

So every Breakfast Club-ber
Young and old,
Come and join our hap-py
Care-free fold;
Yes, wake up, Breakfast Club-bers
And smile a-while;
A day begun with Kellogg's
Makes Life worth-while!

From *Tune in Yesterday* by John Dunning
Prentice-Hall, 1976

The Bogart's Venture

Last week Humphrey Bogart was in Africa working on a new movie while his wife, Lauren Bacall, vacationed nearby. But back home the sound of their voices, broadcast over 423 radio stations, was earning them more than \$4,000 a week. The trick, of course, lay in a new recorded radio series called Bold Venture.

Never one to let work interfere with pleasure, Bogart had stubbornly rejected all bids for a live radio series. Then last fall the Frederick W. Ziv Co., specialists in recorded radio programs and filmed TV shows, made an earn-while-you-play offer, involving a pure Bogey-and-Baby script. Bold Venture's story is set in Havana, but it could as easily be Casablanca, scene of tough-actor Bogart's first romantic click. As Slate Shannon, Bogart is the proprietor of a small, quasi-respectable hotel, tenanted by a motley, shifting cast of characters. Instead of the Sam of "Casablanca," there is a calypso singer named King Moses. There is Shannon's boat, Bold Venture, ever ready to roar to the rescue of a friend or the search of an enemy. And there is Sailor Duval (Mrs. Bogart), described as Shannon's ward but played with sultry, sexy monotones.

In Hollywood this winter the Bogarts cut as many as three scripts a week, a speed facilitated by tape recording which permitted them to work in movie fashion, recording one scene and moving on to the next. Operating on a \$12,00 weekly budget, bigger than most new network programs. Ziv backed the Bogart's with David Rose's music, and braced them with \$1,500 scripts. When the stars sailed for Africa they left their voices on 38 finished shows, a series which got started last week. Running on a 52-week-a-year basis, the programs will also earn the Bogarts a total of \$250,000 in the next two years.

Offered to one station or sponsor per locality, Bold Venture is priced at \$15 a show for towns with 10,000 or less population, ranges on up to \$750 in New York City. With television weaning network sponsors away from coast-to-coast radio, new markets and better time have been made available to the recorded show with the cut-ins for local commercials. By upping its production budgets, luring big names and playing up to local sponsors, Ziv expects the early TV age to be the most profitable in the company's 14-year radio history.

Newsweek, April 9, 1951

Radio's Summer Bonanza No. 1

By Evelyn Bigsby

Tabulate as exciting a luncheon date with Chester Morris, who is holding down Amos 'n' Andy's summer spot with his "Boston Blackie" series. To movie goers, the "Boston Blackie" series, with Morris is a familiar story in which

Morris is sort of a modern Robin Hood, a little on the gangster side, wise to all the tricks, but always reversing to do a lot of good. It is this thrilling role that Morris is recreating for ether lane audiences for the first time this summer and it was because of his debut as a regular radioite that we were lunching with star Morris.

The meal was interesting, not because handsome, five-foot-eleven Chester exuded his personal charm, but because he proved to be such an expert conversationalist. His theme, in our instance, was his leg-erdmain, which he performs so deftly that he could, if he so desired, be classed as a professional.

We almost expected rabbits to pop from his top hat as we ate our scrambled eggs. Instead, quarters disappeared into rare space and the luncheon check vanished into thin air.

Laughingly, Morris recalled the first time he guested on a radio program of a brother magician, Edgar Bergen. Ten minutes before air time, Bergen confided to Morris: "You'll do better if you make Charlie made."

Morris obligingly proceeded to call Charlie "Mortimer" and in swift retaliation, Bergen, or rather Charlie ad libbed such a heckling for Chester that he shook from stem to stern.

He has since made several appearances on the Bergen show, has guested on Lux five times this season, but just this summer came to radio regularly with his own program.

Morris, who stems from acting stock and whose Hollywood success was preceded by stage acclaim, became interested in magic when he was twelve and his father