



SEEIN' IS BELIEVIN'

1946



WELCOME TO

YOUR MORNING MATINEE

CROSLY SQUARE

At the "Square" and through the air . . . 312 mornings of the year . . . "Your Morning Matinee" is an invitation to fun and merriment. If you have seen the show, the pictures in this book will remind you of that happy occasion —if you haven't, they'll show you what all the laughing is about. Come whenever you can. You'll have your eyes opened—and then filled with laugh-tears.



Arthur Chandler, Jr.

1946



1903

Joe Lugar



1946

Ruth Lyons



1898

Frazier Thomas



1946



1918



1946



?

GOOD MORNING!

Here they are — your happy hosts on “Your Morning Matinee.”
Yes, seein’ is believin’ . . . each one was once the cute and cuddly youngster to his right. Then, the source of pride and joy for doting parents. Now, the source of fun and entertainment for a multitude of Morning Matinee-ers. Let’s review their tricks during ’46.

Christmas 1945



Again the season of good-will and glad tidings approached. And again the Matinee-ers remembered the little children. To lighten the burden of pain in little bodies and brighten the spirits of suffering minds, listeners contributed a total of \$6,558.85 in true Christmas spirit. With this money, parties were given and gifts distributed at Children's Hospital, Cincinnati; Riley Memorial Hospital, Indianapolis, and Children's Free Hospital, Louisville. In addition to the Christmas parties and gifts, a substantial check for playroom equipment and other needs was presented to each of these three institutions.

Above:
Candy, Ruth and Hermie's young hopeful, shone with the wondrous enchantment of Christmas as she rode that remarkable horse.

by Ruth Lyons.

CHRISTMAS SONG
1945

Mer-ry, mer-ry, what a lot of Christ-mas. That is what the child-ren say. Ev-en lit-tle hap-pi-ness and what a lot of joy. you can give that

child-ren who are sick on Christ-mas Day. Won't you help these lit-tle ones to lone-ly lit-tle boy. Light a love-ly Christ-mas tree, that's

have a Christ-mas Day. Send your nick-els, dimes, and dol-lars in to-day. Send them hung with ev-ery toy. Send your nick-els, dimes, and dol-lars in to-day. Send them

in in. Send them in. Send them in. Send them in. child-ren laugh and sing on christ-mas

Day. Ring out those jing-le bells. Christ-mas bells for Christ-mas must be

gay. Send your nick-les. Send your nick-les, dimes and quarters, send your

lars in to-day.

Copyright, 1946, by Ruth Lyons
Cincinnati, Ohio



Ruth, Frazier and Santa take time out from the gay party at Riley Memorial Hospital to bring special Christmas cheer to this brave little girl.



There were lots of games and toys for girls and boys. Can't you just hear them saying, "Thank you, Santa Claus, and Merry Christmas—everyone"?



Pain and handicap are forgotten as children, large and small, crowd around when Ruth, microphone in hand, talks to one of the children.



The passing out of the gifts is always the most fun of all. Here Ruth is holding up a cute dolly to gladden the heart of some little "mother."



One of the brightest moments in Paula's Christmas was when she got this "precious" dolly.

To see this boy's thrill at being remembered was worth all the time and effort of everybody.



Wheelchairs seemed like chariots and wheel beds like racers to these youngsters at this exciting Christmas Party held in the hospital ward.



Frazier and Ruth got in on a good little joke with one of the child patients when they attended the party at Cincinnati Children's Hospital.

Christmas 1945



After long days of inactivity, this little girl found learning to walk again was fun with the help of that big doll which Frazier Thomas gave her.



Christmas must have been the fascinating subject of conversation with this exclusive little group chatting with Ruth at Children's Hospital.



In London to address the UN, Cincinnati's Mayor Stewart gave Susie, daughter of Rose Buckner, her first doll—a gift from a special fund.

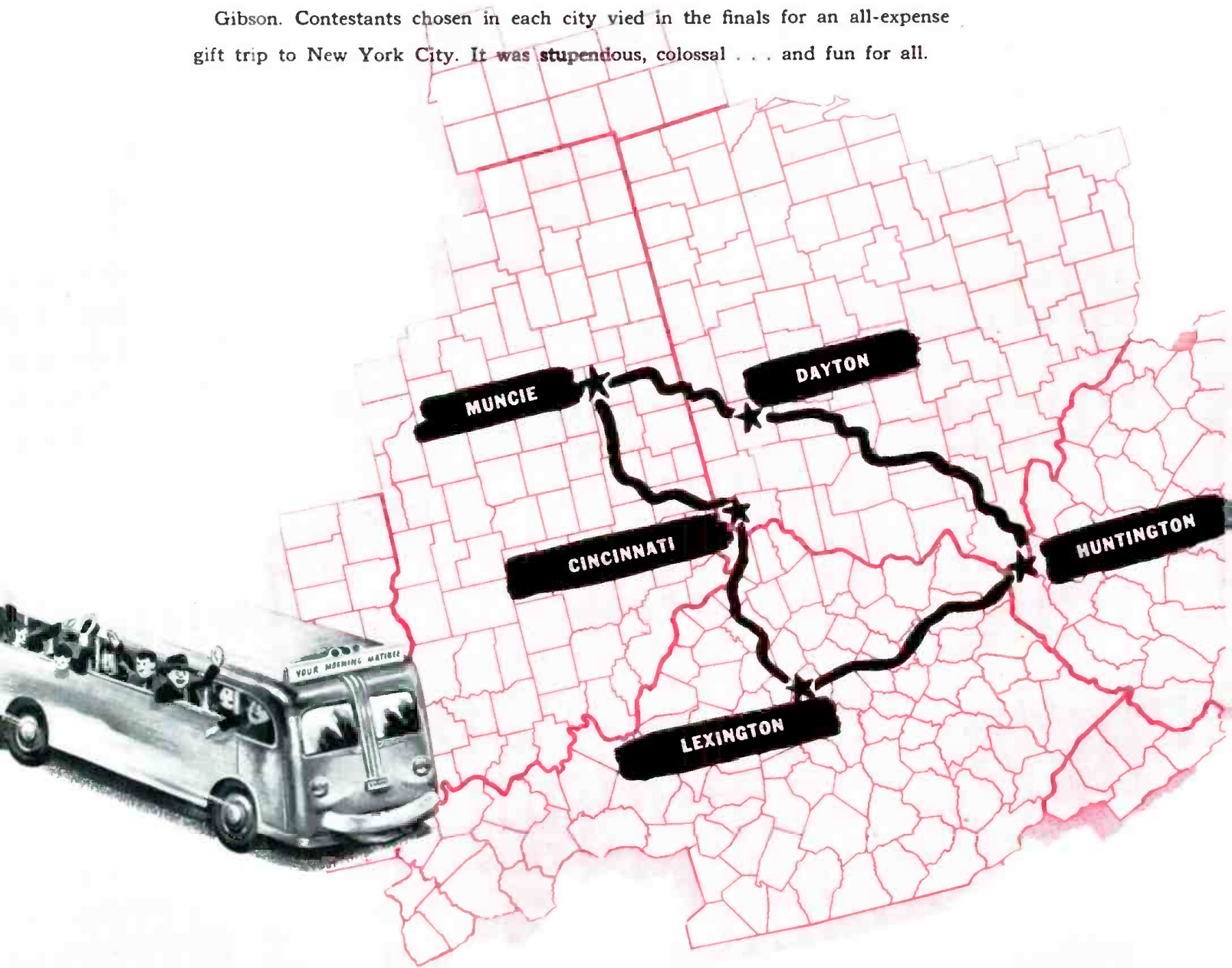


Everyone looked pleased as the camera caught Ruth giving a Christmas Fund check to Mr. Wm. Bahlman, Superintendent of Children's Hospital.



YOUR MORNING MATINEE goes *Visiting*

It had to happen. Day after day crowds of nice people visited them at the studio—why not return those visits? And so your “good morning gang” went out on a series of breakfast broadcasts. First it was Dayton. Then on to Lexington, Muncie, Huntington and two big broadcasts at Cincinnati’s Hotel Gibson. Contestants chosen in each city vied in the finals for an all-expense gift trip to New York City. It was **stupendous**, colossal . . . and fun for all.



Dayton, Ohio

Dayton contestants line up in the Biltmore Ballroom to tell why they want to go to New York.

Was everybody happy? Look at the crowd's enthusiastic response to Ruth's innocent question.

W



At the Lexington broadcast the ladies of the blue grass section demonstrate the good-time spirit of true Morning Matinee fans everywhere.

This attractive young contestant from the state of beautiful women is about to receive a very beautiful gift in that box that Frazier holds.

S

Lexington, Ky.

Muncie, Ind.



Muncie packed 'em in until Arthur thought he'd have to share his bench at the organ with some eager Morning Matinee-er—which he'd gladly do.



This picture wasn't from Muncie, but the lady in the center was. It's Mrs. Hobadier of Moreland, Ind., who won the New York trip in the finals.



In Huntington, Mayor Fiedler received a warm welcome to the show and joined in the festivities.



From this picture it is easy to see that Huntington liked the show — and hated to see it go.

Huntington, W. Va.

Cincinnati, Ohio

Being the Mayor of Cincinnati does not prevent Mr. Stewart from riding to prove that he is still a kid in spirit.

This is part of the crowd that witnessed the final breakfast broadcast and the selection of the winning contestant.



Left to right, these finalists in the contest were chosen at: Dayton, Lexington, Huntington, Cincinnati, and Muncie.

And here is Mrs. Hobadier selecting a new wardrobe in New York—part of her award as the winner in the contest.



A black and white illustration on a brown background. On the left, a man in a suit and a white cap is kicking a clown. The clown is on the right, wearing a polka-dot outfit and holding a flagpole. A large banner is held by the flagpole, with the text 'Everyday is Funday on Your Morning Matinee'.

Everyday is Funday on Your Morning Matinee

*You will get a kick out
of this—and Frazier
does it so easily, too.*

Anything can happen—and often does—on this gay, unpredictable show. Like a three ring circus, there's always something doing. The repartee between Ruth and Frazier affords a laugh a second, but they're not alone in the fun making. Everybody gets into the act—singers, organist, conductor, the boys in the band and most of the audience—with stunts, skits, songs and general clowning. Individuals from the audience add their share to the levity, too. Farmer-bankers have discussed crops with Ruth so often that it has become a perennial gag. The trainman who says his road is the best . . . the housewife who says her family tracks up as fast as she can clean up . . . the shy newlyweds . . . the veterans of marriage—they all add up to lots of fun for everyone—everyday—on Your Morning Matinee.



Br-ring! That's the alarm set for 2 A.M. that routed many a sleepy-eyed Matinee-er to board a chartered coach for Crosley Square. Some stopped a train with burning paper to get there on time.



The lobby at Crosley Square jammed with eager Matinee-ers waiting to go up to Studio "A."



Fifth floor! All out for an all-out good time with Ruth, Frazier, and the merry Matinee.

Everyday is Funday



Weary of Austin Williams' predictions of snow in May, Frazier restrains him as another Austin Williams, his real name, foretells brighter weather.



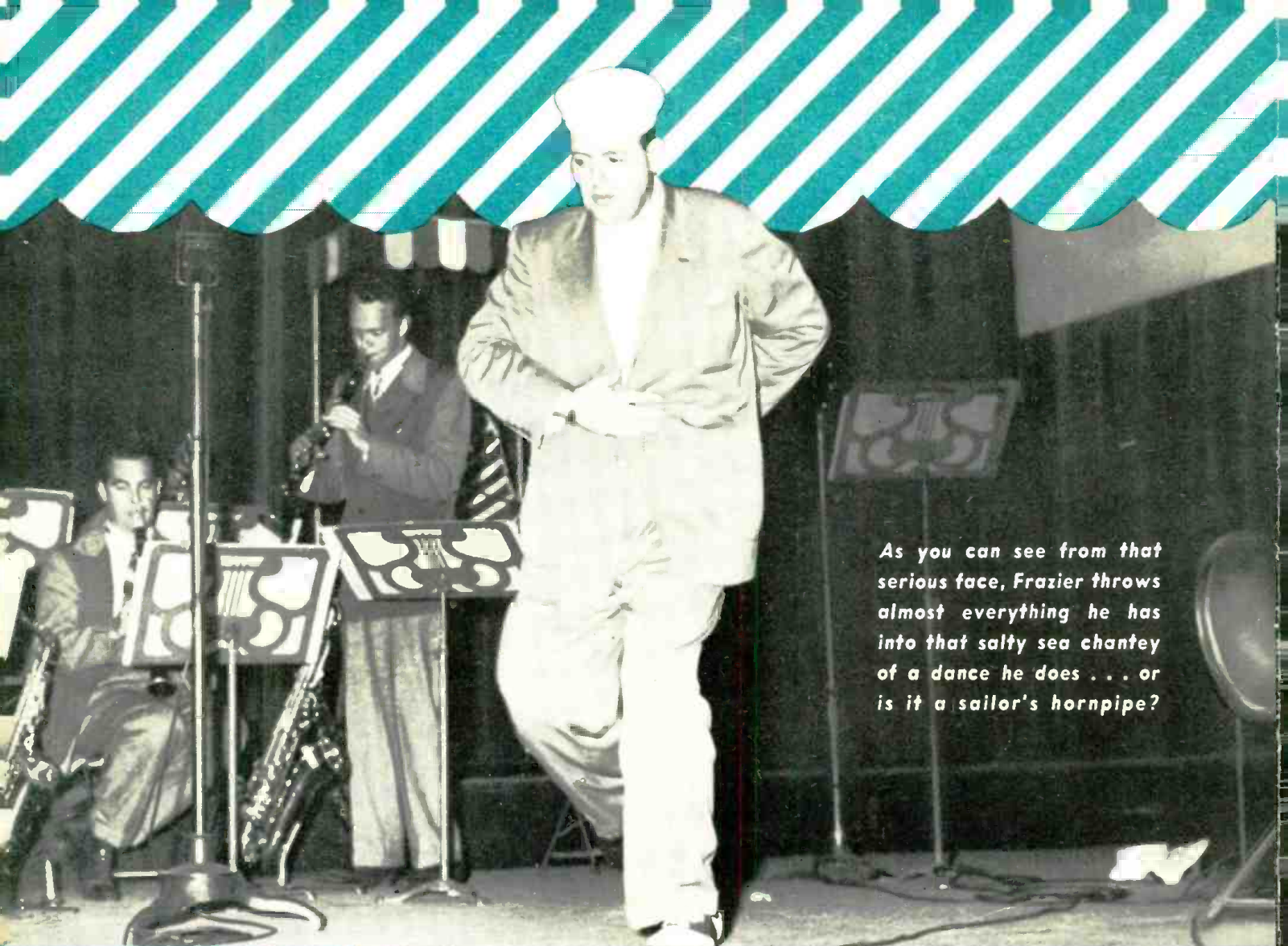
Typical of the surprises on Your Morning Matinee was this gentleman who stepped up and gave a perfect rendition of the Chiquita banana song.



Teasing Frazier to give away his necktie is one of Ruth's favorite indoor sports. Lying in his teeth, Frazier says, "You're welcome, brother."



When this delegation of skilled glass workers visited the program, they gave Ruth some exquisite glassware as a token of their appreciation.



As you can see from that serious face, Frazier throws almost everything he has into that salty sea chantey of a dance he does . . . or is it a sailor's hornpipe?



Often a groomsman but never a groom—that's Frazier. But here he played the part of a husband. On this lady's wedding anniversary he presented her with a beautiful corsage and charming speech to match

Everyday is Funday

R. Lyons

— The Birthday Song —

Copyright, 1946, by Ruth Lyons
Cincinnati, Ohio



Birthdays mean celebrations on this program. The names and birthdays of more than 40,000 children of Matinee-ers are on file. To each is sent the Peppermint Horse birthday card. Each day one birthday child has a make-believe ride on the Peppermint Horse and receives a gift from him. The children in the studio honor all the birthdayites by singing Ruth's birthday song. Birthdays of the oldest old lady and gentlemen heard from by mail also are honored.



Most enthusiastic Matinee-ers are the kids . . . how they love to sing, even on the commercials. Only the September polio scare kept them away.



March, march right this way to the Magic Bubble Department. For such fine singing, each boy and girl gets one of these magic bubble sets free.



They must be magic bubbles if Frazier can produce them as easily as that. What a show for television! Then seein' would really be believin'.



"So today is your birthday . . ." All the youngsters like to sing that song when they come to the studio, each trying to "sing loud for Ruth!"

*What's funnier than a man's hat on baby?
Why, band boys wearing sunbonnets.*



Friday the 13th didn't mean a thing to this brave lady as she joined with the other Matineers to defy the old bogey man, superstition.

Imagine Frazier with a built-in yodel asking this woman if she "needs a bath." Anyway, she receives an advertiser's bath-time product.

Everyday is Friday



To "share a meal and save a life" Matinee-ers marched up with 3,894 items of canned goods.



Here are happy hundreds enjoying the show . . . a scene repeated every day throughout the year.

Vacation



When vacation time came Ruth got six charming young ladies—one for each day—to keep Frazier company on the show during her absence.



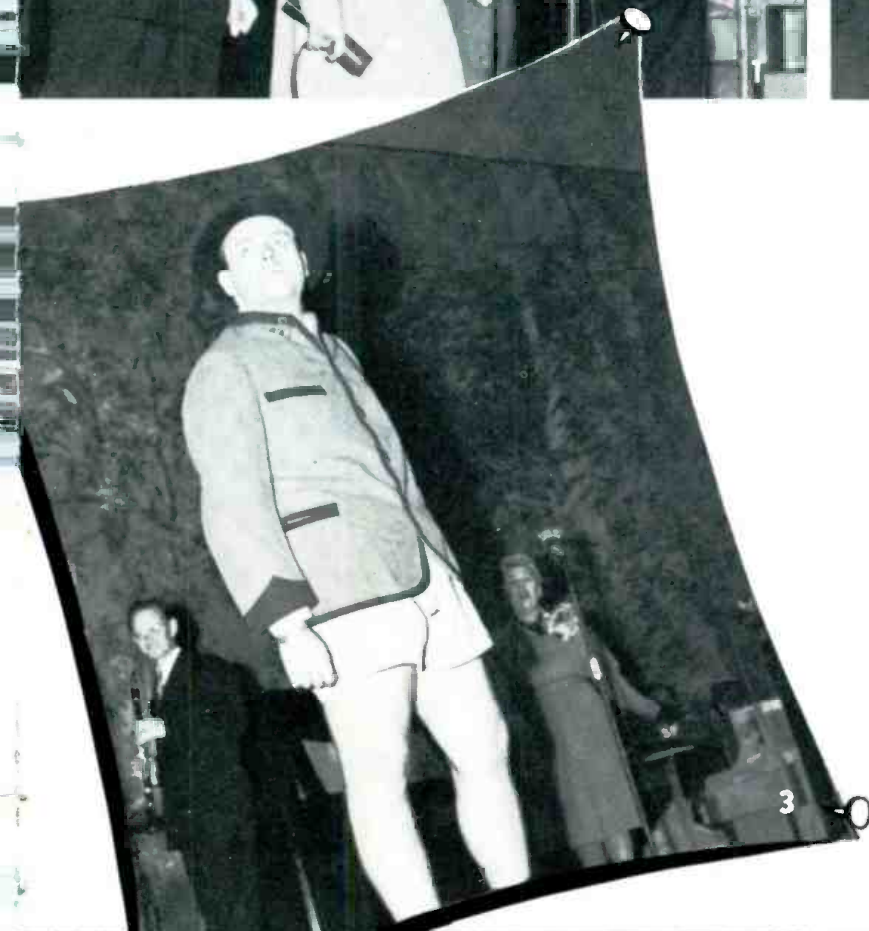
Our hero doubts the safety of numbers. L. to R.: Betty (Thurs.), Ruth, Jana (Mon.), Rosemary (Tues.), Mary (Wed.), Catherine (Fri.), Janet (Sat.)



Came September and the Food Show at the Cincinnati Zoo—first since Pearl Harbor. More than 6,000 came to enjoy "Your Morning Matinee" as the monkeys chattered and laughing hyenas laughed.

Happy Labor Day throngs jammed the pavillion for the gala performance by Ruth, Frazier, Max, Jack, Will, Joe and all the Matinee cast.



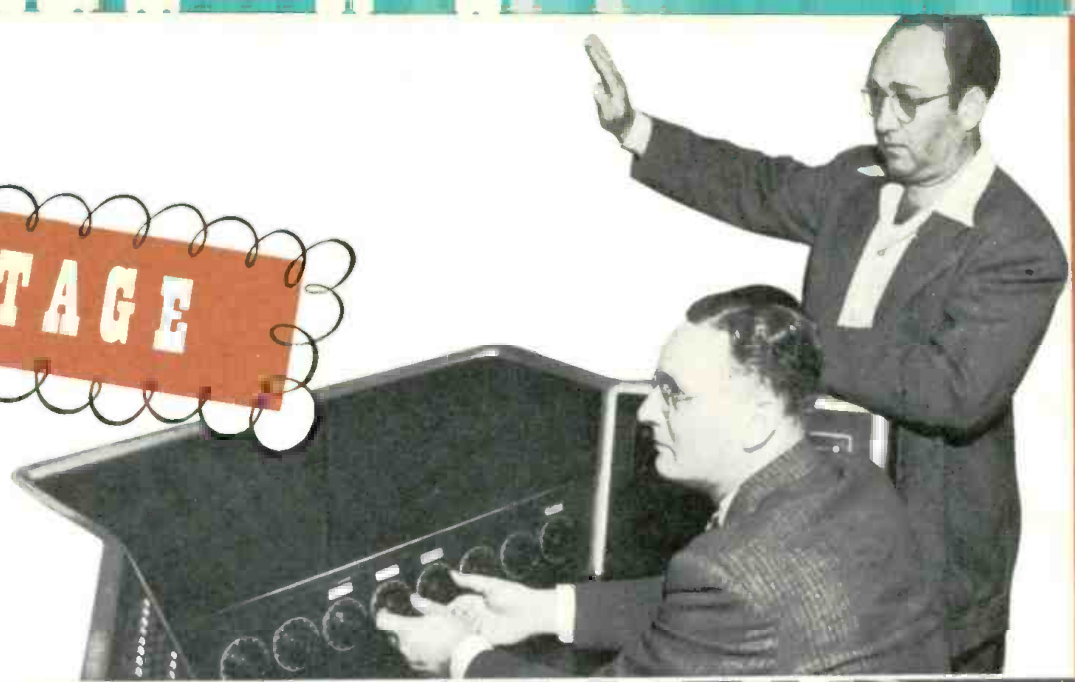


- 1—Influenced by their hallowed surroundings, Jack, Ruth, Sylvia, and Max join in an operatic number—the Rit-o-letto Quartet.
- 2—With Ruth clashing the cymbals and Frazier beating the drum, a brand new version of McNamara's Band was given.
- 3—This represents a Rushvillian's idea of what the well-dressed Alpine mountain climber wears. Monkeys, move over for Frazier.
- 4—Featuring two seldom-heard instruments, announcer Will Lenay and Frazier rendered touching duets with flout and Jew's harp.
- 5—Another view of the crowd at the broadcast ... people of Ohio, Indiana, and Kentucky who saw the Food Show's biggest show.



BACKSTAGE

Al Schwerling is at the control dials while producer Bill Thall tears his hair to get the show on and off on the nose.



These office "slaves" smilingly handle innumerable details concerning the program. Slave No. 1 is Catherine, No. 2 is Elsa, and No. 3 is Suzanne.



They greet and guide the shows' visitors: "Uncle" George Foster, and Elsa Waterman and her page girls—Laverne, Joyce, Marlyn, Nell and Dottie.



Matinee-ers are great writers and generous contributors as you can see from this scene of mail and money in the office of Ruth Lyons.



Here are Bill, Mose, Buck, Elmer, and Arthur—members of the Square's clean-up squad—who keep studios, halls and offices spic and span.

"Woodbury, Woodbury"

"a trick"

"I'm a tired old car"

NAMES YOU KNOW

"I'm Chiquita Banana"

"Ipana I Love You"

"Nunmaid is Table Grade"

"The Saltiest Salt"

"All Purpose Rit"

"Hi-Lo
Hi-Lee"

Renuzit

"Doodle-lay"

- BALM BARR HAND CREAM..... G. Barr Co.
- BALPINE BATH OIL..... Ettoh Sales Co.
- BANANAS..... United Fruit Co.
- BERLOU MOTH SPRAY..... Berlou Mfg. Co.
- BORDEN COFFEE..... The Borden Co.
- BUR-MIL FABRICS..... Burlington Mills Corp.
- CITY CLUB COFFEE..... H. P. Coffee Co.
- DIAMOND CRYSTAL SALT..... General Foods Corp.
- EMPIRE EVAPORATED APPLES..... Valley Evaporating Co.
- GEBHARDT CHILI POWDER..... Gebhardt Chili Powder Co.
- GOLDEN PAGODA CHOW MEIN..... Breyer Ice Cream Co., Inc.
- IDENT TOOTHPASTE..... Iodent Chemical Co.
- IPANA TOOTHPASTE..... Bristol-Myers Co.
- K. C. BAKING POWDER..... Jaques Mfg. Co.
- KERR CANNING PRODUCTS..... Kerr Glass Mfg. Co.
- LACO SHAMPOO..... Laco Products, Inc.
- MENNEN BABY PRODUCTS..... The Mennen Co.
- MICHIGAN PEACHES..... Michigan Fruit Sponsors, Inc.
- MODART FLUFF SHAMPOO..... LaMaur Products, Inc.
- NU-MAID MARGARINE..... Miami Margarine Co.
- REM COUGH SYRUP..... Maryland Pharmaceutical Co.
- RENUZIT FRENCH DRY CLEANERS..... Radbill Oil Co.
- RIT DYES..... Rit Products Corp.
- ROBIN HOOD FLOUR..... International Milling Co.
- ROCKWOOD CHOCOLATE BITS..... Rockwood Co.
- SIMONIZ PRODUCTS..... Simoniz Co.
- SOIL-OFF CLEANER..... Soil-Off Mfg. Co.
- SUPER SUDS—VETO..... Colgate-Palmolive-Peet Co.
- WALLPAPER..... Rosenberger Wallpaper Stores
- WOODBURY DRY SKIN CREAM..... Andrew Jergens Co.

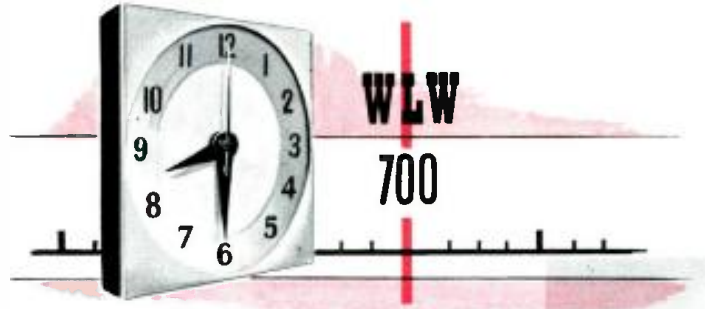
It's Thanksgiving Time Again



It's an annual custom for Ruth's husband, Herman Newman, to participate in the Thanksgiving Day broadcast.

We give Thanks

Lo, once more the fields have ripened to the harvest and the fruitful earth has fulfilled the promise of the spring. The laborer's work is done; he has sown and he has reaped; he has planted and he has gathered. How rich and beautiful the store; the golden grain, the clustered corn and the grapes of purple and green, the crimson apples and yellow pears and all the gleaming colors of orchard and garden, vineyard and grove. Season follows season, each clothed in its own radiance; after winter the spring, after summer the harvest-laden autumn. From bud to blossom, from flower to fruit, from seed to bud again, the beauty of the earth unfolds. ☆ From the harvest of the soil let us garner a new harvest of the heart and mind: A harvest of firm resolve to be the careful husbandmen of our best gifts and opportunities; a harvest of reverence for the wondrous power and life at work in the things that grow in the soul of man; a harvest of gratitude for every good which we enjoy, and of the brotherhood for all who are sustained by the earth's beauty.



Your Morning Matinee 700 on your dial

Christmas 1946

Dear Listeners -

It has been a wonderful year, hasn't it? It has been filled with happiness, laughter, good fellowship, and real, honest endeavor. Not only on our part but by each and everyone of you - you who really are "Your Morning Matinee". You have written us thousands of letters of good wishes and appreciation. You have been actively interested in every idea that we have fostered; you have made our sponsors happy by liking their products; you come from far and near to visit us as friendly good neighbors, bringing your lovely little girls and boys to brighten the studios; and, most beautiful of all, you have made hundreds of little sick children smile again - little children who, without your kindness, might feel lonely and forgotten.

You have every reason to be proud of yourselves - all of us here at WLW are proud of you - and I am happy to have this opportunity to thank you deeply and sincerely for your loyalty, your friendship, your never-failing enthusiasm for our efforts to bring you "a good way to start the day" - with "Your Morning Matinee" -

Sincerely -

Ruth Lyons





Christmas



Here's one for the book. Ruth and Frazier were amazed at their own antics as they looked through this "first edition" of Seein' is Believin'. If they were amazed, surely others would be amused. So, Ruth said, "Let's print thousands and thousands so everybody can see it. And let's put into the Christmas Fund every penny of the proceeds above the cost of the book." Here's the song she wrote urging listeners to "Buy a Book, Buy a Book, Buy a Book."

1946



CHRISTMAS SONG - 1946-

by Ruth Lyons

Brightly

1. It's Christ-mas time a - gain and the bells are ring-ing and the child - ren
Christ-mas will be here be - fore you know it, and we must be
sing-ing ev-'ry-where — It's Christ-mas time a - gain, there's a mag - ic
read-y for St. Nick — We must be read-y with a — Mer - ry
Glad-ness, there's a mag - ic mad-ness in the air — Old San-ta
Christ-mas for the lit-tle child-ren who are sick — So send your
Claus is shin-ing up his sleigh, Oh, so soon he will be on his way, You must
do-lars in this ver-y day, read our book and laugh your cares a - way, You'll be
help old San-ta load the toys for all those anx-ious lit-tle girls and boys — All you
Glad you made this Christ-mas Gay, for all those lone-ly lit-tle girls and
do is buy a Book a Book a Book what a wond-rous Book just take a -
dol-lar in to - day to - day to - day, send it in with-out de-lay, yes right a -
want this pre-cious Book, you'll want to - look at the pic-tures all so grand, See there's the
look There is Fra-zier on a hat (My Hat) year, hat, my but is - not Fra-zier
way There is Ruth-ie look-ing sweet, (quite neat) year, sweet, my, but has - not the big
Band There is Joe and Ar-thur Los, My what a crew, say, has Joe one hand on
fat feet? See-in' is be-liev-in'! Buy a book, buy a Book by hook or crook, buy a book! See-in'
is be-liev-in' (2) send a (3) Oh, you'll
oh!

Coda
boys — BUY A BOOK — BUY A BOOK — BUY A
BOOK BUY A BOOK BUY A BOOK

Copyright, 1946, by Ruth Lyons
Cincinnati, Ohio

"In hopes that St. Nicholas soon would be



there”

LIKE children everywhere, the youngsters in the hospitals begin thinking of Christmas early in the season. As Nurse tears the dates off the calendar one by one, bright little heads are counting the days until Santa comes. After Nurse tucks them in at night, they drift off to dreamland with visions of Santa dancing in their heads.

For them no exciting trips to the stores to see the new toys and to chat with Santa. For them no thrilling plans of a Christmas with Mommy and Daddy. But, like the girl in traction talking to Ruth, they are so bubbling over with Christmas enthusiasm they just have to confide in someone.

Are their “hopes that St. Nicholas soon would be there” sure of fulfillment? Well, there’s Ruth whispering to Santa something like this, “These little children are expecting you—you mustn’t disappoint them.” Then she gives the word to you Matinee-ers. With your generous contributions to the Christmas fund and your purchase of Seein’ is Believin’ you’ve made a dream come true. Many a childish heart is cheered with joy because you remembered—“Inasmuch as ye have done it unto one of the least of these, ye have done it unto Me.”

My Mommy says -
It's Christmas so...
Merry Christmas everyone -
CANDY





Your Morning Matinee Photographer — Ken Rarich

