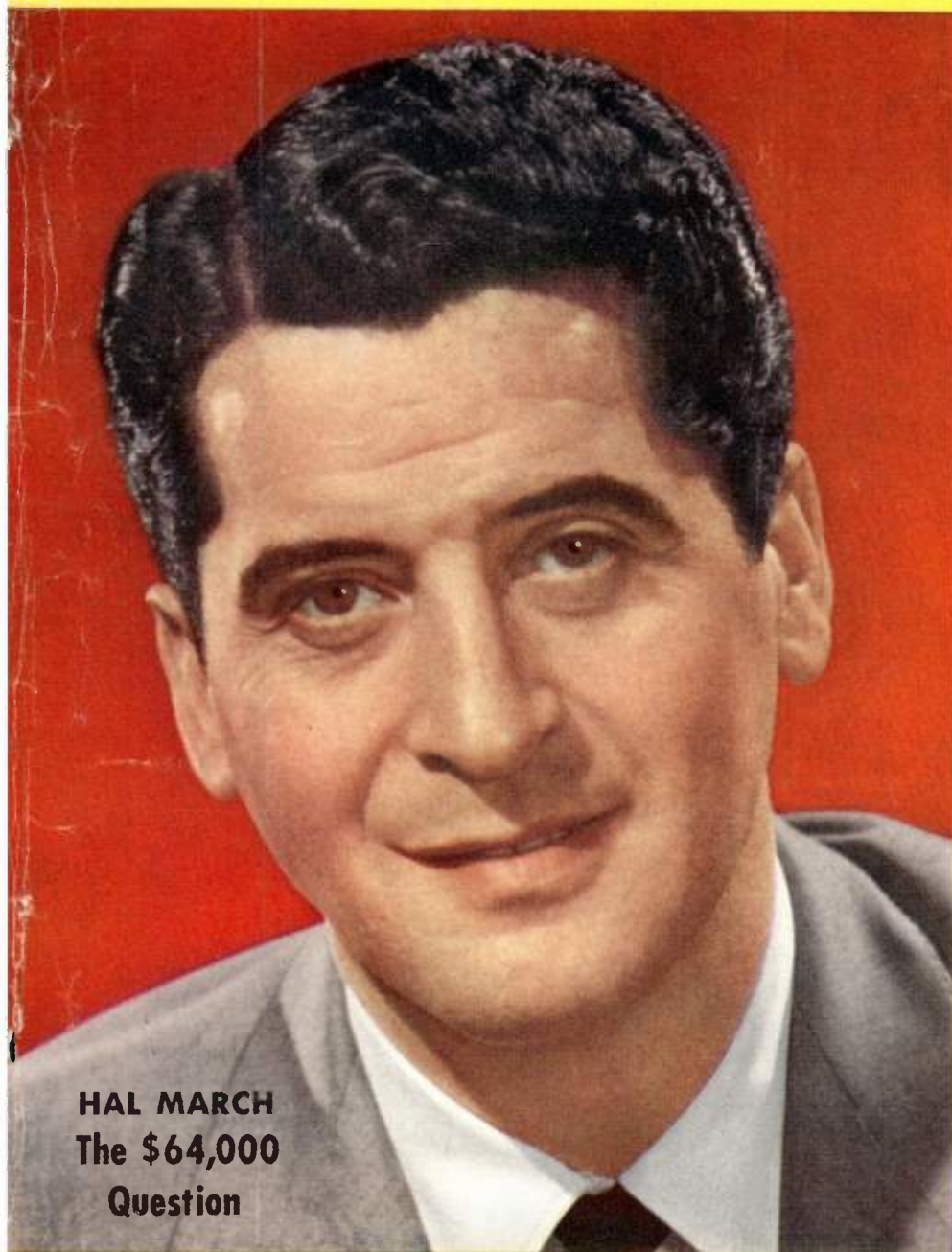


TV-Radio ANNUAL

1956

50¢



HAL MARCH
The \$64,000
Question



LUCILLE BALL



ARTHUR GODFREY



LIBERACE



PATTI PAGE



EVE ARDEN



JACKIE GLEASON



PERRY COMO



ARLENE FRANCIS



MARY STUART



ED SULLIVAN

Art Linkletter • Eddie Fisher • Garry Moore
Phil Silvers • The McGuire Sisters • James Arness
Julius LaRosa • Jimmy Durante • The Crosbys



*You've seen them!
You've heard them!*

BUT TO REALLY KNOW THEM—



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**America's Largest-Selling
Television and Radio Magazine**



Each month TV RADIO MIRROR brings you behind-the-scenes stories and exclusive, exciting, full-color photos of your favorite tv and radio entertainers. For more than twenty years, this outstanding magazine has brought pleasure to the people who want to know all about the stars who come into their living-rooms on the screen or over the air. Here are intimate stories and candid pictures of the performers you invite to your home by a twist of the dial. Here they are—as they really are—at work, at play, at home with their families. This is your chance to meet and get acquainted with the people who entertain you.



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TV-Radio ANNUAL

1956



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TV-Radio ANNUAL

1956



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THE YEAR'S



This is Eddie's life—in one wedding picture: Manager Milton Blackstone; bride Debbie; his "man," Willard Higgins; Eddie; Jennie Grossinger, whose hotel launched Eddie; Joey Forman, fellow-performer and childhood pal.

*News made in the pauses
for station identification
proved as exciting as
the entertainment which
top stars brought to
radio and video audiences*

LOVE fared better on this side of the Atlantic than it did in England. While Princess Margaret was debating whether to give up the man she loved, America's royal sweethearts, **Eddie Fisher and Debbie Reynolds**, had already wound up the public debate on their intentions and were happily honeymooning between New York and Hollywood. . . . Originally scheduled for June, the wedding had been postponed and tongues had wagged as Debbie and Eddie waited for the time when their careers would no longer keep them apart. "It's natural to want to be together," Eddie said later. . . . Then, on September 26, with gossip columns still predicting it would never happen, Edwin J. Fisher and Mary Frances Reynolds were quietly married at the upstate New York home of Mrs. Elaine Grossinger Etes, the daughter of **Jennie Grossinger**, whose resort-hotel was the launching site of Eddie's rocketing to fame. Both sets of parents and a small number of close personal friends were in attendance to chorus that the bride—in white lace, ballerina-length gown and Juliet cap—was beautiful. . . . Soon after the three-minute ceremony, Eddie and Debbie went to Washington, D. C., duetted

on "A Man Chases a Girl Until She Catches Him." Yet Eddie had certainly slowed down. Next they headed for Hollywood, where producer **Mike Todd** set up a flood-lit circus tent and feted the newlyweds at a party for more than 300 people. . . . Eddie and Debbie have delayed house-hunting but will "have the fun of thinking about it." Meanwhile, *Coke Time Starring Eddie Fisher*, on NBC-TV and Mutual Radio, will originate alternately from New York and—when Debbie is making pictures such as her upcoming "The Catered Affair"—Hollywood. Eddie has his own film plans, for a musical version of "Mr. Deeds Goes to Town." Part of being "together all our lives," as Eddie says, may one day include a joint movie. . . . Love songs were in the air this year, and those who sang them on the airwaves found themselves meaning every word. **Martha Wright** carolled "I do" to **Mike Manuche, Jr.**, New York restaurateur and a former Pacific war hero and Holy Cross football star. And **Betty Hutton**, whose TV spectaculars were given a cold reception by the critics, found a comforting shoulder to lean on as she made her third trip to the altar as the bride of **Alan Livingston**.

ROUNDUP

Armchair matchmakers brooded until Cupid took action, married Debbie to Eddie for the wedding of the year.



THE YEAR'S ROUNDUP



The Singing Clooneys are carolling love songs—and lullabies. Two years ago, Rosemary wed Jose Ferrer, bearded here for his TV role as "Cyrano." They're now the proud parents of baby Miguel. Sister Betty matched their bliss with a September wedding to Pupi Campo and a summer date with the stork.

Capitol Records executive....Among the singing Clooney clan, marriage was definitely something to sing about—from the rooftops. **Rosemary Clooney**, as the eldest sister, started things rolling two years ago when she married **Jose Ferrer**, the actor-producer-director who wraps up all of show business in his multi-talents. Last February 7, Rosie welcomed Miguel Jose Ferrer and, because he was, as Rosemary said, "a fat baby," Jose promptly nicknamed him "Bombo." . . . Upon learning that she was an aunt, **Betty Clooney** proclaimed that her sister had everything a girl could wish for—then set out to acquire the same for herself. On September 7, she married Jacinto Campillo, better known as band-leader **Pupi Campo**. They'd met when both were regulars on *The Morning Show*. They honeymooned in Havana, where Pupi was born, then returned to set up housekeeping in New York. And, to make her happiness as complete as Rosie's, Betty plans for a large family, with the first addition due early this summer. . . . Meanwhile, **Gail Ann Clooney**, aged 10, shows signs that she may well follow in her sisters' singing footsteps, even before she's old enough to think of following them down the aisle. . . . Others singing lullabies include **Jo Stafford**, who took time off from TV and records for another date with the stork. She and husband **Paul Weston** already have a three-year-old son, Timothy. . . . **Susan Douglas** of *The Guiding Light* and her hus-

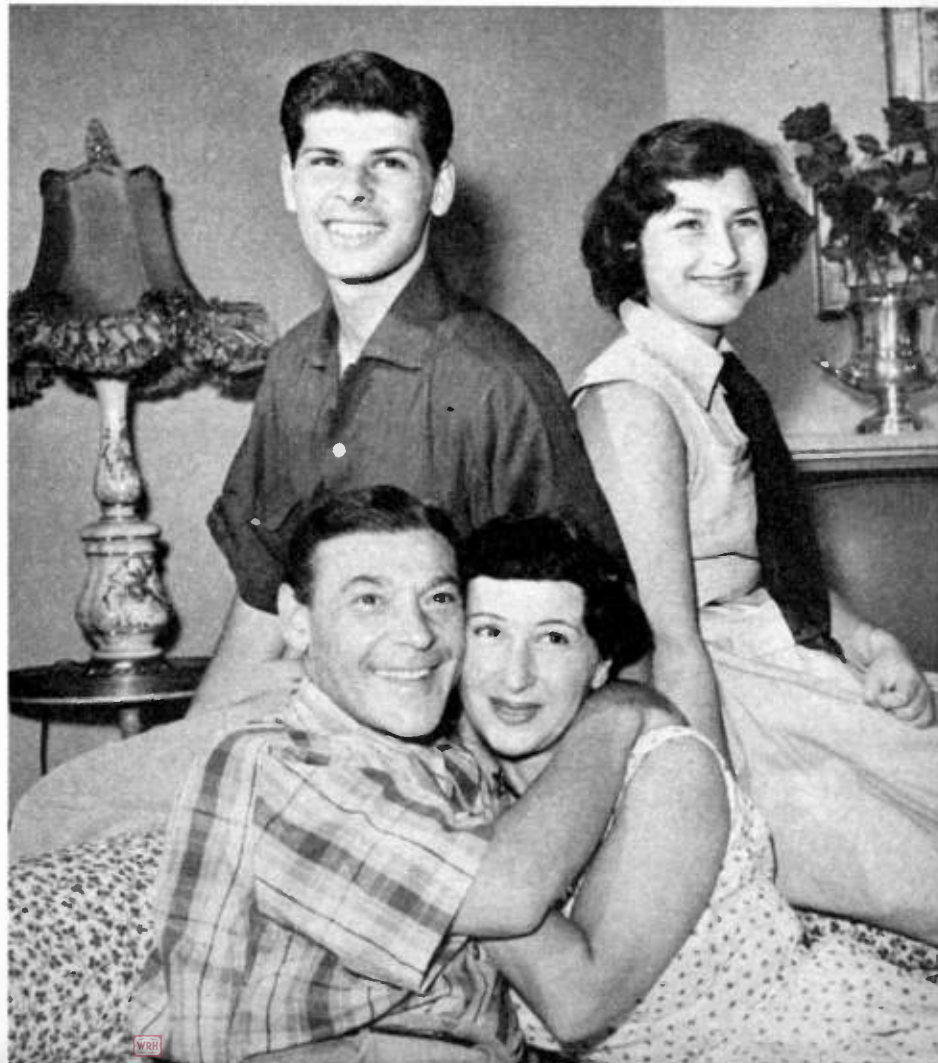




Songbird Lu Ann Simms and husband Loring Buzzell admire their first fledgling, Cynthia Leigh, held by Nurse Price. Lu Ann's now out of Godfrey's shows.

Comic Pinky Lee collapsed from exhaustion during his TV show. He bounced back, promised wife BeBe and offspring Morgan and Patty to take it easier.

band **Jan Rubes** dated the stork for February, and **Bill Hayes** is awaiting his fifth visit from the ever-welcome bird. . . . A baby's gurglings were also music to the ears of **Joanie O'Brien** and her husband, guitarist **Billy Strange**, who met when both were on Tennessee Ernie's radio program. When son Russell Glenn was born in October, **Ernie Ford** broadcast a phone conversation with the new mother the very same day. Billy continues with the Tennessee Ernie frolic, but the **Bob Crosby** show claims Joanie's TV time. . . . **Lu Ann Simms**, who went from a job as salesgirl in Rochester, N. Y., to Cinderella fame on the **Arthur Godfrey** shows, found a prince—and a princess. Married to **Loring Buzzell**, music publisher, Lu Ann greeted the princess on September 11, named the girl-baby Cindy. But Lu, who'd expected to return to her chores on the Godfrey programs, then found herself the twentieth in the series of Arthur's firings. She prepared a night-club act, has been doing guest shots on the airwaves. . . . When all these infants grow tall enough to reach the TV dials, they'll probably tune in to **Pinky Lee's Show**. The pint-sized star of this children's show gave his viewers cause for concern when, in September, he clutched at his throat,



THE YEAR'S ROUNDUP



Baby makes three. Lois Hunt of the Robert Q. Lewis shows and husband Morton named their first-born Jeffrey.



Loyal friends were a tonic for ailing Loretta Young, who finally returned to TV screens at Christmas time.

Youngsters cheered when, after a year of telecasting *Howdy Doody* at home, Bob Smith announced he was well enough to return to the studio.



then collapsed in the midst of a hold-up skit. The doctors diagnosed it as fatigue and nervousness, prescribed a week's complete rest. Pinky proved as quick with a recovery as he's always been with a gag. With a promise to take things easier, he was soon back before the cameras. . . . The toddlers had another good reason for rejoicing as their beloved Bob Smith, creator and star of *Howdy Doody*, completed his recovery from a near-fatal heart attack. Stricken in September, 1954, Bob didn't return to the NBC-TV studios until a year later. In the interim, the network set up telecasting facilities at Bob's home in suburban New Rochelle and Bob learned a new and keener appreciation of the joys of being with his family. . . . Loretta Young, too, found a bright side to her illness, a six-month bout with acute peritonitis. In her years as a movie and TV queen, Loretta had made many friends. When she fell ill, sponsors and network agreed, in an unprecedented move, to continue *The Lo-*



Glamorous Marion Marlowe didn't fret when she found she was no longer a "little Godfrey." After becoming Mrs. Puck, she signed with Ed Sullivan.

retta Young Show. Friends rushed to pinch-hit for her and the volunteers included such famed personalities as **Rosalind Russell, Robert Preston, Joseph Cotten, Barbara Stanwyck, Van Johnson, Merle Oberon and Irene Dunne.** The display of affection from friends and fans was medicine for the ailing Miss Young, who finally returned to her program to star in the Christmas show. . . . **Lois Hunt** had a happier reason for her absence from the **Robert Q. Lewis** shows. It was a bouncing baby boy, **Jeffrey Marcus**, the first child for **Lois** and her husband, magazine writer **Morton Hunt.** . . . **Marion Marlowe** made good copy for any magazine writer. Fired from the **Godfrey** programs in December, 1954, she married **Larry Puck**, whose producing activities for **Arthur** were curtailed at the same time that **Marion's** services were cancelled. Later, in November, **Larry** was fired from his remaining chores and said: "I don't know why I've been let out . . . **Godfrey** is an employer and an em-

ployer has the right to terminate anybody's services, if he wants to do so." Meanwhile, **Marion** had signed an impressive contract with **Ed Sullivan** and was also stunning bank clerks as she deposited the checks for her night-club act. . . . When **Groucho Marx** married **Eden Hartford**, it was the third time the quiz-master had popped the vital question. They celebrated their first anniversary in July, and even the **Marx** mustache couldn't hide the smile that showed he'd found the happy answer. **Groucho** was proud, too, of his son **Arthur**, who penned a biography of his famous dad. . . . It was also a proud year for parents **June Collyer** and **Stu Erwin**, who announced the engagement of their daughter **Judy** to **Montgomery Schutt**, a Stanford student. **Agnes Young**, radio's beloved **Aunt Jenny**, also had wedding plans to announce—those of her actress daughter, **Nancy Wells**, to actor **Steve Pluta.** . . . For **Dick Van Patten** and his wife, dancer **Pat Poole**, the news was parenthood.



Are **Groucho** and **Eden Hartford Marx** happy? You bet your life!



The Big Payoff for Betty Ann Grove, the red-haired songbird, came on September 17, when she married Ed Brown, New York advertising man.

The big breakup ended when Dean Martin and Jerry Lewis parodied "Side by Side." But Dean's marital rift with wife Jeanne was serious.



They named their first child Richard, but added the middle name of Nels, the role Dick plays on *Mama*. . . . Pert Betty Ann Grove cut herself a big slice of happiness—and wedding cake—when she married Ed Brown, a New York advertising executive. Betty took time out from her singing chores on *The Big Payoff* for a honeymoon in Bermuda. . . . Dean Martin and Jerry Lewis are honeymooning again, after a spring announcement that each would go his own way in show business. Having feuded for the front pages, the comedy pair kissed and made up in public, too—on the *Colgate Variety Hour*. Dean and Jerry parodied the old song, "Side by Side": "There are times when his smile isn't sunny . . . Times when his fun isn't funny . . . So we fuss and we pout . . . But we come out . . . Side by side." But, with his squabble with Jerry cooled off, Dean found himself in marital hot water. Announcing that purely personal matters, rather than career troubles, were the reason, Dean and his wife, former cover girl Jeanne Biegers, separated. . . . Jerry Lewis found life at home happier. Wife Patti promised him a fourth heir for Valentine's Day. . . . The year started off badly for Imogene Coca, the wistful pixie of the mobile eyebrow. In May, her mother died. Three weeks later, after twenty years of marriage, her husband, Robert Burton, passed away. Her weekly show was out of the fall line-up, but NBC had signed the lady clown to a ten-year, million-dollar contract. "Security is awfully good," she said, "but you can get terribly hampered by it." Imogene bowed out of



Impish Imogene Coca tore up a million-dollar pact to free-lance.

THE YEAR'S

the contract to free-lance in night clubs, movies, the stage—and TV. She threw her heart, soul and 100 pounds into an act at the Sahara Hotel in Las Vegas and was rewarded with an offer of a ten-year contract to repeat the feat four weeks each year. The sum: the same million dollars la Coca walked away from at NBC. . . . The most exciting sweepstakes of the year was the race to grandfatherhood between **George Burns** and **Gracie Allen** on the one hand and **Jack Benny** and **Mary Livingstone** on the other. The Burnses won when daughter **Sandra** and her husband, **Young Willhoite III**, clocked in with baby **Laura Jean**. The Bennys were not far behind, and Jack, who has added frequent *Chrysler Shower Of Stars* appearances to his regular TV stanza, had an excuse. After all, he's only 39! But when daughter **Joan Benny Baker** announced it was a boy, **Michael**, on July 17, **Eddie "Rochester" Anderson** had the last word. "That's nuthin'," he sniffed. "In twenty years, when **Michael** becomes a father, Mr. Benny will be the only great-grandfather in the new Kinsey report—still 39." . . . **George Burns** had still another reason to hand out cigars. After fumbling about for a career, **Ronny Burns**, aged 20, enrolled at the famed **Pasadena Playhouse**, graduated to a regular role on his parents' TV show. . . . It was, in fact, a year for offshoots of the famous—and the **Crosbys** had a bumper crop. **Gary Crosby** turned up as a broad-shouldered contender for **Der Bingle's** singing crown. Though **Bing** was disappointed when



Burns and Allen welcomed a second generation, **Ronny**, to their show, hailed a third, **Laurie**—with parents **Sandra** and **Young Willhoite**.

Jack Benny, not to be upstaged, also became a grandfather, "at 39." Nurse **Blumstein** shows **Michael** to Jack and mom **Joan Benny Baker**.



Husky Gary Crosby inked a **CBS** contract to second the dynasty.



THE YEAR'S ROUNDUP



Truman and Wallace, once a controversial pair in politics, now *Weekday's* Margaret and Mike.

Pert Joyce Randolph enjoys two honeymoons—one on TV, the other with Dick Charles.



George's TV wife, Jeff Donnell, has arms akimbo at a Gobel gag. Her real-life marriage is askew.

Gary by-passed a college degree, he was proud of his 22-year-old's way with a tune—and a quip—first on his own radio show, then as part of the Tennessee Ernie team, and now as a regular with Edgar Bergen. Charlie McCarthy has been warned that, in his football days, Gary tackled many a dummy. . . . Cousin Cathy Crosby also inked the famed name to a CBS contract, but her employer-dad, Bob Crosby, says she'll stick to her studies as well as her songs. . . . The youngest of Bing's four sons, 17-year-old Lindsay Crosby, has warmed up his vocal cords on his dad's shows. But, says Linny, "I'm at the social stage right now, social and educational." This means he's headed for four years of college as a business administration major. As to the social stage, among the girls Linny has been squiring about town is Nancy Sinatra, whose father is a rather well-known crooner. . . . The daughter of another famous father, Margaret Truman, landed a permanent radio berth as interviewer-

hostess on *Weekday*, NBC's daily edition of the new look in radio which the network launched with the weekend *Monitor*. Margaret's name continues to be linked romantically with political bigwigs. Her co-host on *Weekday*, Mike Wallace, also made romantic news. Mike dissolved his career-and-matrimonial partnership with Buff Cobb, then wed Lorraine Perigord, an artist. . . . Married to a sewer-surgeon on Jackie Gleason's *The Honeymooners*, Joyce Randolph, who plays Trixie Norton, picked herself a white-collar husband in real life. In October, Joyce notified her parents she was "eloping" with Richard L. Charles, stockbroker. They planned to be married in the library of a Long Island church. But, when the news got around, the wedding party barely fit into the church proper. There was no time for a wedding trip but, blissfully happy, the pair truly qualify as "honeymooners." . . . Jeff Donnell, scrappily married to George Gobel on TV, is back as one of Lone-



Happy is barely the word. Mary Stuart of *Search For Tomorrow* and producer Richard Krolik are wordlessly blissful about baby Cynthia.

some George's regulars. But, though there's a laugh a minute in her video marriage, Jeff found serious difficulties in her real-life marriage to actor **Aldo Ray**. . . . And "pretty, perky" **Peggy King**, as her boss George Gobel calls her, also found the honeymoon was over. Married to **Knobby Lee**, a trumpeter with Liberace's band, she reported the union had hit a sour note. . . . **Mary Stuart**, who is Mrs. Richard Krolik in private life and Joanne Barron Tate on *Search For Tomorrow*, named her first-born Cynthia. Mary's had practice singing lullabies to her TV daughter Patti, played by **Lynn Loring**. . . . A pink bundle of joy was also delivered to **Roxanne**, the glamorous blonde trademark of *Beat The Clock*. Roxanne, born Dolores Rose-dale, and her husband **Tom Roddy**, New York businessman, named their daughter Anne. . . . Through the laughter and tears of the past year, the shows went on. For more about your favorite stars and stories, just turn the pages that follow.



Beauteous Roxanne and her husband Tom Roddy are an infrequent pair at night clubs now that they're baby-sitting with daughter Anne.

NEW SHOWS

the \$64,000 QUESTION



Typical of the warm appeal on Hal March's show: Gino Prato with his wife and daughter.

First on show: Patrolman Redmond O'Hanlon.



FABULOUS—overworked as it is—was the only word for the 1955-1956 television season. The no-ceiling quiz competed with the sky-high "spectacular." And yet the winning factor in this battle of budgets was that very ancient quality which cannot be purchased for any number of dollars, but which must be paid for with the breath of life and the beat of the heart—*direct communication*. . . . Communication is a two-way circuit. It is the essence of the entertainer, the artist, the writer, the religious leader, the politician. It is that mysterious means by which the performer on his side of the camera or mike fuses with the distant viewer or listener to transfer his dreams, his hopes, his fears, his fun, his happiness, his talent. Some of the little shows had it, and so did some of the big ones. Others, for all their extravagance, fell flat. . . . One program burst into top rating more because of its simple form, its charming people and its fundamental human drama than because of its lure of riches. *The \$64,000 Question*, on

First to win \$64,000: Capt. McCutchen—

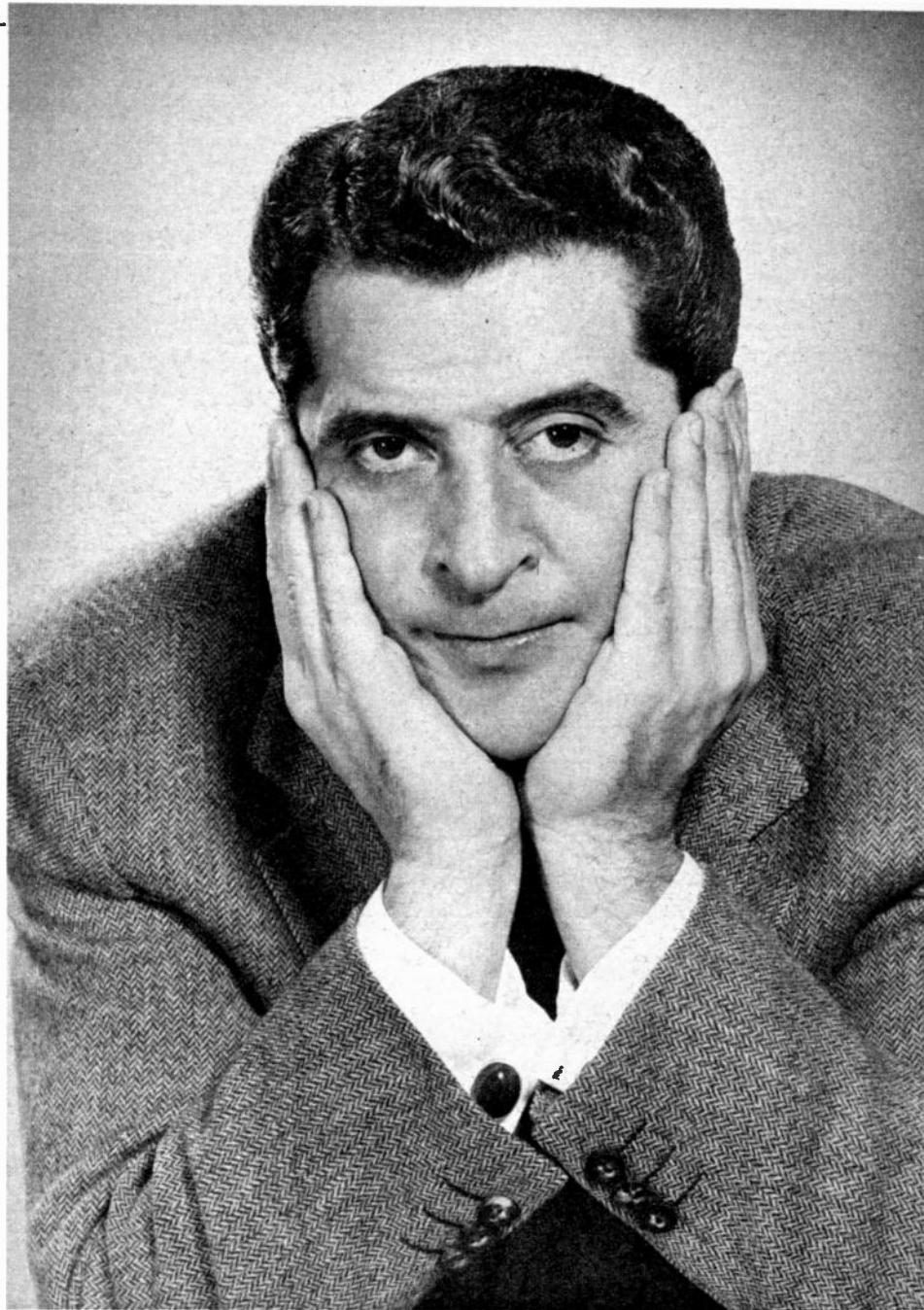


OF THE YEAR

*Programs capture hearts
in many ways—but only one
way is certain to last!*

CBS-TV and Radio, spotlights a crisis which some day comes to every man—the choice between “opportunity” and “security.” Its contestants, aside from their daily occupations, qualify as experts in some hobby. Questioned in this field, they are rewarded by large sums. Finally, they make up their minds whether to take their winnings and quit or to gamble on further fortune. . . . Patrolman Redmond O’Hanlon, a Shakespeare scholar, was the first. His \$16,000 gave comforts to his family which could not have been bought on police-force pay. Gino Prato, shoemaker, won his audience’s heart—as well as \$32,000—speaking of opera. His winnings took his family to Italy to visit his aged father, and also launched his daughter’s operatic career. Capt. John C. McCutchen, first to try for and win \$64,000—talking about food and cooking—also won new admiration for the courage of a Marine. . . . Emcee Hal March has, perhaps, defined the program’s appeal best, in these few words: “Lives change right before your eyes.”

his father at right, Lynn Dollar at left.



HAL MARCH—although he's master of ceremonies of *The \$64,000 Question*—does not consider himself a star. “The contestants are the stars,” he says wisely. “I’m just there to read the cards and help them get in front of the camera.” Born in San Francisco 35 years ago, he was an amateur boxer before turning radio comedian. He has made guest appearances on many top programs, last year had the role of Imogene Coca’s husband on her NBC-TV series, this year plays in his first movie. He has a Hollywood home decorated with furniture of his own design, likes to cook. Long a bachelor, he says: “At last my life is sufficiently stabilized for me to marry.” Address: CBS, 485 Madison Avenue, New York 22, N. Y.



FORD STAR JUBILEE

It lures elusive headliners to TV from stage, films, clubs—and radio



Noel Coward made his TV debut on *Jubilee*, teamed with lovely Mary Martin. Bing Crosby (left) signed up for a couple of shows, too.

TYPIFYING this season's reach for the big, the beautiful, the blazingly brilliant—the show so costly that only TV could command the fortune to produce it—*Ford Star Jubilee* bowed in with Judy Garland's long-awaited debut, then followed with a roster of stars such as not even TV has heretofore afforded. Two old friends made broadcasting history when Mary Martin joined Noel Coward for his television premiere and they presented an hour-and-a-half of songs and repartee which one normally conservative critic termed "magnificently, simply, richly charming." Scheduled every fourth Saturday on CBS-TV, it also boasted booking the elusive Bing Crosby for a couple of his very rare TV appearances.

BING CROSBY was born May 2, 1904, in Tacoma, Wash., hit the upbeat when The Rhythm Boys sang with Whiteman, has since scored in radio, records, movies. His sons, Gary, Phillip, Dennis and Lindsay, inherit his talent—and Gary's already busy warbling on the airwaves. Bing himself continues to sing and philosophize daily on his fifteen-minute *Bing Crosby Show*. Address: CBS Radio, 6121 Sunset Blvd., Hollywood, Calif.

NEW SHOWS



President Arthur Hull Hayes of CBS Radio was there to congratulate conductor Percy Faith and guest-star Gisele MacKenzie at the *Woolworth Hour* premiere.

THE WOOLWORTH HOUR

Their Sunday broadcasts have brought you the latest in music, wherever you listen

WHAT'S NEW IN MUSIC?" asks *The Woolworth Hour*—then answers with a CBS Radio super-production which offers, in advance of openings, songs from Broadway musicals and movies, sung by their stars. It presents recording artists, concert stars, night-club acts, programs from the music festivals. For the automobile-riding audience and the home audience, it wraps up classics and comedy, opera and jazz, in a sparkling, hour-long Sunday-afternoon package. Percy Faith, who wields the baton, has his own faith in radio: "Producers are anxious to have their tunes broadcast. Then the whole country knows the music and it assures box-office success." Percy's taste and arrangements assure success, too.

PERCY FAITH—*Woolworth Hour* maestro and music director for Columbia Records—has reason to believe in radio. Born in Toronto, April 7, 1908, he went to CBC in 1934, came to U. S. and *The Contented Hour* in 1940. His "Song From Moulin Rouge" sold 1,500,000 records. Percy and his wife live at Great Neck, Long Island. They have two children and one grandchild. Address: CBS Radio, 485 Madison Avenue, New York 22, N. Y.



OF THE YEAR



Mickey Mouse Club's co-hosts are Roy Williams and Jimmie Dodd, who—like Disney and Mickey himself—have much more to offer youngsters than apples and lollypops.

ROY WILLIAMS, out-size host of *The Mickey Mouse Club*, started making people laugh as a cartoonist. Now he does it as an actor and a teller of tall tales. Despite his bulk, he can trip the light fantastic. Born in Colville, Wash., he grew up in Los Angeles and insists Walt Disney "ruined his football career" by hiring him and paying for his training in Chouinard Art School. Roy's family life centers around his wife Ethel, and their 16-year-old daughter, Maureen. They live in Burbank, Calif., not far from the studio.

JIMMIE DODD, the red-headed "Musical Mouseketeer" who wrote the show's theme song, has been writing, singing and playing music all his life. Cincinnati-born, he joined a band while in high school, later studied at two universities, two conservatories. He has been in radio and motion pictures. Disney first hired him as a composer. Married to dancer Ruth Carroll, he has "adopted" the Mouseketeers. Address both Roy and Jimmie: ABC-TV, Television Center, Hollywood 27, Calif.

NEW SHOWS OF THE YEAR

Mickey Mouse Club

ABC-TV spreads a magic carpet each weekday afternoon—for all who are “young at heart”

ALWAYS, he has had a sure measure of the greatest emotional need of his times. When, in the pompous Twenties, everyday people felt the urge to laugh at the arrant booster's boasting, cartoonist Walt Disney gave them Mickey Mouse and Donald Duck. In the gloomy Thirties, he offered the happy magic of “Snow White and the Seven Dwarfs.” In the frightening Forties, there were the gentle Bambi and Dumbo—and that testament of faith which transcended oppressive time and space, “Fantasia.” In the questioning Fifties, when kids needed a true hero, he offered American history's Davy Crockett, via *Disneyland* and a feature-length film. . . . Further meeting a child's need to explore the world around him and gain a sense of his own importance in it, Disney this season produced the daily *Mickey Mouse Club* on ABC-TV. There's Mickey himself to introduce the newsreel. There's travel in “Let's Go,” and promise in “What I Want To Be.” There's adventure, nature study, music. Says genius Walt Disney: “The essential difference between a child and an adult is experience. It is our job to provide some of that experience.”



Walt Disney follows the success of *Disneyland* with daytime club doings.

The Mouseketeers are a highlight of the program's many segments—24 youthful performers gathered from all over the nation to display their talents and enthusiasm.



THE CHEVY SHOW

*There's Hope in these star-studded programs
—alternating with a variety of celebrities*



Dinah Shore stars in an occasional *Chevy Show*—a rare outing from her own intimate twice-weekly program. Bob Hope (left) is a frequent headliner.



CHANGE OF PACE is the one "constant" feature of *The Chevy Show*, over NBC-TV. Planned as a starburst for every third week of the season, it often headlines Bob Hope, the man of sharp and brittle wit—sometimes brings on explosive Betty Hutton—and later follows with the sweet though spirited Dinah Shore. . . . Dinah, who also has her own twice-a-week 15-minute show for the same sponsor on NBC-TV, has mastered the art of combining her private life and her public life to the delight of all concerned. Born "Frances Rose" in Tennessee, she began singing "Dinah" on a local station simply because she loved the rhythm so much. Some years later, at the Hollywood Canteen, she met film star George Montgomery, then in the Air Force. . . . Dinah says her marriage to George gave her impetus. Before that, I was scurrying around in a dozen different directions, sixty miles an hour. Getting married made me stop to think about the day after tomorrow. I began planning my career instead of making an omelet out of it." Both Dinah and George have included their dainty daughter Melissa in shows and films. . . . Dinah would rather talk about George and "Missy" than anything else. Today, there's a new member of the family—adopted son Jody, who, Dinah regretfully admits, is still too young to "get into the act" in public.

BOB HOPE—whom Bing Crosby calls "Ski Nose," just as Bob calls Bing "The Groaner"—was born in England in 1904, grew up in Cleveland, Ohio. His occupation: Amateur boxer—until he took a swing at vaudeville, challenged Broadway in hit musicals and KO'd Hollywood in his first film, singing "Thanks for the Memory" (long his radio-TV theme). Bing Crosby's and Dorothy Lamour's companion in the many "Road to . . ." films, Bob hit the trail himself to play for the GI's in every theater of operations during World War II, later repeated the service in Korea. Last summer, he received United Cerebral Palsy's first Humanitarian Award. With his wife Dolores, children Linda, Tony, Nora, and Kelly, he lives at Toluca Lake, Calif. Address, NBC-TV, Sunset and Vine, Hollywood, Calif.

NEW SHOWS



Machines—like the IBM “magic typewriter” Jack Barry shows to visitors J. D. Mendes and Robert F. Sharp—help select contestants and decode quiz questions. But the answers are very, very human!

THE BIG SURPRISE

*Prizes climb up, up, up to \$100,000—for
contestants who've truly earned a reward*



IF ANYONE were going to top the lure of *The \$64,000 Question*—that product of the busy brain of Louis G. Cowan—it figured to be Louis G. Cowan himself! He thought up *The Big Surprise*, NBC-TV Saturday-nighter which offers a potential fortune of \$100,000 to the deserving and well-informed winner. Cowan first proved that people are interested in what other people know when, in Chicago, he set up his package agency to produce *Quiz Kids* and turned it into one of the greatest hits of radio. . . . Cowan recently left his own firm to become a VIP at CBS but, before his departure, dreamed up the plot of *The Big Surprise*—which then went on

the rival network. As produced by Steve Carlin, vice-president of the Cowan agency, the show's first requirement is that a contestant shall have done some outstanding deed of service to others. Next, he comes to the stage to answer questions out of his own life and in a field in which he is an expert. . . . The head of the Police Emergency Squad of Brooklyn was the first to reach for the highest award—Sgt. Barney Arluck, who also is an attorney, had spent several years of investigation on his own time, to uncover evidence which freed a man wrongfully convicted to a life term. Arluck missed the final question, but kept the \$50,000 he'd won the week before.

JACK BARRY was born March 20, 1918, in Lindenhurst, N. Y., and attended the University of Pennsylvania. He went to work for his father's handkerchief-manufacturing concern, but decided selling was not for him and enrolled at Northwestern University to study radio. He has created such shows as those featuring the opinions of people at two extremes of age—*Juvenile Jury* and *Life Begins At 80*. More recently, he added the imaginative telecast for children, *Winky Dink And You*. He is married to the lovely Marcia Van Dyke, a former violinist and concert singer who has been on the Broadway stage. Occasionally, she has appeared as a panelist on his programs. They live in Manhattan and have two small sons, Jonathan and Jeffrey. Address: NBC-TV, 30 Rockefeller Plaza, New York, N. Y.

OF THE YEAR

NEW SHOWS OF THE YEAR



PHIL SILVERS calls his career "a crazy quilt." For 25 years, it brought confusion, tumult, irony, frustration. Born in Brooklyn 43 years ago, he was clowning on the beach at Coney Island when Gus Edwards asked him to join his "School Days" vaudeville revue. Within two weeks, Phil was singing at the coveted Palace. When his voice changed to a croak, he bounced back in a comedy skit. Simultaneously, the Depression grew and he outgrew the role. In 1934, he joined Minsky's burlesque. Eventually winning the lead in a Broadway revue, Phil also won a movie contract, but Hollywood gave him a hard time. He learned about the Army during his USO tours, then regained Broadway star billing in "High Button Shoes" and "Top Banana." Address: CBS-TV, 485 Madison Ave., New York 22, New York.



You'll

**But audiences have
found a gold-mine of
laughter, watching
Phil Silvers connive
in his GI comedy**



Phil, as Master Sgt. Bilko, looks over a new crop of suckers—er, recruits. More seasoned soldiers at far left are played by Harvey Lembeck and Allan Melvin.

Never Get Rich

VIEWERS had reason to doubt the big build-up. Many a TV show, highly touted in advance, has vanished in a swift clicking of dials as soon as the public got a look at its actual dullness. With each postponement of plans, suspicion grew that *The Phil Silvers Show* might also meet this fate. When it finally reached the CBS-TV schedule—retitled *You'll Never Get Rich*—few expected much from it. But to everyone's delight, there was all the mirthquake of a Phil Silvers stage skit—the boast, the let-down, the hilarious confusion. . . . *You'll Never Get Rich* became the first big surprise hit of the year. A nation reluctantly familiar with barracks life could recognize Silvers' Master Sgt. Bilko, who stayed in the Army because he never had it so good—then, with a contour chair in his day room and a green platoon to “harvest,” proceeded to develop a conscience. Those two old pros, Silvers and his writer-producer Nat Hiken, had added a new character to America's modern folklore, a new star and program to America's TV favorites.



Louise Golden is the one-and-only girl as WAC secretary to Col. T. J. Hall (Paul Ford, center).

personalities of the year

Presenting Miss Crosby

**At last, the fabulous Crosby clan
has a girl in show business:
Bob's teen-aged daughter, Cathy!**

SHE WAS only sixteen, but her heart was set on a singing career like Bob Crosby's. Only Bob happens to be her father, as well as her idol—and his main concern is to keep Cathy Crosby a healthy, normal youngster. He agreed, however, to try her on his TV show if she proved she really meant business. Cathy immediately plunged into a rigorous schedule of voice, dancing and dramatic lessons. But when she started counting calories and passing up chocolate sundaes—that did it! Any teenager that heroic had earned her chance and, last summer, Bob used her as a replacement on his show. Cathy proved a sensation! It wasn't just that she was a Crosby—or, more unusual, a *girl* Crosby. There was some mysterious something about her that made audiences warm up as soon as she stepped onto the stage. A blue-eyed brunette—and a real charmer—she sang as pretty as she looked. The fan mail started pouring in, demanding more of Cathy. *Life* featured her picture on its cover. And, last fall, Cathy became a regular on the Crosby show. If Bob was concerned lest Cathy's sudden success might turn her head, he was underestimating the healthy, normal youngsters he had succeeded in raising. "Hello, glamour girl!" his sons greet their sister when she returns from the studio. "Any calls from Bob Wagner or Tab Hunter lately?" And Cathy—knowing from her father's experience, as well as Uncle Bing's, that the ribbings go along with the fame—merely laughs it off. A trouper at sixteen, she's a real Crosby. And a Miss Crosby, at that!

Cathy, who sings on Bob's show between classes at school, chats with her dad and featured singer Joanie O'Brien—who took maternity leave from the program last summer and gave Cathy her big chance.

BOB CROSBY, father of Cathy—and youngest of the five Crosby brothers—was born in Spokane, Wash., on August 23, 1913. In 1935, he formed the Crosby Bobcats, the band which has appeared with him in night clubs, radio, films, on records, and now TV. In radio, he headed the *Club 15* for some six years, also took over Phil Harris' spot as band-leader and gagman on *The Jack Benny Show*. His film credits include "Two Tickets to Broadway," "Let's Make Music," "As Thousands Cheer," "See Here, Private Hargrove," and "Pardon My Rhythm." In the fall of 1953, he launched *The Bob Crosby Show*, CBS-TV's daytime musical series. Besides Cathy, he and his wife June (a former Powers model) have four other children: Chris, 13; Bob, Jr., 11; Steve, 8; and Junie Malia, 3. Address: CBS, TV City, Hollywood, Calif.





Patti and her Page 5 Singers: Dee Laws, Dan Tatem, Morris Redding, Nelson Miller, Mary Ann Shanks.



Charles O'Curran taught Patti to dance—and her heart to sing.

PATTI PAGE'S *Lovely Secret*

**It brought new sparkle and
glamour—and a new TV show—to
an always-satisfying singer**

I'VE ALWAYS wanted to be married," she had confessed. "The right man just hasn't come along yet." And if she had waited longer than most girls, it wasn't because she was Patti Page, "the Singing Rage," and no man was good enough. It was because, when it came to love, she was still Clara Ann Fowler, the girl from Oklahoma—still honest enough to know the real thing when it came along. And so far, it hadn't. But last year, Patti had reason to be glad she waited. When Charles O'Curran, the Hollywood dance director, was staging her act for a personal appearance tour, he asked her to try a few dance steps. She insisted she was a singer, not a dancer, and they fought like cats and dogs. But soon Patti was not only dancing in the act the way *he* wanted, Charles was dancing in the air the way *she* wanted. They were head-over-heels in love. Then movie assignments took Charles back to Hollywood, and she had to return to New York to film *The Patti Page Show* for television. They did their best to bridge the distance with long-distance phone calls and flying visits. "We're planning to get married," Patti admitted. But when? How? His work kept him on the West Coast. Hers kept her in New York and on the road. She was all signed up for a personal appearance tour that would take her as far away as Tokyo. The right man had come along, all right, but at the wrong time. Patti, however, isn't the kind to wait for love to find a way. She worked on it herself. All streamlined and glamorized, she started angling for a motion-picture contract to take her to Hollywood. She's been singing her heart out as never before. If the studios didn't get the message, surely Charles O'Curran would!

PATTI PAGE was born twenty-seven years ago in Claremore, Okla., one of a family of eight girls and three boys. After graduation from high school, she got a job as staff artist of Radio Station KTUL, Tulsa. When a staff singer was suddenly stricken with laryngitis, she was rushed in as a last-minute substitute. Her name was changed from Clara Ann Fowler to Patti Page, and she has been singing professionally ever since—in every state of the Union, Canada and Hawaii—from one-night stands in night clubs and small theaters to network radio in Chicago. Then, as a top recording artist for Mercury, she made guest appearances with Ed Sullivan and Perry Como that led to her own programs—first, *Scott Music Hall*, now *The Patti Page Show* for Oldsmobile. Address: c/o Frances E. Kaye & Co., 270 Park Ave., New York, N. Y.





**personalities
of the year**

JACKIE GLEASON was born in Brooklyn, New York, on February 26, 1916. He broke into show business by appearing on amateur nights, then worked as a barker for a carnival, a daredevil driver, and an exhibition diver in a "water follies." He toured the country in vaudeville and night clubs, then was discovered by Hollywood in 1942. After making five pictures in two years, he returned to Broadway and the musical-comedy stage. On TV, he starred in *The Life Of Riley* and *Cavalcade Of Stars*. Married in 1936, he has two teen-age daughters, Geraldine and Linda. Address: Jackie Gleason Enterprises, Park Sheraton, Seventh Ave. & 55th Street, New York, N. Y.

The Man with the Midas Touch

Jackie Gleason is "making millions"—because he makes millions of people so happy

JACKIE GLEASON can still recall his early days in vaudeville, when he was doing imitations of movie stars. "I'm going to be bigger than the guys I impersonate," he'd tell people. Today, Jackie's a star—the hottest comedian in TV. For four years now, he has been CBS-TV's "Mr. Saturday Night," and he is under option until 1973. His contract with Buick is "the biggest financial deal in the history of television," calling for a payment of seven million dollars over a two-year period for seventy-eight half-hour films of *The Honeymooners*, plus an additional four million for a third year. This eleven million doesn't include the money Jackie receives for *Stage Show*, the half-hour that precedes *The Honeymooners*. While he is only a sometime guest on this show, it's his package—produced by Jackie Gleason Enterprises. In view of all this, there can scarcely be anyone who doesn't believe Jackie is bigger than the guys he used to impersonate. Nobody but Jackie himself! "The ego that has been underfed," he explains, "is a spur that goads you on for as long as you live. It does me. The satisfaction I have achieved isn't enough—or I wouldn't have other interests, such as writing music, conducting an orchestra, merchandising, and a finger in the pie of other shows on which I don't appear. I wouldn't be continually reaching, seeking new fields to conquer." But one suspects, with all his success, it isn't Jackie's ego that's underfed. It's his heart. When he was three, his brother died. When he was eight, his father mysteriously disappeared on his way home from work. And, at sixteen, he lost his mother—the one person who had encouraged his ambition for show business. When success came, it was too late. He couldn't do all the things he had dreamed of—buying her that fur coat, the big house, a car with a chauffeur. But he can still do things for others. The softest touch on Broadway, he's also the biggest guy around—not because he has the biggest contract, but because he's got the biggest heart.



Gleason developed "the golden touch"—but he was born with a heart of gold.

The Honeymooners: Audrey Meadows and Jackie as Alice and Ralph Kramden, Art Carney and Joyce Randolph as the Nortons.



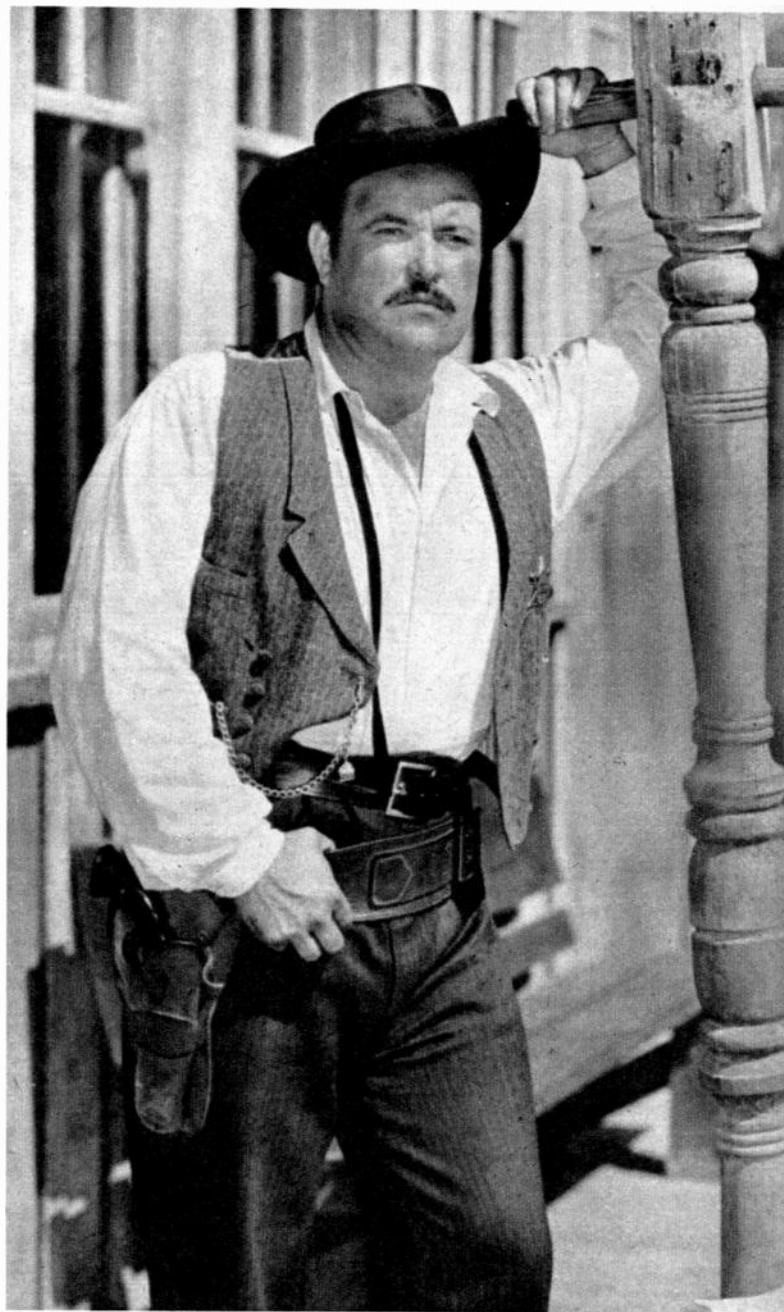
Working with Jackie, Art and Audrey know him as a loyal, unselfish friend.



GUNSMOKE

**TV's James Arness (left) and
radio's Bill Conrad (right) both
portray Marshal Matt Dillon**

GUNSMOKE, CBS Radio's award-winning Western for adults, is now on twice a week—duplicated for noon and night-time audiences. When it came to doing the TV version, however, it wasn't enough merely to repeat the radio show. For the miracle of radio is that you imagine what you hear, but the miracle of television is that you see what you imagine. With Hollywood's production facilities at its disposal, CBS could make the TV series as real and documentary as it is on radio. But where could they find an actor to measure up to the public's conception of Matt Dillon, the hero of the show? Bigger than life yet true to life, he was the stuff legends are made of—all the great enforcement officers of frontier days rolled into one. Where, in short, was the man who could look as ideal as William Conrad sounds? Bill, who plays the part on radio, could hardly do the TV version—not after the movies had so successfully typecast him as a villain in film after film. So the big talent hunt was on. Practically every actor who didn't look like an actor was tested for the role. And, finally, they found the man. Six-foot-six, a rugged two hundred and twenty pounds, he had a look of quiet confidence about him and eyes as honest as his handshake. What's more, he could act. He had played impressive parts in John Wayne's last four pictures. Only, that was the hitch. The star had signed him to a long-term contract. But John Wayne, another rugged guy with an honest handshake, tore it up and gave the actor his blessing. And so, last September 10, at the premiere presentation of *Gunsmoke*, one big man introduced another big man to the television audience of America. But it wasn't the introduction by one of the top stars of motion pictures that made James Arness a name to be remembered. It was his performance. With the very first show, Jim launched himself as one of the top stars of TV, just as Bill Conrad had already proved himself to be in radio.



JAMES ARNESS, born in Minneapolis some thirty-one years ago, was drafted during his first year at Wisconsin's Beloit College. Wounded at the Anzio Beachhead, he was discharged in 1945. After a three-year apprenticeship in little-theaters, he made over twenty motion pictures in the next three years, was then signed by Wayne-Fellows Productions. Jim and his wife Virginia have three children.

WILLIAM CONRAD was born in Louisville, Ky., on September 27, 1920. An announcer-director-writer at Station KMPC, Los Angeles, he was commissioned an officer in the Air Force on April 12, 1943—the same day he married June Nelson. Discharged a captain in 1945, Bill established himself as one of Hollywood's leading character actors—not only on radio but in motion pictures and TV as well.



Three for Luck

That describes Christine, Phyllis and
Dorothy McGuire—reading from left to right!



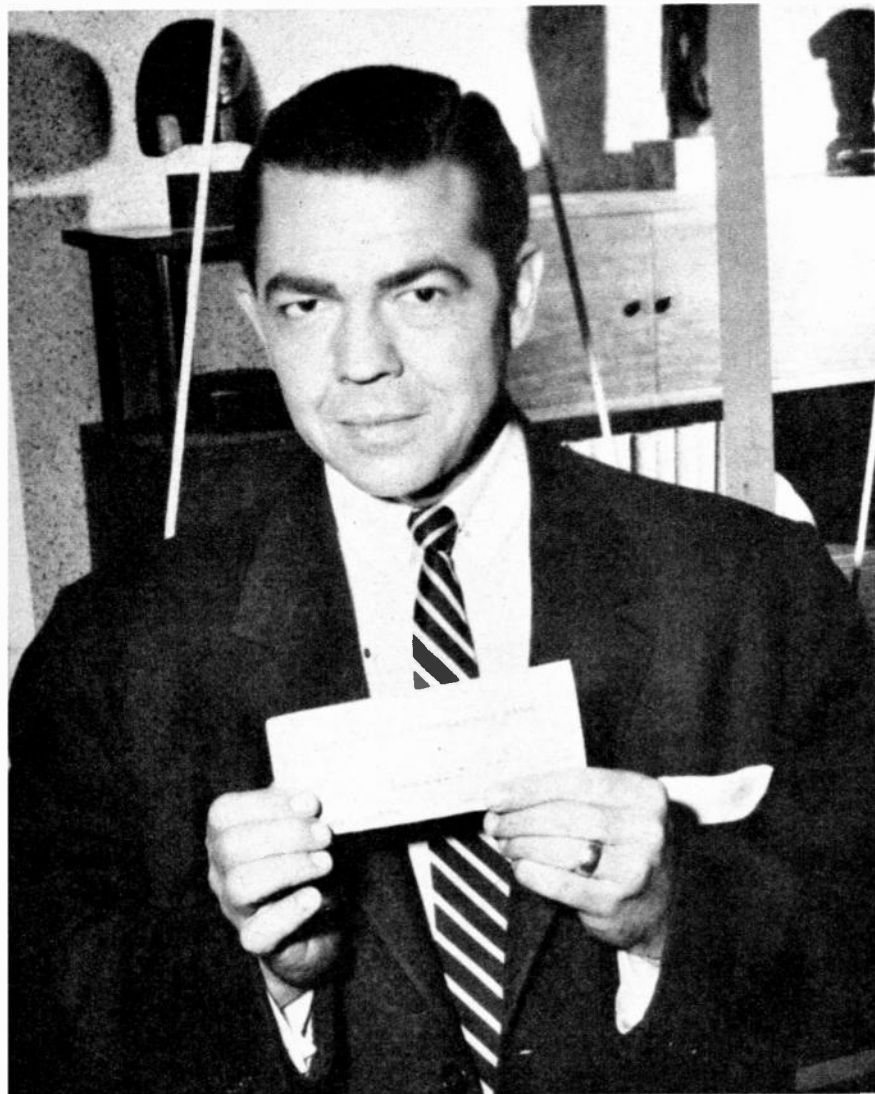
Since Arthur Godfrey first featured them, The McGuire Sisters have had three great years of triple success—singing on the air, making hit records and touring for personal appearances.

IT WAS on December 1, 1952, that three charming young ladies from Miamisburg, Ohio, captured top honors on Arthur Godfrey's *Talent Scouts*. Since then, as Little Godfreys, their popularity has increased until today—in little over three years—The McGuire Sisters are definitely among the Personalities of the Year. The best sister team since The Andrews Sisters, they have been recognized by press and public alike as the top female vocal trio in the country. Their records sell in the millions, and their fan clubs extend from Brooklyn to Texas—even as far away as Mexico, Cuba, the Philippines, Holland and Japan. They have so many night-club and theater engagements they can't keep up with all the offers. And, while their radio and TV appearances are limited strictly to the Godfrey shows, it isn't because other producers aren't dying to use them. It's because Christine, Phyllis and Dorothy McGuire will always be

loyal and grateful to the wonderful guy who discovered them. But others have also helped the McGuires on their way up. There was Karl Taylor, the agent who got them their first bookings. And Murray Kane, the arranger, who worked with them—for free—in the lean days when they first hit New York. But, most of all, there was the former minister of the First Church of God in Miamisburg, Ohio—their own mother. "We were brought up in a religious atmosphere," Dorothy explains. "Our lives almost completely centered about the church." And Phyllis adds: "We were raised with the Bible, but not with fear. Humility and thankfulness, yes—but no fear." So that, even before the girls left home, they had the poise and self-confidence, the faith and discipline which make for lasting success. Ten percent of their income may go to an agent, but—just as regularly—ten percent goes to the First Church of God in Miamisburg.

THE MCGUIRE SISTERS were born in Middletown, Ohio—Christine on July 30, 1928; Dorothy on February 13, 1930; and Phyllis on February 1, 1931. As girls, they sang in their church choir and at evangelical meetings, entertained at parties and weddings. In 1951, after a nine-month tour of veterans' hospitals, they joined Karl Taylor's orchestra. In Dayton, they played twenty-two weeks at the Mayfair Room and thirty-nine with their own TV show on Station WLW. Ready for New York, they landed eight appearances on *The Kate Smith Show*, which warmed them up for their triumphant appearance on *Talent Scouts* and a regular spot on Godfrey's shows. Christine is married to John Teeter, Dorothy to Sgt. John Henry Brown, Phyllis to Neal Van Els. Address: Arthur Godfrey Office, 485 Madison Ave., New York 22, N. Y.

who's who in TV



MARVIN MILLER

MARVIN MILLER, who plays Michael Anthony, executive secretary of the rich John Tipton on CBS-TV's *The Millionaire*, has behind him a "wealth" of experience in radio, TV and movies. A native of St. Louis, he was graduated from high school with the highest honors, then enrolled at St. Louis' Washington University, where he was a member of the dramatic and musical-comedy groups, editor of the school paper and still had time to start his career in radio at a local station. After receiving his A.B. degree, Marvin moved to Chicago, averaged 45 broadcasts a week, on such programs as *Ma Perkins*, *Quiz Kids* and *Chicago Theater Of The Air*—which prompted him to be called "Chicago's one-man radio industry." Heading west to Hollywood in 1944, Marvin continued to star on *The Coronet Storyteller* and added to his credits such shows as *Duffy's Tavern*, *The Railroad Hour* and *Father Knows Best*. He also started his own one-man show, *The Story Behind The Story*, which is still heard daily. On the silver screen, Marvin has appeared in such films as "Blood on the Sun," "Johnny Angel," and "Forbidden." Also on TV, he starred in *Mysteries Of Chinatown*. In private life, Marvin is married to Elizabeth Dawson, well-known artist and writer, and they have two children—Tony, 15, and Melissa, 3. Marvin has dozens of hobbies, ranging from woodworking in his basement shop to collecting menus and rare recordings.

JOAN LORRING

BORN Dellie Ellis in Hong Kong, China, Joan Lorrington has been acting since she was 11 years old and made her debut at a Chinese benefit. After coming to America, Joan attended school in Los Angeles, where she was "discovered" by Douglas Fairbanks, Sr. Only 11, Joan auditioned for radio and won a part in the *Dear John* series, followed by numerous roles ranging from a seven-year-old boy to a grandmother. Still in her teens, Joan was given a role in the 1945 movie version of "The Corn Is Green," which led to an Academy Award nomination. After several years in Hollywood, Joan came east to do summer stock, then assumed a regular radio role in *This Is Nora Drake*. In 1949, she made her Broadway debut in "Come Back, Little Sheba," and won the coveted Donaldson Award. Next she appeared in "Autumn Garden"—and won the Drama Critics' Award. Television has claimed her for numerous leading roles on such top shows as *Robert Montgomery Presents*, *Studio One*, and *Suspense*, and she has continued to appear on the stage—in "Dead Pigeon"—and in movies—in "Stranger on the Prowl." Joan lives in New York and has three special loves: Exotic Chinese dishes, dogs—and acting.



dramas

WARNER ANDERSON

WELL KNOWN to CBS-TV viewers as Lt. Guthrie in *The Line-Up*, Warner Anderson has been in every phase of show business for nearly 30 years. Born in Brooklyn, his family moved when he was three—and they kept moving all during his young years, with the result that Warner's schooling was something of a gypsy operation. His career as an actor began in his teens when he appeared in an early movie, "Sunbeam." Warner made his Broadway debut in 1917 as part of the original cast of the musical-comedy hit, "Maytime." This was followed by a role in "Happiness," in which he toured with Laurette Taylor. Since then Warner has appeared in 50-odd movies, including "Destination Tokyo," "Detective Story" and "The Caine Mutiny." Radio listeners first heard him in 1940 as the "voice of The Bell Telephone System," then as a narrator of *Court Of Missing Heirs*. His first of many TV appearances was on *Kraft Theater*, followed by the title role in the dramatic series, *The Doctor*. On the side, Warner has indulged in numerous ventures such as studying law, traveling abroad as a consulting engineer, and prospecting for gold. His favorite forms of recreation are golf and reading. Currently, Warner lives with his wife Leeta and their 11-year-old son Michael in Pacific Palisades. The Andersons often "commute" to New York, with numerous stops in-between. "We're a room-service family," Warner explains. "We like doing our housework by telephone."



EVERETT SLOANE

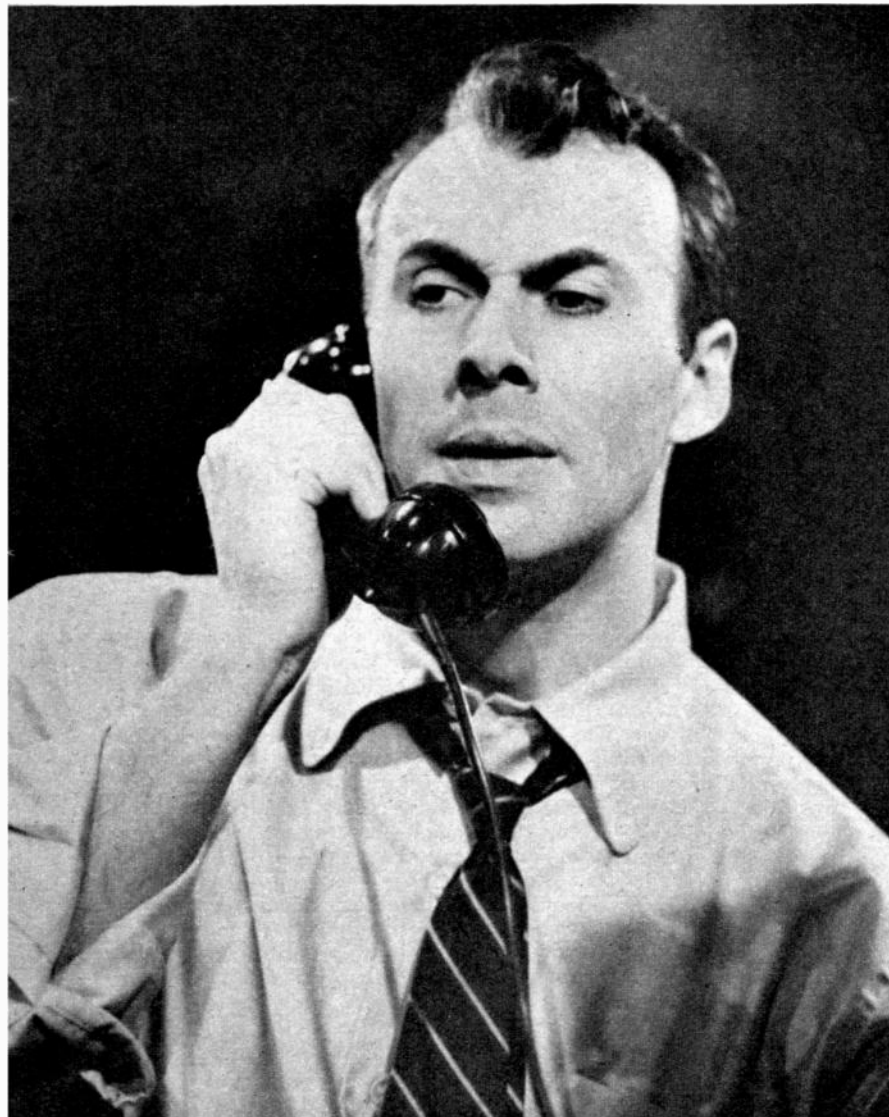
A VERSATILE, veteran performer for some 25 years, Everett Sloane came close to not being an actor at all. In 1927, as a junior at the University of Pennsylvania, he decided to switch his studies to dramatics at the Hedgerow Repertory Theater. The following year, however, he gave up acting to become a messenger in a Wall Street business firm and, within six months, had sky-rocketed to the position of assistant to the managing partner. Less than two years later, Everett again switched to acting. Starting with radio roles, he progressed to movies, appearing in a host of films such as "The Desert Fox," "The Men" and "The Blue Veil." On Broadway, he acted in "Room Service" and "A Bell for Adano," and directed "Twilight Bar" and "The Dancer." TV viewers have enjoyed him on all the major dramatic shows such as *Studio One*, *Kraft Theater* and *Robert Montgomery Presents*. After starring for almost three years in *21st Precinct*, Everett recently "retired" from the radio show in order to fill extensive movie and TV commitments. When not emoting he is very much the family man and the father of an 18-year-old boy and an 11-year-old girl—who, he says, "thank fortune, takes after her beautiful mother."



See Next Page

NEVA PATTERSON

BORN on a farm near Des Moines, Iowa, Neva Patterson took an early interest in singing and acting. After finishing high school, she enrolled in a Des Moines business college, then got her first job as secretary in a finance company. After work, she busied herself acting in plays at the Kendall Community Playhouse. Buoyed up by her little-theater experience, Neva decided to try her acting luck in New York. To support herself, she took secretarial jobs and, for the next three years, went unnoticed in drama circles. Moving to Chicago, Neva finally landed some radio roles. Upon returning to New York, she got a part in an off-Broadway production of "Murder Without Crime"—which finally made critics and agents take notice of her. Subsequently, she toured in Jose Ferrer's "Cyrano de Bergerac" and Maurice Evans' "Hamlet." On Broadway, she won acclaim for her role in "The Druid Circle" and "Strange Bedfellows." Then came 1948 and the beginning of a continuously successful career in TV on a variety of programs, from *Lights Out* and *Suspense* to *TV Playhouse* and *Studio One*. In between, she has appeared on Broadway in such hits as "I Know My Love" and "The Seven-Year Itch." Neva's non-acting hours are spent with her husband, who is manager of the Bucks County Playhouse in Pennsylvania.



RICHARD KILEY

ONE of the most popular and versatile young actors in TV, on the stage and in movies, Richard Kiley was born in Chicago. He enrolled at Loyola University, but left when he won a scholarship to Chicago's Barnum Dramatic School. During this time, he got his first professional job—a role in *Jack Armstrong, All-American Boy*—for which he received, and has never cashed, a check for \$13. After World War II, in which he served three years in the Navy as an aerial gunnery instructor, Richard ventured to New York and soon began playing small roles with the Equity Playhouse. Next came summer stock and a lead role in "Dear Ruth" at the Pocono Playhouse. His star grew brighter when he played opposite Judith Evelyn in the touring company of "A Streetcar Named Desire." This immediately led to a great demand for his services on TV and in movies. Since 1948, Richard has starred on just about every major TV dramatic show, including *Studio One*, *Kraft Theater*, *U.S. Steel Hour* and *G-E Theater*. His movie credits include "Pickup on South Street," "The Sniper" and the forthcoming version of the TV play, "Patterns," in which he also starred. His most recent Broadway appearances were in "Misalliance," "Kismet," and "Sing Me No Lullaby." The father of three youngsters—two sons and a daughter—Richard divides his time between New York and Hollywood, the stage, TV and movies.

who's who in



SCOTT FORBES

ALTHOUGH he has been in this country only five years, Scott Forbes has become well established in movies, on the stage and especially in television. Born in Buckinghamshire, England, Scott received his early education in Surrey, finished high school in Repton, next went to the Sorbonne in Paris, then received his B.A. degree from Oxford University. He launched his acting career at 22 with North London's Intimate Theater, then took time out during World War II to serve in the RAF as a flight lieutenant in Fighter Command Strategy. In 1950, Scott signed a contract with Warner Brothers and moved to this country. Included among the pictures he has made since then are "Rocky Mountain," "Operation Pacific" and "Duel at Dawn." Heading east in 1952, Scott took a turn on Broadway, appearing in such plays as "Horses in Midstream" and "The Burning Glass." He has, however, become most familiar to American audiences via TV, having played in daytime serials such as *The Seeking Heart* and night-time shows such as *Studio One*, *Suspense* and *You Are There*. Scott is married to actress-singer Jeanne Moody, a former Alabama beauty queen, and they live in New York. Sports-wise, Scott has reversed the current trend—he has given up golf for tennis.

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RICHARD BOONE

UNTIL he became known to millions of TV viewers as host and frequent star on *Medic*, Richard Boone was a relatively unknown Hollywood "bit" player. Born in Los Angeles, Richard was educated at the Army-Navy Academy, in San Diego, and Stanford University. His summers were spent working in the oil fields and aboard a fishing boat. After college, Richard went to Carmel, California, to study art until the outbreak of World War II, in which he served four years as a Navy air crewman. After his discharge, he moved to New York to study at the Neighborhood Playhouse. This paved his way as an actor and he went on to appear at the Saratoga Playhouse, then toured in "The Hasty Heart." Richard first appeared on TV in 1948, when he starred in nearly 100 dramas. At the same time, he continued his stage work at the Actor's Studio with Elia Kazan, who was responsible for Richard's getting a movie contract. He was given only minor roles, however, and when his contract expired he began free-lancing and appeared in such films as "The Raid," "Violent Men" and "Dragnet," before signing for his big role on *Medic*. Coincidentally, at the same time Richard, as Dr. Konrad Styner on TV, was performing a Caesarean operation, his own wife was in the hospital giving birth to their first child—also by Caesarean section. "We always strive for realism on *Medic*," Richard grins, "but I thought that was carrying things a bit too far."

TV dramas





WALTER COY

AS NARRATOR and occasional star of the new TV series, *Frontier*, Walter Coy is well-suited for the role of a pioneer Westerner. Born in Great Falls, Montana, he has been riding and shooting since he was a youngster. After growing up in the rugged cattle and mining country, Walter moved with his family to Seattle. At 13, he passed for 18 and enlisted in the Army. His parents "retrieved" him—but, two years later, Walter was off to Alaska to work in the salmon canneries. Returning to Seattle, he studied dramatics at the University of Washington and the Cornish School. "I finally struck out for New York," he recalls, "and landed with the Theater Guild. My first job was playing a tutor in 'A Month in the Country'." Later, Walter joined the Group Theater and appeared in such plays as "Golden Boy"—and "Lady in the Dark," with Gertrude Lawrence. During World War II he served with the Army Signal Corps, then resumed acting, appearing in a stream of plays, including "Hamlet," "Land's End" and "Volpone." He moved to Hollywood not long ago to appear in three films: "The Searchers," "Wichita" and "Running Wild." Commenting on his Western role, Walter says, "For a long time, I thought I'd never get through my 'Colonial Period.' I played Washington, Jefferson and Burr. I was beginning to think I'd go through life in a white wig and frock coat. Now I'm wearing chaps and six-shooters."

PHYLLIS KIRK

AS A young girl growing up in New England, Phyllis Kirk wavered between a longing to be an actress and an urge to go to law school. Finally, she set her sights on acting. Moving to New York, she got a job in a department store and before long was getting frequent assignments as a Conover model. In between photographing dates, Phyllis studied acting and, in 1949, made her Broadway debut in "My Name Is Aquilon," with Jean Pierre Aumont and Lilli Palmer. Later, while on tour in "Present Laughter," she was spotted by Samuel Goldwyn, who signed her for movies. After appearing in several films, including "Our Very Own," Phyllis returned to the stage to tour in "Point of No Return," then resumed movie-making in both Hollywood and England. For the past few years, she has also "managed" to appear in numerous TV shows such as *U.S. Steel Hour*, *Studio One*, and *Lamp Unto My Feet*, as well as appearing regularly last year on *The Red Buttons Show*. When not rehearsing or performing, Phyllis devotes much of her time to voice and dance studies. Because of her many movie and TV commitments, she maintains bachelor-girl apartments in both New York and Hollywood. Her New York apartment, says the widely-traveled Miss Kirk, "is handy, because it's between Hollywood and London."



ED BEGLEY

DURING his 51 active years—29 of them as an actor—Ed Begley has accumulated many fine achievements. Most notably, he has more than 12,000 radio and television broadcasts to his credit, plus a great many stage and movie roles. TV-wise, his program appearances include *Kraft Theater*, *Studio One*, *Justice* and *Philco Playhouse*. His stage credits—in vaudeville, summer stock and on Broadway—include the award-winning “All My Sons” and “The Immoralist.” As one of Hollywood’s leading feature actors, Ed has appeared in a score of movies, from “Boomerang” and “Street With No Name” to “Deadline, U.S.A.” and “The Turning Point.” A native of Connecticut, Ed is married and the father of three children. He keeps an apartment in New York, in addition to his ranch home in Van Nuys, California, so that his family can be together as he seesaws between motion pictures in the West and TV and the stage in the East. A plump, sharp-eyed man, Ed has often been offered gilt-edged movie contracts, but has always preferred to remain a “free lance” and alternate his appearances in the various entertainment mediums. In contrast to the suave or tragic roles he portrays, Ed is an open-faced, friendly and extremely well-read person. His principal hobby is animal husbandry and, in pursuit of this, he keeps a herd of prize Hereford cattle on his California ranch.



FRANK LOVEJOY

WHEN he was 15, Frank Lovejoy was a runner in a New York stock-market firm. Then, in 1929, came the crash. With much time on his hands, Frank became an apprentice at the Brooklyn Theater Mart. For the next five years, he acted in little-theater projects—then, in 1934, made his Broadway debut in “Judgment Day.” The following season he joined the Barter Theater in Virginia, after which he toured in “The Pursuit of Happiness.” While on tour, the play closed and Frank found himself stranded in Cincinnati. Taking a chance, he applied for—and got—a job at radio station WLW. Later, when he returned to New York, Frank became one of the most sought-after actors in radio. He estimates that he has done more than 4,000 broadcasts, including *Gangbusters*, *This Is Your FBI* and *Boston Blackie*. After appearing several more times on Broadway, Frank journeyed to Hollywood to appear in such films as “Home of the Brave” and “I Was a Communist for the FBI.” He continued making movies until 1953, when he obtained a release from his contract, resumed his radio work and debuted on television. He has since appeared on such programs as *Suspense*, *Four Star Playhouse* and *Stage 7*. Frank met his wife, actress Joan Banks, when they played together in a 1940 Broadway flop. They have two children—Judith, 11, and Stephen, 8.



who's who in TV COMEDY



Coffee break for "photographer" Bob and "sister" Rosemary.

the Bob Cummings Show

**True-life stories of
people we've learned to love
best—on some of the shows
we laugh at most often**

BOB CUMMINGS

HE'S CAST as a photographer with a roving eye on *The Bob Cummings Show*, on CBS-TV, and plays doting uncle to the son of his widowed sister Margaret (Rosemary DeCamp), but in private life Bob Cummings' responsibilities come first-hand and are very real. Their names are Robert Richard, 9; Mary Melinda Ruth, 7; Sharon Patricia, 3; and the baby, Laurel Ann, born Feb. 21, 1955. Bob married screen actress Mary Elliot on March 3, 1945, while he was in the Air Force. Bob wanted to be an aeronautical engineer before he became an actor, and his interest in that field is reflected by the training program he has set up for the youngsters. He teaches them to swim before they learn to walk and, as soon as they pass the toddler stage, they begin learning to drive a miniature car and fly a plane. He wants such skills to become second nature. It's his way of protecting them from accidents. Their home is as accident-proof as Bob can make it—and, to prevent childhood contagions from spreading, there's even an "isolation ward" provided in the building plans!

ROSEMARY DeCAMP

SISTER Margaret's real life is also filled with the laughter, the commotion, the joy that four healthy, happy children can produce. Rosemary DeCamp is married to Judge John A. Shidler. With their daughters Margaret, 12, Martha, 9, Valerie, 7, and Nita Louise, 3, the Shidlers live in a white stucco hillside house about thirty miles away from the nearest movie studio. A guest who watched Rosemary cope with a dozen domestic crises in as many minutes said, "I don't see how you manage, yet you certainly do—beautifully. You're everything—wife and social worker, homemaker and mother, career woman and handyman. I should think you would have had a nervous breakdown before this." Rosemary laughed. "Me—nervous? I don't have time for that sort of thing. When you think of me, just remember: It's a full life." Perhaps the secret lies in her training. The daughter of a mining supervisor, Rosemary grew up in primitive regions. Later, at Mills College, she took her B.A. in speech and M.A. in psychology—then topped it by playing *Dr. Christian's* nurse on radio.

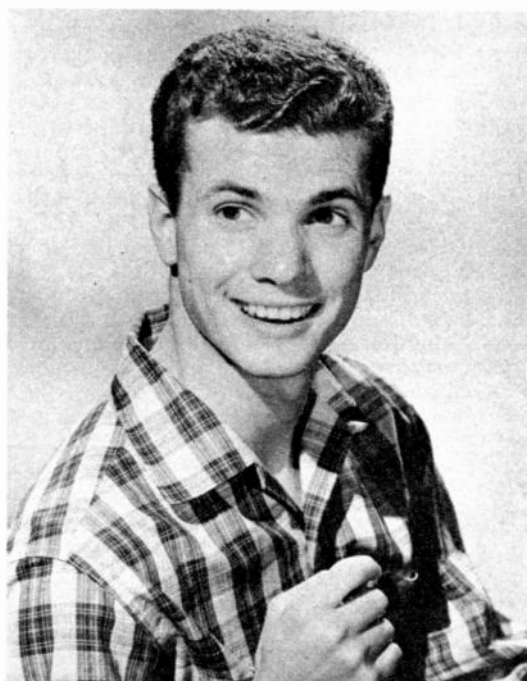


ANNE DAVIS

BBROWN-EYED Anne—who plays Bob Cummings' secretary, Schultzie—once planned to study medicine, but her family's trend toward show business brought her into the theater. Her brother is a dancer and her mother appeared with stock companies for some thirty years. Born in Schenectady, N. Y., Anne grew up in Erie, Pennsylvania.

DWAYNE HICKMAN

HE CONSIDERS himself a rarity in California—for Dwayne Hickman's a native son, born in Los Angeles May 18, 1934. In addition to playing the role of Bob Cummings' nephew, he attends Loyola University, studying economics and dramatic arts. He plays on the school's tennis team, is an amateur painter, reads fiction and biography.



Ethel and Albert



PEG LYNCH

THEY'RE married, but not to each other. *Ethel And Albert*—who, on ABC-TV, make high comedy of the ordinary husband-and-wife spat—each has a different and much-beloved spouse. Peg Lynch, who writes the program as well as stars in it, was born in Nebraska, lived in Rochester, Minn., was graduated from the University of Minnesota and devised her first *Ethel And Albert* skit for Station KATE in Albert Lea. Arriving in New York in 1944, she sold her show to ABC Radio but was surprised when asked to play the wife's role. (The first Albert was Richard Widmark, now a movie villain.) Peg finds her own domestic bliss with blond, Norwegian-born Odd Knut Ronning, a consulting engineer whom she married August 12, 1948. With their daughter, Elise Astrid, 4, they live in a 200-year-old house in Connecticut, not too far from New York.

ALAN BUNCE

THE HAPPY husband who plays Albert has appeared in more than 10,000 radio and TV programs and many Broadway shows. Alan Bunce admits that he may resemble Albert slightly: "But I'd rather think of him as the guy next door. I'd hate to believe I am quite as naive, pompous and vain as he is." Regardless of any such surface similarity, Alan admires Peg's scripts: "She has a gift for writing amusingly about the trivial things which make up people's lives." Alan's wife, Ruth Nugent, of the Nugent theatrical clan, is a talented actress herself. They have three children—Alan, a college student, and John and Virginia, who are in high school. The Bunces live about five miles from the Ronnings. While their house is not quite so old, it is more historic. During the American Revolution, General Israel Putnam of the Continental Army used it as field headquarters.

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My Favorite Husband

VANESSA BROWN

THIS is her first season playing Liz Cooper in *My Favorite Husband*, but Vanessa Brown is no stranger to audiences, TV or otherwise! She's the Quiz Kid who became a glamour girl, the beauty with a brain, the scholar turned actress. On Broadway, she created and played for 600 performances the role of the innocently sexy temptress in "The Seven Year Itch" (the part which Marilyn Monroe had in the movie). . . . Vanessa Brown, daughter of a teacher and a psychologist, was born Smylla Brind in Vienna. In the early Thirties, when the Nazi terror first cast its shadow over Europe, the family came to America. Vanessa spoke her first words on *Quiz Kids* in response to a question from Fred Allen. As guest quizmaster, he asked, "What has eight legs and sings?" Easily, she replied, "A quartette." Said Allen, "This kid must have been met at the dock by Milton Berle." . . . In quick succession, the stage and screen discovered Vanessa's beauty and talent. She appeared with Katharine Hepburn in Shakespeare's "As You Like It," for the Theater Guild. In 1943, David O. Selznick offered her a picture contract. She has since divided her time between the screen, stage, radio and TV. Vanessa is a singer as well as an actress and has made Voice Of America broadcasts in French, German and Italian, so her fame is world-wide, too.



BARRY NELSON

LIFE IS a cycle, believes Barry Nelson, who stars as the young banker, George Cooper, in *My Favorite Husband*, on CBS-TV. The Californian, who was born in Oakland, is right back where he started—in California. Barry made a hit in his very first play, a high school production of "Grumpy." Then 15, Barry was Grumpy himself—an old man of 80. He claims this is what started his interest in characterizations. . . . Talent scouts spotted him in college, when he played "Macbeth," and took him into the M-G-M film fold. During his stay there, he performed most notably in "A Guy Named Joe." While in the Air Force, he appeared in both stage and screen versions of Moss Hart's "Winged Victory." This led to a Broadway part in another Hart play, "Light Up The Sky." When he first went into *My Favorite Husband*, he was fresh from the highly successful stage comedy, "The Moon Is Blue." . . . Barry and his wife, actress Teresa Celli, don't believe in staying in one place too long. Even after he left New York to return to Hollywood, they kept their Greenwich Village penthouse. Later, they considered moving to Mexico City. Said Barry, "It's only five hours away by plane and it doesn't cost any more to live that way than to live in Hollywood." During the first eight months he was back in California, he put 20,000 miles on his car, for he and his wife are inveterate sightseers. As soon as the show was over, they would take off and drive, often without setting any particular destination. However, as George Cooper, Barry has definitely "arrived."

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The People's Choice

LEONID KINSKEY

FRIENDS have accused Leonid Kinskey—who plays Pierre, the indigent artist who creates confusion on NBC-TV's *The People's Choice*—of attending a dialect school to maintain his Old Country accent, but Leonid has always been a man of many voices and intonations. The son of a banker who opposed his becoming an actor, he was born in Russia—in what used to be St. Petersburg. He joined a revue which eventually reached South America, came to New York and decided to stay. Ernst Lubitsch cast him in his first movie in 1932, and Leonid has appeared in more than a hundred pictures, usually playing Mexican, German, French, Italian and Arab parts. He's married to Countess Iphigenie Castiglione.

MARGARET IRVING

IN HER ROLE as Jackie Cooper's aunt on *The People's Choice*, Margaret Irving lives with her nephew in a house trailer. Although Margaret, in real life, has a comfortable home in Long Beach, this mode of living is familiar to her—for her husband, William James, publishes a trailer magazine. She is also prepared to cope with all the hi-jinks this spirited company can produce backstage, for she once toured with The Marx Brothers—who thought nothing at all of sewing up the entrance and exits of all her costumes! Born in Paducah, Ky., Margaret entered musical comedy at the age of 12 and, in Hollywood, played the foil for Abbott and Costello in many films. She has also appeared in *My Little Margie*.



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PAT BRESLIN

IN THE new comedy, Jackie Cooper's girl friend is Amanda Peoples, the daughter of the mayor. In real life, pretty, vivacious Patricia Breslin is the daughter of Judge Edward Breslin of General Sessions Court, New York City. At the age of five, Pat decided she wanted to go on stage. Throughout school and college, she appeared in every possible student production, plus summer stock companies. When NBC-TV sought a Juliet for "Romeo and Juliet," producer Albert McCleery remembered her work in a student seminar and cast her in the coveted role. Pat has since played in the major TV dramas and on Broadway. In October, 1953, she married David Orrick, an actor and writer. They met working in the road company of "Private Lives."

JACKIE COOPER

BITTER and disillusioned as only a forgotten former child star can be, Jackie Cooper left Hollywood for New York in 1947. Following his Navy service in World War II, he had expected top roles but no one wanted him. The famed "Skippy" was washed up. Now 33 years old and with 30 years of show business behind him, Jackie says he never really learned to act until he reached Broadway: "I had been just an attentive kid who could take direction." His role in "Mister Roberts" changed the trend for him, and other stage and TV plays gave him polish. Now he's back in his home town, Hollywood, happy with his part as an ornithologist, Socrates Miller, who is catapulted into politics by his girl. Jackie is again a star in *The People's Choice*.



December Bride

SPRING BYINGTON

YOU CAN measure a person's youth by the variety of his interests, Spring Byington believes. The actress—who is as perfectly named as she is perfectly cast in the role of Lily Ruskin in Desilu Productions' *December Bride* on CBS-TV—says: "When you stop having new ideas, when you lose interest, or when you are afraid of doing something new, that's when you've grown old. It can happen when you're thirty, forty, or sixty." One of her own latest fountain-of-youth ideas is learning to fly. But the philosophy itself she credits to her mother, who, on being widowed, entrusted Spring and her sister Helene to the care of relatives and took up the study of medicine. . . . Dr. Helene Byington entered practice in Denver—Spring's birthplace. When the little girl said she wanted to be an actress, the mother replied, "All girls do." But she introduced Spring to Mrs. Elitch Long, then responsible for one of the early summer-theater ventures, the Elitch Gardens Summer Stock Company. Convinced that the child was serious in her aim, Mrs. Long gave Spring a one-line part. (Spring entered and said, "They say it's raining.") . . . Spring came to Broadway as star of "Beggars on Horseback," and to motion pictures in "Little Women." The radio version of *December Bride*, starring Spring Byington, went on the air in 1952, and the TV version soon followed. Her two daughters are married; she has 3 grandchildren.

who's who in
TV COMEDY



HARRY MORGAN

HE'S THE caustic-tongued neighbor ever ready to deflate romance on *December Bride*—but, off camera, Harry Morgan is a husband who likes to cook and boasts he makes the best beef Stroganoff in Hollywood. Born Harry Bratsburg, in Detroit, he studied law at the University of Chicago and first regarded dramatics merely as an aid to polishing his courtroom technique. But the hobby eventually led to a change of professions. Harry worked first in summer theater, then on Broadway. During a vacation in Hollywood, he received his first movie offer and changed his name to Morgan. He married Eileen Detchen, Sept. 1, 1940. They have four sons—including a pair of twins!



VERNA FELTON

BOUNCY, mambo-dancing Verna Felton plays Hilda Crocker, Spring Byington's close friend and accomplice in most of their hilarious, off-beat situations. She's "the life of the company" and, during the filming of the show, keeps the cast and crew laughing. Verna was born in Salinas, Calif., on July 20, 1890, and made her stage debut at the age of eight, playing in "Little Lord Fauntleroy." She played Dennis Day's mother in *The Dennis Day Show* and is the voice of several of Walt Disney's characters. She has a son, Lee Milar, and a granddaughter, Lisa. Verna enjoys "spoiling her dogs," swimming, playing cards, knitting and gardening. She makes the San Fernando Valley her home.

DEAN MILLER

HIS ONLY venture into the field of matrimony—at this writing—is his TV marriage, in the role of Matt Henshaw, to Frances Rafferty on *December Bride*, but Dean Miller is so handsome and so eligible that the status may change at any moment. Coeds at his university voted him "Mr. Ohio State," and women viewers have been voting him one of their favorite television heroes ever since. Miller was born in Hamilton, Ohio, and swapped a potential medical career for a job as announcer at an Albany, N. Y. radio station. From there, he went to WCPO in Cincinnati. Traveling on a transcontinental train, he talked with three strangers—who turned out to be top officials of M-G-M, and offered him a contract. And so to Hollywood.

FRANCES RAFFERTY

TELEVISION lured a young housewife and mother out of "retirement" when Desilu Productions offered Frances Rafferty the role of Ruth Henshaw, the youthful bride in *December Bride*. Born in Sioux City, Iowa, Frances grew up in California, studied ballet, was a member of the Hollywood Bowl ballet company, worked at 20th Century-Fox and was prima danseuse of the Los Angeles Civic Opera Ballet. When she broke her kneecap and had to abandon ballet, she turned to acting—then "retired" when she married Thomas Baker in 1948. Their son Kevin was born June 21, 1950, and their daughter Bridget arrived Sept. 24, 1952. TV brought Frances out of the kitchen in 1953. She also appears on many dramatic programs.



Gobel's Show



HE CALLS HER "pretty, perky Peggy King"—which is accurate . . . and himself "Lonesome George"—which isn't. Since viewers discovered *The George Gobel Show* on NBC-TV in 1954, his low-key comedy and her high-voltage songs have been in demand. For Peggy, it's the happy ending to a Cinderella story which began in Greensburg, Pa. When her folks were having a hard time keeping body and soul together, Peggy already insisted she wanted to be a star. . . . For George—who, despite his shyness, probably never had a lonesome day in his life—this is the high point of a career which started in Chicago when the choir of St. Stephen's Episcopal Church sang on Station WLS. Boy soprano George, born May 20, 1920, was tapped for *The National Barn Dance*. He twanged his guitar and yodeled until Uncle Sam gathered him into the Air Force. Shortly after the real Alice—Alice Hummecke—did enough of his homework to get him through high school, they were married. . . . George wanted to continue flying after the war, but there were too many pilots. He latched onto a night-club mike to tell jokes the guys had laughed at in camp. His manager, Dave O'Malley, found him so many profitable club dates George couldn't justify taking time off for TV in its low-pay days. While playing the New York area, he ventured a few guest shots. . . . TV finally got him when Garry Moore made a deal to have him on Garry's CBS-TV show whenever George was willing to work for the sum in the Moore budget. But it was NBC which signed him to a contract. "They offered me money," says George. Today, with Alice and their small children, Gregg, Georgie and Leslie, he lives in Sherman Oaks, Calif. George recently made his first movie—for Paramount.

who's who in
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Caesar's Hour



THERE'S a home-lover's heart which beats beneath Sid Caesar's crazy clown costumes—a heart which was gladdened last summer by the purchase of the first house he has ever owned. Sid and his Florence have lived in nine different places since they were married in 1943—not counting the quarters the Coast Guard supplied, and the hotel rooms they put up with, during the two years the Coast Guard show, "Tars and Spars," was on the road and Florence trekked along. The children—Michele, born July 2, 1947, and Richard, born February 18, 1952—were growing, too, and the Caesars decided they wanted a house. . . . They found it last July—sixteen lovely rooms of house at Sands Point, Long Island, overlooking the water. There are porches and a patio, a swimming pool and a dock. There's play space for the youngsters and for their father, too—a one-hole golf course with two tees. Sid and

Florence also have plenty of wall space to display the paintings they have collected, and Sid has cabinets for his gun collection. With such a lure, the gripes he may still have about commuting are likely to be relegated to his amusing skits on *Caesar's Hour*. . . . Sid has cause for rejoicing, too, in the reception his viewers have given his new "sidekick," Nanette Fabray, a Los Angeles girl who has been on the stage since she was four and was well known in Broadway musicals. Sid, after splitting with Imogene Coca, had elected to have only feminine guest stars on his new NBC-TV show. But, the day Nanette appeared, time ran short. Sid cut seven pages of dialogue without batting an eye. Also without batting an eye, Nanette picked up her proper cues. That's when Sid said, "You're for me!" and offered her a contract. Audience reactions have only confirmed Caesar's infallible judgment.

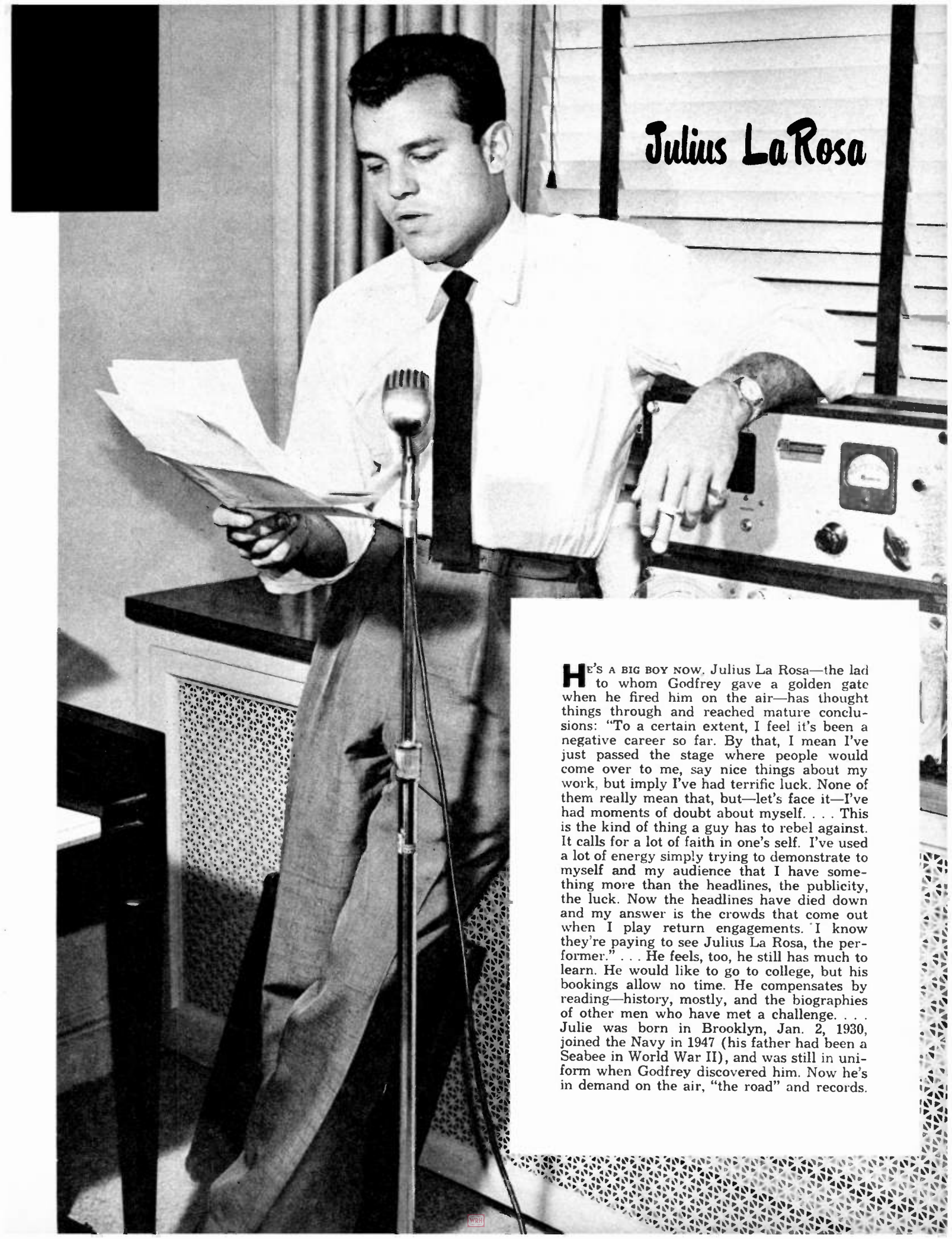
MUSIC-VARIETY

LIBERACE has always had the perfect retort—whether referring to his critics or to the revenue from his TV and radio shows for Guild Films—"I cried all the way to the bank." Born Wladziu Valentino Liberace, May 16, 1920, in Milwaukee, he has since brought fame not only to himself but to his mother, who sacrificed for his musical education, and his brother George, who heads his orchestra. The smiling Lee—whose rich cos-

tumes have excited almost as much comment as his piano playing—recently displayed both in his Warner Bros. film, "Sincerely Yours." Latest project: A chain of music schools, which he hopes "will do as much for the piano as Arthur Murray has for dancing." With his "Mom," he lives in a distinctive California home where almost everything is piano-shaped, including the swimming pool. He'd like to marry. is "still looking."

Liberace





Julius La Rosa

HE'S A BIG BOY NOW. Julius La Rosa—the lad to whom Godfrey gave a golden gate when he fired him on the air—has thought things through and reached mature conclusions: “To a certain extent, I feel it’s been a negative career so far. By that, I mean I’ve just passed the stage where people would come over to me, say nice things about my work, but imply I’ve had terrific luck. None of them really mean that, but—let’s face it—I’ve had moments of doubt about myself. . . . This is the kind of thing a guy has to rebel against. It calls for a lot of faith in one’s self. I’ve used a lot of energy simply trying to demonstrate to myself and my audience that I have something more than the headlines, the publicity, the luck. Now the headlines have died down and my answer is the crowds that come out when I play return engagements. I know they’re paying to see Julius La Rosa, the performer.” . . . He feels, too, he still has much to learn. He would like to go to college, but his bookings allow no time. He compensates by reading—history, mostly, and the biographies of other men who have met a challenge. . . . Julie was born in Brooklyn, Jan. 2, 1930, joined the Navy in 1947 (his father had been a Seabee in World War II), and was still in uniform when Godfrey discovered him. Now he’s in demand on the air, “the road” and records.

who's who in MUSIC-VARIETY

Johnny Desmond



Johnny hits the right note for teenagers, on and off the record.

THE HIGH-SCHOOL press conference was cool, hot or groovy, depending on one's age, ear or addiction to jive. To Johnny Desmond, who had just scored with a new recording, a wistful girl editor said, "How do you get to be a success in music?" . . . Many young jazz fans would label his reply "square." Johnny said: "You get to be a good singer, a good American, a good truck driver or a good anything else just one way—you work at it. With discipline." Later, he explained, "Sure, I know they hoped for a magic formula. Any kid does. The future looks like something adults have locked away behind iron bars. You want to make people notice you quick. You want overnight success. Well, I had it. And it cost me." . . . The flash and flop to which Johnny referred came when he returned from World War II a favorite GI crooner. "I was the hottest thing on Broadway," says Johnny. "I had top theater billing, two network radio shows and CBS-TV's first live music program." Abruptly, everything cancelled out. His income dropped from \$3600 a month to zero. Savings to support his wife Ruth and their baby were dwindling. . . . Desperate, Johnny went to Chicago to sing on *Breakfast Club*. Johnny says frankly, "I dogged it. I deserved to be fired." Instead, Don McNeill said, "Let's work at it." Bit by bit, Johnny relaxed and learned how to please his audience. He also made a new bid for teen fans. His second break came last year when Philco hired him to head its Saturday-morning *Phonorama Time*. . . . To Johnny, this program on Mutual is more than a period of song and chatter, for each week there's an award to a teenager who has achieved something. "We're looking beyond the juvenile-delinquency headlines to encourage young people who help themselves and their communities." And how is this plot doing? The kids are crazy about it and joining the Phonorama Clubs in droves. . . . The Desmond career, too, is bright. With Ruth and their little girls, Patti and Diane, he has moved back to Long Island, N. Y. He has been on TV dramas and has a top role in the Broadway play, "The Amazing Adele." Johnny's magic formula—"Work at it"—is working just fine, thanks!

STAGE SHOW



June Taylor guides her dancers—TV's first precision line—through intricate paces.

THEY ORGANIZED a boyhood band in 1922, came out of their home town, Shenandoah, Pa., as a hot outfit in 1933. By the time Tommy and Jimmy Dorsey went on *Stage Show* on CBS-TV last summer, they had made enough musical history to be dubbed "The Fabulous Dorseys" and to think they knew all about being celebrities. But they reckoned without the penetrating power of TV and the magic of impresario Gleason. Having finished their first CBS-TV program with Jackie at 9:00 P.M., they reached New Jersey to play a dance at Meadowbrook at 10:00 P.M. The place was packed. "We saw you on TV," their fans shouted. Now the Dorseys create a mob scene among autograph-hunters whenever they enter a restaurant. . . . The June Taylor Dancers, the beauties of Jackie Gleason Enterprises' *Stage Show*, also have felt the popularity which comes with television performance. Last fall they made a cross-country tour—the first group of precision-line dancers to undertake such concert appearances. Their leader, Chicago-born June Taylor, at 10, paid for her own lessons by teaching younger children and, at 12, was dancing professionally. This company, organized in 1948 for Ed Sullivan's *Toast Of The Town*, was TV's first precision line. June and Jackie plot well together. She'll say, "Let's have a banjo player." Jackie will reply, "Let's have 16 banjo players . . ." and a new show is under way.



Tommy and Jimmy—"fabulous" Dorsey brothers.



Frankie Laine

HERE'S a man who loves to sing. Frankie Laine's TV programs for Guild Films and on the networks are evidence of that. He also likes to hunt, ride and play golf. Focus of his home life is former actress Nan Grey, whom he married in 1950. With her two daughters, Pam and Jan, the Laines live in a Pennsylvania Dutch house in Beverly Hills and share a mutual interest in antiques and interior decorating. But the deepest outside interest in Frankie's life stems from earlier days, when it seemed almost impossible to get started on his career. Born in Chicago, the son of Anna and John Lo Vecchio, Frankie spent ten years

"singing for his supper" in little jobs—and working at odd jobs far removed from singing—before he made his first hit record, "That's My Desire." Remembering those days, Frankie now searches out young talent and carries his proteges just as long as they need to be carried. He pays their expenses for singing lessons—sometimes, for their professional wardrobe—and often, for plane or train fare to benefits. With some of his "finds," the cost has gone above \$5,000. But Frankie doesn't think of cash. His philosophy is expressed on the Friendship Foundation cards he sends to his fans: "Help yourself by helping others."

**who's who in
MUSIC-VARIETY**

Florian ZaBach

LIKE FRANKIE, Florian ZaBach is a Chicagoan, too—and his TV shows are also produced by Guild Films. Florian was nine years old when he got his first violin and, with it, a dream. His father, an Austrian clarinet virtuoso, had had his own career cut short by accident and worked as an apartment-house superintendent to earn the family's living. As he handed Florian the violin, he said, "God created music as a balm for troubled souls." Florian was inspired to study hard and, at 12, played his first solo with the Chicago Symphony Orchestra. At 16, he toured Europe and studied at the Prague Conservatory. He returned to the United States to find some success but also days of discouragement

and failure. Playing at Chicago's LaSalle Hotel, he was seriously burned in the disastrous fire of 1946—but managed to save his violin. It was his wife, Helen, whom he met while playing at the Mayflower in Washington, who encouraged him to return to the solo stage. They endured two years of poverty while he refused to be a "sideman" in a band and worked toward his dream of stardom. Recognition came through *Arthur Godfrey's Talent Scouts*. Florian won, was booked into Broadway's Strand Theater for three weeks—and held over for thirty-three! Helen is still his staunch partner, but today's treasured violin is a \$75,000 Guarnerius which once belonged to that great virtuoso, Paganini himself.



who's who in ADVENTURE



LASSIE

Does a boy choose his dog or the dog choose the boy? In the case of *Lassie*, the answer was clear. Six hundred kids auditioned for the role of Jeff Miller, Lassie's TV master. It was the gifted collie "in person" who selected Tommy Rettig from among the finalists. Then Lassie's owner-trainer, Rudd Weatherwax, invited Tommy to visit their home to get acquainted. Tommy—born Dec. 10, 1942, in Jackson Heights, a section of New York City—has been on stage since he was five, and has had several parts in TV shows and movies. He lives in Hollywood, loves sports and planes. Jan Clayton plays his TV mother and George Cleveland is "Gramps" in the beloved series.



ANNIE OAKLEY

SHE'LL forever be the first sweetheart for millions of small fry, this golden-haired *Annie Oakley* who straps on her six shooters, leaps to the saddle and gallops across the frontier. In real life, she is Gail Davis, a winsome lass who really can ride, who's a tomboy on the set and ultra-feminine when working hours are over. As a child, she *had* to be a tomboy or miss all the fun, for she was the only girl in the block—she suffered both a broken arm and broken leg trying to keep up with the boys. She was educated at a Bryn Mawr finishing school and the U. of Texas. Gene Autry discovered her, cast her in his movies because she knew how to be natural. Annie's brother, Tagg, is played by Jimmy Hawkins, who was born in Los Angeles, Nov. 13, 1941, and has been in the movies since he was two years old.

RIN TIN TIN

ONE OF the most envied lads in the nation is Lee Aaker, who plays the role of Rusty, young master of the fabulous Rin Tin Tin. Lee, now eleven years old, is the son of Mr. and Mrs. Myles Wilbour of Inglewood, Calif. His mother ran a dancing studio, and it was as a dancer that Lee first appeared on a local TV show. He went on to do dramatic parts and motion picture roles. He is in sixth grade, is an excellent swimmer and plays shortstop on the baseball team. He's sure his Rin Tin Tin—officially Rin Tin Tin IV—is the smartest in the line of extraordinary dogs who have made entertainment history. The first Rin Tin Tin was born on a battlefield in France during World War I and was abandoned by the fleeing Germans. Lee Duncan, a pilot, brought the puppy to this country and still is owner and kingmaker of the famed dogs. The second Rin Tin Tin became the canine movie star of a human generation ago.



BUFFALO BILL, JR.

THEY SAY that Dick Jones, who plays *Buffalo Bill, Jr.*, has learned every trick-of-the-trade which Western heroes have used since the days of Hoot Gibson. Indeed, it was Gibson who first picked Dick off the rail at the Texas State Fair and offered him a ride around the ring. Hoot didn't know that the youngster, born in Snyder, Texas, had learned to ride at the same time he learned to walk. Dick rode around alone, the next time, and, at five, joined Hoot's company. Today, he refuses to use a stunt man. Autry brought him into his Flying A Productions for the *Range Rider* series, then started *Buffalo Bill, Jr.* to star him. Dick's married, has two children, lives in Burbank. His stoutest fan is Nancy Gilbert, who plays Calamity. Nancy was born in Utah, got her TV start as a child dancer with Cantor.





MARK STEVENS

AS EDITOR of *Big Town's* "Illustrated Press," Steve Wilson drives on with unremitting nervous energy. In real life, too, Steve's portrayer and producer—Mark Stevens (right)—is also so ceaseless a worker that friends ask, "Why do you deliberately try to kill yourself?" Mark replies, "I'm sure if I didn't have constant activity, I couldn't survive." Sixteen hours a day, seven days a week, is routine. Inspiration for such drive is his wife Annelle, their son Richard, 8, and daughter Arelle Elizabeth, 3. . . . "When we got married ten years ago," Mark says. "I didn't even have a job. Annelle was still living at the Hollywood Studio Club and I had a furnished room. With no immediate prospects in mind, I still insisted that I'd head my own studio before I was finished with Hollywood. Annelle had faith in me but everyone else thought I was crazy. . . . Today, I'm 32 and, when I am 42, I shall retire. Maybe this sounds balmy, too, but I believe I'll have my own studio by then. With the income from renting space to independent producers, plus annuities and investments, we'll be able to make up for some of the things we've had to sacrifice. Eventually, I hope to stop acting entirely—but, of course, I could never remain idle!" The family lives in Beverly Hills, is building a vacation hideaway in Palm Springs, California.



PRESTON FOSTER

WHEN PRODUCER Ben Fox first outlined the character of Captain John in *Waterfront*, he described him as: "A courageous, God-fearing man with great physical strength, intelligence and a sense of humor . . . a man who loves his country first and his tugboat *Cheryl Ann* a close second." The description also fits Preston Foster (left) who portrays the intrepid captain. Prior to 1928, when he went on the stage, Foster had held 56 jobs. He has had innumerable motion-picture roles since . . . but when he went home to Pitman, N. J., to visit his mother, after the *Waterfront* series began, she greeted him: "For the first time, you're playing yourself." He's married to Sheila Darcy, actress and singer, and the two have entertained with songs and guitar accompaniment at many benefit performances. Pres also introduced his daughter Stephanie in a Christmas choir-singing episode of *Waterfront*, when she was 16. A yachtsman for 20 years, he pilots Cap'n John's *Cheryl Ann* himself.

who's who in QUIZLAND



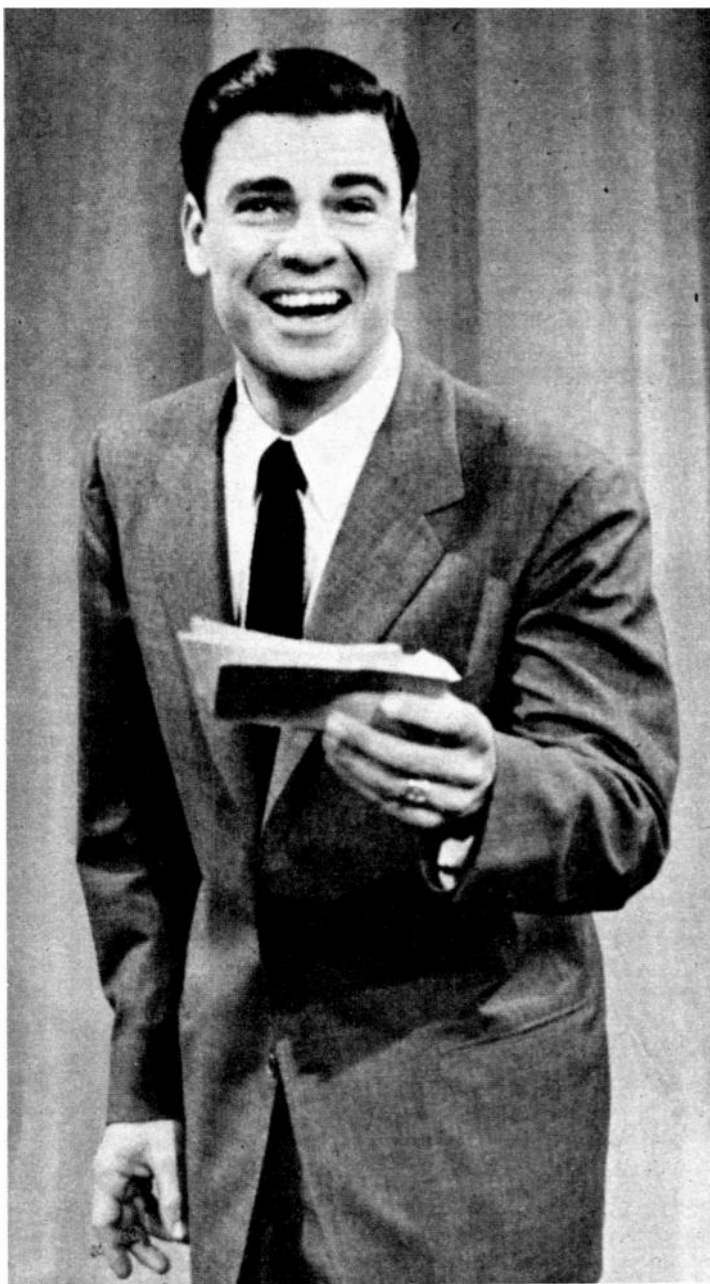
JACK STERLING

JACK STERLING, who daily poses a question in human relations to his expert panel on CBS Radio's *Make Up Your Mind*, this year came to the happy decision of buying the very first house he has ever owned. His desire to put down roots was whetted by his own footloose childhood. Born in Ma Brown's theatrical boarding house in Baltimore, he was only four weeks old when his parents took him on a vaudeville tour. Home life found new importance when he married Barbara MacGregor in 1952. Their Patricia Ann bowed in on April 7, 1954. And, when Margaret Elizabeth arrived March 15, 1955, they searched for space where little girls could run and play. It was "home at first sight" when they spied a timber and brick house at New Canaan, Conn. What pets will they have? Knowing Jack's love for *Big Top*, his Saturday-morning TV circus, Barbara wouldn't be surprised to see him turn up with a lion cub!



BUD COLLYER

BUD COLLYER, who is quick with a quip on *Beat The Clock* and considerate in his questioning on *Feather Your Nest*, is noted in private life for his faith and good works. Born in New York and graduated from Fordham Law School, he now finds this legal training helpful in serving his fellow performers as first vice president of AFTRA, the national radio and TV union. Sincerely religious but never sanctimonious, he works on charity and community drives, teaches Sunday school and sings in the Presbyterian church choir at Greenwich, Conn. As a lay preacher, he has addressed both Protestant and Jewish congregations. He finds great joy in his family—his wife, Marian Shockley (the schoolteacher on *The World Of Mr. Sweeney*), their daughters, Pat, 17, and Cynthia, 15, and their son, Mike, 13. They have a lovely Tudor home in Greenwich.

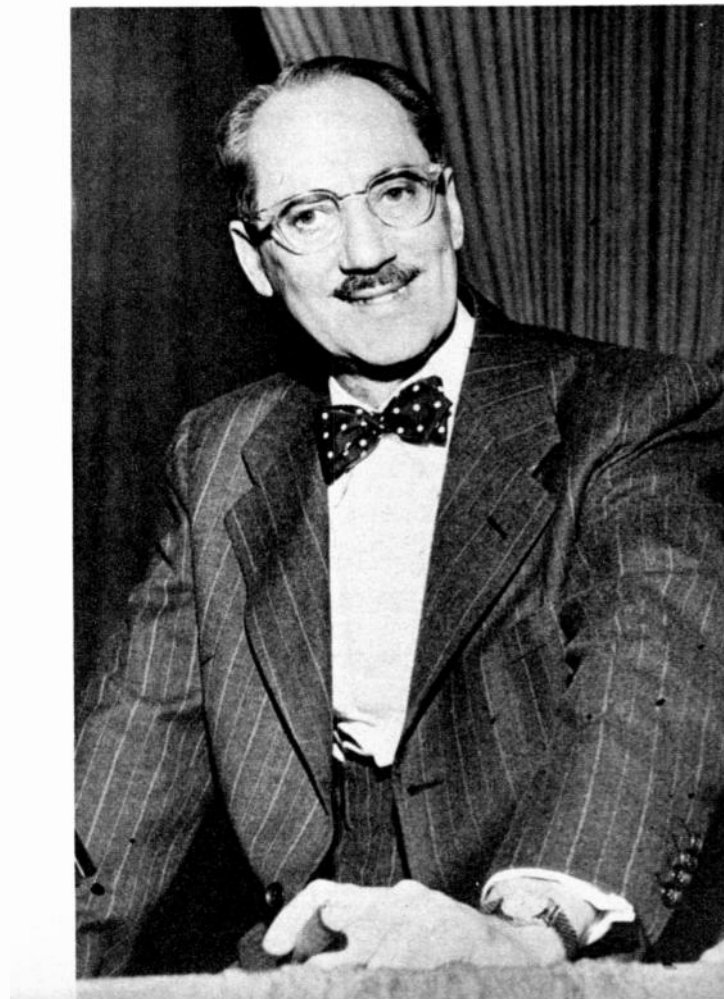


BERT PARKS

BERT PARKS figured it out last summer. He has given away more than five million dollars on ABC-TV's *Break The Bank* and *Stop The Music*. Says Bert, "If, when I was earning seven dollars a week back in Atlanta, anyone had told me I'd make my own living giving away money, I'd have looked around for the men in the white coats." While both shows make entertainment, rather than need, the criterion when choosing a contestant, Bert is always happy when he later learns the money has solved someone's pressing problems. In his private life, there are three Annettes: His wife, whom he married in 1943; his daughter, born in 1949; and his boat, which is his favorite hideaway when he wants to get out of the spotlight. He counts as crew his twin sons, Joel and Jeffrey, now nine years old and eager to learn all the seamanship which Bert can teach them. His home port is on Long Island Sound, near New York City.

GROUCHO MARX

GROUCHO MARX turns a tart tongue to contestants on *You Bet Your Life*. When a model confided she began her career at fourteen, he snapped, "That's an awkward age—too old for talcum powder, too young for wrinkle cream." But he has a soft heart for his daughter Melinda, now nine years old. After introducing her on his own program, he proudly sang a duet with her on the NBC-TV spectacular, "Show Biz." He followed a family tradition. His mother, Minna, a harpist and daughter of a magician, organized "The Four Marx Brothers" in 1910. It included, at various times, all five: Chico, Gummo, Harpo, Zeppo and Groucho. The latter's two older children, Miriam and Arthur, are Hollywood writers. Arthur, doing his father's biography, contended Groucho was a sentimentalist who liked to pass himself off as a disillusioned realist. "Why, is something only he can answer." Said Groucho, "And I'm not going to. My racket is asking questions, not answering them." Groucho began doing *You Bet Your Life* on NBC Radio in 1947, added the television show in 1950.



who's who in **QUIZLAND**



JAN MURRAY

JAN MURRAY, who ticks off the precious minutes of NBC-TV's *Dollar A Second* with suspense-building questions, learned his rapid-fire comedy in some of the toughest of training schools—the Catskill resorts (the famed Borscht circuit), burlesque, night clubs and conventions. All are places where the “life of the party” type vies with the emcee for audience attention. None, however, was as difficult as his first self-imposed assignment: Keeping his invalid mother entertained. Today, Jan finds domestic bliss at Woodmere, Long Island, with the former Toni Kelly, the Copacabana show girl he married, and their children, Celia, who is five, and Howie, who is four, and Diane, the baby.

GEORGE DeWITT

GEORGE DE WITT, new quizmaster of *Name That Tune*, on CBS-TV, not only pops the questions but also vocalizes the song clues. Born in Atlantic City, December 20, 1922, he found strong muscles as great an asset as a strong voice when first he gained a foothold in the Boardwalk night spots as a singing waiter. He graduated to the position of band vocalist before his love of adventure impelled him to join the Norwegian merchant marine. Jumping ship at Liverpool, he enlisted in the Royal Air Force, then transferred to the United States Army Air Force. Mustered out, he went on the USO circuit. Theater and night-club engagements led to guest appearances on television and, eventually, to his own show.



HERB SHRINER

HERB SHRINER, for all his easy Indiana ways, chalks up high-pressure accomplishments. On "vacation" from CBS's *Two For The Money*, he played Las Vegas and commuted daily to Hollywood to star in "Meet The Governor." To wipe out his early disappointment over having people prefer his talk to his harmonica, he formed a harmonica band to record his first Columbia disc: "It's the Talk of the Town" and "Tumbling Tumbleweed." In his Westchester, New York, home, he took the lead in a current "life with father." When the Hoosier, his wife Pixie, his daughter Indy (and you know what she's named for)—together with his twins, Kin Hubbard Shriner and Will Rogers Shriner—are all under the same throbbing roof, they make the adventures of those original redheads, the Clarence Day family, seem most Victorian indeed and very, very calm.

JACK BAILEY

JACK BAILEY, for ten years the emcee of Mutual's *Queen For A Day*, auditioned for Ralph Edwards' *Truth Or Consequences*, on NBC-TV and Radio, with a palette, paintbrush and a half-completed canvas—but without realizing that Ralph, then a guest at the same dude ranch, was doing more than kibitzing the painting. Edwards decided Jack was just the one to inspire contestants to enthusiastic foolery, thus his shout, "You haven't told the truth so . . ." has brought chills and thrills ever since. Born in Hampton, Iowa, Jack studied drama in New York but has worked at jobs ranging from cook to carnival barker. His wife, Carol, has decorated their home with his paintings. Music is a hobby—and also writing cookbooks!



who's who in QUIZLAND

WARREN HULL

WARREN HULL, host of *Strike It Rich*, was born in Gasport, a little town in the fruit-growing area of upper New York, and has been known to refer to himself as "an apple knocker from 'way back." He also is an urbane member of the entertainment world, having starred in Broadway musicals, some forty motion pictures and many radio programs. But his small-town neighborliness supersedes his sophistication whenever a needy contestant appears on *Strike It Rich*, over CBS-TV. On this "program with a heart," Warren's is the first heart to be touched. He says, "Some have so little faith in themselves, it's my duty to give them hope and confidence." Like Walt Framer, creator of the show, he is happy to see people get a new start with cash prizes and the gifts which come in via the Heart Line. Warren, who had three sons when he married Sue, a widow with three daughters, lives in Scarsdale, New York.



THE BIG PAYOFF

THE BIG PAYOFF brings two charmers to TV screens—Randy Merriman and Bess Myerson. Randy, the man who pops the questions which enable the male contestants to win luxury prizes for the women they love, was born in North Dakota and reared in Minnesota. At sixteen, he ran away to join the circus and became prop boy, barker, ticket taker and, finally, a clown in the ring. As a member of a male quartet, he played the vaudeville circuit and, in 1934, married Evelyn Kuehn, the girl singer who worked with them. He entered radio in Minneapolis and last summer received an enthusiastic civic welcome from his home town when he brought *The Big Payoff* there for a week of broadcasting. The Merrimans have three children, Susan, Michael and Tom. They live in Garden City, Long Island. . . . Bess Meyerson, "the lady in mink" who makes her dramatic entrance wearing the fabulous coat which is the show's grand prize, won her Miss America title in 1945, the first year that talent, as well as beauty, was a requirement. She plays the piano and flute and has appeared with the New York Philharmonic. She's married to Allan Wayne, and their daughter Barbara now is seven years old. Bess, an excellent cook, takes pride in preparing the family's dinner every evening. They live in New York City. Allan is a doll-company executive.



DENNIS JAMES

DENNIS JAMES has been a headliner ever since television's "ice age"—those early days when he coaxed guests to appear by promising, "No one will see you. Besides, if you help me out here, I'll have you on my radio show." He also was one of the first to realize women viewers were important. Assigned to cover wrestling, he directed his comments to the girls at home and his "O. K., Mother?" became the first catch phrase popularized by television. Today, he guides two programs. *On Your Account*, seen daily on CBS-TV, specializes in turning good deeds into chain reactions. *Chance Of A Lifetime*, on ABC-TV, gives talented professionals a boost toward success. Dennis—born Demi James Sposa, in Jersey City—was a star athlete who intended to be a physician. His brother, Lou Sposa, became one of television's first directors and Dennis caught the broadcasting fever. He's married to the former Marjorie Crawford. They live in New Rochelle.

LOVE STORY

THE HOST of *Love Story*—formerly *Welcome Travelers*—is the same cheerful young fellow once known as "Smiling Jack Smith." It all began when, with two Hollywood high school classmates, he went to the Cocoanut Grove to hear The Rhythm Boys—Harry Barris, Al Rinker and Harry Lillis Crosby (Bing, to you). "We copied their style and, at the end of their engagement, auditioned as replacement." Jack's own traveling is done with his wife, Vickii, when they go to Europe to see the Dutch girl, Johanna Leidjekker, and the Belgian boy, Maurice Boonan, they adopted through the Foster Parents Plan. . . . *Welcome Travelers'* hostess, Pat Meikle, and her husband, Hal Cooper, have made television a family affair. Hal was a child star in New York radio who broke off his early career to attend the University of Michigan. Pat, who lived in Ann Arbor, also began her acting career early, appearing in community-theater plays and working as an apprentice in the Ogunquit, Maine, summer theater. As university students, the two were too busy arguing the relative merits of commercialism and art to be romantic, but, after Hal received his Navy commission and went to sea, he proposed to Pat in an eighteen-page letter. They were married during the war. They have an infant daughter, Beth, and a house in Greenwich Village.



ALWAYS TOPS!

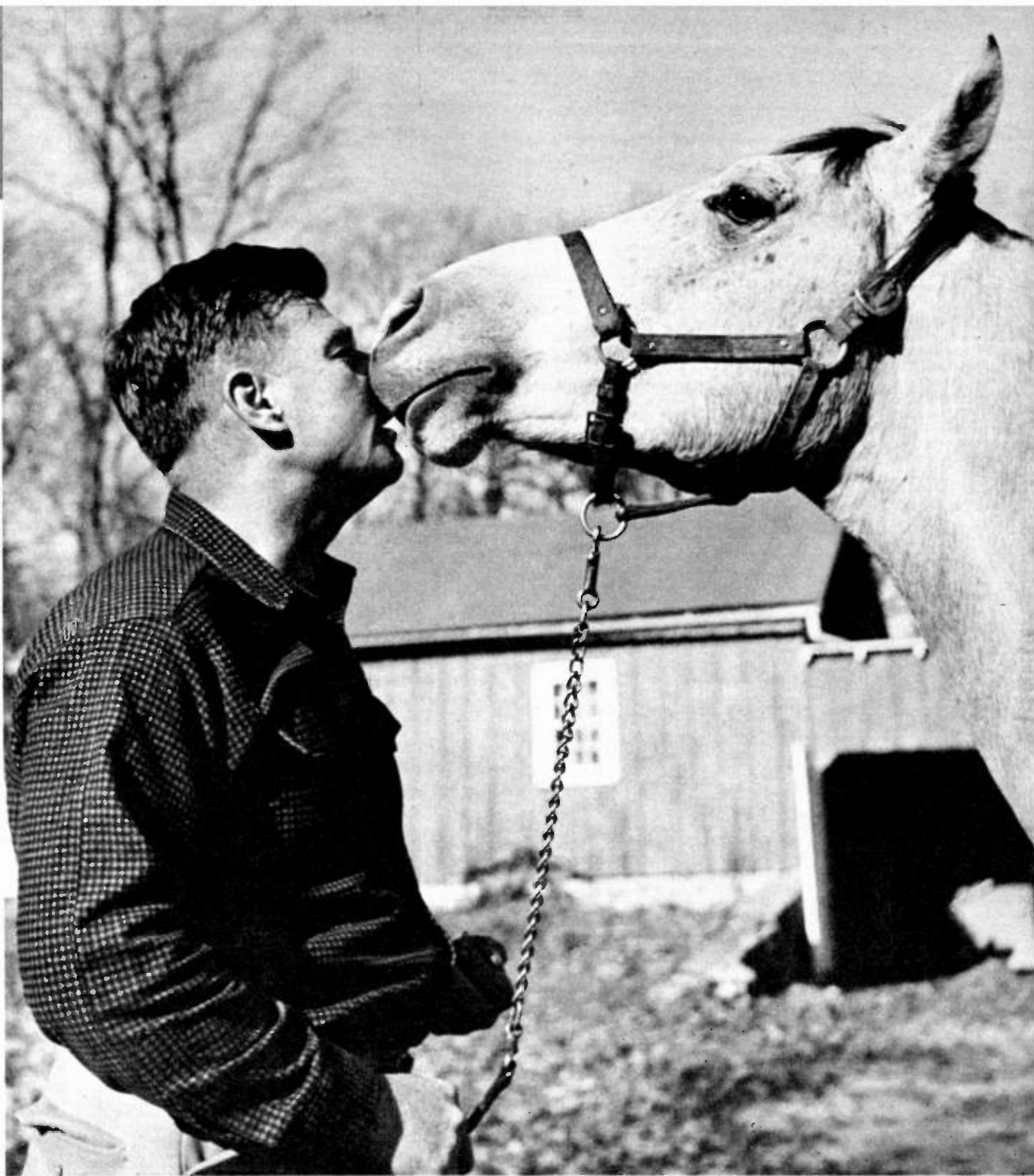
**That's Godfrey, of course, who
gathered all America
to his airwaves "round table"**

THE "FRIENDS" were fewer. Arthur Godfrey fired nine. Sound and fury filled the press and air as he traded punches with his critics. But, as always happens in America, when detractors too violently belabor a hero, his defenders also arose to cite the record. So doing, they further revealed the wide influence of this gifted, controversial man. In entertainment: Admittedly, most of the ex-Friends are launched on profitable careers, but others he has showcased on *Talent Scouts* also struck stardom—Eddie Fisher, Vic Damone, Rosemary Clooney, Denise Lor, Wally Cox are just a few. . . . Some of his unpublicized charities came to light: He spends \$100,000 a year to present 30 aviation scholarships; he aids Henry Street Settlement in crowded Manhattan; the unrevealed total of his private gifts admittedly is high. His patriotic service was acknowledged: He helped get out the vote; he brought Armed Forces problems to public attention; he was called "the best informed amateur pilot in the U. S." . . . But, obviously, Godfrey has found this a time for reassessment. After 35 years of Navy service, he resigned his Reserve Commander's commission. He cut his broadcast schedule. Was "King Arthur" through? Had criticism and pain licked him? The answer was resoundingly true-to-Godfrey. He bought a new yacht; he planned "dressage" exhibitions for horse shows; he outlined new programs and public service crusades. And he also re-stated that courage which continues to inspire millions: "This hip of mine had me down something awful at one time. But not any more. I'm licking it by ignoring it. I haven't used crutches in months. Far as I'm concerned, I haven't got a handicap."

Modern "King Arthur"

Coney Island on TV: Arthur and Janette Davis are surrounded by McGuires and other "little Godfreys"





Off-TV interests: Godfrey's farm and fine horses in Virginia.

ARTHUR GODFREY was born in New York, Aug. 31, 1903, he went to school in Hasbrouck Heights, N. J., completed his education in the Navy. (After 35 years' service, he resigned his commission as Commander in the Reserve last June.) In 1928, shipmates dared him to enter a radio amateur contest. He found his first radio success in Washington, D. C.—and also permanent injury. A truck crashed his car, inflicting 47 fractures. Hospitalized for months, he studied radio, then changed to his present conversational style. Fired from the NBC station, he joined CBS. He has now been on CBS Radio for eleven years, on CBS-TV nearly that long. Except for occasional vacations, he works Monday through Thursday, spends most weekends with his wife, Mary, their daughter, Pat, and son, Mike, at his Beacon Hill farm down in Virginia. He also has an older son, Richard, from a previous marriage. Address: The Arthur Godfrey Office, 485 Madison Avenue, New York 22, New York.

*Jack Webb's Dragnet
gets the facts and holds
everyone spellbound*



Jack's at-home interests include his dachshund, jazz recordings and amateur movies.



Radio and TV's most famous policemen—Jack as Sgt. Friday and Ben Alexander as Officer Smith—are pals in private life, too.

OUR MAN FRIDAY



Dorothy and Jack were wed in Chicago a year ago, separated several times since.

JACK WEBB, a child of the Depression, was raised in what he calls "poverty and slime." His mother was a divorcee, and he never knew a father's guidance. At four, he nearly died of pneumonia. The asthma that followed left him too weak to play with other children, and much of his boyhood was spent alone. In the 1930's, the Webbs had to go on relief. With such a background, another boy might have turned to juvenile delinquency and crime. Jack, however, has always been on the side of law and order, and he has used all the power of radio, TV and films to urge others to do the same. As Sergeant Joe Friday on NBC Radio and TV's *Dragnet*, Jack is so convincing that many in his audience believe he's really a cop. People have even walked into Los Angeles police stations insisting that Sergeant Friday and no one else handle their case. This is a tribute not only to Jack's acting ability, but to the message his programs so urgently teach: *A policeman is the friend of every decent citizen. And the best law enforcement comes about when a community works with its police department.* Jack's own personal life is proof of another message that is just as urgent: *Environment is no excuse for juvenile delinquency. Will power can make a man rise above it. And success isn't a matter of where you're born. It's how hard you're willing to work.*

JACK WEBB was born April 2, 1920, in Santa Monica, Calif. He had to turn down a scholarship to attend college and go to work instead, clerking in a clothing store. From 1942 to 1945, he was a bomber pilot in the Army Air Force. After the war, he became a staff announcer at a San Francisco radio station, where he also created and starred in the successful radio series, *Pat Navak For Hire*. *Dragnet*, which he created and now produces, directs and stars in, has been on radio since 1949, on TV since 1952, and was seen on motion picture screens in 1954. Last year, he filmed "Pete Kelly's Blues." Jack has two daughters by his first marriage to Julie London, who divorced him in 1952. He later wed Dorothy Towne, a non-professional. Address: NBC-TV, Sunset and Vine, Hollywood, Calif.

ALWAYS TOPS!



Since visiting Europe last year, Eve and Brooks have been planning a return trip.

OUR MRS. BROOKS



Their ranch in California has become a haven of happiness for the Wests—Liza, Eve, Brooks, Douglas, Duncan and Connie.

Mrs. Brooks West, that is, who is even better known as Eve Arden

CONNIE BROOKS is an overworked, underpaid school-teacher. But worse, she's a bachelor-girl who can't seem to land her man. It's not for lack of trying. It's because she lives in a world where men never get the point, not even when she hits them over the head. And, if Connie's learned to cover up her failures with a wry shrug and a caustic quip, it's not because she's trying to be funny. It's just that her head keeps smiling at her heart. She could be a tragic figure. But, as played by Eve Arden on CBS Radio and TV's *Our Miss Brooks*, Connie's a howl, and audiences roar at her from coast to coast. In private life, however, no one feels sorry for Eve, and no one laughs at her. She has everything a girl could dream of having, and yet—no one begrudges her good fortune. They know she got it all herself, the hard way, by try-trying again. More than anything else, Eve wanted children—a house full of them. She married, set up the right kind of home, but no babies

came. Undaunted, she began adopting them. First, Liza—now ten, then Connie—now eight. But then, even Eve had to admit defeat. Seven years of trying wasn't enough to keep her marriage from ending in divorce. Curiously enough, it was her children who urged her to try again. She met Brooks West (best known for his TV role in *My Friend Irma*) in 1950, when she was playing summer stock. He not only loved Eve, he loved the children who were part of her. After watching them for two years, Liza and Connie couldn't stand it any longer. "Why don't you get him?" they asked Eve. And so, unlike *Our Miss Brooks*, she did! In May, 1953, the Wests adopted four-month-old Duncan Paris. And then, the following year, it happened. After eleven years of marriage, Mother Eve gave birth to a baby of her own. Douglas Brooks West was born on September 17, 1954. But Eve still wants more. There's so much love in her, there just aren't children enough to use it all up.

EVE ARDEN was born in Mill Valley, Calif., on April 30, 1914. As Eunice Queden, she made her first stage appearance at seven, doing a dialect rendition of "No Kicka My Dog" before the Outdoor Art Club. At sixteen, she became an actress in a touring stock company. Three years later, her performance in a Pasadena Playhouse musical caught the eye of Lee Shubert, who engaged her for the "Ziegfeld Follies of 1936" (also 1938). A screen test landed her a role in "Stage Door." After making several more pictures, she returned to Broadway, playing opposite Danny Kaye in "Let's Face It." During the next eight years, she made some thirty movies before becoming *Our Miss Brooks* on radio in 1948, on TV in 1951, and in motion pictures, in 1956. Address: CBS, TV City, Hollywood, Calif.

ALWAYS TOPS!

Ernie from Tennessee

*Mr. Ford makes music—and some
mighty good “home-grown” sense*



Tennessee Ernie's California family includes wife Betty, sons Brion and "Buck."

THE GOVERNOR of Tennessee proclaimed May 29, 1955, "Tennessee Ernie Ford Day"—and Ernie, home for the first time since his skyrocket to fame, delivered himself of some of those "Ernie-isms" which are being accepted by his listeners as woodsy philosophy. His father, he asserted, had taught him many things: Patience—"is best learned on a farm. You can hurry your chores, but with your crops you've just got to wait six months. No amount of frettin' will bring them out of the ground any faster." Worry—"There's no place for it on a farm. A farm was made for work. Worry never helped crop nor calf. When you've got troubles, you do a little bit about it every day. The doin' will chase worry away." . . . Ernie recalled, too, how he learned that the pattern of life held both good and bad: "The preacher, my mom and dad and I used to go to the jail to visit the prisoners—everything from murderers to chicken thieves. When they joined in the singin' their faces lit up and they sounded real nice—you couldn't tell which were the hardened criminals. They all had a soft spot somewhere." . . . To Ernie, the things which give meaning to life are faith, family, friends. Wife Betty, too, believes these never change. Holidays are occasions to get relatives together. Says Ernie, "We feel right lonesome if we don't get more than fifteen or twenty around the table. And we try to have the same kind of spread—still eating high off the hog." Success hasn't changed Ernie Ford. He's still a homespun philosopher from Tennessee, who believes in making sense, as well as making music.

ERNEST J. FORD was born Feb. 13, 1919, in Ford Town, Tenn., reared in Bristol and found his first announcer's job there. He studied voice at Cincinnati Conservatory, was an announcer in Atlanta and Knoxville. A bomber navigator in World War II, he later was stationed in California and there married his wife, Betty. He got his big break when, "just for the heck of it," he helped out on the programs of Cliffie Stone, Western music veteran, and went on to night-club engagements. His records sell in the millions and he does both the *Tennessee Ernie Ford Show* on NBC-TV and the *Tennessee Ernie Show* on CBS Radio. With their children Jeffrey Buckner, 5, and Brion Leonard, 2, the Fords live in Whittier, Calif., own a ranch near Clear Lake. Address: NBC-TV, Sunset and Vine, Hollywood, Calif.



Ralph from Colorado

This is your life, Mr. Edwards

—and an inspiration to others

WHEN, LAST FALL, *This Is Your Life* went on England's newly-opened commercial television, it marked the latest installment in a success story which began on a lonely Colorado farm where pay-admission entertainment was almost unobtainable. Rancher Harry Edwards and his family had to devise their own amusements. One they liked was the old game of Forfeits—where an object is held out of sight, to the chant of: "Heavy, heavy hangs over your head. Fine or superfine?" . . . Having battled his way up from poverty, Ralph Edwards was to remember this in 1940, when he had a different problem. His popularity had zoomed. He worked on 45 CBS network shows—too many to allow him much time with his bride, Barbara. What he needed was *one* show, and that a hit which he himself owned. He found it in his family's old game. Adapted by his agile mind, it became *Truth Or Consequences*. This program, with its delightful nonsense, helped unstuff the "stuffed shirt" era of radio, opened the way for the quiz programs—and led, eventually, to *This Is Your Life*, which brilliantly reveals the causes and crises which shape character in lives both great and small. . . . Edwards, for all his fame, continues to live in the "everyday" class. To him, a meeting of the PTA is as important as a conference with a celebrity. He loves his family—from Barbara and their three children right on through second cousins. His program staff adores him and would like nothing better than to spring a "This is your life, Mr. Edwards," on Ralph himself. Here, however, he balks. He has warned that, if they ever try it, it will really be the end!



Film star Bebe Daniels gets royal treatment from Ralph on TV's *This Is Your Life*.

RALPH EDWARDS was born near Merino, Colo., on a ranch which his father lost when a blizzard wiped out his herd. His mother then operated a creamery and the children helped out. When Ralph was 12, the family moved to Oakland, Calif., where—when he was 16—Ralph sold his first script to the radio station manager for the sum of one dollar. Work on KTAB, Oakland, paid his way through the University of California. He hitch-hiked to New York, slept on a park bench, then won a CBS staff-announcer audition, soon worked 45 shows a week. August, 19, 1939, he married Barbara Sheldon. In 1940, he turned the parlor game, Forfeits, into the fortune-making program, *Truth Or Consequences*. *This Is Your Life* originated in 1952. Address: NBC-TV, Sunset and Vine, Hollywood, Calif.

ALWAYS TOPS!

MORNING, NOON

Dave wakes 'em up, Arlene

keeps the home fires burning, and

Steve tops off a busy TV day

FROM THE alarm clock's first jingle until the TV screen darkens at lights out, this NBC-TV trio brings the world right into your own living room—they are the three whose personalities match the sights, sounds and events of the hours they cover. In the mornings, there is Dave—David Cunningham Garroway, son of a trouble-shooting engineer whose work took the family into 13 different cities before Dave finished grade school. They settled down in St. Louis while Dave finished high school and Washington University, but Dave remained the lad who always needed to *know*—who wanted to explore the new world brought by each dawn. . . . Bringing that world—its events, problems, achievements, frivolities, absurdities, jokes and music—to viewers via *Today* is, for Dave, the ideal assignment. While credited with being the epitome of “relaxed” television, he has always been restless. He tried to sell piston rings in Boston, taught astronomy at Harvard, wrote a book on pronunciation, failed to sell a single copy and signed on as an NBC page boy. After announcer's school, NBC farmed him out to its KDKA in Pittsburgh where he hit his stride as a special events reporter. He had just been promoted to WMAQ in Chicago when the Navy got him and he became the most seasick sailor who ever survived. They set him ashore at Honolulu to run a yeoman's school and a radio program. Returning to WMAQ after his discharge, he found he was low man on the totem pole, assigned to run a midnight program when he was sure no one listened. Quite reasonably, therefore, he played what he pleased, said what he pleased, and shortly became the most popular disc jockey in Chicago. . . . He learned television by working at WBKB, for free, in the pre-cable days and, when the NBC-TV network came in, he was ready to do his first hit show, *Garroway At Large*. When Pat Weaver, dynamic head of NBC, brought Dave to New York to open up the morning hours, *Today* soon became an

DAVID GARROWAY looks forward to visits from his daughter, Paris (pictured above), but his youthful marriage ended in divorce and today he lives a bachelor's life in a Manhattan penthouse. He was born in Schenectady, N. Y., lived in 13 different cities before finishing grade school. He's a sports car enthusiast and a skilled mechanic. He likes to travel abroad.



and NIGHT

American institution. Dave's private life—whatever he has time for—centers around his automobiles and travel. He has a daughter, Paris, but his youthful marriage ended in a wartime divorce. . . .

Arlene Francis, the only femcee of the trio, is a fitting symbol of the happy here and now—*Home*. Daughter of a gifted and prosperous photographer, she overcame family objections to a stage career when she entered what her parents considered the more "respectable" field of radio. She went on to star in Broadway plays and today deftly combines the two careers of performer and homemaker. She is married to actor Martin Gabel, efficiently runs their New York town house, and plans her day so there is plenty of time to share with her husband and their son, Peter. . . .

The son of a vaudeville team (Belle Montrose and Billy Allen)—and married to Jayne Meadows (herself a TV star)—Steve Allen is particularly well equipped to cope with *Tonight*. He's a quipster, a musician, a writer. He has lived and gone to school in cities all over America. But most of all, he is a child of Broadway—that crazy street of fame and failure, of brilliance and bust. And he gets them all at his microphone—from the hometowners who are sightseeing, to the hopeful entertainers who, for a few seconds, glow in his spotlight. It also is a place where the top people come . . . where Carl Sandburg once stated, "This is a warm and familiar setting," then sat down and took over an hour of the show, just talking as only he can talk . . . where jazz headliners sit in with Skitch Henderson's band for an on-the-air jam session, and where both hipsters and classicists rallied to help raise the money to save Carnegie Hall. It is, in short, one of those proverbial places of which it can be said, "If you stand there long enough, everyone you have ever known will pass by." For all of them, Steve Allen has an answer—sometimes sharp, sometimes sympathetic, but always entertaining—*Tonight*.



ARLENE FRANCIS was born in Boston, reared in New York, and had to overcome parental objections to enter radio. Star of many Broadway plays, she entered television early, became one of its wittiest and best-liked femcees. She and her husband, Martin Gabel, have one son, Peter (above). She's also well known on such programs as *What's My Line?*



STEVE ALLEN was born in New York City Dec. 26, 1921, spent his childhood traveling with his vaudeville-performer parents and attended 16 schools—ending up at Drake University in Iowa and Arizona State College. Previously married, he has three sons, David, Brian and Steve Jr. On July 31, 1954, he married glamorous TV star Jayne Meadows (above).

UNBROKEN MELODY



Perry's not making comparisons but Caruso, too, was an ex-barber.

*Perry Como kept on singing,
the audience relaxed—
and the ratings went wild*



With the Ray Charles Singers, Per runs a low-key, high-style show.



On Per's opening night: Howard Morris, Sid Caesar, Nanette Fabray, Carl Reiner.

LAST SEPTEMBER 17th, Perry Como stepped into the toughest spot in television. NBC was matching him against Jackie Gleason in the Saturday-night television sweepstakes. The easiest-going personality in the business was bucking the "hottest" comedian in TV. When *The Perry Como Show* made its debut, however, it was plain that, as far as its star was concerned, there was no contest on. He wasn't fighting other shows for ratings, he wasn't fighting his audience for laughs, he wasn't even fighting himself. As effortless as ever, he sang as always—sweet and unaffected. In the comedy skits, he merely played himself in real-life situations, revealing a quiet sense of humor and a happy sense of fun. Instead of closing with a bang, he broke all the rules for a variety show by singing his favorite hymn, "Abide With Me." Even when *The Honey-mooners* went on the air, his format remained the same. And yet, *The Perry Como Show* not only holds its own, its popularity is steadily mounting. All of which proves more about the public than it does about Como versus Gleason. It means that, even on a Saturday night, a growing audience appreciates an hour of relaxed entertainment that merely asks them to take it easy, smile, and listen to good music. It also means that a faithful public still wants the same thing it did over twenty-five years ago—a man with a God-given voice who sings as though the song is what's really important, not himself.

PERRY COMO was born May 18, 1913, in Canonsburg, Pa. A barber's apprentice at 11, he owned his own shop at 15. When he was 20—just two days after marrying Rose Bellino—he got an offer to go on the road with Freddie Carlone's band. With his wife's blessing, he gave up a trade that averaged him \$125-a-week to gamble on one that started him at \$28. In 1940, when the Comos were touring with Ted Weems' orchestra, Ronnie was born in Chicago. Three years later, in New York, Perry did a sustaining show for CBS. It was the start of one of the most durable careers in radio, TV, recordings and night clubs. The Comos now live at Sands Point, Long Island. Besides Ronnie, they have two adopted children: David, 10, and Terri, 8. Address: NBC-TV, 30 Rockefeller Plaza, N. Y., N. Y.

ALWAYS TOPS!



Cap hides the crew cut, Garry's "answer to Durante's nose."

SMILING HEART

IT DOESN'T matter where you live. If you've a telephone, there's always the chance that some TV program will call and ask you to answer the jackpot question. But many a night, all over the country, phones have rung and people answered. They find they're talking to a television star, all right, only he doesn't ask them questions. In fact, his call hasn't anything to do with a TV show. But, according to those lucky enough to get the calls, it's better than winning any jackpot. The star, of course, is Garry Moore—just about the friendliest guy in TV. He gets letters from people all over the country, and many are in trouble. Garry handles most of this mail in his office, but some he takes home with him. There, in the quiet of suburban New York, surrounded by his wife and two sons, he places his calls. They're all long-distance—person to person and heart to heart. He can't always help, but at least he can try talking his correspondents out of their troubles and cheering them up with a kind word. And, while his monthly phone bill is tremendous, so is his satisfaction. In fact, Garry thinks everyone ought to do it. "If you want to be happy for the rest of the day," he says, "just call up somebody right now and tell them that you love them." It's not only a way of being "very kind to each other"—as Garry always advises his TV audience—it's a way of being kind to yourself. For love alone can bring the inner peace which, no secret at all, is the secret behind Garry Moore's success.

Garry Moore would rather be kind than funny, any day of the week



Four for the show—Durward Kirby, Denise Lor, Ken Carson and Garry—are together for another season of fun.



Garry never upstages anyone, willingly lets children and pets steal the scene.

GARRY MOORE was born in 1939, when he held a contest on the *Club Matinee* radio show to find himself a new name. He got the old one, Thomas Garrison Morfit, back in Baltimore on January 31, 1915. Only eighteen when he became a writer for local station WBAL, he became a performer when he was forced to substitute—at the traditional last minute—for the ailing comedian on a variety show. After successfully teaming with Jimmy Durante on radio, he emceed *Take It Or Leave It*, later took over *Breakfast In Hollywood* for Tom Breneman. Now celebrating his sixth year in TV, he's won five TV Radio MIRROR Awards. In addition to his daytime show on CBS-TV, he moderates Wednesday night's *I've Got A Secret*. His hobbies are sailing, golf, records. Address: CBS-TV, 485 Madison Ave., New York, N. Y.

ALWAYS TOPS!

BREAKFAST with DON

*Leave it to McNeill and his pals
to start your day with mirth
and melody, over that "second cup"*



Sam Cowling has been with Don 19 years, and most of the *Club's* humor is generated by or about him.



Don's stock in trade is old-fashioned friendliness and, after twenty-three years, "Each program for me is a premiere."

LAST June twenty-third, *Don McNeill's Breakfast Club* celebrated its twenty-third anniversary. With 6,362 consecutive broadcasts, it was the oldest, most successful daytime variety program on the air. To listeners all over the United States and Canada, however, it is more than a radio show. It's a real club, over nine million members strong—a daily "get-together time for all who smile before breakfast and then can't break the habit all day long." Each month, some ten thousand members write from all over the world. Each year, some two hundred thousand visit the Terrace Casino of Chicago's Morrison Hotel, where Don and his pals do their broadcast. It's all for fun, of course, and "get-together time" is synonymous with "a good time for all." But the thing that has held Breakfast Clubbers together all these years is a real working philosophy: "Live life to the very hilt. Make every day a real experience in making friends and in gaining knowledge so that all the succeeding days will only be that much fuller." And each morning, nine million members pause over their second cup of coffee for twenty seconds of silent prayer and join Don as he asks God for "a world in peace."

DON McNEILL was born on December 23, 1907, in Galena, Ill. Three years later, his family moved to Sheboygan, Wis., where Don was raised. In 1925, he enrolled at Milwaukee's Marquette University School of Journalism where he studied to be an editorial cartoonist. At the school's annual Christmas party, he met Katherine Bennett—the same beloved Kay that Breakfast Clubbers have been hearing about for so many years. In 1928, one year before graduation, he broke into radio at \$15 a week by sweeping out the studio and filling in for announcers at a local station. In 1930, he became radio editor and announcer in Louisville, Ky., then moved to San Francisco where he married Kay on September 12, 1931. They have three sons. Address: Don McNeill Enterprises, 105 West Madison, Chicago 2, Illinois.

ALWAYS TOPS!

Kukla, Fran And Ollie
is more than make-believe
for Burr Tillstrom and his
enchanted "little people"



In the usual order: Kukla, Burr, Oliver J. Dragon and Fran Allison.

A TOUCH OF MAGIC

ALL THE world's a stage, and all the men and women merely players." Shakespeare said it, but a young man in Chicago proves it—five evenings every week, over ABC-TV. He not only shows us all the world on a tiny television stage, but all the men and women in it—except Fran Allison, who's proved her own wit and humor as "Aunt Fanny" on Don McNeill's *Breakfast Club*—are Burr himself. But the magic of *Kukla, Fran And Ollie* is not that "one man in his time plays many parts." It's that each part Burr plays is all of us, too. Kukla, that "thing of shreds and patches" (and Burr's own heart), is every gentle soul who's never lost his innocence, who loves so much he can't bear to see anyone hurt. And Ollie—that one-toothed dragon who never frightens anyone but himself—is every man with a mouth just big enough for putting his foot in. Madame Ooglepuss is every fading belle who ever took it out

on culture, and Colonel Cracky is every "professional Southerner." Even Paul Pookenschlagl, that newcomer to the Kuklapolitans—well, it isn't true, as some have whispered, that he's really Marlon Brando. He's every serious-minded young actor of the day who studies his art in a gymnasium—with a boxer for a diction teacher. And the things that happen to these people are the things that happen to all of us. Ollie bets on the Yanks in the World Series. Buelah Witch is *that way* about Paul Pookenschlagl—and Paul Pookenschlagl is *that way* about his career. And, when it happens to the Kuklapolitans, it's funny. We laugh at them, and suddenly—we're laughing at ourselves. Our own world, which had grown out of proportion, is suddenly restored to size. Then we know that *Kukla, Fran And Ollie* are right: There's no problem so serious it can't be cleared up with a song, a smile, a belief in make-believe.

BURR TILLSTROM—or "You-Know-Who," as he is called backstage—was born in Chicago on October 13, 1917. Kukla was born in 1936, when Burr was making \$21.25-a-week performing at the WPA-Chicago Parks District Theater, and now resides permanently on Mr. Tillstrom's right hand. Oliver J. Dragon, baritone, was born several years later at Dragon Retreat, Vermont, and is now at home on Mr. Tillstrom's left hand. Fran Allison isn't saying when she was born, but intimates it was a great deal later than Madame Ooglepuss. In 1947, *Kukla, Fran And Ollie* celebrated "You-Know-Who's" 30th birthday by their TV debut on Station WBKB. Fran is wed to Archie Levington, music publisher. Burr and the kids are wed to their art. Address: c/o Beulah Zachary, Rm. 2426, Daily News Bldg., 400 W. Madison, Chicago, Ill.

ALWAYS TOPS!

the Name

*But it was more than Irish luck
which made Ed's show even
bigger than "toast of the town"*



Ed and his wife Sylvia are celebrating their 25th wedding anniversary in 1956.

ED SULLIVAN was born in New York City, September 28, 1902, reared in Port Chester, N. Y., and has spent thirty years on metropolitan dailies as a reporter and Broadway columnist. Serving as emcee on charity events, he drifted into show business. His radio program began in 1932 and he introduced Jack Benny, Irving Berlin and Jimmy Durante to the air. This year, Ed and Sylvia will celebrate their twenty-fifth wedding anniversary. Their daughter Betty, married to Navy Lt. (j.g.) Robert H. Precht, has presented them with two grandchildren: Robert Edward, now two years old, and Carla Elizabeth, born last September. Address: CBS-TV, 485 Madison Ave., New York, N. Y.

ALWAYS TOPS!

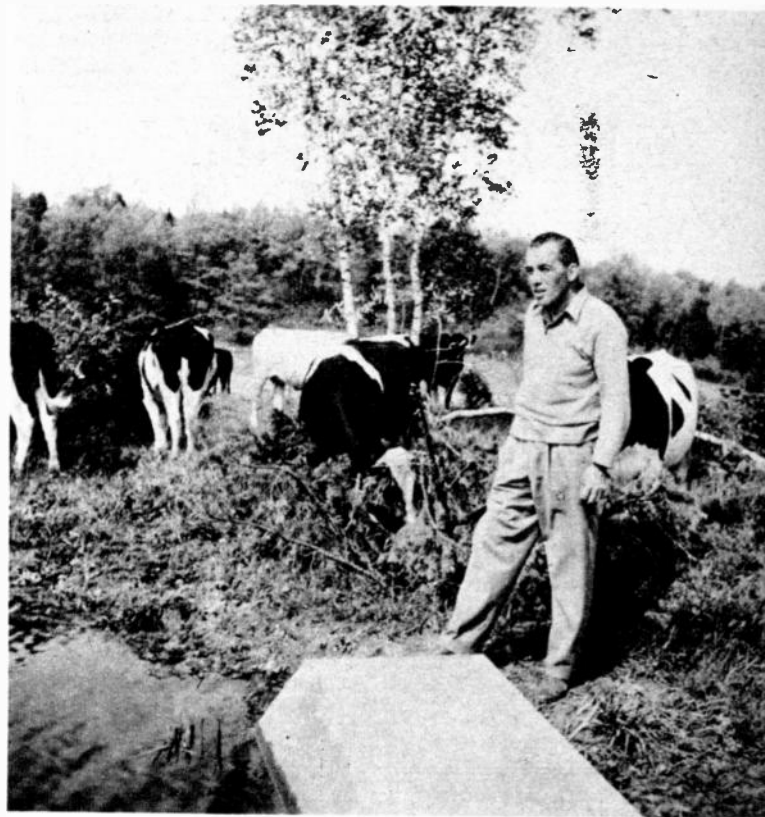
is SULLIVAN



IT'S OFFICIAL NOW. Ever since that Sunday-night dazzler bowed in on June 20, 1948, the public—which has a way of ignoring formal titles and applying its own names to favorites—has referred to *Toast Of The Town* as “Ed Sullivan’s Program.” Last September, CBS executives agreed and it became, officially, *The Ed Sullivan Show*, a tribute to the man who travels more than 100,000 miles a year to seek out new talent, conduct charity drives or make personal appearances. In private life, too, this has been a banner year for Ed. To the surprise of all his friends, he bought a farm near Southbury, Conn., and—whenever he could escape from the duties imposed by television and his Broadway column, “Little Old New York”—he enthusiastically played the country squire. This astonished people who believed Ed and his wife Sylvia to be the most confirmed of city-dwellers. All their married life, they have lived in furnished hotel apartments—first at the Astor, later at the Delmonico. Aside from a few personal keepsakes, they seemed to regard possessions as things to be given away or disposed of as quickly as possible. Now, suddenly, Sylvia shops for linens and stows away canned goods. Ed has nearly forsaken golf in favor of fence-building and mulls the merits of assorted tractors, harvesters and dairy equipment. Not the least of the farm’s charms is the fact that the house holds a separate apartment, ready and waiting for his daughter Betty, her husband Bob Precht, and their two children, whenever they find time to visit.



Contrast is the keynote of Ed’s life these days—from busy TV rehearsals and the hectic life of a Broadway columnist in the city—to the poolside quiet at his new country home.



The man who knows all the secrets of show business now spends his spare time studying animal husbandry, soil conservation and many subjects of interest to “gentleman farmers.”

Royal Jester



She gave him roots, and Miltie first called her "Root." Now, her nickname is "Rocky."



Milton Berle climbed the peaks of laughter to a mighty throne on TV

LAST YEAR, Milton Berle moved from New York to Hollywood. It wasn't merely to do his new NBC-TV series from the West Coast, but to set up his own motion picture company as well. The first production, he announced, would be "Sandra," the story of his late mother's life—based on the "trials and tribulations of making her son into an actor." It has all the makings of a film classic, for Sandra Berle has long been a legend of show business. "She had to work as well as take care of the house and all us kids," Milton recalls. "Mother became a department-store detective. I doubt if she ever made over seventy-five cents an hour and sometimes our whole dinner would consist of a nickel's worth of rice. She'd take me around to the booking agents, too. If I got an engagement, she was there with me, coaching, encouraging, leading the applause." He

still remembers the time they couldn't pay the two-and-a-half dollars a week for the piano. "My mother told the man, 'If you take it, you'll have to take me too.' Then she climbed on top of it and wouldn't budge. They didn't take the piano." For all its heartbreak, the Sandra Berle story has a happy ending. The triumphs she shared with her son more than made up for their early struggles, and she lived to see him crowned "Mr. Television" himself. Before she passed away, at seventy-seven, she had the further satisfaction of knowing that her son had finally found a "Rock of Gibraltar" to take her place. Just six months before, Milton married Ruth Cosgrove—a girl she loved as much as he. It is a tribute to the two most important women in his life that his first film idea is "Sandra," and the name of the producing company Milruth—in honor of his wife.

MILTON BERLE was born in New York City on July 12, 1908. At five, he made his professional debut as the baby Marie Dressler clutched to her bosom in "Tillie's Punctured Romance." This was at the old Biograph Studios in Fort Lee, N. J., where he appeared in fifty other silent films. At ten, he staged his first benefit show when he entertained to sell Liberty Bonds during World War I. Since then, he has raised many millions of dollars for a variety of worthy causes. His act at New York's famed Palace Theater in 1931 was so successful that it launched him in a starring career that included almost every phase of show business: vaudeville, night clubs, films, musical comedy, radio. He debuted on TV on June 8, 1948, has a daughter by a former marriage. Address: NBC-TV, Sunset and Vine, Hollywood, Calif.

ALWAYS TOPS!

Clown Princess

*Martha's been down but never out—
and she's always kept 'em laughing*



MARTHA RAYE still remembers the party she gave in Hollywood—to celebrate being fired. Paramount had lifted her option, but she decided to laugh it off, so her friends wouldn't worry or think she was down. "I invited everybody I knew," she recalls. "I had it catered. I had bars and bartenders and waiters all over the place, food and liquor enough for an army. And nobody came. That's when I promised myself that, someday—if it took me till I was eighty—I'd be on top again. I'd be in a spot where, if I gave a party, people would turn up, by heaven!" It didn't take till Martha was eighty. Last season, she signed a fifteen-year contract with NBC that guarantees her over ten million dollars. It also insures that people will turn up, by heaven, at any party she may choose to give. Only, somehow, parties have lost all significance—ever since she lay in a Miami hospital, nearly dead of pernicious anemia. In need of constant transfusions, her friends—her *real* friends—rushed to donate their blood. People she scarcely knew—waiters, busboys, dishwashers, patrons from the clubs, even an entire Marine battalion. And that's when Martha understood that a few "names" may have deserted her, but not the millions who really matter, who really love her.

MARTHA RAYE was born while her parents—an Irish vaudeville team known as "Reed and Hooper"—were on tour. At three, she was already in their act. After working in theaters, night clubs, and Broadway musicals, it was her impromptu performance at Hollywood's Tropicana that led to her first film role. Director Norman Taurog spotted her and signed her for a Bing Crosby picture, "Rhythm on the Range." When the picture was released, she was a star. And "Mr. Paganini," the song she sang in it, was later to identify her in radio on the Al Jolson show. Martha is now in her fifth year as an NBC-TV star—her third as head of her own Tuesday-night show. She has a daughter, Melodye, by Nick Condos, her former husband and still her manager. Address: NBC-TV, 30 Rockefeller Plaza, New York, N. Y.



Come bouquets or brickbats, the important verdict is Melodye's: "Mummy is wonderful."



Martha referees a mock bout between Milton Berle and her TV boyfriend, Rocky Graziano.

ALWAYS TOPS!

Lewis has made a bigger thing out of "spectacles" than anyone else in show business—radio or TV



Bob's love—first, last, and always—is vaudeville, and he's proved it's still very much alive on TV.



When Lois Hunt was expecting her first-born, Bob proved a whiz at making "tiny garments."

ROBERT Q.

EVERYONE told Robert Q. Lewis he mustn't wear his spectacles on television. He would look stuffy, they cautioned, or maybe too solemn. It wasn't the thing to do. TV-struck Robert Q., who was willing to make any sacrifice for the camera, followed this advice just once. "I took off my specs and promptly fell right into the orchestra pit," he recalls. "I'd like to have broken my neck." He put them back on and they became his trademark. Turning presumed liabilities into assets is a habit with young Mr. Lewis. There were those who once dubbed him No-Talent. Robert Q. was the first to agree he could neither dance, sing nor act. But, he asserted strongly, he did love show business. This love became the foundation for his sure instinct for showmanship. He knows what the audience will like, for he holds the same

point of view as the audience. He's enthusiastic about the talents of other performers, particularly his classically-trained singers, Earl Wrightson and Lois Hunt. He also is deft in presenting them in the best possible light. He has proved that vaudeville shouldn't and couldn't die, but lives on, via radio and TV—incidentally reaping kudos and cash for Robert Q. For this, his audience adores him. Women fans deluge him with gifts, and not a few have proposed. Bachelor Robert Q. has been heard to remark wistfully that he would like to get married: "But the girl would have to understand show business . . . realize I might have to break up a bridge game to go to a rehearsal." There are such women, he contends. "My best friends have married them." Meanwhile, he keeps those spectacles polished as he looks around.

ROBERT Q. LEWIS was born in New York, on April 25, 1921, spent his childhood summers at Rockville Center, Long Island, organizing and operating a kids' theater in the garage back of the Lewis home. During the school year, he appeared on a radio show. He attended the University of Michigan, was a disc jockey in Detroit, and in 1941 landed an announcer's job in Troy, N. Y. After service in World War II, he began spinning platters on a local New York station. CBS hired him to do a local comedy show and work as a summer replacement. His most important replacing occurred when he was asked, in 1947, to substitute for Arthur Godfrey. Today, he's one of the network's busiest performers, emceeing *The Robert Q. Lewis Show* on both TV and radio. Address: CBS, 485 Madison Avenue, New York, N. Y.

ALWAYS TOPS!

“DESILU”

Lucille Ball and Desi Arnaz are more than a delightful team, more than even a happy family

WHAT HAPPENS after one reaches the top? That question first faced Lucille Ball and Desi Arnaz in 1953 when, on the birth of their real-life and TV babies, more persons tuned in to *I Love Lucy* than had ever before watched a television show. In 1955, it became apparent they had found their answer. While it was true that a rash of imitative programs, plus the public's constant desire for something new, had taken the edge off *I Love Lucy's* popularity, it still held a proud place among the first ten.

But Lucy and Desi were not sitting around talking nostalgically about the days when they held the peak. Through their Desilu Productions, they had gained full control of Motion Picture Center and its huge production facilities. While continuing to give *I Love Lucy* a full measure of their art and energy, they were also producing *December Bride*, *Those Whiting Girls* and other programs. They planned, they announced, to wind up *Lucy* within the next two years. Residual rights for re-runs would give them a fine income for a long time. Their new opus would be the *Desilu Playhouse*, hour-long shows which they would produce. Occasionally, they would also star in them. The often-fired little red-headed chorus girl and the peripatetic Cuban bandleader had become a flourishing, prosperous and well-managed corporation.

The reason behind these changes also came clear. With their prosperity, Mr. and Mrs. Desiderio Alberto Arnaz y de Acha III, their son, Desiderio IV, and their daughter, Lucie Desiree, had become a closely-integrated family—a family in which the parents put home life ahead of material success. Both held a sharp memory of the days when professional demands kept them separated for months at a time, when each spent a lonely Christmas in a hotel room—when, because of these separations, they once filed for divorce.


Now the center of their universe is their ranch home, where they enjoy their children, their pets and each other. Each has many home-based pursuits. Desi likes to invade the kitchen to cook such dishes as Ginger Beef and Bouillabaisse. He also likes to fish, ride and swim. He plays excellent tennis. He owns a cruiser, has studied navigation and received his skipper's license. Lucy likes to be the housewife. She knits, sews, cooks and sometimes will dismiss her domestic staff for the weekend to take over all the duties herself. These are also skills they will enjoy teaching their children.



No more lonely hours for Lucy and Desi, with son Desiderio IV and daughter Lucie Desiree!

LUCILLE BALL was born in Butte, Montana, reared in Jamestown, N. Y.—and got a cold welcome from show business. She was told in dramatic school she was wasting her time. Fired from her first four chorus-girl jobs, she became a model but was injured in a car crash and spent eight months as an invalid. Hollywood was only slightly more cordial, but eventually she co-starred in "Too Many Girls" with Desi Arnaz. Desi's father had been mayor of Santiago, Cuba, but the family fled to Miami following the 1933 revolution. Desi became a bandleader and actor. They were married Nov. 11, 1940, in Greenwich, Conn., and their early married life was turbulent. On October 15, 1951, their pace-setting situation comedy, *I Love Lucy*, went on CBS-TV. Address: Desilu Playhouse, 6633 Romaine, Hollywood, Calif.

ALWAYS TOPS!



Art and Lois with their five
"little" Linkletters: Sons Jack
(left) and Robert—daughters
Diane and Sharon (in front)
and Dawn (standing at right).

ART LINKLETTER was born July 17, 1912, in Moose Jaw, Saskatchewan, Canada, and was adopted by an itinerant evangelist and his wife. They came eventually to California, where Art worked his way through San Diego State College and started his radio announcing. Married in 1935, Link and his wife Lois can now gaze fondly at the five youngsters they have sometimes called their "family basketball team": Jack, 18; Dawn, 16; Robert, 11; Sharon, 9, and Diane, 7. Jack has his own radio show. Art emcees *House Party* daily on CBS-TV and Radio; also *People Are Funny*, at night-time on NBC-TV and Radio. Address: John Guedel Productions, 8321 Beverly Blvd., Los Angeles 48, Calif.

ALWAYS TOPS!



Art Linkletter made a promise to his Lois, and each anniversary pays a new installment of happiness

Years of Grace



His eldest son Jack is following in Art's footsteps, with a radio career of his own.

As HIS lovely young bride stood before the altar, Art Linkletter was making promises not to be found in the formal wedding service. He would give her, he told himself, everything . . . jewels and furs and trips to faraway places. Lois, too, was making a personal vow. She would give Art, an adopted child, a home of his own such as he had never had in his wandering boyhood. She would give him a family of his own, too. And, whatever else happened, she would always give him the constant support and encouragement of deep love.

On their twentieth wedding anniversary, Thanksgiving Day, 1955, they had the joy of knowing all those ambitious dreams had come true and that living them had brought many an adventure. The travel had come first, but not exactly as Art planned it. Art, who had been so proud of his \$150-a-month radio announcing job at the time of their marriage, had resigned it to work for the Texas Centennial. He had tucked into an oil-burning old jalopy and set out. He had decided there was a future in this emcee business. On their first anniversary, they were back in California. Art was

trying for a job at the San Francisco World's Fair, but it hadn't yet come through. They were homeless, cashless, jobless. The second year was unforgettable. Art had the job and Lois had their first baby. "Art gave me a wristwatch," she recalls. "That really was stretching things." But Art was starting to keep the promise made to himself. Each year he has given Lois something of value. "He's always gone overboard on our anniversaries," she says fondly. Discouraging as some of those early years were, there have since been red roses, turkey and a special gift on the Thanksgiving table.

The children, of course, are their greatest joy, but the luxuries, too, have come—the furs, the jewels, the lovely home. As for those faraway places, Lois is probably the world's most-traveling wife. A year ago, they flew completely around the world. They've been in South America, to Asia, and many times to Europe. They've danced on the beach at Waikiki and visited desolate refugee barracks in Pakistan. They'll see the Olympic Games in Australia this summer and the 1957 plan calls for a safari to Africa. Each year together brings a new installment of happiness for them both.

Nobody Tops His Act



Everybody loves Jimmy—wherever he is! But his “conscience” keeps him true blue to Mrs. Calabash—wherever she is!



Everybody wants to “get into the act,” but there’s only one Jimmy Durante

THEY CALL him The Great Schnozzola, but is that what makes Durante great—the size of his nose? Or is it the size of the man who stands grinning behind it? Without makeup, without malice, Jimmy gets his laughs simply by ridiculing himself. Even at sixty-three, he’s still the kid from Manhattan’s lower East Side. A little guy, all overcome by the injustice of it all, trying to make you laugh so it won’t get you down either. One minute, exploding like firecrackers—the next, strutting his stuff on the sidewalks, hopefully murdering the King’s English. Not as handsome as the other guys, he’s settled for being the clown. His voice is a raucous bid for attention, his laugh as hearty as any life-of-the-party’s. But, all the time, he’s aching for love. That’s why he smiles at you like an angel. That’s why his grin practically cuddles right up to you. For it isn’t the nose that’s shaped the famed Durante personality, it’s the heart. And if there’s a touch of sadness about him—there is about all the great clowns. He closes every

show by singing: “Goodnight, goodnight, goodnight—it’s time to say goodnight.” Then, donning his hat and coat, he opens the door in the back of the set and walks—a tired, gray-haired little man with a big nose—away from the cameras, past the beams of four spotlights, fading farther and farther into the distance till he’s swallowed up in the darkness. After forty-five years as a professional entertainer in night clubs, theaters, films, radio and TV, it’s Mr. Show Business himself who’s walking out that door. His mother and father, his three brothers and sisters, his wife Jeanne—all are gone now. So is Lou Clayton, his partner in the famous act of Clayton, Jackson and Durante. But for Jimmy, it may be time to say *goodnight*, but never goodbye. Not while there’s still another show to do. And next Saturday night he’ll be ‘back—some as ever—startin’ off each day with a smile as he struts toward the TV camera, ramming his nose into the living rooms of America—still the Great Schnozzola, the Great Lover, the greatest trouper of all.

JIMMY DURANTE was born February 10, 1893, the son of Rose and Barthelmeo Durante, Italian immigrants. He quit school in the sixth grade to sell newspapers and help in the family barber shop. At seventeen, he was piano-playing at Diamond Tony’s in Coney Island, later at a club where he accompanied a singing waiter named Eddie Cantor. In 1916, he organized a five-piece Dixieland Band. Then, with Jackson and Clayton, he formed the team that made night-club history in the Twenties. After a long career in motion pictures, his successful appearance at the Copacabana in 1943 led to his own radio show. In 1950, he won the Peabody Award. His current series, on NBC-TV’s *Texaco Star Theater*, calls for fifteen live shows, fifteen on film. Address: NBC-TV, Sunset and Vine, Hollywood, Calif.

ALWAYS TOPS!



Sweet dreams for David while Harriet, Ozzie and Ricky tiptoe up to mischief.

After 12 years on the air, Oz insists truth is stranger than TV.

It's a Family Affair



Ozzie, Harriet, David and Ricky aren't the only busy Nelsons!

OZZIE NELSON was four when he first appeared in amateur theatricals with his parents. Harriet was three when she acted in "Mrs. Wiggs of the Cabbage Patch." But their first child, David, beat them both. He was only two. It happened at the Palace Theater in Columbus, Ohio. Harriet, the featured vocalist with Ozzie's band, had just finished singing "The Kid in the Three-Cornered Pants" in David's honor. The applause was so unusually loud that she realized someone else was sharing the spotlight with her. It was David. He had broken away from his nurse and run onstage, where he was not only taking bows but applauding for himself. The theater manager came backstage afterwards and begged Oz and Harriet to use David in the show. They said no then, but—in one way or another—the Nelson children have been part of the act ever since. They started as script editors, advising the master-minds of *The Adventures Of Ozzie And Harriet* how two boys like themselves really talk and act in real life. Then, when

David was twelve and Ricky eight, they decided that, since many of *The Adventures* were about them anyway, why didn't *they* play the parts instead of professional child actors? Their parents agreed and, from then on, *The Adventures* were strictly a family affair. But a family can take in a lot of territory. Ozzie's brother, Don, is a writer on the show, and his wife, Barbara Eiler, frequently acts in it—as do their two little daughters. Alfred, Ozzie's older brother, is a successful dentist, but he also writes and thinks up ideas for the show. While Harriet's mother is often a character in *The Adventures*, she doesn't play the part. She much prefers seeing herself played by Lurene Tuttle. As for David and Ricky—while it's too soon to think about it—eventually they will get married. Oz was recently considering the possibility and the remark slipped out: "I just hope they're actresses." Harriet stared at him, shocked. "I mean," he said, "well, let's keep the family together." Ozzie grinned, but he was only half-kidding.

OZZIE and HARRIET NELSON married on October 8, 1935, are now celebrating the twelfth anniversary of their popular family series, seen every Friday night on ABC-TV. Ozzie was born March 20th, in Jersey City, N. J. At thirteen, he was the youngest Eagle Scout in America. At Rutgers University, he was a star quarterback and honor student. Graduating from the New Jersey Law School in 1930, he formed an orchestra that soon became a name band. Harriet was born July 18th, in Des Moines, Iowa. After graduating from high school in Kansas City, she appeared in musical movie shorts, then joined Ozzie Nelson's band as well as his family. David was born October 24, 1936; Eric (Ricky) on May 8, 1940. Address: Stage Five Productions, General Service Studios, Hollywood, Calif.

ALWAYS TOPS!



There's a harmonious bond between Joanne (Mary Stuart) and daughter Patti (Lynn Loring) in *Search For Tomorrow*.

LONG BEFORE the written word, the "storyteller" won a firm place in human activities. History was passed on from generation to generation by those with the skill to recite past events, and simple parables taught people how others had learned to face and solve their problems. For centuries, those with the special gift

have told their true-to-life tales by daylight, to make household chores go faster, to amuse restless children or soothe the sick. The seeds of modern drama were sown—not by lamplight or solely for those with the price of an evening's entertainment—but in the medieval "miracle plays" performed on village greens,

in bright sunshine, to instruct and inspire daytime audiences. Radio has been spinning its daily stories for more than two decades now. TV, of course, entered the field more recently. But both are carrying on a time-honored tradition of drama by daylight. . . . Oldest of TV's daytime dramas is *Search For Tomorrow*,

drama by daylight

Stories we all love have made these faces and voices among the best-known in the land



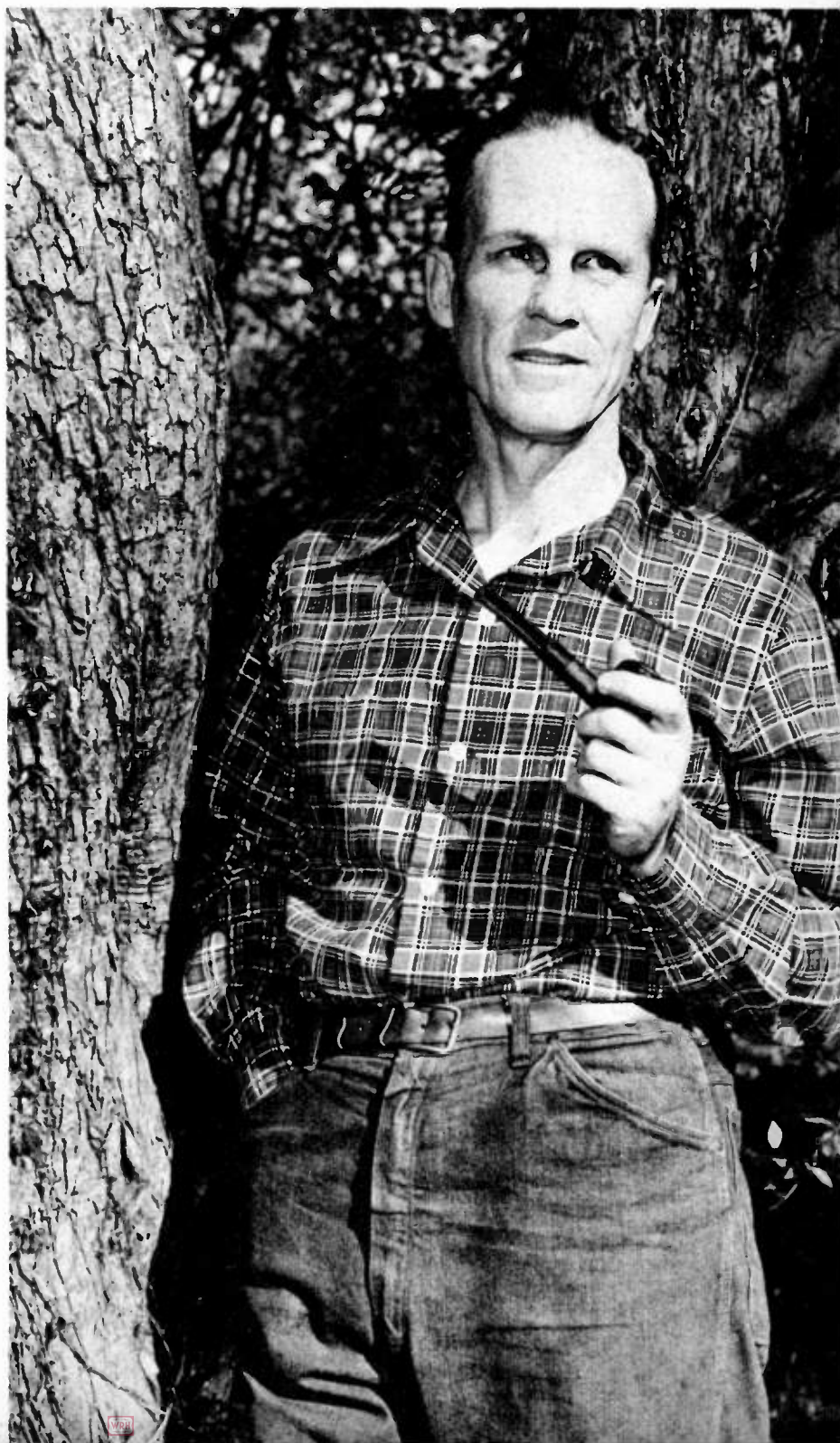
Teri Keane: Her voice evokes beloved memories for listeners.



Karl Weber: He brings new romance to *Search For Tomorrow*.

now in its fifth year. The past year has been a most exciting one, both on and off camera. First, widowed Joanne Barron remarried. Then Mary Stuart, who stars as Joanne, took maternity leave. It was the first child for the Oklahoma-bred star and her husband, TV producer Richard Krolik. Mary's so happy that it's a girl.

Don MacLaughlin might have been a doctor, like his dad. But he chose to be an actor—now he's Dr. Jim Brent in *The Road Of Life*.





Anne Elstner has three loves: Her role as *Stella Dallas*, her husband Jack Matthews, and their home beside a New Jersey lake.



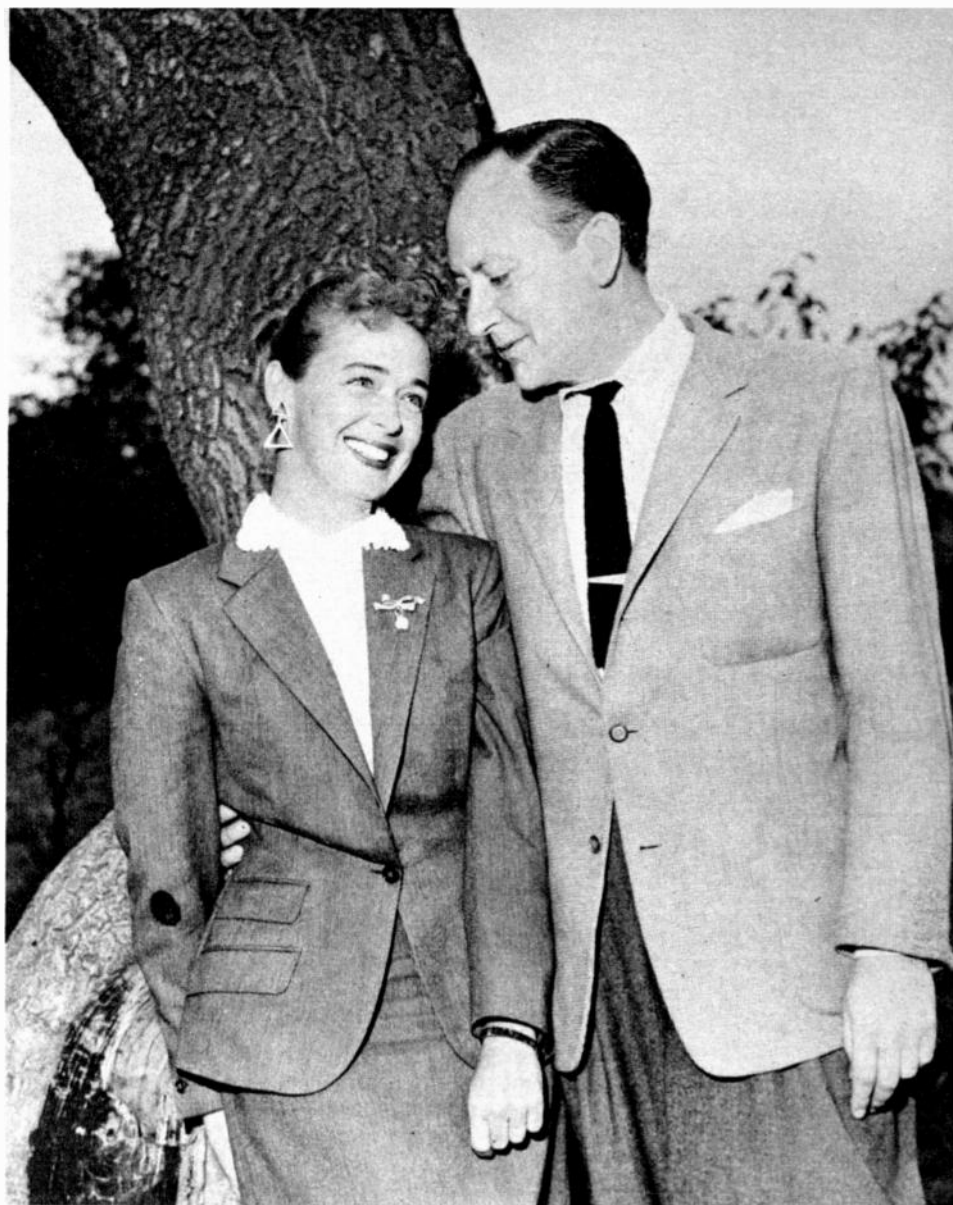
Vivian Smolen is *Our Gal Sunday*—and *Stella Dallas*'s daughter.

for she loves being "second mother" to little Lynn Loring—who plays Joanne's daughter Patti—and even teaches her the songs of her own childhood. Lynn herself, daughter of a New York attorney, is delighted to have a new "stepsister." On the air, she also has a new "stepfather," Arthur Tate—as played by Karl Weber, who has long been familiar to radio audiences and is actually married to his college sweetheart from Cornell College in Iowa. . . . **The Road Of Life**, which has had the same sponsor for almost nineteen years on radio, has a star who hails from Iowa, too. But Don MacLaughlin traveled a long, long way—as far as Singapore, working on a freighter!—before settling down to a quiet life as actor, husband, and father of three children. Don has a "new" wife on the air, however, now that Jocelyn Brent is played by Teri Keane. But Jocelyn's voice is still a familiar, beloved one, for Teri was Papa David's adopted daughter, Chichi, in radio's *Life Can Be Beautiful*. Teri is really the daughter of a noted Hungarian singer, born in Budapest, reared in New York, and has a little girl of her own. . . . Anne Elstner, star of *Stella Dallas*, is another who has traveled widely, but mostly in these United States—first, as a Louisiana-born lass who went to school in several other states, then touring the land as a successful actress on both stage and radio. When not busy as the worried mother of Laurel Dallas Grosvenor (played by Vivian Smolen), Anne relaxes in her gracious 200-year-old stone house with



British actor Alastair Duncan is perfectly cast as an English lord.

her husband, Jack Matthews, a former FBI agent. . . . Vivian Smolen stars in her own right as *Our Gal Sunday*, the poor Colorado orphan who married the rich English nobleman, Lord Henry Brinthrope, and settled down to make their home in Virginia. Vivian herself was born in Brooklyn and has been much too popular in radio, ever since she was 14, to travel very far from New York. Alastair Duncan, who is heard as Lord Henry, is a true Londoner—who not only had a distinguished career on the British stage, but appeared before audiences from Egypt to Australia. . . . *The Romance Of Helen Trent* takes place in glamorous Hollywood, and both Julie Stevens, who stars as Helen, and David Gothard, who is Gil Whitney, know the film capital well. Julie made her footlight and microphone debuts in her native St. Louis, but won a movie contract while appearing at California's famed Pasadena Playhouse. David Gothard was born in Illinois, but got his schooling in Los Angeles, where he got his start through amateur theatricals. He's still a bachelor, at latest report, but Julie is married to Charles Underhill and has a little girl. . . . Wendy Drew, star of *Young Widder Brown*, studied at Pasadena Playhouse, too, though she's a native New Yorker—born in Brooklyn. A bright youngster, who was graduated from high school at 14, Wendy got started early on an acting career, has really come into her own as Ellen Brown, who faces a lonely, troubled widowhood in the suspicious atmosphere of small-town gossip. . . . The



Helen Trent (Julie Stevens) and Gil Whitney (David Gothard) escape for a moment from those who would destroy their romance.

Wendy Drew began auditioning for roles in *Young Widder Brown* when she was 16—won the starring role itself when she was 23!



drama by daylight



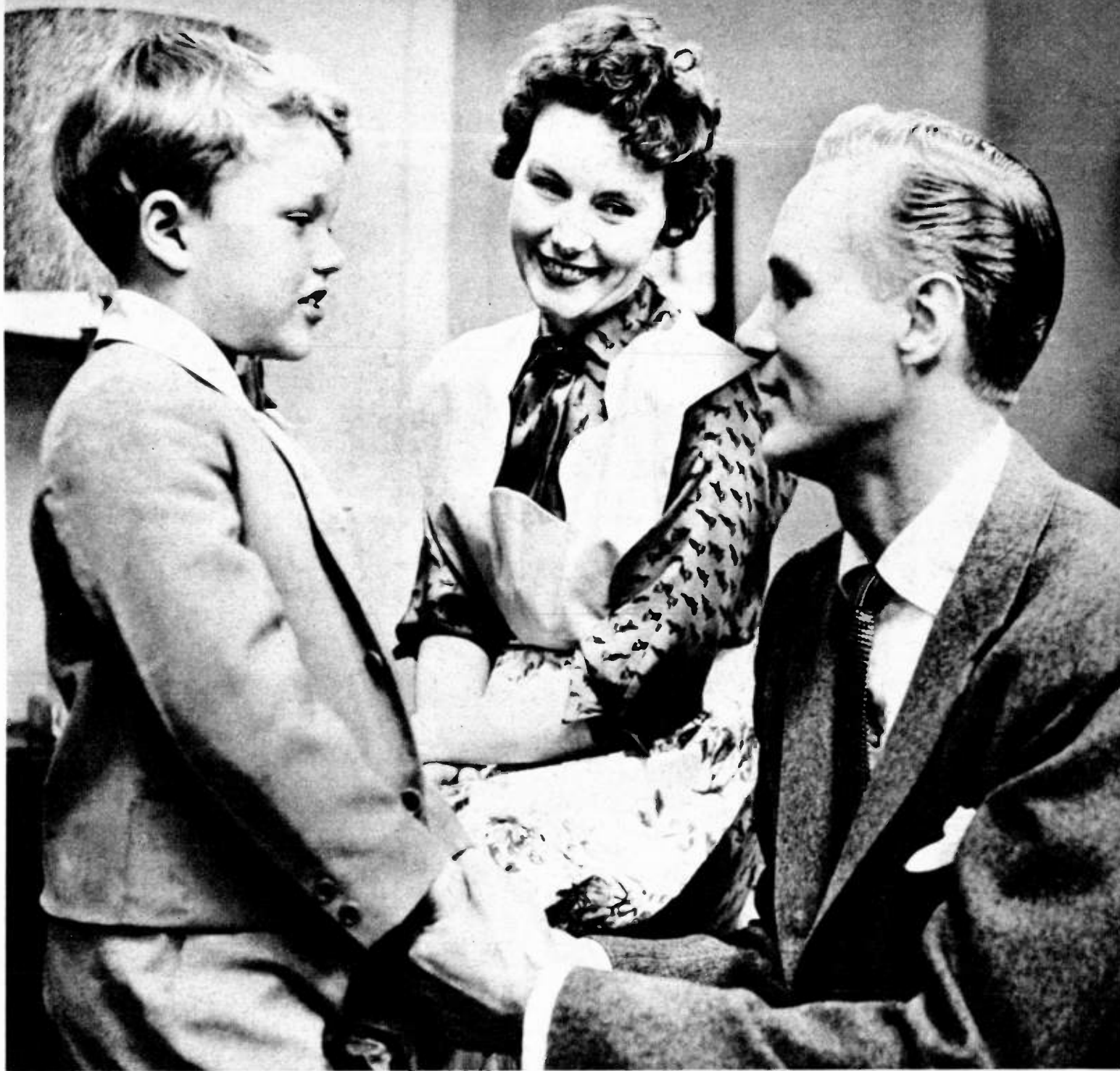
Wendy Warren (Florence Freeman) finds newspaper work exciting—and reports real headlines, along with ace newscaster Doug Edwards.

James Lipton gets cues from his charming actress-wife, Nina Foch, as he studies Dr. Dick Grant's dramatic lines in *The Guiding Light*.



Charlie Ruggles keeps a fatherly eye on *The World Of Mr. Sweeney*.

title of Wendy Warren And The News reveals its unique format, for this daytime drama begins with the day's actual headlines, broadcast by CBS commentator Douglas Edwards, and highlights of special interest to women, as presented by the show's heroine, newspaperwoman Wendy Warren. Florence Freeman, who plays Wendy, might well have been a top columnist or writer. She has both B.A. and M.A. degrees, was teaching English when friends dared her to take a radio audition—and has been on the networks ever since 1935. Doug has devoted his entire career to the airwaves. He started newscasting at 13 and now, still in his 30's, is one of the "oldest" veterans in TV news. Both he and Florence are married—though not to each other—and each has three children. . . . Every small town knows that the best place to pick up strictly local news is at the general store. That's just *The World Of Mr. Sweeney*, storekeeper of Mapleton. Charlie Ruggles, who's seen as Cicero P. Sweeney himself, picked up his own knowledge of human nature on a wider stage, though his whole career seems to have been aimed at this delightful characterization. Born in Los Angeles, he made his theatrical debut in San Francisco, specialized in playing wise old men while still in his teens. Later, top roles in Broadway plays and Hollywood movies sharpened the humor and skill he brings to his present role. . . . Now in its twentieth year on radio, and also seen on TV, Irna Phillips' *The Guiding Light* offers a rare opportunity to some of the air's finest actors. James Lipton first



The Guiding Light throws its beams on young Mike (Glenn Walken), his mother "Bert" (Charita Bauer) and his father Bill (Lyle Sudrow).

faced a microphone (as *The Lone Ranger's* nephew) while still a student in Detroit, but has never had a more challenging role than his current assignment as Dr. Dick Grant. Jim married Nina Foch in 1954 and, like her, has done many night-time programs on TV. Other "plum" roles in *The Guiding Light*

are those of the Bauer family—Bill, his wife "Bert" and son Michael. Lyle Sudrow knew he wanted to be in radio from the time he was 8, back in Los Angeles. Except for a hitch in the Army, he's been in show business since his teens, is now seen and heard as Bill. Lyle's wife, Diana Cheswick, is a TV actress, too.

Charita Bauer was a child star on Broadway, has grown up to be "a Bauer" both on the set and off—and has a real 9-year-old son whose name is also Mike! Glenn Walken, who plays the radio-TV Mike, is a child star of today. He began as a baby, modeling for photographers, and created the role of grandson



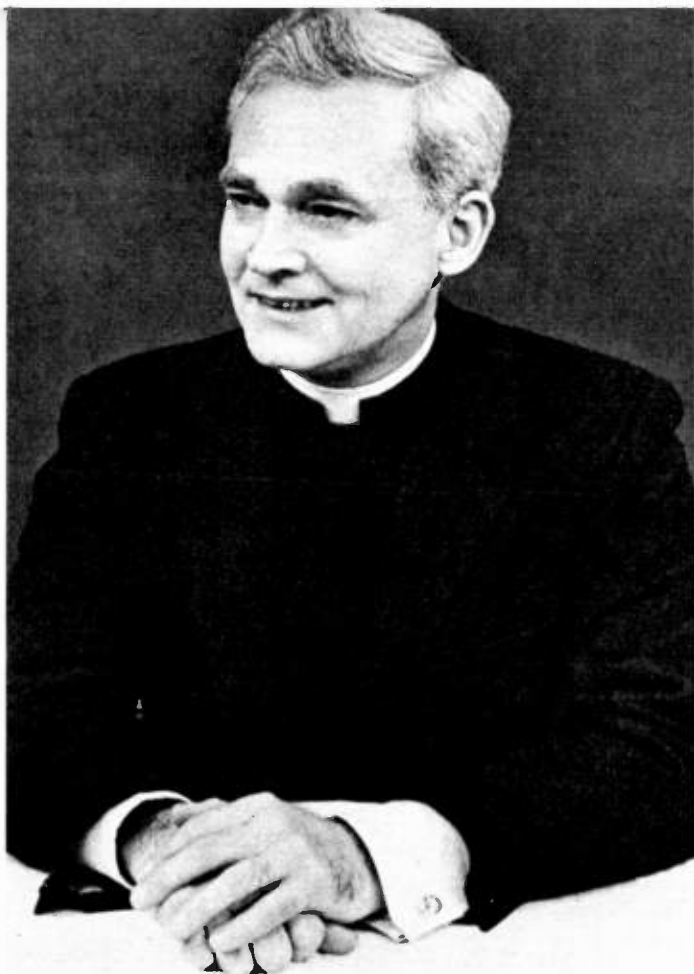
Sandy Becker, star of *Young Dr. Malone*, relaxes with his wife Ruth, son Curtis, daughters Annelle (left) and Joyce—and two tiny friends.



Mason Adams is busy as head man of *Pepper Young's Family*.

Kippie in *The World Of Mr. Sweeney*. . . It isn't surprising that *Young Dr. Malone* has such deep understanding of child patients, since Sandy Becker—who stars as Jerry Malone—has three young 'uns of his own. Sandy turned to radio while taking pre-medical courses at New York University, and is very glad he did, for he met his wife, Ruth, while broadcasting in North Carolina! He also specializes in programs for children on TV stations in New York. . . . Mason Adams, star of *Pepper Young's Family*, met his wife by returning to his native New York. He'd earned a master's degree in speech at the U. of Michigan, came back to Manhattan to teach at the

Neighborhood Playhouse School and Dramatic Workshop. There he had two outstanding students: Marlon Brando—and the attractive young lady who retired to become Mrs. Mason Adams! Bette Wragge, who is heard as Pepper's sister, Peggy Young Trent, began her career in movies at the ripe age of 3. She had ample experience on both stage and radio, while still in her teens. Her husband, Walter Brooke, is seen as Donald Herrick in *The Brighter Day*, and they have a daughter, Chris, who's not quite two. . . . Blair Davies, star of *The Brighter Day*, was born in Pittsburgh, educated in Portland, Oregon, and got his first big radio role in a daytime serial called



Blair Davies got his radio start in a program with a religious theme, now stars as the Rev. Richard Dennis.



Herb Nelson is seen in *The Brighter Day* as editor Max Canfield, friend of Rev. Dennis.

Double drama: Walter Brooke is Donald Herrick in *The Brighter Day*—wife Betty Wragge is a prominent member of *Pepper Young's Family*.

Country Church Of Hollywood. His cross-country tours and wartime experiences—he operated the first Armed Forces Radio station for lonely soldiers in the China-Burma-India area—have given him a tolerance and wisdom well suited to the role of the Rev. Richard Dennis, pastor of New Hope. Minnesota-born Herb Nelson, who plays Max Canfield, has also had broad experience on both stage and airwaves, but he spent his wartime years in Europe, as a master sergeant in the Signal Corps. He fell in love with Joan DeWeese the first day they met and rehearsed for a new play. They were married in Philadelphia, honeymooned on tour, and have two small





Janet Scott portrays the title role in *The Woman In My House*.



J. Anthony Smythe has been Henry Barbour, beloved father of *One Man's Family*, ever since the series began some 24 years ago.

Mr. Jolly (Frank McHugh), **Paulina** (Gertrude Kinnell) and their assistant **Sam** (Lloyd Richards) operate a lively *Hotel For Pets*.



daughters. . . *Hotel For Pets* offers a unique treat for all who love animals, but it presents a captivating story of human activities, too. That radio audiences were intrigued by the people in the cast—as well as by their not-so-dumb little friends—was proved by the more than 10,000 letters received when NBC asked whether or not Mr. Jolly should marry his neighbor, Paulina. (The answer was a resounding “Yes!”) Frank McHugh, who plays Mr. Jolly, was born in Homestead, Pa., made his biggest name for himself in Hollywood, Calif., and now lives in Cos Cob, Conn. He has three children, who are all attending college. . . . With its tribute to the family unit—and the wife and mother who is the heart of that unit—*The Woman In My House* is typical of writer Carlton E. Morse’s approach to the drama of daily life. Janet Scott, who has



Jean McBride has both the beauty and talent to be Meg Harper, whose *Love Of Life* is almost a consuming flame.



Pat Wheel is heard as *The Doctor's Wife* on radio, and is often seen in TV evening dramas.

made a name for herself in her native California as newspaper-woman, actress and dramatic coach, plays the title role as Jessie, and Forrest Lewis is heard as her husband, James Carter. An interesting note is that the Carters' oldest son and daughter, Jeff and Virginia, are played by one of the most talented husband-and-wife teams on the air: Les Tremayne and Alice Reinheart. . . . *One Man's Family* is Carlton E. Morse's masterpiece. Seen periodically on TV, it has been heard continually on radio—daytime and/or evening—for 24 years. J. Anthony Smythe has been Henry Barbour since the very first broadcast. Like the Barbours themselves, he is a native San Franciscan. Two of the "children" are still being played by the original performers, too, though daughter Hazel (Bernice Berwin) now has three grown children on the

air—including twins—and son Jack (Page Gilman) has six lively little girls—including triplets! . . . Both Meg Harper and her sister Vanessa have a deep *Love Of Life*, but for Meg it is an all-consuming flame—for Van, a friendly glow. And for Jean McBride, who plays Meg, the phrase has still another meaning—a determination to work and study hard, and to become the best actress she can possibly be. That she has done, ever since she left her home in Wilmington, Del., to study drama in New York. . . . The feminine viewpoint on a small-town physician's life is well represented in *The Doctor's Wife*, through the skillful writing of Manya Starr and the understanding performance of Patricia Wheel, who stars as Julie Palmer. In private life, Pat is the wife of industrial designer Eric Henry Alba Teran. Though only her warm voice was



John Baragrey is Pat's radio husband—and a TV star, too.



Claudia Morgan brings a noted theatrical name to *Right To Happiness*.



Nora Drake (Joan Tompkins) finds David Brown (Michael Kane) a disturbing voice in the life she's devoted to a noble profession.

Ma Perkins and Virginia Payne
—two names for one fine woman.



heard in *The Doctor's Wife* during the past season, her vibrant beauty has often been seen in night-time TV dramas. John Baragrey—who plays Julie's husband, Dr. Dan Palmer—is also one of the best-known and most frequently seen actors in the television playhouses. An Alabama boy who grew up to be 6-feet-4, John is married to actress Louise Larrabee, whom he met while both were acting for the USO in the Pacific, during the war. . . . Like Ma Perkins herself, Virginia Payne was born in Cincinnati, and the two have lived happily together in radio's Rushville Center since August, 1933. Murray Forbes, as Ma's son-in-law, Willy Fitz, and Charles Egelston, as Shuffle Shober, their partner in lumberyard doings, complete a beloved threesome who have been with the program from its first local broadcast in Ohio. . . . *The Right To Happiness* brings to radio one of the most distinguished names in modern theater. Claudia Morgan, who stars

as Carolyn Nelson, made her Broadway debut at the age of 16, with her famous father, Ralph Morgan. She is the wife of New York realtor Kenneth Loane, but the new romance in her life on the air is Jack Townsend, played by Michael Kane. Mike is a rising young actor who is just getting his first big breaks in daytime drama, but he's already well established as a great family man. Happily married to Helen Williams, he is the father of six children. . . . This *Is Nora Drake* turns the spotlight on a nurse who typifies all the finest qualities of a great profession—though complications have recently entered Nora's life in the person of David Brown (played by Michael Kane). Joan Tompkins, starred as Nora, is a New Yorker who has had a successful career on Broadway, as well as radio and TV. She is married to Karl Swenson, long familiar to daytime audiences in such roles as radio's *Lorenzo Jones* and Walter Manning in TV's *The Inner Flame*.



Flora Campbell, star of *Valiant Lady*, relaxes with husband Ben Cutler of society-orchestra fame, daughter Creel and son Tommy.

... A wise and understanding mother, Flora Campbell is ideally cast as that *Valiant Lady*, Helen Emerson. Flora, however, is not a widow and her own two children have not yet reached the age for romantic entanglements. Her private family life is blessed with "harmony"—husband Ben Cutler is the noted orchestra leader, Flora herself is a trained violinist, and both son Tommy, 15, and daughter Creel, 6, have musical talent. On TV, there's a new man in Helen Emerson's life, Elliott Norris, played by popular actor Terry O'Sullivan. Terry is truly from Missouri, but has absolutely no doubts about his happy life with wife Jan Miner. Jan is, of course, the well-known radio-TV actress now heard as Terry Burton in *The Second Mrs. Burton*. . . . Recent episodes of *The Second Mrs. Burton* have cast an unexpected but revealing spotlight on "autumn romance"—a development which has caused Mother Burton some anxious mo-



Terry O'Sullivan, *Valiant Lady*'s new romance, is married to TV-radio actress Jan Miner—the "Terry" of *The Second Mrs. Burton*.

drama by daylight

ments. However, Ethel Owen, who plays the role, has good reason to believe in the blessings of such romance for herself. Widowed when her oldest daughter was only 7, Ethel married a second time in recent years, now knows the security of a home of her own, where family reunions include both children and grandchildren. Dwight Weist, who's heard as Mother Burton's newspaper-publisher son Stan, was born in California, attended Ohio Wesleyan and originally planned to be a writer. . . . A prime favorite from



Stan Burton (Dwight Weist) has been puzzled by the great change in his domineering mother (Ethel Owen) on *The Second Mrs. Burton*.

Fibber McGee And Molly: Jim and Marian Jordan, Bill Thompson, Arthur Q. Bryan account for at least seven voices on the program.



the day it began, back in April 16, 1935, *Fibber McGee And Molly* became a double delight this past year, heard both morning and evening. Multiple voices have long been an intriguing feature of the series. Jim and Marian Jordan not only star in the title roles, but Marian's also heard as inquisitive little Teenie. Bill Thompson doubles as both Wallace ("Bird Book") Wimple and The Old Timer, and Arthur Q. Bryan is Fibber's thorn-in-the-side, Doc Gamble. . . . *The Secret Storm* not only boasts a distinguished cast of adults but offers great opportunities for promising teenagers. The role of Peter Ames, widowed father of three, was created for talented Peter Hobbs, who has been active on both stage and TV. Pauline Tyrell Harris—top troublemaker for the Ames family—is portrayed by Haila Stoddard, who is famous on Broadway as both star and producer. As son Jerry Ames, Warren Berlinger heads the younger cast members, and his former classmate at Professional Children's School—Patti O'Neill, seen as Debbie, the girl-next-door—is typical of the youthful talents on display in this gripping drama. . . . Claire Niesen, who stars as Mary Noble in *Backstage Wife*, is married to a fine actor in real life, too—though not to James Meighan, who plays Mary's husband, matinee-idol Larry Noble! Claire, who was born in Phoenix, Arizona, is the "offstage wife" of Melville



The Secret Storm: Peter Ames (Peter Hobbs) resents the interference of his sister-in-law, Pauline (Haila Stoddard). Teenagers Jerry (Warren Berlinger) and Debbie (Patti O'Neill) are only puzzled.



Patricia Barry (nee White) takes time off from *First Love* to face a different kind of puzzle with her husband and daughter Miranda Robin.

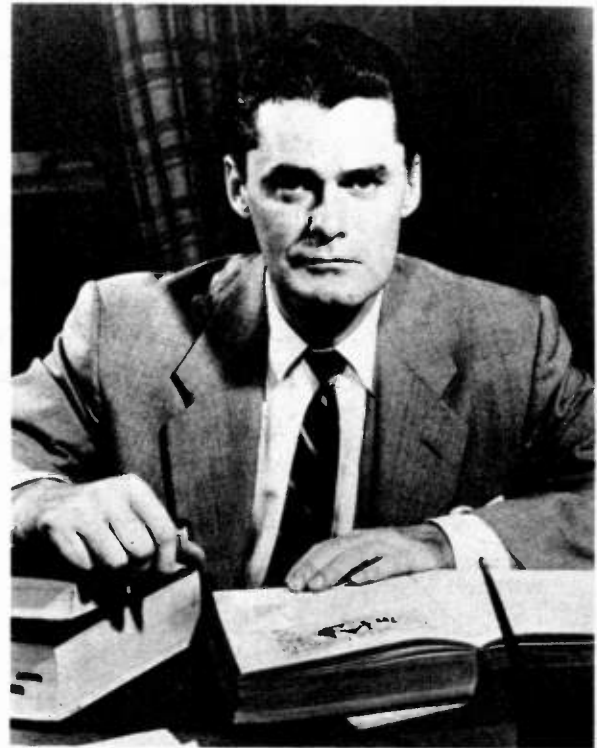
Claire Niesen, star of *Backstage Wife*, is married to a handsome actor in real life, too—Melville Ruick, star of *City Hospital*.



Ruick, star of the Saturday dramatic series, *City Hospital*, and both gifted people are equally happy in their careers. . . . Young Marriage—the theme of *First Love*—is a subject dear to the hearts of Patricia Barry and Tod Andrews. The lovely actress who stars as Laurie James was born Patricia White in Davenport, Iowa, daughter of a noted doctor, and was married at 20 to Philip Barry, Jr., son of the famous playwright. They have a little girl named Miranda Robin. Pat's TV husband, Zach James, is played by Tod Andrews, who was born in Buffalo, reared in Los Angeles, and met his actress-wife, Gloria Folland, while both were on tour. They have a red-headed youngster named Tod Walter Andrews. . . . John Larkin, star of *Perry Mason*, has led an adventurous life of his own—but nothing to top the excitement of portraying Erle Stanley Gardner's famous



Tod Andrews also takes time out from *First Love* to pose with his own wife, Gloria Folland, and their son.



John Larkin brushes up on the law, for his portrayal of that legal sleuth, *Perry Mason*.

Mary Jane Higby not only plays Joan Davis in *When A Girl Marries* but plays piano with the man she really married—actor Guy Sorel.

crime-detecting attorney. Born in Oakland, Calif., John got his first taste of acting while attending the U. of Missouri, but tackled many an odd job while seeking radio assignments from coast to coast. Now well established in daytime drama, he's also fondly remembered by many listeners as the late Miles Nelson in *The Right To Happiness*. . . . Mary Jane Higby, the Joan Davis of *When A Girl Marries*, was literally born to the theater—in St. Louis, where she made her stage debut with her father's stock company as a babe-in-arms. She later starred in films as "Baby Mary Jane," retired at an early age in order to finish her schooling. Radio has claimed almost all her time since graduation from Hollywood High. For her and for her husband, actor Guy Sorel, "the play's the thing"—as it is for all the devoted performers who bring drama-by-daylight into our very homes.



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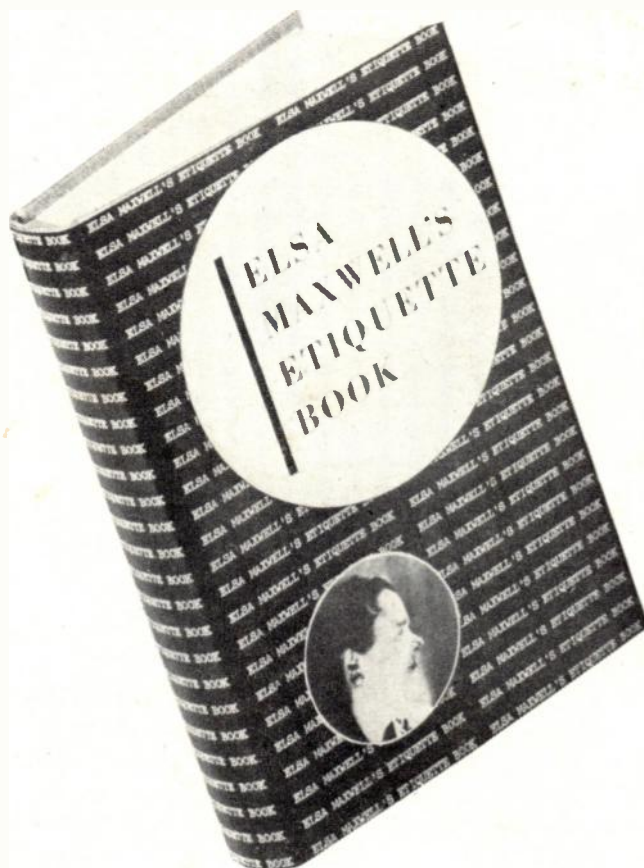
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