

Listeners Talk Back

Edwards Tells Truth About Consequences

(This great column was written for The State Journal by the "Truth or Consequences" chief.)

BY RALPH EDWARDS

When "Truth or Consequences" marked its ninth anniversary this spring, one of the questions most often asked of me concerned the "secret" of our continued success with the show.



I think any "secret" we have can be found in the fact that we really enjoy putting "Truth or Consequences" on the air each week and that we have a happy gang working on the show.

That's the way our Buddy Barnick saga began. While preparing for a personal appearance we were making in Minneapolis we decided to find a nice, amiable guy with a good sense of

humor who could really take a ribbing — we did and he did!

First we shackled him and had him go through 35,000 keys sent to him by listeners to find the key to his chains. We had promised him a car as his reward but to make it a little more difficult we gave him a series of consequences that took him half way 'round the world and back before he finally got it.

We've always had remarkable luck with our contestants. No matter how zany the stunt, they have always been game and ready to go along with it.

To get our stunts running smoothly each week, we have quite a staff to line things up. The gang that turns up each week for our conferences includes five staff writers, several secretaries, a script supervisor, a director, two production men, an announcer, engineer, sound man, organist and researchers.

They feel, as I do, that the best way to keep our show a Saturday night favorite is to put the emphasis on entertainment value rather than fabulous prizes. We've found that both contestants and listeners get into a "party spirit" a lot more easily when nothing is involved but a good time.

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Religion

8:15 m.—Highlights of the Bible (WMAQ); returns to the air; Dr. F. K. Stamm on "Life Drives Its Bargain"; Church of the Air (WBBM); "The Rev. Msgr. F. X. Shea on "Values."

9:45 a. m.—Art of Living (WMAQ); returns to the air; Dr. N. V. Peale on "How to Have Peace of Mind."

9 a. m.—Message of Israel (WISC); "His Name Be Praised"; 10:30 a. m.—Hour of Faith (WISC); "A Hidden Corner of the Heart"; 11:30 a. m.—Ave Maria Hour (WISC); "Fr. Champagnat."

Discussion

10:30 a. m.—Reviewing Stand (WKOW); "Are You Looking for a Job or a Better Job?"; Edward B. Busby, industrial official; L. W. Bartlett, Veterans' administration; F. S. Endicott, Northwestern university.

11:30 a. m.—Public Servants (WIBA); City Manager Howell.

5 p. m.—Drew Pearson (WISC); on Franklin D. Roosevelt, Jr., as White House possibility.

9:30 p. m.—People's Platform (WBBM); "The Supreme Court and Freedom of Speech; Atty. E. J. Ennis and Arnold Foster."

Drama

9 a. m.—Destination Freedom (WIBA); 6 p. m.—Richard Diamond (WBBM);



(WMAQ); story of Chicago pastor-alderman.

10:30 a. m.—Eternal Light (WIBA); history of the Yiddish language.

12:30 p. m.—You Are There (WBBM); "The Capture of John Wilkes Booth."

1:30 p. m.—University Theater (WIBA); Preston Foster in "The Short, Happy Life of Francis Macomber."

2 p. m.—Encores (WHA); "Cy-rano de Bergerac."

4 p. m.—Family Hour (WBBM); John Lund in "My Man Godfrey" (WMAQ); "The Greatest Story Ever Told"; "The Short, Happy Life of Francis Macomber."

5:30 p. m.—Call the Police (WBBM); returns to the air with "The Case of the Murderous Cupid."

6 p. m.—Richard Diamond (WBBM);

(WIBA); blood-stained hat leads to murder.

8 p. m.—NBC Theater (WIBA); Burt Lancaster and Shelly Winters in "The Killers."

8:30 p. m.—Theater Guild (WISC); Ann Blyth and Robert Cummings in "John Loves Mary."

Music

7:30 a. m.—Guest Star (WIBA); Jane Froman.

10 a. m.—Fine Arts Quartet (WISC); "Quartet No. 3," Shostakovich.

11:30 a. m.—Deems Taylor (WGN); new series.

12 m.—Symphonette (WBBM); "Poet and Peasant" overture, "Love's Dream After the Ball," "Bandstand in Hyde Park."

1 p. m.—CBS Symphony (WBBM); "Second Chamber Symphony," Schoenberg; "The Birds," Respighi; "Jupiter" symphony, Mozart.

1:15 p. m.—Voices Down the Wind (WIBA); "El Relicario," "Because," "June Is Bustin' Out All Over."

3 p. m.—Choralists (WBBM); "El Rancho Grande," "Shadrack," "Canadian Capers"; "Surprise Serenade (WMAQ); "Vibin Concerto No. 1," Haydn; "Because," "Riders in the Sky," "Fiddle Faddle."

3:35 p. m.—Jane Pickens (WIBA); and Robert Wright.

4 p. m.—Public Schools Concert (WIBA); excerpts from



urday night program in stock pavilion.

4:30 p. m.—James Melton (WIBA); "June Is Bustin' Out All Over," "Somewhere a Voice Is Calling," "Bali Hai," "Riders in the Sky."

5 p. m.—Your Hit Parade on Parade (WBBM); new series with Marjorie Hughes, Stuart Foster, Russ Case's orchestra; selections from Hit Parade of Apr. 20, 1935.

5:30 p. m.—E d e l e Duchin (WISC); and Maxine Sullivan (WKOW); "I've Got a Crush on You," "Laura," "Miserlou."

8:30 p. m.—Familiar Music (WIBA); "Chansonette," "In Love With Love," "Smilin' Through."

Variety

5:30 p. m.—Marta and Lewis

(WIBA); with Henry Ford.

7 p. m.—Fred Allen (WIBA); and Earl Wilson, State Journal columnist.

Quiz

7 p. m.—Learn Your Vacation (WBBM); new show, with contestants limited to teachers.

Sports

11:45 a. m.—Baseball (WIND); Cubs at Philadelphia.

12:25 p. m.—Baseball (WJJD); Senators at Chicago.

4:45 p. m.—Jimmy Powers (WKOW); newspaper columnist starts series.

8 p. m.—Baseball (WFOV); Winnebago vs. Badger.

8:15 p. m.—Baseball (WIBU); Bowman at Portage.

Miscellaneous

2:30 p. m.—It's Your Life (WMAQ); "TB Today."

3:30 p. m.—Mr. Fixit (WGN); new series of household hints.

Stars in Your Eyes



BETTE ENOTES—Betty Davis, screen and radio star, appears in this candid study made during a rehearsal for a broadcast in N. Y. She was heard later in Arch Oboler's "The Word."

June Allyson May Co-Star With Van Johnson in Next

BY EDITH GWYNN

(Create Journal Hollywood Correspondent)

HOLLYWOOD—June Allyson's next will be "The Young to Kiss" which we told you might co-star her with Van Johnson. It's being put ahead of "Summer Stock," also on her schedule, and goes before the cameras this month. She'll play a concert pianist.

Hear that Norma Shearer's older, "The Divorcee," may be taken off the shelf and re-made with Audrey Hepburn.

Josephine Dillon, Clark Gable's first frau, has teamed up with Ben Bard to coach the town's movie hopefuls.

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Indian Jewelry advertisement with images of jewelry and text: FATHER'S DAY... GRADUATION... WEDDINGS... HE WILL LOVE IT... SHE WILL LOVE IT... AND WE WILL LOVE IT... IF YOU BUY IT AT THE PUEBLO GIFT SHOP

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Stamps in the News

Canada Issues Two New Ones

By SYD KRONISH

TWO NEW CANADIAN issues will soon appear on the philatelic scene. One will honor the official birthday of King George VI on June 6. The other will commemorate the 200th anniversary of the founding of Halifax.

The King George issue will include all one-cent to five-cent denominations and will bear reproductions of more recent portraits of the King by Dorothy Wilding of London. The stamps will be the same size and color as those now in use.

The king was really born on Dec. 14. However, in order to celebrate their king's natal day with proper ceremonies and festivities, the British decided to pick a nice time of the year. December usually brings nasty weather. And so a day in June was

thought to be propitious. By proclamation the inhabitants of the British Isles will celebrate the king's birthday on June 6. The British Dominions, on the other hand, choose their own day. The day that Canada has selected is June 6. But next year the date might be entirely different.

The Halifax issue will be a four-cent purple stamp. It will depict a scene based on a painting by F. W. Jeffrey of the founding of Halifax in 1749.

Canadian postal officials plan to place the new issues on sale on June 6 and June 21 respectively.

SANTOS MICHELENA, Venezuelan Minister of Finance and special envoy who signed the Bogota postal agreement of 1938, is honored by his native land with 10 new stamps. Six are airmails and four are for regular postage.

HAIR GOODS advertisement: transformations • Wins • Made to Order • BUSCH'S Beauty Salons • 132 State Street, Fairchild 132

Foot Comfort Your Problem? Don't Ask for a Miracle. Ask for DR. LOCKE SHOES. Why suffer the agony of aching feet when you can enjoy blissful relief in our new spring selection of Dr. Locke Shoes? Let our experts fit you in the last developed by renowned Dr. M. W. Locke to relieve your particular foot trouble. There's a last, too, designed to keep the normal foot healthy. The principles developed by Dr. Locke in treating over a million feet are built into these new-fashioned shoes—comfort features that have brought relief to thousands! Why not to you? HEALTH SHOE SHOP 130 STATE ST.

RCA Victor Portables feature—quality and performance—models like this! JEANNE REMUS Monday through Friday 1:30 P. M. WIBA Dial 1310 WIBA-FM Dial 101.5 Address your notices to "The Coffee Calendar" WIBA—Radio Park—Madison

Attention Ladies! Your Flame Room Coffee Calendar on the air 15 minutes earlier starting tomorrow. Listen to JEANNE REMUS Monday through Friday 1:30 P. M. WIBA Dial 1310 WIBA-FM Dial 101.5

HOME OF FINER WEDDING PORTRAITS. Why be a "Bearded Lady?" Hair removed by electric needle. Comfort Beauty Shop 114 State St. Dial 6-1317

The pians of your choice ON OUR NEW \$10 A MONTH PIANO RENTAL PLAN. HERE ARE THE FACTS: So that you may enjoy the warmth and beauty of piano music in your home, Forbes-Meagher are releasing NEW Gulbransen, Chickering, and Wurlietzer Pianos as rentals. There's no obligation to buy, but should you decide to keep your rental piano, up to 6 months rental payments will be applied on the purchase price of the piano. YOURS TO RENT OR YOURS TO BUY \$10 up per month LEARN TO PLAY: Forbes-Meagher has many instruments available on rental-instruction plan. If you decide to purchase the instrument after completing the course, rental payments will apply on the purchase. FORBES-MEAGHER Music Company For over 32 years at 27 West Main St.