



Remember
RADIO

Ron Lackmann

Famous Sign-Offs

INNER SANCTUM

Raymond: Now it's time to close the door of the Inner Sanctum until next week when Palmolive Brushless and Palmolive Lather Shaving Cream bring you another *Inner Sanctum* mystery. Until then, good night . . . Pleasant dreams.

Sound: (DOOR SQUEAKS SHUT)

CAN YOU TOP THIS?

Wilson: And thus ends another laugh session of *Can You Top This?*, originated by Senator Ford. Join us again next week . . . same time, same gang, other jokes, some new, some old. Until then, we remain yours for bigger and better laughs . . .

Ford: Senator Ford.

Hershfield: Harry Hershfield.

Laurie: Joe Laurie, Junior.

Donald: Peter Donald.

Wilson: Ward Wilson.

Announcer: And Charles Stark. This is the Mutual Broadcasting System.

THE GREEN HORNET

Music: (THEME UP FULL AND UNDER)

Newsboy: Special extry! Murderers in jail! City saved from deadly ray gun! Read all about it! Green Hornet still at large! Special extry! Paper!

Music: (UP FULL AND OUT)

THE LONE RANGER

Sound: (HOOFBEATS OF HORSE FADING)

Man: Who was that masked man?

Second Man: You don't know? That was the Lone Ranger!

Music: (UP FULL TO FINISH)

REMEMBER RADIO

RON LACKMANN

A fond and loving look back at those thrilling days of yesteryear when radio was in flower and the world was good and beautiful.

Remember?: Who knows what evil lurks in the hearts of men? The Shadow knows!

Remember?: From out of the past come the thundering hoofbeats of the great horse Silver. The Lone Ranger rides again.

Remember?: Height: 6 feet. Weight: 290 pounds. Fortune: Danger! Whooo is it? The Fat Man!

Remember?: *Fibber McGee and Molly, Grand Ole Opry, The Goldbergs, Inner Sanctum Mysteries.*

Here are many of the actual lead-ins we all remember—but think we have forgotten. Here are rare photos of the hidden heroes and heroines whose faces were unknown but whose voices we recognized on first syllable.

Through photos, scripts, and reproductions of actual radio listings of bygone years, REMEMBER RADIO covers the full range of radio greats—the mystery shows, kiddie shows, soap operas, dramas, comedies, and news. It provides the reader with a true feeling for the wonderful mystique that kept America glued to the magic box that was radio.

THE AUTHOR

RON LACKMANN comes by his interest in radio naturally. As a child he auditioned for radio programs—just about the time radio was losing its grasp on the public—so instead he went onto the stage. He renewed his interest when in the Army, producing and directing fifty-two radio dramas and the show *Lifeline* for WFDH, Fort Dix. He has written about old radio advertisements, old movies, and posters.

He is presently an actor, director, and writer, having received training in drama at both Hofstra University and the University of Hull in England. Mr. Lackmann is an active member of Screen Actors Guild, Actors Equity Association, as well as the Madison Center Co-op for Playwrights, Actors and Directors. His most recent play is *Talus*.

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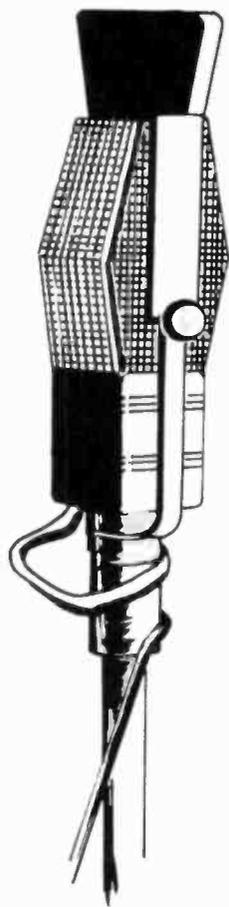
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Remember **RADIO**

BY
RON LACKMANN



G. P. Putnam's Sons
New York



TO MY FATHER
and
TO THE MEMORY OF MY MOTHER

Especially grateful thanks are due:

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INTRODUCTION

It all began in London. One evening, after an exhausting day of museums and shopping, I found myself headed back to my hotel room, dead tired. Sleepily, I flopped down on the bed, and flicked on the hotel radio.

Suddenly, I was wide awake. For here—in this foreign land and impersonal hotel room—what should fill my ears but *The Adventures of Sherlock Holmes!*

Sherlock Holmes—it had been years since I'd heard his adventures, or any other drama, on radio. Yet all at once I was flooded with the memories of radio—radio as it used to be in America, before we had abandoned it for a new toy—television. Radio! Those wonderful days of great mystery and comedy and variety and dramatic shows. As I closed my eyes and listened to the Baker Street sleuth at work, it seemed as though my entire childhood were washing over me. So many of my old radio friends I thought I had forgotten—*The Fat Man, Jack Benny, The Shadow, Little Orphan Annie, Fred Allen, Jack Armstrong, The All-American Boy*. And with each and every “old friend” remembered, I remembered, too, the circumstances under which I'd listened to them.

I remembered *The Inner Sanctum*—and it was a Monday night once again. There, in eerie darkness, the whole family sat around the big living-room radio, chilled by the *Sanctum's* host, Raymond, as he welcomed us through his frightening, squeaky door. Then came merciful relief with those two wacky neighbors who lived on a street called Wistful Vista, *Fibber McGee and Molly*.

The Lone Ranger, on Mondays, Wednesdays and Fridays at 7:30 P.M., always meant a homework break. We'd be sitting around the kitchen table, trying hard to study, when “Hi-yo, Silver!”—it was the Ranger himself, calling out to his great white horse. “Gettum up, Scout!” replied his faithful Indian companion, Tonto, as we scurried for the radio. Homework was forgotten, as we were suddenly transported to those “thrilling days of yesteryear,” the Old West, where men were bigger than life and the villains were really bad guys.

Saturday morning meant no school. It also meant time to listen to *Let's Pretend*. “Cream of wheat is so good to eat, and we eat it every day,” the *Let's Pretend* kiddie chorus sang, and we all settled down on the floor, in front of the radio, to listen to a fairy tale that would hold us spellbound for thirty minutes.

Then there were the times we were home sick from school, and a whole new world would open up to us. While Mother fussed in the kitchen with soup and medicine to feed our illness, she was tuned in to a very special world of turmoil, strife and tears. There was *Ma Perkins* and her family

INTRODUCTION cont'd

problems and *The Romance of Helen Trent*, which must have made her think anything was possible at any age. How they suffered, endlessly, and how Mother—and we—loved it. But best of all, when you were sick, was to be able to have your own radio, up in your room. It wasn't a big wooden radio like the one in the parlor. It was a smaller, wooden table model, and heavy—none of your puny transistors. For no little plastic contraption could fully capture the mystery and adventure of *The Green Hornet*. Orange juice, nose drops and *The Green Hornet*—those cured the common cold back then.

Program after program, memory after memory came back that evening in London. The big wooden radio that had held its place of honor in our parlor was not lightly forgotten. It was not something you took to the beach for a little incidental music, something that woke you up in the morning or just reminded you of the time or weather or gave you a late news bulletin. It was nothing to be taken for granted. That old radio was the heart of the house, an important part of our lives. Who can forget where they were when they heard the news of Pearl Harbor on radio? Or when Orson Welles scared half a nation into believing that it was being attacked by Martians? Who wouldn't like to be transported back to those "thrilling days of yesteryear," when the world seemed simpler, when we were less sophisticated and took such delight letting our imaginations soar while we listened, listened, listened . . .

Then and there, in that London hotel room, I decided I would construct a radio and fill it with the lost memories and lost art of a less complicated time. I would do it for all who remembered—and all who would never again have the chance to know the thrills of radio firsthand.

This book is that radio. It's not a radio of wood and wire and tubing and filaments—but one of paper, cloth, print and love. I have tried to cram into it all that I felt was most worthy and popular and important and evocative. But alas, time and space would not allow me to include each and every gem that ever has been heard on the wireless. I had to be selective and therefore subjective, relying on my own memory and the popularity ratings of the late 1930's, the 1940's and the early 1950's (Radio's Golden Years) for the final choice. If one of your favorites is missing, I most sincerely apologize, for radio lovers are some of the most passionate people alive. But for every favorite that is missing, you should find another you loved just as well. For inside this radio, I have deliberately packed only the fondest memories—memories that I hope will bring back your own past for you, as they have for me.



MYSTERY, CRIME AND ADVENTURE SHOWS

Mystery, crime and adventure shows were big with the listening public during Radio's Golden Age. Detective programs like *The Green Hornet*, *Nero Wolfe*, *Boston Blackie*, *Chandu the Magician*, *Hannibal Cobb* and *David Harding*, *Counterspy* were the favorites, followed by "spook" shows like *The Inner Sanctum*, *The Whistler*, *Suspense* and *Escape*. Old favorites like the movies' *Charlie Chan* and *Sherlock Holmes* and the action-packed adventures of *The FBI in Peace and War* and *Gangbusters* also proved popular with listeners. Fans took it all so seriously that they listened intently as the announcer, at the end of a *Gangbusters* show, gave a description of a "wanted criminal still at large and roaming the streets." They shivered in both fear and anticipation as the world's smartest detectives risked their lives proving that "crime does not pay." Mystery solving was always a favorite American pastime, but unlike reading a mystery-thriller, the listeners could just settle back, close their eyes and let their imaginations involve them in adventures they could only dream about.



FOR ACTION-PACKED RADIO DRAMA
TUNE IN

**"True Detective
Mysteries"**

EVERY SUNDAY AFTERNOON

Pull up a chair and enjoy radio's most exciting half hour... "True Detective Mysteries." Actual crime cases taken from the files of True Detective magazine provide action-packed drama. Don't miss it this Sunday afternoon...

ON YOUR MUTUAL NETWORK STATION

4:30 EST 3:30 CST 2:30 MST 1:30 PST



**Warning!! DO NOT FAIL
TO LISTEN TO THE EXCITING PROGRAM**

"I LOVE A MYSTERY"

**CARLTON MORSE'S HAIR-RAISING, TEETH-CHATTERING
THRILLERS THAT HAVE ALL AMERICA
ON THE EDGE OF ITS CHAIR !!!**

MONDAYS, 8 P. M. EST, **W B Z** and other stations of the Blue Network
Presented by **FLEISCHMANN'S FRESH YEAST**

radio detective QUIZ

Guess the names of the microphone sleuths pictured below, and check your answers at the bottom of the page.



1. He's fond of saying, "It figures."



2. He's always identified as a "famous private investigator."



3. He makes his living as a lawyer and goes sleuthing only at night.



4. He's not afraid of crooks--just women.

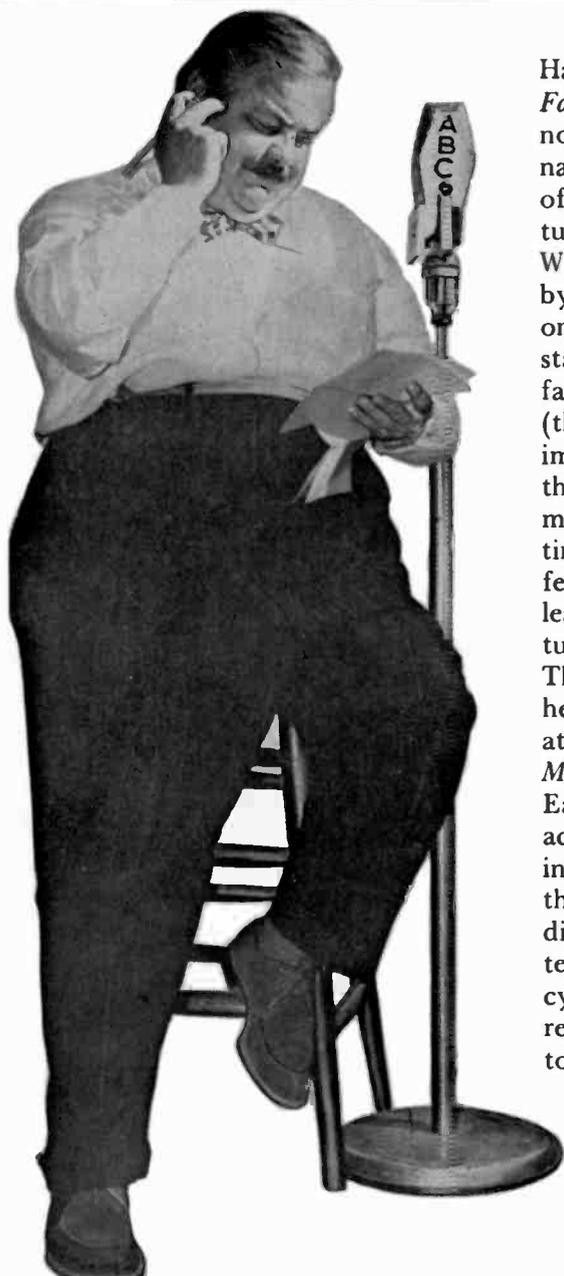
Answers: 1. Howard Duff as "Sam Spade"; 2. Bennett Kilpack as "Mr. Keen, Tracer of Lost Persons"; 3. Gene Raymond as "The Amazing Mr. Malone"; 4. Santos Ortega as "The Affairs of Peter Salem."

THE FAT MAN

Announcer: There he goes—across the street—into the drugstore. Steps on the scale.

Sound Effects: (CLINK OF A COIN)

Announcer: Height: six feet. Weight: 290 pounds. Fortune: Danger! Whooo is it?—*The Fat Man!*



Mystery writer Dashiell Hammett patterned radio's *Fat Man* after his detective novel character of the same name. J. Scott Smart, an actor of considerable size and stature, played the Fat Man role. With Sergeant O'Hara, played by Ed Begley, who later went on to fame and fortune as a stage and motion-picture star, fat detective Brad Runyon (the Fat Man) proved to be an impregnable fortress against the forces of evil. Writer Hammett had the particular distinction of having created no fewer than three of radio's leading mystery-crime-adventure heroes: the Fat Man, the Thin Man and the detective hero who had gained so much attention in a film called *The Maltese Falcon*, Sam Spade. Each of Mr. Hammett's characters had a snappy, convincing way of talking, and although their personalities were different, they all were masters of the tough quip. Their cynical, realistic dialogue was revolutionary and fascinating to radio audiences.

J. Scott Smart, at left, who played the rotund detective, was the living personification of the fictional *Fat Man*.

SUSPENSE

Music: (THEME UP AND UNDER)

Announcer: The C.B.S. radio network brings you tales well calculated to keep you in . . . *Suspense!*

Music: (UP AND UNDER)

Announcer: Tonight, Lucille Fletcher's classic mystery drama, *Sorry, Wrong Number*, brought back by popular request on *Suspense!*



Agnes Moorehead, above, played a complaining invalid, slated for murder, in the *Suspense* classic, *Sorry, Wrong Number*, with such consummate skill, she was invited to repeat her performance annually.



The producer of *Suspense*, Eliot Lewis, is seen above with his wife and oft-time performer on the series, Cathy Lewis.

The success of the *Suspense* series was guaranteed as long as each and every tale lived up to the series' title. Every week, a half hour play was presented which had to keep listeners sitting on the edge of their chairs waiting out the painful suspense right along with the main characters. The leading actor might be waiting to be murdered, or expect an attack of man-eating cannibals at any moment, and the audience enjoyed waiting right along with them. Writers Lucille Fletcher, William Spier, Norman MacDonald, John Peyser and Tony Leader, among a few, turned out script after script that were masterpieces of sadistic spell binding.

THE SHADOW

Music: (SPINNING WHEEL. FADE UNDER.)

Shadow: (FILTER) Who knows what evil lurks in the hearts of men?
The Shadow knows! (LAUGHS)

Announcer: Once again, your neighborhood Blue Coal dealer brings you the thrilling adventures of *The Shadow* . . . the hard and relentless fight of one man against the forces of evil. These dramatizations are designed to demonstrate forcibly to young and old alike that crime does not pay!

Music: (THEME UP, SEGUE TO NEUTRAL BACKGROUND.)

Announcer: The Shadow, mysterious character who aids the forces of law and order, is, in reality, Lamont Cranston, wealthy young man-about-town. Several years ago in the Orient, Cranston learned a strange and mysterious secret . . . the hypnotic power to cloud men's minds so they cannot see him. Cranston's friend and companion, the lovely Margot Lane, is the only person who knows to whom the voice of the invisible Shadow belongs. Today's drama . . . "The Long Walk."

The Shadow proved one of radio's most enduring mystery shows. Cold tingles went up and down the spines of every "tuned-in" man, woman and child in America when *The Shadow's* chilling voice told them that crime did not pay, and they believed it.



Orson Welles above was *The Shadow* during the first few years the program was on the air. Agnes Moorehead was his Margot Lane.



Actor Bret Morrison played the Lamont Cranston-Shadow role longer than any other performer during the long run of the series.

GANGBUSTERS

Sound Effects: (MARCHING FEET, MACHINE GUN FIRE, SIREN WAIL.)

Voice: Calling the police! Calling the G-Men! Calling all American's to war on the underworld!

Announcer: *Gangbusters!* With the cooperation of leading law enforcement officials of the United States, *Gangbusters* presents facts in the relentless war of the police on the underworld . . . authentic case histories that show the never-ending activity of the police in their work of protecting our citizens.

Created by Phillips H. Lord, pictured at right, *Gangbusters* actually did what its opening theme message, (see above) said it would. In the years the show was on the air, many criminals at large were brought to justice through the descriptions offered at the end of each program. The show was not to everyone's taste because of its violence and was often severely criticised by various church and PTA groups, but it survived all the same. So believable were the *Gangbusters* characters that one of the regular actresses, Elspeth Eric, frequently heard as a gun moll, received several proposals of marriage from convicts who listened in regularly.



Actors performing on *Gangbusters* often got quite emotionally involved in the scripts they were reading as witnessed by the photo at left.

THE INNER SANCTUM

Announcer: Palmolive Brushless and Palmolive Shaving Cream present . . .

Raymond: *Inner Sanctum Mysteries.*

Music: (UP AND UNDER)

Sound Effects: (DOOR SQUEAKS OPEN)

Raymond: Good evening, friends. This is your host, Raymond, welcoming you into *The Inner Sanctum* . . .



Academy Award-winning actress Mercedes McCambridge got her start in show business on radio programs like *The Inner Sanctum Mysteries*. Her unusual voice made her a popular featured player on this eerie series.



. . . Your "host," Raymond . . .
(Raymond Edward Johnson)

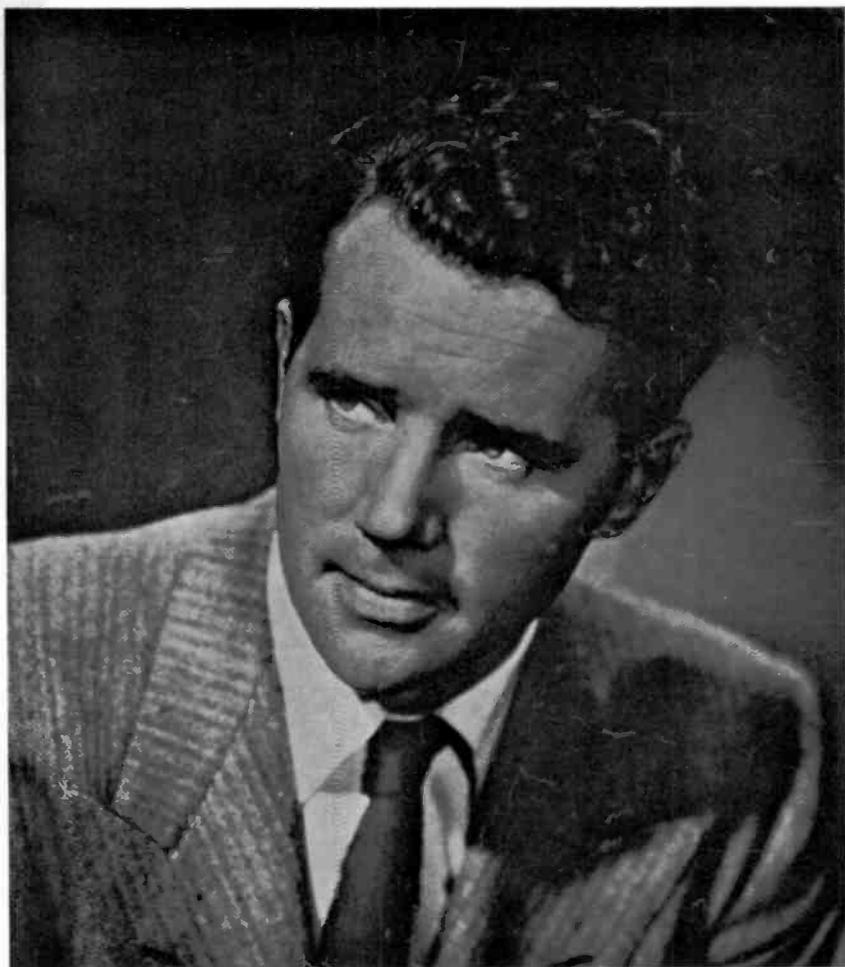
I LOVE A MYSTERY

The exciting *I Love a Mystery* adventure series was the brainchild of the same man who created the popular soap opera *One Man's Family*, Carlton E. Morse. The series was about three soldiers of fortune, Jack Packard (played by Michael Raffeto), Reggie Yorke (played by Walter Patterson), and Doc (played by Barton Yarborough).



SAM SPADE, DETECTIVE

When *Sam Spade, Detective*, first hit the airwaves, its success was immediate. The radio public took the Dashiell Hammett character to their hearts, mainly because of the rich and sexy baritone voice of the series star, Howard Duff, and because of the snappy, almost “racy” Hammett-like dialogue the radio writers reproduced so well. Before long, every radio mystery fan knew Sam’s detective license number—137596—and everyone could say “Period,” right along with Effie, Sam’s secretary, who was played by radio veteran Lurene Tuttle, as Sam finished dictating his latest case’s final report at the end of the show.



This portrait of Howard Duff, who played the Sam Spade role, appeared in a radio fan magazine in the 1940's. It showed radio audiences that sometimes the face belonging to the unseen radio voice could be exactly as they imagined.

MR. DISTRICT ATTORNEY

Announcer: *Mr. District Attorney*, champion of the people, defender of truth, guardian of our fundamental rights of life, liberty and the pursuit of happiness.

Music: (BRIDGE)

D.A.: (FILTER) And it shall be my duty, as District Attorney, not only to prosecute to the limit of the law all persons accused of crimes perpetrated within this county, but to defend with equal vigor the rights and privileges of all its citizens.

Mr. District Attorney was a durable series which began broadcasting in 1939 and had a long ride on the radio waves. With the help of Police Detective Harrington, and his loyal secretary, Miss Edith Miller, Mr. DA was able to keep his city in good order for at least a decade.



Mr. District Attorney (Jay Jostyn),
Harrington (Walter Kinsella), Miss
Miller (Vicki Vola).

THE THIN MAN

The radio popularity of Dashiell Hammett's *Thin Man* paralleled that of the motion picture series of the thirties and forties, which starred William Powell and Myrna Loy. Radio actors Claudia Morgan and Les Tremayne were chosen for their radio roles mainly because of the similarity of their voices to those of their movie counterparts. The hero of the series, Nick Charles, was a suave man about town private detective, who seemed to prefer the gay social whirl to his private detecting. Nora, his wife, on the other hand, was keen to become involved in her husband's cases and offered just the right drawing support to solve them before the last line of the program.



MR. KEEN, TRACER OF LOST PERSONS

To the strains of his theme song, "Somewhere I'll Find You," Mr. Keen, Tracer of Lost Persons, was able to find many a vanished soul during the run of his series. With the help of Mike Clancy, his trusted assistant, he found approximately one hundred amnesia victims, several runaway bridegrooms and at least one valuable pet. One can almost hear his calm, familiar voice assuring yet another "seeker" that "all would be well." This show proved to be the longest-running detective series of them all.

Bennett Kilpack, left, played "the kindly old investigator" Mr. Keen, and James Kelly, seen with him, played his assistant, Mike Clancy.



CASEY, CRIME PHOTOGRAPHER

The four “deans” of radio mystery writers—Alonzo Dean Cole, Milton J. Kramer and Harry and Gail Ingram—were unquestionably responsible for the success of the *Casey* series. Each week they involved Casey, his reporter girlfriend, Ann Williams, and Ethelbert, their favorite bartender, in exciting adventures which always culminated in Casey’s inevitably snapping just the right picture of one desperado or another “caught in the act” of doing something against the law, thus saving the day for the city police.



Jan Miner played Ann Williams, and Staats Cotsworth played Casey in the *Crime Photographer* series.

ADVENTURES OF SHERLOCK HOLMES

Indestructible *Sherlock Holmes* was as popular on the radio as he was in print and on film. Arthur Conan Doyle’s hero was played by a long list of actors on radio, including Richard Gordon, Louis Hector, Tom Courtney, Ben Wright and John Stanley, as well as everybody’s favorite Holmes, Basil Rathbone, who is seen here with his Dr. Watson, Nigel Bruce, and actress Irene Rich.



ELLERY QUEEN

Ellery Queen (Hugh Marlowe) and Nikki (Marion Shockley) seen caught up in the plot of their *Ellery Queen* radio script. This popular young detective and his sidekick provided young radio fans with a detective hero of their own.



PHILIP MARLOWE

Detective-hero Philip Marlowe was played by actor Van Heflin the first few years it was on the air. When Heflin went to Hollywood to become a big movie star, he was replaced by popular radio actor Gerald Mohr.



MARTIN KANE, PRIVATE EYE

Actresses Mary Orr and Mitzi Gould are seen with movie actor William Gargan who played Martin Kane, Private Eye. The show later became a popular TV series starring Lee Tracy, Lloyd Nolan, Mark Stevens and Gargan.



MR. AND MRS. NORTH

Music: (THEME—"Just the Way You Look Tonight"—UP AND UNDER)

Announcer: Woodbury, the cold cream for softer skin and an even softer, lovelier you, presents *The Adventures of Mr. and Mrs. North*, starring Alice Frost and Joseph Curtin.

Music: (UP AND UNDER)



Actress Alice Frost played Pamela North through the series entire run . . .



. . . as did Joseph Curtin his Jerry North role.

Mr. and Mrs. North were the George Burns and Gracie Allen of the detective world. Pam North's talent for "coming on" dead bodies was unrivaled in radio annals. Her long-suffering publisher husband, Jerry, became unwittingly involved in her numerous adventures, much to the chagrin of family friend Detective Bill Weigand of the city police. Everything always worked out well in the end, with Pam purring her appreciation for his help into Jerry's ear like a lovesick cat.

BIG TOWN

Newsboy: Extra! Extra! Read all about it! Get your *Illustrated Press* here!

Music: (THEME—"Tell the Story"—UP AND UNDER)

Announcer: Big Town! Home of the *Illustrated Press* where crusading newspaper editor Steve Wilson and his star reporter Lorelei Kilbourne bring you stories of Big Town!



Reporter Lorelei Kilbourne (Fran Carlon) shows editor Steve Wilson (Edward Pawley) the latest edition of the *Illustrated Press*, radio's most famous fictional newspaper. The paper "published" weekly adventures of people living in Big Town. Steve and Lorelei were played by movie actors Edward G. Robinson and Claire Trevor during the early years the program was on the air.

FRONT PAGE FARRELL



Front Page Farrell was a combination soap-opera-mystery-detective show which had a long and successful airing on radio. It flitted from fifteen-minute to half-hour format . . . back and forth . . . till it finally settled down to being a plain old daytime serial. Richard Widmark (Farrell for many years) and actress Betty Garde, who played Kay Barnett in the series, are seen above.

BULLDOG DRUMMOND

- Sound:* (FOGHORN BLAST . . . FOOTSTEPS . . . TOLLING OF BIG BEN)
- Announcer:* Out of the fog . . . out of the night . . . and into his American adventures . . . comes . . . Bulldog Drummond!
- Music:* (THEME UP AND UNDER)
-



English actor George Coulouris was heard as Bulldog Drummond, the suave London-based master private detective. He is seen here (left) with supporting player Jean Muir.

NICK CARTER

- Music:* (FANFARE UP AND UNDER)
- Announcer:* Nick Carter, Master Detective!
- Music:* (UP FULL AND THEN UNDER)
- Announcer:* Today's Nick Carter adventure . . . "The Case of Double Identity."
- Music:* (BRIEF TEASING ON ORGAN, THEN THREE CHORDS)
- Announcer:* Now, another intriguing adventure with Nick Carter, Master Detective . . . presented by the Mutual Network.
-

Lon Clark starred as Nick Carter and Charlotte Manson played Patsy on this adventure series, which was produced and directed by Jack MacGregor.

THE LONE RANGER

- Music:* (THEME—*William Tell Overture*—UP FULL AND UNDER)
- Sound:* (HOOFBEATS FADE IN)
- Ranger:* Hi-yo Silver!
- Sound:* (GUNSHOTS AND HOOFBEATS)
- Announcer:* A fiery horse with the speed of light, a cloud of dust and hearty hi-yo Silver! *The Lone Ranger!*
- Music:* (THEME UP FULL AND UNDER)
- Announcer:* With his faithful Indian companion, Tonto, the daring and resourceful masked rider of the plains led the fight for law and order in the early Western United States. Nowhere in the pages of history can one find a greater champion of justice. Return with us now to those thrilling days of yesteryear . . .
- Sound:* (HOOFBEATS FADE IN)
- Announcer:* From out of the past comes the thundering hoofbeats of the great horse Silver. The Lone Ranger rides again!
- Ranger:* Come on, Silver! Let's go, big fellow! Hi-yo, Silver! Away!



Actor John Todd (left) played the role of the Masked Rider of the Plains' Indian friend, Tonto, for the twenty-one-year run of the show. Tonto's horse, Scout, was almost as famous as the Ranger's horse, Silver.



Brace Beemer, who played *The Lone Ranger* for many years, had a voice which became so identified with that character that he was required by contract to restrict his radio acting to that one role until the program left the air.

Unquestionably the most famous of all radio adventure series, *The Lone Ranger* has a special place reserved in the minds and memories of anyone who ever heard the program. Created by Fran Striker and George W. Trendle, it was first heard on January 30, 1933. The last *Ranger* broadcast was presented in September, 1954. Brace Beemer played the *Ranger* role for thirteen years and is the *Ranger* voice we remember best. Transcriptions of *The Lone Ranger* broadcasts recorded in the forties are still being played over local radio stations.

SAMPLE RADIO PROGRAMS

Sunday

MORNING

11:30 EDT (10:30 EST) Major Bowes' Capitol Family.
Vocalists and orchestra.

AFTERNOON

12:00 EDT (11:00 EST) Radio City Mule Hall.
Music Hall String Quartet; Henrietta Schumann, pianist.
Music detail on this program may be found on page 14, column 3.

2:00 EDT (1:00 EST) National High School Orchestra.
The National High School Orchestra, National High School Band and a choir will be heard on this broadcast from the New York World's Fair. Dr. Joseph E. Maddy, Lorin Maazel, Graham Overgard and Peter D. Thach will be the conductors.

2:00 EDT (1:00 EST) Democracy in Action.

2:30 EDT (1:30 EST) University of Chicago Round Table Discussion.

3:00 EDT (2:00 EST) Columbia Broadcasting Symphony.
With Howard Barlow conducting.
Music detail on this program may be found on page 14, column 3.

4:00 EDT (3:00 EST) Hall of Fun.
Richard Lane; Frank Jenks; Cliff Edwards (Ukulele lte); Frances Hunt, vocalist; Gordon Jenkins' orchestra.

4:30 EDT (3:30 EST) The World Is Yours; Drama.
Subject: Biology. Title: "The Life of the Honey Bee."

5:00 EDT (4:00 EST) Enna Jettick Melodies.
A hit program of a decade ago, Enna Jettick Melodies returns to the air, with Jimmy Shields, tenor; Hargensen Quartet; D'Artega's orchestra; Rosamond Ames, style expert.
More information on this program may be found on page 20, column 3.

5:15 EDT (4:15 EST) Four Star News.
News developments on four scattered fronts—international and national affairs, sports and events of interest to women—will be reported by experts in this new series. H. R. Baukhage will report international affairs; Graham McNamee, the national affairs; Bill Stern, sports; and Nele Luxford, women's news.
More information about this program may be found on page 20, column 3.

5:45 EDT (4:45 EST) Letters Home from the World's Fair.
This program originates from the New York World's Fair. Ray Perkins, comedian: songs and interviews.

NIGHT

6:30 EDT (5:30 EST) Gateway to Hollywood Summer Theater.
A serial adaptation from the motion picture "Career," with Alice Eden and John Archer, stars of the picture, in the leading roles.

6:30 EDT (5:30 EST) Grouch Club.
Jack Leselle, M. C.; Arthur Q. Bryan; Phil Kramer; Emory Parnell; Walter Tetley; Beth Wilson; Leon Leonard's orchestra.

7:00 EDT (6:00 EST) People's Platform.
Discussion of current questions with Lyman Bryson presiding.

7:00 EDT (6:00 EST) Aldrich Family; Comedy Sketch.
Comedy sketch, starring Ezra Stone, young Broadway star.

7:00 EDT (6:00 EST) European Survey by Hugh Gibson.
Hugh Gibson, former ambassador to Belgium, gives a general survey of European conditions.

7:30 EDT (6:30 EST) Fitch Bandwagon.
Featuring up-an-coming bands of the younger generation, with Gary Merritt, M. C.

7:30 EDT (6:30 EST) Radio Guild; Drama.

7:30 EDT (6:30 EST) Jane Froman, Mezzo-Soprano; Jan Pearce, Tenor.
Erno Rapee conducts the orchestra.

8:00 EDT (7:00 EST) Adventures of Elery Queen; Drama.
Dramatized detective stories, with Elery Queen, fiction-detective story-writer, and others.

8:00 EDT (7:00 EST) Symphony Orchestra.
Jose Castaneda and Edwin MacArthur will be the conductors.
Music detail on this program may be found on page 15, column 2.

8:00 EDT (7:00 EST) Chase and Sanborn Hour.
Don Ameche, M. C.; Nelson Eddy, baritone; Edgar Bergen and Charlie McCarthy, comedians; Dorothy Lamour, vocalist; Robert Armstrong's orchestra.

9:00 EDT (8:00 EST) Hollywood Playhouse.
Dramatic program, with Gale Page and Jim Ameche.

9:00 EDT (8:00 EST) Ford Summer Hour.
James Melton, tenor; Franca White, soprano; Rouge Reporter; Don Voorhees' orchestra.

9:30 EDT (8:30 EST) Walter Winchell, Columnist.

9:30 EDT (8:30 EST) American Album of Familiar Music.
Frank Munn, tenor; Jean Dickenson, soprano; Elizabeth Lennox, contralto; Maenschen's concert orchestra.

10:00 EDT (9:00 EST) Good Will Hour.
With John J. Anthony conducting.

10:00 EDT (9:00 EST) National Symphony Orchestra.
Reginald Stewart conducts the orchestra.

10:30 EDT (9:30 EST) Kattenborn from Europe.
Frem Londen, M. V. Kattenborn will bring news of European conditions.

Monday

AFTERNOON

12:30 EDT (11:30 EST) Farm and Home Hour.
Paul V. Maris of the Farm Security Administration will discuss "The Second Year of the Tenant Purchase Program." Farm Credit Administration speakers will also be heard.

NIGHT

7:00 EDT (6:00 EST) Fred Waring in Pleasure Time.

7:00 EDT (6:00 EST) Amos 'n' Andy.
Comedy sketch set in New York's Harlem. This sketch is heard Monday through Friday of this time.

7:30 EDT (6:30 EST) Blondie; Comedy Sketch.
Comedy sketch, patterned after the "Blondie" cartoon by Chick Young, with Arthur Lake and Penny Singleton.

7:30 EDT (6:30 EST) Larry Clinton's Musical Sensations.

8:00 EDT (7:00 EST) Tuna-Up Time.
Tony Martin, tenor and M. C.; Kay Thompson; and Her Rhythm Singers; Andre Kostelanetz' orchestra.
More information on this program may be found on page 20, column 3.

8:00 EDT (7:00 EST) Order of Adventurers.
True stories by famous American explorers and adventurers. Lowell Thomas, Colonel Theodore Roosevelt, Ray Chapman Andrews, Admiral Byrd and Commander Felix Risenberg.

8:30 EDT (7:30 EST) The Voice of Firestone.
Margaret Speaks, soprano. Symphony orchestra conducted by Alfred Wallenstein.
Music detail on this program may be found on page 15, column 2.

8:30 EDT (7:30 EST) Model Minstrels.
Tom Howard and George Shelton, comedians; Eton Boys; Ray Bloch's orchestra.

8:30 EDT (7:30 EST) True or False.
Quiz program, with Dr. Harry Hagen.

9:00 EDT (8:00 EST) Magic Key of RCA.
Colonel Stoopnagle, M. C.; Rodgers Sisters; Shelia Barrett; Nat Shilkret's orchestra. Guests: Felix Knight, tenor, and Vincent Lopez and his orchestra.

9:00 EDT (8:00 EST) Man About Hollywood.

This program, conducted by George McCall, Hollywood commentator, features interviews and discussions centered around Hollywood's colorful personalities.

9:00 EDT (8:00 EST) Doctor I. Q.
A novel audience-participation program originating from the stage of the Chicago Theater.

9:30 EDT (8:30 EST) Horace Heidt's Orchestra.

9:30 EDT (8:30 EST) Guy Lombardo's Orchestra.

10:00 EDT (9:00 EST) Contented Hour.
Opal Craven, the Lullaby Lady; Continental Quartet; Josef Pasternack, conductor.

10:30 EDT (9:30 EST) Pageant of Melody.
Attilio Bagnere, tenor; Mark Love, basso; Helen Benner, soprano; Octet; Henry Weber conducts the orchestra.

10:30 EDT (9:30 EST) Grant Park Concert.
Casalle's Symphonic Band.

Tuesday

AFTERNOON

12:30 EDT (11:30 EST) Farm and Home Hour.

Josephine Hemphill and Morse Salisbury discuss "Controlling Household Insects." "News of the Federal Farm," by Wynne Darrow of the AAA.

3:30 EDT (2:30 EST) International Red Cross Program.
This program from Switzerland is in connection with the commemoration of the Seventy-fifth Anniversary of the Treaty of Geneva. A dramatization of the Battle of Solferino will be heard. Speakers: Max Huber, president of the International Red Cross, Norman Davis, chairman of the American Red Cross, and others.
More information about this program may be found on page 20, column 3.

5:30 EDT (4:30 EST) Highway to Health.
Dr. Henry Templeton Smith, ophthalmologist at St. Luke's Hospital, Chicago, will discuss "Unnecessary Crossed Eyes."
A story may be found on page 18.

NIGHT

7:00 EDT (6:00 EST) Fred Waring in Pleasure Time.

7:15 EDT (6:15 EST) Quicksilver.
Quiz program, with Ransom Sherman and Bob Brown.

8:00 EDT (7:00 EST) The Human Adventure.
Dramatizations of the contributions of American universities to the progress of the world. Scholars and scientists from some of the leading universities in the country will participate.

8:00 EDT (7:00 EST) Johnny Presents.
Dramas; vocalists: Johnny Green's orchestra.

8:00 EDT (7:00 EST) Inside Story; Dramatized News Behind the Headlines.
Fred Sullivan, M. C.; Ray Shield's orchestra.

8:30 EDT (7:30 EST) Information, Please; Quizzing Experts and Guest Celebrities.
Oscar Levant; F. P. Adams; John Kieraff. Guest: Napier Moore, editor of "McLean's Magazine" of Canada.

9:00 EDT (8:00 EST) We, the People; Drama and Music.
Gabriel Heatter, M. C.; Harry von Zell, announcer; Mark Warnow's orchestra.
A story may be found on page 18.

9:00 EDT (8:00 EST) Artie Shaw's Orchestra.
Helen Forrest, vocalist.

9:30 EDT (8:30 EST) Alec Templeton, Pianist.
Alec Templeton, famous blind pianist; Edna Odell, vocalist; Conrad Nagel, M. C.; Marlow Wilcox, announcer; Billy Mills' orchestra.

9:30 EDT (8:30 EST) Bob Crooby's Orchestra.
With Johnny Mercer.

10:00 EDT (9:00 EST) Mr. District Attorney; Drama.

10:00 EDT (9:00 EST) Time to Shine.
Hal Kemp's orchestra; Nan Wynn and Bob Allen, vocalists, and the Smoothies.

OF THE 1930'S

- 10:00 EDT (9:00 EST) **Lightweight Championship Fight.** From Madison Square Garden comes this 15-round lightweight-championship fight between Lou Ambers and Henry Armstrong.
- 10:30 EDT (9:30 EST) **Kaltenborn from Europe.** From London, H. V. Kaltenborn brings news of European conditions.
A diary may be found on page 16.
- 10:30 EDT (9:30 EST) **Uncle Walter's Dog House.** Dramatizations of amusing family situations, with Tom Wallace (Uncle Walter), Sweet Adeline; Tom, Dick and Harry; Bob Strong's orchestra.

Wednesday

AFTERNOON

- 12:30 EDT (11:30 EST) **Farm and Home Hour.**
A special broadcast from New York City featuring a discussion of the "Marketing of Fresh Fruits and Vegetables in New York City," by W. E. Crow of the Bureau of Agricultural Economics, L. A. Bevan, director of the New Jersey Extension Service; E. J. Rowell of the Agricultural Marketing Service, and representatives of growers.

NIGHT

- 7:00 EDT (6:00 EST) **Fred Waring in Pleasure Time.**
- 8:00 EDT (7:00 EST) **Honolulu Bound.** Phil Baker, comedian; Beetle and Bottle; Andrews Sisters; Lyn Murray's orchestra.
- 8:00 EDT (7:00 EST) **One Man's Family; Serial Drama.**
- 8:30 EDT (7:30 EST) **Hobby Lobby; Interviews.**
- 8:30 EDT (7:30 EST) **Paul Whiteinan's Orchestra.** Joan Edwards and Clark Dennis, vocalists; Modernaires.
- 8:30 EDT (7:30 EST) **Tommy Dorsey's Orchestra.** Edythe Wright and Jack Leonard, vocalists.
- 9:00 EDT (8:00 EST) **What's My Name? Quiz program,** with Fred Ullal and Arlene Francis.
- 9:00 EDT (8:00 EST) **Stadium Concert.** New York Philharmonic Orchestra.
- 9:30 EDT (8:30 EST) **George Jessell's Celebrity Program.**
- 10:00 EDT (9:00 EST) **National Symphony Orchestra.** Hans Kindler is the conductor.
- 10:00 EDT (8:00 EST) **Kay Kyser's Program.** Musical Quiz; Virginia Slims; Sully Mason; Harry Babbit.
- 10:15 EDT (9:15 EST) **Grant Park Concert.** Walter Staudel and his orchestra.

Thursday

AFTERNOON

- 12:30 EDT (11:30 EST) **Farm and Home Hour.**
Rowena Schmidt Carpenter of the Bureau of Home Economics and Nathan Koenig of the Office of Marketing and Regulatory Work discuss "Fresh Peas as a Surplus Food." A radio visit to the Black Hills National Forest in South Dakota conducted by Elizabeth Pitt of the U. S. Forest Service.
- 4:00 EDT (3:00 EST) **Sunbrite Smile Parade.** Variety program, with Ransom Sherman, Bill Thompson and others.

NIGHT

- 7:00 EDT (6:00 EST) **Fred Waring in Pleasure Time.**
- 7:15 EDT (6:15 EST) **Matty Malneck's Orchestra.**

- 7:30 EDT (6:30 EST) **Joe E. Brown, Comedian.** Gill and Demling, Margaret McCrae, and Harry Sosnik's orchestra.
- 8:00 EDT (7:00 EST) **Ask-It-Basket.** Quiz program with Jim McWilliams.
- 8:00 EDT (7:00 EST) **Rudy Vallee's Variety Program.** Guest: Marie Wilson, actress, who will soon be seen in the motion picture "Gentlemen Prefer Blondes."
- 8:30 EDT (7:30 EST) **Strange As It Seems.** Persons of incredible experiences and facts from American history, with John Mix as M. C.
- 9:00 EDT (8:00 EST) **Promenade Symphony of Toronto.** Reginald Stewart conducts the orchestra; Jeanette Calile, pianist, is the guest soloist.
- 9:00 EDT (8:00 EST) **America's Lost Plays; Drama.** Dramatizations of some of the most fascinating plays in American history. These plays have been reconstructed by Barrett Clark, executive-director of the Dramatists Play Service.
- 9:00 EDT (8:00 EST) **Major Bowes' Amateur Hour.**
- 10:00 EDT (9:00 EST) **Kraft Music Hall.** Bob Burns, M. C. and comedian; Pat Friday, vocalist; Music Mads; Ken Carpenter, announcer; John Scott Trotter's orchestra. Guests: Mitcha and Sandra Leviski, pianists.
- 10:00 EDT (9:00 EST) **Columbia Workshop Festival; Drama.** "Meridian 7-1212," written and directed by Irving Reis, is tonight's drama.
More information about this program may be found on page 30, column 4.
- 10:30 EDT (9:30 EST) **Grant Park Concert.** Glen Bannum and his band.

Friday

AFTERNOON

- 12:30 EDT (11:30 EST) **Farm and Home Hour.**
Morrill Tozier of the Soil Conservation Service will discuss "A Typical Erosion Control Project on the Northern Great Plains." "The Mid-Summer Wheat Outlook," by Robert Post of the Bureau of Agricultural Economics.
- 5:45 EDT (4:45 EST) **Men Behind the Stars.** "Aquarius," The Water Bearer, is the constellation dealt with today.
An article about this program may be found on page 19.

NIGHT

- 7:00 EDT (6:00 EST) **Fred Waring in Pleasure Time.**
- 7:15 EDT (6:15 EST) **Parker Family.** Dramatic sketch starring Leon Janney.
- 7:30 EDT (6:30 EST) **Professor Quiz.** With Bob Trout.
- 8:00 EDT (7:00 EST) **Cities Service Concert.** Lucille Manners, soprano; Ross Graham, baritone; Frank Black's orchestra; Oil Dramas.
- 8:00 EDT (7:00 EST) **The Outcasts of Poker Flat.** A dramatization in connection with the 100th anniversary of the birth of Bret Harte.
More information about this program may be found on page 30, column 4.
- 8:30 EDT (7:30 EST) **Johnny Presents.** Drama; vocalists: Johnny Green's orchestra.
- 8:30 EDT (7:30 EST) **Symphony Orchestra.** Eric Delamarter, conductor.
- 9:00 EDT (8:00 EST) **Waltz Time.** Frank Munn, tenor; Manhattan Chorus; Abe Lyman's orchestra.
- 9:00 EDT (8:00 EST) **Plantation Party; Variety Program.** Whitey Ford, M. C.; Louise Massey and the Westerners; Tom, Dick and Harry.
- 9:30 EDT (8:30 EST) **First Nighter; Drama.**

- 9:30 EDT (8:30 EST) **Death Valley Days; Drama.** An interrupted wedding, an elopement, an arrest and a penitent figure will all be contained in tonight's touching love-story, "Love Will Find a Way."
- 10:00 EDT (9:00 EST) **Grand Central Station; Drama.**
- 10:00 EDT (9:00 EST) **Guy Lombardo's Orchestra.**
- 10:00 EDT (9:00 EST) **Grant Park Concert.**
- 10:30 EDT (9:30 EST) **Robert L. Ripley's Believe It or Not.** Linda Lee, vocalist; B. A. Rolfe's orchestra.

Saturday

MORNING

- 11:00 EDT (10:00 EST) **Highways to Health.** Dr. Richard T. Paton, surgeon at the Manhattan Eye, Ear and Throat Hospital, will discuss "Care of Children's Eyes."
- 11:45 EDT (10:45 EST) **Nature Sketches.** This program is from the Rocky Mountain National Park. Dr. Gregg's subject will be "Six Legs or Eight."
An article about this program may be found on page 19.

AFTERNOON

- 12:30 EDT (11:30 EST) **Farm and Home Hour.** Representatives of the National Grange will be heard in a discussion concerning the activities of the organization.
- 3:00 EDT (2:00 EST) **Sing Song from London.** Variety program, with Rupert Hazell and Elsie Day, host and hostess; Gene Aubry, singing cowboy; Regan and Ann; Al Bollington, organist, and Ernest Longstaffe conducting the orchestra.
- 5:00 EDT (4:00 EST) **National High School Band.** The National High School Band will be heard from the New York World's Fair. Dr. Joseph E. Maddy, Graham Overgard, Lucien Cailliet and Lloyd Marvin will be the conductors.

NIGHT

- 7:00 EDT (6:00 EST) **Americans at Work; Drama and Interviews.** Descendants of the country's first inhabitants will tell about their weaving activities during today's program from the inter-tribal Indian rituals at Gallup, New Mexico.
- 8:30 EDT (7:30 EST) **Professor Quiz.** With Bob Trout.
- 8:30 EDT (7:30 EST) **Avalon Time.** Red Skelton, comedian; Curt Massey, baritone; "Professor" Tommy Mack; Tom, Dick and Harry; Bob Strong's orchestra.
- 9:00 EDT (8:00 EST) **Hit Parade.** Lanny Ross, tenor; Ben Wain, vocalist; Merry Macs; Mark Warnow's orchestra.
- 9:00 EDT (8:00 EST) **Aika-Seltzer National Barn Dance.** Tonight's program originates at the State Fair in Milwaukee, Wisconsin.
- 9:00 EDT (8:00 EST) **Vox Pop; Interviews.** Parks Johnson; Wally Butterworth; Graham McNamee.
- 9:30 EDT (8:30 EST) **Arch Oboler's Plays.** "Efficiency Island," a drama forecasting future working conditions, will be heard tonight. Betty Calce will star in this drama.
- 9:45 EDT (8:45 EST) **Saturday Night Serenade.** Mary Eastman, soprano; Bill Perry, tenor; Gus Haenschen's orchestra.
- 10:00 EDT (9:00 EST) **Benny Goodman's Orchestra.**
- 10:00 EDT (9:00 EST) **Chicago Land Music Festival.** The Tenth Annual Chicago Land Music Festival from Soldier Field will be heard at this time.



Every Saturday morning, just before lunch, you could turn on your radio and hear the well-known "Cream of Wheat" theme song which introduced the popular, hour-long, fairytale anthology show *Let's Pretend*. Originated by Nila Mack, who also produced and directed the show the twenty years it was on the air, such well-known children's classics as "Cinderella," "The Sleeping Beauty" and "Snow White and Rose Red" were standard fare. Among the regulars who appeared on the show were Miriam Wolfe, Daisy Olton, Robert Dryden, Marilyn Erskine and Ronald Liss.

ROY ROGERS SHOW

In 1945, cowboy-singing star, Roy Rogers, took to the airwaves. Joining him on his combination songfest-adventure stories were cowgirl Dale Evans, who later became his wife, comic Pat Buttram and, of course, Roy's famous horse, Trigger.

GENE AUTRY SHOW



The first of radio's big cowboy stars, Gene Autry of Melody Ranch, like Roy Rogers, offered his listeners music as well as adventure tales. The show proved immensely popular with the small fry, and Gene and his famous horse, Champion, provided thrills and chills for many years.

SHOWS

TERRY AND THE PIRATES

- Sound:* (STROKE OF A CHINESE GONG)
Announcer: (NONSENSE SYLLABLES WHICH SOUND LIKE CHINESE. FINALLY) *Terry and the Pirates!*
Sound: (CHINESE GONG)
Music: (MAN SINGING THEME AND PLAYING UKULELE)
-



Milton Caniff's Terry . . .



. . . and the Dragon Lady.

DICK TRACY



The *Dick Tracy* radio show was based on the detective comic-strip character created by cartoonist Chester Gould. Ned Weaver played Tracy, Jackie Kelk was Junior and Helen Lewis was Tess Trueheart.

JACK ARMSTRONG THE ALL-AMERICAN BOY

- Announcer:* Wheaties, the breakfast of champions, presents . . .
- Voices:* (ECHOING AND REVERBERATING) Jack Armstrong!
Jack Armstrong! Jack Armstrong!
- Announcer:* The All-American Boy!
- Singers:* (SINGING)
Wave the flag for Hudson High, boys!
Show them how we stand!
Ever shall our team be champion,
Known throughout the land! (THEY HUM UNDER
ANNOUNCER)
-

LITTLE ORPHAN ANNIE

- Announcer:* Ovaltine presents *Little Orphan Annie!*
- Singers:* Who's that little chatterbox, the one with curly auburn
locks?
Whom do you see? It's Little Orphan Annie!
She and Sandy make a pair. They never seem to have a
care.
Cute little she, Little Orphan Annie!
-



Annie and her pal, Sandy.

SUPERMAN

Announcer: Faster than a speeding bullet!

Sound: (GUNSHOT AND RICOCHET)

Announcer: More powerful than a locomotive!

Sound: (LOCOMOTIVE)

Announcer: Able to leap tall buildings in a single bound!

Sound: (FLYING EFFECT, WIND)

Announcer: Look! Up in the sky! It's a bird! It's a plane! It's *Superman!*



CAPTAIN MIDNIGHT

Sound: (GONG TOLLING MIDNIGHT. AIRPLANE SWOOPING DOWN)

Announcer: *Cap . . . tain . . . Mid . . . Night!*

One of radio's best remembered daytime serials, *Captain Midnight*, starred actors Ed Prentiss, Bill Bouchey and Paul Barnes during the many years it was presented for young action seekers. Millions of kids sent away for and delighted in the captain's "Secret Decoding Ring" and other premiums which could be obtained merely by sending in a dime and a box top to the sponsor. Soon after, Little Orphan Annie, Dick Tracy and other late afternoon heroes were also offering various premiums to the listening audience.

SOAP OPERAS

Every day, all day, housewives were offered relief from their tedious household chores by being able to escape into the problems of daytime serial heroines and heroes. These serials, called soap operas because they were usually sponsored by one soapflake company or another, relied heavily on the woman of the house's enjoyment of other people's problems to sell their products. Some of these fifteen-minute-a-day five-day-a-week programs enjoyed decade after decade of continual broadcasting, and women all over America would gossip about characters like Mary Marlin, Lorenzo Jones and his wife, Belle, the Second Mrs. Burton and John's Other Wife as if they were discussing dear old friends.

WOMAN'S FIRST RIGHT . . .

"THE RIGHT TO HAPPINESS"



Listen to Carolyn Kramer's courageous struggle for security and peace of mind on "The Right To Happiness," one woman's search for a richer, more meaningful life.

TUNE IN every afternoon Monday to Friday (3:45 EST) on NBC stations.

If you have overcome obstacles to your own happiness, write Carolyn Kramer about it and you may win \$50. For details see the current issue of **TRUE EXPERIENCES** magazine. Now at newsstands.

YOU'RE INVITED TO A WEDDING



LISTEN Every Monday thru Friday to "BRIDE & GROOM"

Over All Stations of the American Broadcasting Co.

Every day—Monday thru Friday—you're an important guest at a *very important* wedding. You're in on the excitement, the thrills, the romance of a brand new bride and groom. And your host for the big day is genial John Nelson, m.c. of the "Bride and Groom" program. Share this delightful half hour with him every day.

READ "My True Romance" by John Nelson in the August issue of **TRUE ROMANCE** magazine . . . the true story of his own courtship and marriage.

The Life of a Glamorous Woman Reporter!



Listen to

"Wendy Warren and the News"
Monday through Friday CBS Stations
Check Paper for Time

Read the fascinating feature,

"Woman's World"

reported by Wendy Warren each month in
• **TRUE EXPERIENCES** magazine now at news-stands.

**"PORTIA
FACES LIFE!"**

THE STORY OF A
WOMAN'S FIGHT
IN A WORLD
OF MEN



TUNE IN to this thrilling, new, fast-moving radio drama . . . portraying the life of courageous Portia Blake . . . a beautiful widow . . . the mother of a 9-year-old boy . . . a woman lawyer . . . who fights to gain her place in a man's world!

WABC • 4:00 P.M. EST

MON. THRU FRI.

**BACK ON
MONDAY NIGHTS**

**Those
We
Love**

ORIGINAL HOLLYWOOD CAST

CBS See listing for
station and time

Sponsored by **TEEL**

IF YOU THINK
*that daytime
radio dramas are*
"All Alike"

**TUNE IN THE NEW
UNIQUE PROGRAM**

**LIGHT OF
THE WORLD**

Monday Thru Friday
2:00 P.M., EST
STATION — WEAF

SOFTASILK

The Super Cake Flour

*"It's 25 minutes of real life adventure
for me every day"*

—So writes one woman about the "My True Story" Radio Program. "It takes the drabness out of my life . . . but these true-life stories are not mere lights of fancy. They are so real they help me live my own life better."

Every morning, Monday thru Friday, this favorite program presents a complete drama. Listen to radio's greatest morning show. Prepared in cooperation with the editors of True Story Magazine.



Tune in **"MY TRUE STORY"**

AMERICAN BROADCASTING STATIONS

THE WOMAN IN WHITE



The Woman in White cast: Leslie Woods (Janet Adams), Bob Dyrenforth (Dad Munson), Karl Weber, standing (Dr. Harding), Owen Vinson (the show's director), Lester Damon (Dave Talbot), Louis Toen (the show's announcer), Betty Ruth Smith (the Woman in White, Karen Harding), Alma DuBus (Linda Munson) and Harry Elders (John Adams).

From the pen of Irna Philips, radio's "first lady" of the "soap" writers, *The Woman in White* was the story of a large city hospital. Miss Philips, in her own words, tried to show with her series that nurses and doctors did "more than administer to the sick. They served as friends and counsellors and their private lives were highly colorful in contrast to the pure white of their uniforms." After a melodramatic day at *The Woman in White's* city hospital, it's a wonder radio audiences didn't ask when the doctors and nurses actually found time to "minister to the sick."

BIG SISTER

Each weekday the familiar strains of "The Valse Bluette" would introduce another episode in the heart-rending series *Big Sister*, in which the problems of an older sister, trying to raise her younger sibling, were painstakingly presented.



Mason Adams as
Pepper Young.

PEPPER YOUNG'S FAMILY



Linda Howard as
Pepper's wife, Linda.

The Youngs of Elmwood were a normal everyday American family. There was Father Young, Sam (Thomas Chalmers); his wife, Mary (Marion Barney); and their children, Pepper and Peggy. Under the professional guidance of writer Elaine Carrington, the series worked its way in and out of domestic trials and tribulations, love affairs and marriages until the late 1950's, when daytime television "soapers" outpaced it on the popularity charts.

AUNT JENNY



Aunt Jenny told her many tearful tales to the accompanying tune of "Those Endearing Young Charms" on her daily serials. In between chapters of the story, Aunt Jenny and her announcer, Danny (Danny Seymour), would sing the praises of her longtime sponsor, Spry, and give cooking tips as well.

Actress Agnes Young played Aunt Jenny on the series.

VIC AND SADE



Vic (Art Van Harvey), Sade (Bernadine Flynn), their son, Rush (Sid Koss).

Vic and Sade were happily married, unlike so many other soap opera couples. They lived in "a little house halfway up the next block." Their many odd friends like the Robert and Slobbert Hink twins, Blue Tooth Johnson, Ruthie Stembottom and Jack Gumpox, the garbage man, made their home seem like a permanent party site and gave the show more of a situation comedy feeling than that of a daytime serial.

YOUNG DOCTOR MALONE

"Can a young medico achieve success and happiness in life?" was the question *Young Doctor Malone* asked its listeners each day for more than twenty years. This was one of the few daytime serials which made a rather easy transition from radio to television when women began to prefer watching their "soapers" than merely listening to them.

The *Young Doctor Malone* cast: Front row, left to right: Tess Sheean (Mrs. Penny), Alan Bruce (Dr. Jerry Malone), Elizabeth Reller (Ann Malone). Back row, left to right: Amanda Randolph (Ruby), Tommy Hughes (Bun Dawson), and Helene Dumas (Veronica Ferral).



MYRT AND MARGE

The first soap opera to gain national popularity was *Myrt and Marge*. It was an “inside-show-business” story of a hard-boiled trouper named Myrt and her soft-boiled sister, Marge. It would seem the program’s theme song, “Poor Butterfly,” had more to do with Marge than Myrt.



Marge (Donna Dammerell), Clarence (Ray Hedge) and Myrt (Myrtle Vail) during a broadcast in the 1930's.

OUR GAL SUNDAY

Music: (THEME—"Red River Valley"—UP AND UNDER)

Announcer: *Our Gal Sunday.* The story of an orphan girl named Sunday, from the little mining town of Silver Creek, Colorado, who in young womanhood married England's richest, most handsome lord, Lord Henry Brinthrope. The story asks the question: Can this girl from a mining town in the West find happiness as the wife of a wealthy and titled Englishman?

Music: (UP AND OUT)



One of a string of daytime programs produced, written and directed by the husband-and-wife team Frank and Anne Hummert, *Our Gal Sunday* starred Vivian Smollen as Sunday and Karl Swenson as her husband, Lord Henry.

LIFE CAN BE BEAUTIFUL



Papa David Solomon, kindly old Jewish provider and philosopher, spent his life worrying about his daughter, Chichi, played by Alice Rhinehart. In spite of the enormous catastrophes which befell him, he still came up saying, "Life can be beautiful!" Papa David (Ralph Locke) is seen above making a point to Logan Smith (Bud Collyer).

JUST PLAIN BILL



Arthur Hughes, above, played the title role on *Just Plain Bill* from 1932 until the series went off the air in the 1950's. Radio audiences took Bill so seriously that they would write hundreds of letters a week to the kindly old philosopher-barber of the small town of Hartville, asking his advice about any number of personal problems. The opening theme of the serial, "Nellie Gray," and the closing theme, "Polly Wolly Doodle," became as familiar to fans of the show as the gentle, good-natured voice of Mr. Hughes himself.

YOUNG WIDDER BROWN

When a woman is widowed early in her married life, how much does she owe her children? *Young Widder Brown* was the story of one woman's attempt to answer that question. For years, the heroine, Ellen Brown, tried to find an answer, but when the program left the air in the mid-1950's, her ghost was apparently still asking it in the hallowed halls of the NBC studios.



The *Widder Brown* cast: Front row, left to right: Marjorie Williams (Toni Gilman), Tommy Donnelly (Mark Brown), Florence Freeman (Young Widder Brown), Marilyn Erskine (Jane Brown), and Agnes Young (Maria Hawkins). Back row, left to right: George Ansbro (announcer), Rita Royce (Victoria Loring), Ned Weaver (Dr. Anthony Loring), and Martha Atwell (the show's director).

THE RIGHT TO HAPPINESS

The Right to Happiness cast members.



David Gothard (Dwight)



Ian Martin (Arnold)



Louise Barclay (Connie)



Gary Merrill (M)

Happiness, according to *The Right to Happiness* writers, was the sum total of many things—health, security, friends and loved ones. “But the most important,” they told us, “is the desire to be happy and the will to help others find their Right to Happiness as well.”

STELLA DALLAS

Music: (THEME—"How Can I Leave You"—UP AND UNDER)

Announcer: We give you now . . . *Stella Dallas* . . . a continuation on the air of the true-to-life story of mother love and sacrifice, in which Stella Dallas saw her own beloved daughter, Laurel, marry into wealth and society and, realizing the differences in their tastes and worlds, went out of Laurel's life.



The *Stella Dallas* cast: Front row, left to right: MacDonald Carey (Dick Gregory), Vivian Smollen (Laurel, or Lolly Baby as Stella called her daughter), Ann Elstner (Stella Dallas), Neil Malley (Stephen). Back row, left to right: director Richard Leonard, Ara Gerald (Aunt Agatha) and Mandel Kramer (Sam).

DAVID HARUM

David Harum was the Will Rogers of radio soap operas. He was a kindly banker in the small New England town of Homesville. (How's that for a "soap" town? Better even than Peyton Place.) A bachelor, David occupied himself by do-gooding and problem solving. As a businessman, however, he was as tightfisted as Silas Marner.

The *David Harum* cast: Front row, left to right: William Walter (David Harum), Peggy Allenby (Susan), Charme Allen (Aunt Polly), Arthur Maitland (Zeke). Back row, left to right: director Lester Vail, Philip Reed (Brian Wills), Florence Lake (Tessa Terwilliger), Bennett Kilpack (James Benson) and announcer Ford Bond.



WHEN A GIRL MARRIES

Music: (THEME—"Drago's Serenade"—UP AND UNDER)

Announcer: *When a Girl Marries . . .* this tender, human story of married life . . . is dedicated to everyone who has ever been in love . . .



Often called the Queen of the Soap Operas, actress Mary Jane Higby (left) played the leading role of Joan Davis on *When a Girl Marries* for eighteen years, as well as starred or "appeared" in just about every other major daytime serial on the air in the 1940's and 1950's. The part of Joan's husband was played by John Raby.



Author of *When a Girl Marries* Lyle Sudrow, the show's star, Mary Jane Higby, and Georgia Burke, who played Lillie, the maid.

THOSE WE LOVE



Donald Woods (Dr. Leslie Foster)



Nan Grey (Kathy Marshall)

The smash hit serial of the 1940's was the popular *Those We Love*. CBS dropped the show because of supposed low ratings after a short run.irate fans poured volumes of protest letters into the network, and CBS bowed to the public's demands and reinstated the show. Fans sympathized with the difficult task the widower Dr. Foster had in bringing up his motherless daughter, Amy. When listeners got a glimpse in the radio fan magazines of the handsome Donald Woods, who played Foster, and the beautiful Nan Grey, who played Foster's love interest, their interest in the show increased.



Ann Todd (Dr. Foster's daughter, Amy)



Veteran character actress Alma Kruger (Aunt Emily)

MARY NOBLE, BACKSTAGE WIFE

Music: (THEME—"Rose of Tralee"—UP AND UNDER)

Announcer: And now, *Mary Noble, Backstage Wife*. The story of an Iowa stenographer who fell in love with and married Broadway matinee idol Larry Noble . . .



Vivacious Vivian Fridell played Mary Noble in the *Backstage Wife* series.

PORTIA FACES LIFE

Music: (THEME—"Kerry Dance"—UP AND UNDER)

Announcer: *Portia Faces Life* . . . a story reflecting the courage, spirit and integrity of American women everywhere.

Portia Manning was a famous woman lawyer, named after Shakespeare's *Merchant of Venice* heroine. She was a sort of housewife version of Perry Mason. Like her fellow sufferers on other serials, Portia seemed to prefer washing out her own, as well as other people's, dirty linen in public, rather than merely practice her chosen profession in the courtroom.

Lawyer, Portia Manning (played by Lucille Wall) is seen poking her nose into an elderly couple's business.



ONE MAN'S FAMILY

Music: (THEME, UP AND UNDER)

Announcer: *One Man's Family* is dedicated to the mothers and fathers of the younger generation and to their bewildering offspring. Tonight we present Chapter Eight of Book 20, *Christmas with the Barbours*.

On Friday, April 29, 1932, the first broadcast of *One Man's Family* was aired. Twenty-seven years later, on May 8, 1959, the final program of the series was presented, making the show the longest-running noninterrupted serial in the history of American radio. The series told the story of the Barbour family of San Francisco. Father Barbour (J. Anthony Smythe) was the patriarch and monarch of the family. His wife and constant companion, Fanny (Minetta Ellen), was the family's stabilizing influence. Their children were Paul, the eldest son (Michael Raffeto), Hazel (Bernice Berwin), the twins, Claudia and Clifford (Kathleen Wilson and Barton Yarborough) and Jack (Page Gilman). The story unfolded in "Chapters" and "Books" and by the time the last drop had been squeezed out of the series, 134 Books, with 30 Chapters in each Book, had been sent to the binders (3,256 episodes in all).



The "Barbour" family got together for this publicity still to show their Christmas togetherness in 1948. In the center of the family portrait are Father Barbour (J. Anthony Smythe) and Fanny Barbour (Minetta Ellen) holding court for their children, grandchildren and great-grandchildren.

MA PERKINS

Music: (THEME UP AND UNDER)

Announcer: And now . . . Oxydol's own Ma Perkins! Today we find Ma, Fay and Evey sitting at the kitchen table talking about Shuffles and his latest problems with the lumberyard bookkeeping.



Virginia Payne played Ma Perkins for more than twenty years. She is seen here (left) with Al Hodge, who later became known as TV's Captain Video.



"Ma" Payne as radio audiences pictured her.

Ma Perkins owned and operated a lumberyard with her friend and neighbor, Shuffles Shober, in the tiny town of Rushville Center. A widow, she was devoted to her two daughters, Fay (Rita Ascott) and Evey (Kay Campbell), in spite of the fact that they were in constant trouble.

THE ROMANCE OF HELEN TRENT

Music: (THEME—"Juanita"—WHISTLED BY LAWRENCE SALTERNO, UP AND UNDER)

Announcer: *The Romance of Helen Trent* . . . who sets out to prove to herself what so many women long to prove, that because a woman is thirty-five or more . . . that romance can live in life at thirty-five and after . . .

Music: (WHISTLING UP AND OUT)

Pretty actress Julie Stevens played the lead role of Helen Trent on *The Romance of Helen Trent*. Helen, a fashion designer, had the peculiar misfortune of constantly choosing lovers who almost always wound up dead, dying or simply disappearing.



DAYTIME DIARY

Here's your guide to good listening on the daytime drama circuit. These up-to-the-minute reviews will keep you informed of all that's new on your favorite radio dramas. Keep Daytime Diary near your dial—you'll find it indispensable.

BACKSTAGE WIFE



Maude Marlowe
heard on
NBC 4:00 P.M.

CAST: Mary Noble, wife of Larry Noble, one of the most popular actors on Broadway; Rupert Barlow, backer of the new play in which Larry is starring; Beatrice Dunmore, beautiful press agent hired by Barlow to publicize the play.

BACKGROUND: As rehearsals for Larry's play go on, Mary becomes aware that Barlow seems anxious to spend as much time as he can with her. She finds him a pleasant and considerate companion, and is grateful for his activities on Larry's behalf, but does not suspect that he has fallen so deeply in

love with her that he has hired Beatrice Dunmore to attract Larry.

RECENTLY: Determined and clever as Barlow is, he does not know much about the solid, enduring kind of love that exists between Mary and Larry. In spite of his efforts they have been drawn even closer together. Mary seems immune to all Barlow's plans to involve her with himself, and Larry remains cold to Beatrice Dunmore's charms. Blaming Beatrice for his failure as well as her own, Barlow dismisses her. But Beatrice herself is not yet ready to admit failure.

BIG SISTER



Dr. Reed Bannister
heard on
CBS 1:00 P.M.

CAST: Ruth Wayne, wife of Dr. John Wayne; Dr. Reed Bannister, John's associate at the Glen Falls Health Centre; Valerie, Reed's wife; Dr. Kenneth Morgan, former protege of Reed's; Mary Winters, a widow with a farm just outside Glen Falls.

BACKGROUND: The friendship between Reed and John, in which there has always been an element of rivalry, is badly strained over John's cultivation of Parker, a power-hungry millionaire distrusted by all the others. But when John angrily resigns from the Centre, Ruth persuades him to reconsider.

RECENTLY: Still in conflict with Reed, John resumes work at the Centre. The situation is not improved when Dr. Kenneth Morgan comes to town. This embittered young man, whose work Reed believes brilliant, arouses John's antagonism, and the tension increases when Reed gives Morgan a job at the Centre. It looks too as though Morgan is going to bring trouble to Mary Winters, who has already had more than her share. At Ruth's suggestion the young doctor takes a room at the Winters farm, and Mary finds herself falling in love with him.

BRIGHTER DAY



Liz Dennis
heard on
CBS 2:45 P.M.

CAST: Liz Dennis, daughter of Reverend Richard Dennis of Three Oaks, who—though she's only twenty-six—mothers the rest of the family; Althea, now Mrs. Bruce Bigby; Patsy, the sharp-tongued teen-ager; Babby, the baby; Grayling, the only boy.

BACKGROUND: Althea's marriage to young Bruce Bigby, student son of the very wealthy Bigby family, seemed like a real success story. So Liz believed when glamorous Althea, evidently prepared to be the perfect wife, went off with Bruce to the college town in the East where he was

scheduled to complete his studies.

RECENTLY: Now, however, Althea is back in town for a visit—a visit after which none of the Dennises will ever be the same. For it is shockingly apparent now that Althea married Bruce only for his money, and is so determined to get some that she finally provokes Bruce's father into ordering her out of his house. Undaunted, Althea starts using Bruce's love for her as a goad to make him fight for money. Even Liz, who believes ill of nobody, now sees her sister as the callous person she really is.

DOROTHY DIX AT HOME



Dorothy Dix
heard on
NBC 10:45 A.M.

CAST: Dorothy Dix is a name familiar to all of us—the name of a woman who has earned world-wide fame through her sensitive, yet forthright advice on personal relations. This new radio drama tells the story of the woman behind the name, the woman who, in a pleasant, rambling farmhouse near Greenfield, writes her thoughtful replies to the questions of bewildered people, and somehow finds time as well to consider the problems of her neighbors.

BACKGROUND: Dorothy's handsome nephew, John, has been offered \$10,000 by

Rozanne Wallingford's banker to break up an affair between the headstrong young heiress and the gangster, Sherman Lane. Though Rozanne seems interested in John, Lane's influence over her is very strong. Dorothy suspects that the real basis for it lies in Rozanne's hatred for her mother, Lela.

RECENTLY: In an honest talk with Dorothy, Lane reveals that Rozanne is almost insanely determined to force her mother to leave their home. It's Dorothy's problem now: should she tell Lela how desperately her own daughter despises her?

DAVID HARUM



Aunt Polly
heard on
CBS 3:00 P.M.

CAST: David Harum, leading citizen of Homeville; Aunt Polly Benson, his sister; Mrs. Elaine Dilling, an old Homeville resident whose recent return has started a mysterious series of events; "Dorothy," who is supposed to be Mrs. Dilling's daughter—but isn't; Jack Wallace, "Dorothy's" fiancé; Hilda Jackson, posing as Mrs. Bradshaw, mother of Elaine Dilling.

BACKGROUND: As president of the Homeville Bank, David is vitally concerned in Elaine Dilling's affairs, because she has returned to Homeville to claim an inheri-

tance belonging to her daughter.

RECENTLY: A secret in Elaine Dilling's life has placed her in the power of Jack Wallace and his accomplice, the girl who is posing as Dorothy. Meanwhile the real Dorothy Dilling is a prisoner in the old Dilling home, watched over by Hilda Jackson. Wily old Hilda successfully deceives David into accepting her as Elaine Dilling's mother, and—with Elaine powerless to help herself and her daughter Dorothy—it looks as if Jack, "Dorothy" and Hilda may succeed in acquiring Dorothy Dilling's money.

FRONT PAGE FARRELL



Sally
heard on
NBC 3:45 P.M.

CAST: David Farrell, star reporter for the *New York Eagle*; Sally, his wife.

BACKGROUND: When his city editor sends David out on a story, he is almost always sure of getting more than he asked for, because "Front Page" Farrell is never satisfied with mere facts. He wants to know and generally finds out—what's behind the facts. Sally, who used to be a reporter herself, has the same keen-eyed curiosity as her husband, and though he sometimes tries to talk her out of coming along on his more dangerous missions, he invariably ends up

being grateful that she is around to help. **RECENTLY:** One of David's recent assignments centers around an authoress whose new book sensationally "exposes" a number of socially prominent people. Keeping an appointment to interview the woman, he arrives at her house just as a taxi pulls up before the door. In it, to David's horror, is the writer . . . murdered. The confused trail which leads David from this incident guides him finally to a society party at which a daring robbery takes place, and to the capture of a gang of blackmailers.

GUIDING LIGHT



Ray Brandon
heard on
CBS 1:45 P.M.

CAST: Charlotte and Ray Brandon, whose marriage begins to break up when their adopted child, Chuckie, is claimed by his real mother, Meta Bauer; Dr. Ross Boling, with whom both Meta and her sister Trudy are in love; Ted White, Chuckie's father, who wants to marry Meta; Mama and Papa Bauer, anxious about their daughters; Dr. Reginald Parker, brilliant, cynical surgeon who knows something about Ross Boling's past.

BACKGROUND: When Charlotte, over Ray's protests, agreed to give Chuckie up,

she thought she was doing the best thing for him. Nobody knew that the little boy would become the center of a struggle as Ted, determined to give his son a home and family, tries to force Meta to marry him. **RECENTLY:** Finally persuaded that she owes it to Chuckie, Meta agrees to marry Ted. Trudy hopes this will give her a clear field with Ross, but the young doctor faces his real feelings and makes a fight for Meta. Meanwhile, Reginald Parker's enmity hangs like a two-edged sword over Ross's head—a personal, and professional, threat.

HILLTOP HOUSE



Jean Adair
heard on
CBS 3:15 P.M.

CAST: Julie Paterno, assistant to Mrs. Grace Dolben, supervisor of Glendals's orphanage, Hilltop House; Michael, Julie's lawyer husband; Kevin Burke, whom Julie once loved; Clementine, the six-year-old Hilltop girl who knew she would someday find her father.

BACKGROUND: To everyone's joy, Clementine's father is found. But Julie's efforts to bring them together change quickly into an anxious attempt to keep them apart, for Sgt. Clement Arnaud not only refuses to acknowledge the child but makes many bitter,

frightening threats against her.

RECENTLY: Julie finally learns that Arnaud's hatred for Clementine is based on the lies about his wife, now dead, that were sent to him by his jealous sister while he was overseas. Working patiently, Julie convinces Arnaud that his suspicions are unwarranted, and is delighted when he completely accepts Clementine. But Mrs. Dolben's heart is set on having Clementine adopted by the Jessups, particularly since Arnaud is penniless. She resents what she considers interference on Julie's part.

JUST PLAIN BILL



Bill Davidson
heard on
NBC 5:30 P.M.

CAST: Bill Davidson, barber of Hartville; Nancy, his daughter, wife of lawyer Kerry Donovan; Wesley Franklin, whose return to Hartville upsets the lives of John Ross and his daughter, Karen.

BACKGROUND: Karen Ross, knowing that Wesley Franklin is determined to get control of her father's factory, tries to turn Franklin from his purpose by flirting with him. Bill warns her against trifling with a man like Franklin, but Karen goes on—till suddenly she realizes Bill's fears are justified. Franklin forces her to promise that she will marry him

after he divorces his wife.

RECENTLY: John Ross furiously orders Franklin to leave Karen alone. In the midst of this explosive situation Franklin suddenly disappears. Ross, who made no secret of his hatred for the man, is suspected of knowing something about the disappearance, and when Franklin is later discovered, murdered, Ross is in a very dangerous position. But Bill Davidson, who has a habit of keeping his eyes and ears open, manages to save his friend and bring the real murderer to justice.

LIFE CAN BE BEAUTIFUL



Barry Markham
heard on
NBC 3:00 P.M.

CAST: Papa David, whose belief that life can be beautiful has helped many of his friends, particularly Chichi, the girl who is now like a daughter to him; Douglas Norman, engaged to Chichi; Alice Swanson, who helps Douglas run the *East Side News*. **BACKGROUND:** After their brief quarrel over Chichi's interest in Chuck Lewis, the tough young gang-leader, Chichi and Douglas are closer than ever. Douglas now realizes that the attention Chichi was paying Chuck arose from her desire to help the boy outgrow his delinquent tendencies—in a

way, she was spreading Papa David's philosophy to still another young person, knowing how it had helped her.

RECENTLY: Everyone is happy that Chichi and Douglas are reconciled, except, perhaps Alice Swanson. With one bitter marital experience behind her, Alice has been very much afraid to fall in love again. But Douglas Norman has come to represent everything she wants in a husband—and he, apparently, cares only for Chichi. Alice hasn't had much happiness lately. Will she try to win Douglas?

LORA LAWTON



Lora Lawton
heard on
NBC 11:45 A.M.

CAST: Lora Lawton, who works in a dress shop and lives quietly with her friend, May Case, until millionaire Theodore Blaine enters her life; Rosalind Ray, star of the play Blaine is backing; Sidney Markey, Rosalind's manager.

BACKGROUND: With Blaine's encouragement, Lora embarks on a career as a designer, planning the costumes for the play in which Rosalind Ray stars. Rosalind watches with cat-like jealousy as Blaine's interest in Lora deepens into love.

RECENTLY: Undiscouraged by several fail-

ures to discredit Lora in Blaine's eyes, Rosalind and Markey work out a brutal plan for the out-of-town opening of the play. They mix up the costumes Lora has designed so carefully, and manage to create a clumsy effect for which, of course, Lora, as the designer, is blamed. But before the play opens on Broadway the mix-up is straightened out. Lora's costumes are shown in their proper light and she is hailed as a success. However, Rosalind's determination to break up the affair between Lora and Blaine has reached a dangerous intensity.

LORENZO JONES



Lorenzo Jones
heard on
NBC 4:30 P.M.

CAST: Lorenzo Jones, a mechanic who'd rather be an inventor; Belle, his wife, who may question Lorenzo's ideas, but won't allow anyone else to do so; Marty Crandall, an old friend who comes back to town in a blaze of glory—a successful inventor.

BACKGROUND: Though at first he's happy to see Marty again, Lorenzo becomes suspicious of the invention about which Marty talks so mysteriously. The admiration which the whole town—Belle included—lavishes on Marty adds strength to Lorenzo's distrust of the man. What kind of machine is it, Lorenzo

wonders, that keeps Marty so busy in the workroom that Lorenzo has loaned him? **RECENTLY:** Gradually Lorenzo pieces together a fantastic idea, to which he clings despite Belle's correction. Astonishingly, it turns out to be correct! Marty is a counterfeiter, wanted by Treasury agents! When he is apprehended, Lorenzo, who has spread it around that he has known the truth all along, becomes the town hero. After basking in this for a while, he turns to new food for thought: a famous author, whom he somehow, instinctively, mistrusts.

MA PERKINS



Shuffle Shober
heard on
CBS 1:15 P.M.

CAST: Ma Perkins, Rushville Center's best-loved resident; Shuffle Shober, her associate in the lumber yard she runs; Joe, the young milkman of whom Ma is so fond.

BACKGROUND: Mr. Boswell, an old friend, makes a surprising suggestion to Ma. A good lumber yard is for sale in Middleboro, and Boswell says he will finance its purchase if Ma will manage it. Ma likes the idea, but who can be enlisted to do the active work?

RECENTLY: Shuffle, of course, can't be spared; Willy Fitz, husband of Ma's daughter Evey, feels too much at home in Rush-

ville Center to move to another town; and Joe claims he has no ambitions beyond driving his milk-wagon. It looks as if Boswell's offer may go begging . . . but all at once comes a letter from Cousin Bonita Hammacher who, when last heard from, was homesteading in Alaska with her family. But Alaska didn't turn out any better than their other ventures. They claim it's hard luck; Shuffle wonders if it mightn't be shiftlessness. Anyway, they are once again looking for an "opportunity." Are the Hammachers the answer to Mr. Boswell's offer?

MARRIAGE FOR TWO



Pamela Towers
heard on
NBC 10:30 P.M.

CAST: Vikki Adams, who marries Roger Hoyt believing he will outgrow his instability; Roger's Aunt Debbie and Vikki's parents, who are worried about the marriage; Pamela, Roger's former girl friend.

BACKGROUND: Vikki and Roger set up housekeeping in the lavish house Roger insisted on renting from Debbie. It forces them to live beyond their means; Roger even hires a maid to help with the housework. But a series of ghastly noises which Vikki hears in the cellar are heard by the maid too, and after that it seems no maid

will stay in the Hoyt home.

RECENTLY: Pamela, working near Roger in town, makes opportunities to see him and remind him how wonderful he is. In contrast to his uneasy home and to Vikki, who is always over-tired and worried about money, these interludes seem increasingly pleasant to Roger. Meanwhile Vikki is drawn into the troubles of Loretta, her matron of honor, who can't decide whether to go back to Mike, from whom she's separated. Vikki is on the side of true love . . . but is she giving Loretta the right advice?

OUR GAL SUNDAY



Sunday Brinthrope
heard on
CBS 12:45 P.M.

CAST: Sunday and her husband, Lord Henry Brinthrope, who live at Black Swan Hall, in Fairbrooke, Virginia; Lewis Carter, his crippled daughter Hazel, and his brilliant ward, Joyce Irwin; Florence, Carter's wife, just released from a mental hospital; Roy Kingsley, the mysterious stranger who was kind to Hazel—until he saw Joyce; Clifford Steele, an insistent suitor of Joyce's. **BACKGROUND:** Everyone, including Joyce, is shocked when Lewis Carter's devotion to her is finally revealed as a romantic attachment, instead of the fatherly affection it

seemed to be. It is particularly upsetting in view of Florence Carter's recent return to a normal life, full of hope that it will be a happy one.

RECENTLY: The tragedy which Sunday fears finally strikes. Joyce Irwin falls to her death from a hotel window in nearby Richmond. Everyone assumes she killed herself in remorse over coming between Carter and his wife . . . everyone but Sunday, whose firm conviction that Joyce was murdered is triumphantly vindicated when she helps to expose the murderer.

PEPPER YOUNG'S FAMILY



Peggy Trent
heard on
NBC 3:30 P.M.

CAST: Pepper Young, the red-headed boy who grew up to be Mayor of Elmwood; Linda, his wife; Peggy, his sister, wife of Carter Trent; Dad Young, who hopes Mother Young won't tell Carter's wealthy, strong-willed mother, Mrs. Ivy Trent, what she thinks of her; Edie, who firmly believes that Andy, her husband, is still alive though he's been missing over a year after a plane crash in South America.

BACKGROUND: When Mother Young sees Ivy Trent maneuver her secretary out of what might be a happy love affair with pilot

Jerry Feldman, she explodes. Now things can never be the same.

RECENTLY: Ivy Trent persuades tough Gil and his long-suffering wife, Min, to come to Elmwood for a while. She gives Gil some money, feeling vaguely that it's wise to have him available for anything she might want him to do. Bored with Elmwood, Gil arranges for his extra-marital girl friend, Sadie, to come on from Chicago. What will happen when Min finally rebels? And what of the search for Andy, which is still going on down in South America?

PERRY MASON



Perry Mason
heard on
CBS 2:15 P.M.

CAST: Perry Mason, sharp-witted lawyer-detective; Della Street, his secretary; Martha and Don Smith, his clients, now standing trial for the murder of blackmailer Wilfred Palmer; Allyn Whitlock, a willful girl completely corrupted by her association with a peculiar man named Walter Bodt; Audrey Beekman, desperate with fear that her hard-won happiness will be destroyed if her husband, Ed, learns she was involved with Palmer.

BACKGROUND: In spite of Perry and his colleague, Paul Drake, Martha is indicted

for Palmer's murder, with Don named as her accomplice. The most hopeful clue Perry has so far is a glove . . . a glove which Audrey, from its picture in the newspapers, recognizes as her own.

RECENTLY: Hysterically, Audrey visits Martha in jail and extracts a promise that Martha will not reveal that Audrey, too, was being blackmailed by Palmer, and can testify to Martha's innocence, unless there is no other way for Martha to save herself. But is anyone safe while Allyn Whitlock is still at large?

PORTIA FACES LIFE



Connie Abbott
heard on
NBC 5:15 P.M.

CAST: Portia Manning, a lawyer, whose heart-breaking present assignment is the defense of her husband, Walter, who stands accused of the murder of Joan Ward; Clint Morley, the district attorney whose admiration for Portia leads him to press for Walter's conviction; Dickie, Portia's son, who was forced to reveal evidence which he knows helped build the case against Walter; Connie Abbott, a waitress who owes Portia a debt of gratitude, and pays it by trying to clear Walter.

BACKGROUND: As circumstantial evidence

piles up around Walter, even Murray Lathrop, the lawyer with whom Portia is working, decides his client is guilty and withdraws from the case.

RECENTLY: Connie Abbott knows that if Nick Evans can be persuaded, or paid, to tell the truth Walter will be out of danger, for Nick's story can prove that Steve Ward, the dead woman's husband, has no alibi for the time of the murder. But can Connie and Kathy Baker raise the five hundred dollars without which Nick will not reveal what he knows?

RIGHT TO HAPPINESS



Carolyn Kramer
heard on
NBC 3:45 P.M.

CAST: Carolyn Kramer, divorced from Dwight Kramer, who has been granted custody of their son, Skippy; lawyer Miles Nelson, Carolyn's fiance, who is running for Governor; Constance Wakefield, once Carolyn's good friend, now Dwight's wife; Dr. Dick Campbell, Carolyn's former suitor; Annette Thorpe, powerful head of the newspaper chain backing Miles's candidacy.

BACKGROUND: Miles, after beginning a brilliant fight on Carolyn's behalf in the custody battle over Skippy, was forced to turn it over to his partner when a crisis in

his political party called him to the state capital. Though Carolyn knows his presence might have made no difference, she feels that he deserted her when she needed him.

RECENTLY: Carolyn's resentment and fears for the future are intensified when, on Miles's return, she sees that Annette Thorpe's claims on him have become powerful. Losing hope that he will succeed in getting the custody decision reversed, Carolyn forms a plan to take Skippy and flee the court's jurisdiction. It's an unwise scheme, but Carolyn is too upset to see how foolishly she's acting.

ROAD OF LIFE



Frank Dana
heard on
NBC 3:15 P.M.

CAST: Dr. Jim Brent, who does not suspect that his wife, just returned to him and his daughter Janey after a year-long absence, is not the real "Carol Brent" but an imposter; Beth Lambert, the actress trained to pose as "Carol" by a gang that wants information about Jim's important work at Wheelock Hospital; Frank Dana, a newspaperman who is suspicious of the story Beth tells to explain Carol's absence.

BACKGROUND: Though Beth's mission gets off to a successful start, her own emotions interfere. Janey and Jim begin to mean

too much to her . . . so much that she starts faking the information she sends to Rockwell, head of the gang which employs her.

RECENTLY: Beth, now hoping she can prevent the ruin of Jim's work, doesn't know that Frank Dana has sent a man to Europe to investigate her background. His suspicions gain strength when he learns of a meeting between Beth and Rockwell, who is now pretty sure that he is being deceived and comes to check on Beth. Time is what Beth needs . . . time enough to gain Jim's confidence and tell him the truth.

ROMANCE OF HELEN TRENT



Helen Trent
heard on
CBS 12:30 P.M.

CAST: Helen Trent, Hollywood designer, fighting for her life against the charge that she murdered producer Rex Carroll; Gil Whitney, resourceful lawyer, working desperately for Helen because he believes her innocent—and loves her; Cynthia Swanson, always Helen's enemy; her maid Francine, whose association with the sinister Karl Dorn involves her in Carroll's murder.

BACKGROUND: Found in Carroll's apartment alone with his dead body, Helen's explanation that he was dead when she arrived makes no impression on the police.

Gil, working his way through tangled evidence, finally collects enough material to persuade the District Attorney to issue warrants for the arrest of Dorn and Francine.

RECENTLY: The bewildered Francine, who was hypnotized by Dorn at the time of Carroll's murder, does not know how deeply she is involved. But she agrees to run away with Dorn when he orders her to do so. In his anxiety to leave no witness who can testify to his frequent visits, Dorn tries to kill the doorman of Carroll's building. This is a mistake . . . perhaps his last.

ROSEMARY



Brad Boyden
heard on
CBS 11:45 A.M.

CAST: Rosemary, wife of Bill Roberts, who joins him in New York where he has accepted a promising new job in an advertising firm; Lefty Higgins, gangster, whose relationship with Bill's first wife keeps him on the fringes of the Roberts' lives.

BACKGROUND: Bill's trip to New York makes history in Springdale, for at the last minute his assistant, Jane Springham, decides to go along. Some time later Jane returns, and frankly tells Rosemary that she loves Bill. However, when she told him so when they were alone in New York, he in-

sisted that she go back to Springdale.

RECENTLY: Completely convinced of Bill's love, Rosemary joyfully wires him she is on her way to join him. But there is no Bill to meet her, and since she can't seem to contact his office, she spends a frantic time searching for him before he finally finds her. Sent off at the last minute on an urgent out-of-town deal, he made arrangements to have her met, which misfired. But now they are together in the luxurious apartment Bill's boss found for them, and eagerly embark on an exciting new phase of their marriage.

SECOND MRS. BURTON



Stan Burton
heard on
CBS 2:00 P.M.

CAST: Terry Burton, whose husband Stan is a merchant in Dickston; Barbara Wright, who is hurt in a railway crash on her way to the Burton's; the strange traveling companion who steals her purse, and her identity, and whose real name is Helene Gruner.

BACKGROUND: Having made room in their home for Barbara at the request of Terry's father, the Burtons welcome Helene . . . unaware that the real Barbara is fighting amnesia in a nearby town. But almost at once Helene behaves oddly; she is tough, evasive, and steals jewelry from Terry and

merchandise from the store.

RECENTLY: Still without a memory, Barbara finds the Burton address in her coat pocket and impulsively goes to it. When she sees Helene, she starts remembering, and Helene knowing that if Barbara succeeds in regaining her memory she will be in danger of imprisonment, frantically tries to kill Barbara. But Jerry and Stan, their suspicions thoroughly aroused, pick up the trail Helene has left and manage to arrive in time to rescue Barbara. Meanwhile . . . who is the mysterious stranger trailing Stan?

STELLA DALLAS



Minnie Grady
heard on
NBC 4:15 P.M.

CAST: Stella Dallas, who believes that her simple, homely personality has no place in her daughter's life now that Laurel is married to wealthy Richard Grosvenor; Mrs. Grosvenor, Dick's widowed mother; Gordon and Mercedes Crale, who gain Mrs. Grosvenor's confidence, and whom Stella instinctively distrusts.

BACKGROUND: Seeing Laurel's happiness threatened, Stella sacrifices her own principles against interfering, and tries to warn Mrs. Grosvenor against Gordon. But the deluded woman goes ahead with plans to

marry the smooth gentleman who—as Stella fears—is merely after the Grosvenor money.

RECENTLY: Though Stella can't destroy Mrs. Grosvenor's faith in Crale, she can work to save Laurel's marriage from Mercedes Crale's obvious determination to break it up. Then one of Crale's associates double-crosses him, stealing some securities which Mrs. Grosvenor planned to give to Crale to invest for her. Stella sees that the Crale plot is even worse than she suspected. Fortunately, Dick is now on her side—but, even together, can they save his mother?

THIS IS NORA DRAKE



Nora Drake
heard on
CBS 2:30 P.M.

CAST: Nora Drake, a nurse, who is trying to help lawyer Charles Dobbs save his career from the after-effects of the death of Big John Morley; Tom, Morley's vindictive son; Suzanne, the sensitive young refugee befriended by Nora, in love with Charles, but persuaded by Tom to become his ally; George Stewart, Charles's brother, who makes it possible for Tom to fulfill his threat against Charles; Dorothy, George's wife.

BACKGROUND: Believing his father killed himself to avoid a case Charles was building against him, Tom is delighted when he

finds evidence that enables him to bring suit against George for forgery. Charles and Dorothy pool all their cash for George's bail . . . which makes it grim for them when he disappears.

RECENTLY: In a characteristic reversal of feeling, George decides he has injured his brother and what make some restitution. He broods over what it shall be, and finally appears one day in Tom's hotel room, determined to make him pay for Charles's suffering. Shocked, Tom realizes that he is facing an enemy intent on murder.

WENDY WARREN



Don Smith
heard on
CBS 12:00 Noon

CAST: Wendy Warren, newspaperwoman; Mark Douglas, who hoped to marry Wendy when his estranged wife Nona divorced him; Aunt Dorrie, who kept house for Wendy's father until he went to a sanitarium to recuperate from a heart attack; Don Smith, new managing editor on Wendy's paper.

BACKGROUND: The Douglas divorce is almost under way when Nona seeks a meeting with Wendy, to tell her that she has discovered she is going to have a baby and has decided, in spite of their past troubles, to try to make a go of her marriage to Mark.

Convinced by Nona's sincerity, Wendy agrees not only to give Mark up but to help Nona work things out with him.

RECENTLY: Though gossip still couples Wendy with Mark, she tries firmly to put him out of her mind. Concentrating on her work is easy right now, because of the dynamic new editor whose keen ideas and criticism keep Wendy on her toes. At first their interviews together are rather barbed, but Wendy soon begins to suspect that Don is not only a brilliant editor but could be a very attractive man . . . if he wanted to.

WHEN A GIRL MARRIES



Joan Davis
heard on
NBC 5:00 P.M.

CAST: Joan Davis, who learns that her husband, Harry, has not really recovered from a recent loss of memory; Terry McDonough, who knew Harry while he was ill in New York, and comes to Beechwood to warn him that Angie, the woman to whom he became engaged during his spell of amnesia, has not given him up; Anne Dunn, who hates Joan, and hopes to make her suffer by hiring Angie to work at her hotel.

BACKGROUND: Though Joan now knows that Harry's love for her is all he actually recalls from his past life, she hopes the fu-

ture will bring complete memory back to him. She has not been told about Angie's appearance in town.

RECENTLY: Knowing that Angie is obsessed with the desire to get Harry back, and that Anne Dunn will help her, Terry thinks perhaps Joan should be told, so that she will be prepared for whatever shocking scenes she must go through. Harry, almost desperate from his efforts to keep Angie's presence from Joan, decides to tell her, but before he can do it, Joan—who has been strangely ill lately—collapses.

YOUNG DOCTOR MALONE



Sam Williams
heard on
CBS 1:30 P.M.

CAST: Anne Malone, superintendent of the Dineen Clinic in Three Oaks, who is separated from her husband, Dr. Jerry Malone; Sam Williams, an industrialist, and Gene, his son, both attracted to Anne; Lucia Standish, under whose influence Jerry has swiftly become director of a medical research institute in New York; Dr. Browne, Jerry's friend, who tries to warn him against Lucia.

BACKGROUND: The separation between Anne and Jerry, at first considered a temporary one, stretches on and on until Anne,

realizing that their marriage is hanging by a thread, makes a pride-destroying trip to New York to attempt reconciliation.

RECENTLY: One thing is plain when Anne and Jerry meet. They still love each other. But over plans for the future they clash. Knowing that Lucia Standish's influence will be fatal, Anne insists that Jerry resign from the Institute and return to Three Oaks. But Jerry cannot understand her reason. Blinded by the glamor of his big job, he refuses to leave, not realizing that more and more Lucia Standish is running his life.

YOUNG WIDDER BROWN



Dr. Anthony Loring
heard on
NBC 4:45 P.M.

CAST: Widow Ellen Brown, who loves Dr. Anthony Loring, but will not marry him until her teen-age children, Mark and Janey, are willing to welcome him as a stepfather; Angela McBride, who works out a vicious scheme to win Anthony away from Ellen; David Campbell, whose neurotic sister, Amanda Cathcart, was working with Angela to ruin his future; Bruce Weldon, Angela's former fiancé.

BACKGROUND: Having tried many methods, both obvious and subtle, to catch Anthony's attention, Angela resolves to simply

get Ellen out of his life. The whole town is shocked when Amanda Cathcart is killed by a car which apparently was being driven by Ellen Brown.

RECENTLY: Ellen's position is indeed dangerous, until Bruce Weldon suddenly comes forward. Unfortunately for Angela, Bruce says he saw the accident, and is able to swear that she, not Ellen, is guilty. Ellen feels under great obligation to Bruce, but her gratitude is supplanted by confusion when he tells her he has fallen in love with her.

Save the Date!

MONDAY NIGHT ★ FEBRUARY 14

for the most popular movie of
1948!

★ ★ ★ ★

Hear the

Lux Radio Theatre's
presentation of
the winning movie in the
PHOTOPLAY
GOLD MEDAL AWARDS

*for the best movie and most popular stars of 1948
selected by millions of movie-goers in PHOTOPLAY's
annual Nationwide Election.*

*You will thrill to the well-remembered moments of
1948's best motion picture—with the original stars.*

★ ★ ★ ★

Don't miss the
Lux Radio Theatre
PHOTOPLAY
GOLD MEDAL AWARDS
MONDAY, FEBRUARY 14—CBS



WHO ARE THE WINNERS? For a sneak preview, get the March issue
of **PHOTOPLAY** magazine—on sale February 9!

**True Story
Theatre
of the Air**

PRESENTS

Henry Hull and a strong sup-
porting cast in thrilling radio
dramas based on true stories
selected from True Story
magazine.

Tune in these stirring
dramas every Wednesday eve-
ning 8:30 to 9:00 New York
Time over the following

**MUTUAL
BROADCASTING
SYSTEM STATIONS**

WOR—NEW YORK
WNAC—BOSTON, MASS.
WAGE—SYRACUSE, N. Y.
WHP—PHILADELPHIA, PA.
WGN—CHICAGO, ILL.
WCAE—PITTSBURGH, PA.
WEAN—PROVIDENCE, R. I.
WAAB—WORCESTER, MASS.

WENY—Elmira, N. Y.
WCOS—Columbia, So. Car.
WDFE—Chattanooga, Tenn.
KSJB—Jamestown, N. D.
WABY—Albany, N. Y.
WBOC—Salisbury, Md.
WSTV—Steubenville, Ohio
WGBR—Goldsboro, N. C.
KOVO—Provo, Utah
WMOB—Mobile, Ala.
WLOL—Minneapolis, St. Paul
WLEU—Erie, Pa.
WSAY—Rochester, N. Y.
WJBY—Gadsden, Ala.
WFHR—Wisconsin Rapids, Wisc.
WNOE—New Orleans, La.
KYFD—Fort Dodge, Ia.
WJHP—Jacksonville, Fla.
WPAY—Forsyth, O.
WBAX—Wilkes-Barre, Pa.
WRAL—Raleigh, N. C.
KGDE—Fergus Falls, Minn.
WARM—Scranton, Pa.
WJZM—Clarksville, Tenn.
WATW—Ashland, Wisc.
KFEL—Denver, Colo.
KDLB—Devil's Lake, N. D.
KRLH—Midland, Texas
WAIR—Winston-Salem, N. C.
KTTS—Springfield, Mo.
KVGK—Great Bend, Kansas
KOCY—Oklahoma City, Okla.
KHJ—Los Angeles, Calif.
KFRC—San Francisco, Calif.
WRR—Dallas, Texas
WOL—Washington, D. C.
WIBC—Indianapolis, Ind.
KFJZ—Fr. Worth, Texas
WRON—Rockford, Ill.
KGB—San Diego, Calif.
KNOW—Austin, Texas
WACO—Waco, Texas
CKLW—Detroit, Mich.
WGR—Buffalo, N. Y.
KABC—San Antonio, Texas
WDSM—Duluth, Minn.
*KWK—St. Louis, Mo.
KBON—Omaha, Neb.

If you enjoy the stories in
True Story
MAGAZINE

you will thrill to these vivid
presentations on the air. Make
it a habit to tune them in every
Wednesday night.

*See your local newspaper for day
and time

RADIO DRAMA

Weekly dramatic anthology shows were popular prime-time features during radio's heyday. Adaptations from the great classics of the stage, novel and motion picture were given first rate showcasing. Some of these programs, like *Lux Radio Theatre*, *The Screen Guild Players*, *The Ford Theatre* and *Studio One*, used name stars of the silver screen and theater in leading roles, while others, like *First Nighter*, *The Columbia Workshop* and *The Mercury Theatre*, depended on a company of regular radio actors working in repertory.

**BACK AGAIN EVERY
SUNDAY NIGHT**

7:30 EST—WEEI

GULF SCREEN GUILD THEATER

**HOLLYWOOD'S
GREATEST STARS
IN THE SEASON'S
BEST SHOWS**

GULF

HELEN HAYES THEATRE EVERY SUNDAY NIGHT— COLUMBIA NETWORK

8:00 P.M.—Eastern Standard Time 8:30 P.M.—Mountain Time
9:30 P.M.—Central Standard Time 7:30 P.M.—Pacific Time

Beginning Sunday, September 29th

LUX RADIO THEATRE

Music: (UP AND UNDER)

Announcer: And now . . . Lux presents Hol-ly-wood! Tonight, re-creating their original screen roles, Janet Gaynor and Charles Farrell in "Seventh Heaven," on the *Lux Radio Theatre*.



Irene Dunne, James Hilton and Frank Goss were heard on a 1947 *Lux Radio Theatre* broadcast.



William Bendix, Ann Blyth and Robert Cummings are seen above, standing in back of the CBS *Lux Radio Theatre* "Oscar," the metal stand provided for nervous performers to grip.

Hollywood had its moment on radio each week, when Lux soap presented hour-long adaptations of screen plays, occasionally using the original stars of the films being presented. Monday evening became the "night to stay in" and "listen to *Lux*," a phenomenally popular program. If you had missed a particular movie on the screen or wanted to enjoy an old favorite again, *Lux Radio Theatre* was a must.



Bouncy Betty Hutton, seen above after a *Radio Theatre* broadcast, was also a frequent performer on the show in the 1940's.



Popular Jimmy Stewart made many appearances on the *Lux* show.



Actress-swimmer Esther Williams and actor-song-and-dance man Van Johnson, both of the MGM lot, are seen above with William Keighley who replaced C. B. DeMille as the show's host.

Motion picture director Cecil B. De Mille was the host of the *Lux Radio Theatre* during the first several years the show was on the air.



Janet Gaynor and Charles Farrell.

THEATRE GUILD OF THE AIR

This advertisement, which appeared in a radio fan magazine in 1948, indicates the big buildup radio fans were given for the broadcasts of plays and players in those years. The *Theatre Guild of the Air*, which was indeed presented by the Theatre Guild, presented name stars in successful Broadway plays.

Theatre Guild on the Air

now on **NBC**

Starts **Sunday—September 11**

A Greater "Guild" on NBC! Hear the greatest stars in the finest of the Broadway and London stage hits, brought to you by one of America's foremost theatrical producers... The Theatre Guild. In moving to NBC for this, its fifth season, Theatre Guild on the Air reaches a larger audience than ever before! Now, United States Steel and the National Broadcasting Company join to contribute even more to fine entertainment across the nation. Tune in Sundays 8:30 p.m. (EDT) to your local NBC station, beginning September 11th.



presented by U. S. Steel

"The Industrial Family that Serves the Nation"

Every Sunday at 8:30 p. m. EDT

Stars like these—and many more! Throughout the season you'll hear such brilliant artists as Marlene Dietrich, Robert Montgomery, Loretta Young, Richard Widmark, Jimmy Stewart, and Ginger Rogers among dozens more who will step to the stage of Theatre Guild on the Air.

Consult your newspapers for the dates of these great plays



TEAM GIRL starts the season this Sunday as John Lund and Betty Field star in the radio premiere of Elmer Rice's recent Broadway hit about a girl who lives in a world of her own—and a man who wants to take her out of it.



THE MILKY WAY stars the inimitable Danny Kaye. Hear him at his zany best as he impersonates the timid milkman who becomes world's middleweight champion,— and then invests his winnings in St. Bernard dogs and a dairy!



WHAT PRICE GLORY, the saga of Sgt. Quirt at Flagg is probably the most popular play to go to the first World War. Spencer Tracy and Pat O'Brien create the famous title roles on NBC. Don't



FIRST NIGHTER

Arriving at "the little theater off Times Square," Mr. First Nighter was ushered to his seat moments before the curtain rose. He looked at his program and acted surprised that Barbara Luddy was once again "appearing" in an original half-hour play at the imaginary theater. During the "intermission," at which time a commercial for Campana Balm or some other product was heard about, ushers would call out, "Smoking in the downstairs and outer lobby only, please." The format was successful enough to give the series an unprecedented twenty-four-year engagement which began in 1929 and continued until 1953, making it the longest-running anthology series in radio history.

Barbara Luddy and Les Tremayne, co-stars at "the little theater" from 1936 to 1942. Actually the program originated first from Chicago and later from Los Angeles and never even got close to New York's Times Square.



In 1943, Olan Soule took over co-star billing from Les Tremayne and appeared with Miss Luddy until the program left the air in 1953.

SCREEN GUILD PLAYERS



Cashing in on the *Lux Radio Theatre's* popularity, the *Screen Guild Players* presented Hollywood stars in radio adaptations of screen plays. Each show was a half hour long, and often gave movie stars a chance to play roles they missed out on on the "silver screen." Roger Pryor (seen above, left) was MC of the series. Movie favorites Margaret Sullavan and James Stewart (above, right) were frequent guests.

FAMILY THEATRE

Father Patrick Peyton got together with several Hollywood friends and decided what radio needed was a decent family type of dramatic series—a series which would present Hollywood and Broadway stars in good, wholesome plays by authors like James M. Barrie. The radio audience agreed, and the show was a hit.



Father Peyton is seen here with two of his many friends, Charles Boyer and Ethel Barrymore.



Loretta Young was a firm supporter of Father Peyton's family show. The motion-picture star is seen above with Father Peyton himself.

GRAND CENTRAL STATION

Sound: (TRAIN)

Announcer: As a bullet seeks its target, shining rails in every part of our great nation are aimed at Grand Central Station, heart of the country's greatest city. Drawn by the magnetic force, the fantastic metropolis, day and night great trains rush toward the Hudson River, sweep down its Eastern bank for 140 miles, flash briefly past the long red row of tenement houses south of 125th Street, dive with a roar into the 2½-mile tunnel, which burrows beneath the glitter and swank of Park Avenue and then . . .

Sound: (TRAIN COMING INTO A STATION, HALTING, STEAM COMING FROM THE ENGINE)

Announcer: *Grand Central Station!* . . . crossroads of a million private lives.

The stirring introduction to *Grand Central Station*, seen above, signaled the beginning of the popular half-hour anthology series, which each week told a different story of people arriving in and leaving the big city. At right, producer Martin Horrell is seen with actress Neva Patterson, a frequent performer on the show.



CAVALCADE OF AMERICA

Each week American history was given a fair shake on radio when *Cavalcade of America* presented everything from George Washington chopping down the cherry tree to Woodrow Wilson's formation of the League of Nations.



MAYOR OF THE TOWN



The *Mayor of the Town* series was an effective treatment of the life-in-small-town-America theme. The Mayor, his housekeeper, Marilly, and his nephew, Butch, were no more than running devices for the stories told each week of the citizens of the Mayor's town. It was the Mayor who had to find the weekly solution to the citizens' problems before the end of each program. Lionel Barrymore (seen at left) played the Mayor in a role similar to his Dr. Gillespie part in the *Dr. Kildare* motion-picture series. Even the Mayor's housekeeper, Marilly, played by Agnes Moorehead, was not unlike Gillespie's nurse, Molly Bird.

STAGE DOOR CANTEEN

In 1942, to "offer support to the boys in uniform," *Stage Door Canteen* was created. The series was hosted by Bert Lytell (right), and countless stars made guest appearances in skits, plays and musical interludes for the benefit of the nation's servicemen. The program made everyone feel that he was doing his part for the war effort by merely listening to the show.



DR. CHRISTIAN

The weekly *Dr. Christian* program, which starred Jean Hersholt (right) as the good small-town doctor, and Rosemary De Camp (below) as his nurse, Judy, was the "amateur hour" of the dramatic serials. Listeners were encouraged to send in original scripts for the show, and prizes were awarded to those scripts the judges chose for top honors at the end of the season.



The *Dr. Christian* cast is seen below, during a live broadcast of the show.



HELEN HAYES THEATRE



Helen Hayes at her CBS mike.

Helen Hayes, First Lady of the American Theater, starred in a dramatic anthology radio program, presenting adaptations of famous plays. Most of Miss Hayes' stage successes were repeated on the show for those who hadn't been fortunate enough to see them on Broadway.

COLUMBIA WORKSHOP



Orson Welles, Betty Garde, Ray Collins, director William N. Robeson and poet Archibald MacLeish are seen above preparing a *Workshop* production for airing. The *Columbia Workshop* series was a highly respected anthology of experimental plays written expressly for radio. Authors were unknowns as well as established writers like William Saroyan, Archibald MacLeish, Norman Corwin and Ambrose Bierce.

MERCURY THEATRE

A forerunner of the *Workshop* series was Orson Welles' *Mercury Theatre of the Air*. Like the *Workshop* show, the *Mercury Theatre* presented experimental works, as well as adaptations of classics like *Jane Eyre* and *Wuthering Heights*. When, on October 30, 1938, the group presented its documentary-style drama "The War of the Worlds," about Martians invading the earth, many listeners thought it was the real thing. The article from the *New York Times* reprinted here shows just how real the whole thing seemed to be.

Radio Listeners in Panic, Taking War Drama as Fact

Many Flee Homes to Escape 'The War of the Worlds'—*DI*
NEW YORK, MONDAY, OCTOBER 31, 1938.
Police at
cast of Wells Fantasy

A wave of mass hysteria seized thousands of radio listeners throughout the nation between 8:15 and 9:30 o'clock last night when a broadcast of a dramatization of H. G. Wells's fantasy, "The War of the Worlds," led thousands to believe that an interplanetary conflict had started with invading Martians spreading wide death and destruction in New Jersey and New York.

The broadcast, which disrupted households, interrupted religious services, created traffic jams and clogged communications systems, was made by Orson Welles, who as the radio character, "The Shadow," used to give "the creeps" to countless child listeners. This time at least a score of adults required medical treatment for shock and hysteria.

In Newark, in a single block at Heddon Terrace and Hawthorne Avenue, more than twenty families rushed out of their houses with wet handkerchiefs and towels over their faces to flee from what they believed was to be a gas raid. Some

and radio stations here and in other cities of the United States and Canada seeking advice on protective measures against the raids.

The program was produced by Mr. Welles and the Mercury Theatre on the Air over station WABC and the Columbia Broadcasting System's coast-to-coast network, from 8 to 9 o'clock.

The radio play, as presented, was to simulate a regular radio program with a "break-in" for the material of the play. The radio listeners, apparently, missed or did not listen to the introduction, which was: "The Columbia Broadcasting System and its affiliated stations present Orson Welles and the Mercury Theatre on the Air in 'The War of the Worlds' by H. G. Wells."

They also failed to associate the program with the newspaper listing of the program, announced as "Today: 8:00-9:00—Play: H. G. Wells's 'War of the Worlds'—WABC." They ignored three additional announcements made during the broadcast emphasizing its fic-

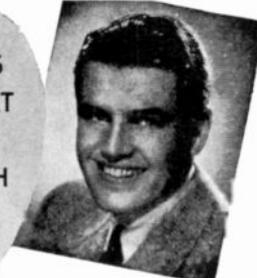
COMEDY, VARIETY AND MUSICAL SHOWS

Most of the "big names" of the world of entertainment had weekly variety or musical radio shows in the 1930's and 1940's. Old favorites like Bob Hope, Bing Crosby, Eddie Cantor and Nelson Eddy became stars of "the stage, screen—and radio." Performers like Jack Benny, Fred Allen, Kate Smith, Fibber McGee and Molly, the Happiness Boys, the A and P Gypsies, Joe Penner (with his "Wanna buy a duck?" and "You nasty man!") and Amos and Andy were, however, first and foremost radio stars. They went on to other fields of endeavor only after achieving stardom via the airwaves.



with
HENRY BURR
JOE PARSONS—LUCILLE LONG
HOOSIER HOT SHOTS
 WFEA WTIC WFSH
 WGY WFAF
 9:30 P.M., EST — 10:30 P.M., EDT

MILLIONS
 OF HEARTS
 SKIP A BEAT
 WHEN
 JACK SMITH
 SINGS...



Romantic,
 delightful songs
 and music on the
**JACK
 SMITH
 SHOW**
 every night, Monday thru
 Friday—
CBS

Don't miss the full story (complete with full color, autographed photo) of this six-foot-one, hunt-of-man songster in the May issue of True Story Magazine now on sale at your newsstand.

**DADDY SAYS IF
 I'M A GOOD GIRL
 TONIGHT—HE'LL BE
 SURPRISED!**

"BABY
 SNOOKS"
 (PAINTY BRUCE)

**DICK
 POWELL**

**MARY
 MARTIN**

**GOOD NEWS
 TONIGHT!**

A tuneful, fun-filled half hour of surprises! With Meredith Willson's Orchestra. Presented by Maxwell House Coffee—now, more than ever, good to the last drop!

TONIGHT Fibber M^cGee & MOLLY

Tuesday
 Night — NBC

9:30 E.D.S.T. 7:30 C.S.T.
 8:30 E.S.T. 6:30 M.S.T.
 8:30 C.D.S.T. 5:30 P.S.T.

JOHNSON'S WAX
 and Johnson's Self-Polishing
GLO-COAT

EVERY WEDNESDAY NITE

★ EVERY WEDNESDAY NITE

EVERY WEDNESDAY NITE

FRED ALLEN

with
**KENNY
 BAKER**

Portland Hoffa
 Al Goodman's
 Orchestra
 The Mighty Allen
 Art Players

TEXACO STAR THEATRE
WEEL 9 to 10
 And other Columbia Network Stations

TEXACO

THROUGH THE COURTESY OF
TEXACO DEALERS

THE JACK BENNY PROGRAM

A Sunday night ritual for radio devotees was listening to *The Jack Benny Program*. The perpetually thirty-nine-year-old-Benny's "cheapness," his pet bear, Carmichael, who ate the gas man and who was kept locked in Benny's basement, and his "feud" with comedian Fred Allen were just a few of the show's running gags. Benny began his broadcasting career on *The Ed Sullivan Show* on May 2, 1931, and earned himself considerable attention. His own show on NBC was the result, and he became a permanent institution on radio for some twenty-five years thereafter.



The stars of *The Jack Benny Program*, Jack Benny and Mary Livingstone, who is also his real-life wife.

This publicity still for *The Jack Benny Program* shows Jack in his old Maxwell. Sound effects for the broken-down buggy were provided by actor Mel Blanc. Rochester is in the driver's seat. They're pulling up in front of tightfisted Benny's private money vault.





One of the most popular characters on the Benny show was his valet, Rochester, seen here (left) with Jack. Rochester was played by Eddie Anderson.



Phil Harris, Eddie "Rochester" Anderson, Mary Livingstone and Don Wilson (above), seen here with Jack, were regulars on *The Jack Benny Program*.



The entire cast of *The Jack Benny Program* listen while Jack gives his rendition of "Love in Bloom," the show's theme song.

THE BOB HOPE SHOW

Bob Hope's comedy writers were the best in the business. Here Mr. Hope pays tribute to them by kissing his script before showtime.



NATIONAL BROADCASTING COMPANY, INC.
STUDIOS

NATIONAL BROADCASTING COMPANY, INC.
HOLLYWOOD STUDIOS
SUNSET AND VINE

Tues.
April
1
7:00 p.m.
Studio A

PEPSODENT PROGRAM
starring
BOB HOPE

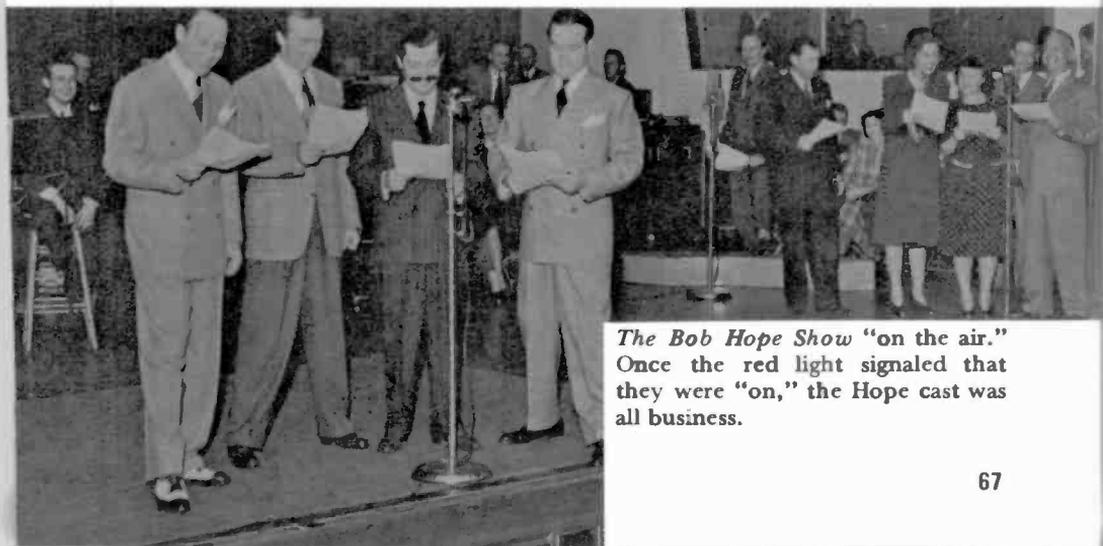
Doesn't Class
8:55 P.M.
CHILDREN
Under Six
Years of Age
Not Admitted

Doesn't Class
8 P.M.
CHILDREN
Under Six
Years of Age
Not Admitted

Each week, when Skinnay Ennis' band played Bob's theme song, "Thanks for the Memory," fans knew they were in for a solid hour of fast-paced, laugh-filled comedy by the master of the quick-quip, double-entendre one-liners, old "ski-nose" Hope himself. Hope entered radio in 1934, after a successful stage appearance in the *Ziegfeld Follies*, and became a national celebrity. He went on to become a major motion-picture and television star as well.



The Bob Hope Pepsodent program cast go over their scripts before "airtime." Left to right, sitting: Cobina (Elvira Allman), Brenda (Blanche Stewart), writer Al Josefsberg, producer Bill Lawrence and announcer Bill Goodwin. Standing from left to right: Jerry Colonna, sound-effects man Walter Snow, and engineer Al Capstaff.



The Bob Hope Show "on the air." Once the red light signaled that they were "on," the Hope cast was all business.

FRED ALLEN PROGRAM

The *Fred Allen Show* had its radio premiere on October 23, 1932, and ran for fifteen years thereafter. One of the funnier routines on the show was "The Workshop Players" skits, which were takeoffs on the dramatic anthology programs that were all the vogue in the 1930's and 1940's. Other equally funny features of the program were "The Average Man's Round Table," which mocked radio discussion programs, "People You Don't Expect to Meet," "The March of Trivia" and, of course, "Allen's Alley." Many later famous stars got their first regular jobs on the Allen show, among them Frank Sinatra, Connie Haines, Bob Eberly, Beatrice Kaye, Garry Moore and Charles Cantor (who later became known as Clifton Finnegan on *Duffy's Tavern*).



Fred Allen and regular Peter Donald are seen during a *Fred Allen Show* broadcast.



One of the longest standing gags in show business was the much-publicized "feud" between Fred Allen and Jack Benny. Actually they were close friends during their long radio careers.



Fred's Thanksgiving turkey looks a bit skimpy, but the jokes on his show never were. Nothing was ever too sacred if Allen's brilliantly satirical mind decided it was good for a laugh.



The most popular feature on Fred Allen's comedy program was the "Allen's Alley" segment of the show. Above, Allen is seen interviewing the inhabitants of "the alley": Senator Claghorn (Kenny Delmar), Mrs. Nussbaum (Minerva Pious), Ajax Cassidy (Peter Donald) and Titus Moody (Parker Fennelly).

FIBBER McGEE AND MOLLY



The popular comedy team of Jim and Marion Jordan enjoyed a prosperous and fun-filled career on radio as Fibber McGee and Molly.

Fibber McGee and Molly lived at 79 Wistful Vista, and their house was the meeting place of some of radio's most unforgettable characters: the Great Gildersleeve (Hal Perry), Mayor LaTrivia (Gale Gordon), the Old-Timer (Cliff Arquette), Doc Gamble (Arthur Q. Bryan) and Wallace Whimple, the bird lover (Bill Thompson) were just a few. The entire nation held their breaths when McGee went to his front closet to get one of his guest's coats. They knew he would inevitably end up under the pile of junk which always cluttered that famous closet.



Bandleader Ted Weems led the *Fibber McGee and Molly* show orchestra for many years. He is seen above with the cast during a broadcast.



Marion Jordan played many roles on the show. Above she is seen as Mrs. Wearybottom, a popular character with radio audiences.



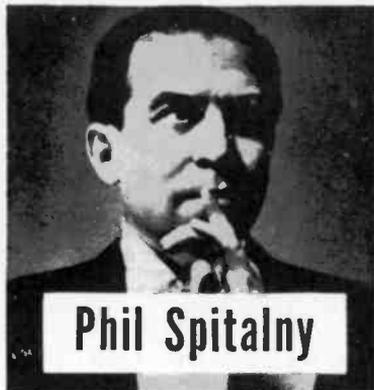
No one on the show thought much of Fibber's (Jim Jordan) "smart quips and witty sayings," but millions of listeners at home found his brand of corn just what the doctor ordered.



Besides playing Molly, actress Marion Jordan had many secondary roles on the show such as: Mrs. Wearybottom, Geraldine, Old Lady Wheedleduck, Lady Vere-de-Vere and "Sis," the little kid next door, pictured here.

YOUR HOUR OF CHARM

Your "Hour of Charm"



Now CBS, 4:30 ^{EST}, Sundays

and The All-Girl Orchestra



New Electric Hour

The above ad, for *Your Hour of Charm*, appeared in a radio fan magazine in the 1940's. It tells the whole story of this popular musical-hour show.

YOUR HIT PARADE

Your Hit Parade presented the most popular song hits of the week in order of their popularity, with "Number one" always sung last. When one song remained on the popularity charts too long, and sometimes the same song remained number one for as many as twenty weeks, it would be musically arranged in innumerable ways to give the weekly show more variety. Lucky Strike (the sponsor) "extras" (old but favorite tunes) also broke up the monotony from show to show.



Early stars of *Your Hit Parade* were Wee Bonnie Baker, the girl with the baby voice who sang "Oh, Johnny," and bandleader Orin Tucker.



A young Frank Sinatra, at the beginning of his career, was one of the stars of the show.



Vocalist Joan Edwards was the female star of *Your Hit Parade* and also one of its longest-reigning "queens."

KAY KYSER'S KOLLEGE OF MUSICAL KNOWLEDGE

The *Kollege of Musical Knowledge* was a musical quiz-comedy show with a twist. The contestant had to answer the question incorrectly. Contestants were quizzed on musical selections played by the Kyser band. If their answer was right, Kyser shouted, "That's right! You're wrong!" If the confused contestant didn't know the *wrong* answer, "Professor" Kyser would call out to his studio audience, "Students?" and they would supply the wrong answer.



Quizmaster Kay Kyser is seen above with his band's vocalist, Ginny Simms.

The *Kollege of Musical Knowledge* included Ish Kabibble (Mervyn Bogue) in the back row with the bangs, announcer Harry Babbit and singer Ginny Simms.



Chesterfield

SUPPER CLUB



CHESTERFIELD SUPPER CLUB

Two great orchestras were heard on the *Chesterfield Supper Club* show, one from New York and the other from Hollywood. The Lloyd Shaffer band broadcast from New York.



Perry Como, in New York, is seen with other cast members during a *Supper Club* broadcast.



The stars of the *Chesterfield Supper Club* were Perry Como in New York City and Jo Stafford in Hollywood.

RUDY VALLEE SHOW

The *Rudy Vallee Show*, also known as the *Fleischmann's Hour*, began broadcasting in 1929. The *Vallee Show* changed its name to the *Sealtest Hour* when the program later changed sponsors. Vallee was the most popular "croon" singer on radio in the late 1920's and into the early 1930's, and he had a fantastic following among college co-eds. He was everybody's ideal "Joe College" in the late flapper era. Vallee was notorious for "discovering" new female singers for his radio program, none of whom seemed to make it anywhere. This, of course, increased his image as a gay-blade man about town and kept female listeners hearts aflutter, dreaming of the day when they might be "discovered" by the dreamy crooner who sang through his nose.



The singing rage of the twenties and thirties, crooner Rudy Vallee is seen above, looking wistful and dewy-eyed and undoubtedly seeing the dollar signs which were looming up on his horizon.

GEORGE BURNS AND GRACIE ALLEN

The vaudeville team of Burns and Allen brought their comic stage routines, intact, to radio. The vague dizzy wife and the long-suffering, cynical husband act proved to be sure-fire stuff for radio audiences, and George and Gracie waltzed their way to stardom to the tune of their theme song, "Love Nest." Paul Whiteman provided the music for their "three-stepping" and announcer Harry Von Zell counted out the "one-two-threes."



By 1948 George and Gracie didn't seem to be taking their radio scripts quite so seriously anymore. Perhaps it was because they had become so firmly planted as radio's favorite husband and wife team.



MAJOR BOWES ORIGINAL AMATEUR HOUR

Major Edward Bowes was the long-standing MC and producer of *The Amateur Hour*. The first broadcast was heard in 1927, and the program has been continuously on the air on either radio or television ever since.



Talented amateur performers from all over the country were assembled by Major Bowes to compete against one another for top honors on *The Original Amateur Hour* program. "The wheel of fortune goes round and round," the major would say, "and where it stops nobody knows." The list of talented amateurs who actually found fame and fortune via this show is indeed impressive. Frank Sinatra, opera singer Robert Merrill and Vic Damone are just a few who made their first nationwide public appearances on *The Amateur Hour*. When the major died, he was replaced by Ted Mack, who can still be seen leading *The Amateur Hour* talent up the elusive path to fame.

Musical spoon players, accordionists and talented but brassy brats could always be depended on to entertain radio audiences on *The Amateur Hour*.





THE NELSON EDDY SHOW

Nelson Eddy, star of stage, screen (Jeanette MacDonald-Nelson Eddy musicals of the thirties) and radio, was voted by an admiring public as their favorite radio performer for several years running into the 1940's. His program, a gentle blend of musical selections and quiet humor, continued to thrill listeners until the late 1940's, when Mr. Eddy unobtrusively retired from the stage, screen and radio spotlights.

FRED WARING AND HIS PENNSYLVANIANS

Fred Waring and His Pennsylvanians offered an “at-ease” half-hour program each week, which always concluded with his theme song “Sleep.” The program was so relaxing that most of his listeners probably hit the sack long before the last bars of the theme were over.



THE AMERICAN ALBUM OF FAMILIAR MUSIC

The American Album of Familiar Music gave radio audiences just that—favorite classical and semiclassical musical favorites “everyone loved to hear.” The show was first heard in 1931 and continued to broadcast until the mid-1940’s. Although many singers were featured on the show, Frank Munn and Vivien Della Chiesa are perhaps the best remembered.



The *Album*’s beloved soloist, Vivien Della Chiesa, hitting a high note.

The MC of *The American Album* show for the program’s entire run on radio was mellow-toned Andre Baruch



KATE SMITH SHOW

From Kate's opening chorus of "When the Moon Comes over the Mountain," to her closing theme, "God Bless America," she never let her radio audiences down. For more than twenty years she sang songs and narrated stories, some of which became radio classics, such as "The Small One" and "The Littlest Angel." She presented only material she knew her audiences wanted to hear, and her voice became as familiar as that of a member of one's own family.

Kate Smith's first radio assignment was in 1930. She was billed as "the songbird of the South."



By 1936 Kate was a well-established radio star. She began each program with "Hello, everybody . . . this is Kate Smith."

Abbott and Costello, Bert Lahr, Greta Garbo and John Barrymore were just a few of the guests to whom Kate played hostess on her 1940's broadcasts.



Radio's leading lady of song by 1944, Kate saw her reputation as a musical star continue to grow. To this day, she's a favorite guest on the top TV variety shows.



BING CROSBY SHOW

Bing Crosby was the star of *The Kraft Music Hall* until 1946, when he left Kraft's sponsorship and starred on his own *Bing Crosby Show*. Bing's programs thereafter were sponsored by Philco, General Electric and Chesterfield cigarettes. His last regular show on radio was heard in 1946. In all, Crosby managed to chalk up twenty consecutive years as the star of one musical variety show or another.



The "king" of the crooners, Bing Crosby, seen above, at the height of his radio popularity.

The ever-popular Andrews Sisters provided tuneful swing backgrounds for "Der Bingle." Bing is seen here with guest Gene Autry and the sisters.



Bing's easy, relaxed radio style won hordes of faithful fans for him in the 1940's.



FANNY BRICE-BABY SNOOKS SHOW



Comedienne Fanny Brice is seen above, not as her radio fans imagined her, but as her Broadway fans knew she looked.



Miss Brice, all dressed up and swinging, as "Baby Snooks."



Ziegfeld Follies star Fanny Brice introduced her Baby Snooks character to radio audiences for the first time on a *Follies of the Air* broadcast in the 1920's. The radio public liked what they heard and asked to hear more. A regular "Snooks" situation-comedy-variety series was the result. Above, "Snooks" Brice and her "Daddy," Hanley Stafford, are seen carving a turkey. Snooks' baby brother, Robespierre (Lenore Ledoux), not in the picture, was probably left the turkey's neck.

EDDIE CANTOR SHOW



Writers Tommy Mack and Vic Knight give Eddie the first copy of an *Eddie Cantor Show* script.

"I love to spend each (Monday - Tuesday - Wednesday - Thursday - Friday - Saturday - Sunday) with you [according to which night he happened to be on that season]," sang Eddie Cantor at the opening of his radio shows. A famous star of the legitimate theater and vaudeville, Eddie was a big name in show business before he took to radio. He was responsible for an impressive list of "discoveries" on his program, including Deanna Durbin, Bobby Breen and Dinah Shore. His five daughters and his wife, Ida, became almost as famous as the banjo-eyed comedian himself, even though they were never heard on any of his shows.



Cantor's "songbird of the South," Dinah Shore, was one of the show's biggest drawing cards. She became so popular on the show she eventually left Cantor for her own weekly series.

Always willing to do anything for a laugh, Cantor would even broadcast from a swimming pool if he thought the idea would get the right response from his audiences.



HENRY MORGAN SHOW

Radio's "Peck's Bad Boy," Henry Morgan, poked fun at everyone and everything, even his sponsors. Morgan's program, beginning with the line "Hello, anybody. Here's Morgan," gained a reputation in the business as poison, because of Morgan's nasty way of satirizing a sponsor's product. Since audiences kept laughing, however, so did the sponsors. The program's regulars, like Arnold Stang (Gerald), Florence Hallop (Hortense) and Art Carney (The Athlete), also added to the fun.



Henry Morgan looking sour . . . as usual.

SEALTEST VILLAGE STORE

The *Sealtest Village Store* show, which starred Jack Haley as the store's owner, made comedienne Joan Davis a favorite star with radio fans. She eventually left the show to star in her own series, *Leave It to Joan*, a situation comedy. The *Village Store* was produced by Bob Redd and written by Si Wills. Two of the show's most popular characters were Blossom Blimp and Penny Cartwright, played by Verna Felton and Sharon Douglas.



RED SKELTON SHOW

"I dood it," said Red Skelton, playing Junior, "the mean widdle kid" character on his radio show. And soon the entire country was using the expression. Red's other comic creations—Clem Kaddiddlehoffer, Deadeye, J. Newton Numbskull and Willy Lump-Lump—became household names as well. Junior's grandmother, a popular character on the show, was played by veteran character radio actress Verna Felton.



The *Red Skelton Show* could always be depended on to give radio fans a half hour of hilarity. Red is seen above, with his cast, during a show.



Red's vocalist in the early 1940's was Harriet Hilliard, pictured above. Her husband, Ozzie Nelson, was the show's bandleader. The couple later became stars of the weekly *Adventures of Ozzie and Harriet*.

ABBOTT AND COSTELLO



Bud Abbott and Lou Costello made their radio debuts on a *Kate Smith Hour* program and were so well received by listening audiences they were quickly rewarded with their own weekly series, as well as a Paramount movie contract. Some of the well-known Costello lines were "I'm a ba-a-ad boy," and "I'm only thwee and a half years old." Their "Who's on First?" baseball skit became a radio classic.

CHASE AND SANBORN HOUR STARRING EDGAR BERGEN AND CHARLIE MCCARTHY



Edgar Bergen and his "dummies," Charlie McCarthy and Mortimer Snerd.

Ventriloquist Edgar Bergen and his Charlie McCarthy were big stars during Radio's Golden Age. Lovable, sarcastic Charlie became more famous in some ways than his Svengali, Bergen, and the *Chase and Sanborn Hour* was a Sunday night "must" for years.



Guest star Fred MacMurray and the show's vocalist, Anita Gordon, with Edgar and Charlie.



Glamorous guests—Dorothy Lamour, Deanna Durbin, Andrea Leeds and Lana Turner—brightened up the *Chase and Sanborn Show* with their charm. They are seen above, doting on adorable Charlie.



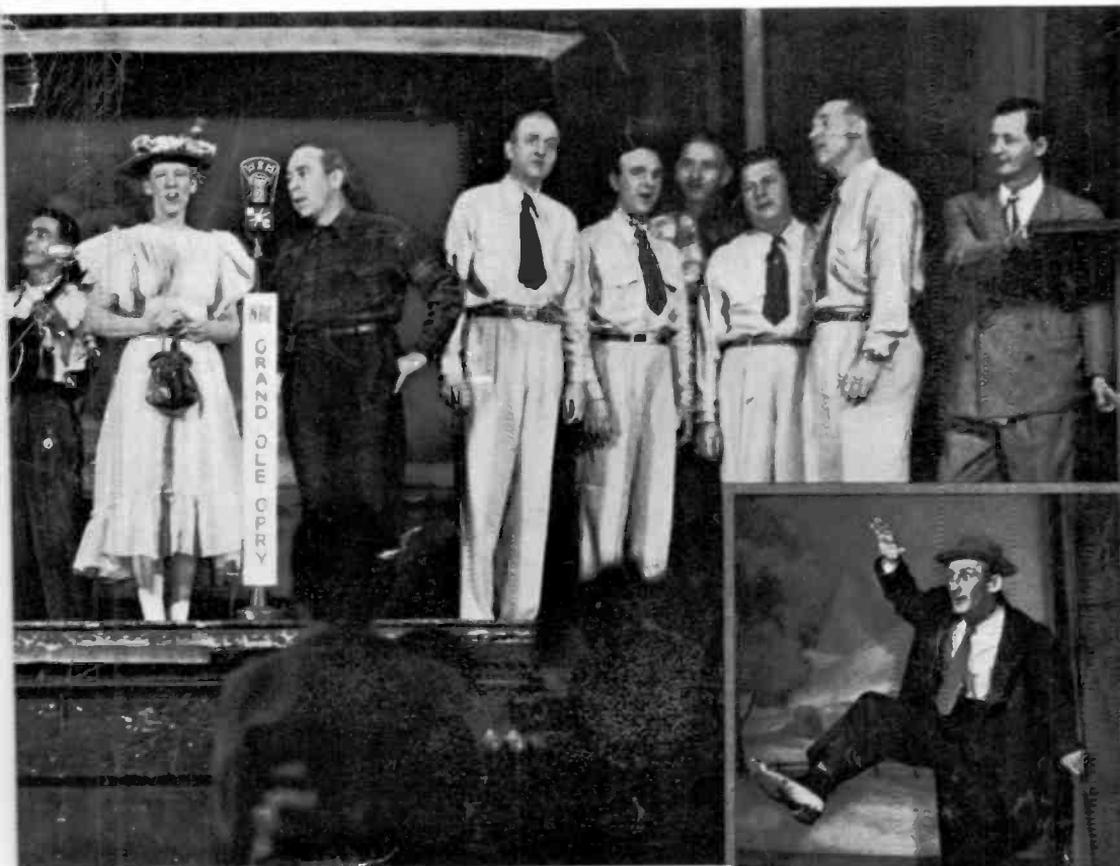
Comedienne Minnie Pearl (Sarah Ophelia Colley Cannon).

Grand Ole Opry was the nation's number one country and Western program during radio's heyday. First broadcast in 1925, it is still being heard over the nation's wires in some parts of the country. Originating from Nashville, Tennessee, unofficial capital of America's country - and - Western



Country-Western singer Red Foley sang with the Cumberland Boys.

OLE OPRY



music-recording industry, the program has its own theater, Grand Ole Opry House, in that city. When the local gentry couldn't make it to town to see the *Opry* in person, they, like millions of other faithful listeners, tuned in on the show in the comfort of their own homes.



Comedian Rod Brasfield was an *Opry* regular.



The Old Hickory Singers provided the musical commercials for the show's sponsor.

DON AMECHE SHOW

Movie star Don Ameche began his show-business career as a radio performer and, even after his success in motion pictures, continued to give radio equal time. His songs and his Mr. and Mrs. Murgatroyd skits, which he performed with actress Claire Trevor, gave listeners a delightful half hour's worth of entertainment.



SO YOU WANT TO LEAD A BAND— THE SAMMY KAYE SHOW

Each week bandleader Sammy Kaye invited members of his studio audience to lead his band. The results were often ear-shattering and always funny, and the show remained a favorite with radio fans for years. Sammy is seen, right, with a contestant bandleader.



JUDY CANOVA SHOW

The *Judy Canova Show's* menagerie of funsters tickled everyone's funny bone in the 1940's. Some of the show's popular featured players were Ruby Dandridge as Judy's maid, Geranium, Mel Blanc as Pedro, Joe Kearns as Count Botsford, Sheldon Leonard as Joe Crunchmiller, Verna Felton as Aunt Aggie and Hans Conried as William Boswell.

Comedienne Judy Canova is seen in her "country girl" costume.



Here is Judy as her radio audience never imagined her.

HILDEGARDE'S RALEIGH ROOM



American-born Hildegard (Hildegard Loretta Sell), the "French" chanteuse, was a *Raleigh Room* star on NBC. Her witty chatter between songs, after telling her orchestra leader to give her a "little traveling music, please," and her winning flirtations with audiences made her a big radio star in the forties.

SATURDAY NIGHT SERENADE



SATURDAY NIGHT SERENADE

A young Vic Damone (second microphone from the left) and Hollace Shaw (the only girl on stage) shared singing honors on this Saturday night musical favorite. The show, presented by Pet Milk, was a pleasing musical interlude on an evening reserved for detective and adventure shows.

NATIONAL BARN DANCE

The *National Barn Dance*, a half hour version of the *Grand Ole Opry*, actually charged admission to see the show. Country - and - Western music fans gladly paid the price to see their recording favorites in person, but radio audiences had to settle for listening to them, which they did for free.



The Dinning Sisters, Joan, Ginger and Lou, were *National Barn Dance* regulars.

The Hoosier Hotshots play a "foot stomper" on the *National Barn Dance* show.





THE JIMMY DURANTE SHOW (WITH GARRY MOORE)

“Everybody wants to get into de act,” Durante told his partner and young sidekick, Garry Moore, on *The Jimmy Durante Show*. The “Schnozzola” and Moore made an unbeatable team.

Jimmy is pictured here with actress Sara Berner.



A serious Jimmy Durante and his pal Garry Moore broadcasting in 1948.



ARTHUR GODFREY TIME



Arthur Godfrey was perfectly at home behind his CBS microphone, having been behind one for more than thirty years.

Radio's longest continuous career belongs to Arthur Godfrey, who can still be heard broadcasting his daily radio show on the CBS network. The redheaded ukulele player and his "friends," Janette Davis, Bill Lawrence, The Chordettes, The Mariners, Frank Parker, Lou Ann Simms and Julius La Rosa, were still going strong long after most radio stars and programs had bitten the proverbial dust.



Talent Scouts (another of Godfrey's radio shows) winner Bill Lawrence became an *Arthur Godfrey Time* regular.



Bill Lawrence and Janette Davis, Godfrey's chief vocalist for many years, are seen with musical director Archie Blyor.

NBC VOICES THAT EVERYONE KNEW



Judy Canova
Saturdays,
10 p.m. EWT



Josephine Antoinette
Mondays,
10 p.m. EWT



John Charles Thomas
Sundays,
2:30 p.m. EWT



Thomas L. Thomas
Sundays,
9 p.m. EWT



Rudy Vallee
Thursdays,
10:30 p.m. EWT



Dinah Shore
Thursdays,
8:30 p.m. EWT



Dick Powell
Sundays,
7:30 p.m. EWT



Richard Crooks
Mondays,
8:30 p.m. EWT



Dick Haymes
Tuesdays,
7:30 p.m. EWT



Jean Dickenson
Sundays,
9:30 p.m. EWT



Bing Crosby
Thursdays,
9 p.m. EWT



Perry Como
Mon. thru Fri.,
7 p.m. EWT



Ginny Simms
Tuesdays,
8 p.m. EWT



Frank Munn
Fridays,
9 p.m. EWT



Hildegarde
Tuesdays,
10:30 p.m. EWT

Inside Radio

All Times Below Are EASTERN DAYLIGHT TIME
For Correct CENTRAL DAYLIGHT TIME, Subtract One Hour

SUNDAY

A.M.	NBC	MBS	ABC	CBS
8:30 8:45			Earl Wild	Carolina Calling
9:00 9:15 9:30 9:45	Story to Order Words and Music	People's Church Tone Tapestries	White Rabbit Line	News E. Power Biggs Trinity Choir of St. Paul's Chapel
10:00 10:15 10:30 10:45	Bible Highlights Voices Down The Wind	Radio Bible Class Voice of Prophecy	Message of Israel Southernaires	Church of the Air Church of the Air
11:00 11:15 11:30 11:45	News Highlights Solitaire Time	Christian Reform Church Reviewing Stand	Fine Arts Quartette Hour of Faith	Howard K. Smith As Others See Us Salt Lake Tabernacle

AFTERNOON PROGRAMS

12:00 12:15 12:30 12:45	Eternal Light	Choral Music Lutheran Hour	Texas Jim Robertson On Trial	Invitation to Learning People's Platform
1:00 1:15 1:30 1:45	America United Chicago Round Table	William L. Shirer Mutual Music Box Music	Sam Pettengill Stewart Alcott. News National Vespers	Doorway To Life Tell It Again
2:00 2:15 2:30 2:45	RFD America Robert Merrill	Army Air Force Show Bill Cunningham Veteran's Information	This Week Around The World Mr. President Drama	You Are There Joseph C. Harach Elmo Roper
3:00 3:15 3:30 3:45	Eddy Howard One Man's Family	Ernie Lee's Omega Show Juvenile Jury	Johnny Thompson The Almanac Sammy Kaye	CBS Symphony Orch.
4:00 4:15 4:30 4:45	The Quiz Kids News Living—1948	House of Mystery True Detective	Speak Up America Thinking Allowed	Local Programs
5:00 5:15 5:30 5:45	Ford Show	Under Arrest What Makes You Tick?	Superstition	Janette Davis Here's to You Carle Comes Calling

EVENING PROGRAMS

6:00 6:15 6:30 6:45	The Catholic Hour Hollywood Star Preview	Those Websters Nick Carter	Drew Pearson Don Gardner	Family Hour The Pause That Re- freshes on the Air
7:00 7:15 7:30 7:45	Sherlock Holmes Band Wagon	Sherlock Holmes Behind the Front Page	I Love Adventure Johnny Fletcher	Gene Autry Blondie
8:00 8:15 8:30 8:45	Robert Shaw's Chorale Fred Allen	A. L. Alexander Jimmie Fidler Twin Views of News	Stop the Music	Sam Spade Man Called X
9:00 9:15 9:30 9:45	Manhattan Merry- Go-Round American Album	Meet Me at Party's It's A Living	Walter Winchell Louella Parsons	Catch Me If You Can Strike It Rich
10:00 10:15 10:30	Take It or Leave It Horace Heidt	Voice of Strings Latin American Serenade	Jimmie Fidler	Shorty Bell with Mickey Rooney Escape



FRANKIE CARLE—whose program, Carle Comes Calling, is summer listening on CBS, Sundays at 5:30 P.M., EDT, began to lead a dance band when he was only fifteen. He played next with Mal Hallett, then with Horace Heidt; then started an orchestra of his own. He has made many recordings, the latest of which is a composition of his own, "I Don't Want to Meet Any More People—I'm Satisfied With You!"

MONDAY

A.M.	NBC	MBS	ABC	CBS
8:30 8:45	Do You Remember			The Trumpet Songs By B.
9:00 9:15 9:30 9:45	Honeymoon in New York Clevelandaires Nelson Olmsted	Editor's Diary Ozark Valley Folks	Breakfast Club	CBS News Barryard F.
10:00 10:15 10:30	Fred Waring Road of Life	Cecil Brown Faith In Our Time Say It With Music	My True Story Betty Crocker, Maga- zine of the Air Listening Post	Music For Hilltop Hou- David Haru
10:45	Joyce Jordan		Bkfat in H'wood	Arthur God- Grand Stan Rosmary
11:00 11:15 11:30 11:45	This Is Nora Drake Kate's Daughter Jack Berch Lora Lawton	Passing Parade Tell Your Neighbor Heart's Desire	Galen Drake Ted Malone	

AFTERNOON PROGRAMS

12:00 12:15	Harkness of Wash- ington Words and Music	Kate Smith Speaks Victor H. Lindlahr U. S. Service Band	Welcome Travelers	Wendy We Aunt Jenn
12:30 12:45	U. S. Navy Band	Cedric Foster Happy Gang	Bill Baukhage Nancy Craig	Helen Ten Our Gal S.
1:00 1:15 1:30 1:45	Robert McCormick Robert Ripley	Checkerboard Jamboree		Big Sister Ma Perkin Young Dr. The Guidi
2:00 2:15 2:30	Double or Nothing The Story of Holly Sloan Light of the World	Queen For A Day Martin Block Show	Maggi McNellis Bride and Groom	Second M Perry Ma This is N Evelyn W
3:00 3:15 3:30 3:45	Life Can Be Beautiful Ma Perkins Pepper Young Right to Happiness	Red Hook 31	Ladies Be Seated Paul Whiteman Club	Double or House Pa
4:00 4:15 4:30 4:45	Backstage Wife Stella Dallas Lorenze Jones Young Widder Brown	Robert Hurlleigh Johnson Family Misc. Programs Two Ton Baker	Treasury Band Show	Hint Hun Winner T
5:00 5:15 5:30 5:45	When A Girl Marries Portia Faces Life Just Plain Bill Front Page Farrell	Adventure Parade Superman Tom Mix	Dick Tracy Jerry and Pirates Jack Armstrong	Robert Q Treasury Lum n'

EVENING PROGRAMS

6:00 6:15 6:30 6:45	John MacVane Sketches in Melody Sunoco News	Local Programs	Local Programs	Eric Sev In My O The Chic Lowell T
7:00 7:15 7:30 7:45	Chesterfield Club News of the World H. V. Kaltenborn	Fulton Lewis, Jr. Alvin Heller Henry J. Taylor Inside of Sports	Headline Edition Elmer Davis The Lone Ranger	Beulah Jack Sin
8:00 8:15 8:30 8:45	Cavalcade of America Voice of Firestone	The Falcon Charlie Chan Billy Rose	Sound Off Stars in the Night	Inner S Talent S
9:00 9:15 9:30 9:45	Telephone Hour Dr. I. Q.	Gabriel Heatter Radio Newsreel Quiet Please	Tomorrow's Tops Sammy Kays	Lux Ran
10:00 10:15 10:30	Contented Program Fred Waring	Fishing and Hunting Club Dance Orch.	Arthur Gaeth Earl Godwin	My Fri Screen



MAGGI McNELIS—who always looks as well as she listens when she interviews her ABC luncheon celebrities.



DOROTHY KIRSTEN—the Metropolitan Opera soprano who shares the spotlight with Nelson Eddy on the summer Music Hall, NBC, Thursdays at 9:00 P.M., EDT. During the past season, when these operas were revived at the Metropolitan and in San Francisco, she sang with great success the roles in "Louise" and in "The Love of Three Kings" which had long been favorites of her mentor, Grace Moore.

W E D N E S D A Y

A.M.	NBC	MBS	ABC	CBS
8:30 9:45	Do You Remember			The Trumpeters Songs By Bob Atcho
9:00 9:15 9:30 9:45	Honeymoon in N. Y. Clevelandaires Nelson Omatad	Editor's Diary Ozark Valley Folks	Breakfast Club	CBS News of America Barryard Follies
10:00 10:15 10:30	Fred Waring Road of Life	Cecil Brown Faith In Our Time Say It With Music	My True Story Betty Crocker, Mag- azine Of The Air Listening Post	Music For You Hittop House David Harum
10:45	Joyce Jordan			Arthur Godfrey
11:00 11:15 11:30 11:45	This Is Nora Drake Kate's Daughter Jack Berch Lora Lawton	Passing Parade Tell Your Neighbor Heart's Desire	Bkfst. in H'wood Galen Drake Ted Malone	Grand Slam Rosemary

T U E S D A Y

NBC	MBS	ABC	CBS
Do You Remember			The Trumpeters Songs By Bob Atcho
Honeymoon in N. Y.	Editor's Diary Ozark Valley Folks	Breakfast Club	CBS News of America Barryard Follies
Clevelandaires Nelson Omatad			
Fred Waring Road of Life	Cecil Brown Faith In Our Time Say It With Music	My True Story Betty Crocker, Mag- azine of the Air Club Time	Music For You Hittop House David Harum
Joyce Jordan			Arthur Godfrey
This Is Nora Drake Kate's Daughter Jack Berch Lora Lawton	Passing Parade Tell Your Neighbor Heart's Desire	Bkfst. in H'wood Galen Drake Ted Malone	Grand Slam Rosemary

AFTERNOON PROGRAMS

12:00 12:15	Harkness of Wash- ington Words and Music	Kate Smith Speaks Victor H. Lindtahr	Welcome Travelers	Wendy Warren Aunt Jenny
12:30 12:45		U. S. Marine Band		Helen Trent Our Gal Sunday
1:00 1:15 1:30 1:45	NBC Concert Orch. Robert McCormick Robert Ripley	Cedric Foster Happy Gang Checkerboard Jamboree	Bill Baukhage Nancy Craig	Big Sister Ma Perkins Young Dr. Malone The Guiding Light
2:00 2:15 2:30	Double or Nothing Story of Holly Stoan Light of the World	Queen For A Day The Martin Block Show	Maggi McNellie Bride and Groom	Second Mrs. Burton Perry Mason This Is Nora Drake Evelyn Winters
2:45			Ladies Be Seated	Double or Nothing
3:00 3:15 3:30 3:45	Life Can Be Beautiful Ma Perkins Pepper Young Right to Happiness	Red Hook 31	Paul Whiteman Club	House Party
4:00 4:15 4:30 4:45	Backstage Wife Stella Dallas Lorenze Jones Young Widder Brown	Robert Hurlleigh The Johnson Family Two Ten Baker	Treasury Band Show	Hint Hunt Winner Take All
5:00 5:15 5:30 5:45	When A Girl Marries Pertia Faces Life Just Plain Bill Front Page Farrell	Adventure Parade Superman	Dick Tracy Terry and Pirates Jack Armstrong	Robert Q. Lewis Treasury Bandstand Lum 'n' Abner

AFTERNOON PROGRAMS

Harkness of Wash- ington Words and Music	Kate Smith Speaks Victor H. Lindtahr Service Band	Welcome Travelers	Wendy Warren Aunt Jenny Helen Trent Our Gal Sunday
Van Damme Hurlst Robert McCormick Robert Ripley	Cedric Foster Happy Gang Checkerboard Jamboree	Baukhage Nancy Craig	Big Sister Ma Perkins Young Dr. Malone The Guiding Light
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When A Girl Marries Pertia Faces Life Just Plain Bill Front Page Farrell	Adventure Parade Superman Tom Mix	Dick Tracy Terry and Pirates Jack Armstrong	Robert Q. Lewis Treasury Bandstand Lum 'n' Abner

EVENING PROGRAMS

8:00 8:15 8:30 8:45	John MacVane Sketches in Melody Snecco News	Local Programs	Eric Sevareid Talks The Chicagans Lowell Thomas
7:00 7:15 7:30 7:45	Chesterfield Club News of the World Adrian Rollini Trio H. V. Kaltenborn	Fulton Lewis, Jr. Alvin Hoffer News Inside of Sports	Beatlah Jack Smith
8:00 8:15 8:30 8:45	Dennis Day	Special Agent High Adventure Billy Rose	Mayer of the Town On Stage America American Melody Hour Dr. Christian
9:00 9:15 9:30 9:45	Ten and Jinx Mr. District Attorney	Gabriel Heatter Radio Newsweek Racket Smashers	Abbott and Costello Go For the House Your Song and Mine Harvest of Stars with James Melton
10:00 10:15 10:30	The Big Story Recall Summer Theater	Opinion-Airs California Melodies	Comedy Writers Show Gordon MacRae The Whistler Capitol Clock Room

EVENING PROGRAMS

John MacVane Sketches in Melody Snecco News	Local Programs	Eric Sevareid Frontiers of Science The Chicagans Lowell Thomas
Chesterfield Club News of the World Adrian Rollini Kaltenborn	Fulton Lewis, Jr. Alvin Hoffer News Inside of Sports	Beatlah Jack Smith
Ten and Jinx Mr. District Attorney	Mysterious Traveler Edwin D. Canham America's Town Meeting of the Air	Big Town Mr. and Mrs. North
The Big Story Recall Summer Theater	Gabriel Heatter Radio Newsweek Gregory Hood	We, The People
Corliss Archer Skatton	Public Defender Dance Orchestra	Let Freedom Ring It's In The Family



SANTOS ORTEGA—whom you have heard variously as Charlie Chan, Nero Wolfe, Perry Mason, Bulldog Drummond, Inspector Queen and Commissioner Weston, has now added Roger Kilgore, Public Defender, to his gallery of criminologists and is heard on MBS's program of that name, Tuesday nights at 10:30, EDT. New York-born Ortega had to fake a Latin accent to get his first radio role, twelve years ago.

T H U R S D A Y

AFTERNOON PROGRAMS

12:00					
12:15	Harkness of Washington	Kate Smith Speaks Victor H. Lindlahr	Welcome Travelers	Wendy Warren Aunt Jenny	
12:30	Words and Music	U. S. Service Band		Helen Trent Our Gal Sunday	
12:45					
1:00	Art Van Damme Quartet	Cedric Foster Happy Gang	Bill Baukhage Nancy Craig	Big Sister Ma Perkins Young Dr. Malone The Guiding Light	
1:15	Robert McCormick Robert Ripley	Checkerboard Jamboree			
2:00	Double or Nothing	Queen for a Day	Maggi McNeillie	Second Mrs. Burton Perry Mason This Is Nora Drake Evelyn Winters	
2:15					
2:30	Story of Holly Sloan	Queen for a Day	Maggi McNeillie	Second Mrs. Burton Perry Mason This Is Nora Drake Evelyn Winters	
2:45	Light of the World	Martin Block Show	Bride and Groom		
3:00	Life Can Be Beautiful Ma Perkins	Queen for a Day	Maggi McNeillie	Second Mrs. Burton Perry Mason This Is Nora Drake Evelyn Winters	
3:15	Pepper Young Right to Happiness	Red Hook 31	Ladies Be Seated	Double or Nothing	
3:30			Paul Whiteman Club	House Party	
3:45					
4:00	Backstage Wife Stella Dallas	Robert Hurleigh Johnson Family	Treasury Band Show	Winner Take All	
4:15	Lorenzo Jones Young Wilder Brown	Two Ton Baker			
4:30					
4:45					
5:00	When a Girl Marries Portia Faces Life	Adventure Parade Superman	Dick Tracy Terry and Pirates Jack Armstrong	Robert Q. Lewis Treasury Bandstand Lum 'n' Abner	
5:15	Just Plain Bill				
5:30	Front Page Farrell	Tom Mix			
5:45					

EVENING PROGRAMS

8:00	Sketches in Melody			Eric Sevareid Of Men and Books The Chicagoans Lowell Thomas	
8:15					
8:30	Sunoco News	Local Program	Local Programs	Bessie Jack Smith	
8:45					
7:00	Chesterfield Club News of the World Lawrence Weak	Fulton Lewis, Jr. Alvin Heller News Inside of Sports	Headline Edition Elmer Davis Henry Morgan Show	Bessie Jack Smith	
7:15					
7:30					
7:45					
8:00	Local Programs	Lucky Partners	Front Page	The F.B.I. in Peace and War Mr. Keen	
8:15		Talent Hunt Billy Rose	Criminal Casebook		
8:30					
8:45					
9:00	Nelson Eddy-Dorothy Kirsten Jack Carson and Eve Arden	Gabriel Heatter Radio Newsweek Revers Revers Background For Stardom	Willie Piper	Dick Haymes Crime Photographer	
9:15					
9:30					
9:45					
10:00	Bob Hawk Show	Family Theatre	Boxing Bouts	Reader's Digest Radio Edition The First Nighter	
10:15					
10:30					

F R I D A Y

A.M.	NBC	MBS	ABC	CBS
8:30	Do You Remember			The Trumpeteers Songs By Bob Atcher
8:45				
9:00	Honeymoon in N. Y.	Editor's Diary Ozark Valley Folks	Breakfast Club	CBS News of America Barnyard Follies
9:15	Clevelandaires			
9:30	Nelson Olesstad			
9:45				
10:00	Fred Waring	Cecil Brown Faith in Our Time Say It With Music	My True Story	Music for You
10:15	Road of Life		Betty Crocker, Maga- zine of the Air The Listening Post	Hilftop House David Harum
10:30				
10:45	Joyce Jordan			
11:00	This Is Nora Drake Katie's Daughter Jack Berch Lora Lawton	Passing Parade Tell Your Neighbor Heart's Desire	Bkfst. in H'wood	Arthur Godfrey Grand Slam Rosemary
11:15				
11:30				
11:45				

AFTERNOON PROGRAMS

12:00					
12:15	Harkness of Washington	Kate Smith Speaks Victor H. Lindlahr	Welcome Travelers	Wendy Warren Aunt Jenny	
12:30	Words and Music	Campus Salute		Helen Trent Our Gal Sunday	
12:45					
1:00	U. S. Marine Band	Cedric Foster Happy Gang	Bill Baukhage Nancy Craig	Big Sister Ma Perkins Young Dr. Malone The Guiding Light	
1:15	Robert McCormick Robert Ripley	Checkerboard Jamboree			
2:00	Double or Nothing	Queen for a Day	Maggi McNeillie	Second Mrs. Burton Perry Mason This Is Nora Drake Evelyn Winters	
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2:30	Story of Holly Sloan	Queen for a Day	Maggi McNeillie	Second Mrs. Burton Perry Mason This Is Nora Drake Evelyn Winters	
2:45	Light of the World	Martin Block Show	Bride and Groom		
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4:00	Backstage Wife Stella Dallas	Robert Hurleigh Johnson Family	Treasury Band Show	Winner Take All	
4:15	Lorenzo Jones Young Wilder Brown	Two Ton Baker			
4:30					
4:45					
5:00	When a Girl Marries Portia Faces Life	Adventure Parade Superman	Dick Tracy Terry and Pirates Jack Armstrong	Robert Q. Lewis Treasury Bandstand Lum 'n' Abner	
5:15	Just Plain Bill				
5:30	Front Page Farrell	Tom Mix			
5:45					

AFTERNOON PROGRAMS

EVENING PROGRAMS

6:00	News Sketches in Melody	Local Programs	Local Programs	Eric Sevareid Report from United Nations Songs By Jo McKenna Lowell Thomas
6:30				
6:45	Sunoco News			
7:00	Chesterfield Club News of the World Mary Osborn Tria H. V. Kalfenberg	Fulton Lewis, Jr. Alvin Heller Henry J. Taylor Inside of Sports	Headline Edition Elmer Davis Lane Ranger	Bessie Jack Smith
7:15				
7:30				
7:45				
8:00	Cities Service Band of America Can You Top This	There's Always A Woman Leave It to the Girls Billy Rose	The Fat Man This Is Your FBI	Mr. Ace and Danny Thor
8:15				
8:30				
8:45				
9:00	People Are Funny	Gabriel Heatter Radio Newsweek	Break the Bank The Sheriff	Morgan, An Langford Adventures and Harri
9:15				
9:30	Waltz Time			
9:45				
10:00	Mystery Theater	Meet the Press	Boxing Bouts	Everybody Paul Baker Spotlight R
10:15				
10:30	Sports	Tax Banke		

S A T U R D A Y

A.M.	NBC	MBS	ABC	CBS
9:00	Story Shop		Shoppers Special	CBS News Renfro Van Garden G Washington
9:15				
9:30	Mind Your Manners	Robert Hurleigh Practical Gardner		
9:45				
10:00	Frank Merrillwell	Bill Harrington	This Is For You Johnny Thompson Ho lywood Headlines Saturday Strings	Red Bar house Mary Lee
10:15				
10:30	Archie Andrews	Ozark Valley Folks		
10:45				
11:00	Meet the Meeks	Movie Matinee	Abbott and Costello	Let's Pret
11:15				
11:30	Smilin' Ed McConnell	Teen Timer's Club	Land of the Lost	Junior MI
11:45				

AFTERNOON PROGRAMS

12:00	Arthur Barriault Public Affairs	Misc. Programs This Week in Wash- ington	Junior Junction	Theatre o
12:15				
12:30	Coffee With Congress	Pro Arte Quartet	American Farmer	Stars Over
12:45				
1:00	Nat'l Farm Home	Alan Loma	Maggi McNeillie, Herb Shadden Speaking of Songs	Grand Co County F
1:15				
1:30	Edmond Tomlinson Report From Europe	Dance Orch.		
1:45				
2:00	Music For The Moment Salute to Veterans	Bands For Bonds	Fascinating Rhythm	Give and
2:15				
2:30				
2:45				
3:00				
3:15				
3:30	Local Programs	Sports Parade	ABC Symphony Orch.	Country
3:45				
4:00	Doctors Today	Horse Race Charles Slocum	Plane Playhouse	Report in Adventur Science Cross-Se
4:15				
4:30	First Plane Quartet	First Church of Christ Science	Racing	Stan Dou Present Make W Youth
4:45				
5:00	Swanee River Boys Lassie Show Dr. I. Q. Jr.	Take A Number True or False	Treasury Band Show Melodies to Remem- ber	Local Pr
5:15				
5:30				
5:45	King Cole Trio		Dorothy Guddelm	

EVENING PROGRAMS

8:00	Peter Roberts	Dance Orchestra	Vagabonds' Quartet	News fr ington in My Red Bar Show Larry L
8:15	Art of Living NBC Symphony		Profits of Prayer Harry Womer Jack Beall	
8:30				
8:45				
7:00		Hawai'i Calls	Challenge of the Yukon	
7:15				
7:30	Curtain Time	What's the Name of That Song	Famous Jury Trials	Abe Bu Meagy
7:45				
8:00	Life of Riley	Twenty Questions	Ross Dolan, Detective	Local P
8:15				
8:30	Truth or Conse- quences	Stop Me If You've Heard This One	The Amazing Mr. Malone	
8:45				
9:00	Your Hit Parade	Keeping Up With the Kitis Lionel Hampton	Gangsters	Jean De Vaughn
9:15	Judy Canova Show		What's My Name	
9:30				
9:45				
10:00	Radio City Playhouse	Theatre of the Air	Professor Quiz	Saturd Sere It Pays Ignor
10:15				
10:30	Grand Ole Opry		Hayloft Hoedown	



"MEET ME AT
PARKY'S"
SUNDAY NIGHTS ON
NBC

MENU
NOTHING
NO SUBSTITUTES

SITUATION COMEDIES

Humorous happenings which occur in the home, at work and in school and those funny offbeat characters one always sees in restaurants, parks and public places (but nobody seems to know) were all given weekly radio airings. Whether it was Miss Brooks, the funny schoolteacher, the dumb blond secretary Irma, Andy Hardy, Al Pearce, Hal Peary as the Great Gildersleeve or Alan Bunce and Peg Lynch as Ethel and Albert, radio's situation-comedy series provided listeners with the right combination of story, laughs and improbability to make them come back for more of the same week after week.



SCATTERGOOD BAINES

Radio actor Forrest Lewis, left, was a versatile performer who played several roles on the *Scattergood Baines* series. In the picture left, he stages one of his many "fights" with Arnold Robertson, right, who played Ed Potts on the show. The role of Scattergood, the well-meaning scatterbrained hero of these comedies was played by Jess Pugh and Wendell Holmes, in that order.

HALLS OF IVY

Celebrated motion-picture star Ronald Colman and his wife, Benita Hume, played college professor William Todhunter Hall and Vicky Hall in a series about fun in a typical American college. The show was later made into a successful television series.



THE GAY MRS. FEATHERSTONE

The *Gay Mrs. Featherstone* featured "light-headed comedienne" Billie' Burke, center, as the rich and silly widow Mrs. Featherstone. At the microphone with Billie is Alan Hale, one of the program's stooges.



ADVENTURES OF FRANK MERRIVAL



This series was a combination situation comedy-soap opera and featured, from left to right, Lawson Zerbe as Frank, Elaine Rost as Inza and Hal Studer as Bart.

OUR MISS BROOKS



"Teacher" Eve Arden and her *Our Miss Brooks* students, Richard Crenna and Gloria MacMillan.



Miss Brooks (Eve Arden) and her Mr. Boynton (Jeff Chandler).

Everybody's favorite high school English teacher, Connie Brooks, as played by comedienne Eve Arden, was first heard as a radio series and later went on to television. The series featured Gale Gordon as Miss Brooks' principal, Mr. Conklin; Richard Crenna as her favorite student, Walter Denton; Gloria MacMillan as Mr. Conklin's daughter, Harriet; and Jane Morgan as Connie Brooks' landlady, Mrs. Davis. Jeff Chandler, before he became a motion-picture matinee idol, was Eve's love interest on the show, Mr. Boynton, the biology teacher.

MY FRIEND IRMA

Director Cy Howard put his *Irma* cast through some pretty hilarious paces during the run of the series. The boardinghouse where friends Irma and Jane lived was owned by Mrs. O'Reilly (Gloria Gordon). Professor Kropotkin (Hans Conried) had a room there, too. Jane's boyfriend, Richard Rhineland III (Leif Erikson), was a frequent visitor.

Dumb blond secretary Irma Peterson (Marie Wilson) and her boyfriend, Al (Alan Reed), in a 1946 publicity photo.

"Roommates" Irma Peterson (Miss Wilson) and Jane (Cathy Lewis). Miss Lewis was replaced by Joan Banks because of illness.



THE GOLDBERGS

This domestic series about a Jewish family living in the Bronx, New York, was as popular on TV in the early 1950's as it had been during the 1940's on radio. The first *Goldbergs* program was heard on NBC in 1929 and had a healthy run on the airways until 1946. Mrs. Berg turned her radio series into a full-length Broadway play, which also enjoyed a long run.

The *Goldbergs* was written, produced and directed by its star, Gertrude Berg.



Daughter Rosalie Goldberg (Roslyn Silber), Mother Molly Goldberg (Gertrude Berg), and Father Jake Goldberg (James R. Waters).



LUM AND ABNER



Lum (Chester Lauk) and Abner (Norris Goff), in the Lum and Abner makeup, provided homespun humor which won them millions of fans over the years.

The action of *Lum and Abner* took place at The Jot 'em Down Store, which was located in the small town of Pine Ridge, Arkansas. The first show was aired in 1931 over the NBC network. Then it jumped from NBC to CBS to ABC over the following twenty-four years.



Actors Lauk and Goff looked like ordinary folk when not dressed up in their Lum and Abner costumes, as seen below with their guest, Zazu Pitts.



BLONDIE

Announcer: Uh-uh-uh! . . . Don't touch that dial! It's time for . . .

Dagwood: (CALLING) B-l-o-n-d-i-e!!!

Movie couple Penny Singleton (*Blondie*) and Arthur Lake (*Dagwood*) brought their Chic Young characters intact to their radio series. The result was usually silly and always funny.



EASY ACES

The successful formula of the *Easy Aces* show was simple: clever man married to not-so-clever girl. The result? The husband spends his life saying, "Isn't that awful?" every time his wife opens her silly mouth.



Writer-comedian Goodman Ace, as well as writing his own weekly *Easy Aces* program, contributed to such radio hits as *The Fred Allen Show*, *The Aldrich Family* and the *Henry Morgan Show*. "Goody" Ace and his really not so silly wife, Jane, are pictured at left.

AMOS AND ANDY

In the socially conscious America of today, the *Amos and Andy* show would hardly gain a very large audience. But to the less civil-rights-minded citizens of the 1930's and 1940's Amos and Andy were perfectly acceptable, humorous characters. The program was certainly not without humor, even though it did present the American Negro in stereotyped terms using dialects and malapropisms. Kingfish George Stevens ("I'se regusted"), Madam Queen, Ruby Taylor, Sapphire Stevens ("Is dat you, Sapphire?"), Shorty the barber and the other comic characters became familiar friends to millions of listeners.



White comedians Freeman Gosden (Amos) and Charles Correll (Andy) donned blackface makeup for a publicity still of their popular series.



Actors Freeman Gosden and Charles Correll began their Amos and Andy routines on the vaudeville stage.



The title role of Rose was played by veteran radio actress Mercedes McCambridge for many years on *Abie's Irish Rose*. Her Abie was Richard Coogan.

ABIE'S IRISH ROSE

One of Broadway's longest-running hits, Anne Nichols' *Abie's Irish Rose*, was successfully turned into a hit radio series in the early 1940's. The story concerned the humorous situations and problems as well that occur when a Jewish boy, Abie, marries an Irish Catholic girl, Rose.



Famous Yiddish theater stars Anna Appell and Menasha Skulnik had regular roles on the show. They played Rose and Abie's next-door neighbors, the Cohens, and each week they stole the show.

HENRY ALDRICH

Mother: (CALLING) Henry! Henry Aldrich!

Henry: (ANSWERING FROM A DISTANCE) Coming, Mother!

Henry Aldrich, the teen-age hero of *The Aldrich Family* series, was played by Ezra Stone—who in real life looked like anything but a typical teen-ager. Based on the hit stage play *What a Life*, the Henry Aldrich character was first brought to radio as a feature of *The Rudy Vallee Show*.





LIFE WITH LUIGI

The *Life with Luigi* show had many funny situations which amused huge audiences. But Pasquale's (Allan Reed) fat daughter, Rosa (Jody Gilbert), who was constantly "on the make" for little Luigi, became the show's most popular running gag. Irish-American actor J. Carrol Nash played his Italian immigrant role of Luigi so well that he was typecast forever as one Italian after another in movies and on radio and TV.

ANDY HARDY

Movie teen-age hero Andy Hardy was transferred successfully from the silver screen to the wireless with the motion-picture cast intact. Right, Mickey Rooney (Andy Hardy) is with his "Father," who was played by actor Lewis Stone and his "Mother," actress Fay Holden.



DUFFY'S TAVERN

Sound: (PHONE RINGING AND BEING PICKED UP)

Archie: Duffy's Tavern, where the elite meet to eat. Archie, the manager, speaking. Duffy ain't here. Oh, hello, Duffy.



Archie, the bartender and manager of Duffy's Tavern, with a guest at "the tavern," Hoagy Carmichael.



Miss Duffy, the boss' daughter, was played by actress Shirley Booth. Ed Gardner played Archie, the manager of Duffy's Tavern.



A DATE WITH JUDY

Ann Gillis as the teen-ager Judy Foster was the female version of Henry Aldrich. She's seen here with her brother, Randolph, who was played by Dix Davis, and Lois Corbett as Mother Foster. Actor Richard Crenna played Judy's boyfriend, Oogie Pringle.

THE ADVENTURES OF OZZIE AND HARRIET

Ozzie and Harriet Nelson were everybody's "next-door neighbors" or the people everybody would have liked to have had for their next-door neighbors. Here they look over music for their weekly radio series. With their sons, David and Ricky, at first played by actors Tommy Bernard and Henry Blair and later played by David and Ricky themselves; Thorney, their neighbor, played by John Brown; actresses Bea Benadaret and Lucrece Tuttle, and singers The King Sisters, Ozzie and Harriet enjoyed one of radio's most successful situation-comedy runs. The program easily survived the switch from radio to television in the early 1950's and had an equally long tenure in that medium.



MEET ME AT PARKY'S

Parkyakarkis, the Greek beanery owner, was a well-known and loved radio character. The role was played by talented comedian Harry Einstein. The Parkyakarkis character was created by Einstein for the *Eddie Cantor Show* and proved so popular it was turned into a half-hour situation comedy series. Parky is seen here with his beanery "cashier," who was played by Joan Barton, and the show's vocalist, Patty Bolton.



INSIDE RADIO Telling You About Programs and People You Want to Hear

SUNDAY

PACIFIC WAR TIME	CENTRAL WAR TIME	Eastern War Time	Program
	8:00	9:00	CBS: News and Organ
	8:00	9:00	Blue: News
	8:00	9:00	NBC: News and Organ Recital
	8:30	9:30	CBS: Musical Masterpieces
	8:30	9:30	Blue: The Woodshedders
	8:45	9:45	CBS: Village Chapel
8:00	9:00	9:00	CBS: News of the World
8:00	9:00	9:00	Blue: World News
8:00	9:00	9:00	NBC: News from Europe
8:15	9:15	9:15	CBS: E. Power Biggs
8:15	9:15	9:15	Blue: White Rabbit Line
8:15	9:15	9:15	NBC: Commando Mary
8:30	9:30	9:30	NBC: Marcia Noel
8:45	9:45	9:45	CBS: English Melodies
9:00	10:00	10:00	CBS: Church of the Air
9:00	10:00	10:00	Blue: Fantasy in Meody
9:00	10:00	10:00	NBC: Radio Pulpit
9:10	10:10	10:10	CBS: Wings Over Jordan
9:10	10:10	10:10	Blue: Southaires
10:00	11:00	11:00	CBS: Warren Sweeney, News
10:00	11:00	11:00	Blue: Yester's Orch.
8:45	10:00	11:00	CBS: Egan Petri, Pianist
8:10	10:10	11:10	MBS: Radio Chapel
8:10	10:10	11:10	Blue: Jossel Marola
8:10	10:10	11:10	NBC: Invitation to Learning
8:45	10:45	11:45	NBC: The Music of the Air
9:00	11:00	12:00	CBS: Transatlantic Call
9:00	11:00	12:00	Blue: News from Europe
9:00	11:00	12:00	NBC: Emma Otter
9:15	11:15	12:15	CBS: Sult Lake City Tabernacle
9:10	11:10	12:10	Blue: Stars from the Blue
9:10	11:10	12:10	NBC: That They Might Live
10:00	11:00	12:00	CBS: Church of the Air
10:00	11:00	12:00	Blue: Herold Meidt Orch.
10:00	11:00	12:00	NBC: Morgan Beatty
10:15	12:15	1:15	NBC: Labor for Victory
10:30	12:30	1:30	CBS: Outcry News
10:30	12:30	1:30	Blue: We Believe
10:45	12:45	1:45	CBS: Steppanoff's Steppaross
11:00	1:00	2:00	CBS: Those We Love
11:00	1:00	2:00	Blue: Chapel of U. S. A.
11:00	1:00	2:00	NBC: University of Chicago Round Table
11:30	1:30	2:30	CBS: World News Today
11:30	1:30	2:30	Blue: Yesterday and Today
11:30	1:30	2:30	NBC: John Charles Thomas
11:50	1:50	2:50	CBS: Aunt Jimima
12:00	2:00	3:00	CBS: N. Y. Philharmonic Orch.
12:00	2:00	3:00	Blue: Mayday Sisters
12:00	2:00	3:00	NBC: Reports on Rationing
12:15	2:15	3:15	CBS: Wake Up America
12:15	2:15	3:15	Blue: NBC Symphony
12:30	2:30	3:30	NBC: The Army Hour
1:00	3:00	4:00	CBS: National Vespers
1:10	3:10	4:10	CBS: Pause that Refreshes
1:10	3:10	4:10	Blue: Green Hornet
1:10	3:10	4:10	NBC: Land of the Free
2:00	4:00	5:00	CBS: The Family Hour
2:00	4:00	5:00	Blue: Gunther & Vandercook
2:00	4:00	5:00	NBC: NBC Symphony
2:15	4:15	5:15	Blue: Ella Fitzgerald
2:15	4:15	5:15	NBC: Upton Close
2:30	4:30	5:30	Blue: Musical Steelmakers
2:30	4:30	5:30	NBC: The Shadow
2:45	4:45	5:45	Blue: William L. Shirer
3:00	5:00	6:00	CBS: Edward R. Murrow
3:00	5:00	6:00	Blue: Arch Oboler Dramas
3:00	5:00	6:00	NBC: First Nighter
3:00	5:00	6:00	NBC: Catholic Hour
3:15	5:15	6:15	CBS: Irene Rich
3:30	5:30	6:30	CBS: Gene Autry
3:30	5:30	6:30	Blue: Metropolitan Auditions
3:45	5:45	6:45	NBC: The Great Gildersleeve
4:00	6:00	7:00	CBS: Commandos
4:00	6:00	7:00	Blue: Voice of Prophecy
4:00	6:00	7:00	NBC: Drew Pearson
4:00	6:00	7:00	NBC: Jack Benny
4:15	6:15	7:15	Blue: Edward Tomlinson
4:30	6:30	7:30	MBS: Stars and Stripes in Britain
4:30	6:30	7:30	Blue: We, the People
4:30	6:30	7:30	NBC: Quiz Kids
4:45	6:45	7:45	Blue: Harry Ferguson
5:00	7:00	8:00	CBS: Only Yesterday
5:00	7:00	8:00	Blue: Earl Gedwin, News
5:00	7:00	8:00	NBC: Charlie McCarthy
5:10	7:10	8:10	CBS: Career Doctor
5:30	7:30	8:30	Blue: Inner Sanctum Mystery
5:30	7:30	8:30	NBC: ONE MAN'S FAMILY
5:45	7:45	8:45	MBS: Gabriel Heatter
5:45	7:45	8:45	Blue: Gene Szwed
6:00	8:00	9:00	CBS: Radio Reader's Digest
6:00	8:00	9:00	Blue: Old-Fashioned Revival
7:30	8:30	9:30	Blue: Walter Winchell
8:00	9:00	10:00	CBS: Manhattan Merry-Go-Round
7:45	8:45	9:45	Blue: The Parker Family
8:00	9:00	10:00	CBS: FRED ALLEN
8:15	9:15	10:15	Blue: Jimmie Fidler
8:30	9:30	10:30	NBC: American Album of Familiar Music
7:00	9:00	10:00	CBS: Take It or Leave It
7:00	9:00	10:00	Blue: Edw. Kelly
7:00	9:00	10:00	NBC: John R. Hughes
7:30	9:30	10:30	Blue: Hour of Charm
7:30	9:30	10:30	NBC: Report to the Nation
8:00	10:00	11:00	CBS: News of the World
8:15	10:15	11:15	Blue: Blue Barren Orch.
8:15	10:15	11:15	NBC: Cesar Sarchinger
8:30	10:30	11:30	Blue: Benny Goodman Orch.
8:30	10:30	11:30	NBC: Unlimited Horizons



SINGING STAR . . .

More and more Americans are turning to classical music for relaxation and enjoyment. Soldiers and civilians alike, are demanding more serious music. That's why we've been asked to write about a very lovely, charming young singer named Vivian della Chiesa. You've probably heard her countless times on such programs as the CBS American Melody Hour and NBC's American Album of Familiar Music. Vivian is just twenty-six years old, but she is now celebrating her tenth year in radio.

Vivian's musical education started in Chicago, when she was very young. She didn't exactly come from a family of musicians, but all of her family were music lovers. Her mother's mother was a gifted organist and there were talented singers and instrumentalists, too, long before her. While there weren't any famous names in her family, they were all people who got along famously with music.

When she was only eight years old, Vivian was placed in a convent in Chicago, where she studied piano. But, even at that time, she wanted to become a singer rather than a pianist. Her sister, who was taking singing lessons at that time, is now a very excellent pianist!

In 1935, Miss della Chiesa walked off with top honors in a nation-wide contest conducted by CBS. There were 3,700 competitors in that contest, which guaranteed to the winner thirteen weeks on a sustaining program. After the second week on the program, Vivian got an offer from a Chicago movie theater, which she immediately accepted. There she sang arias from the operas, concert songs, even popular numbers. "It was the most wonderful training any young singer could get," Vivian smiles, "because on a moment's notice I had to be ready to sing anything."

Vivian has this to say, briefly, to young people who want to become singers. "Work hard." She has often been compared to that great operatic singer, Claudia Muzio. Vivian smiles about that and remarks that she is terribly flattered, but the only way she can be compared to Muzio, she says, is that she has the same capacity for hard work.

Vivian wants most of all to sing at the Met. That has been a driving ambition since childhood. And we feel that she will fulfill her ambition before very long. She recently won great acclaim for her wonderful performance with Arturo Toscanini and the NBC symphony orchestra.

Male listeners to her radio program will be interested to know that she is a very beautiful blonde, with large blue eyes and a sparkling sense of humor. She considers walking the finest sort of amusement.

MONDAY

PACIFIC WAR TIME	CENTRAL WAR TIME	Eastern War Time	Program
	8:00	9:00	CBS: News
	8:00	9:00	Blue: BREAKFAST CLUB
	8:15	9:15	CBS: School of the Air
	8:45	9:45	CBS: The Chapel Singers
8:10	9:00	10:00	Blue: Isabel Manning Howson
8:10	9:00	10:00	NBC: Robert St. John, News
8:45	9:30	10:15	Blue: Kitty Fayle
8:45	9:30	10:15	NBC: The O'Neills
7:30	9:10	10:10	CBS: Honeymoon Hill
7:30	9:10	10:10	Blue: The Baby Institute
7:30	9:10	10:10	NBC: Help Mate
2:45	9:45	10:45	CBS: Bachelor's Children
7:45	9:45	10:45	Blue: Gene & Glenn
7:45	9:45	10:45	NBC: A Woman of America
8:00	10:00	11:00	CBS: The Captivators
8:00	10:00	11:00	Blue: Breakfast at Sardi's
8:00	10:00	11:00	NBC: Road of Life
8:15	10:15	11:15	CBS: Second Husband
8:15	10:15	11:15	NBC: Vic and Sada
8:30	10:30	11:30	Blue: Bright Horizon
8:30	10:30	11:30	Blue: Just a Good Thing
8:30	10:30	11:30	NBC: Snow White
1:15	10:45	11:45	CBS: Aunt Jenny's Stories
1:15	10:45	11:45	Blue: Al and Lu Reiser
1:15	10:45	11:45	NBC: David Harum
9:00	11:00	12:00	CBS: KATE SMITH SPEAKS
9:15	11:15	12:15	Blue: Big Sister
9:30	11:30	12:30	CBS: Romance of Helen Trent
9:30	11:30	12:30	Blue: The Home Light
9:30	11:30	12:30	NBC: Our Gal Sunday
10:00	12:00	1:00	CBS: Life Can Be Beautiful
10:00	12:00	1:00	Blue: Bauhaug Talking
10:15	12:15	1:15	CBS: Ma Perkins
10:15	12:15	1:15	Blue: Horace Donaway
10:30	12:30	1:30	NBC: Vic and Sada
12:45	1:45	2:45	CBS: The Goldbergs
12:45	1:45	2:45	Blue: Vincent Lopez Orch.
12:45	1:45	2:45	NBC: Young Dr. Malone
11:00	2:00	3:00	CBS: Joyce of the World
11:30	2:30	3:30	Blue: Lighted Path
11:30	2:30	3:30	NBC: Lenzy Women
11:30	2:30	3:30	CBS: We Love and Learn
11:30	2:30	3:30	Blue: The Radio Light
11:45	2:45	3:45	CBS: Pepper Young's Family
11:45	2:45	3:45	Blue: Hymns of All Churches
12:00	3:00	4:00	CBS: David Harum
12:00	3:00	4:00	Blue: Mary Marlin
12:15	3:15	4:15	CBS: Land, Trio & Curley
12:15	3:15	4:15	Blue: My True Story
12:30	3:30	4:30	NBC: Pepper Young's Family
12:30	3:30	4:30	Blue: Lette Lehman
12:45	3:45	4:45	CBS: Meet Happiness
12:45	3:45	4:45	Blue: Ted Malone
1:00	4:00	5:00	CBS: News
1:00	4:00	5:00	Blue: Club Matinee
1:00	4:00	5:00	NBC: Backstage Wife
1:15	4:15	5:15	CBS: Stella Dallas
1:15	4:15	5:15	Blue: Green Valley, U. S. A.
1:30	4:30	5:30	CBS: Joe and Ethel Turp
1:30	4:30	5:30	Blue: The Radio Show
1:30	4:30	5:30	NBC: Lorenzo Jones
1:45	4:45	5:45	Blue: The Radio Show
1:45	4:45	5:45	NBC: Young Under Brown
2:00	5:00	6:00	CBS: Madeleine Carroll Reads
2:00	5:00	6:00	Blue: See Hound
2:00	5:00	6:00	NBC: When a Girl Marries
2:15	5:15	6:15	CBS: Mother and Dad
2:15	5:15	6:15	Blue: Pop Harrigan
2:15	5:15	6:15	NBC: Patter Face Life
2:30	5:30	6:30	Blue: Are You a Genius
2:30	5:30	6:30	NBC: Jack Armstrong
2:30	5:30	6:30	Blue: Just Plain Jim
2:30	5:30	6:30	NBC: Superman
2:45	5:45	6:45	Blue: Front Page Farrell
2:45	5:45	6:45	NBC: Ben Bernie
2:45	5:45	6:45	Blue: Captain Midnight
3:00	6:00	7:00	CBS: Paul Sullivan, News
3:00	6:00	7:00	Blue: The Radio Pirate
3:10	6:10	7:10	NBC: Earl Sverdrup
3:15	6:15	7:15	CBS: Mary Small, Songs
3:15	6:15	7:15	Blue: The Radio Show
3:45	6:45	7:45	CBS: The World Today
3:45	6:45	7:45	Blue: The Radio Show
4:00	7:00	8:00	CBS: I Love a Mystery
4:00	7:00	8:00	Blue: Col. Steppanoff
4:15	7:15	8:15	NBC: The Lone Ranger
4:15	7:15	8:15	Blue: Ceiling Unlimited
7:30	9:30	11:30	CBS: Blondie
7:30	9:30	11:30	Blue: The Lone Ranger
7:30	9:30	11:30	NBC: H. V. Kaltenborn
8:00	10:00	11:00	CBS: Earl Gedwin, News
8:00	10:00	11:00	Blue: Cavalry of America
8:00	10:00	11:00	NBC: GAY NINETIES
8:30	10:30	11:30	Blue: True or False
8:30	10:30	11:30	NBC: Victor G.
8:30	10:30	11:30	Blue: Building Drummond
8:45	10:45	11:45	CBS: LUX-TEATER
8:45	10:45	11:45	Blue: CABINET PLEASER
9:00	11:00	12:00	CBS: The Telephone Hour
9:00	11:00	12:00	Blue: Spotlight Bands
9:00	11:00	12:00	NBC: Raymond Gram Swing
9:00	11:00	12:00	Blue: Contents Program
9:00	11:00	12:00	NBC: Grace Fields
9:00	11:00	12:00	Blue: Informal Music
9:00	11:00	12:00	NBC: The Ring Time

TUESDAY

P.W.T.	C.W.T.	Eastern War Time
	8:10	Blue: Texas Jim
8:00	9:00	CBS: News
8:00	9:00	CBS: BREAKFAST CLUB
8:00	9:00	NBC: Everything Goes
1:30	2:30	9:15 CBS: School of the Air
8:45	9:45	9:15 CBS: Golden Gate Quartet
9:30	10:30	CBS: Volant Lad
9:30	10:30	Blue: Isabel Manning Hewson
9:30	10:30	NBC: Robert St. John, News
8:45	9:15	9:15 CBS: Kitty Foyle
8:45	9:15	9:15 CBS: News
9:00	9:15	9:15 NBC: The O'Neills
9:30	9:30	9:30 CBS: Honeymoon Hill
9:30	9:30	Blue: Baby Matinee
9:30	9:30	NBC: Help Mate
12:45	9:45	9:45 CBS: Bachelor's Children
9:45	10:45	9:45 CBS: Gene & Glenn
9:45	10:45	NBC: A Woman of America
8:00	10:00	11:00 CBS: Mary Lee Taylor
8:00	10:00	Blue: Breakfast at Sardi's
8:00	10:00	NBC: Road of Life
8:15	10:15	11:15 CBS: Second Husband
8:15	10:15	Blue: Vic and Sade
8:30	10:30	11:30 CBS: Bright Horizon
8:30	10:30	Blue: Mary Lawson's Knights
8:30	10:30	NBC: Snow Village
11:15	10:15	11:45 CBS: Aunt Jenny's Stereos
8:45	10:45	11:45 CBS: Noel Loiser
10:00	11:00	11:45 NBC: David Harum
9:15	11:15	12:15 CBS: Kate Smith Speaks
9:15	11:15	12:15 CBS: Big Sister
9:15	11:30	12:30 CBS: Romance of Helen Trent
9:30	10:30	12:30 Blue: Farm and Home Hour
9:45	11:45	12:45 CBS: Our Gal Sunday
10:00	12:00	1:00 CBS: Life Can Be Beautiful
10:00	12:00	Blue: Baukhage Talking
10:00	12:00	1:00 CBS: Ma Perkins
10:15	12:15	1:15 CBS: Edward MacHugh
10:15	12:15	Blue: Vic and Sade
10:30	12:30	1:30 CBS: The Goldbergs
10:45	12:45	1:45 NBC: Young Dr. Malone
11:00	1:00	2:00 CBS: Light of the World
11:00	1:00	2:00 NBC: Joyce Jordan, M.D.
11:15	1:15	2:15 CBS: Lonely Women
11:30	1:30	2:30 CBS: We Love and Learn
11:30	1:30	Blue: Victory Hour
11:30	1:30	Blue: The Guiding Light
11:45	1:45	2:45 CBS: Popper Young's Family
11:45	1:45	2:45 NBC: Hymns of All Churches
12:00	2:00	3:00 CBS: David Harum
12:00	2:00	Blue: Merton Downey
12:00	2:00	NBC: Mary Matinee
12:15	2:15	3:15 CBS: Sing Along—Lanet Trio
12:15	2:15	3:15 CBS: My True Story
12:15	2:15	3:15 NBC: Ma Perkins
12:30	2:30	3:30 CBS: David Mannes School
12:30	2:30	Blue: Popper Young's Family
12:45	2:45	3:45 CBS: Ted Matinee
12:45	2:45	Blue: Ted Matinee
1:00	3:00	4:00 CBS: News
1:00	3:00	Blue: Backstage Wife
1:00	3:00	4:00 NBC: Green Valley, U. S. A.
1:15	3:15	4:15 CBS: Stella Dallas
1:15	3:15	Blue: Leronzo Jones
1:30	3:30	4:30 CBS: Men of the Sea
1:30	3:30	Blue: Joe and Ethel Turp
1:45	3:45	4:45 CBS: It's On the Record
1:45	3:45	Blue: You're Wider Brown
2:00	4:00	5:00 CBS: Madeline Carroll Reads
2:00	4:00	Blue: Sea Sound
2:00	4:00	Blue: When a Girl Marries
2:15	4:15	5:15 CBS: Mother and Dad
2:15	4:15	Blue: Hop Harrigan
2:15	4:15	Blue: Partia Faces Life
2:30	4:30	5:30 CBS: Are You a Genius
2:30	4:30	Blue: Jack Armstrong
2:30	4:30	Blue: Supermen
2:30	4:30	NBC: Just Plain Bill
2:45	4:45	5:45 CBS: Ben Bernie
2:45	4:45	Blue: Captain Midnight
2:45	4:45	Blue: Hunt Page Farrell
2:45	4:45	Blue: Frazier Hunt
2:45	4:45	Blue: Terry & the Pirates
3:00	5:00	6:00 CBS: Edwin C. Hill
3:00	5:00	Blue: Bill Stern
3:15	5:15	6:15 CBS: John B. Kennedy
3:15	5:15	Blue: The World Today
3:15	5:15	Blue: Lowell Thomas
3:30	5:30	6:30 CBS: Col. Steeponag
3:30	5:30	Blue: Fred Waring's Gang
3:45	5:45	6:45 CBS: I Love A Mystery
3:45	5:45	Blue: Harry James
3:45	5:45	Blue: Merow, Inc.
3:45	5:45	Blue: European News
4:30	6:30	7:30 CBS: American Melody Hour
4:45	6:45	7:45 NBC: M. V. Knaborn
4:45	6:45	Blue: Lights Out
4:45	6:45	Blue: Earl Godwin, News
4:45	6:45	Blue: Ginny Simms
4:45	6:45	Blue: Lunt and Abner
4:45	6:45	Blue: At Johnson
4:45	6:45	Blue: Duffy's
4:45	6:45	Blue: Marce Heldt
4:45	6:45	Blue: Carl Brown
4:45	6:45	Blue: Burns and Allen
4:45	6:45	Blue: Gabriel Byrne
4:45	6:45	Blue: Famous Jury Trials
4:45	6:45	Blue: Battle of the Sexes
4:45	6:45	Blue: Suspense
4:45	6:45	Blue: Spotlight Bands
4:45	6:45	Blue: Murder Clinic
4:45	6:45	Blue: Fibber McGee and Molly
4:45	6:45	Blue: Dale Carnegie
4:45	6:45	Blue: Ed. Hughes
4:45	6:45	Blue: Raymond Gram Swing
4:45	6:45	Blue: Bob Hope
4:45	6:45	Blue: Jazz Laboratory
4:45	6:45	Blue: Gracie Fields
4:45	6:45	Blue: Mary Small-Sings



BUSY ANNOUNCER . . .

Whether or not you like announcers, it is almost impossible to avoid hearing a young man named Harlow Wilcox. Mr. Wilcox is now spiling for four of the top programs in radio. On Fibber McGee and Molly, he is almost as well known as the stars themselves. He handles the announcing duties on the Maxwell House show, Blondie and Mayor Of The Town. As close as we can check, Harlow's voice reaches more people than any single person on the air.

Wilcox, who has been with Fibber and Molly since they started their series in 1935, in Chicago, is a tall, broad-shouldered young man with a warm smile, straight brown hair and blue eyes. When he talks, his bushy eyebrows move up and down rhythmically. "They keep time for me," he grins.

In almost eight years with the McGees, Harlow has been off the air only once.

Wilcox grew up in an atmosphere of showmanship. His father played cornet for the first Ringling Brothers circus ever produced. Later, the elder Wilcox became a well known band leader and young Harlow served as the band boy, lugging instrument cases all over the country. Harlow's sister, Hazel, was a concert violinist. It is little wonder that in his youth, Harlow aspired to be a musician. He wanted to play a hot trombone.

In his early 'teens, Harlow left home for the Chautauqua platform and the stage. He knocked about, touching almost all of the forty-eight states and ended up broke. A firm dealing in electrical equipment offered him a job as a salesman and young Wilcox decided to try it. After five years on the road in this business, he became sales manager of the concern.

Wilcox was not happy as a sales manager. His years of keeping on the move, made it almost impossible for him to stay in one place. In January, 1934, he gave up his position in the electrical company and joined the announcing staff of NBC in Chicago. He figured he'd save money and then travel, but he met Jim and Marion Jordan who took him in hand and induced him to settle down with them. It wasn't really "settling down" because Fibber and Molly helped guide him to the top rung in radio announcing.

When the McGees' program moved out to California, Harlow went with it. Now, most of his traveling is done in and around Hollywood, as he dashes from program to program. He is married to Mari Bishop of Oak Park, Illinois, whom he met while he was an announcer at NBC. Harlow's favorite sports are horseback riding, golf and tennis. He likes poetry, biography and modern music.

Those in radio who know Harlow well say that he is a very simple, unaffected person with an infinite capacity for laughter and story telling. Harlow's ambition is to spend the next thirty years as an announcer for Fibber and Molly and some day accompany them on a trip around the world.

WEDNESDAY

P.W.T.	C.W.T.	Eastern War Time
	8:10	Blue: Texas Time
8:00	9:00	CBS: News
8:00	9:00	CBS: Breakfast Club
8:00	9:00	NBC: Everything Goes
1:30	2:30	9:15 CBS: School of the Air
8:45	9:45	9:15 CBS: The Chapel Singers
9:30	10:30	CBS: Volant Lad
9:30	10:30	Blue: Isabel Manning Hewson
9:30	10:30	NBC: Robert St. John
8:45	9:15	9:15 CBS: Kitty Foyle
8:45	9:15	9:15 CBS: News
9:00	9:15	9:15 NBC: The O'Neills
9:30	9:30	9:30 CBS: Honeymoon Hill
9:30	9:30	Blue: Baby Matinee
9:30	9:30	NBC: Help Mate
12:45	9:45	9:45 CBS: Bachelor's Children
9:45	10:45	9:45 CBS: Gene & Glenn
9:45	10:45	NBC: A Woman of America
8:00	10:00	11:00 CBS: Mary Lee Taylor
8:00	10:00	Blue: Breakfast at Sardi's
8:00	10:00	NBC: Road of Life
8:15	10:15	11:15 CBS: Second Husband
8:15	10:15	Blue: Vic and Sade
8:30	10:30	11:30 CBS: Bright Horizon
8:30	10:30	Blue: Mary Lawson's Knights
8:30	10:30	NBC: Snow Village
11:15	10:15	11:45 CBS: Aunt Jenny's Stereos
8:45	10:45	11:45 CBS: Noel Loiser
10:00	11:00	11:45 NBC: David Harum
9:15	11:15	12:15 CBS: Kate Smith Speaks
9:15	11:15	12:15 CBS: Big Sister
9:15	11:30	12:30 CBS: Romance of Helen Trent
9:30	10:30	12:30 Blue: Farm and Home Hour
9:45	11:45	12:45 CBS: Our Gal Sunday
10:00	12:00	1:00 CBS: Life Can Be Beautiful
10:00	12:00	Blue: Baukhage Talking
10:15	12:15	1:15 CBS: Ma Perkins
10:15	12:15	Blue: Edward MacHugh
10:30	12:30	1:30 CBS: The Goldbergs
10:45	12:45	1:45 NBC: Young Dr. Malone
11:00	1:00	2:00 CBS: Light of the World
11:00	1:00	2:00 NBC: Joyce Jordan, M.D.
11:15	1:15	2:15 CBS: Lonely Women
11:30	1:30	2:30 CBS: We Love and Learn
11:30	1:30	Blue: Victory Hour
11:30	1:30	Blue: The Guiding Light
11:45	1:45	2:45 CBS: Popper Young's Family
11:45	1:45	2:45 NBC: Hymns of All Churches
12:00	2:00	3:00 CBS: David Harum
12:00	2:00	Blue: Merton Downey
12:00	2:00	NBC: Mary Matinee
12:15	2:15	3:15 CBS: Sing Along—Lanet Trio
12:15	2:15	3:15 CBS: My True Story
12:15	2:15	3:15 NBC: Ma Perkins
12:30	2:30	3:30 CBS: David Mannes School
12:30	2:30	Blue: Popper Young's Family
12:45	2:45	3:45 CBS: Ted Matinee
12:45	2:45	Blue: Ted Matinee
1:00	3:00	4:00 CBS: News
1:00	3:00	Blue: Backstage Wife
1:00	3:00	4:00 NBC: Green Valley, U. S. A.
1:15	3:15	4:15 CBS: Stella Dallas
1:15	3:15	Blue: Leronzo Jones
1:30	3:30	4:30 CBS: Men of the Sea
1:30	3:30	Blue: Joe and Ethel Turp
1:45	3:45	4:45 CBS: It's On the Record
1:45	3:45	Blue: You're Wider Brown
2:00	4:00	5:00 CBS: Madeline Carroll Reads
2:00	4:00	Blue: Sea Sound
2:00	4:00	Blue: When a Girl Marries
2:15	4:15	5:15 CBS: Mother and Dad
2:15	4:15	Blue: Hop Harrigan
2:15	4:15	Blue: Partia Faces Life
2:30	4:30	5:30 CBS: Are You a Genius
2:30	4:30	Blue: Jack Armstrong
2:30	4:30	Blue: Supermen
2:30	4:30	NBC: Just Plain Bill
2:45	4:45	5:45 CBS: Ben Bernie
2:45	4:45	Blue: Captain Midnight
2:45	4:45	Blue: Hunt Page Farrell
2:45	4:45	Blue: Frazier Hunt
2:45	4:45	Blue: Terry and the Pirates
3:00	5:00	6:00 CBS: Edwin C. Hill
3:00	5:00	Blue: Bill Stern
3:15	5:15	6:15 CBS: John B. Kennedy
3:15	5:15	Blue: The World Today
3:15	5:15	Blue: Lowell Thomas
3:30	5:30	6:30 CBS: Col. Steeponag
3:30	5:30	Blue: Fred Waring's Gang
3:45	5:45	6:45 CBS: I Love A Mystery
3:45	5:45	Blue: Harry James
3:45	5:45	Blue: Merow, Inc.
3:45	5:45	Blue: European News
4:30	6:30	7:30 CBS: American Melody Hour
4:45	6:45	7:45 NBC: M. V. Knaborn
4:45	6:45	Blue: Lights Out
4:45	6:45	Blue: Earl Godwin, News
4:45	6:45	Blue: Ginny Simms
4:45	6:45	Blue: Lunt and Abner
4:45	6:45	Blue: At Johnson
4:45	6:45	Blue: Duffy's
4:45	6:45	Blue: Marce Heldt
4:45	6:45	Blue: Carl Brown
4:45	6:45	Blue: Burns and Allen
4:45	6:45	Blue: Gabriel Byrne
4:45	6:45	Blue: Famous Jury Trials
4:45	6:45	Blue: Battle of the Sexes
4:45	6:45	Blue: Suspense
4:45	6:45	Blue: Spotlight Bands
4:45	6:45	Blue: Murder Clinic
4:45	6:45	Blue: Fibber McGee and Molly
4:45	6:45	Blue: Dale Carnegie
4:45	6:45	Blue: Ed. Hughes
4:45	6:45	Blue: Raymond Gram Swing
4:45	6:45	Blue: Bob Hope
4:45	6:45	Blue: Jazz Laboratory
4:45	6:45	Blue: Gracie Fields
4:45	6:45	Blue: Mary Small-Sings

THURSDAY

P. W. T.	H. C.	Eastern War Time
		6:30 Rise: Texas Jim
	8:00	9:00 CBS: News
	8:00	9:00 Blue: Breakfast Club
	6:00	9:00 NBC: Everything Goes
1:10	2:30	9:15 CBS: School of the Air
	6:45	9:45 CBS: Golden Gate Quartet
6:30	9:00-10:00	CBS: Vaillant Lady
	9:00-10:00	Blue: Isabel Manning Newsen
	9:00-10:00	NBC: Robert St. John
6:45	9:15	10:15 CBS: Kitty Faye
	9:15	10:15 Blue: News
9:00	9:15	10:15 NBC: The O'Neills
	9:30	10:30 CBS: Moonbeam Hill
	9:30	10:30 Blue: Baby Institute
	9:30	10:30 NBC: Help Mate
12:45	9:45	10:45 CBS: Bachelor's Children
	9:45	10:45 Blue: Gene & Glenn
	9:45	10:45 NBC: A Woman of America
8:00-10:00	11:00	CBS: Mary Lee Taylor
9:00-10:00	11:00	Blue: Breakfast at Bard's
9:00-10:00	11:00	NBC: Road of Life
8:15	10:15	11:15 CBS: Secret Husband
8:15	10:15	11:15 Blue: Vic and Sade
8:15	10:15	11:15 NBC: Bright Horizon
8:15	10:15	11:15 Blue: Hank Lawson's Knights
8:15	10:15	11:15 NBC: Snow Village
11:15	10:45	11:45 CBS: Aunt Jenny's Stories
6:45	10:45	11:45 Blue: Al and Leo Retor
	10:45	11:45 NBC: David Marum
9:00-11:00	12:00	CBS: Kate Smith Speaks
9:00-11:00	12:00	NBC: Words and Music
9:15	11:15	12:15 CBS: Big Sister
9:30	12:00	12:30 CBS: Romance of Helen Trent
9:30	12:00	12:30 Blue: Farm and Home Hour
9:45	11:45	12:45 CBS: Our Gal Sunday
10:00-12:00	1:00	CBS: Life Can Be Beautiful
10:00-12:00	1:00	Blue: Backstage Talking
10:00-12:00	1:00	NBC: Fresh
10:15	12:15	1:15 CBS: Mac Perkins
10:15	12:15	1:15 Blue: Vic and Sade
10:30	12:30	1:30 CBS: Mac Perkins
	12:45	1:45 Blue: Vic and Sade
10:45	12:45	1:45 NBC: The Goldbergs
	12:45	1:45 CBS: Carey Longmire, News
11:00	1:00	2:00 CBS: Young Dr. Malone
11:00	1:00	2:00 NBC: Light of the World
12:30	1:15	2:15 CBS: Joyce Jordan, M.D.
11:15	1:15	2:15 NBC: Lonely Women
11:30	1:30	2:30 CBS: We Love and Learn
11:30	1:30	2:30 Blue: James McDonald
11:30	1:30	2:30 NBC: The Guiding Light
11:45	1:45	2:45 CBS: Pepper Young's Family
11:45	1:45	2:45 Blue: Stella Ungar
11:45	1:45	2:45 NBC: Drama of All Churches
2:00	3:00	CBS: David Marum
12:00	2:00	3:00 Blue: Werten Downey
12:00	2:00	3:00 NBC: Mary Martin
12:15	2:15	3:15 CBS: Landt Telo and Curley
12:15	2:15	3:15 Blue: My True Story
12:15	2:15	3:15 NBC: Mac Perkins
12:30	2:30	3:30 CBS: Indianapolis Symphony
12:30	2:30	3:30 NBC: Pepper Young's Family
12:45	2:45	3:45 CBS: Night to Happiness
12:45	2:45	3:45 Blue: Ted Malone
1:00	3:00	4:00 CBS: News
1:00	3:00	4:00 Blue: Club Matinee
1:00	3:00	4:00 NBC: Backstage Wife
1:15	3:15	4:15 CBS: John S. Valley, U. S. A.
1:15	3:15	4:15 NBC: Stella Dallas
1:30	3:30	4:30 CBS: Joe and Ethel Turp
1:30	3:30	4:30 Blue: Man of the Sea
1:30	3:30	4:30 NBC: Lorenzo Jones
1:45	3:45	4:45 CBS: Off the Record
1:45	3:45	4:45 Blue: Young Widder Brown
2:00	4:00	5:00 CBS: Madeline Carroll Reads
2:00	4:00	5:00 Blue: Sea Hound
2:00	4:00	5:00 NBC: When a Girl Marries
2:15	4:15	5:15 CBS: Weather and Dad
2:15	4:15	5:15 Blue: Hop Harrigan
2:15	4:15	5:15 NBC: Portia Faces Life
2:30	4:30	5:30 CBS: Are You a Genius?
2:30	4:30	5:30 Blue: Jack Armstrong?
2:30	4:30	5:30 NBC: Superman
2:45	4:45	5:45 CBS: Just Plain Bill
2:45	4:45	5:45 Blue: Ben Bernie
2:45	4:45	5:45 NBC: Captain Midnight
2:45	4:45	5:45 CBS: Frank Page Farrell
2:45	5:00	6:00 CBS: Frazier Hunt
2:45	5:00	6:00 Blue: Terry and The Pirates
2:45	5:00	6:00 NBC: Don't You Believe It
3:00	5:30	6:30 CBS: John S. Kennedy
3:00	5:30	6:30 Blue: Bill Stern
3:00	5:30	6:30 NBC: The World Today
3:15	5:45	6:45 CBS: Lowell Thomas
3:15	5:45	6:45 Blue: Col. Stoopnagle
3:15	5:45	6:45 NBC: Fred Weeping's Gang
4:00	6:00	7:00 CBS: I Love a Mystery
4:00	6:00	7:00 Blue: Fred Weeping's Gang
4:00	6:00	7:00 NBC: Our Secret Weapon
4:15	6:15	7:15 CBS: European News
4:15	6:15	7:15 Blue: Easy Aces
4:15	6:15	7:15 NBC: Bob Burns
4:45	6:45	7:45 CBS: Mr. Keon
4:45	6:45	7:45 Blue: Earl Godwin, News
4:45	6:45	7:45 NBC: Carole Time
5:00	7:00	8:00 CBS: Lum and Abner
5:00	7:00	8:00 Blue: America's Town Meeting
5:00	7:00	8:00 NBC: ALDRICH FAMILY
5:15	7:15	8:15 CBS: Roy Brown
5:15	7:15	8:15 Blue: Major Bowes
5:15	7:15	8:15 NBC: Gabriel Heatter
5:30	7:30	8:30 CBS: ART MUSIC HALL
5:30	7:30	8:30 Blue: Stage Door Central
5:30	7:30	8:30 NBC: Spatnick Bands
5:45	7:45	8:45 CBS: Rudy Vallee
5:45	7:45	8:45 Blue: Dale Carnegie
5:45	7:45	8:45 NBC: The First Line
5:45	7:45	8:45 CBS: Raymond Clapper
5:45	7:45	8:45 Blue: Raymond Gram Swing
5:45	7:45	8:45 NBC: Abbot and Costello
6:00	8:00	9:00 CBS: Grade Fields
6:00	8:00	9:00 Blue: March of Time
6:00	8:00	9:00 NBC: Talks
6:00	8:00	9:00 CBS: Ned Calmer, News



AMERICAN FORUM . . .

Next to being in an argument, Americans love to listen to one. This, no doubt, is why Theodore Granik's American Forum Of The Air is rapidly becoming one of the most popular programs of our time. Among the people who have matched wits and tempers on Granik's broadcast, were Donald Nelson, Leon Henderson, Rear Admiral Land, Francis Biddle, Dorothy Thompson and William Allen White. The list could go on and it should be interesting to know that nobody is paid for an appearance on the program.

Sometimes, the people on the program become very hot-headed while trying to prove their points. Mr. Granik, however, is always able to maneuver even the most temperamental political prima donna so skillfully that scarcely any time is wasted in name calling. He stays neutral, but is always firm, hard headed and diplomatic. This is quite a feat. He works so hard during a broadcast that he has to change his shirt after he leaves the studio, because it is usually wringing wet with perspiration.

Granik lives in Washington and knows almost every important person in politics. He began his radio career in 1926 after leaving, of all things, a job as an interlocutor in a minstrel show! His broadcasting days began with a Bible reading, then a sports review. While attending St. John's Law School, he began a radio discussion program called "Law For The Layman." He changed the format of the program from law to the problems of the day.

Although he has led a active public life, Granik has always found time to keep his radio forums going. He's been on the air for sixteen years and The American Forum Of The Air has been going strong since 1937. Granik's career in politics and law has not been hindered in the slightest by his activity in radio. He was the Assistant District Attorney for New York County. He was the General Counsel for the United States Housing Authority. He is the co-author of the law establishing the Smaller War Plants Corporation, which made him a hero to little business men.

Today, Granik still has a thriving practice as an attorney and public relations counsel in Washington. He is a counsel for the Bank of America. He was recently appointed national general counsel for the American Business Congress. He is a special adviser to Donald Nelson and serves as a counsel on the Small-Business Committee. While he relates all this, Granik smiles and remarks, "And I have a little spare time to spend with my two children." Then he adds, rather whimsically, that he also writes a newspaper column and conducts a College Forum over WOL in Washington.

Granik's purpose in conducting his Forum Of The Air is to put into action his firm belief in free speech. He states it this way: "The most potent weapon for the maintenance of our Democratic way of life is the guarantee that the people will be heard and their desires expressed."

FRIDAY

P. W. T.	H. C.	Eastern War Time
		8:30 Blue: Texas Jim
	8:00	9:00 CBS: News
	8:00	9:00 Blue: Breakfast Club
	8:00	9:00 NBC: Everything Goes
1:10	2:30	9:15 CBS: School of the Air
	6:15	9:15 NBC: Isabel Manning Newsen
6:45	9:45	CBS: The Chapel Singers
6:30	9:00-10:00	CBS: Vaillant Lady
	9:00-10:00	Blue: Isabel Manning Newsen
	9:00-10:00	NBC: Robert St. John
6:45	9:15	10:15 CBS: Kitty Faye
	9:15	10:15 Blue: News
9:00	9:15	10:15 NBC: The O'Neills
	9:30	10:30 CBS: Moonbeam Hill
	9:30	10:30 Blue: The Baby Institute
	9:30	10:30 NBC: Help Mate
12:45	9:45	10:45 CBS: Bachelor's Children
	9:45	10:45 Blue: Gene and Glenn
	9:45	10:45 NBC: A Woman of America
8:00-10:00	11:00	CBS: Feed News Bureau
9:00-10:00	11:00	Blue: Breakfast at Bard's
9:00-10:00	11:00	NBC: Road of Life
8:15	10:15	11:15 CBS: Second Husband
8:15	10:15	11:15 Blue: Vic and Sade
8:15	10:15	11:15 NBC: Bright Horizon
8:15	10:15	11:15 Blue: Hank Lawson's Knights
8:15	10:15	11:15 NBC: Snow Village
11:15	10:45	11:45 CBS: Aunt Jenny's Stories
6:45	10:45	11:45 Blue: Al and Leo Retor
	10:45	11:45 NBC: David Marum
9:00-11:00	12:00	CBS: Kate Smith Speaks
9:00-11:00	12:00	NBC: Words and Music
9:15	11:15	12:15 CBS: Big Sister
9:30	12:00	12:30 CBS: Romance of Helen Trent
9:30	12:00	12:30 Blue: Farm and Home Hour
9:45	11:45	12:45 CBS: Our Gal Sunday
10:00-12:00	1:00	CBS: Life Can Be Beautiful
10:00-12:00	1:00	Blue: Backstage Talking
10:00-12:00	1:00	NBC: Fresh
10:15	12:15	1:15 CBS: Mac Perkins
10:15	12:15	1:15 Blue: Vic and Sade
10:30	12:30	1:30 CBS: Mac Perkins
	12:45	1:45 Blue: Vic and Sade
10:45	12:45	1:45 NBC: The Goldbergs
	12:45	1:45 CBS: Carey Longmire, News
11:00	1:00	2:00 CBS: Young Dr. Malone
11:00	1:00	2:00 NBC: Light of the World
12:30	1:15	2:15 CBS: Joyce Jordan, M.D.
11:15	1:15	2:15 NBC: Lonely Women
11:30	1:30	2:30 CBS: We Love and Learn
11:30	1:30	2:30 Blue: James McDonald
11:30	1:30	2:30 NBC: The Guiding Light
11:45	1:45	2:45 CBS: Pepper Young's Family
11:45	1:45	2:45 Blue: Stella Ungar
11:45	1:45	2:45 NBC: Drama of All Churches
2:00	3:00	CBS: David Marum
12:00	2:00	3:00 Blue: Werten Downey
12:00	2:00	3:00 NBC: Mary Martin
12:15	2:15	3:15 CBS: Landt Telo and Curley
12:15	2:15	3:15 Blue: My True Story
12:15	2:15	3:15 NBC: Mac Perkins
12:30	2:30	3:30 CBS: Indianapolis Symphony
12:30	2:30	3:30 NBC: Pepper Young's Family
12:45	2:45	3:45 CBS: Night to Happiness
12:45	2:45	3:45 Blue: Ted Malone
1:00	3:00	4:00 CBS: News
1:00	3:00	4:00 Blue: Club Matinee
1:00	3:00	4:00 NBC: Backstage Wife
1:15	3:15	4:15 CBS: John S. Valley, U. S. A.
1:15	3:15	4:15 NBC: Stella Dallas
1:30	3:30	4:30 CBS: Joe and Ethel Turp
1:30	3:30	4:30 Blue: Man of the Sea
1:30	3:30	4:30 NBC: Lorenzo Jones
1:45	3:45	4:45 CBS: Off the Record
1:45	3:45	4:45 Blue: Young Widder Brown
2:00	4:00	5:00 CBS: Madeline Carroll Reads
2:00	4:00	5:00 Blue: Sea Hound
2:00	4:00	5:00 NBC: When a Girl Marries
2:15	4:15	5:15 CBS: Weather and Dad
2:15	4:15	5:15 Blue: Hop Harrigan
2:15	4:15	5:15 NBC: Portia Faces Life
2:30	4:30	5:30 CBS: Are You a Genius?
2:30	4:30	5:30 Blue: Jack Armstrong?
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3:00	5:30	6:30 Blue: Bill Stern
3:00	5:30	6:30 NBC: The World Today
3:15	5:45	6:45 CBS: Lowell Thomas
3:15	5:45	6:45 Blue: Col. Stoopnagle
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5:15	7:15	8:15 NBC: Gabriel Heatter
5:30	7:30	8:30 CBS: ART MUSIC HALL
5:30	7:30	8:30 Blue: Stage Door Central
5:30	7:30	8:30 NBC: Spatnick Bands
5:45	7:45	8:45 CBS: Rudy Vallee
5:45	7:45	8:45 Blue: Dale Carnegie
5:45	7:45	8:45 NBC: The First Line
5:45	7:45	8:45 CBS: Raymond Clapper
5:45	7:45	8:45 Blue: Raymond Gram Swing
5:45	7:45	8:45 NBC: Abbot and Costello
6:00	8:00	9:00 CBS: Grade Fields
6:00	8:00	9:00 Blue: March of Time
6:00	8:00	9:00 NBC: Talks
6:00	8:00	9:00 CBS: Ned Calmer, News

SATURDAY

PACIFIC WAR TIME	CENTRAL WAR TIME	Eastern War Time
		5:00 CBS: News of the World
		5:00 Blue: News
		5:00 NBC: News
		6:15 CBS: Music of Today
		8:20 CBS: Misses Goes A-Shopping
		8:20 NBC: Dick Lohert
		6:30 Blue: Texas Jim
		5:45 CBS: Bert Sahrman Orchestra
		5:45 Blue: News
		5:45 NBC: News
		9:00 CBS: Press News
		9:00 Blue: Breakfast Club
		9:00 NBC: Everything Goes
		9:15 CBS: Caucasian Melodica
		9:30 CBS: Garden Gate
		9:00 CBS: Youth on Parade
		9:00 Blue: Isabel Manning Newton
		9:00 NBC: NBC STRING QUARTET
		9:20 CBS: U. S. Navy Band
		9:20 Blue: Hank Lawson's Knights
		9:20 NBC: Nellie Revell
		10:45 Blue: Betty Moore
8:00	10:00	11:00 CBS: Warren Sweeney, News
8:00	10:00	11:00 Blue: Game Parade
		11:00 CBS: American Red Cross
8:15	10:15	11:15 CBS: God's Country
9:30	10:30	11:30 CBS: Let's Pretend
9:30	10:30	11:30 Blue: Little Star Playhouse
9:30	10:30	11:30 NBC: U. S. Coast Guard Band
9:00	11:00	12:00 CBS: Theater of Today
9:00	11:00	12:00 Blue: Music by Black
9:00	11:00	12:00 NBC: News
9:15	11:15	12:15 NBC: Consumer Time
9:30	11:30	12:30 CBS: Stars Over Hollywood
9:30	11:30	12:30 Blue: Farm Bureau
9:30	11:30	12:30 NBC: Golden Melodica
10:00	12:00	1:00 CBS: Country Journal
10:00	12:00	1:00 Blue: Vincent Lopez
10:00	12:00	1:00 NBC: Beverly Blair, vocalist
10:15	12:15	1:15 NBC: Melodica for Strings
10:20	12:20	1:20 CBS: Adventures in Science
10:20	12:20	1:20 Blue: Washington Luncheon
10:20	12:20	1:20 NBC: All Out for Victory
10:45	12:45	1:45 CBS: David Cheskin's Orchestra
10:45	12:45	1:45 NBC: People's War
11:00	1:00	2:00 CBS: News
11:00	1:00	2:00 Blue: Metropolitan Opera
11:00	1:00	2:00 NBC: Roy Shield and Co.
11:05	1:05	2:05 CBS: Of Men and Books
11:30	1:30	2:30 CBS: Spirit of '43
1:45	1:45	2:45 NBC: Nat'l Parents and Teachers
12:00	2:00	3:00 CBS: F. S. D. Detroit
12:00	2:00	3:00 NBC: U. S. Air Force Band
12:20	2:20	3:20 CBS: Melic from Hawaii
12:30	2:30	3:30 NBC: News
12:45	2:45	3:45 NBC: Lyrics by Liza
1:00	3:00	4:00 CBS: Report from Washington
1:00	3:00	4:00 NBC: Natities in Rhythm
1:15	3:15	4:15 CBS: Reports from London
1:30	3:30	4:30 CBS: Calling Pan-America
1:30	3:30	4:30 NBC: Minstrel Melodica
2:00	4:00	5:00 CBS: Cleveland Symphony
2:00	4:00	5:00 Blue: Rod Ciano Orchestra
2:00	4:00	5:00 NBC: Doctors at War
2:30	4:30	5:30 NBC: Three Suns Trio
2:45	4:45	5:45 NBC: News, Alex Drier
2:45	4:45	5:45 Blue: Country Editor
2:45	5:45	6:00 CBS: Frander Hunt
3:00	5:00	6:00 Blue: Dinner Music
3:00	5:00	6:00 NBC: Gallicchio Orch.
3:15	5:15	6:15 CBS: People's Platform
3:30	5:30	6:30 Blue: Message of Israel
3:30	5:30	6:30 NBC: Religion in the News
3:45	5:45	6:45 CBS: The World Today
3:45	5:45	6:45 NBC: Paul Lavine Orch.
4:00	6:00	7:00 CBS: Report to the Nation
4:00	6:00	7:00 Blue: Virginia Dr. Karson
4:00	6:00	7:00 NBC: Noah Webster Says
4:00	6:30	7:30 CBS: Thanks to the Yanks
4:15	6:15	7:15 Blue: Danny Thomas
4:30	6:30	7:30 NBC: Ellyer Queen
5:00	7:00	8:00 CBS: Crummit and Sanderson
5:00	7:00	8:00 Blue: Roy Porter, News
5:30	7:30	8:30 NBC: Able's Irish Rose
5:15	7:15	8:15 Blue: Boston Symphony Orchestra
5:30	7:30	8:30 CBS: Hobby Lobby
5:00	7:00	8:00 NBC: Truth or Consequences
5:45	7:45	8:45 CBS: Eric Soverald
9:00	8:00	9:00 CBS: YOUR HIT PARADE
9:00	8:00	9:00 NBC: National Barn Dance
6:15	8:15	9:15 Blue: Edward Tomlinson
6:30	8:30	9:30 NBC: Can You Top This
6:30	8:30	9:30 Blue: Spotlight Band
6:45	8:45	9:45 CBS: Saturday Night Serenade
7:00	8:00	9:00 Blue: John Gunther
7:00	8:00	9:00 NBC: Bill Stern Sports Newscast
7:15	8:15	9:15 CBS: Soldiers With Wings
7:15	8:15	9:15 NBC: Dick Powell
7:30	8:30	9:30 NBC: Let's Play Reporter
7:45	8:45	9:45 CBS: Eileen Farrell
6:00-11:00	11:00	CBS: Red Calmar, News

MAY, 1943

It's Here!



Philco 472: built-in AM-FM.

ANOTHER in the new group of table-models is Philco Model 472. It's a moderately-priced set in a streamlined plastic cabinet and comes in either brown or ivory. Approximate dimensions are 10" x 16" x 8". Of interest, too, is the built-in dual AM-FM aerial system.

When talk gets around to small radios it must, of necessity, get around to the new "Personal" line of receivers built by RCA Victor. It's a battery-operated portable that weighs only three and a half pounds, and features a lid switch which automatically turns the radio on when the lid is opened. It's small enough to fit in a pocket, measuring only 3 1/4" x 4 1/4" x 6 1/4". This set retails for about \$33 and comes in red, brown, black and ivory.

Since there's plenty of vacation weather ahead, you may be looking for a portable radio that will give you reception no matter where you go. A good suggestion would be to look over the Crosley model 9-302. It's a three-way set that will operate in AC or DC current as well as on batteries. This portable comes in an alligator-grain brown leatherette case with metal trim.

Another portable using alligator grain is the RCA Victor model 8BX5. Contrasting effect is obtained by balancing the simulated leather with maroon plastic. This set is also three-way—Battery, AC and DC.



RCA 8BX5: battery, AC and DC.

FREQUENT GUEST STARS



Maxine, Patty and LaVerne, the Andrews Sisters, were frequent visitors on all of the major comedy and variety shows of the thirties, forties and fifties.



The cute little Moylan Sisters (Marianne and Peggy Joan) were the stars of their own weekly radio show after proving their worth on such popular favorites as *The Fred Allen Show* and others.



Singer Kenny Baker had his own ABC show every Wednesday at noon in addition to his guest-star spots.

GAME, TALK, QUIZ AND NEWS

In addition to being a medium for entertainment, radio proved invaluable as an instant on-the-spot means of conveying information about the world in which we were living. Newscasters like Edward R. Murrow, Gabriel Heatter, Lowell Thomas, H. V. Kaltenborn, and Elmer Davis gave us the daily news affecting the world. News events like the *Hindenburg* disaster, all the World War II news, from the Japanese attack on Pearl Harbor, the fall of Corregidor, the Normandy invasion, V-E Day and V-J Day and FDR's funeral services received full coverage on radio and are an important part of everyone's recollections of what radio was. Sportscasters like Bill Stern, Red Barber and Bill Corum described the play-by-play excitements of sports events like the Joe Louis fights and major league baseball games, especially the World Series games, which we couldn't witness firsthand. Motion picture gossip columnists Jimmy Fidler, Hedda Hopper and Louella Parsons brought us the news of what "the stars" of screen and radio did when not on camera or in front of the mike. Even the politicians found radio an ideal means of projecting their "real" personalities. FDR had his periodic fireside chats with the listening audience, and Fiorello LaGuardia, New York's mayor in the 1940's, read the Sunday comic strips to a comic-starved public during a newspaper strike. And of course, we must remember the men who brought us the "hit" songs of the day, the DJ's. Along with the newscasters, the DJ's have remained on radio, playing the new songs and occasionally reviving some of the old favorites for those of us who remember them. Some of the greatest selling hits had their start by a DJ plugging the song and the recording star.



Listen when
**KATE
SMITH
SPEAKS**

15 Minutes with Radio's charming personality
Noon E. S. T. Monday-Friday
Mutual Stations

an *Anniversary* dream
come true

Listen to the human stories of people like you—the humorous, poignant, nostalgic remembrances of life's anniversaries and the secret hopes they inspired on

BEN ALEXANDER'S
Golden Hope Chest

Every Day Monday-Friday Mutual Stations



Read how you can make an anniversary dream come true for your dear ones in February's *True Love and Romance Stories* magazine on newsstands January 21st.

*Speak Up
America!*

SENSATIONAL NEW
RADIO QUIZ

LEARN WHILE LAUGH
YOU
CASH AWARDS

WBZ WJZ
7:30 EST-PM-8:30 EDT

NBC Coast to Coast

IT PAYS TO BE IGNORANT



This comedy talk show featured a panel of comedians, Tom Howard, George Sheldon, Lulu McConnell and Harry McNaughton. They attempted to answer impossibly simpleminded questions such as "Who was the author of Charles Dickens' immortal classic *David Copperfield*?" Their answer would have probably been "Paul Revere!" because he was a coppersmith. They never gave the correct answer but were always funny with their answers.

LONG JOHN NEBEL

Chronic insomniacs had a champion in late-night interviewer-moderator Long John Nebel. His caustic remarks and timely guests were, and still are, good company on sleepless nights.



JACK STERLING

For the early risers, CBS had Jack Sterling on hand to help them greet the day. It was easy to wake up to his easygoing, dawn-sided manner and soft music.





KATE SMITH SPEAKS

Popular radio vocalist Kate Smith added a daytime radio-talk show to her busy broadcasting schedule and proved equally as popular with the listening public as an interviewer. The biggest names in the world of entertainment and politics paid Kate daily visits. Above, Kate is seen during one of her *Kate Smith Speaks* shows with movie character actor Thomas Mitchell, her longtime friend and manager Ted Collins, gossip columnist Louella Parsons and movie matinee idol Tyrone Power.

DR. I.Q.



"I have a lady in the balcony, Doctor," *Dr. I.Q.*'s announcer would call from amid the studio audience. When the contestant answered a question correctly, the famous "Doctor," Lew Valentine, would say, "Give that lady thirty silver dollars." The quiz show traveled all over the country and originated from a different city each week.

QUIZ KIDS

Adult listeners had a taste of humility served up to them each week when the “brainy” and very young Quiz Kids answered questions even college professors had trouble with. Joe Kelly and later Clifton Fadiman (seen here with the “kids”) were moderators on the show. Young geniuses like Joel Kupperman, Margaret Mary Dougherty, Sparky and Harve Fischman, Gunther Hollander, Vanessa Brown and Jack Beckman were a few of the “kids” who made regular appearances on the show.



BREAKFAST CLUB

Chicago radio veteran Don McNeill was the host each morning on NBC's popular *Breakfast Club*. With a full cast of regulars on hand to add to the early morning fun, like Aunt Fanny (Fran Allison, later of TV's *Kukla, Fran and Ollie*), Sam (fiction and fact from *Sam's Almanac*), The Three Romeos and Fibber Mc Gee and Molly (before they had their own radio series), the show drew listeners by the millions. The show began each morning with:

Good morning, breakfast clubbers
Good morning to yuh,
We got up bright and early
Just to how-dy-do-yuh!





MARY MARGARET McBRIDE

No radio interviewer had as devoted a following as Mary Margaret McBride. Her daily interviews and cozy chatter with radio fans and guest stars were like listening to warm conversations between friends. Such notable celebrities as Vice President Alben Barkley, as well as others from the entertainment and political arenas, were frequent guests. Mary Margaret had a knack for bringing out people, both big and small, from their protective shells and setting them at ease. On the occasion of her tenth anniversary on radio, Mary Margaret's popularity with fans was demonstrated when 20,000 of them turned out to pay her homage at New York's Madison Square Garden.

DOROTHY AND DICK

Newspaper woman Dorothy Kilgallen and her actor husband Richard Kollmar had a daily early-morning conversation over morning coffee, which was memorable for the frank talk and "inside show business" info supplied by the couple.



TEX AND JINX

Another husband and wife morning-talk program was the *Tex and Jinx* show. Tex McCrary and his wife, ex-model-actress Jinx Falkenburg, had a pleasant breakfast manner which delighted radio audiences.





**"Good
Evening**

**MR. and MRS.
AMERICA"**

WALTER WINCHELL

With his collar unbuttoned and his hat tilted jauntily to the side of his head, gossip columnist Walter Winchell's fast-paced, almost frantic news style was a weekly (and at times daily) radio highlight for some fans. In between gossip items, Winchell accompanied himself on a telegraph key, giving the impression that the news was "hot off the wires" to add to the excitement. He also punctuated his items with the word "Flash!"

**GOOD EVENING, MR. AND MRS. NORTH
AMERICA, AND ALL THE SHIPS AT SEA.
IT'S GO TO PRESS!**

LASHI--NEW YORK--The funeral of Alice Brady, the stage and screen actress, who died last midnight, will be private, tomorrow..Miss Brady would have been 47 Thursday.

BELGRADE!--Despite recent reports-- the threatened demobilization in the Balkans has not taken place... Instead, Greece is reported to have called out more reserves from the ranks of general conscription.

NEW YORK!--Norma Shearer, the star, was again operated on last night, because of another wisdom tooth infection..Miss Shearer returns to H'wood Wednesday.



Sportscaster Bill Stern.



Music commentator Milton Cross.

POPULAR ANNOUNCERS AND NEWSCASTERS



Announcer Ken Carpenter.



Announcer Bob Brown.

TRUTH OR CONSEQUENCES

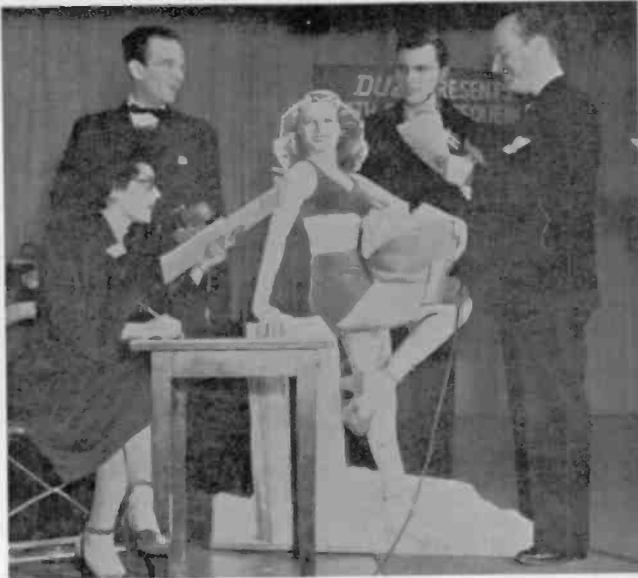
"Either tell the truth or suffer the consequences!" was the theme of this NBC game show. The questions usually asked by the "truth-seeking" management of the show were so crazy and impossible that contestants almost always had to pay the consequences, and that's when the fun began. The program can still be enjoyed on TV.



Husband is tested on his ability to get into bed late at night without waking wife. When seal was substituted, blindfolded husband soothed "wife" when she grunted.



Ralph Edwards, the "Aren't we devils?" *Truth or Consequences* MC, is seen above preparing some particularly nasty consequences for some unfortunate contestant.



Sailor dictates request for pin-up (center) of Janet Blair, describes her glowingly to antagonistic stenographer (left) before discovering that she is actually Miss Blair.

The above pictures illustrate the typical types of consequences.

\$64 QUESTION (TAKE IT OR LEAVE IT)

Phil Baker was the MC of the *\$64 Dollar Question* show on the radio which was the forerunner of the *\$64,000 Question* show on TV. Phil had two sidekicks, "Beetle" and "Bottle," who assisted him, and everybody got wildly excited when the contestants stopped or kept on going. "You'll be sor-r-y!!!" All screamed no matter what the contestant decided.



Here's rip-roaring adventure for everyone, young and old. For thrills, tune in *The Lone Ranger* 7:30 pm.* (Sponsor: General Mills, except in S. E. states)



This Is Your FBI. Official, authentic cases from FBI files. Tense, taut dramas produced by Jerry Devine (above). Friday is FBIday! 8:30 pm.* (EquitableLife)



The Sheriff. Don Briggs (above) stars as the super sleuth in this breathtaking adventure series every Friday at 9:30 pm.* (Pacific Coast Borax) What a night on ABC!



Ace sportscaster Harry Wismer brings you the *Champion Roll Call* every Friday at 9:55 pm.* Don't miss this lively round-up of late sports news. (Champion Spark Plugs)



Fight fans: Friday night is fight night on ABC! Gillette brings you *Cavalcade of Sports*, with blow-by-blow reporting by Don Dunphy (above) and color by Bill Corum 10:00 pm.*

**All times listed are Eastern Standard Time. In other time zones, consult your radio log.*

Listen to **ABC**
 American Broadcasting Company
 A NETWORK OF RADIO STATIONS SERVING AMERICA

INFORMATION PLEASE



The highly amusing, literate *Information Please* program was hosted by sometimes *Quiz Kid* moderator Clifton Fadiman. This panel-quiz show had well-known experts like John Kiernan and Franklin P. Adams as regulars and featured guest panelists like actor Clifton Webb.



MARGARET ARLEN

Margaret Arlen performed a similar interviewing task to Miss Pritchard's for CBS. Miss Arlen is seen interviewing American pianist Eunice Podis, as another guest, Mary Marvel, looks on.

FLORENCE PRITCHARD



Florence Pritchard, seen here with her regular announcer, George Hogan, was a glib and popular celebrity interviewer for the Mutual network.



BREAK THE BANK

Before he gained stardom as the Miss America Pageant MC, and as a stage star of *The Music Man*, Bert Parks was the host of such radio quiz shows as the popular *Break the Bank* program.



Don McNeill



Margaret Speaks



Cecil B. DeMille



Dorothy Thompson

FAVORITE PROGRAM

BEST SINGER OF CLASSICAL SONGS (WOMAN)

BEST DRAMATIC PROGRAM

BEST NEWS COMMENTATOR (WOMAN)

STANDINGS	POINTS
1. Breakfast Club	32.7
2. One Man's Family	15.3
3. Jell-O	9.2
4. Kraft Music Hall	8.2
5. Chase & Sanborn	6.6
6. Metropolitan Opera	6.0
7. Information, Please	5.7
8. Ford Evening Hour	5.6
9. Kay Kyser	5.2
10. Lux Radio Theater	5.2
99.7	

STANDINGS	POINTS
1. Margaret Speaks	21.0
2. Jessica Dragonette	15.2
3. Jeanette MacDonald	13.9
4. Jean Dickenson	12.0
5. Grace Moore	9.1
6. Lily Pons	8.7
7. Lucille Manners	8.0
8. Gladys Swarthout	5.0
9. Marian Anderson	4.1
10. Mary Eastman	2.7
99.7	

STANDINGS	POINTS
1. Lux Radio Theater	36.0
2. One Man's Family	21.0
3. First Nighter	8.3
4. Campbell's Playhouse	8.2
5. Those We Love	6.7
6. Big Town	5.2
7. Aldrich Family	4.8
8. Hollywood Playhouse	3.3
9. Adventures of Ellery Queen	3.1
10. Silver Theater	3.0
99.6	

STANDINGS	POINTS
1. Dorothy Thompson	48.2
2. Kate Smith	27.2
3. Hedda Hopper	12.7
4. Mary Margaret McBride	4.1
5. Eleanor Roosevelt	2.7
6. Louella Parsons	2.2
7. Adelaide Hawley	1.1
8. Dorothy Parker6
9. Claire Wallace6
10. Alma Kitchell5
99.5	



Barbara Luddy



Bing Crosby



Lowell Thomas



Don Wilson

BEST RADIO ACTRESS

BEST SINGER OF POPULAR SONGS (MAN)

BEST NEWS COMMENTATOR (MAN)

BEST ANNOUNCER

STANDINGS	POINTS
1. Barbara Luddy	16.2
2. Helen Hayes	15.7
3. Joan Blaine	12.3
4. Alice Frost	11.6
5. Nan Grey	11.3
6. Gale Page	10.7
7. Betty Winkler	6.9
8. Bette Davis	6.1
9. Madeleine Carroll	5.1
10. Anne Seymour	3.6
99.5	

STANDINGS	POINTS
1. Bing Crosby	33.7
2. Jack Baker	17.8
3. Lanny Ross	14.9
4. Kenny Baker	13.8
5. Don Ameche	5.1
6. Frank Munn	3.6
7. Johnny Johnston	2.9
8. Tony Martin	2.8
9. Rudy Vallee	2.6
10. Don Reid	2.4
99.6	

STANDINGS	POINTS
1. Lowell Thomas	37.8
2. Walter Winchell	14.1
3. H. V. Kaltenborn	13.0
4. Edwin C. Hill	7.3
5. Paul Sullivan	6.9
6. Jimmie Fidler	5.8
7. Elmer Davis	5.4
8. Raymond Gram Swing	3.7
9. Boake Carter	3.5
10. Fulton Lewis, Jr. . . .	2.4
100.0	

STANDINGS	POINTS
1. Don Wilson	27.5
2. Ken Carpenter	19.8
3. Milton J. Cross	17.1
4. Ralph Edwards	9.4
5. Bob Brown	8.7
6. Harry von Zell	5.8
7. Harlow Wilcox	3.6
8. Ford Bond	2.8
9. Fred Uttal	2.5
10. James Wallington	2.1
99.3	

Throughout Radio's Golden Age, listening audiences were asked by various radio fan magazines to vote for their favorite programs. The above results are from *Radio Guide's* poll, taken in the early 1940's.

SIGN OFF

BOB HOPE

Hope: (SINGING)

Thanks for the memory
Of the fun I've had with you . . .
Guest Bing-a-ling will do.
I've had a ball with him, it's true,
But that is nothing new, and
I thank you . . . so much!

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