

On the Air

Daytime Television Is Getting Goofier Than Radio in Interviewing Members of Audience

BY GEORGE F. CONDON
Radio-Television Editor

IT HARDLY SEEMS POSSIBLE, but there is every reason to believe that daytime television programs have carried the science of interviewing persons to an even goofier height than it reached on radio.

This may not sound like much of an achievement, but radio interviews have come up with some real gems.

One of these, fondly treasured in memory, was contributed by a local broadcaster as he interviewed a beauty queen.

The first two minutes of the interview were devoted to the matter of establishing the girl's name and her address.

"Now, then," chuckled the announcer, "what do you do for a living?"

"Where do I work?" asked the queen.

"That's right," the announcer exclaimed. "That's exactly right."

1952 TV Combination
Includes Everything You Need
WT 4-1414 PR 1-1991

FRENCH
FALL CLASSES—Register Now
ENGLISH
ITALIAN
GERMAN
SPANISH
BERLITZ SCHOOL OF LANGUAGES
242 LEADER BLDG. CH 4-6222

8:30 P. M. Tonight
WGAR

commemorating the 137th anniversary of the "Star Spangled Banner"

Hallmark Playhouse
presents
ROBERT YOUNG

as
Francis Scott Key
—the thrilling life story behind the immortal words and music

Hallmark Cards
—when you care enough to send the very best

What Price Reputation!

Stanley Creighton is a handsome, dashing artist, and Virginia Carter is vulnerable. Why is it that Caroline Wilson should throw them together? What does this young widow have to gain... from an affair that can never be kept a secret?

HEAR

THE WOMAN IN MY HOUSE
TODAY **WTAM**
AND EVERY MONDAY-FRIDAY AT 4:45 ON

TONIGHT ON TV
Your favorite mystery drama with Hollywood's
LLOYD NOLAN
now starring as
"MARTIN KANE, PRIVATE EYE"

Always a fascinating mystery thriller—now finer than ever with Lloyd Nolan in the title role—"MARTIN KANE, PRIVATE EYE" is sure-fire entertainment for the whole family.

You'll see Lloyd Nolan in daring detective action, as the hard-boiled human nemesis of clever criminals.

You'll see Happy McManis in his famed tobacco shop, trading quips and tips with the learned Sergeant Ross.

Yes, for television's top mystery drama, set your receiver for "MARTIN KANE, PRIVATE EYE" each week.

Tonight on WNBK at 10:00 P. M.
On Radio, a different version every Sunday WTAM at 4:30 P. M.

Presented by the makers of
OLD BRIAR • DILL'S BEST • MODEL • TWEED
Pipe Tobaccos and Their New Teemates
SANO CIGARETTES • ENCORE CIGARETTES

BONDED TV SERVICE
Home Service Same Day
Minimum Labor Charge
WT 4-1414 PR 1-1991

Have The Plain Dealer Delivered To Your Door Every Morning

Radio Today
AFTERNOON CONCERT—Gottfried, Von Elm: Concerto in D Minor, Op. 10, No. 12. Organ: "The Nation's Nightmares." The "Narcotics Evil." WGAR at 8:30.

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INGENUE Margaret Field, one of the busiest TV actresses in Hollywood, though hardly out of her teens, will be seen at 10 to-night over WTAM in the Racket Squad program, "The Sick Old Man."

"What is your name?" he asked. "Why," said she, drawing back and looking surprised, "Mrs. Jones or something similar, of course."

"Yeah," he said, getting a tight grip on the mike. "Now, Mrs. Jones, you're going on a vacation this summer?"

"Of course," she said, looking at him suspiciously. "Do you and your husband take your vacations together?"

"Of course," she said, arching her eyebrows. "How else?"

"Well," coughed Goodwin. "I mean, some people think husbands and wives ought to take their vacations separately. But you don't in the TV theater were about as uninteresting as those prevalent today."

Bill Goodwin, who has an afternoon show several times a week, is not above mingling with the studio audience, microphone in hand, as he proved to his viewers this week. He even went so far as to try a trick interview, but it didn't work out so well.

Goodwin picked as his subject a woman in the audience and sat down to interview her, leaving a vacant seat between himself and the interviewee.

TV Premiere
TODAY

But Mr. Jones stared straight ahead. Goodwin called again to him and became high-frantic when Jones didn't answer.

"Bring him into the theater and we'll talk," the announcer said, disgustedly. Two seconds later, Mr. Jones was rushed into the vacant seat and Goodwin asked him what would be the most important thing he could take with him on his vacation.

"My fishing tackle, of course," said the man, while his wife glared at him like all get out.

Television Today
STEVE ALLEN Show—Singer Alan Dale and Dancer Tommy Collins. WEWS at 1.
MIDWINTER MOVIE—Adventures of Martin Eden. Glenn Ford, Evelyn Keyes. WNEL at 2:15.
DON CHERRY guests on Elise Salutes the Stars. WNEL at 7:30.
AT HOME SHOW with Earl Wrightson, baritone. WNEL at 7:45.
AMOS 'N' ANDY—The Fur Coat. WNEL at 8:30.
JAMES MELTON SHOW—Comedian Leo De Lyon and the aerialist act of Norma Toomey Company are spotlighted tonight. WNEL at 9.
LEE BOWMAN returns in "The Adventures of Elery Green." Costarring with him will be Eva Gabor. WNEL at 9.
CRIME PHOTOGRAPHER—"Babes for Sale." WNEL at 10:30.
OPPORTUNITY HOUR—With Jack Clifton as emcee and Al Berardi and his trio providing musical backgrounds. WEWS at 11.
Sports on the Air
BASEBALL—New York-Detroit (re-creation). WERE at 2:30.
BASEBALL—Indiana vs. Washington. WERE at 8:30.
WRESTLING—Lew Tatum vs. Mr. Moto. WNEL at 11:15.

Ohio 4-H-ers Take Legislating Fling
COLUMBUS, O., Sept. 12.—Ohio 4-H Club members turned legislators voted today against "universal pasteurization" of milk. Delegates to the 34th annual 4-H convention held two mock sessions of the Legislature in the House of Representatives chamber. They took the part of legislators, clerks, pages and officials to learn first hand how laws are made. Others sat in the gallery. House Clerk Carl Guess of Carrollton and several state representatives were on hand to add to the realism of the session. After considerable debate, pasteurization measure went down to defeat, 31 yeas to 102 nays in the first session and 41 yeas to 78 nays in the second. A "journal" record of the proceedings will be printed and mailed to participants. Proponents at the first session were Charles Hardesty of Auglaize County and Judith Kearns of Cuyahoga County. Opponents and their counties were Mary Lou Reams of Logan and Joe Sherman of Huron.

Proponents in the second session were Betty Powell of Coshocton and Paul Miller of Delaware. Opponents were Bill Anschutz of Fayette and Dorothy Steiner of Hardin.

The convention ends tomorrow with a banquet in the Neil House. It opened Monday on the Ohio State University campus. Average age of the delegates is about 17.

DEDICATING KENT DEPOT
Eric President Will Visit Sept. 27
Ceremonies
KENT, O., Sept. 12.—Highlighting dedication ceremonies of the newly-remodeled passenger depot and centennial observance of the Erie Railroad here Sept. 27 will be a visit from P. W. Johnston, the Erie's president, and open house activities featuring displays by many industries here.

The affair, sponsored by the Chamber of Commerce, will include a public luncheon at the near-by Twin Lakes Country Club.

WAITS FOR NEW ARMORY
ASHTABULA, O., Sept. 12.—Residents here were particularly interested today in Senate passage of the \$61,103,856.030 military appropriation bill because of a national guard armory here is provided for in it.

National guard sources here indicated that, if the bill passed, an armory here would be "a sure thing."

It is believed that the armory would cost \$250,000. Construction is to start almost immediately after President Truman signs the measure.

RUBBER SUFFICIENT FOR ALL OUR NEEDS
Firestone Chief Sees Output of Synthetic at Peak
Plain Dealer Bureau
AKRON, O., Sept. 12.—This nation now is in a position to meet any emergency without too much strain on its civilian economy so far as rubber is concerned, Lee R. Jackson, president of the Firestone & Rubber Co., told the annual meeting of the National Association of Motor Bus Operators in Chicago today.

"All the synthetic rubber plants in the United States are now in operation and at full capacity they can turn out 950,000 tons of the world's best synthetic a year," Jackson declared.

"We are in much better shape to fight a war, as far as rubber is concerned, than we were in 1941," said the president of Firestone.

In that year our national stockpile was much too small. Today it probably is big enough to take care of all foreseeable needs, including the larger numbers of planes, tanks, trucks, jeeps and other tire-using equipment that are needed in modern warfare, over and above those used in World War II."

Stockpile Is Large
He said there should be enough rubber to take care of all essential civilian needs, particularly public carriers of all kinds.

He cited the government's stockpile of natural rubber, its size shrouded in military security, as being large enough "to last as long as any war we could probably fight."

The president of Firestone said he suspected we probably would run out of a lot of other materials before we would run out of rubber.

"That doesn't mean that you will get all the tires you want if we have another war," Jackson told the bus men, "but it does mean that you will get enough to stay in business and operate at nearly normal levels."

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WTAM—News-Music
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WSRS—Coffee and Donuts
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