

BLUE BOOK
OF *Radio*
ENTERTAINERS



WHAT THEY LOOK LIKE
— WHO THEY ARE



The Blue Book of Radio Entertainers

In this issue of the General Electric "Blue Book of Radio Entertainers," we have selected, to the best of our ability, the outstanding performers of the nationwide networks. If we have omitted any name which should have been included, it was not intentional. The sole purpose of the Blue Book is to give the reader greater enjoyment from radio and a closer acquaintance with its stars.

We wish to express our appreciation to the Columbia Broadcasting System and the National Broadcasting Company for their splendid cooperation in the compilation of this volume.

GENERAL ELECTRIC COMPANY,
Merchandise Department,
BRIDGEPORT, CONN.

Who's who in Radio Entertainment





AMOS

Amos is tall, slim, sandy-haired. Andy, heavy set, dark and easygoing. They first teamed up on the air over a small Chicago station and worked without pay for seven months. Put on their first blackface act as "Sam 'n Henry" after one night's notice, with Bill Hay announcing—and for over 6 years have been a four-star program with Pepsodent the sponsor.



Amos 'n Andy—Freeman F. Gosden and Charles J. Correll—play all the parts themselves and write their own programs. They never rehearse and bar studio audiences, as they believe it would affect the spontaneity of their act. They've been pals for fifteen years, live in the same apartment building and each was married within six months of the other. Their theme song, "The Perfect Song," originated with "The Birth of a Nation" but its popularity dates from its introduction into their program.



ANDY



FRED ALLEN

Born John F. Sullivan, May 31, 1895, in Boston, Mass. Made his stage debut as a juggler but audiences liked his comedy better, and he finally became a monologist. Married Portland Hoffa, whom he met in "Passing Show" of 1922. Owns one of the world's greatest collections of books on comedy. Doesn't smoke. Visits a gym every day. Doesn't like crowds. Likes to sit at home and read. Writes his own script.

PHIL BAKER

Ran away from home in New York to appear at an amateur night in Boston. Was once secretary to Carl Laemmle. For 20 years has been a headliner in vaudeville and star in many famous stage revues such as Greenwich Village Follies, Ziegfeld shows and others. Famous on radio as master of ceremonies, chief jester and script writer in various tabloid musical revues. His invisible "BEETLE," the haunting stooge, a real novelty in radio.



HOWARD BARLOW

Born in Plain City, Ohio, May 1, 1892. Educated at various universities, the last being Columbia, where he conducted a musical club. With church choir and professional orchestra. Conducted for CBS in its premiere symphonic broadcast, September 18, 1927, and is one of the leading staff conductors at CBS. Married to Ann Winston, actress, who has "most helped" his career. Writes "difficult" songs, seldom puts them on his programs. Admits being superstitious. Weight 125, height 5 feet 9 inches, hair light brown, eyes blue.

PAT BARRETT

"Uncle Ezra" of Radio, Pat Barrett in real life, born of theatrical family 48 years ago. A troupier at seven, studied architecture in St. Louis, then returned to stage. Had a long and successful vaudeville career before he created his own mythical Ezra, which dramatizes the trials of a small town radio station owner. Hobby is fishing. Married to Nora Cuneen, also of the stage.



JACK BENNY

Born Chicago, Feb. 14, 1894. Left high school to go with small orchestra in vaudeville. Became a monologist. Later appeared in Shubert revues. Entertained at night clubs as "master of ceremonies." Has made several motion pictures. Was with Earl Carroll's Vanities for two seasons. Now the star of a wise-cracking radio program that has no counterpart. Mary Livingstone, who "feeds" him his lines, is his wife. Plays golf. Likes visitors on his programs. Broadcasts with his hat on. Stands 5 feet nine inches, weighs 150 pounds.



BEN BERNIE

Born Bernard Ancel, May 31, 1893, at Bayonne, N. J. Studied violin. At 16 entered N. Y. U. Appeared on Loew's circuit at \$35 a week, as a violinist. Teamed in vaudeville as Bernie and Klass. Later joined Phil Baker. Organized a band. Played Roosevelt Hotel, New York, for five years. Has appeared at Kit Kat Club, London. Plays famous hotels and personal appearances, en tour, where his "ad libbing" makes his act as much of a monologue as a concert.



DON BESTOR

Ran away from home at age of 16 to direct orchestra of a traveling musical show. Since 1926 has had an orchestra under his own name. Born in Langford, S. D. Stands six feet tall, weighs 175 pounds, is fair and has dark brown hair. Married to Frankie Klassen. Has daughter, Mary Ann. First learned to play drums, then became master of many instruments. Composes usually during hours just before dawn. Likes to mix his own salad dressings.





FORD BOND

Is 6' 1" tall, weighs 184 pounds, fair and has brown hair. Born October 23, 1904, in Louisville, Ky. Married and has daughter. In 1922 started in radio as a singer. Was program manager for Louisville station until he came to NBC in New York in 1929 as announcer. Received medical degree from University of Chicago. With Beebe expedition in Bermuda for broadcasting purposes.

LUCREZIA BORI

Born on Christmas Day in Valencia. At six she sang Arditì's "Il Baccio." At eighteen she took Adriano by storm in "Carmen." Successes followed at La Scala, Buenos Aires—and our own Metropolitan, opposite Caruso in "Manon." Lost her voice for three years, but it came back almost miraculously as the result of fright. Helped raise \$3,000,000 as chairman of the Committee for Saving the Metropolitan. Enthusiastic sportswoman, golfs, swims, plays tennis expertly. Feels matrimony and art do not mix—is still single.



BOSWELL SISTERS



For 12 years Connie, Vet and Martha trained in violin, cello and piano. But instead of performing as a string trio, the girls received top radio billing as the hottest of harmonizers. Carry on the musical traditions of their family. Their distinctive style has brought them fame and fortune on radio, screen and stage. Martha is oldest, Connie next, and then Vet—a year apart. Very superstitious and always braid a lock of hair before performing. Cross their fingers during broadcasts. Connie writes for her own amusement. Spare time finds Vet painting, while Martha confines her talent to working out their snappy arrangements.

MAJOR EDWARD BOWES

Born in San Francisco. First job as office boy, the start of a successful career in real estate. Active in civil reform. Lost all in San Francisco fire. Rebuilt fortune by guessing location of new business district. Entered theatrical business New York, 1908. In 1918 built Capitol Theatre—has guided its policy ever since. Since July 25, 1925, has been active director and producer of Capitol broadcast. First to broadcast programs and weekly Family Series. Originator of the amateur hour which has started many on the road to fame.



GEORGE N. BURNS

Dubbed "Nattie." Born in New York, June 20, 1896. Left school at 13 to work as a printer. Following year debut as dancer at Coney Island. In 1926 married Gracie. Since then the team has made 14 picture shorts, seven films. First went on air from London five years ago. CBS debut Washington's Birthday, 1932. Once they drew 360,000 fan letters in four days. George likes golf, prize fights, bridge, boats. Weight 157; height 5' 9"; hair brown; eyes blue.



GRACIE ALLEN

Born in San Francisco. Birthday July 26. Had musical parents. First on stage at six. Forgot song, wept—and jigged. Attended convent. First job as singer paid \$20. Deluged with fan mail during her daft "missing brother" search. Prizes a letter from a little 90-year-old lady of Baltimore. Admits "mike fright." Prefers cities, shops, shows, formal clothes. Hates to see fare register in taxi cabs. Weight 100; height 5 ft.; hair black; eyes hazel.

EDDIE CANTOR

Born on New York's lower East Side, Jan. 31, 1892. Orphaned at two. First stage appearance, Miner's Bowery Theatre. Took first prize. From singing waiter drifted to vaudeville. Was an usher in a New York theater with Walter Winchell and George Jessel. Won recognition from small part in Gus Edward's Kid Cabaret. Rose to heights from trial at Ziegfeld's Amsterdam Roof. Has made several successful movies. Hates noises, vegetables, opening nights. Favorite hobby—his five daughters.



BOAKE CARTER

Born in Baku, South Russia, thirty-five years ago, where father was British consul. Educated at Cambridge. Roving correspondent for London Daily Mail, traveling Europe. Four years during the war with Royal Air Force. Then went into his father's oil business in Mexico. Became re-write man and columnist on Philadelphia papers. Since 1930 has been one of radio's premier reporters. Married, has two children and three bull terriers. Enjoys cooking, portrait painting.



IRVIN S. COBB

Famous newspaper man, humorist, raconteur, creator of "Old Judge Priest." Born Paducah, Ky., June 23, 1876. Won national fame as a humorist and special writer for N. Y. Sun and World. Represented Saturday Evening Post as correspondent during World War. Won O. Henry award for best short story published in 1922. Distinguished as an interpreter of southern characters. His droll wit and inimitable story telling have endeared him to increased millions through the radio audience. Married Laura Spencer Baker; daughter Mrs. Frank M. Chapman.





JOE COOK

Born Lopez in Chicago, orphaned at four. Adopted by the Cook family of Evansville, Indiana. Started first professional engagement with a medicine show at the age of twelve. Then came amateur nights as a juggler in New York—from there to his famous "One Man" vaudeville act. Earl Carroll's Vanities brought him national fame. Won radio distinction as the life of the Colgate House Party. Hobby—his estate "Sleepless Hollow" at Lake Hopatcong, where he runs a perpetual house party.



FATHER COUGHLIN (CHARLES E.)

"Priest of the Radio." Born Hamilton, Ontario, Oct. 25, 1891. Educated St. Michaels College and University College of Toronto. Ordained as a member of Basilian Congregation, 1916. Assigned as secular priest to Detroit diocese, 1923, began broadcasting from Shrine of Little Flower in 1926. His program of "Social Justice" has achieved a tremendous following. 1,000,000 letters once received from one broadcast. Is not opposed to capitalism itself, but to its abuses and concentration of wealth in the hands of a few.



RICHARD CROOKS

Born 33 years ago, Trenton, New Jersey. Sang as choir boy in New York churches. At 12, with Schumann-Heink. Enlisted in flying service during war but was found to be under age. Studied in Germany. Sang for Damrosch in first professional engagement. Invaded Europe with great success and came home for Metropolitan debut. In recent years radio has claimed much of his time, notably on Firestone hour. Passionate fisherman and flier. Keeps fit playing outdoor games.

BING CROSBY

Born 30 years ago, May 2. Played "hookey" to be a property boy for Al Jolson in Spokane. First radio performance, 1927. Glee club leader and editor college paper Gonzaga University. With Harry Barris originated Rhythm Boys for Paul Whiteman. Later in Mack Sennett shorts. Original style of crooning on CBS won him country-wide fame on radio, screen and stage. Bing stands 5' 9", weighs 165 pounds. Married to Dixie Lee. Has three boys. One brother, Everett, is manager. The other, Bob, has written noteworthy lyrics and is also a radio crooner.



WALTER DAMROSCH

Born Breslau, Germany, in 1861. Holds honorary degrees from 5 American colleges, French Legion of Honor, Chevalier of the Crown, Belgium, Officer of the Crown, Italy. Now musical counsel of NBC. Studied music in New York, under famous masters. At 25 took over his father's baton as conductor of New York Symphony, which he led for over 40 years. Known best to radio audience for his RCA educational hour, which is one of radio's great influences in developing public taste for good music.



MORTON DOWNEY

Born Wallingford, Conn., Nov. 14, 1901. Met Barbara Bennett, daughter of Richard and sister of Constance and Joan, on movie set. Married her Jan. 28, 1929. Children—Michael, Morton, Jr., Lorelle Ann. Sang in night clubs and movies, where his individual style of crooning brought him nation-wide popularity. First audition for CBS in 1930. 5' 9", 172 pounds, ruddy complexion, light brown hair. Favorite sport, baseball. Favorite dish, corned beef and cabbage; midnight supper, scrambled eggs and tomatoes. Once fractured spine in auto accident.



JESSICA DRAGONETTE

B. A. degree, Georgian Court College, Lakewood, N. J. Speaks French and Spanish. Studied singing under Estelle Liebling in New York. Notable stage successes "Miracle," "Student Prince," "Neighborhood Playhouse Follies." First radio audition in 1926. Was voted outstanding soprano on air by popular vote. Never uses notes or script and always wears evening clothes before mike. Enjoys riding, surf swimming and walking. Believes in fortune tellers. Left stage because of greater audience radio provides. 5' 1½", 105 pounds, fair complexion, golden hair.



EDDIE DUCHIN

Graduated 1929 at Pharmacy College, Boston. Prepared to follow father's footsteps. As a waiter at boys' camp, organized three-piece band—bobbed his head instead of waving a baton. Still does. Won an audition and joined Reisman's orchestra at the Waldorf. Became pianist with Reisman orchestra at the Central Park Casino. Within a year organized his own band, featuring piano solos by Duchin. Said to have paid \$30,000 for release from Casino contract. Is tall, dark-haired, good-looking. Married Marjorie Oelrichs, prominent socialite.



EASY ACES

Radio's battling bridge players. In real life are happily married. Jane and Goodman Ace their real names. Both born in Kansas City—he in 1899, she in 1905. While Jane was finishing high school, Ace was at Kansas City Junior College, studying journalism. Became reporter on Journal Post and presented radio edition of his column. Originated "Easy Aces." Program "clicked" immediately. They went to Chicago in 1931 and by March 1932 were on network. Have made two screen comedies. Broadcast at a bridge table. Ace creates the script from real-life bridge arguments, but Jane originates many of the remarks—such as the famous, "I'll say the world."



"DUKE" ELLINGTON

Recognized as leading exponent of modern negro dance rhythm. Born in Washington, D. C. Full name Edward Kennedy Ellington. A pianist, "Doc" Oliver Perry, prominent in dance bands, became interested in Duke. Henry Grant, a supervisor of Washington schools, also taught him harmony. His career began with dance bands in Washington. Later followed appearances in N. Y. night clubs. His fondest dream was realized in 1927, when he opened the Cotton Club in Harlem.



RUTH ETTING

Born David City, Nebraska. After high school studied fashion designing in Chicago. Danced in night club chorus. Substituted for "blues" singer. Resulting engagements ended her art career. Ziegfeld signed her from a record of her voice. Appeared in "Follies," "Whoopie," with Ed Wynn in "Simple Simon." Her "Ten Cents a Dance" said to be responsible for reforms in "taxi" dance halls. Still designs her own clothes. Never took music lesson. Favorite with collegians. Personal appearance at New Haven music shop once caused a near-riot of Yale students.



TED FIO-RITO

Mother light opera star; dad played in symphonies; brother an orchestra leader. First job, pianist in a moving picture house at \$5.00 a week. With orchestra in Atlantic City at the age of eighteen. First radio venture 1919, operated his own station, WIBO, playing at Edgewater Beach Hotel, in Chicago. His "hunches" have brought out many Hollywood and radio stars. Enjoys dancing. Favorite sports, swimming and riding. Hobby, medicine - likes to watch operations. Favorite worldly possession, night club piano autographed with some 2,000 names of friends and celebrities.





GEORGE GERSHWIN

Born Brooklyn, Sept. 26, 1898. From a piano-pounding song plugger at \$15 per week to a world-famous composer, who has elevated jazz to classical heights—that's George Gershwin's accomplishment. A few years ago he was razzed so unmercifully by an unappreciative audience at Fox's City Theatre in New York that he dashed out of the place without collecting his paycheck. Twelve years later, the Fox Company paid him \$50,000 for the rights to let Paul Whiteman play his "Rhapsody in Blue." His compositions range from musical comedy numbers to concertos for symphony orchestras.

FLOYD GIBBONS

Born Washington, D. C., July 17, 1887. 6 ft., 190 pounds. Educated at Georgetown University. Exciting, adventurous life, first with Pancho Villa. Later joined Pershing against Villa. Torpedoed and sunk in mid-Atlantic. A correspondent in all parts of the world. Lost an eye covering World War. First broadcast from Manila, P. I. Has entertained millions with live, rapid-fire delivery and magnetic personality. Radio record 217 words a minute. Started "Headline Hunter" in 1929. A prolific writer—several books.



GEORGE GIVOT

Born in Russia. Moved to Omaha. At fourteen was employed in Greek sweet shop. There acquired his indescribable accent. At Winter Garden one night the audience, new to his breezy style, started a "razzberry." A voice rang out, "Stop" and its owner proceeded to lecture audience on giving newcomers a chance. The speaker was Al Jolson. Later Givot appeared in "Earl Carroll's Sketch Book" and leading night clubs. Made radio debut as "Greek Ambassador of Good Will" with Waring's Pennsylvanians (1933).

FERDE GROFE

Born in New York City in 1892. Educated in Los Angeles. At 16 had a march published. At 17 with Los Angeles Symphony Orchestra. Was arranger for Paul Whiteman for 12 years. Arranged Gershwin's Rhapsody in Blue for its premier performance. Among his famous compositions are the Mississippi Suite, the Grand Canyon Suite, and Tabloid. Has won national popularity as a conductor and interpreter of modern music.



EDGAR A. GUEST

America's best-loved poet. Born Birmingham, England, Aug. 20, 1881. Has been a resident of Detroit since 1891. Became nationally famous for his daily poems in the "Detroit Free Press," now syndicated in hundreds of newspapers. For the last four years has been featured on NBC programs. Hollywood has also claimed him through Universal Pictures to star in a series of films. Married Nellie Crossman of Detroit. Has 2 children, Edgar, Jr. and Janet.

WALTER G. (GUS) HAENSCHEN

Born in St. Louis, Mo. Graduate mechanical engineer of Washington University. Received musical training from his uncle, Herbert Goldbeck, of the Chicago Faculty of Music. Went through World War as marine engineer with the rank of ensign. In 1922 Haenschen began broadcasting with Frank Black, built up many popular radio programs, including the Palmolive Hour, Chase and Sanborn, Champion Sparkers and others. In the studios Haenschen directs with his hands and dances a modified version of the Charleston.





ANNETTE HANSHAW

Inherited a love of music from her father but started her career as a painter and designer. Drifted into music through successful engagements at social functions. Her musical recordings have reached the amazing total of over 3,000,000 discs. Plays her own accompaniments and works out her musical arrangements with a shorthand of her own. Made her radio premiere in Florida. Later opened a music shop at Mt. Kisco, which started her on the road to radio fame.



ALOIS HAVRILLA

Born in Pressov, Austria-Hungary. Brought to Bridgeport, Conn., when four years old. His father was pharmacist. Studied voice as a child. At 13 was apprenticed to a master engineer. Studied music teaching at New York University. Taught at Briarcliff Manor, N. Y. for a short time, and then accepted a job on announcing staff of WEAf. Is slender, of average height, has blue eyes and fair hair. Is married to Marion Munson and has a daughter, Constance.

HORACE HEIDT

Born in Alameda, California, in 1901. Went to Culver Military Academy and University of California. Was an expert boxer and football star. Fractured his back in a spectacular play. Has had 17 spinal operations. Paid his way through college by playing piano. Organized his own orchestra at college. Later the group met wide success here and abroad. Known as the "good samaritan of amateurs." Keeps in shape by playing golf. Prefers travel by plane. Weighs 190 pounds, over 6' tall, brown hair and blue eyes. Married—has daughter, Patsy.



EDWIN C. HILL

Born Aurora, Indiana. After his graduation from University of Indiana became a newspaper man. As one of N. Y. Sun's star reporters, covered centers of interest throughout the world. Was director of newsreels. Writes syndicate newspaper column. Married Jane Gail, former film actress. Fond of riding, golf, and his bull terrier. Brilliant style, wide reading and flair for human interest have won him a large following.



RICHARD HIMBER

Seemingly effortless manner by which his rhythms are produced belie his tenseness as he directs, follows continuity and score, and signals his men into position for solos. No visitors are allowed in the studio when he is on the air. His orchestra, The Studebaker Champions, responds as one perfectly controlled unit to Hember's direction. The entire half hour is comprised of orchestra numbers, including Stuart Allen's vocalizing.



HARRY HORLICK

Born Tiflis, Russia, July 20, 1896. 165 pounds, dark complexion and dark brown hair. Father a writer and composer, brothers musicians. Unmarried. Studied at Tiflis Conservatory. On concert stage in Russia; appeared cafe in Constantinople, Park Avenue restaurant. Vaudeville tour with Gypsies. First audition for A. & P. Gypsies in 1924. Collects gold coins and jade. Plays violin and viola. Favorite book is Anna Karenina. Likes caviar sandwich for midnight supper. On air since March 1925.



TED HUSING

Onetime aviator, policeman, realtor. Born Deming, New Mexico, 1901. Entered army aviation school in Florida. Pilot with American Airways and New York Police flying force. Beat 619 applicants for job as W. J. Z. announcer. Broadcast first football game (U. of P. vs. Cornell) 1925. Has been "tops" ever since as announcer of sports and public events for CBS. Distinguished for his accurate and vivid descriptions.



LOU HOLTZ

Born in New York—1899. Early education and training in amusement field in San Francisco. Made debut as professional entertainer at 16. His progress to popularity and stardom was rapid in vaudeville, musical comedy and revues from 1916 to the present day. His entire attention now centered on radio. Walks around Central Park reservoir every morning. Alice in Wonderland his favorite book. Always performs with cane crooked over his arm—his one superstition.



HELEN JEPSON

First "big" contract with Swathmore Chautauqua Company. Played 18 towns in 15 weeks. Studied at Curtis Institute in Philadelphia. Stage training with von Wymetal. Voice training with Queena Mario of Metropolitan. Professional appearances with Metropolitan, Philadelphia, Montreal, Atlanta Grand Operas, and concert tours. Husband, George Roscoe Possell. One daughter, Sallie Patricia.





AL JOLSON

Born Asa Yoelson, May 26, 1886, St. Petersburg, Russia. To Washington D. C. as a child, where his father was a cantor. 5' 10", 160 pounds, dark complexion, brown hair. Wife Ruby Keeler, well known in moviedom. Trained to follow in father's footsteps. Ran away and became mascot for a regiment in Spanish American War. Went to San Francisco after the fire as a cafe entertainer. In 1911 Shuberts engaged him for Winter Garden. Was world-wide success. His "Jazz Singer" first successful sound picture

ISHAM JONES

The "I" is pronounced as in "ice." Is from Coaltown, Ohio. Lanky, red-haired and awkward. Father a mine boss, but a music lover. Worked in the mines, at night studied music. Moved to Saginaw, Mich. There learned to play eight musical instruments. Later played in orchestras throughout the middle west. Wrote "You're in the Army Now" while serving at a training camp during the war. After the war, formed his own orchestra which has achieved and retained popularity for more than a decade.



JOHN B. KENNEDY

Born Quebec, Canada. Graduate St. Louis U. Newspaper work in St. Louis, Chicago, Montreal and New York. Publicity director Knights of Columbus during War. Associated with Hoover in relief work. For Collier's Magazine set record for interviews and short stories. Heard on air at first as master of ceremonies for Collier's Hour. Left Collier's for NBC to broadcast back-stage comments and interview opera stars. Has interviewed everyone from Pope to Al Capone. Smokes a pipe in bed. Does his work best in kitchen.



MASTERS OF RHYTHM

FOUR OUTSTANDING INTERPRETERS OF MODERN DANCE MUSIC . . .



PAUL WHITEMAN

Born Denver, Colo., 1891. Dean of American danceband conductors. His was first orchestra to appear on WJZ. Has an extensive wardrobe. Likes gay neckties. Doesn't like crowded elevators, would rather walk upstairs. Played viola in Denver Symphony orchestra. Was an automobile salesman; leader of a navy band. Is a friend of the Prince of Wales. Wife—Margaret Livingstone—one son. Has taken off 100 pounds. Rehearses broadcasts right up to deadline.



GUY LOMBARDO

33 yrs. old, weighs 158 pounds. A boating enthusiast, owns three craft, would like to be a speed boat pilot. Likes to get distant stations on his short-wave receiver. Directs rehearsals from control room. Plays only the numbers he thinks suitable for his band. Known as the Socialites' favorite band leader. Likes to listen to others' opinions, then does as he thinks. Never forgets appointments but usually late. Ambition to sleep nights instead of days.

RUDY VALLEE

Real name—Hubert Prior Vallée. 5' 11"—145 pounds—light complexion, light brown hair. Born in Vermont, July 28, 1901. Father wanted him to be a druggist. Studied at U. of Maine—Yale University, PhB. degree—football band leader. Led dance orchestras throughout New England. Broadcasting since 1928 mostly on Fleischmann hour. First to make "crooning" popular. Hobbies—amateur moving pictures—discovering new talent such as Rubinoff, Frances Langford and many others. Greatest extravagance—his lodge in Maine. Pulls his ear when thinking hard. Writes most of his songs in his dressing room.



CAB CALLOWAY

Born in Rochester. Family moved to Baltimore. An honor student in music at high school. Got his start playing drums in Chicago. Eventually organized own orchestra and became the rage of Harlem. Sings and dances as he leads. Of retiring disposition off stage. Born Dec. 25, 1907. Education—Douglas High School, Baltimore. Studied law at Crane Prep School, Chicago. 5' 8"; 165 pounds; brown eyes, black hair. Likes spicy foods and Italian cooking. Is married. Enjoys baseball and basketball.





HAROLD WAYNE KING

Born Savannah, Ill., 34 years ago. Tooted his way through Valparaiso University with a clarinet. Went to Chicago with insurance company. Learned to play saxophone—when neighbors complained he played into a pillow. Aragon Ballroom asked him to form an orchestra. His dreamy waltz music clicked from the start. First radio pickup in 1927. Composed own theme song, "The Waltz You Saved for Me." Owns plane, plays golf and fishes. Married Dorothy Janis of the movies and has young daughter. 5' 9½" tall, weighs 160 pounds, blue eyes, brown hair.

RAY KNIGHT

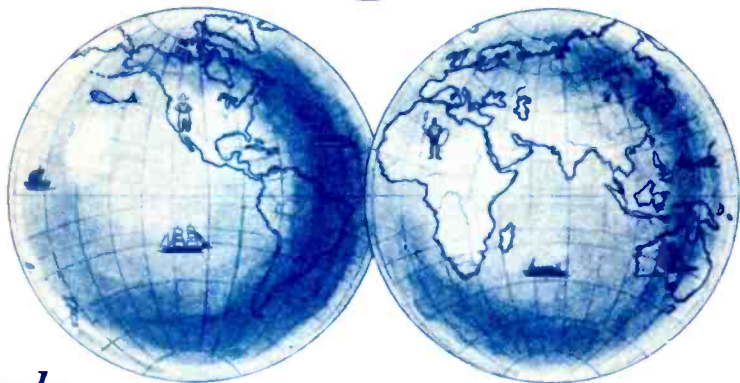
Actor, writer, producer, born in Salem, Massachusetts, February 12, 1899. Won his LL.B. at Boston University and practiced law for two years. Studied drama under Prof. George Baker at Harvard and Yale and won Drama League prize with "Strings." The radio success of this play brought him to NBC in 1928 where his versatile productions have ranged from the "Cuckoo" hour to children's programs. Over six feet tall, married, has two children.

Hobbies, horseback riding and collecting walking sticks.



ANDRE KOSTELANETZ

At twenty, Kostelanetz left his native Petrograd for United States. Even then was assistant director of Petrograd Opera. For a number of years accompanist to several Metropolitan stars. Since 1932 one of radio's foremost directors. CBS staff conductor. Mixes American slang with a lingering accent. First to offer programs without announcements. Thinks music itself creates the desired mood. Believes much popular American music equal to many revered classics if properly orchestrated.



Only

GENERAL ELECTRIC RADIO

Offers These Five Major Contributions to
Better Radio Reception:

METAL TUBES

A development of General Electric's famous "House of Magic." Sealed in steel for stabilized radio performance.

SENTRY BOX

Admits only the station to which you are tuned.

PERMALINER

A permanent aligning condenser that keeps the set "always at concert pitch."

STABILIZED DYNAMIC SPEAKER

General Electric's new welding technique provides faithful reproduction of speech and music.

SLIDING RULE TUNING

Simple, attractive,—only one scale visible at a time. As easy to read as a ruler.

Out of the "HOUSE OF MAGIC"

THE NEW METAL TUBE... A DEVELOPMENT SO IMPORTANT THAT A COMPLETELY NEW RADIO HAS BEEN BUILT AROUND IT

IN RADIO TUBES, glass now gives way to steel...

To new metal tubes... created in the General Electric "House of Magic."

Tubes so superior that they need be only half the size of glass tubes... so out-of-the-ordinary that they inspired the making of a completely new receiver—new from base to top—

The 1936 General Electric Radio!
Noises Suppressed... Brilliance Gained

These new metal tubes are made with a precision that cannot be attained with glass.

Thus, they have silenced forever the annoying crackle of loose "shielding cans"... subdued the microphonic twang that clouds reception... increased the clearness of distant domestic and foreign programs.

And these rugged metal tubes are

enduringly strong... giving you performance invariably brilliant throughout a long and active life.

A Radio Always at "Concert Pitch"
Sensational as it is, the metal tube is but one of several great features that place the new General Electric Radio far above other receivers.

There's a finer speaker—sited in the "House of Magic." Here, in a "Cell of Oppressive Silence," the ghosts of dead sounds have been smothered... phantom whispers that fog reproduction stifled. Resulting in a speaker so supremely sensitive that speech and music now come to you clear... and mirror-true.

And there's the new and amazing Permaliner, sealing out those twin enemies of distant reception—moisture and dirt... keeping the set stable—at "concert pitch" over a long and brilliant career.

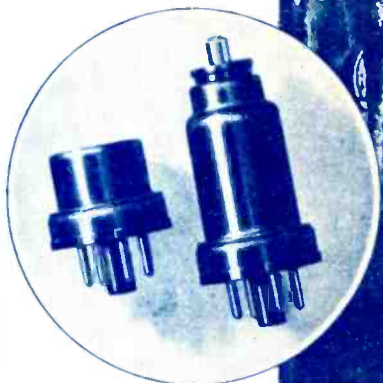
A Sentinel Out of "The Arabian Nights"

When you look at the heart of the new General Electric Radio, you will see still another "House of Magic" wonder-worker.

There you will find the Sentry-Box... controlling as many as five separate broadcasting bands... housing the most alert watchman in all the world!

Picture, if you can, a thousand and one radio waves rushing upon him... traveling at a speed of 186,000 miles a second—all demanding entrance.

But only one wave is permitted



NEW METAL TUBES (actual size)... small, efficient, long-lived... designed to meet modern broadcasting conditions, short-wave and long-wave alike.

to pass—the wave to which you are dialed. All others must stand aside... move on—at the command of this vigilant sentinel.

See It! Hear It! Make Comparisons!
Because of those features, the new 1936 General Electric Radio gives not only a new brilliance of performance... but a lasting brilliance that the years cannot dim.

It is now on display at your nearest G-E Radio Dealer's... where it will speak for itself—with an eloquence beyond any that we might command.

Many impressively-styled models—table sets and consoles... priced from \$60.00 up.

All we ask is that you see this radio that came out of the "House of Magic." Hear it. Then compare it with all other radio receivers—regardless of price.

*Metal radio tubes, invented and perfected by General Electric, are made for General Electric by the RCA Mfg. Co.... Complete receivers manufactured by General Electric at Bridgeport, Conn.

For 1936, General Electric offers these notably new features that keep the set at "concert pitch"

- G-E Metal Tubes
- G-E Permaliner
- G-E Sentry-Box

- G-E Stabilized Dynamic Speaker
- G-E Tuning Bands for All-wave plus extended long-wave and ultra-short-wave bands
- G-E Lo-note Compensation
- G-E Noise-Control
- G-E High- and Low-speed Station-Finder
- G-E Sliding-rule Tuning-scale
- G-E Precision-tuning Indicator
- G-E Shadow-band Tuner

And a score of other new improvements!

The new 1936 GENERAL

... a new Radio Miracle!



MAKING MUSIC COME OUT OF A GAS-PIPE! An early step in a two-year search for a practical and efficient metal radio tube—conducted in the General Electric "House of Magic." A search that made use of a newly created alloy, Fernico... that utilized an ingenious method of welding that applies 75,000 amperes, for one-tenth of a second, to fuse two metals into one! Such research development, typical of the "House of Magic," alone made the new metal tube possible—marking a milestone in radio progress.



ELECTRIC RADIO

Room the world
with these distance-defying sets
... priced as low as \$34.50!

(Prices slightly higher in West, Mid-west and South... Subject to change without notice.)



MODEL A-125—Two-tube super-heterodyne, with five broadcasting bands. Two metal tubes throughout. Non-flammable cabinet in walnut.

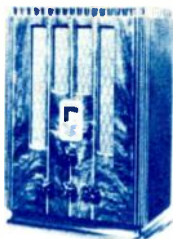


MODEL A-63—Six-tube super-heterodyne, completely equipped with new metal tubes. Two reception bands. Distinctive cabinet of light walnut veneer.

SUPERB CABINETS *for* SUPERB RECEIVERS



MODEL A-53—A table model that provides excellent reception of standard, police and short-wave transmissions at low cost. 5 metal tubes.



MODEL A-63—A low-priced table model receiver which covers the entire standard broadcast band and also short-wave stations. Six metal tubes. The walnut-veneer cabinet is quietly but beautifully designed.



MODEL A-64—A two-band model which covers standard broadcasts, high-fidelity band and low-frequency police channels, also important short-wave broadcasts.



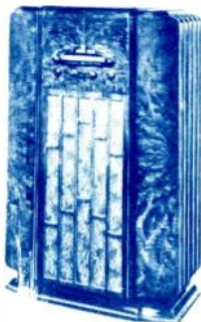
MODEL A-70—A three-band table model covering the entire standard broadcast band and also the foreign short-wave frequencies. Seven metal tubes. Walnut-veneer cabinet.



MODEL A-82—Four bands cover standard broadcasts, foreign short-wave, police and amateur signals, also long-wave band for weather and aircraft signals. 8 metal tubes.



MODEL A-65—An inexpensive two-band console that receives all standard broadcasts as well as short-wave. 6 metal tubes.



MODEL A-125—Five bands of reception cover all standard broadcasts, foreign short-wave, amateurs, police, weather and aircraft PLUS an ultra-short-wave band on which 2-way police conversations may be heard. 12 metal tubes. The console cabinet possesses a dignity that harmonizes with any interior decoration.



MODEL A-67—This two-band console covers standard broadcasts, high-fidelity band, low-frequency police channels, and the important short-wave broadcasts. 6 metal tubes.



MODEL A-75—A three-band console with the entire broadcasting and short-wave bands, and police calls and amateur signals. 7 metal tubes.



MODEL A-87—A four-band console. Tuning range embraces all standard broadcasts, foreign short-wave, police and amateur signals. 8 metal tubes.

BEATRICE LILLIE

In real life Lady Peel. Came to radio as one of England's most famous comedienues. On the air a riot of delicious nonsense, much of it apparently impromptu, she takes her rehearsals quite seriously. Broadcasts from high chair, like a bookkeeper's stool, always in a low-backed gown with one evening slipper resting on lowest rung always appears cool flushes slightly at applause.



LITTLE JACK LITTLE

This versatile Jack-of-all-music was born in London 33 years ago. Settled in Waterloo, Iowa. Joined the Navy. Fought the World War on the keyboard of a piano at Great Lakes Station by request of his commander. At the University of Iowa, organized a campus orchestra played its way into Broadway. Went with music publishing house. Sang and played his firm's songs over radio. A song writer of note as "Jealous," "Ting-a-ling," "My Missouri Home," and "A Shanty in Old Shanty Town" testily.



ABE LYMAN

Born in Chicago, 1899. Newsboy, taxi driver, soda-jerker. As drummer in Chicago cafe, his sleight-of-hand with the drumsticks stopped the show. Went to Hollywood where his five-piece orchestra grew to twenty. He toured Europe with great success. Maintains staff of four arrangers and assistants but personally plans and directs all programs. Has home in Beverly Hills and apartment in New York. Still a bachelor. Has a fan club of 25 members in widely scattered cities. Every week each member writes, telling how his program was received.



GRAHAM McNAMEE

Born in Washington, D. C. on July 10, 1889. Was baritone soloist in New York churches and concert tours. In 1922 joined WEAJ as radio's pioneer sports announcer. Never goes to microphone "cold." Does anything to get himself excited before going on air. His full-throated laugh on Ed Wynn's hour became famous. Hates a tuxedo. Has broadcast big football games, World's Series, Presidential inaugurations, fights, Broadway welcomes to celebrities. Married Ann Lee Sims.



JAMES MELTON

Born Moultrie, Georgia, Jan. 2, 1904. Educated at U. of Florida, U. of Georgia, and Vanderbilt. Studied singing and after graduation tried to crash into musical comedy in New York. Finally got an audition with Roxy and entered radio as member of his famous "Gang." Lyric tenor with Revelers for few years, then followed series of concert and vaudeville engagements. Now back with radio in solo engagements.



JUNE MEREDITH

After 3 years of dramatic school in Chicago, landed in New York with \$200. Finally won an opening with Sam Harris. Played one whole year with Richard Bennett which she considers her most valuable experience. Chance and the depression brought her into radio in 1930 where she holds an all-time record as star for over 4 years in the "First Nighter" dramas. Unmarried. 5'5½" tall, brown hair. Swims, golfs, expert at contract and crooning.





ETHEL MERMAN

Business lost a swell secretary when her employer found she was singing in night clubs and introduced her to George White of "Scandals" fame. Vaudeville claimed her until her big chance came in the George Gershwin hit "Girl Crazy." She set Broadway aflame with "I Got Rhythm". Made "Eadie Was a Lady" an international classic. 5'6" tall, weighs 118 pounds—brown hair and eyes. Her friends call her "Eadie."

FRANK MUNN

Born in New York City (the Bronx) Feb. 27, 1896. Shuttle boy in embroidery factory at \$15.00 per week. Clever at amateur minstrels. First professional engagement over WJZ in 1924. First audition for Palmolive Hour in 1927. Consistent radio favorite for 10 years and never misses a program. Collects stamps. Speaks German. 5'8"—220 pounds—ruddy complexion and black hair.



MYRT AND MARGE

Myrt Vail, the mother, was with her husband in vaudeville. Lost all their savings in the depression. Marge, the daughter, also on the stage, suggested that her mother write a skit for the air. The result was "Myrt & Marge." Sponsored by Wrigley over CBS, it has made them radio headliners for years. Myrt played prima donna roles in musical comedy and headlined in vaudeville with her husband George J. Damerel. Marge was practically born and cradled backstage. Went to Chicago High School but gave up college to go on the stage.



OZZIE NELSON

Born in Jersey City, N. J., March, 1906. At 14, as the youngest Eagle Scout, he went to Europe. Sang before King Albert. Graduated at Rutgers, '27. New Jersey Law School '30. A four-sport letter winner, won college oratorical contest, captained debating team. His band, organized in law school, is the youngest on any network. Is single. Hobbies mainly athletic. Once covered 800 miles in a day driving alone. Lives in Larchmont, N. Y., and Englewood, N. J. Expects to return to law ultimately.



GERTRUDE NIESEN

Imitated Lyda Roberti at parties. Friends said she ought to be on stage. Left name with a booking agent, never expecting to be called, but was signed for a vaudeville engagement. Entertained at night clubs and finally in vaudeville with Lou Holtz, taking place of her ideal, Roberti. Tennis and swimming her favorite sports because they are rhythmic. A bit temperamental, but says stage and radio are not responsible. Reads Bernard Shaw. Has two Boston Bulls and an Angora cat.

RAY NOBLE

America's favorite British bandleader. Born in Brighton, England, 27 years ago. Father a famous English surgeon. Graduate of Cambridge University. Specialized in music, immediately became affiliated with the British Victor Company; later its musical director. His skill as composer, arranger and conductor has placed his phonograph records among best-sellers in the United States, a situation which brought him to America. Broadcasts over NBC networks.



DONALD NOVIS

5'9½"—150 pounds—blonde hair. Born Hastings, England, March 3, 1907. Enjoys swimming. Reads mystery stories for relaxation. First contract obtained by winning National Atwater Kent Radio Contest in 1928. Favorite dish is Irish stew. First job as a newsboy—bought clothes for himself with the money he earned. At 16 his ambition was to be a football coach.



WALTER O'KEEFE

Born in Hartford, Conn., Aug. 18, 1900. Educated at Wimbledon School, London, England; St. Thomas Academy (for the priesthood); Notre Dame. Mustered out of the Marines after World War. Wrote plays, worked at Tex Guinan's, Barney Gallant's and as a Florida real estate salesman. In Hollywood wrote music for the films. Then rediscovered for radio that Victorian masterpiece, "The Man on the Flying Trapeze." O'Keefe has sparkling eyes, dark hair, trim figure. Loves to burlesque celebrities. Married to Roberta Robinson. Son, Michael.



GEORGE OLSEN

Born Portland, Oregon. His father a furniture mover but George decided he would rather play than juggle pianos. Attended Hill Military School and University of Michigan. Reorganized college band and became the first college drum major. Led bands at Portland and San Francisco. Went East with Ziegfeld as musical director. Married Ethel Shutta who sings with his band. Admires Ben Bernie's wit and Guy Lombardo's music. Favorite pastimes trimming Abe Lyman at golf and Eddie Cantor at pinochle. Has 2 sons.



JACK PEARL

Twenty-five years ago Gus Edwards signed up Jack in a barber shop. Later, as an understudy in "School Days," he stole the show as a German comedian. Then came years of popular success with the Shuberts and others. He made his radio debut in Ziegfeld's "Follies of the Air" in 1932. He attributes his success to his wife's good judgment which he claims never fails him. Can do seven different dialects. Likes golf . . . and visitors in the studio. His favorite author is Voltaire.



JOE PENNER

Born Joseph Pinter, Nov. 11, 1904 in Hungary. Brought to Detroit as a youngster. Won amateur contest as a clown. Took over part of comedian one night. Made hit with his lisp and laugh. Then came carnivals, burlesque and vaudeville, and in 1927 Greenwich Village Follies. In 1933 Vallee gave him his first spot on national radio. Has been around world 10 times. Wife—Elinor Mae Vogt, former dancer. Ambition—to be a dramatic writer. Likes to play violin.



RAY PERKINS

Born in Boston on August 23, 1897. Brooklyn Poly and Columbia (A. B. 1917). Toured as a concert pianist. As a captain in the Army 1917 to '19, composed some of his first popular tunes. In 1925, through Norman Anthony of "Ballyhoo" fame, Perkins switched from song-writing to broadcasting. In 1929 wrote music for Warner Brothers and Greenwich Village Follies. Ray is freckled, has sandy hair and hazel eyes. 5'9" tall and weighs 155 pounds. Married, has two children.



PIC AND PAT

Pic and Pat—Molasses 'n January—Pat Padgett and Pic Malone off-stage—are old hands at blackface trouping. Pat started in amateur nights at the "opry" house in Atlanta. Pic clowned for the troops at Fort Oglethorpe in wartime. After years of minstrelsy and vaudeville, both met in New York and teamed up in 1926, first in vaudeville and when the Maxwell House Show Boat began its long voyage they were in the cast—and still are.



Pat was born in Atlanta, Georgia, December 29, 1905. Went to Georgia Military School, but ran away to join a minstrel troupe. Pic was born near Dallas, Texas, June 23, 1895. Educated at public and Oklahoma State Normal School, but forsook teaching for the Army, where he got in the show business as an amateur. After the war he played in vaudeville and stock.

Both are married. Pat has one, Pic has two sons.

HELEN, JANE AND PATTI PICKENS

Three of the Pickens sisters combine to make one of the best harmony trios on the air. The fourth, Grace, manages the business details and substitutes for any one of them. Their radio contract was a result of their recording fame. They have since added a motion picture debut in "Sitting Pretty," a musical comedy in "Thumbs Up." Most of their rehearsing is done at home. Grace is 27, Helen 26, Jane 24 and Patti 17 years old. They are all tall and slim. Jane is a golf fan, Helen prefers swimming, while Patti has won laurels as ping pong player.



LILY PONS

Born at Cannes, France. Was 21 before she took a singing lesson. She first sang for wounded soldiers. Her European success won a five-year contract with Metropolitan (1931). She has a postoffice named after her—Lily-pons, Maryland. Stands 5' 2", weighs scarcely 100 pounds but her voice soars beyond highest note of all the famous prima donnas. Her vocal range revived operas that hadn't been heard for years. Likes animals, first editions, Rachmaninoff and Gershwin. Dislikes snakes, champagne, crooners. Intends to retire at 40.



DICK POWELL

Born Mount View, Arkansas, Nov. 14, 1904. Went through high school and one year of college. Started as church soloist in Little Rock. Was vocalist with a concert orchestra in Louisville. Became known as a "singing master-of-ceremonies." In Pittsburgh for theatrical engagement, stayed three years. Warner Brothers selected him for screen test. Had featured roles in "42nd Street," "Gold Diggers of 1933" and others. His CBS series was first big-time radio engagement. Plays almost every instrument. Likes bridge. Stands exactly 6' tall, weight 172 pounds, has blue eyes and auburn hair.



LEO REISMAN

Career began at ten, playing violin in Boston store. Conductor at 17. His orchestras have played in New York's and Boston's finest hotels. Jazz and classical music are related in Reisman's estimation. Good jazz is art, he says. Yet he is welcomed by lovers of classical music quite as much as by those whose feet twitch to his brilliant syncopations. Is regarded as a past master of technique to produce best results over the air.



JACQUES RENARD

Born in Kiev, Russia. Moved to Boston. Studied violin and learned to speak Italian because father was an importer of Italian foods. Toured South America as a violinist for Anna Pavlowa. Formed his own orchestra and opened his own clubs, the Mayfair and the Coconut Grove, from which he started broadcasting. Among the commercial programs since prepared by Renard are Frigid-aire, Camel and Pontiac. Married and father of four children. Lives in Forest Hills.



FREDDIE RICH

Born New York, 1898. Cousin of Jack Pearl. Played piano in a nickelodeon as a schoolboy. Taught music while in high school. After graduation played night clubs and New York hotels. First important engagement with own orchestra at Hotel Astor in 1922, where he started to broadcast. Was one of radio's pioneers. Toured Europe—played command performance for King of England. CBS staff conductor. Never uses a baton, directs with his hands. Likes golf.



IRENE RICH

Born in Buffalo, Oct. 15, 1891. After a few years in real estate business in San Francisco, started movie career at age of 27 as an extra. Now, after a successful career on screen and radio, has ambitions to star on stage also. Flying one of her hobbies. Shoes are her greatest extravagance. Has 2 daughters. One, Frances, has been on stage and screen, now studying sculpture.





KENNETH ROBERTS

Born Feb. 22, 1906, New York City. Educated at De Witt Clinton H. S.—St. John's—dramatic school. Before he went into radio, did stage work with Christopher Morley in "After Dark." Likes riding, tennis, swimming. Collects theatre programs. Father a lawyer. One of his radio fans named her child after him. 175 pounds—6' 2"—black hair, brown eyes. CBS announcer.



BUDDY ROGERS

Born Olathe, Kansas. Went to University of Kansas. Paid his way leading bands. Was a great screen hit in "America's Boy Friend" roles. Later made national success as an orchestra conductor, and in radio on the "Family Theatre" program. Hobby is golf. Throws pennies away over his left shoulder. Manages eight hours sleep no matter what. Would like to make two pictures a year. Is 6' 1" tall, weighs 175 lbs., has black hair, dark brown eyes. Is a bachelor.

B. A. ROLFE

Benjamin Adolphus, born at Brasher Falls, N. Y., Oct. 24, 1897. Father a noted band leader. Toured Europe and appeared with Sousa as a boy wonder on the trumpet. At 20 organized his own band. In one year turned out 36 films for Metro. Went into radio in 1925. Successful from the start. Fond of dogs, owns yacht, likes motoring. Very popular with his "boys" as he calls his musicians.



DAVID ROSS

Rose from poverty as a newsboy on the sidewalks of New York. Was consecutively an actor, social worker, summer camp director and secretary to a Russian baroness before he won fame as an announcer of poetic programs. His education embraces liberal arts at C. C. N. Y. and agriculture at Rutgers. In 1932 he won the diction award of the Academy of Arts and Letters. CBS announcer. He contributes poetry to the leading magazines and his "Poet's Gold" has been a consistent seller.



LANNY ROSS

Lancelot Patrick Ross, born in Seattle, Washington, January 19, 1906. Made debut in Shakespearean play with his father, Douglas Ross. His mother was accompanist to Pavlowa. Educated—Taft School. B. A. at Yale—track team, leader Yale Glee Club 1928. Entered Columbia Law School. In 1928 commuted for ½ hour program—Jeddo Highlanders. While at Columbia, with NBC as "Troubadour of the Moon." Passed bar examination but chose singing as his career.



ROXY

Born S. L. Rothafel in 1882. Son of a Stillwater, Minn. shoemaker. Tough, temperamental and a born showman. Family move to New York changed his career. Cashboy—press dispatcher—Marine at 17—bartender in father-in-law's saloon at Forrest City, Pa., tough mining town. Went to New York, put several losing theatres on their feet, winding up at the Capitol broadcasting with his famous "gang." Shoots golf in the high 70's. Boasts a long list of "discoveries" who afterwards became leading stars.



RUBINOFF

Dave Rubinoff was born in Grodna, Russia, in 1898. At fifteen landed in New York. First job was selling papers. By 1916 was directing orchestras for motion pictures. In January, 1931, he began broadcasting with Eddie Cantor. Believes best program a combination of light-classical and syncopated music. Is unmarried, hates to be alone . . . his cook never knows when he will turn up with two or three unemployed musicians. Speaks only with his violin on radio, as a substitute plays his speaking parts.



JULIA SANDERSON AND FRANK CRUMIT

In 1927 these two musical comedy stars settled down to suburban life at Dunrovin, near Springfield, Mass. But two years of domesticity palled. Radio provided the answer. In October, 1929, they made their debut on the Blackstone Plantation program. In 1931 they switched to Bond Bread period. At fifteen, Julia joined a Shubert show. By 1904 she was playing leading roles. In 1915 Charles Frohman starred her in the "Sunshine Girl." After that came a long line of Frohman shows. Then followed "Tangerine" in which she met and married Frank Crumit.

Frank was born in Jackson, Ohio. At the University of Ohio he cleaned up an old ballad, called it "The Gay Caballero." Two million records were sold. In 1919 he wrote a football song that thousands sing each season—"The Buckeye Battle Cry." After leaving college, Frank went into vaudeville and musical comedy. Is Shepherd of the Lambs Club. Directs his own music publishing house.

VIVIENNE SEGAL

Middle name Sonia. Born in Philadelphia. Father a doctor. Studied piano at 8, singing at 12. First job at 15. Was prima donna in Shubert's "Blue Paradise"—Casino Theatre, New York. Has been in many "hit" musicals and in several movies. Travels by water or plane, hates trains. Is superstitious. Prefers to live in city. In fact wouldn't live in country if someone gave her an estate. Favorite flower, the gardenia.



NAT SHILKRET

As a boy of 13 was in the Russian Symphony Orchestra. Later with New York Philharmonic, Damrosch, Metropolitan, Sousa, Pryor and others. Mastered many instruments. Studied under Pietro Floridia. At 23 became a musical director of the Victor Talking Machine Co. Directs "Washboard Blues" or Bach's "B Minor Mass" with equal effect. Small, dynamic, eats and sleeps sparingly. Hates to be alone. Wife often remains up with him till dawn. Has 3 brothers in his orchestra.



ETHEL SHUTTA

Stepped on the stage at the age of three. Father and mother were troupers. Played repertoire in her teens. Landed on Broadway with Ziegfeld's Follies. Her "blues" songs have been hits on stage, screen and air. First day on the air she played golf, made a movie show, went to the dentist. After the broadcast, danced till 3. Married George Olsen and appears with his band. Has 2 children.





CORNELIA OTIS SKINNER

Daughter of noted actor—Otis Skinner. Writes and produces her own character sketches. Home in New York City and summer house at St. James, Long Island. Much of her writing done while traveling from one engagement to another. Riding and hunting are sports she enjoys. Says technic important, but essential to "get inside a character, believe in her." Tries out her new sketches on her family circle. Husband—Alden Blodgett. Has young son. Awarded CBS medal for distinguished service to radio.

KATE SMITH

Buxom Kate celebrated her 26th birthday and her fourth anniversary with CBS on May 1st, 1935, with a record of having missed only one program in over 1200 broadcasts. She has sung over 4800 songs into the "mike." Nearly 11,000,000 persons have witnessed her personal appearances. Her starting salary of \$50 a week on the radio has grown into a millionaire's ransom. She has lost five pounds in as many years, likes chocolate sodas, does her own cooking, dislikes night clubs.



"WHISPERING" JACK SMITH

Was a song plugger and played in vaudeville before the war. When he returned from France, he made Victor records and toured in vaudeville. Jack was among the first to contribute his talent to radio. At station WMCA one day, the expected artist failed to arrive. The engineer grabbed Smith. He had a bad cold but reluctantly sang in a husky voice. The next mail brought a deluge of favorable comments which settled his "whispering" style permanently. Tall, blonde, blue eyed; weighs about 200 pounds.

SIGMUND SPAETH

Known as the Tune Detective and the Song Sleuth. 6'—198 pounds—fair complexion and brown hair. Born Philadelphia, Pa.—April 10, 1885. Wife—Katherine Lane. Education—Germantown Academy, Philadelphia—Haverford College, A. B. and A. M.—Princeton University, Ph. D.—Philadelphia Musical Academy. Receives about 4,000 letters a week. Was with YMCA during war as musical director. Plays piano, viola, cello, mandolin, guitar, banjo, organ. Has written 12 books on music.



MARGARET SPEAKS

Her lyric soprano found favor so quickly on the air that she was featured as soloist in her first season with the "Voice of Firestone." Born 26 years ago in Winchester, Ohio. Slated to be a singer from childhood. At Ohio State University was president of girls' club. Made Broadway as chorus girl with Shubert show. Followed radio persistently, often singing without pay to get experience. Married Leslie S. Pearl, British-born advertising man. Lives in Westchester.



PHIL SPITALNY

When the three Spitalnys arrived from Russia, they settled in Cleveland. Leopold directed the Statler Orchestra, Phil played the piano and later became one of Cleveland's leading conductors. Then came two years at Loew's State Theatre in Boston. In 1933 formed his famous girl orchestra. Says girls easier to manage, take more pride in their success. Is of medium height, has bushy dark hair. Gesticulates extravagantly. Keen sense of humor. Acts as general advisor and father-confessor to his girls.



GLADYS SWARTHOUT

5' 3 $\frac{1}{2}$ ", 125 lbs., dark, and dark brown hair. Born Deep Water, Mo., Dec. 25, 1904. Husband Frank Chapman, operatic and concert baritone. Bush Conservatory of Chicago, Chicago Civic Opera. Studied in Europe. Ravinia Opera Co., Metropolitan. Father-in-law, Dr. Frank M. Chapman, dean of American ornithologists and Dean of the Faculty of the American Museum of Natural History. Keen about modern music. Has broadcast from Metropolitan Opera House. Appeared on Palmolive Hour, Firestone Hour and Radio City Party.



COLONEL STOOPNAGLE AND BUDD

The colonel was born Frederick Chase Taylor on October 4, 1897 in Buffalo. Went to Nichols Preparatory School, Montclair Academy and University of Rochester. Budd, born Wilbur Hulick, Nov. 14, 1905, Asbury Park, N. J., went to high school, took music course at Georgetown College. At 20 Taylor joined the United States Naval Reserve, later went into father's lumber business. Made his debut in 1925 on WMAK, Buffalo and joined the staff of the Buffalo Broadcasting Corporation. Meanwhile Budd, football star, saxophone player, orchestra leader, was stranded in Buffalo, jerked soda in a drug store. Attracted an executive of WEBR, got a job as announcer. One day Hulick had a 15-minute period due and nothing to fill it with. Frantically he dashed about the studio, spied Chase Taylor. After a hurried rehearsal, the two announced themselves as "Col. Lemuel Q. Stoopnagle and Budd"—and in a few minutes had the studio audience rolling in the aisles. They have been a network feature ever since.



CONRAD THIBAUT

Baritone. 5' 11"—165 pounds—medium complexion—brown hair. Born Northbridge, Mass.—Nov. 15, 1906. Studied at Curtis School of Music in Philadelphia. Emilio de Gogorza his teacher at Curtis and in Paris. Receives 800 to 1,000 letters a month, mostly from romantic women and school girls. First job—electrician's helper at \$20 per week. Bought music with his earnings. To radio through an offer from NBC. Pet aversion—Pekingese dogs.



LOWELL THOMAS

This world famous globe trotter has traveled more than a million miles. Medium height, fair complexion, erect, determined gait. 45 years old. Lives on farm near Pawling, N. Y. Wife—Frances Ryan. One son. Taught English at Princeton. Reared in Cripple Creek, Colo.—world-famous Rocky Mt. mining camp. Became known as brilliant reporter during war. Assigned by President Wilson to record history of war. Wrote "With Lawrence in Arabia" and many other books, mostly of his adventures. Began broadcasting in 1930.

LAWRENCE TIBBETT

Born Bakersfield, Calif., Nov. 16, 1896. Studied voice under Joseph Dupuy and Basil Ruysdael in Los Angeles and Frank La Forge in New York. Appeared on concert stage, Los Angeles, 1917. Served in Navy during war. Made operatic debut, Hollywood Bowl, Sept. 1923 and a month later electrified Metropolitan audience as Valentine in Faust. Later starred in movies and has been an outstanding feature on "Voice of Firestone" for several seasons. Married Grace Mackay Smith of Chicago. Twin children.



HARRY VON ZELL

Born July 11, 1906, Indianapolis, Ind. Education—schools in Sioux City, Chicago, and high school in Hollywood. Entered U. of California. Broke hip in football game. Left college and worked in a bank. Brought into radio by "frame up" of his friends. Unexpectedly ushered into an audition and told to sing. Made good and appeared on Los Angeles station playing ukelele and singing. Announced program for Paul Whiteman, which led to offer from WABC in N. Y. Likes sports. Favorite author—Fannie Hurst.



TONY & GUS

Mario Chamlee, former Metropolitan Opera star, and George Frame Brown, noted radio actor and originator of "Real Folks," have created two new roles for the air. In Tony, the impetuous Italian with operatic aspirations, Chamlee offers an innova-



tion in radio character—the first time a serious singer has performed in humorous dialect on the air. Brown, the author of the act, portrays Gus, a powerful young Swede with an eye on the heavy-weight championship. Chamlee born in Los Angeles. Sang in church choirs—U. of C. Glee Club—with the Argonne Players in France, as a soldier. When he finally made the Metropolitan, he changed his name—Cholmondeley—to Chamlee, which caused him to be taken for an Italian. In private life, paints—swims—flies his plane. Brown was born in Seattle, Washington. War interrupted his studies. Later designed theater sets, acted in stock. Created "Real Folks," rural dialect hit, in early days of radio. Hobbies—farm at Woodstock, collecting antiques, painting, fishing.

JAMES WALLINGTON

Born at Rochester, N. Y., September 5, 1907. Attended theological seminary, studied at Rochester University, was graduated from Union College. Applied for job with General Electric as radio mechanic but was engaged as announcer. In 1930 went to NBC. Has broadcast many outstanding programs such as Admiral Byrd's South Pole expedition, Graf Zeppelin's first overseas arrival, Major Bowes' amateur hour. Enjoys working in his garden. Sleeps better in the daytime.



FRED WARING

His original orchestra, called the "Pep Boys," was formed at Penn State in 1920; originally all Pennsylvanians but numerous additions have been made since the band became nationally famous. Is a combination of musician, showman and business man. A driving worker and will rehearse one number for hours. Insists that his vocalists and chorus memorize their lyrics so that they can watch every movement of his conducting. Plays handball and attends swimming meets. Married Evelyn Nair, one of his Pennsylvanians.



TED WEEMS

Born in Pittsburgh. Went to Philadelphia High School where he directed the band. After graduating from University of Pennsylvania, with his brother Art organized their famous "All American Band." Toured every state in the union. Played at inaugural ball of President Harding. Appeared at many independent radio stations before he signed NBC contract. Once at a dance before the Yale-Harvard football game, John Coolidge, ex-President's son, took over his baton while Ted danced with Coolidge's girl.



WALTER WINCHELL

Born in New York, 1897. Wife—June Aster. Has daughter and infant son. At 13 was one of 3 singing ushers in movie house. The others were Cantor and Jessel. Earned \$100 a week as a hooper. Quit to become a news writer. Originated Broadway's famous gossip column, in which he peeps into the intimate lives of the great and near great. Famous for his picturesque "lingo," also for his wise-cracking feud with Ben Bernie. Movies have been built around his activities.



ALEXANDER WOOLLCOTT

Born Phalanx, New Jersey, January 19, 1887. Ph.D. degree, Hamilton 1909. Dramatic critic successively of the New York Times, Herald, World. Editor "Stars & Stripes," overseas organ of A. E. F. In 1930, Woolcott first faced microphone. Since has commuted, off and on, between typewriter and "mike" as "The Town Crier." Made his debut as an actor in 1931. Contributor to smart magazines. Slightly owlish in appearance. Always carries a cane. "Collects" god-children.



TONY WONS

The picturesque readings and comments from his famous "Scrap-Book" have as background the northern woods of Minnesota where he was brought up as cow puncher, factory worker, college student. Served in the Army, spent a year and a half in a French hospital with nothing to do but read. Scrap book contains several thousand authors, including contributions of favorite poems by fans. Married a daughter of the Wisconsin woods and built his home there. Has a daughter.



ED WYNN

Edwin Leopold, born Philadelphia about 1886. Went to high school with Alexander Woollcott. Left U. of Pennsylvania to join a repertory company. Later salesman for father, a wholesale milliner where he got idea of comic possibilities of hilarious headgear. Went into vaudeville. Joined Ziegfeld Follies of 1914. Wife—Hilda Keenan, daughter of famous actor, Frank Keenan. Son—Keenan. Says there has never been an objectionable line in any of his own revues.



JOHN S. YOUNG

Born on August 3, 1903 in Springfield, Mass. Has dark brown hair, a ruddy complexion, weighs 168 pounds, and is five feet ten and one-half inches tall. Went to Yale, studied law at Cornell, elocution at Syracuse, music and English at Columbia. Has B. A. and B. F. A. degrees. Did broadcasts for Boston Symphony Orchestra from a Boston station. Has been with NBC since 1928. Once received an anonymous Christmas gift of \$100. His oldest garment is a racoon coat.



VICTOR YOUNG

Born in Chicago. Child prodigy. After mother's death, grandfather took him abroad. Bolsheviks sentenced him to death during war. Escaped but only to another prison to Germany. Played for Hindenburg. Reached America in 1919. First streak of luck—as violinist over Orpheum Circuit at \$500 a week. Ted Fio Rito signed him to make band arrangements. His "To A Wild Rose" the first symphonic arrangement of a popular song. Leading movie conductor in Chicago. Now one of the best known conductors on the air.





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