

TUNE IN

JULY, 1946

FIFTEEN CENTS

20c IN CANADA



THE TRUTH IS—
I TAKE THE CONSEQUENCES
BY
RALPH EDWARDS

THE RADIO LISTENER'S MAGAZINE

REG. U. S. PAT. OFF.

A. N. C.



A Timely Message to Americans

from
The Secretary of the Treasury

America has much to be thankful for.

Abroad we have overcome enemies whose strength not long ago sent a shudder of fear throughout the world.

At home we have checked an enemy that would have impaired our economy and our American way of life. That enemy was inflation—runaway prices.

The credit for this achievement, like the credit for military victory, belongs to the people.

You—the individual American citizen—have kept our economy strong in the face of the greatest inflationary threat this nation ever faced.

You did it by simple, everyday acts of good citizenship.

You put, on the average, nearly one-fourth of your income into War Bonds and other savings. The 85,000,000 owners of War Bonds not only helped pay the costs of war, but also contributed

greatly to a stable, prosperous postwar nation.

You, the individual American citizen, also helped by cooperation with rationing, price and wage controls, by exercising restraint in your buying and by accepting high wartime taxes.

All those things relieved the pressure on prices.

THE TASK AHEAD

We now set our faces toward this future: a prosperous, stable postwar America—an America with jobs and an opportunity for all.

To achieve this we must steer a firm course between an inflationary price rise such as followed World War I and a deflation that might mean prolonged unemployment. Prices rose more sharply after the last war than they did during the conflict and paved the way for the depression that followed—a depression

which meant unemployment, business failures and farm foreclosures for many.

Today you can help steer our course toward a prosperous America:

—by buying all the Victory Bonds you can afford and by holding on to the War Bonds you now have

—by cooperating with such price, rationing and other controls as may be necessary for a while longer

—by continuing to exercise patience and good sense with high faith in our future.

The challenge to America of switching from war to peace with a minimum of clashing gears is a big one.

But it is a small one compared to the tasks this nation has accomplished since Sunday, December 7, 1941.

Fred W. Venson
Secretary of the Treasury

NBC Fan Fare

WHAT DO YOU KNOW ABOUT THE BEST IN RADIO?

Variety takes the spotlight on our all-star radio quiz this month, with top-ranking news commentators, actors, singers, comedians and masters of ceremonies. They're all on one network . . . so you'll come up with the correct answers if you combine the captions with your memory of the brilliant programs you listen to regularly over NBC.



1) "ONE MAN'S FAMILY" is "every man's family," so popular is this NBC Sunday hit. Minetta Ellen and J. Anthony Smythe portray the heads of the house, named . . . what?



2) TERRIFIC TENOR! These two words sum up the way Donald Dame sings light ballads and familiar classics each Sunday. In what NBC Album do you find this popular radio star?



3) METROPOLITAN OPERA STAR, Robert Merrill, is rushed by the bobby-soxers these days for the way he sings on the RCA Victor Show, Sundays over NBC. Is he a baritone, tenor or bass?



4) SWING YOUR PARTNERS! He's Joe Kelly, emcee for NBC's National Barn Dance . . . that sparkling combination of Virginia Reels, Square Dances and folk music . . . broadcast which night?



5) HONEYMOON HOSTESS, Joy Hodges, provides the melody when couples tell about their "Honeymoon in New York" on NBC's delightful real-life show. Heard how often each week?



6) YMMIJ NOSDNOMDE is Jimmy Edmondson who spells and talks backwards on NBC's comedy show and makes you look forward to Saturdays. What salty character does he talk with?



7) IT'S NORTH, SON. Pam North, that is . . . heroine of one of the fastest-moving, mystery-comedies on the air. Wednesdays over NBC. Your newspaper lists this show as . . . what?



8) DEAN OF COMMENTATORS. That's what critics call this ace radio analyst who "Edits the News" weekday nights over NBC. You've seen his face in movie newsreels. Who is he?

Turn page upside down
for the ANSWERS

1. Mr. & Mrs. Barbour 2. The American Album of Familiar Music 3. Baritone 4. Saturday 5. Five Times 6. Louie the Lobster 7. Mr. & Mrs. North 8. H. V. Kaltenborn

America's No. 1 Network



A Service of Radio
Corporation of America

... the National Broadcasting Company

Along Radio Row



ALL STEAMED UP about something, the Ol' Professor, Kay Kyser is just about to walk right off the edge of the stage in his excitement. He dons his cap and gown for the show in true family tradition. Most of Kay's family were members of the Board of Education.



LET HIM EAT CAKE but Wee Ella Logan didn't know what a big bite handsome Andy Russell could manage. Leave the fingers, pull-ease!



MANICURE FOR PHOEBE of "County Fair" is given by Lanie Harper. Allen Le Fever holds calf he has been "raising" week after week.



GINNY ENTERTAINED a healthy looking visitor when Phil Harris, deeply tanned from vacationing, was her guest on her "Ginny Simms Show." Phil lights up his pipe while discussing scripts with his hostess.



SURPRISE! Ozzie Nelson and Harriet Hilliard look on fondly as George Montgomery presents a lighted cupcake to the missus—Dinah Shore. The Nelsons gave a birthday party at Brown Derby for her.



ALL STAR JAM SESSION resulted when Bill Bendix lined up ork-leader Johnny Long as fiddler, Michael O'Shea on the drums, Perry Como on the trombone, and Billie Rogers, girl orchestra leader on the horn.



MAN AND WIFE TEAM tells all to friendly Margaret Arlen, radio commentator, as she interviews Annabella and Tyrone Power at a party given for Ty. The pair share a common interest in each other's career.



LILTIN' MARTHA TILTON was caught by the camera all wrapped in the mood of the number she was singing on "Hall of Fame."



WOW, IT'S HOT! from the expression on Lou Costello's face, as the tubby comedian pauses to sip a cup of coffee at rehearsal.



OH, BROTHER! The two outstanding members of the well-known Crosby clan are seldom photographed together but here, the roving camera found them tete-a-tete. While Bing sticks to those gaudy shirts, Bob goes in for gay ties. Get that loud neckpiece, folks!



COMING MOTHER! Ex-GI Ezra Stone tells Ed Begley and Catherine Raht of "Henry Aldrich" cast how good it feels to be "Henry" again.



IT'S A CONSTELLATION! For a group of bright stars is just what this is. Bob Hope, Frank Sinatra, Bette Davis, and Jimmy Durante all did a "Command Performance" together. This corner, during a rehearsal lull, must have provided swell listening for an eavesdropper.



"CASEY, CRIME PHOTOGRAPHER," Staats Cotsworth, makes his real-life hobby photography, too. He's studying some prize photos



LOOK OUT, TOMMY DORSEY! Van Johnson who was a guest on the Kate Smith show, gave orchestra leaders a bit of competition as he took over the baton while Ted Collins and Kate went over scripts.



A STUDY IN CHAPEAUX was viewed by women's commentator, Mary Margaret McBride at a fashion show breakfast. She had a wonderful time trying on the latest confections of the millinery trade.

TUNE IN

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ON THE COVER

RALPH EDWARDS, ZANY STAR OF "TRUTH OR CONSEQUENCES," FOR STORY TURN TO PAGE 20.

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BETWEEN ISSUES . . .

NBC's television presentation of UNO proceedings thrilled everyone including your editors...Both Hal "Gildersleeve" Peary (page 22) and Parkyakarkus planning to spend summer months filming their programs...Dick Powell, a favorite radio sleuth, is taking his role seriously. He's enrolled in a criminal psychology class at UCLA...We were amused to hear Sadie Hertz (The Problems of a Quizmaster, page 13) tell one emcee not to listen to a cohort, who, in Sadie's eyes is a phony--she uses different names to get on quiz shows...Kenny "Senator Claghorn" Delmar (watch for August issue) being signed to play a Scotland Yard inspector in new Cole Porter-Orson Welles musical...Peter Donald



of the million voices ignoring tempting offers to become a disc jockey...Judy Canova (April issue) rumored to have inherited an estate of 18th century ancestor, a famous sculptor. She's also rumored to be changing into a sophisticated glamor-gal in her next movie...We wonder if the net-



works will carry out present plans to send some top ranking stars to South America on a goodwill tour...Everyone jealous of maestro Paul Lavallo's luxurious commuting plans for the summer. He's going to travel on the Hudson River in a sixteen foot Chris Craft to get from his up-state home to the studios...

The oft-imitated Hildegard now doing a turnabout by giving a rare imitation of Mitzi Green...Bill Stern getting compliments on his new book, "My Favorite Sport Stories"...Bert Gordon, the mad Russian, giving everyone a laugh by enrolling in night school to learn--yes, you guessed it--Russian...Academy of Motion Picture Arts and Sciences inaugurated radio series with elegant reception at New York's Museum of Modern Art with Walter Pidgeon, Janet Gaynor and Bonita Granville among those present...



Sherman Dryer, Exploring the Unknown producer (June issue), announces that he wants to retire at 40 with \$300,000 in the bank. He's 32 now...Jimmie Roosevelt may turn commentator. Agencies are furiously bidding for him...Bing doesn't seem too upset over rival



crooner Perry Como's new title of one of the 10 best dressed men. (See Radio Row)...Now it's NBC's "Honeymoon in New York" which will be made into a movie...After 26 months we can at last announce it! June, our pretty switchboard girl, has welcomed Jerry home, and the whole office is starry eyed.

78

*You Don't
have to wait
for*
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RADIO FAVORITES IN**

TUNE IN

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OF MIKES AND MEN

By
TERRY WALSH

UNDER the heading of news that is sad to relate came the canceling of the original and sometimes wonderful show called "Request Performance" a few months ago. Since its debut in November of 1945, an average of 1,000 letters a week poured into the CBS studio from listeners who were happy to have the chance at long last of indicating what celebrities they would like to hear on the program and what they would like to have them do. One of the more side-splitting and delightful episodes was when a parody of "The Rover Boys" series was featured starring Orson Welles among others. We hope the strength of public opinion will force this program right back on the air lanes again before the leaves turn brown.

☆☆☆



Sour Grapes Dept. or "Why We Wouldn't Want To Be Famous." On one of the "Teen Timer's Club" broadcasts, Johnny Desmond, a newer idol of the younger set, was mobbed by the girls in the audience who made a concerted rush to the stage to get a closer look at Desmond. In the confusion, they knocked down a studio policeman, a microphone and Tom Hudson, the announcer who was talking into it at the time. Tom retained his poise long enough to bring the program to a close but had to hobble around on a cane for the next few weeks as a result of the attack.

And in the same vein, when Ray Miland was making an appearance on "Theatre Guild On The Air" just after receiving the Academy Award, the rush to waylay him after the show was so great that it caused Doris Quinlan, bright secretary of the show's producer, to remark, "What we need are ushers with Frank Sinatra experience!"

☆☆☆

Ed Begley, a very popular actor around the New York branches of the networks, is considered a good luck charm by his fellow actors. They frequently give him pennies to promote their own good fortune.

Alan Scott who does the morning show, "Once Over Lightly," wanted to do something special for his son's birthday. He hit upon the idea of giving a junior version of a stag party and invited the children of newsmen Frazier Hunt, Ken Powell, Mutual executive Tom Slater and announcer Dick Willard. A chicken pox epidemic interfered however so the daddies took over the affair themselves. Completed with paper hats, chocolate cigars, and soda pop, the men amused the "Once Over Lightly" listeners by telling stories about their children.

☆☆☆

We heard that Raymond Paige had composed a ballad titled "I Promise To Love You Forever So Please Stop Twisting My Arm." But we think Abe Burrows, radio's famed comics' comic, outdid the maestro with his opus, "You Put A Piece of Carbon Paper Under Your Heart and Gave Me Just a Copy For Your Love."

☆☆☆

The prize of \$1,500 went to a really worthy cause when it developed that the couple who broke the bank on the "Break The Bank" show, were the parents of the famous Caspar quadruplets of New Jersey.

☆☆☆



Think what sudden acclaim comes to a radio fan in his own circle of friends when he appears on a quiz show. When Sylvia Billet, a potato peeler demonstrator who plies her trade at Macy's, appeared as a contestant on "Take It Or Leave It," her hilarious performance led to the belief that she was a stooge. For some time afterwards, her potato peeling demonstration was interrupted by the inevitable question from shoppers who had heard the show. Finally she put up a sign reading: "Yes, I am the girl who was on 'Take It Or Leave It.'" She received several offers to appear on several other radio shows before the week was out.



FIBBER McGEE'S CLOSET AT 9 WISTFUL VISTA, THE SOURCE OF ONE OF RADIO'S MOST FAMOUS DINS, LOOKS LIKE THIS IN THE STUDIO WHEN A CUE FROM FIBBER SENDS SOUNDMAN HOWARD TOLLEFSON INTO ACTION. IT STARTS WITH TOLLEFSON DUMPING A WASHBASKET AND WORKS UP TO A CRESCENDO.

TUNE IN'S LISTENING POST

TUNE IN RATES SOME OF THE LEADING NETWORK PROGRAMS. THREE TABS (▼▼▼) INDICATES AN UNUSUALLY GOOD SHOW, TWO TABS (▼▼) A BETTER PROGRAM THAN MOST, AND ONE TAB (▼) AVERAGE RADIO ENTERTAINMENT.

EDITOR'S NOTE: LAST MINUTE CHANGES IN SUMMER REPLACEMENT SHOWS ARE INEVITABLE IN THE FOLLOWING LISTING.

SUNDAY

9:15 a.m. **E. POWER BIGGS (C)** The organist of the Boston Symphony Orchestra starts off Sunday morning with fine organ music. ▼

9:00 a.m. **COAST TO COAST ON A BUS (A)** This show is strictly for and about children with genial Milton Cross as the emcee. ▼▼

12:00 noon. **INVITATION TO LEARNING (C)** This is a program for deep-thinkers and heavy readers which features a discussion of the great works of literature by guest writers and educators. ▼▼

12:30 p.m. **TRANSATLANTIC CALL (C)** A CBS-BBC exchange which presents phases of American and British life from the viewing stands of New York and London. Very interesting. ▼▼▼

1:00 p.m. **CLIFF EDWARDS (A)** 15 minutes of fun and songs with oldtimer, "Ukelele Ike." ▼

1:15 p.m. **ORSON WELLES (A)** The actor-producer-writer-and who knows what else provides a highly stimulating and provocative commentary on anything he chooses. Highly recommended. ▼▼▼

1:30 p.m. **SUNDAY SERENADE (A)** Sammy Kaye's music on the sentimental side is a nice accompaniment for your Sunday dinner if you don't mind the poetry thrown in. ▼▼

1:30 p.m. **CHICAGO ROUND TABLE (N)** Some distinguished guest speakers enter into stimulating discussions on the state of the world. Good. ▼▼

2:00 p.m. **RADIO EDITION (C)** A program of dramatic vignettes culled from articles and stories in a certain small magazine. One big name dramatic star is featured in a sketch. ▼▼

2:00 p.m. **HARVEST OF STARS (N)** Raymond Massey does the narration on this pleasant program, music under the direction of Howard Barlow. ▼

2:00 p.m. **WARRIORS OF PEACE (A)** Dramatizations which are designed to emphasize the importance of the Army's peacetime role. It features theatrical personalities and top-ranking Army officers. ▼

2:30 p.m. **HOLLYWOOD STAR TIME (C)** Adaptations of films crammed into a half-hour space and featuring movie stars. Fairly routine. ▼

2:30 p.m. **JOHN CHARLES THOMAS (N)** The popular baritone is emcee. The Ken Darby Chorus is featured and Johnny Nesbitt spins some tales. ▼

3:00 p.m. **ELMER DAVIS (A)** The expert commentator gives his very worth while views on what's happening in America. ▼▼

3:00 p.m. **CARMEN CAVALLERO (N)** You'll get a pleasant dose of Cavallero's music with a commentary from Max Hill thrown in. ▼▼

3:00 p.m. **SUMMER SYMPHONY (C)** The CBS Symphony Orchestra replaces the N. Y. Philharmonic for the summer months. Music lovers will have the opportunity of hearing several premiere performances of contemporary works as well as the masterpieces of standard symphonic repertory. ▼▼▼

3:30 p.m. **ONE MAN'S FAMILY (N)** American family life is here portrayed at its finest. Expertly devised scripts featuring some of radio's very finest performers. Good listening for all ages. ▼▼▼

4:30 p.m. **TRUE DETECTIVE MYSTERIES (M)** Actul cases of criminal goings-on dramatized moderately well. ▼



Lamont "The Shadow" Cranston and Margo in the usual tight corner

EASTERN STANDARD TIME INDICATED. DEDUCT 1 HOUR FOR CENTRAL TIME—3 HOURS FOR PACIFIC TIME. NBC IS LISTED (N), CBS (C), AMERICAN BROADCASTING CO. (A), MBS (M). ASTERISKED PROGRAMS (*) ARE REBROADCAST AT VARIOUS TIMES; CHECK LOCAL NEWSPAPERS.

4:30 p.m. **DEEMS TAYLOR (N)** The nationally known composer and critic jousts amusingly with Kenny Delmar over the relative value of symphony and swing. Guest stars also appear with Raymond Paige's orchestra. Robert Merrill, baritone, is featured. ▼

4:30 p.m. **NELSON EDDY (C)** The baritone gives his usual repertoire of light operatic music against the background of Robert Armbruster's music. ▼

5:00 p.m. **SYMPHONY OF THE AIR (N)** The accomplished music of the NBC orchestra with guest conductors. ▼▼▼

5:00 p.m. **FAMILY HOUR (C)** Semi-classical music is the drawing card on this restful program with different soloists each week. ▼▼

5:30 p.m. **COUNTERSPY (A)** David Harding is still chasing those old spies with great effect. ▼▼

5:30 p.m. **QUICK AS A FLASH (M)** A type of quiz that is a little different in form, featuring some drama. Moves quickly and is well gotten up. ▼▼

5:45 p.m. **WILLIAM L. SCHIRER (C)** The former European war correspondent is one of the softer spoken and more qualified of the news analysts. ▼▼

6:00 p.m. **ADVENTURES OF OZZIE AND HARRIET (C)** A light and frothy skit about the Nelsons which sometimes turns out to be mildly amusing. ▼▼

6:00 p.m. **HALL OF FAME (A)** A variety show under the talented aegis of Paul Whiteman who introduces various guests to do their stints. Martha Tilton is vocalist. ▼▼

6:30 p.m. **SUNDAY EVENING PARTY (A)** An uninspired but pleasant enough half-hour of music by Phil Davis and orchestra with vocalists. ▼

7:00 p.m. **DREW PEARSON (A)** One of the liveliest and most controversial of the commentators. ▼

7:00 p.m. **THIN MAN (C)** Nick and Nora Charles are a young couple who can never seem to keep their noses out of intrigue, romance or murder. The cosiness of this pair's conversation will occasionally make the listener squirm. ▼

7:30 p.m. **BANDWAGON (N)** Cass Daley is the raucous mistress of ceremony presiding over a different guest band every week. ▼

*7:30 p.m. **THE QUIZ KIDS (A)** The junior brain trust continues to startle Ar. erica with their knowledge of anything and everything. Very entertaining as a rule, with pleasant Joe Kelly in charge. ▼▼▼

*7:30 p.m. **BLONDIE (C)** Each week Blondie gets Dagwood or the young one out of some scrape. Routine entertainment. ▼

8:00 p.m. **MEDIATION BOARD (M)** Mr. Alexander does his best to settle the woes of the general public aided by experts in the human relations field. ▼▼

8:00 p.m. **SUNDAY EVENING HOUR (A)** A full hour of good music which is a bit lighter in tone now that warm weather is here. ▼▼▼

8:30 p.m. **CRIME DOCTOR (C)** Some pretty bright criminals turn up on this show but Doctor Ordway manages to trip them up. ▼▼

9:00 p.m. **MANHATTAN MERRY-GO-ROUND (N)** A musical variety with a long list of entertainers but not too original in content. ▼

9:00 p.m. **WALTER WINCHELL (A)** The commentator combines anti-fascist propaganda with saucy innuendos about Hollywood and New York characters. ▼▼

9:00 p.m. **EXPLORING THE UNKNOWN (M)** An interesting and different scientific program which is very well done and deserves attention. ▼▼

9:30 p.m. **F. H. LAGUARDIA (A)** New York's former mayor holds forth on his views of what's wrong with the world for fifteen entertaining minutes. ▼▼

9:30 p.m. **DOUBLE OR NOTHING (M)** Ho-hum, another quiz show. ▼

9:30 p.m. **AMERICAN ALBUM OF FAMILIAR MUSIC (N)** Old and new songs beloved by Americans are featured by the Haenschen Concert Orchestra with Evelyn Mac Gregor of the deep voice as a regular and guests. ▼▼

9:30 p.m. **STAR THEATRE (C)** The almost too ebullient James Melton with guests and a comedian. ▼▼

10:00 p.m. **HOOR OF CHARM (N)** Well, it's the all-girl orchestra determined to get on your nerves or charm you depending on you. ▼▼

10:00 p.m. **TAKE IT OR LEAVE IT (C)** Phil Baker keeps this quiz show fairly lively with his quips. ▼▼

10:00 p.m. **THEATRE GUILD ON THE AIR (A)** The illustrious Theatre Guild condenses its Broadway hits into an hour show which sometimes comes off very well and sometimes not. Fine attempt though. ▼▼▼

10:30 p.m. **WE, THE PEOPLE (C)** A sometimes amazing show which tries to bring a cross-section of the American people and their activities to the mike and often succeeds. ▼▼▼



All in the family is the Lombardo band. Treble to bass are Carmen, Lebert, Victor and Guy

MONDAY

8:00 a.m. **WORLD NEWS ROUND-UP (N)** James Stevenson reviews the morning news and calls in staff correspondents from Washington and abroad. ▼▼

*9:00 a.m. **BREAKFAST CLUB (A)** Jaunty, entertaining early morning program, with Don McNeill emceeding for a surprisingly talented and wide awake cast. ▼▼

9:45 a.m. **FACTS AND FACES (N)** Colorful stories by Robert St. John about people you'll be interested in hearing about. ▼

10:00 a.m. **VALIANT LADY (C)** High-tensioned soap opera for housewives who want to start off their day with a sigh. ▼

10:30 a.m. **HYMNS OF ALL CHURCHES (A)** All kinds of familiar and unfamiliar church music. ▼

10:45 a.m. **ONE WOMAN'S OPINION (A)** Lisa Sergio analyzes the world news in her crisp, precise accent. ▼▼

*10:45 a.m. **BACHELOR'S CHILDREN (C)** Dr. Graham solves his personal problems, and those of his patients, five days a week. Very popular morning serial, better written than most. ▼▼

11:00 a.m. **FRED WARING (N)** The genial band-leader presides over a show that is so good it can hold its own with the best of the evening programs. Every week-day. ▼▼▼

12:00 p.m. **KATE SMITH (C)** According to the Hooper polls, one of the top daytime programs in America. And there's a reason why. ▼▼▼

12:45 p.m. **MAGGI'S PRIVATE WIRE (N)** 15 minutes of stylish chatter by another one of these gals who seems to know just everybody and do everything. ▼

1:15 p.m. **CONSTANCE BENNETT (A)** The film star hands out tips on grooming, new gadgets, Hollywood gossip and some rather brittle philosophy. ▼

1:45 p.m. **YOUNG DR. MALONE (C)** The highly traveled young medico is the central character in this entertaining daily serial. ▼▼

2:00 p.m. **THE GUIDING LIGHT (N)** Early afternoon love story, heavy on pathos, light on humor. ▼

2:15 p.m. **ETHEL AND ALBERT (A)** Peg Lynch and Alan Bunce dramatize very humorously the small problems that upset the domestic tranquility of a young married couple. ▼▼

2:15 p.m. **TODAY'S CHILDREN (N)** A long-time favorite with daytime radio listeners. A melodramatic rendition of the problems that face the younger generation. ▼

2:30 p.m. **QUEEN FOR A DAY (M)** From an hysterical studio audience each day a new Queen is selected and crowned, and given 24 hours in which to do whatever she wants to do. The tuner-in doesn't have half as much fun as the contestants. ▼

3:00 p.m. **CINDERELLA, INC. (C)** Mrs. America gets another chance to brave mike fright and haul off some goods. Four housewives per month receive self-improvement courses and tell you all about them. Well, it's constructive, anyway. ▼

4:00 p.m. **HOUSE PARTY (C)** Everything happens on this 5-day-a-week program of audience-participation stunts. Great fun, some days. ▼▼

5:00 p.m. **SCHOOL OF THE AIR (C)** Radio's leading educational program. Each day, five days a week, a different subject is taught: Mon., American History; Tues., Music Appreciation; Wed., Science; Thurs., Current Events; Fri., World Literature. ▼▼▼

5:15 p.m. **SUPERMAN (M)** Children love this fantastic serial, and its flamboyant hero—a guy who gets in and out of more tight squeezes than you'll care to remember. ▼

5:30 p.m. **CAPTAIN MIDNIGHT (M)** The fearless World War pilot and his adventures with spies and children. Fun for children. ▼

7:00 p.m. **MYSTERY OF THE WEEK (C)** The little Belgian detective, Hercule Poirot, has popped up again with his usual deductive genius for solving crimes. ▼▼

7:00 p.m. **FULTON LEWIS, JR. (M)** Fifteen minutes of the latest news, with interpretive comments. ▼

7:15 p.m. **NEWS OF THE WORLD (N)** John W. Vandercook in New York, Morgan Beatty in Washington, and correspondents around the globe via short wave. ▼▼

*8:00 p.m. **LUM 'N ABNER (A)** The old Pine Ridge pair are as rustic as ever. ▼

8:00 p.m. **JACKIE COOGAN SHOW (C)** A comedy-drama starring the former famous child star who turned out to have a very good voice for radio. ▼▼

*8:15 p.m. **HEDDA HOPPER (A)** From the West Coast comes 15 minutes of lively chatter from the highly-read movie gossip columnist. ▼

8:30 p.m. **FAT MAN (A)** Dashiell Hammet's latest creation manages to mix wit, romance and mystery-solving into a half hour show for detective fans. ▼▼

8:30 p.m. **JOAN DAVIS (C)** The lively, uninhibited comedienne in a popular comedy series. Andy Russell provides the vocals. Harry von Zell is the dapper straight man. ▼▼

9:00 p.m. **RADIO THEATER (C)** One of radio's top dramatic shows: smooth, professional adaptations of the better movies. ▼▼▼

*9:00 p.m. **TELEPHONE HOUR (N)** One of the best of the Monday evening musical programs; with Donald Voorhees conducting the orchestra, and a new guest star each week. ▼▼▼

9:00 p.m. **I DEAL IN CRIME (A)** Another crime show with William Gargan as the super-sleuth. ▼

9:30 p.m. **GUY LOMBARDO (M)** The "sweetest music this side of heaven" as Lombardo fans describe it, is on for a half-hour. ▼▼

TUNE IN'S LISTENING POST (continued)

9:30 p.m. **FOREVER TOPS (A)** Paul Whiteman and ork featuring tunes that never die and anecdotes about the songs by Whiteman himself. ▼▼

10:00 p.m. **FIGHTS (M)** All summer long, the men-folks can enjoy a ringside seat at the boxing matches right at home. ▼▼

10:00 p.m. **CONTENTED PROGRAM (N)** Light and semi-classical music, sung by guest stars with the orchestra conducted by Percy Faith. ▼▼

10:00 p.m. **SCREEN GUILD PLAYERS (C)** Good radio plays adapted from outstanding movies; featuring Hollywood stars in the leading roles. ▼▼

10:30 p.m. **LEFTY (C)** The episodes in the life of a fabulous baseball player is the hilarious theme of this comedy series. ▼

10:30 p.m. **DR. I. Q. (N)** A quiz show that's apt to get on your nerves. ▼

11:00 p.m. **NEWS AND NEWS ANALYSIS (C)** Two experts—John Daly and Larry Lesueur—combine their talents to bring you the latest news and interpret it. ▼▼▼

TUESDAY

9:15 a.m. **ARTHUR GODFREY (C)** Godfrey in his insouciant way, is as refreshing as can be as he kids his way through the morning news. ▼▼

10:00 a.m. **MY TRUE STORY (A)** Human interest stories built around real-life incidents, pretty dull and routine. ▼

10:00 a.m. **LONE JOURNEY (N)** Soap opera with a Montana Ranch locale. Stars Staats Cotsworth and Charlotte Holland. ▼

10:15 a.m. **LORA LAWTON (N)** Radio's Washington story, with its young heroine facing bureaucrats and personal problems with equal fortitude. Daily except Saturdays and Sundays. ▼

11:15 a.m. **ELSA MAXWELL'S PARTY LINE (M)** The professional party-thrower and columnist turns her vast supply of energy to radio. Limited appeal, but more stimulating than many daytime shows. ▼▼

11:45 a.m. **DAVID HARUM (N)** One of America's favorite characters acts as Cupid and Mr. Fix-it to a host of people. ▼

12:00 a. **GLAMOUR MANOR (A)** Cliff Arquette and his own cast of characters take up part of the week, an audience participation goes on the other two days. Pretty funny—sometimes. ▼

*1:15 p.m. **MA PERKINS (C)** Another one of radio's self-sacrificing souls, who likes to help other people solve their problems. ▼

2:30 p.m. **WOMAN IN WHITE (N)** Soap opera with a hospital background; more entertaining than most. ▼▼

4:00 p.m. **JACK BERCH SHOW (A)** Fifteen minutes of popular tunes sung and whistled by the genial Berch. ▼

4:30 p.m. **TIME FOR WOMEN (A)** A bright young lady, Shelley Mydans presents the news with the woman's slant and interviews some pretty interesting people. ▼▼



Cliff Arquette, the owner-manager of "Glamour Manor," is unmoved by complaints of his guests

*8:00 p.m. **BIG TOWN (C)** Murder, kidnapping, and other varied forms of violent activity are day by day occurrences in this fast-paced series of melodramas. ▼▼

8:00 p.m. **FOLLIES OF 1946 (N)** Singers Johnny Desmond, Margaret Whiting, humorist Herb Shriner. The "Follies" idea is represented by a chorus of 16 girl vocalists! ▼

8:00 p.m. **NICK CARTER (M)** The Master-Detective of long standing chases the underworld characters with a great deal of zest. Children will like it. ▼

8:30 p.m. **DATE WITH JUDY (N)** A light-hearted saga of teen age troubles taken very seriously by the adolescents. Younger listeners will like it. ▼

8:30 p.m. **THEATER OF ROMANCE (C)** Hit movies condensed into a fairly entertaining half-hour of radio entertainment. The big-time movie stars recreate some of their famous roles. ▼▼

8:30 p.m. **ADVENTURES OF THE FALCON (M)** James Meighan is the radio "Falcon," and is almost as smooth and polished as George Sanders in the cinema version. ▼▼

*8:30 p.m. **DARK VENTURE (A)** This is a series for the psychology student to get a work-out on. The dramatizations are full of suspense and now and then a murder. ▼▼

9:00 p.m. **INNER SANCTUM (C)** For those who like bloody murders and lots of them, this is tops. ▼▼▼

9:15 p.m. **REAL STORIES (M)** The true story idea condensed into such a small spot that it really doesn't mean much. ▼

9:30 p.m. **AMERICAN FORUM OF THE AIR (M)** The oldest forum program on the air. Four guests discuss controversial topics. Theodore Granick is moderator. ▼

9:30 p.m. **DOCTORS TALK IT OVER (A)** Prominent physicians discuss today's medical problems. ▼

9:30 p.m. **THIS IS MY BEST (C)** Expert adaptations of good short stories and novels, well-acted by Hollywood guest stars. Superior entertainment. ▼▼▼



Ol' professor Kay Kyser signals for silence at "College of Musical Knowledge" rehearsal

WEDNESDAY

*10:45 a.m. **THE LISTENING POST (A)** Dramatized short stories from a leading national magazine; well-written and acted; a superior daytime show. ▼▼▼

11:30 a.m. **BARRY CAMERON (N)** Serial based on the emotional difficulties of a discharged soldier, a soap-operatic treatment of a problem that deserves more serious consideration. ▼

11:30 p.m. **TAKE IT EASY TIME (M)** A clever program idea that advises the housewife to take her sit-down tasks (silver-polishing, etc.) to the loudspeaker to hear the Landt Trio sing and "Helpful Dan" deliver housekeeping hints. ▼▼

12:15 p.m. **MORTON DOWNEY (M)** Songs and ballads by the perennially popular Irish tenor. ▼▼

1:45 p.m. **JOHN J. ANTHONY (M)** Mr. Anthony dispenses advice to members of his bewitched, bothered, and bewildered studio audience. ▼

2:30 p.m. **BRIDE AND GROOM (A)** It seems that people want to get married over the air now. That's what this one's all about. ▼

3:00 p.m. **YOU'RE IN THE ACT (C)** Veteran entertainer Nils T. Granlund allows members of the studio audience to do anything they please before the mike in this Monday through Friday show. Pretty funny. ▼

3:30 p.m. **PEPPER YOUNG'S FAMILY (N)** Very entertaining afternoon show—the story of an average American family told without the unhealthy emotionalism of most daytime serials. ▼▼

*5:15 p.m. **DICK TRACY (A)** The adventures of the square-jawed detective among a group of the most unsavory criminals ever conceived. For children only. ▼

6:30 p.m. **EILEEN FARRELL (C)** The Columbia Concert Orchestra provides the background for one of the most pleasing soprano voices in radio. For fifteen minutes only. ▼▼

*7:00 p.m. **SUPPER CLUB (N)** Good fifteen-minute variety, starring Perry Como and Jo Stafford. Martin Block as M.C. ▼▼

7:30 p.m. **LONE RANGER (A)** This Western is popular with children, and Poppa might be mildly interested too. ▼▼

7:30 p.m. **ELLERY QUEEN (C)** Ellery doing the unusual in-crime detection, aided by Nicki, Inspector Queen and Sergeant Velie, is as fascinating as ever. ▼

7:45 p.m. **H. V. KALTENBORN (N)** The professorial news analyst in a leisurely discussion of the day's headlines. ▼▼

8:00 p.m. **MR. AND MRS. NORTH (N)** Joseph Curtin and Alice Frost star as Jerry and Pam North who, no matter what they're doing, manage to stumble over a corpse and solve a mystery. Good. ▼▼

8:00 p.m. **JACK CARSON (C)** The ace movie comedian has developed a very slick microphone technique. Randy Stuart is the latest addition to a crack cast of stooges that includes Arthur Treacher, Dave Willock and seven-year-old Norma Nilsson. ▼▼

8:30 p.m. **FRESH-UP SHOW (M)** Second-rate variety show, with comedy by Bert Lahr, songs by Ruth Davy, music by Russ Cates. ▼

8:30 p.m. **FISHING AND HUNTING CLUB (A)** Informal discussions of some of the joys and tribulations that confront the sportsman. ▼

*8:30 p.m. **DR. CHRISTIAN (C)** Jean Hersholt stars in this saga of a country doctor; good entertainment, if you don't take it too seriously. ▼▼

9:00 p.m. **FRANK SINATRA (C)** After all is said and done, the point remains that Sinatra is still pretty handy with a popular tune. ▼▼

9:30 p.m. **SO YOU WANT TO LEAD A BAND (A)** Sammy Kaye gives out that familiar swing and sway music, then gets members of the audience up to do a little stick-waving. Generally good fun. ▼

9:30 p.m. **MR. DISTRICT ATTORNEY (N)** Jay Jostyn and Vicki Vola star as the D.A. and his pretty girl Friday, and get in and out of tight squeezes week after week. Probably the top radio action thriller. ▼▼▼

9:30 p.m. **XAVIER CUGAT (M)** The maestro's latin rhythms will make you take up your rhumba practice in no time. ▼

10:30 p.m. **HOLIDAY FOR MUSIC (C)** Curt Massey and Kitty Kallen are the vocalists with the orchestra of the talented David Rose. ▼▼

10:30 p.m. **ANDREWS SISTERS (C)** Maxene, Patty and LaVerne in their own variety show, singing as off-key and as enthusiastically as ever. ▼▼



Frank Morgan joins in a rousing chorus with Eddy Duchin at the keyboard on "Music Hall"

THURSDAY

*10:30 a.m. **ROMANCE OF EVELYN WINTERS (C)** Each day a new chapter in the lady's complicated love life. ▼

11:45 a.m. **TED MALONE (A)** A short recital of human interest tales and incidental thoughts in Malone's soothing voice. ▼

5:45 p.m. **TOM MIX (M)** Stock cowboy characters and situations slanted towards the after-school trade, particularly the boys. ▼

*7:30 p.m. **PROFESSOR QUIZ (A)** The ubiquitous quiz show again by the man who's brave enough to claim to be radio's original quiz master! ▼

8:00 p.m. **CARRINGTON PLAYHOUSE (M)** An interesting experiment which is designed to bring forth new script writers. Original prize-winning dramatizations are featured. ▼▼

*8:00 p.m. **SUSPENSE (C)** Radio's psychological thrillers, one of the finest mystery shows on the air. With different movie stars as guests each week. ▼▼▼

*8:15 p.m. **EARL GODWIN (A)** The well-known news analyst presents his views. ▼▼

8:30 p.m. **ROGUE'S GALLERY (M)** Dick Powell plays Richard Rogue, detective in a fast-moving series of who-dun-its.

*8:30 p.m. **AMERICA'S TOWN MEETING (A)** Usually stimulating, four-part discussions on subjects of note, with the studio audience pitching in afterwards to ask questions. ▼▼▼

9:00 p.m. **GABRIEL HEATER (M)** A favorite American commentator interprets the news and the condition of your teeth almost in the same breath. ▼

9:30 p.m. **TREASURE HOUR OF SONG (M)** A program of light, pleasant music with Lucia Albanese and Francesco Valentino. Alfredo Antonini conducts.



Tom Howard, emcee of "It Pays to be Ignorant," despairs of the sanity of his trio of zanies.

FRIDAY

9:00 a.m. **FRAZIER HUNT (M)** The former magazine correspondent in a daily series of comments on the news. ▼▼

10:30 a.m. **ROAD OF LIFE (N)** The day to day happenings in the life of a Chicago family; less of an emotional strain and better written than most serials. ▼

11:00 a.m. **BREAKFAST IN HOLLYWOOD (A)** Tom Breneman asks the studio audience their names, insults them, and makes them laugh. Very brisk and chipper show. ▼▼

4:30 p.m. **LORENZO JONES (N)** The story of the small-town inventor and his wife Belle, told with more comedy than most daytime serials. ▼▼

*5:00 p.m. **TERRY AND THE PIRATES (A)** All the characters of the comic strip come to life in this serial, a favorite with kids. ▼

5:30 p.m. **JUST PLAIN BILL (N)** Good, kindly Bill Davidson dispenses advice on mortgages, love affairs, and other sundry matters. ▼

5:45 p.m. **FRONT PAGE FARRELL (N)** The story of David and Sally Farrell and their journalistic adventures in Manhattan. Well-written, well-acted serial. ▼▼

7:30 p.m. **GINNY SIMMS (C)** Ginny still melts the air waves with that smooth voice. ▼▼

8:00 p.m. **HIGHWAYS IN MELODY (N)** Paul Lavallo and his orchestra in an excellent half hour of music; guest star. ▼▼

8:00 p.m. **THE ALDRICH FAMILY (C)** There is a tendency to let good old Henry's situations coast along on past credits. A little staleness creeps in now and then. ▼

8:00 p.m. **PASSPORT TO ROMANCE (M)** Variety show with Mitzi Green, Larry Brooks and Eddie Nugent. A light plot is used with much rather nice singing of popular tunes. ▼▼

8:30 p.m. **KATE SMITH (C)** Kate returned to her old network with less drama and more of her songs. ▼▼

8:30 p.m. **SO YOU THINK YOU KNOW MUSIC (M)** Music lovers will be amused and interested to hear guest experts toss around some intricate questions. ▼

*8:30 p.m. **THIS IS YOUR FBI (A)** More spy stories but these are based on actual facts from FBI files. Sometimes exciting. ▼

9:00 p.m. **ALAN YOUNG (A)** The youthful Canadian comic is just as funny as his sometimes limited script permits. ▼▼

9:00 p.m. **PEOPLE ARE FUNNY (N)** Unfortunately only sometimes are people really funny. ▼

9:00 p.m. **IT PAYS TO BE IGNORANT (C)** And sometimes it pays to listen to this completely mad group of folks who have more fun than anybody by just being dumb. ▼▼

9:30 p.m. **THE SHERIFF (A)** Another western, but with a definite appeal for adults. The Sheriff's Cousin Cassie is always good for more than one laugh. ▼▼

(CONTINUED ON NEXT PAGE)

TUNE IN'S LISTENING POST (continued)

9:30 p.m. **HARRY JAMES (M)** There's not much to be said about this man's orchestra. He is pretty darn polished. ▼▼▼

9:30 p.m. **WALTZ TIME (N)** A nice dreamy session of tunes with deep-voiced Evelyn MacGregor singing. ▼▼▼

9:30 p.m. **DURANTE AND MOORE (C)** One of the slickest comedy teams that has turned up in radio in years. Very funny, and highly recommended. ▼▼▼

10:00 p.m. **MOLLE MYSTERY THEATER (N)** Geoffrey Barnes narrates another thriller series to chill your blood. ▼

10:00 p.m. **DANNIE KAYE (C)** The comic's scripts have improved immeasurably and so has his own mike technique. Goodman Ace appears on the show as well as writing it and Butterfly McQueen is a riot. ▼▼▼

10:30 p.m. **MEET THE PRESS (M)** A forum of four newspapermen toss questions at one outstanding personality in the news each week. Quite interesting. ▼▼

11:30 p.m. **VIVA AMERICA (C)** A Latin American musical review that's very nicely done. ▼▼

11:15 p.m. **IN MY OPINION (C)** A series which goes on nightly and features opinions of people in the fields of science, sports, public affairs, and journalism. Here is the line-up: Mon. and Thurs.—Columnists and correspondents on World News, Tues.—Frontiers of Science, Wed.—Word From The Country, Fri.—Report from Washington, Sat.—Sports Arena, Sun.—Report from UNO. ▼▼

11:30 p.m. **TALES OF THE FOREIGN SERVICE (N)** The files of the foreign service are incorporated into a dramatic series that is fascinating "cloak and dagger" stuff. ▼



Conductor of the Boston "Pops," Arthur Fiedler dresses casually for the orchestra's rehearsal.

SATURDAY

10:00 a.m. **EILEEN BARTON SHOW (N)** Directed to the teen-age group, this has Art Ford as emcee, Warde Donovan as the singer. Much screaming and yelling. ▼

10:30 a.m. **ARCHIE ANDREWS (N)** Very funny adventures of teenage Archie and his high school pals. ▼▼

11:00 a.m. **TEEN TIMERS CLUB (N)** Another show for the teen agers but this one may catch on and become a nation-wide organization. Johnny Desmond is the singer; a well-known person delivers tolerance message each week. The idea is a good one. ▼▼

11:05 a.m. **LET'S PRETEND (C)** A children's program of long standing specializing in putting on rather original productions of familiar fairy tales. ▼▼

11:30 a.m. **LAND OF THE LOST (M)** A delightful fantasy for children; all about a wonderful kingdom under the sea. ▼▼▼

11:30 a.m. **BILLIE BURKE (C)** Some of Billie's comedy situations are rather strained but she is rather cute when the script permits. ▼

11:30 a.m. **SMILIN' ED McCONNELL (N)** Although many people consider this genial gentleman long on personality and short on talent, he has a devoted following among Saturday morning extroverts. ▼

12:00 n. **HOUSE OF MYSTERY (M)** Hair-raising psychological stories for consumption with lunch. Indigestion is warded off at the end of the show when some simple scientific explanation is given for the strange doings. ▼

12:00 n. **THEATER OF TODAY (C)** The productions are certainly not good theater but it is a switch from soap operas. ▼

12:30 p.m. **SNOW VILLAGE SKETCHES (M)** Parker Fennelly and Arthur Allen provide homey, rustic amusement in this old time setting. ▼▼

1:00 p.m. **FARM AND HOME HOUR (N)** One of the better public service programs, this one dealing with some of the problems that confront the American farmer. ▼▼

1:00 p.m. **GRAND CENTRAL STATION (C)** Slick, professional dramatic series, featuring stars from the big Broadway plays. Some of the stories are corny, but the show is always neatly produced. ▼▼

2:00 p.m. **OF MEN AND BOOKS (C)** Reviews of the new best-sellers, a program designed for the bookworms. ▼▼

2:30 p.m. **COLUMBIA WORKSHOP (C)** A return of the very original dramatic productions that gave radio a new lift. New material, techniques and formats come out of this excellently produced series. ▼▼▼

4:00 p.m. **DOCTORS AT HOME (N)** Timely dramatizations of interesting new discoveries in medicine. ▼

5:00 p.m. **PHONE AGAIN, FINNEGAN (N)** A comedy-drama starring Stuart Erwin as the manager of "The Welcome Arms," a zany hotel. ▼▼

5:45 p.m. **TIN PAN ALLEY OF THE AIR (N)** A lively variety show with singing and all kinds of carrying on. ▼

6:00 p.m. **QUINCY HOWE (C)** One of the better news analysts discusses the state of the world. ▼▼

6:15 p.m. **AMERICAN PORTRAIT (C)** Biographical dramatizations of lives of great Americans. ▼

6:15 p.m. **PEOPLE'S PLATFORM (C)** Forums on some of the topical problems of the day; guest speakers; usually very good. ▼▼▼

7:00 p.m. **OUR FOREIGN POLICY (N)** Outstanding statesmen and government officials discuss each week some current issue in America's world diplomacy. You'll have to be interested to enjoy this. ▼▼

7:30 p.m. **TONY MARTIN (C)** The popular singer is heard with Al Sack's orchestra. ▼

8:00 p.m. **THE LIFE OF RILEY (N)** William Bendix in a fair-to-middling comedy series about life in Brooklyn. ▼

8:00 p.m. **TWENTY QUESTIONS (M)** Bill Slater interviews a panel of guest stars in an amusing version of the old question game. ▼

8:30 p.m. **FAMOUS JURY TRIALS (A)** Court room dramas that really happened are aired using fictitious names and places, of course. Pretty good cast and usually quite interesting. ▼▼

8:30 p.m. **TRUTH OR CONSEQUENCES (N)** A fast-moving quiz show that will be funnier when it's televised. Ralph Edwards is the impresario. ▼▼

8:30 p.m. **MAYOR OF THE TOWN (C)** Lionel Barrymore and Agnes Moorhead in an uneven dramatic series. Miss Moorhead is just about radio's top dramatic star, however, and is well worth listening to. ▼▼

8:30 p.m. **HARRY SAVOY (M)** A routine comedy show with Vera Holly as vocalist. The gags are rather stale. ▼

9:00 p.m. **LEAVE IT TO THE GIRLS (M)** Paula Stone and other leading glamor girls have a half-hour hen-fest over the air with entertaining results usually. ▼▼▼

9:00 p.m. **NATIONAL BARN DANCE (N)** Saturday night vaudeville with a rural flavor. With Lulu Belle and Scotty heading a large cast. ▼

9:00 p.m. **YOUR HIT PARADE (C)** The nation's top ten tunes, well played by Mark Warnow and his band and sung by Joan Edwards and Dick Todd. ▼▼

9:00 p.m. **GANGBUSTERS (A)** A show that dramatizes actual crimes, naming names, dates, places. Good listening. ▼▼

9:30 p.m. **BOSTON POPS ORCHESTRA (A)** Arthur Fiedler conducts this traditional summertime series of "Pops" concerts which is wonderful to hear. ▼▼▼

9:30 p.m. **CAN YOU TOP THIS? (N)** Peter Donald, Harry Hershfield, Senator Ford and Joe Laurie, Jr., try to outshine one another, while the Laugh Meter gauges the results. For those who like their fun frenetic. ▼▼

9:45 p.m. **SATURDAY NIGHT SERENADE (C)** Sentimental tunes, hit songs, light classics, carefully blended, well played and sung. ▼▼

10:00 p.m. **CHICAGO THEATER OF THE AIR (M)** Pleasant, well-done condensations of the famous operettas. With Marion Claire. ▼

10:30 p.m. **GRAND OLE OPERY (N)** Red Foley and company in another Saturday night slanted toward the hill-billy trade. This one is more authentic than most; many of the featured songs are authentic American folk ballads. ▼▼



PHIL BAKER'S AUDIENCE CAN MAKE A CHOICE — "TAKE IT OR LEAVE IT." BUT PHIL HAS NO CHOICE BUT TO TAKE IT

HEADACHES OF A QUIZMASTER

DON'T FALL FOR THAT HEARTY LAUGH—HE'S THE NO. 1 ASPIRIN-ADDICT

So you think putting on a quiz show is a barrel of fun? Brother, you don't know from murder! Those genial quizmasters who exude effervescence and froth into your radio set consume more aspirin daily than a two-headed man with prickly scalp.

Have you ever been close enough to an emcee to try to count the lines on his forehead? Don't do it unless you've got the afternoon off. You ask what his problems are? Listen—have you ever heard of a Hooper—or a Crossley—or mike fright—profession-

By **GORDON BUSHELL.**

al contestants—blue ad libs—or mike boners? Those are a few—but just a few—of the aspirin-inciters for the average quiz emcee.

You think putting on quiz shows is fun because the quizmaster is always bubbling? That's just the bromo he took before the show. The whole program rests on him and sagging shoulders reflect how well he bears up under the responsibility.

When Hooper and Crossley ratings

—the yardstick of the program's popularity—fall off, it's the emcee's mailbox that catches the fatal pink slip. Producers and sponsors are not interested in even the most valid excuses. It may be the truth that mike-frightened contestants, professionals, drunks, or wise guys doomed a show, but it'll be the quizmaster who pays the consequences. To hold listeners, each show must be as good as the one that preceded it. Before listeners tire of one routine, a new one must be inserted. As a result, there is little



SONO OSATO AND LEONARD BERNSTEIN "THINK THEY KNOW MUSIC"



"PRO" QUEEN SADIE HERTZ OUTQUIPS EMCEE JOHN REED KING

rest for the emcee. Before one show hardly is over, he must be planning for the next one, seeking new innovations, searching for unique prizes, and listening to past broadcast transcriptions for flaws.

Problems arise daily and at every show, but the top headache for every emcee is the "professional contestant." Constantly plagued by these regulars, emcees sometimes must resort to devious devices to keep them off the air. Today there are about twenty known professionals and they are pretty effectively barred, but new ones constantly crop up.

There is, however, one regular who is not unwelcome on some shows. She is a Brooklyn housewife by name of Sadie Hertz. Sadie, though she never is planted on a show, often draws a lucky number and gets on by the same process that a once-in-a-lifetime contestant does. Sadie has been on practically every quiz show in radio, on many more than once. In fact, there are only three major shows that she has missed.

If Sadie's not on a program—through no fault of her own—she's out in the audience. Since quiz shows are aired throughout the day, she spends her waking hours at the studios. She is reported to have once been asked by an emcee "Mrs. Hertz, being a housewife is considered a full time job. How do you explain your

continual presence at the studios?" To which Sadie promptly replied "My husband's retired."

Professionals, if not curbed, would soon dominate all of the shows, thus dealing quiz features a death blow. Audiences want variety of contestants as well as variety of questions. "It's the people who color the shows" explains quizmaestro Bob Hawk. Too, listeners are always on the alert for "plants"; people placed on programs by the emcees.

Though this practice is carefully avoided by quizmasters, occasionally a listener, recognizing the same voice on two programs, will accuse the emcee of planting stooges on the show. The truth is, that the owner of the twice-heard-voice is probably a professional.

Attempts at keeping the regulars from too frequent appearances are many and varied. On John Reed King's "Give and Take" a rule prevents a contestant from appearing more than once in three months. Other shows have similar restrictions. Bob Hawk and Phil Baker never let known regulars appear. Lew Lehr of "Detect and Collect" is just as stringent. In all cases, quizmasters do their best to discourage repeaters.

To keep track of regulars, the networks have complete files on all persons who have participated. Because tickets for shows are obtained by

writing in to the studios, files of names, addresses and handwriting samples are kept. Each time a request is received, these files are checked.

Even so, many professionals find loopholes. Some come to studios in groups, knowing that since contestants are chosen by lot, it increases the possibility of some member of the group receiving a lucky number. It is not unusual then for the number to be slipped to the group's mastermind—winnings being divided after the show. Other regulars, knowing of the file systems, get friends or relatives to write in. The saving point about regulars is that they usually give a good accounting of themselves, never get mike fright, and often get laughs.

Emcee King has evolved a clever program on which only regulars are used. Called "King's Quiz Queens", he uses three of radio's most persistent regulars, Sadie Hertz, Vera Di Tomaso and Mrs. Knaipp. Their job is to judge and answer questions submitted by listeners and determine the prize winning queries. One listener asked about removing glue from clothes. Sadie suggested gasoline, then burning. Mrs. Knaipp, in a heavy German accent, advised "let it shtick". The Queens are all loquacious and King often finds it difficult to get in the commercial.

On any quiz show the commercial is always in jeopardy, and many times

emcees are hard pressed to protect its time. On one occasion, Quizzer King discovered one of his contestants was getting talkative. Despite interruptions, this garrulous female talked on and on, right into the commercial time. In despair, King clamped his hand over the voluble mouth and at the same time read the commercial. It not only saved the day, but put the audience in the aisles.

Running the gamut of quizmaster woes finds mike-frightened contestants near the top. It is not unusual, but nothing is more devastating to the show than a silent contestant. Usually "Silent Sams" are spotted during the pre-broadcast warm-up, but if not, it's up to the emcee to loosen their tongues. Hence, all quizmasters, in addition to being walking encyclopedias, must be psychological comedians.

"A facetious crack about the orchestra, myself, or the announcer helps contestants get their minds off themselves" explains "Take It or Leave It" Phil Baker. It is Phil's theory that when contestants lose their self-consciousness they are able to run through their questions without hesitation. "Double or Nothing" Todd Russell and Lew Lehr of "Detect and Collect" direct all humor at themselves, artfully making the contestant the comedian. These men use prepared gags only if a contestant fails to respond to psychology.

Despite a quizmaster's skill, lack of time may prove this psychology inadequate. Once Johnny Olsen of "Ladies Be Seated" picked a husband and wife for a stunt on the show. Thirty seconds before air-time the husband froze up and refused to appear. Luckily, Olsen found another couple in time, but it could have been disastrous.

While a good time for all is the idea behind the successful quiz show, a gimmick that doesn't go over, backfires or brings ridicule can knock the props from under a program. Recently on "Give and Take" foreign sayings which have common usage in the United States were to be identified and translated. The routine called for five contestants to be eliminated, one at a time, as when they missed, leaving one winner. With but two phrases left, no participant had missed. Five "winners" would make a farce of the event. In desperation, producer Jack Carney handed the emcee a slip of paper on which were the words "Dominus Vobiscum" (God be with You). Strangely enough this common

phrase eliminated all but one—a Boston schoolmistress. But for that bit of quick-thinking the show would have been a laughing stock.

Another form of humor which plagues quizmasters and endangers shows is off-color words and remarks. Though unwittingly made, they are strictly taboo on radio and emcees must constantly guard against them. Yet despite caution, they sometimes get by.

On one show a woman was asked how she had met her husband. She replied "I knew him in school and when we walked home, he made passes at me." Another time a man who was flying to London after his appearance won a heavy silver punch bowl and accoutrements. He was worried about keeping his luggage within the weight limitations. Impulsively, over the open mike he asked "How the hell am I going to get this stuff on the plane?"

Wise guys, drunks and talent sellers are among the nightly trials which quizmasters encounter. Wise guys are briefly questioned and hurried from the mike. Bob Hawk is intolerant of this type of contestant and usually eliminates them with a stiff question right at the start. Sometimes, however, this is not possible. On Ken Roberts' "Quick as a Flash" show one night, a young know-it-all had made himself highly unpopular with

Roberts, fellow contestants and the studio audience. Try as he would, Emcee Roberts couldn't stump him and he walked off with a bundle of money, including the "grand slam jackpot."

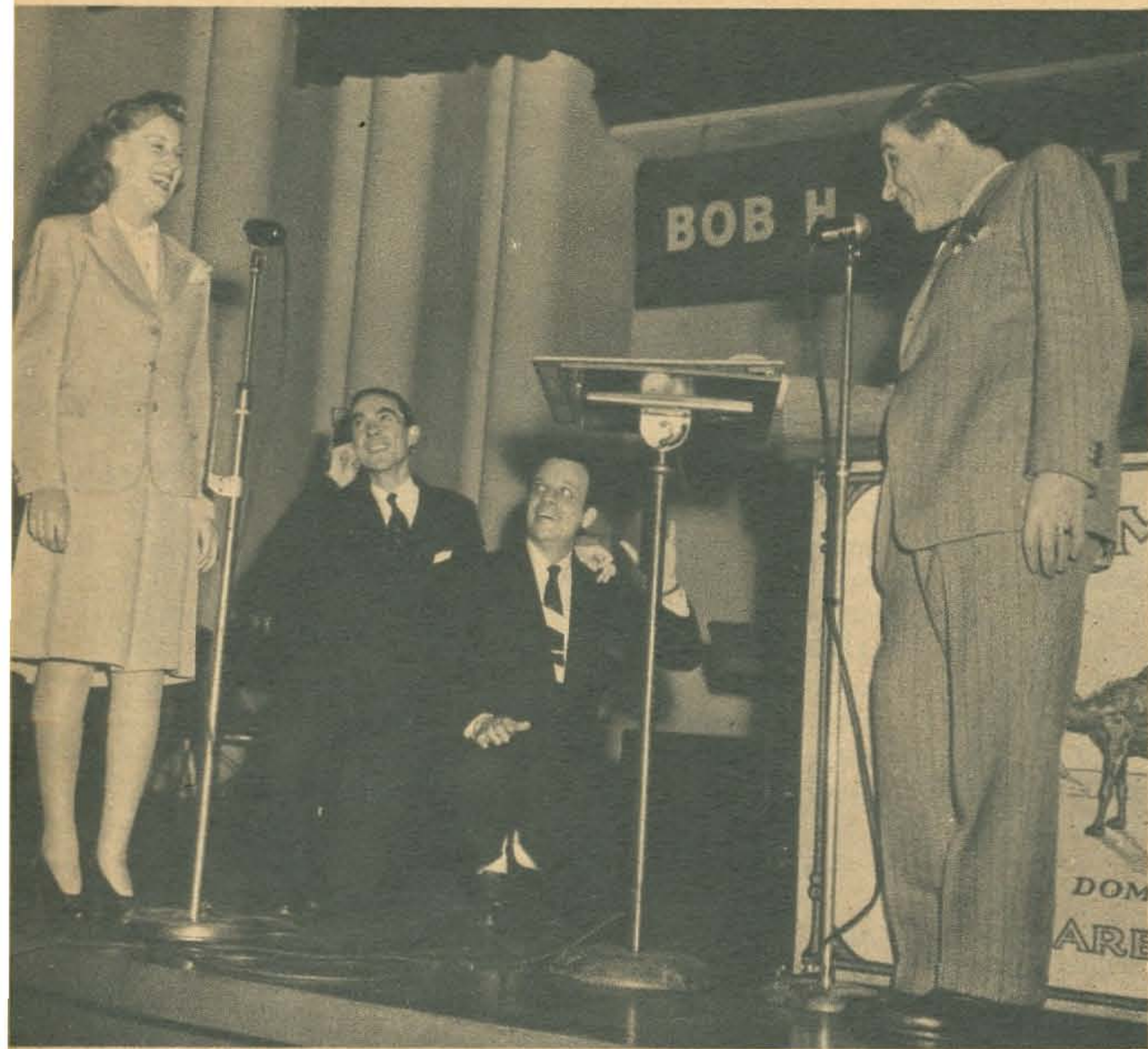
Drunks artfully handled seldom cause trouble. Of course they are never asked leading questions, the answers to which might come from their subconscious. Phil Baker, for example, never asks an intoxicated winner "Now that you've won, what are you going to do with your money?" He adds, "Usually you hope the winner will say 'War Bonds' but with a drunk you don't dare ask."

Quizmaster Johnny Olsen had a particularly awkward experience with a woman inebriate, not on the program. She was seated in the front row and directly before the mike. Less than a minute before air-time she was causing quite a commotion. The perspiring Olsen, after attempts at quieting her, finally got the Guest Relations staff to remove her. It was a ticklish job, but the Guest Relations staff is trained for such difficulties and it was effected smoothly.

Talent sellers are an annoying breed of contestant. Like wise guys, they try to steal the show in the hopes that some producer will hear and hire them. But usually they are the reason radios are turned off. If an emcee can't eliminate this form of troublemaker, he takes great delight in



PROFESSOR QUIZ, DEAN OF THE QUIZZERS, SHOWS CONTESTANTS HE'S A CARD WHIZ, TOO



ANNOUNCERS SALAAM TO CUTE CONTESTANT WHO TOPPED BOB HAWK, "THE QUIPMASTER"

using his talents as comedian to ridicule the contestant. There have been occasions, however, where a contestant with nothing more in mind than answering the questions did get a job.

One night on Todd Russell's show a young wounded hero of the Salerno Beachhead, Victor Pelle, exhibited such poise and skill in answering his questions that he won not only all the money but a job as well. Pelle, a competent musician, was hired by Russell that night. Today he is still with "Double or Nothing" as conductor of the orchestra.

Children have posed a hardship for quizmasters. Not allowed on most shows, they have been eligible for some. John Reed King has one question which the audience has the opportunity of answering. A question might be "How many homes in the United States?" and the person with the nearest estimate would be awarded the prize, usually money. Trouble came when women brought their children (sometimes numerous) and took a contest blank for each child, knowing that the more answers they handed in the better the chance of winning. To end this, King requested contestants be at least 18 years old.

Undaunted, one woman brought her obviously 12-year-old son and asked for two blanks. When the attendant refused saying the boy was too young, she indignantly replied, "He's older than he looks—he's a Liliputian".

On the "Mrs. Goes-a-Shopping" program, children of contestants are questioned briefly by the emcee about school, etc. Then the more difficult questions are directed at the parent. If the response is not forthcoming, unbeknownst to the mother, the child is informed of the answer, then asked the same question. Of course, he gives the correct reply—much to Mama's chagrin. One parent flared into anger and announced "I wanna get out of here!"

The difficulty of selecting or composing questions is another headache. The problem is to arrive at an average of listener and contestant intelligence. Some shows rely solely on listeners for the interrogative portion of the program, giving prizes for best questions. A show of this type is "Twenty Questions." Here mediator Bill Slater selects the cleverest questions for use on the program. If the questions stump the experts, Slater awards the sender

a bigger prize. This practice brings a deluge of mail which the emcee must carefully go over to make selections.

The Bob Hawk show composes its own questions. Hawk has a research staff which meticulously searches out facts and then builds questions from them. His staff carefully picks questions which will not give the contestant a chance to differ on the answer. This is imperative because questions with multiple answers could kill a show. Though not infallible, it is rare that Hawk is proven wrong. If he is, he awards a duplicate prize.

One program which constantly runs up against contestant-emcee disputes, is the "Ask Ella Mason Show." On this program housewife contestants are quizzed on the duties of running a home. Each, of course, believes that she knows the proper methods of baking, cleaning and so forth. This often brings the contestant into conflict with Ella Mason, who has scientifically checked every answer. Many of the housewives become irate, challenging Miss Mason to prove her point. A typical challenge is "Why I've been doing this successfully for fifteen years" or "How can you tell me how to prepare my meals? I have a healthy family . . ." Yet the show has a rabid following, both listeners and audience. During an elevator strike Ella Mason fans climbed 17 flights to the studio.

Quizmasters know that inaccurate answers will wipe them out. Hence they go to extremes to be right. Some emcees when challenged by a listener will write a detailed reply showing how they are correct, stating the source of their information. Angered as contestants can become, there is no record of a quizmaster being the target of physical violence.

Physical hardship in producing a show has been encountered, however. In July of 1944 at Omaha, Nebraska, Todd Russell's "Double or Nothing" was presented outdoors at an army base. Just before they went on the air a violent dust storm blew up. Scenery and music were blown out of the stadium and Russell and his staff looked around for shelter. Then they noticed that not one soldier had moved from his seat. Russell walked over to the mike and went on the air. Abruptly, the dust storm stopped and a driving rain storm set in. The soldiers calmly put on raincoats and just sat. Though the rain continued the drenched Russell went through with the show.

War time civilian winners usually

JACK CARSON

MILWAUKEE'S PRIDE CAN'T WAIT TO BE TELEVISED

TELEVISION IS JUST what Jack Carson, a big cluck from Milwaukee, has been waiting for. "Yes-siree!" he said, stretching all 206 pounds of the male animal, "television is a Godsend for guys like me!"

It isn't that the big guy with the blunt features and the good-natured grin has any misgivings about being an Adonis. It's just that he thinks his background and training make him a natural for the day when video goes commercial in a big way.

"Why we could transplant the entire 'Jack Carson Show' to television right now!" he exclaimed, beginning to like the idea. "We've all had stage experience—that is, all except Norma Jean (eight-year-old Norma Jean Nillson) and she doesn't need any. I was in vaudeville and so was Dave (Dave Willock who plays Jack's nephew 'Tugwell' on the show). And Treacher—that guy's been on the stage half his life!"

We wondered if they could go on without a script. "Why, sure, we could memorize our scripts, if necessary," he continued. "I know I could. I have a prodig—prodig—uh, terrific memory. In fact, I practically memorize my lines now. I just hold the script for reference."

Jack's show, based on situation comedy, should be ideal for television. In Jack's early programs on the radio gag comedy was tried, but it was no go. "I don't tell jokes very well," Jack confessed frankly. "We sure had tough sleddin' with the show back then. We never could make up our minds what kind of a show to do. We kept changing it around. Then listeners would write in and tell us to change it back. Boy, what a headache!"

Finally, situation comedy won out. "We decided — that is, my three writers and I—that I was no good at gag comedy. So that left situation comedy. That was slow because it takes time to build up a character over the air—develop character traits that become well established in minds of listeners. But finally the boys did it. They put me across to the public as a tightwad and an unsuccessful romeo. I was the butt of

By SAM JUSTICE

the situations built around my household — nephew Tugwell, butler Treacher, Norma Jean—the little girl from across the street, and Randy Stuart, my reluctant girl friend."

Jack's ambition, in addition to some day making the transition to television, is to get his show up in the top fifteen radio programs. Right now he isn't quite sure where it stands, but its current Hooper rating is between ten and eleven points, against thirty for the top show, Fibber McGee and Molly.

Jack won't say whether he prefers radio to movies, but admits readily that

he's mighty happy to be associated with both. Chatting with him, however, one draws the conclusion that he'd be very reluctant to give up "The Jack Carson Show," if he had to choose between the two mediums.

When the show was going through its ironing-out period three years ago, Jack devoted seven days a week to it. Now, with the format established, it occupies him three days a week—one day for each writer, as he put it.

After Jack and his writers cook up a show situation and the writers get it smoothed out on paper, there is a reading for the principal characters. That's usually on Tuesday night. Then Wednesday there are two rehearsals during the day, followed by a final dress rehearsal before going on the air. Of course, the moment one program is off the air, the writers start working on the next one. But it's not as hard as it was back when they didn't know what kind of a show they were going to do. Now, they're



GUEST JINX FALKENBURG TRIES TO CONVINCE JACK IT'S NOT EXPENSIVE AT CIRO'S



SO THE ST. BERNARD SAID TO ME . . .



GET THIS PUNCH LINE — IT'S SOCKO . . .



AH, JUST AS I THOUGHT — A DOG-HATER

certain that before the script is finished, Jack will get turned down by two or three girls for dates and will practice his penny-pinching machinations on the long-suffering members of his household.

Randy Stuart, Jack's latest radio heart-throb, came to the show in an unusual manner. Diana Barrymore hadn't proved to be the type that Jack and his writers were looking for, so they began casting about for another girl. First, they planned to get a "name" personality. Then, Jack got the idea of taking an unknown without an established personality and developing her on the show into the type character he wanted. Some 35 or 40 girls were auditioned. The tests of these auditions were played for the writers, who never saw the girls. After the tests had been run, the writers were unanimous on the selection of Randy. The choice was a happy one also from the standpoint of television, as Randy will be one of the show's biggest assets if and when it goes video.

Jack can thank radio for boosting his stature as a movie actor. Before Jack took to the air, he was just another featured player—whose chief distinction was that he had lost Ginger Rogers in seven straight pictures. But as he began to acquire a little ether prestige, Warner Brothers began giving him bigger parts—and better billing.

Jack may never win a Motion Picture Academy of Awards "Oscar," but he's got a strangle hold on one title—if they ever get around to awarding it. That'll be the O'Sullivan trophy for "America's No. 1 Heel." Carson probably has done more to humanize the American heel

in pictures and on the air than any ham who ever drew a whiff of grease paint. No matter how despicable the role, when Carson gets through with it, you can't help but halfway liking the guy.

Take, for instance, the role he played in "Mildred Pierce," which netted Joan Crawford an Academy "Oscar" for the best feminine performance of the year. There are quite a few fans who will protest that without Carson, "Mildred Pierce" would have been an overacted, Grade B tear-jerker. In the picture Carson plays the part of a wolf, a double-crosser, a shyster real estate operator—a downright heavy. By all odds, you should have hated him. But if you were like the majority of cinema addicts, you probably came out of the movie muttering, "That Carson isn't a bad guy."

JACK considers "Mildred Pierce" his best role to date. It called for more acting ability and that Jack liked. He goes for any role that he considers a challenge to him. But he's not interested in parts that he can just walk through. He likes comedy roles—as long as they call for acting—but hopes some day he will come to be known as a serious actor.

Jack can thank Dave Willock for his present niche in radio and film. If it hadn't been for Dave, Jack might yet be selling insurance back in Milwaukee, as he was in 1931 after getting out of Carleton college, when he ran into friend Willock. Willock had been fired from his job as announcer on a Milwaukee station.

Just like that Dave said: "Say we'd make a funny team. Let's go on the stage."

And just as casually, Jack replied, "Okay, why not?"

So the Mutt-and-Jeff team embarked on a vaudeville career in the midwest—running from one night stands to split weeks and finally to big time.

"We told jokes, mostly," Jack recalled. "We couldn't do anything else. We couldn't sing, dance, or juggle. So we just told jokes—mostly corny."

After a couple of years they split up and Jack turned his talents toward becoming a master of ceremonies. He worked in night clubs and theaters and finally landed a permanent spot as emcee at the Tower Theater in Kansas City.

"Ah, they loved me in Kansas City!" Jack reminisced. "But I figured that vaudeville was about washed up—that was around 1935. One day a motion picture distributor told me that anybody with a following like I had should go to Hollywood. I was sap enough to believe him, so I went. When I got there, I found that being a big shot in KayCee didn't cut much ice in Hollywood."

But Jack didn't starve like so many of our present matinee idols. "I guess you'd say my movie experience was pretty uninteresting. No struggle—no starving."

But at that, Hollywood didn't immediately clasp Carson to its bosom. He hit town without knowing a soul. He made the rounds of casting offices and finally got a bit part. After that, another. Several more bit parts followed, and then RKO offered him a contract. About that time he wired Willock, who was back east: "Run, do not walk to Hollywood. Bonanza! They pay \$25 a day if you can speak a line."

Willock came and rapidly found a

place for himself as a featured player. He appeared in some 60 pictures in one year, doing such roles as reporters, smart-alec bellhops, college boys, soldiers, sailors, anything youthful.

Meanwhile, Carson didn't create a sensation before the RKO cameras. After a year and a half, his option was dropped. He turned to free-lancing. It wasn't long until he was offered a contract at Warner Brothers. He's been there ever since. At Warner's he embarked on his career as a likeable heel, modifying it sometimes to a good-hearted wisecracker.

Jack was born in Carmen, Manitoba, Canada, on October 27, 1910, and while he was just a youngster his parents moved to Milwaukee. He attended public school there and then went to St. John's Academy. By the time he was 14, he weighed 200 pounds and was a natural for football—at which he played a mean tackle. Moving on to a small school in Minnesota, Carleton College, Jack specialized in football, the swimming team, track, and appeared in a couple of varsity shows, although he had no ambitions to go on the stage.

"You know, I was kicked out of school six times," he confessed. "The dean didn't like me. I don't know why. I always made good grades—never under 'B'—but the guy just didn't like me."

Carson seldom wins the girl on the screen and spends a lot of radio time trying to get dates—but he hasn't done badly in real life. In college, the girls didn't exactly run away from the affable, blunt-featured Carson. And in Kansas City—they loved him! In Hollywood an attractive radio songstress caught his eye—brunette Kay St. Germaine. Romance blossomed rapidly for Jack and although he admits it was a tough fight, he didn't have as much trouble making Kay say "Yes" as he does with his radio and film girl friends.

In 1940 Kay and Jack were married. Kay gave up a promising radio future to devote full time to being Mrs. Carson. Right now she has her hands full with a four-and-a-half-year-old son, and a year-old daughter, whom Jack says he has hardly gotten acquainted with because of his numerous professional commitments. Jack thinks the wife's—or *his* wife's—place is in the home. "Dual careers is one household might be made to work," he says, "but the chances would be against it."

Jack and Kay are strictly homebodies. They don't care for night clubs and seldom attend them. Jack played too many of them in his early theatrical

days. For his money they're phony—and besides, they overcharge so! Sometimes Jack can't help from letting his radio thriftiness creep over into real life. Frankly, he'd rather curl up with a historical novel—he literally devours them.

Although Jack weighs over 200 pounds, it's pretty well spread out over his six-foot, two-and-one-half-inch frame. He never worries about his weight as his natural yen for athletics keeps it pretty well in check. He prefers golf, which he plays with a nine handicap. He eats anything he wants to, but it's usually roast beef.

Jack's best friend in Hollywood is Dennis Morgan. They have appeared together in several pictures, but their friendship dates back to Milwaukee where they knew each other before either got mixed up with grease paint and footlights. Jack thinks Dennis is a great guy and the feeling's mutual.

Jack owns his home in Hollywood and a two-and-one-half acre tract on which it sits. He prefers California to any place he ever lived—and that goes for Milwaukee. He dislikes New York with a passion—or as he put it, "I hate New York! You—you can't go anywhere. All these people crowd up and stare at you. 'There goes Jack Carson—the tightwad!' they say."

As we talked to him backstage in his dressing room, a buzzer sounded. Willock, who had been sleeping on his shoulder blades in an easy chair, opened his eyes. Jack, whose husky figure was encased in a blue, polka-dot dressing gown, got up. "Guess I better get into

some clothes," he said, stretching. "I'll be on in a few minutes."

He stepped behind a curtain, continuing the interview. In a few moments he was out, clad in tan shirt, dark trousers and a necktie around his 17-inch neck that looked like it had collected the overflow from the easel of a futuristic painter. "I'm mad about loud ties," he confessed. Then he grew apologetic. "This is rather tame. You should see some of the ones in my trunk."

He also likes noisy suits—or rather sports coats. He admits that it's corny to wear loud suits. But for him, the louder the sport coat, the better. "I'd probably go hog-wild on clothes, if it wasn't for Kay holding me down. She thinks some of my coats are a little extreme. Imagine that!"

He sat down at a dressing table and began dusting on a bright, orangy make-up. We asked about it. "It's because of the bright stage lights," he explained. "If I didn't use it, I'd look like a pale face—but heap. In the movies, I never wear make-up. It's the unadulterated Carson you see." Another buzzer sounded. Jack slipped into a sharkskin double-breasted coat, that he filled up neatly. "Well, guess that's me."

We walked with him to the stage door. As he started inside, where a couple of thousand fans eagerly awaited his appearance, he turned and with a Carsonian grin, cracked: "Well, guess I'll go out and fool the people."

And with that the big hunk of God's gift to television strolled out to greet his public.



JACK, JR., GETS A PREVIEW OF WHAT'S COOKING FOR DINNER — JACK'S TURN IS NEXT



YOU POOR DEAR! Hal Peary, better known to radio fans as The Great Gildersleeve, gives his interpretation of a first-rate formula for

getting out of a bridge game with your mother-in-law. His worried wife is Shirley Mitchell who portrays Lila on Gildy's radio program.

HELPFUL HINTS TO HUSBANDS

GREAT GILDERSLEEVE ADVISES HOW TO GET OUT OF HOUSEWORK—STAY SINGLE

AS YOU KNOW, "The Great Gildersleeve" (Hal Peary), a long-time radio favorite, is a frustrated wolf with a leer in his laugh. He is also a bachelor. But Lila Ransom (Shirley Mitchell), a southern widow with a come-and-get-me drawl, has him ensnared and any day now radio fans expect to find him married. Against that day Gildy is feverishly working out plans on how to be happy though a husband. These include ways of avoiding any unseemly household duties which, with Lila's help, he has pictured here. But while Gildy feels his alibis will be of universal benefit, he warns that the only sure way to evade housework is to stay single in the first place.



THE OLE NEWSPAPER GAME: Duck behind the paper and remind her you have to keep posted; or you might even read aloud while she works.



OH! MY ACHING BACK: The old Army strategy for those days when your wife has something as strenuous as beating the rugs in mind for you.



ALLERGY IKE: No wife is so callous as to inflict the dishwashing or sweeping on a husband who sneezes around soap powder or dust.



THE IRON-CLAD, UN-CLAD ALIBI: I'm taking a shower, dear. Sorry I can't empty the garbage. If she investigates just hop under as is.



THE MORAL TO ALL THIS: Make your alibis good or your wife will read while you work. Safest of all, mourns Gildy, is don't get married.

THE TRUTH IS-- I TAKE THE CONSEQUENCES

THE LAUGHS ARE ON RALPH EDWARDS WHEN ZANY STUNTS BACKFIRE

EVERY now and again somebody will waltz up to me after a "Truth or Consequences" show and ask a serious question.

"How does it feel," they usually say, "to be a regular practical joker and never have the tables turned?"

I spin my halo three times and tell them, "I don't know. You're asking the wrong guy." For the truth of the matter is, plenty of consequences have come my way. They weren't premeditated by the contestant, I keep telling myself, and like everything else on T. or C. they weren't serious. But whether they know it or not, my contestants and I share a very personal bond.

When T. or C. started back in 1940, the idea was to duplicate on the radio that little parlor game that goes "Heavy, heavy hangs, etc." If you missed at guessing what was hanging over your poor head, you had to take the consequences. The way we played the game, the guy who took the consequences did the work, had his share of fun, and everybody else got a good, big belly

By **RALPH EDWARDS**

laugh. One night the idea hit me. Why not flip a twist on the serious quiz shows and play truth or consequences on the air? My job, I cheerfully told myself, would be that of the man who asks the questions, then stands by for that big laugh. You can see I was a devil even then.

But I reckoned without all the good people who would be my contestants. Not many Saturdays had gone by since that first, bright unknowing day in March 1940, when I got my come-uppance, but good. We had two warm-hearted ladies on the air who didn't know the truth. For the consequences we armed them with water pistols and a bucket of H₂O ammunition. The idea was to load up and shoot straight at their ever lovin' husbands. One lady did a good job, but the other got a little excited, and I insisted to this day, considerably mixed up. Evidently she hadn't had much experience with shooting irons. Because when Jesse James Ed-

wards went over to help her out, the lady picked up that whole bucket of ammunition and dumped it on me, microphone, tuxedo and all. Sure enough, though, everybody else got a good laugh.

Though I should have learned, we scheduled another water consequence a couple of months later. This time we built a huge tub on the stage and filled it with that clear fluid. When one gentleman missed his question we told him he'd have to walk the plank, in his best Captain Kidd fashion. Following the Marquess of Queensberry rules on the subject, we had him don a bathing suit and blindfold, and then walked him off the plank straight into the tub. After the proper kerplash, I leaned over to help him out. But he pulled harder than I did, and in I went, straight to the bottom. At least we ended up with the best underwater sound effect (glub, glub) in radio. As usual, my mike had gone in with me.

Since then I've managed to steer clear of unexpected dousings—but the conse-



EDWARDS URGES CONTESTANT TO M. HUSBAND PIE-EYED WHAT A CRUST! — BET SHE MEANT TO DO IT ALL ALONG

quences keep coming. One night we armed a gal with a custard pie and the opportunity to smack her husband with it. Her aim went wild and the pie landed in my face. Oh, those ladies!

Not even the cast of the show is amiss to a good gag or two. One happy Saturday night on NBC, a couple of the boys set the clocks in the studio back. So when airtime came, there I was, still out in the audience picking contestants. That was the only night that T. or C. ever got off to a late start—an unofficial late start that is. But as usual, the show started off with a laugh, heartier than ever from the cast of T. or C.

After nearly five years of giving and taking consequences, I know that the American people have a great sense of humor, and an infinite capacity for good fun. I'll never get over the response to a last minute request to the audience to send a penny to Mrs. Dennis Mullane, who had muffed her question. Over 330,000 pennies came in. In truth it was a very happy consequence for everybody, even if the postoffice didn't speak to me for weeks. And the reaction to our requests for saving paper and fats, and buying bonds, and the collection of over a million and a quarter dimes for the Polio Fund, prove even more strongly that Americans can turn fun into fine practical ends.

But even a government tie-in keeps me on my toes. Just before a bond tour, one of the boys on the show got up and delivered a veritable speech to the studio audience on my plugging of victory bonds. It made me feel pretty cocky, especially when he ended by telling me, "I certainly think you deserve a great big hand." I got it, too—a hand borrowed from a department store dummy.

And my wife hasn't yet let me forget what was a very personal consequence. In those days we had a maid at home, named Ida. She was a fine, hardworking girl, but she got to wondering one day just what I was doing around town. "You oughta go on the stage, Mr. Edwards," she advised. So, without saying why, I modestly suggested she listen to that Saturday's T. or C. On the show I made a plea for women to take war jobs—and I certainly must have been hot. Ida quit the next day and joined forces at the nearest defense plant.

I can't even give an anniversary show that runs smoothly. At my last one, twenty-six cameramen were present, trying like mad to keep out of each other's way and almost succeeding when Jack Benny rolled onstage in his Maxwell. Bedlam broke loose. I almost got lost.



RALPH KEEPS SELTZER BOTTLES AROUND EVEN THOUGH HE GETS ON THE RECEIVING END



Ray Milland and Claudette Colbert

LUX RADIO THEATRE Mondays at 9:00 p.m. EDT



Van Johnson and Phyllis Thaxter

SCREEN GUILD PLAYERS Mondays at 10:00 p.m. EDT



Joseph Cotten

COLGATE THEATRE OF ROMANCE Tuesdays at 8:30 p.m. EDT



Jean Hersholt and Rosemary De Camp

DR. CHRISTIAN Wednesdays at 8:30 p.m. EDT

Tune in HOLLYWOOD on CBS

A turn of the dial to your local CBS station brings into your living room six days a week the romance and drama of the world's greatest plays and stories, lighted by the brightest stars in Hollywood.

In the past 12 years, for example, *Lux Radio Theatre* has presented 495 hits of screen and stage, starring 447 of movieland's finest actors and actresses and winning just about every dramatic prize known to radio.

Meanwhile CBS has kept adding great dramatic programs and stars to its weekly schedule so that today, as *Variety* points out, Columbia's combined "drama" audience leads all other networks.



Reginald Gardiner and Olivia De Havilland

SUSPENSE Thursdays at 8:00 p.m. EDT



Burgess Meredith and Mercedes McCambridge

ARMSTRONG'S THEATRE OF TODAY Saturdays at 12:00 noon EDT



Joan Blondell

STARS OVER HOLLYWOOD Saturdays at 12:30 p.m. EDT



Victor Jory

GRAND CENTRAL STATION Saturdays at 1:00 p.m. EDT



Bette Davis

THE ACADEMY AWARD THEATRE Saturdays at 7:00 p.m. EDT



Lionel Barrymore, Conrad Binyon, and Agnes Moorehead

MAYOR OF THE TOWN Saturdays at 8:30 p.m. EDT



Gene Tierney, Clifton Webb, and William Eythe

HOLLYWOOD STARTIME Sundays at 2:30 p.m. EDT

This is CBS...
The Columbia
Broadcasting System





TALKING A GOOD GAME

FOR MINUTES ON THE AIR SPORTS ANNOUNCERS PUT IN ARDUOUS HOURS

YOU think maybe it's a gift—the way the sports announcers reel off running fire accounts of Rose Bowl games, World Series, championship fights, and Kentucky Derbies? And do you likewise consider it a God-given talent—the manner in which they artfully interweave into these accounts pertinent statistics and colorful background material about the contest and contestants?

You should have your head examined by Bill Stern or Red Barber! They'll inform you that the time when the only qualification a sports announcer needed was a glib tongue was way back when Grandpa was ordering his cat-whisker crystal sets from Sears & Roebuck. The reason they're able to sound glib is that while you were pillow-pounding getting into condition to listen to the big game they were up digging through the records, casing the stadium, and collecting human interest items on players.

Into one hour's radio coverage of a

sporting event may go weeks of research. And no matter how breezy the announcer succeeds in making it sound, he first of all must be accurate. To be accurate when players or participants are moving at lightning speeds is no simple matter. So the announcers must put in endless hours of prepping for each event they cover.

Take Ted Husing's coverage of the Kentucky Derby, for instance. Ted and his assistant, Jimmy Dolan, begin working on this event in March. Husing checks the results of the winter's racing season, particularly noting the records of the three-year-olds. This checking continues right up to Derby time. For a Derby, Husing warms up by broadcasting races from Jamaica early in April where the Wood Memorial, eastern prep for the Derby is run. On April 30 he is in Louisville to broadcast the Derby Trial, which is the western prep. In this way, he becomes fami-

liar with the horses which race in the main event.

Early in March Husing and Dolan began memorizing the colors of every stable with a Derby entry—quite a task since each stable has individual colors. But knowing the colors is the only way to identify the horses when they are on the far side of the track. The Derby is one of the few sporting events that is timed and Husing must get his color material in without sacrificing any of the race. Hence his background stuff on horses and jockeys must be pinpointed and given at opportune moments.

Preparation for the Louis-Conn fight began months before the battle, too. The fighters' weights before and at ring time; their service records, a study of their styles and any changes that might have been effected are thoroughly studied. Trips to the training camps are made. Perhaps age has slowed Louis;

maybe Billy Conn has developed a knockout punch. All this comes before the actual fight—which *can* last less than a minute!

Baseball announcers begin their season in mid-winter, when the big diamond trades are transacted. Then in February the announcer heads South for spring training. Here he studies the various players and teams, particularly the ones whose games he'll broadcast. From here, too, come many of the early-season yarns that go out over the mikes when action on the field is slow.

Red Barber, king of the baseball announcers, recounts the story of the rookie who was the hitting sensation of spring training and continued to powder the ball during the early days of the regular season. When the rookie began to slump, Red recounts, he wrote home saying, "I'll be home soon—they're beginning to throw me curves."

Interest in the spring training has been growing in recent years. Radio has felt the trend. Each evening on-the-spot Harry Wismer gives the listening audience a commentary on the happenings at the different camps. In addition, he interviews baseball's outstanding figures.

Baseball broadcasts demand a high degree of accuracy. When Red Barber announces batting averages, they have been computed up to the time the man steps to the plate. Each succeeding time at bat is recorded and figured in with the overall average. This is an exacting task and if an error is made listeners telephone, send letters and telegrams to Barber and his assistant, Connie Desmond, asking that corrections be made. "The most necessary items for handling these statistics," explains Desmond, "are a mess of pencils and a stack of paper."

Barber and Desmond do their own tabulating, but many sportscasters hire a statistics expert from the Elias Munro Bureau, which has kept for years the complete averages on Major league baseball. Every sportscaster, several hours before game time, is in the radio booth studying charts, biographies, background, statistics, oddities and anecdotes for broadcast color.

In the minutes before game time the sportscaster familiarizes the listening audience with the setting of the game and certain of the key players. Bill Stern gives this material himself. Often, however, newspaper men expert on the particular sport will be hired for this. During the World Series, sportscasters Bill Slater and Al Helfer had scribe Bill Corum give pre-game and

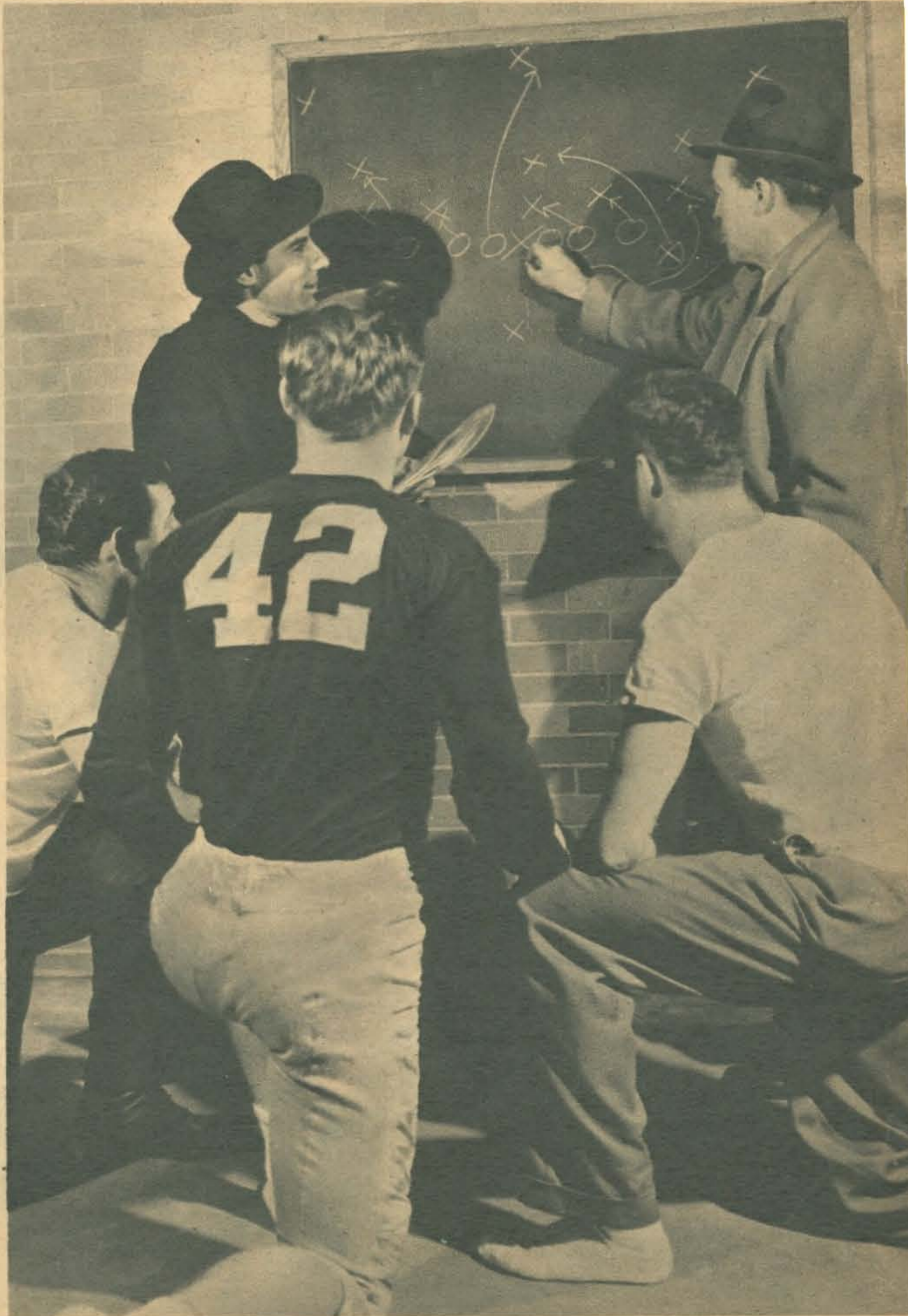
post-game color. Corum also joins fight announcer Don Dunphy for between-the-round human interest.

When the game starts, the sportscaster is under constant strain. A writer can make mistakes, because he can revise, but not a sportscaster. Every word is final and irrevocable. Because not every listener tunes in at the game's beginning, the announcer must remember to constantly repeat the score. If he doesn't, listeners raise the roof and often phone the station to complain.

To help the announcer maintain ac-

curacy in his report, spotters are used to identify players on the field and substitutions. This is especially true in football and soccer. Bill Stern uses a man from each school and soccer caster Milt Miller employs men of the opposing teams. Slater tries to get injured players to do the job because of their familiarity with each intricate play. Ted Husing has his assistant Jimmy Dolan for this spotting work.

Spotters, however, aren't always infallible, and the announcer must regularly double check. In 1940 Slater was



BILL STERN ATTENDS SKULL DRILLS SO HE CAN ANTICIPATE PLAYS DURING BROADCAST

TALKING A GOOD GAME (continued)

broadcasting the crucial Penn-Michigan game. Interest was keen because of the perennial duel between Penn's Reagan and Michigan's Harmon. Millions had tuned in the game and Slater didn't want to make a mistake. In the closing minutes Penn was trailing and they began passing in desperation. Then suddenly Reagan passed just over the line of scrimmage into a mass of struggling players. For a few moments it was impossible to tell where the ball was. Then it became apparent—Michigan had intercepted. Slater identified the interceptor as Ralph Fritz, but his Michigan spotter, an injured player, insisted the man was Bob Westphal. When the game ended Slater asked the spotter about the mixup. The boy admitted, "Yes, it was Fritz, but he was out of position and I didn't want him to get in bad with the coach."

It isn't always the spotter-trouble the sportcaster has to contend with. When Ted Husing was broadcasting the bitter-

ly fought Navy-Notre Dame battle last year, he encountered trouble with referees. With less than a minute to go Notre Dame's Colella caught a pass in the vicinity of Navy's goal line and was brought down with a neck-high tackle by Navy's Tony Minisi. The question was whether or not Colella had scored and broken the 6-6 tie.

Spotter Jimmy Dolan, seated just over the play, told Husing that Colella failed to score—so Ted announced "No touchdown." Then the referee threw up his arms indicating a score. Husing was forced to reverse. But it turned out that Dolan and Husing had been right the first time, when the officials reversed their decision. The play caused a great deal of controversy and officials and experts were convinced Minisi's tackle had stopped Colella only after studying slow-motion movies. This was one time the announcer had it over the newsmen—they had sent their stories over the wires, "Notre Dame Wins."

Often the cold statistics tediously dug up in the weeks before the game contribute to human interest. Stern was covering last season's Rose Bowl classic between Alabama and Southern California when Alabama's Lowell Tew was injured. Upon checking with his assistant, Stern discovered that Tew was married and had a three-year-old daughter. When he found that the boy was not badly injured, he broadcast "In case the baby is listening, I don't want her to be frightened. Her daddy was not badly damaged."

Bill Slater, for the past two seasons broadcaster of the World's Series, introduced another angle of color to game broadcasts. Realizing the female interest, Slater checked on the players whose wives were at the series. Then he told a little about each. Hank Borowy told Slater before the game that he was to be a father, so it was announced over the air. That night on the phone Mrs. Borowy informed her pitcher-husband that



IT REQUIRES A STAFF, INCLUDING BILL CORUM, TO ENABLE BILL SLATER TO INJECT COLOR AND BACKGROUND INTO WORLD SERIES



HUSING READIES FOR KENTUCKY DERBY BY COVERING PREP RACES



HARRY WISMER STARTS BASEBALL COVERAGE EARLY IN WINTER

she had been deluged with phone calls and telegrams.

Sometimes an announcer gets a bigger thrill from a color story than the listeners. So with Marty Glickman when he broadcast the Zamperini Memorial Mile, during the I.C.4 A. meet at Madison Square Garden last February. Zamperini, a buddy of Glickman's, was shot down over the Marshalls and was listed as missing for 27 months, then declared dead. At the end of the war he was discovered alive and well in a Jap prison camp. 'Meanwhile track officials had honored his name with the Memorial Mile. The night Glickman broadcast the event, Zamperini was the guest starter for the race named in his memory! "It was the greatest thing I ever broadcast," says Glickman.

Occasions arise when a sportscaster feels that he can't tell a colorful story no matter how interesting. In the opening game of last year's World Series, Hal Newhouser was knocked out of the box. Fans were at a loss to explain it—Newhouser was baseball's No. 1 hurler. Bill Slater probably had the answer, but he couldn't broadcast it for fear of repercussions to Newhouser. It seems that the Newhouser family was moving on the eve of his first world series.

In preparation for a game broadcast, assembling background material is just part of the picture. Knowing the teams

and men involved is vital. An announcer usually spends two days before a football game at the school which is host for the event. One day is spent familiarizing himself with the intricate plays of the visiting team; one day a similar job is done with the home team. This process helps him to know where the ball is at all times—without having to actually see it. No announcer can pause during the game while he tries to follow the ball. He must know the play and the men involved.

Another accuracy-is-imperative feature is the announcer's knowledge of the arena picked for the event. When Bill Slater was to broadcast the World Series, he had to announce the opening games from Detroit's Briggs Stadium. Slater hadn't been there in months, so he spent the days before the series getting the "feel" of the ball park. He examined the playing field at ground level, then studied it from the broadcasting booth. Here he encountered a further difficulty. The booth was not over home plate, the usual spot, but nearer third base. So Slater sat in the booth during the pre-game workouts of both teams. He had to learn what a ball and strike looked like from his angle, and also how to tell a fair hit from foul. This pre-series study enabled Slater to keep fast and accurate pace with game action.

No expense or trouble is too much for

the sportscaster. When Bill Stern was to broadcast the 1939 crew races on New York's Harlem River, it was discovered that the mobile broadcasting unit was not tall enough to offer an unobstructed view of the river. The solution—the network hired a double-decked Fifth Avenue bus and converted it into a mobile unit. Another time, Stern broadcast from the back of a delivery truck. His broadcast of the last Poughkeepsie Regatta was made while hanging precariously on the side of a tug boat.

Today practically every sport that America plays is covered by radio. Football, boxing, and baseball are the big three, but stations are hiring experts on other sports to air them to a hungry public. One station plans to broadcast skiing events with the New York Times ski editor, Frank Elkins, at the mike. The same station will for the first time be broadcasting soccer with Milt Miller. Trotting races, track meets, horse-racing, basketball, and tennis events will rate coverage with even the smallest stations.

But don't get the idea the sportscasters have a soft snap of it. And don't attempt to crash their racket—unless in addition to the cast-iron pipes you've got a research staff, a couple of tabulating machines, and an indefatigable supply of patience.



AWAITING AUDITIONS ACTORS DEBATE CHANCES OF GETTING PARTS



SOUND EFFECTS MEN CHECK A SCRIPT FOR UNUSUAL REQUIREMENTS

BIRTH OF A SERIAL

IT INVOLVES MORE HEADACHES THAN ASSEMBLING A B-29 BOMBER

THE finished, ready-to-broadcast daily radio serial requires as much assembling as a B-29 bomber and contains even more headaches, because there's no blueprint or slide rule to go by.

Although the daily serial may impress the casual listener as a fairly simple proposition, there's a lot more to an air drama than the writer-actor-mike formula.

For example, take the birth of one of NBC's newest day-time dramas, "Masquerade," presented five times weekly at 2:45 p.m., EST. Not only is it one of the newer serials, but it marks the fourth consecutively running daily serial by the same author, Irna Phillips.

The average radio writer thinks he's doing well to get one of his serial ideas accepted for a daily program. But with the birth of "Masquerade," Author

Phillips now has four of her brain children running consecutively from two to three o'clock daily, five days weekly. Preceding "Masquerade" on the air are "The Guiding Light," "Today's Children," and "Woman in White."

When the sponsor of the last three shows decided to do a fourth serial to fill out the hour, it was natural to turn to Miss Phillips. In this case, the idea and development of the serial was left pretty much to her, but often the sponsor will give the author pretty confining limitations in turning out a new script.

With the idea for "Masquerade" in mind, Miss Phillips blocked out the plot, drew up character delineations down to the minutest detail and then handed the actual scripting over to writer Art Glad. When the authors had turned out satisfactory first scripts they

went into an executive session with NBC director Norman Felton and agency man Carl Wester for dissection, discussion, and refurbishing.

But with all hands satisfied with the first script, the job was only getting underway. The approved script went to the advertising agency which placed it before the client. This is a step which reduces a budding continuity writer to a nail-chewing, walking illustration of hypertension. Clients have been known to want more humor and less drama (or vice versa), "something like Ma Perkins, only more so," or "a homey serial with a Fibber McGee touch" and so on.

When you're one of radio's top scripters, like Miss Phillips, you're past the mental flip-flop stage, and can sit down to dash off another serial while



CHECKING LIBRARY FILES FOR BACKGROUND MUSIC IS A BIG JOB



AT LAST SHOW IS SET — WITH ETERNAL TRIANGLE, OF COURSE

the client goes over the script submitted.

When the script is okayed by the client, Miss Phillips gets back to work again, this time with director, agencyman, and writer. Cast possibilities come under discussion and all four know to the last inflection the work of every radio dramatic star in Chicago (from where show will be aired).

From Director Felton's office goes a call for auditions, which go on for hours, and even days. Every minute character facet of the serial personalities is considered in choosing the actor or actress to play the role—not only those traits showing in the audition script, but future scripts also are taken into consideration.

By the time the cast is assembled, the audience for the new-born show has grown and several scripts are "broadcast" without going out on the air by being pumped from the studio to a special sanctuary known as the clients' room. There agency representatives, producers, writers, program manager, and sometimes the client listen critically as the baby makes its first utterance. The program manager, by the way, has the

final say on whether or not the program is accepted.

Sometimes the inter-office broadcast is sent by telephone to the client in another city or is recorded and sent for a hearing.

At this point all concerned are satisfied with "Masquerade," but there are still a few more lines to be drawn on the blueprint before the drama is ready for assembly and broadcast. Felton goes into another conference—this time with organist Bernice Yanacek, who has been putting mood music in the backgrounds of Phillips serials for a good many years. She absorbs the atmosphere of a week's scripts, plans what music she wants to use and then hies herself to NBC's giant music library, where she has the numbers cleared and the music set out for her.

Felton then sends scripts to Sound Chief Thomas Horan, who assigns one of his technicians to the show, hands him the mimeographed sheets and turns him loose to round up whatever sound effects are needed. The technicians, among the most ingenious folk in radio, set aside records and manual effects for

the show or invent gimmicks of their own in case they're not satisfied with those on hand.

Finally, the program is ready for rehearsal. Stars have already poured over their scripts, but Felton has a long session with them first, before the actual rehearsal, to delineate the conception of characters as discussed in his meetings with Miss Phillips and Glad.

Once the program goes into rehearsal, troubles are by no means over. One actor in the cast may persist in attempting to give a portrayal of a character that does not jibe with the conception intended by the author or director. As a result it may be necessary to make changes in the cast. Then follow arduous hours of rehearsals, until the guiding hands behind the new show are satisfied. All in all, bringing a new serial into being in the ether world is no snap-the-finger-and-there-it-is undertaking.

Several hours later, listeners flip a switch or twist a dial knob and by that simple motion get 15 minutes of entertainment into which has gone weeks of sweat, headaches, and toil.



ACTORS REHEARSE TIRELESSLY TO GET THAT 'WORKSHOP TOUCH' INTO PRODUCTIONS

ACCENT ON THE UNUSUAL

IN CBS' WORKSHOP THE COMMONPLACE IS ELIMINATED

HOPE is offered by **By DESMOND GORDON**

CBS Workshop to writers who knock in vain at the tightly-closed portals of big-time radio. There, at least, the tyro can get his foot in the door—will know that his script will be given consideration.

The plugging, undiscovered radio writer has found radio-writing to be pretty much of a closed shop. He gets little encouragement for his scripts at either network script departments or at radio agencies. He discovers that the writing

assignments are handed to established ether authors who know the medium.

But at the Workshop his script will be read. It won't provide the "Open Sesame" to the lucrative field of radio-writing unless the script is highly meritorious—and unusual. But if it is, it will be heard by not only network audiences, but also by talent scouts and radio officials looking for talented writers. No trouble or expense will be spared in presenting the script. Every prop and setting requested will be freely granted.

One Workshop show required a prize fight scene, one of the most difficult for radio to stage. The solution was not a sound effects rendition—but an actual fight. Workshop mikes were moved to an armory where a ring was constructed, and a fight staged. The job was so realistic that many listeners thought a professional fight had been broadcast.

There are no rules to bind the artist in Workshop. Any story with dramatic possibilities will be accepted. Freedom from the need to conform to any set pattern develops widely varied types of plot and stage.

Norman Corwin and Orson Welles got their first radio chance in the Workshop, as did Director Irving Reis. Behind them, crowding for place, come new workers. John H. Lovelace, bus boy at Essex House, presented "Slim," a radio drama, and Gladys Milliner, a New Orleans visitor to New York, wrote "The Gift of Laughter," a free-verse musical about American humor.

Workshop's experiments started in July 1936, ran until April 1941, and was resumed on February 2, 1946, under Robert Landry. Landry, appropriately enough, had as unusual a start in radio as is the requirement for Workshop scripts. He came from a family of actors, but turned to the writing field. As radio editor of *Variety*, "the Bible of show business", he used radio programs as targets for his editorial barbs. He found fault with the dialogues and scripts, but instead of resting on his criticisms, he made suggestions for improvements.

Four years ago William S. Paley, then CBS head, noticed the Landry blasts, and what's more saw the cold truth in them. Paley sent for Landry and instead of a row, a business conference took place. The result: *Variety* lost an editor, and CBS gained a supervisor for its entire program-writing division.

The Workshop is one of Landry's major jobs at the network. He picks, with his assistants, every show and attends to the production. Casting and handling of the show itself is left to

the director—a different one each week—whom Landry usually chooses.

"Choice of a director", says Landry, "is an important matter. We must get a director to suit each show. Varying the directors keeps the programs from getting too much of one style."

He goes on to explain that actors are eager to get Workshop parts. Because each program is carefully produced, it is artistically satisfying to the actor. Art Carney, the only salaried staff actor at CBS, if not in all of radio, often plays Workshop parts. "It is a pleasure to work this program" he says. "It gives an actor a mental lift."

For the writer, the Workshop presents manifold benefits. Though the price a script brings (usually about \$100) is not considered top pay, the prestige is tremendous. A Workshop sale makes a great impression for the author with the commercial men, who are always looking for original, imaginative writers—a mandatory quality for Workshop script-writing. Further, it is invaluable publicity for the writer. The network sends out press releases on its authors and the writer is given prominent billing on the broadcast.

The chief characteristic of the Workshop is its attempt to get off the beaten path. Each script is experimental—there is no program format. But definite flavor runs through the program's scripts, and strangely enough, many professional writers can't master Workshop style.

Some Workshop shows are adaptations. Recently, the Landry staff put into script form some of the works of Franz Kafka, an obscure Czech writer, who died in 1924. Kafka had an uncanny knack for predicting the downfall of Europe. In his articles and stories he invented the Nazis—ten years before Hitler was anything but a paperhanger!

Many Workshop programs are built on music—much of which is specially composed. CBS has provided this radio proving-ground with an 18-piece orchestra, a staff of directors and four quartets—a practical demonstration of what network executives think of the program.

In seeking new writers, the Workshop has encountered a problem; rejected scripts often discourage potentially good writers from submitting more material. A rejection may not mean that the author's idea wasn't good—a rewrite might make it presentable. Or perhaps a new twist to an old theme would sell it.

Take, for example, the theme of the returning veteran. This idea has been

done for magazines, for stage, screen and radio. It is hard to find a new treatment for it. But Lt. Bruce Stauderman did.

Stauderman wrote a piece entitled "Thanks for the Memories", portraying a returned combat veteran happily remembering some of his overseas experiences. You ask how could war experiences be happy ones? They can't but Stauderman's nostalgia stems not from combat, but from the pleasant associations he had with some warm-hearted Europeans. Europeans who helped him forget the horrors of battle and opened their hearts and homes to him.

The girl-on-the-hunt-for-a-job routine, done countless times, was given an unusual psychological angle by Bryna Ivens and sold to the Workshop. Telling the kiddies bedtime stories is old stuff too, yet J. V. Melick, a CBS auditor, found something different in his fairy tales. Some of them would not fill a typewritten page, but their cleverness makes them adaptable to Workshop standards. Typical Melick fantasy is a piece about a worn-out automobile which becomes a beautiful fire-engine.

It isn't always an unknown who writes the Workshop script. The late Stephen Vincent Benet wrote an elaborate and unusual program about Paul Revere. Joseph Ruscoll, a free lancer who achieved fame as a CBS writer, has done several Workshop shows. The directors at CBS explain that they don't care where a script comes from.

All this leads to the question: Does the Workshop, with programs of so many diverse topics and styles, have a large listening audience? Do they have a high Hooper & Crossley rating? The answer to both is "No." Recently Bob Landry received two postal cards from listeners regarding a Workshop fantasy. One praised the program and asked for more; the other read something like this, "I thought Saturday's show was rotten. Can't you stick to realism?" The Workshop doesn't cater to a mass audience and has no program policy other than to demand the unusual, well done.

CBS executives feel that the Workshop is more than just a medium of entertainment. The expertness of production gains prestige, not only for CBS, but for radio in general. Known as a source of new ideas, it is tuned in by a critical audience made up of producers, executives, advertisers, and people interested in artistic perfection. This often results in success for a Workshop writer, actor or director.

Says Landry, "It is a thought-provoking program; it encourages audience discussion; it invites talent which might be lost in a mass of rejected scripts."

One thing you may be sure of: The Workshop will bring you radio programs that are new, unusual, and a challenge to unventuring, stick-to-the-formula radio. Also through Workshop you may hear a vehicle that is providing the first mile on the career of another Orson Welles or a Norman Corwin.



'BRAIN TRUST' CHECKS A SCRIPT. LOEB IS SECOND FROM LEFT, LANDRY, FOURTH

YOU CAN'T HEAR EVERYTHING!

Even the most enthusiastic listener doesn't catch all the interesting broadcasts each day. For this reason, Tune In here presents excerpts of unusual interest from various programs . . . in case you missed them.

ON MEN AND FOOD

I NEVER saw a healthy man that didn't like to eat . . . and they like to have their women eat, too. I was talking to a noted authority on human behavior just the other day and he said that his masculine clients have been doing a lot of complaining lately about the opposite sex. They say that because of excessive dieting and reducing massages and exercises, American women are becoming too slender. Or, as the boys stated more emphatically—too skinny. And the boys don't like it one bit.

"That's O.K. for fashion models but us guys like to have our sweethearts and wives look like women and not like walking hat racks!" they cry. "And when we take a gal out to dinner, we want her to enjoy a good steak with us and not sit there crunching melba toast and pecking at a small chicken salad."

This expert also claims excess dieting has been one of the greatest home breakers in history—a major cause of divorce—for an ounce of good disposition seems to melt away every pound of too, too solid flesh. So be careful, girls—diet if you must or even exercise but do it in moderation so that your husband or fiance won't be conscious of the fact.

—Elsa Maxwell on
"Party Line" (MBC)

A BIT OF MARSHMALLOW

THAT business you have on your head, Margaret, looks like a sawed off straw waste-basket turned upside down—with some of the stray bits of straw caught in the wind. And, oh yes, the velvet . . . imagine how you'd feel if someone turned a waste-basket upside down and found it had brown velvet on the bottom. But maybe people will understand better what I mean if I say that it looks like a huge toasted marshmallow—burned on one end—but that leaves me at a loss to describe what's happened to the veil. You can't have bits of marshmallow caught in a veil—it sounds too grubby.

You see, I went shopping for hats

with my wife the other day and that's how it is that I'm up on what's just too divinely utter in noggin notions for spring. The first one she tried on was an infinitesimal thing of navy blue straw that looked as if it had been sat on and then punched out again—and it went on backwards—That is, it was shaped something like a coachman's hat. It had a tiny bit of a visor sticking out astern—I suppose to indicate that the wearer didn't know which way she was going—then, to finish it up, there was a lot of purple and kelly green ribbon bursting out of the top, as if there wasn't room for it inside. But at least it did have a top, and that's something these days. My opinion is, if you want to ventilate your head—why not do it the easy way—just don't wear a hat.

—Harry Marble on
Margaret Arlen (CBS)

HOUSES OF CARDS?



When a man runs a gambling house, that's private enterprise. He's in it just for his own profit without regard to the rights or privileges of his neighbors or his fellow Americans. Free enterprise—that's something different. That's the American way of operating with full regard for the rights and privileges of others. It's up to the Senate now to decide under which system the housing program will come. We might let our senators know how we feel.

—Quentin Reynolds on
"Let's Talk It Over" (MBS)

MIND OVER MATTER

THE role of hypnosis is extremely important in the origin and development of psychoanalysis. However it is a negative role of great importance rather than a positive one. Freud himself dates the birth of psychoanalysis from the time of his rejection of the use of hypnosis. He had several reasons for

that. First, he felt that hypnosis tended to create an atmosphere of mystery around a serious scientific job. Secondly, he found that even if it took somewhat longer, his patients could eventually reclaim their lost memories just as well by the technique of free association. Finally, the emotional value of the ideas and experiences recalled while awake and conscious—measured in terms of how hard it is for the patient—tells you at once something about their importance.

—Dr. Allan Fromme, "Adventures Into The Mind" (W/MCA)

LOPEZ SPEAKING



We were playing the Pennsylvania Hotel then (1921) and commercial radio was yet to be born. As an experiment, we went over to Newark, N. J.,

to broadcast a concert. I'll never forget it. There was only one station around New York then and its studios in Newark were modest to say the least.

In reality it was the cloak room of the offices there. I took eleven men with me, and the eleven of us and our instruments. They provided an old upright piano for me. Well, we could just about squeeze into that cloakroom.

In those days you felt pretty sure nobody was listening. So we asked for letters from our unseen audience. Those letters—they brought them over to the hotel from Newark in baskets—literally bushel baskets. I tried to answer a few, and was so swamped I finally just gave up. But believe me, I appreciated them.

Then they experimented with picking up the Lopez band right from the hotel grill. Soon the grill began to be swamped too, for everybody wanted to be present at a broadcast. You know I'll never forget that first broadcast, when the announcer whispered in a stage whisper, "Say something!" I whispered back, "What?"

My mind was a blank, and all I could think to say was, "Hello everybody, Lopez speaking," and I never stopped saying it.

Ever since that first night in Newark, we found that radio helped our business but I thought the first sound picture we made in 1922 would ruin us. If people could see and hear us on the screen, well then they wouldn't bother coming to see us in real life.

It really increased our crowds everywhere. Glenn Miller, then the Dorseys, Tommy and Jimmy, and Charlie Spivak,

Xavier Cugat and Rudy Vallee got their start with me and Betty Hutton and Sheila Barrett among the singing stars. Swell kids, all of them.

Along about twenty years ago, lots of people were going to Cuba and asking for Cuban tunes when they came back. It was in 1928 that I played "El Manisero"—"The Peanut Vendor." Today I'm sure that people like melodious, dreamy, romantic music. They like to dance to it and I might add, that Americans are becoming much better dancers.

—Vincent Lopez on
"Margaret Arlen Presents" (CBS)

OUR REAL STRENGTH

THERE will be no war if we, as a country remain strong, physically and spiritually. By physical strength I am not speaking only of the maintenance of an adequate military establishment, important as that is, I mean that we must maintain a healthy economic life—an expanding life for all of our people. Through our system of individual initiative we did a fantastic war production job. You remember that at Teheran Stalin told us that American industrial production was making the defeat of Hitler possible. This was accomplished by the genius and initiative of American management in big business and small and by the intelligence and vigor of the men and women who worked in the war plants and on the farms as well. In this combination lies the real physical strength of America—a combination that must be just as effective in the future to work for our objectives in peace as it has in war.

—Averell Harriman, guest on
"Quentin Reynolds" (MBS)

SPANISH CUSTOMS TODAY



Life in Spain today threads around a crazy-quilt pattern of extremes. It is a land of prince and pauper, with Europe's most sumptuous luxuries alongside hunger and want. In Madrid there are full windows and empty stomachs and shiny new American cars share the same street where beggars walk. In downtown Madrid, a cornucopia of cameras, nylon stockings, silks, satins and French perfumes seem to overflow from the store windows for sale at fabulous prices. The finest delicacies in wines and foods are available in some of Madrid's swank restaurants where

sometimes the waiters equal the number of clients.

Spain is an oasis of luxury living for those able to meet the dizzy price tags that come with it, but there are two Spains. The other Spain is the one of want which reaches the stream of bare-foot, hungry people living in caves on the outskirts of Madrid. But reaching into the life of everyone in Spain is the black market which is the most veteran in Europe having operated since the end of the Spanish Civil war in 1939.

Spain's black market, similar to those in other parts of Europe, has ballooned prices. The only difference is that in Spain it has had seven years of peace to entrench itself in the nation's economy. Today, the average un-killed workman in Spain makes about one dollar a day, but eggs cost one dollar and a half per dozen. Olive oil, which is one of the staples of the Spanish diet costs about two dollars a quart. One pair of cheap shoes cost nine dollars. Since 1936, salaries have doubled but the cost-of-living is now estimated at about 400 per cent higher.

—Sydney Weiss on
"Feature Story" (CBS)

HERE COME THE BRIDES



Atlantic City may call itself the playground resort of New Jersey, but to a small group of its residents, there's such a thing as carrying a slogan too far. And all because of the city father's plan to send sixteen eager veterans to New York to meet their English brides. Instead of the right G.I.'s getting the invitations, by mistake, the invitations were sent to sixteen soldiers who had just been discharged, instead of to the veterans who were husbands of the lovely brides. Brother, did we start getting into hot water.

The results ran the gamut from A for anguish to Z for zealous interest. Said one amazed ex-serviceman who phoned: "Are you kiddin'? How could I have an English bride—I spent four months in Tokyo!"

One veteran put his wife on the phone to prove he wasn't a bigamist. As far as the City Press club of Atlantic City, which got the invitations mixed, can figure out, that veteran may still be in the doghouse. There was also a call from the father of one who was invited by mistake. He said: "I asked my son and he denied it. Said he never married

anyone while he was in England. But you know how kids are, they like to have secrets from their parents sometimes. So I'm calling to get the real facts. Confidentially, is my son married or isn't he?"

One far-from-eager beaver denied it vehemently. He said he'd kept company with a girl in Great Britain, but he'd never married her. And he hadn't asked the government to send her over anyway, so what was the big idea? There was also the ex-G.I., not on the original list, of course, who called up with a happy break in his voice:

"Say, thanks a lot. Boy, you guys sure get your information fast, don't you? Sure, I'm married to a girl from England but even when I got your invitation I didn't know she was already due in. I got your invitation yesterday and right after that the Red Cross called me to say she is coming tomorrow. At 3 p.m. Sure, I'll be there with bells on and thanks, you don't know how good this makes me feel!"

That, of course, was pure coincidence. But the most curious fact in the whole merry, marital mix-up is this: They sent the invitations to the wrong veterans—sixteen of 'em. But only fifteen called back. One of them never called at all! Maybe he can't remember.

—Taylor Grant on
"Headline Edition" (ABC)

EYE-APPEAL ADVERTISING

IN THIS postwar world, there are many innovations that give promise of changing the way we live. As an example, two veterans named Elliot Stark and Joe Martin have come up with an idea which, in its own field, may be as different as the atom bomb. They've started what they call the "Eye Appeal Advertising Service"—and already veterans Stark and Martin have built up a sizable list of clients. Joe Martin explains: "When Elliot and I got out of uniform, we decided that most advertising was done the wrong way. In the past, advertisers have made up their advertisements. They never bothered to think that no matter how good an ad is, it doesn't mean a thing if nobody looks at it.

"We decided to figure out first what people look at and that would be the place to put an ad. The firm of Stark and Martin found out by tests that most men in barber shops look at the ceiling while they're being shaved. They have nothing to look at, so give them ads.

"We also use restaurant tablecloths. You've doodled on tablecloths. So have

YOU CAN'T HEAR EVERYTHING (continued)

thousands of others. So we invented what we call the doodle ad. The tablecloth has a pattern of numbers on it, sort of a puzzle. When the customer works the puzzle by following the numbers, before he knows it he's written out one of our ads. It saves restaurant laundry bills too. As part of the 'Eye Appeal Advertising Service' Stark and I furnish the tablecloths.

"With the short skirts the women wear these days, we have small placards fastened to girls' garters. When they sit down, in the subway or in hotels, the ads are seen instantly. It combines business with pleasure.

"We also plan to put some of our advertising on bald heads. Our research has shown us that everyone looks at a bald-headed man. We're working on something right now called the back-o'-lantern. With an ordinary magic lantern, we'll shine advertising on the backs of pretty women in night clubs. The advertising firm of Stark and Martin insist upon maximum eye interest. The prettier the back, the more attention our ad gets."

—Joe Stark on
"Headline Edition" (ABC)

NIPPED IN THE BUD



I'm going to repeat a story that our guest Frances Buss told me once. It's about that elaborate dramatized television show in which the vase of red

roses figured so prominently that it was almost a member of the cast.

Frances was directing this complicated show, and all had gone smoothly. They were right near the end and her last shot was to be a close-up of this blue vase of red roses. Unbeknownst to her the vase was needed as a prop for another show immediately following the one she was directing. Frank Angelo, the property man was just a little overzealous about assembling his props for the next show.

Frances glanced at the set and the vase was reposing on the white colonial mantel. She gave the word to the camera man to "Take one" that is, take that shot and just then Frank walked across the set, snatched the vase of red roses as he went. Since he was out of focus, he appeared like a gray blurb and it looked for all the world like a grey ghost swept in and spirited away both vase and roses!

—Margaret Arlen (CBS)

POLICE WITHOUT GUNS

THIS is about ladies who literally track them down—lady cops in San Francisco. Not only are they policewomen but they are mechanized . . . the only all-girl mechanized orchestra of whistle blowers in the nation. They scoot all over downtown San Francisco on three-wheel motorcycles, bringing in \$80,000 a month in traffic fines alone.

Since most of this income is from overtime parking at a dollar a throw, it means the girls are tagging nearly 3,000 cars a day and at the same time directing traffic, operating recalcitrant stop-and-go signals, administering first aid, returning lost children and handling the other normal disturbances that prevail in every large city.

From their salaries of \$225.00 to \$250.00 a month the girls provide their own uniforms, the same blue and gold as the men, with an overseas type cap. Lipstick and powder puff are permitted among their equipment which also includes traffic book, indelible pencil, police whistle and key to the police box. Neither weapons nor handcuffs are part of the policewoman's usual gear and so, according to some of the oldtimers on the force, the gals get results chiefly by fascination. At the outset the girls suffered from a little heckling, but it quickly disappeared. To ridicule or insult an officer in uniform is something the courts are quick to deal with.

The women police have an excellent record now and are well-liked by the men of the Department, the judges and even those whose cars they tag. One, a Miss Burnell, is an amateur radio fan and converses in terms of condensers, tubes and coils with the most technically-minded members of our staff. Her dad was a policeman; she's always wanted to be one and wouldn't consider any other job. Her training from the Police Academy includes those mysterious jiu-jitsu grips and holds which enable a minor to subdue a whale and which command respect when a badge does not. And, best of all, she's not susceptible to flattery. That's where the eighty-thousand-a-month comes in.

—George Bryan on
"Feature Story" (CBS)

TRUCE NOT PEACE

THE world is not at peace, even though military warfare between major powers has officially ceased. There is a tremendous difference between the mere cessation of hostilities and the achievement of peace. It would be more accurate to say that we are now living under

a truce, than to delude ourselves that peace has come. Peace is not made by treaties, nor by negotiation. Peace comes only when the people, who are the living substance of which the world is made feel at ease.

—Lisa Sergio on
"One Woman's Opinion" (ABC)

ON MOVIE MOTHERS



I simply do not understand, and I never have understood, why so many actresses are unwilling to play mothers. When so many of the best and most interesting roles call for mothers, the whole attitude seems silly.

If an actress turns down all mother parts, she's still typing herself—as one who has just that much less acting ability. An interesting part is interesting whether it calls for pigtails or gray hair.

—Claudette Colbert on
"Party Line" (MBS)

CRIME IN THE MOVIES

IN South Bend, Indiana, a gang of teen-age kids were arrested after they had committed a series of crimes. Caught in possession of floor plans of a bank and some stores, all of which were slated for future robberies, the boys told police officials that they had learned to case robberies from seeing the motion picture, "Dillinger."

In near-by Indianapolis, a 14-year-old boy left a theater where he had witnessed a crime movie and this boy stole an automobile. He told the police that he had learned from the picture how easy and how daring it was to steal a car.

It would be simple to declare that if a crime movie teaches a moral it is a good thing. Let me point out that "Dillinger" was supposed to teach a moral. It was supposed to pound home the lesson that crime doesn't pay. Its central character was painted as a hunted, unhappy, human derelict slain like a rat in a back alley.

The picture was okayed by the industry's own censors on that basis, but newspaper crime reports from many parts of the country proved that the supposed lesson was lost and that the picture did incite many lads to crime.

I say to you, and to the whole world that if this or any other film caused one youngster to commit a crime, it should never have been made.

—Jimmy Fidler on
"Town Meeting" (ABC)

LEAVE IT TO PAULA

A "ROLLING STONE" WHO IS ALWAYS GATHERING NEW FAME



THERE'S SO LITTLE TIME FOR LOAFING IN THE SUN LIKE THIS IN PAULA'S BUSY CAREER OF PRODUCING AND BROADCASTING

IT AIN'T MOSS that this busily, rolling Stone gathers for writing and headlining two popular radio programs, not to mention co-producing a Broadway stage hit. And if that weren't enough rolling for trim, blonde Paula Stone—she is on the verge of packaging a series of radio shows for national sponsors. And inspired by the success of her current Broadway success, "The Red Mill," Paula is making plans to produce a dramatic play as soon as she can find time to squeeze it in.

Busy Paula, with a background that reeks solid of greasepaint and footlights, got into radio after appearing with her father on Broadway at an early age and doing several Hollywood films.

Having set her goal, Paula came to New York to accomplish it. Unwilling to trade on the established fame of her father, Fred Stone—she struck out on her own. Paula visited every possible source of experience, finally winding up at the office of the program director of a local New York station.

WNEW's Jimmy Rich suggested that Paula do a Saturday show to be called "Broadway Beam," writing her own script. After a month, the station asked Paula if she'd like to do a show across the board.

"I didn't know that 'across the board' meant doing a script and a broadcast every day of the week," Paula recalled. "I didn't even hesitate, and now—well, I've celebrated my second birthday in radio and so far everything has worked out wonderfully."

Next followed a chance at a bi-weekly coast-to-coast show, which ran for several months. Her latest radio chore is that of emcee on the female roundtable of romance, "Leave It to the Girls," which has been dubbed, "Paula Stone and her Board of Sexperts."

Wherever you find Paula, you can be sure that celebrities will be close by. It's a rare day that she doesn't get a note from Betty Grable, Judy Garland, or some personality of similar stature. And it's a rare program when Paula doesn't have a celebrity on with her. For a lot of these appearances, Paula can thank her early contact with the theatrical great through her father. Also during that time Paula got to know a lot of struggling young hopefuls in show business. They became friends and now many of those "nobodies" are present-day celebrities—such as Judy Garland.

It was one of these early formed friendships which enabled her to have Betty Grable on her program—for free

—though Betty refused to guest on network shows for pay during a visit to New York. Also Paula was able to lure the reluctant Bing Crosby to the microphone, back when Kraft couldn't bait him back with cheese.

Although Paula's daily schedule is such as to make a slave-driver shudder, she managed to find time in it for romance. And back last February romance blossomed into matrimony when she was married to Michael Sloan, a publisher's agent. And, as you may have anticipated, Michael wound up handling Paula's publicity.

Not for herself but for the name of Stone, Paula feels an obligation to do a competent job and maintain a high standard of quality. That she's done just that is proved by one of Fred Stone's current stories on himself. One day, while waiting for Paula to sign off the air, he was approached by three bobby-soxers.

"Are you Paula Stone's father?" queried one timidly.

When the Broadway veteran replied in the affirmative, the girl blurted out: "Well, we might as well have your autograph, too."

Fred obliged and the three scampered off to meet Paula as she left the studio.

AUNT FANNY DRESSES THE PART

BUT BEHIND COSTUME IS PRETTY ACTRESS



LADEN DOWN with her arms full of Aunt Fanny's paraphernalia, Fran Allison enters the dressing room prepared to become her other self.

AUNT FANNY, lovable but loquacious gossip of "Breakfast Club," came into being entirely by accident. Fran Allison, who created the characterization was a staff singer on WMT, Waterloo, Iowa. As she strolled casually into the studio one day, an announcer interrupted his program to remark: "Why here's Aunt Fanny—why don't you come over and say hello?" Fran came to the mike and for five minutes ad-libbed an uproariously funny routine as a small town busy-body giving all the latest news about a group of droll rustics which she made up out of her head, patterning them on people she had known and observed all her life. That's how Aunt Fanny was born and the old lady took a firm grip on life, getting a warm welcome to the "Breakfast Club" cast in 1939. Aunt Fanny, of course, is just the same size and weight as Fran but as you see in the pictures, the smartly dressed, good-looking actress has to hide behind a lot of camouflage before she can look the part as authentically as she speaks it.



CAMISOLED AND PETTICOATED, Fran tries to choose between two dresses of the not-too-girlish Gibson Girl design. Her hair goes up too.



A DASHING CREATION of embroidered brocade over underskirts of applied net is the costume today. Fran untangles her hair from hooks.



HAT PIN IN MOUTH, Fran removes her stylish shoes. Her Aunt Fanny gossip sounds just like the country folks she knows back in Iowa.



HIGH LACED BOOTS with old fashioned pointed toes and funny are what Aunt Fanny considers sensible foot gear for a young



A LITTLE ASSISTANCE is needed for the blouse. Fran wonders how girls ever got dressed in time in the good old days without a maid.



WHY IT'S AUNT FANNY! She's all set for a visit and a bit of gossip about the private lives of "Lutie Larsen" and "Birdie Beerbower."

HEADACHES OF A QUIZMASTER

(CONTINUED FROM PAGE 16)

said they were going to buy bonds, but one night Todd Russell asked an Irish cop what he was going to do with his winnings. The retort came in a defiant brogue: "I gonna be after buying meself seven scotches, and when they're gone, there'll be seven more to take their place." Russell, holding a War Bond in his hand asked, "But aren't you going to buy just one bond?" "Nope, just scotch!"

On programs such as "Truth or Consequences," "Queen for a Day," "Give and Take" "Detect and Collect" "People Are Funny," "G. E. House Party" and "Vox Pop" where unusual prizes are awarded, the emcees encounter a tremendous difficulty in conceiving new and original prizes—then getting them. War-time restrictions limited the choice of awards, but manufacturers did donate some hard-to-get items in return for being named on the air. However, finding nylons, ice-boxes, rubber tires, shoes and white shirts often had quizmasters and their assistants tearing their toupees.

Travelling quiz shows, such as "Professor Quiz" and "Dr. I. Q.," encounter, in addition to heavy expense, the complicated transportation restrictions. There have been occasions when programs scheduled for one city were switched at the last minute to a more accessible locale. This always produces

double trouble; the problem of the audience in the by-passed city and the lack of one in the new city.

One of the most prodigious tasks of running a quiz show is handling the thousands of requests for tickets. For every show, emcees, networks, local stations and advertisers are deluged in a sea of requests. Johnny Olsen receives as many as 3,000 requests a week. The Baker show gets more requests for tickets than any other CBS program. Ralph Edwards' "Truth or Consequences" is one of the top request shows. Jack Bailey of "Queen For a Day" receives the fabulous total of 11,000 demands per week. Obviously no show can acknowledge all requests, a fact which brings numerous complaints and criticisms—both phoned and written.

TO HELP him through these mazes of detail, requests, and general headaches, the quizmaster usually employs a man-Friday. "Fridays" help write the show, invent new routines, sort and answer mail, search for prizes and help the beleaguered emcee as much as possible. All need help of some sort and these men are the ones who keep quizmasters sane.

Regardless of the type of show, serious or humorous, hecklers are a constant annoyance to the emcee. This

breed of humanity feels that, though not on the show, they must give the contestant the answer. Some hecklers are addicted to making would-be humorous remarks. Either approach is time consuming and aggravating to all. Some good natured heckling does, however, liven up the program. Pleasantries such as "You'll be Sorry" and "Let's have the \$64 question" are not objectionable. Statistics show that contestants are about divided on the heeding or ignoring of audience advice.

Statistics on quizmasters show them as mature men old enough to be President. Most are married and have families with whom they spend the bulk of their spare time. All are keenly interested in people and are easy to meet and talk to. Though rarely plagued for autographs, they are not the least bit reticent about signing. They have their favorite actors, their favorite radio shows, their friends and their enemies. Like anybody else they are pleased by compliments and try to answer fan mail. Quizmasters are normal people just a little more harried than the average business men.

All emcees are agreed on one point—they love their work. As one said "It's thrilling because there is the element of the unknown, the unexpected. You never know what's going to happen next." Aside from the warm-up, there is nothing which even resembles a rehearsal. Anything can and does happen. Quizmasters usually make themselves targets for a contestant's quips, but occasionally it happens that the emcee is caught completely off guard. Todd Russell was questioning a sweet little old lady on the names of different mountains. She had successfully answered three or four questions when suddenly she said, "You know, Mr. Russell, my favorite mountain is Mt. Russell". Todd said he didn't know of Mt. Russell and asked its location. The lady pointed directly at him and said "You're Mt. Russell!"

For the studio audience who could see Russell's six-foot, 200-pound frame, this was the high point of the show. Todd explained later that the woman was seriously paying him a compliment, but he was so taken back that all he could do was stammer and stutter. "I never blushed on a show before" he adds.

So the next time you tune in a hilarious quiz show, try not to be too envious of the emcee. Sure, he makes a lot of money. Uncle Sam takes most of it. But the headaches—nobody takes them!



"QUICK AS A FLASH" EMCEE KEN ROBERTS PAYS OFF A BRIGHT CONTESTANT

THE ANSWER MAN



Albert Mitchell

Tune In presents some of the most interesting questions and answers selected from this highly entertaining and enlightening program. Its evergrowing popularity can be attributed, in part, to the wide variety of questions and the authenticity of all answers.—The Editors

How old should a boy be before he is addressed as "Mister"?

According to some authorities a boy never uses "Mister" until he leaves high school. But others—having the boy's feelings more in mind—say, any time after he starts to wear long pants.

How long have diamonds been used as engagement rings?

Since the fourth century, A.D., anyway.

Can a blinded veteran of this war get a free Seeing Eye dog through the Government?

Yes, a blinded veteran of World War II is entitled to a free, trained Seeing Eye dog from the Government—provided he was blinded in service and receives a pension for his disability. Besides the dog he receives compensation for any travelling expenses involved in obtaining it, and any equipment he may have to buy.

How much do people win within a year on all radio quizzes—perhaps 50 thousand dollars?

Oh, no — more than that. Radio quiz fans win over one million dollars a year—at least 20,000 dollars every week.

Is it possible to get sunburned under water?

In the tropics it is.

What is the name of the South American bird that shaves?

It's the motmot—which shaves the center two feathers of its tail of all plumes by using its bill as a razor.

Could anyone ever really die of laughing?

Only if something was wrong with him. According to legend, however, Philomenes died laughing after having come upon an ass greedily eating some choice figs put aside for his own dessert; Marquette was shaken with a fit of merriment watching a monkey trying to pull on a pair of boots and so died; and Calchas, the soothsayer, was so greatly amused when he realized that he had lived beyond the time predicted for his death that he thereupon died laughing.

Why is it said that no Japanese works harder than a Japanese postman? What's so hard about the life of a Japanese postman?

Well, besides delivering mail, Japanese postmen distribute advertising leaflets, sell postage stamps, collect taxes and pay out pensions. Moreover, Japanese postmen sometimes have to cover their delivery route 12 times a day.

Is it true that in England the King can put men into Parliament at will?

Yes. By making a man a Peer the king can automatically put him into the House of Lords. This is only a limited power of nomination, however, since the House of Lords—though it approves legislative actions of the House of Commons—has a limited right of veto and no right of amendment.

If you drill an oil well what chance is there that you'll hit oil?

On the average, according to the Union Oil Company of California, only one drilling in twelve brings in a successful well.

What is the most mysterious document in the world?

Until just recently the Voynich manuscript, discovered in an Italian monastery in 1912 was believed to be the most mysterious document in the world because no one could translate it. However, Dr. Leonell C. Strong of Woodbridge, Conn., has reportedly solved the mystery. The document was written about 1500 by a Dr. Anthony Askham of England. He wrote in medieval English using a double arithmetical progression of a multiple alphabet. The manuscript is a medical treatise describing many diseases and several antibiotics—remedies in the same class as penicillin.

What is the difference between live weight and dead weight when talking about the weight of a building?

Dead weight is the weight of the material used in constructing the building—the concrete, brick, steel and the like. Live weight is the weight of everything else that gets put into the building—movable things like furniture, machinery or people.

It is said that many apes think. Can you supply an instance?

Well, this certainly comes pretty close to being such an instance. An ape was left in a cage with some fruit hung near the top of it so there was no way for him to reach it—so the keeper thought. It was too far in from the sides of the cage for the ape to reach—and there was nothing on the ceiling he could cling. But the keeper reckoned without the inventive genius of the ape. There was a pile of poles outside the cage—and by stretching his arm the ape was able to reach a good stout one. The ape took the pole and set it on end in the middle of the cage under the food. Then, tipping it a bit to balance his weight, the ape climbed the pole and reached the food. A good feat of balancing—and an even better feat of reasoning.

What is the list of words which it is permissible to call a girl?

Here is the anonymous verse entitled "List of What You May and May Not Call A Woman":

You may call her a kitten, but never a cat.
You may call her a mouse, but never a rat.
You may call her a chicken, but never a hen.
You may mention a dimple, but never a wen.
And unless you've decided to quickly vamoose
Call a woman a duckling—don't call her a goose.
For each pair of words there's a wrong and a right,
Call your sweetheart a vision, but never a sight.

Is there any country in the world where a man can divorce his wife just because she is childless?

Yes—among primitive peoples. Even some Moors allow a husband to divorce his wife if she doesn't become the mother of a boy. But then he is not the only one who is free—she, too, can look for another husband.

How would a ship leaving Spain reach the Philippine Islands before the Panama Canal was built?

It would go through the Suez Canal, through the Red Sea and Indian Ocean, around the Malay Peninsula and up the South China Sea to the Philippines. Before the Suez Canal was built, it had to go down the west coast of Africa and then up through the Indian Ocean and South China Sea.

Tune In to "The Answer Man":

WOR, New York	M, T, W, T, F,	7:15 P.M.	E. W. T.
	S.	7:45 P.M.	E. W. T.
	M, T, W, T, F, S,	12:45 P.M.	E. W. T.
WGN, Chicago	W, Sun.,	10:00 P.M.	C. W. T.
Yankee Network	M, T, W, T, F, S,	6:30 P.M.	E. W. T.

RADIO HUMOR

● Danny Kaye was welcoming Peter Lorre, gentle horror man of the movies, as a guest on the show. Lorre began, "Pardon my glove." "Why?" asked Danny. "There's no hand in it," purred Lorre.

● A while ago Helen Forrest was trying to sell a thrifty actor some tickets for a charity concert. "I'm sorry, said the man, "but I'm all tied up for that evening. However, you can be sure I'll be there in spirit." "Wonderful," snapped Helen, "And where would your spirit like to sit—in the five dollar seats or the ten dollar ones?"

● Broadway columnist Earl Wilson reported that he encountered Senator Claghorn (Kenny Delmar) in a night club drinking some dark liquid. When he asked the "Senator" what he was drinking, he got the reply, "That's a coke, son."

● Jackie Kelk, who plays "Homer" on "The Aldrich Family," has the ever-present Homeresque quip on his lips. He walked into a clothing store and cracked, "What do you have in the line of suits besides nothing?"

● Cass Daley, buck-toothed star of NBC's "Bandwagon" show, was telling the producer about a recent Lily Pons concert. "She certainly can sing," said Cass. "When she gives out with a number the words come right out of her mouth!" "Well, so do yours," said the producer. "Yeah," replied Cass, "but when Lily does it, her teeth stay in!"

● The "Can You Top This" prize crack belongs to Harry Hershfield: Finnegan is walking down the street and sees a lot of boys pelting a guy with stones and snowballs. So he says, "Why are you hurting this boy?" One of the kids says, "Because he's a Republican." So Finnegan says, "Is that any reason to hit him? Why can't we all be good friends? Hitting him because he's a Republican, eh? Don't you think that Republicans eat, drink and sleep like the rest of us?" The kid sneers, "I think you're a Republican yourself." Finnegan shouts, "That I won't stand for!"

BRIDGE BUILDER

MAESTRO PETER VAN STEEDEN FILES HIS MUSICAL BRIDGES INSTEAD OF BURNING THEM BEHIND HIM

THERE is a man in radio who can boast of crossing 3,000 bridges without once retracing his steps. The man is Peter Van Steeden, popular music maestro of the air waves. The bridges we refer to are musical bridges, not those ten-ton steel jobs. But Pete doesn't burn those bridges behind him, he files them away in enormous cabinets for future reference.

The musical bridge is a familiar device to all radio listeners although they may not be conscious of it. It is a musical composition which runs for only about ten or fifteen seconds in length.

Nearly all programs use them to convey the impression of a lapse in time or to underscore a transition in mood, locale or continuity.

During more than seven years as conductor of the background music for "Mr. District Attorney," Maestro Van Steeden has used an average of ten bridges each Wednesday night, each written to order for a particular moment in the story. Each one has been an original composition worked over painstakingly by Van Steeden and his arranger Gene Von Hollberg.

On a tensely dramatic show like "Mr.



A TRIM AND DAPPER MAESTRO, PETER VAN STEEDEN DIRECTS HIS MEN WITH CASUAL EASE

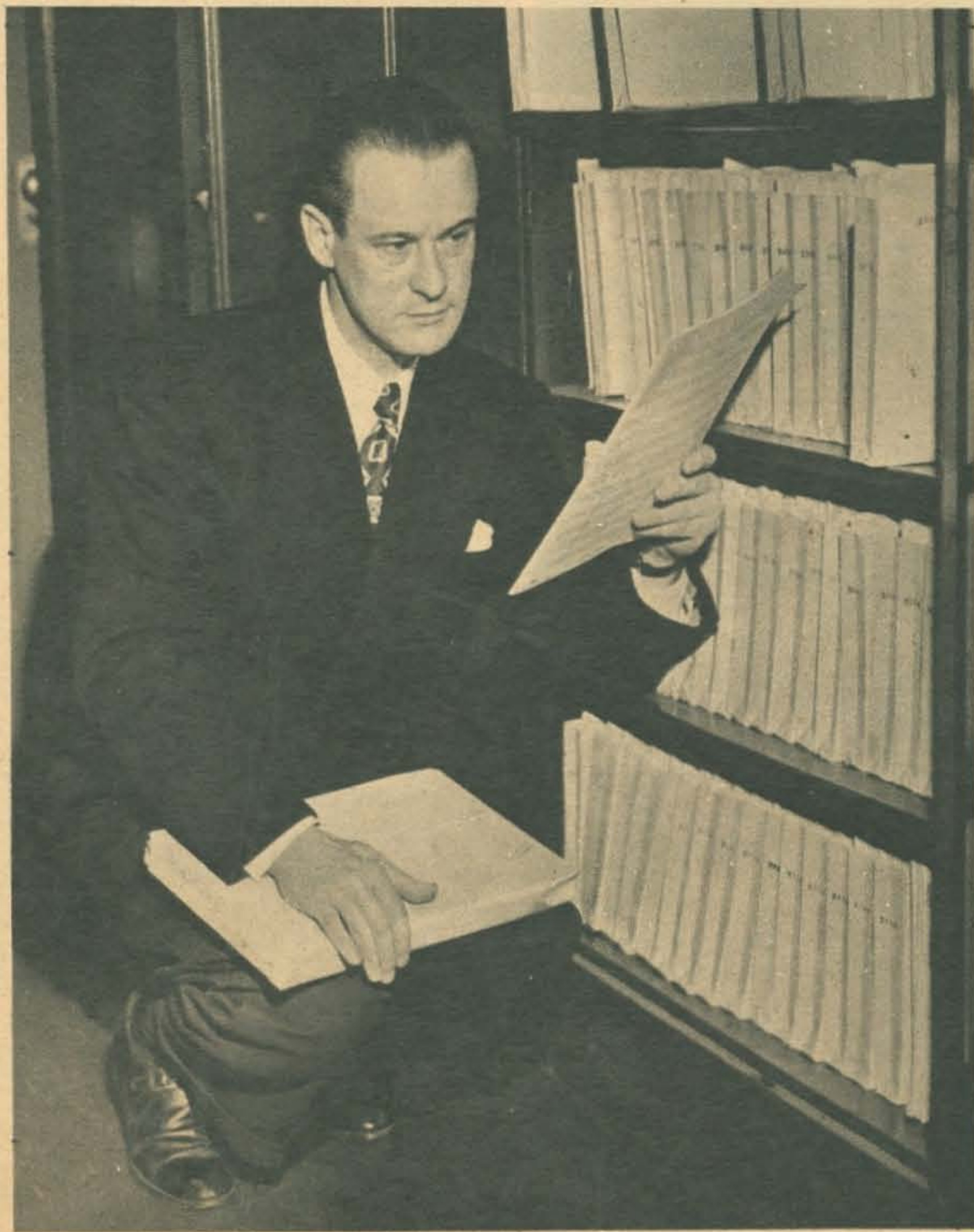
District Attorney," the musical bridges must not sound like a popular tune or familiar music of any sort, or they would distract the listener's attention from the developments of the plot. That sounds a little overdone perhaps, but producers know how much a seemingly unimportant detail can cut into the listener's mood and spoil the unity of the production. That is why it is essential that a bridge be music so in keeping with the story that you are not conscious of it as music at all. It must flow from one scene to another, or one thought to another as easily as dialogue spoken by the actors. It is often blended into a sound effect, such as the ring of a telephone or the buzz of a door bell.

When Pete and his arranger receive the advance script of each broadcast, it is their problem to think up ten brand new compositions to work into the script. Even though the bridges are short, it's no easy task to compose ten new ones each week. For although these bridges are carefully filed away, they

will never be used again on the show. One difficulty, however, is avoided by composing original compositions. There is no time lost in having to establish clearance rights for the use of a copyrighted piece of music.

As one of radio's most-in-demand conductors, Peter supplied the music for the Alan Young Show until the program moved to Hollywood. Among his other broadcasts have been the "Eddie Cantor" show and "Duffy's Tavern."

Peter Van Steeden has to get himself right in the mood of the show in order to build his musical bridges. But that's fairly easy for him. When he was directing the music for the Alan Young show, he could be seen at the broadcast splitting his sides laughing at the jokes just as if he had never heard them over and over again at the rehearsals. It's just the same situation with "Mr. District Attorney"—he gets just as wrapped in the perilous doings of the D. A. as the rest of the cast. The "Bridge Construction" man is right in there pitching.



THE FILES WHERE THE MUSICAL BRIDGES ARE STORED ARE CAREFULLY KEPT UP-TO-DATE

RADIO ODDITIES

◆ Milo Boulton, interviewer on "We, The People," spends most of his time on the show just asking questions. As an actor his first role was in a play called "No Questions Asked."

◆ John Nesbitt, storyteller, is one of the most frequently heard voices on the air, his English being a model of perfection, yet he spoke nothing but French until he was six years old.

◆ Nelson Eddy wears the same sports jacket for every rehearsal of his Sunday afternoon musical program ever since its air debut. Something like a pet superstition, he admits.

◆ Bessie Mae Mucho of the Abbott and Costello show and Mayor La Trivia of the Fibber McGee and Molly program have a permanent assignment together. But it's not a radio assignment. Bessie Mae is Virginia Gordon and the Mayor is Gale Gordon. They are man and wife and one of Hollywood's happiest professional couples.

◆ About sound effects—everyone has a different idea when it comes to the noise of celery being eaten. The script of "Adventures of Ozzie and Harriet" called for it and the sound man tried everything in the book, wasn't happy till he got an actor to chew an actual stalk of celery. On the "Blondie" show, however, the soundman tried real celery but the producer commented, "There's no punch to the crunch!" They finally settled on a recording of a tree toppling over which seemed to them just the right effect. How real can you get, we want to know.

◆ Here's another sound effect problem for the book. On an ABC mystery program the script called for an echo chamber. None was available. So the engineer on the show came up with a novel solution. An air vent built into the auditorium had an outlet directly below in the ladies powder room. By putting a mike into the powder room and picking up the voice on the regular mike and blending them together, he achieved the effect perfectly. But a stout guard had to be placed at the powder room door!

WHEN Arthur "Buck" Whittemore and Jack Lowe wore sagging sailor suits they had a hard job convincing fellow seamen that classical piano music could be as exciting as Harry James. Their previous reputation as two piano artists didn't go very far in the Navy—but Buck and Jack finally had hard-boiled gobs from the Atlantic to the Pacific asking for more classics. Now that they are wearing clothes that fit, Victor has seen fit to issue an album of their two piano work in a lighter field, aptly titled "Two Grand." With strings and a bit of Russ Case rhythm insinuated behind the superb pianistics of Whittemore & Lowe, such favorites as "That Old Black Magic," "The Song Is You," "The Continental," "They Didn't Believe Me" and "In the Still of the Night," shine forth with new brilliance. Recommended listening.

* * *

SINATRA SINGS: Columbia's album of torch songs from past eras gets a thoroughly heart burning salutation in the Frank Sinatra manner. Sinatra, ably abetted by Axel Stordahl's orchestra, sentimentally soars into "A Ghost of a Chance," "You Go to My Head," "These Foolish Things" and five other similar ballads, with notable success. For the Sinatra fans—and even those who have scoffed at the swoon king.

* * *

CHECKING THE JAZZ SIDES: Victor has released a 12-inch disc of the Metronome All-Star Band of interest to all jazz fans. "Metronome All-Out" and "Look Out" may not be the greatest of the all-star band series, but are good enough to be added to any collection. The Ellington touch makes the "All-Out" side the best, so far as this reviewer is concerned. J. C. Higginbotham's trombone and Red Norvo's vibes are outstanding. Trumpets are the weakest section—both on name value and record performance . . . Cootie Williams is in usual form with a solid "Somebody's Gotta Go" and "Blue Garden Blues" (Majestic). First side is blues shouting, with Cootie taking off on "Blue Garden" as the band sets a flag waving tempo and holds it till the last groove. . . . Helen Humes shows off to advan-

By HAL DAVIS

tage with "He Don't Love Me Anymore" and "Pleasing Man Blues" (Philo). The more publicized feminine swingsters could take a few lessons from this talented songstress . . . Tenorman Lester Young heads a small—but potent—ensemble in "Jumping at Men's" plus "These Foolish Things." (Philo.) Recommended for all followers of this strongly stylized saxophonist. . . . 88-Man Johnny Guarneri, drummer Cozy Cole and bassist Bob Haggert team comfortably for trio performances of "Nobody's Sweetheart" and "Body and Soul." (Majestic.) Guarneri tinkles along rhythmically on the topside—but shows greater originality on the flesh-and-spirit opus . . . Glenn Miller's traditions are still on wax as Tex Beneke leads the old Miller band in "Swing Low, Sweet Chariot" and "I'm Headin' For California." (Victor.) Crisp big band styling and sock rhythm mark this outfit as one to watch closely. It's certainly one of the fine big bands of the day . . . Benny Goodman highlights "Swing Angel" as a Columbia contribution with fairly standard riffs. Only the BG clarinet makes it worthwhile. Flip-over has big Art Lund singing soulfully on "Talk of the Town" . . . The Count who can't be wrong comes up with typical Basie in "The Mad Boogie." (Columbia.) Always exciting and never

tage with "He Don't Love Me Anymore" and "Pleasing Man Blues"



PERRY COMO SINGS "PRISONER OF LOVE"

boring is the Basie treatment of anything at all . . . Victor treats Henry "Red" Allen nicely with a quartet of Allen sides for the jazz minded. "Get The Mop," "Buzz Me," "Drink Hearty," and "The Crawl" are what is known as "authentic" jazz. Trombonist Higginbotham is featured on 'em all . . .

* * *

ALL AROUND THE GROOVES: Vocal groups are many and mediocre, but the Pied Pipers manage to serve up an appetizing dish on all their Capitol recording releases. "In the Moon Mist," is closely blended with orchestral celeste and muted brass for easy listening in the "mood" department. "Madame Butterball" is one of those rhythm novelists which may click—you never can tell . . . Singin' Martha Tilton has a timely hit with "Ah Yes, There's Good Blues Tonight." (Capitol.) There's a vocal choir and good orchestral backing—and the song idea is clever. T'other side is well sung in Traditional Tilton manner. Title? "As If I Didn't Have Enough on My Mind" . . . Another top Capitol singer is Jo Stafford. Her latest is an album of eight tunes selected from standards. Well-sung and well-arranged, they'll find favor with Jo's many fans. . . . Spike Jones has one for the books in his "Mother Goose Medley." This packing of a nursery rhyme hit parade into one disc should be the rage in the jukes and boudoirs of the malted milk set. (Victor.) . . . "Moses Smote the Waters" plus "Bones, Bones, Bones" brings the Golden Gate Quartet with their unique revival rhythm. (Columbia.) . . . Perry Como sings "Prisoner of Love" and "All Through the Day" with enough lassitude to win fans. Lyrics on first side are incredibly bad. (Victor.)

* * *

CLASSICALLY SPEAKING: Two Rachmaninoff items highlight Columbia's classical list. Pianist Gyorgy Sandor is heard to brilliant advantage playing the Piano Concerto No. 2 with Artur Rodzinski and the New York Philharmonic. A good recording and good performance make this almost over-popular work a good bet for your collection . . . Of deeper moment is the Dimitri Mitropolous treatment of "The Isle of the Dead." Mitropolous and the Minneapolis Symphony deliver a superb performance of the immensely gripping tonal version of Arnold Bocklin's famous painting. Recording is excellent. . . . Victor has the prize album of the month with Toscanini conducting the NBC symphony orchestra in the Beethoven First Piano Concerto. Ania Dorfman's piano has seldom been better.

WITH THE NATION'S STATIONS



CINCINNATI, OHIO—The Gold Room at Station WCKY—so named when it was decked out in plush to keep out the noise from compressed air hammers—was slightly crowded when this picture was

snapped. Left to right, Bob Provence prepared to follow Bill Dawes telephone quiz man with news as Don Lewis stood by for a quick commercial and Gary Lee moderated a quiz man closing transcription.



WASHINGTON, D. C.—Veteran sportscaster Arch MacDonald (WTOP) gives three pretty PCA flight hostesses tips on microphone technique. They are: Jane White, Norma Harroun and Margaret Jo Humbert.



PHILADELPHIA, PA.—Vocalist Kitty Kallen and band leader Elliot Lawrence (Station WCAU) are old friends. They both started their musical careers on Horn and Hardart Kiddies' Hour in Philadelphia.

TELEVISION



ETHEL AND ALBERT, portrayed by Alan Bunce and Peg Lynch, equalled its normal listener popularity in its television debut.



LADIES BE SEATED, and give the soldiers a chance at those fancy hats. Costumed Emcee Johnny Olsen is a video natural.

NOW YOU SEE THEM

ABC TO FILL OUT VIDEO BILL BY CONVERTING STANDARD SHOWS

SINCE television broadcasters are required by Federal Communications Commission to be on the air 28 hours each week, beginning July 1, the program planners will be hard put to fill the visual menu with palatable video fare. There are three ways open to programming departments—(1) creating new programs built exclusively for video, (2) going outside for remote control pickups, and (3) converting radio shows of proved merit to the medium of television.

Of the three networks which will have television schedules, both NBC and CBS have committed themselves to putting the emphasis on the remote sports pickups (TUNE IN, June 1946). The third network, ABC, while carrying sports tele shows, plans to continue to emphasize the conversion of its top established shows to video. This policy was inaugurated by Mark Woods, president of ABC, when the network entered the television field in 1944, and it has been continued by Paul Mowrey, chief of ABC's television operations.

The first offering, a video version of the variety show, "On Stage, Everybody," set the pace for this refurbishing of currently popular radio shows. Its success led to the televising of a second show, "Ladies Be Seated," which earned the distinction of becoming the most successful tele program ever broadcast from WRGB, the General Electric station in Schenectady, according to a poll conducted by GE in the Albany, Troy, Schenectady area.

Again lifting one of its top day comedy-dramas, "Ethel and Albert", ABC found once more that television need not start from scratch in building suitable entertainment. With veteran actors Alan Bunce and Peg Lynch, creators of "Ethel and Albert," carrying their antics to a visual

audience, the show ran for four weeks and won acclaim of tele fans in the area. Another straight radio show that made the transition to video without mishap was that of Ted Malone's words and music stint.

Looking ahead, ABC expects to bring back "Ethel and Albert," probably for New York audiences, while Mowrey is contemplating building a tele show around Cliff Edwards, the Ukelele Ike of movie and radio notes.

The chief reason for ABC's preference for renovated radio is the economy aspect. This means saving money not only for the network, but also for the sponsor. Building new tele shows from the bottom involves considerable expense, while the only new costs accompanying such conversions are the preparation of video scripts and building of scenery. Sponsors of the converted shows inherit ready-made audiences, capitalize on the popularity the show has achieved as a radio attraction on the standard band.

Mowrey's philosophy: "Why not grab hold of at least one constant factor when so much of tele programming must necessarily be experimental?" His constant factor, renovated radio, still leaves time, money and energy for the trial-and-error methods that must accompany any other programming projects in this new field.

By this policy, ABC makes it clear that it isn't trying to start a controversy with the other networks over what type video shows should get the green light now. ABC will continue to carry a considerable number of sporting events, but believes the emphasis should be placed on converting established shows. It will be up to video audiences to decide whether the new network's conversions are better fare than new television creations and sports events.

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**TUNE IN
NATIONAL RADIO MAGAZINE**

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