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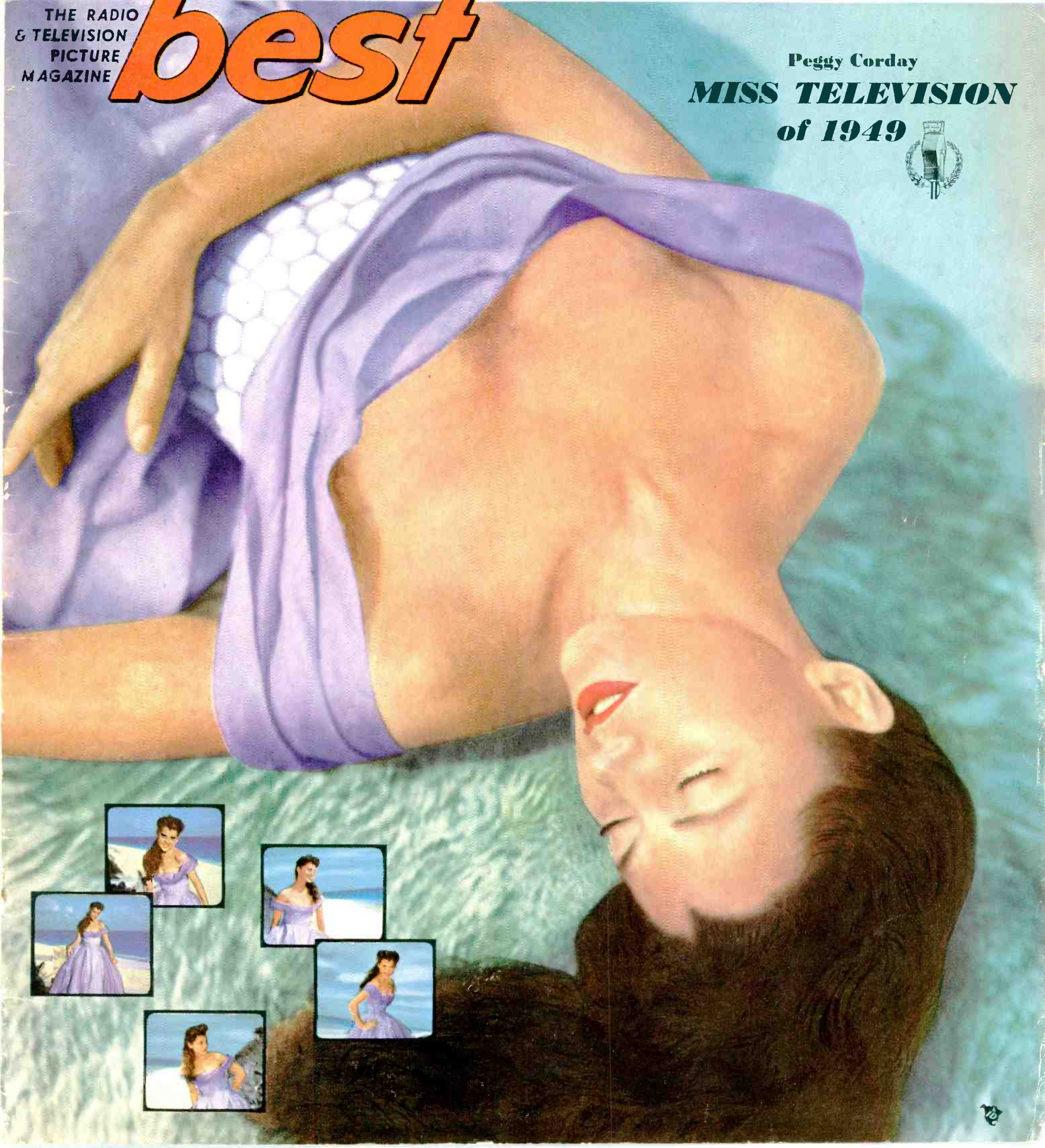
# Radio<sup>★</sup> *and* TELEVISION

MARCH 1949 • 25¢

THE RADIO  
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PICTURE  
MAGAZINE

# best

Peggy Corday  
**MISS TELEVISION**  
of 1949



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THE RADIO & TELEVISION PICTURE MAGAZINE



CONTENTS

March 1949 • Vol. 2, No. 4

## ★ features

Dick Contino: America's Number 1 Talent Find	11
Eve Arden at Home: A Visit with "Our Miss Brooks"	15
Listeners Panel Goes to Work: Interviews Across the Nation	24
Portrait in Horror: Agnes Moorehead's "Sorry, Wrong Number"	26
Hollywood Harry Goes to Broadcast	38
Bartering Bob Dreppard: "Swap Shop" Proprietor	39
Guy Lebow: Top TV Sports Gabber	40
Movie Stars on the Air	41
Bill Coffey Goes to Radio School: Making a Career in Broadcasting	43
Paul Long: Cowhand to Newscaster	44
City Folks Turn Air Farmers	46

## ★ departments

Cover Profile	6
Letters to the Editor	7
Silver Mike Award: To Bert Parks, "Stop the Music"	9
Radio Best People Behind the Mike: Who's Who in Broadcasting	10
Hollywood on the Air: by Favius Friedman	16
Seat on the Dial: by Saul Carson	20
Hollywood & Vine: by Radie Harris	22
Memory Lane: Faces from the Radio Gallery	30
Radio Stars Have Such Interesting Faces: Candid Camera Studies	30
So You Want to Get into Radio: The Roads to Stardom Are Varied	31
Musical Links: Along Tin Pan Alley, by Harry Link	36
Records of the Month: Views and Reviews, by Les Merman	36
This Month's Disc Jockey: NBC's Jim Lyons	37
Guide to Radio Listening: Monthly Program Log	48
Personalities on the Nation's Stations: Picture Roundup	50

## ★ television

Meet Miss Loris Peterson: Radio Best Tele-find	32
Tele-Talk: Seen and Heard Along Video Row	33
TV Goes Big Time: Elgin's \$75,000 star-studded show	34

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F. Louis Friedman, West Coast Editor . . . Harry Link, Music Editor  
Gertrude Greer, Picture Research . . . Helen McNamara, Program Research

HAROLD L. CROSSMAN, Publisher

RADIO & TELEVISION BEST is published monthly by Radio Best, Inc. Executive and Editorial offices, 452 Fifth Avenue, New York 18, N. Y. Advertising offices: New York: 452 Fifth Avenue (L.Ongare 4-2028), Chicago: 737 N. Michigan Avenue (Delaware 1756); George J. Provol. Price 25c per copy. Subscription rate: one year \$3.00 in U.S.A., Canada, \$3.50. Changes in address should reach us five weeks in advance of the next issue date. Give both the old and new addresses. The cover and entire contents of RADIO & TELEVISION BEST are fully protected by copyrights in the United States and in foreign countries and must not be reproduced in any manner without written permission. Unsolicited manuscripts, cartoons, pictures, etc., accompanied by return postage and addresses will be given prompt consideration, but we cannot assume responsibility in the event of their loss. Printed in U.S.A. Copyright 1949, by Radio Best, Inc.



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**“THEATRE GUILD on the AIR”**

Every Sunday Night—ABC NETWORK

**UNITED STATES STEEL**



Radio  
best

TELEVISION

Cover  
Profile

## Peggy Corday, Miss Television 1949

When Max Reinhardt was casting for his show "Helen Goes to Troy," he wanted as his Venus a tall young woman with slender curves, glowing skin, sparkling blue eyes, a magnificent carriage and a mane of heavy red hair. His choice for the part was Peggy Corday, a wonderfully typical American beauty who glowed with the freshness and unsophistication which she brought to New York with her from the small Maryland farm town where she was born 22 years ago.

The great stage director's judgment was never more uncanny, for today his Venus is the natural choice for "Miss Television of 1949," a title for which RADIO BEST is proud to nominate the lovely photogenic mistress of ceremonies on Dumont's program "Photogenic Horizons."

Peggy's naturalness and beauty are a rare treat and are captured faithfully by the television cameras. Her red-headed radiance and incomparable charm have delighted thousands of TV-seers. She seems to project her personality effortlessly, conveying a picture of good health and hearty enthusiasm that is really contagious.

Still fresh in Peggy's mind is the tearful family parting when she packed her bag and left for the big city, wide-eyed and supremely confident of her ability to succeed in show business, a dream she has had since she was old enough to dream. Broadway, as always, proved a severe task-master. On her limited budget, lunches soon became brief and the soles of her shoes thinner, but she continued to haunt the theaters until her first break came along.

Richard Kollmar signed her for a walk-on and a three-line speech in his Broadway production "Early to Bed." Her role in the Reinhardt production followed. Her rave notices brought on screen test offers, but Peggy, mindful of her first tough years in New York, decided to concentrate on becoming a thoroughly trained and competent actress before accepting any try-outs.

The intensive work paid off. Peggy played many and varied roles in summer theater. She did television shows, including a Theater Guild production with Gertrude Lawrence. Last summer she appeared in the Theater Guild's "Lysistrata" at the Westport Playhouse.

Peggy loves her present role on WABD. "It's a wonderful experience," she says, "because it requires spontaneity and naturalness and the ability to make guests feel happy and at ease"—a description which fits "Miss Television of 1949" to the "TV." ★END

Behind footlights.



As a model.

On the air.



### The Ed Sullivan Review ↑

TO THE EDITOR: I want to disagree with your reviewer regarding his comparison of "Toast of the Town" with Milton Berle's "Texaco Star Theatre." Certainly no one, not even Mr. Ed Sullivan himself, professes that Sullivan is a professional comic. I think it is unfair to compare him with a seasoned performer like Milton Berle. The big point is the all-over quality of the shows and I certainly think that "Toast of the Town" runs the "Texaco" show a good second, if not neck-in-neck. Mr. Sullivan makes a charming host and introduces his acts with dignity and propriety. There's room for both shows on the video screen, and I for one am thankful for my Tuesday and Sunday evenings.

Mrs. Helen Rubenstein,  
Bronx, New York

• How come, one month you give Ed Sullivan the Silver Mike Award and the next month, you pan him on "Seat on the Dial?"

Sylvia Berk,  
Brooklyn, N. Y.

• How do you reconcile the fact that Ed Sullivan received your Silver Mike Award for "Excellent Performance" and later was harshly criticised in your "Seat on the Dial" review in the January issue?

Miss Lois Schirstein,  
Newark, New Jersey

• Your "Toast of the Town" review in your January issue, contrasted with "Texaco Star Theatre" was the kind of honest reviewing RADIO BEST readers have come to expect from our favorite magazine. I have often expressed similar sentiments to my critical friends, but admittedly, have never been able to express it with such eloquence and clear-cut thinking. You are to be congratulated for your straightforward reporting.

Robert L. Lizzito,  
Rockville Centre, L. I.

### Folks Behind The Mike

TO THE EDITOR: Congratulations on your new feature "Radio's Best People Behind the Scenes." It's about time a national magazine of your scope gave the folks behind the radio mike a pat on the back. Keep up the good work.

Harry Salter,  
Detroit, Mich.

• I think your review on "Toast of the Town" was unfair. Your reviewer obviously is a Milton Berle fan and his ribbing of Ed Sullivan's ability as a toastmaster was uncalled for. I agree that Mr. Berle is a very funny and talented comedian, but he's expected to be one. Mr. Sullivan, on the other hand, represents himself as a seasoned Broadway columnist who introduces acts that are considered the "Toast of the Town." He accomplishes this task with finesse and sincere charm. Both shows, it seems to me, are definite television hits and your reviewer should encourage, not discourage such productions.

Joseph P. Sharkey,  
Philadelphia, Pa.



Morey Amsterdam

### More on Morey ↑

TO THE EDITOR: I resent Mrs. Wagner's letter printed in your January issue. To my mind Morey Amsterdam is a real find and I consider him one of the best comedians on the air today. Three cheers for Morey.

Dinah Mahlstead,  
Roselle, N. J.

• I once heard Morey Amsterdam on Station WMGM. Then someone dragged me to the opening of his Broadway show this past season. That's all brother.

Michael Pasternack,  
New York City.

• Maybe Mrs. Wagner has her ears stopped with cotton when her radio is tuned to the Morey Amsterdam show. All of us at our home think Mr. Amsterdam is simply hilarious.

Harold Steiner,  
Brooklyn, N. Y.

Continued on Page 8

IT DOES THAT ON EVERY  
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# 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.** Has Art Linkletter's "House Party" finally disappeared from the air?

*J. S., Bridgeport, Conn.*

**A.** No. The program is now heard on the ABC network.



**Q.** Please give me the name of the actress (and print her picture, please) who plays Gilder-sleeve's niece.

*Tom Brown, Los Angeles, Cal.*

**A.** She is twenty-one-year-old Marylee Robb. And very pretty.



**Q.** What is the name of the radio actress who posed for the pictures used in your November feature "He kissed the back of his hand," and on what station is she heard?

*D. M., Chicago, Ill.*

**A.** You refer to chic and pretty Louise Snyder who's heard on the MBS Sunday "True Detective Mysteries" series.

**Q.** Is Meredith Willson actually a musician or does he use his alleged musical ability as part of his comedy routine?

*Sue Baron, Ann Arbor, Mich.*

**A.** Mr. Willson is not an "alleged" musician, but an accomplished one. At the age of 21 he played the flute in the New York Philharmonic under the baton of Toscanini. As a conductor-composer, he is at home in the classical as well as the popular. In addition to three symphonies, he has written the hit songs, "You and I," "Two in Love," and "Iowa."

**Q.** How old is Lulu McConnell of "It Pays To Be Ignorant"?

*Mrs. J. L. B., New York City*

**A.** The charming Miss McConnell tells us she was born in Kansas City, Mo., longer ago than she can remember. She hints, however, that at 17 she traveled with a repertory company throughout the southwest, much of which was still Indian territory.

**Q.** I've recently heard that Gabriel Heatter, Mr. Good News, that is, has finally decided to call it quits. What a blow to radio!

*Henry Spitz, New York*

**A.** Mr. Heatter has just signed a five-year contract with MBS.

**Q.** How many television stations are now functioning in America?

*T. Z., Australia*

**A.** 47.

Gene Rayburn and Dee Finch

**Boosts Disc Jockeys** ↑

TO THE EDITOR: I am a constant reader of your great magazine and enjoy it very much, but I never find anything about my favorite Disc Jockeys. I'm talking about those two great guys of course, Gene Rayburn and Dee Finch. If anybody wants to get up with a laugh in the morning, they just have to tune in WNEW (New York) at 6:00 to 9:30 a.m. They're really clever fellows and have a great sense of humor. I would like very much to read about them in a future issue of RADIO BEST.

*Sylvia Ausland,  
Ridgefield Park, N. J.*

**W.W. Worthy Recipient**

TO THE EDITOR: Seems to me that the most worthy radio personality on the air today finally copped your Silver Mike Award. I refer, of course, to the one and only, Walter Winchell.

*Mrs. Cathy Lewis,  
New York City.*

**Radio's Forgotten Man**

TO THE EDITOR: When your magazine started out more than a year ago, it gave the smaller star a break, and folks enjoyed its freshness. But now, it seems, it's the run of the mill, big star publicity, as all the others. Why didn't you keep it alive as a booster of the folks we know, instead of stars who don't actually deserve the publicity they get? It's a headache of course, but why not make it a pleasant one.

*Joanne Merrill,  
Philadelphia, Pa.*



Julie Stevens

**Helen Trent Lament** ↑

TO THE EDITOR: Is there room for a housewife's howl? If there is, let me scream my protest about the serial Helen Trent. Like an unwanted relative, the thing has outstayed its welcome. Okay. My radio is equipped with dials. I can tune it on or off at will, but that isn't the point. The one I am getting at centers around the principle of insulting what intelligence I, or any other housewife, happens to possess. I am a woman in my forties. Thirteen years ago I began listening to Helen Trent, the heart-throbbing drama of a woman in middle life who finds that life cannot pass her by. Well, maybe Helen Trent has grabbed off a large slice of life but all I've got from listening is a pain in the middle of my back. Helen was thirty-five when I first heard the serial. As I say, that was over thirteen years ago. Now she's near fifty, frisky and frivolous, gaining steam as I lose it trying to keep up with her. For the love of Mike, can't something be done to bring this thing to an end?

*Joan Clayborne,  
Tacoma, Wash.*



Stuart Foster

**New Fan Club** ↑

TO THE EDITOR: This is to inform you and any interested readers that there is an official and active fan club for Stuart Foster, a recent Tommy Dorsey vocalist. Stuart's been on radio and television, besides many night clubs up and down the East coast. I'm enclosing a picture of this "Cornel Wilde of the microphone." I'm sure that if you print this letter and if possible, the picture too, it will bring us many new members. Anyone interested can write to me for more information.

*Hermina Levitt, prexy  
145 Hooper Street,  
Brooklyn, N. Y.*

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—March 1949



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.

Radio  
best

March

# Silver Mike Award for Outstanding Performance



to "Stop the Music's" Bert Parks

Harold Crossman, Radio Best publisher, makes Silver Mike presentation to Bert Parks (right).

Controversies raging inside and outside broadcasting studios over radio's biggest jackpot show have in no way dimmed the luster of Bert Parks' consummate showmanship as emcee of the Louis G. Cowan Production "Stop the Music." The handsome, likable keeper of the treasury definitely lifts the entertainment value of the big grab bag show several important notches in much the same way as he has contributed to the success of "Break the Bank" and the daytime program "Second Honeymoon." Born in Atlanta, Ga., where he received his start in radio, Parks moved to the top through the usual job sequence from chief cook and bottle washer on a local

outlet, announcing and disc jockey chores, an army interlude, and, ultimately, discovery in New York. Through it all an interesting vocal talent seems to have been surprisingly overlooked — for Parks really has a good voice. However, Parks has reaped fame aplenty with his grand handling of the first program to successfully buck the once fabulous Sunday night NBC block. Whatever the merits or demerits of the quiz-and-give formula, Parks — with capable assists from singers Kay Armen and Dick Brown, conductor Harry Salter, co-producer Mark Goodson, supervisor Alfred Hollander — rates a Silver Mike salute for keeping "Stop the Music" high in the entertainment picture. ★END

# RADIO'S *Best People* Behind the Scenes

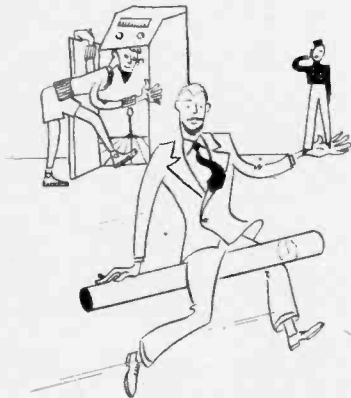
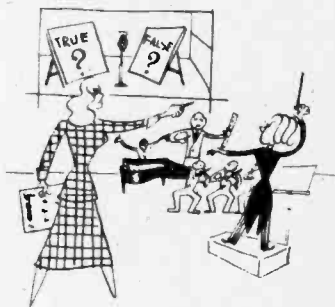


## TRIPLE-THREAT MUSICIAN Jeff Alexander

He's music director of the "Amos and Andy" show. In the world of music he's what the triple-threat man is to football. He does everything and does it well, conductor, composer, arranger, singer, choirmaster and recording artist. Jeff was only nine years old when he first performed for radio listeners in his home city of Seattle. Actually his music studies began almost before he could talk, for his mother taught voice and piano. Horace Heidt gave him his first professional break as an arranger. With this beginning, Jeff moved steadily up the ladder. He was one of the first to establish a swing choir. After five Hollywood years, he came East to New York and CBS where he joined forces with Lyn Murray. In 1941 Kostelanetz chose him to do the arranging for all the famous Kostelanetz choral numbers. In the past few years Alexander blossomed out as a conductor in his own right. Alexander is married to the former Constance Frost and they have a daughter, Jill, 6 years old.

## TEN YEARS OF "TV" Warren Wade

Wade belongs to that courageous group of pioneers who saw a future in television when those aerials that have altered the city's skyline were as rare as platypuses. Ten years of unbelievable progress have gone by since he joined the NBC television department, of which he is now executive producer. Before switching to television, Wade was program director of NBC's Cleveland affiliate WTAM for eight years. He came to the network with two decades of experience in the entertainment world to back him. After completing high school he toured the country in stock and later came to Broadway as both actor and director. During his stay at WTAM Wade wrote, directed and acted in radio plays. For a brief period he left NBC to direct the radio team of Glenn and Gene. A Sergeant in the first World War, he reentered the service in 1942 as a Captain and left as a Lt. Col. His army career was spent as assistant executive producer of army morale and combat films.



## VETERAN AT 27 Jeanne Harrison

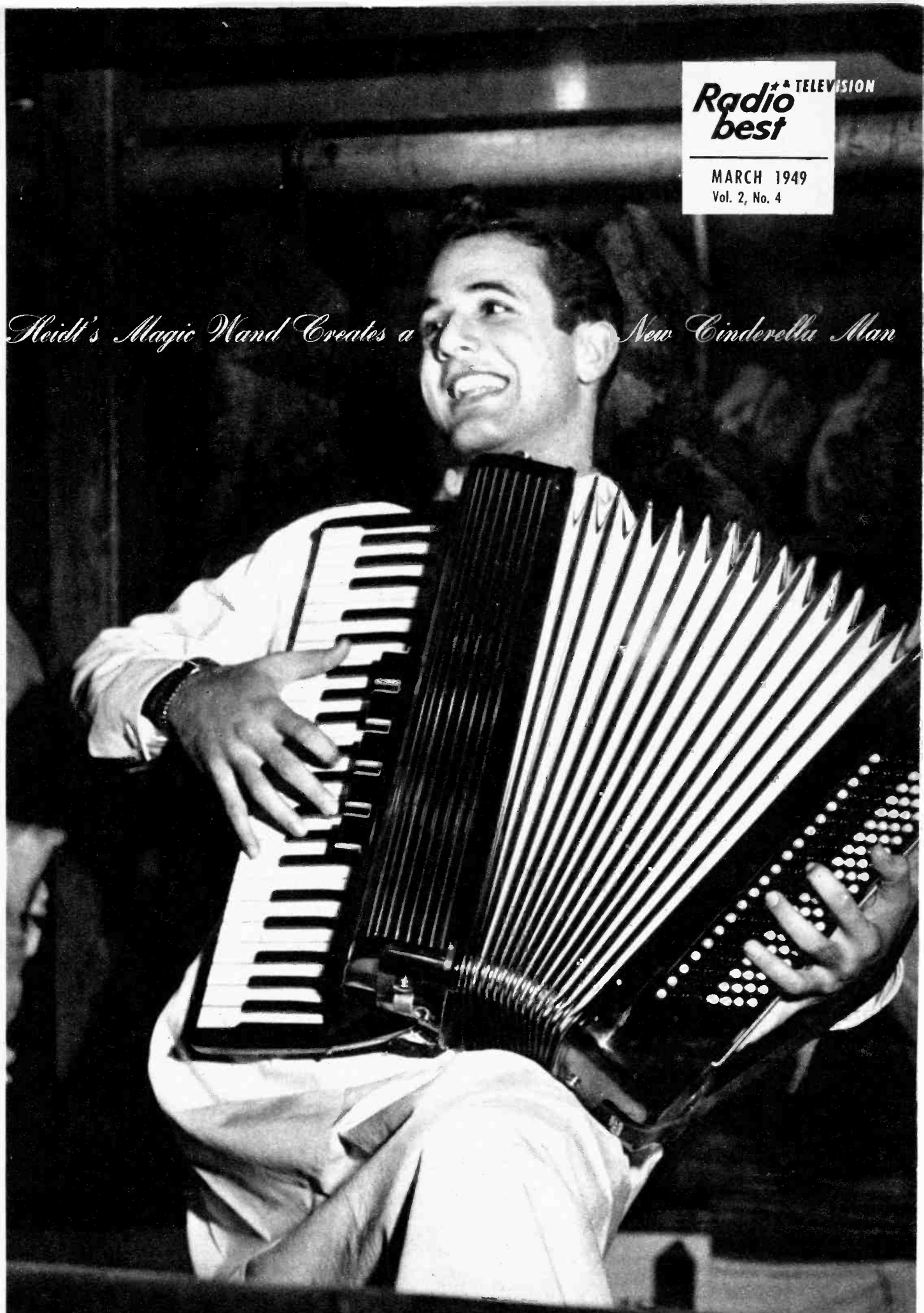
It's pretty hard to apply the term "veteran" to a young lady of 27. Nor is it easy to think of her as a rival to Sing Sing's executioner. Yet Jeanne is both. Her radio career started back far enough for her to be considered an old-timer. And as director of "Boston Blackie" for five years she's done away with more desperadoes than one would care to count. Which by no means completes the record. For at present this talented person also directs Mutual's quiz show "True or False" and a couple of soap operas heard in the midwest. When Jeanne directed musical programs (the Barry Wood show was one) they used to call her "Ears" Harrison because of her ability to pick a false note from a twenty piece orchestral arrangement. As director of a transcribed wartime program the cast once gave her a medal "For Killing the Most Transcribed Japs." Jeanne is a second generation radio expert. Her mother, once a network director herself, is still radio director for the YMCA and YWCA. Just to complete the radio family, Jeanne is married to Hank Sylvern, who provides the music on five network shows.

## KEEPS YOU IN SUSPENSE William Spier

As director of the "Philip Morris Playhouse" over CBS, this bearded veteran of 20 years in radio rates as one of our top-notch creators of suspense-type dramas. Spier was born in New York City in 1906. At 19 he went to work for the Musical Drama magazine then edited by Deems Taylor and became the publication's chief critic before resigning five years later. His next important assignment was that of producer-director with B. B. D. & O. which he left in 1941 to join CBS on the west coast where he produced such programs as the "Atwater Kent Hour," General Motors "Family Hour" and many others. In addition to spending four years at the helm of the "Suspense" series, Spier also directed the "March of Time" through some 450 performances. Currently, he is also the man behind Sam Spade, Detective. Among his varied accomplishments, he has also shown considerable talent as a pianist and composer. He is married to June Havoc, one of our loveliest stars and sister of Gypsy Rose Lee. ★ END

*Star-Maker Horace Heidt's Magic Wand Creates a New Cinderella Man*

*Dick  
Contino,  
Butcher Boy  
with an  
Accordion*



**O**NE NIGHT many years ago, after a day at his butcher shop in Fresno, California, Pete Contino arrived home in such a preoccupied state of mind that he barely greeted his wife. "Something wrong, Pete?" she asked.

Mr. Contino shook his head rather sadly. "That boy, Dick," he said.

"I don't know what he's going to be when he grows up but I'm quite sure he'll never be a butcher." "No?" "No. He cut himself again today—fourth time in a

week. He'll look like a piece of sausage meat himself pretty soon." (Continued on Next Page)



## GREETING THE VICTOR

Vice President Alben Barkley congratulates Contino on his victory in finals of "Original Youth Opportunity" program, after presenting Heidt with Junior Chamber of Commerce award for his work with American youth.

# Dick Contino

Continued

*the story of a butcher  
boy and his  
magic accordion*

"It's that accordion again," Mrs. Contino remarked. "Thinking about his music instead of the meat."

"Yes, and y'know he's pretty good at it," the father replied thoughtfully. "I think we should encourage him."

It was a good idea. On December 12, 1948, Dick Contino proved once and for all that he would never make a butcher by winning the finals as an accordionist on the Horace Heidt "Youth Opportunity" Program on NBC. Today, Dick is a star, a personality in the entertainment world and the idol of some 50,000 active members of 163 fan clubs.

A tall handsome boy of 19 who looks some-

what embarrassed when he is described as the "Rudolf Valentino of the accordion," his income for the past year was \$9,000, including the \$5,000 prize for the finalist on the "Philip Morris Night with Horace Heidt" show and the \$4,000 he won during the first 13 weeks the program was on the air—plus his earnings as a soloist with the show during the rest of the year. A television program is a definite possibility and he is appearing now throughout the country in a three-hour variety show, "Parade of Stars," which features the cream of the talent discovered by the radio program.

Some seven years ago Dick was a bewildered little boy whose father wanted him, as



the oldest son, to eventually become the owner of Pete Contino's Meat Market, and who personally thought he might like to be a priest.

At the age of seven, Dick was an altar boy and his mother recalls the priest who said, "That's the one boy who's going to be a priest." Although he gave up this idea, he is still deeply religious and among the scores of gifts sent to bring him good luck in the finals were many religious tokens.

As one member of the Heidt group put it, "If he wears everything he's been sent for the finals, he'll be so loaded down he won't be able to carry his accordion."

But the parental influence was strong. From the age of ten, Dick worked after school in the meat market (his father has been a butcher since he came to this country from Sicily 27 years ago).

Asked what he did, Dick says, rather vaguely, "Oh, I worked in the back, cutting up meat and making sausages. That kind of thing."

Ironically enough, it was his father, yearning to see his oldest son don the white apron of a butcher, who provided him with the inspiration that led to his present career. Pete Contino, like most Italians, has an inborn love of music and Dick was still a child when his father bought a second-hand accordion. He couldn't read music, so Mrs. Contino had to hum the tunes while her husband tried to draw the music out of the accordion. She eventually put a stop to these musical sessions.

"I got tired of humming," she says.

But when Dick, at the age of 12, became so fascinated by the big box that gave out music when his father squeezed it, he was presented with a brand new accordion and sent to a teacher in San Francisco for lessons. Dick took to his new hobby with enthusiasm and soon began to take the accordion to the meat market.

When business was slow—and often when it wasn't—he practiced. Standing in the cooler at the rear of the shop, the slabs of red meat hanging from hooks all around him and providing the kind of "backdrop" that the most radical of stage designers never dreamed of, Dick wheedled lovely tunes from his accordion. Spare ribs to the right of him, legs of lambs to the left of him, he played to the most unresponsive audience he will ever know. In a few years he had developed sufficient skill in these hours of refrigerated practicing to join his uncle and cousins in a "combo" that played at dances and weddings.

He describes himself as an "average" high school student—was elected class president and actually had to make a speech—and says he dropped out of college after two weeks when he realized that he would not be allowed to concentrate exclusively on the study of music. In the first week of December, 1947, Dick was working in his father's shop again and the family was preparing to move to Glendale, a suburb of Los Angeles where he was thinking of forming his own "combo."

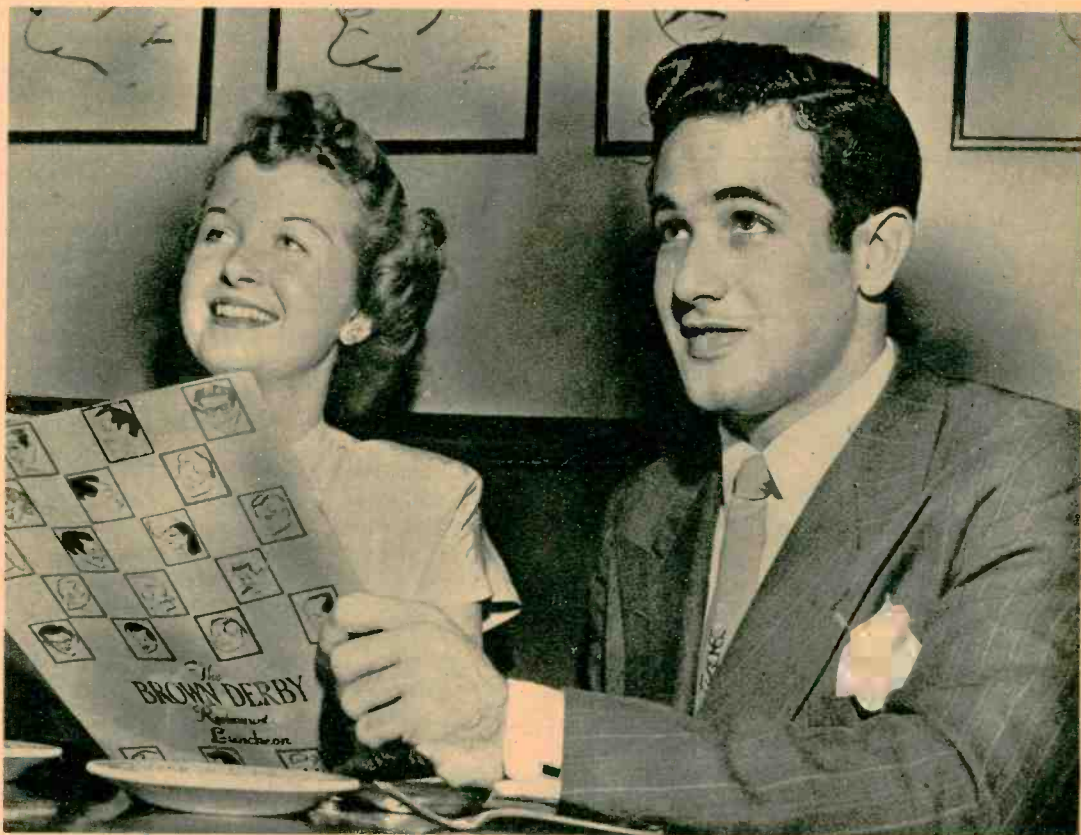
The day he went to the office of the local musicians' union to obtain a transfer to the Los Angeles union was a lucky one for Dick. A strange man engaged him in conversation and told him that the Horace Heidt Program, which was combing the country for undiscov-

(Continued on Next Page)



### GRANDMOTHER CLUB

Dick's music has a nostalgic appeal for the old folks who have joined in a Grandmother Fan Club, perhaps the first of its kind.



### DATE WITH JUDY

Contino and Louise Erickson who plays radio's "Judy," made a handsome teen-age couple at their Brown Derby luncheon date.





## STAR MAKER AND HIS PROTEGES

Horace Heidt greets his four finalists:

(l-r) Stanley Morse, John Mungal, Heidt, Dick Contino, and Pierce Knox.

# Dick Contino

at 19 he has been described  
as the "Rudolf Valentino  
of the accordion"



*Continued*

ered talent, would have its premiere performance in Fresno on December 7.

"But I'm moving to Los Angeles tomorrow," said Dick, not too impressed.

The Contino family moved as scheduled but the talent agent, after hearing Dick play, followed them to their new home. He talked with Papa and Mamma Contino, who thought that Dick would do better with his "combo," until three o'clock Sunday morning before they agreed to allow him to participate in the show that night.

As a result of his purely accidental meeting with the talent scout, Dick appeared on the broadcast and won on every one of the first 13 broadcasts. The winner was supposed to continue on succeeding shows, but because of what seemed Dick's unfailing ability to bring the house down and the applause meter up, the rules were changed; Dick was taken out of competition, kept on the program as a soloist and reserved for the finals to compete with the winners of the other three quarter finals.

All this time, the fame of the butcher's son was growing. The butcher was quite happy, his 14-year-old son, Vic, having developed a liking for the market that his older brother used as a studio (his seven-year-old son, Pete, is getting interested in the accordion and Josephine, 16, is married). It was only a short time before Dick was receiving 3,000 fan letters weekly and any visitor to the Contino home today will usually find the entire family busily addressing envelopes containing autographed pictures of him.

When the program returned to Fresno for

*Dick has ambitions as a singer, too, and takes lessons with Leo Neibaur, vocal coach with Heidt band.*

another broadcast, the Mayor declared a "Dick Contino Day," closed banks and schools and arranged a huge parade. To the mayors of other cities where the show had appeared, he sent a wire, with a present of a bunch of grapes, saying, "We used to be proud of our grapes. Now it's Dick Contino."

Because the hero of the day wanted to be sure to see his old friends, he had to sneak into town a week before the show, disguised in a blonde wig and dark glasses.

In Minneapolis, he promised to meet a group of teen-age youngsters at the "rumpus room" of one of the big department stores. About half an hour later, the Heidt office received a telephone call from an irate department store manager who said, "I have 4,000 kids here all waiting for Dick Contino. They're breaking up my store. If you don't get here in a hurry, I'm going to sue you!"

Speaking of fanatical fans, the type that would tear a fellow's clothes to ribbons to obtain a souvenir, Dick is never harsh. "They don't mean any harm," he says. "They appreciate it if you just talk to them."

In El Paso, Texas, Dick came face to face with another type of fan, equally devoted but not so dangerous. When an attendant tried to keep an elderly woman in line with the rest of the crowd that greeted him, she announced, in a tone that permitted no reply, "I'm president of the Dick Contino Grandmothers Fan Club."

The club has 20 members, spread out in Texas, Louisiana, New York and, believe it or not, including one in Germany. Their birthday present to Dick in January was a quilt which they themselves had made.

Most of his fans have never seen Dick but have been drawn to him solely by the quality of his music. It has a certain sensuousness, and frequently a note of pathos. What is remarkable—and is probably the reason for his appeal to older people—is that Dick, at 19, can arouse with his music a nostalgia for "things past" which he himself is much too young to have experienced.

Last summer during the convention of NBC affiliates, Dick played for a group of NBC station executives. It was during the early morning, in a hotel room, and somehow the telephone operator heard about the solo performance and asked that the receiver be left off the hook. About 15 minutes later she called on another phone and said, "Put it back. It's too sad and I don't want to cry any more."

Dick was playing the Italian folk songs that are his favorites, and probably thinking, not of the people who were listening, but of the many times he had played them for his mother and serenaded his father to sleep. The simple melodies that Dick played while his father relaxed on a couch evoked memories of youth in a faraway country and gently persuaded the trials of a day at the market "to fold their tents like the Arabs and as silently steal away."

An unusual factor in Dick's success is that he was not very well known even in his own home town before he appeared one night on a radio program and quickly acquired fame against tremendous competition; more than 150,000 young people were auditioned for the program during the year.

While Dick has achieved his ambition to become a musician and accordionist, he has another dream for the future—that is, to lift the accordion to the level of a recognized musical instrument. The popular music he plays on the air is only one phase of his repertoire and he admits, somewhat shyly, that he hopes some day to perform in a concert of serious music at Carnegie Hall.

"I'm fond of the old thing," he says of his accordion, "and I want to prove that it's more than just a 'squeeze box'."

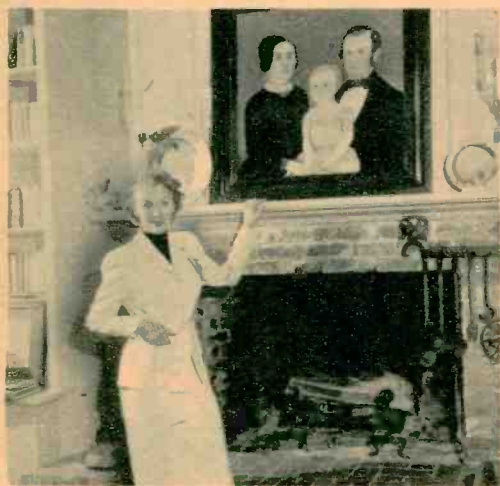
★END



*Radio  
best  
Visits  
Eve Arden.*

*at Home*

Eve Arden, who stars in the role of a modern day high school teacher in the comedy series "Our Miss Brooks," is proud of her charming hillside Hollywood home where she dwells with adopted daughters, Liza, 4, and Connie, 1. Far from the caustic comedienne one expects to meet, Eve is a quiet, engaging personality who loves to indulge her passions for interior decorating and antique-hunting.



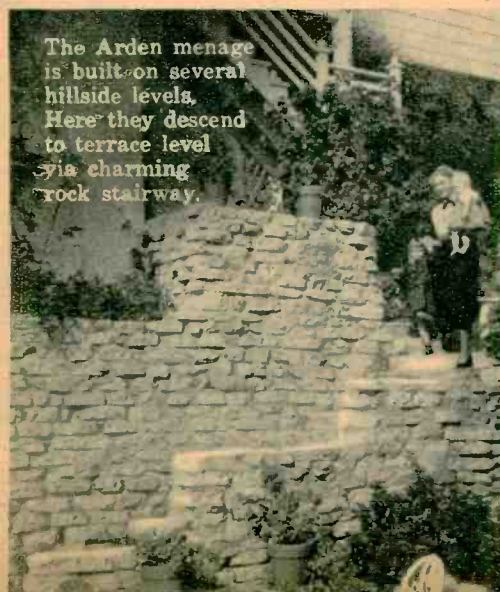
Eve collects American primitives which are integral part of the decor. A prize possession hangs over fireplace.



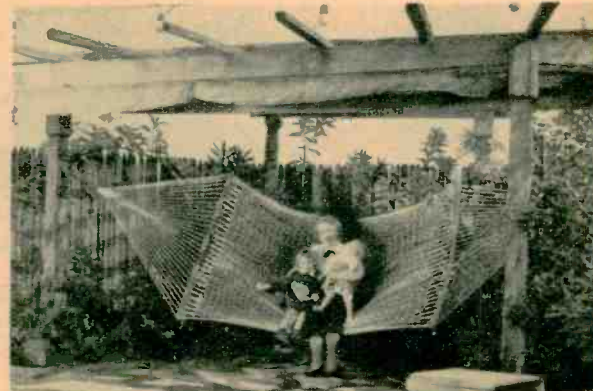
Nipper, fourth member of the Arden family, demands attention from Eve, Connie and Liza, peering through window.



The Ardens enjoy afternoon sun on the porch-patio where Eve loves to hold informal barbecue dinners.



Standing on terrace level Eve looks down at swimming pool. Level between is Nipper's favorite playground.



Swing at one end of pool offers fun for Liza and Connie, and Eve doesn't seem to mind a bit the work involved. ★ END



The Dagwoods and Dithers pose for informal family picture. Front row (l. to r.) are Jeffrey Silver, who plays Alexander; Penny (Blondie) Singleton; Arthur (Dagwood) Lake and Joan Rae, who is Cookie. Back row are Elvia Allman, who plays Mrs. Julius Dithers and Hanley (Dithers) Stafford.



Maureen O'Sullivan of "Tarzan" fame plays role with Ray Milland in "The Big Clock."



# Hollywood

## On The Air

by Favius Friedman

Well, that major earthquake that hit radio not long ago — that thing they call "Capital Gains" — has left some of the boys richer, NBC shorn of its top stars, and the listener in the middle, as usual.

Jack Benny, Phil Harris and Alice Faye, and Amos 'n' Andy are on CBS. (That is, as we write this.) Edgar Bergen has stuffed C. McCarthy and M. Snerd into the closet temporarily and Fred Allen has again announced his retirement. As for the Capital Gains business, it's the fellows with the capital who appear to be gaining, while we dialers wonder where it's all going to end.

It seems like an awful lot of fanfare about nothing more vital than a few million bucks and just who gets the laughs on which network.

Amidst all the new ulcers developed and the cannons fired off by the agency boys, it was still the old master, Benny, who characterized the whole hoo-hah with the most apt and pertinent remark. "I wonder," said Jack, when his move from NBC was announced, "will they charge me for parking at CBS?"

★ ★ ★

### SEEN AND HEARD

When Jane Wyman was guesting on his show recently, Ed "Archie" Gardner said, "If Jane wins the Academy Award, it will be because she typifies the nice, sweet average American girl who might be living next door to you . . . if you live next door to Warner Brothers. She's the normal, wholesome, sexy type, with so much respectability that, while whistling at her, you tip your hat."

★ ★ ★

CBS columnist Fred Beck is one of those unique individuals who claims he knows just what a lady driver means when she puts her hand out of the window.

"It means," says Fred, "that her car window is probably open."

★ ★ ★

Oscar Levant got a big kick out of threatening Al Jolson on "Kraft Music Hall" a couple of nights ago. Oscar had just made a guest appearance on another radio stanza and was building himself up with Jolson. "They want me regularly on that show," he told Al, "once a year."

Marie Windsor, Jane Wyman and John Garfield enjoying a snack during "Body and Soul" reading.

Lizabeth Scott and Dick Powell surprised at something during "Pitfall" rehearsal.



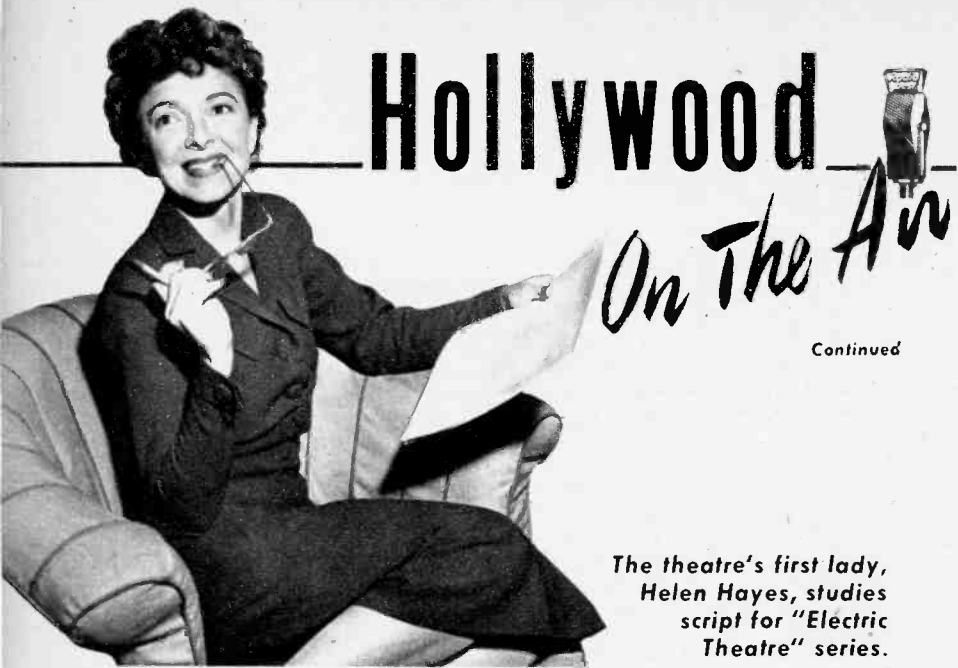
### DIAL SPINS

Inside reason why a certain English thrush didn't get her option lifted on that cigarette program is that the new chantootsie who replaced her was signed for just about one-third the other songstress' salary . . . Edward Arnold's loyalty to station KITO, San Bernardino, his home-town outlet, was rewarded when the actor was handed a certificate "entitling him to one half-hour of the best available radio time as long as he shall live" . . . Things are a wee bit rugged for some of the big name radio guest stars. "Cavalcade of America" has reduced its top salary from \$5000 to \$4000. Other dramatic airers are doing the same . . . Once called the "genius in the sweat shirt," Arch Oboler showed up at the Brown Derby on his return from his jaunt in Africa wearing a tie and vest. For Arch, that was like donning white tie and tails . . . When Goodman Ace was notified by his sponsor of the cancellation of his "mr. ace and JANE" show, he quipped, "It's a capital loss deal" . . . Basil Rysdael won't be doing those tobacco auctioneer routines for Lucky Strikes any more. He's going into pictures. Announcer Frank Martin is taking over . . . Wonderful line on the "Amos 'n' Andy" program recently when the Kingfish said to Andy, "Hey, you know dere's a shortage o' women?" "Yeah," said Andy, "de one I took out last night only come up to my necktie!" . . . That fellow Bob Hope says he's very interested in the fact that an air force plane has broken the speed of sound. "This means," says Bob, "that I could tell a joke here in Hollywood, realize it wasn't funny and send a plane out to shoot it down over Chicago" . . . If you own a record released about 1930 featuring a singer named "Ruth Brown" on the Harmony label, you've got a collector's item. The "Ruth Brown" is none other than Mutual's Kate Smith . . . One of the busiest radio personalities in Hollywood is CBS' Jack Gregson, who does 8½ air hours a week, 52 weeks a year . . . The James F. Downey Medal, awarded annually to an outstanding alumnus of Commerce High School in Boston, goes this year to one John Florence Sullivan, class of 1911. Mr. Sullivan is somewhat better known under his professional name of Fred Allen . . . Mutual is going all out to corral big star names for its Hollywood shows.

★ ★ ★

Unconventional Dorothy Shay, the Park Avenue Hillbilly, doesn't care for conventional announcements, so she sent friends word of her new address in a characteristic style. A penny postcard read: "Looka-here! Me and my maw done bought ourselves a real sho nuff house wif inside plumbin' and glazz winders and all kinds of new fangled things. Ain't we sumpin! Dorothy Shay — Writ by Hand — X" . . . ABC's "Theatre Guild of the Air" was awarded the annual citation of the National Council of Teachers of English as the "best literature on the air" . . . And CBS' Eve Arden was voted queen of radio comediennes in the Cleveland Plain Dealer's poll . . . Meredith Willson gave us an autographed copy of his "And There I Stood With My Piccolo" and we practically stood up all night reading it. Willson's book has a wonderful

(Continued on Next Page)



*The theatre's first lady, Helen Hayes, studies script for "Electric Theatre" series.*

Continued

nostalgic flavor, with a heap of magnificent anecdotes . . . "The Adventures of Ozzie and Harriet" is becoming a real family show, with the Nelsons now using their own two youngsters, David and Rickey, in the cast . . . Bandleader Charlie Barnet told us about the dream he had the other night. In it he went to the racetrack — and before his dream was over he'd lost his nightshirt . . . It's Sam (Clowning) Cowling who says, "Give a business man enough rope and he's liable to be tied up at the office" . . . A Miss W. LaHay sends us this short, short story made up of radio station call letters: WOLF—WINX—WAVE—KOOL—KOY—KISS—KOZY—WARM—WHAM—WOW! . . . That Ed Gardner man on "Duffy's Tavern" claims he knows a woman who is so eager for male companionship that she dresses as an old lady — just so Boy Scouts will walk across the street with her.

★ ★ ★

**Spike Jones explains how he happened** to feature a drummer with two heads on his "Spotlight Revue" airshow. "I was going to use a drummer with *three* heads," said Spike, "but I was afraid no one would believe it" . . . There's no truth to the rumor Dorothy Lamour's ears are bothering her. Dottie claims she's perfectly well and happy . . . Patrick James McNulty is the new addition to the Dennis Day family. The kid crooner weighed in at 8 pounds 2 ounces. (Day's real name is McNulty) . . . Kudos to ABC's "Eleanor and Anna Roosevelt" broadcasts, which are receiving enthusiastic letters from women all over the country. FDR's brilliant daughter is a charming person in her own right . . . Peggy Lee asked Bob Crosby if he and Bing were really blood brothers. "Sure, we are," said Bob, "except that Bing's blood is richer than mine" . . . The way they're telling it on CBS' "Junior Miss" show, all those perfumes with fantastic names like "Mad Temptation," "Hold Me," "Midnight Kiss" and "Struggle" really point up a trend. People don't want mere smells; they want action! . . . CBS has finally lifted the ban on transcribed shows. NBC, up to this writing, is still the lone holdout against the shift in network policy . . . They're telling

about the aspiring young musician who took ten years to learn to play the accordion. The first seven years he thought you had to blow into it . . . Re-emergence of "Mayor of the Town" on Mutual will find the program facing plenty of tough competition. It's spotted opposite CBS' prize comedy line-up . . . Ralph Edwards' "This Is Your Life" is something definitely new in programming. Only time will tell how listeners take to it . . . Alan Ladd, who plays the title role of Dan Holiday on "Box 13" still gets the biggest fan mail on the Paramount lot . . . It's Bob Hawk who reports that business in some movie houses is so bad that the managers have even asked the ushers to help out with the coughing.

★ ★ ★

**The Seeing Eye:** Look for Bob Hope's program to be televised next year . . . One comic who should be a sure bet for television is Jack Carson. His type of mugging and hamming humor is perfect for the medium . . . Air-to-ground telecasts were tried out recently by Don Lee — Mutual, using a C-47 Air Material Command plane. Equipment employed was the same as that used in the Bikini tests . . . Now they're talking of taxing television sets in taverns, which will make a lot of people unhappy . . . CBS has acquired the exclusive rights to 52 major British films for television broadcasting. Among the stars are James Mason, Gracie Fields and Michael Redgrave . . . Coca-Cola is preparing to enter the television ranks, using their top star, Morton Downey . . . News, quiz and musical shows are programs least interesting to tele set owners, according to surveys. Major preference is for top-flight radio comedian and variety performances. Seems they just can't kill off vaudeville.

★ ★ ★

**What's With the Shows:** It's Moving Day all over Hollywood. Art Linkletter's "G. E. House Party" has gone over to ABC from CBS, because, according to Linkletter, "he was unhappy with the long line of soap operas which preceded him on CBS." But Bing Crosby, another pretty smart apple, is planning to shift from ABC to CBS. Who's doing what to whom? . . . You'll find Spike Jones and his Coca-Cola airshow just ahead of Jack Benny on CBS now on the new Sunday night line-up . . . NBC has picked Horace Heidt and his band to keep the home fires burning in Jack Benny's old slot . . . Look for Fanny Brice and "Baby Snooks" to be back on the air again if negotiations go through . . . Mutual's "Red Ryder" has been chasin' those varmints for ten years now — and he's still going strong with the moppet set . . . A new adventure-whodunit type show starring Basil Rathbone is set to plug the famed old Fatima cigarettes, now modernized to king size . . . NBC is talking a television deal with Bob Burns . . . For the "They-Can't-Let-Well-Enough-Alone" Dept: A deal is cooking to put a two hour variety show opposite "Lux Radio Theatre" on Monday night. Pretty soon listeners will have to grow two heads.

★ ★ ★

## PERSONALITY STUFF

Man of many parts is Marvin Miller, announcer on the Jo Stafford program. Miller not only announces but also plays the part of a heavy in many flickers, is a recognized poet and writes a gourmet's column for a California magazine . . . According to statistics, the voice of Ken Carpenter is heard by more people than any other individual in radio. Ken, who has recently completed his 2000th broadcast, announces programs which have some of the largest audiences on the air . . . Composer-conductor Paul Weston is probably one of the few Phi Beta Kappas among popular music batoneers. Weston was born in Spring-

*New singing discovery Lois Butler (left) gets some hints from beautiful Jeanette MacDonald.*



*Beautiful Deborah Kerr and Van Heflin polish lines for Lux Theatre show.*



*Edgar Bergen and Charlie make final radio appearance with Don Ameche and Bob Hope.*



field, Massachusetts and led his own orchestra at Dartmouth College for two years . . . The Jane Morgan who makes you laugh as the pixilated landlady on CBS' "Our Miss Brooks" and as the zany Mrs. Foster on Jack Carson's program is actually a serious, dignified lady whose favorite subject is philosophy . . . Dominic Felix Ameche, whom you know as Don Ameche, started his business life as a lawyer . . . Jo Stafford first sang "Margie" when she was two years old and still prefers ballads titled with girls' names . . . It was Andre Kostelanetz who first recognized Jeff Alexander's all-round musical ability. Alexander is now the suave musical director on the "Amos 'n' Andy" series . . . The perennially adolescent Ezra Stone, of NBC's "The Aldrich Family," has been attending "Centerville High School" for more than a decade. In real life Ezra is a father of two, and owner of a 250-acre farm in Delaware.

★ ★ ★

### THAT'S HOLLYWOOD

Where Zeke Manners, Hollywood's most famous hillbilly, says he is now playing an electric guitar—and when he gets tired, he cooks waffles with it . . . Where writer Bernie Smith explained why a certain vain young actress had been acting so odd lately. Seems that someone told the gal she had a beautiful profile and she's been trying to live sideways ever since . . . Where certain exclusive markets are selling champagne frozen into cubes. Trouble is, no one seems to know what to do with them . . . Where a neighborhood movie house has been letting the kids in free on Saturdays, just so it can sell them popcorn and candy bars . . . Where an actor was introduced to an actress at a party and told her that he'd heard many nice things about her from a mutual friend. "I agreed with him completely," said the actor. "After all, I don't know you very well" . . . Where the town's newest and plushiest bistro is getting a huge play from married couples among the stars, proving that Hollywood husbands and wives do like to go out together . . . Where Page Cavanaugh was talking about a certain thespian and cracked, "He's so colorless that in Technicolor he doesn't photograph at all" . . . And where, according to that Mighty Splinter, Charlie McCarthy, a Hollywood wolf is like a modern dry cleaner. He works fast and leaves no ring.



Doris Day eavesdrops on telephone call for Buddy Clark at Hollywood's Brown Derby.

Bob Crosby reads bedtime stories to his four youngsters (L. to R.) Stevie, Cathy, Chris and Bob Jr. Interested bystander is Mrs. Crosby.



Oscar Levant, Al Jolson and warbler Peggy Lee just before air-time. Al spotted cameraman.



# Seat on the Dial

## RADIO BEST

Views & Reviews  
of  
Current  
Shows



by Saul Carson

**HEARD ON**  
**ABC**  
Thursday  
9:00 pm

**OUR JOB IS MANHATTAN**



Far better than the usual tourist tour.

Charles Powers

Manhattan is inhabited by people. This may seem like strange doctrine to those of us who hail from west of the Hudson and who have been brought up on the notion that Manhattan is only a place to visit "but I wouldn't live in it if you gave me the place." Well, no one is giving it away, these days, but two million people do live in Manhattan while several million others work on the island. The reality and the excitement of that life is brought to us via radio by this ABC program.

Of course, there are dull places in Manhattan too. I can't think of one more dull, for instance, than the Plaza Hotel. So, if the show spends a half hour visiting the Plaza—it is anything but a production to be proud of, anything but a show worth more than five minutes' listening time from the lay listener (the professional listener just has to go through with it, but why should you?). A visit by this show to Macy's is also far from exciting—after all, it's just a department store, somewhat bigger than the one on the Four Corners back home and therefore somewhat more variable. But a visit by the people who make this show to the New York harbor, or a visit to the Henry Street Settlement—that is exciting.

You'll gather that the show is an uneven one. Portions of it may interest you even on those Thursday nights when it isn't tops. For instance, you may like the Plaza—and lots of people, evidently, do like Macy's. But on those nights when "Manhattan" focuses on an institution like Henry Street Settlement, or when the show visits Radio City—you really get an idea that Manhattan can be fascinating.

The duller nights are probably the responsibility of the people who determine the places that are to be visited. But for the good shows, credit Peter Martin who conceived the idea and supervises; give the biggest hand to the writer, Ira Marion; bow to the narrator, Ed Reimers; and take off your hat to the director who wraps up all these efforts, Charles Powers.

★ ★ ★

Having given you a review of a new program so that I might hold the "Seat on the Dial" franchise, I turn to another type of review—of a pair of shows that are worth mentioning, although you will probably never hear them again. The programs were full-hour documentaries, done, respectively, by CBS and NBC. One was called "The Hollywood Picture," the other "Mother Earth."

Before I lose sight of two important guys behind the microphones, let me mention Werner Michel and Wade Arnold. The first is the man in charge of CBS documentaries. The second takes the bouquets or brickbats—whichever the case may be—when NBC comes forth with one of those shows that handles one big, live subject on the 60-minute canvas. Both Michel and Arnold are men who know their stuff, and are responsible for the general excellence of these tremendous productions.

But you will note that modifier "general." That's meant for the CBS effort to analyze Hollywood. Michel's part of the job was done expertly. So was the writing, handled by Peter Lyon. The cast was okay. But the concept of the show was watered down, and Hollywood emerged only as something standing in the reflected glory of producer Samuel Goldwyn. I don't think that's what Hollywood is. I think that someone among CBS' higher executives—perhaps board chairman

William S. Paley himself—had that program cut to the size of the suit he wanted to fit on Hollywood. Thus, while the writing was good, and the production fair, the general tone of the show did not ring quite true. Actually, the show, presumably talking about Hollywood, said many things that are as true about radio itself. Maybe, after all, that was the intention of CBS' executives.

CBS has done much better, much more thorough documentaries in the past. I rather think it will again, under Michel. If it doesn't, NBC will take that documentary crown. For Arnold's full-hour show, "Mother Earth," was a piece that deserves unstinted praise—in every department.

Dorothea J. Lewis wrote "Mother Earth," which examined the world's food situation and showed that, while there is much hunger in the world, it is possible to organize our affairs in much more sensible manner. Eddie Albert and John Larkin led the cast on the show. They did a workmanlike job. But the cast would have been meaningless had not the script approached its problem with maturity and had not the people behind the show—from Arnold upwards—let the show take its natural course.

I could go on for a long time about both these documentaries. But, as I pointed out, you are not likely to hear them again. That's the pity. These big documentaries take a great deal of time and much effort, but are dead once they had had one airing. However, it is worth reminding you that they are worth thorough listening. Watch your local newspapers for another of these documentaries—all of the networks put them on from time to time—and listen to them. You'll enjoy them and, maybe, learn something too.

**HEARD ON**  
**ABC**  
Wednesday  
10:30 pm

**MEREDITH WILLSON SHOW**



The "Talking People" and lots, lots more.

Meredith Willson

Here is a program where you hear Meredith Willson's music (and he can talk too!), and Paulena Carter soloing, and Josef Marais with his Miranda do their vocal treks, but here you also hear the "Talking People."

Before very long, that "Talking People" device will start making people as tired of commercials as of jingles. But until the novelty wears off, the "Talking People" are fun to hear, even if what they talk about happens to be the commercial plug on the program.

The idea of the "Talking People" has been called by Willson, who was first really to use it, as the use of a "Greek Chorus." I think that title is slightly blasphemous. But classical allusions aside, Willson has really struck on something. He gives each syllable of every word to be spoken the value that a musician puts down for each note. Then he directs his chorus so that its members speak in unison. If you haven't heard the "Talking People" you may not know what I am talking about. So all I can say is: Listen. You can catch them not only on Willson's own ABC show, but also on NBC's "The Aldrich Family" (Thursdays, 8 p. m.) and on CBS' "My Favorite Husband" (Fridays, 8:30) which has now squeezed "mr. ace and JANE" out of that spot.

Of course, when you have listened to the "Talking People" you will find that there are other enjoyable elements on the Willson program. One of the best of the items is that combination of Mirais and Miranda.

**HEARD ON**  
**CBS**  
Mon. and Fri.  
6-7:45 am

**JACK STERLING**



A "Sterling" choice for Godfrey's am show.

Jack Sterling

Here is another local program, heard now in New York only, which deserves careful national attention. The reason is that Sterling, who came to New York via Detroit, is the Big Town's replacement for Arthur Godfrey. And if you know a gabber in radio who's hitting the big time more frequently than Godfrey, you better tell me.

When Godfrey's iron nerves were decreed as too valuable for further risk by the CBS network, he had to give up the two local early

morning spots that first brought him attention and fame. Godfrey, in addition to his network jobs, was doing the early morning stuff on the New York (WCBS) and Washington, D. C. (WTOP) outlets of CBS. The 6 a. m. job was relinquished by Godfrey, and Sterling got the New York end of it.

It's tough for a newcomer, whose voice was previously unknown to New York listeners, to follow in the groove of the Great Godfrey. But I must congratulate everybody all-around for the Sterling choice. In the first place, his vocal chords come very close to the quality of Godfrey's. Secondly—and more importantly—the guy has a personality of his own and is possessive also of good sense. He uses the Godfrey style—he had better, since that's what the listeners are expecting. But he shows his good sense by not trying too hard to be just another Godfrey. Slowly, but surely, he is projecting himself—which is as it should be. He doesn't try to be too flip with commercials, a la Godfrey, nor is he too "sincere" in the huckster fashion. He is just a pleasant, quiet-voiced, easy-going fellow who talks at moderate pace, plays an occasional record, gives you the time every minute or two, does some gentle kidding, and throws in a musical note once in a while—just enough to show that he probably can sing, too, if given the chance.

I don't go in for predictions, ordinarily. But I believe and affirm that, given a year in that former Godfrey spot, Sterling will have established himself so firmly that listeners will be referring to the period as Sterling time—without reference to the fact that Godfrey once lived there. You will excuse me, also, if I yield to another temptation—ordinarily, I'm one who says that the best pun is the one that's never spoken. But this time I just can't resist, because it is not only a natural play on words but also the truth. Sterling is sterling.

Don Ameche is on the daytime air now. I think that's something worth noting. The radio people are beginning to give much more careful consideration to the pre-twilight zone of listening time.

Ameche's program seeks talent. That means it puts on people who are not quite well known, although they may be professionals with considerable skill. It puts on also some people who might charitably be left to obscurity. I have heard several such, singers mainly, on the Ameche show. But I have also heard several singers, an accordionist, and an actress who are worth the chance to get an audition before a wide public.

At any rate, Ameche keeps the show going along fairly smoothly, and the time he devotes to it is worth some attention. The winners of his daily marathon are chosen by telephoning some housewives in the far reaches of the land. That's a good "gimmick" to make the listening audience feel it is "participating." But I don't know what makes a housewife in Hackensack or Pomona a judge of show talent. However, this housewife out yonder—it may be you—is the one who must decide

her own fitness as judge. Of Ameche's fitness to conduct the program there is no doubt. His addition to the ranks of daytime radio is a help.

It is possible that I may have referred to this one before. But if I did, it's worth a second mention. Of all the giveaway shows, it is about the most lacking in sense. People win swag not for what they know—but for their ignorance. But the swag is rich. Regardless of Fred Allen's ire, if you must listen to giveaways I suggest "Stop the Music" on ABC, Sundays from 8 to 9. and "Sing It Again," on CBS, Saturdays, 8 to 9.

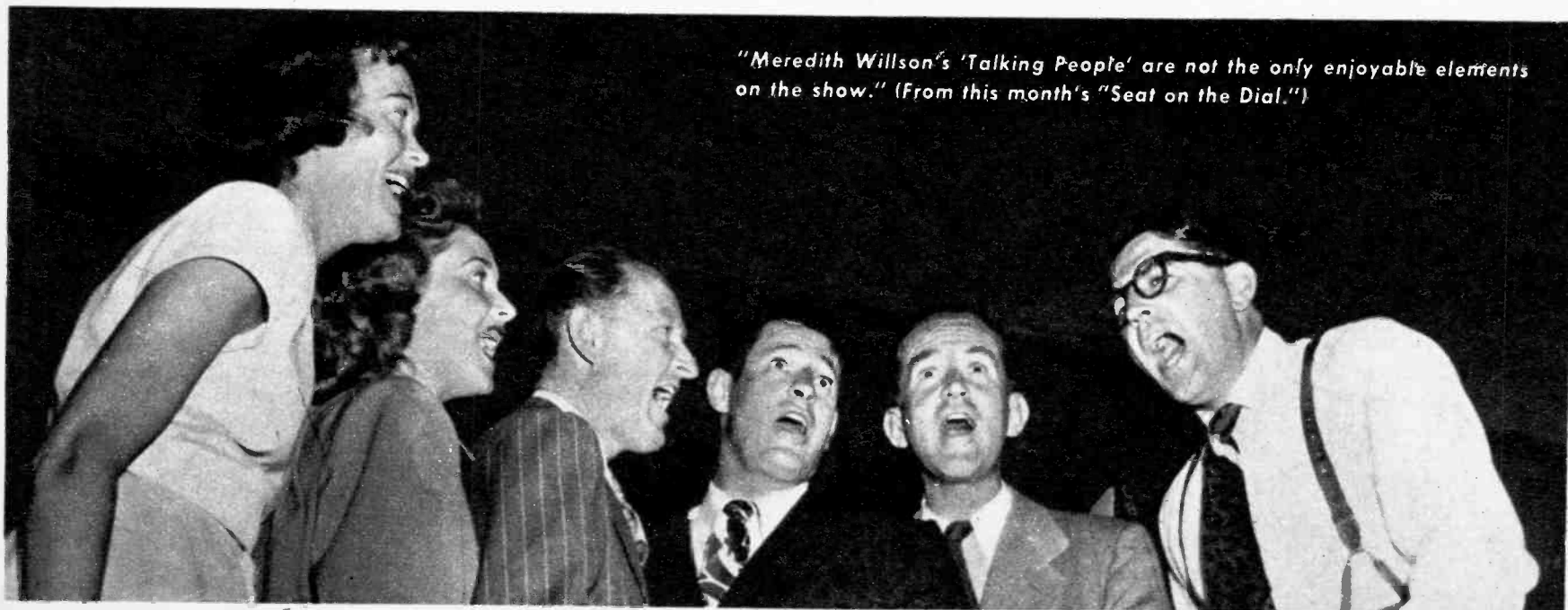
★ ★ ★

To close my month's reminiscences on radio listening, I must mention several programs which—like the documentaries noted above—you are not likely to hear if you are beyond my immediate, Metropolitan New York, listening parish. These are "Telephone Newsreel" on WNEW; "New World A'Coming" on WMCA; and "Books on Trial" on WMGM. All three are New York stations, but their programs may well be models for many local, non-network stations, around the country. The same is true, of course, of many local New York programs—especially those on the city's own station WNYC; the leading merchant of symphonic music, WQXR; and one of the best foreign-language outlets, WOV. But the three shows I mention are worth particular attention for their formats.

WNEW's "Telephone Newsreel" is a new type of show. Taking advantage of a new federal ruling which permits radio to broadcast telephone conversations (provided a certain identifying "beep" is heard every 15 seconds) WNEW tried this one on Election Night. The station telephoned prominent people asking them for their comments on the way the elections were going—and put the conversations on the air. Later, WNEW extended the idea into a nightly, 15-minute program. Inside of a week, there was a sponsor! I don't mean to imply that sponsors are always the best judges of a show's quality. But these sponsors were smart—because the show is a fast-moving, dynamic, nightly report of news and of interviews giving the commentary upon the news from people most intimately connected with it.

"Book on Trial," on WMGM, is one of the liveliest book review programs on the air—barring none, including networks. Sterling North, who is literary editor of one of the New York dailies, is the "judge" on the program, and pros and cons are often kicked around vigorously, while the author himself (or herself) is heard from too. It's big time radio.

WMCA's "New World A'Coming" should be on a national network. It is probably the hardest-hitting social documentary on the air. It delves into subjects like anti-Semitism, the Ku Klux Klan, Jim Crowism, and other verboten matters—and it never wore gloves. Some of the country's best writers contribute to the show. Why don't you ask your favorite local station to make a deal with WMCA and buy this one? ★ END



"Meredith Willson's 'Talking People' are not the only enjoyable elements on the show." (From this month's "Seat on the Dial.")



Douglas Fairbanks, Jr.  
"Hollywood Ambassador  
lunches with Churchill."



Arthur Godfrey  
"Combination  
Will Rogers-  
Huck Finn."



Cornel Wilde  
"Eating turkey 6000  
miles from home."



Radie chats with Lana Turner



by  
**Radie Harris**

WATCHING TOSCANINI conduct his Sunday afternoon broadcasts, again, as always, I was struck by the vitality of this maestro who, at 83, has more energy, power and concentration than a man half his age. What is his secret? Perhaps the answer lies in the following story told to me by one of the few intimates privileged to know this genius.

It seems that 11 years ago, when "Tosci" was a mere youngster of 72 and was conducting a concert in Philadelphia, he had several hours to kill in between rehearsal and curtain time. His son, Waldo, suggested that he ought to take advantage of this interlude to visit a well-known specialist for a check-up. After the examination, the medico congratulated him on having the heart of a young man. Whereupon Toscanini gave this illuminating reply, "The reason for that, doctor, is because it's never been touched... except by music!"

#### ANNIVERSARY SONG

"Ma Perkins" recently celebrated her 15th anniversary on the air, and in honor of the occasion, her sponsors, Procter and Gamble, and NBC hosted a buffet supper party for her at the Knickerbocker Music Hall. Her fellow associates turned out en masse to pay homage to the kindly old lady from Rushville Center in real life, Virginia Payne, from Cincinnati, Ohio, who once had aspirations to be an actress. She appeared briefly in repertory, but confesses her only claim to fame occurred when she once played in a stock engagement of "Servant in the House" with a struggling young actor who was also hopeful of crashing the gates of Broadway. To say that he achieved his ambition is a masterpiece of understatement. Ever hear of Tyrone Power?

Virginia has played the part of "Ma Perkins" since it first went on the air in Chicago, 15 years ago, before it was transferred to New York, and she has become so completely identified with the character that whenever she makes a public appearance, she always dresses like "Ma Perkins" — a purple dress of the vintage of grandma's day — trimmed with lace and black satin bows, powdered white hair and old-fashioned spectacles. Recently, when she was hurrying to rehearsal after having appeared at a hotel luncheon in costume, someone in the lobby remarked as she passed, "Who does she think she is — 'Ma Perkins'?"

Virginia admits that she gets a big kick out of the many amusing incidents like this that have happened during her radio lifetime, but she says her biggest thrill came a few months ago, when Betty MacDonald, best-selling author of "The Egg And I" and "The Plague And I" was visiting New York and included in her crowded schedule a broadcast of "Ma Perkins." Later, she told Virginia that it was a *must* on her "Mad"-hattan holiday, because she wanted to thank her "in person" for the many hours of enjoyment "Ma" had given her during the time she was confined in a sanatorium with tuberculosis. "Ma" says when wonderful things like that happen, she hopes she'll be around for 15 more years!

#### OF V I SING

Since this is February, what's more appropriate than to distribute some Valentines to a few of my favorites in radio and television. If anyone is overlooked, it's because you're not supposed to write *all* your Valentine greetings out loud!

**To Helen Hayes:** Brilliant First Lady of the Theatre, devoted wife of playwright Charles MacArthur and adoring mother of 19-year-old Mary and 13-year-old-Jamie, who now brings her magic to Sunday night listeners of the CBS Electric Hour.

**To Milton Berle:** Whose sense of comedy, agility with an ad-lib and easy rapport with an audience makes his NBC Tuesday night show, tops in television.

**To all the star reporters on "Meet The Press":** Who never pull their punches in the presence of V.I.Ps.

**To "ANTA's Army Air Show":** A fast-moving variety show that is variety, thanks to the top drawing talent — John Houseman's direction and Howard Teichman's smooth scripting job.

**To Helen Parkhurst:** Whose Child's World Program, on unrehearsed discussion group allows children to be as adult as they *really* are.

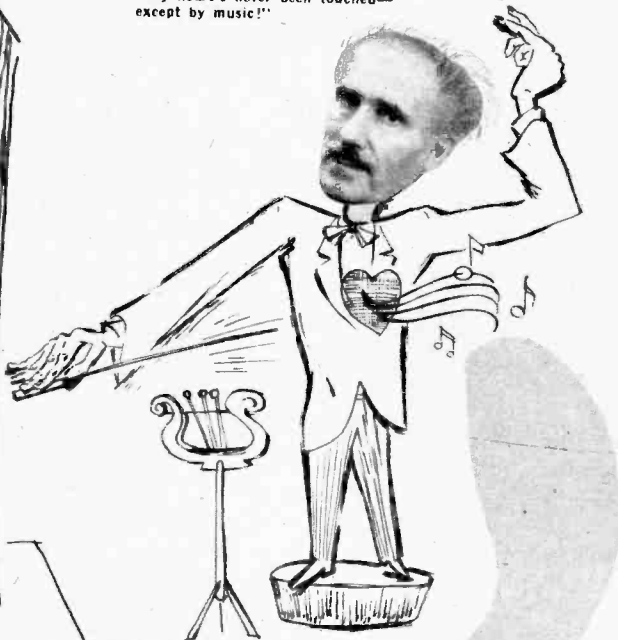
**To Arthur Godfrey:** A combination Will Rogers-Huckleberry Finn, who now, in television and personal appearances is being hailed by everyone as "My Man Godfrey!"

**To America's "Town Meeting":** Which continues to be the most stimulating of all discussion programs, and gives audiences a chance to see as well as hear its impressive guests

Milton Berle  
"Agility with an ad lib."



Arturo Toscanini  
"My heart's never been touched—  
except by music!"



thrash out vital issues of the day.

To "Theatre Guild Of The Air": For contributing a memorable Sunday evening in radio—Lynn Fontanne and Alfred Lunt's unequalled artistry in "O Mistress Mine."

#### SCOOPING AROUND

Bill Slater, genial emcee of the popular "Luncheon at Sardi's," is suggesting to producers Sid Weiss and Gary Stevens that maybe the title of the show should be changed to "Alexander's Mediation Board." It seems Bill started a little husband and wife controversy when Ray Bolger, star of "Where's Charley?" and his wife, Gwen Rickard, appeared as guests on his program. Bill, commenting on what a superb job Ray was doing in this smash hit musical, suggested that Ray ought to get the management to raise his salary. Ordinarily, Ray would agree with him pronto, but this time happened to be the exception. You see, Gwen is Mrs. Bolger in private life, but as Miss Rickard, she is co-producer of Ray's show! . . . Scuttlebut along Radio Row whispers that the reason Norman Corwin is back here from Hollywood is to negotiate a television deal with CBS . . . Joe Julien, a regular on "Molle's Mystery Theatre" and the soap opera, "Lorenzo Jones," has written a play called, "Presento," which Marjorie and Sherman Ewing will present on Broadway this Spring. It is based on his experience while working in Japan as a correspondent and radio commentator . . . Now that Sam Levine is back on Broadway, "Lighting Up the Sky" in the new Moss Hart comedy hit, he and Elspeth Eric are a sight for Sardi eyes again, and rumor has it that they're hearing bells—wedding bells . . . Hi Brown, producer-director of that chiller, "Inner Sanctum" and the popular whodunit, "The Thin Man," admits that at heart he's a frustrated actor, and when he found a sympathetic soul in Fletcher Markle, who has frustrating acting ambitions too, they quickly arranged a deal whereby the boys agreed to make guest appearances on each other's show. So don't be surprised if some night on the Ford Theatre, "Cab Driver Number Two" is announced as Hi Brown, and "The Lurking Shadow" in "Inner Sanctum" turns out to be Fletcher Markle!

#### STOP THE MUSIC

Since the mere mention along Radio Row of "Stop The Music" has the impact of an atom

bomb explosion, it is interesting to note how Mark Goodson, producer and co-owner of this popular etherizer feels about it.

Over luncheon at the Barberrry Room, Mark elucidated: "All the criticism hurled at all give-away shows is completely unwarranted, because actually, there are only five of any rating that are still on the air today," he told me. "Moreover, the phenomenal success of 'Stop The Music' is not the giveaway element alone, but due to a unique combination of gimmicks. It has the elements of a real-life drama packed with suspense, and it has the excitement of a magic carpet that descends in unexpected places to bring unexpected happiness."

Mark admits that when the show first went on the air, he had plenty of doubts as to what its chances for success would be. For instance, there was the problem of whether people would be at home during the program to answer the telephone. He licked that by making the calls ahead of time, asking whether people expected to be in between eight and nine, but not explaining why they wanted the information. The show caught on so quickly however, that after the first five weeks, this device was no longer necessary and now all calls are made only during the broadcast.

Mark gulped some more coffee and continued, "Now that 'Stop The Music' has a Hooper that we're all proud of, everyone wants to get into the act and donate a gift, in order to get several weeks of free plugs until the mystery melody is solved. Sometimes the advertisers get fooled. There was the time, for instance, when Hal Wallis offered the bedroom set used by Barbara Stanwyck in 'Sorry, Wrong Number,' hoping to get at least eight or ten weeks of free publicity for the picture. Unfortunately, all he got was one plug. The very first night his prize was announced, somebody guessed the mystery melody!"

Mark, by the way, hasn't been too lucky himself in walking off with prize offers. Naturally, he's barred from participating in winning any loot on "Stop The Music" and the first and only prize he even won was a roast beef. He happens to be a vegetarian!

#### YOU MAY QUOTE ME

Again during this past month I was fortunate to have garnered some exclusive interviews on my "Broadway and Vine" show with

a star-studded lineup including Lana Turner, Douglas Fairbanks, Jr. and Cornel Wilde.

Lana, giving me the privilege of her first interview since her marriage to Bob Topping, told me her reactions to living in the East for the first time, just being a Greenwich, Connecticut housewife.

"It's practically the first time in my life that I've had the chance to just sit back and relax, and do all the things I've wanted to do but have never had the time to enjoy. You know, Radie, what living in Hollywood is like. You get on that merry-go-round and it's a non-stop whirl! Now, I'm finding out there's a world completely apart from pictures, wardrobe fittings, publicity stills, Mocambo and Romanoff's. I've found a new circle among my husband's friends who are interested in me as a person—not as a movie star. I run a house now and plan menus and go to the market just like all the other Connecticut housewives. I've had a chance to catch up with all those books I've wanted to read and to acquire a new hobby—painting. I sketch in oils—not that Picasso or Braque have to worry about any competition but I love it for my own amazement. And most important of all, I have more leisure to devote to my daughter, Cheryl Christine, and I'd rather be with her than at the most glamorous party in Hollywood or New York!"

Having one daughter, of course, Lana is concentrating on a boy for her April blessed event, and she's already selected his name—Timothy. Well, if Lana doesn't get a boy this time, it'll be the only time she's missed out on the male sex!

Douglas Fairbanks, Jr., back from a three months' European tour, told about the high spots of his exciting visit.

In London, he lunched with Winston Churchill—week-ended with Lord and Lady Mountbatten, the Larry Oliviers and Noel Coward—danced with Princess Margaret Rose and the Duchess of Kent, at a party the Duchess gave in his honor. He attended the opening of Parliament—dined with Herbert Morrison, second in command of the Labor Party—accompanied Eleanor Roosevelt to the unveiling of the late President's plaque at Westminster Abbey and chatted with Queen Elizabeth at a food exposition. In Rome, he had a private audience with the Pope and spoke for twenty minutes about CARE and the U.N. In Bologna, he broke up a Communist demonstration. It seems that when word spread around that the cinema actor, Douglas Fairbanks, and his wife were passing through, they forgot about their red flags and started shouting, "Viva Fairbanks!"

On this visit, Douglas proved a better goodwill ambassador from Hollywood than any man with portfolio!

Cornel Wilde, also a returned traveller from a European visit, regaled me with his experiences. Sailing on the Queen Elizabeth, he discovered that Artur Rubinstein was a fellow passenger. When I asked him if he had played "Chopin" for this eminent pianist, Cornel laughingly retorted, "Radie, remember this was a holiday for me . . . Besides, I left Jose Iturbi at home!"

Cornel and his wife, Patricia Knight, also motored through Italy. In Sienna, they ran into Ty Power and the company shooting "Prince of Foxes." Ty invited them to have Thanksgiving dinner with him and Linda Christians at the beautiful villa he has leased from Dorothy di Frasso in Rome. "Isn't it fantastic," Cornel exclaimed. "Here we were with pals from Hollywood, more than 6,000 miles away from home, eating turkey, cranberry sauce and all the trimmings—it seemed like a process shot on a sound stage of the 20th Century Fox Studios!"

★END



←  
Houston, Texas  
Mrs. J. G. Moritz,  
2540 Nottingham,  
gives housewife's  
viewpoint.



→  
Sacramento, Calif.  
Mrs. Eva Page Kistler,  
506D 2nd Ave.,  
indicates  
her preferences  
as son Danny  
looks on.

*Panel of 100,000 listeners now being drawn in*

*The*  
**OPINION POLL**  
*GOES TO*  
**WORK!**

**E**ACH WEEK, from across the nation, 5000 American household heads and their families are being added to RADIO BEST's newly projected listeners panel of 100,000. The first of its scope in broadcasting history—the giant panel will voice the opinions of the American listening public, assessing and evaluating the nation's listening habits and conveying the public's point of view to the nation's broadcasters. Panel members are being recruited in a nationwide canvas by RADIO & TELEVISION BEST field men operating out of strategically selected points. The methods being used are



←  
Philadelphia, Pa.  
Mrs. Herbert Cohen,  
1958 N. Patton St.,  
discusses features  
in RADIO BEST  
with listeners  
panel field man.



→  
Cambridge, Mass.  
Mrs. Marguerite Carman,  
27 Whitney Ave.,  
files her  
application  
for membership  
in national  
opinion panel.





←  
Baltimore, Md.  
Elizebeth Guthell,  
1606 W. Clifton St.,  
welcomes opportunity  
to join nation's  
listeners panel.



→  
Daly City, Calif.  
Mr. and Mrs. Del Wilson,  
of 257 Hillside Blvd.,  
offer pertinent data  
as daughter,  
Kristeine-Gay,  
sits by.

## *across-the-nation interviews.*

insurance of a comprehensive cross section of the nation's listeners in the final composition of the panel. Interviewing of prospective panel members will be stepped up considerably in the next month with an eye to reaching the 100,000 membership goal in advance of initial expectations. First results will be made known in the April issue. A selected group of editorial contributors have been chosen to analyze and discuss these first reports. In addition the issue will contain a special study of the panel itself, dealing with its structure, method of operation and anticipated impact on broadcasting. ★END



Detroit, Mich. — Mayor Van Antwerp (seated) joins RADIO BEST panel as family members look on. Mrs. Van Antwerp (left) also became panel member. The Mayor resides at 16845 Muirland.



←  
Pittsburgh, Pa.  
Mrs. Flora Rostik,  
123 Bausman St.,  
goes over  
questionnaire  
with her family  
in attendance.



→  
Culver City, Calif.  
Mrs. Jeanne L. Eisenberg,  
of 4359 Elenda,  
voices her approval  
of RADIO BEST's  
nationwide panel.

# PORTRAIT IN HORROR



# AGNES MOOREHEAD IN "SORRY WRONG NUMBER"

Agnes Moorehead's portrayal in Lucille Fletcher's "Sorry, Wrong Number" has scared the daylights out of millions—including herself.

No other radio script ever demanded so much of a star—virtually a 30 minute monologue, broken only spasmodically by miscellaneous voices on the other end of the telephone line as the helpless invalid in the spine-chilling drama

tries to prevent her own murder. Here RADIO BEST takes you behind the scenes for a picture closeup of Miss Moorehead's famous portrait in horror.



Miss Moorehead begins rehearsal with "Suspense" director-producer Tony Leader (right) and head sound man Dave Light. They discuss coordination of sound effects and bits by other actors vital to terrifying emotional peaks reached in radio chiller.



The star makes a few more notes on script as Light checks the phone effects which reflect moods and mounting horror of drama.



Actual readings begin as Miss Moorehead makes her first phone call (note right hand to ear unconsciously simulating call).



Miss Moorehead encourages phone operators Elinor Audley (left) and Ann Morrison who have hard time keeping voices impersonal.



Preparing for another reading, the star flexes her jaws to loosen them up for breath-taking pace of her telephone monologue.



She rehearses curtain scream to pitch of train whistle which will drown it out as she is murdered in terrifying climax.



A rehearsal break finds Miss Moorehead too keyed up to leave studio. She scans script as she gulps her sandwich.



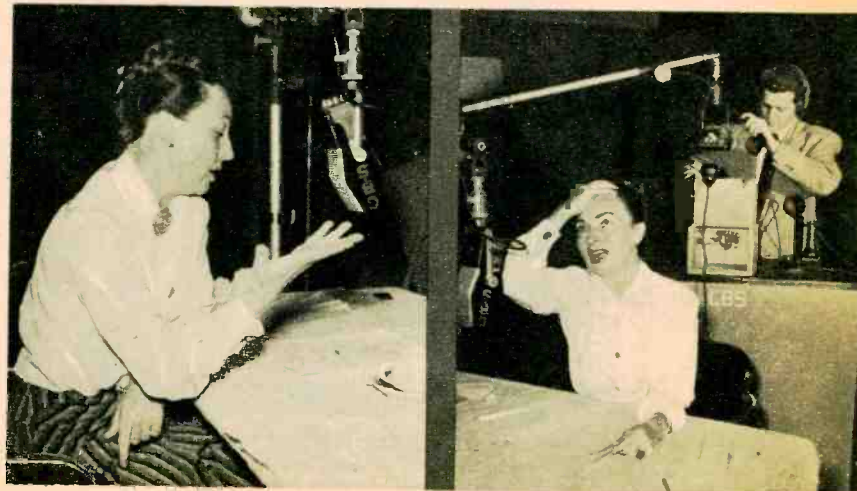
She's unable to drop script even as secretary, Georgia Johnstone, doubling as masseuse, helps her relax prior to air time.

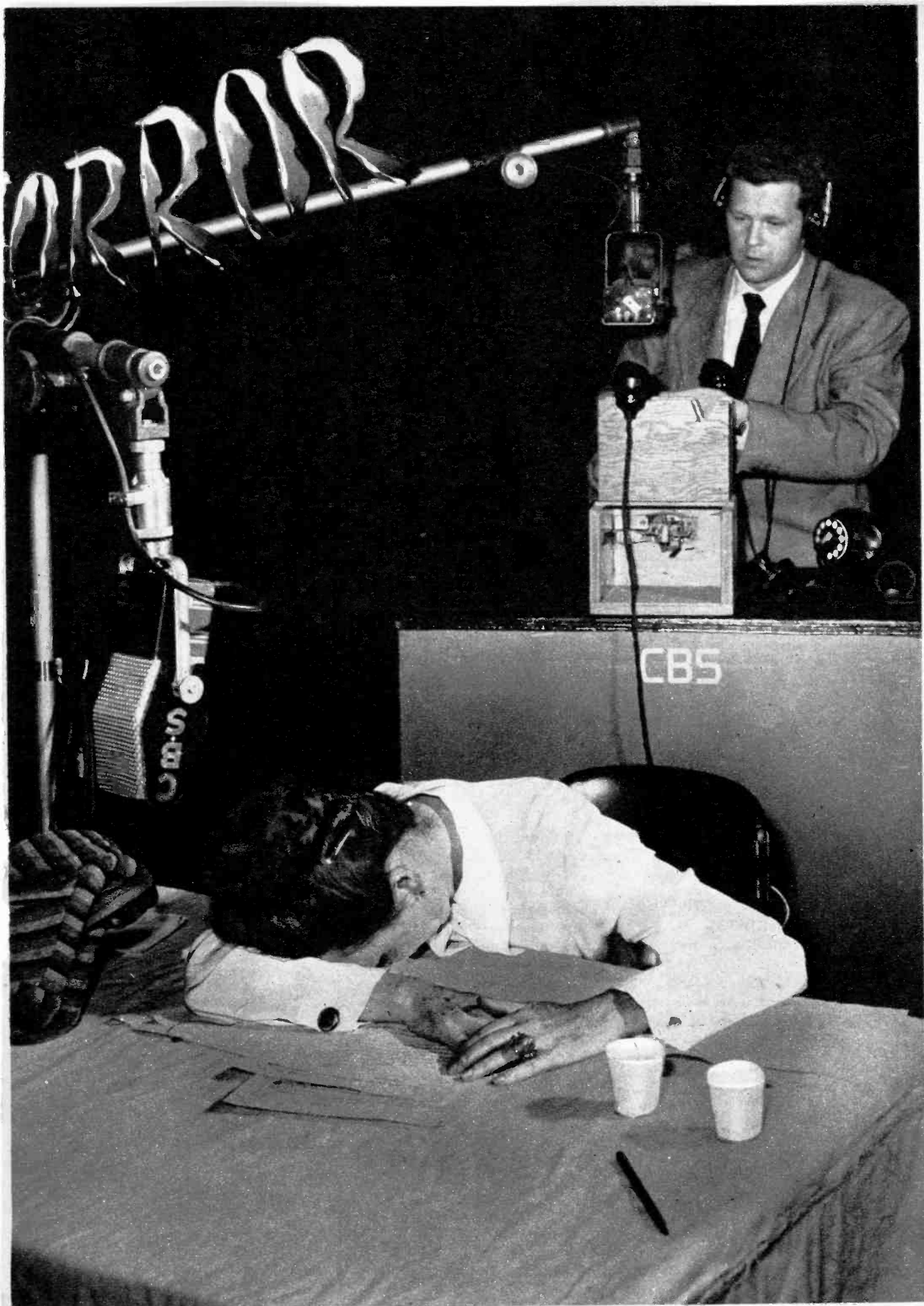


Production crew inside booth and cast outside wait tensely for Tony Leader's first cue as second hand creeps toward air time for another hair-raising performance by Agnes Moorehead in the greatest "Suspense" story of all.



Closeups of a portrait in horror as Miss Moorehead complains, argues, wheedles, cries, cajoles, whimpers, becomes furious, and finally hysterical as she tries desperately and vainly to summon aid before the killer arrives. Miss Moorehead remains seated throughout her amazing performance. As she explains, "I'm sure I couldn't possibly stand through it all. I'd faint." Miss Moorehead usually tears a scarf or handkerchief to shreds, unconsciously, as she reads her lines—and with a pencil she draws strange, wild figures on her script, the same one she has used in all her five radio appearances in the role of the invalid marked for death.





Agnes Moorehead has delivered that one long terrifying scream which is drowned out by the piercing train whistle as the killer strikes. Exhausted by ordeal, she slumps on the table drained of emotions by her tremendous experience.



As the curtain comes down Leader presents his star with an armful of flowers for "one of the greatest pieces of acting I've ever heard," while Miss Moorehead in turn gives Dave Light a hug for his sensitive handling of the telephone sound effects.

★ END



## AFTER 2000 YEARS...

### it suddenly happened

From Greek and Roman days right down to the present time, women have faced the same old monthly sanitary problem with essentially the same old methods. All through the Middle Ages and colonial America and the Victorian period, we find history crowded with change—new fashions, new ideas, new art, new inventions! But what about the woman alone with her "unspeakable days"? Civilization gave her no new ideas for twenty centuries!

Then suddenly it happened! An essentially different kind of monthly protection appeared. Invented by a doctor, it is used internally and is called \*Tampax. It requires no pins, belts or external pads. It causes no odor and no sign or trace of the Tampax can be detected under the sheerest clothing. . . . Made of pure surgical cotton, Tampax comes enclosed in slender white throw-away applicators, designed for quick and dainty insertion.

You cannot feel the Tampax when in place. You need not remove it for tub or shower—and disposal is easy. Sold at drug or notion counters in 3 absorbencies—Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. . . . Tampax Incorporated, Palmer, Mass.

\*Reg. U. S. Pat. Off.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED RB-39-E  
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 \_\_\_\_\_

# RADIO'S MEMORY LANE

Some will find this game a little more difficult than others, but young and old will enjoy these trips down memory lane. It has taken a lot of exploring through dusty files to come up with these old familiar portraits—that is, familiar to us . . . and, if our guess is right, familiar to many of you despite passing time. If their names escape you, see answers below.



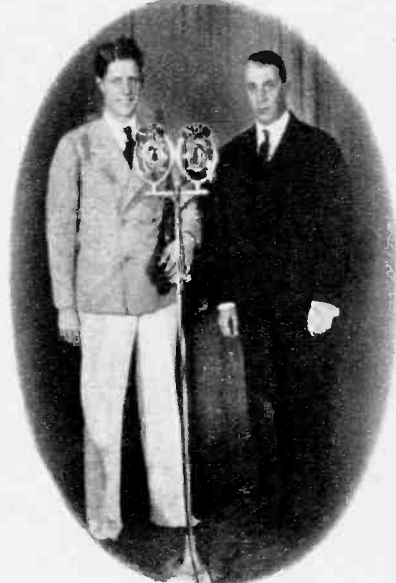
CAN YOU NAME HIM? ↑

1. He was one of radio's most beloved personalities. Old timers remember his famous opening, "This is the Old Maestro, ladies and gentlemen, with all the lads, bringing you greetings and salutations." Remember?



CAN YOU NAME HIM? ↑

2. Until recently he emceed a top Hooper quiz show. Vaudeville enthusiasts remember his comedy routine, radio fans credit him with originating "Beetle and Bottle." He still plays a mean accordion.



CAN YOU NAME HIM? ↑

3. You'll quickly recognize the curly-haired chap on the left for his "Hi-ho everybody" salutation. But do you remember the serious-faced announcer on the right? He was radio's pioneer gabber, newscaster and sportscaster.

Answers: 1) Ben Bernie 2) Phil Baker 3) Rudy Vallee & Graham McNamee

## SCRIPT QUIPS

**George Burns:** Gracie, I have to hurry to the bank. How about some breakfast?  
**Gracie Allen:** Yes, dear, I have it all ready.  
**George:** Good, I could eat a horse.  
**Gracie:** I wish you had spoken sooner—I fried bacon.  
 —"Burns and Allen Show"

**Florence Halop:** That fellow sits around all day with a secretary on his lap.  
**Jimmy Durante:** I'm surprised at you. You've been spying again.  
**Florence:** I wasn't spying. I just happened to be walking past the keyhole on my knees.  
 —"Jimmy Durante Show"

**Nick:** So you want a raise, eh? Well, how much do you need to live?  
**Amsterdam:** Five dollars more.  
**Nick:** It's not worth it!  
 —"Morey Amsterdam Show"



"Well, it just sort of makes me feel funny that's all."

# Radio Stars

Bing Crosby sees a cameraman



Ezra Stone makes like Henry



Anna Roosevelt looks like Ma



Kay Kyser gets foolish answer



Mil on Berle tells a new one



have such  
interesting  
faces

Jane Wyman hears good news



Jackie Koll makes Ilke Homer



Paul Lukas sans hair



Jo Stafford waits for cue



Ed Robinson makes like Tibbett



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.



Playing foil to the foibles of the irascible "Henry Aldrich," petite, pert and pretty Mary Rolfe, in the role of his sister "Mary," usually manages to come out the winner in "The Aldrich Family" escapades over NBC. It's feminine charm that does it, and that's what Mary has plenty of.

Born and bred in the land of the Dodgers, Brooklyn, U.S.A., Mary passed Broadway by and traveled to Staten Island to make her first stage appearance at the ripe old age of 18 months. With such a young start, Mary kept one foot in the stage door while matriculating through assorted schools in Brooklyn. Eventually she studied dancing, dramatics and the piano at the American Academy of Dramatic Art.

Stock appearances, too numerous to mention, preceded Mary's first appearance on Broadway in George Abbott's "Brother Rat." While spending more than a year in that classic comedy of VMI cadets, she first came in contact with Ezra Stone

and Judy Abbott, the current "Henry" and "Agnes Lawson" of the "Aldrich Family." Following the show's long run, Mary fell afoul of a pair of short-lived flops. However, she wasn't too downcast for, in one of these, "Dance Night," she met Lyle Bettger, whom she eventually married.

Her first real leading role was the hero's sweetheart in the Federal Theatre's "The Life and Death of an American." Following this, George Abbott called her to portray practically the only virtuous element in that rowdy piece, "See My Lawyer." She became Mrs. Bettger after the show completed its New York and Chicago runs.

Critics really handed Mary their plaudits when she opened in Maxwell Anderson's memorable war drama "The Eve of St. Mark," which ran on Broadway well over a year. Upon the show's close, through her earlier acquaintanceship with Ezra Stone, she was wooed into the "Aldrich Family" as "Mary," "Henry's" understanding sister. ★ END



"Oh, those are my gag writers!"

MORE SCRIPT QUIPS

*Miss Shay:* Spike, there's something I can't understand. Your saxophonist reads from a saxophone part and your pianist reads from a piano part. But when you play the washboard, what do you read from?

*Spike:* A laundry list!  
—"Spotlight Revue"

*DeVol:* Nobody likes me ... even my wife didn't like me. She used to sit at home night after night and read that magazine, Better Homes and Gardens. Then she ran away.

*Carson:* Who'd she run away with?

*DeVol:* Some guy with a better home and garden!

—"Jack Carson Show" ★ END

25 CENTS  
*Television*  
*Talent*  
*Special*



ON THE  
 VIDEO  
 SCENE



A study in tears.



His girl Friday.



Suspenseful moment.



Flirtatious Miss.

Schoolgirl charmer.



The Beauty of it all.

## Meet Miss Loris Peterson

Radio actresses now television bound are in about the same boat as Hollywood starlets. The keys to success in each case are practically identical—which, of course, is another way of presaging the coming battle for talent between these two entertainment worlds. The case of Loris Peterson is fairly typical. Loris comes of a theatrical family. Her mother and dad, a world famous dance team, appeared in countless Broadway hits. Loris, herself, has done radio soap opera and has prepared diligently for television. She has years of ballet and dramatic training and professional experience to back her. From the statistical vantage point Loris is 5' 3", 105 lbs., has blonde hair and green eyes, a photogenic combination which will prove a valuable asset in her pursuit of a video career. Walter Winchell has called her a miniature Marlene Dietrich. Her favorite actress is Joan Fontaine whom she would love to emulate in television drama. ★ END





RADIO BEST

# Television Best

Comic Danny Thomas will start a new video show for General Foods shortly... new stanza will probably replace *Author Meets the Critic* on NBC Sundays... Rising costs of labor, scenery, costumes, props and viewer's greater demand for quality productions will fadeout many topflight drama shows this season... Two new westbound coaxial cables scheduled to go into operation in June Food sponsor negotiating for special tele-film series starring Roy Rogers... Morey Amsterdam a video-click... Ditto Arthur Godfrey... Zenith Radio's *Phonevision* actually works. The system has reception through telephone lines, with an "unscrambler" at the receiving end; home viewers are billed by the phone company... Look for Henry Morgan and Kenny Delmar in a new video comedy series.

\* \* \*

## Tele-Views

### & News about Faces & Folks on the video scene.



A well known psychiatrist is on the brink of convincing network bigwigs that psychiatric treatment can be successfully projected on a mass scale and that such a video program would attract a tremendous audience since most folks are psycho-somatics. Victims of radio?

\* \* \*

Ozzie & Harriet's new television series will debut with their own two sons, David, 12, and Rickey, 8... Look for RCA's new 16-inch-screen tele set which retails for about \$500...

Incidentally, there is no sight of obsolescence of present TV receivers... Al Jolson may soon head up video variety show to compete with Milton Berle...

\* \* \*

According to John J. Anthony, television keeps hubby home nights but sends wife back to mother. Here's how he figures it: wife, who is busy with household chores all day, is getting tired of serving refreshments to husband and his cronies who sprawl out in the living room digesting an endless diet of television sports. So wife goes to mother every evening... But, is that bad, Mr. Anthony?



Film player Arthur Treacher (right) was his usual unimpressed self on video debut of "Welcome Abroad."



NBC's "Americana" quiz had these pretty contestants model fashions of a day bygone.



Former film star Ruth Chatterton makes video debut in starring role of "Suspense."



"Growing Paynes," DuMont drama series, features John Harvey as Mr. Payne and David Anderson as "little Johnny Payne."



ABC's "Theatre USA" demonstrated talents of Alec Templeton and Broadway star Mary Martin.



Domestic scene in "I Like It Here" was played by Oscar Karlweiss in role of Willie Kringle.

# 17 cities view Elgin American

## Television Goes Big Time



George Jessel huddles with agency and sponsor execs before air time.

**E**lgin's big \$75,000 splash in the television pond set off a lot of new speculation about things to come SOON in the TV arena. Here was spectacular notice that television was ready for big-time operations profitable for both sponsor and network.

The two hour variety show pioneered the longest and costliest commercial television program to be aired on a

nationwide basis. The original program emanating from New York was broadcast simultaneously over the ABC-TV eastern network including WNAC in Boston, WMAL in Washington, WAAM in Baltimore, and WCAU in Philadelphia.

The program was then kinescoped (the TV version of a sound movie) for showing in Chicago, Buffalo, Cleveland, Detroit, Milwaukee, Toledo, Louisville, and Atlanta.

To complete the 17 city hook-up, the kinescope was put on the tele-air in Los Angeles, Seattle, Fort Worth and Dallas.



Paul Whiteman talks it over with CBS producer Burke Crotty.

The long vaudeville bill emceed by George Jessel presented a stream of top-notch entertainers with Jessel at his admirable best giving the program some semblance of cohesion and pace. The headliners included Paul Whiteman, Jerry Colonna, Bill and Cora Baird with their famous puppets, Charles Trenet, Connie Boswell, The Hartmans, Morey Amsterdam and Paul Draper. Andre Baruch handled the announcing chores.



Composer Harold Rome and Elgin's president Al Gellman.



Emcee George Jessel gets the lowdown from member of Bill Baird's famous puppet family.



With hands flying across keys, Ethel Smith, famed organist, wins plaudits of video fans.

**\$75,000 star-studded video show.**



Video viewers get a closeup of Connie Boswell, one of America's most beloved singing stars.



The fast swirling team of Mary Raye and Naldi added their terpsichore art to gala evening.



Morey Amsterdam gets some inside information on Phil Silvers' hand in this comic interlude.



Jessel's duet with France's newest song man, Charles Trenet, a high spot in entertainment.



The Hartmans (Grace and Paul), great Broadway dance satirists, proved treat on video.



Paul Draper tripped the light fantastic to the accompaniment of Golden Gate Quartet. ★END



## Musical LINKS

by Harry Link

I have received many letters from my fans asking me "just what is the procedure in getting songs in a Broadway production and what are the chances of a writer getting a producer of Broadway shows to use his music?"

Writing for productions is probably the most fascinating part of the professional song writer's career. It is probably the toughest part of song writing because in writing a score for a motion picture, the writer has an opportunity of trying out his songs before the picture is produced. But in writing a stage play, the writer finishes his musical score and lyrics and that's the end of it.

### AUTHOR WRITES LYRICS

In most cases, the author of the book also writes the lyrics for the play and from there on the melody writer picks it up and sets the lyrics to music. Between the two writers they spend weeks and sometimes months preparing, re-reading and re-arranging the score before the musical play has its out-of-town showing, prior to its New York opening.

I would say that writing songs for a musical production is probably the biggest gamble a song writer can take. First of all, the show must be a hit in the eyes of the critics and the public, before it can survive. And if, on its opening night in New York it doesn't click, months and months of hard work have gone down the drain pipe.

### RISE POPULARITY WAVE

On the brighter side, if the show is a click, the songs ride along with the wave of its popularity. And if the song writers have a couple of popular songs in their scores, the results are enormous as the writers receive a percentage of the show's weekly gross as well as the music publisher's sheet music and record royalties. I have seen many shows in the past twenty-five years that were "border line" hits and as a result of a couple of hit songs, they went over the top. For instance, this year the critics weren't too kindly to "Inside U. S. A." But the wonderful song, "Haunted Heart" by Dietz and Schwartz, put the show over. And with Ray Bolger's Broadway smash, "Where's Charley," the popularity of "My Darling" most certainly had an effect on the box office. The same with Alan Lerner's "Love Life." The popular song, "Here I'll Stay," is most certainly

### Songs I Predict Will Reach Hit Stage

1. SENORITA (From "The Kissing Bandit")
2. FAR AWAY PLACES
3. MY DARLING
4. DOWN AMONG THE SHELTERING PALMS
5. A LITTLE BIRD TOLD ME SO
6. IF I STEAL A KISS (From "The Kissing Bandit")
7. SLOW BOAT TO CHINA
8. IF WE CAN'T BE THE SAME OLD SWEETHEARTS (We'll Just Be the Same Old Friends)
9. LAVENDER BLUE
10. THE SNOW MAN SONG

driving people to the box office window.

Two of the greatest examples of how important the score is to a stage production are "Annie Get Your Gun" with Irving Berlin's music and "Oklahoma" with a musical score by Rodgers and Hammerstein. These shows have been successfully running for years and naturally the music played an important part in their success.

With the operetta type of show, where the musical score is even more important than in a book show, composers like Victor Herbert, Vincent Youmans, Sigmund Romberg, Emmerich Kalman, George Gershwin, Jerome Kern, Franz Lehár, Rudolph Friml, have lived throughout the years, as this type of song has always had a lasting quality, plus the fact that year in and year out these shows are reproduced by school groups as well as road companies.

### The 10 Top Albums

1. CALL ME MISTER—Recorded by original cast—Decca Album
2. LOOK MA, I'M DANCING—Recorded by original cast—Decca Album
3. CAROUSEL—Recorded by original cast—Decca Album
4. CONNECTICUT YANKEE—Recorded by original cast—Decca Album
5. SHOW TUNES OF JEROME KERN—Recorded by Al Goodman and Orchestra—Columbia Album
6. SHOW TUNES OF SIGMUND ROMBERG—Recorded by Al Goodman and Orchestra—Columbia Album
7. PORGY AND BESS—Recorded by original cast—Decca Album
8. FINIAN'S RAINBOW—Recorded by original cast—Columbia Album
9. INSIDE U. S. A.—Recorded by Pearl Bailey and Buddy Clark—Columbia Album
10. OKLAHOMA—Recorded by original cast—Decca Album

Why it is so hard for the new writer to break into the production field is very easily explained. The producer of a play and his backers are not willing to gamble on new writers. They take the position that if they are going to invest hundreds of thousands of dollars for a stage play with music, they don't want to gamble on unknown writers. The producer prefers working with experienced writers in this particular field who know the "ins and outs" of writing for stage production. Many of our top writers, who could probably do a great job, never get the opportunity because the producer is "afraid" to take the gamble with them.

### NOT FOR AMATEURS

As you can well understand, the field is practically closed to the unknown or amateur song writer.

Secondly, very few writers are prepared to take this financial gamble which may take months of their time. Take the figures of last year. Out of four musical shows produced, only one survived.

Here is the picture. All you have to do is dig up "an angel" who thinks well enough of your writing ability to put up about Two Hundred Thousand Dollars to finance the show, and then hope it clicks. But if you ask my opinion, I would rather bet my money on Citation, Notre Dame or Joe Louis.

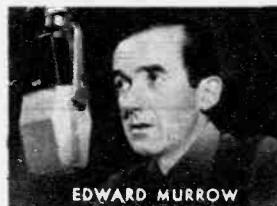
## Records of

by Les Merman

The history of the outstanding broadcasting events of radio, highlights of the years from 1933 to 1945, are chronicled in Columbia's "I Can Hear It Now," an album of five 12-inch disks, that offers a full and rich experience. You cannot help but be moved by this scrapbook of the sound and fury of the historic events of that turbulent and epic period.

The album is the work of Edward R. Murrow, newscaster, and Fred W. Friendly, radio producer-writer, who gleaned more than 500 hours of broadcasts to present forty-five minutes of memorable recollection.

Franklin D. Roosevelt, Will Rogers, Huey Long, Fiorello H. LaGuardia, Winston Churchill, the Duke of Windsor, John L. Lewis, and many others parade, vocally, before you and great events like the Hindenburg going up in flames, Joe Louis defeating Schmeling, Lou Gehrig's



EDWARD MURROW



JAN GARBER

farewell, the Munich crisis, the early reverses of World War II, D-Day, F.D.R.'s funeral, are recalled.

It is a work full of agony and hope and this writer cannot help but wish that all may hear this album, notably the incidents of war, and unite in resolution against repetition of such dread events in the future.

JAN GARBER shifts from his usual style, slightly reminiscent of Guy Lombardo, and comes up with a bouncy and rhythmic instrumental novelty, "Soft Shoe Shuffle" (15305) for CAPITOL, that rates future encores... This record should go places juke box-wise, and so should the band if it makes more disks of this calibre.

### This Month's Disc Jockey

NBC's Jim Lyons



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**GINNY SIMMS says . . .**  
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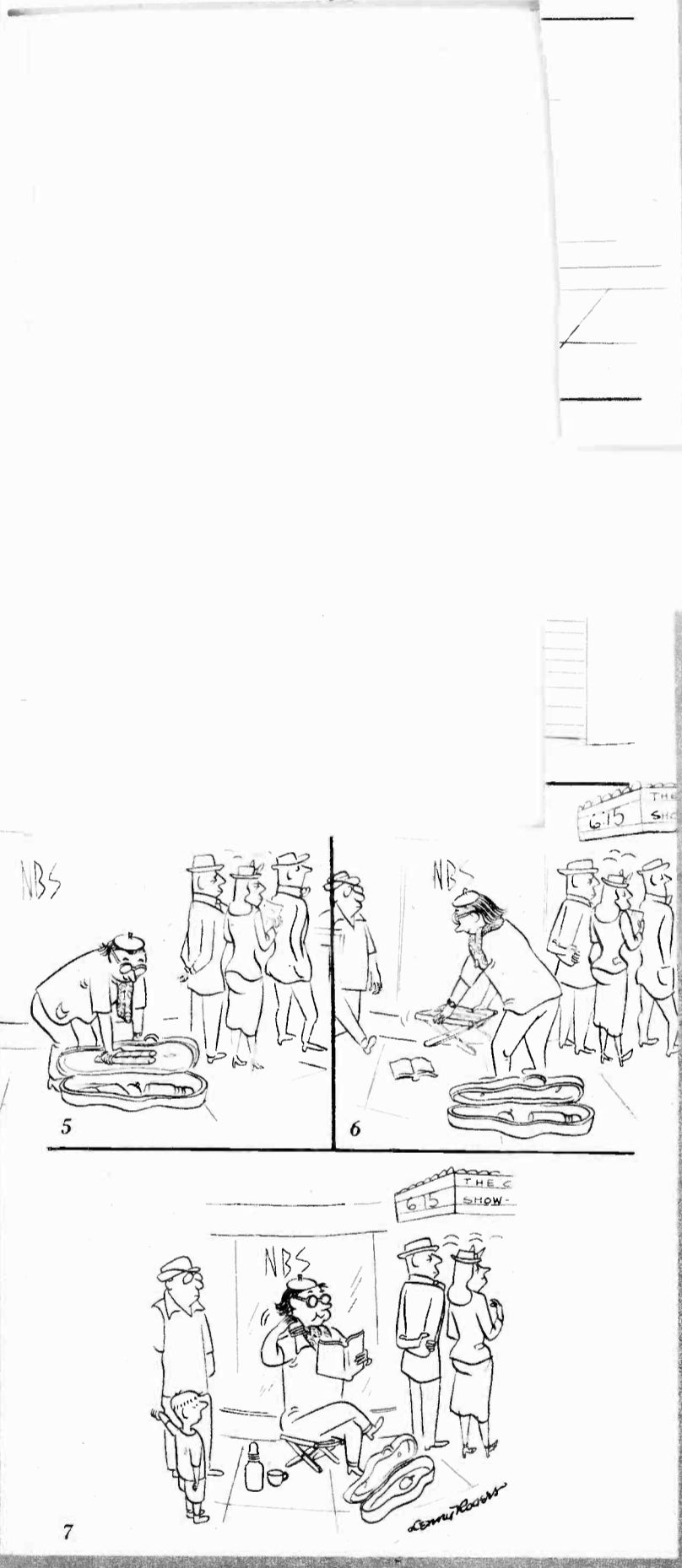
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**Hollywood Harry**

by Lenny Rogers

Sometimes he thinks he's Cecil B. DeMille, other times he's Heifetz—but at all times he's the personification of filmdom's Shmoo, the garden variety native to Hollywood who lives in a dream world where King Colossal and Queen Stupendous reign supreme and evermore.



**Early Leaders in Vocalist Poll**

Doris Day, Dinah Shore and Jo Stafford are leading in the first early returns in RADIO BEST's annual "Popular Vocalist Poll." Bing Crosby, Andy Russell and newcomer Vic Damone are leading in the baritone race. Complete and final returns will be published in the April issue.

Doris Day



Jo Stafford



Bing Crosby



Vic Damone



Andy Russell



# the Month

"Bye Bye Blues" (20-3237), a real oldie, gets a noteworthy revival by the TEX BENEKE orchestra which has been turning out some good arrangements with commendable consistency of late... Tasteful contrast of the big string section against the conventional brass-reed rhythm contingent makes this an interesting standard... RCA-Victor.

BERT SHEFTER conducts a large orchestra in his own composition "Moonbeams" (30144) and does a lush job of it... His piano solo is also commendable... This reviewer has long identified Shefter with tricky combinations, novel ar-



ts and very e music... In tional item on label he as-r proportions. -3204), one of efforts, though ictor product, aughn Monroe

a good instru- and his Or-al Hawkins

chestra on RCA-Victor... Typical jump, the kind that created a vogue for him back in the "Tuxedo Junction" days.

At the moment, the singer making the best progress is BILLY ECKSTINE, whose recordings, like his personal appearance engagements, are getting better and more important all the time. Buy his "Fools Rush In" (10311) on the MGM label, and you'll understand why his ballads are making our more emotional females swoon.

JACK SMITH parks his grinning style of vocalizing to do a bluesy "Hannah in Savannah" (2516) and comes off very nicely... Assisted by the Clark Sisters and Earl Sheldon's orchestra,

(Note: Recently, we asked Jim Lyons to submit a few brief notes pertaining to his career as a disc jockey. He obliged with the following biographical data which we considered so interesting that we decided to print it in place of our regular staff-written column. ED.)

Biography? Born Peiping, China, couple of years before the World War I Armistice Day.

Grew up in China, New York City, Cleveland and finally California. Attended Columbia and California Universities... failed to graduate from either.

Broke into radio January 1940, KVOE, Santa Ana, Cal., on a fat 100 watt coffee pot.

Early in 1942 on to New York and YMCA's staff running the record library. Thence to NBC as writer-producer and in January 1943... Uncle Sam. Spent three months at Fort Dix editing a draftee paper and doing a series on a Trenton station — "The Old Draft Music Hall." Not long after basic training, wound up in Hollywood at Armed Forces Radio Service. Along with the regular chores wrote and produced "Jubilee" — our war-time jazz show. Out of the Army in early 1946 and they hired me back for six months to continue "Jubilee."

Not long after went to San Diego and became a Disc Jockey (ugh! that word). After some jockeying caught on with a used car

dealer and started pitching same all around local dial.

In October of last year Woody Herman hired me out from behind a mike to go on the road for the new Herd. So I packed my beautiful wife and a gang of Herman records into the car and off we went to advance the band. Home by Xmas after hitting every storm between San Diego, Vancouver, Chicago and Oklahoma City and recording my spread of San Diego shows along the road.

Came through here last fall and enjoyed it so much we decided this was the city for us. Sooo... came up here in August and luckily for this pilgrim, KNBC was kind enough to hire me for my current half hour stint, M.-Sat. 11:30 p.m. Even better, they allow me to play anything I like which is a lot more than a lot of spinners can say. Mostly I play soft jazz and lean on Sarah Vaughn, Ellington, Dizzy and assorted bobsters, the Ventura, Eckstine, and etcetera avant garde, and of course, Stan Kenton and Woody.

this Capitol dinking comes up as a nice change of pace by Smith.

Since this is a radio magazine, one cannot overlook ARTHUR GODFREY... The man that everybody loves, takes liberties with his popularity when he tries as cute an item as "The Goggle-Eye-Ghee" (38303) which bears a terrifying resemblance to the three itty fishes whose adventures in a little itty poo' was a Tin Pan Alley monstrosity of a few years back... The responsibility is Columbia's.

Another good job of singing is turned in by HELEN FORREST for MGM, and this most consistent songstress works on a Frank Loesser melody titled "Down the Stairs, Out the Door" (10312)... Tone and phrasing are fine... Love that girl!

## BMI Pin-up Sheet

### Radio's Best Hit-Tunes

#### BOUQUET OF ROSES (Hill & Range)

Dick Haymes Decca  
Rex Turner Varsity  
Eddy Arnold Victor

#### COOL WATER (American)

Vaughn Monroe Victor  
Nellie Lutcher Capitol  
Sons of the Pioneers Victor-Decca  
Kate Smith MGM  
Tex Ritter-Dinning Sisters Capitol  
Fay Willing Mercury  
Denver Darling DeLuxe

#### CORNBELT SYMPHONY (Mellin)

Jack Smith Capitol  
Jack Lathrop Victor  
Fred Gray Apollo  
Nev Simons MGM  
Cyril Stapleton London  
Bob Stewart Mero

#### CUANTO LE GUSTA (Peer)

Andrew Sisters-Carmen Miranda Decca  
Xavier Cugat Columbia  
Eve Young Victor  
Jack Smith Capitol  
Barbara Brown Varsity

#### I LOVE YOU SO MUCH IT HURTS

(Melody Lane)

Floyd Tillman Columbia  
Jimmy Wakely Capitol  
Shorty Long Decca  
Frontiersmen Victor  
Reggie Goff London

#### IN MY DREAMS (Wizell)

Vaughn Monroe Victor  
Ella Fitzgerald Decca  
Bob Merrill Metrotone

#### RECESS IN HEAVEN (Lutz)

Deep River Boys Victor  
Dan Grissom Columbia  
Ronnie Deauville Mercury  
Ink Spots Decca  
Willis Threats Miltone

#### SUNDAY IN OLD SANTA FE (Pemora)

Xavier Cugat Columbia  
Andy Russell Capitol  
Jose Morand Victor  
Jack Carroll Vitaphone

#### WALKIN' WITH MY SHADOW

(Johnstone-Montei)

Four Knights Decca  
Monica Lewis Signature  
Jack McLean-Wayne Gregg Coast  
Jimmie Valentine Quartet Varsity

#### WITH A TWIST OF THE WRIST

(Patmar)

Tony Pastor Victor  
Kay Kyser Columbia

#### YOU STARTED SOMETHING (BMI)

Tony Pastor Columbia  
Mildred Bailey Majestic  
Jack Edwards MGM  
Peggy Mann-Russ Case Victor  
Korn Kobblers MGM

#### YOU WERE ONLY FOOLIN'

(Barron & Shapiro-Bernstein)

Blue Barron MGM  
Ink Spots Decca  
Kay Starr Capitol  
Eric Whitley-Green Sisters Columbia

#### YOU, YOU, YOU ARE THE ONE

(Campbell-Colonial)

Johnny Eager Grand  
Ames Brothers Corol

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# Bartering Bob

The staff down at WLOW in Norfolk, Va., is still taking aspirin with their juleps since that Yankee from Wellesley, Mass., Bob Drepperd, wandered into town with his radio swap shop show.

It seems everybody and his uncle has something to trade and they wander into the studios all day long and the telephones keep up a persistent jangle. The Yankee Trader has, as might be expected, been swamped with all sorts of weird requests but has managed to appease all but two of his listeners so far. Bob still has to get a good bid for those two pure-bred milk goats and says he may have to move into the country and take them himself.

As for the insomniac who wants to trade in a good night's sleep for his mother-in-law, well, that one really has Bartering Bob stumped.



Mrs. Sarah Bassham became a pleased Swap Shop customer when Bob successfully traded set of golf clubs for typewriter.



WLOW wanted the wire recorder and John Williams the gun. Now both are hunting, one for interviews, the other for deer.



This swap happy customer got the coat she holds on her arm for the clarinet and later sent Bob a peach pie in gratitude.

★ END



Guy Lebow proves sportscasting can be fun as he interviews three lovely rodeo gals on his "Sportspix" program.



Guy brings nation's top sports figures to television audience. That's Jackie Robinson (left) and sportswriter Dick Young (center).

## Guy Lebow, TV Sports Specialist

ONCE A BUDDING SINATRA HE'S NOW A TOP SPORTS GABBER.

New York sportswriters have their strong differences, but they're unanimous in their choice of Guy Lebow, affable 200-pound WPIX sports telecaster as "outstanding specialist in his field." The 32-year-old ex-vice-president of the Sports Broadcasters Ass'n made his radio debut at age of 11 on the Horn & Hardart Hour, later sang with name bands and was featured as a crooner in movie shorts. With a varied background of sports activities at high school and college, it was inevitable for Lebow to turn his talents to sports comment. Afflicted with infantile paralysis in his junior year at New York University, Lebow received his diploma on his back. During the war he worked night and day at army camps and hospitals. Currently, he's in the midst of writing a book on Les Patrick titled "Mr. Hockey." ★END

Comedian Joe E. Brown (below) stopped by to reminisce about his baseball days.



Ex-Grid Great Ken Strong (right) is Guy Lebow's frequent teleguest.



Guy takes time out to measure Primo Carnera, now topflight wrestler, for suit of clothes to be furnished by program sponsor, Ripley Clothes.



## Movie Stars on the Air



Barbara Stanwyck and husband Robert Taylor check scripts just before air-time.



Dorothy Lamour and Danny Kaye pose for cameraman after hour-long rehearsal.



CBS' director Fletcher Markle and Ingrid Bergman await cue for "Camille" broadcast.

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Man-on-the-street interviews are basic part of radio school curriculum.

# Bill Coffey Goes



School heads Bess Peterson and John Gilmore welcome Bill Coffey his first day at school.



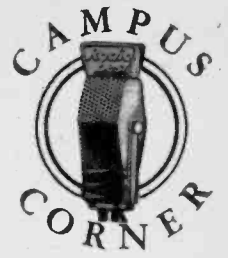
Radio Best is vital reading in recreation room as students discuss their problems and future.



Students Ferguson and Coffey visit NES grad, Perk Richards, former WICC news reporter.

**R**adio's doors are wide open to trained students who, like Bill Coffey, choose to go back to the classroom to master the fundamentals basic to a career in broadcasting. In this picture series, RADIO BEST's photographer visits Bridgeport, Conn., to watch and snap students at work and play in the New England School of Radio Broadcasting where small classes are favored and preparation for a career is intensive. Like so many NES students, Bill Coffey's dream is a permanent berth with one of the local home town stations—and, perhaps, when he is "ready" fame and fortune in the big town.

# to Radio School



## EDITOR'S NOTE

Tomorrow's radio talent is not only being developed in the college classroom, but also in specialized schools of broadcasting such as the one RADIO BEST visits in this feature, one of a special series on how to make a career in broadcasting.



Students enjoy many freedoms, conduct many classes and elect their own officers at beginning of term.



Coffey joins classmates on an actual copy assignment with teacher Neal Robinson.



Coffey reads to class on History of Radio and uses the trade magazine Variety as text book.



Students cast own half hour dramatic programs right through the year on Bridgeport's WLIZ.



In radio lab Coffey gets inside story on radio equipment with Mary Quill and Leo Ricardello.



Music appreciation class listens to recordings with an ear to possible use in future programs.



Coffey tries his hand at newscasting with wire recorder, listening critically to the playback.



Mary Quill and Coffey visit an NES grad, disc jockey Fred Allen—no relation to THE Allen.



School is out and Coffey joins classmates Chamberlain, Disbrow on campus. ★ END

KDKA newsmen Paul Long interviews Interior Sec. Krug, Dr. W. C. Schroeder and Senator O'Mahoney (l-r).



## Cowhand to Newscaster

"KDKA's" PAUL LONG SEES  
HIS DREAMS COME TRUE

**D**URING HIS college days, when he worked his way through North Texas State as a cowhand on a nearby ranch, Paul Long made up his mind he wanted three things in life—a family of his own, a job in radio and an aviation pilot's license.

And because he is a very determined young man, today he has all three.

Radio came first, with KFRO, Longview, Texas, as the starting place. And strangely his first job was that of a newsmen, and he's been a newsmen since—at KELD, El Dorado,

Arkansas; KTBS, Shreveport, Louisiana; KWKH, Shreveport, and now at KDKA.

His opportunity to become a pilot was realized during the war when he became a captain in the AAF.

Shortly after coming to KDKA, he met Elaine Kinder of the famed Kinder Sisters radio trio, and now he has a family of his own—a daughter, Holly, and a son, Christopher.

Because of his radio background, Long fitted into the KDKA newsroom almost immediately with Chief Editor Jack Swift, Dick Beyer and Jim Snyder.

Long's interest in aviation has won him additional friends. He has maintained his commission in the Reserves and is listed as instructor and evaluation officer at the Pittsburgh airport where he spends much of his leisure time flying. More than that, he has his own aviation program every Sunday morning, Plane Talk, which is devoted to the flying industry.

Newsman Long is in constant demand as a lecturer and official at various aviation events and shows, and together with Editor Swift covers most of the important special events in the KDKA area.

He's well on his way now, a far different chap from the lonely cowhand who dreamed of a family and success, but 'way back in his mind he still remembers those early days. The proof's found in one of his latest moves—he's just bought a small farm near his native Como, Texas! ★END



For his "Plane Talk" program Long interviews two old friends, Lt. Col. William Shomo and Maj. Gen. W. E. Kepner.



Even at breakfast with his wife, Elaine, Long scans the newssheets.



\*Just ask your  
Raymer representative



*Farm Director Dick Kathe averages 100 field interviews each month.*

## City Folks Turn Air Farmers

### WGAR "FARM REPORT" ENJOYS BIG URBAN AUDIENCE

THOSE who will examine closely the daily schedule of Station WGAR, Cleveland, will detect at 6:30 each morning, Monday through Saturday, a half hour program listed as Farm Report.

Offhand, there would appear to be something incongruous about a farm program in so large an urban center as Cleveland. Let's look at the reason behind it. WGAR's 50,000 watt coverage includes some 38 counties—virtually completely rural in character—with an estimated farm population of close to 400,000.

Strange as it may seem, mail responses from six different states show that almost 40% of Farm Report's listeners are urban.

The driving force (and voice) behind Farm Report belongs to youthful, energetic Richard L. (Dick) Kathe.

Kathe began Farm Report on WGAR on Jan. 2, 1948, but not before he conducted an extensive survey to determine the radio likes and needs of farm people and their agents. He is not at all surprised by his large urban audience. Farm Report was planned to be of interest and

to promote best relations between urban and rural people.

Farmers have long been noted for their hard work and so it follows that Farm Director Kathe should do likewise. Dick is up at 4 o'clock each morning, hustles down to the station to gather late market and weather reports, writes his show and gets it on the air at 6:30. At 7 o'clock, when the show is off, his day really begins.

A day seldom goes by without a trip into the hinterland for interviews, and a search for news among farmers, agents, farm groups, experimental stations, etc. On the air, there is a fresh interview each day. He has averaged 100 interviews and 2,000 miles of travel each month since he started Farm Report. And he's still at it.

Although Cleveland born, Dick spent a good part of his youth on his grandfather's farm in south central Ohio. There he saw the ravages of soil erosion and his determination to do something about this loss to American farms turned into somewhat of a minor crusade.

Following graduation from high school he spent two years at the New York State College of Forestry at Syracuse before entering the College of Agriculture at the University of Wisconsin.

His first experience with radio was with WHA, the University of Wisconsin station. Kathe was station manager of WFOB, an FM station in Fostorio, Ohio, before joining WMRN, Marion, O., as farm director. His next move was to WGAR. ★ END



*Kathe visits Dan Keckie, world famous dairy cattle breeder.*

# "I WAS ASHAMED OF MY FACE

until Viderm made my dreams of a clearer skin come true in one short week"

(FROM A LETTER TO BETTY MEMPHIS SENT HER BY ETHEL JORDAN, DETROIT, MICH.)



BETTY MEMPHIS

**If your face is broken out, if bad skin is making you miserable, here is how to stop worrying about pimples, blackheads and other externally caused skin troubles.**

**JUST FOLLOW SKIN DOCTOR'S SIMPLE DIRECTIONS**

*By Betty Memphis*

"I just want to be alone!" Is there anything more awful than the blues that come when your face is broken out and you feel like hiding away because of pimples, blackheads and similar externally caused skin troubles? I know how it feels from personal experience. And I can appreciate the wonderful, wonderful joy that Ethel S. Jordan felt when she found something that not only *promised* her relief—but *gave* it to her in just one short week!

When I was having my own skin troubles, I tried a good many cosmetics, ointments and whatnot that were recommended to me. I remember vividly how disappointed I felt each time, until I discovered the skin doctor's formula now known as the Double Viderm Treatment. I felt pretty wonderful when friends began to rave about my "movie-star skin." No more self-consciousness. No more having my friends feel sorry for me. The secret joy, again, of running my fingertips over a smoother, clearer skin.

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.

**What Makes "Bad Skin" Get That Way?**

Medical science gives us the truth about how skin blemishes usually develop. 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 "stretch" the pores and make them large enough to pocket dirt particles, dust and infection. These open pores become infected and bring you the humiliation of pimples, blackheads or other blemishes. Often, the natural oils that lubricate your skin will harden in the pores and result in unsightly 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.

The Double Viderm Treatment is a formula prescribed with amazing success by a dermatologist 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 your pores and acts as an antiseptic. 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 clearer, smoother 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.

Just mail your name and address to Betty Memphis, care of the New York Skin Laboratory, 206 Division Street, Dept. 560, 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. Then, 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 thirty-one 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.



*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.*



Consult the daily program listings in your favorite newspapers for complete program logs. All times listed here are Eastern Standard Time. If you live in the Central Standard Time zone, subtract ONE HOUR. If you live in the Mountain Standard Time zone, subtract TWO HOURS. If you live in the Pacific Standard Time zone, subtract THREE HOURS.

\*Program Heard Mon. thru Fri.

## Guide to DAYTIME PROGRAMS

### ★SERIALS



#### MONDAY thru FRIDAY

- 10:00 ABC—My True Story★
- 10:30 NBC—Road of Life★
- 10:45 NBC—The Brighter Day★
- 11:00 NBC—Nera Drake★
- 11:15 NBC—We Love & Learn★
- 11:45 NBC—Lora Lawton★
- CBS—Rosemary★
- 12:15 CBS—Aunt Jenny★
- 12:30 CBS—Helen Trent★
- 12:45 CBS—Our Gal Sunday★
- 1:00 CBS—Big Sister★
- 1:15 CBS—Ma Perkins★
- 1:30 CBS—Young Dr. Malone★
- 1:45 CBS—Guiding Light★
- 2:00 CBS—Second Mrs. Burton★
- 2:15 CBS—Perry Mason★
- 2:30 CBS—This Is Nera Drake★
- NBC—Today's Children★
- 2:45 NBC—Light of the World★
- 3:00 NBC—Life Can Be Beautiful★
- CBS—David Harum★
- 3:15 NBC—Ma Perkins★
- CBS—Hilltop House★
- 3:30 NBC—Pepper Young★
- 3:45 NBC—Right to Happiness★
- 4:00 NBC—Backstage Wife★
- ABC—Second Honeymoon★
- 4:15 NBC—Stella Dallas★
- MBS—Johnson Family★
- 4:30 NBC—Lorenze Jones★
- ABC—Ethel & Albert★
- 4:45 NBC—Young Wilder Brown★
- 5:00 NBC—When a Girl Marries★
- 5:15 NBC—Portia Faces Life★
- 5:30 NBC—Just Plain Bill★
- 5:45 NBC—Front Page Farrell★

### ★CHILDREN'S



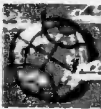
#### SUNDAY

- 9:15 NBC—Story to Order
- 9:30 MBS—Juvenile Jury
- 4:00 NBC—Quiz Kids
- MBS—House of Mystery
- 4:30 MBS—True Detective
- 5:00 MBS—The Shadow

#### MONDAY

- 5:00 MBS—Adventure Parade★
- ABC—Challenge of the Yukon★
- MBS—Superman★
- 5:30 ABC—Jack Armstrong, Sky King★
- MBS—Captain Midnight★
- 5:45 MBS—Tom Mix★

### ★NEWS COMMENTARY



#### SUNDAY

- 9:00 NBC—World News Roundup
- CBS—News
- 11:00 CBS—Warren Sweeney
- 11:05 CBS—Howard K. Smith
- 11:15 CBS—Newsmakers
- 11:30 NBC—News Highlights
- 12:00 ABC—News
- 12:15 ABC—U.N. Reporter
- 1:00 MBS—Wm. L. Shirer
- CBS—Jos. C. Harach
- 1:15 ABC—Editor at Home
- MBS—J. B. Kennedy
- CBS—Elmo Roper

## Guide to DAYTIME PROGRAMS

- 2:00 ABC—This Week Around the World
- 2:30 CBS—You Are There
- MBS—Bill Cunningham
- 4:30 NBC—Robert Trout

### MONDAY

- 9:00 MBS—Editor's Diary★
- CBS—News of America★
- 9:30 CBS—Bob Garred★
- 10:00 MBS—Cecil Brown★
- 10:15 CBS—Dave Valle
- 11:15 MBS—Victor H. Lindlahr★
- 11:30 ABC—Ted Malone★
- 12:00 CBS—Wendy Warren★
- NBC—Charles McCarthy★
- 1:00 MBS—Cedric Foster★
- ABC—Bill Baukhage★
- 1:30 NBC—Robert McCormick★
- 4:45 ABC—Nelson Olmsted

### ★RELIGION

#### SUNDAY

- 9:45 CBS—Trinity Choir
- 10:00 NBC—Radio Pulpit
- MBS—Bible Class
- ABC—Message of Israel
- CBS—Church of the Air
- MBS—Voice of Prophecy
- 10:30 MBS—Back to God
- 11:00 ABC—Hour of Faith
- CBS—Salt Lake Tabernacle
- 12:30 NBC—Eternal Light
- MBS—Lutheran Hour
- 1:30 ABC—National Vespers

#### MONDAY

- 10:15 MBS—Faith in Our Times★



Dean Martin and Jerry Lewis  
NBC's new comedy team.

### ★MUSIC



#### SUNDAY

- 9:00 ABC—Morning Music Time
- 9:30 MBS—Chamber Music
- NBC—Cameos of Music
- 9:45 NBC—Words & Music
- 10:30 ABC—Southernaires
- 11:00 ABC—Fine Arts Quartet
- NBC—Circle Arrow Show
- 12:00 MBS—Allan Lomax
- ABC—Jim Robertson
- 1:30 MBS—American Warblers
- 1:45 MBS—Music Box
- 2:00 CBS—Festival of Song
- MBS—Air Force Hour
- NBC—First Piano Quartet
- 3:00 CBS—Symphony Orchestra
- MBS—Ernie Lee
- 3:30 ABC—Treasury Band Show
- 4:15 ABC—Johnny Thompson
- 4:30 ABC—Met. Auditions of the Air
- 5:00 NBC—Jane Pickens
- 5:30 NBC—RCA Victor Show

#### MONDAY

- 9:15 CBS—Barnyard Follies★
- 9:30 NBC—Clevelanders★

## Guide to DAYTIME PROGRAMS

- 10:00 NBC—Fred Waring★
- CBS—Music for You★
- MBS—Say It With Music★
- 10:30 ABC—Kay Kyser★
- 11:00 NBC—Jack Berch★
- 11:30 MBS—Lanny Ross★
- 11:45 MBS—Kate Smith Sings★
- 12:15 NBC—Echoes From the Tropics
- NBC—Words & Music★
- 1:00 NBC—Boston Symphony
- 1:15 MBS—Happy Gang★
- 1:45 MBS—Checkerboard Jamboree★
- NBC—Here's Jack Kilty★
- 3:30 MBS—Ozark Valley Folks★
- 4:45 MBS—Two Ton Baker★



Marion Hutton is singing  
comedienne on "Carson Show."

### ★QUIZ ★VARIETY



#### SUNDAY

- 1:30 MBS—Alibi
- 2:30 NBC—University Theatre
- ABC—Mr. President
- 3:30 NBC—One Man's Family
- 5:00 CBS—Robert Q. Lewis
- ABC—Quiet Please
- 5:30 MBS—Quick as a Flash
- CBS—Strike It Rich
- ABC—Counter Spy

#### MONDAY

- 9:00 ABC—Breakfast Club★
- NBC—Honeymoon in New York★
- 10:25 ABC—Betty Crocker★
- 10:30 CBS—Jack Sterling★
- 10:45 ABC—Roosevelt★
- 11:00 MBS—Passing Parade★
- MBS—Gabriel Heatter★
- CBS—Grand Siam★
- 12:00 MBS—Kate Smith Speaks★
- ABC—Welcome Travelers★
- 12:15 MBS—Kate Smith Sings★
- 12:30 MBS—Luncheon at Sardi's★
- 1:15 ABC—Nancy Craig★
- 2:00 NBC—Double or Nothing★
- MBS—Queen for a Day★
- ABC—Breakfast in Hollywood★
- 2:30 ABC—Bride & Groom★
- MBS—Golden Hope Chest★
- 3:00 ABC—Ladies Be Seated★
- 3:30 CBS—Don Ameche
- ABC—Galen Drake★
- MBS—Red Benson★
- 3:55 CBS—Radio Harris★
- 4:00 CBS—Hint Hunt★
- 4:30 CBS—Robert Q. Lewis
- 5:00 CBS—Hint Hunt★

### ★FORUMS



#### SUNDAY

- 11:30 MBS—Northwestern University
- 12:00 CBS—Invitation to Learning
- 12:30 CBS—People's Platform
- 1:00 NBC—America United
- ABC—American Almanac
- 1:30 NBC—Chicago Round Table
- 2:45 MBS—Veteran Wants to Know

#### SATURDAY

- 3:30 CBS—Cross Section, U.S.A.

## Guide to EVENING PROGRAMS

### ★COMEDY ★VARIETY



#### SUNDAY

- 6:00 MBS—Roy Rogers
- 6:30 NBC—Ozzie and Harriet
- 7:00 CBS—Jack Benny
- NBC—Horace Heidt
- 7:30 NBC—Phil Harris
- CBS—Amos & Andy
- 8:00 NBC—Fred Allen
- 8:30 CBS—Life With Luigi
- MBS—It's a Living
- 9:30 CBS—Our Miss Brooks
- 10:00 CBS—Lum 'n' Abner
- 10:30 CBS—It Pays To Be Ignorant
- 11:30 NBC—Dave Garroway Show

#### MONDAY

- 7:00 CBS—Beulah★
- 8:30 CBS—Talent Scouts
- 10:00 CBS—My Friend Irma

#### TUESDAY

- 8:00 NBC—This Is Your Life
- MBS—George O'Hanlon Show
- 8:30 NBC—Alan Young
- 9:00 NBC—Bob Hope
- CBS—We the People
- 9:30 NBC—Flibber McGee & Molly
- CBS—Morey Amsterdam
- 10:30 CBS—mr. ace & JANE

#### WEDNESDAY

- 8:00 NBC—Blondie
- MBS—Can You Top This
- ABC—Original Amateur Hour
- 8:30 NBC—Gildersleeve
- 9:00 ABC—Milton Berle
- CBS—County Fair
- NBC—Duffy's Tavern
- 10:00 ABC—Bing Crosby
- 10:30 ABC—Meredith Willson

#### THURSDAY

- 8:00 NBC—Aldrich Family
- ABC—Abbott & Costello
- 8:30 NBC—Burns & Allen
- 9:00 ABC—Our Job Is Manhattan
- 9:00 NBC—Al Jolson
- 9:30 NBC—Dorothy Lamour

#### FRIDAY

- 8:00 CBS—Jack Carson
- 8:30 MBS—Leave It to the Girls
- CBS—My Favorite Husband
- NBC—Jimmy Durante
- 9:00 NBC—Eddie Cantor
- 9:30 NBC—Red Skelton
- 10:00 NBC—Life of Riley

#### SATURDAY

- 7:00 CBS—Winner Take All
- 8:00 ABC—Johnny Fletcher
- CBS—Gene Autry
- 9:30 NBC—Judy Canova
- 10:00 NBC—Dennis Day
- 10:30 NBC—Grand Ole Opry

### ★FORUMS



#### MONDAY

- 6:15 CBS—You and Marriage★
- 10:30 ABC—On Trial

#### TUESDAY

- 8:00 ABC—Youth Asks Govt.
- 8:30 ABC—Town Meeting



## Guide to EVENING PROGRAMS

10:00 MBS—American Forum of the Air  
10:30 AEC—What Do People Think

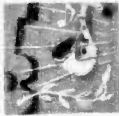
### THURSDAY

10:00 ABC—Child's World

### FRIDAY

10:00 MBS—Meet the Press  
10:45 NBC—Pro & Con

## ★MUSIC



(P) Popular (S) Serious (L) Light

### SUNDAY

6:30 CBS—Spotlight Revue (P)  
7:30 ABC—Carnegie Hall (S)  
8:30 MBS—Memos for Music (P)  
9:00 NBC—Merry-Go-Round (P)  
9:30 NBC—American Album of Familiar Music (P)  
10:30 MBS—Starlight Moods (P)  
11:00 ALL NETS—Name Bands (Sun. thru Sat.)  
11:30 CBS—Music (P)

### MONDAY

7:00 NBC—Supper Club (P)★  
7:15 CBS—Jack Smith (P)★  
MBS—Dinner Date (P)★  
7:30 CBS—Club 15 (P)★  
NBC—Patterns in Melody (L)  
8:00 ABC—Railroad Hour (L)  
8:30 NBC—Voice of Firestone (L)  
9:00 NBC—Telephone Hour (L)  
ABC—Music (P)  
9:30 ABC—Stars in the Night (P)  
10:00 NBC—Contented Prog. (P)  
MBS—Corn's A' Krackin' (P)  
10:30 MBS—Dance Orchestra (P)★  
NBC—Appointment With Music (P)

### TUESDAY

9:45 ABC—Detroit Symphony (S)  
10:45 ABC—Serenade (L)  
11:15 NBC—Morton Downey (P)

### WEDNESDAY

9:30 CBS—James Melton (L)

### THURSDAY

8:30 ABC—Jo Stafford (P)  
10:30 NBC—Fred Waring (P)  
11:15 NBC—Morton Downey (P)

### FRIDAY

8:00 NBC—Band of America (P)  
9:30 MBS—Yours for a Song (P)  
10:30 CBS—Pause That Refreshes (P)

### SATURDAY

6:30 NBC—Symphony Orchestra (S)  
7:00 MBS—Hawaii Calls (L)  
ABC—Modern Music (P)  
7:30 NBC—Saturday Serenade (P)  
CBS—Vaughn Monroe (P)  
9:00 NBC—Your Hit Parade (P)  
9:15 MBS—Lanny Ross (P)  
9:30 MBS—Guy Lombardo (P)  
10:00 MBS—Chicago Theater (L)  
10:30 ABC—Hayloft Headown (P)  
11:15 NBC—Morton Downey (P)



Jimmy Fiddler looks over exclusive for Hollywood air column.

### MONDAY

6:15 NBC—Clem McCarthy★  
7:45 MBS—Inside of Sports★  
9:30 MBS—Fishing & Hunting  
10:45 MBS—Inside of Sports★  
11:15 ABC—Joe Hazel★

### FRIDAY

10:00 ABC—Cavalcade of Sports  
10:30 ABC—American Sports Page  
NBC—Bill Stern

## Guide to EVENING PROGRAMS

### SATURDAY

6:00 MBS—Sports Parade  
6:30 ABC—Harry Wismer  
CBS—Sports Review  
7:45 MBS—Mel Allen

## ★MYSTERY



### SUNDAY

6:30 MBS—Nick Carter  
7:00 MBS—Sherlock Holmes  
8:00 CBS—Sam Spade  
9:00 MBS—Under Arrest  
10:00 MBS—Secret Missions  
10:30 CBS—Cabin B-13

### MONDAY

8:00 MBS—The Falcon  
CBS—Inner Sanctum  
8:30 MBS—Sherlock Holmes

### TUESDAY

8:00 CBS—Mystery Theatre  
8:30 MBS—Official Detective  
CBS—Mr. & Mrs. North  
9:30 MBS—Lone Wolf

### WEDNESDAY

8:00 CBS—Mr. Chameleon  
8:30 MBS—High Adventure  
9:30 NBC—Mr. D. A.

### THURSDAY

8:00 CBS—FBI in Peace & War  
9:00 CBS—Suspense  
9:30 CBS—Crime Photographer  
MBS—Mysterious Traveler  
10:00 MBS—Thin Man

### FRIDAY

8:00 ABC—The Fat Man  
8:30 ABC—This is Your F.B.I.  
9:30 ABC—The Sheriff

### SATURDAY

8:30 ABC—Amazing Mr. Malone  
CBS—Philip Marlowe  
9:00 CBS—Gangbusters

## ★DRAMA



### SUNDAY

6:00 CBS—Family Hour  
8:30 ABC—Greatest Story Ever Told  
NBC—Command Performance  
9:00 CBS—Helen Hayes  
9:30 ABC—Theatre Guild

### MONDAY

6:00 MBS—Adventure Parade★  
6:30 MBS—Captain Midnight★  
7:30 ABC—Lone Ranger  
8:00 NBC—Cavalcade of America  
9:00 CBS—Lux Theatre  
10:30 NBC—Radio City Playhouse

### TUESDAY

10:00 NBC—Big Town

### WEDNESDAY

7:30 ABC—Lone Ranger  
8:30 CBS—Dr. Christian  
9:30 MBS—Family Theatre  
10:00 NBC—The Big Story  
MBS—Manhattan Playhouse  
10:30 NBC—Curtain Time

### THURSDAY

7:30 ABC—Theatre U.S.A.  
8:30 MBS—Hollywood Story  
10:00 CBS—Hallmark Playhouse  
NBC—Screen Guild  
10:30 CBS—First Nighter

### FRIDAY

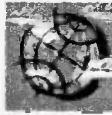
7:30 ABC—Lone Ranger  
8:00 MBS—Great Scenes  
9:00 CBS—Ford Theatre  
10:00 CBS—Philip Morris Playhouse

### SATURDAY

8:00 NBC—Star Theatre  
ABC—Famous Jury Trials  
9:30 CBS—Tales of Fatima

## Guide to EVENING PROGRAMS

## ★NEWS COMMENTARY



### SUNDAY

6:00 ABC—Drew Pearson  
6:15 ABC—Don Gardner  
9:00 ABC—Walter Winchell  
9:45 MBS—Views of News  
10:45 ABC—George E. Sokolsky  
11:00 MBS—William Hillman  
11:10 CBS—News Analysis★  
11:15 CBS—Washington Report  
NBC—Cesar Saerchinger

### MONDAY

6:00 CBS—Eric Sevareid★  
NBC—News★  
ABC—Esso News Report★  
NBC—Three Star Extra★  
CBS—Lowell Thomas★  
7:00 ABC—Headline Edition★  
MBS—Fulton Lewis Jr.★  
7:15 ABC—Elmer Davis★  
NBC—Morgan Beatty★  
7:30 MBS—Henry J. Taylor★  
7:45 NBC—H. V. Kaltenborn  
CBS—Edward R. Murrow★  
8:55 MBS—Hy Gardner★  
9:00 MBS—Gabriel Heatter★  
9:15 MBS—Radio Newsreel★  
9:55 MBS—Bill Henry★  
10:00 ABC—Arthur Gaethé  
10:15 ABC—Earl Godwin  
10:30 MBS—H. J. Taylor★  
11:15 NBC—Morgan Beatty★

### TUESDAY

7:30 MBS—Newscope  
7:45 NBC—Richard Harkness  
8:15 ABC—Earl Godwin  
9:30 ABC—Erwin D. Canham

### WEDNESDAY

7:45 NBC—H. V. Kaltenborn

### THURSDAY

7:30 MBS—Newscope  
10:45 ABC—Harrison Wood

### FRIDAY

7:30 MBS—Robert Hurligh  
7:45 NBC—H. V. Kaltenborn  
10:45 NBC—Pro & Con

### SATURDAY

6:00 CBS—Griffin Bancroft  
6:15 CBS—Memo from Lake Success  
6:45 ABC—Communism  
CBS—Larry Leiseur  
7:30 MBS—Robert Hurligh  
11:10 CBS—Quincy Howe

## ★QUIZ



### SUNDAY

7:00 ABC—Go for the House  
8:00 ABC—Stop the Music  
10:00 NBC—Take It or Leave It  
10:30 CBS—Strike It Rich  
NBC—Who Said That?

### MONDAY

9:30 NBC—Dr. I. Q.  
10:30 CBS—Bob Hawk

### TUESDAY

10:00 CBS—Hit the Jackpot  
10:30 NBC—People Are Funny

### WEDNESDAY

9:30 ABC—Groucho Marx  
10:00 CBS—Beat the Clock

### THURSDAY

8:00 MBS—What's Name of Song  
8:30 MBS—Better Half

### FRIDAY

9:00 ABC—Break the Bank  
10:00 CBS—Everybody Wins

### SATURDAY

8:00 MBS—Twenty Questions  
8:30 NBC—Truth or Consequence  
MBS—Life Begins at 80  
10:00 ABC—Whiz Quiz  
CBS—Sing It Again

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Norwalk, Conn.

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**That friendly voice in the morning** heard daily over WSYR, Syracuse, belongs to genial Frank Hennessy. In addition to his 7:10 to 9:30 stint, Frank is also heard as the singing emcee of the W. T. Grant show at 12:30 P.M., Monday through Friday. In private life, Frank is just as amiable as he sounds on the air. His hobby is woodworking and several pieces of furniture in the Hennessy domicile attest to his ability on that score.

**Composer-conductor** turned author, Meredith Willson, outlines the plot of his literary venture—*And There I Stood with My Piccolo*—on visit with KMPC's "The Woman's Voice" program emceed by Jeanne Gray.



**Paul McCluer**, NBC Central Division sales manager, gets some hints on "how it's done" when he takes over his old job as announcer on WMAQ's *Your Neighbor* program in honor of program's 14th anniversary. He's shown here with show's regular commentators, Kay Lane (left) and June Marlowe.



**Gordon Crowe**, president of Cooper & Crowe, Salt Lake City Advertising Agency, has turned disc jockey on local KALL station.



**Howard Reig**, staff announcer of station WGY, Schenectady, N. Y., is the national winner of the H. P. Davis National Memorial Announcer's Award for 1948. The Gold Medal award and \$500 cash makes smiling easy.



**Broadway columnist** Earl Wilson turns actor in WOR's "Boston Blackie." Dick Kollmar (right), who portrays the colorful adventurer in the popular series, shows Earl how to "punch" lines.



**Kay West**, KEX's (Portland, Oregon) women's program director, and her special guests at the KEX Aloha Party, in honor of Kay's two-week Hawaiian reporting holiday. Participating are Hawaiian University of Portland students (front row) and hula dancers, former Island residents.

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