

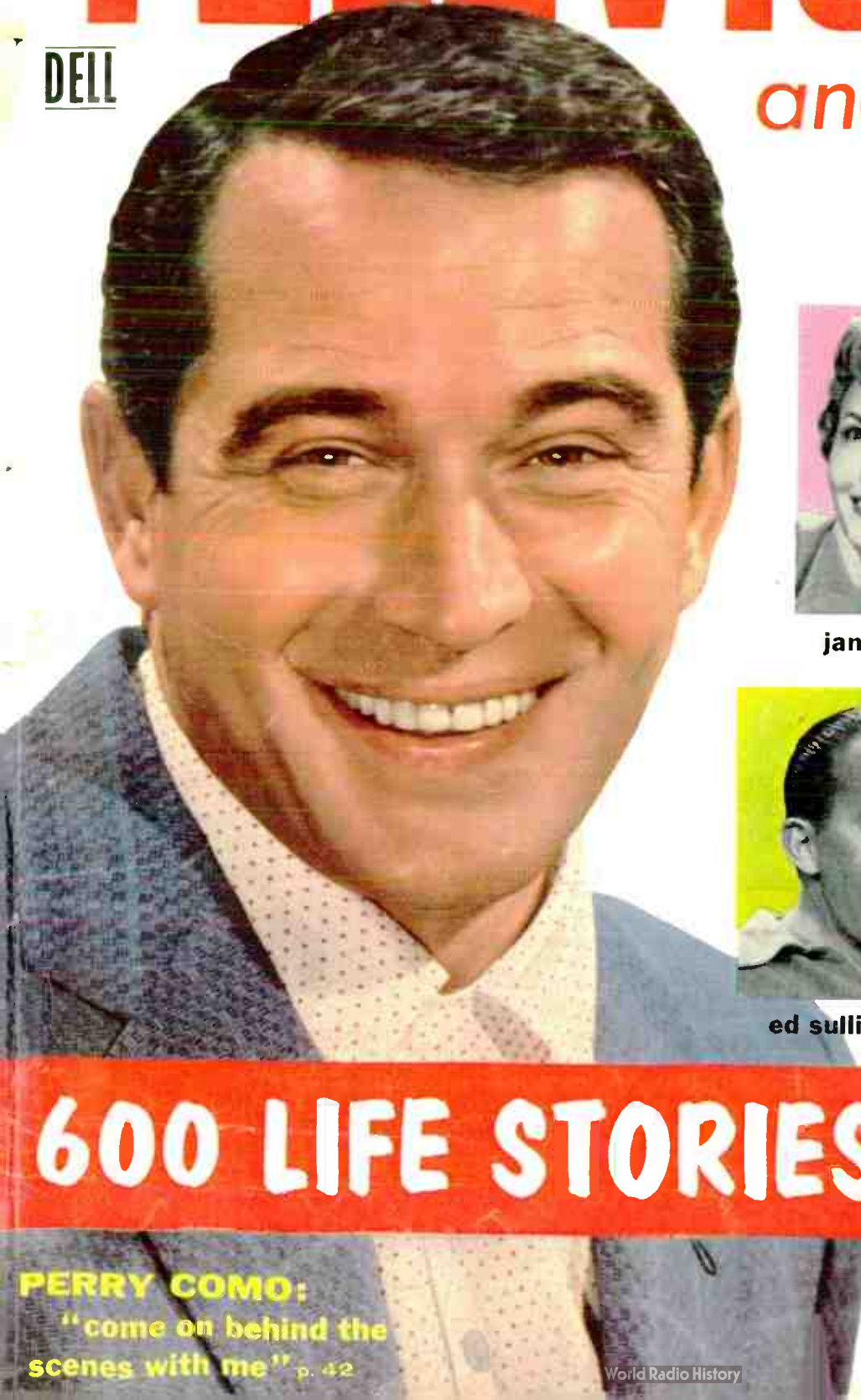
WHO'S WHO IN

100 pages - 35¢

TELEVISION and **RADIO**

No. 6

DELL



janet blair p. 19



elvis presley p. 85



ed sullivan p. 5



lucille ball p. 36



phil silvers p. 35

600 LIFE STORIES

PERRY COMO:
"come on behind the
scenes with me" p. 42

■ We allowed one of our closest friends to have an advance peek at the proofs of this issue of WHO'S WHO IN TELEVISION AND RADIO, and she hasn't been the same since! She hadn't bought color television—or even had her old set repaired—but watching television has taken on a brand new dimension for her.

She proved it to us, when we spent a rather enjoyable evening watching TV at her home with a group of people. When Eddie Fisher came on the air, someone volunteered the information that Eddie was a parent now, and married to Debbie Reynolds. "Yes, but," and she paused significantly. "did you know that he's 5 feet, 8 inches tall, and that he was born on August 10, 1928?" After the warm reception that little tid-bit of information received, there was no stopping her! She turned out to be a real gold mine of information.

Disneyland brought forth the comment that "Walt Disney says that the program has an audience of 3,850,000 adults." "The Millionaire's confidential secretary" is really Marvin Miller, and he's from St. Louis, and married, and has two children." "Steve Allen's parents were vaudevillians, and he plays the trumpet and clarinet, as well as the piano."

Did we think she was a know-it-all? We did, but we liked it. Somehow, finding out those fascinating facts about TV's familiar faces made watching each program more interesting, and she was quite the hit of the evening.

Everyone was terribly impressed, till she told us that she'd "learned all" in a highly entertaining magazine called WHO'S WHO IN TELEVISION AND RADIO, and then the conversation switched to become the big question of "When is it coming on the newsstands next?"

Well, here it is. We hope you like it too.



PREPARED BY THE PUBLISHERS OF:

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- Modern Romances
- Screen Stories
- Screen Album
- Who's Who In Hollywood
- Hollywood Family Album
- Hollywood Romances
- Hollywood Life Stories
- Hollywood Yearbook

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television

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GUEST EDITORS

on stage, everyone!



ED SULLIVAN, stony-faced emcee of CBS-TV's record-breaking "Ed Sullivan Show" has been introducing top stars of the entertainment world to TV viewers ever since June 20, 1948. Ed was born in New York City, but moved to Port Chester with his family before he reached his teens. A 12-letter man at Port Chester High (we didn't know there were that many sports!) he graduated to become a sports writer for the Port Chester Daily Item, went on to writing for the New York City newspapers. After 12 years of devoting himself to the back pages of the newspapers, he transferred his

talents to entertaining the public with choice items about the world of entertainment. His column, "Little Old New York," has become one of the most widely known in the country and has put him on a first-name basis with most of the nation's leading entertainers. He's married, lives in Park Avenue's Hotel Delmonico, recently became a grinning grandfather. Golf is his favorite sport—and his job is his favorite hobby. Among the things he's proudest of are the charity affairs he staged during and after World War II, and the fact that his show has springboarded over 100 performers to TV success.



foreword by
ed sullivan



Undoubtedly still "Champ" in Sunday night's Battle of the Ratings, Ed presents his views below

■ Like the Sunday morning paper, the Sunday evening variety show (meaning, if I may name-drop, the "Ed Sullivan Show") is becoming a firmly established week-end institution in the American home. Just like the paper, we have some obligation to everybody in the family: we parade the whole world before our audience, taking note of its newsworthy figures, its greatest entertainers, and now and then its comics—except that with our show there need be no family competition for the "funnies" because the whole family can watch at once.

I'd like to tell you why we put it together the way we do. The word *variety* is the keynote. With a view to presenting as varied a program as possible, I gather together singers, dancers, instrumental groups (some of them beamed especially toward adolescents in the audience) and for the youngest set, acrobats and animals and puppeteers. In addition I like to feature people who are in the news; quite often they are right out in our studio audience too. (Ours, incidentally, was the first show to turn the cameras on the audience.) Another kind of feature is our biographies of famous people, scenes from current Broadway hits, excerpts from forthcoming motion pictures. Often, in the actual selection of our guests, we go where the news is happening. I travel at least 150,000 miles a year, in all directions, searching for new material.

In eight years of this I've seen it proved that what the American public likes is the same type of vaudeville entertainment that delighted older generations of Americans. I don't regard myself as an actor, you know. Basically I'm a newspaperman and showman. It's my job to bring you the talents of other people, without interfering or performing myself. Frankly I don't aim all this at a sophisticated audience, but for the average family. I picture them as people who want to spend an *enjoyable* hour together, and that's what I strive to give them—enjoyment. I don't want to be criticized for presenting anything the slightest bit off-color to this kind of public. We've been known to have the wardrobe woman hike up the neckline of a lady guest now and then after rehearsal. If we show Elvis Presley we focus as much as possible on the tonsils, which is where the talent comes from, rather than on the body-English. We sincerely want to offend *nobody* in the audience. There are times when you find us striking quite a serious note on the "Ed Sullivan Show." We do it for the same reason the Sunday newspaper may do it: to remind people that life itself is surrounded by a seriousness of purpose as well as by fun and games.

We'll never run out of material, because life is too full of variety. You'll find variety is the spice of this book, too, and as you go on from here through its 100 pages to see who is who, give all these people a nice big hand. They've earned it, and I know because an awful lot of them have been my guests.

For what "The Challenger," Steve Allen, has to say, please turn the page . . .



on guard,

foreword by
steve allen

*Flanked by guests
and the "Tonight" cast,
Steve challenges Ed*

NOTE: The most daring fellow on television is not the man who thought of buying an hour of absolute silence on the networks, but the man who goes into business opposite Ed Sullivan. Sundry sponsors and gallant platoons of talent have tried it, only to sink without a trace. Rather than just give up and switch off the transmitters for an hour every Sunday night, NBC this year called on horn-rimmed, easy-going Steve Allen to volunteer to give CBS something more than token competition. On one or more weeks, Steve has actually attracted more millions of pairs of eyes and ears than Ed, and some other rounds have been about even between champ and challenger. Unlike Ed, Steve can be coaxed into performing as well as presiding. His is the only show where you can listen to the man in the title role playing the piano while the camera watches another man stirring a soupbowl full of glass eyes. Who's who thinks this competition is healthy and all to the good—your good—and now presents a few of the challenger's views on the popular subject of "who did you look at Sunday night?"—The Editors

■ What we are aiming to do these Sunday nights is very simple: not just to go gunning for ratings but to serve up a good show. Not a variety show with occasional bits of comedy, but rather a comedy show with variety; I suppose that's the principal difference between Ed's show and ours. So far, it's been very enjoyable to look for new and different ways of making such a show a good one. You don't ordinarily expect to see a television dance team doing a "Slaughter on Tenth Avenue" kind of number while clambering up and down the rooftops off Times Square, so we take pleasure in showing you just that. You don't expect to see an ape disembark from a chauffeured limousine outside the theatre and walk onstage, so we show you one. Maybe you don't expect to see me emoting with Kim Novak and maybe you do, but we show you that too. (And if she blows a line she certainly makes a noble recovery, right before your very eyes, first time on any stage.) It's also been our pleasure to work with quite a galaxy of other notable guests, and to try to give you a satisfying helping of their talents. People like Jack Benny, Agnes Moorehead, Charles Laughton, Bob Hope, Sammy Davis Jr., Richard Rodgers, Robert Sherwood, Jill Corey, Carl Sandburg, Lena Horne, Admiral Halsey, and the "new" Elvis Presley (in evening clothes, naturally.) Don't be too surprised if we even bring you Ed Sullivan some night.

Personally I have little interest in counting your noses while we work, to see if more or fewer people are watching us than caught the conventions or the McCarthy hearings or the wedding in Monaco or some kindred spectacular. I'd rather keep busy at what is tremendously more interesting: putting on the kind of show that will make you wonder where that hour went. Now, meet the rest of our folks.



STEVE ALLEN, who hosts a huge variety show Sunday evenings, also keeps an estimated three million people up late Wednesday through Friday with "Tonight," NBC-TV's late show. Just a few short years ago he was doing comedy-music-interview shows in Hollywood when CBS summoned him from the West Coast to be a quizmaster. He hit his stride (a low-key, casual stride) on the "Steve Allen Show," the forerunner of "Tonight." Steve is a native New Yorker, his parents were vaudevillians. He is married to Joyne Meadows. A man of multiple talents, he was starred in the movie, "The Benny Goodman Story," plays piano, trumpet and clarinet, has written several books including "Fourteen for Tonight" and "Bop Fables," is now at work on a volume of poetry. The Variety Club named him 1955's "Personality of the Year."

sullivan!



SKITCH HENDERSON, Steve Allen's campaigner for the title of "Maestro of the Keyboard," began his musical career swinging a baton for Judy Garland and Bing Crosby. After a hitch in the Air Force, he did the same for Frank Sinatra, later appeared as a solo pianist on NBC Radio. He fronted his own orchestra for four years, used to have an early-morning chatter show with his wife, actress Faye Emerson, on WNBC. Skitch was born in Birmingham, England, in 1918, has conducted major symphony orchestras.

EYDIE GORME, the petite, bubbling songstress with a golden throat, started out to be a Spanish interpreter for an importer. Her first singing engagement was in a department store talent contest when she was 3. She later sang at school functions, was regular vocalist with a high school band, followed a year of interpreting with stints alongside Tommy Tucker and Tex Beneke. Eydie is 25, likes casual clothes off camera, wears simple jewelry if any. She's been one of Steve's "regulars" since 1953.

STEVE LAWRENCE, one of the four featured vocalists on "Tonight" on NBC-TV was born in Brooklyn in 1935, learned singing from his father, who is a cantor in a local synagogue. Before he was signed to do the "Steve Allen Show" in 1953, he had won the Arthur Godfrey "Talent Scouts" contest, made a smash hit with his recording of "Poinciana." While his voice was changing, Steve stopped singing. On a busman's holiday in music, he learned to play piano and saxophone, studied arranging and composing.



GENE RAYBURN, jack of all trades and "second banana" to Steve Allen on "Tonight" on NBC-TV, hails from Christopher, Ill., began his career as an NBC page when he arrived in New York in 1936. He was later a star pupil at the network announcing school, was a hit in "The Gene Rayburn Show" and "The Sky's the Limit." He's married, has a child.



ANDY WILLIAMS has been singing since he was six. He was born in Wall Lake, Iowa, 29 years ago, was once a member of the famous Williams Brothers team. While his brothers were in the Army, Andy vocalized with "The Starlighters" and "Six Hits and a Miss." He joined "Tonight" in 1954. He's an eligible bachelor, collects paintings, plays tennis.



PAT KIRBY commutes to New York from Philadelphia for her appearances as vocalist on NBC-TV's "Tonight." While in the big town, she lives in a convent. A native of the Quaker City, she started singing with a high school band, is another alumna of "Talent Scouts," where she snagged first prize. She's 21, 5' 6" tall. Her given name is Patricio Querubin.

arthur godfrey



garry moore show

DURWARD KIRBY, announcer-comedian on the "Garry Moore Show" decided to become an aeronautical engineer when he was a youth in his home town, Covington, Ky., set his sights on a radio career instead when he was a student at Purdue University. After graduation and a lot of experience as a student announcer, he became one for pay in Indianapolis, Cincinnati; first worked with Garry Moore in Chicago. After a hitch in the Navy during World War II, he settled in Manhattan. He's married and has two sons.

DENISE LOR is the beautiful young chanteuse on CBS-TV's "Garry Moore Show." She hails from L.A., moved to L.I. (New York) when she was five, has been warbling since she was eight. She started singing in a church choir, first stepped on a stage in a road company of "The Student Prince" when she was 17. Denise snared her present job over 199 other applicants who were beating down Garry Moore's doors. She's married to Jay Martin, assistant director on "Strike It Rich," has two sons, still lives on Long Island.

KEN CARSON is the male vocalist on the "Garry Moore Show" on CBS-TV. He was born on a ranch outside of Chickasha, Okla., organized a harmonica band as a boy that won every blamed amateur contest in the neighborhood. Radio first carried his dulcet tones in 1930; he has harmonized with "The Ranch Boys" and "Sons of the Pioneers." Another alumnus of Garry Moore's Chicago show, he has also appeared in films. Latest? "She Wore a Yellow Ribbon." He married "Kitsy" Wade in 1939, has two children, likes golfing.

GARRY MOORE's life story can be found on page 50.

and his friends

ARTHUR GODFREY still reigns supreme as the master of the old-shoe manner and the boyish grin on his numerous weekly hours of telecasting on CBS-TV. 27 years ago he was doing commercials for a pet shop and getting five dollars per appearance as "Red Godfrey, the Warbling Banjoist" on WFBR in Baltimore. He was 26, had been earning his living since he was 15 in more different jobs than you could shake a uke at, including coal mining, farming, selling cemetery lots, vaudeville performing. He learned to play the ukulele while he was serving a hitch in the Navy in the early twenties, became interested in radio while he was serving a hitch in the Coast Guard. He's a native New Yorker, returned to his home town for a job on WCBS in 1941, began "Arthur Godfrey Time" on that station in 1945. The lines stretch around the corner for tickets to his programs. He's a gentleman-farmer in Virginia—and a flyer—in case you haven't heard

RAY BOLGER, nimble, loose-limbed dancer-comedian, stars in "Washington Square," NBC-TV's new Sunday afternoon series. A veteran of over 25 years as an entertainer, he is probably remembered most fondly for his hilarious miming on stage and screen in "Where's Charley?" and as the Scorecrow in the movie version of "The Wizard of Oz." A proper Bostonian by birth, he discovered he could only do the waltz at his high school senior prom, promptly set to work selling vacuum cleaners to pay his tuition for several advanced courses in dancing. In the late twenties he tripped the light fantastic to the Great White Way, made his professional debut as a "single" in vaudeville, "The Merry Whirl" in 1929 was his first Broadway show. He's been whirling through them ever since. Ray is 50 years old, is married to producer Gwen Rickard. He made his TV debut in 1952 on the "Colgate Comedy Hour"—and couldn't stay away.



washington square



tennessee ernie show

DORIS DREW, songstress of NBC-TV's "Tennessee Ernie Ford Show," started at the top and worked her way up. She left her home town, San Antonio, Tex., to enter a talent contest in Hollywood, won out over 2,999 other aspiring entrants. The prize was an appearance with Frankie Laine, which she followed with smash engagements all over the country, wound up in a 13-week stint in Chicago with Johnny Desmond. Her own TV and Radio shows followed. She's married to comedian Larry Allen, has one son, loves golfing.

MOLLY BEE, 15-year-old song-bird featured on "The Tennessee Ernie Ford Show" on NBC-TV, owes a lot to "Lovesick Blues." She sang the song in a school play in Tucson, Ariz., was heard by a local disc jockey, who whisked her off for her radio debut. The same thing happened when her family moved to Hollywood a short time after, and in no time Molly had a TV show, later was a regular on "The Pinky Lee Show." Born in Oklahoma, she learned singing from her brothers, wanted to become a ballerina before radio came along.

TENNESSEE ERNIE FORD, folk-singing star of "The Tennessee Ernie Ford Show" on NBC-TV, was born over yonder in Fordtown. You get three guesses as to which state. He helped his daddy raise tobacco on a farm outside of Bristol as a young tyke, began in radio as an announcer on a local station, took singing lessons to improve his speaking voice. He later studied at the Cincinnati Conservatory of Music, was in the Air Force in World War II, clicked as a singer on a San Bernardino, Cal., station. He's married, has 2 sons.

winchell show



WALTER WINCHELL has switched from newscasting to emceeing on his new variety show for NBC-TV. An old hand at the performing game, he was a vaudeville favorite in his teens, wrote his first column for "The Vaudeville News" in 1920, began his present column for the New York "Daily Mirror" in 1929. His staccato voice and telegraph key have been fixtures on radio since 1929, and of TV since '52. He founded the Damon Runyon Cancer Fund.

ozark jubilee



RED FOLEY, guitar-plucking, singing star of ABC-TV's "Ozark Jubilee," learned his trade in his father's grocery store in Blue Lick, Ky. He wowed the judges with his rendition of a hymn in an amateur contest when he was in high school, became a national favorite on such shows as "The National Barn Dance" and "Grand Ole Opry." He started present show in 1954. He's married to former entertainer Sally Sweet (his second wife), has 4 daughters.

amateur hour



TED MACK is the diplomatic host of "The Original Amateur Hour" on ABC-TV. A native of Greeley, Cal., he studied law at Denver University, played saxophone in the Colorado Cowboy Orchestra to pay his tuition. Ted had his own band in the thirties, was conductor for several films, became first assistant to the late Major Edward Bowes. He's married to his childhood sweetheart, enjoys woodcraft and hunting in his rare spare moments.

shower of stars



WILLIAM LUNDIGAN, genial host of CBS-TV's "Shower of Stars," began his acting career at the age of 10 playing kid roles in radio in his home town, Syracuse, N. Y. He climbed to production manager of the station after graduation from Syracuse University, made his movie debut in "Dodge City" in 1937, rapidly rose to star billing. After 2½ years in the Marines he returned to films, was married in 1945. He's crazy about golf.



ERNE KOVACS, who was such a smash hit last season when he filled in for Sid Caesar, appears this season on Monday and Tuesday segments of NBC-TV's "Tonight." The zony young (34) comic was born that way, in Trenton, N. J. In grade school he was off rabbit-hunting more than he came to class. In high school he took to singing—in operettas—and won several scholarships to study drama and voice. For a while he song leads in stock companies—but the grueling pace of a.m. rehearsals, p.m. shows, and midnight card games took their toll on the fragile Ern (6' 2", 200 lbs.) and, with pneumonia and pleurisy, he spent the next year in the hospital while doctors begged, "Stop whining, Kovacs, and die like a man!" Finally discharged, he disk jockeyed and newscasted on radio, wrote newspaper columns, mystery shows, and quiz programs. In 1951 NBC found him and signed him. After a few years of being on-and-off TV, he has a permanent spot. And that's real good news!

EDIE ADAMS, who's been Mrs. Ernie Kovacs for two years, met him working at a Philly TV station. Soon after, she got rave reviews as Eileen in Broadway's "Wanderful Town." That's not why Ern married her—but she does brighten his NBC-TV show, singing, dancing, and acting. Edie once wanted to sing opera. But after winning a "Miss U.S. TV" contest she signed to vocalize in a Canadian night club. She knew only three pop songs, but her \$1000 wardrobe made up for it. Says Edie: "Reviews didn't say a word about my singing—just my gowns!" She and Ern rent a 17-room apartment, care for Ern's kids by a previous marriage.




johnny carson show

JOHNNY CARSON, who is the Jack-of-ad-libs and general utility comic for the CBS-TV Network, first caused critics to scribble raves as a last minute replacement on the "Red Skelton Show." He began producing shows on a moment's notice when he was 12. Johnny was born in Corning, Ia., in 1925, lived all over the Middle West until 1933, when his family settled in Norfolk, Nebraska. In an effort to become the life of the party he took correspondence courses in ventriloquism and magic—and attained his goals. He also became the life of the Navy during World War II with his sleight-of-hand skills and snappy patter. After his discharge, he plunged into the infant Television, shipped out to Hollywood with a film of his Omaha, Neb., efforts in 1950. His first show on the West Coast was the bright "Carson's Cellar" which led to "Earn Your Vacation" and later, "The Johnny Carson Show." He's married, has 3 sons.

herb shriner show

HERB SHRINER dispenses his own brand of Haosier humor on his variety show on CBS-TV. He first saw the light of day in Toledo, O., but was trundled off to Fort Wayne, Ind., when he was still a babe in arms. During his school days, Herb organized a harmonica quintet that was an immediate hit at barn dances, movie theatres and on the local radio station. He interspersed the musical selections with reminiscences of small town life, had his audiences in convulsions of laughter. Herb disbanded the harmonica band when he got a job as a single at Chicago's Oriental Theatre, was such a hit he was signed to take his folksy antics on a tour of Australia. Back from down under, he appeared on Kate Smith's radio show, was in the Army for 39 months during World War II. After his discharge he appeared on Broadway in "Inside U. S. A." His first TV smash came when he took over for Arthur Godfrey on "Talent Scouts" in the summer of 1951. He later made his drawing wisecracks on "Two For The Money." Herb is 38, married, has three children, owns a fleet of fancy sportscars.





Oh, how the money rolls in!

\$64,000 question foreword by **by hal march**

■ At least 64,000 times in the past year I have been asked a certain four-part question, and if I had a buck for every time—but there you go, March, dreaming again. . . . The question: How do they choose contestants for a show like *The \$64,000 Question*; how do they choose the categories; can just anybody write in and appear; and who have been my most exciting contestants?

Well (deep breath), anyone *can* write in and up to 20,000 people a week do, to our show alone. The letters are thoroughly screened by a competent staff. And the letters themselves provide a wonderful variety of subjects from which question cate-

gories can be derived. Eventually in the screening process, writers of surviving letters are asked for their pictures, asked to fill out a comprehensive form with personal references, asked to come to New York for interviews. If they manage to get through—and just a small percentage do—they get on the show.

However, I have nothing to do with all that. The first time I meet the actual contestants is when the audience does—when they're on the air. That's the way I like it because it makes for spontaneity. It also creates the possibility that a contestant, or I, may ad-lib something out of line. Luckily for all concerned, nothing bad has happened yet (touch wood) and no



HAL MARCH, the twinkle-eyed smooth-talking emcee of CBS-TV's "The \$64,000 Question," has a background and talent as varied as the experts on the show. He hails from San Francisco, where he graduated from high school, became amateur welter-weight boxer on the West Coast, served as a radar operator in the Coast Artillery during World War II. After a career as radio and TV comedian, including such roles as next-door neighbor to Burns and Allen and Imogene Coca's husband, he won the assignment on the \$64,000 show in an audition of some 300 candidates. Hal, who is 36, has a mother, three sisters, and a brother living back in San Francisco. He's married to model Candy Toxton.



\$64,000 challenge

BILL PEARSON, the free-lance jockey who rode to win CBS-TV's "The \$64,000 Question" in the field of great art, was born 35 years ago in Chicago. His education ended in the seventh grade at a Hollywood public school. His first race was at Santa Anita. He's ridden for movie celebrities, and abroad, was the first American to ride for the Prince of Siam. While riding for Mexico's President he met and married Endriqueta Cavanillas (1945). He discovered art while collecting antiques and is a member of the L.A. museum association.

VINCENT PRICE, co-champion with Bill Pearson in the "Great Art and Artists" category of CBS-TV "The \$64,000 Challenge," is as well-known as an actor as an art collector, authority, and a lecturer. A native of St. Louis, he became an actor on a dare, while studying for his master's degree at the University of London. His Broadway debut was in 1935 as Prince Albert in Helen Hayes' "Victoria Regina." He's appeared in many films, including "While the City Sleeps." Last fall, he appeared on "Challenge" vs. Edward G. Robinson.

contestant has gotten angry with me. (You never know, when ad-libbing, just what will come out. When Dr. Francis P. Salvatore, obstetrician father of four, said he'd used his \$32,000 to get a roomier house, I blurted, "Serves you right for bringing home samples from the hospital!") As for interesting people: Captain Dick McCutcheon leads my list. The personal gourmet was first to win \$64,000 and he sort of represented the triumph of the American male in what is usually regarded as a woman's field. Jockey Bill Pearson (on this page) stands out because of his unusual field—art—and his winning personality. And Gino Prato, and Gloria Lockerman, and Peter Freuchen . . . the whole roll of 24 champions who won \$680,000 in eleven months, and the courageous champions who didn't quite win, too. Reflecting on how far I would have gone in their categories, I've come to the conclusion that I'm a registered ignoramus!



RALPH STORY is the new M.C. for the \$64,000 Challenge" on CBS-TV. For his present chore he was imported to New York from Los Angeles, where he had an early bird radio show. Ralph was born in Kalamazoo, Mich., on Aug. 19, 1920, got his first announcing job on a local station, has since worked in radio all over the country. He was a fighter pilot in World War II, currently enjoys playing tennis and piano.



house party

ART LINKLETTER is never lonesome. He is master of antics on NBC's "People Are Funny" and CBS's "House Party," goes home to practice his glib tongue on Mrs. and five little Linkletters in the Los Angeles suburb of Holmby Hills. Art of the insatiable curiosity has had 20 years' experience in working with more than 30,000 people behind the microphone. Born in Moose Jaw, Saskatchewan in 1912, he grew up in San Diego, attended high school and college there. He thumbed his way through most of the U.S., shipped to Buenos Aires on a freighter, worked his way through college, broke into radio as an announcer, and handled all types of sports events before "House Party" happened.



ART BAKER, host of ABC-TV's "You Asked For It," could draw on his own background to answer queries. Born in New York's Bowery in 1898, Art served as a machine gunnery instructor in World War I, then became a choir leader, oil burner salesman, gravel hauler and car checker before trying radio. He inaugurated "People Are Funny," announced for Bob Hope, and made his film debut in "Spellbound," with Gregory Peck.



JANIS CARTER's hobby, interior decorating, helped her land the job as hostess of NBC-TV's "Feather Your Nest." She could tell a Duncan Phyfe from a drum table. Before being hired, she'd been a stage and movie actress and wrote scripts for the radio shows, "Gangbusters" and "We, the People." Born in Ohio, she was named for Elsie Janis, singing star of World War I. She owns degrees in art, music and literature.



JACK BARRY of CBS-TV's "Tick, Tack, Dough," has given away thousands on TV quizzes but says he, himself, has never won anything. Except, of course, the hand of Marcia Van Dyke, stage, film and concert star. They live with their sons, Jeffrey, three, and Jonathan, two, in Lindenhurst, where Jack was born in 1918. His emceeing of "Juvenile Jury" and "Life Begins at 80" taught him to deal with persons of all ages.



GEORGE DE WITT asks questions and vocalizes song cues on "Name That Tune" (CBS-TV). If necessary, he could imitate star vocalists, as he did in his nightclub, vaudeville and TV variety show appearances. He was born December 20, 1920 in Atlantic City, and worked there as a singing waiter before graduating from high school. As an Air Force pilot he flew USO troupes to U. S. troops, then joined the USO as a civilian.

do you trust your wife?

EDGAR BERGEN of CBS' "Do You Trust Your Wife?" first placed his trust in ventriloquism when, as a schoolboy, he bought a twenty-five cent copy of "Herrmann's Wizard's Manual." Charlie McCarthy came into his life in high school days in Chicago, accompanied Bergen through Northwestern's School of Speech, performed with him on Chautauqua circuits, in vaudeville, and supper clubs, after Bergen quit pre-med school. Charlie, to prove he was no dummy, started talking back in the mid-30's, and they were in. Radio came next, then TV. Bergen was born Feb. 16, 1903, in Chicago. He was married to Frances Westerman (a Powers model, now a singer-comedienne) in 1945. Their daughter, Candice, was born in 1946.



THIS IS YOUR LIFE

this is your life

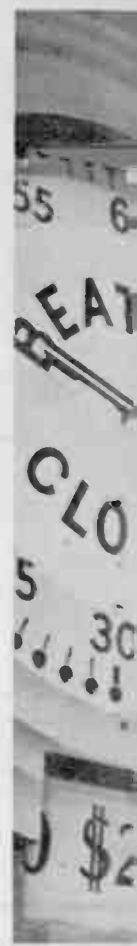
RALPH EDWARDS won't allow it, but his own story would make an interesting program on the show he emcees: NBC-TV's "This is Your Life." He was born in Merino, Col. on June 13, 1913. He was a scriptwriter at 16, in high school in Oakland, Cal. He worked his way through the U. of Cal. as a radio announcer, actor, producer, writer, sound effects man, and janitor. He hitch-hiked to New York, lived on soup, and won over 61 other candidates in an audition for a CBS announcer. In 1940 he turned the parlor game "forfeits" into the fortune-making radio show, "Truth or Consequences." An outgrowth of one of its features is the "life" show. He's a "3 kids" family man.





strike it rich

WARREN HULL of CBS-TV's "Strike It Rich" struck the cymbals at the age of four in his home town, Gosport, N. Y. He played sax and trumpet in his high school band, left N.Y.U. to study voice at the University of Rochester. He sang on a local radio station at Lockport, N. Y., first hit Broadway in a Shubert chorus. He was a Broadway star, but it was an emcee job on a big-time musical radio show that won him a ticket to Hollywood, for leads in 36 films. "Vox Pop" brought him back to New York. He was planning a vacation when along came "Strike It Rich"—first on radio, then on TV.



queen for a day

JACK BAILEY is, among other things, a dialectician, which is an asset in his current role as court jester for Mutual's "Queen for a Day." His was the voice of "Goofy," for Disney. He hit radio big-time in shows like "Duffy's Tavern," after a long jock-of-all-trades career. The Hampton, Iowa, lad was first a trombonist. His high school band was state champion, his college band, at Drake University, played for all dances. He has also been a singer, a clerk, cheer leader, football quarterback, bugler, stage-manager-actor-producer, disc jockey, etcetera and etcetera! In 1941 Jack was married to Carolyn Parkinson, formerly a legal secretary.



beat the clock

BUD COLLYER, of CBS-TV's "Beat the Clock" worked his way through Fordham Law School, 1933, by appearing in radio shows, then decided he liked acting better than the law. He sang on Broadway, made his initial mark in radio narrating "Cavalcade of America." Then, for a change, he played "Superman" for 12 years. His law was useful in 1948-49 when he was president of the American Federation of Radio Artists. Nobody believes he's 48, the father of 3 teen-age daughters, a native New Yorker.



DENNIS JAMES is the tall, dark, and handsome master of ceremonies of CBS-TV's "High Finance." A Jersey City boy, Dennis graduated from his home town St. Peter's College in pre-med. However, he was bitten by the radio bug, and became an announcer on a local station, later moving to New York. Dennis entered television back in 1938, with an experimental station. It was wrestling which made his name a household word for his genial kidding of the grunt-and-groan heroes. Fan-mail poured in for the handsome bachelor, still pours in, although he married Marjorie Crawford in 1951. They now have a new baby son named Randall.



BILL LEYDEN should know how to dig up stuff on "It Could Be You" (NBC-TV). He has a degree in archeology from De Paul University! Chicago-born Bill worked his way through De Paul as an NBC page boy, then worked up to an announcing job in Cleveland. He became a Chicago disc jockey and, after 3½ years in the Air Force, jockeyed discs in Hollywood. A contestant on a quiz show he once emceed became his wife.



ROBERT RUSSELL of "Stand Up and Be Counted" (CBS-TV) counts opera singing, gag-writing, emceeing, directing, composing and pageant staging among his accomplishments. He won a gold medal in a national high school oratorical contest, too. Bob was born in Passaic, N. J., but grew up in Albany, Schenectady and Manhattan. He's been emcee of the Miss America pageants and made his TV bow in 1948 on a children's program.



BESS MYERSON belies the "beautiful but dumb" label. Tall, dark-haired Bess, who gives away mink coats on "The Big Payoff" (CBS-TV) was "Miss America" in 1945, the first year contestants had to reveal brains as well as beauty. New York born, she's an accomplished musician who taught piano to pay tuition fees at Hunter College. She has lectured to PTA groups. Her vital statistics are: height, five-feet-10; weight, 135 pounds.



MIKE WALLACE, named Myron when he was born in Brookline, Mass., held various radio and TV jobs prior to emceeing "The Big Surprise" (NBC-TV). With an A.B. in speech (Michigan '39), he became an announcer in Grand Rapids, then in Chicago, doubling as an actor on the "Lane Ranger" and "Green Hornet." Recalled by the Navy from duty in the Pacific, he supervised radio entertainment at the Great Lakes.

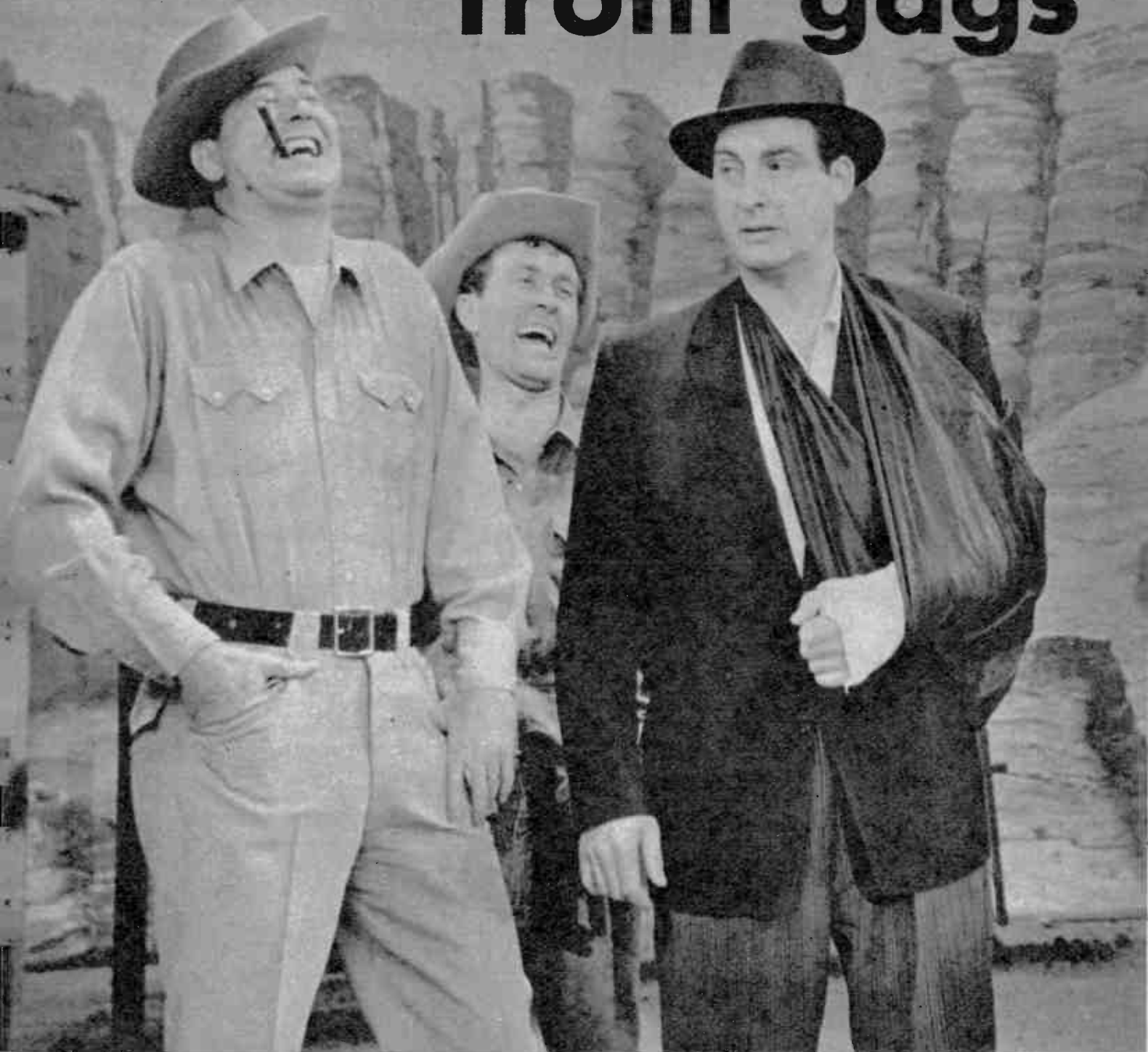


BERT PARKS of ABC-TV's "Break the Bank" broke into radio at 16 by winning an amateur singing contest in Atlanta, his home town. The prize: an announcing job. Three years later, he was singer and straightman on the Eddie Cantor show in New York. He rose from private to captain and won the bronze star in World War II. Married since June 8, 1943, he has twin sons, Jeffrey and Jool, and a daughter named Annette.



JAN MURRAY, voted "class comedian" as a Bronx, N. Y., high school senior, always intended to be a comedian. The star of "Treasure Hunt" began as a child by imitating vaudeville comedians his mother took him to see. He gravitated to "borscht belt" hotels, then sharpened his ad-libs in burlesque. Work in top night clubs, radio and TV shows followed. Jan, his wife, Toni, and three children live in Long Island, N. Y.

from gags



CARL REINER, a member of the comedy trio of Reiner, Caesar and Morris on "Caesar's Hour," is an alumnus with them of "Show of Shows." He and Morris were GI's in "Maurice Evans' "Hamlet." Born in 1922 in the Bronx, N. Y., he was in Broadway musicals prior to TV.

HOWARD MORRIS, born in New York in 1919, is younger than he looks on "Caesar's Hour." He started playing old men in college (NYU) and was Laertes in Maurice Evans' GI "Hamlet" in the Army and on Broadway. He joined Caesar's cast after several guest shots.

SID CAESAR of NBC-TV's "Caesar's Hour," came, saw and concurred when Max Liebman asked him to top TV's "Broadway Revue" in 1949. Sid's comedy talents had been utilized previously by Liebman in "Tars and Spars," a Coast Guard revue in which Sid was to have played the saxophone—and wound up in a show-stopping comedy role instead. After "vegetating" in Hollywood, Sid returned to New York for "Make Mine Manhattan," then was tapped for "Broadway Revue," later called "Your Show of Shows." Born Sept. 8, 1922, in Yonkers, N. Y., Sid was a bouncer in his dad's restaurant, worked as an usher to pay for music lessons, then played in name bands (Charlio Spivak, Claude Thornhill, Shep Fields). "Caesar's Hour" debuted on NBC Sept. 27, 1954. It's produced by Shellric Corp., named for Sid's youngsters, Shelly and Richard. They live in Kings Point on Lang Island Sound. Sid, who's six feet and weighs 195, lifts weights and golfs.

to riches

foreword by **sid caesar**

■ You look around the TV comedy field nowadays and I'm telling you, there are some nights you could shoot off a shotgun down the channels without nicking a real, live comedian. Straight comedy seems to be pretty rare. Some of the boys are on quiz shows, some are on panels, some are doing situation comedies, Martin's left Lewis and vice versa, and some just headed for the hills to take time off. . . . The reason is that comedy is so terribly demanding on performers. They can't just stand there and tell jokes, 39 weeks a year, year in and year out, because there aren't that many jokes. So they've got to try to do things that are perfectly credible, and make them funny—and a lot of us tend to run out of things that you can laugh at and still believe in. The "true stuff" is best: as long as our audience believes us, we can do anything. But let them not really believe one little thing and we can stand on our heads and they won't laugh. We try to understand people, not just caricature them. And humor doesn't have to be so broad any more. Today the average person knows a lot more than people used to know: after a few years of TV he's seen everything comedians have to offer. . . . On our own show we try to avoid a fixed format. A show with the same pattern week after week may win an audience for a while because of its familiarity, but in time this familiarity can breed boredom. So we switch around: we do takeoffs on old movies and foreign movies, we do skits like *The Commuters*, we offer character sketches—when I can find a good character to do—and we try to vary the routine with nice, polished production numbers. Basically, of course, we're making fun of things. Only I can't make fun of anything I'm fond of. I happen to like modern art and artists, so it's very rarely that I want to poke fun in that direction, like satirizing the artist starving in a garret who refuses to paint a can of beans for an advertiser. Maybe you've gathered, too, that I'm not fond of those wild music faddists. (I used to be a musician myself once, only tame, not wild.) If *The Haircuts* help to laugh some of those boys into their proper place, meaning oblivion, it will be all right with me. Anyway, whatever we lampoon, we try to do it with pace, and grace. And without rushing it: if you go in and get your laugh out of something straight off, you're left with it sitting on top of your head. You must make people go along with you and believe the theme, because a laugh consists of building up tension, then pulling a switch. It's all very complicated, and maybe we better not analyze it any more. Maybe we'd better just close by saying of all the people in this section: don't shoot us yet—we're doing the best we can, and we may get better!



PAT CARROLL, comedienne on "Caesar's Hour," is a Shreveport, La., gal who moved to Los Angeles as a child and was squeezing an accordion in the USO at 12. She was Red Buttons' girl friend on TV after she learned to get laughs on the nightclub and resort circuit.



SHIRL CONWAY, who's new on "Caesar's Hour" this season, was starred on Broadway in "Plain And Fancy." The six-foot blonde from Franklinville, N.Y., came to Manhattan as a model, chorus girl and singer, has been an international night club star and comedienne.

JANET BLAIR, newcomer to "Caesar's Hour" on NBC-TV, says she was the homeliest girl in the crowd back home in Altoona, Pa. The tiny redhead with the uptilted nose claims that's why she worked so hard to excel as a singer and dancer. She was a vocalist with Hal Kemp, became a film and night club star, and was selected by Rodgers and Hammerstein for the role of Nellie Forbush in the road company of "South Pacific." Her husband, Nick Mayo, shares the majority opinion that the former ugly duckling has since achieved swan-like loveliness. TV has seen her before: on variety and dramatic shows.



gleason's back — alive!

JACKIE GLEASON, star of his own show on CBS-TV, has had his life story chronicled in a book called "The Golden Ham." But things weren't always golden for the many-sided comedian who was born in Brooklyn in 1916. When he was three, his brother died. In 1924, his father disappeared. When he was 16, his mother died. By then, Jackie was emcee at Brooklyn's Halsey Theater. He'd had the leading role in a graduation play at Public School 73 in 1929 and that decided him on a show-business career. He was a carnival barker, diver and burlesque comic, then got a job at the Club Miami in Newark for \$8 a week. He stayed for three years while his salary was upped to \$75 a week. He toured nightclubs and vaudeville, was booked into the Club 18 in New York in 1940 and then made five movies in Hollywood. Stage shows followed. He made his TV debut in "The Life of Riley," switched to "The Cavalcade of Stars" and went to the top in comedy. Italian food tops his list of favorites.



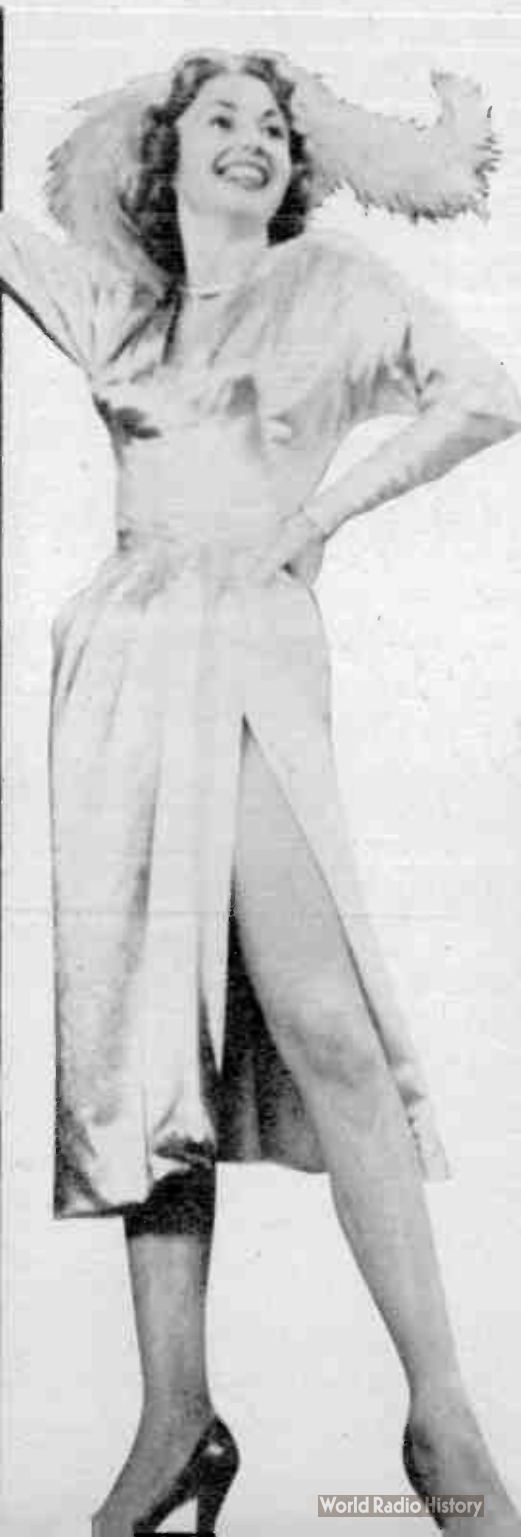
THE JUNE TAYLOR DANCERS on "The Jackie Gleason Show" were the first to perform choreography tailored specifically for TV. June Taylor, their blonde boss woman, first composed camera choreography in 1937 for the BBC's TV division in London. That was a long way from her native Chicago. She was dancing at nine and toured Europe with the Meriel Abbott troupe in 1933, becoming a headliner here and abroad. Threatened by illness at 20, she was forbidden to dance, but allowed to teach. Before the June Taylor Dancers kicked up acclaim on the Gleason Show, they were featured with Ed Sullivan in 1948. June has been happily married to a New York lawyer for ten years.





AUDREY MEADOWS, whose impersonation of Alice Kramden in "The Honeymooners" segment of the "Jackie Gleason Show" (CBS-TV), won her an Emmy award, was born in China, where her parents were Episcopal missionaries. She came to the United States as a child, and studied to be a concert singer—but she prefers comedy. When Bob and Ray asked if she could play a harp, she strung them along to get on their show. When Gleason said she was too pretty to play Alice, she "messed up her hair and dress, then sent him a photo of herself in that getup. That getup and go impressed Jackie, and he hired her.

ART CARNEY, a man of many parts on CBS-TV's "Jackie Gleason Show," says he's been called everything from "stooge to straightman to secondary comic." This art was developed by working with the late Fred Allen, Morey Amsterdam, Herb Shriner and other comedians before Gleason hired him in 1951. Born in Mt. Vernon, N. Y., in 1918, he toured with Horace Heidt for 3½ years, then entered radio in 1942, doing mostly character and dialect parts. He served in the Army, was wounded, and discharged in 1945. Between his varied roles for Gleason, he manages to do dramatic roles on the top television programs.



MARY LIVINGSTONE is a retiring soul, but husband Jack Benny won't let her retire. She subbed one night in New York for his vaudeville partner who was ill. Then she retired, until he needed her again, and again. In 1934, she became his radio spouse when no auditioners qualified. Born in Seattle, as Sayde Marks, she married Benny in 1927. Their adopted daughter Joan was recently married.



JACK BENNY, as viewers of CBS-TV's "Jack Benny Program" know, is 39. His birth date, Feb. 14, 1894, proves it. Born in Chicago, he moved with his parents, Meyer and Emma Kubelsky, to Waukegan, Ill., and, at eight, was a local violin prodigy. ("Love in Bloom" wasn't part of his repertoire then). To get into the theater free, he became an usher and, at 17, a vaudeville fiddler billed as Ben K. Benny. He short-changed it to Jack Benny to avoid confusion with Ben Bernie, and became a headliner before enlisting in the Navy in 1917. He showed promise as a comedian in a Great Lakes Naval Station revue. He returned to vaudeville as a monologist, using his violin to fiddle around. Broadway musicals and a film, "Hollywood Revue," preceded his entry into radio in 1932. He scored an instantaneous hit—and kept his Hooper rating through 24 years of radio, movies, and TV. Jack's been married since 1927 to the girl millions know as Mary Livingstone.



EDDIE ("ROCHESTER") ANDERSON struck gold in the gravel in his throat. His rasp, "What's that, boss?" on the "Jack Benny Program" tickles everyone's funny-bone. His dad, a minstrel man, hoped he might become a singer. But he sang out so vociferously as a newspaper boy in San Francisco that he developed a distinctive, if unmusical voice. At 14, he was touring in a revue, then developed into a song-and-dance man on the Pantages vaudeville circuit. Before Benny hired him in 1937, he achieved fame as Noah in the film, "Green Pastures."

BOB HOPE of NBC-TV topped out a career in show business when he filled in as a tap dancer in a theater that needed an extra act. That was in Cleveland, where Bob had moved at the age of four with family from their native England. Other show-business jobs followed for Bob, who polished his comedy style in small clubs and vaudeville before landing on Broadway in "Roberta," the musical that brought him to Hollywood. His first NBC radio show was in 1938, the year he made his first movie, "The Big Broadcast of 1938." To entertain our troops, he's traveled more than 1,000,000 miles, a distance longer than that covered on the "Roads" he hit with Bing Crosby. He's married to ex-singer Dolores Reade. They live with four adopted children in the town of Palm Springs, where Bob used to be the mayor.



GEORGE GOBEL, whose "George Gobel Show" on NBC-TV rates high as "low pressure" comedy, advises husbands to ask, "How high?" when their wives say, "Jump!" He's jumped high from the days when he was a boy soprano at St. Stephen's Episcopal in Chicago, where he was born May 20, 1920. He was invited to sing on NBC Radio's "National Barn Dance" and other programs. He performed on children's shows aired from Chicago and sang on radio in Chattanooga and St. Louis before enlisting in the Air Force. He worked up a comedy routine to amuse his fellow officers then, after his discharge, badgered a Chicago agent to book him as a comedian. He toured nightclubs for nine years, until his successful guest appearances on NBC-TV shows brought him a show of his own. He's married to the former Alice Humecki, whom he met when both were students at Roosevelt High in Chicago. They live in Sherman Oaks, Calif., with their three children, Gregg, Georgia and Leslie.

GEORGE BURNS and GRACIE ALLEN of CBS-TV's "Burns and Allen" show went on CBS Radio coast-to-coast Feb. 15, 1932, airing Gracie's nitwitticisms and George's burns, routines that had made them famous in vaudeville. Ten years later they switched to domestic comedy and kept their "marriage" intact when they went on CBS-TV in 1950. Gracie, born in San Francisco, was one of four daughters of song-and-dance man Edward Allen. She made her stage bow at 3½. George, born in New York, had also been in show business since childhood. They got married in 1926.

MILTON BERLE, NBC's "Mr. Television," was the first big name star in TV. He started his career as a dramatic actor in silent films when he was five, but it was his imitation of Charlie Chaplin in an amateur show that convinced his mother Milton's future was in show business. He was born in New York July 12, 1908, and played his first stage role in Atlantic City in a revival of "Floradora." He made his radio debut in 1934 and his TV debut June 8, 1948 on "Taxaco Star Theater." He's married to Ruth Cosgrove and has an adopted daughter, Vicki. It's Milton's second marriage.

PAUL WINCHELL and JERRY MAHONEY became a team when Paul was thirteen. They joined forces to appear on the Major Bowes "Amateur Hour" and they won. Paul is a New Yorker, born in 1923. Somehow, claims Paul, Jerry's birthdate is always "Arbor Day, 12 years ago." Paul, a golf enthusiast and gourmet, is married to Dorothy Morse, a former singer, and has a 7-year-old daughter. Jerry lives in a suit-case, wears monogrammed shirts and is insured for \$10,000. Paul lives in a house in Larchmont, is also insured, and has been chosen TV's most versatile performer.

RED SKELTON's in the dough because of a doughnut. The star of CBS-TV's "Red Skelton" show had been in show business since he was 10 and was getting nowhere until he did a hilarious impersonation of an inept doughnut dunker. His background includes medicine shows, vaudeville, a circus and burlesque. His dad, a clown, died before Red was born in Vincennes, Ind. Red's work as a Chicago radio comedian won him a movie contract in 1940. He's married and has a daughter and a son. A man of paradoxes, Red chews cigars, but never lights them. "Don't smoke," says he.

JACK PAAR, CBS-TV comedian, started in radio at 16. At 19, he was announcing the Cleveland Symphony broadcasts, then took a turn as a disc jockey in Buffalo, N. Y. But it was in the Pacific, as a GI in a Special Services unit that his comic capabilities were uncovered. His reputation preceded him home. Film and radio offers were waiting when his ship docked. In 1950 he emceed radio's "Take It Or Leave It." Born in Canton, Ohio, he now lives in Bronxville, N. Y., with his family. Amongst the things he likes: painting, foreign sports cars, his daughter Kandy.



tv's most spectacular year

*The kind of entertainment
you couldn't pay to see,
will be coming into your home
this year—for free.*



*Did you think you'd have to fly to England
before you'd see the Old Vic players do Romeo
and Juliet? No indeed! It's slated for NBC-TV.*

Ticket-scalpers had a hey-day when Judy Garland played the Palace—yet you can get a front row seat at home this fall.



■ Tickets to see Julie Andrews in "My Fair Lady" on Broadway have cost some persons the price of a television set. Announcement of a new musical by Rodgers and Hammerstein causes traffic jams in Times Square. Yet home viewers, without battling traffic or ticket scalpers, will be able to see Julie Andrews in a new Rodgers and Hammerstein musical in February. For free.

As soon as Judy Garland said she'd star in a revue on the stage of New York's Palace Theater this fall, ticket buyers queued up at the box office—if they were in New York in the first place. But you won't have to stand in line to see her on the "Ford Star Jubilee" on CBS this year.

From aqua-shows to zoos, the whole world of entertainment will be brought home to you in this most spectacular year of spectaculars. You'll be seeing specs before your eyes—something old, new, borrowed, blue, red, green, and every other color on the compatible spectrum in black-and-white. The first big splash was made with the Esther Williams Aqua show in September. Then the webs really began to plunge.

New Subjects

From ballet to the Bard, from "Faust" to last, the best of entertainment arts is being brought home to the viewer this year, with sponsors footing the costs. Despite the fact that they'll completely negate the best-possible arguments for pay-as-you-go television (namely, that TV didn't used to serve the person with discriminating entertainment tastes—the person who liked ballet, opera and good plays—and who might be willing to pay to see them) these spectaculars will cost you no more than the prevailing local rates for electricity.

If you can't get to the theater, the theater will get to you. Around Thanksgiving, you'll see Mary Martin and Paul Douglas co-starred in "Born Yesterday," directed by Garson Kanin, who wrote and directed the Broadway original. In the Spring, Alfred Lunt and Lynn Fontanne will do their magic acting in "The Great Sebastians," their newest hit play.

New Faces (for TV)

You won't have to cross the Atlantic to England to see the Old Vic Company perform "Romeo and Juliet" with Claire Bloom and John Neville as the "star-crossed lovers." They'll be on NBC in March. And England's Sadler's Wells Ballet troupe will *tour en l'air* one month later in "Cinderella." Incidentally, "Cinderella" is also the Rodgers and Hammerstein musical that will star Julie Andrews on CBS. It will be the first show created specifically for television by Rodgers and Hammerstein.

Apparently children control the program selection in many homes. So it's possible that shows based on children's favorites would

appeal to youngsters and adults. Coming this season is a musical version of "Jack and the Beanstalk," starring Mary Martin and written by Helen Deutsch, who wrote the movie, "Lili." A contemporary children's favorite, Kay Thompson's "Eloise," about a little girl who lives in a big New York hotel, is also registered for CBS viewing. The book has been a best seller and Miss Thompson's records of the little girl's misadventures are on the kiddie hit parade.

Opera lovers may bravo ABC's presentations of the Metropolitan Opera Company in Gounod's "Faust" and Rimsky-Korsakoff's "Coq D'Or," and NBC, in December, comes up with Gian-Carlo Menotti's perennial "Amahl and the Night Visitors." But the real thrill for opera lovers will be the American premiere of Prokofiev's "War and Peace," staged by NBC's Television Opera Theater in January, and the world premiere performance of "La Grand Breteche," in March.

New Directions

Three movie directors, who have lured customers into the theaters—William Wyler, Anatole Litvak and John Huston—have been lured into TV this season. Wyler will direct "The Letter," with possibly Jennifer Jones or Dolores Del Rio starred. Litvak's stars in "Mayerling" will be Audrey Hepburn and Mel Ferrer. Huston, known for his off-beat productions, will be in charge of Aristophanes' classic comedy, "Lysistrata."

In the popular musical idiom, there was the "Cole Porter Festival" on CBS in October, celebrating the tunesmith's 40 years on Broadway. Porter, whose "Night and Day" has been heard day and night, was accompanied by Louis Armstrong, Shirley Jones, Gordon MacRae, and Peter Lind Hayes among others.

As his entrance into TV, Sidney Kingsley planned his own version of his prize-winning play, "Men in White," while Bernard Shaw's centennial is observed by Maurice Evans, as star of "Man and Superman."

With all this and more, it looks as though the advocates of television will be kept on ice—and not just because of Sonia Henie's special ice show in June. To see the greatest contemporary array of entertainers, you won't have to pay the piper, or the fiddler. The specs in front of your eyes will be brighter than ever.



In the weeks she toured England, Esther Williams' aquo show didn't reach a fraction of the audience it received on TV last September.

■ Maybe it was a shotgun wedding in some respects, but this will go down as the year when TV and movies finally got hitched for better or worse. RKO, Fox, Warners and at long last MGM—all the big studios have broken down now, bringing to the marriage a dowry of thousands of “old” movies made at a total cost literally in the billions of dollars. From United Artists came films like *Champion* and *Cry the Beloved Country*. From Columbia, all the Rita Hayworth musicals. From RKO, *Top Hat*, with all the rest of the Fred Astaire-Ginger Rogers dancicals tumbling after. From MGM, *The Wizard of Oz*, *Mutiny on the Bounty*, *Mr. Chips*, all the MacDonald-Eddy, *Andy Hardy* and *Dr. Kildare* pictures. Not yet *Gone With the Wind*, but a total of 725 films. All this

meant the TV audience was now forever relieved of having to see the same old dogs week after week. It meant certain anguish for many movie stars: Their life’s work would now be seen by bigger audiences, by tens of millions, than ever before, but none of this would so much as pay for a single change of water in their swimming pools. They were stuck, for old shrewdies like Louis B. Mayer had written clauses into star contracts before TV was even invented, giving the studios TV rights. It meant more headaches for your neighborhood movie exhibitor because more customers than ever would have more reason than ever to stay at home in their own loge seats, unbothered by queues, gum on the chairs or hats on the ladies in front. It meant heaven knows how dire a threat to the



Judy Garland & friends in MGM's *The Wizard of Oz*.

movie - going at home

producers of *all* other television entertainment, for movies already had shown that they could out-rate all but the best live shows at any given hour.

And what of the televiewer? He would live with the offspring of this multi-million-dollar marriage. He would have to suffer through countless commercials and special announcements every time he or she sat down for a nice evening with *The Thin Man* or *Mrs. Miniver*. But he was inured to commercials by now anyway. These were called "old" movies, yet unless he was well into middle age he'd never seen most of them in the first place. And anyway, what was so dated about *Ninotchka* that you wouldn't enjoy it again? And again? The viewer was, and is, the real winner.



Mutiny on the Bounty: Clark Gable and Vivien Leigh.



Rose Marie, one of a series with you know who.



In Old Chicago, with Ty Power and Alice Faye.

Of Human Bondage, with Leslie Howard, Bette Davis.



Shall We Dance, with Rogers and Astaire? Yes, let's.

the curtain



THE TAMING OF THE SHREW

LILLI PALMER was seen as the shrewish rebel, Katharine. Lilli was born in Rosen, Germany, 42 years ago. As a student actress she was told by one of her instructors that she had no charm, proved the error of his judgment by becoming one of the most charming stars of stage, screen and TV in England and America. She and estranged hubby Rex Harrison co-starred on stage ("The Love of Four Colonels") and in movies ("The Fourposter"). In spite of her busy schedule she still finds time to supervise the French and German lessons of her 12-year-old son, Carey, and pursue her hobby, painting. Lilli is 5'3" tall, has huge brown eyes and lovely hair. She's currently being seen in German version of "Anastasia," and as hostess of the "Lilli Palmer Theatre."

MAURICE EVANS played the swaggering, fortune-hunting Petruchio with the grace and finesse that has made him one of foremost classical actors of the English-speaking theatre. A native of jolly old England, he first trod the boards at the age of eight, was an established star of London's West End when Katharine Cornell imported him to play opposite her in Shakespeare's "Romeo and Juliet" in 1936. He has since won critical huzzahs on Broadway in "Hamlet," "King Richard II," and "Dial M for Murder." On the movie screen he was hailed for performances in "Kind Lady," "Androcles and the Lion," and "Gilbert and Sullivan." TV audiences have applauded him as both producer and star of "Hallmark Hall of Fame." He received his U. S. citizenship in 1941.

never falls

who's who in the

10 best TV plays of the season

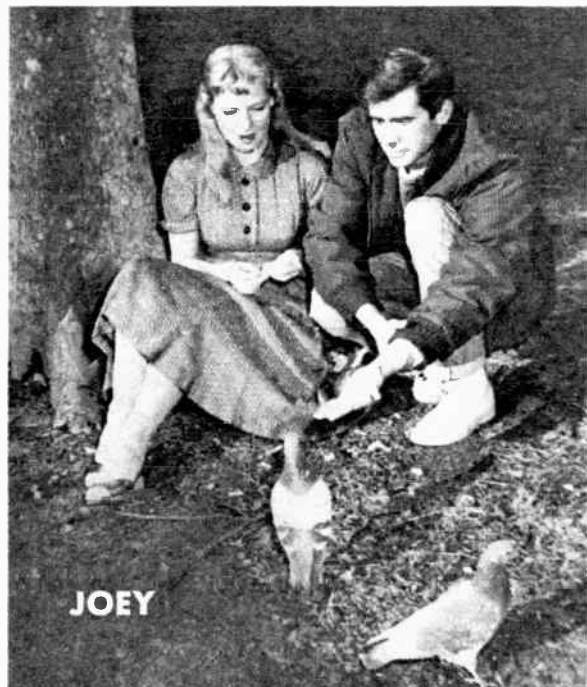
■ This has been the year when drama on television really came of age, providing audiences of tens of millions of people with a long line of nights to remember always. Which have been the most memorable? Every TV viewer has his own mental list. So have your editors, and here (allowing ourselves only one choice from any given series) is our own Ten Best—not, mind you, in any order of importance:

1. "A Night to Remember," *Kraft Theatre's* revolutionary adaptation of Walter Lord's log of the Titanic sinking. It shattered many taboos, used dozens of sets and had 106 speaking parts, was a masterpiece of technical perfection. Incidentally it "came together" the night of the show, after its producers and directors had despaired that it would come off at all. 2. "Taming of the Shrew," *Hallmark's* imaginative and exciting treatment of Shakespeare's comedy with Maurice Evans and Lilli Palmer. 3. "A Public Figure," *Studio One's* exposé of the exposé magazines, with Sheppard Strudwick, Mercedes McCambridge and James Daly all giving hard-hitting performances. 4. "Joey," by Louis Peterson on the *Goodyear Playhouse* with young Anthony Perkins. Wonderful, sympathetic insight into poignant human problems.

5. "Pale Horse, Pale Rider," adapted for *Climax!* by F. W. Durkee Jr. from the Katharine Anne Porter story of love, death and war. 6. "The Boarding House," adapted for the *U. S. Steel Hour* by Will Lorin from a story in James Joyce's first volume of prose, *The Dubliners*. It featured a beautiful performance by Evelyn Varden. 7. "A Letter from the Queen," on *General Electric Theatre*. True pathos without being maudlin, thanks partly to Paul Muni. 8. "A House of His Own," the first *Lux Summer Theatre* production of a motion picture script not yet produced. Richard Boone starred in this thoroughly believable prison drama. 9. "The Barretts of Wimpole Street," on *Producers' Showcase*, with Katharine Cornell repeating on television the triumph she achieved on Broadway. 10. "Blithe Spirit," on *Ford Star Jubilee*. For pure fantasy and sheer delight, it was the season's best—in our estimation. So there is one "honor roll" of splendidly-done plays, and it was hard to narrow the lists to ten. From the looks of the current season, with even Rodgers and Hammerstein (with "Cinderella") competing for your favor, it's going to be harder than ever to pick any "ten best" next time around.

KIM STANLEY played the good-natured striptease artist, Kay. Often called the "critics' darling" for the number of rave reviews she has received for her performances in Broadway plays, she was born Patricia Kimberly Reid in Tularosa, N. M. In her acting class there was another student named Pat Reid, so she took the Kim from her middle name, added her mother's maiden name and came up with her present moniker. Kim came to New York City in 1947, was a fashion model for a while, later served a term as a waitress before her first stage job in "Montserrat." She later received awards for her performances in "The House of Bernarda Alba" and "The Chase." Kim most recently played the "chantoosie" in Broadway's "Bus Stop." She's divorced and has two children.

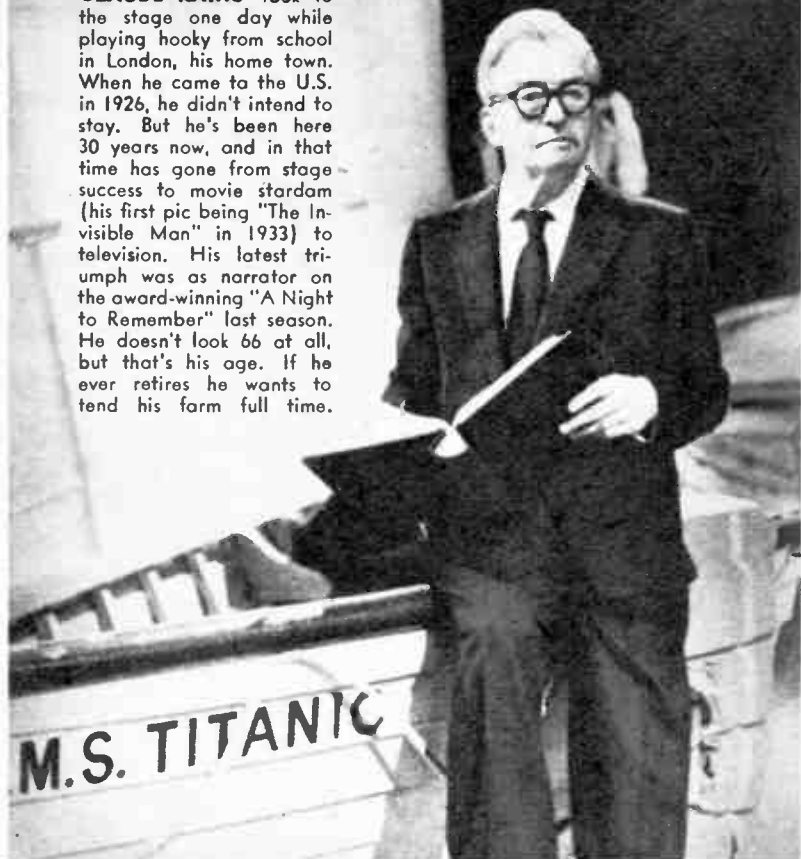
ANTHONY PERKINS played the shy, sensitive boy, Joey. He is the son of the late Osgood Perkins, well-known character actor, was born in New York City with the smell of grease paint strong in his nostrils. But Tony's dad thought he should complete his education and take a glance at other job possibilities before he decided on acting for a career. After graduating from Rollins College in Florida, he took a quick look around the field of employment, and immediately decided to descend on TV. Performances on the top dramatic shows and in "Tea and Sympathy" on Broadway caught the eyes of the show biz bigwigs, and Tony is now one of the "hottest properties" in the business. His birthdate is April 4, 1932, he's a slim 6'11/2" tall, has brown hair and eyes.



KATHARINE CORNELL played Elizabeth Barrett, a role that she first played in 1931. Sometimes called "The First Lady of the American Theatre," she made her stage debut with the famed Washington Square Players in 1917, attained stardom in the mid-Twenties with a stunning performance as the sinful heroine in "The Green Hat." In 1931 she became America's only actress-manager, has been associated with her husband, director-producer Guthrie McClintic in that capacity ever since. Miss Cornell and Mr. McClintic met in a Detroit stock company, were married in 1921. Adept in modern plays as well as classics, her most successful productions include "St. Joan," "Candida," "Romeo and Juliet," and "The Barretts." She is known as Kit to her close friends.

ANTHONY QUAYLE played Robert Browning. A native of Lancashire, England, he left school at Rugby to attend the Royal Dramatic Academy in London, left the Academy to make his initial stage appearance as Will Scarlett in "Robin Hood." He soon graduated to minor roles at the Old Vic, sailed across the Atlantic to appear in "The Country Wife" with Ruth Gordon in 1936. Later triumphs included the role of Laertes in Loureance Olivier's "Hamlet" at Elsinore and a tour of Europe and Egypt with the Old Vic Company. After six years of military service with the British Armed Forces, he directed several productions in London, became co-director of the Theatre at Stratford, a post he still holds. His latest appearance is in Hitchcock's "The Wrong Man."

CLAUDE RAINS took to the stage one day while playing hooky from school in London, his home town. When he came to the U.S. in 1926, he didn't intend to stay. But he's been here 30 years now, and in that time has gone from stage success to movie stardom (his first pic being "The Invisible Man" in 1933) to television. His latest triumph was as narrator on the award-winning "A Night to Remember" last season. He doesn't look 66 at all, but that's his age. If he ever retires he wants to tend his farm full time.



THE BARRETTS OF WIMPOLE STREET



LAUREN BACALL played the fiery, languorous spirit, Ruth. She was a model in her native New York City when Howard Hawks spotted her photo in "Harper's Bazaar" and had her shipped off to Hollywood for a screen test and a movie contract. She was no stranger to acting, however, having studied at the American Academy of Dramatic Art and knew what she was doing when she gave Humphrey Bogart a sultry look and uttered that famous line, "You know how to whistle, don't you?" in "To Have and Have Not." That was in 1944. They were married the following year and have two kids.

NOEL COWARD played Charles, also wrote the play. One of the most versatile talents of the modern stage, he is a native Englishman, was born in 1899. He began his career as a singing and dancing star when he was a mere youth, was hailed in the Twenties as the author of and star performer in such drawing room comedies as "Design For Living," and "Private Lives." He's also written such musicals as "Bittersweet" and "Conversation Piece" and the movies "In Which We Serve" and "The Scoundrel." Last season he invaded TV in a spectacular with Mary Martin and "This Happy Breed."

MILDRED NATWICK was seen as the daffy spirit medium, Madame Arcati, a role in which she convulsed audiences in the Broadway production of the same play. She was born in Baltimore, Md., just 48 years ago, has been a character woman ever since she first joined the University Players at Falmouth, Mass., in the 20's. On Broadway Miss Natwick made her debut in "Carrie Nation," followed it with a long series of eccentric roles, the most recent in "Coriolanus." Hollywood has also claimed her varied talents, and in "Stranger in the House" she will finally be playing a woman her own age.

CLAUDETTE COLBERT played the irritated, mystified wife, Ruth. Born in Paris, France, she came to the United States when she was three, had played in numerous Broadway plays before the critics and the public yelled: "Bravo!" for her performance in "The Barker." She then decided films suited her best, so she was off to Hollywood, made her mark as the cruel, heartless empress in "The Sign of the Cross." In "It Happened One Night" she showed her fine comic aptitude, and she still retains it—after 23 years. Married to Dr. Joel Pressman, she recently returned to the stage in "Janus."

A NIGHT TO REMEMBER



PAUL MUNI, who played the Senator, is one of America's most distinguished character actors. He was born Muni Weisenfeld in Austria in 1898, immigrated to the United States with his parents when he was four years old. Like many Broadway luminaries, he began his career as a follower of Thespis with the Yiddish Art Theatre in New York City's Lower East Side, was an established Second Avenue star when he took a taxi uptown for his first Broadway success, "Counsellor at Law." In the years that followed, Muni became a coast to coast commuter, dividing his time between stage and films. His first movie hit was "I Am a Fugitive from a Chain Gang," he won an Oscar in 1936 for "The Story of Louis Pasteur." He's now on Broadway in "Inherit the Wind."



**BLITHE
SPIRIT**

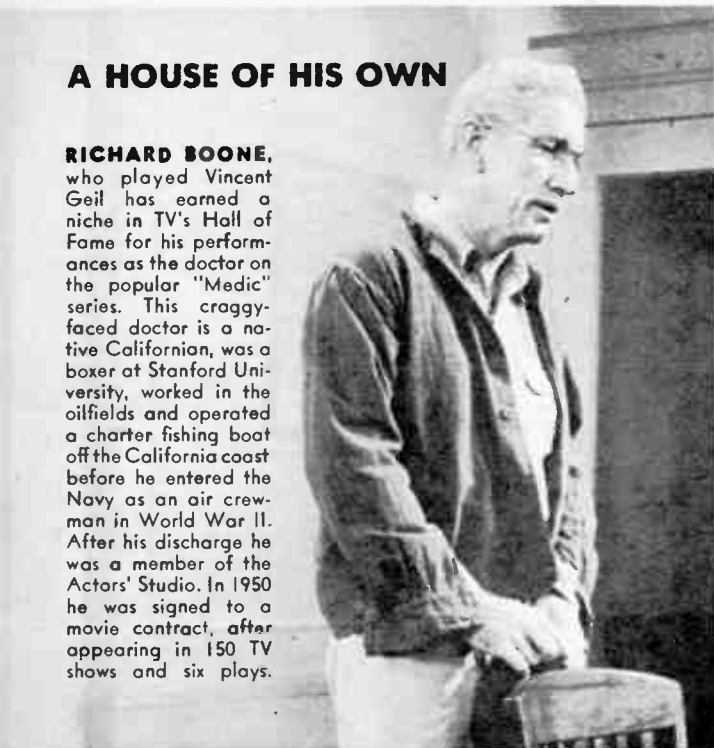


**A LETTER FROM
THE QUEEN**



A PUBLIC FIGURE

JAMES DALY played the role of Scott Martin. Jimmy first developed an itch to become an actor as a child in his home in Wisconsin Rapids. Instead of bedtime stories, Jim's mother lulled him to sleep with the plays of Shakespeare, Ibsen and Shaw. In high school he appeared in plays with his brother and two sisters, continued his acting apprenticeship in theatre groups at Carroll College, the Universities of Iowa and Wisconsin, and Cornell College, where he was awarded a bachelor's degree. After a stint in the service in World War II, he invaded Broadway then became one of TV's brightest stars. He's married and has three daughters.



A HOUSE OF HIS OWN

RICHARD BOONE, who played Vincent Geil has earned a niche in TV's Hall of Fame for his performances as the doctor on the popular "Medic" series. This craggy-faced doctor is a native Californian, was a boxer at Stanford University, worked in the oilfields and operated a charter fishing boat off the California coast before he entered the Navy as an air crewman in World War II. After his discharge he was a member of the Actors' Studio. In 1950 he was signed to a movie contract, after appearing in 150 TV shows and six plays.

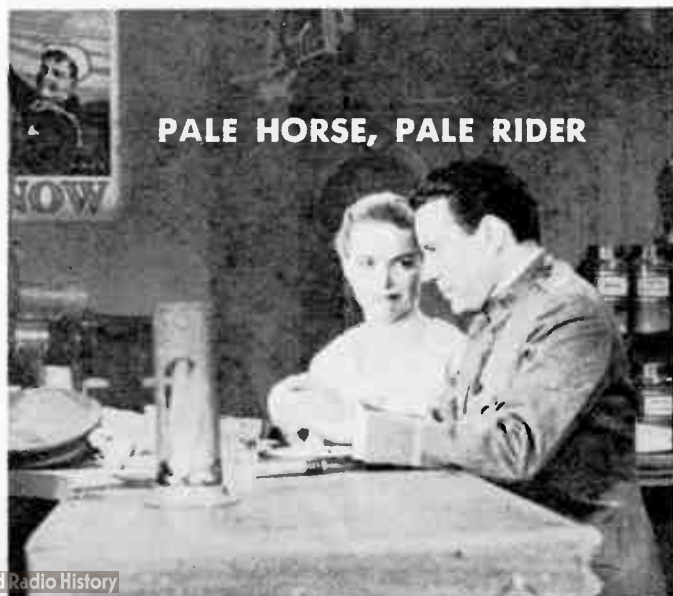


THE BOARDING HOUSE

EVELYN VARDEN was starred as the stern matriarch, Mrs. Mooney. Evelyn is a master of the stony-glance-for-comic effect. She was born in Adair, Okla., on June 12, 1893, trouped with her theatrical parents to Los Angeles when she was 10. After attending Girls' Collegiate in that city, she journeyed cross country to New York, made her Broadway debut in "The Nest Egg" when she was 15, and followed this with a series of starring roles on stage and screen. Her latest pictures are repeats of her stage roles in "The Bad Seed" and "Hilda Crane."

DOROTHY MCGUIRE was co-starred in the role of Miranda. She became a local stage favorite in her home town, Omaha, Neb., after a performance in "A Kiss for Cinderella" when she was 13. When she had graduated from Pine Manor Junior College, her parents approved her long-awaited trek to the big city. On Broadway, Dorothy snared the job as understudy to Martha Scott in "Our Town," really hit the top in her performance of the title role in "Claudia." She was subsequently whisked off to Hollywood for the movie version of the play, has remained there ever since. She married "Life" photographer John Swope in 1943, has two children.

JOHN FORSYTHE played Adam Barclay. He served his apprenticeship in the theatre barnstorming around the country in Circle Productions, a Shakespearean repertory company that he organized. This was followed by a season with the Clare Tree Major children's theatre, and then John took a crack at the big town, where he was a waiter at Schrafft's and a news announcer on NBC before he co-starred on that network with Faye Emerson in "Dangerous Corner" and was hired for a couple of roles on Broadway. After a stint in the Army during World War II, John was one of TV's pioneers. His wife is actress Julie Warren. They have two children.



PALE HORSE, PALE RIDER

a new stage for stars



foreword by **ronald reagan**

■ Television, in its own explosive manner, has had the effect of an atom bomb in the entertainment world. By shattering old concepts, TV has brought opportunities, especially to actors, which most of us wouldn't have dreamed possible a decade ago.

As an actor, I can speak primarily of one type of situation which in the past often hampered individuals trying to develop their talent. That is Hollywood type-casting, a habit pattern which television has revolutionized. I have known many stars who year after year were forced to accept important but stereotyped roles because producers wanted to play it safe. After all, if actor John Doe had been a box office success once, why not cast him in the same role again? The logic often paid off, but many an actor got genuinely tired of looking at the same type of scripts year after year.

Then came television, a specialized medium which required that thousands of hours be filled with new scripts and new ideas. Demand grew for actors willing to break their molds and try something new. Television began to spell opportunity for the actor who wanted to try out the full span of his wings.

I, for one, especially in the *General Electric Theater* series (Sunday, CBS), have been able to luxuriate in a variety of challenging roles. In "The Bounty Court Martial" I played a bonafide historical character, not a role dreamed up in some writer's den. And as a miner in the adaptation of Bret Harte's "Prosper's Old Mother," I got an insight into the loneliness of the men who pioneered our great West. When an actor gets the chance at these kind of roles they are bound to become a positive part of his own personality.

So you can list me as one of the actors who has enjoyed television, who has derived invaluable experience from it, and who looks forward to giving television as much in return as is humanly possible.

RONALD REAGAN introduces the weekly half-hour dramas on "General Electric Theatre." A shy, modest fellow, he was covering the Chicago Cubs training camp as a sports announcer for a Des Moines, Ia., radio station in the late thirties when he confided to his friend Joy Hodges that his secret ambition had always been to become an actor. Joy arranged a meeting with an agent. Result? A Warner's contract. His American-boy look made him a screen favorite in such early films as "King's Row" and "Voice of the Turtle." He was born in Tampico, Ill., graduated from Eureka College where he was a star athlete, is 44. He's married to Nancy Davis.



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



DOUGLAS FAIRBANKS, JR., the famous son of his famous father, is the suave host and producer of "Douglas Fairbanks Presents." A native of New York City, he is 47 years old, began his swashbuckling film career in 1923, first dashed across the stage with a sword in his hand in 1927. Doug is a veteran of over 70 screen adventures, rose to the rank of Commander in the Navy in the war. He's married, has 3 children.



JOHN NESBITT introduces his fascinating true stories on "Telephone Time." A native Californian, he is 47 years old, has an avid interest in reading, children and dogs. John, whose middle name is Booth, is the grandson of America's foremost actor of the 19th century, Edwin Booth. He is best remembered for the "Passing Parade" which he produced and narrated, and which was five-times winner of the coveted Academy Award.

your theatre hosts



ROBERT STERLING, boyish M.C. of CBS-TV's "20th Century-Fox Hour," is also familiar to TV audiences for his performances in the "Topper" series—he and his wife Ann Jeffreys played the ghostly cut-ups. Bob was born in Newcastle, Pa., was discovered by a talent scout when he was selling men's clothes and has appeared on the screen making love to such beauties as Lana Turner, Greta Garbo and Donna Reed.



JANE WYMAN is the delightful hostess and often the star performer of "Jane Wyman's Fireside Theatre" on NBC-TV. Originally a musical comedy dancer when she first besieged Hollywood at the age of 15, she was advised to take acting lessons, and has been one of the top dramatic stars in filmdom for the past ten years. Jane won an Oscar for her role in "Johnny Belinda." She was christened Sara Jane Fulks.



LORETTA YOUNG is the versatile star and hostess of her own show on NBC-TV. A veteran of over 35 years in films, she made her screen debut at the tender age of four, became a star after her fragile performance as the tightrope walker in "Laugh Clown Laugh" with Lon Chaney in 1928. She married radio exec Tom Lewis in 1940, he now produces her TV show. Loretta is the mother of two sons and one daughter, is 5'6" tall.

episodes in drama



GEORGE BRENT shares the hosting job on ABC-TV's "Wire Service" with Dane Clark. A fighting Irishman by birth, he came to the States when he was 11, returned to Ireland in the early Twenties to attend the University of Dublin and take a hand in the Irish Revolution. When he returned to America a couple of years later, he acted in stock and eventually wound up in Hollywood, became one of the top leading men in the movies.



MACDONALD CAREY stars in the "Dr. Christian" series. Born in Sioux City, Ia., he majored in acting at the University of Wisconsin, played Shakespeare in Texas and did radio soap operas ("John's Other Wife" and "Young Hickory") in Chicago and New York City before he was signed to play opposite Gertie Lawrence in "Lady in the Dark" on Broadway. A movie contract followed. He's married, has a huge family.



DANE CLARK, one of the hosts of "Wire Service" on ABC-TV, has been a professional baseball and football player, a boxer, a scriptwriter, has a law degree. A native New Yorker, he has written scripts for "Mr. District Attorney" and "Gangbusters," was a successful radio actor before making his first screen hit in "Action in the North Atlantic." Dane and his wife Margo (an artist), commute regularly from coast to coast.



BOB GOTHIE and Gloria Talbott were the young lovers of the "Brass Buttons" episode in this exciting new anthology of Academy life.



JOSEPH COTTEN introduces the weekly dramas of "On Trial" on NBC-TV, often appears as star performer on show. A Petersburg, Va., native, he began his stage career as a stage manager for David Belasco, later became a Broadway sensation in Orson Welles' Mercury Theatre, went to Hollywood with Welles to make his first film, "Citizen Kane." Joe's wife, Leonore, is a former magazine editor. He loves sports.



JOHN HOWARD, the clean-cut star of "Dr. Hudson's Secret Journal," was a local sensation before he migrated west to become a screen luminary. At Western Reserve University in his home town, Cleveland, O., he won all the top scholarship honors, was chosen top man in his class, and appeared as a singer and pianist on a local radio station. He was spotted in a campus production by a talent scout. He's married.



MARVIN MILLER appears as Michael Anthony, executive secretary, on the CBS-TV series, "The Millionaire." A veteran of films, radio and TV, he made his first radio appearance when he was a freshman in Washington University, St. Louis, Mo., his home town. He later became one of Chicago's busiest radio personalities, invaded Hollywood in 1944, did the same thing there. He's married and has two children.



parlor tricks at your command

foreword by **phil silvers**

■ "You'll Never Get Rich" is more than the title of our show about the Army. Far more: it's the automatic phrase that for years was tossed at *anybody* who wanted to do *any* show about the Army. There was a belief that whatever else you could say about the Army, you couldn't say it was entertaining. And millions of men would say you could say that again. And then along comes *You'll Never Get Rich* and they tell me it, ah, has been doing nicely, nicely. Why? you ask. Is it treatment? Writing? Subject matter? It can't be the star, so why, why? Well, I hate to analyze it. It might go away. And success is a quicksliver thing that I have found hard to come by. After all, I am the guy who used to be told by the Hollywood casting directors, "We're looking for a Phil Silvers type—but you're not the type." . . . No, I don't think we'd better sift through *my* background to find the secret of the success of Master Sergeant Ernie Bilko and his band of defenders of the nation. At first, despite all that had been said about the Army being unappealing, it seemed to be the subject matter that got us rolling. We were an example of the broadening scope of situation comedy, which, like *Lucy* and *Desi*, has been getting out of the living room. But there was a lot to be said for our treatment too: we put sergeant's stripes on a smooth-operating promoter type, surrounded him with normal people, including mugs, plugs and lugs—and saw to it that he lost the fast buck as often as he made it. Result: not just a joke show but a character show. Nobody, but nobody, will deny that Bilko's a character. And some (the uncouth) even say Silvers is a character.

SERGEANT BILKO, the irrepressible Phil Silvers, made show business his business by imitating Palace Theatre stars on the Coney Island beach. His own stint at the Palace lasted as long as his voice, spring-boarded him to Broadway, 23 Hollywood films, back to *The Great White Way* for stardom in "High Button Shoes," and "Top Banana." TV now monopolizes the time and talents of this 44-year-old Brooklyn boy who's spent more than 25 of them in entertainment. He played third banana in Minsky's burlesque, then teamed up with Rags Ragland—who spattered him with custard pies, and drenched him with water. The Broadway revue, "Yokel Boy," took off the nutty nose and baggy pants, put Phil in the top-banana class in movies ("Cover Girl," "Lucky Me.")

CORPORAL BARBELLA, the breezy, bouncy shadow of Bilko, is 32-year-old Harvey Lembeck, veteran of Broadway's and Hollywood's "Mister Roberts" and "Stalag 17." The fast-talking comedian was a college track star, also a jitterbug fan. He lives in Long Island with his wife Caroline and two children.

CORPORAL HENSHAW, Bilko's barracks buddy, is funnyman Allen Melvin who's had everyone in stitches from college profs, nightclub audiences to Broadway first-nighters at "Stalag 17." He's a Kansas City (Mo.) boy who got his book-learnin' at New York's Columbia University, majoring in journalism. He's married.



I love Lucy



LUCY, whom we all know and love as Lucille Ball, first played Broadway soda-jerking in a drug store. Modeling for magazine and billboard ads brought Hollywood talent scouts with showgirl role in Eddie Cantor's "Roman Scandals." But the flicks gave her a red light until she showed her stuff in Broadway's "The Girl From Paris." Roles in "Stage Door" and "The Big Street" brought fame. Top spot on CBS-TV's "I Love Lucy," brought a fortune. Between films and personal appearances, Lucille hides out on a ranch 30 miles from Hollywood with five-year-old Lucie Desirée, three-year-old Desiderio.

RICKY, Lucy's hubby on TV and off, is Desi Arnaz, guiding hand of their Desilu Enterprises. A Cuban revolution sent the star from South American film cameras to Broadway lights in "Too Many Girls." While starring in its film version he met his bride-to-be. They said "I do" in 1940, toured the country with a comedy act, then put their monikers on a TV contract. Ex-bandleader Desi fishes, rides, swims and plays tennis when he's not cruising around in his 33-foot Chris-Craft. A serious navigation student, Arnaz boasts an honest-to-goodness skipper's license. Not only that, he does all his own repairs, too!

ETHEL, Lucy's pol and Fred's woman about the house, was called Vivian Vance in her home town in Kansas, first wowed theatre audiences in Kern-Hommerstein's "Music in the Air." Night-club singing came in between more Broadway, "Hooray for What," "Kiss the Boys Goodbye," "Let's Face It" and with husband Philip Ober, "Over Twenty-One." Vivian's hobbies are trying to garden on her desert ranch, and taking care of lost dogs.

FRED, Ricky's TV neighbor and pal, signs his checks William Frawley, first got the hang of video on the "Alan Young Show." Sixty-three-year-old Frawley hails from Iowa, whence the young man went West for the vaudeville circuit. Four years later saw him in early movies, then Broadway musicals ("She's My Bobby"). His first legit role in "Twentieth Century" brought him a long-term film contract: he's been in movies since 1933.

amos 'n' andy



AMOS of CBS-TV's "Amos 'n' Andy" series is really an Alvin (Childress). But wife Alice and teen-age Jean Rosa vow he's a Jack—of all trades. After studying premed in a Mississippi college, his first job was a part in a Broadway play. It died; he took a WPA job, which involved writing 26 plays. From that to drama coach, to acting and directing. When not being Amos now, he's a radio and television technician.



THE KINGFISH in "Amos 'n' Andy" series, quit school at 11, having "excelled in nothing but recess." At 12, under his real name of Tim Moore, he toured Europe in a vaudeville act, at 15 was a jockey, at 17 had eaten too well to keep the job. So he became a boxer—"Young Klondike." Alternating fist-cuffs with show biz, the second looked easier. He's been acting since. In 1946 he retired. But CBS had little trouble luring him back.

adventures of ozzie and harriet



OZZIE NELSON, former Eagle Scout, singer, bandleader and star quarterback, kicked off on a big new venture in 1944. The name of the game was "The Adventures of Ozzie and Harriet." It began on the 9th anniversary of their wedding, included their two handsome sons. Though Ozzie is fully equipped to be a legal eagle—he was graduated from law school in 1930—show business has been his true love since he was 4.



HARRIET (HILLIARD) NELSON, a Des Moines, Iowa girl, made her first stage appearance at the advanced age of six weeks. Absent from such felicities during her school years, she returned to pursue a charmed career soon after graduating from a Kansas City High School. In the early 30s, she sang boy-girl duets with Ozzie, broadcasting from the Glen Island Casino. They dueted "I do's" in October, 1935.

blondie



BLONDIE, the gal who puts up with Dagwood's dotty domesticity on stage, is Pamela Britton in real life. A midwestern moppet, she soared toward success as a little girl by winning a Chicago talent contest; in time, knocked Chicago for a loop as "Ado Annie" in the touring show of "Oklahoma!" She'd appeared in 25 motion pictures when Hal Roach signed her to play "Blondie" on television. Pamela has one daughter, Kathy.



DAGWOOD BUMSTEAD, who's Arthur Lake for "real," was born into the theater business. His father was a circus clown, his mother a dramatic actress. As a boy he dipped quietly into roles in Western movies and emerged, sans spurs, some years later as the original Harold Teen. Then came the Dagwood Bumstead role: ten radio years, 38 Blondie films, and now TV. He has, like Bumstead, two children: a boy and a girl.

the people's choice



CLEO, the talking dog, stands less than three inches off the floor, proves her breed—basset—means "a dwarf" or "low thing" in French. She has sent basset sales zooming 400 percent this year.



SOCK MILLER wasn't always the serious politician. At six, Jackie Cooper pouted through the "Our Gang Comedies," at eight dissolved the nation in rivers of tears as "Skippy." Now, 25 years later, he's scrapped the knee-pants for his man-size role on "The People's Choice." Bright spots during in-between years were a leading role in the road company of "Mister Roberts," Broadway stardom in "King of Hearts," and marriage to ad executive Barbara Kraus in '54.

MANDY PEOPLES, Jackie's leading lady, is New York Judge Breslin's daughter Pat, who promised Papo a B.A. if summers could go for stock. The Judge agreed—Pat got a degree in psychology, rave notices for "Three Men on a Horse." The road company of "Private Lives" got her a wedding band from actor-writer David Orrick. Pat is talented and determined—she shot the pilot film for the show with one leg in a cast up to her knee. No one was the wiser.

father knows best

JIM ANDERSON, the father who knows best, is known to his real-life wife Betty Henderson and their four daughters (they range from 9 to 21) as Robert Young. The 49-year-old star played soda jerk, gas-station grease-monkey and truck driver before bowing to screen audiences—he was in over 100 films on radio with "Good News of 1938," "Cavalcade of America," and "Father Knows Best." Between shows, Bob's either in the air (he has a private pilot's license and owns his own plane) or on the golf course ("My wife's getting so good, I will soon have to decide whether to throw away my clubs or cut my throat.")

MARGARET, Jim's wife, who's known to her husband Edger Ward, their two sons and the thousands who've made her acquaintance via movies as Jane Wyatt, loves the idea of having two daughters in the family—even if it's only part-time. Jane wanted to act since she was a teen-ager, left Barnard to join a stock company in the Berkshires. "Lost Horizon" was her own personal Shangri-La: she became an important movie star in it, went on to leads in "Boomerang," "Gentlemen's Agreement," and others. Jane and her family enjoy travelling: they've mountain climbed in Mexico, Oregon, and the Italian Alps.



KATHY, hails from Los Angeles—her birth certificate reads Lauren Chapin, May 23, 1945. She became an actress through sheer jealousy of her two acting brothers (Michael, 19, and Billy, 11) and decided she'd show them a thing or two! Lauren goes to Ramona Convent, studies singing and dancing, owns two dogs, Sheila O'Shaughnessy, a setter, and Tinker—just dog. Both are her brothers' gifts.

BETTY, one of Margaret's part-time daughters, was born Elinor Donahue 19 years ago in Tacoma, Washington. She got her start in show business young—at two on a radio show, at five, in vaudeville. Movies featured her in "Her First Romance," radio in "Family Theatre," TV in the "Ray Bolger Show." Her favorite number is 13 (it's lucky for her!) and favorite sport is ice skating.

BUD, born in 1938 in Los Angeles, has the moniker Billy Gray on his credentials. He drifted into acting when he went to see his brother in a play. An agent spotted him, got him bit parts, then bigger roles in "The Man Who Came Back," "By The Light of the Silvery Moon," and "All I Desire." In his spare time Billy overhauls motorcycles, likes spear and deep-sea fishing, and baby-sits with his little brother.

december bride

LILLY RUSKIN is as cheerful as her real name, Spring Byington. She began her career at 14 in Denver stock, pushed on to one success after another—on Broadway in "When Ladies Meet," "Once in a Lifetime," "The Merchant of Venice"; in Hollywood in "Little Women"; followed by more than 75 top roles. The mother of two married daughters and a grandmother three times, she likes to cook, shop, putter around her Hollywood Hills home and play cards with her family. An avid reader, she prefers non-fiction, but "once in a while, I like to get hold of a nice romantic novel."

HILDA CROCKER, best friend and confidante of the incurably romantic Lily, is played by veteran character actress Verna Felton, who first saw the California sunshine 66 years ago. Verno, who weighs a comfortable 165, still startles people when she divulges that her stage debut was playing "Little Lord Fauntleroy." "The Second Mrs. Tanqueray" came later, with better notices. Radio knew her as Dennis Day's mother and Red Skelton's bombastic grandmother. Verna varies her TV chores with occasional movie parts, and hers is the voice of several Walt Disney characters.



danny thomas show



DANNY WILLIAMS, who is really Danny Thomas, is well qualified for the role of family man: a husband of twenty years' standing and father of three. He first left the small Detroit radio station, where he worked, in search of fortune; period. Fame came later, and not before he had invoked Saint Jude, the patron saint of the hopeless. But when fame came, it came fast—five weeks after his show began came its first trophy.



TERRY, Danny's sound-stage daughter, is really an up-and-coming young actress of 14 named Sherry Jackson. She's been with the show since its racing start; today can boast of 8 years of widely acclaimed work in motion pictures and television. To her credit, the only entrance cue she's ever missed is the one planned for her by the family doctor—he had it figured that she'd be born on Valentine's day. She foaled them!

ethel and albert



ETHEL, is one of the very few successful TV roles both penned and played by its author, Peg Lynch. Born in Lincoln, Nebraska, and a graduate of the University of Minnesota, Peg's ambition was always along literary lines. But once she came up with the story of "Ethel and Albert," it soon became obvious that she and she alone should star in the show. Married to an engineer, she has a daughter, lives in exurban Connecticut.



ALBERT, played by Alan Bunce, is patience personified—on stage. Off-stage, he's strictly a man of action, as his ten thousand appearances in major radio shows and in 30 legitimate plays well testify. Married to Ruth Nugent, the sister of actor Elliot Nugent, he has three children: the eldest son, a college student, the younger son and daughter still in high school. The Bunces live a bouncing life in Connecticut, not far from Ethel.



private secretary

SUSIE, the private secretary any man would love to have, was born Harriette Lake in North Dakota—but the name was changed to Ann Sothorn in Hollywood, where she began her fabulous rise to fame. For a while her career faltered. Then she made a dynamic comeback as "Maisie." After seven movies, 78 radio programs, the very name of the dumb-blonde character drove Ann frantic. "Letter to Three Wives" finally helped her make the break. On the home front—in Beverly Hills—Ann lives with her daughter Patricia Sterling, who's talented too.

PETER SANDS, her boss, was born in Oklahoma as Don Porter, reared on Grandpa's cattle ranch 'til the family hied on to Oregon where Don was bit by the acting bug. Little theatre groups preceded radio work and marriage to actress Peggy Converse. Hollywood finally got on the bandwagon just when Uncle Sam called. After three years with the Signal Corps, Don returned to the stage and movies—"The Rocket," "The Savage," "The Turning Point." Don, Peggy, Melissa and Skippy (that's the family) live on two acres in the Los Angeles suburb Monrovia.

i married joan



JOAN STEVENS of "I Married Joan" is the most recent triumph of Tiny Joan Davis, a singing star and comedienne extraordinary. Among the other whoppers she's pulled safely to shore in the course of her career are regular appearances with John Barrymore, Rudy Vallee, a radio show of her own, and now her own production company, which currently handles her sparkling television series. Daughter Beverly is an actress too.



JUDGE BRADLEY STEVENS, Joan's husband, is played by Jim Backus, a man whose dignity is subject to serious attacks of hilarity. Few people know, for instance, that he is the voice of the near-sighted Mr. Magoo on the famous cartoon series. But everyone has seen him in the movies—he's made 30—and heard him on the radio, in Lum n' Abner and the Alon Young Show. He's married to an actress named Henny.

jeannie



JEANNIE, the title role in this sprightly new show is played by wee Bonnie Jeanne Carson, whose waif-like charm captivated American audiences in several spectaculars, notably "Heidi" with Wally Cox. Jeanne, who plays a fey Scottish lass from old Dunfermline Town in the script, was born in Pudsey, England. She became an actress at 14, toured the British Isles entertaining troops. She's American now; loves cheeseburgers.



AL MURRAY is recognizable to many as Allen Jenkins, who's back up on the show biz ladder as comedy lead in CBS-TV's "Jeannie." Allen may not be a familiar face to the youngsters—but old timers recall that, 20 years back, he was one of Warner's busiest comics and the consistent possessor of the title "Hollywood's worst-dressed actor." You've seen him in character roles in films lately, and now we say, "Welcome to TV."

the brothers



HARVEY BOX in CBS' "The Brothers" is acted by Gale Gordon, the High School principal with the hi-fi voice from "Our Miss Brooks." He's a vet of two theaters: one, the Pacific Theater of Operations, from which, as a chief gunner's mate in the Coast Guard, he returned bedecked with battle stars. His other battles have been fought and won in the Theater proper, beginning with a part in "The Dancers." He's married, likes carpentry.



GILMORE BOX, the shutterbug brother in this new CBS-TV program is Bob Sweeney. A West Coaster, he attended both high school and college in hilly San Francisco. His career has had its ups and downs, too: he started out to be a writer, wound up as an announcer for a while, once teamed with Hal March in an acting-writing combo. Now he's high in the TV sky, comes down to Earth for suburban life with his wife and daughter.

the life of riley



CHESTER RILEY is played to the hilt by William Bendix, a top-notch star from 'way back. Born in New York City on January 14, 1906, Bill first emerged before his public as bat boy for the New York Giants, later played semi-pro baseball. But he didn't hit his stride until the age of 30, when he went to bat in show business. After six Broadway strikeouts he hit success, and Hollywood. He's married, has two daughters.



PEG RILEY is actress Marjorie Reynolds, a young woman whose career started so early she was forced into temporary retirement at the age of eight! Born in Buhl, Idaho, on August 12, 1921, she and her family moved to Hollywood, where she divided her time between film work and the three Rs. She hit adult stardom in "Holiday Inn." Now she prefers TV—it leaves more time for her husband and daughter.

adventures of hiram holiday



HIRAM HOLIDAY is the brain-child of Wally Cox, a pixie who has been described by his friend Marlon Brando as a ceremonial Chinese rabe with a small spot of ail on it. And Wally promenades this flair far paradox mare than ever in his new NBC show. A well-known night club comedian who wowed his audiences with such exotica as "Haw to Wash a Swan," he later became a TV favorite as "Mr. Peepers." Wally's married.

dear phoebe



BILL HASTINGS is portrayed by one of Hollywood's most personable young actors, Peter Lawford. Peter spent his early years globe-trotting in the wake of his father, a busy General in the British Army. Arriving in Hollywood, a cosmopolitan, sparting young man, he rolled *down* his sleeves and went to work as an usher. Now, he goes to the some theater to watch *his* movies. Married to Pat Kennedy, he has two kids.

my little margie



VERNON, who each week sighs, "That's 'My Little Margie,'" looks much like a prosperous movie idol. And no wonder: that's what Charles Farrell is. A silent star, in 1927 he played with Janet Gaynor in the memorable "Seventh Heaven." In 1934 he bought a pile of sand in Palm Springs, called it the Racquet Club, has since made almost a million. 6 feet, 185 pounds of charm, he's been happily wed 24 years.

oh, suzanna



SUZANNA brings TV audiences the beloved star of "My Little Margie," Gale Storm—a sweet girl with a switch. Who ever heard of an ingenue bringing down the house in Las Vegas? But Gale has done it! A petite girl from Texas—there's another switch—she is married to Lee Bonnell (whom she met when they both won in a "Gateway to Hollywood" contest) and has three sons. Gale studies singing and dancing.

publicity girl



THE PUBLICITY GIRL in the new ABC-TV comedy is a role tailor-made for Jan Sterling, the crisp blonde actress whose smashing style and tempestuous timing belie her suave Social Register background. Married to actor Paul Douglas and the mother of a year-old son, Jan has contributed her unique talents to a number of pictures; her latest, "1984." Before Hallywaad, she succeeded Judy Halliday in "Born Yesterday."

stanley



STANLEY, a man who manages to be both slap-dash and omozed, is of course played by the irrepressible Buddy Hackett. Like Danny Kaye and Sid Caesar, Buddy served his time on the Barscht Circuit. It was arduous, but it paid off—first with a tour in "Call Me Mister," then in night-club engagements, next in Broadway's "Lunatics and Lovers." Last season he was a howling success as Perry Como's guest.



bob cummings' show

BOB COLLINS (he has more fun than anybody!), the Hollywood photographer with a roving eye, is a devoted father and husband off video. Mrs. Robert Cummings, former screen actress Mary Elliott, keeps house for Bob and daughters Mary Melinda Ruth, eight, Sharon Patricia, four, Laurel Ann, almost two, and son Robert Richard, ten, in Beverly Hills. Bob hails from Missouri, pawned himself off as a British actor to get his first job, resumed his true identity for 70-odd films. He makes furniture, flies his own plane as hobbies.

here's how we get our

music

by perry como

■ If anyone had told me year before last, when I was doing a 15-minute show, that it would take the time and talents of almost 200 people working at least 50 hours a week to put a one-hour color TV show on the air, I would have called it a gross exaggeration at best, gross inefficiency at worst. Now I know it isn't. For that's what it takes our team of writers, dance director, musicians, musical director, director and producer—and me—to put the hour-long "Perry Como Show" on NBC-TV. To do it, we have not one, but two huge offices: one sky high in the Americas Building of New York's Rockefeller Center (it's close by to the Ziegfeld Theatre, where the last hectic day of rehearsal is held) and the other is a suite on Fifth Avenue (where the show's production staff gets together to talk things over—or just talk) . . . The average show starts off at a story conference with the writers and the guest star. We'll decide on the skits, the climax of the show, and so on. Then



"Program or story conferences start early, sometimes last into the night."



"It takes almost 200 people to put a 'one man show' on TV."



"Rehearsals are more fun than work. I'm giving Kirt Douglas a shave."



"I like to like my songs. Their choice is up to me."



"Just time enough to check prompting cards—and then we'll be on the air!"

in the air

comes the selection of the songs. Mitchell Ayres, Ray Charles and I do it. That's our department, and I love it. I put a lot of thought and care into selecting them because I like to *like* the songs I sing. . . . After we've rehearsed the show piece-meal we're ready for the final dress rehearsal of the afternoon of the show. Columnists call that one a "hang out"—but to me, it's more like a house party, because so many of the stars who happen to be in town will drop in at the Ziegfeld Theatre. I enjoy that because when you're surrounded by friends, even the tension of a huge show coming up is eased. . . . Butterflies? Sure, I have them. I have them when we're planning the cuts, when we're substituting bits of new business for old—but somehow, the minute the "on the air" sign flashes on, they disappear. Maybe it's because I enjoy being with you. And maybe it's because (despite what people say) it isn't that I'm so relaxed—it's that I'm just plain tired!

PERRY COMO, who stepped from behind a barber's chair to a position in front of a mike, hails from Canonsburg, Pa., where he was born on May 18, 1912. He was operating a highly successful barber shop while still in his teens, left that to accept a spot with Freddy Carlone's band, and then to join Ted Weems. The closest shave of his career (as a singer, not a barber) came when Weems' band broke up, in 1942. His wife, the former Roselle Bellini, whom he'd married in 1933, clinched all discussion with the statement that "he could always open a barber shop if things didn't work out." They worked out. Today, Perry is Big Business, has ten million-copy records and four hit movies to his credit, spends his days in the manner we show here, his evenings relaxing in Sodus Point with his lovely wife and three youngsters: Ronnie, 16, David, 9, and Terri, 8.



your hit parade



LIBERACE was turned down by a dance-band when he was 16, yet won a soloist engagement with the Chicago Symphony. Still, his rise was not rapid, despite Paderewski's advice to him to share his talents by appealing to all musical tastes. Not until 16 years later, in 1952, on TV, did he find 60 million fascinated. The smiling pianist with the lighted condelabras is a native of Milwaukee. His real name is Wladziu Valentino Liberace. He was one of 4 children, including famous brother George who is a violinist and now conducts the musical backgrounds on Wladziu's TV shows and concerts. Liberace lives with "Mom" in a \$100,000 San Fernando valley home.



EDDY ARNOLD now has his own "name" show on ABC-TV, but still recalls his sharecropper days in Tennessee when, "I'd sing at the plow, and mister, I did plenty of plowing!" From his first toy, a second-hand mouth-harp, he graduated to an ancient guitar. Billed as "The Tennessee Playboy" he appeared on the Nashville radio. His recordings, particularly "Anytime," got him out of the strictly Western orbit. He's married, the father of two, owns a 107-acre farm.



GISELE MacKENZIE used to be a violinist, pianist-vocalist. Lots of her violin and the fort of her husky, but true-pitched voice helped leap to her "Meet Gisele" show which ran 4 years; made her "Canada's First Lady of Song." The striking brunette of NBC-TV's "Your Hit Parade" was born in Winnipeg, 1927, studied at The Royal Conservatory of Music, was discovered by a navy bombardier during the war.

SNOOPY LANSON used to sing for pennies in Memphis sheet corners at the age of 7. Later he sang at prizefights, basketball games, in nightclubs. His first pro job was with Station WSM in Nashville. The recording of several very successful platters and a stint as vocalist with Ted Weems led to his role on NBC-TV's "Your Hit Parade." Snoop (real name: Roy) is 37, father of 3. Home is Hartsdale, N. Y.

DOROTHY COLLINS, who still looks like a little girl, sang on radio throughout her childhood. A native of Windsor, Ontario (Nov. 18, 1928), she met Raymond Scott in Chicago in 1942, teamed as vocalist with his band. Her debut on NBC-TV's "Your Hit Parade" was singing Raymond's commercial—she soon switched to featured vocalist. She and Scott were married in 1952, daughter Deborah was born in 1954. They live in Manhattan, L. I.

RUSSELL ARMS, like Dorothy Collins, was initiated into NBC-TV's "Your Hit Parade" by singing commercials. Strangely enough the idea of singing at all did not hit this handsome young man until after a career as a movie actor. Soon after the switch, he met and married singer Uta Palmer (1948) with whom he's appeared on TV. Russell, who is past 30, was born in Berkeley, Calif., now lives in Flushing, N. Y.



GORDON MacRAE was an NBC page, warbling in the men's rest room, when Horace Heidt heard him and hired him as a vocalist, in '40. The next big break for the boy from East Orange, N. J., was after his service in the Army Air Corps, when he was signed to star on radio's "The Railroad Hour." He played a range of characters from clowns to cowboys to composers. Now he has his own show on NBC-TV, portraying himself. His movie roles include the lead in both "Oklahoma!" and "Carousel." He's 35 years old, married, and has four kids.



ROSEMARY CLOONEY was born May 23, 1928 in the heart of the ballad country—Maysville, Kentucky. As a sister team she and Betty first made themselves heard over Cincinnati's powerful WLW. "Come-on-a-my-Home," which Mitch Miller of Columbia had to induce her to make, put Rosemary on top, involved with more commitments than ever for TV, radio, movies, recordings. She is married to Jose Ferrer and is the proud mother of two children.



GUY LOMBARDO has played "the sweetest music this side of heaven" ever since his mother objected to his youthful ear-splitting rehearsals. The Royal Canadians started in his home town, London, Ontario, wound up at the Roosevelt, N. Y. C., '29. Eight of the original 9 are still in the group; Guy's still big time in hotels, and on his NBC show. He is also a speedboat racer, music publisher, and musical producer. Homeport: Freeport, L. I., where he owns a luxurious night club.



JAYE P. MORGAN was born in a log cabin (honest!) in Mancos, Colorado. Three years later she was in show business, on the road with the Morgan family, a variety troupe of father, mother, sister, Jaye, and five brothers. Jaye's singing career started before she graduated from high school, and at 18 she began belting them out for the Frank de Vol orchestra. After that? The most! Next move: New York's "Robert Q. Lewis Show"; then her own TV show.



dinah shore show

DINAH SHORE has a B.S. degree in sociology from Vanderbilt U., an extracurricular degree in sociability and charm that's kept her the star of Chevrolet's NBC show for 5 years, won her the '51 Gallup Poll title as favorite female vocalist. Frances Rose Shore of Winchester, Tenn., chose "Dinah" for her first theme song. The nickname stuck, and is now legal. Her first real limelight was on the "Chamber Music Society of Lower Basin Street" show. Eddie Cantor helped make her a Hollywood singing star. She's got big brown eyes, a husband (George Montgomery), two children.

THE SKYLARKS, who are featured on Dinah Shore's NBC program, started out as a GI entertainment unit during World War II. Organized by soldier George Becker in the Panama Canal Zone, the 5 GI's had their own Armed Forces radio show and toured all military bases. Upon discharge, the group disbanded. But in 1946 Becker reorganized it and added a feminine note—lovely Gilda Maiken. The group sang with Woody Herman, Jimmy Dorsey, and Harry James. In 1951 it broke away to tour clubs and hotels as an act, under Nick Castle, who's their producer-director-manager.

EDDIE FISHER was discovered by Eddie Cantor in 1949, and one year later, as Cantor predicted, was named "The Male Singer of the Year." Fisher's own NBC-TV show started in 1953, after his 2 years' service in the Army. A native of Philadelphia (August 10, 1928), where he began winning in amateur contests at 7, and sang on a local radio station during high school, Eddie knew long, lean, hard years before he hit the top. He stands 5 ft., 8 in., has curly hair, brown eyes, a disarming smile, a charming wife: actress Debbie Reynolds, and a new baby born this fall.





DOTTY MACK is a musical librarian who combines the art of pantomime with a disc jockey routine. The result? The "Dotty Mack Show" (ABC-TV). Dark-eyed Dorothy studied at the Shuster School of Dramatics and the Vogue School of Modeling. She emerged from the radio library back in home town Cincinnati, and became "Gal Friday" to emcee Paul Dixon.



HOWARD BARLOW looks back with pride on being the first to prove that audiences would listen to complete symphonies. The distinguished conductor of "The Voice of Firestone" (ABC-TV) was born in Urbana, Ill., 1892, and learned to conduct in glee clubs from Wilberforce Whiteman (Paul's father). For 17 years he was musical director of the CBS network.



PATTI PAGE established herself as a top recording star with "Tennessee Waltz," in 1950. But she hails from Claymore, Oklahoma started her career in the art division of a Tulsa radio station. Now seen on NBC-TV's "The Patti Page Premiere Party Show," Patti credits much of her success to her long-time agent, Jack Rael, responsible for selection of her material.

bob crosby show

BOB CROSBY, in addition to daughter Cathy, who appears with him on CBS-TV's "Bob Crosby Show," has 4 other children: 3 sons, another daughter. Bob himself is the youngest of the 5 Crosby brothers (including Bing) and hails from Spokane, Wash. He's been in show business more than 2 decades. The famous Crosby Bobcats were formed in 1935, soon hit the big time, appeared in swank supper clubs, and musical movie hits. For 6½ years Bob was head man on CBS radio's "Club 15" Show. Now, away from the mike, he's busy with both recording and bull sessions with his family of 5 strapping youngsters.

CATHY CROSBY went to work for father (CBS-TV's "Bob Crosby Show") at 16, as a summer replacement. That was in '55. Now the "only girl Crosby" has proved herself worthy of the family name. When she's not knee-deep in fan mail she's busy with a rigorous schedule of dancing, and dramatic lessons. She's got the voice, the looks—blue eyes, black hair—and says dad, "that quality that makes people like you before you sing a note . . ."

THE MODERNAIRES, of CBS's "Bob Crosby Show," have been with Bob for 9 years. The quintet, which records for Columbia Records, does its own arranging and some of its own song writing, too. Leader **HAL DICKINSON** formed the group. Starting a trio which sang on network programs, it caught Ray Noble's eye. He hired the group and suggested its present name. To get a female singer in the group, Hal married her—pretty **PAULA KELLY**. She and Hal have three daughters. . . . **FRANCIS SCOTT** was born in Paula's home state, Pennsylvania. He played four instruments in his youth. Before he joined the Modernaires he was with Blue Barran. **JOHNNY DRAKE's** musical education started at 9 when he was gifted with a clarinet . . . and **ALLAN COPELAND** and his own vocal group, the Twin Tones, were with Jan Garber when Hal caught the act and asked him to join the Modernaires.



The Lawrence Welk Show



LAWRENCE WELK was broadcasting over a Dakota radio station with his 5-piece, 33-instrument band, when he hit upon "a new kind of sweet dance music." Welk says, "It was a gay tempo, sparkling, bubbling—like champagne." Enlarging his band, he left the Dakotas in the 1930's, and by 1940 he had hit the big time. Today the 52-year-old band leader and his "Champagne Music" enjoy one of the top ratings ever achieved by a TV program of its kind. Welk was born in North Dakota. His father, an accomplished accordionist, taught him to play.



DICK DALE, despite his lanky appearance, was with a band called Six Fat Dutchmen when Lawrence Welk saw him in 1951. Since then he's been saxophonist and vocalist with Welk's aggregation. A graduate of Algona, Minn., High School, he started playing band jobs in 1942. Married 7 years, he's the proud papa of a 2-year-old. He's a whizz at tennis.

"**ALICE LON** was the public's choice—and I agree with the public," says Lawrence Welk of his "Champagne Lady." This Texas gal had been singing over a Pasadena radio station when a friend tipped her that Welk was in the market for a vocalist. An on-the-air tryout brought such response that she got the job. She and her husband met in high school.



LARRY DEAN, the handsome 19-year-old singer with ABC-TV's "Lawrence Welk Show," is already a veteran band vocalist. At 16 he graduated from high school in native Iowa and immediately toured for 3 months with the Ray Palmer band. Then, going to music school, he supported himself teaching ballroom dancing, working in an iron foundry, and singing with local bands. Before signing with Welk he sang with Jan Garber's orchestra for over a year. He got that job by auditioning over the telephone.



MYRON FLOREN met Lawrence Welk in 1950. Since then he's been featured accordionist with the orchestra. He first fell in love with the accordion at the age of 7—and it was truly love at first sight. He saw it in a mail order catalogue. Since then he's never been parted from it for long. Myron is fond of all types of music and has written some himself. A native of Webster, South Dakota, he's of Scandinavian descent. Married to a former pupil of his, they have three daughters and a happy home in Los Angeles.



THE LENNON SISTERS began to sing to make dish-washing go faster. Dianne (now 17) says, "Peggy (15) learned to harmonize. Then grandpa taught Kathy (13) the baritone part and Janet (10) learned to sing melody with me. It's a great way to lure girls to the dishes." Now, 7 years later, they are regulars on ABC-TV's "Lawrence Welk Show." Although Peggy and Kathy want to become nuns, the Lençons prefer not to discuss their singing futures. They just plan to stay together until something separates them. We hope that doesn't happen!

professional guests

*with no spot of their own this fall,
they'll be seen throughout the land,
raising their voices, giving their all
to others' shows—for a one night stand.*



HARRY BELAFONTE, king of the Calypsos—singers that is—is a native New Yorker, son of a master chef, who met and married Frances Byrd while he was wearing the Navy blue. Upon his discharge in 1944, Harry studied at the Dramatic Workshop, then turned to folk singing, and was deluged with offers. Today, he's about as secure in his success as anyone could be what with a long term recording contract with Victor; sell-out concerts and packed cafe engagements.



TONY BENNETT's career took a hopeful turn when Bob Hope invited him to sing a few songs from the New York Paramount stage. The Astoria, N. Y., singer was discouraged and was ready to go to work as a commercial artist when Hope called. He once lost out on a Godfrey Talent Scouts show to Rosemary Clooney, but Jan Murray hired both of them for "Songs for Sale." Tony was in the infantry and later, studied at the American Theater Wing. He's married.



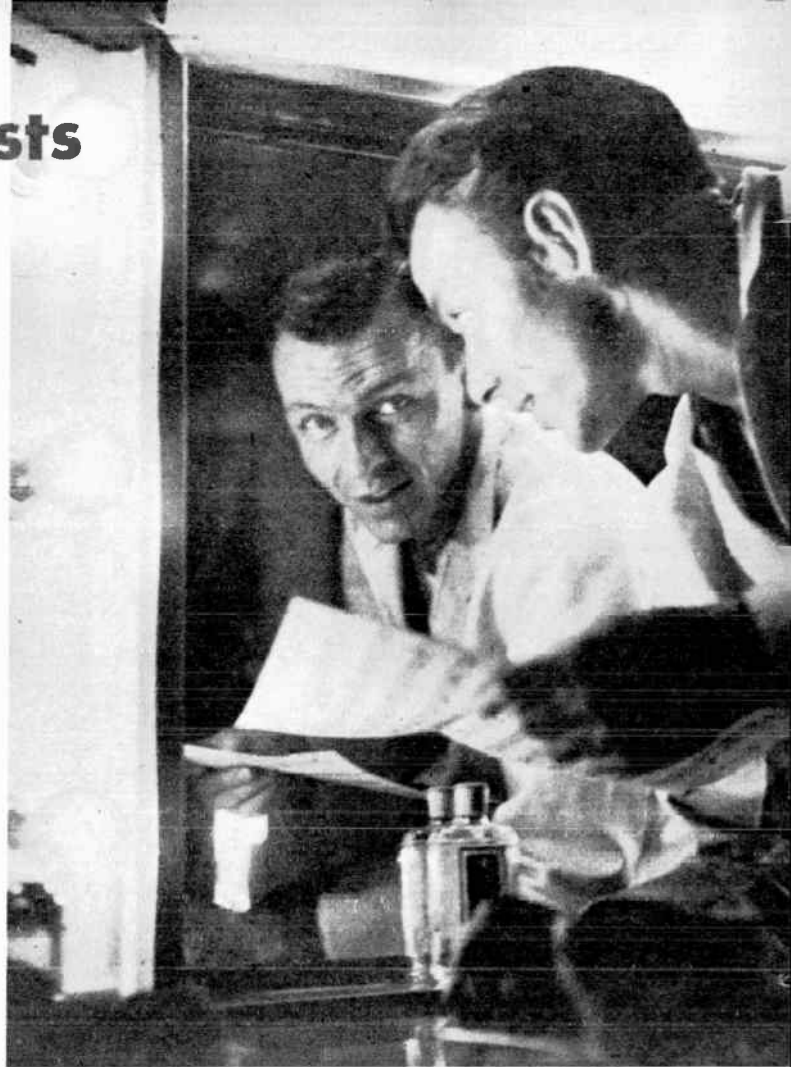
VIC DAMONE started life with the name Vito Farinola, in Brooklyn. He began his career (as a boy) boxing, peddling fruit, and singing a little. He even did a stint as an usher in Loew's. Then he won an Arthur Godfrey talent contest. Professional singing engagements began—clubs, radio, theatres. By the time he was ready for a screen career, the Army was ready for Vic. He came out in 1953, made "Kismet," married Pier Angeli in '54 and fathered a bambino named Perry.



PEGGY KING left George Gobel this fall to do guest shots and appear in the spectacular, "Jack and the Beanstalk." Peg is only 5 feet tall, weighs about 100 pounds, measures 34-22-35, has red hair and looks like Judy Garland—but don't tell her so! Born in Ravenna, Ohio, she planned to sing but started out as a secretary. Winning a contest in Cleveland was her first break. She warbled with Charlie Spivak's and Ralph Flanagan's bands, come to fame via a TV commercial.



JANE FROMAN has already had her life story made into a movie—"With A Song In My Heart," and an exciting story it was. Jane went from journalism courses in college to an exciting career in radio, Broadway and motion pictures before being crippled in an airplane crash while out on an U.S.O. tour. However, her quiet courage and determination led to her resuming her career—first in a wheel-chair; then on crutches—finally on her own. Jane was just divorced.



FRANK SINATRA was probably the busiest guy in America this year. Add up leads in "Johnny Concho," which he also directed, and "Pride and the Passion" and you wouldn't think there would be time left for radio, TV and records. But Frankie does it. The bobby-soxers' idol of a decade ago, "The Voice" boasts Movie-dom's accolade, too, including the best supporting actor's Oscar for "From Here to Eternity." It all began in Hoboken, on December 12, 1917. After winning a Major Bowes contest, he hit the road with several top-flight bands until he made "Las Vegas Nights" with Tommy Dorsey in 1942. Then he flew solo and became the wildest craze teenagers had ever made. He's 40, twice divorced.



FRANKIE LAINE remembers the time when his only fans were fellow choir boys and spaghetti-joint patrons. Today he "sends" his fans to the tune of 25 million records, a mark which has been exceeded only by Crosby. In the old days, it was Hoagy Carmichael who first heard him, got him a job and helped to introduce "That's My Desire." From then on, it's been the night club and theatre circuit, TV and films like "Meet Me in Las Vegas." He's married to Nan Grey.



MARION MARLOWE was discovered by Arthur Godfrey 5 years ago when she was singing at a Miami Beach hotel. She'd been a child prodigy, singing on the radio at 5, but this was her first real break. The 5'7", 128-pound soprano has sung in light opera and USO shows, has been a model, a dancer, and was on London TV for 18 months. Auburn-haired and hazel-eyed, she traces her ancestry back to Egyptians. This 25-year-old girl has had her poetry published, too.



be our

foreword by

■ Welcome to our private, quick quiz: "Panic the Panel." Any number (of you and me) can play, so sit right down—get out of here for a few minutes, will you, Cullen and Meadows and Emerson and Morgan?—and speak clearly and look the camera right in the eye and don't look for the Teleprompter because we can't afford one. All set? Let's go: YOU: Why do you think, Mr. Moore, that people like to appear on panel shows? Leaving the money out of it, that is.

ME (aside): You leave the money out of it and you can leave *me* out of it, brother. . . . Ahem: Why, because panel shows are very stimulating. They don't have all the fun rehearsed out of them. They provide a mental challenge, like a public spelling bee or a trial for wife-beating. . . . They give the panelists a chance to exercise whatever native wit they may possess. Or lack of same.

YOU: As a master of ceremonies, what do *you* like best about it?

ME: Who, me? Why, as m.c. I'm given a chance to meet a varied array of people from all walks of life. To me there is nothing more interesting. I enjoy meeting people and talking to them.

YOU: So what do you like *least* about it?

ME: There's nothing I dislike about it. If I disliked it I wouldn't be doing it. Like if I weren't allowed to wear Bermuda shorts when I wished, I'd dislike that.

YOU: What do you think the audience likes best about watching panel shows?

ME: I feel that the audiences like the fact that no two shows are ever alike. Besides, on such panel shows

guests!

garry moore

as *I've Got a Secret* there's variety, color, a constant change of interest, spontaneity. We can provide people at home with more good, plain fun than a carefully rehearsed program can offer.

YOU: What puts an audience to sleep?

ME: A show that's not down-to-earth, or has no sense of humor, or no pace.

YOU: When trouble arises, how do you keep peace?

ME: I move to the next panelist or try to get past the embarrassing questions fast. Or I deliberately switch the questioning into another channel—lest the audience switch channels first!

YOU: Thank you, Mr. Moore.

ME: Thank you too, but call me Garry. Now you know everything I know.

GARRY MOORE is one of the those rare TV comedians, moderator of "I've Got A Secret," m.c. of "The Garry Moore Show," who could write his own material if he had to. He started as a writer in Baltimore, where he was born in 1915 and christened Thomas Garrison Morfit. Collaboration with the late F. Scott Fitzgerald on an unpublished play led to a job as continuity writer for WBAL. Quips replaced the quill after station executives heard him sub for a comedian on a variety show. Later he combined both talents on the "Club Matinee" show in Chicago for three years starting in 1939. He was teamed with Jimmy Durante and remained in radio with Durante until the fall of '47. He's married and has two sons, Mason, 16, and Garry Jr., who's 13.



BILL CULLEN of "I've Got A Secret" has a lot to laugh about these days. But as a child in his native Pittsburgh, he was afflicted with polio, and hospitalized for nine months after an auto accident. He used to imitate radio announcers for amusement, then decided to be one. Sportscasting and emceeing on a small station preceded his New York radio break in 1943 as the m.c. of "Winner Take All." Mrs. Cullen is former singer Carol Ames.

HENRY MORGAN says his birth in 1915, a day before April Fools Day, gives him a head start on other comedians. His off-beat humor now heard on "I've Got A Secret," amused pre-war radio audiences. At 17, he was an "unedited" page in a New York radio station. After airing unedited remarks on stations all over the country, he came home to New York to start his own program. The late Fred Allen was one of Morgan's champion admirers.

JAYNE MEADOWS whose given name is Jayne Meadows Cotter, was born in China of missionary parents. Redhaired Jayne speaks English fluently on "I've Got A Secret," but didn't learn the language until brought here in 1929 by her parents when a girl of seven. Her husband is Steve Allen and sister Audrey's Alice on Jackie Gleason's "Honeymooners." Jayne mastered English well enough to act in plays, films, radio and television. She's 5'7" tall.

FAYE EMERSON, lovely panelist on CBS-TV's "I've Got A Secret," is one of TV's most versatile personalities. The 5-foot-4 blonde has been a film, stage and TV star, newspaper columnist, and political analyst. Her husband is Skitch Henderson and she has a teenaged son, Scoop, by a previous marriage. Born in Louisiana, she lived in Texas, then moved to California. Her acting in a college play won her film contract. She was an early pioneer on TV.



JOHN DALY, moderator of CBS-TV's "What's My Line?," could puzzle the panel by asking, "What's my line?" He's vice president of ABC, a top-notch news commentator, war reporter, sometime actor, and expert on political conventions. Born in Johannesburg, South Africa, in 1914, of an American father and English mother, he was brought to the United States at 10 and grew up in Boston. The brown-eyed six-footer started his radio career in Washington in 1937. He became Presidential Announcer for Franklin D. Roosevelt. He's covered political conventions since 1940 and, during World War II, broadcast from the battlefronts. Daly's a daily commuter from Rye, N. Y., where he lives with his wife and his three children.

DOROTHY KILGALLEN'S sharpness as a panelist on "What's My Line?" derives from her more than 20 years of experience as a newspaper reporter and columnist. Her father is famous newspaperman James L. Kilgallen. Born in Chicago, she grew up in Brooklyn, and joined the *New York Journal* in 1931, after attending the College of New Rochelle. Her husband is Richard Kallmar, Broadway producer and actor. They have three children, Dickie, Jill-Ellen and Kerry Arden. Her hobbies include dancing, interior decorating and hat collecting.



BENNETT CERF had been known to many persons as a publisher, lecturer, anthologist, wit and columnist before appearances on CBS-TV's "What's My Line?" made him a recognizable national celebrity. His first attempts at humor were published in the *Jester* at Columbia University in his native New York. Following a World War I enlistment, he won degrees in journalism at Columbia. President of the Modern Library since 1925, he also heads Random House. In 1940, he married Phyllis Fraser. They have two sons, Jonathan and Christopher.



ARLENE FRANCIS of "What's My Line?" came to TV after successful careers in radio and the legitimate theater. Born Arlene Kazanjian in Boston, she attended the Theatre Guild School in New York. She talked her way into a radio job after a gift shop established for her by her father (portrait photographer Aram Kazanjian) had failed. That job led to others, including the Broadway plays, "Doughgirls" and "All That Glitters." Her husband is Martin Gabel, Broadway producer and actor. They have a son, Peter, live in Manhattan.



masquerade party



BOBBY SHERWOOD of ABC-TV's "Masquerade Party" says he's done "everything but deliver bird calls." Born into a show business family in Indiana, he made his debut as a child. He's been an actor, singer, composer, trumpeter, guitarist, band leader and deejay—among other things.

BETSY PALMER, minus masquerades, is a 26-year-old, brown-eyed blonde on ABC-TV's "Masquerade Party." She's masqueraded as different characters in films, TV and the stage since graduating from De Paul University. Her husband's an obstetrician. They live in Greenwich Village's Washington Sq.

PETER DONALD, emcee of "Masquerade Party," was born in England in 1918, into a show business family. They arrived in New York in 1928 and Peter made his stage debut in "Bitter Sweet"—followed that with 8 other B'way shows and radio. A TV veteran, he emceed a show as long ago as 1938.

OGDEN NASH, whose poems have dash, doesn't act very orte on "Masquerade Party." He is the guy, born in N. Y. at Rye, whose lines may bite, but never spite. He's written lyrics for many a Broadway show, as his wife and two daughters know. And also, 12 volumes of verse, in a style that's terse.

ILKA CHASE comes to "Masquerade Party" as an actress, writer, disc jockey, radio and TV star. She's acted in over 20 Broadway plays and wrote the best-sellers, "In Bed We Cry" and "Past Imperfect," which was her autobiography. Born in New York, she is married to Norton Brown, a doctor.

comes a pause in the day's occupation...



META ROBERTS, the heroine of CBS TV's *The Guiding Light*, is busy. By 11:30 p.m. on Monday, Ellen Demming, original creator of *Soaps*, is in New York. In her home town, she did early experimental TV while still in high school (which was about when TV was, too). After high school, Ellen went on to study dramatics at Stevens Junior College under Maude Adams, then joined Clark Freeborn's Children's Theatre as well as doing summer stock. She did TV reached professional status at the same time.

foreword by **ellen demming**

■ One of your editors and I were chatting not long ago about the strange magnetism of the television screen: the attraction that makes millions of people hold still and look and listen—including busy people who can't find time for a haircut! And that led us to wonder what is the *special* attraction of the continued story on TV, as opposed to the one-shot drama whose beginning, middle and end are compressed into an hour or less. Well, from the viewpoint of the audience I think it must be pleasant to be able to drop in on a show every day, to get to know the people and the story and even the permanent sets where the action develops. It's a little like being able to read a long novel at your leisure instead of having to bolt it in one sitting.

From the actress' viewpoint I think the continued story, like a serialized novel, offers great advantages. In a one-time show you must dig and dig to imagine what has gone before, then strive somehow to make the whole background of the character, as

well as his present actions, believable to the audience. But in a serial you know what happened before—because you did it. The actress can grow continually in her part. By now I know my role as Meta Roberts in *The Guiding Light* so well—and so does the audience—that in any situation it may take only a subtle touch to convey a specific meaning. The daytime serials are thorough jobs, carefully plotted and carefully cast. The staffs can be more relaxed: their people are used to working together. The cast, director, cameraman, floor man—nobody's working with strangers. And if you see Meta, as I do, as a person with many layers of experience and many facets to her character, you can afford to play her that way. You come to know the sets and the people as if this were all your own home. In fact you *are* at home for those 15 minutes a day—and the audience knows it and feels the same way.

MARK HOLDEN, Meta's boy friend, is Irish Whirlwind Costner, who emigrated from the Auld Sod at the age of six and settled with family in Detroit. He has a B.A. from Wayne University and an M.A. from the U. of Michigan, where he studied acting. His radio career was interrupted by four years as a Coast Guard officer in command of a landing craft. Next he made his way to Broadway, later which he switched to Hollywood for *East Side*. Tracks of *East Side* and others.

brighter day

REVEREND RICHARD DENNIS is really Blair Davies, a Pittsburgh boy who spent his youth in Portland, in a power plant by day and a little theatre by night. A talent scout got him a Hollywood screen test with another hopeful, Bette Davis. Both flunked it (!) and Blair spent the next lean years as a swimming instructor, walkathon m.c., iceman and eventually as an actor in "Skin Of Our Teeth," replacing Fredric March in the lead. When he was drafted, he built the first Armed Forces radio station in the Far East, supervised it for 2 years before entering TV.



ELIOT FRAZER of CBS TV's "The Brighter Day" is actually John Heath, who was born William Kent of Seattle on March 28. A graduate of the University of Washington, he played two roles in one Broadway flop, then got the romantic lead in "The Would-Be Gentleman" with Bobby Clark. On TV he's been on "Studio One," "Kraft," "Danger," and other shows, playing opposite every major actress from Rita Gam to Eva Marie Saint. A bachelor, John's 6 feet tall, weighs 164 pounds, has dark brown hair, blue eyes and collects miniature horses.

search for tomorrow

JOANNE BARRON is played by Mary Stuart, a grey-eyed blonde who became the young widow of CBS-TV's "Search For Tomorrow" and the real-life bride of TV producer Richard Krolik simultaneously in 1951. Mary grew up in Tulsa, where she ran a children's theatre and sang for the USO while at Tulsa U. After graduation she became a girl reporter, was promptly demoted to obituaries, and sensibly decided to be a movie star instead. Joe Pasternak obligingly discovered her in New York, and her 14 film credits include "Good News" and "The Hucksters."



ARTHUR TATE is portrayed by Terry O'Sullivan, ("The handsomest man in daytime TV.") Born and raised on a farm near Kansas City, Md., he announced radio shows there, in Tulsa, Joplin, San Diego, Los Angeles and New York. "The pay was fine, the hours good, but nobody wrote me letters or asked for my autograph," he remarks. As Arthur, he was swamped with letters demanding that he marry Joanne, which he did in 1955. As Terry, he's married to radio's Jan Miner, commutes between a NY apartment and New Hampshire farm.

the secret storm

SUSAN AMES of CBS-TV's "The Secret Storm" was born Jean Mowry of Madison, Wisconsin, on Jan. 14, 1928. In near-by Chicago she worked on "Sky King" as a child—and on nearly every major radio and TV show originating there after she graduated from the University of Wisconsin. Roy Winsor, who directed her in "Sky King," brought her to New York for "Secret Storm." The blue-eyed blonde plays piano and devotes her spare time to cooking. Single, Jean is 5' 5", weighs 115 lbs—as a result of *not* eating her own goodies.



PAULINE HARRIS is played by Haila Stoddard, who commutes daily from Bedford, N. Y., where she lives with her husband Harold Bramley and their four children. Born in Great Falls, Montana, and named after the Norwegian nurse who delivered her, Haila graduated from U.C.L.A., got a job understudying the lead in "Merrily We Roll Along"—and played the part the first night! Next she toured with "Tobacco Road" for 65 weeks, ending in New York, where constant demands for her talents have kept her from giving up her acting career.

valiant lady

HELEN EMERSON, CBS-TV's "Valiant Lady," is a former violinist named Flora Campbell, who after leaving her native Oklahoma to study that instrument at Chicago U., changed her mind in mid-stream and made her debut acting with Eva LeGallienne instead of playing at Carnegie Hall. She's never regretted it, even when appearing in an experimental 1940 telecast of "Jane Eyre" which, with hot lights, brown make-up and period costumes, almost killed off the cast. Flora still lives a musical life, married to band-leader Ben Cutler. They have 2 children.



MICKY EMERSON is acted by the son of Lila Lee and James Kirkwood, Jim, Jr. Before turning to TV, Jim was half of the comedy team of Kirkwood and Goodman, known to night-clubbers through record-breaking stints at the Blue Angel, Ruban Bleu and Bon Soir; and to the rest of America through appearances on "The Garry Moore Show." Individually James, Jr. acted in "Junior Miss," Ingrid Bergman's "Joan Of Lorraine," and "Call Me Madam" on the New York stage, in summer stock—and had dramatic leads in many top television shows.

matinee theatre



JOHN CONTE, host (and occasional star) of NBC-TV's colorful "Matinee Theatre," started his career as a spear carrier in Katharine Cornell's "Romeo and Juliet." The Pasadena Playhouse gave him a chance to be heard as well as seen, but then radio stints announcing for Burns and Allen and "Silver Theatre" and doing the singing m.c. bit on the Fanny Brice program removed him from sight altogether. After army service he was seen and heard in such Broadway musicals as "Allegro" and "Carousel" and on TV's "John Conte's Little Show." John's married!



"The Reckoning" with Sue England and Jerry Eskow was one of Matinee's 260 shows last season.

as the world turns

EDITH HUGHES is portrayed by Ruth Warrick, who was lured back from Hollywood to New York by CBS-TV's "As The World Turns." Born in St. Joseph, Mo., she wangled a radio contract at 14, and spent three seasons in stock after college. When she was chosen "Miss Jubilesta," she was given a round-trip ticket to New York and a turkey to present to Mayor La Guardia. She gave him the turkey, cashed in the ticket, went to work on radio serials. Orson Welles brought her to Hollywood for "Citizen Kane." Divorced, Ruth has a daughter.



the edge of night

MIKE KARR, the crime buster of CBS-TV's "The Edge Of Night," is John Larkin, who has a special fondness for playing detectives, having won three awards as radio's "Perry Mason." A Kansas City boy, John switched from studying opera to theatre at Rockhurst College, spent two years in a touring stock company before settling down as an announcer and disc jockey in his home town. In 1937 he was on "Road Of Life" in Chicago; in 1946, after four years in the Army, he came to New York for "Ma Perkins" and "Perry Mason."

love of life

VANESSA DALE RAVEN, CBS-TV's "Love Of Life," has been played for the past year by Bonnie Bartlett of Wisconsin and Illinois. Her father, a little-theatre enthusiast, read Shakespeare to her; and when Bonnie was old enough she enrolled at Northwestern U's School of Speech and began reading it herself. There she won numerous acting awards and the heart of classmate Bill Daniels, whom she married in 1951. In New York she studied with Lee Strasberg and worked as a salesgirl and secretary till she did summer stock and began to get offers for TV.



modern romances

MARTHA SCOTT, hostess and narrator of NBC-TV's "Modern Romances" was born in Gee's Creek, Mo., and went to the U. of Michigan before making her debut doing Shakespeare at the Chicago World's Fair. Her first Broadway role in "Our Town" brought her fame, a Hollywood contract, and an Oscar nomination for repeating it. Now married to Mel Powell, she has a son and a daughter, and a long history of movie and stage hits, including the recent "Mr. Penny-packer." Martha's 5' 3/2", weighs 113 lbs. and has brown hair and brown eyes.

men of mystery

foreword by **alfred hitchcock**

■ The words I am about to write on the clichés of television mystery shows, and how to avoid them, will be heated words because I am slaving over a hot typewriter in some of the hottest wilds of Africa. What I am doing here is a mystery in itself, at least to you, but if you happen to be a sponsor I assure you I am not trying to get as far away as possible from you and your estimable product. Rather I am here in your interest. No continent is too far away to escape my relentless search for the horrible, the delectably gruesome, the truly vile ingredients with which we seek to transfix our audiences and render them helpless for your commercials. Did someone shudder just then and whisper "That Hitchcock fellow, he's macabre?" Please! Call me *Mister Macabre!* But all seriousness aside, there is only one cliché that is insufferable in TV mysteries or any other kind, and that is the cliché of *unrelieved* horror or suspense or crime. It leaves the dish without seasoning. It leaves the viewer in a stupor, whereas he belongs on the edge of his chair. It ignores the need to mix a dash of humor with the macabre—for we British and you Americans share the unusual characteristic of enjoying grim humor. If we don't let you laugh at the right time, you'll laugh at the wrong time because you can't stand the strain, thus spoiling everything for us. My classic example: An ordinary housewife decides to kill her spouse. She takes a leg of lamb out of the freezer and clouts him with it. She then puts the joint in the oven, trips down to the store and buys mint sauce and peas. On returning she "discovers" her husband's body and calls the police. She invites the officers to stay for dinner. They sit around the table stuffing themselves with the succulent lamb, and the inspector mourns, "If only we could find the murder weapon." You see what I mean. Or if not, dial us next week for another example. It may concern an even more resourceful housewife in the Congo, who had no freezer. . . .

ALFRED HITCHCOCK's deadpan humor enlivens each eerie episode on "Alfred Hitchcock Presents" (CBS-TV). Peril's pious proclaims, "There's humor in everything, even crime." He's illustrated this credo in the many famous suspense films (Paramount's "The Man Who Knew Too Much," Warner's "The Wrong Man") he's directed. He started as a subtitle writer for British silent films at 20; six years later, he was directing for Gaumont Studios. And in 1939, he was brought to Hollywood for "Rebecca." Hitch was born in London in 1899, uses a personal trade-mark in his work: himself.

DAVID BRIAN, "Mr. District Attorney," switched from gangsters to the side of the law when he switched from movies to TV. Switching's the key to the blond, 6-foot-11½" New York Irishman's career. His stage name's a switch on Brian Davis, his given name. He switched from theater ticket-taker to actor in "Crazy Quilt"; from building contractor to film star when Joan Crawford picked him for "Flamingo Road." But there'll be no more switching now: he's settled down in Sherman Oaks with his wife, Adrian Booth.



ROD CAMERON, a 6-foot-5 tower of ruggedness, says his role as Police Lt. Bart Grant in "City Detective" is a near-fulfillment of the dreams he had as a boy in Canada. Every time he saw a Northwest Mounted Policeman, he dreamed that he, too, might someday bring criminals to justice. As Lt. Grant, he achieves part of that boyhood dream. Playing the role fulfills another ambition—of being a "straight" actor. Rod, who is well known as a rugged Western film star, finds that his movie experience helps him on TV.

BRIAN DONLEVY has had adventures in his own life that equal some he has as Steve Mitchell in "Dangerous Assignment." Born in Ireland, he was brought to America at 10. He lied about his age to join Pershing's Mexican expedition, later became a pilot and a midshipman at Annapolis. He quit the Naval Academy after one year to try his luck on Broadway. He became a collar-ad model, then landed a role in "What Price Glory?" More stage and movie roles followed. He repairs antiques as a hobby.



MELVYN DOUGLAS is a good guy to have around in emergencies—as he indicates in "Hollywood Off Beat" in the role of Steve Randall. He replaced Paul Muni on Broadway in "Inherit the Wind," then toured the country in the drama. A veteran of both World Wars, he was born in Macon, Ga., and was educated in the U. S. and Canada. In 1919 he made his debut in Chicago, reached Broadway 9 years later. He's directed plays, starred on stage, in movies and TV. His wife is actress Helen Gahagan.

BEN GRAUER, who has broadcast at least once a day for nearly 25 years; has a reputation of being where news happens. This makes him a perfect narrator for NBC's "The Big Story." Born in Staten Island, N. Y., he became a movie extra at 8 and appeared with Theda Bara and Madge Evans, then became a child actor in Broadway productions. In 1930 he took a dramatic audition and was hired as an announcer, instead. He's covered news, sports and theatrical events. Wife is Melanie Kahane, interior decorator.



PRESTON FOSTER, who keeps things shipshape as star of TV's "Waterfront," was born on an island off the coast of New Jersey, where he learned how to handle boats at an early age. But the lure of music and theater were as potent as the lure of the sea. So off he went to Philadelphia to sing in an opera chorus—for \$1 a performance. This led to small roles in operas, bit parts on Broadway and, finally, the movies. Deciding "Waterfront" was right for him, he entered TV. Preston's married to an actress.

DONALD GRAY, seen as Mark Saber on "The Vise" over ABC-TV, is a hero of World War II, whose left arm was amputated as the result of a wound suffered when he led his battalion into Normandy on D-Day. He was born on his father's South African ostrich farm, later became an officer in the King's Own Scottish Borderers in the British Army. Undeterred by loss of his arm, he entered the theater, achieved film stardom in 1951 with Linda Darnell in "Island Of Desire." Six feet tall, graying, he's a new style of private eye.



WALTER GREAZA played a variety of law-enforcement officers before becoming Chief of the Bureau on "Treasury Men in Action" (ABC-TV). For eight years, he was starred on radio's "Crime Doctor" series and also represented the law in many motion pictures. He studied drama at the University of Minnesota, served in the Navy in World War I, and has appeared in several New York stage hits. Born in St. Paul, Minn., he and his wife, actress Helen Ambrose, live in Forest Hills, N. Y. Greaza writes verse as a hobby.

REED HADLEY doubles in brass as TV's "Public Defender" and Capt. Braddock of "Racket Squad." Now a San Fernando Valley rancher, he was born in Petrolia, Tex., grew up in Buffalo, N. Y. Seen by a talent scout in a little theater play, he was sent to Hollywood, became radio's Red Ryder, acted in movies, narrated documentaries for the Armed Services during World War II. Reed and his wife Helen are active in community affairs with prime interest in the Boy Scout troop activities of their charming 12-year-old son, Dale.



DON HAGGERTY is an ex-GI, like Jeff Jones, the detective he impersonates in "The Files of Jeffrey Jones." His three years in the Army's Military and Counter Intelligence, athletic agility, and experience in the theater, radio, movies and TV, are further qualifications for his role as Jeff. From Brown University, he went into summer stock, then Broadway. A "March of Time" show brought him to Hollywood. The dark-haired, hazel-eyed, six-footer keeps himself in trim by swimming, horseback riding and playing tennis.

highway patrol

BRODERICK CRAWFORD, who stars as Dan Masters in "Highway Patrol," was a heavyweight pugilist and ordinary seaman before becoming an actor. The big, burly Philadelphian, whose mother, famous actress Helen Broderick, teamed with his dad, Lester Crawford, in vaudeville, wanted to become a producer. But a two-line part in "The Trial of Mary Dugan" on Broadway changed his mind. He created the role of Lenny in "Of Mice and Men" and went on to win the Academy Award for "All The King's Men." Divorced from ex-actress Kay Griffith he has two children: Kim, 8, and Kelly, 4. His hobby is deep sea fishing.



LOUIS HAYWARD enjoys playing the "Lone Wolf" because the character "doesn't follow the beaten path." Hayward's own path started in Johannesburg, South Africa. Then school in France and England developed his flair for theater, led to roles in English stock. At 22 he made his London debut in "Beau Geste" and was brought to New York in 1935 by Lunt and Fontanne for "Point Valoine." Movies came next. A naturalized citizen, he was a Marine captain, won a bronze star and a Presidential citation.



RONALD HOWARD, in common with "Sherlock Holmes," whom he portrays on NBC-TV, is a graduate of Cambridge University, a book collector, and relaxes by playing the violin. Born in London 36 years ago, he was brought to America at the age of two by his famous actor-father, the late Leslie Howard. He returned to London at ten. After trying journalism, and a stint in the Royal Navy, he turned to acting. He's been on London and New York stages, in movies and on TV. He is married and father of three children.



BORIS KARLOFF, a soft-spoken Englishman who enjoys gardening and poetry, offers a real-life contrast to the "Frankenstein" monster he created. Seen on TV as "Colonel March of Scotland Yard," Karloff once considered a career in British Consular Service. He changed his mind, emigrated to Canada and worked as a farm hand until he answered an ad in Vancouver for "an experienced character actor." He reached Hollywood in 1918 and became an extra. "Frankenstein" established him as a top character actor.



HUGH MARLOWE, who was "Elery Queen" on radio, now plays the sleuth on TV. Bit by the acting bug in Chicago high school and little theater plays, the Philadelphia-born six-footer became an announcer in Iowa, then acted in 75 plays at Pasadena Playhouse. He was tested for films, but made his professional debut on Broadway in "Arrest That Woman." While in "Voice of the Turtle," he met K. T. Stevens, married her in 1946, now lives with their two sons at Malibu. He weighs 170, has blue eyes, brown hair. Likes carpentry.



RAYMOND MASSEY, Anton in "I Spy," spent his early acting life commuting between London, New York and Hollywood. Then in 1938, the Toronto-born actor starred as "Abe Lincoln in Illinois" on Broadway and came to America to stay. A citizen since 1944, he lives on a Connecticut farm with his wife, lawyer Dorothy Ludington. He's looking forward to the stage debut of his lovely daughter Anne. Massey and his brother Vincent, Governor General of Canada, were educated at England's Oxford University.



MARK STEVENS, once a reporter on the Akron (Ohio) Beacon-Journal, tries to play his "By Line" role of Steve Wilson, editor of the Illustrated Press, like a working newspaperman. Born in Cleveland, he lived in Youngstown and Canada. At 12, he was working in tent shows, then in stock as "Steven Richards," because his mother objected to his acting. He's been a nightclub entertainer, radio announcer, TV, stage and film star. Married to Texas beauty Annelle Hayes, Mark has a son, Mark 9, and a daughter, Arrelle, 4.



BARRY SULLIVAN, "A Man Called X," switched from law to acting because of success in dramatics at NYU and Temple University. Summer stock in New England paid in experience, not in money, so he took odd jobs to earn some. His role in "I Wanted A Policeman" on Broadway ended his need for odd jobs and propelled him into stage and movie stardom. His wife, Marie Brown, is an actress. Their children are Johnny, 12, and Jenny, 7. Sullivan, born in New York City, is 6-foot-3, weighs 190, has dark brown eyes.



the lineup

WARNER ANDERSON, starring as Lt. Ben Guthrie in "The Lineup," CBS-TV's police drama series, brings a legal and acting background to his portrayal. He's a former law student whose acting career, spanning stage, movies, radio and TV, dates from World War I. A short subway jaunt brought him from his Brooklyn home to Broadway for his debut in "Maytime." Now residing in Pacific Palisades, Calif., with his wife Leeta and 11-year-old son Michael, he plays golf, reads because it helps him to relax.

TOM TULLY's been barking up the right tree since he made his radio debut on "Renfrew of the Mounted"—as a police dog! More human police roles followed for Tully, the 200-pound six-footer now seen as Inspector Matt Grebb on CBS-television's "The Lineup." A veteran of over 3,000 radio network broadcasts, Tully's been on "Gangbusters," "Mr. District Attorney" and "Famous Jury Trials." He's acted on Broadway and in the movies ("The Caine Mutiny," "The Moon Is Blue," "Destination Tokyo"). He comes from Colorado; his wife, Ida, is from Utah.




RICHARD TRAVIS of "Code 3" began as a sportscaster in Arkansas, where his family had moved from Carlsbad, N. M., his birthplace. Visiting Los Angeles in 1932 for the Olympics, he enrolled in a dramatic school, but left because of illness in his family. His coach (Josephine Dillon, Clark Gable's first wife) persuaded him to return in 1939. He made several films, then joined the Air Force in 1943. He resumed his career after the war. Married and a resident of Beverly Hills, he likes to play golf, hunt and fish.

meanwhile,

foreword by
clint walker

■ Somebody asked me the other day why it is that Westerns stay so popular, why the cowboy never seems to go out of style. I said I couldn't say for certain but I sure was glad it was true, because it's meant that being "Cheyenne" on ABC-TV presented by Warner Brothers doesn't have to come under the heading of temporary work. It just goes on and on, and I like it that way. I've done some thinking about the subject, though. And I feel the answer, plain and simple, is that we are a nation of hero-worshippers and the cowboy can be anybody's hero. Now being a nation of hero-worshippers isn't bad, it's good. This is a big country and a hundred years ago when our people were pushing across the plains and over the Great Divide, every citizen had to have some of the stuff good cowboys are made of—if he wanted to survive. There were villains too in those days, and some of them got glorified, but you take the real heroes we remember—men like Jim Bowie and Sam Houston and John Fremont and Wyatt Earp—they all had something of the cowboy in them. It's the kind of heroism that makes it possible for a man to live alone and at peace with himself, to do what seems right whether it comes easy or comes hard, to stand up for what he believes in, even if it's going to be the last time he stands up. Well, from the time we Americans are little shavers sitting on grandfather's knee until the time when we're grandfathers ourselves, there's always that special need to have somebody kind of important to look up to. The problem is finding a hero everybody can agree on. Not always in the field of politics or science or education can such a man be found. Yet there seems to be one sure place where such men are still bred . . . the storied West. And part and parcel of the invincibility of the West is the figure of the cowboy who inhabits it. Nowadays he gets his exercise by hard work—and it was really only a brief period when he kept fit by gunfighting. But as long as he and the West retain their heroic proportions, he and the Western drama won't go out of style.



CLINT WALKER, the star of ABC-TV's "Cheyenne," towers six feet, six inches into the Western sky and pocks 235 pounds, without a gun. He thanks Van Johnson for getting him his break. Van met him in Los Vegas when Clint was a sheriff's deputy. That was one of many jobs Clint had after he left Alton, Illinois. In California, he worked in oil fields, sold vacuum cleaners, was a nightclub bouncer, detective and a truck driver. Johnson's agent got him a test at Warner's. "Much to my surprise," says Clint, "that test brought me the starring role in 'Cheyenne.'" Clint found a home on the range—and a niche in Hollywood. The studio now is looking for full-length features for their star.

back at the ranch...

gunsmoke

JAMES ARNESS, "Gunsmoke's" big gun, stands 6-feet-6, without boots. The 31-year-old stalwart who's Marshal Matt Dillon in this CBS-TV series, first acted in school in Minneapolis, his birthplace. Drafted while a Beloit College freshman, he was wounded at Anzio and hospitalized for a year. Discharged in 1945, he tried radio, then Hollywood. A screen test failed, but he was cast in a bit in "The Farmer's Daughter." In 1940, he met Virginia Chapman at the Pasadena Playhouse, married her, and his luck improved. He was cast in "Battleground," "The Thing" and "Island in the Sky." The Arnesses' children are Craig, Rolf, Jenny Lee; his brother is actor Peter Graves of TV's "Fury."

DENNIS WEAVER, who plays Chester, Marshal Matt Dillon's pal, in "Gunsmoke," was a renowned athlete in Joplin, Mo., where he was born. He became decathlon champ at Oklahoma U. after a hitch in the Navy. He made his Broadway stage debut in 1951 in "Come Back Little Sheba." Shelley Winters got Universal-International to interview him for the movies. Now 32, Dennis is married and has two young sons, one seven and one three.



REX ALLEN, straight-shooting hero of ABC-TV's "Frontier Doctor," was the cowpoke son of a cowpoke. A mail-order guitar changed his life—he switched from rodeo to radio where he starred on "National Barn Dance" show. Later, Arizona-born Rex made his film debut in "Arizona Cowboy." He composes most of his own songs and spends his spare time travelling. Rex is married to ex-actress Bonnie Linder and has two sons.



WILLIAM BOYD, NBC-TV's quick-triggered "Hopalong Cassidy," hails from Hendrysburg, Ohio. Bill picked up his western droll in the Tulsa oil fields, hit the road, finally landed in Hollywood. He worked his way up from extra to curly-haired, romantic leads in Cecil B. DeMille spectacles. Bill switched to "Hoppy" parts—and played the role 54 times before "Hoppy" corralled the kids via TV. His wife is ex-actress Grace Bradley.



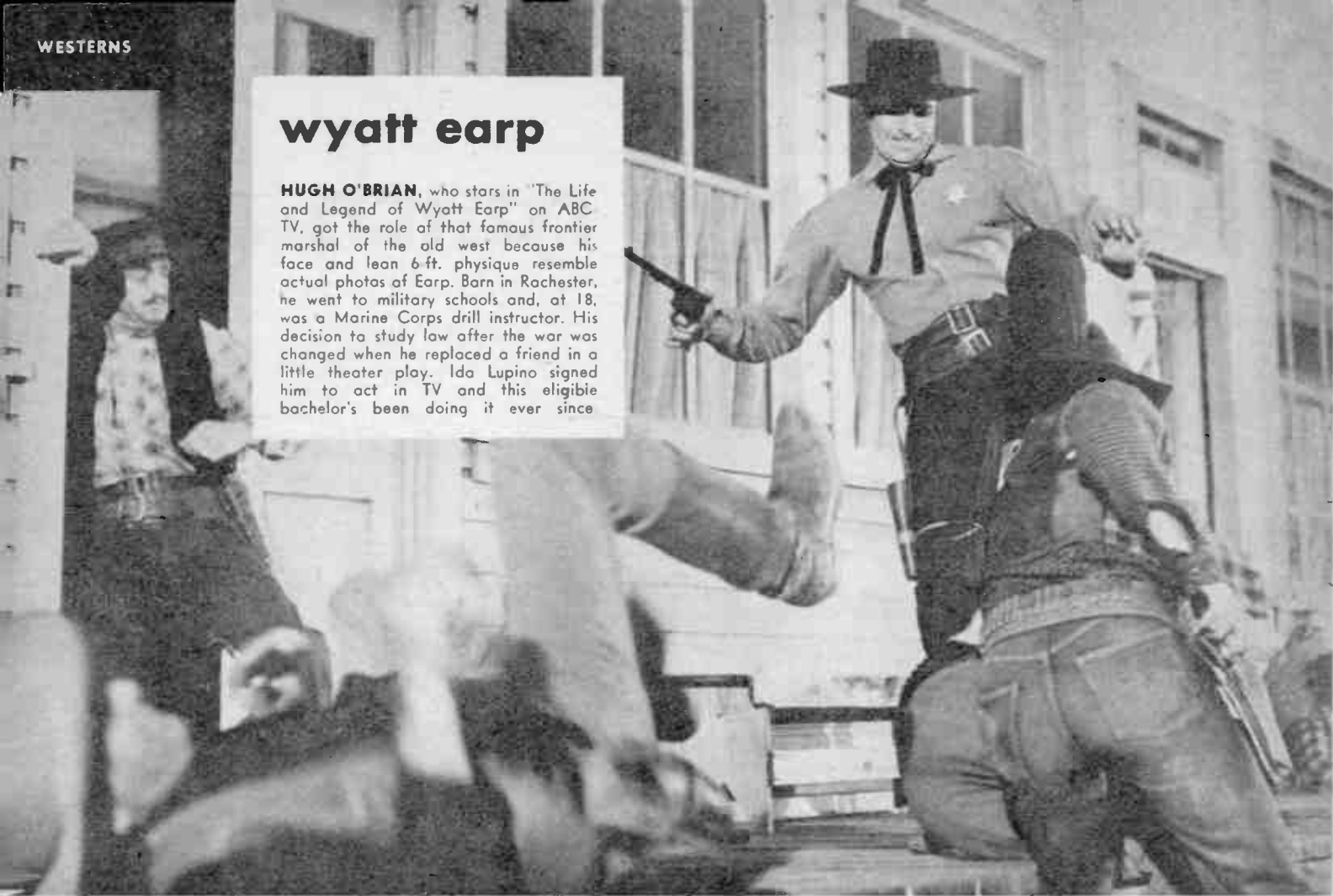
GENE AUTRY, hard-riding hero of his own CBS radio and TV show, was practically born in the saddle in Tioga, Texas. "America's favorite singing cowboy" punched cattle, worked as a telegrapher, strummed a guitar and sang western ballads between dots and dashes. Will Rogers heard him once and encouraged him to keep at it. Gene hit radio, clicked in films, produced several TV film shows, became a rodeo champion.



EDGAR BUCHANAN, outlaw-busting star of "Judge Roy Bean," became an Oregon backwoodsman after leaving his birthplace of Humansville, Mo. in 1910. He got into films by way of medicine and dentistry, though dramatics was his love. With his wife Mildred, he moved to Pasadena to study at the Pasadena Playhouse. For years a top motion picture actor, "Buck's" work in "Shane" led to his being chosen "Judge Bean."

wyatt earp

HUGH O'BRIAN, who stars in "The Life and Legend of Wyatt Earp" on ABC TV, got the role of that famous frontier marshal of the old west because his face and lean 6 ft. physique resemble actual photos of Earp. Born in Rochester, he went to military schools and, at 18, was a Marine Corps drill instructor. His decision to study law after the war was changed when he replaced a friend in a little theater play. Ida Lupino signed him to act in TV and this eligible bachelor's been doing it ever since



GAIL DAVIS, CBS-TV's beautiful, quick-triggered "Annie Oakley," started out as a tomboy in Little Rock, Arkansas, attended the University of Texas drama school, picked up eight beauty titles, and landed in Hollywood. She played opposite Gene Autry in four westerns and a TV series before her own "Annie Oakley" show came into being. Auburn-haired daredevil Gail doesn't use doubles; does her own riding and shooting.



JIM DAVIS, fast-shooting Matt Clark on CBS-TV's "Stories of the Century," came to Hollywood to sell oil and found himself being sold to Warners—as Bette Davis' leading man in "Winter Meeting." The picture flopped—but he stayed on to play western roles. His success in "Silver Canyon," and "California Passage," among others, led to TV leads. Jim is 6 feet, 3 in., weighs 193 pounds. Davis was born in Dearborn, Mo., on August 26, 1915.



DALE EVANS, who co-stars with her husband on "The Roy Rogers Show," may be able to ride a mean horse—but she never planned on making a living that way at all. Dale who was born in Uvalde, Texas, was still in her teens when she hit the road as a café vocalist. Then came Hollywood and a passel of "East-erns" before she teamed up with Roy—first in films and in rodeos—then as his wife on Dec. 31, 1947. Dale loves to fish, hunt, sew and swim.



the lone ranger

CLAYTON MOORE, behind the mask he has to wear as CBS-TV's "The Lone Ranger," is a blue-eyed, black-haired, six-foot-two, 185-pounder, and is still as handsome as the model he used to be. At 14, he left his native Chicago with a trapeze act. He struck California in 1938 and 11 years later galloped across the nation's TV screens. But first, he dug ditches, was an Air Force corporal and did bits in "B" Westerns. Clips from the Westerns won him an audition as Silver's masked rider.

SCOTT FORBES, star of the new series, "Adventures of Jim Bowie," is the most sophisticated westerner on TV. Born in England 36 years ago, he attended Oxford and Paris' Sorbonne. Real name's Conrad Scott Forbes, but the family objected to his acting, so he changed his name to Julian Dallas. Six years ago he hit Hollywood—and they changed his name back. 6'2", 185 pounds, he's a real Western-American now, and a newlywed to boot!



GABBY HAYES, lovable teller of western whoppers on ABC-TV's "Gabby Hayes Show," became an old man at 31. He started growing his beard back in 1916 to get a Broadway part and hasn't shaved since. Matter of fact, he's even had it insured for \$100,000. Gabby became a fixture in the early "Hopalong Cassidy" series. Finally, he graduated to getting his own show. He's married and loves children. The feeling is mutual.



DICK JONES who stars as "Buffalo Bill, Jr." in the CBS-TV film series, also plays Jack Mahoney's side-kick in "The Range Rider." He began his career as a cowpoke on celluloid at the tender age of six after appearing in Hoot Gibson's Rodeo as the world's youngest roper and rider. Dick was born in Texas, has made over 200 movies, played Henry Aldrich on the radio for three years. He's an expert carpenter around his Burbank, Cal., home.



JOHN LUPTON, the star of "Broken Arrow" on ABC-TV, has wandered through the forest of Arden on stage with Katharine Hepburn, chased locomotives on the screen with Fess Parker. He was born in Highland Park, Ill., spent his green years in Milwaukee, Wis., where he first began acting with amateur groups in high school. John is a lanky six-footer, has blue eyes, sand brown hair, and is one of television's most eligible bachelors.



GUY MADISON plays the title role in "Wild Bill Hickok" on CBS-TV, sky-rocketed to fame after wowing the nation's females in a short scene in the movie "Since You Went Away." Guy hails from Bakersfield, Cal., was a telephone lineman before he entered the Navy in 1942, made his first movie during a two-week furlough. Later, he starred in such films as "Charge at Feather River" and "Five Against the House." He's married, has two kids.



JACK MAHONEY, the hard riding star of "The Range Rider," was born in Chicago, trained for his acting career as a high school football and basketball star in Davenport, Ia. He was a Marine flyer during the war, became one of Hollywood's top stunt men after his discharge in 1945, still insists on doing all his own rough and tumble work on his TV series. Jack is married, has 2 kids, likes to read and dance in his spare time—when he finds it!



WILLARD PARKER, rugged hero of "Tales of the Texas Rangers," was christened Worcester Van Eps in New York City, first came to Hollywood as a tennis instructor. One of the Marx Brothers spotted him in a night club, arranged a screen test, and Will changed his career and his name. He's since appeared on the stage and screen as well as on TV, married actress Virginia Fields in 1951, with whom he's co-starred several times on "Ford Theatre."



ROY ROGERS, star of NBC's "Roy Rogers Show," fought his way up from poverty to become the fabulous "King of the Cowboys." Born in Cincinnati, he grew up on a farm in Duck Run, Ohio, and his chores taught him about animals and crops. He quit high school in his second year to work in a factory to help support his family. Later as a cowhand on a New Mexico ranch he learned to ride, rope and shoot. He taught himself to sing and play the guitar and then moved farther west. After struggling to exist in California, he heard, by chance, about a studio audition for singing cowboys. He was hired, by chance, and his movie career was launched. Roy's married to his co-star, Dale Evans. They have five children, two of whom are adopted.

DUNCAN RENALDO, TV's smiling Cisco Kid, was educated in France, Spain and Argentina, began his acting career in 1923 in the movie "The Bright Shawl," has since become a favorite on the screen and on TV for his masterly portrayals of Lotin roles. An avid horticulturalist, he's as at home in the garden as he is on the range. He's married, has a daughter, and is an accomplished painter and writer in his off-the-camera moments.



DICK SIMMONS who stars as "Sgt. Preston of the Yukon," was a ranch hand, photographer's assistant, bronco buster and parking lot attendant at various times before he began acting in 1942. He made his first hit on the screen in "The Human Comedy," served in the Air Force as a pilot during World War II. Dick is six feet tall, has blue eyes and brown hair with a sprinkling of gray. St. Paul is Dick's home town; Minnesota, his home state.



foreword by **walt disney**

■ The mind's eye of a youngster encompasses the whole universe, and he who would entertain a child would do well to open his own eyes to infinity. At our studio, we regard the child we seek to reach as a highly intelligent person—sensitive, humorous, with an eager, excited curiosity about the world and the time in which he lives. Essentially the difference between a child and an adult is experience—yet it is a lucky grownup who gains experience and judgment without losing the healthy open-mindedness of childhood. We conceive it to be our job on the "Mickey Mouse Club," for instance, to provide experience—of the happy, factual, constructive kind—just as we often seek to rekindle the imagination of people of all ages on "Disneyland."

While "Disneyland" is regarded as a family show, we produce the "Mickey Mouse Club" mainly for children. However, we've found that we have an average *adult* viewing audience of 3,850,000 people per quarter-hour segment on this show! That's fine with us, for it confirms our faith in the kind of program we try to produce, while presenting us with a much bigger challenge. Part of that challenge comes from my belief that people enjoy being informed provided they are entertained at the same time. To that end we are scheduling a number of factual programs for both shows. We're in the forefront of the trend to go overseas to bring back fresh new material—our sixty cameramen have ranged from the Arctic to the Antarctic, from Australia and Lapland and Samoa to Japan, Portugal, England, Scotland and Wales. We've been assembling material provided through the encyclopedias, a continuation of nature studies, presentations based on books, safety and the human body. On "Mickey Mouse Club" we have mustered the talents of our juvenile repertory group, the Mouseketeers, as well as adventure serials, historical characters and our cartoons. For "Disneyland's" third season we have put together stories of exploration, the benefits of nuclear energy, a tribute to the great artist-naturalist John James Audubon, and behind-the-scenes events in our own industry. Add it up and you get 26 hours of "Disneyland" and 100 hours of "Mickey Mouse Club" programs for the ABC-TV network—the equivalent of 84 full-length screen features or *triple* the yearly output of most movie studios, and far beyond the yield of any other single TV producer. It means we're working harder, walking faster, acting faster and—I hope—thinking faster at our studio than ever before! And enjoying every minute.

Big shows for the small fry

WALT DISNEY is probably the only farm boy in history who not only came to the city, but went on to build one himself (Disneyland, that is). He started by losing a rabbit, Oswald, creating a mouse, Mickey, and has thus far won more little statues than anyone else in Hollywood (Oscars, that is). When he and his brother started their running-by-a-shoestring-business thirty years ago, all Walt had was \$40, a well-worn suit, and enough energy to drive a locomotive. After his first full-length animation feature, "Snow White and the Seven Dwarfs," the Disney name became synonymous with screen classics. In the past half dozen years, Walt has added his famous True-Life Adventure series to his long list of credits, including "The African Lion" and "The Vanishing Prairie."

JIMMIE DODD, song-writer, singer, musician, dancer and actor, serves as the smiling, informal master of ceremonies for the "Mickey Mouse Club." Born in Cincinnati, he got his first break in high school when his banjo playing landed him a job with a local dance band. Since then, he's played with such headliners as Louis Prima, and written 400 songs. He wrote a song for a Disney show, and Walt liked it, so he's Chief Mouseketeer.

ROY WILLIAMS, the smiling co-host of "The Mickey Mouse Club" has spent most of his life making people laugh. First as a cartoonist with the Disney organization, and now as an actor with his "most wonderful kids in the world," Roy feels his work "is like getting a new lease on life." Born in Calville, Washington, he moved to Los Angeles, to study art. After doing animation for Disney for three years, he does his animating now in front of the camera.

THE MOUSEKETEERS, who are just about the happiest bunch of kids we know, are Mike Smith, who's 11 and hails from Los Angeles; cheerful Cubby O'Brien from Connecticut; Karen Pendleton from Glendale, Calif., who is a star in the junior repertory group; ballet trouper Bronson Scott, 9, also from L. A.; Sharon Baird, from Seattle; Doreen Tracey, 13, from London; Dennis Day, 14, from Las Vegas; and vibrant Darlene Gillespie, 15, is from Montreal



disneyland

DISNEYLAND is the world's first fourfold magical kingdom. It's a country built from the life-long ambition of Walt Disney, where Fantasy, Future, Adventure and Frontiers occupy a realm as wide as a child's imagination. **Fantasyland**: where you can soar aloft with Dumbo on a flying elephant. **Tomorrowland**: where 1956 becomes 1986, an era of rockets to the moon, with futuristic designs for both living and travel. **Adventureland**: where you can take an explorer's boat on a voyage down tropical rivers viewing reptiles and animals who appear startlingly real. **Frontierland**: where the history of our country comes alive with riverboats, Indians, and the towns of the old west.



big top

JACK STERLING, ringmaster of CBS-TV's "Big Top," was a natural for the job. At 17 he was ringmaster of a traveling show called "Circus Days." Son of a vaudeville team, he was brought up behind the bright lights—and had his own minstrel routine in his teens. Years later a radio-announcer friend asked him to guest on his show, and after a few appearances he was hired as program director of an Illinois radio station. In 1947 he cut an audition record that won him a job replacing Godfrey on an early-morning wake-up show. In that slot he was found by "Big Top's" producer, who wanted a pro for the top-hat, swallow-tailed coat role. He loves the job—mostly because of the kids.



circus boy

MICKEY BRADDOCK, who rides the elephant and pets the tigers in NBC-TV's "Circus Boy," is really "just a boy," his mom insists. Mickey's a 10-year-old boy, with an unruly crop of bright yellow hair and a personality that bubbles, who loves swimming, scouting, baseball, fishing, and collecting everything from stamps to bullfrogs. Born in Los Angeles, he numbers among his ancestors an Austrian countess and a Chickosaw—the first full-blooded Indian in the Senate. About playing the circus boy—his TV debut—he says, "If this is work, I'm for it." It's better than trash-emptying, his chore at home.



JOHN DAVID COONS, when he isn't collecting toy soldiers, gardening or tinkering with his model railroad, is off being round and jolly in TV land as Uncle Johnny Coons. A Hollywood and Broadway veteran, he got his start in 1935 with a vaudeville circuit magic show. Known in radio as a man of many voices, he made his switch to TV in 1948. Johnny lives in Wilmette, Ill., with his wife and sons, Richard and Thomas, who give him a helping hand with model trains.



BUSTER CRABBE, who's usually up to his ears in trouble as "Captain Gallant of the Foreign Legion," has been up to his ears in water much of his life. Born in Oakland, California, and raised in Hawaii and the ocean, he returned to California to finish college at U.S.C. An Olympic swimmer, he's held five world records and 16 world and 35 national championships. He went from swimming to movie fame in 1933. He chalked up 170 pictures before TV beckoned.



BOBBY DIAMOND, who has the role of Joey in NBC-TV's Saturday morning children's show, "Fury," has been an actor since he was seven. But his professional career actually began at the age of two, as a magazine cover baby. Now, at 12, his motion picture credits include "The Glass Slipper," "Untamed," and "To Hell and Back." Among his many TV jobs he recalls—still beaming about them—his frequent and hilarious appearances on the Martin-and-Lewis shows.



captain kangaroo

BOB KEESHAN, to millions of delighted CBS-TV watchers, is "Captain Kangaroo" this year. A few years back he was "Tinker the Toy-maker," "Corny the Clown," and "Clarabelle" of the "Howdy Doody" program. All told, he's been making young fry laugh for eight years—no mean feat for a 28-year-old. He started as an NBC page and became special assistant for the "Howdy Doody" show. Giving out prizes, he sometimes wandered on camera. Somebody put a costume on him, and Clarabelle was born. Bob loves children, has 3 of his own.

HUGH ("Lumpy") BRANNUM, who putters around CBS-TV's "Captain Kangaroo" as handy Mr. Green Jeans, has been puttering around the entertainment field for 27 of his 46 years. He began by thumping a bass fiddle at a small California radio station. In 1940, when he and his quartet came East, Fred Waring hired them. With the Pennsylvanians until 1955, he traded his tux for overalls. Of his audience he says, "We call them 'boys and girls,' never 'kids.' They have their own dignity and we never talk down to them." The kids—er, children—love it!

let's take a trip



JON HALL's background is—if not a pole apart, then at least a couple of continents away from the stomping grounds of the Dr. Tom Reynolds he plays in "Ramar of the Jungle." Jon grew up in and knows Tahiti like a native; was, in fact, a south-seas swimming champion. He left the islands for a European education and returned to them in 1937 as an actor in the movies, debuting as "Torang" in "Hurricane." A slew of other films followed before Jon took refuge in his TV jungle.



DON HERBERT, a contemporary magician, compounded his craft and cunning in the science and dramatics classes of La Crosse (Wis.) Teacher's College. He graduated in 1940; migrated to Chicago to write and act in radio; was revealed as "Mr. Wizard" on March 3, 1951. Uncanny in war as well, he piloted a B-24 through 56 missions in the ETO. Pipe-smoking, pet-loving (poodle, cat and parrot), he lives in Bronxville, N. Y. with his wife and two young adopted sons, Jeff and Jay.



DR. FRANCES HORWICH, mentor of NBC-TV's classroom and "animated picture book," "Ding Dong School," was born in Ottawa, Ohio. A graduate of the Univ. of Chicago, she began her career in a suburban Evanston primary school. She met and married a fellow Sunday school teacher in 1931 and has, among a welter of positions, been director of the Hessler Hills school at Croton-on-the-Hudson. Today, she's an established author of articles and texts, and expert in the field of education.

GINGER MACMANUS travels every Sunday on CBS-TV's "Let's Take A Trip." But the trips she takes here are routine compared to the traveling she's fitted into her 10 short years. First she moved from native Atlanta, Georgia, to New York. Then she rocketed from TV play to TV play—having had over 40 roles—squeezing in TV commercials, modeling, and school.

PUD FLANAGAN is learning all there is to know about his city on CBS-TV's "Let's Take A Trip." Although he was born in New York, in his 12 years of living he never before went on a tugboat or flew under the George Washington Bridge. But then he's been kept very busy, having made over 100 TV appearances since he started acting, at seven, on Broadway.

"SONNY" FOX has spent more time hunting than being hunted and is famous for his search for exciting places for young folk to visit. Before that he was host and associate producer for St. Louis' "The Finder," sought stories for the "Voice of America" during the Korean War, found unusual spots for surprising people on "Candid Microphone." Brooklyn-born (1925) he's wed.



TEACHER'S PETS



TOMMY RETTIG, before being chosen for CBS-TV's "Lassie" series, first required the dog star's approval. It was a cinch for him—he charmed Lassie as easily as he charms people. Almost 15 now, he first began charming strangers at 5, in the national road company of "Annie Get Your Gun." At 6, enchanted fans made him Honorable Deputy Sheriff of Chatham, Ga. At 7 Hollywood begged for him to go west. The young man went, played in 13 films. First was "Panic in the Streets"; the most recent: "The Last Wagon."

LASSIE, star of her own weekly CBS-TV show, is a bright youngster of 15. Yet she has 14 years of stardom behind her. A native of North Hollywood, Calif., the collie took star billing in her first movie, "Lassie Come Home," in 1943. Many sequels later, she made her TV debut in 1954.



JOHNNY WASHBROOK was until recently one of Canada's top child actors. Now in Hollywood for CBS-TV's "My Friend Flicka," he seems destined to achieve stardom in America as well. Brother Don, 15, acts, and one day when Johnny was 7 he tagged along. A producer saw him, liked him, put him on TV. Now almost 12, he's been at it ever since. During 4 years in show business his red hair and freckles brightened more than 200 Canadian radio and TV programs. Last year, called to New York for a live TV show, he was seen by producers casting for Ken on "My Friend Flicka." Now Johnny is called by directors and producers, "One of the most talented young actors in America. They're so right!"



LEE AAKER, who takes second billing to a dog in ABC-TV's "Adventures of Rin Tin Tin," began his career at the age of 4 with a song-and-dance act. Even then he was sharing the billing—with his brother Dee. His dancing ability came quite naturally to him, and was perfected at his folks' home in Inglewood, California, where mom runs a dance studio. Lee played the crippled boy in the film "Benji," which won an Oscar for the best documentary of the year—but 11-year-old Lee will tell you that he likes his present role best.

RIN TIN TIN IV, star of his own show on ABC-TV, is the great-grandson of his namesake silent film star. Owner Lee Duncan has owned and trained all his ancestors, too, since 1918. It was then that he found Rinty I, named him after a French doll, vowed: "There'll always be a Rin Tin Tin!"



IRISH McCALLA has no stand-in for her stunts an ABC-TV's "Sheena, Queen of the Jungle." She does them all herself, including climbing, spear-throwing, swinging from trees. Irish, 24, has the green eyes of Ire. But her blonde hair—waist-length—she traces to Swiss ancestors, and her measurements—39-24-38—to French forefathers. Height—a queenly 5'9½"—she can't troce. But her husband hopes their two sons will inherit some of it.



GEORGE REEVES, who flies through the air with the greatest of ease on "Superman," got his first film break in "Gone With the Wind"—except that when they cut the film, they cut his part right out. For years he played minor roles in big movies and big roles in minor ones. Then, in 1943, he was a sensation as the lead in "So Proudly We Hail." Slipping slowly back down the ladder, he was later rediscovered as an ideal TV Superman.



BOB SMITH, familiarly called "Buffalo Bob" to all of NBC-TV's Howdy Doody-ites, is himself responsible for "Howdy Doody." It all began in 1946, when he emceed a children's radio show. He portrayed a character who addressed the audience: "Howdy doody, kids!" So that's what the kids called him! Transferring his character to TV was a cinch. Born 39 years ago with a musician's ear, Bob still serenades his wife and 2 young sons.



GORDON SCOTT, TV's "Tarzan," has some pack of muscles! But they didn't "just growed"—they came from hard play and hard work. Ninth and youngest child of a golfer dad and horsewoman mom, sports came third to eating and sleeping. In the infancy, after teaching judo and hand-to-hand combat, he used his muscles to transport dangerous prisoners. Later was with a fire company. Now 29, 6'3", 215 pounds, he's wed to Vero Miles.



BURR TILLSTROM, who won fame and fortune with a pair of puppet people, began his career in a Chicago kindergarten by breathing life into 2 stuffed teddy bears. Now 39, the creator of ABC-TV's "Kukla, Fran and Ollie," has won 55 TV awards for his Kuklapolitans. A bachelor who loves children, he keeps up with them through kiddie books and fairy tales. Still reads the Oz books; says they influenced his career most as a child.



RICHARD WEBB, currently TV's "Captain Midnight," has jockeyed back and forth between TV and the movies during most of his working life. And wife Flo has potentially followed from coast to coast. First came 3 pics, then 3 months of TV. Then a year of movies, and another year of TV. Finally Dick hit upon a combination of films and West Coast television, and the Webbs bought themselves a home. Optimists, aren't they?



JOHNNY WEISSMULLER, NBC-TV's "Jungle Jim," is right at home in the jungle's lakes and rivers. He's had plenty practice—first as 5-time Olympic swimming champion, then as Hollywood's first Tarzan. In Chicago, where he grew up, he remembers best sneaking away from home to swim in Lake Michigan. Now living with his wife in Los Angeles, where he has become an amateur golf champ, his 6'4", 196-pound hulk belies his 50-plus age.

adventure, anyone?

PHIL CAREY of the "77 Bengal Lancers" slipped out of marine uniform after World War II and into college with the modest ambition of being a radio announcer. College dramatics (Univ. of Miami) got him started, Hollywood snapped him up for 20 pictures. He has two girls and a boy, never diets; likes sports, sings; but insists he's just a bathtub warbler.

WARREN STEVENS, has patched together a life that includes service in the Navy (at 17), the Naval Academy and four war years in the Air Corps. Born in Scranton, Pa., Nov. 2, 1920, acting's been his most consistent interest. He's a charter member of New York's elite Actor's Studio, has an impressive quota of credits from Broadway, Hollywood, TV, and stock.



RICHARD CARLSON is Herbert Philbrick, writer-director-actor of "I Led Three Lives." An Alberta Lea, Minn., boy who made his pitch for fame as a high school playwright, he went on pitching through Univ. of Minn., while graduating with a Phi Beta Kappa key. Except for 4½ years in the Navy, he's been basking in studio- and foot-lights ever since. Sunlight occupations are gardening, golfing, and watching the bullfights—when he can.



WILLIAM RUSSELL, brave and bold as knights of old in "Sir Lancelot," is a young man more familiar with cloud-high, modern warfare. A Britisher, born in 1924, he was a former RAF pilot. His first stage role, as a boy, was anything but ferocious. He was the Mock Turtle in Alice in Wonderland. Further ventures in the theater carried him along through various repertory companies. Unlike Lancelot, he's married. Sorry, girls.



GEORGE DOLENZ, "The Count of Monte Cristo," is a man with a bona fide European background. Born near Trieste in 1915, he's been interested in the theater since childhood; beat a trail to Hollywood by way of Cuba and was jogging trays as a waiter (studying English and acting during the day) when he got his first break. His home is now North Hollywood, where he lives with his wife and children, George and Gemmo.



ROBERT SHAW, a young Britisher born Aug. 9, 1927 of Cornish descent, plays Captain Dan Tempest with all due daring in "The Buccaneers." A star rugby player and swimming champ, a playwright as well as an actor—when Sapphire Films signed him for the high seas they got an expert swordsman as well. As a reformed ex-pirate, he boards his ship with training in London's Old Vic and Stratford Memorial Theater.



RICHARD GREENE of CBS-TV's "Robin Hood" is a dream whose dimples are the delight of several nations and generations of women. A sprout from a firmly planted British theatrical family tree (Born Plymouth, England, 1919) he was discovered by Hollywood and imported to the United States at the age of 22. Transplanted here, he thrived: returned to Britain during World War II and served in the Royal Armored Corps.



MICHAEL THOMAS fills Sgt. Nelson's combat boots in ABC-TV's "Combat Sergeant" and combat isn't a bit alien to Michael, who was a machine gun platoon officer in the Marine Corps during World War II. His theater of the time was over in the South Pacific. New York is his present bailiwick as he lives in Greenwich Village. He is married and rides around the city on the saddle of an Italian motor scooter.



BRIAN KEITH of CBS-TV's "The Crusader" is an ex-marine who spent two years in the Pacific. Discharged in 1945, Brian headed for the entertainment field and made subsequent appearances in the theater, movie, radio and television. He's steel-worker-rugged, but he was born into the theater (Bayonne, N. J., 1921), his father being Robert Keith, his mother the former Helene Shipman. He made his debut at three.



FORREST TUCKER, Crunch Adams of "Crunch and Des," is a married man and a veteran of 70 feature films. Tuck was born in Plainfield, Indiana; in high school was a football, basketball, tennis and track star. At 16 he enlisted in the Field Artillery for a regular army hitch. During 1939, while Tuck was in Hollywood on vacation, Sam Goldwyn was struck by his rugged personality and drafted him for a career in the flickers.

look, listen and learn

foreword by **dave garroway**



DAVE GARROWAY, casual host narrator of NBC's "Wide Wide World," and "communicator" on "Today," was TV's first "low pressure" personality. His relaxed style was seen on "Garroway at Large" via Chicago in '48. Born in Schenectady in 1913, he lived in 13 different cities. He began as an NBC page, studied announcing, and finished 23rd in a class of 24. Hired by KDKA, he moved to Chicago, then into the Navy. As a Navy deejay, he developed the easy, conversational style for which he is noted. Dave gave up his long-time bachelor status last August.

■ Even before we first set our globe to spinning on "Wide, Wide World" there were two big questions. One was: could we keep it moving? The other was: supposing we could, would anybody look? (The second question came up because some people said documentaries had one syllable too many to be entertainment.) Well, it's a year later and our globe still spins, and from where I sit it appears that people *are* looking. A gratifying lot of them.

If you had a ringside seat on a satellite, high above this whirling globe of ours, and telescopic vision for focusing on any part of the planet, then you'd have what "Wide, Wide World" tries to bring to your ringside seat in the living room. Of course we haven't spanned the globe yet. Only the continent, plus a reach out into the Atlantic as far as Cuba. But the reach will lengthen, and one day there will be live globe-girdling television. You'll see . . .

Already, to whisk you about North America with the speed of thought, the NBC engineering force has worked some near-miracles in providing the greatest technical job ever done on TV. At times we've had 70 to 80 live cameras on the circuit, with literally hundreds of "word cues" for switching sight and sound from pickup point to far-flung pickup point. When we're on the air, the master control room in New York resembles a sea of spaghetti in motion. Seventy-five people bustling about, 24 monitor sets with 24 different pictures coming in from remote locations. And out on the locations things are even busier! Yet for all the complications, we've never lost a pickup in over 260 from all over the map. A few of them were ragged around the edges, but you got there.

We've learned a lot too. We've learned not to be too weighty with our words about this world, but not to be too flip with them either. We've learned that we were right about our basic concept of the show. And we've learned that documentaries needn't be dull any more than the world they reflect need be dull. We aim to continue to look at this wide, wide world with wide, wide eyes, believing that the greatest show on earth must be nothing less than the earth itself.



ALISTAIR COOKE, of "Omnibus" was born in Britain 43 years ago, but came to the U.S. to attend Yale in 1932. He liked it and stayed. Now he's a citizen and still finds the U.S. "a nine-ring circus." Cooke is the author of four books, and the chief U.S. correspondent for the Manchester Guardian. "Omnibus" he calls a "vaudeville show embracing many centuries," and he rejects the idea that it's esoteric—at least not for the "many-faceted tastes of the American audience." He seems to be right. "Omnibus" is now in its fifth year on television, after switching from CBS to ABC.



DR. FRANK BAXTER does not believe the TV adage that people don't want to learn, they want only to be amused. Dr. Baxter teaches and they like it—at least well enough to turn him back on week after week. Shamelessly an egg-head with an M.A. and a Ph.D., his students at U.S.C. have voted him "The Man Who Should Teach Every Class." His lectures on Shakespeare made up the first course for credits that was ever given on TV.



RUTH GERI HAGY, moderator of ABC-TV's "Junior Press Conference," has just led too full a life to be compressed into this short article. At seven years of age she played her first piano concert at the Waldorf-Astoria in New York and then went on to play with many symphony orchestras. As an adult, she ran a Russian restaurant, wrote radio scripts, edited western magazines and handled fund raising for the USO. She's 46; married.



PAUL V. COATES calls his exciting "Confidential File" a slice of life. Paul has been slicing up life as a police reporter, national newspaper columnist and TV interviewer for many of his 33 years. He started as a press agent and drama critic. These somehow led him into crime reporting which in turn, and even more mysteriously, led him into a TV interview show. He continues to write a daily column and is married to Renee DeMarco.



STUART NOVINS, moderator of "Face the Nation," has been with the CBS public affairs department since 1939. He took a short break to fight with the U.S. Army in Africa, Italy, France and Germany, but quickly went back to the studio afterward. He started as reporter-producer for WEEI, Boston, then after the war was named Director of Special Events for Columbia Pacific Network. In '51, he was sent to New York. Novins is married; a dad.



DON GODDARD of ABC-TV's "Medical Horizons" started his news career on the Homer Post, a weekly paper of no small influence in upstate New York. He did publicity for the Milk Research Council before joining the news staff of NBC. After several years of newscasting there, and a spot with Crosley Broadcasting, he moved uptown to ABC in 1953. Don married Adele Letcher in Belgium in 1930, has two children of college age.



MARTHA ROUNTREE just looks too pretty to be involved in politics, but that's just the sort of male chauvinistic attitude she wants to dispel. Creator of "Press Conference," which she co-owns and co-produces with Lawrence Spivak, as well as an "Keep Posted" and "Leave it to the Girls," she manages to prove that a woman's place is very much in the outside world. Martha started as a reporter, magazine writer and editor, and is married.

headlines as they happen

foreword by **chet huntley**



CHET HUNTLEY is a 45-year-old ex-reporter from the West Coast, whose quick rise in NBC-TV's news staff is a newsworthy story. After only seven months with NBC's Pacific Division, he was transferred to New York for coast-to-coast TV and radio in June, 1956, just in time to spearhead network coverage of both political conventions. In his short broadcasting career, the Montana-born graduate of the University of Washington has won the Peabody Award, and citations from Ohio State and New York Universities, the California Teachers Assn. and the Radio Clubs of Southern California. He worked on papers and stations in Spokane, Seattle and Portland before starting network radio in Los Angeles. He also covered the Bandoong meeting in Indonesia.

■ What does a television newscaster really owe the people he talks to, beyond a monologue of 15-minutes-minus-commercials? Well, he owes one thing that is applicable to the news business in general and to TV newscasting in particular: no one has yet improved on the old, original object of journalism to get *as near the fundamental truth* as is humanly possible. In this day and age we may differ as to what *is* fundamental truth. But when we're in doubt (and parenthetically I think we newscasters should be perpetually in doubt) we should state as many interpretations of the truth as there are going around.

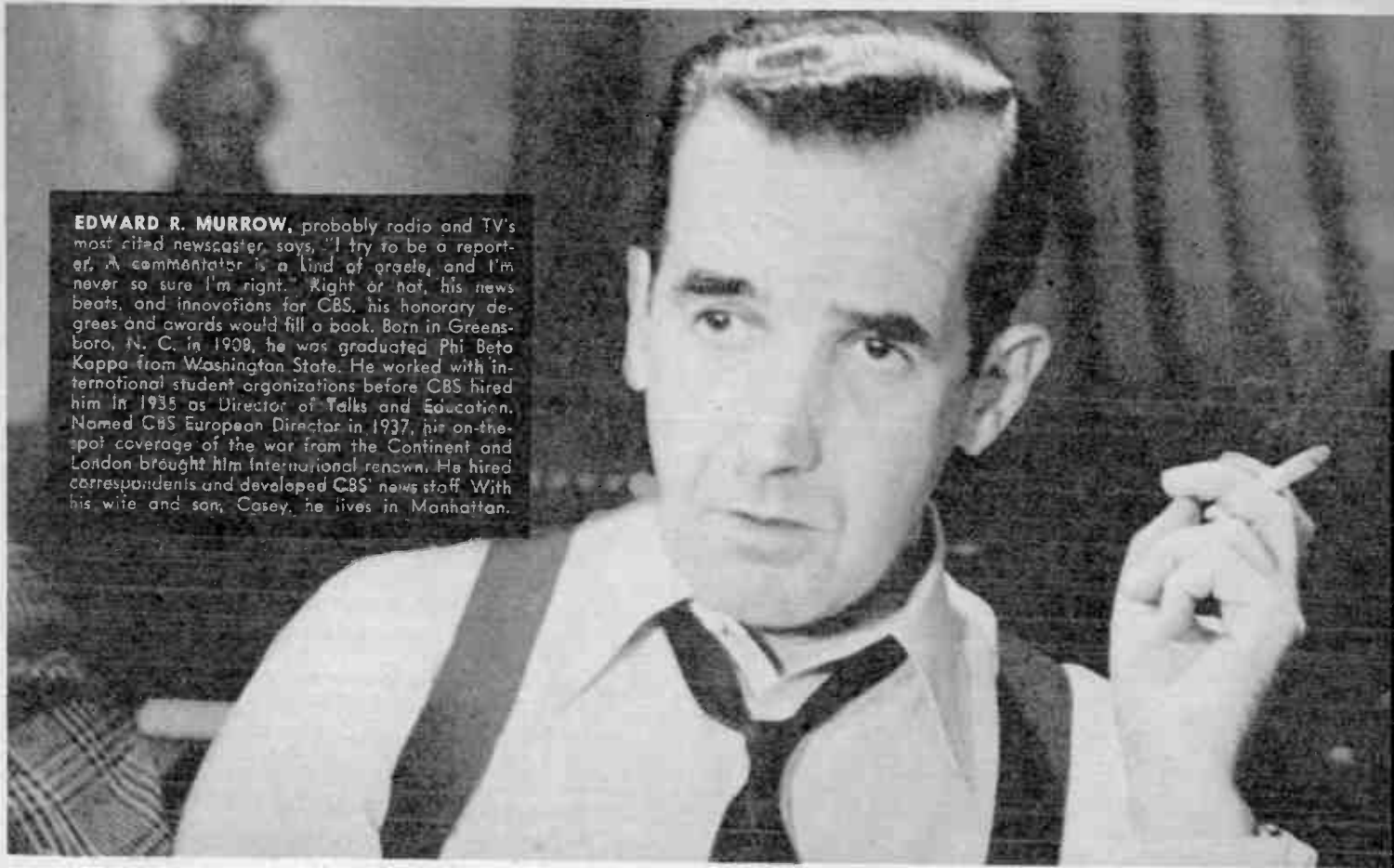
It has seemed to me that a quality sometimes missing in our kind of journalism is a sense of fairness. This needs no elaborate definition. But it's possible to criticize and probe and weigh and compare—when it's done with a sense of fairness. After all, except on an interview program the object of our criticism can't talk right back . . .

Over and above taking part in that search for fundamental truth in a complex and uncertain world, what is the function of the newscaster in TV? We are not even certain whether he should try to cover all the important news of the day in 15 minutes, because there are limitations on completeness. We may have to conclude ultimately that the best he can do is to cover *some* of the news interestingly and well.

What about interpretation of the news? He must seek to be enough of an expert to reach for the *whole* truth—to track a story down till he's discovered every last possible fact—and then to be able to put a story into its proper context.

Politics shouldn't bother a newscaster because he should have learned in his first week of apprenticeship that no political party possesses a monopoly of virtue. He can have and possibly should have private political opinions. But he should keep them out of his broadcasts. And if occasionally a bit, or two-bits' worth, of his own opinion seems warranted, then he's obligated to hang a tremendous billboard on it and label it opinion.

The thing that might be most helpful to all of us in radio and TV journalism, is an awareness that we're none of us endowed with infallibility. I'd recommend that every one of us suffer a few times that humiliating but healthful experience of saying "I was wrong." And if we do our part to give every political conviction and every aspect of the truth its chance to be heard, then the people, as they have demonstrated over and over again, can elect the wise course.



EDWARD R. MURROW, probably radio and TV's most cited newscaster, says, "I try to be a reporter. A commentator is a kind of oracle, and I'm never so sure I'm right. Right or not, his news beats, and innovations for CBS, his honorary degrees and awards would fill a book. Born in Greensboro, N. C. in 1908, he was graduated Phi Beta Kappa from Washington State. He worked with international student organizations before CBS hired him in 1935 as Director of Talks and Education. Named CBS European Director in 1937, his on-the-spot coverage of the war from the Continent and London brought him international renown. He hired correspondents and developed CBS' news staff. With his wife and son, Casey, he lives in Manhattan.



DOUGLAS EDWARDS, who's been on CBS-TV every weekday with the news since Aug. 15, 1948, decided to become a newscaster in childhood. At 15, he made his newscasting debut on WHEF in Troy, Ala., while a high school student. Born in Ada, Okla., in 1917, he went to the University of Alabama, Emory and the University of Georgia in Atlanta. He did newscasting in Datha, Ala., Atlanta, Detroit, and went overseas for CBS Radio. On V-E Day, he broadcast from London and on V-J Day from Paris. He decided to concentrate on TV newscasting in April, 1947; lives in Connecticut with his family of 4.



QUINCY HOWE's newscasts on ABC radio and TV reflect his background as a historian, editor and journalist. Boston-born, Harvard '21, and a former professor of journalism at the University of Illinois, he has written six books on world affairs and won the Peabody Award for "Radio-Television Promotion of International Understanding." His coverage of conventions and 1956's presidential elections is his fourth as a broadcaster. He's married, has a son and daughter. (John Daly, also pictured above, doubles in news and as moderator of "What's My Line?"). His biography is on page 52.)

NEWS REVIEW



MARTIN AGRONSKY, ABC newscaster, is a good man to put on the spot. He was at Cairo when Rommel struck. He was at Singapore when the Japanese struck. He was with Gen. MacArthur in Australia, and flew with the first British bombers over Brindisi, Italy. He was born in Philadelphia and was graduated from Rutgers in 1936. His first broadcasts were made in 1939 from Geneva, Bucharest, Belgrade, Athens, Sofia and Ankara.



DAVID BRINKLEY's unruffled manner and dry sense of humor were evident on NBC's coverage of the political conventions. He joined NBC's Washington news staff after years of experience on Southern newspapers and operation of his own news service. He was born in Wilmington, N. C., in 1920, and joined NBC in 1943 after serving in the Army. His wife is newspaperwoman Ann Fischer and they have an eight-year-old son.



KENNETH BANGHART of NBC took a leave of absence from his executive post with the Cook travel agency 15 years ago to announce for NBC's Washington radio station, WRC. He hasn't been back to Cook's since. But his news and announcing career resembles a Cook's tour. Despite a heavy schedule, he finds time to work in the theater and in summer stock. He was born in Newark, N. J., brought up in New York.



CHARLES COLLINGWOOD of CBS has had news experience in TV, radio and newspapers. His first job was with the United Press in London in 1939 when he chucked a Rhodes Scholarship for the chance. He joined CBS in London in 1941. Born in 1917 in Three Rivers, Mich., he went to high school in Washington and was graduated cum laude from Cornell. He has won many honors for his broadcasts. And he's married.



MORGAN BEATTY, NBC Radio and TV newscaster, became known as America's top disaster reporter when he covered the Mississippi flood for the Associated Press in 1927. He started his reportorial career as a high school student in Little Rock, Ark., his home town. He came to NBC in December, 1941 as a military analyst. He became editor-in-chief and commentator on the news roundup Sept. 22, 1946, a post he's kept ever since.



WALTER CRONKITE, CBS newsmen, covered everything from state politics to war and peace all over the world before becoming a radio and TV newscaster. Born in St. Joseph, Mo., in 1916, he went to the University of Texas, where he became campus correspondent for the Houston Post. He spent the next 11 years with the United Press, as war correspondent and for a two-year stay in Moscow. He joined CBS in July, 1950.

SPORTS ON VIEW



MEL ALLEN, CBS sportscaster, took a sporting chance when he was 22. He had just been admitted to the Alabama bar and also completed his first successful year as sportscaster for the University of Alabama. This led to offers from New York stations. Would it be legal or league talk for him? He chose sports and crashed the big time by subbing for Ted Husing. Since the war, he's concentrated on covering the top New York Yankees.



BILL HICKEY came to CBS in 1954 after serving as Sports Director and sportscaster for WABT in Birmingham, Ala. Before that, he was a sportscaster in Texas, his home state. A former U. S. Marine, Bill played football as an undergraduate at Harvard University. His sportscasting background includes coverage of Louisiana State football in Baton Rouge, La., and gridiron activities in Birmingham, where he joined WABT.



RED BARBER became an announcer in 1930 because he was a hungry student at the University of Florida. He was offered a meal if he'd sub for a professor on a farm hour. By 1934, he had developed his own style and was hired by WLW to broadcast the games of the Cincinnati Reds. He reached New York in 1939 and has perched in his catbird seat for NBC ever since. The Mississippi redhead's given name is Walter Lanier Barber.



RUSS HODGES traveled 29,800 miles in 1945 to broadcast 27 football games. It was a shorter jaunt in miles from Dayton, Tenn. (his birthplace) to New York and ABC sportscasting. He began announcing on the University of Kentucky station while obtaining a law degree from that school. His reporting of Big Ten football and Chicago baseball games first won him nation-wide attention. He's 45, married, and has two children.



JACK DREES, ABC sportscaster, was all-city basketball center at Austin High, Chicago, and starred on the University of Iowa five. He began broadcasting on the university's station, then joined WJJD in Chicago as a sportscaster after his graduation. After a 33 month Navy hitch in WW II, he was promotional director of the All-American football conference and managed the Los Angeles Dons. So he has real knowledge of the sports field.



JIM MCKAY switched from the written to the spoken word when the Baltimore Sun opened its own station, WMAR-TV. Cub reporter Jim became a sportscaster, with a daily three-hour "Sports Parade" show. He was picked to M.C. WGBS-TV's first regular daytime variety show, "The Real McKay." McKay was born Jim McManus in Philadelphia and moved to Baltimore at 15. His photographic memory helps him reel off scores and news.



EDWARD P. MORGAN made his first big scoop by scoring a world beat on the assassination of Leon Trotsky in Mexico. That was during Morgan's nine years as a foreign correspondent for the United Press. Now he's back on ABC Radio, writing and airing news and commentary. His first radio broadcasts were made from Honolulu. He's been a war correspondent, editor, and free-lance writer before joining ABC's news staff.



ERIC SEVEREID, chief Washington correspondent for CBS, has won numerous awards for the quality of his newscasts. Born in Velva, N. D., in 1912, he began his newspaper career at 18 on the Minneapolis JOURNAL. He was hired by CBS in Paris at the outbreak of World War II, then covered battlefronts all over the world. He's had three books published, and has won many awards for reporting. He has twins—born in Paris in 1940.



JOHN CAMERON SWAYZE, NBC newscaster, was a Kansas City cub reporter in 1930. He took an assignment no one else wanted—reporting news bulletins on the air. The fact that he had wanted to be an actor and had studied elocution at the University of Kansas helped. In 1940, he went into radio full time and then was brought to New York in 1947 and inaugurated a TV news roundup for the network. He's married and has 2 children.



LINDSEY NELSON, NBC's Assistant Sports Director, who supervises "Greatest Moments in Sports," is another sportscaster whose career began on a college station. He announced the Rose, Orange and Sugar Bowl games played by the University of Tennessee before the war. He returned from infantry duty during World War II to broadcast Tennessee games on a regional network. He joined NBC in 1952 in his current capacity.



JIMMY POWERS, sports editor of the New York Daily NEWS, may have television's largest sports audience as announcer of NBC-TV's Friday night boxing matches on "Cavalcade of Sports." He first broadcast on radio in 1935, then joined the Navy in World War II. At Marquette, he won letters in football, track and baseball. He came to New York in 1928 after working on the Cleveland PRESS. Jimmy lives in Tarrytown.



SAM RENICK, who had never seen a race horse until he ran away from home at the age of 13, was, six years later, one of the top jockeys in the business. Now seen on NBC twice a week, he works with other turf veterans to bring the color and background of horse racing to TV viewers. Born in N. Y. in 1913, Renick's parents wanted him to go into law but the sport of kings had a greater attraction. He's married, has 2 children.

home

HUGH DOWNS says, "I love women," so he's certainly the right guy to have around "Home" on NBC-TV. Hugh's the only man seen regularly and daily on the show. He came to New York via Chicago, where NBC had hired him in 1943. While still in high school in Lima, Ohio, he was a part-time announcer for WLOK. The ex-G.I.'s first TV jobs came in 1946.



Arlene Francis' life story appears on page 52.

A WOMAN'S VIEWPOINT



CHEF PHILLIP knows what's cooking on NBC-TV's "Home" show. His father, grandfather and uncle were chefs, and he served under the renowned Escoffier at the Carlton Hotel in London. He was born in England as Hippolyte Haultcoeur and his early training in cuisine was obtained in such culinary centers as France, Switzerland and England. He came to America in 1929. He gives new meaning to the words, "Home"-cooked meal.



NATALIE CORE, fashion editor of NBC-TV's "Home," began her radio career in Washington with a show on WMAL devoted to women's interests. She was 18 and had recently graduated from Carnegie Tech Drama School. She came to New York in 1940, when she appeared in radio dramas and worked as an announcer. She was Fashion Editor of "Family Circle" on ABC in 1951, and has acted in many TV shows.



NANCYANN GRAHAM, food editor of NBC-TV's "Home" show, was once "Daisy Meadows," a living trademark for a New England dairy. No country girl, she was born in New York City in 1926 and was graduated from New York State College of Home Economics at Cornell University. Before starting on the "Home" show as off-camera food editor in 1954, Nancyann had worked on several tap radio programs around N.Y.



LUCILLE RIVERS was sewing dresses for neighbors and friends in East Orange, N. J., by the time she was 15. At 19, she was doing work for large pattern houses. Now she's Sewing Editor of NBC-TV's "Home" program, besides employing 12 women in her own sewing business in New York. She's lectured to women's groups on sewing. That training, she says, helped her in her TV work. And yet, she *used* to be a real tomboy!



HOWARD WHITMAN's interest in medical subjects developed from his wartime observations in Europe. Before that, NBC-TV's "Home" medical reporter had written on a variety of subjects for newspapers and magazines. He is also the author of "Terror in the Streets." He was born in Cleveland in 1914 and has worked and lived all over the world. But those days are over. He's content now to stay at home in Westport, Conn.



FRANK BLAIR, "Today" newscaster, has seven children who enjoy the family hobby—boating—at Irvington, N. Y. A native of Yemassee, S. C., Blair quit pre-med studies to join a Southern stock company in 1935. He married a girl in the troupe and later that year became a newscaster in Carolina. Washington called in 1937. Then the Navy. In 1953, after serving as Washington correspondent for "Today," he joined it in N. Y.

JACK LESCOULIE does odd jobs on "Today," but none as odd as his first stage job—as an offstage elephant in a play that starred Walter Hampden. From Sacramento, Jack had gone to the Pasadena Playhouse. Odd jobs in New York kept him going when his elephant trumpeted his last note. His big radio break came after the war in the "Jack and Gene" show. From CBS-TV he moved over to "Today" in 1952.

LEE MERIWETHER, picked to supply the woman's touch on "Today," is a beautiful choice: She was Miss America 1955. A green-eyed brunette, 5-feet-8½, she was a dramatics major and honor student at San Francisco's City College. She was born in Los Angeles in 1935, lived in Phoenix, then in San Francisco. She made her TV debut in December 1955. The National Rifleman's Assn. rates her as a really expert sharp-shooter.

J. FRED MUGGS, popular star of the NBC-TV "Today" show, though an African by birth, became a New Yorker at the age of 14 weeks. His remarkable success story (he was a star almost from his first appearance) should serve as an inspiration for other young talented performers. He enjoys nightclubs and drive-in movies, naps from one to four, and is shaved by a barber. He dotes on bubble gum. J. Fred is still unmarried.

Dave Garroway's life story is on page 70.

FOOD FOR THOUGHT



WILL ROGERS JR., of CBS-TV's "Good Morning!" show, bears a famous American show-business name. Will Rogers Sr. was a star in the Ziegfeld Follies and later in the movies. Will Jr. traveled with his dad and graduated from Beverly Hills High in 1931 and from Stanford in 1935, the year Will Sr. died in a plane crash. Young Will has been a newspaperman and congressman from California. He resigned from Congress in 1944 to serve in the Army and won a bronze star. He has three adopted kids.

FOOD FOR THE SOUL



BISHOP FULTON J. SHEEN tells his ABC listeners and viewers that "Life is Worth Living." Bishop Sheen does not preach dogma, but uses a combination of common sense, logic and Christian ethics. Born in El Paso, Ill., in 1895, he was ordained as a Catholic priest in 1919. He taught theology in England and, rather than speak from notes, memorized his lectures. His ABC talks are made without notes. A prolific phrase-maker, one of his famous lines defines an atheist as "a man without invisible means of support."

radio

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GUEST EDITORS





laugh

and the
world
laughs...

foreword by **robert q. lewis**

■ Now on these pages we turn to the people who make their living by making you laugh, and right at the start I want to remind you of something they don't need any reminding of. To wit: when it comes to wits, if you've even *heard* of them, they can feel lucky. Because if you've even heard of them, including me, it means that they've, I mean we've, had a bit of success. Most of us comics never get heard of at all and the number of us who get even the front half of a Cadillac paid for is smaller than in any other walk of life I can think of. Perhaps this is because comedy is such a delicate thing, and because radio and TV, with a few exceptions, tend to cut the performer's life short. The public tires of them, and any man who has seen his wife yawn at his best jokes knows what I mean. This means the comic cannot just tell jokes. Not indefinitely. He's got to look for what I call *human humor* as he goes along. Any kind of humor is based on exaggeration, and the best kind—I think—is based on exaggeration of the little things of everyday life, things that happen at home or on the street or at work, things within the listener's own range of experience. Or things that happen to a guy like Arthur Miller, like marrying Marilyn Monroe, or to a girl like Gloria Van-

derbilt marrying a boy the papers called a Dead End Kid. Thanks to TV, the headlines are familiar to all of us—and human humor is based on familiarity. Only with some humans the comic doesn't want to get *too* familiar, or he'll find them waiting in an alley when he leaves the studio. So you see, the comedian treads a fine line: he mustn't go over people's heads, or hit below their belts, or forget his punch lines, or rehearse them too well. He's got to be fresh and spontaneous. But please, don't let me make you so sorry for him you can't laugh at him. Besides, it's a living. Sometimes.

ROBERT Q. LEWIS recently signed an exclusive long-term contract with CBS, giving him lots of lettuce for his tender (35) years. His wit, his charm, his intellectually boyish good looks are probably the cause of it—the reason for his large fan following. But he's an old pro at radio work. At 11 he vibrated the airwaves as a boy soprano. At Michigan University he majored in drama and radio production. And the born-and-bred New Yorker's first job was writing and planning programs for a Troy, N. Y., station. Easy-going Robert, who dreamed up the "Q." for effect, is just under 6 feet tall, collects totem poles.

our miss brooks

EVE ARDEN, comedy star of CBS's "Our Miss Brooks," was born Eunice Quedens in Mill Valley, Calif. "With this questionable handle," Eve says, "I made my debut at 7 with a dramatic reading of an item called, "No Kicks My Dog." At 16 she joined a stock company and in 1936 was a Ziegfeld Follies hit. Between movie, stage, radio and TV acting she keeps one of the prettiest homes in Hollywood with hubby Brooks West and children Liza, Connie, Duncan and Douglas.



ROBERT ROCKWELL pounded New York pavements, after his WW II Navy hitch, looking for a real chance in the theatre. He got it. In Ferrei's stage version of "Cyrano de Bergerac," because "I was first man there, was tall enough, and could fence." But his acting ability did get him the role of poor woman-chased Philip Buynon in "Our Miss Brooks," formerly played by Jeff Chandler. The 6'3" descendant of President Zachary Taylor has a talented wife and 3 little heirs.

the great gildersleeve

WILLARD WATERMAN looks so much like the character he's portrayed for 5 years an NBC's "The Great Gildersleeve" that most people call him Gildy. 6'4", 225 pounds, with dark brown hair and matching moustache, he's been in radio since high school. Between 1936 and 1946 he was the most popular radio actor in Chicago. When his shows moved to Hollywood, he moved too. 42-year-old Waterman and wife have brought up their two lovely daughters in their San Fernando Valley home.



WALTER TETLEY, who plays LeRoy, the beloved brat on NBC's "The Great Gildersleeve," has been a professional brat for 26 years. It all began the day he toddled into NBC's New York studios, colling himself an imitation Sir Harry Lauder. That's how they billed him on Milton Cross' "Children's Hour" show. In 1937 the veteran youngster moved to Hollywood to do movie work as well as coast-to-coast radio. Today, his idol is still Harry Lauder. Walter has grown up too much to be LeRoy on TV, concentrates on radio's version.

grand ole opry

MINNIE PEARL made her comedy debut on NBC's "Grand Ole Opry" in 1940. But this descendant of Sam Houston was known to audiences by the name Minnie Pearl long before. Born Sarah Colley in Centerville, Tenn., she graduated from a fashionable Nashville finishing school and traveled through the South giving dramatic readings and coaching home-spun productions. From people she met she gleaned bits of humor and mixed them together to form the character of Minnie Pearl. And did right well for herself too.



galen drake show



GALEN DRAKE's favorite quote is, "What a man must do he can do." CBS's fountainhead of wit, wisdom, and homespun anecdote proved it himself. As a youth he studied music, singing on a California radio station to pay for the lessons. He read a lot, and when his sponsors wanted chatter besides music, he said he'd provide it. He's been providing it ever since. Now he's "radio's most convincing voice" and music's just a hobby. But he sings, too, these days, on his "Galen Drake Show" as well as providing the snappy patter.

... cry and it cries too



J. ANTHONY SMYTHE has been the harried father of NBC's "One Man's Family" for almost 25 years. And for all that time he's been receiving about a dozen letters each week asking for family advice. He gives it—despite the fact that he himself has never married. He was born in San Francisco.

MARY ADAMS, who's Mother Barbour on NBC's "One Man's Family," has quite a credit list to her name. She appeared in "Medea" with Judith Anderson, and was Maurice Evans' leading lady in USO shows. She was born into the theater tradition, of a magician-father, actress-mother, Adeline de Walt Reynolds.



MELVILLE RUICK was leading a dance band at the Los Angeles Biltmore Rendezvous Room when CBS offered him a job as a local announcer. Later, after 6 years as announcer on the memorable "Lux Radio Theatre," he tried his hand at screen acting. Leaving that field to his daughter, Barbara Ruick, he returned to radio. We now know him best as Dr. Barton Crane of CBS's "City Hospital." He's 58 years old and married to Claire Niesen.



BOBBY ALSFORD was chosen from 94 auditioners to play Jeep on CBS's "My Son Jeep" series because he looks and sounds typically American—the red-headed, freckle-faced, Tom Sawyer-ish variety. The only atypical thing about this 11-year-old is his politeness, which he traces to his dad's being a south-erner. Dad's also a jet pilot at Mitchell Air Base, where Bobby's first recognition came when he was voted "Fledgling Pilot of 1950."

any number can play



GROUCHO MARX has been ad-libbing masterfully on "You Bet Your Life" since he originated the show in 1947. The program is heard and seen on NBC-Radio and NBC-TV. A member of the famous Marx Brothers comedy team, Groucho celebrates his 50th anniversary of convulsing audiences this year. His career was launched in vaudeville, where he appeared as a boy soprano in a Gus Edwards troupe. This was followed by a stint with the LeRoy Trio, a group that toured the country impersonating girl singers—Groucho left the act when his voice began to change. Next he joined a trio of singers organized by his mother, who had been a harpist with her father's magic act. One by one, the other Marx brothers joined the group, and it changed from singing to comedy. Groucho has three kids, is an avid baseball fan.

GEORGE FENNEMAN has the job of trying to keep a straight face in the presence of one of the funniest men in existence. As the announcer of "You Bet Your Life" on NBC, he is in constant danger of going off into gales of laughter at one of Groucho Marx' unexpected sollies, and yet he manages to maintain a suitably sober demeanor at all times. George was born 37 years ago in Peking, China, moved to the United States with his parents when he was a babe in arms. He started performing at the early age of eight as the star in his basement theatre and later had a successful radio career as an actor before switching to announcing. He lives in Sherman Oaks, Cal., likes gardening.

foreword by **george fenneman**

■ Dear who's who: I beg to report my mission accomplished. I interviewed my boss Groucho Marx like you asked, but you've no idea what I went through.

Actually the Old Quizmaster quickly set me at ease. "Relax, George," he said with the disarming grace of a hungry leopard stalking a fawn. "Feel free to ask me anything you like."

I plunged right in with the direct approach. "Groucho," I said, "a lot of people have written me wanting to know why we don't increase the prize money on our show. I think they have in mind oh, maybe a million bucks a week. What should I tell them?"

"That's easy, George. Tell 'em to mind their own business."

"But it *is* their business. After all, millions of them watch *You Bet Your Life* every week and I think they're entitled to know what we plan to do."

"I don't know what *you* plan to do, George," Groucho countered, "but I plan to take two aspirins and go to bed. I feel a cold coming on." Finally, he got serious and answered the question.

"George," he said, "the number of dollars you give away has very little to do with the number of viewers you attract. If we raised our prize money by \$20,000—or cut it to peanuts—we'd gain or lose only a handful of people. They watch and listen because we

entertain them. As you know, I experimented with this idea only last season. I felt that since inflation had hit the quiz business we should raise the ante by a sizable amount. So instead of awarding \$100 to people who said the secret word I gave them \$100 and \$1. It didn't make a whit of difference, and you know how much a whit is." (I didn't, but I promised to look it up when I got home.)

"Then, because I overstepped myself," Groucho continued, "and it became necessary to recover some of the money I'd so recklessly thrown around, I cut the payoff to \$99. That didn't make a whit of difference, either.

"It's my contention that the amount of money they give away on *The \$64,000 Question* is *not* what draws the crowd. It's the drama connected with the money. And because the drama is genuine and well produced, it is excellent entertainment. I doubt if the drama would be improved by giving away twice \$64,000, any more than a good mystery would be improved by having two murderers.

"Our own show has proved that we don't have to scatter large sums in order to keep a large rating. As long as we provide solid entertainment, balanced by an intelligent quiz, we'll stay in business." And with that he took his two aspirins and hopped into bed. I went home and looked up whit. He'd used it right.



breakfast club

DON McNEILL has been rising before daybreak for 23 years to make quips and puns on "Breakfast Club" over ABC Radio. He was born in Galena, Ill., just 49 years ago, had youthful ambitions of becoming a cartoonist, was side-tracked when he took a job in radio to help himself finish Marquette University. After graduation, Don worked at stations in Wisconsin and California before settling down in Chicago for his present show. He married wife Katherine in 1931, they have three children.

FRAN ALLISON, who deftly hooks the whimsical puppet world to her own warm reality, is a small town girl. Married for the last 13 years, she likes reading, knitting and fishing. A Chicago dweller now, Iowa set claim on her (studied music and education at Coe College) until 1937; left the Waterloo, Iowa radio station as a vocalist, and sang on Don McNeill's "Breakfast Club" in Chicago. Fran took up her present position benevolent and foresquare between TV's Kukla and Ollie in 1947.



SAM LEVENSON dispenses humor and greenbacks to the participants of "Two for the Money" on CBS-TV. He was born in a tenement district of New York City, taught Spanish in Manhattan's high schools for ten years before becoming a TV favorite. Typical Levenson gag: 'Do you know what my mother's attitude was towards raising children? She'd tell my father, 'Go outside and see what Sammy's doing and tell him to stop.'"



PETER POTTER is the presiding judge on CBS Radio's "Juke Box Jury," arrived at his present station after 38 films and 14 plays in the early thirties, and an impressive career as one of Hollywood's favorite disc jockeys. He was born in Henrietta, Okla., made his radio debut as M. C. of "Hollywood Barn Dance" in 1934. He married Beryl Davis, popular English star in 1948, they have two children, live in Hollywood.



JOHNNY OLSEN married Penny in October, 1939. They first starred together on "Rumpus Room," are now the mainstays of Mutual Broadcasting's "Johnny Olsen Show." Johnny is a native of Windom, Minn., made his start in radio at 17 in the late twenties, was the organizer of the famous "Rhythm Rascals" in the early days of radio. The Olsens live in Greenwich, where Johnny photographs everything in sight, and Penny raises chinchillas and collects glassware.



HARRY WISMER of "Pop the Question" is also the sportscaster who is heard regularly on MBS' "All-Star Sports Time," regularly covers football games, golf matches, the Olympics and other major sports events for Mutual. He began sending his voice over the air waves in 1934 at the Michigan State College station, went into commercial radio a year later. An injury had taken him off the playing field and put him before the mike—where he has remained ever since.

foreword by jack webb

■ Why do so many popular TV and radio programs have a crime or mystery format? That's a mystery in itself. One that fortunately Joe Friday hasn't had to solve. But, stepping out of character for a moment, I do have a few ideas on the subject. If we consider stories that have fascinated generations of audiences, maybe we can come up with an answer. A young man suspects that his stepfather has murdered his real father and sets out to solve the crime. Shakespeare wrote it and called it "Hamlet." A girl believes that her mother and a "gentleman friend" have killed her father. She wants to make sure who-dun-it. Aeschylus wrote it twenty-five hundred years ago and called it "The Orestia." Eugene O'Neill re-wrote it twenty-five years ago and called it "Mourning Becomes Electra." Now, I am not comparing any current detective series with the works of Shakespeare or the other great dramatists, but I think it's fair to assume that the success of crime or detective shows hasn't been confined to radio and television. Mystery stories have been best-sellers for years, they've appeared in serialized versions in almost every slick magazine, and the paper-bound crime-solvers that are swept off the bookracks as soon as they get there are too numerous either to count or to mention. And it seems to me the reason for this enduring popularity must lie in the fact that such stories deal with basic, unchanging human emotions—love, passion, greed, anger, and hate. Actually all drama deals with these same emotions, but in a crime series the emotions are heightened and the audience is usually aware of this fact in advance. There is another advantage that those of us who are in this field have. A good story always contains a beginning, a middle and an end. So does any crime. And fortunately, at least in our society, the end is predictable. So as long as people like *Dragnet*, and as long as people are people, this is—and will continue to be—a very satisfactory arrangement.

JACK WEBB, just like the postman who went on hikes on his day off, likes to run movies at home, for a hobby—with one private eye, of course, on techniques. It's the way the creator, producer and star of NBC-TV's "Dragnet" has driven himself ever since he was student body president of Belmont High, in L.A. He turned down a scholarship to USC and went to work. He's been working ever since. His realistic low-key methods of depicting cops at work started in San Francisco with "Pat Novak for Hire," on radio, shortly after he was discharged from the air force. "Dragnet" appeared on radio in 1949, from Hollywood, and was an immediate hit, repeated its success on NBC-TV, in January, 1952. Meanwhile he's had a crack at pictures, including his own "Pete Kelly's Blues" (jazz is another hobby) and the full-length filming of "Dragnet." Jack was born in Santa Monica, Cal., April 2, 1920. He is the father of two daughters by his previous marriage to singer Julie London. He's now married to Dorothy Towne. Their home is in Toluca Lake.



BEN ALEXANDER, Joe Friday's sober side-kick on NBC's "Dragnet," started out as a movie child star. But when he became typed, as a bad boy he quit. In 1929 he was talked into one last role—in "All Quiet on the Western Front." But, he won so many awards for his role that he couldn't leave. In 1935 he switched to radio. When Webb asked him to play Officer Frank Smith, he jumped at the chance—and has been at it ever since. He's married; a proud and happy poppa.



DAN DOWD, host of "Mysterytime" on ABC Radio, was known as the "singing grappler" at Penn State, where he doubled as a wrestler and chorus soloist. His dulcet tones have been heard on radio for 26 years, since his start as an announcer in Mansfield, Ohio. He simply subbed for an ailing emcee on a musical broadcast one night and he's been announcing ever since. He's acted on stage in "The Silver Whistle," "Good-bye My Fancy" and a few other plays.



JACKSON BECK says he did it the easy way. "I answered an ad for a radio school," the New York-born hero of "The FBI in Peace And War" explains. He had previously tried department store work, the leather business and Wall Street. After breaking in as an announcer, he began to get parts in dramatic shows. Incidentally, his father, Max, was a movie actor. Beck and his wife (Oro Hope) live on Little Neck Bay in Long Island. He also announces U. S. Steel Show.



SIR JOHN GIELGUD is a world-famous Shakespearean actor whose performance as Cassius in the film, "Julius Caesar," won him popular fame and the title role in ABC Radio's "The Adventures of Sherlock Holmes." New York and London theatergoers saw him as "Hamlet" in the 1930's. His maternal and paternal grandmothers were both actresses. He made his debut at 16 and starred as Romeo in London's Old Vic before he was 25. His current film is "Richard III."



LES DAMON, who's Capt. Thomas P. Keough on CBS-Radio's "21st Precinct," became an actor when the high school opera society in Providence, R. I. (his home town) forced him to play a part. He liked it enough to join the Albee Stock Company while attending Brown University. In 1934-35 he was with the Old Vic in England. In 1938, appearing in a play in Chicago, he took on some radio drama assignments. He came to New York for some more, and stayed.



LARRY HAINES, Mutual Radio's "Treasury Agent," used to be hard-hitting Mike Hammer on the "Mickey Spillone" series. His first role was as the seven-year-old star in a Mt. Vernon, N. Y. school play. He rejected dramatic scholarships, but after graduating from college, he joined the Westchester Players in summer stock. This led to a score of radio assignments and eventual stardom. His lovely wife was his former leading lady of school plays. He's an accomplished photographer.

the crime club



DON MACLAUGHLIN has a yen for travel—a "must" for counterspies. Don, who is David Harding on Mutual Radio's "Counterspy," was born in Webster, Iowa. He went to college in Iowa, Arizona and Illinois. His summers were spent touring the world as a timekeeper, designer and butcher. He shipped out of Singapore on a freighter, tried acting, and in 1942 won over 150 others competing for "Counterspy." You also know him as Dr. Jim Brent of "Road of Life."



HENRY NORELL, Mutual Radio's "City Editor," has acted in every theatrical field except burlesque and showboats. He quit his architectural studies at Carnegie Tech to go on the stage and has since been on Broadway, radio, TV and commercials. He's been in movies and summer stock. At home in Irvington, N. Y., he and his wife, actress Alnay Alba, relax by weaving hooked rugs, collecting Americana or making cabinets.



GERALD MOHR, now "Mike Malloy, Private Eye" on ABC Radio, started to be a "private ear" (psychologist). A New Yorker, he was a pianist at 13, studied psychology and pre-med at Columbia, was a radio reporter in his teens and had a major Broadway role at 19. He acted in movies before and after World War II duty in the Air Force. He once replaced Humphrey Bogart on the stage in "The Petrified Forest," and last year was the lead of "Foreign Intrigue."



NAT POLEN, who drums up excitement on CBS-Radio's "Indictment," beat his way into show business by pounding a drum. He was drafted from the band to play a hero in a high school drama, then continued his dramatics at NYU. Post-graduate work in radio was nipped by the depression, and he hit the road with a band, winding up in Hollywood, where he got a role in the film, "Seven Days Leave"—and was re-launched on his acting career. He lives in Hicksville, L. I.

music for

sweet...

CATHY CARR rode to the top via her recording of "Ivory Tower," after a detour into dancing with a USO troupe. Born in the Bronx, N. Y., she began preparing for a show-business career at the age of six. Advised to join a band to gain experience, she sang with Larry Fotine and Sammy Kaye, who selected Cathy for an audition of 500 girls. Work in niteries followed and, after her hit records, guest shots on TV. Cathy is single.



JANE PICKENS, whose favorite song is "I'll Never Walk Alone," is a Macon, Ga., girl who stands five-feet-seven, stacks up a neat 132 pounds, has light brown hair and blue eyes. She's trained in classical music (Curtis Institute, Juilliard) but became a pop vocalist at 14 when she sang on an Atlanta station, then hit the big time as one of the three Pickens Sisters. An active charity worker, she is secretary of United Cerebral Palsy.

GOGI GRANT, whose recording of "The Wayward Wind" stayed atop the hit parade two months, stormed into show business via TV. The 24-year-old singer, born in Philadelphia but reared in Los Angeles, started singing as a child. Her parents could not afford to train her, so she became a clerk, but entered every TV singing contest she could, and won. She studied with a coach, was soon signed by RCA-Victor and booked into niteries.



JO STAFFORD is vocal proof that you can travel all over the world via radio and TV without leaving home. Her home is in California, where she and her husband Paul Weston collaborate on hit records. She's a ballad, bop and blues belter and does a disc jockey show on Radio Luxemburg. Born in Goalinga, Cal., she made her singing bow on KHJ in Los Angeles at 14 as a member of the Stafford Sisters Trio. Then she toured with bands.

JONI JAMES, whose vocalizing earned more than \$2,000,000 in four years, found an appendicitis operation not so unkind a cut as she had thought. It did cut her out of doing a ballet solo at the Edgewater Beach Hotel in her native Chicago. Later, she and a girl friend teamed up as a song and dance duo to play an Indiana club. "I noticed the audience liked my singing better than my dancing," she says. So she decided to sing.



MARGARET WHITING says she inherited her musical talent from her dad, Richard Whiting, who composed such tunes as "Sleepy Time Gal" and "Japanese Sandman." She was born in Detroit and went to California when her dad was signed to compose music for the movies. Her first Coast radio work was on a program conducted by Johnny Mercer, her dad's collaborator—but vocalizing with Freddie Slack taught Maggie to sing with a beat.

...and low-down

PAT BOONE is a great-great-great-great-grandson of Dan'l Boone, but he is simply great to popular music fans who see or hear him on TV and radio. One year after he made his first record (February, 1955) he'd sold more than 4,000,000 copies. He's also a straight-A student at Columbia University, a husband and father. His wife is the daughter of country singer Red Foley. Born in Jacksonville, Fla., June 1, 1934, he was raised in Tenn.



GENE VINCENT gives rock and roll a country flavor, producing what the 21-year-old singer from Norfolk, Va., calls "Rockbilly" music. His first professional appearance was on WCMS's "Country Show Time," after his beat beat out 200 other aspirants for the spot. Accompanying his vigorous singing with his own guitar plunking, he became the show's headliner. The Navy vet won wide acclaim with his Capitol recording of "Be-Bob-A-Lula."

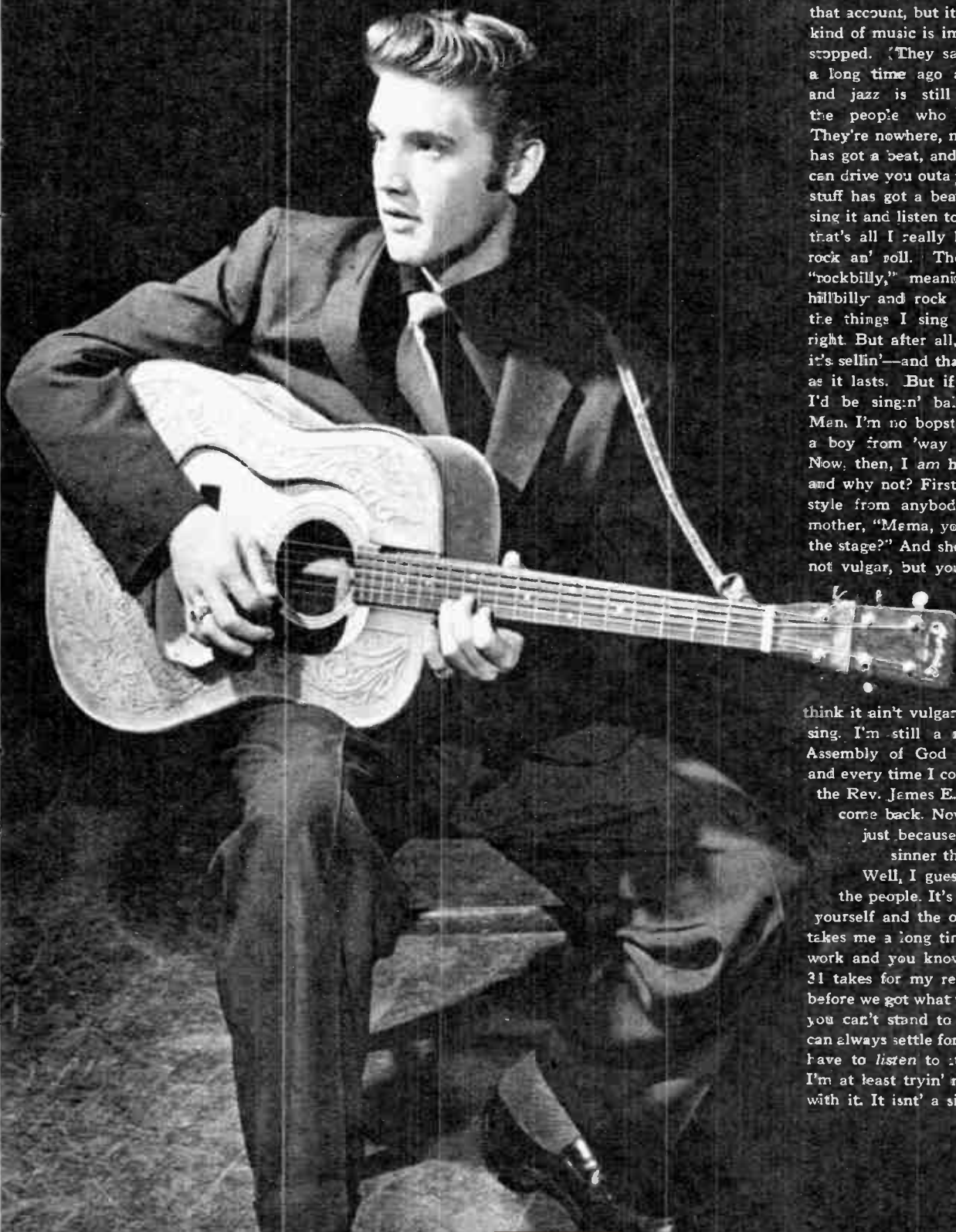
BILL HALEY has taken his Comets on a rocket ride to the top in the 2 short years since their record of "Crazy Man, Crazy." Bill first showed talent by making himself a guitar from cardboard. His dad, seeing genius in the rough, bought him a real one. At 13 he formed a band, and at 15 left home for wider horizons. He sang and played in parks and with medicine shows. "Bill Haley's Saddlemen" became "The Comets" in '52.



ELVIS PRESLEY, who's rocked the country and rolled audiences in the aisles with his rock and roll rhythms, was born in Tupelo, Miss., Jan. 8, 1935. You know everything that's happened since to this six-foot, ex-truck driver unless you have no radio, don't watch TV, never read papers nor listen to records. He took a \$2.98 guitar into the Sun Record Co. in Memphis, Tenn., and asked to cut a disc at his own expense. Sam Phillips, Sun president, immediately signed Elvis to a contract. The record, played on juke boxes, caused a sensation, and brought about Elvis's television appearances, which caused howls. His personal appearances erupt in riots. Now a frequent TV guest, Elvis will be seen in his first movie, "Love Me Tender." It takes place during the Civil War, but Elvis still sings.

every mood

foreword by **elvis presley**



■ You hear a lot of people complaining about rock and roll music on account of it's supposed to be leadin' the kids of the country down the primrose path to perdition or something. You hear a lot of the same people complaining about *my* kind of music, like I was doing the same thing, corrupting the youth or something. Well I'm not here to defend rock and roll. Nobody ever accused it of being great music and you can complain about it on that account, but it's silly to say that any kind of music is immoral, or ought to be stopped. (They said that kind of thing a long time ago about Dixieland jazz, and jazz is still around. Where are the people who wanted it stopped? They're nowhere, man.) So rock an' roll has got a beat, and if you let it, the beat can drive you outa your mind. And so my stuff has got a beat too, and I just can't sing it and listen to it and stand still, but that's all I really have in common with rock an' roll. They've called my stuff "rockbilly," meanin' a combination of hillbilly and rock an' roll, and some of the things I sing are pretty rocky, all right. But after all, *whatever* you call it, it's sellin'—and that's fine by me as long as it lasts. But if I really had my way, I'd be singin' ballads and love songs. Man, I'm no bopster or hipster. I'm just a boy from 'way back in the country. Now, then, I *am* here to defend *myself*, and why not? First off, I didn't copy my style from anybody. Once I asked my mother, "Mama, you think I'm vulgar on the stage?" And she replied, "Son, you're not vulgar, but you're putting too much into your singin'. Keep that up, you won't live to be thirty." I don't know how *not* to keep it up but I think it ain't vulgar, too. It isn't a sin to sing. I'm still a member of the First Assembly of God Church in Memphis, and every time I come home the minister, the Rev. James E. Hamill, invites me to come back. Now if he was doin' that just because he thought me more sinner than singer, I'd know it. Well, I guess you can't please all the people. It's hard enough to please yourself and the ones you work with. It takes me a long time to warm up to my work and you know, there were at least 31 takes for my record of "Hound Dog" before we got what we wanted. Anyhow, if you can't stand to *watch* my music you can always settle for radio, where you only have to *listen* to it. And like it or not, I'm at least tryin' my best to *please you* with it. It isn't a sin to try, is it?

symphony and swing



ALFREDO ANTONINI, the CBS conductor, is a versatile musician who's been judged an expert in folk, modern, mood, operatic, operetta, Latin-American and symphonic music. Born near Milan, Italy, he won a scholarship to the Royal Conservatory and played at La Scala under Toscanini. A summer visit to America made him decide to live in New York and he joined CBS to conduct its Pan-American Orchestra programs. His wife is a New Yorker.



CHARLES MUNCH, is one of those hapless Europeans who was born in one country, but considers himself a citizen of another. As a boy in Alsace-Lorraine during the eighteen seventies, the French territory was under German occupation. Nevertheless, Mr. Munch has always claimed to be a Frenchman. His official debut as an orchestral conductor was made in 1932. He came to this country in 1946 . . . now conducts the Boston Symphony Orchestra over NBC.



DONALD VOORHEES has never given a wrong number in 33 years of conducting NBC's "Telephone Hour." A musician for 47 of his 52 years, he started violin lessons at the age of five and while a high school student, led the orchestra in an Allentown, Pa., theater where Broadway musicals tried out. At 17, he was invited to New York to conduct "Broadway Brevities of 1920," starring Eddie Cantor, Donald made his debut on radio way back in 1924.



THE DORSEY BROTHERS, Tommy and Jimmy, are sometimes billed as "The Fabulous Dorseys" on radio and TV. The billing is apt. Fraternally and individually, they charted new musical trails since they formed their first band 34 years ago in Shenandoah, Pa. After playing with name bands for nearly a decade, they formed a new band under their own names in 1934. Two years later they split. Tommy was the first bandleader to use the trombone as a lead instrument in dance music. Jimmy noodled sweet music on the saxophone. Their 17-year feud ended in 1953 when Tommy sat in for a few numbers with Jimmy's orchestra at Hollywood's Palladium. The applause was deafening. So the Dorsey Brothers decided to join forces again. After a year on TV, they're concentrating on radio.



PERCY FAITH can't move mountains, but the CBS maestro can move his musicians, microphones and amplifiers until his listeners hear the tonal qualities Faith wants. He is known to have one of the keenest "control room" ears in the music business. To get his unusual brilliance from his violin section, he places a thin sheet of plywood under the entire section. He feels that engineered music requires engineering know-how and has recorded many top albums.



SAMMY KAYE, who hands over his baton on his "So You Want to Lead a Band" feature, used to hand it over as a runner on Ohio's championship relay team. At Ohio U., on an athletic scholarship, this Cleveland lad decided to run his own race toward an engineering degree. To earn money, he formed a band and opened his own campus inn. Radio hooks made the "swing and sway" maestro a star before his first New York date clinched it, back in 1938.



WAYNE KING is also known as "Waltz King." A Chicagoan, he was going to be a railroad man like his dad, but was derailed when he received a gift of a clarinet and self-instruction booklet on his 16th birthday. He learned to play well enough to form his own band and pay his expenses at Valparaiso University. The theme song introducing his music, heard on the "NBC Bandstand," is "The Waltz You Saved for Me." He's also famous for "Goofus" and "Josephine."



VINCENT LOPEZ, of Mutual's "Luncheon With Lopez," has seen stars—as an astrologer and star finder in more than 30 years as a top orchestra leader. Born in Brooklyn of Spanish-Portuguese parentage, he started to study for the Catholic priesthood at 12. But at 19, a piano wizard, he was fronting a band on Broadway. An author of books on astrology and numerology, he discovered Betty and Marion Hutton and Deanna Durbin. He got his own TV show this year.



FREDDY MARTIN, heard on "NBC Bandstand," thinks Lombardo is a great guy. His break came when Guy arranged for his orchestra to play in a Cleveland club on Lombardo's nights off. At four, he lived in a Springfield, Ohio, orphanage, where he got his first taste of music. He bought a saxophone with the money he'd saved from a grocery job, and formed his own band in his teens. His smash record of Tchaikovsky's "Piano Concerto" made him famous.



PAUL WHITEMAN, "Pops" to generations of Jazz buffs, hosts ABC-Radio's "Best Bands in the Land." He was the first "King of Jazz" and alumni of his bands include the greatest names in pop music. He commissioned George Gershwin to write "Rhapsody in Blue" for the first jazz concert in Carnegie Hall. His dad was superintendent of music in the high schools of Denver (Paul's birthplace). Paul switched from playing classics to jazz in World War I.

... and everything



CHARLIE APPLEWHITE's career is beginning to parallel that of his competitor, Eddie Fisher. Like Eddie, he was discovered by a comedian—in this case Milton Berle. Like Eddie, he was barely out of high school—in 1950—when he began singing. Like Eddie, he's now in the army and emceeing an ABC radio series—"Song Hits from Around the World." A product of Fort Worth, Texas, that drawl is real, ma'am. Charlie's folks own a chicken ranch.



TERESA BREWER, who was born in Toledo, made her singing debut on a local radio station at the age of two. At five, she was touring with a Major Bowes unit. At 12, she retired. Not for long, though. At 16, she broke into radio again, winning first prize on the "Big Break" and "Talent Jackpot" shows. She's sung in clubs in Manhattan, Hollywood and Las Vegas. She's married and has two small daughters who mean more to her than a career.



NAT "KING" COLE has won success in three fields of popular music—as a pianist, a trio leader and vocalist. His mother had taught him to play the organ and sing in church choirs. His father was a Baptist minister. Born in Montgomery, Ala., Nat moved to Chicago at five. After six years of classical study, he came under the swing influence of Armstrong and Hines. His hobby is photography; most recent hit—"That's All There Is To That."



SAMMY DAVIS JR., has been starring as "Mr. Wonderful" in the Broadway show of that name. And that's what he is to his fans. Sammy, born in Harlem, grew up in his family's show business act, taking to the boards at the age of three. A dancer, singer, and musician, he never studied but learned by doing. He lost his left eye in an accident in October, 1954, but lost none of his remarkable, varied talents nor interest in horseback riding and sharpshooting.



DORIS DAY, born Doris Kappelhoff in Cincinnati, became a dancer instead of classical musician like her dad. A near-fatal accident made her switch to singing. Barney Rapp heard her on a local station, hired her as his band vocalist and changed her name. She then sang with Les Brown. Mike Curtiz cast her in her first movie. Her husband, Marty Melcher, is also her manager. She has a son from a previous marriage, a current hit movie, "Julie."



BILLY ECKSTINE was a student at Armstrong High in Washington when he met an alumnus named Duke Ellington, who returned to play for a dance. After winning an amateur contest, he left Howard University and sang in Washington's Cotton Club where the Duke had made his start. He joined Earl Hines as a vocalist in 1939, then went out as a "single," led a band, tried as a solo singer and became a hit. Billy's done his share of movies, too.



BING CROSBY might be a barrister instead of a baritone, if he hadn't met Al Rinker during his freshman year at Gonzago University. Rinker's band needed a drum, so Bing banged one at college and high school dances. Mildred Bailey, Al's sister, got them a job as a duo in Mike Lyman's Los Angeles restaurant in 1925. Paul Whiteman saw their act in San Francisco, and hired them. With Harry Barris, they became "The Rhythm Boys." Bing emerged as a soloist and came to New York to do a 15-minute show for CBS. Stage, movie, record, radio and TV appearances followed. Der Bingle won an Oscar in 1944 for his role in "Going My Way." His wife, Dixie Lee, died in 1952. Of his four sons, only Gary, 23, is a singer. Bing's latest film is "High Society."



LES PAUL and Mary Ford make musical and marital harmony. Les was born in Waukesha, Wis., and was a guitar star at 14. Mary, who learned to play guitar from her mother at seven, got into show business as a hill-billy singer. They met in Los Angeles, and Mary became a vocalist with Les's trio. They decided they could make beautiful music together and got married. Then they tried out some "new sounds" on records and got stardom.



GEORGIA GIBBS has maintained her position among the top pop singers ever since her million-plus platter, "Kiss of Fire." She started singing in an orphanage, where she was placed at 1—when her dad died—so her mother could go out and work. At 11 she earned her first paycheck, for singing at a ballroom dance. At 14 she became the family breadwinner, supporting her mom and the 3 older children. Jimmy Durante found her in 1943.



JOHNNY RAY has been nicknamed everything from "Mr. Emotion" to "Mr. Commotion," and himself has said, "Man, I have no talent!" But his public thinks differently, and ever since his record of "Cry" he's been making money at it. Now 29, he's been crying in night clubs and theaters for 11 years. But he's insisted on singing his way—the way he once sang on an Oregon radio show with Jane Pawell. When not in a frenzy, he has an endearing little-boy look.

foreword by robert trout

■ So here you are, all alone by your microphone, and there are 168 million of your fellow-citizens somewhere out there—and how do you know anybody's listening? Your radio news commentator may wonder sometimes. But all it takes to make you know darn well you're not talking to "dead air" is the assurance that, despite the impact of television, the mike is still taking your voice right along with people in their cars, on their boats, to their picnics, to their jobs and in their homes.

The man covering the news on radio knows he must serve as both the eyes and ears of his audience. This is particularly important in an election year, when radio snares a big responsibility for informing people and helping the democratic processes to work, not only at the conventions but right through the campaign. Even more intimately than TV, radio is "among those present" among the people making the news, listening in on their discussions and arguments, and making them aware that the folks back home are present too. However, I never think of myself as speaking to a "vast" audience. By its nature, speaking into a microphone is intimate. It's like dictating to a secretary, or better, like talking into a telephone to a friend, and telling him, as simply and accurately as you can, what is going on.



GRIFFING BANCROFT joined CBS News' Washington staff in 1948, after being in the D. C. reporting field for 9 years. He began as INS correspondent and in 1942 became Washington man for the Chicago SUN. During the war he received the Medal of Freedom for directing propaganda against the enemy in the Mediterranean. After the war, he won two additional prizes for excellent work in reporting of the news.



EARL GODWIN was an old newspaperman—who died September 24, 1956, of a heart ailment—who knew the value to the public of plain talk, factual and concise. He had learned that lesson from his dad, city and managing editor of the Washington EVENING STAR. After 30 years of Washington reporting, he was asked to fill a 10-minute news spot on the Star-owned station, and he applied that principle. It made him popular.



CEDRIC FOSTER began his Mutual newscasting in 1940, and has since then—just as many other news reporters and commentators—made the world his home. A native of Hartford, Conn., he was for many years editor and reporter on the Hartford TIMES and manager of Connecticut's UP office. Married in 1921 to a girl from Missouri, he brought her East to live. They chose Concord, Mass., to be their permanent home.

news and views

now

hear this

ROBERT TROUT, CBS's "Iron Man of Radio," earned his title broadcasting for 15 hours straight without a script during a 1952 convention. Bob has been on the newscasting scene for 25 of his 48 years. It was he who first called Roosevelt's informal talks "fireside chats," and he who helped originate CBS's "World News Roundup"—reports directly from the scene of action. He broadcast the first Congressional Committee hearing, and he narrated the first atom bomb tests. Born in Wake County, N. C., he married his wife Cathy in '38—one day, between his newscasts!



GABRIEL HEATTER has been a practicing journalist for over 50 years, and has for 23 of those years been analyzing the news for MBS. Although he owns a law degree, he never used it. He worked for newspapers while in school and after graduation kept at it. His best-remembered newscast is his 1936 coverage of the Bruno Hauptmann trial. Since then whenever someone mentions the Lindbergh kidnaping his name comes to mind.



ALLAN JACKSON joined CBS as a news writer at the age of 28. Now, at 41, he's not only been on the spot when history was being made, but has predicted events, too. He was in Berlin when Russia blockaded it, and in Belgrade when Stalin died. He was first to report the Communist victory at Dien Bien Phu, and he predicted Juan Peron's deposition 3 months before the revolution. But he's proudest of his wife and their 3 big sons!



LARRY LeSUEUR is a third-generation newsman. His father was a foreign correspondent for the New York TRIBUNE and his grandfather was publisher of the Tama, Iowa, TIMES. He got his CBS apprenticeship as Edward R. Murrow's assistant in London in 1939. From his wartime reporting came a novel and 3 citations. Now CBS's correspondent, he won a Peabody Award in 1949 for outstanding radio coverage of the UN.



FULTON LEWIS, JR., MBS's Washington newscaster, is very much at home with his subject. Washington born (1903) and bred, his first job was as cub reporter on the Washington HERALD. By 1937, when he debuted on the radio, he was a major INS reporter of capital events. He still covers many of his own scoops, and has unearthed facts that have led to Congressional probes. He and his family call Washington home.



VIRGIL PINKLEY, when not traveling, lives at Rancho Santa Anita in Arcadia, California. But mostly he's traveling. It began with college graduation in 1929, when he signed as seaman on a freighter. Then he joined UP and for 20 years covered events round the world. After gaining vice-presidency, he traded his UP card for editorship of the Los Angeles MIRROR. He still holds that job, while newscasting for MBS.



DAVID SCHOENBRUN, CBS's Paris correspondent, has since 1947 covered the rise and fall of the French governments so well that France awarded him the Croix de Guerre and made him a Chevalier of the Legion of Honor. Before World War II he taught languages in New York City schools. In 1943 he joined Army Intelligence as a combat correspondent, was one of the first G.I.'s to reach the Rhine in 1944.



HOWARD K. SMITH, Chief of CBS's European News Staff, is an expert in Nazism. He began to study it in Germany in 1936, and knew then it would lead to war. In 1939, when war broke, he was with the London Bureau of the UP. Going to Berlin as CBS correspondent in 1941, his attacks against Nazism got him evicted, and prompted his novel, "Last Train from Berlin." After the surrender in 1945, he gained his present post.



LOWELL THOMAS defines "news" as "current history." Which explains why the renowned world traveler and observer is such an excellent news commentator. Heard on CBS, in Fox Movietone News, and in the "Cinerama" movies, his voice is well known. His best-selling books are records of current events. He and Lowell, Jr., a chip off the old block, have traveled the world together, making some of the history they both report.



LYLE VAN's family wanted him to be a singer. So he sang in school glee clubs and church choirs—and would shout and scream through the halls in hopes his voice would break. Instead he only strengthened it, producing the smooth voice now heard over MBS. In Rye, N. Y., he maintains a fiery household—he, wife Lyvonne, and the three youngsters are all red-haired. Which explains program closer, "Goodnight, little redheads."



JOHN W. VANDERCOOK began traveling 3 weeks after he was born and hasn't stopped since. Now he's got 52 years and 81 countries to his credit. Born in England of American parents, the ABC news commentator was, chronologically, a Broadway actor (2 tiny roles), newspaperman, feature editor of the old New York GRAPHIC, explorer, and author of 13 books. Home's in Delhi, N. Y., with actress-wife Iris, 2 children.



MONITOR, NBC's weekend radio service, is a variety show extraordinaire. Its 32-hour format covers every type of entertainment, from news and weather reports to humor and music. Featured personalities include Dave Garroway, Bob and Ray, and Henry Morgan. Al "Jazzbo" Collins spins discs; Roger Price quizzes listeners with verbal doodles. Celebrity interviews and world-wide on-the-spot features add up to make it all a grab-bag of fun. All portions of the program clear through "Radio Central"—a huge, glass-enclosed studio which occupies most of the fifth floor at the National Broadcasting Company, and which cost \$150,000 to erect.

every day is ladies' day

wendy warren and the news

WENDY of CBS's "Wendy Warren and the News" is really Florence Freeman, busy mother of three and civic worker in her home community. A native New Yorker, she gave up drama after child acting, and tried to settle down as an English teacher. But after a year the lure of the make-believe proved too strong to resist. Four scant years after her radio audition (in 1933) she got the role of "Young Widow Brown." She "grew up" in radio as the "Young Widder."

DON SMITH of CBS's "Wendy Warren and the News" is John Raby, a veteran radio actor for almost 2 decades despite his 40 years. His first radio assignment, as Harry Davis in "When a Girl Marries" in 1939, came after several Broadway roles, including the lead in "Brother Rat." John, his wife and 2 sons live in Teaneck, N. J. The boys love to hear Dad tell of the four years during the war, when he managed a radio station in Naples.

foreword by **florence freeman**

■ One of the real joys of a radio role like mine as Wendy Warren comes from the fact that we have established *two-way* communication with our listeners. Not only do they hear us—we hear from them; and we're proud that so many of our audience take time out to express their comments. (And criticism!) The "women's news" broadcast-within-a-broadcast that precedes our daily dramatization brings a gratifying response.

And letters pour in for the whole cast of our story, too. It seems everyone loves Aunt Dorrie, my father's sister, and listeners always identify her with a much-loved relative of their own. And it seems everyone feels protective about me, Wendy! Last summer when I became engaged to Paul Benson. I was swamped with letters warning me not to marry him. Plus that, I was

threatened with a mass turning-off of radios if I were to "toss my life away" on a weakling who couldn't stand on his own feet. But, as you know, the fate of Paul Benson wasn't in my hands—and for that matter, neither is my own. . . . It was interesting during the summer to get so many requests—mostly from men—asking for resumés of our story line for periods when listeners would be out of our range. Many were going abroad; others were vacationing in remote areas where they feared Wendy couldn't penetrate.

Naturally the nine members of our cast, who have been together for nine years now, feel like a family, but we are drawn together more closely by the bonds we have with our listeners through their letters. We hope they never cease to arrive!

backstage wife

MARY NOBLE, CBS' Backstage Wife, is off stage, Claire Niesen, wife of actor Melville Ruick. She is also an excellent cook, a dress designer, and a horse-racing fan. Born in Phoenix, Arizona, she moved to New York at the age of 8 and made her debut as a professional dancer before graduating from high school. Her acting career started at the top in a Shakespeare series, progressed through soap opera and B'way to "Mary Noble."



LARRY NOBLE is James Meighan, who qualifies as one of radio's handsomest actors by virtue of stature (5'10"), build (145 lbs.), brown eyes, brown hair, and career, which included roles with Ethel Barrymore and Jane Cowl. A New Yorker, Jim graduated Carnegie Tech, went to Paris to paint and came home to act instead. Now fifty years old, he boxes, swims, plays handball and water polo, writes, joins clubs—and of course, paints.

our gal sunday

OUR GAL SUNDAY is (since 1944) CBS' Vivian Smolen, who gave up work at the Stage Door Canteen to accept the role. She had her first radio audition at 12 (got a part, too) and left Brooklyn College somewhat later to devote her full time to acting. 5'5", brunette, and a born-and-bred New Yorker, Viv paints (abstract pictures), travels (when the show isn't on the air), swims (summers), skis (winters) and sings (all year round).



LORD HENRY BRINTHROPE is English Alastair Duncan. At 14 he was evacuated from London to South Wales, where he took part in a school play and won a scholarship to the Royal Academy. In the British Army he toured Palestine, Egypt, Germany and Austria before returning to London for the BBC. In Hollywood he's made "El Alamein" and "Conquest Of Spoce" and in New York has been Lord Henry for more than 2 years.

pepper young's family

PEPPER YOUNG of NBC is in real life Mason Adams of New York, who played Humpty Dumpty in a camp show at 5 and has been acting ever since. He holds a Master's Degree in theatre from the U. of Wisconsin and an admirable record as teacher of same at the Neighborhood Playhouse and the Dramatic Workshop, where he had 2 students of interest: Marlon Brando was one, and Sheila Tancheon, whom he married, was the other.



PEGGY YOUNG is Betty Wragge, a graduate of the "Coast-To-Coast-On-A-Bus" program. She auditioned for Peggy in her first pair of silk stockings and got the part even though they fell down. A little bit older, she understudied and played the lead in B'way's "Dead End," got her education at Professional Children's School. Now grown-up, she's been married since 1951 to TV actor Walter Brooke, keeps house in Manhattan.

the romance of helen trent

HELEN TRENT, star of CBS' "The Romance of Helen Trent," has been played for the past 10 years by Julie Stevens, who started life as Harriet Foote of St. Louis. She made her B'way debut in "The Male Animal" after a season of Shakespeare with a touring group. Her first radio serial was Kitty Foyle, in which she played the title role. 5'3", 100 lbs., Julie is married to Charles Underhill, and has a daughter, Nancy Elizabeth, five.



GIL WHITNEY, Helen's long-lived romance, is David Gothard of Illinois and Los Angeles, a former salesman of men's furnishings. Bored by his job and too poor (during the depression) to go to college, Dave hitched to Chicago on his 21st birthday and got a job pulling springs in a Marionette show. A radio offer pulled him back to L.A. until 1934, when Chicago tugged again for network shows. Five years later he "made" N.Y.

second mrs. burton

TERRY BURTON, of CBS' "The Second Mrs. B.," is Jan Miner, who graduated high school in Boston, applied for a theatre job as a scene designer, and got one as an actress instead. Boston called her for a radio series on marital problems, and New York followed with an offer for her to replace the star of "Linda Dale," as their voices sounded alike. Jan has been Julie of "Hilltop House" and Arn of "Crime Photographer." She's a blonde.



STAN BURTON is a snap for Dwight Weist, who played Hitler, Churchill, Shaw and Roosevelt on "March Of Time" for 13 years, as well as emceeing "We The People" and announcing "Big Town," "Thin Man" and "Grand Slam." Born in California, he studied writing at Ohio Wesleyan—but seldom has time for it any more! Dwight and wife Elizabeth have a daughter, 18 and a son, 16, all of whom commute from Pelham regularly.

this is nora drake

NORA DRAKE of CBS' "This Is Nora Drake," is Joan Tompkins of Mt. Vernon, New York, daughter of a pair of professional singers. Encouraged to "be theatrical," Nora chose acting (sister Beatrice chose dancing, and Mama, directed theatricals). Nora started in local stock, made her New York debut in "Fly Away Home," and hit radio in the series "Your Family And Mine" before deserting Broadway entirely to be Nora.



DETECTIVE CLAUDEHILL is played by Paul McGrath, who was born in Chicago on April 11, 1904 and made his stage debut as a sword swallower in a high school play. He enrolled in Carnegie Tech as an engineer, gradually dropped technical courses to make room for acting ones, and in his junior year dropped school altogether for the stage. Married to actress Lulu Mae Hubbard, Paul made a big splash as host of "Inner Sanctum."

young doctor malone

YOUNG DOCTOR MALONE is CBS' own Sandy Becker, twice chosen the country's favorite daytime serial actor. At eight Sandy was Elmhurst, Long Island's favorite puppetmaker; at eighteen (and 6'1") he was not NYU's favorite pre-med, getting homework papers mixed up with scripts from a part-time radio announcing job. He finally gave up school, married and had three kids—and got his M.D.'s diploma on the radio.



TRACY ADAMS is played by Jane Allison (Jane, not June), a blue-eyed blonde whose 120 lbs. are distributed along 5'5" of height. Born in New York, Jane preferred drama lessons to college, got her start on WNYC and made her network debut in 1940. Between assignments as Mary on "The Aldrich Family," "Pepper Young," "Lincoln Highway" and others, she's found time to marry, raise a son and do some clay modeling as well!

aunt jenny

AUNT JENNY of CBS' daytime drama is Agnes Young of Port Jervis, N. Y. Agnes' mother died when she was four, so Agnes and her two brothers were brought up by their violin-teaching father and Dickens-reading grandparents. After success in a school play, Agnes went into stock, where she met her husband, now a writer and drama teacher. Agnes made her debut on "March Of Time," has done over 1600 broadcasts as Aunt Jenny.



CAROLYN KRAMER of CBS' "Right To Happiness" has been played for 14 years by Claudia Morgan, niece of the late Frank Morgan. A New York girl, she made her debut on Broadway at 16, playing a romantic lead opposite her father, Ralph Morgan. Since, she has had leads in "Accent On Youth," "On Stage," and as Nora Charles in "The Thin Man." Claudia is married to the radio commentator, Ernest Chappell.

road of life

JOCELYN BRENT, of "Road Of Life" is Teri Keane, one of NBC's tiniest talents (she's barely an inch over five feet). Daughter of a Hungarian concert singer, Teri danced and sang her way through three Broadway musicals and several night clubs before turning dramatic as Chichi on "Life Can Be Beautiful" in 1949. In 1950 she met and married actor John Larkin and a year later presented him with a daughter, Sharon.



JOAN DAVIS, the girl of ABC's "When A Girl Marries," was created by Mary Jane Higby of St. Louis eighteen years ago. The daughter of the owners of Midwestern stock companies, Mary Jane started acting in her teens with a Los Angeles group, then went into vaudeville on the coast. In New York she appeared in one Broadway flop before turning to radio, which presented her with "When A Girl Marries" in 1939.

woman in my house

JAMES CARTER of the NBC show, "Woman In My House," is that one-man stock company Farrest Lewis, who once played 34 different characters in a single daytime serial. Born in Knightstown, Ind. in 1899, Forrest traveled with a stock troupe for a year before agreeing to go to college, took one year of that and then returned to the stage. In 1931 he got his first radio role. Married, he has one son, and loves informal living.



YOUNG WIDDER BROWN of NBC is played by Wendy Miller, who auditioned at 16 and got the part eight years later: having made a lasting impression. Born in New York on May 8, 1929, she went to high school in Florida, where director Morgan Farley saw her, and remembered her when casting Broadway's "Eve Of St. Mark." Part of the impression Wendy makes is due to blonde hair, blue eyes, 95 lbs., 5'3" height. The rest is talent.

Brightening the corners
 where they are, these
 highly talented people are
 broadcasting locally (and pitying
 all those high-tension, high-
 rent network people). They're
 true stars and maybe some are . . .

★ from
 ★ the town
 ★ where you
 ★ live
 ★

ALDEN AAROE spins discs and provides a home-spun kind of chatter from WRVA-Radio in Richmond, Va. On the "Alden Aaroe Show," heard weekdays from 6 to 9 a.m. and from 11:30 to 12:30 p.m., he covers everything from income taxes to ball games. He was born in Washington, D. C., had a collegiate radio show on a local station while he attended the University of Virginia. He's married, father of a 12-year-old daughter, a Major in the Air Force Reserve.



JOHNNY ANDREWS sings and tickles the ivories on "The Johnny Andrews Show" on WRCA Radio from New York City. He got his start in show business as the pianist for Rudy Vallée, was soon singing and playing in night clubs as a solo performer. After a hitch in the Air Force as a pilot, Johnny began making TV appearances, had his own show in Cleveland for four years before going to the big city for his present stint. Johnny's married, has blue eyes, brown hair.



EDDIE BONNER interviews recording stars between the records he plays on "The St. Lou's Ballroom" from KKOK in St. Louis, Mo. Formerly a professional baseball player and a fireman, Eddie was a staffer at WVNJ and WNJR in Newark, N. J., before settling down to his present post in 1951. Born in Roxbury, Mass., he now lives in Kirkwood, Mo., with his charming wife, Jean, and their tiny daughter, Debra. A do-it-yourself addict, he built the patio in his modern home.



DEL BRANDT is called "The Skinny Dutchman" down Lincoln, Neb., way where he's the popular M. C. for Moth Sladky's Polka Band on KLMS Radio. He also handles two other daily hour shows. Del's voice has been heard on the ether waves since 1936. In his spare time he likes to pursue the meditative, restful sport, fishing, and the exacting, meticulous hobby of making scale-model airplanes. Del is married and has two young sons. Not bad for a skinny Dutchman!



DR. JOHN ELWARD BROWN who is the owner and operator of KGER Radio in Long Beach, Cal., is heard daily on "The John Brown Hour." One of the country's best-known evangelists, Dr. Brown is the founder and head of five schools in Arkansas and California. Dr. Brown also owns KUOA Radio in Siloam Springs, Ark., and KOMO Radio in Tulsa, Okla. He was born in Oskaloosa, Ia., in 1879. He and Mrs. Brown celebrate their 56th wedding anniversary this year.



LARRY BROWNELL jockeys discs on "The Larry Brownell Show" from WKBW in Buffalo, N. Y. A Cleveland, O., native, 29-year-old Larry studied at the NBC Radio Workshop, and worked in radio stations all over Ohio before settling in Buffalo four years ago. He is often quoted in VARIETY and CASH BOX Magazine for his terse comments on the music business and his anecdotes on the record industry. He's married and is the proud papa of three young children.



BILL CAMPERSON entertains residents in and around Allentown, Pa., on "The Bill Camperson Show" from WHOL Radio. A native of Philadelphia, Pa., he got his first radio experience in Honolulu during a two-year hitch in the Navy, and has held his present post since 1951. He married his childhood sweetheart the same year and they now have two children. A man of wide and varied tastes, Bill likes classical music as well as jazz. His birth date? March 16, 1925.



ROY CHAPMAN tickles the funnybones of Texas kiddies with his daily interpretations of the comic strips on KTSM-TV and Radio in El Paso, a chore he's handled for 20 years. He began his show business career as an orchestra singer, soon switched to disc jockeying on KTSM. He's 42, known to his home-town admirers in El Paso as "Uncle Roy," is married and has two children (his roughest critics). He likes golf, bowling and tennis—is "El Paso's Favorite Uncle."



ROSIE CLARK provides zany antics for the small fry as "Miss Boo," the witch on WLW-A in Atlanta, Ga. She has appeared on her present station since 1954, created her Miss Boo character for a show called "Magic Train," which resulted in "The Miss Boo Show." A graduate of Solem College, N. C., and the Parsons School of Design, she teaches interior decorating at the Atlanta Art Institute when off-camera. She was once a pantomime artist in various night clubs.





TOM CLAY, heard daily as dee-jay for two record shows on WILD-Radio in Birmingham, Ala., has an affinity for the number 26. He's 26 years old, was in the Marines for 26 months, once raised \$2600 in six days for a children's hospital, once received 2600 fan letters in one day. Tom is married, has one son, majored in psychology at the University of Buffalo. He was named top disc jockey in Buffalo for three years when at WWOL.



CINDY LOU DAHL, weather gal and western star of WTTG-TV in Washington, D. C., was born in Albany, Ga., and began singing on radio at six over WGPC in her home town. A trauper for the U.S.O., she entertained the troops in Europe during World War II, was a girl disc jockey in Fayetteville, N. C., after her return to the States. Cindy Lou is a hard-ridin' western lass, cuts quite a figure on her stallion.



W. E. DEBNAM, newscaster for WNCT-TV in Greenville, N. C., slants his daily show, "Debnam Views the News," to the needs of farmers and businessmen. He came to TV via WPTF-Radio in Raleigh, N. C., where his newscasts won him a first award for excellence from the Associated Press. A writer as well as a broadcaster, Debnam has written two books, one of which sold 213,000 copies. He has traveled extensively in Europe.



JIM DEWERT handles the early morning record show on WERC Radio in Erie, Pa. He's had 13 years of varied experience in radio, covering everything from dramatic shows to sports events and has been director, program director and news editor at various times for WERC. Jim is 37, married, has three sons, and was graduated from Ohio State University. In his spare time he often appears on the stage of the Erie Playhouse.



TOM DURAND, disc jockey and newscaster for WTTM Radio in Trenton, N. J., is one of the busiest men in the Delaware Valley. Besides his announcing chores, he serves as WTTM's program director, also finds time to make TV films in nearby Princeton. Tom's wife, Billie, is also interested in radio and theatre, and often appears on celluloid with him. He is the father of two girls, uses a friendly, homespun approach on the air.



FRANK EDWARDS features intensive local coverage on his two nightly newscasts from WTTV-TV in Indianapolis, Ind. A veteran of over 30 years in radio, he was born in Mattoon, Ill., in 1908, made his airwaves debut in Louisville, Ky., in 1925. Frank has also made travel films, and authored two books, "My First Ten Million Sponsors" and "Strangest of All." Golfing, fishing and photography are his favorite leisure-time activities.



FAROL FAYE presents the woman's angle on "Frankly Speaking" from WAPO Radio in Chatanooga, Tenn. Before settling down to become famous in her own home town, she attended the University of Miami and New York University, operated her own dancing school, was a fashion coordinator and had a daily TV show. Her present show includes recipes, fashions, interviews and restaurant news. She was recently married.



BETTY FEEZOR is the housewife's best friend in the Charlotte, N. C., area. On "The Betty Feezor Show" daily at noon from WBTV, she gives all the recipes for a smooth-running household. A native of Texarkana, Arkansas, Betty is a University of Tennessee graduate, has been doing her present stint for three years. She practices what she preaches in her own home, which also shelters her husband and two children.



JERRY FORBES plays records and the piano on his morning show, "Pianissimo," from WAMS Radio in Springfield, Mass. He hails from Chicopee, Mass., where he was born 29 years ago, used to have his own jazz combo that minstrelled up and down the Eastern seaboard. His radio career began when he was taking a course to improve his mike technique and was hired by an instructor who turned out to be a program director.



WILLIE GAYLORD wakes up listeners in and around Wilmington, Del., on "Wake Up With Willie" every morning from WAMS Radio. Born in Philadelphia, Pa., his first radio appearance came when he was 12 on a Boy Scout program in his home town, his professional debut was in 1946. While he was in the Navy, Willie helped to set up and operate the Armed Forces station in Honolulu. Willie's favorite hobby is sailing.



JACK GOUNDER is known as the "Early American Boy" because of his bright quips and wide-awake attitude on his morning show from WEEU Radio in Reading, Pa. He began spinning discs at his present post in 1948, has since become the station's program manager. Jack has also been an announcer-director of WEEU-TV for two years. He met his wife, Bonnie, while they were both serving in the U. S. Navy.



BRENT GUNTS appears daily on "Quiz Club," is also producer of this audience participation show from WBAL-TV in Baltimore, Md. He began his career in radio in 1935, was director of radio and TV for the Treasury Department for two years, used to write and produce "Metropolitan Opera Auditions of the Air" and emceed "Second Honeymoon." He is married, has two children, likes bowling, swimming, and tennis.



CLARENCE "POPPA STOPPA" HAMANN promotes rhythm and blues on his afternoon disc show on WJMR in New Orleans, La. A home town boy who made good in his home town, he studied voice and radio technique at Loyola University, went to work for WJMR immediately after graduation. He's 27, married, has a son, and received a bronze plaque for introducing and popularizing the hit record "Heart of Stone" by the Chorms.



MAURICE JACKSON calls the tunes on "Jackson's Beat" every morning from WTVN Radio in Columbus, O. He began as a radio singer in his home town, Birmingham, Ala., was a member of the Armed Forces Radio Service, once owned a radio construction company. Since 1948 he has worked on various radio stations in his home state, Tennessee, and Ohio, has had his show for five years. He's 33, married, has two sons.



BILL JOHNS is the news director for KFDA-TV in Amarillo, Tex., has held the position since 1949 with a short leave of absence for Marine service during the Korean War. A native of St. Paul, Minn., he graduated from the University of Minnesota, served with the Marines during World War II. Bill was also with the Armed Forces Radio Service for 18 months, was a correspondent for Associated Press before he began newscasting.



EDDY JOSEPH was nicknamed "Eddy Jo" by the listeners to his daily program of music and poetry from WHLD Radio in Niagara Falls, N. Y. Known for his philanthropic bent (he made 117 charity appearances last year), he began in radio as a singer and band leader, still likes to play the bass fiddle and the organ. His favorite hobbies are boating, swimming, golfing and photographing. He's a Niagara Falls native.



BARNEY KEEP is one of the "Big 5 Dee-Jays" who helps to fill the air waves of KEX Radio with 24 daily hours of music and fun in the Portland, Ore., area. On his regular morning show, "Keep Time," he fills the six-to-nine spot from Monday through Saturday. The usual top tunes, newscasts, weather and time signals are supplemented by Barney's bright wit and zany special features which include the "Dept. of Useless Information."



MICHAEL KIEVMAN introduces bands, singers, specialty acts and water ballet on the "Mike Kievman Show" on KOPO-TV in Tucson, Ariz. He was formerly an actor, appeared in summer stock on the east coast, was seen on Broadway in "Life With Father," has played in over 20 films. Mike joined KOPO in 1952, when it beamed its first signal, is a staff announcer and director. He's 32, single, likes golfing, swimming and painting.



BONNIE KRONBERG is the star dee-jay and singer on WOOD-TV and Radio in Grand Rapids, Mich., her home town. She first appeared on the station during a telethon and so impressed the manager that he signed her for her own show. Bonnie has appeared on Ted Mack's "Original Amateur Hour" in New York City, once won a trip to the Chez Paree in Chicago from Mercury Records. Bonnie is single, lives at home.



BOB E. LLOYD's disc shows are among the most popular features of WHEC Radio in Rochester, N. Y. A native New Englander (Norwich, Conn., is where he was born), Bob is a graduate of the University of Connecticut, worked on numerous east coast stations before assuming his present post, topped the Godfrey Show in popularity in the Hartford, Conn., area. Bob E. is married, has two children, served in the Navy for three years.



NINA MAGNO chats about the distaff side of life on "Woman's World," the show she has conducted for nine years on WADC Radio in Akron, O. She trained for an acting career at New York's American Academy of Dramatic Arts, is also talented as a painter, photographer, and gardener. Nina recently married Allen Simmons, general manager of WADC. She encourages new talent, often has unknown singers appear on her program.



WINK MARTINDALE hosts on TV and jockeys discs on radio for WHBQ in Memphis, Tenn. A mere 23 years old, he is married, has two children, is a full-time student at Memphis State College with a major in speech and drama. He was born in nearby Jackson, made his first hit on WHBQ as the star of a kiddie show, "Mars Patrol," is now the favorite of the teenagers as the host of the Saturday "Top Ten Dance Party."



STAN MATLOCK dispenses homespun philosophy, informative tid-bits and conducts a daily quiz on "Magazine of the Air" for WKRC Radio in Cincinnati, O. He hails from Akron, is 33 years old, studied at Yale University and the University of Cincinnati, served as an intelligence officer in the Air Corps in World War II, has been at his present station since 1948. Stan lives with his wife and a daughter in Mt. Lookout.



DON MEYERS converses relaxedly and plays soft music on "Party Line" over WSPD Radio in Toledo, O. His performing talents were developed at the College of Music of Cincinnati and the Schuster Martin School of Drama. Before going to WSPD in 1955, Don was with WHBC in Canton for one year and with WFIN in Findlay for five years. He is married, has one son, and enjoys boating and golf in his off-mike moments.



DENNIS MURPHY conducts the "Coffee Club" on WEBC Radio in Duluth, Minn., has had nine years of radio experience in Duluth and Superior, Wis., his home town. In addition to announcing, he functions as station's program director and sports director, formerly held the same post with WDSM in the same city. Married and the father of four children, his hobbies are golf, hi-fi and record collecting. Birthday: August 25, 1924.



FRED NAHAS is the crusading commentator of "Tomorrow's History," daily newscast over KXYZ Radio in Houston, Tex. A native of Baton Rouge, La., he attended Tulane University, moved to Houston in 1933 as a public-relations man for Gulf Oil. Fred became general manager of KXYZ in 1948, is active in the Jaycees, the Rotary and the Heart Association, m.c.'s many local charity functions. He's married, has two children.



AL NOBEL spins platters and sings a little himself on his daily show for KQV Radio in Pittsburgh, Pa. He was born near Binghamton, N. Y., began playing the banjo and singing as a youngster. His professional career began as a band vocalist with such leaders as Charlie Spivak and Hal McIntyre, continued in night clubs and on TV, where he has co-starred with his wife, Vera Mahoney. His hobbies are golf and riding.



JIM "SHAMUS" O'HARA has two daily shows on WOKY Radio in Milwaukee, Wis., interpolates local news and the voices of those who make it between requests on his night show. He started in radio in his home town, Fond du Lac, Wis., has worked at stations in Madison, Wis., and Columbus, O. A 35-year-old, Shamus is married, has four children. Favorite hobbies: fishing and lying on his back thoughtfully gazing at cobwebs.



JACK OLSEN, the happy palka man of KLOK Radio in San Jose, Cal., is one of those oddities of the west coast, a native Californian. He delights in raising money for the Morch of Dimes, the Heart Fund and similar charities on his morning record show. He is an eligible, 34-year-old bachelor, began radio work in Coldwater, Mich., returned to the west four years ago. Jack loves to swim, shoots color movies during vacations.



JIM O'NEILL, a man of many voices, created the characters "Uncle Phineas" and "Gruesome Gus" for his daily morning show of records and zany chatter over KFBI Radio in Wichita, Kan. Born in Casper, Wyo., 28 years ago, he began his radio career at the tender age of 14, is now program and production director for KFBI. Jim is married, has one child, likes chess, fencing and reading—and is an active thespian.



JIM PANSULLO dee-jays the popular Boston, Mass., program, "Boston Heartbeat" over WVDA Radio. A record-breaker in his field, he once helped a Hartford, Conn. (his home town) station win a "Variety" Showmanship Award. He's married to singer Bobbi Baxter, is 31 years old. Jim is active in civic affairs, conducts weekly record hops for teenagers, church and club gatherings, is prominent in American Legion activities.



RICHARD "CACTUS" PRYOR is the unpredictable m.c. of "Cacti's Fill Time" on KTBC in his home town, Austin, Tex., has been known to wander out into the street with the TV cameramen following frantically at his heels. His morning radio show is beamed from the Pryor home with his wife and children participating. Cactus is also a singer, has cut several discs for Four Star Records; latest is "What's the Score, Podnuh?"



REESE RICKARDS has two daily record spinners on WTAG Radio in Worcester, Mass. On "Matinee" his chatter is slanted to home-bound traffic, and on "Moonglow" he soothingly lulls the local residents to sleep. Reese is a Navy veteran, graduated to staff work from the station's 1947 Radio Club, had previously worked as a fountain clerk, newspaper copy boy and mill hand. He's married, has a year-old son, Boxer pup.



DAVE RIDDICK conducts all of the gospel and spiritual broadcasts for WRAP Radio in Norfolk, Va. The son of a Minister of the Gospel, he was born in nearby Elizabeth City, N. C., started his career in radio in his hometown in 1946, transferred his activities to WRAP four years ago. He's married, has three children and sings regularly in churches in three states. Dave has conducted week-long Revival Services for local churches.



RON ROSS, known in the Salt Lake City area as "Engineer Ron," hosts KSL-TV's afternoon show, "Fun Time Express." A man of many talents, he played with the family marimba band organized by his father, has danced with the San Francisco Ballet, is an accomplished singer and pianist and teaches dance at the University of Utah. Ron's show features games, stunts, films cartoons—and the host's dancing, singing and acting.



RAYMOND E. SPENCER (the "E," he says, is for "Enough") is the only man in southern California (KFXM, San Bernardino) who outrates Arthur Godfrey on every local poll. Born 39 years ago in Alliance, Ohio, Ray broke into radio at 13 and has never been out of it, except to serve on a special combat team in WWII. In Nevada and California he's worked together with Graham McNamee, Ted Husing and Tobe Reed.



BUDDY E. STARCHER is the general manager of KCUL Radio in Ft. Worth, Tex., dee-jays his own hour show every afternoon at five. Born in Ripley, W. Va., he began his radio career on WFBR in Baltimore, Md., in 1928 as a guitarist and singer, subsequently had his own band for 13 years, was once voted one of the five top air salesmen in the country. He has had 100 songs published, and records under Columbia's label.



CHUCK STEVENS spins the platters for three hours daily over WPAW in Pawtucket, R. I. He hails from nearby East Providence (born there in 1925), he served in the Navy, graduated from Emerson College in Boston, and held down jobs on three other stations before joining the staff of WPAW two years ago. He's six feet tall, has brown hair and eyes, is married and is the father of a two-year-old son.



FRED and FAYE TAYLOR, who broadcast Denver's highest rated children's program, "Clubhouse Gang," over Colorado's KBVT, are both in their late 20's. Yet they got their start—in entertainment and marriage both—10 years ago. They met in New York's Catskills, where Foye was a singer and Fred did comedy skits. Two years ago they moved to Denver; they liked it so well they settled there and began doing TV shows.



AL VARE appeals to the 25-to-50 age group in selecting recordings for "Moods in Music," his daily show on WMBR Radio in Jacksonville, Fla. A native Chicagoan, he trained for his radio career at the University of Illinois and served in the Air Force in World War II. Al has done everything from straight news reporting to advertising promotion during his 10 years in radio—but likes music best. Married, has a five-year-old girl.



DOUG WARREN answers questions, gives opinions and advice on WKDN's "What's On Your Mind?" from Camden, N. J. A veteran of 30 years in radio, he is a member of the exclusive Radio Pioneers, worked for six New York stations before entering the service during World War II. After the war he returned to his home town, has held his present post for six years. Doug also writes for a local paper and is a theatre expert.



BILL YEAROUT is the easy-going conversationalist of "Musical Timekeeper" and "Over the Back Fence" on KCMO Radio in Kansas City, Mo., also hosts "Theatre of Romance" and does weather reports on KCMO-TV. Born 39 years ago in Emporia, Kan., he studied at the College of Emporia and Emporia State Teachers College, was a staffer at WREN in Lawrence, Kansas and station manager at Mason City, Iowa.

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