

THE LIGHTER SIDE OF

Broadway *Castling*

A COLLECTION OF SID HIX CARTOONS

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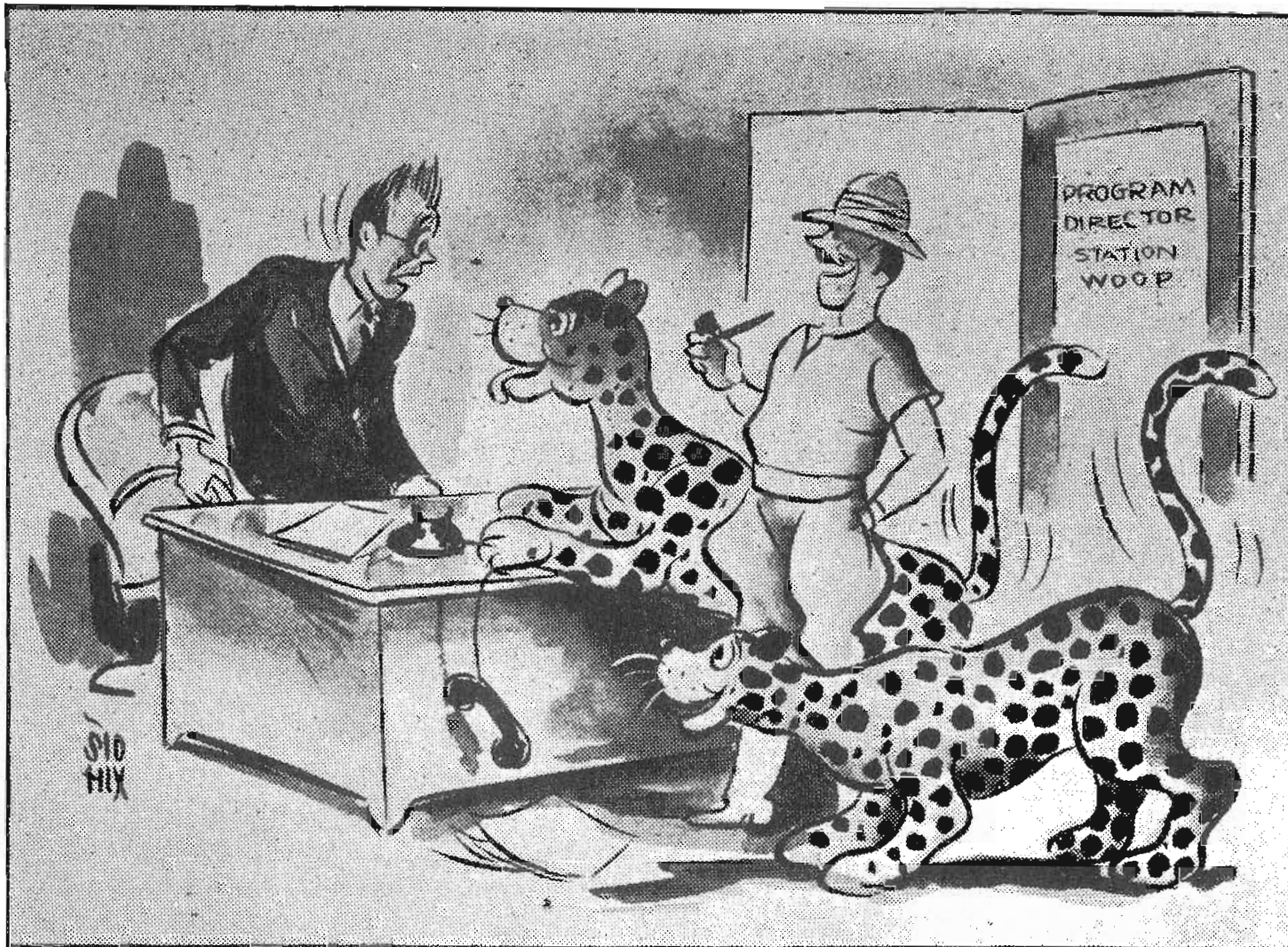
Only a few of us have been around BROADCASTING Magazine longer than Sid Hix has been. The editor was in at the founding on Oct. 15, 1931. Hix's first work appeared on Aug. 1, 1937. Since Hix's arrival, the regular division of editorial content has been roughly 99.9% serious reporting and .1% Hix, who has made disproportionately large use of his allotment.

Despite our best efforts to straighten him out, Hix persists in the belief that broadcasting is a laughing matter. This collection just may prove him right. It begins with his first submission and proceeds in chronological order.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO ©

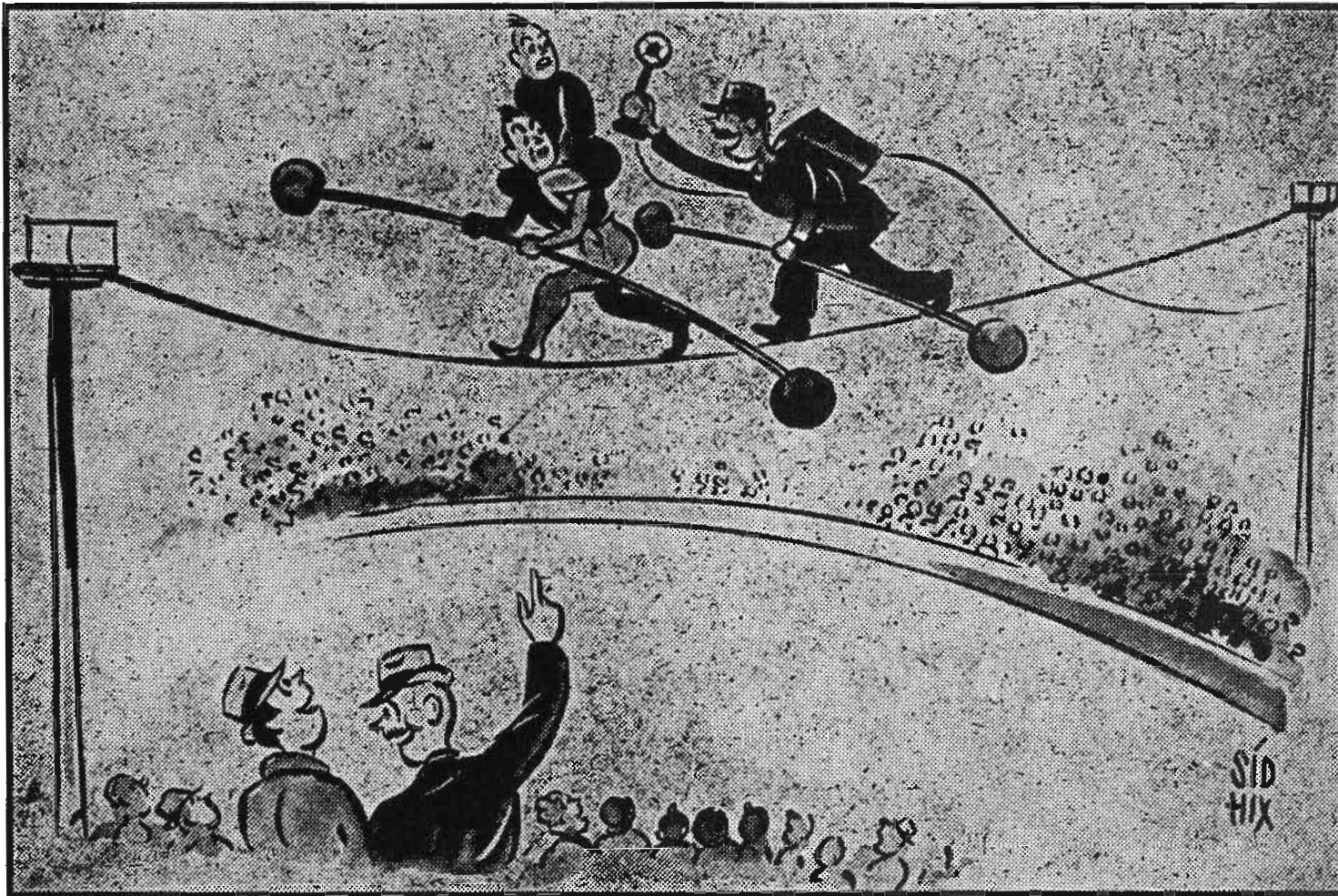
SOL TAISHOFF, Editor

August 1, 1937



"How about putting me and my leopards on a spot program?"

October 1, 1937



“That must be some of WVJ’s balanced programing.”

November 1, 1937



“And now let me present the Happiness Boys.”

December 15, 1937



“You’ll never convince me, Elmer, that radio will take the place of the newspaper.”

February 1, 1938



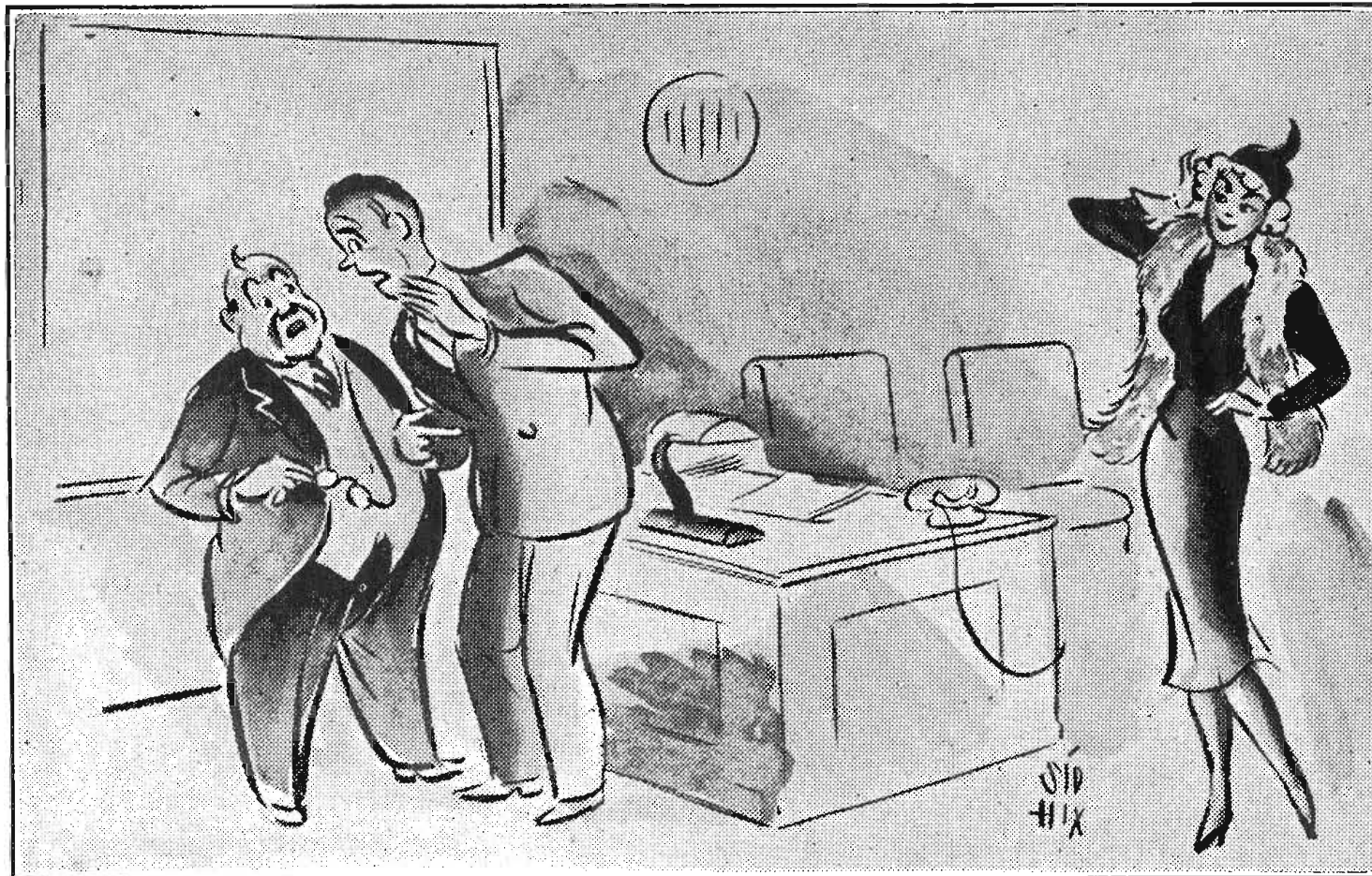
“My dear, I was just explaining to Miss Lush how that Bergen-McCarthy program was staged.”

June 5, 1938



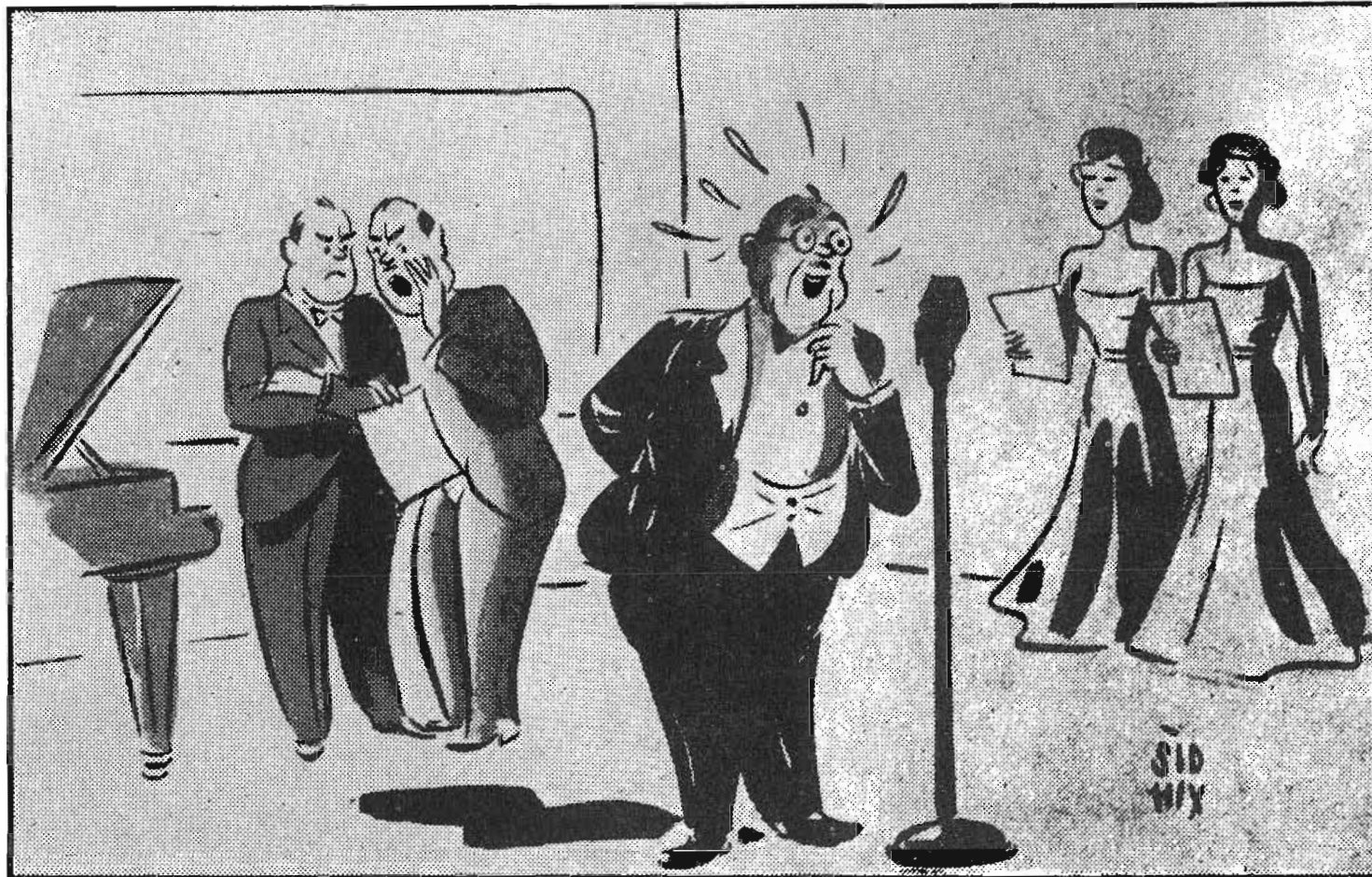
"I've landed a new account, chief. It's a company that makes a device to eliminate radio commercials."

August 1, 1938



“She wants to know would we be interested in a ‘*Woman-on-the-Street*’ program.”

January 1, 1939



“The sponsor’s going to say a few words. There goes our Crossley rating all to hell.”

March 15, 1939



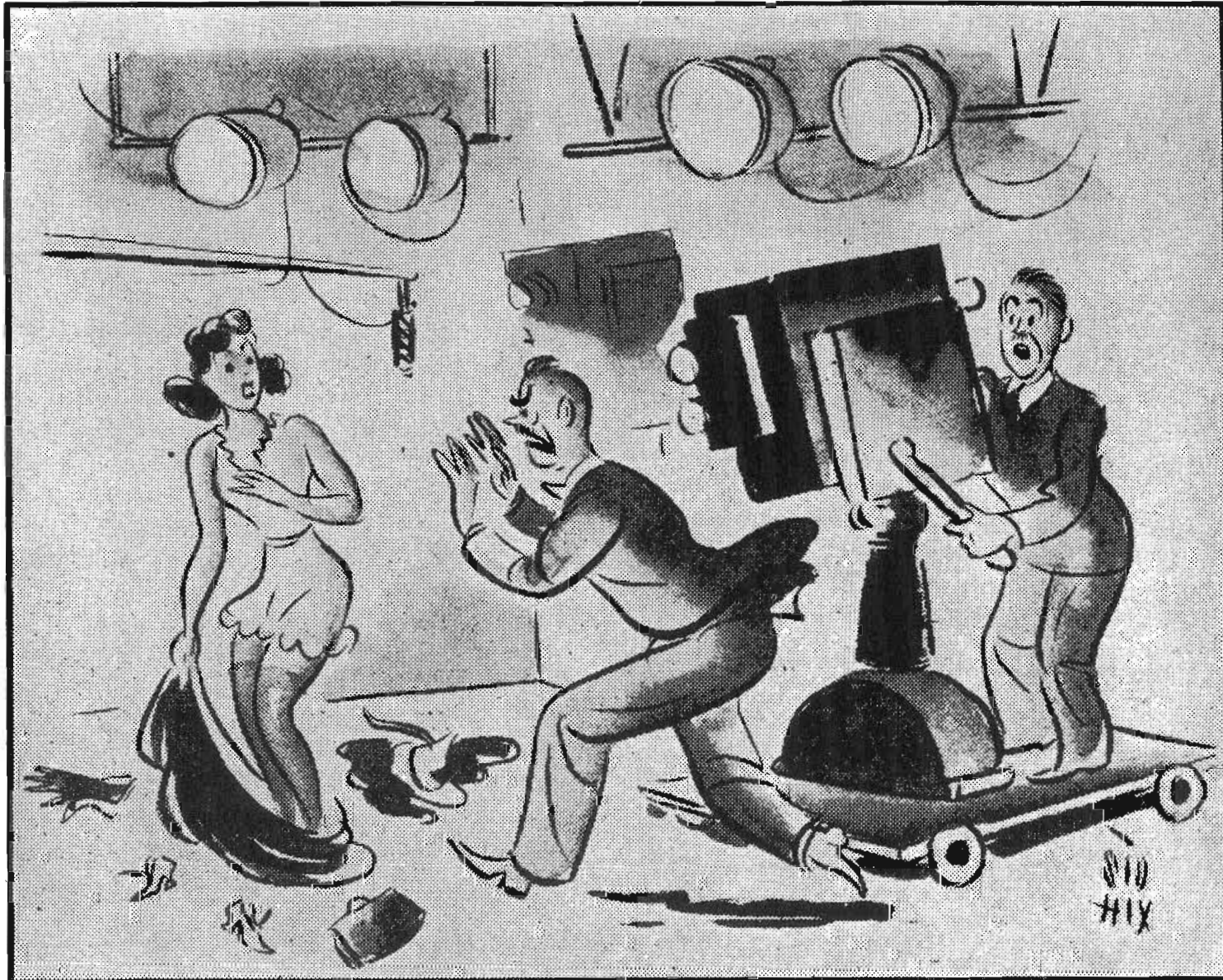
“That’s our roving reporter. He’s training for the spring floods.”

July 1, 1939



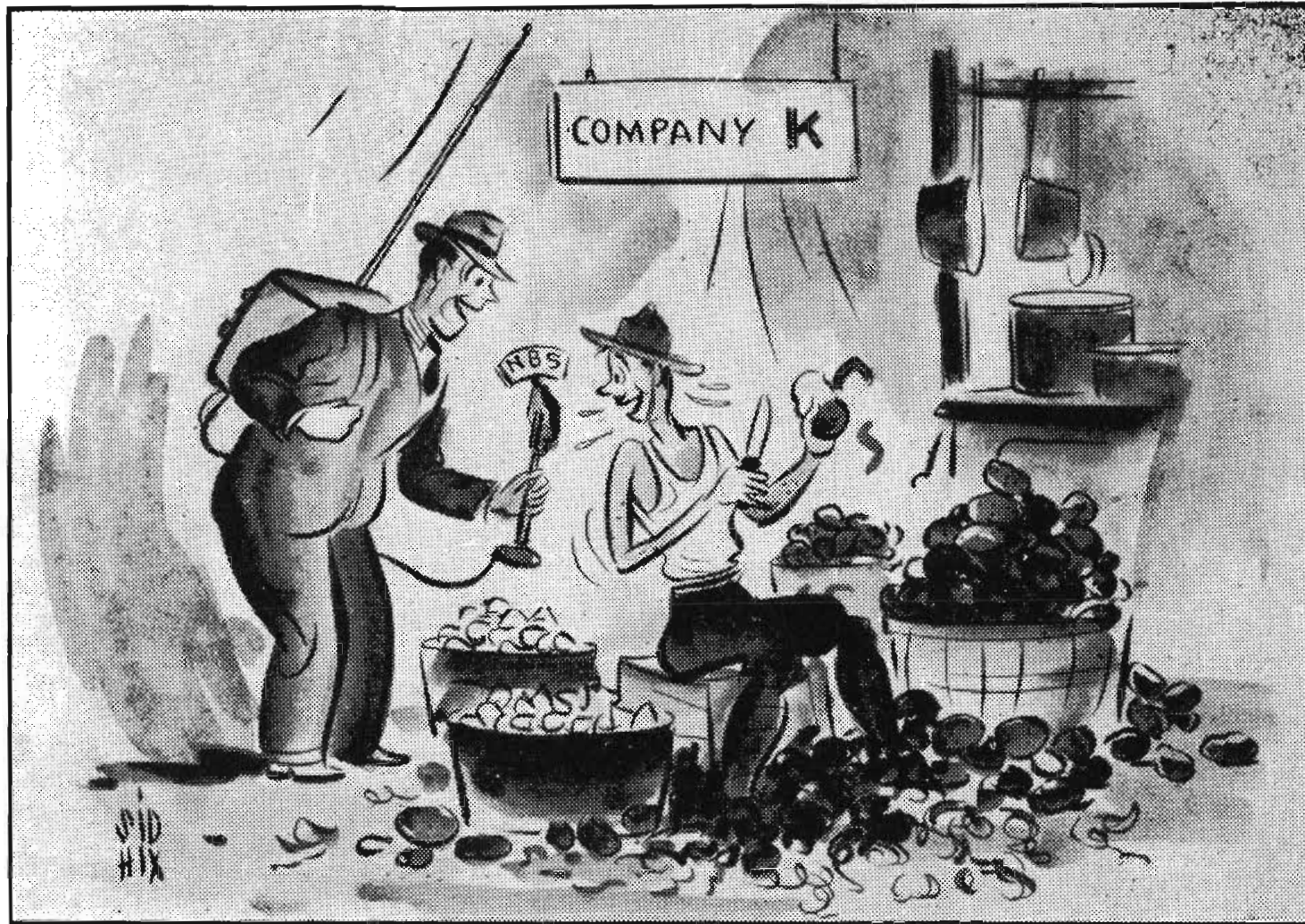
"Don't unpack, chief. There's another FCC inquiry starting tomorrow."

March 15, 1940



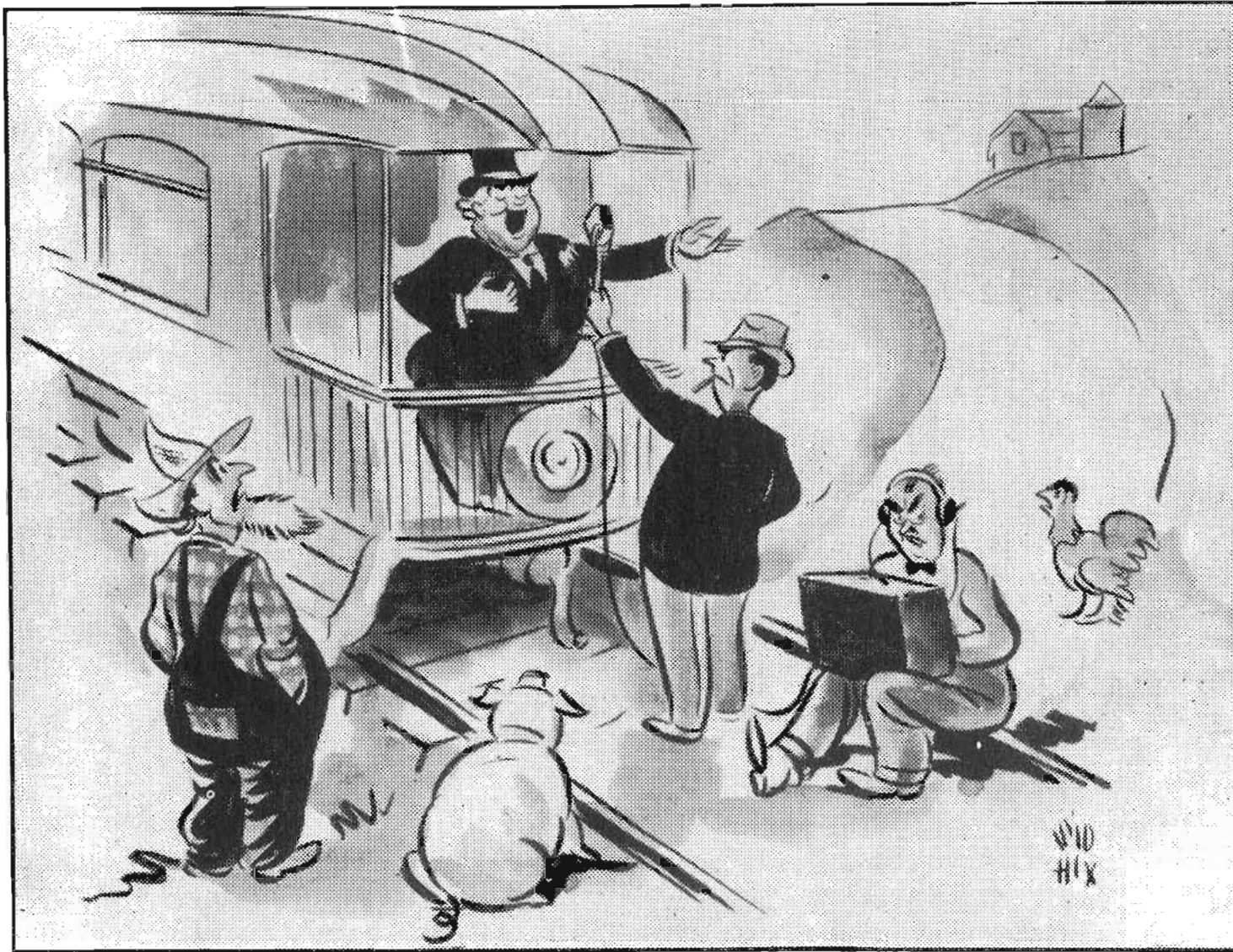
“Are you deaf? What I said was: ‘Let me see your script.’”

August 15, 1940



"...and I'm going to have some really practical tips for my WZYX Kitchen Klub this winter."

September 1, 1940



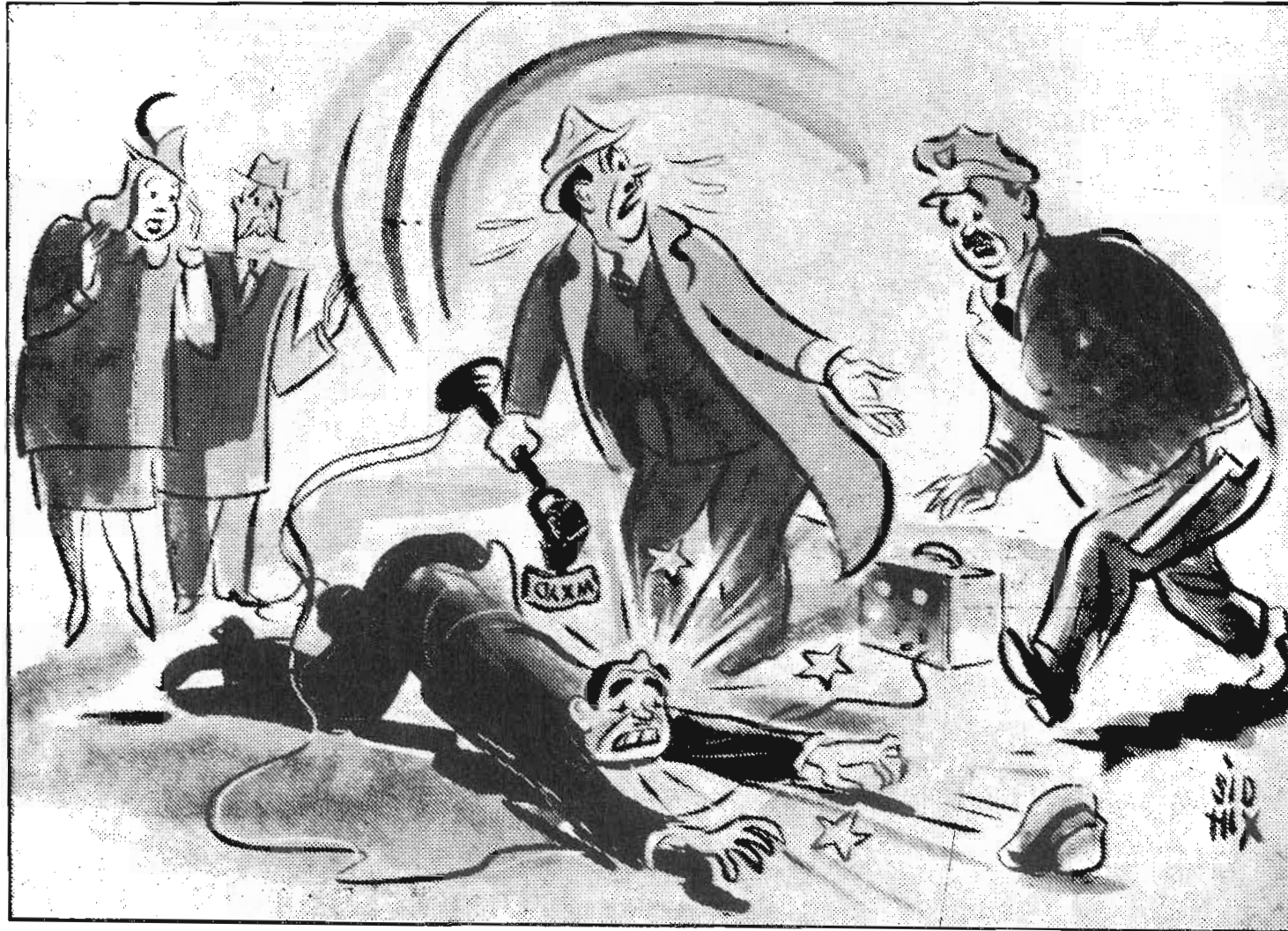
"I wish my millions of listeners could see these smiling thousands of loyal Wahoo County voters."

December 15, 1940



"This is your old friend, Kris Kringle, speaking from the frozen north."

February 3, 1941



"I had to do it, officer. He started to whistle an ASCAP tune."

April 28, 1941



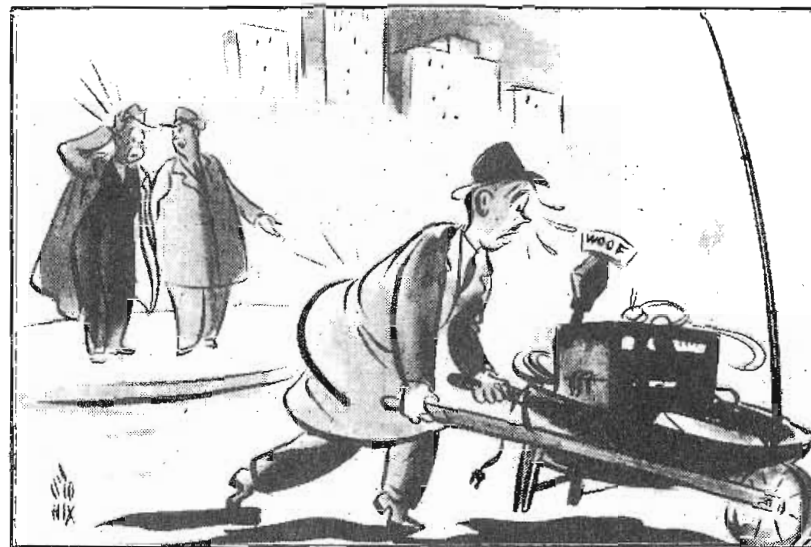
“He keeps hanging around. I think he’s an FCC man investigating joint ownership of newspapers and radio.”

September 22, 1941



"This you, George? Tell Mr. Snyder I've been captured and he'll have to send someone else to cover these damned maneuvers."

February 23, 1942



"The WOOF people can't get any tires for their remote truck."

June 15, 1942



"Remember our act? We were 'Six Guys and a Gal' before the draft."

September 6, 1943



"I hear they've got a steak in there today."

December 21, 1942



“Petrillo made him put on the two sax players.”

September 27, 1943



"We have in our studio a man who will tell you himself just what our vitamin tablets have done for him."

September 11, 1944



"It's called a 'hitch-hiker.' I got the idea from radio."

October 9, 1944



"Foster, we're going to miss you when we change over to television."

May 13, 1946



“Sometimes I think Floyd overemphasizes the need for reality in FM sound effects.”

September 23, 1946



"And in conclusion let me say I'm an atheist, thank God."

October 14, 1946



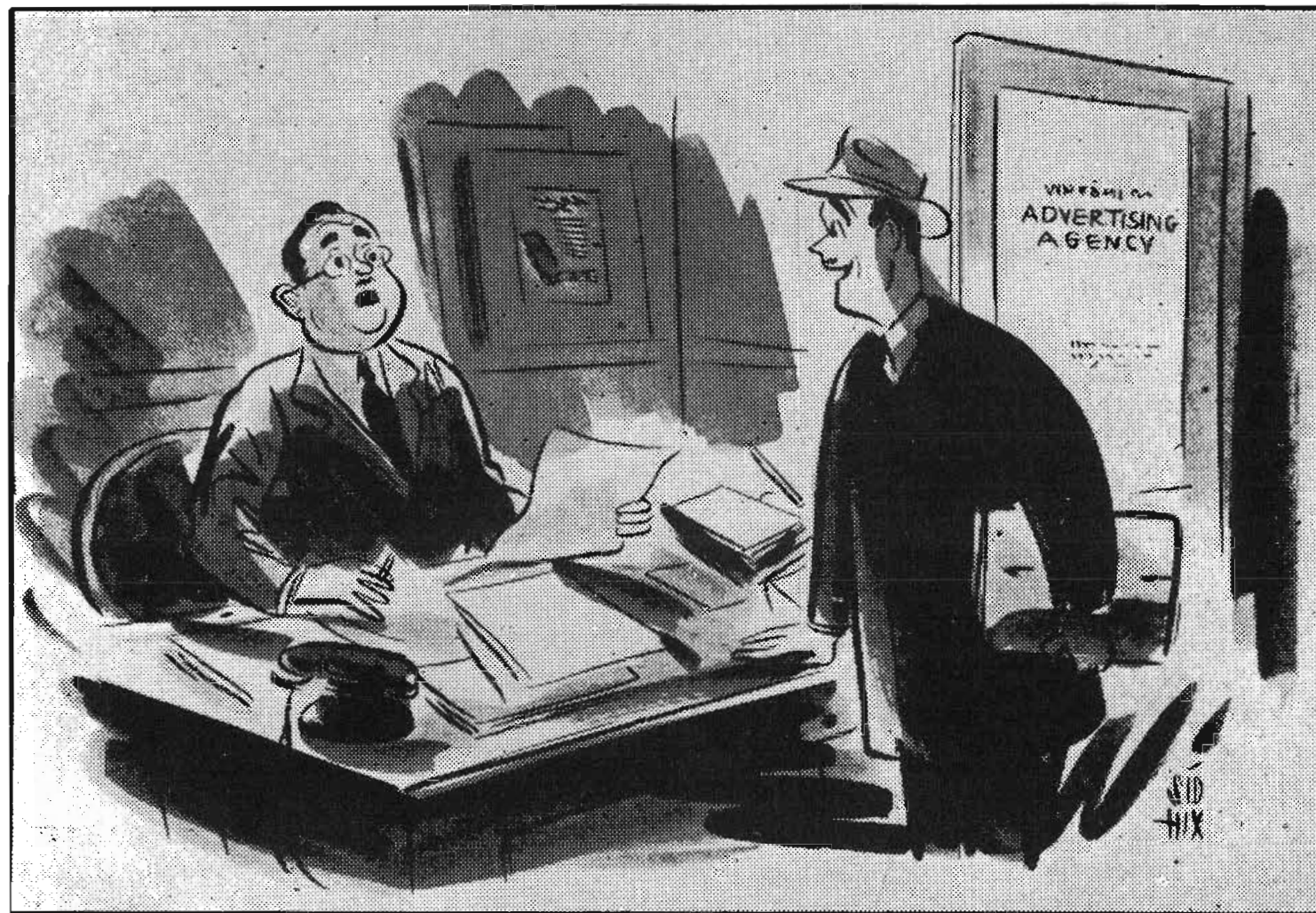
“Poor Dulin. He’s never written a book exposing life in an agency.”

December 2, 1946



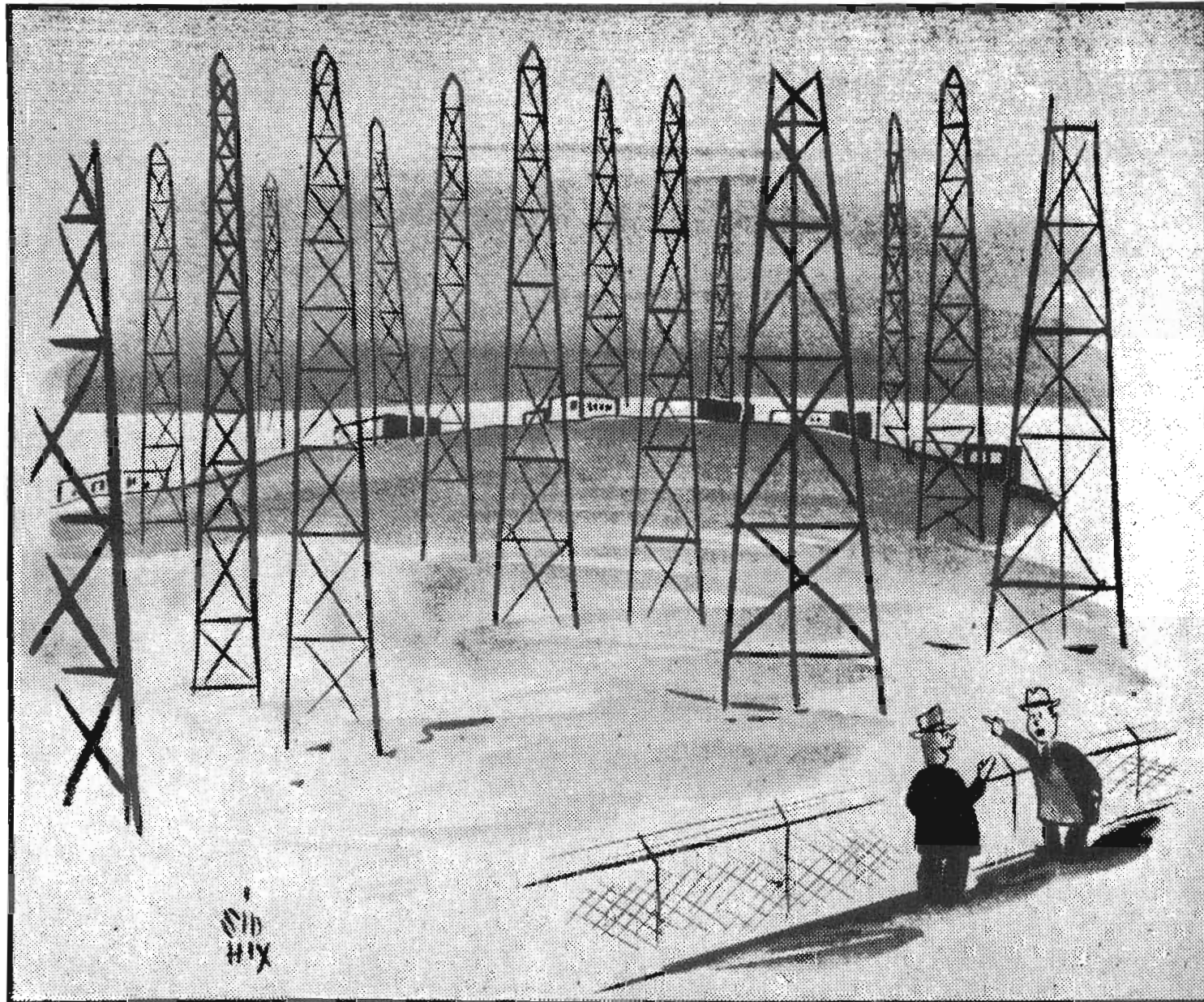
“And I thought we could stay out of those messy public places when we got our television set.”

January 6, 1947



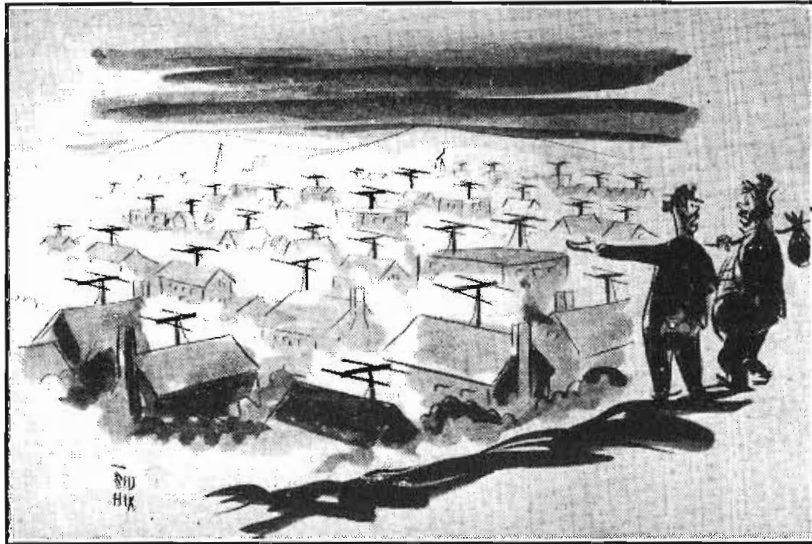
"The Carnation Contented Hour is considering a canned show, they say."

January 13, 1947



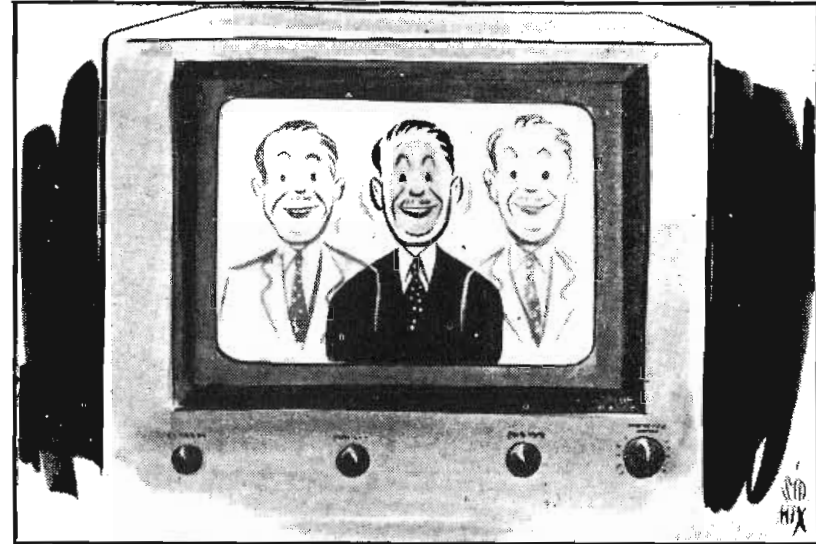
"No, not oil derricks. Radio stations."

April 26, 1948



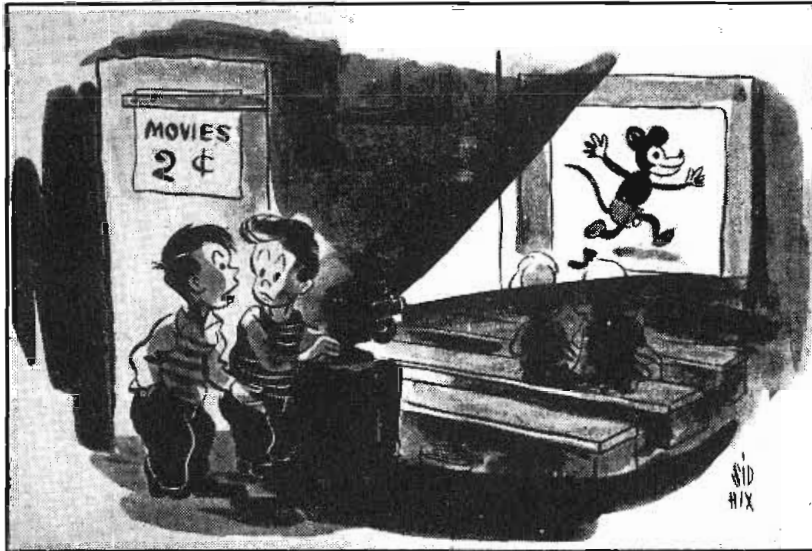
"I've never seen a city with so many beer parlors."

November 29, 1948



"...and any ghosts that may appear on this telecast are brought to you through the courtesy of the W.W. Jones Mortuary."

March 7, 1949



"Let's face it, Kelvin. Television is beginning to hurt."

October 30, 1950



"It just proves, Honey: Radio is here to stay."

November 1, 1948



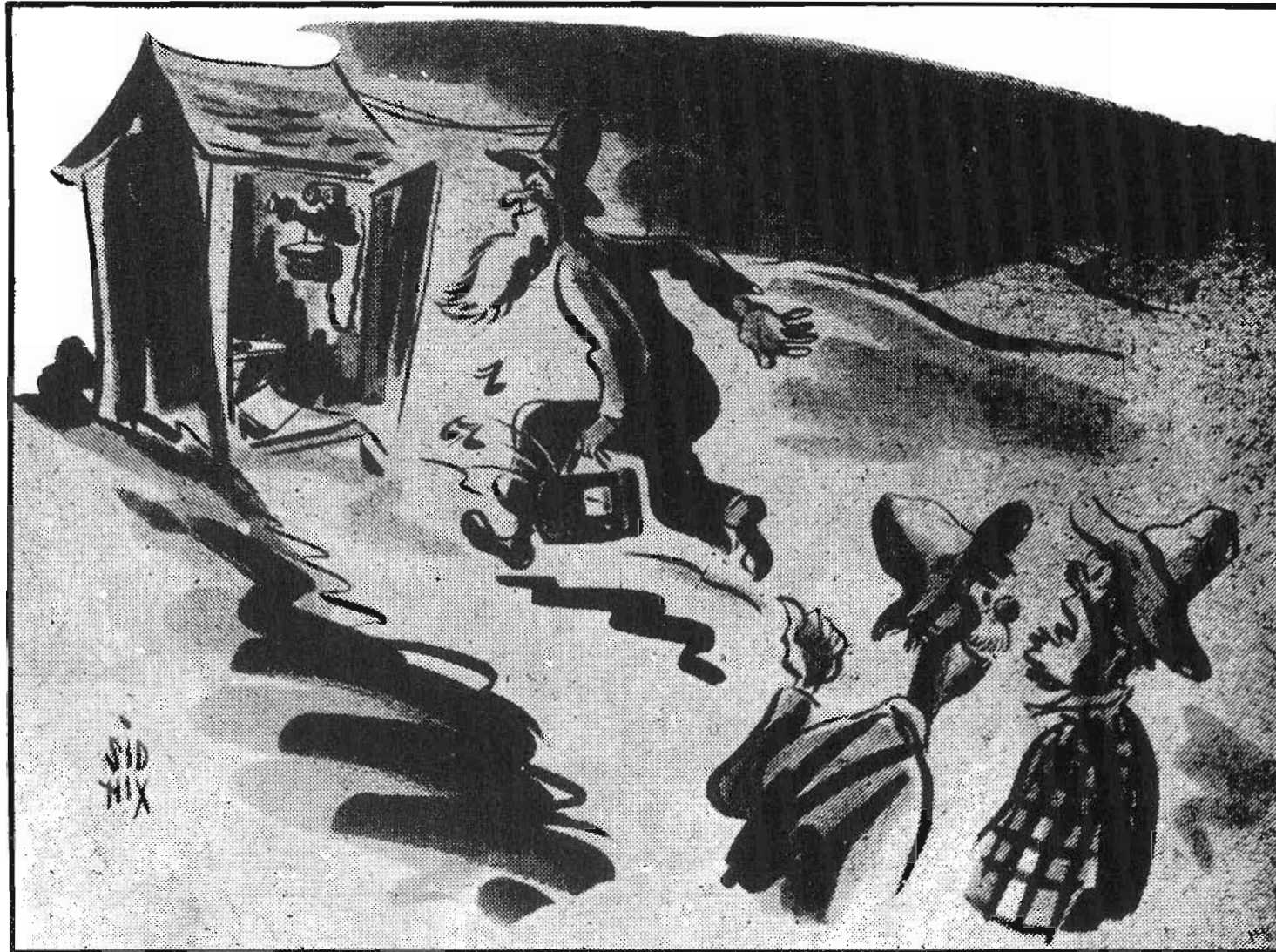
"Hooper, madam, Hooper. Not Kinsey."

December 27, 1948



"I'm going over to WOL under a capital-gains contract."

January 3, 1949



“Grandpa don’t aim to miss any calls on them giveaway programs.”

April 25, 1949



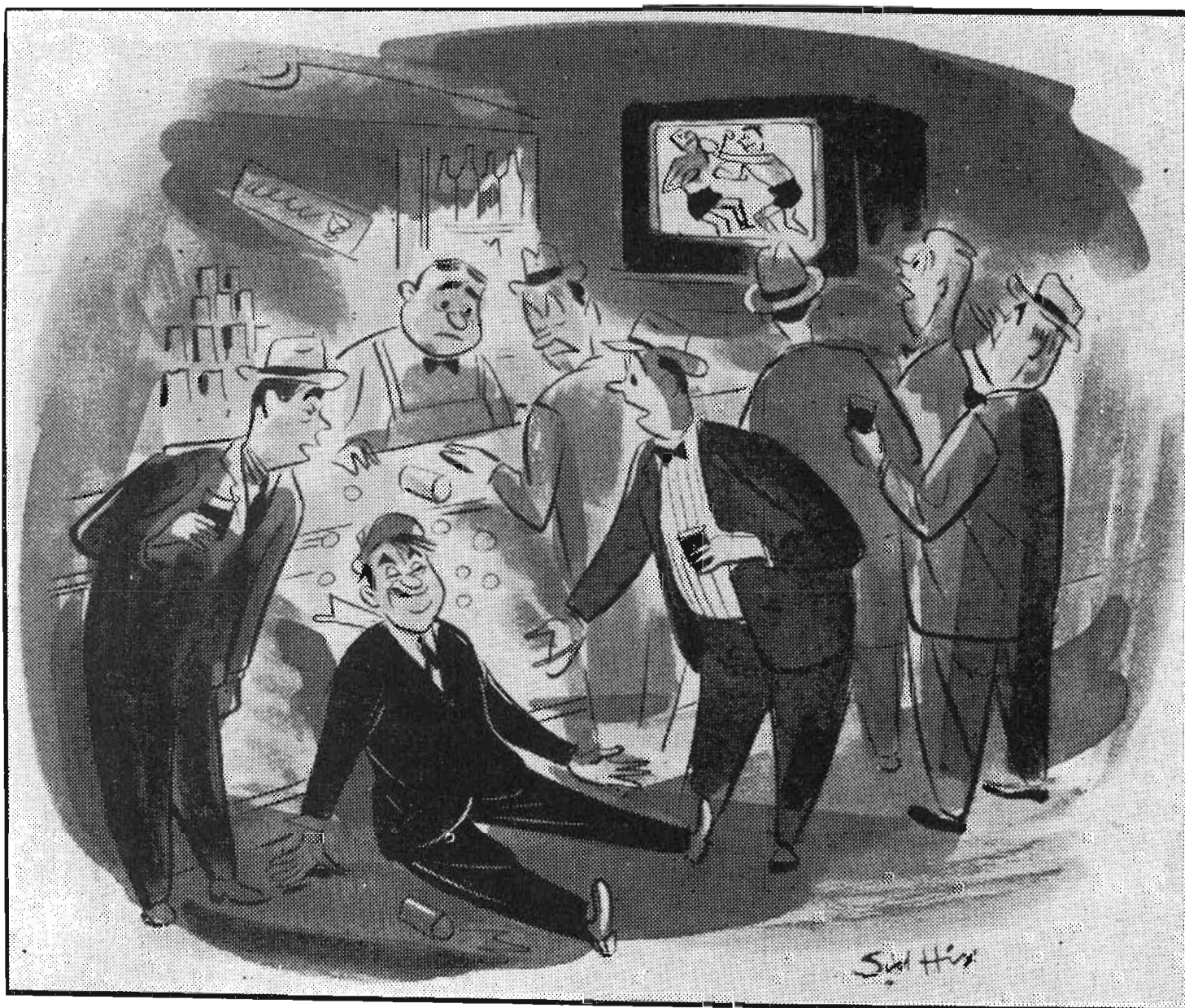
“Calm yourself, Congressman. Our running that fertilizer spot right after your speech was pure coincidence.”

May 9, 1949



“Success in America! RCA Victor has come out in favor of 45 revolutions per minute.”

May 21, 1951



“He put up a game fight, but he just can’t go 15 rounds.”

November 5, 1951



"She violates the TV code from *every* angle."

December 24, 1951



“Shall we leave the comedy to Milton Berle, doctor, and get on with the operation?”

December 31, 1951



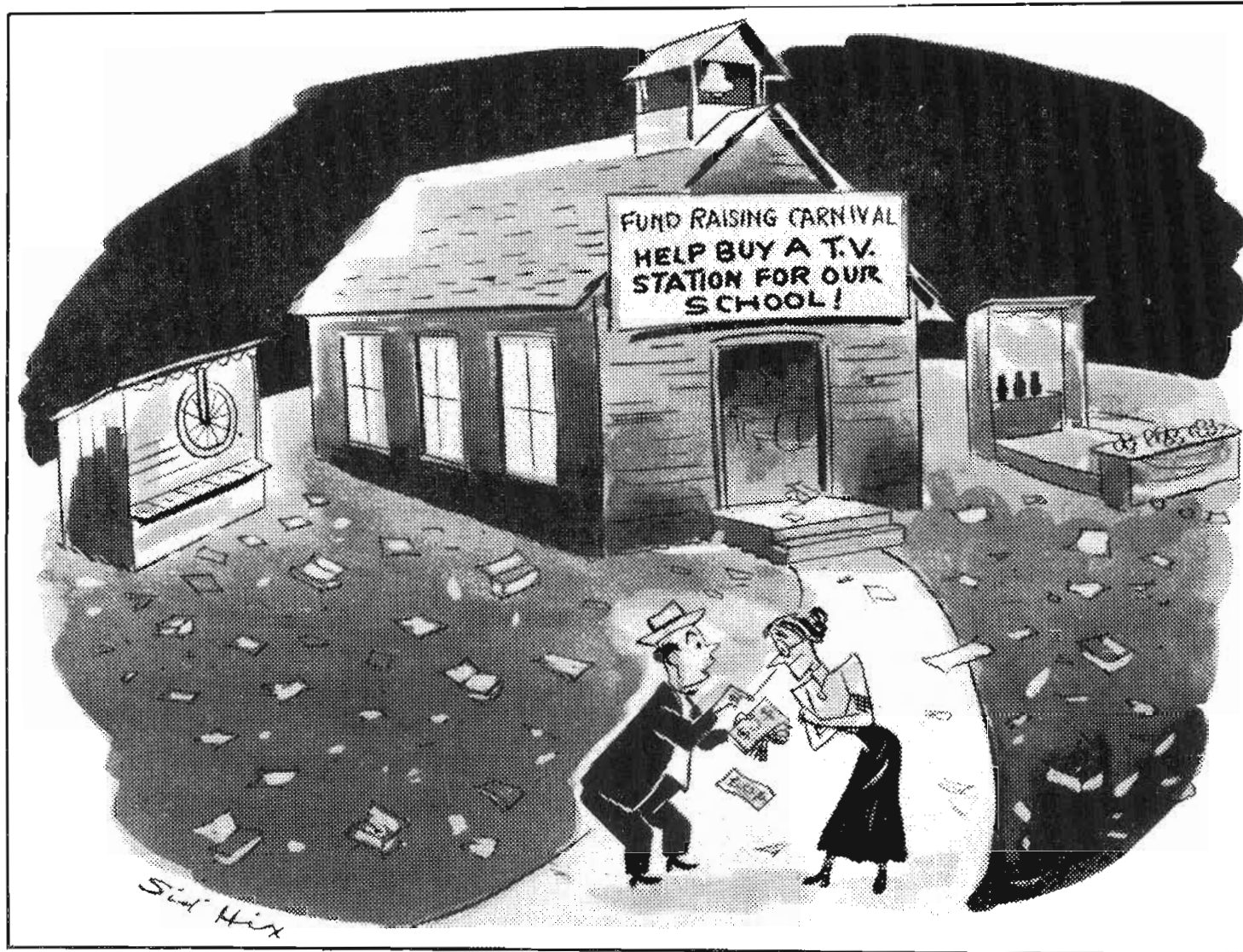
"John wanted an heir. He's afraid he'll be too old to run a TV station by the time his application is thawed."

February 4, 1952



“She was sent by DuMont. There’s nothing like being in a one-station market with the political conventions coming up.”

April 28, 1952



“As near as I can figure it, we have only four hundred and ninety-nine thousand, nine hundred and eighty-five dollars and twenty-six cents to go.”

May 19, 1952



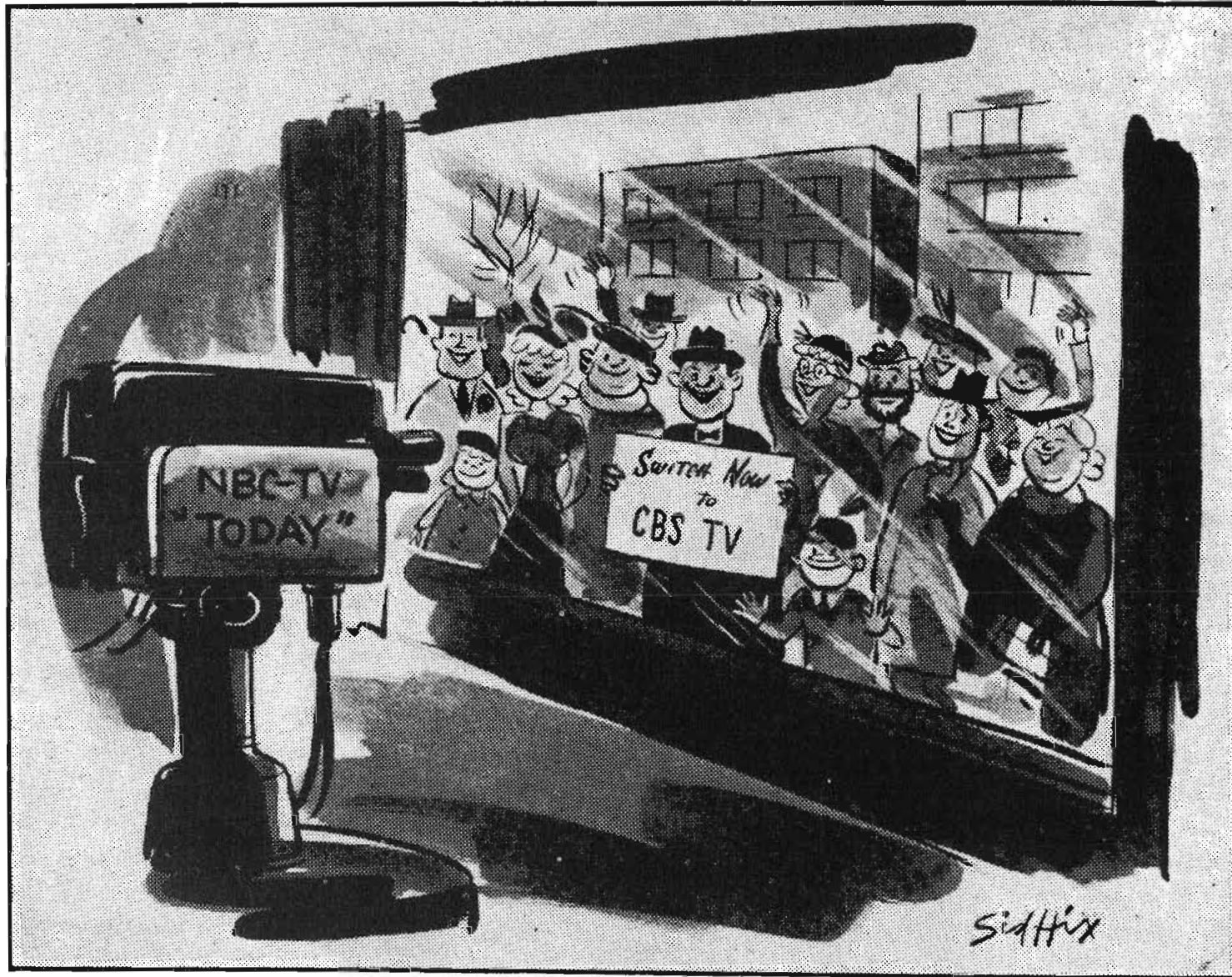
"Pick a card. Any card."

November 17, 1952

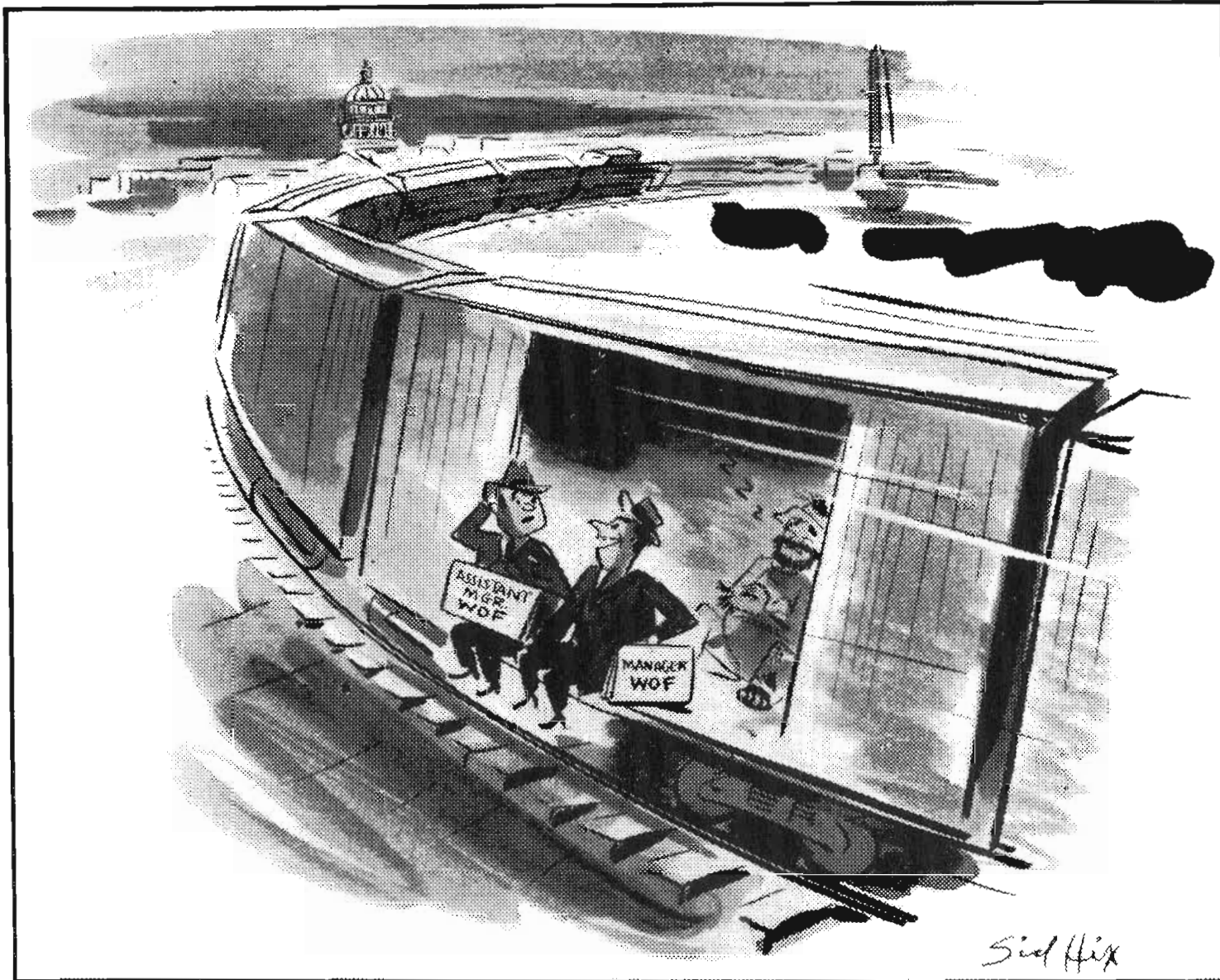


"Hello...CBS? Arthur Godfrey's on fire."

December 1, 1952



December 8, 1952



"It took 27 weeks and we didn't get the station. But we sure had a hell of a hearing."

March 16, 1953



"If I'd known she was such a ham, I'd have given her ether instead of a local."

August 17, 1953



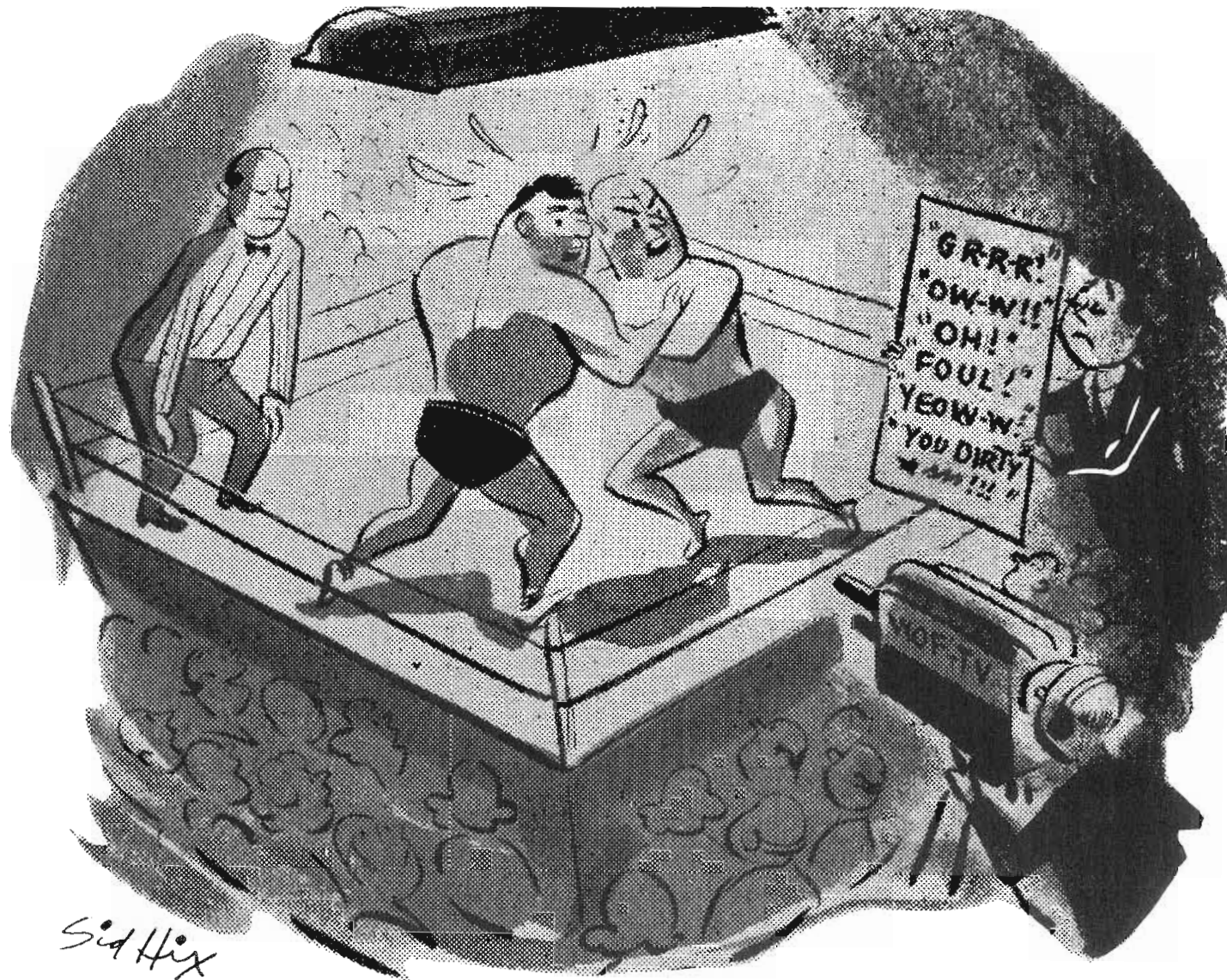
"On radio we only had to bark for it. Now we have to eat the damned stuff."

August 24, 1953



"That tea kettle stays. It's the only whistle I get around this studio."

August 31, 1953



October 19, 1953



“Miss Laverne, our sponsor has come up with what I think is a very reasonable suggestion.”

February 15, 1954



"It's another WOF-TV first, a program for the men who take an interest in cookery."

April 26, 1954



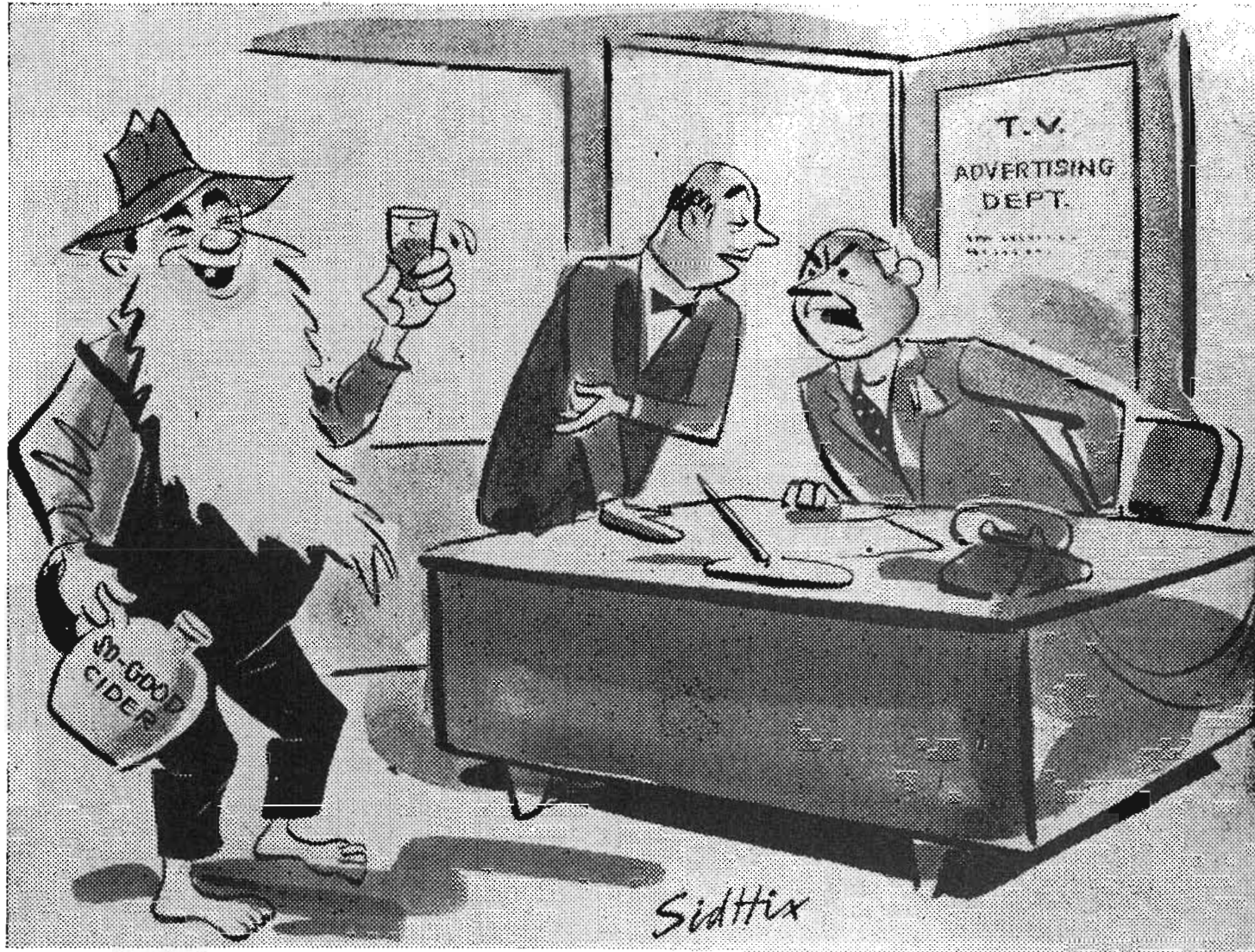
“He wants to present our news commentator with a plaque.”

September 20, 1954



"He's just a bit player in the medical drama in Studio A. Should we tell her?"

January 10, 1955



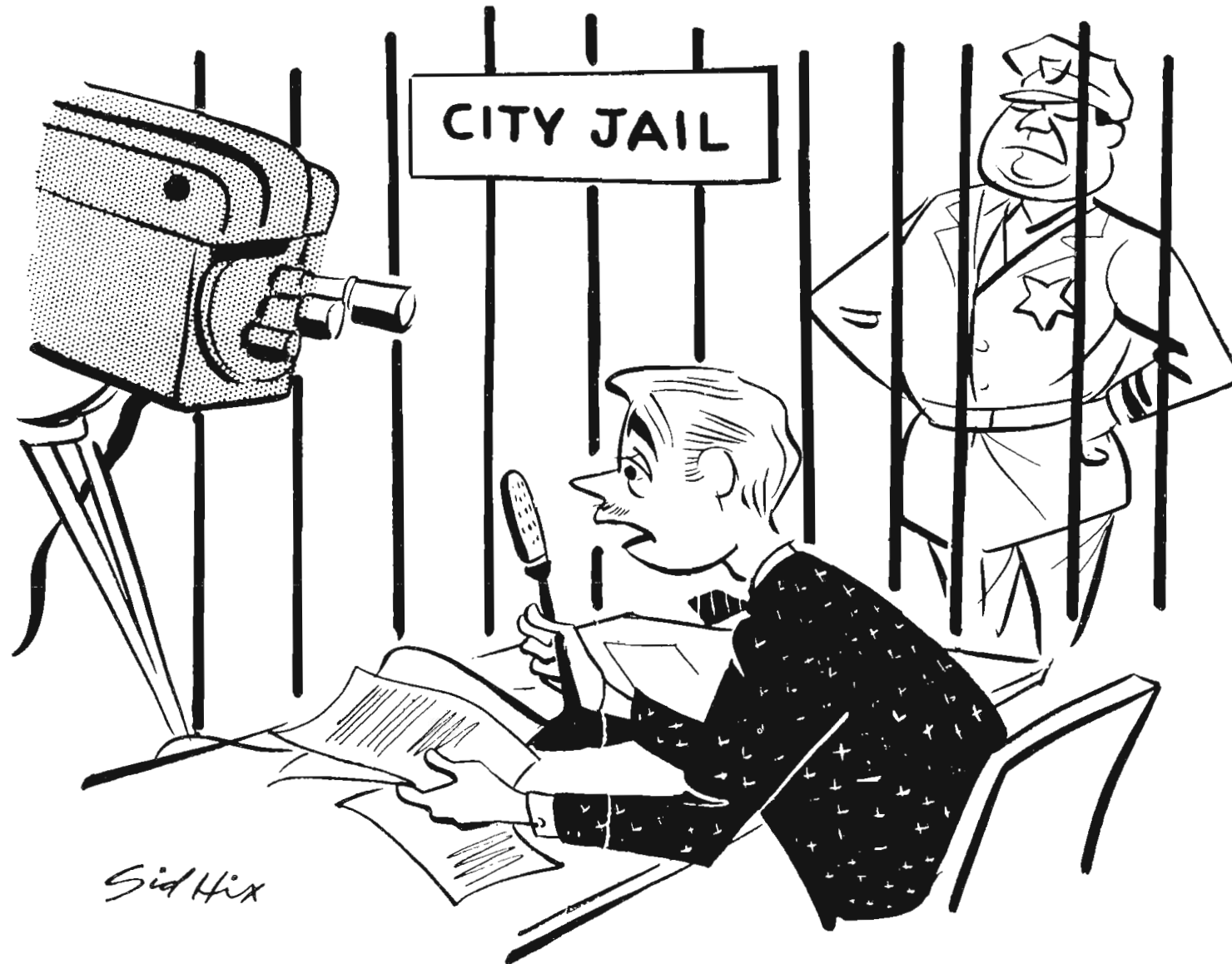
“He’s So-Good Cider’s answer to the Schweppes man.”

June 27, 1955



“Dammit, Carmody, can’t you just come in and ask for raise? Did you have to work up a storyboard on it?”

July 25, 1955



“Our sensational offer of a lifetime guaranteed, completely rebuilt sewing machine for only \$2.98 comes to you from a new location this week.”

October 10, 1955



"I'll say this about trying to keep an educational station going: It's an education."

January 23, 1956



"It's some television people, sir. They have a new giveaway idea they want to discuss with you."

March 5, 1956



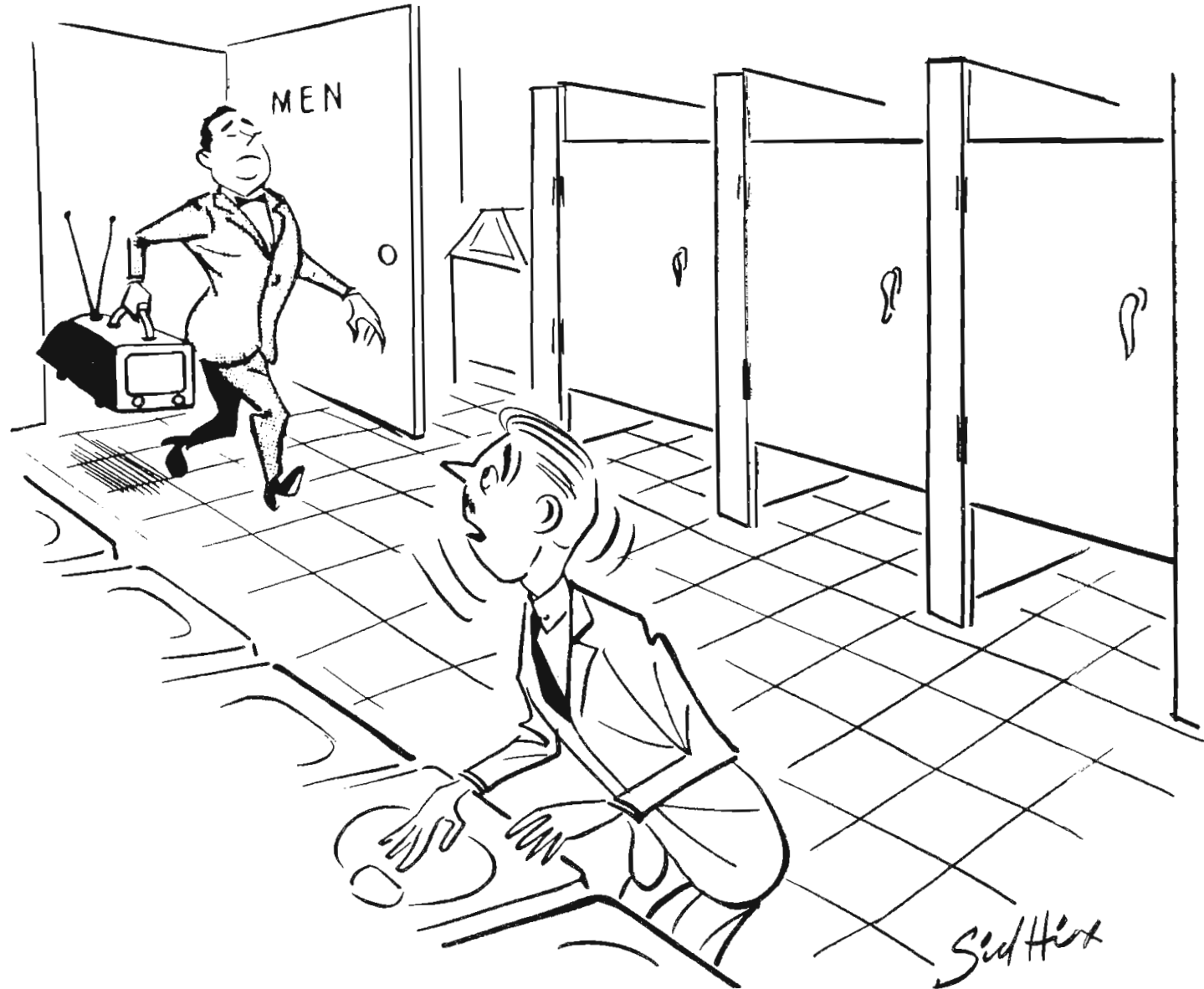
"Is that what you call the idiot board?"

July 16, 1956

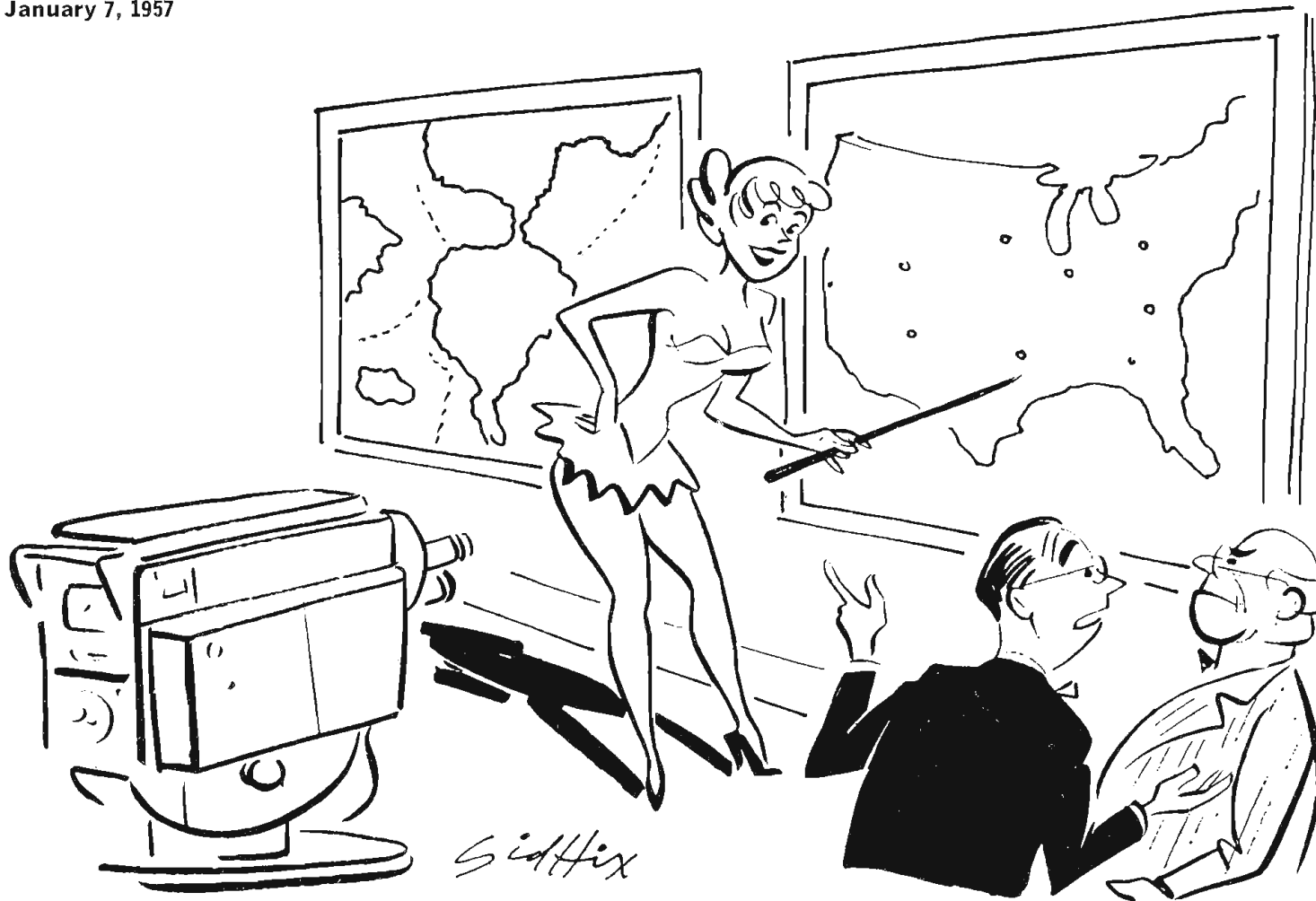


“Well, we finally found a man who says he spends more time with newspapers than he does with television.”

August 27, 1956



January 7, 1957



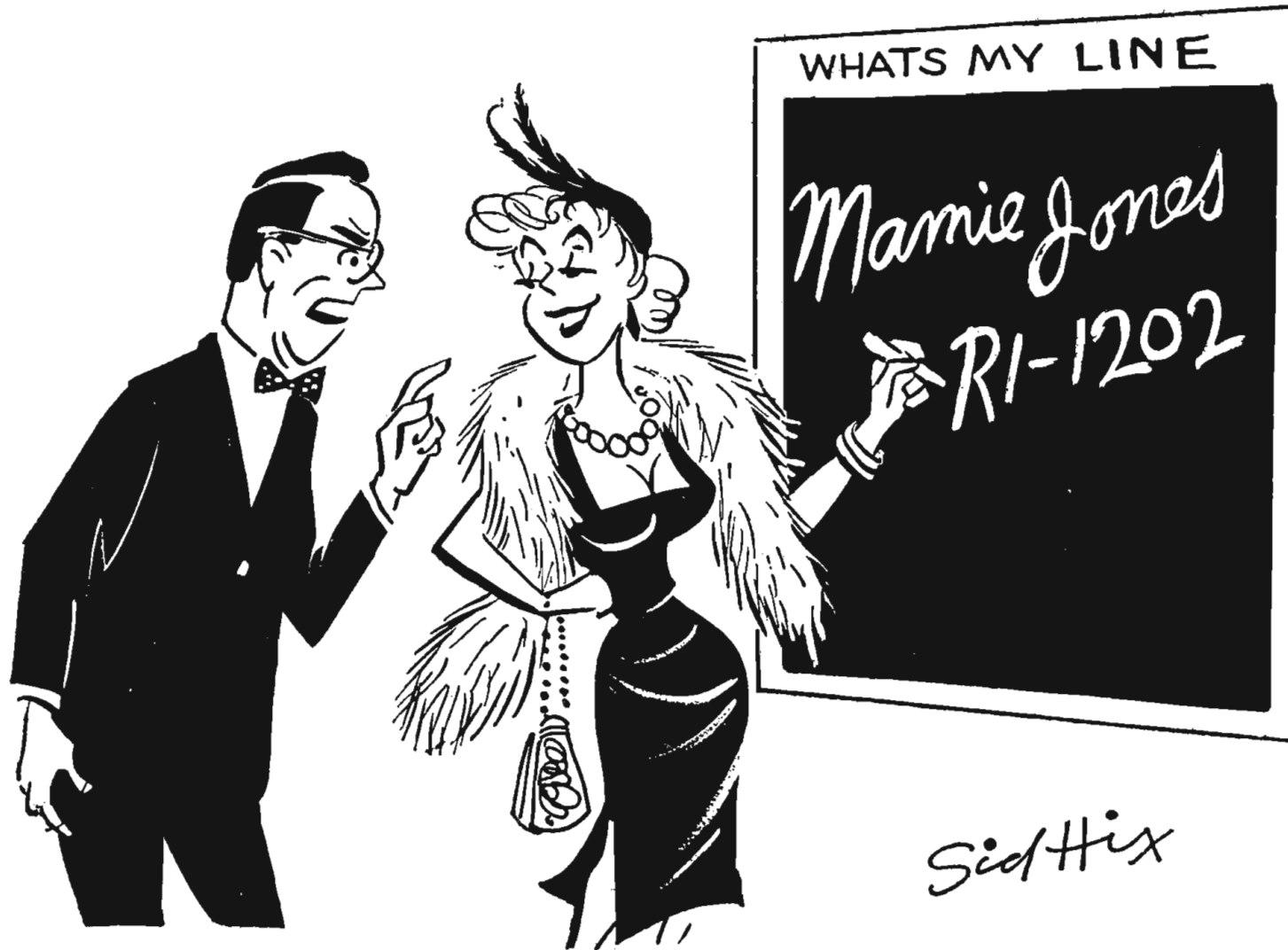
“But even in educational television, Professor, we must entertain as we enlighten.”

February 18, 1957



"He won't sit down like the rest of them. That Phi Beta Kappa key's got to show."

March 11, 1957



"The name alone is quite enough, Miss Jones."

July 8, 1957

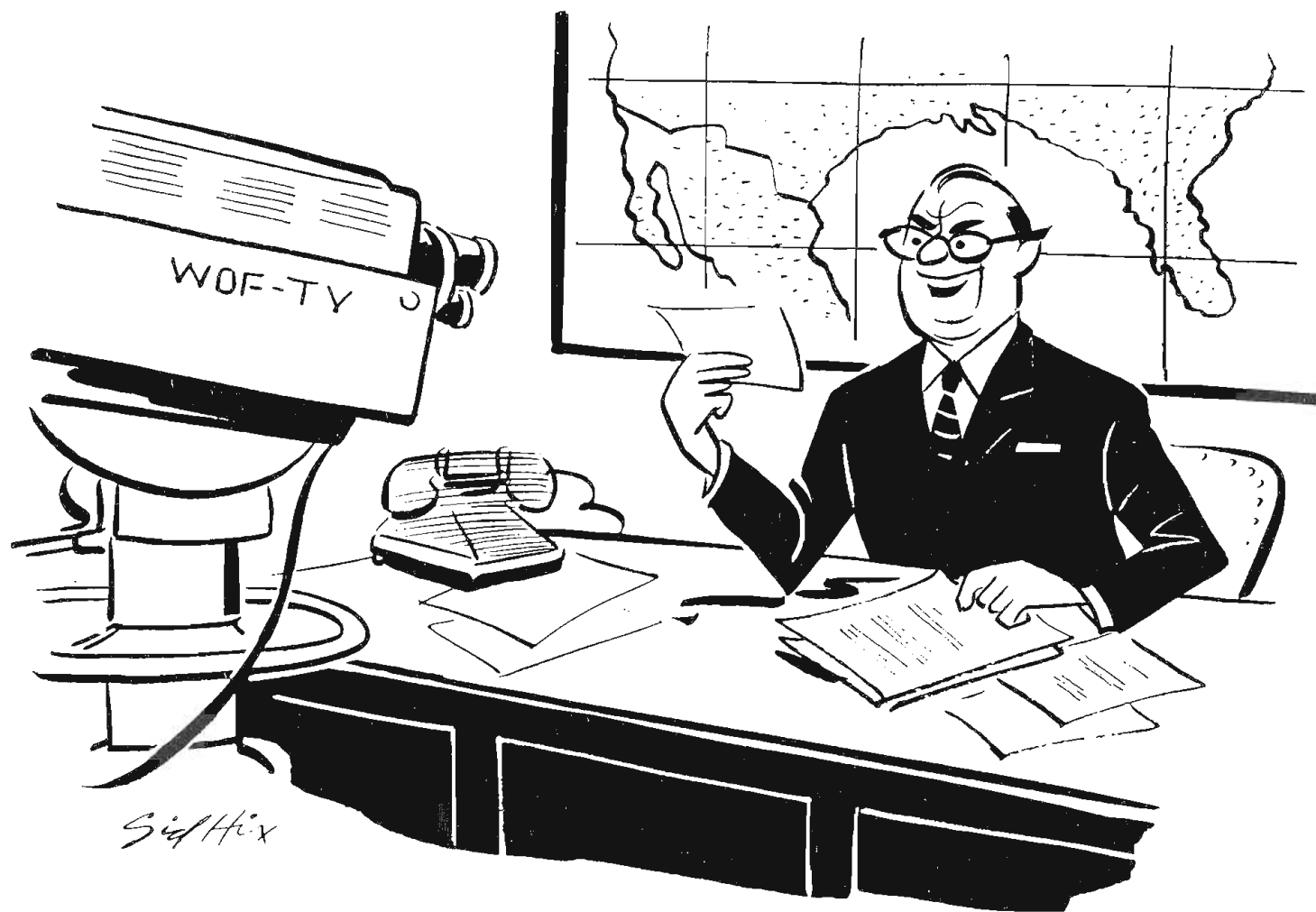


"But a comedian can't be funny every day, your majesty. Try cutting down my exposure to once a week."

July 15, 1957

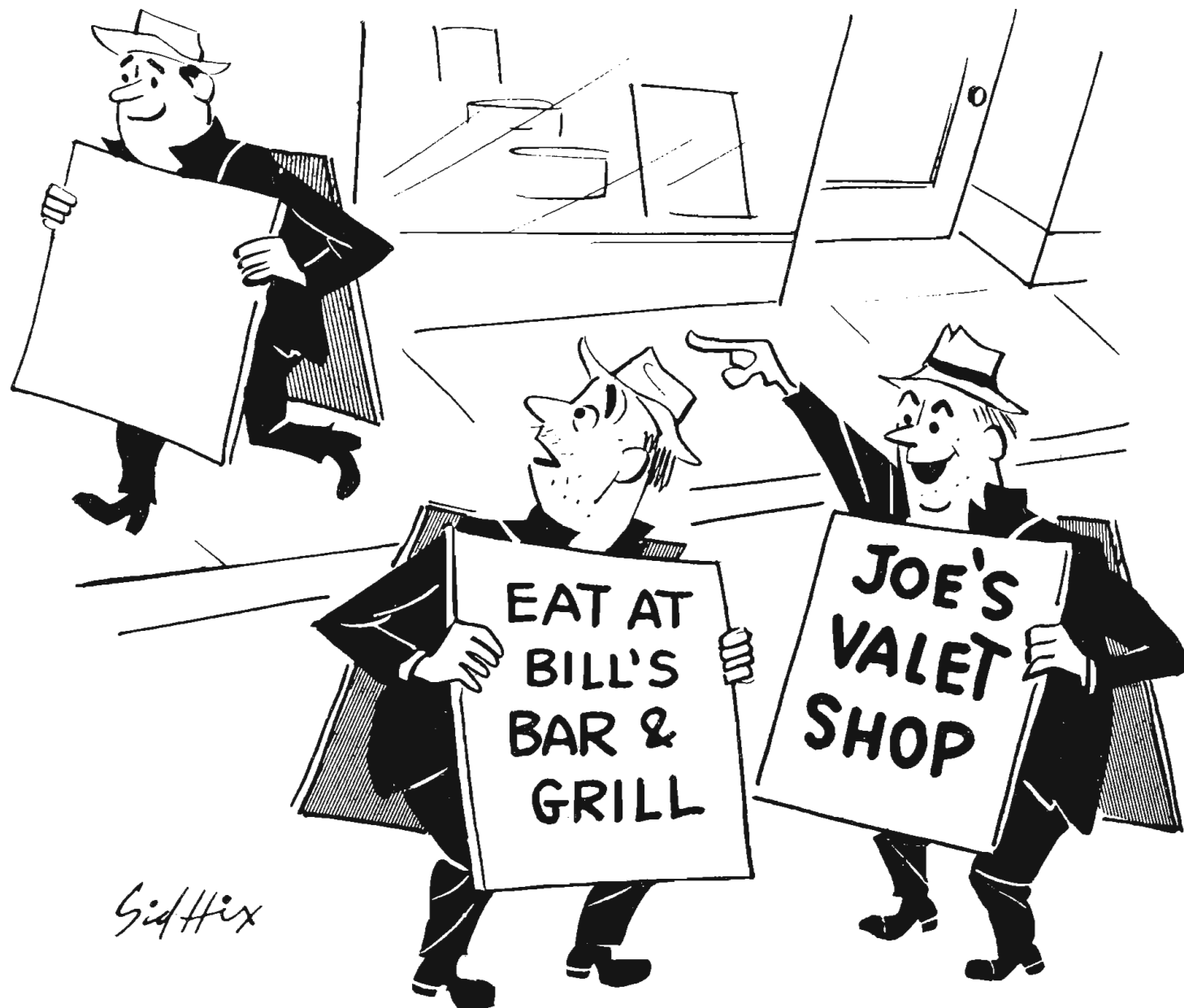


July 29, 1957



“And now a special bulletin regarding the murder mystery to be broadcast over the local subscription-television circuit tonight: The butler did it.”

January 27, 1958



Sid Hix

“Must be one of those subliminal commercials.”

April 21, 1958



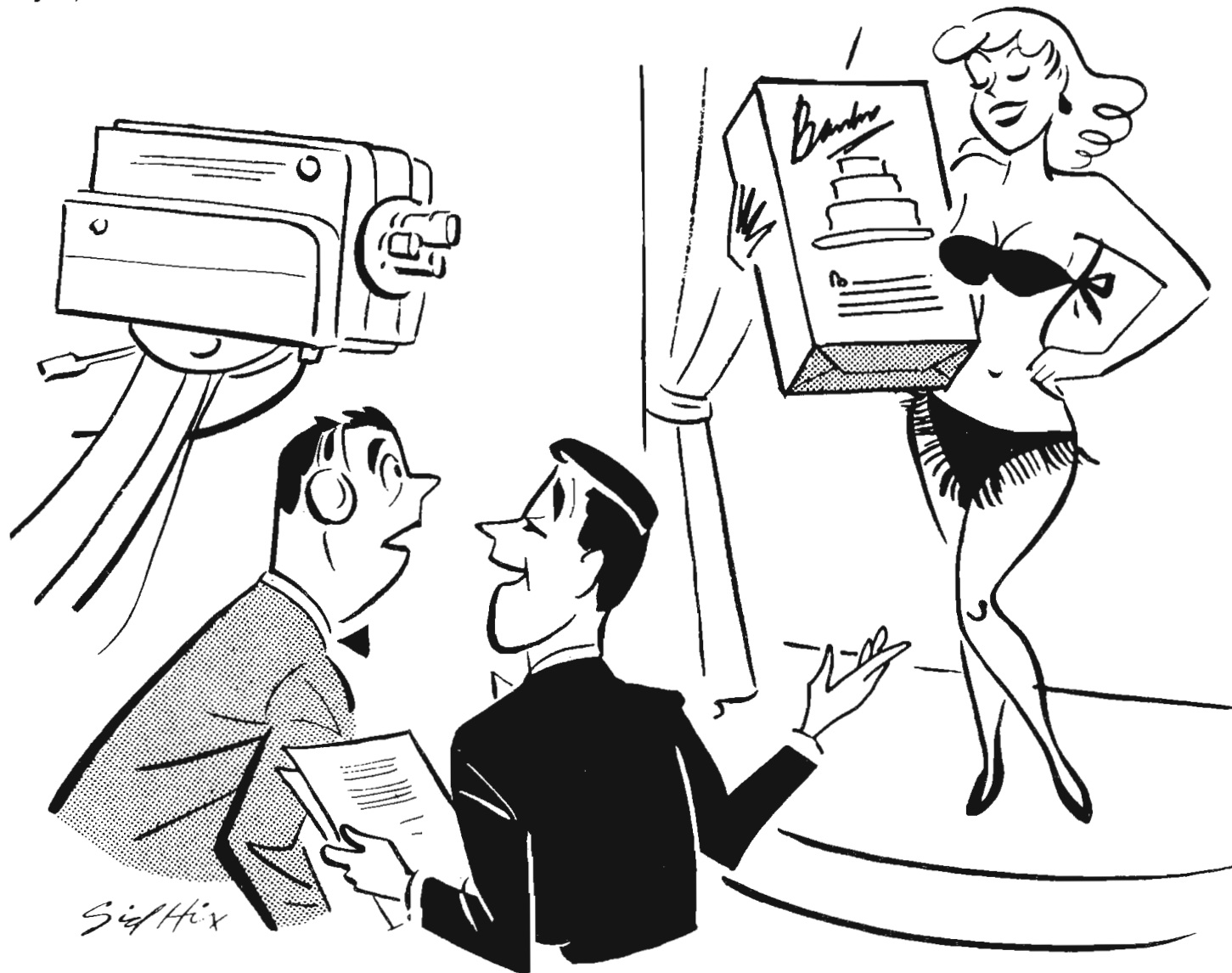
"I just want a beer I can cry into."

April 28, 1958



"My wife's going to Europe soon. I'm looking for a summer replacement."

May 26, 1958



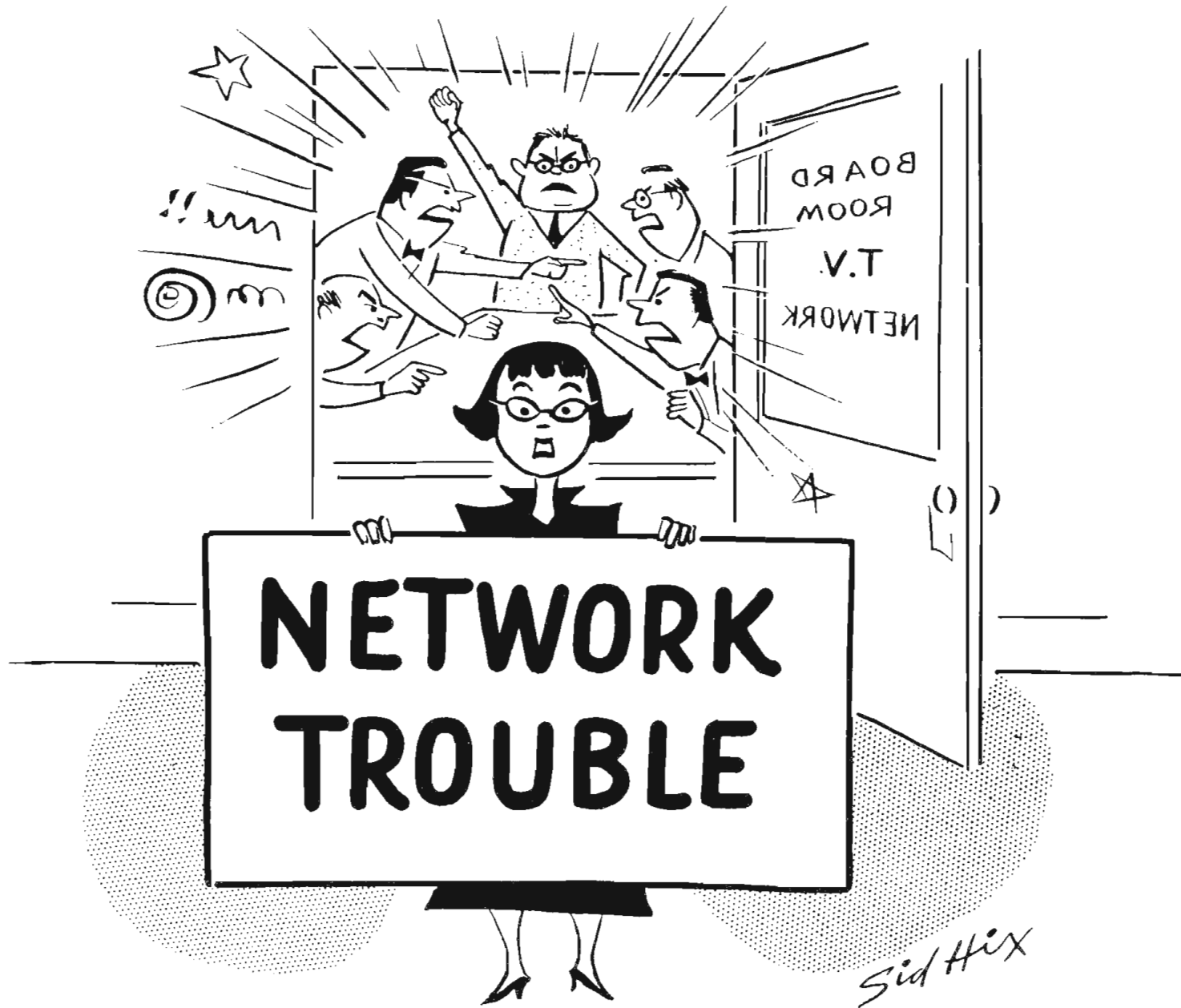
“This commercial introduces their new cake mix for stag parties. The blonde is an ingredient.”

July 28, 1958



“Schlagenberger’s vitamin-enriched, stone-ground, whole-wheat Butterkrust bread is interested in our new two-second spots.”

September 15, 1958



September 22, 1958



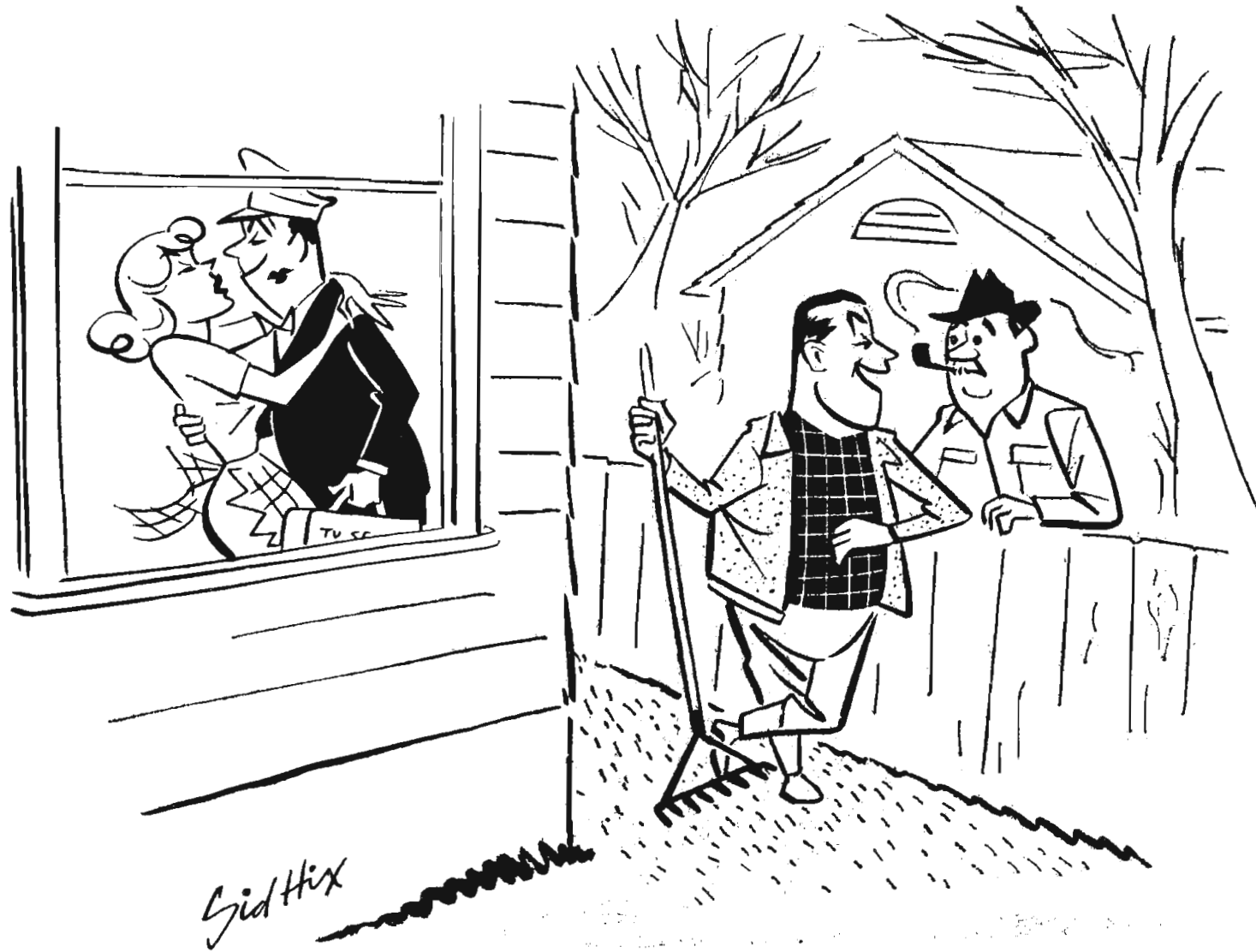
"They had a sore loser last night."

January 5, 1959



"Put a dress on her. His first television fight comes up Friday."

January 26, 1959



"I finally found a TV repairman I can trust."

April 20, 1959



"In this business, Miss Watts, we have what we call barter deals."

July 27, 1959



"We're thinking about a TV show. Nothing live, of course."

August 24, 1959



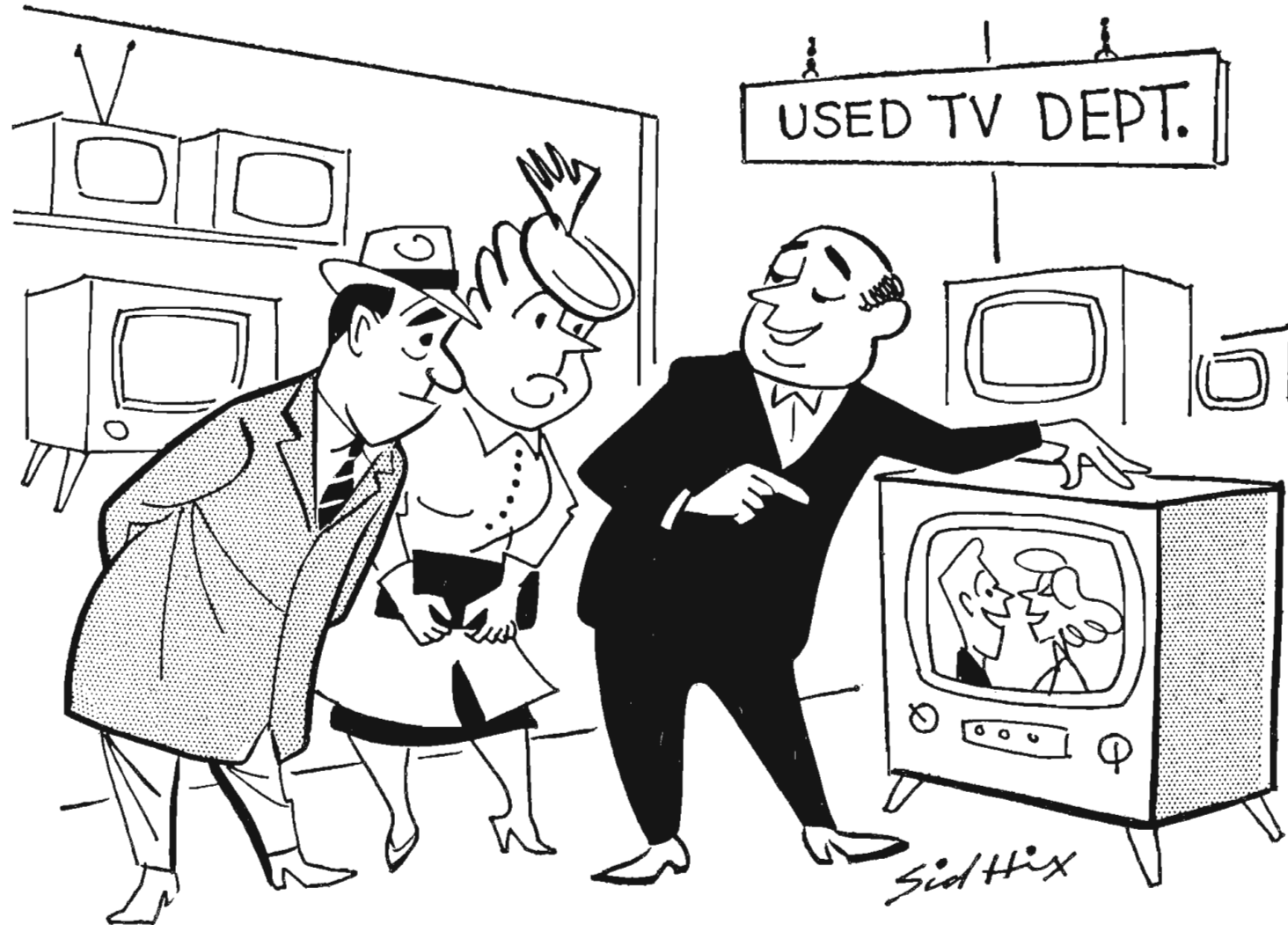
"Gentlemen, our newest TV dinner: warmed-up leftovers to serve while watching reruns."

October 19, 1959



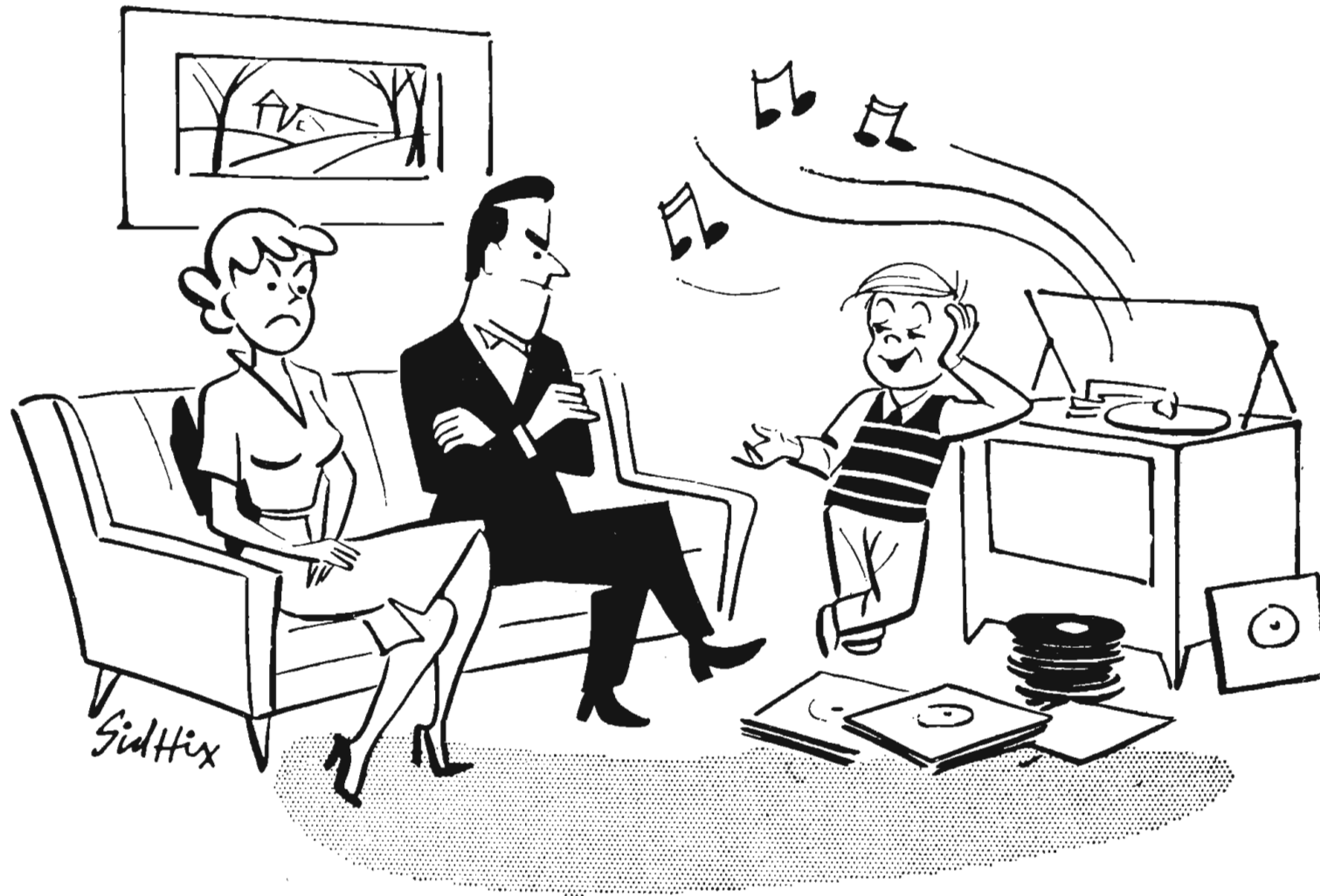
"It's quite a repair job. I'll have to take your station back to the shop."

December 21, 1959



"Now this set was owned by a little, old lady who only watched the Lawrence Welk show."

February 15, 1960



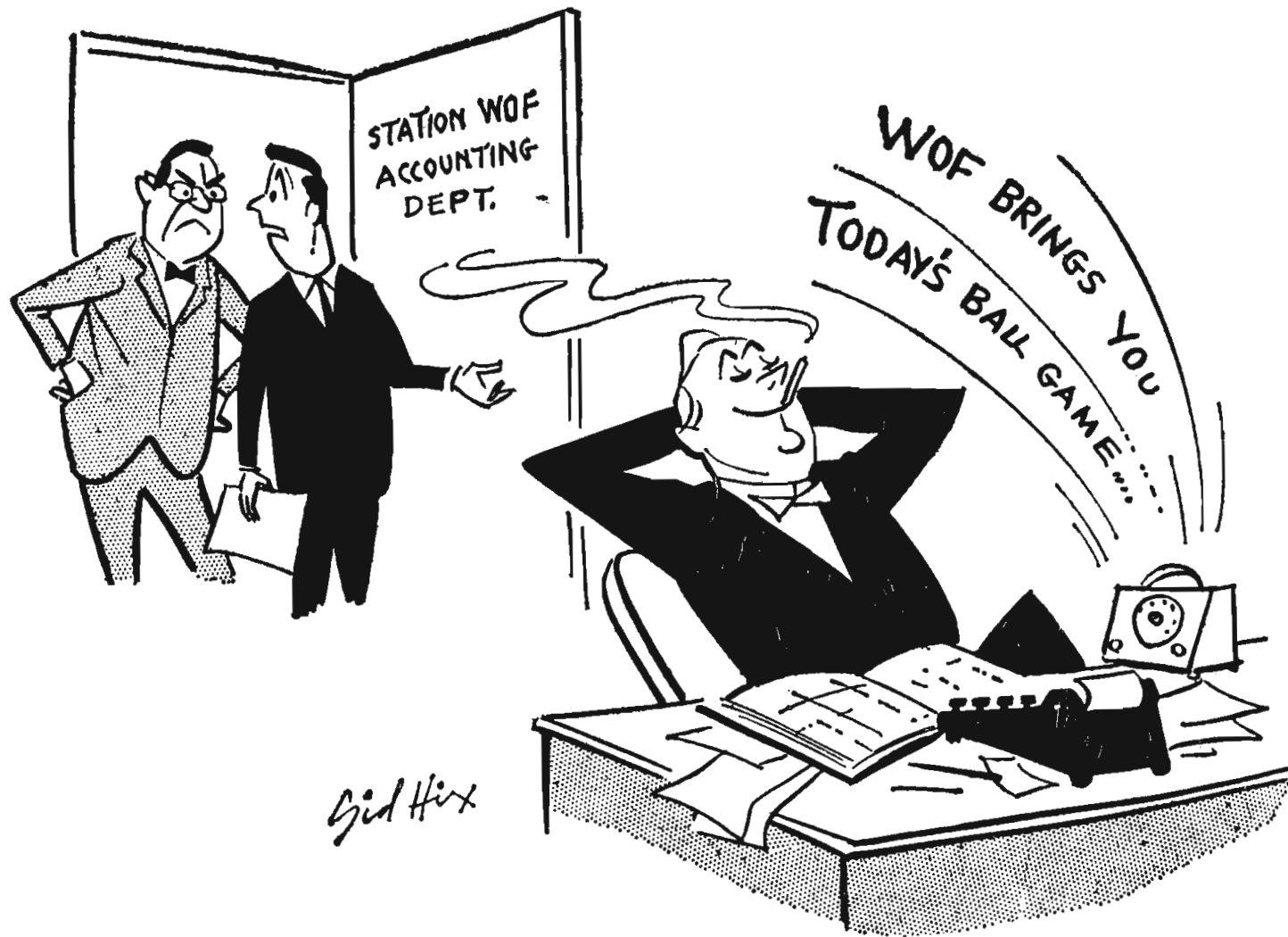
“How about a little payola for me *not* to play the records ?”

March 14, 1960



“What leads you to believe you could put over a reading-out-loud program on this station?”

April 25, 1960



"I'd fire him, but I hate to lose a listener."

May 2, 1960



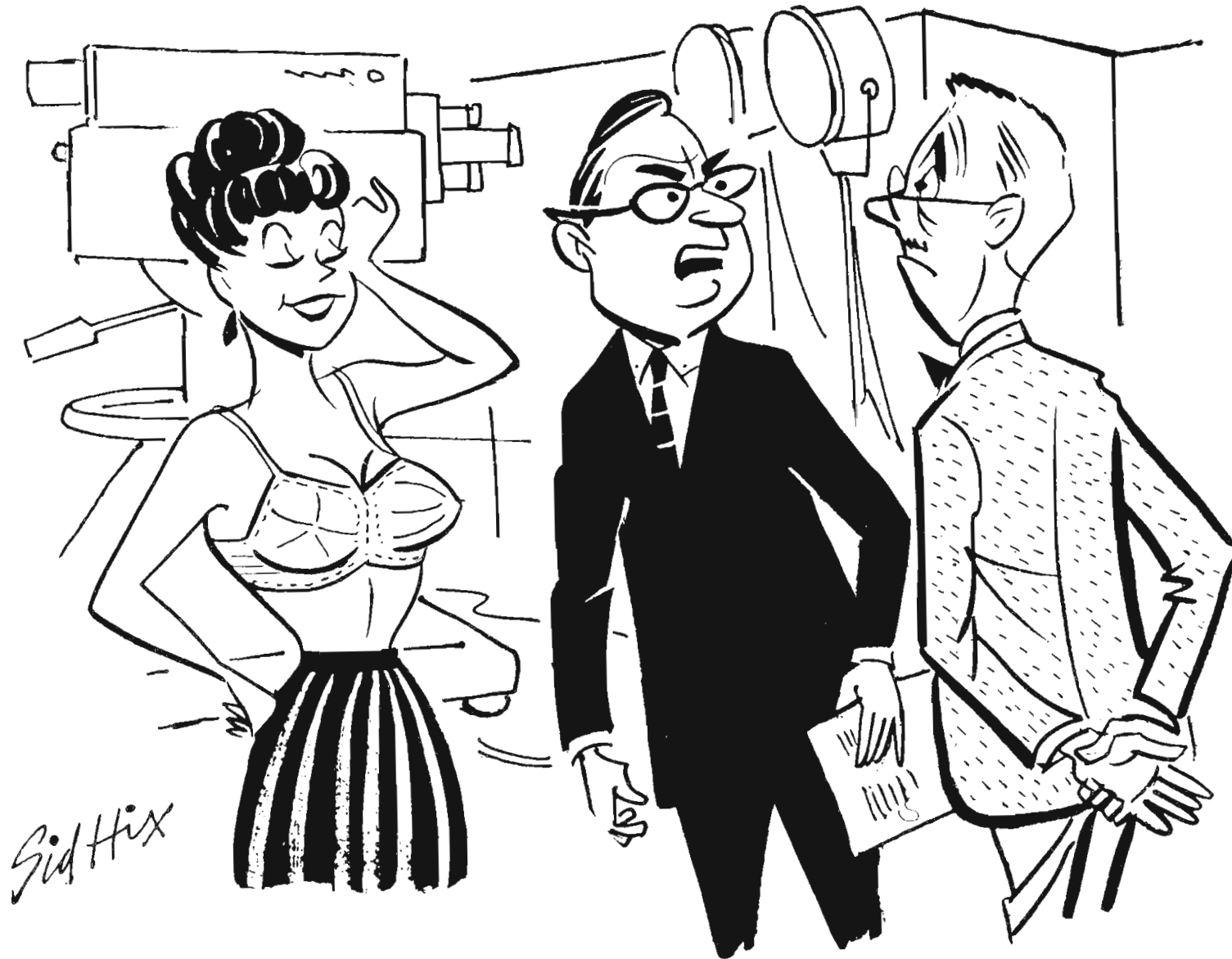
"The boss's son. He's learning the business from the ground up."

July 4, 1960



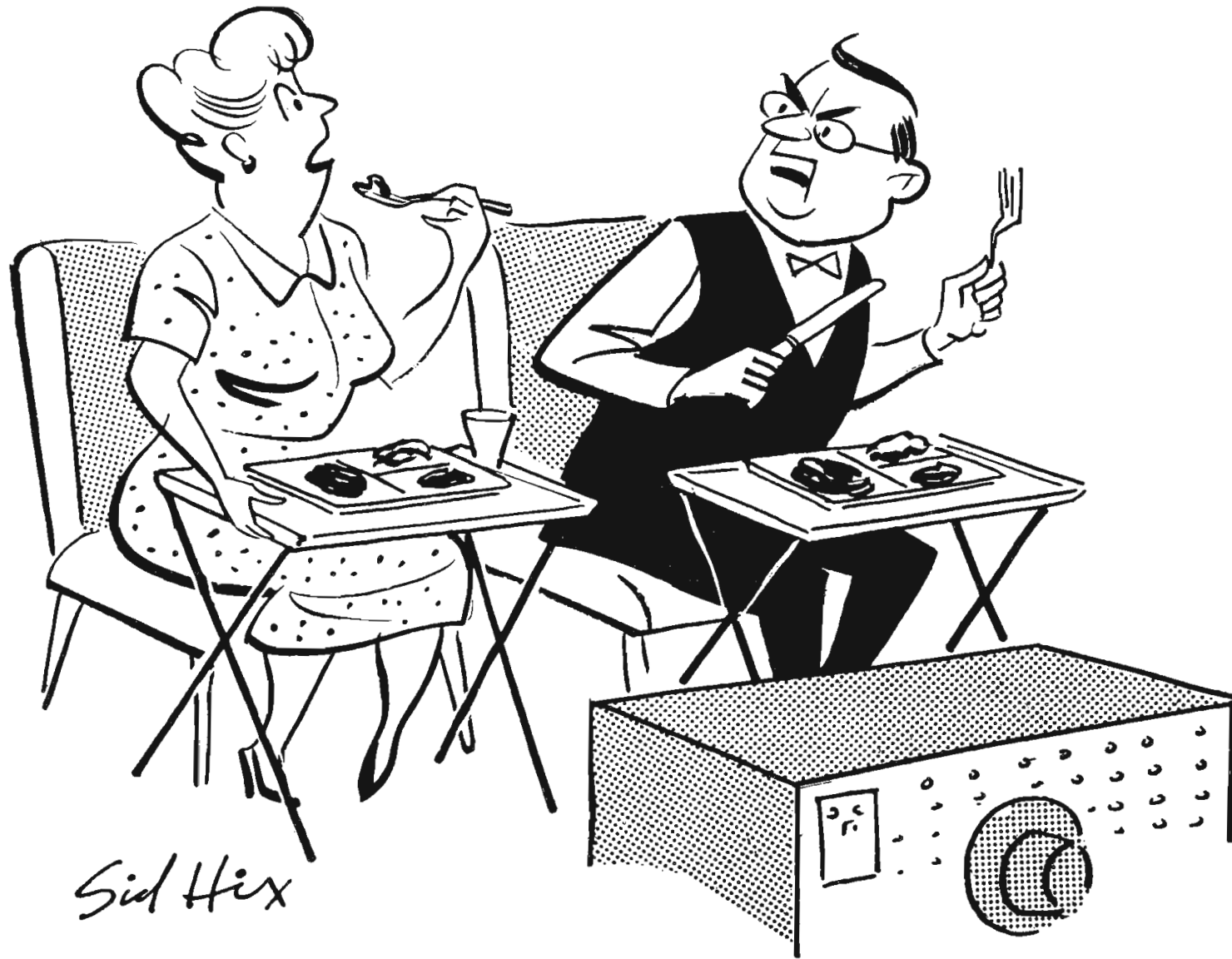
"A beer? I thought you advertising men favored martinis."

October 31, 1960



"If you think she can appear in a TV commercial in her Maidenform bra, you're the one who's dreaming."

June 12, 1961



“Why doesn’t Minow do something about the quality of TV dinners?”

September 11, 1961



"I thought you preferred radio, where your imagination could paint the scene more vividly than reality."

December 25, 1961



"And now a word from our sponsor: 'Cancel.'"

January 1, 1962



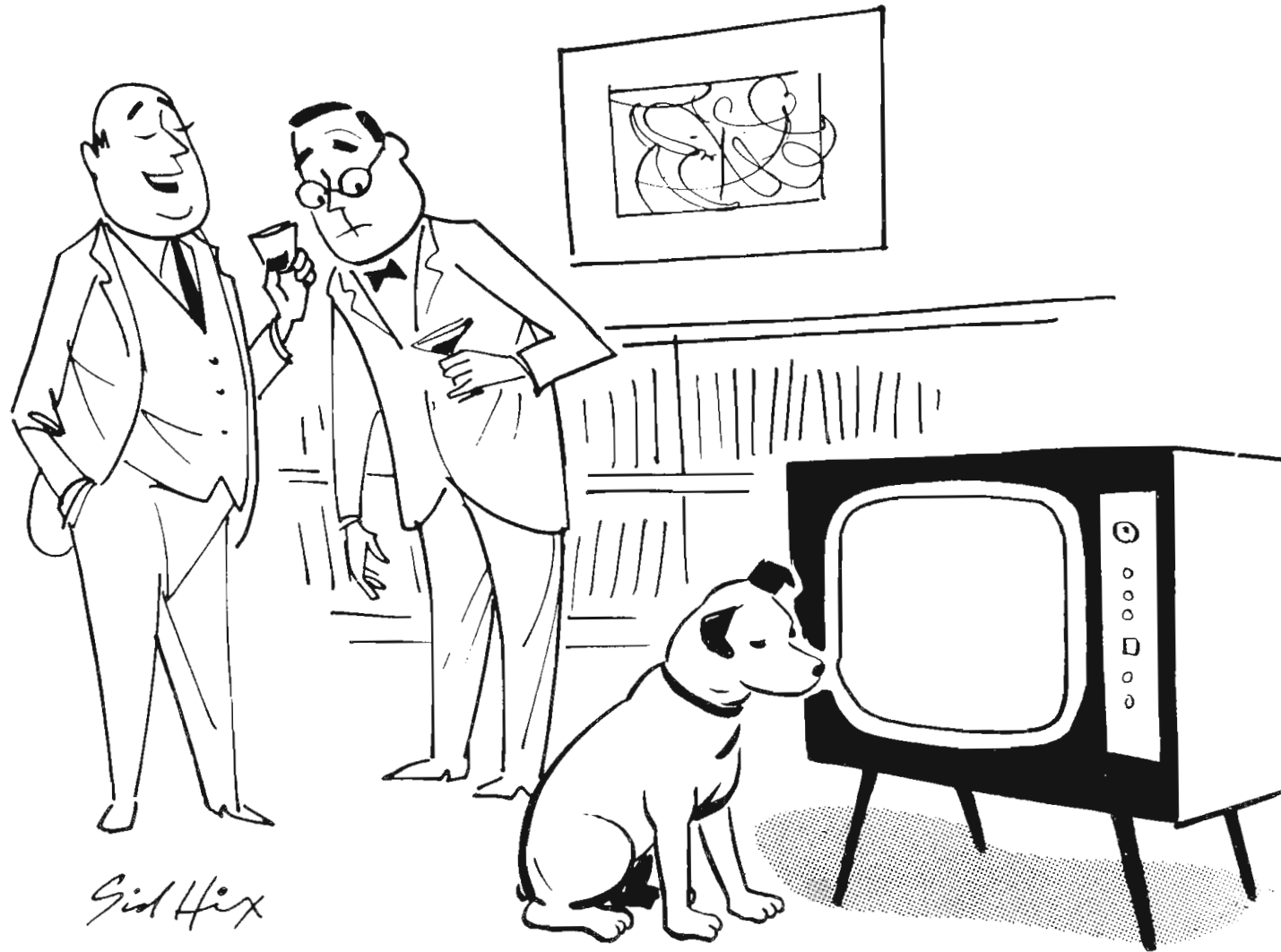
"I couldn't watch my favorite kid shows until I got all A's. Then when I got all A's, I wasn't interested in kid shows."

September 3, 1962



"If Harry stays up for the late, late show, I walk around in this sheer negligee. It's called counterprogramming."

January 28, 1963



"I'll bet Sarnoff is making a speech on TV tonight."

February 18, 1963



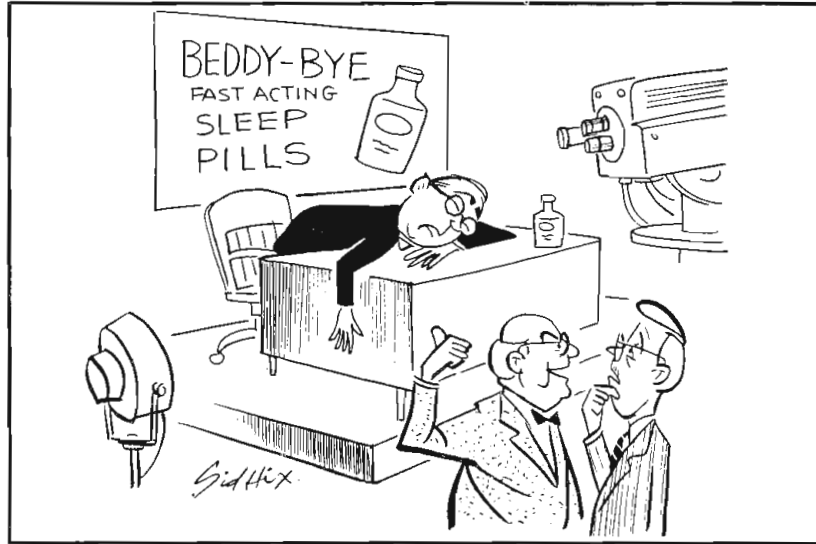
“WOF-TV sent it over: a fifth of Scotch for me and a quart of grade-A oil for the computer.”

May 13, 1963



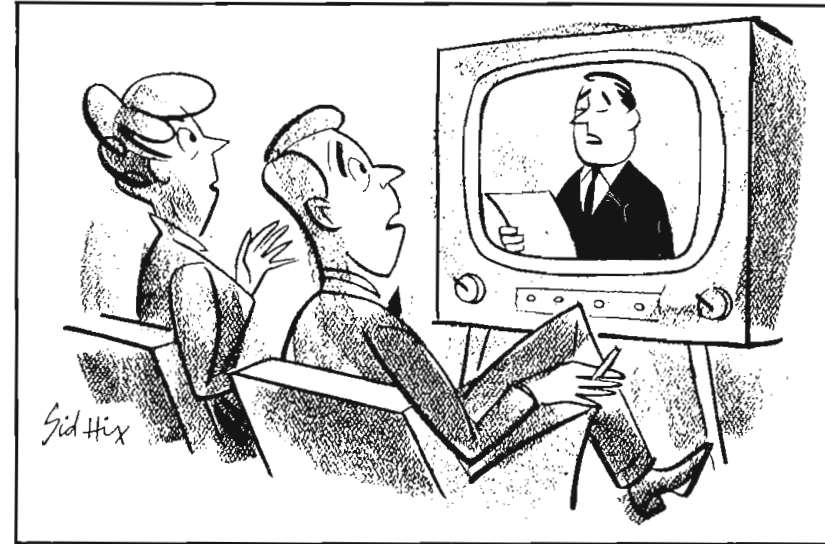
"All I know is when I closed up last night that last line wasn't up there."

February 17, 1964



"He takes a real pill every time. We don't take any chances with the FTC."

August 3, 1964



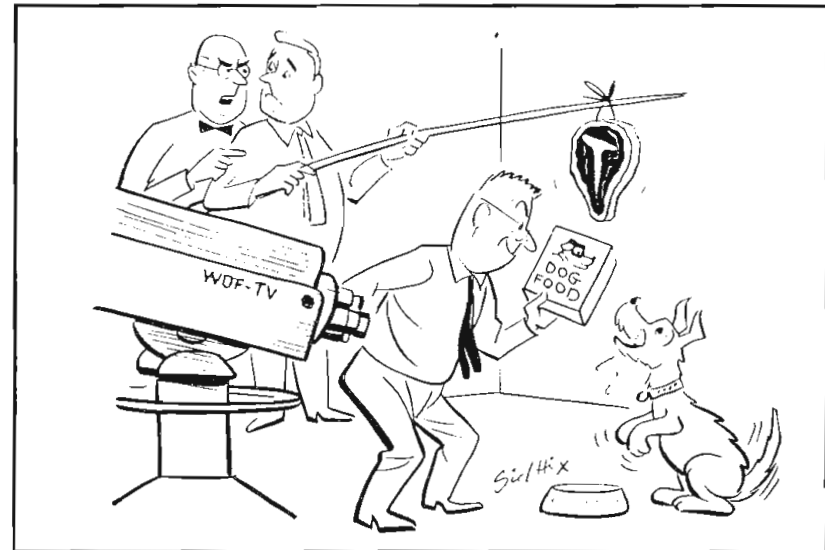
"Photographs from Ranger 7 show the other side of the moon has 34% fewer cavities."

September 7, 1964



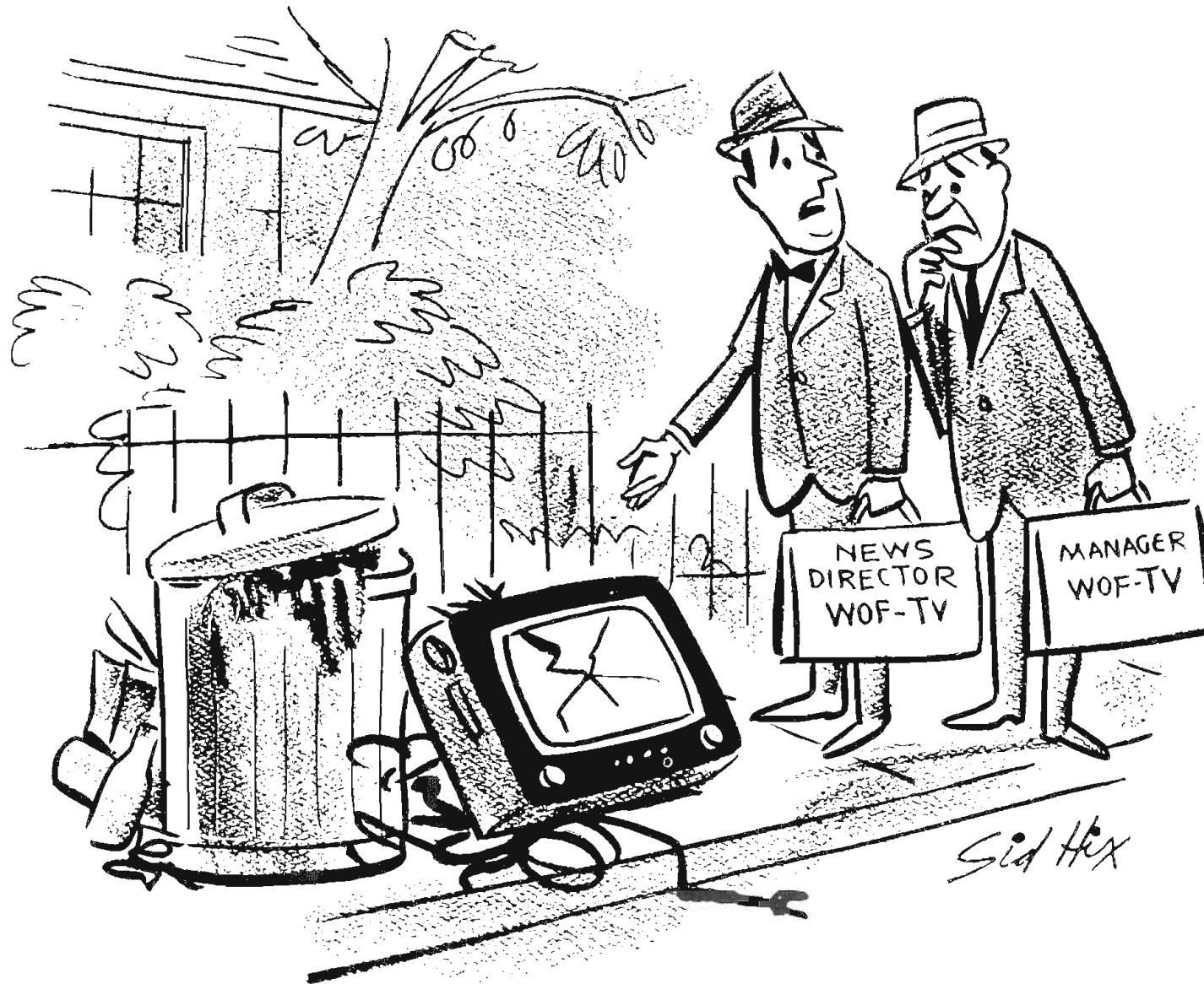
"Some station ran our cigarette spot back to back with a memorial-park commercial."

December 21, 1964



"Can we really be sure no one at the FTC ever heard of Pavlov?"

August 31, 1964



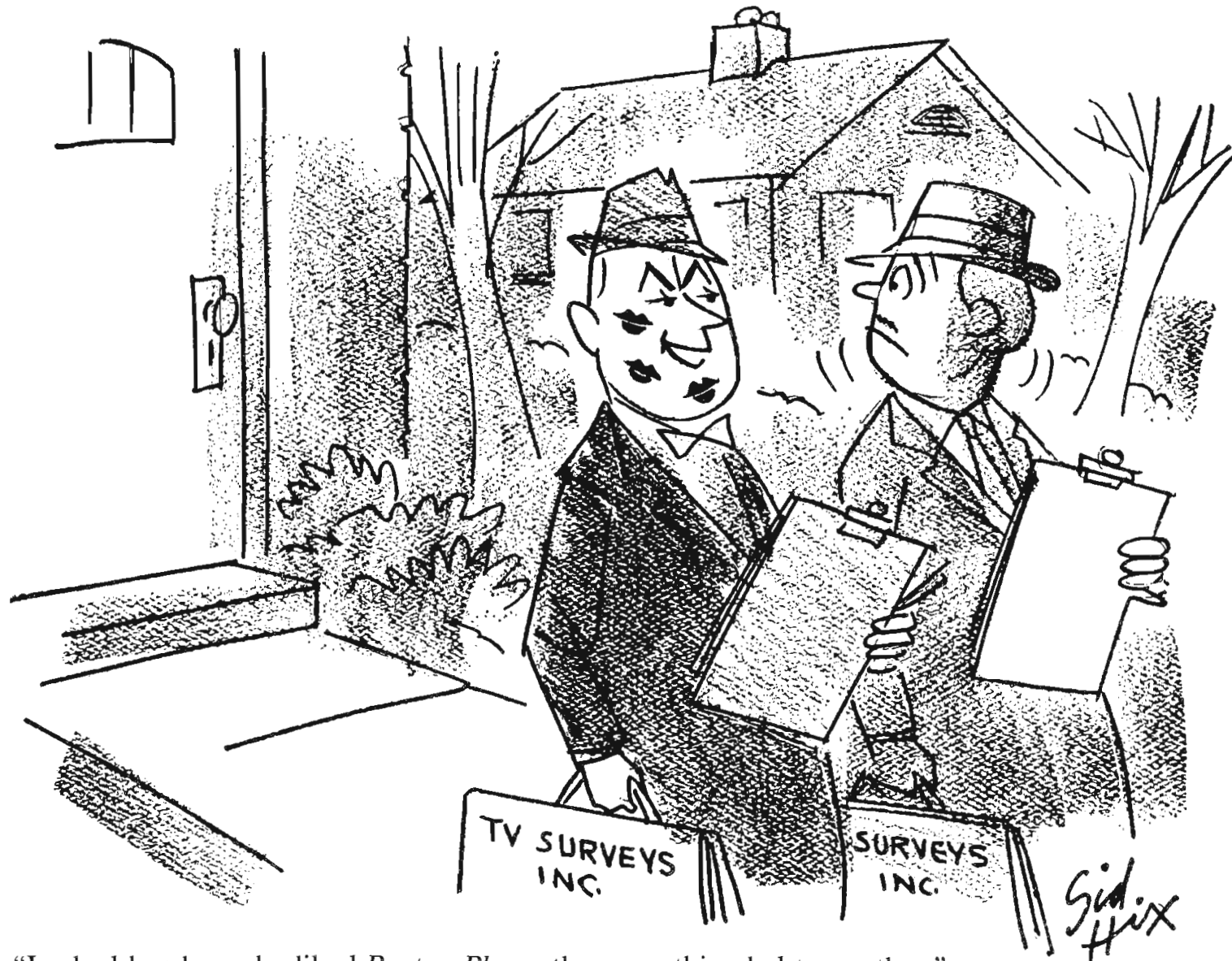
“Well, chief, I told you we’d get reactions if we started editorializing.”

October 11, 1965



“...and at noon there’s *Love of Life*, *Jeopardy*, *Cartoon Playtime*, and the *Donna Reed* rerun, followed by *Search for Tomorrow*, *Post Office*, a rerun of *Father Knows Best*...”

January 10, 1966



"I asked her how she liked *Peyton Place*; then one thing led to another."

June 13, 1966



“By gad, there’s one field where we’re ahead of the Russians — in power-packed detergents.”

August 15, 1966



“The sponsor not only canceled your show; he doesn’t want you buying his product.”

September 26, 1966



"We're watching Johnny Carson on the *We'll be Back in Just a Minute Show*."

November 28, 1966



“Would you rather go out and see a 62-year-old Cary Grant or stay home and see him when he was 25?”

March 20, 1967



"That's a live-wire bunch over at WOF-TV."

August 21, 1967



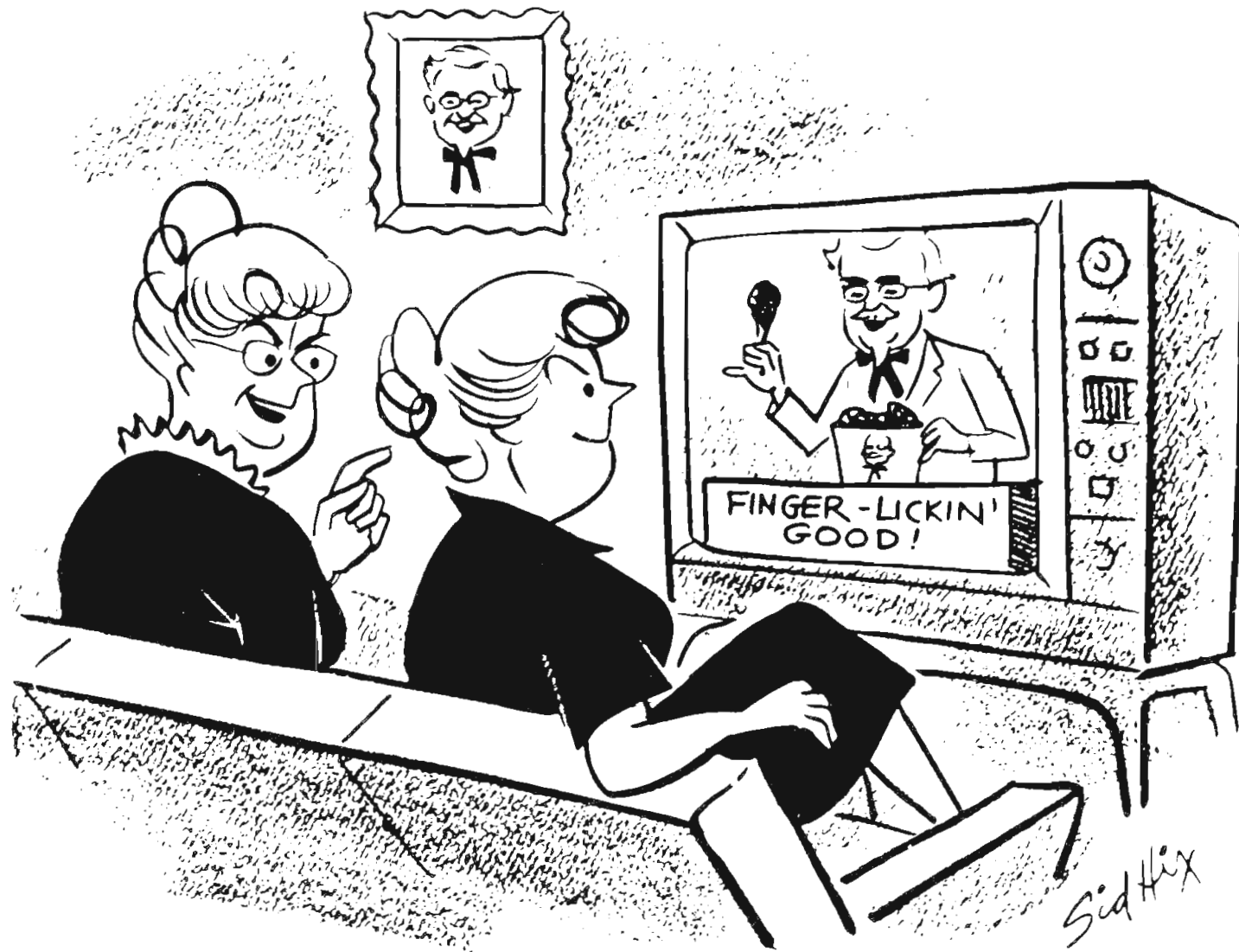
"He's getting restless; wants to know when you're coming up a green giantess."

November 20, 1967



"We've got a really big show for you tonight, folks. Zsa Zsa Gabor, Bert Lahr, Arlene Francis, Bette Davis...and that's just in our commercials."

March 10, 1969



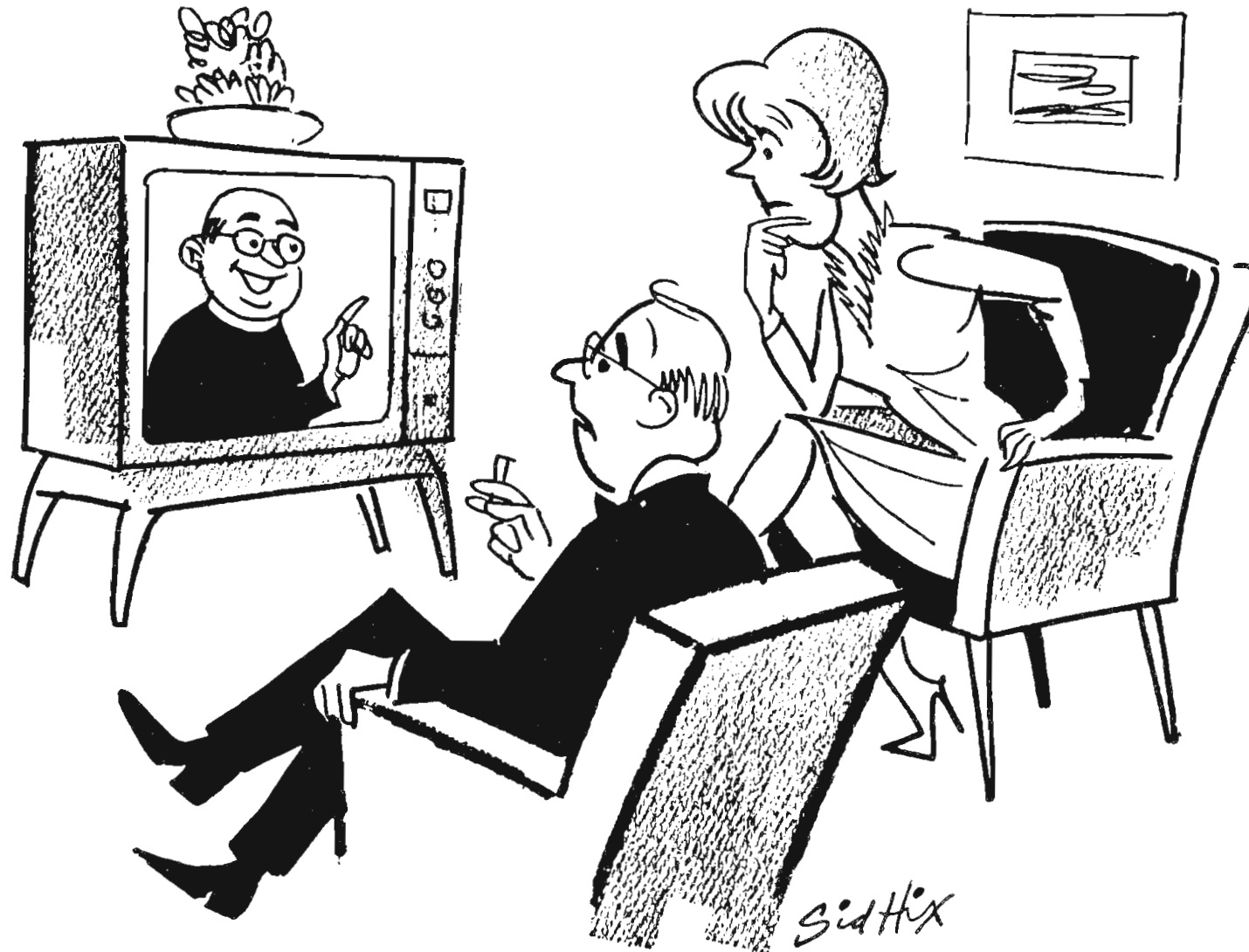
“You should have seen the look on his face when I brought a tub of it home for Sunday dinner.”

September 8, 1969



“Dear, why don’t you spend more time watching TV? Julia Child, *The Galloping Gourmet*...”

September 15, 1969



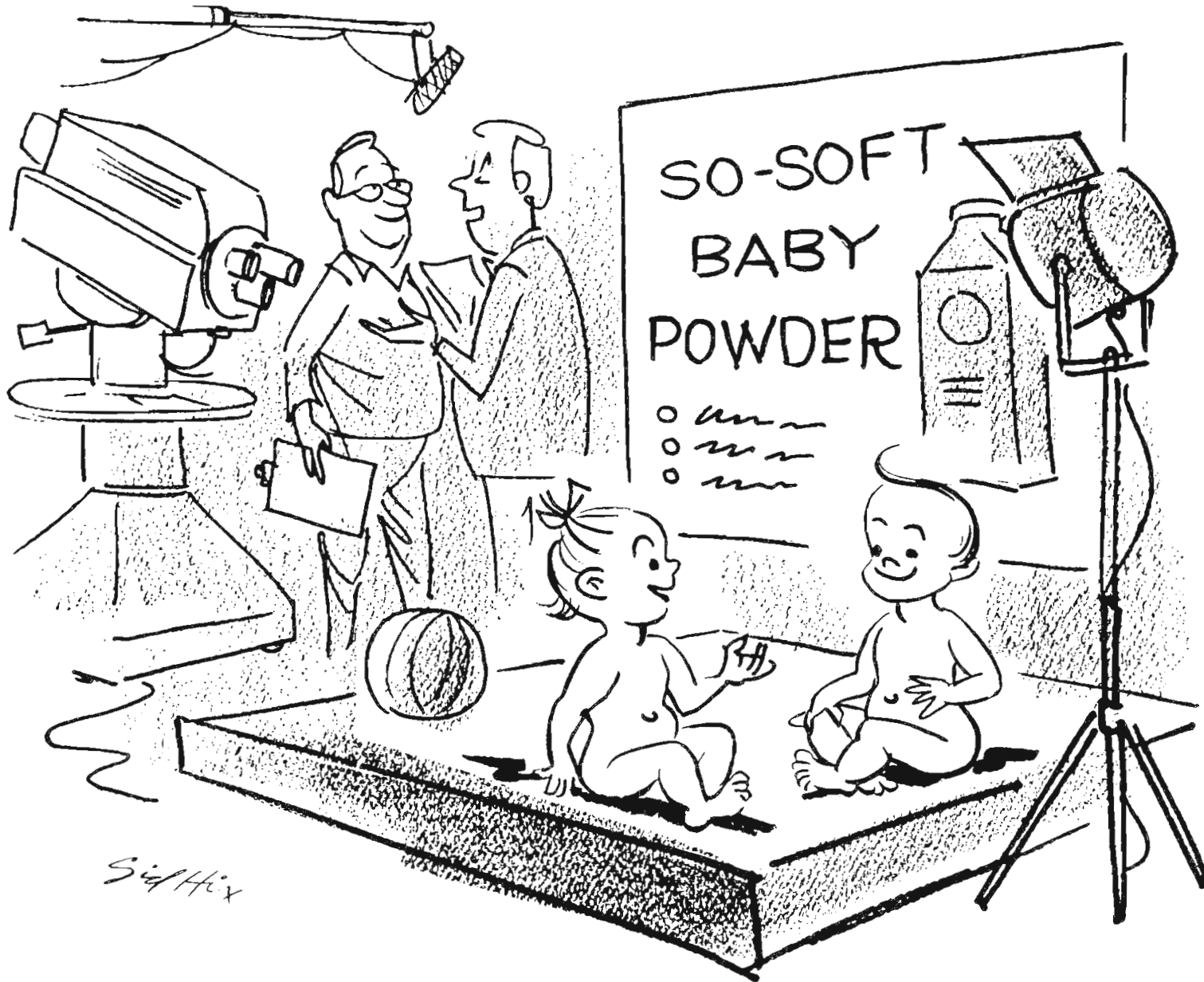
“Will Ruth, who has turned away from her own people, find happiness and romance in Israel with Boaz? Tune in next Sunday and find out.”

May 18, 1970



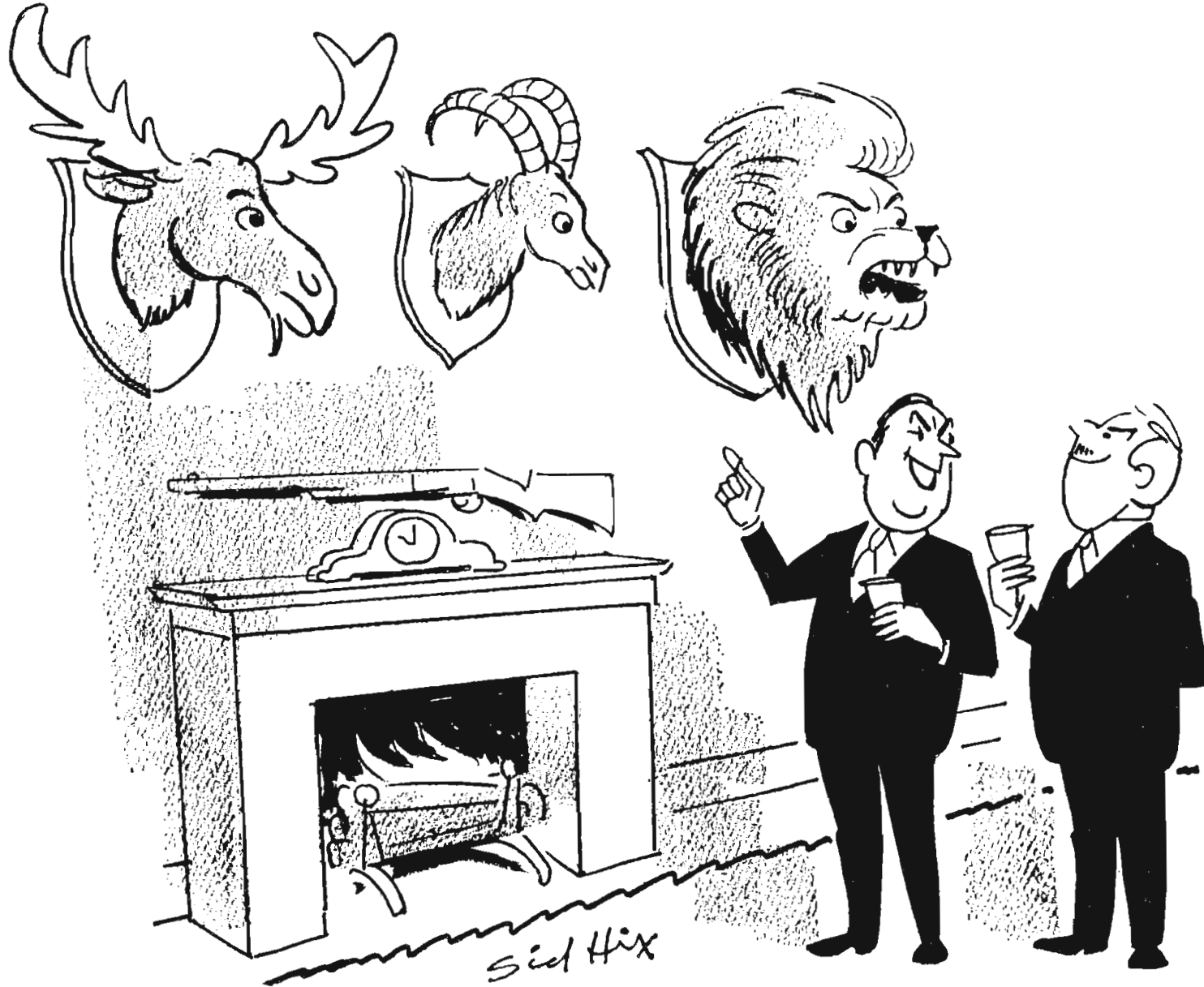
“He took a speed-reading course so he wouldn’t miss any gags on those *Laugh-In* dancers.”

June 8, 1970



"I don't mind a nude scene if the story has redeeming social value."

June 22, 1970



“As one broadcaster to another, there’s a certain FCC commissioner I’d like to see up there.”

August 3, 1970



“Buck, we’re going to miss all this — the milling herds, the windswept prairie, the residuals...”

October 5, 1970



"Think that day'll ever come to our end of the business?"

March 8, 1971



“He’s in television. He can’t cancel this in 13 weeks, can he?”



Sid Hix had already established himself as a cartoonist for *Collier's*, the *Saturday Evening Post* and other illustrious journals of the time before his work began appearing regularly in **BROADCASTING**. He had also developed a reputation as an advertising artist. "The commercial work paid better than magazines," he explains. In that association he acquired familiarity with the business side of radio and, later, television. His cartoons for **BROADCASTING** bear the insider's mark.

Hix was born in London in 1900, but has lived in the U.S. since the age of 7. He grew up in Ozark, Mo., which may explain the occasional appearance of an outhouse in his cartoons to this day. After two years at Missouri State he entered the Chicago Academy of Fine Arts. That rooted him to Chicago and its advertising world until 1956 when he moved to Florida. He teaches at the Ringling School of Art in Sarasota and draws as inspiration strikes. For **BROADCASTING** inspiration must strike at a frequency of almost once a week. Hix is still the magazine's first-string cartoonist.