

TV-Radio ANNUAL

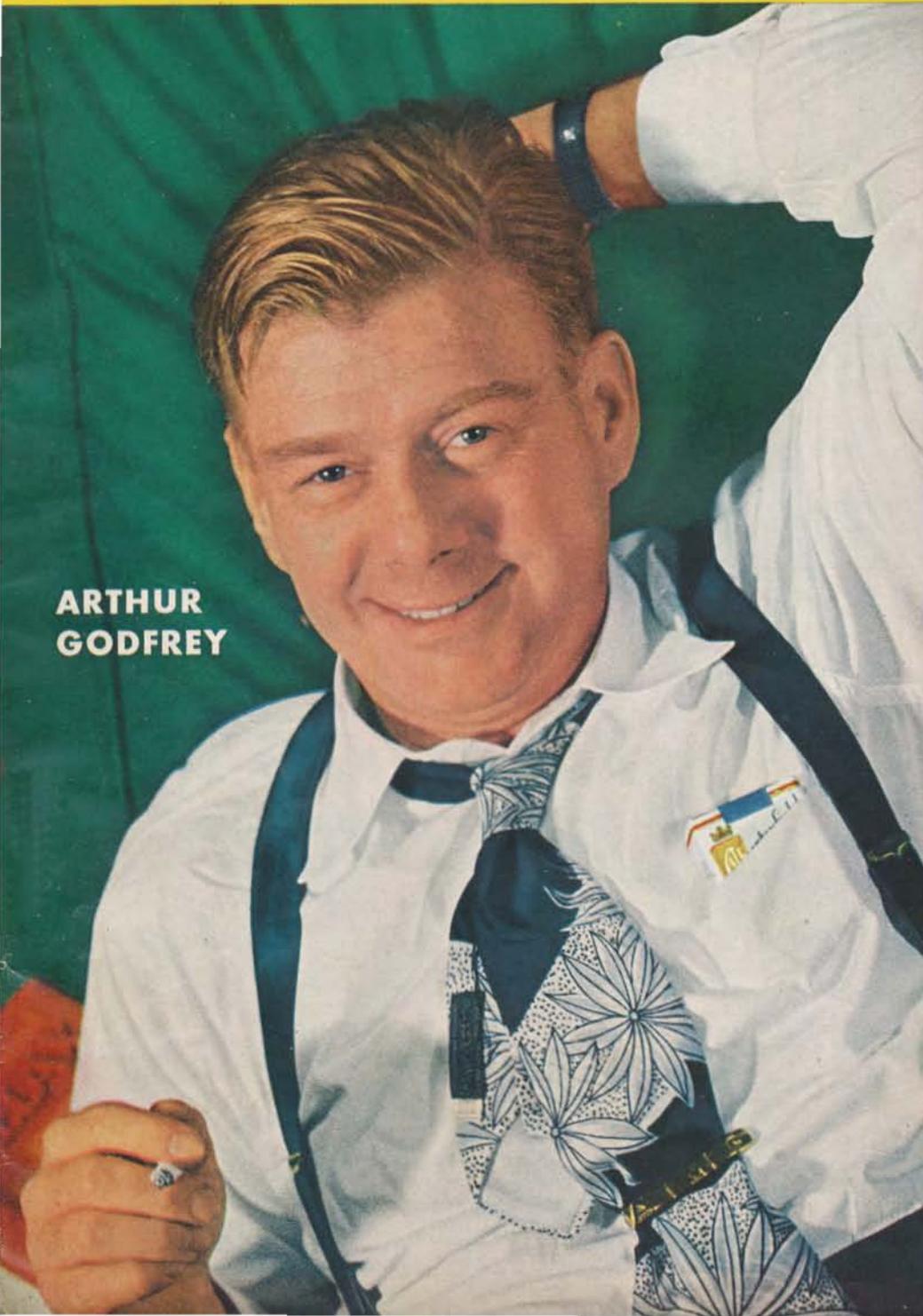
1953

Prepared by the Editors of RADIO-TV MIRROR Magazine

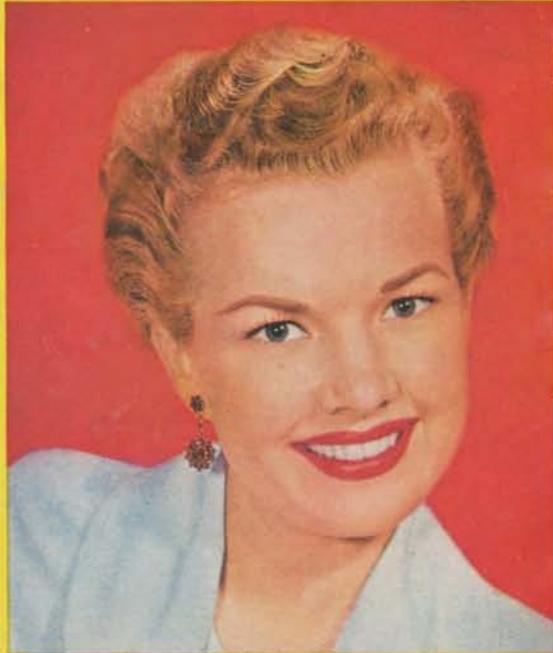
NEW!

Fabulous Arthur Godfrey
Herb Shriner • Warren Hull
Wally Cox • Red Buttons
Family pictures • Gay stories
News Events of the Year
Intimate Biographies

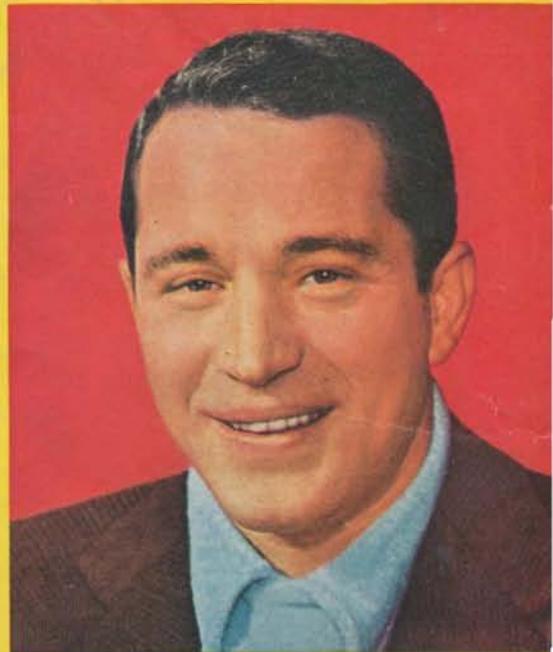
50¢



**ARTHUR
GODFREY**



GALE STORM



PERRY COMO

20 YEARS OF INTIMATE GLIMPSES

From Cantor
to
Eve Arden



1933



1953 (Oct.)

In this, its 20th year of continuous publication, the editors of RADIO-TV MIRROR wish to thank the listening and viewing audiences of America for making it the oldest and largest-selling radio-television fan magazine.

The same high quality which has kept RADIO-TV MIRROR at the top for two decades will continue to come to you in future issues. Don't miss exclusive stories, personal candid pictures, and full-color portraits of your favorite stars and shows—including exciting episodes from outstanding daytime dramatic serials!

RADIO-TV MIRROR

At Newsstands Everywhere

MARK THESE DATES ON YOUR
CALENDAR

Issue	On Sale
October	September 9
November	October 9
December	November 11

TV-Radio ANNUAL

1953

NEWS EVENTS OF THE YEAR . . .

INTIMATE STORIES AND PICTURES OF YOUR FAVORITE PERFORMERS . . .

COMPLETE BIOGRAPHICAL INFORMATION . . .

Prepared by the editors of
RADIO-TV MIRROR MAGAZINE

TV-Radio ANNUAL

1953

Prepared by the Editors of RADIO-TV MIRROR Magazine

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NEWS EVENTS

OF THE YEAR



Desiderio Alberto Arnaz IV makes his debut.

Everyone loves Lucy, but

ON A BEAUTIFUL spring day this year, Lucille Ball and Desi Arnaz stood at the christening font of Our Lady of the Valley Church and watched their son, the most famous baby in the nation, being christened officially Desiderio Alberto Arnaz IV. His sister, little Lucie Desiree, born nearly two years before, watched with her solemn dark eyes. "He's *my* baby," little Lucie said when newsmen asked her to pose with her mother holding Desiderio. But this wasn't quite literally true—for he was everyone's baby, because in a few short hours of life he had captured a nation's heart. Desi Junior's arrival date, via Caesarean, coincided perfectly with the script writers' desires on the *I Love Lucy* program—January 19, 1953. These past years have been exciting ones for Desi and Lucille—phenomenally successful. Besides *I Love Lucy*, they have also made a movie for Metro entitled, "The Long, Long Trailer." The advent of two children, however—after ten years of marriage—has made life just about as wonderful as it can be.

THE NATION'S MOST FAMOUS BABY



LUCILLE BALL and DESI ARNAZ

Lucille was born in Butte, Mont., daughter of a mining engineer, but grew up in Jamestown, N. Y. She has been a model and chorine on Broadway, an extra, bit-player and film star in Hollywood . . . Desi is a native of Santiago, Cuba, where his father was mayor, but the family fled to Miami, Fla., following the 1933 revolution. He's been a vocalist and bandleader on tour, played a leading role in "Too Many Girls" on Broadway . . . Lucille and Desi met while making the film version of "Too Many Girls," and were married Nov. 30, 1940, in Greenwich, Conn. They live on a five-acre ranch near Chatsworth, Calif., with two-year-old Lucie Desiree and baby Desiderio. For pictures of Lucille and Desi, write them: c/o Desilu Playhouse, 6633 Romaine, Hollywood, Calif.

Lucy's and Desi's love is reserved for a magnificent family

Holding heaven in their arms—Desi and Lucy with their tiny son and daughter Lucie Desiree.



DENNIS JAMES IS HAPPILY MARRIED!



A kiss for "Mickie" (née Marjorie Crawford).

*Under the Florida moon
Dennis wooed and
won his own fair lady*

DENNIS JAMES met Marjorie ("Mickie") Crawford in Florida. Mickie thought he was a "nice young man" who "worked around radio"! She knew he was pretty serious when he started flying down on his free days, just to be with her. But it wasn't until she returned to New York and found Dennis to be just about the hardest-working man in the business that she said "yes." Since his marriage, Dennis has been bicycling between four major network shows—*Chance Of A Lifetime* (ABC-TV), *Turn To A Friend* (ABC Radio), *The Fred Allen Show* (NBC-TV), and *Two For The Money* (CBS-TV). Somehow or other, he manages to find time to do a wonderful job for the United Cerebral Palsy Association, emceeing their telethons with flying trips to Denver, Miami, Philadelphia and San Antonio. He's taking up painting, since Mickie is a commercial artist, and he can thus share her enthusiasms. Together they bought a home and are now decorating it.



Young Mrs. James shares her husband's enthusiasm for Cerebral Palsy campaigns—and Dennis, to please his bride, is learning to paint! Prize-fight photos disappeared with his bachelor den, and both Jameses are now sketching the view from their new home overlooking Long Island Sound.

DENNIS JAMES



Demi James Sposa was born thirty-six years ago, in Jersey City, N. J., where his father was in the construction business. He took a pre-medical course at St. Peter's College and received his bachelor's degree. But working part-time acting and announcing, on Station WAAT in his home town, changed his interest from medicine to microphone. Demi altered his Italian name to Dennis James and went after a radio career in earnest. He worked on local stations in New York as a disc jockey, announcer, emcee, and sports commentator, and eventually progressed to the networks. Dennis was one of the pioneers in television and became very popular when he did the first video wrestling programs. His "Okay, Mother" phrase started as a result of explanations of unfamiliar grunt-and-groan terms. He and his wife live in New Rochelle, New York. For a picture, write him c/o ABC, 7 West 66th St., New York, N. Y.



THE NOT- SO-DUMB BRIDE



Bob Fallon thinks Marie's a perfect wife—even if she does Irma-ish things with tables and phones!

Marie Wilson is radiantly happy in a marriage ideal for these two

AN ANGEL was looking over Marie Wilson's shoulder when love came to her at last. Frightfully ill, Marie had been literally carried on a stretcher from the *My Friend Irma* show one night, and for a few days it was nip-and-tuck whether or not she would live. It was during these few days that Robert Fallon, a young Hollywood TV producer, paced the hospital corridors and swore to himself that Marie would be his bride. At the end of her illness, Marie

herself knew that Bob was the first person who had ever *really* cared. Today, Marie is happily furnishing their home (albeit in typical Irma fashion—she was given a coffee table and had to find the house and furnishings to go with it) in between the *My Friend Irma* shows and motion-picture work. To the question "Are you really dumb?" Marie usually replies, "Naturally—do you want me to lose my job?" But everyone who knows her gives another answer.



MARIE WILSON

Marie was born in Anaheim, Calif., Dec. 31, 1918, as Katherine Elizabeth Wilson. Her father was a real estate operator and orange grower. Marie had early ambitions to be a movie actress and started out as a Hollywood extra, later graduating to bit parts. Her big chance came when she won the lead in "Boy Meets Girl." Other films followed and then, in 1942, Marie joined Ken Murray's "Blackouts," remaining with the show until *My Friend Irma* happened. She and her husband live in Hollywood and share their home with Hobbs, a Yorkshire terrier which "Irma" says is the most human dog in the world. For a picture, write her: c/o CBS, 6121 Sunset Blvd., Hollywood, Calif.



Unmarried, Jack preened for many a glamour-date.

Mr. Bachelor's a FATHER NOW!

Jack Barry was the cream of the bachelor crop until he married Marcia Van Dyke

Jack and his wife Marcia are much more than just a team in marriage. Marcia is the mother of their baby boy, Jeffrey, but she is also the co-star of their other new production, *It's The Barrys*. It all started when Marcia Van Dyke was starring in "A Tree Grows in Brooklyn." Jack saw her picture, thought she was wonderful and—knowing that one of his child panelists in *Juvenile Jury* was also in the cast of the Broadway musical—persuaded the youngster to introduce them. . . . Jack not only has *Juvenile Jury* on NBC Radio and TV, but *Life Begins at Eighty* on ABC Radio and Du Mont TV, *Wisdom Of The Ages* (Du Mont) and *Oh Baby!* He was the cream of the bachelor crop—even his "juvenile jurors" were giving up hope of sparking a romance with their favorites among his many dates—when Marcia came along. She proved to be the spark that set the home fires burning.

Married, he finds his universe happily revolving around lovely wife Marcia and baby Jeffrey.



JACK BARRY



Jack was born March 20, 1918, in Lindenhurst, N. Y., and received his early education there. He later attended the Wharton School of Finance and Business at the University of Pennsylvania. Upon graduation in 1939, he went to work for his father's handkerchief-manufacturing concern. But hankies weren't as interesting as broadcasting to young Mr. Barry, so he gave them up to enroll in the radio school at Northwestern University. In the fall of 1943, he got his first job at Station WTTM in Trenton, New Jersey. The next year he was hired by WOR in New York as announcer and producer. While there, Jack developed his idea for *Juvenile Jury*, which was an immediate success. His other shows followed and subsequently he helped form a highly successful firm which produces many radio and television programs. Jack, his wife Marcia, and their son Jeffrey live in Manhattan. For a picture, write him: c/o Barry-Enright-Friendly Productions, 667 Madison Ave., New York, N. Y.

Blessed Children



Baby in the crib is Roy's new little girl, Dodie. Below, he introduces Dusty (left) to "kid brother" Sandy (right).



Even as little Robin was slipping away from Roy Rogers and Dale Evans, two more children were ready to take her place

LITTLE DOE, nine months old, and five-year-old Sandy joined the Rogers' household this year, immediately following the death of little Robin, who had a heart condition from birth. "Be not forgetful to entertain strangers; for thereby some have entertained angels unawares," is the quotation from the Bible that inspired Dale to write two-year-old Robin's story under the title "Angel Unaware"—proceeds of which will go to help handicapped children. Dodie (as Little Doe is called) and Sandy bring the total number of children to five—Cheryl, Linda and Roy, Jr., are the others who call Roy and Dale their parents. "Robin created a ministry for me," Dale says now, "a ministry of ministering to others. And she did the same for Roy, too. God has really smiled on us, for we have a house full of happy children. Seems as if we've been a family like this forever." Truly, Dale and Roy are two of Hollywood's exemplary citizens.

Ranchers on parade: First girl in twin-print skirt is daughter Cheryl, then Dale, younger daughter Linda, Dusty, Roy himself, and young Sandy.



Dale and Roy found their new children while touring East, made the Western youngsters very happy on their return.



DALE EVANS and ROY ROGERS



Dale is from Uvalde, Texas, grew up in Osceola, Ark., studying piano, voice and dancing. Later, she worked as a stenographer in Memphis, Tenn., for an insurance company which sponsored a local radio program. Her boss gave her a chance to be on the show, and soon Dale was singing on big programs in Chicago. Going to Hollywood for a screen test, Dale eventually settled down at Republic Pictures, where she's made some thirty films with Roy Rogers . . . Roy was born in Cincinnati, Ohio, grew up on his father's farm near Duck Run. He had to leave high school to help his family. A good singing voice and a flair for the guitar made it possible for Roy to pick up extra money entertaining at local shindigs. In 1929, he headed west for Rosewell, N. M., worked at a radio station there for his room and board, then on to Hollywood. He was signed by Republic in 1938, and Roy and his horse, Trigger, became nationally famous . . . Roy's also a big name on records and rodeo tours. His marriage to his leading lady has been most happy, professionally and personally. They live on a ranch within commuting distance of both the film studio and their NBC Radio and TV programs. For pictures, write them: c/o Republic Pictures, North Hollywood, Calif.



Jo Stafford's Tim adds immeasurably to her happy marriage

NOVEMBER NINETEENTH this year marks the biggest event in Jo Stafford's life, for then she and her husband, Paul Weston, celebrate the first birthday of Timothy John, their son. As Jo will tell you, a smile from Tim is worth all the accolades she has ever received in her life. This past year, however, has been crowded for these two. Following her marriage to Paul two years ago, Jo honeymooned in Europe and stopped off in London long enough to break the record for packing people into its famed Palladium. She's carried on with her shows for CBS Radio and TV, her hit recordings, and her Radio Luxembourg program, which is beamed throughout Europe. Jo used to be a happy-go-lucky girl who took life in a sort of "I'll-be-there-when-I-get-there" attitude, but now she's a woman who could have a clock set by her schedule. Timothy John is responsible—for Jo has found she must get up with the dawn in order to have her playtime with Tim before she goes about her daily rounds. She's loving it, because Tim has given her and Paul the happiness which makes marriage complete. "Golly, I'm a happy woman," she beams.

Motherhood is Wonderful



The Paul Westons weigh their priceless treasure.

JO STAFFORD

Jo hails from Coalinga, California, and started singing professionally with two of her sisters in a trio; next she joined the Pied Pipers quartet with Tommy Dorsey's orchestra, then rose to fame through her solo recordings. She has been a top star of the airwaves ever since. Jo and her husband, Paul Weston, live in Bel Air, California. For a picture, write her c/o CBS, 6121 Sunset Blvd., Hollywood, Calif.



Susan Peters—"Miss Susan" of TV.

SUSAN PETERS passed away in a California hospital October 23, 1952. Though the actual cause of her death was kidney failure and complications, her close friends believe she had also lost the will to live. Susan had played the heroine in *Miss Susan*, a television series on NBC, inspired by her own life story. At the height of her movie career, she was tragically injured, on New Year's Day, 1945, in a hunting accident which left her paralyzed from the waist down. Susan Peters was born in Spokane, Washington, but grew up in Hollywood, California. While she was attending Hollywood High School, she became interested in a movie career. At eighteen, she was screen-tested at Warner Brothers, and signed to a contract. M-G-M gave her a strong role in "Random Harvest," and Susan's future in Hollywood looked bright. She was featured in many big Metro pictures and was headed for stardom when she was crippled for life. Susan was married to actor Richard Quine, but they were divorced about three years before she passed on.

Two Beloved Entertainers Die

THE SHOW WORLD lost one of its most beloved members when Hattie McDaniel passed on in October of last year. She died at the Motion Picture Country Hospital in North Hollywood, following a long illness. Hattie had starred in *Beulah* for CBS, and enjoyed a tremendous success. For some time after her death, the sponsors of the program continued the series with episodes recorded by Miss McDaniel. Hattie was born in Wichita, Kansas. When she was still a youngster, her parents moved to Denver, where she attended school. At fifteen, she won a medal for "recitations" and this gave her the idea of trying for show business. She had a natural voice which enabled her to get a vocalist's job with George Morrison's orchestra. In 1924, Hattie went on the stage. She traveled with road shows and trouped in vaudeville on the famed Pantages circuit. Whenever a show flopped or there were no bookings, she would get a job as a cook or maid until things got better. In 1931, Hattie made her first picture, playing Queenie in "Show Boat." She topped her brilliant career with her role in "Gone With The Wind," for which she received Hollywood's coveted Academy Award. Her second career in radio followed, with new fame as *Beulah*.



Hattie McDaniel—memorable "Beulah."

COURAGEOUS JANE



Jane, her husband Captain John Burn, and her beloved mother, Mrs. Anna Hetzler.

When Jane Froman danced on USA Canteen this year, she was a woman who'd conquered the world

FOR A FEW seconds, Jane Froman looked directly into the camera and waited for the music to swell to full volume. Then, without hesitation, her body moved in unison with its rhythm and she was dancing gracefully about the stage. For Jane and all those who had followed her career so closely, it was a moment of complete triumph. Since 1942, when she was so horribly injured in a plane crash near Lisbon, Spain, while flying to war-torn Europe on a USO tour, Jane has undergone no less than twenty-five operations on her shattered leg. In between hospital trips, in braces and casts enough to discourage anyone from ever trying to move again, Jane managed to keep working and, above all, to keep hoping that some day she would walk without artificial aids. This day had arrived. Coupled with this triumph is the love story of Jane and John Burn—John was the man who supported her in the water until rescue crews could arrive. A pilot for Pan-American, John started visiting Jane in the hospital and love was born in their hearts. They were married a little over two years ago.



JANE FROMAN

St. Louis, Missouri, claims Jane Froman as a native daughter. She attended the University of Missouri, where she majored in journalism. Her musical education, however, led her to roles in various college productions. Paul Whiteman was impressed with her rich soprano voice and arranged an audition for her in Chicago. Then came her big chance on network radio in New York. Jane was a great favorite of the late President Roosevelt. She was one of the first performers to join the USO Camp Show tours, shortly before her tragic accident. In 1950, 20th Century-Fox brought her life story to the screen ("With A Song In My Heart")—Susan Hayward played Jane, but the Froman voice recorded all the songs. Jane and her husband, Captain John Burn, live in New York City. For a picture, write her: c/o CBS-TV, 485 Madison Ave., New York, N. Y.





As a clown, he's at the top o' the heap.

RED SKELTON— Troubled Laughter

*He faces marital problems,
contract battles and ill health*

RED SKELTON had more than his share of personal troubles the past year. His illness was more serious than first expected and necessitated difficult surgery to correct a stomach ailment. He had a relapse during his recovery, preceded and followed by marital troubles with his wife, the former Georgia Davis. Rumors have it that the Skeltons' personal situation is still anything but smooth. Career-wise, Red and his sponsors went 'round and 'round over the subject of his television show being live or on film. But that should straighten itself out one way or another this season. CBS and NBC battled like mad to sign Red to a long-term contract, with NBC finally winning out and getting the Skelton signature on a fabulous deal, calling for his exclusive services on both radio and television.



As a husband, things haven't been so smooth lately.

RED SKELTON

Richard "Red" Skelton comes by his laugh-making talents naturally. His father, Joseph Skelton, was a famous clown with the Hagenbeck and Wallace Circus. Red got his first performing job in a medicine show in his home town, Vincennes, Indiana, at the age of ten. As a youth, he worked on showboats, in stock companies, in circuses, and finally landed in burlesque. Burlesque eventually led him to the movies and his first appearance in "Having a Wonderful Time," in 1938. In 1941, Red invaded radio, where he has been ever since, and he was one of the first film stars to get television rights in his contract. He married Georgia Davis in 1945 and they have two children, Valentina Marie, six, and Richard, Jr., five. For pictures, write: Red Skelton Office, c/o Culver City Hotel, Culver City, California.



Long ill, Dixie made few public appearances.

Dixie Crosby Dies

BING was saddened by the death of his wife, Dixie Lee Crosby, last fall. He recently returned from a long trip to Europe with his youngest son, Lindsay. The Crosby offspring include four boys—Gary, 19, twins Phillip and Dennis, 18, and Lindsay, 14. Gary seems most likely to follow in his famous father's footsteps when he graduates from college. . . . Meanwhile, Bing's venture into video is being anxiously awaited. Harry Lillis Crosby, Jr., acquired that nickname "Bing" in his hometown, Tacoma, Washington, and the Groaner—as he calls himself—went on to become the best-known entertainer of our time in radio, in motion pictures, on records.



Let's Pretend lady launched many famous careers.

Nila Mack is gone

THE BELOVED CBS producer, known as "The Fairy Godmother of Radio," was found dead of an apparent heart attack in her New York apartment last January twentieth. A native of Arkansas City, Kansas, Nila Mack started her *Let's Pretend* program on CBS in 1930, after a career in vaudeville and on the legitimate stage. Through the years, she gave many of today's headliners their acting starts—among them Peter Donald, Marilyn Erskine, Skippy Homeier, Billy Halop and Donald Buka.

DIVORCE FOR DONALD



Custody of daughter Donna went to Gwen, but friends hope all three will get back together.



O'Connor family threesome in happier days.



Donald O'Connor dances and sings

his way into the public heart—but Gwen closes her heart to him

THOUGH Donald's career has been skyrocketing, his personal life has been in a turmoil. After many marital trials and tribulations, the O'Connors finally told it to a judge this summer in Los Angeles and Mrs. O'Connor (Gwen Carter) was granted a divorce. Gwen and Don were married in 1944, when they were both in their teens, and they have a daughter, Donna, who was born Aug. 10, 1946. Gwen won custody of Donna, but Donald was given visitation rights. In addition, he was awarded the family pet, an Irish wolfhound named O'Flynn. Since their court appearance, Gwen has been dating movie actor Dan Dailey off and on, while Don has been seen with many girls. However, long-time pals of the O'Connors say that an ultimate reconciliation is not an impossibility, inasmuch as California divorces take a year to become final. Meantime, Donald's career star continues to rise. His contract with NBC was renewed, and he will be among the scintillating stars this season on the Sunday night *Colgate Comedy Hour*.



DONALD O'CONNOR

Donald Dixon Ronald O'Connor is a Chicago boy, born there August 30, 1924. His father John E. "Chuck" O'Connor, was one of the greatest acrobats with the Ringling Brothers Circus. He died when Donald was only six months old, and Donald's mother and older brother, Jack, carried on the act. Donald was added to the proceedings when he was three-and-half, to do a baby version of the "Black Bottom." Gradually the O'Connor family branched into vaudeville and for years trouped back and forth across the country. Often they were broke and out of bookings, but somehow they kept going. In 1938, while appearing in Los Angeles, Donald was spotted by a Paramount Pictures assistant director, who suggested him for Bing Crosby's kid brother in "Sing, You Sinners." He has been in movies ever since, except for a two-year stretch in the Army in World War II. For a picture, write him: c/o Universal-International Studios, Universal City, Calif.

THIS IS A MAN WHO HAS LIVED FULLY—AND ALMOST DIED



Young Arthur sports a sailor suit and a salute, with his sisters—a white ensemble and a leer, with school chums.



ARTHUR GODFREY is a man who has worked in a coal mine, washed dishes in a restaurant, driven a taxi cab, clerked in a shabby hotel. And he's a man who hobnobs with statesmen and generals, with business executives and scientists, with the greats of Hollywood and Broadway . . . the man who likes people for what they are and for what they can be, not alone for what they have already done . . . and never for what they possess.

Godfrey is a man who can understand pain and suffering, perhaps better than anyone, for he himself has lain helpless—and, at times, hopeless—in a hospital. There is strength, too. For Arthur Godfrey, injured in an automobile accident, with several dozen fractures and serious lacerations, was able to make a complete mental and physical conquest of what might have been to others a permanent disability. Yes, this is a man who has lived—and almost died. Until last May, Godfrey walked in pain. In May, he was operated on successfully and, at next year's end, he should never again use a cane.

There is a beginning to all these Godfrey stories, which is a warm August 31, 1903, the day a red-haired boy was born to the Godfreys in New York City. They named him Arthur after his father, and he was the first of the three boys and two girls who later filled the house with their laughter and shrieking and fighting and fun. By the time Arthur was two, the family moved from crowded upper Amsterdam Avenue to the quieter community of Hasbrouck Heights, N. J., across the river.

When Godfrey joined the Navy, at a Cleveland, Ohio,

recruiting office on May 11, 1920—before his seventeenth birthday (he said he was eighteen, and looked it)—Arthur had had almost as many jobs as he had freckles. He had been a typist in a World War I Army separation center in New Jersey (he got that job, too, by lying a little about his experience and age). There he met a soldier, a former coal miner, and Arthur left with him to work in the Pennsylvania coalfields. But a cough developed from underground work, and he had to be transferred to the open where he helped with the coal cars as they sprang up from the mine. He tried his hand at other things—lumberjacking, helping on farms, in the Goodyear plant at Akron, Ohio, where he was doing well until a railroad strike brought unemployment. And he took dishwashing jobs whenever funds got too low to eat any other way.

In the Navy, he signed up for a two-year hitch and took radio specialist training, followed by a tour of duty as radio operator on a destroyer. Then he signed again for another two years, serving on a cruiser and another destroyer. At the time of the Greco-Turkish War, he was waiting for an appointment to Annapolis, but he chose action instead and shipped as a radioman on a destroyer doing patrol duty in the Mediterranean. He had his banjo with him, which he had learned to play acceptably, and he had picked up a knowledge of the ukulele from a Hawaiian bunkmate, so with some of his musical pals he could entertain in every port, finding it a way of getting extra meals and serenading girls.



Love those stars and stripes! Godfrey gets an honorary captaincy in Eastern Air Lines from Capt. Dick Merrill.

ARTHUR GODFREY'S

FABULOUS LIFE

See Next Page →



Godfrey in early Navy days, still under-age.



Later, in the Coast Guard—but making music.

In 1924, after four years of the Navy, he was back in Hasbrouck Heights. He thought he was ready to settle down, but destiny hadn't finished his education by any means, and the next three years saw the most remarkable series of business adventures and misadventures, of travels back and forth across the continent, of good jobs and awful ones. In 1927, he re-enlisted, this time in the Coast Guard. He was adding to his technical schooling and was getting more and more of the education he so much wanted, graduating the highest in the advanced mathematics course, teaching radio to other recruits, and serving aboard a Coast Guard destroyer. When he graduated from Radio Material School in June, 1929, he was sent to Baltimore to work on radio equipment.

One night, he and some of his pals were listening to radio station WFBR in Baltimore, where an amateur program was in full swing. "You're better than the guy who's on now," one of the boys said to Godfrey. "Why don't you go up and get on?" "Why don't we all go up and get on?" Arthur challenged them. So they went as a group. But, after Arthur had plunked his banjo a bit and sung a number, he got invited back the next week. No one knew it then, least of all Godfrey, but that night in 1929 began one of the most famous careers in the history of radio and television. "What could I lose by going along with it?" was the way Arthur felt about it then.

For the next months he managed to mix his duties to the Coast Guard and his performances on radio, until his honorable discharge on April 1, 1930. Billed as "Red Godfrey, the Warbling Banjoist," he was sponsored at five dollars a performance by a pet shop, to advertise its birdseed. He was soon promoted to announcer.

In Washington, life was leveling off pleasantly when, suddenly, everything went to pieces. It was the morning of September 26, 1931, and he was on his way out to practice some glider flying. A truck coming toward him on a country road lost a front wheel and crashed head-on. Arthur landed in a hospital with a fractured pelvis, a dislocated right hip, fractures of both kneecaps, and severe lacerations on arms, hands and even one side of his head. Less than six months later, however, he hobbled back to his microphone on crutches, using a cane after a while. It was two years before he could bend his knees very much.



Visiting a favorite teacher, back in Jersey.

January 26, 1934, eleven days after Arthur joined the CBS Washington staff, was one of the red-letter days of his life. Hearing that his old station was bringing in competition for their red-headed former employee, in the person of an important New York radio personality, Godfrey asked his new bosses to let him go on the air late the preceding night and stay all night, right through his early-morning show. Listeners, he argued, wouldn't desert him in the morning if he had held their interest before the other fellow's starting time.

There were no facilities for all-night broadcasting from the studio, so they moved him out to the swamps near Alexandria, Va., to the transmitter building, where he worked with the help of an engineer, a turntable and some records, and a telephone. Everything was on his side. A lonesome girl in a New York hotel room heard the show and called him on the telephone. Listeners heard only Arthur's side of the conversation, but the banter was titillating and made lively radio fare. She

ARTHUR GODFREY'S FABULOUS LIFE

Hospitalization can't dim the radiance of his grin—or fade the colors of his Hawaiian shirts!



kept calling back all through the night. Walter Winchell happened to be doing a little dial-twisting in his New York apartment, searching out the local shows that could get through at that hour. He got Godfrey on the telephone and asked him to play some Ben Bernie records and rib them. Bernie, listening with Winchell, was dumbfounded (until he caught on to the joke) when this Washington all-nighter kept interrupting his records with a series of spoofing remarks. Everyone was having fun, and when, toward morning, a weary Godfrey wished out loud he had some good steaming coffee and a couple of sandwiches, so many people in nearby areas got in their cars and brought coffee and food that the

highways were jammed. Nothing like it had ever happened before.

The Godfrey stunt was recorded in the local columns and Walter Winchell made a big thing of the lonesome lady who had kept up the nocturnal long-distancing to the transmitter. Job offers poured in to Arthur, so many of them that he finally took a trip up to New York to get Winchell's advice. He made up his own mind, in the end—to stay with CBS and to ask for a network show.

Later, the network piped part of the early morning show into New York, and in 1944-1945 they gave him a real chance at big-time broadcasting.

The rest is history.



ARTHUR GODFREY

"The King" was born Aug. 31, 1903, in New York City . . . started school in Hasbrouck Heights, N. J. . . . completed his education in the Navy—where he now holds a commander's rank. He made his radio debut in 1929 . . . went network over CBS in 1944 . . . has since been seen and/or heard on *Arthur Godfrey Time* (weekday mornings) and *Godfrey And His Friends* (Wednesday nights), plus the ever-popular *Talent Scouts* (Monday nights), and assorted shows on Sundays! For a picture, write him: c/o Arthur Godfrey Office, 485 Madison Ave., New York, N. Y.

"How could this happen to me?" Julius La Rosa asks



Julius and Arthur are both "Navy," always give a gob a cordial welcome.

FORTUNATE FELLOW

A YEAR AGO, Julius La Rosa was sitting on a subway, riding to CBS studios asking himself, "How could this happen to me?" Now he rides his convertible between his new home and the studios and says, "How could all this be happening to me?" In this past year, Julius has had just about every dream come true. He's bought his parents a home (his father still operates his TV sales-and-service in Brooklyn), he's met Perry Como, his boyhood idol, and he's singing—singing all day long. . . . Julius was

discovered when his shipmates asked Commander Arthur Godfrey if he'd audition an Aviation Electronicsman Third Class who was stationed aboard the aircraft carrier *U.S.S. Wright*. Godfrey was entertaining at the enlisted men's club that night, so he invited Julius to sing there. When Julius received his next leave, he was a guest on Godfrey's program. A year later, when he was released from the service, Julius was made a full-fledged "Little Godfrey." Could any man ask for anything more?



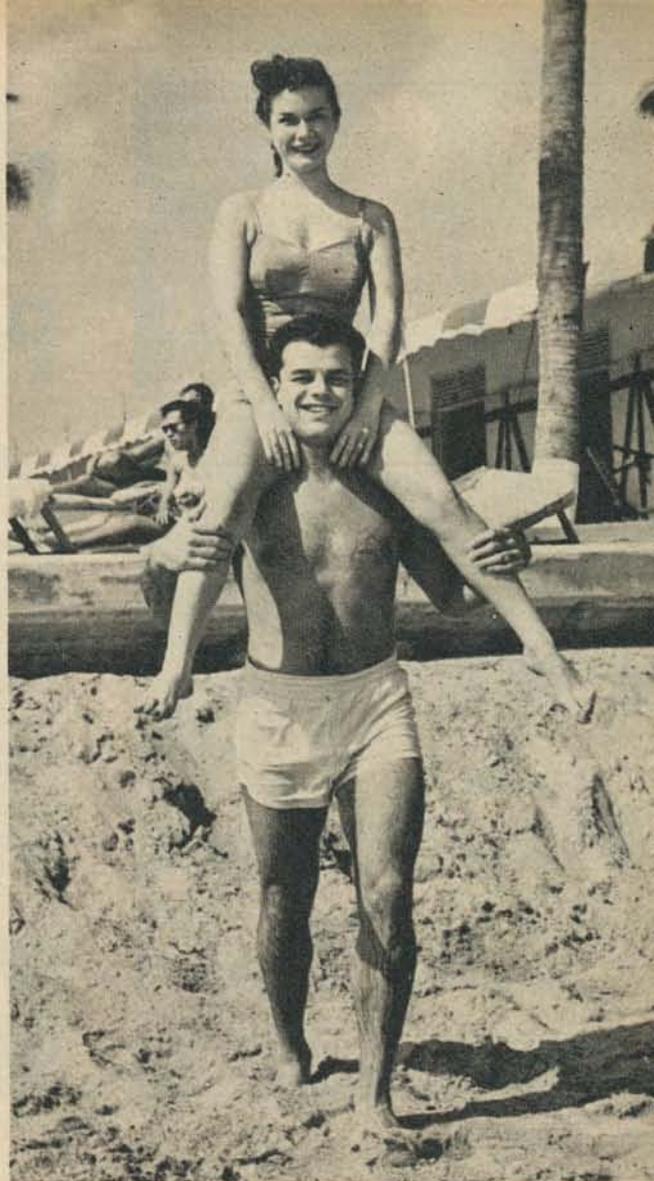
JULIUS LA ROSA

Julius was born Jan. 2, 1930, in Brooklyn, N. Y. He received only a year's instruction in voice when he sang with the Navy Band; otherwise, he learned from listening to Sinatra, Crosby and Como. His father, a Seabee in World War II, convinced him he should join the Navy in 1947. Julius is unmarried. For a picture, write him: c/o CBS, 485 Madison Ave., New York, N. Y.

CINDERELLA SIMMS

Lu Ann Simms is a little
girl who had a big opportunity
and made the most of it

A LITTLE over a year ago, a slim, blue-eyed girl faced a microphone and a television camera for the first time in her life. She was on the Arthur Godfrey *Talent Scouts* program and she was nervous as all get-out. At a table on her right, a red-haired man grinned kindly and she could just feel he was rooting for her. The studio audience broke out in applause—and Lu Ann Simms had won. But her Cinderella story was just beginning. The next morning, she was singing for other millions who listen to *Arthur Godfrey Time*, and shortly afterwards she became a regular “Little Godfrey.” Just twenty-one years old, Lu Ann was deluged with movie offers, contracts of every conceivable kind. . . . However, it was Arthur Godfrey’s advice that she stay where she was and take lessons in singing, dancing and acting to prepare herself for the future in show business which would come when she was ready. Lu Ann—who had been making \$33 a week as a record saleslady in a department store, before her eventful appearance—has been willing to take his advice. She’s made some records, including “Red Is for Roses” and “When It’s Just About September.” She still goes home for weekends to Rochester, N. Y., where her father works for the city and her brother Don attends school. Her other brother, John, has been a soldier in Korea.



“Working” in Florida—Lu Ann and Julius.



LU ANN SIMMS

She was born Lucille Ann Ciminelli, July 11, 1932, in Rochester, N. Y. She started studying voice early, but had no professional experience before singing for Godfrey. (She once thought she'd like to be a doctor.) It was her father who suggested that she shorten her name to Lu Ann Simms. She is unmarried. For a picture, write her: c/o CBS, 485 Madison Ave., New York, N. Y.



Friendship Pays off



Parker in costume with Godfrey—and Parker off-camera.

Frank Parker helped a redhead from Washington who remembered, when the going was tough for Frank

FRANK PARKER is a man who believes in the value of friendship—and with good reason. Many years ago, when Frank was on top, as the singing star with such headliners as Jack Benny, Burns and Allen, Fred Allen, Ben Bernie and Eddie Cantor, he met and liked a then-unknown redhead who had a program down Washington way—Arthur Godfrey. Frank took the redhead with him, introducing him around his show-business circle. At the crest of the wave, Frank, soon afterward, retired—he had enough of fame, certainly enough money. Inflation, a couple of

failures in the restaurant business, and Frank decided it was time to re-enter show business. At CBS, Frank met the redhead he'd once befriended . . . and the redhead remembered. Frank did a few guest appearances on *Arthur Godfrey And His Friends* and Arthur Godfrey asked him to stay as long as he wished. Elsewhere in the country, Frank had friends, too—friends he'd never seen but who remembered him from "the old days." They wrote in to tell Frank (and Godfrey) how much they enjoyed his singing, how much they loved having him back. P.S. He stayed!



FRANK PARKER

He was born Frank Ciccio, April 29, 1903, grew up on Manhattan's Lower West Side. Frank studied voice at the Milan Conservatory in Italy, sang in such Broadway hits as "No, No, Nanette" and "Little Nellie Kelly," made his operatic debut with the Chicago Opera in "La Traviata," in 1938. He is unmarried. For a picture, write him: c/o CBS, 485 Madison Ave., New York, N. Y.



Glamorous on the Godfrey shows, Marion's really a quiet home girl.



Prepare yourself!

Marion Marlowe had prepared herself—and the world was hers

MARION MARLOWE believes that, if you prepare yourself for what you want to do and take advantage of every opportunity that presents itself, you're bound to make your way to the top! Marion began preparing herself for a theatrical career when she was five years old—that was when she started in radio. Her mother (her father died when she was three) and her grandmother were delighted, for both had wanted to be in theatrical work. After finishing high school, she became a professional model, did exhibition ballroom dancing, and was a USO entertainer. An English producer signed her for a season in London and, for eighteen months, she

gave nightly performances six days a week—even sang for the King and Queen and for Winston Churchill at an RAF reunion. . . . Back in the United States, resting in Miami after her London engagement, Marion went with friends to a Florida hotel. The management of the hotel asked her to sing—and in the audience that evening, was Arthur Godfrey. He called her over to his table, after her song, and asked if she would be willing to make an appearance on *Arthur Godfrey And His Friends*. She did, and the audience overwhelmed the Godfrey office with mail—asking for her return, asking about her. Marion had prepared herself, and the world was hers!



MARION MARLOWE

Marion was born in St. Louis, Mo., twenty-some years ago. In addition to her singing, acting and dancing, she has also written poetry and short stories which were published in England. She is divorced and lives in a New York apartment which she shares with her mother, grandmother and grandfather. For a picture, write her: c/o CBS, 485 Madison Ave., New York, N. Y.



*Janette Davis did, and
is a happier woman today
because she succeeded*



CONQUER YOUR FAILINGS!

WHEN SHE was in her early teens living in Humphrey and later Pine Bluff, Arkansas, Janette Davis had to conquer three "F's." The first was freckles, the second was fingernails, the third, but most important, fat. As a teenager, Janette wanted to be a pianist and was a very good one, before singing captured her young imagination. She had competition from a younger sister, *Lucille*, and with the incentive of looking like her, Janette began to conquer her failings. She tackled the first "F" first. Freckles were simple—she merely donned a hat whenever she went into the sun. Not biting her fingernails was a little more difficult. But determination—after a boy had stared hard and long at the bitten-off fingernails as she played piano at a party—made that habit disappear. Last came fat. Janette went to a doctor. He advised her to confine her eating to a high-protein, calorie-counting diet. Janette counted calories on everything she put in her mouth, and her reward was a job in radio in Memphis, Tennessee. From there she moved to Shreveport, Dallas, Cleveland, Cincinnati and, finally, Chicago. Then came her opportunity for the Godfrey show. Could anything have been more rewarding? The top show, the singing spot for which she'd longed! "I firmly believe a teenager who has let herself get fat has to find out first what is responsible for it," Janette says. "A doctor can tell her. Some of the problems will smooth out in time, but the bulges in a girl's figure won't . . . that she must do for herself."

★ ★ ★

JANETTE DAVIS

JANETTE DAVIS was born in Memphis, Tenn., attended school in Pine Bluff, Ark., where her parents took her when she was eight years old. At fourteen, she won an amateur contest and her reward was a radio contract. She took it, though it meant commuting 200 miles from Pine Bluff to Memphis for the show. She first appeared on a network show when she was co-starred with Red Skelton, joined Arthur Godfrey as his featured vocalist in April, 1946. For a picture, write her: c/o CBS, 485 Madison Ave., New York, N. Y.

THE LITTLE GODFREYS



THE MCGUIRE SISTERS

CHRIStINE, Phyllis and Dorothy are really sisters and began their musical career practically as babies. Christine is an accomplished pianist, Dorothy plays the sax, and Phyllis, the baby of the family, "just sings." The girls started professionally entertaining at Army camps and veterans' hospitals. They joined the staff of WLW in Cincinnati, were introduced to Gordon Jenkins, who in turn led them to Ted Collins of the *Kate Smith Show*. Ted had them on *Kate's* program for about eight weeks when Godfrey had them on *Talent Scouts* and decided they were just what he needed for his show.



THE MARINERS

IT TOOK a war and the Coast Guard to get these four boys together. They dubbed themselves The Mariners when Fred Allen invited the four then-unknowns to sing on his air show Dec. 22, 1945. James Lewis hails from Birmingham, Ala., majored in sociology at Talledega College and meant to study law. Tom Lockart is from Pasadena, Calif., and was studying dramatics and music when duty called. Nat Dickerson is from Waycross, Ga., but came to Philadelphia as a kid. He studied at Juilliard, was in "Porgy and Bess" and "Finian's Rainbow." Youngest of the four is Martin Karl from Stanberry, Mo. He studied voice in Chicago with the American Opera Company, where he sang leading roles.



TONY MARVIN

ONE WOMAN wrote Tony and told him she'd rather have Marvin around the house than Webster, Funk and Wagnalls all put together. Godfrey has no intention of giving him up, however, for his erudite remarks are one of the high spots of a Godfrey show. Tony was born in New York City, Oct. 5, 1912, and attended Long Island College of Medicine as the final lap in his education. The depression interfered and Tony became an actor, an usher, a gas station attendant, and finally a singer, starring in "Having Wonderful Time," among other shows. He married a girl he met when he was a camp counselor. They have one daughter, Lynda Ann, now 11.



ARCHIE BLEYER

ARCHIE is the beloved orchestra leader of the Godfrey shows. Godfrey often kids him with the line, "You have the only orchestra in America where the melody is carried by the drums." Archie was born in Corona, N. Y., June 12, 1909—his father played a trumpet in the symphony. By 1931, Archie was training others with his own correspondence school in arranging. He joined CBS in 1943 and from there became Godfrey's man of music.



Teri and John were married in a little church in Englewood. John, below, with his beautiful little daughter, Sharon, at time she was born.



Life is Beautiful

Teri Keane and husband

John Larkin know—because they make it so!

TERI KEANE and John Larkin met in a restaurant called Colbee's which is practically the basement of CBS. Teri's first words to John were, upon being introduced: "I am so happy." Obviously, John had never had such an enthusiastic response to an introduction, so he noticed the girl. Teri, actually, was only saying it because she'd just been told that she had the part of Hope in *Big Sister* and couldn't contain her enthusiasm—it was her first radio break. Two weeks later, Teri and John were dating like mad, two years later—on June 10, 1950—they were married in a little church in Englewood, New Jersey. Sharon Larkin, their daughter, was born March 5, 1951, and John's first words to Teri then were: "Darling, we've got a beautiful little girl. She's got hair just like yours." A half-hour later, when Teri saw the baby, she was impressed by its remarkable absence of hair—the baby was bald. But neither of them cared, for she is a beautiful baby, and together her parents are two of the happiest people in the radio business. Teri is Chichi in *Life Can Be Beautiful*—and, in real life, it really is!



TERI KEANE and JOHN LARKIN

Teri Keane was born in New York City, starred in five Broadway shows before she got the part of Hope in *Big Sister*. John was born in Oakland, Calif., became an announcer in Kansas City, but left there when he had a sudden impulse to pan a record he was supposed to praise. He landed in Chicago, did radio work until 1942, when he enlisted in the Army. Discharged in 1946, he found radio was dead in Chicago and came to New York. Teri stars as Chichi in *Life Can Be Beautiful*. John is *Perry Mason*, also plays in *Right To Happiness*. For pictures, write them: c/o of one of these programs, at the New York office of the network on which it is heard.



Two of the happiest people in show business with their child. Life can be beautiful—for it really is for them.



All America adores her and trusts her, as she trusts manager Ted Collins

KATE SMITH— America's Songbird

SOME twenty-three years ago, Kate Smith met the man who was to manage her career—Ted Collins. Without written contract, the two have been in partnership ever since. In much the same manner, Kate Smith is trusted and adored by her listening audience—the men and women who watch the Kate Smith show have long since taken her advice on things to buy, charities to support. Kate started singing in a church choir at the age of four, at seventeen was a hit in Broadway musicals, “Hit the Deck” and “Flying High.” Kate’s first regular radio program

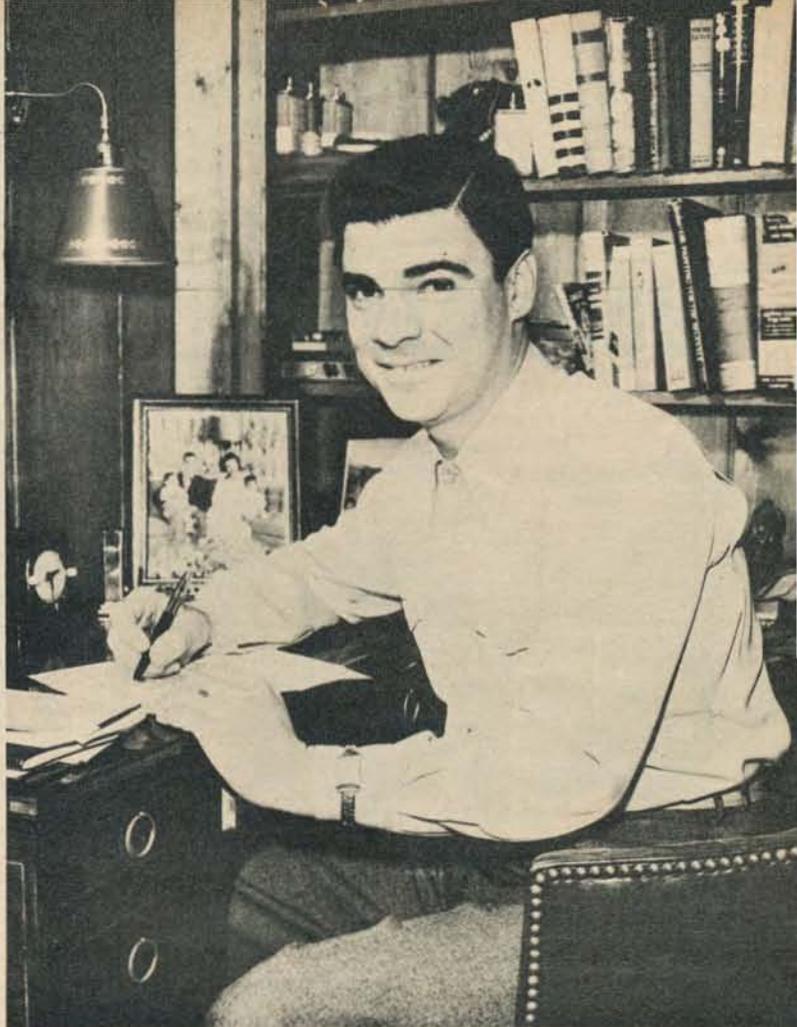
made its debut in the spring of 1931 and “When the Moon Comes Over the Mountain” became a beloved theme-song to an America which immediately loved her. Five years later she became known as a commentator. During World War II, she sold more war bonds than were sold by any other single personality—some five hundred million dollars’ worth. She lives in New York in winter, at Lake Placid in summer. Loves gardening, adores a cocker spaniel named Freckles, but would rather collect antiques than do almost anything else—except singing.



KATE SMITH

Kate Smith was born May 1, 1909, in Greensville, Virginia. She was raised in Washington, D. C., and—though she once had a radio program which commented on happenings—she has always steered clear of political questions. Her first TV show was September, 1950. She is unmarried. For pictures, write her: *Kate Smith Hour*, c/o NBC, 30 Rockefeller Plaza, New York, N. Y.

LUCKY BERT PARKS



Bert loves his home, his three children and lovely wife Annette.

All his life, Bert has been in the right place at the right moment

ALL my life I have been lucky," Bert Parks says. "I've been in the right place at the right moment." He was there when a theatre manager needed an imitation of Charlie Chaplin to follow "The Gold Rush," he was there when the City of Atlanta Declamation Contest first prize was awarded him, he was there when CBS in New York handed out a staff announcer job. In 1942, he answered Uncle Sam's call and in 1945, after two years in the China-Burma-India Theatre, he was there when the government

passed out the Bronze Star and the rank of Captain. Late that year, Bert was given a week's trial run as emcee on *Break The Bank*. He's still with it . . . Today Bert lives in a small town within traveling distance of New York City. Here he forgets he's in show business and remembers he's just a guy earning a living for his family, and together they are all building a wonderful life together. He is married to Annette, who came to New York to become a dental hygienist and stayed to become Bert's wife.



BERT PARKS

Bert Parks was born in Atlanta, Ga., Dec. 30, 1914. He feels the luckiest and nicest day of his life was the day he married Annette—June 8, 1943. He's a wonderful father to three charming children, twins Joel and Jeffrey (born August 1, 1946) and Annette junior (born March, 1949). For pictures, write Bert Parks, c/o CBS, 45 Madison Ave., New York, N. Y. Bert is presently starring in *Break The Bank* and will have more shows going on this fall.

Joan Alexander—Success Story



Joan Alexander with her beloved daughter Jane. Joan's married to a doctor.

Joan's tops in show business
and still believes a woman's
place is in the home!

DESPITE the fact that Joan Alexander is probably one of the most successful women in radio and TV today, she firmly believes woman's primary place is in the home. The mother of a daughter, Jane, and the wife of a doctor, Joan says: "Work is an addition, pleasant and profitable, to my family life—which is my real life."

Joan's deep appreciation of family stems from the fact that her father died shortly after she was born and she spent most of her early years in boarding schools. As a child, she had polio, which left her with a slight limp which is not noticeable. In her teens, she went to Europe to study for an acting career, was a success in her first stage appearance in New York, when she received an acting role in radio in *Light Of The World*. Since then, she has been Della Street on *Perry Mason*, Althea on *Brighter Day*, Maggie Fallon on *Wendy Warren And The News*. On television, she is a regular panelist on *The Name's The Same*. "I love panel shows," she says. "I love playing games, and what could be more fun than being paid for playing?"



JOAN ALEXANDER

She was born in St. Paul, Minn., attended St. Joseph's Academy in Brentwood, Long Island, and St. Angelus Hall in Brooklyn. Joan spent some time in Hollywood, where she was a friend of Madeleine Carroll. She is married to a surgeon. They have one daughter, Jane Johnston Crowley, born November 22, 1947. For pictures, write her: c/o *The Name's The Same*, ABC, 7 West 66th St., New York, N. Y.



The McNeill family—Don, Kay, Don Jr., Tom and Bobby.

The Man Who Came to Breakfast

Don McNeill began his club just twenty years ago—
a get-together for all who smile before breakfast

TWENTY YEARS AGO, Don McNeill, then a long-legged, eager young boy from Milwaukee, began a little NBC eye-opener called *The Breakfast Club*, and ended each show with—"And be good to yourself." Within a short time, he was actually the family man next door who came to breakfast. *The Breakfast Club* started out with the four musical calls, songs, chatter, March Time and Memory Time, and later Don introduced Prayer Time and Sunshine Shower. It is still what it was back in 1933, "a get-together time for all of us who smile before breakfast and then

can't break the habit all day long." Fibber McGee and Molly—or Jim and Marian Jordan, as they were known in 1934—were *Breakfast Club* favorites, and through the years Don has introduced The Merry Macs, Durward Kirby, Johnny Johnston of movie fame and Fran Allison, who is still the program's beloved Aunt Fanny. Sept. 12, 1931, Don married his home-town sweetheart, Katherine Bennett. Over the years, Breakfast Clubbers have heard Don speak of his beloved Kay, and his three sons, Tom, eighteen, Don Jr., seventeen, and Bob twelve.



DON McNEILL

He was born in Galena, Ill., Dec. 23, 1907, brought up in Sheboygan, Wis. His father and mother, Mr. and Mrs. Harry McNeill, and sister Agnes now live in Evanston, Ill. He started in radio in 1928, one year before being graduated from Marquette University. In 1930, he was an announcer in Louisville, Ky., and in 1931-1932 wrote and broadcast *The Two Professors*, from San Francisco. For pictures, write him: c/o ABC, 20 No. Wacker Drive, Chicago, Ill.

A SEARCH FOR TOMORROW

Mary Stuart has found, by living happily today, tomorrow takes care of itself



Mary Stuart with her husband.

MARY STUART is a lovely young lady who plays Joanne Barron in CBS-TV's *Search For Tomorrow*, a daily daytime drama. Mary learned early to crowd her days with things to learn, things to do. In Tulsa, Oklahoma, where Mary attended Central High School and Tulsa University, she organized and conducted a children's theatre, presented local charity plays—and Saturday mornings, when most of her fellow students were resting up from a hard week, Mary was working away on various radio programs over Station KOME. When she was only seventeen and eighteen, she was entertaining with a USO troupe, touring camps in the Midwest and Southwest. With time on her hands, one summer, she worked as a reporter on the *Tulsa Tribune*. At nineteen, Mary decided the place to get ahead in the theatrical world was New York. The pavements were hard and the producers' hearts even harder. She landed a job as a camera girl in the Roosevelt Hotel Grille while she was waiting patiently (and often not-so-patiently) for a break. Joe Pasternak of M-G-M studios in Hollywood gave her a screen test and a contract when he spotted her at work with her camera. After a couple of years in Hollywood and some dozen pictures, Mary returned to New York and TV. "I've found that if I live each day as happily as possible, the tomorrow that comes will take care of itself." And it has.



MARY STUART

Mary Stuart was born in Miami, Fla., July 4, 1926. Her family moved her to Tulsa, Okla., when Mary was through grammar school. Her motion pictures include "No Leave, No Love," "The Adventures of Don Juan," "Dark Delusion," and "Girl from Jones Beach," among others. She's played the lead on *The Web*, *Suspense*, *Danger*, *Lights Out*, presently stars in *Search For Tomorrow*. Married to Richard Krolik, TV producer-director of *March Of Time*, August 1, 1951. For a picture, write her: c/o CBS-TV, 485 Madison Ave., New York, N. Y.



Diana, Nikki and Lyle in the home they love.

Lyle Sudrow— A SENSITIVE YOUNG MAN

Diana and Lyle find life good—after weathering storms together

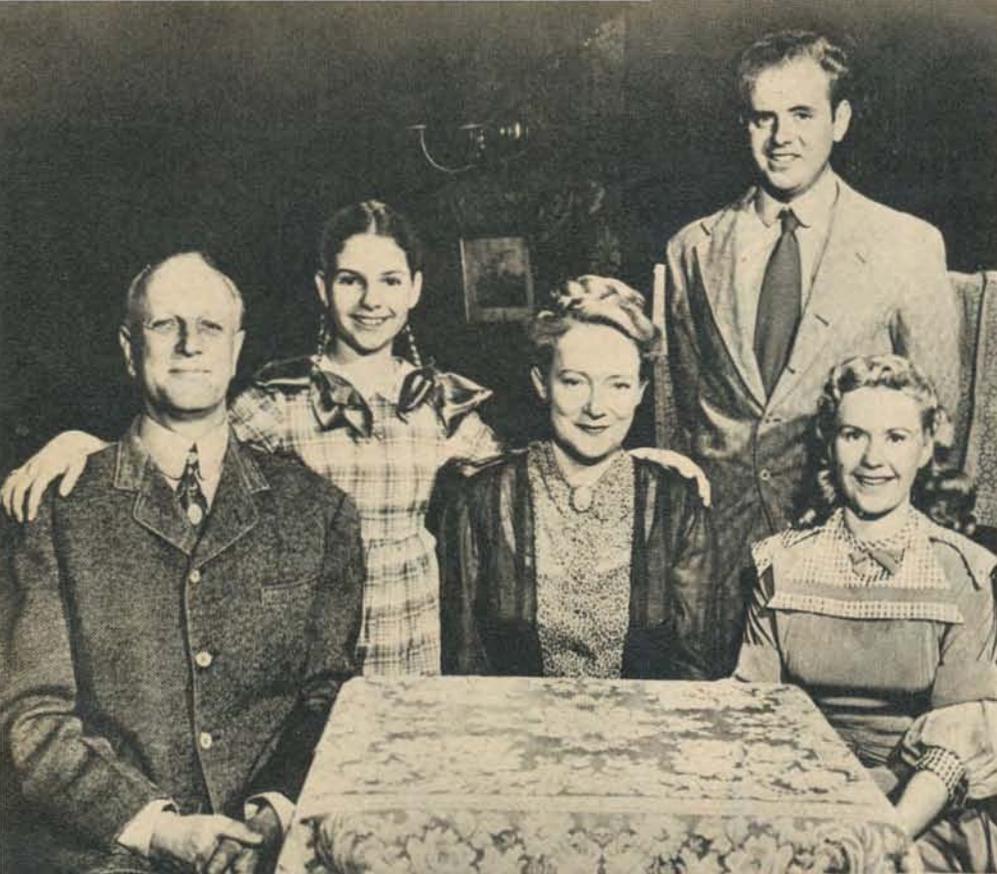
EACH DAY, Lyle Sudrow portrays Bill Bauer, a sensitive young man trying to learn about marriage and an advertising career, in the daytime drama, *The Guiding Light*. To Lyle, there is little difficulty in understanding Bill, for Lyle has lived through the same experiences. Diana Cheswick was a girl who attracted Lyle at first sight—a girl whom he knew someday he'd marry. Diana says now that the two of them went through a stormy courtship, a stormy first year of marriage. "What happened to us," Lyle says now, "is that things began to smooth out as a result of living a little more, experiencing more things, learning more about the real values, looking around

at other people and realizing that they had problems, too. We went through the mellowing process. I began to try and understand how Diana felt about things, and she learned about me." Diana and Lyle were married November 1, 1942, during the war, when Lyle was in the Coast Artillery. Lyle had established himself as a singer before the war, and afterwards became a radio actor. Nikki, their only child, was born December 8, 1945—and Lyle was right there with Diana, after a hectic session cutting Armed Forces' red-tape to be on hand for the birth of his daughter. Today, they are convinced that life is good —after weathering its storms . . . together.



LYLE SUDROW

Lyle Sudrow was born Feb. 19, 1919, in Los Angeles, Calif. Diana Cheswick, his wife, is a singer and TV actress. His father was a stock broker and investment adviser. At sixteen, Lyle organized a vocal trio. In 1941, he was singing baritone roles in operettas for the Shuberts. He's appeared in *Road Of Life*, *Portia Faces Life*, *Young Widder Brown*, *Helen Trent*, *Front Page Farrell*, *When A Girl Marries*. Lyle is one of the stars now in both radio and TV versions of *The Guiding Light*. For pictures, write him: c/o CBS, 485 Madison Ave., New York, N. Y.



TV family portrait: Papa (Judson Laire), Dagmar (Robin Morgan), Mama herself (Peggy Wood), Nels (Dick Van Patten), and Katrin (Rosemary Rice).

Peggy Wood is

“wonderful to work with,
wonderful to know.”

Everyone Remembers Mama

PEGGY WOOD, the delightful *Mama* of television, has lived a gracious life, an active life. The daughter of Eugene Wood, a newspaperman and magazine writer, she started voice training for the opera at the age of four. Instead of the Met, however, Peggy went into the chorus of “Naughty Marietta” in 1910 and six years later became the star of “Maytime.” In between musicals, she also developed her talent as a dramatic actress and, in 1925, after her marriage to the late poet, John V. A. Weaver, she was the star of “Candida.” Peggy is also an author. When she was on tour with “Trelawney of the Wells,” in which John Drew played his last part, Peggy kept a diary.

After the actor's death, she developed her notes into *The Splendid Gypsy*. *Actors and People*, *Star-Wagon*, and *How Young You Look* (an autobiography), are the titles of her other published books. Peggy has a son by her first marriage, and her one regret is that TV doesn't allow her time to visit her six-year-old granddaughter, who lives with her parents in Santa Fe, New Mexico. Peggy and her husband have an apartment in New York and a weekend home in Connecticut, where they grow flowers for a hobby. “Peggy Wood is wonderful to work with, wonderful to know,” Ralph Nelson, director of *Mama*, says most reverently.



PEGGY WOOD

CBS-TV's beloved *Mama* was born Feb. 9, 1892, in Brooklyn, N. Y. Peggy Wood has played more than sixty stage roles—musical and dramatic, in England and America—and made a number of movies. For the past seven years, she has been married to William H. Walling, New York printing executive. She has one son, David Weaver. For a picture, write her: c/o CBS, 485 Madison Ave., New York, N. Y.



The Clown who can Cry

Milton Berle, that brash young man, has reason to drop his mask—once in a while

THE AUDIENCE moved restlessly. It was one of the rare times in his life that Milton Berle had faced less than a hundred persons in one room. He was giving a party for the members of his cast—all his co-workers—at Toots Shor's restaurant. Gone were the usual gags, gone the dynamic, versatile comedian known to NBC-TV viewers. He had switched sponsors, from Texaco to Buick, and the occasion was a simple luncheon to say: "God bless you—one and all." Perhaps some fifty people were present. It takes a big man with a big heart to say "thank you" individually to each and every one, while an audience waits for the big laughs. But that's Berle—a side of Berle the public rarely glimpses. Berle has been "stealing the show" ever since he was nine years old and donned a too-big soldier suit to sing "Over There" at a bond rally. . . . But behind the man who makes a nation laugh is a guy who's had his share of tragedies. His 76-year-old mother knows him as a boy who suffered poverty and swore he would one day support her in the most luxurious of fashions . . . he does. He wanted a home and children, and married at the height of his fame . . . he has his child Victoria, but his marriage went on the rocks. Many at Toots Shor's knew all these things about Berle, had been through them with Berle. Others had come for laughs—and remained to see the clown shed a tear as he paid tribute to his fellow craftsmen.



Daughter Vickie is Berle's delight—and well aware of the other side of Miltie's personality.



MILTON BERLE

He was born Milton Berlinger, July 12, 1908, in New York City, made his film debut at the age of five, his stage debut at eleven, has also been a headliner in vaudeville, night clubs, radio. First big-name comedian to click in TV, he became "Mr. Television" overnight, as well as "Uncle Miltie" to adoring youngsters. For a picture, write him: c/o NBC, 30 Rockefeller Plaza, New York, N. Y.

THAT DINAH GIRL

Dinah Shore sang from the day she was born. She's literally a golden thrush!

DINAH SHORE grew up with the name Fannye Rose, and used to entertain her father's customers at his dry goods store in Tennessee. After high school, she started singing on Station WSM—especially singing "Dinah," every chance she had, because she liked the rhythm so much. Letters came to the station addressed to "that Dinah girl," and thus her new first name was born. Her family financed her stay in New York long enough for her to meet Ticker Freeman, then a song-plugger who had faith in her voice and her personality. Ticker became her accompanist, and is still with her. Jimmy Rich, then a musical director at WNEW, introduced Dinah to Eddie Cantor, and Eddie eventually put her on his radio show. When Eddie went to Hollywood to make "Thank Your Lucky Stars," Dinah had a small part in the film. . . . Dinah stayed to make motion pictures, sing on radio—and meet George Montgomery at the Hollywood Canteen during the war. She had fallen in love with George before she met him, when she saw him in "The Cowboy and the Blonde." George was in the Army Air Force, proposed to Dinah by letter, but arrived in Hollywood before the letter—to rush her to Las Vegas for the ceremony. George still stars in movies and owns a lucrative furniture shop, while Dinah continues to enthrall millions with her voice.



Discovered by Eddie Cantor and Ticker Freeman.



Married to George Montgomery, the film star.



DINAH SHORE

She was born Frances (Fannye) Rose Shore, March 1, 1917, in Winchester, Tenn., went to school in Nashville, has a B.A. degree from Vanderbilt University. Dinah and George Montgomery were married Dec. 5, 1943, just a few days before Uncle Sam sent him to Alaska—their real honeymoon came months later, at George's Montana ranch. Their daughter Missy (Melissa Ann) was born Jan. 4, 1948. Dinah's tops for her best-selling records, as well as her own shows on radio and TV. For a picture, write her: c/o NBC, Sunset and Vine, Hollywood.

Ed Sullivan has a talent
for people which makes him . . .

THE TOAST OF THE TOWN



With "Toasted" guest—composer Richard Rodgers.

IT PAYS to be interested in people—Ed Sullivan proves this perfectly. "Some think of me as just a newspaper columnist," Ed says. "That's far from the truth. For the past twenty years, I've been staging vaudeville, radio and benefit shows." Ed's experience with just plain people has made it possible for him to get some of the most celebrated ones for his *Toast Of The Town*. Margaret Truman made her debut here. When Ed first approached her, he found she was in fear of exploiting her father's position as President. Having run up against this with other children of notables, Ed was able to be not only understanding but convincing. . . . Ed's first TV show was June 28, 1948, and had a total budget of \$1500. Today, he spends more than \$9,000 a week just for talent. But, without his background and knowledge of people, Ed wouldn't be able to get the great talent he features, no matter what the budget!



With his wife Sylvia, pet dog—and favorite sport.



ED SULLIVAN

The columnist-emcee was born Sept. 28, 1902, in New York City, grew up in Port Chester, N. Y., where he started as sports editor of the local paper at \$10 a week. Today his column, "Little Old New York," is a nationwide feature. He's spent thirty years on metropolitan dailies and, in radio, introduced to the airwaves such notables as Irving Berlin, Jimmy Durante and Jack Benny. Ed and his wife, Sylvia, live in a Park Avenue hotel and have a daughter, Betty. For a picture, write him, c/o CBS, 485 Madison Ave., New York.

LIFE'S EXCITING!

Art Linkletter believes only those
who've been lonely can
comprehend the full wonder of love



Sons Robert and Jack work hard at their play.



Jack gets the lowdown on life from his wise Dad.

ART LINKLETTER was an orphan adopted by Fulton Linkletter, a man who was a traveling revivalist, a man dedicated to God. From him, Link learned many things, perhaps the most valuable being the knowledge that he was being loved as an individual. As a child, Link was clothed in hand-me-downs and often there was little to eat, but he had his dreams and the encouragement of two people who wanted him to realize them. The day he was able, through his earnings as an announcer, to buy himself a full suit . . . the day he was able to buy a present for the beloved girl, Lois, whom he'd just met (and later married) . . . these were not just incidents in ordinary life, but occasions! "It is easy for parents to lessen the possibilities of future happiness for their children by over-indulging them," Link says seriously. "Some fathers and mothers add to their own enjoyment by stealing from youngsters their right to experience a certain amount of doing-without. I am convinced that it is only through *not having* that a person can comprehend the full happiness of *having*. Only those who have been hungry really enjoy a loaded table. Only those who have been cold fully appreciate a warm coat. Only those who have been alone and lonely comprehend the full wonder of love."



ART LINKLETTER

He was born July 17, 1912, in Moose Jaw, Saskatchewan, Canada, later lived in California, where he attended San Diego State College and started announcing at Station KGN. Link and Lois were married in 1935, now have two sons and three daughters, from kindergarten to high-school age. He figures he's interviewed over 26,000 persons on such shows as *House Party*, *People Are Funny*, *Life With Linkletter*. For a picture, write him: c/o CBS, 6121 Sunset Blvd., Hollywood, Calif.



Jane not only shares her philosophy with listeners, but lives it by devoting much time to worthy causes—particularly invalid children.

GALLANT LADY

Jane Pickens has
struggled but always
had faith, hope and
belief in charity

AT THE AGE of fourteen, Jane Pickens had won scholarships to the best academies here and abroad to improve a naturally beautiful voice. Her first steps toward fame were with her sisters in the famous Pickens Sisters' trio. Helen, Patti and Jane all married and that broke up the act. Then, in one year, Jane lost her husband and had a child, Marcy, whose health was to require many operations, a change of climate in both winter and summer. Jane went back to radio, became the singing star of *Chamber Music Society of Lower Basin Street*, now has her own *Jane Pickens Show*. . . . "Even today, after

all these years, I remember that one year as the most desperate period in my life," Jane says. "The problems to be faced, and the decisions to be made for the baby and myself, nearly paralyzed me with fear. I began to think of faith, hope and charity and just what it meant to me and everyone I knew, and my life took on new meaning. I found there was enough guidance and meaning in religion to face every crisis or doubt we meet in this modern world." Today, Jane's daughter is a fine artist. Jane herself is a successful, gracious, charming hostess with a magnificent voice which will entertain for years to come.



JANE PICKENS

Jane was born and raised in Macon, Georgia. Her father, a cotton broker, was an accomplished pianist and trained his three daughters to sing and harmonize in childhood. Jane still practices conscientiously, has appeared with the New York Philharmonic, and starred on Broadway in "Regina." She's made movies and records, is heard several times weekly on radio. For a picture, write her: c/o NBC, 30 Rockefeller Plaza, New York, N. Y.



Eve is really "Missus" Brooks—Brooks West, that is.

AT THE AGE of thirteen, Eve Arden wanted to be a schoolteacher and, on one occasion, actually substituted for a teacher who was ill—with no lasting effects apparent on the pupils. At sixteen, Eve began touring the small towns of California with the Henry Duffy players, then landed on Broadway. From Broadway she went to Hollywood, where she played the friend of Joan Crawford—or Bette Davis or Barbara Stanwyck—always brittle, with a heart of pure gold. In July, 1948, after playing "straight man" to Jack Carson, Eve decided to leave radio forever. Eve read the first script of *Our Miss Brooks*, along with Joan Blondell and Shirley Booth. The latter two couldn't take the part—so Eve got it. As the underpaid, overworked Miss Brooks, Eve has won the everlasting gratitude of schoolteachers all over the nation for humanizing a group of women who'd always been set apart. In the summer of 1951, Eve met Brooks West, an actor—and her adopted daughters, Liza and Connie, liked him. Said Connie one morning, "You've almost caught up with Brooksie. Why don't you get him?" Eve approved of the idea and she and Brooks West were married.



Beloved MISS BROOKS



Landlady, Mrs. Davis, is played by Jane Morgan.

*Gay, vivacious Eve Arden,
darling of the teachers*

EVE ARDEN

She was born Eunice Queden, April 30, 1914, in Mill Valley, Calif. Eve was a Broadway hit in "Ziegfeld Follies" (1936 and 1938), has made some thirty movies, became *Our Miss Brooks* on radio in 1948, on TV in 1951. Now married to Brooks West, she has two adopted daughters, Connie, 8, and Liza, 6, and a newly-adopted baby boy, Duncan. For a picture, write her: c/o CBS, 6121 Sunset Blvd., Hollywood, Calif.



Friday at home—"Sergeant Joe" with his real-life wife, Julie Webb.

A determined young man who knew what he wanted—and got it

DRAGNET'S HERO—Jack Webb

JACK WEBB'S a human dynamo who spends twelve hours a day, seven days a week, preparing, perfecting and enacting the role of Sergeant Joe Friday in *Dragnet*. Jack demands that everything—but everything—be authentic. His ambition dates back to the days before the war, when he worked as a clothing clerk at Silverwood's in Hollywood and emceed shows on his nights off. He was just beginning to click as a radio personality when he joined the U. S. Army Air Force in 1942. He served as a bomber pilot during the war and was discharged in 1945. He returned to San Francisco, where he eventually originated the title role of *Pat Novak For Hire*. He married Julie London, Hollywood stage actress who appeared with Edward G. Robinson in "The Red House." He'd dated Julie when she was fifteen, told her he'd wait for her six years—and did. He's a very determined young man when his heart's set on anything. Jack has played Sergeant Joe Friday since June 3, 1949.



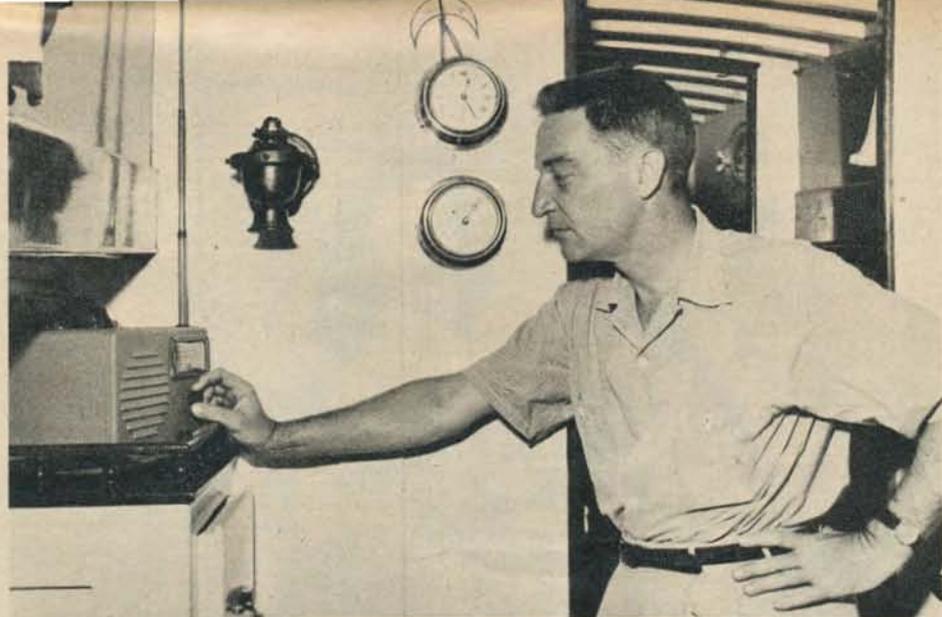
Friday at work—with actor Ben Alexander.



JACK WEBB

He was born April 2, 1920, in Santa Monica, Calif., graduated from Belmont High School in 1938. His movie credits include "He Walked By Night" and "The Men." Jack is creator, director and star of *Dragnet*, which has been on radio since 1949, on TV since January, 1952. He and Julie have two daughters, Stacy, 3, baby Lisa. For a picture, write him: c/o NBC, Sunset and Vine, Hollywood.

This is Garry Moore's
way of life . . .



DO THE BEST YOU CAN



Love that Schnoz! Jimmy Durante, of course.

GOD GIVE ME the courage to improve what I can, endure what I must, and the wisdom to know the difference." This was a clipping which a courageous woman once showed Garry Moore. It is a philosophy of life with which Garry completely agrees. Starting out at the age of eighteen as a writer, collaborating with F. Scott Fitzgerald on a play that was never produced, Garry completely believed he was no comedian. He completely believed that life held radio work only as a means of making a living, that life held time over and above this for him to produce serious things as a "writer." Now, matured, Garry finds that he is indeed able to make his shows not just comedian show-cases, but shows in which he can talk about human values, human frailties—which in themselves are gently humorous. "I have come to believe," Garry says, "if you do your life's work as best you can, tomorrow's path will open up for you." It has for Garry, and the secret hope he cherishes he expresses every day: "Be kind to each other"—his signature for the *Garry Moore Show*.



GARRY MOORE

He was born Thomas Garrison Morfit, Jan. 31, 1915, in Baltimore, where he later got himself a writing job with Station WBAL while still in his teens. Substituting for a comedian who failed to appear one day, Garry was so successful he was kept on the air. He became famous coast-to-coast, co-starring with Jimmy Durante, later soloed as quizmaster on *Take It Or Leave It*. In addition to his daytime show on CBS-TV, he emcees *I've Got A Secret*. He is married and has two children. For a picture, write him: c/o CBS-TV, 485 Madison Ave., New York, N. Y.

Most always this is
the best of all possible worlds for
Elena Verdugo—our Millie



For all the fuss Elena and Florence Halop make over Marvin Kaplan in *Meet Millie* (above), Elena's heart is really at home with husband Charles Marion (at left).

MEET MILLIE—

Little Mrs. Optimism

OPTIMISM is the word for Millie Bronson of *Meet Millie*—and also the word for Elena Verdugo, who plays the part. There have been times when Elena didn't think this was the best of all possible worlds. But for the most part life, to her, is pretty wonderful. Seven years ago, when Elena married Charles Marion, a writer, she had only optimism to live by. "We had to be cheerful," Elena says, "because we were so poor we couldn't afford anything but hope and optimism."

Elena had been working in motion pictures, but roles were few and far between. Charles wrote pretty steadily, but it wasn't until recently that his writing started clicking. Then on July 1, 1949, little Richard, their son, was born and Elena found taking care of him a full-time task. It was at this point that Virginia Cullatt came to live with the Marions, and life began to ease itself. Elena became Millie on TV, and now this is the best of all possible worlds for these three.



ELENA VERDUGO

Born in California of an old Spanish family, Elena started dancing in films at 14, finished high school on the movie lots, has acted in a number of motion pictures, and has been a featured vocalist with Xavier Cugat's orchestra. She created the title role in *Meet Millie* on TV, and has also taken over the radio version. Elena and writer Charles Marion were married in 1946. For a picture, write her: c/o CBS, 6121 Sunset Blvd., Hollywood, Calif.

Children Are God's Miracle

Barbara feels that all adults could learn a lesson in living, just by watching and listening to their youngsters.



Barbara Britton believes the love of children makes her world complete

BARBARA BRITTON plays the gay, mad wife of Richard Denning on the delightful drama *Mr. And Mrs. North*—but that's just her pretend life. For real, she's married to Dr. Eugene Czukor and is the mother of two charming children, six-year-old Teddy and eighteen-month-old daughter Christopher. Delight in her children is a part of Barbara's enthusiasm for living. Crissie is cute as a button; Teddy's very bright. "Though Teddy is only six, he can even tell the difference between real life and play acting. When I am acting in the *Mr. And Mrs. North* series, Teddy realizes that I am only acting out a marriage to Jerry North; he knows that, in real life, I'm married to Daddy. Some actors' children find it hard to separate real life from screen life. If their daddy is hurt on the screen, the child suffers terribly. Teddy at one point couldn't understand how people are killed on TV and yet are still alive the next day. So Gene and I explained about rubber knives and make-believe punches. This intrigued Teddy. So much so, that last Christmas he wanted a rubber knife. He also wanted a two-wheeler. I explained that the rubber knife might be possible, but the two-wheeler just wasn't within our budget. He finally agreed that he wouldn't be too bitterly disappointed, if he could write a letter to Santa Claus. So I sat down and wrote (under his careful direction): 'Dear Santa: Are you sure I can't have a two-wheeler, red, with learning wheels attached? If not, can I please have a rubber knife? Sincerely, Teddy Czukor. P.S. And please send along a teddy bear for Crissie; she likes the fuzzy kind. Thanks.' Now, wasn't that thoughtful to wish for his sister? The gestures they make toward each other, and toward the world, make every child worthwhile. They build up our hearts until we are filled with unselfishness and kindness."

BARBARA BRITTON

Originally, Barbara planned to be a teacher and attended Long Beach City College for that purpose. She was always interested in dramatics, however, and decided to pursue that line after a talent scout noticed her in a college play and persuaded her to make what became a successful screen test for Paramount. Earlier films to her credit are "Louisiana Purchase," and "Reap the Wild Wind." Recently, she appeared in the 3-D "Bwana Devil." Barbara made her TV debut as "Mrs. Mike" on *Robert Montgomery Presents* and has also starred on *Pulitzer Prize Playhouse*, *Lights Out*, *Ken Murray Show*. For a picture, write her: c/o CBS, 6121 Sunset Blvd., Hollywood.



Happy pair, Barbara and Gene—whose happiness is multiplied many times because of daughter Cris and son Teddy (seen with Barbara and their dog, Saint).





Irene Beasley is a charming, talented belle with a song in her heart



Irene keeps the home fires burning.

Mistress of WINDSONG

IRENE BEASLEY is a Southern Belle whose first job was in a country school, teaching all seven grades! From there she was graduated to Memphis Junior High, where she was instructor in music, mathematics and business management. Research into hillbilly music (which she had always loved) brought her to the attention of Victor, for whom she has made many recordings . . . The idea for *Grand Slam* was born at her sister's home in Connecticut, when her sister wistfully remarked that she wished give-away shows would give the listener a chance to win some prizes. The program was put together in September of 1946. Irene's great fear originally was that not enough ideas would come in from listeners to make a success—but this fear was soon dispelled. . . . Once an apartment-dweller in Manhattan, Irene now owns *Windsong*, a beautiful old Hudson River Dutch farmhouse. It is complete with history (the British once used it to store supplies), secret staircases (in case of attack by pirates or Indians), and antiques (which Irene has collected on innumerable trips through New England). Here Irene lives happily with her cat, Michele, when not busy broadcasting!



House in Ardsley, New York, is named for Grandma's Southern home.



IRENE BEASLEY

She was born on a farm near Memphis, but the family moved to Texas while Irene was still a child. At twelve, her main interests were singing and playing the piano. Irene attended Sweet Briar College, in Virginia. While in her teens, she wrote both lyrics and melody for a successful song. Irene began touring the country—singing at private parties, in vaudeville, with bands—mainly to plug her own compositions. In New York, a music publisher sent her to CBS to plug a song, and suddenly Irene was in radio, headed for her *Grand Slam*. For a picture, write her: c/o CBS, 485 Madison Ave., New York, N. Y.



After twelve years of marriage, Gordon and Sheila still have time to remember . . .

My husband, GORDON

By SHEILA MacRAE



Their children—Heather, Meredith, Gar—are storing up lovely memories, too.

I SQUEEZED my eyes to keep from crying. While Gordon looked at the menu, I gave myself a fight talk. I scolded myself for being sentimental, for not growing up, for not realizing Gordon hadn't had time to think of a gift—to say nothing of buying it. Gordon gave our order to the waiter, then grinned at me. "Almost forgot," he fibbed. "Here's a little package for you." From a velvet box, I lifted a gold charm bracelet with a figure seven to mark our years of marriage, a tiny perambulator to mark the birth of Meredith Lynn, a pair of baby shoes in honor of Heather and our son Gar. Also a little gold locomotive for Gordon's *Railroad Hour*. Finally, there was an intricate motion-picture camera on which a heart was set. Engraved on it was this sentence: "You are the heart of my work." Five years have

passed since then, but what wife could ask for a lovelier remembrance? Gordon and I scarcely touched our lunch—we spent the time holding hands and going back over the high spots of our life, as two people will, who are in love. . . . Gordon and I met in the fall of 1940, when both of us were working in the Christopher Morley production of "Joan of Arc." The play didn't get to Broadway. Gordon went to work as a pageboy for NBC. He was singing, while combing his hair in the washroom, when Horace Heidt came in. Heidt was looking for a tenor and Gordon was the man he decided on. . . . On May 21, 1941, Gordon and I were married in The Old Stone Church in Cleveland, Ohio. Gordon enlisted in the Air Force in 1942 and was a navigation instructor until the war's end. And now his career is flying high!



GORDON MacRAE

He was born March 12, 1921, in East Orange, N. J., lived in Buffalo and Syracuse, N. Y., attended Deerfield Academy in Massachusetts. Gordon's mother was a pianist, his father a manufacturer by profession, a singer by avocation. After a brief fling at his father's business, Gordon concentrated on singing and acting. He's been in musicals on Broadway, makes movies for Warner Bros., stars regularly on radio in the *Railroad Hour*. He and his wife Sheila have three children, Meredith, 9, Heather, 7, and William Gordon, "Gar," 5. For a picture, write him: c/o NBC, Sunset and Vine, Hollywood, Calif.



GAY BRIDEGROOM

John Nelson married a
jewel—and set out to provide
a platinum setting



John, Nell, twins Chris and Greg, and daughter Penny.

ONE DAY, a dozen years ago, John Nelson walked into a radio-TV office in Los Angeles—and saw a girl. Now, there are many girls in offices but, to Nelson, this one was pretty special. Her name was Arnell Olson, she hailed from Wisconsin, and she was half-Swedish, half-Norwegian. "She was blonde, blue-eyed—and built!" John remembers noticing. But, more than that, "I noticed that everyone who came into that office was asking for Nell." John carried the campaign further: He asked her to be his secretary . . . he started asking her out to dinner . . . and, the next thing he knew, he was asking her to go out and buy a ring! "What kind of a ring?" Nell asked. "Any kind you like," said John, "any size you wear." It wasn't a very fancy ring, perhaps, compared with the fabulous prizes he and his partners have since given away on such programs as *Bride And Groom* and *Live Like A Millionaire*. But Nelson has followed it up with a lifetime of happiness for his bride. They were married in 1941, the same year he joined the Navy. John was discharged in November, 1945, became emcee of *Bride And Groom* the same day. Now Nell has a home in the country, three lovely children—and a "honeymoon" trip almost every year, to Cuba, Haiti, all the most romantic islands John can find on the map.



JOHN NELSON

He was born March 3, 1915, in Spokane, Wash., where he later attended Gonzaga University and joined forces with fellow-students John Masterson and John Reddy. Now known as "TV's Three Musketeers," this trio has been credited with originating the give-away program, with *Breakfast In Hollywood*, and carrying it to a peak of generosity with such shows as *Live Like A Millionaire*, *Bride And Groom*, *Bank On the Stars*. John and his wife Nell have twin sons, John Christopher and William Gregory, 7, and a daughter, Penelope, going on 5. For a picture, write him: c/o Masterson, Reddy & Nelson, 745 Fifth Ave., New York, N. Y.



Playing the piano together has special memories for Jack and Carol.

ALWAYS A KING

Jack Bailey crowns a queen every day, but has one love to last a lifetime

It's so obvious, listening to *Queen For A Day* over Mutual, that emcee Jack Bailey is right where he belongs—in show business. Yet there was a time when Jack was willing to give it all up, for the woman he loved. Jack met Carol at a party in 1937. Carol, a legal secretary from Montana, didn't think much of entertainers, now admits: "My first impression was that Jack was sort of a smart aleck." But, before the party was over, she found herself sharing the piano bench with Jack, playing for a community sing—and thinking that Jack was very nice indeed. It wasn't long before they were going steady. But three years of not getting any closer to marriage convinced Carol there was no security in show business. So, to please her, Jack tried to become an insurance salesman. No sales. Carol bowed to the inevitable, Jack went back into show business, and they were married. Now, some twelve years later, Carol sighs contentedly: "It's been a wonderful and full life for this Montana girl. Little did I dream when I sat down at the piano with Jack Bailey I'd get into his act for keeps!"



Winners get royal treatment on Jack's program.



JACK BAILEY

He was born in Hampton, Iowa. He attended Drake University, later studied drama in New York under the famous Max Reinhardt, then was with Ralph Bellamy's stock company for three years. Jack broke into radio over Station WBBM during the Chicago World's Fair in 1933, toured as an entertainer and emcee with Larry Philbrick's orchestra. He got his biggest breaks in Hollywood, leading to his present popularity as emcee of *Queen For A Day*. Jack plays a variety of musical instruments, paints pictures, has published a book of recipes, *What's Cookin'*. For a picture, write him: c/o Mutual Broadcasting System, 1313 North Vine, Hollywood, Calif.

DAVE GARROWAY— BACHELOR AT LARGE

Alongside Jerry Lewis, Dave looks downright sedate—like professor and pupil.



He has odd eating habits, a car he loves, and a program called Today



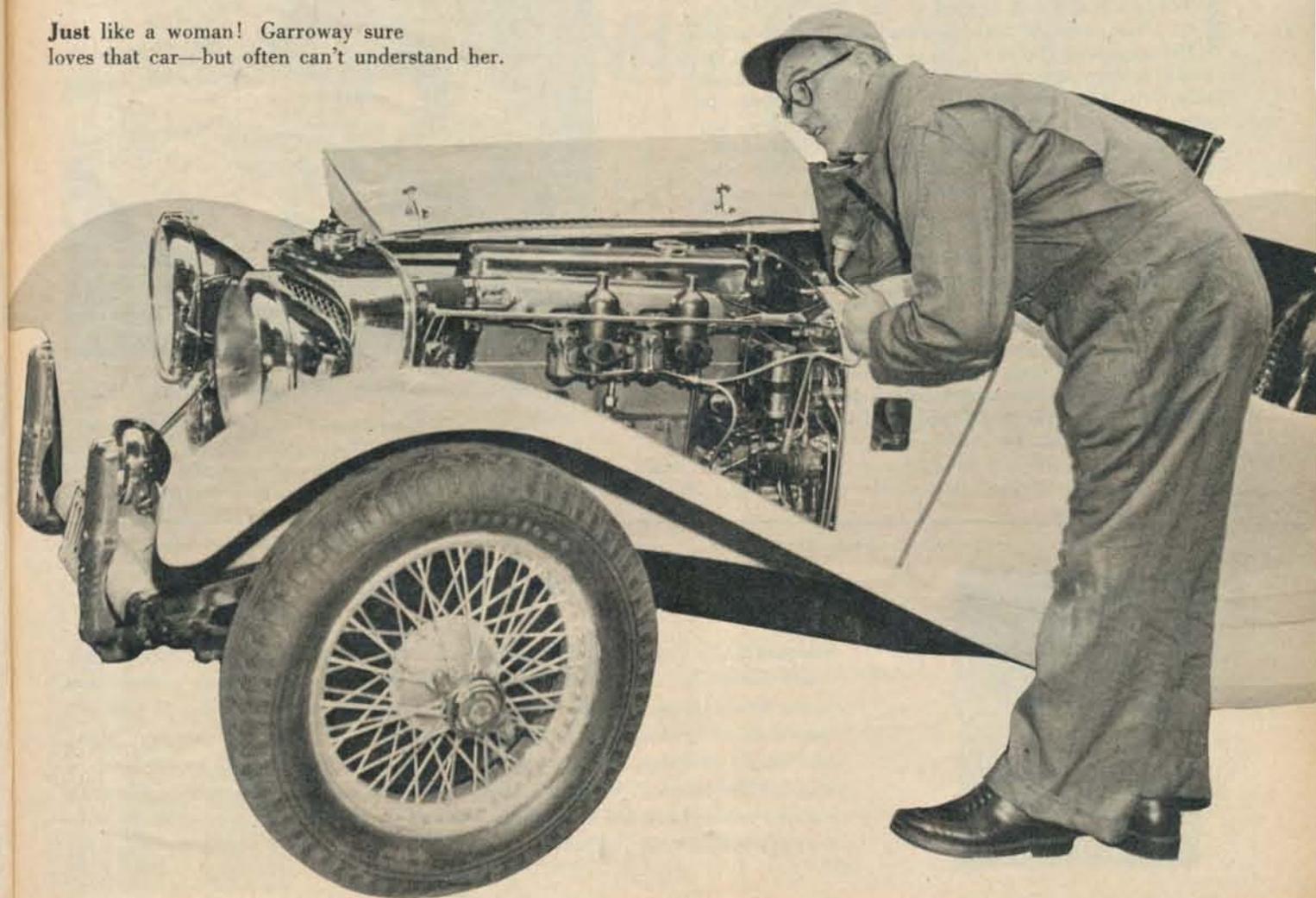
DAVE GARROWAY

He was born July 13, 1913, in Schenectady, N. Y., went to college in St. Louis, then tried to sell piston rings in Boston. He began announcing in Pittsburgh at KDKA, went from there to WMAQ in Chicago. In 1942, he joined the Navy, returning to Chicago at the war's end. It was there he created and conducted a new experiment in TV called *Garroway At Large*—until *Today* was born, at which point NBC moved him to New York and he moved himself into his bachelor penthouse. He also does a daily show called *Dial Dave Garroway*. For a picture, write him: c/o NBC, 30 Rockefeller Plaza, New York.

AT SEVEN O'CLOCK in the morning, the nation's viewers are likely to stagger over to their TV sets to be met by Dave Garroway discussing the weather, philosophizing with J. Fred Muggs, or just resting on his back while the Red Cross removes a pint of blood. Dave's a boy from Schenectady, N. Y., who placed twenty-third out of a class of twenty-three in announcing when he was a page boy at NBC. Now he occupies the penthouse originally built for Marlin Aylesworth, the first president of NBC. When he was a page boy and Aylesworth lived there, Dave was making sixty-five dollars a month—the apartment costs more than *that* now! . . . He spent the war years in the

Navy but only two months at sea—he was seasick every day of the two months, so he was asked to teach yeomen-to-be sailors within the confines of a school-room in Pearl Harbor. He likes fishing (with the aid of an aqualung which allows him to go into the sea some 150 feet down), loves drumming (he can keep time real good), but more than anything loves his S.S. 100 Jaguar, which is sixteen years old and has never won a race. (He's mad about racing cars!) He likes women, too—but no one woman as yet. He's one bachelor-at-large who is content, even if his female admirers can think of a happier state for him to be in. Plenty of candidates—but he chooses to run!

Just like a woman! Garroway sure loves that car—but often can't understand her.





Husband Bob knows the real beauty behind her wit.

SHY HEART— FUNNY FACE

*Imogene Coca is a
gentle, soft-spoken lady
in real life*

IMOGENE COCA of the pixie face and the funny hats, on *Your Show Of Shows*, wears neither off-stage. Her husband, Robert Burton, describes her as "a gentle, soft-spoken, shy person. In fact, she's a most attractive lady when she lets her face assume its natural contours. She's serious and considerate, too—but seldom without a sharp eye for ludicrous detail. We live in a two-room apartment which was once part of William Randolph Hearst's mansion. Imogene describes it as being decorated in the period of 'Great Expectations.'" Imogene has been married for eighteen years to Robert Burton, whom she met when she was appearing in "New Faces"—the show which launched her as a star when she did her original parody of ballet. Burton was working for the same producer and wangled himself an introduction to her. The same fall, the two of them worked together in a musical which lasted only two weeks—but, on final payday, Bob proposed to Imogene and they were married that night.



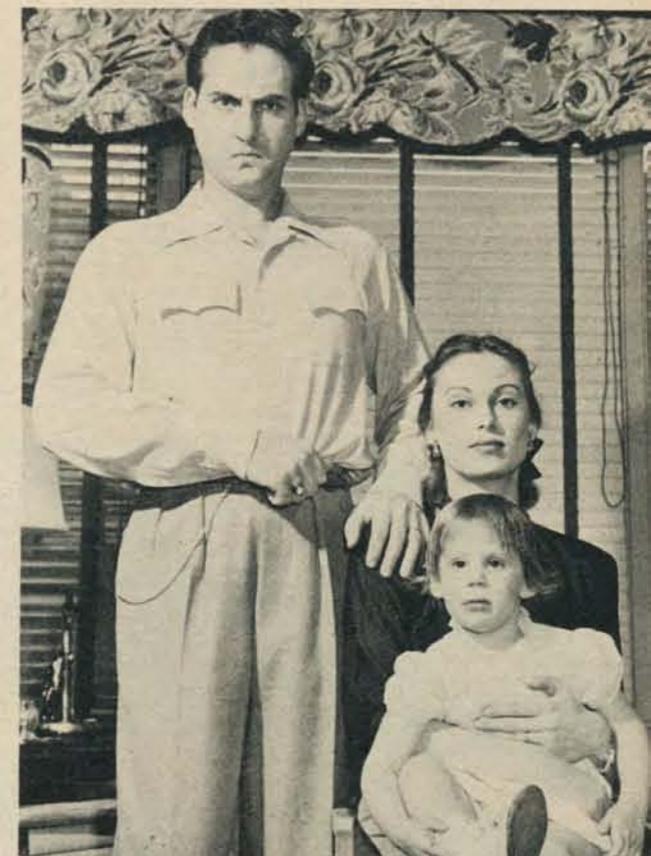
Pets Apri and Gainsler love their mistress's voice.

IMOGENE COCA

Imogene Coca was born in Philadelphia, Pa. Her parents were both show people—her father, of Spanish descent, was an orchestra leader, her mother was Sadie Brady, once with the troupe of Thurston, the magician. Before she was knee-high to a piano stool, Imogene was taking singing, dancing and piano lessons. At fourteen she was a full-time trouper. Imogene has entertained at most of the country's elegant bistros as well as on Broadway. Of course she's the star, along with Sid Caesar, on *Your Show Of Shows*. For a picture, write her: c/o NBC-TV, 30 Rockefeller Plaza, New York, N. Y.



Tintyped: Sid, Florence, and young Shelley.



SERIOUS COMIC

*Sid Caesar is an intense young
man with laughter in his soul*

SID CAESAR is an intensely serious young man whose observations of life, as lived by those around him, make for high comedy on *Your Show Of Shows*. As a young band leader playing at Avon Lodge in the Catskills, he met Florence Levy, who was camp counsellor. A year later, they were married. . . Sid was then on his way to being a long-haired musician. Uncle Sam called, however, and Sid went into the Coast Guard, where he joined the band. He would entertain his fellow bandsmen with skits and pantomime of the officers and men. Max Lieb-

man, a civilian who was asked to pick talent from the Coast Guard to play in "Tars and Spars," chose Caesar for comedy routines. After the war, when Hollywood made the movie of the same name, Sid sat it out for two years with a movie contract not making movies. . . When he came to New York, Max helped him again and gave him the top comedy spot on the Admiral show, and from there he went into *Your Show Of Shows*. Florence and Sid now live on Park Avenue, have a five-year-old daughter, Michele—nicknamed Shelley—and a baby son, Richard.



SID CAESAR

He was born in Yonkers, N. Y., Sept. 8, 1922. His father was the proprietor of a restaurant. Here, young Sid came in contact with patrons of various accents and dialects, which may have influenced his work today. But Papa Caesar urged him to play the saxophone and, after graduation from high school, he played with many "name" bands. Sid attended the Juilliard School of Music. At the age of 19, Caesar joined the Coast Guard and was starred in its revue, "Tars and Spars," directed by Max Liebman. When Max Liebman was asked to produce "Broadway Revue," he asked Sid to head the cast. And now—*Your Show Of Shows*. For a picture, write him: c/o NBC-TV, 30 Rockefeller Plaza, New York, N. Y.

Herb Shriner, Hoosier

*He's an easy-going
guy, moving along at a
mighty rapid pace*



Wheels fascinate Herb's and Pixie's little Indy, too.



Herb loves assembling auto models—when he has time.

HERB SHRINER is a slow-movin' fellow, as befits a man from Hoosierland, but his career is leaping right along—too rapidly for Herb, who believes in a Midwestern theory that there should be time for living. Right at the moment, he doesn't have time for the boat which he would love to sail . . . for the home which he's equipped with elaborate telephone systems that he installed himself but never has time to fix . . . for the thousand-and-one gadgets he'd like to fit into his scheme of living. He's been too busy this past year, what with *Two For The Money* and his movie, "From Main Street to Broadway." He does, however, make time for his wife Pixie . . . his daughter Indy (short for Indiana) . . . and he'll be right there for the second child who's expected by Christmastime this year. . . . Herb loves people and would like, more than anything, just to be left alone to tinker with automobiles and such, with a few cronies around to swap yarns with—the kind of cronies who would understand a guy who can poke gentle fun at everything and anything. Herb will probably find that time only when he retires.



HERB SHRINER

He was born May 29, 1918, in Toledo, Ohio, but grew up in Fort Wayne, Ind. In school, he took up the harmonica—and added jokes—because his quartet was forever losing its audience. Herb has played in night clubs all over the U.S. and Australia. He was with the Army three years, entertaining troops overseas (and collecting five battle stars). After the war, he made his first Broadway hit in "Inside U.S.A.," had his own radio shows, clicked on TV with *Two For The Money*. His wife Pixie is a former dancer. Their daughter Indy is just past two. For a picture, write him: c/o CBS-TV, 485 Madison Ave., New York, N. Y.

*Bud believes in
practicing the Christianity
he teaches on Sunday*



Devout and devoted family: Bud and his Marion and their children Patricia, Cynthia, and Michael.



Bud Collyer—Good Samaritan

BUD COLLYER is a religious man. As a mere kid, he was the youngest deacon in the Broadway Presbyterian Church. Teaching religion to young churchgoers has been one of Bud's chief off-mike activities since 1938, when he supervised classes at the Jackson Heights Community Church in New York City. He's still teaching Sunday school and is superintendent at the Presbyterian Church in Greenwich, Connecticut. Bud's religion goes beyond getting down on his knees at bedtime, goes beyond saying his

prayers each day. Religion is an every-hour-of-every-day thing—not to be saved for Sunday. And he doesn't just talk like a Christian—he lives like one. He's the kind of person who senses trouble in people and knows how to draw them out, get them to talk about it, and then try to help them to a solution. Perhaps this is one reason for the success of Bud Collyer, the man who handles hundreds of contestants on his quiz shows—and roots for each one to win, because he likes it that way.



BUD COLLYER

Clayton "Bud" Collyer was born June 18, 1908, in Manhattan. He attended Williams College, received his law degree from Fordham University in 1933. Show business won, however, and he appeared in radio shows (including *Superman*) and Broadway plays. As emcee of such programs as *Beat The Clock* and *Break The Bank*, he's given away more money and merchandise than many a millionaire. Bud is married to actress Marion Shockley, whom he met when both played in *The Guiding Light*. Their children are Patricia, 14, Cynthia, 12, Michael, 10. For a picture, write him: c/o NBC, 30 Rockefeller Plaza, New York.

WINNER OF THE YEAR

"It was faith in God that brought about two miracles: My son's return, and money for him!"



Pfc. Hart's family—his father, mother and sister Marilyn—were so thrilled about winning that \$8,550 check for him. His buddies at the hospital were glad to congratulate him, too.



By MRS. GEORGE F. HART

IT WAS faith in God that brought about two miracles in one month. My son George had been reported missing in action in Korea. So often this means the soldier has been killed. His return by the enemy marked one of the happiest days in my life. Then it was only forty-eight hours later that we won \$8,550 for him on *Break The Bank*. It was prayer that made both great joys possible. . . . My husband is George F. Hart, a clerk in the postal service. My name is Emma. We are a middle-aged couple with four children ranging from fifteen to twenty-eight. We have never been wealthy, but we are a happy family, grateful for the health and good spirits of our children, the love and harmony in our home. We are a very religious family. We thank God for our blessings, and we pray to Him in times of trouble. "May God bless you and spare you and bring you home safe to me," I said the day George left for the service. Then, in October, 1952, he went to Korea. From that day until he returned, my life was not the same. I tried not to show the fear that preyed on my mind. I had



Break The Bank and emcee Bud Collyer (right) have made many people happy, but none happier than the Harts!

my husband and my other children and the nursery to think of, to keep me occupied.

It was the last week of March; the children were in the house with me, when the telegram arrived: "DEEPLY REGRET THAT YOUR SON PFC. GEORGE F. HART IS MISSING IN ACTION SINCE MARCH 26, 1953, IN PERFORMANCE OF HIS DUTY AND IN SERVICE OF HIS COUNTRY." We prayed to God—all of us, and all of our friends. My husband's fellow-workers were praying for George. My nieces and nephews and all of our relatives held masses for George. We prayed that he was alive and that he was missing only because he had been captured by the enemy, not killed. . . . I was sitting on the sofa, watching Douglas Edwards report the news on TV. Fifteen more American prisoners had been released and he began to read off their names. I was tense. As he read off the twelfth name, I clasped my hands and prayed, "Oh, God, let him say Georgie's name." Edwards said, "Marine Pfc. George Francis Hart." I fell to my knees and thanked God. . . . I think it was some time in the next week,

when we were a lot calmer, that we thought of writing *Break The Bank*. We were thinking it would be wonderful if we could get some money for George so he would have a good start as a civilian. We asked for tickets for my husband, daughter and myself. We got them for Monday, May 4. On Sunday, May 3, George arrived at Mitchel Air Base. There were sixty of us, relatives and friends, to meet him. George came off the plane on a stretcher, but all grins and smiles at being home. We went to the hospital with him. He had been hit by bullets and shrapnel, but he was going to be all right. . . . Well, we were picked out of the studio audience for the show. I think everyone there wanted that for us, when they heard about George. We were three—Marilyn, my husband and I—to be quizzed. Bud Collyer said, "In these troubled times, people turn to the Good Book for guidance and comfort, Mrs. Hart, and so our questions will mostly be taken from the Bible." We answered—and won \$8,550! It was faith in God that brought us our great happiness.

Bob Hope Springs Eternal



He's one swell guy and doesn't let his three careers keep him from enjoying his fourth and happiest role as real-life husband of Delores and father of Linda, Kelly, Tony, and Nora.

Three careers take an inner drive and need help of an understanding heart at home

I KNEW when I met Bob that he was an unusual man and, the longer I'm around him, the better I know it," Delores Hope says of her husband. One of the things that attracted Delores to Bob is the inner drive he has to get things done. Three careers—one in movies, one on the stage, and the other in radio—take a lot of drive. To boot, he's the father of four adopted children and a successful husband. "I told myself from the beginning," says Delores, "that it would be worse than useless to be jealous of my husband—" for there is a large portion of Bob's life which Delores cannot share. Delores has avoided any jealousies which might wreck a marriage and a home by the simple method of filling her own life full of rich events, her children, her bazaars, her charity work of all kinds. Bob is devoted to his family and his family to him. It is in his hours with Delores and the children that he sheds the tensions which accumulate in the tremendous concentration of his work. Home is his escape and relief, the warm, friendly loving place where he restores the well-springs of his energy. It is this well-spring which allows him to be one of the most active stars in show business.



BOB HOPE

Leslie Townes Hope was born May 29, 1903, in Eltham, England, but grew up in Cleveland, Ohio. He studied tap-dancing while going to high school, got launched in show business with a hoofing act, but couldn't keep his mouth shut and discovered he was really a comedian and singer. Bob's trail led up to success in Broadway musicals, box-office prominence at Paramount Pictures, sixteen years of stardom on NBC, and more than 1,500,000 miles of travel to entertain G.I.'s from Africa to Korea. Bob and Delores Reade were married in 1932 and have four adopted children—Linda, 14, Tony, 12, Nora and Kelly, both 6 (but not twins). For a picture, write him: c/o NBC, Sunset and Vine, Hollywood, Calif.

Favorite sports: Golf, fishing—and wishing his pal, Bing Crosby, were on the other end of the line!



Jan Miner makes young hearts happy, as Julie Paterno—and her own dreams come true



HILLTOP HOUSE HEROINE



On the farm—with husband Terry O'Sullivan.

IN THE SUMMER, Jan Miner lives on a hilltop farm near Meredith, N. H. In the wintertime she lives in New York in an apartment which still has some "hilltop house" touches, but more directly she lives in *Hilltop House* on the radio. As Julie Paterno, matron of an orphanage on the popular daytime drama, Jan has learned a lot about children—even more about life. In real life, she's adopted a European war orphan for whom she is financially responsible, has been deeply immersed in her two brothers' families and the life of her mother and father. Her father is a prominent Boston doctor, now 78, who owns a farm right next to Jan's. . . . Until this year, Jan had never traveled farther than Detroit, but this year a dream came true when *Schlitz Playhouse Of Stars* asked her to go to Hollywood to film one of their dramas. She stayed a week and was as thrilled as a human could be. She's a wholesome American girl who has many of her dreams come true . . . including the biggest dream of all—her marriage to actor Terry O'Sullivan.



JAN MINER

Born in Boston, Jan got her first taste of the theatre playing the lead in a Gilbert and Sullivan operetta at eight. Later, she studied stage design, switched to acting with suburban stock companies, made her radio debut on a Boston station. Jan then moved to New York, where she is much in demand for dramatic roles but is best known as Julie Paterno of *Hilltop House*. She's married to Terry O'Sullivan, also a popular performer in radio and TV daytime dramas. For pictures, write: Personal Service, 417 West 50th St., New York 19, N. Y.

"LOOK, MOM, HE'S DANCING!"

Robert Q. Lewis is just as surprised, too—he can't dance, can't sing, can't whistle

A LITTLE BOY at the Miami Youth Roundup clutched his mother's hand and stared in open-mouthed amazement at Robert Q. Lewis. "Look, Mom," he shouted, "he's dancing!" "Dancing?" murmured his mother doubtfully, but she applauded as loudly as the child when Lewis finished his number. Lewis would be the first to admit he doesn't dance very well, doesn't sing very well, and that his main claim to fame is a truckload of spectacles in varied shapes and sizes. With this limited talent, plus a line of patter, Robert Q. Lewis is one of today's most successful entertainers—starring on radio, on TV, in night clubs, besides replacing Godfrey periodically (no small order in itself). . . . Young Robert Q. is in there pitching for success and he's ready to do just about everything to get it honorably. The man who dances—but not very well—also whistles off-key, says, "They like my singing! Can you beat it? My singing's pleasantly atrocious!" Perhaps the reasons for Lewis's success are neatly summed up in his own words: "I try to be an individual. I try to be myself, the kid next door—he has something to say, too, if people will only listen." And they certainly do to Robert Q. Lewis.



But he can hold an audience with his be-spectacled capers!



ROBERT Q. LEWIS

Bob was born in Manhattan some thirty years ago and is a graduate of the University of Michigan, where he specialized in radio and drama. He started spinning records in Detroit, returned to New York as a disc jockey, and caught the attention of Arthur Godfrey—for whom he has now substituted no less than seventeen times. Bob's also the moderator of *The Name's The Same*, has his own variously-named shows—big and little—as well as *Robert Q.'s Waxworks*. He is unmarried. For a picture, write him: c/o CBS, 485 Madison Ave., New York, N. Y.

Phil Harris and Alice Faye have found their dream house at the end of the road

Just as the script says, Phil and Alice have two little girls. Here are the real-life Alice, Jr., 11, and Phyllis, 9.



MAN, WE'RE LIVING!

A HOUSE at the end of the road can mean many things to many people. Such a house often lives in a dreamworld and may be made up of *things*—like a white picket fence and a red rose vine. Or the dreams of such a house may represent *ideas*—like watching children grow and sharing their youth and happiness. Hidden at the end of the road, such a house may mean peace, tranquility, security, a storm-protected port with smooth blue-glass waters to shelter the ship of life. To some people, a house at the end of the road will mean all of these things—and more. Phil Harris and Alice Faye (NBC stars of their own air show) have found their dream house at the end of the road. . . . It took eleven years. The house is the culmination of the dreams, the work, the worries, of those eleven years. As Phil puts it now, "Man, for the first time, we're living!" It's a family house to Alice because it's small enough for her to take care of by herself (although there is a part-time girl who comes in to help). Besides this, the kitchen is Alice's palace, where she reigns like a queen. It's a family house to Phil, as well. Since each neighboring house is a part of the community, Phil has developed his latent sense of community spirit. . . . "We do things on a community basis," says Phil, "like sharing the job of transporting the kids to school. And, living close like this, I'm getting to know some real fine folks. It's the first chance I've ever had to talk to the plumber and the storekeeper and the mailman about their problems. And let me say that knowing their problems helps me understand mine a lot better. This house has not only given the children a chance to grow—it's given Alice and me a chance to grow with them."



Both the Harrises are much handier in the kitchen than one would ever guess from the radio.

ALICE FAYE and PHIL HARRIS



Phil was born June 24, 1906, in Linton, Ind., acquired his Southern drawl in Nashville, Tenn., where he spent his boyhood. He formed a band in 1932 which was an immediate success, making a number of musical film shorts, one of which won an Academy Award. In 1936, he joined Jack Benny's program, remaining with Jack until 1951. . . . Alice Leppert was born May 5, 1915, in New York City, where she was later discovered by Rudy Vallee, who taught her to sing and gave her a job as vocalist with his orchestra. From there, she went to starring roles in movies. . . . Phil and Alice were married in 1941, started their own Phil Harris—Alice Faye Show in 1946. They have two daughters, 11 and 9. For pictures write them: c/o NBC, Sunset and Vine, Hollywood, Calif.



Daly's favorite "program"—just being with sons Johnny and Charles, wife Margaret, and daughter Buncy.

Home is where the Heart is

John Daly is a top newsmen because
he wanted a family and a place to call home

JOHAN DALY wanted to build a home—more than anything in life. Otherwise, today, one of America's leading news commentators, moderators and analysts might be working in the woolen business in Boston. Plain truth of the matter is that John met a girl named Margaret when she was visiting a sorority sister from William and Mary College. In Dedham, Mass., where Margaret was staying, John dated her every night for a week and asked her to marry him before she returned to finish her senior year. She was flattered, but not ready for marriage. Consequently, John was forced to move to her home town of Washington, D.C., because he couldn't afford the weekly bus trips from Boston to Washington each weekend. He got an announcer's job as summer "relief" at NBC, moved over to CBS when Bob Trout

left for New York. Later, John was assigned to the White House as the Presidential announcer—since then, his life has been completely intertwined with political conventions (he's attended every one), political candidates (he toured with Franklin D. Roosevelt, Wendell Willkie), and foreign affairs (he spent the long war years traveling around the globe, and his pen was used by General Eisenhower to sign the German surrender). However, John's heart has always been in his home. Wherever he went, he spent carefully for gifts for the home, and always he has provided well for his family—which consists of Margaret, whom he calls "Kit"; daughter Helene, 8, nicknamed "Buncy"; sons John Charles, Jr., 13, and John Neal, 16, known as "Charles" and "Johnny." (All males in the Daly family are named John!)



JOHN DALY

John Charles Daly was born Feb. 20, 1914, in Johannesburg, South Africa, but was brought to America by his widowed mother when he was 10. He attended Tilton Academy in New Hampshire, was graduated from Boston College in 1935, worked briefly in his family's woolen business before trying his voice at broadcasting. Daly has long been an ace newscaster and moderator on both radio and TV, with such programs as *America's Town Meeting*, *What's My Line?* and *It's News To Me*. For a picture, write him: c/o ABC, 7 West 66th St., New York 23, N. Y.

MR. AMATEUR HOUR



America's young hopefuls line up for their big chance.

TED MACK was a very determined young man. In spite of the fact that it meant practicing in a closet, he mastered the keys on the saxophone, which at that time was almost as big as himself. And, for many years, that sax was to be his bread and butter. His father, who worked on the railroad, needed his sleep. Ted understood his father's point of view—insisted upon sticking to his own and found a way where there was a will. . . . Since those days so long ago, Ted has done many things which needed determination and stick-to-itiveness. Ted organized his first band in high school, worked his way through law, commerce and drama at the University of Denver with his own orchestra. For the next twenty years, Ted became known as a developer of talent—meanwhile playing in motion pictures, later traveling with units of Major Edward Bowes, (who originated *The Family Hour* in 1925 and, nine years later, *The Original Amateur Hour*). In 1945, when Major Bowes died, *The Original Amateur Hour* went out of existence and Ted was asked, about a year later, to become the master of ceremonies for its return. The determination and faith, first shown in his mastery of the sax, has since been imparted to thousands of talented amateurs whom Ted has helped to fulfill their dreams—just as his own have been fulfilled.

Ted Mack helps others along the way which was sometimes hard for him



Headlines report the success of Ted's talent searches.



TED MACK

William Edward Maguiness was born Feb. 12, 1904, in Greeley, Colo. He was always called "Ted," and later a San Pedro theatre manager shortened his last name to "Mack"—easier for his sailor customers to pronounce and, besides, it fit his marquee! Ted's married to Marguerite Overholt, whom he knew and romanced in school, but who had become a school teacher by the time Ted got around to proposing. They celebrated their twenty-sixth wedding anniversary this year. For a picture, write him: c/o *Original Amateur Hour*, 527 Fifth Ave., New York 17, N. Y.

Strike It Rich, Please!

That's the prayer

*Warren Hull breathes for
every contestant*



Warren has a way with even youngest audience members.

THOSE WHOM Warren Hull has helped on *Strike It Rich* have been legion, and Warren's only hope is that tomorrow still more persons will find in the program—and in the "Heartline" which brings donations from the heart of America—the will to go on living successfully against odds. Each time a contestant comes before his microphone, Warren Hull says: "Strike it rich—please!" The contestants on *Strike It Rich* are not asking for handouts but for the chance at a new start, a boost toward self-



WARREN HULL

Warren Hull was born in Gasport, N. Y., of a Quaker family with a long tradition of helping others. In his teens, he worked in the Hulls' machine shop, but found their musical gatherings more to his taste. Warren has sung in Broadway musicals, acted in almost forty movies, is now best known for his radio-TV emceeing on *Strike It Rich*. He had three sons by a former marriage—John, George, Paul—when he married Sue, a widow with two girls, Buffy and Sally, and a boy, Bud. For a picture, write him: c/o Walt Framer Productions, 1150 Sixth Ave., New York, N. Y.



Musical family: Seated at the piano are Sally, Sue and Warren; standing, Paul, John, Buffy, George, Bud.

sufficiency. "I don't think our *Strike It Rich* is just a program," Warren said recently. "It's a living institution, and the Heartline reaches throughout the nation with a real pulsebeat. It is the people of America whose good heart, good faith and real love for their fellow man have given others new hope and performed the miracle of saving more than one person's self-respect." Warren has had years of experience in dealing with people, so he should know. He started out as a member of the track team—but

also a member of the school operetta—in Lockport, New York. He sang duets with his sister on the Lockport radio station. After a year of business school at New York University, Warren enrolled at the Eastman School of Music and, when John Charles Thomas told him he was ready to sing professionally, he applied for and got a job in the Schubert chorus. He's been on the screen, in musical comedies, in radio for years. But he's always been and always will be the man with the big heart.

Snapshots: Warren and Sue gardening—and posing with Sally and Warren's mother, Mrs. Laura Hull.



ENTERTAINING IS GIVING

*Jack Benny learned
this some 43 years ago
and has been giving
ever since*



Jack Benny and Mary Livingstone—two happy entertainers.

JACK BENNY has been entertaining people for four years longer than his "admitted age" of 39, and he's still one of the top men in the business—with his unforgettable partner Mary Livingstone. Jack first went into radio on Ed Sullivan's show with the famous line: "Hello, out there. This is Jack Benny. . . . There will now be a brief pause while you all say, 'Who cares?'" In Jack's dictionary, entertainment is giving—he's proven it over the years by giving all he's got in an effort to make a show good—he's proven it by spending \$100,000 of his own money in line charges just to be able to give free shows to

service men around the world. . . . His wife, Mary, has been his partner on the stage for more than twenty years—a role she assumed accidentally when she substituted for an actress who failed to show up for a performance. Mary has never gotten over her show-time jitters which account for the high-pitched giggle that relieves the tension for her. She'd rather be home, enjoying the house that means so much to her and Jack, after years of trouping, than be the most famous star in the world. But she's proud of her man's success, and the place he occupies in radio, in TV—and a nation's heart.

JACK BENNY and MARY LIVINGSTONE



Jack was born Benny Kubelsky one St. Valentine's Day (rumored to have been Feb. 14, 1894) in a Chicago hospital, but claims Waukegan, Ill., as his home. He started in show business as a doorman, played in vaudeville until World War I, when he was put into the Navy Relief Society. He met Sadye Marks when Sadye's sister's husband asked her to go to a show with them. She was a clerk in a department store. They were married January 14, 1927, and you have come to love her as Mary Livingstone. Jack has been appearing regularly on radio since 1935, after a successful career in vaudeville and motion pictures. He and Fred Allen started their famous feud when Fred remarked over the air, to a little boy scraping away on a violin, "Only eight and you can already play 'The Bee'? Why, Jack Benny ought to be ashamed of himself!" For a picture, write him: c/o CBS, 6121 Sunset Blvd., Hollywood, Calif.

PARENTS ARE REALLY PEOPLE

But Burns and Allen had a hard time proving it to their children



Ronnie and Sandra have learned how to live with George, now.

IN ALL the ups and downs of show business, in all their twenty-seven years of marriage, Burns and Allen have never faced any problem quite so big as that of being parents. Not that George and Gracie had to learn how to do the job—they had a wealth of love to help them out there, both for each other and for the two children they had chosen with their hearts. It was the youngsters, in early school days, who had to learn how to treat a famous comedy team as parents! "There was a time," laughs George, "when the kids looked at us as though we had two heads. If we'd ask them to do something, they'd look at us as though we didn't have good sense. We began to wonder ourselves." Then Gracie explains: "We finally learned what happened. Their playmates used to say to them, 'We heard your mother and daddy on radio and they sure are dumbbells. Gee, your mother's crazy!'" But young Ronnie and Sandra quickly learned their parents were really people, considerate and even sane, not just zany comedians who happened to live in the same house with them. And, now that they're both of college age, they even let George and Gracie have a chance at the telephone. George's and Gracie's own phone, that is. They had a second one installed when their two lively teenagers monopolized the family line! Just another example of the wise and really sensible way that Burns and Allen have always behaved as parents—and as people.

GEORGE BURNS and GRACIE ALLEN

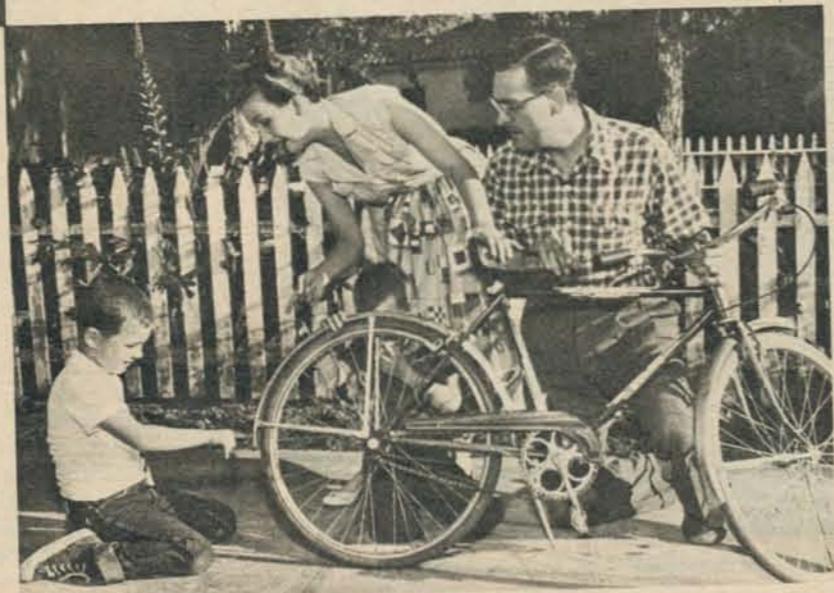
Gracie was born in San Francisco in 1906, made her stage debut before she was 3. At 14, she joined an act with three older sisters, doing Irish jigs and songs. She dropped out of the act in New York and was going to secretarial school when a friend introduced her to George Burns. . . . George had been born Nathan Birnbaum, Jan. 20, 1896, in New York. He organized a group of child singers at 10, had been a trick roller-skater, dancing teacher and comedian before he was out of his teens. George was in vaudeville when he met Gracie. He needed a straight man, offered the job to her, soon found Gracie was getting more laughs than he was. George switched their roles around. They were married in Cleveland, Jan. 7, 1926, and have two adopted children, Sandra, just past 20, and Ronald, a year younger. For a picture, write them: c/o CBS-TV, 6121 Sunset Blvd., Hollywood.





The Men in

AT LEAST once a week, throughout the year, *My Little Margie* moans: "I've got a problem. Have I got a problem!" And that's for sure. But even more certain is the fact that little Margie isn't speaking of her private life as radio-TV-movie actress Gale Storm. Gale has no complaints about her own way of living—because, no matter what comes up, she has her four stalwart men to help her. And there's no jealousy among them, either! Gale's real-life heroes are her husband, Lee Bonnell, and their three sons, Phillip, Peter and Paul—ten, seven, and six years old. If Gale



Problems do pop up in the Bonnell household, of course, but what's a little trouble with a bicycle, compared with the joy of having sons?

Gale Storm readily admits she's in love with four guys!



GALE STORM

She was born Josephine Owassa Cottle, April 5, 1922, in Bloomington, Texas, and went to school in Houston, where she won a talent contest which sent her to Hollywood. Contestants were gathered from all 48 states, to compete for a film contract and the names of Gale Storm (for the girl) and Terry Belmont (for the boy). The winners? Josephine Cottle and Lee Bonnell! Josephine became Gale and went on to fame as *My Little Margie* on radio and TV. Lee kept his own name, turned insurance agent—and, on Sept. 28, 1941, married his fellow contest-winner. Son Phillip was born in 1943, Peter in 1946, Paul in 1947. For a picture, write Gale: c/o CBS, 6121 Sunset Boulevard, Hollywood, Calif.

Little Margie's Life

has any problem, it's that of any working mother: Where can she find all the time she'd like to spend with the four guys she loves so much? But, with their help, she manages. Whatever the family does, they do together: long auto trips to San Francisco, Sequoia, Yosemite, during Mother's vacation time (with the boys getting plenty of naps on Dad's Navy mattress in the back of the car)—an exciting visit to New York when Gale guested on *Comedy Hour* (and the young students-on-leave lapped up more history and geography than they ever absorbed in school). What writer

could have imagined the dialogue that took place at the Bonnells' wayside camp while touring Yosemite? The boys were fascinated by the free-roaming bears, the snug cabin with its tent-like flaps secured for the night. All was calm and cosy, there in the dark—until Paul's plaintive little voice broke the silence: "Daddy, can bears untie knots?" Gale and Lee hastened to reassure their youngest. But, even if bears can't untie knots, Gale's sure there are no knots in life which can't be untied by a woman who cares—with the help of four pairs of loving hands.

Gale and three of her four sweethearts, sons Paul and Peter and husband Lee. Their first-born is Phillip, aged ten





Red—and a blue note for Elliot Lawrence.



Helayne can really cook—but time only for a snack.



Red Buttons—Boy Makes Good

*It took Red thirty-four
years to get from Third Street
into the nation's heart*

RED BUTTONS now lives on Sutton Place South, which is an address of which any one in New York City could be proud. But there was a time when he lived on Third Street and Avenue B. Aaron Chwatt, as he was known then, didn't know from swimming pools and tennis—let alone green fields and lakes. On Third Street, the boys got their exercise fighting in the alleys—though, on the days when Aaron was too tired to fight, he'd stand back and bawl, "Hey, fellers, I'm an orphan." Even the toughest muggs in the neighborhood had a feeling for mother love and family, and the orphan gimmick worked wonders. Red was tired often . . . and an orphan even more frequently! Red's the kind of a guy who still isn't acclimated to green pastures and tennis courts—he'd much rather hang around Lindy's, when he isn't home consuming some of his wife Helayne's cooking. Red feels that his entertainment on TV will be short-lived because he knows the public gets tired of seeing a comedian do his bag-of-tricks over again. "But," says he, "I have a beautiful home, and I'm glad I can afford it. I have a wife to last a lifetime." . . . He's a happy, successful man.

RED BUTTONS

He was born Aaron Chwatt in 1919, on New York City's lower East Side, but was graduated from the now-famous P.S. 44 in the Bronx. He started entertaining at a hotel in the Catskills in 1935, when he was 16, then did a stint in burlesque for Minsky's. In 1943, he went into the Army, was assigned to the Air Force production, "Winged Victory," and also played in the film version. He was introduced to his wife, Helayne, in Lindy's restaurant on Broadway. They were married while Red was headlining at the Paramount Theatre, took off for a night-club engagement in Miami, haven't found time for an official honeymoon yet. For a picture, write him: c/o CBS-TV, 485 Madison Ave., New York, N. Y.

New York's his town. Red loves the teeming city, loves Broadway and Lindy's restaurant—where he met Helayne.



THE MAN WITH THE CIGAR

Groucho Marx:

*Everyone recognizes him,
few know him*



GROUCHO MARX, cigar in mouth, but with the characteristic leer gone from his eyes, paced up and down the hall of his home, waiting for the doctor. Looking like the worried father he was, he was waiting for word about his daughter, Melinda. Little Melinda hardly stirred in her bed but, each time Groucho bent over her, she'd attempt a little smile, in spite of her 105° temperature. Finally, the doctor arrived. Yes, Melinda would be all right—she had an infection. Yes, he could reduce her fever—here were the directions. Yes, he'd given her a thorough examination—and knew what he was talking about. "Now," said the doctor sternly to Groucho, "all

Melinda needs is a little rest. Go away and leave her alone and quit worrying. When she awakens, she'll be like a new child." That might be all right for a doctor to say, but Groucho is the worrying type . . . with everyone but himself. He won't even consider his doctor's orders about resting or being on a proper diet himself—but Melinda, well, that's different. His feelings toward her have more of heaven than earth. He may dress her with non-matching hair-ribbon and sox, but he sees the smile she gives him so quickly. Groucho knows the mainspring of life is in the heart. Behind the cigar and the leer, which are his trademarks, lives a person of great sensitivity.



GROUCHO MARX

Groucho was born Julius Marx in New York City on October 2, 1895. He had five brothers: Leonard (Chico), Adolph (Harpo), Milton (Gummo), Herbert (Zeppo). Their mother was devoted to the theatre—her father was a magician and she was harpist with his show in Germany. Their father was a poor tailor. In 1910, Mrs. Marx organized the first vaudeville team that included Groucho—later it included Harpo and then kept changing as various members of the family joined or left the troupe. Since 1947, Groucho has been ad-libbing and quizzing contestants on *You Bet Your Life*. For a picture, write him: c/o NBC, Sunset and Vine, Hollywood, Calif.

*Jim and Marian Jordan know that
tinsel living is not for them*

JUST PLAIN FOLKS



Fibber and Molly—hard work won them their places.



Marian loves putting around a home of their own.

JIM AND MARIAN JORDAN are just ordinary folks—the same people they were when they were a comedy team on Don McNeill's *Breakfast Club* and in *The Smack Outs* in Chicago—in spite of the fact that twenty-five years have passed since then, and "Fibber McGee and Molly" are now famous. Until a couple of years ago, they lived in the same house which they bought when they came to Hollywood in 1936. They moved then only because their son Jim, Jr., and daughter Kay were both married and away from home, and they themselves wanted the kind of place where Jim could have a workshop and Marian could garden to her heart's content. . . . Marian has never forgotten the fact that her son once had to wear his sister's made-over skirts—which, with careful watching, would exactly measure into a pair of trousers. Jim has never forgotten leaving his mother's house with his wife for a vaudeville stint with Mother's parting words each time ringing in his ears, "Write when you get work." Sometimes the tour would end in two days, sometimes it would last six months. But Jim lived then as he does now, with a basic faith that, if you work hard enough, everything will turn out right in the end—and it has, for these plain, good folks.

FIBBER MCGEE and MOLLY

James Edward Jordan and Marian Driscoll (Jordan) were both born in Peoria, Ill.—Jim, November 16, 1896—Marian, April 15, 1897. They met at choir practice in Peoria and it was love at first sight. Jim was 17 and Marian was 16. They were married August 31, 1918, when Jim got a job as a mail carrier. Five days after the ceremony, Jim was in the Army. Marian taught piano during the war and Jim returned to Peoria to enter show business. Their first job on radio paid them ten dollars a week for singing. They returned to vaudeville. *Fibber McGee And Molly* debuted on April 16, 1935. For pictures, write them: c/o NBC, Sunset and Vine, Hollywood, Calif.





HE SHARES HIS LAUGHTER WITH MILLIONS

JACKIE GLEASON is the kind of man who has a great big television program which would throw most comedians—but for him it's like going to a big party every week. For him, it's completely fun! For Jackie Gleason believes a party is a panacea for every ill. A few months ago, when Audrey Meadows, who plays opposite Jackie in the "Honeymooners" sketch on his TV show, had an infected eye, Jackie said: "I'm going to give you a party and you'll have such a good time that all the swelling will go out of your eye." He did and it did. And Jackie is always giving a party—whether it be Christmas, Fourth of July, or just plain somebody's headache. He's a many-sided man, just as he's a many-sided performer. He wrote the theme song, "Melancholy Serenade" for his TV show, has recorded music for Capitol, led a string orchestra, and has conducted an orchestra at La Vie en Rose, one of New York's leading night spots. He's a little boy from a poor section of Brooklyn who often wonders how he happened to get to the top of the TV heap, a sophisticated guy at Toots Shor's who can entertain his rivals by the hour with his humor, and a big kid who likes laughing with the millions who enjoy him on TV.



Audrey Meadows plays opposite Jackie in the "Honeymooners" skits.

Art Carney can always be counted on to catch "The Poor Soul" making mistakes.



Jackie Gleason's like a kid at a party on his TV show—truth is, he thinks he is!



Choreographer June Taylor (left) directs the chorus as Jackie zooms: "And a-w-a-y we go!"



JACKIE GLEASON

When he was fifteen and still in high school, Jackie appeared on an amateur-night show at Brooklyn's Halsey Theatre. So successful was he that the manager kept Jackie on as master of ceremonies. From that beginning, his life as a showman progressed through a variety of unusual jobs—barker for a carnival, dare-devil driver, exhibition diver in a water follies production. Returning to a more normal field of entertainment, Jackie played night clubs as an emcee, was a disc jockey for a while, then toured the country in vaudeville. After he'd made six movies for Warner Brothers, TV opened its arms to him with the leading role on *The Life Of Riley*. Next—and best, *The Jackie Gleason Show*. For pictures, write him: c/o CBS, 485 Madison Ave., New York, N. Y.

Best Mom and Pop in



Family portrait—Ozzie and Harriet, with David on the left and Ricky on the right of their beloved Mom and Pop.



OZZIE and HARRIET NELSON

Ozzie Nelson was born in Jersey City, N. J., and Harriet Hilliard was born in Des Moines, Iowa. Harriet's mother and father were both in show business, and Harriet was carried onto the stage in her first role at the age of six weeks. Her first speaking part was in "Mrs. Wiggs of the Cabbage Patch" at three. Ozzie attended Rutgers University, was a star athlete. The two met when Ozzie organized his own band and convinced Harriet she should be featured vocalist. They've been together as a team in one endeavor or another ever since. *The Adventures Of Ozzie And Harriet* went on the air October 8, 1944, on the eve of their ninth wedding anniversary, and has since become a hit on TV, too. For pictures, write them: c/o ABC, Hollywood, Calif.

the World

Ozzie and Harriet Nelson

have their sons' wholehearted endorsement as parents



David plays the sax—Ricky's not sure he should listen.

DAVID NELSON, now seventeen, and Ricky Nelson, thirteen, think they have the best parents in the whole wide world—Ozzie and Harriet Nelson. And there are millions who, watching their TV show and hearing them on the radio, agree. Since the boys were mere tots, Ozzie has been reading them radio scripts, asking their opinions on how two boys would respond in similar situations—how they would talk, or what their friends would say. Consequently, when David and Ricky were, respectively, twelve and eight years old, they came to their parents with the idea that they join the radio show. Their friend Lindsay Crosby was going to be on as a guest, and they wanted to join him. After considerable family de-

bate, Ozzie and Harriet agreed. The first year for Harriet was hideous. "I would think: He's going to miss a cue, sure as we're born. He's going to drop a line and dissolve with embarrassment." The boys never missed a cue, never dropped a line, never experienced that horror of all performers, to be lost in the middle of a page of script. It is the hope of their parents that the boys will go on to college, will get well-rounded experience in the business of living before they settle for any one profession. But, whether or not this comes true, both Ozzie and Harriet believe their two youngsters have taught them the technique of contented living—the boys think they have the best Mom and Pop in the whole wide world.

Ozzie believes in sports for the younger generation—at considerable risk to his happy home and his wife.



Ralph Edwards prefers the glimmer of his own fireside to the glitter of show business



Always more fun together for Ralph and Barbara, Laurie, Gary and Christene.

OLD-FASHIONED GUY



Barbara's glad she didn't heed a warning!

BORN ON A RANCH, Ralph Edwards believes in the old-fashioned way of life. He and his wife never attend theatre openings, in spite of the fact that they live in glamorous Beverly Hills, suburb of Hollywood. Barbara and Ralph never go night-clubbing. To them, an evening spent with their "gang" (which includes every member of the cast of Ralph's TV and radio shows), cooking at the backyard barbecue, is much more fun. They love vacationing with their three children, Christene, 11, Gary, 10, and Laurene 7—and usually take them on camping trips. Ralph and his wife are ardent members of the Parent-Teachers Association and both devote much time and energy to the March of Dimes and Heart Association funds. The same old-fashioned spirit has carried over into Ralph's work—his first successful radio show was *Truth Or Consequences*, a game adopted from family pastimes and played by the whole nation for some fourteen years now. When Barbara married Ralph, her grandmother cautioned her that "show folks just aren't for the parlor," but Grandma couldn't have been more wrong in Ralph's case. That's just where he prefers to be.



RALPH EDWARDS

He was born June 13, 1913, in Marino, Colo., moved to Oakland, Calif., at the age of twelve. He put himself through the University of California by working as a radio announcer. By Aug. 19, 1939, when he married Barbara Sheldon, he was announcing 45 programs a week. Ralph's great creation, *Truth Or Consequences*, has been on the air since 1940, has a town named after it in New Mexico. His newer show, *This Is Your Life*, occupies a unique place on TV. For a picture, write him: c/o NBC, Sunset and Vine, Hollywood, Calif.

THEY CRY FOR HIM!

BEFORE HIS SHOWS, the kids line up at the stage door for autographs, for a pull on their pigtails, for just a look at their idol, Perry Como. And this has been going on for generations of youngsters! Before he goes on the air, Perry says: "Scream now, if you want to scream, kids. But please don't holler during the show. My mother doesn't understand about these things; she'll think I'm doing something wrong." Dear, easy-going Perry couldn't do anything wrong if he tried. Perry started out as a barber, wanted to be a singer—and tried, with the help of his wife, Roselle. He was about to return to the barber shop when he was called by an agent for a job at CBS—\$60 a week and no guarantee of a future. Perry did the radio show, and from then on he was adopted by the kids of each succeeding generation. Now it's TV. He spends his spare time (when he isn't home with Roselle and the kids) on the golf course near where he lives. He says of himself: "What did I do big?" The only answer to that one is that, whatever he "did," it was good enough for everyone to love him. And everyone does.



Como is king—deejay Brad Phillips makes it official.

Perry Como still has the younger generation screaming for him—when he hasn't done anything at all



PERRY COMO

He was born May 18, 1913, in Canonsburg, Pa., seventh of Pietro and Lucia Como's thirteen children. His dad worked in a tin-plate plant, Perry became a barber's apprentice at 11, owned his own shop at 15—which was his age when he fell in love with Roselle Belline. They were married July 31, 1933, about the time Perry got his first job with a dance band. He toured with Ted Weems' orchestra for several years before settling down as a star in his own right on radio and records, in movies and, eventually, TV. Son Ronnie is 13, daughter Terri is 5. For a picture, write him: c/o CBS, 485 Madison Ave., New York, N. Y.

Mr. Peepers— or is he?



One fact agrees with his TV skits: Wally was in the army—briefly.

*No one pretends
to know Wally Cox, for
where does fiction end
and fact begin?*



WALLY COX

Wallace Maynard Cox was born Dec. 6, 1924, in Detroit, Mich., son of detective-story writer Eleanor Blake. He lived in practically every city of any size in the United States, before his mother settled him down in New York City, where he first entertained publicly at a Greenwich Village night club. He is unmarried. For a picture, write him: c/o NBC, 30 Rockefeller Plaza, New York, N. Y.



Not so shy as when he himself was a boy, nowadays Wally will stop to talk to anyone (well, almost) and his dog.

IT WOULD BE a shame if all the things that are said about Wally Cox were not true—for each makes him out to be the *Mr. Peepers* who so delights and entertains. Factually, Wally was the shy little boy who hung around the “older boys,” tried to get in their baseball games, and remained to become the butt of their jokes instead. He did attend school in New York City and was starting his botany studies in City College in New York when he was called into the Army. Four months later he was discharged—he’d had a heat stroke. . . . He enrolled in the School of Industrial Arts at New York University and

studied handicrafts. He learned how to make silver cuff links which he sold to local merchants to keep body and soul together. He became Marlon Brando’s roommate, although chances are that there is little grain of truth in their having become acquainted because Marlon wanted someone to push around the streets of Manhattan in a push-cart. He is supposed to be building a house with his own hands in Rockland County, New York, but chances are that a contractor has already been hired by Wallace Maynard Cox, who—after a year as *Mr. Peepers*—can certainly afford it!

Bill Cullen— Crazy Like a Fox



In costume for a TV film series—but quizzical. Bill really has a B.A. degree.



Bill's mad about anything mechanical, has raced midget autos, piloted his own plane, once operated an airline.



BILL CULLEN

William Lawrence Cullen was born Feb. 18, 1920, in Pittsburgh, Pa., eventually got his B.A. degree from the University of Pittsburgh. Meanwhile, he started in radio as a disc jockey, moved on to New York as an announcer, got his big chance in 1946 as emcee of *Winner Take All*. He's had many shows to his credit since, including *Walk A Mile, I've Got A Secret, Fun For All*. For a picture, write him: c/o Martin Goodman Productions, 65 West 54th St., New York.

Quizmaster Cullen is quick with cash and wit in private as well as public life

CAROL CULLEN, Bill Cullen's wife, sat in the middle of her beautifully decorated living room and contemplated the corner closet. Behind the closet door she knew it was impossible to jam one more thing. Airplane parts, musical instruments, dictionaries for doing crossword puzzles—you name it, Bill has it. "Home was never like this. But a warehouse is," she muttered to herself. "What do you do with a man like Bill? He wants to keep his stuff for another two years. He's a collector, that's what he is, but a collector of just anything that's movable! The only thing to do with a man like him," she added, answering her own question, "is to love him." And love him Carol does. Literally, Carol sees Bill more often on a TV screen than she does at home—but, when he's home, Bill is the perfect husband. He insists that time spent in leisure be with Carol, even flies her to a restaurant for dinner in Boston or other places away from New York, if that means their being alone together. He may collect things, buy things which she neither needs nor uses, but that's his way of being thoughtful of her every moment—and that's what counts.



Carol Cullen's glad she married Bill, even though he's on TV more often than he's home!



Country lovers, Randy and Evelyn enjoy some golf.

*Randy Merriman
considers himself a lucky
man, even if the going
wasn't always easy*

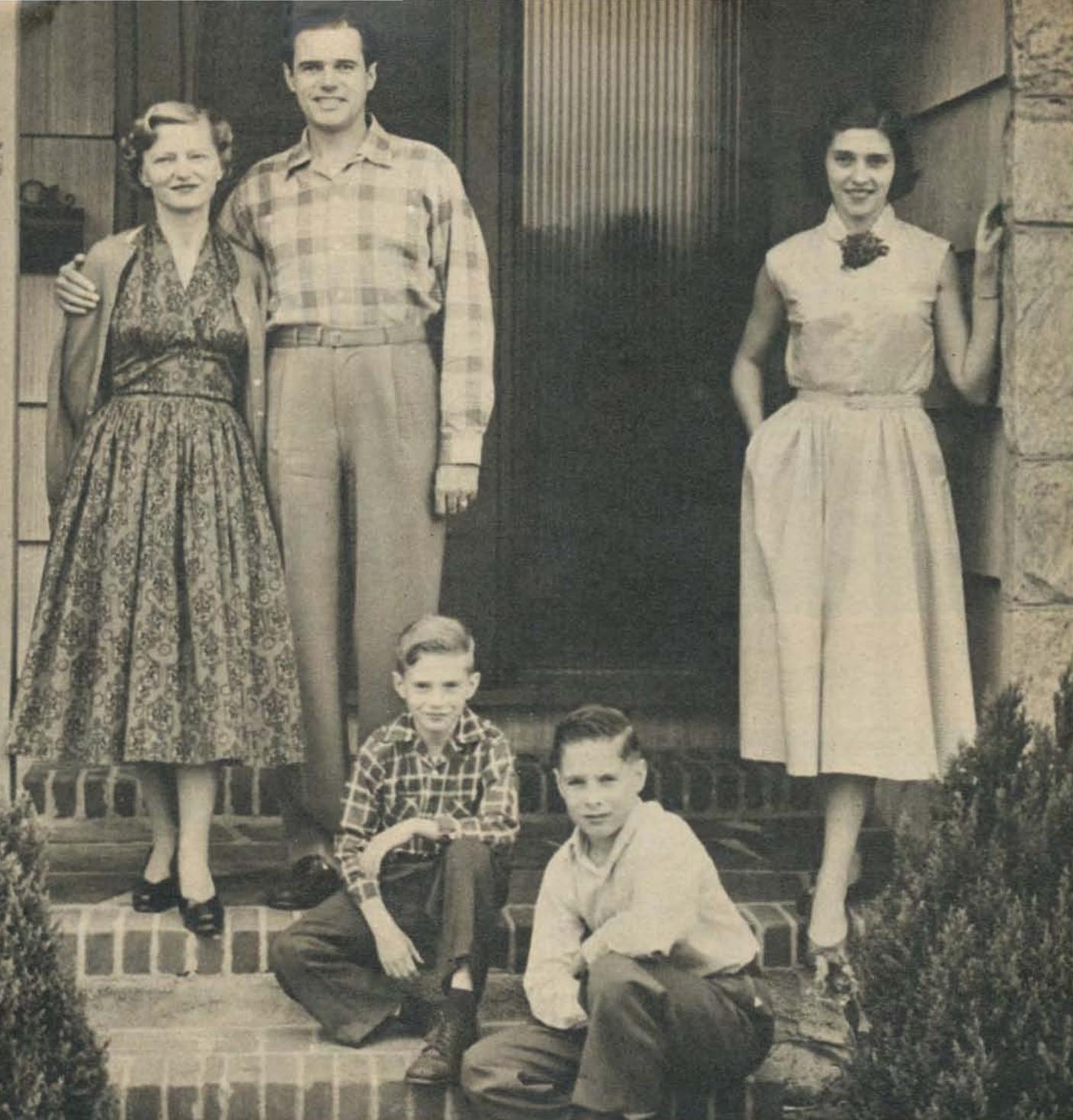
LIFE'S BEEN GOOD TO US

RANDY MERRIMAN believes every man can make of himself what he will. His own life is a perfect example of steady plugging away at a goal and the final attainment of a place in the firmament of successful people. His real name is Anson Randolph Spear. His father was a deaf-mute and the founder of the North Dakota School for the Deaf. He died when Randy was only three years old. Randy's mother had already passed away when he was fourteen months old. His grandparents adopted him legally and changed his name to Merriman. He went to school in Minneapolis and later at McPherson, Kansas, where his grandfather was working. At the age of sixteen, Randy ran away to join a circus as a prop boy. He graduated to barker and ticket salesman, emceed a walkathon in Milwaukee, did stunts in carnivals and in vaudeville. In 1934, he joined a singing quintet, three other boys and a girl, and by the middle of the year broke up the act by marrying Evelyn Kuehn, the girl singer. They settled permanently in Minneapolis and Randy took up radio, which would give him a chance to have the home and family he'd always wanted. Through hard work, Randy finally became master of ceremonies of *The Big Payoff*. Today he lives in Garden City, New York, and he is apt to explain to friends, "Life has been good to us—very good."

The Merrimans find their own Garden of Eden on the patio of their ranch-style home.



68



Greetings at the door of their Garden City home—Evelyn and Randy, sons Tommy and Michael, and daughter Sue.



RANDY MERRIMAN

Randy Merriman was born in North Dakota, raised in Minnesota. He and Evelyn Kuehn were married July 10, 1934. They have three children, Sue, seventeen, who is attending the University of Minnesota; Michael, nine; Tom, six. In 1942, Merriman was the voice of the Tavern Troupier on a KSTP radio program. During the war he traveled with a USO troupe. In September, 1945, he returned to Minneapolis to do *Fun For Your Money*, which in August, 1950, became one of the first local audience-participation shows on television. For a picture, write him: c/o CBS-TV, 485 Madison Ave., New York, N. Y.



Julie Stevens and husband Charles Underhill, ABC executive, in the living room of the home they've worked for.



Julie, Charles and little Nancy with the "Mae West" which keeps her safe. At right, it takes hard work to build a new home!

FOR LOVE OF A HOME

Julie Stevens wanted few possessions in life—but she was willing to work for the one that counted most

JULIE STEVENS, star of *The Romance Of Helen Trent*, might rightly be considered a little mad, for she fell in love with a house—a house that wasn't more than a vision on a knoll in a spot where tall trees grew. The day Julie was married, back in January, 1944, she and her husband, Charles Underhill, a radio executive, took a drive in the country. Her husband showed her a piece of property he'd always liked, near



Armonk, New York—it was a spot that he thought was sheer heaven. Julie was the type of young lady who didn't believe in possessing anything, much less a strip of three-and-a-half acres of wilderness. That is, she didn't believe in it until she began visualizing. That was fatal, because she found she was impatient to own the land, impatient to have a family, impatient to build a house. In due time, Nancy, now three, came

along . . . and, in due time, the property was purchased . . . and now, after much more time, the house is being built. Julie has personally helped her husband saw trees, clear stones, erect a pre-fab cabin. Work, yes—but truly a labor of love. Never fall in love with anything, is Julie's contention now. For, if you do, you'll find yourself making everything come out right in the end—even if it means helping to build a house!

JULIE STEVENS

She was born Harriet Foote in St. Louis, Mo., made her radio and stage debuts in her home town, played summer stock in Connecticut, and toured with a Shakespearean company. Julie got a film contract while starring at the Pasadena Playhouse, but left Hollywood to make her Broadway debut. She has appeared in several plays, was Lorelei in "Big Town" on TV, but has concentrated mainly on radio work. Julie has had the title role in *The Romance Of Helen Trent* ever since the daytime drama moved from Chicago to New York City in 1944. For a picture, write her: c/o CBS, 485 Madison Ave., New York, N. Y.



Sandy Becker's Treasured Moments

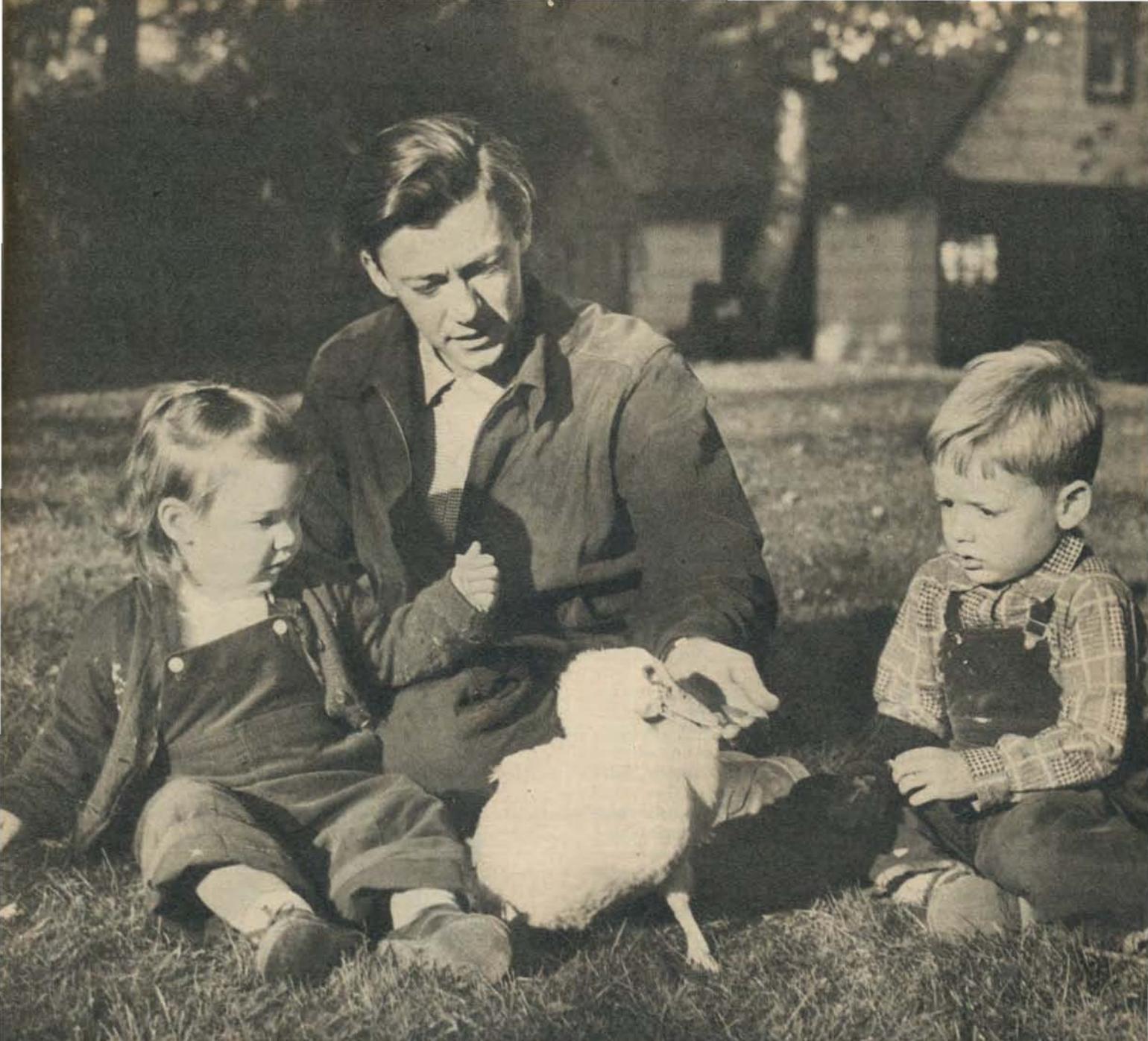
Young Dr. Malone gives thanks
for these tender memories



Today's most precious hours, for Ruth and Sandy, are spent in their own home—watching Joyce “take piano,” entertaining friends.



YOUNG DR. MALONE has had his sorrows and heartbreaks, but Sandy Becker—who plays Jerry Malone—has only wonderful memories of his first thirty years on this planet. There are the treasured moments from his career, starting back in his teens, when he got his first job as a newscaster on Long Island's Station WWRL, for the magnificent salary of \$10 a week . . . when he moved into big-city broadcasting on WNYC, as announcer for New York's late, great Mayor Fiorello LaGuardia, who called him “the kid” . . . when he pursued fame and fortune clear down to Charlotte, N. C., as an ace announcer for WBT. That's where the most precious, romantic memories began . . . on June 20, 1942, when Ruth Joyce Venable walked into the studio, and Sandy—seeing her for the first time—turned to his friend in the control room and announced: “That's the girl I'm going to marry!” . . . then the day, exactly four weeks later, when 20-year-old Sandy and Ruth eloped, felt oh-so-guilty about not telling her parents, but kept their secret . . . and, on August 16, went through the “official” ceremony at the Tenth Avenue Presbyterian Church, as planned, with Ruth radiant in a wedding gown. Later came the long months back in New York City, where things didn't go at all as planned. “We took quite a licking,” Sandy admits. But they had youth and courage and love, and Sandy most gratefully remembers the cafeteria where the counterman heaped their single orders with enough for two to eat . . . the little tobacco shop where Ruth encouraged Sandy to spend some of their remaining pennies for a pipe to lift his spirits—“Ruth,” says Sandy, his voice rich with an emotion words can't express, “is like that!” . . . and, finally, that blessed Nov. 30, 1948, when Sandy drew his first salary check (he still has the voucher) for playing the title role in *Young Dr. Malone*, and life was definitely on the upgrade for the youthful Beckers. Today, there are more radio and TV jobs than Sandy and Jerry Malone could handle together . . . a gracious home on Long Island . . . and three fine children—Joyce, 8, Curtis, 4, Annelle, 2. Hidden here are the few dark hours which Sandy can't bear to recall . . . for, with the birth of each child, Ruth went far too deeply into the valley of the shadow . . . but Ruth smiles serenely, and reverently gives thanks for the “miracle” which permitted her and little Annelle to survive. Sandy echoes the thanks in his heart, as he looks at the four loved ones who have given him the richest memories of all.



Latest count is three children, two dogs, one duck—here's Sandy with baby Annelle, son Curtis, and "Bobby."

SANDY BECKER

He was born Feb. 19, 1922, in New York City. His father, a police lieutenant, wanted Sandy to become a doctor, but Sandy himself was more interested in baseball, piano and, eventually, puppets—which he made and operated with his own hands, voicing all the characters for showings at local churches and lodges. While attending New York University, he started newscasting over a Long Island station. At 20, he had a top announcing job at WBT in Charlotte, N. C. In New York, he's become thoroughly identified with *Young Dr. Malone*, but is heard on virtually every network in a variety of roles, and emcees a TV show, *Ask The Camera*. For a picture, write him: c/o WNBT, 30 Rockefeller Plaza, New York, N. Y.



Everybody gets into the act!



*Vinton Hayworth's family
are veteran performers,
hobbyists—and doers*

SHOW-BUSINESS FAMILY of 1953—that's the Vinton Hayworths! Vinton was one of the early-comers to TV, plays on many a radio program, is heard most regularly as Dr. Edwards in *The Doctor's Wife* and the title role in *The Adventures Of Michael Shayne*. Wife Jean—now that their son Dink has turned eighteen—has resumed her own career on such shows as *The Kate Smith Hour*, *Ethel and Albert*. Dink himself (Vinton, Jr.) has already appeared in *Captain Video* and any number of top dramatic programs. (How could he escape his heritage? Vinton's sister is Rita Hayworth's mother, Jean's sister is Ginger Rogers' mother—and Jane Froman is Dink's own godmother!'. . . Still, the Hayworths lead a busy life, completely apart from acting. At home, Vinton designs and makes furniture and all the built-in features of their house. Jean cans food and cooks meals which her two men swear are the most delicious—and crochets ties for them which they're sure are the handsomest—in the world. Dink makes miniature planes and other models, has been interested in both archaeology and anthropology at the University of Pennsylvania. But who's going to bet that Dink—with a show-business background like his—won't wind up following faithfully in his dad's professional footsteps?



Vinton, Dink (Vinton, Jr.), and Jean lead busy lives, both on the airwaves and at home.



VINTON HAYWORTH

His home town was Washington, D. C., where Vinton was far more interested in the local stock company than his high-school classes. At 18, he won a leading role in a New York radio mystery drama, later toured in Chautauqua and vaudeville. He got back into radio in Chicago, was Jack Arnold in *Myrt And Mart*, and is a real TV pioneer, having produced the second television drama ever broadcast (Jan., 1930). It was in Chicago that he met Jean on a blind date—they were married nine days later! Their son, Vinton, Jr., was born Thanksgiving Day, 1935. For a picture, write him: c/o Barry-Enright-Friendly Productions, 667 Madison Ave., New York, N. Y.

So happily married! But Eva and Jeffrey might never have met, if—



*Eva Marie Saint put pen
to paper—and wrote
herself a ticket to fame*

Letter from an Unknown Coed

EVA MARIE SAINT was studying to be an elementary school teacher when a friend of hers dared her to try out for the college play. She won the dare and the part. With two more years of college ahead of her, Eva Marie was faced with a decision. "Write a letter to the head of your drama department," her mother suggested, and Eva did. "Dr. Elden T. Smith covered my strong points and my weaknesses in a clear and forthright manner," Eva says. "No pussyfooting around, no patting me on the back, no glorifying and glamorizing of the theatre or my possible future in it. He left it completely up to me to make up my own mind. When I returned to school in the fall, I switched from teaching to dramatics. I still have Dr. Smith's letter. It was one of the two big turning points in my life." Eva

worked as a photographic model in between calling on producers and auditioning for parts. Eventually came the day when she received her first TV assignment, later she graduated to radio roles. The second big turning point in Eva's life was meeting Jeffrey Hayden, back in 1948, on the third floor of NBC. Almost from that moment on, they were in love. Being sensible youngsters, however, they waited until Jeffrey was well established in his career (he's director of *The Big Payoff*) and had found an apartment before they were married. If it hadn't been for the letter from Dr. Smith, if it hadn't been for Eva's searching for a career in radio, all this might never have happened. Is it any wonder the letter is slightly dog-eared from handling? It was truly Eva's ticket to fame.



EVA MARIE SAINT

She was born July 4, 1924, in Newark, N. J. Her father was a business man; her mother, a school teacher. Eva got her pre-college education in Delmar, N. Y., then attended Bowling Green State University in Ohio. She began her broadcasting career in New York, where she's been heard (and seen) in many roles—as Claudia in the TV version of *One Man's Family*, as Mary Browne Horton in radio's *Young Dr. Malone*. She married TV director Jeffrey Hayden, Oct. 28, 1951, and they honeymooned in Mexico. They live in a charming apartment in Greenwich Village. For a picture, write her: c/o *Young Dr. Malone*, CBS, 485 Madison Ave., New York, N. Y.

Claudia Morgan has CHARMS



Chappie and Claudia (center) entertaining in their country home.

The mementos on Claudia's bracelet spell out her own right to happiness



"Mr. Poop" is doggiest member of family.

CLAUDIA MORGAN, who plays Carolyn Kramer Nelson in *The Right To Happiness*, is a true "golden girl." There's gold in her hair, her skin, her hazel eyes—and gold in the bracelet-ful of charms which husband Ernest Chappell has given her to mark the most important milestones in their marriage. A metal miniature of "Reader's Digest" magazine, to commemorate the program on which they first met—*Radio Reader's Digest*, on which Chappie was narrator and Claudia a guest star . . . a tiny model of a hansom cab, to mark that horse-drawn drive through Central Park on their first romantic date—Claudia and Chappie re-take that drive each October 19, to celebrate! . . . a midget ocean liner—for that honeymoon they never had the time to take . . . small symbols for each of Claudia's most important roles on airwaves, stage and screen—like the little boxing gloves for her performance opposite Robert Taylor in "Stand Up and Fight" . . . and, sprinkled all between, the precious golden hearts—one for each of the happy years Claudia and Chappie have spent together!



CLAUDIA MORGAN

She was born in New York City and christened Claudeigh, after a heroine in a book her mother had read, but no one ever spelled it right—hence Claudia. She was educated at Ely Court (in Conn.) and Miss Dow's (now Briarcliff, in N. Y.), took time out from school to make her stage debut at 16, playing opposite her father, Ralph Morgan, in "Gypsy April." Since then, Claudia's appeared in more than thirty Broadway plays and several movies. In radio, she had a long run as Nora Charles in *The Thin Man*, is best known today as star of *The Right To Happiness*. Her husband, Ernest Chappell, is an announcer and commentator. For a picture, write her: c/o NBC, 30 Rockefeller Plaza, New York, N. Y.



The MacLaughlins took the longest way 'round to the home of their dreams



MacLaughlin's home port—and home crew: Mary and Don, Doug (standing), Janet, "Buttons," and Britt.

DON'S ROAD OF LIFE

FOR A MAN who's made such a success in radio, starring as both David Harding in *Counter-Spy* and Dr. Jim Brent in *The Road Of Life*, Don MacLaughlin took a long time to learn that acting was his real career. His own father was a doctor, out in Iowa, but Don felt the lure of faraway places. He was a student at such far-flung universities as Arizona, Northwestern and Iowa. Here and there, he dabbled in drama, but also built miniature golf courses in California, wrote magazine articles in Greenwich Village—and, in 1934, shipped out for

the Orient, as a seaman on a freighter! Then he came home to wed Mary Prugh, whom he'd met in New York when they lived in the same rooming-house. It was Mary who suggested that Don concentrate on acting, and—though the going was rough, those first four years—Don's road of life has now become a broad highway leading straight to a charming old house in Connecticut. Don's more than grateful for his not-too-belated discovery of "what every man knows—there is more happiness in his home than in all the adventures of the Orient."



DON MacLAUGHLIN

William Donald MacLaughlin was born Nov. 24, 1912, in Webster, Iowa, but went to grammar school in Springdale, Ark., where the family moved for the sake of his father's health. He attended three different high schools in Iowa, studied at the Chicago Academy of Art—and at three other colleges before getting his A.B. degree at Iowa U. He majored in English and dramatics, made his radio debut at KVOA in Tucson, Ariz., while still an undergraduate, but didn't settle down to an acting career until after his marriage to newspaper reporter Mary Prugh. They have three children—Douglas, 14, Janet, 11, and Britton, 8. For a picture, write him: c/o NBC, 30 Rockefeller Plaza, New York.

STORIES to REMEMBER



● WENDY WARREN AND THE NEWS

For years, Wendy was in love with Mark Douglas. They have been married now for a little more than a year. Mark is troubled with self-doubts about his ability to be a writer, to make a living for Wendy. Then comes success as a playwright but failure as a person, and Mark's mental health is smashed by the very love Wendy bears for him. A newspaper woman, Wendy works out her problems.



● AUNT JENNY

Littleton is an average small American town, full of stories of average people, and Aunt Jenny has the eyes to see, the ears to hear these stories. Aunt Jenny has at her command all the dramatic elements of love and hate, greed, hope and jealousy, that make the seemingly quiet lives of her neighbors truly exciting.



● THE ROMANCE OF HELEN TRENT

Helen Trent faces many problems common to all women—she is a career girl, designing Hollywood costumes, but would like more than anything else in the world to be married to the right man. She has been in love with Gil Whitney, a successful young lawyer who was at one time estranged from his wife. Gil returned to his wife, and Helen finds herself surrounded by jealousies which could wreck her career.



● ROSEMARY

Rosemary and Bill Roberts have fought valiantly for happiness. Bill once lived in the shadow of a murder charge and came through to build a life in their small town of Springdale. Despite danger to herself and her family, Rosemary stands firm with Bill as he uses his newspaper, *The Banner*, to fight for justice.



● OUR GAL SUNDAY

Sunday is an orphan who grew up to marry Lord Henry Brinthrope, and the two settled in Fairbrook. No one's troubles are too large or too small for Sunday. It matters little to her who the person is who tugs at her heart-strings—if Sunday can lend a hand, she'll do it, often at the tremendous cost of her good reputation and her own peace of mind. Others must have their chance for happiness!



● THE BRIGHTER DAY

Reverend Dennis has spent his life doing right and fighting in his peaceable way to see it done by others. His philosophy, deep understanding of human frailties, is often responsible for the making of an upstanding citizen out of a discouraged human being. His daughter Patsy recently fell in love with a man accused of murder.



● WHEN A GIRL MARRIES

Joan and Harry Davis face a common problem—how to build a sound relationship within their marriage after events have cast a shadow of doubt on Harry's love for Joan. Joan feels, deep in her heart, that she wants somehow to rebuild their love—that, in this way, happiness will be possible within the marriage that once was so ideal. Is this ever possible? Can love survive suspicion and doubt?



● MA PERKINS

Ma's gentle philosophy, her guiding hand and helpfulness have been responsible for many happy marriages, for many happy lives. Rushville Center is her home, and Ma does not hesitate to step in where other angels might fear to tread—she wants to defend those who are right, see that justice comes to bear where others are doing wrong.

STORIES to REMEMBER



● THIS IS NORA DRAKE

Nurse Nora Drake this past year found herself almost accused of murdering her best friend Peg Martinson, and also became dangerously involved when Grace Sargent came to live with her. Grace, a teenager, insists on associating with young Todero, a racketeer, and Nora's repeated attempts to protect Grace, to teach her life's real values, lead only to trouble for Grace. But—could any adult do less?



● HILLTOP HOUSE

Miss Julie Paterno, supervisor of the orphanage, Hilltop House, has used patience and understanding and infinite knowledge in dealing with the problems of her charges—however, in her own life she has not been as fortunate. Her love for Reed Nixon has taken weird twists and turnings along the way and even now her chances for happiness in marriage are dimmed by recent events.



● THE ROAD OF LIFE

There were times, during their courtship, when Dr. Jim Brent and Jocelyn McLeod thought they would never be able to realize their love. Last June, however, the two were married. Neither are children, and they knew that involved in this marriage was the responsibility of bringing up Jim's daughter, Janie—the child born to Carol, who died five years ago. However, together they know they can solve life's problems—no matter what they may be.



● LIFE CAN BE BEAUTIFUL

Papa David and Chichi are two of the most beloved of the daytime drama people. Through the years, these two have helped their friends. Most recently, Chichi helped Douglas and Alice Norman to a happier life when she advised Alice to quit her career and settle down as Douglas's wife. In the bookshop that Papa and Chichi run, more drama is revealed than is contained between book-covers.



● YOUNG DR. MALONE

The past few months, Dr. Jerry Malone has been trying to pick up the threads of his life in Three Oaks. The shattering fact of his wife's death, and now the responsibilities that have come his way with his daughter Jill, have left the young doctor little time to look outward. Human values have come to replace the struggle for monetary wealth which so often seemed to drive Jerry in the past.



● THE GUIDING LIGHT

Cathy Roberts opposed the marriage of her father Joe to Meta White—she insisted upon going her own way and found herself embroiled in just about twice as much as a teenager should ever have to handle. Meta's mature judgment, her insistence on an understanding treatment of the girl, is helping Cathy—but there are some problems a parent just cannot solve.



● PERRY MASON

Lawyer Perry Mason leads an active life, always involved in a fight against crime and corruption. Secretary Della Street continues to adore him—but Perry has heart only for law and order. His latest adventure has been concerned with Lonely Hearts and missing jewels, intriguing ladies and lonely old men.



● THE SECOND MRS. BURTON

Terry and Stan Burton are at last beginning to find happiness, although life continues to be hectic—but isn't it always? Mother Burton, Stan's domineering guide, seems always able to stir up a bit of trouble, but Terry's own maturity is coming to her rescue. In a most amusing twist, Terry has found herself involved in becoming a town leader, in spite of the fact that she actually just wants to be Stan's wife, a home-biding spouse of a newspaper owner.

STORIES to REMEMBER



● YOUNG WIDDER BROWN

Ellen Brown has always feared that her two children might complicate the marriage to which she and Dr. Anthony Loring have looked forward for so many years. Her fears were well founded. However, as the intelligent, understanding woman she is, Ellen will someday find a resting place for her heart and a husband to cherish her.



● THE WOMAN IN MY HOUSE

This is the story of an entire family—when a man has troubles, when he battles his way through life to a position where he has self-respect, even though he may have problems, he wants a woman to share these things with him. Such is the marriage of James and Jessie Carter, who are called upon now, out of their wisdom, to help solve the problems of their children as they themselves grow up and marry.



● JUST PLAIN BILL

Bill Davidson has a deep, well-thought-out philosophy of living. From him, his daughter Nancy gets guidance. From him, the neighbors, the people around him, get solace and comfort. Often Bill has been the target for criticism, but always he's been able to pull himself through to help others as he helps himself to find peace of mind.



● FRONT PAGE FARRELL

Sally and David Farrell (he's ace crime reporter for the *Daily Eagle*) continue to collect glory as David uses his unique technique of reportorial skill and detective instinct on headline stories. Sally goes along for the ride, but does her share of contributing to this glory—on more than a few occasions, her woman's instinct has been just what David needed to get to the heart of a puzzling mystery.



● PEPPER YOUNG'S FAMILY

Pepper and Linda Young thought they were taking the greatest step toward marital happiness recently when they decided they would adopt a child. The child was unwanted by its mother, and Linda wanted with all her heart to have one. Problems have come up, however, that were beyond their wildest imaginings.



● THE RIGHT TO HAPPINESS

Carolyn never dreamed when she married Miles Nelson that she would one day be the wife of the governor. Now she finds herself fighting her husband, her very own heart, in an effort to keep the honest standards that have been hers through the years. It hasn't been easy on Miles, either, who has learned that in political life one must compromise—but how much can one compromise and remain honest?



● BACKSTAGE WIFE

Mary and Larry Noble continue to live the fascinating life of the theatre. Mary has her share of troubles, brought on by Larry's position as a leading man, his attractiveness as a male and an actor. It is not always easy to be the attractive woman who waits for her husband to return after theatre hours—the situation's ripe for jealousy.



● STELLA DALLAS

Stella Dallas makes her living sewing, but her main interest in life centers around her daughter Laurel, who is married to wealthy Dick Grosvenor and has a most aristocratic mother-in-law. Stella herself tries not to be the typical "mother-in-law"—and succeeds. But often, in spite of herself, Laurel involves her in problems that must be faced and solved, for the protection of those Stella loves.



Lorenzo Jones and his wife Belle.

• LORENZO JONES

Belle Jones was just a woman from a small town who loved her husband—in spite of his crazy inventions, in spite of his delightful ability to get into trouble. Then Lorenzo had an accident and disappeared. Belle went to New York, where she found her own troubles waiting for her. Another man fell in love with her, against her wishes. Finally, to add to her burden, she found Lorenzo—only to learn that finding him has not brought complete happiness.

• SEARCH FOR TOMORROW

Irene Barron is a strong-willed woman who has always commanded the love of her children—even if they have given it grudgingly. When her daughter-in-law, Joanne, did not respond in the same way, she tried to force at least outward obedience. When Irene's son Keith (Joanne's husband) died, Irene put up a desperate fight for custody of their child, Pati. The lengths to which Irene will go endangers everyone—the happiness of Pati, Joanne, and their friends—and embroils Irene in the machinations of underworld characters.

Joanne Barron and daughter Pati.



● LOVE OF LIFE

Vanessa Dale is a good woman who believes that families should work together for the good of each member. However, she's had her problems, because her sister Meg is willful to the point of defying almost all conventions. Meg's son Beanie has been torn between his affections for his mother, his grandparents, and his Aunt Vanessa. Guiding the child, trying to help her sister, trying always to interpret today's happenings to her parents, have made Vanessa conscious that life can be difficult—but also very rewarding.



Vanessa, Meg, Meg's son Beanie.

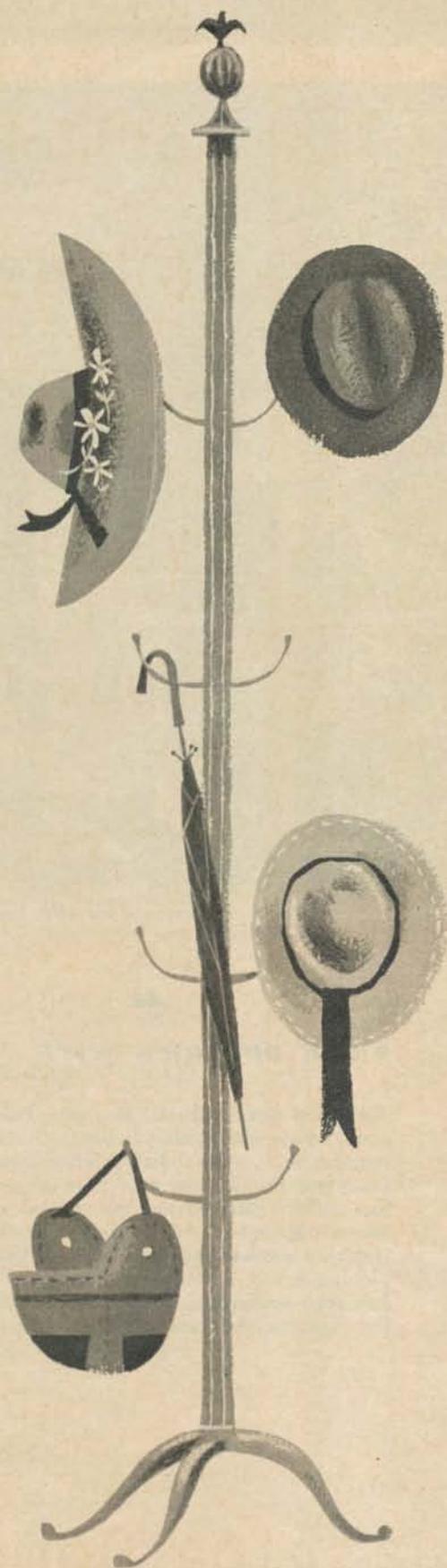


Dr. Dan Palmer and his wife Julie.



● THE DOCTOR'S WIFE

Julie and her husband, Dr. Dan Palmer, live ordinary lives and what happens to them could happen to anyone. Julie, who loves to see everyone else happy, has been expecting her first child. But, during this period when she herself should be so happy, she has been troubled because she and Dan have been championing a boy who has a criminal record and has been accused of new crimes. Both she and Dan believe the best of every human being.



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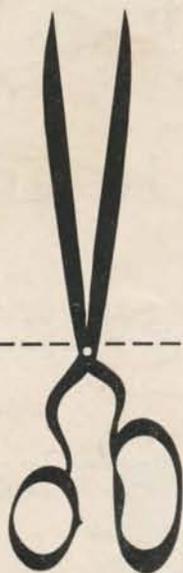
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Radio and Television

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