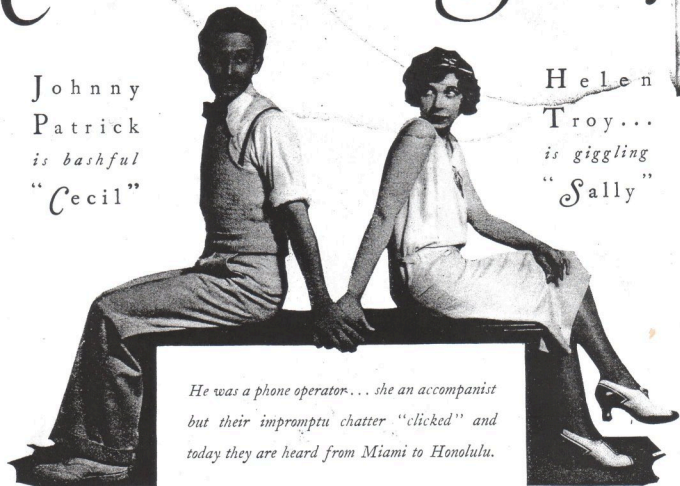


Cecil and Sally

Johnny
Patrick
is bashful
"Cecil"

Helen
Troy...
is giggling
"Sally"



*He was a phone operator... she an accompanist
but their impromptu chatter "clicked" and
today they are heard from Miami to Honolulu.*

By

Dr. Ralph L. Power

MOST showfolks seem to get somewhere by pushing themselves around and praising their own act. But Cecil and Sally, youthful and bashful, have found that the more shyness creeps into their every-day life, the faster they speed along towards success and a sock full of money.

Today Cecil and Sally are heard over fifty-three stations, covering a territory extending from Honolulu to Miami and from Vancouver to Halifax. Whether it's the Arizona desert or the rugged coastline of New England, wild and woolly western Canada or the easy-going Southland, they seem to have acquired somehow a universal formula for providing chuckles and unrestrained glee, thus becoming pretty well liked by the listening groups.

THEY are funny. They get themselves into almost every conceivable kind of trouble and out of it. Sally slips her way through with an admirable display of disregard, a mixture of utterly

foolish questions and a fountain head of giggles.

Almost every one firmly expects Cecil to smash her with a flatiron some time, but he never does, and when Sally's fond uncle almost took her to Paris to live, Cecil really came out and showed just how much he liked her.

This boy and girl are more than funny. They are so natural and true to life that every listener knows some parallel and has been through some of their adventures. If an accurate analysis of their popularity could be made, it would undoubtedly reveal a large degree of friendship or affection for the two young characters.

Nobody, not even the astute program directors themselves, know exactly what the public wants... probably because the

public isn't quite sure itself. Few would have realized the possibilities of the normal day-by-day adventures of a 17 year old girl and an 18 year old boy. But let's begin at the beginning.

Let's talk about Johnnie Patrick first, even though the rules of the sea say "women and children first."

Johnnie was born in Kentucky. He grew up there and also in Texas. His ancestors for generations have been army people. As a youngster, he was raised by an uncle and aunt and they moved, of course, from presidio to presidio and barracks to barracks... or perhaps it was officers' quarters, for the uncle was a commissioned man.

AT THE ripe old age of twenty, young John decided that there were far too many army posts to visit all of 'em before passing on to the next world, so, when his foster parents were ordered away from the presidio in San Francisco, Johnnie stayed back and

to look for a job in earnest. There were then no commissions on assignments, so young Patrick almost took the role of the boy heroes in the "Meet" times. Of course he made false starts and did various kinds

ONE day he drifted into KYA and got a job. He wasn't fussy about the kind of a job it was. In fact, he probably didn't know what the various possibilities of broadcast activity were. He got the job. It was running the

board. He ran pretty smoothly, but he had a lot of time on his hands. He didn't like the idea of addressing envelopes on the side, while operating the board, but he did like to dash off smart little business announcements and other small program embellishments on the typewriter keyboard.

It wasn't long before they even let him sing a bit, for he had a fair voice. Still, he was yet on the switchboard and that was the bread and butter job.

Now let's go back in the story and find out about Sally . . . Helen Troy.

At the tender age of five (my, but that's awfully young) she took her initial foot-light bow, introduced by her uncle, G. L. Silver, a Keith circuit headliner in earlier days. Her schooling was acquired at Traverse City, Michigan, in the Sacred Heart Convent.

After graduation she studied music . . . piano and organ . . . in Chicago for a while and then essayed the role of theater organist at Grand Rapids. But Helen was a home town girl and homesickness brought her back to Traverse City when she was only eighteen.

She worked there for two years, then in a Detroit theater and finally in San Francisco, where she played in several theaters. I almost forgot to say that this was really a home coming, for Helen was born there just before the big configuration of 1906 and thereafter was taken east.

Two years ago she became staff organist at KYA. Thus we bring the histories of the two young people up to the time of the big idea. All of their modern history dates from that time.

HER work sort of overlapped, too, just like Johnnie's. He was the phone operator, but did some singing and writing. She was the accompanist, but also did solo work and vocal activity.

When she checked in to work she would stop for mail at the 'phone board. Just for fun Johnnie would talk Milt Gross and she would talk baby chatter.

It got to be a habit, so they worked out some little programs and they went over well . . . though admittedly a sort of studio fill-in at first.

Then came the big idea, although it didn't seem so big at the time. They worked out a series of three skits woven

around a music store locale. But at the end of the week the characters of Cecil and Sally were left high and dry. The audience clamored for more with a loud noise.

So that's really the beginning of this act, which now, in electrical transcription form, has literally swept the country. The Radio episodes depict the average eighteen-year old boy and his seventeen-year old girl friend. But perhaps it isn't exactly right to call them "average", for Sally has the cutest giggle . . . a still cuter lisp . . . and the ability of asking questions faster than a horse can trot. Cecil is bashful, afraid of being sentimental, a typical boy all through.

So the series progressed, even though Johnnie had to get down to work at 6



Cecil of the soulful eyes isn't a bit romantic, but Sally makes up for him!

a. m. in order to use up the typewriter before the office staff showed up.

The time element of their meteoric rise is somewhat as follows . . . first KYA, then the new defunct ABC chain (Pacific coast unit) . . . then KPO . . . and now all over the country via electrical transmissions which are recorded in San Francisco. And all this in the short space of two years since they first gave the little three-skitt affair.

No small measure of the success is traceable to Dick Haller, now vice-president and general manager of Patrick and Company, which looks after the business interest of Cecil and Sally. Haller will be remembered by many as the instigator of the KGW Hoot Owls (pioneer coast frolic group), manager of that station for many years, and later production executive for the former ABC network affair.

Will the young folks get married, or rather will they be married to each other? That is the question on the lips of 'most every Cecil and Sally fan. Well, I guess they are too good showfolk to let it be known if they do, for then the glamor and romance would be gone for the public. At any rate, Cecil is pretty reticent

about it and at the present rate it will be some time before he can get his courage around to the point of springing the question.

On one of the ten minute episodes it did seem as though he would spring the eternal question . . . but he gasped, gulped and then asked for a glass of water. Yes, Cecil seems utterly devoid of things sentimental, romantic or affectionate.

Poor Sally's tendencies towards the romantic are constantly snubbed by Cecil. Then there is the girl next door, whom Cecil likes but Sally doesn't, and who will later play an important part in their lives.

And last, but certainly not least, there is Sally's other boy friend, Alexander, rich and entertaining, who occasionally gives Cecil an uncomfortable hour when he resumes his friendship with Sally.

I suspect that in a pretty large measure these two young people more or less live the lives they portray, though it is equally as true that Johnnie Patrick is not an "average" young man . . . he doesn't at all like the idea of conforming to convention and doing everything just like the other fellow.

Helen Troy (Sally) is two or three years older than the character she portrays. She is easy to gaze upon, blonde and funny to listen to. She has no particular hobbies, but does like to go to drive her car, go on horseback jaunts and see the ball game. She likes clothes, dresses in outdoor fashion whenever she can and isn't such a slouch at housework. 'Tis even said that she would much rather putter around her city apartment than play bridge, and she is just as attractive dancing as she is while swimming.

Johnnie Patrick (Cecil) is an eligible young bachelor, and while he sometimes confesses an occasional desire for a home and a dog, he is temperamentally somewhat like Cecil—he never takes the same girl out twice.

He lives alone in a medium sized apartment which commands a fine view of the Golden Gate and the ocean.

UP THERE he does all his writing and cooks his own breakfast . . . but doesn't wash dishes. He drives a roadster with the top down and doesn't own a hat. Six feet tall, with azure eyes and dark brown hair, he likes nearly every kind of outdoor activity and is never known to miss a good show.

Johnnie swims a bit, plays a fair game of tennis, goes up in airplanes whenever he gets a chance, and his pet aversions are ferry boat whistles and raw oysters.

Both Cecil and Sally in real life like to browse around . . . in street cars, ferry docks, restaurants, stores and other public places . . . to gather ideas for more episodes in their series, which run six nights every week. Both have a sort of independent spirit . . . like dancing, swimming and appreciate the unusual . . . the weird . . . the strange sights whether in the next street or the next county.