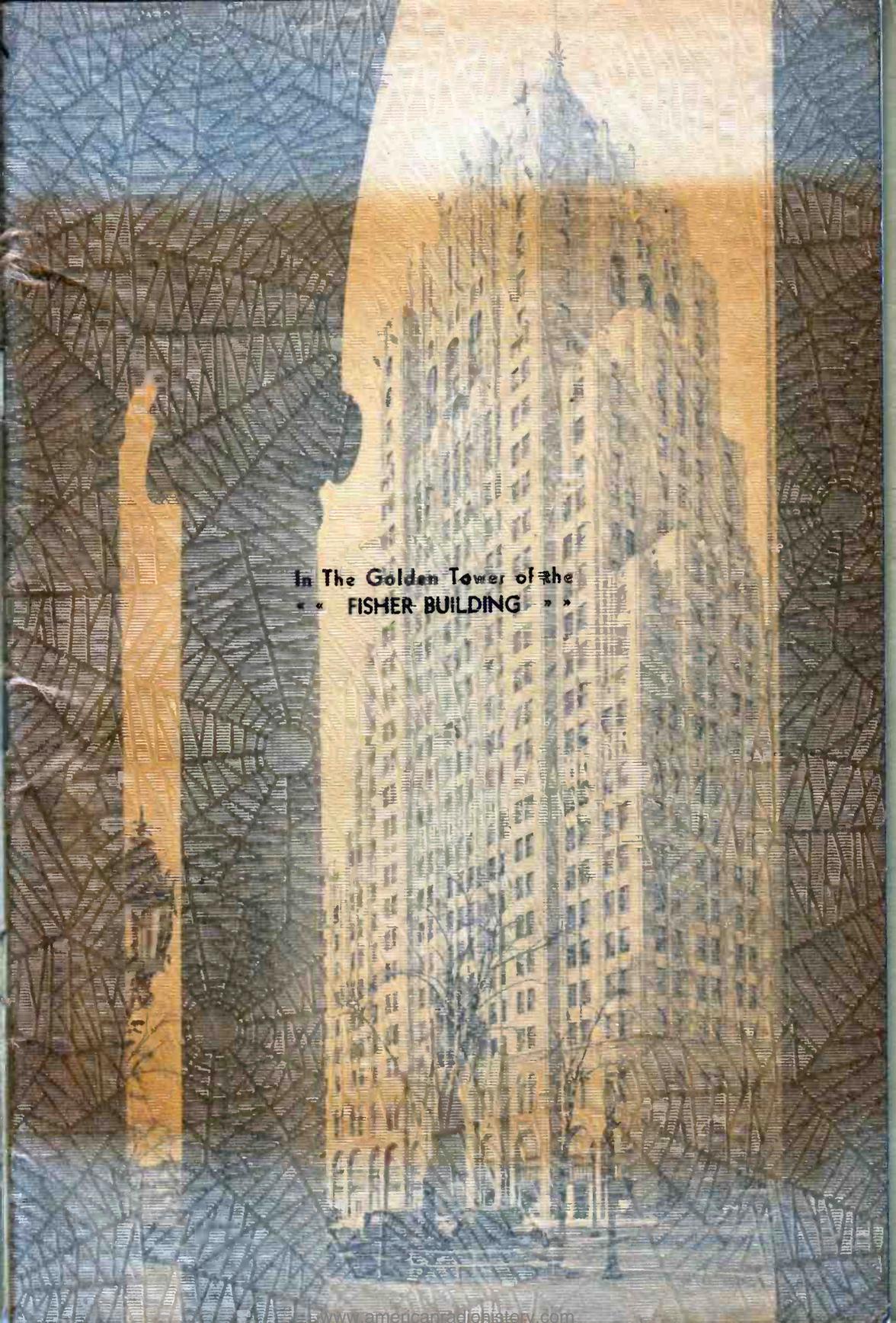


W J R

**THE GOOD-WILL STATION
DETROIT**



A Book of Radio Personalities



In The Golden Tower of the
« FISHER BUILDING » »



**Radio Voices your Message
to Millions, Giving Wings
to words the Eye Might Miss.**



G. A. Richards, President WJR

FROM a fifteen minute program in the early days of radio developed G. A. Richards' present ownership of WJR. Under his sponsorship, a program devoted to merchandising the automotive industry was presented. It so convinced Mr. Richards of the enormous possibilities of radio as an advertising medium, that he backed up his faith with a large investment of money. Thus, several years ago, when the Good Ship WJR was forced out of the harbor of comparative safety afforded by institutional advertising, and set afloat on an uncharted sea of commercial broadcasting, it was Mr. Richards whose support and encouragement helped to keep it straight on the course to success.

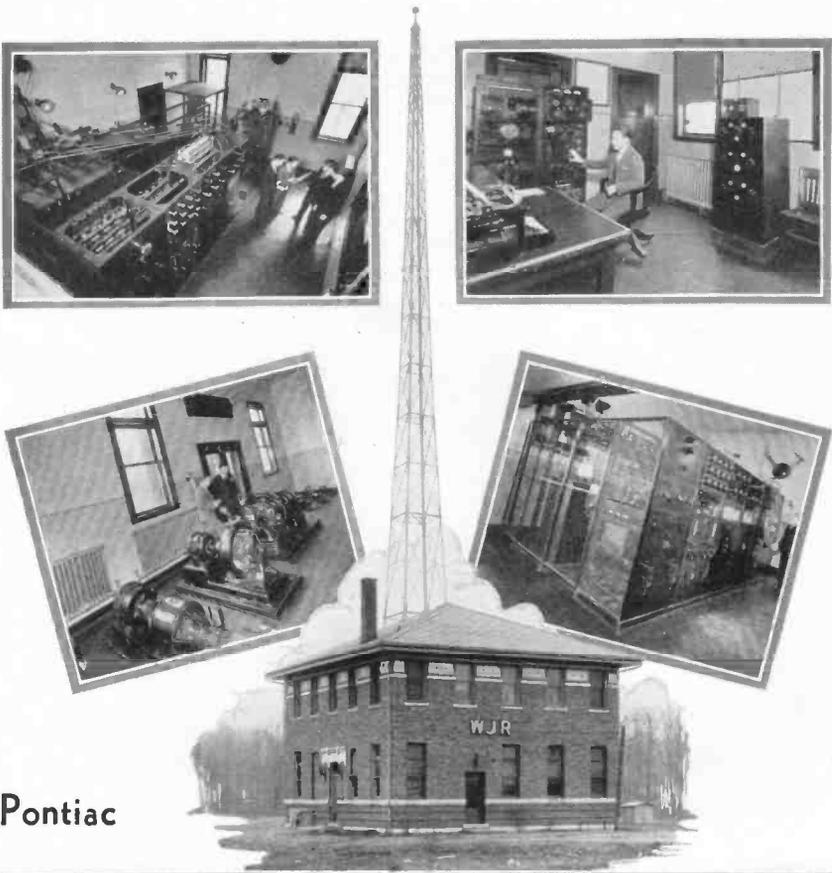
**"And the Night Shall Be Filled with Music,
And the Cares that Infest the Day,
Shall Fold Their Tents Like the Arabs,
And, as Silently, Steal Away."**

*** * Longfellow**

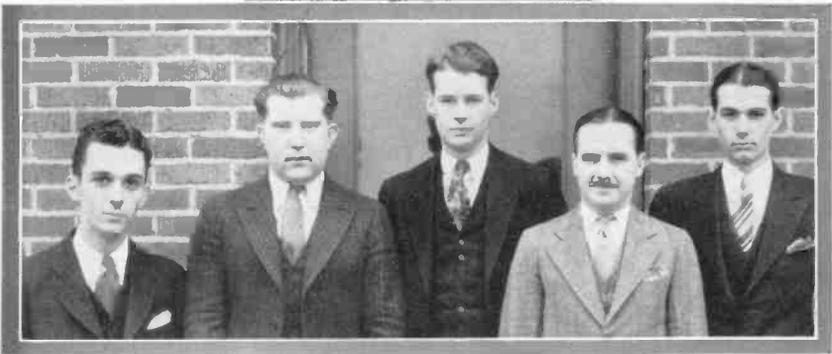


Leo Fitzpatrick, Vice-President WJR

LEO FITZPATRICK has gone into action all along the radio front. The first battles were in pioneer days, out in Kansas City, when he was manager of WDAF, and "Merry Old Chief" of the Kansas City Nighthawks. Coming to Detroit, Mr. Fitzpatrick found that WJR presented an entirely new set of problems. For, as an independent station, it was entering the then untried field of commercial broadcasting. With WJR now well established as an advertising medium, the "Merry Old Chief" is its general manager and part owner. *But business cares and responsibilities have never driven away the blitheness of tone that is always his when he steps before the microphone.*



Pontiac



Engineering Staff

WJR's transmission plant at Pontiac, Michigan, thirty miles from Detroit, houses a great deal of complicated mechanism, some views of which are shown above. In the group are seen the engineering crew at Pontiac. Merrill Mitchell, chief engineer, whose great technical ability is considered an important asset of the station, is shown with his staff. Mr. Mitchell is in the foreground. (He is distinguished by the light suit he is wearing.)



Detroit

SWIFT, silent express elevators speed to the twenty-eighth floor of the Fisher Building. WJR occupies the entire top floor of the Golden Tower.

Here are located its beautiful studios, and reception room, a large suite of business offices and the control room. In the latter, under the direction of Andrew Friedenthal, maintenance supervisor, several radio technicians and operators are kept busy, sending the programs from the Detroit studios and remote control points to the transmitting plant at Pontiac.

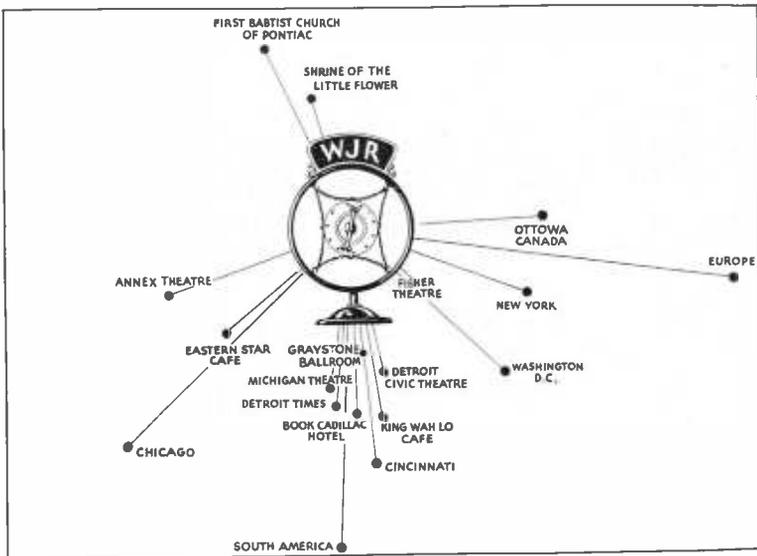
Control Room

Remote Control

A COMPLICATED network of wires runs to and from WJR studios to its "remote control" points. Remote control is the highly "technical-sounding" term by which radio men refer to broadcasting from outside points. From these points to the studio control board, telephone wires are connected. Thus are programs "piped in." Maintaining all these lines in perfect order is a considerable "chore" for the operators; but it is seldom that remote control broadcasting fails to function.

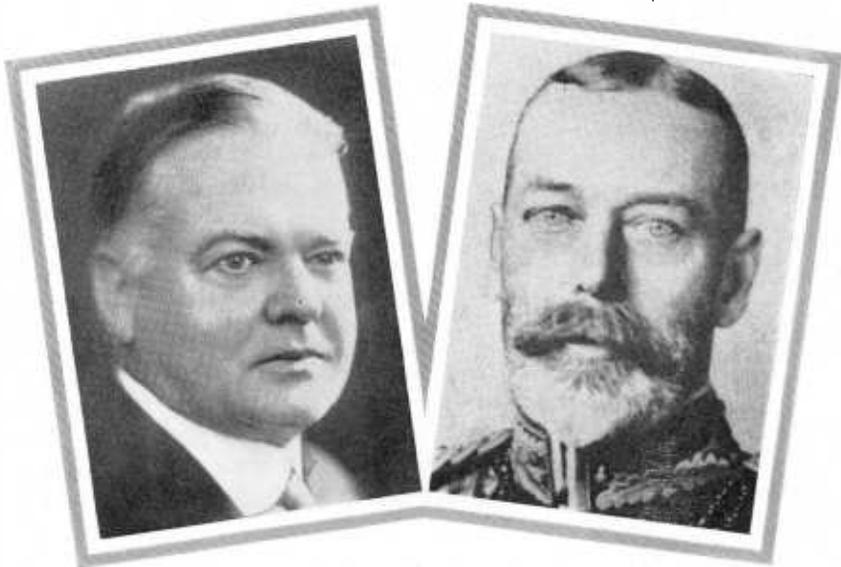
How are New York programs brought to your station, and re-broadcast? Radio performances which are very matter of fact to broadcasters are still mystifying to some whose radio contacts are all from the receiving end. Thus, this question is often asked by visitors to the studio. Between WJR and the New York studios of the National Broadcasting Company a system of telephone connections is continuously maintained. Over these telephone wires the programs are relayed.

You noticed perhaps what we said about remote control broadcasting, that it was a "chore" to keep the lines functioning perfectly. The New York lines ditto! But from vantage points, every fifty miles or so, along the lines, breaks or disorders of any kind can be traced, and quickly repaired.



WJR Broadcasts from Many Outside Points

World Wide Communication



**President and King Speak Across Ocean and Continent
to Listening Nations**

SIX o'clock on the morning of February 1st, 1930, was a zero hour for engineers and officials of the National Broadcasting Company. In a million American homes, alarm clocks rang at an unaccustomed hour. It was the occasion of an important Transatlantic broadcast, when for the first time in history, a King of England spoke to the American people. The voice of George the Fifth of England rang from one end of the North American continent to the other, as he officiated at the opening of the Five-Power London Naval Conference.

Again this year, an historic event in world communication was recorded, when the voice of President Hoover was heard, speaking over the newly established long distance telephone wires to presidents and officials of South American republics.

A Voice for Michigan

(An Account of WJR's Growth)

by John F. Patt

THE story of WJR is not long, in years; but it tells of a company of young men and women who have succeeded in building an institution.

Leo Fitzpatrick became manager shortly after the dissolution, in 1926, of its original parent company, the Jewett Radio Corporation.

In July, 1929 keeping pace with growth, the present company was formed—WJR, the Good Will Station, Inc.

WJR has grown greatly. From eight employees to fifty-eight, in four years. From two hours an evening to nineteen continuous hours, every day. From a small group of artists to several hundred, including three permanent orchestral combinations. From less than a dozen clients to approximately two hundred and sixty current advertisers. From a small regular clientele of listeners to a tremendous loyal following numbering literally hundreds of thousands.

WJR, we hope and believe, has become the institution of which we once dreamed. Its voice is in turn sweet in melody; convincing in argument; sparkling in gaiety; truthful in statement; sincere in its opinions. But above all, it is a voice, friendly; a Voice for Detroit and a Voice for Michigan, and it bids you all WELCOME!

John F. Patt was associated with Leo Fitzpatrick first in Kansas City at WDAF. When he was summoned to Detroit to share in the task of building up WJR, he accepted with alacrity. In the development of the station, John Patt's keen ability for organization can be traced readily, and he is now the Assistant Manager.



John F. Patt



Famous Persons Take Part in Times' Program

ONE of radio's latest novelties is the daily program by *The Detroit Times*. *Times* reporters broadcast their interviews with prominent persons from the day's news. Many celebrities have been heard since this feature was inaugurated. Above are shown Henry A. Montgomery, editor-in-chief of *The Detroit Times*, with two of his staff, Vera Brown, noted woman reporter, and Milton Murray, radio reporter. In the group above you will easily recognize several of the famous persons whose voices have contributed to To-day's Best Story.

Amos 'n' Andy



Freeman Gosden, (Amos.)

Charlie Correll (Andy.)

Correll and Gosden

Like Amos 'n' Andy » »

Have Had Their Ups and Downs

Perhaps there's something in the saying that "one touch of sorrow makes the whole world kin." Because certainly the little plaintive griefs of Amos Andy's despondent "I'se regusted" have won greater radio audiences than any feature ever before presented. And it may be that the ups and downs of the Fresh Air Taxicab Company, Incorporated, are just a little more than a trifle reminiscent of the ups and downs of Freeman Gosden and Charlie Correll. For Gosden (who is Amos) and Correll (who is Andy) had them in plenty before radio won them fame and fortune.

» » »

They were singers, humorists, entertainers in various capacities. They trouped (and none too successfully) with a circus. Do you remember that time when Amos was papering the wall? He fell off the ladder, with paste and paper tumbling down about him. Andy said, "Is yo' hurt, Amos? Is yo' hurt?" Well, once when Gosden and Correll were playing a circus stand at Michigan City, Indiana, the tent was swept by a raging wind storm. Underneath it, the performers were working . . . and it was Amos then, who cried out, "Gos! Gos! How are you?"

» » »|

Freeman Gosden and Charlie Correll have *plenty* of reminiscences from those days. Perhaps it's really rather easy for them to write an Amos 'n' Andy sketch every day, with so much background to work from. Then there were the days in Chicago. Long after the circus had been broken up. The jobs were very minor, singing at clubs, conventions, banquets. For just the publicity "break" (not a cent of pay!) they made their radio debut at Edgewater Beach Hotel (Station WEBH). Luck next provided them with an opening at WGN, and there, the Sam 'n' Henry characters were conceived. Sam 'n' Henry, like Amos 'n' Andy, were from the south, and having their ups and downs to make a living in Chicago. But Sam and Henry were copyrighted by Station WGN. When wider fields called to Gosden and Correll, it had to be in the new characters of Amos 'n' Andy.

» » »

And thus you know them!

In New York Broadcasts



Real Folks

WHAT are the most popular N. B. C. features? It would be hard to say. But there are two which would be well at the top of any list. Real Folks and Floyd Gibbons. Real Folks was conceived, and is written by George Frame Brown, who enacts the role of Matt Thompkins. And isn't "Real Folks" a wonderful title? For after all, no matter where you live, big town or small, "Real Folks" are just like your neighbors.

Gibbons as the "Headline Hunter" re-tells to the radio audience the thrilling stories of war and adventure which have made him one of the most famous newspaper correspondents of all time.



Floyd Gibbons

New York Announcers



Graham McNamee

FAMOUS names are those of New York announcers! There's a thrill in tacking your name on to the end of an announcement from the "New York studios of The National Broadcasting Company." Here are just *some* of the voices you enjoy best from N. B. C.



Phillips Carlin



Milton Cross

Two "Seth Parkers"

TWO "Seth Parkers" are shown on this page. One is Phillips Lord, who writes Seth Parker, and is the "Seth" of "Sunday at Seth Parker's" over the Red Network. The other is Bruce Myers, Seth of WJR's "Seth Parker's Old-Fashioned Singing School." Phillips Lord, in originating Seth Parker, is said to have based the character on his grandfather, and drew much of the atmosphere from a small town where he himself had lived when a boy. His radio continuity was supplied to many stations, who chose their own casts and arranged the presentation.

When the feature attracted the attention of the National Broadcasting Company, who wished to secure it for a chain program, Lord was reluctant to take it away from local stations, and so devised another Seth Parker program, known as "Sunday at Seth Parker's," which is now broadcast over the Red Network, with Lord himself in the role of Seth.

WJR's cast for the singing school is composed mainly of staff members. Bruce Myers, who is judged to be as much at home in the role of Seth as Lord himself, is a well-known baritone soloist and has been connected for a number of years with the station.



Bruce Myers



Phillips Lord

Seth Parker's Old Fashioned Singing School



In the Oval » »
Martha and Seth

Dean of Detroit Announcers

WHAT can be written about Mr. Tomy that would be news to any radio fan? The first eager listeners with crystal sets heard his voice, and he continues as Detroit's most beloved radio announcer! That statement can hardly be challenged, for to the thousands of grown-up persons who enjoy the familiar voice of the chief, must be added those thousands *and thousands* of kiddies . . . for whom he is Uncle Neal of "Skeezix Time." This popular children's hour has eclipsed all other phases of Neal Tomy's radio career . . . but it must not be forgotten that he was the tenth radio announcer to take the air in the United States . . . and there are many, many radio stars who owe their success to Mr. Tomy's coaching and encouragement in the old days of his famous Red Apple Club.



Neal Tomy

The Nightwatchman



Jack Douglas

AND this is the Nightwatchman. Two photos, one showing him in his famous radio role; the other his genial, debonair self. Jack Douglas has entertained the public in varied capacities, behind the footlights, as master of ceremonies in one of Detroit's popular night clubs, and more recently via WJR, where he instituted the Nightwatchman program, getting you up in the morning with a smile. Jack

has the wonderful *laughing* voice that is just infectious with happiness. He is a sworn enemy to low spirits and chases them away twice daily . . . as Night Watchman, and as Ring Master of WJR Merry Go-Round. (There's always been a rumor that the Nightwatchman really *was* the Nightwatchman! But it's been denied so many times that just once more won't hurt. Jack's "Nightwatching" starts just a few minutes before six . . . when he hunts up the old alarm clock, and gets ready to start his program. If the picture at the bottom of this page had ever been published before, there would be some ground for the rumor . . . for Jack looks the part . . . overalls and all!)



In WJR Studio Orchestra



Jack Ledingham

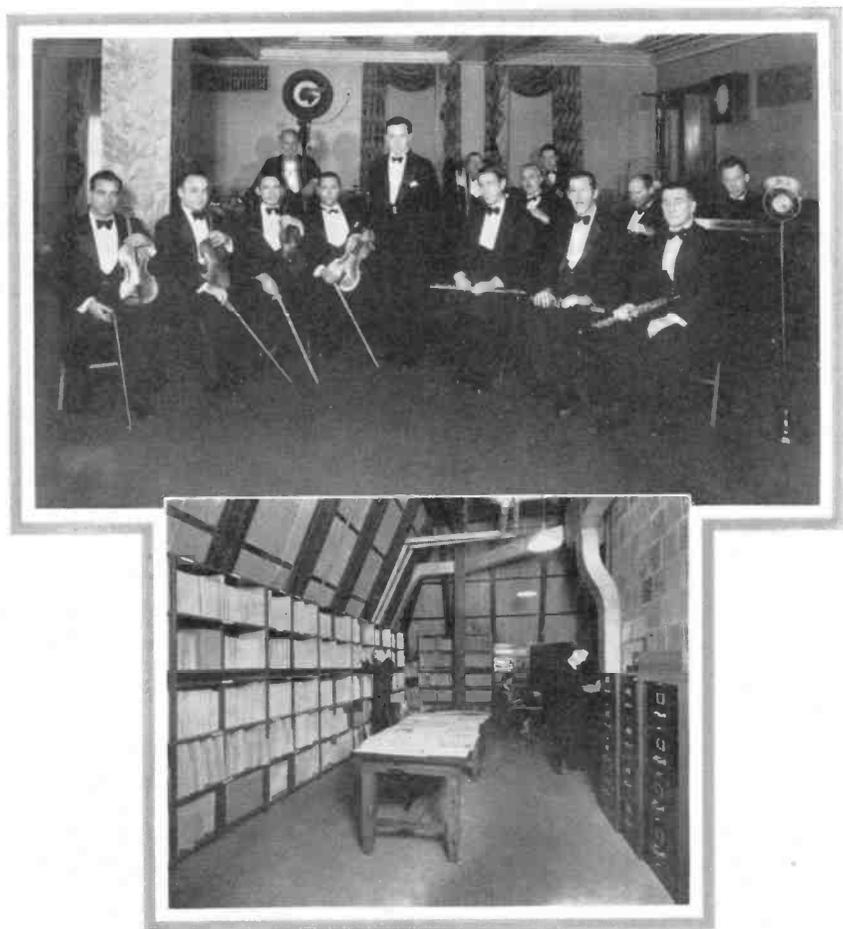
JACK LEDINGHAM moved his xylophone from the vaudeville stage into the broadcasting studio; and there he has remained as a very definite asset to WJR's studio orchestra. Jack is an outstanding artist on the xylophone and vibraphone, as well as a finished performer with all kinds of drums and traps. So it is not hard to see that he ranks very high in WJR'S musical staff.

A GREAT adventure brought Joseph Gorner to America. He escaped from revolutionary Russia as a mere youth who had only just launched on a musical career. From Constantinople he made his way to Marseilles, and there was given a helping hand to New York by Walter Damrosch of the New York Symphony. Damrosch, as fortunate chance had it, was fulfilling a Marseilles engagement, when Gorner, with his violin as his only friend, reached there. Confidence in the ability of the young Russian musician has been amply fulfilled, for he is now a first chair man of the Detroit Symphony, and director of WJR studio orchestra.



Joseph Gorner

Orchestra and Musical Library



MEMBERS of WJR studio orchestra were photographed just as they were about to commence a program. Underneath is a glimpse of WJR musical library, in which thousands of sheets of music are housed. Two persons are kept constantly busy, sorting, filing, and cataloguing this music. If you notice the outline of the steel girders above the music files, you will learn the lofty whereabouts of this library. It is in the very top of the Fisher Building's "Golden Tower."

Famous Goldkette Units



McKinney's Cotton Pickers



Ernie Holst and the Blue Room Band

Leaders of Popular Dance Bands



Jack McGay

JACK MCGAY would be forgiven if he chose "High Society" blues as musical signature of the programs he directs. For Jack McGay and his Country Club orchestra, members of the Goldkette organization, are the popular choice for social affairs in Detroit. Jack plays the violin . . . as the phrase of the day has it . . . "a sweet violin."



Fred Bergin

FEW persons couple music and business in so strenuous a day as Fred Bergin. He leads the famous Goldkette Vagabond Orchestra which you hear through WJR from the Graystone Ballroom. And he is one of the executives of the large Goldkette musical organization, with responsibilities which keep him busy at a desk in the offices of the National Amusement Corporation for several hours daily. Fred Bergin works in a swivel chair, and on a piano bench . . . both ways he's great.



Ernie Holst

GOOD things go to New York, but they don't always stay there. Carl Snyder, manager of the Book Cadillac Hotel, brought from New York, one of the most popular dance organizations Detroit has ever known: Ernie Holst, and his Blue Room Band. Radio fans sent up loud outcries during the winter months when Ernie and his men went down to the sunny south to fulfill some special engagements. But now they're back at the Blue Room.

"The Sunshine Boy"



The Sunshine Boy

"THE SUNSHINE BOY." Here is a true radio title, deserving in every sense of the word. The Sunshine Boy has overcome the tremendous handicap of blindness. By his utter refusal to acknowledge defeat, he has made himself one of the most popular radio singers Detroit has ever known, and one of the most beloved characters of the air.

The photograph shown on this page is most unusual, for it is one of the few pictures ever taken in the auditorium of a motion picture house. And it shows Harold Kean, the Sunshine Boy, seeing the picture through the eyes of his pretty young wife, clasping her hand, and from the sensitive touch, and her brief comment, getting full value from the entertainment.

Charlotte and Mary



Charlotte Meyers and Mary Tudor

THE famous team of Charlotte and Mary! When was there a radio team as popular in Detroit! It was too good to stay broken up, and even though Mary is now married, and has left the stage for her new domestic rôle, she comes back frequently to the microphone to sing with her old partner.

Charlotte continues as one of the popular Manuel Cigar Girls... putting over ballads and blue songs like the artist she is! But it's always nice when you hear those low mellow tones of Charlotte contrasted with Mary's winning radio voice . . . and you hear Mary's keen touch at the piano in accompaniment!

Are They Really Policemen?

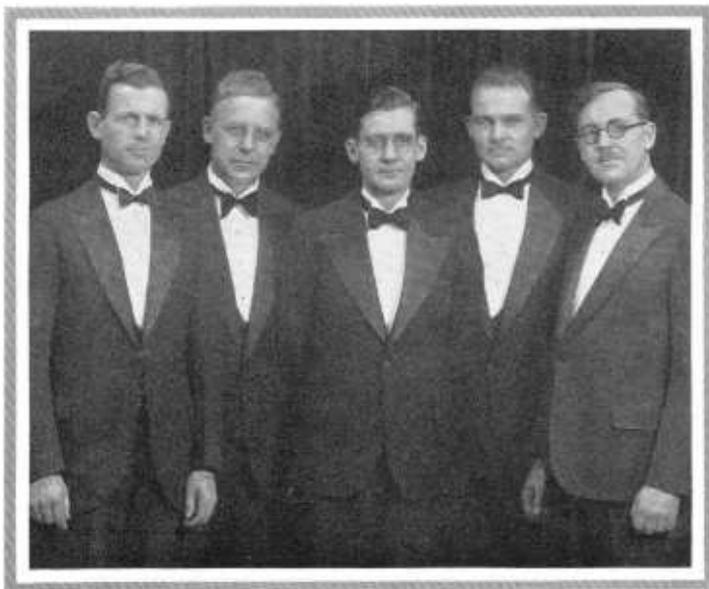


The Police Quartette

Howard Martin, Baritone Ray Yearwood, Second Tenor Wallace Joure, Bass
Leo Causley, First Tenor Harry Ludwig, Accompanist

YES they are! And with a very important beat to patrol. They are emissaries of safety for the Detroit Police Department, going everywhere in the city, with their songs and their safety talks. Every member of the Police Quartette was pulled from a regular beat to become a member of this special safety squad. And together with their entertainment, they dispense much sound advice on caution and safety in traffic.

The Hudson Quartette



The Hudson Quartette

Cyril Pitts, First Tenor Thomas Muir, Second Tenor Robert Childe, Acc.
Herman Larsen, Baritone Reinhold Schmidt, Bass

ONE of Detroit's magic names in music is "The Hudson Quartette." Only the finest singers qualify for this famous organization. The present Hudson Quartette was originally the Goodrich Zippers, considered one of the three finest quartettes ever to broadcast. Every member of the Hudson Quartette ranks as an excellent soloist and each one is frequently heard in this capacity on radio. The most recent performance of the Hudson Quartette over WJR was made a chain feature and broadcast from Chicago as well as from Detroit.

From Detroit Theatres



"Del" Delbridge

OUT of a craze for "masters of ceremonies" which swept the motion picture houses, grew the enduring popularity of "Del" Delbridge. Delbridge is something of a marvel in Detroit theatre history; for it is, to say the least, unusual for one personality to lay such a firm and lasting hold on the public. He has rotated on Kunsky Circle for several years, and is still the idol of theatre-goers, as he leads the stage band. There is something very sincere and winning about "Del" because he has won equal popularity over the radio; and while you *can* fool the footlights, you *can't* fool the mike.

ONE of the musical marvels of the present day is the mammoth motion picture organ. It was this development which changed the career of Arthur Gutow. For Gutow was originally schooled as a concert organist, but entered the motion picture field with the advent of the theatre organ. For three years he has officiated as chief engineer of the "Michigan Unlimited," a delightful program of organ music broadcast at midnight once a week from the Michigan Theatre.



- Arthur Gutow

Three Great Names in Music



Victor Kolar



Ossip Gabrilowitsch

THESE are three of the outstanding musical personalities of Detroit: Ossip Gabrilowitsch, distinguished conductor of the Detroit Symphony; Victor Kolar, associate conductor, who fulfilled his first special radio engagement recently, leading the White Star All Stars; and Jean Goldkette. Goldkette has become famous in the realm of dance music. His orchestras include some of the finest ever to broadcast, or to make records. It was a thrilling episode for his friends and associates, and a marvelous personal triumph, when Jean Goldkette recently made his appearance as soloist with the Detroit Symphony . . . and the master of dance music was revealed as a concert pianist of recognized ability.



Jean Goldkette

Reverend Father Charles E. Coughlin



Fr. Coughlin Greeting Babe Ruth

THE limited service he could render in a parish of only a handful of families drew Father Charles E. Coughlin into the larger field of broadcasting, with the result that his radio congregation now numbers millions.

His services from the Shrine of the Little Flower have become one of the outstanding religious features of the air.

So many persons wrote Father Coughlin, as the result of his sermons, that he was obliged to employ mail clerks in three shifts, working twenty-four hours a day, to open his correspondence.



Father Coughlin

Through the medium of the air, he has reached all walks of life with sermons which are nonsectarian, and of the broadest tolerance. Tolerance indeed is the key-note of Father Coughlin's preaching, and it will be vividly denoted in the huge Tolerance Crucifix which is now being erected at the Shrine of the Little Flower, as the joint offering of the radio congregation.

Father Coughlin's sermons from the Shrine of the Little Flower have already been made a chain feature, broadcast from Detroit, Chicago, and Cincinnati; and next fall it is planned to extend this chain, and with Detroit still the key, a great many other cities will be included.

These Pastors Broadcast Sunday Sermons and Helpful Mid-week Features



Rev. V. P. Randall

REV. Paul S. Reiss, of the Detroit Holiness Association, broadcasts Sunday sermons direct from WJR studios to a widespread radio congregation of this evangelical group. Although the Holiness Association maintains a meeting place in Detroit, radio has been chosen as a means of reaching a far greater number of people.

ONE of WJR's remote control wires maintains a regular connection with the Detroit Civic Theatre. Over this wire come the Sunday services of the Detroit Unity Centre, conducted by Rev. V. P. Randall. On Thursday night, Mr. Randall has been heard in a series of talks on "Principles of Successful Living."



Rev. Paul S. Reiss



Rev. H. H. Savage

THE first Baptist Church of Pontiac, under the leadership of Rev. H. H. Savage, has long brought its inspirational radio message to WJR listeners. Forceful sermons have resulted in visible congregations of overflow size; while the enormous volume of the radio congregation can only be guessed at by the many letters Mr. Savage receives, telling of encouragement and help received from his Sunday radio services.

The String Pickers



Bert Hall

Tom McKay

Bill McKay

THE microphone is just one of the family to the String Pickers as they strum away in WJR studios. They are the oldest string combination broadcasting from Detroit, and listeners have heard them now for almost as many years as radio has been in operation. Naturally, they feature Hawaiian melodies, but you'll hear the String Pickers very often in their own clever arrangements of popular melodies; and another important specialty of theirs is old-time square dance music. The String Pickers have played under various radio names, as the featured artists of commercial programs.

The Luncheon Song Review

NORMAN WHITE of recent months has been drawn into the busy maelstrom of business affairs connected with WJR. He is office manager, with many duties and responsibilities. But when it's time for the Luncheon Song Review, Norman puts everything else aside . . . and for its brief half hour is happy again in the old joy of singing. Norman is one of the "radio old-timers" who won tremendous popularity in the early days. Unlike many others who have long since been forgotten, he continues one of the favorite WJR personalities.



Norman White



Dave Silverman

AREN'T you surprised to hear that Dave Silverman is "mike-shy?" Although Dave is perfectly at home at the keyboard each day, when he plays accompaniments for the Luncheon Song Review, no one has been able to persuade him to raise his voice for the microphone. It will be a red letter day if Dave ever consents to sing a song!

"Old Songs and New"



Ruby Jones

RUBY JONES has one of the most fascinating stories of any radio artist. As a child, she was forbidden expressly to study music. Her father, a musician himself, believed that his demure brown-eyed daughter lacked any real talent, and would be wasting her time to follow music as a profession. However, music was in small Ruby's school curriculum, and here she learned her notes. A neighbor supervised her practising. Ruby continued in secret, but at thirteen sprang the big surprise on her father, and dispelled all doubt of her ability by appearing in public at the head of an orchestra. Since then she has divided her time between vaudeville and radio work. On the air, she is most versatile, and plays and sings the popular blue type of song.

ANN LORANGER of WJR has long been known as the "sweet-voiced soprano." It was her first radio title, and one she still retains. Ann sings the old-fashioned songs which have defied time, and the constant increase of so-called popular music. Not only does her voice sound particularly appealing in these old songs, but Ann herself seems very suited to singing them. Recently, the singer inaugurated a very popular WJR feature. At 11:30 each Monday, she gives the birthday and wedding anniversary songs requested by the older members of WJR audience.



Ann Loranger

"The Voice of the Shadows"



"Whispering Will" Collins

THE soft and dreamy type of radio music has ever claimed the attention of "Whispering Will" Collins. When the first radio sets were being built, he became the idol of fans, and originated the "whispering" type of radio singing. His latest program is the "Shadowland" presentation of WJR. "Whispering Will" is now the "Voice of the Shadows," devoting half an hour weekly to the type of songs he enjoys best.

There has never been any doubt as to Will Collins' ability to put across the songs of sentiment, the languishing, romantic ballads, which he packs full of meaning, though he scarcely more than breathes them into the microphone. This soft "whispering" style of Will Collins has always intrigued WJR visitors. In the room, when he is singing, the voice can scarcely be heard, but it broadcasts perfectly.

Will Collins also sings for the Luncheon Song Revue, of which he is a charter member.

WJR Staff Pianists



Lorraine Lancey

THIS is Lorraine. Just "Lorraine" to the kiddies of Skeezix Time. But Lorraine Lancey, staff accompanist and pianiste of WJR, in her more formal broadcasts in the evening. Lorraine Lancey is the type of pianiste every studio seeks . . . a gifted artist herself, and a perfect accompanist. Of her work in the latter type of music, not a breath of criticism has yet been heard at WJR. With her sympathetic interpretation, she is able to please even the most capricious artist. She is . . . yes, of course . . . married.

A NEWER photograph of Prudence Butterfield . . . (unfortunately there hasn't been one taken) . . . would show the happy smile she invariably wears these days. It's a reflection of Patricia Beth's smile . . . and Patricia Beth is Prudy's new daughter. Patricia Beth has all the stars in her favor for a great career in radio. Her mother is one of WJR's most versatile staff members . . . plays the piano, sings, and has the happy faculty of being at home before the microphone in any rôle. And proud father Irving Butterfield has lent a hand in frequent radio skits and playlets.



Prudence Butterfield

Morning Household Program

IN four years of radio work, many tasks have fallen to Olive Sherman. The one she admits enjoying best is her Women's Hour Program, broadcast each morning. It is called, informally, just "Mrs. Page's visit." You may wonder why another name is chosen. But the answer would be simple if you could see the numerous letters "Mrs. Page" receives every day. It is so that listeners will be encouraged to write to her with their problems on cooking and household management that she has chosen a name which is easily understood over the air . . . and one which listeners can always spell correctly, without fear of their letters going astray.



Olive Sherman



Alice Franklin

ALICE FRANKLIN is another of the women "interested in things other women do" who finds opportunity to serve in radio. She takes part in morning programs from the station. Like most women who have become active in the broadcasting field, Miss Franklin came to radio from advertising. In Chicago and Detroit she was engaged in advertising work on fashions, foods, and other subjects of kindred importance to femininity.

Among the Singers



Muriel Magerl Kyle

IT'S too bad the picture doesn't show the color of her hair. For it's a gorgeous Titian. Add to this a winning personality, and a beautiful voice, and you have some idea why Isabel Hunt Fuller is one of the most popular radio sopranos. She is the soprano with the Hudson Women's Quartette.



Lucille Burke

WJR has a fascinating and artistic personality in Muriel Magerl Kyle. She is a distinguished Detroit concert artist who has added to her laurels and her popularity with radio work, ever since the earliest days of the station. Critics like her because she uses a fine natural voice with artistry and intelligence. Those who are not critics . . . who listen merely to enjoy . . . like Muriel Kyle because they feel that she gives them of her best in every song. And she does.



Isabel Hunt Fuller

LUCILLE BURKE sings as one of the Manuel Cigar Girls. For several years she has been one of Detroit's most popular radio artists . . . with a bell-like and beautifully trained soprano voice. Lucille is an ambitious person . . . and not satisfied to rest on the laurels she has already gained, but still working very hard at her singing.

Three Familiar Voices

*"God is good to let us be together,
"The Kiddies, You and I."*

THIS beautiful theme song of the Berry Brothers' program, "By My Fireside," is heard each week from Cyril Pitts, known as the Berry Brothers' tenor. His outstanding position as tenor soloist with the Hudson Quartette made him the logical choice for this important radio feature.



Cyril Pitts



Wayne Van Dyne

WAYNE VAN DYNE is the Wandering Minstrel of the Schust Baking Company's weekly presentation . . . the Schust tenor. His voice is enjoyable in music of all types, and he joins the Schust Little Symphony in selections from opera, classic songs, and present-day musical comedy and ballads.

THE baritone voice that is smooth and rich . . . lacking in dramatics, but rich in feeling, is the baritone voice for radio. Such a voice has Ronald Smith, one of the most popular soloists engaged by WJR. His singing was an enjoyable feature of the Twilight Hour program during the winter months. You will hear him again in new programs shortly.



Ronald Smith

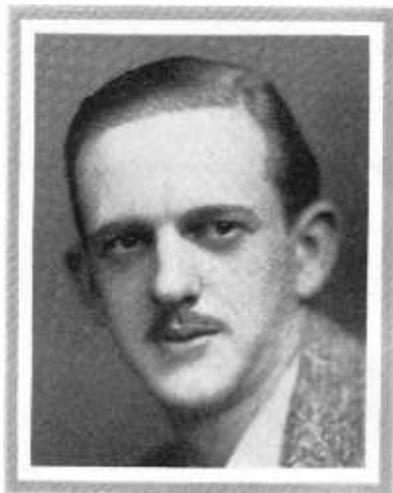
From WJR's Announcing Staff



Ralph Patt

DON WILDING makes you think of the "talkies." He is WJR's newest announcer, with a perfect English accent. And it's a birth-right, not acquired. Wilding came to Detroit from Cincinnati, where he had conceived and produced a number of unusual radio programs. His flair for novelties is making itself known already from WJR.

"**A**RE Ralph Patt and John F. Patt brothers?" The answer is "yes." On leaving school out in Kansas, Ralph joined his successful older brother at WJR. He was not new to broadcasting, having followed John F's example in combining school with radio activities. In Detroit, the nation's center of aeronautics, Ralph Patt has learned a passion for flying. He would like to fly more often . . . like to learn to fly . . . and recent experiments in plane broadcasting have made him think that he would like to be the first "flying announcer."



Don Wilding



Jack Kay

JACK KAY is a newer member of WJR'S announcing staff whose first radio fame was made in his rôle of "Happy Jack." Jack has a friendly radio voice and, because he sings and plays his own guitar accompaniment, can be entrusted with any last minute program gaps. Before coming to WJR, Jack Kay was manager of a station in Canada.

John Eccles Is The Bookworm



John B. Eccles

BEHIND the scenes, John B. Eccles is program manager of WJR, arranging and maintaining much of the day's schedule of broadcasting. But he's better known as The Bookworm. He is very literary, as well as very musical. The selection of books for the Bookworm period has been a matter of much concern, but so far every choice made by John Eccles has been a popular one. His remarkably clear radio voice makes Mr. Eccles very popular with commercial sponsors of WJR, who enjoy having him deliver their programs. The technical end of radio is well known to John Eccles for he formerly officiated at WJR'S control board as its chief engineer.

An Interesting Radio Career

JOHN K. HARPER entered the radio field through its technical gate, and was a WJR operator when it was discovered that he possessed an admirable radio voice. He became a radio announcer, and a second discovery was made. John Harper could not only announce programs, but build them. He has a wide knowledge and appreciation of music, and shares now in the arrangement of programs for the station. John Harper's announcing is distinguished by the pleasing modulation of his voice, and a calm, smooth delivery. They call him "WJR's Milton Cross."



John K. Harper

Popular Guest Announcer

PAUL FREDERICK'S manner of speech is both brisk and pleasing, two qualities which have made him widely popular. The name is an assumed one, for radio purposes only; for this guest announcer, who frequently is heard from WJR on special commercial programs, is in reality, Paul Frederick Eichhorn, a Detroit advertising man, who for several years, has been keenly interested in radio. He not only devises and produces his own programs, but on occasion takes part in them as a vocalist. On a recent commercial program, Paul Frederick did a "Floyd Gibbons," imitating the rapid speech of the famous "Headline Hunter" to the tune of between thirteen and fourteen words in five minutes.



Paul Frederick Eichhorn

Hill Billy Music



Dad Pickard

THE way the compass would read, Dad Pickard and his family went east by north. A couple of years or so ago, Dad and Mrs. Pickard, with Bub and Ruth and Little Ann Pickard, came up north from Nashville. It didn't take Detroit long to realize that it had never heard hill billy songs sung the way Obed Pickard and his family could sing them. The Pickards among themselves had a complete old-time orchestra, with mouth organ, guitar, piano, and Jew's harp. Even Henry Ford was charmed with the Pickard playing, and Obed and his family entertained the motor magnate at his Dearborn

home. But Detroit didn't hold the Pickards for long. From the north, they journeyed off east, where Obed took the National Broadcasting Company by storm, and very soon the Pickard family were featured with the Interwoven Entertainers. More recently they have been offering their old hill billy numbers through the medium of the National Farm and Home Hour.

These are Popular Features



The Bluebirds

Ellen Beta

Mildred Van

Inez Freeman

THE Bluebirds brighten the early morning hours for the housewife. These charming and versatile artists are on hand six mornings a week for programs of popular music and light concert selections. Later in the day they contribute to other studio programs. The Bluebirds are a gifted trio on piano, violin, and cello, and for added measure they whistle and sing. Ellen Beta often adds a touch of novelty to their program with her quaint songs in German and broken English.



Cecil and Sally

CECIL and Sally in "The Funniest Things," the comic strip of the air. This is WJR's popular new 6:45 broadcast. Cecil and Sally, as you might suspect from the picture, are just a pair of lovable youngsters who, out of their own exuberant high spirits, have brought something really genuine and spontaneous to the air. Thus, the sensational west coast success of this feature which originated in San Francisco, but was broadcast from a number of other California stations. WJR tested Cecil and Sally out with afternoon audiences, and they became so popular it was decided to offer them as an evening feature.

Educational Programs . . . of Interest to both Men and Women



Waldo Abbott

WALDO Abbott, assistant professor of English at the University of Michigan, was placed in charge of the University Broadcasting Service upon its inauguration in 1925. Since that time he has introduced hundreds of interesting and instructive speakers to WJR radio audiences. Because of his radio work and his newspaper writing, Mr. Abbott has been awarded the "Oil Can," the token which the U. of M. awards annually to the man most loquacious in the interests of the University. Among others who have held this honor are former president Clarence Cook Little, Coach Fielding H. Yost, and Dean Hugh Cabot.

A WJR feature which occasioned much interest during the winter was a series of radio lectures on public speaking. Lectures were conducted by Professor G. E. Densmore of the University of Michigan.



Professor G. E. Densmore



Claude Brommage

CLAUDE BROMMAGE, interior decorator, has held radio classes for women of WJR's audience, teaching the practical points of home arrangement and decoration. While his lessons are backed by professional knowledge, Mr. Brommage has simplified them to a point where they are valuable to the woman in the smaller home.

Business Administration



P. M. Thomas

WILLIAM SEIBERT has to close his office door on the strains of radio music. He wrestles with figures, and the clashes of artistic temperament, or relative merits of Chopin and Liszt, are disturbing factors when financial matters involving thousands of dollars must be dealt with. Mr. Seibert is WJR's chief accountant.

THE growth and development of radio is evident in the number of outstanding business men it has lured from other fields. P. M. Thomas, now the secretary and treasurer of WJR, Incorporated, came to radio from the automotive industry, where for many years he was associated with G. A. Richards, the owner of WJR. Mr. Thomas is now devoting his entire time and attention to the multitude of business affairs which result from the operation of a huge broadcasting station.



Wm. Seibert



Louis J. Cavanaugh

RADIO has drawn many men from the newspaper field; and included in this number is Louis J. Cavanaugh, a former newspaper advertising man, who is now the sales manager of WJR. Behind the scenes with WJR staff, Mr. Cavanaugh is a popular figure. Before settling in Detroit, where he was associated with a local newspaper, Mr. Cavanaugh lived and worked in every state of the union.

Bernice and Thelma, Stars of the old Red Apple Club



Bernice

THE name "Bernice" was once one to be conjured with in radio. She was the sensationally famous young pianist whose slim fingers with their magic radio touch charmed widespread audiences of the Red Apple Club. Like other members of this once popular radio organization, she was claimed by the vaudeville stage. Bernice has made plans to leave the stage, however, after her latest contract is concluded. Last winter, in New York, at the Little Church Around the Corner, she became Mrs. William Tuohy.

THELMA BOW, who made her radio debut with the Red Apples, joined Bernice on her vaudeville tours and the two have visited almost every state in the union as the team of "Bernice and Thelma." Thelma has proved to have a sparkling stage presence . . . and her songs go over just as successfully as they did on the air.



Thelma Bow

"The Vagabond of the Air"

Who Keeps Regular Company with "Dan McGrew," "Dan Magee," "Gunga Din," "Boots" and other famous characters of fiction.

A WELL-KNOWN Detroit advertising man, Howard P. Hildreth, established and made popular the Sunday night feature, "Rhymes of a Vagabond." As "The Vagabond," Mr. Hildreth presented the poems of adventure and far-off places, with Robert W. Service, and Rudyard Kipling among the authors represented. "Rhymes of a Vagabond" also brought to light some of the old, stirring narrative poems of the American West. While his role as "The Vagabond" is best-known, Mr. Hildreth has presented other interesting and unusual features from WJR.



Howard P. Hildreth

Organ Music



Bob Cordray

THE "restfulness" of organ music helps to make it a very popular feature with radio fans. One of their favorite organists is Bob Cordray. This was established last year when Cordray was among the prize-winners on a radio popularity contest. His organ programs, formerly an evening feature from WJR, are now presented three times weekly from the Annex Theatre.

"Smiling Ed" McConnell



Ed McConnell

THE microphone is very susceptible to a genial personality. And Ed McConnell has won his widespread radio popularity because he is just as genial as he looks! As an entertainer, he plays and sings, but it is the warmth of his personality, and the spell of happiness and pleasure which he casts over the radio audience which really do the trick. Ed McConnell is a veteran air commuter flying over regularly from Cleveland for his Detroit broadcast.

These Popular Leaders Present Their Dance Bands from WJR



Carl Diensberger



Frank Jones