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RADIO — PERSONALITIES



"It is my judgment that nothing since the creation of the newspaper has had so profound an effect on our civilization, as radio."

AMERICA'S PREMIER PERSONALITY OF THE AIR

His Excellency FRANKLIN DELANO ROOSEVELT

PRESIDENT OF THE U. S. A.



radio personalities

a pictorial and biographical annual

Art Director
G. Maillard Kesslère, *B.P.*

Edited by
Don Rockwell

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G MAILLARD KESSLÈRE, B P.

New York, N Y, U S A

Grateful Acknowledgment

is hereby tendered to Mr Frank E Mason, Vice-President of the National Broadcasting Company, and Mr Wayne L Randall, Manager of the Press Department of that organization, Mr John G Gude, Director of Publicity of the Columbia Broadcasting System, Mr George W Johnstone, Director of Public Relations of Station WOR, the department heads and staff assistants of both chains and of the independent stations, the executives of the advertising agencies, the artists' representatives and the managers of orchestra and talent bureaus, for their helpful cooperation in the compilation of data for this work and their invaluable aid in obtaining appointments for exclusive interviews and portraits

• Without their whole-hearted assistance, the long, arduous task of assembling biographical material program information and more than a thousand illustrations, specially posed photographs, paintings and sketches, would have been even more difficult of accomplishment

• With their continued cooperative efforts, still more comprehensive and greatly improved annual editions of RADIO PERSONALITIES may be anticipated in the forthcoming years

The Editors

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Respectfully Dedicated to

Senator The Marchese GUGLIELMO MARCONI

WIZARDRY

The ether waited eons for the key
Marconi found to loose the tide
Of fact and fancy—mirth and melody—
That swept the last frontiers aside.

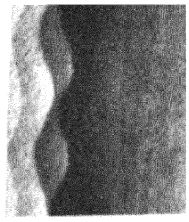
The signals flash around the world and back
That men may joy to hear and learn;
Nor news nor humor, song nor dancing, lack—
The genie waits the dial's turn.

D. R.

FOREWORD



This illustrated record of the absorbing careers and current activities of broadcasting favorites, compiled and published by an earnest group of talented specialists, under the auspices of eminent advisors, is the realization of a dream inspired by the lofty ideal and zealous purpose of preserving for posterity the fleeting panorama of radio history in the making.



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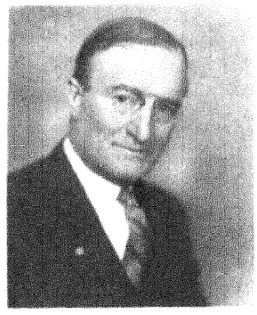
MERLE CROWELL

ADVISORY BOARD

A group of distinguished Americans selected as outstanding leaders in professional, military, educational, civic, literary, industrial and financial circles



GENERAL
LOUIS W. STOTESBURY,
Chairman

● Born at Fishkill-on-the-Hudson, now Beacon, New York, Louis W. Stotesbury graduated from Rutgers College, now Rutgers University, at New Brunswick, New Jersey, in 1890. He was awarded the degree of Master of Science from that institution in 1892, and the degree of LL.B. from New York University, where he completed his legal course in 1892. Since then he has practiced law in the City of New York.

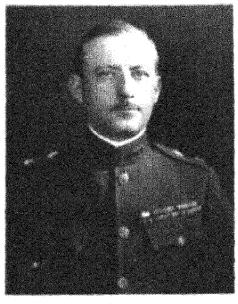
From 1892 to 1912 he served in the Seventh Regiment of the National Guard of New York and as Aide de Camp on the Military Staffs of Governors Hughes and White. His military career has included service as Inspector-General New York National Guard from 1912 to 1914 and Adjutant-General of the State of New York from 1914 to 1918. Entering the Federal Service, he was commissioned in the Inspector-General's Department, U.S.A., and later assigned to duty with the War Plans Division of the General Staff.

From 1924 to 1925 he served as Counsel to the New York State Transit Commission.

General Stotesbury is President of the Board of Trustees of Collegiate School, oldest private school in the United States. He is also President of the Empire State Society, Sons of the American Revolution, the Seventh Regiment Veterans Association and the Humane Society of New York, Chancellor of the National Society, S.A.R., Commander of the New York State Commandery of the Military Order of the Loyal Legion of the United States, and a member of the Naval Order of the United States, Sons of Veterans, Officers of Foreign Wars, Delta Upsilon Fraternity, and the Union League, National Republican and University Clubs.

An all-around outdoor sportsman, General Stotesbury hunts, swims and fishes from his summer camp at Moosehead Lake, Maine. In recognition of his familiarity with the navigable waters and mountain trails, the State Conservation Department of Maine issues him an annual complimentary license as a guide for the inland streams.

MAJOR GENERAL JOHN F. O'RYAN



● A native New Yorker, educated at the College of the City of New York and a graduate of the Law School of New York University, John F. O'Ryan was admitted to the bar in 1898 and practiced as a member of the law firm of Corbin and O'Ryan.

Enlisting in the National Guard, he rose rapidly as Lieutenant, Captain and Major. In 1912 he became a Major General, graduating from the Army War College two years later. In 1916 by appointment of President Wilson he commanded the 6th Division of the New York National Guard on the Mexican border.

In 1918 as commander of the 27th Division he was engaged in some of the heaviest fighting of the World War in the Ypres salient, the Somme offensive and other important engagements; and for his services received the Distinguished Service Medal, the *Croix de Guerre* and other French, English and Belgian decorations.

In 1921 he was appointed by Governor Miller as Transit Commissioner of the State of New York, and in 1923 served as Counsel for the Committee of the United States Senate which conducted the investigation of the Veterans' Bureau.

Formerly Vice-President of American Airways and a pioneer in plane travel, he organized the Colonial Air Transport Companies, later the Colonial-Western Airways, Inc., the first regularly scheduled passenger route in the United States, of which he became President in 1926.

He declined appointments as head of the federal prohibition department and dry administrator for New York.

Originally selected as the Fusion nominee for Mayor of New York, he withdrew in favor of Fiorello La Guardia and actively supported his candidacy in the campaign.

A stern disciplinarian with a genius for organization and seasoned judgment in selecting the right men, General O'Ryan has long been the sworn enemy of political rackets as the breeder of all others. He is uncompromising in his opposition to third degree methods.

His appointments as Commissioner of Police in New York and President of the International World Police were tributes to his executive ability, military training, staunch character and personal integrity.

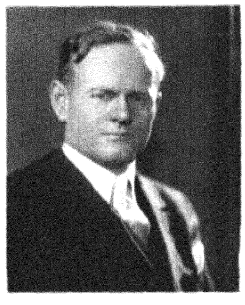
COMMISSIONER JAMES WINGATE



● A native of Princetown, New York, James Wingate was educated at Union Classical Institute, Schenectady, Union College, where he received his B.S. and M.A. degrees, State College for Teachers, Albany, which conferred upon him the degree of D.Pd., and the Teachers College of Columbia University.

He became in turn teacher in the elementary schools, Principal and Superintendent of the Schenectady County Schools. From 1917 to 1927 he served as Assistant Elementary Educator in the New York State Educational Department. From 1927 to 1932 he was Director of the Motion Picture Division in the State Department of Education in New York, and was Associate Editor of American Education.

Commissioner Wingate is now Director of Studio Relations of the Association of Motion Picture Producers, Inc., in Hollywood, California, and chairman of the Board of Trustees of the I.O.O.F. Endowment Fund. He is a member of Beta Theta Pi Fraternity and the Hollywood Athletic Club.



MERLE CROWELL

● Born in North Newport, Maine, Merle Crowell graduated from Coburn Classical Institute in 1906 and entered Colby College the same year. In 1917 he enrolled in the ROTC at Plattsburg, New York and was promoted from Second Lieutenant to Captain shortly after receiving his commission. He was honorably discharged with the rank of Major in 1919.

After four years as reporter for the New York Evening Sun, he became staff writer and Associate Editor and, in 1923, Editor-in-Chief of the American Magazine. Since 1929 he has been a publicist and magazine writer.

Mr. Crowell is an able executive, now serving as Director of Public Relations for Rockefeller Center. He is a member of Delta Kappa Epsilon Fraternity, the National Arts and Dutch Treat Clubs and the Campfire Club of America.



MAJOR GENERAL RAFAEL PEDRO Y MENDEZ de NOGALES

● This Venezuelan patriot and international military hero was born in San Cristobal, but reared in Germany, where he was a Gymnasium student. After finishing his education at the Universities of Barcelona, Brussels and Louvain, he received military instruction from private tutors in Belgium.

A soldier under many flags, he rounded out his career of adventure as cowboy, miner, world-traveler and explorer. He has been an exile from his native country since 1901 except when fighting against the government. His army record ranges from a second lieutenancy in the Spanish army during the Spanish-American War to service in China. Campaigning with the Turkish army against General Allenby in the World War, he was advanced to divisional commander, and was the last Turkish military governor of Egyptian Sinai, also commander of the first regiment of Imperial Lancers in Constantinople. General de Nogales has been honored by Turkey, Germany and other countries with many military awards.

He is the author of "Four Years Beneath the Crescent," "The Looting of Nicaragua," "Memoirs of a Soldier of Fortune" and "Silk Hat and Spurs."



COLONEL CHARLES WAYNE KERWOOD

● Born in Chicago, Colonel Kerwood is a direct descendant of General Anthony Wayne. After receiving his civilian aviation training at Hammondsport, N. Y., and Newport News, Virginia, and his military aviation instruction in the Bleriot School of the French army air service, he became a member of the famous Esquadrille Lalayette Flying Corps of the French Foreign Legion. He was wounded three times and shot down in combat behind the enemy's lines.

After the armistice he was the commanding officer of the aeronautical service in Greece, Colonel in command of the French air squadron in the Riff campaign and aeronautical officer commanding the Esquadrille of the Guard Cherifienne for the Sultan of Morocco, later becoming chief test pilot for the Aircraft Fire Proofing Corporation. Following his appointment in 1926 as official observer in Syria, he became Consulting Aeronautical Engineer for the Franco-Rumanian Air Lines.

Since 1926 he has been connected with the New York to Buenos Aires Air Lines and the T. A. T. President of the American Sector of the *Ligue Internationale des Aviateurs*, he has thirty-three hundred hours of flying to his credit, and is a member of the Caterpillar and Quiet Birdsmen's Clubs.

COLONEL HENRY T. BLAIR



● A native of North Carolina, where he was an official of two wood-working plants, Colonel Blair came to New York in 1919 and entered the textile business, later becoming Vice-President of the company. Having been elected President of the Southern factories, he disposed of his New York interests and returned to North Carolina in 1926. The following year he sold the wood-working plants, and since that time has dealt in securities in New York.

His military duties in Washington during 1918 led to his appointment as head of a group of officers sent to re-organize the supply department of the United States Army in the Far East.

A world-traveler, he crossed the equator six times on one of his recent trips, and has visited all the states in the Union, every continent and almost every port and island on the globe. On his latest trip of forty-five thousand miles via seven steamship lines, he sojourned in twenty-five countries and islands and thirty-four ports, flying extensively in Africa and Australia.

CHARLES LOUIS SICARD



● Born in New York, Mr. Sicard received the degree of LL.D. at Columbia University. After specializing in corporation law for a number of years, he organized the Cedar Grove Cemetery, the Ferro Alloys Corporation and the Roosevelt Savings Bank. He is now Secretary and Trustee of the latter.

For the past four years he has been President of the Park Avenue Association. He is also President of Magnesium Products, Inc., a company controlling the patents on magnesium metal, lighter and stronger than aluminum, the manufacture of which promises to become one of the great industries of the future. In Queensboro he developed a large tract of land known as Elmhurst Heights.

Mr. Sicard is a member of the Lotos, Ardsley and Everglades Clubs, also the International Sportsmen's Club and the Wilderness Club in London, as well as the Club Inter Alliés and the American Club in Paris.

He is a frequent European traveler and his hobby is golf.

HARRY DORSEY WATTS

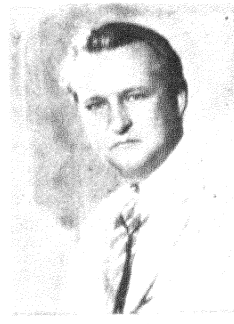


● A native of Baltimore, Harry Dorsey Watts received his primary school education abroad. In 1904 he graduated from the University of Maryland and two years later became Vice-President of Wells Brothers, Chicago and New York. From 1915 to 1924 he was President of H. D. Watts Company in Baltimore and then Vice-President of James Stuart and Company, Inc., a position he still holds.

He has been associated with the construction of the University of Maryland the Union Terminal, the Cuban, Italian and Japanese Embassies, the Bureau of Standards, Department of Labor and Interstate Commerce Commission Buildings in Washington, and the Masonic Temple, Madison Square Garden, Sixty Wall Tower, West Side Express Highway, New York Central and Federal Courts Buildings in New York. He also built the Mitsui Bank in Tokio, Japan.

Mr. Watts is a member of the Metropolitan Club in Washington; Maryland, Elkridge and Bachelors' Cotillion in Baltimore; Gibson Island in Maryland; Piedmont Driving in Atlanta; Jefferson Island and Princess Anne in Virginia; Maidstone, Knollwood and Cloud in New York.

FREDERICK PHILIP STIEFF



● Educated at Haverford School and Haverford College, Frederick Philip Stieff grew up in Baltimore in a family tradition of piano building, and since 1911 has been engaged in the manufacture of the instruments bearing his name, serving for many years as Vice-President of Charles M. Stieff, Inc.

In 1927 and 1928 he was President of the Retail Merchants Association. Since 1929 he has been a Director of the Baltimore Association of Commerce and has served for the past two years on the Mayor's Tourist Committee. He is one of the Board of Governors of the Advertising Club, and was recently appointed to the Baltimore Commission of Criminal Justice.

President of the Haverford Society of Maryland since 1931, he has also served on the Board of Trustees of the Governmental Efficiency and Economy Commission, and is a local official of the NRA. Mr. Stieff is the author of "Government of a Great American City" and "Eat, Drink and Be Merry in Maryland," from which he created and broadcast over NBC the radio character, "Mandy of Maryland." He has written, produced and taken part in various programs in Baltimore

An Appreciation of the Art Director

by Rupert Hughes

● The essential qualities of art, as I see it, spring from the freedom and ability to choose wisely from impressions, to express emotional reactions faithfully and record inspirations with intense sincerity.

As one director can secure greater results from a star than another, so an artist, in delineating the subject before him, can reveal greater beauties in proportion to his own depth of appreciation No portrait should be considered solely as a likeness, for there, set down before you, is the mind of the man who arranged it—the perceptive powers and discrimination of the workman.

The true artist is forever seeking, studying, continuously turning over in his mind the problems of his art Such a man is G. Maillard Kesslère, B P, an artist who by the sensitiveness of his art makes the commonplace beautiful To accomplish this, he studied assiduously here and abroad In scientific laboratories and his own workshops he experimented in everything from testing paints to making plates, and earned college degrees in science and painting.

Passionate love of his work has fostered skill of the hand and a discerning eye, constant and varied observation has whetted his instinct for color, long practice has developed his intuitive feeling for composition and balance, but only innate genius could have instilled that sure knowledge of poised power and fluidic grace of pose —that subtle, intangible difference which elevates photography from a trade to an art, and painting from a profession to a divine calling

Light and shadow are slaves at the bidding of this master, color comes to his call Facial expression, the elusive half-smile, the speaking eye and mobile mouth, the dreamy gaze or eager countenance of youth—all these are Kesslère's familiars No Rembrandt studying simplified effects ever produced sturdier or nobler examples of mass arrangement or linear beauty.

The various palatial studios he has built in New York tell the story of his success and renown—the story of a zestful human dynamo of creative energy, with a unique training, a lofty goal and eyes that see through the outer mask to the very soul Among his portraits are paintings of social, political, operatic, theatrical and musical celebrities.

The question is often asked **What makes** Kesslère the overshadowing figure in the world of artistic photography? It is his extraordinary understanding of human nature and his ability to imprison on the camera plate at the psychological moment the characteristic expression of the individual



from a Self Portrait by G MAILLARD KESSLÈRE, B P

It is obvious that such results as are here shown can be achieved in the form of a print only after they have been deeply felt by the man himself With a painter's hand he has brought to photography a new and consummate technique The fruits of his years of study and his uncanny knowledge of the camera are before you The best of them are wonderfully beautiful.

Kesslère the man cannot be separated from the artist The tireless worker, earnest executive, genial host and loyal friend are so intertwined with the artist that any attempt at separate analysis leaves us helpless Lightning-like in his mental reactions, he is cast in a virile, dominant mold His keen eyes flash with scintillating ideas and his humorous, expressive mouth usually wears a warm smile of sympathy. Mellowed by broad experience and stimulating human contacts, he has blended with youthful fire his vigorous natural forces into the vital, electrifying personality which has made him a general favorite on both sides of the Atlantic

Slight in stature, with the deft, capable hands of an artist, Kesslère greets friends, associates and patrons in the smock which he often dons in his studio, his alert, intelligent face alight with zealous ardor in some new artistic undertaking Always a length ahead of the procession with his novel ideas and methods, he is approaching the zenith of his artistic career with promise of even greater achievements. May I venture a prophecy that he will ever be in the vanguard —supreme in his chosen field.

Impressions of The Editor

by Carveth Wells

● Author, explorer, lecturer, poet, literary and dramatic critic—Don Rockwell, a native of Illinois, brings to his monumental task of editing *Radio Personalities* a kaleidoscopic background While broadcasting his own verse and travel talks, he has gained a wide acquaintance with professional talent and has contacted radio and advertising executives for many years

At the Universities of California and Washington, where he became a member of Sigma Chi Fraternity and Sigma Upsilon, the national literary honor society, he contributed to a score of national magazines and wrote popular songs

After touring the country in the wholesale book and sheet music trades, he served as Sales Manager of a motor tire company in San Diego.

During ten years as a salesman and District Manager of the Q R S Music Company, he traveled in Europe, Asia, Africa and South America

His earliest connection with radio was in a sales capacity, introducing the first Zenith sets in the East An appointment as District Manager and Assistant Advertising Manager of the Sonora Phonograph Company was followed by six years with the Columbia Phonograph and Radio Company as Manager of the Sound-on-Disc Division, contacting the motion picture industry. He opened and developed their electrical transcription department, his popular personality winning many friends among the advertising agencies. His work included creating commercial radio programs, writing continuity scripts and supervising production A highly trained publicist, he has acted as impresario and manager for stage, concert and radio artists.

He is also a sales consultant for the Brunswick and American Record Corporations

Rockwell is the author of several books, including "Beyond the Brim " The most recent volume of his poems, "Bazaar of Dreams," brings to his readers the stern beauty of the desert, the fascinating lore of the picturesque caravan, the teeming life of the bazaar and the restless heart of the Bedouin, with vivid pictures of exotic ports, mosques and temples, ships and sailors from Shanghai and Singapore to Cape Horn, and trails that run out where the jungle begins

His colorful verse pictures have won him the sobriquet, "the poet of adventure and romance," and his refreshing outlook is expressed in his unique creed of "the gospel of glamour," which is his antidote for an ultra-realistic world

A true cosmopolitan, he finds many of his friends among the foreign colony, diplomatic, consular and military circles of Washington and New York, international figures, explorers and government officials in Europe and the Orient



from a Drawing of COLONEL DONALD B ROCKWELL by G. Maillard Kesslere, B P

Colonel Rockwell is President of the American Friends of Islam He has received the decoration of the Order of Bashkiria, with a commission in the Yurmatinsky Mohammed Cossacks, and has also been appointed to the military staff of Sultan Pasha Al Atrash

Like Rex Ingram, Sir Omar Hubert Stewart-Rankin, Bart, Harry St John Bridger Philby, Esq, the late Lord Headley, Sir A Archibold Hamilton, Bart, and other distinguished Moslem converts, he has answered the call of the muezzin from minarets in the far corners of the earth, and is known throughout the Arab world as Mohammed Feisal Islam has profoundly affected his life and writings

He is an ardent fancier of Great Dane dogs and a connoisseur of antiques and *objets d'art*. His brief moments of leisure are usually spent in studying the Arabic language in preparation for his next journey into the desert, or hobnobbing with fellow members of The Adventurers' Club and The Explorers Club As Secretary of the Crossroads Club, he maintains a world-wide correspondence

After two years devoted to research, editorial and executive work in connection with this volume, Colonel Rockwell will sojourn in Morocco, Egypt, the Balkans, Turkey, Syria, Arabia, Persia, Afghanistan, India, Siam and the Orient to gather material for a romantic travel book and a series of radio talks He will contact Eastern potentates, make the *haj* or pilgrimage to Mecca, and confer with Moslem dignitaries throughout the world, meanwhile appearing in recitals of his poems, speaking from important foreign broadcasting stations and interviewing international celebrities for future editions of *Radio Personalities*.

The Pageant of ETHER ENTERTAINMENT

● For centuries, minstrelsy, drama, concerts, lectures and educational courses reached only those limited audiences which could actually attend Thus millions seldom if ever enjoyed these cultural advantages and entertainment, due to remoteness or lack of means

But about a decade ago the almost magical invention of radio enriched the home with the incalculable wealth of music and the broadening influence of great speakers and helpful discussions In the intervening years this major boon has given to mankind throughout most of the world not only golden moments of happiness, but a definite uplift of spirit This priceless gift has cheered the dragging hours for those whose fate it is to be shut in It has brightened dull homes and cemented family unity, which was fast disintegrating under the devastating influences of swirling social currents and changing economic conditions The average child of today has a greater appreciation of worthwhile music and a wider grasp of world affairs than was formerly possessed by the average adult Radio has become the greatest single factor in the dissemination of general knowledge and the instantaneous communication of news World wide hook-ups have proved one of the most powerful aids in promoting international amity and fostering mutual understanding between nations

Appealing to a wide variety of tastes, and responsive to the requests of listeners, broadcast programs not only are formative of public opinion, but also mold the nation's living standards, styles, customs and buying habits by creating a demand for improved commodities, new developments in foods and fashions and latest inventions for adding to the leisure and comfort of home-makers

Radio accomplishes this great commercial service coupled with a vast fund of entertainment and instruction, but, unlike other media of advertising, without direct cost to the audience it serves

Glancing back historically, we pause with reverence at the milestones which mark the triumphal progress of this phenomenal giant of the air—the names which are engraved for all time on the scroll of high honor For while scientists have worked and dreamed, other men of practical vision have schemed to carry out the breathtaking program of the wizards who have toiled in the laboratories and brought forth inventions involving potential benefits and eventual profits, but necessitating further expensive research and often financially disappointing results in the various stages before perfection and practicable application have been achieved

So in our survey we stop to pay homage to that intrepid band of industrial leaders and financiers who made possible the continued development, steady improvement and ultimate satisfaction of radio as we now know it The names of many pioneers spring to our minds as we recall the formation of the necessary corporate machinery to start in motion these huge undertakings

Keeping pace with the tremendous strides of our colossal broadcasting facilities, the keenest electrical, engineering and designing brains of the age were constantly on the alert, striving to better quality of reception in the home, reduce interference and improve tone, never losing sight of the prime necessity of minimizing cost while enhancing performance

But the invention itself, the towering financial structure, the perfection of broadcasting, the progress of the busy factories in building efficient receiving sets, the rapid establishment of hundreds of individual sending stations and two national networks, the ingenuity displayed in developing an interesting variety of programs for the enjoyment of listeners- all these could not have succeeded without the necessary lifeblood supplied by advertising revenue We owe much gratitude to the national advertisers who blazed the way for this infant medium along its often perilous paths of untried methods and uncertain results

Manufacturers, distributors and advertisers, however, are not always the best judges of what the capricious listening public wants to hear in the way of entertainment, the kind of music to suit each section of the heterogeneous audience, the thrill-tempo of mystery drama, the gauge of the humor in comic dialogue, the balance between speech, instrumental and vocal music, the favorite types of singing voices and the length of commercial announcements found to be most efficacious without boring or arousing resentment. Here the expert services of

the advertising agencies came to the fore, stimulated by the rapid rise of talent and program bureaus

Faced with the inroads made by this meteoric new medium in the fields of printed advertising, the leading agencies quickly developed specialists in radio merchandising and exploitation, drafting continuity writers from the show business, engaging musical directors from orchestral and phonograph circles, training production managers, inaugurating separate radio departments, audition rooms, private wires from stations, and in several cases elaborate studios They deserve much credit for their conscientious efforts to serve faithfully not only their advertising clients, who have supplied the funds to keep radio programs at the top pitch of excellence, but also the ultimate consumer whose swift-changing tastes and unpredictable reactions are so baffling

Through the cooperation of all these interlocking factors radio has carried opera and symphony to the masses The great instrumental and vocal concert artists--conductors and band-masters--stars of stage and screen favorite dance orchestras, popular singers and comedians intrepid explorers—leaders of the nation's political, economic, scientific, educational and religious thought world figures, kings and statesmen—news and sport commentators —famous humorists, philosophers and poets -talented juvenile performers—food, health, cookery, style and beauty authorities—all these have inspired, entertained, comforted and stirred to the depths every cross section of humanity in this country and throughout the world Radio has brought Broadway to Main Street and the Diamond Horseshoe to the rural crossroads The writing of fan mail has furnished diversion and pleasure to millions of listeners and has made thousands of performers happy in reading and answering it

Television is a *fait accompli.* Commercial production and distribution of perfected receiving apparatus will place a miniature theatre in every home

It is the object of this yearbook to place before the public in comprehensive and beautiful form a permanent annual record of the historical and scientific background of broadcasting—the men and women who have made possible this greatest of all influences in modern civilized life —the leaders of science, industry and advertising who have brought it to the present high standard of service to humanity —the time brokers, transcription experts, studio personnel, artists' managers and publicity representatives, the impresarios and press agents of the air, and that unseen army of talented artists who daily face the microphone to send their mélange of melody, mirth and miscellany into millions of homes —the announcers, maestros, operatic, concert and torch singers, dramatic players, speakers, crooners and funsters who delight us in our leisure moments

Composers and song writers are the unheralded fountainhead of much of the entertainment on the ether waves Able music critics comment upon and interpret for their unseen audiences the intricate patterns, themes and harmonic contrasts of the inspirational music played by the great symphony orchestras Classic compositions and gems of yesterday's light and grand operatic scores have become familiar household airs Today's fox-trot, fresh from Tin Pan Alley, is tomorrow's nation-wide hit Down on the farm they hum the latest "hotcha" and dance to Harlem's newest "hot heigh-de-ho" The tango and rhumba have been adopted as our children of rhythm The new all wave set is a magic carpet that makes neighbors of the whole world South America and the Orient are next door Haunting strains from Havana, Mexico and Montreal lilting measures of the Paris boulevards continental favorites lively bits from the British wireless dreamy waltzes of old Vienna mingle with the melancholic mood of 'hill billies,' mountain tunes and plaintive cowboy songs of the romantic western plains in the potpourri of organ solos, hotel jazz and dinner music that responds to the twist of a knob in home, motor car or taxicab

The sweet, nostalgic spell of Louisiana bayous festooned with Spanish moss, blends with the melodic pastels of moonlight and honeysuckle below the Mason Dixon line, as the languid airs of the deep South are wafted from the loud speakers of the bustling North Transplanted gypsy fiddles have lighted Romany campfires before lonely prairie shacks

With a cogent *raison d'être, RADIO PERSONALITIES—A Biographical and Pictorial Annual* presents in word and picture a dignified yearly pageant of progress, combined with a brief résumé of the past in the personal high-lights of this fascinating parade of entertainment and advertising

The appearance of an artist or executive in this authoritative compendium, selected under the auspices of such an impressive advisory council, constitutes the accepted hall mark of merited public acclaim Among the lesser lights of today may be found some of tomorrow's stars In order to complete publication of the book on schedule it has been necessary to send it to press section by section, as fast as material has become available Consequently, many prominent artists could not be included in the earlier portions of the volume because they were late in making appointments for their interviews and portraits As the sectional printing of the book progressed, demands on the limited number of pages became so heavy that we were compelled to assign less space to well known personalities than their compeers had received in the fore part The reader is therefore urged to let his own estimation determine the relative importance of each artist, rather than the inelastic and necessarily arbitrary measure of space and position in the book

While the stupendous nature of the undertaking has necessitated the omission of a few who could not be reached in time for their portraits and interviews to appear in this first issue, it is our aim to broaden the scope of the next yearbook and increase the number of pages to include all those deserving recognition Work on the next volume will be started immediately after publication of this one

I desire to express my appreciation of the cooperation of radio and advertising executives and artists' managers in the difficult task of assembling material for this initial volume The loyal support of our distinguished Advisory Board and the faithful work of my staff and assistants are deserving of grateful acknowledgment The chief rewards for the many months spent in the preparation of this book are my memories of the colorful personalities and humanly interesting men and women whose acquaintance it has been my privilege to make, and the warm friendships which are cherished in my heart



Ether Echoes of INTERNATIONAL CELEBRITIES



The Right Honorable
STANLEY BALDWIN
Prime Minister of Great Britain

"No country in the world has striven more patiently or more sincerely than ours, by precept, by example, to bring about international reduction of armaments and to create a spirit of concord between the nations."



His Majesty KING GEORGE V of Great Britain

"It cannot be beyond the powers of man so to use the vast resources of the world as to insure the material progress of civilization."



His Royal Highness
The PRINCE OF WALES

"Communication has developed between the component parts of the empire, especially by air, and the most distant outposts can be reached by the radio, as I am reaching them tonight."



His Excellency GASTON DOUMERGUE
Former Premier and Ex-President of the French Republic

"We are hard workers, and economical, and we wish to stay that way. That is better than to be speculators and idle."

Son Excellence
M. GASTON DOUMERGUE
Ancien Président du Conseil
et Ancien Président de la
République Française

"Nous sommes travailleurs, et économes, et nous désirons rester ainsi. Cela vaut mieux que d'être joueurs et oisifs."



His Majesty LEOPOLD III
King of the Belgians

"Belgium will continue to associate herself in the organization of peace, which she aspires to see prolonged in honor and law by a closer union among peoples."

Zyne Majesteit LEOPOLD III
Koning der Belgen

"Ons Land zal niet ophouden, mede te werken aan de verwezentlyking van den vrede, die door de toenadering van alle volkeren, in eer en recht zal worden gehandhaafd en bestendigd."



His Excellency PIERRE LAVAL
Premier of the French Republic

"The interests of the nations are so closely interrelated and interwoven that none may be completely free or sheltered from the dangers which threaten another."

Son Excellence
M. PIERRE LAVAL
Président de la
République Française

"Les intérêts des nations sont si entrelacés dans une dépendance mutuelle si étroite, qu' aucune nation ne peut être complètement libre de ses actions ou a l'abri des dangers qui en menacent une autre."



His Excellency
PAUL VON HINDENBURG
Deceased Reich President—Germany

"—the whole German nation . . . is united in the desire for a true, real and lasting peace."

Seine Excellenz der Verstorbene Reichspraesident
PAUL VON HINDENBURG

"—das ganze deutsche Volk . . . einig ist in dem Gefühl nach einem wahren, wirklichen und dauerhaften Frieden."



The Honorable MAXIM LITVINOFF
Commissar for Foreign Affairs of the U.S.S.R.

"Can any question now arise as to whether both the United States and the Soviet Union will benefit from the joining of their efforts in the cause so important to both of them—the great work of preserving peace?"

МАКСИМ ЛИТВИНОВ НАРКОМИНДЕЛ СССР

„Кто может сомневаться в том, что об'единенные голоса этих двух гигантов (С. Ш. А. и СССР) будут услышаны, и что их совместные усилия потянут чашку весов в сторону мира?"



His Holiness POPE PIUS XI,
Vatican City

"Open to me the doors of justice, for God is with us."

PIUS XI Pontifex Maximus,
Urbs Vaticana

"Aperi mihi portam justitiae, nam Deus nobiscum est."



His Majesty KING CHRISTIAN X
of Denmark and Iceland

"—on behalf of all my fellow countrymen I wish each one of them a merry Christmas and a happy and prosperous New Year."

Hans Majestæt
KONG CHRISTIAN X
af Danmark og Island

"—jeg gør mig til Talsmand for alle Landsmænd ved at ønske dem hver især en glædelig Jul og alt godt for det kommende Aar."

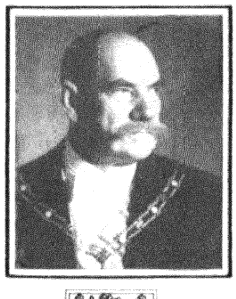


The Honorable
DR. KURT SCHUSCHNIGG
Federal Chancellor of Austria

"From our most recent history we can contribute valuable aid in defining just what such interference means."

Bundeskanzlar KURT SCHUSCHNIGG
Osterreich

"Von den neuesten Ereignissen können wir wertvolle Hilfe zur Feststellung dessen beitragen, was ein solches Dazwischentreten bedeutet."



His Excellency
PEHR EVIND SVINHUFVUD
President of the Republic of Finland

"Our Finnish folklore, uniquely rich, has opened new tracks in the wide fields of international research; and our national epic has long been an inexhaustible source of inspiration of literature, music and the fine arts."

PEHR EVIND SVINHUFVUD
Tasavallan Presidentti

Ainutlaatuisen rikas kansantietoutemme ja kansantaitoutemme on avannut uusia uria tieteellisen tutkimuksen laajoille työsaroille. Ja kansalliseepoksemme on lisäksi jo kauvan ollut kaunokirjallisuudelle, kuvataiteille ja saveltaiteelle ehtymattömana lähteena.



His Excellency BENITO MUSSOLINI
Premier of Italy (Il Duce)

"It is with real pleasure that I avail myself of the ether waves to send my greeting to the American people, expressing my warm feeling of friendship for their great republic."

Sua Eccellenza BENITO MUSSOLINI
Ca po del Governo Italiano e Duce del Fascismo

"E per me un grande piacere parlare per le vie dell'etere al pubblico americano ed esprimere la mia profonda simpatia al popolo della grande Repubblica."



His Majesty KING CAROL II
of Roumania

"It makes me very happy indeed to see assembled here, united in the same thought and spirit, those whom I may call the creators of our national culture. Books are the prime movers of life, they inspire and spur us to deeds, and from tender childhood to ripe old age they are our inseparable companions."

Majestatea Sa
REGELE CAROL al II
al Romaniei

"A vedea aci intruniti as putea spune pe producatorii culturii nationale in acelas gand si acelas suflet este pentru mine o nespusa bucurie. Cartea este acel negrait motor de viata, acel nespus indemnator inspre fapte, care din mica copilărie până la adânci bătrâneti este un tovaras, nedespartit al omului."



His Excellency GUISEPPE MOTTA
Ex-President of the Swiss Confederation and Minister for Foreign Affairs

"In the name of the Swiss people I send across the ether waves a warm message to the people of the United States, a heartfelt greeting dictated by the constant and living friendship between the two nations."

Signor GUISEPPE MOTTA, Ex-Presidente della Confederazione svizzera e Capo del Dipartimento Politico Federale

"Nel nome del popolo della svizzera mando al popolo degli Stati Uniti, attreverso le onde radiofoniche, un caldo messaggio con saluti cordiali dittati dalla costante e vivante amicizia fra le due nazioni."

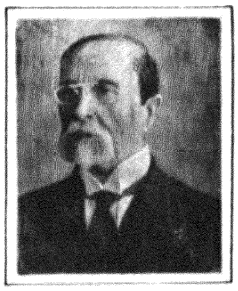


His Excellency
NICETO ALCALÁ ZAMORA
President of the Spanish Republic

"—citizens of America, there will remain an eternal link between you and Spain."

Excelentisimo Señor Don NICETO
ALCALÁ ZAMORA
Presidente de la República Española

"Ciudadanos Americanos, existe y existira siempre un lazo eterno de amistad entre vosotros y España."

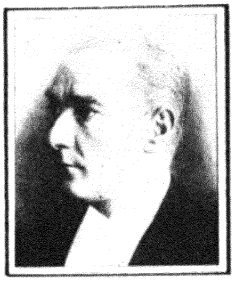


T. G. MASARYK, President
Československej Republiky

"Poevropštění Ameriky a poameričtění Evropy jsou dva výrazy pro tentýž historický vývoj. Nejde tu o politické aliance, nýbrž je to otázka loyalní spolupráce."

His Excellency T. G. MASARYK
President of Czechoslovakia

"Europeanization of America — Americanization of Europe—are two expressions of the same historical process. It is not a question of political alliances, it is a question of loyal collaboration."

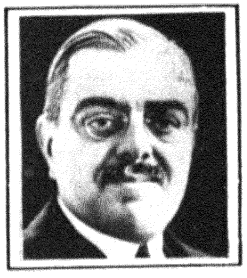


KAMÂL ATATÜRK
Türkiye Cumhur Reisi

"Ey Türk gençliği! Birinci vazifen, Türk İstiklalini, Türk Cümhuriyetini ilelebet, muhafaza ve müdafaa etmektir. Mühtaç olduğun kudret damarlarindaki asil kanda mevcuttur."

KAMAL ATATÜRK
President of the Republic of Turkey

"This holy treasure I lay in the hands of the youth of Turkey. Turkish Youth! your primary duty is ever to preserve and defend the National independence, the Turkish Republic. The strength that you will need for this is mighty in the noble blood which flows in your veins."

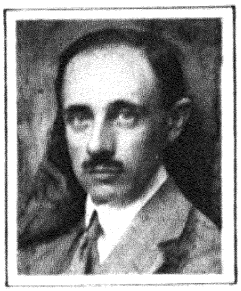


His Highness the AGA KHAN
SULTAN SIR MOHAMED SHAH—India

"I am convinced that for the greatest development of their own culture and economic life the Moslems cannot do much without the cooperation of Europe and, above all, America."

Ali Janab AGA KHAN
Ali Janab SULTAN MOHAMED SHAH

"Mujeh yi-keen-aya ke Musalman ki tarakie ahor balhudie ke-lea behtar hoga, ke-tumhari mobal ki Europe our America ki-madadi zarur darkar haya."



Méltóságos GRÓF TELEKI PAL
Magyarország volt miniszterelnöke

"A magyar nemzet mélyen gyökeredző és régóta megalapozott rokonszenvet érez Amerikával szemben. Bizik Amerika jóakaratában és pártatlanságában."

His Excellency COUNT PAUL TELEKI
Former Prime Minister of Hungary

"The Hungarian nation entertains deep-rooted and long-established sympathies for America. It trusts in American good will and impartiality."

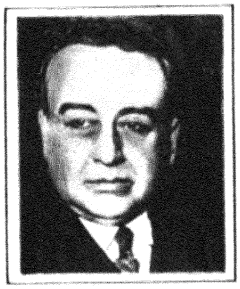


His Excellency LAZARO CARDENAS
President of Mexico

"This endeavour and elevated purpose are what Mexico offers to all its visitors of good faith more proudly than it does its natural beauties, than the benignity of its climate and the benefits of progress in modern cities."

Su Excelencia LAZARO CARDENAS
El Señor Presidente
de la República de México

"Esta obra y este propósito levantado, es lo que México ofrece a todos sus visitantes de buena fe, con más orgullo que sus atractivos naturales, que la suavidad de su clima y que los beneficios del progreso moderno en las ciudades."



JUAN ESTEBAN MONTERO
Ex-President of Chile

"—I am especially pleased to be able to transmit to the great nation of the United States, through the worthy medium of the Chile-American Association, a message of cordial and friendly greeting."

Señor Don JUAN ESTEBAN MONTERO
Ex-Presidente de Chile

"Es para mí especialmente grato transmitir, a través de tan valioso intermediario como la Chile-American Association, un mensage de cordial amistad a la gran nación estaunidense."



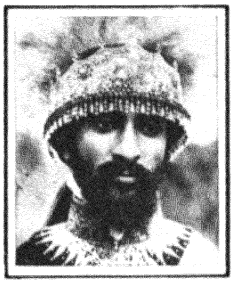
The Right Honorable R. B. BENNETT
Prime Minister of Canada

"—the anxious days through which you are now passing will soon end."



The Honorable J. E. FENTON, M.P.
Australian Delegate to the London
Conference on Naval Disarmament

"—we hold that no sacrifice is too great that is directed toward the object of international peace."



His Majesty HAILE SELASSIE
Lord King of Kings
Conquering Lion of the Tribe of Judah
Emperor (Negus) of Ethiopia

"The Ethiopian people are firmly attached to peace, but they are at the same time animated by a deep love of country."

የኢትዮጵያ ንጉሠ ነገሥት ኃይለ ሥላሴ
የኢትዮጵያ ሰው ለአርቅ ያጣበቃል ግን
ጣንጣር ነፃገርህነ ፋቅር ያመላ



華盛頓九國公約在使我國易由古代的帝制轉變爲一個共和的民主國家之過渡的困難時期

His Excellency DR. W. W. YEN
Ambassador Plenipotentiary of the
Republic of China to the U.S.S.R.

"The Nine Power Treaty of Washington was intended to facilitate my country in a difficult period of transition from an ancient empire to a republican democracy."



His Majesty PRAJADHIPOK
Ex-King of Siam

"For nearly thirty years my government has had the aid of Americans in the conduct of its foreign affairs, and their services to Siam have won them the respect and appreciation of my people."

พระบาทสมเด็จพระปรมินทรมหาประชาธิปก
พระปกเกล้าเจ้าอยู่หัว



「我國ノ東洋並ニ其他世界ニ對スル外交政策ハ「平和ノ維持」ヲ以テ根本トスルモノデアリマス」

國際聯盟帝國主席代表
松岡洋右

The Honorable YOSUKE MATSUOKA
Chief Delegate of Japan to the League of Nations

"The cornerstone of our foreign policy in the East and elsewhere is the maintenance of peace."



His Excellency
AHMED ABDEL WAHAB PASHA
Minister of Finance of Egypt

"I do hope too that we shall see more Americans visiting Egypt, where they are liked and welcomed."

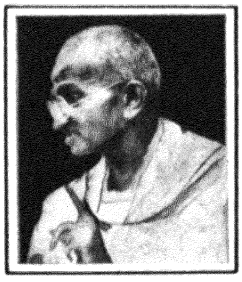
حضرة صاحب السعادة احمد عبد الوهاب باشا
وكيل وزارة المالية المصرية
« أن لأرجو أنه نرى عدد السائحين الأمريكيين
لعد ن تزايد حيث هم محبوبون ويرحب بهم دائما »



His Excellency
GHAFFAR KHAN DJALAL
Persian (Iran) Minister to the U.S.A.

"—the Geneva Convention against the narcotic evil should be considered as an epoch-making day in the salvation of the world from one of the great scourges that afflict it."

غفار خان جلال سفیر دولت شاهنشاهی ایران در آمازون
قرار داد ژنو را بر ضد اعتیاد به مخدره باید بمنزله سپیده تاریخ استخلاص
عالم از یکی از بلاهای بزرگ که عالم را مبتلا کرده شمرد



The MAHATMA
MOHANDAS KARAMCHAND GHANDI
India

"The world is seeking a way out, and I flatter myself with the belief that perhaps it will be the privilege of the ancient land of India to show that way out to the hungering world."

महात्मा गांधी : "आ सृष्टि पोतानो तमाम्रिनो मनथी कचावनो
वाकते पोताने अमीने मारो माटा बान्धव आत्मा महात्मा कहे
कि अदाने एक वसन एक अगाये कि हिन्दने प्राचीन भूमि आ
आपे मानवे दुनियाने रास्तो देखाडशे"



Sitt NOUR HAMAADA BEY of Syria
President of the General Arabian and
Oriental Women's Alliances

"Today after many centuries we look on you, Americans, as our leaders in peace, and feel that that is a bond between us."

السيدة نور حمادة بك رئيسة الاتحاد النسائي العربي الشرقي
واليوم بعد مضي عدة قرون فاننا ننظر اليكم ايها الاميركيين كقادة السلام
في العالم ونشعر ان روح السلام المنبعثة منكم هي الرابط المتين بيننا وبينكم



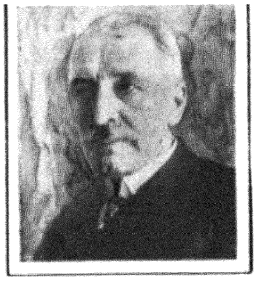
His Royal Highness
CROWN PRINCE GUSTAF ADOLF of Sweden

Hans Kungliga Höghet
KRONPRINS GUSTAF ADOLF av Sverige



His Excellency EAMON DE VALERA
President of the Executive Council
of the Irish Free State

Éamon de Valéra, Uachtarán,
Árd-Comhairle, Saorstáit Éireann.



His Excellency IGNACY MOSCICKI
President of Poland

Jego Ekscelencja IGNACY MOSCICKI
Prezydent Rzeczypospolitej Polskiej



His Majesty KING GHAZI I of Iraq

جلالة غازي الاول ملك العراق



His Majesty
KING ABDUL AZIZ IBN ABDUL RAHMAN AL SAUD
of Saudi Arabia

جلالة الملك عبد العزيز بن عبد الرحمن آل سعود
ملك البلاد السعودية العربية



His Highness
PRINCE SHAH WALI KHAN of Afghanistan

نواب شاهزاده شاه والي خان افغان



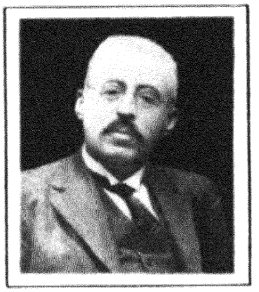
His Majesty MOULAYA MOHAMMED
Commander of the Faithful
Sultan of the Cherifienne Empire—Morocco

جلالة امير المومنين مولاي محمد
سلطان الدولة الشريفة المغربية



The Honorable C. J. HAMBRO
President of the Norwegian Storting

C. J. HAMBRO, President i det Norske Storting



His Excellency EMIR SHAKIB ARSLAN
Chairman of the Syrian-Palestinian Delegation
to the League of Nations

سعادة الامير شكيب ارسلان
رئيس الوفد السوري الفلسطيني في عصبة الامم



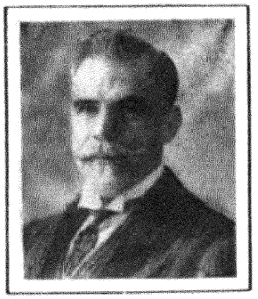
His Excellency GENERAL AUGUSTIN P. JUSTO
President of the Argentine Republic

El Excelentísimo Señor Presidente de la
República Argentina,
GENERAL Don AUGUSTIN P. JUSTO



The Honorable DR. BERNARD C. J. LODER
Former Senior Judge in the Permanent Court
of International Justice, The Hague
The Netherlands

MR. BERNARD CORNELIS JOHANNES LODER
Voorheen Oud-Rechter in het Permanente Hof
van Internationale Justitie
'S—Gravenhage, Nederland



DR. WASHINGTON LUIZ PEREIRA DE SOUZA
Ex-President of Brazil

DR. WASHINGTON LUIZ PEREIRA DE SOUZA
Ex-Presidente dos Estados Unidos do Brasil

RADIO PERSONALITIES

The Baton Brigade

It has been written that the pen is mightier than the sword We may safely paraphrase: the baton is sprightlier than the pen

Whether he conducts smooth, pleasing fox trots with gold, platinum, rosewood or ivory-tipped wand of ebony, leads sparkling jazz with his violin bow, from the piano keyboard or with the sway of his body as he displays his skill on the saxophone, or directs the pulsing rhythms and sizzling melodies of a red hot band with tossing head, snapping fingers and rocking knees, the orchestra conductor is the tower behind the tone The orchestra succeeds or fails by the measure of his ability, it is either a well-knit, harmonious and skilfully rehearsed unit pro ducing diversified gems of specially arranged dance music, or "just another band"

Back of that seemingly simple task of waving a stick in time with the beat of the dance rhythm lies a thorough musical education, painstaking years of preparation, tedious days and nights of strenuous rehearsal to perfect each new trick and novel variation

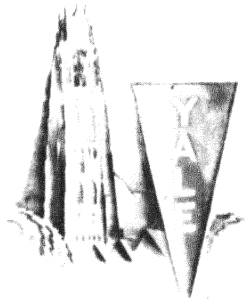
The popular orchestra leader must possess not only musical training, technical knowledge, executive ability and keen judgment of changing trends, but also a natural, pleasing personality He is a public character with a wide personal following, and the popularity of a ballroom, café, night club or hotel grill is dependent upon the quality of the music and the human appeal, friendly smile, attractive mannerisms and magnetic individuality of the leader The public demands much today of its favorite maestros Often they must sing, dance and entertain with impersonations

With the advent of radio the problems of the orchestra conductor increased He had to learn to project over the air the distinctive flavor of his music, the special character of his orchestra and the indefinable essence of his own personality, without the valuable aid of color, motion, costume and comedy effects

Before the era of broadcasting, hard work and superior talent were rewarded by a reputation limited to one or two cities, and leaders could become more widely known only by long, arduous tours and through the medium of phonograph records

The magic of the microphone has spread their fame to every home from coast to coast, and national reputations thus built by radio have lifted some leaders to stardom on stage and screen

The following pages contain pictorial and personal close-ups of the musical titans of the air waves, who entertain you in your home with their brilliant performances



RUDY VALLÉE

● From the campus of old New Haven into the glamour of Manhattan night-life the story of Rudy Vallée's career is one of triumphant entry into the charmed circle of Broadway favorites and complete conquest of the heart of feminine America His Aladdin's lamp was the saxophone, but it was his mellow baritone which won him his tremendous fan following

The name of this troubadour of the ether spelled romance to countless hungry hearts His cheery "Heigh-Ho, Everybody" became the familiar signal for devotees of his unique style of restrained singing and the dance music of his Connecticut Yankees "Vagabond Lover" and "Deep Night," his own songs, were enthusiastically received

There is nothing haphazard about Rudy His success was won by sheer merit, distinctive novelty and dogged perseverance He has become an institution and a power to be reckoned with in radio entertainment

Born Hubert Prior Vallee in Island Pond, Vermont, he acquired the nickname Rudy from his admiration of the famous saxophonist, Rudy Wiedoeft Work in his father's drug store at Westbrook, Maine, failed to interest him, but he was happier in his next job in a movie theatre

After trying the drums, trumpet and clarinet, he taught himself to play the saxophone, aided by Wiedoeft's records, and made a few local appearances as a soloist

Completing a year at Maine University, where he became a member of Sigma Alpha Epsilon, Rudy enrolled at Yale While playing dance engagements to earn his way, he received an offer from the Savoy Hotel in London In England he played in concerts, recorded for phonograph companies and taught He would have received a royal appointment to teach the Prince of Wales the saxophone if he had not returned to Yale

A year before his graduation in 1927 he led the football band, and the following summer made his second vaudeville tour with the Yale Collegians After leading a society orchestra in Boston he sought work in New York

At the Heigh-Ho Club his band soon became popular for its mellow saxophone combinations, slow, smooth dance choruses and his singing

WABC carried his first broadcast in 1928, before the formation of CBS Later he was heard over WMCA, WOR and from WJZ in a series of commercial programs Then he moved to the beautiful Villa Vallée

The sensational reception at their vaudeville première made Broadway realize the tremendous power of radio in building advance reputations At last came his opportunity to play the Palace, where they were held over three weeks From then on Rudy was besieged by stage-door crowds demanding pictures and autographs In the spring of 1929 he broke all house-records as master of ceremonies in a ten-week engagement with his band at the Paramount Theatre in New York

Rudy's trip to Hollywood was one continuous ovation After completing a feature film, "The Vagabond Lover," he returned for a record-breaking run at the Brooklyn Paramount During this period he was under a terrific strain. Between two early morning rehearsals, four shows a day, tea dances at the Lombardy, dinner session and night show at the Villa Vallée, he played at innumerable benefits, recorded many Victor discs, made several short motion pictures and wrote a book, "Vagabond Dreams Come True" To maintain his complicated schedule a police escort cleared traffic on his frequent trips between New York and Brooklyn

His first broadcast for Fleischmann Yeast was in 1929 over NBC In 1932 Rudy and his sponsors developed his idea of greater variety with five guest stars, introducing high-lights from Broadway successes The public discovered a new Rudy not only the showman willing to share the spotlight with other deserving artists, but a talented mimic impersonating Chevalier, Lauder, Jolson and others He has recently signed a contract for the sixth successive year with these same sponsors.

Following a tour of the summer dance resorts, he starred in George White's Scandals of 1931, being featured also at the Hotel Pennsylvania

Rudy pioneered in proving the value of sustaining programs for establishing artists' reputations before signing commercial contracts, and changed the trend from symphonized synchronization with featured trios and quartets to the present style of simple choruses and individual singers

His record-breaking engagement at the Hollywood Restaurant in New York has been interrupted by journeys to the Coast to act in the cinema version of the Scandals and in the feature film, "Sweet Music"

Having won the Bosch gold cup as the most popular orchestra conductor, the versatile Rudy enjoys the distinction of inclusion among the favorites in four different classifications of the 1934 World-Telegram popularity poll, scoring personally as singer and leader, while his Variety Show was first choice among all the programs on the air

In spite of his crowded schedule, there is a very real, human Rudy who has his favorite haunts and indulges in occasional diversions He loves to get behind the wheel of his car, and to visit his three hundred acre estate in the heart of the Maine woods, with its four hunting lodges. Amateur motion picture photography is his favorite hobby In the early morning hours he may be seen hobnobbing with a friend over a sandwich at Reuben's

Intense sincerity and tireless zeal for the task in hand are the keynotes of his character, and his charming personality has not been spoiled by public adulation Always there is the friendly, boyish smile and the firm Yankee grip of his hand—a level-headed, likable chap in the midst of the frenzied Broadway atmosphere





PAUL WHITEMAN

● Paul Whiteman forsook his youthful violin practice to drive a taxicab, but within a year decided playing the viola with the Denver Symphony Orchestra held a stronger appeal In 1915 he journeyed to the San Francisco World's Fair to play at the Old Faithful Inn

The three hundred and three pound viola player joined the navy during the World War The result was the formation of a forty-piece naval orchestra with Whiteman as director

After the war Whiteman organized a hotel orchestra in Santa Barbara Later he went to the Hotel Alexandria in Los Angeles, where the floor of the Indian Grill was crowded with film celebrities Often "Fatty" Arbuckle played the drums while Wally Reid tooted the saxophone and Charlie Chaplin wielded the baton At one of these clowning carnivals Paul was offered an engagement at the Ambassador in Atlantic City

Of his first Victor disc, "Whispering," almost two million were sold His opening at the Palais Royal in New York marked the dawn of the Broadway night club era Next came the coveted Palace booking—the first dance band to invade the theatre They remained for five weeks, returning within a month for another four weeks

At the first Whiteman concert in Carnegie Hall, Paul's superb rendition of "Rhapsody in Blue" set the tongues of the *haut monde* wagging He led the Philharmonic Orchestra at the Lewisohn Stadium, and under his baton the symphonic jazz he had originated filled the Metropolitan and Madison Square Garden with high hats

In London fresh triumphs awaited him —enthusiastic public acclaim and private parties for nobility

Featured by Universal in "The King of Jazz," the now famous leader wrote a book to satisfy the public's demand for an account of his life and meteoric musical career Victor and Columbia records carried his dance music into millions of homes

Eight years after his radio début on WJZ and WEAF, he became musical director of the Chicago division of NBC Following an engagement at the Edgewater Beach Hotel in Chicago and a long theatre tour, Paul brought his band to the Hotel Biltmore in New York, from which they were heard over the NBC chain

During the brilliant season of 1933-34, when gay revelers toasted their new-found freedom to the melodious strains of Paul's music at the Cascades and Casino Bleu in the Biltmore, his colorful arrangements made the Kraft program one of the favorites emanating from WEAF over the NBC networks Recently he has continued his weekly commercial broadcasts while on tour with his orchestra

When not in careless sport attire, Paul is sartorially resplendent On his return from Hollywood his wardrobe required twenty-nine trunks

For two decades Whiteman has loomed large on the horizon of American music, where ephemeral reputations are at the mercy of public whims His bulky figure and unique achievements as a musical innovator and master showman have resisted the ebb tides of waning popularity, which have swept many an overnight favorite out into the sea of oblivion

FRED WARING

● The fife-and-drum corps of a Boy Scout tr gave Fred Waring his start as a musician He a his brother and a couple of their chums formed "Scrap Iron Quartet" in his home town of Tyrc Pennsylvania Every chowder party and cor stone laying was accompanied by the thumpi and tootings of these Boy Scout virtuosi Unc couraged by his failure to qualify for the Pe State College glee club for three successive ye Fred formed a band of his own, Waring's Penn vanians After graduation they played vaudev and dance engagements, and starred in "Synco tion," the first musical film Later they co-starrec three revues "The New Yorkers," "Hello Yours and "Rah Rah Daze," which was Fred's own p duction

In 1933 the Old Gold program introduced th to the air Feeling the lack of inspiration in empty studio, Waring insisted on playing to la audiences while broadcasting in the major cit so that he could judge by the applause the pre ence for various types of music and arrangemer and time the comedy effects by reactions acr the footlights

While some orchestras strive for intricate e bellishments, the Pennsylvanians seek simplic Singing is their outstanding accomplishment, a they emphasize straight harmonies punctuated girls' voices

On the night of the initial Waring-Ford bro cast early in 1934, the ether lanes glowed with n lustre, and critics praised the program as a unic combination of collegiate concert and classi dance music Their distinguished style, polish a éclat are matched by their ultra-modern renditi and elaborate choral combinations Fred brought his megaphone-and-sweater boys ri across the footlights and successfully projec their comedy and musicianship over the air

The radio editors in the 1934 World-Telegr poll voted them the favorite of all the musical p grams on the air, and awarded them third pl among popular dance orchestras

A combination of musician, showman and bu ness man, Waring is a driving worker and of rehearses one number for hours He owns one the largest collections of phonograph discs in country, including all those played by his Penns vanians and special recordings of their radio p grams

Golf, squash, tennis and handball are Fred's versions, and he often attends swimming me Under the tutelage of "Swanee" Taylor, he l more than forty hours of flying to his credit



from an Oil Painting by



BEN BERNIE •

● Fiddling funster and wise-cracking punster, the "Old Maestro" was not always known as Ben Bernie Before Joseph Schenk, at that time in charge of bookings for Loew's circuit, heard him demonstrating violins in a department store and entertaining the Christmas shoppers with his baritone voice, he was Bernard Ansel, son of a blacksmith in Bayonne, New Jersey He was given a twenty-week booking as Bernard Berni, the Boy Wonder A press agent later thought a final *e* would improve his stage name

Bernard was one of eleven little Ansels who grew to the tune of the anvil chorus, and one of his boyhood jobs was to ride the newly shod horses back to the farmers

When Ben's physique did not measure up to the family trade, his father decided he was to be an engineer But his mother thought that his huge mop of hair would look so well above a violin that he should become a maestro

After the family had moved to New York and opened a blacksmith shop under the shadow of Brooklyn Bridge, Ben's relatives rented Carnegie Hall and the fourteen-year old prodigy gave a successful concert A year later he was professor of violin at the Mozart School of Music in New York Within three months the school was closed by the Better Business Bureau

At sixteen he unwillingly entered New York University, but spent most of his time in campus theatricals Although he did not succeed in becoming an engineer, he was the "head man" and originated his famous "Yowsah !"

Then came his vaudeville opportunity, which led to many adventures A tobacco-chewing Virginia mountaineer of unerring aim aroused Ben's ire, and for the first time he started talking on the stage, releasing a flow of Cherry Hill s finest that left the hillsmen gasping and the management enthusiastic They even raised his salary This was the start of his "ad lib" chatter, and from then on Ben talked more and played less

Night jumps were made *sans* Pullman and sometimes *sans* tickets Once en route to Des Moines he had to fiddle his way from car to car, passing the hat Bookings became so scarce that he even played for "throw money" in the Haymarket Cafe, one of the old Bowery's worst dives

Then he became master of ceremonies at Reisenweber's, one-time rendezvous of New York's famous folk, later teaming with Phil Baker Finally he determined to form his own stage band, which was featured in vaudeville

When the Roosevelt Hotel was erected in New York, he and his band were engaged for six months, but stayed there five years

Then came a call to London, and they spent several months at the well-known Kit Kat Club

A return engagement at the Roosevelt was followed by a sojourn in Hollywood, then at the College Inn of the Sherman Hotel in Chicago

Ben's radio career began nine years ago on WJZ Mennen's was his first commercial program In 1931 he started broadcasting the Pabst Blue Ribbon series, and was heard nationally and locally twenty times a week from their casino at the Century of Progress Exposition

After his extensive tour Paramount featured him in "Shoot the Works" and "Stolen Harmony"



• RUBINOFF

• From scraping on a cheap store fiddle in a poverty-stricken home in far-off Russia, Dave Rubinoff rose to command an audience of nearly fifty million people, by his masterful renditions on a Stradivarius

Dave early displayed a marked musical sense, playing the family balalaika by ear His mother took him to the local music master, who recognized his talent and gave him free violin lessons When he was five years old his mother put into his childish hands that first pitiful instrument paid for by her months of self-denial Realizing that Dave was a potential genius, the master gave him his own violin

The youthful prodigy won a scholarship at the Royal Conservatory in Warsaw After further studies in Berlin and Vienna he came to the United States at the age of fifteen and spent his time in musical circles of New York, Philadelphia and Boston Affiliating in 1916 with a midwestern theatre circuit as orchestra conductor, he later toured the theatres as a headline solo attraction

Then Dave was chosen director of the orchestra at the New York Paramount Theatre, where his unusual arrangements and dynamic conducting made him a Broadway favorite for five years.

Chase and Sanborn, recognizing his drawing power by the volume of his fan mail, have renewed his radio contract for three consecutive years The 1934 New York World-Telegram poll awarded him second place among instrumental soloists, and he is currently heard on the Pebeco program

While on a European trip he discovered his third violin in an antique shop It was the work of a pupil of Stradivarius, and for years he used it on the stage and in broadcasting The fourth instrument, realization of a life-long dream, is insured for a hundred thousand dollars It is a real Stradivarius from his own country, once the property of the Romanoffs

Nightly at the Hotel Roosevelt Grill enthusiastic patrons acclaimed the rhythmic offerings of his dance orchestra and his own inimitable violin technique

Rubinoff is a musical volcano Into his music he pours the full force of his inexhaustible nervous energy and vital, dynamic personality Musical perfection is his mania At his frenzied rehearsals he breaks his baton and tears his shirt, then pleads with the men in a trembling voice When by expert manipulation of bow and strings he has made clear to them the bizarre effects he is striving for, he is happy as a child

Thriving on a routine of sixteen to eighteen hours of work, he composes only after midnight but loves to rehearse early in the morning Often this leaves but three or four hours for rest He must have music at all times, even to lull him to sleep, and has radio sets in his dressing rooms, office, home and car

Rubinoff is an enthusiastic collector of antiques and unusual art objects His large signet ring is designed with a single note—B natural His impulsive manner precludes his being otherwise.

• VINCENT LOPEZ

Born in Brooklyn of Spanish and Portuguese parents, Vincent Lopez became pianist at Clayton's Café in Brooklyn. After studying orchestration and directing, he introduced his "Hello everybody—Lopez speaking" to the air audiences in 1922.

Following an engagement at the Kit Kat Club in London, he had to re-establish his American reputation. His Casa Lopez burned and the Woodmansten Inn and Pelham Heath, where he was playing, were padlocked during prohibition; but in 1932 he opened the Urban Room of the Congress Hotel in Chicago, where he was again featured during the World's Fair. For a year his orchestra enlivened the Hotel St. Regis in New York.

Lopez has appeared on the Loew circuit, made moving picture shorts for Metro, Warner and Fox, and recorded for Brunswick and Victor. Gimbel Brothers, Chancellor Cigars, Pure Oil, Real Silk and Lucky Strike have sponsored his programs.



VINCENT LOPEZ



ISHAM JONES

• ISHAM JONES

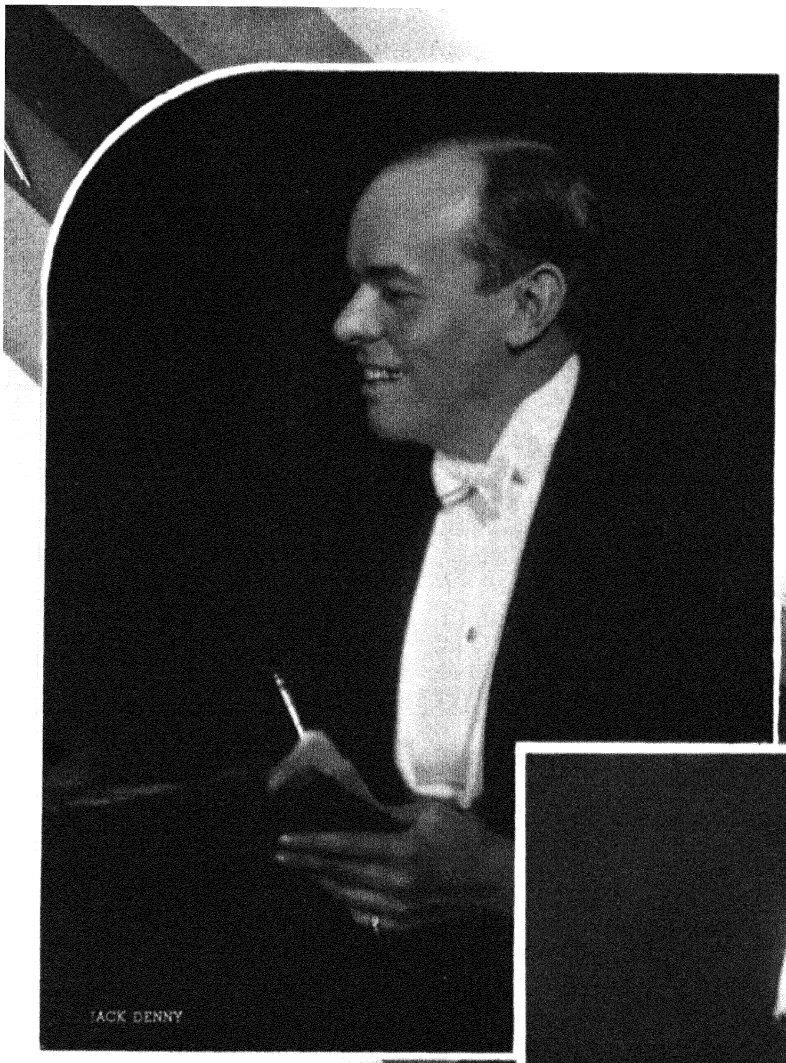
Isham Jones won a considerable reputation as a song writer before he became prominent as a bandman. His first success, "Swingin' Down the Lane," was followed by "The One I Love Belongs to Somebody Else," "I'll See You in My Dreams," "It Had to Be You" and "Indiana Moon."

As a boy, Isham moved with his family from Coaltown, Ohio, to Saginaw, Michigan, where he led a small ensemble in church concerts.

He worked in the mines during the day and at night wrote music and practiced. Then he played in orchestras throughout the Middle West. While serving at a training camp he wrote "You're in the Army Now," which has become the theme song of army life.

After the war he formed his own orchestra and has been enhancing his prestige each year for more than a decade.

He was long a popular feature at the Commodore Hotel in New York and Chevrolet has sponsored him on the air.



JACK DENNY

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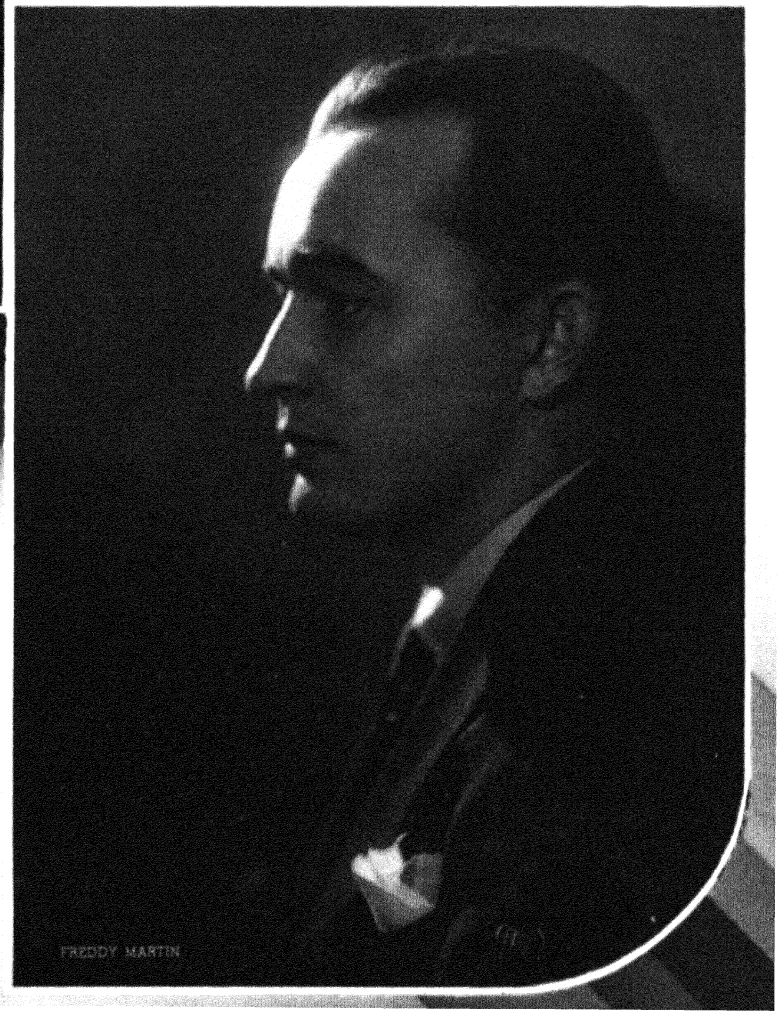
His urge for a musical career had its inception when Jack Denny was a student at Depauw University in Indiana. Without family sanction he started in vaudeville as half of the piano team of Catalano and Denny. Later he industriously rehearsed a group of unemployed musicians who finally arrived at the Frivolity Club in New York under his leadership.

His success really began in 1927 when the affable young maestro went to Montreal with his band to play in the Mount Royal Hotel, where they were very popular for five years. His musical arrangements and effects caught the attention of the New York radio chiefs, and he found himself broadcasting over both rival chains.

He was prevailed upon to return to New York, where society has enjoyed his delightful programs at the Waldorf-Astoria, the Hotel Pierre and the Biltmore. Recently he has been heard on the Conoco series.



FREDDY MARTIN

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After breaking both legs in a football game, Freddy Martin returned to his native Cleveland, where he found work in a grocery store and earned enough money to buy a saxophone. So rapidly did he master the instrument that he was soon playing in the orchestra of a movie theatre. The dance band which he formed to play at local functions succeeded Guy Lombardo at the Music Box Café.

The boys found new triumphs in a series of engagements in Finland, Norway, Sweden, Denmark and England.

After a year in American vaudeville, Freddy and his Musical Mariners became popular at the Hotel Bossert in Brooklyn, where they broadcast over CBS.

His music has entertained the patrons of the Park Central, Savoy-Plaza, Roosevelt and St. Regis Hotels, has been sponsored on the air by American Oil, Elizabeth Arden and Vicks, and has been recorded by Brunswick.



GUY LOMBARDO

● Selected for three successive years as America's most popular dance orchestra leader, in the nation-wide poll of radio editors conducted annually by the New York World-Telegram, the Canadian maestro has proved that a musician does not have to be a home-product to head the baton brigade in the United States

When Guy Lombardo was a boy in Toronto, taking violin lessons, he enrolled three younger brothers and several school friends as his musical disciples, and as a rebel against the prevalent "hot" type of music, experimented with more pleasing forms of rendition until he succeeded in developing the soft, legato style which won laurels for him and his orchestra years later.

They made their first public appearance at the Mothers' Club in London, Ontario, sponsored by a woman who later was instrumental in obtaining their first New York booking Their modest fee for dance engagements was considerably reduced if the refreshments were unusually delicious and they were allowed to disport themselves on the floor with the guests during solo numbers. Those were the days when "Margie" was the most popular girl in the song and-dance world and "When You Wore A Tulip" was the way to say it with flowers and music combined

After a season at the Springbank Pavilion and an ensuing summer at the London Winter Gardens—one of those nickel-a-dance places—they experienced their first taste of triumph when they drew crowds to the Fort Stanley Casino, a Lake Erie resort.

For their vaudeville tour the name "Royal Canadians" was adopted to add a bit of swank Held over three weeks at Cleveland, they received a tempting roadhouse offer Then came Chicago, where they were soon favorites at the Granada Café.

Reports of their Western success reached New York, resulting in an extended engagement at the Hotel Roosevelt.

The band was growing all this time by the addition of talented musicians and soloists, and their smooth, distinctive Columbia phonograph records found their way into millions of homes.

A radio sponsor was the next step in their increasing popularity, and for many years they have built and retained a wide and devoted air audience for their Robert Burns programs

If Guy does not appear on time, clutching under his arm the violin he always carries but never plays, his brother Carmen leads the band with his saxophone

In the winter of 1933-34 Guy took his famous orchestra to the Cocoanut Grove of the Ambassador Hotel in Los Angeles, and the following year enjoyed a brilliant season at the Empire Room of the Waldorf Astoria in New York They have won distinction on the Vintage White Owl program over the CBS chain and in Lombardoland for St Joseph Aspirin

Two feature pictures are on their crowded schedule one for Paramount with Burns and Allen and another with Joan Crawford for MGM

Quiet and unostentatious, Guy's chief diversions are yachting and speedboating He enjoys towing his friends on aquaplanes



• GEORGE OLSEN

George Olsen was first recognized as a top-notch orchestra leader when he played in the Ziegfeld musical comedy, "Kid Boots." His orchestra was considered one of the outstanding attractions of the musical show, "Sunny." It was in this production that he introduced a vocal trio for chorus interpolations.

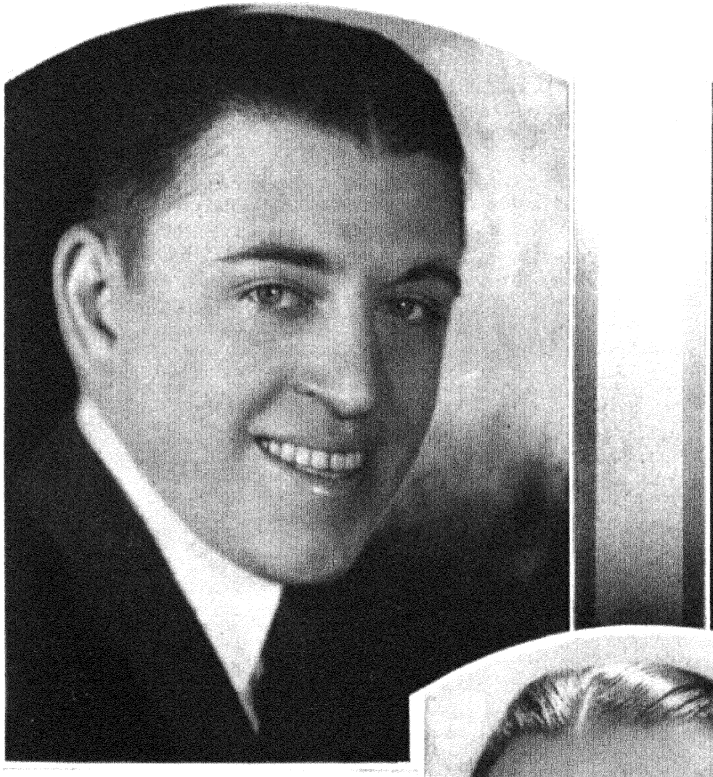
His phonograph recording of "Who" was a sensational hit.

Except for occasional engagements at cinema houses and ballrooms, he has been devoting his time to broadcasting. Since winning popularity in Canada Dry, Chase and Sanborn and other series, his music has been broadcast by NBC from the College Inn.

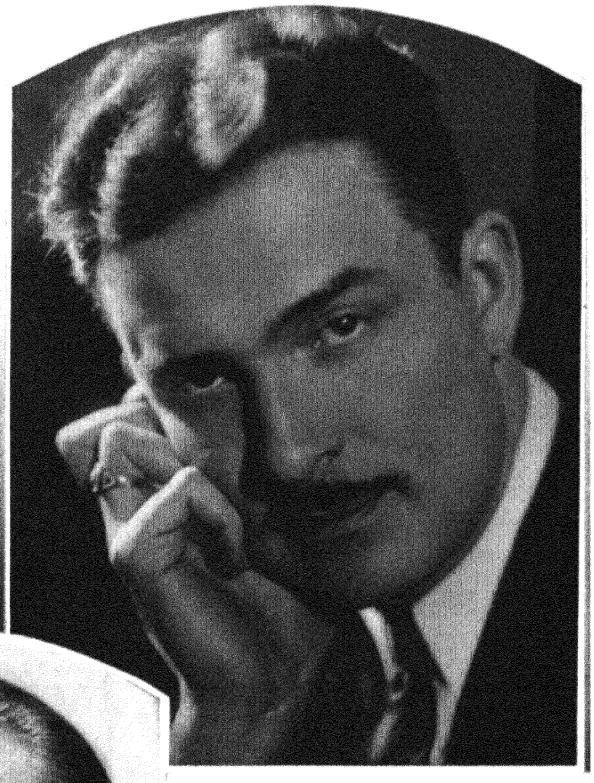
• GLEN GRAY

The Casa Loma orchestra was organized for the hotel of the same name in Toronto, but Glen Gray is a product of Metamora, Illinois. After attending Illinois-Wesleyan, he took his orchestra to the Commodore Perry Hotel in Toledo. At Detroit he joined the Orange Blossoms band, which in 1929 became the nucleus of the Casa Loma Orchestra, Inc., the first successful cooperative orchestra in America. Gray is president and chairman of the board, but leaves the actual conducting to his violinist.

They began regular CBS broadcasts from the Glen Island Casino at New Rochelle, New York, and have won popular esteem with their Chesterfield and Camel Caravan hours and their dance programs from the Essex House.



GEORGE OLSEN



GLEN GRAY

• ABE LYMAN

Abe Lyman, whose Waltz Time NBC programs and Melodiana series for Phillips on CBS have become radio favorites, started his musical career as a drummer. Jobs in movie houses were followed by an engagement as leader at the Sunset Inn, Santa Monica. Then Abe took his band to the Ship Café, Venice, California, where the celebrated stars of the screen found him to their liking. His five years at the Cocoanut Grove in Los Angeles were followed by seventy-two weeks touring in "Good News."



ABE LYMAN

In 1929 he played for seven months at the Kit Kat Club and the Palladium Theatre in London and at the *Moulin Rouge* and the *Perroquet* in Paris. Then came a tour from Poland to Australia.

"Mary Lou" is one of the many song hits he has composed, and his Brunswick phonograph recordings are popular.

Lyman and his band have been featured in more than a score of movie shorts, and have demonstrated their popularity at the Paradise Restaurant on Broadway.



OZZIE NELSON

• OZZIE NELSON

Jersey City is the birthplace of this talented young leader. While at Ridgefield Park School, he led a dance band at local affairs; but at Rutgers he gave up music for athletics and drama. After graduating in law, he formed an orchestra, and for three seasons NBC broadcast his music from the Glen Island Casino over NBC.

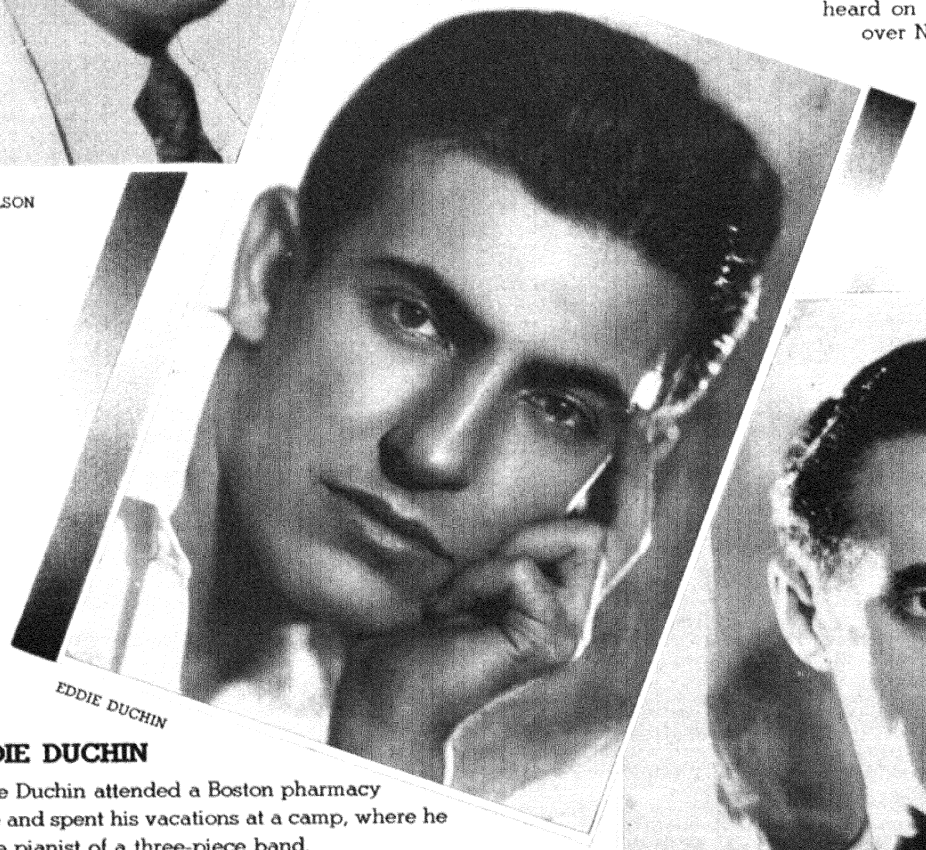
CBS radio audiences tuned him in as he entertained at the Barbizon Plaza, Ritz Tower, Paradise Restaurant, Park Central and Hotel New Yorker. His band has also been featured in two Lucky Strike programs and in the Bakers broadcasts.

• LEON BELASCO

A native of Odessa, Russia, Leon Belasco came to America eight years ago via Japan and Honolulu, after spending considerable time in China and other Asiatic and European countries.

His vocal and instrumental ability soon won him popularity on the Pacific Coast, where he organized an orchestra to supply background music for motion pictures, and appeared in minor musical roles.

In 1931 he came East and has been appearing with his orchestra in various night clubs and hotels. After long engagements at the Ambassador Grill and the St. Moritz Hotel, Belasco moved to the Casino de Paree, with a CBS wire. He also has been heard on the Armour program over NBC.



EDDIE DUCHIN

• EDDIE DUCHIN

Eddie Duchin attended a Boston pharmacy college and spent his vacations at a camp, where he became pianist of a three-piece band.

In his junior year he won a Leo Reisman audition and joined the famous leader at the old Waldorf-Astoria in New York. After graduating as president of his class, Eddie played at the Central Park Casino in Reisman's band, and soon became maestro at that popular Manhattan rendezvous.

His orchestra, which he directs from the piano, has been sponsored by Pepsodent and Texaco.

LEON BELASCO



• ENRIC MADRIGUERA

A native of Barcelona, this aristocrat of the strings was acclaimed as a concert artist at thirteen, and toured the United States the following year. After studying under Leopold Auer, he conducted the Havana Philharmonic Orchestra. From the Havana Casino he came to the Embassy Club and the Hotel Pierre in New York. While managing the Columbia foreign recording department, he served two years as concert master and conductor with NBC.

Madriguera has broadcast over WOR, CBS and NBC for the past four years, has been a favorite at the Summer Sporting Casino in Monte Carlo, the Place Pigalle, the Empire Room at the Waldorf and the Hotel Weylin in New York. He has composed his theme signature, "Adios," "The Language of Love" and "May I Have This Waltz with You, Madame?"

• EMIL COLEMAN

Emil Coleman was born in England but reared and educated in Russia. Coming to the United States at twenty-three, he opened at Bustanoby's Domino Room. He has conducted for famous dancers and singers, and has recorded for Victor and Columbia.

At the termination of his engagement at the Palm Beach Casino in Cannes, he returned to the Persian Room of the Hotel Plaza in New York. Besides his regular broadcasts from hotels and night clubs, Coleman was featured by NBC with Irene Bordoni, in the Good Gulf hour and in the Eno Penthouse Party.



ENRIC MADRIGUERA



ANSON WEEKS

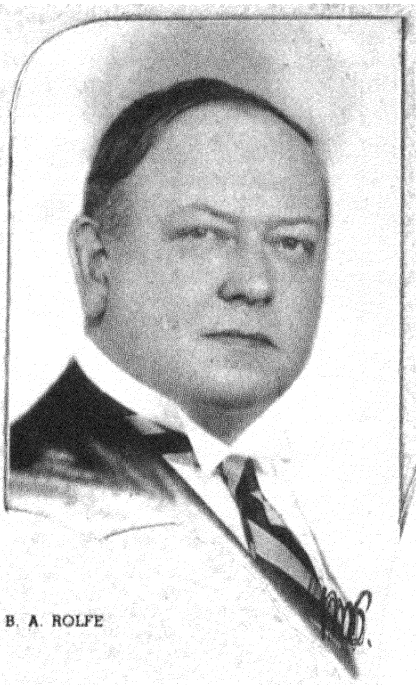
EMIL COLEMAN



• ANSON WEEKS

Born and educated in Oakland, California, this popular maestro supplied the musical fare for the Hotels Sacramento and Senator in 1924, and later for the Hotel Oakland, Tahoe Tavern and the Mark Hopkins in San Francisco.

For more than six years his music has been broadcast over NBC and CBS from the Hotel Roosevelt and the St. Regis in New York and for Lucky Strike, Florsheim Shoes and MJB Coffee. He has made Paramount movie shorts and recorded for Brunswick for five years.



B. A. ROLFE

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Born in Brasher Falls, New York, B. A. Rolfe started his musical career at a skating rink in Wisconsin. At the age of eleven he made a grand tour of Europe with a musical show in which he was the cornet soloist. After this tour he became head of the brass instrument department in the Utica Conservatory of Music.

In 1904 he formed a partnership with Jesse L. Lasky to produce vaudeville acts. A few years later he branched out as an independent producer, and in 1914 played for Metro Pictures and produced a serial with Houdini. After the merger of Rolfe Photoplays and Columbia Pictures, he sold out to Metro and went back into the vaudeville business.

He organized a dance orchestra in 1926 for the Palais D'Or in New York, where he remained for four years. This was the beginning of his radio career.

In 1928 Mr. Rolfe began his long engagement with the Lucky Strike hour, which was unique in that the program featured only his band. His stirring leadership and distinctive arrangements, emphasizing marked rhythm and melodic accentuations, have been heard on the Hudson Terraplane program and in a morning sustaining series for NBC.



RICHARD HIMBER

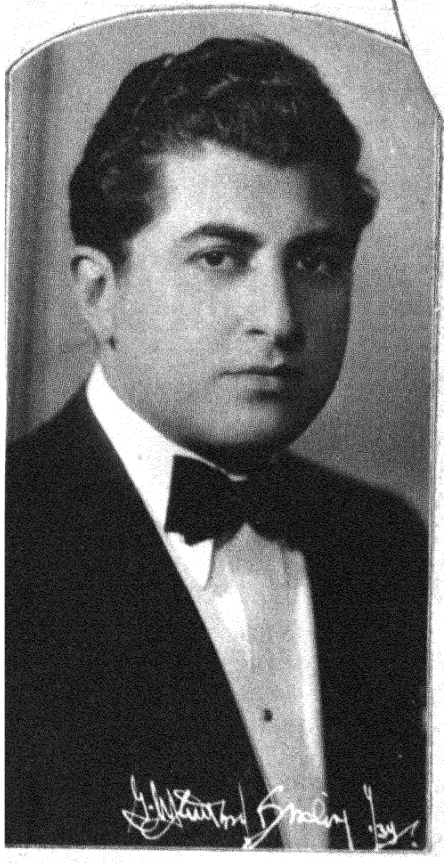
• RICHARD HIMBER

From his early childhood in Newark, Richard Himber studied the violin, vibraphone and celeste. In his spare moments he mastered legerdemain, and today is considered one of the best amateur magicians.

His versatility also reveals ability as an eccentric dancer and the possession of a charming voice. This fortunate combination induced an early venture into vaudeville, where he worked with Sophie Tucker for three years.

With this training he planned and presented his own act. For four years he traveled from coast to coast with Rudy Vallée, arranging most of his numbers. After guiding his orchestra to popularity at the fashionable Essex House, Dick was offered a broadcasting contract. From the renowned Oval Room at the Ritz-Carlton Hotel in New York, his suave dance rhythms have been heard over the NBC network; and both chains broadcast his Studebaker Champions programs.

Recently he was featured in a film short, "Tea at the Ritz."



LEO REISMAN

• LEO REISMAN

The violin was the touchstone of Leo Reisman's career. At twelve he was playing popular tunes for customers in a music store and in the orchestra of the Bijou Dream Theatre. Winning a scholarship at the New England Conservatory and working in dance bands enabled him to study music, and at seventeen he was leading an orchestra.

The following year the conductor of the Baltimore Symphony engaged him as first violinist; but in a short time he left to organize his own dance units at the Lenox and Brunswick Hotels in Boston.

Later he played for the original Keith's Theatre and toured in vaudeville. In 1922 New Yorkers heard him in "Good Morning Dearie," and for two years at the Waldorf-Astoria and the Central Park Casino.

Since Reisman's first broadcast in 1921 his reputation on the NBC air waves has become firmly established in the Philip Morris series, and his Brunswick records are very popular. He not only directs the band, but sings, plays the piano and violin, announces and with his wit adds sparkle to the programs.

• HAROLD STERN

In 1912 Harold Stern came to this country from Bialystok, Russia, to tour as a violin virtuoso. His concert orchestra played at the Park Avenue Hotel for ten years; and his military concert band has entertained twenty seasons at the Joseph P. Day beaches. While playing at the Hotel Ambassador he was engaged for the Roman Pools at Miami Beach, and later for Belleclaire Towers.

After acting as musical director for Al Jolson in "Big Boy," he became general musical director for the Shuberts for seven years, writing and supervising the arrangements of "Pleasure Bound," "Artists and Models," "Three Little Girls," "Night in Paris," "Night in Spain" and many other musicals.

Two years of popularity among dance patrons of the St. Moritz and one at the Biltmore were followed by successful engagements at the Montclair Hotel in New York and the Palm Island Casino in Miami Beach.

During twelve years of broadcasting for Van Heusen, Pure Oil and other sponsors, Stern has found time for movie shorts, records, electrical transcriptions, vaudeville and conducting in New York theatres.



HAROLD STERN

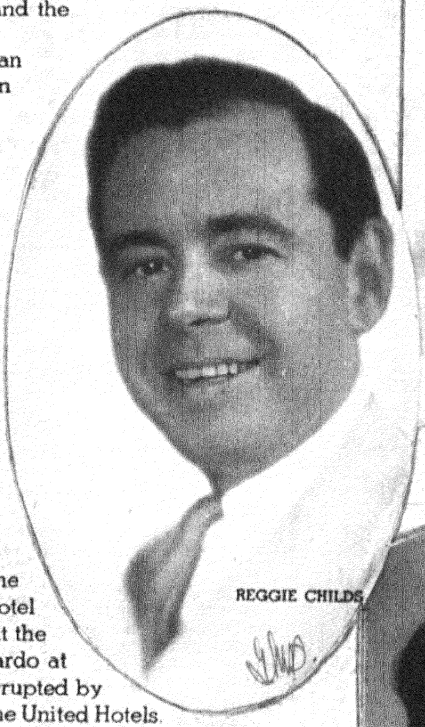
• REGGIE CHILDS

A native Londoner, Reggie Childs received his vocal and violin instruction in Paris, where for seven years he was boy soloist of the American Cathedral.

After a year as concert violinist in Canada, he organized his own society orchestra in Toronto. He entertained at the San Diego Country Club for three years and appeared in RKO and Loew theatres.

Coming to New York as violinist of "Little Jesse James," he played in "My Girl" and was musical director of "Mary, Mary."

While he was on a return engagement at the San Diego Country Club in 1933, the Hotel Roosevelt in New York sent for him to play at the Summer Garden; then he succeeded Lombardo at the Roosevelt Grill, where his stay was interrupted by tours of Radio-Keith-Orpheum theatres and the United Hotels.



REGGIE CHILDS

His music was first heard over the air waves from California stations and from New York via NBC; but later he became an exclusive CBS artist.

• ROGER WOLFE KAHN

After playing the violin from the age of seven to thirteen, Roger Wolfe Kahn studied symphony drumming, then mastered fifteen instruments, including the guitar, ukelele, mandolin, steel guitar, saxophone, clarinet and piano, while still in his teens. At sixteen he organized his first band.

Following appearances at the Knickerbocker Grill and in "Vogues," a Shubert revue, he and his band played in New York at the Rivoli, Palace and Strand Theatres, the Palais Royal and the Biltmore Hotel. They made Keith vaudeville tours and recorded for Victor, Columbia and Brunswick. After playing at the Castillian Royal, *Le Perroquet de Paris* and the Pennsylvania Hotel in New York in 1926 and 1927, they opened the Chicago Palace Theatre as headliners. In 1933 they were featured at the Club Forrest in New Orleans, and last summer at the Claremont Inn in New York.

Kahn's unique arrangements were heard in several Warner shorts and at fifty college proms. Among his compositions are "Crazy Rhythm," "Following You Around" and the musical comedy score, "Here's Howe."

On the air for a decade, his music has been featured in NBC sustaining programs and the Lucky Strike Magic Carpet series.

After racing motorcycles, Roger became an aviator in 1927. An accomplished transport pilot, he flies to all engagements here and abroad.



ROGER WOLFE KAHN







• JOLLY COBURN

"Jolly" Coburn, who has been entertaining sophisticates at the swanky Rainbow Room atop the RCA Building, was born on Long Island. At five he organized a trio and acquired his nickname as one of the three youthful musicians, "Happy," "Funny" and "Jolly."

At Columbia University he organized his first band. Dancers at the Embassy Club, Villa Vallée and swanky suburban resorts have swayed to his rhythms; and he provided the music for the Beaux Arts Ball last year.

Coburn's orchestra boasts a theremin, a melophone and a harp, while the leader himself is an accomplished guitarist, violinist and banjoist. The Spartan Radio Company has sponsored him on the air, and NBC has offered his music three times a week.

• INA RAY HUTTON

Ina Ray Hutton, the pretty leader of the Melodears, a unique orchestra of girls, was born in Chicago. Four years ago she appeared at the Palace Theatre in New York with Gus Edwards. Featured in George White's "Melody," she stopped the show with her rendition of the special song Romberg had composed for her. She has since been seen in the Ziegfeld Follies, at the Chez Paree in Chicago, the Palais Royal in New York, and with her orchestra in leading movie houses.

The dynamic Miss Hutton is an accomplished stage dancer and athlete.

• FELIX FERDINANDO

Trained at the conservatory in his native city of Milan, Italy, Felix Ferdinando came to the United States to tour as a violinist. He organized the marine band which escorted President Wilson to France and was made a first lieutenant in the U. S. Army. He was described by General Butler as "a musician to the tips of his fingers."

On his return he formed a dance orchestra which played at the leading hotels and resorts, including the Hotel Almendares in Havana, the Roney Plaza in Florida and the Park Central in New York. For eight years he has broadcast over both major networks and has made numerous electrical transcriptions and recordings for various companies. Versatility is the keynote of his musicians, and as each plays at least three instruments, Felix has at his command a symphonic dance unit, a jazz band or a Spanish orchestra. Ferdinando is the creator of the musical bull-fight, a travesty on "Carmen."



• PETER VAN STEEDEN

At New York University the expenses of Peter Van Steeden of Amsterdam, Holland, were met by "Van and his Collegians," who played at the Pekin Café, Station WEAF and Paul Smith's Hotel in the Adirondacks, when it was the summer White House of Coolidge.

After winning favor in Manhattan at the Monte Carlo Café and the Palais D'Or and at the Half Moon in Coney Island, his band toured in 1928 for NBC, and the following year broadcast from the Hotel New Yorker.

He has been featured in the Johnson and Johnson, Barbasol and Standard Brands programs, and from Whyte's Restaurant and the Hotel Gotham in New York. Victor records his music.

• WILL OSBORNE

Toronto remembers one of her favorite sons as a schoolboy nicknamed "Fatty," but today Will Osborne is a handsome six-foot orchestra leader with a soft, pleasing voice which has won him a large fan following.

While attending St. Andrew's College, Will hitch-hiked to New York to exchange examinations for the glittering career he hoped was awaiting him as a maestro. An indifferent drummer, he worked as restaurant cashier, truckman's helper and necktie salesman. But he made up his mind to succeed in his chosen field or starve in the attempt. Finally he landed a job in the Wayne Country Club of Tyler Hill, Pennsylvania, then moved to the Club Kentucky in New York, meanwhile broadcasting in his overcoat from a small, freezing-cold studio in the Bronx. His name became known to radio listeners as a pioneer of slow orchestral rhythm in those days of blatant jazz.

Engagements at several New York hotels were followed by vaudeville tours and stage presentations. His popular song, "Beside an Open Fireplace," won him many friends, and the Corn Products series over WABC-CBS proved his popularity on the air.



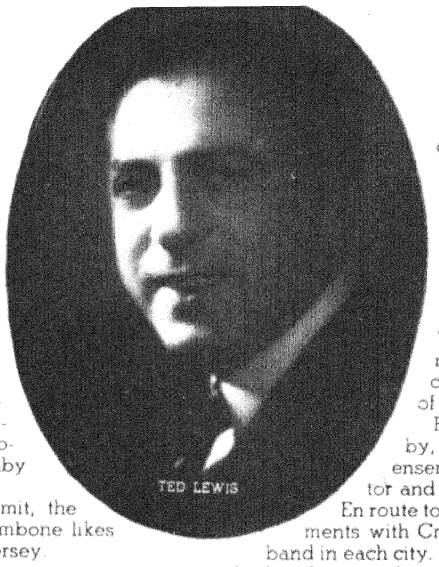
• XAVIER CUGAT

Talented as musician and painter, Xavier Cugat's career has alternated between the two professions. When he first came to this country from his native Barcelona several years ago, he toured as a concert violinist and then conducted an orchestra at the Cocoanut Grove in Los Angeles. While writing scores for motion pictures, he painted the unusual curtain for the Chinese Theatre in Hollywood.

Coming to New York, he conducted his all-Spanish ensemble at the Waldorf-Astoria over NBC, and his music has been featured on the Let's Dance program for the National Biscuit Company. Many of the tangos and rhumbas he plays are his own compositions.



• TED LEWIS


TED LEWIS

Ted Lewis, born Theodore L. Friedman in Circleville, Ohio, left school to play in vaudeville. His jazz band was brought to Rector's and then to the Greenwich Village Follies. With his inseparable high hat and his well-known "Is everybody happy?" Ted has been a stellar attraction throughout the country.

Recruited from Broadway night clubs as a radio pioneer, he doubled in vaudeville and on the Valspar programs.

Since then Ted has been on the networks many times from famous restaurants, and his programs are still introduced with his old hit, "When My Baby Smiles at Me."

When his many engagements permit, the originator of the famous laughing trombone likes to relax on his country estate in New Jersey.

• JOHNNIE JOHNSON

After attending the University of Indiana in his native Indianapolis, where he led the college band, Johnnie Johnson started his career in vaudeville with Ben Bernie, and played the piano, flute and piccolo with Dunbar's White Hussars Band.

Successful in his first radio audition in 1923, Johnnie soon organized his own orchestra. He played at El Mirador in 1927 and at the Post Lodge two years later. In 1928 he brought his musicians to the Hotel Pennsylvania, where he remained for a year and was first heard on the networks via NBC.

Joining the Music Corporation of America, Johnnie was featured with his band at Wardman Park in Washington, and at the Roosevelt Hotel and Hollywood Club in New York, later broadcasting on the Columbia chain from the Paradise Restaurant on Broadway. During the summer of 1934 he played at the Monmouth Hotel in Spring Lake, New Jersey, over National Broadcasting Company facilities.

With his prepossessing personality and superior musicianship, Johnnie has made entertaining movie shorts for Educational. He is an enthusiastic golfer.

JOHNNIE JOHNSON



• LENNIE HAYTON

As a child of six, Leonard Hayton developed a penchant for the piano, showing unusual interest in player rolls of the classics. He left high school to become pianist with an orchestra. While playing at the Park Central, he was engaged by Whiteman as his featured pianist, arranger and assistant conductor for stage, radio, recording and movie work. This took him from Broadway to Carnegie Hall and before the Hollywood cameras for the filming of "The King of Jazz."

Forming a friendship with Bing Crosby, he joined the blond crooner's radio ensemble as his musical adviser, conductor and arranger for the Chesterfield series. En route to the Coast he played theatre engagements with Crosby and organized and directed a band in each city. He conducted an orchestra of a hundred and twenty-five in "Going Hollywood" and was featured with Bing in the Woodbury CBS program. This popular young maestro has led the Ipana Troubadours and the Lucky Strike orchestra.

Ping-pong is Lennie's hobby. He attends the more important football games, major sport events and symphonic concerts; but amateur motion picture photography is his principal fad.

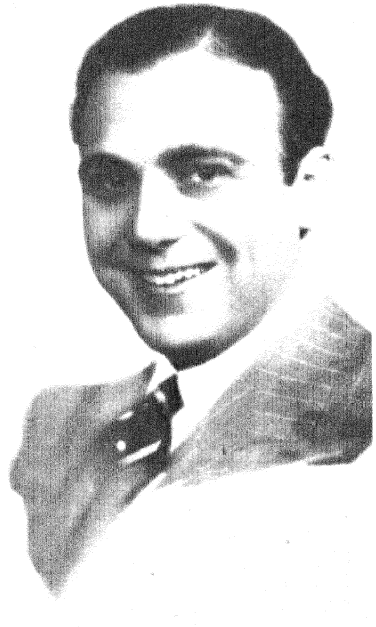

LENNIE HAYTON

• JOHNNY GREEN

At Harvard Johnny Green was arranger for the band and played the reeds in the Gold Coast Orchestra. In Cleveland he arranged for Lombardo, then toured as accompanist for Gertrude Lawrence. Following an Atwater Kent engagement, he served as musical director for Paramount.

In 1932 Green directed for Buddy Rogers on tour. The following year he performed his own "Night Club Suite" at the Stadium, and Whiteman presented it at Carnegie. After his 1933 series, In the Modern Manner, he was CBS staff conductor and musical director for Oldsmobile and others, later becoming popular at the St. Regis. He composed the score for "Here Goes the Bride," "Mr. Whittington"—a London production—and a Fox film.

JOHNNY GREEN



• IRVING AARONSON

At eleven Irving Aaronson played the piano in one of the first cinema theatres in the ghetto of New York. Leader of the Versatile Sextette and Irving Aaronson and his Commanders for twenty years, he played for two years in Europe and then appeared in every large city in the United States. With Irene Bordoni he was featured in the musicomedy, "Paris." Heard on the radio since 1925, he has broadcast over the NBC and CBS networks from Chicago, and on the Lucky Strike program from the Mardi Gras at New Orleans.



IRVING AARONSON

• EMERY DEUTSCH

Born in Hungary, Emery Deutsch visited the United States, but spent most of his childhood in Budapest. A trip to Vienna, where he was entranced by the tzigane music in the cabarets, inspired him to master the violin. After three years of studying music at night and selling papers by day, he entered the Damrosch Institute of Musical Art, meanwhile attending high school and Fordham University. Fellow students nicknamed him "Kangaroo" because of his enviable collection of medals and cups for high-jumping and broad-jumping. In 1924 Deutsch qualified for the Olympics, but interference with his violin studies prompted him to decline participation.

Visiting Budapest on a concert tour, he played in the cabarets of Hungary, then studied at the Royal Academy of Music under Jeno Hubay. On his return to New York in 1925, he organized the famous Gypsy Ensemble for the Romany Trail and other programs, which have caught the fancy of CBS radio audiences.

His compositions, "Play, Fiddle, Play," "My Gypsy Rhapsody" and "Moon of Desire," have been very successful.

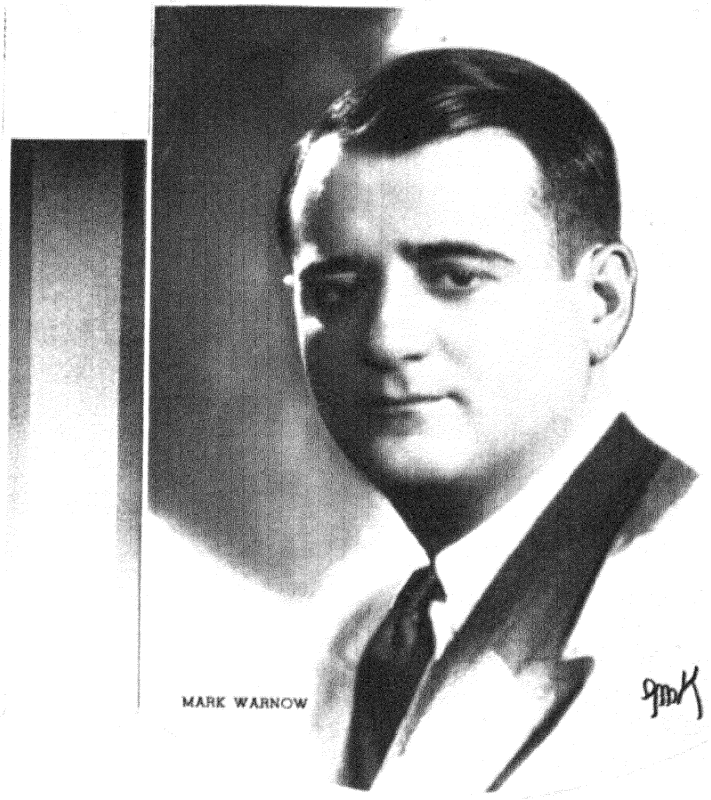


EMERY DEUTSCH

• MARK WARNOW

Coming to the United States from his native Russia as a child, Mark Warnow studied violin, theory and composition. He toured the United States as a concert violinist and then played with orchestras in stage productions. After a period as concert master at one of the larger theatres, he started to conduct at CBS about five years ago.

His orchestra has been heard in the All-America program, Star Reveries, Postal Telegraph, Ward, Vicks Romantic Bachelor (his own novel idea), Borden's Forty-Five Minutes in Hollywood, the broadcasts to Admiral Byrd's expedition and Columbia Varieties.



MARK WARNOW

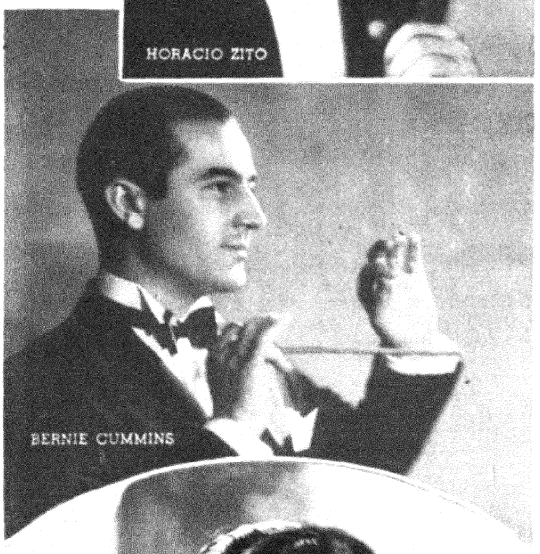
• HORACIO ZITO

From Montevideo, Uruguay, come Horacio Zito and his violin. After concertizing in South America, this suave scion of the tropics first broadcast as an NBC soloist in 1928. Forming his own orchestra, he played at Cobina Wright's Sutton Club and in the Empire and Sert Rooms and on the Starlight Roof of the Waldorf-Astoria.

From "Continental" to "Carioca"—from "*A Media Luz*" to Strauss, his versatile orchestra offers both concert and popular music. From Mayfair to Manhattan drifted that languorous bit of Mediterranean enchantment, "Isle of Capri," and the accomplished Zito gives its dulcet tango strains just the right nuance.



HORACIO ZITO



BERNIE CUMMINS



CARL HOFF

• JACK SHILKRET

At four Jack Shilkret of New York had acquired an amazing piano technique and played the clarinet by ear. When only ten he was pianist for a dancing academy. At twelve he played his first concert with Volpe's Young Men's Symphony, four years later making his stage bow in the musical comedy, "Sari." After serving as clarinetist with the United States Navy Band during the war, Jack secured engagements as pianist on the Albany night boat, at Churchill's, the McAlpin, the Astor and the Claridge; then appeared with his own band at the Little Club, the Tent, the Ted Lewis Club, the Montmartre, Pelham Heath Inn and the Lido-Venice. He has composed dance tunes and recorded for phonograph companies.

Shilkret's past and present sponsors on various chains and stations include Eastman Kodak, Golden Blossom Honey, Whitman Chocolates, Salada Tea, Mobiloil, Smith Brothers, Coca Cola, Pennzoil, Royal Gelatin, Knox Hats, Empire Builders, Hinds, Bosco Coffee, Hires Root Beer, Royal Typewriter, Blackstone Cigars, Lehn and Fink, Westclox and Bond Bread.

• CARL HOFF

From his birthplace, Oxnard, Carl Hoff entered the University of California, later studying for two years at the Arizona Institute of Music. At the Warner studio on the Coast he arranged the music for "Mickey Mouse," "Merry Melodies," "Looney Tunes," "Our Gang" comedies and feature pictures. After coming to New York with Paul Ash, he made the musical scores for Vincent Lopez and the Boswell Sisters.

Carl presented his own band at the Edgewater Beach Hotel in Chicago and the French Casino in New York. He has broadcast from WJZ and WOR.

• BERNIE CUMMINS

After boxing professionally and selling insurance in his home town, Akron, Ohio, Bernie Cummins toured in vaudeville, later organizing his own band in Cincinnati, where he appeared at the Toadstool Inn. There followed engagements at the Brown Hotel in Louisville, the Persian Palace and the Congress Hotel in Chicago, the Belleview-Biltmore in Belleclaire, Florida, the Ambassador in Atlantic City and the Club Madrid in Philadelphia.

In 1926 Cummins brought his orchestra to the Biltmore, and four years later to the New Yorker, where his music was heard over NBC. Since February of this year his sparkling music has been broadcast by NBC from the Roosevelt Hotel.

• MARTI MICHEL

Born in Pensacola, Florida, Marti Michel received his musical training in Paris, Berlin and Milan. After returning to America, he taught for three years in the Eastman School of Music, then formed his own dance orchestra, playing in most of the leading cities.

At the Hotel Biltmore from 1930 to 1931 Michel's orchestra was heard from WOR, and recently at the Montclair via NBC and the Mutual Broadcasting System.

A skilled arranger, Marti features saxophones in his instrumentation, and never sacrifices well defined rhythm and original melodies for fancy coloration.

JACK SHILKRET



MARTI MICHEL

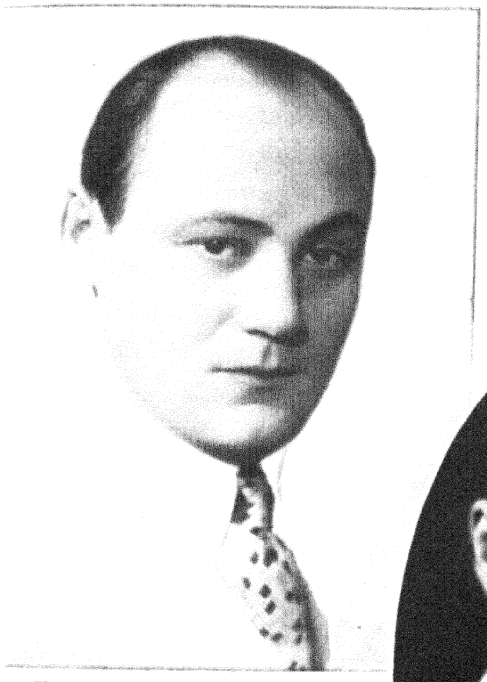


• FREDDIE RICH

Freddie's parents brought him to New York from Warsaw when he was very young. He won a Damrosch scholarship, and after a vaudeville tour, became musical director for Eva Tanguay, Lew Fields and Marie Dressler.

Rich made his bow as dance maestro at the Astor in New York. In 1928 he toured Europe with his band. As one of the principal CBS conductors he has directed the Columbia Variety hour, Roadways of Romance, the Saturday Revue and the Frigidaire series.

His compositions include "Animal Crackers," "On the Riviera" and a symphonic suite, "Penthouse." He is also a brilliant arranger.



FREDDIE RICH



JENO BARTAL



ARCHIE BLEYER

• ARCHIE BLEYER

A native of Long Island, Archie Bleyer was educated in New York, and while a student at college played the piano and trumpet at private functions. After working as an arranger for various publishers, he organized his own orchestra.

His first important engagement was at the Hunter Island Inn with a WOR wire. Following a successful tour, he has been featured at the Commodore in New York City, with an NBC air outlet.

• JENO BARTAL

Jeno Bartal was a promising cellist in his early youth, which was spent in his native Budapest, and organized his own band to travel in foreign countries, including South America. In 1925 he came to America and two years later played his first radio engagement with a string ensemble. Later this group was augmented to feature typical Hungarian and Viennese music from WOR. For more than two years Mr. Bartal played at the Ambassador Hotel, recently creating a sensation with his new dance orchestra.

• DON BESTOR

A decade ago Don was the leader of the Benson Orchestra in Chicago. After a Dallas engagement he toured the Orpheum circuit. At the Willows in Pittsburgh his arrangements were so popular that he was chosen to open the Hotel William Penn, and later the Hotel Lexington in New York. Following a personal appearance tour he was featured at the Pennsylvania.

NBC has broadcast his music on the Nestlé, General Tires and Jell-O programs. He has composed popular songs and recorded for Brunswick and other companies.

Don added a novel macabre touch to his instrumentation with a vibraphone that he discovered in an undertaking establishment.



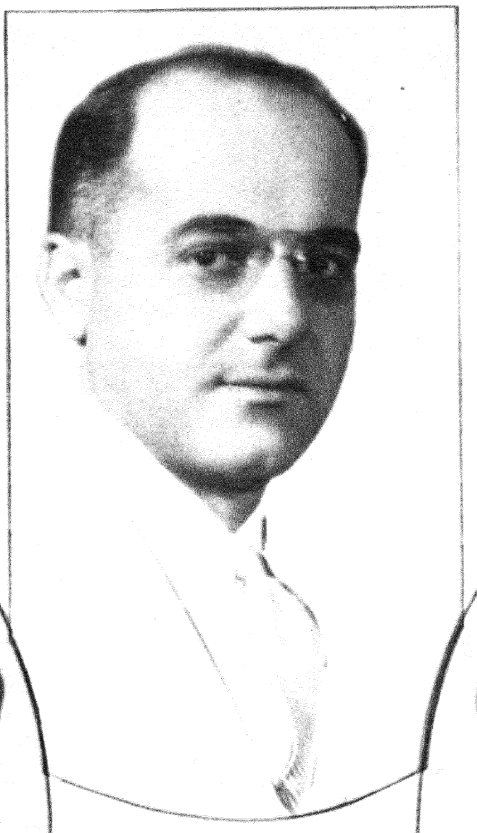
DON BESTOR

• HARRY SALTER

Born in Roumania, Harry Salter came to America at the age of six and studied violin under Leopold Auer. His academic training was received at New York University. After an engagement at the Waldorf-Astoria he became the first musical director of NBC.

He has acquired a reputation as an idea man for establishing the proper musical framework for each radio presentation. Recent sponsors of his programs include Standard Oil, Philco, Cheesborough, Best Foods and Woodbury. He has been the ghost director for Lanny Ross and his Log Cabin Orchestra, and leader at the Park Central in New York.

NICK ORLANDO



• NICK ORLANDO

At seven Nick Orlando of Syracuse, New York, began playing the violin. His career has included recording for eleven companies, eight years as dance conductor for the Junior League, playing for the Prince of Wales at the Plaza Hotel, directing "Schoolgirl," and supplying the music for "The O'Flynn." He was featured at the National Hotel in Havana from its opening, and in 1930 his radio programs of Cuban and American dance music were heard in the States.

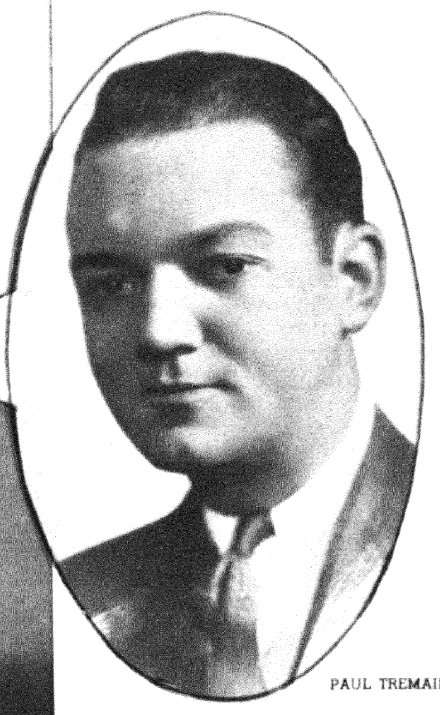
In New York his orchestras have been on the air from the Savoy-Plaza, the Roosevelt and the Plaza via WJZ, WRNY and WEAF.



HARRY SALTER



PHIL HARRIS



PAUL TREMAINE

• PHIL HARRIS

Organizing his own orchestra, Phil Harris of Nashville toured and sang his way to fame. After a successful movie short, "So This Is Harris," RKO featured him in "Melody Cruise." With an orchestra of full-fledged screen actors, he came to New York to fill an NBC engagement for the Northam-Warren Corporation.

Harris entertained at the Pennsylvania Hotel, and more recently has been heard at the St. Regis and Palais Royal. "Let's Listen to Harris," his popular Cutex program, was long a favorite with dancers.

His ponies are the envy of polo enthusiasts.

• PAUL TREMAINE

Paul Tremaine was born on a cattle ranch near Canon City, Colorado. In 1923 he became the director and saxophonist of the staff orchestra at Station WHB. A few years later he organized the Lonely Acres band and obtained many vaudeville engagements, also introducing western frontier ballads to Broadway.

A popular recording artist, Paul has been heard with his band over NBC, CBS, WOR and WMCA. His music was a drawing card in the unique rural atmosphere of the Village Barn night club.

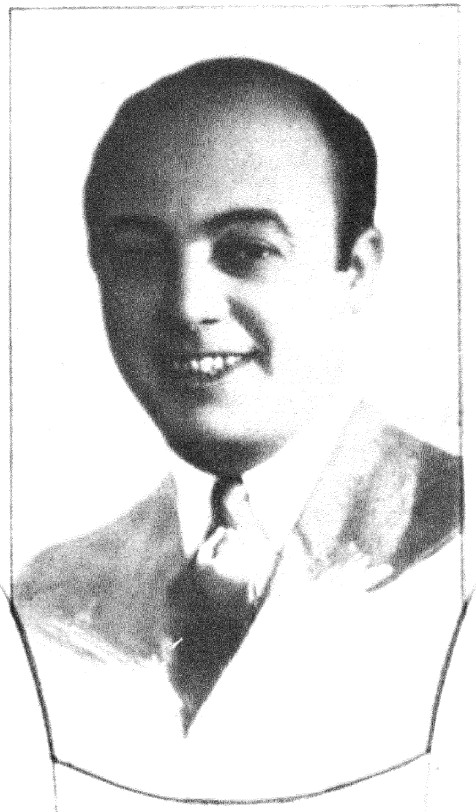
Paul loves dogs, especially shepherds and Great Danes.

• FRED BERRENS

Freddie Berrens first won the heart of New York's lower East Side when he played in the four-year run of "The Kreutzer Sonata." He was awarded a violin scholarship, but went into vaudeville, then became master of ceremonies and conductor in picture theatres. In 1928 Al Smith appointed him musical director of the Democratic National Committee.

While he was in Detroit, NBC sent for him, and the next year he was selected as CBS staff conductor. His band has been heard in commercial programs and from Ben Marden's Riviera and the Flying Trapeze.

RAY SINATRA



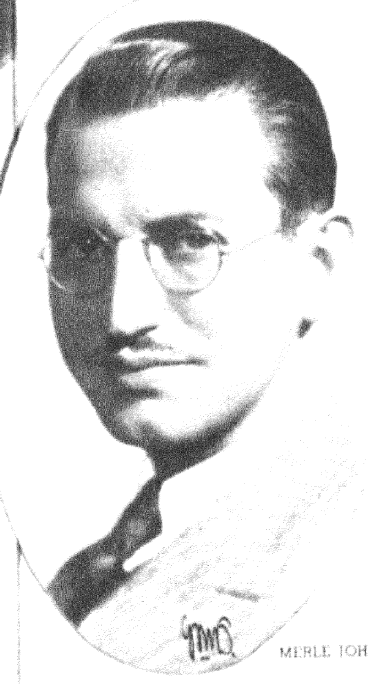
• RAY SINATRA

Born in Gergenti, Sicily, Ray Sinatra studied composition and piano at the Damrosch School and gave his first piano recital at Symphony Hall in Boston when fourteen years old. He played with outstanding dance orchestras for seventeen years and has arranged the music for Jack Denny, Paul Whiteman, George Olsen and Roger Wolfe Kahn.

In 1931 Sinatra was heard over NBC in the Manhattan Merry-Go-Round. His sponsors have included Frigidaire, Studebaker and Pontiac on CBS, and Kopper's Coke over WOR. He conducts for Camay and Carlsbad Sprudel Salts.



FRED BERRENS



MERLE JOHNSTON

• MISCHA RAGINSKY

Soloist of a symphony orchestra in his native Russia at thirteen, Mischa Raginsky appeared with noted New York orchestras in 1932. A WOR pioneer, he has lent his talent to the Victor, Coward Shoe, True Detective Mysteries, RKO, Mobiloil and Eveready hours.

As musical director for Brock Pemberton and Cornelia Otis Skinner, he supplied the music for "The Wives of Henry the Eighth," "Empress Eugenie" and "Loves of Charles II." His concerts of light classical and gypsy music have been broadcast regularly over CBS from the Shelton, Edison and Commodore Hotels.



MISCHA RAGINSKY

• MERLE JOHNSTON

Merle Johnston came to New York from Galt, Ontario. After earning two degrees from the Clarkson College of Technology, he played the saxophone in Kansas City orchestras, then in New York night clubs. He was one of the original Ipana Troubadours and Clicquot Club Eskimos, and has been in one hundred seventy commercial programs. His orchestras were heard over CBS and with the Melodoscope and Red and Black Revue from WOR. He has a band of twenty-eight saxophonists.

Johnston teaches, records extensively, conducts a column for Metronome and has written five saxophone method books.

• MARIO ANTOBAL

This eminent proponent of Cuban rhythm and the novel *son*-foxtrot, though hailing from Cienfuegos, Cuba, was educated in American schools.

Before notable audiences in the Casino at Monte Carlo, the *Martinique Beguin* in Paris, and other cosmopolitan rendezvous of the world, his genuine Cuban style won the admiration of the Prince of Wales and other dance enthusiasts.


MARIO ANTOBAL

From the *Gran Casino Nacional* in Havana, Mario Antobal (Eusebio Azpiazu) and his brother Justo brought the now famous Havana Casino Orchestra to this country. He claims the distinction of having introduced and popularized various Cuban rhythms, differing essentially from the rhumba, which he feels are the only original contributions to the development of modern dance music since the inception of jazz. RKO headlined his unique Cuban combination on the Palace bill.

Antobal was responsible for bringing before the American public via the stage and Victor records the successful "*El Manisero*," better known in the United States as "The Peanut Vendor."

• BORRAH MINEVITCH

Born in Kiev, Russia, Borrah Minevitch became interested in the harmonica while selling newspapers in Boston, and invented several improvements. A graduate of the College of the City of New York, he was the first harmonica soloist to play with a symphony orchestra. He headlined in vaudeville and motion pictures from coast to coast, and played in Paris, Berlin, London, Milan and many other European cities.

After appearing in "Puzzles of 1925," "Sunny," "Betsy," "Good Boy" and the Paris presentation of "Hallelujah," he made numerous musical shorts for Paramount and Warner, and presented his harmonica music on the radio for Fleischmann, Eastman Kodak, Phoenix Hosiery and Reid's Ice Cream. Recently he was featured at the Casino de Paree.

Borrah's hobby is photography. He owns three hundred cameras and lenses showing all the stages in their development.

• BENNIE KREUGER

Starting to play the violin in Newark when only four years of age, Bennie Kreuger mastered the saxophone at eighteen. He played in the orchestras at Rector's and the Palais Royal, later organizing his own band for Delmonico's In 1920 he began recording for Brunswick. Mr. Kreuger was director and master of ceremonies for Paramount-Publix in Chicago until about five years ago, and won popularity over the NBC chain. He also directed the Chase and Sanborn hour. His hobbies are golf and bridge.

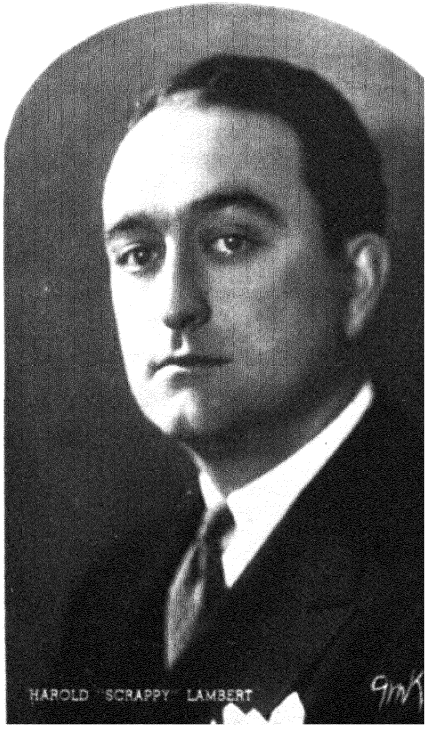
• HAROLD "SCRAPPY" LAMBERT

This native of New Brunswick, New Jersey, played the piano in Ben Bernie's band and conducted his own orchestra at the same time. He attended Rutgers College, where he organized a dance band and sang as a soloist in the church. Graduating from law school, he began his radio career in the Smith Brothers program in 1926, and is still a feature of that hour. He has been heard on the Lucky Strike, Camel, RCA, Maxwell House, Fleischmann and Goodyear broadcasts, and more recently in the Songs You Love, Gibson Family and Town Hall Tonight programs, all on the NBC networks.

Lambert was nicknamed "Scrappy" because of his pugnacious disposition as a youngster. He is actively interested in outdoor sports.


BORRAH MINEVITCH


BENNIE KREUGER


HAROLD "SCRAPPY" LAMBERT

• ELI DANTZIG



Eli Dantzig had played for two seasons with the Brooklyn Symphony when his father made him a salesman in a Pittsburgh clothing business, so he sold his samples to a pawn shop and entered vaudeville.

His own band had its first engagement at the exclusive Whittle Springs Hotel in Knoxville, Tennessee; and on his return to New York he broadcast two years for MGM. Four years at the Elks Club in Brooklyn were followed by a tour for NBC. Patrons of the Plaza, Roosevelt and Commodore danced to his delightful music; and for the past five years Manhattanites have crossed the bridge to hear him play at the St. George.

He was selected to play at President Roosevelt's inaugural ball and at the banquet for the officers of the fleet; and his band has been in great demand at social functions among the élite.

Dantzig was under contract to CBS and WOR for two years; but his programs have also been transmitted by WMCA, WINS and NBC.

• CHANNON COLLINGE

Quiet-spoken, modest, a true devotee of fine music—Channon Collinge finds the reward for his work in the growing appreciation of the classics by a large public. A native of Salterhebble, England, he began his musical training as a choir boy at the age of eight. After an education at Dublin University he concertized as a violinist in Europe. Later he became organist and choirmaster of several important churches in Dublin.

Following a tour throughout the United States with an opera company, he joined CBS. For the past six years he has conducted the Cathedral hour, a series of oratorios and classical church music in which he pioneered by introducing choral singing on the air. The Conclave of Nations, which he also conducted, featured the music of a different country at each broadcast. Mr. Collinge has been musical director of the American School of the Air and many other programs. He is an associate member of the Royal Academy of Music in London.

• JULES LANDÉ

Known to his large NBC audience as "The Minstrel of the Strings," Jules Landé had the distinction of being violinist to President Harding, whom he accompanied on his voyage to Panama.

He made his first public appearance playing obligatos for Enrico Caruso at a series of concerts, later becoming conductor of the New York Paramount Theatre orchestra and soloist with Harriet Hoctor.

His "tone of the human voice" was first brought to the radio audience on Captain Dobbsie's Ship of Joy, and more recently he has been broadcasting over NBC as "The Troubadour of the Violin."

• ALEXANDER SEMMLER

Leaving Dortmund, Germany, Alexander Semmler started his study of music in Berlin and continued at Munich. He attended universities in both cities and concertized at fifteen in his native country and Austria.

In 1923 he came to America and soon joined CBS. He has been heard with various symphonic orchestras, and for the past two years as a solo pianist, playing some of his own compositions. He has written songs and is now working on "Metropolitan Sketches," a suite for orchestra and piano.

Although Mr. Semmler prefers classical music, he feels that much can be accomplished on the radio by concertizing popular airs.

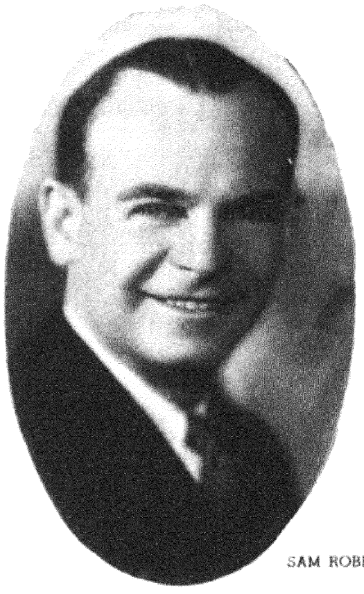






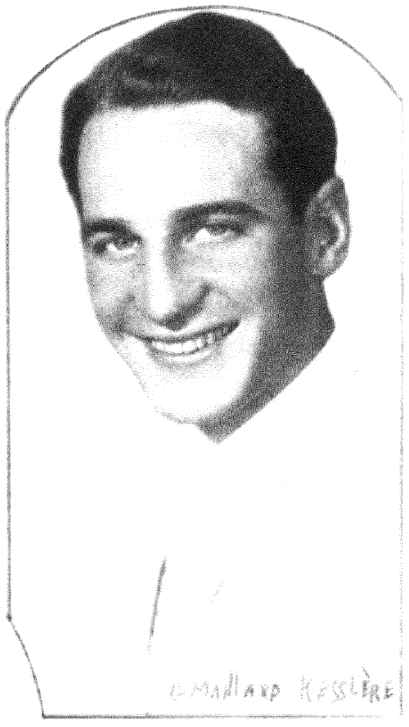


SCOTTI



SAM ROBBINS

HAROLD SANFORD



BEN CUTLER

• SCOTTI

This genial Venetian, after an early musical training in various Italian cities, mastered the piano, clarinet and saxophone in New York. He joined WEAF as orchestra leader and soloist at the outset of that station's broadcasts, organized an orchestra for the NBC Artists' Bureau and broadcast special programs to South America in 1924.

A pioneer in popularizing the tango and rhumba in this country, he has composed several beautiful tangos, also the radio theme song of his orchestra, "My Moonlight Madonna." After engagements at the Lido Country Club, the Hotel Pierre and the Casino in the Air on the Montclair Roof in New York, where he was heard over NBC and WOR, Scotti took his orchestra to Boston. New York dancers miss the handsome, good-natured maestro and his smooth rhythms.

• BEN CUTLER

Born in Massachusetts, Benjamin Crawford Cutler attended Andover and graduated from Yale, where he was on the varsity football, hockey and track teams. He was a member of the glee club for four years, toured Europe with a college orchestra, and sang with a quartet in the Shubert production, "Rain or Shine."

Later he booked and conducted orchestras for private parties, supplying music for Great Captain's Island Bathing and Yacht Club, Grammatan Supper Club, on the air over WOR, Villa Vallée, with an NBC wire, La Soirée, Ciro Club and the Café de la Paix. After vaudeville appearances with Mary Hay and an engagement at the Miami Biltmore, he and his orchestra entertained at the Astor Roof with an ether outlet via WOR, the Princess Hotel in Bermuda, the Lido Country Club and the Maytown Club.

• SAM ROBBINS

Sam Robbins, the diminutive orchestra leader, alternately leads with his violin bow, plays his small fiddle and sings into the microphone.

Moving from Bayonne, New Jersey, to Baltimore, he entered Johns Hopkins University. At Pittsburgh Sam was adopted as mascot by a group of machine-gunners bound for the West Coast, and in Hollywood he became a member of Grauman's Soldier Band.

After a vaudeville tour and a four-year engagement at the Hotel Hamilton in that honeymoon city of Bermuda, he and his dance band achieved popularity at the McAlpin in New York as a CBS feature.

• HAROLD SANFORD

Harold Sanford of Northampton, Massachusetts, studied violin, theory and composition in Boston. Eighteen years of his musical career were spent as conductor and right-hand man for Victor Herbert.

From 1919 to 1924 he devoted his time to recording.

His NBC programs have included Philco, Wrigley, Dutch Masters, National Light Opera, Sunoco, Maxwell House, Gems of Grand Opera, Maltex, Father John's, Two Seats in the Balcony and Gilbert and Sullivan operettas.

Sanford usually spends his vacations climbing mountains near Lake Placid and keenly enjoys his daily hike through Central Park.

• JOE REICHMAN

Having obtained a legal education at Washington University in St. Louis, the city of his birth, Joe Reichman played musical accompaniments for the silent films, then became a featured pianist in RKO vaudeville. In 1930, aided by his brilliant piano work, his band won popularity at the Addison Hotel in Detroit. Then followed engagements at the Hotel Floridian and the Ambassador Club in Miami Beach, the Book-Cadillac Hotel in Detroit, the Coronado and Chase Hotels and the Meadow Brooks Country Club in St. Louis, where his music was broadcast by CBS.

After the 1934 season at the Palm Island Casino in Miami Beach, Joe's music was broadcast from the Hotel New Yorker by Columbia, and was later heard from Ben Marden's Riviera and the Netherland-Plaza in Cincinnati.

• JEAN GOLDKETTE

Born in Valenciennes, France, Jean Goldkette studied piano and became a pupil at the Imperial Conservatory in Moscow.

In 1913, while playing with orchestras and as accompanist for opera and concert stars, he continued his studies at the American Conservatory of Music in Chicago. He organized his own orchestra at the Detroit Athletic Club and was featured at social functions and in the Book-Cadillac Hotel.

1925 was the year of his initial broadcast from WWJ, Detroit. Later he was on the air from WJR. The following year marked the start of his brilliant career as a Victor recording artist. Then he developed America's greatest dancing club in Detroit.

From 1925 to 1931 Jean's music was sponsored by Atwater Kent and Maytag. Besides his sparkling programs for the Studebaker Champions, he conducted a sustaining series for Station WGN, Chicago.

In 1931 he appeared as soloist with the Detroit Symphony. After devoting several years to dancing enterprises in Detroit and the Middle West, Mr. Goldkette has returned to New York for concert and radio engagements. His dynamic personality, creative genius and colorful conception of dance music presage a new standard in musical entertainment. WOR has presented his latest programs.

• MAX FRANSKO

Max Fransko, born in Uniontown, Pennsylvania, studied violin at Budapest and concertized in Europe. In 1920 he returned to New York and played at Zimmerman's Café. Max has broadcast thrilling Hungarian music and gypsy airs from Stations WABC, WHN and WBNX. He was heard with his excellent orchestra from the Hungarian Inn Csarda, one of New York's favorite haunts for theatrical folk, and later from the Restaurant Tokay.

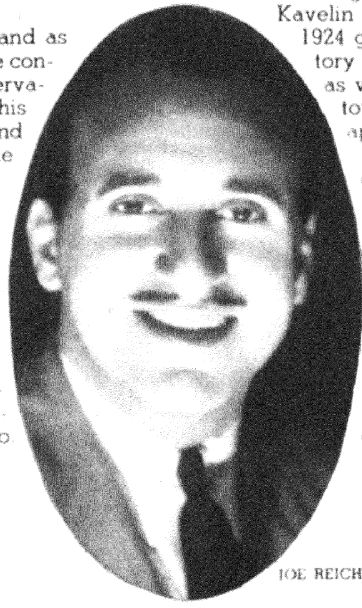
• AL KAVELIN

Coming to the United States from Samar, Russia, Al Kavelin was educated in Denver, Colorado, and in 1924 graduated from the Royal Verdi Conservatory in Milan, Italy. Following his first position as violinist at the Cadillac Hotel in Detroit, he toured with "Artists and Models" and then appeared in the "Grand Street Follies."

NBC appointed him staff composer and concert violinist, and in 1933 he entertained with his own orchestra at the Central Park Casino.

A tour and a sojourn at the Tavern-on-the-Green interrupted his engagement at the Hotel Lexington in New York, where his programs have been broadcast over a CBS wire.

Many of Kavelin's compositions, including his theme song, "When Love Is Gone," have been published, and he hopes to write an unusual symphony.



JOE REICHMAN



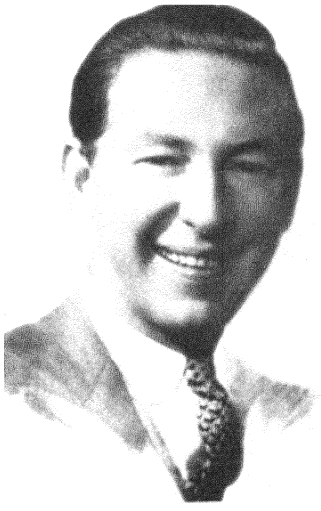
JEAN GOLDKETTE



MAX FRANSKO



AL KAVELIN



HAL KEMP



LITTLE JACK LITTLE

• HAL KEMP

A native of Marion, Alabama, Hal Kemp organized his first band at the University of North Carolina.

On his initial European trip in 1924 he played for the Prince of Wales on board the "Berengaria." Two years later he came to the Strand Roof in New York, broadcasting for WPCH, and then opened the Manger Hotel, where he stayed for three winters. Following a successful tour of the leading European night spots, he inaugurated the Trianon Ballroom in Chicago and entertained at the Black Hawk Restaurant for two years.

Since 1918 Kemp has been broadcasting over local stations and the networks. In 1930 his London program was picked up by NBC and rebroadcast. Lucky Strike, Pennzoil and Lady Esther have sponsored his music, and NBC has been bringing his fascinating rhythms to the stay-at-homes from the Pennsylvania Hotel.

• LITTLE JACK LITTLE

After earning his way through Iowa University with his band, "Little" Jack Little, of London, England, toured the East in vaudeville as accompanist for Yvette Rugel.

Beginning his air career on Station KDKA with his piano and song specialties, he toured the limited number of stations throughout the country for five years, meanwhile appearing in vaudeville.

In 1931, terminating four years of broadcasting over WLW, Cincinnati, he came to New York as an NBC sustaining artist. Two years later he brought his band to the Hotel Lexington, and following a summer engagement at the Ambassador in Atlantic City, returned to New York in 1934 to round out a dozen years in radio with his Pinex program and his dance broadcasts from the Silver Grill of the Lexington.



HARRY RESER

• HARRY RESER

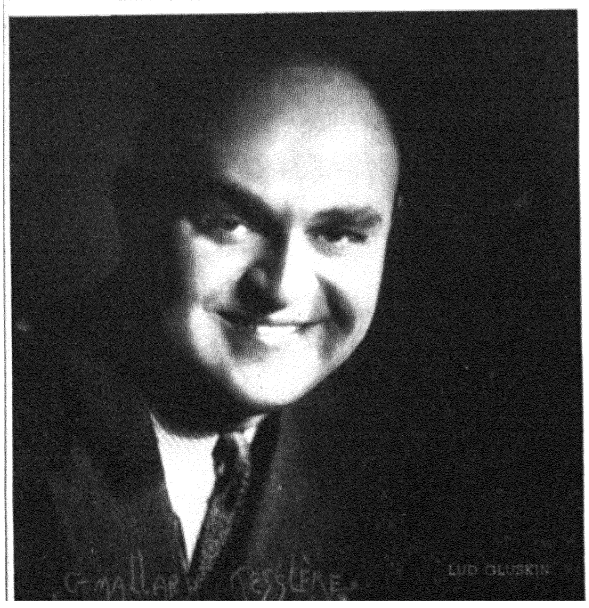
Known as the world's greatest banjoist, Harry Reser started his musical career as a guitar player and pianist. Born in Piqua, Ohio, he led the high school orchestra in Dayton. Although he obtained a job as pianist at a Tennessee summer resort, he devoted nearly all his time to mastering the banjo and conducting his own orchestra.

Reser first broadcast in 1921 from the Statue of Liberty over an army transmitter, and was later engaged for important programs at WEAF.

He and his thirty-odd publications, including banjo solos and a home-study course, are as well known in Europe as in this country; and he has recorded a thousand selections for all the major companies. He composes and arranges for any instrumentation, and writes for the British trade papers on orchestral subjects and the art of playing the banjo.

His composition for Clicquot, introducing the barking of dogs and sleigh-bell effects, is still one of the best-known radio theme songs; and his Wrigley series on NBC and the Canadian network has been gaining him new fans.

Harry is an enthusiastic yachtsman and air pilot.



LUD GLUSKIN

• LUD GLUSKIN

Lud Gluskin, whose orchestra was heard in the Ex-Lax Big Show, was born in New York and educated at Yale, where he played the drums in an orchestra. In 1924 he went abroad with a band, and two years later formed his own organization to play at *Les Ambassadeurs* and the Montmartre Club in Paris, the *Chapeau Rouge* in Cannes and the Casino in Monte Carlo. He opened the *Ufa Palast* in Hamburg and the *Théâtre Pigalle* in Paris, meanwhile arranging the musical scores of many outstanding films, including "Two Hearts in Waltz Time," "As Congress Dances," "Blue Angel," the French version of "Forty-Second Street" and "Gold Diggers of 1933."

Gluskin accompanied Maurice Chevalier at his English recital in Paris, toured the continent with Jeannette MacDonald and appeared many times before royalty.


DEL CAMPO

Paramount Grill, Hollywood Gardens and the Whitehall Hotel, with a WMCA microphone.

Florence is proud of the two batons presented to her by Guy Lombardo and Paul Whiteman.

• JOE HAYMES

When Joe Haymes moved from Marshfield to Springfield, Missouri, Ted Weems engaged him in 1927 as pianist and arranger for his orchestra. Three years later he organized his own band to play at leading hotels and over WLT, WTAM and WDAF. In 1932 he broadcast from the Village Grove Nut Club, in 1933 from the Atlantic City Steel Pier, then from the Hotel McAlpin and via WABC from the Meadowbrook Restaurant. He has recorded for Victor, Columbia and Brunswick.

• DEL CAMPO

The son of a general, Del Campo was born in Santiago, Chile, and studied singing at the conservatory there for three years. After concertizing and recording for Victor, he joined Carlos Molina's tango band at the Ambassador Hotel in Los Angeles and sang over CBS for more than a year in the Economy Gas and California Melodies hours.

He came to New York for personal appearances and broadcasting engagements.

This remarkably handsome singer and conductor has been tempting NBC listeners and delighting dancers at the Hotel Roosevelt in New York with his unusual and varied rhythms.


FLORENCE RICHARDSON

• WILLARD ROBISON

Born in Shelbina, Missouri, at seventeen Willard Robison toured the Southwest with his Deep River orchestra. After conducting a dance band at the National Casino in Havana, he came to New York, broadcasting first from WOR. He was then heard with the Maxwell House Coffee, Camel and Eveready hours, composing, playing the piano, singing and leading the orchestra. His Plantation Echoes for Vicks has been a popular NBC attraction, and his St. Moritz orchestra was delightfully different.

Mr. Robison started the trend of modern negro spiritual music and is known as the "Evangelist of Rhythm." "Cottage for Sale" was one of his song hits.

• FLORENCE RICHARDSON

Florence Richardson studied violin at the conservatory in her native town of Port Jervis, New York, where she appeared in public at fourteen. After five years at the Central Park Casino and a successful tour of the country, she was heard in 1932 with her Melody Boys over NBC. Engagements followed at Golden Glades, the


WILLARD ROBISON


JOE HAYMES





• JIMMY LUNCEFORD

Though born in Fulton, Mississippi, Jimmy Lunceford was reared in Denver. After attending Fiske University in Tennessee, where he received his B.A. degree, he took postgraduate courses at the College of the City of New York. He was active in glee clubs, concert orchestras and brass bands. While teaching music at the Memphis High School he organized a dance band. Giving up pedagogy, he went to Cleveland with his orchestra, where they were heard over WHK and WTAM. During a three-year stay at Buffalo, radio listeners tuned him in on WHAM, WBEN and WFBL.

When Jimmy moved into the Cotton Club in New York his music was broadcast by NBC and WMCA. His band differs from the usual Harlem type, favoring melodic rather than rhythmic arrangements.



• CAB CALLOWAY

Born in Rochester, Cab Calloway attended school in Baltimore. His ambition was to become a lawyer, and his five-piece dance band helped with his high school expenses. After attending Crain College, where he partly paid his way by drumming in night clubs, he organized his own band at the Sunset Café.

Some New Yorkers heard him at the Mary Garden Ballroom and engaged him for the Savoy Ballroom in Harlem. Then he played a part in "Hot Chocolates" on Broadway and the road.

Since 1929 he has been featured intermittently with his own band at the Cotton Club in Harlem, broadcasting over CBS and NBC. He was also heard in the Jergens, Fleischmann and Lucky Strike programs and as guest artist from WMCA.

Cab added sparkle to the motion pictures, "The Big Broadcast," "International House" and "Betty Boop" cartoons. He and his band scored a hit for several weeks at the Palladium in London, followed by successful European and American tours.

• DUKE ELLINGTON

Edward Kennedy Ellington, the outstanding colored jazz leader, was born in Washington, D. C., and at sixteen joined a band as pianist. Six years later he formed his own orchestra of musicians who are still with his organization. His first New York bookings at the Kentucky Club and the Cotton Club won immediate success.

Duke's conquest of England was even more sensational. His music became the rage among London dancers. The Columbia Phonograph Company had him make recordings to be released only abroad, and one of his programs on BBC was allowed to run five minutes overtime.

His own compositions and special arrangements have made his band a distinctive one. He writes at least half the numbers he plays. Among the best known are "Mood Indigo," "It Don't Mean a Thing" and "Black and Tan Fantasy." He has recorded for all the major companies.

His band has "gone to town" over NBC from all the key cities, over CBS from the Lincoln Tavern in Chicago and for MJB Coffee and Lehn and Fink's Hall of Fame. His recent European tour was one long ovation.

• LUIS RUSSEL

Luis Russel, exponent of "hot" music, was born in Panama. While very young he came to New Orleans, where he associated with King Oliver and Louis Armstrong. Without knowing a note he played the piano and at eight made his first public appearances in churches, theatres and concert halls. He left for Chicago in 1925 and played in the Plantation Cabaret. Two years later he organized a band which was heard at the Nest Club, the Savoy Ballroom and Roseland in New York. Russel arranges all the music for his orchestra. Five years ago he started to broadcast over CBS and WRNY.

His band achieved popularity at the Casino de Paree and Connie's Inn with CBS broadcasts. NBC has presented them in the Chipso program and from the Congress Restaurant in New York.

• DON REDMOND

Starting as a drummer in his home town, Piedmont, West Virginia, Don Redmond mastered the alto horn, piano, violin, trombone and his favorite instrument, the saxophone, which he usually plays while conducting his internationally famous Brunswick recording orchestra. Musical studies at Stoner's College and in Detroit and Boston conservatories equipped him for composing and arranging. One of the "Harlemaestro's" most noted compositions is "Chant of the Weed," and he has made "hot" arrangements for the Mills Brothers and many famous orchestras.

• FESS WILLIAMS

Born in Danville, Kentucky, Fess Williams was educated at Tuskegee Institute in Alabama, where he was a clarinetist in the band and violinist in the orchestra. He also displayed talent for painting.

After teaching school for three years and playing with an orchestra on week-ends, in 1919 he organized his own band, which played at practically every college in the Middle West.

In 1923 he entertained at an Albany roadhouse; and his was the first colored band to play at the Rosemont Ballroom in Brooklyn. For a year he acted as master of ceremonies at the Publix Regal Theatre in Chicago. Recently he again toured the country, playing in ballrooms and roadhouses.

His first broadcast was over WGBS in 1925; he has since been on the air from the Hotel McAlpin over WMCA and from Stations WHN, WGN and CBS.

Fess has recorded for Victor, Brunswick and other leading disc companies.

A peculiar musical genius is inherent in the people of African origin. Harmony is their natural habitat and rhythm their undisputed realm. They have brought to the microphone a generous gift of great talent, and their contributions to the treasure trove of radio riches have been unique and varied.



DON REDMOND

FESS WILLIAMS

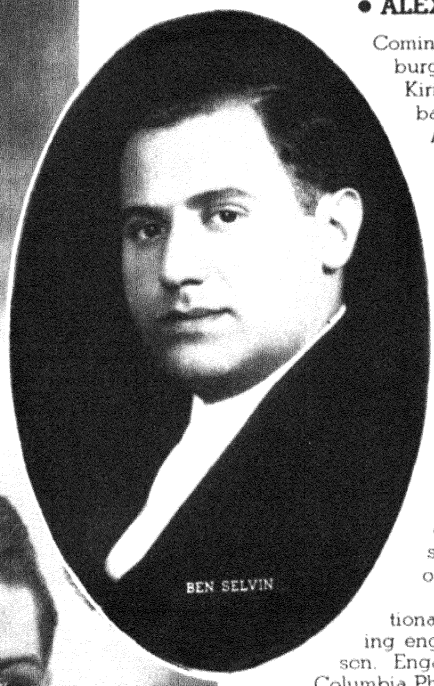




LUIS RUSSEL



ALEXANDER KIRILLOFF



BEN SELVIN



CHARLES DALY BARNET

ANGELO FERDINANDO



• ALEXANDER KIRILLOFF

Coming to the United States from his native St. Petersburg with the Andreeff Balalaika Orchestra, Alexander Kirilloff toured the country. Then he organized his own balalaika orchestra, and concertized with Frances Alda, Josef Hoffman, Anna Pavlowa and many others. For seven years he has played regularly on NBC, sponsored by Ybry, Jedo and Luden, with the Russian Gaieties, Troika Bells, Around the Samovar, Gypsy Music, Nomads, Road to Romany and Samovar Serenade, and as guest artist of the Lucky Strike, Maxwell and Palmolive hours.

He has made records for Victor and musical transcriptions for Paramount, Pathé and various travelogues.

After two seasons at the Vanderbilt Hotel he played at the old Delmonico.

• BEN SELVIN

Born in New York, Ben Selvin developed his musical talent as violinist and conductor in such night clubs as Rector's, Healy's, famous old playground of the stars, and the Century Roof. He was seven years, from opening to padlocking, at the Moulin Rouge.

His Victor recording of "Dardanella" was a sensational success, and his contract was followed by recording engagements with Brunswick, Pathé, Okeh and Emerson. Engaged to supervise the radio department of the Columbia Phonograph Company, he later became director of the recording studios. Mr. Selvin has recorded more phonograph discs than any other leader in the world—more than seventy-five hundred selections for nine different companies, using many names besides his own.

Among the programs Selvin has directed are Wahl-Eversharp, O'Cedar Mop, Forhan's, Kolster, Devoe and Reynolds, Kresge, D'Orsay Perfume and Taystee Bread. He has been a WOR favorite.

• CHARLES DALY BARNET

After graduating from the Blair Academy, Charles Barnet joined Frank Wine-Gar's band at the Village Barn. In 1930 he took a small orchestra to Germany, and on his return played in Washington, Shreveport, Louisiana, and California.

Under contract to CBS in 1933, he conducted a fifteen-piece orchestra at the Hotel Paramount in New York, followed by tours through the Middle West and New England. He has also been heard from the Cocoanut Grove in the Park Central Hotel and over CBS. Besides singing with the orchestra, he plays the saxophone, clarinet, trumpet, flute and drums.

• ANGELO FERDINANDO

Coming to Boston from Italy at the age of eleven, Angelo Ferdinando was soon giving piano concert recitals.

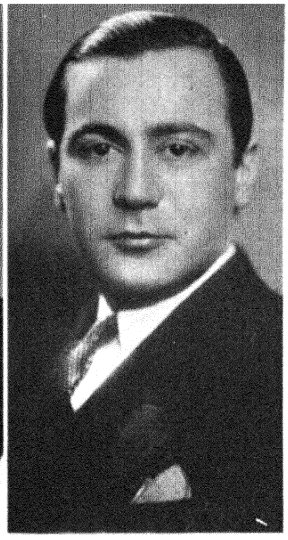
In the Marine Corps he played trumpet and was assistant conductor. From 1919 to 1924 he toured through New England with his own band, and for the next two years played at the Hotel Almendares in Havana. Following a three-year vaudeville tour, he was engaged from 1930 to 1933 at the Garden City Hotel, meanwhile conducting a music school.

A guest star on WOR several times, he has been a popular NBC dance feature from the Great Northern Hotel in New York.

He has written several classical compositions and popular songs, recorded for Victor, and made shorts for Vitaphone.



EDDIE LANE



LEON NAVARA

• EDDIE LANE

At six Eddie Lane started teasing tunes from a violin in Binghamton, New York. He played in a band at night while attending high school. While working for his degree at New York University, he studied under Dr. Walter Damrosch and played at clubs. Then George Olsen engaged him for his band. After graduating he took charge of an Olsen orchestra at the Hotel Statler in Buffalo. A summer engagement at the Club Lido was followed by solo and arranging work with Bernie Cummins at the Hotel Biltmore. His ability as a vocalist and violinist were rewarded by a record-breaking two years as leader at the McAlpin. Then he succeeded Lombardo at the Roosevelt, meanwhile recording for Brunswick and Victor, broadcasting on national networks and performing in movie shorts.

After appearing at the Cocoanut Grove in the Park Central and at the Hotel Bossert in Brooklyn, his band supported Joe Penner on the air.

Pittsburgh dancers have been enjoying his music at the Chatterbox in the William Penn Hotel.

• LEON NAVARA

Born in New York and reared in California, Leon Navara left college to follow the career he had begun at twelve as a concert pianist. Opening at the Palace in New York, he toured and then became a symphony orchestra leader on the West Coast.

Three years ago he came to the Capitol Theatre as master of ceremonies and orchestra leader. Bookings at the Strand and important theatres in California, Baltimore and Washington were followed by an engagement at the Park Central in New York with a CBS wire. An extended tour of the Publix Theatres brought him to the St. Moritz Hotel, where he was again heard over the Columbia chain.

• JACK BERGER

Jack Berger, one of New York's outstanding orchestra leaders, is a graduate of Columbia University. He studied piano under Hamitzer, the teacher of Gershwin, Shilkret and Freddie Rich. Eighteen years ago he was on his way to success with a long engagement at the Savoy Hotel; then for seven consecutive years his music was heard at the Ritz-Carlton. In 1930 he started his long engagement at the Hotel Astor.

Mr. Berger has become a familiar figure to network listeners through his dance broadcasts, and his Victor and Brunswick records have met with popular favor.

• MAXIMILIAN BERGÈRE

Starting at sixteen as pianist of a well-known orchestra, Maximilian Bergère was a featured soloist in many commercial programs over WBAX, Wilkes-Barre, in the pioneer days of radio. At society affairs, he conducted orchestras of seven to seventy-five musicians. For the last ten years he has been leader at the Park Lane Hotel; and he is associate conductor for Meyer Davis at the St. Regis.

Bergère lets nothing interfere with his annual European trips, when he scouts for new tunes to feature. His novel combination of dance music with a choral sextette has been heard several times a week over WMCA, winning great popularity with his pleasing programs on the American Broadcasting System.

He visits the gymnasium every other day and is an expert swimmer. Around the fashionable New York night spots he may be seen hobnobbing with social registerites; and in Europe his distinguished friends call him by his first name.

• ANTHONY TRINI

In his native Pensacola, Florida, Anthony Trini commenced the study of violin at seven with his father. Continuing his studies in New York with Tolefson, he graduated at sixteen from the Damrosch Institute. After touring the East in concert recitals, Tony played in a dance orchestra at Montreal when only seventeen.

In 1929 he became musical director of WMCA, and a year later followed Vallée and Osborne as the third famous crooner of the Herbert Diamond program. His suave music has pleased dancers at the Chateau Madrid, Everglades Club, Greenwich Village Inn, the Village Barn and the Paramount and Governor Clinton Hotels, with a record of twenty-eight broadcasts per week over three stations and networks, including NBC, CBS, WOR and WHN.

Famous as "The Romantic Fiddler," Trini has toured in RKO and Loew vaudeville, and has recorded for Victor and Brunswick.

MAXIMILIAN BERGÈRE



TRINI



JACK BERGER




GLEB YELLIN

• GLEB YELLIN

After graduating from the conservatory in his native Petrograd, Gleb Yellin made a three-year concert tour of Europe as a pianist. Coming to America, he traveled with a vaudeville troupe; then his orchestra added romance and glamour to the Plaza Hotel and the Central Park Casino. For five years his gypsy melodies have blended with the Russian atmosphere of the Kretchma.

In 1927 he made his radio début on WEAF, and later played the electric piano in the Theremin Ensemble series over WABC. His Savoy-Plaza and Jolly Russians broadcasts have become popular favorites.


JACQUES RENARD

• JACQUES RENARD

Jacques Renard was just old enough to hold a violin when he came to Boston from Kiev, Russia. Study under Jacques Hoffman prepared him to tour South America as violinist for Anna Pavlowa. As leader of a Boston dance orchestra, he decided to form a band and open his own clubs, the Cocoanut Grove and the Mayfair, where he first broadcast.

This portly, smiling Columbia musical director has been heard almost daily in sustaining programs and the Frigidaire, Camel and Pontiac hours.


DOLPHE MARTIN

• DOLPHE MARTIN

Dolphe Martin was born in Austria, but was educated at the Institute of Technology and the Harvard Medical School, and has a master's degree from the Graduate School of Arts and Sciences at Harvard.

In 1922 he inaugurated WNAC and WEEI, network stations of CBS and NBC. He conducted two orchestras for Gillette and later a symphonic orchestra at Loew's State Theatre in Boston. He was associate musical director of the Yankee Network and for nine months was heard on the Tydol CBS programs.

He composed the unique score for Paul Green's "Potter's Field," which had its première in Boston in April, 1934.

• BENNY GOODMAN

At the age of nine Benny Goodman started his study of the clarinet in Chicago, and a year later played his first engagement at the Central Park Theatre, one of the pioneers in the Publix chain. He has been featured with the orchestras of Paul Whiteman, Isham Jones and Ben Pollack, and on the air with Eddie Cantor, Don Voorhees, Erno Rapée, Leo Reisman, Richard Himber, Al Goodman and Lennie Hayton.

Benny entertained with his own band at Billy Rose's Music Hall, and was featured in the Let's Dance program for the National Biscuit Company.

His Columbia records have won him popularity in England and other foreign countries.


BENNY GOODMAN


PAUL SABIN

• PAUL SABIN

This Gothamite left New York University to tour with Lopez for two years. After a year with Publix, he organized his own orchestra and appeared in "Good News," then played at the Park Central, Manger and Delmonico Hotels, and was heard on NBC.

He has broadcast from Vivian Johnson's Roadhouse in New Jersey, the Roney Plaza in Miami, the Tavern-on-the-Green in New York and more recently the Gayoso Hotel in Memphis.

Mr. Sabin has made several movie shorts with Louis Sobol, in which his sparkling music was featured most effectively.

• EMERSON GILL

Forsaking an electrical engineering course at his state university to start a dance orchestra, Emerson Gill of Gibsonburg, Ohio, confronted his first microphone in 1924 at Station WJAX. Ten years ago he originated remote control broadcasting, and his air signature, "Weary," had identified his programs for years before others followed his lead.

While playing at the Lotus Garden in Cleveland, Emerson's band was heard over WTAM. He has broadcast from the Pavillon Royal on Long Island, the Steel Pier in Atlantic City, the Mount Royal Hotel in Montreal, Norumbega Park in Boston and Webster Hall, Detroit. Gill is one of the best amateur radio operators in the country.


EMERSON GILL


CHARLES BOULANGER

• IRVING SELZER

Irving Selzer came to this country from Budapest and studied at the Damrosch School. At thirteen he played in his father's orchestra, and two years later organized his own band. After touring three years as accompanist for Ota Gygi, he became leader at the Café Boulevard in 1922, then musical director of RKO and Station WMCA. His music has been heard from the Hotel Dixie in New York over WRNY and in five thousand commercial programs, averaging ten a day, for Ohrbach, Herbert's Jewelry, Howard Clothes, Warren-Nash, Ansonia Shoes, Bost and Adam Hats.


IRVING SELZER

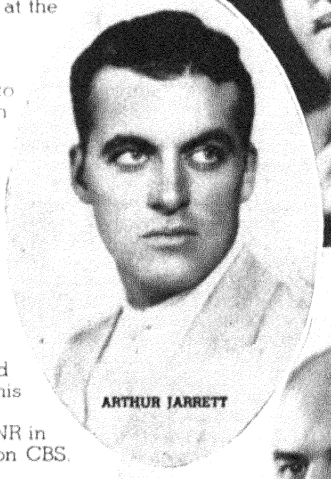
• LEO ZOLLO

The concerts of this brilliant young pianist have been broadcast for eight years by WCAU, WLIT, WFI, WIP and WFIL, and since 1934 over NBC. After graduating from Combs Conservatory of Music in Philadelphia, studying harmony and directing as a member of the Fleischer Symphony Club, he played under Leopold Stokowski. He has filled engagements at the Miami Beach Casino, the Ritz-Carlton in Atlantic City, the Stevens House at Lake Placid, and other popular resorts. Following a lengthy vaudeville tour, Zollo has been playing his seventh season at the Benjamin Franklin Hotel in Philadelphia.

• ARTHUR JARRETT

"America's Song Stylist" was born in Brooklyn and at five was introduced to theatre-goers as the Indian boy in the "Squaw Man." He toured the country in vaudeville with his parents and later starred in three major sports at Brooklyn Preparatory School. Proficient on six instruments, he played in the orchestra at the Coliseum Theatre. In 1927 his counter-melodies brought him popularity as banjoist and vocalist with Ted Weems.

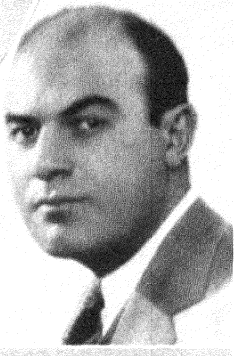
Starting as a soloist at WBBM, he soon had six sponsored programs. Broad casting three times a week on the CBS chain and singing at the Blackhawk Restaurant in Chicago led to an engagement with Freddie Rich's band; and he has been conducting his own orchestra at the College Inn of the Hotel Sherman, in Chicago.


ARTHUR JARRETT

• CHARLES BOULANGER

With the concert stage as his goal, Charles Boulanger attended the Hartford School of Music in his native city, but at seventeen was touring the country with his own jazz band and playing in leading hotels.

Nine years ago his dance music was first broadcast in Hartford; then via WENR in Chicago, from New York hotels over WOR and WJZ, for the last three years on CBS.


LEO ZOLLO

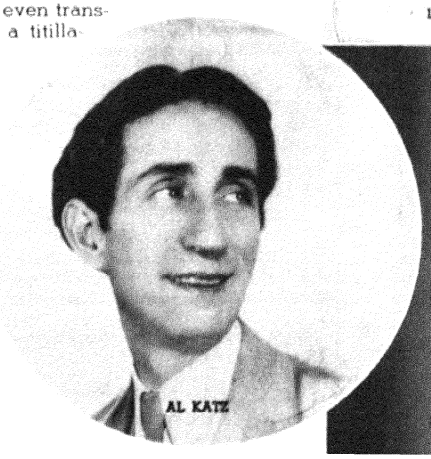
• LEE PERRIN

Coming to New York as a child, Lee Perrin studied the piano and xylophone. After playing in various prominent orchestras, he became associated with several Broadway productions and was a member of the Manhattan Symphony. He conducted for "Arabesque" and was heard in the "Cat and the Fiddle," "Music in the Air," "Roberta" and other musical shows. After broadcasting on NBC six years ago, he returned to the air in the Borden program with Beatrice Lillie. Lee's arrangements bring out the melodic beauty rather than the mere beat of the rhythm. He even transforms *"La Cucaracha"* from a dancing insect into a titillative tune.

• AL KATZ

The tantalizing rhythms of this popular leader from Covington, Kentucky, were heard for two years at the Hollywood Restaurant in New York.

From Station WOR Al Katz and his Kittens have broadcast for Sarnoff-Irving; and as Al Dean he became an NBC favorite in the Lucky Strike and Investors Syndicate programs. On his one-night stands Al has been heard from practically every important station in the country. For several years he has recorded for Columbia.


AL KATZ


LEE PERRIN

• FRANK LA MARR

Having organized a band at Fordham University in New York, Frank obtained his first postgraduate engagement at the Mandarin in Chinatown. For the next three seasons he played at the West Hampton and Quogue Country Clubs on Long Island and at the Palais D'Or in Newark.

For the past four years he has been a Columbia sustaining artist, and has been featured meanwhile at Delmonico's and Yoeng's in New York, also the Ambassador Hotel Grill and the Steel Pier in Atlantic City.

Besides being a capable leader, Frank croons, plays the piano and saxophone, composes, and is a favorite in vaudeville.

• DON MARTON

After studying violin at the Juilliard School and playing at the Capitol Theatre in his native New York, Don Marton entertained with his orchestra at the Elks Club and toured the Loew circuit. In 1923 he became musical director at the St. George Hotel, then was heard in Manhattan theatres and concerts at Town Hall and the McAlpin. Since 1924 the major stations have broadcast Marton's music. Oakite and Milady have sponsored him. His society orchestra has been featured at Gino's Cedar Gardens over WHN, and the French Casino with a WOR wire.

• FRANK WINE-GAR

At college Frank Wine-Gar distinguished himself as all-round athlete, art editor of the university publication and president of the glee club.

His band won a trip around the world as the best college orchestra, and in 1926 played in Yoeng's Restaurant, broadcasting over NBC. Two years later he played at the Paramount Grill and made Fox shorts.

In Europe he entertained royalty and upon his return played at the Asbury Park Casino and over CBS. Following his stay at the Village Barn he toured the United States in vaudeville and night clubs. His "Toast to the NRA" and the melody of "Forward America" received the approbation of the President.



RICHARD GASPARRE



DON ALBERTO



FRANK LA MARR

• DON ALBERTO

Don Alberto studied violin in Buenos Aires and Paris, toured South America, and came to this country to record for Victor. He played in Keith vaudeville with his own orchestra and conducted for famous dancers here and abroad.

The delightful singing and tango music of this Brunswick artist have been heard at the Central Park Casino, the Lido Club, El Morocco, El Chico and the Pre-Cat Café, and have been broadcast since 1933 over WOR.

FRAN FREY



FRANK WINE-GAR





DON MARTON

• FRAN FREY

Eleven years ago Fran Frey was playing at an Indianapolis theatre when George Olsen discovered him and brought him to New York. With the ability to play many musical instruments, sing and make his own special arrangements, he appeared in the Ziegfeld productions, Follies of 1925, "Kid Boots," "Sunny" and "Whoopee," and in the eighteen-month run of "Good News."

After taking part in the Fox talking picture, "Follow Thru," he joined Meyer Davis at the St. Regis roof in a coast-to-coast radio series. He has also been on the Canada Dry, Lucky Strike and Oldsmobile programs. Mr. Frey organized his own orchestra for radio work and recording for Columbia. Besides conducting for the Norman Brokenshire program, he arranges, directs and sings in the WOR half-hour revue bearing his name.

• RICHARD GASPARRE

Richard Gasparre began his musical training in the city of his birth at the Philadelphia School of Musical Art, and later studied with the Spanish virtuoso, Alberto Jonas, and Ravel, the noted French composer. He traveled in foreign countries, absorbing a knowledge of their music. In Buenos Aires he learned to play tangos in the native manner.

His first opportunity as a conductor came at Palm Beach. He became an NBC favorite at the St. Regis, and achieved popularity at the Plaza and Ritz-Carlton Hotels, Montmartre, El Garron and other smart New York night clubs, also at Bradley's in Palm Beach and the Casino in Newport. For six consecutive seasons he supplied the music at the Pavillon Royal, and more recently at the Chapeau Rouge. His orchestra has been heard over the NBC network from the St. Regis Hotel in New York.

Silver Tongues

THE educational and informative features available to radio listeners are not merely instructive, but highly enjoyable

From political platforms, university rostrums, church pulpits and editorial desks, program directors have recruited the wisdom and eloquence of the world Kings, presidents, princes and premiers, statesmen ambassadors and civic leaders, critics, commentators, sport writers and columnists, authors, poets and philosophers, professors, theologians and evangelists, are at your service on the air with fact and fancy

Sage authorities and inspirational leaders keen analysts and deep students of political and economic trends, scientists and explorers health, exercise, food, cookery and beauty specialists, language teachers and child psychologists, experts in every field all these bring to your home a limitless fund of knowledge, diversion mental stimulus and relaxation

Masters of ceremonies and super-showmen chat informally between their varied offerings With skilled diction and pleasing voice favorite announcers introduce program features in an entertaining manner, while extolling the merits of the sponsors products

Consult your newspaper, select from the radio page a speaker you like to hear turn the dial and sit back to enjoy the news and comment, lectures, discussions of political problems, book and play reviews, market reports critical opinion and speeches of the master minds of this and other countries

We present herewith the men and women who make possible the magic of the spoken word that comes to you from the nerve centers of the world, as you listen in the comfort of your own home



Rear Admiral
RICHARD E. BYRD

● Winchester, Virginia, boasts of being the birthplace of a man whose intrepid genius has left its mark upon the history of naval aviation, aerial navigation, exploration and discovery from pole to pole Rear Admiral Richard E Byrd, who has flown the dangerous skyways over the storm-lashed Atlantic, the frozen polar cap and the bleak face of the Antarctic, is to them their fellow-townsman—the same Dick Byrd who as a lad of twelve went around the world alone and found stirring adventure in the Philippines They remember him too as a cadet in Virginia Military Institute

In 1908 he was appointed a midshipman at Annapolis He engaged in all sports, building a physique which has carried him through three expeditions

After graduating from Annapolis, he helped quell two revolutions in the West Indies With his inborn yearning for exploration and adventure, it was natural for him to look to the air when the whole world was excited by the achievements of pioneer fliers His first flight in Central American waters resulted in his immediate decision to become an aviator

Assigned to the presidential yacht, he came in contact with President Wilson and hundreds of important people who later took pride in aiding his stupendous undertakings

He was appointed Inspector-Instructor of the Naval Militia of Rhode Island, and commissioned a lieutenant—junior grade

With the World War came his appointment to the Personnel Bureau of the Navy, followed by his transfer to the training station for naval aviators at Pensacola Here he spent happy hours learning to fly and received his commission, later training aviators for service abroad, investigating the cause of accidents and schooling the first group of night fliers in America

He was appointed Commander of the United States naval forces in Canada and established two air stations in Newfoundland.

He was largely responsible for the formation of the Naval Bureau of Aeronautics Confusion in time-tables prevented him from joining the trial flight on which the fifteen million dollar British dirigible ZR-2, purchased by our government, exploded in mid-air.

In 1926 the world rang with the story of Byrd's conquest of the North Pole by air The details, the necessary political financial and scientific preliminaries and the heroic incidents of the expedition constitute a veritable American epic

The following year Commander Byrd stirred the world by his thrilling navigation of the NC-1 over the North Atlantic to France, deliberately flying through two storms for purposes of meteorological research.

of these daring flights, but Byrd's eyes had long been focused on the land of ice at the other end of the world. After elaborate preparations involving a million dollars in cash and equipment and the selection of seventy men from ten thousand volunteers, he set sail for the Antarctic, keeping in constant code communication with New York by radio.

He has received twenty-one citations for bravery and conspicuous conduct the Congressional Medal of Honor, Distinguished Service Medal, Congressional Life-Saving Medal and the Flying Cross, also the Hubbard Gold Medal presented by President Coolidge Yale made him a Master of Arts—Georgetown, a Doctor of Literature—Tufts, a Master of Science—the University of Virginia, a civil engineer and a member of Phi Beta Kappa Citizenship was conferred upon him in Paris, Dunkirk and Calais.

Four hundred distinguished naval, scientific and radio personages paid tribute to Rear Admiral Richard Evelyn Byrd on the eve of his second departure for the South Polar Regions This ceremony was broadcast to the nation over the Columbia network Postmaster-General Farley announced a new stamp in honor of the expedition, and a post office at Little America

Radio is the only means of contact, and the morale of the expedition has been heightened by the knowledge that their families are kept informed of their progress and welfare Music and entertainment broadcast to them by CBS is relieving the monotony of their two-year absence from civilization The unique series of two-way programs sponsored by the makers of Grape Nuts includes broadcasts from both the ship and the plane

Scientific information and the endeavor to discover and claim a new continent for the United States are being brought vividly to American listeners. This is the most ambitious radio project yet conceived, and required exhaustive technical research to surmount many obstacles Three transmitters are required for the ship, the plane and the sub-base at the polar barrier, with short wave relay transmission facilities at Buenos Aires and San Francisco

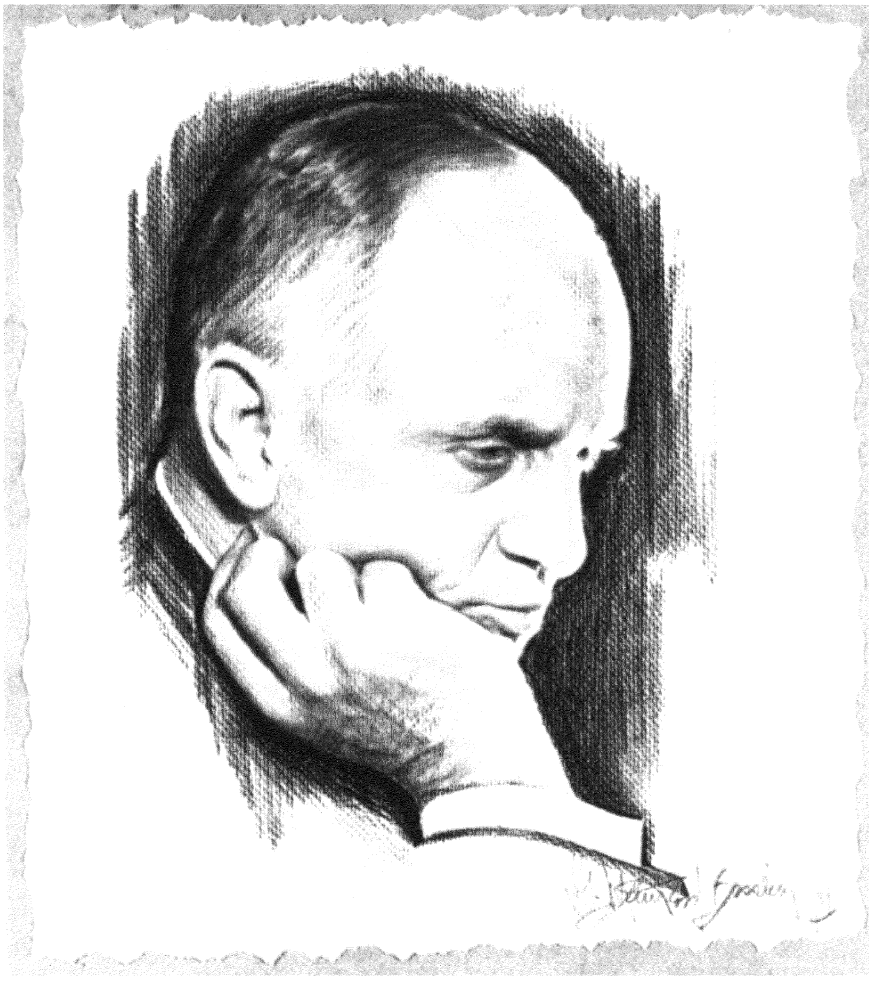
Despite unparalleled achievements, Admiral Byrd is still to his friends the same genial, modest "Dick," devoted to his family and large library of philosophical works.

The touching fealty of his associates is a tribute to his magnetic character and the fairness of his leadership By temperament and training Byrd was destined for spectacular paths, but the herculean spirit of this handsome hero with friendly blue-gray eyes shrank from the honors heaped upon him and the lavish receptions in Paris and New York.

Towering above the rich store of cherished contacts with the inspiring men and women whose stories are pages from the history of radio, is the supreme thrill of the most unique experience in the editor's career---made possible through the courtesy of Columbia Broadcasting System officials and the cooperation of their engineering staff By specially arranged radio facilities the words of America's own dauntless explorers came to the editor ten thousand miles through the air from the icy wastes at the bottom of the world.



G. MAILLARD KESSLÈRE.



ROXY

● The parents of Samuel Lionel Rothafel took him at the age of two from his birthplace in Stillwater, Minnesota, to New York

At eighteen he joined the Marine Corps and is still a major in the Reserve He was the champion welter-weight fighter, and when he left the Corps seven years later as a commissioned officer, he was signed as shortstop by Cincinnati There he acquired his nickname, when a boy in the bleachers, unable to pronounce Rothafel, shouted "Roxy"

When motion pictures were in their infancy, he purchased a nickety projector and some old films to try the new entertainment in his father-in-law's dance hall Later he managed the Keith theatres in Minneapolis and Milwaukee

Starting his New York career at the uptown Regent Theatre, he combined atmospheric prologues and divertissements into complete stage presentations That same year he introduced to the new Strand his ideal of courtesy, with highly trained ushers drilled from his experience in the Marines After four years he designed the Rialto, and later built the Rivoli

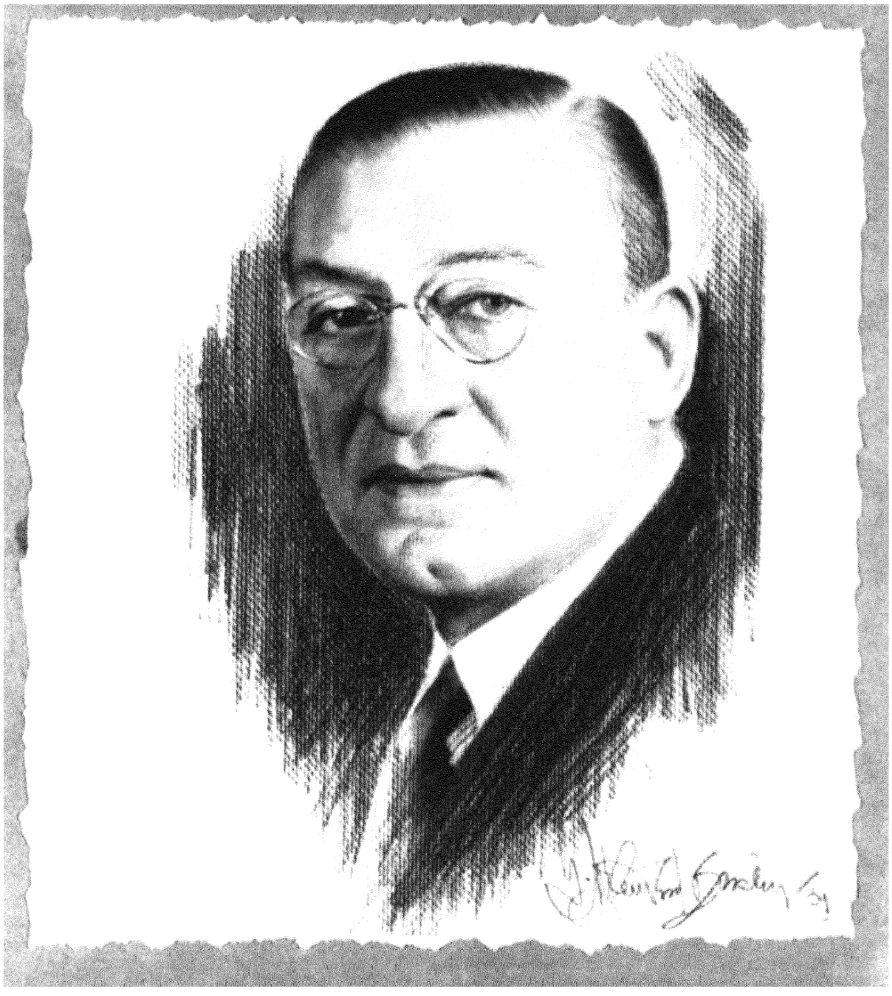
The Capitol, then the largest picture house in the world, was struggling for existence Roxy was called in to save the huge investment, and soon his elaborate presentations placed it at the head of New York theatres While most showmen were disparaging radio, he broadcast the first stage program, and formed the Roxy Gang, which has grown in popularity through the years

Then for four years he reigned supreme at the magnificent theatre bearing his famous nickname Radio City, the Music Hall and the RKO Center are the outgrowth of his dream His gorgeous stage spectacles have thrilled multitudes, and his devoted radio fans have written him over seven million letters His Roxy Revue has been sponsored by Fletcher's Castoria on the Columbia chain

In a reverent attitude of humility he approaches the microphone as he would a shrine, and offers his programs like prayers, with the incense of music rising about the altar of his dreams

After leaving the Music Hall for a grand tour of the country's leading film palaces, he assumed the management of the Roxy Mastbaum Theatre in Philadelphia

Roxy is a dynamic individual, capable of creating a powerful bond of sympathy with his listeners—a dreamer with the power to crystallize dreams into results He has made himself felt as a very real, uplifting presence—a welcome guest in the American home



MAJOR EDWARD BOWES

● Edward Bowes entered the real estate and insurance business in his native San Francisco In 1908 he became part owner of several playhouses, including the Cort Theatre in New York and the Park Square Theatre in Boston, in which he produced many successful stage presentations Later his interests extended to the cinema and he became vice-president of Metro-Goldwyn-Mayer

The oldest non-commercial feature on the air, and the first to broadcast from any theatre, the world renowned Capitol Radio Family had its inception in 1925 under the managing directorship of Major Bowes, who as one of its founders has guided the policies of the famous theatre since its opening Since then this program has been on the air weekly without interruption, and through the facilities of NBC is heard every Sunday morning from coast to coast over a chain of more than fifty stations

Under his capable management WHN was made into a powerful and important broadcasting station, with additional studios atop Loew's State Theatre Building in New York, and a new transmitter at Astoria, Long Island His amateur-night programs opened a new field in radio, and attracted Chase and Sanborn as a sponsor on NBC

He is not only a skilled showman and executive, but a scholar, after dinner speaker, music lover and collector of art His gallery contains many choice canvases which attest his excellent taste in paintings

The overwhelming popularity of the Major was demonstrated in his bereavement, when, like a great wave of tender solicitude, letters and telegrams of condolence poured in from all parts of the country from the President, ambassadors, statesmen, busy captains of industry, members of the theatrical profession, unknown friends of the air expressing the sincere sympathy of his countless admirers upon the loss of his wife, who as Margaret Illington had been one of America's best loved stage favorites

Still standing courageously four square to the new world he must face alone, the Major has asked the editors to remind his family throughout the world that henceforth they are his all

Solidly entrenched as a welcome guest and counsellor in millions of homes, for almost twelve years Major Bowes has sent his homely, sincere messages and inspirational verse-readings from the Capitol microphone straight into the hearts of his devoted listeners

HON. ALFRED E. SMITH



from a
Drawing by
G. Maillard Kesslère, B.P.

● From "The Sidewalks of New York" an East Side lad rose to the dignity of chief executive of his state, and received from his party its highest honor, the presidential nomination. Commencing public life in 1895 in the office of the Commissioner of Jurors, Al Smith was elected in 1903 to the New York Assembly, of which he became minority leader. In 1915 he was elected Sheriff of New York County, and except for a two-year term, served as Governor from 1918 to 1928, when he tossed his brown derby into the ring with White House aspirants.

The distinctive twang and vigorous style of the "Happy Warrior" have endeared him to millions who heard his forceful speeches on the air. His annual appeals for local Catholic charities have been broadcast by Stations WJZ, WEAF and WABC; and every year the net works carry his message in the Red Cross campaign.

Since his political retirement he has been active as president of Empire State, Incorporated, chairman of the boards of the Lawyers County Trust Company and the Meenan Coal Company, and director of many corporations.

His opinions reached the public in the New Outlook while he was editor of that magazine in 1932. Viking Press has published his autobiography and Harper will issue his new book, "The Citizen and His Government."

As chairman of the Charter Revision Commission, he was fearless and independent in his public-spirited attitude; and he still wields power as a sachem in the wigwams of the new Tammany.

Active on many charitable committees, the former governor is a director of the A. I. C. P. and chairman of the board of trustees of the College of Forestry at Syracuse. He has been honored with the degree of Doctor of Laws by Harvard, Columbia, Manhattan, Fordham, New York University and the National University of Ireland. He is a member of many civic, political and social clubs.

His natural affinity for the world of entertainment has fostered many firm friendships with show folks, dating back to the days when Eddie Cantor delivered sidewalk speeches in Smith's campaign for assemblyman, and when the Governor took his own songs back-stage for Eddie's approval.

Broad-minded and an avowed enemy of intolerance, he has always been a ready speaker in every humane cause; and has shared the platform and the microphone without racial or religious prejudices at mass meetings involving vital issues and the defense of personal liberty.

His affable personality has made him a welcome visitor to hospitals and institutions; and he has given his time and energy without stint in championing human rights and religious freedom.

Ruddy, smiling, genial man of the people, Al Smith stands out from "the rank and file" as a typical self-made New Yorker, a militant national figure, a staunch Democrat and a progressive American.

HON. FIORELLO H. LA GUARDIA

● Sixteen years of age found Fiorello H. La Guardia working for a newspaper in St. Louis. Returning to his native New York, he served in the immigration bureau at Ellis Island from 1907 to 1910, then followed a consular career in Italy and Australia. After obtaining his LL.B. at New York University, he practiced law; and in 1915 was appointed Assistant Attorney General. He was elected to Congress in 1917, and with the exception of two years served continuously until 1933.

During the World War he was assigned to the Intelligence Service and cracked up on the Italian front as a major in the flying force. On his return he was elected president of the Board of Aldermen.

Stalwart defender of civil liberties and champion of civic rights, the rugged, square-shouldered, square-jawed La Guardia has proved a lighting mayor of the first water. He is a hard-working executive, not merely a municipal ornament—an earnest arbiter of the city's destinies and a jealous guardian of her resources, with a weather eye open for well-planned future development.

As an aggressive candidate he waged a forceful air campaign, and after three months in office, broadcast the first of his quarterly reports to the people on the progress of his Fusion administration. His fearless denunciation of Insull over the NBC network and his description of the airship "Akron" are among the many important radio addresses of this air-minded, conscientious servitor of the people.

from a Sketch by G. Maillard Kesslère, B.P.





EDWIN C. HILL

● From a youthful dream of becoming a professional baseball player to the heights of journalistic and radio fame runs the graph curve of the career of Edwin C Hill, born of Scotch-Irish parentage in Auburn, Indiana

From the University of Indiana department of English his ambitious gaze was focused on the dazzling heights of a berth on the New York Sun, glorified by his teacher as the peak of the journalistic range That became the goal of his fixed determination, but he paused to gather experience on papers in Fort Wayne, Cincinnati and Indianapolis

After leaving the Indianapolis Sentinel he arrived in New York in 1904 with negligible assets but with tenacity of purpose and boundless enthusiasm Refusing to consider a place on any other newspaper, his concentrated effort finally won him a temporary assignment on the Sun This resulted in a permanent connection which held him with that newspaper for more than a quarter of a century

Lured by the siren call of the cinema, Mr Hill journeyed West and spent two years as scenario editor at the Fox studio in Hollywood, later serving as production supervisor and finally for a year and a half as foreign representative for them

But the odor of celluloid and the whir of camera gears can never quite compensate for the nostalgia that develops when a writer is too long away from the smell of printer's ink and the hum of presses So he rejoined the staff of the Sun

Soon a new field called him insistently His trout fishing in Maine was interrupted by a request from the Literary Digest for an audition as news commentator Modestly he wired, declining the honor, as he had always shunned public speaking

A year later he felt differently about broadcasting and was sponsored by Hart Schaffner and Marx during the winter of 1931 32 At the expiration of this contract he was retained by Columbia as a sustaining feature to relate human interest stories three times a week under the caption The Human Side of the News

Mr Hill's human, romantic and educational topics have been eagerly followed in this popular program, sponsored by Wasey Products, including Barbasol, Bost, Kreml and Haley's CTC His broadcasts in the Forum of Liberty series have also attracted a large listening audience

Since the fall of 1934 he has been featured as the Globe Trotter in the Hearst newsreel

In addition to his radio work, which requires constant research and careful preparation to insure accuracy and entertainment value, he writes daily editorials for the Hearst papers throughout the country, contributes regularly to magazines and makes occasional personal appearances in New York, Washington and Chicago theatres

A lover of dogs, he is fond of outdoor recreation His favorite diversion is trout fishing, and he enjoys the relaxation of golf, but does not believe in taking the game too seriously

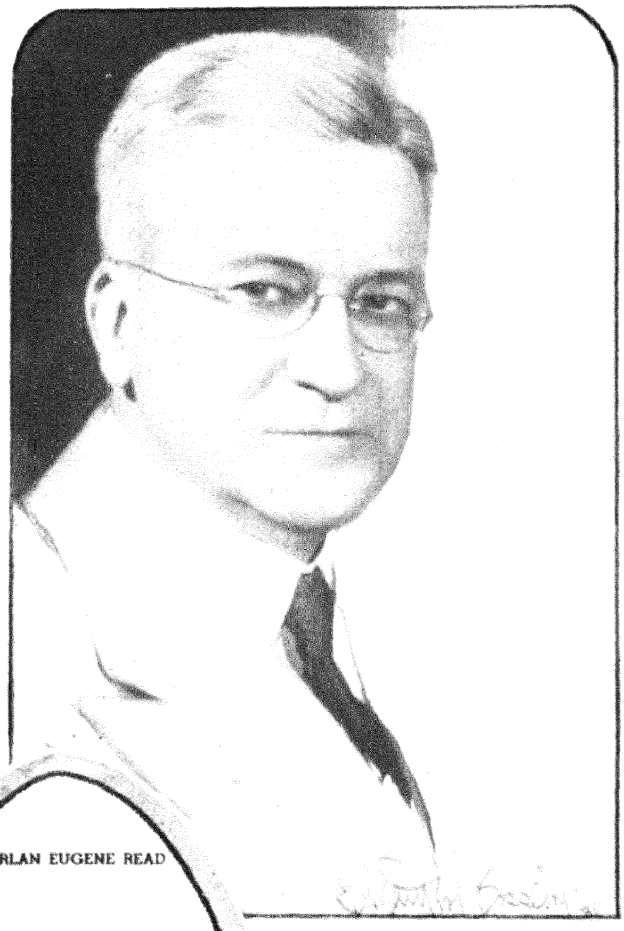
• HARLAN EUGENE READ

After graduating from Illinois College in the city of his birth, Jacksonville, Harlan Eugene Read, "the man who brings the world into your home," attended Oxford University in 1903. He was editor of the Business Monthly Magazine and auditor of Brown's twenty-two business colleges from 1903 to 1908. For the ensuing sixteen years he was a writer and editor of text books and a contributor to many newspaper syndicates. Since 1922 he has edited commercial texts for MacMillan.

He is author of "Alarm Talks," "A Beggar or a King," "Read's Salesmanship," "Ambition Talks," "Essays for Workers," "The Abolition of Inheritance," "Read's World History Chart" and a novel, "Thurman Lucas."

His initial series of radio programs was a daily course in commercial subjects over his own station, WFAP, in Peoria, Illinois. Two years later he earned the title, "The Voice of the Middle West," in a daily commercial for the MKT lines, later changing from spot news to comment.

His WOR broadcasts for Martinson's Coffee are couched in language to hold the interest of all members of the family above fifteen years of age, and are tinged with humor.



HARLAN EUGENE READ



H. V. KALTENBORN

• H. V. KALTENBORN

H. V. Kaltenborn has spent a third of his life roaming the world, gathering news and meeting interesting persons. Running away from Milwaukee penniless at fifteen, he fought in the Spanish-American War three years later. Wanderlust lured him to work his way as far as New York by writing news in exchange for railway transportation. Crossing on a cattle ship, he toured through England on a bicycle, then visited the Paris Exposition and cycled through Germany.

Back in America, a poem about the Brooklyn Bridge secured him a position on the Brooklyn Daily Eagle. At Harvard he won the Phi Beta Kappa key, the Boyleston prize for public speaking and the Coolidge award for oratory. He was elected to study at the University of Berlin, and later became private instructor to Vincent Astor, touring with him through Europe, across the Caribbean and down to South America.

Kaltenborn has achieved a variety of successes, including his activities as dramatic critic, lecturer at Columbia University and author of "We Look at the World."

For five years he has commented on current events over CBS, and has been heard in a series of character sketches of prominent persons. Last year he visited Russia as counsellor to a group of American business men and bankers, returning to the air in the program, "Kaltenborn Edits the News."



• FLOYD GIBBONS

In June, 1934, the famous war-time news hawk brought back to the WEAF network his dynamic style with last-minute dispatches and dramatic human-interest yarns under the sponsorship of Johns-Manville.

Born in Washington, D. C., and educated at Gonzaga and Georgetown Universities, he started his career in 1907 as reporter on the Minneapolis Daily News. As war correspondent for the Chicago Tribune in 1914, he traveled in Mexico, first with "Pancho" Villa and then with Pershing's forces.

The World War placed him among the aces of the front-line correspondents, but cost him his left eye at the battle of Chateau Thierry.

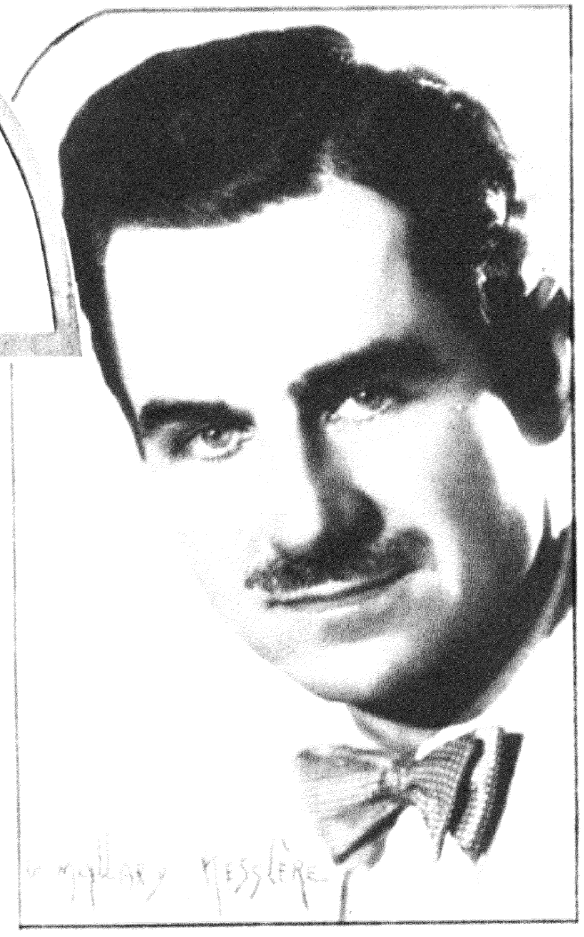
His realistic dispatches broadcast from the battle front brought home to us the horrors of the Japanese invasion of China and Manchuria.

Gibbons' air career started with his General Electric and Literary Digest broadcasts. His sponsors have included Libbey-Owens Ford Glass Company, Elgin National Watch, Palmer House, Johns-Manville and Armour.

He is the author of "And They Thought We Wouldn't Fight," "The Red Knight of Germany" and "The Red Napoleon." He also conducts "The Adventurers' Club" in the New York Evening Journal.

FLOYD GIBBONS

LOWELL THOMAS



• LOWELL THOMAS

Born in Ohio, Lowell Thomas spent most of his early days in a Colorado mining camp, then became a newspaper reporter and editor. He has been a member of the faculties of four of the leading American universities, the last being Princeton.

As an observer during the World War, he recorded the progress of the various campaigns from the North Sea to the Persian Gulf. He was the first eye-witness to bring back a historical account of the German revolution. His biography, "With Lawrence in Arabia," brought him world-wide fame. This success was followed by "Count Luckner, the Sea Devil" and other adventure biographies. He made a twenty-five thousand mile flight to twenty-eight countries, the story of which is related in his "European Skyways."

Mr. Thomas has lectured all over the world and has led expeditions into the Arctic, the tropics and remote Central Asia, later writing books describing his adventures, including "Beyond Khyber Pass" and "India, Land of the Black Pagoda." Recently he has been preparing a new series of guide books for travelers and a new type of reader for schools.

Originally heard on the Literary Digest broadcasts over NBC, his pleasing voice has brought vivid accounts of current happenings every evening for four years on the Sun Oil nation-wide program. His comments add interest to Fox Movietone News and Universal's "Going Places with Lowell Thomas."

He is a member of The Explorers Club and president of The Adventure Society.



BOAKE CARTER



THE VOICE OF EXPERIENCE

• BOAKE CARTER

When that rich, vibrant voice comes over the air, describing with shrewd selection and in comfortable tones the news of the day, offering wise and witty comment, it is Boake Carter speaking on Philco radio time. He does not hesitate to strike fearlessly at certain men and measures; and his skillful analyses of economic and political trends have made him a definite force in shaping public opinion.

Educated at Cambridge, where he starred as runner, oarsman and rugby player, Boake became traveling correspondent for the London Daily Mail. After crashing three times in the Royal Air Force, he continued his journalistic work, roamed in Mexico and South America, and in 1924 joined the Philadelphia Bulletin, meanwhile writing fiction for the Public Ledger and magazines. In 1932 he inaugurated a column in the Philadelphia Daily News.

Soon after his first broadcast as news commentator at Philadelphia in 1930, WCAU gave him a contract. The Lindbergh case introduced him to the Columbia network in 1932; and he moved to the front rank with his nightly chats of breezy informality for Philco.

Carter has studied art and has painted a hundred portraits.

• THE VOICE OF EXPERIENCE

Born in Louisville on the old Taylor plantation, this popular speaker was a graduate pupil of the pipe organ at fourteen years of age, and played at the St. Louis World's Fair as guest organist. He earned his way through Pacific University by his music and prepared for surgery, but in 1909 his hands were crushed in a motor accident.

Four and a half million people paid admission to hear his lectures on adult and juvenile delinquency and marital incompatibility, based on data gathered as a social worker.

He has spoken over fifty-four stations and holds the mail records on forty-nine. In 1932 he averaged ten thousand letters from the first week on WOR. His program of advice on personal problems was sold as a commercial and broadcast by CBS eight times a week from coast to coast. The Voice of Experience, sponsored by Wasey Products, is the only air feature tuned in at high schools and colleges as a part of the curriculum.

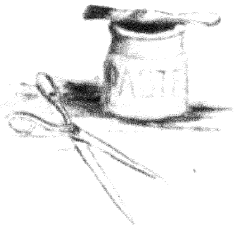
• GABRIEL HEATTER

At fourteen Gabriel Heatter was a cub reporter on New York papers, and upon graduation from New York University wrote "Children of the Crucible" for the Tribune and edited "The Shaft."

His radio talks, a humanizing and dramatization of news and foreign affairs, were first heard over WMCA in 1932, when he was news commentator and editor for that station. The following year he changed to WOR, where Ebling, Grunow, Reliance and RCA-Victor have sponsored his programs. He was the official WOR reporter at the Hauptmann trial.

Mr. Heatter is the author of "Come Let Us Walk Together," "Whom Are You Leaning On?" and "The Bread and Butter Problems of Industry."





TONY WONS

● Tony Wons—homespun philosopher—in his quaint, drawling utterances there is the appetizing flavor of the smokehouse, the friendly creak of the old rocker, the soothing rhythm of the spinning wheel, the cheering comfort of the crackling hearth fire, the zestful tang of mellow cider, the dry wit, shrewd wisdom and kindly humor of the corner grocery, combined with the keen insight of a broad humanitarian who knows the value of busy, useful days and long leisurely evenings of peaceful contemplation—the etheric pages of his album of the air are replete with delightful memories of amusing anecdotes, apt verse and the wistful appeal of tenderness and romance.

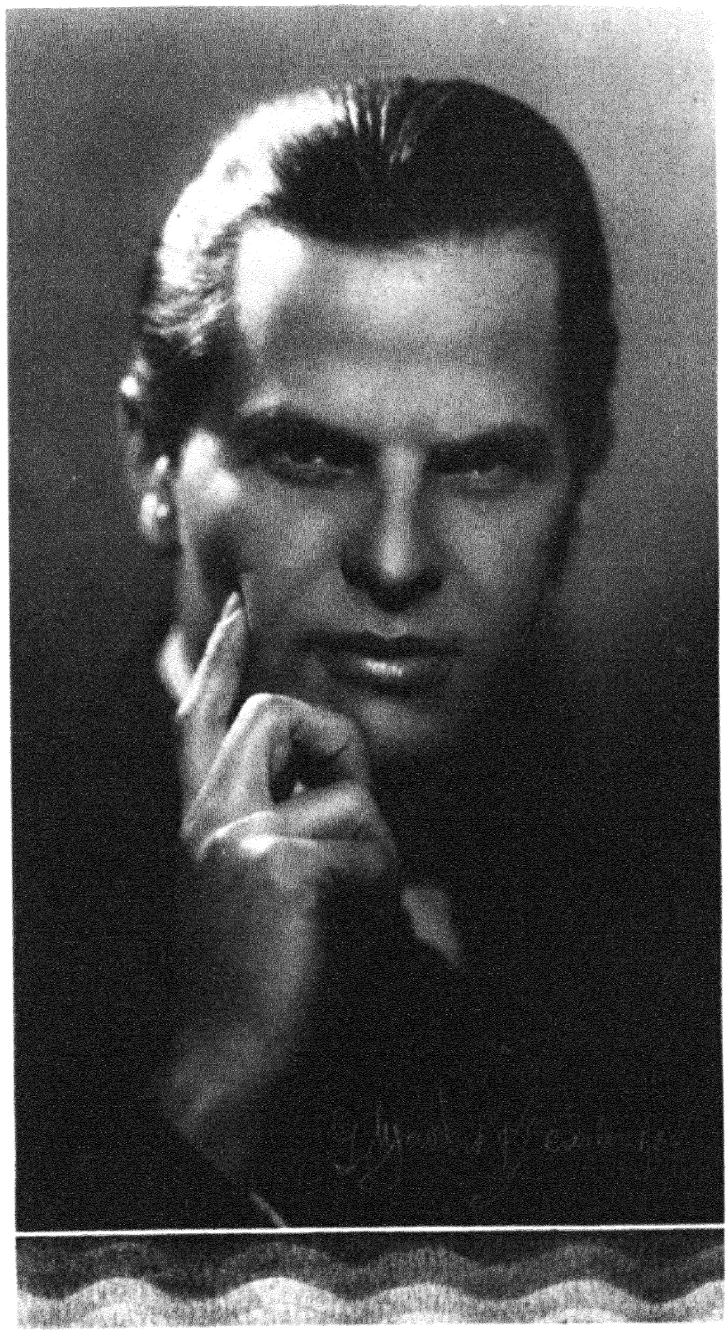
Tony arrived as a Christmas gift to his parents at Menasha, Wisconsin. When he was seven he started a woodshed theatre. One of his earliest jobs was in a typewriter factory; and there followed work in sawmills, foundries, automobile plants, chair factories, clothing mills and grocery stores. This wide range of experience gave him a thorough knowledge of human nature, which supplied the rich background for his unique niche as sage of the air.

To earn money for his education he played at night as drummer in a dance orchestra. After graduating from a commercial school and finding work in an office, he spent his leisure time in the library, reading philosophy, science and poetry. He became assistant to the sales manager of a tractor concern in Chicago; but as soon as he had earned enough he resigned to attend Valparaiso University, where he studied public speaking. He spent a year with the Johns-Manville Company and another at a dramatic school, followed by Shakespearean recitals at churches and clubs.

At WLS in Chicago he was the first to put Shakespearean plays on the air, playing all the characters himself for two years. Meanwhile he conducted a non-denominational church with twenty nationalities and twenty-seven creeds among the congregation. He also wrote productions, presented plays, announced and read market and crop reports.

While confined to a hospital for a year and a half, Tony read and clipped bits of prose and verse which struck his fancy.

As his whole life had been a sort of scrapbook of human experiences, mostly on the rougher side of life, yet brightened by his faith in the spark of good in every man, he conceived the original idea of starting a scrapbook of the air. Listeners began sending him their favorite selections and many contributed their own verses. He has read over a hundred thousand poems in his programs. His radio material, published in "Tony's Scrap Book" and "Are You Listenin'?", has enjoyed large sales.



While presenting his program five times a week over CBS, he appeared in vaudeville theatres. Johnson's Wax has been sponsoring his new NBC series, The House by the Side of the Road.

Tony's pets are a horned toad and a mongrel dog. Fond of handling tools, he erected a cottage and workshop and built a boat, pier and boathouse on the shore of a lake in the woods of northwestern Wisconsin, where he spends his summers. For relaxation he plays the violin, makes furniture and fiddles, and collects rare books.

Tony Wons—creator of chuckles, purveyor of pathos, spreader of sunshine, the king of scissors and paste pot, friend of millions—"Are you listenin'?—all's well."



RUPERT HUGHES

• RUPERT HUGHES

With his A.B. degree from Adelbert College and his A.M. from Yale, Rupert Hughes of Lancaster, Missouri, started his career as reporter on a New York daily.

After publishing sonnets, essays and musical and art criticism, he edited Godey's Current Literature and Criterion. In 1900 he went to London as chief assistant editor of the Historians' History of the World. Hughes is the author of "Souls for Sale," "No One Man," "Song of Love" and a serious novel with a radio setting, "Static." He has written a three-volume life of Washington and has given a radio address every year on that patriot's birthday anniversary. He has broadcast as spokesman for the NRA, and has written scripts for programs. Composing music and playing the piano are his hobbies, and his songs have been rendered on the air many times by Lawrence Tibbett.

• FRANK BUCK

Born in Gainesville, Texas, Frank Buck was reared in Dallas. After two trips to South America in search of rare birds, he decided to become an animal collector.

In his twenty-three years of hunting, Buck has made forty Pacific crossings, circumnavigated the globe five times, supplied Dallas and Singapore with zoos, and captured many rare specimens for circuses and zoological gardens.

His "Bring 'Em Back Alive" and "Wild Cargo" were popular books and motion pictures, and his stories in the Post and Collier's breathe the atmosphere of the jungle. Pepsodent has sponsored his thrilling air series.

Frank is a warm friend of the famous Sultan of Johore, and is a favorite among the members of The Adventurers' Club.

FRANK BUCK



• WARDEN LEWIS E. LAWES

Born in Elmira, New York, Warden Lawes became a guard in Clinton Prison in 1905. He was promoted successively to chief guard and chief record clerk in the New York State Reformatory at Elmira, overseer at New York City Reformatory and superintendent of the New Hampton Farms. In 1920 he became warden of Sing Sing, where he has instituted many reforms. His books have been widely read. He is a frequent contributor to magazines and a lecturer on penal affairs. His radio series, based on his book, "20,000 Years in Sing Sing," and sponsored by Sloan's Liniment, has been one of the most unique programs on the air.



• JOAN LOWELL

Joan Lowell, "The Adventure Girl," was born in Berkeley, California, and spent seventeen years on ships plying between the South Seas and California with copra, sandalwood, ivory and nuts.

Her "Cradle of the Deep" was a Book-of-the-Month Club choice. Short stories for the Post and Cosmopolitan followed; and on her extensive lecture tour she broadcast from local stations.

In "Gal Reporter" she recounted her thrilling work as a newspaper reporter in Boston, and her articles on hazardous assignments were syndicated.

In making the RKO film, "Adventure Girl," she encountered many dangers and hardships. She has related her sea experiences over WOR, sponsored by Eveready and Macy. Joan is the first girl sport commentator on the air.

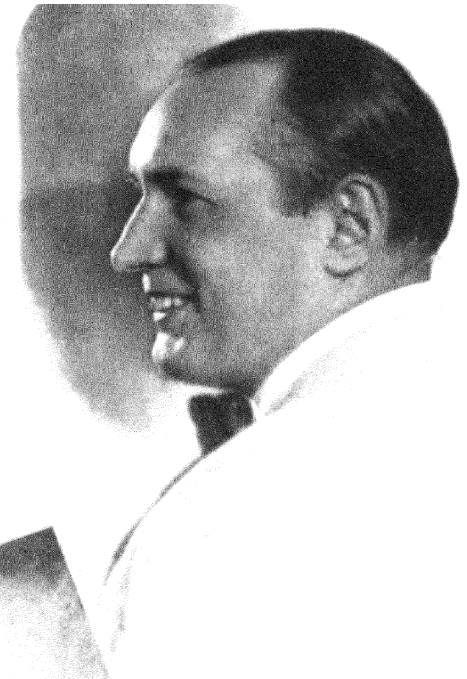
• CARVETH WELLS

This genial explorer, writer and lecturer was educated at London University, but has spent much of his life in out-of-the-way corners of the world. As an engineer he gathered strange experiences, which made colorful reading in his book, "Six Years in the Malay Jungle." He is also the author of "The Jungle Man and His Animals," "Let's Do the Mediterranean," "In Coldest Africa," "Adventure," "Kapoot" and "Exploring the World with Carveth Wells."

A frequent radio guest speaker, Wells has talked on Africa for NBC and was featured in the Jungle Man series. Lucky Strike, Bayuk Cigars and the Continental Oil Company sponsored his subsequent programs.

Well's various travel pictures, including "Hell Below Zero," "Cock-eyed Animal World," "Russia Today" and "Lapland," have proved very interesting, instructive and popular.

CARVETH WELLS



ROBERT L. RIPLEY



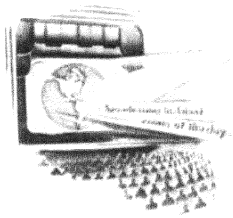
JOAN LOWELL



• ROBERT L. RIPLEY

Born on Christmas in Santa Rosa, California, Robert L. Ripley joined the art staff of the San Francisco Bulletin at sixteen. After working for the San Francisco Chronicle, he drew cartoons for several leading New York newspapers. In 1921 he created the first of his famous series of drawings, illustrating almost incredible facts and incidents. The Hearst newspapers acquired his services in 1929, and his drawings reach eighty million people in thirty-two foreign countries.

His was the first nation-wide broadcast from mid-ocean. In 1932 his voice was heard on American stations from Australia, and he has told his astounding "Believe It Or Not" stories in the Beaconlight, Esso and Terraplane programs.





GRAHAM McNAMEE

● By his spontaneous laugh and impromptu banter the famous "straight-man" for Ed Wynn has added innumerable fans to the hosts who admire him as a sports reporter Graham McNamee admits that he enjoys being in the show much more than merely observing and commenting from the side-lines, deriving pleasure not only from personal contact and clowning with the Fire Chief, but also from the friendly rivalry when he cuts in on the comedian with his Texaco announcements. This competitive endeavor is as genuine as their "ad libbing," which often carries them far from the script

Graham s father wanted him to study law, but his mother insisted upon music The family moved to St Paul from his birthplace in Washington, and after random church engagements as baritone soloist, Graham became an Armour salesman, wrecking twelve buggies in a year's driving

In 1912 he came to New York for musical study. Following ten years of church engagements and an Eastern concert tour, he made his recital début in Aeolian Hall, with fine press comments

After a year on the announcing staff of WEAF he qualified as a radio sports reporter. So vivid and colorful were his running-fire comment and descriptions of events in and out of the ring, imbuing his listeners with the tense spirit of the crowd, that thousands of letters poured in, praising his original style and contagious enthusiasm

When he began describing the World Series and Eastern football games, the air audience expressed increasing satisfaction His nation-wide reputation was acquired during the Democratic National Convention in 1924, when he had to stay in his hot booth during the long deadlocked sessions and keep on talking.

For ten years he has reported outstanding events, including three presidential inaugurations, every nominating convention, Broadway's welcomes to Lindbergh, Chamberlin, Byrd and Amelia Earhart, famous gridiron struggles and Kentucky derbies. He has covered every World Series and most of the championship fights, and has been on the air every Saturday afternoon during the football season since 1923.

Graham pioneered in broadcasting from almost every place where a microphone could be taken—on land and sea, in the air and the ocean depths. He considers the seventh round of the Dempsey-Tunney battle the most thrilling bit of broadcasting in his entire career.

As the Universal News Reel Talking Reporter he has won international fame From 1927 until 1929 he delivered after-dinner speeches and sang in every state of the Union, but the pressure of his radio and motion picture work finally forced him to give up singing With his glib tongue, he was appropriately cast in Universal's film, "The Gift of Gab "

Lindbergh's home-coming reception at Washington is the most dramatic episode he recalls. The crowds broke through the line of Marines and trampled him under foot, but clinging to the microphone he talked on while the throng surged over him Fortunately the communication line held and his hectic account reached the listening millions

"The average fan wants excitement," he asserts "The secret of imparting enthusiasm lies in conveying grand stand or ringside atmosphere to those listening at home "

Graham is fond of golf and driving His breathless eagerness is reflected in his speech Always in a hurry, his natural walk is a run His dynamic personality and good humor make him a general favorite.

• JOHN S. YOUNG

A native of Springfield, Massachusetts, Dr. John S. Young brings to his career a cultural background of Yale, Cornell, Columbia and Cambridge, which has won him an outstanding place on the air.

First heard over the air in 1925 at WBZ as announcer of the Boston Symphony and football games, he joined the NBC staff in 1928. Identified with many important programs, including the Hall of Fame, Catholic Hour, Radio City Music Hall and Armour broadcasts, his voice is well known on both sides of the Atlantic. During 1928 he directed programs which were sent to Europe and re-broadcast twice a week. He also heralded the short-wave entertainments relayed to Admiral Byrd's first Antarctic expedition.

As official announcer for New York receptions, he described the welcomes to trans-Atlantic fliers, home-coming champions of sport and distinguished foreign visitors. He has introduced the last three presidents of the United States on the air, and was decorated by King Victor Emanuel as a Cavalier in the Order of the Crown of Italy.

For three years Dr. Young conducted the Victor hour, featuring artists of world fame, and for four seasons the international broadcasts of the New York Symphony Orchestra. His assignments have ranged from polo and gridiron contests to dirigible and submarine trips. For four years he was chosen All-American announcer, and three years ago he won the Bosch popularity contest.

His announcing of many Catholic broadcasts, including the inaugural address of His Holiness Pope Pius XI, the speech of Cardinal O'Connell from the Eucharistic Congress at Dublin and the world-wide Holy Hour Broadcast, ushering in the Holy Year, resulted in the conferring on him by St. Benedict's College of the honorary degree of LL.D. He is the youngest Doctor of Laws in America. It is rumored that he is to have conferred upon him the honor of knighthood in the Grand Order of St. Gregory.

As associate professor in the College of Fine Arts of New York University, Dr. Young is conducting a course of lectures in "radio orientation," in connection with which he is writing and editing several books.



JOHN S. YOUNG

JAMES WALLINGTON



• JAMES WALLINGTON

After studying at the University of Rochester, James Wallington graduated from Union College, Schenectady. A year with the Rochester American Opera Company was followed by a part in "Chatterbox Revue."

He soon became nationally prominent as master of ceremonies for the short-wave programs broadcast from WGY to Admiral Byrd at the South Pole. In 1930 he was transferred by NBC to New York, where for six years he has been announcing outstanding air features including the Swift, Sunoco, Chase and Sanborn, "Let's Listen to Harris" and Gibson Family programs. Among the important events he has described are two presidential fleet reviews, the christening of the Akron, the Shamrock-Enterprise yacht race, the arrivals of trans-Atlantic fliers and the Graf Zeppelin, the air raid on New York, and many major sport frays. Jimmy has also been heard as "straight-man" for leading stage and ether comics, including Cantor, Chevalier, Richman, Jessel and Benny. In 1933 he was awarded the American Academy's gold medal for radio diction.

This popular six foot-two Sigma Chi has made personal appearances in New York theatres. He is a licensed air pilot and his hobbies are sailing, flying and still and cinema photography.

• FORD FRICK

Ford Frick left his native Wawaka, Indiana, to study at Depauw University, where he was active in athletics, edited the varsity paper and yearbook, and was a member of Phi Kappa Psi.

After teaching at Colorado College, he worked on newspapers in various capacities and later managed an advertising agency. He served as sports writer on the New York American for a short time, and has been a member of the New York Evening Journal staff since 1923. In 1930 he broadcast news events from WMCA and subsequently over WOR and WINS, adding to his fame by announcing sports, chiefly baseball and football. His most novel broadcast was for Philco, when he interviewed coast guards at rum row. He has appeared in motion picture shorts for Metrotone and has been heard as commentator in newsreels.

Recently Mr. Frick was appointed president and general manager of press relations of the National Baseball League.



FORD FRICK



ALOIS HAVRILLA

• ALOIS HAVRILLA

Coming to America with his parents when five years of age, this native of Presov, Austria-Hungary, received his education in a Slovakian community of Bridgeport, Connecticut.

About fifteen years ago Havrilla came to New York to study music, meanwhile working as a railroad engineer. After his appearance as soloist with Percy Grainger at a musicale in Carnegie Hall, he started his stage career in the only singing role of Dillingham's production, "Hassan." Later he played in "Madame Pompadour" and "Princess Flavia."

Upon completion of pedagogical courses at New York University, he accepted a teaching position at Briarcliff Manor, New York, where he directed a church choir and a unit of the Westchester Choral Union.

Since joining NBC, he has been continuously associated with broadcasting as one of the outstanding commercial announcers of that network. As "stooge" for Jack Benny in the Chevrolet programs, he became known to millions of fans.

His excellent voice and diction made him an ideal film narrator of "Vagabond Travelogues" and "The Mad Age."



DAVID ROSS

TED HUSING

• DAVID ROSS

Rich in timbre and marked by a haunting, wistful charm—especially effective in reading poetry and prose distinguished by imagery and fancy—the voice of David Ross has won him the enviable place he now holds on the Columbia staff and in the hearts of his legion admirers.

Born in New York, he had a hard struggle against poverty, working as newsie and package boy in a mail order house. He tried his hand at reporting, acting, writing advertising copy, book reviews and poetry, and working as secretary to a Russian baroness.

A liberal arts course at the College of the City of New York and agricultural study at Rutgers did not long hold his interest.

The position of dramatic reader at Station WGBS in New York was more to his liking. He has gained a large following through his velvet voice in Arabesque, Poet's Gold, Music on the Air, Roses and Drums and many other delightful programs. Critics have been liberal with their panegyrics. Ross' sympathetic announcing of the famous opera stars has blended most harmoniously with the mood of the Chesterfield feature; and he added just the right touch to the Studebaker Champions series.

His poetry has been published in leading magazines and anthologies.

• TED HUSING

Ted Husing, whose lightning-like speech and lucid, accurate accounts of sport events have made him one of the most popular announcers on the air, has the gift of bringing scenes and action clearly to his radio audiences.

After moving to New York from Deming, New Mexico, Ted starred in high school athletics. By adding two years to his real age, he entered the Intelligence Service of the army, but to his disappointment did not see active service. Drifting from professional football and baseball to teaching aviation and selling furniture, Ted was selected from among more than six hundred candidates as announcer at a New York station.

He joined the staff of CBS about six years ago, but his growing fame as a commentator left him time for the Mennen program only, an adaptation of his "Sportslants." For four successive years he won the World-Telegram radio poll for sports reporters. Husing has been featured as CBS master of ceremonies of the Seven Star Revue, the Oldsmobile series and the Camel Caravan; and as "stooge" for Cantor in the Pebeco program, he has proved his versatility.

Ted adapts the speed at which he talks to the tempo of the sport he is reporting, and always speaks softly. His quick wit and clever repartee are valuable assets.

"Ten Years Before the Mike" is his own brilliant résumé of his thrilling and amusing experiences in and out of the studios.

Ted is a popular figure in sport and radio circles.









• ANDRÉ BARUCH

At the age of fourteen André Baruch left his native Paris for America. He spent his youth studying piano and portrait painting; then attended Columbia University and Pratt Institute, earning a scholarship to study illustrating at the Beaux Arts in Paris. He has acquired seven languages.

While playing in various orchestras he became pianist in 1928 for station WCGU in Brooklyn. Later he applied for a position as studio pianist at CBS and as announcer at NBC. By mistake Columbia auditioned him as an announcer instead of as a pianist, resulting in the position which he has held for five years. His pleasing voice and keen wit have added lustre and sparkle to the Evening in Paris, General Baking, Just Plain Bill, Hecker, Bi-So-Dol, Ford-Waring, Stoopnagle and Budd, Bobby Benson and Little French Princess programs.

Baruch was formerly the back-stroke fifty-yard swimming champion of Europe.

especially Charlie Chaplin.

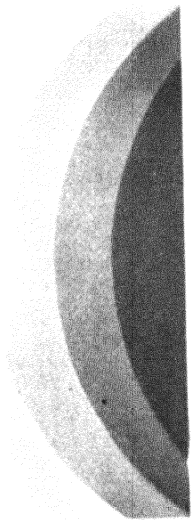
He has traveled through forty-four states, Canada and Cuba.

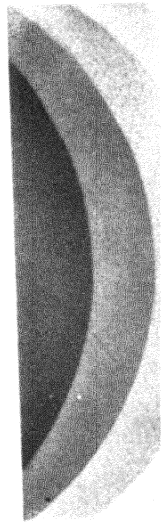
• DAVIDSON TAYLOR

Davidson Taylor received his B. A. degree from Mississippi College in 1927 and his Th.M. from the Southern Baptist Theological Seminary in 1930. He became an announcer and conductor of a male chorus over WHAS in Louisville, Kentucky, then visited a great many radio stations in Europe. On his return he became radio editor of the Louisville Courier-Journal.

Selected from twelve established announcers, he joined the Columbia staff. Among the programs he has piloted along the air waves are the Listerine Metropolitan broadcasts, the Philharmonic-Symphony concerts, Voice of Romance, Gossip Behind the Microphone and Five Star Jones.

Mr. Taylor is an outdoor man and an enthusiastic horseman. He is also keenly interested in modern painting.





• BERT PARKS

Bert Parks made his stage début at an early age as a singer in his home town, Atlanta, Georgia. He appeared in school plays and was a member of dramatic clubs.

After a year at Emory College he became staff vocalist and singer on WGST in Atlanta. In a competitive audition of professionals from all parts of the country, he was chosen as a Columbia announcer, identified with Orientale and other programs.

Bert likes to impersonate stage, screen and radio stars,

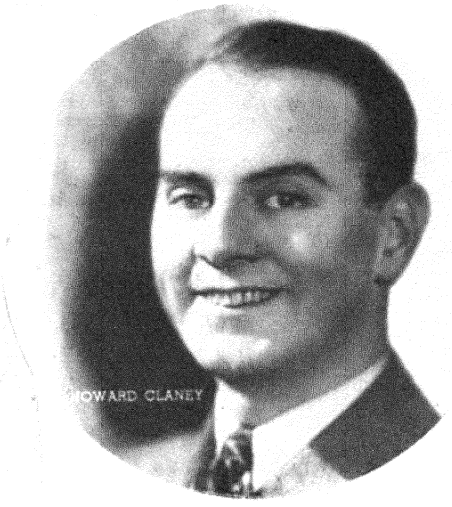


• GUY BOLTÉ

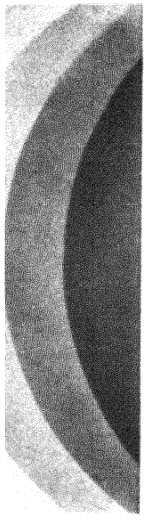
A graduate of Butler University at Indianapolis, where he was a member of Sigma Chi fraternity, the Sphinx Club and the varsity baseball team for two years, Guy Bolté of Winnetka, Illinois, started to work as a radio announcer over WBOW in Terre Haute.

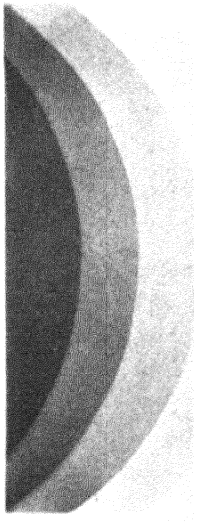
Next he announced sports events, including the Schmeling-Carnera fight, for the Curtiss Radio Broadcasting Corporation, the St. Louis Post-Dispatch chain. In 1933 he joined CBS as announcer, then became staff continuity writer.











• HOWARD CLANEY

Howard Claney of Pittsburgh displayed an early interest in the theatre. After studying engineering, architecture, painting and drama at the Carnegie Institute of Technology, he took courses in design at the Art Institute of Chicago.

For fifteen years he directed, designed scenery and acted in many plays, including "Peter Ibbetson," " The Cat and the Canary," "Cyrano de Bergerac," "Lilliom," "Outward Bound," "The Firebrand" and "Voltaire."

Successful in NBC dramatic production, he has been heard in the Packard, Kraft-Phenix, Soconyland Sketches, Camay, Bayer Aspirin, Hall of Fame, Colgate, Tastyeast, Vince, Nestlé Chocolateers, Phillips Magnesia, Club Car Special and General Electric programs.

• MILTON J. CROSS

Starting in 1921 as a tenor soloist on WJZ, this veteran of the air waves soon was announcing and arranging musical programs.

A product of New York, Milton J. Cross was educated at the Damrosch School of Musical Art, toured the country with the Paulist Choristers and sang in New York churches. In 1929 he won medals from the American Academy of Arts and Letters and the Poor Richard Club of Philadelphia.

He is best known as the Metropolitan Opera commentator, and has been identified with NBC Nursery Rhymes and General Motors Symphony concerts.

• CHARLES O'CONNOR

Born in Cambridge, Massachusetts, Charles O'Connor left college to play juvenile roles in stock. At twenty he was on the air for WBZ in Boston, and was transferred to New York as the youngest NBC announcer.

He first won recognition in the Lindbergh case, and has since been identified with the broadcasts of the eclipse, Junior World Series, inauguration of President Roosevelt, intercollegiate football, Philip Morris program True Stories hour, Westminster Choir and Women's Radio Review.

• KELVIN KEECH

Born in the Hawaiian Islands and educated at Franklin and Marshall College, Kelvin Keech gave ukelele lessons in San Francisco; wrote an instruction book; sang and played with a Hawaiian band at Old Maxim's; toured in Keith vaudeville; then entertained in French hospitals, Red Cross canteens, and at Paris, Monte Carlo, Deauville, London and Constantinople.

Since joining NBC in 1921 he has announced the Eveready, Wheatena, Eno Crime Club, Bayuk Cigars, Happy Wonder Bakers, Breyer Ice Cream, Armstrong Quakers, Warden Lawes and *L'Heure Exquise* programs, and the arrival of the French fliers.

In England he recorded for Brunswick. He wrote verse for the Jesse Crawford programs, recited poetry on the air in seven languages and was master of ceremonies in the picture "On and Off the Air," also narrator for Lew White's Organlogues. With his meticulous speech, charming manner and careful grooming, Keech makes an outstanding figure at any gathering. His fascinating reminiscences of the Near East are glamorous in their romantic appeal.



• CLEM McCARTHY

A sport fan all his life, devoted to baseball and horse racing, Clem McCarthy of Holcomb, New York, has written racing and sport news throughout the country, and served for many years on the New York Morning Telegraph.

He was NBC sports commentator for six years and was sent to England to broadcast the National Steeple Chase. His record includes radio accounts of six Kentucky Derbies, all the leading events at Saratoga and other famous tracks, and the Meadowbrook polo matches.

Formerly a commentator on sports for WMCA, Clem conducts a popular newspaper column and is heard regularly in the Pathé newsreel.



CLEM McCARTHY

• BEN GRAUER

Ben Grauer, who announces special events on NBC, was born on Staten Island and played in moving pictures and on the stage from the age of eight. At the College of the City of New York he was awarded a prize for extemporaneous speaking.

In 1930 he became a member of the staff of announcers at the National Broadcasting Company, where he has taken part in the Ry-Krisp Beauty program and many other important features. Grauer speaks French, German and Spanish fluently.

• H. WARDEN WILSON

Graduating from the Moore School of Electrical Engineering at the University of Pennsylvania, H. Warden Wilson joined the student engineering department of NBC and later the field group, which produces all programs originating outside the studio. While mimicking radio artists for the benefit of fellow workers, he was discovered by a studio executive, who had him impersonate Floyd Gibbons, Amos 'n' Andy, Phil Cook and others on the air. He was placed in the Personalities at 711 program with Dr. John S. Young, and has been heard in the Death Valley Days, Chats with Peggy Winthrop, Stardust, New Year's Eve, Valspar Night Club, Chase and Sanborn, Royal Gelatin, Tower Health and Cuckoo programs, also with the Royal Vagabonds and the Boswells.

Mr. Wilson has made vaudeville appearances throughout the East and in Canada.

• CHARLES B. TRAMONT

Charles Tramont, popular announcer, majored in arts and languages at Canisius College in his home city of Buffalo, meanwhile working at night in the public library. When he tired of selling insurance he became associated with WMAB in Buffalo. There he and the music director presented the first series of operatic programs on the air. In 1927 he was appointed chief announcer, studio manager and program director of WKBW, and the following year joined NBC in New York.

Tramont once hoped to become a doctor but now contents himself with the study of micro-organisms and anatomy.



CHARLES B. TRAMONT

• ELLIS C. ANDREWS

After touring the United States and spending a year in French schools, where he learned to speak the language fluently, Mr. Andrews, a native of Schenectady, attended the Principi School in St. Louis.

His radio career began at WMAS in Springfield, Massachusetts. Coming to New York, he became an announcer at Station WOV.

About a year ago he came to the National Broadcasting Company as a page. In an audition a few months later, his purity of diction, clear enunciation and pleasant voice led to his being selected as a member of their regular staff of announcers.

Among the programs he has announced are Morning Parade and Sick-Abed Children.

Andrews is an enthusiastic traveler and on his three trips to Europe has visited France, Italy, Germany, Switzerland and Holland. He has also been to the West Indies.

Keenly interested in racing craft, he is a life member of the Nantucket Yacht Club.

BEN GRAUER



H. WARDEN WILSON



ELLIS C. ANDREWS



• EDWIN B. DOOLEY

After graduating from St. John's Preparatory School, this Brooklyn boy led the Dartmouth eleven into several victories and was chosen All-American quarterback, later receiving his LL.D. from Fordham.

Dooley began his journalistic career as sports writer on the New York Sun in 1927. Since then he has authored books, including "Under the Goal Posts," and serial articles for magazines on football and other sports.

His last three years with CBS have been devoted to commenting on football, tennis and golf, sponsored by the Shell Company.



EDWIN B. DOOLEY

• KENNETH ROBERTS

This New Yorker left St. John's Law School to play small roles, and later leading parts in the Morley-Throckmorton revivals, "After Dark" and "The Black Crook," which lured New Yorkers across the river to Hoboken. He continued his dramatic work at Station WMCA and in summer stock, then became sole announcer, studio director and pianist at WLTH, Brooklyn.

Since 1931 he has been announcing for CBS in the Linit, Buick, Oldsmobile, Tangee, Pillsbury, Blue Coal, Philip Morris, Pinaud, Cream of Wheat, Outdoor Girl and Atwater Kent programs.

Roberts has a marked aptitude for clay modeling, which he has made his hobby.

• CARLYLE STEVENS

Carlyle Stevens is a native of Parkhill Ontario, and after finishing his schooling at Windsor he worked as an accountant at the Ford Motor plant. In a Detroit advertising agency he was promoted to the position of assistant account executive. As publicist for another agency he traveled thirty-five thousand miles in eighteen months.

Unable to sell his short stories, he adapted them for radio presentation and took the scripts to WXYZ, CBS outlet in Detroit. He was soon gaining experience as an announcer, continuity writer, producer of dramatic programs and sound-effects expert. In 1931 he became staff announcer at WLTH, Brooklyn, and later joined the Columbia staff at WABC, where he has been identified with the Bond Bread, Silver Dust, Roxy, Studebaker and Romany Trail series.

Stevens has gained experience in radio acts, and has had articles, sketches and humorous material published. With an epicure's taste he likes to discover obscure restaurants and new types of cooking.

• PAUL DOUGLAS

After six months at Yale, Paul Douglas sold construction equipment in Philadelphia, then toured in vaudeville and tried many other occupations, but found none which suited him. He obtained a position as stage manager of "Babes in the Woods."

Placed before a microphone at the opening of the Columbia station in Philadelphia through a mistake in identity, with his poise and humor he made an unexpected success of his air début, and in 1930 was assigned to the announcer's staff. His reports of special events and sport talks have been favorite CBS features.



KENNETH ROBERTS

• WILLIAM M. RANDOL, Jr.

Born in Colorado, Mr. Randol attended school in France and Switzerland, acquiring a thorough knowledge of the French language. He was a student at Milton Academy and in 1930 received his B.A. degree from Harvard, where he pursued a fine arts course leading to architecture. Since 1933 he has been a CBS announcer for many programs, including Girard Cigar and the evening news report of the Press Radio Bureau; and he has more recently been identified with the production department in connection with Buck Rogers, Bi-So-Dol, Chevrolet, Soconyland Sketches and Norsec Tooth Paste. Leith Steven's Harmonies and the Columbia Variety hour are also produced by him. He has announced the electrical transcriptions of the Uncle Wiggily Stories for Children, sponsored by the State Milk Fund.

Early in his radio career Randol played in NBC skits, and he made his CBS dramatic début in the Buck Rogers series.

He finds architecture an absorbing hobby.

WILLIAM M. RANDOL, Jr.



PAUL DOUGLAS



CARLYLE STEVENS





HOWARD DOYLE



BERNARD J. FITZGIBBON



A. L. ALEXANDER

• HOWARD DOYLE

Five years ago Howard Doyle started announcing over WAIV and WSEN in his native Columbus, Ohio. He originated the Daddy Long Legs series and brought it to WLW. In New York he became announcer for WMCA, introducing celebrities and three presidents, also broadcasting from dangerous locations.

He has made Paramount and Fox shorts and trailers for National Screen Service, and now announces for WNEW.

• BERNARD J. FITZGIBBON

Bernard J. FitzGibbon of Springfield, Massachusetts, left Leland Stanford University in his junior year to become sports editor of the San Diego Sun. Enlisting in the Marine Corps in 1918, he rose to a first lieutenancy and managed the basketball and track teams until he retired the following year.

After free-lancing for five years, he joined the sport staff of the New York Evening Telegram and later wrote for the American.

In 1930, as the Globe Trotter, he began his famous series of news broadcasts on the air.

• A. L. ALEXANDER

Born in Boston, A. L. Alexander attended Cincinnati Theological Seminary. After acting in stock and reporting for the Boston Post, he announced for WPCH in 1926. The same year he joined the staff of WMCA, and in 1929 became chief announcer, broadcasting the Tom Noonan programs and the Street Forum of sidewalk interviews.

He played the role of the district attorney in the Criminal Court programs, and has presented everything from the circus to grand opera. 1931 winner of the popularity contest for announcers conducted by the New York Daily Mirror, he was runner-up for the same honor the following year.

• ARTHUR HALE

A native of Altoona, Pennsylvania, and a graduate of Gettysburg College, Arthur Hale became a lieutenant of field artillery.

After studying French at the University of Grenoble, he worked for a rubber company and then conducted a theatre orchestra. WOR engaged him to play piano, announce and direct. His programs have included Reid's Ice Cream, Maverick Jim, Koppers Coke, Borrah Minevitch and the Choir Invisible. He has recorded for Ideal Pictures and Columbia Pictures.

Hale toured France with a tennis team. Painting and composing are his hobbies.



ARTHUR HALE



JEFF SPARKS

• JEFF SPARKS

Jeff Sparks, a New Yorker by birth, prepared for an artist's career, but joined the staff of WARS at Brighton Beach and soon became program director of WPCH. In 1929 he announced one of the first network programs over CBS, and after a few years on NBC, assumed the position of production director at Station WLW.

Jeff is on the WOR production staff, writes Eddy Brown's continuity and announces his programs, the Grossman Shoe and Horton's Ice Cream series, Stars of Tomorrow for Fisher Baking Company, and Transradio news bulletins. He was the first to announce the Hauptmann verdict.

Mr. Sparks is a talented illustrator and is proficient in Oriental languages.

• JOSEPH R. BOLTON

From childhood Joseph Bolton participated in amateur theatricals. Having started as a banjoist seven years ago on WGBS, he was later heard as a monologist and comedian. In rapid succession he became assistant program director at WNJ in Newark, announcer, sports commentator and studio manager at WOV, and in 1931 announcer and production man at WOR.

He has covered the six-day bicycle races, remote-control dance broadcasts and football events, and took the part of the Jester in the King's Beer program. With Dr. Strandhagen he inaugurated the dual-announcer system in sports.

Popular as the Broadway-to-Hollywood Reporter for the Montclair Hotel, he announced the Reid's Ice Cream series, the Spotlight program and sport news.

Bolton has acted as master of ceremonies on ocean liners, and is a member of the WOR baseball nine.

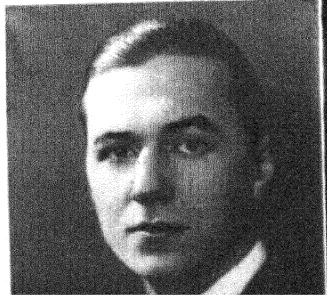
• LEE CRONICAN

Lee Cronican of Carlisle, Pennsylvania, appeared with the Lehigh Valley Symphony at eight, attended Dickinson College, and then toured as assisting artist with Jeannette Vreeland and Paul Althouse. He was pianist and assistant conductor in a Washington theatre before he came to WOR as accompanist for the Perolé String Quartet, Eddy Brown and the Bamberger Little Symphony.

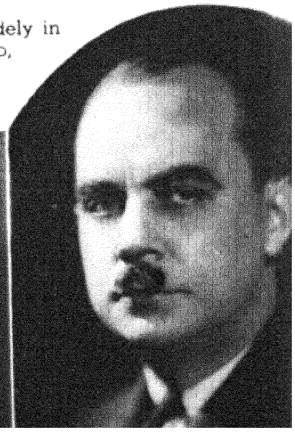
For years Cronican has announced and conducted for the Market and Halsey Street Playhouse and almost every musical program on WOR. He has presented a series of piano concertos and is now studio manager, supervising all WOR programs, including the Bamberger Little Symphony, Wallenstein Sinfonietta, Witch's Tale, Perolé String Quartet and Sally's Movieland Revue.

Mr. Cronican has traveled widely in Canada, the United States, Mexico, Central and South America and Europe.

JOSEPH R. BOLTON



LEE CRONICAN



• NILS T. GRANLUND

Coming to Providence, Rhode Island, from his native Lapland, Sweden, Nils T. Granlund spent ten years before the mast and then sailed as captain of racing yachts.

Educated at Brown University, where he later served as assistant football coach, he joined the Providence Tribune as dramatic, city, yachting and sport editor.

In 1914 he became press agent for Marcus Loew and acted as master of ceremonies at each theatre he opened. With the best amateur talent from his theatres he staged impromptu shows on the air from Station WHN in Brooklyn. Then he bought the station and moved it to the Loew's State Building, where he introduced Harry Richman, George Jessel, Al Jolson, Eddie Cantor and many others for the first time over the air, and was himself well known for his radio recitals of dramatic poems, winning seventeen gold medals and a diamond medal in the Mirror popularity contest. For more than three years he was master of ceremonies at the Hollywood, then assumed the same role at the palatial Paradise Restaurant on Broadway.

"N. T. G." have become the most famous intials in the amusement world; and his introductions of singers and beautiful girls have been broadcast by WHN, WOR, WMCA and CBS. His vaudeville appearances and spectacular cabaret productions in London and New York have made him a popular figure here and abroad.

• "TINY" RUFFNER

Edmund Ruffner of Crawfordsville, Indiana, finished his education at the University of Washington. Training his voice at an early age, he toured the country for seven years, and spent three in Los Angeles.

After two seasons in operetta, in 1927 he became an NBC announcer in New York, later joining the Judson Radio Corporation as assistant to the president. In 1929 and 1930 he placed twenty programs on the air. Following an executive position with Erwin Wasey, he was appointed director of the Benton and Bowles radio department, with three important programs — Maxwell House Show Boat, Fred Allen's Salad Bowl and the Diamond Crystal series.

Recently the six foot-five "Tiny" has become popular in the Palmolive Beauty Box Theatre.

• BORIS MORROS

Before coming to the United States as musical director of Balieff's "*Chauve Souris*," Boris Morros had toured Europe with that famous group of stars. Engaged by Adolph Zukor, he served as musical director for Paramount, then as general musical director of the Publix chain from its inception. He supervised the musical offerings of thirty theatres, inaugurating the master-of-ceremonies type of entertainment in many large cities and discovering numerous radio stars. He is a willing performer at innumerable benefits.

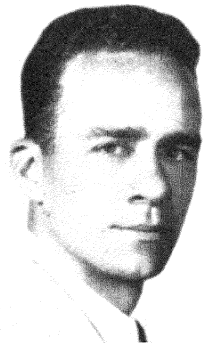
His directorial ability and unusual musical arrangements have made his Paramount Theatre air series outstanding.

Famed for his friendly, cheerful manner, vivid haberdashery and addiction to pinochle and golf, Boris is known in the show world as "the man of a thousand smiles."

WALTER O'KEEFE



"TINY" RUFFNER



NILS T. GRANLUND



• WALTER O'KEEFE

With his dark hair and eyes, ruddy Irish countenance and frank, infectious grin, this studio favorite is free from the usual peccadillos of dilettante songsmiths and their ilk.

A cursory survey of his many compositions reveals the titles, "Henry's Made a Lady out of Lizzie" and "I'm Gonna Dance with the Guy What Brung Me," which sprang into overnight popularity.

At twelve Walter O'Keefe was sent from Hartford, Connecticut, to study in England. After a preparatory course for the priesthood at St. Thomas Academy, he worked his way through Notre Dame University and took part in campus musical shows. He became advertising manager of the Fort Wayne News-Sentinel, joined an outdoor advertising firm, and wrote a musical show. Following publicity work in Florida, he wrote songs for Pathé in Hollywood, and in 1930 was heard with the Rhythm Boys over KFI, Los Angeles. In New York he made a hit in the third Little Show.

O'Keefe has been heard as master of ceremonies for Lucky Strike's Magic Carpet, as singer, Broadway commentator and humorist in various NBC broadcasts, and as a popular feature in the Nestlé series and the Camel Caravan.

• COBINA WRIGHT

Cobina Wright, famed in France, Germany, Monte Carlo and the United States for her beautiful soprano voice, charming personality and understanding interpretations, was born on the California-Oregon border. She studied in Europe and made her first operatic appearance at Mainz. After a continental tour in opera and concert and a season in German opera, she was acclaimed in her own country, where she was soloist with the Boston Symphony. Chosen by Arthur Honegger to interpret his songs, she made a transcontinental tour.

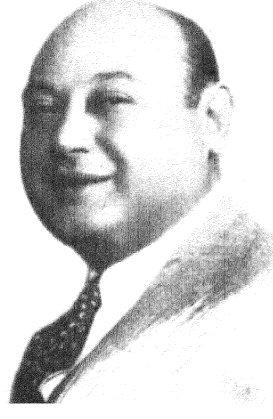
Miss Wright started her radio career on WINS several years ago, and was heard over WOR in 1933. As head of the entertainment bureau at CBS she has presented a weekly hour program, Cobina Wright, Your Hostess, in which she introduces her talented guests and sings in several languages.

Entirely unsolicited, thousands of fan letters have reached her from all sections of the country.

Vivacious and talented, she has been approached by several large film producers.

Her large collection of famous autographs is most interesting and replete with the signatures of world celebrities she has met in her extensive travels.

BORIS MORROS



COBINA WRIGHT



• CARDINAL PATRICK JOSEPH HAYES

A New Yorker by birth, Patrick Joseph Hayes received his A.B., S.T.D. and D.D degrees from Manhattan College and various Catholic Universities. In 1892 he was ordained in the priesthood; and in 1903 was appointed chancellor of New York.

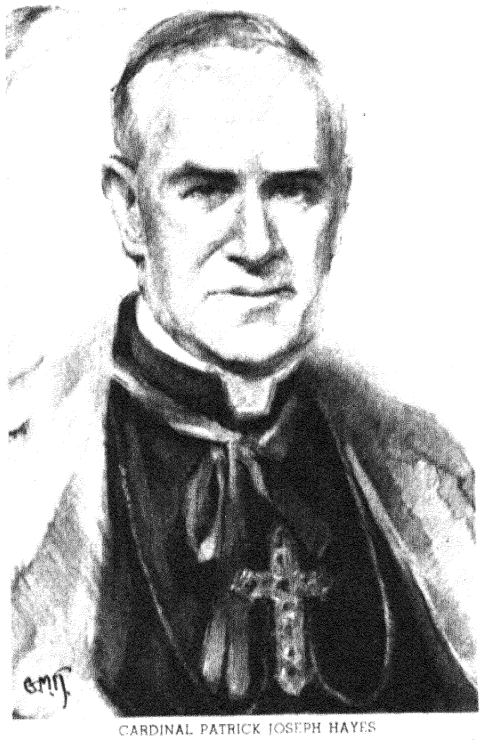
He served as president of Cathedral College until 1914, meanwhile acting as domestic prelate to the Pope; then was consecrated as auxiliary bishop of New York.

In 1917 his ability was rewarded by an appointment as bishop for the United States Army and Navy; and two years later he was named Archbishop of New York.

In 1924 he was created cardinal, a post he has filled with distinction. His career as an earnest ecclesiastic and zealous Christian worker is exemplary in church annals.

He is an officer of the Legion of Honor; and among the many decorations which have been conferred upon him are the Grand Cross of the Devotion of the Knights of Malta, the Grand Cross of the Order of *St. Lazare de Jérusalem*, and Knight of the Grand Cross of the Equestrian Order of the Holy Sepulchre.

Cardinal Hayes inspirational appeals in behalf of Catholic charities are broadcast over WLWL and NBC every year soon after Easter.



CARDINAL PATRICK JOSEPH HAYES

• DR. S. PARKES CADMAN

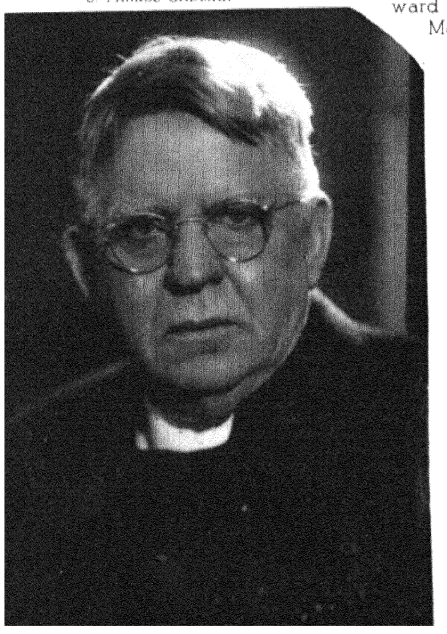
In his twelfth year of radio service on a nation-wide scale, Dr. Cadman's messages are carried by more than fifty major stations and have been heard in Canada, Hawaii, Europe, Africa and Asia.

Born in Shropshire County, England, S. Parkes Cadman came to this country as a graduate of Richmond College. After conducting the Forward Movement of the Methodist Church in New York, he was called to the Central Congregational Church of Brooklyn, where he has been pastor for thirty-three years.

Among his numerous publications are "Charles Darwin and Other English Thinkers," "Imagination and Religion," "The Christ of God," "The Prophets of Israel," "A Biography of William Owen" and "Peace." His sermons have charmed millions by the directness of their sincere appeal.

His popularity on the air may be attributed to his warm sympathy, flashing humor, wide knowledge and magnetic personality.

S. PARKES CADMAN



• RABBI STEPHEN S. WISE

A native of Budapest, Hungary, Stephen S. Wise received his A. B. from Columbia, then became pastor of a New York synagogue, and after earning his Ph. D. from his Alma Mater assumed a similar position in Portland, Oregon.

Since 1907 he has been the rabbi of the Free Synagogue in New York. He has been active as founder and first secretary of the Federation of American Zionists, commissioner of child labor of the State of Oregon, founder and chairman of the committee of the Zionist Organization of America, chairman, succeeding Justice Brandeis, of the provisional executive committee for General Zionist Affairs, vice-chairman of the Jewish Emergency Relief Commission, member of the delegation of the American Jewish Congress at the Peace Conference in Paris, vice-chairman of the executive committee of the World Zionist movement, vice-president of the Open Forum National Council, founder of the Eastern Council of Liberal Rabbis, trustee of the National Child Labor Commission, vice-president of the Old Age Security Association, chairman of the United Palestine Funds Relief (1925-26), founder and trustee of the Near East Relief, vice-chairman of the New York City Affairs Commission. In 1914 he was made a Chevalier in the *Légion d' Honneur*.

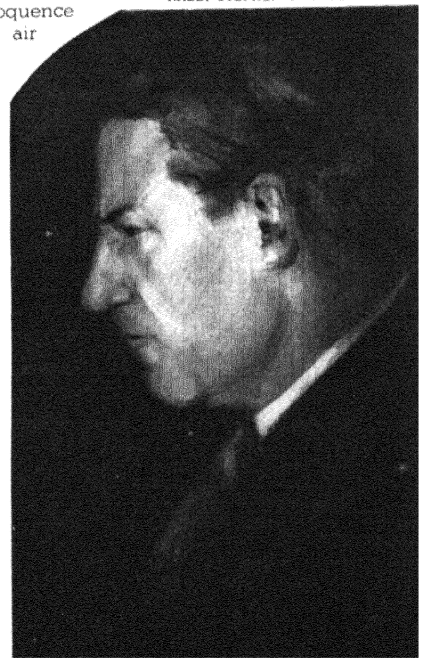
Rabbi Wise is the author of "The Ethics of Solomon Ibn Gabirol," "Beth Israel Pulpit," "Free Synagogue Pulpit," "How to Face Life," "Child Versus Parent" and "The Great Betrayal."

His powerful eloquence has swayed large air audiences in various worthy causes.

In 1933 and 1934 he delivered addresses at mass meetings and has often spoken for the American-Jewish Congress, the Jewish National Fund, Zionist organizations and in support of the Child Labor Amendment.

His messages from the Free Synagogue have been enthusiastically received by large air audiences.

RABBI STEPHEN S. WISE





HARRY EMERSON FOSDICK



FATHER CHARLES E. COUGHLIN

• HARRY EMERSON FOSDICK

Harry Emerson Fosdick graduated from Colgate University in 1900. In 1904 he received his B.D. from Union Theological Seminary, and four years later his M.A. from Columbia.

During the war he spoke in Great Britain under the Ministry of Information and for the Y.M.C.A. among the American troops in France. From 1919 to 1925 he was Stated Preacher with the First Presbyterian Church in New York, and the following year assumed the pastorate of the Park Avenue Baptist Church in New York, now the Riverside Church.

Dr. Fosdick has written "The Second Mile," "The Manhood of the Master," "The Meaning of Faith," "Christianity and Progress," "The Modern Use of the Bible," "Adventurous Religion" and "A Pilgrimage to Palestine."

• FATHER CHARLES E. COUGHLIN

Born in Hamilton, Ontario, Charles E. Coughlin attended St. Michael's College. After preparation in the Basilian Novitiate, he was ordained to the priesthood in Toronto in 1916 and was later assigned to preach in the parish of St. Agnes Church in Detroit.

Commencing in 1926, the zealous young pastor broadcast his sermons for three years on WJR from the Shrine of the Little Flower at Royal Oak near Detroit, supported by the contributions of his listeners. In 1932 his talks were heard over twenty-seven stations.

As a keen-minded student of civic and national affairs, "The Priest of the Radio" discusses labor questions, monetary reform and other knotty social and economic problems. His National League for Social Justice is a potent political factor.

Fearless and independent in his attitude toward matters of public weal, Father Coughlin has become a power to be reckoned with, and his stirring eloquence has compelled the respectful attention of millions who have been impressed by his sincerity and determined stand, regardless of their belief in or disapproval of his particular trend of thought.

With bold leadership, expressed in clarion tones and unflinching terms, he has promulgated his unique propaganda and disseminated his political tenets—a strange but prescient phenomenon of present-day religious influence.



DR. DANIEL A. POLING

• DR. DANIEL A. POLING

In Portland, Oregon, young Dan Poling was a formidable boxer in school. At eighteen he was preaching in the ministry of Ohio, while still a college student, athletic star and cub reporter. From football player, track man, lumberjack and steel worker, he turned to political reform. Before thirty he had been nominated Prohibition candidate for Governor of Ohio.

As pastor of the Marble Collegiate Church in New York, president of the International Society of Christian Endeavor, with four million members in one hundred twenty-six countries, president of the Greater New York Federation of Churches, general director of the Penny Foundation, editor of the Christian Herald, newspaper columnist, novelist and national figure of the lecture platform, he has brought to radio a ripe experience.

"The Furnace," "The Heretic" and "John of Oregon" are powerfully written books of fiction.

After pioneering with WEAF and an affiliated Washington station, he changed to WJZ five years ago, and his Sunday afternoon addresses are now heard over fifty-one stations. His activities include vocational guidance and his staff has handled more than seventy thousand cases.

Dr. Poling travels all over the world to address youth conventions, college affairs and lyceum audiences.

Indomitable in his spirit of service, "The Flying Parson" is the outstanding leader of young people.



• THOMAS J. NOONAN

Reared in poverty, with theft as a playmate, the late Tom Noonan, popularly known as "The Bishop of Chinatown," often suffered hunger. The wanderlust lured him to acquire traveling funds in the easiest way, and he took a trip at the State's expense to Dannemora with a stop-over at Ossining. When he returned to New York Mrs. Maud Ballington Booth of the Salvation Army headed him straight.

His work in Chinatown at his "Cathedral of the Underworld," a humble tabernacle at 5 and 7 Doyers Street—once a Chinese theatre—made a haven of refuge for anguished hearts and twisted souls. Poor and needy found a friend in this broad-minded, big-hearted mission worker, who revisited the scenes of his earlier incarceration, extending spiritual help and sympathy to the despairing inmates.

Noonan received three million letters from listeners of WMCA and other stations. His appeals to their sympathies made possible shelter for 109,000 men and women in one year and the contribution of radio sets, pianos and phonographs to hospitals and health camps. The genial Tom called his mission "The Old Shack in the Heart of Chinatown."

• BILLY SUNDAY

Born in Ames, Iowa, and reared in orphan asylums in Glenwood and Davenport, at fourteen William Ashley Sunday sought work in Nevada, Iowa. He joined the White Stockings baseball club in 1883, became a member of the Pittsburgh team five years later, and finally played with the Philadelphia Athletics.

As a director of religious work at a Chicago WMCA in 1891, he assisted Dr. J. Wilbur Chapman in evangelistic work. He has held Billy Sunday revival meetings in almost every large American city and has preached to eighty million people, converting about a million with his fiery eloquence.

His prohibition talks were broadcast nationally, and for four weeks he spoke every night from the Bowery Mission in New York over the NBC chain. He has been on the air from many cities, and has appeared in Fox, Paramount, Pathé and other newsreels.

• JUDGE JOSEPH F. RUTHERFORD

This eloquent Missourian practiced law for more than twenty years. After campaigning with Bryan and acting as legal counsel to Pastor Russel, he became president of the Watch Tower Bible and Tract Society in 1917. He is also head of the People's Pulpit and International Bible Students' Associations.

In 1923 he built Station WBBR on Staten Island, followed by WORD in Chicago and stations in Oakland and Cleveland. Electrical transcriptions were used in Australia, South Africa, France, Holland, Latvia and Switzerland.

Judge Rutherford broadcast from Toronto in 1927 at an assembly of fifteen thousand. In 1933 he was heard over five stations in France, and was the first to utilize the largest station in Holland. His hook-up of three hundred sixty-four stations in the United States and Canada established a record for the largest wired network.

His stirring words have been heard from coast to coast via WMCA and WBBR and in weekly transcribed broadcasts from many stations.

• REV. VINCENT BURNS

Vincent Burns has been farmer, botanist, day laborer, soldier, minister, artist, lecturer, teacher and novelist. As an officer of field artillery, he recorded his impressions in "The Red Harvest." His fight in 1932 to save and vindicate his brother, the famous Georgia fugitive, resulted in the book and moving picture "I Am a Fugitive from a Chain Gang." He has also written the book of poems, "I'm in Love with Life."

Born in Brooklyn, with degrees from Penn State, Harvard, Columbia and Union Seminary, he has thrilled thousands with his dynamic message as pastor of the Union Church of Palisades, New Jersey, where his log cabin studio is a center of creative thought.

First known on WJZ and WEAF as "The Soldier Poet," Bobby Burns has conducted the Brotherhood of Youth and the Poetry Class of the Air series, which have won a wide following through WOR.

• THEDA KENYON

A native of Brooklyn, Theda Kenyon graduated from Packer Collegiate Institute and studied journalism at Columbia University. Among her many literary creations which have been published here and abroad is "The Ship Model," a poem which won the poet laureate contest.

Miss Kenyon has taught at Hunter College since 1910 and recently won the professional poets contest. The D.A.R., the Poetry Society and Pen and Brush are some of the many clubs of which she is a member.

• MARGARET WIDDEMER

"The Factories," a poem about child labor, first brought Margaret Widdemer of Doyleston, Pennsylvania, into the literary limelight. A graduate of the Institute Library School, she has contributed to magazines since 1912. She has received many prizes and was awarded her Litt. D. by Bucknell and her B.A. by Middlebury University.

She is a member of P.E.N., the council of the Authors League of America and the Authors Guild, and an honorary member of the Browning Society. Her books include: "Factories with Other Lyrics," "Collected Poems," "All the King's Horses," "Road to Downderry," "Golden Rain" and many other novels and volumes of poetry.

Miss Widdemer has recited her poems over WOR.

• A. M. SULLIVAN

In his Poetry Appreciation series A. M. Sullivan has introduced almost a hundred of America's outstanding poets to his WOR audience. In a group of special NBC programs he has presented Edwin Markham and Padraic Colum.

Born at Harrison, New Jersey, and a graduate of St. Benedict's Preparatory College in Newark, Mr. Sullivan is a magazine contributor, advertising writer and eminent poet. He is the author of "Progression and Other Poems" and "Elbows of the Wind."

According to Mr. Sullivan, radio is ushering back the day of the troubadour, when the poet interpreted his own verses for his audience.

• PADRAIC COLUM

Born in rural Ireland and educated at the University of Dublin, Padraic Colum at twenty-five wrote plays for the Irish National Theatre.

Besides his poetry, he has written "The King of Ireland's Son" and "The Adventures of Odysseus" for children. Commissioned by the Hawaiian legislature to collect native legends, he has written two volumes—"At the Gateway of the Day" and "The Bright Islands." Since 1914 Mr. Colum has lectured annually in the United States.

He has read his poems in the Poetry Appreciation hour, told Irish stories over NBC, and given recitals on St. Patrick's Day. In 1930 he broadcast from London to America.

• BABETTE DEUTSCH

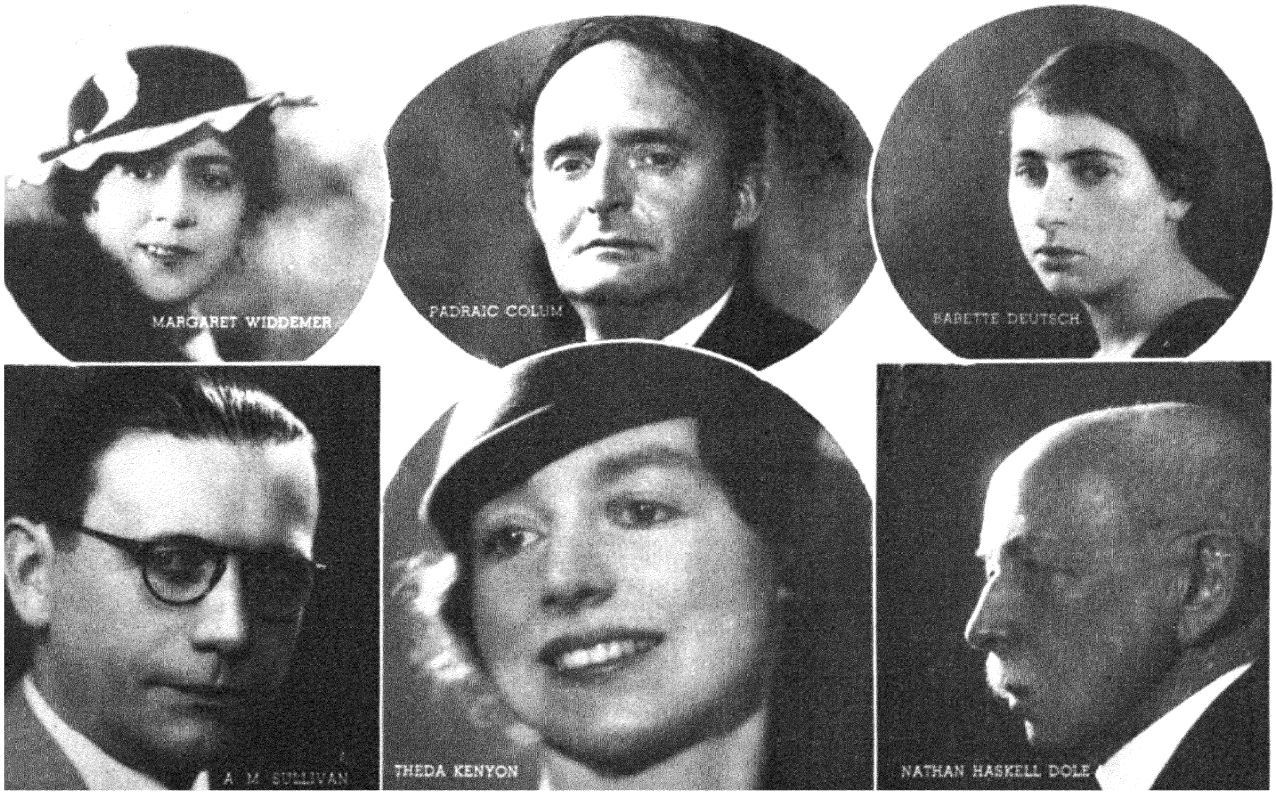
Babette Deutsch, novelist, poet, critic and essayist, was born in New York City and graduated from Barnard College in 1917. She is the author of four books of poetry and essays on modern poetry, and her most recent novel is "Mask of Silenus." Her verse and criticism are welcome contributions to leading reviews.

In 1930 her voice was first heard on the air, and her poetry programs have been broadcast over WOR, WEVD and NBC. She is a lecturer at the New School for Social Research.

• NATHAN HASKELL DOLE

Nathan Haskell Dole was born in Chelsea, Massachusetts, and as a graduate of Andover College studied languages at Harvard. He taught at DeVaux College, became art, literary and musical editor of several Philadelphia publications, edited a history of Russia, translated nearly all of Tolstoy, was managing editor of Epoch, and acted as literary advisor to the Crowell Company. Resigning to become manager of D. Appleton Company, he later free-lanced.

Mr. Dole has translated hundreds of songs and librettos. He is famed for his poetry and entertaining lectures, and has taken part in A. M. Sullivan's Poetry Appreciation broadcasts.





• ANNA ELEANOR ROOSEVELT

The wife of the President of the United States is an outstanding woman in her own right, a member of the illustrious Roosevelt family, which seems to have been born to leadership in the public life of our country. Born in New York and educated at Russell Sage College, she has distinguished herself in educational, sociological and political fields as finance chairman of the woman's division of the New York Democratic State Committee from 1924 to 1928, member of the advisory committee of women's activities of the Democratic National Campaign Committee in 1928, vice-principal of the Todhunter School and vice-president of the New York State League of Woman Voters. She has written "When You Grow Up to Vote" and "It's Up to the Women," and edited "Hunting Big Game in the Eighties."

Her manifold duties as White House hostess have not prevented her from continuing her many interesting activities. She flies to professional, social and club engagements, exerts a powerful influence on important committees, and by her vigorous campaign utterances to women voters has proved herself a potent factor in the state politics of her party. A trail-blazer like her husband, she refuses to be hampered by tradition, and creates precedents instead of following them.

Mrs. Roosevelt has addressed unseen audiences many times on special occasions, also over NBC for Pond's, Simmons and Johns-Manville, and in the CBS programs for the Remington Typewriter Research Bureau and the Selby Shoe Company. Her discussions of pertinent problems facing the woman of today are helpful, broadminded, courageous and understanding. She contributes to charity all her earnings from radio work. The first lady of the land has become the first lady of the American air waves.

• AMELIA EARHART

From Atchison, on the old Santa Fe trail through Kansas, a slender bit of a girl with a shock of curly brown hair winged her way across the world into the hearts of her countrymen and millions of European admirers—the Ogontz School in Pennsylvania, Hyde Park in Chicago and Columbia University being way stations on her road to world fame.

In 1920 she experienced her initial flight as a passenger with Frank Hawks; then she learned to fly her own plane in California, and was the first American woman to be granted a license by the Federal Aeronautics *Internationale*. The daring Miss Earhart was the first woman to cross the Atlantic by air, flying from Newfoundland to Wales in 1928 with Wilbur Stutz in the monoplane "Friendship"—the first to fly a plane across the continent and to take an autogyro from coast to coast and return.

In 1932 the world held its breath while the dauntless Amelia hopped off solo from Newfoundland to Ireland—the second person who had dared the Atlantic wastes alone.

In 1935 the intrepid aviatrix soared from Honolulu to Oakland, California, in eighteen hours and fifteen minutes—solo from Diamond Head to the Golden Gate—and again America was proud and the world was thrilled by the latest exploit of George Palmer Putnam's wife—the only woman who has traveled the sky lanes over both oceans alone. She also holds the woman's transcontinental speed and long distance flight records.

Closely associated with the development of commercial aeronautics in America, Miss Earhart was one of the founders and the vice-president of the Boston-Maine Airways.

She has written "The Fun of It" and "20 Hours and 40 Minutes," as well as many articles. Popular as a lecturer, she is also a frequent radio speaker and has been heard with Grantland Rice and the Terraplane, American-Bosch Radio and Beech-Nut programs.

Honored by foreign governments and our own, she has received the Distinguished Flying Cross and the Gold Medal of the National Geographic Society. Mrs. Roosevelt has recently named her as one of the country's foremost women, and all America acclaims her as queen of the airways and air waves.

The spontaneous wave of whole-hearted enthusiasm which swept over Mexico City when the citizens of mañana land welcomed her on the occasion of her recent good-will flight has only been paralleled by their tumultuous reception to her great countryman and fellow flier, Colonel Charles A. Lindbergh. In the spacious plazas *"Viva la Earhart"* rang from thousands of friendly throats; her name was cheered along the broad *avenidas* and toasted in the fragrant seclusion of many a scented patio.

Zooming over Washington on her return, she established two records when she grounded her crimson ship amid wild acclaim at Newark Airport.





DR. WILLIAM LYON PHELPS

• DR. WILLIAM LYON PHELPS

Brilliant lecturer, critic and scholar, William Lyon Phelps, the popular Yale professor of literature, was born in New Haven, Connecticut.

Dr. Phelps has exercised a tremendous influence on public tastes in literature and drama through his nation-wide lectures.

His keen sense of humor, genial personality and shrewd showmanship have made him America's most beloved professor.

In his criticisms he ignores rather than condemns the books and plays he does not like. The combined circulation of periodicals to which he contributes has been estimated at ten million.

President of the New Haven Symphony Orchestra, he is active in the little theatre movement and has been elected honorary pastor of the New Haven Baptist Church.

Among the books of his own authorship are "Happiness," "Essays on Modern Novelists," "Essays on Modern Dramatists," "The Advance of English Poetry" and "Robert Browning."

In 1933 and 1934 Dr. Phelps broadcast as the Voice of America, sponsored by Underwood Typewriter, and his witty comments set the tempo of the Swift program.

An enthusiastic punster and ardent tennis and golf devotee, he is an advocate of the full, balanced life.

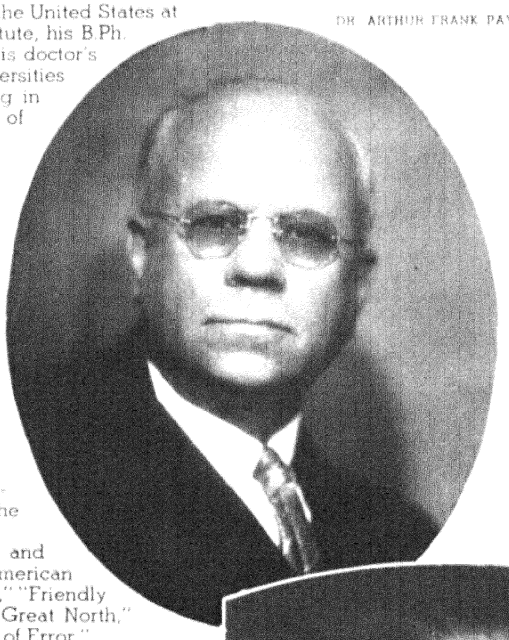
A master of repartee, this New Haven pundit embellishes his sparkling conversation with apt allusions and brilliant original observations drawn from a retentive mind which is a veritable storehouse of literary gems.

• DR. ARTHUR FRANK PAYNE

Born in Birmingham, England, Arthur Frank Payne came to the United States at twelve. He received his B.S. from the Bradley Polytechnic Institute, his B.Ph. from the University of Chicago, his M.A. from Columbia, and his doctor's degree from Harvard. After serving on the faculties of the Universities of California, Minnesota, Colorado and Harvard, and studying in Vienna, he became personnel officer and associate professor of psychology at the College of the City of New York.

Eight years ago he first broadcast over WJZ. His WOR programs, addressed to an intelligent audience, cover talks to the mentally sick, replies to problem letters and the discussion of psychological questions of social import.

Dr. Payne's empirical approach, lucid explanations and humanly interesting treatment make this a fascinating subject.



DR. ARTHUR FRANK PAYNE

• DR. VILHJALMUR STEFANSSON

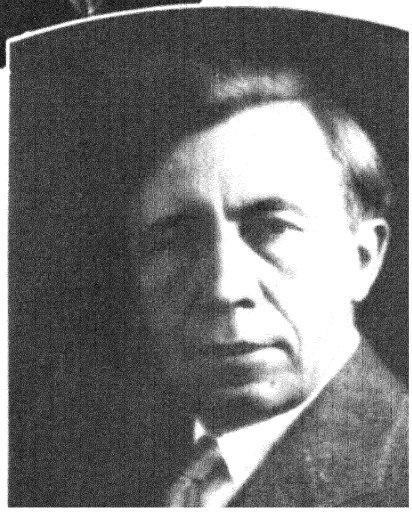
Vilhjalmur Stefansson was born at Arnes, Manitoba, Canada. Making his first trip to Iceland in 1904, he returned the following year on an archaeological expedition for the Peabody Museum of Harvard University. He visited the Mackenzie Delta for ethnological study for Harvard and Toronto Universities, and headed a second expedition from 1908 to 1912 for the American Museum of Natural History and the Government of Canada. As commander of the Canadian Arctic Expedition from 1913 to 1918, he explored on land and sea in the Arctic regions of Alaska and Canada.

A frequent contributor to popular and scientific magazines and technical publications of the Canadian government and the American Museum of Natural History, he has written "Life with the Eskimo," "Friendly Arctic," "The Northward Course of Empire," "Hunters of the Great North," "The Adventure of Wrangell Island" and "The Standardization of Error."

Dr. Stefansson has been a lecturer at Tufts College and associate in anthropology and lecturer in geography at Harvard. Various universities have awarded him the degrees of A.B., LL.D., A.M. and Ph.D. He is a fellow and medalist of many learned societies and a member of The Explorers Club and the Harvard Club.

Dr. Stefansson has spoken on WEAQ for the Ohio School of the Air, for the Chicago Tribune over WMAQ, on the program inaugurating the NBC studios in Radio City, at the 1934 dinner of The Explorers Club, in the American Museum round-the-world Bosch broadcast and on vocational guidance for WABC.

Modesty marks this modern Viking as a man of few words and great deeds, but a delightful sense of humor lurks behind his bushy brows and expressive, kindly mouth.



DR. VILHAJALMUR STEFANSSON

• "BABE" RUTH

Herman Ruth played on the baseball team at St. Mary's Industrial School in Baltimore. He joined the Baltimore Orioles in 1914, and the Boston Red Sox the same year.

In the World Series of 1916 and 1918 "Babe" achieved brilliant success as a southpaw twirler, establishing an unbroken twenty-nine inning shut-out record. As an American League outfielder he won the sceptre of "The Sultan of Swat" with twenty-nine home runs in 1919.

"The Bambino" was sold to the Yankees in 1920 for a hundred thousand, and his salary rose to eighty thousand by 1930. He set circuit-wallop records with sixty home runs in 1927, and three round-trippers in single World Series games in 1926 and 1928. Last season he knocked out his seven hundredth home run.

With exhibition tours, films, vaudeville and sporting goods endorsements the champion slugger has swelled the earnings of his twenty-one year diamond career to nearly two million. In Japan he was acclaimed with a hearty "*Banzai.*" In 1935 he transferred to the National League, and played during the spring with the Boston Braves.

• WILLIAM TATEM TILDEN

After graduating from the University of Pennsylvania and trying newspaper and film work, this Philadelphian held the world's amateur tennis championship from 1920 to 1925. In 1929 he regained the United States title and took the trophy cups from the Netherlands and Swiss defenders. Two years later he became a professional.

Tilden has authored "The Art of Lawn Tennis," "Mixed Doubles," "Common Sense of Tennis," "The Pinch Quitter," "The Phantom Drive," "Match Play," and "The Spin of the Ball."

His verbal volleys as guest on the Hudson and other programs scored with a large gallery of fans.

• GRANTLAND RICE

Born in Murfreesboro, Tennessee, Grantland Rice graduated from Vanderbilt University, began his career as sports writer for the Nashville News and Atlanta Journal, and in 1911 joined the New York Evening Mail. From 1914 to 1930 he covered sport topics for the Herald Tribune. Since then he has been with the North American Newspaper Alliance.

His "Sportlights" films are very popular screen fare. Sponsored on NBC in 1931 by Coca Cola and during the last two football seasons by Cities Service, he has also been presented by Richfield Oil on the Columbia Broadcasting System.

• JACK DEMPSEY

Developing a powerful physique in mining, farming and cattle-punching near Manassa, Colorado, Jack Dempsey began his fistic encounters as a flyweight while still a boy. From 1910, when he won the title from Jess Willard in a historic battle, until 1926, when he lost it to Gene Tunney by a decision, Dempsey reigned supreme in the flamboyant fanfare of the prize fighting game. He was co-promoter of the Stribling-Sharkey scrap and organized the Baer-Schmeling match. In 1929 he conducted fights in Chicago and the following year made a grandiose come-back tour of a hundred arenas. He has thrilled fight fans in four hundred pugilistic frays, and is a familiar figure as referee and as genial host in the sportive atmosphere of Jack Dempsey's Restaurant in New York.

Jack's career has included film roles in "Manhattan Madness," a Pathé serial and the Universal "Fight and Win" series, with guest broadcasts for Pabst, Bi-So-Dol Broadway Varieties and Edwin C. Hill.

• COL. ALBERT PAYSON TERHUNE

Schooled in Europe and Springfield, Massachusetts, Albert Payson Terhune of Newark, New Jersey, graduated from Columbia in 1892.

As a young man he went native in the Near East, rode through the Syrian wilderness, and swam the Jordan.

In 1894 he joined the New York Evening World, and for twenty-one years loved his associates and detested the work. After dabbling in fiction from the pulps to the Post, he achieved fame at forty with his dog stories, and wrote many successful books with a canine background, including "Laddie: A Dog," "Bruce," "Treve," "Buff: A Collie" and "Lochinvar Luck."

This big, rugged sportsman, whom Corbett called the greatest amateur boxer of all time, brings to radio, in his powerful, mellow voice, the zestful flavor of riding, fencing and shooting at his country estate, "Sunnybank," near Pompton Lakes, New Jersey, where his kennels still house ten of his original thirty pets.

His gripping dog yarns have been sponsored by Collier's, Coca Cola, General Electric and Spratts; and he has been a guest of Alexander Woollcott on Station WABC. In 1927 his house dogs, hearing his voice on the air for the first time from WEAF, tried to demolish the radio set and almost wrecked the room in their attempt to rescue their master from that strange box.

Colonel Terhune is a member of the Dutch Treat Club and an honorary life member of The Adventurers' Club.

WILLIAM TATEM TILDEN "BABE" RUTH GRANTLAND RICE JACK DEMPSEY COL. TERHUNE





TOM TERRISS



MR. & MRS. MARTIN JOHNSON



THE FLYING FAMILY

from a Drawing by G. Maillard Kesslère, B.I.



CLYDE PANGBORN

• TOM TERRISS

Vagabonding across the face of the earth in search of new thrills for his public, seeking rare sights and weird mysteries, finding truth stranger than fiction, poking into odd corners and lost cities, carrying his cameras and his imagination from the white peace of desert oases to the scarlet bedlam of the ancient cities of sin—from the sultry ports of the poppy to the purple lotus isles—Tom Terriss, the Vagabond Director, has filmed the forgotten wonders of the world.

A London lad, Oxford bred, he twice circled the globe before the mast when not yet twenty-one. Close-ups of his life include sheep farming in Australia, raising cattle in the Falkland Islands, bicycling from Morocco to Egypt, acting on the English stage, touring the United States, Mexico, Europe and Russia in vaudeville, and directing films for Vitagraph, Paramount, MGM and Hearst.

For three years he broadcast over NBC networks the magic of his odyssey: uncanny tales of savage tribes, jeweled peacocks, barbaric fetishes, fantastic customs, grinning apes, sinister idols and hidden horrors. In his recent series—Tom Terriss, the Vagabond Adventurer—he has brought to WOR listeners the breathless beauty of that siren of the ages—North Africa, the Circe of the sands—and the glamour of his wanderings in mysterious lands.

Rudy Vallée presented him recently in a thrilling Egyptian episode as a guest of Fleischmann Yeast.

Tom is a popular member of The Lambs and The Adventurers' Club. Quiet, modest, with that far-away look in eyes that have scanned the jagged sky line of the giant Atlas and roved the trackless reaches of the cruel Sahara, he is one of four survivors of the score who risked the curse of the Pharaohs at the opening of Tut-Ankh-Hamen's tomb. With the heart of a nomad, he has peered behind the veil of romance to glimpse secret places and forbidden things.

• THE FLYING FAMILY

Nine-year old Janet Lee, her sister Blanche Kathryn, two years her senior, and their parents, Lieutenant Colonel George R. and Mrs. Blanche Hutchinson, comprise the famous Baltimore family of the air. For seven years they have flown seventeen planes one hundred fifty thousand miles across three continents and over icebergs to Greenland and Iceland. Mrs. Hutchinson assists in navigation and tutors the children, whose pet is a lion cub.

Colonel Hutchinson is a transport pilot, writer and lecturer; and the elder daughter makes public addresses. They have dramatized their adventures on the vaudeville stage and in frequent NBC and WOR broadcasts.

The family has been presented to presidents, officials and world celebrities, and flew with a document from President Hoover to the governors of forty-eight states.

• CLYDE PANGBORN

Clyde Pangborn began his training in ground service at the University of California under the egis of the Golden Bear. After serving as instructor, he was discharged in 1919 as a commissioned officer. Then he exhibited in a home-made plane.

In 1920 he was the first to climb from an automobile to an airplane by a swinging ladder. His Flying Circus toured every state. He demonstrated ships in South America and inaugurated the first transcontinental express air service between Los Angeles and New York.

When storms forced him down in Siberia while he was racing Post around the world in 1931, Pangborn captured the twenty-five thousand dollar prize as the only pilot who has spanned the vast Pacific wastes in a single hop—a gruelling fifty-three hundred mile flight in forty-one hours landing dramatically in Clyde's home town—Wenatchee, Washington. In 1934 he won second prize for speed in the International Air Derby from England to Australia.

He has been interviewed on the air in this country and Japan, and in California MacMillan Oil sponsored a radio dramatization of his Australian race.

On his globe girdling non-stop air dash Pangborn will carry with him the flag of The Adventurers' Club of New York. His new Burnelli plane is equipped with the most powerful radio apparatus.

Roar on, Clyde, to new victories and fresh laurels!

• MR. AND MRS. MARTIN JOHNSON

Born in Rockford, Illinois, at fourteen Martin Johnson began the travels which have made him and his wife outstanding as explorers and wild animal photographers. His dream of adventure was realized when he sailed around the globe on a forty-three foot schooner with Jack London.

He married Osa Leighty, a pretty, spirited girl of Chanute, Kansas. Together they have filmed "Cannibal Land," "Head Hunters of the South Seas," "Jungle Adventures in Borneo," "Camera Trails in Africa," "Simba," "Across the World," "Congorilla" and "Baboona."

The Johnsons both hold pilot's licenses and have flown twenty thousand miles over the big-game districts of the African veldt and from Nairobi to London. Besides lecturing extensively, they have broadcast as guests of Shell Oil, Coca Cola and Gem Razor and in the Bosch Magneto explorers program, also in an exchange of greetings with Admiral Byrd.

Martin is a member of the Circumnavigators and Explorers Clubs, and author of "Through the South Seas with Jack London," "Cannibals of the South Seas," "Camera Trails in Africa," "Lion," "Safari" and "Congorilla."

Osa has written "Jungle Babies," "Jungle Pets" and many magazine articles.


ROBERT REUD

• ROBERT REUD

After winning medals for English at two universities, Robert Reud left his North Carolina homestead for New York, where he joined Max Reinhardt, Gilbert Miller and Charles Frohman as publicity director. At nineteen he sold his first story. The scripts for his Town Talk program on WRNY came from his pen, and WOR has been broadcasting his Gotham gossip twice weekly.

Brilliant, witty, sophisticated—that's Bob Reud. He has roamed the world, but is now exploitation manager of the St. Moritz; and the walls of his office are covered with autographed pictures of the film and stage celebrities he has ballyhooed.


ED SULLIVAN

• ED SULLIVAN

This typical New Yorker began his eventful career in 1919. While writing sport topics for the Evening Mail, he tagged Helen Wills with her nickname, "Poker Face." In 1925 he joined the staff of the Morning Telegraph, and the following year the World. He became sporting editor of the Graphic in 1927 and five years later conducted a column for that tabloid—"Ed Sullivan on Broadway." Since 1932 the nocturnal scrivener has been gleaning happenings and whisperings in the purlieus of the Main Stem for his "Broadway" column in the Daily News.

Ed has toured in vaudeville as master of ceremonies with night club acts, and appeared in a film with Weismuller, also in that Paramount epic of the White Lights, "Mr. Broadway."

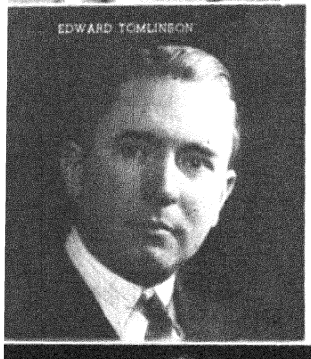
WOR first brought him to the air in 1928 for Adam Hats; on CBS he was sponsored three years later by Gerardine and in 1932 by American Safety Razor. He was master of ceremonies for the NBC studio dedication and chatted on that chain for St. Joseph Aspirin.


ROD ARKELL

• ROD ARKELL

Rod Arkell started as cub reporter and feature writer, and his comic verse soon appeared in the Hearst publications. He was owner of a Florida paper and broadcast from the CBS station, WQAM, for the Miami Daily News and the Tampa Times. Later Rod was known as the Philco Philosopher. In New York, Columbia engaged him to interview celebrities and report special events; and he has handled publicity for WOR artists. His interviews have been heard on WJZ for Bab-O, and CBS has broadcast his philosophy for Carlsbad Sprudel Salts. He announces the Empire Gold Buying Service program on WOR and NBC; and is heard over WMCA in news reviews and as the Broadway Philosopher.

Arkell is associated with the William H. Rankin Agency.


EDWARD TOMLINSON

• HARRY HERSHFIELD

Born in Cedar Rapids, Iowa, Harry Hershfield attended the Academy of Fine Arts. At fifteen he worked on the Chicago Daily News as cartoonist, reporter, cameraman and office boy. Then he served on the San Francisco Chronicle as sporting cartoonist and on the New York Journal, where he started "Desperate Desmond" and "Abie the Agent." His "According to Hoyle" is a popular comic feature of the Herald Tribune. He has appeared on the stage and in shorts, and was the first nonprofessional except the late Calvin Coolidge to appear in talkies.

A celebrated master of ceremonies and raconteur, he has been on the air as toastmaster or guest on many important occasions, and has introduced more famous Americans and international figures than any other person in the world. In his program, One Man's Opinion, he commented on the news of the day.

He is a collector of paintings of all schools, but is extremely proud of his Rembrandts and Reubens.

• EDWARD TOMLINSON

For five years this internationally famous scribe, lecturer and broadcaster wrote special feature articles on South America for Collier's, and is now a special feature writer for Universal Service and the American Weekly.

During 1932 and 1933 his weekly program, the Other Americas, was sent over an NBC coast-to-coast network, and the following year he was heard in a special international broadcast from the Pan-American Conference at Montevideo via CBS.

• BARON GEORGE WRANGLE

Educated in Walmer, Kent, England, young Wrangle tried the hotel business, then represented a financial house. He began his newspaper career in 1924 with Universal Service, later becoming fashion and society correspondent in Paris.

Since coming to America in 1928, Baron Wrangle has been society editor of the New York Journal, under the name of Billy Benedict. In 1933 he introduced his "Cocktails and Caviar" column to Journal readers, then presented Champagne Cocktails over WMCA under the sponsorship of Colony, Prince Matchabelli, Saks, Jaeckels, Hattie Carnegie and Jay Thorpe, mentioning these names incidentally during the social gossip.


HARRY HERSHFIELD

BARON WRANGLE

Jesters

PROBABLY one of the most difficult tasks in the whole gamut of radio entertainment is that of the comedian, as he must tickle the risibilities of his unseen audience without an iota of help from funny hats, voluminous trousers, freak suits, slapsticks and the other paraphernalia of the stage funny man Props and costuming are an undeniable aid in getting a line of chatter and gags across the footlights, but the radio comic must rely on clever, humorous material plus microphone personality to obtain laughs from his air audience, without the antics, grimaces, trick outfits and gadgets used in vaudeville, musical productions and motion picture comedies An original bit of business on the boards will often convulse even the old-timers, but the technique of the ether entertainer must be subtle, swift and sure, geared to the reactions of an unseen host of patrons of varying tastes and mentalities

The biggest names of stage and screen have been recruited to swell the ranks of the kilocycle clowns and network jesters, but the stations have also developed their own mirth provokers with occasional brilliant success

In this chapter you may meet famous comedians and comediennes whose witty banter, mad pranks, pert quips, wise cracks, puns, ludicrous situations and harebrained prattle supply the tonic which whets your appetite for the more serious programs of the evening.



AMOS 'N' ANDY

● When Freeman F Gosden came into the world at Richmond, Virginia, his father, a Confederate soldier, would have been quite amazed had someone told him that his son was to become a familiar household character. As a youth "Curley" joined the navy, after tiring of selling shoes Later he traveled for the American Tobacco Company, acquiring a familiarity with the picturesque life and quaint speech of the colored people, which was later to serve him so well in his radio career His first stage experience was gained in assisting Thurston by holding the eggs as the magician drew them from a hat

Charles J. Correll was born in Peoria, Illinois, where he had a newspaper route in his youth. Later he ran an elevator in a Y. M C A , then worked as a bricklayer To amuse himself at night he played the piano, as he still does after his broadcasts. This talent enabled him to obtain work in motion picture theatres.

Their mutual love for the theatre led to their meeting at Durham, North Carolina, where both were employed in the same company staging amateur shows. Six years together on the road cemented a friendship which gave the world the beloved pair of the battered derby and the taxi driver's cap

In 1925, after several years of amateur theatrical production, radio work and phonograph recording, they began broadcasting their "Sam and Henry" skit over Station WGN in Chicago. Two years later at WMAQ, the characters of the present delightful pair were created. Their increasing popularity encouraged them to record the first electrical transcriptions ever made by any team exclusively for radio, so their programs could be supplied to thirty-five more stations

Their audience increased so rapidly that the National Broadcasting Company gave them a contract, and since 1929 their adventures have been heard on the Pepsodent program They were the first fifteen minute feature on the network and the first to broadcast six nights a week In the past five years they have missed only two broadcasts, while traveling to Hollywood to make their film, "Check and Double Check."

A tribute to the success of their record-breaking series of eighteen hundred broadcasts is the decrease in telephone calls during their programs When the hour was changed from eleven to seven to accommodate Eastern parents whose children would not go to bed without hearing their favorites, more than a hundred thousand protests from Western listeners flooded the NBC studios. As a solution two broadcasts were arranged four hours apart. Their comical expressions and mispronunciations have become part of the national vocabulary. Sympathetic listeners have sent gifts ranging from typewriters to shoes, dress suits and even a fur neck-piece for Madam Queen.

Freeman is six feet of athletic figure, good looking, with sparkling blue eyes and light, wavy hair brushed straight back He is brimming over with nervous energy and has a truly likable personality.

Charlie's piercing black eyes and whimsical smile endear him to all his friends as a "regular fellow."

At daily conferences in their office each episode is carefully planned, with the outcome often uncertain until the last. In critical stages of the drama they work far into the night Their episodes are written the same day they are broadcast They insist upon genuine negro dialect and realistic situations, instead of the hackneyed minstrel variety.

The Fresh Air Taxicab Company of America, "Incorpulated," has its actual counterpart in a certain small city, and many of their ideas, phrases and droll remarks have been gleaned from Harlem and Chicago's South Side, where they are great favorites of the colored people. Of the three million words contained in the eleven large bound volumes of their scripts, not a line could offend the most exacting taste.

They have played all of the one hundred fifty-six characters which they have introduced, modulating the pitch and quality of their voices for each Speaking as Brother Crawford, Gosden gets that note of nervous impatience in his voice by bouncing up and down on his feet. They live the characters so completely when broadcasting that the presence of even their closest friends in the studio might dispel their illusion of pathos and humor

Deep insight into both the Southern and Northern negro has enabled them to portray these likable characters with sympathy and understanding Often they play eight or ten parts in one broadcast For each new character Freeman and Charlie try several voices until the proper one is found, endeavoring to divide the roles as evenly as possible Among those enacted by Gosden are Amos, the King-Fish, Brother Crawford, Prince Ali Bendo and Lightnin', while Correll is Andy, Henry Van Porter, the landlord and several officers of the Mystic Knights of the Sea.

Their first personal appearance tour was a series of triumphant civic receptions, and recent vaudeville engagements met with enthusiastic response. They have created the largest listening audience in radio history. Millions waited in anxious suspense while Ruby lay dying; and Madam Queen's breach of promise suit aroused nation wide concern These crises and Amos' trial for murder marked the peaks of their enormous fan mail.

In the summer of 1934 they separated for their first holiday in eight years, Freeman spent his vacation in Alaska, while Charlie toured Europe.

Their instinctive sense of the psychology of mass appeal has established their reputation as premier showmen of the air. The pleasure of personal contact with their dynamic personalities, refreshing humor and genial good-fellowship makes it a privilege to call them friends.



AMOS

FREEMAN F. GOSDEN

ANDY

CHARLES J. CORRELL



EDDIE CANTOR

● In the wide-eyed, eager gaze of Eddie Cantor's challenging countenance there is still the reminiscent look of the ghetto gamin who sang, danced and improvised jokes, both stage and practical, in the bedlam of Hester Street. With his sidewalk antics he added to the general din and chaos of New York's East Side. He was in charge of a mail room and later became a stock clerk His impersonations and burlesque stunts led to his first public appearance in an amateur-night program at Minor's on the Bowery. Proudly he took the first prize home to Grandma Esther, the overshadowing figure in his life between the death of his parents in his infancy and his marriage to a childhood friend.

Eddie's talents served him well as a singing waiter in a Coney Island beer garden, but his real start on the stage was in a vaudeville act at Hammerstein's Victoria In a stage wait, he sang for the first time in his own peculiar style, that nervous, staccato delivery which has since made famous his individualistic interpretations. Gus Edwards witnessed this unique performance and assured him of a place among his youthful discoveries. In 1912 he played the black-face butler in this juvenile impresario's "Kid Kaba ret," with others who have since become celebrities While touring with this act, Cantor met Will Rogers, and their warm friendship has lasted to this day. They hold the stage record for philanthropic enterprise, having played, together and separately, six benefit performances in a single evening.

In London his stage appearances, singing one song in Charlot's Revue of 1914, were cut short by the war

Returning to New York, he toured the country with a famous vaudeville team for several months until in Los Angeles Earl Carroll recommended him to Morosco, who gave him his first legitimate role in "Canary Cottage"

His sensational success brought him an offer to join Ziegfeld's "Midnight Frolic" in New York, after which he was featured for several years in the Follies

On the eve of his being starred in a Ziegfeld musical play the Actors' Equity was organized Cantor became one of the leaders in the theatrical strike and has helped guide the destinies of the organization ever since He has also served as president of the N V A.

"The Midnight Rounders," his first starring vehicle, enjoyed a two-year run, followed by "Make It Snappy" In 1932 he wrote much of the material for his leading role in "Kid Boots," which ran for three years Later he made a silent motion picture of this clever extravaganza, followed by a cinema comedy, "Special Delivery." Then for the first time in the history of the Follies Ziegfeld billed an individual star, and that star was Eddie Cantor.

The success of his last and greatest musical farce, "Whoopee," was repeated by the Goldwyn-Ziegfeld movie version in full colors. "Palmy Days" was his second comedy film Then came the hilarious "Kid From Spain," the lavish Goldwyn production, "Roman Scandals," in which his wistful humor flashed amid opulent scenes of the beauty court and slave market, and more recently "Kid Millions."

Cantor is the author of an autobiography, "My Life Is in Your Hands," and four humorous booklets "Caught Short, "Between the Acts," "Yoo! Hoo! Prosperity" and "Your Next President" His serialized story of the late Florenz Ziegfeld, which appeared in Collier's under the title of "King, Queens and Jack," is to be published later in book form. He has also written considerable material for the stage, including Earl Carroll's "Sketch Book"

Eddie is essentially a home man, devoted to his wife and five daughters, but is active in the Screen Actors' Guild and the Jewish Actors' Guild. He hates noise and loud clothes, loves old friends and new ideas, and enjoys ping-pong and sunshine.

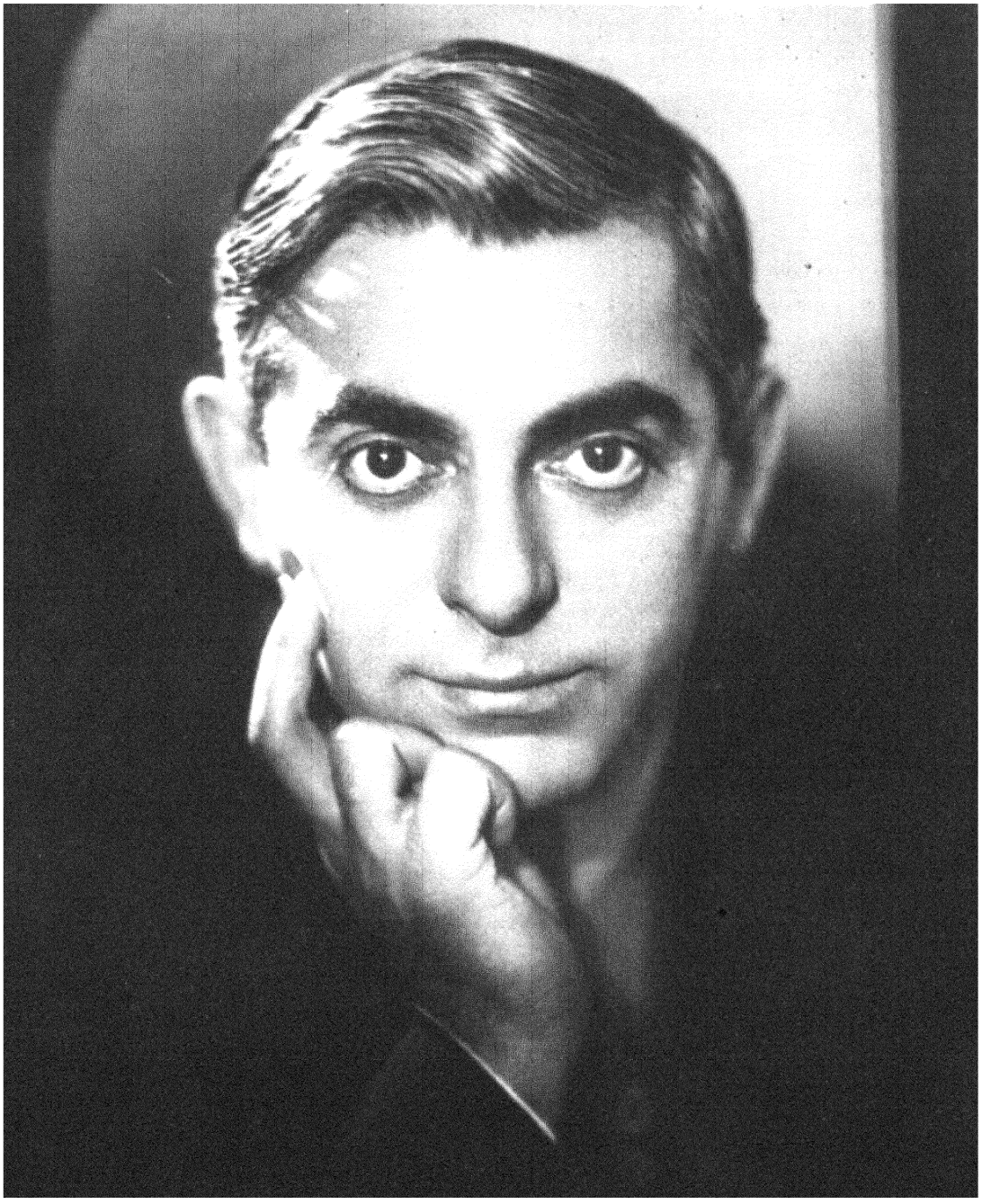
In 1931 Eddie's radio career was launched with gratifying results. Several important polls have listed him as the greatest air attraction After four brilliant years as the star of the Chase and Sanborn Sunday night broadcasts over NBC, he vacationed in Europe before beginning his new series for Pebeco

There is something warmly human about Eddie's comedy, that touches a responsive chord in many hearts; and pathos in his skilled hands is not merely sentimental hokum He never "ad libs" on the air because he feels that he is not merely an entertainer but a guest in countless homes -a member of the fireside family group, and that every word should be weighed in advance in order not to offend any listener.

In conferring with President Roosevelt as a member of the Board of the Film Code Authority, Eddie was impressed by his prophecy that radio will become an increasing factor in constructive moral evolution

Eddie's own experience substantiates this. In one of his skits he persuaded a destitute man to give life another trial after attempting suicide. He received several letters thanking him for deterring the writers from self-destruction, as they had decided to give life another chance. This made him realize the serious responsibility of a broadcasting artist, and brought home to him that along with the songs and jokes there are the opportunity and duty to uplift his fellow men—a definite mission which he now knows may even result in saving lives

Out of the crucible of his rough and-tumble youth, his long, hard career on stage and screen, and his endeavor to justify his place in the hearts of the radio public, there has emerged an earnest humanitarian --not just a comedian, but a friendly moralist whose vital intensity and dramatic personality have made him an outstanding public figure





WILL ROGERS

● After visiting South America, Africa and the Orient, William Penn Adair Rogers longed for his native Oolagah, Oklahoma, so he returned to join a Wild West show

He gained his first publicity by lassoing a steer that had broken loose in Madison Square Garden His vaudeville attempts were disheartening, but when he added some characteristic quips to his rope act, his increasing popularity carried him to the Hammerstein Roof

Six years in the Ziegfeld Follies established his reputation, but his success on the screen came with the talking pictures, "They Had to See Paris," "Happy Days," "So This Is London," "Lightnin'," "A Connecticut Yankee," Handy Andy," "State Fair," "Judge Priest' and "The County Chairman"

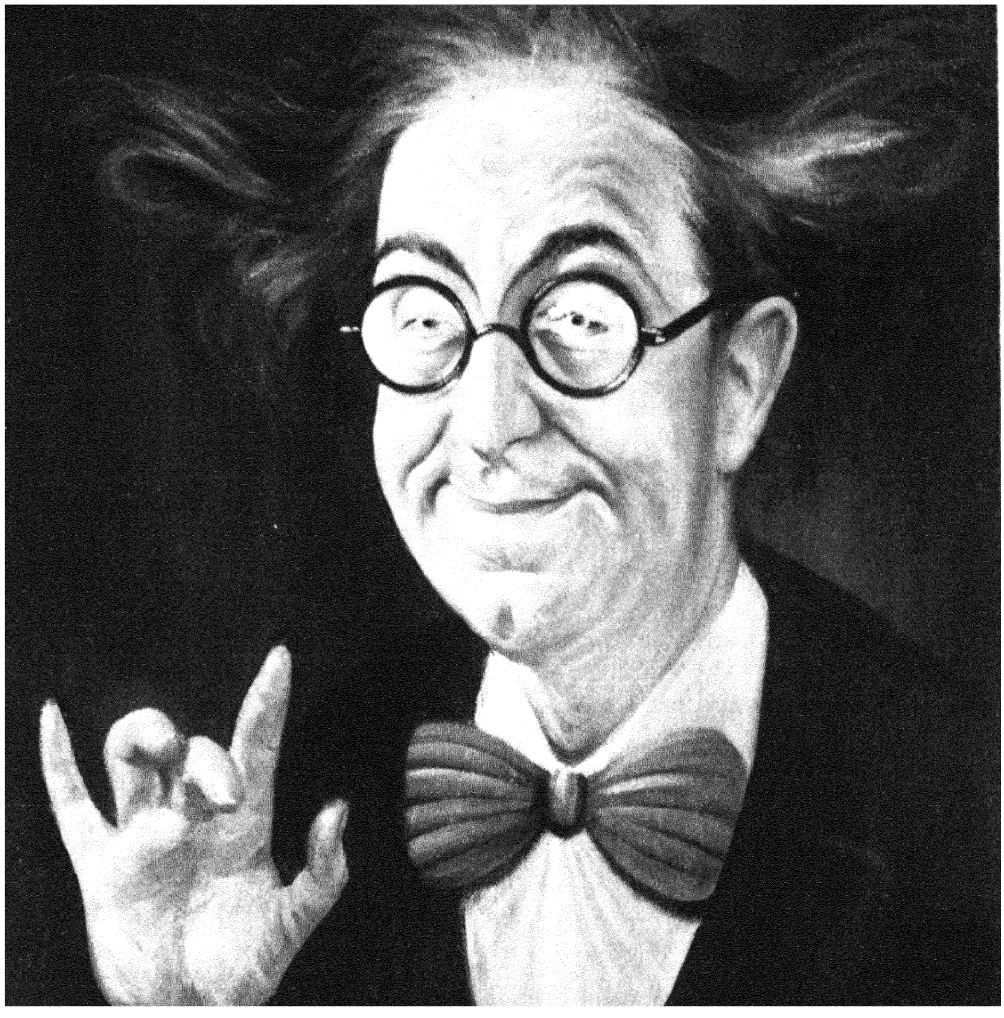
His daily news comments appear in two hundred papers, and his books, which include "The Illiterate Digest" and "There's Not a Bathing Suit in Russia," have gained wide popularity

Rogers is a CBS star whose homely humor and natural, breezy style have created chuckles of good will for Good Gulf Gasoline He finds his chief recreation in playing polo, and is an honorary member of the NBC team

There is something stimulating about a Will Rogers broadcast His genuinely facetious albeit rambling remarks are a great relief from nonsensical puns and hilarious hokum They combine a quaint but convincing philosophy with droll witticism and shrewd observation, disclosing an unusually keen knowledge of human nature

And then the drawling, friendly tone of his meandering anecdotes is a refreshing tonic in itself You laugh with him, not at him, in sharing his amusing experiences The man has color that makes his broadcasts vivid, and his talk bristles with originality and picturesque phrases

After all, there is only one Will Rogers a national figure without an enemy- a political satirist whose telling but kindly verbal barbs leave no sting And that is one measure of a genius



from an Oil Painting by [illegible]

ED WYNN

● Chatting informally with friends and Texaco dealers in the great red, black and silver modernistic studio of NBC, the Fire Chief himself, with helmet awry and grease paint beaded from the effort of high pressure clowning, spoke wistfully of lost opportunities for originality in the movie titled from his famous air characterization. In his nineteen years on Broadway he has written the humorous material for thirty-one plays, but in Hollywood he was told he did not understand cinema technique. So o-o o an expert, who did not understand Ed Wynn's methods of creating laughs, wrote the dialogue.

At sixteen Ed deserted a university training in his native city of Philadelphia to secure his first dramatic engagement, playing a minister of seventy in "American Grit" with a repertory company in Norwich, Connecticut. He also made himself useful by passing out handbills on the street until the company was stranded in Bangor, Maine.

Later, while representing his father's wholesale milliner / establishment as salesman, he discovered the comic effects produced by wearing ridiculous headgear, and he still makes use of this trick in his stage antics.

After many theatrical adventures with one partner or another in various vaudeville acts, including Jack Lewis "The Rah Rah Boys," a part in the Ziegfeld Follies of 1914 gained him immediate recognition as a comedian.

Continuing his career in the Passing Show and the Gaieties, he eventually composed the music and lyrics for "Ed Wynn's Carnival," the success of which inspired him to write, produce and direct two of his most outstanding successes, "The Perfect Fool" and "The Grab Bag."

He later appeared in George White's "Manhattan Mary," and then as the star of Ziegfeld's "Simple Simon." In 1932 he resumed his own management with his "Laugh Parade."

His exaggerative anecdotes, ludicrous mannerisms and hysterical laugh have won him a wide following.

As the Fire Chief, his noisy revelry and pun seasoned persiflage with Graham McNamee have provoked gales of merriment in millions of homes via the NBC air waves.

• BURNS AND ALLEN

The madcap of this sheer nonsense team was born in San Francisco Schooled at a convent, Gracie Allen spent her vacations on the stage After training as a dancer, she appeared at the Hippodrome in San Francisco, then came East, playing an Irish colleen in a variety act

As an East Side lad of eight, George Burns was an amateur night performer and sang with a back yard quartet He rose to dramatic heights in a sketch at the Windsor Theatre on the Bowery, while singing with the Peewee Quartet

George was introduced to Gracie twelve years ago while playing in vaudeville at Union Hill, New Jersey Two weeks later they opened their act in Newark, and after three years on the Keith circuit they made fourteen Paramount shorts Later the same producer featured them in 'The Big Broadcast,' International House," 'College Humor," 'Six of a Kind, 'We re Not Dressing," Many Happy Returns and Love In Bloom '

They played the Palace in the famous Cantor-Jessel nine week run, and Cantor gave Gracie her first chance on the American air waves In 1932 they started their Robert Burns Panatella program on CBS

For four summers they have toured Europe and created chuckles for the British Broadcasting Company in London, where they first went on the air Their summer schedule last year included a tour of Italy, Austria and Russia and their usual enthusiastic welcome at the Palladium Theatre in London Resuming their Vintage White Owl series in the fall they have also been busy making three more feature films

Gracie's ambition is to have a rose named after her, but it will have to be very beautiful to match her own lovely charm Her husband is a regular fellow and a fight fan He says he could eliminate the hooks and slices from his golf game if, while driving, he could keep his mind off his hobby of giving new twists to old jokes, which is his alibi for the twist he puts on the little white ball



From a Sketch by G. Maillard Kesslere B P



• AL JOLSON

The most popular black face comedian, singer and actor of the stage and screen turned to serious drama in the Kraft hour He was registered by Campbell as a distinguished guest of the Hollywood Hotel and starred by Shell Oil

Asa Yoelson was born in St Petersburg, Russia As a child he came to Washington, D C with his parents, who planned to make him the seventh of a direct line of cantors But Asa was more intrigued by jazz than by chants, so he ran away to become mascot for a regiment in the Spanish-American War, acted as super in a local production of Zangwill's 'Children of the Ghetto, and toured in burlesque and vaudeville 1906 found him originating his informal style of emotional song-interpretation as a cafe entertainer in San Francisco

As Al Jolson, "the mammy singer,' he won renown the world over for his magnetic personality and dynamic renditions of Mammy, April Showers, "Sonny Boy" and other hits he introduced on the stage and on phonograph records

In New York he became a member of Dockstader's Minstrels, and in 1911 the Shuberts signed him for the Winter Garden He appeared in "Bow Sing ' and ' La Belle Paree, and starred in "Robinson Crusoe, Jr , 'Sinbad," Bombo ' and Big Boy '

His first sensational film, 'The Jazz Singer,' was followed by "Say It with Songs, ' ' Mammy and 'Go into Your Dance "



• FANNY BRICE

Fanny Brice, supreme mistress of pathos, accomplished comedienne and inimitable dialectician, has captured the hearts of her large following by her comic yet sympathetic character sketches on the stage, screen and radio. Her unforgettable renditions of "My Man" and other ballads have brought her the accolade for dramatic song interpretations.

Her story is the long, hard struggle from New York's East Side to the glories of a Broadway headliner. Her first success was on amateur night at Keeny's Theatre in Brooklyn, followed by a brief engagement with Cohan and Harris in "The Ballad Girl." After being stranded with a show in Hazelton, Pennsylvania, she traded her shirt waists and skirts to the chorus girls for dancing lessons, bartering her way from fourth row in the chorus to singing from the gallery and the box, and finally to soubrette of the Trans-Atlantic Burlesquers.

In 1910 Ziegfeld discovered her and for fourteen years she appeared in his Follies and other productions. Her talent won laurels in Fioretta, "The Music Box Revue," Fanny" and the films "My Man" and "Be Yourself." The high spots of her life were on the Amsterdam roof, where she appeared in the Midnight Frolics and attained radio stardom with Chase and Sanborn.

Miss Brice's air fans are eagerly awaiting her return from the long road tour of the Follies.

• JIMMY DURANTE

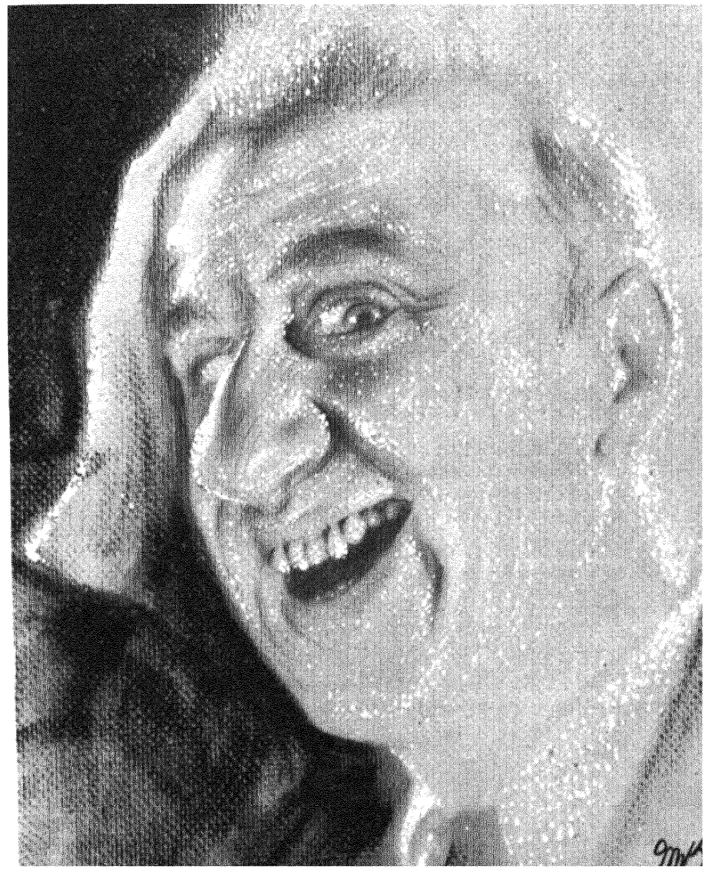
In the race for honors on the ether track, 'Schnozzle' Durante won by a nose. Famed for his exaggerated proboscis, intense mortification, contagious "hotcha" and "colossal" aggravation, he has convulsed millions of stage, screen and radio fans.

He was educated in East Side alleys, pool rooms and cigar stands. Harmonizing with Bowery saloon quartets started him toward stage fame, but necessity forced him to work as a photo engraver.

After singing roustabout songs of his own concoction in Brooklyn beer halls and at church and lodge affairs, his quaint voice and idiotic humor earned stardom for the maniacal team of Clayton, Jackson and Durante.

Jimmy made his film bow in "Roadhouse Nights," while acting as generalissimo of his famous trio's night club. His first role in "New Adventures of Get Rich-Quick Wallingford" was followed by "Cuban Love Song," "The Passionate Plumber," "The Wet Parade," "Speak Easily," "Blondie of the Follies," "Strictly Dynamite," "Hollywood Party" and "Student Tour." His stage success was sensational in "The New Yorkers" and "Strike Me Pink."

In 1933 he was a guest in the Fleischmann hour and his Los Angeles broadcasts for Chase and Sanborn were so successful that, with his nonsensical "Inka Dinka Doo," last year he again nosed his way into the gap left by the summer vacation of the coffee comic. Jimmy is his own accompanist. Fishing, golf and stamp collecting are his favorite pastimes.





JACK BENNY

● A comparatively new star in the constellation of comics who make the loud speakers louder and funnier, Jack Benny forged his way to first place among the favorite laugh dispensers of the air as comedian and master of ceremonies for Canada Dry, Chevrolet, General Tires and Jell O. By a wide margin more than two hundred newspaper and magazine editors in the 1934 poll of the New York World Telegram selected him as the most popular funster and as their second choice among all radio programs.

This wizard of wise cracks, born in Chicago but reared in Waukegan, Illinois, was an ambitious youngster. When his father gave him a monkey wrench and a violin, with the admonition to play safe by learning the plumbing business, the six-year old Jack practiced manfully on the tiny fiddle, and by the time he was fourteen had determined to make music his profession. After a year with a dance orchestra in his home town, he decided at seventeen that he had acquired sufficient professional experience to go on the stage. With a pianist as partner he launched his first vaudeville act.

For six years he toured back and forth across the country, playing his violin. During the war he joined the navy, and as a musician was soon drafted in shows for the Seamen's Benefit Fund. Producing much applause but no contributions by his playing, he laid the instrument down and broke his six years of silence on the stage. His talk brought contributions, but to his great surprise it also elicited laughs. A few more spontaneous gags convulsed the house. At the next performance Benny spared the bow and spoiled the audience with his witticisms.

After the war he returned to vaudeville as a monologist, but he could never bring himself to part with the violin. Even as a headliner, famous for his glib line of mirth-provoking quips, he carried the old fiddle on and off the stage.

He became a popular night club entertainer and one of the first and most successful masters of ceremony in Broadway revues.

The end of a trans-continental vaudeville tour brought him to the Orpheum Theatre in Los Angeles, where his eight week stay established a new house record for a single artist.

Meanwhile talking pictures and the first screen revues struck the film capital. MGM promptly offered him a contract, and he made his cinema début in "Hollywood Revue." Other feature pictures and comedy shorts followed rapidly, including "Transatlantic Merry-Go-Round."

If Jack had not met and married a Los Angeles girl who stipulated an Eastern honeymoon, he might still have been in California, but on their arrival in New York, Earl Carroll asked him to visit a rehearsal of the Vanities, and when the curtain rose on the opening night his name was programmed as star of the show. For two years he continued as chief comedian and master of ceremonies in Carroll's revues.

Jack writes all of his stage monologues and most of his radio material. He thinks radio is more fun than the screen or the stage, but is still faithful to the earlier loves, and frequently dashes back and forth between personal appearances at film palaces and broadcasts with Mary Livingston, his wife.

Now he is waiting for television, to show the air audience his violin.





JOE PENNER

● Joe Penner, who earned his first money catching frogs in the swamps of his native Hungary was born Joseph Pinta, in Nadqybeck Kereck Nine years later he reached the United States and had to start school in kindergarten because he could not speak English

He sold papers in Detroit, and his high soprano voice qualified him for a church choir and occasional amateur nights in the Motor City theatres Joe left high school to go on the road in charge of a gang of magazine subscription solicitors After a temporary billet as filing clerk in the Ford factory he got a job as property man with Rex the mind reader in a traveling variety company

In 1927, after a precarious trouping existence as a comedian in carnivals and burlesque shows, he was engaged for the road tour of the Greenwich Village Follies Then he joined the Publix circuit, appearing at all the leading Paramount theatres This was followed by a series of fifteen two reel pictures for Warner Brothers

Always striving for originality Joe has avoided mimicry and has stayed away from the performances of other comedians He was guilty of imitation only once, when he understudied a German funny man in a burlesque show, but he decided that his lisp, infectious laugh and other original tricks would get more applause Around 1926 his unusual talents began to receive enthusiastic recognition

After the usual local broadcasts arranged by the theatres he played in, Penner was included by Vallée on several Fleischmann programs and was given a contract until June, 1935 for the Bakers broadcast over NBC, with optional renewals for another two years He was featured in the film College Rhythm

For luck in his broadcasts he wears the same comedy hat he used in his vaudeville act seven years ago His famous question, "Wanna buy a duck?", has established him as the comic salesman of the air and he contributed an article on his favorite subject to the Saturday Evening Post

Joe has hundreds of ducks of all descriptions which he receives from his fans One stuffed specimen, complete in every detail, was sent to him by an inmate of an institution, and recently a live duck from West Virginia arrived for him at NBC

In addition to his radio engagements this favorite comedian is appearing currently on the stage He tries to arrange his bookings so that he can attend sporting events, especially boxing contests, and is an ardent theatre goer

Although a newcomer to the air, Joe captured third place among the comedians in the national poll of more than two hundred radio editors under the auspices of the New York World Telegram, and was their first choice by a large majority among the season's new stars



PHIL BAKER

• PHIL BAKER

Leaving his home in New York at fifteen, Phil Baker began his stage career by winning an amateur-night contest in Boston. Later he teamed with Ben Bernie in a very successful vaudeville act, winning popularity with his mastery of the accordion. Star of the Greenwich Village Follies, the Passing Show, "Artists and Models," "The Music Box Revue," "Night in Spain" and "Crazy Quilt," he achieved a twelve-week run at the Palace and established records at several of New York's picture houses.

Exclusive Gotham night clubs have featured this clever performer, and he scored a hit in "Calling All Stars." Sheaffer Pen, Sinclair Oil and Armour have utilized his drawing power for their radio programs.

Fond of children, Phil is frequently seen shooting marbles with street urchins or pitching in a corner-lot baseball game.

• FRED ALLEN

When John F. Sullivan was dismissed from the employ of the public library, the officials of that institution did not know that they were launching one of the funniest comics of the decade.

The favorite son of Somerville, Massachusetts, became Paul Huckle, European Entertainer, who amused his audiences with his efforts at juggling; but when he inserted a few comic remarks in his act the response was enthusiastic. Gradually he dropped juggling in favor of comedy, and under the stage name of Fred James toured the United States and Australia. After the war he introduced himself to Broadway in "Polly," and later fame arrived with the first Little Show and "Three's a Crowd."

The drawling comedian's nasal voice and clever satire have been brought to his fans in the Best Foods Salad Bowl show, the Linit Bath Club series, the Ipana and Sal Hepatica Hour of Smiles and the Bristol-Myers Town Hall Tonight program.



FRED ALLEN

• GEORGE GIVOT

George Givot, the proprietor of the Acropolis Number 7, was born in Russia, but reared in Omaha, Nebraska, where he was adopted by the Givots when his parents died.

At twenty the lure of the stage supplanted his ambition to become a lawyer, so he left the University of Chicago to join a theatrical troupe. Not long afterward his breezy collegiate act was seen in vaudeville. In New York he appeared in "Americana," Earl Carroll's "Sketch Book" and "Pardon My English"; and his unique type of humor caught the fancy of the frequenters of night clubs and cafés.

As guest in the Chase and Sanborn hour, he attracted considerable attention with his clever impersonation, and has since been featured on the Chesterfield CBS hour. Besides convulsing radio audiences as "the Greek ambassador of good will," Givot has been entertaining at the St. Moritz and making personal appearances.



GEORGE GIVOT



GEORGE JESSEL

• GEORGE JESSEL

George Jessel began his professional career at nine, singing with Walter Winchell in New York nickelodeons, supported by illustrated slides and an accompanying monologue by Eddie Cantor.

He has been featured in such musical hits as the Passing Show, "George Jessel's Troubles of 1923" and "The Jazz Singer."

One of his most popular song hits was "Oh, How I Laugh When I Think How I Cried Over You." He has authored several short stories and political articles, and has written movie shorts between the three pictures in which he starred: "Private Izzy Murphy," "Lucky Boy" and "Love, Live and Laugh."

Jessel's program of songs and satire was heard over the WABC-CBS network, and he was master of ceremonies for the Voice of Columbia variety series. He is dean of the Friars Club, vice-president of the Jewish Actors' Guild and a life member of the Elks and Moose.

• RAY PERKINS

Raymond Lamont Perkins was born in Boston, but has spent most of his life in New York, where he attended Columbia University and wrote the music for the varsity show, in which he played the leading role.

His second song was a hit. For a year he was associated with George M. Cohan, and then returned to free-lancing.

After making his radio début in 1926, he went to Hollywood to become head of the music department for Warner Brothers.

In 1933 he returned to the air, creating the role of the Old Topper on the Crush Dry program, and served as an NBC production man. Since wise-cracking for the Palmer House of Chicago, he has become master of ceremonies of National Amateur Night for Feen-a-Mint.

• BERT LAHR

A Yorkville boy, Bert Lahr began his stage career with a kid act. From vaudeville and burlesque he graduated to the legitimate theatre. His first appearance on Broadway was in "Delmar's Revels," followed by featured roles in "Hold Everything" and "Flying High." He has enjoyed the spotlight of public favor as one of the headlined comedians of that brilliant revue, "Life Begins at 8:40." Lahr is well known for his comedy on the Magic Carpet, Chase and Sanborn and Royal Gelatin programs.



RAY PERKINS

RAYMOND KNIGHT



BERT LAHR



• RAYMOND KNIGHT

After receiving his LL.B. from Washington University and practicing law for two years in Boston, Raymond Knight took a course in playwrighting at Harvard. Then he became an actor and stage manager in New York. In 1928 he wrote continuities for NBC, and two years later created the Cuckoo hour. He has written, directed and played roles in Embarrassing Moments in History, Clicquot Club Eskimos, Kelly-Springfield Tires, Making the Movies, Raising Junior, Billy Batchelor and Wheatenaville. He writes a program daily and portrays five or six different characters on the air. He originates sketches for the opera stars who appear in "The Annual Surprise Party" for the musicians' emergency fund, and writes comedy articles for magazines and newspapers. In 1927 he received the Drama League of America award for the best one-act play of the year.

Knight's conversation sparkles with remarks that are witty yet always good-humored.

In his leisure he visits his farm in Connecticut.



• RAY BOLGER

Ray Bolger, one of Broadway's favorite comedians, started his theatrical career in his home city of Boston as a dancer and dramatic actor in a stock company. In 1920, after touring the country in a road show and vaudeville, he and his act were featured at the Rialto and Rivoli Theatres in New York. Parts in "The Merry World," the Passing Show and "Night in Paris" were followed by two years as a comedian in picture theatres.

In 1931 George White's Scandals afforded Ray a vehicle worthy of his talents, and recently he has been headlined in "Life Begins at 8:40." Bolger has guest-starred in the Fleischmann hour.

RAY BOLGER

• TOM HOWARD

At twenty, Tom Howard, a native of Ireland, was seen in vaudeville around Philadelphia. 1924 marked the beginning of his six years with the Greenwich Village Follies. He appeared in the stage and screen productions of "Rain or Shine," in Ziegfeld's "Smiles," and in a series of Paramount and Educational comedies.

Howard was featured on the Chesterfield CBS programs, on NBC in the Hellmann's hour and many times in the Fleischmann show.

Recently he has been welcomed by his many enthusiastic admirers in personal appearances at the leading theatres and cinema palaces in Chicago, Washington and New York.

TOM HOWARD



JOE COOK

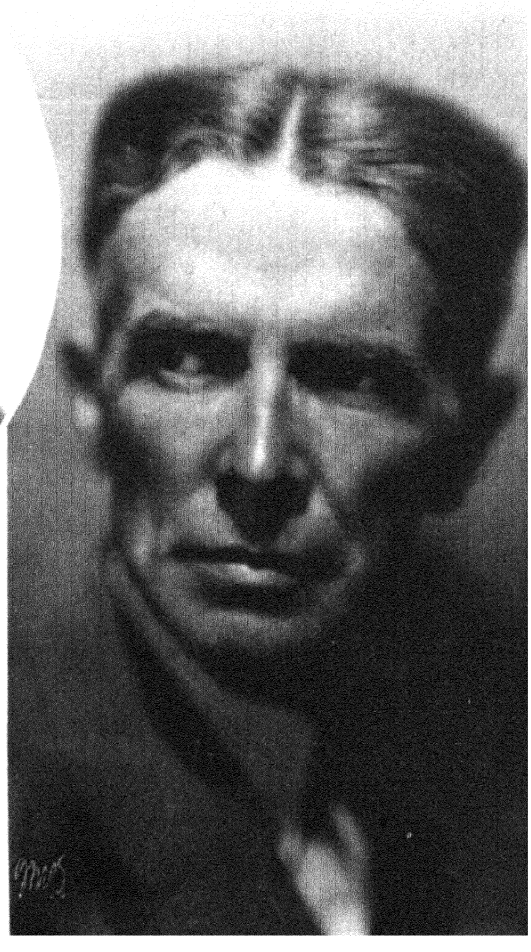
• JOE COOK

"As the twig is bent the tree's inclined." A boy with sawdust in his blood is bound to turn out a showman.

Starting life in Chicago under the name of Lopez, Joe was adopted by the Cook family of Evansville, Indiana, as a four-year old orphan. At six he was the proprietor of and chief performer in an elaborate back-yard show. The family moved to New York when Joe was sixteen, and after breaking fifty dollars worth of Indian clubs he toured as a juggler. Later he did a single in black-face and a clown act with a ukelele. Soon his "one-man vaudeville show" became famous. Joe juggled lighted matches and cannon balls, walked rolling balls and tight ropes, displayed his sharpshooting ability and spun ludicrous yarns.

Success in vaudeville won him a berth in the Vanities followed by three shows of his own, "Rain or Shine," "Fine and Dandy" and "Hold Your Horses."

As guest host of the Colgate House Party, he invented a new brand of radio hokum. At Joe's "Sleepless Hollow" estate the servants are old actors who stage impromptu shows for unwary guests.



• JACK PEARL

After working as stock clerk and song plugger for a Broadway publisher, ambitious young Jake Perlman understudied the Jewish, Italian and German comedians while acting under the name of Jack Pearl in Gus Edwards' "School Days," with which he later toured two years as chief funster. Today he speaks seven dialects.

In 1913 he started two seasons on the Keith circuit, followed by four years in burlesque. The Shuberts featured him annually at the Winter Garden from 1919 to 1930; then he was headlined in the Follies.

During his Lucky Strike program over NBC, he threw himself thoroughly into the character of the comic German baron, actually twisting his tongue in the verbal acrobatics which made him a radio star, and as Peter Pfeiffer in his Frigidaire series he sputtered his way to further fame.

In being interviewed he became so enthused that he forgot his identity as Jack Pearl and slipped into his mendacious role of Baron Munchausen. His replies became so ludicrously exaggerated that even editorial credulity was strained to the laughing point.

To our question, "Were you ever included in a yearbook, Baron —a big one like this?", he answered:

"Oh shure, I vass in a much bigger vun."

"How big was it, then?"

"Oh it vass acres und acres."

"Now Baron, that's too much."

"Vell, it covered a lot of ground."

"How much space did you occupy in the yearbook?"

"Oh I vass on every page."

"That's impossible, Baron. You couldn't be on every page."

"Vat do you mean, unpossible? Dot yearbook vass my diary, und anyvay, vass you dere, Editor?"



• STOOPNAGLE AND BUDD

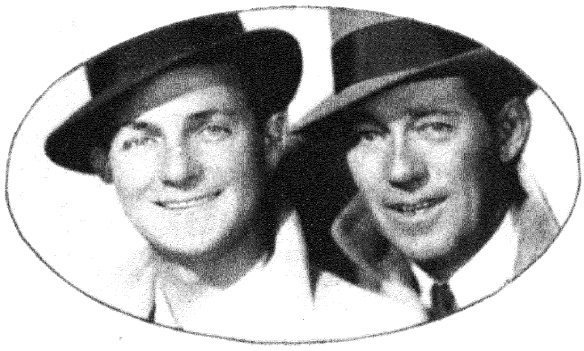
Back in 1930, with a few minutes to fill an emergency gap in the program of a Buffalo broadcasting station, announcer Wilbur Budd Hulick rushed Chase Taylor and a portable organ from the continuity department to the microphone. For an hour and a half they "ad libbed" as "Colonel" Lemuel Q. Stoopnagle and Budd, and the fan mail registered the success of a new team. Soon they were brought to New York as a special WABC-CBS feature, and were later sponsored by Pontiac, Schlitz and Gulf.





Born in Buffalo, Chase Taylor evinced an early interest in amateur dramatic art and writing. In 1925 he made his radio début over Station WGR, and in one year had achieved success in the humorous team of Nip and Tuck over WMAK in Buffalo. He is famous on the air for his idiotic inventions, such as the cellophane umbrella which enables the carrier to see whether it is still raining. He has made several movie shorts and was recently appointed Colonel by the governor of the Blue-Grass State.

Coming from Asbury Park, Budd Hulick completed his musical studies at Georgetown University in 1929 and immediately joined a local orchestra as crooner and saxophone player. After an audition at station WEBR in Buffalo, Budd was immediately engaged as singer, actor, announcer and continuity writer. His air successes include such popular programs as The Gloom Chasers, Happiness House, Major Bullmore Expedition and Plain Folks.



MOLASSES AND JANUARY

• MOLASSES AND JANUARY

Molasses and January are those two black-face comedians whom you have heard during Show Boat intermissions. "Molasses" is Pat Padget, born in Atlanta, educated at Georgia Military Academy and trained in the theatrical school of amateur nights at the local opera house. He joined "Lasses" White's Tab Show in Birmingham, did specialty acts for two years, learned to play the harmonica in Dixie churches, and after a vaudeville tour of the South and West, came to New York.

"January" is Pick Malone, from down Dallas way. Moving to Oklahoma at the age of five, he attended school and the State Normal College there, then joined the army and did his bit entertaining troops at Fort Oglethorpe, Georgia. He toured the entire country in vaudeville and stock after the war. In 1929 he came to New York and met Pat in an automat. After two years at a Newark station, they joined the Show Boat program.

Pat likes sailing, fishing, baseball and photography, while Pick's hobbies are hunting, fishing and golf.



BLOCK AND SULLY

• BLOCK AND SULLY

The feminine half of this comic team, Eve Sully, was born in Atlantic City. At thirteen she danced in vaudeville and later toured the Keith circuit with a band.

Jesse Block is another contribution of New York's East Side to the world of comedy. For five years he appeared in the type of act that has brought fame to the present team.

After he and his wife Eve had toured Europe and played at the Palladium in London, they acted in shorts for Paramount, Warner and Goldwyn, and in the feature film, "Kid Millions."

Radio welcomed them on Eddie Cantor's program and in Vallée's first Variety Show. Since then they have wisecracked for Pebeco on WOR and with the Big Show over CBS.

Eve is a real tomboy and spends her leisure time participating in sports. Her husband is an enthusiastic fight fan.



BILLIE JONES AND ERNIE HARE

• BILLIE JONES AND ERNIE HARE

Born in Norfolk, Virginia, Ernie Hare entered the Peabody Conservatory of Music at Baltimore. Soon afterward he obtained his first theatrical engagement, and later played in fourteen musical comedies.

Billy Jones hails from Manhattan. He worked in a bank, herded sheep in Wales, mined ore, climbed telephone poles and made cables, meanwhile singing in clubs and musical shows. While recording for a phonograph company he met Ernie.

They made a record together, and its success was so instantaneous that they formed the team whose jests and jokes later brought them fame. First known on the air as "The Happiness Boys," later as "The Interwoven Pair" and "The Flit Soldiers," Bill and Ernie have been broadcasting together for twelve years and were heard from WOR in the Purity Bakery broadcasts. Sixty of their electrically transcribed programs have been released throughout the country. For eighteen weeks they were held over at the Roxy Theatre.

Their birthdays, heights and weights are the same.

• PORTLAND HOFFA

The stooge of sing-song delivery on the Fred Allen programs was named after the city of her birth, Portland, Oregon, but spent her school days in Jamaica, New York. Her engagement in George White's "Scandals" was followed by the first Little Show and "Three's a Crowd."

She began her radio career with Fred Allen, her husband, and has been in the Best Foods Salad Bowl show, the Linit Bath Club series, the Ipana and Sal Hepatica Hour of Smiles and Town Hall Tonight.

Her distinctive "Hel-lo-o" has been adopted by many alert office girls.



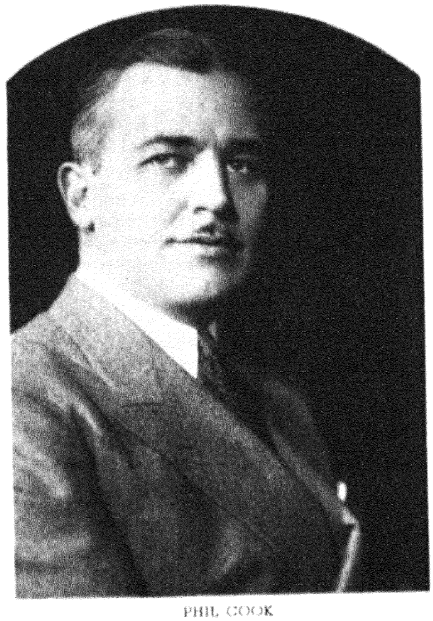
PORTLAND HOFFA

• PHIL COOK

Phil Cook, the man of a dozen voices, discovered his ability to play several parts simultaneously when the illness of his partner forced him to speak for both characters in a black-face series. As the sponsor did not detect the difference, Phil decided he could fool the public with a multiple-voice skit.

Hailing from East Orange, New Jersey, Phil was a commercial advertising artist before beginning his eleven years on the air, during which he has been guest star on many programs and has enacted the Radio Chef, the Shine Boy, Shoe-Prince and X-Ray, Cotton and Morpheus, Flit Soldiers, Buck and Wing, Real Folks, Quaker Oats program, Ingram Shavers, the Colonel and the Nut, and the Good-Humor Man.

He originates all his own songs, sketches and dialogues, and was the first performer to write commercial announcements into the script. His favorite character is the lazy negro.



PHIL COOK

• LULU McCONNELL

Lulu McConnell began her stage career with a stock company in Kansas City, then played on the Orpheum and RKO circuits for many years.

After her appearance in "The Poor Little Rich Girl," she took part in "Snapshots of 1923," the Ziegfeld Follies and "Peggy Ann."

On the air she was heard in the Ex-Lax program with Gertrude Niesen and Isham Jones. Miss McConnell has been devoting most of her time to vaudeville and moving pictures.

LULU McCONNELL



TOM MACK



• TOM MACK

Tom Mack of New York started his dancing career in a vaudeville act with George Raft, and remained a trouper for nine years. He later appeared as a comedian in the Ziegfeld Follies of 1933.

Tom played the role of Cecil in George Givot's sketches over WABC, and was seen on Broadway in Lew Brown's "Calling All Stars."

His tour of the de luxe houses in Chicago, St. Louis, Pittsburgh, Washington and Baltimore led to return engagements in these cities; and his comedy has become an important feature of the Ex-Lax program.

He gave up dancing to concentrate on verbal gymnastics. His tongue-tied and adenoidal imitations are most adroit, and he originates his material.

Mack is scheduled to make a series of novel two-reel films for Hal Roach.

• MARY LIVINGSTON

The ability of this charming actress was revealed in her native city of Seattle, where as a child she sang at various affairs.

It was not until after Mary Livingston married Jack Benny that she became a professional comedienne. Starting in New York, they toured the country for four years in vaudeville. She has been heard in the Canada Dry, Chevrolet, General Tires and Jell-O programs.

Mary's clever, original poems, tuneless songs and hare-brained ideas are indispensable to the hilarity of the entertainment. The appeal of her wistful charm and sweet little feminine ways has endeared her to the hearts of her radio fans throughout the country.

MARY LIVINGSTON



• BEATRICE LILLIE

Beatrice Lillie, or Lady Peel, the foremost comedienne of today, serves her sly, subtle wit with a tangy English sauce.

Born in Toronto, educated at St. Agnes College, Belleville, Ontario, and privately tutored in London, she began her theatrical work with André Charlot in London, appearing in "Tabs," "Cheep," and "A to Z."

A favorite on both sides of the Atlantic, she graced the Charlot Revue in New York and appeared in the films, "Exit Smiling" and "Are You There?". After Charlot's "Masquerade" in London, she returned to New York in the Little Show and Shaw's "Too True to Be Good." Her great British success in "Please" was followed by a New York season at the Rainbow Room in Radio City. She has toured the United States and England in vaudeville and has recorded for Victor and His Master's Voice.

Her humorous sketches and topical songs have been broadcast many times over BBC, and NBC listeners have enjoyed her clever clowning in the Fleischmann, Ford and Borden programs.

The star of "At Home Abroad" is a crack shot and expert on skates and skis.

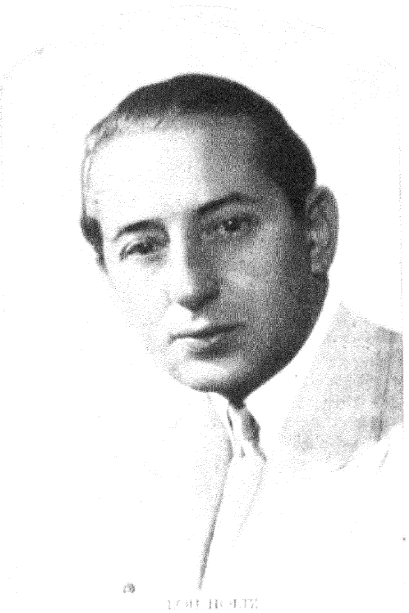


BEATRICE LILLIE

• ALLEN PRESCOTT

Allen Prescott of St. Louis spent three years at the University of Pennsylvania before becoming a film actor. He deserted Paramount for stock, and appeared in three New York productions; then made his radio début on WGBS as news broadcaster for the Daily Mirror.

In 1931 he became station announcer for WINS, meanwhile writing and directing Joe Palooka and other scripts. He also originated and presented the Wife Saver, a ridiculously humorous feature which was later brought to NBC by Fels and Company. The Associated Ford Dealers of New York sponsor his clever script, Gallagher and Sheehan.



LOU HOLTZ

MRS. GOODMAN ACE

ALLEN PRESCOTT





• LOU HOLTZ

Lou Holtz, who was born in San Francisco, started his career as funster in a roadhouse on the Coast. With the help of Elsie Janis he entered vaudeville in the East and soon starred in several editions of George White's Scandals and the Winter Garden revue, "Manhattan Mary" and "Tell Me More," and produced and starred in "You Said It."

In films he has been featured in "Follow the Leader," also in Warner and Columbia shorts.

The Fleischmann hour introduced Lou to the air public, and after enlivening the Chesterfield and Kraft hours, he won the distinction of being the only artist signed by Fleischmann Yeast for an entire series.

• MRS. GOODMAN ACE

Jane and Goodman Ace attended the same high schools in their native Kansas City. When the latter successfully presented Easy Aces over KMBC in 1931, they teamed matrimonially as well as professionally and broadcast their sketch locally from a Chicago station.

Soon their bridge table wrangles attracted such a wide following that they were contracted to air their domestic squabbles over a large network of Columbia stations sponsored by American Home Products.

• JERRY MANN

Born in New York, Jerome Mann began his professional career at the age of nine in vaudeville, and appeared as a comedian for several years. In 1934 he made his radio début over WMCA in Nick Kenny's Scandals, and he has created laughs for Bi-So-Dol in Broadway Varieties on CBS. Recently he has amused a large air audience in Dr. Lyon's Manhattan Merry-Go-Round program.

Because some of his fan mail had been addressed to "Your Old Man," Jerome has adopted the name of Jerry.

JERRY MANN



• MILTON BERLE

As a boy in Harlem, Milton Berle started his career by playing kid film parts with Pearl White, John Bunny and Flora Finch. At fifteen he appeared alone on the major vaudeville circuits, then became master of ceremonies at the Palace, where Earl Carroll signed him for the Vanities. After repeated engagements as master of ceremonies at leading motion picture theatres, he starred in "Saluta" and at the Casino de Paree.

Berle has been a guest several times in the Fleischmann hour and was a popular Old Gold feature.

• EMILE BOREO

After touring Europe for six years with his impersonations and original songs, Emile Boreo of Odessa, Russia, was engaged at eighteen by the Moscow Art Theatre for "*Chauve Souris*," in which he created the dance, "Parade of the Wooden Soldiers." He toured all through the United States in this vehicle, and in New York played in "The Merry World," the Passing Show and "Artists and Models." After command performances for the Prince of Wales he appeared on the Orpheum and Loew circuits in an original novelty skit.

Boreo was heard on CBS in the Big Show.



MILTON BERLE

EMILE BOREO

• TEDDY BERGMAN

This New Yorker studied at the Columbia School of Journalism and the American Academy of Dramatic Art, turning down offers to become a professional wrestler. He made his début over WOR in 1927 in "The Singing Jailbirds," and has since appeared in one hundred and five different programs. In six years he has played over one thousand characters in twenty-two dialects, winning the sobriquet, "The Lon Chaney of the Air." One of his most notable characterizations was Joe Palooka.

He has appeared with Rudy Vallée, Eddie Cantor and many other stars, and has been heard in the Musical Grocery Store program over NBC, also in support of Fannie Brice, Bert Lahr and other leading favorites.

• ARTHUR BORAN

While attending high school in New York, Arthur Boran entertained over WMSG and WHN with vocal imitations of dancers, and took part in the Mae West show, "Wicked Age." With Winnie Lightner's Kit Kat Trio he played in London and on the major circuits.

In addition to guest-starring in the Hellmann, Chase and Sanborn and Kraft series, this talented comedian and mimic from Decatur, Indiana, has participated in the Buick, Ruppert Beer and Colgate hours, and has been featured in metropolitan theatres and Paramount shorts.

Ben Bernie presented him with the Pabst Blue Ribbon radio award this year for making the most progress in 1934.

After a successful Southern vaudeville tour, Boran journeyed to Hollywood to create laughs in feature films.



TEDDY BERGMAN

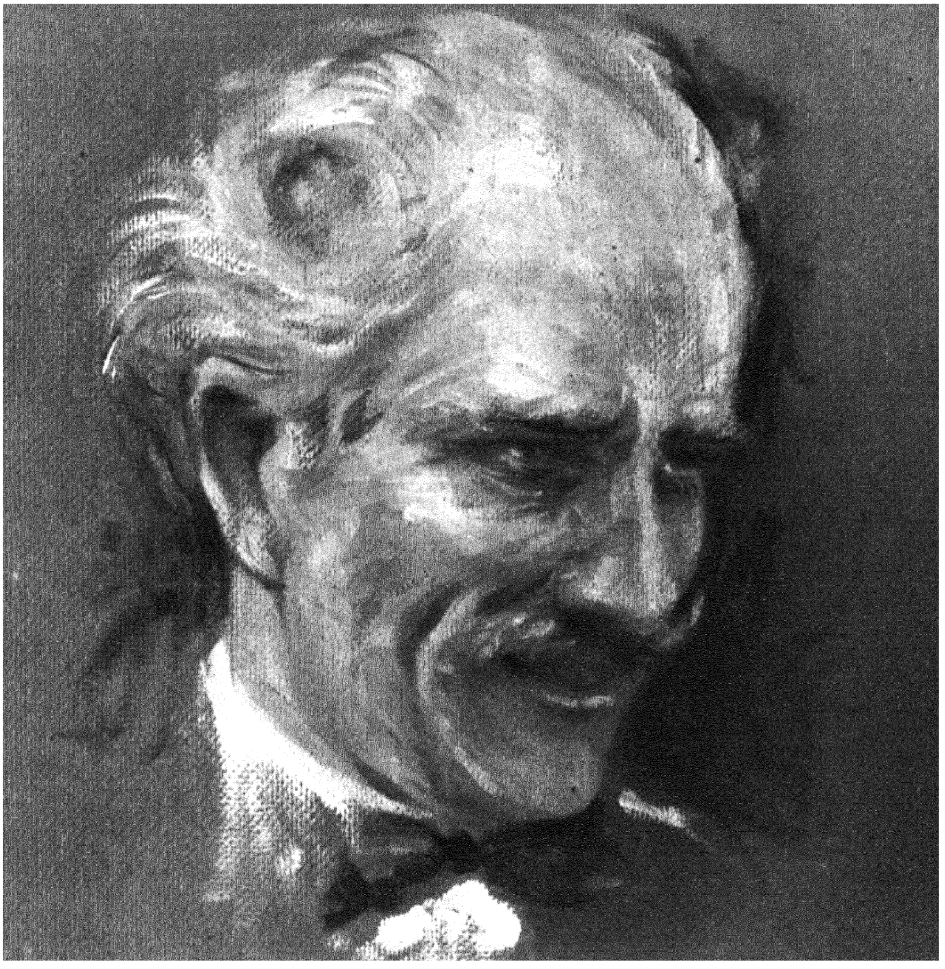


ARTHUR BORAN

The Magic Wand

THE stimulus given to serious music by radio is one of the greatest boons in the history of the audible art No longer is the enjoyment of symphony, chamber ensembles and instrumental concerts limited to the citizens of the larger cities who can afford the time and expenditure necessary to attend these performances Thanks to the cooperative efforts of broadcasting chains, sponsors and major musical organizations, millions of enthusiastic listeners formerly deprived of the opportunity may now revel in the wealth of worthwhile presentations Millions more have had opened to them a new world of joy and color, of which they knew little or nothing before the masterworks of the ages were brought to their ears by the receiving sets they purchased only for the sake of light entertainment

Great symphonic leaders of two continents vie with musical directors of stations, chains and cinema palaces in offering diversified programs which run the gamut from Mozart to the moderns from Bach and Beethoven to Sibelius and Stravinsky These stalwart scions sprang from a line of musical titans to reign as moguls of the microphone benign sovereigns of the realm of harmony, endowed with a rich heritage of golden notes



ARTURO TOSCANINI

● Parma gave to the world this Italian genius whose unsurpassed musical knowledge, extraordinary memory, unswerving devotion to work, and fiery spirit have made the name of Toscanini the idol of three continents

Graduating at eighteen from the conservatory in his native city, with a diploma for cello and composition, he achieved renown a year later in Rio de Janeiro when he substituted on a moment's notice, conducting "Aida" from memory From that day he has directed instead of playing Since 1886 his fame has grown constantly He became artistic director of *La Scala* in 1898 Ten years later he came to the Metropolitan in New York, returning to Milan in 1913 His first appearance as guest conductor of the New York Philharmonic was in 1926, and since 1927 he has been a permanent director of that organization In 1929, after thirty years of directing opera at Milan, Toscanini resigned to devote most of his energy to symphonic work As a farewell to opera he presented the *La Scala* Company for the first time in Berlin and Vienna

The historic European tour of 1930 introduced the Philharmonic Symphony Orchestra and the towering hero of the musical world to Munich, Budapest, Prague, Leipzig, Dresden, Brussels and London

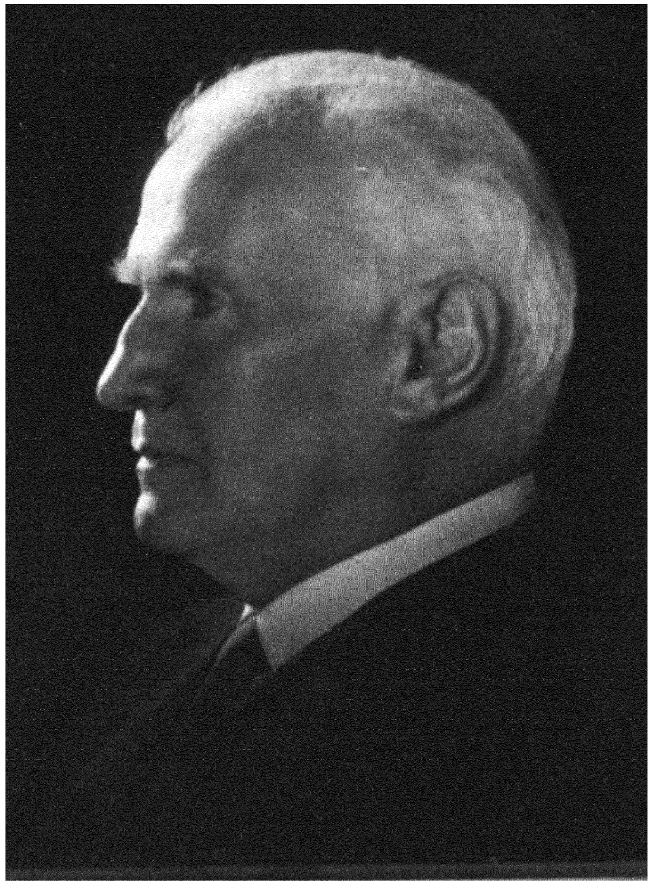
He once memorized "The Pines of Rome" within twenty-four hours In his mind are stored the scores of a hundred operas and a prodigious number of orchestral compositions

His imperious personality commands attention and his concerts are always greeted with prolonged enthusiastic demonstrations of popular favor

Toscanini was heard via NBC as guest conductor of the Cadillac concerts In the spring of 1934, at the close of the fourth brilliant season of performances enjoyed by millions of his CBS listeners, he sailed for a rest at his estate on Lake Maggiore in Italy, followed by four concerts in Paris, two at the Salzburg Festival and several in the fall at Vienna and Stockholm

On his return he conducted several concerts and broadcasts of the New York Philharmonic

The famous maestro lives with his art and takes little recreation The reading of philosophy and poetry is his chief diversion





DR. WALTER DAMROSCH

● February, 1935, marked the Golden Jubilee of this genius- fifty years of success and triumphs in symphonic, operatic and choral conducting in America and Europe

A native of Breslau, Germany, Walter Damrosch accompanied his father to America at the age of nine, receiving his musical education in New York and Germany 1879 found him playing in the second violin stands of his father's orchestra Two years later he drilled the musicians for Dr Leopold Damrosch s 'May Festival," resulting in his election at the age of eighteen as permanent conductor of the Newark Harmonic Society In 1885 he conducted his first opera at the Metropolitan and later toured with the Metropolitan German Opera Company

On his return he was elected conductor of the New York Symphony Society and the Oratorio Society Following his appointment as assistant director and conductor at the Metropolitan, he was sent to Europe to engage artists After three years of brilliant concerts and piano recitals, introducing many works in America, he went to London for his first symphonic concert

In 1891 he inaugurated his concerts for young people, with his own explanations of the music He founded the Damrosch Opera Company in 1895, presenting all the Wagnerian operas For four years this company toured the South and Middle West Meanwhile his opera, "The Scarlet Letter, had its première with his company in Boston

In 1902 he started a seven-year series of summer concerts with the New York Symphony Orchestra at Willow Grove, near Philadelphia Many festivities were held in 1910 to celebrate his twenty-fifth anniversary as a conductor in America Three years later his opera, 'Cyrano," was produced at the Metropolitan, and "Dove of Peace, his comic opera, was staged at the Broadway Theatre

During the war he formed a French orchestra for American army bases and hospitals At General Pershing's request to reorganize and improve the army bands, he founded a school for American bandmasters and musicians at Chaumont

In 1920, upon the invitation of several foreign governments, his New York Symphony Orchestra was the first American symphonic organization to tour Europe

Dr Damrosch made his air début in 1923 with a Beethoven lecture-recital from WEAF, followed two years later by his first exclusive radio concert Since 1926 he has given weekly symphonic concerts during the winter seasons for NBC, and the following year was appointed as their musical counsel

Under the magic of his baton the Packard program sparkled as one of the brightest gems among NBC offerings

Thousands of high school, amateur and civic orchestras have been formed, and a vast public of six million appreciative listeners created through his Friday morning radio concerts for students, inaugurated in 1928 His performances as guest star are eagerly awaited events

Princeton, Columbia, Pennsylvania and Brown Universities have conferred doctor s degrees upon him He is co-author of the Universal musical textbooks and has written an autobiography, My Musical Life Among his compositions are ' Danny Deever, ' "The Friar's Song" and ' My Heart Is a Lute "

The grand old dean of American conductors finds in landscape gardening relaxation from his arduous duties In his country home with its paneled walls of ancient Spanish carvings or among historical antiques and art objects in his tasteful town apartment, his silvery head silhouetted against an Indo-Chinese mural screen, his poise lends dignity to his genial personality and intellectual charm



LEOPOLD STOKOWSKI

G. MAILLARD KESSLÈRE

• LEOPOLD STOKOWSKI

This eminent conductor was born in Paris of Polish-English parentage and educated at King's College, Oxford University. A graduate of the Paris Conservatory, he began his career about 1900 as an organist in London. Coming to America, he played at St. Bartholomew's in New York from 1905 to 1908. The following year he reorganized the Cincinnati Symphony Orchestra. As conductor of the Philadelphia Symphony Orchestra since 1912, he has guided it through twenty-two years to its present enviable position in the orchestral world. In 1917 he was appointed musical director of the University of Pennsylvania.

Stokowski's programs have held the interest of a large musical public through his diversity of selection and the reflection of his own colorful personality in the individual style of his readings. The perfection of his control and painstaking studies of recording and broadcasting technique have placed his Victor discs in the front rank. His Chesterfield series was one of the outstanding air features of 1933-34, and his Philco programs also introduced his superb artistry into millions of homes.

Stokowski's recent resignation from the Philadelphia Symphony has afforded him an opportunity to concertize in Japan and study the music of the Orient; but he has promised to return to his old orchestra as guest conductor.

• BRUNO WALTER

The professional career of Bruno Walter, a native of Berlin, began at the age of seventeen when he accepted a position as coach at the *Stadtheatre* in Cologne, where he later conducted opera. His youthful studies at the Stern Conservatory were followed by eleven years of conducting the Royal Opera (now the State Opera). From 1913 to 1922 he was general musical director at the Munich Opera House.

In the summer of 1929 he came to this country for the concerts of the San Francisco Summer Symphony Association, the Philharmonic Society of San Mateo, California, and the Hollywood Bowl.

In London Mr. Walter is well known for his superb direction of the German repertory each spring at Covent Garden.

His conducting of the Mozart operas in Munich and at the Salzburg summer festivals has been particularly inspired. Formerly director of the Leipzig *Gewandhaus* Orchestra, he is a frequent guest conductor at Vienna.

A few years ago he directed a brilliant season in Russia, as one of the first conductors to visit that country under the Soviet régime.

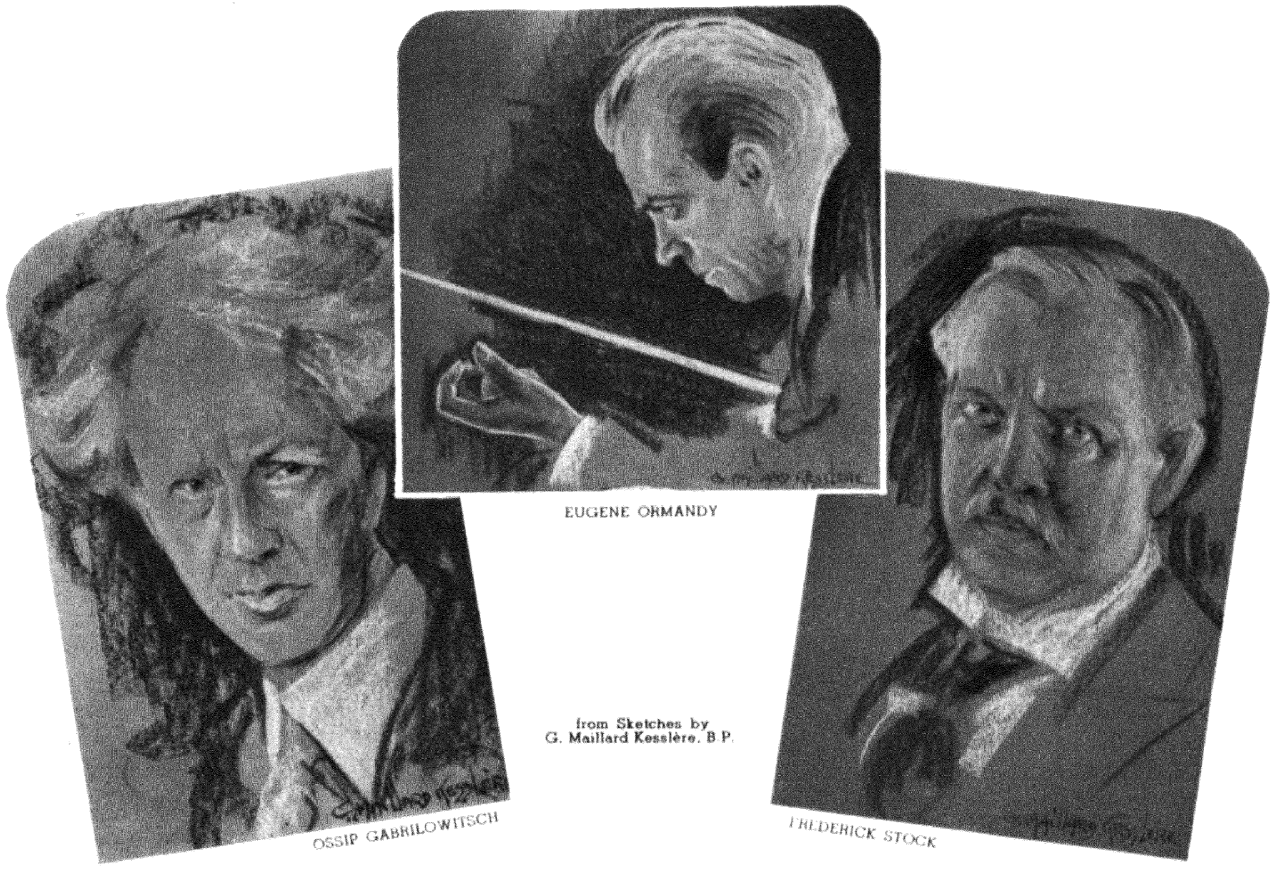
Mr. Walter is regular conductor of the New York Philharmonic and his Sunday concerts have been broadcast by CBS. He has also been heard as guest on the General Motors and other NBC programs.



BRUNO WALTER

G. Maillard Kesslère

from Sketches by G. Maillard Kesslère, B.P.



• OSSIP GABRILOWITSCH

Born in St. Petersburg, Russia, Ossip Gabrilowitsch received his training at the Conservatory of Petrograd. At sixteen he won the Rubinstein prize, and after studying piano and composition for four years in Vienna, was hailed as a virtuoso at Berlin.

In 1900 he made his initial appearance in New York, and for the next fourteen years divided his time between European tours and his American home.

He began conducting at Munich in 1911, and since 1918 has directed the Detroit Symphony. From 1928 to 1931 he conducted the Philadelphia Orchestra jointly with Stokowski.

In 1929 he played a piano concerto and directed a coast-to-coast General Motors broadcast of the Detroit Orchestra from New York. The following year he was heard over NBC from WWJ. Since 1930 CBS has offered his Detroit concerts, his program as guest conductor of the New York Philharmonic, and two of his performances as soloist with that orchestra. His 1934 broadcasts from the Chicago Fair were followed by a series as soloist with the Detroit Symphony and a guest engagement on the Ford-Lincoln program.

• FREDERICK STOCK

Frederick Stock graduated from Cologne Conservatory at fourteen as a violinist. In 1895 he came to America to join the Chicago Symphony Orchestra, later succeeding to the conductorship. Known internationally as a composer, he is joint supervisor of instruction for the Civic Orchestra of Chicago.

The honorary degree of Doctor of Music was conferred upon him by three universities. In France he was decorated as Chevalier in the Legion of Honor.

During the past decade his brilliant directing of the Chicago Symphony Orchestra has been heard in NBC broadcasts.

• EUGENE ORMANDY

At four and a half years of age Eugene Ormandy was admitted to the State Academy of Music in his native Budapest. When nine he played for Emperor Joseph I, and two years later received his state diploma in the Master School of the Violin. A professorship was soon conferred upon him.

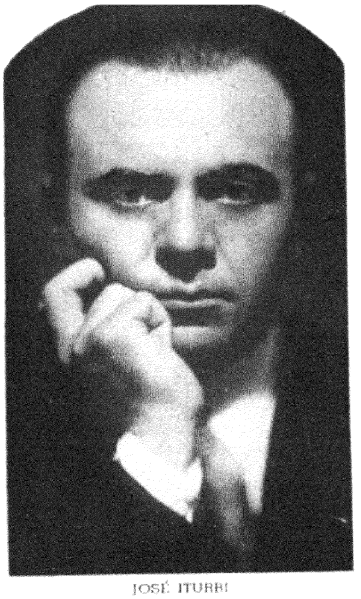
He toured the continent with the Vienna Philharmonic, Vienna Symphony, Budapest Philharmonic, Berlin Bluethner Orchestra, and in solo recitals.

At the Capitol Theatre in New York he became concert master, then first solo violinist for Roxy's broadcasts, and finally conductor of that orchestra and the Jack Frost radio programs.

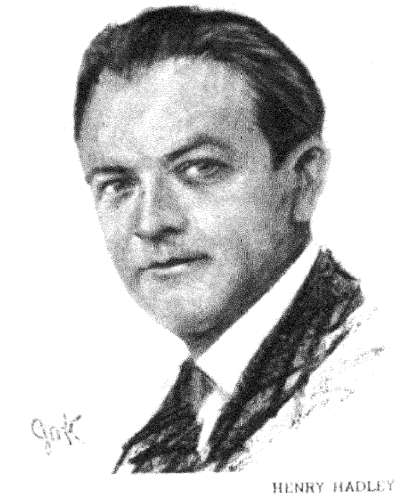
Since 1930 he has won acclaim by his performances with the Philadelphia Symphony, as guest conductor of the New York Philharmonic at the Stadium, and by his tours and broadcasts conducting the Minneapolis Symphony.



OTTO KLEMPERER



JOSÉ ITURBI



HENRY HADLEY

• HENRY HADLEY

Dr. Hadley, whose symphonies, tone-poems, trios, quartets, sonatas, songs and grand operas have won him international repute, has also gained fame as a conductor. Unassuming in his gestures, Hadley's readings are always clear and true to the meaning of the composition.

A native of Somerville, Massachusetts, he led the Seattle and San Francisco Symphonies, and for seven years was associate conductor of the New York Philharmonic Orchestra.

He has conducted in the capitals of Europe, South America and Japan, and during the summer of 1934 at the Century of Progress Exposition.

For two seasons WOR broadcast the Manhattan Symphony concerts under his direction; and he found favor with NBC listeners in his Gulbransen series and as guest conductor of the Chicago Symphony.

• JOSÉ ITURBI

Born in Valencia, Spain, José Iturbi played in cafés, cinema theatres, churches and dance halls to earn money for study at the conservatories there and in Paris, where he graduated with highest honors. From 1919 to 1923 he headed the piano classes at the Geneva Conservatory. For seven years he toured Europe, India, South America and Africa, giving one hundred eighty-three concerts in a single year.

In the United States he appeared as guest piano soloist with all the famous symphony orchestras for several years. His performance with the Philharmonic under Toscanini's direction was broadcast by CBS in 1933; and some of the New York Philharmonic and Philadelphia Symphony concerts he conducted during the summer of 1934 were heard over WOR. After a tour of the Coast and Mexico, which included a coast-to-coast broadcast when he led the Los Angeles Philharmonic, he embellished a General Motors Symphony Concert with his exquisite renditions.

• SERGE KOUSSEVITZKY

A graduate of Moscow Conservatory, Serge Koussevitzky of Tver, Russia, started his career as a soloist of the Imperial Theatre Orchestra, concertized throughout Europe, and in 1910 founded the Koussevitzky Symphony.

After organizing the annual Koussevitzky Concerts in Paris, he achieved popularity in Germany, Italy, England, Russia and Spain. Many of the Boston Symphony concerts he has directed in the past ten years have been broadcast by NBC. He has written a concerto and several smaller pieces for the double-bass.

In 1924 he became a member of the Legion of Honor and two years later Brown University awarded him an honorary degree of Doctor of Music.

SERGE KOUSSEVITZKY



• OTTO KLEMPERER

Otto Klemperer of Breslau made his début as opera conductor in 1906, followed by engagements at the German Theatre of Prague and the Hamburg Opera. In 1917 he began directing symphony at Cologne. Within seven years he had become opera director of the Berlin *Volksoper*, the Wiesbaden Opera and the Philharmonic Chorus. He was honored in 1927 with the directorship of the Berlin State Opera, which he resigned in 1933.

During 1926 and 1927 he was guest conductor of the New York Symphony, and in 1933 conducted the Los Angeles Philharmonic. He directed the 1934 fall concerts of the New York Philharmonic-Symphony, which were broadcast by NBC, and his 1935 schedule included guest appearances with the Philadelphia Orchestra.


ARTUR BODANZKY


WILFRED PELLETIER

• ARTUR BODANZKY

After completing his musical studies in his native Vienna, Artur Bodanzky became conductor of the *Stadtheater* in Budweis, Czechoslovakia, and later at important theatres and the *Staatsoper* in Vienna. In Paris he led the first performance of *"Die Fledermaus,"* then directed in Berlin, Prague and Mannheim. In 1914 he conducted the London premier of "Parsifal" at Covent Garden.

Mr. Bodanzky came to America in 1915, following concerts in Petrograd, Moscow, Rome and Brussels. For many years he was director of the Society of the Friends of Music. He has been heard in the Lucky Strike and Listerine broadcasts from the Metropolitan, and has been sponsored by General Motors since the initial program two years ago.

• ALFRED WALLENSTEIN

Born in Chicago, Alfred Wallenstein studied violincello as a youth in California, then toured South America at fifteen with Pavlowa. After a year with Alfred Hertz' symphony orchestra in San Francisco, he continued his studies in Europe, then became principal cellist of the Chicago Symphony. As first cellist of the Philharmonic, he won national recognition in 1929 in New York with his "Don Quixote" solo.

He was heard in the Silver Strings Ensemble on WEAF, and after conducting his Sinfonietta for two years at WOR, he was appointed musical director of that station.

• ERNEST SCHELLING

Born in Belvidere, New Jersey, Ernest Schelling made his début before his fifth birthday at the Philadelphia Academy of Music, studied at the Paris *Conservatoire* and toured the two Americas as a child prodigy. He was the sole pupil of Paderewski for three years, then conducted a benefit concert with the great Polish virtuoso as pianist.

His World War exploits were rewarded with the Distinguished Service Medal, the Legion of Honor and the Restituta of Poland.

In New York in 1924 he inaugurated the Philharmonic-Symphony concerts for young people, which have been broadcast over CBS since their inception. He continued these juvenile programs with the Boston, Philadelphia, Cincinnati, Newark and San Francisco orchestras.

His slides for children's concerts have been borrowed by Germany, England and Russia.

•WILFRED PELLETIER

At fifteen Wilfred Pelletier became assistant conductor of the opera in his native Montreal. After winning the Province of Quebec prize, he studied piano, harmony and composition in Europe, and was associated with the French National Academy in Paris. In 1917 he became assistant conductor for French and Italian repertoire at the Metropolitan. After touring as conductor for Scotti, he directed the Ravinia Opera in Chicago and the San Francisco Opera Company. He has also wielded the baton over the Los Angeles, San Francisco and Chicago Symphonies, and in 1930 was appointed a conductor of the Metropolitan.

Pelletier led the orchestra for the National Opera Concerts, conducted tabloid versions of famous operas, and has been sponsored by Packard and Chase and Sanborn on NBC. He is also famous as the coach for many noted artists.

• HANS LANGE

Hans Lange was born in Constantinople and made his début in 1903 as violin soloist with the Berlin Philharmonic Orchestra. As concert master at the Frankfurt Opera House, he assisted Willem Mengelberg.

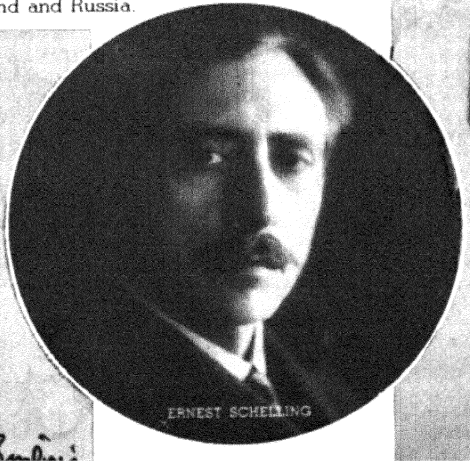
In 1923 he came to New York as assistant conductor and assistant concert master of the New York Philharmonic. The following year he founded the Hans Lange Quartet. He has substituted for Toscanini and Damrosch, led the Philharmonic-Symphony at the Stadium Concerts, and conducted the 1934-35 Artistic Mornings at the Plaza. As guest he has broadcast many times, and since 1933 has been heard in three CBS series.

• WALDO MAYO

As a boy of eight Mayo Wadler played to a crowded house in Carnegie Hall. He so distinguished himself at the Academy of Music in Germany that he was elected the only soloist for the Joachim Festival. His first New York recital was in 1918. Following concert tours with Caruso, Tetrazzini and Rosa Raisa, he appeared alone in London, Paris, Vienna and Warsaw.

In 1925 he returned to this country and joined the Capitol Theatre staff as Waldo Mayo. He is now solo violinist and conductor of the radio orchestra—a most valuable member of Major Bowes' Family.


D WALLENSTEIN


ERNEST SCHELLING


WALDO MAYO


HANS LANGE



ERNO RAPÉE



JOSEPH LITTAU



JOSEF PASTERNACK

• JOSEPH LITTAU

Born in Elizabethport, New Jersey, Joseph Littau studied piano in Berlin and later specialized in organ and theory. After a year with the Boston Opera Company as assistant conductor and chorus master, he became guest conductor with the Nashville Symphony Orchestra. For three years Mr. Littau was assistant musical director and musical director in chief of the Roxy Symphony Orchestra, conducting its popular weekly broadcasts. From 1930 to 1932 he was director of the Omaha Symphony Orchestra. As staff conductor of NBC his baton opened Radio City Music Hall. He has recently directed for the Women's Radio Review and Bab-O.

• ERNO RAPÉE

Having graduated from the Budapest Conservatory with high honors as a pianist, Erno Rapée soon became assistant director of the Dresden Opera House.

Following a tour of South America and Mexico, he was appointed musical director of the Hungarian Opera Company, then conductor of the Rialto Theatre in New York. He served as musical director of the Capitol Theatre and managing director of the Fox Theatre in Philadelphia.

Rapée was then engaged to conduct an orchestra of eighty-five at the Ufa Theatre in Berlin, and later the Philharmonic Orchestras of Budapest and Berlin. Returning to America, he headed large orchestras at the Rivoli and Roxy Theatres, and composed the theme songs, "Charmaine," "Diane" and "Angela Mia." In 1930 he became musical director for Warner Brothers and First National in Hollywood and the following year was appointed general musical director of NBC.

The popular maestro's symphonic renditions from Radio City Music Hall are among the most enjoyable NBC features; and his masterly offerings helped to make the Big Show a stellar CBS attraction.

• JOSEF PASTERNACK

At an early age Josef Pasternack began studying the violin at Czentochowa, Poland, and he was admitted to the Warsaw Conservatory at ten, mastering every orchestral instrument except the harp. After graduating with honors, he toured America as a concert pianist.

When he played his own viola part and second clarinet without the music, Toscanini recommended him as assistant director of the Metropolitan Opera Orchestra. After conducting the Century Opera and the opera at Ravinia Park, he led the Philadelphia Philharmonic Society for five years.

The greatest musical artists recorded with his orchestra during the years he was chief musical director for Victor.

On the Hoffman, Libby, General Motors, Jack Frost and Atwater Kent programs he has offered the best music of the classical and modern schools.


NAT SHILKRET


ANDRÉ KOSTELANETZ


ROSARIO BOURDON

• NAT SHILKRET

Nat Skilkret is almost as well known for his orchestrating and composing as for his conducting. While studying voice and composition and mastering many instruments, he played with the New York Philharmonic and Metropolitan Opera Orchestras, and with the bands of Sousa, Pryor and Goldman.

At twenty-three Shilkret was named a musical director of the Victor Company, and later became manager of the foreign department, studying, arranging and directing the music of thirty-five countries.

His classic jazz has been heard in the Music That Satisfies and Evening in Paris programs over Columbia; and NBC listeners have enjoyed his contributions to the Hall of Fame, Johns-Manville, Palmolive and Smith Brothers series.

• ANDRÉ KOSTELANETZ

Before he was twenty André Kostelanetz came to this country, forsaking the gaiety and glamour of his native city of Petrograd, where at five years of age he had played for the Czar and had later served as assistant director of the opera. For several years he was accompanist for various Metropolitan and Chicago Opera stars, and a coach with the German Opera Company.

In 1932 his unusually brilliant vocal and instrumental arrangements revealed him as one of the foremost directors on the air. With his "Kostelanetz Presents," he was the first to offer a full-length program without the usual explanatory announcements; and his distinctive music has won many friends for the Chesterfield CBS series.

• ROSARIO BOURDON

A native of Montreal, Rosario Bourdon won a scholarship for cello students at the Quebec Academy of Music in 1897, entitling him to study four years in Europe, where he concertized as a child prodigy. After touring throughout Canada, he played with various American symphony orchestras.

As musical director of the Victor Talking Machine Company, with which he has been associated for twenty years, he has conducted for most of the stars. His were the first successful cello records.

In 1925 he made his air bow on the Victor hour; then came engagements on the Maxwell and New York Life programs. Since 1927 he has been heard as musical director of the Cities Service series. He composed the march which introduces this program, "60 Wall Tower," a musical description of New York, and "Is There a Santa Claus?", written at the suggestion of Jessica Dragonette.

• HOWARD BARLOW

More than two thousand hours on the air since 1927 is the record of this young CBS symphonic director, who has enjoyed success in the leading concert halls of the country. Plain City, Ohio, claims him as a native, and he studied at the University of Colorado, Reed College and Columbia University

In 1915 Howard conducted for the first time at Riverdale, New Jersey, later forming the American National Orchestra to feature American compositions at Carnegie Hall He conducted the Peterborough Music Festival, and became musical director of the Neighborhood Playhouse, also organizing six choral societies

In 1928 he led the first full symphony over CBS Six years later he was guest conductor of the Philadelphia Summer Concerts Orchestra and the Philharmonic at the Lewisohn Stadium in New York His radio activities have included the March of Time, the New World and Columbia symphony orchestras, the Musical Album, a symphonic hour and several concert ensembles He is now planning many premières of contemporary Russian composers and other novelties.

• BOB HARING

From his home in Montclair, New Jersey, Bob Haring moved to Seattle, where he engaged in the music business. After managing a café in Edmonton, Alberta, and acting as musical director of a Jerome Kern road show, he served in the same capacity at a theatre in El Paso, Texas

Coming to New York, he worked as staff arranger for prominent music publishers. Later he became musical director for Cameo Records and then for Brunswick He conducted radio programs for Forhans, Bakers Chocolate, Goodyear, Brunswick, the Boswell Sisters, General Ice Cream of New England, Don Amaizo, Prince Albert, True Romances, Flying Stories and many others

A year after leaving Brunswick, Haring was appointed general musical director of the American Broadcasting System. Among his most popular offerings are Americana, Moods in Melody and "Bob Haring Presents"

• GEORGE SHACKLEY

Well-known as a composer, conductor and concert organist, George Shackley was a WJZ pioneer and a member of the renowned Fireside Boys, one of radio's first harmony teams

As musical director of WOR, he personally plans, scores and conducts from twenty to thirty-five programs a week He arranges every musical number for Moonbeams, on the air six nights a week since 1929, and the Choir Invisible, radio's oldest program His broadcasts with Eddy Brown and the Footlight Echoes, General Motors, Hecker and Hoover features have won popular favor

Born at Quincy, Massachusetts, Mr Shackley received his musical training at the New England Conservatory in Boston He has a speedboat on Greenwood Lake and delights in taking his studio friends aquaplaning His ambitions are to be the delphinium king of the flower world and retire as a country gentleman on his estate at West Milford, New Jersey.

• FRANK BLACK

At nine years of age Frank Black's first professional engagement as pianist of a nickelodeon in his native Philadelphia was rudely interrupted by his father. A year later he made a formal recital début and sang in St. Clement's choir and with the Philadelphia Orchestra. At twelve he began to study the organ, but prepared for a career in chemistry, meanwhile playing as pianist in a hotel

The youthful Frank composed short musical comedies and popular songs for vaudeville circuits, and made concert tours For a brief period he was half-owner in and sole recording artist for a music roll company, and in 1916 was director at the Century Theatre in New York

As director of several theatres and hotels in Atlantic City, he arranged music for New York shows opening there In 1922 he returned to Philadelphia as director in the Fox Theatre After an executive position with a Chicago music publisher, he became musical director of Brunswick There he met the Revelers and began to develop his special technique for male quartets, writing vocal arrangements and lyrics for instrumental classics He also introduced singing violins and muted singers, meanwhile orchestrating the scores of "Funny Face" and other Broadway shows

Black has been on the air since 1922, broadcasting from the Fox Theatre in Philadelphia, Stations WEAF and WJZ, and on the Brunswick, Radiotron, Wrigley, Edison and Happy Wonder Bakers programs He has been heard as conductor of Mobiloil Symphony concerts, General Motors, Chevrolet, Pontiac and Coca Cola series, and with the Revelers in the Seiberling, Palmolive and Goodyear hours As musical director of NBC, he offers delightfully varied orchestral fare, both classical and popular.

Frank spends happy hours browsing in search of rare musical scores, antique bronzes and old paintings

• VINCENT SOREY

Entering Turin Conservatory of Music in his native Italian city at seven years of age, Vincent Sorey studied violin, piano and composition, graduating before he was sixteen After further study in Paris, he took his own orchestra to Buenos Aires, playing in the Café Colon and visiting the Argentine interior, where he learned the typical music of the Gaucho camps.

Returning to his homeland during the World War, he toured in benefit performances Later he appeared in concerts in Italy, France, Spain and again in South America In 1920 he came to New York and joined the Philharmonic, playing also with the New York Symphony, Beethoven Society, Lane Club and Verdi Society.

The following year Sorey entered radio as one of the pioneers, and Toscanini's first violinist became a CBS and WOR favorite with his solos, Gaucho Concerts, Spanish Serenade, Italian Idyl, Columbia Revue, Bamberger Little Symphony Concerts, Salon Musicale, Morning Rhapsodies and Romantique

Recently he resigned as Columbia staff conductor to devote more time to WOR and his new post as musical director of WINS, where he conducts the Planters and other important programs.

Vincent works from twelve to sixteen hours, seven days in the week, and has not had a vacation for twelve years.



BOB HARING



HOWARD BARLOW



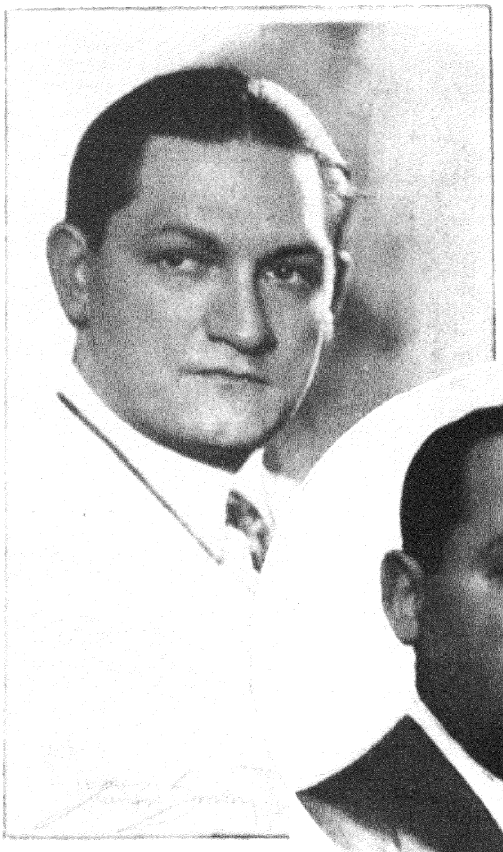
FRANK BLACK



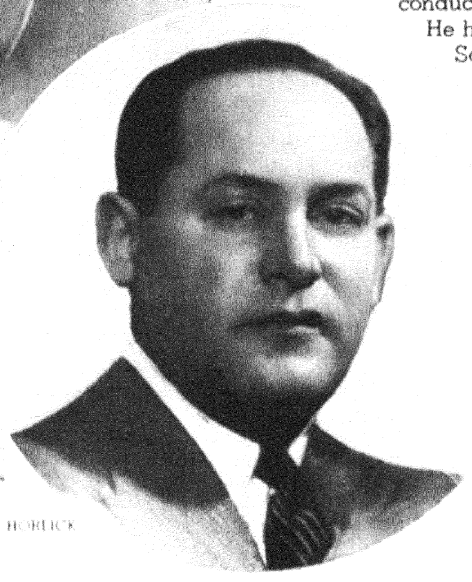
GEORGE SHACKLEY



VINCENT SOREY



VICTOR YOUNG



HARRY HORLICK

• VICTOR YOUNG

In his tenement home little Victor Young found a battered violin brought over by his family with the samovar and candlesticks from Russia. At the age of six he was playing this instrument, and at twelve his grandfather in Warsaw sent for him to study in the conservatory there.

His first public appearance was with the Warsaw Philharmonic Orchestra, and a wealthy patron presented to the tiny musician the genuine 1730 Guarnerius upon which he plays today.

Praised by European critics, he made a continental tour; and his twenty-first birthday was marked by his American concert début.

Following a year as concert master of Grauman's Million Dollar Theatre in Los Angeles, he played in hotels and film studios. Then he returned to Chicago to become concert master of the Central Park Theatre. As assistant general musical director for the Balaban and Katz circuit he wrote all the music for the stage productions at the Chicago and Oriental Theatres.

In 1929 he went to New York in charge of the Atwater Kent hour, but returned to Chicago as director of the Studebaker Champions. These series were followed by the Maytag and Chevrolet programs. His list of Brunswick recordings is a long one; and he has arranged and directed accompaniments for many of the biggest radio stars.

• HARRY HORLICK

Making his own violin at the age of six in Russia, Harry Horlick soon acquired a prodigious technique. Later he spent five years at the Conservatory in Tiflis, romantic city of the Caucasus. During the war he became a prisoner of the Reds, but escaped into Turkey, where he played in various Constantinople cafés.

Following his family to America, Horlick was soon discovered by the musical director of a radio station, and his rise to fame was almost instantaneous. He has been conductor for the A & P Gypsies since their initial NBC broadcast eleven years ago. His musicians play Russian and Turkish melodies from memory.

• PHILIP JAMES

After studying and gaining experience abroad Philip James returned as conductor of various choral organizations and orchestra and stage productions.

Following a year's war service in France, he became conductor and commanding officer of General Pershing's headquarters band of the A.E.F. In 1922 he founded the New Jersey Orchestra, which he conducted for seven years, presenting famous soloists. He has appeared as guest conductor of the Oratorio Society of New York and the Manhattan Symphony Orchestra.

In addition to his work at Columbia and



PHILIP JAMES

New York Universities, Mr. James has conducted more than a hundred symphonic programs on the air. Famed as a composer of cantatas, he has written about eighty-five compositions. In 1920 the Literary Digest awarded him a gold medal for the best non-sectarian hymn submitted. Shackley has adopted this as the musical signature for the WOR Choir Invisible. As conductor of the Bamberger Little Symphony Orchestra, James won the five thousand dollar first prize with his composition, "Station WGZBX," in the NBC contest for original symphonic works by American composers.


GOLDMAN

• EDWIN FRANKO GOLDMAN

The most widely known bandmaster in America was born in Louisville, Kentucky, but at eight came to live in New York. When fourteen he received a scholarship at the National Conservatory of Music in New York, where he studied under Anton Dvorak. After ten years as cornetist of the Metropolitan Opera orchestra, he resigned to teach.

In 1918 he organized a band to play symphonic music on the Green of Columbia University. In 1923 they were transferred to the Mall in Central Park, and two years later to the campus of New York University, alternating the following season. In 1934 they were also heard in Prospect Park, Brooklyn. Microphones brought his programs to an appreciative public.

Mr. Goldman was decorated as Cavalier in the Order of the Crown of Italy and has been made an *Officier de l'Instruction Publique* of France. He has composed many marches, including the popular "On the Mall." In 1933 he was elected honorary life president of the American Bandmasters' Association.

• PHILIP GORDON

For the past sixteen years Philip Gordon has been musical director of the South Side High School in Newark, the city of his birth. He has conducted the Newark Symphony for nine years, the symphony orchestra of the Newark Y.M.H.A. and Y.W.H.A. for four years, and the Bach Cantata Society.

In 1923 he started his radio work on WOR with a series of lecture recitals and later became annotator for the Philharmonic-Symphony concerts from the Stadium.

Among his compositions are "Fantasy on the Little Brown Jug," incidental music to Maeterlinck's "Blue Bird" and "Rhapsody on a Chassidic Theme for String Orchestra."


PHILIP GORDON

• JACQUES GOTTLIEB

Coming from Russia when only a year old, Jacques Gottlieb appeared as a child prodigy in a violin recital at old Chickering Hall. At fourteen he conducted orchestras for the Henry Street Settlement, and continued with festival programs for ten years.

Educated at Columbia University, he graduated from the Institute of Musical Art in 1911, then became active in Colorado musical circles. From 1914 to 1919 he directed the music school of the East Side House Settlement in New York, conducted for the People's Music League, formed the Neighborhood Musical Society, and was orchestral director of the Park Community Council. In 1921 a series of open-air concerts of the American Orchestral Society was under his baton. A tour of Canada and Cuba with Walter Damrosch was followed by membership in the New York Philharmonic at the Stadium Concerts.

With his Gottlieb Ensemble he broadcast from WEAF; later he was heard with various orchestras on WGBS, WMSG and the WABC network. Recently he has led the Municipal Chamber Symphony over WNYC.


JACQUES GOTTLIEB

• GERALD McGARRAHAN

Coming from Cohoes, New York, to attend Columbia and Fordham Universities, Gerald McGarrahan first broadcast in 1923 over WHN. In the campaign for unemployed musicians, he has conducted concerts of the Greenwich Sinfonietta from the Museum of Natural History, over WNYC and the American chain.

He offered the first public performance and initial radio rendition, with chorus and orchestra, of the late Vachel Lindsay's poem, "The Congo." Among his own compositions is the music for the ballet, "Anthony Comstock."

• FRANCO AUTORI

This Neapolitan began studying music at six, specializing in piano and violin composition. He attended the Royal University of Naples, made his orchestral debut in that city in 1920, and conducted in the principal Italian opera houses from 1923 to 1925.

With the Ravinia and Chicago Civic Operas from 1929 to 1932, his voice was heard over NBC. For two seasons he conducted the Dallas Symphony concerts broadcast by WFAA, and in 1934 served as musical director of that station. After leading the summer concerts of the Brooklyn Symphony and Knickerbocker Little Symphony offered by WNYC, he directed the Bronx Symphony for the municipal station.


GERALD McGARRAHAN


FRANCO AUTORI



JOSEF BONIME



DAVID MENDOZA

• JOSEF BONIME

Migrating to this country from far-away Russia at nine, Joseph Bonime earned a Certificate of Maturity at the Institute of Musical Art. As accompanist for Mischa Elman he made two continental trips with Ysaye, and played at the White House and Buckingham Palace. For two seasons he was a professor at the Juilliard Foundation in New York.

In 1925 he conducted the first concert series ever broadcast. After four years of light classic programs for the New York Edison Company, he directed the American School of the Air on CBS. As musical counsel of McCann Erickson, he has been the director for many sponsors, including American Tobacco, Forhan's Tooth Paste, Pacific Borax and Standard Oil of New Jersey. For the latter company he wielded the baton over the accomplished group of musicians which built such an enviable reputation for the Five Star Theatre Symphony Orchestra.

Mr. Bonime has assembled a remarkable collection of the orchestral scores of famous composers, which he has discovered while browsing through old book and music stores.

• DAVID MENDOZA

Born in New York, David Mendoza studied at the Institute of Musical Art. From the age of eighteen he was violinist with the New York Symphony for four seasons, assistant concert master at the Rialto Theatre, concert master and assistant conductor at the Rivoli, and commencing in 1919, musical director of the Capitol Theatre for nine years.

He was a guest conductor of the Philharmonic in the Stadium Concerts.

Mr. Mendoza is the Eastern musical director for Warner Brothers, and has scored "Don Juan" and other Vitaphone films. While associated with them on the Coast, he gave a benefit performance with two hundred and twenty-eight musicians at the Civic Auditorium in Los Angeles.

The exacting requirements of the weekly change of program in a Broadway cinema palace constitute the severest test of well-rounded musicianship. Mendoza's rigorous training under Franz Kneisel and intensive study of theory and composition with Percy Goetschius had given him the discriminative background so vital in arranging the scores for the elaborate prologs, special productions, ballets, songs and ensembles.

He has been heard with Major Bowes on NBC and was sponsored by Fada, Maxwell House, Paramount, Eastman Kodak, Quaker State Oil, Goodyear and others.



AARON ROSEN

• AARON ROSEN

Coming to New York from his native Hungary at the age of nine, Aaron Rosen began his radio career at Station WGBS, now WINS, singing classical selections in many languages. Four years later he interested the General Foods Corporation in forming the Jewish Little Symphony, which he has conducted with great success for six years.

His program is virtually the only instrumental ensemble devoted to the better class of Jewish music.

In 1924, the thirtieth anniversary of the Cantors' Association, he edited "The History of Cantorial Music."

In addition to his work at the Jewish Morning Journal, Mr. Rosen has written more than twenty songs, some of which are well known on the air and the concert stage.

• ROBERT HOOD BOWERS

Born in Chambersburg, Pennsylvania, Robert Hood Bowers has been in the show business since 1900, and wrote the music for many productions, including "East is West," "Red, Red Rose" and "Lonely Romeo." He also composed the music for the film, "Daughter of the Gods."

In 1916 Mr. Bowers became musical director for the Columbia Phonograph Company and later for the Atwater Kent and General Motors programs over NBC. Since serving as general musical director of WMCA, he has been writing music for Broadway shows; and as a guest of Jean Goldkette on WOR conducted a large symphonic arrangement of his own composition, "Chinese Lullaby."





NICHOLAS L. SASLAVSKY

• NICHOLAS L. SASLAVSKY

Hailed in his native Ukraine as a child prodigy, Nicholas Saslavsky is today a musical conductor, singer, pianist, organist and composer. After graduating from the Conservatory of Kiev, he acted as accompanist for various artists throughout Germany. He took courses in voice and organ at Yale, and in 1916 toured America with the Russian Imperial Ballet.

Radio audiences first heard him in 1927 on WEAF as a baritone, then in the Ripley "Believe It or Not" Beacon Oil series from WJZ. WEVD appointed him musical director and his name has been connected with the Crawford, Columbia Tea and Goodman programs over that station. He is conductor, pianist and singer in the Forward hour.

The folk songs he has composed have become very popular.

Monarchs of Melody

GENIUS is stamped on the faces which dignify the pages of this section, and the brief high-lights of their arduous climb to success are inspirational in their encouragement to the ambitious musical tyro

The microphone has captured internationally famous virtuosi of piano, violin, cello, harp and other instruments popular piano duets, organists and instrumental trios and quartets eminent composers, musical critics and annotators what a glorious procession of superb talent and intelligent interpretation pours its blessed cavalcade from that wonderful piece of vibrant furniture, to endow your home with a treasure of supernal beauty and spread the benison of its healing balm on tired body and troubled mind

Securely enthroned in the hearts of their listeners, these monarchs of melody wield a sceptre more potent than any temporal king's, and their loyal admirers guard the frontiers of their vast domains

Dim the house lights the spotlight of your dial is turned on the concert platform of your receiving set, from their instruments the invisible artists draw the music of the ages to regale you with an inspiring recital in the miniature auditorium of your own living room

• EFRIM ZIMBALIST

As a boy Efrim Zimbalist ran away from his home in Rostov-on-Don, Russia, to play first violin in the Ekaterinodar Opera in the Caucasus. At twelve he was a pupil of Leopold Auer in the Imperial Conservatory of Petrograd, where he won a gold medal, the Rubinstein prize and a diploma with "Incomparable" written across it.

Following his Berlin début and a concert tour of Europe, he came to America in 1911. He makes frequent tours of the country and teaches at the Curtis Institute in Philadelphia. Among his many compositions are a string quartet, a sonata, songs and short violin pieces. One of the best known is "Daphnis and Chloe." He has starred on the Cadillac hour.

• MISCHA ELMAN

As a child Mischa Elman studied at the Conservatory in Odessa under the great violinist, Fiedelmann. When he applied as a pupil at the Petrograd Conservatory he was refused admission; and it was only upon the insistence of Leopold Auer, who recognized the boy's genius, that he was finally accepted.

Following his graduation, he appeared before King Edward in a recital with Caruso and Melba. His tour of Russia and Germany met with extraordinary acclaim, and his American début in 1908 was followed by twenty-two appearances the first season. The passing years have won Elman a place of undisputed preeminence, and his renditions on the Cadillac and Hall of Fame programs have been among the outstanding events of broadcast music.


EFRIM ZIMBALIST


MISCHA ELMAN


JASCHA HEIFETZ

• JASCHA HEIFETZ

If Jascha Heifetz had had his way, the world would have lost an outstanding violinist, but it might have gained a brilliant author. Born in Vilna, Russia, he was given an extremely rigorous musical training. At seven he made his first public appearance, and the following year was accepted as a pupil of the great Leopold Auer.

At sixteen Jascha knew the unbounded enthusiasm displayed by an admiring audience upon the performance of a great musician. So numerous have been the demands for his appearances, that his career has included four world tours. Recently he has afforded radio audiences the privilege of hearing his exquisite music on the Cadillac, Ford and General Motor hours, and in a broadcast from the Center Theatre in New York.

As a connoisseur of fine old violins and rare editions, Heifetz reveals another side of his artistic nature.

• ALBERT SPALDING

Acknowledged on both sides of the Atlantic as one of the greatest violinists of today, Albert Spalding is a Chevalier of the Legion of Honor and has been decorated with the cross of the Crown of Italy.

Born in Chicago and trained in New York, Florence and Bologna, he revealed his exceptional ability at his début in Paris. He was selected as soloist of the first American symphony orchestra to visit Europe. His concerts for Castoria were broadcast by CBS, and he has been heard as a guest of the Hoover Sentinels.

• ALDO RICCI

Aldo Ricci was sent to study violin under Ferruccio Busoni at Bologna, where he appeared in two recitals with the Rossini Symphony Orchestra. He became musical director of "Paganini" and violinist in "Humoresque." For twelve years he played at Adolph Lewisohn's private parties, then became leader of the Oval Dining Room orchestra at the Ritz-Carlton.

In 1924 his band was one of the first to play over WEAF. Later he conducted the Royal Typewriter hour; and he has been associated with the Venetian Gondoliers. His Phantom Strings program has been a deservedly popular NBC offering.

Well-known as a director of quartets, he is not related to Ruggiero Ricci, the child prodigy. Painting and drawing cartoons afford him relaxation from his music.

• EDDY BROWN



ALBERT SPALDING

Eddy Brown, whose unusual programs have been heard regularly over WOR, was born in Chicago, but studied under Hubay in Budapest and Auer in Russia. After a successful tour of Europe he made his American début at Indianapolis in 1915, followed by recital tours and appearances with important orchestras.

He has revived masterworks of forgotten composers, and with Clarence Adler performed Beethoven's ten sonatas for violin and piano for the first time on the air. His Roerich Chamber Music Society presented the Beethoven sonatas and chamber music by the greatest ensembles in America.

His classic programs and Master of the Bow series have afforded his listeners a fresh repertoire of fine music expertly rendered.

• TOSCHA SEIDEL

Toscha Seidel, who has won the hearts of his listeners with his passionate playing, was a pupil of Max Fiedelmann. He was admitted to the Stern Conservatory in Berlin, and in 1915, after three years of study under Leopold Auer, made his début in Christiana and toured the Scandinavian countries. In 1918 his recitals in America and Australia were enthusiastically received.

His stirring violin solos were broadcast when he was guest-starred in the Big Show for Ex-Lax.



EDDY BROWN



ALDO RICCI



TOSCHA SEIDEL



RUDOLPH GANZ

• WILHELM BACKHAUS

A pupil of Alois Reckendorf and Eugen d'Albert, Wilhelm Backhaus of Leipzig has toured as a concert pianist since 1900. In 1905 he joined the faculty of the Royal College of Music in Manchester, and the same year won the Rubinstein prize. World-famous as one of the most accomplished German pianists, Backhaus has been heard over NBC as a guest artist

• JOSEF LHÉVINNE

Josef Lhévinne, one of the outstanding pianists of America and Europe, was born in a small town near Moscow. At eight he played in public and was readily accepted at the conservatory. A few years later he appeared as guest artist with the Moscow Symphony Orchestra, and shortly after his graduation was awarded the Rubinstein prize.

His first European tour was a brilliant success and his initial trip to America met with equal acclaim. He has concertized annually in this country and Canada, appearing as soloist with the foremost symphony orchestras. Listeners have expressed marked appreciation of his radio performances.



SERGEI RACHMANINOFF

JOSEF LHÉVINNE



• SERGEI RACHMANINOFF

As a pupil of the Moscow Conservatory, Sergei Rachmaninoff won the Grand Gold Medal. After further study in Petrograd he toured in recital, played with the principal orchestras of Europe and America, and appeared as guest conductor of his own compositions.

Internationally famous as one of the world's most brilliant concert pianists and the composer of the popular preludes, two symphonies, three piano concertos and a one-act opera, he has toured for the NBC Artists Service. Air audiences are eagerly awaiting the fulfillment of his promise to bring the superb artistry of his tremendous technique to the microphone.

• RUDOLPH GANZ

Rudolph Ganz, the famous pianist, composer and conductor, was born in Zurich, and made his first public appearance in Berlin. From 1900 to 1905 he was head of the pianoforte department of the Chicago Musical College. His tours as a soloist made him a familiar figure to European and American music lovers; and

WILHELM BACKHAUS



in 1921 he was appointed conductor of the St. Louis Symphony Orchestra. Recently he has been heard as guest star on the Real Silk program. His compositions include a symphony and music for the piano.

• HAROLD SAMUEL

Known as the Bach-player, Harold Samuel performed the difficult Goldberg Variations at his first piano recital in his native city of London in 1919. He inaugurated successful all-Bach programs and to the amazement of concert artists won much popularity through them.

Mr. Samuel is a graduate of the Royal College of Music of London and has broadcast in England.



ERNEST HUTCHESON

• ERNEST HUTCHESON

Born in Melbourne, Australia, Ernest Hutcheson studied in Leipzig and Weimar, and toured in concerts through Europe and Australia.

Since the war Hutcheson has played repeatedly with every important symphony organization in the United States and Canada. His series of seven recitals, covering the literature of the piano from its beginning to the present, was an achievement of note.

His two seasons of CBS broadcasts, which included the most famous piano concertos and a wide repertory of solo music, won the acclaim of music lovers throughout the country.

• EGON PETRI

Egon Petri, son of a well-known Dutch violinist, was reared in an atmosphere of music, with Grieg, Brahms, Tschaikowsky and other composers as frequent guests in his home.

In 1902 he made his first public concert appearances in Germany and Holland, later achieving an international reputation. He was not heard in this country until 1932, when he toured three times from coast to coast and appeared as soloist with symphony orchestras.

His artistic renditions as soloist and with Frank Black's orchestra have been broadcast by NBC since 1933.

• ISADORE ACHRON

Isadore Achron was born in Warsaw and trained at the former Imperial Conservatory of Music in St. Petersburg. After graduating he concertized throughout Russia and made three tours around the world playing for royalty in Spain Roumania and Egypt.

Achron is well known to American radio audiences and has been featured on the Kellogg program from WJZ.



ISADORE ACHRON

EGON PETRI



HAROLD SAMUEL




MYRA HESS

• MYRA HESS

At five Myra Hess began the study of music in London, her native city. Eight years later she was an outstanding student at the Royal Academy of Music. After teaching for several years, giving recitals and appearing as soloist with famous orchestras, she came to the United States, where she tours annually.

Miss Hess was recently a guest on the General Motors program over NBC.


PAUL WITTGENSTEIN

• PAUL WITTGENSTEIN

This remarkable one-armed pianist was born in Vienna and studied under Leschetizky. Losing his right arm in the war, he developed a piano technique for one hand, and gave recitals in Vienna, then toured the European capitals. Richard Strauss, Korngold and Prokofieff composed special music for him. Late in 1934 he concertized in Montreal and Havana and throughout the United States. In New York he was soloist with the Boston Symphony.

Wittgenstein has broadcast his five-fingered triumphs from European stations and on both chains from New York, Seattle and Denver.


KENDRICK

• DOROTHY KENDRICK

At seventeen Dorothy Kendrick of Dallas, Texas, graduated from the Chicago Musical College with the highest record ever made in the piano department. She has played with the Orchestral Society and has given many concert recitals in the East, Middle West and South.

Sponsored by the Cable Piano Company, she entertained in 1922 over KYW and WEBH in Chicago, and later was featured in the Baldwin hour and her own regular NBC programs. As guest soloist with Howard Barlow and the Bamberger Little Symphony, she has broadcast over the networks.


CUMPSON

• HARRY CUMPSON

Born in Illinois, Harry Cumpson studied music under the great Teresa Carreno in New York. One of the first on the air, he has been heard since 1922 from WGR, WABC, WOR, WEVD and WEAF.

Through his concert, radio and phonograph work Cumpson has done much to further contemporary American music. Critics praised his Columbia recordings of Roy Harris' concertos, Scarlatti's sonatas, Debussy's "Bells Through the Leaves," the Brahms piano quartet, Bach's "Fantasia in G Minor," two of his French suites, two sonatas for piano and flute and his Italian concerto.


DEERING

• HENRI DEERING

Born in St. Louis of French and German parents, Henri Deering studied piano in Paris and Berlin. During the World War, in which he served two years, he won popularity by entertaining the soldiers with his music. He made his Berlin début in 1922 and after three years of concertizing in Europe appeared in New York at Carnegie Hall. For the next few years he played alternately in America and Europe.

Deering has been heard on NBC as a soloist and with prominent quartets and orchestras, also in weekly solo performances from WJZ. He plays more modern French music than most other pianists.

• CLARENCE ADLER

After studying music in Berlin under Godowsky and Reisenaur, Clarence Adler became head of the College of Music in his native Cincinnati.

As soloist with the leading orchestras here and abroad, he has proved himself a most gifted pianist.

With Eddy Brown he broadcast delightful recitals of Beethoven sonatas for nearly two years over WOR. He has presented memorable programs from NBC, and has been guest artist with many well-known ensembles.

• EDWIN HUGHES

An American by birth, Edwin Hughes has established his reputation as a concert pianist on both sides of the Atlantic. He was a pupil of Joseffy in New York and Leschetizky in Vienna; and became a friend and assistant to the latter. Then followed four years in Munich, interrupted by concert appearances in musical centers.

In his own country he has been soloist with leading symphony orchestras and has concertized throughout the United States. He and Mrs. Hughes have played repeatedly at the White House for Mrs. Roosevelt, and were heard over WOR with the Newark Symphony.

• HORTENSE MONATH

Hortense Monath left her native New Jersey to study music in New York and in Germany. After her début in Hamburg, she toured Italy and other European countries, appearing as solo artist with the Vienna and Hamburg Philharmonic Orchestras.

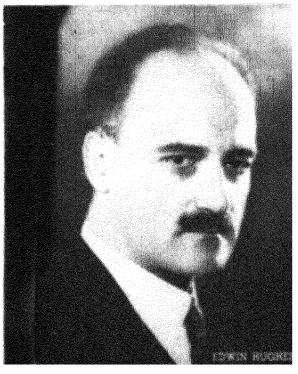
Everywhere the critics acclaimed her technique and élan as a sensitive mirror for the moods and colorings of Mozart.

In 1929, on her return to this country, Miss Monath won high commendation for her skillful playing and keen interpretation as soloist with the Boston Symphony Orchestra.

She has broadcast over NBC with the Music Guild and the National Orchestral Association and on WOR in a Brahms series and with the Chamber Music Society of America and the Stradivarius Quartet. While touring last year she played with the Buffalo Philharmonic and in the Steinway program from Baltimore.


CLARENCE ADLER


HORTENSE MONATH


EDWIN HUGHES

• WALTER CAMM

After attending the College of the City of New York and Columbia University, Walter Camm played in various theatrical orchestras for several years.

From 1929 to 1931 he was Eastern musical supervisor and associate conductor for Paramount, and appeared in several film shorts and feature pictures.

He then entered the radio field—composing, arranging, conducting and playing both popular and concert solo programs at Station WRNY as staff pianist and accompanist for Hearn's Kiddie hour. This interesting program was later brought to WHN, where he plays at the auditions for the children and at the actual broadcasts.

He was also heard with the Entertainment Magazine over Station WMCA.

• PEGGY GRIFFITH

Peggy Griffith inherited her musical talent from her father, a prominent Welsh choral conductor, who held many honorary awards. After graduating from the Conservatory of Music at Utica, New York, she directed orchestras in Fox and Loew houses. She also played the organ at the Loew's State Theatre for four years.

In 1932 Miss Griffith became accompanist and pianist for Station WRNY, where her sterling performances enhanced many programs.

• VLADIMIR PADWA

Trained at the Conservatories of St. Petersburg, Berlin and Leipzig, and a member of Busoni's master class in composition, this Esthonian pianist concertized in Europe. Brought to New York by Roxy three years ago, he won popularity as soloist at Radio City and on the air with the Roxy Gang.

His concert series and his recitals on the Hammond-Bechstein electric piano at Station WINS were followed by tours of South America and Mexico as assisting artist to Mischa Elman.

Among Padwa's compositions are a string quartet, a sonata for piano and the "Esthonian Rhapsody," for which the government of his native country decorated him.

He is also a well-known teacher.

• GENEVIEVE PITOT

Born in New Orleans of French parents, Genevieve Pitot studied in Paris. She concertized in Europe, throughout the South and in New York, and recorded for Duo-Art. The music for the ballet, "Candide," produced at the Booth Theatre, is one of her compositions. She has also written special music for Charles Weidman and other dancers, the most famous of her works being the "Suite of Dances for Tamiris," based on poems by Walt Whitman.

In her radio programs, which were first heard in 1933 over Station WOR, Miss Pitot has stressed modern music, especially that of Debussy and Ravel, interspersed with Bach.

• HANNAH KLEIN

This brilliant pianist won three gold medals in contests of the New York Music Week Association, and graduated from the Juilliard School of Music as a pupil of Mme. Olga Samaroff. After concertizing in the East, she broadcast for the first time in 1923 over Station WJZ, and later from WOR and WEAF.

Since 1927 Miss Klein has been a popular member of Major Bowes' Capitol Theatre Family.


HANNAH KLEIN

• GREGORY STONE

The promising career of Gregory Stone, who concertized at sixteen, was interrupted by the Russian Revolution, in which he served until 1920. He played in an ensemble in Roumania, then became piano soloist with the Chicago Symphony Orchestra. Later he acted as pianist and arranger for Harry Horlick, and as chief arranger and featured piano soloist for the RKO Theatre of the Air. He has played with the orchestras of Josef Pasternack, Nat Shilkret, Frank Black and Harold Sanford.

Stone composed "Piquant Revelations," and his International Tidbits delighted NBC audiences.


GREGORY STONE

• PAULINE ALPERT

Born in New York, Miss Alpert toured the country in vaudeville as "The Whirlwind Pianist." She made one of the first Vitaphone shorts and was an exclusive Victor artist for three years. Gershwin pronounced her fingers the fastest he has ever heard.

She was soloist in the Fleischmann program, played for months at the Paramount and Roxy Theatres in New York, and has been featured over WOR and NBC.


ALPERT

• DALIES FRANTZ

Dalies Frantz of Denver, Colorado, concertized in Boston while a boy, accompanied his mother, a lieder singer, played the organ and conducted a church choir. An outstanding scholar and athlete at the University of Michigan, he won prizes and musical contests here and abroad and played as soloist with the Detroit and Chicago Symphony Orchestras. In 1933, at his New York début with the Philadelphia Symphony, he was acclaimed as a master of the keyboard.

Frantz broadcast over CBS with the Detroit Symphony Orchestra for Ford and on NBC in the National Federation of Music Clubs program.

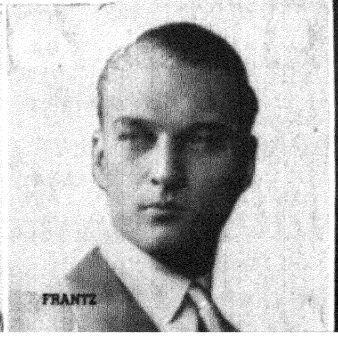
He has made extensive recital tours.


PADWA

CAMM


ENEVIEVE PITOT


PEGGY GRIFFITH


FRANTZ




FRAY AND BRAGGIOTTI


OHMAN AND ARDEN


BRODSKY AND TRIGGS

• FRAY AND BRAGGIOTTI

Humorists of the keyboard or concert pianists, as occasion demands, Fray and Braggiotti are an outstanding piano duo.

Jacques Fray, the Parisian member of the team, gave recitals, composed for musical comedies, and wrote articles in Paris and London. Occasionally he performed for French and British air fans.

Mario Braggiotti received his varied education in Boston, Florence and Paris. He has produced musical comedy and classic compositions and made most of the unusual arrangements featured by the team.

Meeting in Paris, they gave concerts in European cities and appeared in "Tip Toes." They made two American tours with Maurice Chevalier. The first concert artists to introduce American jazz at the Sorbonne, they dared to play jingles in Carnegie Hall. Their recitals have been regular CBS features.

• OHMAN AND ARDEN

Ace piano team of stage, screen and air, this gifted duo bring forth from twin keyboards with the powerful touch of their four skilled hands the most amazingly intricate rhythmic patterns and harmonic colorings.

Since 1919 Phil Ohman of Westport, Connecticut, and Victor Arden of Winona, Illinois, have been weaving their original arrangements for player piano rolls and Brunswick and Victor records. Roxy engaged the pair for his stage and radio programs; and they appeared in a series of Vitaphone shorts. They added sparkle to "Lady Be Good," "Tip-Toes," "Oh Kay," "Funny Face," "Treasure Girl" and "Spring Is Here."

In addition to vaudeville tours, they were featured at the Casanova Club, the Astor Hotel and the Club Belleau.

Among their sponsors they number Seiberling, Edison, Palmolive, Raleigh, Lehn and Fink, RCA, Gold Medal Express, General Motors, Atwater Kent, Victor, Wonder Bakers, Pyro, Ovaltine, General Electric, Coca Cola, Bayer Aspirin, Jocur and Chevrolet.

Phil has heard the call of Hollywood, where he has been leading his own orchestra at the Trocadero Café, while Vic has recently been conducting the Bi-so-dol and Outdoor Girl programs over CBS and embellishing the American Album of Familiar Music on NBC with his brilliant technique for Dr. Lyon's Tooth Powder.

• BRODSKY AND TRIGGS

Vera Brodsky came to New York from Norfolk to study piano with Josef Lhévinne. She played extensively in Europe and the United States with orchestras and the Roth Quartet. With them she was heard on NBC and WOR in chamber music and piano concerti.

Harold Triggs, a Denverite, made his New York début in 1928 as a pupil of Lhévinne. Unanimously hailed by critics as one of the finest young pianists in America, he is also a composer of note, his specialty being quartets.

The two pianists met in Salzburg, where one of Mr. Triggs' compositions was played at the music festival. In New York they formed a team and were heard over WOR, also with Roxy, Major Bowes and for Van Heusen. They appeared as soloists with the New York Philharmonic at the Lewisohn Stadium, and introduced new modern concerti with the National Orchestral Association at Carnegie Hall. Many composers have dedicated works to them.

• AL AND LEE REISER

Al and Lee Reiser are cousins, born and bred in New York. Al conducted the orchestra at high school and both boys studied piano at the Malfred Malkin Music School.

While accompanying a singer at an audition, they were given a contract on WOR, and have since played over that station for Woodbury, Ybry, King's Beer and Macy. They have averaged thirteen programs a week over WOR and seventy-six of the NBC stations in Down Lovers' Lane, Castles of Romance, a presentation of Mother Goose music and many other series.

They were featured in "After Such Pleasures" and in the musical show, "Champagne Cocktail" as well as in movie shorts.

Al and Lee come from generations of musicians and practically all their relatives are able instrumentalists.



AL AND LEE REISER

• GOULD AND SHEFTER

Starting his radio work in 1924 after two years of piano study, Morton Gould had been heard as a soloist over WOR and other New York stations. He has given many concerts and has had twenty-five of his compositions published, including 'Americana,' 'Three Conservative Sketches' and the theme song of his piano duo, "Mystic Fantasy." He conducts an orchestra, which features unique special arrangements. He has also made a moving picture short for Pathe.

Bert Shefter, his partner, was born in Philadelphia and received his musical training at Carnegie Tech, the Damrosch School and the Curtis Institute of Music. He appeared in 'Rio Rita' and in vaudeville with Pat Rooney, Veloz and Yolanda, the DeMarcos and Vaughn de Leath, with whom he was also heard in CBS programs.

Three years ago Gould and Shefter combined their talents in Keith vaudeville, and entertained at the Music Hall and in the Roxy broadcasts. Then they brought their four-handed musical vignettes to the twin grands at the NBC studios, and have played as guests for Chevrolet and the Baldwin Piano Company.

Their unusual renditions are attracting attention among discriminating listeners.



FRANCES HALL AND RUDOLPH GRUEN

• FRANCES HALL AND RUDOLPH GRUEN

The two piano recitals of this young couple were first heard over the air from WOR six years ago, then from CBS, and for the last three years in special presentations and as a regular feature of NBC.

Born in Erie, Pennsylvania, Miss Hall studied under Ernest Hutcheson and made a successful debut as soloist with the New York Philharmonic Orchestra. Appearances in New York, Chicago and other cities were followed by a concert tour of Germany and Holland.

Mr. Gruen has been accompanist and assisting artist for Mischa Elman, Richard Crooks, Albert Spalding and Paul Althouse. His first concert appearance was in St. Louis, his native city, and he gave recitals in all parts of the United States, Europe, Canada, Hawaii, Australia and New Zealand.

Since the early days of radio he has broadcast as soloist and accompanist. He has been featured with the St. Louis and Philadelphia Symphony orchestras and the National Orchestral Association of New York.

Mr. Gruen's compositions for piano, violin and voice are known throughout the musical world.







• KEENAN AND PHILLIPS

Peggy Keenan, one of a family of gifted musicians, began to study the piano in Los Angeles, her birthplace, and continued for thirteen years At the University of Southern California she distinguished herself in composition After graduating with honors, she appeared in concert recitals in Paris, Berlin and other European music centers

On her return she toured the country in concert engagements and a two piano vaudeville act In Chicago she played a dramatic role in "Black Velvet"

Sandra Phillips is a native of Berwick, Pennsylvania, a small mining town When only four years old, she began picking out tunes on the piano by ear, and soon was improvising little melodies of her own After continuing her musical studies in New York, she made her vaudeville début in 1930, appearing with Howard Marsh in leading theatres of the metropolitan area At the Paramount Theatre she played in a double-piano feature, and early in 1931 her unusual ability found a counterpart in Peggy Keenan

The following year these titian haired pianists presented over WABC their Piano Pictures clever, original arrangements of classics and popular selections

While flying over Manhattan in an eighteen-passenger plane at a height of two miles, they broadcast from a specially constructed studio The program was picked up by short-wave and re broadcast over a coast to coast Columbia network

• POLLOCK AND LAWNHURST

When she was a child, Muriel Pollock played the piano in moving picture houses in her native town of Kingsbridge, New York, and by improvising gained aptitude in composing After studying at the Juilliard School of Music, she originated the two piano idea in "Rio Rita" She wrote the score of "Pleasure Bound" for the Shuberts and Spanish Suite for orchestra, which Gus Haenschen played on the air Four years ago she was first heard in radio recitals, and has since played on WEAF, WABC, WOR and WJZ in the Salada and Happy Wonder Bakers programs

Muriel is fond of all forms of athletics and dancing

Vee Lawnhurst of New York began playing the piano at an early age in New Jersey She recorded for player piano rolls when only fifteen Her first broadcast was over WEAF in 1923, shortly afterward she joined Roxy's Gang and played with William Langdon In 1928 she and Muriel Pollock formed "The Ladybugs," a popular two-piano team

This accomplished pair is an outstanding NBC air attraction

• CONRAD AND TREMONT

Lee Conrad and Marjorie Tremont, the talented members of the featured piano team at Station WOR, were both educated in New York

Miss Conrad was a successful violin student and was offered a scholarship to study abroad, but did not accept it She took advantage of an unexpected opportunity to substitute for an accompanist at Station WBNX, and thus her radio career was launched

One of Lee's pet superstitions is built around a certain lucky bracelet which she wears at all her broadcasts.

Marjorie Tremont was born in New York and educated in Brooklyn She has studied music since she was four years old, and plays popular tunes by ear She has never used a score in her radio work

Marjorie speaks French and Norwegian with ease She is the daughter of Dr F S Muckey, famous for his research on voice Her scrapbook of odd bits of poetry that appeal to her in her reading reveals unexpected glimpses into her tastes An aquarium of guppy fish affords her a fascinating hobby

• THE PEROLE STRING QUARTET

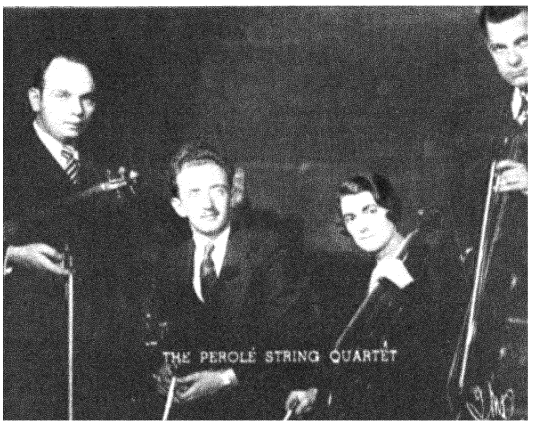
Founded in 1927, the Perolé String Quartet has earned plaudits for its chamber music recitals on the concert stage and over WOR

The first violinist, Joseph Coleman, a native of Odessa, Russia, won the Auer Scholarship to the Chicago Conservatory His concerts in New York and foreign capitals received great acclaim

Max Hollander, a graduate of the Institute of Musical Art, was a recitalist member of the South Mountain Quartet in Pittsfield, Massachusetts, and assisting artist with the Elshuco Trio, before he became second violinist of this quartet

Graduating with highest honors from the artists course in violin at the Institute of Musical Art, and capturing for three successive years the Isaac Newton Seligman prize for composition, Lillian Fuchs, who plays the viola in the quartet, made her New York début in 1925, and has since toured the country as soloist and chamber music artist

Julian Kahn was the only cellist to win the Sesquicentennial prize awarded by the National Federation of Music Clubs in 1926 and has had a successful career as a chamber musician and soloist


THE PEROLÉ STRING QUARTET

• GRUPPÉ AND QUINCY

Paulo Gruppe was born in Rochester, New York, and received his musical education in Holland, Germany and France During one of his European tours he was presented with a fine old Andreas Guarnerius cello

Throughout the United States his concert and radio performances have endeared him to the hearts of those who appreciate true, clear tones and mastery of technique

He has been heard with Eddy Brown s Radio String Quartet over WOR and as soloist of the Bamberger Little Symphony Orchestra.

Concert pianist, organist and teacher, Samuel H Quincy, was born in New York City He studied music at the Juilliard School of Music and the *Conservatoire Americain* at Fontainebleau, then concertized in France

During the season of 1933 34 he was heard with Paulo Gruppe over Station WOR in a series of sonata recitals for cello and piano


GRUPPÉ AND QUINCY

• THE COMPINSKY TRIO

Sara, Manuel and Alex– pianist, violinist and cellist of the famous Compinsky Trio-- were born in Russia They made England their home until they came to the United States

Under the guidance of their father they began to study music at a very early age, and as soon as they were able to play, started their ensemble training Well-known in England, the trio has performed before the royal family Manuel was appointed senior professor of violin at the Trinity College of Music, a position he retained until his departure for America

They have broadcast on both chains in their own series and for the Library of Congress and ' The University of the Air '

While teaching at the University of Southern California, the trio broadcasts over the NBC Pacific network


THE COMPINSKY TRIO

• THE THREE SCAMPS

This instrumental and vocal trio has been heard regularly over WJZ and WEAF

Dal Calkins, a Brooklynite, for many years studio manager, production man and general accompanist at WAAT, is the pianist and singer With Jay Fallon of Jersey City, who plays the guitar, he first introduced radio program requests by telephone, the pair being known on that station as the Melody Boys and the Telephone Troubadours, and later with another Jersey City lad, as "Chocolate, Vanilla and Strawberry, sponsored by an ice cream firm

Jay attended St Mary's Preparatory School After managing two tea shops in Jersey City, he made his début

Edwin MacDowell, of Jersey City, toured New Jersey in vaudeville, and under the name of Barry Foster is well known in that state as an orchestra leader


THE THREE SCAMPS

• JESSE CRAWFORD

Jesse Crawford learned to play a cornet in a California orphanage at the age of nine. As a newsboy he studied piano without a teacher, and a traveling band hired him to double in brass. After touring the Coast for two years, he persuaded a Spokane theatre owner to install an organ, and has been playing one ever since.

He opened Grauman's Million Dollar Theatre in Los Angeles as the world's first featured theatre organist. Then he was highly advertised for five years at the Chicago Theatre.

Since he merged with the local competition at the nearby Roosevelt Theatre—Miss Helen Anderson—the advertisements have read: "Mr. and Mrs. Crawford at the Twin Consoles." For six years they played at the New York Paramount Theatre.

On NBC and CBS he has broadcast as "The Poet of the Organ"; and his records have sold into the millions.



JESSE CRAWFORD

ANN LEAF

LEW WHITE

• ANN LEAF

Coming to New York from Omaha, where she had appeared as soloist with a concert orchestra at eleven, Ann Leaf entered the Damrosch Institute of Musical Art. The tiny but ambitious pupil had displayed a definite aptitude for the organ when she played on a small home instrument, and in one summer she acquired its intricate technique.

Her steady climb has brought her to the position she now holds as a CBS favorite, playing from the Paramount organ studios. Since her début on that chain three years ago, Ann has made several movie shorts.

Ann played a duet in perfect synchrony with another organist at a distant station. Neither could hear the other.

A mere slip of a girl, less than five feet in height, she amazes with her mastery of the huge console.

Her diminutive stature has won her the nicknames, "Mitey," "Sweet and Low Down" and "Little Organ Annie."

• LEW WHITE

This talented organist from Philadelphia commenced his musical education under his father's tutelage at the age of five, and after ten years of study played the piano in one of Philadelphia's first moving picture theatres. Then he toured as accompanist for Hans Kindler. After gaining experience as pianist of Nixon's Theatre in the Quaker City, he joined Meyer Davis' first orchestra.

Meanwhile he was studying the organ at the University of Pennsylvania and was engaged by the Stanley Theatres as guest organist. Several years later he was appointed chief organist at the Roxy Theatre.

Since his air début at Station WLIT in Philadelphia he has played in thousands of programs in that city and in New York, including his two NBC commercials from the dual organ in his own studio and six broadcasts weekly from the Radio City Music Hall.

A genius of the mightiest of musical instruments and an exclusive Brunswick artist, Lew has recorded many superb renditions in disc form and has made a large number of "Organlogues" and motion picture shorts.

He was a Victor recording artist for several years and was first heard on the air in 1919. "Night Song" and "Matinée Gems" were among his many programs.

• FRED FEIBEL

The organist whom you have heard over WABC at 7:30 every morning since 1929 is Fred Feibel.

Having mastered the violin, he played as soloist at local concerts in his native Union City, New Jersey. After a year's study he became church organist, and at twenty-one had completed a five-year contract in a neighborhood theatre. Following an engagement as organist of the Rialto in New York, he was appointed assistant organist at the Paramount Theatre.

FRED FEIBEL



• WINTERS AND WEBER

Meeting for the first time at the NBC studios while seeking auditions, Leo Weber and Johnny Winters, discovering that they both played the organ, decided to form a team.

Born in Saugus, Massachusetts, Leo began his study of the piano when six years old. As a lad of twelve he obtained the position of relief pianist at a local movie house.

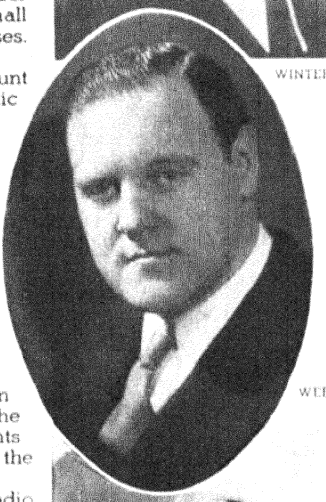
Following the completion of his musical studies at a Boston conservatory, he toured from coast to coast, playing in most of the Publix houses. An able pianist, his popularity has been enhanced by ten successful years as an organist.

Johnny Winters, whose birthplace is Williamsport, Pennsylvania, also began his musical career at an early age. At fourteen he made his professional début rendering popular tunes in a small mountain tavern. He has played the organ since he was twelve, and has toured the Publix houses. Often he and Leo were booked in the same cities without meeting.

They have broadcast several times a week in NBC sustaining programs and from the Paramount organ studios. Johnny has a secret ambition to become a lawyer. Both boys are enthusiastic swimmers and Kiwanis members.



WINTERS



WEBER

• GEORGE M. BLAKE

At ten years of age, George M. Blake began the study of music in his home town, Nutley, New Jersey, and although he had aspirations to become an artist, circumstances led to his following a musical career. While assisting in the installation of a church organ, he became desirous of learning to play that instrument. After years of study and engagements as church organist, he became a pupil of Lew White and later his assistant and instructor in the studio, occasionally substituting for him in his programs from the RKO Music Hall.

Blake has been heard over the NBC network from WJZ in Sunday morning recitals and has also made electrically transcribed sustaining programs.

• RICHARD LEIBERT

Educated in Washington, D. C., Richard Leibert won a scholarship at Peabody Institute in Baltimore, concertized on the organ in Washington and played at several private recitals on the famous White House piano for Mrs. Coolidge and her friends. After a long series of engagements at the Loew theatres in Washington, Pittsburgh, Cleveland and other cities, in 1932 he came to the Paramount Theatre in Brooklyn.

A year later, "The Stylist of the Console" won the coveted position of chief organist at the Radio City Music Hall. Leibert has been heard on the largest theatrical organ in the world every week day morning from WEAF, with the Roxy Gang on Sunday, in the Poet Prince program over WJZ, and in various special air recitals. Recently he has been entertaining patrons of the Rainbow Room at Rockefeller Center.



RICHARD LEIBERT

• ROSE DIAMOND

Rose Diamond, who was born in New York, appeared on the concert stage for several years before she was fifteen.

Her first air program from WEAF was followed by a few years as organist in various metropolitan theatres. While playing for two and a half years at Loew's State Theatre in New York, her programs were broadcast weekly.

She has been featured in daily organ recitals by Station WINS from the rotunda of the Roxy Theatre.

• MELCHIORRE MAURO-COTTONE

Melchiorre Mauro-Cottone studied organ at the Royal Conservatory in his native Palermo, Italy. He came to America to tour as a boy organist, and remained here to play in several important churches. Engaged by Roxy in 1924, he served as chief organist at the Capitol Theatre —the first member of his profession to be featured on Broadway and the radio. Following a stay at the Roxy Theatre, he spent three years concertizing throughout the country and making appearances with orchestras, meanwhile broadcasting from the largest stations.

On his return to New York in 1933 WMCA selected him as chief organist, and he has been heard in bi-weekly recitals from that station.

Mauro-Cottone is a facile improviser, and has composed a great many organ works.

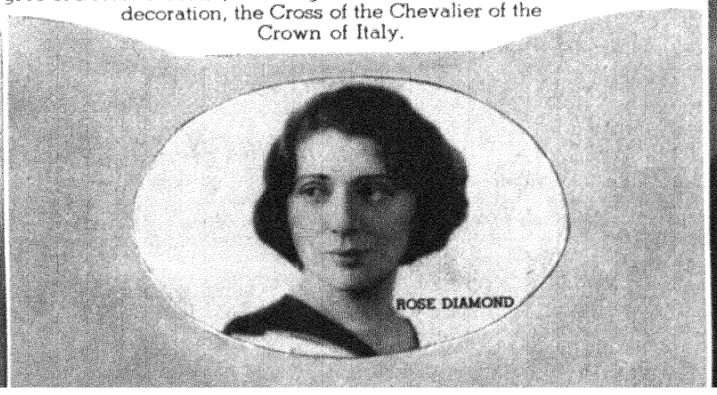
A few years ago Chicago University conferred upon him the degree of Doctor of Music, and King Victor Emanuel honored him with a decoration, the Cross of the Chevalier of the Crown of Italy.



MELCHIORRE MAURO-COTTONE

BLAKE





ROSE DIAMOND


MILDRED DILLING

• MILDRED DILLING

Leaving her Home in Marion, Indiana, to study in Paris, Mildred Dilling, genius of the harp, made her radio début as one of the first American artists to entertain for BBC in London. During five years she gave three hundred and eighty-five concerts in Europe and the United States.

Miss Dilling has broadcast on NBC for White Rock and in the Travelers Insurance program over CBS, and has been heard as soloist with the WOR Little Symphony and NBC orchestras. At the Radio City Music Hall she and her harp ensemble were held over for a week.

With the exception of Paderewski, she has performed at the White House more frequently than any other musician. She has recorded for His Master's Voice and Elektrola.


CARLOS SALZEDO

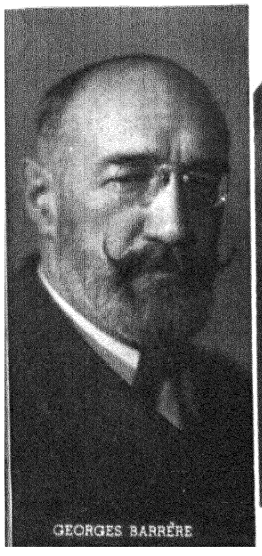
• CARLOS SALZEDO

From Arcachon, Gironde, France, the seven year old Carlos Salzedo entered the Bordeaux *Conservatoire*, and two years later was admitted to the Paris *Conservatoire* to study the piano and harp. In 1909 he made his American début at the Metropolitan. Forming the Salzedo Harpist Ensemble, he was later elected president of the National Association of Harpists, and organized the harp department of the Curtis Institute of Music. He is the only harpist who has been featured repeatedly as soloist with the New York, Philadelphia, Boston, Chicago, Detroit and Syracuse Symphony Orchestras.

His broadcasts include recitals for the Columbia Concert Hall, the Library of Congress, Chamber Music Society and Eastman Kodak. In 1925 over BBC he was the first to give a complete recital of harp music.

Salzedo also ranks high as a composer, and his symphonic works have been programmed by the leading orchestras and chamber ensembles of this country.

Critics have called him the Paderewski of the harp and the Chopin of music written for that instrument.


GEORGES BARRÈRE


CORNELIUS VAN VLIET


JOSEPH SZIGETI

• GEORGES BARRÈRE


LUCILE LAWRENCE

At thirteen Georges Barrère of Bordeaux entered the *Conservatoire National* in Paris. Winning first prize, he continued his studies while engaged as first flutist in the *Folies Bergère*, and as second flutist at the *Concerts de l'Opéra*. He was made an officer of the French Academy in recognition of his success in organizing the *Société Moderne d'Instruments à Vent*.

After filling various posts in the Colonne Orchestra and teaching at the Schola Cantorum, he played with the New York Symphony from 1905 to 1928.

Barrère often performed for Mrs. Coolidge at the White House. He has broadcast as soloist and as conductor of the CBS Little Symphony and with his ensemble for Royal Typewriter and Houbigant.

• LUCILE LAWRENCE

Born in New Orleans, Lucile Lawrence started playing the piano at the age of two and began her study of the harp four years later.

In 1925 she appeared in one hundred twenty-three concerts throughout Australia and New Zealand. After organizing the Lawrence Harp Quintette she took charge of the harp department at the Institute of Musical Art in New York under the direction of Frank Damrosch. In 1927 she became première harpist with Carlos Salzedo's Harp Ensemble, and later that year was appointed instructress at Curtis Institute.

She is the wife of Carlos Salzedo, and has been featured on the air by Eastman Kodak, the Library of Congress and the Chamber Music Society of America.

• CORNELIUS VAN VLIET

Born in Holland, Cornelius Van Vliet made his début as soloist at the age of twelve, then was engaged to appear with the Vienna Philharmonic. He was presented with Mary Garden in Chicago, where his sensational triumph led to engagements as soloist and cellist in leading orchestras throughout the country. Besides touring with the New York Philharmonic-Symphony from coast to coast, he has occupied the first chair in the cello section.

In 1922 Van Vliet broadcast with the Philharmonic from the Lewisohn Stadium. He has been on the air from WRNY and as guest of the WOR Bamberger Little Symphony.

• JOSEPH SZIGETI

Born in Budapest, Joseph Szigeti studied violin and concertized in leading European cities. After four tours of the United States, he made solo appearances with the New York Philharmonic, Chicago, Cincinnati, Boston, St. Louis, Cleveland, Minneapolis, Detroit, Omaha and Baltimore orchestras.

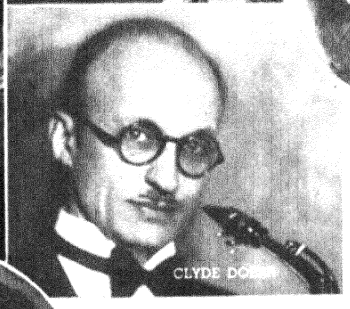
The plaintive strains of his violin have been heard from European stations, and he has been a guest in one of Roxy's Sunday morning concerts.

During the past three years he has made two triumphant world tours, including Australia and the Far East. He is a Chevalier of the Legion of Honor and a recipient of the Officer's Cross of the Hungarian *Ordre pour le Mérite* and the Japanese *Jiji Shimpo* Gold Medal.









• ROY SMECK

Born in Reading, Pennsylvania, Roy Smeck mastered eight instruments while working in a music store in Binghamton, New York. He took part in the first experimental talking picture with Martinelli, Mischa Elman and Marion Talley; RKO and Loew contracts followed, and his music was recorded by the leading companies. He has been heard in Main Street Sketches, the Playhouse, Mason Mints and Zenith Radio.

• LEE MONTGOMERY

Lee Montgomery received his B.A. from the University of Missouri, where he was a member of Phi Mu Alpha and Beta Theta Pi. He came to New York in 1929 as arranger and accompanist for CBS ensembles, and since 1930 he has acted in the same capacity for the Cavaliers on NBC. Cities Service, Fleischmann, General Electric, Chevrolet, Vermont Maid, Ipana, Sal Hepatica, Socony-Vacuum, A & P and Horton engaged him. He records for Victor and composes songs.

A native of Sedalia, Missouri, Lee was working in a bank in Dallas, Texas, when he received an offer from the Judson Radio Corporation.



ROY SMECK

• ARTHUR SCHUTT

Trained for the concert stage by his father, this native of Reading started at fourteen as pianist with Paul Specht, toured Europe with him, and has played, arranged and recorded for Kahn, Lopez, Rich, Shilkret, Roxy, Barlow, Madriguera, Denny and many others. He has been heard on NBC in piano solos and duets for Fuller Brush, and in the Uneeda and Semi-Hex Pencil programs. He is famous as an accompanist and composer of piano solos.

• JOSEF ZIMANICH

Josef Zimanich, chief of the music and recording departments of National Screen Service, was born in Jugoslavia and was a Russian government executive.

"The greatest mandolinist of the air" presented over Station WGN the first mandolin trio, and later broadcast in the South for Paramount-Publix. He also serves as adviser to Boris Morros.

• CLYDE DOERR

After graduating from King Conservatory of Music in California with a B.M. degree in violin, Clyde Doerr of Coldwater, Michigan, was a saxophonist at Techau Tavern and the St. Francis in San Francisco, achieved success in New York at the Biltmore Roof and in the Ziegfeld Follies, and recorded for Columbia and Victor. Forming his own orchestra in 1921, he played at the Club Royal, then in Chicago at the Congress Hotel, where he broadcast over KYW. He headlined in vaudeville, composed solos, and with his saxophone octet was sponsored during seven years on NBC by Davis, Elgin, White Rock and Eastman.

He has been heard as soloist for Eveready, Goodrich Tires, Royal Typewriter, RCA-Victor, Jack Frost, General Motors and Maxwell; and during 1934 conducted for NBC in San Francisco. Henry George Cigar, Fada and Paramount-Publix have been among his CBS sponsors.

• EDDIE PEABODY

A scion of the famous Peabody family of Massachusetts, Eddie is an accomplished musician, although he has never taken a lesson. After organizing dance bands throughout the country, he came to New York as the outstanding attraction of the Radio Show. He signed a six-year contract with Publix, and recorded extensively.

"The King of the Banjo" has thrilled Hollywood Restaurant patrons and radio audiences. In Europe he played command performances for royalty.

• FRANK SKINNER

Born in Meredosia, Illinois, Frank Skinner graduated from the Chicago Musical College in 1923, toured in vaudeville and joined a band at the Monte Carlo in New York. Through his arrangements he has helped popularize "After I Say I'm Sorry," "Horses," "My Blue Heaven," "Among My Souvenirs," "Happy Days Are Here Again," "The Old Spinning Wheel" and "Wagon Wheels."

The dean of American arrangers has added that extra dash of color to many radio hits, and scored the popular film, "Forty-Second Street." Frank works in the delightful atmosphere of Brook Farm at Crestwood, New York.



FRANK SKINNER

• KENNETH CHRISTIE

Kenneth Christie, a native of Binghamton, attended Boston University and the Institute of Musical Art. After conducting a dance orchestra, he organized a string quartet and an orchestra in a Trenton school, achieving amazing results with a children's symphonic series.

From announcing and playing piano for WOR, he turned to coaching and arranging for the Songsmiths in the Maxwell, Hellmann's and Texaco hours on NBC.





KENNETH CHRISTIE



GEORGE GERSHWIN

Gershwin was the first to write a jazz composition for the concert hall. This work, "Rhapsody in Blue," scored a tremendous success throughout the world. His other serious works include "Concerto in F," "An American in Paris," "Three Preludes for Piano" and the "Second Rhapsody." He has also written the music for "Porgy," to be produced in operatic form.

In 1932 he was featured as solo pianist in the all-Gershwin program of the New York Philharmonic Orchestra at the Lewisohn Stadium, and has been heard as the guest star on the Fleischmann and Hall of Fame hours. His most recent broadcasts are for the Health Products Corporation and for Feen-a-Mint in Music by Gershwin.

Next to music, Gershwin's greatest interest is in modern painting. He has an excellent collection of canvases and sculpture and finds pleasure and relaxation in handling brush and oils.

• DEEMS TAYLOR

A graduate of New York University, where he and Reinald Werrenrath had charge of the glee club for two years, Deems Taylor first showed his musical talent there. With practically no training he composed a musical comedy in his senior term and one each year thereafter. The fourth one, "The Echo," was afterward produced on Broadway. In 1912 he won a prize for a symphonic poem; then he wrote songs, choral pieces and incidental music for plays, including "Beggar on Horseback," "The Adding Machine" and "Casanova."

Meanwhile he had entered journalism and soon became war correspondent for the New York Tribune, then associate editor of Collier's, music critic of the World and editor of Musical America, besides writing for many magazines.

The Metropolitan commissioned him to write a grand opera, and he created the successful setting for Edna St. Vincent Millay's libretto, "The King's Henchman." This he followed with "Peter Ibbetson," also warmly received. Mr. Taylor's compositions include "Through the Looking Glass," an orchestral suite and "Circus Days."

He started his air career as narrator with his performance of "The King's Henchman" on the first CBS broadcast; then gave a series of talks on the history of opera. Later he served as annotator in the Metropolitan Opera programs, master of ceremonies for the Kraft series and guest conductor for General Motors, alternating with Frank Black in the direction of the popular American Music Festival symphony concerts proffered on the air by that organization.



ROY HARRIS

• ROY HARRIS

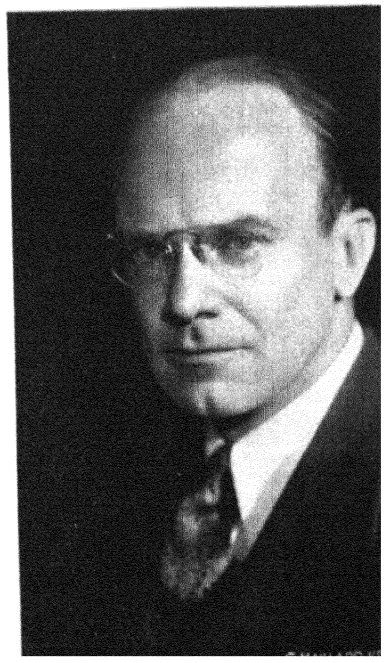
Born in Lincoln County, Oklahoma, Roy Harris has brought to his compositions the rugged grandeur of the West. In California he studied piano, and while engaged in farming, took up the clarinet.

Returning from the war, he drove a truck, but still followed his musical pursuits. After attending the University of California, he devoted all his time to music, in two years producing a work for full orchestra and a suite for string quartet. The performance of these secured his funds for four years of study in Paris under Nadia Boulanger. Since coming back to this country he has been composing in all forms at an unusually prolific rate.

In 1933 Harris spoke over the Columbia network at a recital of his Concerto, Opus 2, which Columbia recorded as the first serious American chamber music for phonograph. NBC broadcast his "An American Overture" from the Hollywood Bowl, and his "Symphony (1933)" when it was featured by the Boston Symphony under Koussevitzky. The latter was the first American symphony recorded, when Columbia discs were made by remote control from Carnegie Hall. This same work was played last fall by the New York Philharmonic Orchestra under Werner Jannsen. His "Second String Quartet," recorded for Victor by the Roth String Quartet, was chosen to represent modern American music at the World's Fair in Chicago. He has attained an enviable place among the foremost ranks of the younger American composers of serious music; and his name is seen frequently on programs and in musical publications.

The Victor Company commisioned him to write his "Overture on an American Theme" for a special recording by the Minneapolis Symphony Orchestra.

DEEMS TAYLOR



• GEORGE GERSHWIN

A Brooklyn boy whose song-writing career began at fourteen, George Gershwin composed his first hit, "I Was So Young, You Were So Beautiful," for the show, "Good Morning, Judge." Since then he has written the score for thirty-six musical comedies, including four editions of the George White Scandals, "Lady Be Good," "Tiptoes," "Song of the Flame," "Oh Kay!", "Funny Face," "Rosalie," "Strike Up the Band," "Girl Crazy," "Of Thee I Sing," the only musical comedy ever awarded the Pulitzer prize, and his latest success, "Let 'Em Eat Cake."

• FERDE GROFÉ

Born in New York City, Ferde Grofé was taken to Los Angeles while still an infant. Descended from a long line of musicians, he was given an early musical training by his grandparents. Under their tutelage he learned the viola, violin and piano, and when only seventeen won a place in the Los Angeles Symphony, with which he remained for ten years. Meanwhile he played in the People's Orchestra, the Philharmonic-Symphony, theatres and hotels.

Although he has written innumerable compositions, the first to be given a public hearing was the "Elks Grand Reunion March." His later works have gained him a reputation as one of our foremost native composers. After hearing this young artist only once, Paul Whiteman engaged him. Returning to New York, Grofé became special pianist and arranger for this noted band.

"Broadway at Night," "Mississippi Suite," the orchestration of Gershwin's "Rhapsody in Blue," "Metropolis," "Three Shades of Blue," "Grand Canyon Suite" and "Tabloid" are among his more recent achievements.

He directed the Sal Hepatica hour over NBC and the Ohrbach series from WOR. His engagement at the Claremont Inn on Riverside Drive during the summer of 1934 was followed by a stay at the Netherland Plaza Hotel in Cincinnati. Vintage White Owl has presented him on CBS.

• HOWARD DIETZ & ARTHUR SCHWARTZ

Born in Brooklyn, Arthur Schwartz studied law at New York and Columbia Universities for three years, afterward practicing for the same length of time. His active mind, however, was continually forming new tunes, and eventually he decided to forsake law for song writing. He is very proud of his phonograph disc library, which contains an amazingly complete collection of symphonic recordings of all countries.

While attending Columbia University in his native city, Howard Dietz won an advertising contest which led him to commercialize his talents with the Metro-Goldwyn-Mayer Company. He created light verse and lyrics for prominent singers and produced many novelty numbers for the Little Show. He is an outstanding tennis player and a seasoned opponent to be reckoned with in bridge tournaments.

Dietz and Schwartz are the creators of the Gibson Family, the first musical comedy written especially for radio, and many popular songs including "A Shine on your Shoes," "I Guess I'll Have to Change My Plan," "Alone Together," "Dancing in the Dark," "Something to Remember You By," "I Love Louisa" and "You and the Night and the Music."

Their hit shows include "Three's a Crowd," "Bandwagon," "Flying Colors" and "Revenge with Music."



FERDE GROFÉ



HOWARD DIETZ & ARTHUR SCHWARTZ

• IRVING BERLIN



IRVING BERLIN

Celebrating his twenty-fifth year as a song writer, Irving Berlin's five NBC radio programs for the Gulf Refining Company featured one hundred of his own songs.

His musical show, "As Thousands Cheer," has been the greatest box office attraction of recent years, but his initial Music Box Revue, "Say It With Music," still holds first place in his heart. He has recently written the score for Fred Astaire's new film, "Top Hat."

Born Israel Baline in Molgne, Russia, he soon knew the poverty of New York's slums. At fourteen he ran away to sing in a Bowery saloon.

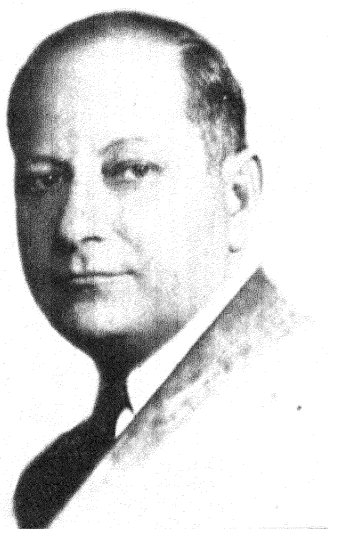
His first regular job was "busking" or echoing songs from the gallery of Tony Pastor's Theatre for the family of Buster Keaton. A year after he had received the attention of uptown New York as a singing waiter in Nigger Mike's Chinatown saloon, his first song, "Marie from Sunny Italy," was published. In the next five years most of the ragtime hits were labeled: "Words and Music by Irving Berlin."

After fifteen years of successful publishing, "Alexander's Ragtime Band" and "Always" remain his favorites among hundreds of hits.

• SIGMUND ROMBERG

Coming to this country twenty-five years ago from Hungary, Sigmund Romberg found a ready market for his compositions. In 1913 he wrote "The Whirl of the World," the first of his seventy shows, which include "The Student Prince," "The Desert Song," "The New Moon," "May Time," "Blossom Time" and "My Maryland." His "*Rose de France*" ran for two years in Paris. He has written the music for the films, "Viennese Nights," "Children of Dreams" and "The Night is Young," and has helped to make the Swift feature one of the outstanding programs on the air.

Romberg, who plays many instruments, has six thousand volumes of music and a pipe organ in his studio.



SIGMUND ROMBERG



FORSYTH MYERS

• JOSEPHINE FORSYTH MYERS

Possessed of a remarkable voice at nine years of age, Josephine Forsyth studied classic music and languages and developed an impressive piano technique. While very young, she began her operatic career in her birthplace, Cleveland, Ohio, then continued her studies with Marcella Sembrich in New York. Soon her cello-like voice was in demand at churches and in concert recitals, and she obtained her first engagement as prima donna in a musical show at the Knickerbocker Theatre in New York. She was presented by Annie Friedberg in "Lyric Thoughts at Twilight," for which she wrote most of the words and music.

In 1928 the lovely Miss Forsyth became the wife of the great international inventor, the late Philip Andrew Myers. Gifted also as a composer and poetess, she touches the very soul of music. "The Lord's Prayer," written as a wedding gift to her distinguished husband, is the most noted of her songs, often heard on the air and featured at the opening of the San Diego fair.

• JUANNE ARLISS

The long melody trail has done a lot of winding from Lou Herscher's "Dream Daddy," the first international radio hit, to the snaky rhythms of "*La Cucaracha.*"

A descendant of William Bradford, who landed at Plymouth Rock on the "Mayflower," Juanne Arliss is typical of the young composers who set the musical pace of air entertainment. Several of her songs have been broadcast, including "I've Been in Heaven Today," "Say Yes," "Love à la Carte," "Moon in Cellophane," "Si Si, Señorita" and "Love Is a Waltz"—featured by Lopez.

Paris publishers accepted twelve songs from the charming Miss Arliss within a few weeks.

• FRANK GREY



JUANNE ARLISS

FRANK GREY

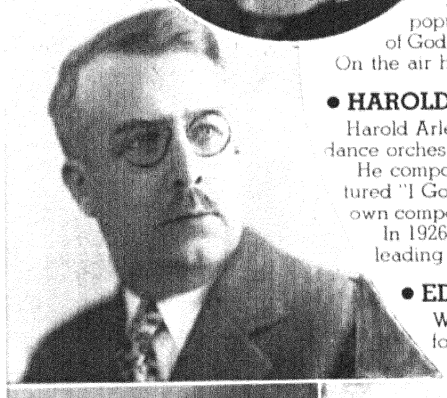
This talented Philadelphian studied harmony at Harvard University and later mastered composition, orchestration and piano at the New England Conservatory. Since 1909 Grey has conducted light opera and published many overtures and pianoforte compositions, also "Sue, Dear," "The Matinée Girl" and other popular songs.

Grey was executive musical director of the Victor Herbert Memorial Concert at the Metropolitan in 1933. His musical comedy, "Happy," was broadcast on NBC by Old Gold, and Martini and Jeritza have sung his compositions on the air. As program director and manager he opened Station WOV.

• LOU ALTER

A native of Haverhill, Massachusetts, Louis Alter attended the New England Conservatory of Music in Boston. For five years he played in vaudeville with Nora Bayes throughout the world, and for several years was accompanist for Irene Bordoni. He composed the scores for two editions of the Vanities, "Ballyhoo," "Sweet and Low," Joe Cook's "Hold Your Horses" and the 1933 Follies. Alter is the composer of "Manhattan Serenade," which has enjoyed international popularity. Among the favorite songs of his own composition are "Overnight," "I'm One of God's Children," "What a Life!" and "Morning, Noon and Night."

On the air he has conducted and written special songs for Helen Morgan and Beatrice Lillie.



• HAROLD ARLEN

Harold Arlen of Buffalo was a member of his father's choir. Later he arranged music, directed dance orchestras in Buffalo and New York, and sang during the entr'acte of the Scandals.

He composed the score for "Let's Fall in Love," a Columbia film, and in vaudeville has featured "I Got a Right to Sing the Blues," "You Said It," "Sweet and Hot" and other songs of his own composition.

In 1926 he began singing over WEAF, and has since been heard on both chains, from the leading metropolitan stations, and in the Pond's program with Leo Reisman.

• EDGAR VARÈSE

While a student at the Paris *Conservatoire* in his native country, Edgar Varèse founded and conducted the *Choeur de l'Université Populaire* and organized the concerts of the *Château du Peuple.* Later, in Berlin, he founded and conducted the *Symphonischer Chor* and conducted the Prague Philharmonic Orchestra.

In New York Varèse founded the New Symphony Orchestra, and the International Composers' Guild, directing its concerts for six seasons. His works have been played in Europe and America, his better known pieces being "*Amériques,*" "*Arcana,*" "*Espace,*" "*Offrandes,*" "*Hyperprism,*" "*Octandre,*" "*Integrales,*" "*Ionisation*" and "*Equatorial.*"

His compositions have graced inspirational radio programs.



LOU ALTER



ARLEN



EDGAR VARÈSE

"Singing Stars"

THE phonograph immortalized Caruso and a dozen others who without that invention would have lived only in the memory of one generation, those compressed discs of engraved sound are a permanent reference library, ready to yield on demand their priceless recorded transcriptions of cherished voices or brilliant instrumental technique

The radio, however, is a current medium- -a sort of musical newspaper, bringing the living breath and pulsing stir of the operatic stage, concert salon and symphony platform to the eager listener in the full color and verve of their nascent charm, at the very moment of the thrilling birth of those hypnotic sounds which weave their tonal spell of rapturous delight The dramatic renditions and matchless voices of opera stars whose names flash magic from metropolitan marquees, vocal concert artists idolized the world over, the season's sensational tenor or an old favorite diva, await your pleasure at the turn of a knob

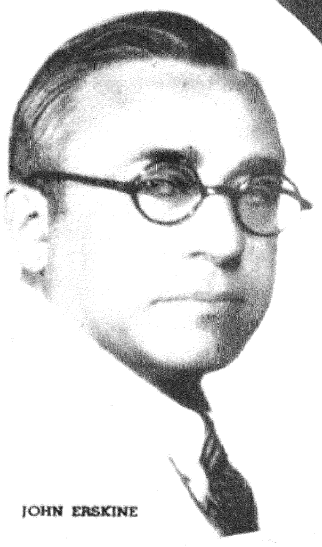
Commuters, city dwellers and rural folk chat knowingly of this and that operatic score or libretto, and mention the conductor, director and cast with glib assurance.

Radio is fostering the appeal of opera so effectively that this traditional luxury is fast becoming as popular an institution in this country as in Italy This has profoundly affected the policies of producers and managers En couraged by the increased public interest which radio has stimulated, excellent new opera companies have been organized throughout the country, affording opportunities for the presentation of recently discovered talent Even the Metropolitan has proposed, under its new management, an additional series of offerings at reduced admissions

In this American renaissance of the air, enchanting Italian and French arias flood your home, Wagnerian strains thunder from your loud-speaker, and concert singers offer you their brightest gems



JOHNSON



JOHN ERSKINE

• EDWARD JOHNSON

Canadian born, Edward Johnson studied law, but became a choir singer in New York. After several concert tours in the United States and Canada, he cultivated his voice under Caruso's teacher in Florence, Italy. On his operatic tour of the continent he was the first to introduce Wagnerian roles in Italy.

Returning, he sang in almost every American city, and as one of the leading Metropolitan tenors created a sensation in "Peter Ibbetson," "The King's Henchman," "Pelléas and Mélisande" and many other operas.

The Ford and General Motors programs brought his voice to radio, and he has also broadcast with the Detroit Opera Company.

Mr. Johnson was chairman of the Metropolitan subscription committee; and as the new general manager he has recently toured Europe in search of additional talent for the Metropolitan Opera.

• JOHN ERSKINE

The distinguished New Yorker, John Erskine, has received many degrees from Columbia, Norwich, Amherst, Hobart and the University of Bordeaux. His club affiliations include the Modern Language Association, the Silvermine Guild of Artists and the Poetry Society of America. He is a member of Delta Upsilon and wears a Phi Beta Kappa key.

Among the popular books he has written are: "The Private Life of Helen of Troy," "Enchanted Garden," "Galahad," "Adam and Eve," "Penelope's Man," "Sincerity" and "Cinderella's Daughter."

Dr. Erskine is president of the Juilliard School of Music and one of the directorate of the Metropolitan Opera Association. Mayor LaGuardia recently appointed him a member of the Municipal Art Commission.

His sage and sophisticated comments have been heard over the NBC networks in the Hall of Fame for Lysol and Hinds Honey and Almond Cream.

• DAVID SARNOFF

From Uzlian, Minsk, in Russia came a nine-year old boy destined to be the czar of a magical industry yet unborn. Educated at Pratt Institute in Brooklyn, David Sarnoff began his career in 1906 as messenger for the Commercial Cable Company. That same year he started working for the Marconi Wireless Telegraphy Company, and in 1909 was promoted to be the manager of their station at Sea Gate, New York. After serving as a wireless operator on ships and ashore and equipping a vessel on which he handled the key during a seal fishing expedition to the Arctic ice fields, he became radio inspector for the Marconi Company and instructor in the Marconi Institute. Then followed rapid advancement as chief radio inspector, assistant chief engineer, contract manager, assistant traffic manager and commercial manager. Between 1921 and 1930 his phenomenal success carried him through successive offices as general manager, vice-president, executive vice-president and president of this giant corporation, also as an officer and director in various RCA subsidiaries and chairman of the board of the Radio-Keith-Orpheum Corporation.

St. Lawrence University conferred upon him the degree of Doctor of Science. He was honored with a colonelcy in the South Carolina Reserves, U. S. A., and has been decorated as an officer of the Polonia Restituta and the Legion of Honor.

This ace executive of the industry is a member, director or honorary member of many scientific, industrial and electrical societies, including the Institute of Radio Engineers, American Institute of Electrical Engineering, National Better Business Bureau, Radio Manufacturers Association, Motion Picture Producers and Distributors of America, Council on Adult Education for the Foreign Born, National Institute of Social Sciences, New York Society for Electrical Development, Pan-American Society and Omicron Alpha Tau. His club memberships include India House, Sands Point, Economic Club of New York, Radio Club of America and Electrical Manufacturers Club.

As a member of the board of directors of the Metropolitan Opera Association, Mr. Sarnoff is the unique and powerful link between the old, established art of the opera and its young but vigorous affinity, radio.



DAVID SARNOFF

• GRACE MOORE

Grace Moore, who was born in Jellico, Tennessee, made her concert début in 1918 at Washington, D. C., with Martinelli. She became understudy for Julia Sanderson, and appeared in "Hitchy-Koo" and "Up in the Clouds." For three consecutive years she played in "The Music Box Revue," and in 1928 made her bow at the Metropolitan Opera House, where she remained for three seasons.

European and American concert tours were followed by the motion pictures, "A Lady's Morals" and "New Moon," and continued success in opera, concert and radio. Her stage success in "The DuBarry" was dwarfed by the sensation she created in Columbia Pictures' delightful "One Night of Love," for which she received the gold medal of the Academy of Arts and Sciences. Critics waxed enthusiastic over her second Columbia film triumph, "Love Me Forever."

Miss Moore has thrilled radio listeners in the Vicks series and as NBC guest artist in the Hollywood Hotel program for Campbell Soup.

• LILY PONS

Born at Cannes on the Riviera, of French and Italian parentage, Lily Pons graduated at thirteen as a pianist from the Paris *Conservatoire*. At twenty-one she took her first vocal lesson, and after three years of training her range increased to two and a half octaves.

She made her début in "Lakme" at Mulhaus in Alsace; and in 1931 her first Metropolitan appearance was greeted with salvos of cheers.

In 1933 the *Opéra Royale* in Rome was reopened especially for her and she was officially received by *Il Duce*. On that occasion she sang "Lucia" and "The Barber of Seville" for the benefit of Fascist children.

Her recitals for Chesterfield and Hinds Hall of Fame, and her Metropolitan roles for Lucky Strike and Listerine have been outstanding air features.

The lovely Lily joined the pilgrimage of operatic stars to Hollywood when she signed a contract to lend her enchanting voice and personality to the RKO film, "Love Song."

• HELEN JEPSON

The first feminine singer to reach the Metropolitan Opera through the medium of radio, Helen Jepson, the radiant dark-eyed blond neophyte, won the praise of critics for her initial Metropolitan performance in the première of John Laurence Seymour's opera, "In the Pasha's Garden." Later she triumphed again on that hallowed stage in "Pagliacci."

Born at Titusville, Pennsylvania, she was educated in Akron, Ohio, where she sold corsets and phonograph records. At fifteen she appeared in "Pagliacci," and afterward in "Bohemian Girl" and "Pinafore"; then won five scholarships at the Curtis Institute of Music in Philadelphia, where she graduated.

One summer she and three other young singers toured six thousand miles in twelve weeks, carrying their wardrobes and frying pans on the running board. As the Mississippi Misses they gave concerts in eighty-seven towns, gaining adventure and cash for further study.

On several occasions she sang at Chautauqua. Then in 1930, after operatic roles with the Philadelphia Symphony Orchestra and the Civic Opera Company, she created a sensation in the role of Nedda in "Pagliacci" with the Philadelphia Grand Opera Company, remaining with that organization for three seasons. Numerous concert recitals were followed by an engagement with the Summer Opera in Athens, Georgia, and a role in "Louise" with the Montreal Opera Company.

Miss Jepson has sung over WOR with the Bamberger Little Symphony, as Vallée's guest in the Fleischmann hour, as Kraft soloist with Paul Whiteman and in the Listerine series on NBC. She was voted the most important new air personality of 1934 in the yearly national poll.

She is an excellent cook and artistic home maker. Surf-casting is her hobby, and she enjoys a swift canter on a lively mount.

Hollywood beckoned, and Paramount has engaged the glamorous Helen to star in a series of film operettas.



GRACE MOORE



LILY PONS



HELEN JEPSON

• ERNESTINE SCHUMANN-HEINK

At seventeen Ernestine Schumann-Heink of Lieben, Austria, began her career as principal contralto of the Dresden Court Opera. In 1878 she made her first stage appearance as Azucena in "Il Trovatore."

She sang in Hamburg in 1883, and a stellar engagement at Kroll's Theatre in Berlin was a further step toward the winning of her national reputation in the world-famous music festival at Bayreuth. From 1905 to 1906 she starred in "Love's Lottery," thus proving her versatility.

A member of the Metropolitan for several seasons, the beloved grand dame of opera reappeared with that company at sixty-four years of age in the beautiful Wagnerian favorite, *"Das Rheingold."*

Widely known as a concert singer and teacher, "Mother" Schumann-Heink has frequently been heard on the air in German lieder for benefits, also for Gerber Baby Food, Carnation Milk and the Hoover Company.

• LUCREZIA BORI

Descendant of a long line of statesmen, military heroes and writers, Lucrezia Bori at six sang in a charity concert at the university school in Valencia, her native city.

After intensive study in Spain and at Milan, she appeared in the role of Micaela in "Carmen" at the *Adriano*. Two years at *La Scala* were followed by an unusually brilliant season at the *Teatro Colon* in Buenos Aires.

At the Metropolitan she made her début singing opposite Caruso. Endowed with beauty, charm and a voice, she has since become one of the favorite opera stars. Her annual concert tours are hailed with enthusiasm and her radio recitals are very popular. She has been on the air for Lucky Strike, Listerine, Chesterfield and Hinds Hall of Fame.

Her zeal and conscientious efforts as chairman of the committee for saving Metropolitan Opera helped attain the goal of the organization for another season.

• MARIA JERITZA

A chorus girl from Brunn, Moravia, Maria Jeritza von Ernst Decsey first sang in opera at Olmutz and Vienna. Emperor Francis Joseph added her to the court opera; Richard Strauss invited her to create Ariadne in the world première of his opera at Stuttgart; and she won a permanent place as diva of the Imperial and Royal Opera House in the gay Austrian capital.

After singing in Germany, Budapest, Prague, Stockholm and Odessa, she reintroduced German opera to America at her Metropolitan début; then sang in four languages to enthusiastic audiences in concert and opera throughout the United States and Canada.

Returning to Vienna, she was made an honorary member of the Austrian section of the League of Nations and of the State Opera of Austria, the Royal Opera and the Philharmonic Orchestra of Budapest.

In 1925 she was presented to the King and Queen at Covent Garden in London. President Coolidge received her at the White House, and in 1928 the King of Denmark presented her with the Royal Danish Gold Medal. In 1932 Jeritza was heard on NBC and the following year over CBS for Standard Oil.

After playing the role of Grand Duchess Alexandria in a Viennese film, she was one of the all-star group which dedicated the NBC studios in Radio City, and in 1933 reopened the Chicago Civic Opera, touring extensively the following two seasons.

Mme. Jeritza was decorated with the badge of honor and the Officer's Cross of the Red Cross.

In every room of her apartment there is a canary and a huge bouquet of flowers. Gardening, riding, rowing and tennis tell the story of her hours of relaxation here and in Austria; and her pet dogs range from low, stream-lined dachshunds to her picturesque white Hungarian shepherds.

A biography, an autobiography—"Sunlight and Song"—and glowing references in books of many languages have created a Jeritza tradition. Arthur Halmi and other famous artists have perpetuated her beauty in portraits.



ERNESTINE SCHUMANN-HEINK



LUCREZIA BORI



MARIA JERITZA

• FEODOR CHALIAPIN

In the dim-lit churches of ancient Kazan, on the storied Volga, began a career which later rocked the musical world. Childhood glimpses of the theatre and dreams of the opera carried Feodor Ivanovitch Chaliapin through youthful vicissitudes and near-starvation as bass in the chorus of an itinerant company.

In 1894 he first sang in St. Petersburg, and two years later Moscow witnessed his triumphs in many heavy roles. Dividing his time between the two capitals, he became the idol of all Russia.

Milan, Paris, Monte Carlo, Buenos Aires—the world was at his feet; and in 1907 the Metropolitan vibrated with the timbre of his mighty "Mefistofele" and other roles. A brilliant London season was followed by continental engagements in opera and concert until 1914, when he returned to Russia for seven years.



1921—Albert Hall, London—the Metropolitan in New York as Tsar Boris at last!—then annual tours and peans of praise. "Mask and Man" and "The Pages of My Life" tell his story in his own words.

A firm believer in the potentialities of radio as a salutary influence on American musical institutions, Chaliapin is convinced that we should develop a national opera house and present all works in English.

"Song of the Flea"—"Boris Godunof"—or "Song of the Volga Boatman"—his powerful voice has boomed its magic from records and radio in millions of homes, like an echo from the steppes of holy old Russia; and his superb voice and acting have thrilled opera and concert audiences throughout the world. General Motors brought him to the microphone with their concerts, and he was starred in the film, "Don Quixote."

A genial blond giant with the heart of a boy, a peerless artist with genuine dramatic ability and an incomparable vocal gift—the one and only Chaliapin!

• GIOVANNI MARTINELLI

A native of Montagnana, Italy, this famous Metropolitan tenor received his vocal training in Milan and made his début in 1910. A year later Puccini assigned him the leading role in the European première of "The Girl of the Golden West."

Following this came a long series of engagements in Italy, Budapest and Brussels. London first heard the new star in 1912 in the initial English performance of "The Jewels of the Madonna." The King of Italy has decorated him four times, and his native city has named its new opera house *Teatro Martinelli*.

Martinelli's name was added to the Metropolitan roster in 1913, and millions have thrilled to his voice on the air for Lucky Strike, Listerine and others.

FEODOR CHALIAPIN

GUISEPPE DE LUCA

GIOVANNI MARTINELLI



• GUISEPPE DE LUCA

Christmas Day brought the tiny owner of a great voice to Rome. Seven years later Guiseppe De Luca entered the famous Schola Cantorum as a soprano. At thirteen his voice developed into a baritone, and at sixteen he entered the Academy of St. Cecilia in Rome. When twenty he made his sensational début at Piacenza, Italy, as Valentine in "Faust," astounding the audience by his impressive performance. Since then he has sung all over the world in more than a hundred operas, his masterpiece being "Rigoletto." Ten seasons in Milan, fourteen in Rome, sixteen in Buenos Aires, and many in London, Vienna, Russia, Budapest and Germany have rounded out his brilliant world-wide career.

In 1915 he first thrilled a Metropolitan audience in his famous role of "The Barber of Seville," the first of more than fifty operas in which he has sung from this stage.

Jolly and unassuming, the dean of the "Met" is youthful in outlook and mannerisms. His personality is one of great natural charm. His NBC radio performances for Lucky Strike and others have added innumerable air fans to his vast appreciative public.

The perennially popular De Luca spends his summers at his home in Rome.

• AMELITA GALLI-CURCI

Born in the city dear to every singer's heart — Milan, Amelita Galli-Curci was a constant devotee at *La Scala*.

She studied piano at the conservatory and soon had to teach. At eighteen she began to sing at a small opera house, and after touring South America with her own opera company, arrived in 1916 at Havana, Cuba.

In New York she received a contract to sing with the Chicago Opera Company, where she remained for five years. The next three seasons were spent with both the Chicago and Metropolitan Opera Companies. After appearing exclusively with the latter organization for six years, she devoted her time to concert appearances and recitals in five continents.

General Electric presented Galli-Curci on the air.



• NINO MARTINI

Star of the rugby team, expert gymnast and horseman, this brilliant young tenor from Verona, Italy, abandoned a technical education to train his voice.

After operatic roles and a European recital tour, he came to America and sang in motion picture shorts and "Paramount on Parade." His American début in Philadelphia was sensational.

Since joining CBS he has established himself as an outstanding radio tenor and the first singer to receive the coveted Columbia medal. Lucky Strike brought his golden voice to the air waves, and his overwhelming popularity as a radio star resulted in his engagement as leading Metropolitan tenor.

The ovation that greeted his romantic performance in "Rigoletto" will be echoed by fans of his Lasky-Fox films.



NINO MARTINI



from an Oil Painting GALLI-CURCI by G. Maillard Kneisler, R.P.



TITO SCHIPA

• LAWRENCE TIBBETT

Lawrence Tibbett, popular Metropolitan baritone, was born in Bakersfield, California, but later moved to Los Angeles. Beginning his career with a Shakespearean repertory company, he later appeared with the Pasadena Community Players, and then with the California Opera Company.

Coming to New York for further study, he won acclaim in the Metropolitan Opera. His screen début as star of "The Rogue Song" was sensational; soon he played the lead in "The Cuban Love Song," "The Prodigal" and "The New Moon."

Tibbett was idolized by air audiences for years in the Voice of Firestone series, then in the Lucky Strike and Listerine broadcasts from the Metropolitan and more recently in the Packard hour.

His creation of the leading operatic role in "The Emperor Jones" was a phenomenal triumph dramatically and vocally.

He is the only opera singer who has won the American Academy of Arts and Letters gold medal for superior diction.

• TITO SCHIPA

Intended for the priesthood by his parents, Tito Schipa was saved for the operatic stage by the bishop of Lecce, Italy, the town of his birth.

For four years he stood the test of practicing scales under Gerunda, and at twenty made his Italian début in "*La Traviata*." After touring Spain, South America and the United States, he was a member of the Chicago Civic Opera Company for thirteen years.

In 1932 he joined the Metropolitan Opera Company, and was later featured in the cinema, "Three Men in Evening Dress."

Radio listeners have enjoyed his voice in the Lucky Strike and Listerine Metropolitan broadcasts.

Schipa has been decorated by the King of Italy, the former King of Spain and the republic of France. At present he is making a thorough study of negro and Japanese songs.

A popular figure on both sides of the water, he has won a host of friends by his genial manner and whole-hearted ways.

• ROSA PONSELLE

Outstanding in the concert and operatic worlds, Rosa Ponselle devoted ten years to studying and singing in her own country before accepting tempting offers abroad. She struggled through an apprenticeship in the moving picture theatres, cabarets and vaudeville of her birthplace—Meriden, Connecticut—to win a place among the stars at the Metropolitan, where she sang her first role opposite Enrico Caruso.

Her triumphs at Covent Garden and the 1933 International Festival in Florence, Italy, and her American concerts have won her many laurels.

Her glorious voice has enriched the Lucky Strike Metropolitan broadcasts, the Hall of Fame for Hind's Honey and Almond Cream and the Chesterfield, Listerine, General Electric, Atwater Kent, Ford, Cadillac and Victor series.



ROSA PONSELLE

• FREDERICK JAGEL

In 1921 Frederick Jagel made his air début at the old Station WEAF, where he sang light and grand operatic selections. He was born in Brooklyn and received his vocal training in his native New York. A music lover heard him singing in a church and financed his European career. After two hundred operatic performances in the principal cities of Italy, he appeared in Holland and Spain.

At Ravinia Park in Chicago he sang in the summer opera season; and his appearances with the Los Angeles Opera were hailed as notable events. His participation in spring musical festivals has increased his popularity as one of America's leading tenors.

In 1927 he joined the Metropolitan, then toured South America.

Jagel was featured by Atwater Kent and General Electric, and sang in the Stadiums operas.



LAURITZ MELCHIOR



FREDERICK JAGEL



JOHN CHARLES THOMAS

• LAURITZ MELCHIOR

Born in Denmark, Lauritz Melchior started his career as a boy soprano in the English Church at Copenhagen, and became a member of the Royal Opera Company. Due to the tremendous range and timbre of his voice, it changed from baritone to tenor.

As well known in America as in Europe, he has been guest of the San Francisco and Chicago Opera Companies and the St. Louis Symphony. In 1925 he made his Metropolitan début.

The first male singer on the air, he broadcast from the Marconi experimental station in England to officials and engineers on a chartered steamer in mid-Atlantic, with all other wireless communications suspended. He has faced the microphone all over Europe and for General Motors, Chase and Sanborn, Brunswick, Lucky Strike and other Metropolitan programs.

Rated as the world's leading heroic tenor, Melchior is famed for his featured Wagnerian roles, but also sings in Italian, French and English. He has appeared this season at Covent Garden in London.

• JOHN CHARLES THOMAS

While a student at the Mount Street College of Homeopathy in Baltimore, John Charles Thomas of Meyersdale, Pennsylvania, won a scholarship at the Peabody Conservatory of Music. After his first stage venture in "Every Woman" at London, Ontario, in 1912, he played the leads in "The Love Letter," "The Peasant Girl," "Apple Blossoms," "Maytime" and "Alone At Last." He appeared in New York recitals in 1919, and has made extensive annual tours in this country and abroad. Washington applauded his first operatic role in "Aida."

One of the most sought-after American singers in Europe, he is a familiar figure at the Royal Opera in Brussels and Covent Garden in London, and has been guest artist with the Philadelphia, San Francisco, Los Angeles and Chicago Civic Opera Companies. His Metropolitan début in 1934 was a gala occasion.

His baritone voice, noted for its golden resonance, has been heard in numerous programs, including Lucky Strike and Home on the Range, sponsored by Vince.

• GERALDINE FARRAR

Geraldine Farrar studied music in Boston, New York, Paris and Berlin after her schooling in Melrose, Massachusetts.

In 1901 her operatic début at Berlin as Marguerite in "Faust" was so outstanding that within five years she sang in "Romeo and Juliet" at the Metropolitan. For sixteen brilliant years her scintillant personality, superior dramatic ability and golden voice wrote for her a glorious chapter in the annals of that organization.

On her tours here and abroad she has been heard in leading roles in "Manon," "*La Traviata*," "Madame Butterfly," "*La Bohème*," "Carmen" and "Thaïs." Her first film venture was in the Goldwyn production of "Carmen."

Miss Farrar has attracted listeners to her NBC opera broadcasts in the Packard, General Motors and Listerine programs.


GERALDINE FARRAR

• MARION TALLEY

From childhood, Marion Talley studied piano, violin and singing, and performed in church entertainments. Moving from Nevada, Missouri, she sang in "Bohemian Girl" and "Mignon" with the Kansas City Grand Opera Company, and at fifteen was heard in a benefit concert.

After studying in New York she revisited Kansas City for a successful series of concerts. On her return from Italy in 1925, she had the distinction of being the youngest singer ever assigned to a leading Metropolitan role. Four years later she retired to her ranch; but after spending the following year abroad in further study, she appeared with the Chicago Opera Company in "Rigoletto" and made an extensive concert tour through the South, East and Middle West.

Miss Talley's glorious voice has been heard in WEAF guest engagements for Victor and Packard and on CBS in the inaugural Ford program. She has just signed a long-term contract with Metro-Goldwyn-Mayer, and Hollywood expects much from the dazzling beauty and rare vocal gift of this talented young film recruit.


MARION TALLEY

• LOTTE LEHMANN

One of the greatest exponents of lieder and Wagnerian operas was born in Perleberg, Germany. She studied in Berlin and gave her first performance in the city of Hamburg. The *Stadt Oper* in Vienna made her a life member.

Her tour of Europe established her reputation, and in 1930 she joined the Chicago Opera Company, and last year the Metropolitan. Between her performances with these organizations, Miss Lehmann has toured extensively from coast to coast in recitals. "*Der Rosenkavalier*" has been revived expressly for her.

Radio listeners have heard her as a guest in the General Motors program last year and again this season, in the Ford series and in the Lucky Strike and Listerine Metropolitan broadcasts. Three times she took part in transoceanic broadcasts—at the openings of Covent Garden and the Salzburg Opera and at a concert with Toscanini, where she was decorated with the Gold Medal of Honor by Schuschnigg.

Hearty, unassuming and friendly, Madame Lehmann radiates good-humor and delights with her wit and charm.


LOTTE LEHMANN

• LOUISE HOMER

The delectable voice of Louise Dilworth Beatty Homer of Pittsburgh was trained in Paris and Berlin. In 1898 she made her Paris operatic début, followed by a season at Covent Garden, London, and the Royal Opera in Brussels.

After nineteen seasons with the Metropolitan, she was engaged by the Chicago Civic, San Francisco and Los Angeles Opera Companies, and toured throughout the country.

She will long be remembered for her performances as Amneris in "Aida," Laura in "*La Gioconda*," Acuzena in "*Il Trovatore*," Ortrud in "Lohengrin," Dame Quickly in "Falstaff" and Fides in "*Le Prophète*." Radio has endeared her to millions of listeners. Her vibrant soprano voice has been an enjoyable feature of notable NBC programs, including guest engagements with Atwater Kent in 1930 and with the General Electric Twilight series during the following year.


LOUISE HOMER


MARY GARDEN

• MARY GARDEN

From Aberdeen, Scotland, Mary Garden came to Chicago as a child and received her violin, piano and voice training there and in the country of her birth.

After eight years with the *Opéra Comique* in Paris, she created the role of "Thais" here, and from 1912 to 1929 was one of the most popular members of the Chicago Opera Company, both on the stage and the radio. In 1931 she returned to the *Opéra Comique* and early this year came back to the United States to concertize and to sing on the air for the Standard Oil Company of California.

Eleven years ago Mme. Garden sang in her hotel suite in Chicago and through the combined magic of television and radio the audience at one of the large New York theatres simultaneously heard her voice and saw her image on the screen. She has guest-starred in the General Motors and Major Bowes' amateur-night programs. This charming, dynamic prima donna is a voracious reader. Of all the places she has visited, she prefers Corsica as her veritable paradise on earth.



• ROSE BAMPTON

On her twenty-third birthday a tall, good-looking contrato faced a critical Metropolitan audience for the first time. That was on November 28, 1932, and the willowy youngster from Cleveland, Ohio, carried off with honors the role of Laura in *"La Gioconda."*

Rose Bampton had grown up in Buffalo, and after studying at the Curtis Institute of Music in Philadelphia, had begun her career with the Chautauqua Opera Association. Leading roles with the Philadelphia Grand Opera Company kept her busy three years.

The next milestone on her road to success was her thrilling contribution to the "Parsifal" concert cycle of Stokowski. As soloist with the Bethlehem Bach Festival, the Oratorio Society of New York, the Ann Arbor Festival and the Cleveland Orchestra, her style and voice were hailed as superb.

Miss Bampton is a pupil of Queena Mario. She is one of the youngest Victor Red Seal artists, and on the air has been heard in Songs You Love and the Smith Brothers series over an NBC hook-up.

• GERTRUDE KAPPEL

Gertrude Kappel, prima donna soprano of the Metropolitan Opera Company, was born in Halle, Germany, and studied at the Conservatory of Leipzig. At eighteen she appeared in "Fidelio" at the Royal Theatre of Hanover, and soon became the favorite in that great Prussian city.

Alternating between the State Opera at Vienna and the Munich Opera during its festival season, she was guest artist at Covent Garden, London, in Amsterdam during Wagner Week and at the Royal Opera of Madrid, where she was decorated by the Spanish monarchs. Many of Miss Kappel's roles were taught to her by Richard Strauss, and her Wagnerian interpretations have won acclaim. The spectacular success of her first night at the Metropolitan resulted in the offer of a five-year contract.

Her beautiful voice has been enjoyed in the series sponsored by Lucky Strike.


GERTRUDE KAPPEL

• NINA MORGANA

Educated in her native Buffalo, Nina Morgana won the sobriquet, "The Baby Patti," at the Pan-American Exposition in 1901. Seven years later, upon Caruso's advice, she studied in Milan. At her début in Alessandria she was engaged to sing in *La Scala.*

In 1915 she became a member of the Chicago Opera Company, and the following year toured with the New York Symphony. After leading roles with the La Scala Grand Opera Company on the Pacific Coast, she was heard in joint recitals with Amato, Elman, Ruffo and Martinelli. Then came her tour with Caruso, which led to their close friendship. She has been soloist with the New York Philharmonic-Symphony and the Philadelphia, San Francisco and Chicago Symphony Orchestras, and has starred with the Los Angeles and San Francisco Operas. South American critics also acclaimed her as a supreme artist.

In 1920 she began her career at the Metropolitan, where her glorious voice blended in memorable broadcasts, and this year she has appeared in the role of Mimi in *"La Bohème"* at the Lewisohn Stadium.


NINA MORGANA

• ANNE ROSELLE



ANNE ROSELLE

At twelve this lovely prima donna from Budapest won a scholarship for dramatic training. While playing in a Hungarian stock company in this country, she developed her singing voice. Her début with the Scotti Grand Opera Company in "Pagliacci" was followed by her first Metropolitan appearance as Musetta in "*La Bohème.*"

Her creation of the title role of "Turandot" at the Royal Opera in Dresden received fifty curtain calls.

As prima donna at *La Scala* in Milan and Covent Garden in London, in Vienna, Berlin, Paris, Ostend, Budapest, Verona, Bulgaria, Czechoslovakia and Egypt, she has achieved brilliant successes.

Madame Roselle has appeared for several seasons as prima donna with the San Francisco, Los Angeles and Philadelphia Grand Opera Companies, at Ravinia Park, in Cleveland and on tour.

She has broadcast from stations all over the world, and with General Pershing on the S.S. "Leviathan" was the first to send a program from mid-Atlantic to both continents.

Her lovely personality is a joy to all of us fortunate enough to call her friend.

GRETE STUECKGOLD



• GRETE STUECKGOLD

Born in London of English and German parentage, Grete Stueckgold was trained in Germany and at sixteen gave her first recital in Bremen. Two years later she appeared in opera at Nuremberg. A member of the Berlin State Opera, she was also soloist with leading orchestras.

In New York her Metropolitan performances and recitals of lieder and other compositions were hailed with enthusiasm. During the 1933-34 season she sang eight times with the Philharmonic-Symphony. Popular on the Continent and at Covent Garden, Miss Stueckgold has also been heard here in two series for Chesterfield, as Ford guest and in the regular Metropolitan broadcasts.

• ELISABETH RETHBERG

Born in a mountain village on the border of Saxony and Bohemia, Elisabeth Rethberg inherited her musical ability from her mother, a singer, and her father, a pianist. At sixteen she went to the Dresden Conservatory, and two years later made a sensational début as a member of the Dresden Royal Opera.

Popular acclaim in Germany, Austria, Norway and Sweden preceded her memorable première at the Metropolitan, and recently she was warmly received at Covent Garden. Radio listeners have enjoyed her Lucky Strike and Listerine operatic roles and Chesterfield, General Motors, Ford and Chase and Sanborn programs.

Highly educated, a fine linguist and widely read, she enjoys skiing, tennis, swimming and horseback riding.



QUEENA MARIO



ELISABETH RETHBERG

• QUEENA MARIO

After studying under the late Madame Marcella Sembrich, Queena Mario of Akron, Ohio, first gained recognition with the San Carlo and Scotti Opera Companies, and on Thanksgiving Day, 1922, made her début with the Metropolitan in New York.

Rose Bampton and Helen Jepson are among her pupils.

Madame Mario has been sponsored in coast-to-coast broadcasts by Chase and Sanborn, Del Monte, Simmons, Packard and American Radiator, and has also been heard with the Captain Dobbs, Lucky Strike and Fleischmann programs. She has made many concert tours throughout the country with marked success.

In "Murder at the Opera" she utilized her professional background to write a clever detective novel.

She is the wife of the well-known Metropolitan Opera and radio conductor, Wilfred Pelletier.

• RICHARD CROOKS



RICHARD CROOKS

Richard Crooks, who at twelve sang in a music festival with Madame Schumann-Heink before an audience of fourteen thousand, was born in Trenton, New Jersey. He received his musical training from his mother and the church choirmaster. As a young man he was soloist at All Angels Church and the Fifth Avenue Presbyterian Church in New York. Later he acquired his German, French and Italian repertories in Europe.

He was engaged for nine performances as soloist with the New York Symphony Orchestra. Nation-wide recitals increased his popularity and his appearances in England and on the continent were warmly received. After two record-breaking seasons in this country, he made his operatic début at Hamburg in "Tosca," and then appeared in the same role at the *Stadt Oper* in Berlin. Subsequent European recitals met with great acclaim.

In 1933 he made his first appearance as a member of the Metropolitan Opera Company in "Manon." So great was the response to his artistic performance that he received thirty-seven curtain calls and an ovation from the press.

Crooks has broadcast in the regular programs from the Metropolitan sponsored by Lucky Strike and Listerine, the Voice of Firestone series, and as guest artist for the Ford hour. His is one of the great air voices.

He has recorded many superb Victor Red Seal discs, and is a favorite on His Master's Voice records in England.

PAUL ALTHOUSE



• PAUL ALTHOUSE

At six Paul Althouse was heard in a choir in his native Reading, Pennsylvania. At Bucknell University, he was prominent in the glee club. After studying and concertizing in Philadelphia, at twenty-one he sang the American première of "Boris Godunoff." Althouse has sung with all the leading symphony orchestras and at every great musical festival in America, at the *Stadt Oper* in Berlin, *Landes-Theatre* in Stuttgart and Royal Opera at Stockholm, and throughout Europe in recitals. These were followed by two recital tours in 1922 and 1925 through Australia and New Zealand.

After two years with the Chicago Civic Opera Company and appearances with the San Francisco Opera and the Philadelphia Civic Opera, he rejoined the Metropolitan, and was heard in the Lucky Strike series.

During the summer of 1934 he sang principal roles in the operas presented at the Lewisohn Stadium.

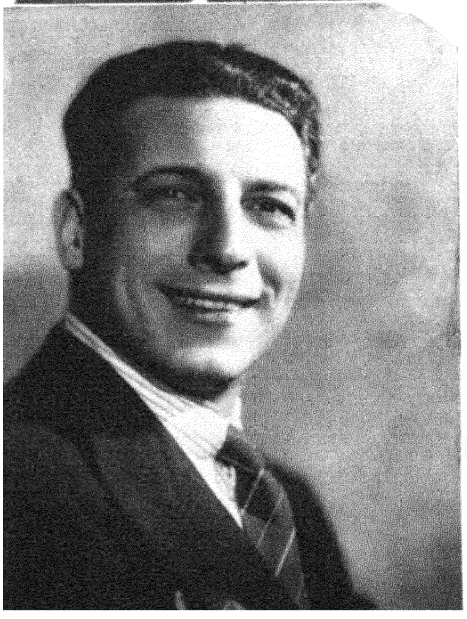
• EZIO PINZA

Born in Rome, Ezio Pinza spent his youth in Ravenna, and studied at Bologna. His début was at Rome in "Tristan and Isolde." Since coming to America in 1926 he has sung in the Metropolitan Opera every season.

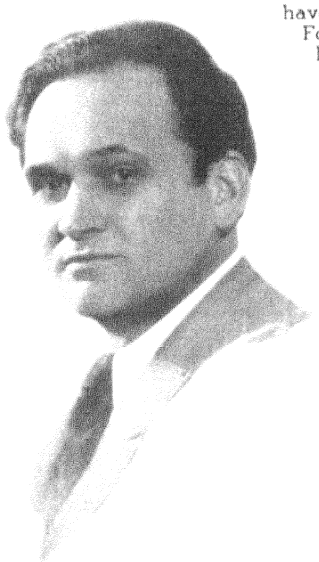
Mr. Pinza has appeared five times at the *Teatro Colon* in Buenos Aires, also in Rio, Paris, San Francisco and twice at Quebec, St. Paul, Detroit and San Mateo, California.

The radio guest engagements of this great basso have included the Victor, General Motors and Ford series; and he has also been heard in the Lucky Strike and Listerine broadcasts from the stage of the Metropolitan Opera House.

During the summer of 1935 Pinza sojourned in Europe.



EZIO PINZA



MARIO CHAMLEE

• MARIO CHAMLEE

A few years after leaving his native California, Mario Chamlee rose to the front rank of Metropolitan Opera tenors. His style, diction and mastery of languages have earned him the homage of European capitals.

Chamlee was chosen to sing the Puccini operas when they were first released to the radio world in 1928 and 1929 by the American Radiator Company. His voice has also been heard in the Swift Garden, Palmolive, Atwater Kent and Tony and Gus Post Toasties programs.

Last year he opened the St. Louis, Los Angeles and San Francisco Opera Companies, and rejoined the Chicago Civic Opera in December.

This popular radio tenor was also featured in the Vigoro series.



GLADYS SWARTHOUT

• GLADYS SWARTHOUT

Pinning up her curls at the age of thirteen, Gladys Swarthout became contralto soloist in a Kansas City church. She surprised Chicago Civic Opera audiences with her ability and charm, and for three summers delighted Ravinia Park Opera patrons. Following her Metropolitan début five years ago as the youngest mezzo soprano, she established a record by singing more roles than any other member of the company. During the season of 1932-33 she made a number of concert appearances.

Her performances were among those broadcast directly from the Metropolitan stage over the NBC chain. Known as the youngest and best-dressed of the Metropolitan stars, Miss Swarthout has been rewarded for her gracious manner and lovely personality with a five-year Paramount contract. Her first films are "Rose of the Rancho" and "The Life of Victor Herbert."

She has captivated listeners in many radio programs, including Lucky Strike, Listerine, the Voice of Firestone and the Palm-olive Beauty Box Theatre.



JEAN TENNYSON

• JEAN TENNYSON

Jean Tennyson is the professional name of the beautiful Mrs. Camille Dreyfus, who was born in Chicago.

Her first leading role was in "Adrienne," and she has been prima donna in Earl Carroll's Vanities and several operettas. Her career has included principal parts with the San Carlo Opera Company in America and in many theatres in Italy.

Her brilliant performances of Mimi and other leading roles with the Chicago Grand Opera Company were enthusiastically acclaimed by the press and public.

Miss Tennyson's distinctive vocal interpretations have been enjoyable features of the Plaza Musicales, the Rodeo Round-up on Station WABC, and the New York American hour. She has also been heard as guest artist with Ida Bailey Allen, with George Shackley on WOR, and in programs of old-fashioned songs over WMCA.

She gives her talent freely for charitable causes, and her winsome appeal has made her a great favorite in the studios.

In her recent concert tour the lovely lyric soprano captivated her audiences by her exquisite voice and rare personal charm.

An avid reader and indefatigable traveler, this glamorous artist brings to radio the cultural background and polished *savoir faire* of her well-rounded social and professional career.

MARY LEWIS



• MARY LEWIS

In her home town of Hot Springs, Arkansas, Mary Lewis gained her early experience in church choirs. She ran away from home to join a vaudeville troupe, and was stranded in California, where she played in Christy Comedies.

After appearing in the Greenwich Village Follies in New York, she was featured as prima donna in the Ziegfeld Follies, studying all the time to improve her voice. Following recitals in various European cities, she made her operatic début in "Faust" at Vienna, also singing in Czechoslovakia, Monte Carlo and London, and in "The Merry Widow" in France.

In 1925 Miss Lewis returned for her first American performance at Carnegie Hall. Her air première with Kochanski, the violinist, graced the Atwater Kent concert series. In 1926 she made her initial appearance with the Metropolitan Opera Company, singing the leading role in "*La Bohème*" and continuing with them for five seasons.

Her beautiful voice has been heard frequently in popular programs from Station WMCA.



JEANNETTE VREELAND

MARION TELVA

• JEANNETTE VREELAND

Coming from Los Angeles to attend a fashionable finishing school at Ossining-on-the-Hudson, Jeannette Vreeland devoted much of her time to vocal development. She married her music teacher, Percy Rector Stevens.

After singing with all the major orchestras and national festivals, she made her professional début in 1922 in a recital at Aeolian Hall.

Miss Vreeland first broadcast in 1925 with the Atwater Kent program. In 1933 she presented an operatic series from Station WJZ, and has since been on sustaining programs over WABC and WOR.

With the Flying Parson she was the first to broadcast from an airplane above New York. In 1934 her voice was heard in the Music Guild over the WJZ network.

• MARION TELVA

Marion Telva was born in St. Louis and was trained in the Wagnerian tradition in Munich, Germany.

She made her début with the Metropolitan in "Tristan and Isolde" in 1921 and has appeared with the Ravinia, Seattle, San Francisco, Los Angeles and St. Louis Municipal Opera Companies in leading roles. As contralto soloist she has sung with the St. Louis Symphony Orchestra, the Philharmonic Society under Toscanini and the Friends of Music under Bodanzky.

Well-known for the sweep and power of her interpretations, she has been heard in "Aida" for the Victor Company and as featured soloist with the Philharmonic on CBS.

• CHARLES HACKETT

Starting his career as a choir boy, Charles Hackett of Worcester, Massachusetts, studied in Italy before making his début in Genoa. His triumph as tenor at *La Scala* in Milan formed the background for his brilliant international reputation. In Buenos Aires he sang at the *Teatro Colon*, and on his return engagement also appeared at the *Municipale* in Rio de Janeiro, where he was fêted and honored. Barcelona and Madrid welcomed him year after year, and at the court of King Alfonso he was a great favorite. In London and Paris he is a beloved artist, and his Metropolitan performances and Lucky Strike broadcasts have increased his American popularity.

He is a member of the summer faculty of the Juilliard School of Music.

KARIN BRANZELL



RICHARD BONELLI



• KARIN BRANZELL

Educated at an important college in her native Stockholm, Sweden, Karin Branzell first sang in public school at the age of fourteen. Two years later she made her début at the Stockholm Opera House as a protégée of the late Crown Princess, Margaret of Connaught.

After singing for five years in Berlin, she was engaged for the Metropolitan, where she has been appearing for the past twelve years.

Madame Branzell has sung in Cologne, Moscow, Leningrad and South America. She has broadcast over the leading European stations and was featured in the Brunswick program in 1925 and the Metropolitan series for Lucky Strike and Listerine. Her lovely voice has been heard with the Philadelphia Orchestra.

• SIGRID ONEGIN

The talented contralto, Sigrid Onegin, was born in Sweden of French and German ancestry. At fourteen she began to study voice in Germany under Boris Onegin, whom she later married. She earned money for her lessons by working as a stenographer.

Her début in Stuttgart as Carmen attracted world-wide attention. In the same role she later sang with Caruso, after touring Europe.

Following her American début with the Philadelphia Orchestra at Carnegie Hall she toured the United States.

Mme. Onegin's powerful voice, mellowed by years of tragic experience, thrilled NBC listeners in the Standard Oil program.

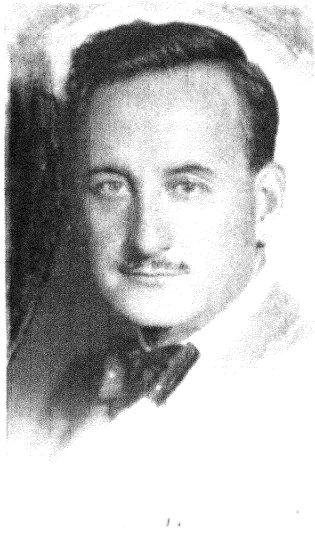
• RICHARD BONELLI

In constant demand for concert, oratorio, movietone and radio work, Richard Bonelli is one of the outstanding baritones of the day.

Born in Port Byron, New York, and educated at Syracuse University, he made a successful début with the Monte Carlo Opera. A series of triumphs in Italy, Germany and France was capped by his engagement as a member of the Chicago Civic Opera Company during a season with Mary Garden in Paris.

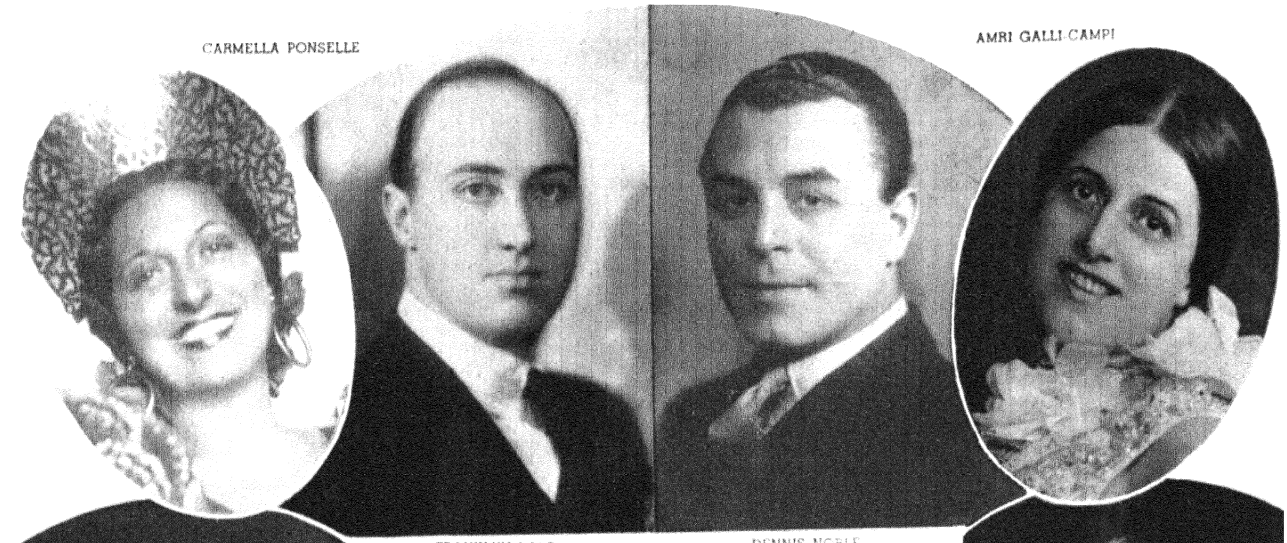
His voice was heard in the Lucky Strike, Metropolitan, Chesterfield, Atwater Kent, Chase and Sanborn and Ford broadcasts, and in the motion picture, "Enter, Madame."

CHARLES HACKETT



SIGRID ONEGIN





CARMELLA PONSELLE

AMRI GALLI-CAMPI

FRANKLYN BAUR

DENNIS NOBLE

JOSEPH REGNEAS

MARIO COZZI

• MARIO COZZI

Mario Cozzi's parents took him as a boy from Florence, Italy, to the United States. He became well-known in New York musical circles as assistant to Gatti-Casazza, and made his first appearance as a baritone in several sound films with Grace Moore and Lawrence Tibbett.

After launching his operatic career in Italy, he returned to New York in 1933. Since then he has been heard frequently on the concert stage and over Station WJZ.

Cozzi has achieved nation-wide popularity in a number of outstanding broadcasts, including the John Hancock program, the Continental Varieties and his own solo spot on NBC, in addition to his brilliant performances as star of the Mollé show. He has been a favorite guest star on the National networks for Bab-O, RCA-Victor, the Chase and Sanborn operas and the Radio City Party, also on the Columbia chain for Chevrolet.

• DENNIS NOBLE

When Dennis Noble of Bristol, England, was wounded while serving with the Royal Air Force, he was transferred to the entertainment staff as baritone. After the war he was appointed a member of the Westminster Abbey choir. Studies in Italy, France and England were followed by eleven consecutive seasons at Covent Garden and operatic and symphony concert engagements in Italy and Central Europe.

In 1931 he joined the "Waltzes of Vienna" cast in London. Later he appeared in his original role in the New York production of that operetta—"The Great Waltz."

One of the six pioneer radio artists in England, Mr. Noble capped his career with the British Broadcasting Company by his performances of "Boris Godunoff."

In 1934 he was heard on the NBC networks in a characterization from "The Great Waltz," and more recently for the Drama League of New York.

• AMRI GALLI-CAMPI

Amri Galli-Campi is an American of Italian and German parentage. Her piano training started at four years of age, and her vocal studies at eight. She has sung in opera in Italy, France and Germany. Engaged as coloratura soprano of the Chicago Civic Opera Company just before its dissolution in 1932, she made her operatic début in this country with the Cincinnati Grand Opera Company. That same year the mayor of Los Angeles rewarded the success of her first American concert by appointing her musical ambassadress of that city.

Recently her lovely voice was heard on WJZ with a symphony orchestra under Artur Bodansky's direction.

• CARMELLA PONSELLE

Carmella Ponselle was born in Schenectady and studied music under private tutors. She made her début at the Metropolitan in 1926 as Amneris in "Aida," and later appeared in "Norma" and "*La Gioconda.*"

Miss Ponselle has concertized throughout the United States. General Electric and others have presented her in broadcast programs of genuine artistic calibre.

• FRANKLYN BAUR

Franklyn Baur of New York was the youngest tenor soloist in the Riverside Church and the Park Avenue Baptist Church.

The leading tenor of the 1927 Follies, two years later he sang over a coast-to-coast hook-up as the original Voice of Firestone, and was featured in the Maxwell House and Royal Typewriter series.

Upon his return from two years of study in Paris, he was hailed at his Town Hall recital as "America's finest Debussy singer."

• JOSEPH REGNEAS

Joseph Regneas, the noted New York vocal instructor and coach, was born in Maryland. After obtaining his musical education in Italy, Germany and America, he was heard as soloist with the outstanding orchestras and oratorio societies in the United States, also in leading bass roles in opera here and abroad. He was the first American to sing the parts of Hans Sachs in "*Die Meistersinger*" and Gurnamanz in "Parsifal."

Since 1932 WOR has sponsored his program—Singing and Song Appreciation.



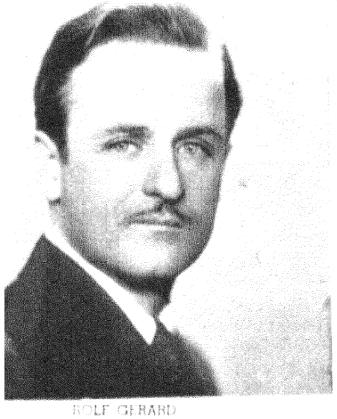
THEO KARLE



FRANK CHAPMAN

RAFAEL DIAZ

DOROTHY CHAPMAN



ROLF GERARD



ARTURO DE FILIPPI

• RAFAELO DIAZ

Born in San Antonio, Texas, of Spanish-American parents, Rafaelo Diaz studied piano there and in Berlin for fourteen years.

Discovering his voice in his early twenties, he altered his course in an incredibly brief time, and soon appeared in a Boston presentation of "Otello." He won fame as the astrologer in "*Coq d'Or*," the henchman in "The King's Henchman," which he performed in fifty cities and over Station WOR, and the Hindu merchant in "Sadko." Caruso pronounced him one of the greatest interpreters of Spanish songs.

Diaz has sung in socially prominent homes, as NBC guest star, in the Atwater Kent hour and in Metropolitan Opera broadcasts.

His breezy manner and refreshing humor have won him many friends.

• THEO KARLE

This descendant of Andrew Jackson was born in Iowa, but began his vocal studies in Seattle. After many leading operatic roles on the Coast, he appeared in 1916 at the Rothstein Club in New York. Concerts throughout the country were followed by a tour with the New York Philharmonic, and Victor recorded his voice.

Engagements with the Worcester and Maine festivals preceded a coast-to-coast tour. Ensuing seasons with oratorio societies and symphony orchestras resulted in a large list of Brunswick records.

In 1926 he made his Italian début in "Tosca," followed by appearances with the *Opéra Comique* in Paris, at Monte Carlo, and in other European cities.

Mr. Karle was featured by Earl Carroll in the operetta, "Fioretta." In 1930 he began broadcasting over CBS and has since been heard in more than six hundred commercial and sustaining programs, including Pillsbury Flour, Linit, Tidewater Oil, the Cathedral Hour, Grand Opera Miniatures and popular programs with dance bands.

• DOROTHY CHAPMAN

Dorothy Chapman, a true coloratura soprano, was born and trained in America. She has appeared as prima donna in most of the important cities in the East and Canada. With the San Carlo and Chicago Opera Companies she sang in the "Barber of Seville," "Lucia di Lammermoor," "The Pearl Fishers," "Lakme," "Carmen," and "Rigoletto."

Her voice has been heard on the air frequently in operatic productions and in the WEAF Morning Parade.

The slim, blond beauty and sweet yet dignified bearing of this artist are rare assets in one so talented.

• FRANK CHAPMAN

Born in Englewood, New Jersey, Frank Chapman completed his university education after the war, and soon began his vocal studies. He made his début at Rome, and his first American appearance was as Valentine in "Faust."

Besides his frequent operatic and concert performances, this talented baritone has been heard often with his wife, Gladys Swarthout, in joint recitals and in the Voice of Firestone series.

• ARTURO DE FILIPPI

Born in Germany of German-Italian parentage, Arturo DeFilippi worked his way to this country on a freighter in 1912. As a graduate of the Juilliard School he sang in opera in Germany and Italy, and in 1928 appeared with the Cincinnati Opera Company.

One of the first singers to broadcast Pan-American programs through WGY, and well-known for his lieder, he was featured tenor on NBC, as guest artist at WOR, and in ten operatic programs directed by the eminent American composer, Deems Taylor.

• ROLF GERARD

After studying at the Hastings Law School in his native San Francisco, Rolf Gerard became a farmer. But his beautiful voice was soon discovered, and he made his initial appearance with the San Francisco Opera Company in "Madam Butterfly." For three seasons he has been leading tenor of the Cosmopolitan Opera Company at the Hippodrome in New York.

Mr. Gerard sang in the WOR grand opera presentations, also in Roxy's Castoria program and the Swift hour.



LAWRENCE GILMAN

• LAWRENCE GILMAN

Lawrence Gilman, music critic of the New York Herald Tribune since 1923 and for twelve years author of the program notes for the Philadelphia Orchestra and the Stadium Concerts in New York, has been annotator for the New York Philharmonic-Symphony Society for fourteen years, and has been heard for several seasons during intermissions of the CBS broadcasts of their concerts.

Born at Flushing, New York, he served as music critic and managing editor of Harper's Weekly, then joined the staff of the North American Review as musical, dramatic and literary critic. He is self-taught in composition, orchestration, piano and organ, and has published several musical works. Among his books are "Phases of Modern Music," "The Music of Tomorrow," "Stories of Symphonic Music," "Aspects of Modern Opera," "Nature in Music" and "Music and the Cultivated Man." He is a member of the National Institute of Arts and Letters.



SIGMUND SPAETH

• SIGMUND SPAETH

Born and educated in Philadelphia, Dr. Spaeth received his Ph.D. at Princeton, where he served on Woodrow Wilson's faculty. After teaching at Asheville, North Carolina, he came to New York in 1912. He was music critic of the Evening Mail and the Times, also writing for the sports section of the latter. In 1920 he associated himself with the American Piano Company's educational department and then became director of the Community Concert Service.

Dr. Spaeth has acted as music editor of Life, published many books and appeared in several films. He lectures on music and writes for McCall's and the New Yorker. Since 1922 he has been on the air with his original, entertaining and educational "tune-detective" broadcasts, finding the relationship between popular songs and the classics. He is also well known as an announcer of tennis and other sports. "The Magazine of the Air" is one of his more recent programs.

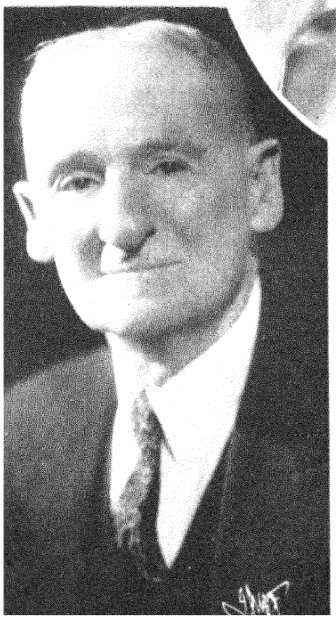


LEONARD LIEBLING

• LEONARD LIEBLING

After graduating from the College of the City of New York, attending Berlin University and studying music abroad for seven years, Leonard Liebling was heard in concerts in Europe and America. Starting his newspaper career on the Evening Journal, he became musical critic and editor-in-chief of the Musical Courier. Since 1923 he has been musical critic of the New York American. "The Balkan Princess," "American Maid," "Vera Violetta," "The Girl and the Kaiser" and "Maestro" are some of his plays.

His comments have been a regular CBS feature of the Philharmonic Sunday afternoon concerts, and he is heard frequently over NBC on musical and political subjects.



JAMES HENDERSON

• WILLIAM JAMES HENDERSON

Born in Newark, Mr. Henderson has been a newspaper man all his life, and was the first musical critic in this country. A Princeton Doctor of Letters, he joined the Tribune in 1879 and the Times the following year. Since 1902 he has been on the staff of the Sun. He plays the piano, has studied voice and has written orchestral scores. It is his belief that singers have greater appeal over the air than in any other form of music.

Mr. Henderson has served as commentator for the NBC Music Guild and many concert artists.



HENRIETTE WEBER

• HENRIETTE WEBER

Years of piano study abroad prepared Henriette Weber for lecturing at the University of Chicago and directing the "Opera Evenings" at the Art Institute. She has authored books on music and magazine articles, and conducts a music column in the New York Evening Journal.

Miss Weber's music talks from station WNYC and as commentator of the Civic Orchestra on WJZ are familiar to radio listeners. Recently she discussed *"Der Rosenkavalier"* over Station WOR.

"On Wings of Song"

FROM church choirs, conservatories, college glee clubs, vaudeville and musical comedy—from the far West, the deep South, the great prairie states and New England they have flocked to the mecca of the broadcasting studios, these song birds whose golden notes enrich the leading programs with such a variety of vocal entertainment

Ranging from trained voices of exquisite beauty and concert calibre to the homely, natural quality of the Ozark mountaineer, the drawling nasality of the cowboy troubadour and the plaintive lament of the Southern "hill-billy," they offer a wide choice of beautiful and interesting material which caters to every possible type of musical taste

The wealth of serious and lighter programs and the infinite variety of voices and styles of vocalization present a parade of talented performances which far surpasses the features available to European listeners

These nightingales of the networks, these meadow larks of the microphones, bring cheer to millions whose only contact with the world of music is through the loud-speaker How many shut-ins have listened enraptured to happy, lilting songs, and how many homes have been cheered by the melodies of the men and women who have made singing for the invisible public their life work! Countless listeners are inspired, soothed or stimulated, depending on the mood of each selection, from the rollicking strains of a drinking song or the tender air of a lullaby to the rousing swing of a march

JESSICA DRAGONETTE



● In the colorful setting of her artistic roof-top apartment one comes to know the real Jessica Dragonette—elusive in her appealing charm diminutive, yet with a regal stateliness We like to think of her—with her fair wavy hair and hazel eyes, demure and dignified in her winsome loveliness—as Princess of the American Air

Born in Calcutta, of American parents, she was taken all over the world before coming to America at the age of six From childhood she studied for a dramatic and singing career, graduating from Georgian Court with a B A degree Specializing in foreign languages, she developed purity of diction

Max Reinhardt chose her for the angel's role in the gigantic spectacle, "The Miracle," and Chaliapin's praise encouraged her further training for her success in the leading part of "The Student Prince," followed by the Grand Street Follies

Forsaking the inspiration of enthusiastic audiences to join the NBC staff, she chose the pioneer path of this new field, unhampered by tradition, in which she might experiment and grow with the art and industry which her vision told her would surpass all other forms of entertainment

Her Shakespearean broadcasts and singing in the National Light Opera programs paved the way for the first singing-talking part on the air, Vivian, the Coca Cola Girl Later came Balkite's Cycle of Romance, the original General Motors Family Party, General Electric, Fleischmann, Maxwell House, RCA, Hoover Sentinels, the exquisite musical dramatization of "The Nightingale and the Rose," the initial Victor Herbert Memorial broadcast and Philco's Theatre Memories, in which she sang and spoke more than seventy-five leading roles She has memorized more than six hundred songs during her nine years on the air

In 1930 she was engaged for the Cities Service program, on which she is still starred She has written her own continuities, the lyric of "A Chinese Lament," and lovely poems Her scrapbook shows her participation in historical broadcasts, including the first international radio Christmas greeting Concertizing widely, she was honored by recital and guest appearances with the Orpheus, Matinée Musical and Rubinstein Clubs.



She was voted the leading soprano in the first radio poll and has maintained that rank ever since Vice-President Curtis presented her with the Bosch gold cup for the best woman singer Radio Stars tendered her the award, "For Distinguished Service to Radio"

The American Legion asked her to sing at the Unknown Soldier's Tomb on Armistice Day That same night she assisted in the dedicatory program of the new NBC studios

Her performance in "The Big Broadcast" enhanced the artistry of that film

Although a serious student, with a keen interest in painting and old books, Jessica enjoys cantering along the bridle paths in Central Park and is continuing her study of interpretive dancing

These poetic lines from an "air-friend" pay fitting tribute to her personal charm and golden voice

"She is a lovely phantom of the air
Whose lyric lips give beauty voice to sing
In every home"



'RANK 'ARKER

This dashing young polo player has estab-
shed an enviable record for the number and
ıportance of his radio programs He has been
atured with the A & P Gypsies for five years
ıd as soloist in the Chevrolet, Cities Service,
ood Gulf, General Tires and Jell-O hours
etween all these air activities and rehearsals
is handsome young sportsman finds time for
equent trips in his Rolls-Royce to Rumson, New
rsey, where he keeps his string of polo ponies,
cluding a prize Argentine mount, the gift of
ie of his admirers He is captain of the swanky
3C team, of which Will Rogers is an honorary
ember, and is also a licensed air pilot, an ex-
rt golfer and fast swimmer

Born and educated in New York, he studied
usic there and in Italy While in school his chief
terests were sports and amateur theatricals,
ıd he spent his spare time listening to organ
usic in churches Although his parents wanted
m to be a doctor, he left high school to dance
ıd sing on the stage When the leading man of
e Greenwich Village Follies was unable to
ppear, Frank stepped out of his minor part to
ay the role so well that it was given to him for
e balance of the New York engagement He
so sang in musical shows on Broadway, in-
ıding "Little Nellie Kelly," "No, No, Nanette"
ıd "My Princess," in one of which he played
e lead

His first radio audition was in 1926 Soon after-
ard he substituted in the Eveready hour for a
ıor who was ill, and was given an immediate
ntract He has been on the air ever since, ex-
pt when he revisited Italy for further study

His tenor voice has been heard in the La Pal-
a, Kolster, General Motors, Fleischmann, Gen-
al Electric, Goodyear, Ohrbach and many
ıer programs

In the summer of 1933 Frank broadcast from
e A & P exhibit at the Century of Progress in



Chicago Approximately eight million persons, more than half the total number of visitors to the Fair, were admitted to the studio to hear him sing During this time the Frank Parker Club was formed, with members throughout the world and branches in every large city here and abroad

In 1934 he joined the famous Revelers Quartet and was featured in the film, "Transatlantic Merry-Go Round" His Brunswick record-ings are best sellers

Parker does not believe in a standard method of vocal culture at a conservatory because each voice must be trained differently He is continually urging his sponsors to choose more serious music for him and he would like to have a program of his own in which he could select the songs Although he is appreciative of the advantage of the larger air audience, the concert stage is his goal



BOSWELL SISTERS

● New Orleans—the glamour of the old French city on the delta—the colorful Mardi Gras—weird melodies and primitive rhythms on Rampart street—Galatoire's, Antoine's and La Louisiane—lovely Creoles—romance and music—birthplace of jazz—the background of a world-famous trio

Both parents of the Boswell Sisters were musicians As soon as Martha was big enough to reach the keys she began studying piano, a miniature cello was brought from Europe for Connie, and Vet learned to play the violin At seven Connie was acclaimed a child genius on the cello, and later made her début with a local symphony orchestra

The three girls are two years apart and the youngest, Helvetia, or "Vet," was named from a brand of canned milk They are three-quarters French and were reared in a home rich in the cultural traditions of the Southern capital

They were all given a thorough training for the concert stage, but when their father went to Florida the string trio drifted into jazz The gift of a saxophone started Connie playing in the popular "hot" style when only twelve Vet took up the banjo, and with Martha at the piano "The St Louis Blues" replaced Brahms' melodies

They developed their "hot" rhythms from listening to the colored plantation singers around New Orleans Their own individual style was perfected while singing in school and church affairs One night they played at an athletic club and Joe Schenk of Van and Schenk prophesied a brilliant vaudeville career With this encouragement they appeared at a local vaudeville theatre and later for six weeks in Chicago Then they began to interpolate vocal choruses Victor's special Southern release of their first record resulted in immediate public recognition of their talents and their first broadcast from Station WSMB in their home town

In 1929 they reached Hollywood, where they soon won popularity in talking pictures and on the air On their return to New York NBC started them toward national fame The "Boswell rhythm" was hailed by critics as unique, and they were nominated the best female harmony team in radio In 1932 on a CBS coast to coast hook up they delighted listeners with the Music That Satisfies series for Chesterfield, and Connie was a stellar Camel attraction Recently Woodbury featured the trio on Columbia

One of the greatest thrills in their lives was the instantaneous hit they made before the ultra-critical, blase audience at the Palace Theatre in New York

"The Heebie-Jeebies" is their good luck song in every radio audition and at the first performance of every stage engagement "Boswell gibberish" or "triple-talk" is worked into the lyrics



MARTHA

Their thorough musical foundation enables them to achieve unique harmonic effects and changes in the special arrangements which they develop while rehearsing The secret of their fascinating rhythms is their trick of singing against the beat Vet carries the top notes, Connie the lower strains, and Martha the melodies Connie's deep contralto imparts a rare quality to ballads and blues Vet is a clever tap dancer, but they prefer not to clutter their act with extra trimmings

They all compose and have been working on a symphony for five years Martha has written more than a hundred and fifty of their songs She is the efficient business woman of the group, handling the fan mail and the family check book—likes to cook, and is writing a novel Vet, an accomplished stylist, designs their costumes does the shopping for all of them, plays tennis and like Martha is fond of dancing She and Connie are proficient in painting and drawing and the latter has painted a portrait of her beloved Great Dane, Judy Connie is fond of all sports including football, is often seen in a ringside seat at the fights, and likes to row a boat

Among their most prized possessions are the official state documents presented to them by the Governor of Louisiana, bearing the gold Seal of State, appointing them Ambassadors of Harmony from Louisiana to the radio audiences of the world The New Orleans Association of Commerce in an official proclamation charged them to spread over the air and throughout the land the good cheer of their native city





At a home-coming celebration of the New Orleans Athletic Club each was presented with a gold bracelet bangle inscribed with the club insignia and their own personal musical emblem

In London the English press was lavish in its praise when they played to capacity audiences at the Palladium in the midst of a heat wave Their concert and two-hour broadcast created a sensation in Holland, where "hot" radio bands are not allowed

The trio topped the list of women singers in the 1934 poll of radio editors conducted by the World-Telegram

They have collected thousands of snapshots of their fans for an album they are having bound as "Friends of the Air ' One little girl sends them shiny new dimes for singing her favorite songs.

For several years they have been exclusive Brunswick artists, and the musical film, "Moulin Rouge," introduced them to movie audiences

Their charming apartment on Central Park West is filled with happy chatter when they are not working There is a startling family resemblance among the three sisters, who have such good times together at home that they are not seen much in public They like to lounge in pajamas and sometimes wear them on the stage All of them dress in bright costumes, and green is their lucky color They rent old films to project in their apartment, and pose for pictures in grotesque costumes, moving all the furniture in their living room to film their original scenarios

Their delightful hospitality and charm have made these pretty sisters popular favorites with all who know them

As Nat Shilkret aptly paraphrased "All s well that's Boswell"



KATE SMITH

● Out of the heart of Dixie came blithe, buxom Kate Smith to make millions of listeners happy with her sweet, sympathetic voice

Born in Greenville, Virginia, her tomboy childhood was spent in Washington, D C She discovered her voice when quite young, but has never taken a vocal lesson At eleven she earned her first vaudeville salary on amateur night While still wearing pigtails, she sang for doughboys in the nearby training camps, and her distinguished audiences in the capital included Presidents Wilson and Harding After completing her high school course, Kate entered training as a nurse to please her family, but a year later she insisted on becoming a professional singer Her first Broadway triumph was in the two-year run of "Honeymoon Lane," followed by sensational success in "Flying High"

In 1931 she began broadcasting over CBS, and her fame spread rapidly Besides achieving unprecedented popularity with air fans, she became a universal favorite through Columbia phonograph records and vaudeville appearances For years her familiar theme, "When the Moon Comes Over the Mountain," ushered in the La Palina hour At the Capitol Theatre and the Palace in New York she established record runs of nine and eleven weeks During a tour which opened at the New York Paramount her three programs a week were the first series to be broadcast regularly direct from a stage

In a popularity contest, the New York Daily Mirror acclaimed her as "Queen of the Air", and less than a year after her radio début, she was chosen the favorite woman singer of popular songs in the World Telegram nation-wide poll of radio editors

After a gala home coming week in Washington, she was enthusiastically received by New York social registentes at the Central Park Casino This was her first supper club engagement since she had appeared five years earlier in Chicago at the College Inn

Her natural, unaffected manner, happy, bubbling disposition and mellow voice made her one of the greatest film attractions ever recruited from the ranks of radio, and her feature pictures, "Hello Everybody" and "The Big Broadcast," proved highly successful

She has not yet appeared in England, but her phonograph discs have made her a great favorite in that country

At a special dinner entertainment, to urge public support of the Philadelphia Orchestra, the portly songstress sang an aria from "Samson and Delilah," conducted by Stokowski In response to the outburst of applause, she encored with her familiar theme song The distinguished audience of music lovers proved their appreciation by subscriptions for the current concert season

Kate's Columbia Matinée has been a bright spot of the afternoon dial, and her Hudson Motor Car series is a popular evening feature She is one of the most accommodating artists on the air, and has steadily featured request numbers for inmates of hospitals

In spite of the half million dollars she is reported to have earned in a single year, her tastes are very simple, as she does not care for night life or stimulants, and devotes much of her income to worthy charities Through all the constant whirl of rehearsals, recording dates, personal, stage and night club appearances, frequent benefits, innumerable trips to hospitals and sanitariums, countless appeals for financial aid and threats of cranks, Kate keeps her chuckle, occasionally finding time for swimming, driving her fast roadster and cheering herself hoarse at football games

BING CROSBY



● Before he was old enough to remember, Harry L. Crosby s family moved to Spokane, where he was tagged with his nickname when he shouted "Bing, Bing!" more loudly than any other boy in the gang, as they played his favorite game of cowboys and Indians

At school he was active in all sports, but was suspended several times for pranks

His first job was selling magazines During vacation he tossed bags in the post office or worked in orchards His first stage appearance was at school in Julius Caesar " He gave a new comedy twist to the title role by rising from his death swoon to dodge the descending curtain While working in the property department of a Spokane theatre, he determined to follow the stage

But the family sent him to Gonzaga College to study law He made the freshman football team but was too light for the varsity, although he played in some of the baseball games, partici pated in debating and dramatic activities, and helped edit the college paper Beginning his vocal career as a collegiate entertainer in the glee club, Bing made his professional début when eighteen as the bass of a quartet at the Clemmer Theatre in Spokane He played the traps and sang with his own orchestra at college parties, and to eke out his income, clerked in a law office

A local theatre manager booked the band for a long run Abandoning his legal studies for the entertainment field, he obtained an engagement at the Tent Café in Los Angeles After a Coast vaudeville tour they returned to that city, where Paul Whiteman signed the young vocalist for his band

KFI gave Bing his first radio opportunity in 1927 That same year he played the Fanchon and Marco circuit and the Publix Theatres in California Mack Sennett, film father of so many celluloid celebrities, launched his screen career

He came to New York as one of Whiteman's famous Rhythm Boys, touring with the rotund maestro for three years until the screen show, The King of Jazz,' took them to Hollywood, where Bing began to make a real name for him self as a soloist at the Cocoanut Grove

Crosby is a popular Brunswick recording art ist, but his radio advent was accidental Bound for Europe, William S Paley, President of CBS, heard a phonograph in the next cabin, playing Bing's record, 'I Surrender, Dear " Paley sur rendered to the captivating voice and wirelessed his office to arrange the contract which made Crosby an overnight star

He was a sensation on the air and his star dom led to a record-breaking personal appear ance tour en route to be featured in the Para mount film, The Big Broadcast " He also played in College Humor and starred in Too Much Harmony," Cruise to Nowhere, We re Not Dressing, She Loves Me Not,' Here Is My Heart ' and Mis sissippi ' He will soon be seen in Anything Goes

Returning to the Columbia chain on the Chesterfield and Wood bury programs in 1933, he became one of the greatest popularizers of songs, continuing as star of the latter series the following year He introduced the haunting Echo in the Valley as his air signature, and has written the lyrics for numerous hits, including "Waltzing in a Dream, I Surrender, Dear, 'At Your Command' and the famous Blue of the Night

Bing is quite modest and youthfully handsome, with blue eyes and brown hair He likes detective stories, and his taste runs to sports ap parel When not fishing or on the links, he may usually be found play ing with his son and his twin baby boys

Refusing to take life too seriously, he looks forward to the day he can retire to write stories in a California home with a boat and his favorite pipes



JAMES MELTON

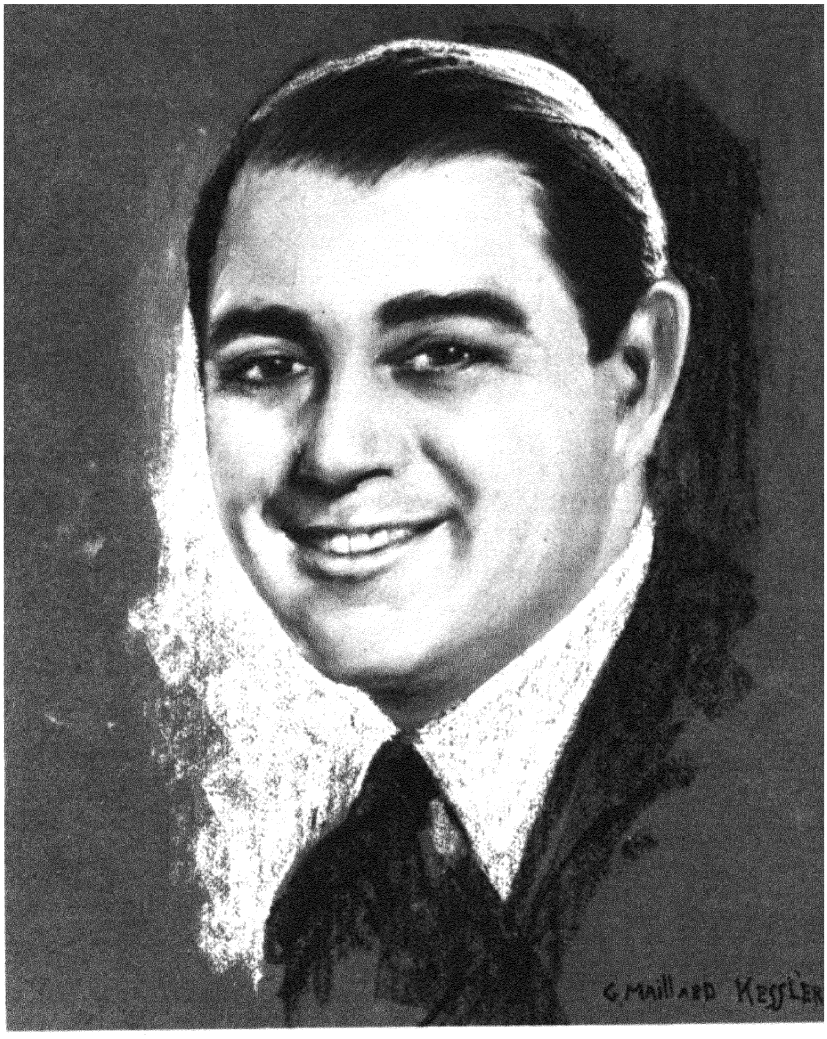
● Born at Moultrie, Georgia, James Melton was educated at the University of Florida, the University of Georgia and Vanderbilt University, at all three of which he was the leader of the glee clubs He mastered the saxophone and led dance orchestras to earn money for vocal lessons under Gaetano de Luca of the National Conservatory of Music and coaching with Frank La Forge

In 1927, desperate because Roxy s secretary would not arrange an audition for him, Jimmy burst into song in the outer office When the great showman heard his strong tenor voice filling the corridors, he rushed out and made him a member of his famous "Gang " This was his first public appearance Later he toured in classical concerts in this country and abroad 1932 marked his New York concert début at Town Hall

He has been heard as a soloist with the Seiberling Singers, and in the Mobiloil, Coca Cola, Firestone, Salada Tea, Gulf Refining, Chevrolet, General Motors, Atwater Kent, Bristol-Myers and various other hours After six years with the Revelers on WEAF and WJZ, he resigned to devote his time to individual work

Following engagements in motion picture theatres, he recently made a concert tour with George Gershwin, playing in twenty eight cities throughout the country, and will soon be seen in feature films and operetta Popular and semi-classical music are his preference, as he believes they have more general appeal He is booked in advance for solo appearances with several symphony orchestras

Jimmy is six feet three and good-looking His favorite sports are yachting and trap shooting, collecting hats, glassware and pewter is his hobby, and he is famed for his delicious cookery and midnight suppers



MORTON DOWNEY

● Morton Downey's vocal talent was revealed at the age of three, in his home town, Wallingford, Connecticut At fifteen he startled passengers by singing instead of shouting the praises of his wares as a news-butcher on New Haven trains Later he worked around donkey engines in a freight yard, but was discharged for speeding After failing as an insurance agent, he sold phonographs and records Then he began performing at club smokers and social affairs

Morton's initial theatrical engagement lasted only ten minutes Appearing in a cowboy costume, he rendered Irish songs at the Sheridan Square Theatre in the ghetto Neither he nor the costumer was paid

Sixteen years ago he was signed as vocalist with Paul Whiteman's band and made several European tours with that maestro, holding a French horn for effect when not singing A series of personal appearances was followed by engagements at Palm Beach with the Ziegfeld Follies and in a Havana supper club

In 1927 Downey sang under the auspices of Lady Mountbatten at the Cafe de Paris in London, where he once repeated eleven choruses of a song for the Prince of Wales His popularity carried him to *Les Ambassadeurs* in Paris, then Deauville, the Royal Palace at Ostend, the Casanova in Berlin, Biarritz and London Returning to New York, he opened his own club

In the Camel program his voice thrilled millions Woodbury featured him in 1933 on both chains, and recently he has been heard in the Carlsbad program

After touring the country in vaudeville, Downey made a series of moving picture shorts for Universal A second European and American vaudeville season preceded the production of his own musical revue, "Melody and Madness," and his film, *Off the Beat*

He has memorized the music and lyrics of more than three hundred songs, and listeners have been enjoying his tenor voice at the Palais Royal

Downey carries good luck charms on both ends of a watchless chain His fad is raising shepherd dogs



THE PICKENS SISTERS

● Plantation lullabies—darkies singing in their cabin doors —negro spirituals floating across the cotton fields—folk music of a happy race—Georgia peach blossoms and mag nolia trees—the gentle ways of the aristocratic old South these are the childhood memories of the Pickens Sisters, the very embodiment of true Southern grace and charm, with melodious voices unspoiled by northern environment

Born in Macon, Georgia, they were reared on a planta tion, where their father taught them operatic and classical songs, but the girls enjoyed composing and harmonizing their own negro spirituals

Jane attended the Curtis Institute of Music in Philadel phia, winning an honorary scholarship two years in suc cession for further study at Madame Sembrich's school of harmony To acquire a repertoire of French songs, she went to Paris with her sister Helen, who studied designing there

After their return a trio was formed, including their sister Grace They obtained a Victor contract, and Jane began to make musical arrangements for their recordings They sent their first record to NBC and were given a contract without an audition

When illness prevented Grace from going on the air, Jane wrote a clarinet part as a substitute for her sister's voice Although only she and Helen were singing, few lis teners detected that it was not a trio. The next day Patti, the youngest sister, left school to take Grace's place, and has since been heard as one of the trio

The girls are quite versatile, their repertory ranging from lovely songs to "hot" music, but whatever compositions they sing must meet the standard set by the "trio of charm

Their harmonious singing has brought added appeal to the Buick, El Toro and Good Gulf series, and they have been in great demand as guest artists in the Fleischmann, Valspar, Chevrolet, Kraft, Maxwell and many other hours. They were among the few outstanding artists selected for the dedication program of the Radio City studios

Their interpretations are sweet and soft In broadcasting they introduce the theme, then add a counter-melody and finish with the original theme, producing a symphonic ef fect, while on the stage they start their program in the style of an overture They use two microphones, whether in the studio or in the theatre—one for Jane, who needs room for gesturing while singing the solos, and another for Patti and Helen, who weave around the melody with their humming

In the national radio star popularity poll conducted by the United American Bosch Corporation, the Pickens group had the unusual distinction of being included twice among the ten women singers receiving the most votes having won fourth place as a trio while Jane was sixth as a soloist

Madame Sembrich was proud of her pupil, who has raised popular music to such a high standard of excellence and artistic interpretation Sydney Homer says their vibraphone imitations are revolutionary as vocal training, because they place the voice forward where it belongs Their friend and admirer, Rachmaninoff, wants them to select more songs with unison effects He suggested that they harmonize "Liebestraume," and personally helped them score the ar rangement

They have made quite a number of musical shorts for Warner and other producers and were featured by Para mount in "Sitting Pretty" Jane wrote the script, plot, lyrics and music for a moving picture short which is now in pro duction She feels an inspiration in radio work that she does not find in the theatre The announcer is very important to her, for if he is sensitive and appreciative he lends dignity to the program and the added incentive of his own enthus iasm Patti prefers the stage, where appeal may easily be gauged by applause Helen believes that radio is the great est medium for gaining popularity

Until their personal appearance tour for Paramount and RKO, on which they broke house records and stopped shows, they had never fully realized the extent of their fan following Jane conducts and arranges the music for their orchestra, and the trio shared the spotlight in the revue, "Thumbs Up

Jane is a real Southern belle, beautiful, gracious, lovable and an accomplished pianist Demure Patti, who delights in her rare tropical fish, is an expert ping-pong player, and the attractive Helen is an ardent football fan The three sisters are tall and slender and wear their simple black clothes with distinction


PATTI
JANE
HELEN

• LANNY ROSS

Lanny Ross, star of the Maxwell Show Boat, was born in Seattle. He made his first stage bow in vaudeville at the age of two and played with Ben Greet's Shakespearean company at four. His youth was spent in Victoria, B. C. and New York. He joined the choir at the Cathedral of St. John the Divine. At Taft School he became the leader of the glee club and won the intercollegiate contest. Entering Yale, he won the indoor national track championship, and in 1927 ran on the team against Oxford and Cambridge, but gave up the Olympic Games at Amsterdam the next year to tour Europe with the Yale Glee Club.

Paying his way through law school with his radio singing, he received his LL. B. from Columbia in 1931. That same year he sang in the Raybestos hour, the Troubadour of the Moon series and the Hellman's program. His Log Cabin series for General Foods has met with marked success.

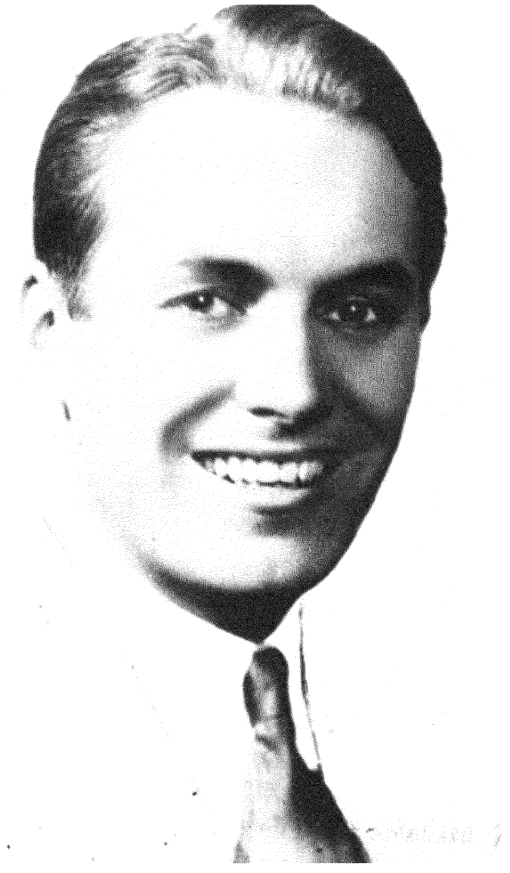
Lanny journeyed to Hollywood early last year to make his first motion pictures, "Melody in Spring" and "College Rhythm."

The World-Telegram national poll of radio editors gave the young aristocrat of the microphone second place among the most popular men singers.

This tall, handsome Brunswick tenor likes to travel and has made five trips to Europe. Stamp collecting is his hobby and he is fond of golf, fishing, tennis and playing the guitar. His chief ambition is to climb the Matterhorn.



from a Sketch by G. Maillard Kesslère, B.P.



• RUTH ETTING

When Ruth Etting left the little pioneer settlement of David City in the heart of the Nebraska wheat-fields to study art in Chicago, little did the flaxen-haired girl of seventeen dream that one day she would be one of the leading songstresses of the air.

Designing costumes for the girls in a cabaret show led to an opportunity in the chorus, when the manager and his wife noted her slim figure and encouraged her through several difficult weeks of dance practice. Her remarkably low, pleasing voice soon won her the coveted place of soloist. The arduous work of entertaining at the tables of Colisemo's Café was fine training for the crooning that later made her famous.

Discovered by a Chicago recording manager, the lovely Ruth became widely known as the "Sweetheart of Columbia Records." Irving Berlin brought her recording of "Blue Skies" to the attention of Flo Ziegfeld, who immediately engaged her for his next Follies. Her torch songs and blond beauty struck twelve with the critical theatre patrons, and stage, screen and radio assignments followed in rapid succession. She has sung in the Chesterfield, Oldsmobile and Kellogg hours, and appeared in RKO Musicomedy shorts and feature pictures, including "Roman Scandals" and "The Gift of Gab." Her discs are featured in the Brunswick catalogue.



JANE FROMAN

• GERTRUDE NIESEN

Radio's favorite torch singer, exotic Gertrude Niesen, is a gift of the sea Born on an ocean liner while her parents were returning from Europe, she spent her school days in Brooklyn

While in a variety act, she sang at the 300 Club, later appearing in picture houses After touring Chicago theatres she was featured at the Paramount Grill in New York, followed by a vaudeville sketch and musical shorts A season at the Ritz Carlton in Atlantic City preceded two months at the Riviera

As a Fleischmann guest she impersonated various stars, and in 1932 CBS launched her in sustaining programs The 1934 World Telegram poll placed her third among women singers and first of the new feminine stars

Gertrude was included in the casts of "Take a Chance" and "The Party," headlined at Loew's State and the New York Paramount and featured at the Roxy, Palace and Albee

The pagan languor of her torrid torch songs enthralled patrons of the Embassy and Tic Toc Clubs and the Casino de Paree

Niesen fans of the Ex Lax Big Show had an opportunity to view their idol in the musical production, "Calling All Stars"

GERTRUDE NIESEN from an Oil Painting by G. Maillard Kesslere, R.I.

• JANE FROMAN

This glorious Follies star was born in Columbia, Missouri, where she began studying voice at seven Her original intention was to sing in opera At the University of Missouri she took part in college plays while carrying on her vocal training Upon graduation she was familiar with eleven operatic roles

While continuing her studies at the Cincinnati Conservatory of Music, Jane Froman sang at a party, where Powell Crosley, Jr heard her voice and immediately included her in his program on WLW

After several weeks on the air she was given a contract by Paul Whiteman, but Don Ross, a radio performer whom she later married, convinced her that she would progress faster as a soloist and succeeded in obtaining her release

Moving to Chicago, Jane was heard in the Florsheim and sustaining programs Later she became widely known as the Iodent Girl

Four days after her arrival in New York, Chesterfield gave her a contract Her engagements on the Real Silk and Frigidaire programs were followed by the Lint series, Karo's Seven Star Revue, the Pontiac hour and guest performances for Palmolive and Bromo-Seltzer Recently she was featured at the St Regis Roof

Co-starring with her husband in the Ziegfeld Follies, radio's loveliest lark is being sought by film companies and has been approached for Eddie Cantor's next screen production With her eyes still on the opera stage, she spends her spare time rehearsing various roles

Jane is a good swimmer and consistently breaks a hundred on the links Froman blue, the popular shade she frequently wears, was named from the color of her eyes





KATHRYN NEWMAN



IRENE BORDONI



VAUGHN DE LEATH

• KATHRYN NEWMAN

After winning the state medal for high school sopranos and achieving success as a prima donna with the Kansas City Opera Company, Kathryn Newman left her native city of Wichita, Kansas, in 1927 to continue her vocal studies in New York, where she became an artist-pupil and protegée of Frank La Forge In a short while she made several successful appearances in concert and opera

She has sung in most of the principal cities of the United States, and has been featured in recitals with Beniamino Gigli, Efrim Zimbalist, Mischa Levitzky, Lawrence Tibbett, John Charles Thomas and Everett Marshall

The lovely Miss Newman has been presented over the NBC networks in concerts and as coloratura soprano of the National Opera Company She was soloist of the Century of Progress Marconi Day program in 1933

In her leisure she paints and sketches

• IRENE BORDONI

Having first appeared on the musical comedy stage in Paris at thirteen, Irene Bordoni, the vivacious and comely Corsican, was engaged by Dillingham in 1917 to sing in "Miss Information" in New York, although she did not know a word of English Roles in "Hitchy Koo, "Sleeping Partners,' "As You Were," "French Doll," "Little Miss Bluebeard,' "Naughty Cinderella' and a year's run of "Paris' were interspersed with vaudeville tours In 1929 she starred in the film, "Paris," appeared in "The Show of Shows,' and was featured in the Fleischmann hour for ten consecutive weeks The following year she was heard in the Coty series over CBS and has since been guest artist on the La Palina, Nestle, Camel, Lucky Strike, Chesterfield and Ipana programs Her I J Fox broadcasts were popular on both chains

For several winters she has sung at the Embassy Club in Miami and also at prominent New York night clubs, including the Lido, Simplon and Chapeau Rouge

The intriguing Miss Bordoni collects elephants and French charms and bangles for her bracelets She loves to design clothes, embroider and sew

• VAUGHN DE LEATH

At thirteen Vaughn De Leath published her first successful song, "Don't You Care?", and the next year began to give concerts on the Coast In New York she worked as an interior decorator In 1920 she broadcast from the experimental station in the World Tower, then became manager, star singer, program director, accompanist and sound-effects expert of WDT, New York's third station She has since sung more than fifteen thousand songs on her two thousand broadcasts Recently she returned to NBC Goodyear, Eveready, RCA Radiotron, Wrigley, Battle Creek Foods, Dioxogen Face Cream and others have been her sponsors, and she has received more than three million fan letters

She appeared in Belasco s 'Laugh, Clown, Laugh," and is well known as the writer of three hundred songs Over thirty of her inventions have been patented

Miss De Leath rides every day, is a good swimmer and golfer and one of the best trap shooters in the East

To other attainments Miss De Leath has added the thrilling accomplishment of flying her own plane She is determined to achieve ten solo hours within a short time

Among her popular songs are "At Eventide," "The Lilac Tree," "Old Glory March," "Rosemary for Remembrance," and "Gingerbread Brigade,' and she has contributed to radio magazines



MARY McCOY

• MARY McCOY

This talented singer from Great Bend, Kansas, played the piano and sang in her first paid performance when only nine.

In 1928, following her tour in the leading role of "The Firefly," she came to New York, where Mme. Schumann-Heink heard her and took her on her Golden Jubilee tour as assisting artist. After visiting with the diva in her California home, she returned to play the lead in "My Maryland" in New York and Chicago.

During the summer of 1929 she was heard with Lanny Ross over the NBC network, at the same time playing the lead in "Wonderful Night" and singing in the Chase and Sanborn hour. Miss McCoy participated for fifty-two weeks in the original Camel series. She was heard in a comedy role with the Marx Brothers in the Evening in Paris program, and as a regular feature of the Richfield Oil broadcasts.

• COUNTESS OLGA ALBANI

Of Spanish descent, but convent-bred in America, this fascinating young singer received her musical education in New York. She spent two years in Italy and France, then returned to America. After a role in "The New Moon," she made her radio début over NBC, and sang in concerts and on the air in five languages throughout the Middle West, the South, New England and Canada.

Countess Albani has been featured artist in the General Motors, Fleischmann, Eastman, Buick, Maxwell, Koppers Coke and Cities Service hours; and her golden tones have recently graced the Real Silk program.

Hollywood has captured her haunting face and lovely voice in a current film attraction. The radiance of her charming personality and exquisite brunette beauty will be one of the greatest treats held in store for television.



COUNTESS OLGA ALBANI



• ETHEL SHUTTA

Proving that marriage and a career are compatible, Ethel Shutta leads a full, happy life as wife of a famous orchestra leader, mother of two potential maestros and star of stage and radio.

Ethel's cradle was a theatrical trunk, and until she was three she watched the show from the wings. At eight she was given her first speaking part. A vaudeville act and her first Broadway revue led to a stellar role in "Temptation."

While playing simultaneously in the current Follies and Ziegfeld's "Louis XIV," the blond ballad singer met and married George Olsen, whose music was featured in the latter show. After appearing with his band in night clubs, she played in "Whoopee" and other films.

Then Manhattan called her to star in various clubs and radio programs. Columbia phonograph records further enhanced her popularity. Ethel's Nestlé series was her first air engagement without her famous husband; but their combined talents have again been coming to the radio public from the College Inn in Chicago.

• REINALD WERRENRATH

Born in Brooklyn, this famous baritone graduated in 1905 from New York University. In 1932 his alma mater conferred on him the degree of Doctor of Music.

After his professional début at the Worcester Festival in 1907, he concertized here and abroad. His first radio engagement was in 1924 on WEAF, sponsored by Victor. The following year the entire inaugural Atwater Kent program was devoted to his songs, and he appeared several times in that popular series. In 1928 and 1929 he was featured in the Lehigh Coal broadcasts.

For three years Werrenrath served in an executive capacity as vocal supervisor at NBC. He has sung in the Camel hour and as guest artist for Eveready and Great Northern.



REINALD WERRENRATH

• JEANNE AUBERT

Glamorous Jeanne Aubert was born in Paris, and although admitted to the *Opéra Comique*, chose to become a chorus girl in the *Folies Bergères* for a more rapid rise to fame. After playing in musical comedy and opera she substituted for the star in an operetta at the *Théâtre Michel*. A tour of South America and operatic engagements at Buenos Aires and Milan were followed by a return to her native city as star of the *Moulin Rouge*. Then she was featured as prima donna and comedienne in Switzerland, Belgium and Italy.

Four years ago her American première in "Princess Charming" was greeted with an ovation. Her success was repeated in "America's Sweetheart," "The Laugh Parade," "Ballyhoo" and George White's "Melody." Her superb voice and inimitable Gallic humor made her the toast of London in "The Command Performance."

Miss Aubert came back to the United States to play in vaudeville and make a series of Warner shorts. She has been heard on the air for Nestlé, Roquefort Cheese and Fleischmann.

The chic Jeanne has the rare combination of verve and aplomb, and her clothes are always *le dernier cri*. Collecting jades, crystal and other semi-precious stones has afforded her an absorbing hobby. She is a fervid admirer of the charms of Morocco, where she was entertained by the Pasha El Glaoui and other Moslem rulers, and hopes to build a home in that fascinating country.



JEANNE AUBERT



om an Oil Painting by G. Maillard Kesslère, B.P.

• JIMMY KEMPER

Although born in Warrensburg, Missouri, Jimmy Kemper made his radio bow in Melbourne, Australia.

After playing for Kansas City society benefits and in a tent show, he graduated from Teachers College in Warrensburg and studied at a Chicago conservatory. He toured America in the company of Mrs. Minnie Maddern Fiske, then made a world vaudeville jaunt, covering Raratonga, New Zealand, Australia, Ceylon, India, Egypt, Italy, France, Spain and England —a trip which gave him material for his vivid stories in song that have been heard in the Music on the Air programs.

His act consisted of three sketches, "In the Streets of New York," "A Chinese Tragedy" and "A Negro Spiritualist Meeting."

Subsequently he was co-starred in a revue with Jeannette MacDonald, penned one-act plays, and with a partner wrote and produced the first radio continuity with music in the United States.

Jimmy received the first broadcasting artist's contract in this country. He has been heard on a coast-to-coast NBC hook-up for Montgomery-Ward and later for Bauer and Black.

JIMMY KEMPER



CONRAD THIBAULT

• CONRAD THIBAULT

Hailing from Northampton, Massachusetts, Conrad Thibault came to New York City and secured employment as a floorwalker, earning enough money to begin his musical education. Within a year his deep baritone voice had developed in strength and tone. He won a scholarship in the Curtis Institute of Music in Philadelphia and after one term was given a contract with the Philadelphia Grand Opera Company. Continuing his studies, he was gradually advanced from minor bits to leading parts.

Eventually he was assigned to a local broadcast, and his success resulted in an audition at the NBC studios in New York. His progress was sensational and he was featured in many national broadcasts, including the Fletcher, Bab-O, Maxwell Show Boat and Gibson Family programs.

Thibault prefers radio work to concert and opera and is devoting all his efforts in that direction. He was a favorite of the late Calvin Coolidge, who urged him to work hard with his musical studies. His songs embellished the Club Romance program for Hind's Honey and Almond Cream, sponsored by Lehn and Fink.

• JIMMY BRIERLY

When former Governor Moore of New Jersey wants to give himself a special musical treat he asks Jimmy Brierly to sing for him at public affairs.

This handsome tenor with the attractive eyes and wavy hair was born in Newark and evinced an early interest in music. At six he became a choir boy with Lanny Ross at the Cathedral of St. John the Divine. After studying voice and pipe organ he made his radio début at WAAM in Newark. Later he was heard over WOR singing popular ballads, from WAAT as Troubadour of the Stars, and in the Canadian Fur Trappers and Crawford programs.

Jimmy was a featured singer in the Clicquot Club hour; and after a vaudeville tour with Harry Reser and the Eskimos he sang in a series of musical shorts for Universal. His Brunswick and Columbia recordings have proved popular.

Jimmy corresponds regularly with shut-ins, who send him gifts in appreciation of his programs.

Boating, mountain-climbing and tennis keep Jimmy in fighting trim for the strenuous life of a trouper and a broadcasting artist.

• DONALD NOVIS

In the rough mining town of Chapleau, Ontario, where his family had moved from Hastings, Wales, Donald Novis entertained his first audience with his boyish soprano voice. In Pasadena he centered his attention on sports, singing reluctantly in school and church. Upon his father's insistence he studied voice and learned French, German and Italian.

The acclaim he received in the newspapers as soloist of the Whittier College glee club led to his appearance in the Pasadena and Redlands Bowls and in the Long Beach Civic Auditorium.

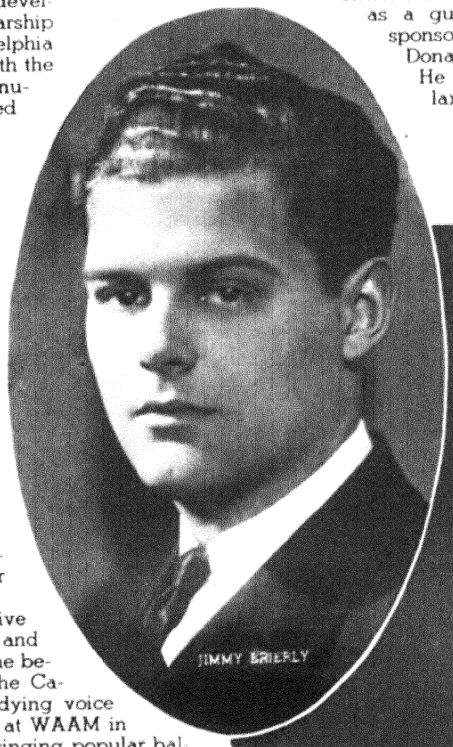
Hailed as a sensational "find," he was offered screen and radio contracts. In 1927 he won the California Atwater Kent radio audition, and the next year in the finals captured the five thousand dollar prize as America's most promising young singer.

He appeared in the moving pictures, "Dancing Fools," "Bulldog Drummond," "Irish Fantasy," "One Hour With You," "Monte Carlo," "New York Nights" and "The Big Broadcast."

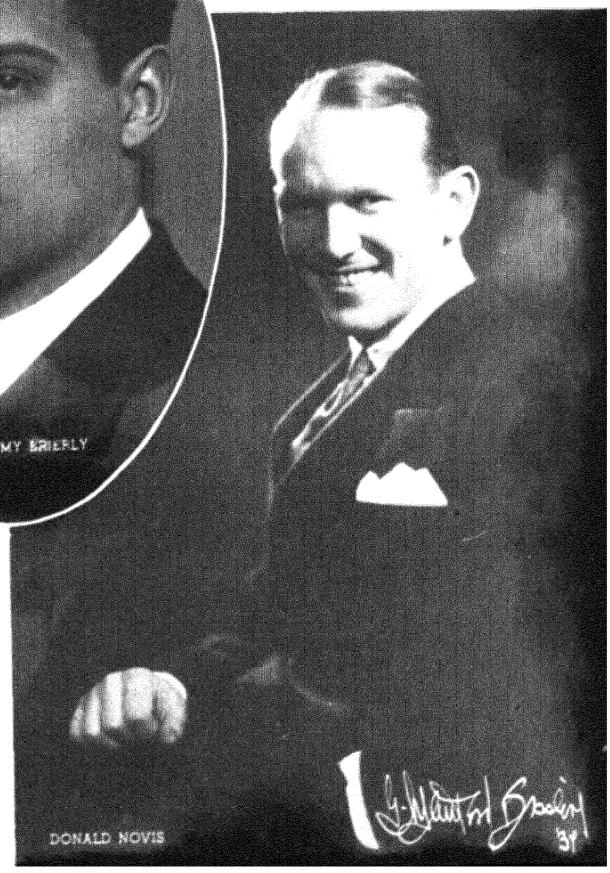
After starring on the NBC Pacific network from Station KFI, he sang with the Cocoanut Grove orchestra at the Hotel Ambassador in Los Angeles.

Then NBC gave the young tenor a long-term contract. His coast-to-coast broadcasts from New York, as well as his commercial programs, the Colgate House Party and Borden's Forty-five Minutes in Hollywood, have proved very popular. On CBS he has entertained for the Vicks program and as a guest of Chevrolet and other sponsors.

Donald is no novice at swimming. He likes mystery stories as a relaxation from his musical work.



JIMMY BRIERLY

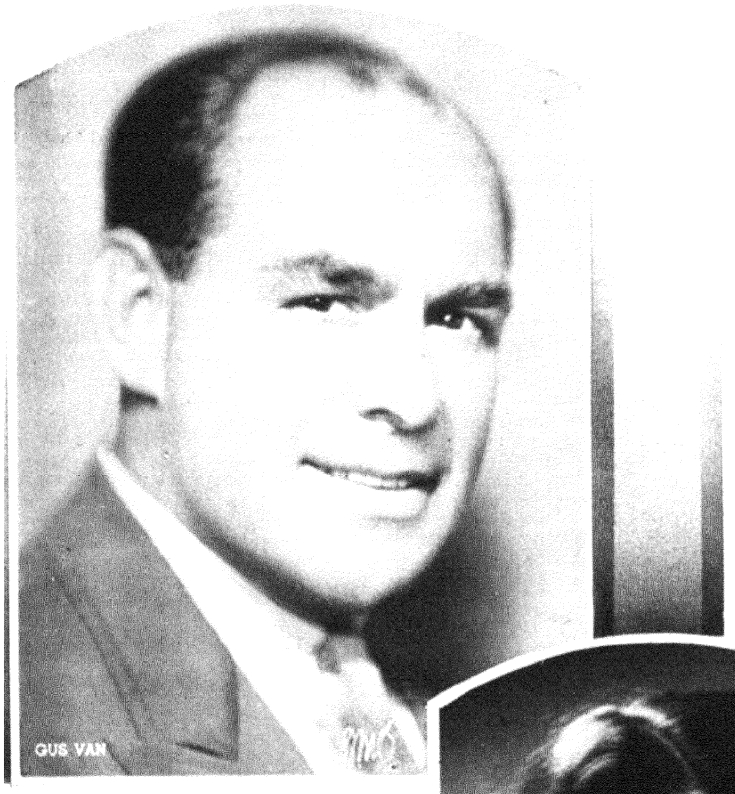


DONALD NOVIS

• GUS VAN

Gus Van, a boy from Brooklyn, was a train conductor and pitcher on the railroad team when he met Schenk in 1911. They won immediate success in vaudeville and were the first team to broadcast and make talking pictures. They appeared in "The Century Girl" and from 1916 to 1922 were featured in the Ziegfeld Follies. Following the production of "Miss 1917," they toured the principal cities, and as owners of the Silver Slipper in New York also acted as entertainers. In 1929 they appeared in the film, "They Learned About Women", and were heard on NBC for Socony, U. S. Rubber, El Toro and Oldsmobile, and on Columbia for Van Heusen and I. Miller. During the summer of 1934 Gus was featured singer at Ben Marden's Riviera.

Gus still plays baseball and coaches orphans in the game.



• LOIS BENNETT

Houston, Texas, was the native heath of the charming red-haired Lois Bennett, but she grew to lovely young womanhood and developed her promising vocal talent in Oklahoma City, where she made her first amateur appearance at the age of five.

A pupil of Percy Rector Stevens, she has sung in churches, vaudeville and concerts.

In 1931 she won the highest praise from the critics and the public at her Town Hall recital. Then she starred in the Gilbert and Sullivan revivals of Winthrop Ames, playing with consummate artistry the role of Phyllis in "Iolanthe," and other principal parts.

She was successful in her first audition for the Armstrong Quaker program; and her air engagements have included Fada Radio, Mobiloil, Hoffman Ginger Ale, General Motors, Maxwell Show Boat, Hudson Vocalions, McKesson & Robbins and Procter and Gamble's Gibson Family, in which she sings the leading feminine role of Sally.




SINGIN' SAM

• SINGIN' SAM

Harry Frankel of Danville, Kentucky, began his professional career as one of Coburn's Minstrels. With a friend from his home town he formed a vaudeville act which toured the country as the Two Blackbirds. After organizing the Big Four Quartet, he joined Al G. Fields in 1924. Two years later he came to New York to play in "The Spider."

Making his air début from WLW in Cincinnati, he became known as "Singin' Sam." Next came a contract at WTAM, followed by his Barbasol and Blatz programs.

• SYLVIA FROOS

The Gerry Society interfered when Sylvia Froos first acted with the Kiddie Cabaret vaudeville troupe in Washington, D. C. At ten years of age she appeared in a series of Sunday night concerts at the Winter Garden, and the same year entertained her first radio audience. She has since toured the United States many times on the RKO and Loew circuits.

Following a part in Shubert's "Gay Paree" at fourteen, she made several movie shorts and sang with John Boles in the film, "Stand Up and Cheer."

for three years. Returning to the Coast, she was heard over Station KHJ of the Columbia chain for a year. In San Francisco she was featured with Ted Fio-Rito's orchestra. About two years ago she came to New York, where she was heard over CBS and entertained in the Continental Room at the St. Moritz. She has been featured in the Pontiac hour, Vicks Open House, Columbia Varieties and Rhythm Rhapsodies. Paramount and Warner have brought her to movie fans in short subjects.

• HAZEL GLENN

After a thorough musical training Hazel Glenn of Kansas City, Missouri, determined on a stage career.

Her first professional appearance was in "Stepping Stones," and later she toured with that comedy. Her singing stopped the show and the second season she was made prima donna. Her appearance with Rudolf Friml's operetta, "The White Eagle," preceded eight successful weeks in London vaudeville.

Her songs added charm to the RKO Theatre of the Air and early in 1934 she was heard in her own NBC series. Her lovely voice is ideally adapted to the romantic duets in Bayer's Lavendar and Old Lace and her solos for Vicks.


SYLVIA FROOS


HAZEL GLENN


VERA VAN

She has been heard over NBC on the Roxy, RKO and Bakers programs. A favorite on the Columbia chain, she has been featured in the Richman Brothers series, Hour of Smiles for Sal Hepatica and Ipana, and in her own programs.

• VERA VAN

This contralto started her career as a dancer at the age of seven in her birthplace, Marion, Ohio. When she was eight she went to California and played in vaudeville houses. After appearing in Honolulu for two months, she toured the Paramount-Publix theatres and the RKO circuit

• MURIEL WILSON

Muriel Wilson, better known as Mary Lou of the Maxwell House Show Boat, was born in New York.

She became a soloist for the Rubinstein Club, the Port Chester Oratorio and the New York Women's Forum at the Capitol Theatre In Michigan she taught and sang at the Bay View Music School Her coloratura soprano was then heard in the National Light Opera and National Grand Opera Companies.

Among her many commercial programs were the Whittall Anglo-Persians and Philco's Theatre Memories Recently she has been featured in the Waltz Time and Gems of Melody series

• LEE WILEY

Lee Wiley, the young melancholy singer from Fort Gibson, Oklahoma, is one-fourth Cherokee Indian. At thirteen she appeared at the Orpheum Theatre in Muskogee After studying at the University of Oklahoma and moving to Tulsa, where she sang in concerts, she was sent to New York on a visit

At the Central Park Casino Leo Reisman discovered her unusual vocal abilities, and she has since been featured steadily on his Pond's programs, interpreting popular songs as though she were talking to someone, an idea of her own which she calls "song dramas" She has also been heard with Paul Whiteman over the NBC air waves Before the microphone she loses her natural exuberance and becomes so tense that she tears a chiffon handkerchief to shreds at each broadcast

Miss Wiley is frequently seen cantering along the bridle path in Central Park

She is co-author of "South in My Soul" and "Any Time, Any Day, Anywhere" Another of her compositions is "My Indian Love Song," which she dedicated to the Campfire Girls and sang at the New York showing of a film depicting her initiation as an honorary member

• RAMONA

Ramona began to play the piano by ear as soon as she was big enough to reach the keyboard. A musician-friend of her parents recognized her ability and insisted that she receive musical instruction

While still in high school, she entered radio on the Night Hawk Frolic at Station WDAF, Kansas City Don Bestor heard her on that program and engaged her as pianist, although a girl in an orchestra was quite an innovation After two years of hotel and theatre work, she went to New York, but was recalled by Station KDKA to supply ten of the Twenty Fingers of Sweetness, a program sponsored by Swansdown Sugar.

Paul Whiteman heard her on WLW and engaged her for his orchestra at the Biltmore Hotel in New York She has been heard on his Pontiac, Buick and Kraft-Phenix programs, and in his Carnegie Hall and Lewisohn Stadium concerts. Alone, she has achieved popularity on both NBC networks, identified by the well-known musical theme, "Ramona"

This charming singer has become quite successful as a recording artist She is Victor's featured woman vocalist, and her frequent record releases are eagerly awaited both here and abroad.

• LEAH RAY

At four years of age, Leah Ray delighted clubs and society audiences with her songs in Norfolk, Virginia. Not long afterward she was heard on the local station, WTAR

In 1932 she met Phil Harris and sang with his band at the Cocoanut Grove in Los Angeles, then continued with the orchestra on the road She was featured vocalist in Galveston, in Chicago at the famous College Inn, and in New York at the Pennsylvania and St. Regis Hotels

Miss Ray appeared with Maurice Chevalier in the film, "Bedtime Story," and then in a short, "Going Spanish."

Her regular broadcasts several times a week with the Harris orchestra from the Palais Royal in New York, and during the summer from the West End Casino near Long Branch, were a treat for the many fans she has attracted Her singing on the Cutex programs also proved very popular.

• SHIRLEY HOWARD

Although she had never taken a lesson, Shirley Howard began giving piano concerts in Brooklyn kindergartens at the age of five. At seventeen she quickly demonstrated her ability as a cub reporter with a Philadelphia paper, and two years later as editor of the women's page.

Meanwhile her musical talents lay dormant, but when she was interviewing Rudy Vallée he asked to hear her voice An hour later she was on her way to Station WOV in New York, burning her journalistic bridges behind her for a singing career Shortly afterward she was signed for a jewelry program. Homesickness sent her back to Philadelphia, where she was heard on two commercial hours. Miss Howard climbed the radio ladder rapidly. NBC offered a tempting sustaining program, and she sang on a coast-to-coast hook-up in the Mollé hour.

She has appeared in Warner shorts and has recorded for many companies. After a series of personal appearances she went to Hollywood for further film roles.

• EDITH MURRAY

Edith Murray left her native Chicago to attend St. Mary's College in New Orleans, but soon abandoned higher education to seek a place in a musical show. When she finally obtained an opportunity in Montreal she was so overcome with stage fright that she could not sing, but scored an immediate success by dancing instead.

With an act that she formed, Edith headlined for a year in all the theatres on the RKO circuit Drawing the attention of producers, she was engaged to play the leading role in the London production of "Good News," and starred in the Australian and Chicago companies of the same play. After that she went to the Coast to make moving picture shorts for Paramount.

A CBS sustaining artist for more than a year, she sang in the I. J. Fox program with Jessel, in an unsponsored program with Givot, and in the Home Bread series from WOR.

Following a vaudeville tour, she organized her own orchestra at the Edison Hotel, with a Columbia wire.

Miss Murray's favorite sports are golf and riding, and she would like to raise pedigreed dogs in the country.



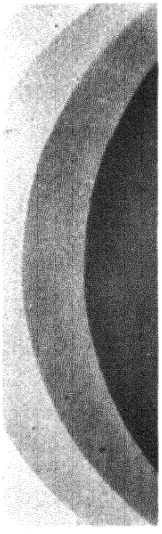
MURIEL WILSON



LEE WILEY



RAMONA

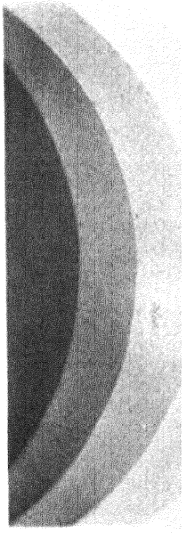




LEAH RAY

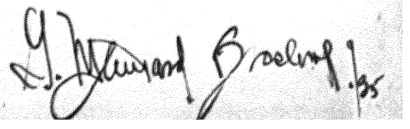


EDITH MURRAY



SHIRLEY HOWARD







BEATRICE BELKIN





ROSALIE WOLFE



DEVORA NADWORNEY

• BEATRICE BELKIN

Beatrice Belkin was born in New York City but reared in Lawrence, Kansas, where she received her musical education. Roxy, who heard her sing at her teacher's studio, gave her the start for her career at the old Roxy Theatre, then brought her with him to the Radio City Music Hall.

She sang as a coloratura soprano in the Philadelphia Opera Company; and after a season with the Metropolitan Opera her beautiful voice was heard again with the Roxy Gang in its weekly broadcasts for Castoria.

She is the wife of Joseph Littau, staff conductor for NBC.

• FRANCES LANGFORD

A graduate of Southern College in her native city of Lakeland, Florida, Miss Langford made vaudeville appearances there and broadcast from the local station for Haba-Tampa Cigars. After singing as a guest star of the Fleischmann hour four years ago in New Orleans, she came to New York and was heard over WOR for a year. Then she was featured on the Spartan, St. Joseph Aspirin, Bromo-Seltzer and Colgate NBC programs, meanwhile playing the Broadway houses, including three engagements at the Palace.

She appeared in several musical shows, toured the leading night clubs throughout the country and sang in Universal shorts. Victor, Columbia and others recorded her voice.

Her recent success at the Hollywood Restaurant in New York was interrupted by a trip to California to play in a feature film produced by Walter Wanger.

• ROSALIE WOLFE

After graduating from Barnard College, where she took part in the musical activities, Rosalie Wolfe continued her vocal and piano training at the New York College of Music.

Since then she has sung the lyric leads in productions of the WEAF opera company, including the Gilbert and Sullivan series. She was the original Lullaby Lady for Castoria, and was also sponsored by General Electric, Blue Coal and Sunoco. In the Fleischmann hour she was heard in "Pirates of Penzance," and during the summer of 1934 she was soloist with the Goldman Band.

Because of her enormous repertory she is able to devote each of her programs to a different composer, either modern or classic, and yet find time for teaching and concert recitals.

• DEVORA NADWORNEY

While Devora Nadworney, a New Yorker, was completing her education at Hunter College, she won the prize of the National Federation of Music Clubs. Hers was the first voice to be heard at the inception of the NBC network, and she has appeared with the Boston Symphony, Philadelphia Symphony and Schola Cantorum. She sang in the huge pageant, "Romance of a People," and at the Stadium Concerts in New York. A member of the Russian Opera Company, she has taken part in grand opera broadcasts over WEAF, WINS, WOR and WABC. The Empire Gold Buying Service has sponsored "The Voice of Gold" in many of her programs.

• LUCIENNE BOYER



LUCIENNE BOYER

Latin fire lights the torch of mystery which illumines the genius of this glamorous Parisienne, the Raquel Meller of France. In the prismatic splendor of the Rainbow Room, towering above Gotham's dizzy night life, or silhouetted in blue on the shadowy stage of "Continental Varieties," she weaves in siren tones the dramatic spell of her midnight witchery over her enthralled listeners.

As a child in Paris, Lucienne Boyer polished shells in a munition plant. Becoming assistant secretary to the manager of the Athenée Theatre, she played small roles as a comic old woman. After dramatic lessons she started singing in a cabaret, then toured in musical comedy and was featured in *Les Clochards, Monseigneur,' Borgia* and other Paris night clubs. Broadway first applauded her six years ago in "Night in Paris." Returning to the French capital, she created a sensation with her singing of *"Parlez-Moi d'Amour."* She was the first music hall performer to be honored by a concert in the *Salle Pleyel*, the Carnegie Hall of Paris.

Famous for her Columbia records and as the favorite star of Paris cabarets, she opened her own night club, *Chez-Elle*, and also became popular in French broadcasts.

One of her CBS presentations was broadcast from New York to Paris.

Mlle. Boyer has a very large collection of Chinese antique furniture and sculptures.

• WARREN HULL

Warren Hull came to the metropolis from Gasport, New York, to study business administration and singing. Then he attended the Eastman School at the University of Rochester, where he was advised to go into musical comedy.

Soon he appeared in "The Love Song" and won leading roles in "The Student Prince," "My Maryland," "Rain or Shine" and "Follow Thru."

Hull has been master of ceremonies for three General Baking Company programs, announcer and baritone for Hart Schaffner and Marx, "Red Star" baritone on the Macy program, announcer of the Postum All-America football series and actor in numerous other features.

Leads in the Gibson Family, Borden's Forty-Five Minutes in Hollywood and the Palmolive program, and a part in the Bond Bread series have still allowed him time for musical comedy shorts.

Hull wrote the material for his latest airing, General Foods Kitchen Club, in which he sings and cracks the quip over the whole show.

• GRACE HAYES

From her birthplace in the city of the Golden Gate to the footlights of Broadway, Grace Hayes of San Francisco sang her way to fame.

Without a musical education she began her theatrical career at the age of twelve. After polishing her natural talent in a vaudeville tour and café engagements, she was featured in musical comedies, including "Night in Venice," "Ballyhoo," "Artists and Models," "Little Racketeer" and several editions of the Passing Show. Her first film was "Rainbow Over Broadway." This was followed by a vaudeville tour with her son.

Miss Hayes has been honored as guest in the Hall of Fame hour, and her voice has lent charm to the Bab-O and Chevrolet programs. She has also been heard in her own NBC sustaining series.

• JOHN HERRICK

From a family of singers in aristocratic Boston came John Herrick, one of New England's foremost vocalists, to warm the hearts of listeners as a featured NBC baritone. Ever since the days of radio's first feeble chirpings, Mr. Herrick has been attracting air audiences for commercial broadcasts on Boston stations.

Two years ago he placed his signature on an NBC contract, and a few weeks later was booked as chief vocalist of the Father John's series. His popular solo program is one of the bright spots of Saturday evening entertainment.

The kindly smile and genuine sincerity of this typical Yankee are reflected in the honest quality of his superb voice, which has won him thousands of friends through his personal appearance tours and radio activities.

Fond of travel, country walks, fast motoring and the opera, he spends every free evening at the Metropolitan.

JOHN HERRICK

WARREN HULL





GRACE HAYES



• BOB LAWRENCE

Bob Lawrence, *né* Robert Weer in New Orleans, is the son of grand opera singers. He studied violin, singing was secondary. Engineering, however, became his vocation.

After working as a petroleum technologist, draftsman, gas engineer and assistant chief engineer, he was given an audition by WTIC in Hartford and sang over that station for six months In 1933 Paul Whiteman signed him for his orchestra, and since that time he has been on the air regularly Radio audiences first heard him as an opera singer when he took the role of the toreador on the Kraft program

Mr Lawrence does not croon, but sings with full baritone voice, and is preparing for an operatic career. He has been a Victor recording artist for several years.

His chief interest is shale oil, a subject on which he is an expert, and he enjoys swimming, tennis and fencing.

• MILDRED BAILEY

Hailing from Spokane, Washington, Mildred Bailey sang and played the piano in a Seattle music shop The proprietor of the Lodge Cabaret in Vancouver engaged her at seventeen as an entertainer. For one year she appeared with a revue in San Francisco, followed by several night club engagements in Hollywood After touring the West Coast she played in a few motion pictures, then made her initial broadcast from a popular Hollywood supper club.

When Mildred sang with Paul Whiteman's band in the Old Gold CBS series and the Pontiac hour over NBC, her blues interpretations received nation-wide notice and her phonograph records became best sellers. With the Eton Boys she sang twice a week over that chain, and was frequently starred in the Columbia Revue. In 1933 she was signed by Columbia as a featured artist.

She originated the unique arrangement of her theme song, which earned her the title, "Rockin' Chair Lady." During the summer of 1934 she toured Loew and Publix Theatres and then began her Vicks series on NBC.

• JOHN L. FOGARTY

Born in Sioux Falls, South Dakota, John L. Fogarty was reared on a Montana ranch. Almost before he could walk, he learned to ride a horse. Singing and dancing were his childhood hobbies, and his first public appearance was at an Elks show in the West. At sixteen he ran away to join the army, saw active fighting in the Argonne, and took part in shows behind the lines.

Returning as a second lieutenant, he entered the wholesale fruit business in Montana, but in 1920 came to New York to study music. He appeared in concerts, recitals and vaudeville. His rich tenor voice has been heard regularly on the General Motors and Jack Frost hours via NBC; and he has been a guest artist on WMCA and CKAC in Montreal

Mr Fogarty prefers Irish and Western ballads and mother songs. Recently he has been making personal appearances on Broadway and elsewhere His hobbies are horses and dogs.

• TITO GUIZAR

In the town of Guadalajara, Mexico, where he was born in a family of talented musicians, Tito Guizar's greatest ambition was to become a professional singer.

After delving into academic lore and the study of medicine at the Mexican National University, he rebelled and entered the conservatory of music For two years he cultivated his glorious tenor voice at St. Mark's Academy, acquiring a repertory of classic selections and operatic roles.

On his return to Mexico City, his brilliant performances were applauded by distinguished audiences; but Tito dreamed of other possibilities Preferring less formal roles than those of grand opera, he arranged Mexican and Spanish popular melodies in classical style, and his presentations met with sensational success.

Coming to New York to record for phonograph companies, Guizar was soon engaged for radio work. His mellow voice was eventually heard over CBS in the Gauchos, Jergens and Brillo programs and a sustaining series.

Tito has won further popularity by his engagement in the Café Lounge at the Savoy-Plaza in New York.

• ROBERT SIMMONS

Famed in Fairplay, Missouri, as a member of the Simmons Male Quartet, this young tenor paid for his year at Washington University with the money he earned as church soloist Procuring a contract with the St. Louis Opera Company, he was soon advanced to juvenile leads. Concerts, oratorio recitals and the conducting of the Choral Art Society enabled him to attend Boston University and the New England Conservatory For two years he was a member of the university faculty and musical director of the Copley Methodist Church. A year of study and concert appearances in Europe broadened his experience.Versatility is Simmons' keynote, for he sings popular ballads and German, Italian and French operatic roles with equal ease.

As soloist and top tenor with the Revelers, he has been featured in the Campbell, Lucky Strike, Bab-O, Cities Service and A & P hours, and starred as guest artist on many other NBC programs. Recently he has devoted much of his time to vaudeville appearances.

• EDWARD NELL

One of the early dot-and-dash amateurs of America, Edward Nell made his début as pianist at ten with the Indianapolis Symphony Orchestra, and gave his first vocal concert at eighteen. Graduating from Purdue University with a degree in mechanical engineering, he began to study music seriously in New York

After a summer season as soloist with the New York Symphony Orchestra, he sang the title role of "The Vagabond King" for two years Later he had leading parts in "The New Moon" and "The Silver Swan," and was the only baritone who sang the tenor lead in "The Student Prince."

Entering radio on the NBC Revolving Stage program, he has since done much broadcasting. Rings of Melody for the Perfect Circle Company featured him in talented company with a large orchestra, and more recently Liberty Magazine has sponsored his singing.



BOB LAWRENCE



MILDRED BAILEY



JOHN L. FOGARTY



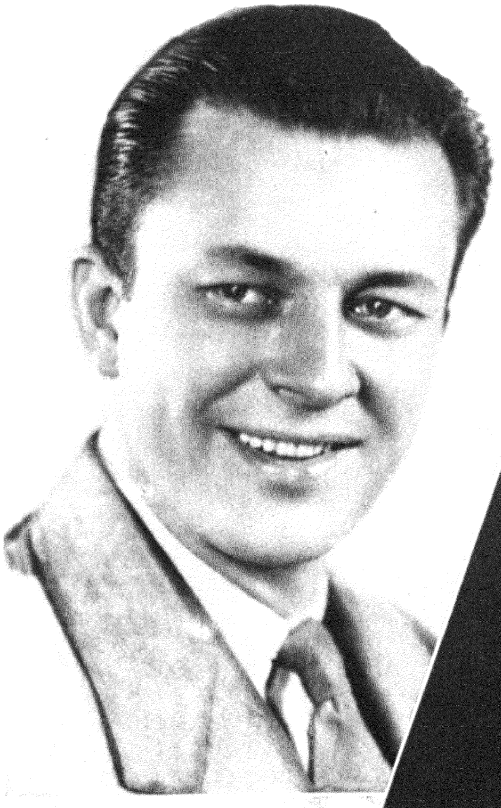
TITO GUIZAR

ROBERT SIMMONS





EDWARD NELL



JACK ARTHUR

• JACK ARTHUR

A Brooklyn boy, Arthur Campbell went to France with a New York regiment. While entertaining his buddies in New York, he was chosen to play the sergeant in "What Price Glory?" He sang in "Deep River," "The Desert Song," several Ziegfeld shows and "Rebound." Of the seven years in his broadcasting career, he has sung during only two.

As Jack Arthur, his pleasing baritone was heard regularly in the Golden Dawn Revue for the United Cigar Company, in Footlight Echoes and as guest in the Palmolive series. As Johnny Hart he won dramatic fame over NBC.

In 1934 his songs thrilled international pleasure-seekers at the *Hôtel de Paris* in Monte Carlo.



EVAN EVANS

PHIL DUEY

• EVAN EVANS

Evan Evans sang in the choir of Liverpool Cathedral, but at sixteen he entered his father's cotton business and abandoned music until after the war.

During a commercial trip to America he resumed singing. He won a Juilliard scholarship and while studying appeared professionally with the *Opera Comique*.

Since his audition at WABC, Evans has sung baritone roles in hundreds of sustaining presentations, light and grand opera and musical comedy. He is a member of the Round Towners Quartet, and has been heard in Melody Masterpieces and a number of commercial programs, including the Ward Tip Top Club and Chevrolet.

• PHIL DUEY

When five years old, Phil Duey of Macy, Indiana, sang with his father's band. Working his way at the university and singing in church, glee clubs and college musicales, he captured a Phi Beta Kappa key. He taught in a country school for two years, and took postgraduate courses in music, winning a Juilliard scholarship. After three years of study, concerts, broadcasting and working as a night clerk, Phil appeared in "Lady Do" and "Good News," and has since made a series of Warner Shorts.

He has been on the air with General Motors, Lucky Strike, Palmolive, Atwater Kent, Buick, Chevrolet, Socony, Esso, Wonder Bakers, Jack Frost, Philip Morris, Goodrich and Manhattan Merry-Go-Round.



• ARLENE JACKSON

After dotting the map of the United States and Canada with her wanderings for five years, this Toronto girl found success before the NBC microphones in New York. Loretto Abbey and the Toronto Conservatory of Music gave her a background of education, dramatic art, vocal and piano music. At sixteen she obtained a contract as piano soloist on a Canadian Chautauqua circuit. Then followed a vaudeville act in which she entertained with song, monologue and piano. After playing leading roles in London musical comedies, she toured this country and Canada in vaudeville and picture theatres.

A lucky chance gave her an emergency substitute broadcast over KFI in Los Angeles, and she scored an instantaneous success, remaining at that station for a year before accepting an NBC offer in the East. A peppy golden-blond bundle of joyous charm with a keen sense of humor, she has sung in the Buick, Tastyeast, Puro, Perfect Circle and Ford programs, as Bab-o guest, and for Imperial Tobacco and Blue Coal in Canada.



ARLENE JACKSON

• RALPH KIRBERY

Before finding the occupation he was destined for, Ralph Kirbery tried many, but discovered that singing was the only one which allowed him enough time for fishing.

He was born in Paterson, New Jersey, and at eighteen enlisted in the tank corps. After the armistice he studied medicine at Johns Hopkins, but abandoned that to become an oil prospector and surveyor in Ranger, Texas. There he opened an advertising agency and engaged in the automobile business.

On a fishing trip, a friend realized the beauty of Kirbery's voice and arranged an audition for him at a local station. He was accepted and six months later was heard from a larger New Jersey studio. His work as director of the glee club for the Paterson post of the American Legion increased his broadcasting activities, and in 1931 he became an NBC star. His superb interpretations of romantic ballads and his rich baritone voice earned him the sobriquet, "The Dream Singer," and his popularity has been further enhanced by his Mohawk Treasure Chest hour.



RALPH KIRBERY

Developing a steady hand and practised eye along the winding trout streams, and deeply versed in woods lore, Ralph became a crack shot with revolver or rifle. He is justly proud of the many cups and medals he has won at the national rifle and pistol matches at Camp Perry, Ohio.

JULIA SANDERSON AND FRANK CRUMIT



• JULIA SANDERSON AND FRANK CRUMIT

Prominent musical comedy stars of former days, Julia Sanderson and Frank Crumit tired of roaming the country and retired to their Massachusetts home, "Dunrovin." Many of the songs that Frank has recorded for phonograph companies were learned from members of Julia's family.

Julia Sanderson joined Forepaugh's Stock Company in the face of parental opposition at the age of thirteen, and two years later was dancing and singing in the chorus of a Shubert show. She played her first featured role in "Sunshine Girl" and then was seen in a number of Frohman productions. In "Tangerine" she co-starred with her future husband, Frank Crumit, singing that delightful bit of melody, "Sweet Lady."

Julia's musical laugh and Frank's jocose remarks have been heard on NBC, sponsored by Blackstone Cigars, and on the Columbia chain for the General Baking Company's Bond Bread.

• CAROL DEIS

This talented Dayton girl came to New York and won the Atwater Kent contest in 1930. After spending the following summer in Paris and studying at the Curtis Institute of Dramatic Art in Philadelphia, she began broadcasting as a soprano in the Standard Oil program over CBS and for Hoffman Ginger Ale on WOR. She has entertained on the Hellmann Mayonnaise, Valspar and Gulf Oil programs. Miss Deis has been featured as an NBC sustaining artist and has been heard over that chain in Two Seats in the Balcony.

• VERONICA WIGGINS

Veronica Wiggins was born in New York City but moved to Montclair, New Jersey, where she sang in the choir of St. Luke's Church. Eight years ago she was heard over WOR; then she sang in the Hoffman, True Story, General Motors, Paramount, Listerine and Moonbeam hours. Between radio performances on WJZ, WABC and WOR she has concertized widely.

Miss Wiggins sings both classical and popular music. Her main interest is her home, and she loves good plays, opera and cooking.

• MERLE ALCOCK

This famous contralto was born on a farm in Iowa. She attended a state college and then concentrated on choir work in her home town. The beauty of her voice soon won her nation-wide acclaim, and she achieved an international reputation as a superb artist. Her career was one artistic success after another on the concert and operatic stages of the leading cities of the world. Her repertoire includes all the contralto roles of classic and modern oratorio literature. She has appeared as soloist with every important symphony conductor in America and Europe, including Toscanini, Stokowski, Mengelberg, Damrosch, Gabrilowitsch and Pasternack.

Miss Alcock has sung in many important radio programs and has been heard regularly over station WMCA.

• NANCY GARNER

Nancy Garner, NBC coloratura soprano, was born in Corsicana, Texas. Her grandfather, a major in the Civil War, had traveled there in a covered wagon from Tennessee and had become the town's first mayor.

Miss Garner received her early musical education in her home town As the representative of her district at a music contest, she won two scholarships to the Chicago Musical College. Later she was sent to New York by the Federated Music Clubs of Texas for further study.

Under the name of Margaret Miller she sang roles in two operettas, "Rio Rita" and "The Desert Song." Then concert recitals, theatre circuit appearances in the South and radio performances occupied her time.

After starring in the Ford Revue over station WFAA in Dallas, she joined NBC and has been guest soloist with Rudy Vallée and Paul Whiteman Her charming personality and fine voice have also won headline honors in vaudeville.

Having passed most of her life in a rural section, Nancy includes anything from milking a cow to riding horseback and roping a steer among her rustic accomplishments. She is a talented painter and has sold many of her canvases.

• MARY DANIS

Mary Danis is Columbia's exponent of the "cute" song. Early in life she believed that her talents were far too good to be wasted in mere amateur entertainment, so at her first opportunity she devoted her efforts to studying at Sargent's Dramatic School.

Mary was an apt pupil, and shortly afterward appeared in several Broadway shows, but she soon realized that she liked singing better than acting, and that it would be more remunerative.

So she allied herself with Enoch Light in the dual capacity of wife and featured vocalist of his orchestra. During the summer of 1934 she sang with his band at the Shelbourne in Atlantic City, and in the winter at the Roney Plaza in Miami.

• ROBERT WEEDE

Born and educated on Long Island, Robert Weede studied voice under George Castelle in Baltimore and Adeline Fermin in Rochester.

In 1927 he was the national winner in the Federation of Music Clubs contest, and two years later won the Caruso Memorial Foundation prize, which afforded him a year's study in Italy.

On his return he was heard from Station WHAM in Rochester and on the Stieff Piano program over Station WFBR in Baltimore.

Roxy engaged him for his Gang immediately after giving him an audition, and this popular baritone has since sung regularly in the Radio City Music Hall broadcasts over WJZ.

• ANTHONY FROME

Anthony Frome, known on the air as the "Poet Prince," was born in Bellaire, Ohio His childhood ambition was to practice law, but later, under the influence of religious friends, he studied for the ministry For a year after graduating from college he preached in a small town in the Middle West.

An old German choirmaster took an interest in him and gave him his first vocal lessons. With the operatic stage and the concert platforms as his goals, Frome went to Europe to attend the Conservatory of Fontainebleau, where he divided his time between his vocal studies and writing a book.

His beautiful, soothing programs have been presented as a regular feature for Pepto-Mangan over the NBC network

Frome not only sings in a number of languages, but speaks them fluently. Swimming, tennis and writing occupy his leisure hours.



CAROL DEIS



VERONICA WIGGINS



MERLE ALCOCK



NANCY GARNER



ROBERT WEEDE



MARY DANIS



ANTHONY FROME

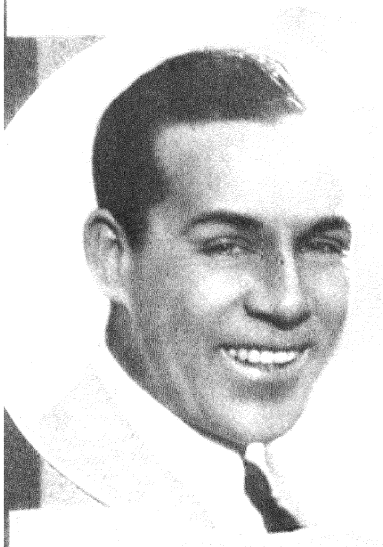


• ED LOWRY

After Ed Lowry took a kid part in vaudeville following his graduation from an elementary school in New York, his only return to the halls of learning was in Gus Edwards' "School Days" company Later he teamed with his wife in a variety act In 1923 he reached the Palace, where he played repeatedly during the next three years In London Lowry co-starred with Maurice Chevalier in "White Birds," and played at the Kit Kat Club and various music halls.

His four-week engagement at the Ambassador in St Louis was lengthened to four years, and he became known as the ace master of ceremonies in motion picture theatres Long periods with the New York and Brooklyn Paramount, Chicago Theatre, Stanley in Pittsburgh, Mastbaum in Philadelphia and Loew's State in Los Angeles preceded his return to New York, where he was featured in the NBC program, Goin' to Town. He wrote his own material for this series and performed as singer, master of ceremonies and comedian

Lowry has been starring in his own revue on a tour of the de luxe theatres in the Loew circuit.



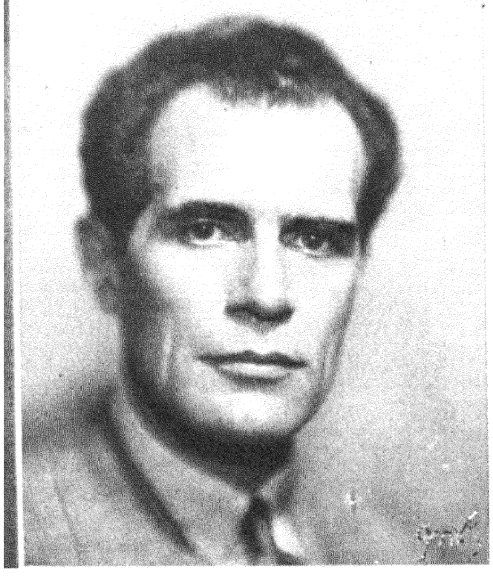
• JERRY COOPER

Born in New Orleans, Jerry Cooper learned to play the trombone and guitar, and started his vocal career in high school

While he was singing over Station WWL in New Orleans, Roger Wolfe Kahn engaged him as vocalist at the Forrest Club in 1933 That same year he came to New York, where he sang vocal choruses for Columbia phonograph records Later he was heard with Emil Coleman's orchestra.

His rich baritone voice won him a leading part in the entertainment at the Palais Royal WOR listeners enjoyed his singing twice a week and he was also heard on NBC programs with Will Rogers and in the Wrigley Beauty series over CBS

Jerry is a good shot, mechanically inclined, and likes airplanes



• JOHN BARCLAY

A graduate of Pembroke College, Cambridge, this native of Bletchingley, England, starting as a legitimate actor and singer on the London stage, became a member of the Beecham Opera Company

In 1921 he came to this country as concert artist and soloist with the leading symphonies Five years later he toured the Publix and Keith circuits and made moving picture shorts for Warner He was leading baritone in Gilbert and Sullivan productions, and a member of the Judson Radio Corporation In 1929 he sang leading roles in the Philadelphia Opera Company His year of recitals, opera and dramatics on NBC was terminated when he joined the faculty at the Curtis Institute of Music in Philadelphia. A season in stock and another with the St Louis Municipal Opera Company brought him to the production of "Champagne Sec."

This baritone, who measures six feet-five, was heard with the CBS grand opera quartet and on the Philco, Fada, Procter and Gamble and School of the Air programs His voice has recently been featured in the Palmolive Beauty Box Theatre

• ALEXANDER GRAY

Schooled in Baltimore, young Gray acquired a training as cattle dealer, dairy farmer and tobacco raiser. At Pennsylvania State College he worked his way through an engineering course and was active in the glee club, quartet and dramatic society

He served on the editorial staff of Iron Age and taught at Northwestern Military and Naval Academy Concert engagements followed his winning of a contest of the National Federation of Music Clubs.

Finally he obtained a Ziegfeld role in the "Midnight Frolics," and later toured with the Follies "Sally," "Naughty Riquette," "Tell Me More," "Twinkle, Twinkle" and "Sweet Lady" were followed by two record-breaking years in "The Desert Song"

Hollywood allotted him principal roles in "Sally," "No, No, Nanette," "Spring Is Here," "Song of the Flame" and "Viennese Nights." While in films, he played the leads in radio performances of "Blossom Time" and "The Chocolate Soldier." Personal appearances followed at the Palace in New York and in Eastern RKO houses

Seven months on the Chesterfield program made him an air headliner, and after a vacation on a gold claim he staked in the wilds of Northern Quebec, he was again starred in the Voice of America series, sponsored by Underwood, Elliott-Fisher



• CHARLES CARLILE

Charles Carlile was born in Rhode Island and sang in schools and churches as a soprano He became a member of the Chamber of Commerce in Nantucket His first public appearance with Gilbert and Sullivan in "Pinafore" was followed by concert recitals. After winning a Juilliard scholarship, he came to New York to sing on the Atwater Kent program He devoted a year to the cultivation of his voice in Germany Returning to America, he continued his studies at the Juilliard Foundation.

Mr Carlile has been heard in the Ziegfeld, Limit and Blue Coal hours, and in the King's Beer program over CBS. He also sang at the Paramount Grill and in vaudeville.



• SID GARY

Son of an East Side cantor, Sid Gary sang in his father's choir Before long he was soloist with Cantor Josef Rosenblatt, but his pranks often disrupted the rehearsals When his deeply religious parents discovered that he had quit school to appear in an act at Loew's Avenue B Theatre, they practically disowned him With George Burns as a partner Sid toured the Loew circuit for three years Then with Freddy Bernard he appeared in Keith and Orpheum vaudeville, playing the Palace about fifteen times Meanwhile he was recording for Columbia, Victor, Brunswick and others

In Hollywood he was assigned a canine ghost-voice role in "Dogway Melody," and he has made Fox, Mentone, RKO and Loew shorts. As a vaudeville headliner he is almost as well known for his comedy and "double-talk" as for his powerful baritone voice

Starred twice as guest artist for Edna Wallace Hopper, he was featured in the Danderine, Ziegfeld and Cunard Line programs, and more recently in the United Cigar Golden Dawn Revue over WOR.





• HELEN KANE

Helen Kane started her stage career as ingenue for the Marx Brothers After a term with a vaudeville act, "Stars of the Future," she appeared in several leading night clubs and for two years played in the Shubert musical production, "Night in Spain

After auditioning ten groups of singers, the New York Paramount Theatre selected her as featured vocalist

She won fame for her interpretation of "I Wanna Be Loved By You", then co-starred with William Powell Richard Dix and Buddy Rogers in five Paramount films

Following a two year personal appearance tour, she rested in California, then starred at the Hollywood Restaurant in New York and at a Philadelphia hotel

The original "Boop Boop a Doop girl has been guest star on the Fleischmann, White Owl, Philco, Camel and Victor hours

HELEN KANE

• BETTY BARTHELL

As a popular girl of the Southern smart set Betty Barthell reserved her talent for playing and singing at school gatherings, later she became pianist for classes in folk dances After she had graduated as national president of the alumnae association of the Ward-Belmont College in her native Nashville, the director of WLAC induced her to come to the broadcasting studio, and before Betty realized that it was not a lark, she had signed a contract as featured singer for the local Paramount-Publix program

Columbia's program director urged her to come to New York so that her singing could be broadcast from coast to coast on the Richfield Oil and Chesterfield hours

Her recent activities include a vaudeville tour with Ferde Grofe, a guest date on Admiral Byrd s program and an encore at the request of the Little Americans, twenty recordings for NBC and a Versailles Club engagement

This lovely songstress with the big blue eyes and wealth of black hair divides her time between her Greenwich Village apartment and country life on Long Island

• HELEN MORGAN

The glamorous singer, Helen Morgan, was born in Danville, Illinois, and at fourteen helped support herself

After years of varied minor jobs she became a chorus girl in a children's vaudeville act Winning a beauty contest, she came to New York, where George White finally gave her a small singing part in a road company of the Scandals She returned to Broadway as the prima donna

While she was in England as star of "Americana," Ziegfeld sent for her to take the leading role in "Show Boat

Her sensational guest performances on various important NBC programs led to further success as a featured artist of the Bi so-dol series

Miss Morgan's songs of pathos added interest to the films "You Belong to Me" and "Marie Galante "

HELEN MORGAN





• JEAN SARGENT

At a very early age Jean Sargent moved from her native New York to Philadelphia, where she attended a Quaker school. During her last year at a Swarthmore finishing school she wrote for the Philadelphia Record.

As a member of the smart Swarthmore Play and Players Club, she took part in a revue. A New York producer who heard her sing sent her to Sam Harris for an audition, and she went back to Philadelphia with a contract to appear in "Face the Music." While engaged in this production she made her radio début over CBS in the Ziegfeld Follies of the Air. Her vivacious personality and deep, rich voice led to her being featured in "Flying Colors." Subsequently she was heard in the Lucky Strike and Manhattan Merry-Go-Round hours and as commercial announcer of the Kissproof series. She has made Warner shorts and toured for Fox and Paramount.

Although Miss Sargent's ambition is to be an amateur golf champion, she spends much time studying psychology and French.



JEAN SARGENT

• GLORIA LA VEY

At the age of five, Gloria La Vey left her native London for Winnipeg. Three years ago she came to New York to continue her vocal studies, and within two months was singing seven times a week on WJZ in the Song for Today. Later she was featured in the Hourglass program, Summer Idyll, Down Lovers' Lane, Music Box, Hands Across the Border and Close Harmony followed as a result of her first successful series.

The charming brown-eyed Gloria takes much pride in her cooking. Her vivacious personality and lovely disposition have made her a studio favorite.

• CLAIRE WILLIS

After starting the study of voice and violin at Shamokin, Pennsylvania, Claire Willis continued her musical training in Philadelphia. While singing on WFI she was signed for vaudeville, and was soon broadcasting over CBS and NBC in the Tydol and Lucky Strike programs. In New York she entertained at the St. Regis, Pierre, Ambassador and Montclair Hotels.

She has recorded electrical transcriptions and sung in Universal shorts.

• HARRIET HILLIARD

Harriet Hilliard, pride of Des Moines, Iowa, the beautiful blond singer with Ozzie Nelson's band, was practically reared on the stage. She was captain of the basketball team and a member of the swimming team at St. Agnes Academy in Kansas City.

At fifteen Harriet started the first of her six cross country vaudeville treks on the Orpheum circuit.

While she was performing with N. T. G. at the Hollywood Restaurant in New York, Ozzie Nelson asked her to join his band at the Glen Island Casino, where he was broadcasting. Since then she has enlivened that orchestra at the Park Central Hotel and the New Yorker, and NBC listeners have recently heard her on the Bakers programs.

HARRIET HILLIARD





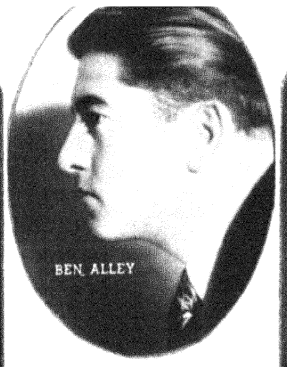
GLORIA LA VEY

CLAIRE WILLIS





WILLIAM HARGRAVE



BEN ALLEY



JOHN MERCER



CONNIE GATES

• WILLIAM HARGRAVE

Born in Los Angeles, this young baritone first studied law, but his love of grand opera and the old masters influenced him to train his voice instead. He made his début with the Hollywood Grand Opera Company, and concertized on the Pacific coast; then became a featured stock player for Fox Films. Later he was a staff artist at KHJ, the CBS station in Los Angeles, also soloist for the NBC station there. He sang in the Hollywood Bowl with Paul Althouse in "Samson and Delilah," then toured the country with Barbara Stanwyck in "Tattle-Tales."

In New York Hargrave has entertained over WOR as "The California Vagabond" and in various sustaining programs.

• BEN ALLEY

A native of West Virginia and a graduate of Alderson Baptist College, Ben Alley started broadcasting as "The Blue-Grass Tenor" from Station WHAS in Louisville, Kentucky, then for two years from WLW in Cincinnati.

In 1928 he came to New York as a member of Tex Guinan's show, "Padlocks," and then was heard over WABC in the Majestic, Howard, Ohrbach, Charis, Ceco Tube and Littmann's programs. He has sung at the Village Barn, and made film shorts and Victor and Perfect records.

• CONNIE GATES

Convent-bred in Cleveland, this petite song bird attended Western Reserve University and the Cleveland Institute of Music, where she captained the basketball team. Her first time on the ether was from WHK, and her deep contralto proved most acceptable in ballads. After appearing at the State Theatre in Cleveland, she was recruited by Columbia for network broadcasts. She has been enjoyed regularly in her own program and as featured soloist of "Presenting Mark Warnow," the Outdoor Girl Beauty Parade the National Biscuit Company's Let's Dance program and the Wrigley series.

This sweet, shy miss, who represented Ohio in the 1930 radio beauty contest, composes music for her own amusement, and has written some captivating melodies.

Her personal charm, velvet voice and dramatic ability make the talented Connie ideal material for Hollywood sound-cameras.

"WEE" WILLIE ROBYN



YASHA DAVIDOFF



NEIL BUCKLEY



CHAUNCEY PARSONS



• JOHN MERCER

At seventeen John Mercer became an actor in the Town Theatre of Savannah, his native city, received good notices and came to New York. As an extra, he acted in "Marco Millions," "Volpone" and "House Party" at the Guild Theatre. Then he wrote the words for "Out of Breath and Scared to Death of You," a song that was used in "Garrick Gaieties."

He was successful in the first Whiteman audition in New York. His lyrics, "While We Danced at the Mardi Gras" and "Lazybones," have made him famous. Since 1930, when he joined the Rhythm Boys, he has written material for the Kraft program and sung in that popular series.

• NEIL BUCKLEY

At his high school graduation in Pittsburgh, Neil Buckley's voice impressed the owner of KDKA, the Westinghouse station. So successful was his audition that he was assigned to sing for several months with the station's leading feature, the Little Symphony. Meanwhile he doubled in theatres and cabarets. When Don Bestor heard him, he immediately engaged the vocalist for his band.

• "WEE" WILLIE ROBYN

Born in Latvia, "Wee" Willie Robyn came to New York at fifteen. Having first appeared as a tenor in Jersey City, he recorded for Victor and other phonograph companies. In 1931 he gave a concert at Carnegie Hall with Frank La Forge.

He joined Major Bowes' Family, and after a year in Chicago, returned to the Capitol. His next engagement was with Roxy and he still appears occasionally at the RKO Center Theatre. He has been heard frequently over WOR and NBC, and was guest star for Fletcher's Castoria.

• CHAUNCEY PARSONS

Educated in his native state, Colorado, Mr. Parsons won a singing contest entitling him to a trip to New York, where he continued his musical studies. He was one of the first to sing over the pioneer station, KDKA, and was the original "Magic Tenor" of the Yeast Foamers program. He sang with the Chicago Civic Opera Company during their season of light opera, and has appeared in several Broadway shows and revues, including "Artists and Models," "Gay Paree" and "Night in Venice." He has been heard with the Sinclair Minstrels, Armour, Shell, Montgomery Ward, Eversharp, National Farm and Home and Ballads series.

• YASHA DAVIDOFF

At six years of age, Yasha Davidoff left New York for Russia, where he soon appeared on the stage. In Harbin, China, he became leading man in many operettas, a popular soloist with the local symphony orchestra, and a musical comedy star. He toured with his own quartet and orchestra through China, Japan, and Russia to Manila. As premier basso of the Russian Grand Opera, he made Columbia records for the Soviet government and broadcast in Russia and China.

Crossing to Seattle, he sang in three sponsored programs and then with the NBC Symphony in San Francisco, followed by a concert tour to Florida.

Heard frequently on NBC, he sang in "Lady Macbeth of Mzensk," broadcast by that chain from the Metropolitan.

• JEAN EGART

Jean Egart, the petite "Little Girl Blue" of the Southern air waves, began her radio career three years ago. She has been featured on WGST and WSB, the CBS and NBC Atlanta outlets, sponsored by Lyle and Gaston, Fletcher's Castoria and Woco-Pep, and in a number of popular sustaining programs. Jean has also been vocalist with several well-known orchestras.

• MILDRED WINDELL

This talented young Hungarian came to America as a child and at seven began appearing on the stage in New York. At sixteen she commenced the cultivation of her voice under William A. Brady, later appearing in "Blossom Time" and other operettas.

While in Europe for further vocal study, she made her air début with the British Broadcasting Company. Returning to America, she was heard in the WMCA Concert Hour.

She is an ardent student of French and has quite a flair for the exotic.

• KATHRYN PARSONS

At her air début eight years ago on WHN "The Girl o' Yesterday" started the radio vogue for old-time songs and community singing. Soon she was on eight programs a week, and one performance in Columbia's Radio Round-Up secured her a two-year engagement. She has appeared in vaudeville, operated a Hudson River show boat in the summer, and entertained at Bill's Gay Nineties, a popular New York rendezvous.

Miss Parsons has been a feature of the American Op'ry House on WMCA.

• MARJORIE HARRIS

A native New Yorker, this sweet little songstress started singing on WHN about two years ago, and during 1934 changed to WOR, where she had three programs a week.

Marjorie is accompanied by an orchestra and two pianos. Her success and popularity have encouraged her to take her career very seriously. This pert brunette with the soft, pleasing voice was sponsored on WMCA by the Pennington Furniture Company.

JEAN EGART



KATHRYN PARSONS

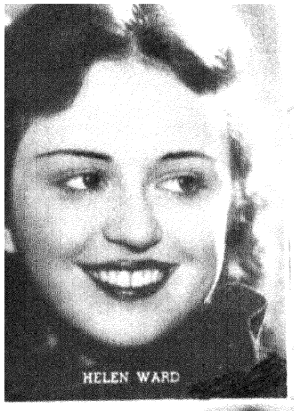


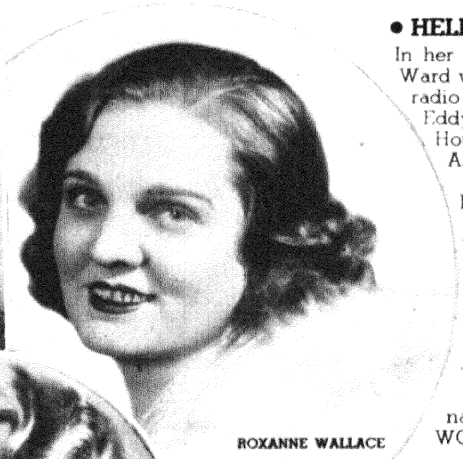
MARJORIE HARRIS



MILDRED WINDELL









• HELEN WARD

In her sophomore year at New York University, Helen Ward was heard as one of a piano team on Metropolitan radio stations and in vaudeville. She appeared with Eddy Duchin's orchestra and sang with Rubinoff at the Hotel Roosevelt, with Madriguera at the Waldorf-Astoria, and with Will Osborne in screen shorts.

Helen was vocalist in Benny Goodman's Let's Dance program for National Biscuit.

• ROXANNE WALLACE

A native of Tullahoma, Tennessee, and a graduate of the University of Texas, Roxanne Wallace began her career as a newspaper reporter and copy writer. She came to New York to study voice and appeared in the Ziegfeld Follies, "Kid Boots," "Annie Dear," "Louis XIV" and "Rio Rita."

Three years ago she started in radio as the original Mollé Girl; then was heard with Dick Leibert on WOR and in her own WEAF program.

• HAZEL WALTON

Born in Lynbrook, Long Island, Hazel Walton graduated from the Harvard School for Girls in Cambridge, and studied piano and voice at the Boston Conservatory of Music. She broadcast from KFI in Los Angeles and from WLW in Cincinnati. After appearing as soloist with Lou Holtz at Miami Beach, she toured Australia and New Zealand.

Miss Walton arranges her own orchestrations, and is a clever composer of character numbers. She has been heard in the WMCA Concert Hour.



• SUE READ

Jolly Sue Read was expelled for causing laughter in a Philadelphia Quaker School, where no music was allowed. In 1931 she came to New York to study under Jessica Dragonette's teachers. NBC engaged her for the Miniature Theatre and she was first heard as vocalist in Collier's hour; then followed parts in the True Stories series, American School of the Air, Halsey Stuart Playhouse, Witch's Tale and Castoria. She entertained at the White House Easter party.

• JOAN BRITON

Born in St. Louis, Joan Briton appeared in opera at sixteen, then toured with the Kansas City Symphony Orchestra.

In 1930 she won a Juilliard fellowship, and after two years starred in the Evening in Paris and Dupont programs. She was guest artist in the Byrd broadcasts, and has been featured at the Hotel New Yorker with a CBS microphone, also at the Radio City Music Hall. Joan has made records and transcriptions for the Columbia Phonograph Company.

• NANCY NOLAND

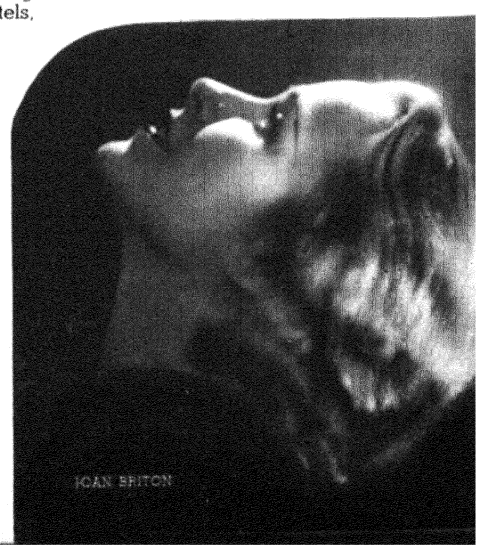
A graduate of the Conservatory of Music and the Peabody Demonstration School in her birthplace, Nashville, Tennessee, Nancy Noland was featured over WSM for a year as "The Personality Singer," on WOR for I. Miller and as guest in the Five-Boro and Woodbury programs. Then her songs were broadcast from leading Manhattan night clubs and hotels, including the Governor Clinton and the Ritz-Carlton.

Nancy has been filmed in Mentone shorts, and has been heard regularly over NBC. She was a popular singer at Maison Lafitte and Hotel Weylin.

Raymond Knight programmed her as a guest in his famous Cuckoo hour. The demure little Southerner's appearance and voice remind her many admirers of Helen Hayes.

Her unusual ability has won her a featured role in "New Faces," the annual production in which that enterprising young entrepreneur, Leonard Sillman, amazes Broadway with his array of talented discoveries.





• EVERETT MARSHALL

As a lad from Lawrence, Massachusetts, Everett Marshall sang with the Boston Symphony. After studying music in Cincinnati, London and Milan, he made his operatic début in 1926 at Palermo, and performed in various Italian cities. His four Metropolitan seasons and a concert tour were followed by an important role in the musical picture, "Dixiana."

Since 1931 he has become a matinée idol in George White's Scandals, "Melody," the Ziegfeld Follies and the recent revue, "Calling All Stars."

Bi-So-Dol has sponsored Everett Marshall's Broadway Varieties over CBS.



EVERETT MARSHALL

• ARTHUR TRACY

Singing in back yards as a youngster, Arthur Tracy spent his coins for Caruso's records. At the University of Pennsylvania he was active in the glee club and dramatic societies. Leading roles in "Blossom Time" and "The Student Prince" were followed by vaudeville tours and engagements as master of ceremonies.

During eight years in the theatre he broadcast from local stations, and was known on CBS as "The Street Singer." Dr. Scholl's program has presented him over WOR.

He has toured in this country, Canada and Europe. His engagement at the Hollywood Restaurant established a Main Stem record of eleven different Broadway appearances in one year.



HARRY RICHMAN

• HARRY RICHMAN

Harry Richman's voice was first discovered on Uncle Sam's battleships, but his talents were not so readily appreciated ashore. After plugging songs for publishers, this Cincinnati boy played second and third-rate vaudeville circuits. Following a part in "Have You Seen Stella?", he became accompanist for Mae West, then for the Dolly Sisters.

Radio offered him more encouragement, and he started his own night spot, The Club Richman. Four editions of the Scandals and roles in the Ziegfeld Follies and the talking picture, "Puttin' on the Ritz," brought Harry the acclaim he deserved. On the air he has been guest of Old Gold and Fleischmann and was featured by Conoco.

• OLIVER SMITH

Born in Flucom, Missouri, Oliver Smith made a concert tour of the Middle West at the age of eighteen.

Seven years ago he came to New York and was given a contract as "The Gypsy Tenor" for A & P. This led to engagements with Firestone, Eveready, O'Cedar Mop, Sonora, Fada and Aeolian, resulting also in Brunswick recordings and Vitaphone shorts.

Smith has been soloist in the Hills and Phillips CBS programs, and guest with Jack Frost Melody Moments over WJZ.

• JOHN KELVIN

After receiving his LL.B. from New York University and being admitted to the bar, John Kelvin of New York gave up his legal ambitions for singing.

In 1930 he began his radio work with Major Bowes' Family; then followed three years with CBS, Reveries of Eventide at WOR and a series on WNEW.

Kelvin has appeared in RKO vaudeville houses in New York, and is preparing for the concert stage.

ARTHUR TRACY



OLIVER SMITH



JOHN KELVIN









• ANN LESTER

Ann Lester, "The Cinderella of Song," came to New York from London as a little girl. At fourteen she played the organ and piano in theatres. In Paul Whiteman's "Youth of America" contest she was chosen to sing with his band.

She changed her voice from soprano to contralto for the radio, and became guest vocalist with the orchestras of Freddie Rich, Abe Lyman, Freddie Berrens and Guy Lombardo in CBS broadcasts. Soon after, she headlined in theatres throughout the country, and during 1933 sang with Rudy Vallée's Band at the Hollywood Restaurant in New York. Heavy dramatic and character songs are her preference. She has made recordings for Victor and shorts for Universal.

• TAMARA

A native of Odessa, Tamara was a child prodigy, winning scholarship honors in the Ukrainian Gymnasia. Coming to New York in 1922, she sang Russian folk songs in a revue. After touring two years in vaudeville through the South and South West, she was heard in her own programs from WMCA and appeared in Russian clubs and operettas in New York. Then followed roles in "Crazy Quilt," "Free For All," "Americana," "They All Come to Moscow" and "Roberta." She has broadcast in the Silversmith, Maxwell House, Nomads and Manhattan Merry-Go-Round programs, and at many hotel openings, including that of the swanky Waldorf-Astoria in New York.

This charming Russian plays the music of her homeland on the guitar as a hobby.

• LUCY MONROE

Prima donna of "Criss Cross," "Polly" and the first Little Show, Lucy Monroe's initial operatic appearance was in "Carmen." Then as a member of the Cosmopolitan Opera Company she sang Marguerite's role in "Faust." A tour with the French-Italian Opera Company was followed by thirty performances at the Hippodrome with the Chicago Opera. She participated in the inauguration of the Municipal Opera House in St. Louis, was prima donna of "The O'Flynn," and has since been featured by Palmolive and Goodrich over NBC and as guest star of the Bab-O hour. She has sung the roles of Micaela with Martinelli, and Musetta in "La Bohème" with Lucrezia Bori.

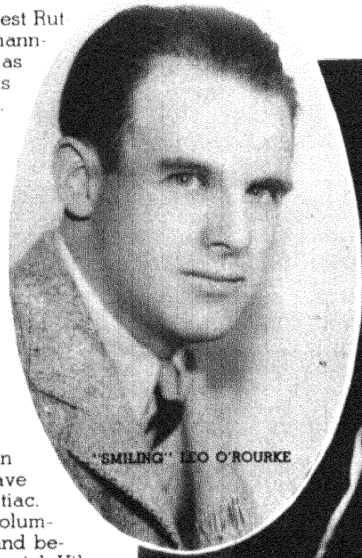
• "SMILING" LEO O'ROURKE

When a leading citizen of West Rutland, Vermont, asked Mme. Schumann-Heink to listen to a voice as sweet as the local sugar maples, a career was launched. Leo O'Rourke, educated at St. Michael's College and the University of Vermont, soon left for St. Paul to begin vocal training, and later went to Cincinnati for further study.

As "The Mysterious Tenor," he sang over WLW and WSAI. A term in vaudeville was followed by a role in an operetta with Jannette Vreeland of the Metropolitan.

In 1917 he formed the National Cavaliers Quartet, which won success in the Cities Service, Lucky Strike, Hoover Sentinels and other important programs. He also sang as soloist and in duets with Jessica Dragonette.

O'Rourke has been seen on the screen with Ralph Morgan, Charles Ruggles and Ginger Rogers.



• DON ROSS

Don Ross was first heard over the air from WTAM, Cleveland; later he broadcast from WLW, Cincinnati, and CBS in Chicago. His Ben-Gay, Rexall and Armand transcriptions have been heard on both chains, and he has been featured by Pontiac.

A native of Osakis, Minnesota, Don spent his boyhood in Columbus. At Ohio State University he was active in dramatics, and became a member of Sigma Alpha Epsilon. He joined the Greenwich Village Follies, toured in Keith vaudeville, played in London and Paris and was featured in the Follies with his wife, Jane Froman.



ALDEN EDKINS



MORTON BOWE

• ALDEN EDKINS

When his rich bass voice was discovered in the high school glee club at Somerville, Massachusetts, Alden Edkins joined a local radio quartet and sang in the chorus of "The Miracle" at the Boston Opera House, to pay for his art lessons.

In 1928 he won the Atwater Kent district prize, and three years later achieved first place in the national auditions, and an NBC contract.

Edkins has been featured in the General Motors, McKesson-Robbins, Pond's, Jack Frost, Roxy and many other popular programs, also in motion pictures; but he still devotes time to sketching.

• BILLY HUGHES

While singing with the Rutgers University glee club, this young baritone from Red Bank, New Jersey, was discovered by the talent scout for an advertising agency. He made his début as one of the Smith Brothers, and has been the Roving Reporter of Tin Pan Alley with the Seven-Eleven Orchestra, master of ceremonies of the Mennen Men, one of the Flit Soldiers, and a participant in the Eveready, Lucky Strike, RKO and Camel programs. He has been featured in popular ballads by NBC as Billy Hillpots in Songs You Love.

Hughes has appeared in many films, including a picture with Weber and Fields and Paramount musical shorts. In 1931 he sang in the Ziegfeld Follies.

Billy plays the banjo, guitar and ukelele.

MORTON BOWE

At the age of twelve Morton Bowe of Plainfield, New Jersey, had acquired five years of experience as a boy soprano in one of Boston's larger churches. Entering the professional field at twenty-one, he gained immediate recognition in theatre, concert and radio engagements.

He has broadcast from Boston and has been heard in programs for H-O, General Motors, Royal Typewriter and the Shepard Fashion Parade.

This NBC lyric-dramatic singer has the distinction of being the youngest nationally known concert tenor on the American stage.

He has appeared in every large city in the United States and gives promise of a brilliant future, both on the stage and on the air.

• IGOR GORIN

The sensational baritone, Igor Gorin, was born in the Ukraine, but made his début in the Viennese Opera. He came to America and was engaged by Roxy to sing at the Radio City Music Hall.

His NBC sustaining program has disclosed a clear, powerful voice of genuine charm.

• "TEX" RITTER

While attending the University of Texas and Northwestern University, Woodward Maurice Ritter came to be known as "Tex."

In 1927 he quit steel work to broadcast from KPRC, Houston, and then became a cowboy balladier on WGN. WOR featured him as the Lone Star Ranger in 1932, and at WMCA he was top hand with Cowboy Tom's Round-Up for Sunsweet. He has also taken the parts of Riata Sam and Pete Rice in the Maverick Jim series.

Tex will be recalled as the featured player in "Green Grow the Lilacs" and "Mother Lode."

BILLY HUGHES



IGOR GORIN



TEX RITTER



• LOUISE BERNHARDT

Louise Bernhardt was born in Melrose, Massachusetts, and inspired by the career of Geraldine Farrar of that city, trained as a mezzo, then gave successful recitals in her home town and Boston. For three years she sang with the American Opera Company in New York, winning the Walter M. Naumberg prize. She toured Europe and studied there on a scholarship in preparation for her first season with the Chicago Opera Company.

First heard on the air with that organization, she later broadcast over NBC in an operatic series with Cesare Sodero and in the Concert Footlights program.



GYPSY NINA

• GYPSY NINA

Of French-gypsy and Irish blood, Gypsy Nina inherited musical ability. On her second visit to America at the age of thirteen, her ambition to become a prima donna was thwarted by her petite stature, so she played ingenue roles in musical stock on the Publix circuit in Chicago and the West.

In New York, her songs and accordion playing became the rage in a continental café, and she was engaged as a leading attraction at the Hotel St. Moritz. Then she was heard over CBS in the Quiet May and Lin-X hours. Nina features the haunting gitano airs of her childhood days on the Romany trail.



LOUISE BERNHARDT



LEA KARINA

• MARTHA MEARS

A graduate of Missouri University, Martha Mears was born in Mexico, Missouri. Intending to teach, she studied voice at Harden and Fayette Colleges, and while still an undergraduate was heard over KFRU in St. Louis, WIL and KMOX. Winning a competitive audition held by Gus Edwards, she toured with him and came to New York. In addition to an NBC sustaining program, she has sung popular ballads in the Armour hour, the Colgate House Party and General Foods Kitchen Party.

Miss Mears has had many of her essays and poems published in magazines.



MARTHA MEARS

• LEA KARINA

Lea Karina, best known in the United States for her Brunswick recordings, won a scholarship at the Conservatory of Helsingfors in her native Finland. Following her first operatic appearance in "Faust," she toured extensively in European countries.

As soprano soloist on WNEW, with the WINS Concert Ensemble in the Album Leaves program, and in Continental Varieties on WEAF, Miss Karina has been featured in lighter classics and ballads, winning many friends by her artistic interpretations, dramatic style and pleasing voice.

• NICHOLAS COSENTINO

From his birthplace in Toronto, Canada, this talented young man went to Milan to study. On his return he concertized in Canada and the United States, and was heard as WOR guest artist with the Bamberger Symphony Orchestra and as soloist on WEAF and WMCA. He has sung grand opera roles in New York, and has appeared at various theatres and concert halls throughout the country.

The Canadian press lauded him as Canada's greatest tenor.

Mr. Cosentino has been featured steadily at the Capitol Theatre, and has been heard in the Goldenrod series over WABC.



NICHOLAS COSENTINO

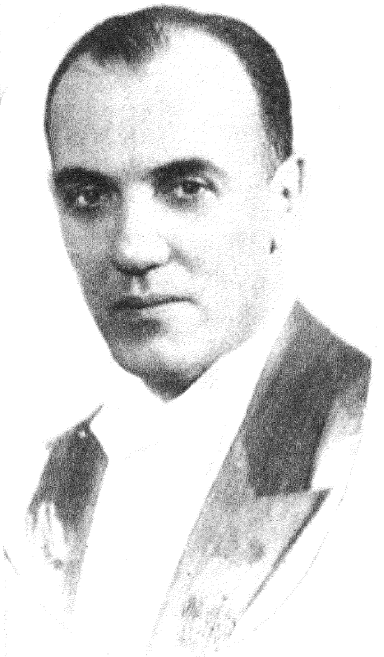


JACK FULTON

• JACK FULTON

After leaving high school in Philipsburg, Pennsylvania, Jack Fulton sang with various dance bands and appeared with Olsen's orchestra in "Sunny." Eight years ago he joined Paul Whiteman and toured the United States and Europe with him. His career has included many personal appearances, film roles in "The King of Jazz" and Warner shorts, and recordings for Victor.

Six years ago Jack began to broadcast in the Old Gold CBS hour and has since entertained for Maytag, Allied Quality Paint, Florsheim, Buick, Pontiac, Oldsmobile and Kraft. His orchestra has proved popular in the Oxol Feature.

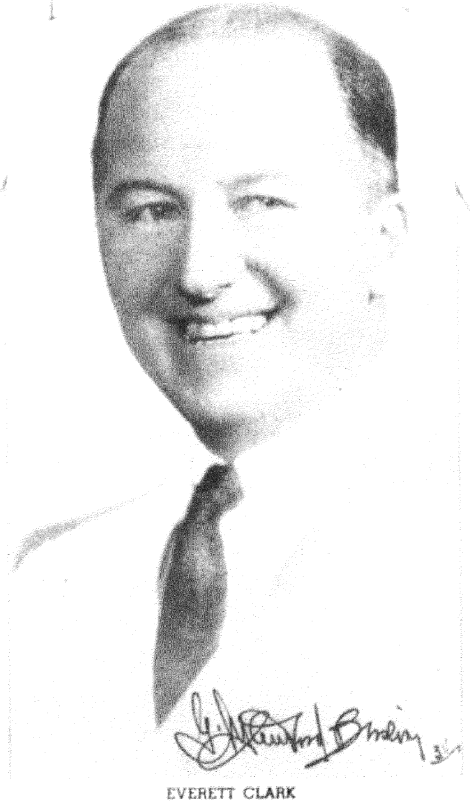


LOWELL PATTON

• EVERETT CLARK

Everett Clark of Quincy, Massachusetts, started his concert work in New England. When he came to New York in 1919, he recorded for phonograph companies and became a member of the Columbia Stellar Quartet.

1921 marked his first broadcast from WJZ, the only local station at that time. He was on one of the first commercial programs, the Jolly Buckeye Bakers, from WEAF. Then followed engagements with the Clicquot Club, Hoover, McKesson and General Motors series. As an NBC staff artist, this tenor has specialized in ballads.

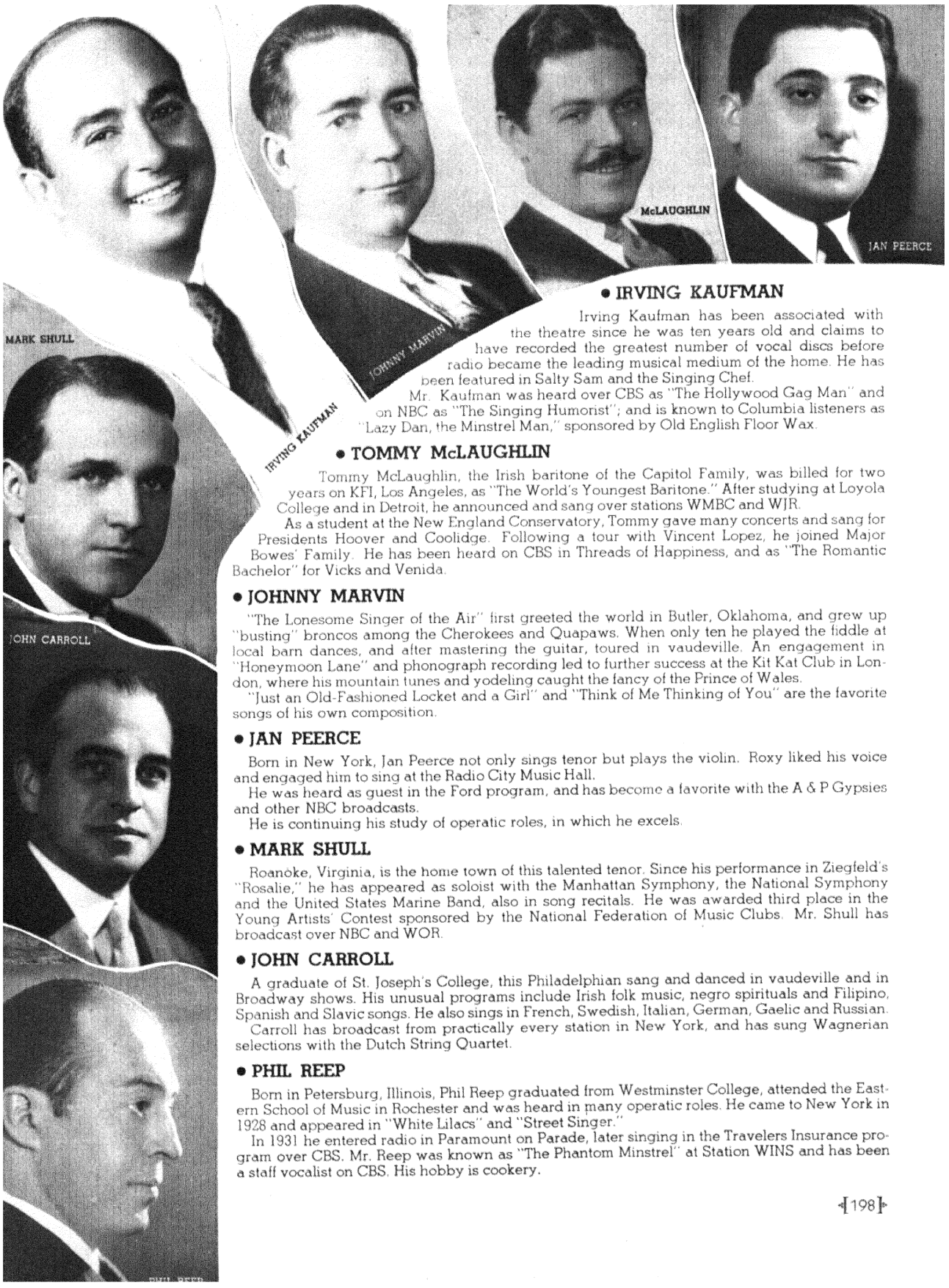


EVERETT CLARK

• LOWELL PATTON

At eight Lowell Patton was soloist of a choir in Portland, Oregon, and when sixteen he was organist in one of that city's largest churches. After studying in Europe, he returned as a successful concert artist. Later he toured this country, Canada and New Zealand.

Patton has been with NBC since 1931. He offered original musical settings for more than two hundred poems sent in by listeners. A member of the American Guild of Organists, he has played in and directed Morning Devotions on NBC; he has also sung occasionally over that chain.



• IRVING KAUFMAN

Irving Kaufman has been associated with the theatre since he was ten years old and claims to have recorded the greatest number of vocal discs before radio became the leading musical medium of the home. He has been featured in Salty Sam and the Singing Chef.

Mr. Kaufman was heard over CBS as "The Hollywood Gag Man" and on NBC as "The Singing Humorist"; and is known to Columbia listeners as "Lazy Dan, the Minstrel Man," sponsored by Old English Floor Wax.

• TOMMY McLAUGHLIN

Tommy McLaughlin, the Irish baritone of the Capitol Family, was billed for two years on KFI, Los Angeles, as "The World's Youngest Baritone." After studying at Loyola College and in Detroit, he announced and sang over stations WMBC and WJR.

As a student at the New England Conservatory, Tommy gave many concerts and sang for Presidents Hoover and Coolidge. Following a tour with Vincent Lopez, he joined Major Bowes' Family. He has been heard on CBS in Threads of Happiness, and as "The Romantic Bachelor" for Vicks and Venida.

• JOHNNY MARVIN

"The Lonesome Singer of the Air" first greeted the world in Butler, Oklahoma, and grew up "busting" broncos among the Cherokees and Quapaws. When only ten he played the fiddle at local barn dances, and after mastering the guitar, toured in vaudeville. An engagement in "Honeymoon Lane" and phonograph recording led to further success at the Kit Kat Club in London, where his mountain tunes and yodeling caught the fancy of the Prince of Wales.

"Just an Old-Fashioned Locket and a Girl" and "Think of Me Thinking of You" are the favorite songs of his own composition.

• JAN PEERCE

Born in New York, Jan Peerce not only sings tenor but plays the violin. Roxy liked his voice and engaged him to sing at the Radio City Music Hall.

He was heard as guest in the Ford program, and has become a favorite with the A & P Gypsies and other NBC broadcasts.

He is continuing his study of operatic roles, in which he excels.

• MARK SHULL

Roanoke, Virginia, is the home town of this talented tenor. Since his performance in Ziegfeld's "Rosalie," he has appeared as soloist with the Manhattan Symphony, the National Symphony and the United States Marine Band, also in song recitals. He was awarded third place in the Young Artists' Contest sponsored by the National Federation of Music Clubs. Mr. Shull has broadcast over NBC and WOR.

• JOHN CARROLL

A graduate of St. Joseph's College, this Philadelphian sang and danced in vaudeville and in Broadway shows. His unusual programs include Irish folk music, negro spirituals and Filipino, Spanish and Slavic songs. He also sings in French, Swedish, Italian, German, Gaelic and Russian.

Carroll has broadcast from practically every station in New York, and has sung Wagnerian selections with the Dutch String Quartet.

• PHIL REEP

Born in Petersburg, Illinois, Phil Reep graduated from Westminster College, attended the Eastern School of Music in Rochester and was heard in many operatic roles. He came to New York in 1928 and appeared in "White Lilacs" and "Street Singer."

In 1931 he entered radio in Paramount on Parade, later singing in the Travelers Insurance program over CBS. Mr. Reep was known as "The Phantom Minstrel" at Station WINS and has been a staff vocalist on CBS. His hobby is cookery.

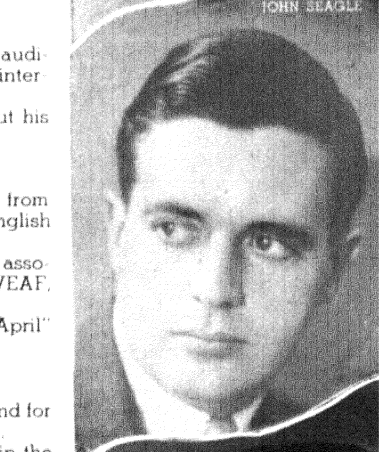


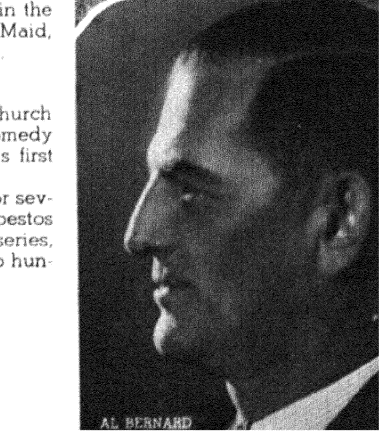












• HOWARD MARSH

Howard Marsh of Bluffton, Indiana, studied electrical engineering, law and finance at the universities of Purdue, Chicago, Dennison and Wisconsin. After engaging in banking and insurance at Indianapolis, he created the leading roles of "Blossom Time," "Student Prince" and "Show Boat." Three years ago Mr. Marsh began his radio career as guest artist with Mobiloil, Frigidaire and Buick.

• RAY HEATHERTON

Ray Heatherton's first public appearance of importance was in the principal role of the Garrick Gaieties. After making a concert tour of the country he joined the Whiteman band four years ago and broadcast in the Old Gold program over CBS, then for Hinds, Ipana and Pepsodent on NBC. He has starred at the Roxy and other New York theatres, and has recorded for Brunswick.

This native of Jersey City has been heard in a series of duets and with Jack Denny's band.

• HARRY LAWES

This British baritone is a descendant of a long line of English musicians. During the World War he toured various hospitals and camps giving concerts for American and British troops. In 1923 he came to America and studied with Franco de Gregorio. Mr. Lawes has received the highest praise from New York critics for his concert work and radio recitals over WMCA.

• BRADLEY KINCAID

A real mountaineer from Point Leavell, Kentucky, Bradley Kincaid brings to his air audiences ballads sung for generations by his clan. At Berea College, Kincaid took a lively interest in singing, debating and public speaking.

After four years on Station WLS, Chicago, he was heard from WLW in Cincinnati, but his popularity was soon rewarded with an NBC network program.

• LEO BARTINIQUE

Leo Bartinique of Blairsville, Pennsylvania, obtained his degree of Bachelor of Music from the Baldwin-Wallace College and Conservatory of Music. He joined the Cleveland English Grand Opera Company as baritone, meanwhile serving as choir director and organist.

In 1923 he began singing on WHK and WTAN. Two years later he came to New York as associate music teacher, choir director and vocal instructor. As soloist he was heard over WEAF, WINS, WNYC and WRNY.

Bartinique has appeared with the A. W. A. Players in "The Torch Bearers," "Enchanted April" and "Midsummer Night's Dream."

• JOHN SEAGLE

Coming to New York from Paris, John Seagle sang solos in the Cathedral Choir School and for Columbia discs. He appeared with Damrosch's Symphony Orchestra, then studied abroad.

For eight years he has been heard on NBC with the National Cavaliers and as soloist in the Cities Service, Coca Cola, Hoover, Socony, Eveready, Hoover, Fleischmann, Vermont Maid, A & P Gypsies, Chevrolet and Wildroot programs. He loves dogs and has seven of them.

• AL BERNARD

Al Bernard learned to imitate negro songs in New Orleans, where he entertained at church affairs and in picture houses. Then he started in vaudeville and organized a musical comedy troupe, "Al Bernard's Girls and Boys from Dixie." Three months after the release of his first Edison record, "St. Louis Blues," he was singing for eighteen phonograph companies.

In 1921 he started his radio career on WEAF and organized the Record Boys of WJZ. For several years he was principal comedian of the Dutch Masters Minstrels over WJZ and the Rabestos Twins on WEAF, where he also had his own minstrel show and was featured in the Mollé series, The Boy from Dixie. "The Minstrel Man" has played in Warner shorts and has written two hundred published songs, including "Blue-Eyed Sally" and "Read 'Em and Weep."



• LOIS ELLIMAN

Pretty Lois Elliman began her professional career two years ago in her native city, when she sang over WOR in an opera with the New York School of Vocal Art.

During the winter of 1933, as vocalist of Freddy Martin's orchestra, she was heard at the Roosevelt, the Savoy-Plaza and on the air. Engagements followed at the Chatham Hotel and the Club New Yorker.



• VIRGINIA UPPERCU

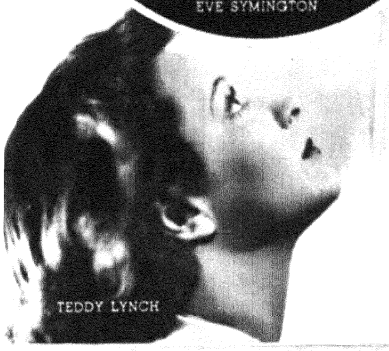
Lovely daughter of a famous old New York family, Virginia Uppercu was educated at the Todhunter School and Westover, where she took part in musical activities and was head of the glee club. She sang from local radio stations, with Madriguera's orchestra at the Weylin Hotel, and on Station WJZ. Miss Uppercu also plays the piano and is now studying jazz.



• EVE SYMINGTON

This ornamental segment of the social circle started revolving in Geneseo, New York, spun out her girlhood days at the Oldfield School in Maryland, singing and acting in the choir and amateur theatricals. Then she entered the whirl of society, and her pleasing contralto voice was heard in Junior League and other charitable affairs. Meanwhile she was appearing in various Little Theatre productions.

Fleischmann and RCA-Victor have honored the pretty Miss Symington as guest on their programs, and her charm and talent should carry her far in radio and on the stage.



• TEDDY LYNCH

Teddy Lynch was born in Chicago. One of the original débutante singers, she was first heard with Jack Denny's orchestra at the Waldorf in 1932. Her beauty and personal charm won her popularity at the Embassy Club, the Starlight Roof, and the Merry-Go-Round and Montmartre night clubs. After appearing as a principal in "New Faces," she sang at the Hotel Weylin with Enric Madriguera's orchestra.

She has broadcast over leading stations, and has recorded for phonograph discs.

• CELA LEE

Born in Philadelphia, Cela Lee, a leading member of the social set, attended the Westover Finishing School, Madame Payen's School in Paris and the David Mannes Music School, where she distinguished herself as a talented singer, violinist and pianist.

Her six months as vocalist on WMCA were followed by a stay in London, where she entertained at private parties.

The lovely Miss Lee has been singing at the smart Surf Club in New York.



• GAY ADAMS

A New York girl, Gay Adams finished her education at Miss Porter's School in Farmington, Connecticut. For several weeks she sang at the Normandie Club, and recently her lovely voice has delighted listeners at the Stork Club.

In Connecticut she proved her vocal and histrionic abilities in "Pinafore."

This tall, dark song bird of the social set has been heard from WINS as guest of Billy Benedict, and over Station WOV.

• ADELAIDE MOFFETT

This slim, graceful Greenwich girl attended the Todhunter School in New York and finished her education at the Fermata School in Aiken, South Carolina. One of Easthampton's favorites, she decided to make a professional name for herself, and under the *nom de plume* of Diana Dorrance was selected from more than a thousand aspiring young women to sing in Kate Smith's Saturday matinée program from WABC. As Kate's protégée, Adelaide is rapidly rising to radio fame.

She has been a guest on the Hudson-Essex CBS program, and has sung in the Morning Parade and Revolving Stage from NBC.

Pretty and talented, she is fast becoming as popular in the radio studios as she has long been in society.



GLORIA GRAFTON

• GLORIA GRAFTON

After finishing her studies at the University of Washington, Gloria Grafton joined the Civic Repertory in her native Seattle. Four years ago she started singing in a New York night club, and shortly afterward was starred in the second Little Show. Many vaudeville and club bookings were interspersed with a CBS program for Golden Blossom Honey, a tour with the road company of Ed Wynn's "Laugh Parade" and engagements at the Monte Carlo Casino, the Rex Theatre in Paris and the Mayfair Hotel in London.

Returning to the United States, she was heard in the Taystee Bread hour and WMCA sustaining programs, and appeared in the Broad way production, "Kill That Story."



DIANA CHASE

• DIANA CHASE

In 1923 Diana Chase of Boston started her theatrical career in "The Music Box Revue" in New York. After vaudeville and musical comedy appearances, she made frequent trips for six years to study voice in Italy and France. She was heard in 1932 from WHN and WCDA in vocal and dramatic roles, also in "Little Man, What Now?" and the Revolving Steps. The following year she won the Miss Radio award for her beauty, charm and vocal ability.



BERNICE CLAIRE

• BERNICE CLAIRE

Bernice Claire, a native Californian, played opposite Alexander Gray in the Broadway production of "The Desert Song." After co-starring in the film version of that play, "Song of the Flame," "Mademoiselle Modiste," "Moonlight and Pretzels" and many other pictures, she made a personal appearance tour.

Miss Claire sang for Chase and Sanborn and with the Ipana Troubadours. Her voice has been heard in the Phillips Milk of Magnesia and Bayer Aspirin programs.



VIOLA PHILO

• VIOLA PHILO

Born and educated in New York, Viola Philo started her musical career under the tutelage of her parents. At the age of fifteen she began training her soprano voice and three years later appeared at the Metropolitan.

Since celebrating her sixth year with the Roxy Gang on NBC, Miss Philo has been featured in the Music Hall broadcasts. She was leading lady in the radio version of "The O'Flynn."

• MARIA SILVEIRA

A student of the New England Conservatory of Music, this gifted lyric-coloratura soprano became a member of the Rochester Opera Company, later touring in leading roles when it became the American Grand Opera Company. She appeared for two seasons with the Rochester Philharmonic Orchestra, then attained popularity on Broadway in "White Lilacs," also creating the leading role in the operetta, "The Venetian Glass Nephew."

Miss Silveira has been heard with Major Bowes' Family every Sunday over a coast-to-coast hook-up.



MARGUERITE PADULA

• MARGUERITE PADULA

Possessing a voice of unusual range and a unique style of delivery, Marguerite Padula was first heard as a concert pianist in New England. After entertaining at army camps in 1917, she headlined in vaudeville until she was featured in the Chicago production of "Hit the Deck." Then she played the colored mammy in the talkie version of that show. She was featured in Universal and "Nick and Tony" shorts. A frequent guest star, Miss Padula was heard weekly in the Fleischmann hour and a sustaining series. Following engagements at the Pavillon Royal and Manhattan Beach, she returned to vaudeville.



PEGGY HEALY

• PEGGY HEALY

Peggy Healy of Paterson, New Jersey, attended the Sargent School, where she studied dramatics. In 1932 she made her initial appearance with Paul Whiteman, and her lovely voice was heard in NBC sustaining programs and the Kraft series. In 1933 she toured with Paul Whiteman, then sang at the Paradise and Biltmore in New York.



MARIA SILVEIRA



ZORA LAYMAN



ELIZABETH LENNOX



CLAIRE MAJETTE

• ZORA LAYMAN

Born on a Kansas cattle ranch, Zora Layman was a violin prodigy. At seventeen she acted as concert master of the National Orchestra in Chautauqua, and later forsook a Hollywood career to study singing.

Zora has been heard in the Fleischmann hour, "Hill-Billy" Heart Throbs, Standard Oil, Heart Throbs of the Hills, Maxwell House, Friendship Town, Hands Across the Border and the Campbell series. She has been soloist with B. A. Rolfe, guest on Dr. Scholl's program, and featured singer for the Crazy Water Hotel Company on NBC.

• ELIZABETH LENNOX

Elizabeth Lennox of Ionia, Michigan, was educated at several universities and the Cosmopolitan School of Music. After appearing as soloist in New York and Chicago church recitals, she scored a success at Carnegie and Town Hall and through the South and Middle West. One of the first six Columbia soloists, Miss Lennox has been featured in many commercial programs, including Everett Marshall's Broadway Varieties for Bi-So-Dol over CBS.

• ANN YARDLEY

Ann Yardley of the Pittsburgh social set used her talent only to take part in the Junior League show and the presentations of the Stage and Play Society and the Drama League.

She sang in recitals and in the International Opera Company's production of "Carmen." After a year on KDKA, WWSW and WCAE, she came to New York and was featured as a lyric soprano with Vincent Sorey's orchestra at WINS.

• CLAIRE MAJETTE

Claire Majette was born in Lyons, France, and appeared at the *Opéra Comique*. In the United States she has been seen in the Ziegfeld Follies, "Three Musketeers" and Warner shorts, on tour with the Roxy Gang, and with her own twelve-piece orchestra. She has played dramatic roles for MacFadden and True Stories, and has sung in the Chrysler, Standard Oil, Fleischmann, Victor, Roxy and Evening in Paris hours.

• HELEN MERCHANT

Helen Merchant attended the University of California. An outstanding concert pianist and teacher, she made her radio début with the KGO staff trio, also serving as accompanist.

In New York she became associated with WABC, and managed the Barbizon-Plaza practice studios. As staff pianist and "The Musical Clock Girl" at WINS, this charming songstress from Marshfield, Oregon, has complete charge of this program, selecting the music, which ranges from popular to profound, and announcing weather reports and at five-minute intervals the correct time.

• NALDA NARDI

At the age of eight, Nalda Nardi of Torrington, Connecticut, appeared in piano concerts. At sixteen she began vocal study in New York and two years later entered the Verdi Conservatory of Music in Milan. She made her début in Turin. As the youngest operatic soprano, she was heard in leading roles in Constantinople, Cairo, Milan and Rome. Returning to America, she sang popular ballads as a contralto over WABC, WEAF and WJZ. In 1929 she was appointed program director of WMCA and WPCH, and has been featured as "The Dream Lady" for the past four years.

Miss Nardi conducts a radio preparatory school.

• EILEEN ELLSWORTH

A graduate of the College of Wooster, Eileen Ellsworth of Cleveland, Ohio, took postgraduate work at Columbia University.

After singing in Chautauqua and on cruise ships, Eileen became a favorite at the Ambassador Hotel in Atlantic City, the Ritz-Carlton in Philadelphia and the Governor Clinton in New York, where she broadcast from WOR.

While appearing in Buenos Aires and Rio on her South American tour, she was heard over NBC.

As a protégée of Merle Alcock, she trained for the operatic and concert stage with Paul Savage.

Her first air program was over WTAM, Cleveland, and she was one of the Maxwell Show Boat ensemble on NBC. Recently the attractive Eileen has sung over the Mutual Broadcasting System.

HELEN MERCHANT



NALDA NARDI



ANN YARDLEY



EILEEN ELLSWORTH




MARGARET WILSON


JEANNIE LANG


BARBARA MAUREL

• JEANNIE LANG

Jeannie Lang was born in St. Louis. After brief stage experience, she obtained her film start in "The King of Jazz," and came to New York for a part in "Ballyhoo." Returning to the Coast, she played in Warner movie shorts and was heard from Station KFI.

Jack Denny engaged her as soloist, and she has broadcast for Gem Razor, Lucky Strike, Pontiac, Hellmann, Silver Dust, Hudnut, Ward Baking and others.

• MARGARET WILSON

A graduate of Newcombe College in New Orleans, Margaret Wilson of Alexandria, Louisiana, studied singing in New York and Paris, making her first professional appearance in a vaudeville act. Later she sang in "Make It Snappy," with "Ted Lewis' Frolics," and as the prima donna in "Little Jessie James" and "Gay Paree." A part in "Louis XIV" was followed by a concert tour on the RKO circuit for two years.

She has been featured twice weekly on WINS.

• JEANNE LAVAL

This charming daughter of Maryland began her musical studies in Baltimore. Her first important concert engagement was a tour with the Minneapolis Symphony. Critics acclaimed her New York début, and her successful career has resulted in her being featured on WMCA as a concert artist. Her warm contralto and dynamic yet flexible readings were enthusiastically received at The Town Hall. She spends her summers studying and concertizing in Europe.

• DELLA BAKER

From St. Louis, this talented lyric soprano came to New York to study. After concertizing with the New York Symphony and other leading orchestras, she sang the principal part in the air premier of "Turandot," sponsored by American Radiator.

She became a Victor recording artist and broadcast in leading operatic roles for Atwater Kent, Libby, Jack Frost, Fada, La Palina, Eastman and Quaker-Armstrong.

Miss Baker sang in the National Grand Opera concerts from WJZ, and her pleasing voice has been heard over WMCA and NBC. Recently WOR featured her in Romance in Song.

• BARBARA MAUREL

Born in Alsace-Lorraine, Barbara Maurel came to the United States at five but studied voice in Paris. She sang at Covent Garden and gave several recitals in London.

After two seasons with the Boston National Opera Company, this famous contralto made a concert tour of forty-six states. She recorded for Columbia for six years, and in 1933 sang with the Philadelphia Symphony.

In 1927 she was first featured on the air in the Eveready program over WEAF; and for the past four years has been a regular CBS performer for Linit, Blue Coal, Philco, Oldsmobile and the Cathedral hour.

• JUNE REED

Although born in Reno, Miss Reed received her schooling in Memphis, where she started her theatrical career in shows. She toured with a light opera company, gaining valuable training. Gus Edwards saw her playing in New Orleans, and signed a three-year contract with her. She appeared in two Broadway shows, and was heard in a sustaining feature and the Charm Tea program from Station WRNY.

• ALICIA MUMA

A talented singer, born in Canada, Alicia Muma has appeared with the San Francisco and Los Angeles Opera Companies and has concertized throughout the world. Her rich mezzo voice has been enjoyed in widely varied programs over Station WINS in New York, XEW in Mexico City and various other American and European stations. Her personal charm and dramatic ability have captured the hearts of cosmopolitan audiences.

DELLA BAKER



JUNE REED



ALICIA MUMA



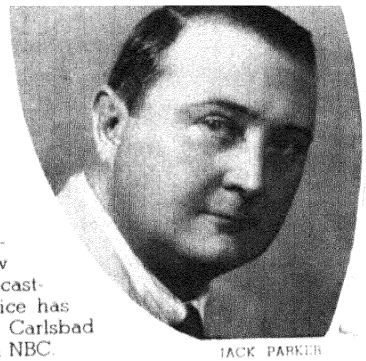
JEANNE LAVAL



• RUTH EVERETS

This pretty Bostonian received her musical education at the New England Conservatory of Music.

An audition at the William Morris office in New York resulted in a broadcasting engagement. Her voice has been a feature of the Carlsbad Sprudel Salts program on NBC.



JACK PARKER

• JACK PARKER

Coming to New York from Englewood, New Jersey, Jack Parker sang in Grace Church and at St. Thomas Cathedral, then appeared in Savage productions and with De Wolfe Hopper. After singing in vaudeville, he played leads in the Follies.

In 1926 he began his nine years of radio singing with the Men About Town.



CARLO LANZILLOTTI

• CARLO LANZILLOTTI

Born and educated in New York, Mr. Lanzillotti spent a year in Europe. Returning to this country, he concertized, then began to sing classical music as a basso for the Diamond Candle Hour over WOV.

One of "The Four Singers" at WEVD, he has toured in opera and is soloist at the Church of the Holy Trinity.



DANNY MALONE

• AGNES ANDERSON

Leaving Scotland, Agnes Anderson studied piano in London, but after playing concert accompaniments, her hand was injured. Starting as a radio singer in Cleveland, she appeared in vaudeville, at Philadelphia night clubs, and at the McAlpin Hotel in New York, where she was featured over CBS.

• MARGARET "MICKEY" McKEE

"Mickey" McKee from California first enthralled New Yorkers at the Hippodrome with her songs and bird whistling. Her career has included roles in "The Music Box Revue" and "Annie, Dear," a tour with Harry Lauder, performances for Coolidge, Princess Mary and the Duchess of York, and recording for Victor, Brunswick and Vitaphone shorts.

An original member of the Roxy Gang, she was featured by Lucky Strike, Poland Spring Water, Paramount, Nestle, Maxwell and U. S. Tobacco, in dramatic and musical parts for the Eno Crime Club, and in one of the first broadcasts to Admiral Byrd's expedition. Both NBC and the British Broadcasting Company have featured her talent.

Her amazing mimicry of feathered folk of this country and Canada won her the nickname, "The California Mocking Bird."



MARGARET "MICKEY" McKEE

• LUCY LORD

From Casseville, Michigan, to New York came lovely Lucy Lord, whose lyric soprano voice and blond beauty graced "Golden Dawn," "Vagabond King" and "The New Moon," and made her a star in "Lady Mary." She has played leading roles in "Rose Marie" and "My Maryland," and has guest-starred at WABC and other stations.

Miss Lord is managed by Sonya Johnson, representative of William Sharp, famous caricaturist.

• RUTH ROLLINS STIEFF

Born in Portland, Oregon, this charming soprano studied in San Francisco and Los Angeles. The art colony at Taos and the desert around Santa Fe supplied the Western background for the Indian folk songs featured in her concerts.

Dancing brought her to New York as a pupil of Ruth St. Denis. She appeared in "The Better 'Ole," "The Only Girl" and "Tangerine," starred in "The Right Girl," "Live, Laugh and Love" and "Girl of Mine," and recorded for Columbia.

Her brilliant voice and character acting are heard frequently in Baltimore broadcasts.

• DANNY MALONE

Danny Malone of Ballyclare, Ireland, worked his way to New Zealand and Australia, where he used to sing on the road. Returning to London, he became a sensation in music halls and toured Europe as a headliner.

Danny's recordings for His Master's Voice were best sellers. An NBC contract brought him to this country to thrill radio listeners.

He has been a popular figure on the variety stage in Great Britain, France, Germany, Austria and Italy. In Ireland the Lord Mayor received him with a great deal of ceremony.

As a boy Danny wandered penniless and lonely far from home, and his interpretations of ballads reflect the genuine pathos and nostalgia of those vagabond days.

With the gypsy trail as his *mise en scène*, this adept in the picturesque jargon of minstrelsy has brought to the air that ineffable challenge which lifts a few artists from the obscure trail of chimerical success to the heights of achievement.



LUCY LORD



RUTH ROLLINS STIEFF



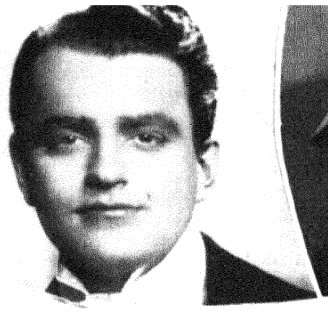
AGNES ANDERSON

RUTH EVERETS





DAVID HEALY



RALPH S. MAGELSSEN



BENIAMINO RICCIO

• GRACIE BARRIE

After singing and dancing as a child at Loew's State in Newark, Gracie was featured at the Winter Garden and in "Strike Me Pink." A vaudeville tour was followed by a role in "Footlight Parade," film shorts and an engagement at the Casino de Paree.

As guest star of Ben Bernie, Miss Barrie won the Blue Ribbon award. She has sung with the orchestras of Lyman and Belasco, and acted as mistress of ceremonies at the Earle Theatre in Washington, D.C.

• JOY SWEET

Joy Sweet took part in "Ben Hur" at four. Ten years later she began appearing on the stage, then came to New York from her native Waterbury, Connecticut, to study music. Until two years ago she sang as a church soloist.

In 1929 she first broadcast from WEAF in light opera; and she has appeared in concerts, vaudeville and opera. Miss Sweet has been a regular feature of Roxy's programs.

• VIVIEN RUTH

Vivien Ruth of Passaic, New Jersey, brings her vivacious enthusiasm to her radio programs. She began her air career on WABC, and has sung for the Borden show, Schlitz Beer and the Wonder Bakers.

Thoroughly trained in voice and piano, she has recorded extensively for various phonograph companies as vocalist with Leo Reisman, Victor Young and other band leaders.

• RALPH S. MAGELSSEN

Ralph Magelssen of Minneapolis appeared in local dramatics and operetta after his graduation from the University of Minnesota. As a concert pianist he toured the Northwest, received a Juilliard scholarship, and sang in European recitals.

At the Lewisohn Stadium he was heard in operas. WCCO and KSTP brought his voice to the air, and his performance at Madison Square Garden for the Israel Orphan Asylum was broadcast, by Station WOR.

He was a member of the cast of "The Great Waltz," in which his sonorous voice found an appreciative and enthusiastic public.

• DAVID HEALY

David Healy gave concerts in Europe after completing his studies in art and music. His repertoire includes ten operas, and he speaks seven languages.

He has written several books of poetry and has composed music and songs. After touring with Roxy's Gang, he appeared in vaudeville, later concertizing in the United States and South America.

Assistant organist at St. Joseph's in Bronxville and baritone soloist at Temple Emanuel, Mr. Healy is also a painter. His air career began at WEAF, and he has sung, written, directed and produced radio sketches over the leading New York stations. He served as announcer and staff artist at WLWL, and created the lead in the première of "The Pioneers."

• LUCILLE MANNERS

Radio is the fairy prince who wafted this Irvington Cinderella from typing in Newark to sensational success as Cities Service substitute for Jessica Dragonette; and her lovely soprano voice is the glass slipper which fits the public fancy perfectly. After a spot on WAAM and a WOR midday program, she was featured on NBC by Bab-O, Packard and Firestone, and is heard four times a week on WJZ and WEAF in her own program and others.

Miss Manners sings in six languages, appears in concert recitals and is studying for a stage career.

• HELENE DANIELS

This charming New Yorker, formerly known as Helen Rowland, gained experience in night clubs, then on the road in "Honeymoon Cruise." After three years in vaudeville from coast to coast, she began singing over WABC in 1929.

Her contralto voice was heard in the Maxwell, Edna Wallace Hopper, Vallée and Gold Medal Express programs and in the Smart Set and other transcriptions, also over WOR and NBC, and in movie shorts.

• BENIAMINO RICCIO

This polyglot baritone traveled most of his life in Europe and the East. He sings in all the modern languages, and speaks Arabic and Hebrew. Riccio is an Italian by birth, and has sung many operas on the continent.

He believes that an artist does not commit *lese majesté* against his loftiest ideals by offering popular songs to his public, as they are usually adapted from the melodies of the masters, but improved in their modern form of presentation.

His voice has often been heard over Station WMCA in well-balanced programs of colorful and appealing types of song.



LUCILLE MANNERS

HELENE DANIELS





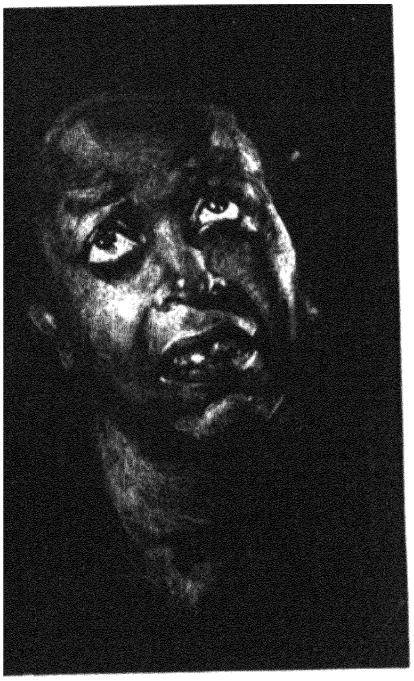
GRACIE BARRIE



JOY SWEET

VIVIEN RUTH





ETHEL WATERS from a sketch by G. Maillard Kesslere ©P

• ETHEL WATERS

Ethel Waters, the dusky singer of stage and radio fame, comes from Chester, Pennsylvania, where she was reared by her grandmother.

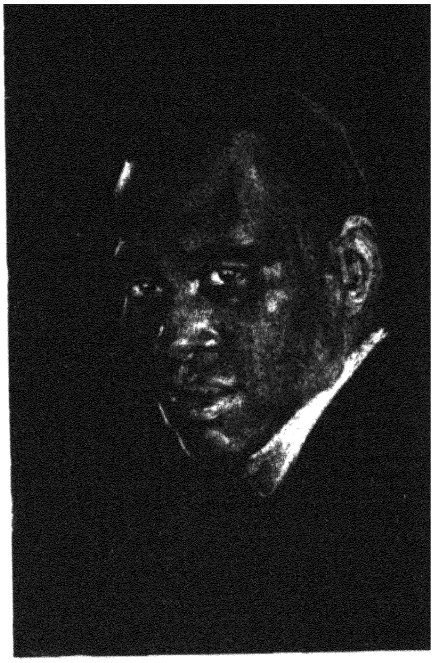
At fourteen she was strong enough to work as a laundry girl, then as chambermaid in an apartment hotel, where she seized the opportunity to impersonate actresses before the mirrors.

After winning an amateur-night contest at a colored night club, she was engaged as an entertainer, and a year later made her stage début in Baltimore singing "St. Louis Blues."

After that it was a slow but determined climb to success as Cotton Club idol, Columbia recording artist, featured singer in the American Oil program and guest star in the Hall of Fame and Fleischmann hours.

In the revue, "As Thousands Cheer," Miss Waters scored one of the greatest triumphs of the season. Her talented performance was one of the bright spots of the film, "The Gift of Gab."

Ethel is the pride of her own talented race, and is held in the highest esteem as an original artist of great ability.



PAUL ROBESON from a sketch by G. Maillard Kesslere ©P

• PAUL ROBESON

Paul Robeson of Westfield, New Jersey, distinguished himself in baseball and on the All-American football team. Graduating from Rutgers in 1919 with debating and athletic honors and a Phi Beta Kappa key, he received his law degree in 1923 from Columbia. Eugene O'Neill persuaded him to act in "Emperor Jones" and "Othello"; and praises were heaped upon him for his singing of "Ole Man River" in "Show Boat."

Hailed as a great artist in a program of spirituals, Robeson has made many concert tours. He has learned Russian to perfect his accent in the songs of that country, where he was enthusiastically received. Since his brilliant performance in the English film, "Sanders of the River," he has been planning to gather musical, dramatic and native dance material in West Africa.

Scion of a race richly endowed with musical talent, Paul Robeson has been accepted as a vocal genius both by a vast, appreciative public and by his fellow artists.

London cheered him in "Stevedore." His ambition is to sing the title role in the Russian opera, "Boris Godunoff."

In 1932 and 1933 he broadcast for the General Electric and Eastman Kodak series.

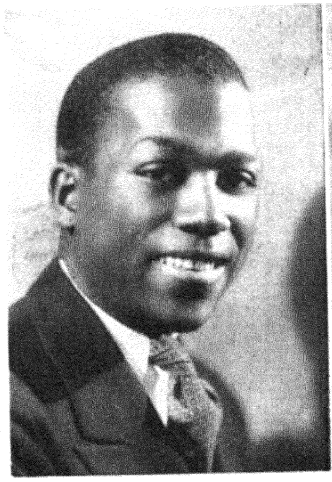
• "CHUCK" RICHARDS

While working as an elevator boy in a Baltimore department store, "Chuck" Richards sang at a benefit performance and was auditioned at WCAO, the local station of the Columbia Broadcasting System. He was soon featured in a program for a baking company, then for the American Gas Company and other sponsors.

Coming to New York in 1933, he sang at the Cotton Club, broadcasting three nights a week over the National Broadcasting Company's networks. Engagements followed at the Savoy Ballroom, various theatres and the Casino de Paree in New York.

Chuck was heard in the Bond Bread series, and daily for fifteen months on WMCA for Mannikin Products. He has toured with Mills Blue Rhythm Band and recorded for Victor and Brunswick.

"CHUCK" RICHARDS



• OTIS HOLLEY

A graduate of State Teachers College in Tennessee, this talented Alabama girl from Taldedega taught school in Chattanooga; but singing was always her real interest and most cherished ambition. After studying music at Cadak Conservatory, she sang in operettas and gave successful recitals.

In 1931 she came to the Oscar Seagle Music Colony in the Adirondacks, and under the supervision of Mrs. Pauline Gold appeared in concerts in New York and vicinity. Two years later WOR engaged her for a series. She sings in French, German and Italian, and is the sole colored vocalist on the air with an exclusively semi-classical repertoire.

Miss Holley has also been heard as guest artist for Blue Coal and with Willard Robison's Deep River Orchestra.

OTIS HOLLEY



• THE FOUR SOUTHERN SINGERS

This group of singers is composed of three brothers, Owen, Robert and James Ward, and the wife of James. The father of the three men was a Southern minister, and from the time they were tiny tots they sang in church revivals and camp meetings throughout Dixie.

Robert gave up his career as a dentist to become leader of the quartet. Owen, who sings bass, left Kentucky State Junior College to play the violin. James is the baritone of the group; and Annie Laurie, who arranges the music for them, sings top tenor. She claims to be the only woman singing tenor.

They are very proud of their jug band, which is composed of a violin, guitar, old earthen jug, washboard and wooden bell used for rhythm by the African natives. Southern concert and vaudeville tours were followed by two years on Station WLW. Since 1933 they have broadcast over the National Broadcasting Company's networks.



THE FOUR SOUTHERN SINGERS

• THE SOUTHERNAIRES

Hailing from Tennessee, Ohio, Washington and Alabama, Homer Smith, first tenor, Lowell Peters, second tenor, Jay Toney, baritone, William Edmonson, bass, and Clance Jones, arranger and pianist, met in New York. They comprise one of the oldest NBC features.

With the authentic folk songs and spirituals of their Southland Sketches and Southernaires series, they bring to their listeners the realistic atmosphere of that happy land below the Mason-Dixon line.

They have entertained with the Roxy Gang and as guests for Maxwell, Lucky Strike, General Motors, Mobil-oil, Great Northern, Empire State and Vicks.

This group has upheld the noblest traditions of their race in presenting indigenous music, true to type and charming in its harmonious appeal to those who find solace in its spiritual message or relaxation in its soothing spell.



THE SOUTHERNAIRES

• THE MILLS BROTHERS

Sons of a barber in Piqua, Ohio, the Mills brothers started in the meaner walks of life. John, the eldest, became janitor of a bank; Herbert, a barber; Harry shined shoes and Donald was the truant officer's despair.

Each of the boys began to sing in the church choir at seven and entertained in home-talent shows.

With their kazoos they obtained occasional engagements in smaller theatres as a quartet.

At an American Legion show Harry discovered that he could imitate the sound of a kazoo, and when he imparted the secret to his brothers they learned the instrumental imitations that have brought them radio fame.

Sponsored programs on Station WSAI, now WLW, led to CBS broadcasts. The first negro act engaged for nation - wide commercial programs, they have been presented by Vapex, Crisco, Chipso, Fleischmann and Woodbury.

The enthusiastic reception accorded them on their coast-to-coast theatre tour was another indication of their wide popularity.

The films they have made for leading Hollywood producers include "The Big Broadcast," "20 Million Sweethearts," "Operator 13," "Strictly Dynamite," and "Broadway Gondoliers."

When the loudspeaker vibrates to the throaty resonance of what seems to be a bass saxophone, or quivers with the simulated strumming of a guitar, it is hard to believe that these and other realistic imitations of musical instruments proceed from the facile lips of these four talented brothers.

THE MILLS BROTHERS from a Sketch by G. Maillard Kesslere, R.P.





DON HALL TRIO

• DON HALL TRIO

At eleven George Don Hall of Norwood, Ohio, appeared with the Cincinnati Symphony. After teaching music and leading a dance orchestra, he joined a road show as conductor at seventeen. The first to broadcast over 8-XB, he was later heard on WSAI as a violinist.

After singing in a commercial program at WLW in Cincinnati, and over WTAM in Cleveland, Hortense Rose of Coalton, Ohio, came to New York in 1932. Grace Donaldson of Columbus, Ohio, played in stock before going on the air.

Don met Hortense and Grace as a harmony team at Station WSAI. He married Hortense, and they toured as a trio in vaudeville.

This versatile group entertained on sixteen concurrent programs without conflict of style or material. They have been heard in Cities Service, Maytag, I. J. Fox, General Motors, Studebaker, Reo Flying Cloud, Tastyeast, Maxwell House and many other features.



THE PLAYBOYS



TRIO ROMANTINQUE

• TRIO ROMANTIQUE

Meeting as members of the Seth Parker cast, Gertrude Foster, Norman Price and Richard Maxwell formed the Trio Romantique, also known as the Peerless Trio.

A pioneer on Stations WIP and WOO, Miss Foster also sang over WJZ in the Breyer, Gossipers, Matinée Gems, Goldbergs, Pilgrims, Cheerio, Woman's Radio Review and Tone Pictures programs.

After a collegiate musical training in California, Norman Price, an Ozark mountaineer, broadcast from Stations KFI, Los Angeles, KGO, San Francisco, and KOA, Denver. He has been singing from NBC in New York in Heel Hugger Harmonies, Balladiers and for Frigidaire.

Richard Maxwell attended several universities and earned a master's degree, then sang in NBC sustaining programs, and in the Smith Brothers, Uncle Abe and David, Country Doctor and Veedol series.

• THE PLAYBOYS

After attending New York University, Leonard Whitcup wrote popular songs while working in a music store.

Felix Bernard's name is connected with "Dardanella" and many other song hits. Born in Brooklyn, he studied at Rensselaer Polytechnic Institute, and since 1921 has broadcast between vaudeville tours.

Walter Samuels came of a New York theatrical family, and after playing Hollywood and Broadway roles, began his radio career eight years ago. As a trio of composer-pianists, they have pleased CBS listeners.



THE THREE X SISTERS

• THE THREE X SISTERS

Jessie Hamilton of Cumberland, Maryland, sang for seven years in the United States and England, then toured with her sisters.

After singing and dancing with local shows, Pearl toured the South at fourteen; following a Chicago engagement, she joined her sisters in New York in "Stars of the Future."

At sixteen, in Hollywood, Violet was chosen the most perfect flapper in America.

In England the Hamilton sisters were featured in "Blue Skies," broadcast over BBC, appeared in vaudeville and recorded. Returning in 1932, they entertained for CBS as the Three X Sisters, and were heard over WJZ. X marks the spot where three sirens of song have lured listeners to tune in the Tydol, Hellmann, Ford, Chase and Sanborn and Bab-O programs.

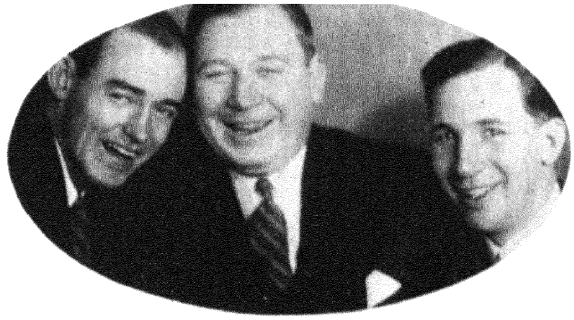
They have appeared in Paramount and Warner films.

• THE THREE JESTERS

Dwight B ("Red") Latham and Waldemar (Wamp) Carlson sang in the high school quartet at New Britain Connecticut While working for an insurance company in Hartford they met Guy Bonham, who had been playing the trumpet in his class orchestra at the University of Pennsylvania He completed the trio which later became famous in the Molle and other programs Soon they secured engagements to sing at civic clubs and on Station WBZ in Springfield

In 1930 Tastyeast signed them for a local broadcast From then on their success was sensational, and today the Jesters are looked upon as one of the most popular trios on the air

By an odd coincidence their birthdays all fall on the twenty-fourth day of different months



THE THREE JESTERS

• THE BLUEBIRDS

Heard regularly over the Columbia networks, the Bluebirds, formerly the Do Re Mi Trio, have an extensive repertory including negro spirituals, "hot" numbers and semi classical selections

Maybelle and Evelyn Ross, born in New York, appeared in numerous children s productions, but paternal objections kept them off the professional stage At twelve and fourteen, respectively, the girls obtained their first vaudeville contract.

After touring the leading circuits as a sister team, they were joined by Ann Balthy of Brooklyn, who had appeared in 'Blossom Time," "Three Musketeers," "Sue, Dear," Memory's Garden ' and Keith and Paramount vaudeville throughout the country



THE BLUEBIRDS

• THE THREE MARSHALLS

Peggy and Kay Marshall came to New York from Birmingham, Alabama, to take courses at Columbia Their singing and dancing talents were soon brought to vaudeville and Tony Sarg's Bohemia where they were known as the Marshall Sisters

For radio they needed a third voice, so they sent for their brother Jack After two months in the Ex-Lax series on CBS, they were featured in the Brokenshire programs over WOR, as guests in the Log Cabin series, and in Kate Smith's Hudson New-Star Revue

In their delightful Southern accent they enthuse over the simple joys of the country life they love to lead



THE THREE MARSHALLS

• THE GUARDSMEN

The Guardsmen, that popular trio which has achieved such success under the management of Nayda De Foe, come from the ends of the earth

Joe Cebu, the tenor and arranger, was born in the Philippines and received his musical education in Spain He is a concert pianist, composer and master of nine instruments

The baritone, Maurice Shefferman, comes from a long line of Russian cantors He was a soloist with the Washington Opera, the Oratorio Society, the New York Philharmonic and the Schola Cantorum, and was heard over WABC

Before joining the group, Ray Mooman, the top tenor, sang in St Patrick's Cathedral and the Dessoff a Capella choir

They have been featured in Major Bowes' Capitol Family on WEAF, with Nat Brusiloff over WOR, and as a vaudeville and club attraction



THE GUARDSMEN



THE BLENDERS

• THE BLENDERS

The Blenders, all Californians, met in the glee club of the University of Southern California, and spent their summers touring in RKO vaudeville

Primarily a moving picture quartet, they have sung for the major studios in "Whoopee," 'Love in the Rough,' Kiss Waltz, 'Hollywood Revue," Warner shorts and Mickey Mouse cartoons, besides appearing in United Artists films

In 1928 they broadcast over NBC in Los Angeles for the Big Bear Land and Development Company Recently they have been heard from KFAC in the Rain Water Crystals hour and as guest stars on WOR and WHN

The Blenders sing through trombone mutes for their characteristic "hill-billy ' and cowboy tunes

Archie McGee, the bass, arranges the music, and Jack Fitzsimons, the tenor, specializes in Irish ballads

With Al Martin and Fred Bruley as baritone and second tenor, the Blenders bring to the microphone the acrid smell of sage brush, the pounding hoofs of mustangs and the plaintive ditties of range riders



THE FOUR ETON BOYS

• THE FOUR ETON BOYS

The Four Eton Boys were educated in small towns near St Louis, where they all gained dramatic experience in amateur productions

Charlie and Jack Day toured the country for nine years as acrobats, playing the Palace Theatre on Broadway nine times in a single year

In 1923 the introduction of songs in their act was so successful that they were booked at every variety theatre on Broadway, appeared in the musical comedy, "Lemaire's Affaires,' and were featured in a two reel comedy film

After singing with the Four Rajahs and announcing at Station KMOX, St Louis, Art Gentry joined the quartet as lead

Earl Smith left vaudeville in the Middle West for New York night club work, joining the Day brothers at the Nut Club

A popular CBS feature, the Eton Boys enlivened Borden's Forty-Five Minutes in Hollywood and were heard in the Columbia Varieties program

They have made Paramount and Warner shorts and have toured the Loew circuit



• THE LANDT TRIO AND WHITE

Coming from their native city, Scranton, Pennsylvania, seven years ago, the Landt brothers and Howard White, young and confident, secured an audition almost immediately and were engaged by the National Broadcasting Company for the Lucky Strike program

Singing at parties, always assisted by Howard White at the piano, Karl, Jack and Dan developed the style of harmony which has made them so popular on the National Broadcasting Company networks

For five years they were heard every morning in the commuters' favorite feature, On the 8 15 In 1933 the Spang Baking Company of Cleveland sponsored them over Station WTAM, but they returned last year to WEAF

Their programs have been broadcast by Mobiloil, Breyer Ice Cream, Stanco Oil and the Parmelee Taxicab Company, and they have been guests of Bab-O and Dill's Tobacco

Their peppy songs start the morning right

• THE LEADERS

Ed Smalle, the accompanist of the Leaders, was born in Massachusetts, where as a church soloist he gained his first experience in arranging music After ten years in the theatre, he entered radio in its infancy Since then he has made two European trips with the Revelers and today is the guiding hand in the Leaders' broadcasts

Dick Ballou of Pennsylvania, organizer and first tenor of the quartet, has a well-rounded musical education, having studied piano, organ, oboe and singing He composed and published a song and a suite for the organ

Eddie Ellingson, a native of Nebraska and a graduate of the state university, earned his tuition by singing in a night club Geology was his specialty, but finding he preferred singing to digging, he joined this group

While singing over KHQ, Glenn Cross of Spokane deserted his profession of newspaper artist to be featured with the orchestras of Leo Reisman and Abe Lyman in the East, later becoming a member of the Leaders

This quartet has achieved a high degree of harmony, rhythm and balance They are always on the *qui vive* for new and interesting song material



THE LEADERS

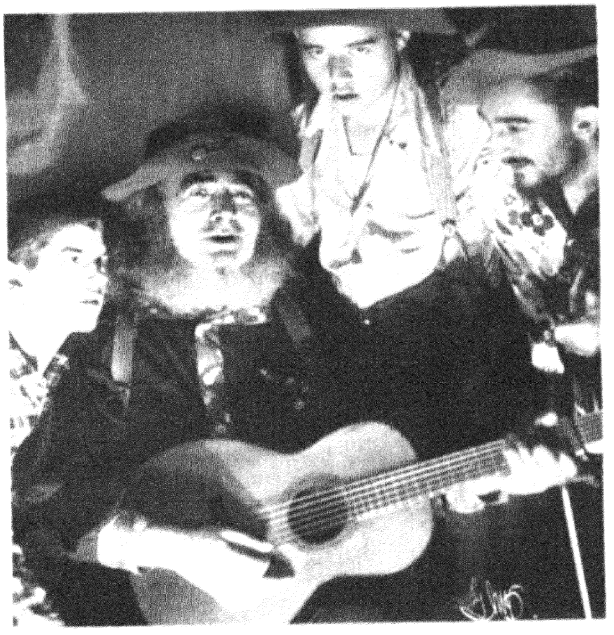
• "PAPPY," ZEKE AND EZRA

The members of this talented quartet were all born in Marshall, Arkansas, where they played for dances and festivals They had never performed in a theatre or on the air when Perry King, announcer and scout for WMCA, discovered them

After his father and mother had been killed in a feud, Zeke Mannes, who plays the accordion, was adopted by 'Pappy" Murray, a popular guitarist

Ezra Ford plays the violin, and Elton Britt, who also strums a guitar, is considered the highest-voiced yodeler in the world

In their quaint costumes these mountaineers enter the studio like a refreshing breeze from the pine-clad slopes, and their mellow voices prove that there must be "gold in them thar hills



"PAPPY," ZEKE AND EZRA

• CARSON ROBISON

The boys in bandanas and chaps are riding hell-for-leather, and you can almost hear the chorus of muffled whinnies and jangling spurs As the dust settles around the corral, the bronzed Buckaroos toss saddles and blankets on the rail fence and stampede for the Bar X ranch house Silence and chow—then a haunting pioneer song of the covered wagon days, and the legends of the old West flood your memory as Carson Robison leads his cactus quartet in his dramatic Columbia series

The hard-bitten cattle country near Chetopa, Kansas, fostered his ambition to become a singer and composer of cowboy and "hill-billy" songs

From horse-wrangler and cow-puncher, branding mavericks with WDAF in his first round-up at Kansas City in 1923, Robison bulldogged steers and rode to glory on bucking cayuses, as the singing bronco-buster in the rodeo of vaudeville, phonograph discs, radio and films, both in England and America

John and Bill Mitchell and Pearl Pickens complete this unique group from the hills and plains, whose sponsors include the Health Products Corporation




MUNZ SISTERS

• THE MUNZ SISTERS

Ann and Viola Munz of Carlstadt, New Jersey, made their radio début as guests in Bill Brown's golf series. Their harmonious voices aroused such enthusiasm that they were engaged to create their own program for WINS.

Both sisters speak German and Spanish and play the piano. Vi strums the guitar and Ann is a gifted artist.

• GENE AND GLENN

Gene Carroll is the veteran trouper of the team of Gene and Glenn. Born in Chicago, he first went on the vaudeville stage in 1916, touring most of the circuits and covering the United States several times. In 1927 he began his Jack and Gene skits over WLS in Chicago, bringing that series to WLW a year later.

Glenn Rowell was born in Pontiac, Illinois, and schooled in St. Louis. Following five years with a music publisher and a term as organist in a Chicago theatre, he and a partner originated the Ford and Glenn sketches in 1924 over WLS in Chicago, then brought it to WLW, Cincinnati, WJR, Detroit, and WFAA, Dallas.

Meeting Gene, they formed the trio of Gene, Ford and Glenn, broadcasting from WLW. When Ford dropped out in 1929 they continued as Gene and Glenn over WTAM, Cleveland, and the NBC network, for Quaker Oats and a local concern.

Early in 1934 they came to New York as a regular NBC feature, sponsored by Gillette, then returned to Cleveland in a commercial series.

• JACK AND LORETTA CLEMENS

Jack Clemens of Cleveland sang "Old Bill Bailey" so well when he was five years old that he was in demand for social occasions and served as an entertainer in school drives for Liberty bonds. At seven years of age he gave female impersonations. He joined an orchestra at fourteen and toured the Chautauqua circuits for three years, then played in Keith vaudeville with the Wesley Barry orchestra. In Buffalo he started to compose music and joined his sister Loretta at Station WBEN, where they played the guitar and piano with patter and singing. He has been heard with her in this act over WEAF.

Born in Ohio, Loretta spent her youth in Cleveland. She started to play the piano when about four years old and a year later made her first public appearance. She started studying


CLEMENS

classical music when about twelve years old and played over Stations WHK and WEAR in Cleveland before coming to WTAM. After playing with the Cleveland Symphony Orchestra, she toured in Chautauqua for three years. Her next appearance was in Buffalo as staff pianist for WBEN, where she also played in a singing and patter skit with her brother. She substituted as Mary Lou in Show Boat and has been heard with her brother in the Gibson Family for Ivory and in the Venida program.

• THE HILTON SISTERS

These famous Siamese twins came from Brighton, England, to the United States at a very early age. Since they were two years old, Daisy and Violet Hilton have sung and played the saxophone, piano and violin throughout this country and Europe, receiving their education while traveling.

Ten years ago they started their radio work on WHN, and have since broadcast regular theatrical programs for RKO and Loew.

A court decision entitles the twins to travel on one ticket, and as they have been legally declared to be but a single person, only one of them signs their contracts.

• REIS AND DUNN

A regular feature on the Columbia Broadcasting System, the popular vocal team of Reis and Dunn sang their first song together over Station WMCA. Since then they have been heard on NBC and CBS for Chiclets, Royal Gelatin, La Palina and California Prunes, and have played practically all the larger theatres in the vicinity of New York on every circuit.

Les Reis, a native of New York City, played the Roxy Theatre as a blackface for sixteen weeks, and toured Europe professionally for seven months.

Artie Dunn, who had been in the music publishing business in his native Boston, came to New York to sing over the major stations. With Sammy Fane he was held over at the Capitol Theatre for five weeks. He is the composer of several hit songs.

Although neither of the boys has had any musical training, Artie plays the piano and makes all the arrangements for their broadcasts. He was heard in a commercial series with Leo Reisman, and has appeared extensively in vaudeville. The two were styled as "The Wandering Minstrels," but their broadcasting caused a hiatus in their variety career.

GENE AND GLENN





THE HILTON SISTERS

REIS AND DUNN



"The Play's the Thing"

ACROSS the nebulous glow of the radio firmament, studded with luminaries of the broadcasting world, flash glittering meteors from the stellar spaces of the stage and occasional brilliant comets from the rarer realms of Hollywood skies.

Names to conjure with—ushered in with a fanfare of trumpets, heralded by advertisers and press agents as triumphant program coups—lend the glory of their glamorous personalities and sparkling talents to enrich the flavor of home amusement.

They bring drama, pathos, comedy and tragedy to eager patrons of the theatre of the air, they have made possible the Green Room of radio and are helping to create standards which will one day mold the traditions of this new art of etheric entertainment.

Through the press and on the air, radio columnists and dramatic critics—veterans of many a first night—guide an alert and discriminating public in their choice of radio and theatrical fare

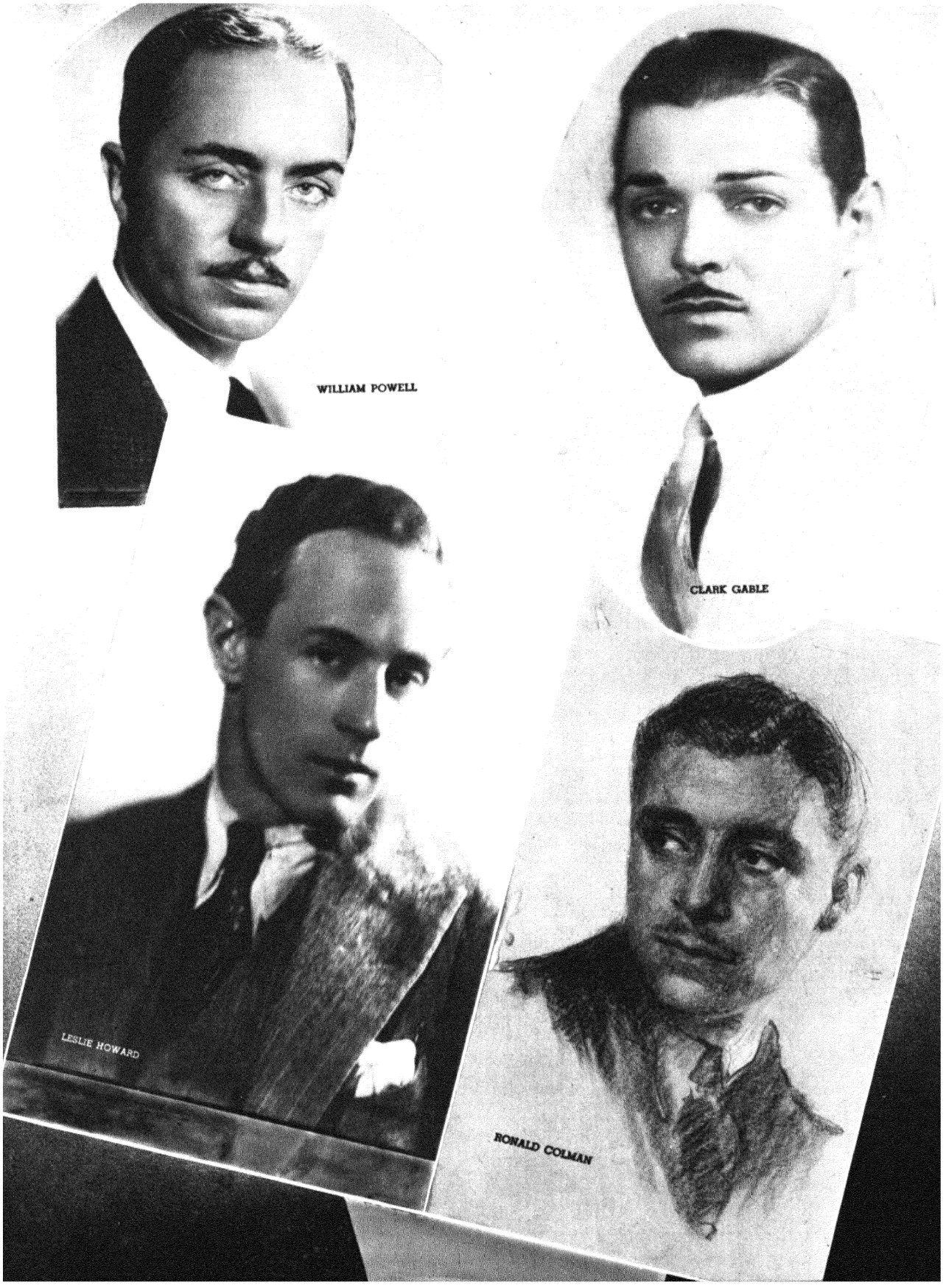
While the networks are grooming singers and comedians who trek to Hollywood to become film favorites, the established stars of the world of shadow speed eastward to talk or act in the chain studios at fabulous figures

As a result of this exchange of talent, air fans flock to see their pet broadcasters on the screen, while movie-goers tune in enthusiastically when sponsors offer cinema celebrities on their programs

Mask and wig, sock and buskin, breathe romance into the microphone to vie with the stark realism of mystery plays, domestic drama and sagas of the sagebrush, as specially trained radio stock companies offer crime thrillers, historical incidents, Biblical tales and Shakespearean episodes.

Herein is presented a vogue's gallery of cinema stars who have graced the air lanes, celluloid comics who display their witty wares while you loll in your living room, heroes and heroines of the footlights and the silver screen who speak and sing at your fireside.

Set forth for your divertisement are facts, fads and foibles from the colorful lives of these storied denizens of the world of make-believe, who have stepped away from the microphone to meet the host of their admirers face to face


WILLIAM POWELL
CLARK GABLE
LESLIE HOWARD
RONALD COLMAN



HELEN HAYES





JEANNETTE MacDONALD



MARY PICKFORD

• MARY PICKFORD

Mary Smith of Toronto, Canada, appeared in stock at five in a boy's part She went on the road at eight, and played in melodramas for several years. Her first Broadway appearance was in Belasco's "The Warrens of Virginia."

Under the name Pickford she achieved deserved popularity as "America's Sweetheart." She gained the loving admiration of a world-wide public in "Rebecca of Sunnybrook Farm," "Stella Maris," "Pollyanna," "Suds," "Little Lord Fauntleroy," "Tess of the Storm Country," "Madam Butterfly," "Little Annie Rooney," "Coquette," "Taming of the Shrew," "Kiki," "Secrets" and many other films

Royalty and society came to pay court in those halcyon days at "Pickfair"—the White House of the film colony.

Today, minus the traditional curls, but with a womanly grace mellowing the girlish charm, Mary Pickford is a Hollywood highlight on the air and has broadcast for Royal Gelatin, sponsored by Standard Brands, also in the Easter sunrise service from the Hollywood Bowl

She is the author of "Why Not Try God?," "The Demi-Widow" and "My Rendezvous With Life"

• LESLIE HOWARD

Born in the suburbs of London, Leslie Howard became a bank clerk upon his graduation from Dulwich College. Following service with the British Army, he appeared in "Peg o' My Heart" and "Charley's Aunt;" then in 1921 came to New York, where he has scored heavily in "Just Suppose," "The Wren," "Danger," "Outward Bound," "Escape," "The Green Hat," "Her Cardboard Lover," "Berkeley Square," "The Animal Kingdom" and "The Petrified Forest"

He was featured in the film adaptations of "Outward Bound" and "The Cardboard Lover," also in "Free Soul," "Reserved for Ladies," "The Animal Kingdom," "Berkeley Square," "Of Human Bondage," "The Lady Is Willing" and "The Scarlet Pimpernel."

His 1932 series for Yardley and Company, Ltd., popularized Howard on the air, and more recently he guest-starred in the Fleischmann hour with a scene from "Dear Brutus."

• RONALD COLMAN

From Richmond, Surrey, an orphan boy of sixteen went up to London town and in five years rose from office boy to junior accountant in a steamship office As a member of the London Scottish Regiment, Ronald Colman was injured in the front-line trenches. His first professional appearance was in black-face. Success in "Damaged Goods" led to film work. In 1920 he deserted Piccadilly for Broadway in "The Green Goddess" and other important plays.

"The White Sister" and "Romola" took him to Italy as leading man for the lovely Lillian Gish. "Tarnish," "Kiki," "Beau Geste," "Bull-Dog Drummond Strikes Back," "Condemned," "Raffles," "Arrowsmith," "Cynara" and "Clive of India" are among his outstanding films

Last year Colman was a guest of Louella Parsons on WEAF, and he has been featured on CBS by Campbell.

• WILLIAM POWELL

A native of Pittsburgh, William Powell attended the Kansas University law school, and after graduating from the American Academy of Dramatic Arts, was given a bit in "The Ne'er-Do-Well." In 1913 he was prominently cast in "Within the Law," "The King" and "Spanish Love."

He made his screen début in "Sherlock Holmes," followed by increasing popularity in "The Bright Shawl," "Romola," "When Knighthood Was in Flower," "The Last Command," "Beau Geste," "The Canary Murder Case," "Street of Chance," "For the Defense," "The Road to Singapore," "Manhattan Melodrama," "The Thin Man," "Evelyn Prentice," "Star of Midnight" and "Escapade"

Campbell Soup presented the suave Powell on the air.

• JEANNETTE MacDONALD

The bonnie Jeannette was the star of a revue which her dancing teacher staged near Philadelphia. After several seasons with Ned Wayburn, she played in "Irene" and "Tangerine," then posed for photographers and modeled for a fur manufacturer The leading role in "Fantastic Fricasee" was followed by "The Magic Ring," "Tiptoes" and her first prima donna role in "Sunny Days" In "Yes, Yes, Yvette" and "Angela" she was co-starred.

Since her first film, "The Love Parade," in 1929, Miss MacDonald has been featured in "The Vagabond King," "Let's Go Native," "The Lottery Bride," "Monte Carlo," "Oh, For a Man," "Don't Bet on Women," "Annabelle's Affairs," "One Hour With You" and "Love Me Tonight"

Between pictures she has made two European concert tours MGM co-starred her in "The Cat and the Fiddle," "The Merry Widow," "Naughty Marietta" and "Rose Marie," and Fleischmann has presented her as a guest star

• CLARK GABLE

From timekeeper in a rubber factory, Clark Gable of Cadiz, Ohio, became a "super" on the stage, then played on the road. Leading roles in "What Price Glory," "The Copperhead" and "Madame X" were followed by Eastern acclaim in "Hawk Island," "Gambling" and "Blind Windows" Returning to the West to play in "The Last Mile," he became a film idol in "The Painted Desert," "The Easiest Way," "The Secret Six," "Laughing Sinners," "A Free Soul," "Hell Divers," "Susan Lennox, Her Rise and Fall," "Possessed," "Polly of the Circus," "Strange Interlude," "The White Sister," "Chained," "Forsaking All Others," "After Office Hours," "China Seas" and "Call of the Wild," and the Motion Picture Academy of Arts and Sciences gave him the Gold Medal Award

On the air Gable has been guest-starred in Jimmy Fiddler's program and by Tangee.

• HELEN HAYES

Arriving in New York, a determined Thespian of fourteen held Lew Fields to a promise made when he had heard her as a tot imitate a Gibson girl in her native city of Washington. Peeping through the curtain hole, the petite blond saw "Diamond Jim" Brady, Lillian Russell, John Bunny and Vernon Castle in her first-night audience—and on the podium Victor Herbert tapped his baton for silence.

Her first real hit was with a road company in "Pollyanna," followed by "Penrod," "To the Ladies," "Dancing Mothers," "What Every Woman Knows," "Coquette," "The Good Fairy," "Petticoat Influence," "Mary of Scotland," "Caesar and Cleopatra" and many significant films, including "The Sin of Madelon Claudet," "Arrowsmith," "Son Daughter," "A Farewell to Arms," "The White Sister," "Night Flight," "Another Language" and "Vanessa"

Miss Hayes has broadcast for Real Silk and Fleischmann. By the sheer magic of her lovely voice—now fraught with husky tenderness, now vibrant with trembling ecstasy—she conveyed to her radio audience the wistful pathos of Barrie, and in the Hall of Fame, the breathless suspense of scenes from "Dear Brutus." Later she was heard in the Lux Radio Theatre in "Bunty Pulls the Strings."

• GLORIA SWANSON

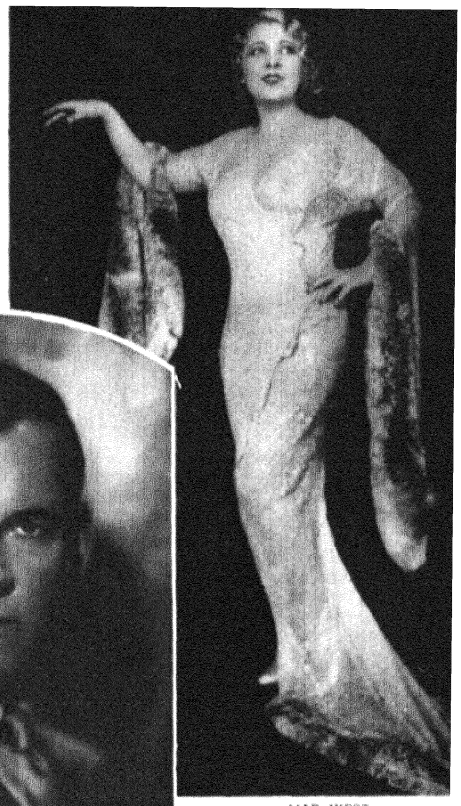
At sixteen Gloria Swanson left her native Chicago for California, where she played in Mack Sennett comedies and co-starred with Bobby Vernon. With De Mille, Famous Players and United Artists Miss Swanson has pleased millions of fans by her acting in "Sadie Thompson," "The Trespasser," "What a Widow," "Indiscreet," "Tonight or Never" and "Music in the Air," a Fox Film.

Campbell Soup brought the beguiling Gloria to the CBS networks in Hollywood Hotel.

• WALTER HUSTON

From stock company leads and vaudeville Walter Huston made his Broadway début in "Mr. Pitt," and later established his career with his convincing portrayal in "Desire Under the Elms," followed by his success in "Elmer the Great" and his popular vehicle, "Dodsworth." Among the films in which he has appeared are "Gentlemen of the Press," "The Lady Lies," "Abraham Lincoln," "The Virginian," "Gabriel Over the White House" and "The Prize Fighter and the Lady."

Huston has broadcast for Hinds and Ipana, also excerpts from "The Barker," "The Bad Man" and "The Monkey's Paw" for Lux and Fleischmann.



MAE WEST

• CLAUDETTE COLBERT

Coming from her native Paris in 1913, the charming Claudette Colbert completed her education in New York. Years later she accepted a bit in "The Wild Westcotts" as a lark. Her success brought her stardom in "High Stakes," "A Kiss in the Taxi," "La Gringo," "Fast Life," "Tin Pan Alley" and other plays.

Her first screen triumph, "Love o' Mike," a silent picture, was followed by "The Lady Lies," "Young Man of Manhattan," "Manslaughter," "The Smiling Lieutenant," "Secrets of a Secretary," "I Cover the Waterfront," "It Happened One Night," "Cleopatra," "The Gilded Lily," "Private Worlds" and "Imitation of Life."

She received the Gold Medal Award from the Motion Picture Academy of Arts and Sciences; and on the air her lovely voice has scored in the Tangee program.



WALTER HUSTON

• LEO CARRILLO

This native Californian was educated at Loyola College. After a job on a San Francisco paper, a world tour in vaudeville and a successful stage career in "Lombardi, Ltd.," "Magnolia," "Mr. Antonio" and other plays, he began winning cinema laurels in "Viva Villa," followed by "Manhattan Melodrama," "The Winning Ticket," "The Gay Bride of the Rackets," "In Caliente" and "Love Me Forever."

Campbell Soup sponsored him on the air in Hollywood Hotel.

He enjoys engineering, cartooning, writing, polo, and landscaping his hacienda in Santa Monica canyon in the style of his Spanish ancestors.



COLBERT



LEO CARRILLO

• MAE WEST

Once in a decade a popular theatrical name sweeps the country; it is on every tongue, inspiring anecdotes, cartoons, songs and quips. Such a name is Mae West. Lisping youngsters imitate her provocative clipped drawl. Her flippant challenge, "Come up'n' see me sometime," has become a national byword; and the Gay Nineties popularity of curves has been revived by her voluptuous contour.

This daughter of a Parisienne and a featherweight of the Sullivan-Corbett era was born in Brooklyn. As a little girl she impersonated Eva Tanguay and played child characters in the gas-light classics—"Little Lord Fauntleroy," "Uncle Tom's Cabin," "Ten Nights in a Bar Room," "Mrs. Wiggs of the Cabbage Patch" and "East Lynne."

Her apprenticeship in burlesque, musical comedies and vaudeville carried her to "The Demi-tasse Revue," "The Mimic World" and a term with Ed Wynn in "Sometime."

Five years more in vaudeville, and the glamorous Mae wrote, staged, produced and starred in the sensational play, "Sex." This she followed with "Pleasure Man" and her lurid success in "Diamond Lil."

In 1932 she received fourth place in the billing of the motion picture, "Night After Night," but with her own original dialogue she stole the show. Then she starred in "She Done Him Wrong," "I'm No Angel," "It Ain't No Sin," "Goin' to Town" and "Klondike Lou."

Campbell Soup brought Mae's unique talents to an expectant air audience.

In Mae's paradoxical temperament the fervid ebullience of her volatile Latin blood and a genuine Gallic *joie de vivre* blend admirably with her practical propensity for accomplishment along highly individual lines of achievement.

• NELSON EDDY

Hoping to obtain a place in an orchestra, Nelson Eddy moved from Providence, Rhode Island, to Philadelphia in 1915, only to find a position as a switchboard operator and another as reporter and copy reader on various newspapers.

Meanwhile he was coached in singing. He continued his studies in New York, Paris and Dresden and returned to this country in 1922 to make his stage début at the Philadelphia Academy of Music in "The Marriage Tax." After singing in a series of Gilbert and Sullivan operettas, he was chosen for the role of Amonasro in "Aida," presented by the Philadelphia Civic Opera Company, and shortly afterward gave concert recitals. His sterling performances in the delightful pictures, "Naughty Marietta" and "Rose Marie," augur a brilliant motion picture career.

Since 1931 the rich voice of this handsome baritone has delighted NBC audiences in a number of important broadcasts, including the Firestone and General Motors series of popular programs.



NELSON EDDY

• SYLVIA SIDNEY

Born in New York, Sylvia Sidney studied elocution and dramatic art at fifteen, frequently reciting at the Little Theatre in New York. A year's study at the Theatre Guild brought her the feminine lead in "Prunella." Then followed engagements in "The Challenge of Youth" and "The Squall."

In 1931, after appearing in stock, Miss Sidney was engaged for "Many a Slip" which resulted in a Paramount contract. Her tremendous success in "City Streets" made her a star, and the petite Sylvia was featured in "An American Tragedy," "Street Scene," "Ladies of the Big House," "Behold My Wife," "Accent on Youth" and other successful films.

Sylvia has thrilled her fans by her performances in Hollywood Hotel for Campbell and Forty-five Minutes in Hollywood, sponsored by Borden.



SYLVIA SIDNEY

• PAUL MUNI

This versatile character actor was born in Lemburg, Poland, and came to Cleveland as a child. As Muni Weisenfreund he started acting in plays with his father, and at fifteen struck out alone, entertaining in a Yiddish and English troupe, burlesque and vaudeville.

In 1918 he began an eight-year term at the Yiddish Art Theatre in New York, then appeared on Broadway as the lead in "We Americans" and "Four Walls." His Fox pictures, "The Valiant" and "Seven Faces," were followed by the stage productions, "This One Man" and "Rock Me, Julie." After the films, "Scarface" and "Metropolis," he returned to New York in "Counsellor-at-Law."

This chameleon of the screen has run the gamut of characterizations in "I Am a Fugitive from a Chain Gang," "The World Changes," "Hi, Nellie," "Bordertown," "Black Fury" and "Dr. Socrates."

First heard on the air in London, Muni has broadcast often on tour. His Lux "Counsellor-at-Law" sketch made radio history.

PAUL MUNI



MAURICE CHEVALIER



• MAURICE CHEVALIER

In a sordid section of his native Paris, a struggling apprentice sang comic songs as "The Midget Comedian" in a cheap café. Success in a suburban music hall encouraged him to study English comedy and dancing in London. His hard work made him Mistinguette's dancing partner at the *Folies Bergères*.

Badly wounded in the war, Maurice Chevalier organized concerts in the prison camp; learned English; escaped in disguise; and was decorated with the *Croix de Guerre* for gallant conduct.

After co-starring with Elsie Janis in "Hello America" at the Palace in London, he became the hit of "White Birds," the *Casino de Paris* and French films.

Overnight Hollywood success in "Innocents of Paris" was followed by "Love Parade," "Paramount on Parade," "The Big Pond," "Playboy of Paris," "The Smiling Lieutenant," "One Hour With You," "Love Me Tonight," "The Merry Widow," "A Bedtime Story," "The Way to Love," "*Folies Bergère*" and "Stop Press."

He is an expert pugilist and authority on his favorite sport, boxing, and used to enjoy sparring with his friend and fellow countryman, Georges Carpentier.

The Camel Pleasure hour, a Chase and Sanborn series and Fleischmann guest programs have featured him on the Columbia and National networks.

• ADOLPHE MENJOU

Adolphe Menjou of Pittsburgh attended Culver Military Academy and studied mechanical engineering at Cornell University, where he was popular in campus theatricals.

He joined a stock company in Cleveland and later played in many important films.

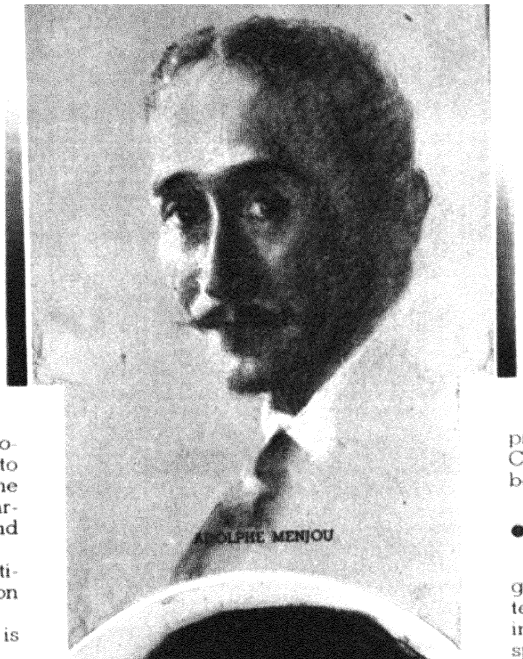
Entering the World War as a private, he attained a captaincy.

Since his first big success in "A Woman of Paris," he has been featured in "Morocco," "Front Page," "Journal of a Crime," "Easy to Love," "The Trumpet Blows," "Convention City," "Little Miss Martha," "Morning Glory," "The Worst Woman in Paris," "A Farewell to Arms," "The Great Flirtation," "The Human Side," "The Mighty Barnum," "Gold Diggers of 1935" and "Broadway Gondoliers."

Film fans enjoyed their sophisticated idol in the Hall of Fame on the NBC networks.

In "Bazaar of Dreams" Menjou is eulogized in free verse as follows:

"Suave scion of the celluloid,
Charming, debonair,
With roguish smile and twinkling eyes;
Polished manner, faultless technique
As lover, rake or friend;
Swank in style but nonchalant;
Sartorially resplendent
Aristocrat of the screen."



ADOLPHE MENJOU

• IRENE DUNNE

Irene Dunne was born in Louisville, and studied voice at the Chicago College of Music.

She has been prima donna in "Sweetheart Time," "The Clinging Vine" and "Irene;" and her lovely lyric soprano has been heard in the Metropolitan Opera.

Miss Dunne played in the film "Leathernecking," and opposite Richard Dix in "Cimmaron." Her success in these pictures brought her featured parts in "Consolation Marriage," "Symphony of Six Million," "Bachelor Apartment," "Thirteen Women," "The Silver Cord," "No Other Woman," "Ann Vickers," "If I Were Free," "This Man Is Mine," "Stingaree," "The Age of Innocence" and "Roberta."

The Lux Theatre of the Air presented her to NBC fans; and on CBS she was featured in the Campbell program.



IRENE DUNNE

• CLIVE BROOK

Leaving Dulwich College in England to study elocution at the Polytechnic School, Clive Brook played in amateur productions and taught speech and dramatics.

After newspaper work, short story writing and violin training, he served in the World War. On his return he played the leading role in "Fair and Warmer," and was soon afterward cast prominently in "Over Sunday."

Since 1924, he has been an American film favorite in "Cavalcade," "Three Faces East," "The Return of Sherlock Holmes," "The Four Feathers," "Paramount on Parade," "Shanghai Express," "If I Were Free," "Loves of a Dictator" and "Night of June 13th."

In 1934 he was heard over the WJZ network in the Non-Spi series.

CLIVE BROOK



RICHARD BARTHELMESS

• RICHARD BARTHELMESS

A native born New Yorker, Richard Barthelmess abandoned his education at Trinity College in Connecticut to become an extra in motion pictures.

It was Nazimova, the flame of Russia, who persuaded him to become a cinema actor instead of a policeman or newspaper writer.

Under the direction of the one and only D. W. Griffith he acted with Lillian Gish in the unforgettably poignant film, "Broken Blossoms." Joining Inspiration Pictures in 1921, he was filmed in "Tol'able David," which received the Photoplay Gold Medal, "Bright Shawl," "Fighting Blood" and "Enchanted Cottage."

From 1927 to 1934 this popular film idol was seen in "The Patent Leather Kid," "Wheel of Chance" and many other important First National feature pictures.

Warner Brothers starred him in "Weary River," "Son of the Gods" and "The Dawn Patrol."

The latter is his favorite among all the films in which he has acted.

Two of his more recent screen successes are "Midnight Alibi" and "Four Hours to Kill."

In 1920 Barthelmess broadcast from the government station on Bedloe's Island; and he recently scored a success in Rudy Vallée's program, sponsored by the Fleischmann Yeast Company.





ANNA MAY WONG



CUMMINGS



BILLIE BURKE



VERREE TEASDALE

• BILLIE BURKE

Born in Washington, D. C., Ethelbert Burke was educated in London, where she made her début as a singer in the Pavilion Music Hall. After appearing in "The Duchess of Danzig," "The Blue Moon," "The Belle of Mayfair" and "Mrs. Ponderbury's Past," she played on the American stage opposite John Drew in "My Wife." From 1929 to 1931 Miss Burke was leading lady in "A Marriage of Convenience," "Intimate Strangers," "Rose Briar," "Annie, Dear," "The Marquise," "Happy Husbands," "The Truth Game" and "The Vinegar Tree."

"Becky Sharpe," "Doubting Thomas" and "Forsaking All Others" are among her recent motion pictures.

Miss Burke is co-author of "The Great Ziegfeld," the film story of her late husband's colorful life.

She was heard on NBC in the Vicks program and in the Lux presentation of "The Vinegar Tree."

• CONSTANCE CUMMINGS

Constance Cummings of Seattle began her theatrical career on Broadway in the musical show, "Treasure Girl." After appearing in the first Little Show and "June Moon," she went to the Coast to play in "The Criminal Code," "Movie Crazy" and "Night After Night."

London welcomed her in the films, "The Gay Deceiver" and "Channel Crossing." Four more Hollywood pictures, including "Broadway Through a Keyhole" and "Glamour," brought her back to her American public before her return to the British capital in "Sour Grapes."

In "Accent on Youth" Miss Cummings distinguished herself as one of the most important actresses of the 1934-35 theatrical season.

On the air she has been interviewed many times, and Lux presented her in the leading role of "Adam and Eva."

Television will find in her a most happy combination of beauty, charm and ability.

• ANNA MAY WONG

"Frosted Yellow Willows" was the lovely name a Los Angeles laundryman gave to his tiny daughter, Wong Liu Teong; and the little saffron bud blossomed appropriately enough on Flower Street.

At twelve the yellow willows first swayed before the camera as an extra in "The Red Lantern." Small bits in "The Chinese Parrot," "Peter Pan" and "A Trip to Chinatown" led to parts in "The Alaskan," "The Thief of Bagdad," "Outside the Law," "Across to Singapore," "The Devil Dancer," "Mr. Wu," "The Toll of the Sea" and "Old San Francisco."

In 1928, after her first German picture, "Tsong," she was co-starred in the British production, "Piccadilly." She starred in London in "The Circle of Chalk," then filmed "Flame of Love" in German, English and French. She sang and danced in Vienna in "Springtime," a Chinese operetta; delighted Broadway theatre-goers in "On the Spot;" and toured in vaudeville.

"Daughter of the Dragon" in Hollywood was followed by Miss Wong's engagement at the Embassy Club in London, the films, "Shanghai Express" and "Tiger Bay," a theater tour of the British Isles and the screen successes, "Chu Chin Chow" and "Java Head." In 1934 she returned to the Coast for the filming of "Limehouse Nights."

The Celestial star has cast her Oriental brilliance across the radio firmament in Borden's program, Forty-Five Minutes in Hollywood.

• VERREE TEASDALE

Born in Spokane, Verree Teasdale became active in dramatics at Erasmus Hall and later attended the American Academy of Dramatic Arts in New York. Her first appearance in Philip Barry's production, "The Youngest," was followed by other Broadway successes in "The Constant Wife," "The Greeks Had A Word For It" and "Experience Unnecessary."

In "Skyscraper Souls" Miss Teasdale's blond loveliness first flashed across the silver screen, and she has since been seen in "Fashions of 1934," "Love, Honor and Oh, Baby," "A Modern Hero" and "Convention City." "Madame Du Barry," "Roman Scandals" and "The Firebird" are among her recent film successes.

She has been heard on NBC in the Hall of Fame and with her famous husband, Adolphe Menjou.



PEGGY WOOD



BOLAND



RUBY KEELER



FAY WRAY

• MARY BOLAND

A native of Philadelphia, Mary Boland first faced the footlights at Detroit in 1901 in "A Social Highwayman;" then acted with the Boyle Stock Company. Her next vehicle was "Sky Farm;" and in 1904 she played in stock.

From 1905 to 1911 she was seen in New York and on the road in "Strongheart," "The Dictator" and other plays.

The following year she appeared in stock in Denver.

Since her return to Broadway fifteen years ago she has become a favorite in "The Perplexed Husband," "Much Ado About Nothing," "A Scrap of Paper" and "Backfire."

Among her outstanding successes are "Alias Jimmy Valentine," "The Torch Bearer," "Meet the Wife," "Cradle Snatchers," "Women Go On Forever," "The Vinegar Tree" and "Face the Music."

Hollywood has cast her importantly in "Three Cornered Moon," "Melody in Spring," "Four Frightened People," "Solitary Man," "Stingaree," "Ruggles of Red Gap," "Six of a Kind," "Papa Loves Mama," "People Will Talk," "Two for Tonight," "Night of June 13th" and "The Big Broadcast."

As an NBC guest of Fleischmann and Lehn and Fink's Hall of Fame, Miss Boland was heard in "The Vinegar Tree" and other plays. Lux presented her on CBS in a scene from "Ladies of the Jury."

• PEGGY WOOD

Born in Brooklyn, Peggy Wood made her début in 1910 with "Naughty Marietta," and has since been featured in "The Three Romeos," "Over the River," "The Lady of the Slipper," "Mlle. Modiste," "The Madcap Duchess," "Hello, Broadway!" "The Firefly," "The Girl of My Dreams," "Young America," "Love O' Mike," "Maytime," "Buddies," "Marjolaine," "The Clinging Vine," "The Bride," "The Three Roses," "Candida," "King Henry IV," "Trelawney of the Wells," "A Lady in Love," "The Merchant of Venice," "A Play Without a Name," "Bitter Sweet," "The Cat and the Fiddle" and "Tonight or Never."

Her versatility was again revealed by the interesting film role she portrayed in "Jalna."

This attractive actress and vocalist has authored the popular book, "Actors and People." Recently she came to New York from Hollywood to broadcast comments on her father's books, "Back Home" and "Folks Back Home," for the new edition of which she herself wrote the foreword.

• FAY WRAY

Hailing from Alberta, Canada, this blond beauty became a movie extra after graduating from the Hollywood High School.

Just a few months later she was starred as the heroine in "The Wedding March," and thereafter in "Nikki and Her War Birds," adapted for the stage from the magazine story of her brilliant husband, John Monk Saunders.

Considered one of Hollywood's leading beauties, the lovely Fay Wray has been filmed in "Below the Sea," "King Kong," "The Wax Museum," "Dr. X," "The Most Dangerous Game," "The Bowery," "The Affairs of Cellini" and "The Clairvoyant."

She has been heard on the air in the Fleischmann hour in a scene from "The Firebrand."

This "Sweetheart of Sigma Chi" has a penchant for sketching fellow players in charcoal. In her spare time she makes tapestries and plays tennis.

• RUBY KEELER

Ruby Keeler, one of Broadway's best dancers, was born in Halifax, Nova Scotia, and began her stage work at thirteen in the chorus of "The Rise of Rosie O'Reilly." Then she appeared in the chorus of "The Sidewalks of New York," "Lucky" and "Bye, Bye Bonny."

After her engagement at Texas Guinan's El Fey Club, where she used to substitute as mistress of ceremonies, she was signed as principal tap dancer for the musical comedies, "Whoopee" and "Show Girl."

Her screen début in "42nd Street" was an outstanding success; and her other film vehicles include "Dames," "Gold Diggers of 1933," "Flirtation Walk," "Footlight Parade" and "Go Into Your Dance."

Campbell Soup and other advertisers have sponsored the interesting air performances of the petite and talented wife of Al Jolson.



NORMA TERRIS



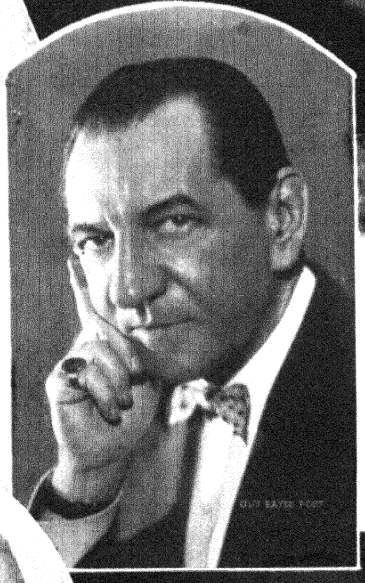
WALTER CONNOLLY



LILLIAN GISH



TALLULAH BANKHEAD





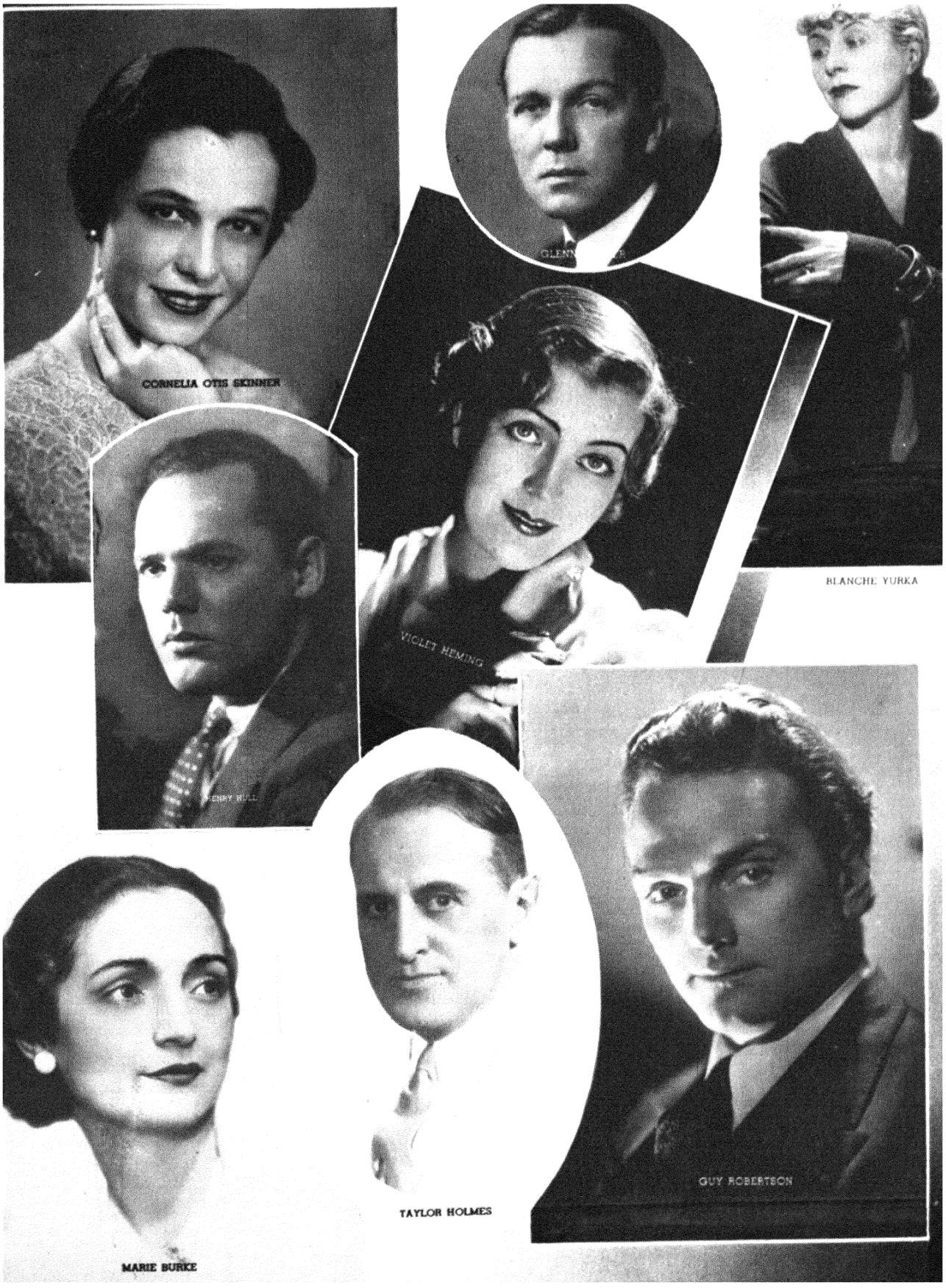
GLADYS GEORGE



GEORGE M. COHAN



from an Oil Painting BERT LYTELL by G. Maillard Kesslère, S.P.


CORNELIA OTIS SKINNER
VIOLET HEMING
BLANCHE YURKA
GUY ROBERTSON
TAYLOR HOLMES
MARIE BURKE

• WALTER CONNOLLY

A graduate of St. Xavier College in his native Cincinnati, Walter Connolly first acted in "Classmates" at Norfolk, Virginia, then in "Come Out of the Kitchen" and Shakespearean repertoire. After serving in the war he attended the University of Dublin and on his return appeared in "The Woman of Bronze." He was leading man in "Uncle Vanya," "The Good Fairy" and "The Late Christopher Bean," and at the Hollywood Bowl played Bottom in "A Midsummer Night's Dream." A charmingly whimsical role starred him in "The Bishop Misbehaves."

His film career includes "Washington Merry-Go-Round," "The Bitter Tea of General Yen," "No More Orchids," "Lady for a Day," "It Happened One Night," "Whom the Gods Destroy," "The Captain Hates the Sea," "Broadway Bill" and "Father Brown, Detective."

He has been heard in Soconyland, Charlie Chan, the Lux presentations—"The Goose Hangs High," "The Late Christopher Bean" and "The Bishop Misbehaves"—two performances for Fleischmann and Bible Stories for Grigsby-Grunow. In 1931 he appeared in a television broadcast of "Six Characters in Search of an Author."

• GLADYS GEORGE

With the waning of stock, Gladys George made her Broadway bow in "Queer People," followed by "The Milky Way." MGM released her to play the stellar role of the amusingly ignorant but voluptuously beautiful screen star in Brock Pemberton's stage success, "Personal Appearance."

Since her broadcast of a scene from "Main Street" at San Francisco in 1922, the pulchritudinous Gladys has been interviewed on the air throughout the country.

• GEORGE M. COHAN

Shrewd Yankee wit, homely philosophy, wily Broadway lore and keen Irish humor are happily blended in the generous, lovable character of that flag-waving, "Over There" song-and-dance man who turned from a lifetime of starring, playwrighting and producing to lend his genius to the Theatre Guild's "Ah Wilderness."

The patriotic note of many of his productions may perhaps be traced to his birth on the Fourth of July in Providence. At eight he was playing second violin with "Daniel Boone on the Trail," followed by a part in "Master Georgie," buck-and-wing dancing in vaudeville at eleven, and "Peck's Bad Boy" two years later.

In 1919 he scored heavily with "The Royal Vagabond." His first important writing success was "Little Johnny Jones," and he appeared in "The Governor's Son," written, composed, directed and co-produced by himself. His name is linked with "Stop Thief," "The Miracle Man," "Hit-the-Trail Halliday," "The Tavern," "The Merry Malones," "Billie," "Seven Keys to Baldpate," "Get-Rich-Quick Wallingford," "Pigeons and People," "The Song and Dance Man" and the motion picture, "The Gambler."

During his Good Gulf radio series he revived "Give My Regards to Broadway," "Mary Is a Grand Old Name" and others of his ballads, and his quaint, dry humor has been heard on the air in other memorable broadcasts.

• NORMA TERRIS

Norma Terris, best known for her Magnolia role in "Show Boat," was born in Kansas and became president of the dramatic club at La Grange College in Missouri.

After "Ziggy's" chorus and vaudeville, she toured as leading lady of "Be Yourself" and "Little Nellie Kelly;" then sang the lead in "Night in Spain" and "Night in Paris." In 1935 she starred in "So Many Paths" and "Smilin' Through," also at the Rainbow Room.

Miss Terris has been a guest of Ipana and Sal Hepatica.

• LILLIAN GISH

At five years of age a demure daughter of Dayton named Lillian Gish first revealed her girlish beauty and talent in a New York play, "Convict Stripes." After touring in child parts and one-night stands, she obtained her first screen role at fourteen; and the next year was seen in "The Birth of a Nation." Later came her unforgettable performances in "Broken Blossoms," "The White Sister," "Romola," "La Bohème," "The Scarlet Letter," "Way Down East," "Two Orphans" and "Little Women."

On Broadway this slender, wistful star made a deep impression with her appealing charm and poignant characterizations in "Uncle Vanya," "Camille," "9 Pine Street" and "The Joyous Season." "Within the Gates" afforded the versatile Lillian a baffling, quixotic role in which she capered with gallant caprice and elfin harlotry through a festering fog of spiritual groping.

Broadcasting from KDKA in Pittsburgh, Miss Gish was one of the first women to be heard on the air. Lux sponsored her in the radio version of "Little Women."

• TALLULAH BANKHEAD

Educated in Virginia and Washington, D. C., Tallulah Bankhead at seventeen was playing Rose Brissac in "Footloose." She won fame in "39 East," "Nice People," "Every Day," "Danger" and "Her Temporary Husband." For eight years she was the idol of London in "They Knew What They Wanted," "The Gold Diggers," "Her Cardboard Lover" and "Let Us Be Gay."

"The Tarnished Lady," "My Sin," "The Cheat" and "Thunder Below" captured her exotic beauty and husky, vibrant voice in Paramount films.

Tallulah's charming mannerisms have made her a stage favorite in "Dark Victory," "Rain" and "Something Gay."

NBC listeners enjoyed her in the Lux Theatre of the Air, and she was a guest of Fleischmann.

• GUY BATES POST

Upon graduating from Trinity School in San Francisco, Guy Bates Post studied in law offices, worked as theatre treasurer and acted his first part in "Charlotte Cordet." His brilliant career has embraced important and leading roles in "The Heir to the Hoorah," "The Nigger," "Omar, the Tentmaker" and "The Masquerader."

From 1924 to 1928 he toured in repertory through Australia, New Zealand, South Africa and Tasmania. After playing the lead in "The Climax" in London, he bought the English success, "The Wrecker," which he produced in New York. Later he acted in California and the Middle West in "The Play's the Thing," then appeared in Honolulu in "The Bad Man" and other plays. In 1934 he returned to New York in "The Shattered Lamp."

This veteran first faced the microphone in 1933 in Great Moments in History. Sponsored by Central Union Life, he portrayed General Grant in Roses and Drums. He enacted "The Coward" for Fleischmann, was featured several times by Cream of Wheat, played in the WOR Italics series, and broadcast for Carlsbad Sprudel Salts.

• BERT LYTELL

Born in New York and educated at Upper Canada College, Bert Lytell obtained his boyhood start in a Newark stock company. At twenty-two he managed his own company. He played in New York and elsewhere until 1918, and has since had leading roles in many films, including "The Lone Wolf," "Alias Jimmy Valentine" and "Lombardi, Ltd." In 1931-32 he was seen on the stage in "A Church Mouse." "Brothers" afforded him a difficult dual role, and "The First Legion" proved his drawing power.

In 1932 this popular member of The Lambs was heard on WGY and two years later for Ward's Bread on WJZ.

• CORNELIA OTIS SKINNER

After her education at Baldwin School, Bryn Mawr College and the Sorbonne in Paris, this talented Chicagoan prepared for the stage with the *Sociétaires de la Comédie Francaise* and at the dramatic school of Jacques Copeau

Following her appearances in "Blood and Sand," "Will Shakespeare," "Tweedles," "In the Next Room," "The Wild Westcotts," "In His Arms" and "White Collars," she began presenting her delightful monologue sketches Courageously she subjected the first product of her research and facile pen—"The Wives of Henry VIII"—to the severe test of English audiences. Having won their enthusiastic approval, she created a sensation on Broadway and in Boston, Chicago and the Coast cities with her wide gamut of types in this brilliant solo-drama Writing to the rhythm of the wheels on tour, she created "The Empress Eugenie" and "The Loves of Charles II," which were enthusiastically acclaimed on both sides of the Atlantic

Miss Skinner wrote the play, "Captain Fury," and has contributed magazine verse. Her success in "Mansion on the Hudson" proved the power of her pen and the strength of her public appeal in roles ranging from glamorous to grim. "Candida" is her latest vehicle.

As a guest artist she has been on the air during the last seven years for Eveready, Eastman, Real Silk, Fleischmann and Ford. She has been heard recently in a series for Jergens

• BLANCHE YURKA

Blanche Yurka was born in St Paul, Minnesota, and at an early age gave indications of dramatic ability In the Detroit Civic Repertory Theatre she played Portia in "The Merchant of Venice," and in New York portrayed the Queen to John Barrymore's "Hamlet " She has appeared in Ibsen's "The Wild Goose" and in "The Lady from the Sea," and has starred in "Hedda Gabler " In Katherine Cornell's "Romeo and Juliet," she proved her versatility

Miss Yurka has been heard in the Roses and Drums program over CBS, as Hedda Gabler over WEAF and as a Magic of Speech and Cobina Wright guest artist

• MARIE BURKE

A Londoner by birth, Marie Burke studied at the Royal Academy of Music in London and in Italy, where she made her operatic début In 1919 she appeared on the London stage in "Afgar," and two years later was seen in this country in an operetta with Eddie Cantor and in "Lady in Ermine " Tours through England, South Africa and Australia were followed by her London performances in "Sherbet," a revival of "The Student Prince," "The Song of the Drum," "Waltzes from Vienna" and "He Wanted Adventure." Her singing and dramatic work were familiar to BBC listeners before her return to the United States as a principal in "The Great Waltz "

Miss Burke sang on NBC and WOR in condensed versions of this popular operetta, also for Fleischmann

• HENRY HULL

Henry Hull was born in the Bronx when that borough of New York was the film capitol of the world. Disheartened by his meager earnings as a gold-miner in Canada, Hull enacted four roles in "The Nigger " He later played in "Green Stockings," and received immediate recognition with his appearances in "The Man Who Came Back," "The Cat and the Canary," "Lulu Belle" and "Grand Hotel."

In 1934, when the old Biograph Studios reopened in the Bronx, Hull was playing in "Tobacco Road," but accepted an offer to act in the film, "Midnight." With a five-year Universal contract, he won approbation in "Transient Lady," "Great Expectations" and "Werewolf of London "

Hull has repeatedly been a guest star of Fleischmann.

• GLENN HUNTER

Born in Highland Mills, New York, Glenn Hunter appeared in 1917 with the Washington Square Players in "The Clod," then with the Theatre Guild group

As star of "Merton of the Movies" he played to two thousand enthusiastic audiences Further successes were "Young Woodley," "Behold This Dreamer," "Spring Is Here," "Peter Ibbetson" and "Waterloo Bridge "

Among his films were "Merton of the Movies," "West of the Water Tower" and "The Silent Watcher "

A frequent guest artist on the networks, he has been heard in Roses and Drums, with Cobina Wright, in the Ruppert Beer series, Way to a Man's Heart, and with Max Baer in Lucky Smith, sponsored by Gillette Razor

His latest scheduled stage appearances are in "Broome Stages," "The Happy Hypocrite" and "Candle-light "

• GUY ROBERTSON

Guy Robertson of Staten Island left Lehigh College, where he had been a football star, to sing in light opera

His romantic voice and dramatic ability have won him leads in "Wild Flower," "Rose Marie," "The Song of the Flame," "The Circus Princess," "The Street Singer," "Nina Rosa," "All the King's Horses" and "The Great Waltz "

In 1920, over a Newark station, Mr. Robertson played in the first broadcast of a show, "The Perfect Fool," and later in the first play heard on the air from a theatre, "The Circus Princess," sponsored by Old Gold Guest of the Music Hall of the Air, Fleischmann, Manhattan Merry-Go-Round, Grape Nuts and Home and Farm hours, and featured artist for the Brown Shoe Company, he has made transcriptions for the Kellogg Food Company, and was heard in the WOR version of "The Great Waltz " Bi-So-Dol starred him in Broadway Varieties.

• VIOLET HEMING

Born in Leeds, England, and educated at Southport, Violet Heming appeared in "Peter Pan" in this country in 1908, then acted in "Fluffy Ruffles," "Rebecca of Sunnybrook Farm," "The Fox," "The Deep Purple," "The Unwritten Law," "Disraeli" "Under Cover," "The Lie," "The Flame," "De Luxe Annie," "Three Faces East," "Sonya," "The Rivals," "Spring Cleaning," "Trelawney of the Wells," "Chivalry," "The Jest," "Loose Ends," "The Snob," "Within the Law," "This Thing Called Love," "Soldiers and Women," "Ladies All," "There's Always Juliet" and "Under Fire "

Her film career began in 1916, and has included "The Danger Trail," "The Silent Voice" and "Almost Married "

Miss Heming has been interviewed on the air, and has been heard in Roses and Drums

• TAYLOR HOLMES

Newark is the birthplace of Taylor Holmes Against the wishes of his father, a church elder, he started his career by giving parlor and concert recitals Before coming to New York, he appeared in Chicago, Boston and London He played Shakespearean parts with E H Sothern, but is best known in the role of "His Majesty, Bunker Bean " Among the many pictures in which he has appeared are "Ruggles of Red Gap," "Nothing But the Truth," "The Very Idea" and "Easy Money " He owned his own motion picture company, but returned to his first love as the lead in "Crooked Gamblers "

In 1925, while playing in "The Nervous Wreck" in Chicago, he became master of ceremonies at the Tribune station in the Edgewater Beach Hotel, and later appeared in the Broadway production, "Say When."

Mr Holmes has been heard as a Fleischmann guest artist, in four broadcasts with Ed Wynn on the Texaco program, and as master of ceremonies for Chase and Sanborn



JANE WYATT



MADGE KENNEDY



BETTINA HALL

• MADGE KENNEDY

Born in Chicago and educated in Los Angeles, Madge Kennedy attended the Art Students League of New York. After a tour in 1910 with "The Genius" and a stock engagement in Cleveland, she appeared with "Little Miss Brown" and "The Co-respondent" in 1912, and was later featured in "Twin Beds" and "Fair and Warmer." From 1917 to 1920 she starred in films, then returned to the stage as the star of "Cornered," "Spite Corner," "Poppy," "Beware of Widows," "Love in a Mist," "Paris Bound," "The Perfect Alibi," "Michael and Mary," "Private Lives" and "Bridal Wise."

Miss Kennedy was heard with the Radio Guild on NBC.

• JANE WYATT

Born in Campgaw, New Jersey, this New Yorker graduated from Miss Chapin's School and attended Barnard. Since her first role in "Give Me Yesterday," she has appeared in "Evensong," "For Services Rendered," "Dinner at Eight," "Lost Horizons," "The Joyous Season" and the films, "One More River" and "Great Expectations."

Pretty, demure Jane Wyatt has broadcast for Rock Wool and the National Youth League, also as co-star of the stage play, "The Bishop Misbehaves," in the Lux Radio Theatre tabloid version of the first air drama offered with the original cast while still playing on the stage.

• KITTY CARLISLE

This talented daughter of New Orleans began her European education at eight. Tiring of Parisienne society, she sang the lead in a revival tour of "Rio Rita," appeared in "Champagne, Sec" and was featured in the films, "Murder at the Vanities," "She Loves Me Not" and "Here Is My Heart."

WOR and Fleischmann have presented her on the air.

• VIVIENNE SEGAL

Born in Philadelphia, the popular musical comedy star and screen soprano, Vivienne Segal, made her New York stage début as a young girl. Her first vehicle was "The Blue Paradise," and later she was starred in "The Yankee Princess," "Adrienne," The Ziegfeld Follies, "Castles in the Air," "The Desert Song" and "The Three Musketeers."

She was featured in the musical pictures, "Song of the West," "Golden Dawn" and "Viennese Nights."

Her voice records excellently; and her refreshing charm and dramatic ability added much to the drawing power of these films.

The Waltz Time NBC series for Sterling Products is one of many delightful programs in which the talented Miss Segal has starred.

• BETTINA HALL

Bettina Hall of North Easton, Massachusetts, made her début in 1926 in "Iolanthe," followed by "The Mikado" and "The Pirates of Penzance." She appeared with the American Grand Opera Company in "Carmen" and other roles.

"The Little Show," "Three Little Maids," "Meet My Sister," "The Cat and the Fiddle," "Music in the Air" and "The Only Girl" led to a principal part in Vinton Freedley's brilliant production, "Anything Goes."

She has also toured in concert and vaudeville.

• ELSIE JANIS

After six years in vaudeville, Elsie Janis of Columbus first appeared in Broadway at fourteen, followed by roles in "The Vanderbilt Cup," "The Fair Co-ed," "The Slim Princess," "The Lady of the Slipper," "Miss Information," "The Century Girl" and "Miss 1917." London first saw her in the Passing Show of 1914; the next year she made her screen début. Then came two Broadway productions and eleven trips to England.

Elsie entertained the front-line troops, then toured with her "Gang" of ex-service men. Paris welcomed her in her own review and twice at the Moulin Rouge. In London she produced her own show, "It's All Wrong."

She was musical supervisor of "Hollywood on Parade."

Miss Janis has broadcast for Standard Oil, Two Seats in the Balcony, the Revolving Stage and the Imperial Grenadiers; and she was the first featured woman radio announcer to be heard regularly on the national networks.

VIVIENNE SEGAL

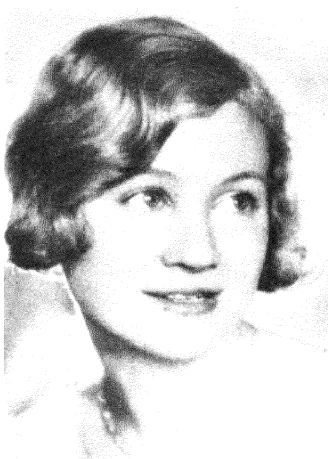


JANIS



KITTY CARLISLE







LUELLA GEAR



QUEENIE SMITH

IRENE RICH

• LUELLA GEAR

A graduate of the Finch School, this New York society girl took part in a Junior League performance. After following her initial success in "Love o' Mike" with roles in "The Gold Diggers" and "Beware of Dogs," she scored as leading comedienne with "Elsie," "Poppy," "Queen High," "The Gay Divorcée," "Ups-a-Daisy" and "Life Begins at 8.40." Miss Gear is known to Washington stock audiences, and played in the film, "Adam and Eva."

She has been a Fleischmann guest star, and was heard in a stage relief show on Station WMCA.

• QUEENIE SMITH

After establishing herself at the Metropolitan as one of the world's foremost ballet dancers, Queenie Smith sprang into musical comedy fame in "Helen of Troy" and starred in "Sitting Pretty," "Be Yourself," "Tiptoes," "Hit the Deck," "The Street Singer" and "The Little Racketeer." In "Every Thursday" she proved her ability in a dramatic role.

Her tour in stock and guest appearance at the Chicago Municipal Opera House were followed by the Players' revivals of "Topsy" and "Uncle Tom" in New York.

"Mississippi" was her first Paramount picture.

She has been a popular Fleischmann guest star.

• FAY BAINTER

After appearing in stock in her native Los Angeles, Fay Bainter obtained a part in "The Rose of Panama" in New York. Following a tour with Mrs. Fiske, she played ingenue roles and was a stock favorite in Albany, Des Moines and Toledo. Her first starring triumphs were in "East Is West" and "The Willow Tree," and two years ago she was filmed in "This Side of Heaven." Among her later stage successes are "The Admirable Crichton," "Lysistrata," "For Services Rendered," "Uncle Tom's Cabin" and "Dodsworth." On the air she enacted scenes from the last three. She broadcast for Fleischmann and for Ward, also interviews for charity.

• IRENE RICH

Lovely Irene Rich of Buffalo started as a Lasky extra, but was soon playing opposite Dustin Farnum. Goldwyn featured her with Will Rogers in seven films and Warner starred her in "Lady Windermere's Fan." After prominent roles for Fox in "They Had to See Paris," "So This Is London" and "Down to Earth," and for MGM in "The Champ" and "Strangers May Kiss," she played over four thousand performances in her vaudeville sketch, "Ask the Wife." Recently she scored in "As Husbands Go."

Besides many radio interviews while on tour, in 1931 the vivacious Miss Rich presented her original sketch, Behind the Screen, on NBC from Chicago. She also acted in Jewels of Enchantment for Welch's Grape Juice.

• HANNAH WILLIAMS

From Taylor, Pennsylvania, Hannah Williams joined George White's Scandals in 1925. Coming to New York, the pretty recruit sang and danced her way to fame in "Manhattan Mary" and the "Black Bottom" edition of the Scandals. After engagements in Chicago night clubs, she appeared in 1932 in "Sweet and Low."

The charming wife of Jack Dempsey has been filmed in Warner shorts, has been a guest of Pabst and Gem Razor, and has been featured by Shell Oil and Wheatena.

• MAUDE ADAMS

Maude Adams played speaking parts in the West when only four. After a small bit in New York in "The Paymaster" and a period with Sothern and Marlowe, she came under the management of Charles Frohman, with whom she was associated until her retirement in 1917.

Miss Adams became leading woman for John Drew in "The Masked Ball" and other plays. In 1897 she attained stardom with Barrie's "Little Minister," and her roles in "Peter Pan," "Quality Street," "What Every Woman Knows," "The Merchant of Venice," "Romeo and Juiet," "*L'Aiglon*" and "A Kiss for Cinderella" made her the outstanding American actress.

She toured with Otis Skinner in 1931; and in 1934 her voice was heard for the first time on the air in Pond's series of Barrie plays.

HANNAH WILLIAMS





BAINTER

MAUDE ADAMS



• JAMES BELL



JAMES BELL

Born in Suffolk, Virginia, James Bell attended the Virginia Polytechnic Institute, and was an electrical engineer for several years.

In 1920 he made his début in "The Bad Man" with Holbrook Blinn, and after an interim of stage managing, took the leading roles in "A Free Soul," "The Last Mile," "The House Beautiful," "Thunder on the Left," "Kill That Story" and "Tobacco Road."

In 1933 he played in films for Fox, Warner Brothers and Paramount, including "I Am a Fugitive from a Chain Gang."

Bell has been heard in the radio version of "The House Beautiful" on CBS and in "Thunder on the Left" over an NBC hook-up. He has been interviewed on the latter chain and from Chicago and Philadelphia stations, also by Bide Dudley. At Station WINS he has acted in a character sketch and in Stars of Broadway.

• HARRY REEVES-SMITH

A distinguished Thespian for nearly a half-century on the American and English stages, Harry Reeves-Smith played in New York with Wilson Barrett, Fanny Davenport and Nat Goodwin. After touring with Margaret Anglin and Grace George, he was starred in "Captain Jinks of the Horse Marines" and appeared in "Peg o' My Heart," "The Gold Diggers," "Grounds for Divorce," "The High Road," "The Vinegar Tree" and "The Great Waltz," in the air version of which he broadcast from Station WOR.

He has also been a guest artist of Old Gold.

• TOM POWERS

After attending college in Texas, this native of Owensboro, Kentucky, came to New York to round out his training at the American Academy of Dramatic Arts. His début in 1911 with "In Mizzoura" preceded by four years his first New York appearance in "Six Who Pass, While the Lentils Boil." Later he was seen in "Mile-a-Minute Kendall," "Oh, Boy," "Bab" and "Love Dreams."

His stage career has included important roles in "The First Fifty Years," "Tarnish," "The Wild Duck," "The Man of Destiny," "Arms and the Man," "White Wings," "Strange Interlude," "The Apple Cart," "Milestones," "The Handy Man"—a play of his own writing, "Private Lives," "Another Language," "Sailors of Catarro," "If This Be Treason" and "Peace on Earth."

For four years his original monologues were broadcast over NBC. He has been guest-starred on that chain by Tastyeast and Fleischmann, and featured in Roses and Drums and by Johnson's Floor Wax. The Ward Baking Company presented him in dramatic sketches on the Columbia networks.



DONALD BRIAN



REEVES-SMITH



PEDRO De CORDOBA



TOM POWERS



MacKENNA

• KENNETH MacKENNA

After a European education, Kenneth MacKenna of Canterbury, New Hampshire, obtained a position in a New York bank; then joined the United States Tank Corps, and in 1919 made his début in "At 9:45." Following this he played principal roles in Galsworthy's "Windows," "You and I," "What Every Woman Knows," "Merrily We Roll Along, "Anything Goes" and "Accent on Youth." Beside appearing in many popular films, Mr. MacKenna has achieved brilliant radio success on NBC in Great Moment in History, a Russian playlet with Maude Adams, "Othello" and the Lux Theatre of the Air.

• PEDRO De CORDOBA

A true Spaniard by nature, though born in New York, Pedro De Cordoba puts all the fire of his race into his acting. His original intention was to become a master of the violin and he studied to that end; but a stronger desire to become an actor finally won him a name in the dramatic field.

Since 1926 he has been increasingly active in radio, with prominent parts in the Friendly Philosophy programs, the March of Time, Roses and Drums and the American School of the Air. He was the narrator for a saga of the Roosevelt family, and has portrayed ex-King Alfonso of Spain, George Washington and Abraham Lincoln.

While making the picture, "Carmen," he underestimated the speed and strength of the bull, and for a few minutes things looked very serious for the amateur toreador.

• DONALD BRIAN

Born at St. Johns, Newfoundland, and educated in Boston, Donald Brian worked for the Akron Iron and Steel Company, sang with the Boston City Quartet, and in 1898 appeared in "Shannon of the Sixth." Two years later he entered musical comedy as the lead in the original "Floradora" company. After successes in "Silver Slipper," "Little Johnny Jones," "Forty-five Minutes from Broadway," "Fifty Miles from Boston," the original production of "The Merry Widow," "The Dollar Princess," "The Siren" and "The Marriage Market," he co-starred for four years in "The Girl from Utah" and "Sybil."

Among the high-lights of his career are the revival of "The Chocolate Soldier," "Buddies," "No, No, Nanette," "Castles in the Air," "Private Lines," "Candle-light," "This Thing Called Love," the Coast tour of "Reunion in Vienna," "Fly Away Home" and "The Song and Dance Man."

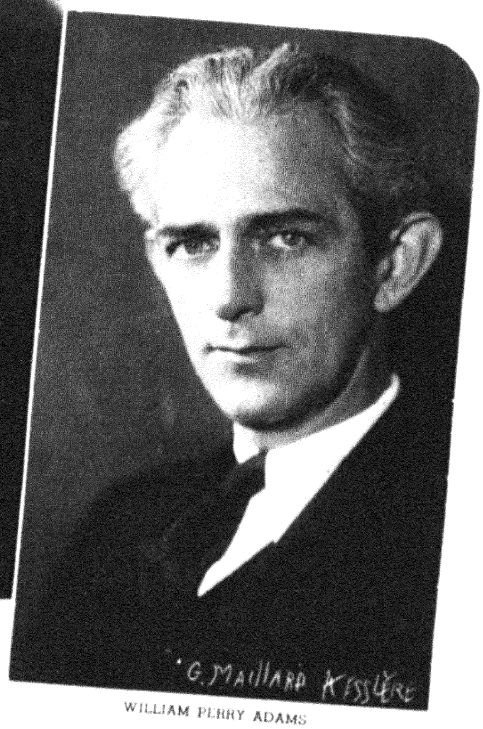
He brought "The Merry Widow" to the air for Kraft, and was heard in Roses and Drums, sponsored by the Union Mutual Life Insurance Company, also in Manhattan Merry-Go-Round.



TIM FRAWLEY



ADELE RONSON



WILLIAM PERRY ADAMS

• TIM FRAWLEY

Tim Frawley was first seen on the stage in his birthplace, Washington, D C After a number of years as actor with many prominent stars, he became leading man and then actor-manager of his own San Francisco company, which toured the world six times, playing in india, New Zealand, Tasmania, Australia, China, Japan, the Philippines, Java Mesopotamia, Egypt, Africa and Alaska

For five years Mr Frawley has been popular in broad casts for Socony, Lucky Strike, Death Valley Days, Danger Fighters, Dream Dramas and Conoco, also with George M Cohan, Maude Adams and Warden Lawes Perhaps the most noteworthy of all his characterizations is his Old Ranger in the Death Valley Days programs The Radio Guild presents him in various important roles

• ADELE RONSON

A native of New York, Adele Ronson began appearing on the stage at seventeen, playing with Grace George, Mrs Fiske and other stars She had leading roles in "Road to Rome," "Skidding and "These Few Ashes"

After proving her adaptability by acting in several popular motion pictures, she made her radio début with marked success in the True Stones hour

Miss Ronson was Pond's hostess on NBC for forty weeks A member of the Radio Guild, she has played leads and ingenues in many other programs, including Colliers, Eveready, Maltine, Woodbury and the Gibson Family for Ivory Soap One of her outstanding performances was in the role of Florence in the Goldbergs series She plays the leading role of Wilma Deering in the Cocomalt series Buck Rogers in the Twenty Fifth Century

This charming young dramatic star with the reddish brown hair and mischievous eyes knits continuously dur ing rehearsals She loves to browse through book shops and has a remarkable collection of first editions of modern and classic authors

• WILLIAM PERRY ADAMS

Starting his stage career in Shakespearean repertoire with Sothern and Marlowe, William Perry Adams of Tiffin Ohio, acted with Arthur Hopkins productions for many years He played with John Barrymore in "Hamlet" and later directed this classic in London

Although on the air for nearly a decade, it is only in the past two years that he has concentrated on radio drama For six years he took the part of Uncle Henry in every per formance of Colliers hour He has been heard in many Socony programs, the original Penrod series and the March of Time, also as narrator in Great Moments in History and as announcer for Hudson He is famous for his impersona tion of President Roosevelt The House of Glass dramatic feature, sponsored by Proctor and Gamble, and the Palm olive series have afforded him the opportunity to display his unusual histrionic ability

Despite his marked talent for mimicry, he prefers acting, especially in Shakespearean roles

Mr Adams has been a professional in baseball, basket ball and billiards and is an accomplished golf and tennis player



ALEXANDER WOOLLCOTT

Bide has written light plays and musical comedies, and is the author of "Bolivar Brown." He is in demand as a humorous after-dinner speaker.

During the three years of his radio career he has been heard over WOR, WMCA, WJZ and WEAF three thousand times; and two hundred stars have been his guests on the air. As theatrical and film commentator for WOR he reviews all new productions at twelve o'clock on each opening night. His Theatre Club of the Air has six thousand members.

• ALEXANDER WOOLLCOTT

A native of Phalanx, New Jersey, Alexander Woollcott received his Ph. B. from Hamilton College in 1909. After postgraduate work at Columbia, he became dramatic critic of the New York Times, and later of the New York Herald and the World.

He is a contributor to many magazines and among his numerous books are "Mr. Dickens Goes to the Play," "Enchanted Aisles," "The Story of Irving Berlin," "Going to Pieces," "Two Gentlemen and a Lady" and "While Rome Burns."

His humor has reached the public via the CBS air waves as an after-dinner speaker. As the Town Crier, he has broadcast his keen comments from WOR and for Cream of Wheat on NBC. He was featured in the films, "The Gift of Gab" and "The Scoundrel."



BIDE DUDLEY

• WALTER WINCHELL

Broadway's best-known columnist was a personal secretary in the navy during the war. After starting an NVA publication in New York he joined the Graphic in 1924 and later the Mirror.

His first broadcast was for Saks over CBS, four years ago. For nearly a year his crisp crescendos added interest to the Lucky Strike Magic Carpet presentations, for which he coined "Okay America." He originated "Lotions of Love" for Jergens; and has also etherized for Wise Shoe and Gerardine.

His voice was heard in "Broadway Through a Keyhole," the film he wrote for United Artists. He is a spicy national figure with his "Flash" news comment and breezy gossip column of Gotham chit chat.



WALTER WINCHELL

• BIDE DUDLEY

Born in Minneapolis, Walter Bronson Dudley spent his early life in Kansas, Missouri, and Colorado. His quarter-century as newspaper columnist and critic has included seventeen years on the New York Evening World and various terms with the Denver Post, Kansas City Star and New York Evening Journal, Telegraph and World-Telegram.

• ROBERT GARLAND

After graduating from Johns Hopkins, Robert Garland served with the American forces for four years in Siberia. On his return to his native city he handled general assignments on the Baltimore News and in 1922 became dramatic critic.

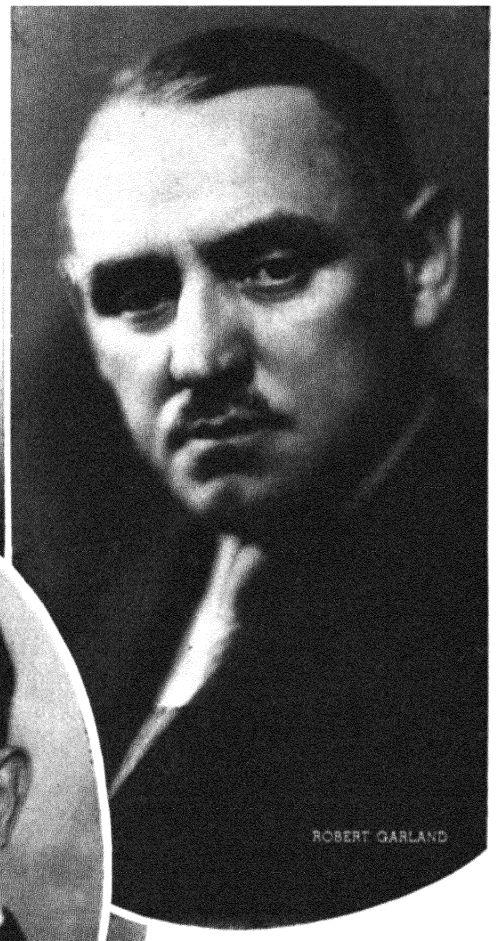
Following a term with the Baltimore American and the Post, he came to New York in 1927 on the staff of the Telegram, and remained with the World-Telegram when the papers were combined After conducting his colorful "Well, Whaf of It?" column, he covered theatrical and phonograph record news and reviewed plays.

Well-known on WBAL in Baltimore for his talks about the stage, books and movies, Garland has interviewed and been interviewed on virtually every New York station. His playlet, "At Night All Cats Are Gray," has been performed five times on the air.

A magazine contributor of articles, fiction and plays, Garland has also written the published plays: "Brotherhood of Man," "The Importance of Being a Roughneck" and "The Double Miracle."

"Post Impressions" is a volume of his poems.

He proved his thorough interest in and consistent love for the realm of the theatre by marrying the attractive and talented Queenie Smith of stage and cinema fame.



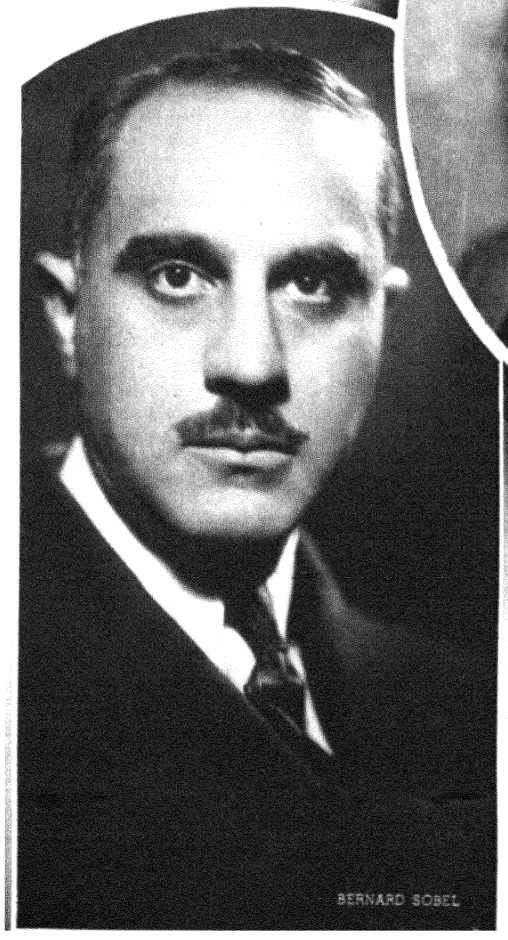
ROBERT GARLAND

• BURNS MANTLE

Robert Burns Mantle left his home in Watertown, New York, and became dramatic editor of the Denver Times, continuing his journalistic career with the Chicago Tribune and New York Evening Mail. He has been editor of "Best Plays" and "The Year Book of the Drama in America" since 1919 and for the past thirteen years has served as dramatic editor of the New York Daily News. Mr. Mantle is the author of "American Playwrights of Today," and is a member of the Pomonok Country Club and the Dutch Treat Club. He has discussed his book, "The Best Plays," from NBC and has broadcast a symposium with Lawrence Langer and Keith Winter.



BURNS MANTLE

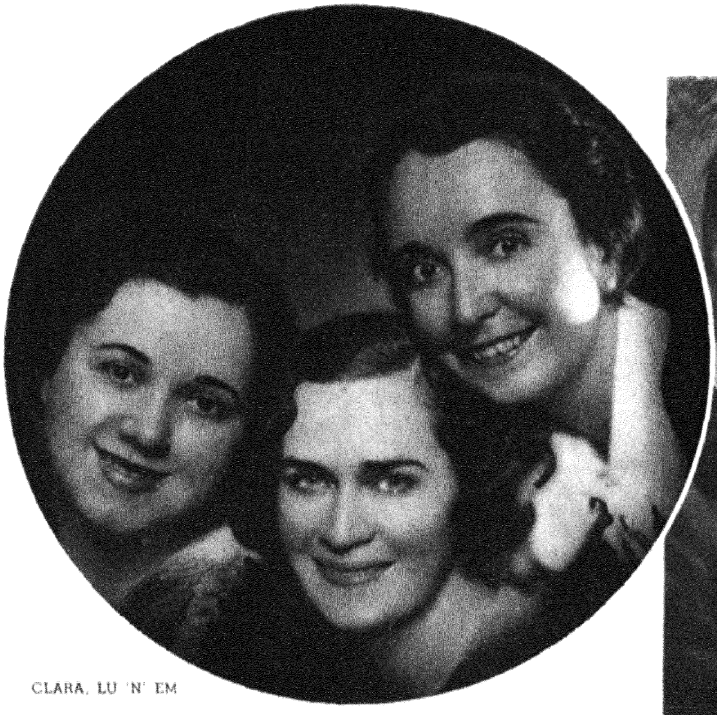


BERNARD SOBEL

• BERNARD SOBEL

Formerly professor of English at Purdue University, faculty member of the College of the City of New York, press representative for Ziegfeld, Dillingham and Erlanger and director and organizer of the CBS stage department, Bernard Sobel of Attica, Indiana, has become one of New York's outstanding dramatic critics.

He is a contributor to many magazines, author of "Burleycue" and "The Indiscreet Girl," former Herald Tribune columnist on the technique of playwrighting, and now theatrical commentator for the Mirror. Mr. Sobel was the first to exploit the theatre through broadcasting, and his lectures have been heard from most of the Eastern and Middle Western stations.



CLARA, LU 'N' EM

• CLARA, LU 'N' EM

The friendly, gossipy chats of Clara, Lu 'n' Em originated when they were students at Northwestern University, where each of them earned a Bachelor of Letters degree from the school of speech.

The matter-of-fact Clara is played by Louise Starkey of Des Moines, Iowa, whose imaginary childhood playmate, Charley, developed into the fascinating series of make-believe episodes with which she and her college chums entertained their Zeta Phi Eta sorority sisters. Before entering radio, she taught at a girls' college in Texas and spent a season with the Allied Arts group, a sort of American "*Chauve Souris.*"

Louise attends art school three nights a week with her husband, Paul Mead. She has a keen sense of humor, enjoys reading biography, and collects demi-tasse cups from many countries.

As the frivolous Lulu Casey, Isobel Carothers giggles her way through every situation. Born in Mt. Pleasant, Iowa, she spent her girlhood in Des Moines, and after two years at Drake University, met the other girls of the trio at Northwestern. The auburn-haired, freckled and blue-orbed Isobel taught school in Boston, then married Howard Berolzheimer.

The role of the fond mother, Emma Krueger, is taken by svelte, tall Helen King, now Mrs. Mitchell, who came to Peoria, Illinois, from a Los Angeles suburb. Lack of funds for joining the Chicago Musicians Union prevented her from becoming a radio pianist, but she plays the piano and organ as a pastime.

Soon after Station WGN had introduced the trio to a receptive air public, their breezy program was sponsored by Super-Suds; and it has been a favorite NBC feature for five years.

After each broadcast they continue talking in character, jotting down their conversations on the way to their homes in Evanston, Illinois. The result is the next day's script.



BILL AND GINGER

• BILL AND GINGER

Bill and "Ginger," the lovable and ideal married couple of the air, were first brought together on Station WCAU in Philadelphia.

Lyn Murray, or Bill in the act, was born in London, England. After coming to the United States, he worked as a reporter and editorial writer on the Philadelphia Public Ledger. He became an active member of various glee clubs and dramatic societies and later played the organ in theatres and churches. Beginning his radio work as singer, pianist and announcer at WGH, Newport News, Virginia, he continued at WCAU, where he also heads the arranging department.

Virginia Baker, or "Ginger," is a native of Philadelphia. At eleven she sang and danced on the stage, touring the country with a children's act. In 1928 she was heard from WCAU in the American Oil and Crawford programs. Two years later she and Lyn were featured by Ivin's Cookies, followed by the Amco Revue and the Pebeco and Mueller Macaroni series.

There is something sweetly appealing about the simple, homely atmosphere of this sketch—something very real and convincing in this sincere picture of a devoted young couple and their precious baby. With their laughable arguments, their aspirations and dreams, their smiles and sighs, and towering above all the little humdrum incidents that go to make up life, the beautiful miracle of their steadfast love.



GERTRUDE BERG

CHARLES WINNINGER RICHARD GORDON

• CHARLES WINNINGER

Born in Black Creek, Wisconsin, Charles Winninger first acted at the age of seven with his family. From a Mississippi show boat he came to New York, teaming with Blanche Ring in "The Wall Street Girl" and "Claudia Smiles." He appeared in the Passing Show, the Ziegfeld Follies, "No, No, Nanette" and "Oh, Please." His stage portrayal of Captain Andy's role in "Show Boat" was his most outstanding success.

After winning a high place in the hearts of his air audience as the genial old skipper of the Maxwell floating theatre and in the Gulf Headliners series, he was seen in the Broadway hit, "Revenge With Music."

• GERTRUDE BERG

Gertrude Berg graduated from Columbia University, and except for two years spent on a Louisiana sugar ranch, has always lived in New York. With no literary experience she prepared a script of Jewish family life which NBC finally gave a one-night trial.

Although she had never acted professionally, Mrs. Berg herself took the role of Mollie for that crucial broadcast in 1927, which resulted in Pepsodent's popular Goldbergs series, followed by the House of Glass for Procter and Gamble.

Mrs. Berg finds time to rear a family, dance, sing, paint and appear in vaudeville.

• RICHARD GORDON

From cub reporter and bank clerk in Bridgeport, Connecticut, to featured player and leading man in more than fifty productions on Broadway and the road, with fifteen years in stock—summarizes the career of the ace detective of the mystery-haunted alleyways of the air.

Leaving the New York World, he attended Yale Art School while working as a hotel night clerk. As a graduate of the American Academy of Dramatic Arts, in 1902 he played his first role in "Her Lord and Master," followed by "David Harum," "The College Widow," "The Bird of Paradise," "The Last Warning" and a score of others.

In 1930 his characterizations of Sherlock Holmes and Long John Silver in "Treasure Island" proved popular in the NBC Retold Tales series. His three years in the role of Conan Doyle's master detective, sponsored by G. Washington Coffee, made the character so real that he removed his telephone listing because his fans called him for his opinion on murder cases. He has impersonated more than a hundred historical and musical characters, and has been heard in many programs including Socony, Westinghouse Salute, Penrod, Physical Culture, the Silver Flute, D'Orsay, True Detective Stories, Empire Builders, Trial of Vivian Ware, Coty, Danger Fighters, Radio Guild, Lucky Strike Dramas, Rocket to the Moon and Famous Loves. In 1932 he won the Bosch gold cup, and the following season was featured in K-7 and 20,000 years in Sing Sing.

Mr. Gordon is a member of the Lambs, the Town Hall Club and the Council of Actors, Equity. In his spare hours he makes furniture.



PINCHOT

• ROSAMOND PINCHOT

At seventeen Rosamond Pinchot of New York played the first of seven hundred performances in "The Miracle."

After touring with that show in Budapest, Vienna and Prague, she returned to America and acted in stock companies. On her second trip to Europe she played German parts with Max Reinhardt.

Her first broadcast was for Al Smith's presidential campaign in "Up from the City Streets," following which she enacted the role of Vivian Ware. During Roosevelt's campaign she spoke for him over stations and networks. For a year she took part in a WOR psychology program.

She has ridden in national horse shows all over the country and has competed in important swimming races.

Hollywood has recognized her charm and talent with a role in "The Three Musketeers."

• JOHN MacBRYDE

John MacBryde, born in Troy, New York, played juveniles in a local stock company. Engagements under the Shubert and Selwyn banners followed a role in "De Luxe Annie." He has portrayed over five hundred characters, including parts in "Within the Law," "Common Clay," "The Patsy," "The Show-Off," "The Family Upstairs," "The Old Soak," "Gentlemen Prefer Blondes," "The Cat and the Canary," "Broken Wing," "The Gorilla," "The Whole Town's Talking," "So This Is London," "Laff That Off," "Boomerang," "Girl Trouble," "Spread Eagle," "A Free Soul," "Broadway," "What Anne Brought Home," "Kongo," "Queen High," "Bringing Up Father," "Is Zat So?" and many others.

He has toured throughout the country with his own vaudeville presentations, and George M. Cohan made a full-length play from his sketch, "The Meanest Man in the World."

In 1928 he became a featured member of the Eveready players on Station WEAF, and since then has been heard in fifteen hundred radio characterizations in the following programs: Great Northern, True Detective Stories, Philco, Blackstone, Majestic, Westinghouse, True Romance, Physical Culture, Arabesque, Time, Dixie Circus, Evening in Paris, Campus, Charlie Chan, Death Valley Days, Sherlock Holmes, Danger Fighters, Orange Lantern, the Goldbergs, 20,000 Years in Sing Sing, Eno Crime Clues, the Gibson Family, Palmolive, Cities Service, RCA-Victor, Warden Lawes and Big Ben.



ALONZO DEEN COLE MARIE O'FLYNN



JOHN MacBRYDE

• ALONZO DEEN COLE and MARIE O'FLYNN

Alonzo Deen Cole of St. Paul received his education while traveling through the West with his family. He played the boy lead in "The Dummy" and later appeared in "Very Good, Eddie," "Pitter Patter," "Daddy Long Legs," "The Boomerang," "Synthetic Sin" and "Mr. Wu."

Featured comedy roles in musical and dramatic stock companies in Maine, Ohio, Pennsylvania and New York were followed by a season of American farce in Paris.

After several years in vaudeville, he adapted for radio "Darling" and "Dearie," the characters of one of his acts, and followed this series by his popular Witch's Tale for Sachs Furniture Company on WOR.

His wife, Marie O'Flynn, leading lady in this program, has appeared on the stage since childhood, and Broadway has seen her in many musical successes.

The part of the old witch, Nancy, was played by the late Adelaide Fitz-Allen, the well-known character actress, who appeared in productions with Ellen Terry, Walter Hampden and Alice Brady.

• ALICE REINHEART

Reared in a Nevada mining town, Alice Reinheart became a member of the Players Guild in her native San Francisco. She played in English and German theatres in Berlin, in UFA shorts and in "Papavert." In this country she appeared in "Cleopatra in Foolscap," "The Mask and the Face," "The Drums Begin," "The Wooden Slipper," "Men in White" and "The Pursuit of Happiness."

Miss Reinheart has been heard in the Gem CBS programs, the Warden Lawes, Charlie Chan, True Stories, K-7 and Blue Coal series, and announced for the Hall of Fame and Palmolive.



ALICE REINHEART

• ALICE DAVENPORT

Pretty Alice Davenport started her dramatic career as ingenue and leading woman in a stock company. After touring through Minneapolis, Baltimore, Richmond, St. Paul and Kansas City and playing on Broadway, she began her radio work three years ago, and has since acted in many programs including the Eno Crime Club, Wayside Cottage, American School of the Air, Gem Razor, Du Pont, Big Ben, Goodyear Tire and Borden's Forty-Five Minutes in Hollywood.

By her clever acting of the leading role in the Wheatena series she has attracted a host of enthusiastic fans and many new friends.

• CARRIE LILLIE

Since her childhood, Carrie Lillie of New York has amused vaudeville audiences with dramatic stories and impersonations of children. Three years ago she left musical comedy to organize the Goody-Goody Club on WMCA for Eskimo Pie. Later Sachs Furniture Company sponsored her on WBNX.

Her parties and outings for children and her charitable work have endeared her to countless youngsters.

Her own sons help her take charge of the children on these jaunts and join in the games and sports.

So popular has she become, that fifteen thousand active members are listed on the rolls of her club.

She emphasizes the importance of good deeds and finds that there is a remarkable response to her teachings in the actions of her juvenile audience.

Because of her genuine love of children, she has acquired a true comprehension of their psychology and interests; and prepares her radio script on subjects which naturally hold their attention.



CARRIE LILLIE



ALICE DAVENPORT

• FLORENCE BAKER

This talented young girl was born in New York on Friday, the thirteenth.

As a child her first stage experience was obtained with a Philadelphia stock company. At eight she appeared in "Under the Lilac Tree" and "The Swan", and three years later became a member of Eva Le Gallienne's repertoire company in New York, playing in Barrie's perennially popular "Peter Pan."

Since the age of twelve, her career has encompassed programs on the networks of NBC and the Columbia Broadcasting System, including Borden's Forty Five Minutes in Hollywood, True Stories, Castoria, Penrod, La France, Love Stories, Lucky Strike, Radio Guild, Liberty Forum, Conoco, Venida and Madame Sylvia's Hollywood Show for Ry-Krisp.

Miss Baker attended the Ethical Culture School, the Professional Children's School and has completed several years of study at Alabama University.



FLORENCE BAKER



ANNE SEYMOUR

• ANNE SEYMOUR

This charming New Yorker played in "Mr. Moneypenny" on Broadway and in "The Sea Gull" in Boston, later touring the entire country with Ethel Barrymore in "School for Scandal."

At WLW, Cincinnati, she played dramatic leads. Later she was heard from Chicago via NBC in Grand Hotel, sponsored by the Campana Sales Company.



ARLINE BLACKBURN

• ARLINE BLACKBURN

On the stage since she was three, Arline Blackburn of New York played in the movie, "School Days," with Arthur Hopkins in "Close Harmony," and as Alice Brady's daughter in "Bride of the Lamb."

She has acted all the feminine juvenile roles in the True Stories hour over WOR and NBC, and has had parts in Love Stories, Just Plain Bill, Detective Stories, Shakespearean plays, Curtain Calls, Eno Crime Club, the Chase and Sanborn and Oldsmobile programs and with the Poet Prince

• EFFIE PALMER

After moving from Albany to Boston, where she studied, Effie Palmer followed her lyceum and stock company engagements by entertaining at military bases. She first broadcast in 1922, and for the past six years has been heard on the networks in the Uncle Abe and David, Lucky Strike, Just Plain Bill, Girl Next Door, Rise of the Goldbergs, Show Boat, Country Doctor, Post Toasties, March of Time, Socony and An Evening at Seth Parker's programs.

EFFIE PALMER



• FANNY MAY BALDRIDGE

Fanny May Baldridge has brought the charm of her native South to the microphone. Following her engagement in 1928 as the Iso Vis Sweetheart on NBC, she wrote plays about Alabama, playing the part of the negro mammy. She became director of continuity and production at WHAS in Louisville, then joined the Chicago NBC staff.

Her scripts—In Alabama, Magnolia and Mose and Janie Jones—proved very popular; and Miracles of Magnolia, written, produced and acted by herself, was heard daily for ninety-seven weeks on NBC. Miss Baldridge has also acted in the Empire Builders, Horlick, Quaker Oats, Swift's, Pepsodent and Carnation Milk programs, and as Mammy Gardenia in the Betty and Bob series for Bisquick.

FANNY MAY BALDRIDGE



Her production is the only dramatic feature of five to seven characters written, enacted and produced by one woman for chain broadcast, and holds the Chicago record for the longest run of all daily sustaining features.

• KATHERINE TIFT-JONES

Tift County, Georgia, was named for Miss Tift-Jones' family.

In her WEAF program in 1922 she was the first to introduce negro dialect on the air. Katherine 'n' Calliope, written, produced and acted by herself, has been on the air continuously for seven years. Her broadcasts have included Florida Citrus Growers, Queensboro Corporation, Aeolian, Mrs. Wagner's, Thin Dusk, National Home, Kirkman, Romance Isle and Cabin Door. She has been guest with Eddie Cantor, Collier's, Mobiloil and Willard Robison.

• EILEEN DOUGLAS

Eileen Douglas of New York became an actress at an early age, and was on the stage for ten years in "The Cat and the Canary," "Grand Street Follies," "Dover Road" and many other plays.

Her first program was on WMCA for a fur company. She wrote and acted in sketches for Barnsdall Oil, Outdoor Girl at WOR, and Hellmann's Mayonnaise over WEAF. Miss Douglas has made transcriptions and has been heard in the NBC Hour of Smiles and Town Hall Tonight for Bristol-Myers.

EILEEN DOUGLAS



KATHERINE TIFT-JONES



ROSALINE GREENE

programs including Melodramas on WJZ, Close-Ups of Hollywood at WOR and Beautiful Women in History over WEAF. She acted comedy characters with Eddie Cantor and played in the Maxwell, Potash and Perlmutter, Peggy's Doctor and Linit series.

• SOPHIA M. LORD

After attending the Universities of Southern California and Arizona, Sophia Mecorney Lord of Meriden, Connecticut, entered radio six years ago with her husband in Sunday at Seth Parker's, known on the stage as "An Evening with Seth Parker," and in the RKO film as "Way Back Home." She has also played in the Uncle Abe and David series, taking the part of Hattie Sidinsticker, and many featured roles in the popular Country Doctor dramas, with marked success.

SOPHIA M. LORD

Life in her home town had familiarized her with the New England atmosphere portrayed in the sketches staged by her famous husband, Phillips H. Lord.

In the Seth Parker programs her characterization of Lizzie Peters was excellent.

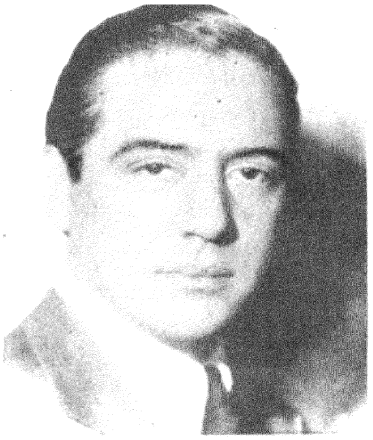


• ROSALINE GREENE

In Albany, Rosaline Greene of Hempstead, Long Island, was leading lady of the WGY Players. She graduated from New York State College, paying her way with radio work.

In 1926, at the Radio World's Fair in New York, her voice was acclaimed the most perfect. She was leading lady in the original Eveready hour, and has played hundreds of roles in





JAMES MEIGHAN

• JAMES MEIGHAN

James Meighan, wishing to follow the same career as his famous uncle, Thomas, started to act in a Yonkers stock company. Then followed roles in plays with Ethel Barrymore, Jane Cowl and Alice Brady. He has designed stage settings and performed in eight of Eugene O'Neill's plays, including "Desire Under the Elms."

Several years ago he started broadcasting from WEAF. He was heard in the following programs: Little French Princess, Just Plain Bill, Little Italy, Death Valley Days, Peggy's Doctor for Blue Coal, the Mohawk Treasure Chest, Kolynos and Louis Philippe from WABC, WEAF and WJZ. His hobbies are boxing, swimming and writing stories for publication.

• WALTER C. KELLY

Born in Mineville, New York, Walter C. Kelly moved to Tidewater, Virginia. He appeared at Tony Pastor's in 1899, and later in New York with Mark Twain in "Huckleberry Finn." Until 1904 he was a partner of Marie Dressler in a sketch; then he toured the Williams circuit in his famous impersonation of the Virginia Judge, which became a vaudeville classic. In 1906 he was held over for forty-four weeks at the Palace Theatre in London and for several years he played eight weeks annually in that theatre.

He toured Africa, India, Australia, New Zealand and other countries, followed by Keith-Orpheum bookings and Victor recording. His first broadcast was for the National Carbon Company in 1927. He has been a guest artist in the White Owl, General Motors, Absorbine, Chase and Sanborn and Fleischmann programs, and was heard with Arthur Brisbane for five weeks.

Kelly starred in "Great Day" and played four seasons at the Winter Garden, and in "Show of Wonders," the Passing Show and the motion picture, "Seas Beneath."

His latest characterization was a featured part in "McFadden's Flats."

• EDWARD REESE

Former two hundred twenty yard swimming champion of the South Atlantic, holder of the North Brittany tennis title and connoisseur of old swords, this actor has chosen radio for his serious work.

Edward Reese essayed painting in his native Baltimore, but at nineteen went on the stage in a one-act play of his own writing, then acted in stock all over the country and in many New York productions. He was leading man for Fay Bainter in "East Is West," played with Ina Claire in "Grounds for Divorce" and appeared in "Spotlight."

Mr. Reese has been featured in the Eno Crime Club since its inception and has made many personal appearances in connection with this popular feature. His radio programs have included American School of the Air, Buck Rogers, Romances of the Sea, Collier's, Socony, and Tower Magazine. He has written short stories and special articles.



EDWARD REESE

• PHILLIPS H. LORD

Son of a Vermont minister, Phillips H. Lord graduated from Bowdoin College in 1925, and turned his attention to writing. He organized a company at a small station for a trial broadcast of his own script, Seth Parker's Sunday Night in Jonesport, a semi-religious program of small town life in Maine, the success of which led to his tour of ninety cities in the United States and Canada. The Federation of Churches of America praised his evangelistic influence.

Lord's program, Uncle Abe and David, non-religious in character, was sponsored by the Goodrich Rubber Company; his Frigidaire series was broadcast from the picturesque old schooner on which he has voyaged from port to port. NBC has presented his short-wave broadcasts from the South Seas.

• FRANK READICK

After an absence of two years Frank Readick of Seattle, Washington, returned to CBS for Blue Coal as the Shadow. From the time he was a tiny tot he toured the United States, Canada and Mexico in his father's covered wagon show.

He attended school in Chicago, fought as a bantamweight in Kansas City and played as second baseman in New York. "Star Bout" provided his first major part, and he appeared on the road in "The Very Idea."

In 1928 he came to radio as a principal of Columbia's Show Boat and the Joe Palooka series. He was featured in the March of Time and Borden's Forty-Five Minutes in Hollywood.

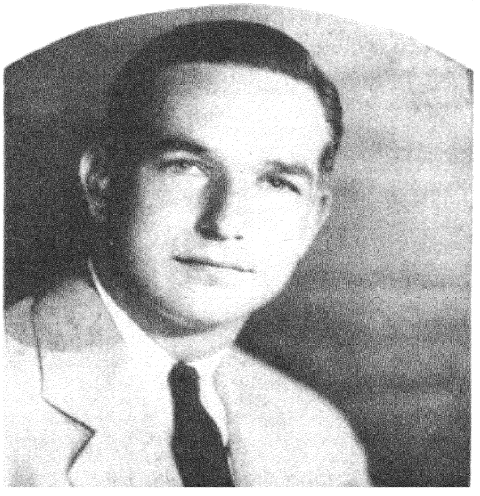
During his theatrical tours throughout the country he played roles which ranged from juveniles to octogenarians.

His hobby is the study of Parisian history.

FRANK READICK

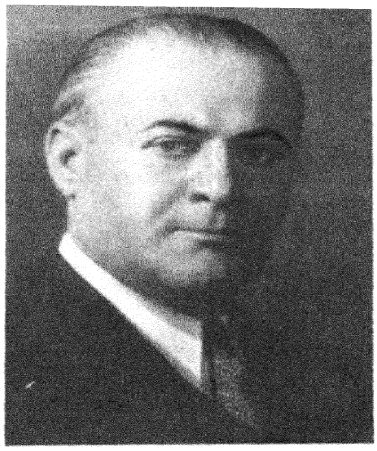


PHILLIPS H. LORD



WALTER C. KELLY





JOSEPH GREENWALD

• LEW WELCH

Born of a theatrical family in New York City, Lew Welch toured for twelve years as a vaudeville headliner in two skits. Then he played in "Abie's Irish Rose," "Gentlemen Prefer Blondes" and "Potash and Perlmutter."

His microphone début was in the Feen-a-Mint radio version of the latter.

• JOSEPH GREENWALD

This East Side boy began to act in melodrama at seventeen. He played in "Abie's Irish Rose" for six years here and abroad, produced and acted in "The Kibitizer," and in England played in "*Wunderbar*." Returning here, he starred in "The Camels Are Coming" and "Keeping Down Expenses."

He was heard in the Feen-a-Mint Potash and Perlmutter series and Procter and Gamble's House of Glass.

• CAMERON KING

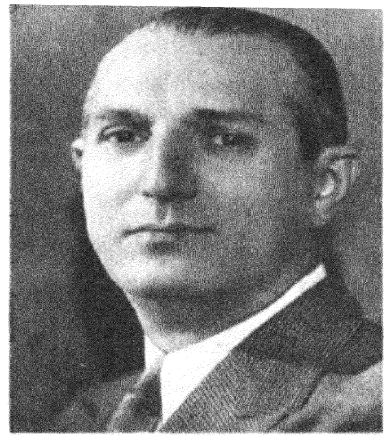
Through the welter of spindrift, from the swirling maelstrom of the North Sea across the tides of the world to the far-flung fury of the icy capes—mid days of green terror in a spume-lashed hell and tranquil nights among the isles of mystery beneath the Southern Cross—under strange stars and on blistering decks, over uncharted waters to the shining ports of dawn, in snug schooners and leaking tramps—Cameron King has turned from fighting the giant octopus to lick the salt from his lips and fling back into the teeth of the biting gale the roaring challenge of the seven seas.

Starting in small sailing vessels at thirteen, this bonny Scots lad of the Moil, born on the rock-bound, wind-swept coast near Rathlin Island, followed the trackless path of his seafaring ancestors in racing craft and later in the merchant marine.

Schooled in the fo'c'sle, with the yardarm, the rigging and the crow's nest as his gusty playgrounds, he spent his boyhood amid flapping canvas; and at fifteen volunteered in a thrilling ship rescue.

In and out the tangled skein of his sea yarn runs the colorful thread of his days ashore—queer flotsam and jetsam along life's strand—and after mastering the microphone at WHN, he related his wanderer's tales over WOR for the Boys' Club of America. NBC has presented him on the Revolving Stage, in the Seven Seas series and as narrator of the Rainbow-Endeavor yacht race.

With International Lloyds for years—student of commercial law, with five diplomas in the London Art School — football full-back, Olympic candidate, noted debater and teacher of naval architecture and engineering — salty philosopher, Biblical scholar, gripping orator, magazine writer and broadcasting genius — the tang of the briny waves is upon his rolling Gaelic tongue — Cameron King — minstrel of the deep, who sings us the saga of the seven seas.



MAURICE BARRETT

• MAURICE BARRETT

The ambition of Maurice Barrett was to become a rabbi, but financial difficulties compelled him to turn to acting. Starting as an extra at Keith and Proctor's stock theatre in New York, he eventually played parts. Then he joined a repertoire company which featured "Jesse James" and "Don Cesar de Bazar." After being stranded on the road, he toured the country as a circus clown.

His big chance came with the play, "Potash and Perlmutter," in which he took the part of Pasimski. The beggar's role opposite Otis Skinner in "Kismet" was followed by his Hindu characterization in "Eyes of Youth," his convincing Chinaman in "Drifting" with Alice Brady, another Hindu interpretation in Stevenson's "Master of Ballantrae" and numerous Oriental roles in other plays.

Barrett returned to "Potash and Perlmutter" as Waxberger—this time on the air—also playing types in "Jim Highlights" with Ed Sullivan and "Luck of Jo and Chnstopher" on WOR. He has impersonated Ernest Lubitsch, Sam Harris and Martin Johnson for radio audiences.

• FLOYD THOMAS BUCKLEY

Floyd Thomas Buckley studied engineering at Syracuse University. After returning from the Spanish-American War, he entered musical comedy in 1900, appearing in "Floradora," "Bankers and Brokers" and various dramatic productions. For three years he acted in Pathé films and from 1915 to 1926 he also directed for that company.

In 1931 he was heard on NBC in the Haunted Violin and later in Heroes of Israel for General Foods and Goldstein and Bernstein for Breakstone over WMCA, Gem Razor and the American School of the Air on CBS, Men of Daring, That's Life and Isles of Romance from WOR and the Happy Landings and Penrod and Sam transcriptions. His specialties are emotional leads, heavy character parts and all dialects, from Irish to Chinese. He is truly a tycoon of the tongue-twisting tribe.

CAMERON KING



LEW WELCH



FLOYD THOMAS BUCKLEY



• MARGERY RICHMOND

With Pontiac and Detroit as her native heath, this beautiful and talented blond actress acquired her stage training with Ben Greet in London. She appeared with the Civic Opera Association and the Players' Guild in Detroit, and has played leads in stock.

Margery Richmond has proved her dramatic ability in the Ivanhoe Mayonnaise and Easy Washer transcriptions, Forhan's Jarr Family, the Man Hunter, the Spy, Thrills, Playhouse Romances, Ann Worth—Housewife, Crimson Fangs, Musical Romances and the Lone Ranger series, also as the Persian Princess in Nocturne. She has been heard in two hundred fifty performances over WXYZ, WGN, the Michigan and Canadian networks, WOR and the Mutual chain.

The lovely Margery and her prize-winning Scotty, "Sandy," are studio favorites.



MARGERY RICHMO

• AGNES MOOREHEAD

Born in Boston, Miss Moorehead migrated all over the country with her father, a minister. She appeared in the Municipal Opera Company in St. Louis for three years. In 1928 she came to New York and graduated from the American Academy of Dramatic Arts. She has appeared in the Broadway productions of "Soldiers and Women" and "Candle-light," and toured with Seth Parker.

Her radio programs have included Mystery House, Lanny Ross' Log Cabin, Palmolive and Bristol-Myers over NBC; Arco, Danger Fighters, Nana, Evening in Paris and Gulf Gas on CBS; 20,000 Years in Sing Sing, Winnie the Pooh, and the Gumps for Corn Products.

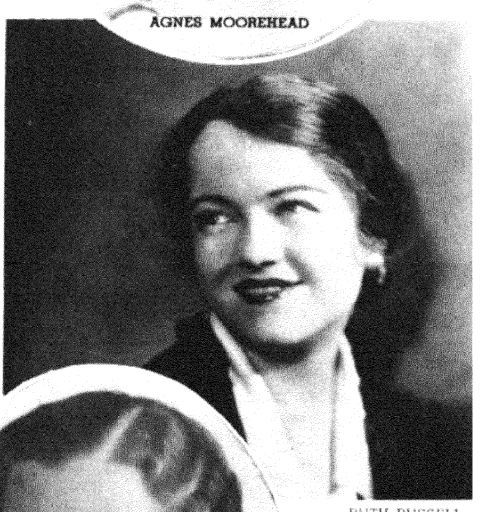


AGNES MOOREHEAD

• RAYE WRIGHT

Raye Wright, who presented a weekly series of dramatic sketches for WINS, and was leading lady of the Matinée Players, was born in Newcastle-on-Tyne, England. Her appearances in "Little Lord Fauntleroy" and as a concert contralto were followed by five years on the legitimate stage.

Featured in "The Valiant" at WTAM, Cleveland, she became leading lady of the WTAM Players and later was heard over NBC. She will be remembered as the Henkle Housewife, the Moxie Hostess, the Lander Beauty Expert and star of the Saturday Night Op'ry House on Station WINS.



RUTH RUSSELL

• RUTH RUSSELL

After acting in stock and with the Civic Repertory Theatre and in "Dear Jane," Ruth Russell of Washington played the lead in "Alice in Wonderland" over WABC.

Ruth has been sponsored by Beech-Nut, Collier's, Socony, Borden, Poland Spring Water and Kolynos; and has been heard in the Penrod and Sam, March of Time, Hamilton Watchman, Country Doctor, Columbia Dramatic Guild, American School of the Air, Radio Guild and America's Little House programs.

• MARJORIE ANDERSON

Marjorie Anderson was born in Spokane, Washington. After working in a hospital and day nurseries, she acted in stock.

Three years ago she began playing parts in the Eno Crime Club, Marx Brothers, Death Valley Days and March of Time broadcasts, and has since had roles in the Beatrice Fairfax, Borden's Forty-Five Minutes in Hollywood, Welch's Grape Juice, Mohawk Rugs, Castoria, Packard, Court of Human Relations, Warden Lawes and Vicks programs.



MARJORIE ANDERSON

• NANETTE BAYNE

Nanette Gude Bayne, a native New Yorker, was educated abroad. An accomplished linguist, she has recited in English and other tongues with distinguished artists, including Ian Keith and Fritz Leiber. The European and American press lauded her beautiful work in "The Enchanted Hour," which was repeated several seasons.

Her first radio recital was a group of martial and French poems for Colonel Cornelius Vanderbilt's regiment; and she has since read selections to the accompaniment of the harp and other musical instruments.

The extraordinary dramatic gift of this charming and highly cultured *diseuse* have made her the center of a talented and artistic group, which has found in her a natural leader and brilliant hostess.

NANETTE BAYNE



RAYE WRIGHT



• JAY CLARK

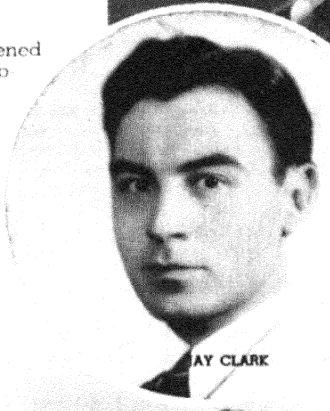
Born in Buffalo, Jay Clark attended the 47 Workshop at Yale. He has written and acted in many productions for pictures and radio, including Inside Stuff and the Cosmopolitan Magazine program. He took part in the Eno Crime Club, Roses and Drums, American School of the Air, Just Plain Bill, Three Musketeers, Potash and Perlmutter, Red Davis, Lux Radio Theatre, Jergens and Johns-Manville programs over both chains.



• RAY COLLINS

Ray Collins began his dramatic career in stock at Oakland, California, then opened his own company in Vancouver. In New York he acted leading roles in dramatic productions and later toured for Keith and made Warner shorts.

After starting in the Columbia Radio Guild and Theatre of Today, he took part in broadcasts of the American School of the Air, the Goldbergs, the March of Time, Just Plain Bill, Borden, Ex-Lax, Rex Cole, Oldsmobile, True Stories, Colgate and The O'Flynn over CBS, and Miniature Theatre and K-7 Spy Stories from NBC.



• JOHN BATTLE

Writer, linguist, producer, director and actor, John Battle of Waco, Texas, joined the Marine Corps during the war. Following newspaper jobs in Mexico, Texas and California, he became an assistant moving picture director. "The Hunchback of Notre Dame" was one of his films, and he wrote many "Our Gang" comedies. After acting in stock at Miami, he came to New York, played the juvenile lead in "First Flight," wrote and produced "The Doctor" and "The Bottom of the Cup," and in 1926 was given a role in the WGBS Minstrels.

Speaking many dialects in roles ranging from old Southern gentlemen to juveniles, side show freaks and Indian and Mexican villains, he has been heard in Empire Builders, True Stories, Soconyland Sketches, Great Moments in History, Roses and Drums, for which he wrote scripts, Tydol Gasoline Sketches, the Health Products programs and High, Wide and Handsome, which he also directed. He has traveled to the West Indies, South America and China and is an authority on voodooism in Haiti, an excavator of Maya ruins and a student of their culture.



BRUNO WICK

• BRUNO WICK

Born backstage in a theatre at Duesseldorf, Germany, Bruno Wick played his first role at fifteen in "Old Heidelberg." He came to America three years later in the same production. After several years in stock companies he appeared in Walter Hampden's "Cyrano de Bergerac." He was later seen in "This Is New York" and "As Husbands Go." Since his first broadcast in 1932, Wick has been heard in the K-7 spy series, the Radio Guild, unemployment relief dramas, the Orange Lantern and the Beach Combers.

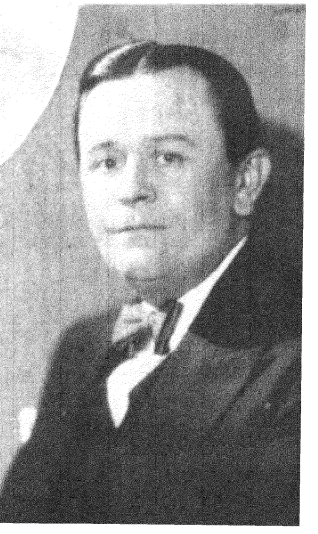
• THORNTON FISHER

As reporter and cartoonist for the New York Daily News, cartoonist for the Cleveland Leader and the St. Louis Republic, serial writer for the Evening World and McClure Syndicate and sport cartoonist and columnist for the World, Thornton Fisher of Cincinnati has interviewed hundreds of famous personages here and abroad.

In 1923 he was heard over WEAF five nights a week as the first radio commentator on sports. During a prolonged European sojourn, he spoke from Station 2LO in Paris for the British Broadcasting Company. After covering the Riff War, he broadcast the Sidewalks of Washington on WRC and wrote the Family Next Door and Omar, Jr. He was heard in Pictures in the Air on WMCA and the Sports Parade.



JUNIUS MATTHEWS

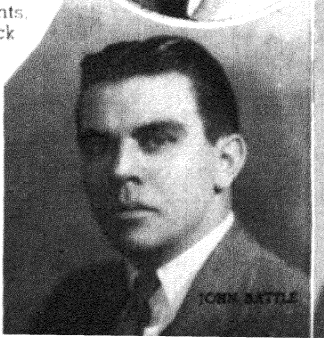


• JUNIUS MATTHEWS

Junius Matthews began his radio career in 1929 in the Empire Builders series, followed by the Radio Guild, S.R.O., True Stories, Harbor Lights, the Silver Flute, With Canada's Mounted, Buck Rogers, Sherlock Holmes, Warden Lawes and the Wizard of Oz.

Born in Carthage, Illinois, and reared in Colorado, he appeared in "Bab," "To the Ladies," "The Taming of the Shrew," "The Dybbuk" and "Little Clay Cart."

He is especially noted for his character parts, which have included elves, animals and children.





RUTH YORKE



DOROTHY LORD



BARRY McKINLEY



GENEVA HARRISON



ADELAIDE KLEIN

• GENEVA HARRISON

This Chicagoan attended Frances Parker School and Vassar College, then worked for two years for the Theatre Guild and in many Broadway shows, including "Chicago" and "Common Sense." She was understudy for Lynn Fontanne, and acted at the Cherry Lane Theatre. In 1929 she went to London for the entire spring season at the St. James Theatre. She has been heard in Arabesque, the Socony program, Just Plain Bill, the Girl Next Door, Lavender and Old Lace, and many electrical transcriptions, including Happy Landings.

• ADELAIDE KLEIN

This native New Yorker started training for opera at sixteen. She has sung in many local concerts, and was first heard on the air in 1929 from WMCA. Since her assignment in True Detective Stories over WABC, she has devoted her talent to dramatics, enacting all types of character and dialect parts over both chains. She has played in the CBS feature, Arabesque, the Inside Story, the Palooka series, Potash and Perlmutter, the March of Time, Borden's, the Palmolive Beauty Box and Death Valley Days.

• DOROTHY LORD

Charming Dorothy Lord was born in New York City. After attending Columbia University she appeared in "Flame of Love." Then she toured with a stock company and for several years appeared in vaudeville sketches. She won an audition among two hundred applicants for the part of Miss Cohen in Potash and Perlmutter.

• SALLIE BELLE COX

Whenever you hear a crying baby on the radio you may be fairly certain that it is Sallie Belle Cox.

Born in Parkerburg, West Virginia, she taught dramatics and supervised recreation in a Cleveland orphanage, where she learned to imitate her crying charges.

In 1930 she began wailing in the Raising Junior sketches, and has since been heard in the Cuckoo, Kraft, Show Boat, Wheatenaville, Goldbergs, True Stories, La France and Bobby Benson programs.

• BARRY McKINLEY

At six Barry McKinley left his native Fort Wayne to tour as a vaudeville dancer.

At the Hotel Gibson in Cincinnati he broadcast on WLW as master of ceremonies and radio tapper. In 1934 a Procter and Gamble agent engaged him for dramatic sketches in New York; and he has been heard in the RCA Radiotron and Camay programs over NBC.

• PIERRE DE RAMEE

Born of a titled family, M. Ramée was educated at the University of Paris. During the war he was wounded twice and won seven medals as an officer and interpreter in the British army.

After four years in French films, he played for MGM in "The Desert Healer," "The Wedding March," and "Time to Love." He acted in "Lulu Belle" and "Mad Hopes," and later in the film, "Sinners in the Sun."

His programs have included the Little French Princess and the Mitzi Green transcriptions.

• PATRICIA MALLINSON

When a personable young lady of talent and sensitivity invades the summer drama and the itinerant microphone with a background of world travel and a bubbling sense of humor, theatrical and radio history is in the making.

Schooled in her native New York and Rome, pretty, aristocratic Patricia Mallinson set Broadway scouts rhapsodizing over her acting in "Happy Ending," and with the Fortnightly Players at Dobbs Ferry in "White Cargo," "Why We Misbehave," "Mulatto" and "Celebrities."

• RUTH YORKE

After attending the Theodora Irving School of the Theatre, Ruth Yorke studied with Max Reinhardt in Vienna. In her native New York she recited German poetry on WEVD.

After playing in Myer the Buyer, she was heard for two years in Marie the Little French Princess. She has also played in Eno Crime Clues, Roses and Drums, Easy Aces for Jad Salts and Little Italy for Blue Coal.

• PEGGY PAIGE

Born in Asheville, North Carolina, Miss Paige was leading woman in stock and on the road before appearing in several Broadway successes and her own vaudeville act.

Known to radio audiences as "Sassy" in the Grits and Gravy feature, and for her numerous roles in the Radio Guild, Lux Theatre of the Air, Post Toasties program and Peggy Paige Presents, she started her radio work in 1929 with a series of one-act plays which she wrote and directed.

• ELSIE MAE GORDON

Elsie Mae Gordon of Anderson, Indiana, was first heard in the Gold Dust program in 1922; then was featured in the Viking Cod Liver Oil series, the Real Folks program for Chesebrough, True Stories, Hank Simmons' Show Boat and her own original sketches, also with Rudy Vallée and leading comedians. She enacts character roles in Tony and Gus for General Foods.

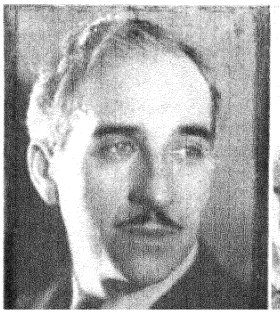
SALLIE BELLE COX



ELSIE MAE GORDON



PIERRE DE RAMEE



PEGGY PAIGE



PATRICIA MALLINSON





BEN GROSS

• BEN GROSS

Born in Birmingham, Ben Gross attended the University of Alabama and Toulaine University in New Orleans, where he edited the college publications. After working on the Birmingham News and the Bronx Home News, he became editor of the World Traveler, conducted the "Town Ticker" column in the Morning Telegraph, then served as reporter and rewrite man for the Associated Press.

Gross has been connected with the Daily News in New York since 1925, when he launched a column; but the following year he was appointed radio editor. He listens to air programs for eight or ten hours a day, and changes his column four times during each night.

• LOUIS REID

Educated at Phillips-Exeter and Rutgers University, where he was a member of Delta Kappa Epsilon, wrote campus plays and edited the college paper, Louis Reid of Warsaw, New York, served as dramatic editor of the Mirror for four years. He became press representative for the Shuberts, then acted as advertising and publicity manager of Cosmopolitan Productions. His newspaper career has included positions with the City News Association and the New York Times, and he is co-author of "Civilization in the United States."

For the last five years he has been radio editor and commentator for the New York American, also writing stories, articles, theatre topics and motion picture news.

Reid has made several interesting talks over WABC.

• MEYER SHAPIRO

Schooled in Norwalk, Connecticut, this Stamford boy worked on a farm, then as assistant postmaster in a general store and railway express messenger. Starting as copy boy for the New York City News Association, he became police and court reporter for various papers. After serving in the World War, he covered the Broadway district for the same news agency, but branched into publicity work, handling the Actors' Fund drive in 1919.

Following several years on the staff of the New York Clipper, he was with the Billboard from 1922 to 1927, when he joined Paul Whiteman in a publicity capacity and as assistant manager. Four years later he returned to the Billboard as associate editor and reorganized the radio and music departments. On WNEW Shapiro pleaded the cause of radio advertising.

• JACK BANNER

Educated at New York University in his native city, Jack Banner spent his cub days in the sports department of the Herald Tribune for a year and a half.

After conducting a sports column for the Newark Ledger from 1929 to 1932, he became the Eastern editorial representative of Radio Guide the following year. Banner's special stories about radio stars and his scoop of the only authorized complete life story of Walter Winchell have added a feather to his journalistic cap.



JAMES SMITH

• FREDERICK JAMES SMITH

A native of Binghamton, New York, Frederick James Smith began his career with the Dramatic Mirror as assistant to the publisher and became one of the first three film reviewers in the world. After serving as vaudeville editor, he edited the Motion Picture Mail, a Saturday supplement of the New York Evening Mail, and acted as special publicity representative of Vitagraph Pictures. He has been Eastern editor of Photoplay, director of publicity for Herbert Brenon Productions and Inspiration Pictures, managing editor of Photoplay, Screenland, Motion Picture Classic, Movie Monthly, Motion Picture Magazine, New Movie, Radioland and Screenbook, and for more than five years motion picture critic of Liberty Magazine. He also published the Screen Weekly.

Mr. Smith inaugurated Tower Radio, of which he is now managing editor.

• CHARLES D. ISAACSON

While music editor of the New York Globe in 1910, Charles D. Isaacson of Brooklyn founded and directed the Globe Educational Concerts, and his earliest air programs were on the government station at Bedloe's Island. He introduced the first newspaper radio edition and directed the first important commercial hour, Packard Tours, on WEAF, also the Edison program and others.

After presenting eminent artists in Newark for WJZ, he published the Radio Forecaster in 1925. Three years as director, chief announcer, continuity writer and public relations contact for WRNY were followed by service with WGL in the same capacities. He has also been associated with stations in Chicago, Dallas, Cleveland, Montreal and St. Louis. National Radio Advertising sent him to London, Paris and Toronto for transcriptions.

Isaacson has written radio material for the New York Evening Mail and various columns in theatre and arts publications, also critical magazine articles. He served as radio editor of the Morning Telegraph and wrote "Face to Face With Great Musicians" and "The Simple Story of Music."

• LEWIS WINNER

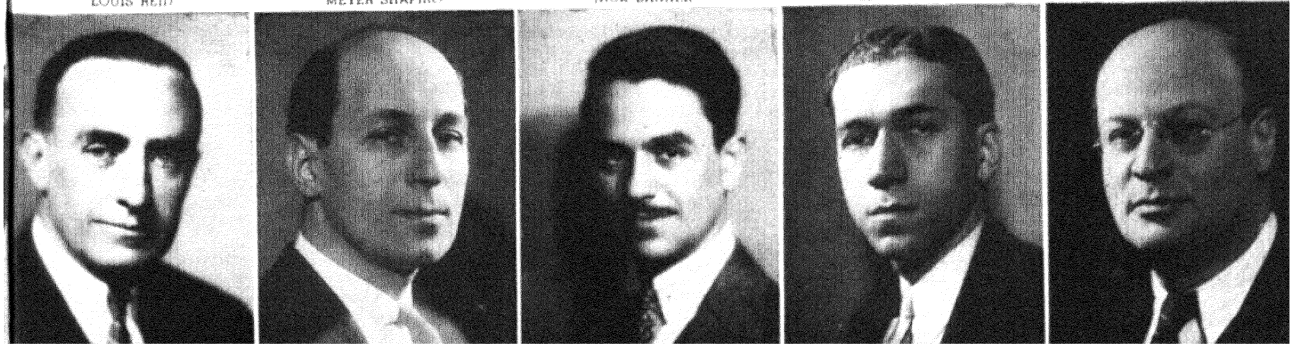
After attending Pratt Institute, this New Yorker became technical and associate editor of Radio World, also associate dramatic editor of the New York Star. Then he freelanced and served as advertising manager of commercial moving pictures at the Kay Studios.

As an engineer he has written popular technical articles, including three stories a week for the past twelve years on the human side of science, for Popular Mechanics, Popular Science and a New Jersey syndicate.

About a year ago he joined Zit's as radio editor, also conducting three columns, with news and gossip about broadcasters here and abroad and reviews of programs.

Winner originated The World Moves On, a dramatic weekly digest of scientific progress, and on WNEW and WMCA his Boys' Science Club of the Air has one thousand members who are interested in talks by guest speakers.

LOUIS REID MEYER SHAPIRO JACK BANNER LEWIS WINNER CHARLES D. ISAACSON





DR. SHIRLEY WYNNE



ARTHUR BAGLEY

• ARTHUR BAGLEY

A native of Rahway, New Jersey, Arthur Bagley has been spreading the gospel of physical culture for twenty-three years. He conducted gym classes in the Rahway Y.M.C.A., and in Newark, Taunton and Lawrence, Massachusetts, before broadcasting calisthenics in 1923. Two years later he began his current Tower Health Exercises for Metropolitan Life over NBC. He is a member of the National Board of the Y.M.C.A.



DR. BEN HAYMAN

•DR. BEN HAYMAN

Born in New York, this graduate of the College of Osteopathic Physicians and Surgeons in Los Angeles has practiced in Galveston, Texas, since his resignation from the army air service in 1920. He has given health talks from KLUF at Galveston in the Arm Chair hour, discussing health for the average listener.

Dr. Hayman's thorough knowledge of the latest scientific developments has aroused widespread interest throughout the Southwest, and his broadcasts have become of paramount importance in thousands of homes.

• DR. SHIRLEY WYNNE

With the degree of Doctor of Public Health, Shirley W. Wynne entered the New York department of health in 1907 as Medical Inspector. While deputy commissioner and director of the health department hospitals, he frequently spoke over the city station, and as Commissioner of Health he inaugurated a four-year weekly series of health talks over WEAF. He has also broadcast over CBS, and his Stanco transcriptions were used throughout the country. His Boy Scout Foundation and Children's Welfare Federation programs were WMCA features.

Dr. Wynne has served the public as president of the Children's Welfare Federation and the Greater New York-New Jersey Milk Institute, as well as medical director of the Boy Scout Foundation of Greater New York.

• JOSEF RANALD

Born near Zara, Dalmatia, Josef Ranald became interested, while an Austrian army officer, in scientific study of the hands as an indication of personal characteristics and talents. This knowledge twice saved his life when his palm readings obtained his freedom from Russian firing squads. Among his books are "Your Fate Is in Your Hand," "Pens and Personalities," "What Your Hand Reveals," "Masters of Destiny," "Hands of Destiny" and "Dream's End." His illustrated features appear in hundreds of newspapers throughout the world

Ranald is the inventor of a stainless chemical for taking an imprint of the hand. His WOR series for La Crosse, personal appearances in theatres and film shorts have increased his popularity.



RANALD

• THOMAS E. PARSON

This Kentuckian was a dance instructor for fifteen years. One day in 1930 he was given a ten minute fill-in period at WOR, and the mail was so large that he has continued his dancing lessons from that station for four years. Three years ago he made his first broadcast for WABC over its television station, W2XAB.

Editor of the American Dancer and president of the Dancing Teachers Business Association of New York, Parsons conducts terpsichorean classes at Steinway Hall and has trained dancing teachers at conventions in Chicago, Boston and Hartford.



PARSON

• J. A. BARRAKET

Born in Djounieh, Mt. Lebanon, Syria, J. A. Barraket was educated in Australia. During the war he was quartermaster-general of the Red Cross Headquarters in Jerusalem and agent of the Australian Imperial Forces at Alexandria.

He operated a grill in New Zealand, a canteen in Tel-el-Kebir and a cinema theatre in Sydney.

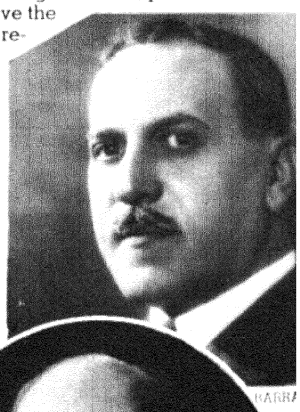
A graduate of Sydney University, Barraket speaks French and Arabic fluently.

He was on the air in Arabesque from WOR and the American School of the Air over CBS, also in the Fleischmann, K-7 and Collier's programs, in the Happy Landings transcriptions, and as an NBC backgammon expert. An authority on Arabian music, he gave the authentic Moslem muezzin's call realistically on the air.

• SIGMUND I. ROTHSCHILD

At eight this New York boy began collecting stamps. After disposing of his notable collection in 1926, he started an educational campaign on philately in the schools for a New York department store. Eight years ago his "Talks to Boys and Girls from Eight to Eighty" inaugurated his radio career on WOR in a stamp program. In 1930 he televised over W2XAB.

Rothschild has written "Stories Postage Stamps Tell," "Stamps from Many Lands" and "Your Hobbies and Mine." "Air Mail Stamps" was his first film short.



BARRA



ROTHSCHILD

• THE MYSTERY CHEF

Educated at English universities, a Scotch lad who was destined to become the mysterious dispenser of radio recipes, took a lively interest in cooking. After managing his father's coal interests, he supervised a theatrical advertising business in London.

Coming to America in 1906 he was associated with the Hudson Tube, later serving as sales manager of an automobile firm, advertising manager of Metropolitan Magazine, and an executive of the soap and grocery trades.

In 1930 he broadcast sixteen test programs for Davis Baking Powder from WBZ, Boston. Sponsored ever since by that firm over both chains and by transcription, he has often ranked among the first three recipients of the heaviest fan mail—never below the first ten. Over a million listeners have written, thanking him for improving the cuisine in their homes; and his recipes have become so popular that he has published "The Mystery Chef's Own Cook Book."

Regarding cookery as one of the fine arts, he concocts a new dish every week in his fascinating studio apartment overlooking Central Park, where his collapsible kitchen is concealed behind a paneled screen. Being an internationally known horseman, yachtsman, globe-trotter and author, he has asked the editors not to reveal his name.



THE MYSTERY CHEF

ALFRED W. McCANN

• ALFRED W. McCANN



Following the sudden demise of his noted father, young McCann, then a junior at Georgetown University, was called upon to take his place at the microphone and continue the McCann Pure Food hour over WOR.

This healthy young man drives an open car and enjoys hiking with his dog along the country roads. He maintains a strict diet and his summers are spent entirely in his well-equipped laboratories.

Mr. McCann is probably the only broadcaster who chooses his sponsors, selecting a score of well-known food products, from hundreds of applicants, after thorough laboratory tests. His helpful discussions on vital problems of food, diet and health have attracted a wide following.

IDA BAILEY ALLEN



• IDA BAILEY ALLEN

Interested in cooking, the theatre, music, suffrage and politics, Ida Bailey Allen has brought to her radio audience valuable talks on economics, literature, art and other subjects of importance in the daily life of the modern woman.

After editing the Ladies Home Journal, she joined the staffs of Good Housekeeping Magazine and the Pictorial Review.

During the war Mrs. Allen made an automobile lecture tour for the Hoover Food Administration, and later covered the Chautauqua circuit in a motor car.

Continuing her writing, and conducting schools of cookery, economics, marketing and domestic science, she brought her lectures to a nation-wide audience via CBS. Her Radio Home-Makers Club has been a marked success, with hundreds of thousands of members; and she has announced and conducted its Women's Magazine-of-the-Air broadcasts.

• LADY KITTY BARLING

In 1919 Lady Barling came to the United States from England. Returning seven years later, she appeared in English and German films and was starred in 1928.

After four years as an art dealer and connoisseur in this country, she wrote and broadcast beauty talks for Madame Doraldina cosmetics over WMCA.



• MADAME SYLVIA

Discouraged from going on the stage because of her lack of personality and beauty, a young woman of Oslo, Norway, studied massage and developed the system of bodily and facial sculpture that has brought her international recognition and made her absolute ruler over the figures of the Hollywood stars.

General Electric sponsored Mme. Sylvia Leiter on NBC, and her Ry-Krisp program is eagerly followed by beauty-conscious women. She is the author of "No More Alibis."



• MADAME ELÉNE

This charming Viennese entered the Academy of Beauty in Frankfurt, specializing in facial work and the chemistry of cosmetics, later becoming consultant at St. Moritz to royalty and the socially prominent. In 1913 she came to America to continue her research and perfect her Vienna Woods Pine products.

Madame Eléne has broadcast from WGBS and WCAU and written for magazines.



• MADAME HELENA RUBINSTEIN

While on a visit from a medical school in Zurich to Australia, Helena Rubinstein, a native of Poland, pioneered in the field of beauty. She went to Vienna to study chemistry, and acquired a thorough knowledge of that subject. From Melbourne her business expanded to London, Paris and finally New York.

Acknowledged throughout the world as an authority on beauty culture, she broadcast from Paris to the career convention sponsored by Bamberger over WOR, also for the National Optometrist Association, Prudence Penny, Cobina Wright, Marion Manners in Los Angeles, and as guest on many local stations in the cities she has visited.

Her collection of jewelry, paintings and sculpture in her Paris, London and New York homes mark Mme. Rubinstein as a woman of discriminating taste and artistic inclinations.



• MRS. JOHN S. REILLY

Born in New York and a Vassar graduate, "The Housewife of the Air" has been broadcasting daily over WOR and the chains. Sponsored by Procter and Gamble, Corn Products, Emigrant Industrial Savings Bank, Wheatsworth, Sheffield, Carter, Kleinert, Austin Nichols, Johnson and Johnson and International Vitamin, her talks include Common Sense for Mothers, Minute Manners and Just Plain Common Sense.

Mrs. Reilly has written "How to Cook for Children," "Children in the House" and "Well-Balanced Mothers."

• MARY OLDS

A native of Riverside, California, a graduate of Rockford College and a contributor to Smart Set, Mary Olds appeared in her own vaudeville sketch and in Irish plays.

In 1925 she became program director and business manager of KFRC, San Francisco. She created the Jean Lambert Dale hour on WOR in 1927, and after four years as a partner in the Dramatized Radio Merchandising Corporation, organized a flourishing program and artists' bureau.

Miss Olds is president of the Radio Guild of America, and has broadcast over CBS, WOR and WMCA for Hecker, California Perfume, Miles Shoes, Primrose and Pebeco.



• ROSALIND GENET

This clever New York girl studied singing, piano, etching and languages. After editing a magazine and acting as publisher's reader, Miss Genet broadcast twice a week from WOR, reviewing books and discussing writers she has interviewed.

Her favorite interests are literature, music and travel, and she is fond of outdoor sports.

• FRANKIE BASCH

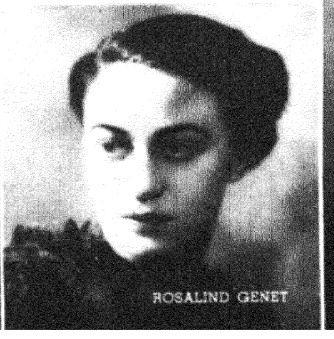
Miss Basch was born in San Francisco and educated in Philadelphia.

She began her radio career at WHOM, then conducted Humor Behind the News on WOR and WAAT. She was the first woman to announce a parade and later broadcast her own feature, Razzing the News, on Station WMCA.

Sixty percent of her fan mail is from men, proving their appreciation of the humorous side of news events.

She is enthusiastic about aviation and water sports.









ISADORA NEWMAN

• ISADORA NEWMAN

Isadora Newman's captivating recitals are based on the legends and philosophy of the negroes and creoles in her native New Orleans. Her book for children, "Fairy Flowers," was awarded the *Palme Académique* in France. She has told her stories in the New York public schools, on CBS and WMCA and on WBNX as Mammy Martha Washington.

Mrs. Newman also paints and writes music.

• ANGELO PATRI

The first impression one receives on meeting Angelo Patri is gentleness, kindness and understanding. He has taught in the public schools of his native New York for thirty-six years—a quarter of a century as principal. His whole life has been devoted to adapting education and training to the needs and happiness of children, allowing them to experiment with various courses. Mr. Patri has lectured for parents' and teachers' conventions all over the country and in various colleges, and has written many books on education, including "Schoolmaster of a Great City."

For the past four years his radio talks and dramatizations on the proper training of children have been sponsored by Cream of Wheat.



ATWELL



THE STORY TELLER LADY

Tomorrow's Talent

The field of juvenile guidance is a noble one, and much praise is due those men and women who devote their lives to the inspirational work of child psychology and the entertainment and instruction of young America.

The bright, happy voices of children babbling and singing—what an astounding array of talent!—mimics, songsters and tiny musicians; amazingly gifted child actors and actresses who possess real dramatic talent and lend realism to situations by their natural, convincing portrayals.

It is interesting to speculate how many of the eager, intelligent faces on these pages will follow broadcasting to adult careers.

• MARTHA ATWELL

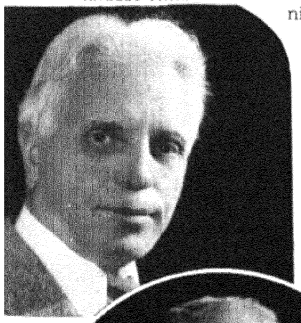
Educated at Mt. Holyoke College and graduated with honors from the New England Conservatory of Boston, Martha Atwell's first stage experience was with the American Opera Company. She worked with Mamoulian as assistant director of the Eastman School of the Drama, and later became a member of the staff of the Eastman Theatre, playing as leading lady and singing over the air.

Joining the directorial staff of the World Broadcasting System in 1930, Miss Atwell began writing transcribed programs and casting scripts. She is especially successful with children, directing two groups of juvenile players and one adult cast in fourteen fifteen-minute programs each week, including Skippy and Stevens and Son.

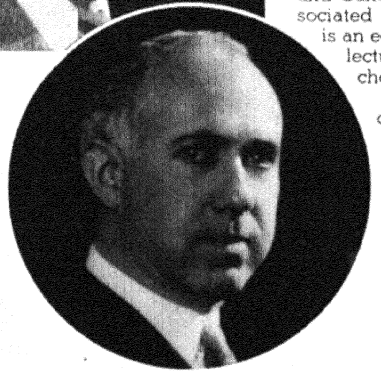
• THE STORY TELLER LADY

While at dramatic school, this New Yorker trained herself by rehearsing all the roles in each play, locked alone in her room.

Always interested in children, she started her radio work three years ago at WBNX as "The Story Teller," and then was heard over WOR and WMCA. From WINS she delights her young audiences with her dramatic fairy tales, riddles and original guessing games. At Best's in New York, "The Story Teller Lady" has endeared herself as the children's entertainer.



ANGELO PATRI



JESS PERLMAN

• JESS PERLMAN

A graduate of the City College of New York and Fordham University, Jess Perlman is an executive director of numerous philanthropic and behavior organizations in the United States and Canada, including the Associated Guidance Bureau. He is an educator, social worker, lecturer, author and psychologist.

With Rosamond Pinchot he has been heard over WOR in the Child Philosophy series, and he has made many electrical transcriptions with her.

• UNCLE DON CARNEY

The man who has read the funnies to a million kids was born in St. Joseph, Michigan. For years he was a trouper in vaudeville, then entered radio work at Station WPCH. As a substitute announcer Carney handled a studio assignment so successfully that the manager of that station asked him to take charge of programs. Soon afterward WOR also engaged him. He took the part of Luke Higgins in Main Street Sketches, for which he wrote the script. Six years ago he prepared a children's program for a toy manufacturer on a half hour's notice.

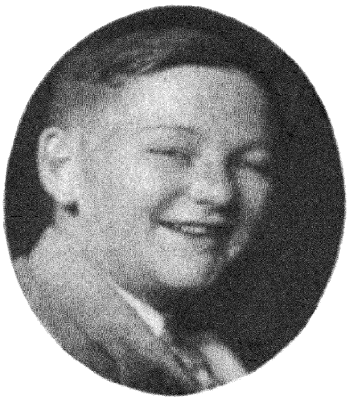
Uncle Don "ad libs" all his programs and has been on the air as often as nine times a week with many different sponsors, including Grandma's Old-Fashioned Non-Sulphurous Molasses, Borden's MelOrol, the Greenwich Savings Bank, the New York Evening Journal, the Daily News and Jack and Fritz. He has built a club membership of a million and a half, and receives about four thousand letters a day.

His latest program is sponsored by Hoffman Beverages.

Youngsters find helpful hints in "Uncle Don's Book on Etiquette and Things."

UNCLE DON CARNEY

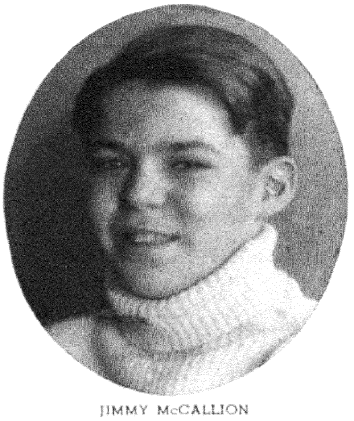




WALTER CAMPBELL TETLEY



BABY ROSE MARIE



JIMMY McCALLION

• FLORENCE HALOP

Florence, the sister of Billy Halop, is only ten years old, but has been acting in radio sketches since she was four. Her childish giggle has been heard over WJZ in the Children's Hour and in the role of Fanny Snodgrass in Main Street Sketches on WOR. She took the part of Pan in the Wheatenaville program. When a little girl is needed, Florence interprets the part with as much finesse as an older actress.

She is a natural, unspoiled pupil, making good marks in the Professional Children's School.

• BABY ROSE MARIE

At the age of three and a half, this young New Yorker broadcast as a guest over WPG and a little later from WMCA in the Ohrbach hour. NBC then signed her for a five-year contract. She has achieved fame in the Tastyeast program and has been the only youngster heard regularly from coast to coast. The first child star in radio, she has sung for Presidents Coolidge, Hoover and Roosevelt.

Besides appearing in almost every city in the United States, and singing with Rudy Vallée, Paul Whiteman, Leo Reisman, Vincent Lopez and Guy Lombardo, she has been featured by Paramount and has played roles in numerous moving pictures, including "International House."

Baby Rose Marie has made Victor and Brunswick records and likes skating, skiing and bicycling.

• NANCY KELLY

Nancy Kelly was born in Lowell, Massachusetts, but was reared in New York. When four years old she posed for J. Montgomery Flagg.

She has appeared in fifty-two moving pictures and several Broadway productions, and is known as "Radio's Alice in Wonderland" because of her excellence in that role. Nancy has portrayed one of the most important juvenile parts on the air, as the lead in the Wizard of Oz. Although only thirteen years old, she is adapting a story for broadcasting.

• WALTER CAMPBELL TETLEY

Starting in radio as "Wee Sir Harry Lauder," fifteen year old Walter Tetley has been under contract to NBC for nearly five years. He has been heard weekly in the Children's Hour and was featured in the Hour of Smiles, the Big Show, Raising Junior, the Cuckoo Hour and dozens of other important programs.

During the summer of 1934 his schedule included appearances at the London Palladium and other theatres and music halls in the British Isles.

• HOWARD MERRILL

This New York boy has appeared in fifty-eight moving pictures, including "The Town That Forgot God," "Twenty-One" and "Heart of a Siren." He has acted on Broadway in "Enemy of the People" and with Walter Hampden in "Song of the Flame."

During the past seven years he has been heard in two thousand broadcasts of Soconyland Sketches, March of Time, Penrod, Rise of the Goldbergs and many other programs.

For three years Howard has been conducting the magazine, Cross-Town, subscribed to by many prominent New Yorkers, and he writes for the sports correspondence department of the New York Times. His ambition is to study medicine.

• JIMMY McCALLION

A veteran screen actor, Jimmy McCallion has had roles in twenty-five films and in several Broadway productions.

He has taken part in scores of network programs, including Penrod and Sam, Raising Junior, Chase and Sanborn, Dixie Circus, Lady Next Door, Death Valley Days, Warden Lawes, Squibbs, True Stories, Socony, Eno Crime Club, American School of the Air, Arabesque, Love Stories, Du Pont, Johns-Manville, Uncle Don and Joe Palooka.

He has also recorded for electrical transcriptions.

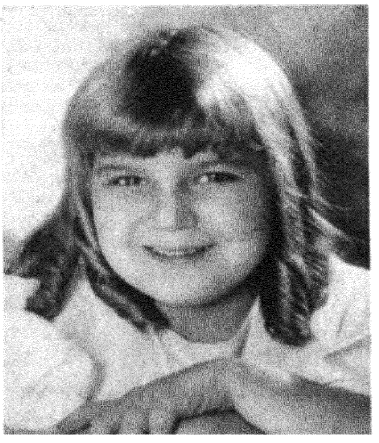
NANCY KELLY

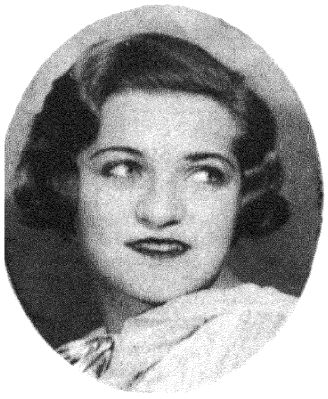


HOWARD MERRILL

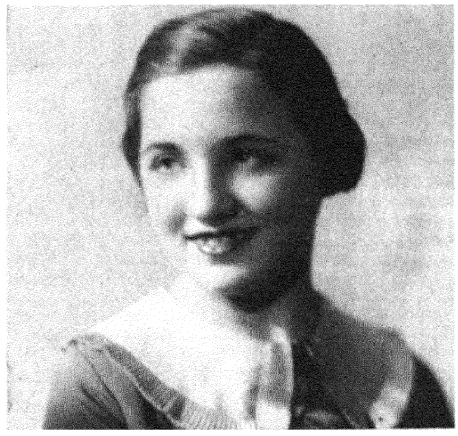


FLORENCE HALOP





MURIEL HARBATER



MARY MALI



LYNN MARY OLDHAM

• LYNN MARY OLDHAM

This ten year old Kentucky radio actress was first heard over the air two years ago in Milton J. Cross' feature, then with the Lady Next Door, Goldbergs, Tastyeast, Cocomalt, Warden Lawes and Beech-Nut programs

She hopes to be a singer some day. Her favorite pastime is dancing, and she enjoys impersonating

• MARY SMALL

The little lass with the voluminous voice first proved her lusty lung power in Baltimore thirteen years ago. She is a favorite in that city, where she has sung for Governor Ritchie and Mayor Jackson. The Three X Sisters enthused over her rich contralto voice when she visited them backstage, and at eleven she startled radio audiences with the matured control and ease of her vocalizing for Fleischmann, the Ford show in Cleveland, B. A. Rolfe in New York and the Bab-O programs.

A simple, sweet girl, Mary has not been spoiled by her sudden success, and is never nervous at broadcasts. She appeared in a Paramount short, and has received many offers of movie, vaudeville and commercially sponsored air contracts.

• MURIEL HARBATER

Sixteen year old Muriel Harbater was born in New York and attends the Professional Children's School. When she was seven, she started her radio career in Miss Tucker's children's hour over NBC.

For five years she has enacted the role of Jane in Jolly Bill and Jane, sponsored by Cream of Wheat. Then she had juvenile parts in Angelo Patri's program, the Eno Crime Club, Shell Road Reporter and Roses and Drums.

• LESTER JAY

Thirteen year old Lester Jay was born in Yonkers. At the age of three he played in a motion picture with Barbara La Marr and Conway Tearle, then with Ben Lyon.

Six years ago he started broadcasting over NBC in the Lady Next Door, and has since been heard in Adventures of Helen and Mary, the Sunshine Biscuit program, Terry and Ted with Don Carney over WOR, Don Lang Animal Stories, March of Time, Roses and Drums, Inside Stories, Dream Dramas, Soconyland Sketches, Robinson Crusoe, Forty-Five Minutes in Hollywood and the Gumps. He has played dramatic parts for the electrical transcriptions of the Sunny Baker, Skippy, Penrod and Sam and Happy Landings.

• PETER DONALD, JR.

Born in England, Peter Donald, Jr. toured the world with his parents, eventually coming to America. Making his debut in Noel Coward's 'Bitter Sweet,' Peter found further triumphs in 'The Lottery,' 'Give Me Yesterday' and Mo here's 'The Would-Be Gentleman.' Between performances he acted in radio dramas.

In the Kre-Mel feature Peter became known as the youngest announcer. He played in Unknown Hands, Theatre of Today, Red Davis, 20,000 Years in Sing Sing, the American School of the Air, and the role of Penrod in Penrod and Sam.

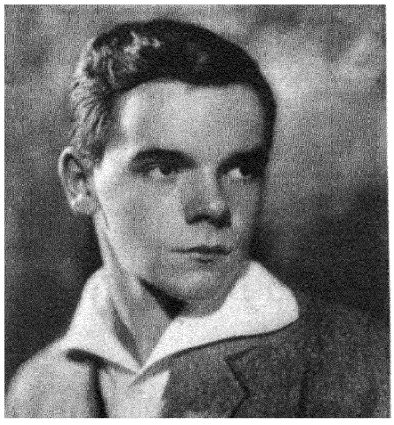
This youthful artist has made pictures for Warner Brothers, Paramount and United Artists.

• BILLY HALOP

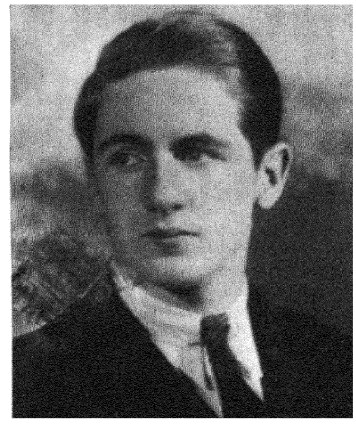
This child star was born in Brooklyn, and at the age of two and a half years began to sing at benefit performances. The wife of a WOR announcer heard him and suggested an audition, resulting in his being placed in a program immediately.

Now at fourteen he has been heard with Skippy, Col her's, Warden Lawes, March of Time, Show Boat and Bobby Benson and Sunny Jim.

His vocal ability is well known at all the studios, and in addition he has had some very difficult parts to portray in various dramatic productions. He has made several moving picture shorts and appeared on the RKO vaudeville circuit.







• AL BERNIE

Born in Philadelphia and schooled in New York, this talented young impersonator has toured the country for Paramount and has been introduced in the Fleischmann hour by his friend, Rudy Vallée, who has also presented him at hundreds of benefits. He was guest artist of Morton Downey in Chicago and WABC featured him in the Children's Hour program for six months.

Acting and drawing are Al's hobbies.



AL BERNIE

• FREDDIE BARTHOLOMEW

Born in Warminster, Wiltshire, England, Freddie Bartholomew made his initial public appearance reciting at the Lyceum Theatre in London. When but four years old, he played his first bit in the Paramount film, "Toyland," followed by "Fascination" and "Let's Go Naked." Coming to this country recently, he was selected from thousands of boys to play the title role in "David Copperfield." His success has been tremendous. He has broadcast frequently as a guest of the Capitol Family, and his jesting with Major Bowes has amused thousands of his film fans.

This handsome youngster enjoys horseback riding and is an enthusiastic nature student, delving into geology with his little microscope.

In "Anna Karenina" Freddie is cast as the son of Greta Garbo.



FREDDIE BARTHOLOMEW

• EDDIE WRAGGE

Eddie Wragge first appeared on the stage when five years old in the Theatre Guild production, "The Glass Slipper," then in "Betsy," "My Maryland," "Mima," "Topaze" and "The Would-Be Gentleman."

He played with Mitzi Green in the Happy Landings sketches and in the Show Boat, Lucky Strike, Colgate House Party, Fleischmann Yeast, Kraft Cheese, Wheatenaville, Hecker and Chase and Sanborn programs. Over the CBS network Eddie has been featured as Black Bart in the Bobby Benson series, also with the Lady Next Door.

• ESTELLE LEVY

Six years ago little Estelle Levy of New York broadcast for the first time over WJZ. After her performance in the hundredth anniversary program of the Sun, thousands of fan letters were received. The role of a two year old girl in the Goldbergs series made her famous as a child actress of the air. Now she plays Eddie Cantor's daughter.

Her programs have included Riverdale Sketches at WOR, the Country Doctor, the Conquerors, Midsummer Night's Dream, the Lady Next Door, True Animal Stories, Skippy, Helen and Mary, Adventures of Peter Pig, the Tattered Man, Mrs. Wiggs of the Cabbage Patch for Wyeth, a sketch with Al Jolson, the Happy Landings transcriptions, True Stories, Winnie the Pooh and the House of Glass.

• ELIZABETH WRAGGE

Born in New York, Elizabeth Wragge made her professional début at the age of three in silent films. Four years later she played in "The Comedienne," "Up The Line," "Betsy," "Mimsi," "Peter Ibbetson," "Liliom," "The Silver Fox," "Trigger" and "My Maryland."

She played with the Gold Spot Pals over WJZ. Since then she has been in demand for sponsored programs, and was heard in the Penrod and Sam transcriptions.

An accomplished singer and dancer, Elizabeth toured for a year in vaudeville and acted in movie shorts. She was heard as Betty in Beech-Nut's Red Davis series over WJZ and a national hook-up three times a week for two years. She also made electrical transcriptions of this program and has been popular in the Colgate hour.

Her beautiful face and figure have earned her a coveted place in commercial photography and fashion shows.

• BERNIE NEARY

Born in Staten Island fifteen years ago, Bernie Neary attended the Professional Children's School. His initial stage role in "The Passionate Pilgrim" led to parts in "Little Black Book," "The Mikado" and "Far-Away Horses."

He was first heard on the air in the Red Devil series over WMCA, followed by Skippy and the Trouble Doctor on WOR, Helen and Mary over WABC and his own program on WLWL. His appearance at the Lyceum Theatre benefit for the Actors' Dinner Club was broadcast from Station WHN.

For the past few months Bernie's changing voice has interfered with his regular broadcasts; but he has made a film short for Warner Brothers and expects to return to the air very soon in young men's parts.

At All Hallows he is pursuing an academic course and is a popular member of the football and baseball teams. He is also a golf enthusiast.

With marked skill he builds both long- and short-wave apparatus, but derives more fun from the latter.

EDDIE WRAGGE



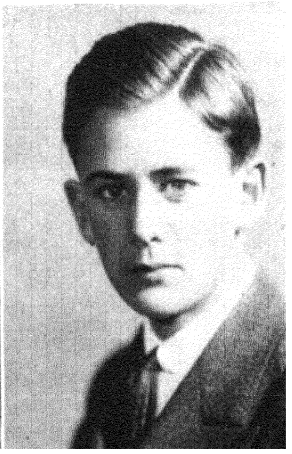
ESTELLE LEVY



ELIZABETH WRAGGE



BERNIE NEARY



Behind the Scenes

BEHIND the scenes toil the men and women whose managerial ability, engineering skill, executive genius, originality and talent for creating and producing artistic and interesting program material have made possible the fascinating diversity of amusement, instruc tion and inspiration which awaits your choice on the dial

Far-sighted officials of broadcasting companies who have dared to dream and worked to bring their dreams to fruition, advertising de partment heads, continuity writers, production managers, transcrip tion experts, artists' managers and publicity agents, all form a vital part of the picture of radio today They are the canvas behind the color, just as important radio personalities as the broadcasting artists, although not in the limelight

Theirs are the less glamorous tasks of passing fuel, stoking the boil ers and wiping the oil, charting the course, checking the barometer, steering the ship and keeping the log, while the passengers dance and laugh and sing

From the bridge to the baggage hold they are a gallant crew on the S S "Radio", and it is with pleasure and pride that the editors pipe all hands on deck for your inspection



MERLIN HALL AYLESWORTH from a Drawing by G. Maillard Kesslère B P

• MERLIN HALL AYLESWORTH

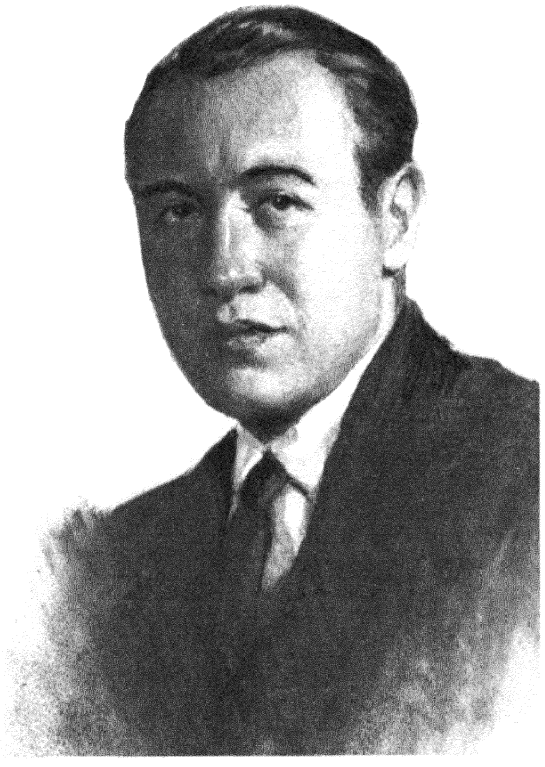
Born in Cedar Rapids, Iowa, Merlin Hall Aylesworth spent his boyhood in Colorado After graduating from the University of Denver law school, he practiced at the bar, delved into politics and at the age of twenty eight was made chairman of the Colorado Public Utility Commission Declining the Republican nomination for governor, he was elected an executive of the Utah Light and Power Company With the reorganization of the National Electric Light Association in 1922, he became their managing director

In 1929 Aylesworth came to radio as president of the National Broadcasting Company Although untrained in the technicalities of his new field, he possessed experience in public relations, and devoted much time to the study of the mechanical details of the industry and the arrangement of appealing programs It required the combined persuasive powers of Owen D Young, General Guy E Tripp of the Westinghouse Electric Company and General James G Harbord of the Radio Corporation of America, to convince him that radio offered a much broader vista for his unusual abilities

In April, 1932, he became president of the Radio-Keith-Orpheum Corporation

Sigma Chi is proud of him as a member of the honor roll of the fraternity's radio celebrities, a list which includes Edwin C Hill, James Wallington, Edward Nell, Jr, and many other stars

Still a young man, slim, dark and athletic, "Deac" Aylesworth finds time to maintain a personal contact with his associates Rare vision, keen judgment and bold initiative have made him one of America's outstanding executives



WILLIAM S PALEY from a Drawing by G. Maillard Kesslère B P

• WILLIAM S. PALEY

William S Paley, president of the Columbia Broadcasting System, showed his far-sighted business ability at eighteen Having spent his summers studying the tobacco industry at his father's factory and in Havana and Holland, he accompanied his parent to Philadelphia to open a branch factory when labor troubles threatened the Chicago plant Samuel Paley was recalled suddenly to Chicago, and William and his uncle found themselves in charge of the new organization with a strike on their hands William's ingenious methods quickly overcame the difficulty, and the branch was soon producing as many cigars as the main factory had before the strike

After three years at the University of Pennsylvania, where he managed the swimming team, became a member of Zeta Beta Tau, and received his B S degree in economics, he assumed charge of production and advertising at the cigar factory, advancing a year later to the vice presidency A large, permanent plant was built in Philadelphia, and young Paley decided to experiment with radio advertising Following an intensive study of this new medium, he bought the holdings of the president of the Columbia Broadcasting System, intending to spend only three months reorganizing the business At the end of that time all his wildest dreams of the future of radio had been surpassed, and he decided to make it his life career

Mr Paley is a great lover of music and collects sporting prints, books and sport paintings

The Nation's Business, the Yale Review, the Radio Review and numerous newspapers have published the authoritative articles of this aggressive leader

A native of Chicago, he has served as Lieutenant Brevet in the Illinois National Guard He is a member of the Locust, Hundred and Philmont Country Clubs of Philadelphia and the Hollywood Golf Club of Deal, New Jersey

• LAWRENCE LOWMAN

After two years at the University of Pennsylvania, Lawrence W. Lowman became credit manager of J. Jacob Shannon and Company in his native Philadelphia.

Since 1928 he has been with the Columbia Broadcasting System as vice-president and secretary in charge of operations, supervising special events, dramatic series, continuity, educational features, speakers, artists and mechanical problems.

Recently Lowman made an extensive European tour.



• M. R. RUNYON

A Jerseyite and a graduate of Rutgers College, M. R. Runyon became sales manager for the Bridgeport Brass Company, then entered the accounting department of Price Waterhouse and Company, making two trips to South America for them.

While a public accountant, he acted as auditor for CBS and was later appointed treasurer. He has visited Columbia stations throughout the country to become acquainted with their management.

• PAUL KESTEN

Paul Kesten of Milwaukee attended the University of Wisconsin, served as advertising manager of Gimbel Brothers' Milwaukee store, and enlisted in the Marines. In 1918 he joined the McJunkin Advertising Agency in Chicago as account executive and copy writer, then became vice-president and advertising manager of Foreman and Clark. He spent 1926 and 1927 traveling in Europe, and in 1929 was associated with Lennen & Mitchell in New York.

Five years ago he joined CBS as director of sales promotion, and is now a vice-president.



• SAM PICKARD

A native of Kansas City, a graduate of the University of Kansas and a veteran of the air service during the World War, Sam Pickard was chief of the radio division of the Department of Agriculture, and established the first "College of the Air" in 1922 at Kansas State Agricultural College.

He resigned as Federal Radio Commissioner to join the Columbia Broadcasting System as vice president in charge of station relations.

• RALPH WONDERS

After serving as a civil engineer for Thompson, Fuller and Starrett, Ralph Wonders of Gettysburg, Pennsylvania, engaged in the hotel and café business in the North and in Florida, where he was general manager of various exclusive clubs. He has visited foreign countries.

In New York he was in charge of the CBS band department, and was later appointed manager of the Columbia Artists Bureau.



• JOHN CARLILE

John S. Carlile of Brockton, Massachusetts, attended Pittsburgh Military Academy, Lafayette College, Washington and Jefferson University, Park College in Missouri and Princeton Graduate School and Seminary. He understudied baritone roles in operetta and played in "Wonderland."

His thirteen years in the ministry were interrupted by two years in France as liaison officer and in the intelligence service.

After three years as announcer, writer, director and office and studio manager at WOR, he joined CBS in 1931 as assistant manager and finally manager of the production department.

• JOHN GUDE

John Gude was born in Newark and attended Brown University, where he became a member of Delta Kappa Epsilon. After graduating with a Ph.B. degree, he joined the advertising and publicity department of the Tidewater Oil Company.

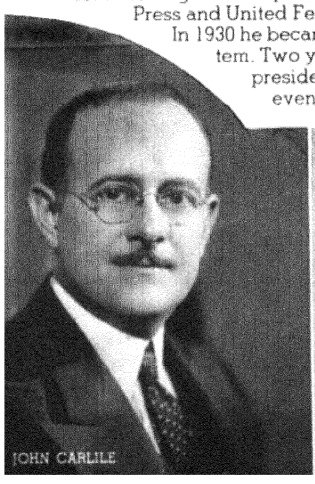
In 1930 he entered the CBS publicity department, and is now director of public relations.

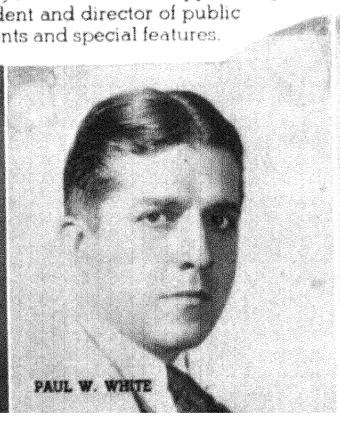


• PAUL W. WHITE

Paul White of Pittsburg, Kansas, earned M. S. and M. Litt. degrees at Kansas, Colorado and Columbia Universities. After serving as news editor of the Columbia Spectator and manager of the debating team, he joined the New York Bulletin, and commencing in 1924 spent seven years as editor and staff correspondent of the United Press and United Feature Service.

In 1930 he became news editor of publicity for the Columbia Broadcasting System. Two years later he was appointed publicity director, and in 1933 vice-president and director of public events and special features.











HUGH COWHAM



JACK SMILEY STAPP

• EDWIN K. COHAN

Becoming interested in wireless in 1912, this New Yorker installed and operated his own station, 2MY. After serving as radio engineer for the Panama Radio Commission and the United States Naval Laboratories, he designed and manufactured radio equipment.

As radio engineer, he supervised the first Columbia programs over WOR. In 1929 he became managing director of the Judson Studios, and for the past five years has been director of general engineering for CBS. He has supervised their television station, 2XAB, and the engineering problems of the Admiral Byrd broadcasts. On a European tour he studied latest developments in radio and television.

• HUGH COWHAM

As commercial representative for the American Telephone and Telegraph Company, Hugh Cowham of New Rochelle had charge of relations with the broadcasting companies for five years.

In 1930 he became a CBS commercial engineer. He was one of the group which arranged the first successful broadcast of an earthquake, in Santiago, Cuba, and he supervises the engineering problems of international broadcasts.

• JOHN KAROL

Graduating from Harvard, John Karol of Portland, Oregon was awarded the Carnegie Fellowship at the University of California, studied at the Scripps Institute of Oceanography and contributed to scientific publications.

He became New York manager for Crosley and in 1930 was appointed director of market research for CBS, also writing technical articles for radio publications.

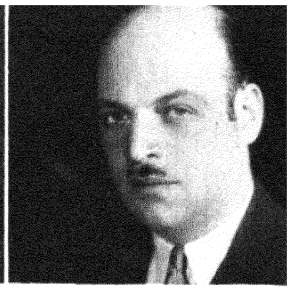
• WILLIAM J. FAGAN

Born in New York and educated in Brooklyn Commercial High School, William J. Fagan was affiliated with the United Press Association from 1918 to 1929, first as clerk, later as secretary and assistant to the president. Then he covered sports, opera and concert and in 1927 organized a radio service for United Feature Syndicate. In 1925 he inaugurated nightly sports résumés over NBC, continuing for five seasons, sponsored by United Press.

In 1929 Fagan resigned his position to join the sales and promotion department of the Columbia Broadcasting System, and within two years he was appointed sales service manager of that chain of stations.



JOHN KAROL



EDWIN K. COHAN

• EDWARD CASHMAN

After attending La Salle Academy, Rhode Island State College and Brown University, Edward Cashman joined the Shepard Department Store at Providence.

He served on Station WEAN in that city as announcer and program manager, then came to WNAC in Boston and opened the Worcester, Bridgeport and other stations of the Yankee network.

Since 1931 he has been CBS production manager, building programs and promoting personalities.

• JEAN HIGHT

Born and educated in Philadelphia, Jean Hight became associated with Station WFI in 1923. Two years later he joined KNX in Hollywood, appeared in thirty films, wrote special articles for the Los Angeles Express and acted at Grauman's Egyptian Theatre.

After three years as managing director of WLIT in Philadelphia, he served as CBS program builder in New York, writing, producing and announcing his own productions.

• JULIUS MATTFELD

Julius Mattfeld studied at the New York German Conservatory, then became acting chief of the music division of the New York Public Library. He was organist and choirmaster of Fordham Lutheran Church and an organizer of the International Composers' Guild.

In 1926 he founded the WEAF music library and later became music librarian for NBC. Since 1929 he has been manager of the library division of CBS.

He has published "The Folk Music of the Western Hemisphere" and "One Hundred Years of Grand Opera in New York." "Virgins of the Sun" is one of his compositions.

• JACK SMILEY STAPP

A native of Nashville, Tennessee, Jack Stapp started announcing in 1930 at Station WGST, Columbia's Atlanta outlet. He was then appointed program director and later transferred to WABC as a member of the production staff.

His ready smile and pleasing manner make him one of the more popular members of the CBS personnel.

• FRANK ORTH

Starting with United Wireless, this New Yorker served with the Marconi Company of America, *Telefunken* Company of Germany, United Fruit Company, United States Navy and Western Electric.

His appointment as supervisor of radio activities for the City of New York has been followed by four years of service as a member of the Columbia technical staff.



WILLIAM J. FAGAN



EDWARD CASHMAN



JEAN HIGHT



FRANK ORTH



MATTFELD



PHILIP F. WHITTEN



EDWARD ERVIN



MORRIS S. NOVIK



JULIUS SEEBACH

• PHILIP F. WHITTEN

Born at Holyoke, Massachusetts, Philip F. Whitten attended Amherst College, where he was a member of Delta Upsilon. After teaching school he started in the advertising business. From a position with the United Publishers in New York he went to Pennsylvania as general manager of the Dexter Hosiery Mills.

In 1930 Mr. Whitten was appointed account executive at CBS, then became general sales manager of station WINS and later of WHN.

• EDWARD ERVIN

Born in Philadelphia, Edward Ervin graduated from Harvard and served in the navy during the war. For eight years he was an associate manager of the New York Philharmonic Orchestra.

One of the incorporators of United Independent Broadcasters, later renamed the Columbia Broadcasting System, he also formed the Judson Radio Program Corporation, serving as president for three years. He resigned to become production manager of the New York Metropolitan Broadcasting Company.

• WILLIAM MOORE

William Moore of Jersey City studied at Columbia University and Pace Institute, then served as paymaster for the Flint Corporation and accountant of the Public Service Corporation of New Jersey, and credit manager of the Triplex Glass Company. For several years he has been secretary and assistant commercial manager of Station WBNX.

• JOSEPH LANG

Born in Phoenixville, Pennsylvania, Joseph Lang edited a radio publication in Philadelphia and was associated with the William Penn Broadcasting Company.

After selling advertising and publishing a radio magazine in Philadelphia, he became vice-president of the Fifth Avenue Broadcasting Corporation in New York, later advancing to the vice-presidency and directorship of the General Broadcasting System.

• W. C. ALCORN

A native of Elkhart, Indiana, W. C. Alcorn won a place in the front ranks as a reorganizer of industries, manufacturing processes and revised merchandising methods. As vice-president and manager of Triplex Glass Corporation, he was asked to act in a similar capacity for WBNX.

Mr. Alcorn has proved himself a capable radio executive.

• JULIUS SEEBACH

This Pennsylvanian attended Bucknell University. After winning the *Croix de Guerre*, he became a French instructor.

Following his WGBS début, he advanced from WOR announcer to manager of evening programs. Joining CBS in 1928 he served as production manager, director of program operations and supervisor of the artists' bureau.

He was recently appointed program director at WOR.

• KENNETH M. FICKETT

Kenneth Fickett of Rochester, announced and directed for WGR, Buffalo, then joined the NBC staff. Since 1929 he has produced the Atwater Kent, General Motors, Johnson and Johnson, Socony and Gillette series for Batten, Barton, Durstine and Osborn; the Lux and Nestlé programs and Richfield, Philco and Hudnut transcriptions for the Judson Radio Program Corporation; and the Jack Frost feature and the broadcasts of Queen Marie, the Prince of Wales and Colonel Lindbergh for the Gotham Advertising Company.

Fickett is now assistant program director of WOR.

• FRANK JOHNSON

Frank Johnson of Columbus, Ohio, winner of the Lewisohn Stadium award and five national *Eisteddfods*, was soloist with Sousa for the first presentation of "In Flanders Fields."

He has been heard on NBC with the Light Opera Company and Quartet, the original Gilbert and Sullivan Company, Spear Home Entertainers, "Pop" Concerts, Eveready hour and Fireside Boys; over WOR in Footlight Echoes and for London Shoes; and on CBS in the American School of the Air and the Graybar hour.

A church soloist for nine years, he has appeared in vaudeville, "The Ed Wynn Carnival" and "Rio Rita."

Mr. Johnson is now studio director of Station WBNX.

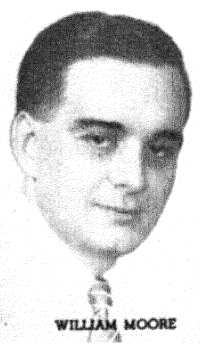
• MORRIS S. NOVIK

Born in New York, this enterprising director of the Discussion Guild presented international speakers to the public. Later he became associate manager of the Unity House at Forest Park, Pennsylvania.

As program director of Station WEVD, he has offered only the highest type of entertainment and outstanding speakers, achieving an enviable reputation for that station with its unique "University of the Air."



JOSEPH LANG



WILLIAM MOORE



KENNETH M. FICKETT



FRANK JOHNSON



W. C. ALCORN



CHESTER BOWLES

• CHESTER BOWLES

One of the most radio-minded of the younger executives, this panjandrum of the advertising business was born in Springfield, Massachusetts, and received his B.S. from Yale in 1924.

After working on his father's paper, the Springfield Republican, he formed a New York advertising agency. Six years ago he and William B. Benton established their own firm, in which he supervises the radio, copy and art departments.

Benton and Bowles produce the Palmolive Beauty Box, House of Glass, Clara, Lu 'n' Em, and Music at the Haydn's for Colgate-Palmolive-Peet, Show Boat, Tony and Gus and Lanny Ross' Log Cabin for General Foods and Town Hall Tonight for Bristol-Myers.

Their programs feature new artists as lovable, well-defined personalities, whose adventures seem like realities to the radio audiences.



D. F. STORER

• D. F. STORER

D. F. Storer, a native New Yorker, studied medicine for two years at Dartmouth University, but gave up his professional pursuits to enter the advertising field.

He contacted what he believes to be one of the first commercial air accounts, Thomas Cook & Son, Ltd.

At the request of one of his clients, the owner of two radio stations, he reorganized and operated WGHP in Detroit, which is now WXYZ, and WSPD in Toledo. He was instrumental in selling WXYZ, which became the key station of the Michigan Network.

Returning to New York, Mr. Storer became radio director for the Blackman Company. There he directed the Mills Brothers, Sisters of the Skillet and Victor Young.

Storer is now vice-president in charge of radio for Rockwell-O'Keefe.

• ARTHUR BERGH

From 1903 to 1908 Arthur Bergh, a native of St. Paul, played with the Walter Damrosch orchestra and the Metropolitan Opera, then became a member of the New York City Municipal Orchestra.

Among his many compositions for violin and piano are "Night Rider," "Fate of the Flimflam," "Evening" and "*Rêverie Douce.*" He is well known for his lectures on music, and is a member of the American Musical Society and the American Society of Composers, Authors and Publishers.

For eight years he was director of recording for the Columbia Phonograph Company, then director of the radio departments of Young and Rubicam, Lennen and Mitchell and Dorland International, Incorporated. He has produced the Old Gold, Music on the Air and Woodbury series on CBS, and Dangerous Paradise over NBC.

• ARTHUR PRYOR, JR.

Scion of a father and grandfather who were band leaders, Arthur Pryor, Jr., was ushered into the world over the Lyceum Theatre in St. Joseph, Missouri. With a family background of footlight traditions, two-thirds of the radio triangle—music and show business—were his heritage. The third angle he acquired by mastering the microphone when he announced his own concerts from Asbury Park in the early days of WOR. After a course in mechanical training he had enlisted as a machinist's mate in the navy, later joining the band as a cornetist. In 1918 he played with his father's band at Miami, then for seven years served as associate conductor and manager.

Since 1927 the genial Pryor has been making radio history for Batten, Barton, Durstine and Osborn. He assisted in directing the Atwater Kent, General Motors and Socony programs. His department has produced the Bond Bread, March of Time, Blackstone Cigar, Dupont's Today and Yesterday, La Palina, Silver Dust, Oxol and Westclox series, and has presented Mrs. Roosevelt.

• TOM REVERE

A native of Baltimore, Tom Revere was editor of the college paper and a member of Delta Chi fraternity at Ohio State University. After working on the Columbus Dispatch, the Baltimore Evening Sun and the New York Evening Journal, he served as assistant city editor for four years on the Evening Post.

Five years ago he joined Benton and Bowles as publicity director and now supervises their radio productions, including Tony and Gus, the Palmolive Beauty Box, House of Glass and other Colgate-Palmolive-Peet shows.

Revere spends his week-ends on his Connecticut farm.

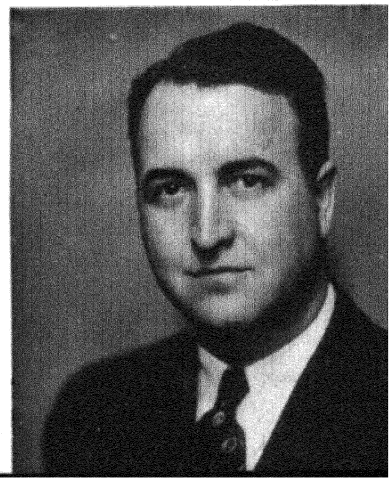
ARTHUR BERGH

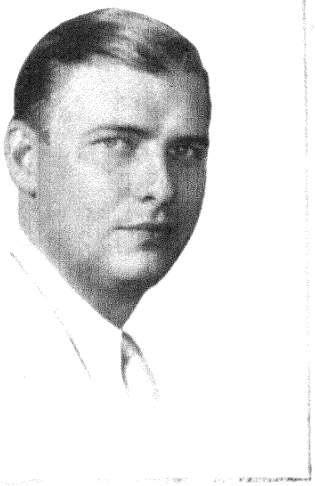


ARTHUR PRYOR, JR.



TOM REVERE





ERNEST E. CHAPPELL

• ANTONY STANFORD

As a lad of sixteen Antony Stanford of Dallas, Texas, played in legitimate and stock productions. After acting in New York with Mrs. Fiske and Alice Brady, he appeared in "Abie's Irish Rose" and "The Come-On Man," then directed vaudeville acts and stock.

A radio pioneer, he took dramatic roles in the First National Pictures hour on WJZ and other programs until 1929, when he became announcer and program director at WGBS. The following year he served as production director at NBC, and was identified with the Radio Guild, Show Boat, Moonshine and Honeysuckle, Grits and Gravy, Continental Oil and the hundredth anniversary program of the New York Sun.

"Tony" is said to have directed more stars than any one outside of Hollywood. He conducts the Lux Radio Theatre of the Air for J. Walter Thompson.



FRANK McMAHON

• FRANK McMAHON

Born in New York, this enterprising young executive became assistant to the advertising manager of the Dodge Brothers sales department. Later he managed the sales promotion exhibits of the Hudson Motor Car Company, gaining wide experience in theatrical productions and a valuable background for his career as a radio executive and producer of programs. He was appointed manager of the radio department of the Erickson Company, and after the merger, became production manager of the radio department of McCann Erickson.

Among the outstanding air shows with which he has been associated are Real Folks, Death Valley Days, Danger Fighters, Marx Brothers, the Five Star Theatre Symphony, Potash and Perlmutter, the Let's Dance program of Uneeda Bakers, Pick and Pat and Charm Cruise.

Many famous stars of the musical world have been heard in Mr. McMahon's programs, including Chaliapin and John Charles Thomas.

• CARLO DeANGELO

After graduating from the University of Padua in his native Italy, Carlo DeAngelo appeared in a dramatic company, then joined Novelli's company as assistant director. He came to the United States to appear in "The Bird of Paradise" and other plays, and took part in the London production of "Broadway." On his return he became stage director for Gene Buck and then for MGM, directing their first talking picture "Casino Gardens."

In New York he became production supervisor and director for N. W. Ayer & Son, directing the Eveready, Maltine Story, Famous Historical Trials, Eno Crime Club, Buck Rogers, Treasure Island, Circus Days and many other popular radio series.

Later he managed the radio department of the Blackman Company, producing the Gibson Family, Home, Sweet Home, Vic and Sade and the Ivory Stamp Club of the Air for Procter and Gamble, and several programs for Hinds.

• MARGARET E. JESSUP

Born in Erie, Pennsylvania, Margaret Jessup obtained early advertising experience with the Outlook and the Parents' Magazine.

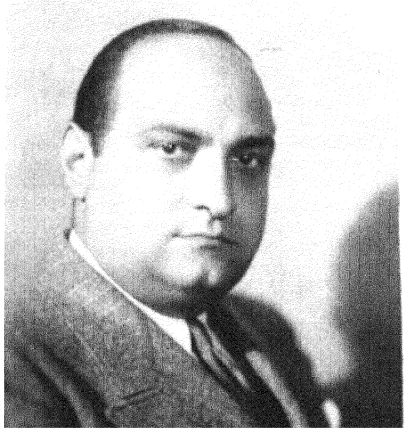
In 1929 she joined the H. K. McCann Company in an executive capacity in the copy department and was later transferred to the radio department of McCann Erickson, where she negotiates all arrangements for both network and spot programs. Among the features she has helped produce are the Charlie Chan and Famous Authors series for Standard Oil of New Jersey, Death Valley Days for Pacific Coast Borax and Gallagher and Sheehan, sponsored by the Ford Motor Company.

• ERNEST E. CHAPPELL

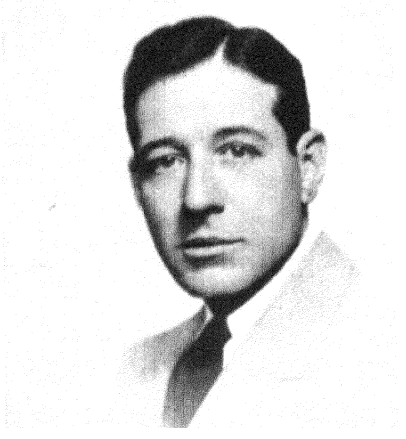
Ernest E. Chappell graduated from Syracuse University in the city of his birth. He was connected with Station WHAM in Rochester and WFBZ in Syracuse as one of the first radio production managers. After serving as a producer for the Buffalo Broadcasting System, he produced operas and directed True Detective Mysteries, Around the World with Libby and Jack Frost Melody Moments.

He was program director and producer for the Judson Radio Program Corporation, then became vice-president of the Adams Broadcasting Service. His next position was director of the NBC Artists Bureau. As a free-lance producer and director, he managed Vera Van, later joining the radio department of Donahue and Coe, Incorporated.

CARLO DEANGELO



ANTONY STANFORD

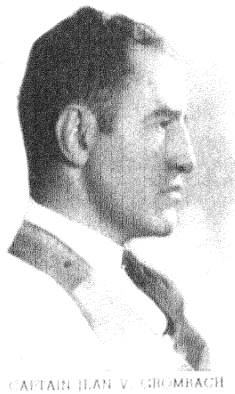


MARGARET E. JESSUP





HERBERT G. FOSTER



CAPTAIN JEAN V. GROMBACH



HAZARD E. REEVES



SCOTT HOWE BOWEN



J. G. BYERS



WILLIAM SMITH

• WILLIAM SMITH

This native of Bradford, Yorkshire, England, attended Horton College. As a runaway lad, he obtained his first position in America with the Union Pacific Railroad. After serving in the World War he became state manager for road shows and later directed and produced Irving Berlin's "Yip Yip Yaphank," followed by "Linger Longer Letty" and "Roly Boly Eyes."

Mr. Smith has been active in production and transcription as managing director with the Stanley Recording Company, Trans Air Broadcast, Radio Productions, Capitol Sound Studios and Broadcasting Abroad.

• CAPTAIN JEAN V. GROMBACH

Born in New Orleans, this West Point graduate played on seven varsity squads and was a football star, national intercollegiate heavyweight boxing champion, member of the 1924 U. S. Olympic boxing team, and New York Athletic Club fencer in national and international matches. As a captain in the 165th Infantry (69th New York) he served on the military staff and reception committee of the Mayor of New York. Adventure and sport in Europe and Panama furnished material for magazine writing.

After serving as licensed engineer, salesman, studio manager and production chief for independent studios, he handled disc programs for CBS at the Judson Radio Program Corporation, including Philco, Tom Huston Peanut, Choco Yeast, Eagle Pencil and Hudnut Perfume, and created Coty's Playgirl, a network feature with Irene Bordoni.

As head of his own production company and recording laboratory, Jean V. Grombach, Incorporated, he has been responsible for the following shows: Jarman Shoe, Hennafoam, Standard Brands, American Tobacco, Plantation Echoes for Vick and Bar-X Days and Nights for Health Products. He is radio manager for Max Baer, whom he is featuring in the Lucky Smith series for the Gillette Razor Blade Company.

• HAZARD E. REEVES

A graduate mechanical engineer of Georgia Tech and Brooklyn Polytechnic, Hazard Reeves became research engineer for the Columbia Phonograph Company, and later assistant recording engineer of the Stanley Recording Company. He has been consulting engineer for the Pulverman Corporation, director of recording for the Harvard Film Foundation, chief sound engineer for Starmark Pictures and Metropolitan Studios, consulting engineer of the University Film Corporation and studio director and treasurer of Standard Sound Recording Corporation, but is now president of his own laboratory, Reeves Sound Studios, Incorporated, specializing in transcription, sound-on-disc and film track recording.

• HERBERT G. FOSTER

This University of Pennsylvania graduate practiced corporation law until he went overseas as an officer.

After serving as account executive, grocery merchandising specialist, business manager of a trade publication, advertising manager of a paint company and commercial representative for NBC, he became vice-president in charge of spot time for Columbia Concerts Corporation. Later he acted as radio and transcription department manager of a large advertising agency, program executive at the Columbia Phonograph Company, and an officer of Allied Productions, Incorporated.

• SCOTT HOWE BOWEN

After attending the University of Colorado and graduating from Harvard, this Ohioan became a reporter on the Cleveland Leader, then served as Bell Telephone publicity manager and advertising manager for Baker electric automobiles, followed by special advertising work for White Motors. In 1910 he organized the Guardian Air Corporation. After his discharge from the Aviation Signal Corps, he formed Technical Publicity in New York. In 1920 he associated himself with Frank Presbrey and began a five-year term as advertising manager of a Condé Nast publication. Following a year as Eastern advertising manager of College Humor, he was appointed to Collier's staff.

One of the most outstanding and colorful pioneer personalities in single and group station representation and transcription, Mr. Bowen organized Individual Radio Stations Representatives in 1928, later changing it to Scott Howe Bowen, Incorporated, which maintained branch offices and recording studios and handled the radio campaigns of Al Smith, Herbert Hoover and dozens of national advertisers.

He operates his own station, WIBX, in Utica.

• J. G. BYERS

Born in Chicago, Jack Byers began building recording equipment in New York from a cylinder talking machine and a toy telephone. In 1920 he started a factory for radio receiving sets. He made small discs of advertisements and political talks, including speeches at the Democratic convention, and took his homemade apparatus to the White House to record President Coolidge's campaign address. After serving as recording engineer for Plaza records and chief sound engineer of Metropolitan Studios, he was appointed consulting engineer for Biophone.

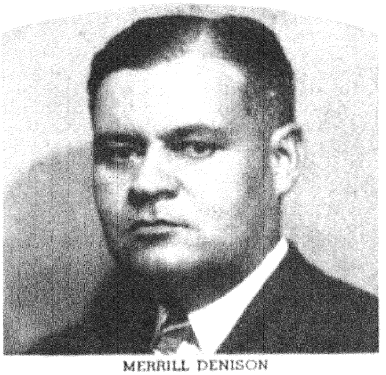
He designed and installed equipment for the Stanley Recording Company, where as chief engineer he recorded some of the earliest transcriptions. In 1930 he established Byers Recording Laboratories at Woodside, and now operates Byers Studios, Incorporated, on Broadway.



KARL BAARSLAG



D. THOMAS CURTIN



MERRILL DENISON

• D. THOMAS CURTIN

This writer, lecturer and international journalist was war correspondent for the London Times and is the author of "Edge of Quicksands," "The Land of Deepening Sorrow" and "The Tyranny of Power."

In 1931 he started writing and dramatizing thrillers for air audiences. NBC featured his New York police dramas from coast to coast for Lucky Strike, and followed with his adaptations of "Charlie Chan." He produced the script for the Poland Spring programs and Dr. Copeland's series, collaborated on the material for Babe Ruth, sponsored by Standard Oil, and wrote the Stories of the Black Chamber for Forhan's Tooth Paste.

• ROBERT WEST

A graduate of the College of the City of New York and New York University, Robert West, director of the Radio Art Guild of America, is the author of "So-o-o-o You're Going on the Air!"

During the war he was awarded a Certificate of Honor by the United States Government for his work with the Committee of Public Information. He has acted as associate director of the League for Public Discussion, which sponsored debates between outstanding national figures, and has specialized in speech pathology at the Vanderbilt Clinic.

West has made a survey of radio programs in Moscow, Berlin, Warsaw, Paris and London; and as a member of the Society for the Study of Expression, has dealt with many broadcasting problems.

• MERRILL DENISON

Merrill Denison of Detroit studied architecture at Toronto University, the University of Pennsylvania and Paris. After serving with the French and American armies, he became art director of the Hart House Theatre of the University of Toronto and wrote plays, including "Marsh Hay," "Brothers in Arms" and "Prize Winner." He is a contributor to American and Canadian magazines and writes critical articles on radio.

His Romance of Canada series, written for National Airways, was produced by the British multiple-studio method. He has written scripts for Imperial Oil and Canadian General Electric, and is the author of Great Moments in History and the dramatization of "Pickwick Papers."

Among the unusual scripts he has created are the Art in America series, written for the Carnegie Foundation and heard on the networks of the National Broadcasting Company, the Nativity Play—an authentic Christmas feature on the same chain, and the Forum of Liberty, a popular program offered by the Columbia Broadcasting System and sponsored by Liberty Magazine.

Mr. Dennison has served as technical advisor to the National Advisory Council on Radio in Education.

• GILBERT PATTEN

Known to millions as Burt L. Standish, Gilbert Patten at seventeen was selling fiction and writing for newspapers. He became a contributing editor to American Young Folks and sold stories to the New York Dispatch.

His Frank Merriwell stories have been heard three times a week over an NBC hook-up, and Universal has bought the picture rights of this famous serial.

• KARL BAARSLAG

After hitch-hiking at seventeen from his home in Grand Rapids to California and return, Karl Baarslag worked as a day laborer, and in 1919 shipped as an ordinary seaman. Six years later he became a radio operator on the "Eastern Dawn" and has since served on freighters, passenger ships and more than a dozen yachts. He has visited Europe nearly fifty times.

For six years he spent his spare time researching in official records and testimony, writing his sensational book, "SOS to the Rescue."

• PHILIP BARRISON

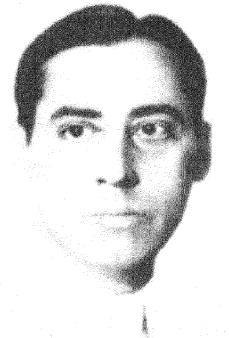
Born in Paris, but educated at St. Louis University, Philip Barrison served nine seasons with Charles Frohman, appearing with William Gillette, Maude Adams and John Drew. Wounded three times in France, on his return he became a stage director, then played in "The First Year" and "Eva the Fifth." He directed stock companies and little theatres throughout the country.

After playing parts for NBC, he replaced as dramatic director the late Colonel C. T. Davis, to whom he owes his special training in the technique of radio drama. Barrison has directed the American Magazine, Collier's and Woman's Home Companion hours, Bible Camera and Italics on WOR, American Drama Guild, Conscience—the Fury, and Five Star Final at WMCA.

ROBERT WEST



PHILIP BARRISON



GILBERT PATTEN





NAYDA DE FOE

• NAYDA De FOE

The attractive, blond Nayda De Foe was an artist's model before she became a dancer on the New York stage eight years ago. After touring the Keith and Loew circuits as a contralto and singing on a new York station, this capable young woman proved her versatility by managing the Guardsmen.



CHRISTY WALSH

• CHRISTY WALSH

Upon graduating from St. Vincents College, Christy Walsh joined the Los Angeles Express as cartoonist. After several years his drawings appeared in the Evening Herald and reporting became part of his assignment. Meanwhile he attended the University of Southern California at night, and was admitted to the bar in 1915.

In Detroit he edited an automobile house organ and handled national publicity for an advertising agency. Coming to New York, he founded the Christy Walsh Syndicate, specializing in sport features. Knute Rockne, Babe Ruth and other outstanding figures in the sport world have appeared under his banner.

In 1924 he organized and served on the All-America Board of Football, consisting of prominent coaches in various sections of the country.

Since his Wrigley football broadcasts in 1930, Walsh has been on the air frequently. During 1932 and 1933 he conducted interviews with coaches in the All-America Football Show and the Postum programs.

Christy is editor of "Intercollegiate Football," an encyclopedia of the gridiron game.

• HERMAN BERNIE

Herman Bernie, brother of "the Old Maestro," was born in Brooklyn and early decided to become a business man. He displayed his acumen by urging his brother to organize an orchestra. For a decade he managed Ben, and for the past five years he has been manager for Gregory Ratoff, George Givot, Leon Belasco, Ethel Barrymore Colt, Dave Bernie and others whose radio programs he has supervised.

• IRVING Z. GRAYSON

After graduating from the University of Chicago, Mr. Grayson attended the Damrosch School of Music in New York. Starting at thirteen, he played as pianist in Keith houses around Chicago.

He entered the booking business in New York, producing vaudeville skits and musical comedy ideas, also selecting talent for the stage and screen. In 1924 he joined NBC in production and promotional work and six years later was engaged by the MGM studios in Hollywood. Then he was given a contract by NBC to manage the proposed television department, later being transferred to Hartford in charge of production and sales at Station WTIC. He now manages Edith Murray.



HERMAN BERNIE



OLIVE A. WHITE

• DAVID O. ALBER

Having begun his journalistic career on the staff of the old World, David O. Alber of New York, one of the youngest radio press representatives, has achieved notable success writing publicity for such well-known broadcasting artists as Tony Wons, Jack Denny, Don Bestor, the Landt Trio and White, Mark Warnow and Edith Murray.

Recently he conducted a radio column for the New York Sun.

• JOSEPH M. BARNETT

Joseph Barnett was auditioned at WOR in 1922 as a singer and walked out as one of the first announcers. For five years he managed that station. In 1927 he joined the Judson Radio Program Corporation, handling programs and sales for three years, and being heard often as a singer. After conducting the radio affairs of the National Breweries in Montreal, he was sent to Harrisburg by CBS to manage Station WHP.

During a severe storm in 1924, it was his voice that directed the dirigible "Shenandoah" to its base after a night of tossing about.

Mr. Barnett is engaged in production in New York and manages Rosaline Greene, Jimmy Kemper and Igor Gorin.

• TED COLLINS

Joseph M. Collins, popularly known as Ted, was born in New York and educated at Fordham University. Records were always his hobby.

After working for the Pathé Phonograph and Radio Corporation, he joined the Columbia Phonograph Company, where he arranged Kate Smith's recording contract. He became her manager five years ago and later started announcing for her CBS programs, including the Hudson New Star Revue.

• "HAPPY" REESE

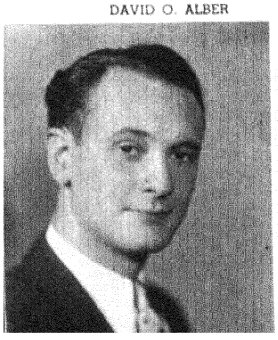
This New Yorker played the piano and drums in the same Bowery and Chinatown cafés and dance halls in which Irving Berlin started his musical career.

Later he took up club work and supplied orchestra music for society events. Mr. Reese has been associated in a managerial capacity with Fran Frey and Emil Coleman.

• OLIVE A. WHITE

Born in Baraboo, Wisconsin, Olive White graduated from the University of Wisconsin in 1918, and after a career on the stage became general press representative for the Shubert theatres from 1926 to 1928. In 1930 she wrote a novel, "Woven Threads." She has handled publicity for Mr. Mason of NBC, Benton and Bowles and Lanny Ross, for whom she obtained a five-year contract with Paramount.

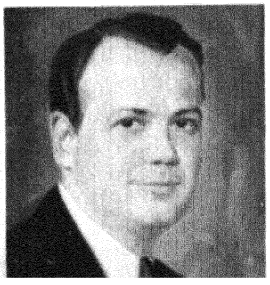
DAVID O. ALBER



IRVING Z. GRAYSON



TED COLLINS



"HAPPY" REESE



JOSEPH M. BARNETT



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