

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. Every week they all pile out to my house in Beverly Hills and we toss around ideas for the next 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



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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.

Stars in Your Eyes



BETTE HUTTON—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 and the Rubidious" which she will co-star 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.

The Jeffrey Lynn's year old son, once a frail incubator baby, now weighs in at a husky 24 pounds.

Roy Rogers, of the Cowboy star set, wired an eastern hotel to reserve a suite for two, starting June 6. The hotel manager wired back, "Are you bringing your wife or your horse?"

Darryl Zanuck has signed Evelyn Varden, set the highest fee ever paid a character player, for the role of Ethel Barrymore's cousin in "Pinky." The Varden girl had to be cleared with five radio serials (and five sponsors) in which she works, to get her for the role. She also did "Present Laughter" with Clifford Webb on the stage—but this is her first picture.

Rex Harrison and Lilli Palmer go to England this month—together, if anyone's interested at this point.

June Havoc reports from Poree that hotels there aren't gyping Americans as in days of yore. BUT that ain't the way WE heard it! She adds that if you're planning a fling in Franco, take along your own soap—plenty of it!—and don't bother to bring your electric razor or any such equipment, because the A.C. over there won't match your D.C. or anything else! Says the food is plentiful and but divine (match) and verreh, verreh expensive. To which we say again Natch!—and amen!

As soon as the ill-starred "I Was a Male War Bride" (Cary Grant-Ann Sheridan) is finished, which should be any year now, Director Howard Hawks will put Ernest Hemingway's "The Sun Also Rises" into production. Hawks has owned the story for years—and THAT yarn, with that megaphone at the helm, is news—even though he has no cast yet.

June Holliday, the toast of Bway, when she starred in "Born Yes-

Indians Jewels

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Highlights of Today's Radio Broadcasts, Classified

Religion - 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. Mr. F. X. Shea on "Values." 8:45 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. 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); 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" by 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. - Choralliers (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 (WBBM); and Robert Wright. 4 p. m. - Public Schools Concert (WIBA); excerpts from Saturday 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. - Martin and Lewis

Table with columns for radio stations (WIBA, WISC, WKOW, WIBU, WBBM, WENR-WLS, WGN, WMAQ) and their respective broadcast schedules for Sunday.

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.

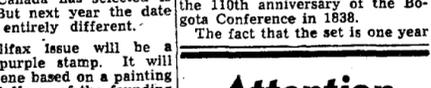
The Halifax issue will be a four-cent purple stamp. It will depict a scene based on a painting by F. W. Jeffrey of the founding of Halifax in 1749.

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.

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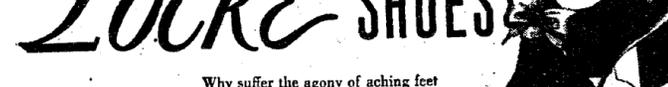
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