

Inside TV

Herb Shriner Show
Scheduled This Fall

By EVE STARR

HOLLYWOOD — STARR REPORT: Hootler Herb Shriner, the original "local boy that made good," will be presented in a new half-hour variety show this fall. The show will be called, most uniquely, "The Herb Shriner Show" and will premiere over CBS-TV Tuesday, Oct. 2 at 9 o'clock.

Herb is like his own bright, fresh humor—amusing but never annoying. He has done more for the hayseed than the soybean and Herb's townfolks have to be seen to be believed especially, as he puts in, "The dentist with the hands that were so big he had to take out your front teeth to get to the back one."

While Herb was a popular success on CBS in "Two For the Money," the show hardly gave the clever comedian a chance to show the great versatility of both his talent and his humor. At best he was held to only five minutes of the simple, honest humor that has brought him acclaim from the Pump Room in Chicago to the New Frontier in Las Vegas, followed by 22 minutes of interviewing people and doing his best to see that they got to take some money home with them. Now he will be free to show his home movies, present musical interpretations with his harmonica band, do dramatic skits and become again the full-fledged Wabash Cannon Ball his fans know him to be.

Herb Shriner is true Americana. He can be compared to Mark Twain or Will Rogers with equal correctness. His early career is very similar to that of Rogers. Rogers started with a rope and soon started doing more talking and less roping. Shriner started by playing the harmonica. At first he used "store bought" jokes culled from Joe Miller's catalogues and met with dismal failure. Then he simply began talking about "back home in Indiana," and he never had to take another harmonica lesson... or study another jokebook. His shy, sly humor, his lovable personality made him an outstanding performer.

Since that first solo performance at Chicago's Oriental Theatre, Herb has been a success on stage, radio, television and screen. He had a featured role in the Broadway revue, "Inside USA," which starred Bea Lillie and Jack Haley. He did coast-to-coast radio, guest television, then had his own TV show and finally was given his first movie role in the film "Main Street to Broadway." He has just released an album of music for Columbia called "On Stage," in which he and 12 selected harmonicaists present his own musical interpretations by his harmonica band. The arrangements are by Milton de Luga.

At home, Herb is exactly as you would imagine him. He lives in New York with his pretty red-haired wife, Flaxie, formerly the dancer Ellen Jay, and their three children, the eldest named Indy after (you guessed it) Indiana. They all love to do a lot of swimming and were recently skin diving in the dangerous Florida waters of Miami Beach, where Herb, also a talented cameraman, was taking footage for some more of his home movies.

I, for one, will be looking forward to Oct. 2, and expect Herb to bring a show to the television screens, even if CBS has to get a camera crew inside a barracks to get the picture.

EVER WONDER ABOUT THAT BIG CIGAR that Jesse White chomps on while playing the part of a theatrical agent on "Private Secretary," a cigarette-sponsored show?

You may not have noticed it, but to people in the trade Jesse is getting by with breaking all 10 of the TV commandments, which read that no car shall have a flat tire on an auto-sponsored program, etc.

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