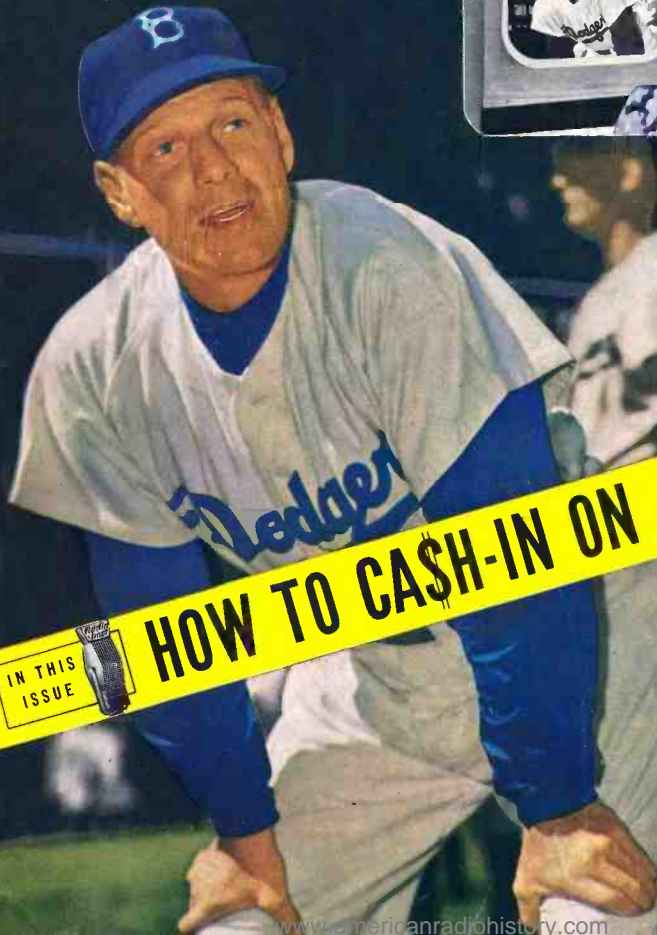


# Radio <sup>★</sup> & TELEVISION

AUGUST 1948 25¢

THE RADIO  
& TELEVISION  
PICTURE  
MAGAZINE

# best

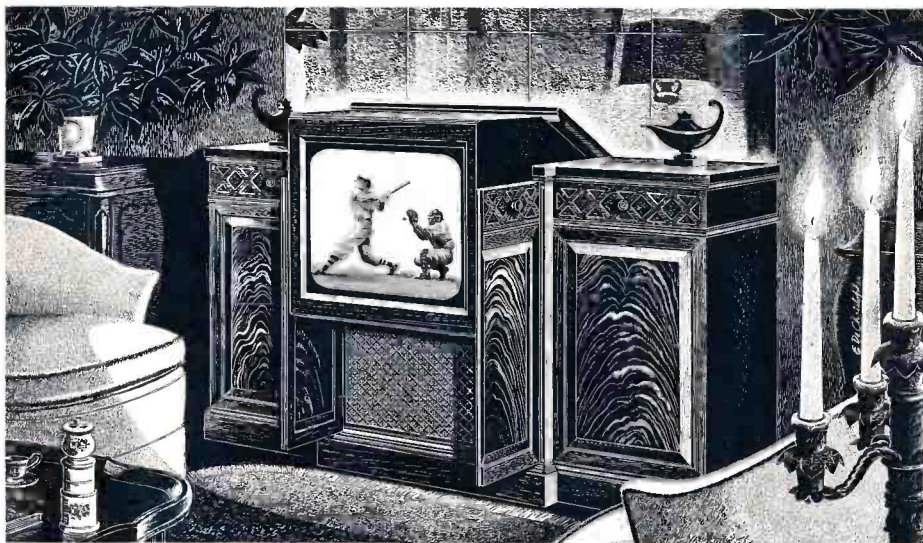


**HOW TO CASH-IN ON RADIO'S "BIG-MONEY" SHOWS!**

IN THIS  
ISSUE

# A masterpiece cannot be matched

It only takes a side-by-side demonstration to show you how far any one of the Du Mont models out-performs any other television receiver in its price class. On Du Mont receivers you will see a clear, brilliant picture on a large *direct-view* screen. You will hear tonal quality unsurpassed by any other instrument, with full-range tone selection. You will realize the standard of performance you can expect from a television masterpiece. Call Du Mont, PLaza 3-9800 for your nearest dealer.



**Du Mont's Westminster** model, cabinet in beautifully grained natural mahogany veneers. Incomparable television pictures on the world's largest *direct-view* television screen

—213 sq. in. With AM, FM, and world-wide shortwave radio, and high-fidelity automatic record player. Truly beautiful tone in all reception and reproduction. Generous record-album storage space.



**The Chatham**—Table-top television on 72 sq. in. screen, all 13 channels, plus unsurpassed FM radio.



**The Savoy**—Dignified, small-space console—72 sq. in. screen, AM, FM radio, automatic record player.



**The Hampshire**—Blond burled wood with natural leather trim. 213 sq. in. screen, AM, FM, shortwave radio and automatic phonograph.



**The Devonshire**—Smartly modern—116 sq. in. screen, AM, FM, shortwave radio, automatic phonograph.



**The Sherwood**—Period-styled cabinet—116 sq. in. screen, AM, FM, shortwave radio, automatic phonograph.

**DUMONT** *First with the Finest in Television*

# hum *and* strum

*N*EW Englanders have heard Hum and Strum on the air as long as they've heard WBZ. Twenty-three years ago it took grit, iron nerve, and steady hand to get a temperamental crystal set going, but even then radio

fans tuned in HUM and STRUM eagerly.

Our tuneful team is still delighting thousands of WBZ listeners mornings, Evenings, too, because HUM and STRUM entertain dancing New England in night clubs.

On **WBZ**  
*they harmonize  
 oldtime songs,  
 congratulate their  
 New England fans  
 on birthdays,  
 and chat  
 as informally  
 over the  
**WBZ** mike  
 as the  
 backyard fence.  
 All this  
 listening fun  
 adds up to  
**HUM and STRUM,**  
 mornings, on*



*Strum (Tom Carrier) and Hum (His wife, Mrs. Zides calls him Max)*

**WBZ**  
**BOSTON**

# Radio & TELEVISION

# best

THE RADIO & TELEVISION PICTURE MAGAZINE



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### ADVERTISING POLICY

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fun for everyone!

## New York Giants Baseball Games

PLAY-BY-PLAY BROADCASTS  
DIRECT FROM ALL FIELDS



MUSIC AND STARS WITH

Ted Steele  
Mr. & Mrs. Music  
Tommy Dorsey  
Duke Ellington

stay tuned to

# wmca

570 • first on New York's dial



To Thoughtful Parents of Imaginative Children... Age 2 to 6, 7 to 11

The Young People's Record Club Offers

# Absolutely Free

ONE OF THESE ENCHANTING, UNBREAKABLE RECORDS!

Are you one of those thoughtful parents who realize that a love for music is as natural in little children as their love for play? If so, here is your opportunity to start your child on the road to lifetime enjoyment of good music — *entirely at our expense*. You are not required to pay or return anything. Just tell us your child's age, and he will receive the gift record created for his group. *It is his to keep* — Absolutely Free!



Young People's Record Club was organized by educators and musicians to provide children from 2 to 6 years of age, and from 7 to 11, with an intelligent, enjoyable approach to the appreciation of good music.

## HELP YOUR CHILD GROW MUSICALLY

Every month, Club members receive a new, unbreakable record, especially created for their own age level... approved by a distinguished Board of Editors, and presented in classrooms and nursery groups.

The subjects range from play activity to folk music; from sea chanteys to orchestral and instrumental selections drawn from the world's treasure-house of fine music. Superbly recorded by outstanding artists, they encourage the child to build and actively enjoy his own record library, as a happy part of his everyday life.

Record jackets, illustrated in color, contain complete lyrics and descriptive notes useful to parents and members alike.

Every phase of this expertly coordinated program is based on a genuine understanding of children. Today, the Club's success may be measured by the nation-wide endorsement of critics, the heartfelt gratitude of interested parents and the spontaneous enthusiasm of pre-school and elementary school youngsters in all of the 48 States.



**Y.P.R.C. EDITORIAL BOARD IN CONFERENCE:** Professor Douglas S. Moore, Head of Columbia University Dept. of Music; Dr. Howard Hanson, Director, Eastman School of Music; Dr. Randolph Smith, Director, Little Red School House; Genevieve Yagoda, noted American poet and teacher.



TOP HONORS FOR YPRC IN NATIONWIDE COMPETITION

**WESTERN UNION**

YOUNG PEOPLE'S RECORD CLUB, INC.  
40 WEST 46TH ST., N.Y.C.

CONGRATULATIONS ON WINNING AN AWARD FOR THE OUTSTANDING CHILDREN'S RECORDS IN THE ANNUAL RECORDED MUSIC AWARDS IN 1947

REVIEW OF RECORDED MUSIC

### APPLAUSE FROM THE CRITICS:

**PARENTS' MAGAZINE** greeted the Club's early recordings in these words: "Many of us have been waiting a long time for such an understanding of children." Almost a year later, the same authority reported: "This company started out with high ideals and outstanding productions. It is living up to them."

**SAN FRANCISCO CHRONICLE:** "These are highly superior productions, done with great intelligence, skill and simplicity, and incidentally better than the discs commonly purchased on discs for children."

**ASSOCIATION FOR CHILDHOOD EDUCATION:** "Has commended us as they offer meaningful listening, creative thought, active participation, participation, participation."

**NEW YORK TIMES:** "The Best in Children's Records."

**FREE for Children 2 to 6**  
"CIRCUS COMES TO TOWN"  
A delightful activity song record that captures the color, fun and life of the Big Top. Age 2 to 6 (all of it below characters)

**FREE for Children 7 to 11**  
"CIRCUS OF THE BIRDS"  
A new edition gives their rights up to 2000 feet of the Big Top. Age 7 to 11 (all of it below characters)

For further information, write for Bulletin 888

**YOUNG PEOPLE'S RECORD CLUB, Inc.**  
Dept. 888 — 40 W. 46th Street, New York 19, N. Y.

**LET US ASSUME THE BURDEN OF PROOF**  
Although thousands of new members are being enrolled each month, the Club asks you to take nothing for granted. To prove its benefits to your own home — with your own child, it makes you this unusual offer.

**PLEASE ACCEPT ONE OF THESE FREE RECORDS**  
Mail this coupon now! We will promptly send your child the gift record created for his age group, and reserve a membership in the Club. If your child is not delighted with the record, simply send us a postcard within 10 days, cancelling the reservation. Otherwise, as a Club member, your child will receive a new, unbreakable record every month, and we will bill you monthly for only \$1.39, plus 6¢ postage (except in July and August, when no records are sent). In either case, you keep the gift record **ABSOLUTELY FREE**. Open the door to your child's musical education, at our expense.

THE CIRCUS COMES TO TOWN     CIRCUS OF THE BIRDS

Please send FREE record checked above, and reserve a membership in the Club for the child whose name I have given you. Unless I cancel the reservation within 10 days after receipt of the FREE record, you will bill me monthly for only \$1.39, plus 6¢ postage — except in July and August, when no records are sent. In any case, the Gift Record is **ABSOLUTELY FREE**.

Child's Name \_\_\_\_\_  
Address \_\_\_\_\_  
City and State \_\_\_\_\_  
Age \_\_\_\_\_ Date of Birth \_\_\_\_\_  
My Name \_\_\_\_\_  
Address \_\_\_\_\_  
City and State \_\_\_\_\_

If you wish to enroll your child now and be billed monthly, enclose \$1.39 for a fully prepaid Annual Membership. Your child will receive the first record, together with the first month's selection, and 9 additional records, one mailed each month — except in July and August.

YOUNG PEOPLE'S RECORD CLUB, INC., 40 WEST 46TH STREET, NEW YORK, 19, N. Y.

# letters TO THE EDITOR



## Appreciates Burrow's Humor

**TO THE EDITOR:** In a recent letter to the editor, an extreme dislike for the talents of comedian Abe Burrows was expressed. I wholeheartedly disagree with the opinions of that person. To me, Abe Burrows is one of the newer and better comedians of the entire radio industry. Some of his "songs" are enough to make one roll on the floor with laughter. The sender of that letter does not fully appreciate Mr. Burrow's talents. While I'm on the subject of radio comedians, why hasn't there been an article on Henry Morgan, as yet? After seeing what your magazine can do with such old topics as Benny, Allen, et al., I think that a RADIO BEST treatment of Morgan would be very enjoyable.

Harold Reckson,  
Brooklyn, N. Y.

## Question Of The Month

**TO THE EDITOR:** How can I become a comedian?

John Sato,  
Fresno, Cal.



## Disagrees With Studio One Review

**TO THE EDITOR:** Your Seat-On-The-Dial reviews in the June issue were excellent, with the exception, however, of *Studio One*. Seems to me that the use of big-name Hollywood stars on this program has not in the least hurt this wonderful program. It's a favorite with my entire family and has given us many hours of fine enjoyment.

Mrs. Hilda Clement,  
Hollywood, Cal.

## Wants Nickelodeon

**TO THE EDITOR:** Just read and really enjoyed the open letter to Mr. Hooper. Our friends know that on Tuesday from 8:00 to 10:00 p.m. there is no use trying to call us on the telephone since we stay at home to listen to the radio — not to phone conversations. Not even Mr. Hooper himself could stir us. One night the phone rang and naturally I turned down the radio to hear the caller and a sweet voice asked, "Do you have the radio on?" Well, I can't see how one who is interested in a program will leave it just to answer a "phone rater." Why not call and first ask if we have the time to answer the questions? I certainly do not agree with Mr. Hooper and his ratings, but I hope they put one of those "Nickelodeons" in my home.

Mrs. Vazeda Fleener,  
Peoria, Illinois.



## Television Log

**TO THE EDITOR:** Can't you arrange to give us Television fans a regular program chart just as you do with radio? I am sure that there must be many others who would appreciate this service.

Cell Peck,  
Philadelphia, Pa.

## Does Anita Say "Uncle"?

**TO THE EDITOR:** I've been wondering for a long time if Anita Ellis could be a close relative of Red Skelton. There must be some personal reason for him keeping her on his program as vocalist. I don't claim to be an expert on music but I do have enough appreciation of it to know a really bad singer when I hear one. When I hear Red's program I can't help wondering why he keeps her on the show when so many grand singers are heard on those amateur programs. I still say she must be one of Red's relatives.

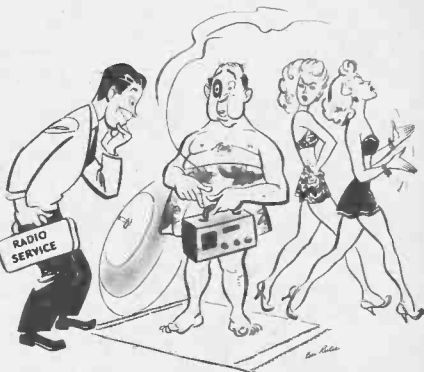
Elizabeth Anderson,  
Johnstown, Pa.

## Pet Peeve

**TO THE EDITOR:** Since, as I have noticed, you have cut out your little department, "Pet Peeves," let me use the medium of your column. To me the most boring thing on the air is the disc jockey (there's one in every city) who talks with that sexy-into-the-microphone-whispering-confidential-tone. To me there is nothing more revolting. What do other listeners think?

Hyman Messing,  
Toronto, Canada

Continued on Next Page



"It won't stop whistling!"



SIGN OF  
DEPENDABLE  
RADIO SERVICE

Stray whistles in your radio can be troublesome in more ways than one. Worst of all, they rob you of listening enjoyment. So, banish them and other unwanted sounds, noises now. Call the radio serviceman who displays the Sylvania emblem. This friendly expert can make your weary radio

perform as it did the day it left the factory. Yes, you'll hear programs so clearly, you'll think you've got yourself a new set. How does he do it? It's plain skill for one thing. Super-sensitive Sylvania testing equipment and high-quality Sylvania radio tubes, for another. This perfect combination assures you of finest radio repairs at fairest cost... tops in radio reception, more enjoyable listening. So, when your set needs care, have it fixed at the Sylvania sign of dependable radio service.



PRODUCT OF SYLVANIA ELECTRIC PRODUCTS INC.

# SYLVANIA RADIO TUBES

summertime the trend's to



strapless

MARDI BRA



bare shoulder beauty for daytime and evening wear!

NEW strapless waist-lette bra and waist-cincher combination \$10



short ..... \$5.00  
average ..... 7.50  
long ..... 8.50

AT YOUR FAVORITE STORE EVERYWHERE OR WRITE TO

Mardi-Bra

76 Madison Avenue,  
New York 16

## letters TO THE EDITOR



### Orchids and Scallions

TO THE EDITOR: Just a word to let you know how much I enjoy the Amos 'n Andy feature story in your May issue. Kudos too for the wonderful Fred Allen cover. Your covers, by the way, are the most interesting and most intelligent I've ever seen. I was disappointed, though, in those "pin-up" pictures that appeared on page 50. I realize that publicity people will go to great lengths to get newspaper and magazine mentions, but those pictures went too far. I am amazed that you permitted their appearance in your magazine which is read by young and old alike. Please use better judgment in the future.

Selma Rubenstein,  
Burlington, N. C.

### Public Service On The Air

TO THE EDITOR: Now that your publication has solidly emerged as the voice (the only voice) of the radio listener, why don't you get the networks to devote more air-time to better music, more forums on public questions and better programs for children? It's true that many of our larger broadcasters do offer from time to time programs in the public interest. But they are few and very far between. Most of these public service programs not only come so seldom, but they're usually aired at an hour when most people have already retired. How about some next spring behind a campaign to put the networks on the job?

Robert L. Stevens,  
Rochester, New York

### Video Critic

TO THE EDITOR: I think you're devoting too much valuable space to Television. Seems to me that the present shows on this new medium are even worse than the first attempts of early movies. Recently I witnessed a show featuring my old radio favorite, Lanny Ross. Poor Lanny not only looked scared and bewildered, he sounded it. The whole structure of the show was extremely poor with extra emphasis of that portion which brings to view a lady with her kitchen. It's horrible. The big surprise is that the program is sponsored by a big meat company which ought to have the savvy and money and experience to put together a more professional program. But as I started to say, Television is still ten years away, so please let's have more and better features on my favorite medium of entertainment, radio.

Theresa Glasser,  
Brooklyn, New York



### Vaughn Monroe Fan Club

TO THE EDITOR: I am president of the newly formed "Vaughn Monroe" fan club. At the present time we are having a big membership drive and would be grateful if you would print our name in your "Editor" column. We are also having a big contest, first prize will be a copy of a new Vaughn Monroe record album that is not yet released. Enclosed is a picture of Vaughn and myself taken during his recent Strand Theatre engagement.

Elaine Miller,  
Rockville Centre, N. Y.

### Double Tribute

TO THE EDITOR: I have put off this note of congratulations for a long time. But my conscience says, "no longer." I've purchased all issues of RADIO BEST and all I can say is "superb!" It has become the radio "bible" in the Webster household. I noticed in the May issue in the "Hollywood On The Air" column you gave a deserving salute to ABC's "Are These Our Children." A tribute to the ABC for airing such a fine series. Continued success with your publication.

Eleanor Webster



Vaughn Monroe wins fan's praise.

Address letters and pictures to Editor of RADIO BEST, 452 Fifth Avenue, New York 18. Only signed comments will be considered for publication.

Radio & Television Best — August 1949



Ladies!  
Men!

# Which One Of These Jackets Shall We Send You?

MORE QUALITY  
MORE STYLE  
MORE COMFORT

Style A  
\$6.95

HERE ARE THIS SEASON'S OUTSTANDING JACKET VALUES  
"Tops" for LOOKS and WEAR! Sensationally LOW PRICED!

Style D  
\$5.45

Here are four of the finest jackets you have ever seen priced at only \$3.95 to \$6.95. You can shop the country and you won't find their equal at the sale price of this offer. Select the jacket most suited to your needs and rush your order today while the supply is still available. Whichever jacket you choose we guarantee that you'll be positively delighted.



### MAN'S TWO-TONE ALL PURPOSE ZIPPER JACKET

The choice of men who want a de luxe jacket. Has a full zipper down the middle, also sport pockets and tab sleeves. . . . features that assure maximum comfort and style. Soft, colorful royal blue Kamelitte is blended in front and back with sturdy, rich looking tan Gabardine for smart, two-tone effect. If you want the best in looks and quality, here it is! Made in only one color choice, two-tone Kamelitte Blue with gabardine tan.



### LADY'S AND MAN'S SPUN-RITE CASUAL JACKETS

These popular priced Spun-Rite jackets are nationally famous. You've seen them advertised in all the leading magazines. More than 300,000 have been sold to delighted men and women throughout the entire United States. Tailored of favorite Spun-Rite, they are justly popular for their wear and beauty.

**LADIES** will adore its smart, distinctive lines, its caressing warmth. That new, low neckline is a "flesh" from the fashion front. Perky shoulders! Sleeve yoke! It will be your prop and mainstay, season in, season out. Select yours from one of this season's latest shades: Camel Tan or Liberty Red.

**MEN**—here's a sturdy "no-man's" jacket of a thousand and one uses. Cut for real comfort, smoothly tailored and colorful as well as warm. Snappy yoked back, harmonizing buttons for looks and wear. Grand, deep saddlepockets, seamed sides. You'll live in it from dawn 'til night! Choose Camel Tan with the following choice of harmonizing colors: Forest Green or Langyzer Brown.

ILLINOIS MERCHANDISE MARY



## NEW Swiss Chalet ELECTRIC WHIRLING CLOCK

DIFFERENT! SENSATIONAL!  
America's Outstanding ELECTRIC CLOCK Value! *As low as \$3.69* 2 for 6.95

Think of the fun and satisfaction that can now be yours with this Swiss Chalet Electric Whirling Clock. This new ornamental clock with its colorful and intricate Swiss design, its beautiful molded plastic case and its precision electric movement, will add charm and beauty to any room. Your family and friends will be positively delighted with the striking colors of the painted Alloy Screw which adorns the clear-view, easily read dial of the clock. To represent a world renowned Swiss Chalet, this lovely clock is unquestionably the most beautiful, the most original and the most useful electric clock ever to be offered for the sensational low price of \$3.69 or two for \$6.95. All the quality styling of famed Swiss Craftsmen is faithfully reproduced in this beautiful chalet replica, from the rustic colored shingles on the roof and the artistic chimneys to the latticed windows and mounted over its head. Even the native bird and the quaint peasant clothes of the boy and girl are all accurately reproduced. This Swiss Chalet Precision Electric Whirling Clock is made so it can either hang on the wall or stand on table. Measures full 6 1/2 inches high. It's unconditionally guaranteed to satisfy and to perform faithfully and accurately.

### MAN'S KAMELITTE ZIPPER SPORT JACKET

You'll be thrilled with this Kamelitte Zipper Sport Jacket. Kamelitte is a revolutionary new rayon type fabric that has the soft, beautiful, rich tan appearance of Camel's Hair, plus the durability and comfortable weight of its own closely-woven texture. Zipper runs all the way down. Slash pockets are smart and easier to use. Raglan shoulders give extra freedom for leisure and sports wear. Sweater effect ribbing at bottom and sleeves enhances the style and fit, provide protection from wind and rain. Made in only one color choice—Kamelitte Tan with Knit Trim.

**NOTE: HOW TO ORDER:** These four jackets come in SMALL, MEDIUM and LARGE for the Lady's Jacket. SMALL sizes 12 & 13; MEDIUM 14 & 15; LARGE 16 & 17. For the Men's Jacket. SMALL sizes 34 & 36; MEDIUM 38 & 40; LARGE 42 & 44. Be sure therefore that you state your size on the coupon as SMALL, MEDIUM or LARGE. Otherwise it cannot, then you will receive a jacket that does not fit.

### SEND NO MONEY! RUSH THIS HANDY ORDER COUPON

ILLINOIS MERCHANDISE MART, Dept. 2100A  
1327 LYOVA AVE., CHICAGO 26, ILLINOIS

Simply send the order, indicated below (in a 10¢ stamp is fully enclosed with your purchase or bill return within 10 days for refund).

- Style A \$6.95, Small  Medium  Large  Small, med. or large color choice.
- Style B \$5.95, Lady's: Small  Med.  Large  Small, med. or large color choice.
- Style C \$4.95, Small  Medium  Large  Small, med. or large color choice.
- Style D \$5.45, Small  Med.  Large  One color choice. KAMELITTE Tan with Knit Trim.

My Total Purchase Amount is \$\_\_\_\_\_ C O B

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

### You'll Love Every Feature Of This New Clock

 Colored Whirling Disc Revolves Continuously	 Melody Bird Adds a Chime! Decorative Touch
 Realistic-looking Beautifully Crafted For a Change Adorns Each Side of Chalet	 Ornamental Deer's Head Is Mounted Over Clock Dial

### SEND NO MONEY—RUSH THIS COUPON!

ILLINOIS MERCHANDISE MART, DEPT. 47-63  
1327 Lyova Ave., Chicago 26, Illinois

Please send me this beautiful new Swiss Chalet Precision Electric Whirling Clock. I will pay for it when I receive it. I will return the clock when I receive my bill.

Please send me this beautiful new Swiss Chalet Precision Electric Whirling Clock for the special price of \$3.69 or two for \$6.95. I will pay for it when I receive it. I will return the clock when I receive my bill.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

THIS



+ this



+ this



equals THIS



the JACK BUNDY SHOW  
11:30 to 12:30 • MON thru SAT.

WMAW • MILWAUKEE  
DIAL 1250 • 5000 WATTS



Radio & TELEVISION  
best

### cover profile

LEO DUROCHER'S lot has never been a bed of roses. The trigger-tongued manager of baseball's "Beloved Bums" has been the subject of more controversy on and off the diamond than any other man in the national past-time since Major Doubleday wrote the rule book. When Burt Shotton handed over a pennant winner to Lippy before stepping out of the Brooklyn scene, the storm grew in intensity. You can't pass a street corner in Flatbush without hearing the name "Lip" mentioned at least twice in any respectable social conversation. And even should the Dodgers repeat in the National League and go on to win the "world serious," they'll still be talking about "he shouldn't have oughta send Reese down to second" when Brooklyn dropped that such and such a game to their mortal enemies across the Harlem River, the New York Giants.



LARRAINE DAY, beautiful bride of Brooklyn's baseball leader, now divides her time between Hollywood's movie sets and Ebbets Field in Flatbush where husband Lippy does his performing.

Another  
Philadelphia  
"RADIO  
BEST"

**WPEN** has Philadelphia's  
Newest Look . . .

*"Something For The Girls"*



A 'phone quiz styled exclusively for the ladies!

When your pin-up boy Ed Hurst calls, you can pattern your life to one of luxury . . . WIN a radio-phonograph combination AND other valuable prizes!

WPEN has "Something for the Girls" with questions of interest to women. "Something for the Girls" has prizes of interest to every one. Listen every afternoon, Monday through Friday at 1:30 P.M.

950

**WPEN**

THE SUN RAY DRUG STATION IN PHILADELPHIA

*Listen*

1:30 P.M. DAILY



## Questions & Answers

(Send all questions to Q. & A. Editor, RADIO BEST, 452 Fifth Avenue, New York 18, N. Y. All answers will be confined to this department, so please do not send stamped envelopes.)

**Q.** I understand Ruth Etting will have a radio show of her own in the Fall. Can you enlighten me as to the time and network?

*Harold Fonder, Missoula*

**A.** Miss Etting recently ended a 39 week engagement on New York's WHN. She has returned to her Colorado home and is not scheduled for network shows.

**Q.** Is the New York news commentator, Johannes Steel, still on the air?

*Mrs. A. L. Prevost, S. Carolina*

**A.** No.

**Q.** I have just learned that the wonderful show, "Metropolitan Auditions of the Air" has been cancelled. Does this mean that this program is gone forever?

*Hilla Mackover, Washington, D. C.*

**A.** The ABC network informs us that this program has definitely been renewed by the sponsor, Farnsworth Television & Radio Corp., and will be heard in the Fall over 135 stations. The program has merely taken a summer vacation.

**Q.** The biggest blot on radio today is the avalanche of awards that are made almost every time we turn the dial. Most of these "awards" are made by groups that are complete unknowns and are apparently made for personal publicity. Isn't it about time that radio had its own "Academy" so that all this nonsense could stop?

*J. L. DeWine, Wisconsin*

**A.** RADIO BEST has long desired the establishment of a "Radio Academy Award," planned along the lines of the Motion Picture Academy. We feel that the adoption of such a plan by the radio fraternity is imperative.



**Q.** How about letting us see a picture of Jack Benny's "girl friend," Gladys Zybisco? I'd bet she's just as the sounds.

*Maurine Sable, Vermont*

**A.** The gal who portrays "Miss Zybisco" on the Jack Benny show is Sara Berner who is pictured here getting caught up in her work.



**Q.** I had always been a fond admirer of the late Tom Breneman, but unfortunately I never had the opportunity to see him. Please oblige by printing his picture.

*Mrs. L. W., Denver, Col.*

**A.** Tom Breneman was loved by millions of Americans and is sorely missed not only by his listeners and admirers but by every member of the radio profession.



*Susan Kasey is the chief attraction of the Warner Ozone on "Adventures of Charlie Chan."*



*Charlotte Manson is more than a mere secretary on "Nick Carter, Master Detective." Best gal too.*

*Forces of Outlawry and Disorder had better watch out for Joan Arliss on "Official Detective."*



## Ladies OF Mystery!

An important reason for the popularity of mystery programs are the keen-witted, eye-looking members of the "whodunits" casts. Look and judge for yourself.

*Susan Douglas looks slightly too fragile for encountering danger on "True Detective Mysteries."*



**WCAO**  
BALTIMORE

**BASIC**  
**CBS**

**5000 watts**  
**600 kilocycles**

**PROMOTES**  
**YOUR**  
**SHOW\***

*"Always giving something extra!"*

**\*Just ask your  
Raymer representative**

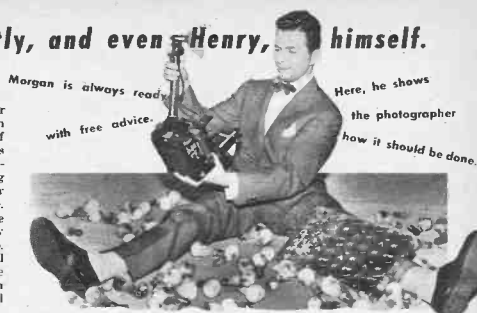
The Irrepressible Morgan is no different off the air than on — which

sometimes annoys his friends greatly, and even Henry, himself.

# The UNPREDICTABLE

+ But  
Not  
To  
Insiders +  
Henry...

Morgan



Morgan is always ready with free advice.

Here, he shows the photographer how it should be done.

John S. Garrison

THE ONLY excuse I can give for having liked Henry Morgan through about a dozen years of acquaintance is that the guy is funny, even if a bit difficult. Besides, there's something appealing in a fellow who has declared war upon the entire adult human race. You can't help feeling he's a mite heroic — even if he occasionally fires a few barbs of wit at you too. Henry included me in his personal vendetta from the first time we met — but he's done the same with just about every one of our mutual friends and acquaintances.

On a summer day, back around 1935 or so, I dropped in at the 'Artist's Lounge' at the CBS Philadelphia outlet, WCAU, having just concluded a pleasant conference with the program director. In those days, the WCAU 'Artist's Lounge' was a virtual club-room for many later-famous radio people. Now the comfortable, modern room lies dark and deserted — looking back, so to speak, upon its past glories to some of the brightest names in show business, including a short period of serving as an office for conductor Leopold Stokowski. But in the thirties, it was the favored rendezvous for such (then) hopefuls as Lynn Murray, Charles Stark, Jan Savitt and quite a few others, including the inimitable Morgan.

On that particular day, I found the room relatively quiet and un-crowded. Announcer Mort Lawrence was playing the role of a Gypsy fortune-teller (with a hilarious accent) to Jan Savitt's vocalist, Charlie Stark, was discussing the relative merits of his newly grown (and short-lived)

moustache with Hugh Walton — an old hand at the hair-on-the-upper-lip game. And several young actresses, whose principle activity seemed to be looking cool and lovely, were occupied in looking nonchalant.

I said hello to the gang and gravitated to a spot next in line to have my future mapped out in dialect, when I became aware of a youthful, leering face off in a corner. He was about my own age, which was why his cynical expression interested me all the more. I moved around beside Mort Lawrence and nudged him to attract his attention.

"What is it, Infant?" asked Mort.

"Who's the sulky-looking character?" I whispered.

"He's a new junior announcer the network sent us," replied Lawrence. "Name is Henry Morgan."

With mixed feelings, I studied the newcomer. Finally deciding I was pleased at finding a fellow juvenile in that hot-bed of sophistication, I gradually worked my way around the room until I found myself seated in the chair adjoining Henry's. After some minutes, he turned heavy-lidded eyes upon me — looking like a disaffected child-protégé. Suddenly, he snapped, "What do you do?"

Being young, I was easily flustered. "Why... I... well... I write script." Then, by way of reconciliation — "I'm probably not very good at it, though."

"If you can't write," sneered Morgan, "why do you?"

"Because I'm not stupid enough to be an announcer," I replied with growing warmth. Henry's eyes lit up with the joy of a battle.

"Do much reading?" he asked, paternally. "Have you studied the classics? Do you read contemporary plays and stories?"

Although I was beginning to simmer, I tried not to show it. "I never read," I parried. "I write!"

Henry started to smile, caught himself, then launched into a long dissertation on the craft of writing, meanwhile outlining an impressive course of supplementary

reading. At last it impressed me (it still impresses me). After a while, I realized that Henry wasn't only addressing his remarks to me. From time to time, he looked around to see if anyone else were listening — but apparently they weren't. Like a Tropical dawn, a great light broke upon me. Henry was just another kid like myself, and it was his way of trying to win acceptance. After about twenty minutes of addressing an audience of one (the room had slowly emptied) he gave up. We talked a while longer, slowly becoming friendly, and I ended by inviting him to go sailing with me in my new boat. Henry smiled graciously and accepted.

"I'm so crazy about boats," he confided, "that I go riding back and forth on the Philadelphia-Camden Ferry boats."

Unfortunately, we never did keep that date. Henry was assigned to the night-time schedule, while I was busy days. I saw him occasionally, usually for only a few minutes at a time, then came in one day to find Henry gone. He had gotten sverd of the night-work and inserted the station manager's name in the regular, nightly missing persons broadcast! As he'd expected — it got quick action in relieving his late hours.

Henry had gone to New York, and from time to time, I heard about his escapades from mutual friends, or read about them in the trade press.

There was the time he worked for WOR and John Hays, the assistant program director, needed a fifteen-minute program for Saturday morning, but found he had no money in the budget for that purpose. Mitchell Benson, then the station's commercial program manager, was already a Morgan fan and urged him upon Hays. So *Here's Morgan* was born.

Like other radio people, I listened to the program every chance I got. As a matter of fact, from the first day it was heard, *Here's Morgan* was so popular with insiders: gag writers, engineers, executives and their secretaries, that

Continued on Next Page

Morgan does a little hatchet work, left, first taking lessons from a sure-nuff wooden Indian, then tries the technique on cash customer.



The  
**UNPREDICTABLE**  
Henry Morgan  
*Continued*



At left, Morgan chats with announcer Charles Irving and his featured comedian, Arnold Stang. Above, he prepares a show with his writers.



Morgan on Television sneered, leered, sold many shoes.



For ribbing his home town in movie "So This Is New York" Mayor gives him lock—no key.



Bernie Green conducts zany music.

Girls  
with LONG SKIRTS  
Have Short  
FLIRTS

LONG SKIRTS  
COST US  
OUR SHIRTS

When Morgan decided to crusade against long skirts, the studio audience submitted to tape measure test — Henry himself joined the picket line.



Henry's program became one of the most talked about in the trade. He became a favorite of many radio listeners also, and the process began which has snowballed Henry Morgan into one of present-day radio's top comedians.

It was on this program, that Henry pulled his classic gag. After a row with the execs of WOR (which he gleefully related in detail to his radio audience) he 'auctioned' off the entire network on the air, station by station, vice-president by vice-president, for \$83 — including good will.

There were other evidences of the bad-little-boy technique — of straining like anything to be un-

predictable. Lunching one day with several old acquaintances, Henry suddenly noticed that his watch had stopped running. "Well, what do ya know," he said, "the doggone thing's stopped." Ripping it off his wrist, he slung it across the restaurant floor and left it there!

When he left WOR for the Army, the first inkling the station had was his announcement over the air on his last broadcast before reporting for induction.

And before the Army got him, there were his famous weather reports which almost made him a marked man with Uncle Sam. Samples: "High winds

followed by high skirts, followed by me. Hail — followed by fellows well met. Squalls — followed by quickly changing mothers." When weather reports were restricted by the War Department, Henry still tried to sneak them in — and didn't stop until he found himself threatened by serious trouble.

So you see, anything can happen with the guy — which is why I wondered if it would be wise to interview Henry in order to do a feature story.

Ordinarily, an interview is just a pleasant way of getting up-to-

Henry for  
HIGH HEELWIE  
HENRY!

KEEP SKIRTS UP  
KEEP  
POCKETS DOWN

Women with  
Long Skirts  
NOT ADMITTED  
Henry Morgan



the-minute information for a story, but the prospect of a formal interview with Henry gave me a pause. Henry can be quite difficult with reporters. If you pry, he bristles with wit and enjoys making up a story. One of his accounts once started off: "I was born of mixed parentage—man and wom; an—on the day before April Fool's day, 1915. That's Taurus—under the sign of the Bull. I had breakfast immediately."

"No! I definitely wasn't going to expose myself to that sort of thing. I went into my editor's office. "Look, boss," I began, "About that Henry Morgan story..."

"Now that's what I call good work," my editor beamed. "I only assigned the story a half hour ago, and you have it done."

"Uh... not quite," I mumbled. "I was wondering whether I ought to interview him."

"You act as if you're afraid of Morgan."

"Well, frankly," I said, "I am. If I see him around and ask him one or two questions, he sometimes gives me straight answers. But a formal interview would be asking for trouble."

"Make it informal, then," growled the boss. "Make a date with him for lunch."

I went back to my desk and sat staring at my telephone for a long time, unable to decide whether to call Morgan. I didn't need to interview him, I argued with myself. I knew plenty about him. I knew he was born the son of a New York banker named Von Ost, got his early schooling in Manhattan, then two lonely, bitter years at Harrisburg Academy—where he made no friends. I knew Henry was a mighty unhappy guy and had been all his life. Why interview him and call up tattered ghosts, old, unwanted memories of how his parents had separated—or the recent hurt of seeing his own marriage follow a similar pattern? One of the reasons I'd always felt soft toward him was because I knew he was one of the loneliest persons I'd ever encountered.

What could be added to the remembrance of him at the age of eighteen, making \$18 a week as the youngest announcer in town? Wasn't it partly those days as a young, underpaid staff member, virtually ignored by older radio folks, living in a strange city, that so greatly flavored his present defensive attitude? Now thirty-three, earning over a thousand a week, much sought-after and flattered, Henry still couldn't shake off an attitude of suspicion. That sharp, satirical wit is just a brave front to cover his immature sensitivity—a subject I had discussed with many mutual friends, including such perceptive artists as Norman Corwin and Fred Allen. How get anything more from a mere interview? Morgan would either felt off a few dozen jokes or, if he felt self-conscious, start his "dutch uncle" routine.

Finally, I sighed and reached

Strongly critical of our time and foibles, Henry Morgan makes us laugh at our own idiosyncrasies. Below, he pokes fun at stuffed-shirt Savants in his favorite characterization as Professor Heinrich Von Morgan.

PROF. MORGAN  
INVENTIONS  
WHILE-U-WAIT



for the telephone.

When I met him at the restaurant, Henry was reading a borrowed copy of the trade-paper "Variety." Morgan explained that he read it in self-defense, because there was sure to be something in it that people would ask him about later in the day. We went in to eat and talk, and Henry got a fast start and spent almost the entire hour advising me on how to behave and write my features. I clearly remember only one thing he said (I should remember, he repeated it about five times!) "Don't make enemies of the right people." The rest of the time he devoted to "bon-

mots" such as—"Jack Eigen is the greatest no-talent in radio."

Just as in the first time we met, Henry seemed to be addressing a larger audience than his companion—looking about from time to time. I didn't get a single thing worth quoting, but I didn't mind that so much. After all, it was not entirely unexpected. Morgan has dedicated himself to the task of contradicting people—if he can't surprise them. That's why he has fostered a reputation for being unpredictable.

But he doesn't fool people who know him well. The interview turned out pretty much as ex-

pected. What really got my goat, was that the restaurant features buffet-style luncheons and Henry only went up for one helping! Not wanting to appear rude, I didn't go back for a "second" and was hungry all afternoon. . . . So not only do I get an expected ear-bashing, but I suffer the pangs of hunger—all to interview a personality about whom I could write a book. And just because he wants to be known as 'unpredictable,'

As friend Arnold Stang would say (in his role as Gerard)— "Huh! What's not to predict?"

\* END





BOB PRUETT, Indianapolis, Ind.  
*Your Record Player*



BLAINE CORNWELL, KXLW, St. Louis, Mo.  
*Record Time*



RAY DOREY, WBZ, Boston, Mass.  
*Turntable Terrace*



LEX BOYD, KROW, Oakland, Cal.  
*Dale at the Krowbush*



GRAEME ZIMMER, WCSJ, Columbus, Ind.  
*Graeme Zimmer Show*



BOB BLASE, KXTZ, Houston, Texas  
*Best-by-Request*



CLIFF RODGERS, WINK, Akron, Ohio  
*Melody Roundup*



BOB STEELE, WVIC, Hartford, Conn.  
*Bob Steele Show*



LOU STEEL, WPAI, Paterson, N. J.  
*Club 93*



DANNY LANDAU, WHBC, Canton, Ohio  
*Danny Landau Show*



DAVE GARRAWAY, WMAQ, Chicago, Ill.  
*Dave Garraway Show*



DON MITCHELL, WCOM, Atlanta, Ga.  
*Town Toppers*



JOHNNY MURRAY, WBSL, New Orleans, La.  
*Dancing Party*



JOE RUMORE, WAFI, Birmingham, Ala.  
*Roundup Time*



DICK KARNOW, WAK, Albany Park, N. J.  
*Disc Spinning*



DOUG HADLEY, WJFF, Harris, Ill.  
*Pop in Pizzas*



MARTIN BLOCK, WNEW, New York, N. Y.  
*Make Believe Ballroom*



ED MURPHY, WSYR, Syracuse, N. Y.  
*I'llatter Party*



FRED ROBBINS, WOY, New York, N. Y.  
*1280 Club*



AL JARVIS, KLAC, Los Angeles, Cal.  
*Can You Tie That*



ED HURST  
JOE GRADY  
Philadelphia, Pa.



SAM BROWN, WINK, Wash., D. C.  
*Music Hall*



BERNE ENTERLINE, WMMJ, Peoria, Ill.  
*1020 Club*



MAURI CLIFFER, KMPC, Hollywood, Cal.  
*Teen and Twenty Time*



ED CAMMAROTA, WRW, Reading, Pa.  
*Record Time*



MIKE RICH, WTRY, Troy, N. Y.  
*Tie I'llatter Playboy*



ED DINSMORE, WEOP, Boston, Mass.  
*Ed Dinsmore Show*



JOHN VINCENT SHAND, Richmond, Va.  
*Off The Record*

# Announcing

# RADIO BEST Local Stars Contest AWARDS

**H**ERE THEY ARE! The first results of the RADIO BEST Local Stars Contest—one of the most important radio personality polls of the year. As you will recall, this was a nation-wide poll which asked listeners to indicate their favorite radio personalities who appear regularly on LOCAL broadcasts.

What makes this contest so important, is that our winners represent the real backbone of American radio. These are the people who will be the network stars of tomorrow, and RADIO BEST is pleased and proud to give them a boost up the ladder of fame. Since the competition was on a voluntary basis, this poll represents a cross-section of the nation's broadcasters. And until next year, when RADIO BEST will widen the field to include every Standard, FM and Television sta-

tion in the United States and Canada, this will be the reference guide for every wide-awake program manager, every important network program executive in the nation.

\*\*\*

The Local Stars Contest was confined to the following types of Local programs: 1. Disc Jockey, 2. Women's Commentator, 3. Sports Commentator, 4. Farm Reporter. Listed on these pages are the first groups of winners in the Disc Jockey classification. These are the Local personalities who were clearly chosen in the early returns, and more Disc Jockey winners will be announced in the September issue of RADIO BEST. In addition, a complete list of winners in all other classifications will be announced in that issue.



Winners in the LOCAL STARS CONTEST are now part of a distinguished family of radio personalities which includes the recipients of our SILVER MIKE AWARDS. These Local Stars will each receive the RADIO BEST SILVER MIKE LAPEL AWARDS which they can wear with pride, along with other top radio showmen.



Joan Caulfield and Ralph Bellamy rehearse for NBC "Cavalcade of America" show.



Betty Grable and Harry James join Dan Dailey in a spot of tea at rehearsal of "Mother Wore Tights."

by Favius Friedman

## Hollywood On The Air



### MIKE SIDE

It's nice to get letters from people who read *Hollywood On The Air*. It's even nicer to meet listeners who take their pen in hand to demonstrate that radio is not only wonderful entertainment but also an important part of their lives.

What sparks these specific thoughts is a note from Mrs. J. E. Katona of Columbus, Ohio, who asks us to tell her "how we can give adequate support to our favorite programs."

One of Mrs. Katona's own favorites went off the air recently because of Hooper trouble. And, as she pointed out, it's not very smart of sponsors to drop a show just because the so-called Hooper rating

seems too low for the show's cost. "There are still millions of us with radios but no telephones," Mrs. K. wrote, "and, doggone, every now and then we sure are sorry that we don't write and say how much we enjoy a program."

Seems to us that this intelligent dialer has answered her own question. All of us who enjoy a favorite show should pick up pen, pencil or typewriter once in a while and put our sentiments on paper. It takes time, yes, but if you know how much a really friendly letter means to a radio performer—even the biggest—you'd feel less reticent about expressing your appreciation. Obviously, it's impossible for every letter to be answered. But your letters, you may be sure, are read and studied and very much welcomed.

Tell 'em you like 'em, folks. You'll make your favorite stars very happy.

Continued on Next Page

Radio and recording star Doris Day and James Mitchell, star of "Brigadoon," getting acquainted.



Margaret O'Brien shows chum Suzanne Dinker around at Brown Derby—especially her own caricature.





Producer Ted Bliss, Ozzie Nelson and Harriet Hilliard find "Adventures" a serious business.

They're saying now that the flood of giveaways on the air may soon find radio being given back to the Indians. Too many disgruntled listeners who send in their boxtops are discovering that their chances of winning a fabulous prize are just too slim for the amount of effort and suspense involved. The odds, admittedly, are astronomical. And today, as one keen master of ceremonies remarked recently, "it's not how entertaining a broadcast is, but how much loot it gives away that determines its popularity."

But not all the pot o' gold contests are on the air. With advertisers in newspapers and magazines tempting readers with everything from \$5000 mink coats to \$100,000 in grand prizes, it's not altogether fair to rap radio for something of which other advertising mediums are guilty—if guilty it is.

Giveaways are not exactly a fad of the times, for America has always been contest conscious. Yet it might be better for radio, as many smart radio men have said, to go back to offering listeners solid entertainment, instead of "riding tandem behind prize giveaways."

The best things in life are free, but they're not won with boxtops.



Here's Jane Wyman with her father, Claude Jarman, and Gregory Peck just "kibitz."

Jane Wyman knits at Radio Theatre, Claude Jarman, and Gregory Peck just "kibitz."



Jack Smith seems to be enjoying Hollywood. Here he greeted movie star Gloria DeHaven.



DIAL SPINS

Who said gal singers haven't a brain in their heads? Blonde Peggy Lee, who manages to fill her days singing with Jimmy Durante, keeping on other shows and taking care of her child Nikki, writes pop tunes so well that she's due to clean up a tidy fortune on her hit song "Mañana." . . . Frank Sinatra would love to direct a million-dollar picture. Frankie got bitten by the bug after holding the reins on a screen test for thrush Beryl Davis. . . . Worth listening to: Mutual's swell "Quiet, Please" airtel. . . . There'll be no more of that lavish ham 'n' egg spread at "Breakfast in Hollywood." The customers are now getting just java and doughnuts. . . . Things I Never Knew Till Now: Dinah Shore was so jittery the first time she was called for a network audition that she burst into tears and fled from the studio. . . . CBS' Hattie McDaniel has company in her current efforts to take off some poundage. Danny, her Dalmatian dog, is also on a diet. . . . Remember Truman Bradley, one of radio's pioneer announcers, who retired from radio early this year? He's now in the real estate business with his brother. . . . Crystal Ball Dept.: Those Elgin Thanksgiving and Christmas shows this year will be heard over NBC, instead of CBS. . . . Just to prove that the race is not always to the young, the guy voted "the most popular male singer on the air" for the past six months is a 60-year-old laddie named Al Jolson. . . . Edgar Bergen and Charlie McCarthy will take a motion picture photographer along with them on their tour of Europe. The boys want to use some of the films in their television program this Fall. . . . Have you heard about the two flies who were talking about human beings as the craziest people? They build those wonderful houses," said the flies. "They put in perfectly beautiful ceilings—and then they walk on the floors!"

MORE →

Frank Sinatra is the man with "know-how" so far as Gene Kelly's bow-tie is concerned.



Jimmy Durante's producer, Phil Cohan, does take-off on Schnozz to amuse Dorothy Lamour and hubby.

Comedian Danny Thomas was fired from his first radio show, sponsored by a shampoo maker, because Danny asked a simple question. He just wanted to know why the sponsors were bald-headed. . . . Looks like Jack Paar will finally get into pictures. Although RKO has had Paar under contract and on salary for a year, they've just now cast him in "Weep No More." . . . According to Jack Benny, when Warner Brothers does his life story, they'll record Jack's fiddle playing but they'll show close-ups of Heifetz's hands doing the fingering. . . . When a beautiful blonde passed their table in a night spot, Henry Morgan crucked to his companion, "You'd have to write a form letter to describe her." . . . Then there's Danny Kaye who tells about the fellow who was mad about a certain movie doll. "Don't you think you could care for me?" he asked her. "I don't see how, darling," said the gal, "I'm so terribly busy learning diction, singing and dancing." . . . M-G-M has given Perry Como a new seven-year contract and Dennis Day is set for a starring role in "Babes In Toyland," a new flicker. . . . Steve Allen, of CBS' "It's a Great Life," claims he really observed National Be-Kind-to-Dumb-Animals Week. First he let a wolf dance with his wife, then he lent an Elk ten dollars and finally he gave a horse the shirt off his back. . . . Maestro Meredith Willson's newest composition concerns a newly-wedded couple and is called "We're Spending Our Honey-moon in Escrow." . . . Blonde chanteoisse Helen Forrest, who's made such a hit on the night club circuit, is being offered a star role in a big picture to be made in Mexico. . . . ABC's Zerk Manners reports that he knows a fellow who hys all his wife's clothes on the installment plan—so she'll always be dressed on time!

★ ★ ★

There's a big deal on for Ozzie Nelson and Harriet Hilliard to star in a movie patterned after their radio show. Incidentally, Ozzie

Jane Havoc, her husband, radio producer William Spier and actor Frank Albertson work over script.



Jo Stafford and Dinah Shore, two top singers of radio are guests of Alwater Kent—top party-giver.

claims one of the finest compliments he ever received came from one of his musicians who told him, "Tonight's show was so funny I had trouble keeping a lip-tucker so I could blow my trumpet!" . . . Those listeners' ratings don't always mean so much, judging by the experience of Eddie Bracken. Bracken phoned 30 people not long ago, saying, "I represent the National Radio Survey. Do you listen to the Eddie Bracken program?" Almost a score said they did. But Bracken has been off the air for more than six months. . . . That hardware store that Mel Blanc has been operating as a hobby is being put on the block. Mel says he hasn't time for it. . . . Norris Goff, "Abner" of CBS' "Lum and Abner" show, has a quarter-mile truck at his Encino home where he runs horse races for his family and friends, only there's no betting. . . . Kudos to orchestra leader David Rose who is organizing an orchestra composed entirely of disabled veterans. . . . What big radio star was very upset because the baseball cap he's been wearing to rehearsals got itself "stolen"? . . . Little Melissa Ann Montgomery, infant daughter of Dinah Shore and George Montgomery, has already been enrolled in Tennessee's Vanderbilt University, class of 1966. . . . Howard (Sam Spade) Duff has been working out at a gym and spending four hours a day horseback riding. He's trimmed his waistline down to 30 inches. . . . It's Wendell Noble's crack: "The housing shortage is nothing but a vicious rumor started by millions of people who have no place to live." . . . And we saw this ad in the classified section of a Sacramento paper: "Two women about Jack Benny's age would like a small, unfurnished house. Would like to pay what Jack Benny would like to pay." . . . Garry Moore, new eneece of "Breakfast In Hollywood," tells about the two cats who trotted by a professional tennis match. One cat trotted to the other, nodded toward the court and said proudly, "My mother's in that racket!"

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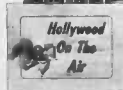
Mrs. Jane Rider of Glendale, has the thrill of singing on Art Linkletter show.



It's anything for a gag, when Red Skelton and Graccha Marx get together. Isn't Graccha dumb?



Cathy Lewis (Jane) is not impressed with Marie Wilson's (Irmal) phone chatter.



continued

### BACKSTAGE WITH MARIE WILSON

Everything about CBS' "My Friend Irma" is just about what you'd expect of a top comedy show — except a blonde, curvaceous young female named Marie Wilson. This Miss Irma merely happens to be one of the most delightful pieces of luck the good fairies ever visited upon a deserving script writer.

Cy Howard, the 31-year-old combination of magician and dynamo who writes and produces CBS' 18-karat success story, not only possesses a basketful of talent in his own right but is also blessed with as sharp an eye as knowing a cast as any you'll find on the air. Howard has Cathy Lewis, John Brown, Hans Conreid, musical director Lud Gluskin and other brilliant radio performers, besides a show that went from nothing to a spot in the golden top 15 in just a little more than the wink of Mr. Hooper's eye.

So, on top of all this, the dynamic Mr. Howard invents a hare-brained little creature named Irma and then discovers that in Marie Wilson he has an actress who surrounds the character like a kid eating apple pie.

Not that Miss Wilson is either dumb, nit-witted or scatter-brained. No more, anyway, than a couple of dozen foxes. She just *sounds* like the queen of the bird-brains.

Miss Wilson can give you her conception of the International Date Line — a "place where boys and girls from different countries get together to go out with each other" — and make you feel that she really believes it. Other actresses playing dumb Dora roles merely sound like people reading lines.

"My Friend Irma" is Marie's first big radio role. Cy Howard picked her out of the fabulously successful "Blackouts," where she's been starring with Ken Murray for some five years, and put her in his new air show opposite the talented Cathy Lewis. Radio, to Marie, was new and confusing and she knew that she had much to learn. Howard taught her a lot. So did Cathy Lewis.

At rehearsals Marie doesn't say much but she's a wonderful listener. She likes to bring her little Yorkshire terrier, Hobbs, to the

studio and let him romp around, a hair ribbon on his head. Once the canine stuck his head between the stage curtains just before the show was ready to go on the air, looked over the people in the audience and let go with a sharp "Woof!"

The afternoon we watched "My Friend Irma" rehearse Marie was wearing a blue wool skirt, a red scarf around her hair, a sweater embroidered with the flags of a dozen nations (she does really well by a sweater) and a pronounced run in her stocking. What puzzled us were her eyelashes, which seemed unusually long for an afternoon rehearsal, but we couldn't manage enough *chaotzbah* to ask her whether they were real or fake. The mystery is still unsolved.

To Marie, Cathy Lewis is the greatest thing ever, next to her husband Allan Nixon. She honestly appreciates any help Cathy gives her, and not only doesn't mind criticism, but expects it. As an actress she believes that she can register every emotion from A to B, but she is unquestionably considerably smarter than her somewhat retiring attitude would lead you to believe. As Cathy Lewis said, "Anybody who sells Marie short in the intel department belongs in the alley behind Information, Please!"

Not all the bright lines that bubble forth from Marie Wilson are the products of Cy Howard's typewriter. Not long ago one of the big picture magazines was shooting a photographic layout of "My Friend Irma" and particularly of Marie and Cathy. Bob Crosby dropped in from across the hall and discovered Marie, in the midst of all the hoo-hah, standing silently by a microphone. "You're so quiet, Marie," commented the singer. Marie just smiled. "No script," she said. Did somebody say "Queen of the Bird Brains"?

★ ★ ★

### WHAT'S WITH THE SHOWS

Just in case you've forgotten, there are still plenty of long-lived shows on the air. "Doe Man's Family" is in its 17th year. "Doria Faces Life" begins its 9th year; NBC's "Today's Children" is celebrating its 15th anniversary, while Kate Smith is embarking on her 18th year in radio and Eddie (Rochester) Anderson his 11th. Like Ol' Man River, they just keep rollin' along. . . . Lassie, the famed collie, has taken his bark and his bag of tricks over to NBC. . . . CBS' "Mr. Ace and JANE" is now a sponsored network series and is in a new spot—Fridays. . . . U. S. Steel and ABC have signed a contract calling for another year of "Theatre Guild of the Air," effective next Fall. The dramatic stanzas will run for a full 52 weeks.

Zany comic Henry Morgan has joined the Lever Brothers' stable, via the soap-maker's buy-out of Rayve Shampoo. . . . The "dropies" have hit the Jack Carson program and "The Amazing Mr. Malone." Cancelled, that is. You can look for changes on many another high-budget program too. Those five-figure weekly tabs for talent just aren't popular any more.

★ ★ ★

### THAT'S HOLLYWOOD

Where, according to Danny Thomas, you're not considered top-drawer until you own a pair of swimming trunks marked "His" and "Hers." . . . Where the trouble with most of the million-dollar smiles around the town is that they're on girls who only smile at guys with a million dollars. . . . Where they film pictures about early California in Arizona because Arizona looks more like California than California does. (Complicated, what?) . . . Where a lovely glamor girl posed for a magazine layout at the Farmer's Market as a young housewife doing her shopping, then rushed out of camera range between shots to make sure her \$6000 mink coat was safe. . . . Where they'd have you believe that a couple of radio actors appearing in a script whose entire first act was supposed to be played in a car arranged to drive to the studio rehearsing their scenes so as to retain the special qualities of "car conversation." . . . Where they're advertising that the Stork Club is only 10 hours away by DC-6. . . . Where, if a man slips you on the back, he wants you to cough up something. . . . Where a certain big comic likes electrical gadgets so well that he keeps two electric blankets. One is portable for walking in his sleep. . . . And where some of the glamor girls are so refined they won't even eat horseradish until they change into a riding habit. \*END



Marie Wilson talks over a few cuts in the script with her show's producer, Cy Howard.

Mr. Malone." Cancelled, that is. You can look for changes on many another high-budget program too. Those five-figure weekly tabs for talent just aren't popular any more.

**"SOAPER"  
CONFERENCE**

John Raby, Tom McDermott, Mary Jane Higby and Peter Capell (l-r).



Director Tom McDermott and script editor Roy Bailey ponder last minute revisions in the sooper's strip.

# When A Girl Marries!

Jane Allison

Rosemary Rice



Marion Barney



Ann Burr



**T**HE NINTH anniversary of daytime serial *When A Girl Marries*, which was recently celebrated by three people, in particular, probably proves something or other. The three people who did most of the celebrating are Mary Jane Higby, Marion Barney and John Raby, the three principals of the daytimer, all of whom have been with the show since the very first broadcast. What it proves, of course, is that serials are among the hardy personalities of broadcasting, critical boos and unfriendly surveys notwithstanding. At least until Television invades the daytime field, a lot of radio actors and actresses will continue to find Soap Opera a good, steady job, including the present cast of *When*

*A Girl Marries*, of course.

Blonde, blue-eyed Mary Jane Higby has played Joan Davis, central character of the program ever since the show's beginning. At that time she was still a comparative newcomer to radio, although she had been acting professionally since the ripe age of five. The daughter of a Hollywood director, Mary Jane appeared in such films as *Jack and the Beanstalk*, *The Master Key* and *Where the Trail Divides*.

Marion Barney, who portrays the mother in the serial, seems to specialize in such roles. Miss Barney is known as "mother" on *Pepper Young's Family* and *Rosemary*, also. Born in San Francisco, Marion Barney began her theatrical career at 16, while at the University of California. Later she came to New York and did important roles with George Arliss, and in David Belasco's productions.

John Raby made his radio debut in the role of Harry Davis on this program—one of the few instances of an actor making his first appearance before the microphone as a featured player on a network show. He had been acting with a stock company when a radio talent scout picked him up. Except for a four-year hitch with Uncle Sam, he has been on the program ever

since. Before entering radio, he appeared in the Broadway productions of *Triumph*, *Evening Star* and *Brother Rat*, in addition to summer stock productions.

Jeannette Dowling, who is heard in other network roles aside from that of Irma Cameron in *When A Girl Marries*, looks back upon her job with the famous Minnie Maddern Fiske with a certain nostalgia. However, she hasn't been too unhappy in radio, first at WNAC, Boston, then coming again to New York in 1936.

Jane Allison, a recent addition to the show, says she's tired of being a radio ingenue, and longs for the role of a really horrid character. But since her network debut in 1940, she's been heard as Mary Aldrich, in *Lincoln Highway*, *Light of the World*, *Home of the Brave*, *Rosemary*, *Pepper Young's Family* and *Brave Tomorrow*.

Ann Burr, who has been scoring a hit in *Studio One* (a very different sort of program from the daytime serial) used to be a Powers model and took a fling at summer stock. But her real break came when Orson Welles cast her for the *Harry Dalton* role in the stage version of Richard Wright's *Native Son* in 1941.

Michael Fitzmaurice, Phil Stanley on the show, broke into theater in a part which required him to bark like a dog. His first radio roles in New York came on *Grand Central Station*, among others.

... And director Tom McDermott, who is one of the youngest directors in radio, had dramatic ambitions at an extremely early age. Born in New York, not much more than two decades ago, McDermott was already fascinated by the theater as early as the age of nine, when he used to sneak away at night to attend the Davenport Free Theater, not far from his home. Later graduating with honors and a B.A. at Manhattan College, Tom went on to study English, philosophy and drama at Columbia, Fordham, the New School and New York University. After several summers in stock company drama, Tom entered radio, directing a group on WNYC and WOV, then found himself tossing "cues" for the cast of *When A Girl Marries*.

John Raby and Mary Jane Higby portray roles of Joan and Harry Davis with "true-to-life" realism.



Mary loves sailing on Long Island Sound.

**Seat On The Dial**

**Views and Reviews of Current Shows**

HEARD ON  
CBS  
Friday  
10:00 pm

**EVERYBODY WINS**



Carries innocuous parlor game much too far.

Phil Baker

HEARD ON  
NBC  
Saturday  
7:30 pm

**CURTAIN-TIME**

You can pass off anything as drama.

Ardent readers (and disagree-ers) so far as this page is concerned, will recall a recent review giving *First Nighter* "what for" as a shabby attempt at modern drama. Friends (of which this dialer still has one or two) in the broadcasting industry, assured him that a thing called *Curtain Time* usually does even more badly as entertainment. This is to report that everything they said is true. *Curtain Time*, which has a particularly "corny" way of coming on the air, in which the title is repeated too many times by an ineane, tiresome background voice, manages to maintain an equal level of inanity throughout its so-called performance. Surpassed in banal, obviously contrived material only by the sillier quiz shows, *Curtain Time* is poorly written, casually directed, and the lines are read, but not acted, by radio thespians who are apparently not expected to give a convincing performance. Members of the cast, all professionals, can surely do a better job with suitable material. Even the majority of "Soap Operas" provide writing on a higher level, and more convincing situations. This program is not only a waste of good radio tubes in the receiver, but the kilowatts used to put it on a coast-to-coast network would be better used as power to run electric motors.

-JSG

HEARD ON  
ABC  
Thursday  
8:00 p.m.

**THE FRONT PAGE**

Better than average thanks to good script.

Dick Powell

In many ways, this ABC entry in the newspaperman-adventurer fad which (as too often happens in radio) seems to be snowballing, is neither better nor worse than other broadcast "whodunits." The various characters are as believable as usual, the writing is a little better than standard, and the format is not too different from its predecessors. However, it is the refinements that count in a program which makes little pretense at originality. Dick Powell, who has emerged from the shadows of movie song-and-dancery as no mean actor, here proves himself a capable, workmanlike performer when he can only be heard and not seen. The scripts by Morton Fine and David Freedkin are notable for the little, humorous and human touches which give the whole thing a bit more color and interest. And the whole thing adds up to an entertaining half hour for the listener who enjoys tales of adventure, well told.

-GG

HEARD ON  
CBS  
Saturday  
3:45 p.m.

**CBS "VIEWS THE PRESS"**

A critical slant of the front page.

Don Hollenbeck

This is a review with a purpose over and above that of recommending a program to our reader-listeners. Instead, this dialer wants to suggest the means whereby you can hear the sort of mature commentary you have every right to demand. *CBS Views the Press* is such a mature commentary. Covering as it does, the job of reporting done by newspapers published and distributed in New York City, the program has a far wider implication since it deals with how the New York press reports important national and international events. A program of this sort, written and produced with integrity is a valuable supplement to the week's reading of front-page news . . . and sometimes even more significant, what is "buried" on the inside of the newspaper. Prepared by veteran news-men and narrated by Don Hollenbeck, *CBS Views the Press* represents a co-operative effort of one of America's (and perhaps the world's) top organizations for the gathering and fair reporting of news. A favorite program of reporters and careful newspaper readers in the New York area, and already the recipient of several important awards and citations, *CBS Views the Press* deserves more than a local audience. This reviewer therefore recommends that you write to your local CBS affiliate and ask them to carry this mature, important program, which is so obviously in the public interest. No program manager would take it upon himself to ignore such requests, if there were a reasonable number of them.

-JSG

HEARD ON  
ABC  
Mon.-Fri.  
9:00 am

**THE BREAKFAST CLUB**

Francis monkeyshines don't help one bit.

Don McNeil

It is common talk among members of broadcasting's inner circle, that the one group of programs most likely to go on Television with only minor alterations is the audience-participation show. And now, the parade has been started by Don McNeil and the *Breakfast Club*. As a video show, the *Breakfast Club* stacks up quite a little better than it ever did as "blind" radio. For one thing, viewers at home can now better understand the outbursts of wild laughter on the part of the studio audience, even if they don't anticline it. Somehow, it seems strange, in the year 1948, to see "corny" antics which used to go over so big in the dear, dead days of vaudeville. Everybody on this show seems to think it is a little abnormal to do anything with a straight face, especially "Cruising Crooner" Jack Owens, and McNeil himself. Personally, this viewer would prefer to bury his nose in the morning paper over his own breakfast, than watch such exhausting "goings on," but it may be preferable to many set owners on days when the headlines are particularly terrifying. This was the first top-ranking daytime program to be simultaneously televised and broadcast on the network, and was most notable for that reason. It wasn't particularly encouraging to anyone who thought video was going to be really new.

-EIB

EDITORIAL



Now that summer is here, it again becomes apparent that hot weather broadcasting is not intended for listeners lacking a "musical ear." Certainly, the listener who hates music is in a spot, but fortunately real, dyed-in-the-wool haters of music are few and far between. It is fortunate because musical programs are an old stand-by with broadcasters, and at no time is this more apparent than during the summer months. Of course, there are a few attempts upon the part of coast-wide broadcasters to provide entertainment other than musical, but they usually receive too little serious consideration, being seen more in the nature of "stop-gaps" or as devices whereby a sponsor is enabled to keep a preferred time-slot for the return of his featured program in the Fall.

For a while, earlier this year, it seemed a possibility that some top comedy shows, for example, might run straight through the summer, but of course, such rumours have been going the rounds regularly in recent years. As it turned out, the summer of '48 is scarcely to be recognized as different from any other summer, and we have ended up with an almost unbroken fare of light music and comedy on the networks' night-time schedules. What it all amounts to is this, local stations and networks are operating almost on a par, the difference being that a great deal of the music on the local level is recorded. On the other hand, the artists featured on these records are usually top-drawer. So, it really makes little difference whether you tune to the network affiliate or the local independent, if you are in the mood for some music. But if orchestration and vocalization has reached the saturation point with you, at least one can get out in the open air for a change. You probably won't be missing much.

**HEARD ON**  
ABC  
Mon-Fri.  
11:00 am

**BREAKFAST IN HOLLYWOOD**



"Breakfast in Hollywood"  
Continued on high plains

Garry Moore

"We always knew that Garry Moore is a warm, funny personality. Now, to those virtues, we may add that he is obviously a man of courage. It needed someone a little better than a player of only safe bets to take over the program and following created by the late Tom Breneman. Probably the most loyal group of fans in radio history belonged to Tom, and they could easily resent any successor. In the meantime, Garry is wise enough to add something new to the *Breakfast in Hollywood* format. In addition to the friendly spirit which has always characterized this program, and which Moore is one of the few radio personalities who can be depended upon to retain, "the Haircut" is adding the kind of high, good-natured comedy for which he is best known. There are some mighty funny moments in the new "Breakfast" show, under the guiding hand of Garry Moore, and the scope of the program is being gradually widened to appeal to a much broader section of the daytime public than ever before. As a matter of fact, this dialer predicts that Arthur Godfrey will now have to stay in his toes to keep many of his listeners from tuning in for the competing Garry Moore show.

-GG



Crew-cut, caper-cutting Garry Moore, canably carries on as the host of "Breakfast in Hollywood" succeeding the late Tom Breneman.

Radio  
best AUGUST

SILVER MIKE AWARD  
For  
Outstanding Performance  
to Nita Mack

Silver Mike Awards honor the month's outstanding contribution to the advancement of radio and television. Every broadcasting craft is eligible for these honors: actors, writers, announcers, commentators, technicians, producers, directors, etc.



Lyman Bryson, CBS Counsellor of Public Affairs, presenting Silver Mike Award to Nita Mack, Author, Producer, Director of "LET'S PRETEND."

FOR MANY YEARS, blonde, chubby Nita Mack has brought the best kind of radio programming to American juveniles, and for a majority of those years, Miss Mack and the program she writes, produces and directs over CBS have found recognition and praise on every hand. Born in Arkansas City, Kansas, Nita Mack acquired experience as an actress in mid-west repertory companies, finally reaching the Broadway theatre with the distinguished actress Nazimova, with whom she also laured the country for some six years. For a while, she wrote movie shorts, then went to work in the CBS continuity department. Five days after joining the network, Miss Mack wrote and produced "Sinbad the Sailor" on a children's program, *The Adventures of Helen and Mary*, which was made her permanent assignment. In 1934 the show was re-named *Let's Pretend*, under which banner it has received awards and citations from the Institute for Education by Radio, Women's National Radio Committee, National Association of Broadcasters, and the most coveted honor in radio—the Peabody Award, to name only a few.

To Miss Nita Mack, who, for fifteen years has set a consistently high standard in broadcasting for and by children, the RADIO BEST editorial board is pleased to present this month's *Silver Mike Award*.



# MICROFUN

Conducted By



The Three Wits of "Can You Top This?"

by Senator Ford

A proud father was talking with his best friend. "You know my son in college is going in for wrestling in a big way. He's a great wrestler. He wrestles with all the big shots up there. Only last week I got a letter from him that the dean had him on the carpet again."

\* \* \*  
Aunt Sarah from my home town had never been in New York before. When she got off the train in the big city, she got into a cab. The cab driver started around the corner on two wheels. Then he almost knocked down a policeman. Finally Aunt Sarah couldn't stand it any longer and she said, "Young man, please be careful how you drive. This is the first time I have ever been in a taxiab."

"You got nothing on me, lady," said the driver. "This is the first time I ever drove a taxi."

by Joe Laurie, Jr.

A good golf story, goes like this. This goofy guy and his wife were packing to go away, when he went to the telephone and cut the phone wire. "What are you doing?" his wife asked.

"I'm gonna take the telephone with us."

"Why on earth do you want to mighnol the telephone?"

"While we're gone," he said her husband, "we asked him for help."

"What seems to be the doctor and asked the doctor."

"All around my bedroom I have pictures of glamorous movie stars. I must have about one hundred pictures of those beautiful girls all over the walls of the bedroom."

"Well, what do you want me to do?" said the Doctor.

"I want you to find out what's wrong with me. Every night when I go to sleep I dream of Gene Astrey's horse."

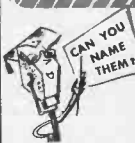
by Harry Hershfield

A man went into a restaurant, and ordered just one item, spinach. The next day he returned and ordered another single item, carrots. The next day, it was string beans, and so on for about a week. The waiter was curious and one day he asked him, "Whats' the idea, sir, ordering just one item a day, and each day a different thing?"

"You see," said the customer, "something is disagreeing with me, and I want to find out what it is."

\* \* \*  
Two fellows, one with a big beard, were standing at a bar, but not together. The clean shaven man suddenly announces, "If I had a nifty beard like that I'd stare it up!" The other guy yells, "Yeah! Well I need to have a nifty face like yours. That's why I grew the beard!"

# Quiz on Kids

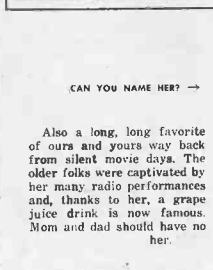


No, folks, we're not dispensing with our popular "Quiz on Kids" feature, but merely bowing to a segment of public opinion which feels we ought to do as much for the old-timers in radio. So, beginning with this issue we're going to use this column on occasion to test your memories. Now see if you recognize these two personalities. In case of doubt turn to page 63 for the answers.



← CAN YOU NAME HER?

Those were great days back in the early thirties when Rudy Vallee and this young lady were about the kingpins in their respective fields. Many were the times we skipped classes to hear her at the Brooklyn Paramount. Not much change over the years?



CAN YOU NAME HER? →

Also a long, long favorite of ours and years way back from silent movie days. The older folks were captivated by her many radio performances and, thanks to her, a grape juice drink is now famous. Mom and dad should have no her.

## NETWORK BROADCASTING COMPANY



# radio stars

# have such interesting faces

Harry Hershfield laughs at own joke.



Jinx Falkenburg's toothsome smile.



Edward Everett Horton relaxes face.



Jim "Fibber" Jordan looks pensive.



Basil Rathbone in chin-spinch.



Bill Thompson as harassed "Wimple."



Oscar Levant smiles hypocritical.



Lucille Ball shows "siron look."



Thomas Mitchell hides a twinkle.



Marion "Molly" Jordan sympathizes.



## so you want to get into radio

The gateways to stardom are high, wide and varied in this greatest of all talent fields. There are no set rules for admission. Follow this series of those who travelled the road to radio fame.



**ALICE FROST**, the charming young woman who is best known as the typically American Pamela North, of Mr. and Mrs. North, got her professional start in stage and radio doing authentic dialect roles. Born in Minneapolis, daughter of a Lutheran minister, Alice sang at church entertainments at the age of four. During high school days in Mora, Minn., and later at the University of Minnesota, she was active in student dramatics, and then put in a hitch at the McPhail School of Music in Minneapolis. The Chautauqua circuit offered Alice her first professional engagement, as

the gold-digging wench in *Gentlemen Prefer Blondes*. A stock company in Miami was her next step, and then came Broadway. She appeared with Franchot 'Tone and Helen Westley in the Theater Guild's *Green Grow the Lilacs*. Her first microphone experience came when she substituted for a sick friend. She was soon on the air regularly with such masters of comedy as Walter O'Keefe, Stoopnagle and Budd, Bob Hope, Fanny Brice and the late Robert Benchley. Later she was featured on such dramatic shows as *Columbia Workshop*, *Suspense*, Orson Welles' *Mercury Theater*. Then, in a soap opera role, she married her director Willard Tattle, with whom she now keeps house in New York's fashionable Sutton Place.

**DAVID STREET**, who has been heard as a featured vocalist on *Meet Me At Parky's*, *Village Store* and his own Friday night show during the summer replacement period, began his music studies in his native Los Angeles. Except for a two-year sojourn in Chicago, Street has always been a resident of the West Coast metropolis, where he was born December 13, 1917. Music entered Street's life in high school and shortly after graduation he landed a job on a local radio station as staff vocalist. It wasn't too long before he added featured spots with the Bob Crosby, Freddy Slack and Tex Beneke orchestras, and David was well on his way to radio and motion picture success. The movies were added to his list of credits when he appeared in Universal's *We've Never Been Licked*. Contracts with Republic pictures and 20th Century-Fox followed in quick succession, and at present the actor-singer is under contract to the Columbia Studios, where he is co-starred with Gloria Jean in *I Surrender Dear*. Over at the Republic lot, he is slated for *Moonrise* with Dane Clark and Ella Raines. "Commuting," as he does between broadcasting and movie-making, it is hard to say in which field David Street will first attain full stardom, but he seems to be well on his way to the much coveted "top billing."

# Tampax Girls



Summertime is a pleasant season for most people, but for women and girls it does bring special problems during those days' problems of odor and chafing. The doctor who invented Tampax for monthly sanitary protection has not only solved these problems but *abolished* them, for Tampax (worn internally) simply *cannot* cause either odor or chafing!

Millions of women are using Tampax all over the world (including tropical countries like India, Brazil, Panama, Egypt and New Guinea), so don't fear the hot-weather sanitary problem this year! Remember, Tampax needs no belts, pins or external pads—nothing bulky or tight or "perspary." Also, Tampax can cause no bulges or ridges under your clothing.

Tampax is made of pure absorbent cotton compressed in dainty slim applicators. You cannot even feel the Tampax while wearing it and need not remove it for rub or shower—nor while swimming. Quick to change; easy to dispose of... Buy at drug or notion counters. Comes in 3 absorbencies: Regular, Super, Junior. Month's supply slips into average purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association  
TAMPAX INCORPORATED 88-88-M  
Palmer, Mass.  
Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.  
( ) REGULAR ( ) SUPER ( ) JUNIOR  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# Report to the Listeners

Do you budget your listening and viewing? Or are you profigate and catch-as-catch-can, tuning your dial to the first station that happens along and letting her rip from then on? In other words, do you select your programs or do you let chance, whim or accident rule your air reception for you? If the latter is true, I hope you know you are cheating yourself.

By budgeting, I don't mean limiting the time—necessary, I do mean sensible and profitable expenditure of attention to the programming coming into your home over your radio or television receiving set.

Broadcasting's end product being the mass medium that it is, the difficulty of labeling the "sensible" and the "profitable" is obvious. One man's enjoyable program may well be his neighbor's eyewash. It is this difference in taste, acumen and the individual's life, liberty and the pursuit of one's private rainbow that characterizes our democracy, makes horse racing big business, and sells air programming down the river of Hooper ratings. What's good or bad on the air is up to you. You must decide what you want. But, having made up your mind, you're a careless customer unless you use your receiving set on a selective basis, tuning in only what you want when you want it.

## Yardsticks

How to make up your private log of "best" listening or viewing is not an easy task. And there are no quick guides. Certainly the bi-weekly Hooper ratings that you see listed in your local newspapers should be no criterion. I know of one comedy program—happily, it is off the air now, and I am willing to let the dead dog lie—that kept a place among Hooper's First Fifteen for two solid seasons. I don't know of a single professional radio critic, in the general press as well as among the trade journals, who did not rap the daylight out of that program. Yet there it stayed, atop Hooper's Olympus. The reason was a simple one: It came between two really good comedy shows on the same network. It was supposed to be the mustard in the sandwich. Actually, it was only wormy bait. But you, the listener, kept that thing going. Certainly a show's popularity as judged by its Hooper rating should not be the sole reason for your attention. You missed a good deal of other, more enjoyable or more informative or merely more tasty listening by sticking to that turkey.

I had hoped that, before we got into the new fall season of 1948, I should be able to help you with some guidance toward good listening. I had intended to list for you the outstanding awards and citations given to programs or individuals on the air last year—letting these kudos act as helpful hints before the curtain goes up this autumn. Unfortunately, even such a yardstick is unfeasible. The reason is a simple one: There are almost as many award givers as there are sponsored programs on the networks.

## Promiscuous Awards

Nine-tenths of the outfits giving awards to people or organizations in radio have no reason or judgment at all. They are self-appointed juries, usually good in one way or another. The milkwork is always in the direction of free publicity, on a coast-to-coast network if possible. The organization giving the award may be the most worthy of charities—that does not entitle it to a diploma in radio criticism. Often the citation is handed down for commercial reasons—to plug some product or publication. I knew of one instance in which the representative of an award organization came to a network publicity office with a copy of a fancy, embossed citation; but one line was blank; it was up to the press agent to fill in the title of the program which was to be "honored."

However, there are some awards worthy of serious consideration. The only trouble is, there are too many of those to be of any real help to the listener. The awards announced annually at the Institute for Education by Radio, at Columbus, Ohio, are determined by people who really know radio. City College of New York makes up its own list, with emphasis on commercialism, but the overall job is not bad. There are the reliable yearly duPont awards, in memory of an industrialist (and carrying a check of \$1,000 to sweeten the heart of the recipient). The University of Georgia does a conscientious job in organizing the George Foster Peabody pats-on-the-back; the Harvard School of Business hands

HERB'S JUST  
LINED UP  
267 AWARDS  
FOR OUR  
VIDEO  
PROGRAM.



out advertising awards: the Institute of Radio Engineering takes care of the technical side; and the American Television Society looks after video. Finally, there are the annual *Variety* "show-management" awards, and *The Billboard* has entered the listings. Both these trade publications show excellent judgment in picking winners.

Latest among the citation entries is the list compiled by the Radio-Television Critics Circle of New York. I shall give you only the batch cooked by my fellow critics in the big town. It is probably as reliable a grouping as any.

Before I give you that list, I must warn you that it is not all-embracing. Few of the shows enumerated, for instance, are sponsored ventures. Most of the successful shows—from the viewpoint of Hooper's figures—are sponsored. During the height of last winter's season, there were close to 200 sponsored programs on the four radio networks evenings and Sundays. If past experience is a criterion, between 65% and 70% of those shows will be back on the air this fall. When they do hit the kilocycles again, it is my suggestion that you list them, grade them, decide which is best from your viewpoint—then listen to them on a selective basis. The list will not be so long that it will not permit you to tune in also on local, non-network shows or on the new national programming that may come along from time to time.

For current evaluations, I suggest that you pay attention to reviews by your favorite critics—in daily newspapers or magazines. With all humility, I point to the reviews in this very magazine—departmentalized under the title "*Spat on the Dial*"—as examples of succinct, competent, honest criticism.

## Radio's Best

Now here is the list compiled in the first annual statement of my critical colleagues representing most of the daily newspapers and weekly magazines published in New York and carrying a whit about radio or television:

**Outstanding network:** CBS, with emphasis on "You Are There," the Documentary Unit's productions, impartial and objective news coverage, "CBS Views the Press" (heard in New York only) and "Doorway to Life."

**ABC Network:** "Child's World," "Candid Microphone," and last spring's outstanding documentary on venereal disease, entitled "V.D., Conspiracy of Silence." I would like to add that, in citing this "V.D." show, the Critics Circle might have taken note of two individuals: Erik Barnouw, the writer, who has helped set a pattern for this type of radio scripting; and Robert Souders, ABC's vice president in charge of public affairs, who has helped set a pattern in broadcasting courage for others to follow.

**NBC got credit for its great strides in television programming,** particularly through shows like the Theatre Guild playhouse, Kraft Theatre, "Author Meets the Critics," and Dr. Roy K. Marshall's educational "Nature of Things."

**Station WNEW (New York)** received the bow it deserved for producing and presenting to radio "Little Songs on Big Subjects," the so-called "tolerance jingles" which apply to Americanism the technique of the singing commercial. Along with WNEW were cited the station's programming vice president, Ted Cott, for brain-trusting the idea and producing the jingles; Hy Zaret who wrote the lyrics; Lou Singer who composed the music; and the Institute for Democratic Education which distributed recordings of the songs free to more than 600 radio stations. Of course, by implication at least, this award extends also to those stations. If your favorite local broadcaster was among the 600, give him a big hand! *Continued on Page 49*

Sherlee Turner plays secretary.

Hoagy Carmichael at the keyboard.



# Hoagy

## ★ BLUE ★ NOTE ★ BALLADEER

HOAGLAND CARMICHAEL, better known as 'Hoagy' may be one of America's best known composers, but he was not educated as a musician. Born in Bloomington, Indiana, Hoagy's ambition was to practice law. Music to young Hoagy was a lot of fun and something he just naturally inherited from his mother, Mrs. Howard C. Carmichael, who played *Ragtime* piano at college dances. As a youngster, Hoagy became acquainted with the American poet James Whitcomb Riley, from whom he probably picked up his flair for first rate lyrics. Although Hoagy began picking up music on the piano at the age of ten, and organized his first band (two men who sounded like a lot more) while at the University of Indiana in 1919, he didn't give up his ambition to practice law until after graduation. At that time, he went down to Florida to hang out his shingle, and waited vainly for clients. Shortly thereafter, he was back in Indiana organizing a new band to play at college functions. He first began to attract attention in the music world in 1924 when he wrote *Riverboat Shuffle* and *Washboard Blues*, while still at college. When he returned to music, this time for keeps, he composed the famous *Stardust* and *Swingin' Chin*. He met Paul Whiteman in 1928, and recorded *Washboard Blues* with the King of Jazz. That was when Hoagy really was on his way. In 1930, he resurged *Stardust* for publication and became world famous practically overnight. ★ END



1 "Standing by" for the "on the air" cue are Hoagy, Sherlee Turner, with announcer, Roy Rowan (left).

2 Buddy Cole and Hoagy give a song the jive treatment while announcer Rowan beams approvingly.



3 Into his first song, Hoagy Carmichael gets a full measure of attention from 2nd pianist Buddy Cole.



4 Now in a nostalgic mood, Hoagy reaches back into the past for one of his earlier hit songs.





Betty Rhodes, who sings at Parky's restaurant, lends a hand as the boss gets ready to rustle a batch of "rocky" flapjacks.



BACK IN 1924, radio station WEEI commenced operations in Boston and found itself with four hangers-on who simply could not stay away from the studio—and the new miracle of radio. Those four were Mickey Alpert, Joe Rines, Charlie Goldberg and Harry Einstein (Parkyakarkus). For a long time they were just unpaid talent who filled in and helped out occasionally (as who didn't in those days? For free!) but all of the boys eventually worked their way into radio as professionals. At that time Parky was advertising manager of a Boston jewelry and furniture store, but he had a difficult time of it in trying to convince his employers that radio advertising would help their sales. Those few who were willing to use radio considered it more of a public relations medium. One Boston firm, for example, hired a professional band, but billed it as an employees' orchestra, and every time the band's vocalist would step up to the mike, the script read: "You will now be favored by a vocal solo by John Smith, manager of our store."

Parky, who loves to reminisce about those days, recalls the way talent used to walk in the door of the studio and just go on the air. Thus, if you were at home listening, you might hear something like this (based on Parky):

MORE →

# Parkyakarkus BOSTON

"You have just been listening to Parkyakarkus. This is station WEEI, signing off until 7:30 this evening—no—no—wait just a minute—here comes a little girl in the door now, and she's got a sheet of music under her arm. What's your name, honey?"

"Mary Lou Shinglehofer."

"Well, Mary, what would you like to sing?"

"Well," a giggle, "Indian Love Call..."

... And so it went. If anybody else happened to drop in before she was through, the program went on—until the station finally ran out of talent.

After he had been hanging around WEEI for quite a while, Parky went on the *Big Brother Club* program as a cooking instructor. — But such cooking lessons! The program director had to cut in almost every time to explain that it was just a gag. Once Parky got carried away by his sense of humor and announced that he was running against Curley for Mayor. He got 600 votes from citizens who earnestly preferred Parky to Mayor Curley!

Finally, Parkyakarkus worked out a show for the firm that employed him. It was a variety show and he used guest stars. He knew many of the entertainers in Boston and used to get them to appear on his 15 minute program as a personal favor, since most of them had a certain contempt for radio as a means of entertainment. Incidentally, the visitors to the studio, in those days, were warned against laughter.

Anyway, Parkyakarkus has come a long way from those early days. And now, he doesn't mind a bit if you laugh at his jokes. \* END



This is Parky in the good old days.



With his dog, Patty, in the backyard.



With Cantor—Golden Gate Theater '35.



Parky for Mayor!



Parky just lost a bet.



In 1935 Harry Einstein (as Parkyakarkus) really got into "big time" so far as radio was concerned, when he was featured on the Eddie Cantor show. Above, he's shown with one of the most famous line-ups in radio history: Jimmy Wallington in the service-station cap, Parky in the "kelly," Jacques Renard in his specs, Eddie Cantor in the "fire-chief" hat, Bobby Breen in short pants and Deanna Durbin in a party frock.

# HOW TO CASH-IN ON



**RADIO BEST** does not believe that Quiz programs offering thousands of dollars in cash and prizes to lure the listener to the radio is the best kind of family entertainment. But in response to an avalanche of requests from readers we present on these pages a list of programs which offer the listener and studio contestant major awards and cash, ranging from a ten-dollar bill and a refrigerator up to many thousands of dollars, automobiles and even completely furnished homes. What are your chances to cash-in on these contests? Your guess is as good as ours. Are the contests legitimate? Yes. The rest is up to you. So take it or leave it.

# RADIO'S "Big-Money" Shows!



PROGRAM & SPONSOR	TIME & NETWORK	PRIZE or PREMIUM	TERMS OF OFFER
<b>People Are Funny</b> <i>Brown &amp; W'mison</i>	Fri. 9:00 p.m.	Major Gifts and Cash.	Studio contestant goes through the usual process to prove that "People Are Funny." It's worth it.
<b>Can You Top This?</b> <i>Colgate Palmolive</i>	Fri. 8:30 p.m.	\$10.00	Send in your favorite joke.
<b>Take It Or Leave It</b> <i>Eversharp Inc.</i>	Sun. 10:00 p.m.	\$64 or Less of Jackpot.	Studio contestants participate in amusing quiz period conducted by Garry Moore.
<b>Dr. L. Q. Marx Inc.</b>	Mon. 9:30 p.m.	Cash Prizes \$250 and More.	Send brief biographical sketch of a famous personality plus 8 wrappers of a "Ping" bar. Other opportunities too. Tune in.
<b>Quiz Kids</b> <i>Miles Lab.</i>	Sun. 4:00 p.m.	Cash Prizes and Radios.	Each Quiz Kid gets \$100 Savings Bond. Listeners who send in suitable and accepted questions get Zenith Console radio.
<b>Truth or Con.</b> <i>Procter &amp; Gamble</i>	Sat. 8:30 p.m.	Big Cash & Prizes.	Get entry blank from "Duz" dealer. Send along in 25 words or less why you like the product.
<b>Mind Your Manners</b> <i>Sustaining program</i>	Sat. 9:30 a.m.	\$25 Savings Bond.	Boys and girls from 8 to 18 send in questions on manners and social behavior. Most interesting question wins.
<b>Honeymoon in N. Y.</b> <i>Sustaining program.</i>	Mon.-Fri. 9:00 a.m.	Major Gifts & Prizes.	Honeymooners may write to program if they plan on visiting N. Y. Contestants selected from studio audience.
<b>Kay Kyser</b> <i>Colgate</i>	Sat. 10:00 p.m.	\$100 in Cash Plus.	Contestants chosen from studio audience participate in "Comedy of Errors."



PROGRAM & SPONSOR	TIME & NETWORK	PRIZE or PREMIUM	TERMS OF OFFER
<b>Ladies Be Seated</b> <i>Quaker, Toni</i>	Mon.-Fri. 3:00 p.m.	Various Merchandise	Nothing for listener at home on this one. Women interviewed at studio get the loot.
<b>Break the Bank</b> <i>Bristol Myers</i>	Fri. 9:00 p.m.	Lots of money.	Studio contestants only get paid for correct answers to questions. Jackpot at least \$1000. may go much higher at times.
<b>Stop the Music</b> <i>P. Lorillard, Smith Bros., Spotted Co.</i>	Sun. 8:00 p.m.	Merchandise & Plenty Dough.	Listeners with phones get first crack at naming tunes, then studio contestants. Prizes can range in cash or value up to \$18,000 or more.
<b>Go for the House</b> <i>Sustaining</i>	Wed. 9:30 p.m.	House and Furnishings.	Listeners at home are out in the cold, but studio contestants can win household furnishings and up to a grand prize of house and lot.
<b>Prof. Quiz</b> <i>American Oil</i>	Sat. 10:00 p.m.	Money, Merchandise.	Studio contestants only. Answers to questions for modest sums of money, watches, fountain pens, (res.)
<b>Welcome Travelers</b> <i>Procter &amp; Gamble</i>	Mon.-Fri. 12 noon	\$50 Savings Bond plus gift.	Listeners with telephones qualify for prizes if they are called and know name of the show, and question on his hometown. Persons interviewed also.
<b>Betty Crocker</b> <i>General Mills</i>	Mon.-Fri. 10:25 a.m.	Trip to N.Y. theatre tickets.	Homemaker of week is chosen from letters by husband's naming favorite dish wife makes. Strictly for listeners.
<b>Speak Up America</b> <i>Tucker Cars</i>	Sun. 4:00 p.m.	Tucker Car & Lush Gifts.	Listeners send in opinions on subject for week, usually political, to win Tucker '48 or \$2000, radio phone, refrigerator or automatic toaster.
<b>Breakfast Club</b> <i>Swift &amp; Co.</i>	Mon.-Fri. 9:00 a.m.	\$500, also Toasters.	Listeners send recipes using sponsor's product to win the prizes.
<b>Breakfast in Hollywood</b> <i>P&amp;G, Kellogg</i>	Mon.-Fri. 11:00 a.m.	Orbit, Wishing Ring, Merchandise.	Mostly for studio participants, such as person interviewed, oldest lady. Good neighbor chosen by letters from listeners.
<b>Bride and Groom</b> <i>Stirling Drug</i>	Mon.-Fri. 2:30 p.m.	Week's Honeymoon, Merch.	Couple chosen from letters to appear on program are showered with gifts, given week's all expense honeymoon.



PROGRAM & SPONSOR	TIME & NETWORK	PRIZE or PREMIUM	TERMS OF OFFER
<b>House Party</b> <i>Co-Operative</i>	Mon.-Fri. 3:30 p.m.	Major Gifts & Prizes.	Again studio contestants get all prizes. Typical awards are refrigerators, radios, etc.
<b>Double or—</b> <i>Campbell Soup</i>	Mon.-Fri. 3:00 p.m.	\$40 Cash Plus Bigger Stakes.	No money for the listener at home. Studio contestants get cash awards sometimes totalling \$500 or more.
<b>Winner Take All</b> <i>Sustaining</i>	Mon.-Fri. 4:30 p.m.	Merchandise and Jewelry.	Listener at home, just listens. Studio winners are carried over from day to day and can win truckloads of stuff.
<b>Grand Slam</b> <i>Continental Baking</i>	Mon.-Fri. 11:30 a.m.	Merchandise & U.S. Bonds.	Listeners at home compete with studio contestants on equal basis, each question paying off to one or other. \$100 savings bond for five "tricks."
<b>Give &amp; Take</b> <i>Toni Permanent</i>	Sat. 2:00 p.m.	Merchandise Up to Jewelry.	Nothing for listeners on this one unless you count vicarious thrill of hearing studio contestants win.
<b>Strike It Rich</b> <i>Lester's</i>	Sun. 9:30 p.m.	Cash up to \$800	Studio contestants, selected on basis of human interest stories get \$25 "stake" which can be run up to \$800.
<b>County Fair</b> <i>Borden Co.</i>	Sat. 1:30 p.m.	Merchandise & Pet Projects.	Studio contestants participate in stunts and obstacle trials in order to win the prizes.
<b>Hunt Hunt</b> <i>Armour &amp; Co.</i>	Mon.-Fri. 4:00 p.m.	Modest Gifts & Merchandise.	Emcee conducts search among members of studio audience for useful household suggestions before air time, for prizes.



PROGRAM & SPONSOR	TIME & NETWORK	PRIZE or PREMIUM	TERMS OF OFFER
<b>Fishing &amp; Hunting Club</b> <i>Appalachian Conds, Inc.</i>	Mon. 10 p.m.	Hunting or Fishing Equipment.	Send in up or story on hunting or fishing.
<b>Take A Number</b> <i>U. S. Tobacco Co.</i>	Sat. 5:00 p.m.	Major Gifts and Cash.	Studio contestant picks his question by choosing a number from the board.
<b>True Det. Mystery</b> <i>Williamson Candy Co.</i>	Sun. 4:30 p.m.	\$100 if Criminal is Captured.	Notify F.B.I. if you have information concerning criminal described on program.
<b>Leave It To The Girls</b> <i>Sustaining program</i>	Fri. 8:30 p.m.	\$10 if Your Subject is Used	Describe a problem which you would like to hear the board discuss.
<b>Say It With Music</b> <i>Sustaining program</i>	Mon.-Fri. 10:30 a.m.	\$5.00 for Each Letter Used.	Send in letter made of musical titles.
<b>Stop Me If You've Heard This One</b> <i>Sustaining program</i>	Sat. 8:30 p.m.	From \$5.00 to \$100.00.	Send in your favorite joke.
<b>Name Of That Song</b> <i>Sustaining program</i>	Sat. 7:30 p.m.	Sender Receives \$5.00.	Send in any three songs you would like to hear played.
<b>Meet The Press</b> <i>Co-Operative</i>	Fri. 10:00 p.m.	\$25.00	Send letter, 250 words or less, giving opinion or reaction to broadcast.
<b>Queen For A Day</b> <i>4 sponsors</i>	Mon.-Fri. 2:00 p.m.	Many Major Gifts.	"Queen" selected from audience, showered with valuable gifts and surprises.
<b>Lucky Partners</b> <i>Sustaining program</i>	Thurs. 8:00 p.m.	Major Gifts and Cash.	Studio contestant Vs. his partner who is called on the phone, at home.
<b>Twenty Questions</b> <i>Ronson Art Metal</i>	Sat. 8:00 p.m.	Table or Purse Lighters.	Submit a subject which you think might stump the panel.

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# 20 GREAT PLAYS by RADIO'S TOP WRITERS

with preface by **NORMAN CORWIN**  
and commentary by the author

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man*. One of the great and simple narra-  
tives of the war.

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script with sharp, dramatic impact.

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offers anger and dignity.

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Benet*. His great last work.

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sweep and scope of a world-wide disas-  
ter.

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of a tragic theme.

**THE STORY THEY'LL NEVER PRINT**  
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day's history.

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with radio as its medium.

**FAREWELL TO ALTYAMONT** by *Elis-  
abeth Lanax*. An adaptation from the novel  
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Wolfe*.

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Compelling human interest.

**THE LITTLE ONE** by *Al Morgan*. Goes  
to the well from parson to parson to the  
helpless scream of a nightmare.

**THE STORY OF GUS** by *Arthur Miller*.  
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sional character.

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**FOURTH OF JULY** by *John  
Faulk*. In the "Will Rogers tradition."

**SOMETIME EVERY SUMMERTIME** by  
*Fletcher Blackler*. A quietly written, pen-  
trating script.

**NSRTH IN BARROW'S INLET** by  
*Joseph Liss*. The story of the hope-  
fulness and frustrations of the people  
in a tiny town.



**AGNES MOOREHEAD**  
Does her fan mail

During break in rehearsal  
for *Mayor of the Town*,  
Agnes "Marilly" Moore-  
head, right, and personal  
secretary, Georgia John-  
stone, give their serious  
attention to fan mail.



Georgia expounds  
on letter as  
Agnes listens.



She thinks it  
over while  
Georgia awaits  
her decision.



"Okay," says Agnes.  
"I think you've hit  
the best way to handle it."

## Agnes Moorehead... assists "Mayor" Lionel Barrymore

**AGNES MOOREHEAD**, who plays "Marilly" on ABC's *Mayor of the Town*, has a long and distinguished career as a radio actress. Long before she shared the hind-side of a microphone with Lionel Barrymore, Miss Moorehead was a member of Orson Welles' *Mercury Theater*, and it was Welles who brought her to the air in dramatic productions. Somewhat later, she appeared frequently in the various radio plays by Norman Corwin which made broadcasting history by their maturity and impact upon the medium.

Moorehead, like Corwin, was born in Boston. While still very young her family moved west and she later graduated from Muskingum College in New Concord, Ohio. She continued her education at the University of Wisconsin, where she won her Master's Degree, then enrolled at the Academy of Dramatic Arts in New York City. It was while at the Academy that she made her first appearance in a succession of Broadway plays. Soon after, she met Orson Welles and a long series of critical successes followed, including kudos for the work she did in the movies *Citizen Kane* and *The Magnificent Ambersons*. Last year, Miss Moorehead added a new radio achievement when she turned in an exceptional performance as narrator of *The Shabby Side of the Aton*, produced by the CBS Documentary Unit. \*EHO

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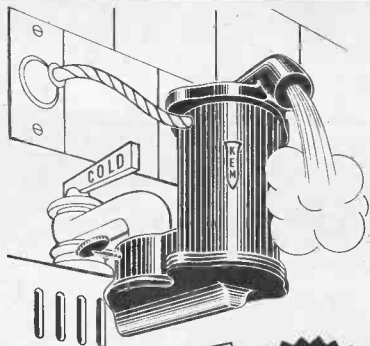
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# Dorothy Kirsten

## glamour girl... OF GRAND OPERA



Dorothy Kirsten in "Louise."



As Cio Cio San in "Butterfly."



in "Le Trovatore."



Left of the pier

**S**HAPELY, BLONDE Dorothy Kirsten, Metropolitan Opera star and costar on the Kraft Music Hall of the Air with Nelson Eddy, has added the concept of "whistle-bait" to grand opera. A fine actress as well as singer and "fine figure of a girl," Dorothy's short but brilliant career has been distinguished by both critical acclaim and kudos for her beauty. She has been featured on the covers of several important American magazines as the glamour girl of opera, was chosen one of the world's *Ten Most Eligible Women* by society's "oracle," Cholly Knickerbocker, (sharing honors with such personages as England's Princess Margaret Rose) and was also named one of America's *Ten Best Dressed Women* earlier this year. This last came after her spectacular appearance at the opening of the Metropolitan in a floor-trailing ermine coat and a strapless affair by



At left, conductor Robert Armbruster seems to feel 'twill be a long summer, as he puzzles over mixed-up scores. But a cheerful threesome are Dorothy Kirsten, Ken Carpenter, Nelson Eddy.

### KRAFT MUSIC HALL "QUARTETTE"

HEARD ON  
NBC  
Thursday  
7:00 pm

Valentina. Few are the Met divas who could wear such an outfit in a close-up — but then, that is one of the remarkable things about La Kirsten: she can sing and look completely charming too.

On and off stage, Kirsten's life has been a hectic thing. There was the time she was stranded on a pier when scheduled to sail for France with the composer Gustave Charpentier. Something had gone wrong with her reservations and the boat sailed with flowers, presents and candy for Dorothy—who sat on her trunks waving a sad good-bye to the departing ship. She is the only prima donna in operatic history to be stranded in that particular way, and at first, reporters were sure it was all a publicity stunt. They even opened her trunks to see if they were packed. As a sequel to this incident, she had to chase composer Charpentier half way across France when she finally arrived. "And covering some 500 miles of bumpy country roads in a broken down 1935 Citroen is no joking matter," says Dorothy. "But considering the wonderful days that followed, I guess I shouldn't mind too much those bruises I got on the ride."

As a matter of fact, Dorothy finds bruises almost commonplace. "I am the most beat-up Cio-Cio-San who ever sang *Madame Butterfly*," she confides. "It's from all those falls in the third act. Then, I broke my toe during the first performance, this season. A couple of weeks later, I walked on stage,

stepped straight onto a tack and for the entire first act, felt it digging deeper and deeper into my foot. I tell you that was some foundation for singing a high 'C'."

Despite all this excitement, most of Dorothy's time and energy go into her work, about which she is extremely conscientious. She always approaches a role first from the standpoint of an actress, investing a tremendous amount of hard work before taking up the musical projection of the part. She has no secret for keeping her voice and her figure in tip top shape outside of what she unabashedly calls "A good clean life." No smoking or drinking, plenty of sleep and fresh air, and above

all, plenty of exercise. She likes to swim, play golf, ride horses, and in the mild seasons, tries to spend as much time as possible in the country. In addition, she likes to "throw in a good, juicy steak, once in a while."

Dorothy believes that radio deserves at least half the credit for having made "long hair" music familiar and widespread. And as far as her own career is concerned, she is more than grateful for the broadcast medium. After years of study, during which Dorothy earned her living and paid her tuition fees by working as a private secretary, she made the grade in 1938 on a sustaining show over New York's WINS, on which she

sang everything from popular to semi-classics. As a matter of fact, she still sings a mean blues song and really enjoys it. Later a protégée of Grace Moore, she continued her studies in Italy and in 1940 she made her debut at the World's Fair. In addition to her start in singing, she owes her marriage to radio. In fact, her main worry is to find enough time between travelling around on concert and opera tours to spend with husband Edward Oates, now a ranking CBS producer, whom she first met when he was the sound engineer for her shows on that New York independent station. \*END

The inimitable Barry Fitzgerald came to bandy words with La Kirsten on the Bing Crosby show.





# Everything you need to know TO GET AN ACTING JOB IN RADIO in This Practical Book by a Leader in Radio

- PREPARING FOR AUDITIONS
- RADIO LANGUAGE
- ACTUAL SCRIPTS

with foreword by  
ARCH OBOLER

How to Audition for  
**RADIO**  
by TED COST

\$2.50



If you're trying to break into radio, or planning a career in radio acting, here's the book that can help you step up to the microphone with a better chance to succeed!

Here are the answers to your questions about how and where to look for a job, what to do... because ace radio executive and teacher Ted Cost knows beginners and their problems. He is Vice President and Director of Programs and Operations of WNEW, New York, and instructor in Radio Script Writing and Dramatics at the College of the City of New York. He works with budding radio performers, knows what makes or breaks the newcomer.

Here in this book you'll get the helpful, step-by-step advice that gives you background, sureties, and understanding... the requisites for radio success! Mr. Cost takes you inside the studios,

inside the scripts, and INSIDE YOURSELF, to show you what makes a good radio actor tick!

No punches are pulled. He shows you just what you're up against, then helps you plan your approach. More than that, he brings you the priceless counsel of his panel of radio auditions... the top-notch agency talent people and station casting directors, who tell you what they are looking for, and how you can make the most of your experience and ability. Learn from them how to sell your performance!

Every important technique is covered... Voice, Balance, Pace, How to Work With The Director, How to Use a Script, and more! It's just like having expert Ted Cost right at your side when you take that first deep breath before you're on the air!

So don't delay! Mail your order today for HOW TO AUDITION FOR RADIO.

You'll work with it and make it work for you!

Complete! Timely! Practical!

## RADIO ACTOR'S TOOLS

- MEET THE MICROPHONE... How you use it!
- NEW HEARS AND ZERO LEVEL... You can't hear!
- BALANCE YOUR VOICE TO BALANCE YOUR MOUTH... How to do more with less!
- THE DIRECTOR... Meet your new boss!
- MARKING YOUR MARKS... How a pencil can save your throat!
- LISTEN AND LEARN... Listen and learn!
- CLIQUE AT COLLEGE... How to get your job!
- A POINT OF VIEW... How here to get your part!
- THE MARKET PLACE... What do you need to know?
- RECORD OF EXPERTS... 10 points that make or break a winning lip...

**RADIO ACTOR'S DICTIONARY**  
FOR THE MEN  
FOR THE WOMEN  
FOR THE AMATEUR OR COMMUNICATOR

5-DAY TRIAL OFFER!

SEND NO MONEY

ORDERS SHIPPED  
SAME DAY RECEIVED!

### MAIL THIS COUPON TODAY!

**STUART-BUDD**  
114 East 32nd Street, New York 16, New York

I want to make a place for myself in radio. Please send me HOW TO AUDITION FOR RADIO by Ted Cost, which I can use as a complete guide and workbook. If, after a 5-day trial, I am not satisfied, I will return this book, and my money will be refunded.

Send C.O.D. I will pay postman \$2.50 plus postage.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

I am enclosing check money order for \$2.50, plus saving postage charges. Same refund privileges apply, of course. New York City residents add 2% Sales Tax. **88-8**

## Lassie, THE MILLIONAIRE.



# Lassie IS AT HOME ON THE AIR

Harry Stewart, her director helps Lassie appear on radio photo for 5-year-old Raylene Schreck.



## MOVIE STAR DOG IS FAST BECOMING A RADIO FAVORITE.



Grooner Ken Carson quite obviously "sends" Lassie with swoony ballad.



June Bright, supporting player on the show, helps her primp up.

With her two best friends, owner-trainer Rudd Weatherwax and brother Frank Weatherwax.

Director Harry Stewart signals one minute to air time and she checks the microphone.

Little Ian Colleen Ferrin, offers Lassie a can of the product.

Lassie listens to a playback of the first rehearsal as producer Frank Ferrin points out a few "cuts".



Carole Kirschner, with her dog Topper, receives Award of Valor from Rudd Weatherwax and Lassie.

She stepped out of her station wagon, looked demurely right and left, gave an autograph to an admirer, then entered the studio for a drama rehearsal, "nawing" only to shake hands with an old friend, for this radio-movie star was Lassie.



Between dress rehearsal and broadcast, the "break" for food. Leo Cleary and Jeanne Bates join Lassie in a snack.



## CAMPUS CORNER

In many American colleges and universities broadcasting is available to students as a "major," some operate their own campus stations, in others radio courses are included

with more traditional subjects, and in nearly every institution of higher learning, the study of broadcasting is at least possible as an extra-curricular activity. Such efforts are important to the broadcasting industry and to the public as a preliminary proving ground for future air personalities, technicians and administrative people in radio and television. Beginning with this issue, therefore, **RADIO BEST** will report on college-produced radio shows and student-personalities throughout the nation.

**COMPTON COLLEGE** has been active in broadcasting for a little less than a year. Back in September of 1947, four Compton students: Joe Cunningham, writer; Ben Martin, producer (and student body president); Paul Adams, would-be promoter and Jack Jones, aspiring emcee, sold the school on the idea of a radio program. Selling the school was easy, since the four argued it would keep the public informed about "what Johnny is doing at school," and provide an outlet for junior college sports news and student talent and personality. Equipped with a faculty sponsor to watch over their youthful zeal, the four held auditions. After scores of try-outs, two student announcers were chosen, Paul Phillips and Ronald Dotson. From student funds came money for union initiation fees for the student announcers. And lastly, came the vital ingredient—a sponsor, a Compton new and used car dealer.

So far the show has uncovered plenty of student talent and has begun to acquaint listeners with personalities as Jim "Hogan" Hawthorne, Kay Starr, Phil Moore, Billy Ekstine, Mary Ann McCall and Earle Spencer.

Above, Jim "Hogan" Hawthorne tears up script and a worried production staff looks on. They're Ben Martin, Paul Phillips, Joe Cunningham, Jack Jones and Chuck Adams. Below, Jim entertains students.



Staff gathers around guests Mary Ann McCall of Woody Herman group, Kay Starr, recording singer.

# "I Major in Radio"

Radio Courses  
Are Popular

With Students  
At Compton College



Chuck Adams, Jack Jones (at keyboard), Mary Ann McCall and Kay Starr have themselves a jam session at Compton College Show.



# Radio best Television Best

## SPOTLIGHTS TELEVISION SHOWS

From the Nation's  
Production Centers

←  
RADIO BEST editor Edward Bobley has his hand read by magician Hubert Brill. Brill conducts "Playroom," WARD variety show.



↑  
DENNIS JAMES, WABD sportcaster, who kids the wrestlers, almost loses his scalp to the Angel.



→  
HAPPY FELTON conducts class in NBC audience participation show *School Days*. The bubble girl in Sadie Hertz, who has appeared on more quiz shows than John Reed King.

Judy Parrish, Gene O'Donnell (l-r) star in first video whodunit, NBC's "Barney Blake, Police Reporter."



### TELE-LOG

BALTIMORE	WBAL-TV	11	NEW YORK	WNBT	4
	WMAR-TV	2		WPXI	31
BOSTON	WBZ-TV	4	NEWARK	WATV	13
BUFFALO	WBNB-TV	4	PHILADELPHIA	WPTZ	3
CHICAGO	WBKB	4		WFIL-TV	6
	WCN-TV	10		WCAU-TV	10
CINCINNATI	WLWT	4	RICHMOND	WTVR	6
CLEVELAND	WEWS	5	ST. LOUIS	KSD-TV	5
DETROIT	WWJ-TV	4	ST. PAUL	KSTP-TV	5
LOS ANGELES	KTLA	5	SCHENECTADY	WRGB	4
MILWAUKEE	WTMJ-TV	3	TOLEDO	WSPD-TV	13
NEW HAVEN	WNHC-TV	6	WASHINGTON	WMAL-TV	7
NEW YORK	WARD	5		WNBW	4
	WCBS-TV	2		WTTG	5

#### Television Networks

National Broadcasting Co.		American Broadcasting Co.			
BALTIMORE	WBAL-TV	11	NEWARK	WATV	13
BOSTON	WBZ-TV	4	WASH'TN. D.C.	WMAL-TV	7
CINCINNATI	WLWT	4			
NEW YORK	WNBT	4	Dumont Television Network		
PHILADELPHIA	WPTZ	3			
RICHMOND	WTVR	6	NEW HAVEN	WNHC-TV	6
ST. PAUL	KSTP-TV	5	NEW YORK	WARD	5
SCHENECTADY	WRGB	4	PHILADELPHIA	WFIL-TV	6
WASH'TN. D.C.	WNBW	4	WASH'TN. D.C.	WTTG	5



Tele-commentator Bob Edge with sportswriter Harold Burr.



Leo Durocher is careful not to give Fred Allen any lip!

**Radio best** **Television Best**

Brooklyn fans come early for choice seats and to watch the hustling Dodgers in pre-game practice. Two hours before game-time the stands are half filled with the faithful.



**Radio best**  
behind  
the scenes  
at  
ebberts  
field...

# TELEVISING the Dodgers



## Big Goings On Precede Dodger Video Air Show!

A lot of preparation goes into televising any one of the Dodgers' games, and CBS, which has won many kudos for their craftsmanlike coverage of all kinds of sports events, is mighty careful to keep things up to par. Every last thing is worked out in detail long before the cameras start "shooting." All members of the CBS crew keep on their toes for those exciting moments when everything happens too fast for direction from the control booth. Below, Bob Edge zoes over the schedule for the day with director Bernie London, who later watches it all through Video screens.

*Continued on Next Page*



Red Barber holds confab with Pee Wee Reese.



Pee Wee has nothing on gloomy Bob Edge.

# TELEVISION *the Dodgers*



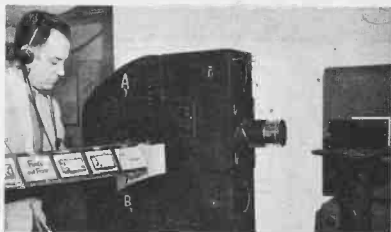
Continued



In control booth, London works with his assistant, Ken Radford.



Then he carefully checks Audio equipment with sound engineer.



Back at CBS studios, an engineer prepares slides for commercials.



Here is how the control booth, under the stands, actually looks.



Camera and crew stands by just before the game. At the far right is "spotter" who lends a hand to Bob Edge.



All eyes are glued on receiver when umpire announces "Play Ball".



★ PEE WEE REESE makes a play at second base.

★ Fans of the game look umpire DUSTY BOGGESS' word for it, but video viewers clearly saw Dodger catcher BRUCE EDWARDS tag this Giant at home plate.

★ BILLY COX is out at the plate.

OVER AT the neighborhood bar, all eyes are on the television receiver. Beers are forgotten as game-time approaches. But as soon as things get under way, the excitement will probably arouse latent thirsts and the foam will bubble as tension mounts. However, bottled beverages will not be served. Those television receivers cost good money! Now, let's see how the game looks on the air.



★ Brooklyn rookie PRESTON WARD nabbed JACK CONWAY by a mile.



★ Dodger's JACKIE ROBINSON tries for a double play.



★ CARL FURILLO, and Giant catches. Wally Westrum wait for Umpire Bill Stewart's decision on another close play.



Uh, oh! This war bound to come! Manager Durocher unbuttons his lip.

•END

# of DISCS and JOCKEYS



## Musical LINKS

by Harry Link

The new radio show, *Stop the Music*, has really taken the nation's listeners by storm. It's probably the best thing that has happened music-wise along radio rows in the past few years. The idea hatched by Orchestra Director, Harry Salter, has not only been responsible for an entertaining show, but has also made millions of folks more conscious of music and songs old and new than ever before.



Bert Parks  
"Get-rich  
Emcee"

This new addition to the "get-rich-quick" shows filling the air channels has been the quickest click since the Two Black Crows and Amos and Andy. The big money stakes are, of course, a big reason. But no one will deny the swell entertainment fare dished up by Harry Salter's fine orchestra, Kay Armen's wonderful song interpretations, and the singing of Dick Brown, who will probably develop into one of radio's new glamour boy singing stars.

Everybody now knows that the first mystery melody was A Vision of Saisome and that it was worth somewhere in the neighborhood of \$17,000 to the lucky winner. The same applies to the second mystery song, Army Duff, which was on for four weeks before somebody came through with the answer for a round take of \$18,000 in prizes.

As for what this show is doing for the music business in general, here's a personal observation gathered during a three week stint around the land from New York to the coast. I don't remember when I've been approached by more people. In record shops, music shops and wherever music is sold or played, everyone asked me if I knew the title of the mystery song.

### The 10 Top RECORDS

- BETTER LUCK NEXT TIME  
Dinah Shore
- A FELLA WITH AN UMBRELLA  
Frank Sinatra
- I LOVE YOU, YES I DO  
Sammy Kaye
- LITTLE WHITE LIES  
Dick Haymes
- HAUNTED HEART  
Jo Stafford
- YOU DARLIN'  
Ben Selvin
- IF I HAD ALL THE WORLD AND ITS GOLD  
Perry Como
- PUT 'EM IN A BOX  
Hal McIntyre
- DON'T BLAME ME  
Betty Carroll
- BECAUSE  
Perry Como

There can't be a doubt that this radio show has stimulated tremendous interest in musical programs and that we can look for a trend in that direction, a welcome change for song writers, record stars and music

publishers. Public interest is pretty obvious, for according to latest reports *Stop the Music* has pulled a fifteen million audience.

You may be interested in the mechanics of this show. As we understand it this is the way it works. In the studio they have every telephone directory in the country and these are numbered. Then they have three bowls. The number they pick from the first bowl is the number of the directory they will use. The number picked from the second bowl is the number of the page in that particular directory. The number selected from the third bowl represents the number of lines down from the top of the page. The name and number appearing on that line is the person called. The party must be listening to the show and must give the exact name of the mystery tune to win the big bonanza.

**SONGS I Predict  
Will Reach Hit Stage**

- A FELLA WITH AN UMBRELLA
- IF I HAD ALL THE WORLD AND ITS GOLD
- STEPPIN' OUT WITH MY BABY
- I LOVE YOU, YES I DO
- A SIDEWALK PENNY ARCADE
- IF ONLY HAPPENS WHEN I DANCE WITH YOU
- BETTER LUCK NEXT TIME
- LITTLE WHITE LIES
- MY HAPPINESS
- TEA LEAVES

A great deal of work goes into the selection of the mystery tune, which is first dug out of musty musical libraries by a staff of expert music researchers who submit their selections to Harry Salter who makes the final choice.

Proof that the program's popular among all age groups is indicated by the terrific competition ABC's *Stop the Music* is giving two great artists like Charlie McCarthy and Fred Allen who are on NBC at the same time Sunday evenings. Is it any wonder that the music makers are firing twenty one gun salutes in honor of their colleague, Harry Salter, for bringing on a program that has perked the public up on more than any single radio show, in a decade? END

# Records of the Month

by Les Mcgrum



### Best Male Vocal

"MELODY TIME" &  
"BLUE SHADOWS ON THE TRAIL"  
Buddy Clark  
COLUMBIA 38170

We're gonna say it: Buddy Clark is as good as Bing Crosby ever was—and we're glad. It's painfully obvious that a voice alone doesn't make a recording star the greatest. Good looks and a romantic personality must go along with it. Buddy Clark is a plain looking gent who can't make-it with the jokes or the sexy patter but, based on voice only, he's the greatest thing on wax. Both sides, a ballad and a cowboy ditty, prove the point here.

### Best Novelty

"WOODY WOODPECKER" & "WHEN VERONICA PLAYS THE HARMONICA"  
Key Kyser Orh.  
COLUMBIA

Here's a best-seller unless the five-note laugh, which is Woody's trademark, is a lot less commercial than I think it will be. It's a sure-fire jukebox fare and will sell over the counters of your local music store in brisk fashion. Vocalist Gloria Wood has a winsome way with this perky tune and she's better on the other side, backed by, of all things, a harmonica section.

### Best Female Vocal

"IT'S MAGIC" & "PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON"  
Doris Day  
COLUMBIA 38188

"It's Magic" is a very romantic serving consisting of Miss Day's insinuating sipping, George Szabo's worldly orchestral accompaniment and a good tune by Cahn and Styne. The gal's tone is real gone and her inflections are definitely her own, all of which marks her as a stylist worth listening to. Good Day, we say.



### Best Children's

"LITTLE TOOT!"  
Don Wilson & Billy May Orh.  
CAPITOL DAS-80

This disk is keen stuff for the kiddies, offering production, story and music derived from a new Walt Disney cinema, *Melody Time*. It's very slickly executed and worth a listen or two from doting parents, too. It's the story of a naughty little tug boat who becomes the hero of the harbor. Don Wilson's voice is okay even without a single mention of L.S.M.P.T.

### Best Sweet Music

"MOONDUST RHAPSODY" &  
"SUNRISE BOOGIE"  
Frankie Carle Orh.  
COLUMBIA 38175

In "Moon dust Rhapsody," the veteran Carle is as relaxed as if he was contemplating his annuities. His hand is surprisingly full-voiced and mellow, blending with his piano solos in easy fashion. Tune is familiar but a good vehicle for this band. As a boogie woogie virtuoso on the reverse, Frankie is still the best piano exponent of the commercial ballads making ratings today. For the real stuff, try Mary Lou Williams.



### Best Blues Vocal

"TODAY I SING THE BLUES" &  
"JUMPIN' ON SUGAR HILL"  
Helen Hume  
MERCURY

To these blues ears, the development of a new star is easy to take. The former Count Basie vocalist, Helen Hume, displays a brand of subtle phrasing and personality that is sure to make her a star. "Today I Sing" is pretty close to the right sort of material for her bluesy style and it's a torchy combination of material and interpretation. The reverse side is just another record.

### Best Americana

"SUGAR PIE" &  
"PUT YOUR LITTLE FOOTY"  
Cliffie Stone & His Burn Dance Band  
CAPITOL 10113

As a Western record, this is a honey. "Sugar Pie" is a bouncy version of a bright little song, distinguished by the vocal ensemble. The reverse, an instrumental, sounds authentic and picturesque enough to be grabbed off as a theme for a cowboy film. Too, the boys who play the various instruments, sound as if they stepped out of the top jazz bands and played this stuff just as well.

### Best Rumba

"MINUET" & "ELI ELI"  
Jose Melis  
MERCURY 5131

Rumba-ing to the strains of a classic and a religious chant is a bit hard to take but the flashy Melis does a rather enchanting job of doodling around with Minuet at a fast rumba clip. It might be interpreted, in some quarters, as a sacrifice to set the Jewish folk song to a slow rumba tempo but it comes off exceedingly well in a fashion very reminiscent of the Jan August version of "Miserlou."



### Best Vocal Group

"YOU'RE MINE, YOU!" &  
"NEVER UNDERESTIMATE THE  
POWER OF A WOMAN"  
Della Rhythm Boys  
VICTOR 20-2855

"Never Underestimate" is a clever novelty in a saucy tempo, which shows off the Dellas in their best vocal clothes. The reverse is an old favorite, a ballad that gains flavor as slowly harmonized by this very hot group. One of those increasingly rare instances where the quality of both sides is equally high. **42ND**

The Radio & Television Picture Magazine

Radio  
best

## This Month's Disc Jockey



## WMCA's Ted Steele



This 30-year-old singer, musician and orchestra leader, is also one of New York's most famous disc jockeys, with his two-a-day show over WMCA, on which he broadcasts almost a full twenty-four hours each week. His heavy schedule has made him an important contender for the title of "Busiest Man In Radio" along with such fully occupied folk as Arthur Godfrey.

**A** FORMER PAGE BOY, Steele, has now ascended to the "Hooper Heavens" at a dizzy pace, and has meanwhile won a measure of fame as a singer, emcee, musical director, composer, recording artist and band leader. Ted is among the elite group who are genuinely products of radio. A veteran showman at thirty, Steele grew up on a dairy farm in Belmont, Mass. When he was eight years old, he began to play piano, and at 13 he won a scholarship to the New England Conservatory of Music. From there the next step was New York. After a small start as a guide, Steele soon became an announcer, and later an orchestra leader. Between 1942 and '46, he starred on twenty-five different network and transcription shows including the *Supper Club*, and the Benny Goodman and Guy Lombardo shows. In the meantime, he was active as a soloist for recording companies and was also composing. His composition of *Smoke Dreams* is still used by the cigarette show on which he once starred. When big names began to invade the disc jockey field, Steele was signed by WMCA, joining *Mr. and Mrs. Music* (Bea Wain and Andre Baruch), Tommy Dorsey and Duke Ellington, and his rare combination of talents put his program over almost immediately. Early this spring, Ted reorganized his band and opened at New York's Essex House.

Off the air, Steele is the owner of a Buck's County, Pa., farm on which he raises pure-bred Guernsey cattle and poultry—aided by his lovely wife Doris and kibitzed by daughters Susaa, six and Sully, five. **42ND**

Away from mike Ted spends his time on his Bucks County farm.



SAUL CARSON'S

## Report to the Listeners

continued

**T**here were some other television citations. CBS was complimented for its sports coverage: DuMont for "Court of Current Issues," NBC for its outstanding television show of Arturo Toscanini conducting the NBC Symphony; and a television announcer named Dennis James was picked for his work.

**E**ternal Light" on NBC and "Greatest Story Ever Told" on ABC were picked among religious shows for combining inspirational messages with entertainment. The Goodman Ace show (Mr. ace and JANE) and the Abe Burrows show, both on CBS, got applause in the comedy sector. Mutual's nightly "Radio Newswave" was accorded deserved recognition. Finally, the critics commended the public spirit of Clifford J. Durr who served on the Federal Communications Commission for seven years until last June 30.

**T**he FCC, if you don't know it, is the government agency that acts as watchdog over your air channels by licensing all radio and television broadcasters. Durr was an outstanding guardian of the public weal. The Circle closed its annual statement with a quotation from a speech by Durr: I can do no less in concluding this month's sermon with the same words:

"Radio, like atomic power, can be used for destructive or beneficent purposes. It may be used to confuse and divide the people and warp their emotions, or it may be used to inform and inspire. It is the common responsibility of all American citizens to see to it that this public medium is used to all have a common stake in use for the latter purpose."

THAT — DEAR LISTENER — VIEWER — MEANS YOU. **42ND**

### Fascinating Book Shows How YOU, TOO, CAN HAVE A BEAUTIFUL NOSE



Nobody today goes to through life with the handicap of a badly shaped nose or other disfigured features. In "YOUR NEW FACE IS YOUR FORTUNE," a fascinating new book by a noted Plastic Surgeon, he shows how simple corrections "remodel" the badly shaped nose, take years off the prematurely aged face. INCLUDES 90 ACTUAL BEFORE-AND-AFTER PHOTOS. Book #1000

FRANKLIN HOUSE BOOKS  
1102 Fox Bldg., Philadelphia 3, Pa. Dept. 46



## Sunday

DAYTIME

## HOUSE OF MYSTERY

Sunday MBS 4:00 p.m. (EDT)

Suspense... adventure... thrill... combining information and educational entertainment. Recommended for family listening by radio councils and child study groups. John Griegs as "Roger Elliot, Mystery Man."

## JUVENILE JURY

Sunday MBS 3:30 p.m. (EDT)

Radio's least inhibited moppets furnish unique and riotous solutions to childhood problems submitted by actress Jack Berry and guests. Additional lecture—  
"Boy Guest of the Week."

## Sunday

EVENING

## BLONDIE

Sunday CBS 7:30 p.m. (EDT)

Penny Singleton—Arthur Lake.  
Hilarious household comedy.

## THE FORD THEATRE

NBC 5:00 to 6:00 p.m. (EDT)

Radio's finest repertory theatre, with great plays, books, movies and originals. Howard Lindsay is the voice of "The Ford Theatre" which emphasizes scripts and production—not stars.

"PHILIP MORRIS NIGHT  
WITH HORACE HEIDT"

NBC Sun. 10:30 p.m.

Sponsored by Philip Morris & Co. Ltd. Prizes and travel from why the city people want and listen. Mental talent. Few contestants and each broadcast winner is selected by audience message and awarded \$250, with opportunity to compete for quarterly award of \$750, and an annual award of \$2000.

## Monday

DAYTIME

## ARTHUR GODFREY

with singing star Janette Davis, The Moriners, and Archie Bleyer's orchestra. Heard Monday thru Friday  
CBS 11:00 to 11:30 am (EDT)

## BREAKFAST CLUB

ABC Monday through Friday

9:00 a.m. (EDT)

Starting Don McNeil

## WELCOME TRAVELERS

(ABC) Monday through Friday  
12:00-12:30 p.m., EDT

A new type of radio show conceived by Tommy Bartlett.

## YOUNG DR. MALONE

(CBS) Monday through Friday  
1:30-1:45 p.m., EDT

Intelligent radio drama with a warm, real story about the problems of people you can recognize. Written by a former university professor, David Driscoll. Directed by Walter Connors.

## Monday

EVENING

## LOWELL THOMAS

(CBS) Monday through Friday  
6:45-7:00 p.m., EDT\*

America's favorite newscaster, the most listened-to news reporter in America today.  
\*8:00 p.m., PST

## Tuesday

EVENING

## "Pool of the Piano"

## CARMEN CAVALLARO

NBC Tuesday, 8:30 p.m. (EDT)

Produced by Dick Porter.  
Announced by Jack Costello.

## Wednesday

EVENING

Radio's leading anti-crime show

## MR. DISTRICT ATTORNEY

NBC WED. 9:30 p.m. (EDT)

(Broadcast Thursdays in the Mountain Zone)

## THE BIG STORY

NBC Wed. 10:00 p.m. (EDT)

Dramatizations of newspaper true life stories.

## Thursday

EVENING

## MEN &amp; BOOKS

CBS Thursday 6:15 p.m. (EDT)

Books on Review

## THE HENRY MORGAN-SHOW???

Thursday ABC 7:30 p.m.

(All Time Zones)

Very different comedy.

## Friday

EVENING

## MEET THE PRESS

MBS Friday 10:00 p.m. (EDT)

The biggest cash pay-off show in radio!

## BREAK THE BANK

ABC every Friday, 9 p.m. (EDT)

## DINAH SHORE—HARRY JAMES SHOW

with JOHNNY MERCER

NBC Tues. 8:00 PM (EDT)

Sponsored by Philip Morris & Co. Ltd. Written, directed and produced by Fred Lawrence and Bobby Lev. Musical talent in outstanding production of the week. Dinah Shore is winner of RADIO BEST pay-off "best popular singer of the year."

## "EVERYBODY WINS"

## starring PHIL BAKER

A give away, audience participation show, with a new and interesting twist, "whip it the audience listeners, as well as the contestants, can drop profits. Produced and directed by Bruce Dodge.  
CBS Friday nights, 10:00 P.M. EDT

## Saturday

EVENING

## THE ADVENTURES OF ARCHIE ANDREWS

NBC Sat. 10:30 a.m. (EDT)

11:00 a.m. (PST)

Real life, teen-age comedy based on the popular comic strip.

## THE ADVENTURES OF FRANK MERRIWELL

NBC Sat. 10:00 a.m. (EDT)

Thrilling adventure stories featuring the exploits of a college athletic star.

All times listed here are Eastern Daylight Time

If you live in the Central Daylight Time zone, subtract ONE HOUR.

If you live in the Mountain Daylight Time zone, subtract TWO HOURS.

If you live in the Pacific Daylight Time zone, subtract THREE HOURS.

## Radio Faces... in the news



Dinah Shore (1) makes the news with her first short hair-do since starting her singing career 10 years ago. Angelyn Orr, (2) radio actress, was selected as the "Typical American Girl."

Randy Stuart (3) was one of the most photogenic guests on "Leave It To The Girls," and Kay Westfall, (4) Chicago actress, "whipped up" this strapless item out of angora yarn.

KYW

## Meets Listeners

### out-of-doors

**S**UMMERTIME in some circles is considered radio doldrum time. Not so in Philadelphia where KYW literally takes off its coat and rolls up its sleeves to make its presence felt where people are out having a good time.

Perhaps the most unique of all summer activities by the Philadelphia Westinghouse station is the annual picnic in August which is held for its listeners.

KYW throws a party by taking over the Willow Grove Amusement Park in suburban Philadelphia. The station promotes the affair a month in advance asking listeners to write in for their free admission tickets, and for free and reduced ride tickets.

Throughout the day at the picnic KYW personalities mingle with the throngs in the park, meeting old friends and making new acquaintances. Listeners are attracted by the thousands from all over south-eastern Pennsylvania, Delaware and New Jersey as well as from the environs of Philadelphia.

In the evening, the station parades its talent in a tremendous stage show which features such personalities as Stuart Wayne, conductor of the Musical Clock, Ruth Welles, Women's commentator, "The Lunchtimers" crew which includes Clarence Fuhrman and the KYW Orchestra plus vocalists Penny Reed, Lee Morzan, Beverly Bowser, Phil Sheridan and Tom Perkins.

Last year Henry Aldrich put in an appearance and this year another great NBC star is scheduled to be on hand.



Ted Steel (left) assists "Man on the Street" Alan Scott cover flooding fair, one of KYW's many summer features.

Climaxing the evening, KYW awards several hundred prizes to listeners. Last year sponsors donated cases of their products and these were made up into baskets of groceries. This year, KYW's Fourth Annual Picnic will again be held for a host of listeners.

Other interesting projects presented by the station during the summer include the sponsoring of auto races—large and small—at the Langhorne speedway. Auto racing is fast becoming one of America's favorite summer sports, and thousands of fans turned out last summer to see their favorite drivers vie for KYW trophies. On hand for the speed events are KYW personalities like Stuart Wayne and Harry Robert.

Another summer activity by KYW is the now famous "Man on the Street" program that broadcasts on-the-spot at well known public events ranging from county fairs to Saturday evenings on the boardwalks of New Jersey shore resorts. Alan Scott, popular radio personality in Philadelphia, is the emcee of this informal program. To all who gather around the Mobile Unit, KYW gives souvenir post cards to be written and addressed on the spot. Then the sta-

tion stamps and mails them as a courtesy of "Man on the Street."

No effort is spared by KYW to foster the feeling among Philadelphians that the station and its talent can be with them wherever they go. A new summer activity, now underway, will be the sponsoring of a KYW Day at Shibe Park where Connie Mack's A's and Bob Carpenter's Phillies will be fighting it out for top spots in their respective leagues.

KYW not only urges its listeners to have fun in Philadelphia but also goes right along with them for the good time! \* END



KYW Manager Robert E. White presents station's trophy to Bob Flock, winner of 300-mile Langhorne classic. KYW disc jockey Stuart Wayne was official starter.



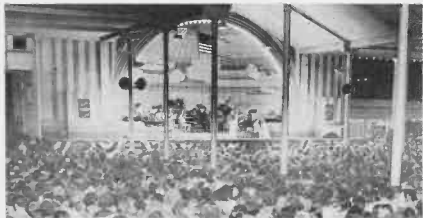
White hands trophy to cycle winner.



White shakes with Wilfred and Stover Sabcock who operate Langhorne course.



Ruth Welles (right) one of KYW personalities who help greet listeners to picnic.



Annual KYW picnic is great event. Cross section of huge crowd at evening show.

*W*earry of celebrating all the "special weeks" a year Cliff Soubier, who plays "Uncle Louie" and Beryl Vaughan (Peggy) of Meet the 'Meeks program decided to get it over in seven days. First they polished off the "sports weeks."

*Uncle Louie...*

# ON A HOLIDAY

*With The Meeks*



*Here are the "Meeks." Seated are Forrest Lewis and Fran Allano, who are Mr. and Mrs. Meek, standing are Beryl Vaughan (Peggy), Cliff Soubier (Mrs. Meek's brother, Louie Lunch) and Elnira Rowsler (the once-a-week maid, Lilly).*



Cliff tackles food weeks as he attempts a meal with cherries, donuts, popcorn, apple, orange and dairy.



Beryl is victim while Cliff takes on First Aid Week. He's also working on Posture Week at the same time.



Jo Hippie, also of "Meeks" cast, in National Sweater Week. Cliff: Save Your Vision, Knit Gloves, Noise.



Jo helps as Cliff plays harmonica for Music Week, darns socks for Sew and Save, observes Foot Health.



... And this is a worn-out Cliff on the seventh day - definitely one of rest.

As a finale, left, he tries Fire Prevention Week, Puckaging Week and—Laugh Week.

**\*END**

The friendly voice of eastern Virginia

# WHYU

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Over 192,000 radio homes  
Over \$406,000,000 retail sales  
MILLIONS spent yearly by tourists in WILLIAMSBURG, YORK-TOWN AND SURROUNDING BEACHES.

1

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6 miles from PORTSMOUTH  
GROUND SYSTEM  
IN SALT MARSHES

2

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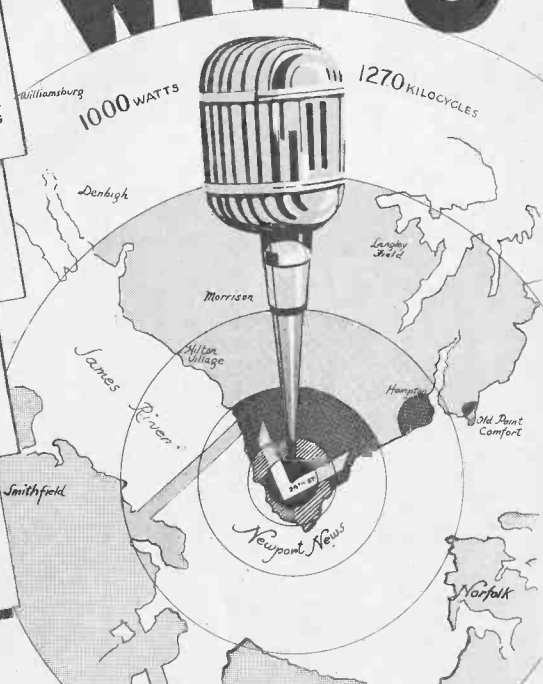
3

## WHYU STAFF

Has combined commercial  
radio experience of over 65  
years.

LOCAL ACCEPTANCE PROVEN  
by Doubling Local Business  
in 6 Months

4



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**Plus...Popular Local Programming**

**Plus...Power for Clear Reception**

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# A TALE OF 3 CITIES



BOB CAMPBELL



"DEAC" ROSSELL



BILL TOMPKINS

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Station WROW, which serves the Albany, Troy, Schenectady Area...the Golden Triangle of the Empire State...solved the problem of giving unbiased news with a most unique radio news-cast: "590 Covers the News," at 6 P.M., Monday through Saturday.

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Add to this weather reports direct from Albany's U.S. Weather Bureau; news from a dozen Upstate correspondents; a "news tip" service featuring weekly cash awards...and you have a community news service that keeps everybody happy!

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# WGHF

101.9 On Your FM Dial

## Now Brings You Programs Of RURAL RADIO NETWORK

The First Full-time FM Network

A new and distinctive service comes to the people of New York and vicinity through the affiliation of WGHF with Rural Radio Network, Says Captain W.G.H. Finch, "Within the WGHF coverage area are several million people who have a livelihood or at least a hobby interest in the things of the soil. There are an additional million who have an intense interest in hunting and fishing and other forms of sports and outdoor activities. This type of service, combined with good entertainment and musical programming is the plan adopted for FM station WGHF."

The affiliation of WGHF and Rural Radio Network makes this possible. RRN is the state-wide service set up by farm and rural people of New York State in order to get the things they want on the radio.

Here Are Some of the Radio Personalities  
You'll Hear on WGHF and Rural Radio Network



Jack Deal—Originator of "Clumpy, The Bear," and off-road adventures, heard daily with "Memory Time."



Claire Bonister—A Texas gal with a lot of humor and personality, and a real understanding of the woman's point of view.



Jack Goodman—Jack was former pianist with Paul Williams and Johnny Green. A daily program of old and new favorites.



Charles Hodges—Foreign news analyst for Rural Radio Network. Former Mutual Network commentator. Now an accredited United Nations correspondent.



Rym Berry—"The Squire of Stoneposts Farm"—homely philosopher, writer, broadcaster and farm humorist.



Bob Child—Director of service programs for Rural Radio Network, well-known as former editor of the "Farm Paper of the Ad-"

**BROUGHT TO YOU ON STATIC-FREE FM  
NO NOISE — NO FADING — NO INTERFERENCE  
BE SURE YOUR RADIO HAS FM**

**WGHF now brings you Rural Radio Network**



Uncle Bill Jenkins celebrates birthday party on Elinor Lee's "Home Service" show.



Elinor Lee...

**WTOP Specialist  
in Home News**

THERE WAS quite a to-do in the famous Women's National Press Club in Washington a few years ago when some of the nation's leading newspaper women suggested that a broadcaster be admitted. But before long the ladies of the press voted the radio woman into their midst. Thus WTOP's Elinor Lee became the first broadcaster to belong to the influential WNPC.

Mrs. Lee is most famous for her "Home Service Daily" show each morning at 9:30. This is an informal mixture of food news, household hints, women's news, and good natured banter with WTOP's Bill Jenkins.

In addition to the 15 minute-show each morning, Mrs. Lee is on the air in the afternoon at 3:55 for a fast five minutes of advice to home decorators.

Her own home in suburban Falls Church reflects both her radio programs—tasteful decorations and tasty food from a compact, modern kitchen.

Though she is a great booster for modern appliances, Mrs. Lee spends her spare time collecting antiques. An old, old erudite holds magazines in the living room. A spinning wheel stands in the corner. And if you ask, she will show you the cannonball that crashed into her grandmother's house during the Civil War.

Mrs. Lee joined WTOP (then WJSV) in 1937. In those days she broadcast a variety show—"Aladdin's Kitchen"—from a kitchen laboratory. Later she did a celebrity interview program.

a series on home construction and decoration, and a musical variety show starring local juvenile talent which she wrote, directed, produced, and announced.

She started "Home Service Daily" in January, 1943, when wartime rationing was vital news. Appreciative letters from government officials who heard her in the Capital fill her scrapbook. She and her sponsor handle a thousand letters and phone calls a week during many parts of the year. "END"



At home, Elinor, Lee, daughter Kitty Sue and pet "Cutie Pie."





Elaine chats with guest Kenny Delmar as Pittsburgh Press Columnist Si Steinhauser listens.

## Elaine Beverley... gal with "the GAY NINETIES voice"



**E**LAINE BEVERLEY (KDKA, Pittsburgh) is just another proof that the best laid plans "gang aft a-gley." You see, Elaine's parents expected a brilliant future for her in dancing, and with that idea in mind, they placed her in dancing school when she was just a moppet of four. She, herself, on the other hand, was ambitious to become a really good school teacher.

As it turned out, Elaine was both, but not for very long in either case. She studied dancing for some fourteen years and got as far as being featured in the Pittsburgh Civic Ballet and on the stage of the Iron City's Stanley Theater, where she appeared on bills with Dick Powell, Joe Penner, Ed Lowry and Bob Alton. All this happened before Elaine had graduated from high school. In addition, it happened a long time before Elaine saw the inside of a KDKA broadcasting studio, and young Miss Beverley was set upon becoming a school teacher. After high school, Elaine enrolled at Duquesne University, where she received her B.A. degree in 1944. Although she sang with an orchestra during her sophomore year at the university and was active with the dramatic group on the campus, she considered it all good fun. Her career, she felt, lay elsewhere.

Elaine came back as a teacher in Pittsburgh schools, but that didn't last long. Like many another young school teacher, she was soon made keenly aware of the casual way in which we too often provide for the education of tomorrow's citizens. Seven months of classroom work was quite enough for her, and Elaine, perhaps because her mother was a singer of note, turned to music as a career. She made her radio debut with Maurice Spitalny, famous musician and one-time musical director of KDKA. \*END



At right, Elaine is caught in two happy poses. Above, she says "let's dust again." Inset, shows sunny smile.

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**Stay**  
**FAT**

You Can  
**LOSE**  
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IN **1 WEEK**



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Gordon Mac Roe and Evelyn Knight may  
get along harmoniously in a duet  
on their "Star Theatre" program,  
but Gordon draws the line of har-  
mony at hats. Man-like, he is only  
bored by the collection of bonnets  
made for her by hatter Kenneth  
Hopkins to go with some of her  
favorite ballads.



*Evelyn*  
**Knight-Hoods**

This pink straw  
was inspired  
by Evelyn's vocal  
on "Let Him Go-  
Let Him Torry."

The Gay Nineties  
model is "Solomon"  
from the ballad of  
the same name.



Gray felt with white flowers, green veiling  
for the "Lass With the Delicate Air."



Program's producer Clair Waidenior  
and song-writer Ben Oakland enjoyed the  
"Betsy" bonnet for "Betsy" ballad.



Hoof Man! Dunno ye ken this black straw  
is for "Toorie on His Bonnet?"

# ADVICE TO READERS FOR BAD SKIN

Stop Worrying Now About Pimples, Blackheads  
And Other Externally Caused Skin Troubles

JUST FOLLOW SKIN DOCTOR'S SIMPLE DIRECTIONS

By *Betty Memphis*

Have you ever stopped to realize that the leading screen stars whom you admire, as well as the beautiful models who have lovely, soft white skin, were all born just like you with a lovely smooth skin?

The truth is that many girls and women do not give their skin a chance to show off the natural beauty that lies hidden underneath those externally caused pimples, blackheads and irritations. For almost anyone can have the natural, normal complexion which is in itself beauty. All you have to do is follow a few amazingly simple rules.

Many women shut themselves out of the thrills of life—dates, romance, popularity, social and business success—only because sheer neglect has robbed them of the good looks, poise and feminine self-assurance which could so easily be theirs. Yes, everybody looks at your face. The beautiful complexion, which is yours for the asking, is like a permanent card of admission to all the good things of life that every woman craves. And it really can be yours—take my word for it!—no matter how discouraged you may be this very minute about those externally caused skin miseries.

Medical science gives us the truth about a lovely skin. There are small specks of dust and dirt in the air all the time. When these get into the open pores in your skin, they can in time cause the pores to become larger and more susceptible to dirt particles, dust and infection. These open pores begin to form blackheads which become in-

fectured and bring you the humiliation of pimples, blackheads or other blemishes. When you neglect your skin by not giving it the necessary care, you leave yourself wide open to externally caused skin miseries. Yet proper attention with the double Viderm treatment may mean the difference between enjoying the confidence a fine skin gives you or the embarrassment of an ugly, unbeautiful skin that makes you want to hide your face.



*A screen star's face is her fortune. That's why she makes it her business to protect her complexion against pimples, blackheads and blemishes. Your face is no different. Give it the double treatment it needs and watch those skin blemishes go away.*

The double Viderm treatment is a formula prescribed by a skin doctor with amazing success, and costs you only a few cents daily. This treatment consists of two jars. One contains Viderm Skin Cleanser, a jelly-like formula which penetrates and acts as an anti-septic upon your pores. After you use this special Viderm Skin Cleanser, you simply apply the Viderm Fortified Medicated Skin Cream. You rub this in, leaving an almost invisible protective covering for the surface of your skin.

This double treatment has worked wonders for so many cases of external skin troubles that it may help you, too—in fact, your money will be refunded



*if it doesn't. Use it for only ten days. You have everything to gain and nothing to lose. It is a guaranteed treatment. Enjoy it. Your dream of a clear, smooth complexion may come true in ten days or less.*

Use your double Viderm treatment every day until your skin is smoother and clearer. Then use it only once a week to remove stale make-up and dirt specks that infect your pores, as well as to aid in healing external irritations. Remember that when you help prevent blackheads, you also help to prevent externally caused skin miseries and pimples.

Incidentally, while your two jars and the doctor's directions are on their way to you, be sure to wash your face as often as necessary. First use warm water, then cleanse with water as cold as you can stand it, in order to freshen, stimulate and help close your pores. After you receive everything, read your directions carefully. Then go right to it and let these two fine formulas help your dreams of a beautiful skin come true.

Just mail your name and address to Betty Memphis, care of the New York Skin Laboratory, 206 Division Street, Dept. 501 New York 2, N. Y. By return mail you will receive the doctor's directions, and both jars, packed in a safety-sealed carton. On delivery, pay two dollars plus postage. If you wish, you can save the postage fee by mailing the two dollars with your letter. If you are in any way dissatisfied, your money will be cheerfully refunded. To give you an idea of how fully tested and proven the Viderm double treatment is, it may interest you to know that, up to this month, over two hundred and twelve thousand women have ordered it on my recommendation. If you could only see the thousands of happy, grateful letters that have come to me as a result, you would know the joy this simple treatment can bring. And, think of it!—the treatment must work for you, or it doesn't cost you a cent.



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**MOVIE STARS PARADE  
MAGAZINE**



**Elaine Malbin...**

**LOOKS TO A BRILLIANT FUTURE**

Career-wise Elaine Malbin is doing very well for a 17-year-old, even if she does have to get up pretty early to appear on her NBC Sunday morning program. But, by now, she's accustomed to early vocalizing. Her surprisingly mature lyric soprano voice has been ringing out via network channels for nearly two years. During this time, she has appeared on such programs as *Serenade for America*, *Music for Today* and *Matinee with Elaine Malbin*. She has also been guest star with *Milton Berle and Deems Taylor*. It all adds up to an impressive list of credits for an extremely young star, but Elaine has her sights set on opera.

Born in Brooklyn, Elaine first attracted the attention of her teachers in assembly choruses. Her parents were convinced of her talent when they heard her in a Junior High School opera "Mistress Mary." After three years of voice training, Elaine gave her first successful Town Hall recital. In a little while, she was being used on radio programs. Then, at sixteen, she appeared as soloist with two "pop" concerts in Carnegie Hall. Her radio career gained added impetus, yet she was careful not to neglect concert work. Now a familiar soloist at Carnegie Hall, she recently co-starred with Mario Berini of the Met in a "pop" concert.

For Elaine Malbin, the future looks bright indeed. \*END

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Please rush my copy of "Dancing" in plain wrapper and include my 2 FREE books. If I'm not completely satisfied, I'll return book in 5 days and get my \$1.98 back.

Send C.O.D. I'll pay postman \$1.98 plus postage.  
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Who is this  
DASHING BUFFALONIAN?



He's WGR's BILLY KEATON . . . the disc-jockey thousands of other Buffalonians are meetin' with, Monday through Saturday afternoons.

"Meetin' with Keaton" has these USUAL records-show features . . .

- (1) Records (2) Sponsors

And . . . "Meetin' with Keaton" has these UNUSUAL features . . .

- (1) Telephone Game, with Cash Prizes! (You might get a few bucks, just for answering your phone.)  
 (2) Puppy Pool. Folks with dogs to give away call Keaton, who mentions the dog on his show. Listeners who WANT a dog call Keaton, too. He tells 'em where the dog lives, and . . . another hound has a home. Billy Keaton has found homes for hundreds of dogs . . . and thousands of fleas.  
 (3) Keaton's sparkling "microphone manner". Billy's listeners get few belly laughs, but they DO get plenty of chuckles out of the disc-jockey who . . .

- (A) Recently won the Western New York Safety Council Award for the best promotion of SAFETY by Radio.  
 (B) Introduced, with his wife Reggie, Buffalo's FIRST . . . and so far, Buffalo's ONLY . . . "Mr. and Mrs." Radio Team.

If you live in Buffalo . . . or if you live near enough to Buffalo to hear WGR . . . then hear . . .



"Meetin' with Keaton"

3:30 to 5:30  
Monday through Friday Afternoons  
3:30 to 4:30  
Saturday Afternoons

National Representatives:  
FREE & PETERS, INC.



WHEC's "Margot" is pictured with two of her younger admirers. Placard shows mail received since the beginning of the year.

## EVERYBODY LISTENS, EVERYBODY WRITES To "MARGOT"

She Sings, Talks And Plays To A Big, Enthusiastic Audience On "To The Ladies", WHEC, Rochester

In Rochester, New York, Station WHEC has a program called "To The Ladies" that is aired Mondays from 9:30 to 10:30. Mondays through Fridays. The star of this show is a dark-haired girl who plays the piano beautifully, sings as well as she plays, and talks as well as she sings. That's Margot! About the only thing she hasn't mastered is the ability to keep up with her fan mail. She has to have a couple of secretaries to handle the letters that come flooding in to her daily from every corner of Western New York.

Every morning, extra chairs are trundled into WHEC's "Studio A" to provide seats for Margot's fans who come down to watch, and listen, and say "hello" to their favorite radio personality. She seldom breaks away from her admirers until long after her program is finished!

On and off the air Margot is friendly and informal. She never uses a script, —frequently stops right in the middle of a song or piano number to indulge in sparkling repartee with her announcer or members of the live audience. As one fan wrote to her: "The program is so spontaneous and informal that it seems just like having a neighbor drop in for a visit!"

Besides her artistic talents, Margot has a selling ability that most men would envy. No matter what she is advertising, she keeps the cash register ringing so constantly that her sponsors are her greatest fans. (After all, the favorite "request number" of every sponsor is that tinkle of the money box!)

Margot arrives at the WHEC Studios a few minutes before broadcast time every morning,—always in a hurry. She makes her way through the jam of the studio audience with a gay greeting for everyone and a pat on the head for the uppities. Then she sits down at the piano, strikes a chord or two, and trades a few wisecracks with announcer Eddie Meath and baritone Jimmy Britton. Then for a solid hour it's songs, music, banter, laughter and sugar-coated sell, sell, sell for these contented sponsors! —And at the close of the program, she keeps right on with encores, handshakes and autographs with good-natured patience until at last an opportunity comes to break away—until tomorrow!—There's nothing "large" about Margot!

APPEAR  
**SLIMMER**  
 INSTANTLY!



**B**EAUTIFUL women win the attention of men — and of course beauty begins with a slender-looking silhouette! Why cheat yourself of romance? Why not decide — now — that you will look slenderer and more attractive — instantly!

**TEST SLIMTEX Supporter Belt  
 10 DAYS AT OUR EXPENSE**

Now you can have that smooth, streamlined appearance that slimmer silhouette — the envy of women and the admiration of men — with the new SLIMTEX Abdominal Supporter Belt, designed on the famous "Interlocking Hands" principle. Prove it — yourself — this easy way!

**MAKE THE MIRROR TEST!**

Do this — stand before your mirror in an ordinary girdle or foundation — note the bulges and humps, the uncontrolled figure! Then try on your new Slimtex before your mirror and see for yourself the amazing difference! In 10 seconds you'll have a SLIMMER appearance, beautifully slenderized, ready to wear smaller size dresses, gorgeously streamlined!

**The "Interlocking Hands" Principle**

All this . . . thanks to the new principle of the Slimtex Abdominal Supporter Belt. Sturdy non-stretch fabric is built in with the material for EXTRA double elastic support where you need it most! Try the "Interlocking Hands" test pictured here — and you'll quickly understand what Slimtex does for you!

**10-Day TRIAL OFFER**

Convince yourself — send the Coupon today — and TRY Slimtex at our expense! If not thoroughly delighted with the immediate results, return your Slimtex within 10 days and your money will be cheerfully refunded.



Note picture at right. Prove the comfort of the Slimtex "Interlocking Hands" principle this simple, easy way!



**MAKE THIS TEST NOW  
 WITH YOUR OWN HANDS!**

Interlock the fingers of both hands over abdomen, as in illustration, then press upwards and in gently, but firmly! Feel better? Of course you do! And that's precisely what the new Slimtex Abdominal Supporter Belt does for you! Only Slimtex does it better! Send coupon today, and test it at home!

**SEND NO MONEY — MAIL COUPON TODAY**

Ward Green Co., Dept. W-438  
 113 West 57 St., New York 19, N. Y.

Rush Slimtex Supporter Belt for FREE TRIAL. I will pay postman \$3.98 plus few cents postage. If not satisfied in 10 days, I may return Supporter and get my money back.

Hip measure. . . . .Waist Measure. . . . .

Name . . . . .

Address . . . . .

Check here if \$3.98 enclosed and we pay postage.  
 Waist size 38 and up, \$4.98.



**Radio best personalities**  
ON THE NATION'S STATIONS

←←  
**TWENTY-EIGHT YEARS** of covering, editing and broadcasting news on three continents, Vadeboncoeur (above) has been acclaimed one of the nation's top newsmen. Broadcasting daily on WSYR, Syracuse, New York, Vadeboncoeur, who is also vice president and general manager of WSYR, has flown both oceans and during World War II flew 27,000 miles into and through the Southwest Pacific theatre to keep up with fast breaking news. He was the first correspondent from an independent station to be accredited to General MacArthur's forces and in his nine year radio career and among his famous "firsts" was the break between Hitler and Stalin. Commentator, author, lecturer and war correspondent, Vadeboncoeur is credited with originating with the war-time slogan, "Remember Pearl Harbor."



→→  
**BOB "BAZOOKA" BURNS** pays a visit to WNAC's (Boston) Louise Morgan, just in time for morning coffee.

←←  
**FIRST CANADIAN DEBUT** — Frankie Laine, new crooner sensation, makes first Canadian appearance with CHML's (Hamilton, Canada) Russ Eastcott (left) on club 900 show.



**TWO NEW YORK** disc jockeys, Gene Rayburn and Dee Finck (WNEW) paid their debt to listeners Mr. and Mrs. Charles Norton by acting as "servants-for-a-day" in the Norton household. That's Dee Finck frying breakfast eggs while Gene lights madam's cigarette.



**THE ONE AND ONLY DIZZY DEAN** (right) with partner Fran Laux during a ticker broadcast of one of the St. Louis Brown's games over WIL.





# Stop'n Go

only **6<sup>98</sup>**  
2-color  
2-piecer

STOP 'em with this stunning new 2-color 2-piecer . . . Go placés in it all this season! Of wonderful wearing butcher linen—smartly styled! Big, luxurious jet button fastens high at neck. Exciting top is fitted to whittle your waist. Contrasting mock patch pockets are BIG for hip interest! Adds up to that **NEW LOOK!** Separate Skirt is new long length—perfect with blouse or jacket.

**STRIKING COLORS:** Black and Aqua; Black and Pink; Black and Gray; Black and White; Black and Maize.

SIZES 9-11-13-15-17, 10-12-14-16-18-20, 38-40-42-44

# Serenade

**HIGH NOTE IN HIGH STYLE!**

No hit tune could be lovelier than YOU . . . in SERENADE! See the flattering "butterfly" shoulder-accented in TWO contrasting colors. See the flirty peplum! FULL for the new hi-line allure—GRACEFULLY dipped at back. In fine quality, crisp percale. With flared skirt, fitted top, a contrasting belt to snugly cinch your waist. A **WONDERFUL BUY!**

only **4<sup>98</sup>**

SIZES 9-11-13-15, 14-16-18-20

SIZES 38 to 44 only 55.98

**COLORS**— AQUA with black & pink  
PINK with black & aqua  
GRAY with black & pink  
MAIZE with black & aqua



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*"Change to*  
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## HERE'S WHY:

Because PHILIP MORRIS is the **ONLY** cigarette proved definitely *far less irritating* . . . top-ranking nose and throat specialists suggest PHILIP MORRIS to their patients in cases of irritation due to smoking.

*Remember:* LESS IRRITATION MEANS MORE ENJOYMENT . . . the *perfect* enjoyment in PHILIP MORRIS of the fine flavor and aroma of the world's choicest tobaccos.

Yes! If every smoker knew what PHILIP MORRIS smokers know, they'd all *change* to PHILIP MORRIS . . . America's **FINEST** Cigarette!



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