

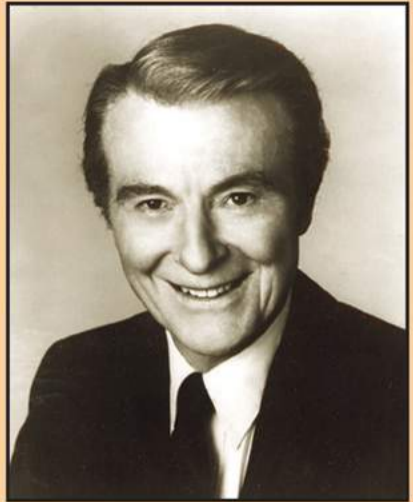
What's in a name?

"Hello there! We've been waiting for you." This proclamation was on the original sign donated to Truth or Consequences by Ralph Edwards in 1950. It was a popular slogan used with his NBC's Truth or Consequences radio show.

Little did the residents of Hot Springs, New Mexico, know as they listened to their favorite radio program that one day the show's name would belong to them.

Prior to this 1950 broadcast, Ralph Edwards had asked his production staff for ideas for a particularly noteworthy way of celebrating the show's tenth anniversary. An idea offered by one of the show's staff writers, Ed Simons, was to find a town in America that would be willing to change its name to Truth or Consequences. Edwards made the announcement on the radio program: "I wish that some town in the United States liked and respected our show so much that it would like to change its name to Truth or Consequences." Edwards promised to fly a group of the national press to cover the event. The tenth anniversary show would be broadcast from this chosen town.

Edwards and his staff received letters of interest from many small towns, but for some reason, Hot Springs, New Mexico, caught their attention. This was because of the town's history of healing hot mineral baths and hospitals. Edwards, one of the country's greatest fundraisers for March of Dimes, the American Heart Association and the American Cancer Society, was elated. He later said, "Like the show, the city had the inclination, the place for recreation, and the desire and means of helping one's fellow man."



Ralph Edwards



Bob Barker and Ralph Edwards

The final decision was left to the voters of Hot Springs, New Mexico, and on March 31, 1950 the name change was passed 1294 to 295. On April 1, 1950 Hot Springs officially became Truth or Consequences. The first annual Fiesta celebration took place that day as the NBC radio program was broadcast over the country from the Civic Center, now known as the Ralph Edwards Auditorium.

Ralph Edwards Fiesta continues to this day. Every year on the first weekend in May the entire city celebrates its history. Join us! It's something that you will remember for many years to come.

See the history of these early years of Ralph Edwards and Fiesta Days in the Ralph Edwards Room at Geronimo Springs Museum.