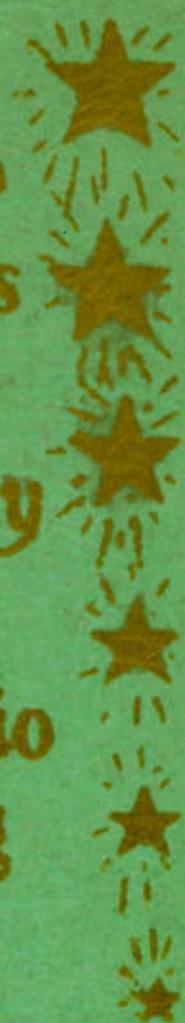



Radio
Stars
of
Today
and
Radio
Log


*R*ADIO STARS
of
*T*ODAY



PRICE ONE DOLLAR

Published by
NATIONAL UNION RADIO CORPORATION
Makers of
NATIONAL UNION RADIO TUBES
Executive Offices » 400 Madison Avenue « New York City



WELCOME LEWIS

WELCOME LEWIS, whose voice is so low that she isn't even a contralto, believes the luckiest break she ever had was when she wasn't born a soprano. Because of the low pitch of her voice, its quality is almost perfect for the microphone and that is why she is one of the stars of the National Broadcasting Company.

Miss Lewis came to radio by accident. An NBC musical director heard one of her phonograph records played at a party. He recognized its possibilities for radio and made inquiries. Miss Lewis was located and an audition followed. Now she's featured in a number of programs.

Miss Lewis explains her first name by the fact that her mother liked children. Her experience previous to her radio debut included four years of vaudeville.

Enjoy The Stars More Thru



Made in Many Types for Every Radio Need

Alphabetically Arranged By Call Letters

Station	Kilo-cycles	Meters	Location and Owner	Readings	Station	Kilo-cycles	Meters	Location and Owner	Readings
WEW	760	394.5	St. Louis, Mo. St. Louis University		WMAQ	670	447.5	Chicago (Addison), Ill. Chicago Daily News (Inc.)	
WFAA	800	374.8	Dallas (Grapevine), Texas Dallas News and Dallas Jour.		WMBI	1080	277.6	Chicago (Addison), Ill. Moody Bible Inst. Radio Sta.	
WFBL	1490	201.2	Syracuse, N. Y. The Onondaga Co.		WMCA	570	526.0	New York, N.Y. (Hoboken, N.J.) Knickerbocker Br. Co. (Inc.)	
WFBM	1230	243.8	Indianapolis, Ind. Indian. Power & Light Co.		WBIS	1230	243.8	Boston (Squantum), Mass. Shepard Norwell Co.	
WFIW	940	319.0	Hopkinsville, Ky. The Acme Mills (Inc.)		WNOX	560	535.4	Knoxville (Holston Hills), Tenn. Sterchi Bros.	
WFLA	620	483.6	Clearwater, Fla. Chamber of Commerce		WNYC	570	526.0	New York, N. Y. City of New York	
WGBS	600	499.7	New York (Astoria), N. Y. General Bldg. Sys. (Inc.)		WOAI	1190	252.0	San Antonio, Texas Southern Equipment Co.	
WGN-	720	416.4	Chicago (Elgin), Ill. Tribune Co.		WOC	1000	299.8	Davenport, Iowa Palmer Schl. of Chiropractic	
WGR	550	545.1	Buffalo (Amherst), N. Y. WGR (Inc.)		WODA	1250	239.9	Paterson, N. J. Richard E. O'Dea	
WGTV	1010	296.9	Columbia, S. C. George T. Barnes, Inc.		WOI	640	468.5	Ames, Iowa Iowa State College	
WGY	790	379.5	Schenectady, N. Y. General Electric Co.		WOQ	1300	230.6	Kansas City, Mo. Unity School of Christianity	
WHAM	1150	260.7	Rochester (Victor Tp.), N. Y. Stromberg-Carlson T. M. Co.		WOR	710	422.3	Newark (Kearny), N. J. L. Bamberger & Co.	
WHAP	1300	230.6	New York (Carlstad, N. J.) Defenders of Truth Society		WORD	1480	202.6	Chicago (Deerfield), Ill. Peoples Pulpit Association	
WHAS	820	365.6	Louisville (Jefferson), Ky. Courier-Jour. & Louis. Times		WOV	1130	265.3	New York (Secaucus, N. J.) International Bldg. Co.	
WHDH	830	361.2	Gloucester, Mass. Matheson Radio Co. (Inc.)		WOW	590	508.2	Omaha, Nebr. W. O. W. Life Ins. Assn.	
WHK	1390	215.7	Cleveland (Independence), O. Radio Air Service Corp.		WOWO	1160	258.5	Fort Wayne, Ind. Main Auto Supply Co.	
WHN	1010	296.9	New York, N. Y. Marcus Loew Booking Agency		WPG	1100	272.6	Atlantic City, N. J. Municipality of Atlantic City	
WHO	1000	299.8	Des Moines, Iowa Bankers Life Co.		WPTF	680	440.9	Raleigh, N. C. Durham Life Ins. Co.	
WIBO	560	535.4	Chicago (Desplaines), Ill. Nelson Bros. B. & M. Co.		WQAM	560	535.4	Miami, Fla. Miami Br. Co.	
WIOD-	1300	230.6	Miami Beach, Fla. WIOD Broadcasting Co.		WREN	1220	245.8	Lawrence, Kans. Jenny Wren Co.	
WJAS	1290	232.4	Pittsburgh, Pa. Pitts. Radio Supply House		WRHM	1250	239.9	Minneapolis (Fridley), Minn. Minnesota Br. Corp.	
WJAX	900	333.1	Jacksonville, Fla. City of Jacksonville		WRUF	830	361.2	Gainesville, Fla. State and University of Fla.	
WJAZ	1480	202.6	Chicago (Mt. Prospect), Ill. Zenith Radio Corp.		WRVA	1110	270.1	Richmond (Mechanicsville), Va. Larus & Bros. Co. (Inc.)	
WJJD	1130	265.3	Chicago (Mooseheart), Ill. Loyal Order of Moose		WSB	740	405.2	Atlanta, Ga. Atlanta Journal Co.	
WJR	750	399.8	Detroit (Pontiac), Mich. WJR—The Goodwill Station		WSM	650	461.3	Nashville, Tenn. Natl. Life & Accident Ins. Co.	
WJSV	1460	205.4	Mt. Vernon Hills, Va. Independent Pub. Co.		WSOA	1480	202.6	Forest Park (Deerfield), Ill. Radiophone Br. Corp.	
WJZ	760	394.5	New York (Bound Brook, N. J.) Radio Corp. of America		WSUN	620	483.6	St. Petersburg (Clearwater), Fla. Chamber of Commerce	
WKAR	1040	288.3	East Lansing, Mich. Michigan State College		WTAM	1070	280.2	Cleveland (Brookville Village), Ohio. WTAM & WEAR (Inc.)	
WKBH	1380	217.3	LaCrosse, Wis. Callaway Music Co.		WTAQ	1330	225.4	Eau Claire, Wis. Gillette Rubber Co.	
WKBW	1470	204.0	Buffalo (Amherst), N. Y. Churchill Evangelistic Assn.		WTIC	1060	282.8	Hartford (Avon), Conn. Travelers Bldg. Service Corp.	
WKEN	1040	288.3	Buffalo (Grand Island), N. Y. WKEN (Inc.)		WTMJ	620	483.6	Milwaukee (Brookfield), Wis. Milwaukee Journal	
WLAC	1490	201.2	Nashville, Tenn. Life & Cas. Ins. Co.		WTNT	1490	201.2	Nashville, Tenn. Tennessee Publishing Co.	
WLBL	900	333.1	Stevens Point, Wis. Wisconsin Dept. of Markets		WTOC	1260	238.0	Savannah, Ga. Savannah Br. Co., Inc.	
WLBW	1260	238.0	Oil City, Pa. Radio-Wire Program Corp. of America		WWJ	920	325.9	Detroit, Mich. The Evening News Assn., Inc.	
WLS	870	344.6	Chicago (Crete), Ill. Agricultural Br. Co.		WWL	850	352.7	New Orleans, La. Loyola University	
WLW	700	428.3	Cincinnati (Mason), Ohio Crosley Radio Corp.		WWNC	570	526.0	Asheville, N. C. Citizens Br. Co., Inc.	
WLWL	1100	272.6	New York (Kearny, N. J.) Missionary Soc. of St. Paul		WWVA	1160	258.5	Wheeling, W. Va. W. Va. Broadcasting Corp.	

CHAIN BROADCASTING SYSTEMS

C. B. S.
(Columbia Broadcasting System)

Kilocycles Location Station

1490 Nashville	WLAC
1490 Syracuse	WFBL
1470 Oklahoma City	KFJF
1470 Buffalo	WKBW
1440 Rochester	WHEC
1430 Harrisburg	WHP
1420 Houston	KTUE
1410 Bay City	WBCM
1390 Little Rock	KLRA
1390 Cleveland	WHK
1340 Spokane	KFPY
1340 Toledo	WSPD
1320 Talmadge	WADC
1300 Wichita	KFH
1290 Salt Lake City	KDYL
1290 San Antonio	KTSA
1290 Pittsburgh	WJAS
1280 Chattanooga	WDOD
1260 Council Bluffs	KOIL
1240 Oil City	WI-RW
1250 New Orleans	WDSU
1250 Minneapolis	WRHM
1240 Detroit	WGHP

Kilocycles Location Station

1230 Indianapolis	WFBM
1230 Boston	WNAC
1170 Philadelphia	WCAU
1160 Fort Wayne	WOWO
1120 Milwaukee	WISN
1090 St. Louis	KMOX
1040 Dallas	KRLD
960 Toronto	CFRB
950 Kansas City	KMBC
940 Hopkinsville	WFIW
940 Portland	KOIN
930 Birmingham	WBRC
930 Roanoke	WDBJ
910 London, Ont.	CJGC
900 Los Angeles	KHJ
900 Buffalo	WMAK
860 New York	WABC
810 Minneap.-St. P.	WCCO
780 Providence	WEAN
780 Norfolk	WTAR
770 Chicago	WBBM
760 Tacoma	KVI
730 Montreal	CKAC
690 Bowmanville	CKGW
670 Chicago	WMAQ
640 Columbus	WAIU
630 Washington	WMAL
610 San Francisco	KFRC
610 Philadelphia	WFAN

Kilocycles Location Station

600 Baltimore	WCAO
600 Waterloo	WMT
600 Memphis	WREC
580 Topeka	WIBW
570 Youngstown	WBKN
570 Asheville	WWNC
560 Denver	KLZ
550 Cincinnati	WKRC

N. B. C.

(National Broadcasting Company)

1480 Covington	WCKY
1480 St. Paul	KSTP
1450 Akron	WFJC
1430 Los Angeles	KECA
1350 St. Louis	KWK
1330 Cincinnati	WSAI
1320 New Orleans	WSMB
1290 Duluth	WEEB
1270 Jackson	WJDX
1280 Chicago	WCFL
1220 Pittsburgh	WCAE
1220 Kansas City	WREN
1190 San Antonio	WOAI
1150 Rochester	WHAM
1140 Tulsa	KVOC

Kilocycles Location Station

1140 Birmingham	WAPI
1130 Salt Lake City	KSL
1120 Miami Beach	WIOD
1110 Richmond	WRVA
1080 Charlotte	WBT
1070 Cleveland	WEAR
1070 Cleveland	WTAM
1060 Baltimore	WBAL
1060 Hartford	WTIC
1040 Hot Springs	KTHS
1020 Chicago	KYW-KFKX
1000 Des Moines	WHO
1000 Davenport	WOC
990 Springfield	WBZ
990 Boston	WBZA
980 Pittsburgh	KDKA
970 Seattle	KOMO
950 Washington	WRC
940 Portland, Me.	WSCH
920 Houston	KPRC
920 Detroit	WWJ
900 Jacksonville	WJAX
900 Oklahoma City	WKY
890 Providence	WJAR
870 Chicago	WENR
870 Chicago	WLS
830 Denver	KOA
820 Louisville	WHAS
800 Fort Worth	WBAP

Kilocycles Location Station

800 Dallas	WFAA
790 Oakland	KGO
790 Schenectady	WGY
780 Memphis	WMC
770 Lincoln	KFAB
760 New York	WJZ
750 Detroit	WJR
740 Atlanta	WSB
730 Chicago	WGN
730 Chicago	WLFB
700 Cincinnati	WLW
690 Toronto	CKGW
680 San Francisco	KPO
680 Raleigh	WPTF
660 New York	WEAF
650 Nashville	WSM
640 Los Angeles	KFI
620 Portland, Ore.	KGW
620 Willwaukee	WTMJ
610 Kansas City	WDAP
590 Spokane	KHQ
590 Boston	WEEI
590 Omaha	WOW
580 Chicago	WIBO
580 Worcester	WTAG
560 Philadelphia	WFI
560 Philadelphia	WLIT
550 St. Louis	KSD
550 Buffalo	WGR

PRINCIPAL BROADCASTING STATIONS UNITED STATES AND CANADA

Alphabetically Arranged By Call Letters

Station	Kilo-cycles	Meters	Location and Owner	Readings	Station	Kilo-cycles	Meters	Location and Owner	Readings
CFRB	960	312.3	Lot 70, King Twp., York Co., Ont. Stand. Rad. Mfg. Corp., Ltd.		KSAT	1240	241.8	Ft. Worth, Tex. Southern Air Transport Co.	
CJBC	580	516.9	840-356.9—960-312.3 Toronto, Ont. Jarvis St. Baptist Ch.		KSL	1130	265.3	Salt Lake City, Utah Radio Service Corp. of Utah	
CKAC	730	410.7	Montreal, Que. LaPresse Pub. Co., Ltd.		KSOO	1110	270.1	Sioux Falls, S. Dak. Sioux Falls Brdg. Assn., Inc.	
CKGW	690	434.5	Bowmanville, Ont. Gooderham & Worts, Ltd.		KSTP	1460	205.4	St. Paul (Westcott), Minn. Nat. Battery Brdg. Co.	
CKY	780	384.4	Winnipeg, Man. Manitoba Telephone Sys.		KTAB	560	535.4	Oakland, Calif. Associated Broadcasters	
CNRM	730	410.7	Montreal, Que. Canadian National Rys.		KTBI	1300	230.6	Los Angeles, Calif. Bible Institute of L. A.	
CNRW	780	384.4	Winnipeg, Man. Canadian National Rys.		KTBS	1450	206.8	Shreveport, La. Tri-State Br. System, Inc.	
KDKA	980	305.9	Pittsburgh, Pa. Westinghouse Elec. & Mfg. Co.		KTHS	1040	288.3	Hot Springs, Natl. Park., Ark. Hot Springs Cham. of Com.	
KDY	1290	232.4	Salt Lake City, Utah Intermountain Brdc. Corp.		KTM	780	384.4	Los Angeles (Santa Monica), Calif. Pickwick Brdg. Corp.	
KECA	1430	209.8	Los Angeles, Calif. Pacific Radio Dev. Co. (Inc.)		KTNT	1170	256.3	Muscataine, Iowa Norman Baker	
KEX	1180	254.1	Portland, Ore. Western Broadcasting Co.		KTSA	1290	232.4	San Antonio (Woodlawn Hills), Lone Star Brdg. Co. (Inc.)	
KFAB	770	389.4	Lincoln, Neb. Neb. Buick Auto Co.		KTW	1270	236.1	Seattle, Wash. First Presbyterian Church	
KFDY	550	545.1	Brookings, S. D. South Dakota State College		KUOA	1390	215.7	Fayetteville, Ark. University of Arkansas	
KFEQ	680	440.9	St. Joseph, Mo. Scroggin & Co., Bank		KVI	760	394.5	Tacoma (Des Moines), Wash. Puget Sound Radio Brdg. Co.	
KFI	640	468.5	Los Angeles, Calif. Earle C. Anthony (Inc.)		KVOO	1140	263.0	Tulsa, Okla. Southwestern Sales Corp.	
KFJF	1470	204.0	Oklahoma City, Okla. National Radio Mfg. Co.		KWK	1350	222.1	St. Louis, Mo. Greater St. L. Brdg. Corp.	
KFKB	1050	285.5	Milford, Kan. KFKB Br. Assn. (Inc.)		KWKH	850	352.7	Shreveport (Kennonwood), La. W. K. Henderson	
KFMX	1250	239.9	Northfield, Minn. Carleton College		KWSC	1220	245.9	Pullman, Wash. State College of Wash.	
KFOX	1250	239.9	Long Beach, Calif. Nichols & Warinner (Inc.)		KYA	1230	243.8	San Francisco, Calif. Pacific Broadcasting Corp.	
KFPY	1340	223.7	Spokane, Wash. Symons Br. Co.		KYW-	1020	293.9	Chicago, Ill. Chicago Herald and Examiner	
KFRC	610	491.5	San Francisco, Calif. Don Lee (Inc.)		NAA	690	434.5	Arlington, Va. U. S. N. (Time Signals)	
KFUM	1270	236.1	Colorado Springs, Colo. W. D. Corley		WAAM	1250	239.9	Newark, N. J. WAAM (Inc.)	
KFWB	950	315.6	Los Angeles (Hollywood), Calif. Warner Bros. Brdg.		WABC-	860	348.6	New York, N. Y. Atlantic Broadcasting Corp.	
KGA	1470	204.0	Spokane, Wash. Northwest Brdg. System		WBOQ				
KGO	790	379.5	Oakland, Calif. General Electric Co.		WACO	1240	241.8	Waco, Texas Central Texas Broadcast Corp.	
KGRS	1410	212.6	Amarillo, Texas E. B. Gish		WADC	1320	227.1	Talmadge, Ohio Allen T. Simmons	
KGW	620	483.6	Portland, Ore. Oregonian Pub. Co.		WAPI	1140	263.0	Birmingham, Ala. A.P.I.-U.A.-A.C. Oper. Coop. with city	
KHJ	900	333.1	Los Angeles, Calif. Don Lee (Inc.)		WBAL	1060	282.8	Baltimore (Glen Morris), Md. Consol. Gas, Elec. L. & P. Co.	
KHQ	590	508.2	Spokane, Wash. Louis Wasmer (Inc.)		WBAP	800	374.8	Ft. Worth, Texas Carter Publications, Inc.	
KIDO	1250	260.7	Boise, Idaho Boise Brdg. Sta.		WBBM-	770	389.4	Chicago (Glenview), Ill. Atlas Inv. Co. (Inc.)	
KJR	760	394.5	Seattle, Wash. Northwest Brdg. System		WBBR	1300	230.6	Brooklyn, N. Y. Peoples Pulpit Association	
KLRA	1390	215.7	Little Rock, Ark. Arkansas Br. Co.		WBT	1080	277.6	Charlotte, N. C. Station WBT (Inc.)	
KLZ	560	535.4	Dupont, Colo. Reynolds Radio Co. (Inc.)		WBZ	990	302.8	Springfield (East), Mass. Westinghouse Elec. & Mfg. Co.	
KMBC	950	315.6	Kansas Cy. (Independence), Mo. Midland Br. Co. (Inc.)		WCAE	1220	245.8	Pittsburgh, Pa. Gimbel Brothers	
KMMJ	740	405.2	Clay Center, Neb. M. M. Johnson Co.		WCAL	1250	239.9	Northfield, Minn. St. Olaf College	
KMOX	1090	275.1	St. Louis, Mo. Voice of St. Louis (Inc.)		WCAU	1170	256.3	Philadelphia (Byberry), Pa. Univ. Broadcasting Co.	
KNX	1050	285.5	Hollywood (Los Angeles), Calif. Western Brdg. Co.		WCBD	1080	277.6	Zion, Ill. Wilbur Glenn Voliva	
KOA	830	361.2	Denver, Colo. General Electric Co.		WCCO	810	370.2	Minneapolis (Anoka), Minn. Northwestern Br. (Inc.)	
KOAC	550	545.1	Corvallis, Ore. Oregon State Agrlc. College		WCFL	970	309.1	Chicago, Ill. Chicago Federation of Labor	
KOB	1180	254.1	State College, N. Mex. New Mexico College		WCKY	1480	202.6	Covington, Ky. (Villa Madonna) L. B. Wilson (Inc.)	
KOIL	1260	238.0	Council Bluffs, Iowa Mona Motor Oil Co.		WCOC	880	340.7	Meridan, Miss. Mississippi Brdg. Co., Inc.	
KOIN	940	319.0	Portland (Sylvan), Ore. KOIN (Inc.)		WDAE	1220	245.8	Tampa, Fla. Tampa Publishing Co.	
KOL	1270	236.1	Seattle, Wash. Seattle Brdg. Co.		WDGY	1180	254.1	Minneapolis, Minn. Dr. Geo. W. Young	
KOMO	970	309.1	Seattle, Wash. Fisher's Blend Station (Inc.)		WDOD	1280	234.2	Chattanooga, Tenn. Chattanooga Radio Co. (Inc.)	
KPO	680	440.9	San Francisco, Calif. Hales Bros. & The Chronicle		WDSU	1250	239.9	New Orleans, La. Uhalt Radio Co.	
KPRC	920	325.9	Houston (Sugarland), Texas Houston Printing Co.		WEAF	660	454.3	New York (Bellmore), N. Y. National Brdg. Co. (Inc.)	
KPSN	1360	220.6	Pasadena, Calif. Pasadena Star-News Pub. Co.		WEAR	1070	280.2	Cleveland, Ohio WTAM & WEAR (Inc.)	
KPWF	1490	201.2	Westminster, Calif. Pac. West. Brdg. Fed.		WEBC	1290	232.4	Duluth, Minn. (Superior, Wis.) Head of the Lakes Brdg. Co.	
KRLD	1040	288.3	Dallas, Texas KRLD (Inc.)		WEEI	590	508.2	Boston (Weymouth), Mass. Edison Electric Illum. Co.	
KSCJ	1330	225.4	Sioux City, Iowa Perkins Bros. Co.		WENR	870	344.6	Chicago, Ill. Great Lakes Brdg. Co.	



Dr. RALPH E. MYERS

HOW little we appreciate the tedious years which scientific genius spends in laboratory experimentation before we can enjoy such entertainment as radio now makes possible. Many years ago Dr. R. E. Myers stepped into the laboratory to grapple with the problems of producing vacuum tubes. He brought the field of theory which he knew so well as professor of electro-chemical engineering at Penn State College into practical use in the commercial world. He took this step even though he was heading for fame in the scholastic field with a Ph.D. degree from the University of Penn. and membership in the American Institute of Chemical Engineers and American Institute of Electrical Engineers.

For twenty-one years he worked with the Westinghouse Lamp Company materially aiding in the development of the "227" tube and the general line of oxide-coated filament tubes which have made modern radio reception possible. Dr. Myers has supervised the making of more tubes than any other scientist in the world. His efforts have brought radio within the reach of millions who would otherwise have been unable to enjoy this means of entertainment.

Dr. Myers left his place of chief engineer with Westinghouse in the Spring of 1930 to develop a new line of radio tubes as Vice President in charge of Engineering and Production for National Union Radio Corporation. His achievements in this line assume classic proportions. In a few months he had evolved a laboratory — mass production system the efficiency of which is apparent in the consistent tone-clear performance which the public and leaders of the radio industry have acclaimed in the new National Union tubes.





PHIL COOK

PHIL COOK, of radio fame, calls himself a "Musical Chef." But there are many persons who call him by other names. There are various magazine editors in New York City who call Phil a commercial artist. And there are producers of musical comedies and many a theatrical audience who will never in the world give up calling Phil a writer of musical shows. And, indeed, why should they? The Broadway runs, "Molly, Darling," "Plain Jane" and "When You Smile" were written by Phil Cook.

Then there's the radio audience which calls Phil variously a guitar player, a singer of original lyrics, a philosopher in song, an "actor of the air," and a blackface comedian.

And last but not least, there's Mrs. Phil, who it is reported calls our hero by names decidedly affectionate. And in spite of the fact that she's his first audience for original song lyrics, jokes, verse and humorous sketches.

Phil was born in Coldwater, Michigan, about thirty years ago, went to school in East Orange, N. J., and lived his artistic career in New York City. Among other of his original acts emanating from the National Broadcasting Company studios, was the sensation of "Cotton and Morpheus," of which he was Morpheus.

His ambition is to write a book of stories for children, illustrating it himself. He is qualified to do a good job of it since his experience includes writing and sketching both.

Enjoy The Stars More Thru

**NATIONAL
UNION
RADIO TUBES**



JOLLY BILL AND JANE

JOLLY BILL, popular entertainer of the National Broadcasting Company, was a newspaper cartoonist before radio claimed him six years ago.

He is now known everywhere for the "Jolly Bill and Jane" programs which are broadcast from NBC.

For fifteen years Bill Steinke pursued his career as entertaining cartoonist, being staff artist for various papers in Pennsylvania, New Jersey and Connecticut, in Washington, D. C. and finally in New York City. At the advent of radio he was sought out to broadcast sports events.

His present radio work involves another phase of Bill's versatility and introduces a special gift for children's stories. Possessing a vivid imagination and a particular love for children, Bill presents an original program every day on the "Jolly Bill and Jane" broadcast, much of which is impromptu. One rehearsal a day with Jane, the nine-year old child whose giggle is known to all radio fans, is the only preparation which Bill gives to his air appearances.

The fairy tales which Jolly Bill uses in his broadcasts are part of a heritage from his Dutch-German mother. Mrs. Jolly Bill Steinke is also a contributor to Bill's imaginative repertoire, being a descendant of one of New England's oldest families, which has kept alive for generations a zest for fairy lore and legend.

In his personal appearances Jolly Bill draws sketches while on the stage, and gives the kind of humorous, vivid talk which first made radio officials secure him for broadcasting.



VIRGINIA GARDINER

ONE of the most rapid and successful careers in radio history is that of Virginia Gardiner. A native of Philadelphia, Penn., where her father and grandfather were well-known physicians, the young artist appeared in public for the first time at the age of four.

Always a student of the arts, Miss Gardiner applied herself to French, German, Italian, stage deportment, harmony, theory of music, diction and piano. The result of her work was a flattering offer from the Pennsylvania Grand Opera Company, which she declined in favor of a better concert contract with the National Broadcasting Company.

But a few months ago, Virginia Gardiner was unknown to the great radio audience, but today she has won a permanent place on such important programs as The Empire Builders, Radio Guild Plays, The Silver Flute, Mystery House, Grand Opera, Light Opera, and that well-known burlesque of all the other "hours"—The Cuckoo Hour, wherein her delightful sense of comedy is given free play. Miss Gardiner can turn from comedy to tragedy without apparent effort, and she occasionally sings as well as acts on the same program.

A further—and more astonishing—list of the varied achievements of this young artist includes writing poetry and short stories, the composition of songs, riding, golfing, swimming, fishing and hunting, and she is very fond of dogs. Miss Gardiner is the proud owner of a large and carefully selected library of books on history, biography and philosophy.

Enjoy The Stars More Thru

NATIONAL
UNION
RADIO TUBES



PETER HIGGINS

PETER HIGGINS is one of America's most popular young tenors and at the present he is also one of the most sought after singing juveniles in this country.

Successful in light opera, Mr. Higgins, a few seasons ago, was secured by R K O Vaudeville and some idea of his great success in this field is shown by his extended run of months at the R K O Keith Albee Theatre in White Plains, New York. This engagement alone shows the remarkable personality and talent of Mr. Higgins, as the record he established in New York's fashionable suburb is unprecedented in vaudeville history.

But that is not all. He is one of the most effective tenor soloists on the N B C Radio network and appears at least twice a week on the R K O matinee and evening Broadcasts. In sound pictures, he is equally popular and in demand. His first picture, "Painted Angel" in which he supported Billie Dove, was so highly successful that he had offers from nearly every picture producer in Hollywood.

He has just signed what is known as "the million dollar contract" with R K O and Radio Pictures, having been an R K O favorite for more than four years.





HELEN KANE

THE story of Helen Kane is about a natural baby-voiced girl who worked and won.

She was born in the Bronx of New York on August 4th, the daughter of Ellen and Louis Schroeder. By saying she had years of stage experience, she worked her way into a small place in the Four Marx Brothers' revue. So the baby-voiced girl continued for two seasons with the comedians. She never seemed to progress. She went from one revue to another, from vaudeville acts to night clubs and from night clubs to musical comedies. She changed her name to Helen Kane and still never scored a definite success.

Two more years saw her in the same type of role in which she started four years before. It was in "A Night in Spain," at a theatre just around the corner from the Paramount theatre in New York. After the show closed, she went to the film theatre in an attempt to obtain a part in its revues.

At the suggestion of Paul Ash they gave the little girl a hand and she became sensationally famous in the shortest time ever known. She hadn't planned any set "business" between the words. But she sang to Paul Ash, her Columbus, and broke out with "hoop hoopa doop" and a pout between each verse. Her one week's run developed into a six weeks' contract. The second week she had her name in lights in front of the theatre.

Although Paramount waved a big contract for her to remain, Miss Kane accepted a part in "Good Boy."

Following a year with musical comedy, Miss Kane signed a contract with Paramount for film productions. She is now heard by the radio audience over the Columbia Broadcasting System.

Enjoy The Stars More Than

NATIONAL
RADIO TUBES



MR. AND MRS. JESSE CRAWFORD

AT the gold and white console of one of the world's largest moving picture organs sits Jesse Crawford, one of the most highly paid organists in the United States. There in the Paramount Theatre he sits before the Pope of Instruments. All the gamut of emotions he draws from that thing of pipes.

At the age of thirty-three, Jesse Crawford earns more than is paid President Hoover for holding the supreme command in our United States. And yet Jesse Crawford never had a teacher. And he never took an organ lesson. He is absolutely self-taught. He never even had the musical guidance or inspiration of a father or mother. For he was reared in an orphan asylum.

But look! . . . The beautiful silken curtain parts on the stage and we see another organ console. And before its high pitched magnificence a woman sits. She is the mother of a two-year old child. She is only twenty-one years old, and she looks like a girl from an old world garden. She is indescribably lovely. And I use the word "lovely" advisedly. Her hair is black as tragedy. Her eyes are warm and brown and deep. Her fingers taper to little points tipped by rosy nails. She has all the freshness and fragility of a branch of yellow mimosa. And she is greatly talented. She plays jazz on an organ as it has never been played before. For she is endowed with a perfect sense of rhythm.

These two masters of the organ are brought to the radio audience through the Columbia Broadcasting System.



BABY ROSE MARIE

BABY Rose Marie, child prodigy of radio, vaudeville and talking pictures, is now under contract to the National Broadcasting Company and in addition to broadcasts is making a series of personal appearances as an R K O vaudeville artist.

Already the infant warbler has made a six-month tour in vaudeville, of which thirteen weeks was spent on Broadway, at the Winter Garden.

On the stage Baby Rose Marie is a finished performer. She sings, dances and impersonates stage celebrities. There is no more thought of being cued or prompted than with a veteran actress. Her favorite type of song is the Blues variety, with ballads as second choice. She does both in a way all her own, exhibiting remarkable originality. Her repertoire to date includes sixty popular songs, all of which she knows by memory from having heard her mother play and sing them but two or three times.

Off the stage Baby Rose Marie is like any other child. She plays with dolls and frequently spends serious moments trying to spell out her own important name, which she has seen blazed so often in electric lights. Because of her theatrical career she has not yet attended school, although she already knows her A B C's and can do addition and multiplication in their simpler forms. According to her parents, Baby Rose Marie began to walk when she was nine months old, talked when she was thirteen months old and won an amateur night contest when she was two years old.

Enjoy The Stars More Thru

NATIONAL
UNION
RADIO TUBES



WILL ROGERS

A NEW story concerning the beginning of Will Rogers' career comes from George W. Lederer, veteran theatrical producer, and presumably the first one to create glamour for the American show-girl:—

"Though many people are not aware of the fact," says Mr. Lederer, "I was the one responsible I believe for starting Will Rogers' dual career as a lariat thrower and humorist. Way back in the year 1897, this miracle was effected. I was producing at that time, a musical comedy called the "Cow Girl Rangers" and when the rehearsals were on, someone told me about a fellow who was playing small time vaudeville, throwing a rope and riding a pony. Interested by this combination, I sent for the aforementioned fellow, who proved to be Will Rogers. I gave him an audition and found that his dexterity in managing the lariat was noteworthy, so I engaged him at once for my Cow Girl show. When the rehearsals began, however, Will missed a couple of his roping stunts. Frightened, he made a wise crack or two to cover up his embarrassment. The wise cracks evoked immediate laughter and I was unexpectedly impressed.

"That was good, Bill," I said. "Why don't you use that talk in the show as part of your act?"

"All right, I will," responded the young man timidly, and he was still timid when he went on at the opening. But he went over like a million dollars and has been over ever since."

The whole nation now knows the nimble wit of this famous pony roper. He is being brought to the radio audience over the Columbia Broadcasting System every Sunday night on the E. R. Squibb hour



PHILLIPS CARLIN

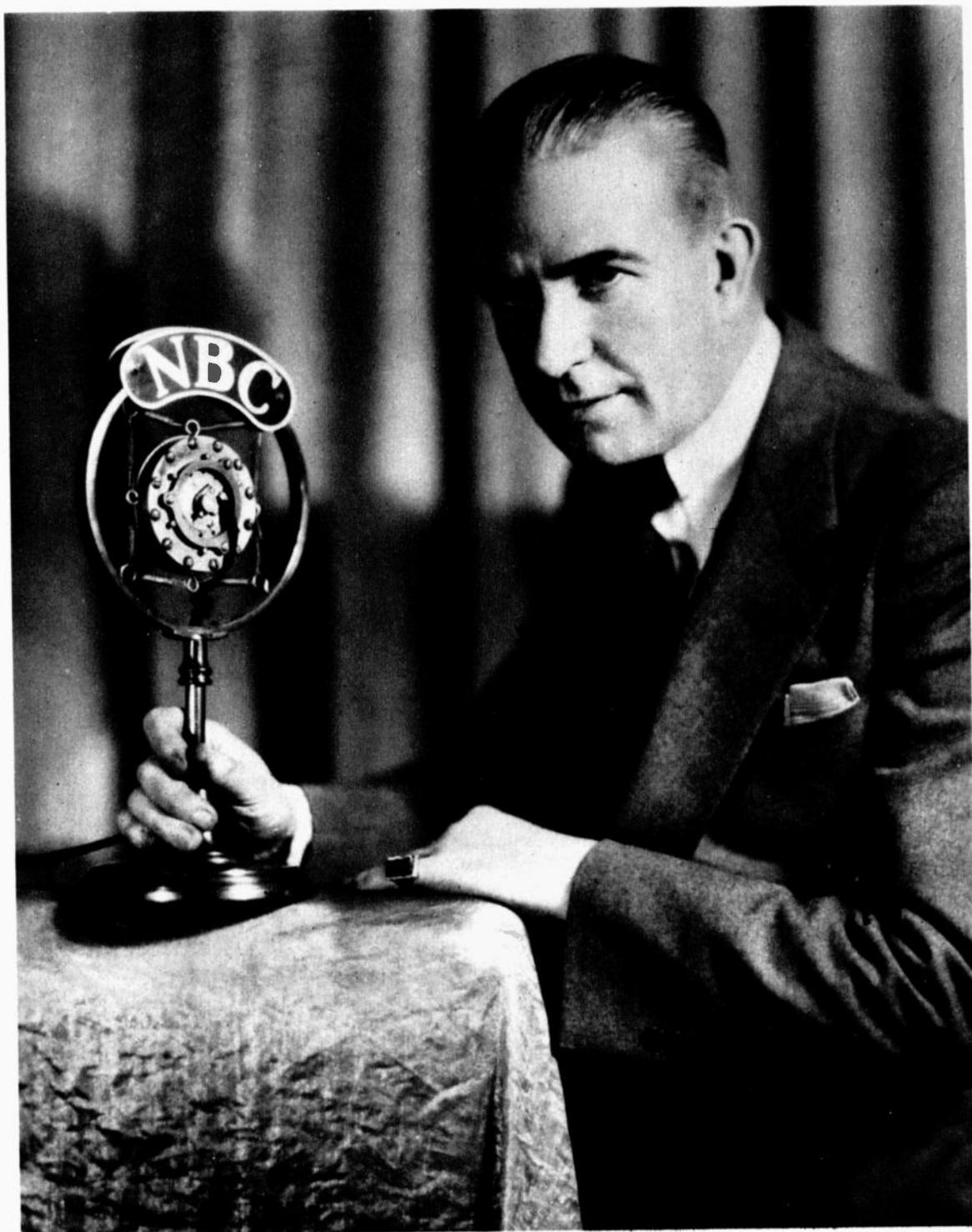
THROUGHOUT his school career, Phillips Carlin, popular announcer of the National Broadcasting Company, was fitting himself for just the sort of position he now holds.

A product of the schools of New York, Carlin specialized in languages and public speaking and the Phi Beta Kappa key he wears is evidence of his scholarship. In every senior class in grammar school, high school and college—it was Carlin who carried off the medals and cash prizes for oratory.

His love of public speaking led Carlin to try his luck at radio broadcasting, just as a pastime. But this proved so successful a venture that in 1923 he assumed permanent and full time duties with Station WEAJ of what is now the National Broadcasting Company. His radiant personality and his fine command of languages proved indispensable assets.

As master-of-ceremonies, after dinner speaker and humorist, Phillips Carlin is so thoroughly entertaining that he is in constant demand for personal appearances.

Listeners-in will recall Carlin's fascinating accounts of football games, the Lindbergh celebration, the World series and the Pan American Conference.



TOM KENNEDY
(The Voice of The R. K. O.)

TOM KENNEDY, better known as "The Voice of The R. K. O.," is the fellow with the fine voice who sings the theme song of the R. K. O. Hour over the air on the National Broadcasting Company chain of stations each week. Everyone familiar with this jolly hour which features stage star favorites will recognize the words of the official radio signature song of the hour known as:

"The Voice of R. K. O."

"Hello, hello,
The R. K. O.
Is sending out this message
So the world will know,
From Maine to California
And up to Montreal,
Down to dear old New Orleans

You'll hear our friendly call,
The brightest stars from here to Mars
Will brighten up your radio,
On Tuesday night when tuning in
Remember we are crooning in
The Voice of The R. K. O.
Hello."





FLOYD GIBBONS

FLOYD GIBBONS, war correspondent, pioneer and novelist, is one of the highest paid artists of broadcasting and occupies one of the most favored positions on the air. When he talks nightly over National Broadcasting Company networks he immediately precedes another very popular pair of character actors, "Amos 'n' Andy." Mr. Gibbons considers that the interest shown by the public in his friends of the many banking and garage troubles brings him just so many more listeners, as they are on the same network and many people tune in for the period before "Amos 'n' Andy" so that they may enjoy both features without moving their dials.

Mr. Floyd Gibbons' fame is not restricted to journalism or the discussion of questions of vital public interest. He served with distinction in the World War and is entitled to wear the French Military Cross, the Italian War Cross and the ribbon of the officer in the French Legion of Honor, in addition to his American war medals.



GINGER ROGERS

SOME four years ago a nimble-footed young lady danced her way to victory in the Texas State Charleston Championship.

This same young lady has achieved overnight success in musical comedy and talkies since that eventful contest which was held in Fort Worth, her home town. For it was just one year ago that she arrived on Broadway, unknown but hopeful, after touring the Middle West in motion-picture house presentations. Not content with her sensational rise in the mentioned fields of amusement, little Miss Ambition is rapidly becoming a full-fledged radio star.

She is not new to broadcasting. Since that memorable Sunday when Ginger was called from the dinner-table to fill-in at a local theatre, she has dabbled in radio. This hurried call, the result of her newly-acquired fame as an exponent of the Charleston, paved the way to a lengthy engagement in state units for movie houses where she was billed as the "Charleston Champion of Texas." It was while playing in the various cities that she first became acquainted with the radio. When time permitted, she made her appearance in the studio of the local broadcasting station and through its microphone transmitted some of her now-famous songs and personality.

Ginger, whose dancing, singing and acting, combined with her beauty and charm, are fast making her a favorite in the talkies, is really more anxious to succeed in radio. Over the Columbia Broadcasting System she has made two appearances, her second being as guest artist on the Paramount-Publix Hour a short time ago.



BRADFORD BROWNE

BRADFORD BROWNE, the house detective in the Henry George Program Broadcast every Monday night over the Columbia System and the chief Nit Wit on Friday night, is a well-known radio personality.

He spent months doing odd jobs around Station WGCP in Newark, waiting for an opportunity to obtain a start in broadcasting. The chance came when the regular announcer was unable to reach the studio for a Sunday afternoon program and Brad was given the assignment at the last minute. He made good and from then on he was a regular announcer at that station where he developed a lot of sketches and original continuity. After two years of service and experimenting at WGCP, his capabilities were noticed by WABC and he was asked to join the staff as studio manager of that station in New York City.

He originated the following radio acts: "Cellar Knights"; "Tramp, Tramp, Tramp," a program dealing with the lives of a gang of hoboes; "The Old Lady Who Lived in a Shoe," a poetically announced program of vaudeville, the famous "Nit Wit Hour," a burlesque of radio programs, and others.

In addition to his writing and announcing programs, Brad Browne is well known for his song writing, having written around 200 numbers in the past fifteen years. He also plays the piano and sings.

Enjoy The Stars More Thru

**NATIONAL
UNION
RADIO TUBES**



VINCENT LOPEZ

FAR back in 1922, as the days of radio history are counted, the ether became agitated by radio waves modulated with what is conceded to be the first jazz music ever broadcast. The honor of this first radio transmission was directed by Vincent Lopez and his then famous Hotel Pennsylvania Orchestra. An old press account of this pioneering effort describes it as an experiment in which Senor Lopez and his boys played from a Newark studio while guests at the Pennsylvania danced to the music reproduced, through what was then an up-to-date receiving set.

During the seven years following, Vincent Lopez and his well-known orchestra, which is heard regularly from the ultra-smart St. Regis Hotel in New York, and a regular contributor to both broadcasting chains, has retained the distinction of being one of the foremost entertainers on the air. Who is there who does not know the personal radio signature, "Hello, Everybody, Lopez Speaking"?



DR. S. PARKES CADMAN

WHEN Dr. S. Parkes Cadman steps into his radio pulpit in the Cathedral Studio of the National Broadcasting Company every Sunday afternoon, his congregation is probably the largest in the world. His average congregation has been estimated at more than 3,000,000 listeners.

Dr. Cadman was born in Shropshire, England, in 1864. His father was a miner and the son spent some of his early life in the pits. The call to the ministry came and Cadman entered a theological college in London. His college work finished, he sailed for America and his first charge was a church at Millbrook, N. Y. His rise in the ministry was rapid and from Millbrook to Yonkers, and from that suburb of New York City to the Metropolitan Temple in Manhattan. Later he accepted the pastorate of the Central Congregational Church in Brooklyn. Several years ago he was elected president of the Federal Council of Churches of Christ in America. He is known as a writer and he has been heard over the air for the past four years.



GRAHAM McNAMEE

WHEN you mention the name of Graham McNamee you automatically think of radio. Such a connection between an individual and a great industry is not unnatural when it is remembered that McNamee has been in the radio spotlight for almost eight years. He first became nationally known when he described the Democratic convention of 1924, though he had been an announcer for more than a year before.

Since that time, McNamee as star sports announcer and verbal reporter of outstanding news events, has been constantly in the public ear. For listeners to stations associated with the National Broadcasting Company he has described sport events from coast-to-coast. He has even described Niagara Falls through a network and has been at the microphone for the major political conventions and for the inauguration of President Herbert Hoover.

His ability to dramatically describe action has made him probably the foremost sports announcer on the air.





BILLY JONES

ERNIE HARE

THE Interwoven Pair, Billy Jones and Ernie Hare, heard over a wide network of the National Broadcasting Company each Friday night, might well have been twins—except they were born several years apart.

Otherwise they are similar in many ways, even to a slight physical resemblance. They were born on the same day of the month—March 15th—Hare in 1883 and Jones in 1889. They are exactly the same height and weight, wear the same size clothing, including hats and shoes, and many of their likes and dislikes are the same.

They met years ago in a phonograph recording studio. After several years of recording and trouping they were introduced to broadcasting, being among the pioneer performers on the air. They achieved a nation-wide reputation as "the Happiness Boys," having been heard under that title for almost five years.

Hare is a native of Norfolk, Va., while Jones was born in New York. The former started singing after a varied career as a baking powder, book and piano salesman. Jones worked in a government office, a bank, as a sheep herder, miner, telephone and telegraph lineman, carpenter and blacksmith before his voice was discovered.



OLIVE PALMER

OLIVE PALMER, coloratura soprano, foresook the grand opera stage to become associated with radio and is said to be one of the highest paid artists on the air.

Miss Palmer's first big chance came in 1919. Learning that William Wade Hinshaw, discoverer of many musical celebrities, planned a revival of twenty operas at the Park Theater in New York, she called him on the telephone from her home in Louisville, Ky.

"I must decide at once," Hinshaw told her. "I cannot wait for you to come east."

"You don't need to," came the reply. "Just a moment, please."

In an instant the astonished director heard the opening notes of "The Bell Song," from *Dinorah*, coming to him over the wire. The voice quality was so good, that Miss Palmer was engaged without further audition.

The singer now heard by millions each week, made her musical debut at the age of five in a small church in her home town. A careful vocal education was provided, although her parents frowned on her early ambitions to sing professionally.





ROXY

THERE is a room in New York containing more than a million letters. A nation's tribute to one man, S. L. Rothafel, "Roxy," an undisputed evidence of the power of radio. The letters were inspired by the weekly radio program of Roxy's Gang.

Roxy, known to millions through his "Hello, everybody," which opens each broadcast, was born in Stillwater, Mich., and did not enter the motion picture field until after a varied career as a department store worker, United States marine and many other callings.

His first venture in the entertainment field was in Forest City, Pa., with an empty store and chairs rented from an undertaking establishment forming his "auditorium."

There he learned much about lighting, presentation, the advantages of atmospheric prologues and courtesy to patrons. Minneapolis next saw him, this time engaged in running a real motion picture theatre.

New York movie fans know Roxy as among the outstanding managers of the Strand, Rialto, Rivoli and Capitol Theatres, in addition to the present massive structure bearing his name.

Enjoy The Stars More Thru

NATIONAL
UNION
RADIO TUBES



MARY AND BOB

MARY and BOB, of the True Story Hour, who are heard every Friday night over stations of the Columbia Broadcasting System, have developed their program by dint of utilizing their own experiences. Their true story is as absorbing and engaging as anyone of those that they have found in their travels.

The closing of a Fifth Avenue travel bureau found Bob without a position, but it was chance that proved a much happier ending for the young man and his wife. While sitting on a bench in Central Park, Bob picked up a copy of True Story magazine that someone had left on the seat beside him. Looking it over, he suddenly hit upon a great idea, and hurried home to tell his wife of his plans.

They told their thoughts to Bernarr MacFadden and he immediately commissioned them to tour the country in search of human experiences. For two years the results of their findings have now been broadcast in dramatized form over the Columbia System.





BILLY HUGHES

BILLY HUGHES, in addition to being a singer, can play the banjo, ukulele, guitar and most other instruments of the string family. He is a native of Red Bank, N. J., and first went to high school at Metuchen in that state, later graduating from Rutgers University. He received the foundation of his musical education singing in the college glee club, and in organizing and directing a band, in which he played the banjo.

His parents were not musical, and with the exception of his college years, Billy Hughes did little serious music study. But his voice and skill on many instruments soon won for him vaudeville tours, night club engagements, motion picture work, radio programs and a lot of social engagements. He has appeared with Phil Cook, with the Smith Brothers, and has announced the 711 Personalities Hour. Other features in which he has been prominent are: Flit, Lucky Strike, Matinee Gems, Bill Daly's Hour, Harry Archer's program, R. K. O., Ever-ready, and on the present Camel Hour, wherein he shares honors with Mary McCoy in duets, in addition to his solos.

Billy Hughes has been making sound films for the Paramount Company, and has been featured with Lee Morse and Lillian Roth in other films. He has made records for every large phonograph company.



OLIVE SHEA

EVER since the moment Olive Shea was notified that she had been selected as the "most beautiful radio artist in America," while she was singing "This Is My Lucky Day" over WABC, key station of the Columbia Broadcasting System, she has been a very busy young lady.

Numerous offers and commercial propositions have poured in. Motion pictures, theatrical and other people are desirous of counting the girl in their respective concerns. For they realize that here is a beauty who can sing, act and even dance, as Olive has been taking lessons in the terpsichorean art for several years now. She has already had a featured role in the audible film, "Glorifying the American Girl," and is now busily engaged in another "Talkie"—this time one with a college background.





COUNTESS OLGA MEDOLAGO ALBANI

UNTIL a few months ago Countess Olga Medolago Albani had never ventured into the field of popular music. Radio listeners knew her only as a singer of classical songs, ballads and the pleasant melodies of her own sunny Spain. It was through chance that she began to sing jazz.

She had gone to a recording studio to make some classical records and discovered officials worrying over where to turn for some person to make jazz records in Spanish.

"I will make them for you," she volunteered. And they accepted her challenge. Since then she has made dozens of these records and has been singing jazz over the air. Not that she has deserted her classics. "Never," she declares. But for her jazz is a fascinating new toy.

"It is so amusing turning such songs as 'Can't Help Loving Dat Man' into Spanish," she says. "My father has always said I had a gypsy strain that must have been inherited from our ancient Moorish ancestors."

The countess's family is said to be one of the oldest in Spain and comes from Barcelona. The title goes back many generations.

Countess Albani is now under exclusive contract with the National Broadcasting and Concert Bureau and sings frequently on the more important programs. She intends to continue her professional career indefinitely, but for the time being has deserted the stage.

Enjoy The Stars More Thru

NATIONAL
UNION
RADIO TUBES



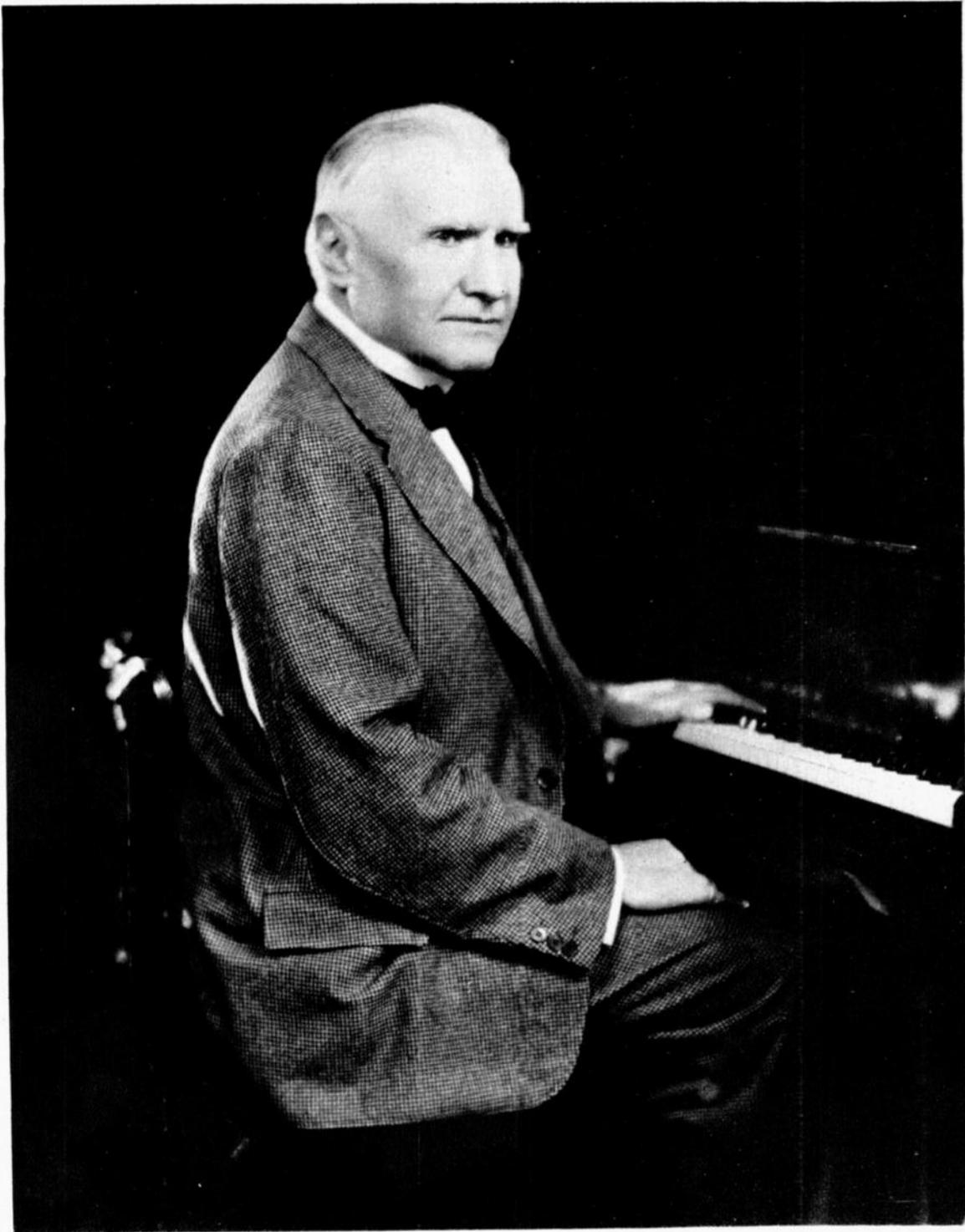
AMOS 'N' ANDY

FREEMAN GOSDEN and CHARLES J. CORRELL, known to radio listeners as "Amos 'n' Andy," are entirely products of the microphone. They had never appeared as blackfaced entertainers until radio made their name known to millions.

A recent tour of personal appearances resulted in civic receptions that rivaled those accorded to heroes of sport and war. A few weeks ago a change in their program time brought down such a storm of protest that the pair now are heard twice nightly, six nights a week, instead of once an evening as had been the case in the past.

Amos 'n' Andy have been broadcasting since 1925. They started in the spring of that year from a Chicago station "just for the fun of it."

Correll is a native of Peoria, Ill., while Gosden was born in Virginia. They met in Durham, N. C., where both were employed back stage in a small time show. In addition to their radio work on the National Broadcasting Chain they will be seen in R. K. O. Radio Pictures on the talking screen.



WALTER DAMROSCH

WALTER DAMROSCH, musical counsellor for the National Broadcasting Company and conductor of the NBC Music Appreciation Series, directed the New York Symphony Orchestra for more than forty years.

Among musicians he is known as the dean of American conductors. In addition to his work with the New York Symphony, Damrosch includes the inauguration of the Sunday Symphony Concerts, the development of the Young People's Symphony Concerts and the writing of two operas as highlights of his career. The operas are "The Scarlet Letter" and "Cyrano de Bergerac," the latter having been produced at the Metropolitan Opera House.

Damrosch was born in Breslau, Germany, and came to the United States in 1870, when he was 9 years old.

Although he never attended college, the musician holds honorary degrees as doctor of music from three—Columbia University, the University of Pennsylvania and Princeton.

Enjoy The Stars More Than

NATIONAL
UNION
RADIO TUBES



RUDY VALLEE

RUDY VALLEE, who has been called everything from the "Valentino of the Air" to "the reason why girls stay home," is the world's best example of a celebrity made by the microphone. Within a year he has jumped from the position of a singing leader of an unknown band to the top of the ladder of radio fame. When "discovered" and placed under contract by the National Broadcasting Company a year ago, Vallee was just another band leader. His crooning voice was crammed with "It" according to the thousands of persons who wrote letters of praise to the young musician and vaudeville contracts and stardom in motion pictures followed.

Vallee was born in Westbrook, Maine. His father, a doctor, ran the village drug store and expected his son to take over the business. The boy fell in love with the saxophone and mastered it—so successfully that he financed his college expenses by playing the sax. After college—he went to the University of Maine and later to Yale—he started out with a band of his own. He played in London and then returned to the United States where he became acquainted with the microphone. After a year on smaller stations he landed with the NBC and the rest of his career is history.

