



HORACE HEIDT SHOW

in person

1952

EDITION



the history of HORACE HEIDT

Whether being born in California had any influence on Horace Heidt's success is problematical, but nevertheless, he is a Native Son of California, having been born in Alameda, California, May 21, 1903.

He attended Public school in Alameda, and right from the first, his interest in sports and his natural athletic ability was recognized. His Dad encouraged him to be a good competitor, and to take as much active part in sports as possible. His mother, however, though willing for him to compete in all sports, decided that he should also study music, and this he did.

His High School education was obtained at Culver Military Academy in Indiana, and here his athletic ability stood him in good stead. He starred in football, swimming, boxing, track and baseball, and has been recognized as the most outstanding athlete ever to attend Culver. Upon graduation from Culver, he returned to California for his college education, entering the University of California, with the ambition to become a star athlete and upon graduation, an outstanding coach. This idea was knocked into a cocked hat when one day he was carried from the football field with a broken back. During his long convalescence, realizing that his athletic career was finished, he turned to his second love, music.

Once more in college, Horace rounded up a group of other students and organized his first orchestra. With tongue in cheek, he billed the band as "World Famous," never realizing its future implications. But, the band caught on in the Bay Area, and the Heidt organization, called at that time the "Californians" became the kings of the San Francisco musical world.

Offers started pouring in and to cap the climax of playing the top spots in America, the band was offered a tour of Europe. A highly successful year was high-lighted by two command performances, one for the King of England and the other was a precedent setter, the first American Jazz band to play the Famous Paris Opera House.

When the European tour was over, the Heidt organization returned to America and were booked to play a three week engagement at the Centre Theatre in New York. At the conclusion of the first week, everyone was handed their walking papers. Horace, seeing the handwriting on the wall as to the future of vaudeville and recognizing that radio would be the new medium of entertainment, he started reorganizing his band to fit the new trend, one designed to take its place in radio. After weeks of rehearsal, Heidt was satisfied and started looking for a sponsor. But, sponsors were hard to find.

Then came the auditions, everyone in the band giving their best to please, but still no sponsor. Just when they were ready to give up, Horace was asked to audition one more time, for the Stewart-Warner people. By the time the audition was over, contracts were signed and Horace Heidt and the Brigadiers started making radio history. After seventy-four weeks at the Drake Hotel in Chicago, he accepted a six weeks booking at the Biltmore Hotel in New York, and stayed four years. During his stay at the Biltmore, Horace originated the first radio quiz show to conduct ad-lib interviews with the audience. His "Answers by the Dancers" was the first ad-lib quiz show on the air. With reputation and success assured, Horace continued touring the nation's theatres and auditoriums. He soon introduced a new idea in radio when Horace Heidt and his Musical Knights went on the air with the Tums "Pot O Gold" program, the granddaddy of all "Giveaway" shows.

His "Pot O Gold" was the first radio program to extend prize giving beyond the studio audience and into the American Home. Then came motion pictures, and the production titled "Pot O Gold" produced by Jimmy Roosevelt and also starring Jimmy Stewart and Paulette Goddard, which is still playing in rural theatres all over the United States. Again, Horace Heidt startled the radio industry when he came up with another first in his "Treasure Chest" program, this highly successful show was the first quiz, giveaway program.

When World War II started, the Heidt organization toured Army and Navy camps throughout the country and doing numerous War Bond shows. When home in California, the entire band worked in a war plant in the daytime and played for the Armed Services at night.

Before the close of the war, Heidt had another first in radio, when he started his "Welcome Home" program, to find jobs for returning servicemen and women. Then, when his job was done, Horace decided to leave the music business and embark on a business career, developing real estate in California. Though successful in the business world, Heidt was not content away from the entertainment world. He decided to return to radio with some type of show that would benefit the Youth of America, as he had not forgotten his struggle for recognition in his early years in show business. It was his belief, and since proven, that there was a vast source of new talent in this country, once given a chance, could become the Stars of Tomorrow. His past experience in helping many aspirants along the way to success was his incentive. The results of his work reads like a Who's Who in show business, Frankie Carle, the King Sisters, Fred Lowery, Gordon MacRae, Jerry Bowne, Alvino Rey, Henry Russell, NBC, Buzz Adlum, ABC, Gordon Goodman, Glenn Miller, Frank DeVol, CBS, Sari Barabas, Ralph Sigwald, to name a few.

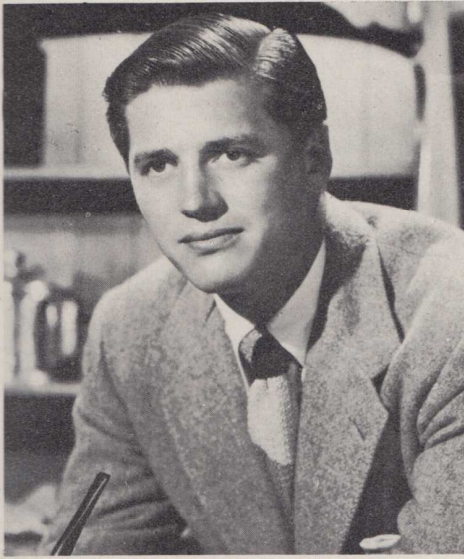
Heidt believed there were hundreds of performers in every city of America who wanted to become professional entertainers, but could not afford to leave their home towns to take a chance in New York or Hollywood. So, he decided to take the "Door of Opportunity" to the aspiring talent in their home towns.

The Philip Morris Company sponsored the program to help the Youth of America. "Philip Morris Night with Horace Heidt," the first touring talent program has toured the nation giving deserving, talented young people a boost toward national recognition. Horace's patience and consideration, and his willingness to work endless hours, encouraging and advising those who come out second best in his radio shows, have endeared him to many aspiring youngsters. In addition, he secures jobs and makes contacts for many people appearing on his show. He has sent many to music schools at his expense.

Horace is equally considerate to the many permanent members of his organization, and is ever ready and willing to listen and advise them. His directness of thought, enormous vitality, sincerity, thoughtfulness and pleasant personality are personal traits appreciated and respected by those who work for him.

Heidt is married, and his charming wife, Adeline, is a former school teacher from New York. They live with their four children on their Double H Ranch in Van Nuys, Calif. His twin boys, Jack and Jerry, this year entered Stanford University, after graduating from Culver, their Dad's school. His daughter Hildegard, born on the day of the Pearl Harbor attack, and Horace Jr., round out the happy family group.

just a few HEIDT discoveries



GORDON MACRAE
Warner Bros. and Railroad Hour Star



FRANKIE CARLE
The Golden Touch



HENRY RUSSELL
Music Director NBC, Hollywood



ALVINO REY
The King of the Talking Guitar



KING SISTERS
The Four Queens of Harmony



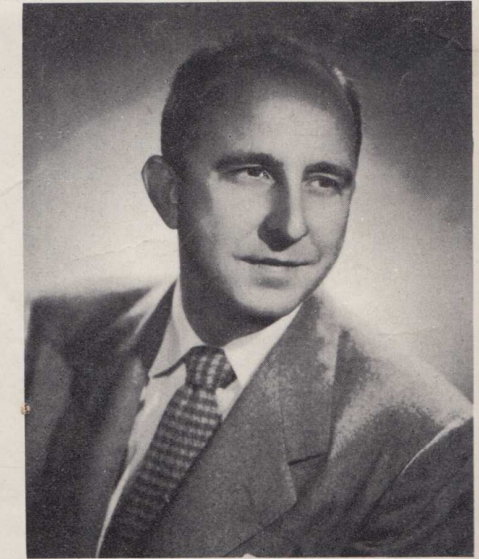
BUZZ ADLUM
Musical Director ABC, Hollywood



FRED LOWERY
Whistling Texas Red Bird



SARI BARABAS
Coloratura Soprano
D.P. from Budapest, Hungary
Discovered on European tour Spring 1950
1st girl to win quarter finals



FRANK DEVOL
Musical Director, Capitol Records and
Jack Smith and Jack Carson Airshows

HORACE HEIDT'S Trophy Room



Of all the interesting places on the Horace Heidt HH Ranch, the one visitors ask most to see is the Trophy Room. They have heard Horace mention it so many times on his broadcast and television show, they invariably ask to see it as soon as they arrive at the ranch. Once they enter the spacious room and take their first look at the collection of citations, plaques and trophies, they are amazed. For here is the most fabulous collection of actual tributes ever given to one man. When organizations first started to honor Horace with gifts, he, as everyone else, put them in the living room and parlor of his ranch home, but they started arriving in great numbers, the only solution was to add a wing onto the house. This was done and a short year after the addition, work was started to increase the size of the room. Now, the largest room in the house, it contains one of the greatest private collections of its kind in the world.

Here in this room are tributes from every state in the Union, Cups, Badges, Banners and items symbolic of the cities played by the Horace Heidt Original Youth Opportunity Program. In one corner can be seen the Door of Opportunity through which hundreds of youngsters have passed on their way to stardom. On one wall, is the Wheel of Fortune used on the Tums "Pot O Gold" program, a symbol of radio's first giveaway program.

From civic organizations and service clubs are hundreds of testimonials to Horace Heidt.

From the Sales Executive Club of New York, there is a pair of hands applauding the sales record of the Horace Heidt Original Youth Opportunity Program. Citizens of Seattle, Washington, presented a totem pole. From the University of Scranton, Pennsylvania, an electric clock, carved and polished from a solid block of anthracite coal. From Springfield, Illinois, a piece of rail split by Abraham Lincoln. The Miami, Florida Chamber of Commerce, presented a scale model of a three masted schooner. There are tom-toms, daggers, swords, Stetson hats, even a Confederate flag, all souvenirs of various sections of the country. From the last year tour of the armed forces bases in Europe, came many new trophies, The Regimental Pipe, presented by Lt. Gen. John K. Cannon, Commander of the U.S. Forces in Europe; an inlaid oak platter containing a collection of German Coats of Arms, presented by Brig Gen. Swift at Stuttgart Air Base. From the men at Tripoli, Libya, a gigantic handmade leather hassock. An Alpine Suit, presented by the personnel at Neubiberg Air Base. So many more European trophies, it is impossible to list them all. But, the two most valued of all to Horace Heidt is the beautiful large gold trophy with the inscription: "Presented to Horace Heidt who has brought great credit to the city from which he started—Mayor Joseph E. Smith, Oakand, California; and the guide presented by his Military Prep School, Culver Military Academy of Culver, Indiana.



HORACE HEIDT AND HIS WORLD FAMOUS MUSICAL KNIGHTS



"SIDE BY SIDE"



THE HEIDT-STEPPERS



"BALLIN' THE JACK"

THE HORACE HEIDT SHOW ON TELEVISION



1. Horace and the entire cast in "The Merry Widow."

2. Portable dimmers for lighting effects.

3. Horace watches a contestant.

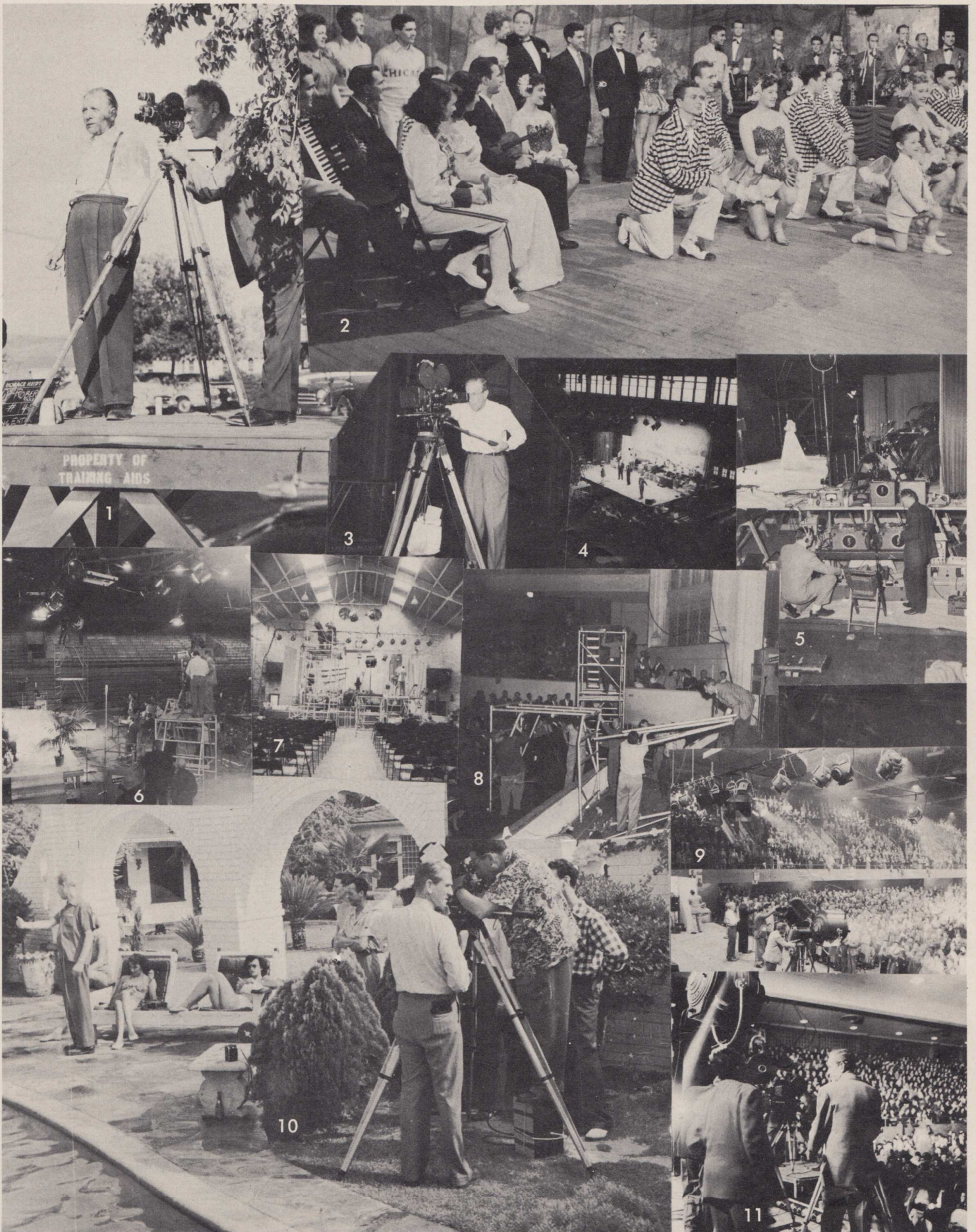
4. Getting an overhead shot.

5. Bill Norton lines it up.

6. Jessie Owens makes his bid for the quarter finals championship.

7. Jackie Joslin leads the "Ballin' the Jack" number.

8. Making a lighting check for the TV show.



1. An outdoor shot for the TV show.
 2. Grand finale of broadcast.
 3. The cameraman lines it up.
 4. Let's get the lights right.
 5. Here's the sound engineer's domain.
 6. TV rehearsal.

7. Here's part of the lights carried for the TV show.
 8. Getting the camera platforms out of the way.
 9. And the audience gets into the act, too.
 10. Outdoor shots at the HH Ranch.
 11. More audience reaction for the TV show.

