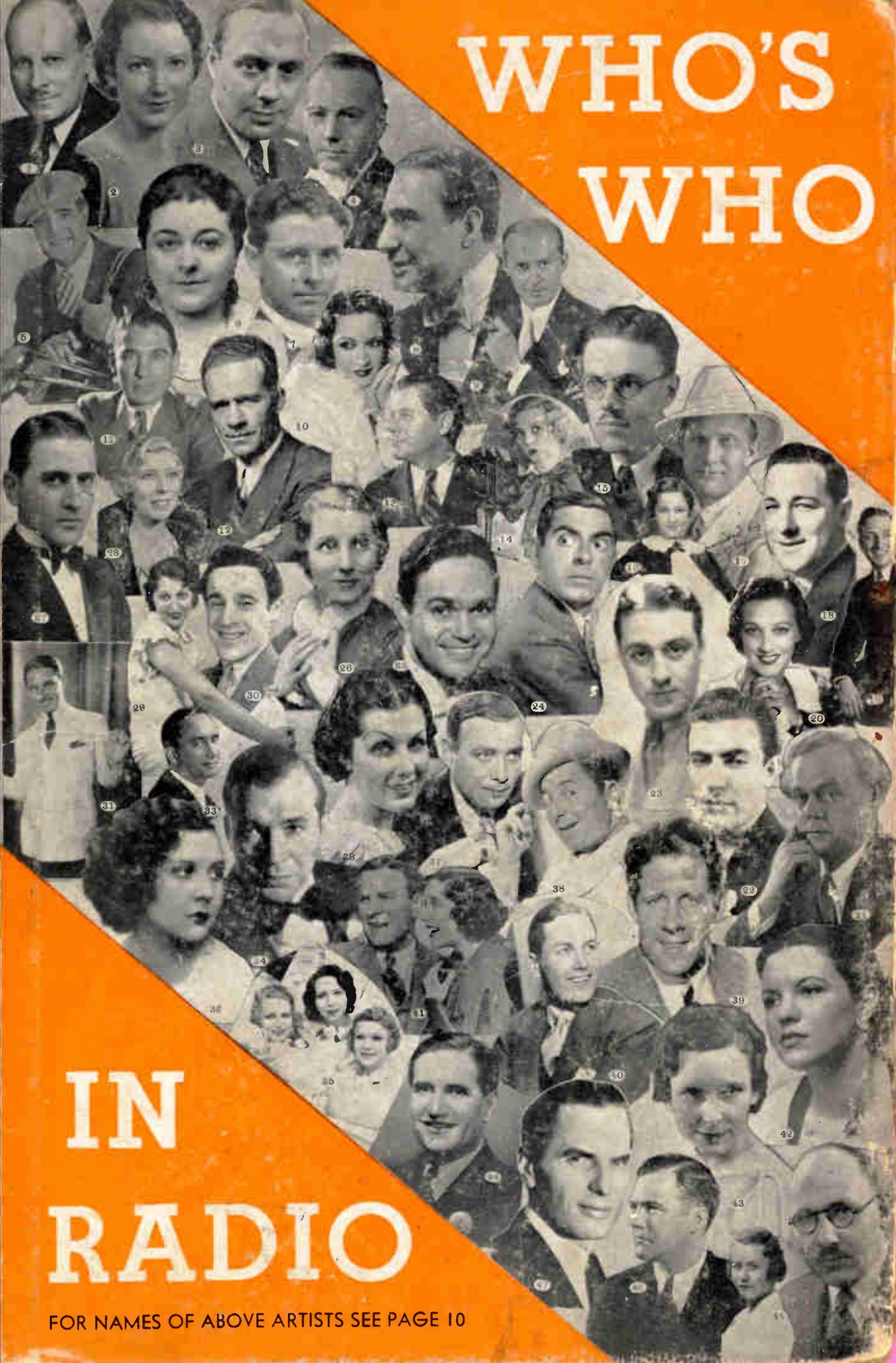


WHO'S WHO



IN RADIO

FOR NAMES OF ABOVE ARTISTS SEE PAGE 10

A CALL TO ACTION

RADIO SINGERS

This is the voice of the World War Veterans soliciting
your co-operation.

We Need and Want Our Bonus

—o—

200,000 copies of our campaign song

“LET US HAVE OUR BONUS, UNCLE SAM”

Are now being distributed.

—o—

Every Veteran, his family and well wishers
will thank you for your interest in their
behalf.

—

Write, phone, wire or call for a FREE pro-
fessional copy of our campaign song at the
office of
WHO'S WHO IN RADIO.

—

Why not use a song that will guarantee
you a listening audience of hundreds of
thousands.

—o—

This advertisement is sponsored by
the author of:

“LET US HAVE OUR BONUS, UNCLE SAM”

RALPH A. GOLD, *Author*

To My Friends in the Radio Industry---

Allow me to congratulate those of you who have made WHO'S WHO IN RADIO a reality.

It is a valuable publication in the radio field made doubly valuable by the patronage of outstanding Radio artists and individuals.

Since 1924 I have personally placed over 15 million dollars for my clients in safe and profitable investments.

If you desire to invest a portion of your present earnings I cordially extend an invitation for you to avail yourself of my 11 years' experience in the investment field.

—o—

Interviews by Appointment only

—o—

PATRICK B. HURLEY

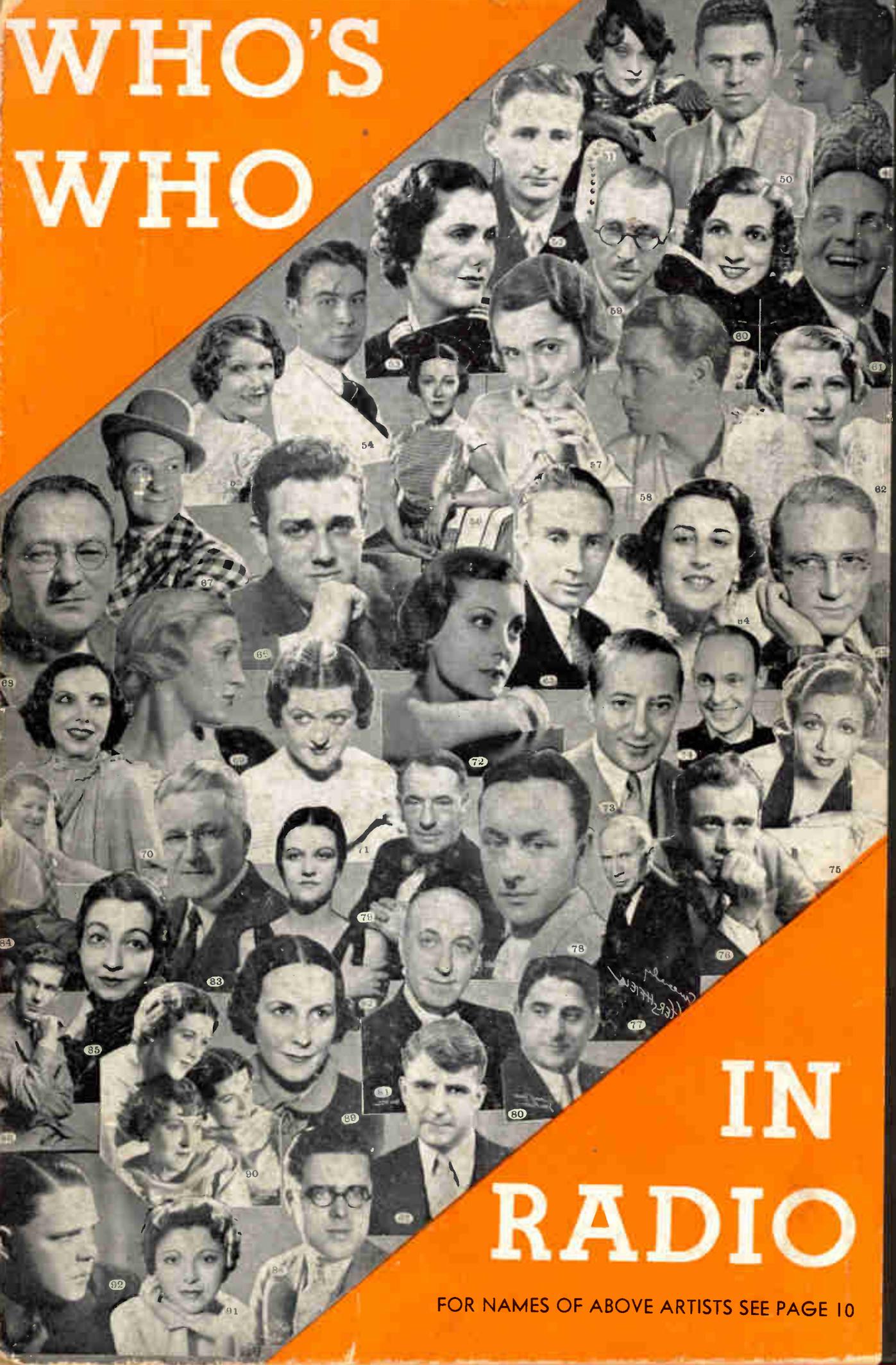
INVESTMENT COUNSELLOR

1476 Broadway, New York City

BRyant 9-9669

BRyant 9-9650-1-2-3

WHO'S WHO



IN RADIO

FOR NAMES OF ABOVE ARTISTS SEE PAGE 10

WHO'S WHO IN RADIO

A QUARTERLY REVIEW
of
AMERICAN
BROADCASTING
PERSONALITIES



JULY - 1935

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TO OUR READERS

WE present WHO'S WHO IN RADIO to the radio world with a sense of satisfaction and gratification. We feel that WHO'S WHO IN RADIO covers a field that has long needed a work of this kind. Years spent in almost every phase of radio prompted our decision to publish this volume.

In the face of friendly advice that such a comprehensive work was impossible, we went ahead. It was pointed out to us that similar works had died in infancy. We were told such a work would not be financially successful in the radio field and that advertising patronage would not be sufficient to justify the expense of publishing it. In other words that radio would not support such a medium although every other amusement field supported such a publication.

This issue proves such advice was incorrect and our well patronized advertising pages emphatically disposes of the prophesy that such a work would not be supported in radio by artists, managers, radio stations, transcription houses and other factors in the radio business field.

However, that is all in the past and here it is—OUR book and YOUR book. WHO'S WHO wants you to feel that this publication is at YOUR service. By YOU we mean everyone connected with any part of radio broadcasting. If we can help you in any manner, whether you be an artist, associated with a radio station, with an advertising agency, or a sponsor, then WHO'S WHO has served its purpose. Our pages are open for whatever use you may wish to make of them.

In the preparation of the pages of this book we have encountered many interesting viewpoints. Some few artists contacted felt that the publicity its pages offered would not be valuable to them. Yet, you have only to glance at any other branch of the amusement world to realize the importance of keeping your name and your picture constantly before those who might contract for your services.

Millions are spent every year on trade publicity by the moving picture stars for the purpose of creating the highest value possible in the minds of those who might contract for their services. Everyone knows Mae West, Greta Garbo, Clark Gable and hundreds of others, and yet you see their pictures and read their names almost daily in the various trade publications that, like WHO'S WHO IN RADIO, goes into the offices of advertising agencies, sponsors and others who employ radio talent.

In pictures one may see the leading stars of the motion picture field but in radio the sponsor or possible purchaser can only hear the voices of its stars and it is incredible how few in the radio talent purchasing field have any idea of the appearances or personalities of those whose voices they are familiar with. Isn't it natural then that an even greater desire exists on the part of those who engage talent in radio to see photographs of radio artists than even exists in the picture field. Understand we are NOT speaking of the "fan" field but of the radio BUSINESS field for, of course, WHO'S WHO is NOT a radio "fan" publication but a business publication.

When such outstanding artist agencies as Selznick-Joyce, Ltd., Leland Hayward, Inc., Winkler-Hanna, Wm. Morris Agency, Inc., Lou Irwin, and such leading artists as The Voice of Experience, Charles Winninger, Conrad Thibault, Lanny Ross, Jessica Dragonette, and a host of others, whose radio fame is firmly established, think that continued publicity "in the trade" besides "fan" publicity is necessary, it behooves everyone in the radio industry to cooperate with us in making WHO'S WHO IN RADIO a complete pictorial and biographical record of all of radio's personalities so that radio may be justly proud of its new publication.

We ask the indulgence of those many fine artists whose names or pictures may have been omitted from this issue. The task of getting in touch with all of you was too great a task and much time was unfortunately lost by our representatives in going from artist to manager, to personal representative and back again, which we hope may not be necessary in future issues of this publication.

The ultimate aim of WHO'S WHO IN RADIO is to serve as a BUSINESS CONNECTING LINK between the artist, the advertising agency and the sponsor. Bear in mind this is NOT a "fan" publication but a business medium.

For the artist who is without managerial services, we maintain an Artist Bureau where you may register, file a complete record of your experiences, talents and ambitions, and maintain a permanent address for your mail at no cost or obligation whatsoever.

For the sponsor, we will supply free, any data desired regarding any artist listed in WHO'S WHO IN RADIO. Our original intention was to publish the names, addresses and telephone numbers of radio artists, but we were dissuaded from doing so by managers and leading artists who did not want business mail and phone calls arriving at their home and who emphatically requested us not to publish such a list which would be largely used by various mail order solicitations to the annoyance of our artists.

For the advertising agency or radio station, we are prepared to be of any service that may ultimately secure employment for any artist, director, musician, technician or writer, and all of this is included in our service to you, dear reader. THERE IS NO CHARGE.

It is the mission of WHO'S WHO IN RADIO to serve radio and radio personalities NATIONALLY, and if we fail to do so in any sense, it will only be because we do not receive the support and cooperation to which we are inclined to feel we are entitled.

We failed to secure either editorial or advertising cooperation from many important radio cities that should have been represented in this issue, because those approached were unable to visualize the importance of what we were planning to do. We hope our next issue will receive sufficient cooperation to establish WHO'S WHO IN RADIO as a distinct NATIONAL publication which is the definite aim of the publishers.

The Fall edition of WHO'S WHO IN RADIO is already in preparation. Inquiries are coming and we want all of you to assist us by sending in any information you care to about yourself for our files. When our contact men get in touch with you, we hope that this book will already have opened the door for them. Publicity is the spice of life. Keep your name before those in the trade who may require your services and for that purpose WHO'S WHO IN RADIO offers its pages.

THE PUBLISHERS.

Attention —

RADIO STATION EMPLOYEE

We require the services of one responsible and alert representative for “Who’s Who In Radio” in each radio station throughout the country.

We require data concerning your station, its personnel, its programs and its artists, and while you are obtaining this data for us, and without interfering with your station work, you may legitimately add to your income.

If interested, write for further details.

Address “Editor,”
“WHO’S WHO IN RADIO”

ANNOUNCEMENT
of
REMOVAL OF OFFICES OF

LOU IRWIN INC.

to

RKO BUILDING (1270 SIXTH AVENUE), NEW YORK CITY—SUITE 2200
NEW TELEPHONE NUMBER — Circle 6-1234

Our new offices include the finest and most completely equipped sound studio for the development of radio programs and artists, which will enable us to produce and stage our own programs.

WE REPRESENT EXCLUSIVELY

ETHEL MERMAN—Star of "Rhythm At Eight"—CBS Network—Sundays 8 to 8:30 P.M.
Star of "Anything Goes" and the motion pictures.

LITA GREY CHAPLIN—A new and distinct radio personality.

FRANCES MADDUX—"Roadway to Romance"—CBS Network—Sunday nights.
Savoy-Plaza Hotel, New York City and Victor and Columbia records.

TITO CORAL—Recent feature with Mae West in "Going to Town" and under contract to the Fox Film Corporation.

JERRY MANN—Star of the "Manhattan Merry-Go-Round"—NBC network.

JACKIE KELK—Signed for the forthcoming Sam Harris musical, "Jubilee".

MARK PLANT—Recent Casino de Paris star also signed for "Jubilee".

RITZ QUARTETTE—"Rhythm At Eight" Program and "Anything Goes".

AL GOODMAN—"Rhythm At Eight" Program—CBS Network.

OLIVE JONES—Warner Brothers Pictures.

And

CHARLES KEMPNER, RODNEY McCLENNAN and BRANDT, FOWLER and CUR-RAN, BOB GRANT'S ORCHESTRA, BUDDY WAGNER'S ORCHESTRA, JUNE O'DEA, VERA DUNN and KAY PICTURE.

Writers Under Contract include—

CHARLES SHERMAN, writer of Earl Carroll's Sketch Book and **ACKERMAN and LESSER**, Song and Script writing team.

The following artists have been booked for future engagements through this office

YACHT CLUB BOYS	LOU HOLTZ	SOPHIE TUCKER	BELLE BAKER
FRANCES WILLIAMS	MILTON BERLE	LILLIAN ROTH	EDDIE GARR

If You Are In The Market For A Radio Program Communicate With
LOU IRWIN INC.

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| <p>1—Earl J. Glade. Managing Director of KOH, Reno, Nev., and Master of Ceremonies over KSL, Salt Lake City.</p> <p>2—Kathleen Wilson. "Claudia" of One Man's Family—San Francisco.</p> <p>3—Jack Benny.</p> <p>4—Norman Cloutier. Director of "The Merry Madcaps" over WTIC, Hartford, Conn.</p> <p>5—J. Anthony Smythe. "Henry Barbour" of One Man's Family—San Francisco.</p> <p>6—Vaughn De Leath.</p> <p>7—Elmore Vincent.—San Francisco.</p> <p>8—Phil Harris.</p> <p>9—Ben Bernie.</p> <p>10—Ethel Merman.</p> <p>11—Edw. H. Kasper of KASPER-GORDON, Inc., Boston.</p> <p>12—"Tiny" Ruffner.—Radio Director—Benton & Bowles, Inc.</p> <p>13—Al. Pearce. Director of "Al. Pearce's Gang."</p> <p>14—Mabel Todd. Station KFI, Los Angeles.</p> <p>15—Richard L. Evans. Production Manager KSL, Salt Lake City.</p> <p>16—Mary Small. "Little Miss Bab-O."</p> <p>17—The Voice of Experience.</p> <p>18—Ted Bergman.</p> <p>19—Bill Baar.</p> <p>20—Jane Froman.</p> <p>21—Charles J. Winninger.</p> <p>22—Eddie Duchin.</p> <p>23—Conrad Thibault.</p> <p>24—Eddie Cantor.</p> <p>25—James Melton.</p> <p>26—Jessica Dragonette.</p> <p>27—Meredith Willson. General Musical Director—San Francisco.</p> <p>28—Arlene Francis. Comedienne of "Al. Pearce's Gang."</p> <p>29—Mary Livingstone.</p> <p>30—Jerome Mann.</p> <p>31—Lennie Hayton.</p> <p>32—Lita Grey Chaplin.</p> <p>33—Anthony Frome. The Poet Prince.</p> <p>34—Harry Richman.</p> <p>35—The Three "X" Sisters.</p> <p>36—Leah Ray.</p> <p>37—Phil Baker.</p> <p>38—Joe Penner.</p> <p>39—Rudy Vallee.</p> <p>40—Lanny Ross.</p> <p>41—Burns and Allen.</p> <p>42—Jean Sargent.</p> | <p>43—Annette Dinwoodey. Contralto—KSL, Salt Lake City.</p> <p>44—Carlton E. Morse. Playwright. San Francisco.</p> <p>45—Betty Borden. Los Angeles.</p> <p>46—Arthur Pryor, Jr. Vice Pres. and Director of Radio. B. B. D. & O.</p> <p>47—Tony Wons.</p> <p>48—Eli Dantzig.</p> <p>49—Sylvia Froos.</p> <p>50—Carl Fenton.</p> <p>51—"Myrt" of "Myrt and Marge."</p> <p>52—Aaron S. Bloom.—Boston.</p> <p>53—Carol Deis.</p> <p>54—Jay Clark.</p> <p>55—Jean Sothern.</p> <p>56—Betty Winkler.</p> <p>57—Ruth Lyon.</p> <p>58—Ted Pearson.</p> <p>59—Raymond Knight.</p> <p>60—"Marge" of "Myrt and Marge."</p> <p>61—Ed. East.</p> <p>62—Barbara Weeks.</p> <p>63—Gene Arnold.</p> <p>64—Hallie Stiles.</p> <p>65—George Shackley.</p> <p>66—Jack Fulton.</p> <p>67—Borrah Minevitch.</p> <p>68—Victor Kolar.</p> <p>69—Kay Thompson.</p> <p>70—Irene Wicker.</p> <p>71—June Meredith.</p> <p>72—Patricia Dunlop.</p> <p>73—Lou Holtz.</p> <p>74—Pete Underwood.—Atlanta, Ga.</p> <p>75—Dorothy Page.</p> <p>76—Johnny Green.</p> <p>77—Harry Hershfield.</p> <p>78—Stuart Churchill.</p> <p>79—Edgar A. Guest.</p> <p>80—Jan Peerce.</p> <p>81—Art Van Harvey.</p> <p>82—Gloria Grafton.</p> <p>83—Harlan Eugene Read.</p> <p>84—Walter Tetley.</p> <p>85—Joan Blaine.</p> <p>86—Burgess Meredith.</p> <p>87—John B. Kennedy.</p> <p>88—Geo. W. Johnstone.</p> <p>89—Bernardine Flynn.</p> <p>90—The Morin Sisters.</p> <p>91—Peggy Mann.</p> <p>92—Robert D. Andrews.</p> |
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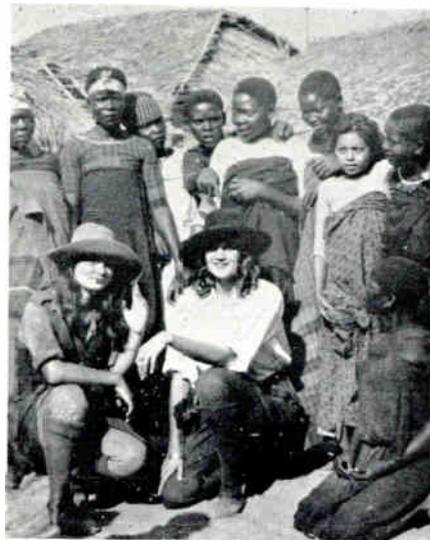
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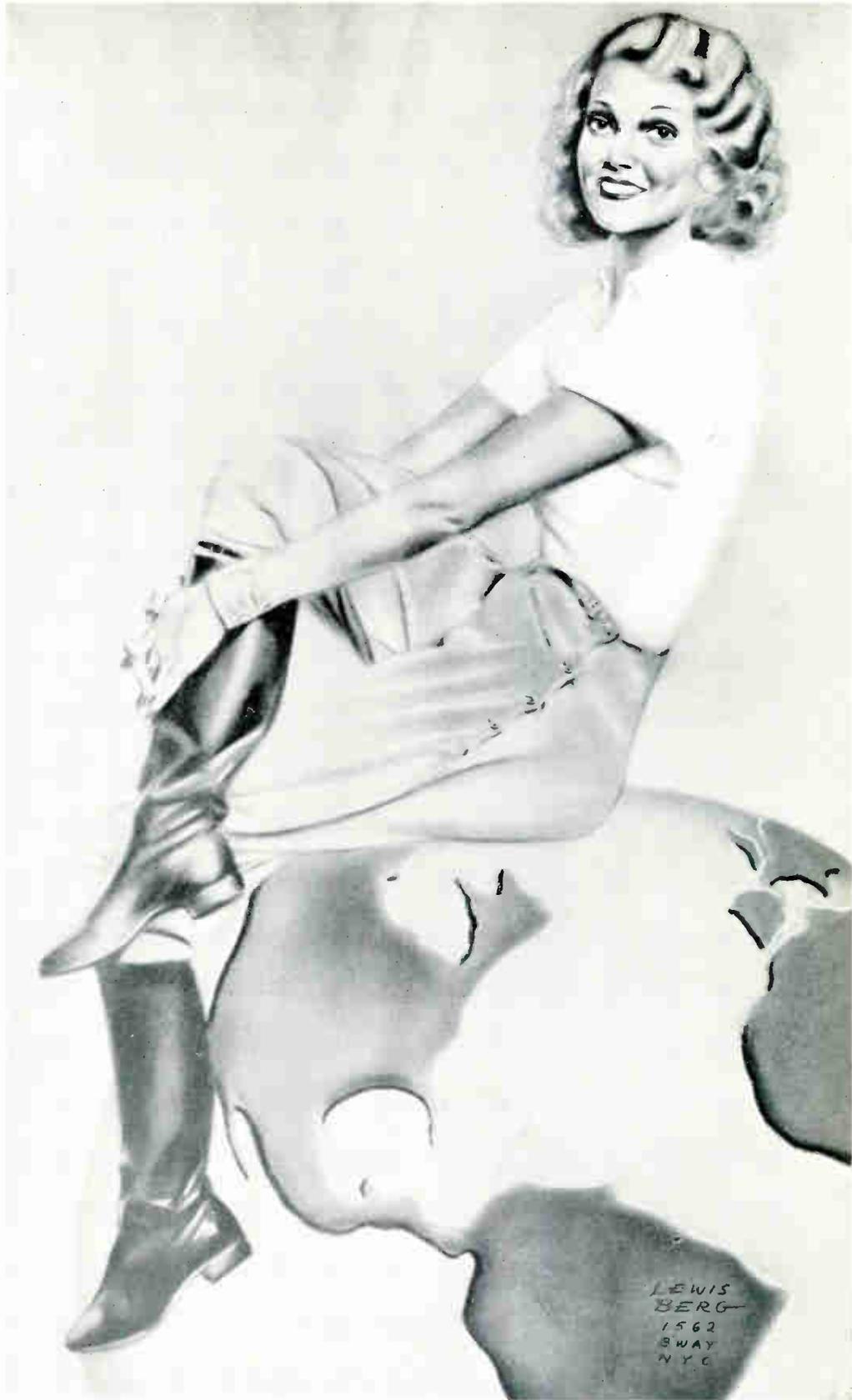
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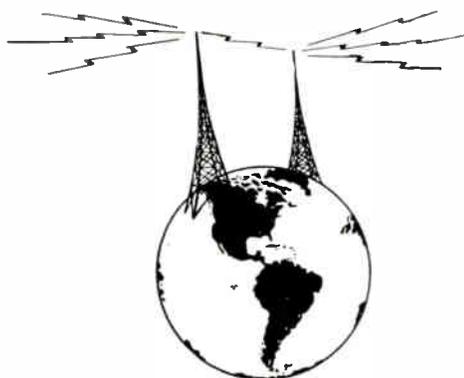
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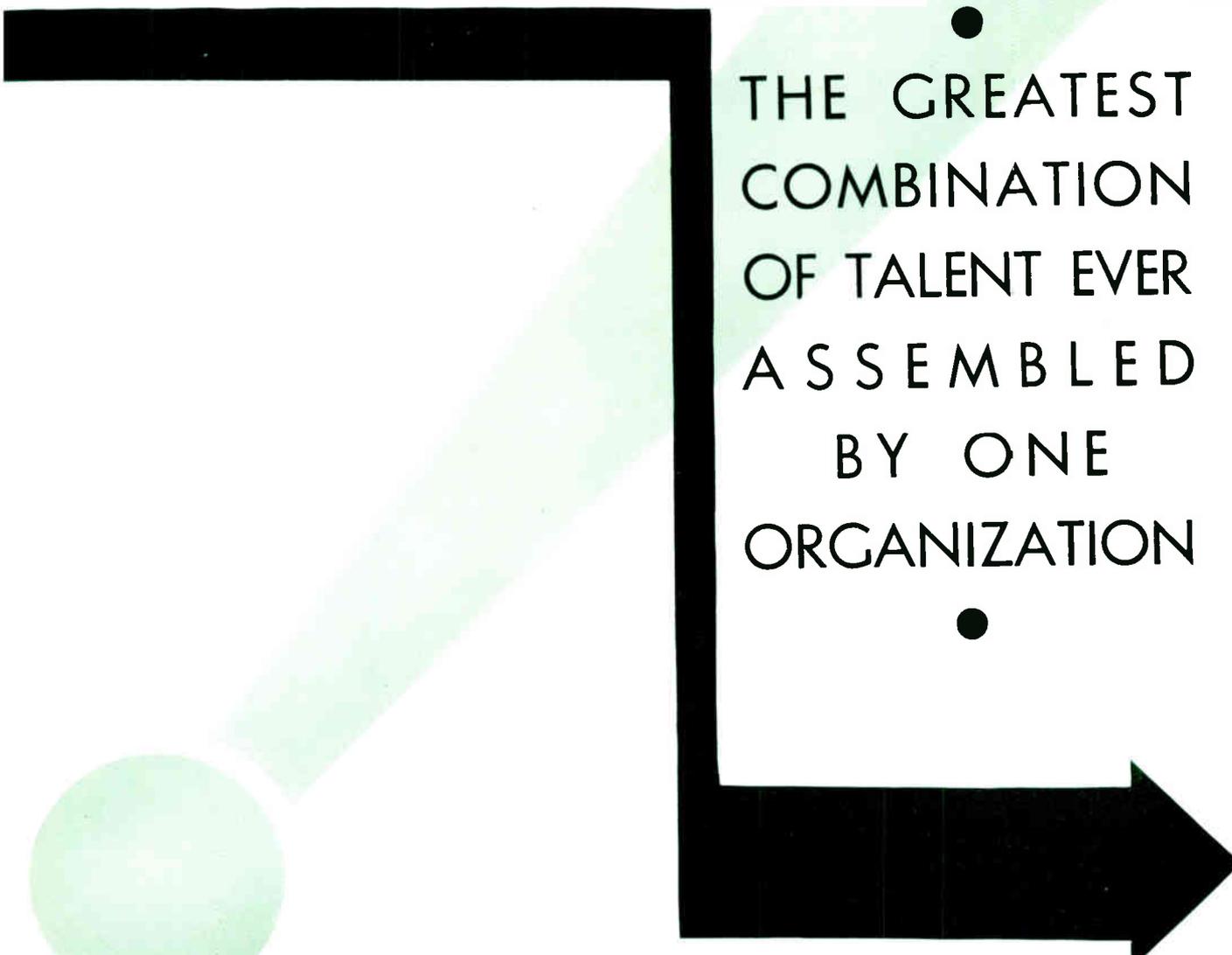
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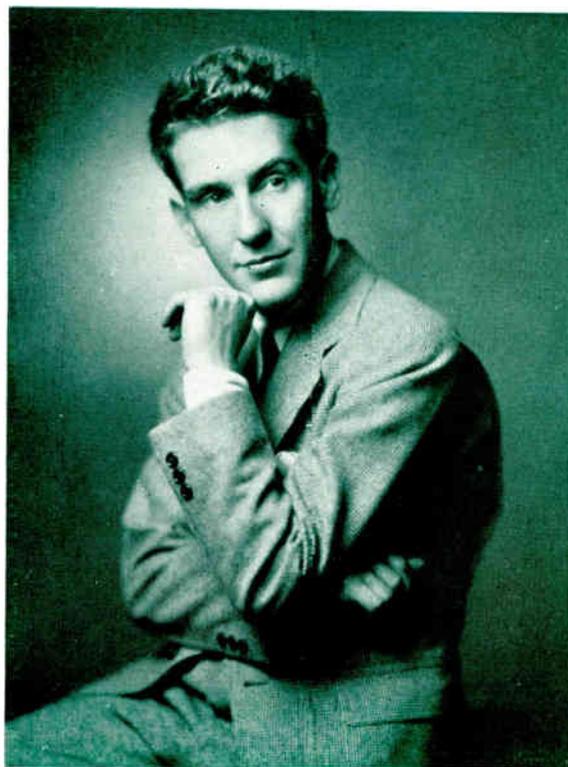
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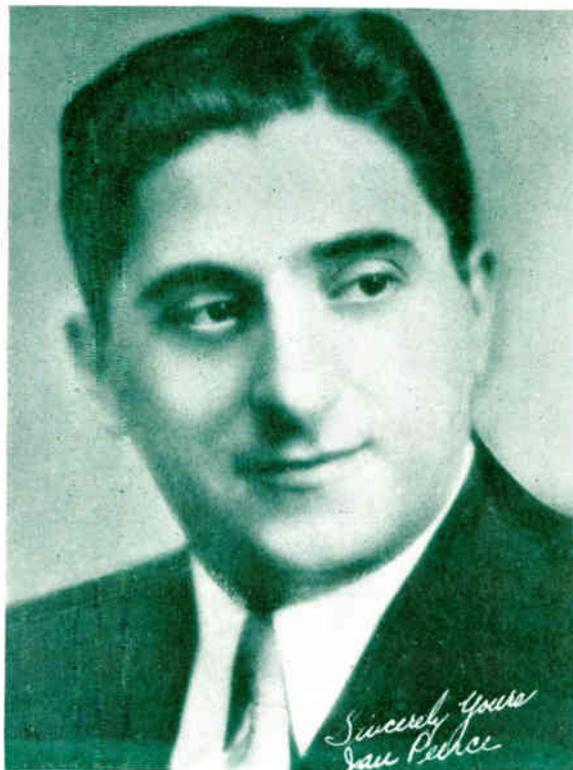
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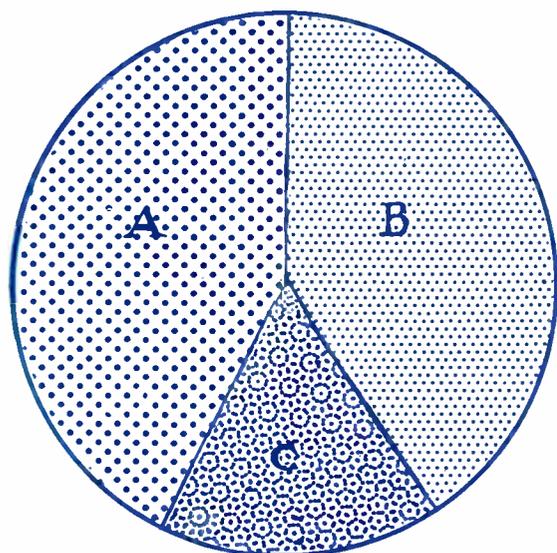


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Started with 15 minutes 3 times a week. Now using half hour DAILY for the past 2 years.

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Names and addresses of the above, as well as many others getting REAL RESULTS through WOV, will gladly be furnished.

In considering WOV rates, the following must be borne in mind:

- (A) Operating, as it does, on a power of 1000 Watts and on a wave length of 1130 Kilocycles, not only gives WOV sufficient power to thoroughly cover the Metropolitan Trading Area, but puts it in a highly advantageous position on the dial, without interference from ANY of the smaller stations.
- (B) It operates on a CLEAR channel, being one of only FIVE stations which does not share time with other stations.

1000
WATTS

W. O. V.

1130 KILOS
265.3 METERS

INTERNATIONAL BROADCASTING CORP.
132 West 43rd Street - - New York City



GEORGE W. JOHNSTONE

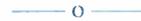


**Director of Public Relations
WOR**



Manager of
PRESS DEPARTMENT

PAT BARRETT, of NBC's "Uncle Ezra" programs . . . member of the National Barn Dance Troupe . . . is an old time trouper, vaudeville artist and radio performer . . . born Holden, Missouri, September 27, 1887 . . . made debut with parents, stage folks, as Little Lord Fauntleroy when six . . . worked in an architect's office in St. Louis for three years . . . then Pat responded to the call that was in his blood and secured a job as juvenile with a stock company in Wellington, Kansas . . . arrived with a small suitcase, a hat and a coat, and was placed on the payroll at \$20 per week . . . two years later, when the show broke up, he had two trunks of wigs, chaps, pistols and assorted costumes and props, and was still receiving \$20 per week . . . Barrett has traveled all over the United States, Canada and Mexico in stock and vaudeville . . . met his wife, Nore Cunneen, actress, while playing in Chicago . . . They were married a half hour before he had to catch a train for an engagement out of town . . . he didn't see her for a couple of days . . . Pat broke into radio at WTMJ, Milwaukee . . . was bought by a sponsor before he was even auditioned . . . has been on Barn Dance for several years . . . brought his mythical station EZRA to NBC in 1934 . . . is five feet, nine inches tall, weighs 150 pounds . . . has dark brown hair, hazel eyes . . . likes to hunt, fish, paint and read . . . his pet aversion is false teeth that click and whistle . . . his oldest possession is his character costume . . . they've quit manufacturing them.



ANNETTE HANSHAW, singing star of the colorful CBS Caravan program with Walter O'Keefe and Glen Gray's Casa Loma Orchestra, is rapidly winning additional collegiate honors and establishing a long distance record for fan mail received from distant regions. Recently Annette was selected as the favorite radio soloist of students at the University of Southern California in a poll conducted by Hal Levy, radio editor of the California Daily Bruin, campus publication.

This award coincided with the amazing spread of Annette's voluminous fan mail to remote regions. This mail also is a tribute to the extent of CBS coverage under favorable conditions, for in a single delivery to Annette recently were letters from fans in Ireland and southwest England, Brazil and Honolulu. Annette's songs are heard on the Caravan programs over Columbia twice a week.

A wealthy coffee planter in Brazil hears Annette's songs quite regularly. In far-off Honolulu a group of Hawaiian beach boys have formed an Annette Hanshaw Fan Club. And two Irish lads in Dublin frequently hear her programs early in the morning and write her notes suggesting various numbers or special settings of established favorites. In eastern universities, Annette's ballads have long been favorites among outstanding radio features . . . this year she has attained a new high mark of popularity on western campuses as well.

Perhaps the range of Annette's admirers is so extensive because she herself reveals unusual versatility in her interests and hobbies . . . a favorite trick of hers is to sing a famous song hit in a foreign language, preferably Spanish, French or Chinese . . . she takes great pride in an amusing Chinese version of "Sing a Little Lowdown Tune" to an authentic text prepared for her by the Chinese legation.

Check

RADIO PRODUCTIONS
I N C O R P O R A T E D

On the Following Salient Points

COMPLETE PRODUCTION OF PROGRAMS—Radio Productions are prepared to create original radio programs built by experts to meet your particular needs.

SERVICE TO ADVERTISING AGENCIES—Radio Productions, in addition to its facilities as program builders, can likewise serve advertising agencies in carrying on field surveys of programs and campaigns already released by a well trained and experienced force.

ELECTRICAL TRANSCRIPTIONS—Radio Productions are fortunate to have one of the most modern recording studios on the Pacific Coast, where transcriptions of the highest quality are produced daily, and a complete syndicate transcription service of all types of radio entertainment is available.

SERVICE TO RADIO STATIONS—Radio Productions are in a position to offer a service to radio stations in the way of furnishing talent, musical arrangements, electrical transcriptions and radio continuities of all types and descriptions.

and the most unique service in radio history!

OUR OWN MAGNIFICENT

RADIO PLAYHOUSE

at the disposal of our clients!

RADIO PRODUCTIONS, INC.

J. JOSEPH SAMETH, *President*

1709 WEST 8th STREET LOS ANGELES, CALIFORNIA

THE OUTSTANDING RADIO SERVICE
ON THE PACIFIC COAST



JACK PEARL, creator of those enjoyable characters "Baron Munchausen" and "Peter Pfeiffer".



JACQUELINE LOGAN, among many radio performances she supported Walter Huston in the radio version of "The Bad Man" over NBC network from The Lux Radio Theatre, New York.



RAYMOND PAIGE, a West coast artist whose work is well known to all listeners in over the NBC network.

JACK PEARL was a little confused the other day. In writing his radio name—Peter Pfeiffer—he forgot how many f's were in the last tag. So he had to call his script writer, Billy K. Wells.

FREDDIE MARTIN, whose orchestra is heard in late evening dance programs over WOR and the Mutual Broadcasting System, rose to success without the benefit of family or fortune. He was orphaned when a youngster and raised and educated in life in an orphan's home, where in 1914 he was banging a drum in the orphanage band. He earned his way through school and into the musical profession with his own hands. In 1924 he was selling saxophones for a living and today he's one of the best liked orchestra leaders in business.

PEG LA CENTRA is five feet two inches and 93 pounds of independence. It's not a shouting kind of independence, but the quiet sort that gets results—the kind that goes with reddish-brown hair and cool blue eyes. The diminutive blues singer and dramatic artist who was featured with a galaxy of stars on the "Circus Nights in Silvertown" series over an NBC-WJZ network, decided when she was a small girl that she was going to be an actress. The family said "no", because Peg (christened "Marguerita") was an only child and they didn't want their darling to follow the life of the stage. But one of Peg's grandfathers had been a concert violinist in Italy and she felt the call of the footlights. She gave in to the family to the extent of attending Fenway Academy of Notre Dame, the New England Conservatory of Music, and the Katherine Gibbs Finishing School at Boston. While at Gibbs, however, she had an audition at WNAC, Boston, and was offered a job as an announcer. There was no stopping her. She left school, took the job and graduated into dramatic roles.

New York was inevitable. There Peg was soon signed by NBC as both a dramatic and singing star. Radio audiences know her best for her singing, but Peg herself doesn't take it seriously. To be a great actress on the legitimate stage is her big goal—and she always has her way!

BOAKE CARTER, outstanding Philadelphia radio news editorialist, has been heard for the past two years, twice daily over WCAU in editorial comments on the news of the day. During this period he has received numerous letters from Senators, Congressmen, Governors, and people in all walks of life, commenting on his distinctive broadcasts. He first received national recognition as a news editorialist last March when he was assigned to comment on the Lindbergh kidnapping case from Columbia's Trenton headquarters.

Carter was born 33 years ago in Baku, South Russia, the son of Irish-English parents. When he was four years old, his father, the British consul in Baku, was transferred to England, and the boy was educated there. During the World War, Carter joined the Royal Air Force and served with a coast patrol squadron until demobilization in 1919. Entering upon a newspaper career a few months later, Carter travelled through practically every country of the world in search of adventure as well as news. In 1921 he joined his father in the oil business in Mexico, but shortly thereafter returned to newspaper work in Philadelphia.

The new series, presenting Carter in fifteen-minute editorial comments on the highlights in the news of the day, is carried over Columbia stations in the following cities: Baltimore, Boston, Buffalo, Chicago, Cleveland, Detroit, Kansas City, St. Louis, New York, Philadelphia, Pittsburgh, Louisville, Washington, Charlotte, and Minneapolis.

MURIEL WILSON, Mary Lou of Captain Henry's NBC Show Boat, likes gardens but not gardening, so every week-end eight or ten guests at her place near Ft. Montgomery, N. Y., are given garden implements and a measured plot of soil to work on. Prizes are awarded for the best services and everybody goes about the job of winning something while Muriel prepares dinners and luncheons in the kitchen.

VEE LAWNHURST, who is heard regularly over NBC networks with Muriel Pollock as a piano team, has just written a song she calls "When It's Sunday Go To Meetin' Time." It is being published by T. B. Harms.

FLYING TRAPEZE

All String Orchestra
Conducted by



FREDDY BERRENS

—
AN INNOVATION IN MUSICAL INTERPRETATION
—

FLYING TRAPEZE ORCHESTRA
217 West 57th St., New York City

Telephone: Circle 5-5750

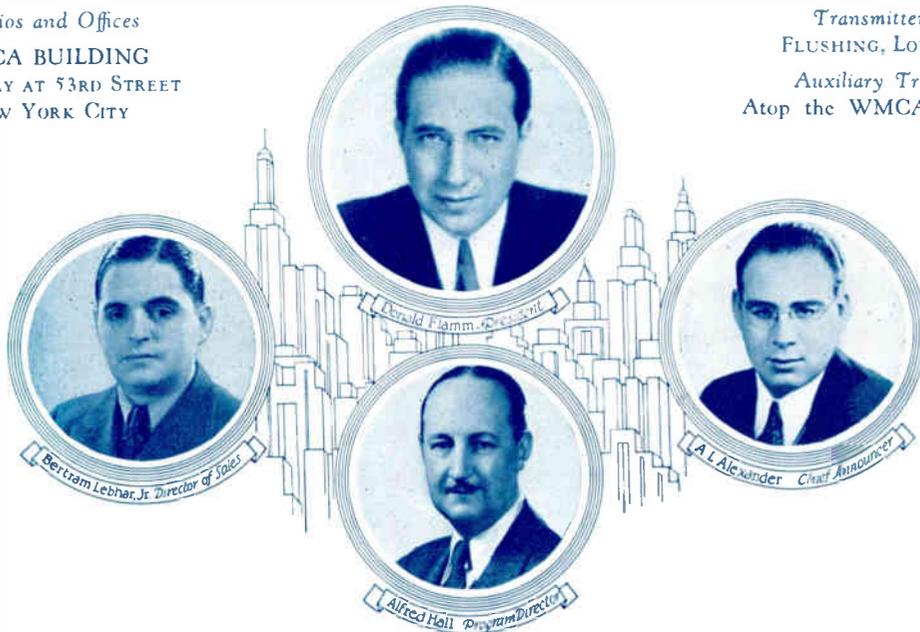
"New York's Own Station"

WMCA

At the top of the dial

Studios and Offices
WMCA BUILDING
BROADWAY AT 53RD STREET
NEW YORK CITY

Transmitter Plant
FLUSHING, LONG ISLAND
Auxiliary Transmitter
Atop the WMCA BUILDING



BROADCASTING from a tiny circular room, atop the Hotel McAlpin (from which name it took its call letters), WMCA first became known to the New York radio listeners on February 6th, 1925.

That's only ten years ago . . . Yet tremendous progress has been made in the art of Broadcasting since those crystal set days. And step by step, WMCA has participated in this progress.

WMCA's many "firsts" tell a story of leadership which has characterized the station from the start. For example—WMCA was the first New York station to broadcast commercial programs. (And what a precedence that set!) It was the first to broadcast popular programs on Sunday (pretty daring in those days!). First also to broadcast during the hours after midnight and the first station in the East to broadcast until "three in the morning" on regular schedule. WMCA was the first to broadcast Stock Market reports twice a day. (Why bring that up?)

WMCA's "Little Theatre of the Air", seating some two hundred and fifty, marked the beginning of the present-day vogue of big visual audiences.

Famous radio personalities whom WMCA started on their way to success are almost legion. Dean of the WMCA Alma Mater is Rudy Vallee. Other luminaries include Arthur Tracy (the Street Singer). Baby Rose Marie, Don Carney (Uncle Don), Phillips Lord (Seth Parker), Ozzie Nelson, Tom Noonan, Will Osborne, Henry Burbig, "The Voice of Experience",—ad infinitum!

* * * * *

Getting back to the early history of the station . . . WMCA engineers soon discovered that the roof of a New York hotel was not the most advantageous location for a 500-Watt transmitting plant. So the transmitter was moved to Hoboken, there to stay seven years until 1932, when a new and thoroughly modern plant was erected at Flushing, Long Island. It was then—

and still is today—one of the finest transmitting plants in the East. The 300-foot twin towers are located directly on Flushing Bay with the ground system buried in salt marsh—an engineer's ideal site for a broadcasting station.

The superb signal radiated by this modern transmitter is one of the marvels of radio engineering. A recent field strength survey showed that WMCA is heard clearly throughout the entire New York Metropolitan area — taking in a population of some twelve million people! Through recent improvements made in the telephone transmission lines connecting the five New York studios with the transmitter, WMCA is the first independent New York station to be completely engineered for high-fidelity broadcasting.

* * * * *

Because of its undeviating policy of catering to the Cosmopolitan interests of New York, WMCA has become synonymous with the New York scene.

The Theatre, sports, local news, night-life, banquets, benevolent activities — all these are continually reflected in WMCA programs which are geared to the dynamic life and tempo of New York itself. The WMCA microphone alone is present at all the major fights, the hockey games, six-day bike races, basket-ball games, track meets—in fact at almost every important sports event held at Madison Square Garden.

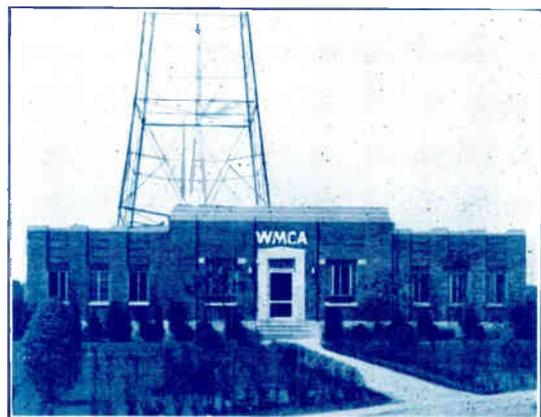
Gala programs regularly broadcast over the station include the Annual Ball of the Friar's Club, the Jewish Theatrical Guild of America, Judge Hartman's Fashion Show and Ball, as well as the regular luncheons of the Cheese Club, Motion Picture, Kiwanis, and the New York Advertising Clubs.

Among the daily programs that are heard over WMCA are such popular features as "FIVE STAR FINAL" (a thrilling news dramatization)—"TODAY'S WINNERS" (a program immensely popular with racing fans)—"DICK FISHEL'S DAILY SPORTS RES-

UME" — "TOM NOONAN'S SUNDAY SERVICES" from the "Cathedral of the Underworld" in Chinatown — "AMATEUR NIGHT IN HARLEM"—Harry Hirshfield in his "ONE MAN'S OPINION" — "THE GOOD WILL COURT" directed by A. L. Alexander — GEORGE REID (the One-Man Minstrel) — "THE WMCA JAMBOREE" — Happy Hal's "BARN DANCE", and the INTER-CITY DANCE PARADE. This latter program is one of the many features being broadcast simultaneously with WIP in Philadelphia with which station WMCA recently joined forces in an Inter-City hookup. "Inter-City Presentations" emanating from WMCA are now being broadcast also over stations WCBM (Baltimore), WDEL (Wilmington), WOL (Washington), WMEX (Boston), WPRO (Providence), and WLNH (Laconia, N. H.).

* * * * *

Operated by Donald Flamm and a staff of experienced radio executives who understand New York's radio requirements, WMCA continues to hold the spotlight in the field of independent broadcasting stations. It is continually pioneering new ideas in radio programs — discovering new radio "talent"—setting the pace in local showmanship and in special events broadcasting —thus attracting to the station an ever-increasing army of loyal listeners.



THE WMCA TRANSMITTER BUILDING
(Note the second of the twin towers in background)



AARON S. BLOOM

Secretary-Treasurer and
DIRECTOR of COMMERCIAL DEPARTMENT

KASPER-GORDON, Inc.

140 BOYLSTON STREET

BOSTON, MASS.



EDWIN H. KASPER

President

KASPER-GORDON, Inc.

One of the Country's Leading Program Producers

140 Boylston Street

Boston, Mass.



DICK TRACY, popular cartoon detective, comes to life in the person of Ned Weaver over Columbia network each Monday and Thursday.



KATE SMITH — 1935 view—at present very much occupied with her Wednesday Matinee Hours and Hudson New-Star Revue broadcasts over the Columbia network.



BURNS and ALLEN, Columbia's ace comedy team. Both "Georgie Porgie" and Gracie seem to be enjoying this novel mental operation.



ANDRE KOSTELANETZ, one of radio's premier arrangers, conductors and composers. He conducts the Buick and "Presents" programs over CBS and also directs the Modern Male Chorus.

NED WEVER, once known as radio's "matinee idol," and who later was cast in nothing but "heavy" roles, now combines the heroic qualities of the former with the hard-boiled tactics of the latter and brings to life "Dick Tracy", popular cartoon detective, for Columbia listeners on Mondays through Thursdays at 5:45 P.M., EST.

Ned likes his new part better than any other characterization he's done for the microphone. There's a bit of the "tongue-in-cheek" attitude about the daring Dick which pleases sophisticated Ned, making the detective something more than a figure stuffed in an open-at-the-throat shirt.

Wever belongs to that group of radio artists who started on the legitimate stage. Born in New York City, he studied at the Pawling School and then enrolled at Princeton University.

The fall after his graduation, Ned won a part on Broadway, playing with Hilda Spong in "The Fan". A little later he was cast in "The Great Gatsby," the work of a fellow Princetonian, F. Scott Fitzgerald. There followed a long list of engagements in "The Road to Rome," with Jane Cowl; "The Second Little Show," "Lady, Be Good," with Fred and Adele Astaire; "Love Is Like That," and "She Had to Know," with Grace George. He also played in David Belasco's presentation of "The Merchant of Venice," with David Warfield.

In 1929 Wever deserted the stage for radio, and from the start established a reputation in "True Story" programs. In these he was cast with Elsie Hitz, and together they became famous as lovers on the air. One day he was picked for a villainous role on the "True Detective" program, and his career as a "heavy" began.

Ned is five feet, ten inches tall; weighs 150 pounds, has blue eyes and black hair, and recently shaved off his moustache to fit the Dick Tracy role as established in the cartoon strips. — o —

ANDRE KOSTELANETZ does with music what skillful artists do with colors and talented orators and writers with words. One of radio's premier arrangers, conductors and composers, his work is now featured over the Columbia network in the Chesterfield series with Rosa Ponselle, Nino Martini and Grete Stueckgold.

Kostelanetz was barely twenty when he left his native Petrograd to come to the United States. He has never been back, and although the city of his birth is now called Leningrad, he always refers to it by the name it bore under the Czarist regime. He remembers it as a city of gaiety and royal glamour, where he was born and educated: where, when he was only four, he began practicing scales on the piano; where, when he was only a year older he and his teacher gave a concert before the Czar. Although he wasn't frightened by the presence of royalty in the flesh he was tremendously awed by a portrait of Nicholas which stared down at him from its position over the piano. He eventually became an assistant director of the Petrograd Opera.

Kostelanetz is a small, competent man, whose movements in or out of the studio are brisk, almost imperative. In his office, his pencil hurries over manuscripts—the phone is intermittently pressed against his ear. In the studio, his baton is authoritative, sensitive. But during the inevitably tense moments which occur to artistic people, he displays a disarming sense of humor.

(Continued on page 137)

WHO'S WHO IN RADIO

- Published quarterly, is the most valuable and comprehensive RADIO PERSONALITY REFERENCE BOOK ever published in America.

- *It contains valuable Radio information about Artists, Radio Executives, Directors, Orchestra Leaders, Managers, Musical Arrangers, Writers, Publicity Directors and in fact every personality division of American Broadcasting.*

- It will constantly be referred to by:

ADVERTISING AGENCIES

NETWORK EXECUTIVES

STATION EXECUTIVES

RADIO PROGRAM BUYERS

RADIO PROGRAM PRODUCERS

CASTING DIRECTORS

RADIO TECHNICIANS

ARTISTS, ETC.

WHO'S WHO IN RADIO

Is the Best Radio Advertising Medium in America

ADVERTISING RATES UPON REQUEST

EXPERIENCE IS PRICELESS

DURING THE SEASON OF 1934 AND 1935, THE WILLIAM MORRIS AGENCY RADIO DEPARTMENT NEGOTIATED THE FOLLOWING LONG TERM AND GUEST STAR CONTRACTS:

JUDITH ANDERSON
FRANCES ARMS
OLGA BACLANOVA
FAY BAINTER
BELLE BAKER
ETHEL BARRYMORE
LIONEL BARRYMORE
NOAH BERRY
JESSIE BLOCK and EVE SULLY
FANNY BRICE
GEORGE BURNS and GRACIE ALLEN
ILKA CHASE
JANE COWL
MORTON DOWNEY
IRENE DUNNE
AMELIA EARHART
ELSIE FERGUSON
PAULINE FREDERICK
EVERETT FREEMAN
JANE FROMAN
DOROTHY GISH
GROUP THEATRE
WALTER HAMPDEN
JIM HARKINS
HELEN HAYES
KATHARINE HEPBURN
LESLIE HOWARD
ALEXANDER KIRKLAND
BEATRICE LILLIE
BERT LYTELL
JAMES MELTON
THOMAS MITCHELL
ALLA NAZIMOVA
RAY NOBLE and ORCHESTRA (in Association Rockwell-O'Keefe)
GEORGE OLSEN and ETHEL SHUTTA
HUGH O'CONNELL
FRANK PARKER (by Arrangement with Harry Bestry)
REVELLERS QUARTETTE
LYDA ROBERTI
ROXY AND HIS GANG
BABS RYAN AND HER BROTHERS
SAXON SISTERS
SEELEY AND FIELDS
VIVIENNE SEGAL
AL SIEGAL AND CAROLYN MARSH
OTIS SKINNER
SMITH & DALE
ERNEST TRUOX
SOPHIE TUCKER
LENORE ULRIC
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WHEELER AND WOOLSEY

CLIENTS of the William Morris Agency know and appreciate the benefits of experience . . . the 40 years which the William Morris Agency has traveled the road of experience have been fruitful . . . have been productive of that sense of showmanship and values without which no showmanly endeavor can properly function . . . the William Morris Agency is pledged to continue its policy of progressive, comprehensive showmanship . . . knowledge gained in the past 40 years, together with that absorbed by future experience as time goes on, is at the service of every client of the William Morris Agency.



THE FOLLOWING "BEST BETS", COMPLETE PROGRAMS, ARE PREPARED AND AVAILABLE FOR IMMEDIATE BROADCASTING:

JACKIE COOPER
MORTON DOWNEY
GROUP THEATRE
TED LEWIS
ELSA MAXWELL
OLSEN AND JOHNSON
OUR GANG
VIRGINIA REA and
MICHAEL BARTLETT
(with Orchestra under Direction
of Joseph Pasternack)
S. S. VAN DINE
MAE WEST

PREPARED FOR INTERNATIONAL SHORT
WAVE: PROGRAM:

SIR HARRY LAUDER

WILLIAM MORRIS AGENCY

HOLLYWOOD — CHICAGO — NEW YORK — LONDON — PARIS



CREIGHTON ALLEN

Concert-Pianist and Composer

"A skilled musician who disclosed interesting qualities"—*New York Times* 1929

Recitals in: Carnegie Hall—Old Aeolian Hall—Town Hall and three recitals this year in Steinway Hall in addition to radio recitals and private appearances.

OPEN FOR ENGAGEMENTS

Direct inquiries care of
ARTISTS BUREAU — "WHO'S WHO IN RADIO"

ZORA LAYMAN, heard in *Our Home* on the Range over NBC, established herself as one of radio's best known exponents of native American music with "Seven Years With the Wrong Man" . . . was a violin teacher at 16 and studied under Leopold Auer, great teacher of Heifetz . . . Born and raised in Hutchison, Kansas . . . Known as girl with two voices, sings concert style and hot blues . . . She's still an avid out-of-doors girl . . . Owns her own saddle horse and rides daily in New York's Central Park . . . Plays piano, ocarina and harmonica but doesn't like to play any of them . . . Drives her own car and has never scratched a fender . . . Has a weakness for houses and may buy one on sight . . . She owns a home in Syracuse, N. Y., another in Hollywood . . . but never has time to live in them . . . Confesses a weakness for jade . . . has rings, necklaces, brooches, bracelets and other trinkets in jade . . . even her car is jade green . . . She carries a heavy brief case which many men would think too heavy . . . Learns every new song . . . She's a sucker for pets and panhandlers . . . Even keeps old clothes in her car to give to ragged persons . . . She can't resist an impulse . . . In forty-five minutes she may board a plane and go to California or hop into her car and drive off to some unannounced destination for a week's stay . . . Wild about football and attends every Saturday game that isn't too far from the studio . . . Holds a record for best selling phonograph record . . . She's tall and very sensitive about her height until she came to know Kay Francis, the movie star, who is inches taller . . . Only woman in the world who is vice-president of a famous rodeo . . . She holds a gold badge to prove it . . . Extremely conscientious about her fan mail and answers every letter although she hates to write . . . Never frightened at the mike but has jitters after it is all over . . . Wants to retire and live in Colorado.

— o —

EVERETT MITCHELL, NBC announcer, born March 15, 1898, Austin, Ill . . . is one-sixteenth Indian . . . grandfather was circuit rider, to whom he traces his desire to travel and love of old hymns, the latter trait being more or less responsible for "Mitch's" introduction to radio . . . early career included jobs as grocery boy, pin setter in bowling alley and singer with Billy Sunday . . . after finishing school worked in bank where he met future wife . . . later entered insurance business . . . while singing in choir of Chicago church was asked by friend to take part in sacred program on local station . . . asked to announce broadcast second time he came to station and he was started on his radio career . . . went to WENR when it opened and for while sold insurance nine hours a day and announced eight hours a day at same time . . . became station manager and came to NBC along with WENR . . . hobbies are fishing and amateur movie photography . . . likes to read early American history . . . sings in church choir . . . spends one night a week with his boys' club of fifty members . . . one of biggest thrills was when he announced national cornhusking contest at Fairmont, Minn., in fall of 1934 . . . best known as announcer of NBC's National Farm and Home Hour . . . height five feet, eleven . . . weighs 170, has brown eyes and hair . . . cheerful disposition.

RUTH ETTING . . . radio's No. 1 blues singer . . . unobtrusive, modest, mild-mannered . . . takes the microphone without any fuss . . . rests both hands lightly on hips as she tries to sing . . . flips right hand gracefully to give conductor Red Nichols tempo . . . sways imperceptibly . . . "First 16 bars are sweet and flowing," she explains after a chorus . . . "Sounded a little bit corny," she adds . . . resumes singing . . . looks at music on rack standing directly beyond microphone . . . song over, asks control room engineers through microphone: "How was it?" . . . No answer . . . tries again . . . says, "So what?" . . . Wears hat when program goes on air . . . sings with back to audience . . . between numbers sits curled up against grand piano . . . still with back to audience . . . crosses legs . . . fumbles with handbag . . . sits back, looks at orchestra interestedly . . . smiles at a tricky finale . . . applauds . . . gets an ecstatic flurry of applause herself as she stands up at conclusion of program . . . bows modestly . . . and again . . . and again . . . drapes her fur coat over shoulders . . . makes for the studio door . . . signs an autograph on the way.

— o —

HERMAN BERNIE of 1619 Broadway, New York City, recently assumed the management of Vaughn De Leath's radio activities. He is now considering an early Fall network engagement for Miss De Leath that will run for 26 weeks and place her in an ace spot on the dial.

— o —

ANTHONY ROCCO, virtuoso of the steel guitar, owes a great measure of his success as a soloist to his musical inventive genius.

Steel guitars are usually considered in a limited musical field says Rocco and generally thought as best suited to dreamy, slow music suggestive of the Hawaiian Islands; until the creative genius of Rocco, after years of experimenting, found a way of adding an extra string to the standard six string instrument.

This extra string was not added at the top or bottom but in the center of the standard string arrangement which of course necessitated a new tuning method which the genius of Rocco once again overcame.

Added to this he has perfected a steel made of several pieces of metal and wood that improves the tone quality noticeably when used on any kind of a steel guitar.

Rocco's instrument permits an unlimited repertoire of both popular and classical music including such pieces as Caprice Viennois and many other Kreisler compositions.

— o —

ARLENE FRANCIS, mistress of ceremonies of Phil Spitalny's "Hour of Charm", owes her only movie experience to her professed ability to float on the water, which actually she could not do at the time it was necessary. She said she could float in order to get a part with Bela Lugosi in "Murders in the Rue Morgue". Promptly she went into training and had just about got an idea what floating was all about when the Universal studios decided to use a dummy in that scene. But Arlene got the job without having had to go to the trouble of drowning to prove she was not qualified.

PRINCESS ATALIE



America's Celebrated
Cherokee
Prima Donna



Now Available For
RADIO



She has sung by request before three Presidents of the United States and was a guest soloist at the White House as recently as January of this year.

Princess Atalie is a descendant of a family of Chiefs and leaders of whom her father was a distinguished State Senator. After graduating from High School in Muskogee, Oklahoma, she came East to Boston and studied voice culture at the New England Conservatory of Music, Dramatic Art and Diction. Then followed a course in Logic, Ethics and Psychology at the Boston University and in 1917 she answered the Call by going overseas as a Y. M. C. A. Secretary and as one of the noted entertainers in the "Y" huts.

She has lectured and sung in Europe and in all the principal cities of America. Princess Atalie has been a guest soloist with the Boston Symphony and has given recitals in all of the leading concert halls in the East.

The New York Times said: "Her voice is beautiful, full, rich and brilliant."

PRINCESS ATALIE has prepared a series of thirteen, fifteen minute radio programs that may or may not include some of her colorful descriptive songs of the Red Race.

Open For Fall Engagements Either For Radio, Social or Concert Appearances.

Address "WHO'S WHO IN RADIO"



VERA VAN, Columbia's charming vocalist who sang her way East to stardom from KFI, Los Angeles.



BING CROSBY is still on the west coast dividing his time between radio and pictures. He is heard each Tuesday over the Columbia network accompanied by George Stoll's Orchestra.



ETHEL MERMAN, recently starred in "Anything Goes", brought her contagious rhythms to the Columbia network beginning May 8th, in "Rhythm at Eight", supported by Al Goodman's Orchestra.



RICHARD BONELLI, one of America's leading operatic and radio soloists. Featured on the Chesterfield series over the Columbia network.

VOICE OF EXPERIENCE honored by alma mater. His audience numbers millions from coast-to-coast. A corps of clerks in an office, occupying an entire floor of a New York skyscraper, answer his mail—sometimes more than 6,000 letters in a single day. He has been signed for his third solid year on the air. His college town has set aside May 28 as a day in his honor. His college and the nation's radio listeners heard him as its commencement speaker; he received its honorary LL.D. degree, and his campus fraternity initiated him 25 years after the day he was too poor to provide the initiation. One week later, Pacific University, oldest college west of the Mississippi Valley, conferred upon him the degree of "Doctor of Humanities", the sixth honorary degree given by this University in its entire history.

— o —

"THE HOME TOWN BOYS," popular WOR trio composed of Guy Bonham, Dwight Latham and Wamp Carlson, are being heard in a series of sponsored programs each Friday. They are being presented under the sponsorship of Troy Hills, Incorporated. The Home Town Boys are also known as The Jesters on a national network and are the "voices" of many RKO cartoon comedies.

— o —

LAWRENCE TIBBETT is normally about as cool a person as can be found in the radio studios. Hardly anything upsets him, but the other night he was as nervous as an amateur. His concert accompanist, Stewart Wille, was supposed to be on hand to play for him in a couple of numbers during his NBC program. Wille didn't show up until after the broadcast started and then innocently whispered, "I was waiting for you downstairs." Tibbett's reply was not recorded.

— o —

ETHEL MERMAN, tired of teaching, and so the teaching profession lost an apt candidate; and later, the business world a good secretary, but the theatrical world has a new star placed securely in its firmament when Mr. and Mrs. Edward Zimmerman's daughter, Ethel, told her parents she would rather sing than do anything else.

The case of Ethel, star in the Columbia network production with Ted Husing and Al Goodman's Orchestra, is almost without parallel on Broadway. While others struggled for years to gain recognition and a need of praise, Ethel Zimmerman, now Ethel Merman, catapulted across the Broadway horizon in a single night four years ago. Since then Miss Merman has established a record for introducing American song hits. "I Got Rhythm," "Life Is Just a Bowl of Cherries," "Eadie Was a Lady," "You're An Old Smoothie" and "Rise and Shine" are some she has made famous.

Ethel was born and educated in Astoria, L. I. Her parents wanted her to become a music teacher. She compromised by becoming a stenographer, singing in amateur shows in the evenings. Later, she worked as secretary to Caleb Bragg, a millionaire sportsman, but spent her evenings singing in local night clubs. Bragg gave the young singer a letter of recommendation to George White. Ethel typed the letter herself and took it to White's office. But the producer doubted her singing ability and offered her a job as a show girl, which she refused.

(Continued on page 115)

The **THREE "X" SISTERS**

One of the finest harmony trios on the air.

They made their radio debut in London, England, in the English production of "Blue Skies" in 1928 and were featured stars at the famous Kit Kat Club, Ciro's and in the English Music Halls.

They have appeared on innumerable commercial programs and recently among other appearances on the Little Miss Bab-O program. At present they may be heard each week over NBC at 6:35 P.M., E. D. S. T., on Mondays and Wednesdays, over the Blue network.

—o—
Now considering Fall engagements.

—o—
Under Exclusive Management of

ED. WOLF

1450 BROADWAY, N. Y. CITY

Telephone—CHickering 4-7722



MARY SMALL

Radio's most famous child artist, whose beautiful rich contralto voice won her a place on the Rudy Vallee hour over NBC at the age of 11 years.

Since then she has established an unseen following from coast-to-coast numbering into the millions, as attested by her fan mail.

She has won considerable attention as the distinguished LITTLE MISS BAB-O on the network program of that name and in addition has been heard over an NBC-WJZ network each week in her own program accompanied by the Green Brothers Novelty Orchestra.

B. A. Rolfe, the Ford Show in Cleveland and innumerable guest artist appearances convincingly attest her popularity.

—o—
Open for Fall engagements.

—o—
Under Exclusive Management of

ED. WOLF

1450 BROADWAY, N. Y. CITY

Telephone—CHickering 4-7722



FRAY & BRAGGIOTTI, Columbia's celebrated and internationally known piano team.

IRENE WICKER, the Singing Lady, isn't content with her busy life as author and actress of her own program. She takes vocal lessons daily and studies piano and music theory two hours a day.



WILLIE MORRIS, who sings on the John Charles Thomas program, "Our Home on the Range," over NBC, is only 24. But in the script she plays the part of a mother who has a missing daughter older than Willie really is.



GRACE HAYES, NBC star, and Newell Chase, her composer-accompanist, defy anyone in radio to match their historical background. Miss Hayes is a direct descendant of Rutherford B. Hayes, nineteenth president of the United States, and S. P. Chase of President Lincoln's cabinet, was a grand-uncle of Chase.



JEAN SARGENT, while still in her teens, took part in a local Philadelphia amateur show, just for the fun of it. A New York producer was so impressed, he gave her a featured part in "Face the Music". Once in New York, Jean quickly made a place for herself in radio.

MABLE TODD, Al Pearce's "Little Ray of Sunshine", has only worn high-heeled slippers once in her life. That was when the NBC singing comedienne made a formal evening appearance in the Hollywood Bowl—but she didn't even wear the high heels home. She kicked them off backstage and went home in her stocking feet.

"Me for flats," says Mable. And this season, for the first time, she's in style with her flat heels.



CHARLES CARLILE, whose tenor voice is heard over NBC in The Hit Parade, has done almost everything—from working as a stage hand in a circus to being a member of a so-called treasure hunting expedition in the South Seas.



RUDY VALLEE, radio's "Horatio Alger". Superb showman and Master of Ceremonies of the Fleischmann Variety Hour over NBC.

ARLENE FRANCIS, striking brunette of stage and screen, has joined Beatrice Lillie's cast and will be heard on all of the comedienne's future Friday programs over an NBC-WJZ network with Warren Hull, Lee Perrin's orchestra and the Cavaliers Quartet. She will play supporting roles in dramatizations of Aunty Bea-sop's Fables.

Not so many years ago Arlene appeared in a children's play before an audience which included Daniel Frohman, veteran Broadway producer. Frohman looked up her name on the program and jotted it down in his "little red book", a tiny volume in which he enters the names of those he believes have outstanding futures in the entertainment world.

Since that time Arlene has more than justified the prediction. She has been seen in such brilliant stage successes as "Street Scene", "I Loved You Wednesday" and "The Party's Over." She made her screen debut four years ago. Recently she has interested herself in radio and her exceptional versatility has given her widely varied parts in many of the air's foremost dramatic offerings. She is considered one of radio's leading impersonators.

Miss Francis is a native of Boston. She was educated at The College of Mount St. Vincent and the fashionable Finch Finishing School in New York. She studied dramatics at the Theatre Guild school. Seeking to make her stage debut in 1928, she wandered into a producer's office "just because I liked the name on the door." Her first role was in "La Gringo".



ARLENE FRANCIS, the new mistress of ceremonies heard with the "Hour of Charm" program over Columbia network.

Interior Decorations

for
STUDIOS
OFFICES
or HOMES



Business Office



Studio Entrance

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DISTINCTIVE
SETTINGS
that need not be
costly and which
can be confined
within your budget.
■

Business Office



■
*Estimates and Suggestions
made without cost or
obligation.*
■

Bishmont Studio

5049 48th Street
Woodside, Long Island, N. Y.

Telephone: SStillwell 4-4429

DALE WIMBROW, NBC's wandering minstrel, is still bragging about the present he got on his fortieth birthday, on June 7th. Mrs. Wimbrow presented him with a son, to be named Dale Wimbrow, Jr. To celebrate the joint birthday, Dale, Sr., passed around—not cigars, but ice cream—at NBC Radio City studios.

BARRY McKINLEY . . . youthful baritone, sings on the Camay program, "Dreams Come True," three afternoons a week over NBC . . . was born in Ft. Wayne, Indiana, November 1, 1913 . . . despite his youth, he's an old trouper, having run away from home at the age of 12 to take a crack at tap dancing on the stage . . . until two years ago, he travelled all over the country as a hooper, doing vaudeville and getting an occasional part in musical comedy, although he never made one that hit Broadway . . . His nearest was a role in "Ballyhoo" when it played Atlantic City . . . In 1933, on the advice of a friend, he took an audition at WLW, Cincinnati, and surprised himself, but not his friend, by making good . . . He was on WLW for a year and a half, and was so successful on a local program for his present sponsor that he was brought to New York and put on the networks . . . His original network contract was for 13 weeks, and it was renewed at once when it expired the first time, and has just been renewed again for a third 13 week period . . . Barry is five feet, seven inches tall, weighs 145 pounds . . . likes parties at night and horseback riding in the morning . . . blue is his favorite color, although he usually shows up in a brown suit . . . likes steak followed by pie a la mode . . . Once sang with Bernie Cummins orchestra in Florida, and they told him to stick to his dancing.

UNCLE DON is often thought to be an old man with a long white beard; others think that he is, for no reason, a thin young man with shiny black hair—neither description fits him. He's in his middle forties, weighs around two hundred pounds, without being fat, and has a personal charm which is disconcerting to radio audiences who have listened to him without enthusiasm on the air, but are enchanted by his personality on the stage. He likes to wear white shoes and white shirts in Summer, and sometimes a mess jacket in the evening.

(Continued on page 133)

UNCLE DON, one of WOR's best known artist whose cheery "Hello Little Friends of Mine" is known from coast to coast.

VAUGHN de LEATH, America's sweetheart of song, whose charming voice has delighted millions of NBC listeners from coast to coast for many years.

JOE PENNER, whose present top liner success is based on many years of experience in vaudeville and on the legitimate stage.

JOE PENNER, NBC comedian and duck salesman, stepped out of character when he attended a luncheon of the Central Junior High School Band of Allentown, Pa., recently. Joe, who was a musician before he turned comedian, entertained the group with a few selections on the violin. The children were so impressed with Joe's mastery of the instrument that Joe has decided to change his trade mark from "Wanna Buy a Duck?" to "Who'll Take a Violin?"

VAUGHN de LEATH, popular NBC contralto, presented "The Invisible Movies of Old Songs and New," a new idea in song broadcasts, on her regular Wednesday program, March 27, over an NBC-WEAF network and checked a "hit" performance.

The continuity, written by Miss de Leath, was in movie scenario form, with a love story centering about three songs—"The Good Ship Lollypop," "London on a Rainy Night," and "The Isle of Capri."

THE BURNETT SISTERS, heard on WNEW at 11:15 a.m. on Wednesdays, are real sisters and real Albinos.

CHARLES NUNZIO, the tenor of WNEW's Romantic Roamers, won the commercial program via an amateur hour.

CHIC FARMER, who won radio fame as a yodeler, has signed with WNEW as staff artist under condition that he does not yodel on the air.

HENRY BURR, tenor heard with the National Barn Dance troupe over NBC networks from Chicago, is one of the best known phonograph recording artists of all time. He first made records when they were cylindrical, and the sales of his recordings—cylindrical and disc—run into millions.

KATHLEEN WELLS has gone the way of all dog-lovers. When the little NBC singer's terrier was killed a few weeks ago she vowed she'd never have another dog. Now Kathleen has accepted another puppy—a four-months' old police dog given her by "A Friend."





Jane West

Kate McComb

JANE WEST

Creator, Writer and Star
of **THE O'NEILLS**
snapped in action

III

One of Radios outstanding programs on
the Columbia network, three times a week

III

Open for engagements as Creator, Writer or Dramatic Artist

III

JANE WEST
Hotel Remington
129 West 46th Street
New York City



THEODORE C. STREIBERT

Assistant to the president, Alfred J. McCosker,
of the Bamberger Broadcasting Service

Born August 29, 1899.

1917—1921, Wesleyan University, graduated with B.S. degree.

1921—1923, Harvard Business School, graduated with M.B.A. degree.

1923—1924, On research staff, Bureau of Business Research at Harvard Business School.

1924—1926, In office of Guy W. Currier in Boston.

1926—1928, Assistant secretary in New York of FBO Pictures Corp.

*Also treasurer of Cinema Credits Corporation of New York.

1928—1929, Assistant to executive vice-president of Pathe Exchange, Inc., of New York.

1929—1933, Assistant Dean of Harvard Business School, Boston.

1933— Came to WOR as assistant to the president of the Bamberger Broadcasting Service.

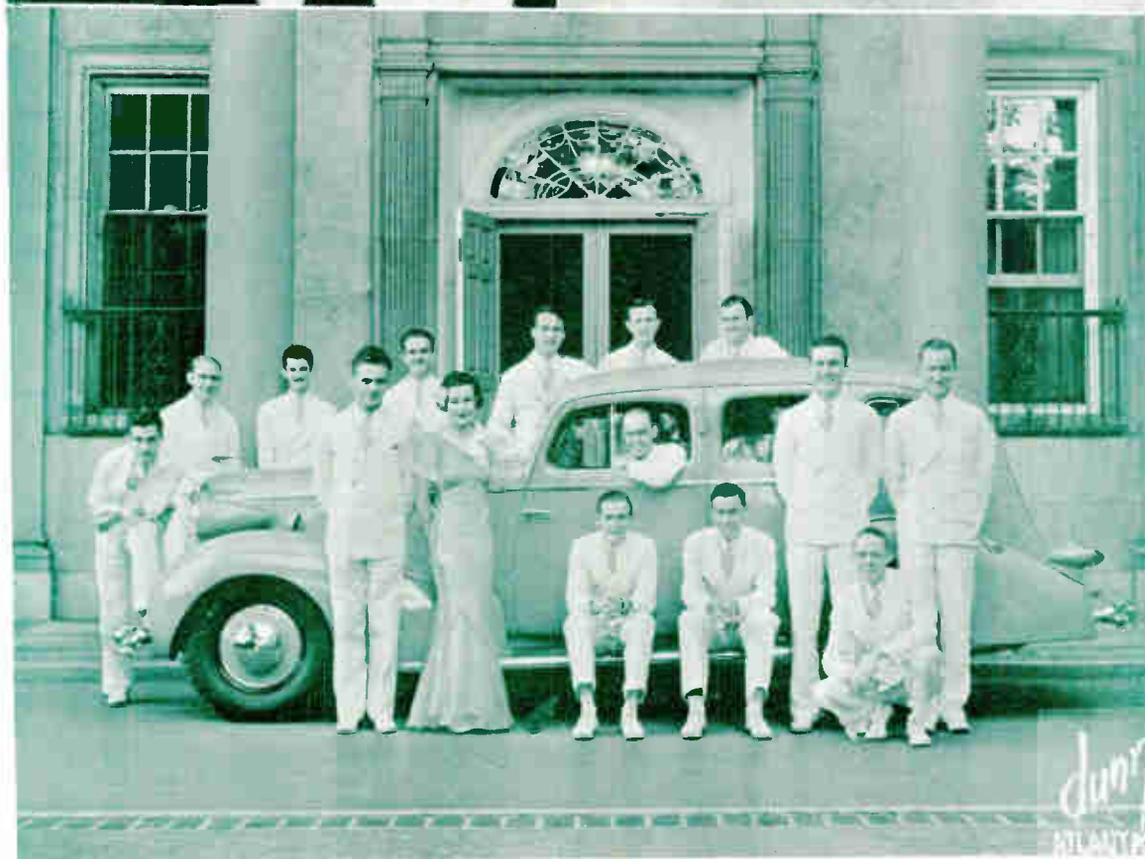
* Also member of the board of directors of Pathe Exchange, Inc., and member of the executive and finance committees of Pathe Exchange, Inc.

CHARLES LYON, born in Detroit, Michigan, March 1, 1903 . . . attended school there, at Ann Arbor, Michigan, and Cleveland and Hamilton, Ohio . . . persuaded by parents to enroll at University of Michigan for pre-dental course but after one year was able to convince them that his future lay in acting roles, not extracting teeth . . . left school for Hollywood to break into movies playing straight juvenile leads in Cameo comedies . . . decided in favor of legitimate stage when movie script called for him to be dragged behind auto . . . had worked Great Lakes boats out of Detroit while in high school . . . needing funds with which to launch himself on a stage career, experienced no difficulty getting job on ship leaving Galveston, Texas . . . arrived in Bremen, Germany, just in time for longshoremen's strike, upshot of which for Lyon was jail in Rotterdam . . . missed ship and tried to return to United States as stowaway but was discovered and forced to peel potatoes and onions for passage . . . enough of the sea for Charlie, so he made his way to Cincinnati where he became Stuart Walker's assistant stage manager . . . followed seven months of vaudeville and New York where he played in "The Poor Nut" and "Down Stream" and then unemployment and a job as waiter in Child's . . . with stock company for five years next and when he stopped at WTAM in Cleveland to see friend was offered job as announcer by John F. Royal, now NBC vice-president . . . came to Chicago NBC studios in April, 1931 . . . has since announced such events as arrival and takeoff of Post and Gatty on round-the-world flight, 1932 political conventions and many regular network shows . . . married former NBC hostess . . . hobbies are tennis and horseback riding . . . is five feet, nine and a half, weighs 142 and has blue eyes and brown hair.

LITTLE JACKIE HELLER, sixty-one inch tenor heard over NBC networks, is the son of the cantor of a Pittsburgh synagogue . . . Jackie's grandfather was a cantor, too, and his brothers and sisters also are singers . . . Jackie was born May 1, 1908, and divided early days between singing in choir and fighting on streets . . . in school he became champion athlete, despite his miniature size . . . won some eighty-five medals for his prowess in swimming, boxing, track, basketball and soccer . . . won amateur flyweight boxing championship of Pennsylvania twice . . . at fifteen, he sold papers in the lobby of a Pittsburgh hotel . . . then a cafe owner heard his voice and hired him at \$40 a week . . . sang at Pittsburgh night clubs for four months before he was introduced to Eddie Cantor, who taught him his present style of singing and sent him to New York, where he became a hit . . . later Ben Bernie heard him and signed him for long engagement . . . Jackie thinks the Old Maestro is the swellest guy in the world . . . he's so short he has to stand on a podium to reach the microphone, but once saved life of a drowning girl while he was a life guard . . . rides horseback for exercise and delights in coconut covered cake. Jackie weighs 114 pounds and has dark hair.

PETE UNDERWOOD

BETTY ELLIOTT



PETE UNDERWOOD and his Orchestra featuring BETTY ELLIOTT, Vocalist at ATLANTA BILTMORE HOTEL—
season '34-'35 over Station W.S.B. 50,000 watts, Atlanta, Ga. SEASIDE PARK CASINO, Virginia Beach, Va., Summer season '35



JACK BENNY started as a violinist but soon talked himself out of a career as a violin soloist for which his tremendous radio audience is duly thankful. Address now, Hollywood or just United States.



GERTRUDE BERG, author, director and leading character in NBC's new House of Glass, insists on vitality in her programs; for material she has drawn solely on her own experiences.



LOU HOLTZ, now doing the monkey-shines on the White-man program, was born in San Francisco and brought up in the rough-and-ready school of vaudeville.



FRED ALLEN started life May 31, 1894 in Cambridge, Mass. The comedian of "Town Hall Tonight" at NBC is one of the few who started on an amateur program—but he lost, he says.

AUDREY MARSH, the "Esther" on WOR's "Harv and Esther" series, is seriously considering changing her name excepting that the vibrations, which she claims the change would affect, would not exactly jibe. As many radio listeners know, the names of Andrea Marsh, who sings with Ted Weems' orchestra, and Audrey Marsh are confusing, so that the latter has been considering changing hers to Audrey Mason. But the vibrations, which numerology experts lay so much store by, have deterred her from this action up-to-date.

ROSALINE GREENE is eating her words! Two years ago when she was interviewed she admitted she didn't read newspapers or current events magazines—and her statement was widely printed. But now, since being signed as woman news announcer for the WOR "For Women Only" news series starting Monday, Rosaline has already subscribed to two news magazines and five New York newspapers.

RUTH LYON, soprano heard on many NBC programs, reversed usual procedure of entering radio field . . . heard her own voice on the air, via electrical transcription, before she had ever entered a studio . . . born in Bloomington . . . had no thought of public career although father owned theatre . . . after two years at Illinois Wesleyan attended University of Chicago . . . majored in romance languages . . . took vocal lessons as a hobby . . . graduated with Ph. B. degree . . . taught one year at Chicago Latin School for girls . . . decided she would rather sing for a living . . . made first public appearance with Wayne King singing Victor Herbert melodies . . . was soon asked to make transcriptions . . . thereby opening door into radio . . . makes frequent personal appearances with symphony orchestras . . . spends leisure time reading French literature . . . is also studying German and Italian . . . has learned major roles in eight operas . . . is married and keeps house . . . finds time for favorite sport, horseback riding . . . looks equally well in sports and evening clothes . . . is five feet, seven . . . weighs 140 pounds . . . brown hair and eyes.

BETTY WINKLER, NBC actress of Grand Hotel and other programs, entered radio with the aid of a bad cold . . . she was called for an audition at WTAM, Cleveland, for dramatic program, Vivian Ware . . . went to the studio despite bad cold and fever . . . got the job, partly because voice was high-pitched as result of cold . . . but thereafter she stuck because of natural talent . . . Betty was born in Berwick, Penn., April 19, 1914 . . . childhood was spent there, in Akron, Ohio; Fort Wayne, Ind., and Chicago, where she completed high school . . . went to Western Reserve at Cleveland for drama course, and soon was offered part with Cleveland Players repertory company . . . she was only seventeen at the time . . . but she'd been entertaining as dancer and singer since childhood . . . went from repertory company to WTAM, then back into stock as leading lady at age of 18 . . . came to NBC during summer of 1933 and rapidly won parts in many leading programs . . . Betty likes to rehearse her lines before a mirror, though only her voice is heard in radio . . . can't broadcast with hat on, though she wears gloves to keep fingers from sticking to script . . . no member of her family was actor or public entertainer . . . she's five feet, three, weighs 107 and has brown hair.



CARLOTTA DAVIES
CONTINUITY WRITER
HISTORICAL RESEARCH EXPERT

*Clever dialog written around
exacting accounts looking for
outstanding radio entertainment*

—
A real radio “play doctor”

—
Building up “sick programs” a specialty

—
Address care of “WHO’S WHO IN RADIO”



JOHN B. KENNEDY was born in Canada, with an Irish father and a French mother, which makes him a thorough American. The noted commentator went from Newspapers to magazines to radio over NBC.



PROFESSOR KNIGHT, or Raymond "Cuckoo" Knight to you, insists he is sane. Prof. Knight bids us not be confused by confounding the tambourine with a small reddish orange by the same name. Thanks Prof.



HELEN JEPSON, lovely blonde NBC soprano, was born in Titusville, Pa. Her proudest achievement was being signed on the staff of the Metropolitan Opera. She is featured on the "Kraft" program with Paul Whiteman.



BEN BERNIE, NBC's Old Maestro, was born the son of a blacksmith on May 31, 1893, over in Bayonne, N. J. As a frail child he was made a violinist, and the rest followed.

ADELE RONSON, the daring and romantic Wilma Deering of the Columbia program, "Buck Rogers in the 25th Century", is another of radio's importations from the theatre.

Born in New York City, the vivacious brunette was taken to Tulsa, Okla., at an early age, when her father decided there was a fortune in the newly developing oil fields. She was educated in that city, and though she was considered a good student, Adele's primary interest was in amateur theatricals.

EDWARD DAVIES, NBC baritone, first aspired to be a singer while coal mining in southern Colorado . . . born in Rhymney, Wales, August 25, 1901 . . . came to U. S. at age of twelve with father who was miner . . . worked in Colorado Fuel & Iron Co. mines until seventeen years old . . . which probably accounts for splendid physique now . . . is six feet tall . . . weighs 180 pounds . . . dark brown hair . . . longed to study voice so managed to work way to Denver by winning two-round fight in a mining camp . . . studied there until he won Rosa Raisa scholarship in Chicago . . . success soon followed . . . sang in church choirs . . . played in "Student Prince" cast for a year . . . toured country several months in vaudeville . . . soloist with St. Louis Symphony orchestra . . . was soloist for five years for WENR . . . since joining NBC has had outstanding successes in programs sponsored by Household Finance Corp., Commonwealth Edison Co., Northern Trust Co., and Hoover Co. . . is married to Denver girl who is severest critic of his work . . . plays good game of golf and enjoys bowling . . . is fond of pets and always owns several dogs.

TONY WONS, heard over NBC networks on the House by the Side of the Road program and his own Scrapbook broadcasts, was born of poor parents in Menasha, Wis., in 1891 . . . when Tony was 13 years old his father died, and Tony left school to help support his mother and five brothers and sisters . . . began work in a typewriter factory at four dollars a week, working ten hours a day . . . in next few years he labored in chair factories, sawmills, foundries . . . bought a set of drums and played in an orchestra at night, thus doing a double shift . . . saved enough money to go to business school and became white collar worker (stenographer) . . . spent spare time reading literature of all kinds . . . next job was selling tractors . . . sold enough to attend Valpariso University, where he majored in public speaking . . . turned to radio soon after graduation, as announcer, writer, actor and director . . . first radio performance was one-man version of "Merchant of Venice" . . . Tony got the idea for his Scrapbook while convalescing in Arizona from a breakdown induced by overwork . . . came back to radio and soon was famous . . . Wons has all sorts of hobbies and diversions: fishing, puttering around with tools—he builds his own cabins and boathouses at his summer home in Wisconsin—playing the violin and attending the theatre . . . has appeared on almost 4,000 radio programs . . . on the air almost every day, except for vacations, for more than eight years . . . specter of unemployment doesn't worry him, for if he should ever leave radio he might find employment as a violinist, a carpenter, an accountant, a salesman or farmer . . . thinks he might even be able to handle a small country church . . . he hates spinach, but eats it anyway.



LAMBDIN KAY

General Manager
Station W. S. B.
50,000 Watts

(100% modulation — crystal control)

Business Office and Studio
ATLANTA BILTMORE HOTEL
Atlanta, Ga.

AL PEARCE, a typical Westerner . . . big (over six feet) . . . blond . . . friendly, unaffected and easy-going . . . a superb entertainer . . . but not a product of Broadway, vaudeville or stock . . . perfected his art "for the fun of it" . . . started about twenty years ago (he's only 35 now) entertaining the barber-shop gang in San Jose, California, his birthplace . . . Sang, played the banjo, gave them "dumb guy" impersonations . . . Now as Al Pearce and His Gang entertains the nation in same chummy, spontaneous way . . . Was always a super-salesman . . . because of his engaging personality . . . Sold milk to San Jose housewives . . . during his high school days . . . Later . . . with his brother, Cal. . . . made a fortune selling real estate in San Francisco . . . In between times sold roofing . . . diamonds . . . at 15 played in orchestra at the Inside Inn . . . San Francisco World's Fair . . . Has been in radio six years . . . a success from the start . . . Had minimum of six hours each week on Pacific Coast network . . . Half of time sponsored . . . half sustaining . . . Probably only known program having waiting list for sponsors . . . Al's singing and banjo-playing rare now . . . Spends most of his time giving impersonations and build-up to Gang members . . . Ad-libs every word . . . And discovered all his own artists while touring towns and cities of Idaho, Oregon, Washington, Utah, New Mexico, British Columbia, as well as California . . . Has uncanny sixth sense about talent . . . and will spend months polishing a "diamond in the rough" . . . Has been happily married four years . . . spends vacations with his wife's folks . . . fishing with "Gramph" on banks of Sacramento River . . . Really means his theme song . . . "We've Taken a Likin' to You!"

HERBERT STEINER, who discovered, manages, arranges, and accompanies Sugar Cane on her radio programs and personal appearances, is acknowledged by critics to be the outstanding popular pianist on the radio and stage today. His unique arrangements of songs have been one of the prime reasons why Sugar Cane's radio performances stand out like the Statue of Liberty. Besides being acknowledged as the foremost popular pianist Herbert Steiner is quite an actor, having just closed a most successful engagement at the Music Box Theatre in New York, where he played on the principal roles in the outstanding dramatic success of the current season, "Merrily We Roll Along".

LITTLE JACK LITTLE, Columbia's Jack-of-all music. Conductor, composer, pianist, baritone, and all-around good fellow,

ESTELLE JAYNE, versatile NBC actress, got her name because the comedian in her first professional show happened to live on Jayne Avenue in Berkeley, California.

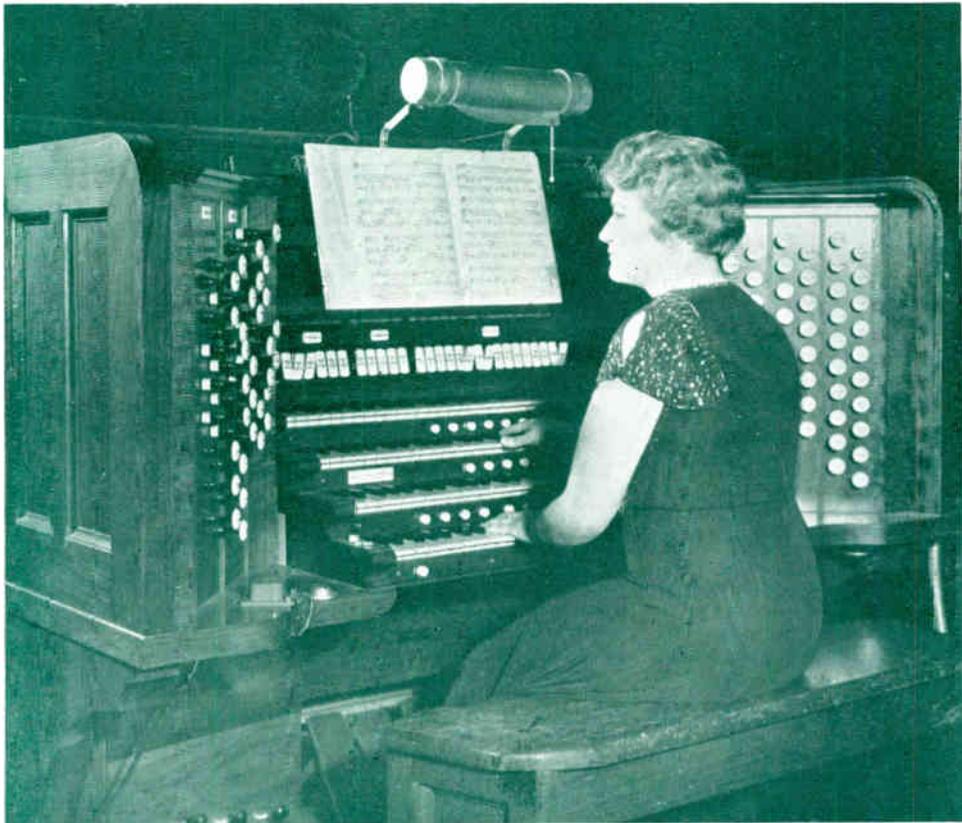
PAUL WHITEMAN, America's ace of radio, whose superlative musical and directive genius has materially advanced the art of radio entertainment.

PAUL WHITEMAN . . . daddy of American dance band conductors . . . rehearses behind curtain up to deadline . . . "Boys, watch the show tonight," he entreats . . . emerges from behind yellow drapes wearing gardenia and black velvet pumps with bows . . . starts to address the audience . . . noise from bandsmen detracts him . . . "How about a chance gorillas! Pipe down, migaroos," he addresses them playfully . . . audience laughs . . . tells spectators he's not as important as they . . . "Remember, every time you laugh," he tells them, "it's heard in China and even Siam" . . . takes up baton as long as a school teacher's blackboard pointer . . . right arm flaps in and out like a wing as baton spans the air . . . jogs back and forth in time with music . . . weaves agilely on podium . . . gives over baton to Adolph Deutsch so he can keep eye on guest artists and control room . . . walks leisurely about stage . . . smiles reassuringly at guest artists . . . nods to a friend in the audience . . . signals to control room engineers . . . kicks out a leg in Highland Fling fashion . . . smiles . . . goes into another frisky caper as juvenile guest performer comes to microphone . . . shows considerable dramatic talent himself at mike . . . reads lines with professional ring . . . voice inflections and modulations show histrionic quality . . . facial expression also keen . . . large chorus files off stage after numbers and look on from sidelines with interest . . . Whiteman is the attraction . . . the Big personality.

LITTLE JACK LITTLE did not remain "little." First it was Little Jack Little. Next, it was Little Jack Little and his orchestra, and now it's a combination of the two. For he is a conductor, composer, pianist, announcer, baritone, and veritable Jack-of-all-music.

Jack's record challenges the superstitions. He is a worshipper of the mystic number "13". He organized his orchestra of 13 men on October 13th last. He opened for the first time at the Hotel Lexington on November 13th. He signed his first contract for Columbia records on a January 13th, started his first sustaining broadcasts over CBS on February 13th, two years ago, and on the same day signed a contract to play in movie shorts. And just before midnight, on the same 13th, he was signed for engagements in two New York theatres. (Continued on page 139)





MAIZIE M. PERALTA

— Organist —

Miss Peralta has played in leading theatres from coast to coast—Denver, Colo.; Dallas, Texas; Kansas City, etc., and was one of the first organists on the air in a full half hour period daily with a program of her own selection.

She taught organ in the Chicago Conservatory and under her direction the Chicago Conservatory held a series of weekly broadcasts featuring the students and teachers of that fine school.

In California she gave daily organ recitals at Barker Bros., also in the Fox Studio.

Her first engagement upon coming to New York was organist in the Grand Ballroom of the Waldorf Astoria Hotel where for two seasons she played at all the important weddings and barquets. At Xmas time Miss Peralta played a half hour organ recital of children's music as a prelude to the Silly Symphony at Carnegie Hall.

The last six months, among other engagements of a private nature, she has been organist on the "O'NEILLS", one of the most popular sketches on the air over W.A.B.C. network.

This Summer she will tour the country having engagements in Chicago, Denver, San Francisco, Los Angeles, etc., and will return in the Fall to continue her work on the "O'NEILLS".

She invites additional engagements for this coming Fall and Winter.



Address all inquiries to
"WHO'S WHO IN RADIO"



HOWARD BARLOW, symphonic director of CBS who was honored recently by an award of merit from the Women's National Radio Committee.



HALLIE STILES, native American soprano who has starred in the Opera Comique and the Chicago Civic Opera Company and now featured in the Headlines broadcast over the Columbia network.



JOHNNY GREEN, young composer and conductor over CBS and writer of innumerable song hits including "Body and Soul".



JEAN SOTHERN heard on dozens of sustaining and commercial programs over the Columbia network each month. Comedy is Jean's forte.

"SINGIN' SAM," heard over the Mutual Broadcasting System and WOR weekly, has announced his permanent settlement in Cincinnati, where he has bought a 250 acre farm. This fills a long cherished ambition of Sams, who is an exponent of the back to the farm movement.

— o —

ANNE JAMISON, NBC lyric soprano, left on March 10th for Hollywood. The petite blonde star was signed to appear on the Palmolive Beauty Box theatre broadcasts after her first NBC audition. She expects to spend a year on the West Coast, broadcasting and appearing in pictures.

— o —

JANE FROMAN, NBC's singing star, was hostess at NBC's Radio City Studios, to some fifty students of Christian College, Columbia, Missouri, during a recent broadcast. Miss Froman studied music for two years at Christian under her mother, Mrs. Frank Hetzler.

— o —

ROBERT SIMMONS, tenor of NBC's Revelers, is not the only member of his family having radio for a career. His brother, James, recently made his debut as a singer and announcer on a local station at Springfield, Mo. To avoid capitalizing his brother's reputation, he uses the name LeRoy James.

— o —

MARY SMALL, when called to get up in the morning, doesn't open her eyes, but holds out one hand, with the five fingers spread out. That means, in sign language to her mother, "Five more minutes, please!" It usually works, but it didn't recently. Mary was on her way from Pittsburgh, where she was appearing in vaudeville, to broadcast her weekly program in New York for NBC. The train caught fire at Harrisburg and Mary's mother dragged her out of bed—fingers or no fingers! They took another train and arrived at the NBC studios just in time.

— o —

EVE SYMINGTON, socialite daughter of Representative James W. Wadsworth of New York, who clicked as a Broadway night club entertainer, sang her torch songs for listeners to Rudy Vallee's Fleischmann Variety Hour over an NBC-WEAF network on February 29, and took radio headlines next day.

— o —

JOHNNY GREEN'S "Body and Soul", the first of the new type "torch songs", will probably always be his trade mark, although he has written numerous other hits just as popular. His name was a trade mark in professional circles before he composed his famous number, but since then the public has become definitely "Johnny Green-conscious".

The versatile young composer and conductor, who is musical adviser on programs for the Columbia Broadcasting System, was born and educated in New York.

He attended Horace Mann School and was graduated from Harvard in 1928 with an A.B. degree at the age of twenty. Johnny started studying music when he was eight and at 14 he was conducting his own orchestra at Horace Mann.

His father, a New York realtor, was very much opposed to Johnny's selection of music as a career. However, the constant pleadings of Mrs. Green, who understood and sympathized with her son's ambitions, enabled him to study music under several of the outstanding teachers in New York.

(Continued on page 135)

"ONE MAN'S FAMILY"

By

BARTON YARBOROUGH



J. Anthony Smythe
(Henry Barbour)

THE good luck rabbit cocked his luckiest foot, aimed deliberately, and kicked some seven actresses and actors on the button. Likewise he swung a looping haymaker at an author, a sponsor, and quite a few incidental characters. And he didn't entirely ignore Mr. NBC, either. All this happened about two years ago when we first reported for rehearsal of "One Man's Family". We didn't have any idea that before we were much older we'd be playing to approximately nineteen million people a week over an NBC-WEAF network every Saturday. At least I didn't.

The inside picture is something like this: Everyone thinks of us as a family, and outside the studios they won't let us forget it. When I meet new people I meet them as "Clifford Barbour" much more often than I do as Barton Yarborough.

First, there's the father, Henry Barbour. He's really J. Anthony Smythe. "Tony" is an actor with years of experience behind him. When the theatres were going full blast, Tony was the typical matinee idol. He has about him a certain warmth, a friendliness, that you expect to feel only from some one who knows you very well, and likes you anyway. Far from the blustering "when-I-was-with-Fiske" actor, he is modest, dignified, and filled with the milk of human kindness.

Next there's Minetta Ellen, who plays the part of the mother, Fanny Barbour. When they were dishing out maternal instinct. Minetta stepped up for a little more than her share. She loves babies, children, adolescents, young men and women, and she'd mother you, too, if you gave her half a chance. She can be de-

pendent upon to brew up anything from the swellest lemon tarts you ever tasted, to a good heart-to-heart talk. She's got the sweetest face you can think of, and a sense of humor that's thoroughly modern. She's generous to a fault, and as active as a buzz-saw. Everybody loves her, in or out of the cast. Next to my own mother, I vote for Minetta.

And now it comes . . . Paul Barbour, the hit of the show! His family dubbed him Elwyn Creighton Raffetto, but he's managed to keep it a secret thus far. (Dear Mike: I HAD to spring something new here.) Anyway, Paul Barbour is, in reality, a combination of Mike Raffetto and Carlton Morse, the author. That is to say, the man you hear on the air is Mike Raffetto, and the words he says are Carlton Morse's. Mike plays the part of Paul with all the lights and shades that are so much a part of his own personality. In real life he is as colorful, charming and debonaïr as the character he plays. Mike is a full-fledged attorney, an actor of many roles, and a director of recognized ability. He is Irish-Italian, one who has managed to keep for himself the traditional charm of both races. To say that he's an okay elder brother doesn't express it . . . the word is "ideal".

Now we come to the elder sister. This is the part of "Hazel", played by Bernice Berwin. Here's a clever girl for you! She's as poised, as natural, and as gracious a person as you'll find for miles around. If you go in for feminine women who dress beautifully, think

straight, plan their lives intelligently, and prize all the better things of life . . . then you'll find Bernice has all the answers. She's the kind of girl who's an excellent conversationalist—and incidentally a pediculous golfer, bless her! She has quick understanding and a ready sympathy always on tap for anyone who finds life has backfired . . . Does my family meet with your approval so far?

And now I give you Claudia, my twin in the story. She is Kathleen Wilson off the air waves—Sir James Barrie was thinking of just such a gal when he said, "Charm is the sort of bloom on a woman. If you have it you don't need much of anything else." Wouldn't Sir Jimmie be amazed if he should drop into "B" Studio in San Francisco some of these days and discover one little girl who is the embodiment of that "bloom" and still possesses practically everything else? She has youth, beauty, intelligence, talent. She's an actress, a singer, a dancer, and a champ fencer. If you think I exaggerate . . . well . . . I'll cover all bets up to and including my other dress shirt.

How shall I tell you of Jack Barbour, my kid brother in the show? Well, first, a few facts: His name is Billy Page. He is sixteen years old, and he enters Stanford University next semester. He's good looking, clean cut, unspoiled. His tuxedo is well tailored and he wears it well. Billy seems to fit in anywhere he goes. I've seen him dancing at the ritzy Mark Hopkins Hotel in San Francisco, and I've watched him turn in a neat job of a personal appearance before several hundred newsboys. He's a brilliant student. At the high school he's just finished, he's rated an ace swimmer. But with all this he is still a normal, lovable, happy-go-lucky sixteen-year-old.

He's been on the air since he was eight years old, and I've heard him broadcast at a football game on one occasion and croon a couple of numbers on another. He has many friends, among them scores of celebrities—but his own father remains his chief hero. If you don't say okay Jack Barbour it's because I haven't pictured him to you. I wish he were my kid brother.

One more member of the family: This is little Teddy Lawton. Her real name's really Winifred Wolfe, and if you don't like ten-year-old girls you must come up and see Teddy some time and get cured. She's a lovely child who sits quietly in the studios, goes whole-heartedly about her job . . . and then goes home. It's remarkable the way she analyzes the part of Teddy Lawton, weighs values, and then turns in a true characterization of another little girl something like (but not quite like) herself. Paul brings her into the family with us . . . and she's welcome as flowers in May.

I'd like to tell you about the other characters in the play, but no catchum space. Bill Herbert, Beth Holly, Judge Hunter, Dr. Thompson, and the others are all carefully cast, and all are, to a remarkable degree, like the players who portray them—modest Bill Horton (Herbert), beautiful Barbara Jo Allen (Beth), lovable Charlie MacAlister (the Judge) and capable Frank Cooley (the Doctor).

So much for the cast. Now to "plug my exit" by saving the best for the last. Ladies and Gentlemen, I present Carlton E. Morse, the author of "One Man's

Family"! Those of you who have followed the program probably know a lot about Carlton just from listening. It's likely that you've been amazed from time to time at his accurate insight into the hearts and minds of varying types of people. So are we who play those people. Carlton draws real figures with his typewriter. He draws them accurately and naturally. Dissect one of his fictional characters and you'll find him as true to life as the guy next door.

Carlton writes fast. Two years ago he was writing . . . in words for broadcasts . . . the equivalent of a novel a month, and each was in its way an ace program.

Carlton is not as you would picture him. He is a big man, he's quite young (thirty-three to be exact) and his training came from newspaper work. He wears horn-rimmed glasses, clothes that are primarily designed for comfort, and a light mustache that follows the line of his mouth. He's just out of hair, and his keen, deep-set blue eyes are the very personification of kindness and tolerance. He's done a job that would swell the head of almost anyone—except Carlton. For he's shy. Shy as anything. He's grateful when people tell him they like his play, and he's touched by some of the letters we get . . . but he's shy.

Tell him you like his show and he'll turn on a big smile and mumble, "Thank you very much." Ask him how he did it and he'll say, "Well . . . uh . . . the cast is . . . uh . . . I was fortunate to get the cast I have." He directs the show himself, and I've never known him to raise his voice or fail to consider any reasonable argument about anything from construction to the reading of a line. He's a welcome contrast to some of the stage directors we've worked under. Result: We're several hundred per cent loyal to Carlton, and we break our backs to play our parts. Morse is really the "good luck" we've all had with "One Man's Family".

So here we all are . . . friends, "relatives", and author . . . working hard, having a grand time, and playing to millions of people a week—and we've established certain bonds of understanding that I hope will last forever. And who would think all this could be made to continue by anything so remote from our own lives as a sponsor? (GOOD OLE COMMERCIAL!)

Thus Clifford ended his saga, but after he left the typewriter, that ubiquitous younger brother of his, Jack, happened to come along and appended this:

A couple of P.S.'s. I'm Jack Barbour. For gosh sakes, imagine anybody talking about the Barbour family without mentioning Clifford. Just because he happened to write this article isn't any reason why he should be left out himself. He's a doggone swell brother and an awful lot like Clifford in real life: you know, when he's just being Barton Yarborough.

He's tall and slender and a snappy dresser and MORE fun. The girls think so, too. I betcha he's about the most friendly person you ever met. It's sure swell having him for a brother in "One Man's Family". Oh yeah, and there's somebody else connected with "One Man's Family" you should know about. Bill Andrews, the announcer. He's way over six feet and BIG. You know, lots of muscles. He's a swell guy and just as good-natured as his voice sounds over the air.



POWER . . .

where Power is needed

Iowa is a *big* market because it is a *big* collection of smaller markets. There is no Chicago . . . no Detroit . . . no one, two or even three metropolitan centers in Iowa dominating the major portion of business in this state. For example, Des Moines, Iowa's largest city, has less than 6% of the state's population.

Yet in Iowa there are two-and-a-half-million people—and important trade centers are spread throughout the state . . . from Dubuque and Davenport on the Mississippi River to Sioux City and Council Bluffs on the Missouri River; from Mason City and Waterloo in the north part of the state to Ottumwa and Centerville in the south.

One — *and only one* — advertising medium reaches the great majority of people throughout Iowa. That medium is radio station WHO, Des Moines. And that's why WHO's 50,000-watts of power is absolutely essential to an effective advertising job in this state.

CENTRAL BROADCASTING CO.
DES MOINES, IOWA

J. O. Maland, Manager

Phone: 3-7147



The Central Station — **WHO** — Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL — 50,000 WATTS — FULL-TIME



Luxurious private office of John Iraci, President of the International Broadcasting Corp., owners of Station W. O. V.

W. O. V. *“The Station Beautiful”*

NEW YORK'S most aggressive and modern independent station proved its success recently by moving into luxurious quarters in the modern W. O. V. Building at 132 WEST 43rd STREET, a few steps West of Fifth Ave.

W. O. V. is the one station in the New York Metropolitan district that has a proven following among the 1,700,000 Italian Americans in this area.



W. O. V.'s. beautifully decorated modern Reception Room.



W. O. V. is exclusively a day time station where 1,000 Watts have been developed into a tremendous power for obtaining results from the Metropolitan area.



A corner of the Commercial Program Department.



Office of Miss Kay, Secretary to Mr. Iraci.

W. O. V's facilities are the most modern that money can buy from Reception Room to Transmitter. Visitors are invited to call and inspect its superb equipment as an outstanding example of a perfect broadcasting organization.

W. O. V. averages 3,000 letters of "direct" studio mail weekly, such as comments on programs, requests for specific songs, etc., etc., in addition to mail directed to advertisers and artists.



Studio "A", showing Control Room operator in rear. This same Control Room services two studios.



PHIL BAKER, brilliant star of the *Armour Program* over coast-to-coast NBC network. The "Armour Jesters" troupe consists of Harry "Bottle" McNaughton, Ella Logan and Arty Aurbach.



CONRAD THIBAUT, one of radio's ace artists. Appearing on innumerable national programs continually either as featured star or as guest artist. Most recent program *The Ivory Tent Show*.



JOAN KENYON was born Lucile Nikolas, child of a Rockford, Illinois, citizen of French extraction. Her husband, Kenyon Nicholson, is a well-known playwright.

HELEN GLEASON, lovely blonde Metropolitan and NBC star, is glad that summer has come, so she can don a big hat and spend many happy hours working in the flower garden of her Long Island home. She doesn't care for strenuous sports, but likes to spend lots of time in the sun.

DON AMECHE celebrated his own fourth anniversary on the *First Nighter* program during the broadcast over NBC networks on April 26th, last. Don made his debut on the program April 24, 1931—six months after *First Nighter* came to NBC—and has been heard regularly in the leading male roles since that time.

CURTIS ARNALL—"BUCK ROGERS" is the Idol of thousands of boys—Curtis Arnall, who as Buck Rogers in the *25th Century* is constantly fighting his way out of one adventure only to find himself suddenly in the midst of another—had real boyhood adventures probably quite as enviable to the youth of America as his exploits in interstellar space.

Hunting rattlesnakes with a knotted rope on his uncle's ranch near Alliance, Neb., was one of his favorite boyhood sports. Curtis was born in Denver, Colo., but spent his summer vacations on the ranch. Curtis captured hundreds of rattlers and always carried a razor-edged knife with which to cut between the fang bite so that he could suck the poison out.

When school and vacation days were over, Arnall's family decided he should follow his father's business and become a broker. He obtained a position with an Omaha brokerage firm, later transferring to Pasadena, Cal. There he became interested in a local theatre group. At night he would forget about stocks and bonds, and turn actor—for the fun of it, but without pay.

Two years later Arnall gave up the brokerage business and went to Honolulu with a repertoire company headed by Mabel Talliaferro. When he returned to the States, he won an engagement in "The Barker."

His first appearance on Broadway was in "The Squall." Later he was seen in "Flight" with Miriam Hopkins; the Theatre Guild productions of "Red Rust," and "Elizabeth the Queen."

In 1932 he turned to radio and made his Columbia

debut in "Just Plain Bill." Since then he has been featured as "Buck Rogers in the 25th Century," broadcast over the Columbia network.

CHARLES WINNINGER, famous star of stage, screen and radio, returned to the NBC networks on Sunday, June 9th, to take the leading part in *The Gibson Family* programs over an NBC-WEAF network. With Winninger in the role of Uncle Charlie, will be Conrad Thibault, noted NBC baritone, who will hereafter be heard in his own name; Lois Bennett, soprano, in her own role; Adele Ronson, in the part of Sally Gibson; Jack and Loretta Clemens, the Songsmiths Quartet, and Don Voorhees orchestra.

H. A. RIPLEY, author of WOR's mystery series, "Minute Mysteries," has actually solved crimes within the short space of an hour and a quarter, the period of time the radio audience is asked to solve his present thrillers.

While in Washington, D. C., recently he called the attention of a policeman to a parked car which was very dirty with the exception of the license plates which were immaculately clean. The officer made inquiries and found the car had been stolen approximately an hour and a half before and the license plates had been changed in order to escape detection.

CHARLES PREVIN, orchestra conductor on NBC's *Silken Strings* program, was guest of honor when the St. Louis Municipal Opera opened its 1935 outdoor season last month. The maestro conducted the St. Louis organization for four years back in the days when it was winning its way to fame. That occasion was Previn's first visit to the opera as a member of the audience. Since 1926 he has made several appearances as guest conductor.

GUS HAENSCHEN, director of the *American Musical Revue* over NBC, has written more than fifty songs played on the air, but hasn't even gotten around to submitting them to a publisher. He merely writes 'em to fit a particular broadcast, and immediately forgets 'em!



ANDREW JACOBSON **Radio's Outstanding Saxophonist**

Originally won fame as featured soloist with the late John Phillip Sousa and his band, and later became featured Saxophonist with leading orchestras in Boston.

Schrafft's Sweet and Lovely Program featured him and his organization over the entire Yankee Network with one of the largest dance ensembles ever to broadcast in New England. The Cleercoalers, featured Jacobson annually for the past five years, the last three with his own orchestra.

The Andrew Jacobson organization specializes in broadcasting and dance work of the better type.

ANDREW JACOBSON and his ORCHESTRAS
C. C. MARBLE, Mgr.
270 HUNTINGTON AVENUE, BOSTON, MASS.

JANE WEST is responsible for the O'Neills. To say what should be said about Miss West is impossible. The true story if told would fill many pages of "WHO'S WHO". Radio, as we all know, is filled with heartaches—disappointments—and good fortune. Jane West, and her O'Neills have fought it all.

For three years Miss West, with an undying faith in the O'Neills and radio, overcame every obstacle. She started with "Dot and Bill" in a small Brooklyn station. The program went over so well that within four weeks every station in New York had a similar program of a young married couple on the air—so "Dot and Bill" were out.

Then came a black face act, on a local station—"Prunella and Penelope"—two women—but it didn't sell. Thru all of this the O'Neills were being rehearsed and auditioned. Madame Jolla was tried for a while on a local station—but it went along with the rest. However, all of these programs were stepping stones to the ultimate success of the O'Neills. Think of it, almost three years—waiting for a break!—Then out of a clear sky a Broadway agent heard one of Miss West's programs—he was impressed with her writing ability—the agent sent for her, and in looking over Miss West's material he came across the O'Neills. He read six scripts, within a few weeks, "The O'Neills" went on WOR as a sustaining program on June 10th. Six months later to a day, "The O'Neills" opened (on December 10th) over the Columbia network. Through all of the trials and grief two members of the present cast of the O'Neills stuck to Miss West. This is but a brief history of the O'Neills—an outstanding program of to-day. Miss West's grit and determination put the O'Neills across. Radio needs more Jane Wests.

The theatre is traditional so far as the West family is concerned. For years Miss West was closely identified with the theatrical profession. She had hoped that her immediate family would carry on. In fact she picked her own two daughters—twins, by the way—to keep the name of West active, theatrically, but love took a hand and the twins married, preferring a domestic life to a theatrical one. Today Miss West is a proud grandmother of four grandchildren.

Television is just around the corner, so they say—who knows by the time it arrives one or perhaps all of those four grandchildren may perpetuate the West name. This, however, is a dream of the future. Miss O'Neill not only writes but acts in three O'Neill programs a week, and she is ever busy on new program ideas. At present she is engaged on three different ones for early fall sponsors.

Who knows she might pull another O'Neill program out of her typewriter. Three years trying—trying—trying—and then—over the top! Small wonder then that some one once wrote "TRUTH IS STRANGER THAN FICTION".

— o —

LOUISE BERNHARDT, NBC contralto, says her next concert tour may feature a singing fox terrier as "assisting artist"! Her dog, Madam Minx, practices each morning with its mistress. When Bernhardt holds a tone, so does Minx. When Bernhardt throws back her head, so does Minx. Miss Bernhardt even admits that Madam Minx has a perfect contralto pitch—for a dog.

JULIUS F. SEEBACH, JR., was appointed director of program operations for Station WOR, effective last month, June 10th, as announced previously by Alfred J. McCosker, president of the Bamberger Broadcasting Service, owners of WOR.

Seebach, when resigning as director of program operations for the Columbia Broadcasting System to join WOR, said he planned to experiment in building programs of particular interest to the metropolitan audience, programs intended primarily for the concentrated listening public served by WOR.

"I am making this move," Seebach said at that time, "with mingled feelings of pleasure and regret—regret in leaving Columbia after more than seven years that were as pleasant as they were stimulating, and pleasure in the anticipation of beginning my new duties at the station where my radio experience began.

"WOR is my radio alma mater and in the years I have been away from it I have watched with pride while it kept pace with the rapid growth of a great new industry. I am proud to go back to it, and to bring with me a wealth of experience that will, I believe, help to maintain its position in the forefront of American radio stations.

"It seems to me that there is and should be an increasingly significant place for programs of the highly individual characteristics that have always marked WOR's presentations," Seebach added.

It is almost exactly ten years ago that Seebach entered the radio field as an announcer at WOR, one of the pioneer broadcasting stations of the country. He served there in practically every capacity known to radio, working first as an announcer and becoming manager of evening programs before joining the Columbia Broadcasting System in January, 1928, as program production manager.

Seebach found his way into radio as a result of his ambition for a career as a concert baritone. In school he was a boy soprano, and at Bucknell College he was a soloist with the glee club. After graduation he planned to enter upon a concert career, but the war upset his plans when, with several of his Bucknell classmates he enlisted in the volunteer ambulance corps. For twenty months he served overseas with the 525th section of the United States Army Ambulance Service, and in 1918, toward the end of the war, he was honored with the coveted French Croix de Guerre.

His first radio experience was as soloist over the now forgotten station WGBS and in November of 1925 he joined the announcing staff of WOR.

Within the two years after joining Columbia, Seebach rose from production manager to director of program operations. Among the nationally known radio stars brought into prominence under his direction are Kate Smith, Bing Crosby, Morton Downey, the Mills Brothers, Stoopnagle and Budd, Ruth Etting, Fred Allen, Jack Benny, and others.

During his regime at Columbia the New York Philharmonic-Symphony Orchestra was scheduled for weekly and bi-weekly broadcasts throughout the winter seasons, the Philadelphia Orchestra, under the direction of Leopold Stokowski, was put on the air for both sustaining and commercial periods, the Church of the Air became a permanent religious broadcasting feature, and more than fourteen symphony orchestras and chamber music groups have been heard in series of concerts on the Columbia network.

MARY CHAINEY

INTERNATIONALLY KNOWN
AMERICAN VIOLINIST



CONCERT

'Tone of rare quality—smooth, and resonant of great beauty in the lyric portions of her work.'

'Sympathetic and effective interpretations.'—New York Times.

'Will undoubtedly take her place with musicians of the first rank.'

"Possesses an essentially musical disposition.

"Remarkable expressive power."—New York Herald Tribune.

RADIO

Mary Chainey internationally known violinist, more than interested her listeners—were enthralled by the sure touch and rich deep tone of the violinist.'—New York Sun.

Displays amazing beauty of tone and depth of interpretation.'—New York Sun.

'Mary Chainey thrills unseen audience in NBC Coast to Coast broadcast of famous artists.'—Rad'o Digest.

Concert Appearance, Carnegie Hall — 1930

MISS CHAINEY AGAIN RETURNS FOR SEASON 1935-36

Exclusive Management: ROSALIND KRESS, Rockefeller Centre, New York



LOIS MILLER has the distinction of being one of the old-timers on the air, despite her youth. She has played the organ for eight years, most of the time for the Heinz Company. She is an NBC artist.

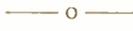


LLOYD E. YODER, genial and aggressive manager of the NBC Press Department in San Francisco. Lloyd's friends form a network from coast-to-coast.



GOGO DeLYS, French Canadian songstress, heard with Lennie Hayton every Saturday night over the NBC network.

JACK CARROLL and JULES BERKIN have gone "Radio" under the name of the New York Radio-Art Bureau at 1560 Broadway, New York City. Mr. Berkin, one of the founders of the Melo Art Music Publishers, was for eight years with the Columbia Broadcasting System, while Carroll was composer and accompanist for such headliners as Sophie Tucker, Harry Richman, Baby Rose Marie, Ethel Merman and many others. In between these engagements Mr. Carroll was on the musical staff of Paramount Studios for two years. Both had at some time or other their own orchestra, but were soon able to grasp the meaning of Radio while in it's infancy. These boys are going places.



"LIL CLIFFIE" of Sinclair Minstrels fame . . . was born Hursell Clifford Saurbeier . . . now known as Cliff Soubier to listeners on many NBC programs . . . born June 25, 1891, in Canada while parents were trouping with Kickapoo medicine show . . . went on stage at age of four . . . played in carnivals, medicine shows, tent shows, dramatic stock . . . when he became too old to play "Little Eva" in "Uncle Tom's Cabin" was sent to school at Christ's Church Cathedral, Hamilton, Ontario . . . sang as leading boy soprano until he was eighteen, when he went back to show business . . . played everything from burlesque to Shakespeare, black-face to light opera . . . from Broadway to sticks . . . in 1917 became American citizen . . . joined army in Louisville, Ky. . . "Join a show and see the world" is Cliff's advice and he loves both the stage and traveling . . . collects crystals and semi-precious stones on the way . . . played opposite his future wife in Chicago show . . . in 1930 she went on the air and while waiting in the studio for her he was unexpectedly asked, "Can you do Scotch dialect," . . . Cliff could and did . . . has been in radio ever since . . . writes many of his own shows . . . is generally a villain in "First Nighter" dramas . . . has been popular entertainer on children's programs . . . always changes to a larger collar when broadcasting . . . is an accomplished slack rope walker and tap dancer . . . is five feet, seven . . . weighs 175, and loves to eat . . . has blue eyes and sandy hair . . . likes biographies and travel books . . . is extremely jovial and dotes on puns.

ALFRED DRAKE is a promising young baritone who took his first vocal lesson in June, 1934, and six months later was selected from more than 300 competitors to sing with Rhoda Arnold, prominent Columbia soprano, on "Diana and Her Life Saver," broadcast over the coast-to-coast Columbia chain. He made his radio debut on a nationwide hookup on January 7, 1935, without any previous microphone experience whatever.

Drake is an attractive young chap, just 20 years old, with brown hair and green-grey eyes. His real name is Alfred Frederick Capurro and he takes pride in a distinguished Italian lineage running back on his father's side to the days of Roman warriors and on his mother's side to a family of Genoese nobles. The young singer was born in Brooklyn on October 7, 1914. While normally athletic and active in school affairs young Drake proved to be a voracious reader and the list of his favorite authors would make a sizeable dent in a well-equipped library.

He has a dozen hobbies—cards, games, stamp collecting, tennis, pocket billiards, the study of paintings and many other activities. He helped to defray his expenses at Brooklyn College by singing in various glee clubs and choirs and helping in his father's restaurant. Today he isn't quite sure where he found time to follow up all his pursuits with his interest in sports and his musical activities.

He is now president and baritone soloist of the Brooklyn College Choral Club and found time to develop familiarity with three foreign languages, French, Spanish and Italian. He's had two narrow escapes from death during his 20 years—a fall down an Italian mountainside in 1921 and the wrong prescription, deadly poison, handed out by a small town druggist. A local doctor discovered the mistake just in time. Next to people and music, Drake takes his keenest pleasure in Italian cooking. He's quite an expert himself in preparing ravioli, beef and scallopini Vittelate.

Incidentally, "Cappy," as Drake is called by his classmates, is a genial soul with a long list of pet "hates", including mathematics, Latin, music by Schonberg, the works of several popular authors, rice, spinach, perfumes and several artists of the modern school who shall be nameless. Drake's voice is a robust mellow baritone and its development will be worth following.

BACKGROUND COUNTS

a personality, fired by a sense of the unusual . . . a step ahead . . . accumulating confidence in his thorough knowledge of direction and showmanship . . . (Ed.)



HOWARD SMITH

Twenty years a showman.—Musical Comedy, Vaudeville, Legitimate.—Stage Director for Broadway Plays and Reviews.—Collaboration on Production.—Play Doctor.—Actor: Over three hundred characters in radio.—Writer: Scenarios, Radio Scripts, Plays, Vaudeville Acts, Ghost Writer.—Program Director.—Song Writer.—Glee Club Director.

HOWARD SMITH

Production Department
Station W.L.W.—(500,000 Watts)—Cincinnati, Ohio



JOSEPHINE ANTOINE, studied singing ever since she can remember. Won the National Radio Audition in 1929. Since then has become known as one of the brilliant young sopranos of radio.



J. O. MALAND, Vice-President of the Central Broadcasting Company and Manager of Station WHO, Des Moines.



CAROL DEIS, one of radio's leading sopranos, won the \$5,000 Atwater Kent prize, entitling her to study at the Curtis Institute in Philadelphia. Her success in radio followed.

GABRIEL HEATTER, WOR's news and personality commentator, is now the busiest of all radio commentators in the east. He is at present heard five days weekly at intervals totalling thirty-five minutes each day.

Heatter's vibrant, dramatic voice came into national prominence during the Bruno Richard Hauptmann trial at Flemington, N. J. His dispassionate description of what transpired at the trial won him thousands of listeners and three commercial accounts. Heatter's present series of programs include the dramatization of figures and events in the days news beside giving an account of the highlights of the news.

A background of twenty years' experience with many of the outstanding Metropolitan papers has adequately prepared Heatter for his present series. Beside his newspaper work he was for many years editor of "The Shaft," a magazine devoted to activities in the steel industry. Added to this string of activities, he has had published in more than one hundred newspapers a syndicated series of articles entitled "Bread and Butter Problems of Industry."

PERSONALOGRAPH—Tall, heavy set, brown eyes, thinning hair . . . possessor of two qualities—a winning smile and a hearty, congenial greeting . . . Favors brown and blue tweeds in dress . . . Unlike most news commentators has no "ghost" but writes all of his material himself beside doing all of his research work and editing. — o —

BUD ABBEY, WMCA song stylist . . . born, Mt. Vernon, New York . . . still lives there . . . first public appearance at age of 12 . . . at grammar school graduation ceremonies . . . continued singing at amateur shows while attending high school . . . after graduation was usher in a theatre . . . continued to study singing . . . auditioned at one of the smaller radio stations in New York . . . booked immediately . . . since then has appeared in vaudeville musical comedy . . . and is at present heard Monday, Tuesday and Friday over WMCA . . . six foot tall . . . blonde . . . blue eyes . . . loves country life . . . football . . . boxing . . . lots of brown . . . hates cross-word puzzles . . . single, but thinks marriage would be fine with the right girl.

BEN BERNIE, sly and suave "Old Maestro", sophisticated one moment, very "Broadway" the next . . . an example of versatility for "all the lads" . . . His trademarks—a cigar, a violin, and droll remarks before, after and all during the broadcast with his orchestra . . . He's the "what-is-it" of radio . . . a bit of a conductor . . . bit of a narrator . . . bit of a singer . . . bit of a "tweet-tweet" . . . bit of a pain to Winchell . . . Began life in Bayonne, New Jersey . . . Was one of eleven children . . . Papa was blacksmith, but young Benjamin was too frail for trade, so became violinist . . . Gave concert at Carnegie Hall at age of 14 . . . Critics hailed him as child prodigy . . . Got job teaching in music school . . . Preferred vaudeville. Toured country on Loew's circuit, combining chatter with music . . . Reputation with orchestra made at Hotel Roosevelt, New York . . . London, Hollywood and Chicago demanded a look at him . . . Broadcasting carried him to the pinnacle of fame . . . Five feet, ten inches tall . . . Weighs 175 pounds . . . Brown hair . . . Brown eyes . . . Has fourteen-year-old son, Jason . . . Likes horse races, bridge and hamburger sandwiches . . . Smokes twenty-five black cigars a day . . . Crazy about police dogs . . . Sentimental about old friends . . . Absent-minded . . . Dislikes high hats, literal and otherwise . . . A swell guy . . . Yowsah!

THE PRAIRIE RAMBLERS, in real life, Jack Taylor, Chick Hurt, Floyd Holmes and Shalby Atcheson, all met in a district school in the foothill region of Kentucky. Following their graduation, they decided to merge their talents in the present quartet and made their first radio appearance in Des Moines in 1932. They now contribute their talents to "Happy Hal's Barn Dance" on WMCA every Thursday and Saturday. — o —

RENE HALL is New York's most frantic young lady today. She is the charming secretary to Al Pearce and His Gang, newly arrived from the West Coast to open a five-time-a-week series over NBC. Al's gang has managed to scatter itself in hotels and apartments from the Battery to the Bronx and Miss Hall's job is to call them all together for rehearsals.



"BILLY" DOOLEY

Band Master — Comedian and Master of Ceremonies

Most popular "Merry Maestro" of Boston's orchestral circles, where he has been in constant demand for over ten years at all important functions. Broadcasting daily from Westminster Hotel Roof Garden (at present), The Blue Room of the fashionable Westminster Hotel in Boston over Station—W.H.D.H.



Address communications to
"BILLY" DOOLEY
Care of Station — W.H.D.H.
Hotel Touraine, Boston, Mass.



BARBARA WEEKS, being heard in dramatic interpretations over the Columbia network in "Roadways of Romance" and "Mickey of the Circus".



VICTOR KOLAR, conducts the Ford Symphony Orchestra over the largest sponsored network in radio history—the nationwide Columbia chain every Sunday.



GRETE STUECKGOLD, celebrated concert soprano who has been heard Saturday evenings over the Columbia network accompanied by Andre Kostelanetz' augmented orchestra and chorus.



TITO CAROL'S father hoped his son would become a priest, but he gave it up when the boy insisted he wanted to sing. He left Venezuela and came to New York and soon after was a leading NBC soloist.

HAL KEMP, popular NBC orchestra leader's favorite poetess is Leila Rush, a well-known Southern writer of verse. In private life Miss Rush is Mrs. Kemp, Sr., the mother of Hal.

JEANNIVE MACY, dark eyed radio blues singer, and Tom Richley, xylophonist, will interrupt their broadcasting schedule on the Crosley Follies long enough for a trip to the minister for a wedding. This marks the culmination of a romance that had its beginning five months ago when Miss Macy joined the staff of WLW, Cincinnati.

Both young people are widely known in radio circles. Jeannive is ranked by critics as one of the season's outstanding discoveries in radio, while Richley is widely known in dance band and radio circles and has been a member of the WLW staff for the past six years.

CARLTON E. MORSE, author of One Man's Family on NBC, has named his new California country home "Seven Stones". The huge stone fireplace in the living room has seven stones set above the opening, and other stone-work about the estate will be designed in sets of sevens.

NICK DAWSON, when a boy, was suspended from school on several occasions, ran away from home twice, and spent years trotting around the world as a sailor, soldier, circus performer and cowpuncher. Now, as Dan Gentry, the hero of Dangerous Paradise over NBC three times a week, Nick is surprised to find himself regarded as a "good example".

THE DON HALL TRIO have found a way to get around that business of waking up for their early morning NBC broadcasts. They just don't go to sleep! All three—Don, Hortense Rose (his wife) and Nancy Noland, the new member of the trio—are poker fans, so they often stay up all night and play cards. And Don usually borrows lunch money from Hortense next day.

PETER VAN STEEDEN, the musical director of Fred Allen's "Town Hall Tonight" over NBC, is one of the youngest veterans in radio. Although he's just starting his 30's, Van has been broadcasting since 1924, and can reminisce with the oldest of 'em about the "good old days".

WENDELL HALL, NBC's Red Headed Music Maker is prepared for emergencies when he comes to the studios. His ukulele, specially built for his use, has double the usual number of strings and if one string breaks while he's on the air he has a second already in tune. He also has an extra pick in his left hand coat pocket, and, against the ultimate necessity, he can play the harp if his ukulele breaks down completely.

UNCLE JIM HARKINS, the man who presents the participants on the Herbert's Amateur Hour every Sunday afternoon from 1:00 to 2:00 P.M., EDT., on WMCA, will "double in brass" during the summer months. Beside appearing an WMCA, he will be in charge of the "Town Hall Tonight" amateurs every Wednesday evening over a New York station, replacing Fred Allen, who will take a well-earned rest.



HELENE MacNEAL GUYTON
Dramatist — Monologist — Dramatic Reader
and Writer of Radio Scripts

Known in concert circles throughout New England where she has appeared frequently in radio dramatizations over New England Stations.

Miss Guyton will take part in the broadcasting of several of her own sketches this Fall, notably "Patty Patou" and "Pontia's Note Book".

*Open for Fall engagements for dramatic appearances socially
or in Radio or for the writing of special radio scripts.*

HELENE MacNEAL GUYTON
264 Bay State Road
Boston, Mass.



JERRY BAKER has been featured on the same program, "Sally's Radio Party", over WMCA and other stations for the past four years.



BETTY GOULD, WMCA's charming staff organist and pianist for the past three years. A Michigan girl who made good.



"HAPPY HAL", in person is Hal O'Halleran, whose Barn Dance program over WMCA has proven a decided hit since its start last May. He was formerly director of the WLS "Huskin' Bee".



MILDRED WINDELL, lovely soprano now featured on the "Happy Feet" program over WMCA twice each week.

HALLIE STILES, youthful operatic soprano, loves the glamour of singing in the Opera Comique of Paris and of singing for an American radio audience equally well. In Paris, she is known as "The American darling of the Opera Comique," and, to the American radio audience, she is one of its newest and most promising stars.

As a practical demonstration of her love for Paris, Miss Stiles still owns and retains an apartment there, even though she is following her career in New York, and she lately has furnished an attractive New York apartment. She doesn't know just where she prefers to live. In addition to these two homes, she frequently journeys to Syracuse, N. Y., where she spent many of her girlhood days and where her family still lives. Her father, Dr. Henry W. Stiles, is a member of the medical faculty of Syracuse University.

Hallie was born in Stockton, Calif., but cultivated the wanderlust early in life. Her family has lived in several cities, all university towns, at which Dr. Stiles has taught. From Stockton, as Hallie recalls, the family moved to Columbia, Mo.; then to Ann Arbor, Mich., next to New Orleans, and finally to Syracuse. As a girl, Hallie left Syracuse to study voice under famous teachers in Germany and Italy. After one year in Germany, she traveled through France, headed for Italy, but fate intervened and she soon thereafter was starring in the Opera Comique.

After playing many lead roles in the Opera Comique over a period of five years, she returned to the United States and joined the Chicago Opera Company. She has been enthusiastically received by the American opera audience and critics. In Paris, Hallie played most of her roles during the summer season, at which time American tourists jammed the houses to pay tribute to her.

— o —

AMOS 'n' ANDY sometimes become so absorbed in the preparation of their script that they forget to eat. To meet just such an emergency their office in Chicago is completely equipped with a buffet kitchen. There is an icebox, an electric range, and all such necessities. Casual visitors never see this domestic side. It's all concealed.

— o —

HAPPY HAL'S BARN DANCE got off to a good start on May 24 over WMCA. New York's only Barn Dance, with eight of the members coming direct from the WLS National Barn Dance, is under the direction of Hal O'Halleran, formerly director of the WLS huskin' bee.

The Prairie Ramblers, four youths from the Cumberland mountain region assisted by Patsy Montana, yodeling cowgirl; Mickey Feeley and the Forman Sisters, singing group from Mississippi; Murray Wood, world's smallest hill-billy (40 inches tall), co-starred with Jo Soldier, ace banjo strummer and Tom Kennedy, known to many New York radio listeners as the "Voice of RKO", to add their bit of hill-billy rhythm to the show.

The Exhibition Square Dances, with its gingham-garbed girls and overalled boys, all from the districts where the reel and the hoe-downs are still a strong link with the past, will bring the Reels and the Square Dances from the western territory into the program which will have a cast of twenty-eight.



Those Who Announce

DAVID ROSS—CBS—gained added honors to his long list last month when he was accepted into the distinguished rolls of the Poetry Society of America, for his classic of poetic anthology "Poets Gold" now in its fourth edition.



JOE BIER of WOR is a veteran of radio broadcasting. He was with WDY at Roselle, N. J., in the early pioneer days. He joined WOR in 1930.

TED HUSING, one time actor, soldier, hitch-hiker, policeman and aviator and now ace sports announcer of CBS. Ted was born in New Mexico in 1901.

(Center)
ALONZO DEEN COLE was born in St. Paul, Minn., and possesses considerable ability as an artist. He recently completed his 200th performance with *The Witch's Tale* over WOR.

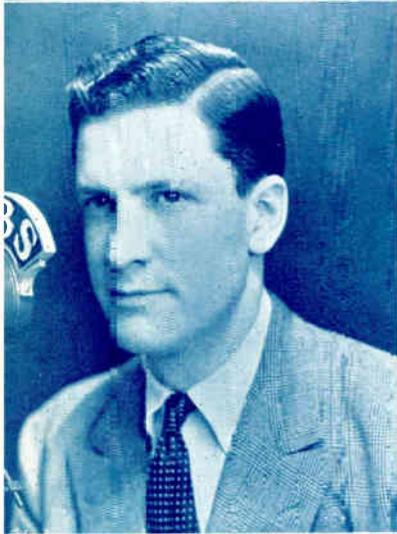
Photo by Maillard Kessler



GRAHAM McNAMEE is NBC's ace and chief aide to the Fire Chief. A list of his assignments, from Presidential inaugurations to championship prize fights, reads like a history of the past ten years.



CARLYLE STEVENS of CBS started his radio career over WXYZ in Detroit. Then to New York at WLTH and a little later over WABC. Carl is considerable amateur photographer.



BILL RANDOL is both production man and announcer at WOR. A Harvard grad and a writer of no mean ability. Bill was born in Colorado Springs, Colo.



KENNETH ROBERTS of CBS was trained for a law career at St. John's College, but was lured into radio over a local station in Brooklyn, his home town.



HARRY von ZELL, veteran staff announcer of CBS. Known for his work on such programs as "The March of Time", the "All-American Football Show", the Byrd South Pole broadcast and many others.

JOHN S. YOUNG, dapper NBC announcer, returned to New York from Flemington, N. J., where he had been assigned to the Hauptmann trial, just in time to receive a summons for New York jury duty.

— o —

HARLOW WILCOX, LOUIS ROEN, GEORGE WATSON and **JEAN PAUL KING**, of NBC, are organizing a polo team for the summer. Judd, Joe, and Ted McMichael, of NBC's "Merry Macs", are being groomed for posts as substitutes.

— o —

ALLEN KENT, NBC, is listening with extra attention these days to singers on his various programs. He hopes to pick up a pointer or two now that he himself has gone in for voice study. Alan is studying with Jessica Dragonette's former teacher.

— o —

HOWARD CLANEY is one NBC announcer who believes in being on his toes—literally and figuratively. When a producer of a recent program offered to lower the microphone to Clancy's height, the announcer objected. "It's funny," he explained, "but I can work better on my toes. It gives me balance."

— o —

ALOIS HAVRILLA, NBC, was in his element at the Radio City studios the other night when, serving as a standby announcer during an international broadcast from Czechoslovakia, he rolled off names like Benes, Masaryk and the title of the Czech anthem with the greatest of ease. He didn't need to practice on pronunciation. He's a native Czech himself.

— o —

GRAHAM McNAMEE, possessor of "best-known voice in the world," chief aide to Ed Wynn, the Fire Chief . . . List of special events he has covered for the National Broadcasting Company would read like history of the last ten years . . . Presidential inaugurations . . . championship prize fights . . . Broadway's welcome to Lindbergh, Byrd, Chamberlain, Amelia Earhart and others . . . gridiron battles, Kentucky Derbies . . . Married to Ann Lee Sims, daughter of Louisiana cotton planter . . . Gets enormous amount of fan mail . . . After one World Series, received fifty thousand letters . . . Gets all kinds of presents, too . . . even a barrel of oysters . . . Made debut as baritone at Aeolian Hall in 1922 . . . Walked into WEAF studio for audition . . . Clicked . . . Has been with NBC ever since . . . Never goes to mike cold . . . Does anything to get himself excited before going on air . . . Good-natured . . . Popular . . . Likes parties . . . Five feet eight and a half inches tall . . . Normal weight, 175 pounds . . . He's dark, with rosy cheeks . . . dresses soberly . . . Never wears tuxedo when he can help it . . . Calls it his over-alls . . . Born, Washington, D. C. . . . Parents Irish . . . Mother, musician, when other boys were playing baseball, made him practice on piano.

FORD BOND, NBC, isn't getting a bit rusty on his sports announcing when winter keeps him confined to the Radio City studios. In two programs last winter—the Kellogg College Prom and the Palmolive Beauty Box Theatre—the script called for descriptions of a foot race and a football game. In both instances Ford nearly set the studio audiences to cheering with his vivid and hair-raising account of the fictitious events. By the way it is rumored he has purchased a tract of land in Bayside, L. I., situated 100 yards from the Bayside Yacht Club, on which he intends to build an eleven room house.

— o —

DAVID ROSS—dean of the CBS announcers, artist in his own right with his Poet's Gold program, and winner of the Diction Award in 1932 by the American Academy of Arts and Sciences—is one of the comparatively few radio personalities who were born and educated in New York.

After graduation from high school, David took a classical course at City College, specialized in scientific agriculture at Rutgers and studied journalism at New York University. After that he worked as a messenger boy in a bank at \$25 a month, was secretary to a Russian baroness, a reviewer of plays and books, a superintendent of an orphan asylum, and a literary critic before he turned to radio as his life's work.

In 1925 Ross accompanied a friend to a New York local station to see his first radio program. A heavy thunder storm came up and the entertainers for the next fifteen minute "spot" failed to appear. The director was in a frenzy. When someone told him that Ross was an excellent reader of poetry and dramatic sketches, he immediately drafted the visitor, who made his radio debut without rehearsals or preparation.

The director was so impressed with David's voice and ability that two weeks later he called Ross and offered him a job as staff announcer at the station. He accepted the offer and remained there over two years. When the Columbia Broadcasting System was organized in 1927 David became a staff announcer. He is now the oldest CBS announcer from the standpoint of continuous service.

Besides announcing almost every conceivable type of program, Ross is best known for his pioneer work in popularizing poetry readings on the air. In addition to his readings of poetry on other presentations, he conducts the popular Poet's Gold programs, which he started more than three years ago. His vibrant and resonant voice and his sympathetic reading of outstanding poems have won him a wide following. His book, "Poet's Gold", an anthology of poems he has read on the air, was published late in 1933 and has passed through several editions, reflecting the popularity of the radio feature. It has been hailed by critics as a distinct contribution to literature, as the poems were selected on the basis of their sound rather than for the conventional reasons used in compiling anthologies.

In 1932 Ross was hailed as the country's foremost announcer when he won the Diction Medal of the American Academy of Arts and Letters. He also won the World-Telegram poll of radio editors throughout the United States as the most popular studio announcer, in both 1932 and 1933.

FORD BOND was born in Louisville, Kentucky, on October 23, 1904. He has made his living as a singer since thirteen. Was brought to New York by NBC in 1930.



JOHN S. YOUNG was born in Springfield, Mass., in 1903. He studied drama under George Pierce Baker at Yale and went into radio in 1925, for WBZ, NBC Boston station.



DON WILSON is a huge Colorado boy, who played football for four years at his state university and has been a football announcer for NBC since. He started at KFI, Los Angeles.



FRANK SINGISER was born in 1908, in a little Minnesota town. He started in radio at 20 on WGY, Schenectady, and was only 19 when he was graduated from Brown University. He has studied for the ministry. Is a member of the NBC staff.





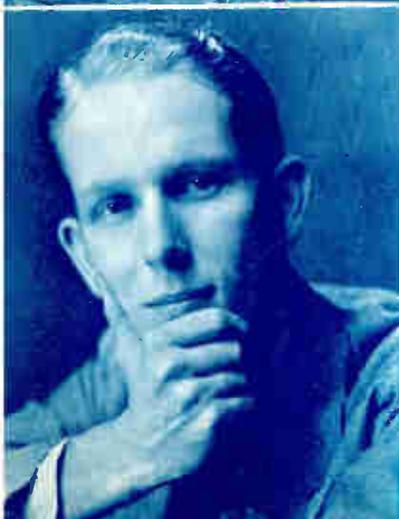
BOB TROUT is best known as the Presidential announcer for the CBS in Washington. Has sincere ambitions backed by ability, of writing and producing his own air show.



ANDRE BARUCH, who speaks seven languages, is one of Columbia's youngest staff announcers. Andre was born in Paris in 1906.



PAUL DOUGLAS made his debut as announcer over WCAU in Philadelphia. After two years he joined the staff of WABC in New York. Paul is one of the staff's most valuable "radio reporters".



DELL SHARBUT, staff announcer over CBS, was born in Texas 25 years ago and got his early radio experience over a Chicago station.

HOWARD DOYLE, of WNEW, is the Biggest Announcer in all radio. He measures 6 feet, 7 inches.

BEN GRAUER, NBC, spins one about an alleged argument between his fellow announcer Milton J. Cross and a newly hired NBC guide.

"I'm Cross, and I must get into that studio."
"Sorry, sir, but I don't know you and we're not allowed to admit strangers to the studios."

"Listen, I'm Cross and I'm going into that studio."
"I don't care if you're furious, you can't get in!"

MILTON CROSS, of NBC, saw New York all over again during the visit of Alyce Jane McHenry to the Big City a short time ago. A good friend of the little girl, he showed her the Bronx Zoo, Radio City and Chinatown. In Chinatown, Alyce Jane's party was accompanied by a real detective. She also was taken to police headquarters where she was allowed to call the police cars by radio.

CHARLES O'CONNOR, NBC, received a novel "send-a-dime" chain letter recently. The letter was sent by an O'Connor in Madison, Wisconsin, and had four other O'Connors on the list, none of them relatives. Charlie was instructed to send copies to five other O'Connors.

JOSEPH R. BOLTON, young WOR announcer, and Miss Dorothy Bondy, daughter of Mr. and Mrs. Leo J. Bondy of New Rochelle, were married Thursday afternoon (March 28) at 1 p.m. by Supreme Court Judge Louis A. Valente in the judge's chambers in the Supreme Court Building, New York City. The bride's father is secretary and attorney of the New York Giants.

Bolton, who has been at WOR the last two and a half years, is the son of Mr. and Mrs. Joseph Reeves Bolton of New York. He attended the choir school of the Cathedral of St. John the Divine and Trinity School, New York. He started in radio in 1930 as an announcer at WNJ in Newark, later was at WCAU, Philadelphia, and WOV, New York, before coming to WOR.

Mrs. Bolton, a popular member of the Westchester younger set, is a graduate of the Knox School and Hamilton Institute.

HAL TOTTEN, veteran NBC sports announcer, has covered more major league baseball games than any other announcer . . . estimates total at more than 1,700 dating back to 1924 . . . in his tenth year of football broadcasting and has completed his tenth in baseball . . . born July 28, 1901, in Newark . . . family moved to Chicago when Hal (Harold O.) was 12 . . . attended Northwestern U., where he played baseball, was college press correspondent and an SAE . . . went to work on old Chicago Journal in 1922, where he was reporter and rewrite man . . . work on Loeb-Leopold case earned him new job . . . started broadcasting football games in 1924 as excuse to get out of office on Saturday afternoons . . . broadcast sports and features as sideline to newspaper work until 1928, when he decided to devote full time to radio . . . makes spring training trips with ball clubs, and knows more ball players than any other announcer. Married, and has three children.

III

AEE McALISTER

Actress, Authoress and Director

Aside from her participation in "The O'Neill Family" program "Aee" does a lot of things. Her one ambition is to write. By writing, is meant, big recognized radio programs. All her life Miss McAlister has written magazine stories, newspaper articles and vaudeville acts.

At present she has three radio programs in preparation for Fall sponsors—"Dot and Don", "Your Neighbor" and "Faustine's Triumph".

Aee expects to write, act and produce these programs—some job, but Miss McAlister seems to know all the answers and has no fear of failure in the production field. She is also working on several scripts that will soon be available for commercial sponsors.

III

160 West 44th Street
New York City, N. Y.
Telephone: BRyant 9-0346



AEE McALISTER



III

Miss McAlister—in front of the Public Library with "Paddy"—the only dog on the air—who is thoroughly "make broken" soliciting funds for the Humane Society.

Miss McAlister volunteered to stay an hour but instead stood there eight hours and collected \$87.00 in pennies and nickels. "Paddy" didn't seem to mind but can you blame him?

III



GEORGE HICKS was born in Tacoma, Washington. When in Washington, D. C., he got a radio job as a means of paying his way through U. S. consular school. Now is a first string special events man, over NBC.



ALOIS HAVRILLA was born in Pressov, Austria-Hungary and came to this country at four. He got his start as a boy alto, continued his singing until he was hired by NBC as an announcer.



BEN GRAUER was born in New York City, on June 2, 1908. He was a bright boy, graduating from City College at 22, after appearances in plays and movies. Joined NBC in 1930.



HOWARD CLANEY was born in Pittsburgh, on April 17, 1898. From architecture he went to sculpture to the drama and finally to announcing for NBC in 1930.

STANLEY SHAW, WNEW, is married to Gloria Garcia, head of the Concert Dance Group of Baltimore.

— o —

JOHN C. SCHRAMM has joined the staff of WOR as announcer and production man. A graduate of Columbia University, Schramm planned a teaching career and took a year's post-graduate course in Teachers College, but the lure of radio proved too strong and he abandoned his earlier plans. For three years he was in the production and musical research departments at the National Broadcasting Company, then was chief announcer at WBNX, New York, for two years. His home is in Flushing, Long Island.

— o —

CARLYLE STEVENS, youthful announcer whose voice is heard on the Columbia Broadcasting System network, has been given the first annual "BBDO Award for Good Announcing", it has just been announced by Roy S. Durstine, vice president and general manager of Batten, Barton, Durstine & Osborn, Inc., leading advertising firm.

Stevens will receive a cash award as well as an appropriately engraved stop-watch. In offering the award several months ago, Mr. Durstine described good announcing as "sincerity, accurate diction, naturalness, persuasiveness, lack of mannerisms and an absence of those curious inflections which belong to an unknown language in a world which doesn't exist."

"The first winner," Mr. Durstine said in announcing the selection of Stevens, "has, we believe, all the qualities which make a good announcer. He has definitely not been a member of the stilted school of broadcasting that has come to be resented alike by the public and the sponsors of broadcast programs.

"Purposely we have not considered a number of men whose reputations rest especially upon their reporting of sports or news events or as opposites to comedians—men like Graham McNamee, Ted Husing, James Wallington and Westbrook Van Voorhis. This award is for the regular station announcer who, week in and week out, watches the clock, pushes buttons and reads from scripts in radio studios."

The selection of the winner was made by a group of five executives of Batten, Barton, Durstine & Osborn from among announcers whose voices are heard on network programs audible in New York City. This group included Arthur Pryor, Jr., vice president in charge of the agency's radio work, and Herbert Sanford of its radio department.

Stevens has been identified with radio as announcer, continuity writer and program producer for four years, and stepped into the broadcasting limelight in November, 1933, when he joined the announcing staff of the Columbia network on Station WABC, New York. Recently he has been heard as the announcer on such programs as "Roxy and his Gang," "The O'Neills," "Ye Olde Tea Shoppe" with Julia Sanderson and Frank Crumit, and "Richard Humber and His Champions".

Stevens, who is 27 years old, came to this country directly after leaving Walkerville Collegiate School at Windsor, Ontario, and found employment with the Ford Motor Company as an accountant. Accounting work proved not agreeable, and he entered the advertising business with a Detroit agency.

GUY F. BRAGDON

DIRECTOR — PRODUCER STAGE MANAGER — WRITER

Stage Manager for Charles Frohman; Stage Manager and Company Manager for William Gillette; Stage Manager and Stage Director for Wagenhals & Kemper; also for Selwyn & Company.

Assisted in the translation of *Les Avaries* (Damaged Goods) adapted it and staged it for Richard Bennett.

Sent to London by Selwyn & Company to stage "Fair and Warmer" and stayed there for several years Directing for Sir Alfred Butt, Managing the Aldwych Theatre and also Managing James K. Hackett in "Macbeth".

Then to Berlin to make several adaptations for Messrs. Grossmith & Laurillard for the British stage and then returned to the United States to be associated with Selwyn & Company. Again staging several companies of "The Fool" by Channing Pollock.

Rewrote and staged "Battling Butler" for Geo. Choos and later Technical Director for A. H. Woods.

Company Manager and Manager of the Eltinge Theatre until Mr. Woods surrendered it and then General Manager associated with Sidney Bedell producing "The Ninth Guest" by Owen Davis and several other shows.

Have staged over eighty shows in America and abroad.

In stock, written such plays as "The Governor" and "The Boss" (produced in N. Y. City); "India" (produced in London), and collaborated with such authors as William Gillette, Avery Hopwood, Owen Davis, George Kaufman and others.

Latterly associated with A. E. Matthews completing a play "Raccoon Hollow" with Edwin Redding and "The Four Pearls of Nirvana" with Edward Ellis.

■
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Address Care of
WHO'S WHO IN RADIO



MILTON J. CROSS started in radio in 1921 with station WJZ, years before the advent of NBC. He is a tenor, a born New Yorker and a 1929 diction award winner.



NELSON CASE was graduated from high school in Long Beach, Cal., and shortly after organized a band and got a vaudeville job. He attended college for a while and then joined the NBC announcing staff.



ALLWYN BACH, born in Worcester, Mass., saw active service during the War, won the diction award for announcers and came with NBC in 1928.



GEORGE ANSBORO was born in Brooklyn on January 14, 1913. He started at NBC as a page boy, became a guide and finally won a place as an announcer in a competitive audition.

FLOYD MILLER, for the past two years a member of the staff of Station WKVW, Buffalo, New York, has joined the announcing staff of WMCA. Mr. Miller is a graduate of Northwestern University and has been connected with radio for nearly five years.

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MILTON J. CROSS, veteran NBC announcer, oldest with the company in point of service . . . Winner of 1929 medal awarded by American Academy of Arts and Letters for good radio diction . . . Entered broadcasting in 1922 through Station WJZ . . . Has excellent tenor voice . . . Used to alternate announcing with singing . . . Still sings occasionally . . . Received musical education at Damrosch School of Musical Art in New York . . . Native of New York . . . Graduated from DeWitt Clinton High School . . . Would never be taken for New Yorker . . . Big and slow-talking . . . Easy-going . . . Thinks it's silly for people to rush about . . . He's always the calm spot in the center of a storm . . . Loves home life and looks forward to time when he can have more time with his family . . . Lives near Prospect Park in Brooklyn. . . Met his wife while singing in a church choir . . . She played the organ . . . Milton J. Cross is "Milt" to his friends, and "Milt" to radio audience, to people who have never met him, but who get that friendly quality in his voice . . . He exudes good nature and good fellowship . . . Has ruddy face and mop of dark brown hair . . . Brow is scholarly . . . Tells a good yarn or joke, easily . . . Prizes a gift given him by a Bible class in Pennsylvania—a clock carved in the shape of a microphone from a block of anthracite coal . . . Also tickled that a mule in a Pennsylvania coal mine is named for him . . . Has no special hobbies . . . Loves work and takes it seriously.

— o —

ROGER BOWER, of WOR, in years of experience is the oldest announcer on the station. Six years ago he joined the WOR staff following a brief period as studio manager with station WNJ and as an announcer with WMCA. Not only is he considered an announcer of exceptional ability but perhaps few men working in radio today can equal him as a production man and a fill-in character actor when one is needed.

In mannerisms, dress and residence he is a typical New Yorker, but New Jersey has a substantial claim upon him, for he was born, raised and schooled in and about Chatham and Madison, New Jersey. His thespian activities in high school, and the City College of New York definitely molded him for a theatrical career. Following several years in the theatre in New York he was offered a job as announcer with WMCA ten years ago.

His present duties are divided between announcing and directing, and very often he takes part in a dramatization. He is very proud of the fact that a number of programs he directs received the endorsement of the Westchester Women's Club in their recent poll.

PERSONALOGRAPH— Tall, grey-green eyes, sparse hair, twirled moustache and infectious smile . . . Looks extremely saturnine as he bends over the sound effects machines during an episode of "Witch's Tale" . . . Married and has a bambino twenty months old named Roger Lee "Spike" Bower of whom he is extremely proud.

ANNE JAMISON, NBC lyric soprano . . . Born, Belfast, Ireland . . . At early age, moved to India with family . . . Father was officer of British Army . . . Returned to Ireland at outbreak of World War . . . First public appearance at age of ten . . . singing at charity concert . . . Several years later, Anne witnessed political murder . . . Her life threatened . . . Family took her to Canada . . . Lived in little town of Guelph, Ontario . . . Home town of Metropolitan star, Edward Johnson . . . Studied voice two years in London . . . made concert debut in Toronto, 1930, Royal York Hotel . . . Signed as singing star of CFRB, Toronto . . . Came to New York to continue voice study . . . Had chance radio audition . . . Signed immediately to radio contract . . . Small and blond . . . Loves country life, travel, lots of pretty clothes, dancing, horseback riding, swimming, green and blue, Indian curry and rice . . . Hates "swelled heads" and people who criticize others . . . Hobby, water-coloring . . . Could make good living as dramatic actress or secretary, if singing voice ever failed. Single . . . Won't express preferences to men.

— o —

TED FIO-RITO, the popular orchestra leader and showman of Columbia's glamorous "Hollywood Hotel" revue has at last raised his voice to protest that the proper way to spell his tag is Fio-Rito. He still receives letters addressed to "Firito", "Fierco" and "Fier Ito".

Although Ted was born and educated in Newark, New Jersey, it was in the West where he made a name for himself. He has appeared in a number of pictures, among them "Sweetheart of Sigma Chi", "Air Tonic" and "Hot Air". He has all of 75 hit tunes to the credit of his pen, including "Where the Lillies of the Valley Grow", "Laugh, Clown, Laugh", "Now That You're Gone", "Three On a Match".

Ted inherited his talent from his parents. His mother, Eugenia Conta Lupo, starred in light operas in Italy; his father, Louis Fio-Rito, played in symphony orchestras. They encouraged Ted to practice scales on the old-fashioned upright in the living room and taught his brother, Richard, who has an orchestra of his own, to toot the saxophone.

The proudest day in Ted's youth was landing a job as pianist in a local moving picture house at \$5.00 a week—and he left high school to take it. His next step was to become pianist with Ross Gorman's orchestra in Atlantic City at the age of eighteen.

Ted's first radio venture was as early as 1919, when he operated his own station, WIBO, and experimented with band balance. That was when he was playing at the Edgewater Beach Hotel, in Chicago. He later sold his interest in the station. Fio-Rito's first network program over CBS was a remote broadcast from the Hollywood Gardens in 1929 in New York, and he has since been heard regularly from California.

— o —

EMMY BRADY, who presents Jolly Journeys over NBC, comes from a very inter-denominational family. One brother, the Rev. J. Wilson Brady, is a Roman Catholic priest. Another brother is an Episcopal clergyman, as is Miss Brady's stepfather. Her own father was a Quaker.



ANTHONY FROME'S FAREWELL to RADIO

— o —

The famous voice of the POET PRINCE will be heard no more over the air waves.

Anthony Frome, beloved by millions of radio listeners, has heard and nobly accepted the call of God and has accepted an appointment as Rabbi of the Mt. Neboh Congregation as Dr. Abraham L. Feinberg.

He says he has always thought of his singing as a form of preaching—"but now I feel I can aid my fellow man more through religion. The situation of the Jews is more critical today than it has been for generations . . . my job is to serve my people."

His church is the new, big temple at 130 West 79th Street, New York City.

MARK SMITH is a colorful character who just naturally radiates success in radio.

A few seasons ago when the Broadway play "The Stork is Dead" died Mark Smith raised the windows of his dressing room and, with a sigh of regret, tossed his grease paint out into the street—at least that is the story the "gang" circulated.

After years in the theatre with a very long list of successes to his credit, Mark Smith called it a night and turned to radio. Any one who may have seen Mark in any of the following hits can scarcely believe that he has for the time at least forgotten the theatre.

Just glance at the following:

Love, Honor and Obey	Vagabond King
Kitty's Kisses	Nearly Married
Lady Bountiful	The Traveling Salesman
Up In the Clouds	The Stork Is Dead

and a dozen others.

Recently a former friend met Mr. Smith and said: "Why did you quit the theatre, Mark?" "Quit h——! It quit me." So today he is finally set in radio.

During the past six months he has been on the air as many as 17 times in one week, and one of them, the "Doc Rockwell" program, got him out of bed at 5:30 every morning. Can you imagine an actor arising at that hour?

Mark Smith comes from the theatrical family of the same name, he being Mark the Third. Members of the legitimate stage will easily recall Sol Smith Russell who was one of the original limbs of the Smith theatrical family tree.

Elsewhere in this book you will find a partial list of Mark's programs with his picture, which, as yet, proves he is showing no physical decline. Mark says "Doc Rockwell's" job has taught him one thing anyway—he knows just where to look for the sun as it rises each morning.

With a record of 17 broadcasts a week—we feel Broadway will experience difficulty in luring Mark back to the footlights. We hope it don't.

— o —

VAUGHN DE LEATH, NBC's brilliant contralto star, has recently come under the management of Herman Bernie of 1619 Broadway, New York City, whose long and successful managerial service is well known to every one identified with radio.

Miss De Leath is "The Original Radio Girl" whose mellow contralto voice was chosen from among hundreds by Dr. Lee de Forest in 1920 as the most suitable voice for his early broadcast experiments.

Mr. Bernie, her agent, is now considering a major spot for Vaughn on a leading network program that opens on the air the first week in September.

— o —

ROBERT CARTER, who is perhaps better known to the radio audience as Bob Carter, has joined the announcing staff of Station WMCA, it was announced today, by A. L. Alexander, chief announcer of WMCA.

Born in Ashland, Kentucky, some thirty odd years ago, Bob Carter attended Georgia Tech for several years but left in order to enlist in the Royal Air Forces of Canada. After three years of war he returned to the United States and joined the staff of the

Brooklyn Eagle as cub reporter. Then came several other newspapers and, in 1927, he took his first chance at radio, joining the staff of WCDA, New York, as an announcer. Then followed more radio work at WNJ, Newark, and WOV, New York, and finally WIP, Philadelphia, where he had been for the past three years.

He holds an F. A. I. license and has more than 1,800 hours of solo flying to his credit.

— o —

GORDON KERR, who is perhaps better known to the radio audience as Don Kerr, is one of the outstanding commercial announcers of WMCA. Besides announcing, Mr. Kerr is master of ceremonies of the Amateur Night at the Fox Brooklyn Theatre on Monday evenings from 9:00 to 10:00 P.M.

A graduate of Bradley Technology Institute in Illinois, Kerr has been in radio since 1925 when he started with Station WAAM in Newark. In 1931 he was winner of the Mid-West Division of the National Electrical Light Association public speaking contest and a year later joined the announcing staff of Station WOR. Previous to joining the staff of WMCA, he was connected with Station WTAR, Norfolk.

He is 27 years of age, married and the proud father of a year-old baby boy.

— o —

JOSEPH BIER, WOR, is a very proud father these days. His son, Joseph Bier, Jr., president of the General Organization of Brooklyn Preparatory School, was chosen yesterday as the Boy Brooklyn Borough President for Brooklyn Youth Week, which opened last Saturday. Joe, Jr., was elected at a meeting of the general organization presidents and representatives of eleven Brooklyn high schools.

He made a radio appearance this afternoon (Tuesday) with Dorothy Brennan, selected as "Miss Brooklyn", during the Brooklyn Youth Week program on WOR and thrilled his radio announcing father with his complete nonchalance before that old "debbil" microphone. Like his father, young Joe intends following a musical career upon his graduation.

— o —

TED WEBB, during our last rain-storm, was returning from a remote broadcast to WNEW's New York Studios at 501 Madison Avenue. As he stepped from his taxi-cab, he noticed his gold fountain pen drop from his pocket, slither along the wet pavement, and fall into the sewer at the corner of Madison Avenue and 52nd Street.

Webb was heart-broken. The expensive pen was a gift from his wife and meant more to him than its monetary value. But how to retrieve the pen from the sewers of New York without a Jean Val Jean.

Webb was urged to call the Department of Sewers. They listened to his tale of woe but didn't sound very promising. Ted wondered how to tell his wife of the loss.

The other night a gentleman dropped in at the station to see him. He came bearing a package. The pen was returned to Ted Webb "With The Compliments of the Department of Sewers of New York."



MARK SMITH

DRAMATIC COMEDIAN

One of Radio's Busy Stars

During the past year he has appeared on both networks continuously with
the following programs:

RED TRAIL — ENO CRIME CLUES — WITCHES TALE — DR. ROCKWELL
COFFEE AND DOUGHNUTS — LIFE SAVERS
and many others

OPEN FOR FALL ENGAGEMENTS

Address: WHO'S WHO IN RADIO

Business Phone: IRousides 6-8699



BERT PARKS, youngest CBS Announcer. Born in Atlanta, Ga., in 1913 and educated at Emory University. On the staff of WGST in Atlanta in 1933 and joined CBS after winning an audition.



WILLIAM BRENTON, CBS Announcer. Born in Hartford, Conn. Educated at Exeter and Princeton, receiving A. B. degrees. Appeared on the legitimate stage before entering radio. Joined CBS in 1931.



LARRY HARDING of Columbia, was born in Waukeaska, Wis., in 1905 and made his air debut over WMAL in Washington, D. C., in 1930 and came to CBS shortly after.



HAL MOORE of CBS, hails from Mt. Vernon, N. Y., where he was born in 1909. Educated in High School in Evansville, Ind., and later in Orlando, Fla. Made his air debut in Denver as a soloist.

PAUL GREGORY, WMCA, was recently given a surprise party in honor of his birthday by the members of the announcing staff of the station. The party, which from all reports was a great success, was held at the Russian Kretchma Restaurant.

— o —

ARTHUR HALE, WOR announcer and production man, is swearing off working on sound effects. A revolver he was using for "Adventures of Jack and Fritz" kicked back during a rehearsal a few days ago, and he now is nursing a slight infection from the resultant abrasion on his hand.

— o —

A. L. ALEXANDER returned to WMCA (Monday, February 25) as chief announcer. Mr. Alexander, better known to his friends as "Alex", has been associated with radio for the past ten years.

After graduating from the Cincinnati Theological Seminary, he devoted two years to social service work, but gave it up to take a job on the staff of the Boston Post. In 1925 he joined the announcing staff of WPCH and a year later left to accept a position on the staff of WMCA at that time located in the Hotel McAlpin. In January, 1929, he was appointed WMCA's chief announcer.

"Alex" has been prominently identified with the broadcast of "Tom Noonan's Chinatown Mission" program, and has introduced hundreds of the nation's outstanding personalities to the radio audience. In 1931 he was the winner of the Daily Mirror award as radio's most popular announcer.

— o —

KELVIN KEECH, popular NBC announcer. His full name is most alliterative on the air . . . Kelvin Kirkwood Keech . . . Never uses middle part . . . Gets in his way . . . Known as "Kel" to studio associates . . . Raymond Knight calls him "Kooch" . . . Slender and dapper . . . Has brown eyes and gray hair . . . Wears a tuxedo better than most announcers but is not the fashion plate type of person . . . Born in Hawaii, near romantic Waikiki Beach . . . Father, well-known English engineer . . . Wanted to be great swimmer like Hawaiian champions, but father sent him to college to learn chemical engineering . . . Graduated from Franklin and Marshall College in Lancaster, Pa. . . Chi Phi . . . Good engineer . . . Liked profession, but liked music better . . . Toured country as entertainer, singing and playing ukulele . . . Did radio work in U. S. Signal Corps during War and saw action on the Somme . . . Liked Paris and stayed in France after the Armistice . . . Organized jazz band and played in France, Monaco, England, Greece and Turkey. Went on British Broadcasting Corporation net work . . . Became so popular as entertainer that Prince of Wales sent for him as instructor of ukulele . . . In Constantinople, ran head on into romance . . . Met young Russian refugee and married her . . . Came to United States in 1928 . . . Got Audition with NBC . . . Had bad case of "mike" fright . . . Was turned down . . . Tried again, and made the grade . . . Gets lots of fan mail . . . Nevertheless, he's extremely modest . . . Men think he's a regular guy . . . He likes hunting and fishing . . . Takes long drives in the country when he can find time . . . Plays golf and tennis . . . Has grand sense of humor.

ARTHUR HALE, of WOR, can be found almost any morning riding a bicycle up and down the Central Park roadways. If a report that has come in to us is true he has a tendency to catch hold of the tails of the horses who gallop back and forth, thus relieving himself of the arduous duty of pedaling.

— o —

RAY WINTERS recently joined the announcing staff of WOR after being program director and announcer for the last year at WOV, New York.

Winters, although a young announcer, has been in radio eight years. Starting in his home state of Virginia in 1927 as an announcer at WTAR, Norfolk, Winters came to New York. After working on local stations here he became an announcer at the National Broadcasting Company's New York stations, remaining there two years before going to WOV.

— o —

HARRY von ZELL doesn't know whether to feel proud or not about his new medal. The American Guernsey Cattle Club recently summoned Harry to the Hotel Commodore, where a luncheon was being held for Klondike Iceberg and Foremost Southern Girls, the bull and cow members of the Byrd expedition. Von Zell, who announced the CBS broadcasts to and from Little America, was presented with a medal "for distinguished service to the dairy industry." As it was handed to him, the two bovines set up a fearful bawling and kicked over a table loaded with hay cocktails.

— o —

CHARLES LYON, NBC announcer, born in Detroit, Michigan, March 1, 1903 . . . attended school there, at Ann Arbor, Michigan, and Cleveland and Hamilton, Ohio. . . . persuaded by parents to enroll at University of Michigan for pre-dental course but after one year was able to convince them that his future lay in acting roles, not extracting teeth . . . left school for Hollywood to break into movies playing straight juvenile leads in Cameo comedies . . . decided in favor of legitimate stage when movie script called for him to be dragged behind auto . . . had worked Great Lakes boats out of Detroit while in high school . . . needing funds with which to launch himself on a stage career, experienced no difficulty getting job on ship leaving Galveston, Texas . . . arrived in Bremen, Germany, just in time for longshoremen's strike, upshot of which for Lyon was jail in Rotterdam . . . missed ship and tried to return to United States as stowaway but was discovered and forced to peel potatoes and onions for passage . . . enough of the sea for Charlie, so he made his way to Cincinnati where he became Stuart Walker's assistant stage manager . . . followed seven months of vaudeville and New York where he played in "The Poor Nut" and "Down Stream" and then unemployment and a job as waiter in Child's . . . with stock company for five years next and when he stopped at WTAM in Cleveland to see friend was offered job as announcer by John F. Royal, now NBC vice president . . . came to Chicago NBC studios in April, 1931 . . . has since announced such events as arrival and takeoff of Post and Gatty on round-the-world flight, 1932 political conventions and many regular network shows . . . married former NBC hostess . . . hobbies are tennis and horseback riding . . . is five feet, nine and a half, weighs 142 and has blue eyes and brown hair.

DAN RUSSELL is something of an anomaly at NBC. He not only speaks some eight languages, but he came to the announcing staff from the Bell Laboratories, where he was in charge of psychological research.



HOWARD PETRIE was born in Beverly, Mass., in November 1906. He studied singing until he got a job as announcer for WBZA, NBC Boston outlet, in 1928.



CHARLES O'CONNOR was born in Cambridge, Mass., on June 10, 1910. First interests were athletics and dramatics. Joined radio in January 1931 —WBZ, NBC Boston station.



KELVIN KEECH, popular NBC announcer, was born in HAWAII. Graduated from Franklin and Marshall College in Lancaster, Pa., and joined the NBC staff in 1929.



Jac C. Arroll Says . . .

“**BARNACLE BILL**,” Roy Shelley, the Poet of the Uke, after four years, will in future be known to WMCA listeners as “Happy Bill”.

MISS MARCELLE WELLINGTON continues to be in demand for the leading night spots everywhere. It is rumored that she is a descendant of the “Duke of Wellington” easily explaining her class, and true to tradition, she’s winning her “Waterloo” towards stardom. Confidentially here’s one girl who does justice to a special arrangement. Who is her arranger?

McINTYRE & HEATH have, after so many odd years of partnership, gone over to the Radio field. They write their own material which has mounted up all these years and so are preparing a long series. Millions of listener-ins are awaiting their opening program, I am sure, for they know how to keep ‘em laughing. Attention, dialers!

EUGENE MARTIN, star of Horn and Hardart’s Sunday morning hour, knows what to do with a pop song. He’s a genius when it comes to second choruses and is, no doubt, the best of the kiddies. He has received more fan mail than any other child artist in radio. A part in a west-coast picture is awaiting Eugene, besides Commercial sponsors negotiating for his services. Looks like a busy season for this youngster.

GALE PAGE, popular radio songstress, joined Fibber, McGee and Molly as regular soloist when the comedy pair transferred the scene of their weekly broadcasts over an NBC-WJZ network to the NBC Chicago studios, May 14th last.

Launched from the NBC Radio City studios, the new Fibber McGee and Molly series, featuring Marian and Jim Jordan, veteran microphone performers, already has acquired a wide following. Ulderico Marcelli, who conducted the musical accompaniment while the pair were broadcasting from Radio City, will continue in the same capacity in Chicago.

EDITH SPENCER has been an outstanding character artist on many leading network programs for over six years.

She brought to radio a theatrical background of many years plus an assortment of dialects probably greater than any other woman artist in radio, which has placed her in almost constant demand.

The following programs in which she has starred will indicate the fine character ability she undoubtedly possesses: Tildy in the “Gumps”, WABC; “Death Valley Days,” WABC; “Little French Princess,” WABC; “Snow Village,” Socony Land over WABC, and dozens of other programs.

JACK WILLIAMS, production manager of several of the “Top” programs, is casting another commercial for the fall. Following that he goes back to Hollywood, having contracted for some picture work. Williams has an excellent voice—so my confidante tells me.

CARRCLL COONEY, millionaire lumberman, who waved a baton at an orchestra for a hobby, is seriously thinking of renewing old contacts. He has a Radio sponsor for this coming fall. He is popular and has proven to be quite an attraction for the Elite. Attention, Mayfairites!

ADELE CLARK, Radio’s newest child wonder, is the new talk of the town. She originates from Baltimore, broadcasting over station WFBR. She is destined for stardom and after hearing all child wonders you will readily agree with me. Tune in on Adele.

VINCENT SOREY is one of Radiolands busiest maestros, having commercials on several stations. I hear he even rehearses while driving around in his limousine. His “Melody Hour” (WINS) is the rave, deserving an “air-medal”.

MAX FISHER, original orchestra man of Coconut Grove, Los Angeles and Ziegfeld Roof, New York, is negotiating for a big Eastern movie studio as musical director. Meanwhile he is Radio Auditioning for a big “ciggy”. Good luck, Max, your personality and ability is needed over that “mike”.

HERNANDEZ BROTHERS now appear at the Hotel Weylin’s Summer Bar nightly. The boys were with the Columbia Broadcasting System for two years and featured Artists on numerous commercial programs. European bookers are giving the Hernandez Brothers the once over and an ocean trip is in view. May their trip be as pleasant on the ocean waves as on the air waves.

MISS JULIETTA BURNETT to me is the best prospect in years. She comes from Hollywood and pictures. Her voice is equal to her beauty and charm. Miss Burnett is a Soprano of exceptional talents. Listen in, advertisers!

DEL CAMPO has left for Hollywood where he first gained recognition over the air-waves. Del has just completed a run at the Hotel Roosevelt and now is slated to play the lead alongside some of our real great actresses. It won’t be long before we hear lots more regarding Del’s ability as a singer and lover.

AL JOCKERS, internationally known recording Artist and Society maestro, is rehearsing for a leading “soaper”. Due to illness Al for the past year had to forego other big programs but he’s as fit as a fiddle now, and that ole Jockers smile once again is prevalent. A great bet.

LILYAN DELL, vocalist at Brooklyn’s smartest Hotel, The Bossert, auditions this week. She has an extremely fine Contralto for the mike and eventually will accept one of Hollywood’s insistant offers for picture work. She’s one in a million. Hurry up, Television!



AEE McALISTER and JIMMY TANSEY
In "The O'Neills"

AEE McALISTER

The acting cast of "THE O'NEILLS," in many respects, reminds you of the O'Neill family. They stick together "All for one and one for all."

Fate seems to have played a prominent part in the O'Neill program. Miss West just happened to be visiting in Dallas, Texas, and accidentally met Miss McAlister and being a woman who takes snap judgment on almost everything, decided then and there that Aee was just who she wanted for "Peggy".

Miss McAlister, who had been appearing in amateur theatricals since early childhood, readily accepted the offer. Miss West came East but she had not forgotten the girl from Texas and when The O'Neills was ready for the air, she got in touch with Miss McAlister; her faith in her own ability never faltered. When things looked blackest, Aee smiled through and during her spare time she kept up her writing, having early in life dreamed of an authoress' career.

In 1928 Miss McAlister came East and went into the cast of "The O'Neills". Incidentally Aee is one who stuck with Miss West through all the early days when the success of the "O'Neills" was anything but assured. "Peggy" is 24 years of age, a curly headed blond with large hazel eyes, and when television—well, you'll have to wait. Pretty clever these "O'Neills".

JIMMY TANSEY

Ladies and gentlemen!—Introducing in this corner Jimmy Tansey—better known to you as "Danny O'Neill", of the O'Neill family. One of Radio's outstanding young actors. Born out where the West begins—in the wilds of Omaha. Jimmy's youthful desire was to become a cowboy or a policeman, but his mother had other ideas.

At the age of eight he was playing in a stock company—earning \$20.00 a week. Traveling around the country playing in dramatic, vaudeville, musical comedy and tent shows, Jimmy managed to attend twenty-three schools in fifteen states. "Jimmy" says, attend is hardly the word for it, "Tarried" is much better. In some instances he attended long enough for his teachers to learn his name. However, he managed to finish his "book larnin'" at Christian Brothers College in St. Joseph, Mo.

During his theatrical career—Jimmy says he has played everything from "Little Eva" to Hamlet. Finally he joined "The O'Neills" where we find him three times a week. "Jimmy," by the way, is the third member of the "Trinity" who has stuck to the O'Neills for almost four years. He is only 24 years of age and radio's pathway to more successes is an open one for him—still they do say that every time "Jimmy" sees a cowboy—Oh, well, after all it was only a "boyhood dream."

N.B.C. Hostesses in Radio City



ELSIE DAWSON



LEONI JOCHUM



ANNABELLE WEBB
(Center top row)



ADELE FORT
(Center)

KATHRYN LILLIS
(Center bottom row)

DOROTHY DALEY

MARY SHEFFIELD



NBC's charming and beautiful hostesses, who grace the many studio floors of Radio City, play an important part in each days broadcasting activities.

They are carefully chosen diplomats who are called upon for many duties and responsibilities, from directing, explaining and occasionally humoring out-of-town visitors to contacting important executives and artists at a moments notice.

Their desks are vital spots of activity on each studio floor and the smile that wins will greet you at any hour of the day or night should you find occasion to seek a service or just ask a question.

GEORGE VANDAL has joined WNEW's continuity department. He comes from KFWB, the Warner Brother's station in Hollywood.

— o —

PROFESSOR KNIGHT, or Raymond "Cuckoo" Knight to you, insists he is sane, has several regular co-workers—who should possible be called "co-cuckoos"—and a series of guest artists, all of whom the professor insists are mad. Among the regular inmates of the cuckoo's nest are Robert "Three Blind Maestro" Armbruster, the perennial club-woman, Mrs. Pennyfeather, Mary McCoy, the King's Guard Quartet and the Rhythm Girls.

But these, the genial Doctor Knight insists, are as sane as radio announcers compared to the guest artists. Sigmund Spaeth is due to turn the clock backwards on the next program May 13 and on Monday, the 20th, the cartoonist Rea Irvin will bring his Smythe family before the microphone in the flesh.

Though he finds himself continually circumvented by his crazed assemblage, Mr. Knight, the old music master, sincerely wants his listeners to appreciate the finer points of great music. For that reason he sings a song himself on each program, with footnotes on the meaning of the lyrics. Also, he has prevailed on Bob Armbruster to describe the functions and uses of famous musical instruments. Recently the maestro told the unique story of the tambourine which, Mr. Knight explains "is not to be confused with a small reddish orange, by the same name."

— o —

HARLAN EUGENE READ since making his debut on WOR as a news commentator two years ago has become the favorite commentator of thousands of thinking men and women who listen nightly to his discourse on the news of the day.

Read, a pleasant, grey haired newspaper man of the old school, takes from eight to nine hours a day to digest, write and edit his material, all of which he does himself. While on the air he assumes the mental attitude that he is talking to a personal friend, gestures emphatically with his left hand as if to drive home a particularly interesting point, while holding his script in his right. His closing line for each night's broadcast "What do you think?" has become a standard household phrase wherever Read is heard.

Born in Jacksonville, Illinois, Read worked his way through Whipple Academy and Illinois College, doing post-graduate work in English at Oxford University. Upon his return from England he went into newspaper and magazine work and has written about six hundred syndicated articles for magazines and newspapers. His crime novel "Thurman Lucus" made a great stir at the time of its publication. Read's first radio work was done over a station he owned in Peoria, Illinois, when he gave daily lessons in five subjects. He took up radio professionally in 1931 as a commentator over Station KMOX, St. Louis, coming to WOR in 1933.

Read's broadcasts are notable for variety of subject and treatment, and the wealth of interesting and historical background.



KATE McCOMB

Starred in Radio in the following programs:

AUNT HATTIE in
Socony Land—"Snow Village" sketches
Ma O'Neill in "The O'Neills"
Mrs. Gibson in "The Gibson Family"

Address—Collingwood Hotel

45 West 35th Street

Telephone: WIsconsin 7-2500

INTERESTING



LITA GREY CHAPLIN, very beautiful and with a reputation for being extraordinarily kind and gracious. Recently Mrs. Chaplin terminated an engagement at the New Stork Club and spent two weeks on the Loew Circuit, playing Pittsburg and Washington. Her present plans include an audition for a new musical show and some broadcasting. Mrs. Chaplin sings popular songs of all types. She is looking forward to the arrival of her two boys in June, who are coming to spend the summer with her.

When asked about any attachment to outdoor sports, Mrs. Chaplin said that she played golf occasionally but not very well.

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ZORA LAYMAN, a very attractive, very versatile young lady who aspired to a career as a violinist, but switched to singing, with the result that for two years now she has made frequent appearances on NBC network programs, including three great appearances on Rudy Vallee's hour. At present she appears regularly on the "Roxy and his Gang" program on Saturday night at eight over WABC, and is scheduled to do several movie shorts for Fox. She also sings on WJZ's "Heart Throbs of the Hills" program on Sunday night at six.

Miss Layman, who in private life is Mrs. Frank Luther, was born on a ranch in Kansas and rode a mustang at the age of three. She is looking forward to singing at the Madison Square Garden rodeo, in a ten-gallon hat, of course, complete with high boots, silk-shirtwaist and chaps. She reached her present enviable position in radio circles via a church choir and the Chautauqua Circuit. Arias, concert selections, ballads, hill billies and popular songs are all included in her repertoire. At present she is studying voice with Martha Attwood. Her daily canter, golf, driving a fast automobile and flying are her chief diversions. She attends personally to all fan mail. A very busy person indeed.

INTERVIEWS

CARMEN DEE BARNES, who at the age of fifteen found the Book of Life more exciting than the stuffy texts prescribed at school, and set down the details so gleaned with such scientific and unblushing accuracy in a novel called "School Girl" as to earn her expulsion from said school and launch her immediately on a career as the writer of best sellers. The latest novel from her pen, "Young Woman", is now running serially in the Saturday magazine of a metropolitan daily. "School Girl" was turned into a drama, and Miss Barnes went to Hollywood, to add starring in pictures to her already numerous laurels.

Miss Barnes evinces a keen desire to reach the front ranks of her profession, artistically as well as financially. She is now but twenty-two years of age, looking, in her a flowing pegoir of canary-colored taffeta, very frail, very blonde, and somewhat like a princess stepped out of a fairy tale. Only the glowing intensity of her eyes reveals that indomitable spirit that has kept her at the monumental task of composing novels when most girls in her circumstances were devoting their leisure to enjoying themselves.

And how does it feel to be the mother of such a prodigy? Miss Barnes' mother says . . . But then.

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FRANK LUTHER, who wrote "Barnacle Bill the Sailor", was born on a Kansas cattle ranch. He is the tenor of the "Men-about Town Trio" on the National Biscuit Company's "Let's Dance" hour on Saturday night at ten-thirty, and is featured on the Dr. Lyon's program on Sunday night at nine o'clock, NBC network. Mr. Luther is the owner of one of the largest libraries of music and is an authority on American music.

Mr. Luther considers that the "Your Lover" program on WEAJ late last fall marked a new milestone in radio broadcasting because of certain technical advancements made in it by him. Before singing on the radio Mr. Luther sang for three years at revival meetings in the West, and was a minister for one year. He is a very busy, hard-working young man, who keeps in trim by attending a gymnasium every day for one hour.





LANNY ROSS, star Captain Henry's Maxwell House Showboat and his own Log Cabin hour over the NBC facilities . . . born, Seattle, Washington, January 19, 1906 . . . Six feet tall, gray eyes, light brown hair . . . 160 pounds . . . son of Douglass Ross, Shakespearean actor . . . Both parents are English . . . his mother was Pavlova's accompanist . . . Took his first stage bow in vaudeville at the age of 2 . . . played with Ben Greet's Shakespearean company at 4 . . . Came to New York and lived here until age of 6 . . . Sent to a Canadian convent Victoria, B. C., until age of 7 . . . On his way up lost his money and sang for his supper . . . age of 7 went back to Seattle became a member of the Canadian boy scouts, doing drill and bugle . . . was church soloist and sold Liberty bonds . . . came to New York, and though he did not like to sing, joined the choir of St. John's the Divine Cathedral and became head monitor of the boys . . . age of 14 went west for the summer . . . 15 entered Taft School at Watertown, Conn., as a scholarship student . . . liked to write, and edited the school paper, became captain of the track team . . . leader of the glee club . . . Won the Taft Intercollegiate contest (glee club) the last year . . . Entered Yale in 1924 and became a scholarship student, joined the Yale Glee Club . . . Won indoor National Track Championship for Yale . . . in 1927 ran on the Yale team against Oxford and Cambridge . . . received his L.L.B. from Columbia University 1931 . . . put himself through law school with his radio singing . . . Toured Europe with the Yale Glee Club in 1928 in preference to going to the Olympic games at Amsterdam . . . Made his radio debut at NBC studios in 1928 on Christmas morning . . . sang one song . . . Hobbies, golf, tennis, fishing, dislikes eating in restaurants . . . Ambition—to become an outstanding singer and do his work in the best possible way . . . spends as much time in the country as possible . . . likes to travel and has made thus far, five trips to Europe . . . is not particu-

larly social but much in demand . . . Has made two Paramount pictures to date . . . "Melody in Spring," "College Rhythm" . . . Although one of the most outstanding radio and screen stars today, Lanny Ross feels he is only a young artist with a whole career ahead, and he is studying diligently both singing and dramatics to hold the position which his fond public have so kindly thrust upon him.

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JACQUELINE LOGAN, late of the cast of "Merri-ly We Roll Along", prefers directing plays to acting in them. During a recent sojourn in England she directed a film for British International, enjoying the distinction of being the only woman director in England. She also wrote two scenarios for that company, besides appearing in their films and in a stage engagement at Wyndham's Theatre in London, in "Smoky Cell", a play from the pen of Edgard Wallace. At present Miss Logan is reading scripts for summer production, either at Mount Kisco or Pelham Manor, and contributing articles to the English periodical, *Britannia and Eve*.

One of her pet delights is entertaining in her spacious duplex apartment. The moment she saw it she felt that it simply cried out for people. Among her recent guests have been Pauline Stark, Mary Phillips, Humphrey Bogart, Ernst Lubitsch, Jessie Royce Landis, D. A. Doran, Walter Huston, Dorothy Mackaill, Ona Munson, Moss Hart, Mr. and Mrs. Martin Beck, Sam Behrman, Beebe Daniels and Ben Lyon.

Miss Logan was born in Texas, is tall, blonde, straight as a dart and walks with such a lithesome grace that her entry into a room, especially with her Great Dane puppy Cassanova (Happy for short) loping before her, is in the nature of an event. Her conversation reveals a keen appreciation of and deep sensitivity to matters artistic.



THE KASPER-GORDON STUDIOS, Boston. Starting during the bank holidays, each month the **KASPER-GORDON STUDIOS** have been the scenes of business increase against all obstacles. An idea has become a reality . . . a dream has been carried through to successful culmination. Today the **KASPER-GORDON STUDIOS** are known from Coast to Coast as one of the country's leading program producers.

Occupying the entire second floor at 140 Boylston Street, their headquarters contain the only private audition rooms in New England. Reputable advertising agencies use these audition studios for their clients daily, and **KASPER-GORDON** builds the programs for the agencies, for the clients.

KASPER-GORDON have modernly appointed offices and studios, with a private recording room for instantaneous discs. The equipment is up-to-date, and **KASPER-GORDON** take pride in doing the "best" work possible.

While **KASPER-GORDON, Inc.**, is in the business of producing radio programs for all types of advertisers, they do so as part of the advertising agency handling the account, working confidentially and supplementing the agencies' own organizations. In the private audition chamber are script files, station coverage maps, researches, market data, and all things necessary and available at a moment's notice to assist the agency in closing contracts.

KASPER-GORDON created "MINUT-DRAMAS", the dramatized commercial announcements used extensively for spot broadcasting campaigns, both in the United States and abroad. In addition, they represent the better transcription (syndicate) producers of the country, and many mid-western stations . . . for the New England territory.

Programs and merchandising plans are constructed by experienced advertising and radio men and women . . . and some of the leading writers in the radio field sell their wares through **KASPER-GORDON**.

Plans are under way now for an even greater expansion and coverage of advertising agencies, stations and advertisers . . . and affiliates of **KASPER-GORDON** are prepared to render comprehensive service to clients in their own regional locales.

Now on the press (as we go to print) is an interesting brochure outlining an unique merchandising and program building service to be made available by the newer and larger **KASPER-GORDON STUDIOS**. Advertising agency executives are invited to write for this 24 page book.

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JACK ROSS, six-footer of the Ranch Boys Trio heard with the Morin Sisters in the new NBC Sunset Dreams program, is quite a versatile fellow. A former cowboy of Oracle, Arizona, he has ridden in and managed rodeos, played in Tom Mix thrillers and written wild west stories for the pulp magazines. Six years ago he organized the Ranch Boys and since then he has concentrated on singing, although he did take time out to write and sell a story to a leading national magazine.



WALTER J. NEFF
SALES MANAGER — WOR

III

Walter J. Neff has the unique distinction of having began his radio experience nine years before the advent of broadcasting.

It was in 1910 that a group of Detroit youths constructed their own transmitter with "Wally" as the "chief engineer". He was the "lead" also in the gang's quartet.

The interest of his buddies waned as the years went on, but Mr. Neff's increased. Meanwhile, he had been taking singing lessons and putting them into practice in local churches.

Friends urged him to go to New York City for further training and it was while he was undergoing this instruction that radio broadcasting burst on the horizon. A short time later he was on the air as an artist. A job as announcer followed. Successively he became chief announcer, program director and finally director of the station.

Mr. Neff came to WOR as an announcer. In a few months he became chief announcer. Alfred J. McCosker, president of WOR, recognizing his capabilities, induced him to enter the commercial side of broadcasting and later he became head of the sales department.

Mr. Neff is WOR's contact between the great advertising agencies of New York and his is the job of working out the problems that arise in commercial programs. He is looked upon as the "adjutant" of the station and anyone who has served in the army knows the manifold duties of such an office.



MORIN SISTERS, hailing from Fowler, Ind., began their career as an instrumental trio. Paul Whiteman heard them over WLW and brought them to NBC in Chicago where they have been ever since.



HARVEY HAYS, Chicago NBC, dramatic artist came before the mike after twenty-five years before the footlights. He was born in Greencastle, Ind. Played the "Old Timer" in the famous "Empire Builder" program.



MORGAN L. EASTMAN, NBC, Chicago. Contented program orchestra leader and conductor of the Edison Symphony and a genuine air wave pioneer. Born in Marinette, Wis., and staged first radio broadcast from a Chicago station over KYW in 1921.



ROY SHIELD, genial Musical Director of the Central Division of NBC, came to radio from the movies where he scored in the Hal Roach Comedies. He was born in Waseca, Minn., in 1893.

BOBBY FELDMAN, WNEW Executive Vice-President, celebrated his wooden wedding anniversary recently by purchasing his lovely bride a log cabin.

MILTON DOUGLAS, baritone, has been signed by the WOR Artists Bureau as a sustaining artist. Although this marks his first appearance on the Metropolitan air-waves he has been heard on the West Coast over Station KFWB.

He has been appearing in New York as a master of ceremonies on the Starlight Roof of the Waldorf Astoria. Douglas has also been heard in various theatres and was featured in the musical plays of "Golden Dawn," "Good Boy" and George White's "Melody".

THE PICKARD FAMILY, that well-known hill-billy group heard regularly on WOR, recently enjoyed what they described as a distinct privilege. They were invited to give a personal performance for Mrs. Theodore Roosevelt, Sr., at her Oyster Bay home for her and her family, and the entire family was expected to be present with the exception of Alice Roosevelt Longworth. Mrs. Roosevelt, in inviting the Pickards to sing for her, explained that Ruth Pickard is her favorite radio singer.

WALTER WICKER believes in realism to the "nth" degree. To ensure authenticity on "Song of the City", which he writes and produces and in which he plays the part of Dr. Philip Wentworth, Walter has enlisted the services of his noted friend, Dr. G. Howard Gowen of the University of Illinois medical faculty. Dr. Gowen edits all medical terminology and supervises hospital sound effects used in the program.

MORIN SISTERS, hailing from Fowler, Ind., began their career as an instrumental trio, but soon learned that singing was in greater demand. Paul Whiteman heard them at WLW and suggested they come to NBC. They've been on the networks ever since.

LONESOME PINE SINGER, Dwight Butcher, has started a new broadcast series over Station WNEW.

Cowboy Butcher has recently concluded a successful twice-daily-radio-engagement at Station WGBI in Scranton, Pa. This lad from Oakdale, Tennessee, sings songs of his own composition to his own guitar accompaniment.

AL SHAYNE, heard over WOR on the "Sally's Movieland Revue," whose dog "Prince" was killed several days ago is replacing the animal with a sealyham pup. This time he intends keeping the dog on a leash so that a second tragedy won't occur.

ED EAST, Skillet-Sister of Ralph Dumke, in his vaudeville days once reached a small town where he was to play a short stand. He went to the theatre, selected a suitable dressing room and carefully unpacked his trunk. Then he went into the pit and directed the orchestra through an entire rehearsal. When it was over and another conductor arrived with a rather flabbergasted expression on his face, Ed discovered he was in the wrong theatre.

DOROTHY PAGE, NBC contralto . . . "the most beautiful girl in radio" . . . recently selected in a nation-wide poll of newspaper and magazine radio editors . . . has been winning beauty contests ever since childhood days in Northampton, Pa. . . . born on March 4, 1910 . . . attended elementary and high schools in Northampton, Cedar Crest College in Allentown, Penn Hall School in Chambersburg . . . studied voice until financial reverses hit her family . . . took secretarial job with Curtis Publishing Company in Philadelphia . . . was chosen by Neysa McMein in employees' contest as most beautiful girl . . . posed for front covers of Ladies Home Journal and Saturday Evening Post . . . was also model for posters used in tuberculosis and anti-narcotic drives . . . in 1932 won Paul Whiteman audition in Buffalo . . . was immediately signed by Seymour Simons as featured soloist . . . toured with this dance band for two years, making daily personal and radio appearances . . . came to Chicago NBC in 1934 . . . is extremely active in outdoor sports . . . loves swimming and tennis . . . once saved a child from drowning . . . has northside Chicago apartment . . . is fond of cooking . . . complexion light, with titian hair . . . five feet, six inches tall . . . weighs 120 pounds . . . likes simple clothes for any occasion . . . since coming to NBC has starred on Jan Garber's Supper Club and Headin' South programs . . . besides her own sustaining shows . . . prefers to sing heart ballads.

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ART VAN HARVEY was shunted into a radio career by a decline in trade paper advertising . . . now as Vic of tremendously popular Vic and Sade sketch on NBC networks is one of nation's leading mike artists . . . born Arthur H. Van Berschoot on August 23, 1883, in Chicago . . . suppressed childhood ambition for stage when mother told him "an actor is an emissary of the devil" . . . but took part in all school plays from kindergarten to eighth grade . . . at fourteen went to work as office boy at Chicago Board of Trade . . . fired for sneaking away to theatres . . . after many jobs turned his gift of mimicry on vaudeville audiences for several years . . . set out to sell farm advertising in 1917 when such papers were in heyday and he succeeded . . . turned to radio after prosperity started around the corner in livestock business . . . scored instant hit with his natural imitations . . . chosen to play part of Victor Rodney Gook when Vic and Sade came to NBC air lanes . . . his characterization of drawling, dry-humored accountant now brings fan mail by the thousand . . . Art has light complexion and gray hair . . . is five feet nine inches tall and weighs 165 pounds . . . is master of eight dialects . . . picked up Jewish in Chicago's Ghetto, Italian from his barber and brogue from Irish mother . . . credits Dutch father with talent for mimicry . . . female ancestors served as ladies in waiting to queens of Denmark . . . but Art insists on being as plain as famous air character he portrays . . . spends most of spare time at lodges telling stories . . . is crazy over animals and smoked sturgeon . . . is married to girl with whom he eloped after meeting her on blind date . . . and would rather be America's leading comedian than President.



VAUGHN de LEATH
Contralto
"The Original Radio Girl"

Her rich contralto voice was the first ever to be heard by radio, when, in 1920, Dr. Lee de Forest, brilliant pioneer of radio, chose her mellow contralto tones as best suited for his early experiments in broadcasting.

Since then Vaughn de Leath has never been off the air and is known and loved from coast-to-coast by millions of her invisible following.

She may be heard three times weekly at 3:20 P. M., E. D. S. T., Mondays, Wednesdays and Fridays over an NBC-WJZ network.



Now Considering Fall Engagements



ADDRESS

VAUGHN de LEATH
Beaux-Arts Apartments
307 EAST 44th STREET
NEW YORK CITY

Telephone—Murray Hill 4-4800



AMOS 'n' ANDY — (Freeman F. Gosden) and (Charles J. Correll) the ace of aces over NBC and still going strong.

Photo by Maillard-Kesslere



"THE O'NEILLS"—Ma O'Neill entertains her neighbors, Mrs. Bailey and Mr. Levy, during a chapter in "The O'Neills", dramatized over the WABC-Columbia network. Kate McComb plays Ma O'Neill; Jane West, who writes the sketches, is Mrs. Bailey, and Jack Rubin fills the role of Mr. Levy.



EDWARD DUNN, sports announcer and feature humorous entertainer over WFAA, Dallas Texas.

ROY SHIELD, genial musical director of the central division of NBC, came to radio from the movies, where he scored Hal Roach Comedies . . . wrote the "goofs" for them . . . a "goof" is the bizarre accompaniment to the slaps, bangs, falls and other antics that go with a movie comedy . . . since coming to NBC Roy has been called back to Hollywood several times for same sort of work . . . scored "Fra Diablo", the comic opera starring Dennis King and Laurel and Hardy . . . Shield was born in Waseca, Minn., in 1893 . . . played piano in the town dancing academy at age of ten . . . at fifteen he was concert pianist on Redpath-Vadder circuit . . . then attended University of Chicago and Columbia School of Music, where he won free scholarship . . . enlisted in army in 1918 and served as first-class band sergeant . . . from 1919 to 1922 was accompanist of Eva Gauthier, soprano . . . then joined Victor Talking Machine Company as conductor-arranger . . . eventually was placed in Hollywood, where he began to score movie comedies . . . joined NBC's San Francisco division as musical director in June, 1931, coming to Chicago as central division director that September . . . though only five feet, eight inches tall and weighing 182 pounds, he insists he isn't fat . . . has brown hair and blue eyes . . . favorite diversion is golf . . . and he shoots in the 80's.

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JOAN BLAINE, NBC actress and narrator, is a great, great granddaughter of the American statesman, James G. Blaine . . . born in Ft. Dodge, Iowa, Joan attended high school there, winning enough prizes to put her through five years of college work—with the aid of a scholarship, which she also won . . . still has silver cup she won for debating . . . was member of swimming team, too . . . entered Northwestern U. where she studied arts, speech, music and law . . . did post-graduate work at Columbia U. . . . first professional acting was with Chicago Theatre Guild . . . did three years of concert work from coast to coast, singing, playing harp and doing character sketches . . . played stock in Philadelphia . . . leads in New York productions of "Tenth Avenue" and "Suicide Club" . . . other stage plays: "Spitfire," "And So to Bed," "Winter's Tale," "Hot Water," "Mystery Square" . . . appeared in Fox talkie "The Knife" with Lionel Atwill and Violet Heming . . . was doing recitals in Boston when Prof. Seavey of Harvard heard her and asked station at Medford Hillside to put her on air . . . in first broadcast announcer made slip in announcing her and she became excited and stumbled over words . . . finished by saying "That was terrible. I hope nobody was listening" . . . she was still on air, but didn't know it . . . later came to NBC . . . now heard on Silken Strings, Princess Pat, Music Magic and The Story of Mary Marlin . . . Joan is five feet, six, weighs 115 pounds and has black hair . . . recreations are reading, walking, riding, swimming and sailing . . . favorite sport is mountain climbing . . . greatest extravagance is shoes . . . has written poetry, short stories, novelette (which were published) . . . favorite dish: anything with coconut!



Photo by Maillard-Kessler

Compliments of

ROGER WOLFE KAHN

660 Madison Avenue

New York City



REgent 4-0400—0401





SUGAR CANE, "Sweetheart of Song", and featured star of the Julius Grossman Shoe program each Sunday over WOR.



BETTY BORDEN, Los Angeles soloist and winner of Radio Stars Magazine contest and featured singer in the Lanny Ross Log Cabin transcription series.



WALTER TETLEY, NBC featured star with Eddie Cantor, Fred Allen, Jack Bernie, Bobby Benson and the Maxwell House Show Boat programs.

SUGAR CANE, a little girl from New Orleans, scored one of the biggest hits of the three-hour show which inaugurated the opening of WOR's 50,000 watt transmitter. The microphone was lowered to accommodate her height, then she started to sing like a veteran trouser, as if the microphone and "Sugar Cane" were old friends, yet radio broadcasting is fifteen years old, and she but 12.

Some of the veterans displayed more nervousness than she did. In her song she cleverly imitated Mae West, Greta Garbo, Katharine Hepburn and Zazu Pitts. The audience at Carnegie Hall applauded not only the realistic imitation of voices, but she seemed to take on the mannerisms of those depicted in her songs. Of course, the unseen audience missed the gestures and facial expressions injecting personality into the act, nevertheless, listeners reported "Sugar Cane" went over big.

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RITA LESTER, newest NBC contralto, born Glens Ferry, Idaho, February 26, 1910 . . . attended private schools and dramatic and music schools in Los Angeles, Salt Lake City and New York . . . first appearance as entertainer at age of four when she sang solo and kept repeating it at behest of audience until she had to be carried off stage . . . took part in many amateur productions until her first professional engagement at Grauman's Chinese theater in Hollywood where she was signed on day of her audition . . . was being featured in "Topsy and Eva" on Pacific coast with Duncan sisters when she made a hit with movie producer who offered her chance to try her luck in pictures . . . she chose instead the certainty of a trip to New York with the Duncans for appearances with them there . . . later was starred in Chicago theaters and in Public unit shows in both singing and dramatic parts . . . away from professional life since 1930 . . . swimming is her hobby . . . sun-bathing and yachting next . . . is on directorate of New York investment trust . . . does not smoke . . . likes travel and usually goes by plane . . . dislikes to talk about herself . . . brother is Vernon Rickard, master of ceremonies in Chicago hotel night spot and formerly seen in motion pictures . . . Rita is five feet, five, weighs 112, fair with black hair and blue eyes.

RAY PERKINS began life in Boston, started off on a career as a concert pianist, turned into a popular song writer and ended up as master-of-ceremonies on an amateur show broadcast. He directs the "National Amateur Night" series heard over the Columbia network each Sunday from 6:00 to 6:30 P.M., EST.

Ray was born in Boston on August 23, 1897, and attended Brooklyn Poly Preparatory School and Columbia University. The latter institution gave him an A.B. degree in 1917. He already had received his basic education as a concert pianist, but somehow he got all involved in college musical shows at Columbia.

His ambition to be a concert pianist disappeared for good in 1916, when he wrote the music and lyrics for Columbia's annual show. He also collaborated on the lyrics and music for the Columbia shows of 1915 and '17, but his singular success of '16 led him to composing popular songs. Among Perkins' fellow conspirators in his college days were Oscar Hammerstein II, Larry Hart, the lyricist, and Howard Dietz, the author.

While in the U. S. Army from 1917 to '19, stationed at Camp Upton, L. I., Perkins composed some of his first tunes to be featured in Broadway shows. For these he received only a "handful of nickels", but several songs of later years netted him as much as \$10,000 each in royalties. Ray was a captain in the army and now is a commissioned major in the reserve corps.

It was through the influence of Norman Anthony, magazine editor, that Perkins switched from song-writing to broadcasting. In 1925, when air-time was given gratis to entertainers, Anthony induced Perkins to broadcast a 15-minute program weekly over a New York station in the interest of a humorous magazine. Perkins received \$50 per week for his one-man show, in which he played the piano, sang and wise-cracked.

This went on for a year. But Perkins soon was signed by another sponsor and in the years since he has appeared on numerous broadcast series. His radio career, however, was temporarily interrupted in 1929 when he went to Hollywood to write music for Warner Brothers. He also took time out from broadcasting in 1927 to write the music for Shubert's Greenwich Village Follies.

ANNE SEYMOUR, leading lady of "Grand Hotel" . . . is first member of seven generation theatrical family to turn to radio . . . from latter half of eighteenth century many members of her family have been represented on legitimate stage . . . Anne tried the stage but prefers radio . . . born in New York, September 11, 1909 . . . lived there, excepting during theatrical engagements, until she came to Chicago . . . attended Cathedral School of St. Mary's, N. Y., and American Laboratory Theatre School . . . made first stage appearance with Helen Hayes in "To the Ladies" at age of twelve . . . after leaving school turned immediately to stage . . . played thirteen roles in Channing Pollock's "Mr. Moneybags" (1928) . . . appeared as "Maria" in Ethel Barrymore's production of "The School for Scandal" . . . became interested in Little Theatre work . . . organized stock company at Milbrook, N. Y. . . now returns to stage during summer months . . . had first radio audition at WLW . . . played variety of character parts there before coming to NBC Chicago as Grand Hotel leading lady . . . has recited Hamlet's "To be or not to be" in every broadcast during flashes from lobby of Grand Hotel . . . outside of intense interest in dramatics has time for athletics, reading and writing . . . has also developed palmistry as hobby . . . is unmarried . . . five feet, seven inches tall . . . weighs 135 . . . has brown hair and eyes.

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GUY LOMBARDO and his Royal Canadians troop into the NBC studios in Hollywood for their Wednesday night program for Plough, Inc. . . . Canadians are attired in crimson jackets . . . ready for their nightly dance job at the Cocoanut Grove of the Ambassador Hotel, to which they must rush immediately after their commercial.

At one side of the stage stands suave, well-groomed Ricardo Cortez, narrator for the Lombardo "Pleasure Island" series . . . Swaps gags with a technician . . . generally manages to put in the top line for every gag . . . John McIntyre, announcer, rehearses his script in another corner.

Guy Lombardo confers with his right hand man and brother, Carmen . . . without benefit of baton, snaps the orchestra into action . . . apparently a perfect organization . . . a crook of a finger, the lift of an eye-brow and every man knows what Guy means . . . no confusion, no hesitancy, just beautiful perfection.

Production man brings the Pleasure Island chorus of mixed voices into the picture for a last rehearsal with the Lombardos . . . the Harris Family step up to the mike with scripts to run over their commercials . . . emulate father, mother, son and daughter . . . and look the parts.

Stage curtains are parted to reveal an auditorium packed with avid Western fans . . . Although "Pleasure Island" is not heard in the West Los Angeles literally jam the NBC telephone lines with requests for tickets to watch the broadcast . . . studio is packed to the doors . . . few hushed seconds . . . Cortez facetiously sticks out his tongue at the producer in the control room . . . the red light flashes, and "Pleasure Island" is on the air.



SUGAR CANE

"Sweetheart of Song"

Featured Star of the

Julius Grossman Shoe Hour

Each Sunday over W. O. R.

Sugar Cane is acknowledged by critics to be the outstanding versatile child singer and mimic on the radio today. She has been featured on the National Broadcasting network and the WOR Mutual Chain since September, 1934, until the present time, commercially, for one of the largest shoe sponsors in the United States.

Sugar Cane is twelve years old and has been on the stage since the age of 4. She has just finished making a motion picture for Paramount Pictures, and at the present time, is busily engaged on another picture for Universal Pictures Corp. Her repertoire consists of over 200 songs, and there is no stage, screen, or radio celebrity that she cannot impersonate. The following are excerpts from write ups from different radio and theatrical critics.

III

NEW YORK DAILY NEWS

"SUGAR CANE," Herbert Steiner's find, WJZ, at 12:15 p.m. is the most talented child mimic since Mitzi Green.—
"ABE GREENBERG."

NEW YORK DAILY MIRROR

Recommended. "SUGAR CANE." She will go far.—
"NICK KENNY."

III

Under Management of

HERBERT STEINER

1776 BROADWAY

New York City, N. Y.



BERNARDINE FLYNN, noted actress from NBC Chicago studios, appeared once "In Liliom" while she was still at the University of Wisconsin. Zona Gale saw her and got her a Broadway job.



BILLY IDELSON was born in Forest Park, Ill., on August 17, 1920. He leaped into prominence in the radio world in the role of "Rush" in NBC's "Vic and Sade", from Chicago.



ANNE SEYMOUR, radio star from Chicago studio's NBC—was born in New York City, on September 11, 1909. She represents the seventh generation of stage folk in her family and made her radio debut in 1932.



EDWARD DAVIES, baritone, was born in Wales and brought to Colorado by his parents at an early age. There he was a miner, until he decided to study voice seriously. He is heard from the Chicago studios of NBC.

JANET van LOON'S "Sick A-Bed Children" program over NBC recently received a touching response and a fine testimonial from a 13-year-old girl who is blind. "My friend Evelyn is writing this letter for me," the young listener told Janet, "but the enclosed animals I made myself. You describe everything so well over the air I can make all the clowns and dogs and toy lions without seeing."

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VERNA OSBORNE, one of the Moonbeam girls of WOR and also featured with WOR's choir Invisible and Operatic Miniatures, won first place in the Atwater-Kent contests of 1929. She comes naturally by her musical talent; her ancestors on both sides have been musicians for several generations. As a child her voice was alto. Today it is a lyric coloratura of exceptionally high range.

Since her success in the Atwater-Kent contests she has sung with various symphony orchestras in the South and East as well as making numerous appearances on the concert stage. She has been with WOR five years.

Miss Osborne's chief interest is her music, but she has another ambition which she intends to fulfil shortly. Her brother is a pilot and she wants to be one too.

Early in her musical career she decided to take a try on the stage. She had never had any experience but she dropped in at the Shubert office one morning, asking for a part in "The Student Prince" which was going in rehearsal. It happened that they had been looking for a tall blonde to fill a speaking role and they fairly grabbed Verna when she came in. That was her first experience on the stage and it was not a singing role.

— o —

BORRAH MINEVITCH and his Harmonica Rascals have been a WOR feature for the past several years, returning to the station every year to add the gaiety of their intricate arrangements to the joys of the Spring and Summertime.

Minevitch long ago proved that the harmonica was not a toy but an expressive instrument. The thousands of people who have listened to the Rascals in vaudeville and radio can attest to this fact.

At the present time the band is composed of twelve boys, all with a comprehensive knowledge of music and all devoted to the harmonica as an instrument equal to the finest of Steinway pianos. Each year Minevitch adds several to this group, so that when he returns to WOR for his Tuesday night half-hours a note of speculation is always rife as to how many boys will be members of his aggregation this time. With this addition is also added new and complicated harmonicas that would phase any but a thoroughly trained "Rascal".

Minevitch, college trained, became interested in the harmonica as a youth and received his first chance to play a solo number with the orchestra of Dr. Hugo Riesenfeld at the Rivoli Theater. He then conceived the idea of developing a harmonica orchestra. Success with the venture was instantaneous. From that time on he has been a radio and vaudeville feature of the first water.



ANTHONY ROCCO—Steel Guitar Virtuoso

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COUNTESS OLGA ALBANI . . . Spanish beauty . . . soprano star of NBC networks . . . recently featured vocalist on Silken Strings programs . . . born in Barcelona, Spain, August 13, 1905 . . . At the age of five she was brought by her parents to New York and placed in the Convent of St. Joseph on Long Island . . . Later she attended Horace Mann school in New York . . . studied music under Maestro Gabriele Sibella, teacher of Bori and Aldi . . . only foreign study was in Milan . . . From her father, Miquel Hernandez, who has many musical compositions to his credit, and her mother, an accomplished pianist, she inherited her love of music . . . Against their wishes she asked for and secured a part in Sigmund Romberg's Broadway production of "New Moon" . . . it was her first venture before the footlights and she was given the starring role . . . "New Moon" was her only dramatic experience before coming to radio . . . she has made numerous records both for English and Spanish speaking countries . . . has been starred in several talkies . . . Her hobbies are her son, Guardo, walking, riding, swimming, fencing, cooking, reading and embroidering . . . Spanish, English, French and Italian roll smoothly from her tongue . . . she writes radio and talkie scripts . . . vivacious, charming, with dark brown eyes, an olive complexion and blue black hair . . . height, five feet six . . . weight, 123 pounds.

JOHN C. THOMAS, orchestra conductor, possesses a colorful background. Starting as a leading violinist with the Denver Philharmonic fourteen years ago he later entered the theatrical musical field by associating himself with Feist the music publishing house in New York.

He followed that with personal appearances as a soloist in Keith-Orpheum vaudeville circuit and finally became a member of the Paul Whiteman Orchestra and in New York as a member of the Ziegfeld Showboat Orchestra.

Directing his own band was the next step with engagements of considerable length at the Hotels Windsor, Gotham and others in the East.

His orchestra played at the Cocktail Hour at the McAlpin Hotel in New York, where he attracted considerable attention.

For the past few seasons the Thomas Orchestra, better known as the "Exotic Serenaders", has been in constant demand at leading society functions.

Mr. Thomas would like to be more closely associated with radio and would entertain a contract for his services by either an advertising agency or sponsor. He may be reached at CLarkson 2-1300.



ART JACOBSON, dramatic artist and star of Chicago NBC, has been featured in roles requiring the use of every well known dialect. He has to his credit appearances in over 1,000 NBC productions.



RUTH LYON, soprano heard on many NBC programs from the Chicago studios, was born in Bloomington, Ill., and made her first public appearance with Wayne King, singing Victor Herbert melodies.



MARIAN and JIM JORDAN, popular Chicago NBC team, entered radio on a dare in 1924 and after first program, signed for the first sponsored series in the midwest. They came to NBC in 1931.



EDGAR A. GUEST, America's "Poet laureate" to his legion of admirers but just plain "Eddie" to his intimate friends. Veteran radio weaver of homely philosophy in rhyme on NBC's "Welcome Valley" broadcast from Chicago.

LEO KAHN, of WNEW, just spent a small fortune on a chess set. He admits that he is a bug on the game.

— o —

JACOB TARSHISH, the WOR "Lamplighter", uses the Boston-Westchester trains coming down from Scarsdale each day in preference to the faster New York Central trains, because he finds he can write most of his daily philosophical talk on the way down—if the train is a slow one.

— o —

CHARLES WINNINGER, famous star of stage and screen, returned to the air on June 9th, to take the leading role in *The Gibson Family*. He is known as Uncle Charlie and takes over the role of guiding the cast on a tour of cities in his tent show.

Winninger covers familiar ground in his new role. His first experience in the entertainment world came in Winninger Brothers' Tent Show, a famous amusement organization which toured the West, Southwest, and Middle West years ago.

At the same time Winninger became Uncle Charlie on the program, which is heard each Sunday over an NBC-WEAF network, Conrad Thibault, noted NBC baritone, dropped the role of Jack Hamilton, which he had been singing, and became known on the program in his own name. Lois Bennett, soprano star, continues in her role as also Adele Ronson, who plays the part of Sally Gibson.

Jack and Loretta Clemens and the Songsmiths' quartet will continue to be heard on the full hour program, throughout the season. Theophilus, the colored servant, played by Ernest Whitman, will be joined by another comedy partner as the program progresses.

Don Voorhees' Ivory orchestra, which has been responsible for the presentation of dozens of original arrangements on the program, will, of course, continue to provide music for the *Gibson Family*.

— o —

BILLY DOOLY is unusual—in this respect, he is one of those rarely found artists that is perfectly satisfied with his own environments and who cherishes no false ambitions about startling New York Radio circles.

William Dooly, "Billy" to everybody in Boston loves New England and is devoted to his thousands of friends in and around Boston. Radio may not fully appreciate "Billy" but you need only see him work as Master of Ceremonies and band leader to realize that Hollywood will eventually get him as a most unique personality. In appearance he is not unlike that lovable comedian of the silent picture days—John Bunny—although his comedy ability probably surpasses Bunny's.

For the past ten years "Billy" has been recognized in Boston's orchestral circles as a master wit, always in demand at important functions as a Master of Ceremonies, broadcasting daily from the Blue Room of the Westminster Hotel over Station WHDH. He probably has the largest listening audience of any radio star working out of the Boston studios.

Last year he was requested to appear as a special feature artist at the Chicago World's Fair where he was christened the "Merry Maestro". He was selected as special entertainer to the Prince of Wales upon his last visit to Boston but he is still just "Billy" Dooly.

HAROLD WAYNE KING, the "Waltz King" . . . probably the busiest orchestra leader on the air, was born in Savannah, Ill., some 34 years ago . . . his father was a railroad man . . . Wayne's mother died when he was seven years old . . . as a boy he worked in a doctor's office, running errands and answering telephone for 75 cents a week . . . later the family moved to Oklahoma and then Texas . . . he worked as garage mechanic for a while, then in a bank in Iowa . . . father gave him a clarinet when Wayne was fifteen . . . he tooted his way through Valparaiso University with it . . . then he went to Chicago with about \$100 in his pockets . . . spent ninety-six of them before he landed a job as clerk in insurance company . . . later promoted to cashier . . . meanwhile had been learning to play saxophone in his YMCA room . . . when neighbors complained, he played into a pillow . . . after six months of practice he asked Al Short, then orchestra leader at Tivoli Theatre in Chicago and now member of NBC production staff, for a job . . . he got it . . . under Short and J. B. and Dell Lampe, King developed rapidly . . . owners of huge Aragon ballroom in Chicago asked him to form orchestra . . . began as "second" band, but soon featured one . . . his dreamy waltz music clicked from the start . . . first radio pickup in 1927 . . . Wayne credits radio with great deal of his popularity as ballroom maestro . . . King broadcast first Lady Esther Serenade Sept. 27, 1931 . . . now heard twice weekly over NBC . . . is composer of his theme song, "The Waltz You Saved for Me" and other numbers . . . owns his own plane, flies three times a week, plays golf and fishes . . . married the former Dorothy Janis of the movies and has young daughter . . . dislikes personal publicity . . . still takes music lessons . . . is superstitious about allowing pictures to be taken of orchestra . . . Wayne is five feet, nine and one-half inches tall, weighs 160 pounds, has blue eyes and brown hair.

— o —

HARVEY HAYS stepped before the microphone from the legitimate stage after 25 years before the footlights . . . became intrigued with its possibilities and stayed on the air waves . . . and now ranks with the top-notchers among NBC dramatic artists . . . born Greencastle, Indiana . . . spent most of his youth in India . . . learned to speak Hindustani like a native . . . first dramatic role was that of Mrs. Cassim in Ali Baba and the Forty Thieves presented by his college class in East India . . . spurred on to poetry recitations by winning Literary Society medal for rendition of "The Famine" from Longfellow's "Hiawatha" . . . followed family tradition and studied medicine . . . decided he was better fitted for stage . . . left Allahabad University, India, to return to United States . . . played stock in every state of union and most of Canadian provinces . . . broke into radio adaptation of "The Bells" . . . that was in 1928 . . . called to Chicago to play Old Timer on Empire Builder program . . . broadened his activity to many other programs . . . is considered authority on classic verse and has built large following with recitations . . . was too busy to develop hobby until friends showered him with gifts of potted plants . . . now his apartment looks like a conservatory.

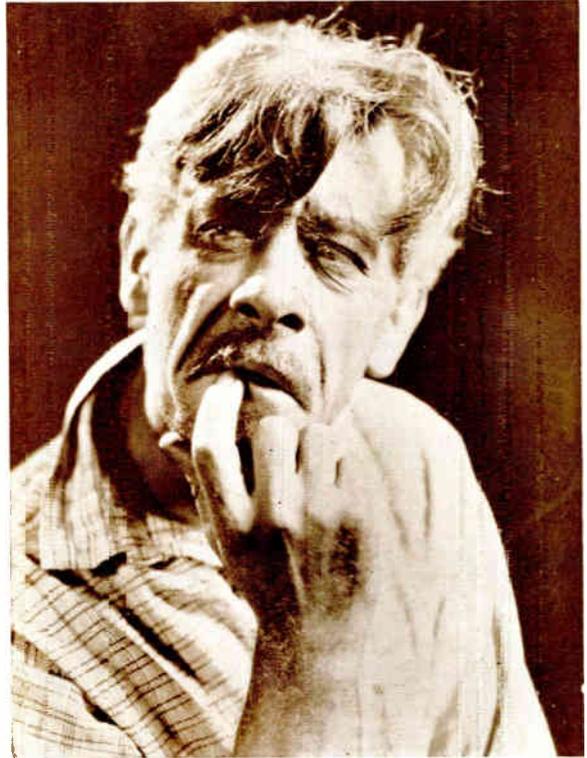


Photo by "Tower Magazine"

BRUNO WICK

(In a character make up)

Bruno Wick, one of Radio's outstanding character actors, has had a varied theatrical experience. For a number of years he played dramatic stock, became known nationally as "the Jap" in "THE SPIDER". Traveled over the country as a guest star playing this particular part and also staging the play itself.

Four years ago he entered the Radio field, playing in The Orange Lantern, Shadow, Eno Crime Club, etc., etc.

When Bruno Wick played the Meti Indian on the Red Trail program it marked the twenty-fifth different foreign dialect he was called upon to do on the air. Since then two more have been added to this record.

Wick is possibly best known for his portrayal of Lee Loo, the Chinese Cook, on the Tom Mix program, a part he has been playing for two seasons. The characters he is cast for are of great variety, such as: Henry Fowler in The Goldbergs, a mild, bewildered, highly-emotional man, accused of a crime he knew nothing about. Emperor Ming the Merciless, in Flash Gordon Adventures. A scheming and cold-blooded Mongol, and the above mentioned Lee Loo, lovable and loyal and always giving Tom Mix and his "Outfit" a laugh.

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EDDIE DUCHIN, talented young maestro-pianist and NBC star, is well known for his long series of broadcasts from the exclusive Central Park Casino in New York.



PEG LaCENTRA, glamorous blond of radio poses for a moment. Peg is the singing star of "Circus Nights in Silvertown" over NBC network.



FRANK PARKER, NBC tenor who makes it his business to bait Jack Benny, was born on the lower East Side of New York of Italian parentage.



GLADYS SWARTHOUT, who was born in the small Ozark mining town of Deepwater, Mo., went from opera to radio to pictures. She is soon to be seen in her first film, *Rose of the Rancho*.

GENE ARNOLD, NBC singer, narrator, interlocutor, composer . . . born in Newton, Jasper County, Ill. . . . both parents were school teachers . . . mother was singer and encouraged son . . . sang in church choirs and entertainments while in high school . . . at nineteen entered Chicago Musical College . . . won diamond medal in singing contest . . . went on stage at twenty-one and was stage director for Montgomery and Stone four years . . . during twelve years' stage experience had long runs with original casts of "The Red Mill," "The Merry Widow," "Algeria," and "Adele" . . . in 1928 had audition at Chicago, as singer, but became announcer . . . soon came to WENR and eventually to NBC . . . organized the Wiener Minstrels with Chuck and Ray as endmen . . . became Sinclair Greater Minstrels . . . Gene is now the only original member of the troupe . . . now makes occasional stage appearances with the Minstrels as interlocutor . . . receives thousands of letters from fans who contribute jokes for minstrel show . . . reads all letters and uses many of the jokes . . . has most unusual collection of gifts . . . has written two volumes of hymns . . . is popular as singer and narrator on programs which he writes himself . . . once wrote twenty hymns, verses and music, in thirty days . . . most popular song is "Little Church in the Valley" . . . hobbies are fishing and hunting . . . favorite hunting spot is Jasper County . . . sincerity is his outstanding characteristic . . . is five feet, eleven inches tall, weighs 175 . . . eyes grey, hair brown with grey.

— o —

IREENE WICKER is known to millions of NBC's juvenile listeners from coast to coast as the Kellogg Singing Lady . . . to everyone else she is Irene Wicker, charming brown-haired actress, singer, composer and writer . . . Irene buys her clothes in girls' departments of stores . . . because she stands only five feet, two inches, and weighs 102 pounds . . . born Irene Seaton on November 26, 1906, in Quincy, Illinois . . . added third "e" to first name so numerologists could promise her big future . . . discovered she wanted to be an actress at the same time she learned there was no Santa Claus . . . made first public appearance at church function at age of four . . . burst into tears in middle of sad passage and was carried from stage by minister . . . but clenched her fists and went back to finish piece . . . played first professional engagement with stock company in "Little Women" at twelve . . . now one of NBC's most versatile artists . . . has played as many as thirteen different roles in two days . . . impersonates scores of storybook characters in Singing Lady broadcasts . . . writes own continuity and counts output into millions of words . . . swims, rides horseback and paddles canoe for recreation . . . never cooks and seldom eats regular meals though she loves fried chicken . . . subsists almost entirely on apples, nuts, milk and milk chocolate . . . has received as many as 100,000 letters in one week from listeners and 1,000,000 in one year . . . ten proposals of marriage in one day . . . is happily married and mother of two children, Nancy, seven, and Walter, nine . . . met husband at University of Illinois on blind date . . . married the blind date between halves of a football game . . . name of bridegroom was Walter Wicker, now successful NBC script writer and actor.



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AL GOODMAN, who provides the orchestral background for "Rhythm at 8," starring Ethel Merman and broadcast over the Columbia network, is recognized as one of the ablest conductors and composers in America. He is known along Broadway and radio row as "The Toscanini of Jazz," and first-night theatre audiences invariably declare, "If Goodman's with the show, it's going to be a hit!" Goodman, like his friend, Al Jolson, was born in the southern part of Russia, the date being 1890. His father was a cantor, and from him young Alfred learned much of harmony, composition and singing. The Goodmans were miserably unhappy in Russia. But to leave was difficult. So Cantor Goodman disguised himself as a farmer, filled a wagon with farm produce, his wife, little Al, and his other children and the Goodmans were soon across the border. In America they settled in Baltimore. Al's education was completed in the Peabody Conservatory in Baltimore. Before he was 20, he married and abandoned further study. Al's professional career really began when, at the age of 17, he got a job playing the piano in a nickelodeon. For this he received \$25 a week and during the day he worked as a stenographer. Through his nickelodeon activities, Al started a vaudeville act with his brothers. That didn't pay very well, so he got work as a chorus boy in a Milton Aborn show. That engagement made a conductor out of him. During a rehearsal, Al became so impatient with the poor musicianship of the pit leader that he threatened to break a chair over his head. Aborn heard him and asked, "Well, can you direct any better?" Goodman made a success of the job.

MARIAN and JIM JORDAN, popular NBC team, believe in love at first sight . . . they know from experience . . . they met at choir practice in Peoria, Ill., when Jim was 17 years old and Marian 16 . . . they fell in love that day, but then United States entered World War and Jim went to France . . . sickness kept him back of the lines, but he made use of his time by entertaining other soldiers in hospital . . . upon his return from war they were married . . . now have two children, Kathryn and James, Jr. . . . Marian had studied voice, violin and piano before her marriage . . . Jim had studied voice . . . so they formed a concert company . . . later went on the vaudeville stage . . . Marian and Jim entered radio on a dare in 1924 when a friend visiting their home in Chicago, challenged them to obtain a microphone engagement . . . they accepted the dare, and after one program on a local station they were signed for one of the first sponsored series in the midwest . . . made debut over NBC networks in November, 1931, and have been heard frequently since then . . . talents range from song and patter to human interest roles, but probably are known best for their comedy . . . both were born in Peoria . . . Marian is five feet, four inches tall, weighs 128 pounds and has blue eyes and blond hair . . . Jim is five feet, six, weighs 175, has grey eyes and dark hair . . . before he took up public career he worked as a machinist . . . hobby even now is putting around workshop at home, making nothing in particular . . . both Marian and Jim are mystery story fans . . . favorite sports are swimming, tennis, golf and ping pong.



FLORENCE HILLIARD is a grand niece of the famous actor Robert Hilliard. Miss Hilliard is a dramatist of exceptional promise and a graduate of the American Academy of Dramatic Arts.



BLANCHE SWEET, stage and screen star who has been appearing with Leslie Howard in "The Petrified Forest". Her programs over WABC-Columbia network, reveal the beauty secrets of theatrical stars.



SAM TAYLOR, WMCA's screen commentator, whose program "Screen Revue" has been sponsored by the same firm for the last two years. Started in radio four years ago as a baritone.



HELENE DUMAS, attractive stage and radio actress of CBS was born right in Brooklyn, N. Y. Has taken part in the "True Story Court of Human Relations". She is a versatile blonde character star who has appeared in many shows and bears a striking resemblance to Greta Garbo.

JANICE JARRETT, the youthful motion picture star who made her radio debut as a dramatic actress in an original sketch by Sigmund Romberg during the composer-conductor's Swift Hour broadcast over an NBC-WEAF network on March 2, thereby won another featured role in another Romberg sketch which was given on March 9th.

Several Romberg tunes, including "Funny Little Sailor Men" from "New Moon," "Sweethearts" from "Maytime" and a Rumba, also was heard in the broadcast.

— o —

GEORGE SHACKLEY'S life has always been bound up in music though his experience in business has run all the way from managing an importing factory for briar wood pipes to making voices for mama dolls. But, as he says, he has always fooled around with music and finally decided to make it his profession rather than his hobby. He was born in Quincy, Massachusetts, forty years ago, studied piano at the age of seven with Professor Daugherty of the New England Conservatory of Music, two years later made his first public appearance at a recitalist and became organist of the Hedding M. E. Church and Sunday School in Barre, Vermont, at the age of twelve. He fell in love with the church organist, immediately wanted to learn to play the organ and persuaded her to give him lessons in return for blowing the organ at rehearsals.

Then his family moved to Brooklyn and young George looked around for an organ to play. One day he persuaded the minister's daughter to steal the key of the church from her father's study. She unlocked the organ for him and he started to play. The minister heard the strains of music coming from the church, came in softly to see who was there, listened for an hour and offered George the job of church organ player. George was fifteen.

Then followed years of study with Huntington Wood, organist at Aeolian Hall. Once out of high school George went to work in a band; then came a few years of making voices for mama dolls. The World War found him running a bank for the Y. M. C. A. The importing business followed. He played in picture houses and did occasional radio work. He is one of radio's pioneers, for he was one of the original Fireside Boys.

He has been music director of WOR since June of 1928. Six years ago he organized the Moonbeam program and it is still one of his favorites. He's had fourteen different combinations of girls in it. The Moonbeam Girls sing almost entirely from manuscript, which are special arrangements of various songs made by Mr. Shackley especially for the hour.

His home is in Pelham. He said he once prophesied that some day he'll live in Pelham, own a Steinway and have some money in the bank. All but the last he says is true. He owns a farm in West Milford, New Jersey, where he pursues his pet hobby—raising flowers. Particularly orchids and phlox.

His friends call him the Barnum of the radio. When times are busy he makes out twenty programs a week. Twelve or thirteen a week is a vacation to him.

(Continued from page 50)

Before long, however, a theatrical manager named Lou Irwin heard her. A vaudeville tour followed. Her first big opportunity came when she was given a prominent role in the George Gershwin hit, "Girl Crazy," and set Broadway aflame with her singing of "I Got Rhythm" and "Sam and Delilah." Then came the "Scandals," George White having changed his mind about her vocal abilities, and Laurence Schwab's stage production of "Take a Chance," from which her "Eadie Was a Lady" number became an international hit.

— c —

VICTOR KOLAR, "the iron man of the summer music season" is the title aptly bestowed upon Victor Kolar, conductor of the Detroit Symphony Orchestra's daily concerts, including four hour-long broadcasts each week over the WABC-Columbia network from the Ford Symphony Gardens, at the Century of Progress Exposition, Chicago.

Seldom has a conductor ever attempted a concert season so intensive. Twelve weeks—twice a day—seven days each week—and each concert of two hours' duration—more than 28 hours of major symphonic works each week. Kolar conducted more than 450 musical works without a single repetition during the first month of the present summer series.

This musical Hercules is actually a man of five countries. He was born in Budapest, Hungary, but his father was a Slovakian and his mother a German. He was educated in Prague, a city which was then German, is now Czecho-Slovakian, but has always been populated predominantly by Bohemians. So today, Kolar—who has been in America since he was seventeen years old—speaks five languages fluently, English, German, Bohemian, Hungarian and Slovakian.

He arrived in New York in 1903 with two other struggling young students. One was Rudolph Friml, now a world-famous musical comedy composer, and the other was Ottakar Bartik, later director of the ballet at the Metropolitan Opera House.

As a youngster in Budapest, Kolar, son of a talented oboe player, first decided to take up biology or medicine, but his father advised music. The choice was wise. Sensitive, alert and diligent, Kolar became an able violinist while still a child. In fact he so impressed Jan Kubelik that this famous violinist paid all his expenses at the Royal Musical Academy. Later, at the Conservatory of Music in Prague, he studied under Anton Dvora. After being graduated from the Conservatory he sailed for America.

During his 31 years in America, Kolar has had just three jobs. He spent three years as assistant to Emil Paur, conductor of the Pittsburgh Symphony Orchestra; 13 years in a similar capacity with Walter Damrosch, conductor of the New York Symphony Orchestra; and 15 years with the Detroit Symphony Orchestra and its director, Ossip Gabrilowitsch. He married Lillian Holdren of Detroit and has a daughter, Katherine, 16 years old.

— o —

JAMES RICH has been appointed Director of WNEW's Musical Bureau.



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PEGGY MANN, a little lass of 18 years, who during the past four months has made a name for herself in radio. She is heard in her own program every Sunday over WMCA, accompanied by Carl Fenton's Orchestra.



HARRY HERSHFIELD, celebrated newspaperman and raconteur, who is heard five days a week over the American Broadcasting System—WMCA—in his entertaining program "One Man's Opinion".



CARL FENTON, Musical Director of WMCA, known from coast-to-coast for his splendid work on the Cremo Cigar hour with Bing Crosby.



JANE COWL, one of the outstanding stars of the American stage. Played the leading role in "Lilac Time" and "Smilin' Through" over the NBC network.

KAY THOMPSON'S father said that it was a disgrace for a woman to work, but she went to work anyway. Net result of the argument is that today Kay Thompson, blonde and only 24, is one of the best bets on the air. Kay is the featured blues vocalist on the "California Melodies" and other featured broadcasts over the WABC-Columbia network.

Born in St. Louis, Mo., November 9, 1909, Kay received her early education at primary and high schools in that city. Later she attended Washington University. Her excursions into the childhood theatrical realm of "backyard operas", piano recitals and dancing school events were applauded enthusiastically by her parents, but certainly not with the idea that Kay would take them seriously.

At college she majored and excelled in dramatics, hockey, swimming and tennis—everything, in fact, but academic study. While still in school, she made her radio debut over a small St. Louis station and received so much fan mail that she was signed to sing on the Annheuser-Busch program over KMOX, Columbia's unit there.

Her first really important air engagement was with Bing Crosby and Lennie Hayton's Orchestra last winter when Bing went to the Coast. Since then she has remained in California, except for a few quick trips east, and, in addition to her radio work has made several personal appearances in Los Angeles and St. Louis theatres.

While preparing to go on the air a short time ago, Miss Thompson received word from St. Louis that her mother was ill and not expected to live. The wire arrived just a few moments before her scheduled broadcast. She literally cried, rather than sang, her songs that night, and later was told by everybody who heard her that she was "sensational"! That, to date, has been her most harrowing radio experience.

— o —

HARRY HERSHFIELD, celebrated newspaperman and raconteur whose program "One Man's Opinion" has been a nightly feature on WMCA since January, discontinued his broadcasts on June 16, for the summer months.

He will return to the air shortly after the first of September and once again bring his ideas, serious and not so serious, to WMCA listeners.

— o —

CARL FENTON has been appointed by Donald Flamm as musical director of Station WMCA. Mr. Fenton comes to WMCA after many years of experience in radio, recordings and vaudeville.

Born and educated in New York City, Carl Fenton began to study the violin at the age of 7. When he was fourteen he started making personal appearances and several years later began his professional career playing in theatres. Three years later he formed his own orchestra and gained quite a reputation playing at proms and social functions. From 1920 to 1928 he was under the exclusive management of the Brunswick Recording Co. and has made records with such well-known stars as Scrapy Lambert, Dick Robertson, Alice Remsen, and Frank Luther.

After completing his agreement with Brunswick, Mr. Fenton took his orchestra to the coast and it was there that he became known from coast-to-coast for his splendid work on the Cremo Cigar hour with Bing Crosby.

PETE MACK'S well-known personality and comedian of the stage, after over thirty years of professional work, now invites personal appearances and his services at practically any kind of a social gathering where the spirit of fun may be permitted.

In **PETE MACK'S** work, good, wholesome, clean comedy is always uppermost and his speeches and presentations are at no time offensive to any gathering.

PETE MACK is famous throughout the country as a Comedy Golf Caddy, having presented this hilarious piece of out-door fun at hundreds of the most exclusive golf clubs throughout the United States.

As a Comedy Speech Maker, he has appeared at the New Waldorf-Astoria Hotel, at the Ritz Carlton, and several others, and at many most exclusive private gatherings—always without offending anyone.

At conventions, political gatherings or business meetings either in the afternoon or evening, **PETE MACK** presents a most hilarious Master of Ceremonies character, or Guest of Honor—in which role he develops personal quips and contacts with those present that affords a tremendous amount of amusement.

— o —

HELENE MacNEAL GUYTON is versatile in her accomplishments and talents. She is a monologist and dramatic reader, known in concert circles in and around Boston and has been heard on local radio stations in New England.

As a writer of verse and fiction she is still in the embryo stage but bids fair to have recognition in the literary field. She has composed music for her own verse. As a skit writer and radio artist she has an unusually technique flashed with humor and pathos that thrills her radio audience.

When a mere child she had opportunities to appear on the New York stage but heeded the voice of New England conservatism and wended her way through college halls and schools of law. She received her legal training at two of the best Law Schools in the country—Boston University and Yale School of Law at New Haven.

Her first long novel—"Merging Generations"—a story of family life in Boston is now in the hands of publishers and is expected to be on the book stalls in the Fall.

Miss Guyton may broadcast "parts of her novel" to her radio audience.

The three series of continuity skits, written by Miss Guyton to be broadcasted in the Fall and in which she will take one part are:

"Thrilling Moments in the Married Life of Dot and Don,"

"Patty Patou, the Human Philosopher,"

"Portia's Note Book," a series of dialogues of a legal nature interpolated (or interpolluted) by humorous legal anecdotes.

Musical prologues and epilogues will complete Miss Guyton's programmes.

Miss Guyton is a lover of the spoken stage and the great out-doors. She is adept at horse-back riding, golfing, swimming and tap dancing. She is open for engagements for the coming Fall, either as an artist or writer. Address care of "Who's Who in Radio".

Compliments of

BARRETT PINCUS, M.D.

Holland Hotel

351 West 42nd Street

New York City

PETE MACK

**Character Actor and Dialect
Comedian**

Thirty years associated with the theatre, both as actor, manager and producer. Twenty years manager and producer with B. F. Keith's Vaudeville Circuit. Four years in Radio. Has played all the leading theatres in the United States. Last two years associated with Charles Winninger producing radio programs. Played the part of Captain Henry in the Maxwell House Showboat at the Paramount Theatre in New York. Has had two actual years' experience on River Showboats.

Invites Fall Engagements

P. J. McNAMARA (Pete Mack)

**16 BOULEVARD, BEECHURST
LONG ISLAND NEW YORK**

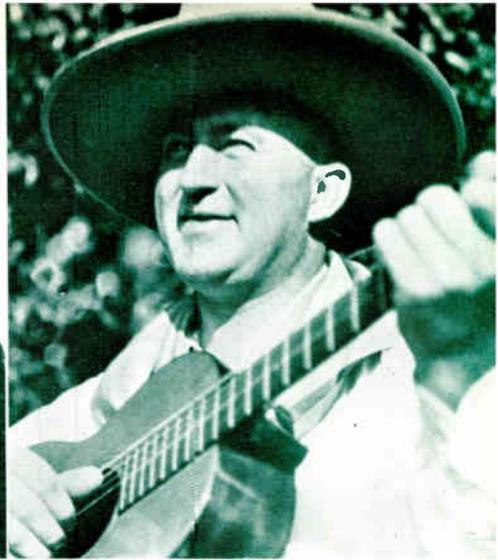
FLushing 9-9923



GEORGIE STOLL, popular orchestra leader over the Columbia network and heard on many programs including the Bing Crosby broadcast on Tuesday of each week.



EDITH SPENCER, character actress in current programs over both national networks, such as "The Gumps"; "The Little Princess"; "Death Valley Days"; "Snow Village", and others.



CHAS. MARSHALL, a Pacific coast entertainer of first quality who has been featured on many western commercials.

RED NICHOLS is one of the busiest of the NBC band leaders. During rehearsals Red directs the introduction of songs from the stage and then, while the band is still playing, dashes to the engineer's control room where he directs the remainder of the song.

GEORGE FRAME BROWN, although he has been on and off Broadway over a long period of years, has seen the inside of but two night clubs, and he doubts if he ever will see another. He doesn't think it's half as much fun as joining his neighbors in an old-fashioned, rousing square dance. He is the author of Real Folks and the current Tony and Gus series over NBC.

DON MARIO, Spanish tenor of the NBC penthouse Serenade, should know what's in a name. Mario thinks his present monicker has had much to do with his radio success. His full name is Jose Francisco Antonio Ildeberto Israel Alvarez Del Rio Loyola. He shortened that to Ildeberto Jose Alvarez, which later became Mario Alvarez and finally Don Mario.

BUD ABBEY, WMCA's Song Stylist, is a graduate chemist, but after following the trade for several years decided to turn to radio. He is heard over WMCA every weekday morning.

AL PEARCE is frankly a fanatic about fresh and original humor. His own gags are spontaneous and woe to the script-writer who tries to sell Al a stale joke! Just to make his viewpoint plainer, the NBC master of ceremonies has written it up in verse:

"The man worth while is the man who can smile
At gags he has heard before,
But the tragedy that's killing me—
Those guys don't exist any more!"

RUTH LIVINGSTON, soprano, heard on several of the "Matinee Melody" programs on WMCA, is a niece of Police Commissioner Valentine of New York City.

EVA MILLER, "The Folk Singer," heard every Thursday evening over WMCA, was married on June 9th to Joseph Greenfield, a public accountant.

HENRIETTE HARRISON, who conducts "Adventurous Careers of Women" on WNEW, is the radio director of the New York Y. W. C. A.

RITA LESTER, new contralto heard over NBC networks from Chicago, is a conversationalist in any one of four languages: French, Italian, German and English—not to mention pig-latin, at which she is unusually proficient.

LORETTA CLEMENS is being called "The Flower Girl". All her spring costumes have a flower touch—either flowers on her hat, flowers in her buttonhole or a flower-printed dress.

RAYMOND KNIGHT, NBC comedian, has sold his first short story. It is called "Diction Medal", and will appear in an early issue of a radio magazine.

WALTER O'KEEFE, rummaging among old sweet songs over a year ago, was immensely taken with that famous ballad of the dear dead days, "The Man on the Flying Trapeze". Life, to the daring young Walter, is mostly a matter of swinging along with the greatest of ease. And, much like he turned the old ballad into a best seller, so O'Keefe has turned his amazing career into top billing on the radio, screen and stage. Let's look at the record.

Right now this volatile young gentleman—the pride of Hartford, Conn., is busy marshalling the brilliant array of talent featured on the Camel Caravan program.

Walter was born in Hartford on August 18, 1900. His mother was Mary Mulcahy and his father was Michael O'Keefe, and Walter's parents, widely remembered in their native town, are responsible for much of Walter's good-natured wit and humor. Hartford, as a matter of fact, is often called "the birthplace of the O'Keefe's". As a youngster, Walter enjoyed a taste of English education at the Wimbledon School, near London, while visiting relatives. Returning to Hartford, he enrolled at St. Thomas Academy to study for the priesthood. In 1916, however, young O'Keefe, casting eager eyes westward, wrote an appealing letter to Notre Dame University expressing a fervent ambition to work his way through the famous school. Armed with an encouraging reply he bought a ticket for South Bend.

(Continued on page 121)



BILL BAAR

"Grandpa Burton" to you is Radio's "Man of Many Voices" over WEAJ (Basic Net Work), Monday, Wednesday and Friday of each week at 5:15 P.M., playing eighteen characters from childhood to old age—and that in itself is some one man's job.

Bill Baar, contrary to the ideas of his air public, is only a young fellow—one look at his picture is sufficient to convince you.

When "Bill" decided to take up theatricals seriously he made up his mind to find out what it was all about, so he joined the Hagenback & Wallace Circus, where there was one continuous round of action day and night. However, he gathered enough material from this experience to bring to the mike one of the most unique programs on the air.

After the circus came a year in stock and then into Radio in Chicago. In April of this year Mr. Baar started on N. B. C., where he is being heard three times weekly.

Bill is anticipating a Broadway production this Fall and while he does not say so—he has a Hollywood look in his eyes.

"Grandpa Burton"—18 characters from 8 to 80 that's—

BILL BAAR
239 East 51 Street
New York City, N. Y.
Phone: PLaza 3-6037



BILL BAAR
in character
as
Uncle Burton



WENDELL HALL, NBC's "Red Headed Music Maker" and master of the uke, boasts a long list of ace performances both on the legitimate stage and in radio.



IRENE WICKER, from NBC Chicago, is known as the "Singing Lady". She has an extremely busy life as author and actress on her own programs.



ART VAN HARVEY is famous as "Vic" of the tremendously popular "Vic and Sade" sketch over NBC networks from Chicago. Was born Arthur H. Van Berschoot and is a master of eight dialects.



BETTY WINKLER, NBC Chicago dramatic actress, whose fine performances in "Betty and Bob" attracted wide attention. She is booked for several big shows in the Fall.

RICHARD HIMBER . . . guiding genius of the Studebaker Champions on NBC . . . short, plump, blue-eyed, red-haired . . . a riot outside studios with practical jokes, puns, riddles . . . anxious, fretful at rehearsals . . . claps hands quickly to snap bandmen to attention . . . "Places, boys . . . places, boys" . . . runs fingers through loosely combed hair . . . removes jacket . . . opens vest . . . tugs nervously at shirt sleeves . . . spots an empty seat, asks, "Where's Ed?" . . . fusses around podium . . . nearly falls from it . . . snaps fingers in lieu of rapping baton on music stand . . . beats the time with his right hand, his fist lightly clenched . . . right arm sweeps up and down in semi-circular motion, as if beating a bass drum . . . left hand sometimes rests on hip, sometimes is extended to indicate "pianissimo" . . . his "psst! psst!" reminds bandmen that playing is still too loud . . . looks over shoulder into control room . . . rehearsal over, mops neck and face with colored handkerchief . . . goes to each player individually reminds him of next rehearsal time . . . "Seven thirty, Joe," . . . "Seven thirty, Bill" . . . "Seven thirty, Julius" . . . "Seven thirty, Al" . . . Sees a friend in the studio . . . rushes to him . . . smacks him playfully . . . asks him where the heck he's been hiding . . . asks him how he liked the rehearsal . . . asks him for a cigarette.

— o —

ELIZABETH P. GLENN, who prefers to be called Bettie, was born in the City of Brotherly Love, October 17, 1912. When she was old enough to walk, her parents started giving her dancing lessons and it wasn't long before she made an appearance at the Academy of Music in Philadelphia. At the age of six her family moved to Atlantic City and it was there that her older sister and herself became known as the "Peggy O'Neill Sisters".

Appeared for three years with Joe Dawson's Dancing Dolls on Steeplechase Pier and during the winter months played the local theatres. Business conditions made it necessary for the family to move once again and this time to New York, where, due to Bettie's age she was not permitted to appear on any New York stage. Family moved to Long Island and decided that she should attend school and forget about the professional life for awhile. In February, 1926, graduated from public school, the youngest of the graduating class and then enrolled in high school, much against her own will. Stayed two years and finally convinced her family that she wanted to go to work, and on the promise that she would attend business school at night, she was allowed to quit high school. Through some friends obtained a typist position in the press department of the National Broadcasting Company and, during her three years stay there, received many promotions.

Resigned her position in 1931 to do some freelance publicity work and finally gave that up to join the publicity department of Station WNEW. Stayed six months and left to join the newly formed publicity department of the American Broadcasting System, of which WMCA was the New York outlet. When the company went out of business in January, 1935, and WMCA was again under the control of Donald Flamm, offered her the position as publicity director, she accepted, and there she has been ever since.

(Continued from page 118)

After registering at Notre Dame, O'Keefe ambled about the streets until he saw a house he liked, rang the bell, and told the lady who came to the door that he would like to live there for a year. "I'll have to speak to Mr. Rockne when he returns," she replied. So, Walter lived in Knute Rockne's home during his first year at Notre Dame. In college, Walter's talent for amateur theatricals brough him immediate campus fame, despite the presence of such talent as Charles Butterworth, and Eddie East and Ralph Dumke, radio's "Sisters of the Skillet".

The World War interrupted O'Keefe's vivid college career for Walter entered the Marine Corps. Mustered out of the service without reaching France, O'Keefe's meteoric rise to fame in the entertainment world was soon in full swing. First he wrote a play for John Golden which was placed among the first ten in a nationwide contest. Then he sent a witty wire to Texas Guinan and immediately got a job entertaining her customers in New York and Florida. When the season was over he joined Ben Hecht and J. P. McEvoy in promoting *Key Largo*, the real estate darling of a millionaire "developer". The project lasted six weeks and O'Keefe reported that *Key Largo's* mosquitoes were black and blue from bumping into one another. Then came a rapid-fire interlude as a real estate salesman at \$25 a week and finally a three-year engagement at Barney Gallant's gathering place in Greenwich Village, New York City. Walter danced, sang, wrote his own songs, concocted his own skits, and portrayed dozens of his own character impersonations. In his spare time he wrote a musical show called "Just a Minute". He says you'll doubtless recall it if you were in New York the day it opened and closed.

Then Hollywood beckoned and Walter with Bobby Dolan, Barney's youthful orchestra leader, left for the West to write the music for Ina Claire's picture, "The Awful Truth", and half a dozen other film successes. Then back to New York where O'Keefe re-discovered that Victorian masterpiece, "The Man on the Flying Trapeze", made scores of best-selling records, and finally starred on Broadway for eight months in the "Third Little Show" with Beatrice Lillie and Ernest Truex.

— o —
JOEY NASH, youthful tenor who sings with Richard Himbers Studebaker Champions over the WABC-Columbia network says his chief ambition is "to be a fellow who never works." Yet Joey has been earning his living since he was sixteen years old when he started playing the saxophone with bands. And when asked if his professional duties absorb most of his interest, he answers "Yes."

Joey was born in Brooklyn, N. Y., 26 years ago. After he passed his final exams at New Utrecht High School, Vincent Lopez engaged him to play first saxophone. Later young Nash toured with Ben Bernie, Guy Lombardo, George Olsen and Rudy Vallee. When in New York he studied music at the Damrosch School. After a few years of his playing up and down the countryside, Richard Himer discovered that the youth could really sing and converted him into a vocal soloist.

Joey still enjoys the pastimes of his boyhood days. He would rather play baseball with the neighborhood lads than play golf although he can do that too. He likes to swim.



WALTER TETLEY

Eight years in RADIO — specializing in all dialects — Comedy or Dramatic.

Six Years to Sixteen.

Featured on network programs with such leading stars as Eddie Cantor, Fred Allen, Jack Bernie, The Maxwell House Show Boat and many others. Also, specially featured on the Bobby Benson Program.

Has appeared abroad in special broadcasts over the British Broadcasting System and has also appeared on the legitimate stage.

Address correspondence to:

WALTER TETLEY

5 Beverly Place
Edgewater, N. J.

Telephone: CLiffside 6-0448

ANNETTE HANSHAW was born in New York City, October 18, 1910, but is a descendant of an old West Virginian family. From her father she inherited her musical talent, and it was he who instilled in her at an early age a love for music. In fact, family history records that Annette could sing before she could speak and, at the precocious age of eighteen months, could carry the melodies and verses of twenty nursery jingles.

When she was three years old Annette achieved her first public recital, standing on a chair in the parlor. A lollypop was her reward for singing "The Man in the Moon", a little ditty which her mother thought was the best number in Annette's then-limited repertoire.

With the exception of a few winters spent in the sun of Florida, Annette attended public schools, convent schools and a boarding school, both in and near New York. In 1926, after one of the Florida sojourns, Annette returned to New York to attend the National Academy of Design, and engrossed in charcoals and pastels, for the time being she completely forgot her music.

After a year of art study, however, Annette's early training reasserted itself and she began to teach herself to play the piano. At the present time, with the ability to play her own piano accompaniments and make trick vocal arrangements, Annette is still unable to read music. She memorizes all her song arrangements, or else uses a self-devised system of hieroglyphics for particularly intricate numbers.

Before very long, Annette was rolling up a growing list of successful engagements at social functions in New York, Long Island and Connecticut. Her shy, charming manner and her delightful voice attracted more and more attention. In 1928, at one of these parties, a guest—in business circles, a representative of a large recording company—asked her to make a test recording. She consented, and to date, the total sale of Annette's recordings has reached the amazing sum of about 3,000,000 discs.

In musical circles, at last, Annette still couldn't lose the habit of turning down offers. After another trip to Florida, where she made her radio debut on a series of sponsored programs, she returned to New York and refused an offer from the late Florenz Zeigfeld to join one of his productions. Instead, when her parents moved to Mount Kisco, in Westchester, New York, Annette turned to a business career, opened a music shop, and became the jack-of-all-trades in "The Melody Shop". During this music shop era, Annette started the work that has come to mean radio stardom.

When Walter O'Keefe, M. C. of the Camel Caravan, introduces little Annette Hanshaw in her shy and charming songs, he might well add—"as written and sung ONLY by Miss Hanshaw". For Annette literally "draws" her numbers, jotted down in a system of hieroglyphics fathomed only by her. She does not read standard music. The reason is that Annette originally aspired to fame as a designer and painter and later laid aside her pencils and pastels to paint her name in the bright lights. Thereafter, she designed her own method of writing the musical scale, which even Toscanini couldn't read.

MARTIN BLOCK, of "The Comedy of Errors" program, on WNEW finds it difficult to make mistakes when he has to.

"**WEE WILLIE**" **ROBYN**, well known to radio listeners and now one of WOR's featured vocalists, sailed last June on the Berengaria for a six weeks' vacation in Europe during which he will visit his parents, whom he has not seen in twelve years, in Riga, Latvia. Robyn will return in July to resume broadcasting on WOR.

— o —

EDWARD NELL, JR., has swaggered through innumerable swash-buckling roles in light opera, ranging from the arrogant Francois Villon in "The Vagabond King" to the energetic Captain Van Orten of "The Silver Swan".

Nell's home town is Indianapolis, where his father was a leading voice instructor. Edward, Jr., was given voice training as a matter of course, along with oatmeal and arithmetic; but his first ambition, from the moment he discovered the magic of electrical devices was to become an engineer. Wherefore, after receiving his high school diploma, Nell went to Purdue and was graduated as a full-fledged mechanical engineer.

During the war the young Hoosier discovered an urge to become a pilot in the air service. He was under age and "wings" were difficult to win. The best that the youthful adventurer was able to acquire was an assignment to the Great Lakes Naval Station.

His fellow rookies soon discovered a rich baritone voice in their midst and Nell whiled away many tedious hours leading a chorus or rendering a solo with suitable gestures, sentiment and aplomb. Ironically, his appointment to the Navy air service arrived the same day as the Armistice.

With his naval service behind him, Nell was taken with the idea of a theatrical career and with laudable determination hastened to New York to continue the training begun by his father.

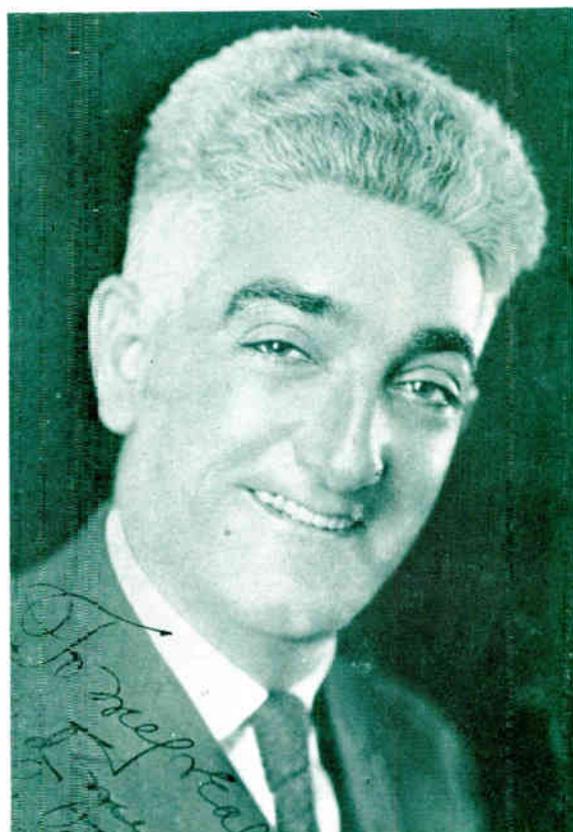
Friends of the family eagerly took Edward, Jr., in hand and plied him with introductions to producers. There were smiles, nods of approval and promises. After waiting approximately six months for some of them to materialize, Nell decided to steer his own ship and earnestly set out to find a job himself. Tall and good-looking, he ventured hopefully into the uninviting lairs of producers' offices. He wangled appointments out of Sphinx-like secretaries, took dismissals with his chin up, and finally with great triumph landed a job as one of eight chorus boys in "No, No, Nanette", understudying two of the leads as well. "But they were the healthiest pair I ever saw," he sadly recalls. "They were never sick, and I never got a chance to step into their boots."

His chance came later, however, while understudying Dennis King in "The Vagabond King". On Sunday nights, with considerable gusto, young Nell sang the leading role. When the company went on the road, Nell was permanently cast as the poetic rogue.

Travelling on and up the ladder, he sang leading roles in a variety of musical comedies. A few seasons ago he assumed the title role in the Shubert's revival of "The Student Prince," a part written originally for a tenor voice.

Several years ago, Nell made his radio debut on the CBS Primrose House Hour and later was heard over the WABC-Columbia network with the "Aborn Light Opera Company" and with the "Broadway Night Owls".

LEO REISMAN . . . taskmaster of dance band conductors . . . short, swart, solid . . . oblivious to studio audience as he bawls out orders before broadcast time . . . "get in there saxophone: push it," he barks . . . bends head and body agitatedly . . . stops abruptly to ask for quiet in the wings . . . taps long baton again . . . "once again," he says . . . "Quickly, please quick-lee" . . . holds baton between thumb and forefinger of right hand . . . waves it loosely, rapidly . . . signals by baton, body, head and whispers . . . shows teeth as he stabs air with baton . . . puts left forefinger to lips to indicate pianissimo . . . stands with one foot on podium, the other on podium step . . . beams over rumba selections . . . black, curly hair falls over his silver rimmed glasses during the more violent body movements . . . **SALLY SINGER**, blues singer on same program, offers contrasting study . . . sings effortlessly . . . body swaying rarely discernable . . . walks to and from microphone coolly . . . with assurance . . . invariably wears turban hat tilted sharply . . . poise plus . . . **JOHNNY**, call boy, stands on platform to reach microphone . . . makes his first "call" . . . steps down, advances a pace . . . makes his second "call" . . . takes another step forward to make third "call" . . . appears to enjoy it . . . watches drummer in off-moments and seems fascinated . . . broadcast over, handsmen and performers quickly disperse . . . except Leo . . . who whips out handkerchief from back pocket to mop his hair, his forehead, his collar . . . a hard night for the disciplinarian of dance orchestras.



JOE GOLDEN

Character Comedian
and
Dramatist

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14 Years' Experience in Vaudeville
and on the Legitimate Stage

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13 PERFECT DIALECTS

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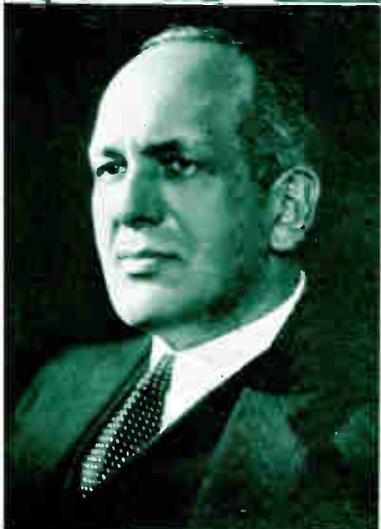
1587 Broadway, New York City

Phone—LONGacre 5-9541

— 0 —
THE COMMODORES QUARTET, heard on NBC programs, form a perfect blend not only vocally, but physically and personally. All four of them—Cyril Pitts, first tenor; Thomas Muir, second tenor; Herman Larson, baritone, and Reinhold Schmidt, bass, are six-footers, and in private life they're all quiet, industrious fellows who prefer to get in the public ear, rather than the public eye . . . they're descendants of four different nationalities . . . Pitts is English; Schmidt, German; Muir, Scotch, and Larson, Swedish . . . Pitts is the only one who isn't married . . . he is the son of an Indiana dairy farmer, graduated from Earlham College and taught six years before going into radio as a singer. Then he met Muir, son of a banker and a singer since childhood, who had recently returned from Italy, where he studied and sang three years . . . Muir and Pitts resolved to form a male quartet, for radio and stage, too . . . that's one reason they're all about the same height. In Philadelphia Muir met Schmidt, singing in opera . . . he had studied music since the age of six and had become a professional at sixteen . . . but for eleven years, 1918 to 1929, he left a professional music career for school teaching . . . Muir found Larson, fourth member of the quartet, in an agent's studio . . . his first job was feeding cattle on his father's farm near Galesburg, Ill. . . later attended Knox College Conservatory of Music . . . then studied under Klibansky in New York . . . Bob Childe, accompanist, began hitting piano keys at age of six . . . decided early in life to become musical arranger and pianist . . . attended Yale, Harvard and Cincinnati Conservatory of Music . . . Commodores first went on air in Detroit . . . clicked from the start.



BETTIE GLENN, charming and active Publicity Director for WMCA, who is known and liked by all of New York's radio artists and personalities.



GABRIEL HEATTER, WOR's news commentator, is one of the busiest commentators on the air waves. Where his interesting and forciful news delivery has won him millions of followers.
(Photo by Maillard-Kesslere)



SANDRA SWENSKA known as the "Continental Chanteuse", has sung for King Alphonse and King Gustave of Sweden. She is one of WOR's weekly features.



SID GARY, versatile baritone star of WOR's galaxy, enjoys a tremendous following of Eastern air wave fans.

VERA VAN, as a baby in Marion, Ohio, where her family has lived for generations, suffered from anemia, and several times the doctors despaired of her life. Finally, one doctor suggested that she be given dancing lessons for beneficial exercise. So Vera took to her toes.

Her health speedily improved. The Van family migrated to California in the hope that she might benefit from the climate. By this time, Vera had become a talented dancer, and when only seven years old she was earning a hundred dollars weekly as premiere danseuse of a child ballet. It was her early illness that resulted in her success on dancing feet.

But while she was tripping the light fantastic a "bad break" came along. She suffered a severe attack of influenza just as her mother was on the point of signing an attractive vaudeville contract on her behalf. A stroke of ill fortune it seemed, but with her recovery a more lucrative and desirable engagement in a musical show. Vera says her four months as ingenue with this company gave her the diversified experience that has helped her more than any other work.

Five years ago, Vera, who now is really a very healthy young lady, suffered another "bad break" when she was stricken with spinal trouble, resulting in her inability to move her left side for several weeks. This affliction was diagnosed by the doctors as an aftermath of too much toe dancing as a youngster. She was ordered off her feet for a long rest.

But, figuratively, Vera was still on her toes. Now accustomed to turning the bad breaks to her advantage, she speculated on how she might benefit from this siege. So she started singing—and by the time she was up and around, her friends had convinced her that voice was her forte.

It was to KFI, Los Angeles, that she took her songs and one hour later she was signed on the dotted line.

Her next radio work was with Station KMTR, also on the West Coast, where her singing was so well received that at the termination of her contract, KHJ, Columbia's outlet, hurriedly signed her up. All the while she was studying at school, taking voice culture from Josephine Dillon, and making personal appearances, including an engagement at George Olsen's Club in Culver City.

Then came her appearances on the California Melodies program which served as the network cradle for Bing Crosby, the Boswell Sisters and John P. Medbury. Now it seems that anyone carrying a diploma from the California Melodies school finds a rosy path to success ahead—more than likely in the East.

But Vera Van came near not making the trip to New York where she now is featured over Columbia. She was just about to sign a year's contract in Los Angeles with an orchestra, but her lawyer, who was to approve the terms, was called out of town. Vera, anxious to begin work, was disappointed. She thought it was another tough break. When he returned and five minutes before she was to close the contract, a telegram arrived from New York with the invitation to come East. So, figuring that Horace Greely's advice was for men only, she reversed matters. And here she is.

BEN BERNIE has four great prides in his life. One is his son Jason, who leaves private school in Connecticut this week to join his dad at Catalina Island. The other three are his favorite proteges, Jackie Heller, on NBC in Chicago; John King, now making a picture with Dorothy Page at Universal studios in Hollywood, and his former arranger, Eddie Oliver, now conducting his own band at the Hotel Roosevelt, Hollywood.

— o —

BILLY IDELSON, NBC juvenile dramatic star . . . known as Rush in daily sketch, Vic and Sade, on NBC networks . . . is a "natural" for the part . . . born in Forest Park, Ill., where he still lives with his parents, August 21, 1920 . . . in 1931 heard Chicago radio station wanted boy for role of Skeezix . . . won audition over 100 other boys . . . stayed on in different roles . . . came to NBC in 1932 . . . takes occasional parts in other shows but has played Rush since 1932 . . . is extremely natural and boyish . . . surprisingly calm at microphone . . . attends Saturday matinees regularly . . . fondest dream is to be a movie actor . . . is now taking vocal lessons towards that end . . . despite his radio schedule, Billy makes excellent grades at Proviso High School . . . Billy reads newspaper comic strips religiously . . . also indulges in mystery and Western stories . . . keeps two dogs all the time . . . can play ukulele and harmonica . . . enjoys making banana custard and brownies . . . at present Billy is sixty inches tall . . . weighs 100 pounds . . . brown hair and eyes.

— o —

JUNE MEREDITH, NBC dramatic star of "First Nighter" productions . . . born in Chicago, June 8th, 1906 . . . only one of her family to go on the stage . . . has been interested in dramatics from childhood . . . attended private academy in Chicago . . . then entered Bush Conservatory where she later taught dramatic expression . . . also studied piano from age of six to nineteen . . . conducting a children's story hour on the Chautauqua circuit was next step . . . left for New York with \$200 and a new grey ensemble . . . made good on first trial on stage . . . was with Richard Bennett for a year . . . played in stock in Chicago and elsewhere in "Rain," "Gentlemen Prefer Blondes," "Tea for Two," "Seventh Heaven," "The Passion Play," and "Smilin' Thru" . . . while home in 1930 a friend asked her to do a part in a radio skit . . . although knew nothing about radio technique she played part successfully . . . Charles P. Hughes, producer of "First Nighter" dramas, heard her on the air . . . induced her to leave the stage and become lead in the productions which have made her known from coast to coast as versatile actress . . . has missed only two performances . . . once for death of mother . . . second time because of appendicitis operation . . . is devoted to her work and always trying to improve . . . is very even-tempered . . . likes outdoor recreations . . . golf, swimming and enjoys contract bridge . . . always wears evening clothes for broadcast . . . loves pretty clothes . . . June is unmarried . . . has brown hair and eyes . . . is five feet, five and a half inches tall.



FRANK MacMUNN

Dramatist — Character Actor — Comedian

— o —

Frank MacMunn has been a featured stock player for many years, in Modern and Shakespeare, in dramas and in comedy.

Mr. MacMunn supported Bert Lytell in "Brothers", also J. E. Dodson in "The House Next Door", and took leading parts in many other leading productions.

He now offers his talents and theatrical experiences to radio where he can feature a rare variety of trained dialect personalities backed by many years of experience.

— o —

Under Management of
ETHEL GOLDEN AGENCY
 1587 BROADWAY, NEW YORK CITY
Telephone—LONGacre 5-9541

THEODORE WEBB, NBC baritone had his voice measured by a volume recorder and his official rating was "equivalent of two street cars." Now he's wondering how he'd stack up against a tri-motored transport plane.

— o —
EDDIE ALBERT, of the NBC "Honeymooners", began his business career in a big way at the age of seven. He earned ten cents a week delivering newspapers in Minneapolis. His employer, a shrewd ten-year-old, sold him on the idea of "covering" half his territory. But Eddie's customers were scattered six blocks apart, while the other boy's were concentrated on two blocks. Eddie walked about twenty miles a day, he said, but at the end of the week the dime made up for everything.

— o —
JOHNNY MARVIN, NBC cowboy singer, recently was returning from an engagement at Wilmington, Del., late at night. His manager telephoned ahead to the officials at Newcastle ferry who turned out to be real Johnny Marvin fans. They held the ferry thirty minutes for him.

— o —
SID GARY, popular WOR baritone, will leave the WOR microphone for vaudeville engagements in Washington and Baltimore the weeks of June 28 and July 5.

— o —
ROY SHELLEY, better known to the radio audience as Barnacle Bill, holds the record for early morning visitors on his program. Barney, who is heard over Station WMCA every weekday morning from 8:00 to 8:15 A.M., was informed recently that two of his regular visitors live in Cliffside, N. J., which necessitates their arising at 6:30 A.M. in order to be on time for his program.

HARLAN EUGENE READ since making his debut on WOR as a news commentator two years ago has become the favorite commentator of thousands of thinking men and women who listen nightly to his discourse on the news of the day.

Read, a pleasant, grey-haired newspaper man of the old school, takes from eight to nine hours a day to digest, write and edit his material, all of which he does himself. While on the air he assumes the mental attitude that he is talking to a personal friend, gestures emphatically with his left hand as if to drive home a particularly interesting point, while holding his script in his right. His closing line for each night's broadcast "What do you think?" has become a standard household phrase wherever Read is heard.

Born in Jacksonville, Illinois, Read worked his way through Whipple Academy and Illinois College, doing post-graduate work in English at Oxford University. Upon his return from England he went into newspaper and magazine work and has written about six hundred syndicated articles for magazines and newspapers. His crime novel "Thurman Lucus" made a great stir at the time of its publication. Read's first radio work was done over a station he owned in Peoria, Illinois, when he gave daily lessons in five subjects. He took up radio professionally in 1931 as a commentator over station KMOX, St. Louis, coming to WOR in 1933.

Read's broadcasts are notably for variety of subject and treatment, and the wealth of interesting and historical background.

— o —
THE PICKENS SISTERS make it a point never to remember anything. "We can't sing and remember both so we just sing and let Grace do the remembering," they explain. Grace is the fourth Pickens sister, officially titled manager of the NBC trio.

MONROE UPTON, as "Lord Bilgewater" one of the leading character impersonators on the coast. Heard frequently on programs emanating from Los Angeles and San Francisco.



NORMAN CLOUTIER, deservedly famous director of that hilarious musical group, "The Merry Madcaps" from WTIC, Hartford, over the NBC network. (Center.)

MOREY AMSTERDAM, a west coast star whose work is familiar in Los Angeles radio circles.





Photo by Maillard-Kessler

JAY CLARK

Actor — Writer — Director

EXPERIENCE:

Two years studying dramatic technique with George Pierce Baker at Yale 47 Workshop.

Two seasons as Stage Juvenile—straight, characters, Spanish and French dialects.

Two years in Pictures—under contract to Paramount-Public, West Coast Studios, Hollywood.

Four years in Radio— with major programs: NBC network, CBS network, transcriptions.

CURRENT PROGRAMS

Acting—Straight, character, Spanish and French Juveniles— "Lux Radio Theatre"; "Eno Crime Clues"; "Red Davis"; "Just Plain Bill", and others.

Writing and Directing—"Front Page Dramas" for The American Weekly; "Theatre of Romance" for Colgate-Palmolive-Peet; "Flash Gordon" for The Comic Weekly.

Address

72 BARROW ST., N. Y. C. Tele. Walker 5-0014

GOGO DeLYS. French-Canadian songstress, heard with Lennie Hayton every Saturday night over NBC, has a reason for recognizing the importance of fan approval—and aspiring to win it. When Gogo made her debut over NBC from the Coconut Grove in Los Angeles, the hotel manager announced that she would not do. The next evening customers and radio fans registered such a demand for her return that the management could not afford to ignore it.

— o —

OLGO VERNON, the sophisticated lady of song . . . heard over WMCA every Sunday, Tuesday and Friday evenings . . . featured for the past year with Jan Garber's orchestra over a Chicago network station . . . sang in several musical comedies . . . started out to be an interior decorator, but was encouraged by friends to take her singing seriously after appearing in several mid-west amateur shows . . . can be found any day between rehearsals and broadcasts at one of the better known indoor tennis clubs, brushing up her game . . . tall . . . slim . . . blue eyes . . . brown hair . . . single . . . personality plus . . . dislikes baby talk . . . likes to eat chicken a la king any time of the day or night . . . this is her second visit to New York, but is here to stay, and make good as **THE SOPHISTICATED LADY OF SONG.**

— o —

GENE HAMILTON and **DAN RUSSELL,** NBC, left Saturday, May 18, for a two weeks vacation in Nassau, Miami and Havana. They were guests of Commander Carlos Cusachs, who was instructor in languages at NBC for several months and now is head of a large fruit importing and exporting company in Havana.

EDMUND R. MCGILL, author of and actor in WOR's Adventures of Jack and Fritz series and also continuity of the Shadow Mysteries, Atwater-Kent hour, Wonder Bakers, Magic Voice, Forty-five Minutes in Hollywood and the Socony Sketches, made his first stage appearance at the age of six weeks in the role of a dead baby in "The Tie That Binds", and reports he screamed lustily just to destroy the illusion . . . brought up by his grandmother, attended schools in six states and was the kind of a brat that stood on stools and recited . . . Page Ripley, he ran away to college and earned his way through the University of Florida driving a tractor and managing a dining hall . . . As amusement, went in for pole vaulting and debating, and wound up as a Rhodes Scholar . . . Went to Oxford, but as he says, "spent entirely too much time in Paris cafes attempting to write novels." Met and married the present Mrs. McGill in Paris.

Living became a problem, so he took up tutoring dull little American and English boys . . . Toured eight countries in four weeks and came back to the U. S. A. to become a street car conductor, assistant purser on a steamer and a super-cargo on an Australian cattle boat . . . Traveling about was delightful but a third member of the McGill family arrived so papa McGill looked around for a more lucrative position . . . found it with a nationally known ad agency . . . Wrote copy, publicity and toured the country for the advancement of an autogyro . . . Gave this up after five years to become a free lance radio writer, and settle down to earn an "honest" living.

Became the British Open Pole Vault champion in 1929 and still holds the title.



JOAN BLAINE, NBC Chicago, actress and narrator, is a direct descendant of the great American statesman James G. Blaine. She was born in Fort Dodge, Iowa. Starred in a long list of stage successes and in radio on "Silken Strings", "Princess Pat", "Music Magic" and others.



LITTLE JACKIE HELLER, sixty-one inch tenor heard from Chicago over NBC networks. Eddie Cantor taught him his present style of singing, later Ben Bernie signed him for a long contract.



COUNTESS OLGA ALBANI, soprano soloist de luxe, is a Chicago NBC artist beloved by millions of listeners from coast-to-coast. Guest artist on innumerable ace programs and star of NBC's "Silken Strings" program.



GENE ARNOLD, NBC singer, narrator, interlocutor and composer, was born in Newton, Ill. In 1928 he had an audition in Chicago as a singer but instead became announcer. Went to WENR and eventually to NBC.

HOWARD BARLOW, symphonic director of the Columbia Broadcasting System was signally honored recently when the Women's National Radio Committee, representing ten million American club women, gave its award of merit to two CBS programs.

Barlow is the musical director of both programs cited—the "March of Time", the celebrated weekly news dramatization in which he directs the effective musical settings; and "Columbia's Concert Hall" winter series in which he presented distinguished guest artists with the Columbia Symphony Orchestra. Barlow, in fact, conducted the very first CBS program and since then has directed more than 2,500 hours of musical broadcasts—a feat which probably would cover the average conductor's lifetime.

"It may sound paradoxical," Barlow said, "but I believe the musical program that most appeals to the performers themselves is the one that exerts the most profound effect upon the listeners.

"I don't suggest for a moment any neglect of the listener's interests. But there is a priceless ingredient in the success of every program, musical or otherwise. That ingredient becomes most evident when artists present music in which they are most vitally interested—whether it's a blues ballad, a Strauss waltz, a Cole Porter hit, or a Beethoven symphony. When this communion of interests and material takes place the performance immediately assumes an electric quality of importance and vitality that communicates itself at once to responsive listeners. This 'priceless ingredient,' as I call it, is so simple and intangible that it is often overlooked by listeners and performers—and yet its absence is felt by both groups.

"I'll be more specific. Our 'Columbia's Concert Hall' series was constructed with this ingredient in mind at all times. Each of the distinguished guest artists presented was noted for his interpretations of certain types of compositions, for a certain 'flair' in a particular field of music. Great care was taken that the music selected appealed to the performer's own interests and enthusiasms. This principle was also applied to conductor and orchestra, for the conductor, too, can obtain the most enthusiastic response from his men when they are playing compositions which they respect and in which they are genuinely interested as musicians.

Seven and a half years of uninterrupted broadcasting is the record of this young director of symphonic music for the Columbia Broadcasting System. Barlow has also enjoyed success in the leading concert halls of the country as well as on the air, appearing as guest conductor of the Philadelphia Summer Concerts Orchestra, the Stadium Concerts in New York City, and with the Minneapolis Symphony.

Born in Plain City, Ohio, where his father was a lumber merchant, Barlow spent his youth in the far west. Following his early education and World War service in France, Barlow returned to America in 1919 to conduct the famous Peterborough (New Hampshire) Music Festival. Later he organized the American National Orchestra and became Musical Director of the Neighborhood Playhouse in New York. In November, 1927, he conducted the first full symphony concert over the CBS network and since that time he has applied himself almost exclusively to radio.

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a Major Bowes unit
under NBC direction

— o —

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— o —



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Open for Fall Engagements
Address WHO'S WHO IN RADIO



DOROTHY PAGE, NBC Chicago, contralto. Considered the most beautiful girl in radio. Has won many beauty contests. Came to Chicago NBC in 1934. Starred in "Jan Garbers Supper Club" and "Headin' South".



TONY WONS, the friendly philosopher of "The House By the Side Of the Road" over NBC network from Chicago, whose genial, kindly comments are welcomed by millions of listeners.



JUNE MEREDITH, Chicago NBC, dramatic star of "First Nighter" productions. Born in Chicago in 1906. Played in stock in "Rain", "Gentlemen Prefer Blondes", "Tea for Two" and innumerable other great stage hits. Came to radio in 1930.



DON AMECHE, extremely popular NBC Chicago actor. Played leads in "First Nighter" and "Grand Hotel". Studied law at Marquette, Georgetown and Wisconsin Universities. Born May 31st, 1908.

MAPLE CITY FOUR . . . Alan R. Rice . . . Fritz Clark . . . Arthur Janes . . . Lercy G. Petterson . . . famed male quartet heard on Sinclair Minstrels, Barn Dance and National Farm and Home Hour broadcasts . . . so named from home town of three of the four, LaPorte, Indiana, which boasts many beautiful maple trees . . . Al Rice is the non-Hoosier . . . he's from Bloomfield, N. J.

Fritz, Art and "Pet" Petterson used to harmonize around their home town . . . singing at political rallies and at church functions . . . In 1925, when radio began to interest them they tried out at WLS in Chicago and were signed for the old WLS Showboat program . . . It was two years later that Al overheard them asking about a fourth singer and applied for the job . . . They have been starred and regularly engaged on more than a dozen big radio shows . . . and have made numerous appearances on other big shows . . . The boys are popular with vaudeville audiences, too, and make numerous stage appearances.

"Pet" is shortest in stature, oldest in years and deepest in voice . . . He was born in Evanston, Ill., but spent most of his life in LaPorte . . . although he lived a short time in Pana, Ill.; Athens, Ga.; Danville, Va. . . . had his own dance orchestra before he and the boys started in radio.

Art, the baritone, is married to Linda Parker of the Barn Dance troupe . . . they were wed secretly a couple of years ago and the news didn't leak out for several months . . . he was in the French air service during the war, but spent most of the rest of his early years in LaPorte . . . of English-Scotch parentage, he's quite tall, with dark brown hair . . . usually burned a deep tan.

Fritz Clark's real name is Fritz Meissner . . . his nickname is "Snuffy" . . . his wife was Dorothy Daidge and they were married in Indiana's famed Gretna Green, Crown Point, four years ago . . . Fritz went to school in LaPorte and to Culver Military Academy before attending Valparaiso University . . . he gained fame in LaPorte when he appeared in the Elk's show while clerking in his father's drug store . . . and again when he was scheduled to try out for a pitching job with the Chicago White Sox . . . didn't make it though because he dislocated his shoulder during the winter . . . shoulder still bothers him occasionally.

Al went to Bloomfield public schools and to Starkey Institute . . . gained some notice around home town by running away from the latter school . . . and became all the rage with the band he organized . . . his orchestra was selected by Prince of Wales for a Canadian tour . . . and he and Wales had a set of signals to govern the length of dances according to the Prince's estimation of his partner's ability . . . Al is the youngest of the quartet . . . born in 1905 . . . he is married to his press agent, Margaret McKay . . . He plans some day to give up singing second tenor and devote his time to raising turkeys and pheasants.

LEO KRUCZEK

Concert Violinist

Director

RADIO SOLOIST



Heard over both N.B.C.
and Columbia Networks.



Now with Johnny Green
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SOCONY PROGRAM
over C.B.S.



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Member of Minneapolis Symphony—
Pittsburgh Symphony—Concert Mas-
ter for Flo. Ziegfeld and Earl Carroll
—Guest soloist for Loew Metropoli-
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Juvenile Entertainers — Comedy, Dramatic and Musical Sketches.
Produced Under the Direction of Barbara Barnes.

Radio Starlets have been a sustaining program over Station W. O. V. in New York City at 5 P. M. every Sunday evening for a period of 106 weeks and is still on the air.

Reading front row, left to right—Shirley Shapiro, Jimmy La Rocco.

Girls, left to right—Margaret Neppel, Lillian Weideman, Josephine La Rocco, Gussie Maita, and Julia Gracia.

Boys, last row, left to right—Dominic Vota, Charles White.

Announcer at the Mike—Seymour Linder and Johnny Lezanski.

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Walter Winchell On Broadway

Winchell Says:

GEORGE JEAN... 22nd book on the drama and... called "Passing Judgment" (A. Knopf)... Those two Roxy... who eloped... are having their marriage annulled, already... Bill Robinson, the Roosevelt of the chocolate drop toe-tappers, sent critics and columnists the sanest of the holiday cards: a likeness of himself plus a calendar... "Block Pen-... (Miller), received... from the reviewers

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OLLY Z. MOSS

Address Care of WHO'S WHO IN RADIO

(Continued from page 54)

He got his start on WOR because his predecessor on the children's hour couldn't go on one afternoon. The sponsor liked Uncle Don better than the fellow who was appearing on his program and immediately engaged him. His big rise to popularity came in 1928, when a mother wrote to him that her son's birthday was on a certain day, and that she had hidden a present for him on top of the refrigerator, and would like Uncle Don to speak to him over the radio and tell him where to look for the present. Uncle Don did and that was the beginning of the real Uncle Don era.

Outside broadcasting and stage hours, Uncle Don is a brisk industry in himself, but his radio and stage appearances never lose the affectionate and intimate touch, the almost passionate concern for the welfare of each child listener or theatre patron. It was his childhood family life that gave Uncle Don a keen insight into the problems of the younger generation. Although he was the only boy in the family, he was not fawned upon by his three sisters. In fact, he was always relegated to the background when the family gathered around the piano for an evening of singing. Simmering the young Carney bided his time until a caller at the house one day taught him the cord of B-flat. This was his musical foundation. He hammered away at pianos and soon was playing for young folks' dances back in his home town, St. Joseph, Michigan. He never learned to play by note and still plays by ear.

Uncle Don's ability to improvise on the piano stood him in good stead when, at the age of fifteen, he left

his home town and went to Chicago, where he was employed by an electrical firm and picked up an extra fifteen dollars a week by playing the piano in a moving picture theatre. He severed his connection with the electrical firm when he was offered a regular position as an entertainer at the Old Fort Dearborn cafe, where his salary was doubled and he doubled it again with tips given to him by customers who wanted to hear their favorite numbers. Later Uncle Don went into vaudeville as Don Carney with an act of songs, patter, dialect stories, and imitations—he still likes to mimic and will, to entertain friends, imitate all the popular favorites of the stage, screen and radio.

When radio became a commercial success, Uncle Don turned a shrewd eye to the infant industry, and is one of the few names that have retained their popularity over a long period of years. Through the Borden Ice Cream Company, one of his many sponsors, he provides children confined to hospitals with the palatable dish. And on occasions he has arranged for needy children to be the recipients of clothes, food, radios and dogs. His one particular hobby is arranging summer outings and excursions for the poor children who are his constant listeners.

COUNTESS OLGA ALBANI, soprano star of NBC's Silken Strings programs, says her horoscope and three fortune tellers all tell her that her life consists of a series of nine year cycles, alternately favorable and unfavorable. She has just ended a bad nine year stretch, they tell her, and things are now going to look up for a nine year period.



VERNA OSBORNE, of WOR, is one of the "Moonbeam" girls, also featured with the "Choir Invisible" and "Operatic Miniatures". A winner of the Atwater Kent contest.



GEORGE SHACKLEY, Musical Director of WOR since 1928 and creator and director of "The Moonbeam" program.



CORINNA MURA, exotic Spanish beauty whose colorful singing has become a Monday night feature over WOR. Her mother and father, both Spanish and talented, taught Corinna to sing.



NAT BRUSILOFF, Staff Conductor for stations WABC and WOR and Musical Director for Kate Smith.

PHIL HARRIS and his dance orchestra, famous throughout the United States, has been on the air over WOR and the Mutual Broadcasting System every Thursday night since March 14th. Leah Ray, lovely songstress, was of course the featured soloist with the orchestra. The broadcasts originate in the Netherlands-Plaza Hotel, Cincinnati.

— o —

ELLA LOGAN, the wee breath of heather heard on the NBC Armour Program with Phil Baker, has adopted her new program whole heartedly. The reason is that her full name is Ella Armour Logan.

— o —

NANCY NOLAND, personality singer, who graduated from NBC's Air-breaks program, has joined the Don Hall Trio, heard each morning over NBC networks. Miss Noland, who replaces Grace Donaldson, was considered as a likely member of the harmony team when she, Don Hall and Hortense Rose played a recent benefit performance. In addition to contributing vocally to the well-known harmony style of the Don Hall Trio, Miss Noland offers her own unusual arrangements for voice and piano.

— o —

JACK FRASER, WMCA's sports reporter, was born in Lawrence, Mass., on February 4, 1908. He attended school in his home town and on completion of his high school studies entered the University of Maine. Only stayed for his freshman year and then entered Brown University. During his school years always took an active part in sports and in his senior year at college was head cheer leader during the football season. He began announcing while still in college at WEAN, Providence, and, after graduating came to WMCA where he has been for the past three years. He has been broadcasting sports events for the station for the past year, and since last October has conducted the program "Today's Winners", a complete report of race results from all tracks, every weekday from 4:00 to 5:00 P.M., EDT. He also presents a complete reenactment of one of New York's home baseball games every evening over WMCA from 7:00 to 7:15 P.M.

— o —

GEORGE REID, the one man minstrel, one of WMCA's most interesting personalities, is from Washington, D. C. At one time, he was one of the great army of civil servants who make up the capital's governmental population. But his natural aptitude for entertaining soon caused him to become the center of attention at every party he attended. And before he was aware of the change in his destiny, he found himself a full-fledged radio performer. He soon became assistant program director of WJSV, and later he acted as general manager of WTNT. He was also an announcer at WOL and a featured artist at WRC and WMAL. In February, 1935, he joined WMCA's dramatic company, demonstrating his exceptional talent for histrionics in character roles on "Five Star Final" and other script productions. The feature for which Mr. Reid is best known is his "One Man Minstrel", in which he portrays three different characters. All the parts in this program are played by Reid, and he is also the author of the scripts.

George Reid is married, and his wife shares his listeners' enthusiasm for his work . . . and his enthusiasm for the polite art of fishing.

S O S

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JACK CARROLL

JULES BERKIN

(Continued from page 64)

While Johnny had been playing, conducting and writing music for some time, he got his first real "break" in 1927 when he acted as arranger for Guy Lombardo's orchestra. In fact, Johnny said he learned so much that he was able to write four songs that fall which he sold to Gertrude Lawrence.

She took his compositions to England and almost overnight "Body and Soul" swept the island and Johnny was famous. Libby Holman, the famous torch singer, popularized the number in the United States.

After graduation, Johnny acted as accompanist for Miss Lawrence and several other well known singers. In 1929 he became the musical director, arranger, composer and conductor for the Paramount studios. In April of the same year he married Caroline Falk. They live in a spacious east side apartment.

Johnny accepted a staff position with CBS last year and soon after became musical consultant on program-building. He also leads his own orchestra on several commercial and sustaining programs.

Johnny is an old-time radio performer, having made his debut with his own band while in high school over a metropolitan station. He first appeared on CBS in 1929 with the Paramount Hour.

He is probably best known as the composer of "Body and Soul", even though his numbers, "Out of Nowhere", "Living In a Dream", "I Cover the Waterfront" and "Easy Come, Easy Go", have achieved nationwide popularity.

GENE ARNOLD, NBC singer, narrator, interlocutor, composer, born in Newton, Jasper County, Ill. . . . both parents were school teachers . . . mother was singer and encouraged son . . . sang in church choirs and entertainments while in high school . . . at nineteen entered Chicago Musical College . . . won diamond medal in singing contest . . . went on stage at twenty-one and was stage director for Montgomery and Stone four years . . . during twelve years' stage experience had long runs with original casts of "The Red Mill," "The Merry Widow," "Algeria," and "Adele" . . . in 1928 had audition at Chicago, as singer, but became announcer . . . soon came to WENR and eventually to NBC . . . organized the Wiener Minstrels with Church and Ray as endmen became Sinclair Greater Minstrels . . . Gene is now the only original member of the troupe . . . now makes occasional stage appearances with the Minstrels as interlocutor . . . receives thousands of letters from fans who contribute jokes for minstrel show . . . reads all letters and uses many of the jokes . . . has most unusual collection of gifts . . . has written two volumes of hymns . . . is popular as singer and narrator on programs which he writes himself . . . once wrote twenty hymns, verses and music, in thirty days . . . most popular song is "Little Church in the Valley" . . . hobbies are fishing and hunting . . . favorite hunting spot is Jasper County . . . sincerity is his outstanding characteristic . . . is five feet, eleven inches tall, weight 175 . . . eyes grey, hair brown with grey.

A master at the keys, combining rhythm, with smoothness, fascinating his listeners.



Featuring his own original arrangements of popular and classical numbers.

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Originator of the "Flying Fingers System" of instruction in popular music; also plays and teaches Organ and Piano Accordion. Has had 15 years of stage experience and 7 years in radio, both as an artist and announcer. Open for Fall Engagements.

Address FLYING FINGERS, Box 32, Babson Park, Mass.

GEORGE HICKS, NBC, received the assignment to sail on the new French liner, Normandie, and thought he was going to spend three days seeing Paris. Instead, George's friends have found him an excellent messenger, purchasing agent, old-friend-looker-upper and what have you. George's three days in Paris were spent buying perfumes, bracelets, stamps, souvenirs and so forth—on his first trip to Europe, too.

— o —

MARK HAWLEY, who brings the news of the world to the WOR audience each morning, was one of radio's youngest announcers. At 17 he joined the announcing staff of WMAK in Buffalo. Two years later he became a mikeman at WABC where for a year he was known as the "infant announcer". He has had experience as an announcer also at WPG and WMCA.

Hawley's voice was also familiar to movie-goers as the "Voice of Pathe", and is now heard over WOR and the Mutual Broadcasting System as the voice on the "Pathe Newsreel of the Air".

He was born in Jersey City, N. J., in 1916. When Mark was 10 he started his radio career, indirectly, of course, by building crystal sets; built many for relatives and friends and had five of the sets distributed about his home. When half way through high school his family moved to a farm near Buffalo, N. Y., and at 17 Mark left school to enter broadcasting.

"Radio has been my college," says Hawley. "When I first started as an announcer, I had to write my

own material, prepare programs, select talent and do almost everything but the engineering. I received a well rounded academic schooling in radio that I consider just as beneficial and important as any college education."

— o —

ADELAIDE HALL, popular musical comedy star, is being heard over Station WMCA every Monday and Wednesday evening, accompanied by Carl Fenton's orchestra.

Some twenty odd years ago, Adelaide Hall was born in Brooklyn, New York. At an early age, she began studying the piano under the tutelage of her father, who at the time was Professor of Music in one of the Brooklyn schools. Her work with the piano continued until the completion of her educational studies at Pratt Institute. She was then encouraged by several of her friends to train her voice, and after some hard study joined the cast of "Shuffle Along". Then came a leading part in "Runnin' Wild" followed by an offer from Noble Sissle to join "Chocolate Kiddies."

In 1925, Miss Hall toured Europe, playing in the leading vaudeville houses of Germany, London, Paris and Denmark. On her return to the United States she was starred in "Blackbirds of 1931". She is a veteran of the air-waves as well as the stage, having appeared on several coast-to-coast programs. At the present time she is rehearsing for "Here and There", a Broadway musical comedy scheduled to open in the near future.

(Continued from page 44)

During his adolescent years, while practicing on the piano was as necessary to him as food or sleep, the Kostelanetz elders insisted upon a general education. Andre and his brothers and sisters had "endless studies" with their tutors—from nine in the morning until nine at night. They learned to speak German, French, English, Italian, Spanish and Finnish.

In summer, the family went to Finland, and Andre recalls the "white nights" and the quiet lakes where they went boating. Occasionally they visited Germany, where the youngster was particularly impressed by the magnificence of the German band which played in the park in Berlin. There were steps leading up to the platform where the director stood, making his dictatorial arm-wavings. The small boy used to work himself shyly up to the top step. The conductor noticed him there one day and allowed him to lead the band. That was one of Andre's Big Moments.

Today Kostelanetz is one of the busiest men in radio with three programs a week, each of which requires a week's work of preparation by himself and his assistants. He also has been active in arranging the scores of several recent Broadway musical successes. His two outstanding contributions to radio to date will undoubtedly have a strong effect on broadcasting entertainment of the future. He was the first to offer a full-length program without the usual announcements. In this technique the music itself creates the desired mood without verbal exposition. This method of presentation has already been widely accepted. Currently he is developing his theory that much popular American music of a light character is equal to many revered classics, if properly orchestrated and presented.

— o —

MORTON DOWNEY, one of the singing Irish . . . silver-voiced minstrel of the NBC air-waves . . . Born, Wallingford, Connecticut, not so many years ago . . . Fourth child of a large family . . . Reared in Brooklyn . . . Became news butcher on New York-New Haven train at age of fifteen . . . Sang his wares . . . Customers liked it . . . Encouraged him to make career of singing . . . First, had to peddle insurance and phonographs . . . Sang at smokers, club meetings and social gatherings . . . First theatre appearance at Sheridan Square, New York . . . Signed to sing with Whiteman orchestra on the Leviathan, 1919 . . . Followed with European tours and engagements at smart Continental places as night club entertainer . . . Opened own club in New York, the Delmonic . . . Movies beckoned . . . Made three pictures . . . Met Barbara Bennett, of the famous stage and cinema Bennetts, on movie set and married her in three weeks . . . Calls her "Lover" . . . Sings his radio songs to her. They're one of entertainment world's most devoted couples . . . Michael, Morton, Jr., and Lorelle Ann complete the family. Downey is like over-grown Irish Lad . . . Pink-cheeked . . . Five feet, ten inches tall . . . weight, 170 . . . Likes slouch hats and turned-up top-coat collars . . . Carries good luck charms on both ends of a watchless watch chain . . . Has long lashes and blue-grey eyes . . . Loves to tell funny Irish stories . . . Jingles coins in pocket when talking . . . Hates to be labeled crooner . . . Says he just sings . . . Favorite sport, baseball . . . Likes corned beef and cabbage.

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PERMANENT ADDRESS

P. O. BOX—125 DEL RIO, TEXAS



(Continued from page 62)

Little Jack Little was born in London just thirty-three and one-half years ago. At the age of five, he entered the London Conservatory of Music. When nine, Jack came to America and settled with his family in Waterloo, Iowa, where his father worked as an automobile mechanic.

Jack's unusual and popular "half-talking, half-singing" manner of delivery is the result of an early misadventure as college cheer leader during a Thanksgiving Day football game in Waterloo. He let loose a yell of victory that kept him virtually speechless for a month, and it was some time before his voice rose even to a whisper. Later, Jack joined the Navy and fought the World War on the keyboard of a piano at the Great Lakes Training base. The commander kept him home to entertain the boys.

After the war, several years of trouping with his own band followed until Little heard a peep out of radio, got a job with a music publishing house, and sang and played his firm's songs over the country's largest radio stations.

On a train to Pittsburgh, one day, Jack discovered that he was a song writer. The trip was boring, so he diverted his mind by idly scribbling a tune, "Jealous". It became a hit, and was followed by such other melodies as "Ting-a-ling," "My Missouri Home," "Because They All Love You," "After I've Called You Sweetheart," "I Want to Count Sheep," "I Promise You" and "A Shanty in Old Shanty Town".

— o —
PEG LA CENTRA has revived an old racetrack fad—the diamond horseshoe pin and scarf-like cravat. And Peg's summer suits all have high-cut vests—which intensify her "1890 effect" from chin to waistline.

JACQUES FRAY and MARIO BRAGGIOTTI, Columbia's celebrated two-piano team, will perform as guest artists with the Ford Symphony Orchestra and Chorus over the nation-wide WABC-Columbia network on Sunday, June 16, from 9:00 to 10:00 P.M., EDST. Victor Kolar is the conductor.

The internationally known pianists, whose versatile repertoire ranges from witty arrangements of popular hits to superb settings of famous classics, will open with a "Spanish Rhapsody" composed of a variety of familiar Spanish themes in a colorful arrangement for two pianos. Following this, they will play Arensky's "Valse", the famous C Sharp Minor Prelude by Rachmaninoff, an original setting of "Tell Me That You Love Me", and in conclusion the brilliant "Ritual Fire Dance" by the Spanish composer, Manuel de Falla.

Jacques Fray, the Parisien member of this team, was the son of a French banker who sent him to the University of Paris for a business course. But Jacques soon chose the keys of the piano rather than those of the cash register. He became absorbed in musical affairs in Paris and London—writing articles, giving recitals and composing for musical comedies and revues. Mario Braggiotti also is something of an international personage. His mother was a Chadwick of Boston and his father a Florentine teacher of singing. The young Italo-American spent most of his childhood in Italy studying.

The two first met in a music publishing house in Paris and subsequently played in concerts throughout Europe; appeared with Fred and Adele Astaire in George Gershwin's show "Tip Toes", and twice joined Maurice Chevalier for concert tours of the United States. Incidentally, they were the first concert artists to introduce American jazz in the staid confines of the Sorbonne in Paris.



"WEE WILLIE" ROBYN is a Major Bowes protege from the early days of the Capitol Family. Now, a featured soloist on WOR.



HARLAN EUGENE READ, news commentator on WOR for over two years, whose broadcasts are notable for their variety of subjects and treatment.



ALLIE LOWE MILES, who conducts the "Allie Lowe Miles Club" over WOR, has taken part at various times in twenty-one national radio programs.



BORRAH MINEVITCH and his twelve "Harmonica Rascals" heard on Tuesday evenings over WOR.

BILL HANSON, of the Three Little Sacks, has just purchased a piece of land at Bayhead, Long Island. He will build on it and move his family out there for the summer.

— o —

PAULINE ALPERT, popular radio and stage pianist, was a guest performer at Lanny Ross' Log Cabin broadcast over an NBC-WJZ network on Wednesday, April 3.

Miss Alpert, who has played in vaudeville and Broadway musical productions as well as on many radio programs, began her career as a classical pianist, but recently has been devoting her time exclusively to popular music. Her piano rhythms will share time on Wednesday evening with Ross' songs and the tunes of the Log Cabin orchestra.

— o —

GEORGE FIELDS is known as "Honeyboy" of the NBC comedy team, Honeyboy and Sassafraz. But down in his home state, Oklahoma, Fields is known as "Big Knife". It's an Indian title, but not an honorary one. "Honeyboy" is actually a sixteenth Cherokee Indian and attends reunions of his Indian relatives in full regalia. His New York hotel room is filled with Indian relics.

— o —

VIVIENNE SEGAL, singing star of the American Musical Revue on NBC, is writing her autobiography and expects to have it ready for the publishers by July 15. Miss Segal has had a glamorous career, both as a prima donna in Florenz Ziegfeld's most glamorous productions and in the movies.

— o —

PINKIE LEE and Pinky Lee have come to a parting of the ways. For years the little lisping NBC comedian has spelled his name both "ie" and "y". But now, at the request of writers and editors, he has flipped a coin and decided—once and for all—the spelling will be Pinky.

— o —

TOM COAKLEY, West Coast maestro heard often over NBC networks, has two careers and he just hopes he won't ever get them mixed. In addition to music, Coakley is admitted to active practice before the California bar. He's always afraid he might forget and deliver a long-winded plea before a ballroom audience, or serenade a judge with a hot number.

— o —

ARTHUR TRACY, WOR's "Street Singer" who is currently appearing in the radio farce hit "Hook-Up", is having trouble with his billiard ball, marked 13, which he takes with him wherever he goes. The other evening in his rush from the studio to the theatre he forgot it and left it in the studio. Arriving in his dressing room he remembered it, rushed back to WOR, collected it and in his hurry to get back to the theatre he lost it in a taxi. If anyone should find it, Tracy would very much appreciate its return.

— o —

ANN SHERIDAN, at present heard over WOR on "The Puzzlers" program, is not only a trained actress, despite her seventeen years, but is also well known in radio for her singing. She has a three-and-a-half octave voice range. Her ambition is to have a program which will have a ten year stay on the airwaves.

KATE McCOMB! Does the name mean anything to you?—No? Well, just a moment, you thousands of radio listeners from the Atlantic to the Pacific, from the Canadian Rockies to the Gulf of Mexico. Perhaps the name above isn't sufficient to identify her. How about Ma O'Neill in "The O'Neills", Aunt Hattie in Socony Land "Snow Village" sketches and last but not least, Mrs. Gibson in the "Gibson Family". There you have Kate McComb.

At forty-four years of age, Miss McComb decided upon a professional theatrical career. Locking the door of her New England farm house, she started out to fulfill a life long ambition. True, she had played around amateur theatricals and was also an accomplished musician. That experience was only transitory. Now Miss McComb made an important decision at forty-four years of age, started out to conquer Broadway. And you, who have heard her radio programs, know the answer.

Upon her arrival in New York, she called to see an old friend who was connected with the theatre. He listened while Miss McComb told him her plans. His reaction was brutality itself. "There isn't a chance at your age," he said slowly. "No professional experience in the theatre? You had better keep that under your hat. It won't do you any good, Kate. Heartaches, disappointments, and bitterness. Forget it, and go home."

Kate McComb stood up. "I'm going to show them I can act. Come and see me when my show opens."

She interviewed Augustin Duncan and impressed him sufficiently so that he gave her a minor part in "Juno and the Paycock," and let her understudy the leading part. And once again the strange but true happened. One week after the show opened the leading lady was taken ill and Miss McComb, with no rehearsals, walked out on the stage and played "Juno"—and clicked. And she has been clicking in a big way ever since.

"After Tomorrow," "Riddle Me This," "Blood Money," "Lallie," and "No Questions Asked" followed "Juno".

Turning her attention to radio, she was heard in many programs, including Mrs. Kerrigan in the "Rise of the Goldbergs" and several others.

Miss McComb was born in Sacramento, California, a grand-daughter of Edwin Bryant Crocker, a Supreme Court Judge. Space forbids so many truly interesting things that could be told about Miss McComb. She studied music abroad with her mind fully made up on a professional career. But love entered her life, changing everything. Just one month after her marriage, her husband was taken ill, cerebral meningitis. The doctors recommended quiet. So they moved to Great Barrington, Massachusetts.

Once there Miss McComb settled down to a life of nursing her husband and an invalid mother. Later on a son was born. She was playing a part in the drama of life. It wasn't until her husband died and her son grew up that she locked the front door of that New England farmhouse and started for New York.

That was nine years ago. There is no need to ask if she succeeded. "Ma O'Neill," "Aunt Hattie" and other national programs speak eloquently, and, as Miss McComb naively says, "What do you suppose would have happened if I had started at twenty-four instead of forty-four?"

PEARL PICKENS has no trouble catching the atmosphere of her song, even in the Broadway atmosphere of a Manhattan radio station, when she steps up to the microphone to sing of the West with Carson Robinson's Buckaroos. For Pearl is a native of Lebo, Kansas, and has spent most of her life on the plains.

The Buckaroos program, broadcast over a WABC-Columbia network has much the same friendly informality as the meetings at Pearl's childhood home, where the neighbors rehearsed for community singing. Both her parents possessed fine voices. This and their good fellowship brought the other music lovers of the town to the Pickens home. Pearl herself began singing in public when she was 10 years old as a member of the choir. Later she joined the high school glee club. Then, as a college student in Emporia, Kansas, her voice was in demand for operettas.

After being graduated from college, Pearl settled down to teach music in Lebo's public school. After two years of this she obtained a scholarship at the Juilliard School of Music and went to New York to continue her studies. In 1927 she was teaching in Kansas again and stayed at that job until a friend convinced her she ought to try for something better. Pearl's next step was to join a quartet which was so successful she was able to continue her studies in Germany.

While on tour with the quartet Pearl met Bill Mitchell in Memphis, Tenn., and in 1930 they were married. Now they live in Greenwich Village, New York, close to Bill's brother, John. All three are members of the Buckaroos, which probably accounts for the "happy family" quality of their programs.

Although Pearl has left the school-teaching days of Kansas far behind her, she remains a person of simple tastes. Cooking and reading, fixing flowers, finding homes for stray dogs and watching the amusing antics of her own chow form enough diversion to satisfy her when away from the broadcasting studio. On free days the Mitchells drive to the country or go to the theatre, but you will never find them in a Broadway night club.

— o —
TEDDY "BLUBBER" BERGMAN, who has created laughs on many NBC programs, gave theatre goers a taste of his humor recently when he appeared in the Roxy Theatre, in New York City, as master-of-ceremonies for the week.

— o —
WILLIS COOPER, NBC central division continuity editor and author of Lights Out programs, prefers to be taking pictures with his own camera than to write ghost dramas. Photography is his favorite hobby, sport, amusement and relaxation, he says. He is the Grand Hy-Po of the Radio Camera Club of Chicago.

— o —
"PAPPY" O'KEEFE really is a pappy now. While Walter was in the middle of a number on the CBS Camel broadcast the other evening, word was signalled to him that his wife had given birth to a son at the LeRoy Sanitarium, New York. The comedian got through his program all right and then dashed to the telephone to notify relatives and friends in Pittsburgh, Cleveland, Chicago and points west. While he was excitedly calling the long-distance numbers, someone suggested he take fifteen minutes of network time and save money.

DONALD NOVIS, as tenor star of the CBS series, "45 Minutes in Hollywood", returns in spirit to the scene of his first material triumphs as a singer, after the glory of winning a coveted prize and subsequent disillusionment in trying to cash in on that glory. Broadway's musical stage and Manhattan's radio studios at first failed to open their arms to the prize-winning singer, but the turning point of his career came at a popular Hollywood film rendezvous. Now, he stars every Thursday on the Columbia feature which treats of Hollywood, its people and its films.

First glory came when young Novis won the Atwater-Kent national radio auditions, to be crowned America's "most promising youthful vocalist", in 1928. He saw for himself a colorful and glamorous career as a singer, and forthwith put his contest prize of \$5,000 cash in a trust fund, for he had just attained his legal age, and it is the privilege of youth to build castles of mere promises. But within the next three years of disillusionment, Novis wished no few times that he could obtain and use the \$5,000 as a balm for broken bubbles.

After winning the award, Novis spent several weeks in New York in a vain attempt to break into Broadway musicals or the "big time" of radio. Then he went home to Pasadena, convinced that his newly-won honor would assure him a profitable radio career there, with the chance of soon getting on a national hook-up. Even these minor hopes were blasted. During the next two years he sang at three concerts, which drew large and appreciative audiences, but little recompense; on occasional local radio programs; and as a church soloist. The latter jobs paid \$5 each.

In 1930, Novis got a break. Abe Frank, nationally known showman who recently died, gave him a tryout in the exclusive Cocoanut Grove of the Ambassador Hotel, Los Angeles, where Gus Arnheim's orchestra, with the three "Rhythm Boys" (one of which was Bing Crosby) were appearing. His first appearance only got a ripple of applause and for months thereafter he was only mildly popular. Under Frank's coaching, he enlarged his repertoire to include popular hits of the day. Previously he had sung only classical numbers. This proved the turning point in his career, and before long Novis was offered several movie contracts.

In the summer of 1932, he satisfied his ambition of 1928, accepting a contract to broadcast from New York over a nationwide hookup. Manhattan has since been his home. He recently joined the cast of "Forty-five Minutes in Hollywood" as its featured singer, offering his interpretation of song hits featured in the latest Hollywood productions. Today he is among the best known personalities of radio, and he enjoys his success like a boy enjoys a new toy.

— o —

BENAY VENUTA, CBS singer, recently completed a round trip plane flight between New York and Hollywood, establishing a record on the return trip by broadcasting from both coasts in a single day. Altogether she was more than 5,000 miles in the air. Since then, Benay was booked to play a night's engagement in Buffalo, but CBS wrote the entertainment manager that because of an afternoon broadcast she would be unable to make the date. A wire came back reading: "Venuta can keep engagement in time if she takes plane. Do you think she can be persuaded to fly?"

ANN SEYMOUR, star of NBC's Grand Hotel, has a genealogical chart that reads like the roll call of the League of Nations. Her ancestry boasts traces of the Irish, the English, the French Huguenots, the Welsh and just a wee dash of Scotch.

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HONEYBOY AND SASSAFRAS, NBC comedians want it known that they've joined the ranks of radio stars signed up by the movies. In fact, they wrote their own contract with the "Silly-loyd Moving Picture Company", Sassafras to be leading man, supported by a mystery actress, "Miss Eva Patches". Honeyboy vigorously denies that he and Miss Patches are one and the same.

— o —

NICK LUCAS, the veteran troubadour, has been crooning for about thirteen years and thinks the soft-and-low brand of singing as legitimate an art as any other.

Lucas was born in Newark, New Jersey, and began his musical career at the age of twelve. He played a mandolin. His brother played an accordion and together the boys provided music for weddings, christenings, and such other festive occasions as were held in their neighborhood.

But Nick wanted to make money and thought the odds on a musical career were a bit too long. So he tried being a shipping clerk, a post office clerk and working in a tile factory and a leather tannery. None of these pursuits, however, seemed to lead toward the end of the rainbow. Nick Lucas went back to music as a career. It had always been his pastime.

He had picked up the guitar, in addition to the mandolin, and now he organized some of the boys he knew and rehearsed them day and night. They called themselves the Kentucky Band, interviewed an agent, and—much to everyone's surprise—actually got booked on the Orpheum circuit. In St. Louis, which happened to be the end of the tour, Nick met Ted Fiorito—Ted was pounding the piano in a movie theatre there—and made him pianist of the band. The boys got occasional jobs playing in night clubs and dance spots.

Several years later, Fiorito, with his own orchestra, was booked into the Edgewater Beach Hotel in Chicago. He remembered that Lucas had once given him a job and sent for him to come and play the banjo in the band and do solo numbers, accompanying himself on his guitar.

That was back in 1921, before radio had begun to attract major attention. But the Edgewater Beach orchestra went on the air once a week or so, and then—as at other times—Nick and his guitar and his crooning were a popular feature. He was called on to vocalize when the orchestra was resting, when people were late getting to the studio, and a lot of other times. It was rather a tame life and Nick was still young and longing for adventure.

The upshot was that he left Fiorito and for the next three years did very well for himself in vaudeville and by making records. In 1925, he made a European tour that was something of a triumph. He played in popular London night clubs—the Kit Kat, the Picadilly and others—he sang for the Prince of Wales. Among the songs Nick introduced about this time, both in England and America, were "Tiptoe Through the Tulips", "Dreamer of Dreams", "You're Driving Me Crazy" and "My Best Girl".

MANAGERS OF RADIO ARTISTS

Batchelor, Walter	234 West 44th Street	CHickering 4-6205
BERNIE, HERMAN	1619 Broadway	CLrcle 7-6344
Bestry, Harry	1501 Broadway	CHickering 4-3394
Bloom, Phil	1270 Sixth Avenue	CLrcle 7-7550
Briscoe & Goldsmith, Inc.	522 Fifth Avenue	VAnderbilt 3-8683
Brown, Sedley	Rockefeller Center	CLrcle 7-2996
C. B. S. Artist Bureau	485 Madison Avenue	Wickersham 2-2000
Celebrated Artists Bureau, Inc.	17 East 45th Street	MURray Hill 2-6990
Collins, Ted	1819 Broadway	CLrcle 7-0094
Cooke, Pauline	1674 Broadway	COLumbus 5-1930
Curtis & Allen	1270 Sixth Avenue	CLrcle 7-4124
Edwards, Gus	Hotel Astor	BRyant 9-2100
Evans & Salter	113 West 57th Street	CLrcle 7-6900
Fitzgerald, Leo	1819 Broadway	CLrcle 7-0667
GOLDEN, ETHEL	1587 Broadway	LONgacre 5-9541
Grayson Co., Irvin Z.	18 East 48th Street	PLaza 3-0570
Grombach Productions, Inc.	113 West 57th Street	CLrcle 7-2549
HANNA, MARK	654 Madison Avenue	REgent 4-6250
HASIN, CHARLES	1775 Broadway	COLumbus 5-7171
IRWIN, INC., LOU	R.K.O. Bldg., Radio City	CLrcle 6-1234
Lavin, Jack	Park Central Hotel	CLrc'e 7-6747
Lyons, Inc., A. & S.	1501 Broadway	LAckawanna 4-7460
MEEK, BERNICE	33 West 51st Street	VOlunteer 5-2000
Mills, Irving	799 Seventh Avenue	CLrcle 7-7162
MORRIS AGENCY, INC., WILLIAM	701 Seventh Avenue	BRyant 9-3646
Morrison, Chas. E.	Park Central Hotel	CLrcle 7-6415
N. B. C. Artists Bureau	30 Rockefeller Plaza	CLrcle 7-8300
Peat, Harold R.	2 West 45th Street	MURray Hill 2-0890
Ponce, Philip L.	17 East 49th Street	PLaza 3-8884
Rocke, Ben	1270 Sixth Avenue	CLrcle 7-7630
Rockwell-O'Keefe, Inc.	1270 Sixth Avenue	CLrcle 7-7550
Roemer, M. Milton	1776 Broadway	COLumbus 5-5148
Schaad, H. B.	515 Madison Avenue	PLaza 3-8094
Scheuing, Edw. W.	17 East 45th Street	MURray Hill 2-6990
Solomon, Freda	1564 Broadway	LONgacre 5-9843
STEINER, HERBERT	1776 Broadway	COLumbus 5-1334
Shurr, Louis	1501 Broadway	CHickering 4-8241
WHITE, OLIVE	598 Madison Avenue	PLaza 3-9020
WINKLER, DANIEL M.	654 Madison Avenue	REgent 4-6250
Wolf, Ed.	1450 Broadway	CHickering 4-7722
Wolfe, Georgie	1482 Broadway	BRyant 9-1475
W. O. R. Artists Bureau	1440 Broadway	PEnnsylvania 6-8383
W. M. C. A. Artists Bureau	1697 Broadway	CLrcle 6-2200

COLUMNISTS OF NEW YORK NEWSPAPERS

Heywood Broun	World-Telegram	125 Barclay Street	BARclay 7-3211
John Chapman	Daily News	220 East 42nd Street	MURray Hill 2-1234
Peter Dixon	Sun	280 Broadway	WOrth 2-2323
Ben Gross	Daily News	220 East 42nd Street	MURray Hill 2-1234
Mark Hellinger	Daily Mirror	235 East 45th Street	MURray Hill 2-1000
Nick Kenny	Daily Mirror	235 East 45th Street	MURray Hill 2-1000
Mike Porter	Journal	210 South Street	DRydock 4-8800
Leonard Lyons	Post	75 West Street	WHitehall 4-9000
Sidney Skolsky	Daily News	220 East 42nd Street	MURray Hill 2-1234
Louis Sobol	Journal	210 South Street	DRydock 4-8800
Ed. Sullivan	Daily News	220 East 42nd Street	MURray Hill 2-1234
Walter Winchell	Daily Mirror	235 East 45th Street	MURray Hill 2-1000

RADIO EDITORS OF NEW YORK NEWSPAPERS

E. L. Bragdon	Sun	280 Broadway	WOrth 2-2323
Tom Brooks	Journal	210 South Street	DRydock 4-8800
Alton Cook	World-Telegram	125 Barclay Street	BARclay 7-3211
Orvin E. Dunlap, Jr.	Times	229 West 43rd Street	LAckawanna 4-1000
Ben Gross	Daily News	220 East 42nd Street	MURray Hill 2-1234
Nick Kenny	Daily Mirror	235 East 45th Street	MURray Hill 2-1000
Mike Porter	Journal	210 South Street	DRydock 4-8000
Jo Ranson	Brooklyn Daily Eagle	John & Adam Streets	MAin 4-6200
Louis Reid	American	210 South Street	DRydock 4-8800
Murray Rosenberg	Brooklyn Daily Citizen	Fulton & Adam Sts.	TRiangle 5-6700
Melvin Speigel	Morning Telegraph	343 West 26th Street	LAckawanna 4-2900
Aaron Mark Stein	New York Post	75 West Street	WHitehall 4-9000
E. M. Walker	Herald-Tribune	230 West 41st Street	PEnnsylvania 6-4000

LISTED RADIO STATIONS IN THE UNITED STATES

K

<p>KABC.....San Antonio, Texas KADA.....Ada, Okla. KALE.....Portland, Ore. KARK.....Little Rock, Ark. KASA.....Elk City, Okla. KBTM.....Jonesboro, Ark. KCMC.....Texarkana, Texas-Ark. KCRK.....Enid, Okla. KCRJ.....Jerome, Ariz. KDB.....Santa Barbara, Calif. KDFN.....Casper, Wyoming KDKA.....Pittsburgh, Pa. KDLR.....Devils Lake, N. D. KDYI.....Salt Lake City, Utah KECA.....Los Angeles, Calif. KERN.....Bakersfield, Calif. KEX.....Portland, Ore. KFAB.....Lincoln, Neb. KFAC.....Los Angeles, Calif. KFBB.....Great Falls, Mont. KFBI.....Abilene, Kan. KFBB.....Sacramento, Calif. KFDM.....Beaumont, Texas KFDD.....Brookings, S. D. KFEL.....Denver, Colo. KFEQ.....St. Joseph, Mo. KFGQ.....Boone, Iowa KFH.....Wichita, Kan. KFI.....Los Angeles, Calif. KFIO.....Spokane, Wash. KFJZ.....Fond du Lac, Wis. KFJL.....Marshalltown, Iowa KFJM.....Klamath Falls, Ore. KFJJ.....Grand Forks, N. D. KFJR.....Portland, Ore. KFJZ.....Fort Worth, Texas KFKA.....Greeley, Colo. KFKU.....Lawrence, Kans. KFNF.....Shenandoah, Iowa KFOR.....Lincoln, Neb. KFOI.....Long Beach, Calif. KFPL.....Dublin, Texas KFPW.....Fort Smith, Ark. KFPY.....Spokane, Wash. KFRD.....Anchorage, Alaska KFRD.....San Francisco, Calif. KFRU.....Columbia, Mo. KFSD.....San Diego, Calif. KFSG.....Los Angeles, Calif. KFUO.....St. Louis, Mo. KFVU.....Los Angeles, Calif. KFVS.....Cape Girardeau, Mo. KFWB.....Los Angeles, Calif. KFXD.....Nampa, Idaho KFXX.....Grand Junction, Colo. KFXM.....San Bernardino, Calif. KFXR.....Oklahoma City, Okla. KFYO.....Lubbock, Texas KFYR.....Bismarck, N. D. KGA.....Spokane, Wash. KGAR.....Tucson, Ariz. KCB.....San Diego, Calif. KCBU.....Ketchikan, Alaska KGBX.....Springfield, Mo. KGBZ.....York, Neb. KCCU.....Mandan, N. D. KCGX.....Wolf Point, Mont. KGDG.....Fergus Falls, Minn. KGBM.....Stockton, Calif. KGDY.....Huron, S. D. KGEK.....Yuma, Colo. KGER.....Long Beach, Calif. KGEZ.....Kallisip, Mont. KGFJ.....Shawnee, Okla. KGFJ.....Oklahoma City, Okla. KGFJ.....Corpus Christi, Texas KGFJ.....Los Angeles, Calif. KGFJ.....Moorhead, Minn. KGGC.....San Francisco, Calif. KGGF.....Coffeyville, Kans. KGGM.....Albuquerque, N. M. KGIH.....Pueblo, Colo. KGIH.....Little Rock, Ark. KGIH.....Billings, Mont. KGIH.....Butte, Mont. KGIW.....Alamosa, Colo. KCKB.....Tyler, Texas KCKI.....San Angelo, Texas KCKO.....Wichita Falls, Texas KCKY.....Scottsbluff, Neb. KCKM.....Honolulu, Hawaii KGNF.....N. Platte, Neb. KGNV.....Dodge City, Kan. KGO.....San Francisco, Calif. KGRS.....Amarillo, Texas KGU.....Honolulu, Hawaii KGOV.....Missoula, Mont. KGV.....Portland, Ore. KGY.....Olympia, Wash. KHJ.....Los Angeles, Calif. KHQ.....Spokane, Wash. KICA.....Clovis, N. Mex. KID.....Idaho Falls, Idaho KIDO.....Boise, Idaho KIEH.....Eureka, Calif. KIEV.....Glendale, Calif. KIT.....Yakima, Wash. KJBS.....San Francisco, Calif. KJRS.....Seattle, Wash. KLO.....Ogden, Utah KLP.....Minot, N. D. KLRA.....Little Rock, Ark.</p>	<p>KLS.....Oakland, Calif. KLX.....Oakland, Calif. KLZ.....Denver, Colo. KMA.....Shenandoah, Ia. KMAC.....San Antonio, Texas KMED.....Medford, Ore. KMJ.....Fresno, Cal. KMLB.....Monroe, La. KMMJ.....Clay Center, Nebr. KMO.....Tacoma, Wash. KMOX.....St. Louis, Mo. KMPC.....Beverly Hills, Calif. KMTR.....Hollywood, Calif. KNOW.....Austin, Texas KNX.....Los Angeles, Calif. KOA.....Denver, Colo. KOAC.....Corvallis, Ore. KOB.....Albuquerque, N. Mex. KOH.....Reno, Nev. KOH.....Omaha, Neb. KON.....Portland, Ore. KOL.....Seattle, Wash. KOMA.....Oklahoma City, Okla. KOMO.....Seattle, Wash. KONO.....San Antonio, Texas KOOS.....Marshfield, Ore. KORE.....Eugene, Ore. KOTN.....Pine Bluff, Ark. KOY.....Phoenix, Ariz. KPCB.....Seattle, Wash. KPFM.....Prescott, Ariz. KPO.....San Francisco, Calif. KPOF.....Denver, Colo. KPPC.....Pasadena, Calif. KPPC.....Wenatchee, Wash. KPRC.....Houston, Texas KQV.....Pittsburgh, Pa. KQW.....San Jose, Calif. KRE.....Berkeley, Calif. KREG.....Santa Ana, Calif. KRGV.....Weslaco, Texas KRKD.....Los Angeles, Calif. KRKO.....Everett, Wash. KRLO.....Dallas, Texas KRMD.....Shreveport, La. KROW.....Oakland, Calif. KRSC.....Seattle, Wash. KSAC.....Manhattan, Kans. KSCJ.....Sioux City, Ia. KSD.....St. Louis, Mo. KSEI.....Pocatello, Idaho KSL.....Salt Lake City, Utah KSLM.....Salem, Ore. KSO.....Des Moines, Ia. KSOU.....Sioux Falls, S. D. KSTP.....Minn.—St. Paul, Minn. KSUN.....Bisbee, Ariz. KTAB.....San Francisco, Calif. KTAR.....Phoenix, Ariz. KTAT.....Fort Worth, Texas KTBS.....Shreveport, La. KTFI.....Twin Falls, Idaho KTHS.....Hot Springs, Ark. KTLG.....Houston, Texas KTM.....Los Angeles, Calif. KTRH.....Houston, Texas KTPA.....San Antonio, Texas KTPM.....El Paso, Texas KTUL.....Tulsa, Okla. KTU.....Seattle, Wash. KUMA.....Walla Walla, Wash. KUMA.....Yuma, Ariz. KUMA.....Fayetteville, Ark. KUSD.....Vernon, S. D. KVI.....Tacoma, Wash. KVI.....Seattle, Wash. KVOA.....Tucson, Ariz. KVOO.....Denver, Colo. KVOO.....Tulsa, Okla. KVOO.....Colorado Springs, Colo. KVOO.....Bellingham, Wash. KWC.....Cedar Rapids, Ia. KWC.....Stockton, Calif. KWI.....Portland, Ore. KWK.....St. Louis, Mo. KWK.....Kansas City, Mo. KWKH.....Shreveport, La. KWSC.....Pullman, Wash. KWTN.....Watertown, S. D. KWTQ.....Springfield, Mo. KXA.....Seattle, Wash. KXL.....Portland, Ore. KXO.....El Centro, Calif. KXRO.....Aberdeen, Wash. KXYZ.....Houston, Texas KYA.....San Francisco, Calif. KYW.....Philadelphia, Pa. KYWO.....Sheridan, Wyo. KZIB.....Manila, P. I. KZRM.....Manila, P. I.</p>	<p>WALA.....Mobile, Ala. WAER.....Zanesville, Ohio WAMI.....Laurel, Miss. WAPI.....Birmingham, Ala. WARD.....(Brooklyn Bor.) N.Y.C. WATR.....Waterbury, Conn. WAVE.....Louisville, Ky. WAWZ.....Zarephath, N. J. WAZL.....Hazleton, Pa. WBA.....W. Lafayette, Ind. WBAL.....Baltimore, Md. WBAP.....Fort Worth, Texas WBAX.....Wilkes-Barre, Pa. WBBC.....(Brooklyn Bor.) N.Y.C. WBBL.....Richmond, Va. WBBM.....Chicago, Ill. WBBR.....(Brooklyn Bor.) N.Y.C. WBBZ.....Ponca City, Okla. WBCM.....Bay City, Mich. WBEN.....Buffalo, N. Y. WBEO.....Marquette, Mich. WBIG.....Greensboro, N. C. WBNO.....New Orleans, La. WBNS.....Columbus, Ohio WBNS.....(Broux Bor.) N.Y.C. WBOW.....Terre Haute, Ind. WBRC.....Birmingham, Ala. WBRE.....Wilkes-Barre, Pa. WBRS.....Needham, Mass. WBT.....Charlotte, N. C. WBTM.....Danville, Va. WBZ & WBZA.....Boston, Mass. WCA.....Storrs, Conn. WCAD.....Canton, N. Y. WCAE.....Pittsburgh, Pa. WCAI.....Northfield, Minn. WCAJ.....Camden, N. J. WCAO.....Baltimore, Md. WCAP.....Ashbury Park, N. J. WCAT.....Rapid City, S. D. WCAU.....Philadelphia, Pa. WCAV.....Burlington, Vt. WCAZ.....Carthage, Ill. WCBA.....Allentown, Pa. WCBD.....Waukegan, Ill. WCBM.....Baltimore, Md. WCBS.....Springfield, Ill. WCCO.....Minn.—St. Paul, Minn. WCFI.....Chicago, Ill. WCHS.....Charleston, W. Va. WCKY.....Cincinnati, Ohio WCLO.....Janesville, Wis. WCNS.....Joliet, Ill. WCNW.....(Brooklyn Bor.) N.Y.C. WCOA.....Pensacola, Fla. WCOG.....Meridian, Miss. WCOL.....Columbus, Ohio WCRW.....Chicago, Ill. WCSC.....Charleston, S. C. WCSH.....Portland, Me. WDAF.....Tampa, Fla. WDAF.....Kansas City, Mo. WDAG.....Amarillo, Texas WDAH.....El Paso, Texas WDAS.....Philadelphia, Pa. WDAY.....Fargo, N. D. WDBI.....Roanoke, Va. WDBO.....Orlando, Fla. WDEL.....Wilmington, Del. WDFV.....Waterbury, Vt. WDGY.....Minn.—St. Paul, Minn. WDNC.....Durham, N. C. WDOD.....Chattanooga, Tenn. WDRG.....Hartford, Conn. WDSU.....New Orleans, La. WDTA.....Tuscola, Ill. WFAF.....(Manhattan Bor.) N.Y.C. WFB.....Duluth, Minn. WFBQ.....Harrisburg, Pa. WFB.....Buffalo, N. Y. WFD.....Chicago, Ill. WFE.....Rocky Mount, N. C. WFEI.....Boston, Mass. WFEU.....Reading, Pa. WFEH.....Charlottesville, Va. WFEH.....Cincinnati, Ohio WELL.....Battle Creek, Mich. WENR.....Chicago, Ill. WESG.....Elmira, N. Y. WEVD.....(Manhattan Bor.) N.Y.C. WEW.....St. Louis, Mo. WFAA.....Dallas, Texas WFAF.....(Manhattan Bor.) N.Y.C. WFAM.....South Bend, Ind. WFAS.....White Plains, N. Y. WFB.....Greenview, S. C. WFB.....Cincinnati, Ohio WFBG.....Altoona, Pa. WFB.....Syracuse, N. Y. WFBM.....Indianapolis, Ind. WFB.....Baltimore, Md. WFD.....Flint, Mich. WFE.....Manchester, N. H. WFI.....Philadelphia, Pa. WFIW.....Hopkinsville, Ky. WFLA.....Clearwater, Fla. WGA.....Lancaster, Pa. WGAR.....Cleveland, Ohio WGBB.....Freeport, N. Y. WGBF.....Evansville, Ind. WGBI.....Scranton, Pa. WGC.....Gulfport, Miss. WGCP.....Newark, N. J.</p>	<p>WGES.....Chicago, Ill. WGH.....Newport News, Va. WGI.....Ft. Wayne, Ind. WGIC.....Hudson Falls, N. Y. WGMS.....Minn.—St. Paul, Minn. WGN.....Chicago, Ill. WGNV.....Chester, N. Y. WGR.....Buffalo, N. Y. WGST.....Atlanta, Ga. WGY.....Schenectady, N. Y. WHA.....Madison, Wis. WHAM.....Rochester, N. Y. WHAS.....Louisville, Ky. WHAT.....Philadelphia, Pa. WHAZ.....Troy, N. Y. WHB.....Kansas City, Mo. WHBC.....Canton, Ohio WHBD.....Mount Orab, Ohio WHBF.....Rock Island, Ill. WHBI.....Sheboygan, Wis. WHBQ.....Memphis, Tenn. WHBU.....Anderson, Ind. WHBY.....Green Bay, Wis. WHDF.....Calumet, Mich. WHDH.....Boston, Mass. WHDL.....Olean, N. Y. WHDS.....Portsmouth, N. H. WHEC.....Rochester, N. Y. WHFC.....Cicero, Ill. WHIS.....Bluefield, W. Va. WHJB.....Greensburg, Pa. WHK.....Cleveland, Ohio WHN.....(Manhattan Bor.) N.Y.C. WHO.....Des Moines, Ia. WHOM.....Jersey City, N. J. WHP.....Harrisburg, Pa. WIBA.....Madison, Wis. WIBC.....Glenside, Pa. WIBM.....Jackson, Mich. WIBU.....Poyonette, Wis. WIBW.....Topeka, Kan. WIBX.....Utica, N. Y. WICC.....Bridgeport, Conn. WIL.....St. Louis, Mo. WILI.....Urbana, Ill. WILM.....Wilmington, Del. WIND.....Gary, Ind. WINS.....(Manhattan Bor.) N.Y.C. WIOD.....Miami, Fla. WIP.....Philadelphia, Pa. WIS.....Columbia, S. C. WISN.....Milwaukee, Wis. WJAC.....Johnston, N. H. WJAG.....Norfolk, Neb. WJAR.....Providence, R. I. WJAS.....Pittsburgh, Pa. WJAX.....Jacksonville, Fla. WJAY.....Cleveland, Ohio WJBC.....Bloomington, Ill. WJBI.....Asbury Park, N. J. WJBK.....Detroit, Mich. WJBL.....Decatur, Ill. WJBW.....New Orleans, La. WJBY.....Gadsden, Ala. WJDX.....Jackson, Miss. WJEJ.....Hagerstown, Md. WJIM.....Lansing, Mich. WJJD.....Chicago, Ill. WJMS.....Ironwood, Mich. WJMT.....Detroit, Mich. WJW.....Washington, D. C. WJTL.....Atlanta, Ga. WJTL.....Akron, Ohio WJZ.....(Manhattan Bor.) N.Y.C. WKAAR.....E. Lansing, Mich. WKB.....Dubuque, Iowa WKB.....Indianapolis, Ind. WKBH.....La Crosse, Wis. WKB.....Youngstown, Ohio WKB.....Harrisburg, Pa. WKB.....Richmond, Ind. WKBW.....Buffalo, N. Y. WKB.....Muskegon, Mich. WKF.....Greenville, Miss. WKC.....Lancaster, Pa. WKC.....Sunbury, Pa. WKC.....Cincinnati, Ohio WKZ.....Kalamazoo, Mich. WKY.....Oklahoma City, Okla. WLAC.....Nashville, Tenn. WLAP.....Lexington, Ky. WLB.....Minn.—St. Paul, Minn. WLB.....Muncie, Ind. WLB.....Kansas City, Kan. WLB.....Stevens Point, Wis. WLBW.....Erie, Pa. WLBZ.....Bangor, Me. WLT.....Philadelphia, Pa. WLLH.....Lowell, Mass. WLS.....Chicago, Ill. WLTH.....(Brooklyn Bor.) N.Y.C. WLVA.....Lynchburg, Va. WLW.....Cincinnati, Ohio WLWL.....(Manhattan Bor.) N.Y.C. WMAI.....Washington, D. C. WMAQ.....Chicago, Ill. WMA.....Springfield, Mass. WMAZ.....Macon, Ga. WMB.....Detroit, Mich. WMBD.....Peoria, Ill. WMBG.....Richmond, Va. WMBH.....Joplin, Mo. WMBL.....Chicago, Ill. WMBO.....Auburn, N. Y.</p>	<p>WMBQ.....(Brooklyn Bor.) N.Y.C. WMBR.....Jacksonville, Fla. WMC.....Memphis, Tenn. WMCA.....(Manhattan Bor.) N.Y.C. WMMN.....Fairmont, W. Va. WMT.....Waterloo, Ia. WNA.....Boston, Mass. WNAD.....Norman, Okla. WNAX.....Yankton, S. D. WNBB.....Binghamton, N. Y. WNBH.....New Bedford, Mass. WNBO.....Silverhaven, Pa. WNBR.....Memphis, Tenn. WNBY.....Springfield, Vt. WNEW.....Newark, N. J. WNXA.....Knoxville, Tenn. WNRA.....Muscle Shoals City, Ala. WNYC.....(Manhattan Bor.) N.Y.C. WQAL.....San Antonio, Texas WQOC.....Davenport, Iowa WQOL.....Jamestown, N. Y. WQI.....Ames, Iowa WQKO.....Albany, N. Y. WQI.....Washington, D. C. WQMT.....Manitowish, Wis. WOOD-WASH.....Gr. Rapids, Mich. WOPI.....Bristol, Tenn. WOR.....Newark, N. J. WORC.....Worcester, Mass. WORK.....New York, Pa. WOS.....Jefferson City, Mo. WOSU.....Columbus, Ohio WOV.....(Manhattan Bor.) N.Y.C. WOW.....Omaha, Neb. WOWO.....Ft. Wayne, Ind. WPAD.....Paducah, Ky. WPEN.....Philadelphia, Pa. WPF.....Hattiesburg, Miss. WPG.....Atlantic City, N. J. WPHR.....Petersburg, Va. WPRO.....Providence, R. I. WPTF.....Raleigh, N. C. WQAM.....Miami, Fla. WQAN.....Scranton, Pa. WQBC.....Vicksburg, Miss. WQDM.....St. Albans, Vt. WRAC.....Williamsport, Pa. WRAX.....Reading, Pa. WRAX.....Philadelphia, Pa. WRBI.....Columbus, Ga. WRBX.....Roanoke, Va. WRC.....Washington, D. C. WRDO.....Augusta, Me. WRDW.....Augusta, Ga. WREC.....Memphis, Tenn. WREN.....Kansas City, Mo. WRGA.....Rome, Ga. WRJN.....Racine, Wis. WROK.....Rockford, Ill. WROL.....Knoxville, Tenn. WRR.....Dallas, Texas WRUF.....Gainesville, Fla. WRVA.....Richmond, Va. WSAI.....Cincinnati, Ohio WSAJ.....Grove City, Pa. WSAN.....Allentown, Pa. WSAR.....Fall River, Mass. WSAZ.....Huntington, W. Va. WSB.....Atlanta, Ga. WSBC.....Chicago, Ill. WSBT.....South Bend, Ind. WSFA.....Montgomery, Ala. WSGN.....Birmingham, Ala. WSIX.....Springfield, Tenn. WSJS.....Winston-Salem, N. C. WSM.....Nashville, Tenn. WSMB.....New Orleans, La. WSMK.....Dayton, Ohio WSOC.....Charlotte, N. C. WSPA.....Spartanburg, S. C. WSPD.....Toledo, Ohio WSU.....Iowa City, Iowa WSUN.....St. Petersburg, Fla. WSYB.....Rutland, Vt. WSYR.....Syracuse, N. Y. WSYU.....Syracuse, N. Y. WTAD.....Worcester, Mass. WTAM.....Cleveland, Ohio WTAQ.....Eau Claire, Wis. WTAR.....Norfolk, Va. WTAW.....College Station, Texas WTAX.....Springfield, Ill. WTBO.....Cumberland, Md. WTEL.....Philadelphia, Pa. WTFI.....Athens, Ga. WTC.....Hartford, Conn. WTSJ.....Jackson, Tenn. WTMJ.....Milwaukee, Wis. WTCN.....Minn.—St. Paul, Minn. WTNJ.....Trenton, N. J. WTOC.....Savannah, Ga. WTRC.....Elkhart, Ind. WVFW.....(Brooklyn Bor.) N.Y.C. WVAE.....Hammond, Ind. WVJ.....Detroit, Mich. WVJ.....New Orleans, La. WVNL.....Asheville, N. C. WVRL.....(Queens Bor.) N.Y.C. WVSW.....Pittsburgh, Pa. WVVA.....Wheeling, W. Va. WXYZ.....Detroit, Mich. WIXBS.....Waterbury, Conn.</p>
<p style="font-size: 2em; font-weight: bold;">W</p>				
<p>WAAB.....Boston, Mass. WAAC.....Chicago, Ill. WAAT.....Jersey City, N. J. WAAX.....Omaha, Neb. WABC.....(Manhattan Bor.) N.Y.C. WABI.....Bangor, Me. WABY.....Albany, N. Y. WACO.....Waco, Texas WADC.....Akron, Ohio WAGF.....Dothan, Ala. WAGM.....Presque Isle, Me. WAIU.....Columbus, Ohio</p>	<p>WALB.....Boston, Mass. WALC.....Chicago, Ill. WALD.....Jersey City, N. J. WALE.....Omaha, Neb. WALB.....(Manhattan Bor.) N.Y.C. WALB.....Bangor, Me. WALB.....Albany, N. Y. WALC.....Waco, Texas WALD.....Akron, Ohio WALF.....Dothan, Ala. WALM.....Presque Isle, Me. WALU.....Columbus, Ohio</p>	<p>WALB.....Boston, Mass. WALC.....Chicago, Ill. WALD.....Jersey City, N. J. WALE.....Omaha, Neb. WALB.....(Manhattan Bor.) N.Y.C. WALB.....Bangor, Me. WALB.....Albany, N. Y. WALC.....Waco, Texas WALD.....Akron, Ohio WALF.....Dothan, Ala. WALM.....Presque Isle, Me. WALU.....Columbus, Ohio</p>	<p>WALB.....Boston, Mass. WALC.....Chicago, Ill. WALD.....Jersey City, N. J. WALE.....Omaha, Neb. WALB.....(Manhattan Bor.) N.Y.C. WALB.....Bangor, Me. WALB.....Albany, N. Y. WALC.....Waco, Texas WALD.....Akron, Ohio WALF.....Dothan, Ala. WALM.....Presque Isle, Me. WALU.....Columbus, Ohio</p>	

