

3/16/2000
No Covers
Gratis

1932 EDITION

WHO'S WHO ON THE AIR . . .

In presenting the third annual edition of "Who's Who on the Air", Ludwig Baumann attempts to introduce you a bit intimately to some of the better known radio entertainers. On the following pages you will find pictures and short stories of many of the more prominent artists of the air so that when they next arrive in your living room through your loud speaker, you will know more about what goes on behind those voices.

No group of celebrities remains so remote as do radio stars. So many of them are just voices to us. Seldom do we see their faces.

Interesting people, these leaders of the newest form of entertainment. Some were successful artists before radio claimed them. Others were restless spirits with pioneering instinct drawn to this new theatre during the early uncertain days.

By their talents and perseverance they have helped to hasten the ultimate success of radio.

A few years ago radio was just a hobby—a maze of technical terms and static. Eager commuters talked glibly of variometers, condensers, and superhetrodynes. Securing reasonably clear reception was such a triumph that little attention was paid to the quality of the program.

Sweeping technical developments have eliminated the sorrows and joys of the amateur. Today perfect reception is only a matter of buying any one of the standard foolproof sets. Countless programs of genuine merit wait for your turn of the dial.

These actors of the air have had the pleasure of meeting you through your fan mail, now you meet them in an intimate way.

The Editors

Remember there is only ONE

LUDWIG BAUMANN

Six Great Furniture and Radio Stores

EIGHTH AVENUE 35th to 36th Streets
125th STREET Bet. Lenox and 7th Avenues
JAMAICA Jamaica Ave. and Merrick Road

Hoyt and Livingston Streets BROOKLYN
2918 Third Ave., near 152nd St. BRONX
Broad St. and Central Avenue NEWARK

Six Radio and Sports Shops

41 Cortlandt Street
100 East 42nd Street
167 East 86th Street

248 East Fordham Road
650 West 181st Street
4 Getty Square, Yonkers

Radios, Tires and Sports Equipment Sold at All Stores

LUDWIG BAUMANN

PRESENTS

THE VOICE OF Broadway

By Louis Sobol

Don't Miss It!

(With *Richy* and *Maude* in Vaude Comic)

Elmer Rice was in the days when he was a part of the act—Craig & Ardell were the best thing the stage ever produced. Never come back to the Palace always.

grouped and office to the office.

the Follies for's full of it?

is this

best in I

by the Police because everyone tried at the end of the season to show to a local for \$65 in breaks, and since then.

The Chicago Rackets, Nat Goodwins, Dave M. than in as they never did in public, too, could get so permissibly risqué.

On the outskirts of S. Lo. the first time an electric light game joined a carnival. five pointed star with many lights, each light being numbered, and the winner getting a pound of Maxwell House coffee. . . . Spending three hours watching the wheel from a safe vantage point and writing down the numbers as they showed up, and discovering that they ran on a system, which even the owner didn't know. . . . Winning \$65 worth of coffee for \$5 and being kicked out of the show grounds.

My contract cancelled with Rube Bernstein's 'Cuddling Cuties' because I did.

Assisting J. C. Flippen in Ed Daley's "Broadway Brevities" at \$50 a week. Three weeks before the show closed discovering they were unable to get anybody else and they needed me for bits. I struck for a \$30 raise, but settled for half. Later on the "Co." with J. C. Flippen & Co. in vaudeville—being paid off in soft colors. That night at a local burlesque hotel, awakening Mr. Flippen by placing a ring-tailed monkey on his heaving chest. . . . Still a punk.

Supporting Clark & McCullough in Phil Goodman's "The Ramblers," and writing in my own part—a ham actor crashing the moves. Stopping the show at the out-of-town opening, but, at future performances, taking bows in the lobby at 11:15 p. m.

Hired by Texas Guinan to open at the old 300 Club, but unable to pass the doorman at night to get in. Finally getting through and finding Guinan's so crowded that when a woman fainted it took her an hour and a half to fall down.

Singing "Roll 'Em Girls, Roll 'Em," a terrific parody in "Bunk of 1926" about Peaches Browning and Daddy at the Broadhurst Theatre. The fright discovering them in the first row, only to have them take a bow at the end of the number!

Traveling to Newark to a \$15 club date and being stopped by Rufus Le Maire to go into George Sweet's part in "Betty Lee" (George Sweet had gone into Hal Skelly's part, as Skelly probably wanted to be paid.) Flaying role on hour's notice with club agent threatening to run me out of show business if I did. Singing a love duet with Madeline Cameron and discovering that in musical comedy the orchestra plays a pitch note till ready—but this punk started singing immediately on note—and with what results!

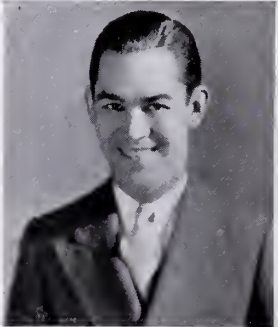
With Genevieve Tobin, Oscar Shaw and Walter Catlett in "Dear Sir." Getting \$75 at end of first week instead of contracted \$150 and being told contract had been bought from Allan Foster. Immediately resigning but forced to give a two weeks' notice. Telling Catlett about giving notice and he begging me to stay. Decide to do so, apologize, and rescind notice—only to find show's notice on board.

The Palace Theatre where you are supposed to be in fast company—and my surprise in finding all the women on the bill were respectable.

Playing a benefit at Saranac with Eddie Cantor as master of ceremonies, and Cantor promising me swell booking in New York. Later in New York, meeting Cantor on the street and saying, "Hello, Mr. Cantor, remember me—you told me to see you in town," and Cantor answering, "I'm seein' you."

Ben Bernie coming to New York with complete new set of men in his orchestra after gambling with me or the golf links—and losing everything.

With the Four Marx Brothers in "Armal Crackers"—where if there had been another brother, they could have done away with the chorus.



PAUL SMALL
Tenor Soloist of the
Ludwig Baumann Hour.



HARRY BREUER
Popular Xylophonist of the
Ludwig Baumann Hour.

LOUIS SOBOL

Famous columnist of the New York Evening Journal, was born in New Haven, Conn., thirty-five years ago. Was commissioned a Second Lieutenant in the Motor Transport Corps during the war. Has been a newspaper man ever since. The only Broadway columnist with a mustache—doesn't wear spats, or cane, but has his nails manicured because it is the only chance he has to get some sleep. Writes his column between 4 and 6 in the afternoon—then does the rounds of Premieres and night clubs, reaching his home in Elmhurst, L. I., in the wee small hours of the morning. Is married, and has a daughter.

Below are a few of the Guest Artists who have appeared on the Ludwig Baumann program. Space does not permit us to show all of our Guest Artists on this page—but scattered throughout this book are many more. From top to bottom, Belle Baker, Russ Columbo, Connie Boswell, Ethel Merman, and Helen Morgan.

the VOICE of BROADWAY

WITH GUEST STARS RIGHT FROM BROADWAY

Every Sunday evening at 9 o'clock, LUDWIG BAUMANN presents Louis Sobol's "VOICE OF BROADWAY" over station W O R, featuring a galaxy of Broadway's favorite stars. Merle Johnston's Orchestra furnishes the delightful dance tunes. Paul Small is tenor soloist.

BASIL RUYSDAEL

Announcer of the Ludwig Baumann Program. A Cornell graduate. Sang for eight years in the Metropolitan Opera before entering the Radio field.



MERLE JOHNSTON

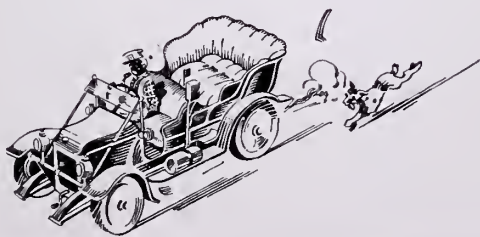
Born in Canada, the son of Captain and Mrs. George Johnston, Salvation Army workers, Merle received his initial musical training while learning to play the instruments of the Army band at street meetings. He worked his way through college with his saxophone and graduated as an electrical engineer. This early training in the electrical field has been of great help to him in developing more perfect broadcast music.





AMOS 'n' ANDY

As Bill Hay would say, "Here they are"—Freeman F. Gosden (Amos) and Charles J. Correll (Andy) as they would look if you met them outside of the studio. They first went on the air in 1926 as "Sam and Henry" on a small radio station. In 1928 they stepped into their present names and their sketch was supplied to thirty-eight small stations on phonograph records. Then came their tie-up with N. B. C. which is probably the outstanding radio success.



BILL HAY

Has been introducing "Amos and Andy, in person" to millions of fans since that famous pair made their first broadcast.



Here are the real "Ruby Taylor and Madam Queen" in the persons of Mrs. Freeman F. Gosden and Mrs. Charles J. Correll.



AMOS . . .

enjoys being a "know nothing" and is happiest when playing four or five characters at one broadcast.



ANDY . . .

or Andrew H. Brown, President of the Fresh Air Taxicab Corpulation of America Incorporated.





RADIO has become FINE FURNITURE

In the early days of Radio, little thought was given to the type of cabinet into which the manufacturer built his set. All effort was put into improving reception, eliminating static, and interference. Today, with those earlier mechanical difficulties completely overcome, the modern electric set makes its appearance in many types of cabinets, each styled to harmonize with the furniture of some authentic period.

In addition, Ludwig Baumann has designed a number of pieces of standard furniture such as desks, tables and secretaries into which you can have mounted any standard radio chassis. This makes it possible for you to have a real custom-made radio to fit into your decorative scheme.

Whether you want a standard cabinet model, or a set in a special piece of furniture, you should visit one of the Ludwig Baumann radio departments, where you can select your Radio by comparison, from the hundreds of makes and models on display. And remember, Ludwig Baumann will give you a liberal allowance for your old radio in exchange for a new model. Then you can arrange to pay-out-of-income with only a small deposit, and a year to pay the balance.

Above—RUTH ETTING, charming star of the Ziegfeld Follies, listening to a radio clock in the Ludwig Baumann Studios.





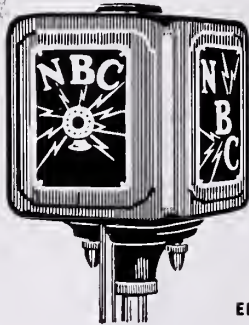
JOHN S. YOUNG
attended Yale University, where he was a classmate of Rudy Vallee. He began his radio career in a New England station.



KELVIN KEECH
taught the Prince of Wales how to play the ukelele. He was born in Honolulu, married a Russian waitress during the war.



MILTON CROSS
formerly a church choir singer. His most popular broadcasts are the "Children's Hour" and "Slumber Hour."



JAMES WALLINGTON
handsome announcer who's popularity is due to his charm and ability to handle special events and ad lib on broadcasts.



GEORGE HICKS
hails from Tacoma, Washington. He assists on many of the important broadcasts of sporting events as well as studio programs.



FORD BOND
comes from the Blue Grass State. He has a pleasing tenor voice. His parents are still living and he has two brothers.



EDWARD THORGERSEN
is 26 years old, tall, and handsome. He may be heard any evening on the big commercial programs.



GRAHAM McNAMEE
still packs a wallop with his announcing. He won immediate fame as an announcer in 1924 and has headed the list ever since.



LEE CRONICAN
comes from Washington, D. C. He joined W O R's staff last December.



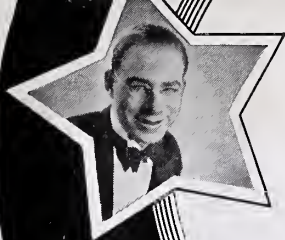
JOHN GAMBLING
fought with the English army during the World War. After that he became a wireless operator in the merchant marine.



ANNOUNCERS...

a handsome lot of young men, often heard, but seldom seen. Haven't you often wondered what they looked like? Well, here they are.

W
O
R



A. L. ALEXANDER
head man at WMCA and winner of the Daily Mirror's popularity contest, is a master of the King's english.



WILLIAM MELIA
is king of the night club announcers. You can hear Bill any night or morning over W M C A.



FRANK KNIGHT
a tall distinguished, British-accented announcer, comes from St. John's, Newfoundland. Was wounded in battle of "Seine".



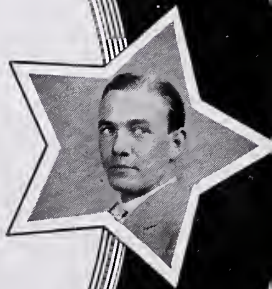
TED HUSING
may be announcing a football game at Yale Bowl or a yacht race at Miami. He remains a favorite sports announcer.



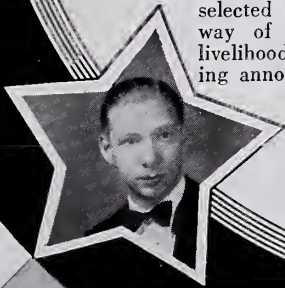
KENNETH ROBERTS
went from a stock company in Hoboken to chief announcer at W L T H, Brooklyn is now on the Columbia staff.



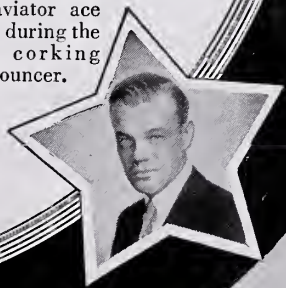
GEORGE BEUCHLER
has a fine baritone voice that foretells a career as a singer. He has specialized in ad lib announcing of concert programs.



LOUIS DEAN
just a chap from way down on the farm in Alabama. He served in the Navy during the world war.



HARRY VON ZELL
a professional boxer from Los Angeles selected an easier way of making a livelihood by choosing announcing.



JOHN MAYO
saw action on the Mexican border and was an aviator ace in France during the war. A corking good announcer.



DON BALL
plays any kind of string instrument. He is a graduate of Brown, with a Ph.D. and is Columbia's youngest announcer.

LUDWIG BAUMANN—For Radio's Best

RADIO presents a VAUDEVILLE SHOW in Six Star Acts



SISTERS of the SKILLET

Edward East and Ralph Dumke hail from the Middle West and have become a helping pair to which many hundreds of harassed housewives have turned for help and enjoyment.



MILLER and LYLES (below)

Long ago, Miller & Lyles attained fame as vaudeville comedians from coast to coast. Their entry into the realm of broadcasting has been equally successful.



BRAD BROWNE and AL LLEWELYN

Stirring, mixing and boiling down a great potpourri of songs and laughter, Brad Browne is also creator of the "Nit Wits." He was once put out of a Y. M. C. A. dormitory for causing, with his antics, the same uproarious laughter that he now receives a sizeable salary to produce.

COLONEL STOOPNAGEL and BUDD

Several years ago, two attache's of radio station WMAK at Buffalo were called upon a moment's notice to fill in a program. Their hastily made up comedy was so successful that they were given a permanent place on the program. Their fame spread to the big chain stations where they now fill an important part of the program. F. Charles Taylor takes the part of "Colonel Lemuel Q. Stoopnagel," and Willard Budd Hulick is "Budd".



LUDWIG BAUMANN—For Radio's Best



WEBER and FIELDS

For over fifty years these famous comedians have been entertaining the American Public in vaudeville theatres from coast to coast. The characters of "Mike and Meyer" were almost a myth that only our parents and grandparents had the privilege of knowing until radio snatched this memory of the past and brought it to life in the act that is now making Weber and Fields as famous to radio fans as their vaudeville act was to theatregoers in the days of Koster & Beils.

Weber and Fields made their first appearance on the stage as black-face comedians at the old Bowery Music Hall. The act was not well received so it was taken off, but the manager gave them a chance to reappear as a Dutch Comedy act, which won immediate approval and placed Weber and Fields among the foremost entertainers.



The GOLDBERGS

The success of this program is credited to Gertrude Berg, who is the originator, writer and creator of the character, Molly Goldberg. The part of Jake is played by James R. Waters a veteran actor who played in "Abie's Irish Rose." Sammy and Rosie are played by Alfred Corn and Rosalyn Silver who made their radio debut with Children's Hour.

LUDWIG BAUMANN—*For Radio's Best*



LUDWIG BAUMANN gives Certified Radio Service

A Double Test for Every Radio . . . Backed by a Written Guarantee

Every radio set is thoroughly tested by Ludwig Baumann radio engineers for mechanical correctness as soon as it is received from the manufacturer. Only sets that meet our rigid standards are accepted. That is why, no matter what set you may select, you are assured of perfect radio reception — backed by our guarantee.

Your set is delivered by one of our service cars, and properly installed by a radio mechanic. The installation includes the voltage control device which keeps the flow of current standard and tends to eliminate tube troubles.

Then your radio passes its second test—in actual receiving conditions in your home—so that you may be sure of flawless reception.

Only an organization as tremendous as Ludwig Baumann can give you such service.

Our Radio School . . .

. . . a completely equipped classroom in charge of a radio expert where all our radio salesmen are taught the fundamentals of radio. When you ask them for advice, you can depend on the correctness of their information.

•
*For Radio Service
call LACKAWANNA 4-7600*

*For New Jersey
call MARKET 3-3850*

*You will receive prompt
and courteous attention.*

•

LUDWIG BAUMANN—For Radio's Best

ENJOY YOUR RADIO WHILE YOU PAY FOR IT

YOU will find our deferred payment plan a very convenient way of buying your Radio. No bother at all—just a simply arranged plan to suit your individual income. A small initial payment secures the delivery of your Radio and the balance may be spaced over as long as a year.

We will give you a liberal "Trade-in" allowance for your old radio in exchange for any of the new modern electrical sets you may select.



This is just one of the many period cabinets into which the radio you choose can be installed. A wide selection of Desks, Secretaries, Commodes, End Tables, Clocks, awaits you.

At LUDWIG BAUMANN You will find all the FAMOUS MAKES

R. C. A. - VICTOR
BRUNSWICK
SPARTON
ATWATER-KENT
MAJESTIC
PHILCO
GENERAL MOTORS
ZENITH
FADA
STROMBERG-CARLSON
STEWART-WARNER
GENERAL ELECTRIC

LUDWIG BAUMANN—For Radio's Best



GUS VAN

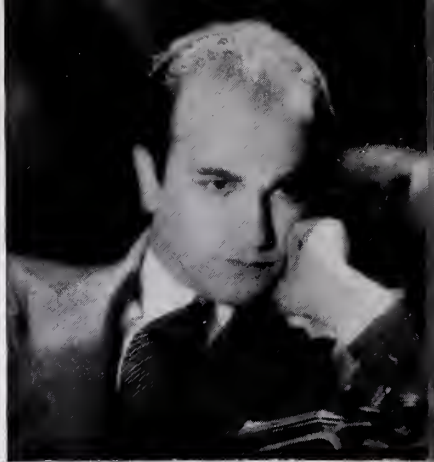
Van was formerly the motorman on a Brooklyn, New York, trolley on which his partner, the late Joe Schenck, was conductor. They formed a vaudeville team which played for nineteen years until Schenck's death.

★ A LUDWIG BAUMANN GUEST ARTIST

KATE SMITH

Twenty-two and still growing; this big girl from Washington, D. C. Kate was featured in "Hit the Deck" and "Flying High." She played the Palace for the record time of 8 weeks. She was collyricist with Howard Johnson on her theme song "When the Moon Comes Over the Mountain."

★ A LUDWIG BAUMANN GUEST ARTIST



RUBINOFF

This outstanding maestro of the violin and leader of several nationally famed orchestras was born in Russia about thirty years ago. Rubynoff has one vocation and one hobby—music.



JESSICA DRAGONETTE

Was born in Calcutta, India, and was educated in Georgian Court Convent at Lakewood, N. J. She sang the only solo part in "The Miracle" and later was featured in "The Student Prince."



RUDY VALLEE

Born at Westbrook, Maine, July 28, 1901. Father French Canadian. Mother Irish. Attended Yale. Learned to play on a mail order saxophone. Now also plays the clarinet. Was married to Fay Webb in June, 1931, his second marriage; his first wife was Leonie McCoy.



HENRY BURBIG

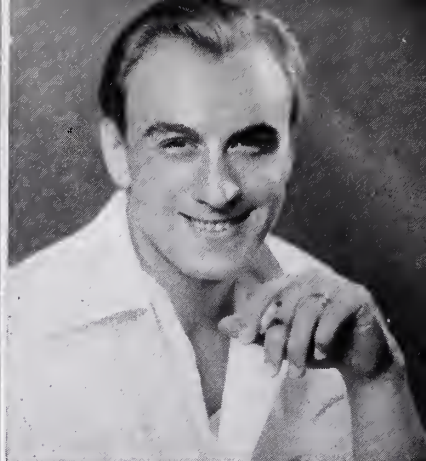
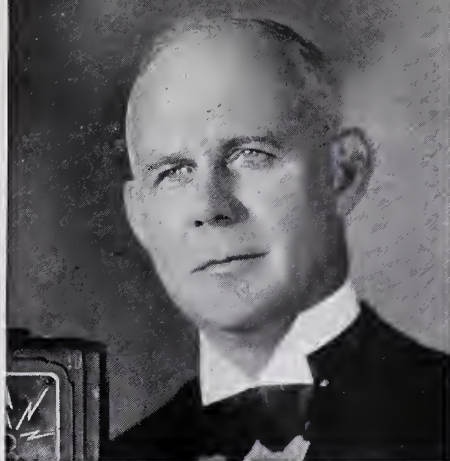
After a turn at vaudeville, Henry was stationed at a New York Hotel as director of the hostelry gym. He was induced to fill in on a program one day so he recited "Levin-sky's Wedding." It clicked, so did Burbig.

★ A LUDWIG BAUMANN GUEST ARTIST



GRANTLAND RICE

is one of the country's best known sports writers, his articles appearing in the leading magazines and newspapers from coast to coast. His talks on current sports are brought to you weekly over a large chain.



RUSS COLUMBO

Tall, dark, handsome—and unmarried. He is one of radio's best dressed men. Hails from Calistoga, Cal., where he started his career as a violinist. When fourteen he was playing solos in the Imperial Theatre in San Francisco. However, his mellow baritone won out.

★ A LUDWIG BAUMANN GUEST ARTIST

SOPHIE TUCKER

"The Last of the Red Hot Mamas" won enthusiastic acclaim all last season in London. With the passing of the old and the coming of the new Sophie remains first in the hearts of her countrymen in radio.

★ A LUDWIG BAUMANN GUEST ARTIST



FORD FRICK

Comes from the Hoosier State. After graduating from college in Indiana he went to Colorado where he taught high school and played semi-professional baseball. Frick and his thirteen-year-old son are keen disciples of all sports.



FLOYD GIBBONS

Has been hunting headlines and capturing them for over twenty years. He lost that eye while reporting the battle of Belleau Wood from the trenches. He retired from newspaper work in 1928, after a career that took him through every known part of the globe.



RUTH ETTING

Ruth was born on a farm near David City, Neb., and used to imitate the various sounds made by the birds and fowl around the farm so well that she was called upon to give her imitations at many church socials. Now she is one of Mr. Ziegfeld's brightest stars.

★ A LUDWIG BAUMANN GUEST ARTIST



LUDWIG BAUMANN—For Radio's Best



PAUL WHITEMAN and his BAND

Organizing his first band in San Francisco, the "King of Jazz" has won fame and fortune. He has had under his direction, as many as thirty-five orchestras at one time. He was born in Denver, Colorado, where his father directed a conservatory of music.



COON-SANDERS

That danceable band heard from the "New Yorker" is directed by Carleton Coon and Joe Sanders formerly of Kansas City. Joe is the ever smiling blues singing fellow at the piano and "Coonie" bangs away at the drums.



BEN BERNIE

After several years at Columbia University, Bernie decided to take his fiddle and go into vaudeville. Here he teamed up with Phil Baker and they played vaudeville theatres from 1910 until the war separated them. Then Ben took up the baton and from it comes the finest of dance music also breezy pungent wisecracks.



LUDWIG BAUMANN—For Radio's Best

DANCE MUSIC

by
**F A M O U S
B A N D S**



JACK DENNY

The Prince of Wales appointed Jack Denny and his orchestra "his own" on his last visit to Canada. Four years ago Jack Denny and his boys were filling in on several local stations. Today we hear them from the Mount Royal Club, Montreal.



The LOMBARDO BROTHERS

Guy Lombardo insists that each member of his orchestra be a Canadian and just to be sure, he is fast filling it up with members of his own family. Here are the four Lombardo boys, Lebert, Victor, Guy, and Carmen.

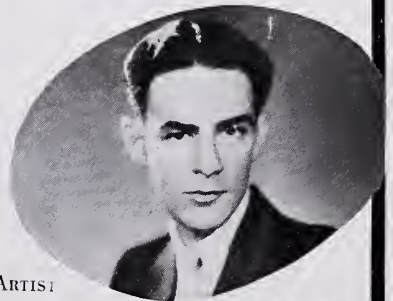
VINCENT LOPEZ

Started broadcasting in 1921 and his famous "Lopez Speaking" is remembered by every veteran radio fan. Vincent started studying to be a priest, but gave that up to enter business. Directed a small band in a cabaret until Pat Rooney, the actor, discovered him.

WILL OSBORNE . . .

popularized the slow, soft music for which he is noted. His first orchestra was made up of musicians he had heard play in various theatres.

★ A LUDWIG BAUMANN GUEST ARTIST

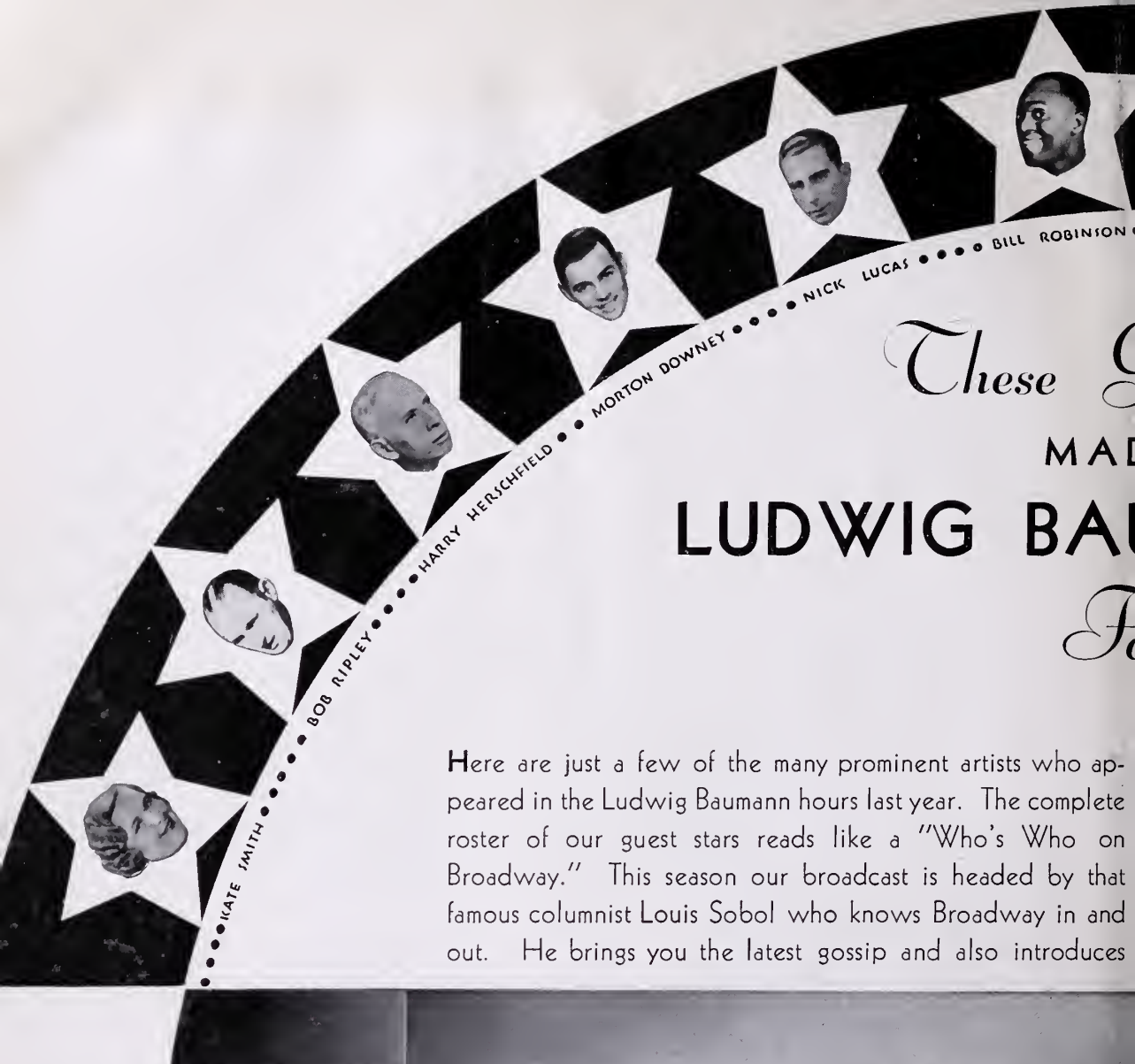


LARRY FUNK

The son of skilled musicians, Larry has a natural aptitude for tunes and a memory that contains many more than the thousand melodies he boasts of.



LUDWIG BAUMANN—*For Radio's Best*



These
 MADE
LUDWIG BAUMANN
For

Here are just a few of the many prominent artists who appeared in the Ludwig Baumann hours last year. The complete roster of our guest stars reads like a "Who's Who on Broadway." This season our broadcast is headed by that famous columnist Louis Sobol who knows Broadway in and out. He brings you the latest gossip and also introduces

Tune in
W O R
 every
SUNDAY
EVENING
 at
 9 o'clock



MERLE JOHNSTON



est Stars

THE
MANN HOUR

ious

the guest star of the evening. Merle Johnston's orchestra enters upon its third season with us, playing those delightful dance tunes which have made him so popular. Hayton and Schutt, that versatile team, play lively piano selections. Paul Small, tenor soloist, tells you the words while you dance to the Music. Basil Ruysdael announces the program.



ND HIS ORCHESTRA

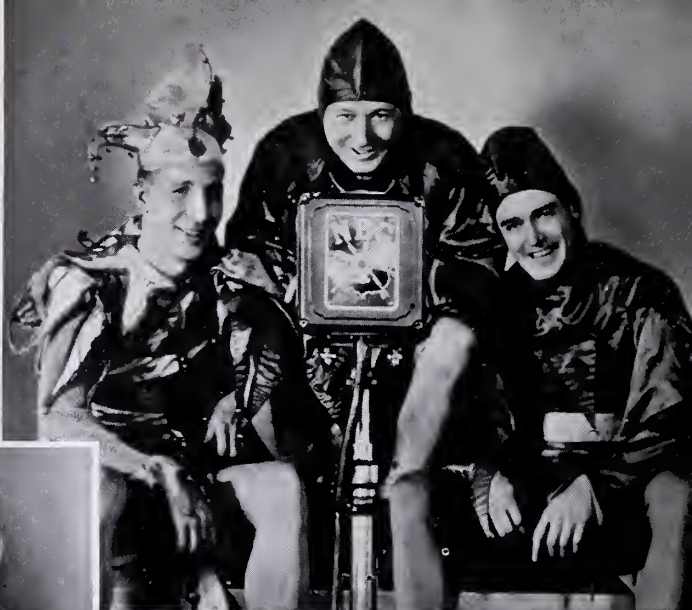
LUDWIG
BAUMANN

presents
LOUIS
SOBOL'S
"The Voice
of Broadway"

ARE YOU LISTENIN'? . . .

. . . says Tony Wons as he introduces Morton Downey and Jacques Renard in their quarter hour of delightful songs and music. Tony Wons is also famous for his morning program, "Tony's Scrap Book." He started his famous Scrap Book while convalescing in a hospital after the war.

★ MORTON DOWNEY—A LUDWIG BAUMANN GUEST ARTIST



THE JESTERS

Wamp Carlson, Guy Bouham and Dwight Latham all celebrate their birthdays on the twenty-fourth of the month. They were formerly insurance clerks in Hartford, Conn. This trio write the dialogue for their broadcasts and play fourteen instruments between them.

CLARA, LU and EM

Here they are, those three young girls from the Middle West, who are becoming so popular on their nightly broadcasts. These girls first brought life to the characters of Clara, Lu and Em in their sorority house at the University of Michigan, from whence they came to the radio world.



THE THREE BAKERS

Ye goode olde spirit of '76 in the person of the "Three Bakers," Jack Parker, first tenor, Frank Luther, second tenor, and Darrel Woodyard, baritone are heard in songs and sketches each Sunday evening accompanied by music of Billy Artz's orchestra.

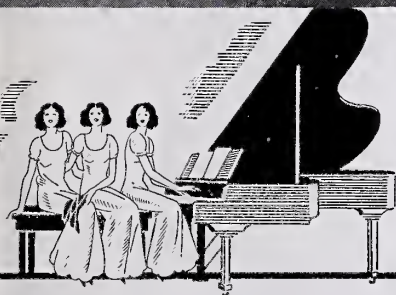
TRIOS



The BOSWELL SISTERS

Smiling at you are Connie, Vet and Martha. Eight years ago they made their first broadcast in their home town, New Orleans, and they have been at it ever since. Besides their radio program, the Boswell Sisters have attained great success in Vaudeville.

★ CONNIE BOSWELL—A LUDWIG BAUMANN GUEST ARTIST



LANDT TRIO and WHITE

This is that "Old Gang of Yours." You remember the boys who used to hang out on the corner and put "Sweet Adeline," and "Down by the Old Mill Stream" to close harmony. Carl, Jack and Dan Landt do the singing, and Howard White accompanies on the piano. Their favorite corner was in Scranton, Pa., until they migrated to New York, where they received instant recognition at the N.B.C. Studios. They appear on several large programs, but probably their best known broadcast is "on the 8:15." All of the boys are single, and all live together in a home that is wired like a studio for the purpose of rehearsing. Howard White is unable to read a note of music, but is matchless as an accompanist.



LUDWIG BAUMANN—For Radio's Best

OPERA and the CLASSICS



WALTER DAMROSCH

Dean of American music, is musical counselor to N. B. C. His "Music Appreciation Series" has met with nation-wide acclaim.



LILY PONS

The sensational French coloratura of the Metropolitan Opera, who has been presented over nation-wide networks.



Madam FRANCES ALDA

Was born in New Zealand, and made her debut at the Opera Comique, in Paris. Her beautiful soprano voice is a weekly radio feature.



EVERETT MARSHALL

Recruited from the Metropolitan Opera Company for George White's "Scandals." Born in Worcester, Mass., twenty-nine years ago.

★ A LUDWIG BAUMANN GUEST ARTIST



SCHUMANN-HEINK

One of the greatest contraltos in history, Schumann-Heink, now seventy years old, is beloved by all her listeners. She is Operatic Counsel of the N. B. C.



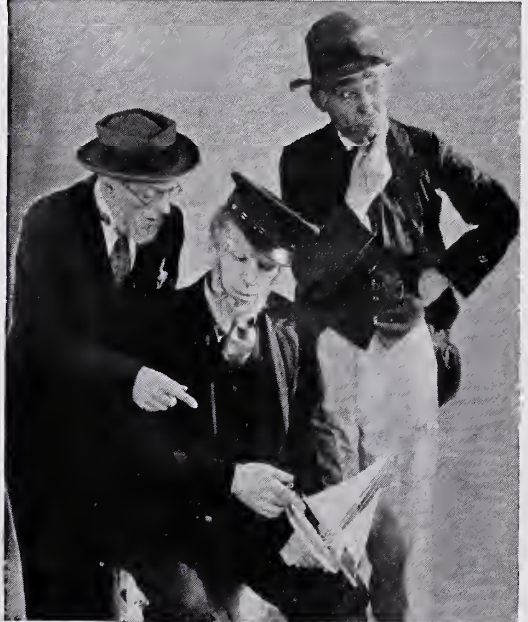
GRACE MOORE

This beautiful American soprano, in a few years, has jumped from the choir of a little country town church to the great Metropolitan Opera.

LUDWIG BAUMANN—For Radio's Best

YOUNG OLD FOLKS

Captain Williams showing his brothers, Esley and John, how he will sail around the Horn, enroute to California



Ma and Seth Parker in a cozy spot in their Jonesport, Maine, home, as they broadcast a Sunday Evening Program

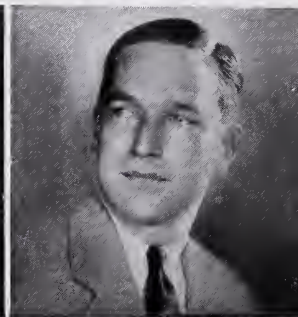
PHILLIPS H. LORD who is to "Sunday at Seth Parker's" what Brown is to "Real Folks," knows more about New England life than possibly any other radio actor. He has seen the rural resident "all dressed up in his Sunday clothes," and he has lived with him at home. It is the home-life that Lord attempts to portray in his "Seth Parker" presentations. He writes the hymns that are a part of each broadcast, as well as the manuscript.

ARTHUR ALLEN is a widely known radio actor coming to radio after a stage career. He appears in Soconyland Sketches and the "Stebbins Boys" as well as many other broadcasts.

PARKER FENNELLY a native of Maine, takes the part of John in the "Stebbins Boys," and has also appeared in many other sketches with Mr. Lord and Mr. Allen.



Parker Fennelly

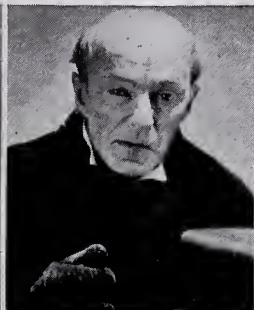


Phillips H. Lord

Phillips Lord as "Seth Parker"

Arthur Allen as he appears in make-up

Effie Palmer who plays "Ma Parker"





BREEN and DeROSE

May Singhi Breen, "The Ukelele Lady" and Peter DeRose, pianist and song writer, have been entertaining radio fans for over seven years, and rank among the real old timers on the air. They met in the studio, and after several years of broadcasting together, they decided to team up permanently and get married. Their's is a real radio romance.



GENE and GLENN

These boys reigned supreme at station W T A M, Cleveland, before selling their wares at N.B.C. Gene Francis Carroll was born in Chicago and Glen Rowell is from Pontiac, Mich. Both have had lots of experience in vaudeville and musical comedy. They met in Cincinnati at Station W L W.

SNOOP and PEEP

Those "demon dee-tec-a-tives" are Charles Finan and Paul Winkopp, recently recruited from "three a day." Winkopp also had a turn at banking while Finan sailed the high seas as an able bodied seaman.





THE MILLS BROTHERS

These boys have had the fastest rise to success in radio history. They are John, 21; Herbert, 19; Harry, 18; and Donald, 17; of Piqua, Ohio. Veteran musicians and orchestra leaders refused to believe that with only their voices they could simulate such musical instruments as the tuba, clarinet, saxophone and trombone. Yet nothing but a guitar accompanies the singing of the Mills brothers.

★ LUDWIG BAUMANN GUEST ARTISTS



JULIA SANDERSON and FRANK CRUMIT

Frank Crumit and his charming wife, Julia have been theatrical headliners for years. Miss Sanderson stepped into fame, when the star of "Winsome Winnie" whom she had been understudying suddenly became ill, Julia was called upon to take the lead,

and success was immediate. Frank began his stage work while at the University of Ohio. They played together in "Tangerine", "Moonlight", "Oh Kay", "Queen High", and others. Both had to be coaxed to make a Radio debut.

LUDWIG BAUMANN—For Radio's Best



LITTLE JACK LITTLE



LILLIAN ROTH



LOWELL THOMAS



ANN LEAF



BING CROSBY



SYLVIA FROOS

Little Jack Little Often known as the "speakeasy baritone." His real name is John Leonard, who when broadcasting sings close into the microphone with his peculiar voice, half talk and half melody.

Lillian Roth Stage and screen star has conquered a new field for herself in that of radio. Her rendition of popular songs are unique and appealing. She is best remembered for her part in "The Vagabond King". Miss Roth was recently married to a very handsome aviator.

★ A LUDWIG BAUMANN GUEST ARTIST

Lowell Thomas An adventurer and explorer of distant lands. He has written sixteen novels which are as interesting as his news chats.

Ann Leaf This little lady, an organist, makes about fifteen broadcasts a week, including the dreaming Nocturne program every night at bedtime.

Bing Crosby A handsome crooning baritone of twenty-seven years has appeared in many theatres throughout this country, Mexico and Canada since 1926.

★ A LUDWIG BAUMANN GUEST ARTIST

Sylvia Froos "Who is Sylvia?" Well let me tell you she is that charming Miss of seventeen years who sings three nights a week over W J Z. Smilingly, she will tell you, next to singing popular songs she likes best her little brown Scotty dog.

INTERESTING PERSONALITIES .. who offer a variety of entertainment



RAY PERKINS

Mrs. Perkins' son Ray, graduated from Columbia in 1917. Before he enlisted in the Army, Ray wrote several songs which are not worth mentioning. Until his talking picture debut he made a living in Tin Pan Alley. As a song writer he is best remembered for "Under a Texas Moon" and "Lady Luck".



ALICE JOY

"Radio's dream girl" sang her way to the hearts of enthusiastically purchasing crowds during Liberty Loan drives. After the war she married Captain E. Robert Burns, a holder of England's Distinguished Flying Cross and credited with several German planes.



RAYMOND KNIGHT

A production manager and writer of feature presentations for N.B.C. He is a graduate of Yale and a former director of the Caravan Theatre in Boston. In 1928 he wrote the musical revue, "See America First." Knight has created the fanciful radio character of Ambrose Weems.



DR. ROCKWELL

America's eminent laugh specialist is not a genuine M.D. Rockwell was one of Providence, R. I.'s budding citizens. He began and continued for several months the study of medicine. Doc decided he could cure ailments by the laugh treatment rather than removing one's appendix.



MILDRED HUNT

A natural blond beauty of the platinum type, Mildred Hunt won a place in Ziegfeld's glorified chorus, when she left school in 1924. She redoubled her efforts at voice culture and reached stardom via the radio.

★ A LUDWIG BAUMANN
GUEST ARTIST



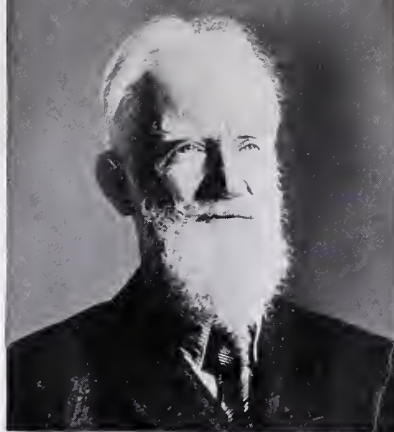
WELCOME LEWIS

Or "Half-Pint" as called by her family. This little girl from California has had three successful years of radio. She lives in Yonkers and drives her car to and from the studio.

★ A LUDWIG BAUMANN
GUEST ARTIST

LUDWIG BAUMANN—For Radio's Best

George Bernard Shaw, international wit and man of letters and Ramsey MacDonald, Prime Minister of Great Britain, are just two of the many famous foreign personages that have been heard recently in the international broadcasts.



NEWS

from all the world
through
your
RADIO



When Frank Hawks breaks one of those transcontinental records, the microphone is right there to let you know about it.



Here is Bob Ripley, famous "Believe It or Not" man, out on the desert collecting some new facts for his radio broadcasts.

★ A LUDWIG BAUMANN
GUEST ARTIST



When Post and Gatty completed their epoch making flight around the world, Floyd Gibbons was right there with the microphone

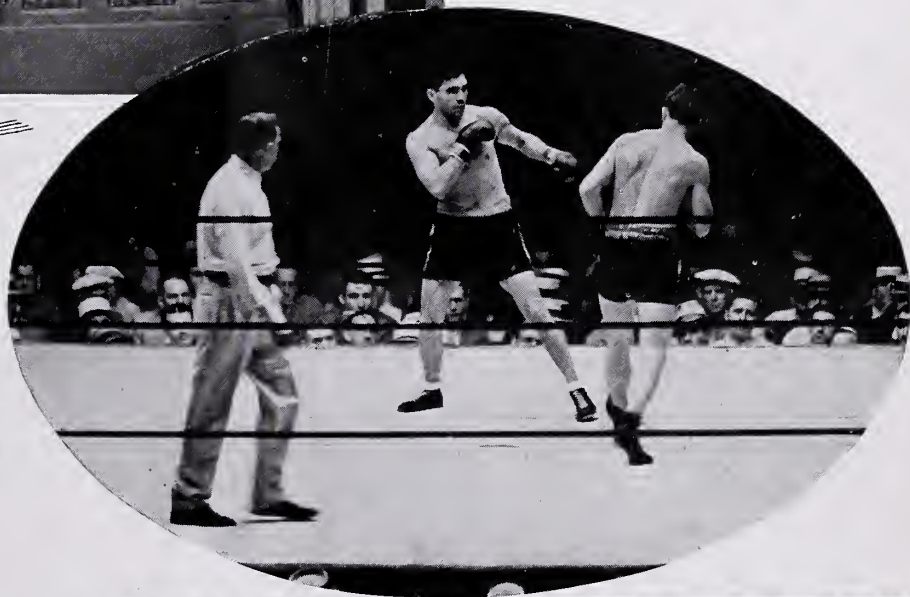
LUDWIG BAUMANN—For Radio's Best



Tom Brooks, Radio Editor of the Evening Journal, and Ford Frick, announcer, broadcast an interview with a real Bootlegger, the Captain of a Rum Runner. They are shown here in the cabin of the yacht "Alta Rocca" which took them beyond the "twelve mile limit" for the interview.



Be it a prize fight, a golf match or any other important sporting event—the microphone is on the spot to bring you the details by radio.



Harvard crew wins over Yale in their annual regatta on the Thames River. This picture was taken atop the training tank of the United States Submarine Naval Base. Here we have George Hicks telling the fans how Old Eli is nobly battling against Harvard for the eight oar supremacy. This race was announced in relays. Paul Dumont, announcer began the descriptive narrative as the two crews started the race. Robert Harron, rowing authority, took up the race aboard an observation train. The "mike" was later turned over to George Hicks and then Graham McNamee described the finish.





BEN ALLEY

Is just twenty-nine years old, but his lyric tenor voice has been heard on more than nine hundred programs. Ben was born on a farm in the West Virginia hills and went to college in Alderson, W. Va.

★ A LUDWIG BAUMANN GUEST ARTIST



PHIL COOK

Has more voices than Solomon had wives. He takes off eight or ten characters at each broadcast. A good ukelele player, writes his own sketches and is married to his high-school sweetheart.



EDDIE CANTOR

The country's next President—Eddie says so himself and we think that he is beginning to believe it. Eddie Cantor rates as one of the country's leading wits and humorists.

HEADLINERS of the AIR

HARRY HORLICK

Was a soldier in the Imperial Russian Army during the Red Revolution. He played in oriental cafes in Constantinople before coming to America, and many of the tunes played in his "Gypsies" programs are memories of those days in Turkey.

WILL ROGERS

Presidents, ex-Presidents, Kings and Barons of Business all look alike to him when he starts poking fun. He is rated America's foremost humorist and the nation-wide appreciation of his wit has made him one of the highest paid entertainers.

VAUGHN De LEATH

Hers was the first woman's voice to go on the ether. She's a real radio pioneer. Graduating from Mills College in 1919 she came to New York to make Phonograph records and in 1920 made her first broadcast to a handful of crystal set owners.

★ A LUDWIG BAUMANN GUEST ARTIST



LUDWIG BAUMANN—For Radio's Best

for the YOUNG FOLKS

UNCLE DON

Don Carney, the man most every kiddie knows, is a member of the W O R staff.



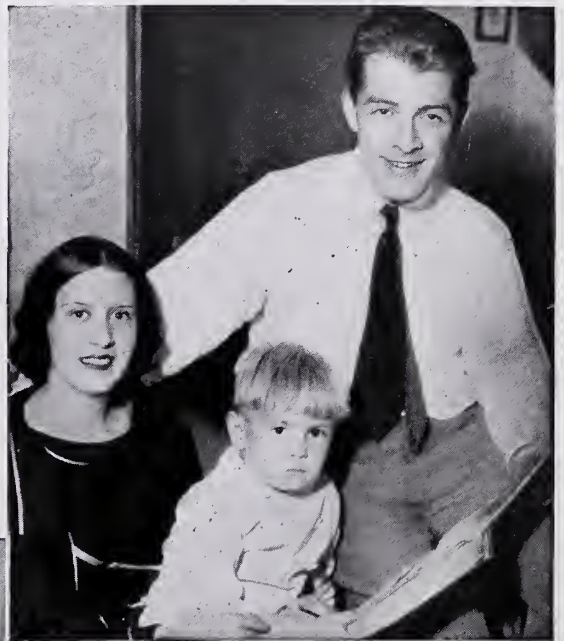
The CHILDREN'S HOUR at W A B C

Look for the future Al Jolson and Helen Kanes among this talented group of kiddies who perform every Sunday morning.



BOB EMERY

"Big Brother" to thousands of boys and girls throughout the land. He broadcasts from N.B.C. Sunday evenings with the "Big Brother Club of the Air."



"RAISING JUNIOR"

Mr. and Mrs. Peter Dixon, and their son, David, who was the inspiration for the broadcast, "Raising Junior."



THE CHILDREN'S HOUR at W J Z

A regular Sunday morning feature, at which Milton Cross, the N.B.C. announcer is Master of Ceremonies.



"THE STREET SINGER"

ARTHUR TRACY was born in Philadelphia. Studied architecture at the University of Pennsylvania, but his parents admitted that as an architect he was destined to be a singer and they permitted him to enroll in the Curtis Institute of Music.



GEORGE JESSEL

Like Eddie Cantor and Walter Winchell he started on his successful career in Gus Edward's revue twenty-five years ago. He not only selects his own clothes but goes with his family when they select theirs, including his wife.

★ A LUDWIG BAUMANN
GUEST ARTIST

Way



FRANK HAZZARD

After Frank graduated from the U. of C. he became an undertaker. Soon found more enjoyment in radio broadcasting. After a few months at Station KFI Los Angeles, he came east. May be heard nightly at the Hollywood Restaurant.

★ A LUDWIG BAUMANN
GUEST ARTIST



GEORGIE PRICE

Just thirty years of age, but Georgie may be called an "old timer". He was one of Gus Edward's proteges years ago. In addition to writing a musical revue he is working on his first novel "Horse-laugh".

★ A LUDWIG BAUMANN
GUEST ARTIST

TED WEEMS

Ted and his syncopators by popular demand have been holding forth at Steel Pier at Atlantic City. He has held many important theatre and hotel engagements.



WAYNE KING

Wayne is the personification of versatility; in addition to wielding an agile baton and playing the "sax", he turns in a good game of golf and can fly an airplane like a veteran.

*with Row,
Waynesday*



"SINGIN' SAM"

A survivor of the romantic minstrel days. He has appeared with Coburn's Greater Minstrels and Al. G. Field's Minstrels. Sam once partnered with Frank Tinney. He has no fixed program, though the old fashioned songs are nearest to his heart.



NICK LUCAS

Traveled over three thousand miles to fame. That is he left his home town in Newark for Hollywood where he sang his way into talking pictures. Oh! yes, while in London he taught the Prince of Wales how to play the guitar.

★ A LUDWIG BAUMANN
GUEST ARTIST



Due to a new ruling, newspapers no longer list radio programs under the sponsor's name. This often makes it difficult to identify a program in the regular newspaper listings. We have therefore provided this convenient schedule for you to fill in with your favorite program.

FAVORITE PROGRAMS

DAY	★ ★ ★ PROGRAMS ★ ★ ★	STATION	DIAL	TIME
SUNDAY	<i>Ludwig Baumann - "The Voice of Broadway"</i>	<i>W.O.R.</i>		<i>9:00 P.M.</i>
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
SATURDAY				



*A section of one of our spacious
Radio Departments*

LUDWIG BAUMANN

*A Department Store
of Homefurnishings*

- Furniture**—For every room in the home
- Floor Coverings**—Oriental and Domestic Rugs, Linoleum
- Upholsteries and Draperies**—Curtains, Draperies, Portieres, Linens, Blankets and Cedar Chests.
- Lamps and Mirrors**—Floor Lamps, Table Lamps, Occasional Furniture, Art Objects
- Housewares**—China, Silverware, Kitchen Equipment, Stoves, Refrigerators, Breakfast Sets
- Electrical Equipment**—Vacuum Cleaners, Washing Machines, Refrigerators, Floor Waxers
- Interior Decoration**—A Department to help and guide you in the selection of every home detail . . . there is no charge for this service
- Nursery Furniture**—Bassinets, Carriages and Strollers
- Sports Equipment**—Bicycles, Cameras, Movie Cameras and Projectors, Golf Equipment
- For the Motorist**—Motor Robes, Tires and Tubes
- Toytown**—Where you will find all those things that Youngsters yearn for . . . Games, Dolls, Bicycles, Automobiles, etc.
- Radio Department**—All the latest models displayed and ready for you to select by comparison

•
These departments will be found in all of our six great furniture stores. At our six Radio Stores we sell Radios, Sporting Goods, and Tires and Cameras.

LUDWIG BAUMANN—For Radio's Best

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