

WLLH

"THE VOICE OF THE MERRIMAC VALLEY"

WLLH
LOWELL, MASS.

** Synchronized*

WLLH
LAWRENCE, MASS.



ALBERT S. MOFFAT, President of The Merrimac Broadcasting Company, Inc.

On October 10, 1934, A. S. Moffat, already a leader in a number of industries in New England, inaugurated the first broadcast over the new station WLLH in Lowell. He had previously proved his ambitions for greater radio service in a community by his operation of WMAS in Springfield, and WLEY, Lexington, Massachusetts. Three years later, December 1, 1937, the Federal Communications Commission granted him permission to begin broadcasting from the sister station, WLLH in Lawrence, synchronizing its wave-length perfectly with WLLH in Lowell. This form of synchronization is a new development of the Bell Telephone laboratories and WLLH was the pioneer station in this form of broadcasting.

Further modern developments in the radio field are making their appearance regularly, and without the realization of listeners Mr. Moffat is incorporating them into the WLLH systems. Someday he hopes to bring television to The Merrimac Valley.

EXECUTIVES



ROBERT F. DONAHUE, Station Manager

When the first broadcast took to the airwaves from WLLH, Lowell, Bob Donahue was there. He started building a background for radio out in his native Minnesota some time before he came into actual contact with the industry. At college he showed musical and dramatic ability to the extent that he was hired to sing on a coast to coast tour of Oscar Hammerstein's roadshow production of "Rose Marie." Landing in New England ten years ago, Bob joined the merchandising and radio promotion department of the Boston American newspaper and graduated to Sales Promotion Director of The Yankee Network. He came with WLLH when it opened in 1934. In addition to the big job of managing our twin stations, Bob is heard on news and program announcing frequently. He's married, thirty-three and father of three fine boys.

HASKELL BLOOMBERG, Sales Manager.

At thirteen, when he had already made a mark as a singer, Haskell Bloomberg had little idea of this new contraption called "radio." . . . and less of an idea of ever becoming associated with it. He planned a career as a lawyer, and circumstance did the rest. Even while in high school, the young Mr. Bloomberg owned a haberdashery store; during his course at Boston University Law School he conducted a wholesale cotton goods business, then, in addition to his law practice, he became first a manufacturer of tire fabrics, and later a retailer of furniture. In 1933 he became associated in radio with Mr. Moffat, and since has devoted his entire time and energy to the furtherance of public service by WLLH. He needs no hobby, for his whole existence is dedicated to his family — Mrs. Bloomberg and three fine young daughters.





Joe Cronin (second from left) follows the proceedings of the Lowell City Council in session in the Council chambers. City Council President John B. Caddell presides on the bench, with Councillors, Hartwell, Brennan and Ball facing him.



In one end of the WLLH News Room the camera caught pipe-smoking Russ McCollister snaring a news lead on the 'phone as announcer Phil Goulding prepares a story for the air in the typical hat-vest-typewriter manner.



In Lawrence, Russ McCollister visits Mayor Walter A. Griffin regularly for stories of new municipal plans and activities. The facilities of WLLH are always at the disposal of Hizzoner.



With the news story written, Bob Donahue, WLLH manager-announcer, relates it to the thousands of listeners who depend upon the twin stations for notification of current local events.

WLLH REPORTS NEWS FROM THE MERRIMAC VALLEY



George T. Ashe, Mayor of the City of Lowell (center), holds a conference for the radio and press reporters. Russ McCollister (second from left) and newspaper men find him one of the most intelligent and congenial of all news sources.

To the rest of the world The Merrimac Valley rarely has great news value, but to those in the WLLH area there is much to be reported. It is from that standpoint that WLLH has a permanent staff of newsmen in attendance at the points where news of our communities will focus. Actual first-hand accounts of Merrimac Valley events are related over WLLH a few minutes after their occurrence.

Credit for this accomplishment goes to Russ McCollister, WLLH News Editor, and his associate, Joe Cronin. Both men are familiar with their "beat," having been born and raised in Haverhill and the Lowell-Lawrence neighborhood. Both, too, have had successful journalistic careers before joining radio news.

The pictures on these two pages show some of the news centers covered in the search for news of the Merrimac Valley

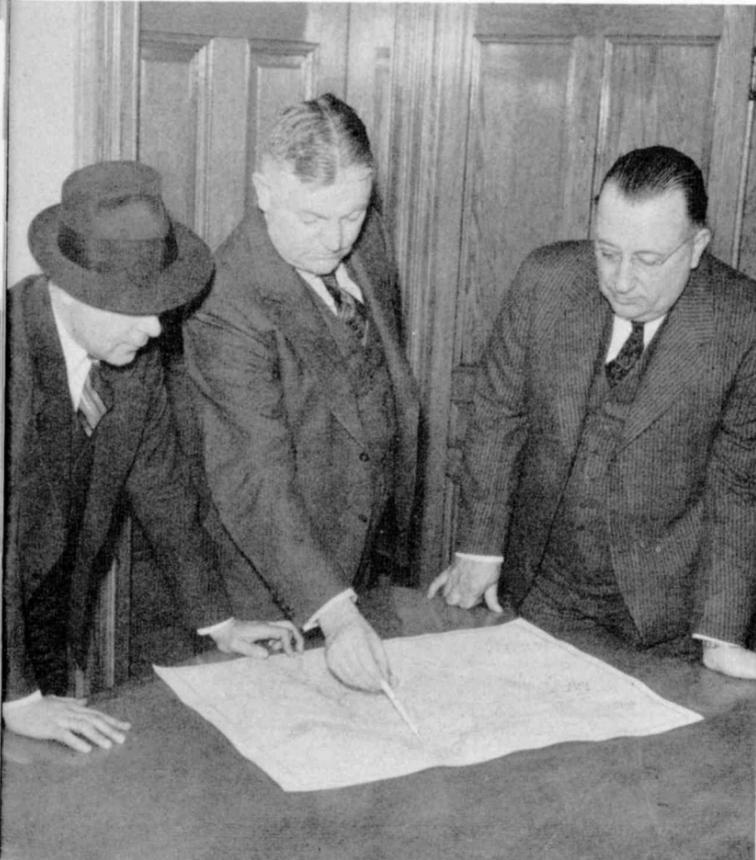
The problems of city planning — drainage, water, streets, etc. — necessitates frequent changes which become important as information to tax payers. News of this sort is collected by Russ McCollister from City Engineer Stephen Kearney (center) and Supt. of Streets George P. Legrand (right).

In the Lowell Police Radio Room, Russ McCollister bends an ear to the reports Officer James Donovan is broadcasting over the Police Radio System. Russ was at one time connected with the Lawrence Telegram-Sun and Sunday Star, and the Revere Journal.

Flood . . . in March, 1936, the waters of the Merrimac rose to inundate vast areas in our neighborhood. Communications were dangerously impaired and WLLH stood by, cancelling schedules and operating incessantly to alleviate the situation. This picture, taken by the Boston Post, shows the tower on the margin of the flood.



Haverhill's Director of Public Safety, Thomas L. Wood, explains a point of law to reporter Joe Cronin as it pertains to current activity of his office. This sort of news is easy for Joe to take for he had planned to study law, following his graduation from Massachusetts State College in 1936.





Left—**Salvatore Pagliuca**, Chief Meteorologist of the Yankee Network Weather Service, received his Master of Science degree from the University of Naples. He also spent a year of graduate study in meteorology at the Massachusetts Institute of Technology, before taking charge of the Mt. Washington Observatory.



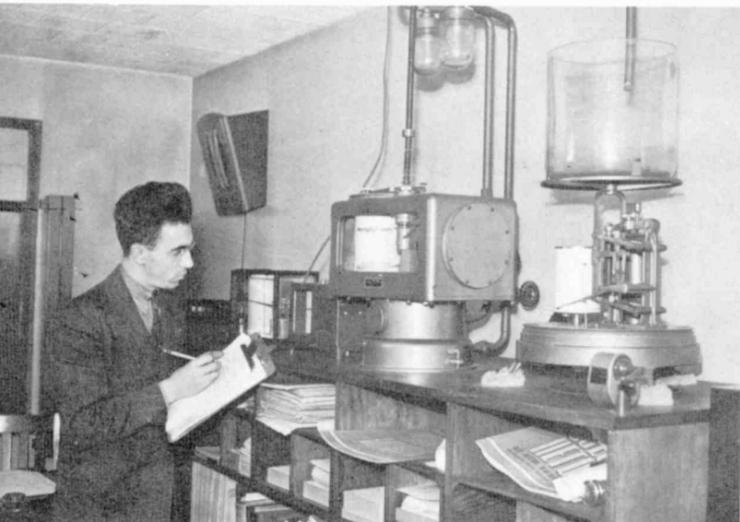
WORLD NEWS VIA THE YANKEE NETWORK

Leland Bickford, Editor-in-Chief of the Yankee Network News Service and author of "News While It Is News," heads a department of The Yankee Network devoted to the collection and dissemination of local, national and world news by means of regular broadcasts, which are heard on WLLH.

YANKEE NETWORK WEATHER SERVICE



Above—**Another View** of Salvatore Pagliuca with computing instruments in the foreground.



Left—**Walter Howell** reading outside observations.



News Room showing reporters and rewrite men at work.



News Room from another angle.

Below—**Morris W. Aberman** tuning short wave receiver to communicate with the weather service expert at Mt. Washington Observatory.

WLLH, through this expert weather service, provides forewarning to farmer, shipper, businessmen and shoppers in the Merrimac Valley.



Left—**Francis Tully**, Washington Correspondent for The Yankee Network New Service. His five years experience at the State House in Boston has fitted him for this important post at the nation's capital.

PROGRAM FEATURES



Fulton Lewis, Jr., recognized authority on Washington affairs, evaluates news from the Nation's Capital over WLLH-Mutual Network.



Raymond Gram Swing — Internationally famous news analyst reviews World events and measures them against his extensive background in Foreign affairs.

NEWS ANALYSTS ON WLLH

John Steele — Head of Mutual staff of Foreign correspondence, is frequently heard from London. Other MBS Foreign correspondents heard from Europe are Sigrid Schultz, Berlin, Waverly Root, Paris, James M. Minifie, Rome.

Major Leonard H. Nason — Mutual military expert heard over WLLH offers his comments on war strategy in Europe.



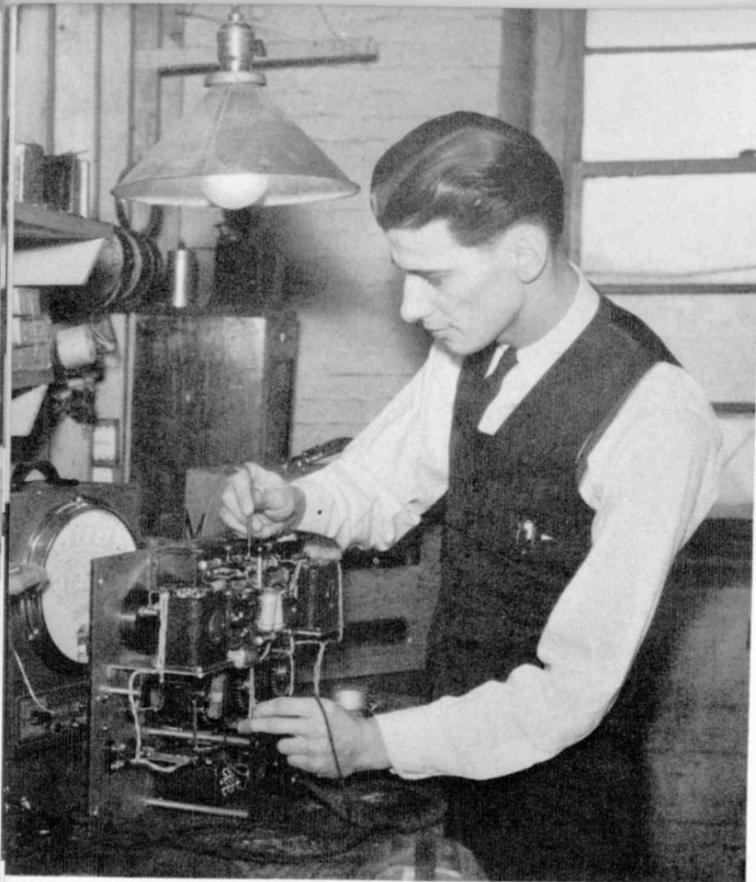
"Spreading New England's Fame," a Yankee Network presentation originated recently in Lawrence through the facilities of WLLH. Featured on the program were a number of local entertainers including the well-known band of Tony Brown. At the microphone is Lawrence School Committeeman Bernard F. Finnerty. At the desk in front of the engineers sit Charles Burton, who writes the program, and the famous Billy B. Van "emcee." Visible between them is Mayor Griffin.

The **Junior Safety Council Program**, the oldest continuous local feature on WLLH, is designed to promote safety among children of school age. Directed by James W. Gagnon, standing at left of mike, and announced by his son Donald, center, hundreds of prominent citizens and officials have appeared on the program. The accordionist heard each week is Ernest Woessner seated by mike.

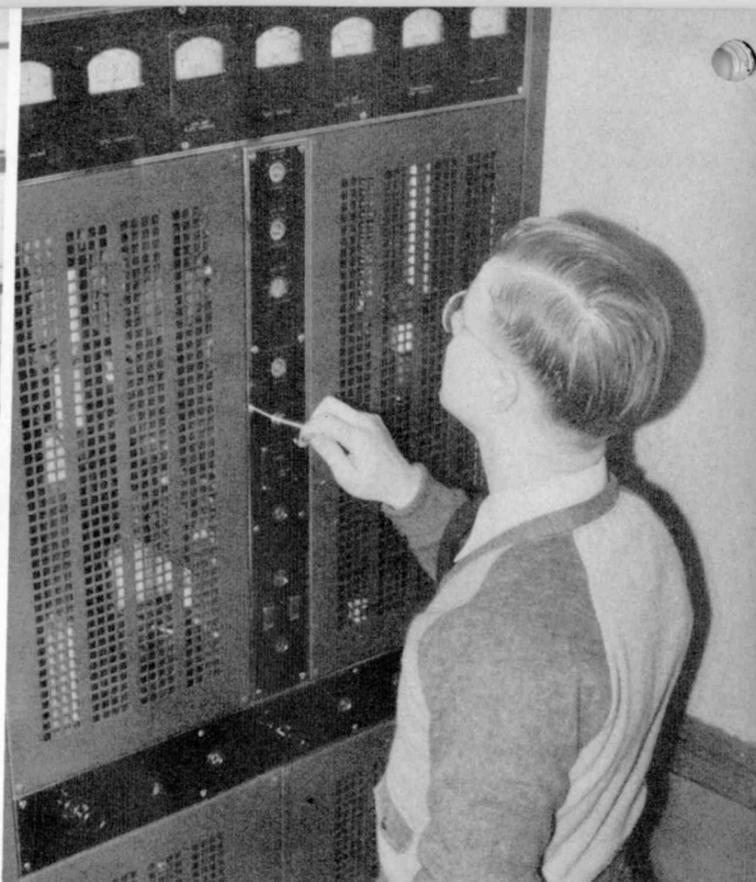


Al Forest at the Organ, heard several evenings a week in a program of distinctive music, is a former theatre organist and pianist, popular both in Boston and the valley of the Merrimac. His announcer is Phil Goulding.





ANTHONY MICHAELS, Chief Operator, adjusting a portable amplifier in the Lowell workshop.

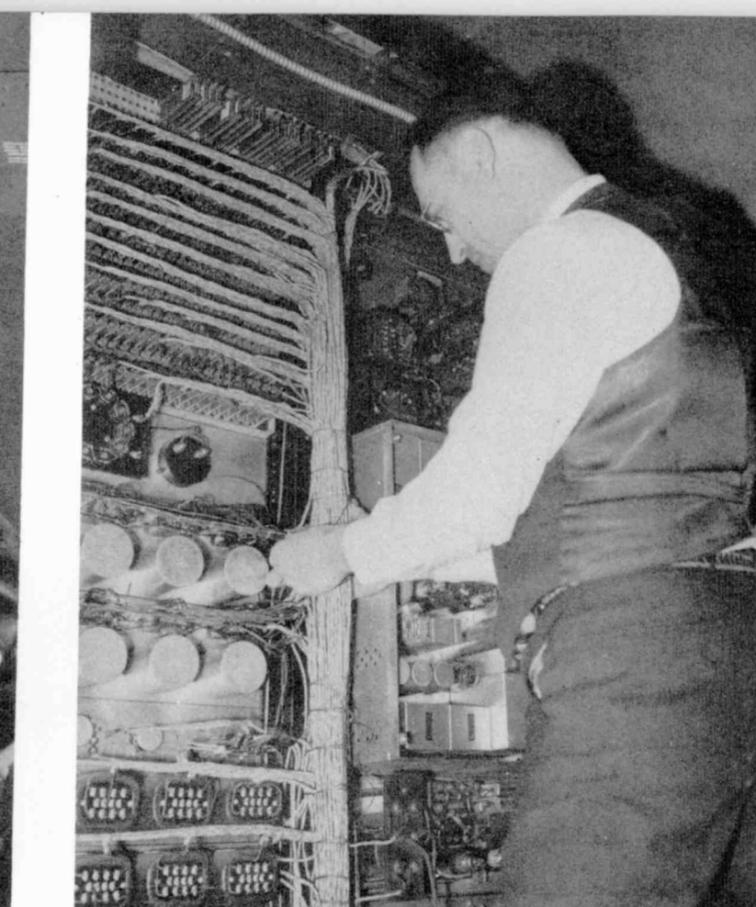


GEORGE COLEMAN, checking and tuning the transmitter at Lawrence.



James Hughes, Engineer, carefully adjusts the highly sensitive synchronizer which makes the two stations sound like one.

The WLLH, Lowell, studios and tower in the Rex Center Building.



Clarence Morton, "Trouble Shoots" the maze of tiny wires in the WLLH audio panel.

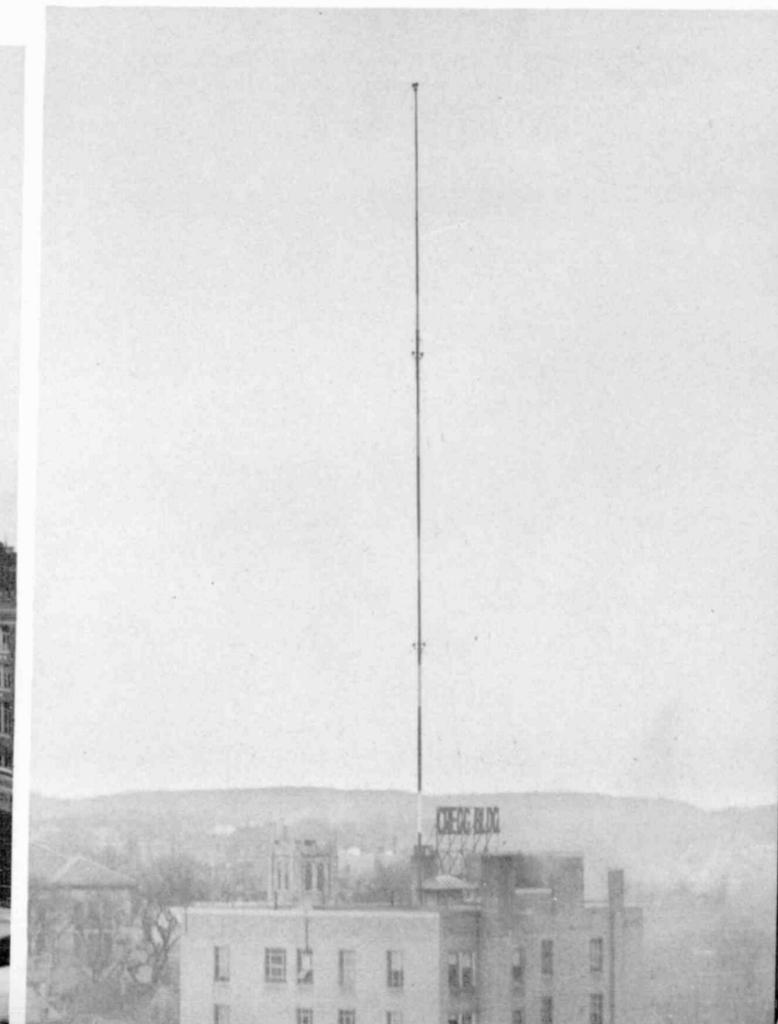
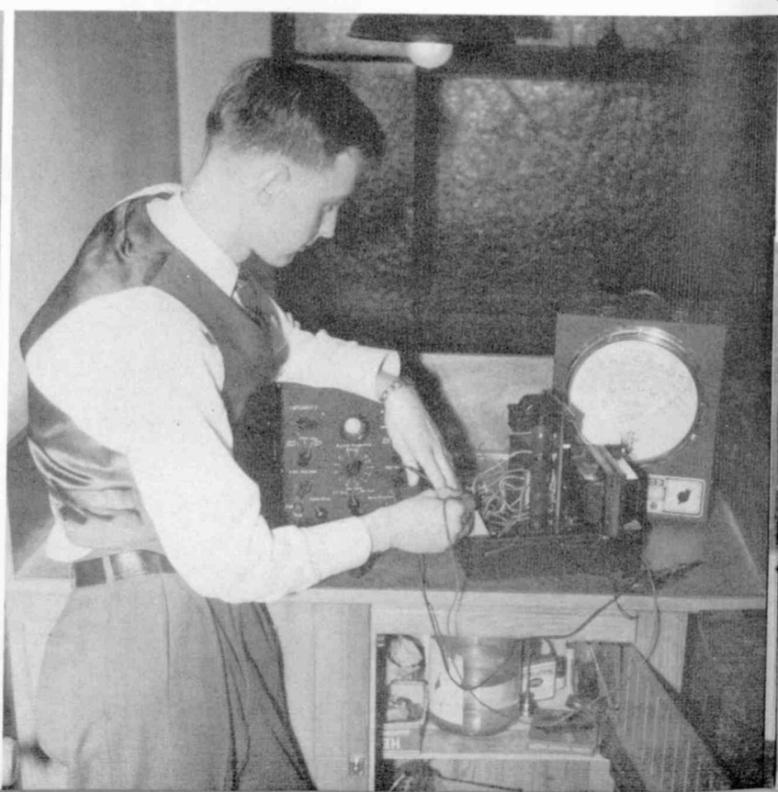
The WLLH, Lawrence, studios and transmitter atop the Cregg Building.

THE WLLH TECHNICAL DEPARTMENT

Behind the scenes at WLLH stands a staff of technicians trained and experienced in the operation, construction and maintenance of modern radio equipment. To those men shown on these pages goes the credit for the continuous and high quality broadcasts from our twin stations in Lowell and in Lawrence.

DOUGLAS STANBRIDGE, Lawrence Engineer, at the control panel during a studio broadcast.

KENNETH SMITH, Engineer, tests the accuracy of transmission equipment in the shop at Lawrence.



SPORTS

Left— Ernie LaBranche at the ringside broadcasting the Monday night wrestling matches from the Rex Arena.

Right—To bring WLLH listeners the blow-by-blow account of the amateur and professional boxing matches, George Gagan takes the microphone at the ringside.

RADIO STATION

W L L H



Jim Britt, Director of the Yankee Network Sports Reporting Staff, Britt is an all-around sports announcer and play-by-play reporter of baseball, football, basketball, track meets and the whole realm of sports.

Bill Slater's play-by-play broadcasts of the Yale football schedule flash rapid and accurate mental pictures of each play. He attended school in Parkersburg, West Virginia, and The United States Military Academy at West Point, from which he graduated in 1924.

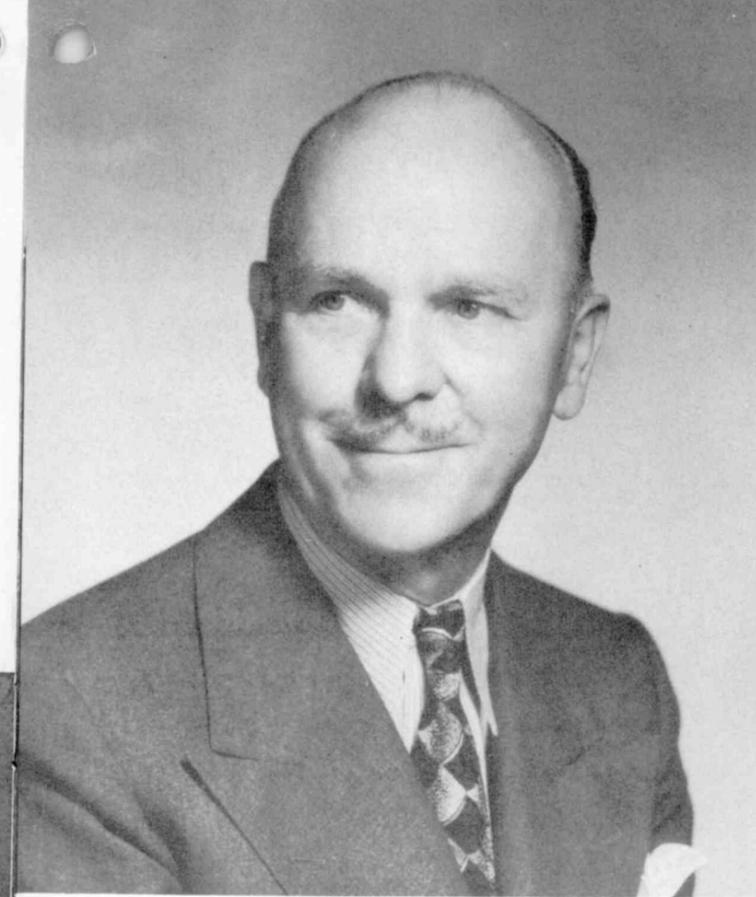
Frank Ryan, familiar to WLLH listeners for his hockey broadcasts over the Colonial Network, is shown in the Boston Bruin's dressing room with Frankie Brimsek, right.





PROGRAMS FROM THE WLLH NETWORKS

Andy Jacobson's Orchestra has been one of the Yankee Network's most popular broadcasting and concert features for the past four years. In 1919-1920, he was a member of the beloved John Philip Sousa's band in a nationwide concert tour.



Wallace, with his "Keep Fit To Music" show, is a veteran WLLH-Mutual Network feature. Each morning thousands of women from coast to coast follow his simple and enjoyable method of keeping trim.

Vic Smith plays the male title role in "The Carters of Elm Street," realistic dramatic feature over WLLH-Mutual Network weekdays. Vic is a radio veteran of ten years.

The part of "Mrs. Carter" is played by Virginia Payne, in "The Carters of Elm Street." Mrs. Carter is the second wife who tries to make a happy home for her husband, children and herself.

Quin Ryan, director and announcer for "Marriage License Romances" program over WLLH-Mutual, has been a favorite sports and special feature announcer in Chicago for many years.



Walter Kidder, popular baritone, whose concert programs have been one of the most enjoyable features over the Yankee Network for the past seven years. Banking was his chosen profession but the demands for his services as soloist for oratorio societies and other singing organizations, plus broadcasting, have compelled him to devote his life to his real love — Music.

Above—**Imogene Wolcott** is the author of one of the most successful cookbooks ever published and conducts a "Home-maker's Service" program, known as "First National Food News." It is constantly adding to her name and reputation. Her broadcasts, like her writings, are both appetizing and practical.

John Metcalf... sings with great feeling and sympathy, well beloved hymns and sacred songs in his program "The Choir Loft." He also tells his listeners something of the history of the hymns, their composers and what inspired them. Metcalf is a baritone soloist combining a robust and lyric quality of great appeal. Francis J. Cronin accompanies him at the organ.

"Ruth Moss Interviews" Captain Joseph A. Gainard, skipper of the S.S. City of Flint. The captain told of the strange odyssey of his ship — the first American ship since the World War I to fall prize of war to German sea raiders. This was a special interview over WLLH-Yankee Network.



Maurice Leary

THE QUESTION BOX PROGRAM

Each day but Sunday, Tom Clayton introduces the ideas, habits and beliefs of the people in the Merrimac Valley to WLLH listeners by way of "The Lowell Question Box" and "The Voice of Lawrence" programs. Both programs originate from a location on the downtown sidewalks — the Strand Theatre entrance in Lowell, and the Cregg Building entrance in Lawrence. Unrehearsed and entirely spontaneous, both of these "public opinion" features are refreshingly entertaining, informative and frequently instrumental in furthering the welfare of individuals and the community.



TOM CLAYTON, WLLH Program Director and conductor of "The Question Box" and "The Voice of Lawrence, programs" joined our staff late in 1936 following a number of years with New Hampshire radio stations. Athletic tendencies and ability evidenced by Tom's physique were developed since high and prep-school days and at Colgate University. Early in his youthful days in Manchester, New Hampshire . . . and while earning his first wages as a grocery clerk . . . Tom set his cap for a career in football coaching. However, radio had a place for the combination of athletic excellence and artful speech, and he was "in." The only precedent for him was his father, who as a police officer announced reports on the police radio. On February 4, 1940, Tom became the father of a fine daughter.



GERRY WELCH, Assistant Manager of the Lowell Strand Theatre, does a daily bit of "stooging" with Tom on "The Question Box."

In the center of the packed crowd that gathers at the Strand Theatre entrance around noon each day, the "Question Box" interviews get under way. In the process of interviewing thousands of persons each year — the show has been on the air three years — Tom has been instrumental in finding employment for many whose stories of need have been broadcast on this WLLH program.

Lloyd Staples is the newest addition to the WLLH announcing staff. He's worked on several radio stations, first as singer and guitar player with a comedy team, later as announcer on a variety of programs. Likes any type of music when it's well played, and dislikes people who take themselves too seriously.

Elizabeth Chalmers sings in a popular girls trio, but joined the WLLH staff as continuity writer and secretary. Betty likes poetry, dramatics, and singing, and her pet aversion is a "must" in radio work — she hates to be kept waiting.

Billy McIntosh (left) was interviewed one night on "The Voice of Lawrence" show and told Tom of his radio aspirations. Since that time Tom has led him farther into the announcing field by explanations and occasional experience with the "hand mike."

Smiles are the order of the day as Tom Clayton brings "The Voice of Lawrence" onto the air from the entrance of the Cregg Building. Tom fits his questions to the ideas and interests of his interviewees — people of all sorts.



RELIGION

WLLH'S philosophy of community service to the Merrimac Valley encompasses religion — not of one denomination or faith, but of all general creeds — Catholic, Protestant and Jewish. As each of you do, WLLH takes pride in the welfare of its communities, much of which is based on the sincerity and success of the churches, and no payment is accepted for these broadcasts.



REV. RAYMOND S. HALL, President of the Greater Lowell Ministers Association, which sponsors the daily "Morning Devotions" programs. In rotation, the pastors of Greater Lowell's churches take their turn at heading this feature for a week.

Rabbi David B. Alpert of Temple Emanuel in Lawrence presents a program titled "Pathways," over WLLH each week.

Reverend Michael J. Ahern, S.J., presiding genius of "The Catholic Question Box" program, heard from Boston via WLLH-Yankee Network each week.

The annual broadcast of the inspiring "Seven Last Words" services on Palm Sunday originates from St. Peter's Church in Lowell over WLLH. Here you see the choir and organist-director Raymond J. Kelley.

The Men's Fellowship Class, non-denominational men's group, broadcasts their Sunday morning exercises. Standing at the microphone are Walter S. Clement, president of the class (left) and Rev. Victor F. Scalise, pastor of Calvary Baptist Church.



The French Program is heard Sunday afternoons from WLLH in Lowell. Directed and announced by Maxime J. Cornellier, seated at the table microphone, its regular arrangement comprises Paul Langis, saxophonist, William Bilodeau, violinist, Georgianna Desrosier, pianist, and a guest artist (far left).

IN THEIR "HOME" TONGUE

Throughout the Merrimac Valley live many people who have come here from other nations. They are a definite part of our communities and industries. Although they may use our language, a moment of entertainment in the form of their native songs and speech is akin to "a letter from home." In addition to the programs shown here, Portuguese, Polish and Greek features are broadcast frequently.

The Italian Program is presented each Sunday from the studios of WLLH in Lawrence. A program of native music is arranged and broadcast by (left to right at the table): Mrs. Rica Privitera, announcer, John Castricone, director, and Mario D'Aloya, announcer. Behind them are four of the several entertainers heard on the broadcasts.



Left—Laura Lane, who also presents her daily "Personal Shopper" broadcast over WLLH, is framed in young faces as she takes the "mike" for her part in delivering the client's message during The Children's Program. In real life, Laura is Mrs. Lauretta Regan Desrochers, a native of Lowell, and advertising manager for a major department store. Early in life she made up her mind to an independent career in business, intending to become an interior decorator. After special advertising courses at Boston University, however, her aims altered. How she treads those "frogs in the throat."



The "younger set's" Saturday radio menu of dancing, singing, playing and reciting, announces itself in no small manner as the crowd of youngsters break into the opening chorus, aided and enlivened by "Uncle" Phil Goulding — right — airing his wisdom teeth to their delight and inspiration.

THE CHILDREN'S PROGRAM

Five years ago The Children's Program first started its regular Saturday hour broadcasts from WLLH in Lowell. It has grown constantly and tremendously ever since. Different children appear each week, having made advance application. Two winners are selected by listener votes each week, and each thirteenth week these headliners compete for the grand prizes. To present this "all kids" show, and handle a large studio filled with juvenile performers and audience, requires the combined attention of Phil Goulding, Laura Lane and Tom Clayton — and they're kept plenty busy.

Settled into the routine of the Children's Program, Phil Goulding takes to the table "mike." Three years ago, Phil entered a high school announcer's contest at WLLH, to compete for a fine suit of clothes. He never had a chance at the suit — before the contest ended he had been hired into the staff of the station. Acting has always — and still does — attract him, and he has appeared in many roles on Merrimac Valley stages. His brother Raymond (Dennis Howard) is also a WLLH announcer. Phil is 22, unmarried and dislikes people to remark, "Is THAT Phil Goulding?"

The performers usually must "go up" on their small platform, and still Phil Goulding must lower the microphone to reach them. Registration for appearance on The Children's Saturday Morning Program runs as far as six months ahead, due to the number who have a song, dance, instrumental act or recitation to present. Of course, the chance to win a prize plays its attractive part, too.



Right — Patience, understanding and extreme adaptability must characterize the role of Ray McKeon, piano accompanist for The Children's Program. But Ray is in sincere sympathy with all his young wards — you see, he has three of his own. For years he led the rhythm section at the pianos of dance bands throughout New England, and when WLLH maintained its own staff orchestra he directed that group. Born in Lowell, Ray started his earning career as a salesman, but his original yen for music won out.



Votes — thousands of votes — pour onto Laura Lane's desk to decide the two Children's Program winners each week and the final winners each thirteenth week. It requires an automatic business machine to compute the correct totals.

"The Winnahs!!!" of one thirteen weeks of eliminations of the best talent on The Children's Program. Those three smiles guarantee acceptance of the fine new "bikes" — well earned rewards for entertaining excellence.



ENTERTAINMENT IN VARIETY



Left—Jimmy Scribner and his famous "Johnson Family" program has been a favorite for its everyday drama for a number of years. Originating in New York over the Mutual Network, it is heard via the WLLH-Colonial system. They call it "Radio's Greatest One-man Show." Jimmy writes, directs, and plays all 23 characters.

Below—Television comes to Lowell—for demonstration The Farnsworth Radio Company, through the cooperation of the local Gaumont Brothers (first and third from left in the picture) test the new television transmitting and receiving equipment with Tom Clayton and Phil Goulding as subjects. This was the week of March 24, 1940. It is Mr. Moffat's wish, as president of WLLH, to some day furnish this latest miracle to the Merrimac Valley.

Below—"The Sunshine News Reporters," who dramatize New England headline events over The Yankee Network to WLLH listeners, entertain the two little Sunshine Bakers, with Ruth Moss at the microphone. This pair of jovial miniatures rarely appear on the broadcast, but make innumerable public appearances.

Below Right—One day, nearly ten years ago, young Fran Striker offered a Detroit radio station a new radio serial story—The Lone Ranger. It started locally, once a week, and then, to everyone's surprise, became a demanded feature throughout the middle west. Since that time the famous mythical character of The Lone Ranger has ridden his great horse "Silver" into homes from coast to coast. We hear it through the WLLH-Mutual-Colonial networks.



For the Lawrence High School News broadcast from Lawrence, reporter Gene Callahan, left, corals the Lawrence High athletic leaders (Reading right from Gene): Ignatius Brucato, baseball captain, George Toomey, basketball captain, John Turner, football captain.



The Lowell High School News staff, which broadcasts the school events each week, comprises (left to right) Milton Gann, Eleanor Kilpatrick, Arthur Michaels—student editor—and faculty advisor Francis D. Reardon. The news is collected, edited and presented entirely by students, with only supervisory attention from their faculty.



Arthur Michaels, young student editor of the Lowell High School News, is the announcer who presents the narration of scholastic events each week over WLLH.

"The Blackfriars," WLLH dramatic group, is the local chapter of a wide-spread little-theatre organization. Left to right—Edward Blinkhorn, Kathleen Cassidy, Patricia Quinn, Donald McKinley, Ben Dufresne, Edward Rutyna (Director and author of the plays), Thelma Hansen, William Chandler, in the WLLH, Lowell studios.



UNHEARD--THEY GREATLY SERVE



Left—Josephine E. Dodge is general office manager for the two WLLH radio stations. Efficient and consistently pleasant, she has acted as Mr. Moffat's "good right arm" since 1932. Banking was Josephine Dodge's field prior to her advent into the "somewhat startling" radio industry, and she spends her spare time with a fine collection of stamps and good biographical literature.



Above—Jane Allen, in charge of continuity at WLLH in Lowell, holds a Bachelor of Science degree from Simmons College. In 1934 she dived under construction scaffolds and around pails of paint to ask for a job at WLLH — accepted. Now she spends her waking moments wondering if there is a new adjective in the English language.



Left—Ruth Evans handles continuity and general office duties at WLLH in Lawrence. From her home in Chelmsford she first went to Boston for business training and to "seek her fortune," worked for the Boston Chamber of Commerce and a credit agency before becoming part of WLLH in 1935. She has a definite dislike for "torrid swing music."



Georgia Davis is always somewhat irked by people who think that "anyone who works in a radio station either sings or plays a cello"! Georgia has been with WLLH since 1934 as a secretary. She spent an interesting period at one time assisting an ex-Probation Officer compile his memoirs.



The WLLH, Lowell, reception lobby into which all studios and offices open. Listeners are always welcome to visit our studios in the Rex Center Building in Lowell, or the Cregg Building in Lawrence.



The myriad details of accounting and administration fall to the business department of trained accountants. Left to right, they are Helen Ayer, bookkeeper, Elna Nelson, assistant to Miss Dodge, Marian Gentile, receptionist-secretary, Blanche Gay, bookkeeper, and Marion Blodgett, bookkeeper.

Programs do not "just happen." Every idea must have an inspiration — then be developed by analysis, trial, readjustment and plenty of hard work. Here we see a conference of members of the WLLH program and production departments with Mr. Bloomberg. From this room some of the outstanding WLLH local programs have emerged.





FURTHER FEATURES

Left — "The Sports Writers' Quiz," authoritative answer show from The Yankee Network, comprises (left to right): Bill Bingham, Harvard Athletic Association, Vic Jones of the Boston Globe, who writes the "What About It" column, Arthur Siegel, sports editor of the Boston Evening Traveler, Arthur Sampson of the Boston Herald and "Emcee" George Carens, author of "The Pulse" column in the Boston Transcript.



The Players — WLLH dramatic organization — fabricate their broadcasts from experienced talent. Left to right: Alice Morgan, writer of many of the plays, Dorothy Mignault, director, Natalie Bicknell, Harold Carr, Dennis Howard, Dr. Anna Burckes, Paul Phaneuf, Scott Curry, R. Gerard Paquette, Phil Goulding and Thelma Hansen.

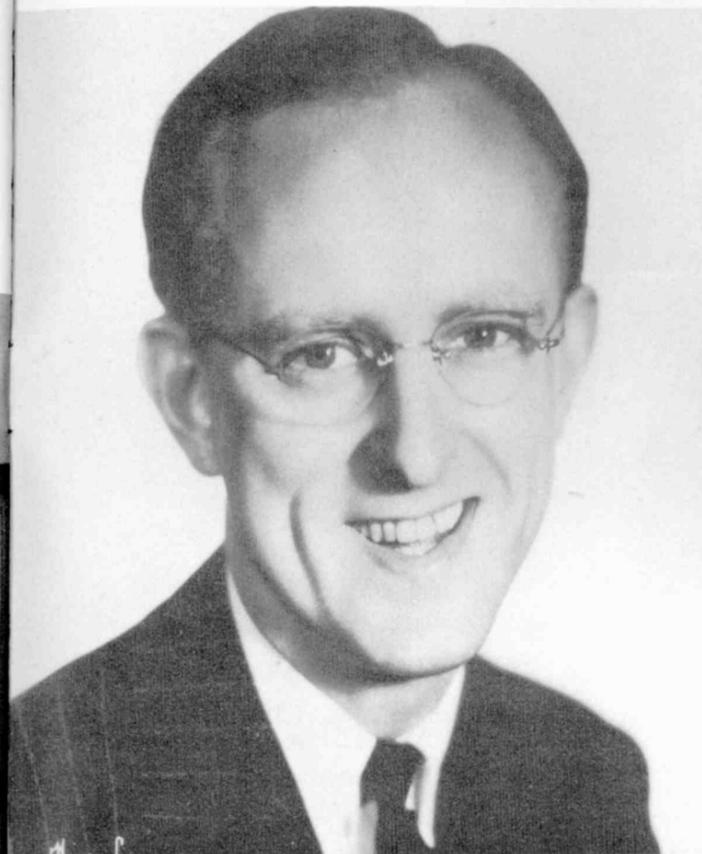
John Gambling, whose "Model Airplane Club," a WLLH-Mutual-Colonial network presentation, grew out of his own hobby. He was interviewed regarding model airplanes a few years ago, and the subject proved so intriguing that he was prevailed upon to start his present program.

Alfred Wallenstein, well-known conductor of the MBS symphony orchestra, at the head of a concert group broadcasting through a WLLH-Mutual hook-up from New York.



KAY KYSER'S "KOLLEGE OF MUSICAL KNOWLEDGE"

By way of enlivening his ordinary dance broadcast from New York, Kay Kyser started bringing his visible audience to the microphone with musical identity questions. Kay's droll humor and mirth inspiring conduct made an instant coast-to-coast hit and resulted in a sponsor's contract. But confining him to one major network proved too narrow a source to satisfy the overwhelming demand for his entertainment, so arrangements exist whereby his program is rebroadcast over the WLLH-Mutual connection to which the Merrimac Valley listens.



Left—"Pruffessuh" Kyser — from the south, suh! — in person, and one of the few "poses" he will allow. Photographers usually have to snap him at whatever angle available at that moment. There is a standing disagreement as to whether he or Sammy Kaye — also heard on WLLH-Mutual — originated the "singing song titles" device.

Below—Before his "classroom" of "stoo-d'nts," Kay keeps the party rolling mirthfully along. Spontaneous in his wit and entirely unaffected, he remains a favorite with anyone who meets him. Notice the "pupil" in the second row, aisle seat, snapping a picture of "teacher."



Dead-pan "Ish Kabibble," of the unexpected and unequalled remarks, maintains a special haircut for his dunce role on The Kollege of Musical Knowledge shows. His real name is Merwyn Bogue, and his expert trumpeting is often forgotten in the hilarity of his "dumb" act.

Lovely Ginny Simms, Kay Kyser's sweet-swing chanteuse, has been with Kay for years. Currently, it is rumored, without confirmation, that she MAY already be "Mrs. Kyser" — don't blame us if we're wrong, we read it somewhere.

Remember the "yaa, yaa, yaa" in the song of "The Little Fox" who couldn't be caught? That was Harry Babbitt, fine tenor balladist with Kay Kyser. His other vocalizations, though perhaps less spectacular, are considered among "the best in the trade."





MUSIC FROM MUTUAL

Left—Will Osborne, maestro of his well-known dance aggregation, stops for a visit with his old actor friend John Payne (right), while he was in Hollywood, whence he broadcast for you to hear on the WLLH-Mutual Network line.



Smiling Bob Allen has been a favorite "front-man" in Hal Kemp's band for years. His jovial appearance plus the romance of his ballads whirl many a feminine heart.



Enticing in both physical and musical charm is Janet Blair, Hal Kemp's "song-charmer."



"The Smoothies" — suave and sweet, add lyric lustre to broadcasts of Hal Kemp's music over WLLH-Mutual.

Sammy "Swing and Sway" Kaye, the Cleveland boy who made — and still makes — good music for the nation with an orchestra whose precision matches concert technique.



The famous Hal Kemp, whose band has served up the smoothest of the "smooth" type of dance rhythms for years — another WLLH-Mutual headliner.

Sammy Kaye's "The Three Kadets" were formerly known as "The Three Barons." The perfect blending of their harmony has listed them in one of the top trio positions nationally.



Ozzie Nelson hired a pretty blond singer, Harriet Hilliard, years before either had struck their musical stride. Fame caught up about the time "Mister Cupid" let fly with a dart. They are married, now. No, you're wrong — that isn't Harriet with him — it's his new alluring songstress, Joy Hodges.

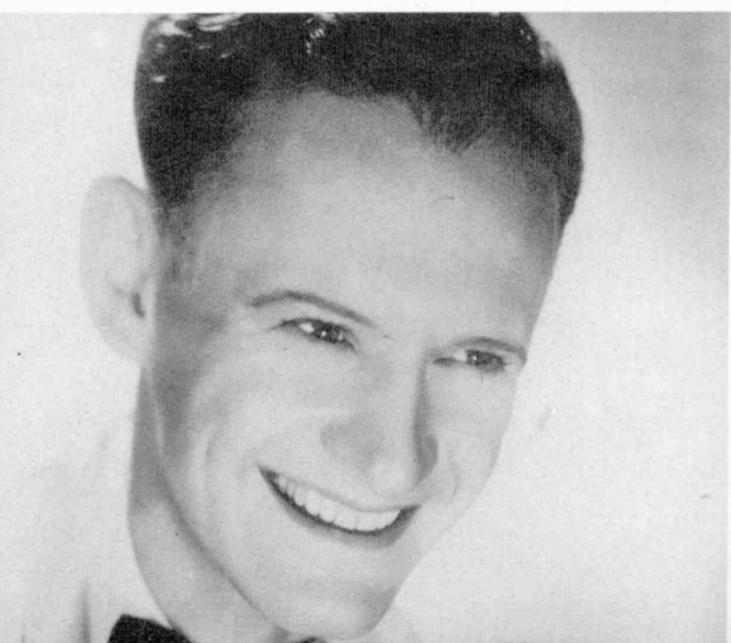
Glamour — glorified and glittering — takes to the WLLH-Mutual air-waves in the intriguing person of Marcella Hendricks, lovely blond song-stylist at the Hotel Astor cocktail lounge.



Griff Williams is more than a mere "baton-boy" for his popular orchestra. His arrangements are noted for novelty throughout the world.

Off the dance-path on WLLH-Mutual come The Pageant of Melody and The Concert Revue directed by Henry Weber. Concert and chamber music under the Weber trade-mark is a pleasant listening experience at any time.

And the song interpretations of Buddy Moreno gives an added zest to the melodic measures of Griff Williams' band as you hear them over WLLH in the evening.





NEWS & NOTES AND PULPIT TOPICS

"News and Notes" does for the social groups in the Merrimac Valley what "Pulpit Topics" does for the churches. Both are free services to the community in announcing public and private activities, and sermon topics, in the case of the latter program. Practically every social and church organization in the valley makes use of the two features. During storms or emergencies the facilities become of outstanding importance to avoid bringing people into endangered areas.

Georgia Davis and Dennis Howard conduct the preparation and presentation of both "News and Notes" and "Pulpit Topics." Dennis Howard is only 18 and the younger brother of Phil Goulding — which would make his name Goulding, too, wouldn't it? Well, it's this way: had he used his own name, Raymond Goulding, there would have been confusion on the air as to who was which. The name Ray matched Ray McKeon too closely. Profound thought brought out the nom-de-plume, or "mike name" of Dennis Howard — from somewhere.



The "Guess The Answer" program in session, as Bob Robinson poses a question for which a cash reward is offered. Contestants, recruited from the audience, try for the money given for correct answers.

DIRECTLY FROM THE STAGE

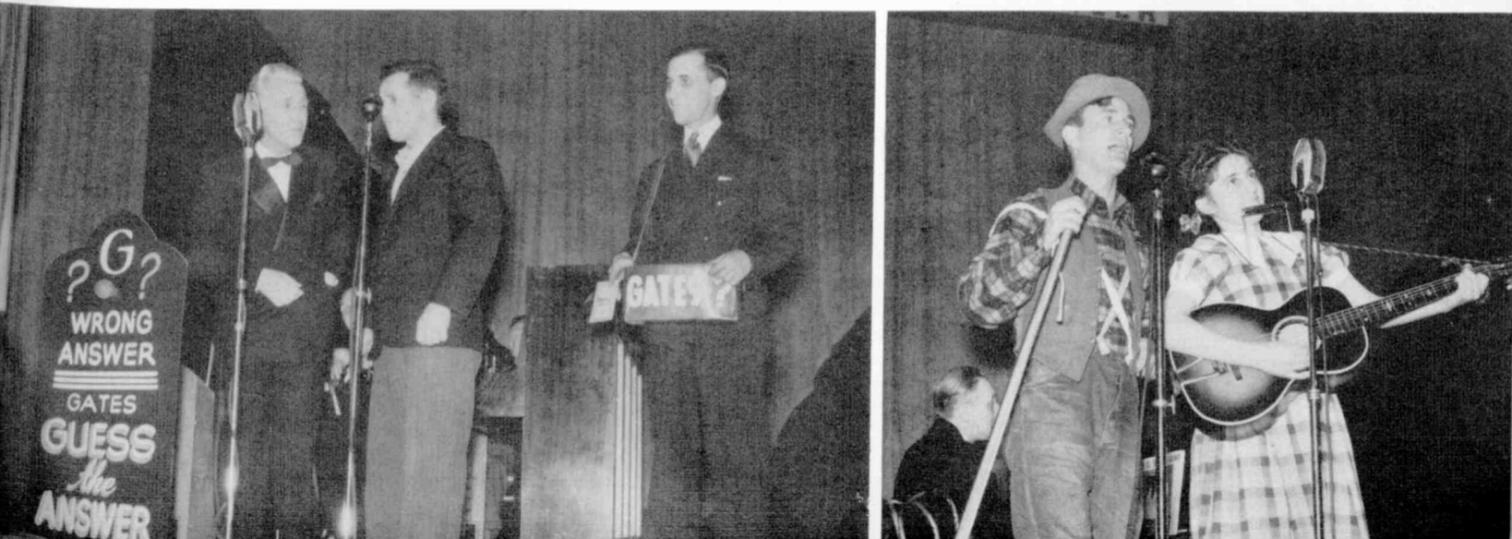
From the stage of the Gates Theatre WLLH presents two weekly shows: "Guess The Answer" and The Amateur Program. Both are conducted by a man well-known throughout the Valley of the Merrimac, as well as in all of New England. A veteran showman and actor, Bob Robison, master-of-ceremonies on the stage, has worked with some of the most famous stars in the business. His bright hair and impeccable grooming marks him in the pictures on this page.



The Amateur Program brings out every type of entertainment from wash-board musicians to operatic tenors. The show is open to all comers, who must submit to a preliminary audition to determine their talent, then are judged by the votes of the visible theatre audience. Here, Bob Robison pays a set of winners.

A glimpse of the mental throes of one of the contestants on the "Guess The Answer" show — and of the "pay-master" with his tray of good American currency for "he who is right."

The winners in the previous picture as they turned in their performance for the favor of the audience.



W L L H