
The Story of the
STARS

WMBG

TOPS IN RADIO

★ WITH ★

Eight of the Ten Most Popular Shows

Sixteen of the Twenty Most Popular Shows

Thirty-two of the Fifty Most Popular Shows

After sixteen years of broadcasting, I believe WMBG, because of its outstanding program structure, now dominates the airwaves in this area.

Over a million dollars worth of talent is offered free each week to listeners of WMBG.

Although a review of the following pages forces one to conclude that the peak in radio entertainment has been reached by WMBG, we shall continue unceasingly in our efforts to bring our listeners bigger and better programs.

We believe we have lived up to our slogan, "For the Best in '43—Keep Tuned to WMBG."

Wilbur M. Havens

President and General Manager.



Sent to you, with the compliments, of

WMIBG

WILBUR M. HAVENS
PRES.-GEN'L MANAGER

RICHMOND, VIRGINIA

Fibber McGee and Molly

Top Comedy Favorites Heard on WMBG

Tuesday Evenings at 9:30

Fibber McGee and Molly, in their real life characters of Jim and Marian Jordan, looked back today on 24 years of married life and counted them a blessing.

Jim and Marian recently celebrated their 24th wedding anniversary, as they have done everything in those 24 years, together.

They had been married only five days when Jim donned khaki and marched off to fight in World War I. Except for the war interlude, and for a period of a year when Marian went off the air because of illness and Jim carried on alone, Fibber McGee and Molly have been inseparable in their professional careers as they have as husband and wife.

Jim and Marian are parents of a boy and a girl, Jim, Jr., and Kathryn. Kathryn now has grown into lovely young womanhood and is in the beginning of a promising radio acting career. Jim, 21, a student at the University of Southern California, is so popular that his Chi Phi fraternity selected him this summer as delegate to its national convention in Chicago.

Vacations from each other are something Jim and Marian Jordan couldn't understand. When they finish their radio season and go off the air for the summer (they consistently led the Crossley ratings all season), they leave on a joint vacation—generally fishing. They pack into 11,000-foot altitudes and share the hardships of camp life in the open. They fish, but, what is more important to them, they also strengthen the spirit of companionship so likely to ebb in the wear and tear of the daily routine of writing, rehearsing and playing on the air and screen.



WMBG Carries 8 of Radio's 10
Most Popular Shows

Bob Hope

**"Champion of Champions" headlines WMBG's
Tuesday 10:00 to 10:30 P. M. Show**

When a son was born to Mr. and Mrs. William Henry Hope in London, England, on May 29, 1903, they fondly christened him Lester Townes Hope.

Soon thereafter Mr. and Mrs. Hope changed their residence to Cleveland, Ohio, and a number of years later their son changed his name to Bob.

He was still Les Hope, however, when he went to public school in Cleveland, when he went to work as a clerk for a motor company there, when he tried his hand briefly at such widely varied occupations as newspaper reporting, boxing and tap dancing.

Bob Hope reached the top in 1938 when he became the star of his own radio show and appeared in his first motion picture, "The Big Broadcast of 1938." He has been at the top ever since.

For the past two years, 1941 and 1942, he has been chosen radio "Champion of Champions" in the Motion Picture Dally's poll of 600 radio editors and columnists. In 1941 he received a special award from the Academy of Motion Picture Arts and Sciences, in addition to 17 other awards and citations by national, civic and professional groups, including one from the U. S. Treasury Department for his bond-selling efforts.

Today Hope is one of the favorites of America's armed forces. He and his NBC troupe have toured the continental United States, as well as Alaska and the Aleutian Islands, giving shows for service men.

Hope is 5 feet 11 inches tall, weighs 170 pounds, and has brown hair and brown eyes. He is married to Dolores Reade, formerly of the vaudeville and musical comedy stage, and they have two adopted children, Linda and Tony. His favorite sport is golf, which he has played with Bing Crosby to the amusement of thousands and to the profit of many charities.



WMBG Carries 16 of Radio's 20
Most Popular Shows

Jack Benny . . . Mary Livingstone

With Dennis Day, Rochester, Don Wilson and Guest
Orchestra — WMBG, each Sunday at 7:00 P. M.

It took World War I to start Jack Benny talking. Before joining the Navy he played a violin in vaudeville and said nothing. After one attempt to raise funds with a musical appeal at a seaman's benefit Benny dropped the violin and started talking.

Since then he has talked his way through several Shubert musical revues, two editions of Earl Carroll's "Vanities," half a dozen feature motion pictures and into radio over NBC-WMBG as a laugh-getting master of ceremonies.

To keep the talking Jack Benny out of talking pictures would have been a real problem. Nobody tried to. Metro-Goldwyn-Mayer promptly offered him a contract, and he made his screen debut as master of ceremonies in the Hollywood Revue. Other feature pictures, and comedy shorts followed in rapid succession.

Benny might have been in Hollywood yet, if he hadn't met a Los Angeles girl—and continued to talk. The young lady just nodded her head, and said they would go East for their honeymoon. (Now she is doing some talking for herself, and you hear her on the air with Benny. Her radio name is Mary Livingstone.)

The Bennys arrived in New York just as Earl Carroll was casting the annual edition of his "Vanities." At Carroll's request Benny dropped in to witness a rehearsal. When the curtain went up on the opening night Benny was still there. He was, in fact, the star of the show. For two years he was the leading comedian and master of ceremonies in the Carroll revue. Then came radio, and now the comedian is waiting for television.



WMBG Carries 32 of Radio's 50
Most Popular Shows

Edgar Bergen

He and Charlie McCarthy Entertain WMBG Listeners
Each Sunday 8:00 to 8:30 P. M.

It will always be a toss-up as to whether Edgar Bergen or Charlie McCarthy is head man of the internationally famous team starring on N.B.C.'s Chase and Sanborn program, but for the time being, we're going to concentrate on Bergen, radio's first ventriloquist.

He first discovered his talent for ventriloquism while a student at Lakeview High School, and it was at this time that he conceived the idea for his dummy—the now famous "Charlie McCarthy." The inspiration for his dummy was a street-urchin newsboy with an impish face and bright red hair. Bergen had a master craftsman carefully carve the features according to these specifications.

Bergen's travels have taken him to practically every country in the world, including Russia, the countries of South America, and even Iceland. His most tragically touching experience occurred in Laguara, Venezuela, where he played before a leper colony. Bergen worked with Charlie outside locked gates.

He played the Chez Paree in Chicago to packed houses and this led to the Rainbow Room in Radio City. Rudy Vallee saw Bergen perform one night and thought him likely radio material but just couldn't make up his mind whether ventriloquism would register over the air. Rudy took a chance and presented the ventriloquist on his Variety Hour on December 16, 1936. Bergen was an overnight sensation and was brought back to the hour week after week.

At first, Bergen declined Vallee's invitation because, he explained, "I've only got two routines. If I broadcast both of these it'll hurt me in the night clubs."



Bergen is rather shy and retiring. Charlie is just the opposite. Charlie says things, particularly to the opposite sex, that Bergen, a bachelor, would like to say himself. He is quite modest about his work and still wonders how it all happened because Bergen to Bergen is not such a great person.

No straw man is Charlie McCarthy. He can dish it out with the best of them, as unfortunate souls coming up against his sarcastic tongue will tell you. That look in Bergen's eye seems to indicate that he well understands which side his bread is buttered on.

Eddie Cantor

Heard with Dinah Shore and "Cookie" Fairchild's Orchestra
over *WMBG* each Wednesday at 9 P. M.

More than forty years ago, a poor kid from New York's East Side, attracted by the one dollar guarantee given to all amateurs who appeared on the stage of a Bowery theater, stepped out before a tough audience with an act that burlesqued a local politician. The performance was strictly unprofessional, but it won the \$5.00 first prize, and started Eddie Cantor on a career which took him to the top in the theatrical world.

The Eddie Cantor who stars on N. B. C.'s "Time to Smile" is the result of many years of hard work, disappointment and heart-break. After his success on amateur night demonstrated that the theater was the place for him, Cantor battled for a place on the stage. He was a singing waiter at Coney Island, where the pianist was a fellow named Jimmy Durante. He toured neighborhood theaters, earning more applause than money. Then he joined the vaudeville team of Bedini and Arthur, and while he was on the stage with them, he was seen by Gus Edwards, who found him a place in and "Kid Millions."

Radio still claims most of his time, but each season he appears on the stage, and has made a number of pictures, including "Palmy Days," "Roman Scandals," "The Kid from Spain" and "Kid Millions."

Cantor married the celebrated "Ida" June 9, 1914. Their five famous daughters are Marjorie, Natalie, Edna, Marilyn and Janet.

Cantor's Beverly Hills home is the organizing center for many philanthropic movements. His activities on behalf of "March of Dimes" and other humanitarian projects keep Cantor busy in the little time he has free from his three careers.



For the BEST in 1943 Keep
Tuned to WMBG

Bob Burns

Cuts Up on *WMBG* Fridays 9 P. M.

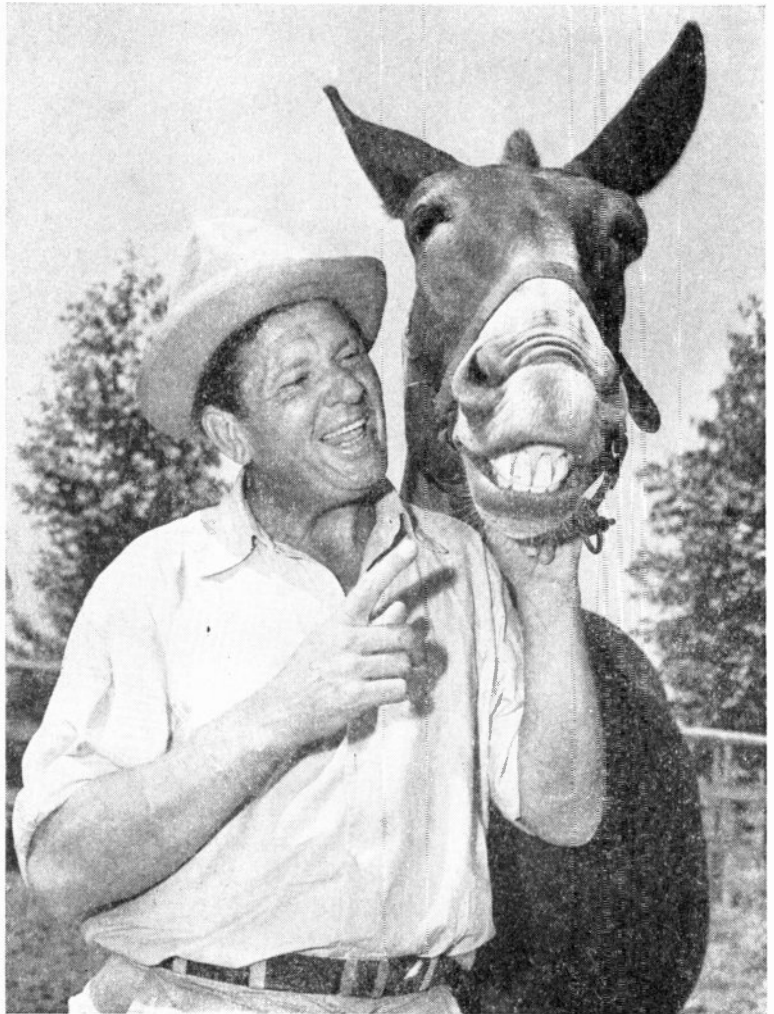
When Bob Burns made his first bazooka out of two pieces of gas pipe and a whiskey funnel, little did he realize that the basso blasts of the bazooka would be heard around the world.

But that's exactly what's happening since "The Arkansas Philosopher" joined Bing Crosby on the Music Hall. Bob has proof of this in loads of mail now pouring in to him in Hollywood from all parts of the world.

Bob's tall tales of hillbilly kin folks who can kick boulders for footballs, without bruising their toes; who can stand on hot coals barefooted without knowing there's any fire near; folks who can be lulled to sleep by a chorus of mighty mosquitoes drilling right down into the marrow of their bones—yes sir, these tales are having a telling effect.

Being "in the money" on radio and in the movies hasn't changed Bob a bit. It was not so very long ago that Bob Burns had a hard time keeping the wolf from the door, because it seemed nobody wanted to pay him real money for "actin' natural." Now his date book is cluttered with appointments for months ahead; and Bob's going to keep the appointments he's made even if he has to limit them to minutes, like any busy executive must do.

Bob was chosen to act as master of ceremonies at the First Annual Radio Ball, managed by the radio editors of Los Angeles. Lionized wherever he goes, Bob is still the same Bob Burns of years ago, and never goes anywhere without his bull-dog pipe.



WMBG Carries 8 of Radio's 10
Most Popular Shows

Harold Peary

He is Throckmorton P. Gildersleeve on *WMBG* each
Sunday 6:30 P. M.

In the early days of radio, Actor Harold Peary was often described as a "one-man acting trust in restraint of fair trade." This was when Peary played eight different rôles, including a father and son, in one 15-minute dramatic program and in the same week portrayed a tough gangster, a Portuguese fisherman, an Irishman and an Eskimo.

Peary basks in fame of another sort today. He parlayed a rôle as a stooge on the "Fibber McGee and Molly" program into his own coast-to-coast network show, "The Great Gildersleeve."

The nervous laugh and husky, vibrant voice of the stooging Throckmorton P. Gildersleeve on the "Fibber McGee and Molly" program won such fame that the result was inevitable—a coast-to-coast commercial network program.

Peary is one of the few actors in radio who didn't begin his career as an amateur or a child star. He made his first appearance as a professional in a California stage unit. His radio debut came in 1925 while playing in stock in Oakland, Calif. Hal stuck with the stage until 1928, when he became a regular staffer with N. B. C. in San Francisco.

During his seven years with N.B.C. in San Francisco, Hal created such rôles as "Who—Dat Man," a colored character heard for three years on the old "Spotlight Revue" and "Uncle Hannibal" for the same number of years on the "Wheatenville" period. His first regular program was with Charlie Marshall, the cowboy singer, in "Mr. Marshall and Mr. Peary."

In 1935, Peary left San Francisco and went to Chicago, where he was



WMBG Carries 16 of Radio's 20 Most Popular Shows

immediately engaged as a member of N. B. C.'s dramatic staff. He was featured on many major dramatic programs and also joined the "Fibber McGee and Molly" cast.

In Hollywood, Throckmorton P. Gildersleeve soon began to emerge as something more than a "nameless voice." Finally came his own program.

Red Skelton

Heard over WMBG each Tuesday at 10:30 P. M. Program
also Features Harriet Hilliard, Ozzie
Nelson and his Orchestra

He has never wanted to play Hamlet, and he doesn't want to write poetry or novels about *life!* Red Skelton, in fact, wants to be just what he is — a comedian.

Red, labeled on his birth certificate as Richard Bernard, comes naturally by the desire to live by his wits—his father was a clown with the Hagenbeck-Wallace Circus.

Skelton, junior, made his debut in 1927 (he was born July 18, 1913) as a youthful mammy singer in a medicine show. On the vaudeville stage he became famous as America's No. 1 "doughnut dunker." Red estimates that since he began his career he's dunked 37,971½ doughnuts.

The Hoosier comedian (he was born in Vincennes, Ind.) worked his way into radio via the guest star route. Rudy Vallee featured him a time or two, and he played in the movie, "Having A Wonderful Time," with Doug. Fairbanks, Jr., and Ginger Rogers before radio cornered him for a permanent spot.

Six feet two inches in height, Red gets his name from his dark red hair. His eyes are brown. He likes bowling and golf, has a weakness for motion picture cameras, can rehearse anywhere, would like to live in a house instead of hotels, likes to write his own gags and dotes on film comedies.

It was a long and variegated road by which Red climbed the ladder of fame, hailed as the funniest man on the American stage, he heads his own radio program, Red Skelton and Company, one of the most popular comedy programs carried by N.B.C.



WMBG Carries 32 of Radio's 50
Most Popular Shows

Fannie Brice

The Hilarious 'Baby Snooks' heard each Thursday
at 8:00 P. M. over WMBG

Fannie Brice's proudest boast is that she is the mother of a 21-year-old daughter and a son, 18.

Yes, Billy is 18 now. Why, that's just the age when Fannie was getting her start in the theatre as a tall, scrawny girl, in a gingham dress. Well, that goes back to another era.

An East Side product, Miss Brice hardly had time for education. She virtually ate, drank and breathed theatre. She was somewhat of a tomboy and together with the newsies of the neighborhood, she formed a little troupe which performed in pool rooms, backyards, and alleys. Anywhere to earn a few cents. Finally—well, let Fannie take the story up from here. It's her life and she never gets tired talking or writing about it.

"Let's see . . . oh, yes, finally one of the newsies said to me, 'Why don't you try for one of those amateur prizes, Fan? There's five and ten dollar ones; you oughta get one.'

"I didn't even know what the word amateur meant. Anyhow, a little Irish girl, Hannah Ryan, and I struck out for Keeney's Theatre in Brooklyn. The place was packed. The crowd dared you to go on. They were ready to howl and hiss as you got the hook. I was watching the whole thing when suddenly someone pushed me. That was how careers began in the theatre. That's how mine began. Well, in my poor clothes, the audience began booing and hissing, I wanted to cry and run off the stage. But those swell newsboy friends of mine yelled encouraging remarks from the gallery. The piano player asked me what key? I never knew what a key was. Maybe something to open a door.



WMBG—Tops in Radio

"Anyhow, he began. I told him my number, 'When You Know You're Not Forgotten By the Girl You Can't Forget.' I was singing. The audience was throwing money. I was afraid if I didn't pick it up I'd never see it again. So, as I continued with my singing, I bent down and gathered the coins as fast as possible. It came to about four dollars. Later they told me I had won the ten-dollar first prize."

Bing Crosby

Starred on *WMBG* "Music Hall" each Thursday at 9 P. M.
with John Scott Trotter's Orchestra, the
Music Maids and Guest Stars

Harry Lillis Crosby was born in Tacoma, Wash., May 2, 1904. He became Bing Crosby by the simple expedient of outshouting the other youngsters in Spokane while playing "Cowboys and Indians."

The family thought Bing should become a lawyer, so they sent him to Gonzaga College to begin his studies in that direction. Bing made the freshman football team, but was too light for the varsity.

When Crosby sang with the college glee club his vocal efforts were received with more than a little enthusiasm. It occurred to him, finally, that since other people seemed to make a living singing, he might be able to do the same.

Harry Barris, Al Rinker and Bing formed a trio known as The Rhythm Boys, who soon were popular nationally.

They toured with Paul Whiteman for three years, until 1930, when they were in California making the picture, "The King of Jazz." The trio immediately took to the California climate and asked Whiteman for permission to stay there when he returned East. They were engaged to sing at the Cocoanut Grove in Los Angeles, where Bing made a big hit as soloist over a coast-to-coast NBC network. Soon he was signed to appear in nearly a dozen pictures and he became a sensation on radio in no time.

Bing enjoys radio more than any form of entertainment simply because the audience can't see him. His broadcast costume includes a battered felt hat, an old pair of unpressed slacks, and a shirt opened at the collar.



WMBG Carries 8 of Radio's 10
Most Popular Shows

He is married to Dixie Lee, the former movie actress, and they have four young sons. His leisure time is divided between his family and the Del Mar track, in which he has controlling interest.

Tommy Riggs

He and Betty Lou began partnership in 1932 . . . They're heard each Friday at 10 P. M. on WMBG

Tommy Riggs and Betty Lou really formed their partnership in an emergency.

That was in 1932 and they have been together ever since.

Previous to the time Riggs discovered what a swell partner his little-girl voice of Betty Lou really was, he had been doing a song and patter act with a partner. They played on vaudeville and radio in the Eastern and Mid-western States.

In those days Betty Lou was brought into the act only occasionally. But one day his partner was suddenly taken to the hospital and Riggs had to carry on alone. That night Riggs found he had a brand new partner. The little-girl voice had suddenly become a personality.

The young man whose radio illusion on Rudy Vallee's hour each Thursday amused millions is a radio veteran. He began his career in 1928 on a Columbus, Ohio, station when he was attending Ohio State University, and used to delight in suddenly bringing Betty Lou's small voice into the locker rooms when his classmates were changing their clothes.

At college where he was active in football and boxing, Riggs studied advertising and marketing. After he left school he went into the egg business, but after a few months decided that he was the one who had laid the egg.

Betty Lou is a real person to Riggs just as she is to millions of listeners. He answers all of her mail just as seriously as the little girl would, and her part of the act is thought out, written and rehearsed in his mind just as though she were really there.



WMBG Carries 16 of Radio's 20
Most Popular Shows

Rudy Vallee

And Guests heard over *WMBG* Thursdays 9:30 P. M.

Rudy Vallee was born in Island Pond, Vermont, but his family moved shortly after the event to Westbrook, Maine, where Rudy grew up. His father was the village druggist, a kind and not too stern man. Had the elder Vallee had his way, America's womanhood now would be served sodas and toothpaste by the singer, instead of entertainment and romance.

Saxophone players intrigued him. He often went to movie houses merely to hear them play. One day an electrician in a Portland theater let Vallee borrow a saxophone. That was the last the electrician saw of it.

Not knowing any teachers in Maine, Rudy wrote to his idol, Rudy Wiedoeft, and pleaded for lessons by mail.

The next year's work moulded Vallee's career. He studied hard and for days at a time. He went to the University of Maine—whose song he spread from the Atlantic to the Pacific—and practiced the saxophone.

The following year, 1924, he entered Yale, where he came upon the group of bright young men who were to form the nucleus of that famous dance band, the Connecticut Yankees.

In the summer of 1926 Vallee and his band accepted an offer from the Savoy Hotel in London. His orchestra, and his saxophone captivated London. The Prince of Wales danced to his music, thousands bought his recordings. The British Broadcasting Corporation carried his music on its networks.

He returned to New Haven the following year, much to the surprise of friends, who thought that college could never replace the life he was leading and money he was earning.

For two more years he remained at Yale, receiving his degree. He majored in romance languages and almost



enrolled in the law school. His fondness for law still exists. A few years ago he arranged to be tutored by Dean Gleason Archer of the Suffolk Law School, Boston.

The first summer after graduation from Yale, Vallee and his Connecticut Yankees went on a vaudeville tour. The group did not attract any undue attention and Rudy decided to try his luck in New York. From door to door he roamed, seeking bookings and later merely a job as a saxophonist.

At the last moment, the Heigh Ho Club, needing a band, booked the young singer-saxophonist and his collegians. A local radio station was broadcasting from the Heigh Ho Club at the time. Soon letters, telephone calls and telegrams began to flow in. "Who is this Vallee?" was the question on everyone's lips. They had never heard such singing before.

Officials of the National Broadcasting Company also heard him and decided his unusual voice would be well received on the networks. He made his first broadcast October 24, 1929, and continued thereon, week after week, for exactly ten years, a record in commercial programs.

Among the current stars whose radio careers he founded, are Edgar Bergen and Charlie McCarthy, Bob Burns, Joe Penner, Tommy Riggs and Betty Lou, Alice Faye, and Burns and Allen.

H. V. Kaltenborn

Dean of Newscasters . . heard Mondays through Fridays
over *WMBG* at 7:45 P. M.

Hans V. Kaltenborn was born in Milwaukee, Wisconsin and started his career in the building material business with his father in the little town of Merrill, Wisconsin. The Spanish-American War broke out when Hans was twenty and he ran away from home to enlist. After the war, he took a cattle boat trip to Europe which still makes him sea-sick when he thinks about it. Returning home after these first tastes of adventure, Kaltenborn got a job on the *Merrill Advocate*. A year later when he quit to go to France as a traveling salesman, he was City Editor of the little paper. In 1902 he returned to the States and went to work as a reporter on the *Brooklyn Eagle*. Later he went to Berlin as secretary of the Harvard Professional Exchange. He graduated from Harvard with a Phi Beta Kappa key, the Boylston Prize for public speaking and the Coolidge Prize for debating. It was due to his remarkable collegiate record that John Jacob Astor hired the young reporter to be traveling tutor for his son. He has broadcast interviews with Mussolini, Ghandi, Hitler and Chiang Kai-shek. He has been captured and held for ransom by Chinese bandits and was the first to cover a battle—the attack upon Irun, Spain—with a microphone. His hobby is tennis, of either the deck or lawn variety.



WMBG Carries 32 of Radio's 50
Most Popular Shows

Lowell Thomas

**Leading Radio News Commentator, Speaker, Traveler
and Author, Broadcasts over *WMBG* Mondays
thru Fridays at 6:45 P. M.**

Lowell Thomas, who has been broadcasting the day-by-day adventures of mankind without interruption for the past eleven years, has had a varied and adventurous career. He was born in Ohio in 1892, reared in a Colorado gold camp and has lived all over the world. As a young man he was a gold miner and cow puncher. Then he turned to newspaper work as a reporter and editor. After attending and receiving degrees from four universities, he became a member of the faculty of Princeton University.

During the World War he was attached to all of the Allied armies all the way from the North Sea to the Persian Gulf, and later was the first to bring back an eye-witness account of the German Revolution.

Until he started broadcasting in 1940, he was chiefly known as the discoverer and biographer of Lawrence of Arabia, as the biographer of "Count Luckner, the Sea Devil," and as historian of man's first flight around the world.

As a speaker—before his radio days—he probably appeared in person before more people than any other man in the history of the platform.

As a traveler he has led expeditions into the Far North, into the tropics, and across remote sections of Central Asia.

He is the most widely known of screen commentators, and for the past seven years has been the Voice of Movietone, the newsreel that has the widest circulation.

For eleven years now he has been the leading radio news commentator. By short wave and by broad wave his broadcasts circle the world.



You'll Find the Best in '43
on Station WMBG

John W. Vandercook

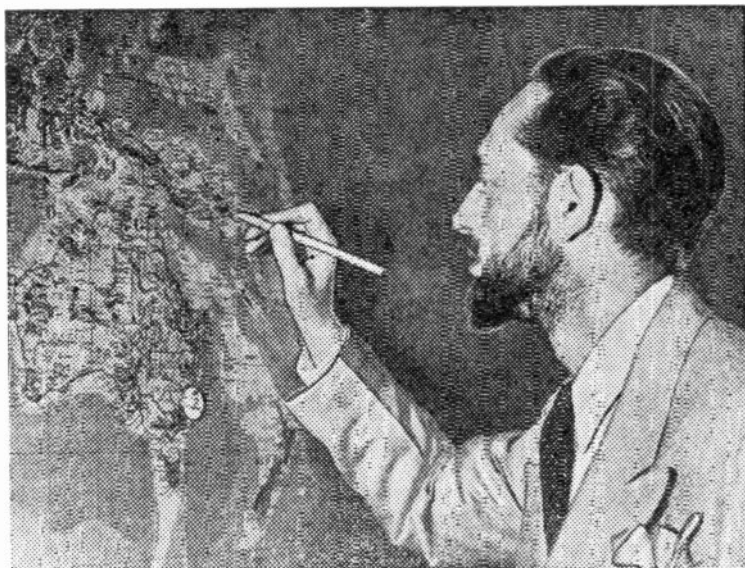
On News of the World ... *WMBG* Monday--Friday 7:15 P. M.

When he was three weeks old he crossed the Atlantic; recrossed it before he was two years old; retired from newspaper work at 21; had been in and through 73 countries and written ten books at 38—at 40 he ranks as one of the most popular network commentators.

Slight in stature, wearing a dignified Van Dyke beard and speaking with a warm, cultured voice, he presents a personal appearance as interesting as his background. He is John Womack Vandercook, well-informed, level-headed N. B. C. commentator on "News of the World."

Vandercook lives in a fashionable Manhattan apartment with wife, Jane. The smartly-appointed home has the unmistakable atmosphere of the world traveler. A weirdly-carved figure hangs on the wall—a cannibal curio from New Guinea. Two expensive cameras rest on a table and a bookcase holds Vandercook's books, the titles of which conjure up strange places and strange people: "Black Majesty," "Caribee Cruise," "Tom Tom," "Fools Paradise," "Dark Islands," "Empress of Dusk," "Forty Stay In," "Murder in Fiji" and "Murder in Trinidad."

At work the same atmosphere surrounds Vandercook. When he studies the huge wall maps in N. B. C.'s news room, tracing the expanding areas of war, one can be sure he sees more than bare outlines. There's the time he paddled through the swamps of New Guinea in a native dugout rented at five cents a day; the 600-mile march through the underbrush of the plateau country of Central Africa; the quiet journey down unexplored rivers on Malaita Island; the travels through the Solomon and Fiji Islands; the two months on a schooner in the South Seas; Liberia, Papua, Dutch Guiana. Jungle dampness, mountain cold, and desert heat.



WMBG Carries 8 of Radio's 10
Most Popular Shows

Donald Voorhees

With Fifty-seven Piece Band... heard over *WMBG*
Mondays 9 P. M.

Twenty-five years ago a thirteen-year-old lad stepped into the orchestra pit of his home town Lyric Theatre in Allentown, Pa., whacked the music rack with his baton, and launched himself on a career that was to make him one of the country's outstanding conductors.

After a quarter-century of batoneering, Donald Voorhees still brings to his work the same enthusiasm with which he began studying violin at five, and forming his own band at twelve. Today he directs the N. B. C. show, the "Telephone Hour" with its fifty-seven-piece Bell Symphonic Orchestra.

At seventeen, when most kids are trying to figure the shortest distance between two dates, Voorhees was conducting his first Broadway show, with Eddie Cantor in the lead. At twenty he became general music director for Earl Carroll, conducting five editions of the famed "Vanities" during the next few years. He made his radio bow in 1924, when N. B. C. put a wire into the Carroll Theater to pick up a Sunday night concert.

When Ed Wynn started his broadcast series he insisted that the supporting band be "different"—and Voorhees filled the bill. There followed a string of highly successful associations with various network shows, ranging from comedy and variety to concert programs. The versatile mæstro was in great demand. At New York's World's Fair he batoneered the patriotic spectacle, "American Jubilee." Shortly after came the "Telephone Hour."

Lifetime preoccupation with music would seem to preclude possibility of outside interests, but Voorhees actually has many. Most important is dogs—especially Scottish terriers. At one



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time he owned 150 Scotties, and for years he has been called upon to act as judge at various dog shows in and around New York. Usually he chooses at least one spring and one fall show to judge, and never misses acting as steward at the annual Westchester Kennel Club show, which he says, is always the biggest and therefore the most fun.

Margaret Speaks

Soprano Star of WMBG's Monday 8:30 P. M. Program, with
Concert Orchestra Directed by Alfred Wallerstein

Conversationalists seeking to describe a prima donna who is exceptionally agreeable and pleasant in private life sometimes find themselves saying "You'd never know she was a singer." By this they mean, presumably, that she is genuinely unaffected. No comment has ever pursued a singer more regularly or with more reason than this one has come to follow Margaret Speaks, soprano star of N.B.C.

Away from the mike and concert platform, this pretty, blonde, young singer is quite likely to be found hoeing weeds or running a tractor on her farm up in Westchester County, N. Y., where week-ends are her principal relaxation for a radio and concert schedule that is particularly heavy in the fall and winter. Though the place boasts a playhouse with ping-pong, archery and other game facilities, it is by no means a play farm. Margaret takes all phases of amateur agriculture seriously, and visitors dropping in casually are never surprised to find her harvesting crops, canning the harvest, or running the tractor.

Though she looks and sings like an answer to an impresario's dream, Margaret is that rarity, a soprano who doesn't want to sing in opera. For the past seven years she has been a radio fixture, alternating as soloist on the series with Richard Crooks.

The best-known anecdote about Margaret is one of the most revealing. Driving to N.B.C.'s Radio City studios from the farm, she came upon a half-starved cat on a country road. She drove miles out of her way to take the animal to a veterinarian, and as a result was late to rehearsal for the first time in her life. A further result of the incident was that the Greenwich Village Humane League awarded a medal to her.



WMBG Carries 32 of Radio's 50
Most Popular Shows

Lucille Manners

**She's a Beauty . . . can Sing and does . . . with Frank Black's
Orchestra each Friday at 8 P. M.
over WMBG**

Lucille Manners has been a prima donna at heart since she was three years old. She hummed nursery tunes before she could talk.

There was a rather bleak period in her life when her singing star almost faded from sight . . . but not quite. When she was sixteen she worked as a stenographer in a small New Jersey office and spent every penny she could save for singing lessons.

"You're silly," the other office workers told her. "It takes pull and a lot of money to be a great singer. Why don't you have fun with your salary instead of wasting it?" But Lucille clung to her dream of a musical career.

For relaxation Lucille turns on one of her radio sets (she has one in every room in her home) and listens to fellow artists. Though her own repertoire is largely classical she adores jazz. She also likes night clubs . . . if they're not too smoky. Favorite sports are tennis, swimming and ice skating.

Nothing, Lucille insists, not even the sudden gift of a million dollars could make her lose interest in radio. If and when she retires, however, she plans to open a dress shop in town and a kennel in the country.

Like all radio stars, Lucille is frequently asked for advice by young radio aspirants. She always stresses two rules: First, "Be sure your talent is great enough to set you apart from the majority of singers," and, second, "consult your teachers before taking advantage of any radio opportunity. It is better to let the chance slip by than to audition for a job before you are ready for it."



WMBG—Tops in Radio

Fred Waring

His Fifty-five Pennsylvanians are Heard on *WMBG*
Mondays thru Fridays at 7:00 P. M.

Fred Waring's band started playing for "peace parties" around Tyrone, Pennsylvania, after the Armistice. In those days the outfit was called "Waring's Banjazztra," the two featured instruments being hot banjos, one manned by Fred Waring, the other by Fred Buck, now dead. (Many of his later arrangements are still played by the band). The two other musicians were Tom Waring, at the piano, and Poley McClintock, drums. The boys rehearsed in the Waring parlor, traveled to engagements in Pennsylvania on milk trains and "flivvers."

They differed mainly from other ragtime musicians of that period in that they sang every number they played. As Fred says, "We only played rhythm instruments and something had to carry the melody." That was the reason for the birth of the Glee Club which has been their most distinctive contribution to popular music. They introduced Glee Club singing to radio.

The fifty-five Pennsylvanians have been performing on the N. B. C. "Pleasure Time" series for three years, Monday through Friday, at 7:00 P. M., and each year have won the National Radio Editors' Poll for producing the most popular fifteen-minute program. The musicians and singers of the gang write all the skits, lyrics, continuity and original music that is heard on the show. Fred himself authors the pep and alma mater songs—seventy-five to date—which have been requested by colleges and universities in the past two years. Waring thinks of his gang as a musical stock company. He can draw from the versatile group forty soloists and instrumental and vocal featured combinations, to give his show the variety, the "something for everybody's pleasure," which has brought the Pennsylvanian's their lasting popularity.



WMBG Carries 8 of Radio's 10
Most Popular Shows

Ginny Simms

Featured over *WMBG* Tuesdays 8 P. M.

Lovely Ginny Simms is a girl with surprising versatility. Interpreting the blues in a manner that has won her stardom is not her only talent.

There was a time when it seemed probable that she would gain some measure of fame as Virginia Simms, concert pianist. Toward that end, she attended Fresno (California) State College to study the piano. There a pair of sorority sisters teamed up with Ginny for her first public appearance as part of a singing trio. That appearance as a singer changed Ginny's mind definitely and the lovely star has been comparatively single-minded about her career ever since.

Born in San Antonio, Texas, to a Virginian mother and an Alabaman father, Ginny was taken to Fresno at an early age and has since appeared in every State in the Union to earn her the title of "All-American."

It was in Fresno that Ginny made her "theatrical debut" as an usherette.

Miss Simms is a lady farmer. Not the rotogravure type, but the work-a-day variety. At Northbridge, San Fernando Valley, California, her forty-acre farm is planted in alfalfa and citrus fruits. The Simms farm contains more than a thousand chickens and nineteen cows. Commercially and patriotically, she is making her farm pay . . . and not by proxy. The songstress makes a full-time job of running her ranch.

Radio's top blues singer (according to eighteen national polls) is a bachelorette, living with her parents at the farm. Her taste in clothes now runs to the simple and functional, to comply with her new duties, but, when the occasion calls for it, she shows her flair for the dramatic in an Irene-designed gown she wears with the grace of a model.



WMBG Carries 16 of Radio's 20
Most Popular Shows

Phil Spitalny

And his All-Girl Orchestra heard Sundays at 10 P. M.
over *WMBG*

Phil Spitalny has been pioneering ever since he can remember, and that desire to be the first in an unknown venture is consistent, certainly, with his present unique distinction as mæstro of the only all-girl orchestra in radio.

Born in Odessa, Russia, he arrived in this country with his mother and older brother when he was only 15. He had always been interested in music, for in the Spitalny family for generations back, there had been many fine singers and instrumentalists.

The Spitalnys, after a brief residence in New York, moved to Cleveland, Ohio, which Phil calls his "home town," and it was there that he gained recognition as a conductor.

He served an apprenticeship with his brother Leo, playing in local bands till he began to develop ideas of orchestral work which required a free hand and a wider field of expression.

He came East to Boston where he directed a fifty-piece symphony orchestra in one of the larger motion picture houses. He remained there for two years during which time he made a name for himself as leader of theatre, hotel, radio and recording bands.

His first radio and recording achievements carried his name throughout the United States. His swift rise to fame led to a world tour.

Back from the tour he hit on a plan which met with opposition on every hand. His brother and his friends discouraged the idea, but Phil persisted. He said he would like to organize a group of talented girl musicians and that he would do it in spite of all advice to the contrary.

Spitalny's search for talent took almost an entire year's work. He traveled all over the country, giving audi-



WMBG Carries 32 of Radio's 50 Most Popular Shows

tions, visiting amateur groups and lending an eager and attentive ear to local rumors of feminine "genius."

When he had at last assembled his all-girl orchestra he had a difficult time with prospective sponsors—who didn't even want as they said then, to listen to a group of women playing.

The girls range in age from 17 to 30, and as part of their contract they pledge not to marry while members of the unit, with a six-month's limitation before they can take up any option with Cupid.

Horace Heidt

His "Musical Knights" are heard over *WMBG* each Tuesday at 8:30 P. M.

When a group of University of California students decided to pool their resources and musical talents under Horace Heidt's direction and to call themselves "Horace Heidt and his Californians," they launched an organization that has thrived for sixteen years.

Heidt received his elementary education at Alameda. Naturally athletic, he was encouraged in sports by his father, and his mother encouraged him to study music.

Upon going East to Culver Military Academy, Heidt blossomed out as a real athlete, starring in football, swimming, boxing, track and baseball. Upon graduation, he received the Culver Plaque for his athletic prowess.

Coming back home for his college education, Heidt enrolled at the University of California. His ambitions were to star in sports at Berkeley, and to become a coach. He did develop into a fine tackle. In a crucial game for the Bears, however, he suffered a severe back injury, which kept him in the hospital for many weeks. When he recovered Heidt was forbidden to play football or basketball, so he decided to fall back on his music.

With a few friends, Heidt formed the Californians, and soon was busy playing for every fraternity and sorority dance on the California campus.

After a tour of Europe, Heidt turned to radio, transforming his band to meet broadcasting requirements. For two years he had no success, but after his first important program, the N.B.C. orchestra leader found himself again a national sensation. The band became Horace Heidt and his Brigadiers on one N.B.C. program, and later became Horace Heidt and his Musical Knights, the name under which the organization is now heard.



You'll Find the Best in '43
on Station WMBG

Kay Kyser

Broadcasts Wednesdays at 10 P. M. over WMBG

Kay Kyser, N.B.C.'s genial mæstro from the South who brought a touch of erudition to radio dance music with his Musical Klass and Dance, is distinguished not only for his original arrangements but for original ideas, too.

Years ago the bespectacled North Carolinian adopted the system of announcing numbers by singing the song titles. Spoken announcements, he thought, interrupted the musical spell.

Kay has always wanted to try new things. This was apparent even during his high school days back in Rocky Mount, North Carolina. There was no phase of undergraduate activity at which he did not participate. He was cheer-leader, editor of the Annual, coach of the junior football team. When he entered the University of North Carolina in 1924 he continued where he left off in high school.

He was cheer-leader, impresario of the University's three most pretentious musical shows, and conductor of the proms. Kay was enrolled as a student of law, but fate made him a mæstro instead. In the Fall of 1926, when the campus found itself without a dance orchestra, Kay, a natural born leader, organized one. The band was made up of six men.

They played with such success at college balls, hops, proms, etc., that for the first time they gave serious thought to making the organization permanent.

Kay was born James Kern Kyser at Rocky Mount, North Carolina, on June 18, 1906. He is five feet, nine inches tall, slender in frame, has ash blond hair and blue eyes.

A conscientious and tireless worker, Kay finds relaxation in swimming,



WMBG—Tops in Radio

horseback riding, the movies, and, of all things, roller coasters! One of his pet aversions is mustaches and he will not permit his musicians to wear them.

Kay's closing line for all of his Band activities, "So long, everybody" is equally well known as his radio salutation, "Evenin', folks, how y'all?"

Tommy Dorsey

And his Band heard over *WMBG* Wednesdays 8:30 P. M.

Tommy Dorsey began his musical education before he could blow a single note. His father—Thomas Dorsey, Sr., music teacher, director and band organizer in Mahoney Plains, Pa.—used to hang his brasses from the slats of little Tommy's crib, so the tot employed the instrument in lieu of teething rings!

Tommy didn't become America's ace trombonist by accident, either. Under his father's able guidance, he mastered all the brasses and woodwinds while still a schoolboy. Somehow he always returned to the trombone—finally deciding the sliding horn was right up his alley. He can make the instrument sound like a trumpet, cornet, cello or organ.

While still in his teens, Tommy, together with his saxophoning brother, Jimmy, graduated from his father's brass band into local orchestras. But after a mild success with their own "Wild Canaries," the Brothers Dorsey discovered that no musical path is strewn entirely with roses. They journeyed to Baltimore and played to empty houses!

After a few more diligent years of practice and study with their father, however, the Dorsey Brothers again paired up, were picked up by the sensational Scranton Sirens, then spent a dozen years blowing horns for every worthwhile name band in America: Whiteman, Rubinoff, Lopez, Vallee, Kostelanetz, *ad infinitum*.

Finally there were no great bands the Dorseys hadn't played with—so they formed their own sensational unit, with Glenn Miller, Ray McKinley and vocalist Bob Crosby. The combination, needless to say, packed a terrific wallop. But after two years of phenome-



WMBG Carries 8 of Radio's 10
Most Popular Shows

nal success, the Dorsey Brothers decided the band had one too many leaders. Each had hit on a strong individualism he wanted to develop. So Jimmy and the boys headed for the West Coast, and Tommy started from scratch.

Frances Langford

Singing Star Featured on the Bob Hope Program on
WMBG each Tuesday at 10:00 P. M.

Frances Langford is a star contralto singer today all because of a sore throat. Her mother, a concert pianist, insisted on training the strange voice that befell Frances following a tonsillectomy shortly after her graduation from Southern College.

Born in Lakeland, Florida, Miss Langford attended grammar and high school at Lakeland, and later went to Southern. After some training, she made her debut in radio as a "blues" singer and achieved national fame when Rudy Vallee signed her to appear on his New York program.

Following this appearance, she was signed for the Broadway musical, "There Goes the Bride." True to its title, the show folded almost before it opened. Next, Frances formed her own vaudeville act and toured the country with great success. N.B.C. spoke up when she returned to New York, and signed her name to a brand new contract. In addition to radio, she triumphed in night clubs, hotel supper rooms and personal appearance tours. She now is regularly heard on Bob Hope's N.B.C. fun fest.

While Walter Wanger was in New York searching for fresh movie talent, he heard Miss Langford sing at a party for Cole Porter. The next step was a Hollywood screen test and the click of the camera.

In private life she is Mrs. Jon Hall and spends her leisure hours swimming, horse-back riding and playing tennis. She is also a camera fiend and a great reader of historical novels and plays.

Five feet three, Miss Langford weighs a little more than a hundred pounds, has dark gleaming hair and large brown eyes.



WMBG Carries 16 of Radio's 20
Most Popular Shows

Ralph Edwards

Originator and Star of "Truth or Consequences," Dizziest Quiz Show, *WMBG* Saturdays 8:30 P. M.

Ralph Edwards, m. c. and originator of radio's dizziest quiz show, got his idea for "Truth or Consequences" while watching a parlor version of the game at a house party. Before that he was a successful radio announcer and before that he traveled a hard, if short, road.

Except for the fact that he was born on Friday, June 13th, the beginning of Edward's life was not outstanding. He opened his eyes for the first time on a farm in Colorado. Soon afterwards the family moved to Oakland, Cal., where he spent his boyhood. He entered the University of California, earned the reputation of excellence both in academic subjects and athletics and graduated in 1935 with the intention of becoming an English professor.

Then he struck a snag. The supply of teachers was far greater than the demand and there were no jobs available. So Edwards decided to make use of the radio training he had acquired during part-time work in local stations as writer, actor, announcer and producer.

He hitch-hiked to New York with a great determination to break into big time radio. For months he knocked around without turning up a penny, ran through his nest egg, ate ten-cent meals and slept on park benches. Then Lady Luck smiled. Edwards landed a part-time job as an announcer.

Three years after his arrival in New York he got the bright idea after having been obliged to "scramble like an egg" at a party in the home of a friend. "Truth or Consequences" was launched by N.B.C. in August of 1940.

The "Mullane Incident" is an indication of its popularity. On a recent Saturday night, Ralph Edwards asked every listener to mail a penny to Mrs.



WMBG Carries 32 of Radio's 50 Most Popular Shows

Mullane to buy War Bonds for her son in the Marines. Monday morning the postman deposited 10,000 letters in Mrs. Mullane's living-room. Tuesday, trucks arrived with 30,000 more. Then Mrs. Mullane called, "Help!" It was Ralph Edwards' turn to take the consequences. Office space was rented—200 clerks were hired to handle the mail which averaged 30,000 letters daily, postmarked from every State and Canada.

Jimmy McClain

Radio's Dr. I. Q. heard over *WMBG* Mondays 9:30 P. M.

Jimmy McClain, known to radio listeners from coast to coast as "Dr. I. Q.," doesn't have the scholarly mien one might expect in a gentleman of his attainments. On the contrary, from his youthful appearance it is hard to believe that he is the fabulous know-it-all wizard of radio's fast-moving quiz show.

The mental banker was born in Louisville, Ky., July 12, 1912. He went to school in Jackson, Miss., and New Orleans, La., wound up his education at Southern Methodist University in Texas. Somewhere, along the road to fame, which has taken him back and forth across the continent in more jobs than he can remember, Jimmy lost his Southern accent. Today, there is no drawl when he flings out questions or reacts to answers of contestants on his rapid-fire quiz.

In college he majored in public speaking and English. He was the only freshman to be admitted to the senior dramatic club at S. M. U. and later was a featured singer with the Glee Club.

Jimmy, in fact, almost became a singer. He comes from a musical family—his father was president of the Louisville Conservatory of Music and his mother was a well-known organist and music teacher—and spent nine years studying voice and piano. Nothing came of either, though, and, as he puts it, "I became interested in the profession of talking."

At 28, he took over his coast-to-coast rôle of N.B.C.'s "Dr. I. Q." and since then has traveled about 80,000 miles around the country with the show, which visits a new town every five or six weeks. He is accompanied on all his trips by his wife, a Fort Worth girl, and his three-year-old daughter, Eileen, whom he calls "Miss See-America-First."



WMBG—Tops in Radio

House Jameson

In "The Aldrich Family" heard Thursdays at 8:30 P. M.
over *WMBG*

House Jameson, Mr. Aldrich of N. B. C.'s "The Aldrich Family," got his first chance on Broadway when the young man originally cast for the rôle decided he would rather be a stage designer. Thus a brilliant career opened for Jameson, and an equally brilliant one for the incipient designer. The latter's name is Jo Meizner.

House, whose first radio prestige was gained as Renfrew in "Renfrew of the Mounted," comes from Austin, Texas. He was named for his family's good friend, Colonel House. It almost broke the actor's heart when he didn't get the rôle of the Woodrow Wilson advisor in the recent Broadway play, "In Time To Come," but he settled for that of Senator Lodge.

House stepped out of college to the stage and three long-run hits in succession. As a young man he transferred from the University of Texas to Columbia University, to be closer to New York as the theatrical center of the nation. Upon graduation in 1924, he wrote to every theatrical manager in New York City. Every one answered him, but only one, Theresa Helburn of the Theater Guild, had anything definite to offer. It was to carry a spear in "St. Joan."

In the next few weeks, however, Jameson's income increased with startling rapidity. He was visiting a rehearsal of the "Grand Street Follies" one afternoon when someone was needed who could do tricks with a lasso.

"You come from Texas," said the director, fixing House with his frown. "You should know how to handle a rope." Jameson was too surprised to say "no," and just nodded meekly when the director told him to report the next afternoon and do a burlesque of Will Rogers.



The young actor rushed to a hardware store, bought a rope, and spent the rest of the day on the roof of his apartment house practicing. He filled the part satisfactorily and later went on the road with the company. After appearing in stock in cities throughout the United States and Canada, he went to Australia to play leading rôles. In 1930 he returned to New York, and had parts in such hits as "Private Lives" and "We, the People."

In 1934, House turned to radio, first as an announcer, then as an actor. Though "The Aldrich Family" remains his main assignment, he is frequently heard in leading rôles in other dramatic productions.

Jay Jostyn

Mr. District Attorney, Heard over WMBG every
Wednesday at 9:30 P. M.

Around radio row they're still talking about the record set by Jay Jostyn, N. B. C.'s "Mr. District Attorney," who, in one week, appeared in 36 script shows—as 48 different characters.

That's as impressive a record as any radio actor could point to and it proves that in the eight years Jostyn has been in radio he has become one of the most versatile and convincing actors. He has played so many different characters that, collectively, they might populate a good-sized village.

At 19, Jay joined the then celebrated Oscar O'Shea's stock company. Oscar despised dramatic schools and made no bones about it to the young Jay. After his first performance, O'Shea grunted: "You've been to a dramatic school, haven't you? . . . Well, I think you got out just in time. You'll do."

Jay toured with O'Shea's and other companies throughout the Far West and Canada for several years. A Los Angeles station executive saw him perform (later, he related that he had his eyes closed and his ears wide open all during the performance), and persuaded him to do a radio show. He's been in radio ever since.

Jostyn admits that the most difficult task for him is to look like a villain. Oddly enough, he is rarely cast in a romantic rôle. Hollywood, however, would find him suitable for just that. Jostyn himself prefers character rôles.

He likes cultured, quiet people, roast lamb, turquoises, soft music, and the theatre. He is a member of the famous Lambs Club of New York.

"Mr. District Attorney" at home is a proud father. He has two youngsters of grammar school age. He was born in Milwaukee, and his parents had hoped he would become a dentist. He is almost six feet in height.



WMBG Carries 8 of Radio's 10
Most Popular Shows

If he wanted to do so, he could teach, having earned his instructor's certificate.

When not on the air he relaxes by swimming or watching baseball or football games.

Kathleen Wilson

"Claudia" in One Man's Family Sundays 8:30 P. M.

Kathleen Wilson is the daughter of Ben. F. Wilson, noted Berkeley writer and lecturer. He and Kathleen's mother were returning from a trip to Europe when Kathleen made her appearance. It was in Girard, Kansas, but Kathleen's early memories are of the Berkeley home where she grew up.

Her accomplishments are many. They range all the way from a childhood in a Berkeley household where Kathleen learned stagecraft and political economy and dancing and social science, to a year in the British Isles, traveling with Ramsey MacDonald's campaign party, and a Winter in Florence, where she lived in an old Italian palace and studied painting and fencing. The latter art, taught by Piacenti, former Italian champion, she learned so well that when she returned to California she held the University Women's fencing championship for two years. Her painting she regards as a hobby, one of the many mediums of art which she follows on the theory that acting is a combination of all the arts.

Kathleen made her debut at N.B.C. in 1930 and has appeared in numerous serials such as "Dead Men Prowl." She looks forward to the time when she will look old enough to play Lady Macbeth and similar rôles on the stage; in the meantime she enjoys radio work and thinks Claudia Barbour the most interesting character she has ever played. Books, music, flowers and dancing mean much to her; she has danced since she was able to walk, and appeared with Ruth St. Denis when she was six; has done ballet work and appeared in dance recitals. In books, she prefers Russian novels; in music, Debussy and Ravel.



WMBG Carries 16 of Radio's 20
Most Popular Shows

Tobe Reed

His Band Wagon on WMBG Sundays 7:30 P. M.

When Tobe Reed, driver of NBC's "Fitch Bandwagon" was hunting a job in radio back in 1936 in San Francisco, he told a station manager he could do anything.

Plugging his wares, Tobe said he could announce, act, operate sound effects and do a hundred other things. The manager, impressed, instructed him to appear for a "Barker" audition the next day.

Reed went home and worked up a repertoire of dog barks. He practiced all night in the bathroom, deaf to the wall-poundings of his neighbors.

He walked into the studio to learn that the audition was for a circus barker—not a canine imitator. Tobe was undaunted. He tried out and was hired as an announcer.

Tobe did the emcee honors on a Fitch show on the West Coast in the fall of 1940 and as a result was permanently boosted into the driver's seat. Since then, he's traveled some 20,000 miles, taking the "bandwagon" all over the country to pick up leading orchestras for one-day guest stands.

Tobe, whose real name is Howard E., attended school in Seattle where he was born and later went to the University of Washington. There he majored in philosophy and took part in boxing, tennis and basketball.

After a year as a bank clerk, Tobe got himself a newspaper job with the same technique he used later in radio. He told the editor he was a veteran newspaperman. As a matter of fact, he couldn't even manipulate a typewriter. But Tobe won the job and held it for a year. After landing that radio job in 'Frisco, Reed moved to Hollywood in 1940 and joined NBC. He was heard as announcer on several Pacific Coast broadcasts before getting into the driver's seat for Fitch.



WMBG Carries 32 of Radio's 50 Most Popular Shows

Now he gets his mail months late, he hasn't any home, and his laundry's scattered from here to Walla Walla.

Still, Tobe Reed likes his job and can't think of anybody he'd like to swap with unless it would be Bob Hope, who is a bit of a traveler himself.

As driver of that mythical musical chariot, the "Fitch Bandwagon," Tobe has been back and forth across the U. S. A. more times than he can remember since he took over the reins two and a half years ago.

Every week finds him in a different city, emceeing the program and interviewing a top bandleader. Throughout the fall, winter, and spring, the "Bandwagon" picks up big name bands, but in the summer up-and-coming young fry are given their chance. The batoneers seem more than willing to be queried by genial Tobe when it involves going along for a coveted ride.

When and if Tobe does give up his job, he plans to make a final tour of the country to pick up his belongings—socks, shoes, shirts, and that suit he left last summer in Salt Lake City!

Clifton Fadiman

With John Kieran, Franklin Adams, Oscar Levant in
Information Please, 10:30 P. M. Mondays
on *WMBG*

Clifton Fadiman, quizmaster of the N.B.C. - Red Network's "Information Please" program, and for twenty years a professional reader and critic of books, has written his own first book.

"Reading I've Liked," a thousand-page, two-inch shelf of first-rate contemporary fiction, essays, humor — a judicial decision and "the best book review I have ever read" thrown in— was published in 1941. The book, however, is no mere anthology, for of its 400,000 words, 75,000 are Fadiman's. In addition to his commentary on each author of his selection, quite as readable a section as anything else in the tome is Fadiman's biblio-autobiography, called "My Life Is An Open Book; Confessions of an Incurable."

Fadiman denies that he is a literary critic; says he is just making a living at "reviewing books" for *The New Yorker*. This giant of readers, nevertheless, has done a good job of literary criticism in his "confessions" and his commentaries.

When "Kip" Fadiman was a boy of 14 in Brooklyn, the nearest library was two miles away. He could ride his bike there and bring home a wire trayful of books within a few minutes. He preferred, however to walk—unerringly, without bumping other pedestrians or stumbling at a curb—reading the last fifty or seventy-five pages of one while thither and the first fifty or seventy-five pages of a new book hither.

As a publisher's reader for ten years, he read some 25,000 manuscripts. So he has read some of the worst as well as some of the best of all that has been printed or written for publication. He reads from 100 to 200 pages an hour on his book-reviewing job, although



After looking through these pages
We know you will agree,
The station that tops them all
is WMBG.

he spent five hours a day for two weeks reading Thomas Mann's "Joseph in Egypt."

That same wit and personality which are familiar to the radio audience of any Monday evening session of "Information Please," is the guiding staff with which Fadiman conducts the reader through this first of his books.

**FOR THE BEST IN 1943
KEEP TUNED TO**

WMBG

