

GEORGE BURNS AND GRACIE ALLEN

In the golden age of Vaudeville, he was a comedian and she was a dancer. They met when George needed a "straight man" for this act, but soon Gracie was getting all the laughs. Recognizing her considerable comic talents, George switched roles with Gracie and the rest is show business history.

From Vaudeville, the team went into radio in 1932 as regulars on the Guy Lombardo Show, sponsored by Robert Burns Cigars (no relation) on CBS.

George changed cigars and sponsors in 1933 when the team was given their own show on CBS for White Owl Cigars. In 1935 Campbell Soup took over sponsorship. In 1937 they moved to NBC and started having Grape Nuts for breakfast.

George and Gracie bounced back to CBS and were on the air for Chesterfield Cigarettes in 1938, for Hinds Cream in 1939, Hormel Packing in 1940, and for Swan Soap from 1941 to 1945.

A return to NBC in 1945 began a relationship with Maxwell House Coffee which lasted until 1949 when they returned once again to CBS and prepared for their entry into television.

The George Burns and Gracie Allen Show premiered on CBS-TV on October 12, 1950 and continued a successful run on the tube until the fall of 1958 when the series went into rerun syndication and Gracie retired from show business.

George was born January 20, 1898 and Gracie was born on July 26, 1905. They were married on January 7, 1926. Gracie died in 1964 and George is a Superstar of the 1980s.

(Read more about Burns and Allen in John Dunning's Tune In Yesterday, published by Prentice-Hall. Listen to Burns and Allen on Those Were The Days, Dec. 4, 1982 and Jan. 22, 1983.)