

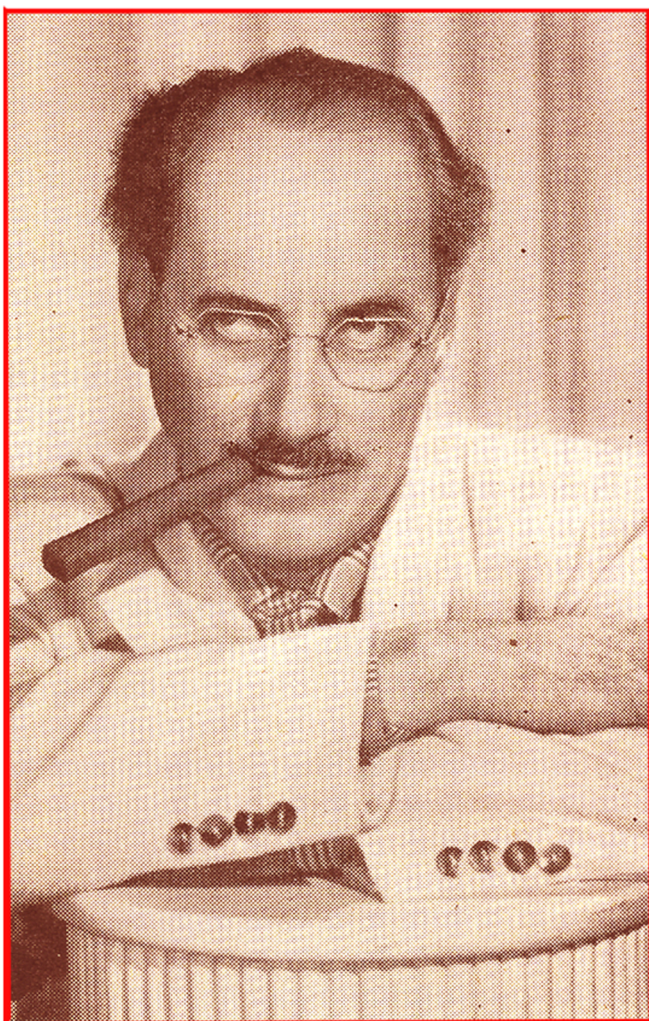
Quizmaster Marx

What Groucho Marx needs with four writers is one of the mysteries of radio. In *You Bet Your Life* (CBS, Wed., 9-9:30 p.m. EST) Marx picks his quiz-show characters out of the audience, then subjects them to a fire of ad-lib, so fast and so funny that it captured last fortnight a brand new sponsor (De Soto-Plymouth).

At a time when the self-made wit has all but disappeared from radio, leaving mere gag-writers' puppets behind, the unpredictable Groucho stands almost alone. He lures his victims to the stage on the theory they are competing for cash prizes. Actually, to the rest of the audience, the competitors have merely become targets for Marx's pranks and comic psycho-analysis.

Money, Too. The six contestants, formed into three couples, choose the subjects on which they will be quizzed. They can then bet any or all of a \$20 credit allowance given them that they will come up with correct answer. If they miss, the amount of the bet is subtracted from the balance on hand; if they win, each correct answer pays even money, with a total possible win of \$320. The couple finishing with the highest amount is also given a crack at the grand prize of \$1,000.

To this novel variation of the standard quiz-show format, Marx adds what most "give-away" programs lack; a really funny running commentary. It leaves many a contestant red-faced, wondering just what joke is on whom. Groucho himself has a simple explanation. Says he: "I talk too much."



Groucho Marx. *Why not cut loose from the gag-writers?*