

FRED
WARRING
PRESENTS

World Radio History



PRISCILLA



ROSEMARY



"POLEY"



TOM

"THE GANG"



JOHNNIE

TOM WARING, baritone, pianist, composer ("So Beats My Heart for You," etc.) who started the band in 1919 with

"POLEY" McCLINTOCK, who lived next door to us in Tyrone, Pa., played drums, clowning in a frog voice. Still does.



FERNE

ROSEMARY LANE, torch balladist, kid sister of Lola Lane, screen star. Never sang professionally until we recruited her and her sister

PRISCILLA LANE, the gang's comedienne. "Pat" writes lyrics for comedy choruses and kids around melodically with



"GENE"



"TUBBY"



THE FELLAS



"CURLEY"



JOHNNIE DAVIS, who ho-ho-hos as scat im-
pressario, besides playing one of the most
scorching trumpets on the air...

FERNE BUCKNER, her sophisticated solos
on muted violin are regular orchestral high-
lights... She's the only femme musician in
the band.

"TUBBY" HANLON, sings for laughs in nov-
elty presentations with "Pat" and "Johnnie"
... Goofy lyrics are his specialty.

"GENE" CONKLIN, owns that silvery tenor
voice which soars over a Glee Club back-
ground. Flutist and clarinetist too.

THE 3 FELLAS, Paul Gibbons, Roy Ring-
wald and Craig Leitch produce those tricky
trio arrangements and sing with Glee Club.

"CURLEY" COCKERILL, he burlesques the
British when he takes his turn with the
"Noveliers" ... Cheerio!



ON THE AIR

11

12

10

9

8



E. S. T.

7

6

SHORTEST HALF HOUR IN RADIO

2

3

4



1

5



NOV
6
1936

World Radio History



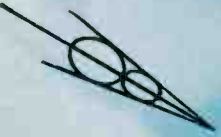
JUNE
10
1922

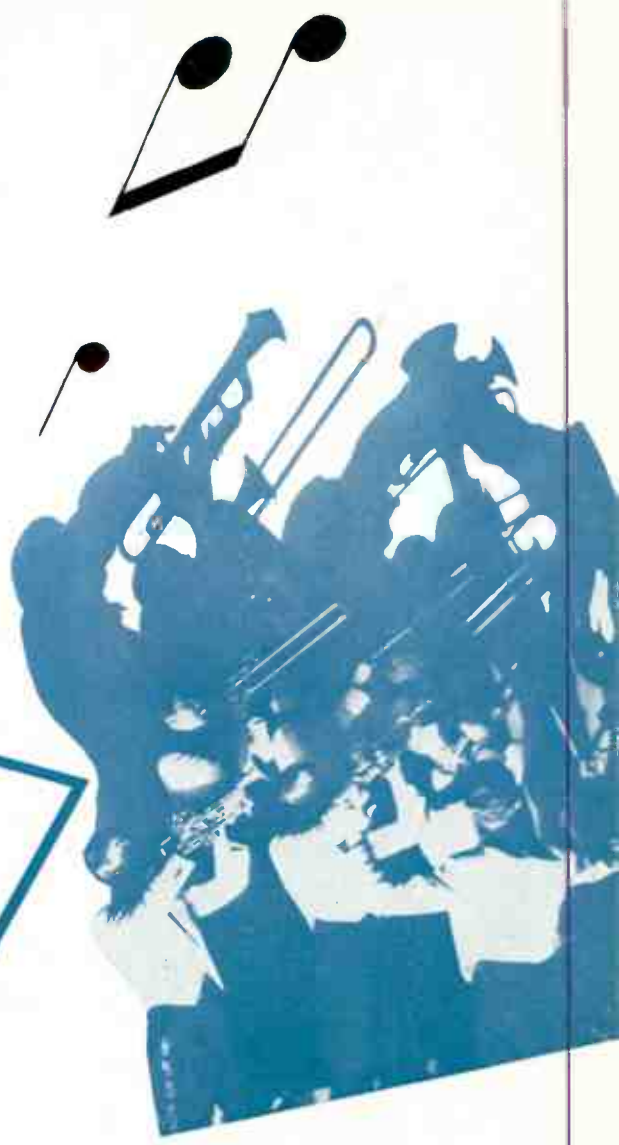


WARING'S
"BANJO"
ORCHESTRA
TYRONE PA

FEB
7
1919



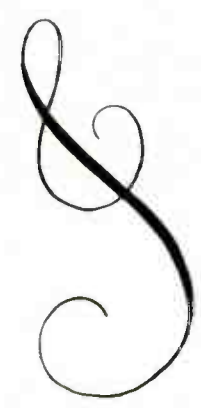
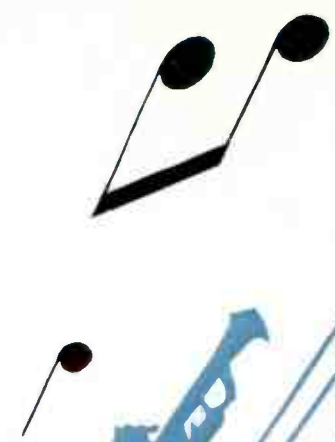
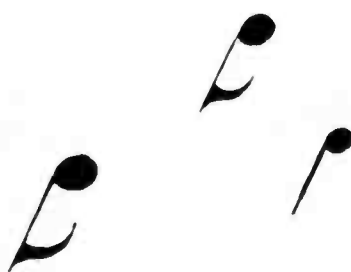
 You may recognize Tom, "Poley" and myself in the four piece band of 1919. Even then our policies were pretty much the same —each musician was a singer. By '23 we were grouped around a piano in Detroit, at WWJ, for our radio debut. Over a decade of vaudeville, motion pictures and musical comedy followed. From time to time we added more Pennsylvanians, more ideas, and now full-fledged we are dedicating our years of training in showmanship to radio.

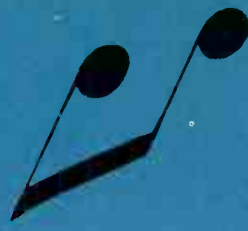


CONTRAST

STRIKE UP THE BAND!

... Trumpets, saxophones and trombones blast out their weird assortment of notes in a modern arrangement of swing, symphonic, collegiate or typical Tin Pan Alley compositions . . .





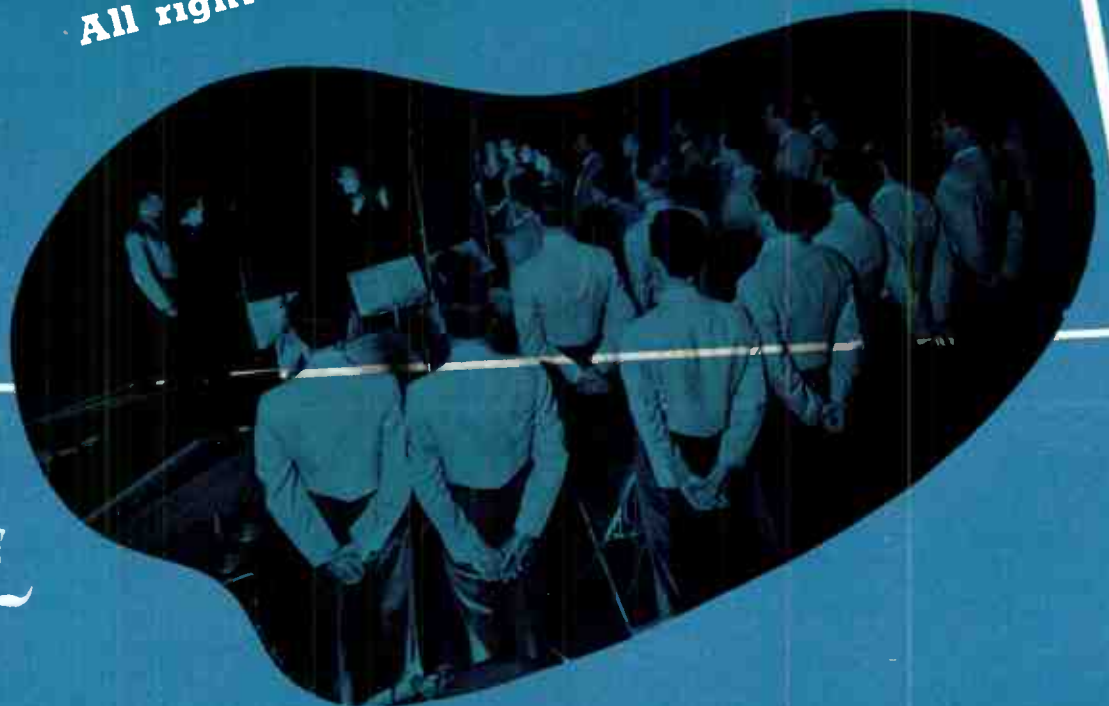
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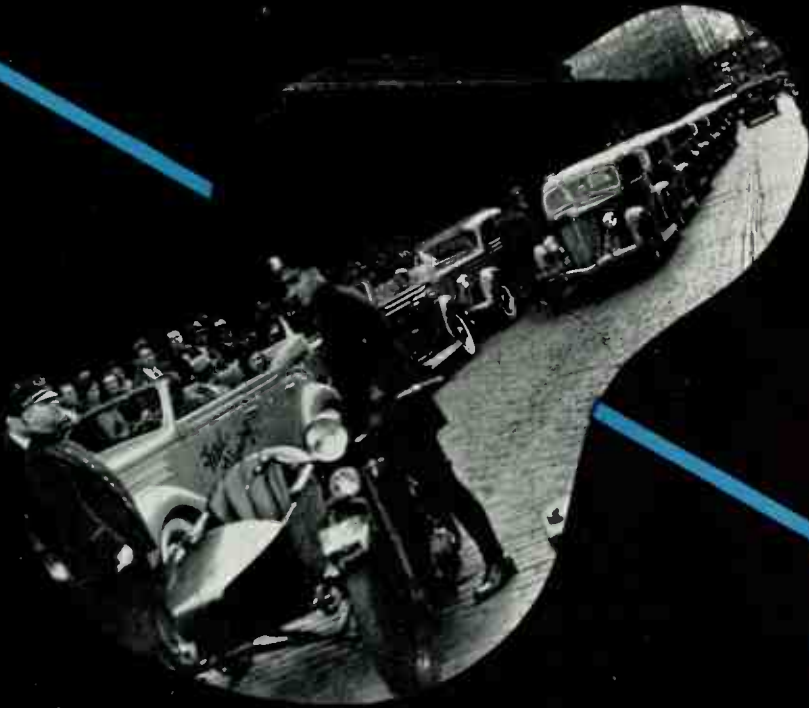
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"Please boys, songs are written to be sung. If people don't understand the words - singing is a waste of time. Each phrase has a definite message and each word is important to the song. You can make every word sound well. Let me hear those two 'tone syllables' on the one-syllable words - WE is this: OO-EE. The song must be felt, the meaning lived, the emotion portrayed in tones. All right let's go."

2

2





THANKS A MILLION

for the countless times Ford and Lincoln dealers have made the gang feel welcome to key cities during our personal appearance tours. We deeply appreciate all efforts to make our engagements eventful and comfortable.



Those parades, luncheons, excursions, and "Centerpoise" rides in genial company, have been enjoyable diversions while "on the road".

Such cordiality has provided a very pleasant spot in our memories. We'd like to express, however inadequately, our gratitude and sincere appreciation for this friendliness and hospitality.






WATCH THE FORDS GO BY

SEEN and HEARD

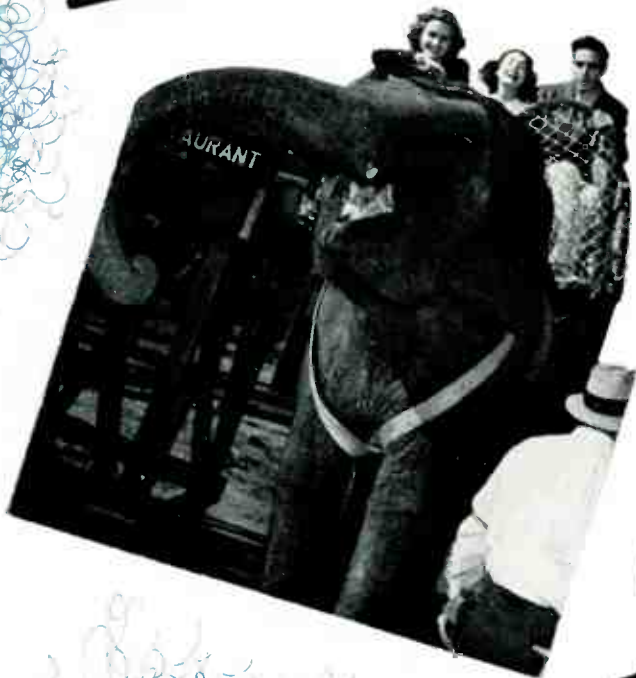
More than 13,000 people were assembled in Convention Hall, Philadelphia, the evening of June 23, 1934, to see and hear the Ford and Lincoln Dealers' radio program. An additional 10,000 heard the broadcast from the adjoining grounds through amplifiers. More than 50,000 applications for



admission cards were received by
the dealers in the Philadelphia sector
for this program which introduced a
new vogue in commercial radio
broadcasting. Record crowds were
gathered in Minneapolis, Dearborn,
Chicago, Boston, Buffalo, Cleve-
land, Pittsburgh, Baltimore, and
Detroit for similar appearances.

OFF THE AIR

"All work and no play" will never provide an alibi for one of the Pennsylvanians — the camera shows some of the nitwits away from "school".



FUN-SYLVANIANS:

Fred—caught in the rough.
Rosemary, Charlie Newman and Priscilla on Frank Buck's pet elephant.

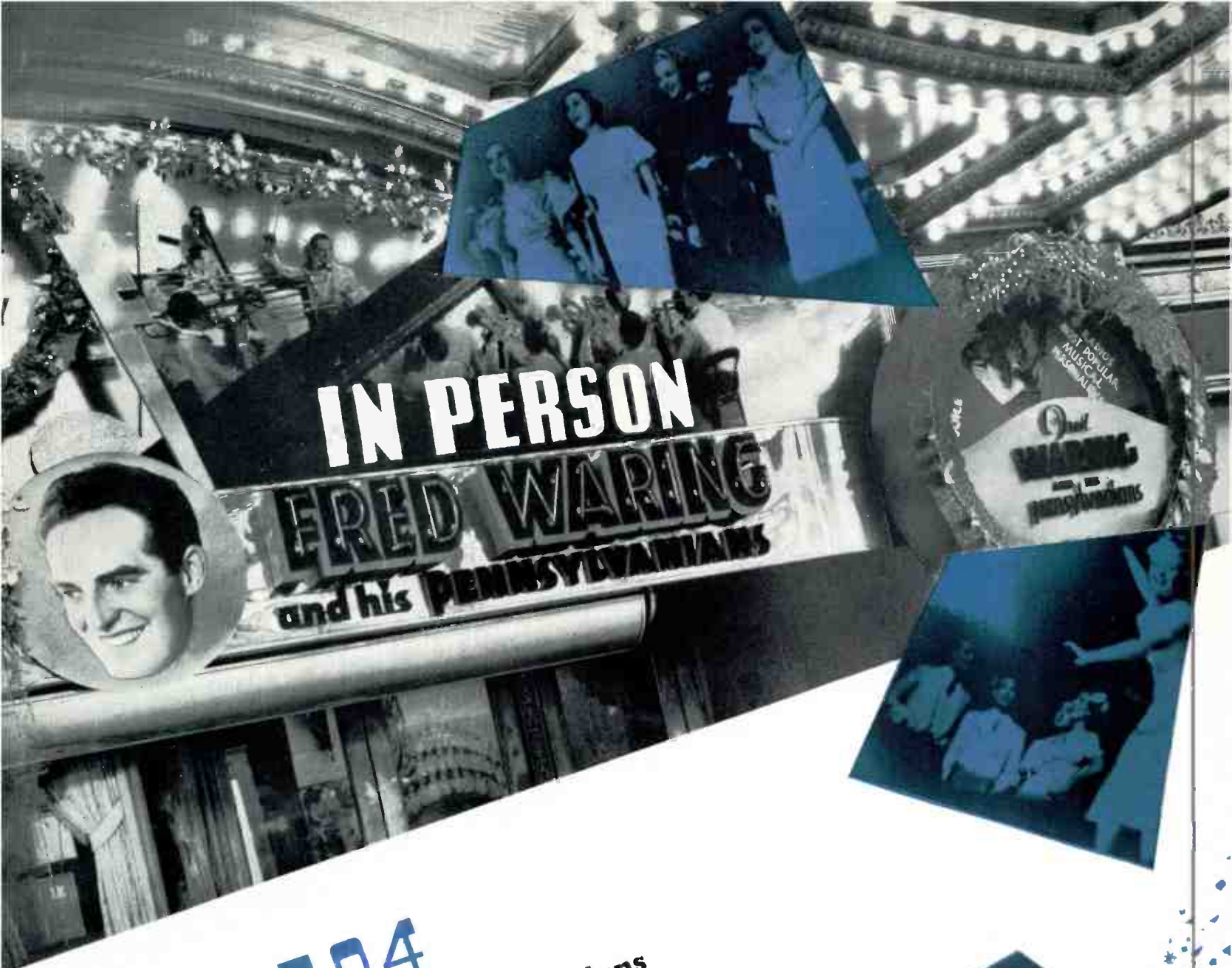
Johnnie spraying "Poley's" frog.

Rosemary serving tea.
"Poley", "Curley" and "Tubby"
—just back from Brooklyn's wilds.

Priscilla—ridin' the range.

Tom at his hobby,—painting.





IN PERSON

FRED WARING and his PENNSYLVANIANS

1,932,384

fans of Waring's Pennsylvanians stepped up to theater box offices to pay admission during the band's personal appearances in 23 cities, an average of more than 84,000 people weekly.



PIONEERING

Armed with a banjo pick and encouraged by three equally reckless back-porch harmonists, we began pioneering in the field of professional music back in 1919, when word-jugglers were fishing for a definition of Jazz. Every cow-path in our native Pennsylvania boasted a Jazz Band, so we barged in as a singing-musical-clowning combination. It must have been pretty awful during the introductory period, for most of our rehearsals were held during overnight jumps in milk-train smokers.

Long-haired disciples of Symphony labelled us a collection of "collegiate crackpots," toying with a fad that would soon pass out. We laughingly called ourselves "Creative-Moderns," for we were young, healthy and ambitious and the Jazz craze provided both an inspiration and a meal ticket.

Meanwhile we continued to augment our personnel and enlarge our musical and vocal library. We began seriously experimenting with new ideas in entertainment tricks, electrical stage effects, ensemble singing, muted brass, megaphone crooning, novelty numbers and countless other doo-dads until even the conventional students of Jazz concluded we were a trifle wacky and pointed us out as "Left-Wingers."

We've created and introduced every idea we have employed in our presentations, aiming at an entertainment menu that would appeal to all types, young and old, but somehow or other we never shook the "Joe College" out of our hair, and we still feel a program is fairly naked without the spirit of a few "Rah Rahs" in melody.

RECOGNITION

FOR THREE CONSECUTIVE YEARS

240 Radio Editors have selected Fred Waring and His Pennsylvanians winner of the "Leading Musical Program" in the Annual Radio Editors' Poll. The band first hit the top in the national poll of the country's leading Radio Editors the year of their radio debut, 1933.

FOR OUTSTANDING SERVICE TO RADIO

The Poor Richard Club, an organization composed of advertising executives, awarded their annual medal to Fred Waring for "Outstanding Service To Radio And Advertising," January 17, 1936.

TWICE HONORED BY "RADIO STARS"

A medal for the most "Superb Radio Programs" is customarily bestowed by "Radio Stars" magazine on broadcasts of distinction. Fred Waring was singularly honored by being twice decorated, as representative of the only radio group to receive two separate medals.

OUR TUNE STYLISTS

How to give a tune the special appearance and style which characterizes our renditions of popular numbers is the problem of our arrangers Frank Perkins, Virgil ("Stinky") Davis, Stephen Mougín, Frank Hower and Roy Ringwald. Though "Stinky" may have a flair for arranging novelty numbers and Frank Perkins for Glee Club, none of these boys has become "typed." In conference with me, they rotate on various kinds of assignments. They are the stylists of the band and give our orchestration that "certain something" which distinguishes them.



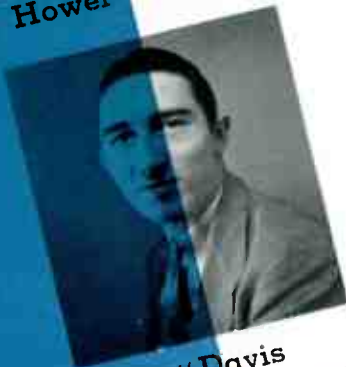
Frank Perkins



Stephen Mougín



Frank Hower



Virgil "Stinky" Davis



Roy Ringwald



GUEST STARS

**Who Have Appeared with
the Pennsylvanians.**



Marion Talley

Roy Chapman Andrews

Richard Bonelli

Brodsky and Triggs

Frank Buck

The Charioteers

Stuart Churchill

Fray and Braggiotti

Stella Friend

Juliet Lowell's "Dumbelle Lettres"

Nayara

Enzio Pinza

Babs Ryan

Frederic Schorr

Cornelia Otis Skinner

Kay Thompson

Al Williams



George Gershwin



Barbara (Snooney) Blair



Nelson Eddy



Stoopnagle and Budd





Since we began our professional career back on the campus of Penn State College, we have been pretty active, pushing a few new records around, here and there, creating new styles and introducing new ideas with the ever changing musical horizon, always appreciative of the value of genuine originality and endeavoring to keep a jump ahead of our competitors and a step ahead of our imitators.

Cordially yours,

Bob Marley

P.S. In the meantime
"Watch the Gods Go By"







Hello Everybody:

This is Fred Waring again, this time introducing in photographs, our entire gang, including all the nit-wits, with Tom, Rosemary, Priscilla, "Poley", "Tubby", "Curley", Johnnie, Roy, Paul, Craig, "Gene" Ferne, the V-8 Octette and Charles Newman, the kid from California who makes a harmonica sound like six sections of a symphony orchestra.

Through the pages of this little souvenir we give you a glimpse of the kids at work and at play, without the conventional blurb, that would classify it as a catalogue rather than a pictorial "Hello." . . .

