The Old Time Radio Club



/ LOVE A MYSTERY

## The Illustrated Press $^{2}$

## Membership information

New member processing, $\$ 5$ plus club membership of $\$ 17.50$ per year from January 1 to December 31. Members receive a tape library listing, reference library listing and a monthly newsletter. Memberships are as follows: If you join January-March, \$17.50; April-June, \$14; JulySeptember, \$10; October-December, \$7. All renewals should be sent in as soon as possible to avoid missing issues. Please be sure to notify us if you have a change of address. The Old Time Radio Club meets the first Monday of every month at 7:39 PM during the months of September to June at 393 George Urban Blvd., Cheektowaga, NY 14225. The club meets informally during the months of July and August at the same address. Anyone interested in the Golden Age of Radio is welcome. The Old Time Radio Club is affiliated with The Old Time Radio Network.

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## The Illustrated ¢ress $^{2}$

## We All Love A Mystery

(REPRINT FROM RADIO VARIETIES, AUGUST, 1940)

By Joe Alvin

welter of dead bodies, political corruption, kidnaping, gangster alliances and proceed to clean up a California town slicker than a whistle. Jack, Doc and Reggie-Jack the Brains, Doc the Lover and Reggie the Fighter-marched out of Morse's fertile imagination and into a series of radio adventures that a super-logical mind would snub in derision as unthinkable and impossible. Or so we of NBC Press in Hollywood thought. We hadn't reckoned on the listening public.

John Q. Public took I Love A Mystery to his collective bosom right from the very start. The program's Crossley in January 1939 that it was launching a new adventuremystery serial named I Love A Mystery and written by Carlton E. Morse, the NBC Hollywood News Editor Matt Barr, read the program traffic department notice several times and then reached for the telephone.
"Look," said Barr to the program traffic manager, "there's been some mistake here. It says Morse is going to write a pulp thriller series. You mean somebody else. Morse is the guy who writes One Man's Family. You know, a radio classic or something. He can't be writing mysteries too."

We didn't hear what the traffic manager said to Barr, but that same day, January 12, 1939, The NBC News Letter carried the following item: I Love A Mystery, a new adventure-mystery serial drama by Carlton E. Morse, will make its debut over the NBC-Red Network, Monday, January 16.

All of us here in Hollywood knew Carlton Morse as an august, scholarly personage who for years had been turning out in One Man's Family as high class a piece of drama as ever was churned out by any man's will-a sort of a 20 th century Boswell to the Dr. Johnson of American family life-a kind of savant who looked at the elemental mysteries of life with veil piercing clearness-to whom voodoo and vampires and high priestesses and New York kidnapers and eccentric murderers were things crawling in Stygian valleys far beneath his literary Olympus.

Carlton Morse had all of us fooled and we didn't know it. He blitzkrieged us into a tale of three adventurers who dodge out of a hair raising escapade in China and arrive in the United States to step into a


MURDER IN THE NIGHT
Solving a murder in sophisticated Hollywood and exposing a werewolf in the Arizona desert was just a preliminary for another and more dangerous adventure for Jack Packard, Reggie York and Doc Long, soldiers of fortune whose exploits are told in Carlton E . Morse's serial I Love A Mystery. Jack, Reggie and Doc, with death staring them in the face, look over the field as they await a battle with a ruthless killer.
PHOTO SHOWS (Top to Bottom) Barton Yarborough as the reckless Texan, Doc Long, Walter Paterson as Reggie York, hard-fighting Englishman, and Michael Raffetto as Jack Packard, keen-witted leader of the three crime-hunters, heard on I Love A Mystery, each Thursday at 7:30 P.M. CDST, over NBC.
reached for the sky. Fan mail started with hundreds, leaped soon to thousands. College professors wrote them. So did grade school kids, college girls in convent schools, police patrolmen, business men, government officials-domestic and foreign. A plot was laid in the Nicaraguan "jungle." There was no "jungle" in Nicaragua, said its spokesmen. The jungle was shifted to the "tropics."

A killer dying on the gallows said he was happy because the warden granted his last request-to hear an episode of the "mystery" and it turned out to be one concluding the series. Police in the northwest found three stray puppies. They adopted them and named them Jack, Doc and Reggie. Kids in an eastern city invented a new game built around the adventures of the three comrades. They called it Jack, Doc and Reggie. It made Bart Yarborough, who plays Doc, swell with pride. "The only trouble with our game so far," wrote the

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boyish inventor, "is that everybody wants to play Doc and we've got to draw lots to see who's gonna be Jack and who's gonna be Reggie." And so, to a fanfare of fan mail and flowering Crossley reports. I Love A Mystery growed and growed like Topsy and brought to Author Morse new stature as not only one of radio's best writers, but also as one of the most versatile.

And who are the three musketeers who bring the cunning Morse plots to light? Jack Packard, is Michael Raffetto, a veteran stage and radio actor, who studied law, but like Don Ameche, gave up Blackstone for grease paint and the spotlight. And Jack, as you know from the script, is the brains of the trio, a Maxime Weygand of strategy. Doc Long, is the Bart Yarborough we mentioned before, a handsome, curly-haired actor who comes right naturally by that Texas drawl of Doc's. Bart was born in Texas and has hung his hat in many quarters of the globe before finally settling down to a fairly regular home life and Hollywood radio. The liability that Doc brings to the musketeers is his perpetual interest in the skirted segment of the earth's population. His assets: He can pick any lock ever made and he can play a game of poker so surefire that when the musketeers are broke, they take off their shirts and give them to Doc as a starting stake. If Reggie sounds British to you, there's a good reason for it. He is played by Walter Paterson, a native of the empire of which the sun never sets, who only last year obtained the final papers that made him a naturalized American citizen. Walter looks a great deal like Reggie, the young blonde giant of the trio. There, however, the similarity ends. Reggie is a pugnacious sort of a fellow who fights at the drop of a hint. Paterson is a quiet family man who, rarely gets excited. When he does, strange things happen. Recently, when he became a father he forgot to tell any of his radio colleagues about it for five full days and remembered it finally only because somebody asked whether the baby had arrived.
"I was so excited my mind just went blank," explained Walter.

But, back to the musketeers. Their friendship, in the script, dates back to a memorable night in Shanghai, when the city was being bombed by the Japanese. Up to that time each had been an independent soldier of fortune. They found, in meeting, that each of them had a good valid reason, namely a neck that stuck out, to shake the dust of China off their feet. They pooled their resources, consisting mostly of courage enough to face a loaded canon and audacity enough to tweak the general's nose, and got out of Shanghai fast. What their backgrounds were before they met is something so secret that we doubt Carlton Morse even knows. But he certainly doesn't want to tell.

Since they set foot on American soil a year ago last January, the trio has been through some extraordinary adventures. Cleaning up the gangster-ridden town in the west was only the beginning. Next they solved the mystery of "The Blue Phantom," a boat carrying a scientific expedition whose members and crew insisted on disappearing under most mysterious circumstances. Then the musketeers went on to bigger and better things. They blasted a kidnap ring out of New York, battled a cult of vampires preying on natives in the tropics, solved a murder that removed a curse off an old San Diego family, foiled a cunning scientific killer, finished off a fat magician who terrorized the desert with werewolves.

That's only a few samples of what Mr. Morse's Don Quixotic toughies will undertake. Right now they're looking for a mysterious God with a diamond eye in French Indo-China. Don't be surprised if one of these days Morse has them fighting some deadly spies from Mars. On I Love A Mystery, anything can happen and does. Only recently a press dispatch from Rumania carried a story which if serialized by Morse would sound as fictitious and impossible as any adventures of Jack, Doc and Reggie. It was the story about five Texans hired by an unnamed power to do nothing but sit on dynamite kegs in the Rumanian oil fields. Their job is this: If Rumania is invaded and the oil fields are threatened, the Texans, expert dynamiters, are to blow the wells all the way up to the famous inverted bowl. It's the kind of a job Jack, Doc and Reggie would glory in.

Carlton Morse has proved more than his literary versatility with I Love A Mystery. He has proved that we all love a mystery, and that we all love adventure.

"They can't understand how that blg orchestra fits Into that small cablnet!"

## The Illustrated ¢ress



## A REVIEW OF <br> The Official Guide to the History of Cavalcade of America Martin Grams, Jr. By Jerry Collins

For someone who grew up watching You Are There and Twentieth Century, I was honored when I was asked to review The Official Guide to the History of the Cavalcade of America by Martin Grams. It has been one of my favorite radio shows.

It was also quite enjoyable to read and review a book written by Martin Grams, one of the youngest and most prolific writers in our hobby. Although quite humble, Martin Grams is one of the most knowledgeable authorities in the area of Old Time Radio. Grams has already written similar books on Have Gun Will Travel, CBS Mystery Theater, Suspense and Ellery Queen.

The Dupont Corporation is one of the oldest and most prestigious corporations in America. In 1935 they wished to sponsor a radio program that they could appropriately associate their name with. Thus began the more than twenty-year association between Dupont and the Cavalcade of America.

The first episode of Cavalcade of America was aired on October 9, 1935. The final episode, \#781, was broadcast on March 31, 1953. The television version of the show began on October 1, 1952 and ended on June 4, 1957 and included 197 episodes.

In the first portion of the book Martin Grams combines a series of interviews as well as his own personal knowledge and research to produce some invaluable background material about the show. Grams includes a large amount of trivia in this portion of the book as well as throughout the remainder of the book. He also includes a great deal of background material on Old Time Radio in general and some of the great personalities in the industry.

A vast majority of the Cavalcade of America shows were dramatizations of events in history, some major, some very small, all of them very fascinating. Some of the shows were biographical about people like Washington and Jefferson as well as about other lesser known but very interesting people. Some of the shows dealt with musical themes.

Being an historian, a sports fan and a resident of Western New York I selected forty of my favorite episodes:
\#79-The Golden Touch (John Sutter)
\#162-Baseball with Elliot Reid - Discovery of Baseball
\#201 - The Farmer Takes A Wife - Erie Canal
\#285 - Hymn from the Night with Helen Hayes The Battle Hymn of the Republic
\#315 - The Flying Tigers with Ralph Bellamy
\#391 - From Emporia, Kansas - William Allen White
\#398 - Yankee from Olympus - Oliver Wendall Holmes
\#408 - Jane Adams of Hull House with Loretta Young
\#449 - Children This Is Your Father with Loretta Young - Lt. Sam Lester Returns Home after World War I
10) \#466 - Remembered Day with Walter Pidgeon Gettysburg Address
11) \#475-The Great McGraw with Pat O'Brien
12) \#512 - Abigail Opens the White House with John McIntire and Ida Lupino
13) \#513 - Mr. Pullman's Palace Car with Robert Young
14) \#517-Kansas Marshall with Henry Fonda as Wyatt Earp
15) \#530 - The Red Stockings with John Hodiak - The Cincinatti Red Stockings
16) \#534-The Girl Who Ran for President - Belva Lockwood from Lockport
17) \#535 - Big Boy with Brian Donlevy - Babe Ruth
18) \#538 - The Oath - Millard Fillmore - Broadcast from Buffalo, New York
19) \#542 - Hurry Up Yost with Thomas Mitchell - The

Story of Fielding Yost and the University of Michigan football team
20) \#551 - Sheriff Teddy with Joel McRea - Teddy Roosevelt
21) \#554-Mr. Lincoln Goes to the Play with Robert Young
22) \#561-Roses in the Rain - Grover Cleveland's Wedding
23) \#579-Incident at Niagara with Robert Montgomery - Caroline Incident - Broadcast from LaSalle High School in Niagara Falls, New York
24) \#586 - The Burning Bush - Booker T. Washington
25) \#595-Secret Operation with John Payne - Grover Cleveland
26) \#606 - Citizen Mama with Irene Dunne - Broadcast from Kleinhans Music Hall in Buffalo
27) \#607-Ridin' Shotgun - The Founding of the Wells Fargo Company
28) \#640 - The Interchangeable Mr. Whitney with Robert Taylor
29) \#683 - There Stands Jackson with John Hodiak Stonewall Jackson
30) \#692-Mr. Statler's Story with John Lund - The Hotel Statler in Buffalo, New York

TV Shows

1) \#3 - The Man Who Took A Chance - Eli Whitney and Mass Production
2) \#12-Experiment at Monticello - Smallpox Vaccinations
3) \#17-Slater's Dream - Samuel Slater
4) \#18-The Pirate's Choice - Jean Laffite
5) \#20 - The Tenderfoot with Edgar Buchanan Young Theodore Roosevelt
6) \#66 - The Great Gamble - Cyrus Field and the Atlantic Cable
7) \#71 - Saturday Story Otto Grahm
8) \#81-A Message from Garcia
9) \#141 - The Jackie Jensen Story
10) \#177-Leap to Heaven - The Rev. Bob Richards

Cavalcade of America was always one of the top radio shows during its long run. Martin Grams did a great job of recounting the history of the show. Although still a young man, Martin is a veteran writer. Keep up the great work.


DU PONT Cavalcade of America
actize thand for gitik unat ...THROUOH CHEMSTRY

## Arthur Godfrey

By Tom Cherre

Arthur Godfrey? "Nope never heard of him." That's the reply I might probably get from most passers-by at the Galleria Mall on any given Saturday afternoon. It's amazing to hear that, since Arthur Godfrey was, at one time, the most recognized man in America. His voice was listened to by more people each day during the 1940s and 1950s than anyone in history up to that time. In fact, Godfrey brought in an estimated $12 \%$ of the revenue for CBS in 1953. In today's dollars, that would convert into nearly 300 million dollars.

Godfrey's life is like a roller coaster ride, with its many ups and downs. He went from poverty to riches. He was hated, and he was loved. His folksy down to earth low key style revolutionized radio for years to come.

One of Godfrey's greatest highlights, is his narration of FDR's funeral procession. He broke down in tears, as he took Roosevelt's passing very personally. His innovation of forming a radio show with amateur entertainers vying for professional stardom became a reality. This show was to be called Arthur Godfrey's Talent Scouts. With an idea started by Major Bowes and his Original Amateur Hour, Godfrey had singers, musicians and comedians performing before an applause meter. The winner would appear all next week on his morning


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show. His early shows included the likes of Vic Damone, Jose Melis, Rosie Clooney, Wally Cox and Tony Bennett. The show was an instant hit.

The Lipton Tea \& Soup Co. sponsored the show. Lipton was thus destined for financial success. Arthur's down to earth folksy method of selling a sponsor's product was beyond reproach. If he believed in the advertiser, he went out of his way to get the listener to buy it. In all of today's TV shows one rarely notices who the sponsor is. With Godfrey it was always "The Lipton Spotlight shines on a certain singer, or they were the Lipton Talent Scouts." Everyone believed in what he was selling much like Clint Buelhman of WBEN radio fame, who put his seal of approval on everything he advertised. In the early 50 s Uncle Miltie sold a lot of TVs, but Godfrey sold more tea than any supermarket ever could. A couple examples of his superb salesmanship worthy of mention are, Kellogg's Bran. The way they sold it was for regularity. Arthur said "If you eat a few tablespoons of Kellogg's Bran every morning you'll become known as a regular guy in your neighborhood." After saying this everyone would have no problem remembering the name of this product. Another time during the 50 s there was a tuna fish scare developed after some people opened cans of tuna, ate them and died. The media made tuna sales plummet everywhere. Godfrey's friend ran the Breast-O-Chicken Tuna Co. His friend said they were ready to fold up because of lack of sales. Godfrey convinced him to take some 10 minute packages of advertising on the show. Within 60 days the company's sales went up $115 \%$. Radio talk show host Larry King remembers when he was 10 years old he heard Arthur Godfrey doing a Peter Pan peanut butter commercial saying "I know you're not supposed to do this, but I'm gonna do it anyway." He put it in his mouth, and said "Aw this stuff is really good. The next time you buy peanut butter, get Peter Pan, it's really good." After hearing this, he had to go out to the store and buy some Peter Pan peanut butter. Godfrey had 81 different sponsors advertising on his shows. There was a waiting list to get on. When Arthur advertised a product there was no interruption in the show. Even companies that were not his sponsor got benefit from a Godfrey plug. Following his serious hip surgery, Arthur suffered from pain. His doctor recommended a new pain remedy called Bufferin. He tried it and he said "By golly this stuff really works. It takes the pain away." From that day on Bufferin became a most profitable company thanks largely in part to a free plug given by Arthur Godfrey. Remarkable, but true.

Humility is a familiar word in today's vocabulary, but back in the 1950s it was seldom applied to describing Arthur Godfrey. He had to be the boss, and would settle for nothing less than the $100 \%$ respect he felt was due


A hospital stay in October 1944 didn't hold Arthur back from his daily broadcasts on WABC New York and WJSV Washington. With the help of his assistant Mug Richardson, he set up shop and broadcast right from his bed. Remotes like this were almost always Arthur's idea.
him. in 1953 the biggest story to hit the airwaves was the live firing of the popular young Julius LaRosa. Three days later he fired his music conductor Archie Bleyer. Back in 1950 this was incredible news stuff. His popularity started a small decline, and his success would never reach the same lofty heights. Another incident occurred when Godfrey failed to follow commands of the flight controllers at New Jersey's Teterboro Airport. He had his flying license suspended for 6 months. Godfrey shrugged it off pleading innocence. Godfrey suffered again in the press.

By 1960 network radio virtually disappeared with the exception of network news and the Arthur Godfrey Time. Finally on April 30, 1972 the plug was pulled on the last network radio show. After 43 years on network radio Arthur Godfrey and his deep twangy voice ceased to exist on the air waves. Arthur Godfrey passed away March 17th, 1983 at the age of 79. Godfrey, whether you liked him or hated him, he was an institution. His style of down-home and down to earth style was unique. When you heard him on the radio it was like listening to an old friend or a favorite uncle. Godfrey was no actor, singer or accomplished musician. He was just himself, and probably the best salesman that ever spoke into a microphone. He was in show business for 50 years, and if you ask most people today who is Arthur Godfrey, you may probably hear . . "No not a clue."


## Tommy Dorsey and the F.B.I.



Obviously there would be no connection between Tommy Dorsey, his orchestra, "A-Tisket, A-Tasket and a nineteen-year old boy who had just been kidnapped. However, when the FBI puts its ear to the ground the strangest sort of music is heard. Hence, the story that former war correspondent Ted Malone came up with on the American network program after a visit to Washington is one to be remembered.

It seems that a young New Yorker was kidnapped one night and was duly gagged and blindfolded. The gangsters drove happily on but made one mistake they lived to regret. They played the radio.

After his release, the victim recalled that he had been driven about ten minutes before his captors turned on the car radio, that the radio was switched off right after the Dorsey arrangement, and that they had driven another twenty to twenty-five minutes. Questioned further by the FBI, the young man remembered that while he was being held he had heard the click of cues on billiard balls, the rattling of collapsible chairs, the sound of church bells ringing at ten o'clock on Sunday morning, and the noise of elevated trains. Once his captors had made a remark about a local movie.

The FBI checked the Dorsey broadcast, figured the time required to play "A-Tisket A-Tasket," and estimated additional time of the kidnapper's trip. Analyzing the information they had acquired, the government agent drew a circle around the area in which they believed the boy had been held. Then they checked every neighborhood in the circle. Finally they found a Ukrainian Hall with a pool room in the basement. There was a movie house next door and a church on the corner where the bells rang every Sunday morning at ten o'clock. The elevated train was nearby. While no one piece of evidence was conclusive, the accumulated clues made it certain that this was the place. After several days the FBI found the kidnapper's car, trailed the parties involved until they were able to build up a case. When the amazed kidnappers were confronted with this mass of evidence, they broke down and confessed.

## "dear arthur"

The following is a reprint of a letter from Fred Allen to Arthur Godfrey written in the inimitable Allen style and read by Godfrey on one of his broadcasts over CBS.

dear arthur...
i have been spending some time in old orchard beach in maine. there aren't any radios active in our neighborhood. most of the tubes blew out in the early days of the war and most people have removed the gizzards of their sets and are using their radios for bread boxes, rest homes for aged canaries . . or lobster pots. one old gentleman here, however, manages to get your program on his hearing device. instead of keeping it to himself he tells his wife. therefore the whole neighborhood is familiar with your show, about one in the afternoon. after the old gentleman gets your show he has to shake out his hearing device and lie down for half an hour as his head always buzzes when you finish. you are off at 10:00--by the time the old boy lies down, gets up, locates his wife to tell her what you've said and she drops everything to get around to the neighbors and shoots off her mouth it is generally one p.m. when i see people walking along the road chuckling to themselves after lunch i know that you have foaled some humorous remarks earlier in the day. when i see folks along with straight faces i know that either you haven't told any jokes that morning or the man with the hearing device has loused up your points in retelling. you are at the mercy of this old gentleman up here.
well the purpose of this letter, arthur, is to tell you that this week you have upset the farm area for miles around. monday, you advised people to read "the plowman's folly" and abandon plowing and go in for harrowing. the old man with the hearing device told his wife, she blabbed it around and by nightfall farmers for miles around had congregated in front of the old man's house with their plows. after a short demonstration and a mass oath to abandon plowing and go in for harrowing, the farmers departed leaving 237 plows on the old man's doorsteps.

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the old guy is pretty mad. every morning at $9: 15$ he pulls out his hearing device and refuses to listen to your show. his wife doesn't know what you are doing these days and the whole neighborhood is being deprived of the entertainment you divulge. you are losing listeners, arthur, and you will be a dead duck around old orchard until we can talk the old gentleman into inserting his hearing device again. the only way we can do this is for you to tell him what he can do with 237 plows and no suggestions as to how he can dispose of them one at a time. he is using two plows as book-ends for a large mcguffy reader and he is using one plow as a doorstop for the back door. he still has 234 plows piled up in front of his house. what can a man do with 234 plows? you had better find out pronto, the old gentleman is threatening to add another battery to his hearing device equipment and see what is going over on one of the stronger stations. you can save these listeners. let me know what your outlet here can do with the plows, i will tell him. he will pop his hearing device back in and, once again, maine will be godfrey-conscious.
sincerely...
fred allen
old orchard beach, maine

## Command Derformance

One warm afternoon in September of 1945, the greatest all star-cast ever assembled in one room gathered in the AFRS (Armed Forces Radio Service) San Francisco stu-


Dinah Shore, Ed ("Archie") Gardner and Frances Langford
dios. In the middle-sized, jam-packed room Ginny Simms rubbed elbows with Dinah Shore, Judy Garland exchanged quips with rowdy comedian Jerry Colona, Bing Crosby said an amiable how-do-you-do to Frank Sinatra. Purpose of this motley gathering was to record special Christmas week programs for U.S. servicemen who were to spend Christmas, 1945, overseas.


Kay Kyser, Frank Sinatra and Harry James
To the more than $5,000,000$ men who heard Command Performance at one time or another during its five-year history, this entertainment line-up was not surprising, however. Day in and day out, in the foxholes of Bataan or on the road to Berlin, this sparkling variety show featured more star names than any other program in broadcasting history. Free of commercials, and devoid of any excess sentimentality or cheap patriotism, the show was so well received that discharged servicemen complained that the entertainment the networks at home provided seemed tame in comparison to their beloved "C.P."

For Christmas, 1945, the boys got a really super-duper show. They were pleased to hear their favorite vocalists, Dinah Shore, Ginny Simms, Frances Langford and Judy Garland singing everything from "Achison, Topeka and the Santa Fe " to Adeste Fidelis." Music was provided by Harry James, Kay Kyser and Count Basie, with Sinatra, Johnny Mercer and Bing Crosby around to lend a hand with the vocals. The Delta Rhythm Boys and Lena Horne gave out with some blues and boogie-woogie and laughter was provided by Bob Hope and Ed ("Archie") Gardner.

When the star-studded two hours came to a conclusion, and the cast joined to sing the national anthem, more than one lad rose to his feet and felt that he wasn't so far from home despite the miles that kept him away.


FIRST CLASS MAIL


