde Patsy Campbell. Pat got her first important radio role as a minor character in this serial when she crashed NYC in 1945, graduated to the lead within two years. Born in Chicago on April 11, 1919, she attended Northwestern and was bitten by the thespic bug during campus broadcasts over WGN. She and radio director husband Al Reilly devote much time to teaching acting techniques to patients in vets' hospitals and to fencing off effects of Pat's farm-type cooking. The Reillys hope for a country home someday.



STAN BURTON on CBS' "Second Mrs. Burton" is played by Dwight Weist who frequently commutes to the Gotham mikes from his upstate farm in his own two-seater Taylorcraft plane. He also hosts "Grand Slam" and is commentator for Warner-Pathe newsreels. Born in Palo Alto, Calif., Dwight juggled classes at Ohio Wesleyan with announcing for a Columbus station, sold several scripts before settling for an acting career. Married, he has two children and, besides flying, is crazy about horses, still photography, doing his own cabinet work, and building model railroad cars, planes.

this is nora drake

NORA DRAKE, femme protagonist of CBS' "This Is Nora Drake," is enacted by Joan Tompkins. Thoroughly doused with theatrical heritage—one grandparent wrote operettas, both parents were pro singers—Joan began building stage sets in exchange for bit parts while in her teens. She captivated B'way as the ingenue lead in "Fly Away Home" and for two years scored in "My Sister Eileen." Her sister Beatrice couldn't avoid the footlights either—she's a ballerina. Shuttling between stage and radio became so hectic that Joan's settled for being Nora and Mrs. Karl Swenson



FRED MOLINA, new husband to the leading lady on CBS' "This Is Nora Drake," is no new experience for Bill Quinn who's rounding out his second decade in radio work. The papa of three daughters and amateur shortwave radio operator commutes from his Rockville Center, L. I., home to NYC where he made his stage debut as a child actor in Belasco's "Daddies." Ireland-born Mrs. Quinn was an early film beauty who launched her son's career, although "Little Bill" took a few seasons off to play pro-tennis with "Big Bill" Tilden. Now it's his hobby, along with golf. He's 5'9", weighs 165 lbs.

the woman in my house

JESSIE CARTER, motherly heroine of NBC's "The Woman In My House," is played by Janet Scott who began her pro career as a society reporter. Soon afterward she eschewed newsbeats for beating on producers' doors, won two Theatre Guild roles and went West where she organized the Riverside Community Players. After six years with this group, she studied acting in Europe and returned to California proficient enough to coach actors Don DeFore, Frances Reed. She's unmarried, fond of putting around in her California garden.



JAMES CARTER, father on "The Woman In My House" on NBC, is the latest assignment for a veteran of more than 20 years of radio experience. Forrest Lewis got his first radio role in 1931 playing a 75-year-old character. Born in Knightstown, Ind., Nov. 5, 1899, this was quite a challenge for the ex-road trouper, but he has subsequently had to assume every accent of the globe and, in one serial, once played 34 different roles. He's married, the father of a 21-year-old son, and lives on the West Coast where he frequents other daytime radio broadcasts.

wendy warren and the news

WENDY WARREN, newshen heroine of CBS' "Wendy Warren and The News," is played by the now veteran radio actress Florence Freeman who had to fight off her own acting mania by collecting degrees (B.A. and M.A.) from Columbia and teaching school. A native New Yorker, she was dared by a friend to audition for a small upstate station and won the part. In 1937 she came to New York and for many years was "Young Widder Brown." She has three children in real life, and devotes her extra time to them. She likes tennis and civic causes, too.



MARK DOUGLAS, leading man on CBS' "Wendy Warren And The News," is played by Nat Polen who offset the frugality of his early acting days by playing drums for name bands. Born in New York City, he did his first acting at N.Y.U. and was commendably launched on a radio career when the depression intervened. Thence, he returned to the snare and kettle and a tour of the U. S. during which he met his wife, Nancy. Polen made a few films, finally settled in Hicksville, L. I., to raise his two kids and indulge in town theatricals with the local thespians.

young widder brown

ELLEN BROWN, the bereft but unbowed heroine of NBC's "Young Widder Brown," is played by Wendy Drew, a blonde mini-kin who has proved that size does not hinder success. 24 years old, 5'3", totaling 95 pounds, Wendy auditioned for a part in the serial at 16, was remembered last year when the lead was being recast. Born in Brooklyn, she grew up in Florida, there attracting a director who some years later used the Chamber of Commerce to locate her for the female lead in "Eve Of St. Mark." She's unmarried and lives with her dancer-sister Alegra.



DR. ANTHONY LORING has been in the capable hands of Ned Wever for 12 years. NYC-born Wever was packed off to Princeton to recover from acting fever, but became a mainstay of the Triangle Club, went out from the ivy-covered halls to the neon-covered theatres of B'way. After several leads, he left the stage for good in 1929, has since played everything from Dick Tracy to mellifluous lotharios on radio. From his first pro stint with an Indianapolis company at 50 cents a show to his berth on NBC's "Young Widder Brown" has been quite a step.

aunt jenny

AUNT JENNY, the title role of CBS' "Aunt Jenny" real life stories series, was won by a Port Jervis, N. J., actress nearly 18 years ago and is still characterized by her today. In the interim, Agnes Young has raised her daughter Nancy Wells to 22-year-old eminence and a radio career of her own. Mother and daughter often appear on the same shows, divide the household chores of their Jackson Heights home. Agnes arrived in radio via stock and oratory, met the family's head and severest critic, Mr. Wells, when both were with road shows.



stella dallas

STELLA DALLAS of the NBC serial of the same name is today played by Anne Elstner, who created the role 18 years ago and occasionally gets mail on her New Jersey farm addressed to Mrs. Dallas. Born in Lake Charles, La., at three she asserted her acting intentions and at 12 made her debut in an original act, "The Yama Yama Man." While understudying Eve Le Gallienne, she was cast in a play that was to go to London, but, unwilling to leave husband Jack Matthews, tried radio instead and has there remained to everyone's complete delight.

YOUR
RADIO THEATRE

**the
bright
lights
grow
dim**

■ After more than 16 years of good entertainment, the voice of CBS's "Grand Central Station" is no longer heard in the land. What stilled it was not any sudden drying up of human-interest drama in Manhattan's great railroad terminal, but rather the fact that "Grand Central" on radio just couldn't compete any longer with the overwhelming force of TV playhouses. No doubt about it, the radio theatres are dwindling. Which is too bad because many of them deserved longer life, and because the very fact that they were seen and not heard enabled them to appeal to the listener's imagination in ways that TV cannot, and to achieve dramatic effects that TV rarely can match. . . . The oldest radio playhouse of all, 20-year-old "Lux Radio Theatre," is still going strong, however, and the big news this year is its switch from CBS to NBC, where it continues to present Hollywood's big names and big stories. . . . NBC also continues with the year-old "Royal Theatre," which Sir Laurence Olivier got off to a good start last October by presenting adaptations of the work of such eminent writers as Pushkin, Maugham and Graham Greene . . . CBS, even after relinquishing the Lux series, still has the greatest variety of shows in the field, headed by "Stars Over Hollywood," which is going strong after 13 years in which dozens of others have come and gone. . . . Columbia's offerings range from the whodunnit field ("Crime Classics") and adventure ("Escape" and "Suspense") to the "Hallmark Hall of Fame," which honors heroes of U. S. history, and "Cathy and Elliott Lewis On Stage," starring the husband-and-wife team in high-quality originals and classics. . . . Finally, Mutual concentrates on "Family Theatre," now age 7, offering a big array of Hollywood talent in stories by top radio and movie writers. . . . It'll be interesting to see how many of these hardy perennials can weather the fierce competition of TV for national audiences and will still be with us a year from now.

A CBS Radio dramatic cast rehearses.



crime out loud

foreword by
john lund

■ The life, loves and casework of practically every type of public and private eye have been dramatized, if not glamorized, by now on the airwaves and, as we all know, the trend has been toward stark, raving realism at any price. I have no quarrel with realism, which has come to be a synonym for honesty, though I do think that just because 90 per cent of police work is dull, plodding, routine stuff, it doesn't follow that 90 per cent of the radio re-enactments of same must be dull, plodding, routine stuff, too. Not that they are—yet—but you've got to watch these trend things or they'll run away with you. I am glad, however, to be bucking the trend, in a sense, in my role as CBS Radio's "Yours Truly, Johnny Dollar." You know the type operator I am: I work for the large insurance firms having their headquarters in Hartford, Conn. When I get a case as an insurance claims investigator, the claim may go into the millions. The investigations, as such, are generally pretty dry affairs. It's the incidental items that make my job interesting—and thank Heaven, keep the show from having to be too slavishly realistic. Take the time I innocently put down a South American revolution. A ship heavily insured with one of my client firms was sunk under strange circumstances. I had to find out why and by whom. My plane was met by a handsome Latino and by two beautiful Senoritas who extended the hospitality of the country, and kept on extending it into the next week. One moonlit night I happened to stroll along the pier with one of these beauties, and noticed a semaphore signal offshore. As an old Sea Scout, I read the signal and noticed it came from the area where the ill-fated ship had gone down. I contacted the local police and we went out in a launch—and found that the man-about-town who had been entertaining me was head of a band of gun-runners! He had been making rendezvous with ships to transfer loads of guns, and it was when one ship's officer crossed him up, by doubling the fee of handling this hot cargo, that he had attached a time bomb to the side of the freighter and retired by launch to watch the fireworks. So . . . the shipping company collected insurance for ship and cargo, and the police traced the group buying arms to the headquarters of a rich, eccentric, would-be revolutionary leader. Me—I got no criminal but a certain police officer still wants me to accept the real hospitality of his land down South America way.



BARRIE CRAIG, Confidential Investigator, is another in William Gargan's long line of portrayals of the intrepid private eye. Brooklyn-born Gargan actually was a private flatfoot for a time but always longed to act. He got his chance in the stage production of "Aloma of the South Seas," scored in his first film, *Rain*, and has since made scads of movies. Bill has 2 sons. One boy, Leslie Howard Gargan, is named for the late British star, with whom Bill once made a movie.



HIGH ADVENTURE, Mutual mystery, stars movie villain and cynic George Sanders. George was born in St. Petersburg, Russia, of English parents who fled during the revolution. In England he took a stab at industry until the depression inclined him to the stage and a singing role with Edna Best. His portrayal of a villain in Hollywood's *Lloyds of London* was the first of many hits. George once patented three inventions for industry. He's the ex-husband of luscious Zsa Zsa Gabor.



CRIME AND PETER CHAMBERS stars Dane Clark as the handsome crimebuster of NBC. At various times in real life, Dane's been a football player, boxer, soda jerk and radio scriptwriter. Born in New York City, he earned a law degree at St. John's but drifted into radio acting, made his movie bow in *Action in the North Atlantic*. His last Broadway play was "The Number." Dane's married to the artist, Margo, and has a home in California and an apartment in New York.



MICKEY SPILLANE MYSTERY stars Ted de Corsia as Mutual's Mike Hammer. It was back in 1922 that Ted got his start in radio—as one of the Monticello players on WOR, New York, his home town. Other parts helped Ted complete his schooling in the next 5 years. He went to Hollywood as a member of Orson Welles' Mercury Theatre. His films include *Naked City*, *Enforcer*, and *A Place in the Sun*. He is married and has 2 daughters, lives quietly in the San Fernando Valley.



F.B.I. IN PEACE AND WAR (CBS) has George Petrie as head man. George, born in New Haven, has been busy in the theater, movies and radio since 1938, except for three and a half wartime years in the Air Force. An old hand at stalking criminals, he's been on "Gangbusters," "Big Story," "Counterspy." George played in *Boomerang* for the movies, "Cafe Crown," "Winged Victory" and "Brighten the Corner" on the stage. He's married to actress Patty Pope.



MR. KEEN, TRACER OF LOST PERSONS, the gentle but relentlessly thorough investigator, is played at CBS by Philip Clarke, who made his stage bow as a toddler in his home town of London. In the late 1920's he served as a British army officer in India. His American debut was in "Joseph and His Brethren," an elaborate stage spectacle. He has since played in both New York and London, solving his cases with military thoroughness, acting with a quiet, gentle dignity.

YOURS TRULY, JOHNNY DOLLAR, dashing free-lance insurance investigator, is the role John Lund brings to life over CBS. John plunged into radio after making his theatrical bow in New York in "As You Like It," and scoring an immediate success in his first movie, the memorable *To Each His Own*, starring Olivia DeHavilland. During his Broadway stage run John wrote, acted and announced for radio. In 1946 he shared the mike with Bob Crosby on the "Bob Crosby Show." Rochester-born John has also written for stage, screen. John is of Norwegian-Irish ancestry and married. He has definite tastes and prefers "psychological" roles; he also likes Alfred Lunt, Helen Hayes, Duke Ellington.



MYSTERY THEATRE stars Inspector Mark Saber—otherwise known to one and all at ABC as that dashing, debonaire gent, Les Damon. Les began acting in high school in his home town of Providence, R. I. In 1934-35 he went to England to act with the *Old Vic*. Back in the U. S. he played in the original production of "Dead End." Les is currently heard on 3 daytime radio serials. He's married. He lives in Califon, N. J., and his hobbies include raising Boxers, making furniture.



OFFICIAL DETECTIVE is portrayed over Mutual by Craig McDonnell, who's now in his 28th year as one of radio's top character voices. He's been heard in some of radio's best-known roles, such as David Harum and as Peter in "The Greatest Story Ever Told." Born and raised in Buffalo, N. Y., Craig had early ambitions of becoming a singer, but soon switched to acting. Married, he has 2 kids. The McDonnell family goes heavily for gardening in Westchester County.



NICK CARTER, Master Detective, is the impressive role created by Lon Clark over Mutual. A triple-threat, Lon is a musician and singer, too. He blew his way through college on a sax, later played the piano and sang on radio in Chicago. While performing for WLW he sang with the Cincinnati Summer Opera. Born in Frost, Minn., he's lived in New York since 1941 with his wife, 2 sons. His New York apartment is packed with antiques and American history books.



THE SHADOW (Mutual) gets his eerie laugh from Bret Morrison, who began specializing in flesh-creepers back in 1930 with the "Dracula" series. Although radio mysteries are his meat, Bret is a quiet fellow out of Evanston, Ill., who sang in the church choir, went to Northwestern University, then acted and sang on radio, including "Chicago Theatre of the Air." Bret's made four movies and he once specialized as a dialectician. He aims to fill a B'way singing-acting role.



NIGHTMARE (Mutual) has as its chief spine-tingler that master villain of Hollywood, Peter Lorre. Before he began scaring babies and adults, Peter left his home town of Rosenberg, Hungary, to make his way in the theater. Minor roles led to a lead in a Berlin production, after which he scored in the German film, *M*. Appearances in Hitchcock thrillers paved the way to Hollywood in '35. Peter once worked as a bank clerk and he has written and designed stage sets.



TWENTY-FIRST PRECINCT is captained by Everett Sloane on CBS. Everett's been in constant demand as an actor since 1927 when he left the U. of Pennsylvania to study with the Hedgerow Repertory Theater. He's appeared in *The Desert Fox*, *Way of a Gaucho*, and such plays as "Room Service" and "A Bell for Adano," meanwhile making radio his second home. He is married. He was the first director hired by George Abbott, hopes to do more directing.

the little people's



■ What makes a children's show popular with children? Is there such a thing as a sure-fire formula that will draw the youngsters like the Pied Piper did? I doubt it, but over the years I've figured out a pretty firm list of do's and don't's based on experience. With any program designed for children under 15, you've got to cater to some definite tastes. You always have to remember that your young friend sitting by the receiving set wants to know which ones are the "good guys" and which the "bad guys"—with nothing fuzzy about their status. He also wants lots of action and excitement. But that doesn't mean you give him bloodthirsty programs. Like any conscientious producer of children's shows—or of comic books—I believe in action but not in sadism. No blood, broken bones and cruelty need be included to get over the idea of a good fight. Lots of dust kicked up, furniture broken and hats flying off accomplish the same thing. Your young customer finds affection for dogs, horses and (to a limited degree) for mothers and small sisters acceptable, but the best way to lose a small-fry audience is to have "kissin' stuff" in a story.

They just don't cotton to romance interrupting the pursuit of the bank robbers. All joking aside, though, I believe children's programs provide a wonderful opportunity of doing good with this most impressionable part of the population. Some children have the notion that only sissies go to church and live by the rules established in the Bible. Sometimes it takes a hero of the airwaves to show them, without sounding preachy, that their parents and teachers really know best. I think it is good to instill respect for the law by showing how those who break it must suffer the consequences. And I think that children want to see that the fellow who steps out of line gets his just desserts. No matter whether you're dealing with young adventurers in space ships or in western settings, the same principles hold true: good must triumph over evil, suspense must run high at some point, and the problem must be resolved before the end of the show. I think our planning for their best interests has paid off. And for the future, every program we produce at Roy Rogers Enterprises will be the kind of show I'd be willing to do for my own youngsters.

choice

foreword by
roy rogers



DALE EVANS has merged five children and countless bucking broncos into a career as Mrs. Roy Rogers. The co-star of NBC's "Roy Rogers Show," who could do darning in the saddle, was born in Uvalde, Tex., now calls the San Fernando Valley her home. Roy and Dale toured Europe this Spring with a rodeo.

PAT BRADY (and Nellybelle) has had a hard job keeping up with Roy and Trigger, ever since they teamed up in 1941. Born in Toledo, Dec. 31, 1915, Pat appeared in repertory with his parents, met Roy while singing with the "Sons of the Pioneers." Pat and wife, Fayetta, go on fishing trips with Roy and Dale.

BIG JON ARTHUR, whose special brand of whimsy enchants young listeners to ABC's "No School Today," began life in Pitcairn, Pa., as the eldest and only son of a Lutheran minister. From printer's devil to humor columnist to radio announcer were natural steps for the 6'5" adult who liked to tell kids' stories. After filling in on a show in West Va., Jon got carte blanche to develop his own program, with today's results. He has also two young'uns of his own to tell bedtime tales to and to advise him.



RAY HEATHERTON, MBS' "Merry Mailman" and star of the "Ray Heatherton Show," has never strayed far from home to find success. Born in Jersey City, N. J., he grew up on Long Island where he sang with the Hempstead High School band for a junior prom and promptly got a job with Paul Whiteman. James Melton heard him, and Ray found himself starred as the "Ipana Troubadour" on radio. His big break came in '37 with the "Babes In Arms" lead. He was a Marine Corps lieutenant in World War II.

BOBBY BENSON—or as neighbors up Connecticut way call him, Clyde Campbell—is the cowboy kid star of MBS' "B-Bar-B." This 14-year-old tow-head has been in the radio saddle 3 years, and has made so many personal appearances over the U.S. that Northwest Airlines has named a Stratocruiser for him. When keeping such irregular hours, he studies with a tutor, otherwise attends King's School. Western fiction, model airplanes, football and piano duets with sister Rosemary take up his off-mike time.



CARLTON KADELL, who is never long in one place as the roving Arizona rancher on MBS' "Sky King," has had an equally footloose real life. For years radio and road show parts kept him on the move between Chicago and his native Los Angeles. Such transiency suited the Kadell temperament fine—since his hobby is buying ramshackle houses, rebuilding them and then moving on to other wrecks in need of his ingenuity. Collecting baby penguins, golf, tennis, swimming are his more sedentary occupations.

BILL CONRAD, better known to CBS radio fans as Matt Dillon of "Gunsmoke," does one thing off the air that's in keeping with his role: he collects antique shootin' irons. Otherwise, Bill, born Sept. 27, 1920 in Louisville, Ky., sought success in the announcer tradition. He took a few years out to fly a fighter plane during World War II, returned to a career of Hollywood adventure parts. Married to June Nelson, he likes to do the cooking and tries out recipes used by the top-ranking prairie chuck wagon chefs.



JIMMY STEWART, who plays Britt Bonset on NBC's "Six Shooter," does not cultivate his lanky 6'3 1/2", 167 pound frame. Ten days of scientific feeding in a hospital made him lose three pounds. The laconic Princeton grad was born the son of a hardware store owner in Indiana, Pa., on May 20, 1908. The store counter today displays Jimmy's Oscar for *Philadelphia Story*. He races his own plane, plays accordion and is married to socialite Gloria McLean, who provided him with twin girls in 1951.

TEX FLETCHER, star of MBS' "Songs Of The B-Bar-B," is named Jerry, but everything else western about him is authentic. Born in Harrison, N. Y., March 8, 1910, he was moved to Buffalo, S. D., at an early age. By the time he could twirl a lariat, he was appearing over the U. S. with Tom Mix and other wild western shows. The only southpaw strummer in show biz, he has guitars specially made. Star of 20 western flicks, he collects photos of famed outlaws. With his wife and 2 kids, he lives in Yonkers, N. Y.



JIMMY WAKELY, who croons across the nation on CBS' "Rancho Round-up," has never hidden his light under a bushel, but his voice was discovered under an organ—while punping the pedals in church in hometown Battiest, Okla. In '37 Jim formed a cowboy trio which found a receptive ear in Gene Autry, who put them on his radio show. Solo, he toured with Bob Hope, guested with Berle and Como and was the first cowboy star to get top billing at sophisticated Ciro's. He has a wife, Inez, and 4 kids.

NEWS

the world comes to you



MORGAN BEATTY, NBC's top radio newsman, is a Little Rock Arkansan. Born Sept. 6, 1902, he joined the Associated Press at 25 and covered a world-wide beat. One of the first experts to predict Hitler's defeat in Russia, Beatty joined NBC just before Pearl Harbor. He reported the war from London and Washington, scored a big scoop on the German surrender. A feverish worker who puts in ten hours a day, Beatty lives in Burnt Hills, Md., is a devoted greenhouse gardener.



GABRIEL HEATTER has burrowed his way to fame from the most famous borough in the world, Brooklyn. A copy boy for the "Eagle," he picked up a law degree at NYU, then elected to stick with journalism. After several years with Mutual, he made his mark with the memorable series of broadcasts from the trial and execution of kidnapper Bruno Hauptmann. Since then, at newsman and "We the People" emcee, Heatter has kept a vast following. An energetic 64, he is married.



BOB CONSIDINE, at 48, is Mutual's ace newscaster and one of the nation's top press reporters. Born in Washington, D. C., he landed a sportswriting job on the "Post," soon moved to New York's "Mirror" to start his syndicated column, "On the Line." His many best-selling books include "Thirty Seconds over Tokyo." Considine has been on radio since 1941, had an NBC TV show until last year. He's married, has three sons, a daughter, half a dozen jobs, no time for hobbies.



H. V. KALTENBORN was born July 9, 1878, in Milwaukee. Lumberjacking, volunteer service in the Spanish-American War and reporting for the Brooklyn "Eagle" led him to Harvard and a Phi Beta Kappa key. His radio career began in 1922 and established him as one of the nation's top newsmen. He has covered six presidential conventions, interviewed most of the world's famed people, written four books. He and his wife, Olga, have a daughter, Olga, a son, Rolf, both married.



foreword by **lowell thomas**

■ The first radio broadcast I ever made was a news broadcast, over KDKA in Pittsburgh, in March, 1925. Its news, strictly speaking, could have been told in one phrase: man had circumnavigated the globe by air. Instead I devoted a solid hour to the story of the First World Flight, of which I had been historian—and I still didn't feel I had given that great news story all it deserved. So you see, what's news is largely a matter of interpretation. I have always thought that a program like my CBS Radio news series should interpret the word "news" in the broadest way. It's scope should not be limited to the important events, to big-time politics, to the top headline stories. I do try to cover the major topics in an impartial way. But I also believe that the lesser doings of mankind, when they're out of the ordinary, can be a proper part of a radio news program. The oddities and singularities of the human race, day by day, are part of the ever-moving picture of mankind living its life, full of tragedy, comedy, twists and surprises. After all, the term "news" might be redefined as an account of mankind going about the business of living. It could include anything that illustrates the mundane scene in a significant way. The inclusion of the lighter side, the colorful side, provides entertainment, of course, but I like to think it's also part of the fabric of current history. When you come down to it, who dwells on an entertaining story, as well as the grand event, more than Herodotus, the Father of History? There's plenty of such respectable precedent for anyone who prefers to go beyond the stentorian bulletins in dealing with the wondrous variety of news that is the raw material of history.

LOWELL THOMAS, our guest editor, winds up a quarter century of newscasting this season. Born April 6, 1892, in Woodington, Ohio, Thomas was reared in a Colorado mining camp, punched cows in his early teens and soon turned to books. He attended four universities, at the last of which—Princeton—he settled down to teach English between trips around the world. Thomas has written many best-selling books. One of them "Lawrence of Arabia," made both T. E. Lawrence and Thomas famous throughout the world. More fame came with the series of radio broadcasts begun on CBS in 1930. The voice of Lowell Thomas, heard on radio, on Fox Movietone News and on *Cinerama* has since become one of the most universally familiar voices of our time. Thomas lives in a magnificent home in Pawling, N. Y., next door to Governor Tom Dewey, a close friend. Thomas and his wife, Frances, have one son, Lowell Jr., a budding young CBS newscaster. The nightly broadcasts originate in a unique radio studio and newsroom in Thomas' own home. His chief hobby, taken up when he was just 40, is now skiing. His clubs include Explorers, Players, Overseas Press, Dutch Treat.

news of the world . . .

QUINCY HOWE is a Boston and Harvard Brahmin who's refined the distinctive accents of both into one of the finest, mellowest newscasting voices on the air today. He broke into radio in 1942 with CBS, was heard there for nearly ten years on top network programs. Now at ABC, Howe is 54. He's the author of many scholarly books, lives in New York with his wife and two children but still roots passionately for the Red Sox of good old Boston. He's a master at the ad lib and has been often on lecture platforms.



ALLAN JACKSON's crisp, cosmopolitan delivery belies his deep South origin. Born Dec. 4, 1915, in Hot Springs, Ark., he attended Illinois U., wrote and broadcast the news for radio stations in Ohio, Kentucky and Tennessee, finally settled down with CBS network in 1943. Since then, he's worked out of Washington, Berlin, London and now makes his headquarters in New York. He and the Mrs., the former Alta Jockisch, have three small children. The Jackson family lives in a converted barn in Pound Ridge, N. Y.



FULTON LEWIS, JR., Mutual's national affairs analyst, is a native of Washington, D. C., who never left home. Born April 30, 1903, Lewis got his start as a local newscaster in 1927, achieved network status nine years later. One of the most candidly opinionated commentators on the air, Lewis makes full use of a large circle of close friends in government. He and his wife, Alice, have two children, Alice and Fulton III. His hobbies are music and fishing. Since he is a D. C. native, he is unable to vote.



HOWARD K. SMITH, chief CBS correspondent in Europe, has traveled a long way from Ferriday, La., where he was born May 12, 1914. A Tulane grad, Smith went to Oxford on a Rhodes scholarship, labored in London and Berlin for CBS. No admirer of Hitler, Smith was thrown out of Germany in 1941, wrote the best-selling "Last Train from Berlin" while a war correspondent. He took over his present post in 1946, lives in London with wife Benedicte and 6-year-old son, Jack. His wife is an ex-correspondent.



ROBERT TROUT, CBS's man-about-the-world, has probably emceed more off-beat originations than any other newscaster. Born in Washington, D. C., on Oct. 15, 1908, Trout has beat a trail through 47 of the 48 states and through 20 countries to produce his on-the-spot broadcasts. He got his first newscasting job at 21, now has a quarter-century of air-time behind him. His quick-thinking ad libs have made him one of the best interviewers in the business. He's an expert at handling everyone from kings to presidents.



a woman's world . . .

HAZEL MARKEL is a native of the State of Washington, won a Phi Beta Kappa key at the University there and broke into radio as manager of a station in Portland, Oregon. Network radio took her to Washington, where she worked in the Navy's Radio Division, now holds the reserve rank of lieutenant commander in the Waves. An excellent hostess, she is married to Dan Markel of the Washington office of International News Service. She serves on the Special Advisory Committee for Women in the Armed Forces.



the world of sport . . .

RED BARBER, CBS director of sports and baseball's best-known redhead, hails from Columbus, Miss., was born Feb. 17, 1908. While aiming for a professorship at the University of Florida he helped to make ends meet by announcing on Station WRUF. Ends met so well he forgot about the professorship and embarked permanently on his eminently successful career in radio. Barber now lives in New York with his wife, Lylah, and their 12-year-old daughter, Sarah. Red also once emceed the "Sammy Kaye Show."



BUDDY BLATTNER, another Mutual sports announcer, was no Dizzy Dean on the diamond, but he's written himself into the books in lawn and table tennis and—if nothing else—has worked out on twice as many major league ball clubs as the Diz. A Cardinal before his Navy duty in World War II, Buddy came back a Giant, did time as a player-coach with the Phillies before signing up as a "Game of the Day" sportscaster. Buddy became a play-by-play broadcaster in 1950, with St. Louis Browns' games.



DIZZY DEAN, one of baseball's immortals, is now in the Mutual lineup with "Game of the Day." The most colorful ballplayer of his day, Dean wrote himself into the record books and folklore of the national pastime with his steaming fastball and his screwball wit. A lot of the legendary Dean humor still comes through on his broadcasts, which began in St. Louis—the home of his old ballclub, the Cardinals—in 1941. In 1950, he moved to New York. Ol' Diz claims he first played baseball at the age of 6.



JOHN DERR, CBS network sportscaster, was born and raised in North Carolina. After three years as a sports editor in Greensboro, Derr joined the Army, served in the China-Burma-India theatre. As sports editor of the CBI "Roundup," he was sent to cover the 1944 World Series, later wrote sports for All-India Radio. He joined CBS after the war, has covered every kind of sports event for the network. 37 years old, he has a wife, the former Peggy Garabrant, lives in New York and Upper Montclair, N. J.



HARRY WISMER broke a leg playing football and had to give up one promising sports career but he quickly found another. After clicking as a grid announcer at Michigan State, he moved on to WJR in Detroit, then to ABC and finally to Mutual. An all-round sports expert, Wismer has covered more different kinds of sports events than almost any other radiocaster. 41 years old and a Michigander, he still makes his home in Ipsilanti, with a wife and two children. He is a director of the Washington Redskins.



SLOAN SIMPSON, Gotham's former first lady, was born in Dallas, grew up in Texas and California. Wartime work in New York brought her in contact with Mayor William O'Dwyer, whom she married in 1948. As hostess at Gracie Mansion and later at the U.S. Embassy in Mexico, she met many of the world's famous people. In 1953, after a trip to Europe, she returned to N. Y. to launch her radio and TV career. She's now heard on Mutual Radio. During the war, she worked for Chemical Warfare Service.



home town talent

that "next voice you hear" may be beamed only to the people in your city. here—from almost every state in the 48—are top-flight local tv and radio entertainers. is anybody here from your home town?



BILL "HOSS" ALLEN announces and disc jockeys on WLAC in Nashville, Tenn., is heard on "Today's Top Five." A native of Gallatin, Tenn., he was born in 1922, studied at Vanderbilt University. A drummer and actor with the Army during World War II, he opened Gallatin's first radio station after his discharge, went to WLAC shortly thereafter, has been there five years now. His hobby is acting in little theatre productions.



PERRY ANDREWS announces and emcees "Fun for the Road," "Liberace Show," and "Saturday Night Dance Party" on KYW in Philadelphia, Pa. Born 24 years ago in Trenton, N. J., he began radio work in his hometown four years ago, also worked on two stations in Atlantic City, N. J. Perry studied music in high school and college, wanted to become a musician with the Metropolitan Opera, was side-tracked by jazz and radio.



BUCK BARRY is the western singing star of "Westward Ho, Ho," "Buckeroo Rodeo" and "Rowena Roundup" on WOOD-TV in Grand Rapids, Mich. A native of St. Joseph, Mo., he got his cowboy training as a ranch hand in Colorado, has been in charge of entertainment for a famous dude ranch, and had his own wild west show. Buck rides, does rope tricks, is a trick shot artist. He's appeared in "Cactus Jim" on TV.



"SPOOK" BECKMAN is the wise-cracking emcee-host of "Shoot the Works," "Stars of the Future" and "Family Playhouse" on WLW-C in Columbus, O. Christened Fred in Peoria, Ill., in 1926, he acquired his nickname in military school as he walked guard one night with the moonlight gleaming from his ash blond hair. His background includes nightclub, circus engagements. Married to a former "Miss Sarasota," he has two sons.



DEAN BENNETT is the sportscaster and disc jockey on "Datin' With Dean" for KSL in Salt Lake City, Utah. Born in Provo, Utah, he received a bachelor's degree from Brigham Young University in that city, played the trombone in the school band. A veteran of seven years in radio (four with KSL), 26-year-old Dean is married, has three children. Last year, he traveled over 28 thousand miles reporting sports events.



IRA BLUE is the sportscaster and story-teller on "For Men Only" on KNBC in San Francisco, Cal. A "Frisco" native, he attended Stanford University. Ira has announced cricket matches on the BBC in England, was program director for a station in Agua Caliente, Mexico, in the mid-thirties. He has also done radio, movie script writing, is married, has a daughter, 16, and a son, 13. He's won awards for fighting race prejudice.



HAPPY HAL BURNS is heard as the singing announcer on WILD's version of the "Morning Show" from Birmingham, Ala. A native of Muleshoe, Tex., he roped dogies and rode the range as a boy, began singing and playing the guitar for a living when he was 18. Hal has six western movies to his credit, has been on radio for 20 years, on TV for two. He and his wife, Connie, live outside Birmingham in a western-style ranch home.



CLIFFORD AND CLARK comprise the piano and organ team that makes music and casual chatter on "Music at Your Request" on KIRO in Seattle, Wash. Tubby Clark, the piano man, was born in Seattle in 1914, was featured with Ted Lewis' band in the forties. Eddie Clifford, the organist, was born in Alameda, Cal., played in theatres for many years. Both men are married, have two children apiece and are avid fishermen.



BUD DAVIES, announcer on CKLW in Detroit, Mich., is heard on "Your Boy Bud," "The Saturday Date," "The Battle of the Bands" and "The Battle of the Singers." He was born and educated in Windsor, Ont., started with CKLW as a mail boy in 1942, became an announcer in 1945 after a hitch in the Navy. A married man, Bud's favorite hobbies are making movies of his three young children and digging in his garden.



JOE DEANE is the platter-spinning wake-up man on KQV's "Morning Mayor" in Pittsburgh, Pa. He was born in New York City just 26 years ago, and has been working in radio since he was sixteen. As the record librarian of a New York station, Joe received valuable background for his present chores. "To the Ladies," a 20-minute segment on his morning program has become a favorite with many Pittsburgh housewives.



WALLIE DUNLAP, the disc jockey for WICC in Bridgeport, Conn., is heard daily on "Dial Dunlap," is also program director and director of TV operations for the same station. A native of Philadelphia, Pa., he was raised in New Orleans, La., was a newspaper cub reporter before he began radio announcing. In 1947 he left the staff of WOR in New York City for his present job. He's married, has two children, lives in Huntington.



FAYE EMERSON is currently sharing the daily "Faye and Skitch" show over WNBT, N. Y., with her husband, Skitch Henderson. Faye is a Louisiana girl, has been called "America's Most Appealing Personality." She has been married to Elliot Roosevelt and she's one of the chosen few who have scored a triple hit in films, stage and TV. Her Connecticut home furnishings include six TV sets, two pianos, golf clubs, skis, scrabble set.



LOU EMM is an all-around announcer for WHIO in Dayton, O., is heard on regular man-on-the-street programs on TV and on "Sportsweek" and "Sports Roundup" shows on radio. He was born in Toledo, O., 30 years ago, has worked on radio since 1938, has been chief announcer for WHIO for the last five years. Lou is the sponsor's delight and has a knack of selling everything from crackers to carloads of vacuum cleaners.



UNCLE EZRA announces the "Sunrise Roundup" on radio and "Frontier Theatre" on TV for KCMO in Kansas City, Mo. Born Everett Kemp almost 80 years ago, he got his radio name when he began making radio appearances on the "Happy Hollow" show way back in 1929. He began his show business career on the stage where he was billed as a monologist, and he made several movie shorts with Sidney Drew and Mrs. Drew.



BUD FINCH is heard on the "Coffee Club" from WELI in New Haven, Conn. He is a pianist, organized his own band after high school, is still a local musical favorite in his native New Haven. A graduate of Yale University where he studied English, Bud was an arranger for the great Glenn Miller Air Force Band during World War II. A married man, he has two daughters, is a golf enthusiast, and he loves good food.



JOHN FRITZ announces "Afternoon in Tune" on radio and "Weatherman" and "Ben's Barn Dance" on TV for WFMJ in Youngstown, O. Born in Jamaica, Long Island, in 1922, he served with the Army during World War II, worked in films on the West Coast doing free-lance writing, production and narration after his discharge. A newcomer to radio and TV, he joined the WFMJ staff in 1952. He has been married for eight years.



EDDIE GALLAHER announces "Sundial" and "Moondial" and is also heard on the CBS Network airing "On A Sunday Afternoon" from WTOP in Washington, D. C. A Washingtonian by birth, he was raised in Tulsa, Okla., had his first radio job on KTUL in that city. A graduate of the University of Tulsa, he served in the Navy in World War II. He authors "Eddie Gallaher on Record" daily for *Washington Post*, is a top golfer.



BILL GARR features records and informal chats with guest artists on the "Bill Garr Show" on KWKW in Pasadena, Cal. Born in San Francisco in 1917, he was educated at the University of California where he was radio manager of the local station. In his announcing career Bill has run the gamut from special events to disc jockeying, was voted top disc jockey in San Gabriel Valley. He has been married since 1944.



DEAN HARRIS provides morning chatter on the "Breakfast Bell" from WHEN in Syracuse, N. Y., also does a daily video stint on WHEN-TV. A 200-pound six-footer, he hails from Hammondsport, N. Y., began his radio career in Rochester, N. Y., on WHAM where he was supervisor of announcers. He was married shortly after arriving in Syracuse seven years ago and has two daughters. His favorite sports are hunting and fishing.



DAVE LEE is the top newscaster, also does "Uncle Dave and Pete the Penguin," a children's show on WKJG in Fort Wayne, Ind. A Milwaukee, Wis., native, he studied commercial art at State Teachers College in that city, worked as a reporter and a Dixieland drummer while in college. His first radio job came in 1944 at Racine, Wis., he has been at his present stand for the last seven years. He's married, has one son, likes to paint.



JACK LORING introduces the classical and semi-classical selections on "Music 'til Dawn" over WEEI in Boston, Mass. Born Keith Sattler in Toledo, O., he spent four years in the Army during World War II, studied at the School of Radio Technique in New York City and at Fordham University, where he served as an announcer on the school station and had his own program, "Readings from Great Literature."



RUTH LYONS is the charming hostess of the "50-50 Club" show on WLW-TV in Cincinnati, O. A Cincinnati girl by birth, she began her radio career as a pianist and music librarian in 1929, after graduation from the University of Cincinnati. By 1931 she was the hostess of two hour-long shows, became program director two years later, joined WLW in 1942. Tickets for her present show are reserved through 1957. She's married.



MARIE MacDONALD writes, produces and announces "The Women's Page of the Air" and is Director of Women's Activities for KFBI in Wichita, Kansas. Born in Ozark, Ark., in 1910, she was an actress in stock until 1942, discovered the charms of Wichita while on tour. She was the women's editor on the local paper for six years, has held her present post since 1949. She is married, loves to cook, read, sew and do gardening.



DICK MARTIN spins platters and provides chatter on "Moonglow With Martin" and "Matinee With Martin" from WWL in New Orleans, La. He hails from Aurora, Ill., got his training at the Northwestern Announcers Institute in Chicago. Dick received the "Number One Disc Jockey Honor" from *Billboard* and was named "Disc Jockey of the Year" by the editors of *Metronome* last year. He's married, has two sons.



BILL MAYER presides six mornings for four hours on "Mayor of the Morning" each week over WGAR in Cleveland, O. 38-year-old Bill is married, has two daughters and a Great Dane, got his first job in radio after 40 unsuccessful auditions. A frustrated actor at heart, he is active in little theatre groups in his spare time. He has been with WGAR since 1945, has had his morning show for seven years, says his work is his "No. 1 love."



JANE SCHROEDER is the glamorous femmcee of "Evening Varieties" on WSPD-TV in Toledo, O. A Toledo girl by birth, she was a local fashion model before entering the TV field as an assistant to WSPD's home economist, a job she still fills. Married to attorney John Schroeder, she is the mother of four sons. Jane's spare time is spent judging beauty contests, commenting at fashion shows and on outings with her family.



HUGH MCCOY is the featured newscaster and night news director on KFAB in Omaha, Nebr. A native New Yorker, he was born in 1919, educated at Boston University and New York University. As a reporter he has worked on many eastern newspapers, was assistant program director and news director for the World Wide Broadcasting Foundation. He is also a Midwest correspondent for the *Christian Science Monitor*.



PETE SMYTHE appears on "Pete Smythe's General Store in Tincup, Col." on KOA-TV and radio in Denver, Col. He began his career as a saxophonist with "The Twilight Troubadours" in high school, toured with a theatre group before he entered the University of Colorado. Following graduation he worked as a bandleader, radio program director and scriptwriter for Bing Crosby, Edgar Bergen and the "Corliss Archer" series.



EDWARD H. MEATH, disc jockey and special announcer at WHEC in Rochester, N. Y., has a three-hour radio show six days a week and is seen on TV in "Uncle Eddie's Clubhouse" and "Uncle Eddie's Nickelodeon." Born in Canandaigua, N. Y., he was a TV and radio actor in NYC before he went to WHEC in 1947. He's 33, is married, has two children. Eddie writes a record column for a local paper besides his radio-TV chores.



TOREY SOUTHWICK, disc jockey and M.C. of "The Hinky Dinks" from WAKR in Akron, O., was born just 24 years ago in Detroit, Mich. After two years at Wayne University, he joined the Board of Education station in Detroit for two and one-half years and spent another two at WBCM in Bay City before he settled down in Akron. Married, and the father of two girls, he likes broadcasting from jet planes, blimps and buses.



ED MURPHY wakes up his radio audience on "Get Up 'N' Go" on WCAN in Milwaukee, Wis. Born in 1916, Janesville, Wis., is his hometown, and he was educated at Beloit College in the same state. Ed has been in the entertainment business for 20 years and has appeared on numerous stations as disc jockey, producer and announcer. He was given an award by the National Safety Council for his New York Safety Ranger Club.



FRANK D. WARD is the Program Director of WKBW in Buffalo, N. Y., conducts the "Spotlight Serenade" nightly from 10 to 12. A local boy who made good in his own hometown, he was born in 1930, has worked in TV and radio stations all over New York state during the last seven years and joined WKBW just two years ago. On his evening show he interviews celebrities and spins popular discs. He was recently married.



BOBBY PETERS is heard on the "Bobby Peters Show" and the "Bobby Peters Jamboree" from WBAP in Fort Worth, Tex. A veteran bandleader, vaudevillian and nightclub comic, he was born in California, Pa., in 1912. Bobby got his start in radio on KDKA in Pittsburgh, handled the "What's Your Name, Soldier?" show during the war, organized his own band at war's end. He's been at WBAP since 1948. He is married some 13 years.



KAY WEST is the Women's Director of KEX in Portland, Ore., and stars daily on "At Home With Kay West." Mrs. Richard Kneeland in private life, she recently celebrated two 25th anniversaries—one in wedlock and one on radio. A native of Newberg, Ore., she attended Cascade College in Portland and graduated from the University of Oregon. As hobbies she reads and she likes to collect hats. She edits a weekly newspaper.



BILL RASE disc jockeys "The Bill Rase Show" 16 hours weekly on KCRA in Sacramento, Cal. Bill's parents, known in vaudeville as the "Romig Twins," were living in Long Beach, Cal., when he was born in 1926. He organized a dance band when he was in high school, kept it going through Sacramento Junior College and Sacramento State College, and it's still flourishing. Bill joined KCRA's staff in 1952, is married, has a son.



DICK WHITTINGHILL keeps time on the "Clock Watcher" every morning on KMPC in Los Angeles, Cal. One of the original Pied Pipers with Tommy Dorsey's band, he has been starred as a singer in several films. Dick won national recognition on the "Baby Sitter" show, emceed "Hollywood House Party." He was born in Helena, Mont., is a graduate of the University of Montana. He spins records, does newscasts, "gag" shows.



BILL RILEY announces and acts as quizmaster on KRNT in Des Moines, Ia. He hails from Iowa Falls, played basketball in high school, worked as a sports editor of a local paper in college. He left school for a public relations post with the Dept. of Agriculture in Washington, later wrote counter-propaganda scripts for the OWI. After service with the Army in World War II, he joined KRNT. He's married, has 4 children.



JOHN WOODS is heard on "The John Woods Show," "John Woods' Sunday Best," and "Six With Music" from WTAG in Worcester, Mass. His hometown is Waterbury, Vt., where he first broke into radio as a part-time announcer at the age of 16. He was a radioman on the USS *Midway* during World War II. The past two summers he has made appearances at Red Barn Theatre in Westboro, Mass. He's married and has one son.

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