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PROMINENT MENTION GIVEN BURL IVES

July 28, 1942

Last week's copy of Time, a weekly news magazine, gives quite a "play" to Burl Icle Ivanhoe Ives, a son of Mr. and Mrs. Frank Ives of Hunt City. Under the heading, Army Troubadour, the item states that 265 pound Private Ives was making a great hit last week with the A. E. F. boys all over the globe with his broadcasting of his small talk, familiar readings and songs. The article continued:

"Big, blond Burl Ives was already a very busy soldier. In nine shows each week he mugged, sang, cavorted in the smash hit, 'This Is the Army.' Each morning he drilled with the rest of the cast on a vacant lot in Manhattan. Two mornings a week (Sundays 8:45 and Thursdays 9:30 Eastern War Time) his strumming guitar and his warm tenor voice plugged the army show over CBS. He took the daily Jive stunt happily in stride.

"Private Ives could remember other lazier days. A one-time Eastern Illinois State Teachers' college foot baller, burly Burl Ives bummed around the United States with his guitar, collecting folk songs and singing them to folks. In Manhattan he met Song-sleuth Sigmund Spaeth, who sent him to NBC. Ambling amiably up to the mike, he started off with "Robin He Married a Wife from the West." But

NBC listeners that warm June day in 1940 heard no more than the opening line. 'Special bulletin,' the announcer broke in, 'France has capitulated.'

"Soon afterward Burl ambled over to CBS to sing on "Back Where I Come From." A million listeners were soon tuning in regularly to hear the 'Wayfarin' Stranger.' Strumming a tentative cord or two, singing as though he were alone and were singing just to hear himself sing, Burl acquainted his listeners with such magic America as 'Sweet Betsy from Pike.'

"Last April he was tapped for the Army. He has never married because 'you know women—first thing they try to get you saving money . . .'"