

Station Sparks

By Alice Remsen

The Silent Heart

(For "True Story Hour," WEA, Mondays, 10:00 P.M.)

I BARTERED my soul for a feathered bed,
My freedom for shackles of gold;
But the bed proved hard, and the shackles lead,
The fruit turned ashes as I was fed,
The wine was bitter as it was red,
And my singing heart grew old.

Forsaking the warm and feathered bed,
I struck off the shackles of gold;
But the streets were hard and my faith had fled,
And as I walked the stones were red;
I left a mark where my bruised feet bled—
And my silent heart stayed old.

—A. R.

Well Acted and Competently Cast, the dramatic sketches comprising the True Story Hour, featuring Mary and Bob, are well worth the listener's ear.

Ran Into Julius P. Witmark, Jr., the other day. He told me he was considering entering the radio transcription field. The breaking-up of the Witmark music publishing family was in the nature of a tragedy, a sure sign that the music business has deteriorated. Julius also informed me that his wife, Aline Witmark, is in the pajama business, specializing in children's lounging pajamas and negligees, which make delightful holiday and birthday gifts. She may be reached at 91 Central Park West, New York City. Julius is getting to look more like his late father every day and has the same lovable character.

The N.B.C. is Becoming a Regular Matrimonial Market. Two more marriages have come to light. Van Fleming and Don McNeill, the two professors of Coo-Coo College, heard mornings over an N.B.C.-KGO network, were recently married—Van Fleming to Julia Beth Calhoun, actress, and McNeill to Catherine Mary Bennett, of Milwaukee. And as if that weren't enough, William S. Rainey, N.B.C. production manager and actor, and Miss Frances Lynch, N.B.C. hostess, have announced their engagement. Here's congrats to them all! Oh! I almost forgot; on December 31st, Katherine Renwick, N.B.C. actress, will become the bride of John Wesley Holbrook, N.B.C. announcer and winner of this year's Radio Diction medal.

After Making a Wonderful Radio Reputation over N.B.C. chains, "Real Folks" will change sponsors and networks, beginning January 10th. Since its inception in 1928, this program has received nearly a million letters from radio listeners, attesting to the great popular interest shown in the affairs of Matt Thompkins and the rural citizens of Thompkins Corners. The general character of the sketch will remain the same, with George Frame Brown playing the part of Matt Thompkins. WABC and twenty Columbia sta-

tions will carry the program. Log Cabin Syrup will be the new sponsor.

* * *

Harry Frankel, "Singin' Sam," is playing ten weeks of vaudeville around New York. His personal appearances, however, do not interfere with his broadcasting schedule, so his many radio friends will not be disappointed, but will continue to hear Harry's rich voice and friendly chuckle at the usual time of 8:15 p.m., Mondays, Wednesdays and Fridays.

* * *

The Ballad Singers of N.B.C., a male quartet consisting of James Haupt, tenor, James Ewers, tenor, Darl Bethman, baritone, and Charles Pearson, bass, under the direction of George Dilworth, are all very good bridge players. So great is their love of the game (although Jimmie Haupt, with a twinkle in his eye, confesses to a sneaking regard for golf as against bridge), that the four singers sit around a bridge table while broadcasting their harmony. A long horizontal arm holds the microphone up in the air over the center of the table. One of these days I expect to hear Charlie Pearson boom "Four hearts!" over the ether, instead of George's favorite counterpoint.

* * *

Alma Kitchell, N.B.C. contralto, in private life is Mrs. Charles Kitchell, and a proud mother. Recently her young son started in kindergarten. Returning home after the first day he was asked by his mother how he enjoyed school. "Oh, fine," he replied. "I'm learning my N.B.C.'s."

* * *

When the Street Singer's (Arthur Tracy's) brother Bert, is married in Washington, D. C., late this month, Arthur's radio and theatrical engagements will keep him from being at the wedding in person. However, he will be there in spirit, having arranged to toast the bride and groom on his Columbia network program that night.

SIDELIGHTS

IRVING KAUFMAN, was born in Syracuse, N. Y. . . . RALPH KIRBERRY was born in Paterson, N. J. . . . NAT BRUSILOFF was born "somewhere" in Russia . . . WILLIAM WARNER LUNDSELL, N.B.C. announcer, was born in Minneapolis, Minn. . . . GORDON GRAHAM, baritone of the Funnyboners, WABC, stands six foot in his socks . . . RAYMOND KNIGHT, N.B.C. funny man, stands six foot one and a half without socks . . . N.B.C.'S HAWAIIAN SERENADERS play and sing by ear . . . ANDRE BARUCH'S baby alligator, Agamemnon, is outgrowing Andre's apartment . . . PHIL DEWEY, baritone of N.B.C.'s Revelers, worked his way through college juggling books in the library and singing at church for \$3 a Sunday . . . PETER DIXON'S "Raising Junior" is in danger of becoming a book . . . ODETTE MYRTIL, of N.B.C.'s Gaytee's program, has gone ping-pong mad . . . HUGO MARIANI is still wearing bright colored shirts . . . WEE WILLIE ROBYN, Columbia singer, drives an Austin almost as small as himself . . . WILLARD ROBISON was once staff pianist at WDAF, Kansas City. Now he and his Deep River Orchestra are famous from Coast to Coast. Willard is broadcasting three times a week over WOR . . . ARNOLD MORGAN, studio manager of WOR, hails from Portland, Ore. . . . GEORGE SHACKLEY, musical director of WOR, asked a press agent if a certain torrid singer was really hot. "Hot!" exclaimed the P.A., "Mister, she can start a fire in a bucket of cold water" . . . UNCLE DON CARNEY has gone vaudeville . . . MARIA CARDINALE is also taking a "flyer" on the vaudeville stage.

Biographical Brevities

A Few Facts About Alfred J. McCosker

In the first place, Alfred J. McCosker is a native New Yorker. He is a young man, born in 1886, and possesses those intrinsic qualities inherent in well-bred men—initiative and definite personality. It was initiative that sent him into radio and personality that helped him put it over.

He started life as copy-boy for Arthur Brisbane, when there was no such thing as a City News Association, when the news game was a battle arena, and beats on opposition newspapers called forth the exhibition of more brains and strategy than are required of army generals. It was thus that McCosker acquired the alertness which has placed him in his present enviable position of managing director of Station WOR.

He took the energy and alertness of a newspaper man into radio. During the years in which he had held every position on a newspaper from copy boy to editor, Alfred J. learned to judge human nature, to realize something of what the public wanted; and so as a radio director he put his theories as a newspaperman into practice, and the popularity of his station proves his ideas and ideals to be more than a mere "something" of what the public wanted; in fact, he has raised WOR to an unique position in the radio field, with the reputation of giving the most excellent programs of any station of its size and local importance.

Mr. McCosker entered radio via the press department. When wireless was in its swaddling clothes, he proceeded to lead that lusty infant by the hand, arranging spectacular broadcasts and regularly scheduled features that the press could not afford to ignore. The owner of the station took cognizance of his press agent's ability and soon made him director of the station.

Mr. McCosker has written extensively himself, his works including many short stories and scenarios for motion pictures. This was during the two years that he was editor of the "Exhibitors Trade Review," a motion picture class journal. It was at this time also that his cronies dubbed him "Hollywood" McCosker, because of his current motion picture review over WOR. His colleagues in broadcasting, during the early stages of his radio career, recognized his ability by electing him a member of the Board of Directors of the National Association of Broadcasters.

In appearance Mr. McCosker is of medium height and weight, slick dark hair and kindly dark eyes, olive skin and beautiful teeth. Wears conservative clothes, always well-dressed, with a white boutonniere and spats. Is married to a very charming lady who is seldom seen at the studios. Has one daughter, Angela Frances, whom he adores and rightly so, as she is a very beautiful creature.

* * *

SUNDRY SUGGESTIONS FOR WEEK COMMENCING DECEMBER 27TH

Sun., Dec. 27: Moonshine and Honeysuckle, WEA, 2:30 p.m.
Sun., Dec. 27: Footlight Echoes, WOR, 10:30 p.m.
Mon., Dec. 28: Singing Sam, WABC, 8:15 p.m.
Tues., Dec. 29: Eddy Brown & Symphony, WOR, 9:30 p.m.
Wed., Dec. 30: Sherlock Holmes, WJZ, 9:00 p.m.
Thurs., Dec. 31: Weaver of Dreams, WOR, 10:15 p.m.
Fri., Jan. 1: March of Time, WABC, 8:30 p.m.
Sat., Jan. 2: Miniature Symphony, WOR, 8:00 p.m.
Sat., Jan. 2: Jesse Crawford, Organ, WEA, 11:15 p.m.

(If you would like to know something of your favorite radio artists, announcers or executives, drop a card to the conductor of this page. Address her, Miss Alice Remsen, care Radio World, 145 W. 45th St., New York, N. Y.)