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Manufacturers of National Union Radio Tubes and Parts
Edited by Samuel Kaufman

## The Listener Always Wins

PROGRAM executives of leading radio stations and advertising agencies are ever on the alert for new ideas that will win mass audiences. The competition to win and hold listeners to air features is always keen. Keen rivalry is demonstrated between sponsors of similar wares as well as between advertisers who maintain simultaneous broadcasting schedules.

Radio editors of newspapers and magazines have often indicated that their readers disliked two stellar hours on the air at the same time inasmuch as they were forced to forego one in favor of the other and it was difficult to make a choice.

However, sponsors haven't got much choice in the matter of time. True, there are twentyfour hours to the day but most big advertisers desire the evening hours between 7 and 10 o'clock when they believe they can reach the biggest possible audiences.

Rather than the listener losing one good program by listening to another excellent feature on the air at the same time, he should remember that the high standard of the broadcast to which he's listening is maintained by the scheduling of a high-calibre hour on the other station or network. He's not losing anything. Rather, he's given a wider choice of program fare and the odds of giving $h i m$ a program he'll enjoy are considerably in his favor.


From season to season, the main rlassifications of radio programs retain large fullowings they have earned through the years. Dance bands, comedy, drama, news, variety, classical music and other headings are never replaced. But new ideas as well as new stars do constantly pop into the ralio schedules and some of them reach the high-salary and high-popularity brackets in very short time.

Audience-participation shows have been gaining larger and larger followings since they came into being on a big scale a couple of seasons back. Amateur hours, under this heading, were the opening guns in the campaign to recruit Mr. Next Door Neighbor for microphone appearances. Now the lead in audience participation has been taken by the many quiz, spelling bee and "what do you know?" features that stud program scheJules.

But the heavy draw of new ideas-even the smash hits-doesn't dig into the popularity of such perennial headliners as Jack Benny, Rudy ITallee, Bing Crosby and the many other topnotch stars who hilped make broadcasting the leading entertainment medium it now is.

The intriguing thing about radio listening is that it al. ways brings surprises and thrills in new offerings as well as reliably presenting the best of the old-estab. lished stars. And listeners, through experience, know that forthcoming features are "sure things" in the way of good, wholesome en. tertainment.

## KNOWLEDGE IS FUN

$Y$OU may never have thought so when you went to school. But since radio quizz programs came into popularity, it's been fun indeed to participate in the "what do you know?" games. Sidewalk interviews, studio spelling and question bees, word games and even musical-guessing programs have soared the heights of radio fame, many of these features ranking among the most popular (according to surveys) on the air. One reason why the listener gets an added kick out of the quizz features is that he has the chance of participating in the mike game himself. He can test his own wits against the microphone contestants. But he must remember that he has two advantages. He can look the answer up in dictionaries, atlases and other reference books, and there is no chance of mikefright.

"True or False?" asks Dr. Harry Hagen after he reads a statement. No, the placard-toting men are not-1pickets. It's customary on quiz programs to have the contestants wear their names on cards over their chests so that the master-of-ceremonies can address them.


Left to right: Max Eastman, author, humorist and raconteur, who heads the CBS Word Game; Professor Quiz (Craig Earl) paying off a winner with silver dollars, and Paul Wing, master of the NBC Spelling Bee.


Three topnotch cross-examiners: (left to right): "Uncle Jim" McWilliams of Question Bee fame; Kay Kyser, the orchestra leader who directs the musical quizz show known as the Kollege of Musical Knowledge, and Franklin P. Adams ("F. P. A.") of NBC's "Information Please."


## VOX POP

THIS program, conducted by Parks Johnson and Wallace Butterworth, was one of the first of the quiz programs and claims to be the first network show of its type. The show differs from the other question-and-answer periods in that it is broadcast from public and semi-public spots and never from a studio. It used to go on the air from street corners until traffic congestion caused it to be moved into hotel lobbies, railroad terminals and the like. Passers-by, unrehearsed, are recruited from the crowd that gathers around the mike and the result is an amus. ing, informative quiz program which is greatly enhanced by the spontaneous humor arising from Johnson's and Butterworth's banter with their guests. Turn over to the next page and see how you would score if you happened to be selected for the Vox Pop broadcast. Parks Johnson selected the ques. tions (and parenthetical answers) especially for readers of Radio Foto Log.

Here they are: Vox Poppers Parks Johnson and Wallace Butterworth.


Left: They're never too young to know the answer! Here's a five-year-old doing his stuff! Right: The English vicar who married the Duke and Duchess of Windsor-Rev. Robert Anderson Jardine-and a Chinese nurse meet for a session of Q's and A's wit!: Johnson.


Even a cigar store Indian pops up at the Vox Pop mike, but we doubt whether he was interviewed. Right: Harry M. Nanos-noted for his likeness to the late Will Rogers-takes to the air with Parks and Wally.

## WHAT DO YOU KNOW?

You've often had the answer while listening at home much quicker than the fellow at the mike. Here's a specimen mike quiz prepared by Parks Johnson. Try it with your family and friends and figure how you would have fared if you faced the Vox Pop mike.

## QUESTIONS

1. A monkey clinubing a greased pole 30 feet high gnes up 3 feet in 10 seconds. He slips back 2 feet in 5 secouls. How long will it tahe him to rearlh the top?
2. Uuickly: 11 is $1 / 6$ th of 3 times what number?
3. Io the half of a hundred the same as 100 divided by $1 / 2$ ?
4. If you stand on your headi, face to the East, in which directiun is your riglit shoulder pointed?
5. Would it be the same if you were standing on your fect, facing East?
6. If you drive 60 miles at $20 \mathrm{~m} . \mathrm{p} . \mathrm{h}$. going, and return at $30 \mathrm{~m} . \mathrm{p} . \mathrm{h}$. , what is your "AVERAGE" speed for the 120 miles?
7. Two candlex, one will burn 4 hours and the other will burn five hours. Both are lighted simultaneously. Buth are extinguished when what remains of one is exactly four times as long as what remains of the other. How long had the candles been burning?
8. If work the first day for $\$ 100$, the second day for $\$ 30$, the third day for $\$ 25$, and so on . . . huw many days will I work before I have earned siuv?
9. Iou have an engagement for 12 noon. Your friend phones that he must "Advance" the ensagement a half hour. At what time will you meet him?
10. In 15 seronds tell me how to change a twentydollar bill into dullars and half-clollars so that 1 will have UNE MURE half-dol:ar than 1 will dollars.
11. If "This and That" plus one-half of "This and That" equals 11, how much is "This and That"?
12. If a person is consistently inconsistent, would you say that person is consistent or inconsistent?
13. If a coat is turned inside out, would the right arm still go into what was the right sleeve?
14. Would you think a "Hugger-mugger" is a loving sort of a person?
15. Which is farthest West: Detroit, MirhiganPensacola. Flurida, or Indianapolis, Indiana?
16. Honestly, D() you know how many of your own tepth you now have in your mouth?
17. A biryple rider travels a mile in three minutes WITH the wind; he returns over the same course in foll minutes AGAINST the wind. How fast could he make the mile if there were NO wind?
18. Which is the longer, a cigarette or a stick of chewing glom?
19. Is the Sal..... desert flat, rolling or mountainous?
20. What abhreviations for State names make complete words?
21. I start work Monday morning at $\$ 1$ per day. You start work Tuesday morning at $\mathbf{\$ 2}$ por day. How manv dave will you work before you will have earnod TWICE as much as I?
22. How mant times per day does the ordinary watch tick?
23. In the line: "Little Miss Muffet sat on a TIFFFTT" . . . what is a "ruffet"?
24. Quirkly . . . count from 10 to I, barkwards.
25. How many STATES in the United States?
26. Do the words "In God we Trust" appear on all current U. S. C.ains?
27. On every package of ordinary pins there apppars the initials: "S. C.", "M. C." or "B. C.". What do liese mean?
28. If a ehicken has a gizzard what has an "Izzard"?
29. If the laundry foes out Monday morning and is retirned Thursday noon, what is the minimum number of shirts a man muct have in order to wear a clean shirt earh morning?
30. Assume it takes 30 seronds to toast one side of a slice of bread. Now, in an old-style twoslice toaster, what's the shortect time it will take to toast THREE slices of bread on BOTH sides?
31. If Tom, Dick and Tarry agree to Iunch to. gether, each beari, ${ }^{\text {d }}$ what about this sit s own share of the cost, Dick brings 3 egg: n. Tom brings 6 eggs: Dick brings 3 egg: 'arry brougnt NO eggs, but tossed 15 c o
15 c be divided?
32. Take an ordinary sheet of letter paper, business size. Tear it in two, and stack the halves on top of each other. Do this fifty times. How high will the stack be after the fiftieth tear and stacking?
33. A barrel has three spigots. They emply the barrel in 15, 30 and 45 minutes, respectively. If ALL are opened at the same time, how long will it take to empty the barrel?

## TRICKS TRIED AGAINST DESIGNATED TIME LIMITS:

Say Alphabet backward in 30 seconds.
Spell one's full name backward in 15 seconds.
Say months of year backward in 10 seconds.


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## Mr. Next Door Neighbor Takes the Air

TUE quiz programs mentioned on the preceding pages are but one of several popular forms of audienceparticipation shows. There are amateur hours, public forums and comedy and variety hours in which the listener is heard from by voice, applause and laughter. Audience-participation shows have gained tremendous popularity probalily because listeners like to hear from Mr. Next Door Neighbor as well as from professional broadcasters.


Tickets to broadcasts are in great demand

"America's Town Meeting of the Air" has been cited as the best example of freedom of the air. Here, the listener can debate with the celebrities on the platform on topics of the day. George V. Denny, Jr., is shown at the left giving the floor to a questioner who (above) is seen taking it.


Jerry Belcher (left) takes his mike right into homes of listeners. Center: Lyman Bryson (at head of table) invites "typical citizens" to dinner for the extemporaneous "People's Platform" feature of CBS. The mikes are hidden under napkins to keep the guests immune of mike. fright. Right: Major Bowes and his amateurs hold their grip on popularity. Here he is with a fellow playing two musical saws.


The applause and laughter of a typical studio audience such as the one portrayed on the right are measured by the "applause meter" shown above.



George Burns and Gracie Allen, one of the highest-paid comedy teams in the land.

## KING COMEDY <br> STILL REIGNS

FROM the very beginning of radio entertainment, comedy has never been displaced as a smash hit classification on stations' schedules. Listeners like to laugh and the broadcasters and sponsors spare no expense in obtaining the world's best funsters. Many of the comedy stars have held their popularity through the years but declare it's a tough assignment to get new material for every broadcast.

"Feud for Thought" might be the caption of the photo at the left showing Jack Benny and Fred Allen meeting. Above: "The Bee or not The Bee-that is the question" Jack seems to wonder as he raises his bow.


Left: Bob Burns, who skyrocketed to comedy stardom and who many believe comes closest to filling the philosophercomedy role of the late Will Rogers. Above: Two of the old reliables. Al Jolson and Joe Penner. In center oval: Oliver Wakefield, the English comedian who scored favorably in his American broadcasts.


Top: Two popular comedy pairs-Marion and Jim Jordan (Fibber McGee and Molly) and (right) Stoopnagle and Budd. The latter pair, whose real names are F. Chase Taylor and Wilbur Budd Hulick, have popped up solo in recent seasons but singly or doubly, they're great fun!


Parkyakarkas (Harry Einstein), The Mad Russian (Bert Gordon) and the man who introduced both to big-time broadcasts-Eddie Cantor.


Left: Pick and Pat (Pick Malone and Pat Padgett) talk things over with their production man -Frank MacMahon.


Above: Teddy Bergman and Jack Haley who add merriment to the airwaves. Right: The Stroud Twins. Clarence brings the mike to brother Claude. The twins have scored sensationally with Charlie McCarthy.



Left: Kaltenmeyer's Kindergarten has a recess. Left to right, Professor August Kaltenmeyer (Bruce Kamman), Izzy Finkelstein (Johnny Wolf), Percy Van Schuyler (Merrill Fugit), Cornelius Callahan (Billy White) and Yohnny Yohnson (Thor Ericson). Above: Sam Hearn, better known as Schlepperman whose "Hullo. Stranzer" remark is a famous tag-line.


The movies are the source of considerable comedy material. Andy Devine and Charles Butterworth (above) are popular mike performers. Left: "Tim and Irene"Tim Ryan and Irene Noblette, do a comedy-ventrilo. quist routine for the camera.


Bob Hope used the air as a short cut to screen stardom after many years on the stage. He's shown at the left with his comely nemesis, Honeychile. He's known to change his mike partners from season to season, so it's not always the same Honeychile you hear. Above: Billy House, star of "The Laugh Liner" and Cal Tinney, a youngster who, like Bob Burns, has been nominated as a successor to the late Will Rogers.


Young Deanna Durbin who followed her radio success with film triumphs has earned a grown-up as well as juvenile following.


Walter Tetley, veteran child dramatic performer, who now shares time between radio and talkie mikes. Hollywood scouts signed him after his spectacular supporting roles with leading air stars. Right: Madge Tucker, director of NBC's children's features and discoverer of many talented youngsters.

"Jolly Bill" Steinke, conductor of a novel junior news program, and Hendrick Willem Van Loon, author and artist, who is as popular with child listeners as with grown-ups, a knack few writers or broadcasters can achieve.

## A LITTLE BIT

## OF EVERYTHING

T'S a standard gag around the studios that whenever a sponsor has a lot of money to spend on an airshow, he auditions all types of programs and finally winds up with a band, a comedian, a vocal star, a dramatic sketch and a master-of-ceremonies, or, in other words, a variety show. It's not always a sure-fire formula but there are many exceptional hit combinations under the heading of "Variety."


Don Ameche, popular singer, actor and master-of-ceremonies of the Chase Sanborn Hour.

Leaders of three top-notch variety shows. Left to right: Rudy Vallee, Kate Smith and Bing Crosby, all of whom are versatile entertainers as well as program directors.


It's "Good News" to many when the program of that name hits the air. Four of its headliners are shown above: Left to right: Frank Morgan, the hesitant conversationalist of the films; Hanley Stafford, the exasperated daddy of Baby Snooks; Meredith Willson, musical director, and Robert Taylor, the movie star serving as master-of-ceremonies. Right: Ben Bernie, graduated from bandsman to program "m.c." is shown with Sophie Tucker.


Fanny Brice, veteran of the musical comedy and vaudeville stages, in her Baby Snooks characterization-a radio sensation.

## DON'T BE YOURSELF!

A
FEW radio entertainers have proved that it pays to follow that slogan. In recent seasons, persons who could do exceptional stunts with their voices won lucrative long-time contracts. Ventriloquism, mimicry and other vocal oddities, all of which were once thought unsuitable for the air. are now acknowledged smash-hit formulas.


That impish but lovable Charlie McCarthy and his master (?), Edgar Bergen, try out a script. Below: Bergen shows that even a ventriloquist's dummy demands a wardrobe suited to his status.



Left: Walt Disney, creator of Mickey Mouse, Donald Duck and numerous other imaginary cartoon characters who magically come to life on air programs. Center: Arthur Boran, a first-rate radio mimic who can impersonate the air's "great." Right: Tommy Riggs whose vocal creation of Betty Lou brought him nation-wide fame.

# BROADCASTING STATIONS of THE UNITED STATES 

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| Lake Charles, La. | 1500 | 100-250 |
| Paris, Tex. | 1500 | 250 |
| Bakersfield, Callf. | 1550 | 1000 |
| San Franclsco, Calif. | 680 | 50000 |
| Denver, Colo. | 880 | 1000 |
| Pasadena, Calif. | 1210 | 100 |
| Wenatchee, Wash. | 1500 | 100-250 |
| Houston, tex. | 920 | 1000-5000 |
| Pittsburgh, Pa | 1380 | 500 |
| San Jose, Callf. | 1010 | 1000 |
| Lufkin. tex. | 1310 | 100 |
| Abilene, Tex. | 1420 | 100-250 |
| Bozeman, Mont. (C.P.) | 1420 | 100-250 |
| Berkeley, Cal | 1370 | 100-250 |
| Weslaco. Tex. | 1260 | 1000 |
| Beaumont, Tex. (C.P.) | 1420 | 100-250 |
| Cordus Chrlsti, Tex. | 1330 | 500 |
| Los Angelos, Calif. | 1120 | 500-2500 |
| Everett, Wash. | 1370 | 50000 |
| Lewiston Idaho | 1390 | 250 |
| Dallas, tex. | 1040 | 10000 |
| Midland, Tex. | 1420 | 100 |
| Jamestown, N. Dak. | 1370 | 100-250 |
| Shrevedort. La. | 1310 | 100-250 |
| Roseburg, Ore. | 1500 | 100-250 |
| Des Molnes, lowa | 1320 | $1000-5000$ |
| Rochester 4 Minn | 1310 | 100-250 |
| El Paso, Tex. (C.P.) | 1500 | 100 |
| Oakland, Cal | 930 | 1000 |
| Sacramento, Calif. | 1210 | 100 |
| Santa Fe, N. Mex. | 1310 | 100 |
| Sherman. Tex. | 1310 | 250 |
| Seattle, Wash. | 1120 | 250 |
| Manhattan, Kans. | 580 | 500-1000 |
| Sallna Kans. | 1500 | 100-250 |
| Huntsville, Tex.(C.P.) | 1500 | 100 |
| Sioux City, lowa | 1330 | 1000-5000 |
| St. Louls, Mo. | 550 | 1000-5000 |
| Pocatello. Idaho | 900 | 250-1000 |
| San Francisco, Calif | 560 | 1000-5000 |
| Salt Lake City, Utah | 1130 | 50000 |
| Salem, Ore. | 1370 | 100 |
| Des Moines, lova | 1430 | 500-2500 |
| Sloux Falls, S. Dak. | 1110 | 2500 |
| Santa Rosa, Calif. | 1310 | 250 |
| St. Paul, Minn. | 1460 | 10000-25000 |
| Cedar City, Utah | 1310 | 100 |
| Lowell, Ariz. | 1200 | $100-250$ |
| Phoenix, Ariz. | 620 | 1000 |
| Fort Worth, Te | 1240 | 1000 |
| Ausiln, Tex. (C.P.) | 1120 | 1000 |
| Shreveport, La. | 1450 | 1000 |
| Temple, Tex. | 1370 | 250 |
| Twin Falls. Idaho | 1240 | 1000 |
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| Visalia, Calif. | 1190 | 250 |
| Santa Barbara, Cal. | 1220 | 500 |
| Oklahoma Citr, Okla. | 1370 | 100 |
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| Houston, Tax. | 1290 | 1000-5000 |
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| Yuma, Ariz. | 1420 | 100 |
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& \text { Laurel, Miss. } \\
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& \text { New York, N. Y. } \\
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86050000 $\begin{array}{cc}1200 & 100-250 \\ 1370 & 100-250 \\ 1420 & 100\end{array}$
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Call
Letters


Call Letters

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| Memphis, tenn. | 1370 | 100 |
| Anderson, ind. | 1210 | 100-250 |
| Green Bay. Wisc | 1200 | 100-250 |
| Calumet, Mich. | 1370 | 100-250 |
| Boston, Mass | 830 | 1050 |
| Olean, N. Y. | 1400 | 250 |
| Porismouth, $N$. | 740 |  |
| Rochester, N.Y | 1430 | 500-1000 |
| Kosciusko, Miss. | 1500 | 100-250 |
| Cicero, 111. | 1420 | 100-250 |
| Dayton, Ohio | 1260 | 1000-5000 |
| Mammond Ind. | 1480 | 5000 |
| Blueflola, W. Va. | 1410 | 500-1000 |
| Greensburo, Pa. | 620 | 250 |
| Cleveland, Onio | 1390 | 1000-2500 |
| Columbus, Onio | 640 | 500 |
| Virolnia, Minn. | 1370 | 100-250 |
| Port Huron, Mich. (CP) | 1370 | 250 |
| New York, N. Y. | 1010 | 1000-6000 |
| Des Moines, lowa | 1000 | 5000 |
| Jersey City, N.J | 1450 | 500-1000 |
| Harrisburg. Pa. | 1430 | 500-1000 |
| Madison, Wisc. | 1280 | 1000-5000 |
| Glenside, Pa. | 970 |  |
| Jackson, Mioh. | 1370 | $100-250$ $100-250$ |
| Pornette, WIsc. | $\begin{array}{r}1210 \\ 580 \\ \hline\end{array}$ | $100-250$ $1000-5000$ |
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| Ashradula, Ohlo | 940 | 250 |
| Bridosport, Conn | 600 | 500-1000 |
| St. Louls, Mo. | 1200 | 100-250 |
| Urosna, lil | 580 | 1000 |
| WIIminoton, Del. | 1420 |  |
| Gary Ina. | 560 | 1000-5000 |
| New York, N. Y. | 1180 | 1000 |


| Miami, Fla | 610 | 1000 |
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| Philadelphia, Pa. | 610 | 1000-5000 |
| Indianapolis, Ind. | 1400 | 1000-5000 |
| Columbia, S.C. | 560 | 1000-5000 |
| Milwaukee, Wisc. | 1120 | 250-1000 |
| Johnstown. Pa. | 1310 | 100-250 |
| Norfolk. Neor. | 1060 | 1000 |
| Providence, R. | 890 | 1000-5000 |
| ttsburgh, Pa. | 1290 | 1000-5000 |
| dacksonvilie, F | 900 | 1000-5000 |
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| Baton Rouge, La. | 1120 | 500 |
| New Orleans, La. | 1200 | 00 |
| Gadsden, Ala. | 1210 | 100 |
| Jackson, MIss. | 1270 | 1000-5000 |
| Hagerstown. Md. | 1210 | 50-100 |
| Johnson City, Tenn. (CP) | 1200 | 100-260 |
| Lansing, MICh. | 12 | 100-250 |
| Chicago, 111. | 1130 | 20000 |
| Rice Lake, Wisc. | 1210 | 250 |
| I ronwood, Mlch. | 1420 | 100 |
| West Palm Beach, | 1200 | $100-250$ |
| Detroit, Mlch. | 750 | 50000 |
| Tuscaloosa, Ala. | 1200 | 100-250 |
| Washlngton, D. C. | 1460 | 10000 |
| Jamestown. N. | 1210 | 100-250 |
| Akron, Ohio. | 12 | 100-250 |
| New York, N. Y. | 760 | 50000 |
| San Juan, Puerto Rico | 1240 | 1000 |
| East Lansing, Mlch | 850 | 1000 |
| Mlami Beach. Fla. | 1500 | 100 |
| East Dubuque. III | 1500 | 100-250 |
| La Crosse, Wisc. | 1380 | 1000 |
| Youngstown, Ohlo | 570 | 500 |
| Harrisouro, Pa. | 1200 | 0-250 |
| Rlchmond, ind. | 1500 | 00 |
| Buffalo, N.Y. | 1480 | 5000 |
| Muskegon, Mich. | 1500. | 100-250 |
| Griffin, Ga. | 1500. | 10 |
| Sunbury, Pa. | 1210 |  |
| CIncinnati, Ohlo |  | 00 |
| New Castle, Pa. (C.P.) | 1250 |  |
| Oklahoma City, Okla. | 900 | 1000-50 |
| Kalamazoo, Mich. | 590 | 1000 |
| Nashville, Tenn. | 1420 | 5000 |
| Lakeland, Fla. | 1310 | - |
| Lexinoton, Ky. | 1420 | 100-250 |
| Lawrence. Mass | 680 | 1000 |
| Minneapolis, Minn | 1250 | 1000 |
| Muncie, Ind. | 1310 | 100-250 |
| Stevens Roint, Wisc | 900 | 5000 |
| Bangor, Me. | 620 | 500- |
| Erie, Pa. | 1420 | 100-250 |
| Lowell, Mass. | 1370 | 100-250 |
| Mlddieboro, Ky. (C.P | 1210 | 100-250 |
| Laconia, N.H. | 1310 | 100 |
| Chicago, 111. | 870 | 50000 |
| Brookiyn, N.Y. | 1400 | 500 |
| Lynchburg, Va. | 1200 | 100-250 |
| Cincinnati, Ohio | 700 | 50000 |

Call

WMAL
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WMBH Joplin, MO.
MMBI Chicago, III
WMBO Auburn, N.Y.
HMBR Jacksonvi!le, Fla.
HMBS
HMC
WMCA New York, N.Y.
WMEX boston, Mass.
WMFF Plattsburg, N.Y.
WMFG Hibbing, Minn
WMFJ Daytona Geach, Fla.
KMFO Decatur, Ala.
WMFR High Point,
WMIN St. Paul, Minr..
KMMN Fairmont, W.Va
WMPC Lapeer, Mich.
MMPS Memphis, Tenn.
WMSD Sheffieid, Ala.
WMT Cedar Rapids, lowa
WNAC Boston, Mass.
WNAX Yankton, S. Dak.
WNBC New Britain, Conn.
WNBF Binghamton, N.Y.
KNBH New Bed ford, Mass.
WNBX Spring!ield; Vt.
WNBZ Saranac Lake, N.Y.
WNEL San Juan, Puerto Rico
WNEW New York, N. Y.
WNEW New York, N.Y.
WNLC New London, Conn
WNOX Knoxville, Tenn.
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WREC
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HR.JN Racine, Wi.sc.
WRNL Richmond, Va.
WROK Rockford, 11
WROL Knoxville, Tenn.
WRR Dallas, Tex.
WRTD Richmond Va.
WRUF Gainesville, Fla
KRVA Richmond
HSAI Cincinnati, Ohio
WSAJ Grove City, Pa.
HSAL Salisbury, Md.
WSAN Allentown, Pa.

Fremiancy Power
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| 1440 | $1000-5000$ |


| 1350 | 500 |
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| 1420 | $100-250$ |
| 1080 | 5000 |
| 1310 | 100 |

Call Letters WSAR
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WSBT
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WSGN
WSJS
WSL
WSM
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Wausau, Wisc.
Savannah, Ga.
Huntington, $\dot{W} . \dot{V} a$.
At!anta, Ga.
South Bend, ind.
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Birmingham, Ala.
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## THE CURTAIN RISES

BROADCASTING is now an acknowl. edged branch of drama and the leading names of the stage and screen are attracted by its many opportunities as well as the fat salaries that go with appearance on a sponsored show. Radio drama is divided in two classes: Original and adapted plays are in one branch, and serial and sketch programs are in the second. As far as air audiences go, such names as Amos ' $n$ ' Andy and Myrt and Marge, made popular on the air, are just as much an attraction as the marquee names radio recruits from the footlights and kleiglights.


Edward G. Robinson and Claire Trevor, co. stars of the popular CBS serial "Big Town" are in the ranks of "regular" air performers, differing from most other big movie names who just appear on guest spots.


James Cagney and Noel Coward are caught by the studio candid camerman. Circle: Irene Rich, who, in several seasons on the air. scored as favorably with listeners as she did with theatre and movie audiences.


Left to Right: Cecil B. De Mille, the movie director who added microphone triumphs to his megaphone hits as producer of the CBS "Radio Theatre" programs; Wallace Beery, an occasional guest star, and Jean Hersholt, portrayer of "Dr. Christian" in the radio series of that name.


The theatre's "royal family" is in constant air demand. Left to right: Lionel, Ethel and John Barrymore.


How a radio play takes the air is demonstrated by these four views from NBC's "Spy at Large" series. Upper left: The first script reading. Lines are ironed out and the cast learns story. Upper right: Director Joseph Bell gives some pointers to actresses Consuelo Lenibke, Eileen Burns and Elena Karan Lower left: The dress rehearsal with Miss Burns, Eric Dressler and Miss Lembke going through their paces. Lower right: On the air! Miss Lembke is shown reading the opening lines.


Two popular series of long standing are pictured above. Left: Four members of the cast of "One's Man's Family" which has been a radio hit since 1932. Photo shows Minetta Ellen (Fanny Barbour) with Bernice Berwin (Hazel) at left; Kathleen Wilson (Claudia) at right. and Winifred Wolfe (Teddy) below. Right: The popular team of Lum and Abner in make-up. Chet Lauck plays Lum and Norris Goff portrays Abner.


Amos ' $n$ ' Andy are shown with the only woman-and only third person-in their cast, Madaline Lee. The pair. Charles Correll (Amos) and Freeman Gosden (Andy) enact all the other characters themselves. Right: Myrt and Marge. (Myrtle Vail and Donna Damerel).



Fred Waring, head of the Pennsylvanians, a pioneer radio band. Choral offerings are his dish. Right: They don't usually call him the "king of jazz" any more but there's no doubt that he's still its master - Paul Whiteman.

## ON WITH THE DANCE!

WHETHER personal preferences go to "swing" or "sweet" music, dance music is a "must" on most listeners' tuning schedules. There are scores of headlining bands and space permits only some of the representative ones to be pictured on these two pages. Most dance bands attempt to establish an individual style to be distinctive and the demand for special arrangements of popular tunes keeps the arrangers working day and night. Many bands have stellar vocalists and instrumental soloists to enhance their offerings.



Phil Spitalny and his All-Girl Orchestra, a radio act that's in great demand for stage appearances. Right: Raymond Paige. Below, left: Guy Lombardo (seated) and his versatile brothers, Leibert, Carmen and Victor. Below, right: B. A. Rolfe, radio old-timer who's still a radio big-timer.



Vincent Lopez, Peter Van Steeden and Robert Armbruster, three ace baton-wavers.


The Dorsey Brothers used to jointly conduct their own orchestra under that name but now they have separate aggregations-both highly successful. Jimmy Dorsey is at the left and rother Tommy at the right.


Al Goodman, George Olsen and Joe Rines, all stellar bandsmen.


Left to Right: Horace Heidt, conductor of the Brigadiers, Gene Krupa, the drummer, who left Benny Goodman to head his own band, and Richard Himber, a consistent broadcaster.

## BEAUTY AND THE MIKE

RADIO vies with the stage and screen in the beauty of its female stars. In the long run, radio even goes the other entertainment mediums one better; the microphone drafts the "best-lookers" as well as the best talent from the stage and cinema. And the high standard of mike beauty has brought about many screen offers for the broadcasting damsels. With television in the offing, you will soon enjoy hearing as well as seeing these decorative persons.



Elaine Bassett, an NBC dramatic performer. Left: Betty Lou Gerson, NBC actress and Alice Frost, heard on both CBS and NBC in leading dramatic roles.


Left to right: Olga Andre, NBC songstress frequently featured on shortwave programs because of her ability as a linguist; Virginia Verrill, vocalist presented on both networks and the Lane Sisters-Priscilla and Rosemary, whose air work brought about a Hollywood cinema career. Below, left to right: Wendy Barrie, who reversed the Lane Sisters formula by coming to the air from the screen; Maxine, vocalist with Phil Spitalny's All-Girl Orchestra, and Bess Johnson who plays a featured role in the CBS series "Hilltop House."



Dorothy Lamour, singing co-star of the NBC Chase \& Sanborn Hour, whose picture on magazine covers is said to have nearly established a quantity record for radio artists, Ruth Warrick (right), CBS actress, shows the photographer her idea of keeping cool during a broadcast.


Betty Caine and Helen Walpole, NBC actresses, who are undoubtedly adept on figures of speech.


Gale Page, NBC singer and actress, who also used the mike as a short-cut to Hollywood fame. Right: Templeton Fox, NBC actress.


The mirror-lid of this television receiver reflects a picture measuring 12 by 14 inches off a vertically-mounted cathode-ray tube. This set was introduced to the Berlin market and is similar in many respects to models developed in American laboratories.


## THERE ARE ADDED THRILLS IN SIGHT

AND sight, of course, means television. The great progress in the video art here and abroad indicates that regular television programs should be available in many parts of the country at an early date. It is certain that the new art will win wide acceptance on a mass scale and that many of the current crop of radio stars will be drafted for the television camera along with stars of the stage and screen.


No, this is not a Hollywood movie set. It is a typical European television studio. Left: This photograph reveals the excellent detail of a projection television image on a theatre-size screen ten feet high and twelve feet wide.


Preparations are under way for the introduction of public-participating television in many American cities. Gilbert Seldes and Peter C. Goldmark, respectively television program director and television engineer of the Columbia Broadcasting System, are seen at the left at the scanning panel of the network's New York video station. In the center photo they are inspecting one of ten giant transformers for the new Chrysler Building sight-and-sound station. A Columbia television studio setting of many years ago is shown at the right. The image was virtually confined to "head and shoulders" in those days. Today, however, the television camera can pick up wide-angle scenes in the manner of a movie camera.

## TELEVISION BROADCAST STATIONS

| LICENSEE AND LOCATION | CALL LETTERS | FREQUENCY (ke) OR GROUP* | VISUAL | AURAL | EMISSION |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Columbia Broadcasting System, Inc., New York, N. Y. | W2XAX | B, C | C. P. $\mathbf{7 5 0 0}^{50 \mathrm{w}}$ | 7500w | $\begin{aligned} & \text { A4 } \\ & \text { A3 } \end{aligned}$ |
| Don Lee Broadcasting System: <br> Los Angeles Calif. | W6XAO | B, C | $\text { C. P. }{ }^{150 \mathrm{w}}$ | 150w | A3, A4 |
| Farnsworth Television Incorporated of Pa ., Springfield, Pa. | T3XPF | B, C | 4kw | 1kw | A3, A4 <br> (C. P. only) |
| First National Television, Inc., Kansas City, Mo. | H9XAL | B, C | 300w | 150w | A3, A4 |
| General Television Corporation, Boston, Mass. | W1.9 | B, C | 500w |  | A4 |
| The Journal Company, Milwankee, Wisconsin. | W9XD | B, C | 500w |  | A4 |
| Kansas State College of Agriculture \& Applied Science, Manhattan, Kansas. | W9XAK | A | 125w | 125w | A3, A4 8. Special |
| National Broadcasting <br> Co., Inc., <br> New York, N. Y. | W2XBS | B, C | 12kw | 15kw | A3, A4 |
| National Broadcasting <br> Co., Inc., <br> Portable (Camden, N. J. <br> \& New York, N. Y.) | W2XBT | $\begin{aligned} & \text { D }(92,000 \& \\ & 175000-180000) \end{aligned}$ | 400w | 100w | A1, A2, <br>  <br> Special <br> (C. P. only) |
| Philco Radio \& Television Corp., <br> Philadelphia, Pa. | W3XE | B, C | 10kw | 10kw | A3, A4 |
| Philco Radio \& Television Corp., Philadelphia, Pa. | W3XP | $\begin{gathered} \text { D (204000) } \\ 210000) \end{gathered}$ | 15w |  | A4 \& Special (C. P. only) |
| Purdue University, West Lafayette, Ind. | W9XG | A | 1500 w |  | A4 |
| Radio Pictures, Inc., Long Island City, N. Y. | W2XDR | B, C | 1kw | 500w | A3, A4 |
| RCA Mannfacturing <br> Co., Inc., <br> Portable (Bldg. No. 8 of Camden Plant) | W3XAD | $\begin{gathered} D(124000 \text { to } \\ 130000)^{2} \end{gathered}$ | 500w | 500w | A3, A4 |
| RCA Manufacturing Co., Inc., <br> Camden, N. J. | W3XEP | B, C | 30kw | 30kw | A3. A4 |
| RCA Mannfacturing Co., Ine., <br> Portable-Mobile | W10XX | B, C | 50w | 50w | A3, A4 |
| The Sparks-Withington Company, <br> Jackson, Michigan. | W8XAN | B, C | 100w | 100w | A3, A4 |
| University of Iowa, lowa City, Iowa. | W9XK | A | 100w |  | A4 |
| University of Iowa, Iowa City, lowa. | W9XUI | B, C | 100w |  | A4 |
| Dr. George W. Young, Minneapolis, Minnesota | W9XAT | B, C | 500w |  | As |
| - |  | * FREQUENCY GR |  |  |  |


| Group A | Group B | Group C | Group D |
| :---: | :---: | :---: | :---: |
| 2000 to 2100 ke | 42,000 to 56,000 kc | 60,000 to 86,000 ke | Any 6,000 ke frequency band above $110,000 \mathrm{kc}$ excluding 400,000 to $401,000 \mathrm{ke}$. |

## THE SERIOUS SIDE OF RADIO MUSIC

IN this age of swing music and such dances as the Big Apple, Lambeth Walk and Yam, radio renditions are by no means confined to jitterbugs' tastes. The serious side of music is not neglected. The best symphony concerts, operas and instrumental and vocal solo bits are offered on radio schedules. Sponsors and networks spare no expense to obtain the best names in the music world.



Lily Pons, the world-famed coloratura, and her noted conductor-husband, Andre Kostelanetz.


There's beauty on the classical programs, too, as these views of Gladys Swarthout and Grace Moore adequately prove.


Arturo Toscanini, acclaimed by many experts as the greatest symphonic conductor of all time. As chief conductor of the NBC Symphony Orchestra, he has contributed greatly towards the advance of broadcast entertainment. An NBC photographer, took these candid shots of Toscanini in action.


Three popular singers of classics-Lawrence Tibbett, Margaret Speaks and Walter Cassell.


Judging by the smiles of these three stars, serious music has its bright side. Left to right: Howard Barlow, CBS conductor; Vivian Della Chiesa, NBC lyric soprano, and Ernn Rapee. NBC conductor.


# WORLD-WIDE SHORT-WAVE STATION LIST 





Ke. Meters Call $6,35047.24$ YNJ5 $\begin{array}{lll}6,350 & 47.24 & \text { YNJ } 7 \\ 6,357 & 47.20 & \mathrm{HRPI}\end{array}$ $\mathbf{0 , 3 4 0} 47.32$ YNE $6,34047.32$ HIX | 6,330 | 47.39 |
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$6,27047.84$ YV5RP $8,26047.92$ OAX4 6.25048 .00 YV5RJ 6.243 48.05 HIN 6.23548 .11 HRD 6.225 48.19 YV1RG 6.20548 .35 YVIRI 6,200 48.39 XEXS 6,200 48.39 COKG. $\begin{array}{ll}6,198 & 48.08 \mathrm{HI} 8 \mathrm{Q} \\ 6.190 & 48.47 \mathrm{HIIA}\end{array}$
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6,117
ty 04
WESE 6.115 4y 06 XECU 6.11549 .06 HJIABB 6.115 49.06 OLR2C 6.11049 .10 GSL 6.110 49.10 VE9日 X 6,109 49.10 VUC $6,10849.11$ HJ 4AI:13 $\begin{array}{ll}6.100 & 49.18 \\ 6.100 & \text { W3 XAL } \\ \text { WYXF }\end{array}$ 6.10049 .18 HYXF
6.10049 .20, YTC
6.09849 .20 ZTJ
6.097 4y 20 HJ4ABE
6.09049 .26 ZBW 2 $\begin{array}{lll}6,090 & 49.26 & \text { ZBW2 } \\ 6,090 & 49.26 & \text { HJ4ABC }\end{array}$ 6.090
69.26
CRCX $6,08549.30$ IJ5ABB 6,083 4942 VQ7LO 6.080049 .34 ZHJ 6.08049 .34 CP5
6.08049 .34 H'yXA $6,07949.35$ DJM $6,0754938 \mathrm{HP5F}$

$6,0754938 \mathrm{KVIPD}$ $\begin{array}{ll}6,075 & 49.38 \\ 6 & \text { YVIRD }\end{array}$ | 6,073 |
| :--- |
| 6,070 |
| 49.37 |
| CUN | 6.07049 .42 CrRX 6,070

6,070
$49.42 \mathrm{HJ3ABF}$ 6.067 49,45 VPB 6,015 49. 16 XEXR $6,0604 \% 50$ OXY 6.06049 .50 W 8 XAL $6,06049.50 \mathrm{~W} 3 \mathrm{XAU}$ $6.05049 .59 \mathrm{HJ3ABD}$ $6,05049.59$ XEXF $6,04549.62$ XETW 6,042 49.65 HJLABC $6,040 ~ 49.67 \mathrm{~W} 4 \mathrm{XB}$
6,040
49.67 HIgB
$6,04049.67$ WIXAL $6,04049.67$ YDA

6,033 49.72 HJ4ABP 6.03049 .75 OLR2B $6,03049.75$ HP5B
$6,03049.75$ VE9CA
6,03049 XEBQ

| Location | Kw. | Seroice, elc. |
| :---: | :---: | :---: |
| Waspook, Nicaragus | 0.1 | Pbone |
| Wapam. Nicaragua | 0.1 | Pb |
| San Pedro Sula, Honduras | 0.075 | Broadcast |
| Puerto Cabezas, Nicaragus | 0.1 | Phov |
| Trujillo, D. K . |  | Broadcast |
| Nazaki, Japan | 10.0 | Phode to stips |
| Truillo, D. R. | 0.02 | Broadeast |
| Maracay. Venezuela | 0.1 | Broadeast |
| Trujillo, D. R. | 0.05 | Broadcast |
| Sancti Spiritus, Cuba | 0.15 | Broadcast |
| Caracas, Venezuela |  | Broadcast |
| Lima, Peru |  | Broadcast |
| Caracas, Venezuela |  | Broadcast |
| Trujillo, D. R. | 0.75 | Broadcast |
| La Ceibs, Hunduras | 0.25 | Broadcast |
| $V$ alera, Venezuela | 0.2 |  |
| Coro, Venezuela | 0.2 | Broadcast |
| Mexico, D. F., Mexico | 0.1 | Broadcast |
| Santiago, Cuba | 2.4 | Bc.: relays CMKB |
| Ciudad, Truillo | 0.025 | Broadcast |
| Santiazo de los Caballeros D. $R$. | 0.05 | Broadcast |
| Chiclayo, Peru | 0.3 | Be.; relays OAK1A |
| Winnipeg, Man., Canada |  | Be.; relay CJRC |
| Tunis Tunista |  | Experimental |
| Caracas, Venezuela | 1.0 | Broadcast |
| Santiago, Chile | 0.15 | Broadcast |
| Santiago de los Cabalteros. D. $\hat{R}$. | 0.1 | Broadcast |
| Pereira, Colombia | 0.1 | Broadcast |
| Winnipeg. Mad., Canada |  | Broadcast |
| Bulawayo. So. Rhodesia | 0.325 | Broadcast |
| Pittsburgh. Pa. | 40.0 | Bc.; relay KDKA |
| Lourenzo Mafques, Mozambique | 0.33 | Brosdcast |
| Mexico, D. F., Merico |  | Brosdeast |
| Parede, Portugal | 0.35 | Broadcast |
| Havana, Cuba | 0.2 | Be.; relays CMCD |
| Jeloy, Norway | 1.0 | Brosdeast |
| Georgetown, British Guians | 0.15 | Broadcast |
| Cureo, Pers |  |  |
| Monterideo, Uruguay | 1.0 | Broadcast |
| Moguta, Colombia |  | Broadcast |
| Hluancayo, Peru |  | roadcast |
| Arequipa, Peru |  |  |
| Bandoeng, Java. D. E. I. | 1.5 | Broadcast |
| Mexico. D. F., Mexico |  | Broadcast |
| Veracruz, Veracruz, Mexico | 0.12 | Brosdcast |
| Panama City, Panama | 0.2 | Broadcast |
| Wayne. N. J. | 10.0 | Bc.: relay WABC |
| Mexico, D. F. |  | Broadcast |
| Guadalajara, Mexico |  | Broadeast |
| Barranquilla, Colombia | 1.0 | Broadcast |
| Podebrady. Czechoslovakia | 25.0 | Brosdcast |
| Daventry, England | 200 | Broadcast |
| Halifax, N. S., Canada | 02 | Bc.; relays CENS |
| Calcutta, India | 0.5 | Broadcast |
| Manizales, Colombia |  | Broadcast |
| Bound Brook, N. J. | 20.0 | Bc.; relayd WJZ |
| Cbicago, Illinois | 5.0 | Bc.; relays WENR |
| Belgrade, Yugoslava | 2.5 | Broadcast |
| Jobannesburg, S. Africa | 5.0 | Braadoast |
| Medellin, Colombia | 0.1 | Broadeast |
| Hong-Kong, China | 2.0 | Boas relays 2BW |
| Ibague, Colombia |  | Broadcast |
| Toronto, Ont., Canada | 0.5 | Broadcast |
| Nairobi, Kenya, Africa | 1.25 | Broadcast |
| Penang, St raits Settlements | 0.05 | Broadcast |
| La Paz, Holivia |  | Broadcast |
| C'bicago. Illinois | 20.0 | Bc.: relays WCFL |
| Zeesen, Geımany | 6.50 | Experimental |
| Colon, Pamina | 0.2 | Broadcast |
| Maracaibo, Venezuela |  | Bruadcast |
| Maga, Asia | 0.5 | Broadcast |
| Vancouver, B. C., Canada | 0.01 | Broadcast |
| Toronto, Ontario | 10 | Broadcast |
| Bogota, Colombia | 0.1 | Broadcast |
| Colombo, Ceylon |  | Bioadcast |
| Mexico, D. F., Mexico |  | Broadcast |
| Skamlebaek, Denmark | 0.5 | Broadcast |
| Cincionati, Olio | 10.0 | Bc.i relays WLW |
| Pbiladel phia, Pa | 10.0 | Be.: relays WCAU |
| Bozota, Colcmbia | 1.0 | Broadcast |
| Mexico, D. F., Mexico |  | Broadcast |
| Mexico, D. F., Mexico |  | Broadcast |
| Barranquilla, Colombia | 0.15 | Broadcast |
| Miami Beach, Fla. | 2.5 | Bc.; relay: WIOD |
| Santiago de los Caballeros, D. 8 | 0.1 | Broadcast |
| Boston, Mass. | 5.0 | Broadcast |
| Tandjongpriok, Java, D. E. I. | 10.0 | Broadcist |
| Medellia, Colombia |  | Broadcast |
| Podebrady, Czechoslovakia | 25.0 | Broadc:st |
| Panama, Panama | 0.1 | Broadcurt |
| Calgary, Alverta, Canada Mazatlan, Merico | 0.1 | Bc.; relays CFCN Broadcast |




Fine quality radio tone depends on fine quality radio tubes and parts. . . Insist on NATIONAL UNION TUBES and PARTS to get the most out of your set.


Ted Husing recruits a mowing machine to carry himself, portable relay transmitter and engineers around the lengthy fairway of a golf club while he presents a word picture of the event.

## BROADCASTING THE NEWS

WITH greater speed than newspapers can be published and distributed, radio supplies the public with news flashes throughout the day. In addition to news bulletins, there are stellar commentators who interpret the events of the day editorially. News re-enactment programs are also popular; actors and actresses with expert mimicking ability bring to life the stories of the headlines.


A section of the busy news department of NBC where wired material from press associations is prepared for the air. Right: A scene from the "March of Time," a pioneer news reenactment feature.


Walter Winchell, the Broadway columnist, Lowell Thomas and Edwin C. Hill, three longestablished air commentators.



It's always news when the President and the First Lady takes to the airways. The President is shown at the left in a typical railroad platform broadcast. Mrs. Roosevelt is apparently setting a record for broadcasts by Presidents' wives.

## SAY IT WITH A SONG

THAT'S what sponsors believe and they do that very thing! Only they're smart enough to have talented men and women do it for them. On these pages are representative vocalists who are responsible for the tunes you hum to yourself after a night of radio listening. This branch of radio, particularly, offers big opportunities to newcomers.

The Revelers, a pioneer air quartet that's still going strong.

"Autograph please!" is the request and Lucille Manners and Lanny Ross are seen obliging.


Del Casino and Loretta Clemens, whose voices are known from coast to coast.


And Harriet Hilliard and Don Ross, two more top-notch mike vocalists. Left: Recognize her! It's Martha Tilton, the girl on the cover. She's featured with Benny Goodman's Orchestra.


Songstresses Dorothy Arnold and Sylvia Froos, who have "an eye" as well as "ear" appeal.


Left to right: Claire Sherman, Jack Baker and Joan Edwards, popular network songsters. And below, left to right, are Lue: Monroe, Jane Froman and Ethel Slatta, whose voices have wide followings.


Right: A scene such as this can only occur in a dream or in a Hollywood musical talkie. In this case it's the latter. And in the foreground is Kenny Baker, the young singer who "made the grade" cinematically as well as microphonically.


## YE OLDE FAMILY ALBUM

I ERE are some photos from the family albums of your air favorites. Can you identify them from these photos taken when they were young? See how good your guess is before you look at the captions on the lower right.

2. She's known as "The Nitwit of the Networks." She looks innocent enough here but she turned into radio's leading exponent of daffy humor.


1. He's popular as a dance conductor, singer and variety shuw director. He looks the same today (outside of the haircut!)

2. These two lads used burnt cork and a Harlem dialect to gain fame.

3. This girl's name comes to mind whenever you hear "Shine on, Harvest Moon." The young man at the right scored his greatest mike success with the aid of a gong. He's pictured here as a young yachtsman making a formal (see the hat!) call on neighboring boats.

## OF COURSE YOU KNEW!

1. Rudy Vallee.
2. Gracie Allen.
3. Freeman Gosden (Amos) and Charles Correll (Andy).
4. Ruth Etting and Major Bowes.


## CALL US FOR RADIO REPAIRS



