

# ★ **TV RADIO MIRROR**

**RADIO MIRROR'S** N. Y., N. J., Conn. Edition

**GUEST**

**THE  
McGUIRE SISTERS**  
Christine, Phyllis, Dorothy

**NEW!**

**GARY CROSBY**

•  
**BETTY CLOONEY**

•  
**FLORA CAMPBELL**  
"Valiant Lady"



# THAT IVORY LOOK

YOUNG AMERICA HAS IT...

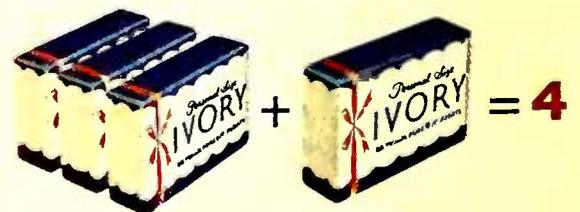
YOU CAN HAVE IT IN 7 DAYS!

Polka-dot tot . . . she has That Ivory Look!  
And isn't it a pretty look for you to have? Remember,  
the milder your beauty soap, the prettier  
your skin. More doctors recommend pure, mild Ivory  
for Baby's skin—and *yours*—than any other  
soap! Ivory takes care . . . so tenderly!



Beauty on the dot . . . That Ivory Look  
comes so easily. Why not start  
now cleansing your skin *regularly*  
with pure, mild Ivory Soap? In  
only 7 days your complexion will look  
clearer, fresher, younger. You'll  
have That Ivory Look!

99 8/8% PURE...IT FLOATS



It's like getting one FREE! 4 cakes  
of Personal Size Ivory cost about  
the same as 3 cakes of other leading  
toilet soaps. It all adds up . . .

PERSONAL SIZE IVORY IS YOUR BEST BEAUTY BUY!

# New! Doctor's deodorant discovery now safely stops odor 24 hours a day



This Seal certifies that New Mum with M-3  
won't irritate normal skin or damage fabrics

Even if you're as busy as a nurse—*dependable* New MUM keeps you fresh! This original doctor's formula now contains M-3, an invisible ingredient that *keeps on* destroying odor bacteria 24 hours a day.

New MUM is so dependable—it's used by more women than any other deodorant or anti-perspirant! Gentle, safe... New MUM contains no harsh astringents

... will not block pores or irritate normal skin. Delicately fragrant and creamier—stays moist in the jar.

Good Housekeeping Magazine accepts New MUM...certifies it will not rot fabrics of *any kind*. Also approved by the American Institute of Laundering.

So change to dependable New MUM today! At any toiletry counter in the milk-white jar with the bright red cap.

Proved in comparison tests made by a doctor. A deodorant *without* M-3, tested under one arm, stopped perspiration odor only a few hours. Yet, New MUM *with* M-3, tested under the other arm, stopped odor for a full 24 hours.



**New Mum**<sup>®</sup> cream deodorant  
with long-lasting M-3 (HEXACHLOROPHENE)

Another fine Product of Bristol-Myers

# Tampax

## fully explained

in a few words:

“ The purpose of Tampax is to give women generally more comfort, convenience and freedom during that period each month when sanitary protection is needed. ”

“ Tampax was perfected by a physician who used the principle of *internal* absorption long known to the medical profession. ”

“ Tampax is made of pure surgical cotton contained in patented throw-away applicators for easy insertion. Your hands need not touch the Tampax. ”

“ Tampax is many, many times smaller than the external forms of protection. Furthermore, it requires no belts, pins or other supporting devices. ”

“ No odor with Tampax. And it cannot create bulges, ridges or edgelines which otherwise might “show” through snugly fitted suits or dresses. ”

“ Tampax cannot be felt by the woman or girl while wearing it. And you need not remove it while tubbing, showering or swimming. ”

“ Buy Tampax at drug and notion counters in 3 absorbencies: Regular, Super, Junior. A month's supply will go right into your purse. Economy box will last four months (average) . . . Tampax Incorporated, Palmer, Mass. ”

N.Y., N.J., Conn. Edition

Ann Higginbotham, *Editor*

Ann Mosher, *Executive Editor*

Jack Zazorin, *Art Director*

Teresa Buxton, *Managing Editor*

Frances Maly, *Associate Art Director*

Ellen Taussig, *Associate Editor*

Joan Clarke, *Art Assistant*

Claire Safran, *Assistant Editor*

Bud Goode, *West Coast Editor*



## people on the air

What's New from Coast to Coast.....	by Jill Warren	6
Always in Harmony (The McGuire Sisters).....	by Martin Cohen	29
It's on the Record (Martin Block).....	by Ira H. Knaster	32
Meet Linda Porter (Gloria Louis).....	by Alice Francis	34
New Star in the Sky (Gary Crosby).....	by Maxine Arnold	36
Happy, Happy Time (Patti O'Neill).....	by Lilla Anderson	38
With a Smile in His Voice (Jack Smith).....	by Ed Meyerson	42
The Heart Knows Best (Paul Dixon).....	by Helen Bolstad	48
No Time for Love (Eydie Gorme).....	by Philip Chapman	56
<i>The Road Of Life</i> (picture story from the beloved dramatic serial)....		58
<i>Those Whiting Girls!</i> (Barbara and Margaret).....	by Fredda Dudley Balling	62
Spotlight on Announcers (Ralph Paul, Jack Lescoulie, Julia Meade, Rex Marshall).....		64
Most Sincerely Yours (Ted Mack).....	by Gladys Hall	66

## features in full color

<i>The Doctor's Wife</i> (short-short story from the popular daytime drama)	44
The Colmans of Ivy (Ronald and Benita).....	by Bud Goode 46
Her Life Is a Song (Betty Clooney).....	by Frances Kish 50
A Very Lucky Lady (Flora Campbell).....	by Mary Temple 52

## your local station

Laughs Unlimited (WNEW).....	4
Master Cut-up (WSYR, WSYR-TV).....	12
Girl on the Go (WMOA, WCEF, WPAR).....	16
Doubly Delightful (WABC-TV).....	26

## your special services

Information Booth.....	8
Steve Allen's Turntable.....	11
New Patterns for You (smart wardrobe suggestions).....	14
Daytime Diary.....	18
New Designs for Living (needlecraft and transfer patterns).....	20
Inside Radio (program listings).....	72
TV Program Highlights.....	74

Cover portrait of *The McGuire Sisters* by Jay Seymour

**buy your September copy early • on sale August 4**

PUBLISHED MONTHLY by Macfadden Publications, Inc., New York, N. Y.  
**EXECUTIVE, ADVERTISING AND EDITORIAL OFFICES at**  
 205 East 42nd Street, New York, N. Y. Editorial Branch  
 Offices: 321 South Beverly Drive, Beverly Hills, Calif., and  
 221 North La Salle Street, Chicago, Ill. Irving S. Manheimer,  
 President; Lee Andrews, Vice President; Meyer Dworkin,  
 Secretary and Treasurer. Advertising offices also in Chicago  
 and San Francisco.  
**SUBSCRIPTION RATES:** \$3.00 one year, U. S. and Posses-  
 sions and Canada. \$5.00 per year for all other countries.  
**CHANGE OF ADDRESS:** 6 weeks' notice essential. When pos-  
 sible, please furnish atencil-impression address from a re-  
 cent issue. Address changes can be made only if you send us  
 your old, as well as your new address. Write to TV Radio  
 Mirror, 205 East 42nd Street, New York 17, N. Y.  
**MANUSCRIPTS:** All manuscripts will be carefully considered,  
 but publisher cannot be responsible for loss or damage. It  
 is advisable to keep a duplicate copy for your records. Only  
 those manuscripts accompanied by stamped, self-addressed  
 return envelopes or with sufficient return postage will be  
 returned.  
**FOREIGN** editions handled through Macfadden Publications  
 International Corp., 205 East 42nd Street, New York 17,  
 N. Y. Irving S. Manheimer, President; Douglas Lockhart,  
 Vice President.  
**RE-ENTERED** as Second Class Matter, June 28, 1954, at the  
 Post Office at New York, N. Y., under the Act of March 3,  
 1879. Authorized as Second Class mail, P. O. Dept. Ottawa,  
 Ont., Canada. Copyright 1955 by Macfadden Publications, Inc.  
 All rights reserved under International Copyright Convention.  
 All rights reserved under Pan-American Copyright Convention.  
 Americana de Propiedad Literaria y Artistica. Title trademark  
 registered in U. S. Patent Office. Printed in U. S. A. by Art  
 Color Printing Company.  
 Member of the TRUE STORY Women's Group

is advisable to keep a duplicate copy for your records. Only those manuscripts accompanied by stamped, self-addressed return envelopes or with sufficient return postage will be returned. FOREIGN editions handled through Macfadden Publications International Corp., 205 East 42nd Street, New York 17, N. Y. Irving S. Manheimer, President; Douglas Lockhart, Vice President. RE-ENTERED as Second Class Matter, June 28, 1954, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Authorized as Second Class mail, P. O. Dept. Ottawa, Ont., Canada. Copyright 1955 by Macfadden Publications, Inc. All rights reserved under International Copyright Convention. All rights reserved under Pan-American Copyright Convention. Americana de Propiedad Literaria y Artistica. Title trademark registered in U. S. Patent Office. Printed in U. S. A. by Art Color Printing Company. Member of the TRUE STORY Women's Group

# You'd Be Surprised Where She Wished Him!



*And who would blame her?* After all, is there anything worse than to be stuck with a man who has halitosis (unpleasant breath)? So, this joker is already on the way out . . . and he had dreamed of this date for weeks.

*How dumb can you be?* How dare anyone assume that his breath is always okay? Halitosis comes and goes . . . absent one day, present the next. You may be guilty without realizing it. And even your best friend won't tell you. Men are all-too-common offenders.

Why risk bad breath needlessly when Listerine Antiseptic is such a quick, delightful, and efficient precaution against it?

**No tooth paste kills odor germs like this . . . instantly**

Listerine Antiseptic does for you what no tooth paste can possibly do. Listerine instantly kills germs . . . by millions . . . and germ reduction is the answer to sweeter breath.

You see, far and away the most common cause of offensive breath is the fermentation, produced by germs, of proteins which are always present in the mouth. *And research shows that your breath stays sweeter longer, the more you reduce germs in the mouth.*

**Listerine clinically proved four times better than tooth paste**

No tooth paste, of course, is antiseptic. Chlorophyll does not kill germs—but Listerine kills them by millions, gives

you lasting antiseptic protection against bad breath.

Is it any wonder Listerine Antiseptic, in recent clinical tests, averaged at least four times more effective in stopping bad breath odors than the tooth pastes it was tested against?

With proof like this, it's easy to see why Listerine belongs in your home. Every morning . . . every night . . . before every date, make it a habit to always gargle Listerine, the most widely used antiseptic in the world.



The most widely used antiseptic in the world.

**LISTERINE ANTISEPTIC STOPS BAD BREATH**

**4 times better than any tooth paste**

# Laughs Unlimited



Gene Klavan and Dee Finch: For two years, these two zanies have delighted listeners with *Anything Goes*.

THE WNEW airwaves crackle with hilarity as Gene Klavan and Dee Finch conduct

**R**ECIPE for merry mayhem: 1 radio, dial set at 1150—Station WNEW—tuned in, with moderate volume, Monday through Saturday from 5:30 to 9 A.M. Stir in Gene Klavan and Dee Finch, then prepare for a round of music and chatter spiced with some of the tangiest and most explosive wit to hit any airwaves. Aptly called *Anything Goes*, this recipe-for-fun show has long enjoyed a top rating in the New York area.

Perhaps the greatest reason for Klavan's and Finch's success—other than their talents—can be found in their opposing natures and backgrounds. Easygoing Dee Finch has always approached life with a devil-may-care attitude and, since boyhood days, has known, and gotten, exactly what he wanted. By the time he was ten, Dee was broadcasting over Station WNBC in his home town, Binghamton, New York. After graduation from high school, he became a staff member at WNBC for four years, followed by one year at WAGE in Syracuse. Then, Dee felt he was ready for the "big time." "Big-time deejays and New York's WNEW," he says, "meant the same to me, so I figured I'd get my first refusal at the top." True to the Finch luck, he was hired—almost on the spot—as a staff announcer at WNEW. Four years later, Dee was summoned into the Army. Upon his discharge, he returned to New York, wondering if he still had a job at WNEW. He did and, just a few months

later, when Jack Lescoulie left the station, Dee took his place, co-starring with Gene Rayburn, next Gene Klavan. . . . Dee's good fortune spills over into his personal life: he married Bette, whom he met in junior high school and decided then she'd be his wife, and has the family he hoped for—Greg, 3½; Virginia, 1—and a comfortable home on Long Island. His main hobby is operating his ham radio set. His one big indulgence, he says, is a 31-foot cabin cruiser. Bette sums up Dee's happy state in a nutshell by saying, "Dee goes to work like a lot of people go to golf." One of the nicest things about Dee's good fortune is that he has never taken it for granted.

On the other side of the mike is Gene Klavan, whose life has been filled with the unexpected, and who—even though he's "arrived"—can't stop worrying if he's going to stay there. Born in Baltimore, Gene decided to try law as a career and was studying at Johns Hopkins when the Army requested his services. He became a radar engineer in the South Pacific. Once out of the service, Gene took a fling at being an assistant editor on *Coronet Magazine*, then resumed his law studies at the University of Maryland. Finally, he went to work at Station WCBM in Baltimore. "The reason was simple," says the complicated Klavan. "I had to make a living and was able to talk someone into paying me for being a disc jockey." Next, Gene went to WITH, then

Gene's wife Phyllis and Dee's wife Bette get a day off as the two fathers become baby-sitters.



Meal-time problem: How to keep calm while feeding Andrew and Ross Klavan, Greg and Virginia Finch.



Shades of Davy Crockett! Ross "covers" Daddy Gene while Greg has a grand time lassoing Daddy Dee.

### a daily circus of music, chatter and comedy

moved to Washington and WTOP—to fill the vacancy made by one Arthur Godfrey—and was a tremendous success there. Then, one day, after Gene Rayburn had left WNEW and Dee Finch was looking for a partner, Gene was asked to audition. After that, there was no doubt in anyone's minds that Klavan and Finch were "meant for each other"—and for WNEW listeners. . . . At home in a Cape Cod cottage on Long Island, not far from the Finch residence, Gene and his wife Phyllis—whom he met while they both were students at Johns Hopkins—keep busy with their two children, Ross, 4, and Andrew, 1. An amateur shutterbug, Gene has taken "thousands" of pictures of his children. When asked to describe Gene "at home," Phyllis' reply is, "It depends on what minute you're talking about." One minute he's happy, the next he's worrying.

While Finch tends to be the calmer, "straight man" of the two, Klavan sallies forth with a madcap approach, using the dozens of dialects or "character voices" he has mastered. The boys are backed up by a recorded "gimmick" file of 750 different sounds. And, believe it or not, *Anything Goes* is completely unrehearsed.

Close friends at work and in private life, Gene Klavan and Dee Finch provide happy proof that, although they may be opposites, they are two of a delightful kind when it comes to pleasing WNEW listeners.



Who's having more fun? Finch seems to be holding his own, but Klavan tries calling up for reserves.

# WHAT'S NEW FROM COAST TO COAST

• By Jill Warren



He's o whirly bird: George Gobel takes a helicopter ride while in Fort Worth to entertain the Texas Bankers Assn.



Our Miss Brooks: On o visit to New York, Eve Arden gives her year-old son Douglas his first lesson in "penmanship."



Imogene Coca—with Apri the poodle and Gainsler the cot—is scheduled to guest star on TV next season.

**S**OME interesting fare has been lined up by NBC-TV for their "summer specials"—or, as they're being called, "spectaculars in slipcovers." On July 30, "Svengali and the Blonde" will be presented as an hour and a half musical adaptation of George de Maurier's classic, *Trilby*. Carol Channing will be Trilby, Basil Rathbone will be her Svengali, and Russell Arms, from *Your Hit Parade*, will play the romance. Ethel Barrymore will narrate the show, which will originate in Hollywood, with Alan Handley producing and directing. For August 27, NBC-TV has planned another super-duper, "One Touch of Venus," which will co-star Virginia Mayo and Russell Nype, with George Gaines. More details on this one next month.

*The Lawrence Welk Show* is a brand-new musical hour program seen on ABC-TV Saturday nights. The show originates in Hollywood, where Lawrence Welk and his "Champagne Music" have been a local television click for some time.

CBS Radio has signed another Godfrey—Katherine, by name—sister of the red-headed rebel, Arthur. She has just started her own radio program, called *The Kathy Godfrey Show*, heard Sunday afternoons for twenty-five minutes. Kathy serves as commentator, humorous observer and interviewer, and hopes to include among her weekly guests important figures in the world of entertainment, as well as people who make good news. Just for laughs she might invite some of the ex-Little (Continued on page 22)

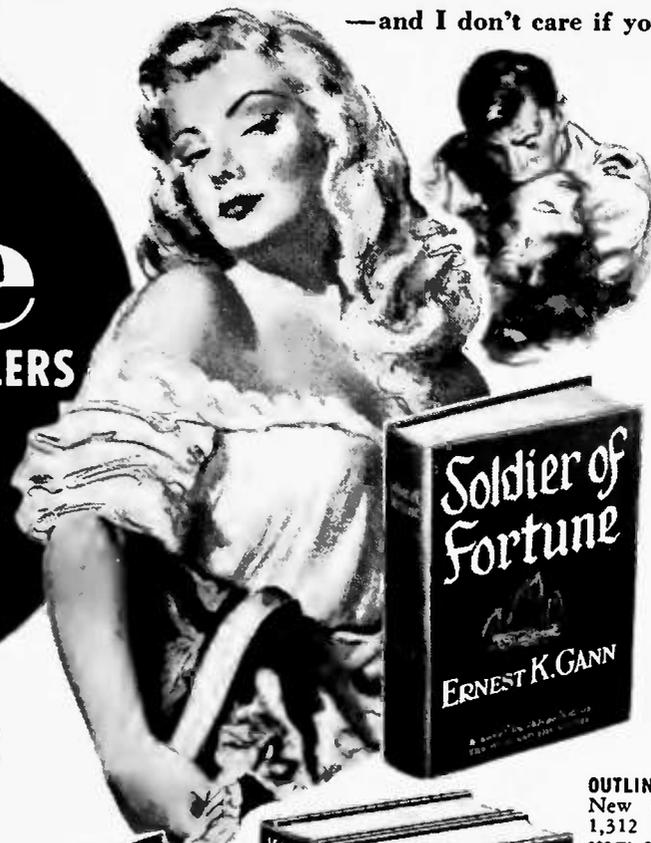
**"I've Waited a Long Time for a Woman Like You!"**

—and I don't care if you belong to another man!"

**any  
three**  
OF THESE NEW BEST-SELLERS

up to  
**\$17.25 VALUE** \$**1**  
in Pub. Editions  
for only

when you join the Dollar Book Club and agree to take as few as 6 selections out of the 24 to be offered within a year

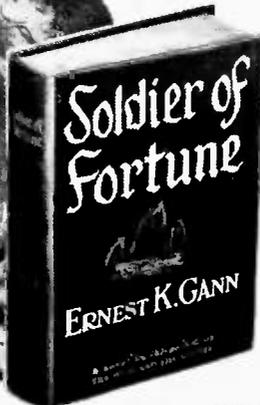


LOVELY JANE HOYT had come 6000 miles in search of her missing husband. She had searched everywhere—in Hong Kong's hotels, bars, waterfront dives. But each lead only pointed to Hank Lee, the notorious American adventurer, who was supposed to know everybody.

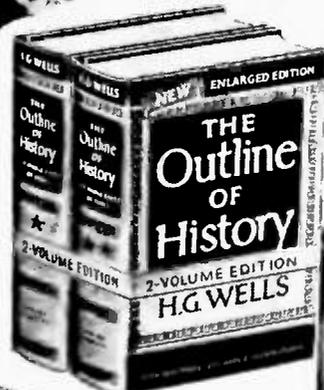
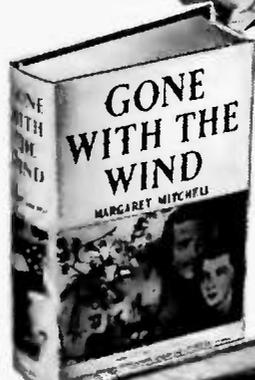
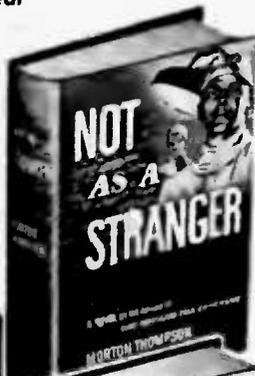
So she had gone to his mansion in the hills, and he had agreed to help her. Many times she was to return there... *too many times!* Why? Was it because of Hank's promise to find her husband, or for a new reason—a reason filled with confusion... and torment?

"I love you, Jane," Hank had whispered as his strong arms held her, "and though I'll get your husband back—you'll have to choose between him and me!"

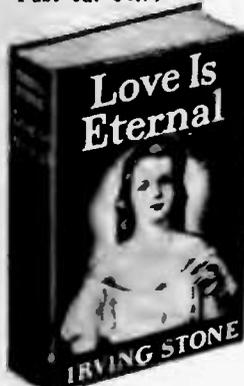
*Soldier of Fortune* is the darling new smash-hit romance by the author of *The High and the Mighty*. It costs \$3.50 in the publisher's edition, but you may choose it in this amazing 3-books-for-\$1 offer to new members!



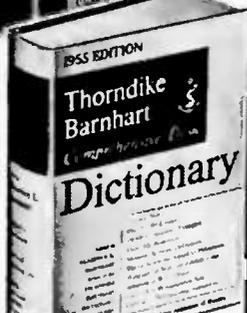
**NOT AS A STRANGER**  
Morton Thompson  
Nation's long-run hit! Story of Lucas Marsh, who gave everything to become a doctor; Kristina, the girl he so strangely married; and the beautiful woman who shook his innermost soul! 700 exciting pages. Pub. ed. \$4.75



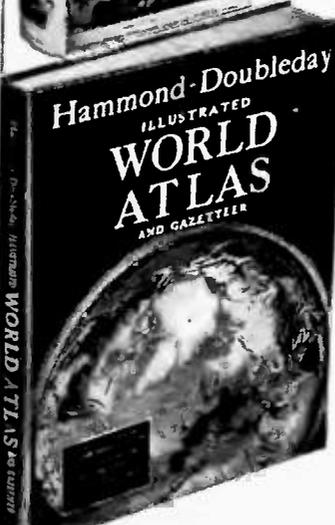
**OUTLINE OF HISTORY—H. G. Wells**  
New enlarged 2-volume edition, 1,312 pages. The whole dramatic story of mankind from the earliest times to our own years. 200 illustrations. One of the most acclaimed works of the century. Originally published in one volume at \$5.00. This 2-volume set counts as one book.



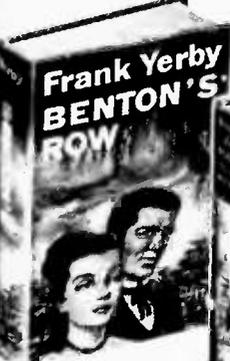
**LOVE IS ETERNAL**  
Irving Stone  
No. 1 hit for many months! The love story of Mary Todd, daughter of society, who married the one man considered most unsuitable for her—Abe Lincoln! 448 pages. Pub. \$3.95



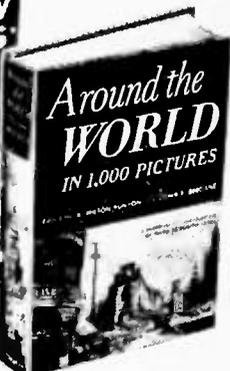
**THORNDIKE-BARNHART DICTIONARY**  
1955 edition! 80,000 entries, 700 pictures, 10,000 explanatory phrases, 5,000 synonyms and antonyms, hundreds of notes on correct usage, word origins, etc. 896 pages. Pub. \$2.95



**GONE WITH THE WIND**  
Margaret Mitchell  
Greatest best-seller of the century in a new edition. The love story of Scarlett O'Hara and Rhett Butler against a spectacular historical background. Pub. \$2.95



**BENTON'S ROW**  
Frank Yerby  
From the day outlaw Tom Benton meets honey-blond Sarah Tyler in the doorway of a lonely cabin, this roaring new tale of love and violence in the Louisiana bayous sweeps along in top Yerby style! Pub. edition \$3.50



**AROUND THE WORLD IN 1,000 PICTURES**  
Visit strange ports and enchanting cities, Rome, Paris, Bali, Hong Kong, and many more! See all the wonders of 83 fabulous lands in 1,000 photos with exciting text. Pub. orig. ed. \$7.50

**AN OPPORTUNITY YOU MUSTN'T MISS!**

CHOOSE any 3 books on this page for only \$1 when you join the Dollar Book Club. This big introductory offer is made to demonstrate the wonderful values you enjoy as a member.

**Save up to 75% on New Books**  
(compared with prices of pub. editions)

Imagine—the same new books costing up to \$3.95 in publishers' editions come to Club members for only \$1 each! The biggest hits by top authors like Frank Yerby, Daphne du Maurier, Thomas B. Costain, A. J. Cronin and many others, have come to members at this low \$1 price. Occasionally, extra-value selections at \$1.49 are offered. All are new, full-size, hard-bound books.

In addition, the Club frequently offers other very desirable books... useful homemaking volumes... beautiful deluxe books, books of cultural value...

all at special Club prices which save you up to 75%! But you take only the books you want—and you do not have to take one every month. You may take as few as six selections a year!

**Mail Coupon—Send No Money**

Receive any 3 books you choose from this page for only \$1, plus a small shipping charge. Two books are your gift for joining, and one is your first selection. Thereafter, you will receive regularly the Club's *Bulletin*, which describes the forthcoming selections and other book bargains for members only.

If not delighted with your introductory Three-Book bargain package—return all books and membership will be cancelled. Mail coupon now. Doubleday Dollar Book Club, Garden City, N. Y.

**MAIL THIS COUPON**

Doubleday Dollar Book Club, Dept. 8TSG, Garden City, New York  
Please enroll me as a Dollar Book Club member. Send me at once as my gift books and first selection the 3 books checked below—and bill me ONLY \$1 FOR ALL 3, plus a small shipping charge.

- Around the World in 1,000 Pictures
- Benton's Row
- Gone With the Wind
- Hammond-Doubleday World Atlas
- Love Is Eternal
- Not As A Stranger
- Outline of History (set)
- Soldier of Fortune
- Thorndike-Barnhart Dictionary

Also send my first issue of *The Bulletin*, telling me about the new forthcoming one-dollar book selections and other bargains for members. I may notify you in advance if I do not wish the following month's selections. I do not have to accept a book every month—only six a year. I pay nothing except \$1 for each selection I accept, plus a small shipping charge (unless I choose an extra-value selection).

**NO-RISK GUARANTEE:** If not delighted return all books in 7 days and membership will be cancelled.

Mr. \_\_\_\_\_  
Mrs. \_\_\_\_\_  
Miss \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
& Zone \_\_\_\_\_ State \_\_\_\_\_  
In Canada, selection price \$1.10 plus shipping; address Doubleday Book Club, 105 Bond St., Toronto 2. Offer good in U. S. & Canada only.

# information booth

## Crew-Cut Comedy

*Would you give me some information on Gene Rayburn, the announcer on NBC-TV's Tonight?*

*B.L.S., North Truro, Mass.*

Gene Rayburn, *Tonight's* six-foot-one announcer and buffoon, was bitten by the theatrical bug while still in grammar school in Chicago. As he recalls, "I was bitten so hard that when I first went on stage I couldn't say my lines." When Gene got his voice back, he was cast as George Washington, but in place of the scheduled stirring speech, he began "Lizzie Borden took an ax, gave her mother forty whacks." . . . After graduation from Knox College, in Galesburg, Illinois, Gene pounded the New York pavements, finally landed a job as a page boy and enrolled in announcers' school. He worked for Station WGNV in the Hudson Valley, then for stations in Baltimore and Philadelphia. In 1942, he joined Station WNEW in New York, then left for three years in the Air Force where he claims he made the world's distance record for holding the rank of second lieutenant. Back at WNEW, after the war, he did a morning radio show with Jack Lescoulie, then formed the hilarious team of Rayburn and Finch, which entertained New Yorkers for six years and, for a short while, had the whole country laughing with their night-time network show. When the team disbanded in 1952, Gene went on to star on several of his own shows and to appear also on *The Name's The Same*, before taking his stand on *Tonight*. . . . Gene is married to Helen Tichnor, a model who has been a personality in her own right on a number of Gene's shows. They live in a Dutch colonial home in suburban Mamaroneck, New York, and have a twelve-year-



*Bea Benaderet*

old daughter, Lynn. Gene still likes to fly, spends his vacations on Nantucket. Remembering his own early hard-times, he has established a scholarship at Columbia University for career-minded page boys.

## Mystery Lady

*With the closing of Jimmy Durante's TV program, he always says, "Good night, Mrs. Calabash, wherever you are!" Can you tell me who she is?*

*A.B., Coopers Mills, Me.*

Sorry, but Jimmy isn't telling about who Mrs. Calabash is. His answer to all questions about her is to grin and say: "Everybody is entitled to his secrets. This is mine!"

## Next-Door Neighbor

*Would you tell me something about the woman who plays Blanche Morton, Gracie's neighbor on CBS-TV's Burns And Allen Show?* *D.F., Birmingham, Ala.*

Gracie's feminine foil is played by Bea Benaderet, who had her first fling at television on the *Burns And Allen Show*. But her long-time radio career on such shows as *My Friend Irma*, *Adventures Of Ozzie And Harriet*, *The Great Gildersleeve* and *Fibber McGee And Molly* has made her voice familiar to most Americans. . . . Born in New York of Spanish-Irish ancestry, Bea studied voice and piano from the time she was knee-high to a piano bench. She participated in school dramatics, then studied at the Reginald Travis School of Acting. Next came stock companies, little-theater work and her first radio job at San Francisco's KFRC as actress, singer, writer, producer, announcer—"really a

maid of all work," she recalls. She tried Hollywood and network radio in 1936, got her first big breaks with Orson Welles and Jack Benny.

## A Good Start

*Would you tell us a little about Kort Falkenberg, who plays Ma Perkins' son Joe in the CBS Radio serial?*

*H.B., Niagara Falls, N. Y.*

Now that he's established as Joe Perkins, Kort Falkenberg claims that his acting career was launched during his first year of school, when his classmates applauded his debut as a song-and-dance man. But he was a senior in high school before he decided to capitalize on his dramatic talent. Meanwhile, he had learned photography at his father's studio, won awards for his work in fabric design and been active in a local church drama club. A few years were filled with summer stock, and off-Broadway experimental productions. To add to his meager stage earnings, Kort worked as a stock-exchange clerk, an usher, a mailman and a museum lecturer, and continued to study on a scholarship at the New School of Social Research. Then Uncle Sam made him an Entertainment Specialist, giving him a chance to do a national radio show every week before shipping him to the Pacific to organize, direct and perform in GI productions. When he was discharged, Kort enrolled in the American Theater Wing Professional Training Program. Soon his age and dialect characterizations began to be heard on such shows as *Gangbusters*, *Crime Photographer* and *City Hospital*. Kort is married to Gerry Lock, an actress. They have a two-and-a-half-year-old son and live in Manhattan. (Continued on page 10)



*Gene Rayburn*



*Kort Falkenberg*

Now—be a Pin-up Girl with the Pin-up Curl!

**PIN-IT**

## WONDERFUL NEW EASY-TO-DO PIN-CURL PERMANENT

**NEW!** For today's softer hair styles...  
gives that picture-pretty look!

**NEW!** No ammonia odor!

**NEW!** Exclusive hair styles in every kit!

In hairdos, today's look is the soft look, and Procter & Gamble's wonderful new pin-curl home permanent is especially designed to give it to you. A PIN-IT wave is soft and lovely as a pin-curl set, *never* tight and kinky. PIN-IT is so *wonderfully* different. You can tell the minute you open the bottle. It contains absolutely no ammonia. It's *easy* on your hair, too, so you can use it more often. And PIN-IT is *far* easier to use. Just put your hair up in pin curls and apply PIN-IT'S Waving Lotion. Later, rinse and let dry. With self-neutralizing PIN-IT, no resetting is needed. You get a permanent and a set in one step. For a wave that looks soft and lovely from the very first day and lasts weeks and weeks—try PIN-IT!



\$1.50  
plus tax

**PIN-IT**

BY PROCTER & GAMBLE for the curl of your dreams



... look for it in the smart gold-foil package



Are you  
in the  
know?

When invited to a formal tea, should you —

- Be punctual       Go formal       Talk about people

Sooner or later comes the bid to your first formal tea. Must you dress formally? Stay the full two hours? What should you say to the V.I.P.s you meet? Answers: Wear your best *daytime* outfit. Arrive and leave when you like. As for the Very Important People:

a word from you about their interests and your what-to-say worries are *phf-f-ft!* No problems! That goes for calendar worries, as well — with Kotex\* to keep you comfortable. For Kotex gives softness that *holds its shape*. Doesn't chafe! Made to *stay soft!*



Do you think the lady in the limelight is —

- Devastating     Obnoxious     Dramatics coach

Her captive audience — *they've had it!* But Cora the Cube "must" act out the merest trivia she tells. Overworked gestures mar your word power, your poise. Practice describing a spiral, a dance step, a circle without demonstration. Poise on "those" days, too, is a matter of being self-confident. So, you choose Kotex — assured no revealing outlines show, thanks to *flat pressed ends*.



Which gives your sports outfit a new "ladylike" look?

- Bermuda shorts     Bermuda skirt     Ruffles

If you like shorts, but find they *de-flatter* your figure — the Bermuda walking skirt is for you. It's the feminine, flattering version of Bermuda shorts; but newer, smarter! On certain days, why not be smart about getting the right-for-you size of Kotex? Try all 3: Regular, Junior, Super; each gives the *complete absorbency* you need. See which suits you exactly.

**More women choose KOTEX than all other sanitary napkins**

Have you tried new Delsey? It's the 2-ply toilet tissue with Kleenex\* softness. Only Delsey is clean-cut to tear evenly. It ends waste — saves money — because it can't shred like ordinary toilet tissues. And Delsey\* comes in your favorite towel colors: pink, yellow, blue and green, as well as white. Be thrifty — buy quality — buy Delsey.



\*T. M. REG. U. S. PAT. OFF.

## information booth

(Continued from page 8)



Steve Gethers

### Actor-Author

*I would like to know something about Steve Gethers, who is Hal Craig in Love Of Life on CBS-TV. E.P., Monessen, Pa.*

Handsome Steve Gethers can work both sides of a script. As a player, he's night-club operator Hal Craig in *Love Of Life*. As a playwright, he's been represented on TV with "Baseball Blues" on *U. S. Steel Hour* and "Departure" on *Kraft*. . . . The versatile Mr. Gethers was born June 8, 1922, studied at the University of Iowa and the American Academy of Dramatic Arts. He toured the country in "Joan of Lorraine," with Sylvia Sydney, and in "Open House." During the war, he served with the field artillery in the Pacific. Steve has eight years of radio work behind him and has been seen on such dramatic TV programs as *Lux TV Theater*, *Robert Montgomery Presents* and *Suspense*. He lives in Manhattan with his wife Julia and sons Eric, 8, and Peter, 2.

### Calling All Fans

The following clubs invite new members. If you are interested in joining, write to the address given — *not* TV RADIO MIRROR.

*Peggy King Fan Club, c/o Pat Brust, 319 Good St., Jeannette, Pa.*

*John Cameron Swayze Fan Club, c/o Pearl Weber, P. O. Box 85, Hurley, N.Y.*

*Joan Alexander Fan Club, c/o Hal Howard, 5303 Wriley Rd., Westhaven, Md.*

*Marion Marlowe Fan Club, c/o Helen D'Avolio, P. O. Box 107, East Boston, Mass.*

**FOR YOUR INFORMATION** — *If there's something you want to know about radio and television, write to Information Booth, TV RADIO MIRROR, 205 East 42nd St., New York 17, N. Y. We'll answer, if we can, provided your question is of general interest. Answers will appear in this column — but be sure to attach this box to your letter, and specify whether your question concerns radio or TV.*



# STEVE ALLEN'S TURNTABLE

**H**ERE I am in Hollywood, the land of sunshine and movie stars, and I must say it's fun to be "home" again, back where I started. We're just beginning production on "The Benny Goodman Story," but I brought my trusty turntable along. We've got everything from bounce to ballad this month, so let's lend an ear.

Gary Crosby's baritone seems to get better with each new record he makes. He sings right out on his latest, "Ayuh, Ayuh," a jump novelty which he introduced on Ed Sullivan's *Toast Of The Town* TV show. Gary backs it up with the swing "Mississippi Pecan Pie." Buddy Bregman's orchestra and The Cheer Leaders vocal group supply the backgrounds. (Decca)

Leave it to Jackie Gleason to do the unusual, especially with his recordings. Now he has come up with an album called "Lonesome Echo," an instrumental set of sixteen great old tunes, such things as "There Must Be a Way," "Deep Purple," "Come Rain or Come Shine," "Speak Low," and "Dancing on the Ceiling." The orchestrations are the most unusual, and feature cellos, guitars, marimbas, and twenty-count 'em—twenty mandolins! It all adds up to a terrific sound and a terrific album. Salvador Dali, the famous surrealist artist, did the colorful cover, and you'll have to admit that Dali and Gleason are some combination! (Capitol)

Decca has waxed the whole score of the new Broadway musical, "Seventh Heaven," with the original cast, which co-stars Gloria DeHaven and Ricardo Montalban, and they've also etched several single records of the top tunes from the show. Gloria has a platter of "If It's a Dream," and "Where Is That Someone for Me?," both pretty ballads. Kitty Kallen has also done "If It's a Dream," coupled with another ballad, not from the show, "Forgive Me." "Blessings" is done by Marian Caruso, Decca's young Philadelphia discovery, and Sammy Davis, Jr. croons "A Man with a Dream."

Eydie Gorme and Steve Lawrence, the vocal kids on my *Tonight* TV show, have done up a cute duet called "Knickerbocker Mambo," inspired by our lager sponsor, "Old Father Knickerbocker." It's a cute tune, with kind of a crazy, mixed-up lyric. On the backing, Eydie solos on a lovely ballad, "Give a Fool a Chance." Dick Jacobs' orchestra on both. (Coral)

Davy Crockett is still with us, and a fine lad he is. "Be Sure You're Right" (Davy's motto) has been recorded by Burl Ives, and the song lends itself well to Burl's familiar folk style. On the reverse Burl sings all about "Old Betsy" (Davy Crockett's gun). The Ray Charles male chorus helps out with the lyrics. (Decca)

"Old Betsy" gets the Steve Allen treatment, too. But we lost our mind on the other side with something called "The Goo

Goo Song," and the idea for this one came from those little Goo Goo dolls you may have seen on my TV show. We had a lot of fun recording the thing, especially with the sound effects of the Goo Goo squeak, etc. Dick Jacobs conducted the orchestra and chorus. (Coral)

Billy Eckstine comes forward with two new ballads, and does a terrific job on both. On the first, "Careless Lips," he gives out with the sultry treatment in tango tempo, with vocal assistance by The Pied Pipers. The second is "A Man Doesn't Know," one of the loveliest songs from the Broadway musical, "Damn Yankees." Lou Bring's orchestra. (M-G-M)

"The Best of Fred Astaire" is the title of a new album by the famous song-and-dance man. The album has twelve sides, all re-issues of the tunes and numbers associated with Astaire during his long movie career. Included are such remembered songs as "Cheek to Cheek," "A Fine Romance," and "Dig It," and Fred tap-dances on some of the sides. This album will be a must for Astaire fans. (Epic)

Movie star Jeff Chandler made his debut on records a few months ago, and now he has added songwriting to his accomplishments. Jeff wrote a ballad, "Fox Fire"—which, incidentally, is the title of his new Universal-International picture—and he has chosen the tune, natch, for his latest release. "Shanermaidel"—which means "beautiful girl" in Yiddish—also receives the Chandler ballad delivery, with the help of The Rhythmaires vocal group. Sonny Burke conducts both sides. Nice goin', Jeff. (Coral)

Ray Anthony has a fine new instrumental record, "Mmmm Mamie" and "Learnin' the Blues." "Mamie" is an Anthony composition, in honor of Ray's movie starlet pal, Mamie Van Doren. There are tip-top Anthony trumpet solos on both, especially on the "Blues" side. This record is good for dancing—or just plain listening, as you wish. (Capitol)

"Pete Kelly's Blues"—with a narrative by Jack Webb—is the name of a new album put together by the *Dragnet* boy. It's a collection of standards played by a small jazz band, done up in the style of the Roaring Twenties. You'll hear such oldies as "Breezing Along with the Breeze," "Somebody Loves Me," "Bye, Bye Blackbird," "Sugar," and "What Can I say, Dear, After I Say I'm Sorry?" and others. Webb introduces the tunes, with some short patter about each. "Pete Kelly's Blues," incidentally, is also the title of Jack's forthcoming movie for Warner Brothers, and many of the album tunes are also in the picture. (Victor)

Julius La Rosa has recorded a new Italian rhythm novelty, "Mama Rosa," which could ring the bell for him the way "Eh Cumpari" did. Julie sings part of the side

in Italian, and there's also a friscalettu solo for good measure. That's Italian for piccolo, they tell me. On the backing the La Rosa baritone is heard on a pretty ballad, "Domani"—which means tomorrow—and it's all in English. Accompaniment is by Archie Bleyer's orchestra. (Cadence)

Sister teams have really come into their own this past year, and now look—my wife and my sister-in-law have joined the parade. Jayne and Audrey Meadows have cut their first record together, hooray, hooray. The gals sing out in gay style on a couple of new novelties, "Hot Potato Mambo" and "Japanese Rhumba," with Hugo Winterhalter's orchestra on the Victor label. Now I won't be in trouble with the family for not mentioning their wax debut! (All kidding aside, it's a cute record.)

The Cowboy Church Sunday School has recorded two semi-religious songs, "Go On By" and "The Little Black Sheep," both written by Stuart Hamblen. The children's chorus, well-known in California, uses only an organ accompaniment. Their first record of "Open up Your Heart" sold almost a million copies, and this, their second release, may do just as well. (Coral)

The "X" Label has signed a new instrumental group, The Back Bay Boys, and an amusing group they are. For their first two sides the lads play—and look out for these titles—"Rondo Chi Wutsi" and "Yogi Amo." The end result is sort of a cross between barrelhouse and razz-a-ma-tazz.

Well, that about wraps it up for now, but I'll be coming at you from Hollywood again next month. See you then.



The Benny Goodman Story: The master and myself "on a toot" for my film role.



*Dynamic Jim DeLine daily leads his "Gang" through three merry shows which keep WSYR listeners and viewers asking for "More!"*

## Master Cut-up



Comedian Nancy Walker, guest "fiddler," amuses some of the DeLine Gang: Ken Drumm, Norman Coleman, Carl Mano, Jim and Myron Levee.

**W**ITH a twinkle in his eye and an ear-to-ear grin, Jim DeLine provides Syracuse's Station WSYR audiences with some of the best fun and music to be found anywhere in the Lake Ontario region. Starting at 9:15 A.M. daily, the *Jim DeLine Gang* breezes through a fun-filled hour on WSYR Radio. Next, the Gang hops over to WSYR-TV studios to present their noontime show. At 12:45, they all race back to the radio studio for their third merry show of the day at 1 P.M. . . . A typical DeLine show—if any can be called typical—finds Jim kidding with members of the band

or with vocalists Patti Hammond, Dick Workman and Fran Walsh. Interspersed with the songs and witty bantering, are interviews with guest stars. Jim's favorite guest is Pat O'Brien, "the only man the Gang hasn't been able to talk down!" Himself a master ad-libber, Jim has coached the other show members in delivering fast comebacks. The results have always met with unanimous audience approval. . . . No "Jimmy-come-lately" to the entertainment field, the dynamic DeLine gained his initial radio experience as a student at Syracuse University. After graduation, Jim says his first attempts to break into radio were "completely unsuccessful. I made many auditions—but never made the grade." Finally, however, he did get a job at WMBO in Auburn. Four months later, he had moved to WFBL in Syracuse, where the original DeLine Gang was born. Then, in 1951, the whole Gang moved to WSYR where they have been making merry ever since. . . . "I love the show and my work," says Jim, recalling that, through his work, he met his wife Geri. This occurred when Jim was conducting an interview show at a Syracuse restaurant where Geri was a hostess. A very successful marriage resulted, and today the DeLines' new split-level home in Bellewood houses four vigorous offspring: Jim, Jr., 13; Linda, 8; Charles, 5; and Dickie, 1. An avid, in-the-90's golfer, Jim also likes to fish, but never does too well. His children, Jim says, "have mixed emotions about my work. However, I have overheard them brag that their dad has the best show on the air. I try never to correct them on this point!" . . . Jim receives much mail from his audience—which extends into Canada—praising him for his "clean, wholesome program, ideal for children and adults." And they all agree that the humor and good fellowship which typifies the *Jim DeLine Gang* is the perfect daily dose to happily "cure whatever ails you."



The DeLine family (minus Jim, Jr. and Linda): Jim and Geri with Dickie and Charles, who is called "Chipper."

# NOW! SOFT, GLOWING HAIR IN 20 SECONDS!

*"Liven-up" your hair with this Amazing Non-oily Hairdressing!*

Now it's so easy to have soft, perfectly-groomed, glowing hair . . . instantly . . . always! Just a few drops of miraculous new SUAVE daily makes hair obey, tames wispy ends, stubborn strands. Yet leaves it soft, natural looking . . . adds satiny glow, not oily shine . . . relieves and prevents dryness and brittleness. Get New Improved SUAVE, with Helene Curtis' amazing new "beauty find" —greaseless lanolin!



**GIVES HAIR HEALTHY-LOOKING GLOW—NOT OILY SHINE!**

SUAVE makes hair sparkly as it *should* be—twinkling with new highlights! No oily look—ever! And *never* any oily feel.



**HAIR DRY, BRITTLE, ABUSED? NOTHING WORKS LIKE SUAVE!**

SUAVE solves hair woes—brings back softness, luster to dry, parched, frizzy hair instantly. *Protects* your hair!



**EVEN AFTER HOURS IN THE SUN—KEEP YOUR HAIR SILKEN, SUN-SAFE!**

You don't have to let the sun dry or parch the natural beauty of your hair. Just a few magic drops of SUAVE daily not only protects your hair —it actually recaptures lost sun-damaged beauty! Relieves frizz and dryness. Keeps hair soft, silken —radiant as the sun itself! Get SUAVE today!



**MAKES ANY HAIR STYLE EASY TO ARRANGE! PROTECTS ITS CHARM!**

No matter which of the new summer hair styles you choose —artfully casual yet neat . . . formal "sculptured" hairdo . . . or the new "loose classic" styles—SUAVE makes your hair *eager* to form into the hairdo you want . . . *happy* to shape into deep rippling waves.



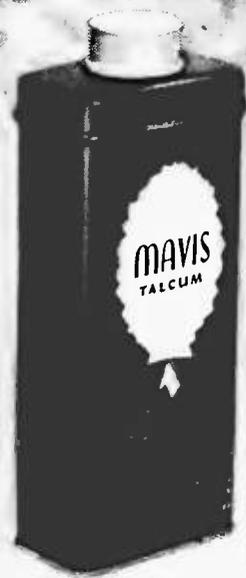
HELENE CURTIS  
**Suave**

**HAIRDRESSING & CONDITIONER**

59¢ and \$1 (plus tax)

**NEW! With amazing greaseless lanolin**

*Stay as Sweet as you are*

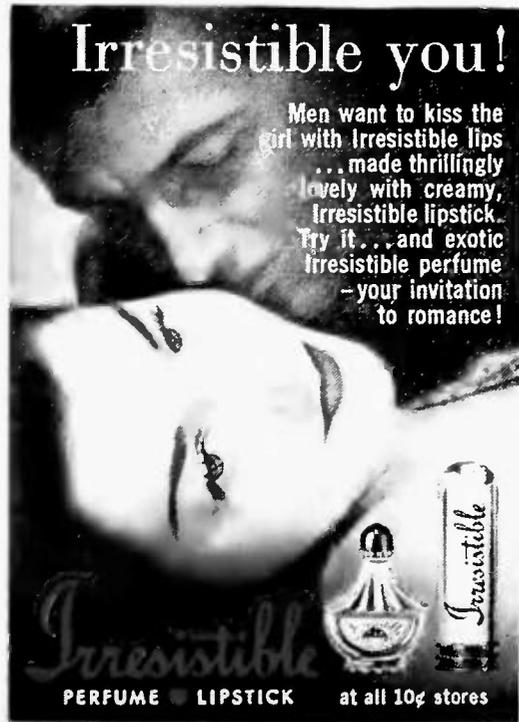


Only Mavis keeps you flower-fragrant, flower-fresh, alluringly feminine all over. This velvety imported talc, exquisitely perfumed, insures your daintiness... absorbs moisture, helps prevent chafing. With Mavis you are always your loveliest self... in 29¢-43¢ and 59¢ sizes at all toiletry counters.

**MAVIS**  
TALCUM

**Irresistible you!**

Men want to kiss the girl with Irresistible lips... made thrillingly lovely with creamy, Irresistible lipstick. Try it... and exotic Irresistible perfume - your invitation to romance!



IRRESISTIBLE PERFUME • LIPSTICK at all 10¢ stores

## New Patterns for You



9238  
SIZES  
12-20  
30-42



9066  
SIZES  
14½-24½



9249 SIZES 14½-24½

9238—Easy to sew—jiffy to iron. This is the dress you'll reach for most often. Misses' Sizes 12-20; 30-42. Size 16 takes 4 yards 35-inch fabric. 35¢

9066—Half-sizes: Three ways you can wear this style—as apron, sport jerkin, or terrycloth beachcoat. Cut to fit the shorter, fuller figure. Half Sizes 14½-24½. Size 16½ takes 2⅛ yards 35-inch fabric. 35¢

9249—Designed to slenderize—the paneled hipline makes you look inches slimmer. Half Sizes 14½-24½. Size 16½ takes 4¾ yards 39-inch fabric. 35¢

Send thirty-five cents (in coins) for each pattern to: TV RADIO MIRROR, Pattern Department, P. O. Box 137, Old Chelsea Station, New York 11, N. Y. Add five cents for each pattern for first-class mailing.

# NOW! Heavenly Comfort!

## ALL DAY LONG...FOR EVERY SUMMER ACTIVITY



# NEW PLAYTEX *living* BRA<sup>®</sup>\*

At last, a bra so beautifully designed that it gives heavenly comfort and a gloriously youthful look to all sizes... A to D cups!



The bias-cut elastic side panels self-adjust to your every motion . . . give you complete comfort and a gloriously youthful look at all times.

**Elastic and Nylon!** It's "custom-contoured" of elastic and nylon to give perfect fit and comfort . . . no matter what size or in-between size you are! Sculptured nylon cups lift and lure, round and raise excitingly! Snowy white, wonderfully washable—without ironing. At department stores and better specialty shops everywhere.



A, B or C Cups  
32 to 40 **\$3.95**  
D Cups 32 to 42  
**\$4.95**



# Girl on the Go

Each day is a challenge and an inspiration for Paula Carr and her Ohio-West Virginia friends



Paula interviews radio veteran Sandy Guyer of WMOA.

**N**EW YORK doesn't have all the commuters," grins Paula Marie Carr, who conducts five programs on three different stations. She's thinking of the time the tape recordings for her Marietta, Ohio, programs were accidentally thrown away and she had to rise at dawn, race to Marietta to remake them, then speed back to Parkersburg, West Virginia, in time for a nine o'clock broadcast. "My schedule," she says, "is every bit as hectic as the one I used to have in Manhattan, where the cabs used to wait at the studio door to get me across town to another one—except that I'm now my own cab driver!" . . . Paula's current weekday schedule in-

cludes *Meet Me At Millie's*, on Station WCEF at 9 A.M.; *Just Between Us*, on Station WMOA at 9:30 A.M.; *Over The Back Fence*, Station WCEF at 10:30 A.M.; *Five Till Noon*, Station WPAR at 11:55 A.M.; and *From The Scrapbook*, Station WCEF at 3:45 P.M. . . . Always poised and good-humored, Paula can laugh even about the time, last March, when the Ohio River went on the rampage, flooding her hotel-basement studio in Marietta. The flood chased the station up to the second floor, but by the time all the equipment had been installed in the temporary broadcasting quarters, there was no room for Paula. Her program came from out in the hallway. "I thought I'd have to do that one by boat," she recalls. . . . Born in McConnelsville, Ohio, Paula has lived with her family in the same little white house in Parkersburg since she was six years old. As a child, she produced plays in the family garage, but, at Parkersburg High School and Marietta College, she intended acting as a hobby, teaching as a career. Then two school vacations in summer stock changed her mind and, after graduation, Paula went to work for Station WPAR. . . . Although all her present programs—except *Just Between Us*—are done "live," Paula still finds time to act as president and executive director of the Wood County United Cerebral Palsy Fund. She relaxes by collecting poems and inspirational bits for her fourteen scrapbooks. "If there were ever a fire," Paula laughs, "I'd save the scrapbooks first." When there's time, she also enjoys riding and golf. . . . Every day, to Paula, is a happy one, "just living and having my friends, my listeners and my family. I'm a very lucky person." And, she adds, "Each day is a challenge and an inspiration. That's not very dramatic, I know, but it's the way I feel." Letters and phone calls from her many listeners in Ohio and West Virginia—and four little Parkersburg girls named after her—clearly show how everyone feels about talented and personable Paula Carr.



Coffee with her dad, a teacher, and mam, a dramatic reader, is a welcome break. Both always backed Paula's career.

Wonderful New Super-Lather\* Shampoo!

# OUT-SHINES OTHER SHAMPOOS, SHOWS HAIR'S HIDDEN BEAUTY



Highlights Are "Love-Lights"! Poise, charm—and romance—belong to the woman whose hair shimmers with dancing highlights. And how can you have this sparkle on every date? By using amazing new double-rich Helene Curtis Lanolin Lotion Shampoo! Try it and see!



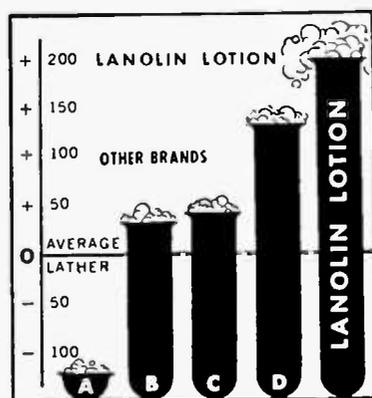
Leave It To The Ladies . . . At parties, club meetings, over the fence . . . the word gets around: "Something new and wonderful is here!" Especially when it "does things" for your hair, the news spreads fast. So it's no wonder thousands are switching to "out-shining" Helene Curtis Lanolin Lotion Shampoo!

**"Lanolin-Lively" Foam . . .  
Oceans Of It . . . Leaves Hair  
Gleaming, Obedient, Lovely!**

Only the genius of Helene Curtis could produce such an amazing shampoo as Lanolin Lotion . . . a shampoo that brings such glimmering, shimmering radiance to your hair!

The secret lies in the lanolin-rich lather of Lanolin Lotion Shampoo. You've never seen such oceans of rich, velvety suds . . . suds which are actually twice as rich in lanolin!

**\*PROOF IT OUT-LATHERS  
OTHER BRANDS**



Helene Curtis Lanolin Lotion Shampoo out-lathers four other brands given the Cylinder-Foam test.

And what this does to your hair is amazing to see! Suddenly any hair—even problem hair that's had its beauty oils dried or bleached away—captures new beauty, new polish, and a new manageability that makes your waves ripple into place.

Try Helene Curtis Lanolin Lotion Shampoo for a revelation in hair beauty!



**Get Helene Curtis  
Lanolin Lotion Shampoo  
Today!** You'll find that never before has your hair had so much softness, so much beauty! 29¢, 59¢ or \$1.

ASK YOUR  
DOCTOR or DRUGGIST



END THAT  
"Certain Time"  
Odor Problem

with  
"ENNDS"®

Tablets containing Darotol®  
that absorbs odors within  
the body—before they start!

Biologically most women, during certain calendar days, emit a particular odor. This has been so since pre-historic times—and the deodorants and perfumes of civilization have sought to cover it.

Now, however—after many centuries—a substance has been found that absorbs "certain time" odors *within* the body. This substance—Darotol—is found only in "ENNDS" Tablets.

Darotol—one of the most potent essences of chlorophyll ever extracted from plant life—works by entering the blood stream through the digestive system. It is thus carried to all parts of the body—where it removes the odor from certain organic compounds before they are excreted through the pores as perspiration or as other waste material.

The regular use of "ENNDS", not only ends the worry over "certain time" odor, but also purifies and sweetens the breath—keeping it that way for hours.

For the assurance of personal daintiness every day of the year, no woman should be without "ENNDS". At all Drug counters. Trial size only 49¢. Larger sizes even more economical. "ENNDS" are also available in Canada.

For free booklet, "What You Should Know About a Woman's Problem of Odor Offense" (mailed in plain envelope), write "ENNDS", attention Kathryn Morse, Dept. TS-D, P.O. Box 25, Long Island City 1, New York.



# Daytime Diary

All programs are heard Monday through Friday; consult local papers for time and station.

**BACKSTAGE WIFE** Mary Noble, wife of actor Larry Noble, is almost happy over the trouble actress Elise Shephard is causing for Larry. In an effort to make Larry increasingly dependent on her, Elise is undermining his self-confidence to the point where his career is in danger—and this means that he must turn to Mary for help and strength as he used to do before Elise came into their lives. Will this renew their love? NBC Radio.

**THE BRIGHTER DAY** On the surface, Don Harrick is a talented architect hired to plan the new Youth Center, and Lydia is his charming, devoted sister-in-law. But Reverend Dennis suspects the emotional strain underlying this relationship. Will he be able to help Lydia free herself from the bondage into which Don's selfishness has tied her ever since her husband's death? What happens when editor Max Canfield becomes important to her? CBS-TV and CBS Radio.

**CONCERNING MISS MARLOWE** When actress Maggie Marlowe first met Jim Gavin, she knew he was the kind of man who left his mark on the lives of those in whom he was interested. Money, position, and personal force made it impossible to consider him lightly, and Maggie was a little amused at herself but not too surprised when she fell in love. But the death of Jim's estranged wife—and its aftermath—causes Maggie to review her feelings. NBC-TV.

**THE DOCTOR'S WIFE** Dr. Fred Conrad is a fine assistant, and Dan has no intention of losing him. Even the difficulty that might have arisen from Fred's feeling for Dan's wife Julie seems to have been smoothed away. But as time goes on a curious situation develops—a situation which cannot go unnoticed in a town as small as Stanton. Will Julie be making a mistake if she tries, with her usual efficiency, to handle it herself? NBC Radio.

**FIRST LOVE** Zach James is a hard man to live with and to work with because it is hard for him to live with himself. Only his wife Laurie knows the exacting standards toward which he constantly pushes himself, and the bitter criticism he turns on his own shortcomings. Even when the truth about Petey's death emerges, will Zach forgive himself for the stubborn bad judgment that helped to place him in a false position? NBC-TV.

**THE GREATEST GIFT** As a doctor, Eve knows all too well the difficulties faced by an alcoholic's family—and often the hopelessness of attempting a cure. But when the problem is in her own family it becomes something entirely different. Will Eve be able to evaluate it honestly as she watches her sister Fran struggling and succumbing? If happiness is the only real cure, must she watch Fran give up all hope? NBC-TV.

**THE GUIDING LIGHT** The knowledge that her former husband, Dr. Dick Grant, is alive and apparently well raises an irresistible hope in Kathy's heart—a hope that Dick's friend, Dr. Jim Kelly, tries instinctively to discourage even before he knows about the new friendships and loyalties Dick formed in New York. Is Kathy to know heartbreak again after realizing the depth of her love for Dick? And what about the Bauers' new domestic problem? CBS-TV and CBS Radio.

**HAWKINS FALLS** In the case of Lona and Floyd Corey, familiarity does not breed contempt, for even though every bit of Hawkins Falls is as familiar as the backs of their hands—including its less attractive aspects—neither of them would wish to live anywhere else or find life anywhere else quite so rewarding. Is it possible that not everyone in town feels quite so warmly toward them? NBC-TV.

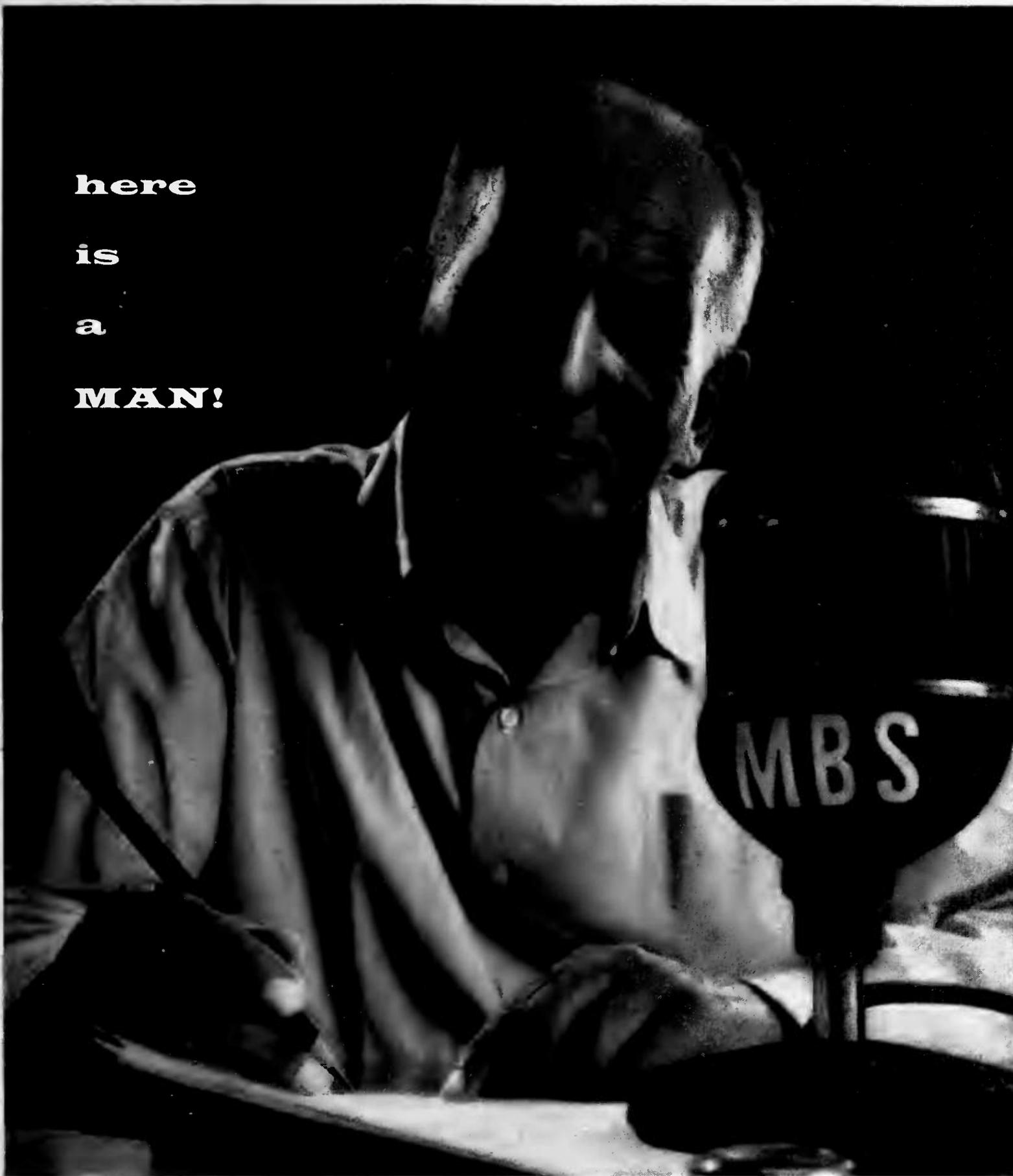
**HILLTOP HOUSE** A pathetic problem in loyalty occupies Julie as Alvin Butler, released from prison, finds he can only clear his name at the expense of his wife's health. Knowing that she cannot stand the shock of learning that her father was the real criminal, Alvin must content himself with regaining the love and faith of his children, who have been Julie's charges at Hilltop. Meanwhile, will Julie's cousin Nina really wreck her marriage? CBS Radio

**THE INNER FLAME** A wife facing the possible break-up of her marriage has a bitter enough problem, and Portia Manning has no illusions about the future even as she stands by Walter during his time of need. But Dorie Lawlor's problem is bad enough, not because she will stand accused as the woman who broke up the Manning home but because—though she will not admit it—her frenzied attraction to Walter has run its course. CBS-TV.

**JOYCE JORDAN, M.D.** Joyce Jordan is a self-reliant career woman—even more, a scientist. Accustomed to clear, logical thinking even about her own emotional problems, she is ready to take in stride all the objections she knows will be raised to her romance with Mike Hill. But has she underestimated her own conniving little sister, Kitty? With Mike's mother as an ally, will Kitty cause far more harm than Joyce ever dreamed? NBC-TV.

**JUST PLAIN BILL** Bill Davidson and his daughter Nancy stand at opposite sides of an important question. Nancy believes everyone should mind his own business, and has pleaded with her father to keep out of trouble by letting his friends solve their own problems. But Bill's deepest belief is that all men must help one another. Despite his love for Nancy and her family, he refuses to turn a deaf ear to any friend in trouble. Will he regret it one day? NBC Radio (Continued on page 24)

**here  
is  
a  
MAN!**



Yes, here is a man and probably one of the greatest in modern American radio — GABRIEL HEATTER. Monday through Friday his deep, understanding and accurate appraisal of events of the world in which we live and the people with whom we live, is brought into millions of homes throughout the United States.

Hear Gabriel Heatter on any of hundreds of easy-to-dial stations of the MUTUAL Network, the world's largest radio network...the *ONE* network that reaches *ALL* America.

Tune in

## **Gabriel Heatter**

on the MUTUAL Network

Mon. thru Fri.— at:

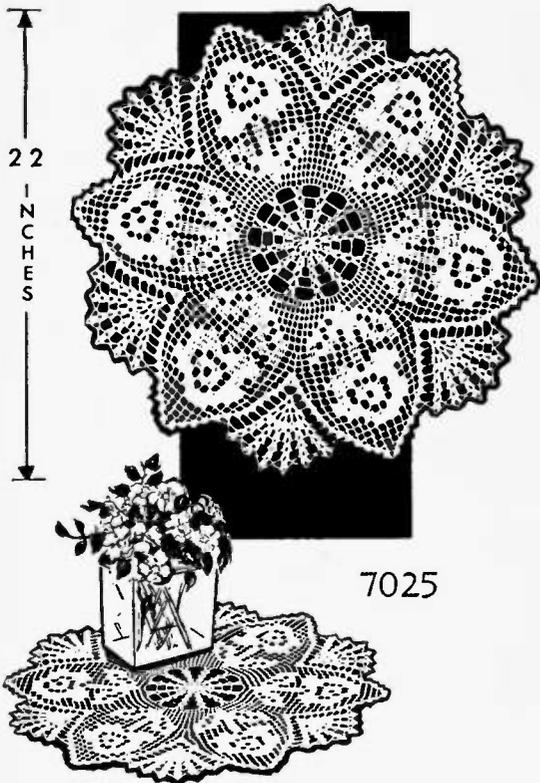
7:30 - 7:45 PM EASTERN TIME

6:30 - 6:45 PM CENTRAL TIME

6:00 - 6:15 PM MOUNTAIN TIME

6:00 - 6:15 PM PACIFIC TIME

# NEW DESIGNS FOR LIVING



7025

7025—Combine dainty filet with regular crochet to make this doily or centerpiece. Use No. 30 mercerized cotton for 22-inch doily; No. 50 for smaller; bedspread cotton for larger. Crochet directions included. 25¢

882—Just two main pattern parts to this gay, cool maternity top. Trim with colorful embroidery. Maternity Misses' Sizes 12-20. Tissue pattern, transfer. *State size.* 25¢



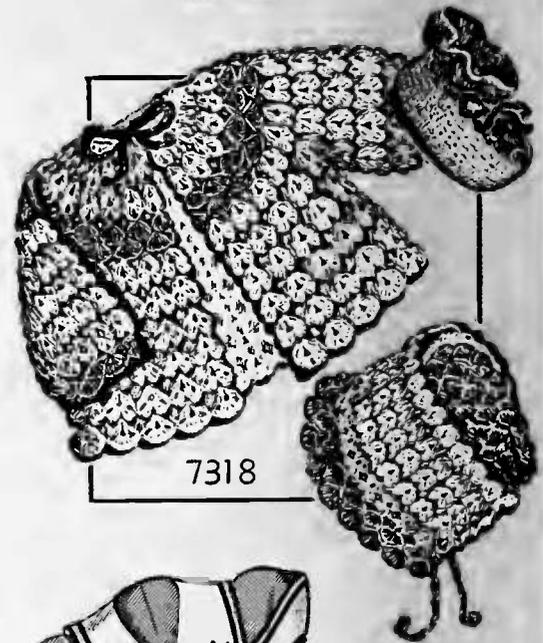
882  
SIZES  
12-20

7360—Rows of pineapples, baby-size at the waist, grow bigger toward the hem. Crochet blouse and skirt of straw or wool yarn. Skirt, Waist Sizes 20-22; 24-26; 28-30. Blouse 32-34; 36-38. All sizes included. 25¢



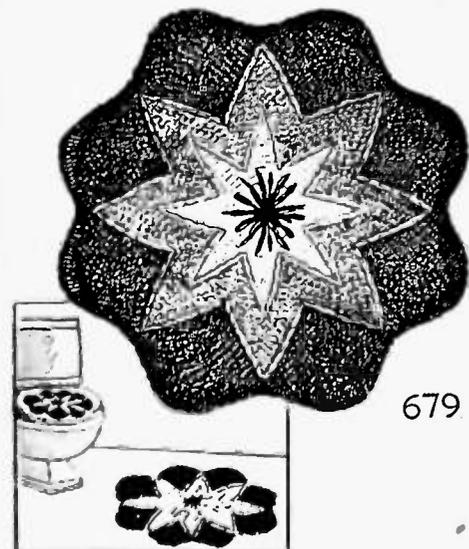
7360

7318—You'll have baby's new booties, cap and jacket finished in a jiffy. Made in open and closed shell-stitches in 3-ply baby yarn. Use white with pastel. Crochet directions included. 25¢



7318

679—Jiffy-crochet this lovely set for your home. Use inexpensive rug cotton to make both bathroom rug and seat cover. Make one for your bedroom, too. 25¢



679

7037—Embroider the Bluebirds of Happiness on kitchen towels, pillowcases, and other linens. So pretty—and easy. Transfer of six embroidery motifs, 4 1/4" x 4 1/2" to 5" x 8 1/2"; sixteen, 2" x 3". 25¢



7037

536—Daughter will be so proud of her new middy dress. Anchor motif is easy to embroider—sew another version without embroidery. Child's Sizes 2,4,6,8,10. Tissue pattern; transfer. *State size.* 25¢



536  
SIZES  
2-10



Send twenty-five cents (in coins) for each pattern to: TV RADIO MIRROR, Needlecraft Service, P.O. Box 137, Old Chelsea Station, New York 11, N. Y. Add five cents for each pattern for first-class mailing. Send an additional 25¢ for Needlecraft Catalog.



WHAT'S  
HAPPENED?

NEW PACKAGE...  
NEW  
EASY-GRIP BOTTLE...  
WONDERFUL NEW  
LOTION SHAMPOO!



Feel what's happened! More lather... gentler  
lather... kinder to your hair and scalp!

## NEW *White Rain*

First thing you'll notice about new, improved White Rain is more lather. Not just *some* more lather, but loads more of the richest, gentlest lather that ever caressed your scalp. Makes you sure wonderful things will happen to your hair... and they do.

And New White Rain improves on *everything* this famous shampoo *was* famous for... like leaving your hair sunshine bright, soft and manageable, fresh as a spring breeze. Because this is an exciting new formula developed especially for *you*...

BY *Toxi* THE PEOPLE WHO KNOW YOUR HAIR BEST!

# WHAT'S NEW FROM COAST TO COAST

(Continued from page 6)

Godfreys over for a coast-to-coast chat.

Also on the CBS Radio schedule is the new *Gary Crosby Show*, starring Bing's boy in his own half-hour every Sunday night. Gary will also continue his vocal spot on *Tennessee Ernie's* Monday-Wednesday-Friday broadcasts, and in the fall is set for several TV guest spots. There's the possibility of his own television show looming in the future, too.

ABC-TV has set a couple of hillbilly hoedowns on their summer schedule, both telecast live from Springfield, Missouri. The *Slim Wilson* musical show will be seen every Tuesday night for an hour, and on Saturday nights *Ozark Jubilee* will go network, also for an hour.

A few changes on the CBS-TV log: *Music '55*, starring Stan Kenton and his orchestra, replaces the *Ray Milland* show on Thursday nights. *Life With Father* is moving to Sundays, replacing *Lassie*, until September 4. On that date CBS-TV hopes to find a permanent time spot for *Father* for the fall season. *Halls Of Ivy* is switching from Tuesday night to Thursday night for the summer, with its fall berth still to be set. Comedian *Sam Levenson* will pinch-hit for *Herb Shriner* on *Two For The Money* Saturday nights, while the Hoosier humorist takes a summer vacation. Shriner will return on September 10. The *U. S. Steel Hour* will be seen every other week, alternating with a new dramatic show, *Front Row Center*. Songstress *Lois Hunt*, of the *Robert Q. Lewis* show, and her husband, writer Morton Hunt, are awaiting a visit from the stork, so Lois has given up television temporarily. *Jane Wilson* has taken her place on the *Robert Q.* programs. You'll remember Jane as the beautiful brunette soprano on the old *Fred Waring* programs.

*The Arthur Murray Party* is back on NBC-TV, on Tuesday nights, at least until September. As usual, the program will star *Katherine Murray*, the vigorous forty-eight-year-old grandmother, who does cartwheels for the cameras.

*Bishop Fulton J. Sheen* will switch from the Du Mont network to ABC-TV this fall and he will present his *Life Is Worth Living* series on radio as well. The actual figures of Bishop Sheen's "salary" have never been officially released, but he is said to have received \$16,000 a week from Du Mont, with a promise of an increase from ABC—all of which, of course, goes directly to charity.



Hit Parader Russell Arms is soon to be a "spectacular" performer.



Butter—400 pounds of it—went into making this cow which was the highlight of Garry Moore's *I've Got A Secret* show when it featured a "country fair" theme.

## This 'n' That:

NBC-TV has signed *Maurice Evans* to produce and direct the *Hallmark Hall Of Fame* series this fall, with the first hour-and-a-half production scheduled to be a musical adaptation of "Alice in Wonderland."

*Marlin Perkins*, of the popular *Zoo Parade* TV show, is taking off for Africa in search of rare creatures for the fall series of the program. When he comes back through customs, Marlin hopes to have such cozy little specimens in his luggage as pangolins and rare snakes.

Congratulations to *Lawrence Spivak* and *Meet The Press* on the tenth anniversary of their news-making panel.

Actor *Gig Young* has been set as the host for the forthcoming *Warner Brothers Presents* television series, which debuts this fall. Young will serve as emcee, and will also be featured in the "Behind the Cameras at Warner Brothers" segment of each show.

Looks like *Imogene Coca* won't have her own half-hour show next season, after her unfortunate experience this year. However, she still has a contract with NBC-TV and the network plans to spot her in selected guest appearances on some of their big shows.

*Susan Strasberg*, the teen-age dramatic television actress, has been signed by Columbia Pictures to play the role of the younger sister, *Millie*, in "Picnic," which will star *William Holden* and *Rosalind Russell*.

Ex-Godfrey singer *Marion Marlowe* has been signed to a record contract by the Cadence label. Marion was formerly under contract to Columbia Records, but asked for and received her release. Cadence also has *Julius La Rosa* and *The Chordettes* on their roster, all former Little Godfreys.

Songstress *Connie Haines* has taken leave of the *Frankie Laine* filmed television show to become a mama, but plans to return to work later on.

*Georgiana Carhart*, the "Grand Dame" of Du Mont's *Life Begins At Eighty* show, recently celebrated her ninetieth birth-

day, and quite a celebration she had. *Georgiana* received congratulatory wires from *Bishop Fulton J. Sheen*, New York's Governor *Averell Harriman*. Even President *Eisenhower* telegraphed her: "Please accept my sincere congratulations upon your birthday. May good health be yours through many more happy years." "Young" *Miss Carhart* is starting her seventh year on television, having joined *Life Begins At Eighty* when she was a "kid" of eighty-four.

## Mulling The Mail:

*Miss H.M.V.*, Cleveland, O.: You might write *Bill Lawrence* at Station WPIX, New York City. . . *Mrs. C.R.*, Ellinwood, Kans.: Yes, *Charlie Applewhite* is married. And *Jan Arden* has been doing club work since she left the *Robert Q. Lewis* shows. *Robert Q.* departed *The Name's The Same* because of the pressure of his other television and radio work. . . *View Street Neighbors*, Oakland, Calif.: *Mary Livingstone* has not retired from show business, but she rarely appears on *Jack Benny's* television shows, unless they're filmed, as live TV makes her too nervous. . . *Miss W.W.*, Parrish, Ala.: For a picture of *Julius La Rosa*, I suggest you write him c/o CBS, 485 Madison Avenue, New York City. . . *Mrs. B.L.*, Ann Arbor, Mich.: *Ding Dong School* now originates in New York instead of Chicago because *Dr. Frances Horwich*, *Miss Frances*, has been given an executive position with NBC, as Supervisor of Children's Programs for the network, and this necessitated her presence in Manhattan. . . *Miss J.L.*, Troy, N.Y., and others who asked about *Gene Rayburn*: Gene has been off the *Tonight* TV show because of a bad bout with hepatitis. He is in the hospital at this writing, but hopes to leave the hospital soon, recuperate at home, and return to work sometime this summer. . . *Mr. M.R.*, Chicago, Ill.: The catchy theme song on *The George Gobel Show*, is an original melody composed by conductor *John Scott Trotter*, and it is titled "Gobelues." . . *Mrs. L.N.McM.*, St. Louis, Mo.: *The*



Four generations of *One Man's Family*: Nancy Lou Harrington; Barbra Fuller; baby Kimberly Smith; and Minetta Ellen.

*Chicago Theater Of The Air* was broadcast steadily for almost fifteen years, and only went off a few weeks ago, following the death of Col. Robert R. McCormick, publisher of the *Chicago Tribune*, who started the program on WGN in Chicago, the station owned by the *Tribune*.

#### What Ever Happened To . . . ?

Jane Harvey, who sang on many television shows a few seasons back, and was also quite active in night-club work? Jane has more or less given up her career since she married Bob Thiele, director of artists and repertoire for Coral Records.

Teddy Wilson, the jazz pianist, who starred on his own radio show over CBS on Saturdays? Teddy's program went off a few weeks ago and he journeyed to Hollywood, where he has just started work at Universal-International, playing himself in "The Benny Goodman Story." He is not set for any radio or television work until the picture is finished.

Harry Prime, former vocalist with Ralph Flannagan's orchestra, who also sang on several network radio shows out of New York City? Harry has recently joined the staff of Station WCAU in Philadelphia and has been singing on local radio shows there.

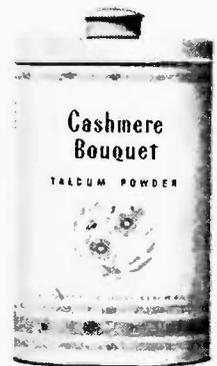
Bob Hawk, one of radio's most popular emcees and quizmasters? Bob seems to have given up all plans for returning to radio or television. At the moment he is living quietly in Santa Barbara, California, where he is a partner in a building and construction company.

If you have a question about one of your favorite people or programs, or wonder what has happened to someone on radio or television, drop me a line, Miss Jill Warren, TV RADIO MIRROR, 205 East 42nd St. New York 17, N. Y., and I'll try my best to find out for you and put the information in the column. Unfortunately, we don't have space to answer all questions, so I try to cover those personalities and shows about whom I receive the most inquiries. Sorry, no personal answers, so kindly do not enclose stamped envelopes or postage, as they cannot be returned.

# How to make your life a bed of roses...

*Relax to the satin feel of flowers  
on your skin, the heady scent  
of flowers in the air... the sheer luxury  
of having every inch of you  
soothed and sweetened with*

**cashmere bouquet**  
*Talcum Powder*



**59¢ 29¢**  
Plus Tax



Replies From Survey Reveal:

# 9 OUT OF 10 NURSES SUGGEST DOUCHING WITH ZONITE FOR FEMININE HYGIENE



## What Greater Assurance Can a Bride-to-be or Married Woman Have

Women who value true married happiness and physical charm know how *essential* a cleansing, antiseptic and deodorizing douche is for intimate feminine cleanliness and after monthly periods.

Douching has become such a part of the modern way of life an additional survey showed that of the married women who replied:

**83.3%** douche after monthly periods.

**86.5%** at other times.

So many women are benefiting by this sanitary practice—why deny yourself? What greater “peace of mind” can a woman have than to know ZONITE is so highly regarded among nurses for the douche?

### ZONITE's Many Advantages

Scientific tests *proved* no other type liquid antiseptic-germicide for the douche of all those tested is so **POWERFULLY EFFECTIVE** yet **SAFE** to body tissues as ZONITE. It's positively non-poisonous, non-irritating. You can use ZONITE as often as needed without the slightest risk of injury. A ZONITE douche immediately washes away odor-causing deposits. It *completely* deodorizes. Leaves you with a sense of well-being and confidence. Inexpensive. Costs only a few pennies per douche. Use as directed.



If any abnormal condition exists, see your doctor.

# Daytime Diary

(Continued from page 18)

**LORENZO JONES** Still suffering from a complete lapse of memory, Lorenzo feels that Belle is a threat to his happiness rather than the wife he once loved so deeply and—Belle believes—would still love if he could regain his memory. Only when Belle is on the verge of giving up and leaving does Lorenzo show any sign of recalling the past, but the vague flicker has never lasted. Is there any hope for Belle? NBC Radio.

**LOVE OF LIFE** Vanessa's miscarriage takes second place in her thoughts as the full truth about Paul's first marriage is finally revealed—the truth Paul hoped she would never have to know. But the knowledge of the miserable fate of the child born to Judith Raven has a strange and unexpected effect on Van—an effect which may change her whole life and keep her marriage from foundering. CBS-TV.

**MA PERKINS** A problem unhappily reminiscent of one that King Solomon solved faces Ma as Gladys and Joe discover their missing baby—in the home of a young couple who innocently hoped to adopt her and have grown to love her. There seems no way of avoiding heart-break, but fate takes a hand. What about the future of the young family so dear to Ma's heart? And what about the new—and unexpected—problem? CBS Radio.

**OUR GAL SUNDAY** The death of Leslie Northurst removes the most serious threat that has ever menaced the happiness of Sunday and Lord Henry, for now Lord Henry's title and estates can no longer be endangered by Leslie's false claim. But Sunday quickly realizes that it has given way to another danger—for Lord Henry had an excellent motive for wanting Leslie out of the way. What happens as suspicion gathers around Henry? CBS Radio.

**PEPPER YOUNG'S FAMILY** While the Youngs search desperately for Peggy's husband Carter, Carter himself is clumsily trying to establish a new life for himself in New York, convinced that if he returns to Elmdale criminal charges against him will disgrace the family. What part will pretty, helpful Noel play in this life? And what of Peggy, who finds Biff Bradley and Dave Wallace taking up more and more of her time? NBC Radio.

**PERRY MASON** Sam Merriweather is a very wealthy, powerful man—and this, Perry knows, explains the strange events that have suddenly begun to upset the smooth efficiency of his organization. Is Sam's secretary Lois really losing her grip? Or is Sam's daughter Eve responsible for the odd things Lois appears to have done? Whatever the plot is, will it succeed before Sam learns that Lois is his real daughter, Eve an impostor? CBS Radio.

**THE RIGHT TO HAPPINESS** Ever since Miles Nelson first embarked on a political career, Annette Thorpe has made herself a powerful force in both his public and private life. Not even Miles himself can remain blind to Annette's unconcealed hatred of Carolyn, but he believes he can retain control of the situation and still avail himself of Annette's considerable influence. But Carolyn knows Miles is deceiving himself. NBC Radio.

**THE ROAD OF LIFE** Dr. Jim Brent continues his attentions to Sibyl Overton Fuller, hoping to unmask her role in Jocelyn's deportation. But Sibyl has deceived herself into believing that Jim really loves her and will divorce Jocelyn. What will happen as Sibyl tries to force the issue and as she herself is subjected to pressure by those who know her secret? And how will Jim react when he learns that Jocelyn, too, has a secret—the child she is to bear him? CBS-TV and CBS Radio.

**THE ROMANCE OF HELEN TRENT** Buoyed up by hope that Gil Whitney's divorce from his wife Cynthia will at last clear the way for his marriage to her, Helen refuses to take seriously the constant pursuit of millionaire Brett Chapman. But Chapman has vowed that he will recapture Helen's interest. Has he found an unwitting ally in Gil's own jealousy—and another in Gil's pretty secretary, Fay Granville? CBS Radio.

**ROSEMARY** Bill's newspaper campaign against the drug-pushing criminals who have been getting to Springdale's youngsters has brought him up against bigger opposition than he realizes. Time after time he and the police find themselves on the verge of success only to have it slip out of their reach. How soon will Bill realize that Ray Calder, considered a friend by Rosemary, has a lot to do with this? CBS Radio.

**SEARCH FOR TOMORROW** Stu Bergman's boss unwittingly turns a hurricane force loose in Henderson when his Southern niece, Melissa, comes up for a visit. Ruthless and determined, Melissa has a single-minded plan to capture a rich husband for herself and the charm, when she cares to turn it on, to make this possible. Will it matter to her that the man she selects is married—or that she may indirectly aid an evil plot? CBS-TV.

**SECOND HUSBAND** Despite her faith in Wayne's love, Diane Lockwood cannot help wondering if her second marriage will turn out to be a mistake. Her two children are still not completely reconciled to accepting Wayne as their father, and Wayne's family have never given up hoping that his cousin, Claire Walcott, would become his wife. Will Claire, with the subtle help of Wayne's mother, manage to cause real trouble in this new marriage? CBS Radio.

**THE SECOND MRS. BURTON** Terry's mother-in-law, the dowager Mrs. Burton, is so determined to run the lives of her children that she seems willing to damage her own interests to keep them from acting independently. In the recent fracas over the paper she and Stan jointly own, she very nearly defrauded herself as she tried to teach Stan a lesson. If she got married—as the family hopes she will—would she really be less of a problem? CBS Radio.

**THE SECRET STORM** Some time ago, after the death of his wife, Peter Ames decided to stay in the town where he had built his life, despite the fact that his sister-in-law's neurotic hatred of him promised little peace for the future. Now that Peter has found a new chance for happiness, would he be wiser to pull out before Pauline ruins not only his future but that of his children? CBS-TV.

**STELLA DALLAS** Lovely Janice Benet had thrown new complications into the already tangled situation involving Stella's daughter Laurel. In an effort to save Laurel's marriage, Stella has encouraged a pretended romance between Janice and Stanley Warrick, whose mother has tried to engineer a divorce between Laurel and Dick Grosvenor. Has Stella only hastened disaster? NBC Radio.

**THIS IS NORA DRAKE** The bitter aftermath of her husband Fred's death is slightly relieved for Nora as she and the police succeed in bringing to justice the criminals responsible for it. But punishing them is another problem—a problem complicated for Nora by a new and puzzling friendship. What part will the attractive young reporter David play in her life—and what strange relationship develops with his sister? CBS Radio.

**VALIANT LADY** Bill Fraser's accident has left him in a peculiar psychological condition—a fear of the outside world that Margot intends to turn to her own advantage by exaggerating. Helen's affectionate effort to help Bill is hampered not only by Margot's wiliness but by her own inability to offer the kind of love Bill really wants from her. Meanwhile, in New York, Diane falls deeper into a web she cannot even understand. CBS-TV.

**WENDY WARREN AND THE NEWS** Busy days as editor of a small-town paper give Wendy the illusion that her life is fully occupied. But she knows all too well that it is an illusion, for the happiness of her marriage to Mark—even though it ended in tragedy—has left her with the knowledge that a career is not enough to fill her life completely. CBS Radio.

**WHEN A GIRL MARRIES** The trumped-up accusation of bribery against which Harry Davis must defend himself has caused Joan to undertake some dangerous activities. Probing for the secrets of the gambling underworld which threatens them, she has made more enemies and some odd friends—and loyalty to these new friends leads Joan to a crisis. Will she have to call on Phil Stanley for help? ABC Radio.

**WOMAN IN MY HOUSE** Now that the Carters are more or less grown-up, there aren't so many of them around the Carter house much of the time. And yet, no matter how far they roam, they keep coming back to the center of the family when there are problems to be solved. Jessie Carter knows that it is now her function to know when to help, how much to help—and when not to help at all. NBC Radio.

**YOUNG DR. MALONE** Marcia Sutton Mason finds herself caught in her own trap as the friendship she invented for Tracey Malone turns out to be the real thing. Will she continue with the plan she and her ambitious husband conceived—the plan that, if successful, will destroy Jerry Malone's position as head of the Dineen Clinic and put Ted in his place? Or will loyalty to Tracey make a startling change in her whole life? CBS Radio.

**YOUNG WIDDER BROWN** Though he knows that he was tricked into marriage with Millicent, Dr. Anthony Loring is at last forced to realize that at the moment there is no legal way of ending that marriage. Faced with the knowledge that he must renounce all hope of a future with Ellen Brown, Anthony becomes strangely ill, and his illness causes an important change in Ellen's life. NBC Radio.

The one—the only—the original  
*Charles Antell*—who put Lanolin  
in the language—makes this  
special offer for beautiful hair!



Super Lanolin Formula 9 puts  
new life in dead-looking hair

Before Charles Antell came on the scene, you hardly heard of the word LANOLIN. Now there are hundreds of products for hair care, all trying to imitate the original.

But now they're all outdated! Old fashioned! Now there's Charles Antell Formula 9 with SUPER-Lanolin, that gives you a clean, healthy scalp and beautiful, lustrous hair. SUPER-Lanolin is actually three times more beneficial to hair and scalp because it retains three times the vital moisture and natural oils healthy hair needs.

To get you to try this new, improved Charles Antell Formula 9, with SUPER-Lanolin, we make the very special offer above. Try it! If you don't like it—your money will be cheerfully refunded!

Remember! There's only one Charles Antell! There's only one SUPER-Lanolin! Beware of imitations!

CHARLES ANTELL, INC., BALTIMORE, MARYLAND

*As Tinker the Toymaker  
and Corny the Clown over  
WABC-TV, genial  
Bob Keeshan proves he's*



Tinker's Work Shop: "Tinker" and his young viewers chat and breakfast together.

## DOUBLY DELIGHTFUL



Time For Fun: Bob is back at noon, as Corny the Clown, with his spaniel, Pudgie, to have lunch with youngsters.

**N**EVER underestimate the wisdom of a child" is a motto quiet-spoken, gentle-mannered Bob Keeshan has lived by with tremendous success. As Tinker the Toymaker on *Tinker's Work Shop*, seen daily over New York's Station WABC-TV from 8 to 9 A.M., and as Corny the Clown on *Time For Fun*, at noon on the same station, Bob is the rage of the junior TV viewing set. Entertainment and instruction keynote both Bob's shows as he deals with everything from good safety and living habits to advice on how to dress, what the weather's like, and why youngsters should not "hide yourself in the refrigerator." And, of course, Bob tells stories, plays records, and features little comedy sketches. Scores of letters of approval and gratitude from children and adults testify constantly that Bob possesses an unusual and invaluable understanding of children. This is backed by nine years of continuous experience with little ones. . . . Bob had his first introduction to show business as an NBC page boy. After time out during the war when he served in the Marines, he returned to NBC, still as a page, and much of his work centered about Bob Smith's office. At the time, Smith had a TV show called *Triple B Ranch*. Later, when *Houdy Doodie* was created, Smith asked Bob to join him as a special assistant. As a general "utility man," Bob would occasionally appear on-camera. Eventually, this led to his being dressed as a clown, and making regular appearances. For five years, Bob delighted children as Clarabell the Clown. Then he decided to branch out on his own. Eight months later, he joined WABC-TV as Corny the Clown and, a year later, he doubled his delightful efforts and became Tinker the Toymaker as well. . . . In addition to his understanding of children, Bob has always shown a great love for them. A model family man, he is the father of three: Michael, 4; Laurie, 2; and Maeve, 6 months. Bob met his wife five years ago when she was a receptionist at ABC. At the time, Jeanne was bent on a career in radio, but Bob soon changed her mind. The Keeshans now live in West Islip, Long Island, where Bob is active in community affairs, serving on the Board of Education and taking part in many civic activities. Bob's fondest leisure-time activity is gardening, which, he says, "I enjoy very much, though I'm not very good at it." . . . Nine years as a youngsters' delight have convinced Bob that this is the kind of work he wants to keep doing indefinitely. It has long been obvious that his thousands of little followers hope he will do just that.

# For the Easiest Permanent of Your Life . . .

*New*



**SET IT!**



Set your pin-curls just as you always do.  
No need for anyone to help.

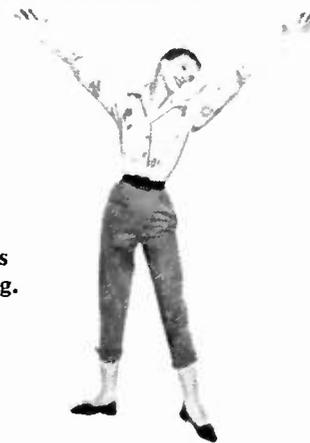
**WET IT!**



Apply CASUAL lotion just once.  
15 minutes later, rinse with clear water.

**FORGET IT!**

That's all there is to it! CASUAL is  
self-neutralizing. There's no resetting.  
Your work is finished!



**Naturally lovely, carefree curls  
that last for weeks . . .**

CASUAL is the word for it . . . soft, carefree waves  
and curls—never tight or kinky—beautifully manageable,  
perfect for the new flattering hair styles that highlight the softer,  
natural look. Tonight—give yourself the loveliest wave  
of your life—a CASUAL pin-curl permanent!



**takes just 15 minutes more than setting your hair!**

\$1.50 PLUS TAX

YOUR PRECIOUS COMPLEXION DESERVES

# Camay's Caressing Care!



THERE'S FINE  
**COLD**  
CREAM  
IN  
**CAMAY**

"I just love new cold cream Camay," says Mrs. William Albert Neff, a beautiful Camay Bride. "It's so mild and gentle, and it always leaves my skin feeling wonderfully soft and smooth."

*No other Beauty Soap pampers your skin like Camay!*

With that skin-pampering mildness, exclusive fragrance, and luxurious lather, Camay with cold cream is the beauty secret of so many exquisite brides. And it can be the best friend your complexion ever had. Let it bring new loveliness to you. Change to regular care . . . Camay's Caressing Care. You'll be delighted as your skin becomes fresher, smoother, softer. Remember, too, there's precious cold cream in Camay, extra luxury at no extra cost. For your beauty and your bath, there's no finer soap in all the world!

Let it help you to a softer, smoother,  
more radiant complexion!



THE SOAP

OF BEAUTIFUL WOMEN

Always, reading from left, it's Christine, Phyllis and Dorothy.



## *always in Harmony*

To the three lovely singing McGuires, "sisters" is much more than just a word

By MARTIN COHEN

**T**HE AMAZING STORY began with the arrival of Asa and Lily McGuire's first little girl on July 30, 1928. Mrs. McGuire cradled baby Chris and crooned: "You're so cute, you should have been twins." About a year and a half later, Dot came along, and Mrs.

McGuire put Chris and Dot together, shook her head in wonderment, and purred: "You should have been triplets." A year later, Phyllis was born. Three little girls. No more, no less.

If Mr. McGuire had expected a boy—after all, his

See Next Page →



Chris, Phyl and Dot work hard—but it's fun when they read the McGuire Sisters' growing, glowing fan mail.



Time out for a snack—but you can be sure the girls are discussing their songs, or at least humming a happy tune.

## *always in Harmony*

(Continued)

brothers each had sons in their families—he has long since forgotten any fleeting disappointment. Today, he ranks first among the McGuire Sisters' fans, and the tuneful trio has fan clubs in such farflung areas as the Philippines, Mexico, Cuba, Japan, Holland, Brooklyn, and Texas. They have definitely arrived.

But, no matter how triumphant the McGuire Sisters have been, no matter how chic and sophisticated they seem, Chris and Dot and Phyllis are essentially a home

product, like real corn fritters or old-fashioned angel cake. Before they ever left home, they had poise and dignity, discipline and endurance, faith and sincerity. Even their singing is a home product, for they began harmonizing when Phyllis, the baby, reached three and was old enough to memorize. The girls—with shingle bobs and fashionable bangs—sang for fun, as did their parents, who played the mandolin and guitar.

Home was a frame house, always freshly painted in

Biggest part of their professional life to date, of course, has been their appearances on the great Arthur Godfrey programs. In the number below, Arthur himself "goes Dutch" with the McGuire Sisters for the all-seeing TV cameras.





Then back to their piano and their constant practice—this time, rehearsing for a song they'll record next day.



Under the guidance of manager-director Murray Kane, the McGuire Sisters harmonize a disc for Coral Records.

white with cream trimmings, in Middleton, Ohio. "Our living room was like a hotel lobby," Chris recalls. "People were visiting every night. There were always games and singing."

Chris, today a lithe beauty, was then the plump one and wore chubby sizes. Her early years were spent mostly in running away. "It's no trick for a young child to wake up first," she says, "so I quietly went about my own business—which was looking for China."

As a toddler, they'd find Chris sitting in the middle of the street in her nightgown. As her legs grew, so did her ambitions, and then she got as far as Main Street. Eventually, she reached her favorite highway, Route 25, still in her nightgown.

"When Chris wasn't hitchhiking, she headed for Mother's vanity," Dot says. "That's the picture of her I'll never forget. Very methodically she would powder each of her feet, her right knee and the top of her head until powder fairly dripped from her long eyelashes."

These delightful and sometimes delirious damsels are all the same height, five-eight. They wear the same size dress—ten—but they buy twelve for the length. They favor black pumps and gray or black skirts and harmonizing blouses. They are all brunettes, with brown eyes and brown hair, though Dot is a touch on the exotic side, with charcoal-brown eyes that smoke, smoulder or burn—take your choice.

Dot, too, is the only one who has retained the full flavor of their Dixie accent, which was picked up at home from their Kentucky-born parents. But you don't hear much of it, for Dot is quiet, just as she was as a child. "Mother used to say Dot was perfect," Chris remembers, "until she (*Continued on page 89*)



Above, they pack for a night-club engagement—under the golden disc which shows their recording of "Sincerely" topped a million sales. Below, they give their triple autographs—as their mother (at right) watches proudly.



The McGuire Sisters sing on: *Arthur Godfrey Time*, CBS Radio, M-F, 10 A.M., and CBS-TV, M-Th, 10:30 A.M., under multiple sponsorship—*Arthur Godfrey And His Friends*, CBS-TV, Wed., 8 P.M., under sponsorship of The Toni Company, Pillsbury Mills, and Frigidaire—and *Arthur Godfrey's Digest*, CBS Radio, Fri., 8 P.M., under multiple sponsorship. (All times given are EDT.)



As Martin Block sp



By  
IRA  
H.  
KNASTER

## it's on the RECORD

**M**ARTIN BLOCK's "Ballroom" is bigger and better than ever. Once its dimensions stretched merely from say, upper Connecticut to southern New Jersey, and west, perhaps, to points in Pennsylvania. Today—thanks to the ABC Radio network—his "Make Believe Ballroom" spreads its melodic enticements clear across the continent. A lot more listeners are pleased about this, and ABC Radio is right proud. Meanwhile, the United States Post Office—readily adaptable to sharp upswings in its work-

load—has probably taken a philosophical view of Martin Block's expansion from local station to network status.

On Martin's desk, the morning batch of mail was stacked high. Correspondence from bandleaders and vocalists. Communiques from recording companies. A miscellany of press releases. But mainly, and in great numbers, letters from listeners.

Impeccably dressed in a slate-blue suit, soft-toned shirt and subdued tie, Martin leaned (*Continued on page 81*)

*The Martin Block Show* is heard over the ABC Radio network, M-F, from 2:30 to 4 P.M. EDT. *Martin Block's Make Believe Ballroom* is heard over Station WABC Radio (New York), M-F, from 2:30 to 6:45 P.M., and Sat., from 9 A.M. to noon and from 6 to 7:30 P.M.

the tunes, a third generation listens—and hears a message of service and devotion



Above—Martin Block not only believes that teenagers deserve a chance for wholesome recreation. He does something about it, with his frequent high-school get-togethers. "I've got a personal ax to grind in this matter," he grins. Below—Martin and Esther with their sons Martin, Jr., 14, Joel Christopher, 10, and Michael, six-going-on-seven.





As Martin Block spins the tunes, a third generation listens—and hears a message of service and devotion



Above—Martin Block not only believes that teenagers deserve a chance for wholesome recreation. He does something about it, with his frequent high-school get-togethers. "I've got a personal ox to grind in this matter," he grins. Below—Martin and Esther with their sons Martin, Jr., 14, Joel Christopher, 10, and Michael, six-going-on-seven.

By  
IRA  
H.  
KNASTER



## it's on the RECORD

MARTIN BLOCK's "Ballroom" is bigger and better than ever. Once its dimensions stretched merely from say, upper Connecticut to southern New Jersey, and west, perhaps, to points in Pennsylvania. Today—thanks to the ABC Radio network—his "Make Believe Ballroom" spreads its melodic enticements clear across the continent. A lot more listeners are pleased about this, and ABC Radio is right proud. Meanwhile, the United States Post Office—readily adaptable to sharp upswings in its work-

load—has probably taken a philosophical view of Martin Block's expansion from local station to network status. On Martin's desk, the morning batch of mail was stacked high. Correspondence from bandleaders and vocalists. Communiques from recording companies. A miscellany of press releases. But mainly, and in great numbers, letters from listeners. Impeccably dressed in a slate-blue suit, soft-toned shirt and subdued tie, Martin leaned (Continued on page 81)

The Martin Block Show is heard over the ABC Radio network, M-F, from 2:30 to 4 P.M. EDT. Martin Block's Make Believe Ballroom is heard over Station WABC Radio (New York), M-F, from 2:30 to 6:45 P.M., and Sat., from 9 A.M. to noon and from 6 to 7:30 P.M.

# MEET LINDA PORTER

Alias Mrs. Jack C. Louis—Gloria at home with her husband, sons Ashley, 9, and "J.C.," 6, and daughter Tish, 1½.





Her sons agree that Gloria's great on TV as Linda Porter in *Way Of The World* (above, with director Fred Carr)—but not as great as either "Superman" or "Davy Crockett"!



*Gloria Louis, wife and mother,  
speaks to all wives and mothers on  
Way Of The World and Justice*

By ALICE FRANCIS

WHEN Gloria Louis—who is Linda Porter on the dramatic TV programs, *Way Of The World* and *Justice*—goes home at noon to have lunch with her children, she slips back as easily into the role of wife and mother as if she had never heard of television. It's different with the kids, however. Nine-year-old Ashley, a "Davy Crockett" fan, may have put on his coonskin cap and thereby turned into that famous frontiersman. Six-year-old J. C. (called by his initials to distinguish him from his daddy, Jack C. Louis, Sr.) may have turned into his idol, "Superman" Clark Kent, and insist that his mother answer to the name of Lois Lane, Kent's girl friend. Only Tish (baby (Continued on page 88)

Gloria Louis is seen and heard as Linda Porter, hostess and narrator on *Way Of The World*, NBC-TV, M-F, 10:30 A.M. EDT, and *Justice*, NBC-TV, Thurs., 8:30 P.M. EDT, under sponsorship of the Borden Co.



Not following his father's footsteps—Gary's marching side by side with Bing.

# NEW STAR IN THE SKY

*It's hard to shine when your dad's  
a whole constellation, but  
Gary Crosby's doing it—on his own*

By MAXINE ARNOLD

**N**OT MANY MONTHS AGO, a husky blond young man drove away from his fraternity house and the tree-shaded campus of Stanford University and headed his red hardtop Mercury south to show business. Driving away, Gary Crosby had one regret: Disappointing a dad who'd followed that same magic beat which—like the Pipes of Pan—for Gary, too, was ever-beckoning.

For, like another Rhythm Boy before him, Gary Crosby was born with a beat in his very bones. A beat that wouldn't be denied. Born to music inside him that wouldn't stop. And he, too, was destined eventually to get (*Continued on page 94*)

---

Gary Crosby sings on *The Tennessee Ernie Show*, CBS Radio, M-F, 7:05 P.M. EDT, as sponsored by Philip Morris Cigarettes, Campana Cosmetics, and NoDoz. *The Gary Crosby Show* is heard Sundays over CBS Radio (check local papers for exact time).



Today, he sings with Tennessee Ernie (above) and on his own show (below, left, with musical director Buddy Bregman). Yesterday, he was a "Happy Inmate" at Bellarmine Prep (below, center—Les Gargan in foreground, Father Costa at right).

36





# Happy, Happy Time



At left, Patti's mother helps her dress for the prom in "the prettiest formal yet—all white nylon tulle!"

*Patti O'Neill, just turned 18, has her own role in *The Secret Storm* and a big date for the senior prom!*

By LILLA ANDERSON

**T**HIS is the summer when petite Patti O'Neill faces the most important question in any pretty young girl's life: Should she plan, next fall, to work, go to college, or marry? She was graduated from high school in June and on July 5 celebrated that super-important eighteenth birthday.

The O'Neill phone rings frequently. The male voice which asks, "Is Patti home?" may belong to a senior at Yale, a sophomore at Pennsylvania, a youthful actor in TV, the boy across the street, or any one of a half-dozen nice young men-about-Manhattan.

But because it may also belong to a big-name magazine photographer, a fashion coordinator or a television producer, the classic problem is intensified in Patti's case. Daydreams of future romance must compete with the excitement of a present career. She is Debbie Ness on the CBS-TV serial, *The Secret Storm*, and has had parts on big dramatic programs. In *Mr. Peepers*, she was one of the pupils, "until I outgrew it." She also has appeared in one Broadway play, "Anniversary Waltz," playing with Macdonald Carey.



Above, Patti gives a fashion preview for her parents, John and Paula O'Neill, just before her date arrives.



And here he is—with an orchid corsage for Patti in that box—Eddie Benjamin, from the U. of Pennsylvania.



Meet the folks! Patti introduces Eddie to her parents—then it's off to the prom, for one enchanted evening.

Directors seek Patti when they need a pint-sized girl with a perfect figure. She is five feet, two inches tall, weighs one hundred pounds, wears a size five or seven, junior. Her brown hair has auburn highlights, her dark eyes are expressive, and her warm, creamy skin needs little make-up.

Loving every moment of the studio excitement, Patti has almost ruled out college. "It would be nice to go away to school," she confides. "Living on campus sounds like so much fun. But I really don't like to study—and I hate to think of starting work all over again, four years from now. I'm just going to take a few general classes at Columbia."

The boy friends add to her liking of the *status quo*. "They're all wonderful," she says. "And all equally important. Today, I mean. That may change tomorrow."

She did go steady for a while. "But then I went out on the road with 'Anniversary Waltz'—and I really don't think it is practical to go steady when you're in different towns, do you?" Then candor

See Next Page 

# Happy, Happy Time



At left, Patti's mother helps her dress for the prom in "the prettiest formal yet—all white nylon tulle!"



Above, Patti gives a fashion preview for her parents, John and Paula O'Neill, just before her date arrives.



And here he is—with an orchid corsage for Patti in that box—Eddie Benjamin, from the U. of Pennsylvania.

*Patti O'Neill, just turned 18, has her own role in *The Secret Storm* and a big date for the senior prom!*

By LILLA ANDERSON

**T**HIS is the summer when petite Patti O'Neill faces the most important question in any pretty young girl's life: Should she plan, next fall, to work, go to college, or marry? She was graduated from high school in June and on July 5 celebrated that super-important eighteenth birthday.

The O'Neill phone rings frequently. The male voice which asks, "Is Patti home?" may belong to a senior at Yale, a sophomore at Pennsylvania, a youthful actor in TV, the boy across the street, or any one of a half-dozen nice young men-about-Manhattan.

But because it may also belong to a big-name magazine photographer, a fashion coordinator or a television producer, the classic problem is intensified in Patti's case. Daydreams of future romance must compete with the excitement of a present career. She is Debbie Ness on the CBS-TV serial, *The Secret Storm*, and has had parts on big dramatic programs. In *Mr. Peepers*, she was one of the pupils, "until I outgrew it." She also has appeared in one Broadway play, "Anniversary Waltz," playing with Macdonald Carey.

Directors seek Patti when they need a pint-sized girl with a perfect figure. She is five feet, two inches tall, weighs one hundred pounds, wears a size five or seven, junior. Her brown hair has auburn highlights, her dark eyes are expressive, and her warm, creamy skin needs little make-up.

Loving every moment of the studio excitement, Patti has almost ruled out college. "It would be nice to go away to school," she confides. "Living on campus sounds like so much fun. But I really don't like to study—and I hate to think of starting work all over again, four years from now. I'm just going to take a few general classes at Columbia."

The boy friends add to her liking of the *status quo*. "They're all wonderful," she says. "And all equally important. Today, I mean. That may change tomorrow."

She did go steady for a while. "But then I went out on the road with 'Anniversary Waltz'—and I really don't think it is practical to go steady when you're in different towns, do you?" Then candor



Meet the folks! Patti introduces Eddie to her parents—then it's off to the prom, for one enchanted evening.

See Next Page ▶

# Happy, Happy Time *(Continued)*



Patti will always treasure these moments: Their arrival at the Delmonico, the dances with Eddie and her classmates at the Professional Children's School senior prom.



Back to work: Photographer Jerry Urgo and producer Dick Dunn

overcomes her. "Besides, I was meeting so many interesting people and being invited to go so many places. I didn't want to miss that. I had such a happy time."

Happiness, perhaps, is that extra and distinctive quality which Patti has to offer audiences. It carries through in the sparkle of her eyes, the lilt of her voice, the quick grace of her movements.

Happiness, one also gathers during a visit to the O'Neill home, is a family habit. Their sense of humor keeps life in good balance. Patti's father, John O'Neill—a hearty Irishman, quick with a joke or a story—has worked twenty-six years for one of the major milk companies. Her mother, Paula, who has virtually been a partner in Patti's career, is endowed with a rare combination of gentleness, wit and good sense. Originally, there were five O'Neills, but Gloria and Vivian, the older daughters, have now married and left home.

Mrs. O'Neill has a vivid and quick characterization of their life together: "We have a hard time getting away from the dinner table before nine o'clock. We like to sit around talking to each other."



watch Patti (center) playing Debbie in *The Secret Storm*, with Warren Berlinger (left), Peter Hobbs and Hailo Stoddard.

Their home is a comfortable two-story brick house in Queens, one of New York's least-crowded and most pleasant boroughs. Patti—who describes her father as “the original do-it-yourselfer”—proudly shows off the basement playroom which he tiled and the bathroom he rebuilt and decorated in a most luxurious fashion.

Together, the family has given Patti a heritage of security—the security which comes, not from wealth, but from love and peace of mind. Her earnings have never influenced their standard of living. She has never been under pressure. She has been free to grow and advance naturally. Says Mrs. O'Neill, “We have never put her on a pedestal. She does her share of the household chores. We're all members of this family.”

None of them had any previous connection with show business. “It happened almost by accident,” says Mrs. O'Neill. “Sometimes things just seem to be mapped out for you.”

(Continued on page 77)

Patti O'Neill is Debbie in *The Secret Storm*, CBS-TV, M-F, 4:15 P.M. EDT, as sponsored by Whitehall Pharmacal Co. and Boyle-Midway.

It was Jerry Urgo who “discovered” Patti for the cameras—and is he proud of her now!



# Happy, Happy Time

(Continued)



Patti will always treasure these moments: Their arrival at the Delmonico, the dances with Eddie and her classmates at the Professional Children's School senior prom.



Back to work: Photographer Jerry Urgo and producer Dick Dunn

watch Patti (center) playing Debbie in *The Secret Storm*, with Warren Berlinger (left), Peter Hobbs and Hailo Stoddard.

overcomes her. "Besides, I was meeting so many interesting people and being invited to go so many places. I didn't want to miss that. I had such a happy time."

Happiness, perhaps, is that extra and distinctive quality which Patti has to offer audiences. It carries through in the sparkle of her eyes, the lilt of her voice, the quick grace of her movements.

Happiness, one also gathers during a visit to the O'Neill home, is a family habit. Their sense of humor keeps life in good balance. Patti's father, John O'Neill—a hearty Irishman, quick with a joke or a story—has worked twenty-six years for one of the major milk companies. Her mother, Paula, who has virtually been a partner in Patti's career, is endowed with a rare combination of gentleness, wit and good sense. Originally, there were five O'Neills, but Gloria and Vivian, the older daughters, have now married and left home.

Mrs. O'Neill has a vivid and quick characterization of their life together: "We have a hard time getting away from the dinner table before nine o'clock. We like to sit around talking to each other."

Their home is a comfortable two-story brick house in Queens, one of New York's least-crowded and most pleasant boroughs. Patti—who describes her father as "the original do-it-yourselfer"—proudly shows off the basement playroom which he tiled and the bathroom he rebuilt and decorated in a most luxurious fashion.

Together, the family has given Patti a heritage of security—the security which comes, not from wealth, but from love and peace of mind. Her earnings have never influenced their standard of living. She has never been under pressure. She has been free to grow and advance naturally. Says Mrs. O'Neill, "We have never put her on a pedestal. She does her share of the household chores. We're all members of this family."

None of them had any previous connection with show business. "It happened almost by accident," says Mrs. O'Neill. "Sometimes things just seem to be mapped out for you."

(Continued on page 77)

Patti O'Neill is Debbie in *The Secret Storm*, CBS-TV, M-F, 4:15 P.M. EDT, as sponsored by Whitehall Pharmacal Co. and Boyle-Midway.

It was Jerry Urgo who "discovered" Patti for the cameras—and is he proud of her now!





# WITH A

*TV's Welcome Travelers is welcome news, both to its singing host and to Jack Smith's many loyal fans*

By ED MEYERSON

SOONER OR LATER, every American in Paris visits the Eiffel Tower. Here, he can not only see the French capital from the air, he can see all the other Americans in Paris, as well. So it was not surprising, when Mr. and Mrs. Jack Smith entered a restaurant in the Tower, that friends from "back home" recognized them. "Hey, Smitty!" someone called, and soon there was a happy reunion in the middle of the restaurant. That's how the diners happened to notice that there was a celebrity in their midst. Back (Continued on page 70)

---

Jack Smith is host of *Welcome Travelers*, on CBS-TV, MF, 1:30 P.M. EDT, as sponsored by the Procter & Gamble Co. for Camay, Ivory Snow, Oxydol and Dreft.



Hostess Pat Meikle helps Jack "welcome travelers" to a fun-filled, prize-packed show.

# SMILE IN HIS VOICE



Jack met his "Vickii" because they'd been born on the same day—and friends later gave one party for both of them. They wed on the birthday when both became eighteen!



Vickii has been by Jack's side throughout his early cross-country tours to the triumph of that first show of his own and the purchase of their first real home—where "Buff" (above, left) has become very much a part of the Smith family.

*An anxious vigil in the  
hospital teaches Julie Palmer  
a new lesson in courage  
as a child fights for its life*

# The Doctor's Wife

**D**RIVING HOME from the hospital with her husband, Dr. Dan Palmer, Julie's thoughts focused on the nightmare of events just passed. It had started at Twin Oaks—the home for cardiac children—where the roof had collapsed, critically injuring little Patsy Lewis. Again, Julie felt the dread of the anxious hours which followed. Patsy was taken to the hospital, where Dan had assisted a noted brain surgeon in the fight for the child's life. . . . Julie could not help feeling responsible for Patsy and the tragedy at Twin Oaks, which she herself had worked so hard to help establish. For she realized, with horror, that Peter Collette—the builder she had recommended—had not followed the specifications demanded. . . . Julie had felt another pang of guilt at the hospital when Dr. Fred Conrad, Dan's assistant, tried to reassure her about Patsy. Fred was so deeply, unhappily in love with Julie—and for this, too, Julie felt responsible. . . . The hours of waiting had preyed upon Julie and she had felt her usual confidence slipping away. Russell Swayne, head of Twin Oaks' board of directors, had resigned, placing the blame for the accident squarely on Julie and Dan. This meant that the Carver Foundation would

probably withdraw its financial support, forcing Twin Oaks to close. Although many dear friends had remained loyal to Twin Oaks, Julie could not stifle her disappointment and apprehension about all the others who had withdrawn their help. . . . The fears of the future, however, had been washed away when Dan emerged from the operating room to tell Julie, "The operation was a success. Patsy's a fighter and she's fighting hard for her own life. It's a lonely battle, but I think she'll win." When Julie looked puzzled, Dan explained: "Young or old, small or large, there are times when we have to fight alone, Julie." . . . Now, driving home to her own Timmy, those words echoed in Julie's mind. She realized that, while brave little Patsy was fighting for her life, she—grown-up Julie Palmer—had been ready to give up, had almost lost the courage to fight for the life of Twin Oaks. A light came into Julie's eyes as she vowed: "Tomorrow, I will go to the Carver Foundation and beg them to continue their support of Twin Oaks. As surely as Patsy will live, I will convince them. I know I will." Moving closer to Dan, Julie felt more than ever, the wisdom of his words: *There are times when we have to fight alone.*

---

*The Doctor's Wife*, NBC Radio, M-F, 10:30 A.M. EDT, stars Patricia Wheel and John Baragrey (see facing page) in the roles of Julie and Dan Palmer, with Donald Buka (standing) as Fred Conrad.

At home with young Timmy, her husband Dan, and Fred Conrad, Julie Palmer knows that, somehow, Twin Oaks must be saved.



# The Colmans of IVY



The Halls Of Ivy—Toddy and Vicky—have only their students as "children" on TV. But the Colmans of Hollywood—Rannie and Benita—have a ten-year-old daughter, Juliet!

*Ronald and Benita are very like Toddy and Vicky Hall—except that they have a child all their own*

By BUD GOODE

**A**S EVERY TV WATCHER can see, *The Halls of Ivy*—better known as "Toddy" and "Vicky" Hall to both Ivy College and their nationwide audience—are quite extraordinary people. Dr. William Todhunter Hall is the only college president currently starring in a popular situation-comedy series. Victoria Hall is the only college president's wife who was once a reigning belle of the British theater. And, aside from these distinctions, the Halls are also extraordinarily wise, extraordinarily witty, and extremely charming people to know.

This state of affairs is no surprise to anyone who's ever met the Colmans of Hollywood—Ronald and Benita Hume Colman, who play the Halls of Ivy. The Colmans are also wise, witty and very, very charming. And nothing about them is ordinary. The way Ronnie and Benita live, work and play—their every attitude—is marked by a certain "uniqueness" which is the key to their combined personalities. (Continued on page 69)



Toddy and Vicky at Ivy College (above, left) have much in common with Rannie and Benita in real life (above, right). At far left, Benita chooses the clothes for Vicky to wear.

The Colmans star in *The Halls Of Ivy*, seen on CBS-TV, Tues., 8:30 P.M. EDT, sponsored alternately by the International Harvester Co. and National Biscuit Co.



# *the Heart knows best*



Left: That was quite

**That's why Paul Dixon came back to Ohio, to the wonderful town Marge and Pam and Greg always call "home"**



house they had in the East, but Pam kept asking when they were "going home." So they piled into the car—and back they went.

## By HELEN BOLSTAD

**I**N BROADCASTING, the road to fame and fortune inevitably runs from west to east—or to the far, far west. The ambitious head for New York or Hollywood. And, when a performer at the peak of popularity reverses the direction and leaves the show-business capitals, it is "man-bites-dog" kind of news.

Yet Paul Dixon was doing it. Within six months of his New York welcome, and in spite of an impressive competitive rating, he was leaving the network. He announced he would return to Cincinnati and transfer his show to the three-station Crosley hookup in Ohio.

Why? Paul had a three-word answer: "Marge, Pam, Greg."

With the contented look of a man who has settled a major problem and is pleased with his decision, Paul leaned back in his chair and contemplated surroundings which were virtually a symbol of what he was giving up.

We were lunching in a fashionable restaurant in New York's swank East Sixties. The carpets were deep, the draperies rich, the view of an expensively spacious terrace was charming. The waiters were quietly attentive and you could get a good beef stew—if you were sufficiently bilingual to order it in French.

Yet the opulence was *(Continued on page 79)*

*The Paul Dixon Show* is now seen over the Crosley Broadcasting Corp. Stations, WLW-T (Cincinnati), WLW-D (Dayton), WLW-C (Columbus)—M-F, 3 to 4 P.M. EDT.



Packing and unpacking seemed like endless chores to Paul and Marge, Pam and Greg. But, this spring, it meant good news—for the Dixons themselves and for all their friends in the Midwest.

# the Heart knows best



That's why Paul Dixon came back to Ohio, to the wonderful town Marge and Pam and Greg always call "home"



Left: That was quite a house they had in the East, but Pam kept asking when they were "going home." So they piled into the car—and back they went.

## By HELEN BOLSTAD

**I**N BROADCASTING, the road to fame and fortune inevitably runs from west to east—or to the far, far west. The ambitious head for New York or Hollywood. And, when a performer at the peak of popularity reverses the direction and leaves the show-business capitals, it is "man-bites-dog" kind of news.

Yet Paul Dixon was doing it. Within six months of his New York welcome, and in spite of an impressive competitive rating, he was leaving the network. He announced he would return to Cincinnati and transfer his show to the three-station Crosley hookup in Ohio.

Why? Paul had a three-word answer: "Marge, Pam, Greg."

With the contented look of a man who has settled a major problem and is pleased with his decision, Paul leaned back in his chair and contemplated surroundings which were virtually a symbol of what he was giving up.

We were lunching in a fashionable restaurant in New York's swank East Sixties. The carpets were deep, the draperies rich, the view of an expensively spacious terrace was charming. The waiters were quietly attentive and you could get a good beef stew—if you were sufficiently bilingual to order it in French.

Yet the opulence was (Continued on page 79)

*The Paul Dixon Show* is now seen over the Crosley Broadcasting Corp. Stations, WLW-T (Cincinnati), WLW-D (Dayton), WLW-C (Columbus)—M-F, 3 to 4 P.M. EDT.



Packing and unpacking seemed like endless chores to Paul and Marge, Pam and Greg. But, this spring, it meant good news—for the Dixons themselves and for all their friends in the Midwest.



# HER LIFE IS A

# Song



Betty Clooney finds her place in the sun on the Robert Q. Lewis shows and it's all simply "wonderful!"

By FRANCES KISH

THERE'S ALWAYS been a special kind of radiance about those singing Clooney sisters, Rosemary and Betty. But there's a very special kind of radiance about Betty Clooney these days, now that she's singing on Robert Q. Lewis's lively shows over CBS-TV and CBS Radio. It puts a light in her big dark eyes, which seem more a Latin heritage than a gift from her Irish forebears (but sure and 'twas the Guilfoyles on her



Three happy notes from Betty's present day: Left, Robert Q. Lewis makes Betty an official member of the Lewis troupe—with a pair of "specs." Above, she looks at toys for sister Rosemary's son. Below, at home with her ever-helpful mother.

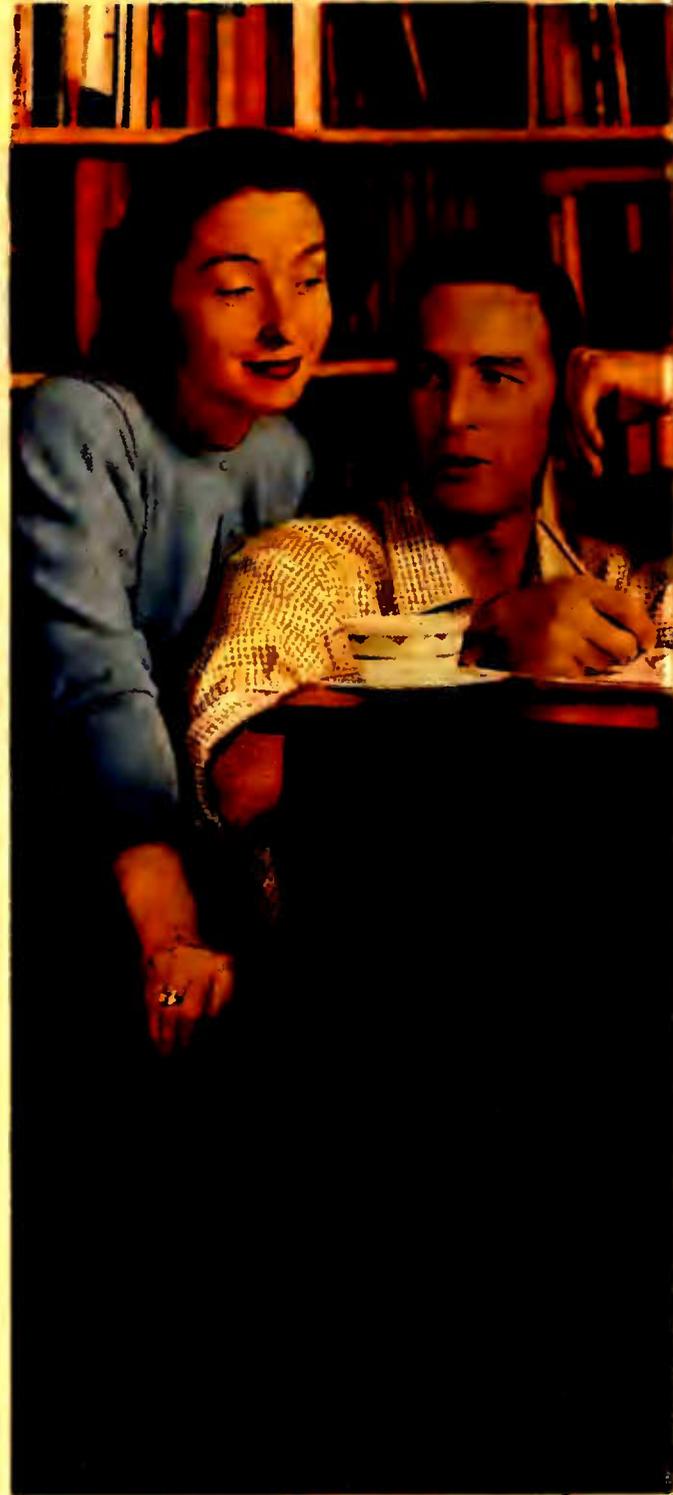


mother's side and the Clooneys on her dad's, and what could be more Ould Sod than these?). It puts a gleam on the masses of thick, dark hair, and on the five feet, four inches and 110 pounds packed with energy.

"I'm happy," Betty says, as if that should explain everything. "Happier than I have ever been in my twenty-four years. Even though I am doing more than I ever did before. Working (Continued on page 86)

*The Robert Q. Lewis Shows*—seen on CBS-TV, M-F, 2 P.M. EDT, as sponsored by Helene Curtis Industries (Spray Net, Lanolin Discovery, Shampoo Plus Egg), Miles Laboratories (Alka-Seltzer), General Mills (O-Cel-O Sponges, other products), Johnson's Wax, Mazola, Viceroy Cigarettes, and others—and heard on CBS Radio, Sat., 11 A.M. EDT, as sponsored by Pine-Sol, Perma-Starch, S-7, and other products.

Flora Campbell's proud to portray such a valiant woman as Helen Emerson. That's one of many, many reasons why Flora is



Harmony is the keynote of Flora's own home life. Her husband is Ben Cutler, of society-orchestra fame, and both Tommy, 14, and Creel, 5, love music as well as outdoor sports and other family projects.

# A VERY LUCKY LADY

By MARY TEMPLE

**I**F you walk down a certain elm-shaded street in a pleasant Connecticut town on a summer evening, your feet may start to shuffle to the sound of orchestral music. Following the trail of melody, you might find yourself in the living room of a converted carriage house—a house painted barn red on the outside, cheery and homey inside, with the lamplight highlighting a family musicale.

Standing close to the piano, where fourteen-year-old Tommy presides, will be Flora Campbell Cutler, playing her violin as if she had never deserted it for an acting career and starring role as Helen Emerson in television's daytime drama, *Valiant Lady*. Ben Cutler, a society-orchestra leader by profession, will be doubling on the sax and trombone, and their five-year-old daughter Creel blowing a miniature horn—or forsaking it suddenly to do a twirl on her toes.

Creel will start to hum a little tune and Ben's rich operatic baritone will join her, filling the high-vaulted room, while Flo and Tommy join in. The neighbors will confirm that this is the way the Cutlers like to spend many an evening together. Even Fanny, the pet French poodle, is always ready to add a few well-pitched barks when the family music begins.

Flo, known on TV by her maiden name of Flora Campbell, is a slender five-foot six and one-half inches. Her eyes are blue and kind and direct, her features well-drawn, her burnished brownish hair simply arranged, her manner gracious and outgoing. Ben is darker, a half-inch over six feet, a handsome, friendly man who likes his work and his life. The kids are blond, Tommy favoring his mother in looks and Creel beginning to look more like Ben. Tom is wrapped up in sports and the Boy Scouts at the moment, and is learning to do a real rock 'n' roll on the drums.

Creel thinks she might like to be an actress, on television. She has been watching Bonnie Sawyer, the little girl who plays

**Continued** →



The Cutlers live in a converted carriage house, and are turning the back yard into a garden and playground.



# A VERY LUCKY LADY

(Continued)



Ben and Flora are never too busy for fun and games with little Creel and not-so-little Tommy—who, in mid-teens, is getting taller than his handsome, six-foot dad!



Kim on *Valiant Lady*, and can't quite understand why she can't be Kim, too—although she loves Bonnie dearly and knows she is only Flora's "pretend" daughter on the program. Creel even mimics some of Kim's lines, to prove to her mother, when she comes home after a show, that she herself is prepared to go before the cameras immediately!

The Cutlers are still working on their house, which they moved into the Christmas before last. Their big project this summer is the large back yard, which forms a pretty panorama from the picture window in the living room. When they moved in, this was nothing but mud and weeds, but gradually they are turning it into green lawn and gardens, with a corner dedicated to batting tennis balls around and for baseball and football practice by the men of the family. There is a barbecue for cook-outs and a terrace for outdoor eating.

The Cutlers used to live in an old farmhouse with a small living room, so this new, huge cathedral-roofed living room, once housing old family carriages, is their great pride. The fireplace of rough native stone is in an inglenook, flanked by twin modern sofas. There is a long, bright red couch in the main part of the room and there are many comfortable chairs and convenient lamps, and a harmony of color which starts with the soft yellow-green of the walls, is picked up in the rich fabric of the drapes, where it is mingled with bits of red and gold and other flecks of color, and set off by neutral shades in the carpeting.

The bedrooms reflect the tastes of their occupants. Creel has a dainty, light blue room. Tommy's is typical of an athletic teen-age boy, right to the sports wallpaper and the solid-looking furniture and all the pennants and paraphernalia that a fellow needs when he goes out for most of the teams.

The kitchen is large and bright and much-used in this home-loving family, and the den is comfortable and quietly inviting. There is a competent maid who takes over, except on the days Flo is home. Sometimes, on a Saturday, Flo will let the dishes pile up after breakfast and lunch so she can take care of some of the outside chores which come with home-owning. Ben will be out working at night, with one of his orchestras, Tommy off with his friends, and Creel in bed, and suddenly there will be all those dishes from three meals—waiting to be washed and put away—while there are a couple of TV programs she is simply dying to see. "It's my own fault, when that happens," she sighs. "Later on, I can watch. Or read. I love to read, and do as much of it as I can."

The family has to do without Daddy frequently on weekends when his orchestras (sometimes as many as ten at a time with from three to twenty or twenty-five musicians) are much in demand. That's when Flo spends as much time as possible with the children and catches up on all the home (Continued on page 84)

Flora Campbell is Helen Emerson in *Valiant Lady*, CBS-TV, M-F, 12 noon EDT, for General Mills and The Toni Co.



It's a musical, multi-instrument family—and even Creel toots a mean horn, though her specialty is dancing.

# No Time for LOVE



Steve Allen presents two stellar singers on *Tonight*—Eydie Gorme and Steve Lawrence.

*Young Eydie Gorme's having a ball as Tonight's Cinderella,  
but where is tomorrow's Prince Charming?*



Papa Gorme relaxes happily, as Eydie rehearses a song at home.



Eydie catches up on fan mail, while listening to a recording.



Mama Gorme pours coffee for Ken Greengrass (back to camera).



Sorry, no date—Eydie has an out-of-town booking this weekend.



Quick goodbye kiss from Mama, then Eydie dashes for her plane.



Ken—Eydie's manager—helps to carry her luggage to the airport.

### By PHILIP CHAPMAN

**T**ONIGHT's singing star, Eydie Gorme, is more than a young, dark-haired girl with a smile and a singing voice that have a peculiar charm all their own. She's a shining example of today's TV business and its frantic pace—a lovely, warm, human girl who would like a husband, children, a home of her own—and who just doesn't have time to fall in love, now that her talents are finding nationwide recognition.

It was about a year ago that Eydie did a song for Coral Records called "Frenesi." Up until that time, she had

been a hard-working, fairly successful singer with popular bands such as Tex Beneke's, and she'd been doing a lot of night-club dates in New York and around the country. What Eydie Gorme had, she'd fought for, as all aspiring young performers must fight. And then the great, unexpected break that such hopefuls pray for—and secretly wonder if they will ever get—came to Eydie.

Steve Allen walked into the offices of Coral Records one afternoon and, after a couple of hours there, realized that from somewhere among the (*Continued on page 91*)

Eydie Gorme sings on *Tonight*, NBC-TV, M-F, 11:30 P.M. EDT, 11 P.M. CDT, under participating sponsorship, and *The Steve Allen Show*, as seen over Station WRCA-TV (New York), M-F, 11:15 P.M. EDT, sponsored by Knickerbocker Beer.

# THE ROAD OF LIFE

*Jim and Jocelyn Brent pray that their love  
can bridge the forces working to separate them*

**T**IME and distance, as scientists have proved, are relative. And from Merrimac to the island of Jamaica is only eight hours by air. Jocelyn Brent, in her new job with a Caribbean airline, watches the planes wing in and out, knowing that in just a few short hours they will land in the United States. . . . These planes are barred to Jocelyn, who was deported because of an oversight in her papers when she first arrived in the United States—and because of a technical conviction for kidnaping after an innocent afternoon's outing with Sibyl Overton Fuller's child. The time and distance between Jocelyn and her home in Merrimac, her husband, Dr. Jim Brent, and her step-daughter, Janie, seem like a void that grows wider and wider with each passing day. . . . At first, when Sibyl had instigated the deportation proceedings against her, Jocelyn and Jim had thought Sibyl could be tricked into betraying her part in the hoax which had led to Jocelyn's kidnaping conviction. Sibyl's motives were clear: She hoped to separate Jim and Jocelyn and to win Jim for herself. . . . In order to unmask Sibyl, Jim had begun to pay her the attentions she had long coveted. Jocelyn in turn had encouraged Armand Monet's strong attraction to her, believing that he knew Sibyl's secret and could help prevent the deportation. Yet, both Jim's and Jocelyn's efforts had come to nothing. . . . Several incidents had prompted Jim and Jocelyn to suspect that Jim's continued presence in Merrimac—and his continued attentions to Sibyl—might soon reveal her secret. Therefore, Jocelyn had urged Jim to stick with his promising medical career while she took up what she hopes will be temporary residence in Jamaica. . . . Yet Jocelyn knows that Sibyl—whose desire for Jim amounts to an obsession—is nevertheless an attractive, strong-willed woman. Jocelyn cannot help but feel the danger to her marriage increases in the time Jim and Sibyl spend together. . . . In their separation, Jocelyn has kept her first important secret from Jim. She is to bear him a child, but has said nothing—will say nothing—until it is certain that they are to be together again. . . . Meanwhile, Jocelyn yearns for her family back in Merrimac and is forced to face the knowledge that, in her absence, Aunt Reggie is work-

ing to usurp her place in the lives of Janie and Jim. . . . Well-meaning but lonely, Aunt Reggie has nobody of her own whose life she can regulate and dominate. Yet she has very definite ideas as to what is best for other people. Now she has determined that it would be "all for the best" for Janie to forget Jocelyn and accept herself as a substitute mother. . . . Jim Brent is brought face-to-face with this problem when he comes upon Aunt Reggie as she is about to remove Jocelyn's picture from its place in their home. Aunt Reggie protests that it is wrong for the child to be constantly reminded of the mother who is so far away. . . . Even as Jim pleads with her not to tamper with the love that Janie bears for Jocelyn, he must realize that Aunt Reggie's influence is subtle and insistent. Amid the pain of his separation from Jocelyn and the maddening demands made upon him by Sibyl, Jim must also find a way to keep Aunt Reggie from insinuating herself in the place which rightfully belongs to Jocelyn. . . . Jim knows Sibyl is "sick," that her mind may even one day become unbalanced. She has lied to herself for so long about the possibility of a marriage between herself and Jim that now Sibyl can only preserve her sanity by persisting in these lies. Each day, her demands on Jim grow, as she convinces herself that now Jim will divorce Jocelyn. Sibyl half- longs, half-fears to force the issue, to propel Jim into declaring that he shares her love, and into setting an actual date for a divorce. . . . At the same time, in Jamaica, Jocelyn sees the tragic consequences of her friendship with Armand Monet. Restless and unhappy, Armand had fallen in love with Jocelyn during the days when she had accepted his admiration in the hope that he might help prevent her deportation. Now Armand impulsively walks out on a three-million-dollar musical because it seems that filming delays might keep him from seeing Jocelyn for many months. Despite the protests of Mooch, a hanger-on who practically lives off Armand, and despite the phone calls and letters in which Jocelyn insists she doesn't love him, Armand flies to Jamaica. Feeling responsible for Armand's unhappiness and for the sacrifice of his career, Jocelyn cannot simply refuse to see him. Instead, she continues to insist that she does



1. When Jim finds Aunt Reggie about to hide Jocelyn's picture, she protests that young Janie and Jim are unhappily reminded of the absence of Jocelyn, who has been deported to Jamaica. Yet Jim cannot help but realize how far Aunt Reggie will go to replace Jocelyn in young Janie's life.

**See Next Page** →

# THE ROAD OF LIFE

(Continued)



2. Despite Maach's pleadings, and Jacelyn's letters saying that she does not return his love, Armand Monet forsakes his career to follow Jacelyn to Jamaica.

not love him and makes every effort to turn his love toward his estranged wife, Lil. . . . Meanwhile, Jim flies to Jamaica, too, having learned about the baby Jocelyn expects. But, when he asks why Jocelyn had kept this a secret from him, she cannot explain the fears which made her want to wait until they were once again together—in Merrimac. . . . As she and

---

Pictured here, as heard on the air, are:

Dr. Jim Brent.....Don MacLaughlin  
Jocelyn Brent.....Virginia Dwyer  
Sibyl Overton Fuller.....Barbara Becker  
Aunt Reggie.....Dorothy Sands  
Armand Monet.....Michael Kane  
Mooch.....Frank Behrens

*The Road Of Life*, CBS Radio, 1 P.M. EDT, CBS-TV, 1:15 P.M., M-F, for Ivory Soap, Spic 'n Span, Crisco, Drene, Ivory Flakes.

---



3. Sibyl has deceived herself about Jim for so long that now, as she tries to get him to say that he loves her and will divorce Jacelyn, she half-fears forcing the issue.

Jim share a few precious hours on this exotic Caribbean island, Jocelyn wonders when that day will come—whether it will ever come. Jim stifles her doubts but he, too, wonders how long their separation will drag on. He also wonders about the problems that will still exist when Jocelyn returns—the continued schemings of Sibyl; Aunt Reggie's growing influence on young Janie's life; and even the difficulties that come hand-in-hand with the rewarding joys of Jocelyn's pregnancy. As Jim returns to Merrimac and Jocelyn stays behind, both wonder how far each must travel before the road of life brings them together again.



4. When Jim learns at last that Jocelyn is to bear him a child, he flies to Jamaica. He cannot understand why she has kept this a secret, but Jocelyn had wanted to wait until they were once again together—in Merrimac. Both wonder when this will be—and whether the forces keeping them apart will be a challenge even then.

# THE ROAD OF LIFE

(Continued)



2. Despite Mooch's pleadings, and Jocelyn's letters saying that she does not return his love, Armond Monet forsakes his career to follow Jocelyn to Jamaica.

not love him and makes every effort to turn his love toward his estranged wife, Lil. . . . Meanwhile, Jim flies to Jamaica, too, having learned about the baby Jocelyn expects. But, when he asks why Jocelyn had kept this a secret from him, she cannot explain the fears which made her want to wait until they were once again together—in Merrimac. . . . As she and

Pictured here, as heard on the air, are:

- Dr. Jim Brent.....Don MacLaughlin
- Jocelyn Brent.....Virginia Dwyer
- Sibyl Overton Fuller.....Barbara Becker
- Aunt Reggie.....Dorothy Sands
- Armond Monet.....Michael Kane
- Mooch.....Frank Behrens

*The Road Of Life*, CBS Radio, 1 P.M. EDT, CBS-TV, 1:15 P.M., M-F, for Ivory Soap, Spic 'n Span, Crisco, Drene, Ivory Flakes.



3. Sibyl has deceived herself about Jim for so long that now, as she tries to get him to say that he loves her and will divorce Jocelyn, she half-fears forcing the issue.

Jim share a few precious hours on this exotic Caribbean island, Jocelyn wonders when that day will come—whether it will ever come. Jim stifles her doubts but he, too, wonders how long their separation will drag on. He also wonders about the problems that will still exist when Jocelyn returns—the continued schemings of Sibyl; Aunt Reggie's growing influence on young Janie's life; and even the difficulties that come hand-in-hand with the rewarding joys of Jocelyn's pregnancy. As Jim returns to Merrimac and Jocelyn stays behind, both wonder how far each must travel before the road of life brings them together again.



4. When Jim learns at last that Jocelyn is to bear him a child, he flies to Jamaica. He cannot understand why she has kept this a secret, but Jocelyn had wanted to wait until they were once again together—in Merrimac. Both wonder when this will be—and whether the forces keeping them apart will be a challenge even then.

# *Those Whiting Girls!*





Like all sisters, they borrow each other's clothes and kid on the phone—but they cook spaghetti for breakfast!

Life with Margaret and Barbara is a ride on a merry-go-round, but the ring of sisterly love is pure gold

By FREDDA DUDLEY BALLING

**B**Y THE TIME you read this, it will be possible for you to pull up your chair before your TV set on Monday night and laugh at the zaniest pair of sisters your eyes and ears have ever feasted on. Their surname is Whiting and their program, *Those Whiting Girls*, came about as naturally as a sneeze: Pepper was wafted upon the air. A friend, recipient of the "pepper," dropped in upon the Whitings on a routine day, listened, compressed his ribs, and announced from the top of the nearest hill that the sisters, Margaret and Barbara, could live a truly hilarious TV show. "More whimsy than *Disneyland*, more speed than *Winchell*," was part of his sales pitch.

After an almost imperceptible interval, two writers were ensconced in the Whiting guest (Continued on page 75)

*Those Whiting Girls*, CBS-TV, Mon., 9 P.M. EDT, is sponsored by General Foods and Procter & Gamble.



Left, Barbara joins in, as Margaret "practices." Above, their mother plays, too. At right, Margaret's daughter Debbie is obviously queen of the household.



## RALPH PAUL

**T**O THE millions of *Strike It Rich* listeners and viewers throughout America, Ralph Paul's warm voice is as familiar as an old friend's. Ralph himself is an old friend of radio, having spent half his life announcing, starting from the time he was sixteen. Born in Denver, Colorado, he worked at his hometown station, KVOO, and at the same time was a brilliant student at the University of Denver. That was during World War II, and Ralph had only one semester to go when he enlisted in the Army. Nevertheless, he squeezed in four special courses, acquired the necessary amount of points to graduate—and received a Phi Beta Kappa key. After his discharge in 1945, Ralph became a "rolling stone," announcing in cities from El Paso, Texas, to Baltimore, Maryland. When he reached New York, he landed a job as staff announcer with local Station WOR. Before long, however, Ralph decided there wasn't too much future in being a staff man, so he became a free-lancer, appearing on such programs as *The Aldrich Family* and *Robert Trout And The News*. He "struck it rich" in 1948 and has enjoyed his successful stay with the show ever since. Now, Ralph makes his home in Greenwich, Connecticut, along with many other TV personalities. Married to his childhood sweetheart, he and his wife Betty Jane have two lively young children, Marty and Susie.



# Spotlight on

## JACK LESCOULIE

**H**AVING worked both on and behind the scenes in show business since he was 7 and made his vaudeville debut, Jack Lescoulie now faces the TV cameras with complete confidence, ease and sincerity. Although today his big smile and suave voice are familiar to millions who have watched *Today*, *The Buick-Berle Show*, and *The Jackie Gleason Show*, Jack hasn't forgotten his struggles in getting to the top. Born in Sacramento, California, Jack finished high school, then became an announcer at Station KGFJ in Los Angeles. After spending three days and nights covering the Long Beach Earthquakes of 1931, he decided to return to school. He joined Los Angeles City College, then the Pasadena Playhouse, after which he landed a job in "Achilles Had a Heel," with Walter Hampden. His role? The off-stage voice of an elephant. When the show played in New York, it lasted but seven performances, and Jack found himself broke and alone in the big city. To keep from starving, he delivered clothes for a cleaner, was a soda jerk, had a few small parts in Broadway plays, then decided to return to Los Angeles. There he joined NBC and created *The Grouch Club*. World War II found him in the Air Force as a combat reporter in Italy. Returning to New York after his discharge, Jack teamed up with Gene Rayburn and was heard over local Station WNEW. In 1950, Jack moved to CBS to become a TV producer, then associate program director. When *Today* debuted in 1952, Jack was a part of the show. Since then, success has been his byword. Jack lives with his wife Birdie and their two-year-old daughter Linda Ann, on Long Island. For pleasure, he says, "I shoot a miserable game of golf, which I dearly love, and I'm a pretty good horseback rider—but I never do that any more."



**JULIA MEADE**

**A** NATIVE New Yorker, lovely Julia Meade was born while her mother—a Shakespearean actress—was in Boston. When she was ten, her family moved to Ridgewood, New Jersey. There, as a high school student, Julia showed early show-business promise by winning a recitation contest two years in a row—once with a selection from “The Taming of the Shrew”; the second time with “something from ‘Cyrano’”—and appearing in the senior class play. Diploma in hand, Julia headed for the Yale Drama School. Although this famous school is for graduate work, Julia was accepted after passing the entrance exam. After completing her studies, she spent several years as a TV actress, then received an offer to join Ed Sullivan’s *Toast Of The Town*. At first she turned it down, but, a while later, she reconsidered and decided to try it—just once. She’s still there, and happily so. “I love the show and I love Ed,” Julia says. “He introduces me as though I were one of his big acts.” Also familiar to viewers of *Your Hit Parade*, Julia has not given up acting entirely. Last season she appeared on Broadway in “The Tender Trap,” and hopes to do another play soon. Married to Worsham Judd, a commercial artist, Julia and her husband share their Manhattan apartment with two cats. In addition to making home movies, she loves to cook and “adores” the Yankee baseball team.



# Announcers

**REX MARSHALL**

**L**IFE, for handsome Rex Marshall, has been a series of gambles—some good, some not so good. Born in Jamestown, New York, the thirty-six-year-old announcer has had broadcasting in his blood since he was a young lad and worked for small and medium-sized stations throughout the East. After establishing himself in Boston as a capable announcer-salesman-emcee, Rex decided to try his luck in New York. After a series of menial jobs, none of which were in broadcasting, he returned to small stations. A few more years of developing his talent and stature on local stations, and Rex was again ready to gamble on New York. Uncle Sam, however, detoured him, and he entered the Air Force. The day he won his wings, he also took his home-town sweetheart, Barbara, as his bride. After five years of war flying, during which he survived four crack-ups, Rex resumed his “Invasion of New York Broadcasting” and finally landed an announcing job with the ABC network. Then, eyeing television in 1948, Rex took a chance and joined New York’s Station WPIX before it even opened. Soon, he was on his way to the top, highlighting his stay at WPIX with his brilliant coverage of the 1948 political conventions. Offers began pouring in, and Rex was hired to handle the commercials, and later served as narrator and host, on numerous leading network shows. *Suspense*, *Ellery Queen*, *Mr. Peepers*, are only a few of the programs on which his friendly face and manner have appealed to millions. Often busy seven days a week, Rex still finds time to play some handball, go skeet shooting and make recordings for the blind. His happiest moments, however, are spent with his wife Barbara and their children—Pamela, 12, and Peter, 8—at home in Greenwich, Connecticut.



Ted Mack and his Matinee are dedicated to turning the spotlight on others—



The Honey Dreamers got their musical start in college—and two of them are now husband and wife. Left to right, the girls are Nan Green and Marion Bye (Mrs. Davis)—the boys, Bob Mitchell, Bob Davis, Stewart Vannerson.



Such VIPs as Mrs. Dale Carnegie visit Ted's program to share their secrets of success with the *Matinee* audiences.

**P**ERSONAL MEMO to Ted Mack fans: After years of devoting himself to America's amateur talent, as emcee of the *Original Amateur Hour*, your Mr. Mack is now helping "undiscovered" professionals on this season's new daytime variety show, *The Ted Mack Matinee*, over NBC-TV. That's great news, for it means that . . . if you are a young and talented performer, amateur or professional . . . if you are young and talented in any art—or just young, and not quite sure what talent you may have . . . Ted Mack is your best friend.

Most people in show business are generous with their time and money, public-spirited, warm of heart . . . but, when you find a performer who doesn't want to talk about himself, who can think of practically nothing to wish for himself, whose ambition is more for others than for himself . . . this is something new under that make-believe paper moon! For all his years on stage, before the camera, behind the mike, your Mr. Mack is that "something new."

Because he is, it's very hard to get a story about Ted Mack himself. One recent afternoon, I sat in the audience at the Ambassador Theater in New York, watching the *Ted Mack Matinee*, enjoying the singing of Dick Lee, Elise Rhodes, the Honey Dreamers. Enjoying maestro Mack's enjoyment, too . . . taking note of the pleased and proud expression on his face as the audience

and it might be you

*Most  
sincerely  
yours*

By GLADYS HALL



Ted Mack couldn't be prouder of Elise Rhodes and Dick Lee if he were their dad!



**See Next Page** 

## Most sincerely yours

(Continued)



Off-camera, Ted Mack would rather go riding than do almost anything else—particularly if his saddle-pal is that "wonderful Arabian horse, my good friend Khidaan."



The Macks live quietly, and Ted spends most of his rare leisure hours catching up on the newspapers and other reading—or playing an occasional round of golf.

applauded his talented youngsters . . . liking the verbal pats-on-the-back he gave them when their songs were done. But when, after the *Matinee*, we repaired to his dressing room so that we might talk about veteran showman Mack himself—which was, after all, my purpose in being there—we didn't. That is, he didn't.

He talked about the youngsters then appearing on his *Matinee* . . . about Dick Lee, his "Young Man of Song" who—Ted said happily—is rapidly becoming the No. 1 favorite of the nation's bobby-soxers. He told me that the twenty-four-year-old Lee was born in Philadelphia, the son of a Police Department detective. Boxing had been the boy's first love, and his sturdy build and lightning reflexes soon made a mark in amateur contests. Dick also loved to listen to music, all kinds of music from be-bop to classical, and thus discovered—and soon was testing—his own voice. Still planning on a boxing career, however, Dick made a successful start in the ring, was a Golden Gloves contender. But, when he fractured his nose in one of his bouts and his worried mother begged him to hang up the gloves, he decided to turn to his second love and become a singer.

Dick Lee's first professional engagement was at a small night club in New Jersey, where he was such a smash hit he was held over for twenty-six consecutive weeks. Since then, he has won first honors on *Arthur Godfrey's Talent Scouts*, his recordings under the Essex label (among them, "Infatuation," "Eternally," "I Thought You Might Be Lonely") have become favorites with disc jockeys and listeners, and his personal appearances at night clubs (Continued on page 92)

---

The *Ted Mack Matinee* is seen over the NBC-TV network, M-F, 3 to 3:30 P.M. EDT, under participating sponsorship.



# The Colmans of Ivy

(Continued from page 46)

Dr. and Mrs. Hall never make sensational headlines in the newspapers. Neither do Mr. and Mrs. Colman. Despite their long and distinguished careers in movies, radio and television, Ronnie and Benita have never been "good copy" for the gossip columns. Their attitude toward publicity about their private lives is just what one would expect from Toddy and Vicky themselves. As Benita sums it up, succinctly: "I'm sure the high life in the headlines is stimulating, but I doubt if it is nourishing!"

In Hollywood, this is a unique attitude indeed. But even the Colmans' show is unique. *The Halls Of Ivy* might best be described as "sparkling entertainment—with a moral." It is one of the first television series, in a comic vein, to comment on the structure and foibles of our society.

The TV *Halls Of Ivy* evolved naturally from their Peabody Award-winning radio series, brainchild of writer Don Quinn. Asked about the Colmans' own contribution to the show's development, Benita says: "It has been very much 'the three legs on one stool,' with Don Quinn, Ronnie and myself, because many of the shows have developed from incidents that have happened to Ronnie and me. The episode we call 'Traffic and Coconuts' is an example. That's the one in which Victoria gets into trouble over four traffic tickets. I was the one who was what might be called the 'inspiration' for that! Need I say more?"

As a family, the Colmans are unique in the fact that their ten-year-old daughter, Juliet, is not included in the show. In fact, Vicky and Toddy Hall have no children. "Juliet is doing her best to get in, however," Benita laughs. "She keeps saying, 'I don't see why you haven't got a child!'"

But the near future looks bleak for Juliet, in that respect—even if the *Ivy* script should miraculously produce a child for the Halls overnight—for the Colmans think school is a much better place for Juliet, just now, than a TV studio. "I don't believe Juliet would think much of it," says her mother, "if she had to stay on the set some eight hours out of each day."

Ronnie and Benita have found that TV demands five times as much time as their one-day-a-week radio show. "It takes a lot more of getting up early," Benita explains, "and learning and all that sort of thing. It is absolutely a 24-hour project. We get up at half-past six, arrive home at seven that night, and are in bed by nine. That is the story of our lives at the moment."

However, though the hours are hard, Benita says the work itself is not. "It's very gay on the set. We have a lot of fun." As for working together, the Colmans enjoy it very much. "Nobody," she adds, "blacks anybody's eyes here!"

There is a very definite Colman touch to their lunch hour, too. Harry, a sort of handyman around the Colman household for nearly sixteen years now, prepares a substantial box lunch which has been ordered by Benita. This she lays out in her dressing room, and then the meal is shared by their producer, Bill Frye, and their director—either Norman McLeod or William Cameron Menzies. According to Benita, such a lunch, without all the time-consuming elements of a restaurant, is very functional. "We can," she says, "spend the time running lines or discussing the action. It makes it easier when you are so terribly short of time."

The Colmans' home is in San Ysidro, near Santa Barbara, California. While working in Hollywood, they live in an apartment. Juliet, who goes to school in



ARE YOU REALLY LOVELY TO LOVE?

## Is there an air of freshness about you... always?

All summer, every day, you're confident, *certain* of your freshness—when you use Fresh Cream Deodorant.

Your underarms are dry... stay dry! There's not a trace of odor. No worry about staining lovely clothes. Why?

Fresh contains the most effective perspiration-checking ingredient known.

Fresh has a wonderful freshness all its own. A delicate clear fragrance. A pure whiteness. A whipped cream smoothness. It's *never* sticky... *never* greasy—always gentle to skin.

For an air of freshness use Fresh every day. You can't help but be lovely to love.



*Fresh* contains the most effective perspiration-checking ingredient known.

### a *Fresh* girl is always lovely to love

*Fresh* is a registered trademark of Pharma-Craft Corporation. Also manufactured and distributed in Canada.

Santa Barbara, spends every other weekend with them in Hollywood. And, every ten days, they go to Santa Barbara for four days of relaxation.

Asked how she feels about the separation from Juliet, Benita says: "We miss her like mad, of course. We talk on the phone a lot—and we do go up every ten days." She definitely does not think that their absence hurts their relationship with their child. "When we are together," she says, "we are together *all* the time. I think that makes up for a few days' separation."

The most unique thing about the Colmans is the manner in which they spend their four-day vacations on their San Ysidro ranch. As Benita describes it: "We lie prone—or is it supine?—I never know. Anyway, we lie about in little heaps like uncounted laundry, waiting for time to put the starch in us again."

"Actually, we have piles of books in the back of the car, and everything at the ranch is set to receive us. The fireplace is

burning, the record machine is waiting—and Juliet is playing the piano. At the moment, she is long on enthusiasm and short on repertoire. I play the piano myself, and we sometimes have very hot duets going.

"We are extremely 'occupied' people," Benita continues. "We have no trouble in taking care of our time. Ronnie likes to paint. He paints rather well, though he's apt to complain a bit. 'The light's not right,' he'll say, or 'The color's bad,' or 'The perspective is a problem.' Yet his landscapes and flowers are truly charming. I don't know his 'sale value,' because nobody has really made a purchase yet. However," she adds, smiling, "I understand Juliet has opened negotiations for a still-life. The last I heard was a good deal of haggling in the neighborhood of seventy-five cents."

As for Benita's own artistic endeavors, she reports: "Painting is a nice absorbing occupation. That is why I took up sculpture. *Everybody* was painting, so I thought I'd go off on a branch of my own. It turned

out to be exceedingly unwieldy, because—once you've made something—you can't take it anywhere. It is awful. And then," she adds wickedly, "all those naked models are so impractical for the average household and are apt to give the casual caller quite a turn! I finally had a piece of mine carted up from Hollywood to Santa Barbara. It arrived cracked all over. But I think it is improved. The rough treatment lent it a slightly Pompeian air!"

Yes, this life of the Colmans is the most unique thing about them. In fact, it's this very thing that they are so reluctant to talk about. But Benita has explained their feelings, their reasons for wanting to keep their private lives private, and logic agrees with her. It's only when she tells you just a little bit about this life together, that one gets more curious than ever.

All in all, it's a simple yet completely charming existence. Perhaps it isn't too surprising that the Colmans want to keep it so much to themselves!

## With a Smile in His Voice

(Continued from page 42)

went their chairs, out came their autograph books, and the rush was on!

Now, the friends who had gathered about the Smiths were Ralph and Barbara Edwards, and Bert and Annette Parks. The autograph-hunters, however, were only interested in Bert Parks—for the year was 1950, and he was the only one who had yet appeared on TV. It didn't matter that Ralph Edwards and Jack Smith were two of America's top radio personalities. None of their countrymen recognized them. Ralph and Jack didn't say anything. There was no need. Each knew exactly what the other had seen. He had seen the handwriting on the wall. . . .

If this same meeting were to take place today, the autograph-hunters would have a field day, for Ralph Edwards is now host and emcee of NBC-TV's *This Is Your Life*, and Jack Smith is host and emcee of CBS-TV's new *Welcome Travelers* series. And, while it all started in Paris, success didn't come overnight—nor did it come easily. Ralph tried the first TV version of *Truth Or Consequences*, his long-popular radio show, before really coming into his own with *This Is Your Life*. As for Jack—well, the story of his success would give Ralph a happy, heart-warming program, but you'll never see it dramatized on *This Is Your Life*. Ralph figures too importantly in that story himself. . . .

The most unusual thing, of course, about "The Jack Smith Story" is the name of the hero. "What's in a name?" Shakespeare asked, but he was thinking of roses—not entertainers.

When it came to giving his children names, however, Major Walter Smith was scarcely concerned how they might sound on radio or television. "My father was a New Englander," Jack recalls, "descended from a long line of Smiths. And none of them had ever been actors." The Major himself was a former Annapolis man who had transferred to the Army.

Jack was born at Fort Ward on Bainbridge Island, Seattle, Washington—which explains why his middle name is *Ward*. "Dad didn't try too hard," Jack says with a fond smile. (He named his younger son Walter Reed Smith—and he, too, was to become a performer, dropping the Smith when he went to Hollywood.)

When Jack was five, the Major moved his family to Honolulu, where he was stationed for the next four years. Then, retiring from the Army and entering private business, he moved the family to Los Angeles. It was there, at Hollywood High

School, when he was only fifteen-and-a-half, that Jack formed a trio which was to become "The Ambassadors," and a duo which was to become Mr. and Mrs. Jack Smith. But the first was easier to achieve than the second!

"I always liked to sing," Jack recalls. "I was in the school glee club, and then I got together with two of my classmates to make up a trio. Well, in those days—if you were girls, you copied the Boswell Sisters. If you were boys, you copied 'The Rhythm Boys'—Harry Barris, Al Rinker, and Bing Crosby."

The newly formed trio was lucky. The Rhythm Boys were appearing at Hollywood's famous Cocomanut Grove. "We used to go nightly," Jack admits, "and copy their style. And, when they finished their engagement, we auditioned as their replacement. We were young enough to have the nerve and, somehow, we got the job."

They called themselves "The Ambassadors" because the Cocomanut Grove is in the Ambassador Hotel. (Jack's father, apparently, wasn't the only one who "didn't try too hard" when it came to names.) After six months at the Grove, singing with Gus Arnheim's band, the trio accepted an engagement in San Francisco. Then Phil Harris asked them back to the Grove. When he took his band on tour, the next two years, The Ambassadors went along.

That two years away from California turned out to be a blessing in disguise, for while he was away, Jack found that he was missing someone more than he anticipated—the soon-to-be Mrs. Jack Smith.

Her name was Victoria Stuart, and she was fifty-five minutes younger than Jack. In fact, that coincidence of birth accounted for their meeting! Vickii's cousin was giving her a birthday party, and then decided it might as well be for Jack, too, since he was born on the same day—November sixteenth.

"We started going together," Jack recalls, "but Vickii was also dating another fellow at the time. I remember that, when I couldn't get my wife-to-be to go out with me, I used to take out her mother, who is a wonderful person—and, thanks to her I won out. She helped do a good selling job on me."

After going together for two and a half years, Jack and Vickii were married on their eighteenth birthday. "From the very start, we were inseparable. Life's too short," he says. "We don't go for being apart." So everywhere The Ambassadors went—and they covered most of the coun-

try—Vickii went along. But the thing she and Jack really wanted was to settle down, in a home of their own—and, thanks to another singer named Smith, they got their wish. The Ambassadors were engaged for the Kate Smith radio show.

"We set up housekeeping in a New York apartment," Jack says, then sighs in happy reminiscence. "Our first home!" But *The Kate Smith Show* was important to them for another reason, as well. From the very start, the trio had been singing on radio along with the bands which engaged them. Now, however, they were on their own—"strictly radio, and away from the band business," as Jack puts it. After four years with Kate, The Ambassadors were engaged for the Eddie Cantor radio show. And then it happened. . . .

"I'm a grateful guy," Jack says. "I've been led into every fortunate thing that's happened to me." Apparently, however, there's such a thing as being too lucky. One radio show led to another, and somehow Jack found himself singing on eleven major shows (including those with Rudy Vallee, Frank Fay, *Lucky Strike*, three *Philip Morris* shows, *Texaco*, *Prudential Family Hour*). In addition to being one third of The Ambassadors he was one fourteenth of "The Swing Fourteen," as well as a *Hit Parader* and one of *Beverly's Boy Friends*.

"While one show went off," he recalls, "the other went on." It proved too much for Jack. Normally a completely relaxed person who sings because he enjoys it—in 1941, he broke out in shingles. "I had reached the end of my rope as far as nerves were concerned." Luckily, he had become a soloist on *The Prudential Family Hour*. The time had come, he felt, to strike out completely on his own. Giving up his ten other shows, he made the break. From now on, he was "strictly solo."

That was when his name became important. To distinguish him from "Whispering" Jack Smith, he was called "Smiling" Jack Smith—thanks to Deems Taylor, *The Family Hour's* host who used to introduce him as "the fellow with the smile in his voice." And, when Jack would sing his Spanish numbers, Deems would call him "Juanillo Foriador"—which means "Little John, the Smithy," but how else can you say Jack Smith in Spanish?

But if Jack had been overworked before, that was nothing compared with what he got into next. With World War II imminent, he enrolled in a course in aircraft instrument maintenance—"so when we did go in, I'd be prepared to do something."

The course was to last a year—six days a week—but, after six months, Jack was made an instructor. That meant six nights a week, as well.

"Now I really started to work," he recalls. He taught from 1941 until the beginning of 1946, doing *The Family Hour*—on his "day off"—Sunday—so he could keep his own family going. By 1945, however, when the war looked as though it might be coming to an end, his manager thought it was time Jack took on a few more shows. With the result that Jack was back where he was before the war—on radio seven days a week. Only now he was teaching six days a week, as well!

But, on August 19, 1945, all this hard work was more than repaid—for that was the night *The Jack Smith Show* first went on the air. A quarter-hour musical show, on five nights a week, it was to continue on radio for the next eight years. In 1948, the show moved from New York to the West Coast—so, at long last, the Smiths were home. And, at long last, they had the security to buy the house they had always dreamed of.

"Three years ago this summer," Jack says, "we found just the place—high in the Hollywood Hills, with a view of the Pacific and all of Los Angeles. It had to be a big home to accommodate all the furniture we had been accumulating. Every weekend while we lived in New York, we'd go to Connecticut, New Hampshire, and even Maine, in our search for Early American antiques. We'd do our refinishing on the roof of our apartment house."

With his own show, Jack not only had the security to do what he wanted, but the time. "I think simplicity is the answer to everything," he says. "You can't be rushing. You've got to have time to take a look at other people—and to take a look at yourself."

And that was why, in 1950, when Ralph Edwards and Jack saw that TV was the coming thing, Jack had reason to reflect. It wasn't just his security which was threatened, but his serenity, as well. His yardstick was no longer the number of shows he could appear on, but the number of days he and Vickii could spend together.

Curiously enough, it was Jack's quality as a human being—even more than his ability as a performer—that got him his first break in television. And it was Ralph Edwards who sold the sponsors of *Place The Face* on using Jack. They knew he could sing, but how did they know he could emcee?

"Because he's sincere," Ralph said. "He genuinely likes people and they like him. What's more, he's honest, he's real—there's nothing manufactured about him."

The sponsors were convinced. For, in July, 1953, Jack appeared as emcee of *Place The Face*—his first regular TV show. It was a start, but Jack wasn't sure he wanted a night-time spot "where you've got to keep socking all the time, and you're only as good as your last show." The place for him, he felt, was in daytime TV.

"It's the friendlier part of the twenty-four hours," he explains. "That's when the type of person I want to appeal to is watching. They want you to just be yourself, and—if they like you—they're loyal."

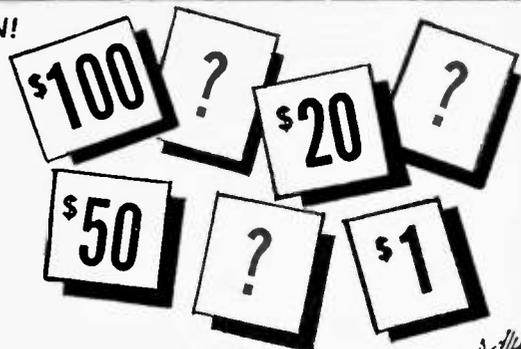
Last May ninth, when Jack became emcee of *Welcome Travelers*, he not only "found the show I'd been holding out for, but fulfilled a tremendous hope." Now, at long last, he is free to be himself—not "Smiling" Jack Smith or "Juanillo Forjador," but just plain *Jack Smith*. And he can thank his father for giving him the name. It's friendly and real down-to-earth. And, somehow, it's just right for the man who bears it—and perfect for the daytime TV he loves so well.

TEST YOUR MONEY I.Q.! WIN A VALUABLE PRIZE!

# CATCH-THE-CASH puzzle

NOTHING TO BUY! NO OBLIGATION!

Win a valuable prize! Solve this easy Catch-the-Cash puzzle! The folks in the puzzle are catching \$236. cash. You can see a \$100 bill . . . \$50 bill . . . \$20 bill . . . and \$1 bill. Now fill in the 3 missing amounts on the puzzle below to make a total of \$236. Here's a hint. One of the missing bills is \$10. Now do you know the other 2 missing amounts? Enter the missing dollars on the small puzzle below. Fill out the coupon, clip around dotted line & mail NOW for your FREE GIFT!



IT'S EASY TO CATCH CASH  
\$50 . . . \$100 . . . \$500 & more  
IN SPARE TIME

We're looking for folks with bright minds to make easy, extra money! Just show fast-selling Merit 21 for \$1 Christmas Cards & other best sellers to friends, co-workers, etc. They're such bargains they practically sell themselves! YOU make up to 50¢ profit per box! Easiest way to get QUICK CASH—& plenty of it in spare time! Also, special fund-raising plan for groups. Check coupon below.



## WIN

THIS EXQUISITE BOX OF  
21 BEAUTIFUL  
MERIT  
Christmas Cards!

All YOURS! A gorgeous box of 21 brand new Merit Christmas Cards with matching envelopes! Easily worth 15¢ to 25¢ EACH. All 21 are yours FREE if you solve the puzzle. Mail the right answer—NOW!



GET YOUR  
FREE PRIZE NOW!  
HURRY—  
OFFER LIMITED!

Yours to keep—absolutely Free—Merit's full 21 Christmas Card assortment when you send the answer to our easy puzzle! We'll also send you FREE personalized stationery & other samples on approval. Costs nothing to try! Only 1 entry per family. We reserve right to reject entries mailed 60 days after the month printed on cover of this publication. So hurry! Rush your answer to:

**Catch-the-Cash  
MERIT  
Greeting Card Co.**  
370 Plane St., Dept. 207,  
Newark 2, N. J.

Puzzle & coupon, when cut along dotted line, can be pasted to fit back of post card. Or mail in envelope if you wish. Act NOW!

© Merit 1955

PASTE ON POST CARD—MAIL NOW



Catch-the-Cash MERIT Greeting Card Co.  
370 Plane St., Dept. 207, Newark 2, N. J.

Here's my answer. Please rush my FREE box of 21 Christmas Cards and envelopes, FREE Personalized Stationery and other samples on approval.

Name (Please Print)

Address

City

Zone

State

Check here for Special Fund-Raising Plan for Groups

# Inside Radio

All Times Listed Are Eastern Daylight Time.

## Monday through Friday

	NBC	MBS	ABC	CBS
<b>Morning Programs</b>				
8:30 8:45		Local Program	John MacVane	
9:00 9:15 9:30 9:45		Robert Hurleigh Easy Does It News, Cecil Brown 9:35 Easy Does It (con.)	Breakfast Club	
10:00	Mary Margaret McBride 10:05 Norman Vincent Peale Joyce Jordan, M.D. Doctor's Wife	Cecil Brown	My True Story	Arthur Godfrey Time
10:15 10:30		Guest Time* News 10:35 Johnny Olsen Show	10:25 Whispering Streets	
10:45	Break The Bank		When A Girl Marries	
11:00	Strike It Rich	Florida Calling With Tom Moore	Companion— Dr. Mace Paging The New	Arthur Godfrey (con.)
11:15		11:25 Holland Engle Queen For A Day	Albert Warner, News Your Neighbor's Voice	Make Up Your Mind Second Husband
11:30 11:45	Phrase That Pays Second Chance	*Wed., Faith In Our Time		

## Afternoon Programs

12:00		Noon News 12:05 Down At Holmesy's	Valentino	Wendy Warren & The News
12:15 12:30 12:45			Frank Farrell	Rosemary Helen Trent Our Gal Sunday
1:00 1:15 1:30 1:45		News, Cedric Foster Luncheon At Sardi's Ted Steele Show	Paul Harvey, News Ted Malone	Road Of Life Ma Perkins Young Dr. Malone The Guiding Light
2:00 2:15		Luncheon With Lopez 2:25 News, Sam Hayes Wonderful City		Second Mrs. Burton Perry Mason
2:30 2:45			Martin Block	This Is Nora Drake The Brighter Day
3:00 3:15 3:30 3:45	News 3:05 Woman In Love Pepper Young Right To Happiness	Ruby Mercer Show	Martin Block (con.)	Hilltop House Art Linkletter's House Party
4:00 4:15	Backstage Wife Stella Dallas	Bruce & Dan	Latin Quarter Matinee	
4:30 4:45	Young Widder Brown Woman In My House	Tex Fletcher's Wagon Show	Treasury Bandstand	Treasury Bandstand 4:55 News
5:00 5:15 5:30 5:45	Just Plain Bill Lorenzo Jones Lone Ranger	Sgt. Preston Bobby Benson America's Business 5:50 Wismer, Sports 5:55 Cecil Brown	Musical Express Bobby Hammack Gloria Parker Vincent Lopez	News 5:05 John Faulk
	5:55 Davy Crockett		M-W-F	5:55 This I Believe

## Monday Evening Programs

6:00 6:15 6:30 6:45		Local Program	ABC Reporter	Jackson & The News East Of Athens
	Three Star Extra		Bill Stern, Sports George Hicks, News	Lowell Thomas
7:00 7:15 7:30 7:45	Alex Dreier, Man On The Go News Of The World One Man's Family	Fulton Lewis, Jr. Dinner Date Gabriel Heatter In The Mood	Vandercook, News Quincy Howe Strange Saga 7:55 News	Scoreboard 7:05 Tennessee Ernie Edward R. Murrow
8:00	Henry J. Taylor	Top Secret Files	Red Benson	Mr. Keen, Tracer Of Lost Persons 8:25 Doug Edwards Arthur Godfrey's Talent Scouts
8:15 8:30 8:45	Berkshire Festival	Broadway Cop	Voice Of Firestone	
9:00	Telephone Hour	News, Lyle Van 9:05 Footnotes to History Spotlight Story Reporters' Roundup	Music Tent	Disk Derby
9:15 9:30 9:45	Band Of America		9:25 News	Bing Crosby Amos 'n' Andy Music Hall 9:55 News
10:00	Fibber McGee & Molly	Virgil Pinkley	News, Edward P. Morgan	Scoreboard
10:15 10:30	Great Gildersleeve Wings For Tomorrow	Orchestra Distinguished Artists	How To Fix It Martha Lou Harp	

## Tuesday Evening Programs

	NBC	MBS	ABC	CBS
6:00 6:15 6:30 6:45		Local Program	ABC Reporter	Jackson & The News
	Three Star Extra		Bill Stern, Sports George Hicks, News	Lowell Thomas
7:00 7:15 7:30 7:45	Alex Dreier, Man On The Go News Of The World One Man's Family	Fulton Lewis, Jr. Dinner Date Gabriel Heatter Eddie Fisher	Vandercook, News Quincy Howe Strange Saga	Scoreboard 7:05 Tennessee Ernie Edward R. Murrow
8:00 8:15 8:30 8:45	People Are Funny Dragnet	Treasury Agent John Steele, Adventurer	Red Benson 8:25 News Alan Dale Show 8:55 News	Suspense 8:25 Doug Edwards Disk Derby, Fred Robbins
9:00	Biographies In Sound	News, Lyle Van 9:05 Footnotes To History Spotlight Story Army Hour	Music Show 9:25 E. D. Canham, News	Rosemary Clooney Bing Crosby
9:15 9:30 9:45			9:55 News	Amos 'n' Andy Music Hall
10:00	Fibber McGee & Molly	Virgil Pinkley	News, Edward P. Morgan	Scoreboard 10:05 Dance Orchestra
10:15 10:30	Great Gildersleeve New England	Men's Corner Dance Music	How To Fix It Take Thirty	

## Wednesday Evening Programs

6:00 6:15 6:30 6:45		Local Program	ABC Reporter	Jackson & The News
	Three Star Extra		Bill Stern, Sports George Hicks, News	Lowell Thomas
7:00 7:15 7:30 7:45	Alex Dreier, Man On The Go News Of The World One Man's Family	Fulton Lewis, Jr. Dinner Date Gabriel Heatter In The Mood	Vandercook, News Quincy Howe Strange Saga	Scoreboard 7:05 Tennessee Ernie Edward R. Murrow
8:00 8:15		True Detective	Red Benson	FBI In Peace And War
8:30 8:45	News 8:35 College Quiz Bowl	Sentenced	8:25 News Alan Dale Show 8:55 News	8:25 Doug Edwards Disk Derby, Fred Robbins
9:00 9:15 9:30 9:45	Best Of Groucho Truth Or Consequences	News, Lyle Van Spotlight Story Family Theater	Music Show 9:25 News President's News Conference	Disk Derby (con.) Bing Crosby Amos 'n' Andy Music Hall 9:55 News
10:00	Fibber McGee & Molly	Virgil Pinkley	News, Edward P. Morgan	Scoreboard
10:15 10:30	Great Gildersleeve Keys To The Capital	Medical Press Conference Sounding Board	Blue Ribbon Bouts	White House Report

## Thursday Evening Programs

6:00 6:15 6:30 6:45		Local Program	ABC Reporter	Jackson & The News
	Three Star Extra		Bill Stern, Sports George Hicks, News	Lowell Thomas
7:00 7:15 7:30 7:45	Alex Dreier, Man On The Go News Of The World One Man's Family	Fulton Lewis, Jr. Behind The Iron Curtain Gabriel Heatter Eddie Fisher	Vandercook, News Quincy Howe Strange Saga	Scoreboard 7:05 Tennessee Ernie Edward R. Murrow
8:00 8:15 8:30	Roy Rogers Dr. Six Gun	Official Detective Cry Danger	Red Benson Alan Dale Show 8:55 News	The Whistler 8:25 Doug Edwards Disk Derby, Fred Robbins
9:00	News 9:05 Barrie Craig	News, Lyle Van 9:05 Footnotes to History Spotlight Story State Of The Nation	Music Show 9:25 News Rhythm & Blues On Parade	Rosemary Clooney Bing Crosby
9:15 9:30 9:45	The Loser 9:55 News			Amos 'n' Andy Music Hall
10:00	Fibber McGee & Molly	Virgil Pinkley	News, Edward P. Morgan	Scoreboard 10:05 Dance Orchestra
10:15 10:30	Great Gildersleeve Jane Pickens Show	Book Hunter Henry Jerome Orch.	How To Fix It Front & Center	

## Friday Evening Programs

6:00 6:15 6:30 6:45		Local Program	ABC Reporter	Jackson & The News
	Three Star Extra		Bill Stern, Sports George Hicks, News	Lowell Thomas
7:00 7:15 7:30 7:45	Alex Dreier, Man On The Go News Of The World One Man's Family	Fulton Lewis, Jr. Dinner Date Gabriel Heatter In The Mood	Vandercook, News Quincy Howe Strange Saga	Scoreboard 7:05 Tennessee Ernie Edward R. Murrow
8:00 8:15 8:30 8:45		Counter-Spy City Editor	Red Benson 8:25 News Alan Dale Show 8:55 News	Godfrey Digest 8:25 Doug Edwards Disk Derby, Fred Robbins
9:00 9:15 9:30 9:45	Radio Fan Club (con.)	News, Lyle Van 9:05 Footnotes To History Heartbeat Of Industry	Music Show Notes & Notations 9:55 News	Disk Derby (con.) Bing Crosby Amos 'n' Andy Music Hall 9:55 News
10:00	Ted Heath Orch.	Virgil Pinkley	News, Edward P. Morgan	Scoreboard 10:05 Dance Orchestra
10:15 10:30	Stars In Action	Forbes Report London Studios Melodies	How To Fix It Indoors Unlimited	

# Inside Radio

## Saturday

NBC MBS ABC CBS

### Morning Programs

8:30 8:45	Monitor	Local Program	Doug Browning Show	News
9:00 9:15 9:30 9:45	Monitor		No School Today	News Of America Farm News Garden Gate
10:00 10:15 10:30 10:45	Monitor	American Travel Guide	No School Today (con.) Breakfast Club Review	News 10:05 Galen Drake Show 10:55 News
11:00 11:15 11:30 11:45	Monitor	Lucky Pierre  Johnny Oesmond Show 11:55 Young Living	11:05 Half-Pint Panel All League Club-house	Robert Q. Lewis Show

### Afternoon Programs

12:00 12:15	National Farm & Home Hour	I Asked You	News 12:05 How To Fix It 101 Ranch Boys American Farmer	Noon News 12:05 Romance
12:30 12:45	Monitor	Tex Fletcher Wagon Show		Gunsmoke
1:00 1:15 1:30	Monitor	Fifth Army Band Ruby Mercer	News 1:05 Navy Hour Vincent Lopez 1:55 News	City Hospital 1:25 News, Jackson Stan Oaugherty Presents
2:00 2:15 2:30 2:45	Monitor	Ruby Mercer (con.) 2:25 News Sports Parade	News 2:05 Festival, with Milton Cross	Dance Orchestra Teddy Wilson Orch.
3:00 3:15 3:30 3:45	Monitor	Country Jamboree	News 3:05 Festival (con.)	String Serenade Skinney Ennis Orch.
4:00 4:15 4:30 4:45	Monitor	Bandstand, U.S.A.	News 4:05 Pop Concert Horse Racing World Tourists	Treasury Show
5:00 5:15 5:30 5:45	Monitor	Teenagers, U.S.A.  5:55 News	News 5:05 Dinner At The Green Room	Adventures In Science Richard Hayes News, Jackson 5:35 Saturday At The Chase

### Evening Programs

6:00 6:15 6:30 6:45	Monitor	John T. Flynn  World Traveler Report From Washington Basil Heatter	News 6:05 Pan-American Union Sports, Bob Finnegan Bob Edge, Sports Afield	News  Sports Review Capitol Cloakroom 6:55 Joe Foss, Sports
7:00 7:15 7:30 7:45	Monitor	Pop The Question  Wonderful City	News 7:05 At Ease Labor-Management Series	News, Jackson 7:05 Make Way For Youth Gangbusters
8:00 8:15 8:30 8:45	Monitor	True Or False Quaker City Capers	News 8:05 Dance Party	Gunsmoke Oisk Oerby, Fred Robbins
9:00 9:15 9:30 9:45	Monitor Grand Ole Opry	Hawaii Calls Lombardo Land	News 9:05 Dance Party (con.)	Two For The Money Country Style 9:55 News, Jackson
10:00 10:15 10:30	Monitor	CBC Symphony	News 10:05 Ozark Jubilee Ambassador Hotel	Country Style (con.) Dance Orchestra

## Sunday

NBC MBS ABC CBS

### Morning Programs

8:30 8:45	Monitor		Light And Life Hour	Renfro Valley 8:55 Galen Drake
9:00 9:15	Monitor	Wings Of Healing	News 9:05 Milton Cross Album Voice Of Prophecy	World News Roundup Sidney Walton Show Organ Music, E. Power Biggs 9:55 News, Trout
9:30 9:45		Back To God		
10:00 10:15	Monitor	Radio Bible Class	News 10:05 Message Of Israel News 10:35 College Choir	Church Of The Air  Church Of The Air (con.)
10:30 10:45		Voice Of Prophecy		
11:00 11:15 11:30 11:45	Monitor	Frank And Ernest  Christian Science Monitor Northwestern Reviewing Stand	Sunday Melodies 11:05 Marines On Review News 11:35 Christian In Action	Salt Lake Tabernacle Choir  Invitation To Learning

### Afternoon Programs

12:00 12:15 12:30	Monitor	Marine Band		News, LeSueur 12:05 The Leading Question Foreign Affairs Washington Week
12:45		News, Bill Cunningham Merry Mailman	The World Tomorrow	
1:00 1:15 1:30	Monitor	Global Frontiers Christian Science Lutheran Hour	Herald Of Truth News 1:35 Pilgrimage	Woolworth Hour— Percy Faith, Donald Woods
1:45				
2:00 2:15 2:30 2:45	Monitor	Music From Britain	Or. Oral Roberts Wings Of Healing	Kathy Godfrey World Music Festival
3:00 3:15 3:30 3:45	Monitor	Music From Britain (con.) Bandstand, U.S.A. Basil Heatter	News 3:05 Air Force Show Hour Of Decision	World Music Festival (con.)
4:00 4:15 4:30 4:45	Monitor	Salute To The Nation Nick Carter 4:55 Lorne Greene	Old-Fashioned Revival Hour	News, Trout 4:05 On A Sunday Afternoon
5:00 5:15 5:30 5:45	Monitor	Adventures Of Rin Tin Tin The Masqueraders 5:55 Cecil Brown	News 5:05 Disaster Church In The Home	News, Trout 5:05 On A Sunday Afternoon (con.) 5:55 News, Trout

### Evening Programs

6:00 6:15 6:30 6:45	Monitor	Public Prosecutor— Jay Jostyn On The Line, Bob Considine All Star Sport Time	Monday Morning Headlines Paul Harvey, News Evening Comes	Gene Autry Summer In St. Louis
7:00 7:15 7:30 7:45	Monitor	Richard Hayes Show	News 7:05 Showtime Revue George Sokolsky Valentino Travel Talk	Juke Box Jury
8:00 8:15 8:30 8:45	Monitor	West Point Band Enchanted Hour	American Town Meeting	Our Miss Brooks Gary Crosby
9:00 9:15 9:30 9:45	Monitor	Fulton Lewis, Jr Success Story Manion Forum Keep Healthy	Walter Winchell News, Quincy Howe Sammy Kaye 9:55 News	Rudy Vallee Show
10:00 10:15 10:30	Fibber McGee & Molly Great Gildersleeve Monitor	Billy Graham Little Symphonies	Paul Harvey, News Elmer Oavis Revival Time	News, Schorr 10:05 Face The Na- tion John Oerr, Sports

See Next Page →

# TV program highlights

NEW YORK CITY AND SUBURBS AND NEW HAVEN, CHANNEL 8, JULY 8—AUGUST 7

## Baseball on TV

DATE	TIME	CH.	GAME
JULY			
8, F.	8:00	11	Dodgers vs. Giants
9, Sat.	2:00	2, 11	Dodgers vs. Giants
10, Sun.	2:00	11	Dodgers vs. Giants
14, Th.	8:00	9	St. L. vs. Dodgers
	8:00	11	Chi. vs. Giants
15, F.	1:30	9	St. L. vs. Dodgers
	1:30	11	Chi. vs. Giants
16, Sat.	2:00	2, 8, 9	Cinc. vs. Dodgers
	2:00	11	Mil. vs. Giants
17, Sun.	2:00	8, 9	Cinc. vs. Dodgers
	2:00	11	Mil. vs. Giants
18, M.	8:00	9	Cinc. vs. Dodgers
	8:00	11	Mil. vs. Giants
19, Tu.	1:30	11	St. L. vs. Giants
20, W.	1:30	11	St. L. vs. Giants
	8:00	9	Chi. vs. Dodgers
21, Th.	1:30	9	Chi. vs. Dodgers
	1:30	11	St. L. vs. Giants
22, F.	8:00	9	Mil. vs. Dodgers
	8:00	11	Cinc. vs. Giants
23, Sat.	2:00	2, 11	Cinc. vs. Giants
	2:00	8, 9	Mil. vs. Dodgers
24, Sun.	2:00	8, 9	Mil. vs. Dodgers—D

## D—Doubleheader R—Road game

DATE	TIME	CH.	GAME
24, Sun.	2:00	11	Cinc. vs. Giants—D
26, Tu.	8:15	11	Chi. vs. Yanks
	9:00	9	Dodgers vs. Cinc.—R
27, W.	2:00	11	Chi. vs. Yanks
	9:00	9	Dodgers vs. Cinc.—R
28, Th.	2:00	11	Chi. vs. Yanks
	9:00	9	Dodgers vs. Cinc.—R
29, F.	8:15	11	Kan. C. vs. Yanks
30, Sat.	2:00	2	Det. vs. Boston
	2:00	8, 11	Kan. C. vs. Yanks
	9:00	9	Dodgers vs. St. L.—R
31, Sun.	2:00	8, 11	Kan. C. vs. Yanks—D
AUGUST			
1, M.	10:00	9	Dodgers vs. Mil.—R
2, Tu.	8:15	11	Cleve. vs. Yanks
	10:00	9	Dodgers vs. Mil.—R
3, W.	2:00	11	Cleve. vs. Yanks
4, Th.	2:00	11	Cleve. vs. Yanks
5, F.	2:30	9	Dodgers vs. Chi.—R
	8:15	11	Det. vs. Yanks
6, Sat.	2:00	8, 11	Det. vs. Yanks
	3:00	2	Giants vs. Cinc.—R
7, Sun.	2:00	8, 11	Det. vs. Yanks—D

## Monday through Friday

- 7:00 **2** Morning Show—News & Callingwood
- 4** & **8** Today—Garroway wakes the sun
- 8:55 **4** Herb Sheldon—With Jo McCarthy
- 9:00 **2** George Skinner—Songs & chatter
- 10:00 **2** Garry Moore Show—Songs & laughter
- 4** & **8** Ding Dong School—TV nursery
- 10:30 **2** Arthur Godfrey Time—The gang
- 4** & **8** Way Of The World—Drama
- 11:00 **4** Home—Arlene Francis, hamemaker
- 7** Romper Room—TV baby-sitting
- 11:30 **2** & **8** Strike It Rich—Here's Hull
- 5** Wendy Barrie—Slightly delirious
- 12:00 **2** Valiant Lady—Heart-tugging drama
- 4** & **8** Tennessee Ernie—Naadling
- 12:15 **2** & **8** Love Of Life—Serial
- 12:30 **2** & **8** Search For Tomorrow—Serial
- 4** Feather Your Nest—Bud Callyer
- 7** Summer Entertainment—Variety
- 12:45 **2** (& **8** at 2:30)—Guiding Light
- 1** Dr. Norman Vincent Peale
- 1:00 **2** Inner Flame—Partia faces life
- 4** Norman Brakenshire Show—Fun!
- 5** Claire Mann—Glamorize yourself
- 1:15 **2** Road Of Life—Daytime drama
- 1:30 **2** & **8** Welcome Travelers—Fram NYC
- 9** First-Run Feature Films
- 2:00 **2** & **8** Robert Q. Lewis Show—Lively
- 4** Here's Looking At You—Beauty hints
- 2:30 **2** Art Linkletter's House Party—Gay
- 3:00 **2** & **8** Big Payoff—Mink-lined quiz
- 4** Ted Mack Show—Variety
- 9** Ted Steele Show—Variety
- 3:30 **2** Bob Crosby—Cats and all
- 4** & **8** Greatest Gift—Serial
- 3:45 **4** & **8** Concerning Miss Marlowe
- 4:00 **2** Brighter Day—Daytime drama
- 4** & **8** Hawkins Falls—Serial
- 4:15 **2** & **8** Secret Storm—Serial
- 4** First Love—Drama of newlyweds
- 4:30 **2** & **8** On Your Account—\$\$ quiz
- 4** World Of Mr. Sweeney—Laughs

### EARLY EVENING

- 6:30 **1** Liberace—88 keys & 32 teeth
- 7:30 **9** Million Dollar Movie—July 8-11, "Lucky Nick Cain," George Raft, Calleen Gray; July 12-18, "Devil On Harseback," Gaagie Withers, Jahn McCallum; July 19-25, "Farbidden," Doug Mantgamery; July 26-Aug. 1, "Tam Brawn's Schaaldays."
- 7:45 **2** Julius La Rosa—Songs

## LATE NIGHT

- 10:00 **9** Million Dollar Movie—Same schedule as shown at 7:30 P.M.
- 11:00 **1** Liberace—Candelabras and music
- 11:10 **5** Featurama—Short films
- 11:15 **4** Steve Allen Show—A ball

## Monday P.M.

- 7:30 **5** Life With Elizabeth—Betty White
- 7** Name's The Same—Bab & Ray emcee
- 8:00 **2** Burns & Allen—Coupled comedy
- 4** & **8** Caesar Presents—Phil Foster stars in show produced by Sid
- 7** Digest Drama—Shrunken stories
- 8:30 **2** Godfrey's Talent Scouts
- 7** Voice Of Firestone—Summer recitals
- 9:00 **2** & **8** Those Whiting Girls—Comedy
- 7** Pee Wee King Show—Corn-fed fun
- 9:30 **2** & **8** Ethel & Albert—Comedy
- 4** Robert Montgomery Presents
- 10:00 **2** & **8** Westinghouse Summer Theater
- 7** Eddie Cantor—Caal comedy
- 10:30 **4** Big Town—Mark Stevens as Steve

## Tuesday

- 7:30 **7** Talent Hour, Country Style
- 8:00 **2** Life With Father—Lean Ames stars
- 4** Place The Face—Bill Cullen emcees
- 8:30 **2** Halls Of Ivy—Colmans in re-runs
- 4** Arthur Murray Dancing Party
- 9:00 **2** & **8** Meet Millie—Elena Verduga stars
- 4** Kleenex Theater—Absorbing
- 7** Make Room For Daddy—Re-runs
- 9:30 **2** & **8** Red Skelton Show—Re-runs
- 7** Center Stage—Haur films of fine dramas performed during past winter season. Special: Aug. 2, Musical from Detroit
- 10:00 **2** \$64,000 Question—\$\$\$ quiz
- 4** & **8** Truth Or Consequences
- 10:30 **2** Music 'SS—Saunds by Kentan
- 4** It's A Great Life—Re-runs

## Wednesday

- 7:30 **7** Disneyland—Repeat shows
- 8:00 **5** What's The Story—News-panel quiz
- 4** Request Performance—Drama
- 8:30 **4** (& **8** at 9:30) My Little Margie
- 7** Mr. Citizen—Stories of heratism
- 9:00 **2** Kraft Theater—Fine plays as usual
- 7** Masquerade Party—Castume quiz

- 9:30 **2** I've Got A Secret—Panel quiz
- 7** Penny To A Million—Higher finance
- 10:00 **2** & **8** U. S. Steel Theater—July 13, 27; Front Row Center, July 20 & Aug. 3
- 4** This Is Your Life—Re-runs
- 7** Blue Ribbon Boxing
- 10:30 **4** Doug Fairbanks Presents—Stories
- 10:45 **7** Henry & Rocky Show—Variety

## Thursday

- 7:30 **7** Lone Ranger—Hi ya, Silver!
- 8:00 **2** Meet Mr. McNulty—Re-runs
- 4** & **8** Best Of Groucho—Re-runs
- 7** Soldier Parade—GI entertainers
- 8:30 **4** Make A Connection—Quiz-panel
- 9:00 **4** & **8** Dragnet—Webb in re-runs
- 7** Star Tonight—Filmed teleplays
- 9:30 **4** & **8** Ford Theater—Re-runs
- 7** Dotty Mack Show—Musicmimics
- 10:00 **2** Public Defender—Reed Hadley
- 4** & **8** Lux Theater—From Hollywood
- 10:30 **2** Willy—June Havoc in July
- 7** Racket Squad—Hadley stars

## Friday

- 7:30 **7** Adventures Of Rin Tin Tin—Arf!
- 8:00 **2** & **8** Pantomime Quiz—Stokey's bit
- 4** Midwestern Hayride—Hillbilly music
- 8:30 **2** Topper—Comedy re-runs
- 4** & **8** Life Of Riley—Comedy re-runs
- 7** T-Men In Action—Crime catchin'
- 9:00 **2** Playhouse Of Stars—Filmed dramas
- 5** Mr. & Mrs. North—Whodunits
- 9:30 **2** Our Miss Brooks—Re-runs
- 4** & **8** Dear Phoebe—Comedy re-runs
- 7** The Vise—Suspense fram England
- 10:00 **2** The Line-Up—City police in action
- 5** Chance Of A Lifetime—Variety
- 10:30 **4** So This Is Hollywood—Comedy
- 5** Alec Templeton—Music-maker
- 7** Mr. District Attorney—David Brian

## Saturday

- 7:30 **2** Beat The Clock—Stunts for prizes
- 4** Show Wagon—Heidt's talent salute
- 7** Ozark Jubilee—90-minute hoedown
- 8:00 **2** America's Greatest Bands—Paul Whiteman emcees this summer replacement
- 4** The Soldiers—Comedy, starring Hal March and Tom D'Andrea
- 9:00 **2** Two For The Money—Sam Levensan
- 4** & **8** Musical Chairs—July 30 only; Spectacular
- 7** Lawrence Welk—Champagne music
- 9:30 **4** Durante-O'Connor Show—Re-runs
- 10:00 **4** & **8** George Gobel Summer Show
- 7** Compass—Filmed dramas
- 10:30 **2** Damon Runyon Theater—Stories
- 4** & **8** Your Playtime

## Sunday

- 6:00 **2** I Love Lucy—Repeat of early shows
- 7:00 **4** & **8** People Are Funny—Linkletter
- 7** You Asked For It—Art Baker, emcee
- 7:30 **2** Private Secretary—Comedy re-runs
- 4** Spectacular—July 17
- 8:00 **2** & **8** Toast Of The Town—Variety
- 4** Sunday Hour—Gergeorge Murphy, emcee
- 9:00 **2** G-E Theater—Ronald Regan, host
- 4** & **8** TV Playhouse—Hour teleplays
- 9:30 **2** Stage 7—Stories filmed in Hallywooad
- 5** Life Begins At Eighty—Lats af fun
- 10:00 **2** Julius La Rosa—Musicale
- 4** & **8** Cameo Theater
- 7** Break The Bank—Bert Parks, quiz
- 10:30 **2** & **8** What's My Line?—Jab game
- 4** Bob Cummings Show—Farce re-runs
- 7** Paris Precinct—Lauis Jourdan stars

## Those Whiting Girls!

(Continued from page 63)

accommodations and were freely taking notes on tape recorders, electric typewriters and celluloid cuffs. Madelyn Pugh and Bob Carroll, Jr. couldn't believe what they heard, but they preserved dialogue and continuity with the incredulous delight of a museum curator acquiring the funny bone of a dinosaur.

"People aren't like that," said Miss Pugh. "No, but the Whitings are," beamed Mr. Carroll.

"Next question—are the Whitings people?" asked his collaborator.

Mr. Carroll slid this query into the mixer and awaited a result, which proved to be a fine, smooth epigram: "The Whitings are a moment of laughter in the grim business of living."

As ideas for *Those Whiting Girls* began to congeal in the minds of the bemused writers, it seemed logical for the mother of the subjects to play herself in the TV show. Mrs. Whiting refused with a simple, uncomplicated "No." Pressed for valid reasons, she offered just one: "I have avoided show business all my life. Now, at this late date, why should I involve myself with a pair of theatrical come-backs?"

"Comeback is a horrid word," said Margaret.

"And a true one," said Mrs. Whiting, not budging an inch.

Margaret sighed. "True, indeed. I was a girl singer for fifteen years. As for Barbara, she was a midget child star for 20th Century-Fox longer than anyone except Mr. Zanuck's grandmother can recall."

This crack, like most Whiting bon mots, contains just enough fact to give the fantasy authentic flavor. The daughters of

famed songwriter Dick Whiting grew up in show business. When other girls were giggling over their high-school dance programs, Margaret was smiling upon her royalty checks from recording companies. Disc collectors cherish her platters of "My Ideal," "Bewitched, Bothered, and Bewildered," "Sentimental Journey," "Slippin' Around," "Moonlight in Vermont," and the more recent "End of a Love Affair," "The Moon Was Yellow," and "Stow-away."

Meanwhile, Barbara was living through one of the era's longest adolescences in "Junior Miss," "Centennial Summer," "Home Sweet Homicide," "Carnival in Costa Rica," "City Across the River," and "I Can Get It for You Wholesale." Now in her twenties, Barbara looks fourteen, speaks with the wisdom of the ages.

When it became apparent that the actual Mother Whiting could not be persuaded to play herself in the TV show, the search was joined for a logical prototype. Seldom has a casting director been faced with so complicated a task: He must find a motherly woman, essentially sweet, but with a touch of lemon for contrast. She must not dither, neither must she turn wry. She must have an air of unquestionable authority, yet she must be flexible enough to roll with the tides set up by as breezy a pair of daughters as ever disengaged themselves from a whirlwind. She must be, in brief, Mrs. Whiting to the life.

Mabel Albertson finally won the role and, after the pilot film was shot, Margaret cornered her synthetic mother to demand suspiciously, "You didn't abandon me in Detroit twenty-odd years ago, now did you?"

Like everyone whom the Whitings enjoy, Mabel Albertson has become a member of the clan, and is expected to take her place in all family festivities. This can be a confusing assignment. In the TV show, there is a four-year difference in the ages of Margaret and Barbara, although—factually speaking—between them there are seven years and a good deal of sisterly hijinks.

Barbara's hair is now dark auburn, a color job useful under TV lights. When a friend complimented her upon her magnificent head of short, bright tresses, Margaret answered smoothly for her sister: "And just think: This color is forever—and a dye."

Barbara is the telephone kid. She is on the wire from morning till night, but most vociferously from four until seven each afternoon. In regard to this alternating dial-click and bell-ringing, Margaret has said, "To some, this is the children's hour. To others, the cocktail hour. To us, it is the dreadful hour."

Over the telephone—to whatever devoted buddy with whom Barbara happens to be carrying on one of those guarded but eloquent conversations filled with be-bop, backstage phrases, and pure slang—she counters Margaret's assault by an offensive of her own. "In our TV show, my sister has to be beautiful—if you can imagine."

Margaret says, gazing into the middle distance, "A lot of young people—that's you—have no respect for their elders. No appreciation of the things they might learn from relatives and friends. They could spare themselves a bad experience later on, but they won't."

Barbara says to her caller, as if the comment fitted the conversation without

*Now!* Easier, surer protection for your most intimate marriage problem

*Tested by doctors...proved in hospital clinics*



### 1. Antiseptic (Protective, germicidal action)

Norforms are now *safer and surer than ever!* A highly perfected new formula releases its antiseptic and germicidal ingredients *right in the vaginal tract.* The exclusive new base melts at body temperature, forming a powerful protective film that permits long-lasting action. Will not harm delicate tissues.

### 2. Deodorant (Protection from odor)

Norforms were tested in a hospital clinic and found to be more effective than anything it had ever used. Norforms are powerfully deodorant—they *eliminate* (rather than *cover up*) embarrassing odors, yet have no "medicine" or "disinfectant" odor themselves.

### 3. Convenient (So easy to use)

Norforms are small vaginal suppositories, so easy and convenient to use. Just insert—no apparatus, no mixing or measuring. They're greaseless and they keep in any climate. Your druggist has them in boxes of 12 and 24. Also available in Canada.

Mail this coupon today

**FREE** informative Norforms booklet

Just mail this coupon to: Dept. RT-58  
Norwich Pharmacal Company, Norwich, N. Y.

Please send me the new Norforms booklet, in a plain envelope.

Name \_\_\_\_\_

(PLEASE PRINT)

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**NORFORMS**

VAGINAL SUPPOSITORIES

Tested by doctors  
Trusted by women



A NORWICH PRODUCT

T  
V  
R

planing off the odd edges, "We think we have the very first musical TV show in which music is kept in its place. If a song advances the plot, Margaret sings it. Otherwise, she's my straight woman. An innovation—the first time a singer has stooged for a great dramatic actress."

"It may be the last," observes Margaret.

"This is all from Chile," says Barbara. "I'll have to go now. Call me again when you're near a telephone."

Hanging up, she likes to make an announcement of devastating import. One afternoon, she explained that she had been looking over the scripts for the show, "... AND, in the fifth episode, an elephant steps on your foot, Margaret!"

"Where are we going to get an elephant?" Margaret wanted to know.

"At the carnival, of course. Just after I get the paint spilled all over me!"

Volatile and animated, Barbara is inclined to illustrate every observation with a gesture. Old-time dramatic coaches would have loved her—an attitude not entirely shared by Margaret, who is more inclined to use her voice for effect.

In order to break Barbara of some of her more far-flung gesticulations, Margaret sometimes assumes an exaggeratedly empty expression and windmills through one of Barbara's active exercises. In turn, Barbara will drop her voice to a sub-Tallulah register and imitate her sister's most effective vocal mannerisms.

To get the flavor of the home that Margaret likes to call Madness, Incorporated, one should be invited to Sunday dinner. First order is church attendance. "We are pretty religious about going to church," is the way Barbara states it.

But let us report the occasion exactly as a guest once told it in wonder and delight—and with love, as well. This chap was a business associate of the Whitings, had known them since they were worrying about whether Dior knew what he was doing with hemlines six inches from the turf.

"I was driving along Sunset Boulevard around noon," he reported, "when Margaret pulled up alongside of me in her Cadillac convertible with the top down, and called out, 'Come on up to the house for dinner.' As traffic was heavy and fans are always convinced of their essential desirability in the opinion of a star, Margaret found herself almost immediately tailed by three cars in addition to mine.

"Of this she was totally unaware. She pulled into the parking lot next to Schwab's, and darted into the drugstore

while her admirers cluttered up the traffic on Sunset considerably. Because I knew where I was going, I continued to Bel Air. Besides, I know Margaret at a drugstore magazine stand. She never leaves a display without ten to twenty periodicals under her arm. Sometimes she reads every one from cover to cover—she's a quick study. Sometimes she can't find what she wants. The next day—twenty more magazines. I'll bet she could win an Oscar for the best performance, annually, in the bound-paper chase.

"When I reached the house I found Eleanor—that's Margaret's mother, but everyone calls her Eleanor, including her children and her granddaughter—and Aunt Mag, who is Eleanor's sister. Aunt Mag is famous in her own right. She was the famous Margaret Young in the Terrific Twenties, and she introduced such songs as 'O, By Jingo' and 'Hard-hearted Hannah.' They let me in on the fact that Margaret was scheduled to leave by air that afternoon to start a series of singing engagements in the South.

"They said that, first, we'd have dinner. Margaret, still tailed by a delighted queue, arrived thirty minutes later and we all sat down. All, that is, except Barbara. She would be along in a moment, Willie May said. Willie May has been with the Whitings for years, and her word is law.

"At the table, there were the Whitings—Eleanor, Aunt Mag, Margaret and her beautiful little daughter, Debbie Busch—a chap from Margaret's agency, an attorney, a photographer, and a beau of Margaret's. Everyone talked at once. Everyone seemed to be getting the full import—all except me. I missed a couple of cues.

"After a few moments, Margaret left the table, returned with a stack of numbers, passed them around the table. She said that everyone was to take turns talking, and we'd have to wait until our number was up before we could voice an opinion. Order was maintained for all of five to seven minutes.

"Dinner over, the photographer began to set up his camera. Also, Margaret's masseuse arrived. Margaret stretched out on the floor in blouse and slacks while the masseuse went to work. The photographer found one of the auxiliary lights too bright; he shrouded it by placing his pocket handkerchief over the bulb. He got into position, ready to shoot.

"About this time a delivery man arrived, carrying a portable radio which Margaret had had repaired. At first, she must have planned to take it on her trip. In any case,

this was an emergency delivery. The masseuse studied the delivery man as he stood dejectedly at the door, waiting for Margaret to sign his delivery ticket. The masseuse started to work on the muscles at the back of the man's neck. 'You look tired,' she said. 'I can fix you up in just a few minutes.'

"All this time, you must remember, everyone is talking at once, the radio is playing, the telephone is ringing, Debbie is leading her dachshund around on a white leash. Margaret says, 'Don't lose that leash, darling. Mother had to sing two quick choruses in order to buy it.'

"At this point, someone tilts a sensitive nose and says, 'Something's burning.' How true. The photographer's handkerchief is blazing away merrily. Someone runs for a glass of water. Someone else—one of the men—pulls off his jacket and smothers the flame. When the water is brought in, Margaret drinks it.

"By this time, the delivery man has had his massage. 'I've had a headache for three days, but it's gone now,' he tells the masseuse. Everyone is happy. Everyone tells the delivery man goodbye, and the photographic sitting is about to continue when Barbara, in sweater, pedal pushers, and a doleful expression, appears in the doorway. Lifting her arms to shoulder height in a highly dramatic bit of body pantomime, she announces, 'I have been walking on the beach.' With that she goes up the stairs—

"Someone reminds Margaret that she is catching a plane, just as a song plugger arrives. He says he is starved, would Willie May fix him a sandwich, and settles at the piano where he pounds out a series of tunes. Margaret says that first one has something, could he play it again, change the key, and slow it down?

"Margaret's mother says Margaret has to catch a plane and, incidentally—since Margaret insists upon flying—she (Mrs. Whiting) has insured Margaret's life for fifty thousand dollars. She explains that such insurance is lucky, because no company wants to pay out that kind of money, so naturally the flight will be made without incident.

"Margaret rushes upstairs, changes her clothes, and comes down airport-ready—she thinks. Willie May emerges from the kitchen and announces that Margaret is not to leave the house in that dress. Margaret says she doesn't have time to change, she's going to miss the plane. "Then you'll just have to miss the plane," Willie May asserts positively, 'because, if you don't change that dress, I'm going to put a bullet through your head—and that's a fact.'

"Margaret shrugs, laughs, and goes back upstairs. There is a mighty crash from the courtyard, where there are now as many cars parked as Ciro's lot handles on a Saturday night. Eleanor, Margaret's mother, has backed into someone's auto and has torn off the bumper. 'Send for someone to fix it,' she calls. 'I want to see Margaret's plane take off.'

"At this point it is extremely unlikely that Margaret is going anywhere. A singer whom she knows very well, and with whom she has worked for years, has arrived with his wife and their four children. Margaret is chatting as if she had just arrived for a leisurely weekend.

"And so, I fade into the sunset. I am certain that Margaret will catch her plane, that someone will show up to repair the damaged car, that Willie May will be making sandwiches periodically until midnight, that God's in his heaven and all's right with the Whitings."

He considered his story for a moment of exhausted but extreme pleasure. "Yeah—that's the truest thing you can say about them," he announced. "All's right with the Whitings"



*I never dreamed I could be so happy!*

Radio's "My True Story" has helped countless listeners find *real* happiness. For this drama-packed program deals with *real* people—people like you, your neighbors, your own loved ones. When you hear how they overcome life's most difficult emotional problems, it may help you, too, to find the happiness you long for. So listen to each of these stirring stories—taken right from the files of "True Story Magazine".

TUNE IN

**"MY TRUE STORY"**  
American Broadcasting Stations

# Happy, Happy Time

(Continued from page 41)

The lucky accident was a Sunday afternoon drive which a neighbor invited them to share. (The O'Neills have no car.) Patti held back. "I shudder," she says, "when I think how close I came to refusing to go." But Mrs. O'Neill convinced her it would be nice to get out in the country.

Their destination was the home of Mr. and Mrs. Jerry Urgo in Bergenfield, New Jersey, whom the O'Neills met that day for the first time. While the women visited in the living room, Jerry—who is chief of operations for the CBS photo studio—was stretched lazily in a hammock under the trees, and no more inclined than the next man to work on his day off. But seeing Patti, then ten years old, play with his daughter, Maria, fascinated him. "Her every movement was graceful," he says. "I finally asked if she would like me to take her picture."

Jerry still holds a clear memory of her reply. She tossed back her braids, peered up through her bangs and said seriously, "Oh, no. I don't think I photograph well."

Jerry then went to talk to Mrs. O'Neill. "I asked her if she had ever thought of making Patti a model. She laughed at the idea. That suited me, because I've seen enough exploitation of children in this business so that I wanted nothing to do with a mother who was out to make money on a kid. But we talked for a while, and I suggested she bring Patti to the studio. We'd see how she looked through the lens and under the lights."

To Patti, he gave simple instructions for practice: "Stand in front of a mirror and watch the way you move. Try to be graceful. But really find out how you look."

His test shots turned out magnificently. So magnificently that those pictures, combined with the O'Neill stick-to-it spirit, not only launched the child as a model but also carried her over the kind of pitfall which has brought tragedy to many a youngster.

First on the list of model agencies which Jerry gave them, when instructing them how to make the rounds, was a well-known firm. The interviewer accepted a set of pictures, but said they would have to call back to learn whether the manager would put Patti on their roster.

Says Patti, "I didn't want to come downtown again the next day, so we went on to the next one."

That one happened to be operated by a man who last year was indicted for fraud. Although evidence at his trial proved he was far more intent on extracting money from mothers than he was in finding bookings for their children, he was released when examination of his contracts showed that—regardless of what the mothers thought he promised—he actually had agreed only to include a photograph in his catalog.

But his office was luxurious. Small Patti was impressed: "There were knee-deep rugs and low lights. Besides, the receptionist agreed right away to accept me. I kept whispering to Mother that this was the one I wanted."

The charge was fifty dollars. "By the next day," says Mrs. O'Neill, "I regretted it. The well-known agency phoned to say they would accept Patti. Being green as grass, I said that was fine, and that we'd like to work through both. They explained that wasn't ethical and that I was bound by the other contract."

"My friends were sure I had lost my money. I remember thinking that I didn't really care whether Patti turned into a model or not—but also praying that she



## OPPORTUNITIES FOR EVERYBODY

Publisher's Classified Department (Trademark)

For classified advertising rates, write to William R. Stewart, 9 South Clinton Street, Chicago 6 (Aug.-Wam.) 5

### FEMALE HELP WANTED

**DEMONSTRATORS**—\$25-\$40 Daily. Our lingerie, apparel style showings are sensation of party plan selling. Isabel Sharrow made \$258—11 days, sparetime! Free Outfit. Beeline Fashions, Bensenville, 327 Illinois.

**SEW FOR BIG MONEY!** Women 18-60 wanted. Earn to \$100 weekly. Experience unnecessary. Free placement service. Factory secrets, methods. Complete information. Write Garment Trades, 6411-B Hollywood Blvd., Hollywood 28, California.

**BEAUTY DEMONSTRATORS:** UP to \$5 hour demonstrating Famous Hollywood Cosmetics, your neighborhood. Free Samples and details supplied. Write Studio-Girl, Dept. P-85, Glendale, Calif.

**MAKE MONEY INTRODUCING** World's cutest children's dresses. Big selection, adorable styles. Low prices. Complete display free. Rush name. Harford, Dept. P-2359, Cincinnati 25, Ohio.

**HOME WORKERS WANTED!** Self employment home jobs listed. \$20-\$50 weekly possible. No experience necessary. Maxwell, Dept. B-8, Cleveland 14, Ohio.

**\$2.00 HOURLY POSSIBLE** doing light assembly work at home. Experience unnecessary. Crown Industries, 7159-B Beverly Blvd., Los Angeles 36, Calif.

**EARN EXTRA MONEY**—Our instructions tell how. A. B. Dunbar, Dept. G8, 4130 Mark Terrace, Cleveland 28, Ohio.

**WOMEN. SEW READY-CUT** Wrap-A-Round spare time—profitable. Dept. D, Hollywood Mfg. Co., Hollywood 46, Calif.

**HOME WORKERS. MAKE** hand-made moccasins. Good pay. Experience unnecessary. California Handicrafts, Los Angeles 46, Calif.

**SEW BABY SHOES!** No Canvassing! \$40 Weekly possible! Send stamped addressed envelope. Baby Shoes, Warsaw, Indiana.

**ENJOY EXTRA INCOME** sewing Baby Shoes. Details 3c. Thompson's, Loganville 2, Wisconsin.

**\$30.00 WEEKLY MAKING** Roses. Easy. Write, Studio Company, Greenville 7, Penna.

**FASCINATING PIECE WORK** at Home! No selling! We pay you! Truart, Box 438, Pasadena, California.

### OF INTEREST TO WOMEN

**\$200 FOR YOUR** child's photo (all ages) if used by advertisers. Send one small photo for approval. Print child's and parent's name—address on back. Photo returned. No obligation. Spotlite, 5880-HPW Hollywood, Hollywood 28, California.

**IN SPARE TIME** at home, complete high school with 58-year-old school. Texts furnished. No classes. Diploma. Information booklet free. American School, Dept. ZC74, Drexel at 58th, Chicago 37, Illinois.

**MAKE MONEY CLIPPING** Wanted items from your Newspaper for Publishers. Some worth up to \$10.00 Each! Write for information. Newscraft Publishers, 7-PW, Columbus 5, Ohio.

**HOME SEWERS!** PRE-CUT Materials furnished. You sew and return. No selling. Part, full time. Ron-Son; Dept. PW8, 16351 Euclid, Cleveland 12, Ohio.

**MATERNITY STYLES-FREE** Catalog (Plain Envelope); fashions by famous designers; \$2.98 to \$22.98. Crawford's, Dept. 141, 8015 Wornall, Kansas City, Missouri.

**EARN EXTRA MONEY** Weekly Mailing Display Folders. Send stamped, addressed envelope. Allen Company, Warsaw 1, Indiana.

**SEW OUR READY CUT** aprons at home, spare time. Easy, Profitable. Hanky Aprons, Ft. Smith 3, Ark.

**EARN SPARE TIME** Cash mailing advertising literature. Glenway, 5713 Euclid, Cleveland 3, Ohio.

**SEND OUT POSTCARDS.** Cash daily. Write Box 174, Belmont, Mass.

**PROFITABLE HOME BUSINESS.** Make Fast-selling chenille monkey trees. Literature free. Velve, Bohemia 32, N. Y.

### EDUCATIONAL OPPORTUNITIES

**COMPLETE YOUR HIGH** School at home in spare time with 58-year-old school. Texts furnished. No classes. Diploma. Information booklet free. American School, Dept. XC74, Drexel at 58th, Chicago 37, Illinois.

**HIGH SCHOOL DIPLOMA** at home. Licensed teachers. Approved materials. Southern States Academy, Box 144-W, Station E, Atlanta, Georgia.

### HOME STUDY TRAINING

**PHYSICAL THERAPY PAYS** Big. Learn at home. Free Catalog. National Institute, Desk 6, 159 East Ontario, Chicago 11.

### ADDITIONAL INCOME

**EARN READY CASH** doing mailing work. No experience needed. F. Wilson Business Service, 2875 Glendale Blvd., Los Angeles 39, Calif.

### OLD COINS & MONEY WANTED

**\$40.00 CERTAIN LINCOLN** Pennies. Indianheads \$60.00. Others \$5.00—\$3,000.00. Three Illustrated Guarantee Buying—Selling Catalogs, Complete Alcoin Information—send \$1.00 Worthycoin Corporation (K-460-C), Boston 8, Mass.

**WE PURCHASE INDIANHEAD** pennies. Complete alcoin catalogue 25c. Magnacoins, Box 61-DK, Whitestone 57, New York.

### MONEY-MAKING OPPORTUNITIES

**GROW MUSHROOMS.** CELLAR, shed. Spare, full time, year round. We pay \$3.50 lb. We paid Babbitt \$4165.00 in few weeks. Free Book. Washington Mushroom Ind., Dept. 164, 2954 Admiral Way, Seattle, Wash.

**BIG EARNING OPPORTUNITY** your home neighborhood, town. Exquisite Fashion Party Plan guarantees territory for small investment. Free information. Box 282, Conshohocken, Pennsylvania.

**60% PROFIT COSMETICS.** \$25 day up. Hire others. Samples, details. Studio Girl-Hollywood, Glendale, Calif. Dept. P-85b.

**STUFFING-MAILING ENVELOPES.** Our instructions tell how. Dept. G-8, Education Publishers, 4043 St. Clair, Cleveland 3, Ohio.

**GUARANTEED HOMEWORK!** IMMEDIATE Commissions! Everything Furnished! Hirsch's, 1301-C Hoe, New York City 59.

**\$25 WEEK POSSIBLE,** sparetime, at home, preparing mail for advertisers. Te-Co, Box 946, Muncie 2, Indiana.

**SIZEABLE COMMISSION.** SEND our postcards out. Inquire: Pioneer, Box 13, Wakefield, Mass.

**\$35 WEEKLY PREPARING** envelopes. Instructions \$1. Refundable. Adservice, Spring Valley 151, New York.

**EARN SPARE TIME** cash mailing advertising literature. Glenway, 5713 Euclid, Cleveland 3, Ohio.

**EARN MONEY AT HOME!** Must Have good Handwriting. Write for Details. Atlas, Box 188-A, Melrose, Mass.

**SEND OUT POSTCARDS.** Cash daily. Write Box 174, Belmont, Mass.

### PERSONAL

**BORROW BY MAIL.** Loans \$50 to \$600 to employed men and women. Easy, quick. Completely confidential. No endorsers. Repay in convenient monthly payments. Details free in plain envelope. Give occupation. State Finance Co., 323 Securities Bldg., Dept. H-69, Omaha 2, Nebraska.

**PSORIASIS VICTIMS:** HOPELESS? New discovery! Free Trial Offer. Write Pixacol, Box 3583-C, Cleveland, Ohio.

### MALE & FEMALE HELP WANTED

**EARN EXTRA MONEY** selling Advertising Book Matches. Free sample kit furnished. Matchcorp, Dept. WP-16, Chicago 32, Illinois.

### SALESWOMEN WANTED

**BIG MONEY SELLING** Sweet Georgia Brown Cosmetics. Colored People Buy Fast. Valmor, 2451 S. Michigan, Chicago 16, Ill.

### AGENTS WANTED

**CALLING ALL WOMEN!** Sell new Tall Style Christmas Card assortments. Extra money spare time. Profits to 100%. Bonus. Feature boxes on approval. 77 free samples Christmas Personals, Stationery. New England Art Publishers, North Abington 833-B, Mass.

### HELP WANTED

**FOREIGN-U.S. EMPLOYMENT.** If interested in State-side & Foreign projects write. High Pay. Stamped self-addressed envelope appreciated. Job Information, Dept. 11G, Waseca, Minn.

**HIGH PAYING JOBS.** All Types. Foreign, USA. Chance to travel. Many benefits. Application Forms. Free Information. Write Dept. 73K, National Employment Information, 1020 Broad, Newark, N.J.

### BUSINESS OPPORTUNITIES

**\$200 WEEKLY CLEANING** Venetian Blinds. Free book. Burt, 2434BR, Wichita 13, Kansas.

### MAIL ORDER CATALOGS

**FREE FALL CATALOG**—Aldens 604 page 1956 Fashion Guide! All family, home needs. Lowest prices, money-back satisfaction guaranteed! Send for Free Catalog today. Aldens, Dept. 451, Box 8340A, Chicago 80.

### HOME SEWERS WANTED

**SEW BABY SHOES** at home. No Canvassing. \$40.00 weekly possible. Write: Tiny-Tot, Gallipolis 19, Ohio.



## HANDS TIED?

—because you lack a  
**HIGH SCHOOL DIPLOMA**

• You can qualify for an American School Diploma in spare time at home! If you have left school, write or mail coupon for FREE booklet that tells how. No obligation of any kind.

-----OUR 58TH YEAR-----

AMERICAN SCHOOL, Dept. VC53  
Drexel at 58th, Chicago 37, Illinois

Please send FREE High School booklet.

Name.....

Address.....

City & State.....

Canadian Residents: Complete Canadian Course Available.  
Write American School, 1610 Sherbrooke St. West, Montreal.

# BLONDES!

You OWE Your  
**\$1,000,000**  
HAIR this  
**Special Shampoo**



If you don't already know it, the delicate texture of blonde hair needs the gentle coress of a SPECIAL "creamy" shampoo! That's why millions of blondes insist on BLONDEX. Now, without tints, rinses or that ugly bleached look, you can give your hair the shining, radiant "million-dollar" color that men love! Blondex removes the dingy film that makes hair dark and old-looking, washes it shades lighter and brighter in 11 easy minutes at home. Safe for children's hair, too. Get BLONDEX today at 10c, drug or department stores.

would have enough bookings so that we'd get our fifty dollars back."

Their luck was better than that of many other clients of this agency. Jerry Urgo's superlative photographs may have made the difference. Says Mrs. O'Neill, "Later we encountered plenty of illustrators who refused to book through that agent. Mostly, I guess, he did just collect commissions, but he was responsible for getting Patti her first assignments."

Number-one assignment was for one of the big mail-order catalogs. "That was a weird experience. The photographers, really a large and reputable firm, had just moved to an old mansion and its adjacent garage. The place looked like a haunted house. We were scared to go in—and lost after we did enter. But we just kept daring each other to open one more door until we stumbled into the big room, which turned out to be a beautifully equipped studio."

With the ice broken, the O'Neills took the initiative. They made the rounds of the studios themselves. The Urgo photographs opened doors, and the O'Neills' own charm kept them open.

When she was twelve, Patti transferred to Professional Children's School. Her report at the end of the first day was: "Mother, these kids are too smart for me. They are 'way ahead of me."

Shortly, too, Patti found that some child actors save all their loveliness for the stage. When a little girl boasted of an important assignment, Patti naturally asked where it was. "That," said the moppet, elevating her nose several inches, "is a professional secret."

Wisely, Mrs. O'Neill advised the snubbed Patti: "For a while, you'd better keep your mouth shut and your ears open." The advice worked. Soon Patti loved the school. "The kids are fun and the teachers are wonderful. I think, too, that we work harder and learn faster than in public school. We take more responsibility."

A typical school day for Patti began when her mother called her at 7:45 A.M. Sleepy-eyed, she washed her face and headed for the kitchen to ask, "What's in the refrigerator?"

"She's a weird one, this kid," says Mrs. O'Neill with a laugh. "She doesn't want cereal, she wants sandwiches."

Back upstairs, Patti put on the lipstick, peering a little near-sightedly into a mirror which has the usual schoolgirl mementoes thrust between glass and frame. There are matchbooks, dance invitations and a cherished note from Mrs. Macdonald

Carey thanking Patti for the gift she sent to the Careys' new baby.

Patti dressed carefully. "None of us could risk being sloppy," she says. "A call might come in at school. None of us wore socks and flats. I think, too, our skirts were shorter than a lot of girls wear to public school. They're more becoming."

Patti's own wardrobe is simple, but ample. She likes crinolines and full skirts—she has about a dozen. Her nineteen long-sleeved blouses and twenty short-sleeved blouses are racked in rotation, so that she never wears the same one two days in succession. She has six wool dresses, some summer cottons and four formals. She wears plain pumps with baby spike heels—but keeps her bedroom slippers on until she is ready to leave the house. Her mother's parting injunction is usually: "Put your shoes on."

Patti used her subway riding time to catch up on her required reading. So that she could avoid toting a ton of stuff to an assignment, she had two sets of books, one kept at school, the other at home. She was in class from 9:45 A.M. to 1:00 P.M. She endeavored to return home and have her homework done by 5:30 P.M. "But some days I spent too much time in the coffee shop, talking to the kids."

Patti still helps get dinner—"I like to eat and I like to cook"—and is responsible for the dishes. After watching TV, she spends a little telephone time talking to friends, then is in bed by eleven.

No time was allotted for the usual extracurricular activities. "The school cut them out. We all had too many work assignments, and that's what we cared about." Dates are still restricted to weekends.

She usually sees at least one Broadway play a week. "That's both study and fun. I'm lucky. The boy across the street, Ronny Lee, is an actor, too, so we come home together. We buy the cheapest seats in the theater. We can hear just as well and we watch through opera glasses."

There have been a number of extraspecial dates, too, such as a football game at Yale and the inter-fraternity weekend at Pennsylvania. Biggest of all, of course, was Patti's own senior prom. For it, she got "the prettiest formal yet—all white nylon tulle, soft as chiffon. The prom was at the Hotel Delmonico. We had just a perfect time."

Two major milestones, so far, are her parts in *The Secret Storm* ("I hope, I hope, I hope they keep me in the script") and her six-month stint on Broadway in "Anni-

versary Waltz" ("I grew up on that show").

The play's break-in tour was her first time away from home. "My roommate was Mary Lee Deering. Her father was my tap-dancing teacher. We were both used to having our mothers wash our socks and lingerie and get our clothes ready. It did us good to take care of ourselves."

Hotel living had lost its sheen for both girls by the time the show reached Philadelphia, so they found a little housekeeping apartment. Macdonald Carey, male star of the show, was their second dinner guest.

"We heard him say he was tired of restaurants," Patti explains. "We had already made dinner for a couple of the kids and the roast beef turned out pretty well, even if we did have to prop the oven door shut with a chair. We planned a meat loaf for our big dinner. But, when I got home, I discovered the refrigerator didn't work too well and the meat had spoiled. Honestly, I could have cried. I didn't know what to do. But we did have some liver, because Mary Lee had said it was good for us. I can't tell you how we worried about whether Mr. Carey would like it. But he assured us he just loved liver, so we all had a real good time."

Wally Cox, too, holds a special place in Patti's heart. "Mr. Cox was just wonderful. While we were waiting around during *Mr. Peepers*' rehearsals, he would sit and talk with the kids in the show and he'd play games with us. We all just loved him."

Haila Stoddard of *The Secret Storm* has won Patti's genuine respect. "I learn so much just watching her. She's such a fine actress." Patti is always most careful to address stars, staff and all elders by the proper "Mr." or "Miss." As she says, "I just don't think it is right for us kids to call someone like that by a first name."

Her courtesy is sincere and genuine, and it also is well-noted. While the cameras approve her face and figure, directors and producers approve her manners. Again, Jerry Urgo admits to some early coaching. "Long ago," he says, "I told her, 'Now, don't turn into a snob like some of these brats around show business.' But I didn't really need to. Patti is just as sweet and modest today as she was when she told me, at ten, that she didn't photograph well."

Dick Dunn, producer of *The Secret Storm*, comments on her maturity as well as her manners. "Her poise was the first thing which struck me. Warren Berlinger, who plays Jerry Ames, read opposite her at the audition. Afterwards, I learned that Patti and Warren were good friends, but do you think either of those kids let on? We didn't hear a giggle out of either of them. It just showed in the warm and understanding way they played their scenes."

For the future, Patti hopes "to keep on working, just like I'm doing now." Her mother defines it a little more closely. "I hope she gets some really big part. I don't necessarily mean that she becomes a star. You don't have to be a star to be a success."

And the experts? The production people who know her best are too busy to indulge in wild predictions, but it is significant that they use certain phrases in describing her: "She's a lady." "She is competent." "She knows what she is doing" "She has charm, beauty, focus."

A few years ago, some of those same people were using the same phrases to describe two other young actresses. Their names were Grace Kelly and Eva Marie Saint. This year both won Academy Awards.

No one knows yet whether there's an "Oscar" in Patti's future. But she's found her own rewards on TV. And, at eighteen, it's such a happy, happy time to be alive and glowing—and knowing that "the best is yet to be."

# \$1,000.00 REWARD



... is offered for information leading to the arrest of dangerous "wanted" criminals. Hear details about the \$1,000.00 reward on . . .

## TRUE DETECTIVE MYSTERIES

Every Wednesday Night on MUTUAL Stations

"The Dentist Mixed His Own Knockout Pills"—until one lady patient was found strangled. Read this amazing Minneapolis case in August TRUE DETECTIVE MAGAZINE at newsstands now.

# The Heart Knows Best

(Continued from page 49)

lost on Paul. In his mind's eye, he was already seeing Cincinnati's towering hills, the busy restaurant where the town's television and newspaper people exchange gossip and, most of all, the sweep of a lawn leading to a house he had yet to find.

"It's crazy," he said with a grin. "Leaving New York is the thing you just don't do. If you have that love of broadcasting which keeps you in this hectic business, it doesn't matter whether you're at a 250-watt 'coffee pot' out in Nebraska—or at a substantial high-power station in a big city—New York is your magnet. There's something inside you which makes you want to find out whether you can measure up to the big-time."

Paul had found his personal answer to that question. The little pantomime show which he had started during early TV days in Cincinnati—"because I was a radio disc jockey and didn't have the talent to do anything else on television"—had achieved network status and held it, long before it was brought to New York. When, at the Du Mont network, sweeping policy changes began taking other live shows off the air in favor of film, new doors started opening for Paul. Another network invited negotiations. Profitable opportunities to freelance were also presented. It was apparent that, whatever might happen at Du Mont, New York had a place for a man with Dixon's record for entertaining.

"I'm turning down a million dollars worth of billing," Paul confided. "My reason is simple. We do not like this kind of living—and, above everything else, I want my wife and children to be happy. Perhaps I was able to take this course because I actually had made my decision long ago. You remember the way we left Chicago."

That leave-taking had also occurred at a crucial time in Paul's career. The ambitious young man, together with his new bride, Marge, had come from Iowa on the strength of a dream and a hope. They had a rickety car and money enough to buy gasoline to drive to Chicago. While Marge worked as a sales clerk in a department-store basement, Paul pounded the audition rounds. At last he landed a job at a small radio station where recorded music and straight-off-the-teletype newscasts were the chief commodities. The music proved to be Paul's dish. His disc-jockeying drew a following—and he had been asked to audition for one of the town's choicest commercial plums—when a telephone call changed his life.

Mort Watters, manager of Station WCPO in Cincinnati, was driving into Chicago when, via his car radio, he first heard Paul. He phoned to say, "I think you're the loudest newscaster I ever heard, but I like your voice. How would you like to work for me in Cincinnati?"

"I will never forget that journey," Paul recalled. "My old flivver rattled and shook. The roof leaked and I wondered whether it would hold together. And, all the time, I was in a torment of conflict. Was I doing the right thing? Would gambling on Chicago have meant more in the end? And I also remember how the answer came to me. By going to Cincinnati, I could immediately give Marge a good home. She would not have to work. We could start thinking about a family."

It was this habit of putting human values first which won Paul his audiences and, in turn, the commercial success his ambition demanded.

"You can just about measure what Cincinnati did for me," Paul said, "by com-

## STOP PAIN INSTANTLY

## COMBAT INFECTION

## PROMOTE HEALING

WITH STAINLESS

# Campho-Phenique

(PRONOUNCED CAM-FO-FIN-EEK)

WHEN USED ON

## PIMPLES-ACNE

CAMPHO-PHENIQUE HELPS PREVENT THEIR SPREAD AND RE-INFECTION.

It's wonderful, too, for fever blisters, cold sores, gum boils, cuts and scratches, minor burns caused by book matches, hot cooking utensils, hot water or steam. Campho-Phenique relieves itching of insect bites, poison ivy, etc. Just apply Campho-Phenique next time and see how fast this pain-relieving antiseptic goes to work. And it doesn't stain the skin! Get a bottle today.



### money

can be yours for helping us take orders for magazine subscriptions.

Write for FREE information. No obligation. Macfadden Publications, 205 East 42 St., N. Y. 17, N. Y.



### INGROWN NAIL

Hurting You?

Immediate Relief!

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.



Chubby Club Member  
Lindo Smith,  
Lebanon, Penn.

### CHUBBY Club News

## 2¢

If you are not already getting our Chubby Club News, fill out the coupon below, paste it on a 2c government post card and mail it today. You'll receive your Chubby Club News and our picture book of dresses, coats, suits, hats — EVERYTHING to wear for girls, sub-teens and teens who are too chubby to fit into regular sizes... but who fit perfectly into our special Chubby Sizes 8½-16½.

Lane  
Bryant

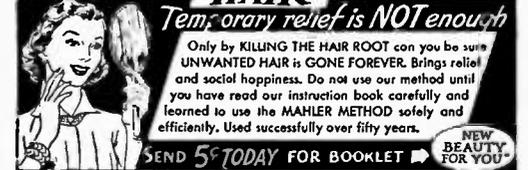
Lane Bryant, 465 Fifth Ave., N. Y. C. 17, N. Y. Please send me your Chubby Club News and Fashion Book 7M.

Name.....Age.....  
Street.....  
City.....State.....

### 12 NEW TOWELS only \$1.00

LARGE SIZE! Assorted colors. New! Not seconds. Non-woven COTTON and RAYON. Money-back guarantee. Supply limited. Order Now! R. J. HOMAKERS CO., Dept. 810, Box 264, Farmingdale, L.I., N.Y.

### DESTROY UNWANTED HAIR FOREVER



MAHLER'S, INC. Dept. 59-K PROVIDENCE 15, R. I.

## FRECKLES

### Don't Add Up To Beauty!

Do freckles detract from your beauty? Start using Stillman's Freckle Cream today. It's doubly effective—lightens the skin besides being a beauty cream. Thousands of girls and women use Stillman's Freckle Cream for a more radiant, softer skin. It helps men too! Try it today—it adds up to Beauty!



For your copy of our new 1955 booklet, "Be Beautiful," write

**THE STILLMAN CO.**  
Box 27, AURORA, ILLINOIS

T  
V  
R

paring the move from Chicago and the later move to New York. When we hit the road last fall, we had two kids and two cars. Pam rode with Marge in the Pontiac. I took Greg in the Cadillac."

The question of living in Manhattan or the suburbs had been settled in no time at all. Said Paul, "When a couple of healthy, lively kids have had a half-acre back yard where they can work off their energy, you can't shut them up in an apartment."

Because an acquaintance had recommended White Plains—"where the commuting was good"—Marge and Paul spent a weekend of whirlwind house-hunting. The one they chose was charming. There were large trees, a rolling yard, even a pond. It was the kind of place people dream about and work to buy.

"That may have been one of the troubles," said Paul. "We simply bought this one. The house which we had dreamed of and worked for was in Cincinnati. That was the first we had ever owned, and it is surprising how lonesome you can get for a house."

They particularly missed the playroom Building it had been a typical Dixon project, where Paul started modestly and had been carried away by his own enthusiasm.

It began when he decided that the broadcasting booth—built while he had a heavy schedule of radio programs—had to go. The cleared space would provide a fine racetrack for Pam's and Greg's bikes on rainy days.

The color they chose—a rich deep red—changed the direction of the project. Said Paul, "I got the notion it would make a fine rathskeller. Five thousand dollars later, we had a wonderful playroom—for adults."

The expenditure was justified when the place turned into that kind of room where a husband and wife can find a special close companionship.

"Marge and I would build up a fire in the fireplace and sit there until it burned low. We'd watch television, have friends in, or just talk. So that we'd be certain the kids were all right upstairs, I installed a two-way communications system. When that was turned on, we could even hear them breathe."

It was this close companionship which they missed most in White Plains. "I had heard about commuting," Paul said, "but, until I tried it, I never believed people could stand such a routine. Let me tell you what a day was like."

"First of all, there was the problem of train schedules. We kept the two cars so that I could drive one and leave it at the station when I took the 8:55. The parking lot, it turned out, was filled by 8:00. So my car sat in the garage and Marge never got away from the wheel of hers."

Marge's timetable became as formidable and inflexible as the program schedule of a television station. At 8:30 A.M., she drove Paul to the depot, then continued four miles farther to deposit Pam at her school by nine. Greg's nursery school, another five miles away, opened at 9:30. Home by ten, she would have just enough time to do the dishes and make the beds before picking up Greg at noon.

Paul had turned his description of it into a chant. "Then it was feed Greg, put Greg to bed for his nap, do the dishes, wake and dress Greg, go get Pam, start dinner, get the kids into their wraps and drive to the depot to get me. We'd put the car away. She would serve dinner, help Pam with her homework, do the dishes, put the kids to bed, and then we'd both collapse. It was worse than having threshers in Iowa, because this went on every day. Marge, instead of being wife and mother,

became Badge Number 47, operator of Marge's Taxi Service."

Many a suburban housewife follows a similar routine but, to Marge and Paul, all the driving and running was a sorry contrast to their relaxed life in Cincinnati.

"I can't tell you how much we missed our friends," said Paul. "It seemed as though everyone we knew lived in New Jersey or Connecticut, two or three hours away. When we took on the additional task of getting a baby-sitter, it became a tougher production job than putting a new TV show on the air. Do you know how many times we managed to get in to see Broadway plays? Twice. Just twice. In Cincinnati, we automatically went to every play. Our friends did, too, and we'd all get together after the show. Or, in the evening, we'd drop in at a friend's home or they would come to ours, and the talk would be good and about many things. Everything was close and easy. We didn't know how much we depended on our friends until we were out of reach of them."

A more serious phase of their isolation concerned the children. Despite the fact that the White Plains living centered around them, the youngsters, too, felt the lack of familiar companionship.

Greg, in his bid for the kind of attention he had had from both playmates and parents, turned rambunctious. He came in from nursery school to report to Marge: "A boy was naughty today. He had to go stand in a corner."

---

## SOMETHING FOR EVERYONE!

*For lovers of drama:*

**Pat Wheel • "The Doctor's Wife"**  
**Tod Andrews • "First Love"**

*For music lovers:*

**Julius La Rosa • • • Lois Hunt**

*For Western fans:*

**Fess Parker • "Davy Crockett"**  
**Gail Davis • "Annie Oakley"**

Plus Dennis James on the cover!

## TV RADIO MIRROR

September issue on sale August 4

---

"What," asked Marge, "did the boy do?"

"He slugged two other boys."

"What was his name?"

Greg grew evasive. "I can't remember."

"What did he look like?"

Chucking his chin deep into the collar of his own flaming cowboy plaid, Greg said, "He had a red shirt."

Marge poured him another glass of milk. "Greg, how long did you have to stand in the corner?"

"Ten minutes," Greg admitted, caught in his own story.

The next time the situation was potentially dangerous. "It was a Saturday morning," Paul recalled. "I was puttering around in the yard when I heard a yell from the direction of the pond. I ran, and sure enough our Greg had dunked himself. Well, I had no more than got him into dry clothes when again I heard an agonized, 'Daddy!' This time I found him ten feet up in a tree. His overall straps were tangled in a dead branch and he was dangling halfway between heaven and earth. I took him down, but by that time I was so irked my hand itched to swat him. That was the time Greg nearly got it."

Six-year-old Pam's loneliness resulted in a constant yearning for her former playmates, the Kiefer children who had lived

only a few doors away. Her every plan would begin: "Now, when I see Connie and Vicki and Pat . . ."

Marge did not realize how stubbornly the little girl clung to her memories until a television repairman, arriving to adjust the antenna, asked, "Pam, how do you like your new home?"

Said Pam, "This isn't my new home."

"What is it then?" asked the man.

"This," said Pam emphatically, "is just my winter home. In the spring, I'm going back to Cincinnati."

Paul and Marge smiled and tried to talk her out of it, but the day came when they agreed with her.

"It was that darned commuting, of course," Paul said. "I hated rushing for the train, dashing up and down subway steps, hunting for taxis. So, one morning, I took the car."

The sun was shining, the peak of the traffic was past and the trip into New York was wonderful. "I made up my mind I was going to drive every day," said Paul.

By late afternoon, however, the weather had changed. An icy rain slashed down and, in rush-hour traffic, Paul inched along in a bumper-to-bumper chain of cars. Oncoming cars, in an equally tight chain, glared blindingly and unceasingly.

"So I took a wrong turn," said Paul. "In Cincinnati, you go around the block and start over. Making a wrong turn on the Triborough Bridge, I wound up on a three-hour tour of Long Island."

By that time, Marge had gone through all the usual worrying about accidents and the children had done the usual whimpering of "Where's Daddy?" Coaxed to eat dinner without him, they trudged off to bed, still protesting they were entitled to wait for Paul. When at last he burst through the door, announcing, "I'm beat," Marge could honestly say, "I am, too."

He wasn't very good company while eating that warmed-over dinner, Paul admits. "All the time I was thinking: So this is New York . . . this separation from my friends and family . . . these hours of fighting traffic or listening to the clatter of railroad wheels . . . this constant running and driving and never having time enough to enjoy my home. Finally, I said to Marge, 'Is it worth it?'"

For a couple of hours, they talked it over. Summer was coming and the trains and highways would be even more crowded. They would miss the country club where they used to swim before dinner. The children, with no school to occupy their time, would miss their friends even more.

Marge swung the balance. "Remember when Pam told the man, 'This is just my winter home?'"

Paul stood up. "Maybe she has the right idea. I'll see what I can do about it."

So again the furniture was crated and the two-car parade of happier Dixons headed down the road.

In Cincinnati, WLW and the Crosley management welcomed Paul to their three Ohio stations. Friends and neighbors were enlisted to help find a new house.

Pam, when told the news, exulted, "Oh, Mummy, when I see Vicki I'm going to hug her and hug her and hug her."

Paul, summing up his own farewell to New York said, "I meant what I said in my letter of resignation. My wife and kids come first. I want them to be happy. I admit I still have a taste for New York. I loved working here as much as I hated living here. If someone offers me a show which I can fly in to do once a week, it will suit me just fine. I'd rather commute from Cincinnati than from White Plains. I guess I proved it. I'm still a country boy at heart."

## It's on the Record

(Continued from page 32)

back in his leather-upholstered swivel chair, reading for a second time one letter which was penned in a meticulous, feminine hand. It read: "Mother still likes to tell her friends how I used to dance in my crib while listening to 'Make Believe Ballroom.' I thought you'd like to know, Mr. Block, that nowadays another 18-month-old baby can be seen smiling and dancing in her crib when our radio has your program tuned in. My own baby."

A lot of loyal listening has been spelled out in that friendly fan letter. Three whole generations of it. For Martin, it's the kind of letter that brings on a searching, reflective mood. He sees himself, some twenty-three years ago, a lean-framed, dark-haired chap, pitting his agile wits against one of the meanest adversaries in modern history—the great Depression. He remembers his personal war against the specter of hunger and unemployment. He recalls the arena where some of his liveliest battles took place—San Diego. It was a time of padlocked bank doors and "No Help Wanted" signs.

"I did a lot of talking, back in the early 1930's," Martin reminisces with a wry smile. "I talked auto accessories, shoes, shirts, ties, vacuum cleaners, books, boats and razor blades—and sold them all. Sold 'em in stores—door to door—and yes, even on the sidewalks. The only commodity I had to offer, in that highly competitive labor market, was my gift of gab. Developed it early, on my school debating team."

One item Martin had not hawked was horoscopes—about which he knew nothing. If he had any awareness of them at all, it was only the suspicion that selling the zodiac was the second largest activity in lower California. But Fate cared very little for Martin's personal opinions. She arranged things so that Martin met a man who did purvey the mystic charts.

The horoscope tycoon had just purchased a little radio station south of the border, in Tijuana, Mexico. He knew nothing about running a radio station, although he had some weird idea that Martin did. He based this notion on the fact that he knew that Martin had recently auditioned for a San Diego announcing job—and had been given the "don't call us, we'll call you" brush-off.

"He offered me a proposition which I pounced on with the shy reticence of a hungry tiger," Martin relates. "In no time at all, I was program director, sales manager and chief announcer of Station XEFD, a 1000-watter. Only two voices ever went through that microphone, the astrologer's and mine. He sold his horoscopes and I announced the less cosmic commercials — everything from aspirin tablets to used cars."

That initial toe-hold led to a second radio stint, back in the U. S., at KMPC in Beverly Hills. Martin now had a deep conviction that he'd found his true medium. He was not satisfied, however, that he had found his proper niche in it. He pondered the problem, and then decided to reverse Horace Greeley's advice to young men. He came East.

"New York in 1934 didn't roll out the red carpet for me," Martin says. "I had to really sell myself. One day, I walked into Station WNEW and announced myself to the receptionist as 'Mr. Block of California.'"

A gleam of amusement lights up Martin's eyes as he adds, "That receptionist! Beautiful. Blonde. And haughty! I wasn't impressing her with that 'Mr. Block of

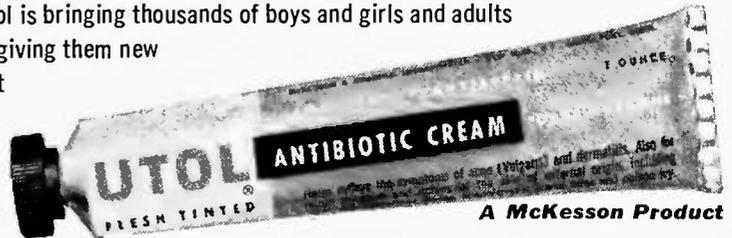
# At Last... a medication that really works!

As indicated by actual tests and color photographs.



## FROM THIS... TO THIS in just 10 days!

Exciting results of actual skin tests show the new antibiotic UTOL is the answer pimple sufferers have been waiting for. Wonderful Utol comes in a true skin color, just like a powder base, and helps to hide ugly pimples while allowing the miracle antibiotic in Utol to help clear up pimples faster. Amazing Utol is bringing thousands of boys and girls and adults the help they've longed for — giving them new poise and confidence. Sold at all drug stores on a money back guarantee...there is no product like Utol for fast pimple relief.



## FREE NATIONAL BELLAS HESS MONEY-SAVING · FALL & WINTER STYLE CATALOG



For You and Your Family... See hundreds of bright fall fashions designed in New York, the world's style capital, offered to you at the lowest prices anywhere.

Shop by mail and join the millions who save by buying regularly from this colorful catalog. Select from styles ablaze with bright, fall colors, all tailored to your family budget. Exciting home items at lowest prices, too. All absolutely guaranteed—your money back if you are not pleased. Our 67th Year.

### SAVE MONEY, SAVE TIME—ACT NOW!

NATIONAL BELLAS HESS  
247-88 Bellas Hess Building, Kansas City, Mo.  
Please send me, free, the new National Bellas Hess Money-Saving Catalog.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

**NATIONAL BELLAS HESS**  
247-88 Bellas Hess Bldg.  
Kansas City, Mo.

T  
V  
R



**ONLY 50¢  
WHILE  
THEY LAST**

This sensational Yearbook sells out practically as soon as it is put on sale. Don't be disappointed this year—mail coupon below with 50¢—today!

**THIS GORGEOUS YEARBOOK  
CONTAINS YOUR FAVORITE**

# TV-Radio Stars

The gorgeous new TV-RADIO ANNUAL is now available to you. This exciting 1955 year book is better than ever! Below is a brief description of this really important Annual:

**NEWS EVENTS OF THE YEAR**—The behind-the-scenes stories of Eve Arden and Brooks West • Anne Jeffreys and Robert Sterling • Florence Halop • Bob Smith • Paul Dixon • Steve Allen and Jayne Meadows • Wally Cox • Jack Webb • Milton Berle.

**NEW SHOWS OF THE YEAR**—Stars new and old, who helped make recent history. Robert Q. Lewis • Sid Caesar • Imogene Coca • Florian Zaubach • Edgar Bergen • George Gobel • Jack Paar • Betty White • Michael O'Shea • James Dunn • William Bishop • Eddie Mayehoff • Gil Stratton Jr.

**WHO'S WHO ON**—Breakfast Club • Father Knows Best • Beat The Clock • Two For The Money • The Garry Moore Show • Your Hit Parade • The Halls Of Ivy • Our Miss Brooks • Masquerade Party • My Favorite Husband • Fibber McGee and Molly • Lassie • The Big Payoff • The Jackie Gleason Show.

**ALL-TIME FAVORITES**—Arthur Godfrey • Ozzie and Harriet Nelson • Ralph Edwards • Bert Parks • Tennessee Ernie Ford • Warren Hull • Bill Cullen • Roy Rogers • Gene Autry • Red Buttons • Jack Bailey • Jack Barry • Ed Sullivan • Art Linkletter • Donald O'Connor • Jimmy Durante • Tom Moore.

**GORGEOUS NEW COLOR PORTRAITS OF THE STARS**—Thrilling 4-color photographs of Liberace • Lucille Ball and Desi Arnaz • Eddie Fisher • Gale Storm. These full page, true-to-life portraits are so unusual that you will want to frame each one of them!

**PLUS**—Pictures and biographies from the most beloved daytime dramas on radio and TV.

•••••

• **TV-RADIO MIRROR** Dept. RM-855

• 205 E. 42 St., New York 17, N. Y.

• Send me postpaid, a copy of TV-RADIO ANNUAL 1955. I enclose 50¢.

• Name.....

• Please Print

• Address.....

• City..... State.....

•••••

WRITE: BREVITYPE INSTITUTE, SAN DIEGO, CALIF., DEPT. 1720

## LEARN THE WORLD'S SIMPLEST, SPEEDIEST SHORTHAND NOW

FREE—please send me typical lessons, details on Brevitype—world's simplest, speediest shorthand—first machine shorthand to eliminate coding. Tell me how I learn Brevitype in 1/2 the time through your personally guided home-study course. Show me how switching to Brevitype, as hundreds have, prepares me for security as a stenographer, secretary, court or hearing reporter here, and abroad, in business or Civil Service—helps me increase my salary 50% to 100%. Include costs and budget plans

# BREVITYPE THE EASY-TO-LEARN MACHINE SHORTHAND

Guaranteed by Good Housekeeping

NOT AN ADVERTISING TRICK

MODERN: TYPEWRITER KEYBOARD NO CODING! FAST ABC!

THE BREVITYPE MACHINE, WHICH CARRIES THIS SEAL, COMES WITH THIS COURSE

California' routine. I did get my interview with the station manager, though—and, when I passed her desk again on the way out, I was a member of the announcing staff. Nowadays, the pretty receptionist and I have a good laugh when we think back on that first frosty meeting. You see, I'm married to her now."

Esther and Martin Block have much to be thankful for today. They have three fine children at home now: Martin, Jr., 14, Joel Christopher, 10, and Michael, age six-going-on-seven. The Blocks have a spacious home in Englewood, New Jersey. They have a host of comforts that come with Martin's twenty years of gradually spiraling success and leadership in the world of broadcast music.

A fortunate meeting with an ambitious astrologer had marked the start of Martin Block's radio career. It was another man's destiny, however, which sparked the beginning of Martin's actual success story.

In 1935, the Hauptmann trial was a cause celebre that spawned black headlines on every front page in the world and kept radio newscasters busy 'round the clock. Journalistically, Martin played no part in this drama. He was a mere radio announcer—low man on the totem pole of a small independent station.

It was in this situation that Martin Block ventured to do one of the most inspired (and ultimately profitable) bits of ad-libbing in the annals of radio. The studio had him "standing by"—had tossed him the little problem of keeping listeners tuned in between those sporadic news flashes. Martin dreamed up an extra listening plus which did the trick. He assembled a stack of recorded pop tunes—the ones he judged most listenable—and played them, one after another. In place of the hackneyed "And next we will hear" type of introduction, Martin improvised a completely new, intimate style of patter which created the vivid impression that both he and his audience were together in some dreamy, elegant ballroom, replete with crystal chandeliers, endless mirrors, and acres of satin-smooth dance floor. In addition to these fabulous word-pictures, he ad-libbed comments to the performing talent—talking to the Dorseys, to Whiteman, Goodman and Crosby as if those personalities were present in his fantasy-ballroom "live," instead of on wax.

Listener reaction to this new twist? Explosive. Calls began jamming the switchboard. Where was this exotic place of the dance? Whence came these rhythms? What magic brought together such top-ranking talent under one roof?

That was Martin Block's cue. His purpose was not to deceive anyone, but to entertain everyone. His brain-child was named the "Make Believe Ballroom," a program idea which stirred not only listener-response but also prompt reaction from the sponsors.

Twenty years have marched past the bandstand since Martin's ingenious imagination gave such a good account of itself. Today, in his comfortable office at ABC, just a few steps west of Central Park, he can sit back in the leather-upholstered swivel chair and review those two decades with a deep sense of satisfaction. The experts will verify that his "Make Believe Ballroom" has always been and still is a glittering showcase for the wares of every important bandleader and singing personality in the business.

Among the vocalists who got their initial boost toward stardom on Martin's tuneful record show are Dinah Shore and Frank Sinatra. The cavalcade of bandleaders who built bigger followings, thanks to Martin, includes Benny Goodman, Tommy Dorsey and Harry James. Martin

himself co-authored (with Mickey Stoner, music by Harold Green) his now famous opening theme song, "It's Make Believe Ballroom Time." And who recorded this lilting curtain-raiser? None other than the immortal Glenn Miller.

Those are significant names, legendary names, in Martin's book. They conjure up a contrast between the radio audience of yesteryear and today.

"There's been a marked change in listening habits since the advent of television," he observes. "Today, the listener expects vocalists to predominate, not groups that are strictly instrumental. It's a direct by-product of the TV-viewing habit. Nowadays, people sit around in comfortable living-room chairs and watch hit tunes instead of dancing to them. They've become conditioned to the visual and, therefore, the vocal, because TV spotlights the solo performers. Whenever TV does offer a jump tune or a mambo it's apt to be a big production number with eye-interest: sets, costumes, corps de ballet, the works. But, most times, the vocalist is supreme. It's the singing personality who reaches the audience's heart. Listen to 'Make Believe Ballroom' and judge for yourself. It's vocals, ten to one."

Martin Block, circa 1955, is rated as the nation's premier platter-spinner. He has toiled in his tuneful vineyard and he has garnered great rewards. His material wealth is enviable. Reasons enough for reviewing two solid decades of success with a sense of deep satisfaction. The fact is, however, those are not the sole reasons. Martin's personal make-up has a definitely non-material side . . . a side which has been somewhat eclipsed by the sheer dazzle of his commercial success.

You are made aware of this less publicized aspect of Martin Block if you happen to meet him in a mood such as was prompted by that young mother's fan letter—the "three generations of listeners" letter. It's a mood which comes easily to Martin: reflective, self-evaluating, critical. If only it were possible to wire-tap Martin's thoughts when such a mood descends on him, you might overhear—not the question, "Have I been a successful disc jockey?"—but rather, "Have I been useful to society?"

The answer to the latter question is spelled out in Martin's very respectable record of public service activity—entirely voluntary activity, by the way. Not a few among Martin's fans will recall the times when they responded to his urgent appeals for blankets, clothing, money—anything that would alleviate the hardship of disaster victims made homeless by storms or floods which struck sections of the country far outside the boundaries of his local listenership.

There was that time, back in 1943, when Martin got "hopping mad." A young GI had written to him asking why it was that servicemen had to pay for their music at certain military camps. The youngster complained that, on his post and at the port of embarkation, he and his buddies could listen to a ballad or a bit of jive only if they dropped their money in the jukebox.

"I wasted no time in relaying that grievance to my listeners," Martin relates. "Their reaction was—well, overwhelming. The switchboard was jammed. Letters and packages came pouring in—portable radios, phonographs, records, and cash. We supplied military installations on the eastern seaboard with enough equipment to fill the listening needs of a hundred divisions!"

On another World War II occasion, soldiers suffering from combat wounds, overseas and aboard hospital ships, turned to Martin for help. They were ambulatory patients. their letters explained, and

had a hankering to fill in some of their dull hours with music—self-made music. Did Martin have any ideas on how they might lay hands on a piano?

"I passed that one along to my listeners and the boys got their wish but fast," Martin says. "They got first choice from the more than three hundred pianos that were pledged within hours after I broadcast the appeal."

Helping people's morale helped strengthen the country's war effort. Martin knew that war bonds helped, too, and into his studio microphone he poured a steady stream of his most persuasive salesmanship—on behalf of Uncle Sam. The final score? "Make Believe Ballroom" fans responded for a total of more than three million dollars' worth of bonds.

These are but a few highlights of Martin Block's contributions to public service. They're characteristic of his inner need to be—not merely a money-maker or a maker of hit tunes—but, deep down, a useful member of society.

"To some people, being on the air is just another way of making money," he says. "You can't just do a program. A disc jockey has a terrific responsibility to the community, to the nation—more so, I believe, than the editor of a newspaper. Oh, sure, he's got a primary obligation to present the newest and the best in music, and to sell the sponsor's product. He can do both, with integrity and honesty, and still go beyond that in the service of his fellow citizens. Every town, every city has its quota of human problems. In most cases, there will be a wise leadership seeking and carrying out solutions to those problems. The good disc jockey, I feel, will get behind such leadership—lend support to their cause, when asked, or even take the initiative."

"Make Believe Ballroom" listeners know that Martin—on his own initiative—has been coming to grips with one much-publicized and highly confused problem in human relationships: this thing called juvenile delinquency.

"Like millions of other parents, I've got a personal ax to grind in this matter," Martin says. "My own son, Martin, Jr., is fourteen. Joel Christopher will move into that teen-age group, soon. Their pals are the children of my neighbors and friends. And there are fine, wholesome youngsters exactly like them all over the country—getting more and more on the defensive, almost getting inferiority complexes. Like the lad who recently said to me: 'Mr. Block, it's reaching the point where I can't meet three or four of my friends in front of the local drugstore without a cop coming over and telling us to break it up, get moving.'"

As he airs his views on this subject, Martin is apt to rise from his chair and do a bit of tense pacing. "Sure, it's true that some teenagers are making the headlines. But that doesn't justify the widespread attitude toward all youngsters in that age bracket. Too darn many grown-ups are getting too darn careless with that term 'juvenile delinquent.' It happens to be a fact that, out of some forty million boys and girls in this country, only 1.7 percent can be technically classified as juvenile delinquents. One-point-seven percent! How about the remaining ninety-eight-point-three percent? Isn't it high time that people began stressing *juvenile decency* instead of *juvenile delinquency*?"

It's all part of the pattern Martin Block started, in those exciting early days of disc-jockeying. And, so long as his "Make Believe Ballroom" continues to pour out music for young and old alike, the accent will be on decency, positive values, and faith in the future.

# SHEETS, TOASTERS, TOWELS, MIXERS, etc.

GIVEN TO YOU

## FREE!

TAKE your choice of hundreds of nationally advertised products: Cannon Sheets and Towels, Dormeyer Mixers, Proctor Toasters, Bates Bedspreads, Westinghouse Vacuum Cleaners—curtains, wearing apparel, silverware, furniture, watches, cameras—yours without cost! You don't pay a cent for anything.

Send for FREE Color Catalog

You can have any of the fine merchandise shown in our beautiful, big Catalog: \$50.00—\$100.00 worth—or more—simply by being Secretary of a Popular Club you help your friends form. It's fun! Thousands are refurbishing and redecorating their homes this new, easy way—without spending any money. You can, too!



CANNON SHEETS



UNIVERSAL COFFEEMATIC



DORMEYER MIXER



PROCTOR TOASTER



EUREKA VACUUM CLEANER



MIRRO PRESSURE-COOKER



DE WALD CLOCK-RADIO



ST. MARY'S BLANKETS

Nothing to Buy—Nothing to Sell!

Mail the coupon or write for the Free 260-Page Full Color Catalog and select the merchandise you want. See how easily you can get it without a penny of cost. No obligation—write today.



Popular Club Plan, Dept. G-935, Lynbrook, N. Y.

Please send me FREE 260-Page Full Color CATALOG of nationally advertised merchandise and tell me how I may get the things I want *without cost*.

Name.....

Address.....

City.....Zone.....State.....

Notice to regular Club Secretaries: You will automatically receive this new catalog soon.

## TIPS for EXPECTANT MOTHERS



FREE booklet of valuable information, "Tips for Expectant Mothers", is offered with this soothing, refreshing skin conditioner that softens tight, dry skin, eases muscular tingling and burning in back and legs. Enjoy the Comfort and Relief of This Skin Lubricant.

\$1.25 AT ALL DRUG STORES



## MOTHER'S FRIEND

## Shrinks Hemorrhoids New Way Without Surgery

Science Finds Healing Substance That Relieves Pain—Shrinks Hemorrhoids

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain—without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne\*)—discovery of a world-famous research institute.

This substance is now available in *suppository* or *ointment form* under the name *Preparation H*. Ask for it at all drug counters—money back guarantee. \*Reg. U. S. Pat. Off.



## Play Right Away!

Now it's EASY to learn ANY INSTRUMENT—even if you don't know a single note now. No boring exercises. You play delightful pieces RIGHT AWAY—from very first lesson! Properly—by note. Simple as A-B-C. You make amazing progress—at home, in spare time, without teacher. Only few cents per lesson. 900,000 STUDENTS!

FREE BOOK

Shows how easy it is to learn music this modern way. Write for it. No obligation; no salesman will call upon you. U. S. School of Music, Studio A-208, Port Washington, N. Y. (57th successful year).



Amazing New, Exclusive PARCHMENT CHRISTMAS CARDS 25 FOR ONLY 1

CASH FOR YOU!

You've never seen cards so lovely! New Parchment Cards personalized with **Name-In-Red**, sell fast at 25 for \$1. Just show our exclusive Sample Book to friends; take big orders! \$65 IS YOURS for selling 65 boxes of luxurious "Southern Hospitality" Greetings. Also Southern Beauty and other Assortments, Gifts, many more. All orders shipped in 24 hours. Profits to 100%, plus bonus. Get FREE Sample Book, Assortments on approval. Slipperettes FREE if you act fast.



FREE! Gift Yours For Prompt Action!

SOUTHERN GREETINGS, Dept. B-31 478 N. Hollywood, Memphis 12, Tenn.

Name.....

Address.....

City & State.....



# WOMEN IF YOU NEED MONEY



HERE'S  
\$150<sup>00</sup>  
FOR YOU!

Make all the extra money you want in spare time. Take orders for beautiful Fashion Frocks—low as \$3.98 each. Over 100 different styles, colors, fabrics. We furnish fabric samples. You risk nothing. Absolutely no experience needed. Try it—mail coupon below.

EARN DRESSES FOR PERSONAL USE—AND TO USE AS SAMPLES! Full details of this special plan will be sent when you mail coupon.

**FASHION FROCKS**  
INCORPORATED  
Dept. T-2053  
Cincinnati 25, O.  
In Canada, North American Fashion Frocks, Ltd.  
2163 Parthenais, Dept. T-2053  
Montreal, P. Q.

PASTE COUPON ON POSTCARD—Mail Today!

FASHION FROCKS, INC.  
Dept. T-2053, Cincinnati 25, Ohio

Send me fabric samples and everything I need to make money in spare time. No obligation—everything furnished.

Name \_\_\_\_\_ Age \_\_\_\_\_

Address \_\_\_\_\_

City & Zone \_\_\_\_\_ State \_\_\_\_\_

If you live in Canada, mail this coupon to North American Fashion Frocks, Ltd., 2163 Parthenais, Montreal, P. Q.

## SUFFERERS FROM PSORIASIS (SCALY SKIN TROUBLE)

Use **DERMOIL**  
MAKE THE ONE SPOT TEST



SEE FOR YOURSELF no matter how long you have suffered. Write for FREE book on Psoriasis and DERMOL with actual "before—after" photo record of results.

Send for **GENEROUS TRIAL SIZE**

Don't be embarrassed with Psoriasis, the ugly, scaly skin disease. Try non-staining DERMOL. Amazing results reported for over 22 years! Many grateful users report the scaly red patches on body or scalp gradually disappeared and they again enjoyed the thrill of a smooth clear skin. DERMOL formula is used by many doctors. Must give definite benefit or your money back. Make our famous "One Spot Test"! SEND 10¢ for trial bottle. DERMOL sold at Liggett and Waigren and other leading Drug Stores. Write today LAKE LABORATORIES Dept. 1004 Box 3925 Strathmoor Station, Detroit 27, Mich.

## A Very Lucky Lady

(Continued from page 54)

chores. Week nights, she usually has a script to learn for the next day's program, Ben cueing her when he has time. Whenever they can find a really free evening, they sandwich in theater or opera in New York, but this necessarily involves planning ahead, in a household where everybody is so busy and there are commuting schedules to be consulted.

In their own neighborhood, everybody takes Flo's job for granted, but once in a while someone will tell her that Ben has been bragging about his wife's talent—"although, husband-like, he never toots my horn much when I'm around!"

Flo was a stage actress, sharing an apartment with another young career girl, when she met Ben. Her roommate often mentioned an old beau, a Yale man who was "a marvelous musician," and one day she came home with Ben in tow. Flora recalls: "I thought, How nice! She's seeing him again. But she went off to Florida, saying I should go dancing with Ben in her absence. We both love to dance, so that wasn't difficult to take. Before we knew it, we were going together and enjoying each other's company more than anyone else's, although we didn't marry until about three years later. My former apartment mate, still one of my best friends, met someone she fell deeply in love with and is now a wife and mother.

"It was understood, when Ben and I got married, that I had a career I wanted to continue. But I knew then that, if it ever interfered with my home life, I would drop it quickly. It never has. Fortunately, although I have taken time out to have two children, we have had no severe illnesses or other major crises, and neither Ben nor I have ever felt my working was harmful to our family life. Like other mothers who are away from home part-time, I make a special effort to be with the children during every free hour. I am back at the house by three each afternoon, when Creel gets up from her nap, and am home weekends. What's more, I am completely contented to stay at home evenings—to be with the children and to study my script after they are in bed. I feel I am eating my cake and having it, too—trite as this may sound—by combining such a satisfying family life with an artistic career."

For Flora Campbell, the dream began when she was a little girl, growing up in Oklahoma. She was born in the little town of Nowata, which her great-uncle helped to found. When she was ten, her family moved to Bartlesville, where she finished high school, later going on to Oklahoma City.

At seventeen, she persuaded her father to let her go to Chicago for a year, to study the violin at the famous Chicago Musical College. She went home again in the summer and, even though her mother was ill and in a hospital, she insisted that Flora continue her musical education and take a regular college course, in addition. So, the next year, Flora began to divide her time between academic studies at the University of Chicago and her musical studies. Until something happened to change her course.

"I had come to two conclusions, that first year when I was in Chicago alone," she says. "One was that I missed my twin sister, Dorothy." (There is another sister, Beth, three years older, and a younger brother, Jack.) "The other conclusion was that there were many student violinists at the College who were much more talented and much more promising than I.

"My twin wasn't musical, but she had been the one to go in for high school dramatics and she was keen on going ahead with a career. Mother sympathized with our ambitions and wanted us to be together, so the folks sent us both back to Chicago, that second year. We shared an apartment with another aspiring actress, and gradually I began to think that theirs was the more interesting life. I listened when they studied their roles at home, and I suppose it was inevitable that I should decide to become an actress, too. So I enrolled in the Goodman School of the Theater."

After a couple of months, however, discontent set in. Flo found that the one leading role she got would be the last for the year, each first-year student having a chance at just one during the season. When she confided her dissatisfaction to a friend—her hurry to get ahead and be a Broadway star—the friend had just the right solution. She herself had been in a Broadway show and had loved it and filled Flo's head with stories of New York and the theater, and now she produced a clipping from a New York newspaper to the effect that Eva LeGallienne was holding auditions for a student group which would form a part of her Civic Repertory Theater. Out of fifteen hundred, Flora became one of the fifty to be chosen. "Only because no experience was required, only some promise," she says.

It was here she learned the fundamentals of acting, and such essential things as make-up and stage deportment. She had speech lessons and lessons in dancing. She played "walk-ons" and tiny parts, and she learned much about the traditions of the theater, the hard work demanded of any successful actress, the humility with which each small success must be accepted. Miss LeGallienne and her excellent repertory company inspired Flora with a deep love of the theater: "It was the greatest good luck for me. Stimulating. Wonderful. The ideal first year for any young actress."

Before the LeGallienne season started, Flo and Dorothy determined they would get some work in summer theater, so they made the rounds together. One of the places they aimed for was the Cape Playhouse, at Dennis on Cape Cod, but at first they were told that only experienced people could be used. They had to admit they had no real experience—marveling a little that their talent didn't stick out all over them and make such mundane qualifications unnecessary!

As they were leaving the casting office, the manager seemed to relent and suggested he would make an exception and let them come as "paying apprentices." A little haughtily, they said they expected to be paid, and swept out. But he came after them again. "You two seem so fresh out of Oklahoma, and yet so sure of yourselves, maybe we can use you, anyhow. You can come with the company, without paying." They grabbed at the chance.

It was a good summer. Flo worked unusually hard, and did so well that she was asked back the next summer, and the next and the next, as company ingenue. She played with some of the greatest names in the theater, Ethel Barrymore, Ruth Gordon, and Humphrey Bogart.

By this time, her twin had married and was living in New York. This helped a lot, during the winters when Flo was pounding pavements and jobs were few. When she needed a good home-cooked meal, she could have one at Dottie's.

"If you were really ambitious you got out and looked for a job, rain or shine,

and sat in dingy outer offices for hours at a time, lunching at drugstore counters on hot dogs and coffee." This is the way Flo sums up the next few winters, until finally she got a walk-on in "The Country Wife" and then her first real role in "Excursion," an artistic play which received fine notices but closed in three months. However, it did begin a period of fairly smooth sailing for Flo in Broadway plays, such as "Many Mansions" and "Angela Is 22."

About midway in her career as a stage actress, she married Ben. And, when Tommy came along she took a year off to play the role of mother and housewife, until he was old enough to be left in competent hands. She did a few plays after that—"Glamour Preferred," which was a flop, "The Land Is Bright," which certainly didn't have much of a run, and "Foxhole in the Parlor," with Montgomery Clift. Her last play was "The Curious Savage," after Creel was born, but by this time she had discovered a medium called radio and another called television—in fact, she had played in one very early adaptation of "Jane Eyre" on TV, way back in 1940, and in one of the first daytime dramas on television around the year 1948, called *The Far Away Hill*.

By now her list of radio and television credits is long and distinguished—from the "nice women" roles in *The Strange Romance Of Evelyn Winters* (radio) and the mother in *A Date With Judy* (TV) to fifteen appearances in Kraft television dramas, roles in *The Web*, *Danger*, *Big Town*, *T-Men*, *Robert Montgomery Presents*, and *Studio One*—and, before *Valiant Lady*, the starring role in a daytime drama called *The Seeking Heart*, in which she played Dr. Robin McKay.

When she was first asked to play the "Valiant Lady" herself, she had some misgivings. "She sounded so 'noble' that I was afraid she wouldn't be a very interesting person. I was quite wrong about her. Helen Emerson is a warmhearted, delightful human being, a woman I admire and like. A believable person with a fine sense of humor, who makes mistakes as all of us do, tries to correct them as all of us try, and usually comes out on top. I think the world is filled with other women—and men, too—who are like Helen, trying to do the best they can."

Sharing Helen Emerson's strong feeling about family ties, Flora Campbell finds her a sympathetic person to play. This feeling, fostered by having a family of her own, was bred in her during her Oklahoma childhood. Although her mother passed on some twenty years ago, she has never forgotten the brave woman who always had such great drive and ambition for her children. Flo says of her: "She went out to Oklahoma to teach school, and there she met my father. All her life she was interested in education. She was a Brown-ing scholar, a bird lover who lectured on the subject in our home state and taught others to love them. Even her name was beautiful and unusual—Isis Justice Campbell."

Now Flo's father has retired to Coffeyville, Kansas, to be close to some of his family—Flo's Aunt Rebecca, her Aunt Frank (for Frances), her Uncle Al and her cousins Bob and Bill Hill—all of whom live either in Coffeyville or the nearby town of La Fontaine. They see *Valiant Lady* on television and tell her it's like getting a letter from her. "It keeps us close," she says.

This, again, is "eating her cake and having it, too." With Ben and Tommy and Creel by her side, with the rest of her family looking on as she plays that other lovely woman, Helen Emerson, Flora Campbell knows she's a lucky lady indeed.

# Sell New **LIVING COLOR** RELIGIOUS and other **CHRISTMAS CARDS**

## Make \$50 ON 50 BOXES



### NO BETTER WAY TO EARN EXTRA MONEY

Let the surge to Religious Christmas Cards bring you biggest spare time earnings. New folders featuring amazing new Living Color Reproductions of inspiring Religious subjects pay you \$1 per box. Easy to sell 50 boxes—make \$50.00—from FREE Samples. 4 glorious new \$1 Religious Assortments; "I Believe" Album of 45 Deluxe Personals. 200 other new money-makers for every purse and person.

### This Big Line Has Everything

Extra profits come easy from Exclusive \$1 Glitter 'n Gold Slim Asst., other newest Tall Cards; 7 lines of Christmas Personals; unusual Tree and Door Ornaments; Children's Cards, Books, Games; over 50 Gifts & Gadgets, others. No experience needed.

### See For Yourself

Get details of Catalog Shopping Plan, New Gallery Portfolio, Factory Surplus Bargains. 4 Assortments on approval, Color Catalog and Personalized Samples FREE. Mail coupon now.

SEND FOR SAMPLES

**EXTRA!**  
Factory Surplus Bargains

\$1 boxes for **35¢**    \$1.25 boxes for **50¢**

Coupon brings FREE list

**MIDWEST CARD COMPANY**

1113 Washington Ave., Dept. 445-C St. Louis 1, Mo.

MIDWEST CARD CO., Dept. 445-C  
1113 Washington Ave., St. Louis 1, Mo.

Please send me money-making details including Bargain List and samples on approval.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

**FINISH HIGH SCHOOL AT HOME!**

No classes to attend. Easy spare-time training covers big choice of subjects. Friendly instructors; standard texts. Full credit for previous schooling. Diploma awarded. Write now for FREE catalog!

**WAYNE SCHOOL Catalog HH-26**  
2527 Sheffield Ave., Chicago 14, Illinois

**Free MATERNITY STYLE CATALOG**

SAVE MONEY—Shop by Mail! FREE catalog pictures hundreds of exclusive maternity fashions. World's Largest, Complete Selection, Dresses, Suits, Mix & Match Separates, Sportswear, Girdles, Lingerie; \$2.98 to \$22.98. Catalog mailed in plain envelope.

**CRAWFORD'S**  
Dept. 35, 8015 Wornall, Kansas City 14, Mo.

**FREE! WOMEN ONLY**

If you need more money... Up to \$5 hour demonstrating Famous Hollywood Cosmetics, your neighborhood. Free Samples and details supplied. Write to:

**HARRY TAYLOR, Pres.**  
Studio Girl—  
Hollywood Cosmetics  
Glendale, Calif., Dept. TS-85

**Add COLOR To Your TV!**

New Multichrome television screen filter adds color to any set. Attach in seconds. Instantly, vivid color takes the place of drab black and white. Glare and eyestrain are eliminated. Guaranteed. Only \$2.98. Send now. Specify screen size.

**HOLMES COMPANY**  
Box 581 Hollywood 28, Calif.

## Imagine Making Big Money in Your Spare Time!

This advertisement brings you an opportunity to make big money in your spare time. Rush your name and address to us today and we will send your FREE information telling you how you can earn \$50, \$60, \$70 regularly, merely by helping us take orders for magazine subscriptions. No experience needed. There is no obligation. Write today!

**MACFADDEN PUBLICATIONS**

205 E. 42 St.

New York 17, N. Y.

**Want to Get Rid of Dark or Discolored Skin, Freckles, Skin Spots?**

**Famous Mergolized Wax Cream 7 NIGHT PLAN Lightens, Beautifies Skin While You Sleep**

Just follow the amazing Mergolized Wax Cream 7 NIGHT PLAN to a whiter, softer, lovelier skin. Smooth rich, luxurious Mergolized Wax Cream on your face or arms just before retiring each night for one week. You'll begin to see results almost at once... lightens dark skin, blotches, spots, freckles as if by magic! This is not a cover up cosmetic; Mergolized Wax Cream works UNDER the skin surface. Beautiful women have used this time-tested plan for over 40 years—you'll love it's fast, sure, longer lasting results! Mergolized Wax Cream is sold on 100% guarantee or money back. Start using it now!

**MERCOLIZED WAX CREAM**  
At All Drug and Cosmetic Counters

T  
V  
R

The best is always a

PRO



Protect your family's teeth with new PRO Tufted Tooth Brushes. There's a size for each member of the family. The famous PRO end tuft reaches teeth other brushes often miss. Nylon bristles polish teeth brighter, wear longer. Remember—

for the best—go PRO

PRO-PHY-LAC-TIC BRUSH CO.  
Florence, Mass.

Thrilling New Massage Cream  
Contains PC-11. Acts Instantly to  
**DRY UP SKIN  
BLEMISHES**

From Both Oily Skin and External Causes!

Have you tried in vain to get rid of oily pimples, "hickies," other externally caused skin blemishes? Well, you never had PC-11 before! That's POMPEIAN'S name for Hexachlorophene. Wonderful discovery of science helps dry up such skin blemishes! Acts instantly to clean out dirt, helps remove blackheads like magic! Goes on face pink—rolls off muddy gray!

**GENEROUS TRIAL TUBE—10 CENTS!**  
Send name, address and 10 cents to POMPEIAN CORP., Dept. P-8, Baltimore 24, Md. (Offer good only in U.S.) Or get Pompeian Massage Cream at any drug store.

**POMPEIAN  
MESSAGE CREAM**



## Her Life Is a Song

(Continued from page 51)

harder, crowding in more things. Doing the Robert Q. Lewis shows, playing club dates and ballroom engagements, doing telethons, benefits, anything required of me. But it's all fun. The whole thing is just—well, just great!"

There's something else, too. Several things, in fact. Things that have made Betty very happy. Like having a settled home, for the first time in years, and fairly settled hours of work. "I could never, until recently, say to my mother, 'Let's have dinner at 6 tonight, if you don't mind, and then I have a date.' I could never be sure of my schedule. Now I can be. My work had kept me on the move, or uncertain that I could keep any date I made, or follow through on any plan.

"If I met someone I thought I might like, I never had much chance to know him better. Just when I thought that might happen, I would have to leave. How can you be sure it's more than the usual friendship when you meet a person only a few times before you have to go off somewhere? You have to see that person with his friends, and with your friends sometimes—with his family and with yours—and you have to get to know his moods and the way he feels about the things that are important to you. Now all this is changed. I'm finding happiness I didn't know existed for me."

If this sounds as though Rosemary Clooney's young sister ever felt underprivileged, it isn't so. Not at all. Betty still thinks she has had the most wonderful, the most exciting and adventurous life a girl could have.

"We just always loved to sing," Betty says. "My grandfather was Mayor of Maysville, Kentucky, for several terms, and Rosie and I always sang when he made his campaign speeches. Her special number was 'When Your Hair Has Turned to Silver.' She certainly could make it sound sad and beautiful, even then. I sang 'Home on the Range'—you can tell that Grandfather was a Democrat, because that was President Roosevelt's favorite song. After the meetings, we handed out pamphlets about Grandfather's candidacy. I might add that we were real little 'hams' then, and we loved every minute of it."

The Clooneys moved to Cincinnati, Ohio, and the girls went on singing, for clubs such as Rotary, at school entertainments, at church affairs. Rosie was beginning to think big thoughts and to carry Betty along with her enthusiasm. One day, after school, Rosie put a choice up to her younger sister. "We have thirty cents between us, Betts," she said. "Which would you rather do—go downtown to radio Station WLW and ask for an audition, or get a soda?"

Betty was immediately entranced with the idea of an audition, but Rosemary was beginning to waver. She really wanted that soda. So they flipped a coin. Betty won, and downtown they went, lugging their schoolbooks.

"When our names were called, we suddenly realized how scared we were. Even Rosie, on whom I counted for support. We sang one duet. They asked us to do another. Then the program director came out of the control room and said, if we would take some lessons in mike technique, he could use us later.

"We told Mother and she was willing to have us try. After two lessons, we got impatient and stopped. When we went back to tell the program director we were ready, he said we weren't—but he would take us, anyhow, and let us learn there."

Betty and Rosemary sang together after that for five years, two of them at the station. When Tony Pastor came to Cincinnati with his band, he heard the girls on radio and sent word that he could use one of them, but not both. They held out for two, or none. He hired them for the summer, and they stayed three years.

There came a time, however, when Betty began to grow tired of the life that had seemed so thrilling to a fifteen-year-old. Now she was eighteen, and Rosie was twenty-one. Their uncle, who now traveled with them most of the time, as their chaperon and manager, didn't like the idea of a girl of Betty's age having dates with men she met casually. It wasn't the same as letting her go out with the home-town boys whom everybody knew. Betty understood his point of view, even while she resented it just a little, and she began to long for the life of a normal young girl, the circle of friends of both sexes, the parties, the dates, the fun.

"By this time, Rosie and I had learned so much about show business from Tony Pastor, to whom we will always be grateful. He had taught us that it never pays to get too impressed with yourself, in this or in any business, and that there just isn't any substitute for hard work. But I was getting a little tired of it all, and I wanted to go home.

"First I told Rosie, and then the others. She understood, and they did, too. She stayed out our two-weeks' notice, and I got on a train bound for Cincinnati."

Soon Rosemary had a call from New York, about a record contract. She signed with Columbia Records and began the career which zoomed so spectacularly with the release of her recording of "Come On—A My House." Betty stayed on in Cincinnati, happy to be home, relaxing for a while, until she got a call from a local TV station. She hadn't done any television up to then, but now she was beginning to sing alone and she thought she might just as well try a new medium and jump both hurdles at once. At first she was on five times a week, and finally it grew to sixteen. There were club engagements, and the usual benefits and personal appearances, and before long she was building a career of her own which promised to lead to big things.

Suddenly, Rosie—who was singing on television in New York—became ill. Betty was asked to substitute for her. She made several appearances—on *Songs For Sale*, on the Robert Q. Lewis shows, and some others. "It was the first time I had worked in Rosie's place, and at first people referred to me as 'Rosemary Clooney's sister.' Rosie was afraid I might be hurt by this. 'Betts,' she would try to explain to me, 'it's only because these people are my friends and they don't know you yet.' By the time they stopped calling me Rosie's sister and remembered I was Betty Clooney, no one was prouder of me than she was."

The affection of these two is well-known in show business, and it seemed completely fitting that they should record the song called "Sisters," for Columbia Records, Rosemary's label. Betty was on the West Coast, doing the Bing Crosby show—with Gary Crosby, who was subbing for his dad—when the call came.

"We hadn't done a record together for five years," Betty recalls. "The only time we ever argue is when we work together, so naturally we started! Rosie had some ideas about harmony. I had some ideas about phrasing. We started to argue over them the minute we stepped into the

studio, and we never stopped until we walked out of it! We got to the point where we were being very formal with each other—I called her Rosemary instead of Rosie and she began to say Betty Ann instead of Betts, just like she used to when we were kids and she was annoyed.

"When we got into the car to ride home together, we looked at each other and began to laugh. 'Betts,' she said. 'Rosie,' I answered. And we giggled all the way home. It was like old times. Now we have decided that it's a stimulating way to work, each goading the other to do her best. Rosie is really the most wonderful sister a girl could have, with not a trace of jealousy or meanness in her. I think she is a fine actress as well as singer, and I love seeing her in movies. As far as I'm concerned, she has just everything."

Betty herself has a brand-new recording contract, with RCA Victor X label—a new one—for which she has already done "Si Si Señor," "Ko Ko Mo," and "Only Forever" (that last one a sentimental song quite in keeping with her present mood!). The youngest Clooney sister—ten-year-old Gail Ann—is following her big sisters' example and starting with children's recordings for Columbia. (Their brother, now in the Army, has a fine voice but doesn't expect to use it professionally, at least not as of now.) Gail Ann lived in Hollywood with Rosemary and her husband, Jose Ferrer, to keep Rosemary company before the arrival of her baby.

Recently, Betty flew out to Hollywood for a quick trip to see Rosie and the gang and hear the newest voice in the family—baby Miguel's. "I'm so happy for Rosie," she said. "I'm happy for every girl who marries the man she loves and has a family. That's every girl's dream, isn't it?"

"Yes," she admitted, "there's someone I am very fond of." (The glow at this point became fairly dazzling!) "We're not ready to talk about it yet, but it has happened, at last, to me. I have had a chance to see him with his friends, and with mine. To have him as a guest in my home many times. To learn what things he thinks are important, and to tell him what things are important to me. Just as I always dreamed of doing when I was on the road."

In the meantime, Betty loves the little apartment in New York, near the CBS studio, where she and her mother keep house. ("My mother is really indispensable. She takes my telephone calls, keeps the house and my whole life running smoothly.") Betty loves the dinners at home, instead of dining in restaurants and hotels all the time. She loves sitting around, watching TV, listening to radio.

She has a small but flourishing horse-breeding business now, down in the old hometown of Maysville. Her manager-uncle helped her decide on it. "You love horses," he said, "so it would be something you could put your heart into." Betty has, and there have been profits so far in both money (a modest sum) and enjoyment. Right now, under her uncle's management, they have three two-year-olds, four brood mares, one stallion, and three yearlings. "This year we will have three horses running—because it seems, this time, that our three little ones can be better used as racers—but mostly we're a breeding farm," Betty explains.

Enthusiastic as she is about her "breeding farm," Betty is still more excited about her current singing assignments. She loves meeting people and hearing what they like about the Robert Q. Lewis shows, why they're happier for watching and listening to Bob and his talented troupe. "It's wonderful to have a small part in all this," she breathes. "In fact, everything in my life is wonderful right now!"



America's Famous Fashion Guide!

# FREE

## Aldens 604-page FALL CATALOG

Save most! Shop easier at home... from greater selections!

It's FREE... and only at Aldens! No strings, not a loaner—this big Catalog is your personal fashion guide to use and enjoy. See all that's new for a lovelier you in over 250 pages of fashion news from New York, Paris and Hollywood! Newest fabrics, colors, sizes so right for you. More than 300 pages for family and home, too... prices so low you'll be amazed! Send now for your FREE Fall Catalog. Quantity limited so hurry. See how you can dress better, live better for less... how you save more, pay as you use on easiest terms... get money-back satisfaction always when you shop the modern catalog way at Aldens! DON'T DELAY—clip and mail coupon today!



- 148 pages in glorious color
- First in fashion since 1889

*Aldens*  
Chicago 80, Illinois

### PASTE TO POSTCARD...MAIL NOW

ALDENS, Dept. 437, Box 8340A, Chicago 80, Ill.  
Please rush my FREE Aldens big Fall Catalog.

Print NAME \_\_\_\_\_

Print ADDRESS or R.F.D. NO. \_\_\_\_\_

Print POST OFFICE (town) \_\_\_\_\_

STATE \_\_\_\_\_

### "How to Make Money with Simple Cartoons"



A book everyone who likes to draw should have. It is free; no obligation. Simply address

FREE BOOK

CARTOONISTS' EXCHANGE  
Dept. 598 Pleasant Hill, Ohio

## THIS AD IS WORTH MONEY!

Let us show you how to make big money in your spare time by helping us take orders for magazine subscriptions. Write today for FREE money-making information. There is no obligation.

MACFADDEN PUBLICATIONS  
205 E. 42 St., N. Y. 17, N. Y.

### SELL EXCLUSIVE NEW "Imperial Gold" TALL CHRISTMAS CARDS

Make 75c on Every \$1.25 Box — \$60.00 Easy On 80 Boxes!

Only Cardinal makes it so easy to earn! Full 150% profit on "Imperial Gold", Exclusive Gift Wraps & Ribbons By-The-Yard, 30-Card \$1 Assortment, Personalized Christmas Cards at 40 for \$1.25 and up, 250 card assortments, stationery, gifts — many not available anywhere else. Also famous Doebla line catalog. Extra Cash Bonus; Guarantee assures up to 15c more profit per box. 1-FREE-WITH-EVERY-3 Sample Offer. Send coupon for Free Trial samples NOW!

Cardinal Craftmen  
1400 State Av., Dept. 295, Cincinnati 14, Ohio  
Send money-making kit of 5 assortments on approval. FREE Personalized Samples, other FREE Offers.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

### DANCING SHOES — SUPPLIES

Toe \$5.95, Pads & Ribbons \$1.00; Ballet \$3.29, Tap Shoes With Toe Taps, To Size 3, \$4.95, Larger \$5.45; Acrobatic \$1.39, Crepe Sole \$1.95. Send Shoe Size and Foot Outline. Leotards \$3.85 Sheer or Mesh Opera Hose \$4.95, Mesh Tights \$7.45, Hula Skirts \$3.25. Send Check or Money Order, No C.O.D.'s Please.

BATON — DRUM CORPS SUPPLIES  
SKATING SKIRTS — Roller or Ice  
Complete Catalog 15c (applied to purchase)

QUINCON DANCE SUPPLIES  
7 FASTER ST., Dept. R, QUINCY 69, MASS.



### ...Train At Home For A WELL PAID CAREER

### PRACTICAL NURSING



Help fill the urgent need for Trained Practical Nurses. If you are between 18 and 65, it's easy to train at home in your spare time to take your place in this respected calling. Many earn while learning. High school is not needed. Nurse's equipment included. Mail this ad today for FREE Facts.

Wayne School Of Practical Nursing,  
2525 Sheffield Ave., Desk E-85, Chicago 14, Ill.  
Please rush FREE FACTS and Sample Lesson Pages.

NAME \_\_\_\_\_

Full Address \_\_\_\_\_

**YOURS FREE!**

MIXERS SHEETS TOWELS

CLOTHES



Without spending a penny you can get such famous merchandise as Mirro Aluminum, Bates Bed Spreads, Detecto Scales, Hoover Cleaners, Chatham Blankets, Waltham Watches and hundreds of other things you've always wanted.

Become an American Homes Club Secretary... it's easy... it's fun... there's nothing for you to buy... nothing for you to sell.

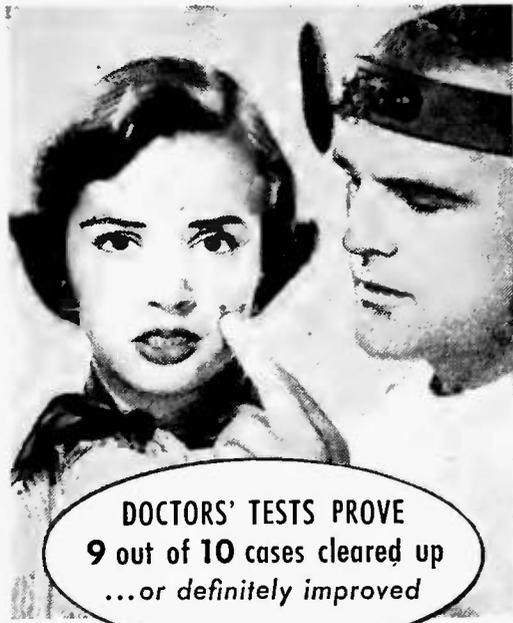
Write for big color catalog

AMERICAN HOMES CLUB PLAN, DEPT. 8B, BANGOR, ME.  
Please send FREE COLOR CATALOG at no obligation.  
Name \_\_\_\_\_  
Street & No. \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

New! Clearasil Medication

# 'STARVES' PIMPLES

SKIN-COLORED...hides pimples while it works



DOCTORS' TESTS PROVE  
9 out of 10 cases cleared up  
...or definitely improved

Doctors' clinical tests prove this new-type medication especially for pimples really works. In skin specialists' tests on 202 patients, 9 out of every 10 cases were cleared up or definitely improved while using CLEARASIL.

**Amazing starving action.** CLEARASIL actually starves pimples because it helps remove the oils that pimples "feed" on. And CLEARASIL's antiseptic action stops the growth of bacteria that can cause and spread pimples. Skin-colored to hide pimples and end embarrassment. Greaseless, stainless...pleasant to leave on day and night for uninterrupted medication.

**America's largest-selling specific pimple medication...** because CLEARASIL has helped so many boys, girls and adults. **GUARANTEED** to work for you as it did in doctors' tests or money back. Only 59¢ and 98¢. At all druggists—Get CLEARASIL today.



Now also available in Canada (slightly more)

## Corns

Sore Toes,  
Tender  
Spots

NERVE-DEEP  
RELIEF!

Pain Stops  
FAST!

No waiting! Super-Soft Dr. Scholl's Zino-pads stop pain at its source ever so fast... remove corns one of the fastest ways known to medical science... stop corns before they can develop... ease new or tight shoes... prevent sore toes, blisters. No other method does all this! For FREE sample, write Dr. Scholl's, Inc., Chicago 10, Ill.



Super-soft Dr. Scholl's Zino-pads

## Meet Linda Porter

(Continued from page 35)

Patricia, who is not quite a year and a half old) will greet Gloria as the same uncomplicated child she left that morning—Tish being still too young to be touched by television.

The way things are now in the Louis household, in a big apartment not far from the NBC-TV studios where Gloria works, either or both of the boys may end up as producers or directors or even as co-actors of hers at some later date—although Ashley at the moment is more interested in sports and in being a Cub Scout (Gloria is a Den Mother). Ashley is also a studious little boy who likes to read and to play the piano, but it's he who takes over when Gloria practices her narration and some of the commercials on a tape recorder at home. And he handles it like a pro.

"Ashley really has to run the recorder," she says, "for the simple reason that I don't know how. Boy-like, before I could even begin to figure it out, he had it all mastered. So he is the 'producer'—until I'm finished, and J. C. takes over to do some impromptu commercials of his own. J. C. never offers his mythical audience anything less than 'the giant family size'—especially when he decides the product should be candy bars or cookie mixes."

To J. C., everything that happens on television is very real. Now that he has decided to be *Superman*, he hasn't been able to understand why he, too, cannot fly. "How would you like to untrain a child who believes he can take off from any convenient chair or table?" Gloria asks. "That's what Jack and I have had to do. We let him jump off the kitchen table and get a few bruises so he would understand that *Superman* has a few tricks up his cape that small boys have yet to learn. Now he seems satisfied merely to strut in a *Superman* outfit, and he doesn't even mind when the older children rib him about the cape. He lives his role!"

Gloria understands this thespian urge in her offspring. She always had it herself. At seventeen, already a tall attractive blonde with lovely gray eyes, she entered a singing contest at The Nine O'Clock Club in New York, a sort of junior Stork Club owned by Sherman Billingsley. "The children of the people who went to the Stork Club used to like to dance at the Nine O'Clock and, after I won a three-weeks' singing engagement there, absolutely nothing could have held me back."

Through a professional performer at the club, she was introduced to an agent and got a few minor engagements. Most of all, of course, she wanted to sing on the Broadway stage. Lew Brown made an appointment to audition her for his play, "Yokel Boy," took one look at her childish face and said, "Go home, little girl, and come back to see me when you grow up." Cut to the quick by this lack of confidence in her woman-of-the-worldliness (she had been sure, up to this point, that she looked at least eighteen!), she kept the rebuff to herself and said not a word to her parents. She turned up again next day, however, in Mr. Brown's office, as if to assure him that if she could take the slings and arrows of show business she was certainly old enough to be in it.

"I was too scared to say much, but I didn't have to. I guess he knew he had met his match. He hired me for the chorus, in which I did practically nothing, and so did it well enough."

Originally her name was Gloria Hope Trope, but the last name got to be a nuisance, because everyone seemed to stumble over it and didn't believe it was

her real name anyway. So she dropped the Trope, and was known as Gloria Hope. When she auditioned for Dick Rodgers, he gave her a chorus job in the Rodgers and Hart musical, "Higher and Higher." This time she had more to do, and did it better. After that, things were easier. She sang with Ray Heatherton and his band in the Rainbow Room on top of the RCA Building, in Radio City. She played the feminine lead, the wistful Kathy, in "The Student Prince," on Broadway for three months and on tour for a year.

"My mother glued herself to my side all this time, picking me up at the theater at night, traveling with me when I went on tour," she recalls. "Show business was new in my family—my sister never had theatrical ambitions, is married and has three children. My brother was a flier who was killed in an Air Force flight in the Pacific, after the war was over. So far as I know, there was no family precedent for my career. But I was determined to be a star, and I finally landed in Hollywood for a few months, where I made several pictures—'Anchors Aweigh,' 'Women's Army,' and a lead part opposite Preston Foster in 'Twice Blessed.' Then something happened that brought me back to New York."

The "something" that happened was falling in love—with a tall, dark and rugged-looking young fellow by the name of Jack Louis, whom she had met three years before on a blind date. She had thought at first that he was too serious, even a trifle stuffy for such a young man. In fact, she wasn't at all sure that she liked him, except that he was such a wonderful dancer and she did like to dance. So they began to date, but it was a geographically inconvenient sort of friendship almost from the first. She would have to go off, on tours or singing engagements. He went into the Army. Whenever they were in the same city they went dancing, but it wasn't too often. Often enough, however, for Gloria to discover that Jack had unsuspected qualities she liked very much—humor, kindness and sweetness.

"I think I was glad to go to California partly because I wanted to find out if I was really in love with Jack—and if absence would make me sure of it. You might say that I chased him until he caught up with me! When he finally did, we both knew we were in love and he put the decision up to me squarely—to give up a movie career and come back to New York and marry him, or to forget him. Of course I came back—although sometimes I like to think I gave up a 'big Hollywood career' all for love! It's a nice thought, anyhow. We had a real family wedding in New York, the kind every girl looks forward to. Jack's folks came from their home in Little Rock, Arkansas, and all my family were present."

There had been no objection to Gloria's going on in the theater, but after Ashley was born she wanted to spend as much time as she could at home. "To remain in the theater meant being away from my baby every night and, besides, I didn't want Jack to be one of those husbands who has to hang around backstage waiting for his wife. He is a businessman, a stockbroker, and when he comes home at night he is entitled to find his family waiting. So I began to think about getting into television, which was then getting more and more important. I tried out for my first TV job, a cooking program. By the time J. C. was born, I was determined to stay in TV and to forget the stage, all my old dreams of stardom deserted. Now

I had a home and family, as well as a career to consider. After a year of trying, I got a job on the Hazel Scott show, doing the commercials."

Little by little, her telephone began to ring, with job offers. Dramatic shows were coming into their own on television, and Gloria began to get roles in one after the other, stacking up some seventy-five different parts to date. More and more she was called upon to make commercial announcements, having the happy faculty of talking to her listeners as one housewife to another, with complete sincerity, because she believed in the products she described. Last January, when she was asked to do the commercials and be the hostess-narrator on *Way Of The World*—a dramatic daytime TV program which tells a complete story every week or two and introduces a new group of actors playing a new cast of characters for each story—it seemed like an exciting combination of two things she enjoys.

This summer Ashley and J. C. will go

off to camp, and Gloria will take the baby to a little nearby park during the lazy summer afternoons. Weekends, they will go off with Daddy to a beach club, for swimming and relaxing. Weekdays, she will be up and out right after an early breakfast, leaving Tish with her excellent nurse—and, evenings, she will go on studying her scripts, missing the noise and excitement the boys create. Then soon it will be fall and the big, comfortable apartment will be lively again.

Sometimes, Gloria will bring home a particularly nice fan letter and let Jack and the boys read it—and J. C., in particular, will be impressed because she gets fan mail, just like *Superman*. "Why, you're famous!" he will probably say to her, just as he did the first time he discovered that his mother was a television star—although certainly not in a class with a fellow by the name of Clark Kent!

Someday he'll learn, as so many others have, that Gloria Louis is in a class all by herself.

## Always in Harmony

(Continued from page 31)

was nine—and took to the trees."

While Chris could be found on Route 25, Dot was usually perched on the top branch of the tallest tree. She could skin-the-cat on a medium-sized cloud. She led the neighborhood children up and down the trees.

Actually, both Dot and Chris have a reputation for clamming up. But, if you said Chris were pianissimo, then you might call Dot double pianissimo. The sister who likes to talk is Phyl. She sizzles like bacon in a hot skillet. She's the one who always answers the phone. Meets with song-pluggers. Makes or breaks dates. Keeps in contact with agents and publicists and publishers. She is vivacious, lovely and cheerful, but also conscientious and a worrier. Phyl always insists on listening to tapes of their broadcasts and gets worked-up about the smallest error.

"Phyl's early years were noted for her romances," says Dot. "She had as many as three fiances at a time. She started right after she got out of the playpen." At the age of six, Phyl proposed to a playmate and was accepted. Instantly, they headed for Kentucky, where they could be married with twenty-four-hour residence. They were thirteen blocks closer to the state line when friends of Phyl's parents came by and asked her where she was going. She spilled the beans, and the adults took her home.

With three such extraordinary gals, one would expect extraordinary parents, and so it was and is. Asa McGuire, a steel worker, is a mixture of Cherokee and, of course, Irish. He is a six-footer, very handsome, with coal-black hair and eyes. Lily McGuire, of German extraction, stands just an inch shorter than her daughters, and she is an ordained minister. She founded the First Church of God in Miamisburg, Ohio, and served as pastor until her retirement last year.

The girls called themselves "PKs"—preacher's kids—and, as such, found they were expected to be constantly on good behavior, take on more responsibilities in church work, and lead a more restricted social life. On weekdays, they had to be in at ten-thirty and, on weekends, it was eleven. There was no card playing, and when the girls got a Monopoly game—they thought they were really living it up.

"Although our folks were very strict," says Dot, "they were understanding and had a good sense of humor. We always had a lot of fun with them. And Mother was like a sister to us. When we broke a rule

or did something wrong, she would just sit down and talk about it. There were no penalties or punishments."

Chris studied piano for nine years. Phyl studied voice. Dot learned to play piano—and even tenor sax, so she could march in the school band. For many years, the girls sang for their own pleasure and then began to sing at church or, by request, at funerals and weddings. Actually, they never sang a pop tune in public until 1950—but, in the four years preceding, they got their most intense training. About 1946, other preachers heard them sing and the trio was in constant demand all over the country, at evangelical meetings.

The first hint of what was in the future for them occurred on a Sunday morning in Dayton, after they had sung in church. The services had been broadcast and Karl Taylor, a top Midwestern booking agent, heard the trio and rushed down to the church: "Do you sing popular music?"

"Never touch it," the girls said. "Well, if you ever change your minds, please come to see me."

It wouldn't have been proper to sing pop tunes one night and hymns the next. Aside from this, the girls had several distinct reservations about show business, fearing it was a sinful way of life. That's probably why the trio started in show business under the most sterile conditions possible—through a hospital door.

It happened this way. In 1950, a friend sent a home recording of the trio to the late Richard Maxwell, who at the time was scouting the country for talent to entertain at veterans' hospitals. Mr. Maxwell gave one listen, phoned the girls and made a date to meet them in Dayton. There he persuaded them it would be proper to sing ballads for veterans.

"We were to sing a couple of pop songs and then go into our repertoire of hymns," Phyllis reminisces. "Trouble was that the boys asked for more and more pop tunes, and you don't refuse the requests of bedridden men."

They got to meet other people in show business and came to the conclusion that it wasn't so sinful, after all. After nine months of touring, they returned to Ohio, looked up Karl Taylor and said, "Book us." That was in 1951 and, within a year, they were to be celebrities.

At first they sang club dates and then with Karl Taylor's orchestra. One day they went up to the WLW-TV studios to audition for the program manager, Neal Van Els. The girls got a program of their own, and Phyllis got herself a husband—

**Calling All Women!**

**SHOW FRIENDS  
NEW TALL STYLE  
Christmas & All Occasion  
GREETING CARD  
ASSORTMENTS**

folks are wild about

New 1955  
**GOLD EMBOSSED  
TALL CARD**  
Christmas Ass't.

New 1955  
**TALL 21-CARD**  
Christmas Ass't.  
with gold-lined  
envelopes

**Make  
\$50-\$75  
-\$100**

**EXTRA  
MONEY**

**AGAIN  
AND AGAIN**

New 1955  
Ass't. of  
**21 SLIM  
RELIGIOUS**  
Christmas  
Cards

New 1955  
Christmas  
Matching  
**WRAP  
GIFT  
Ensemble**

New 1955  
**"ACTION"  
COMIC**  
Christmas  
Ass't.

New 1955  
Christmas Ass't. of  
**PHOTOCHROME  
CARDS** in  
true-to-life-colors

New 1955  
21-Card  
**SLIM ALL  
OCCASION**  
Ass't.

**FREE 77 Name Imprinted  
SAMPLES of**  
Christmas Cards, Stationery, Notes, Napkins

**179 New Ways  
To Make Money**

for yourself, club or church!  
Take easy orders spare time  
for amazing value Christmas,  
year 'round box assortments,  
exquisite novelties, personal  
gold stamped items. FREE  
Personal Christmas Card al-  
bum. No experience needed.

**Start A Greeting Card and  
Gift Shop At Home**

**MAKE FRIENDLY SOCIAL CALLS.** Profits to 100%  
plus cash bonus. New Party Plan increases in-  
come. Have money for new clothes, furnishings.

**FUND RAISING PLAN—PREMIUM OFFERS**  
Make up to **\$1.00** per box!

**ONE MONEY MAKER SAYS:** "I have been  
selling your cards for almost two years and I  
have made enough money to buy a lot of things  
I have wanted."—Diane Carey of Illinois

**Let us send you for FREE TRIAL  
EVERYTHING YOU NEED to get started**

**WRITE TODAY**

for actual boxes on  
approval and FREE  
48-page full color  
illustrated catalog.  
If outfit does not  
make money for you  
in a jiffy, return it  
at our expense.

New England Art Publishers  
North Abington, 821, Mass.

Send No Money—Mail Coupon Now

**NEW ENGLAND ART PUBLISHERS**  
North Abington, 821, Mass.

Please send me at once Feature  
assortments on approval, free sam-  
ples Personal Christmas Cards,  
Stationery, Notes, Napkins, free  
Catalog, Selling Guide, Premium  
Offers and details of your wonder-  
ful extra money plan.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Check here if writing for club or church  
organization interested in raising funds.

**Guaranteed by  
Good Housekeeping**  
IF NOT AS ADVERTISED THEREIN

**No Risk On Your Part**

# MAGNETIC POT HOLDERS



Place these quilted magnetic pot holders flat against any metal surface (stove, refrigerator, metal cabinets, etc.). Presto! They "stay put"—ready and handy to use . . . flip them back against the metal—and they stay in place . . . as decorative as they are useful . . . tiny magnets are invisible and will last forever . . . washable and rust proof . . . no modern kitchen should be without them . . . makes a stunning gift . . . Order yours NOW! We pay postage! Use coupon.

**"TWIN KITTENS"**

only  
**\$1.25**  
a pair

**World Wide**

63 Central Ave., Ossining, N. Y.  
I enclose \$ . . . for . . . "Twin Kittens" Pot Holders.

Name . . . . .  
Street . . . . .  
City . . . . . Zone . . . . . State . . . . .

Send cash or money order.

## ONE MINUTE CUTS-BURNS

of simple care in minor injuries  
May avoid terrible infection

Apply germ-arresting OIL-O-SOL at once. Helps control infection, ease pain, speed healing. At your drug store — **MOSSO'S OIL-O-SOL**



## BE A Nurse

**MAKE \$50-\$60 A WEEK**  
You can learn practical nursing at home in spare time. Course endorsed by physicians. Thousands of graduates, 56th yr. One graduate has charge of 10-bed hospital. Another saved \$400 while learning. Equipment included. Men, women, 18 to 60. High school not required. Easy tuition payments. Trial plan. Write today.

**CHICAGO SCHOOL OF NURSING**  
Dept. 28, 25 East Jackson Blvd., Chicago 4, Ill.

Please send free booklet and 16 sample lesson pages.  
Name \_\_\_\_\_ State \_\_\_\_\_ Age \_\_\_\_\_  
City \_\_\_\_\_

## YOU'D NEVER KNOW I HAD PSORIASIS

(S. D.)\* As hundreds of thousands of users have learned, Siroil tends to remove psoriasis crusts and scales on outer layer of skin. Light applications help control recurring lesions. Siroil doesn't stain clothing or bed linens. Offered on two-weeks' satisfaction or money-refunded basis. 22 years of successful results. Write for free booklet.

\*S. D. Means Skin Disorder

My thanks to  
**SIROIL**

**AT ALL DRUG STORES**

Siroil Laboratories Inc., Dept. M-78, Santa Monica, Calif.

Neal Van Els. "We knew Neal was the real thing," Dot says. "She gave up all her other fiances before she even proposed."

Their TV show was aired for thirty-nine weeks, and the girls put in twenty-two weeks in the supper club at the Van Cleave Hotel. And then it started: Fans and guests at the hotel asked why they didn't go to New York and audition for some of the major television shows, particularly *Arthur Godfrey's Talent Scouts*.

"We had never thought that way," Chris says. "We were earning our living doing something we enjoyed. That was all that it meant."

One night, during an intermission, the girls took a walk around the block. Suddenly, Dot said, "Let's go to New York." "I'm for it," Chris said.

Phyllis had to be convinced, and they convinced her. But first they made an agreement: If they failed, they would disband as a trio. That would be the end. They didn't flop. They hardly had a chance to flounder. Almost immediately, they got a job with Kate Smith for eight weeks. They were a smashing success on the *Talent Scouts* show in December of 1951. After a week, before they left for Ohio, Arthur said he'd be phoning them.

In January, the call came and, before the end of the month, the McGuire trio was adopted into the family of Little Godfreys. But the girls were real hayseeds when they first got to New York. So much so, it almost lost Chris her future husband.

"We were at the Astor Hotel one afternoon, trying to get tickets to a musical, and the broker was sold out. A man standing by politely introduced himself, handed us his card and said if we came up to his office he could get us tickets."

The man was John Teeter. He is Executive Director of the Damon Runyon Cancer Fund and his office was in the hotel. At the time he had tickets for a benefit performance of "South Pacific," but the girls figured him for a sharpie. (It should be noted that he neither looks nor acts like a sharpie. He is slim and dresses conservatively and is intelligent and quite business-like.) Finally, the girls figured that, if they went up to his office three-strong, they could just about hold their own in a pinch. But he didn't pinch and, in fact, was so gracious that he invited all three to be his guests at the theater.

"He took us all out once or twice a week," Phyl recalls. "He would ask where we wanted to go, and we would mention a place we'd read about. We had no idea then how expensive it all was. He was so nice, but I think we about bankrupted him!"

The triple-dating went on for months until one evening when John Teeter called. Phyl answered the phone, as usual, but he asked for Chris. While Chris got on the phone, Phyl turned to Dot and said, "I wonder where he is taking us tonight?" And Dot said, "What shall we wear?"

Then Chris got off the phone, and Phyl asked, "Well, where are we going?"

"He invited only me."

"But we always go," Phyl said. But they didn't. Not again.

About a year later, John and Chris married. In December of 1952. October of that same year, Neal came down from Ohio and married Phyl. Dot's wedding was in July of 1951. She had married a school sweetheart, Johnny Brown, who was and is in the Army.

Dot and Johnny and Phyl and Neal and Tinker, a toy poodle, share the same duplex apartment in the East Fifties. Upstairs, they have three bedrooms and three baths. Downstairs, instead of dining and living rooms, they have two "living rooms" with a television receiver in each, so that there is never any conflict about program choice.

"We brought our furniture in from another apartment," Dot says, "and we don't take it seriously." Most of it is simple modern, with an old grand piano thrown in. The living room has a high ceiling and fair enough acoustics, so the girls can practice here, most evenings.

Chris and John Teeter live about ten blocks north of her sisters. She has two sons by a previous marriage. Harold, twelve, is in a private school in Massachusetts. Asa, eight and bright as a new penny, lives with Chris and John.

Chris—a fashion expert who buys all of the trio's clothes, including undies—has furnished her apartment predominantly in black and gray, the same colors she favors in dress. The furnishings are modern. A raised bamboo blind displays a dramatic view of Manhattan's skyscrapers.

You might say Chris is the "detonator" for each day's work. At seven A. M., she phones Dot to discuss what they will wear. Dot passes orders for the day on to Phyllis.

They meet for rehearsal at eight-thirty, dressed alike, with bright-red lipstick and red fingernail polish. They are extremely careful about jewelry. What might be in good taste for one can look too flashy when they all stand together.

After the morning show, they begin rehearsal for the next morning. Monday and Tuesday and Wednesday, they work a full day until the big-hour variety show goes off. And every night, except weekends, they meet to practice for an additional hour and a half.

They get along well. They are so comfortable together that they usually double-date—or triple-date—and vacation together on weekends. They don't have frequent free weekends, for they are in great demand to make personal appearances. And, at most of the clubs they have played, they have broken all records. A recent royalty check for phonograph-record sales was \$50,000.

They don't live lavishly. Each gets forty dollars a week for cabs, hairdresser, lunches, tips, and incidental expenses. Ten percent of their total income goes to the church back in Ohio. They finished off the mortgage on the family home, then presented their parents with a spanking-new Buick. The girls spend little money on themselves, because there's little sense buying what you won't have time to use.

But the price of success is much more serious than giving up luxuries. What hurts is that there is too little time for husbands, and no time to make a home. "It's not the kind of life you want to live forever," Dot says. "A home should be more than a place where you sleep and keep your clothes."

It's odd to hear of girls so young and so successful already thinking of retirement, but they value home life. They've never cut their own roots. Holidays are always spent with parents. If they can't get back to Ohio, their parents fly into New York. Anyway, it's not surprising to learn that the secret desire of each is to have a home of her own.

"A nice house," says Chris. "I think we've earned it."

"I don't know when we'll quit," Dot says. "We'll just have the feeling, and that will be the end."

"If anyone decides she's had enough, that's the end," Chris says. "There will be no argument about it. We'll just quit."

The McGuire girls aren't quitting today or tomorrow. They enjoy singing and, like anyone else, they enjoy success. But they don't need it. There is a core of pride and dignity in each that transcends any job or duty they've had or will ever have. These gals are something special, who should inspire, as well as sing, songs.

# No Time for Love

(Continued from page 57)

offices he had been bombarded constantly with the same tune. He tracked it down and found an executive working away—with the "Frenesi" record playing softly on a small phonograph at his elbow.

"What's this?" Steve asked, with the natural curiosity of a true showman. "You repeat this record all day long. What makes?"

"Nothing," the man said. "I just like it." The arm of the player swung again into position, and the record played.

"Eydie Gorme?" asked Allen.

"The same," said the man.

"I caught her on a TV guest appearance the other night," Steve said. "Hmm . . ."

It was three days later that Eydie Gorme—in person—walked through the same office and happened to meet Jules Green, Steve Allen's manager. Now, it is Mr. Green's well-known habit to speak in quietly intimate tones, with a this-is-just-between-you-and-me quality—whether he's asking the latest baseball score or inviting a lady to tea.

However, at this point Eydie had never met Jules, nor did she know him from Adam. When he stepped up to her, introduced himself, and asked, "How would you like to be on a TV show?"—well, as Eydie remembers it now, "It was as though he were asking me if I'd like to buy a hot diamond!"

So, sidling away, she laughed nervously and said she was sorry, thanks a lot, she was afraid she just wouldn't have time.

She didn't realize that she had very nearly said goodbye to the biggest opportunity of her life—until a day or two later, when Ken Greengrass, her manager, phoned her and asked, in a sorrowful voice, if she'd gone completely out of her mind. "You are offered a spot on the new Steve Allen show—network—and you tell his manager you are too busy!" said Ken.

While she was recovering from shock, he added, "Believe me, you are not too busy for a spot like this. We're signing tonight . . ."

Now, at last, she had the job she'd been waiting and praying for, and she threw herself into it with every bit of talent and energy and heart she possessed. But, somehow, after the first few days, she knew it wasn't working.

With typical honesty, Eydie set out to discover why she wasn't making the grade. She had a film of one of the shows run for her, and watched it, pretending she'd never seen or heard of Eydie Gorme before. It didn't take five minutes for her to find the answer. She was too fat. Some ten or fifteen pounds too fat. Where she had merely looked voluptuous to a live crowd in a night-club show, the TV camera mercilessly showed her as a "dumpling."

Still, she faced it. There was no good trying to tell Steve or anybody else what she was going to do. She must go ahead and do it. At first, she starved herself. That didn't help matters, and it did make her nervous and miserable. Then she tried eating only certain dietary foods, and the result was that she could think of nothing but food.

Finally, she hit on the idea of ordering the things she liked, but eating only a small portion of each—half a slice of toast at breakfast, instead of three slices, and so on. And that worked. One day, Steve and the others on the show looked at her in a special way, when she turned up in a new dress she couldn't even have worn three weeks before. They complimented her delightedly—then canceled the auditions for a replacement. She had won against time, and she'd done it all herself.

Watching Eydie working on the Allen show in Florida, during that crazy week when Steve took the whole outfit down there, no one could help but admire the seemingly easy manner, the poise, with which she had fitted herself into the very casual format. After all, Allen was all over the place and so was everyone else in the cast. Furthermore—so far as an innocent bystander could see—nobody had done a smidgen of preparation for what was to be a very involved network broadcast.

Appearances were deceiving, of course. A lot of people had been working like beavers behind the scenes, even when they seemed intent only on getting a sun tan. Suddenly, it was late evening, and the show went on the cameras, and there was Steve way up at a top-floor window of the hotel, bathed in a spotlight, yelling and shooting guns. A few minutes later, he was introducing a porpoise in the pool. And, seconds after that, he was suggesting that we all listen to Miss Gorme sing a song.

She came out smiling, completely at ease, and sang like an angel. "Man!" a reporter whispered fervently. "That's showmanship!"

As to the problems of working on an unrehearsed program like *Tonight*, she says: "I'm getting used to it now. But, for the first few weeks, I was in such a state by curtain time that my neck was all swelled up, I was popping allergy pills into my mouth every five minutes, and I didn't have an octave left in range."

However, it had been up to her to sink or swim with the new impromptu method of producing such shows. There was, for instance, the afternoon when she was handed a brand-new song, in sheet music form, and told that she was to sing it on the show that night.

It was not, as she'd momentarily hoped, a simple ballad. It was an extremely complicated arrangement. She spent an hour mastering it, then, with the sheets of music in her hand, went out on the studio stage to find Skitch Henderson alone at the piano, frowning and picking out notes with a forefinger.

He brightened when he saw Eydie. "There you are!" he said.

"Yes," said Eydie. "Skitch, how am I going to sing this tonight? It needs so much rehearsal, and I—"

"Now, don't worry about a thing," Skitch said, in his special way, holding his hands in front of him and wagging them soothingly. "Just don't worry about it. I'm going to do a new arrangement."

"What!" cried Eydie. "I've just learned this one!"

"Don't worry for a minute," Skitch said again. "It's all going to be all right." As she turned to go, Skitch reached out and took the sheet music from her hand. "I'll need this. It's the only copy of the song."

"No!" Eydie yelled, making a wild lunge for the music. Skitch held it behind his back, fending her off, saying: "Now, don't worry, don't worry . . ."

"And do you know," Eydie recalls, "we went on the air just three hours later—and that song was one of the biggest smashes we've ever had!"

Eydie has had to learn not only to take such problems in stride, but how to take a casual, good-natured part in almost any procedure or act which demands her presence—singing, dancing, reading lines in sketches. In other words, she has had to become a versatile, accomplished star.

She was born in The Bronx, of Turkish parentage, and grew up the way any average young American girl does. Her older brother and sister turned out to be less than talented at either piano or violin, so

# DO YOU NEED EXTRA MONEY?

## \$35.00 IS YOURS

for selling only 50 boxes of our 300 Christmas card line. And this can be done in a single day. Free samples. Other leading boxes on approval. Mail coupon below today.

It costs you nothing to try.

Last year some folks made \$250-\$500-\$1,000 and more this very way. Church groups and organizations can do this, too. No experience necessary.



**FEATURE DELUXE**  
21 stunning assorted Christmas cards of every type, color and taste



**SLIM CARD CHRISTMAS ASSORTMENT**  
Latest rage! Distinction, smart new, slim styling—beautiful!



**CHRISTMAS GIFT WRAP ENSEMBLE**  
20 large deluxe sheets all 20" x 30"—gay Christmas colors with matching seals and tags



**TALL CARD CHRISTMAS FUN BOX**  
An amazing assortment of pop-outs, clever designs in the new slim style—terrific!



**BIBLE TEXT CHRISTMAS ASSORTMENT**  
21 inspiring religious cards with Bible verses



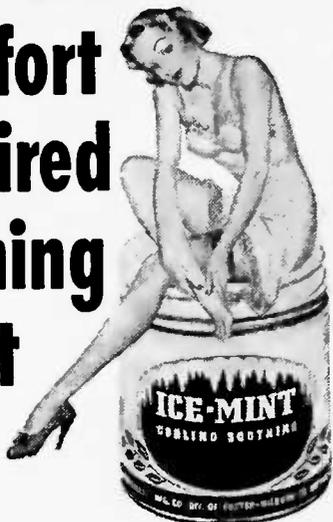
**TALL CARD ALL OCCASION**  
An assortment of radiant beauty in the fashionable, new slim design

**FREE SAMPLES**  
PERSONALIZED CHRISTMAS CARDS and STATIONERY

CHEERFUL CARD COMPANY, Dept. 188, White Plains, N. Y.

**Mail This Coupon Today**   
 **CHEERFUL CARD COMPANY**  
 Dept. 188, White Plains, N. Y.  
 Please rush samples and full details of your easy money-making plan.  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 If writing for an organization, give its name \_\_\_\_\_

# New summer comfort for tired burning feet



When tired feet cry out for relief, drive out fire and pain quickly with frosty Ice-Mint. Quick-acting medicinal Ice-Mint, with amazing, soothing lanolin, relaxes weary muscles wonderfully. Greaseless, stainless! Excellent for sunburn and windburn! Ask your druggist for wonderful Ice-Mint today!

## FREE PHOTO

Studio Portrait of your Favorite  
**MOVIE or TV STAR**

Direct from Hollywood  
**FREE:** Catalog listing thousands of Movie and T.V. Stars  
**FREE:** How to get Addresses, Birthdays, and photos of Stars' Homes.

Send Name of your Favorite Stars and 15c for handling (2 for 25c)

**STAR STUDIOS, 80X 46222**  
Dept. P-8 Hollywood 46, Calif.



Eddie Fisher

## LIVING COLOR CARDS Pay You \$50 ON 50 BOXES

Show New **CHRISTMAS CARD** Sensation  
New Living Color Process Christmas Cards sell fast from FREE Samples—you keep \$1.00 cash on every box! Also profits to 100% on biggest selection of Gift Novelties, newest SLIM CARDS, 7 Personal Lines, Children's items, etc. New Catalog Shopping Plan, Year-Round Gallery Display, Bargain Specials boost earnings! No experience needed. Get Assortments on approval, Imprints and Color Catalog FREE. Send for Samples

**BOULEVARD ART PUBLISHERS**  
235 S. Wabash Ave., Dept. 540-B, Chicago 4, Illinois

## FREE ENLARGEMENT of your Favorite Photo

FROM FAMOUS HOLLYWOOD FILM STUDIOS  
Just to get acquainted, we will make you a beautiful studio quality 5 x 7 enlargement of any snapshot, photo or negative. Be sure to include color of hair, eyes and clothing, and get our Bargain Offer for having your enlargement beautifully hand-colored in oil and mounted in a handsome frame. Limit 2 to a customer. Please enclose 10¢ to cover cost of handling and mailing each enlargement. Original returned. We will pay \$100.00 for children's or adults pictures used in our advertising. Act NOW!  
**HOLLYWOOD FILM STUDIOS, Dept. F-96**  
7021 Santa Monica Blvd., Hollywood 38, Calif.

## Nagging Backache Sleepless Nights

Nagging backache, headache, or muscular aches and pains may come on with over-exertion, emotional upsets or day to day stress and strain. And folks who eat and drink unwisely sometimes suffer mild bladder irritation...with that restless, uncomfortable feeling. If you are miserable and worn out because of these discomforts, Doan's Pills often help by their pain relieving action, by their soothing effect to ease bladder irritation, and by their mild diuretic action through the kidneys—tending to increase the output of the 15 miles of kidney tubes.

So if nagging backache makes you feel dragged-out, miserable...with restless, sleepless nights...don't wait...try Doan's Pills...get the same happy relief millions have enjoyed for over 60 years. Get Doan's Pills today!

no one bothered about music lessons for Eydie. When it turned out that she *did* have a fund of musical talent inside her, there was only one way to get it out. Eydie sang.

She sang with the band and in musicals at the William Howard Taft High School. She was the peppiest cheerleader of them all. And, of most importance, she knew a boy named Ken Greengrass whose ambition was to lead a band, and who also thought Eydie was the greatest in the voice department.

She took a job with a theatrical-supply export company after graduation, and went to night classes in economics at City College. But Ken Greengrass kept in touch with her, gave her weekend singing dates with his band, and finally persuaded her that her future was in singing, and that his was in managing her.

Thus, together, they embarked on a kaleidoscope of activity. She made demonstration records, and Tommy Tucker heard and hired her. She made a road tour and then sang with Tex Beneke's band, which was playing on the Steel Pier in Atlantic City. She was a hit, and toured the country with Tex for a year.

By this time, Eydie had her feet on the ground. She was no longer a fresh kid with a young, good—but sometimes unsure—voice. She knew something about the world outside The Bronx, she was learning about clothes and poise, and she was developing a style all her own. Ken booked her as a "single" in such plush night spots as Ciro's in Miami, the Copa City in Pittsburgh, and found her a lot of theater dates, radio and television guest spots.

Coral Records picked her up from there

—and Steve Allen found her at Coral Records.

It is hard to believe that such a beautiful girl as Eydie is not seriously in love. But it's also true that, up until now, she has concentrated on her career, and most of her dates have been casual, with no time to develop into anything permanent. She'd had the usual dates in high school, sometimes drove to the beach with a boyfriend and some other couples for a day of swimming. But she had never really discovered the true delight of sand and surf until, after a brief illness, she was sent to Miami for a two weeks' rest, stayed three months—and fell in love twice, though the romances didn't survive her return to New York.

Now, with *Tonight's* exciting junkets first to Florida and then to California, she's getting all the fun of vacation, while still working too hard to fall in love. At home in New York, she lives with her parents in the same fourth-floor walk-up apartment in The Bronx where she lived before success touched her with its magic wand. After her performances on *Tonight*—or after a full-dress date on weekends, or a Sunday drive in the country—she climbs the four flights of stairs with a sense of warm security and of coming home, where the people and the furniture and her own bedroom will be as they always were in a less abundant but also less hurried, less exacting time in her life.

And if, as she reaches her room, she finds herself dreaming of that home of her own, with a husband and children—well, Eydie Gorme is young and warm and alive, and she knows the future still stretches enticingly before her.

## Most Sincerely Yours

(Continued from page 68)

all over the U. S. have had the paying customers crying for more. "It has been said," Ted Mack noted, with paternal pride, "that not since Frank Sinatra has a young baritone leaped to such national prominence in such a short time. . ."

Ted talked about blonde, blue-eyed Elise Rhodes, who left the *Matinee* temporarily to rehearse for her ingenue role in "Phoenix '55," a New York stage revue . . . and he spoke of the Honey Dreamers, that sprightly singing quintet—two girls, three boys—I'd just heard contributing to the melody of the *Matinee* . . . they'd started singing together, said Mr. Mack, when they were undergraduates at St. Olaf College in Minnesota, soon had a radio engagement in Minneapolis, then did 187 weeks of radio in Chicago. Since then, the Honey Dreamers have guested on the Eddie Fisher, Kay Kyser and Steve Allen shows, on *We The People*, *Garroway At Large*, *The Stork Club* and other programs . . . and they record a large percentage of the singing commercials you hear. . .

Ted Mack talked about other talent he has show-cased, for varying lengths of time, on the *Matinee* . . . about songstress Beth Parks, "our little sweetheart from Glasgow, Scotland" . . . about the twelve-year-old girl ventriloquist he pet-named "Angel" . . . about young Eddie Manson, virtuoso of the harmonica . . . and about the budding talent—singers, tap dancers, violinists, magicians—the *Amateur Hour* sends over to him every day, "so we can audition them right here on TV!"

Another trait which makes your Mr. Mack "different"—a friend as well as an impresario—is that he is interested in the talent he show-cases, not only as performers, but as people. As with Dick Lee, he knows about them, where they come from, the things they care about.

When his youngsters leave the *Matinee* to go into a play, a movie, other programs or the concert stage, he is sorry—in the way a father is sorry—to see the young 'uns leave him, but happy for them, and hopeful . . . and always the door is open for them to come back to the *Matinee*.

He talked about the talent he will audition and show-case in the future, for he is constantly seeking out new talent and working out new methods by which to bring out the talent in the young people he auditions, before he presents them.

He talked, in short, about everyone but himself.

When a man has spent most of his life turning the spotlight on others, he isn't likely to be an egotist. Or an exhibitionist. Such a man must be, come to think of it, uncommonly modest in his own esteem . . . just as, it appears, your friend Ted Mack has always been. "A different kind of showman," is the way he's described by those who-knew-him-when, "a reluctant, retiring person who nonetheless attracted a following that was eventually to be numbered in the millions." He is still "a different kind of showman" . . . as his dressing room—which could be papered, floor to ceiling, with the honors, citations and testimonials accorded him—bears bare witness!

When asked for his autograph, showman Mack looks gun-shy. When crowds gather, he withdraws. An extremely well-built, above-average good-looking man, he doesn't take much of an interest in clothes. He'll never, he prophesies, make a Ten-Best-Dressed List! He is seldom to be seen at the Stork Club, 21, the Copa, or any of the big-league bistros where other stars of show biz foregather to eat, drink, and be seen . . . only when he entertains out-of-town visitors; only, in short, when he has to. Mostly he rushes for a train,

when work is done, in order to get home. Ted honestly does not like to talk about himself. Or about his home life. Nor does Marguerite, the one, first and only Mrs. Mack—with whom Ted recently celebrated his 29th wedding anniversary—take kindly to publicity about her home and marriage. After spending more than twenty years on tour with "Ted Mack and Band," living in hotel rooms, gypsying, the privacy of home is pretty precious to Marguerite. And to Ted.

"All the more so," Ted explained, "because it is the first home of our own, the first real home, we have ever had. We bought it in 1950. It's a medium-sized combination of white brick and frame, with about an acre of land, up the Hudson, about twenty miles out of New York. Even if I wanted to talk about life at home, there isn't a great deal to tell. We're pretty Mr. and Mrs. Average American, I'd say.

"We work some around the place. For instance, I built the terrace that overlooks the river and added a room myself, which is used as my study. My wife planted trees, did the landscaping, does the gardening. Other than as carpenter and bricklayer, I'm not a very handy man around the house. Can't cook. Don't cook. Figure that the time I'd take learning a recipe, or planting a plant, I could be riding a horse! We both like to ride horseback. I have a wonderful Arabian horse, my good friend Khidaan. Marguerite has a good little cow pony, Rancher.

"There are some 90 miles of canter paths in our area, on and around the Rockefeller estate, which make for good riding. We have a dog, a female English setter. We do a moderate amount of very relaxed entertaining. We haven't any particular extravagance, although I must admit it's impossible for me to pass a hardware or stationery store. And now and again, I get whims—think it's a great idea to get my hands on all the paintings I can afford, then on all the cameras. Or I'll wake up and find I've bought all the golf putters I'm liable to need in a lifetime!

"And," Ted grinned, "although I like to think that I am not overly possessive, and certainly not a hoarder, I find myself going through my desk and finding it literally impossible to believe I won't someday need this old ball of twine, that frayed old address book, this or that rheumatic fountain pen! As a healthy antidote to this Collyer-Brothers trait in me, my wife throws out everything—everything."

Along with his disinterest in talking about himself, your Mr. Mack can think of practically nothing to wish for himself. He did say he'd once wished he could—and thought he probably would—build a little place on one of the Thousand Islands to which he'd flown, occasionally, for the fishing. He learned to fly, in fact, because he visualized himself taking off for the Islands whenever he was free to do so.

"But the farther away I got from it," he smiled, "the less wishful thinking I did about it. And when a test pilot I got to know said, one day, 'Flying is not for business people, flying is for pilots,' that did it!"

In Virginia, some fifty miles south of Washington, D. C., there is a small herd of Hereford cattle (fifty in all) which belong to Mr. Mack, who loves cows and horses and once thought—wishfully—that, when he retired, he might have cows, horses and a farm. Of course he never will. He said as much: "Maybe I can have my cows, horses, and a farm, before I retire—if I ever do, which seems unlikely. I love what I'm doing."

He does, indeed, love what he's doing . . . for his entire wish, his one and only wish is: "That our show, the *Matinee*, stays on the air long enough for me to

present all these young people I've had tucked in the back of my mind for so long. Literally for years, I've been thinking about and talking about all the bright young performers in America who have everything it takes—except a spotlight! On *The Original Amateur Hour*, we auditioned—over a period of twenty-one years—more than 800,000 boys and girls, of which number more than 16,000 have gone on to successful jobs. Now I want to do something for the 'undiscovered' professionals. And now I am enabled to do something for them, for the basis on which we put our *Matinee* show is that of giving these youngsters the largest audience—coast to coast—it is possible for them to have, instead of being cached away, as many of them have been, in let's say," he laughed, "the Lotus Garden in Cincinnati!"

In his home town on the Hudson as on mike at the Ambassador Theater, Ted is in there pitching for the kids. He and Marguerite are instrumental in fund-raising for recreational facilities, or for any project that will benefit the local youngsters. They help the home-town kids put on their school plays. Ted has sometimes had units sent up from his show in town to increase ticket sales. And, if there were any juvenile delinquency in his town, Ted would certainly be on hand to help.

For it is not only young people with the smell of greasepaint in their nostrils in whom Ted is interested. All this past year, he has been shopping for a site where he can build a camp for teen-age boys and girls.

"A camp," he said, "where the emphasis would be on getting good coaches for the youngsters in any or all of the fields—from Acting to Zoology—in which they might be interested . . . where the emphasis would also be on getting outstanding individuals, leaders in the different fields, to come to camp, sit around the campfire and talk with the kids. For a youngster interested in the violin to find out from Yehudi Menuhin himself how he became the great artist he is . . . or for a boy with a turn for business to hear from the head of an industrial company how he got to be head of the company . . . this would be to give him inspiration and to instill respect. Scholarships for outstanding citizenship will be awarded in this camp I will one day—and in some way—have. Human dignity will, in other words, be rewarded.

"I am certainly no authority on the subject of juvenile delinquency, its causes or its cure. But I think there is a point in every young person's life when, because he is growing up and trying to be an individual, he rebels against adult domination—and that this point is the danger point. The danger point because, at this point, they need leadership. *They want leadership*. If they haven't got a leader, that is when—and why—they follow the fellow who gets them into trouble!

"It is a necessity to have trained leisure-time activity—some good strong activity—for our teenagers. If a community will supply this, that's great. If not, it should be put on the tax rolls. That we could be a little smarter about this need, and how to meet it, is my wish.

"And that is why I wish the show may go on until I have given all the bright young performers, who are America's 'undiscovered' professionals, their largest audience. It is also why I wish to have—and am working toward—the end where I will someday be able to have my camp for youngsters of many talents."

That's the sincere, heartfelt message from your Mr. Mack, who is, indeed, your best friend . . . whoever you are, wherever you are, whatever your dream is.

# 5 DRESSES For \$2<sup>75</sup>

NOW READY! GORGEOUS, SMART,  
MODERN STYLE DRESSES FOR ALL  
OCCASIONS!



Now you can look smart and stylish with sensational low priced glamorous used dresses that have been cleaned and pressed—in good condition for all occasions! A tremendous assortment of gorgeous one and two piece modern styles in all beautiful colors—in a variety of luxurious fabrics of rayons, cottons, gabardines, woolsens, silks, etc. Expensive dresses—original value up to \$40!

**FREE!** 12 Different Sets of Button Cards! 5 to 8 matched buttons on each card. Worth a few dollars—but yours FREE with dress order.

## MONEY BACK GUARANTEE COUPON!

! GUILD MAIL ORDER HOUSE, Dept. 816  
(One of the oldest and largest mail order houses of its kind)  
103 E. Broadway, New York 2, N. Y.

Rush my 5 assorted dresses in size circled below with Free Button Cards. Enclosed find \$1 deposit, balance C.O.D. plus postage. Money returned if not completely satisfied. Canadian and foreign orders accepted.

Circle Size:  
Girl's Sizes 7, 8, 10, 12, 14 are 5 for \$2.75  
Junior Miss Sizes 9, 11, 13, 15 are 5 for \$3.75  
Sizes 12, 14, 16, 18, 20, 38, 40, 42, 44, 5 for \$3.75  
Sizes 14½, 16½, 18½, 20½, 22½, 24½, 5 for \$3.75  
Extra Large Sizes 46, 48, 50, 52 are 5 for \$4.75

Check here to save C.O.D. fee. Send full amount with 25¢ postage.

Please send FREE CATALOG FOR FAMILY

Name.....  
Address.....  
City..... Zone..... State.....

## Callouses, Tenderness, Pain, Burning at Ball of Foot?

### NEW! Dr. Scholl's BALL-O-FOOT Cushion

LOOPS OVER TOE →  
QUICK RELIEF  
BEYOND BELIEF!

Made of soft LATEX  
FOAM and NYLON

You Actually WALK  
ON CUSHIONS!



It's entirely NEW! Never before anything like it for relieving painful callouses, tenderness, burning at ball of foot! The cushion—not you—absorbs shock of each step. Dr. Scholl's BALL-O-FOOT Cushion loops over toe. No adhesive. Flesh color. Washable. Worn invisibly. \$1.00 pair at Drug, Shoe, Dept., 5-10¢ Stores and Dr. Scholl's Foot Comfort® Shops. If not obtainable locally, order direct, enclosing \$1.00 and state if for woman or man.

DR. SCHOLL'S, INC., Dept. 57B, Chicago 10, Ill.



### Learn DENTAL NURSING

Prepare now for a well-paid career. Learn chairside and reception technique, X-ray, lab, personality development. Simplified, personal instruction. If you are between 17 and 50, you can begin in spare time at home and shorten classwork. Write now for FREE booklet.

WAYNE SCHOOL Lab. L-10  
2521 Sheffield Ave., Chicago 14, Ill.

### FREE! Catalog with 325 PICTURES



With your order of TV and Movie Stars. One beautiful Scene from a latest production FREE. It's NEW and has never been offered before!  
12 for 15¢ - 28 for 25¢ - 64 for 50¢  
LUCKY STARS Dept. T-3  
G. P. O. Box 736, NEW YORK 1, N. Y.

### Need more money?

### Show NEW SLIM CHRISTMAS CARDS

Here's how to earn money fast! Simply show friends brand new SLIM-SHAPED Christmas Cards. Also personal cards, notes and wrappings, gifts - over 125 items. They sell on sight... you make big profits. Send no money—but WRITE TODAY for assortments on approval and get FREE pen with key chain for prompt action.

FREE GIFT  
...IF YOU ACT NOW

CHAS. C. SCHWER CO., 252 Elm St., Westfield, Mass



### LEG SUFFERERS

Why continue to suffer without attempting to do something? Write today for New Booklet—"THE LIEPE METHODS FOR HOME USE." It tells about Varicose Ulcers and Open Leg Sores. Liepe Methods used while you walk. More than 60 years of success. Praised and endorsed by multitudes.

FREE BOOKLET

LIEPE METHODS, 3250 N. Green Bay Ave., Dept. H-47, Milwaukee 12, Wisconsin

## SHORTHAND IN 6 WEEKS

Write 120 words per minute.  
Age no obstacle—LOWEST COST

Famous SPEEDWRITING shorthand. No symbols, no machines, uses ABC's. Easiest to learn and use. Past preparation for a better position. Nationally used in leading offices and Civil Service. 120 words per minute—50% FASTER than Civil Service requirements. Over 300,000 taught at home or through classroom instruction. The very low cost will surprise you. Typing available. 32nd Year. Schools in over 409 cities in U. S., Canada, Cuba and Hawaii.

WRITE FOR FREE BOOKLET TO SCHOOL OF  
**Speedwriting**  
Dept. 308-5, 55 W. 42 St., N. Y. 36

## New Star in the Sky

(Continued from page 36)

with that beat—wherever it should lead. He'd meant to give Stanford the full college try. But, back in school for his senior year, after that exciting warm-up with his own CBS Radio show, it had seemed that he was just marking time.

In college, Gary had felt that he was excelling at nothing. "That's what was bothering me," he says now, with his typical honesty. "I didn't think I was doing much good in school. I wasn't breaking any records scholastically, athletically or any other way. I wasn't proving anything either way. I wanted to see what I could do in show business—if anything."

That's what he'd said when he got home: "I can always go back." But nobody could know better than Bing Crosby—who never headed his own jalopy back to Spokane—that, once you get with the beat, you don't get away. He knew Gary was home in Hollywood to stay.

Today, Bing's Gary is soloing into that same wild blue yonder where his father is still king. Singing in the face of a challenge such as few in show business have ever known. Knowing that his own voice will always be compared with the most endearing and the most enduring voice in all the land.

Gary has an answer for any professional mourners. "Sure—I could be scared," he says now quietly. "Who couldn't be? You could be real scared, if you think about it too much. But you can't let yourself feel that way about it. That would be ridiculous. If you took the negative view and cried on everyone's shoulder—who would ever respect you?"

Sure, there will always be some wisecracks around who're ready to make a big thing of his being Bing's son. "But I could be compared with a whole lot worse," he goes on, in a tone which says he doubts whether he could be compared with any better. As for their voices having the same quality: "Nobody has a voice like Dad's—and nobody's ever been able to grow one."

He just sings the way he feels and lets the notes fall where they may. "And I can't sing ballads, anyway. I'm pretty leaky on those. You've got to learn to sing ballads. I'm better on rhythm tunes."

Gary's also the first to agree that being Bing's son did help him to get heard. That it isn't likely a newcomer to radio would have his own half-hour CBS network show "with no more experience than I've had—without that first assist from Dad. It would have taken a whole lot longer than this." What he doesn't add, however, is that—once that door was opened—it was up to Gary Crosby to stay there.

For a fellow as modest as Gary's father to comment aloud on Gary's challenge to show business is very difficult. It necessitates Bing Crosby's admitting, first of all, that he himself has really got somewhere. The closest he comes is to say he realizes that Gary is living "in the shadow of something already built up." (Which is probably the understatement of all time.) But Bing doesn't hesitate to add his faith that: "Gary has all the equipment it takes to handle this. He has plenty of talent, and he's getting the opportunity now to exercise it. I believe he'll eventually do something. He's getting all wound up now. . . ."

Wound up or no, there's one thing Gary has always known—he had to sing. "I just like it instinctively, and I want to go ahead. I don't know how good I am—or whether I ever will be good. But I have to try."

Since Bing has watched so many others come and go in his profession, Bing's con-

cern has been whether or not Gary was sufficiently prepared to step in so suddenly and snowball along.

"It's much tougher to hang up your shingle in the entertainment field today," he says. "The going was a lot easier when some of the rest of us started out. And Gary never did much in show business until the last year. We never even talked show business much around our house."

Through his boys' more impressionable years, Bing was concentrating on raising young citizens—not celebrities. Actually, he kept Gary and his brothers as far removed from Hollywood as possible, to shield them from any dangers of such inflation, and to keep them from growing up identified as "Bing Crosby's kids."

But Gary's own destiny was shaping up, even then. By the time Gary was fourteen, Bing admitted that Gary had "good intonation and rhythm, and might well be a singer"—if he so chose. At Bellarmine Prep, Gary took part in school plays, emceed variety shows, played a pretty hot drum, and organized a singing sextet who called themselves, "The Happy In-mates." About this time, too, Gary recorded "Play a Simple Melody," backed by "Sam's Song" with his dad. It was a smash hit.

Then, one evening, a boyish baritone swung out on Bing's radio show with "Dear Hearts and Gentle People"—to an ovation from the San Francisco studio audience. Wires and offers poured in. It was evident the folks were taking to their own hearts a new groaner, junior grade. Gary's parents must have felt that this was now destined to be. Gary has carefully treasured a wire he got from Dixie Crosby, which reads: "Just heard your show. Didn't even recognize your voice. You sound like an old man and I don't mean Uncle Everett. All my love, Mommie."

Ask Gary about the reviews he gets at home, now that he's rolling, and he grins, "Ain't nobody at our house gonna say anything. Dad says I sound better on the high notes. That's about all." His brothers, Private Phillip Crosby, now stationed at Fort Sam Houston, Texas, and Private Dennis Crosby, now in Germany, have expressed some interest, Gary goes on: "They want to know about the loot. How much money I'm making and if I'm going to be able to support them. I'm just kidding, of course. Uncle Sam keeps them too busy to listen to me."

Gary's goal is to make his own place in show business. And he's going in swinging, with the same determination which the Fathers saw when he was a fighting fullback at Ballarmine. As they've said, "You could always tell Gary was in the game, all right. He has a great competitive spirit. He's a very determined boy with great drive. He really hits hard—and he takes a lot of punishment." They well remember instances when he was dazed and injured in play and should have been taken out—but stayed the whole game, anyway.

In today's far more competitive sport, Gary's tackling show business with the same determination. When he isn't at CBS, he's rehearsing at Buddy Bregman's home, trying out new arrangements. He watches rehearsals of other shows. He all but saturates himself with music. He works out constantly at a health club, pulling weights and playing handball, further trimming down his muscular build. And, whatever he does, he's his own constant and severest critic. Other critics lauded Gary's guest appearance on Jack Benny's television show. But Gary's own

comment is: "Now I know why people divide when they meet me on the street. But it isn't just the body—it's the face that bothers me!"

But where, not long ago, many of those wise to show business wouldn't have given Gary Crosby's spot to an enemy, now even the skeptics—and all the vocal-hopefuls who've long looked forward to the day Bing Crosby would rest on his still growing laurels and get tired trucking away all the money Bob Hope says he has—are becoming resigned to the fact that, as long as the blue of the night continues to meet the gold of the day, a Crosby will continue to be there. . . .

For, a few months ago, destiny really moved in. Gary signed a CBS contract calling for regular appearances as vocalist on Tennessee Ernie's Monday-through-Friday radio program, six guests shots on top CBS television shows, and a starring spot with his own show. He's a Decca recording artist, with current releases numbering Buddy Bregman's Hawaiian rhythm-and-blues number, "Ayuh-Ayuh," "Mississippi Pecan Pie," and "Truly" and "Higgly Piggly" with the Paris Sisters.

As of June 26th, he's rolling with *The Gary Crosby Show*. For how long? "As long as I can stay on. . . ."

Which should be quite some time, in the experienced opinion of Murdo McKenzie, Gary's producer, who also coproduces Bing's radio show and has been associated with him for twenty years. As Murdo says, "The great thing about Gary is his wonderful natural talent for rhythm and for finding the beat—which is lacking in many of the current-day singers. He's very bright, he learns easily, and he loves the business. With no more experience than Gary's had, it's phenomenal how he can step up to the mike, carrying the whole show on his back, and handle himself so professionally."

Adding to this, Buddy Bregman, Gary's brilliant young musical director—who's also associated with Ethel Merman's shows and some of television's top "spectaculars"—notes Gary's eagerness to learn and his willingness to cooperate: "He's so modest about the whole bit—the easiest person I've ever worked with. Gary asks your opinion and he takes it. He always wants the truth from you. None of that fawning and yessing and Hollywood jazz. He's always asking whether he's right on something. He doesn't think he's any good—but he is. Talk about 'humility'—"

For his own happiness and peace of mind, Gary has a little too much humility. He's always running himself down. That he has the courage to face up to today's challenge—and step out on that stage at all—is all the more commendable, when one knows him and realizes just how much humility he has. His own thoughts, for instance, when he looks at those teenagers in his summer audiences now: "They really scare me. I guess that's because it hasn't been any time since I was on their side of the stage, too, and I remember that whole bit too well. I know what I thought—and what they're probably thinking now. 'Get him! Who does he think he is?'"

Contrary to the opinion of some who don't know him, Bing's Gary has almost no ego, which can be both a blessing and a torment. At first meeting, his shyness is sometimes mistaken for conceit, and his inexperience—fired by his own self-doubt—for arrogance. He dies when he thinks he's fluffed. He's sure he can't sing a ballad. He's sure he isn't photogenic, and he's the photographers' despair, just getting him to pose. He's uncomfortable whenever he feels conspicuous, and getting him to sing at a party or a club is out. Nobody understands this better than

Gary's best friends, Jack Haley, Jr. and Les Gargan (son of the William Gargans) who can also appreciate what any celebrity's son is up against—on or off stage: "You're prejudged before people even know you. Automatically, they think you're stuck-up. Gary won't ever sing when we're out anywhere. He's afraid somebody will think he's showing off. And you can't even win this way, either. Then they think you're too stuck-up to sing!"

Gary's probably the only audible and animate object in any household Ed Murrow's encountered who hasn't been home. When Murrow visited Bing Crosby *Person To Person*, Gary enjoyed watching his dad and Lin (the fourth Crosby son) from the Haleys' house. Asked why he absented himself, Gary said typically, "Why should I spoil the show?"

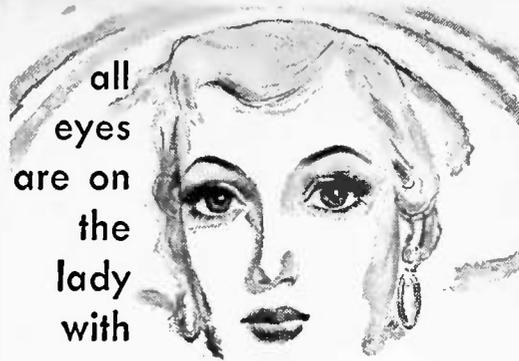
His family is long familiar with Gary's reviews of his own work. But sometimes the Crosbys' housekeeper, Georgia Hardwick, will finally say, "Gary—quit knocking yourself." For, when he does this, he's also knocking one of her favorite men of song. He's been a favorite since the age of six, when he was belting out nursery rhymes. "Georgie"—as they all affectionately call her—was employed by Dixie and Bing as the children's nurse fifteen years ago. Since the children are now all grown-up, according to Georgie, she's a "housekeeper" today. Actually, she's a "house-mother" for the whole Crosby clan. So, when she says, "Gary's a good kid—our kids are all good kids," she knows where of she speaks.

And she's so right. Gary Crosby is a very sensitive and a very vulnerable and warmly likable twenty-two-year-old. Around those he knows, his conversation is crew-cut, his answers glib, and his wisecracks fast. Nobody could write his "material," except another member of the Crosby clan. But his eyes are serious and watchful and his movements are quick and tense. Generally, he's more comfortable around older people. And, generally, he's almost too serious-minded for his age. But, when he starts free-wheeling about college days and dear old Zeta Psi and the fraternity gang, the years drop away: "Stanford's such a great school. It's a Phi Beta Kappa school. There are some fantastic minds attending there. I think I stepped a little out of my league—even the football players pulled down A's!"

Gary pulled down his best grades in English literature and in anything that had to do with his major, which was drama and speech. "But required courses—like science courses—they murdered me. I went through Biology 1 two or three times. Economics, I don't like, either. I'd have gone around that one again, if it hadn't been for my professor, 'Doc' Fagan. He had a homey way of talking and making with the gags—all the guys liked him. I pulled down an A in Economics 1. Then came Economics 2—I never did quite get through that."

Gary says he can't give Lin much help on his homework. "He knows more than I do. Lin's one of those moaners. He comes home from school crying and moaning, 'I'll never pass this course.' Then comes the end of the course—and a straight 98. Makes you sick," Gary grins.

To Gary—used to strict study supervision from the Fathers at Bellarmine Prep—Stanford University at first seemed like a strange sort of scholastic Utopia where nobody told you to study and nobody seemingly cared. But, just before the semester ended and he found he was in danger of being washed out of school, he rapidly saw the light. It's typical of Gary that, faced with this sudden challenge, he reacted as usual. He knuckled down and



all eyes are on the lady with

## "Dark-Eyes"

PERMANENT DARKENER for the hairs to which applied  
FOR LASHES AND BROWS

• One application lasts 4 to 5 weeks!

"Dark-Eyes" — so easy to apply — is the perfect way to make eyelashes and brows come beautifully alive . . . completely natural looking. "Dark-Eyes" is NOT A MASCARAI Eliminates the bother of daily eye make-up. It is PERMANENT, SWIMPROOF, TEARPROOF, SMUDGEPROOF AND SMEARPROOF!

25c

Send TODAY for TRIAL SIZE!

Ideal to "touch-up" those first gray hairs!

\$1.00 (plus tax) of leading drug, dept. and variety chain stores

"DARK-EYES" COMPANY, Dept. P-85  
3319 W. Carroll Ave., Chicago 24, Ill.

I enclose 25c (coin or stamps—tax included) for TRIAL SIZE PACKAGE of "Dark-Eyes" with directions.

check color:  Black  Brown

Name \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_

State \_\_\_\_\_

## ENLARGEMENT Plus 12 Keepsakes

FREE

Glamorous black and white enlargements 8x10 inch on double weight portrait paper 57c (2 for \$1.00). Gold tooled leatherette frames 57c (2 for \$1.00). FREE! With any \$2.00 order you get an extra 8x10 enlargement free plus 12 small size keepsakes free. Oil coloring \$1.00 extra for each enlargement. State color of hair, eyes, etc. State choice of frames, brown or maroon. Enclose 25c deposit or save all C.O.D. charges by sending full amount with order. Mail photos or films today. Originals safely returned. Act now. Dept. 833, Marvel Art, 3140 Roosevelt Road, Chicago 12, Illinois



ENJOY A PERMANENT, BIG PAY CAREER as a

PRACTICAL NURSE

## EARN AT HOME WHILE LEARNING

FREE SAMPLE LESSON shows how easily you can become a professionally trained practical nurse by home study in a short time. NO HIGH SCHOOL NEEDED. No age limit.

FOR FREE LESSON and FULL INFORMATION

MAIL COUPON NOW!

Post Graduate Hospital  
School of Nursing  
9D85-B Auditorium Bldg.  
Chicago 5, Illinois

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

crammed and more than passed. Furthermore, his fraternity voted him the "Freshman Achievement Award"—given to the freshman who's achieved the most and improved the most during that year. "You'd better not put that in," he says quickly, when informed you know about this. Obviously, in his case—he insists—there was considerably more room for improvement. "And it's not hard for a guy to pull himself up with a wonderful bunch of guys like that, anyway."

As a rule, Gary's clothes are more conservative than his father's. He goes for quietly elegant silk suits and striped ties. But he insists he has his share of sports shirts, too. "I've got some dazzling ones I wear about the house now and then. And, now that summer's here, you'll see me breaking out in them."

Although Gary insists "I don't go out too much," he goes for girls "with a good sense of humor and with a good personality, a girl who can carry on a decent conversation—I don't mean a lot of phony chatter, but somebody you can really talk to." He's also partial to girls "who—well—aren't—well—impressed with who they think you are . . . or—well—what they think you have . . . a girl who—well—likes you for yourself," Gary says, his modesty giving him a little trouble with that one. Glamour? "I don't care much about looks. But, of course, if you can find a girl who's a good-looker along with those other things, you'd really be in business."

Gary's chief claim to fame, according to Gary, is that he's already twice a godfather. One of his godsons is "Iron" John Callahan from Stanford University—"aged twenty-one," Gary grins. "He started taking instructions in the church in Palo Alto and he wanted to be baptized there. He lives in Massachusetts and none of the family or their friends were there—so I did the godfather bit. You know, when you're a godfather, you promise you'll see your godchild is brought up properly and watch out in life for him. This was really the blind leading the blind."

Then, recently, Rosemary Clooney and Jose Ferrer asked Gary to be godfather for their baby son, Miguel Jose Ferrer. "I was really surprised. He's such a cute baby—I figured they could have done better than me. I believe originally they had Dad down for it, but he was out of town. So I stood in for him there. They got me cheaper, too. . . ."

In addition to godfathering, loyalty is Gary's long suit. His friendship isn't given lightly, but if he likes you—you're in. And he makes every word good. Some time ago, he'd mentioned to Buddy Bregman that, if his own show developed, he would have him conduct. In a town where people starve on promises that aren't kept, Buddy says: "When the time came, that was the picture—just as he'd said." And Buddy adds, "He takes all my 'dubs' home with him now. I don't have any of my own records at home. I did a score for a movie—you know, symphonic orchestrations and such—and Gary made off with all of them. Finally, I've found out why. 'If anybody says you can't do anything but rhythm and blues—then I'll pull these out,' he says. And he would."

His well-exercised loyalty is reflective of both Dixie's and Bing's, as Gary himself is a composite of both parents. "His mother had that same wonderful sense of loyalty Gary has," Mrs. Gargan says now. "Gary has a streak of tenderness from her, too, and he has Dixie's quick wit and whip mind—although his father's no slouch in this department, either. He also has Bing's sincerity—he's so sincere, in an atmosphere where you don't always find too

much. And so well-behaved, he's a joy to have around," she says affectionately.

Gary's relaxed around friends like Les Gargan and Jack Haley, Jr. They're all children of show business and they can perform without being subjected to false flattery or criticism. They can talk show business together—and dream it tall. Their gang often gathers in the Gargans' spacious recreation room, where they watch fights on TV, rhubarb with the baseball teams, and occasionally have their own theater-in-the-round, doing take-offs of such films as "The Caine Mutiny." "We clown around and gorge ourselves with food and listen to the hi-fi," says Les. "We're all long-hairs—Eartha Kitt long-hairs. And sometimes we discuss our problem parents." Les Gargan and Gary were born just one day apart, and usually celebrate their birthdays together—"Gary's running into mine at midnight."

But Gary's crew-cut crowd was impressed for all time with the fabulous dinner party Bing gave Gary on his twenty-first birthday—which also marked the opening of his first CBS Radio show. From the moment Bing remarked to the Gargans, "I'm going to serve champagne to our twenty-one-year-olds," Gary's group was determined to live up to the dignity of that evening. Even then, it got a little away from them. Bing had invited about forty of Gary's friends and a number of his own to a seven o'clock champagne dinner—but they didn't eat until eight. Les Gargan went to Malibu to pick up his date, got caught in the Sunday bumper-to-bumper traffic. Buddy Bregman, who'd had no lunch, kept stage-whispering to Gary, inquiring "When do we eat?" (Then, during a lull in the conversation, he blasted out with, "If you don't feed me in five minutes—I'm going to Stan's Drive-In.") When Les Gargan finally walked in, "They were all waiting for me. I felt like the Wells-Fargo stage."

But that evening still wasn't over. Bing had made reservations for Gary's crowd at the Moulin Rouge and he'd ordered another big birthday cake. "Gary and I had a whole act built up for the gendarmes when they questioned our age—but it died," Les recalls. "For once, they didn't even ask. We were both highly indignant about the whole thing." About ten to midnight, just as Les's mother was about to retire, she opened the door to find Gary standing there holding a cake "and about seventy-five people she'd never heard of following us in. You know how that is—the word gets around for a party or the reading of the will." They'd all come home with Les to help celebrate his birthday.

Gary and his brothers always have their own problem, too, around Bing's birthday. It's almost impossible to buy him anything, and they start huddling on it days ahead. Phil was coming in on leave this year and Denny was flying in, too, as a surprise that week. But what to give Bing—that was up to Gary and Lin. Their usual routine is to go through his things and try to find something to replace.

This year Gary and Lin recalled quite a treasure hunt that had ensued when Bing tried to find an old English gabardine coat he wanted to wear that day to a ball game. Gary and Lin looked through their dad's closets—and finally found the coat. Bing had had it since 1947, and it had slick spots and a hole mended here and there. They found a number on the pocket, and discovered from the lining that it came from Tripler's in New York. They rushed an inquiry as to whether they could get a topcoat like the one their dad had purchased there eight years before. The night of Bing's birthday, they had his cake and gifts at the dinner

table, as is the usual family custom. He was speechless when he saw the coat. "Where did you get this?" Then he confided, "You know, I've got another just like it—but it's getting pretty shot. . . ."

Gary's home life is a far cry from that pictured so humorously on the Jack Benny television show. There are no butlers going AWOL wearing Hawaiian shirts. There's not even a butler. In their Holmby Hills place, Bing himself often answers the phone. On Friday night, Gary's friends have a tough time getting through. Not even Notre Dame could get through. This is Lin's first free night from school and, as Gary says, "He moves pretty good on weekends."

They're a warm and close family—closer than many would ever suspect, since "underplaying" is a Crosby family trait. For all the razzing back and forth, Gary would be the first to tell you that Lin has a future in show business. And it's Linny who sneaks the "dubs" of Gary's latest records out of his room into his own and plays them for Bing. As in many another American home, the whole beat of the house picks up when Phil and Denny are home on leave . . . and the beat really drags when the leaves are over—and they know Denny won't be back from Germany for two years.

Other times, you'll usually find Gary's red Mercury parked near the back entrance, where he can grab it on the fly and go. Bing's dog, "Cindy," a black Labrador retriever, wags a welcome as each member of the family drives in. In the impressive entrance hall hangs the majestic hunting picture which Bing loves so much that they've always kidded him about buying a house large enough to hang it. And through the hall there sometimes spreads the essence of that which smells suspiciously like Irish stew.

Gary's is a house of music. There's a record-player in his room, one in Lin's room, and another their father uses in the library downstairs. And they've all been known to be going simultaneously. When Dixie was here—hers was usually going, too. Wherever one looks, one is reminded of her. Family photographs. Her collections, which Bing still carefully preserves: "Topsy," her black French poodle. The coasters under your gingerale glass are still lettered in gold: "Dixie And Bing."

In Gary's home, the head of the house, feeling his responsibility doubly today, gives a small prayer for God to go with them wherever the boys are. And, like any father, he sleeps easier when the final count says they're all back inside again. Gary's father keeps a far from casual blue eye on Gary's career, too. The greatest gift Gary can give him is to keep swinging and earning that sheepskin in show business, and make that name he wants to make for himself on his own.

Bing's pride in Gary and his faith in him and his hopes for him all show when he says, "You know, it was quite an abrupt jump for him—right out of school into a weekly program of which he was the emcee and which he was supposed to control. And I suppose the jump could have been cushioned for him a little with some more experience in less responsible assignments, but I think he's over that hump now. . . ."

For all Bing Crosby's modest acknowledgement about Gary growing in the "shadow of something that's already built up," nobody knows better than Gary's father how challenging and how overpowering that shadow could be. And nobody could be more proud now—watching Gary go in swinging and singing his way out of the "shadow" to find his own place in the sun.

*Hollywood's favorite*  
Lustre-Creme  
Shampoo...



Cream or Lotion

Yes, Ann Blyth uses Lustre-Creme Shampoo. It's the favorite of 4 out of 5 top Hollywood movie stars!

It never dries your hair! Lustre-Creme Shampoo is blessed with lanolin . . . foams into rich lather, even in hardest water . . . leaves hair so easy to manage.

It beautifies! For soft, bright, fragrantly clean hair—without special after-rinses—choose the shampoo of America's most glamorous women. Use the favorite of Hollywood movie stars—Lustre-Creme Shampoo.

Never Dries—  
it Beautifies!



*Ann Blyth*

co-starring in THE KING'S THIEF

An M-G-M Production.

In CinemaScope. In Color.

Have fun! Have a

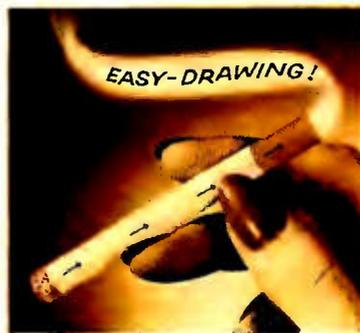
# WINSTON



## WINSTON brings flavor back to filter smoking!

■ Winston smokers believe that smoking should be fun. That means *real flavor* — full, rich, tobacco flavor — and Winston's really got it! This filter cigarette tastes good — like a cigarette should!

Along with Winston's finer flavor, you get a filter that really does the job. The exclusive Winston filter works so effectively, yet lets you draw so easily and enjoy yourself so fully.



Smoke **WINSTON** the easy-drawing filter cigarette!

R. J. Reynolds Tobacco Co.,  
Winston-Salem, N. C.