

1933

RADIO ANNOUNCERS

10 CENTS

MEET YOUR FAVORITE
ANNOUNCER

RADIO ANNOUNCERS



1933

PLEASE NOTE

- This booklet contains the pictures and short biographical sketches of a number of the most popular and more commonly heard radio announcers of the two leading network broadcasting systems in the United States.
- It does not by any means include all of the popular network announcers—in fact there are a number not pictured here that are better known and more popular perhaps than some that do appear.
- In our next edition however we will have pictures and sketches of many announcers not appearing in this edition.
- Radio announcers pictured in this booklet are arranged strictly in alphabetical order by name. Those of the Columbia Broadcasting System occupying the even pages, and of the National Broadcasting Company the odd pages.

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DON BALL — CBS Announcer

DON BALL was born in Block Island, R. I.—February 8, 1904—and he early knew more about nets and fishing schooners than he knew about toys. His was a seafaring heritage and it might have been expected that he would follow the sea. When he was twelve Don's parents moved to Providence where his father went into the hotel business. Graduating from high school young Ball entered Brown University from which he emerged with a Ph.B., the honor of having been leader of the musical clubs and a reputation as champion ukulele player. Don joined his father in the hotel business with headquarters at The Providence Biltmore, where he took such diverse roles as food-checker and assistant manager. A year later he was sent to Columbus, Ohio, as manager of a hotel in that city. One of the buildings under his managership housed radio station WCAH where Don made friends with the manager. One day he happened to be in the studio when an artist failed to appear in time for his program. The manager asked Don if he could fill in the 15-minute period with a real estate talk. But real estate was beginning at that time to show a depression and Ball felt the quarter hour could be filled more cheerfully. Spotting an idle ukulele Don tucked it under his arm and marched into the studio and to a new career. So numerous were enthusiastic phone calls and letters that Don was signed as a regular feature. His next step was from Columbus to Columbia. He arrived in New York with many letters of introduction to influential radio executives but believed that if he was capable he could land a job on his own. Coming first to WABC he was given an audition and assigned to the announcers' staff. He is one of radio's most season announcers. Don is blue-eyed and curly-haired. Near six feet in height he weighs 165 pounds. He is fond of swimming, boating and tennis. His memory is so notoriously poor that he has a series of multi-colored strings to tie around his finger, each color denoting a certain duty or appointment he is otherwise sure to forget.



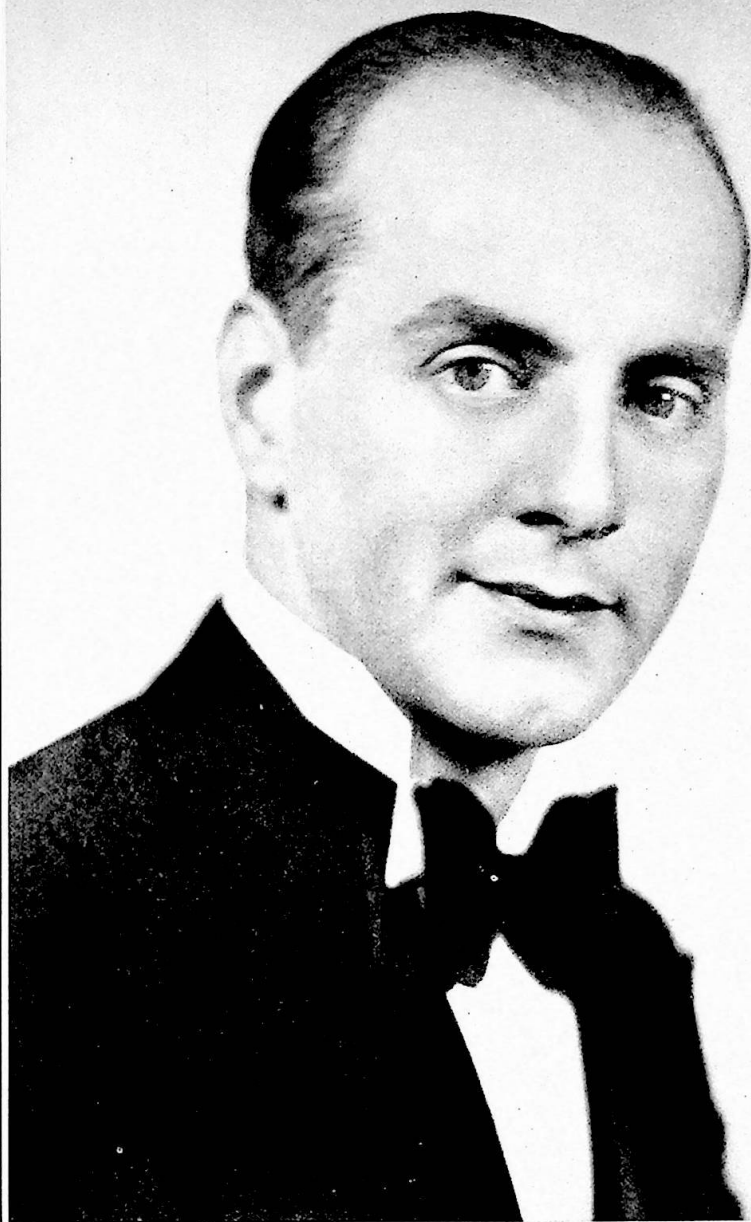
FORD BOND — NBC Announcer

WHEN Ford Bond, National Broadcasting Company announcer, was a schoolboy, he carried his books and report card home one June a boy soprano, and returned that fall a rich tenor. They predicted a great musical career for him. Since he was thirteen years old, Ford Bond has earned his own way as a musician. He wasn't forced to, either. His father, J. C. Bond, is president of the Bourne & Bond Co., wholesale and retail sporting goods, of Louisville, Ky. Although the southern boy had begun the study of piano at the age of five, and vocal work with a boys' choir at seven, his parents wanted him to be a doctor. As a matter of course, he went away to medical college in Chicago after graduating from the Louisville high school. But the medical student didn't love the work as he should, and spent most of his time on music instead. At nineteen he was the director of choruses and glee clubs. Music even carried him into the industrial world, when he found himself in the unique position of musical representative for a southern manufacturing company. At twenty-two he went to Alexandria, La., and there directed the community chorus and church choir. Then radio "got" him. He joined the staff of WHAS in Louisville, associated with NBC, as an announcer. He became director, first of the studios, then of music, and lastly of general programs. Then he looked for new worlds to conquer. He came to New York in January, 1930, and began all over again as an announcer, this time for NBC's network programs. He is still at it. Although fifteen different churches in New York invited him to sing, he accepted only one offer. That was the Marble Collegiate Church. His parents are still living, and he has two brothers.



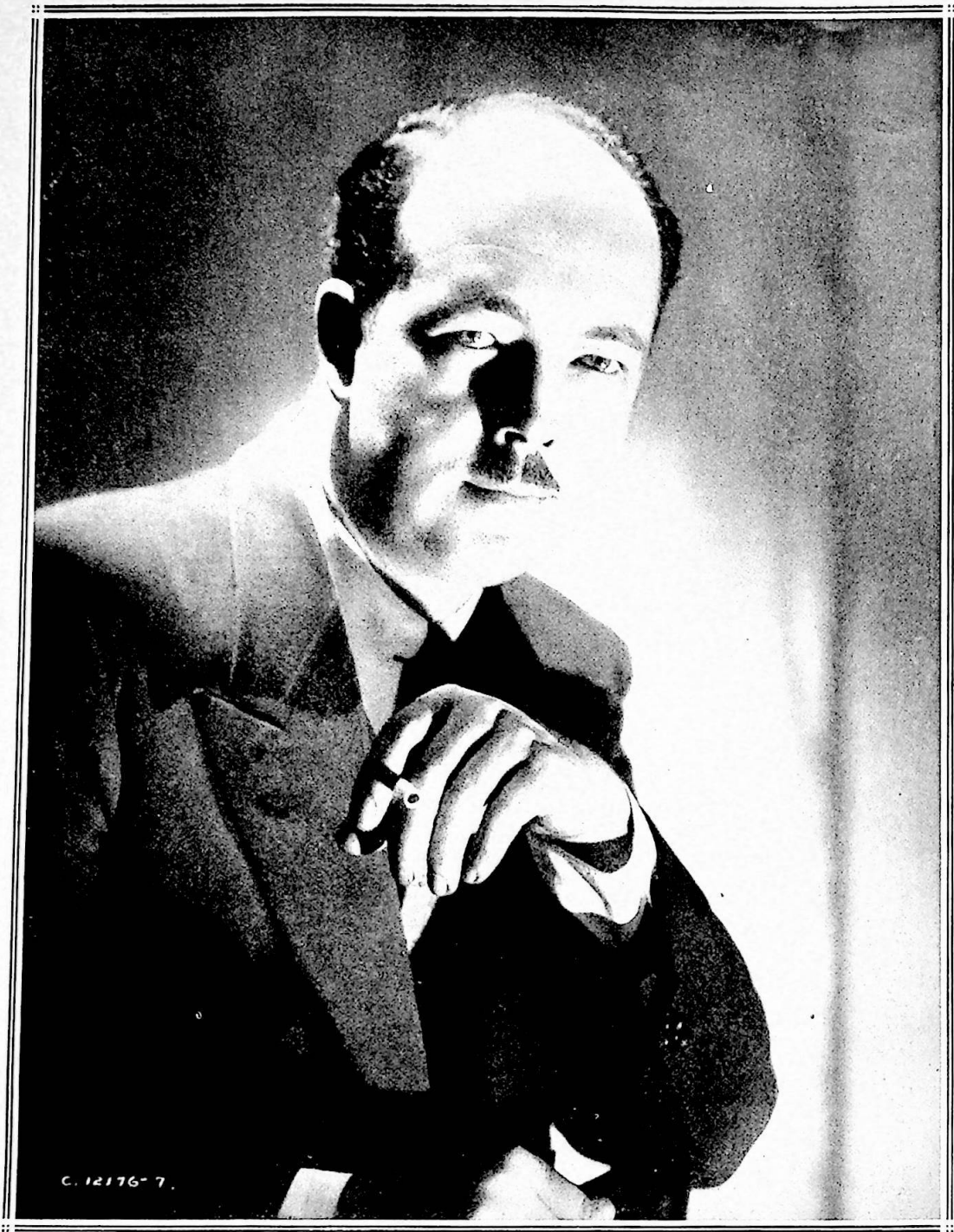
ANDRE BARUCH — CBS Announcer

TODAY finds Andre Baruch one of the youngest of Columbia's staff of announcers at its New York key station, WABC. One of the few foreign born announcers in the business, Andre, appeared on this earth on August 20, 1906, in Paris, where he spent his first 11 years before migrating to New York. He soon mastered English, having studied its fundamentals for three years in Paris. Completing his elementary studies here he enrolled in Columbia University, graduating with an A.B. degree in 1929. There followed a year of art study at Pratt Institute, Brooklyn, and a scholarship which took him to the Beaux Arts School in Paris. He also studied piano technique under Hans Bachmann in New York. And as early as his freshman year he made his radio debut, quite by accident. One day when he was passing the Coney Island Hotel where station WCGU was located, he was inspired to step in and apply for a job as staff pianist. The impulse bore immediate fruit, but he soon was graduated to the role of announcer. During his college days his announcing was heard from WCGU, WBBC, WSGH, and WLTH in Brooklyn as well as from WGBS (now WINS), New York, and WTIC, Hartford. Active in athletics, Andre represented Columbia on the football, basketball and swimming teams, and he was on the track squad. He also found time to draw for "The Jester," Columbia's comic magazine. He still swims to keep himself fit. His specialty is the dashes, although he held a back-stroke record won in a Paris sectional meet, and won the Metropolitan Diving Championship in a New York meet. After his return from Paris in 1930 he decided to cast his lot with radio and applied for a position as staff pianist at the Columbia studios. But just before he turned in his application blank he changed his mind and scratched out the word, pianist, to replace it with the word announcer. Several interviews and an audition followed, and he was accepted. His "au 'voir" is now familiar to all of Columbia's listeners. Andre speaks seven languages, an accomplishment that any announcer would welcome. He is fluent in English, French, Spanish, and Italian, while he can carry on a fair conversation in Dutch, Flemish, and Portuguese.



HOWARD CLANEY — NBC Announcer

HOWARD CLANEY, member of the NBC announcerial staff, had some revolutionary theatrical ideas when only a student in a Pittsburgh, Pa., high school. Though his ideas were scoffed at then, he produced a Broadway play years later. Curiously enough, while Claney's revolutionary ideas dealt with a potential production of "Macbeth," it was Walter Hampden, the great Shakespearian actor, who backed him in producing Du Maurier's "Peter Ibbetson" in 1927. Claney was born in Pittsburgh, April 17, 1898, and received his grammar and high school education there. In Pittsburgh he also attended the Carnegie Institute of Technology. In the World War he was a member of the institute's R. O. T. C. unit and was under orders to embark for France at the time of the signing of the Armistice. While studying at Carnegie Institute of Technology during the World War, many of the artistic courses were eliminated from the curricula and Claney, in desperation, selected engineering as his major. Then, when the full curricula was restored, he studied architecture, sculpture, painting and drama. Claney later studied drawing and painting at the Art Institute of Chicago and served a short apprenticeship under a recognized sculptor. His interest in these subjects was probably inherited from his parents. His mother, the late Mary J. Claney, did some painting, and his father, William J. Claney, is a successful building contractor. But it was a whim of fate which gave him his initial chance on Broadway. One day, visiting in New York, he accompanied a friend, the latter an actor, to a Broadway booking agent's office. While Claney was seated in an outer office alone the booking agent approached. "Do you want to see me?" the agent asked. Claney was a bit surprised but answered "Yes." And subsequently, by reason of that chance meeting, Claney secured a part in "A Man of the People," by Thomas Dixon. In years to follow he played in numerous productions. Claney owes his present position in the broadcasting world to the late Gerald Stopp. It was Stopp who first recognized his talents in the broadcasting studios. It was not until 1930, after Claney had severed his connection with the NBC dramatic staff, that he took an announcerial audition.



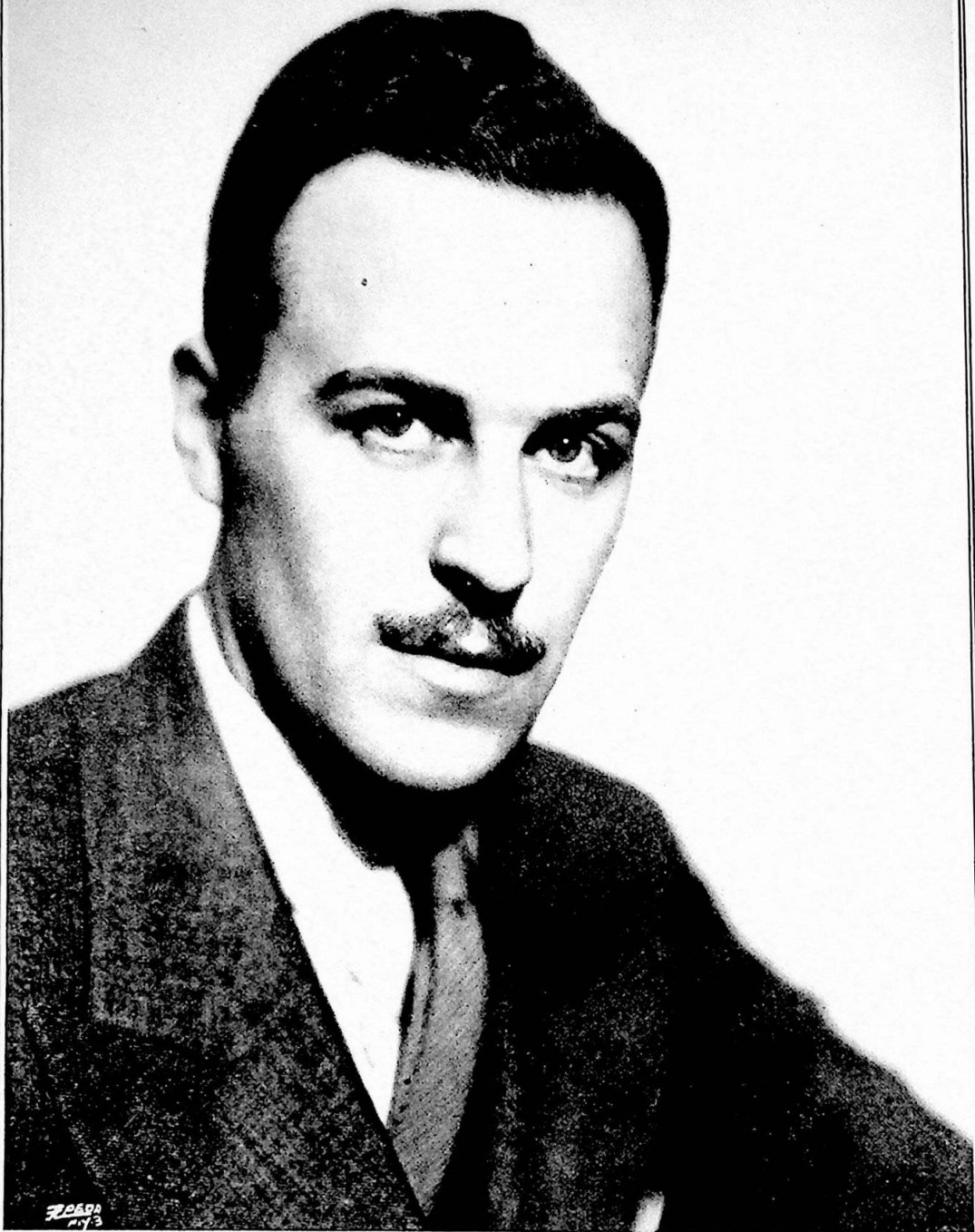
NORMAN BROKESHIRE — CBS Announcer

NORMAN BROKESHIRE began life as a \$25-a-year man. He fired the stove in the village school, was promoted to bell-ringer, chief blackboard-eraser and flower-potter. It was his first job and he has had many others—a man's chauffeur one day, his private secretary the next, and eventually master of ceremonies. Brokenshire is the bending and gracious gentleman who greets you nightly and sometimes twice nightly over the Columbia network with, "How do you do, ladies and gentlemen, how DO you DO!" More than fifty thousand fans, writing in, have popped back at him, "How do you do, yourself!" But a Brokenshire never wears out his welcome, never gives ground, never leans backward. A man doesn't lean backward when he starts life by furnace-firing, bell-ringing and flower-potting. So Brokenshire is eternally the Sir Walter Raleigh of radio, ready to bend forward, sweep the floor with the cloak of an elegant manner. Young Brokenshire's early ambitions wavered among the lives of fur trappers, mounted policemen and ski-jumpers. Unable to make up his mind, he became almost everything else. His father's calling took him as a youngster to Cambridge, Mass., and Hallowell, Maine, where Norman turned the parsonage woodshed into a print shop. He did a spanking good business, running two other printeries out of work. The World War broke up the family. Norman became the shoe inspector, Boston high school boy, mechanic, under-age infantryman, Y.M.C.A. hut secretary, campaigner for the Inter-Church World and organizer for the Near East Relief. Then he was graduated from Syracuse University. He came to New York with an air reduction company, but craved expansion. So he read the want-ads every Sunday and answered a plea for an air announcer. It was at the old "Broadcast Central." Four hundred others answered it, but Brokenshire was bowed in as one of "radio's original four horsemen." He since has been heard on all major stations and is famous for his ad libbing in the studios and at notable events on the Atlantic seaboard. His studio size-up: six feet, one inch, 190 pounds, blue-grey eyes, black hair, ruddy clipped mustache, irrepressible—and bending and gracious.



MILTON J. CROSS — NBC Announcer

HE'S big and easy going and slow talking. In a place where everybody is always in a hurry and where the peak of activity is never far from madness he is the one calm spot in the center of the storm. Nothing seems to get him excited. Nothing seems to hasten his pace or his speech, yet he always gets everything done in time and he is never late on any appointment or assignment. That's Milton J. Cross. Though the award of the American Academy of Arts and Letters medal made him a super-announcer in the world of broadcasting, it did not make any difference to Cross. He was born in New York City about 33 years ago. Before he saw a microphone he had obtained an interesting background of musical experience. Though nominally a Presbyterian, he sang with the Paulist Choristers and toured the country with that organization. Cross went all the way to Newark for his radio debut. He sang and his voice was liked. When the station grew and the services of a second announcer were required, Cross got the job. Little has been written of the home life of the announcer. Most announcers' wives will tell you there is no such thing, but Cross manages to spend most of his spare time with his family. When WJZ became a key station of the NBC, Cross automatically became a member of the NBC announcing staff and now is the senior announcer in point of service. His name has been associated with the most famous broadcasts on the air, and there is a constant demand for his services. His winning of the Diction Medal in 1929 now is radio history. He doesn't have any special hobbies, because he hasn't time for them. In constant demand for personal appearances as a concert artist, he has little spare time outside of his broadcasting work. He does enjoy collecting nice things for his home and one of his treasures is a clock carved into the shape of a microphone from a block of anthracite coal. His ambition is to continue as a good announcer and soloist, and he hopes eventually to be able to spend more than one evening a week with his family.



MARK CASSIDY — CBS Announcer

ONE of the newest announcers to be heard from station WABC over the Columbia network was an executive in a Boston advertising agency when he was requested to take an audition by officials at station WNAC. His stay there lasted eight months before he came to New York where he joined the Columbia staff. He's heard daily on any number of network programs.



ALOIS HAVRILLA — NBC Announcer

ALOIS HAVRILLA, NBC announcer and bass vocalist, was born in Pressov, Austria-Hungary, of Slovakian parentage. During his infantile days in the old world, he lived in a Hungarian community and came to the United States when four years old. The family settled in a Slovakian community of Bridgeport, Conn. In the Connecticut city Havrilla received his elementary education, attending a school where his native language was spoken. When Havrilla was only seven years old, James Baker, an old English music master of the Bridgeport Trinity Church, heard him sing. He had a beautiful alto voice, with a range of three octaves, a variety among boys. Baker immediately began tutoring him. One year later Havrilla sang an alto role in Handel's "Messiah." His music teacher, who gave him a place in the Trinity Church choir, also taught him the English language. Havrilla decided to follow civil engineering as a career. But he continued choir work at Trinity Church until sixteen years of age in addition to working in civil engineering. During adolescent years Havrilla was bass soloist at many Bridgeport churches. In the course of his career he met Miss Marion Munson at the Universalist Church of Bridgeport. They married September 28, 1928. His wife is a descendant of John Howland, of Mayflower fame. Their only child, Constance Howland Havrilla, was named after the distinguished ancestor. When the United States entered the world war, Havrilla tried to enlist in seven different branches of the service, each time being rejected because of poor eye sight. In 1923 Havrilla began a public school music course at New York University. Later he appeared as soloist with Percy Grainger, at a Carnegie Hall musicale, and first met Graham McNamee. He also became acquainted with Elliott Shaw, baritone, who suggested an announcerial position at WJZ. Havrilla was later given an offer by WJZ, then a small station, but declined. Immediately he succeeded in obtaining the only singing part in Dillingham's production of "Hassan," and later played in Dillingham's "Madame Pompadour." After finishing his studies at New York University, he accepted a teaching position at Briar Cliff Manor, N. Y. Remaining there only eight weeks, he secured an offer and joined the announcerial staff of WEAf.



LOUIS DEAN — CBS Announcer

LOUIS DEAN'S birthplace was a hillside farm near the village of Valley Head, Alabama. Louis, now thirty-one, started at an early age to help earn his way in the world by helping at his grandfather's store. After graduating from Birmingham high school Louis went as far north as Lexington, Va., to attend Washington and Lee University, but he left there after a year to enter the Navy, although he would have been rejected as under age had not war-time zeal fired his imagination when he filled out his application blank. Returning from the Navy after the war, he resumed his studies at the university, but post-war restlessness allowed him to remain there but one more year. At the end of that he took a course at the Randolph-Macon Institute of Music at Danville, Virginia. After this training he came to New York to look for a job. While in college he had sold phonograph records at the college store to help work his way, a fact that at this time led him to apply for work as a salesman with the Brunswick Phonograph Company. When electrical recording was developed, using microphones, he developed an interest in radio, and accepted an offer to join the staff of Station WGY in Schenectady. In December of 1930 he was offered a position on the staff of Columbia at WABC in New York. He is one of the outstanding announcers of commercial programs . . . is meticulous to a fault about his pronunciation of words . . . his Southern accent is almost gone, except when he resumes it as called for by the script of a program he announces for Columbia's Dixie network . . . which has given associates the opportunity to nickname him "Ol' Massa" Dean . . . and some friends call him Dr. Dean because his pharmaceutical training while in the Navy has taught him how to advise remedies for their ills . . . likes double-breasted suits and is scrupulously neat . . . likes to dance, play golf, entertain out-of-town friends, and read good books.



BILL HAY — NBC Announcer

BORN Dumfries, Scotland—Came to America 1909—Began studying violin at seven years—Began voice studies at seventeen—When KFKX at Hastings, Nebraska, made its appearance, he did the announcing, arranged programs, sang, played and directed musical organizations—Was sales manager and treasurer for piano company when station opened—Planned to stay two days, but stayed a year and a half—Came to Chicago to enter business—Called by WGN to announce three nights and became regular staff announcer—Became station manager in four months and stayed two years—Has been with WMAQ a number of years—All announcements on musical numbers are “adlib”—Enjoys golf, swimming, baseball and squash racquets.



PAUL DOUGLAS — CBS Announcer

AT the age of four Paul Douglas disappeared from home and when he was discovered four back-yards from the family residence with a football clutched in both hands, his parents predicted nothing less than an All-American quarterback career for their son. But such was not the case. He became a radio announcer and is an increasing favorite with Columbia audiences. Paul attended local schools and from West Philadelphia High School entered Yale where, although he did take part in athletics, he remained but six months. His college education was brought to a sudden conclusion by the death of his father. The prospect of working through three and a half years at the university did not particularly appeal to him so he returned to the Quaker City. Through a friend of the family young Douglas secured a letter of introduction to Owen Davis, Jr., who was at that time rehearsing "Babes in the Woods." Davis invited him to attend a rehearsal of his play and when Paul was about to leave, Davis asked if he would be interested in acting as stage manager of his show. Although the production never reached Broadway Paul gained enough experience to enable him to act efficiently as a manager. At the opening of Columbia's station WCAU, in Philadelphia, Paul wandered into the studios. Many notables had been invited to say a few words and Douglas suddenly found himself before the microphone. The announcer, all too late, realized he had mistaken him for someone else. But Paul covered the time with a few pleasantries and left as unceremoniously as he had entered. But Paul's microphone debut made quite an impression on him and it must not have passed unnoticed by the officials of that station, for a few months later when he returned to ask for an audition he was granted one and immediately assigned to the announcers' staff. Paul Douglas is tall—six feet to be exact—weighs 195 pounds and has a broad smile. He was born on April 11, 1907.



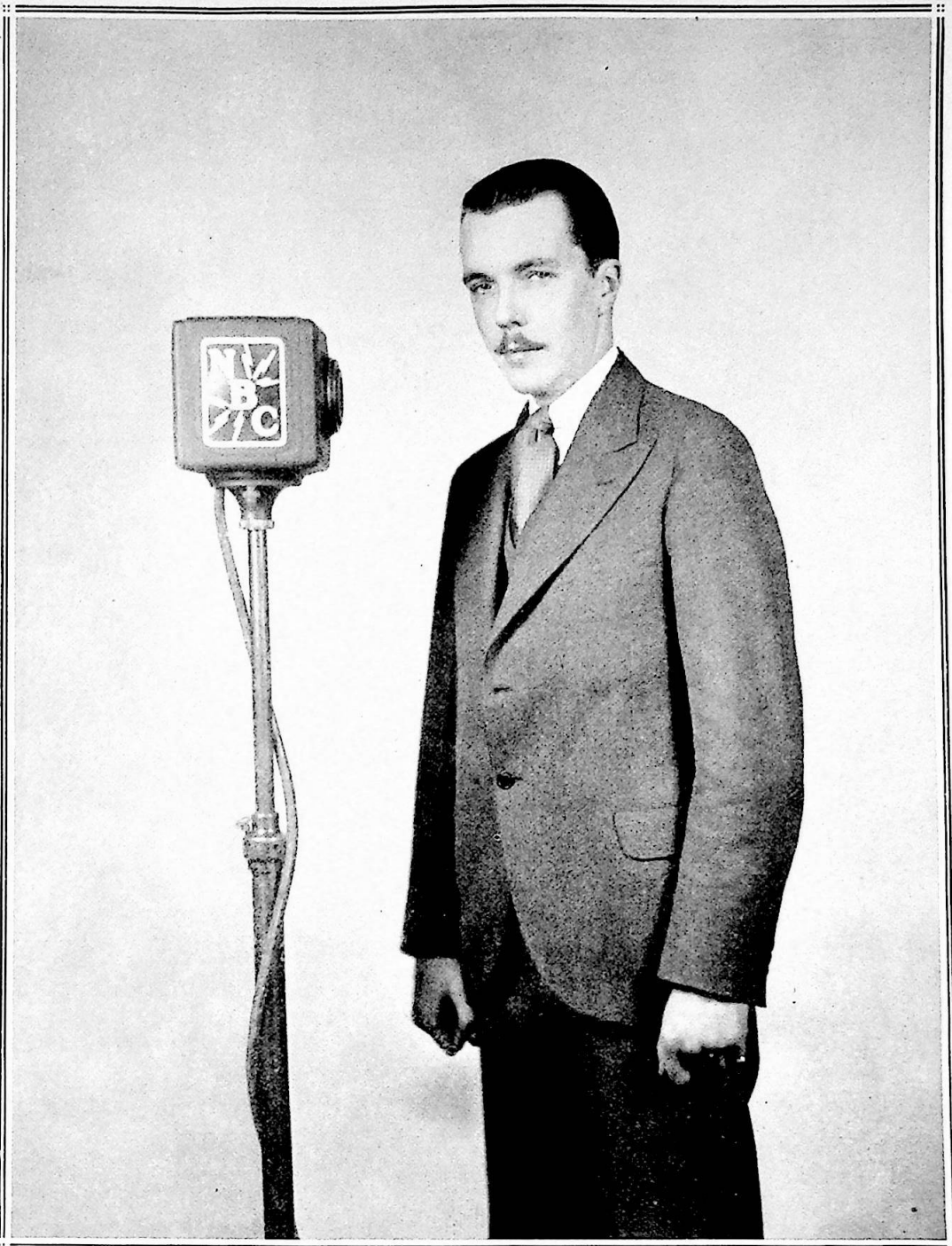
GEORGE HICKS — NBC Announcer

GEORGE FRANCIS HICKS yearned for a life of adventure. He wanted to go places where things happened, so he determined to study for the consular service at Washington, D. C., and then see foreign lands. To attend the consular school one needs money and Hicks decided that the best method of procuring ready cash was by working. Once he had been granted a radio audition in his home town, Tacoma, Washington, and been told he possessed a good talking voice. In the Nation's capital Hicks wrote every radio station nearby asking for an announcer's job. Nothing came of it. He then applied in person at the NBC Washington studios. Two announcers had just left. Another was needed immediately. Hicks was selected from among two hundred applicants and assigned to duty at once. That was in 1927. The next year he joined the New York staff of the National Broadcasting Company. He is regularly assigned to announce special events and has covered many outstanding broadcasts. Hicks is serious, conscientious and enthusiastic. When he is assigned to a special broadcast he usually stays up half the night before studying the subject. He is six feet tall and weighs 160 pounds. He is single. Hicks was born under the shadow of Mount Tacoma in the state of Washington. Much of his boyhood was passed on Puget Sound where he learned, among other things, salmon fishing. He attended school in Tacoma and participated actively in athletics. He went a year each to the University of Washington and Puget Sound College. In the meantime he worked in logging camps, saw mills, shipyards, as truck driver and at other tasks. One day he found school had grown tiresome and he asked the captain of a freighter for a job. The captain employed Hicks and two hours later he sailed for the East coast. He left the ship in New York and went to Washington, D. C., to visit relatives. Then he returned to Tacoma, entered school for a time, then shipped to Alaska as clerk on a freighter. After many experiences above the Arctic Circle he decided to try for the consular service and so went to the national capital again. Radio followed.



PAT FLANAGAN — CBS Announcer

A CE announcer at Station WBBM, Chicago, and who is often heard over the Columbia Network. He specializes in sports announcing and covered the world's series last year for CBS.



JOHN W. HOLBROOK — NBC Announcer

JOHN W. HOLBROOK, New York announcer of the National Broadcasting Company, was awarded the 1931 radio diction medal by the American Academy of Arts and Letters. Holbrook, 26-year-old Bostonian, and one of the youngest announcers, received the medal at the third annual award meeting of the academy in New York. Hamlin Garland, chairman of the academy's radio committee, made the award in the presence of President Nicholas Murray Butler and other members. Garland said Holbrook's voice combined "the best of English english and American english" and commended his taste, pronunciation, grace and authority in its use. "In making our third award, we have found a decision more difficult for the reason that the general level of announcers has risen," Garland added. He announced that the committee recommended honorable mention to David Ross of the Columbia Broadcasting System; William Abernathy of the Washington, D. C., division of NBC, and Sen Kancy of the Chicago division of NBC. Holbrook, although born in Boston, and formerly on the staff of WBZ, the Boston Westinghouse station, was educated in Toronto and Quebec. He was graduated from Bishop's College School, Lennoxville, Que., in 1926, and entered the broadcasting field three years ago. He joined the National Broadcasting Company in May after winning network recognition during his announcement of nation-wide broadcasts originating in Boston. "A throng of cultivated young men have demanded recognition," Garland said. "The number of university graduates has multiplied and the managers appear to be increasingly aware of their responsibility to the home circles into which the voices of their staff penetrate." Garland declared the Anglo-American standardization of English speech by the microphone and the talking screen could not be stopped. "The question which should concern us is whether this standardization is proceeding along the right lines. The radio is even now the chief educative factor in this process. If standards are to be universally adopted, it is important that they should be fine." Garland's address and Holbrook's response were broadcast on NBC network. This is the third year of the award. Winners of the medal in previous years were Milton J. Cross and Alwyn Bach, both of the NBC staff.



TED HUSING — CBS Announcer

TED HUSING is so typically a New Yorker that no one would surmise he was born a long way from the Hudson. However, we find that his birthplace is Deming, N. M. The family soon moved to Gloversville, N. Y., and later to New York City, where he attended Stuyvesant High School. While there he laid his groundwork in the realm of sports by starring at basketball, baseball, boxing, and football, being selected all-scholastic center for two years in the latter, his favorite sport. War disrupted Ted's collegiate ambitions and, by adding two years to his real age, he joined the Intelligence Service of the Army. The only fighting he experienced, however, was in the boxing matches at Governor's Island, where he usually emerged victorious. The first few post-war years found him passing through a succession of jobs, playing professional football and baseball, teaching aviation to policemen, selling wicker furniture, running in Wall Street, and teaching calisthenics in boom-time Florida. On his return North he heard of an audition for announcers at a New York station, applied, and was selected from more than 600 candidates. His fame as an announcer soon grew, and he joined the Columbia staff five years ago. He made a reputation as one of the outstanding studio announcers, but it is as an expert of sporting events and other special occasions that he has been acclaimed as leader. He is probably "the fastest human" where radio gabbling is concerned . . . once confounded competitors in a stenography speed contest conducted by a newspaper, for none of them could record his 400 words a minute . . . is a vivid and colorful ad-libber, following the action he describes with lightning rapidity and without sacrificing accuracy and lucidity . . . has developed extraordinary faculties for observation, concentration, and memory . . . is as adept at describing tennis, golf, horse racing, hockey, basketball, and virtually all sports, as he is at football, for which he is probably best known . . . believes in adapting his speed to the tempo of the sport being considered, and none is too fast for him . . . speaks very softly. He is witty and known for his keen repartee . . . is self-confident, outspoken, and aggressive . . . would rather broadcast football than anything else.



EDWARD K. JEWETT — NBC Announcer

EDWARD K. JEWETT was born in Yokohama, Japan, in 1904. Though he lived there for only six years following his birth, he still recalls memories of the Orient, and to this day he has a fundamental knowledge of the Japanese language. His father was in the silk business in Japan when Ted was born, and also serving the unique capacity of Danish consul to Yokohama. In 1910, Ted came to this country for the first time, and settled with his parents in Plainfield, N. J. He attended day school in Plainfield until the age of fourteen, and then became a student at Morristown School, Morristown, N. J., a preparatory high school. His education was furthered at Princeton University, where he entered in 1922. All during his school life, he displayed a special attraction for elocution and public speaking. His earliest ambitions were to become an actor or a statesman. He didn't give radio the slightest thought until after he had left Princeton in 1926, and was in the silk business with his father. It took him four years to decide against a business career. For some time before however, he had been studying the meteoric growth of radio. The more he studied, the greater the fascination this remarkable advance in the world of science played on his imagination. Finally, in 1926, he definitely made up his mind to forego the silk business, and cast his lot in some department of radio. He sought out the National Broadcasting Company with a view to becoming an announcer. His first attempts were frustrated, but that did not discourage him. For many months Ted's overtures were futile. At last, in June, 1930, his efforts were rewarded with a position on the NBC announcing staff. His success with NBC has been exceptional. Announcing is a recreation to him. He says so. Ted's main characteristic lies in his power of mimicry. Between programs, he whiles away the minutes in the announcer's room amusing the other announcers. He can imitate any and all of them to perfection. Motor-boating is one of his choicest hobbies. He is very fond of organ music. He still has a mental picture of his birthplace in Japan. Some day he's going to make a trip back there.



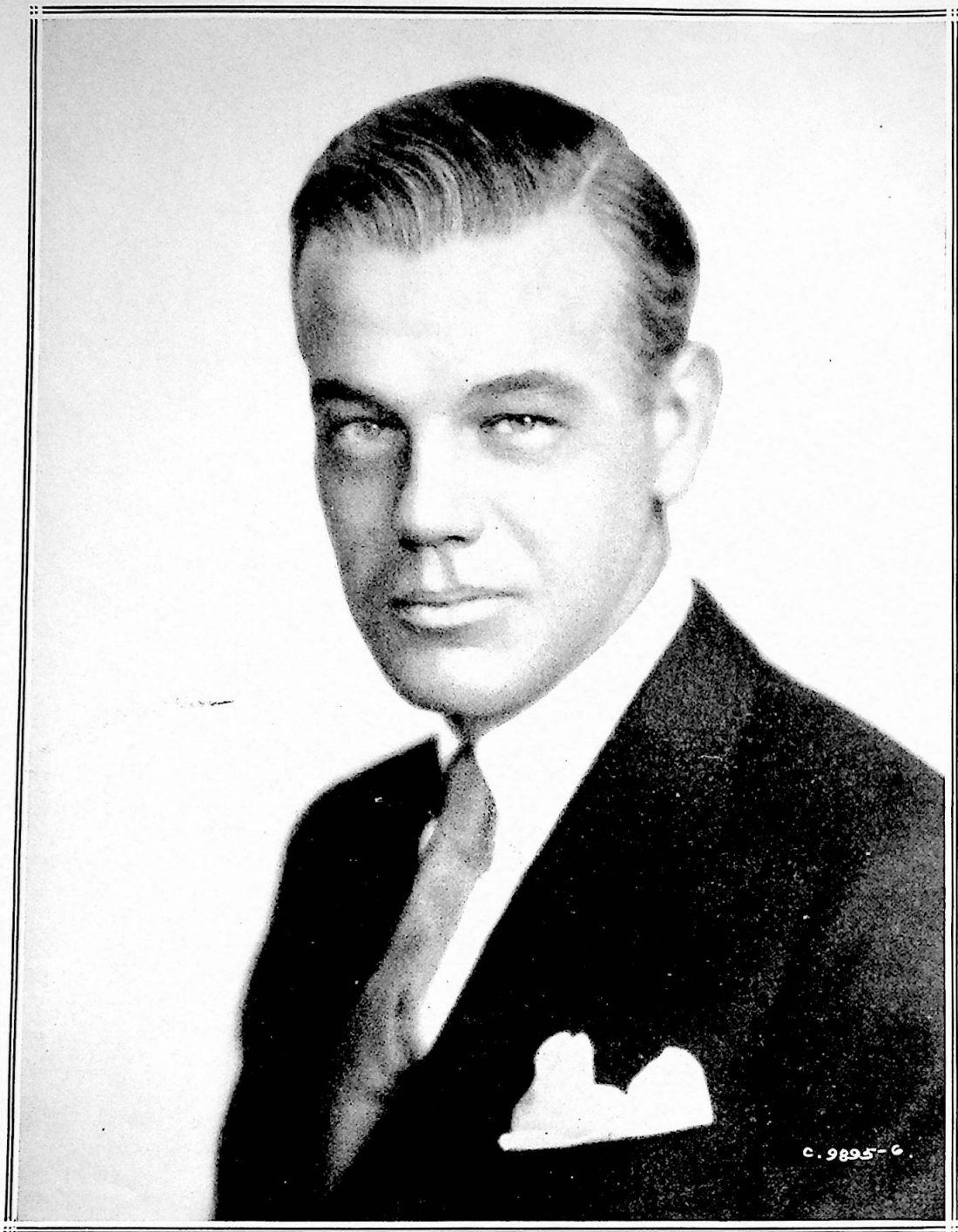
FRANK KNIGHT — CBS Announcer

FRANK KNIGHT was born in St. John's, Newfoundland, on May 10, 1894, the son of one of the town's most prominent barristers. After his graduation from St. Bonaventure's he settled in the town of his birth and took up life as a bank clerk. At the outbreak of the war in 1914 he enlisted with the Royal Newfoundland Regiment. During his three years overseas he took part in action on the Western front and about Gallipoli, and was wounded in the battle of the Somme. Returning home broken in health, Frank, as were so many others, was faced with the problem of readjustment. His health was slow to return and after months of recuperation he became restless and anxious to break away from what he considered the tedium of banking. Knight enrolled at McGill University for a course in medicine. But the long hours of study and strenuousness of that calling forced him to abandon his studies during the second year. Determined not to return home Frank came to New York. He had vaguely thought many times that he would like to be an actor. He had little training for the theatre other than courage, but it was just that abstract quality that won for him a place behind the footlights. After playing numerous minor roles in road companies of Broadway productions, he appeared opposite such stars as Francine Larrimore and Nance O'Neill. Frank went into radio at first only as a hobby. He played occasional small parts in radio dramas but as time went on he gave more and more serious attention to its possibilities. But there were hardly enough radio dramas to justify giving up the theatre altogether. He was still doubtful when he yielded to the advice of his close friend, Ted Husing, to join the ranks of WABC announcers. Frank is tall and good-looking. His hair is black, greying a bit around the temples. His bearing instantly suggests his military training. Reading fills to a great extent his leisure hours. He is quiet and well-poised. Prefers the country to the city but lives in midtown Manhattan. Frank Knight is Columbia's British-accented announcer with an all-American following.



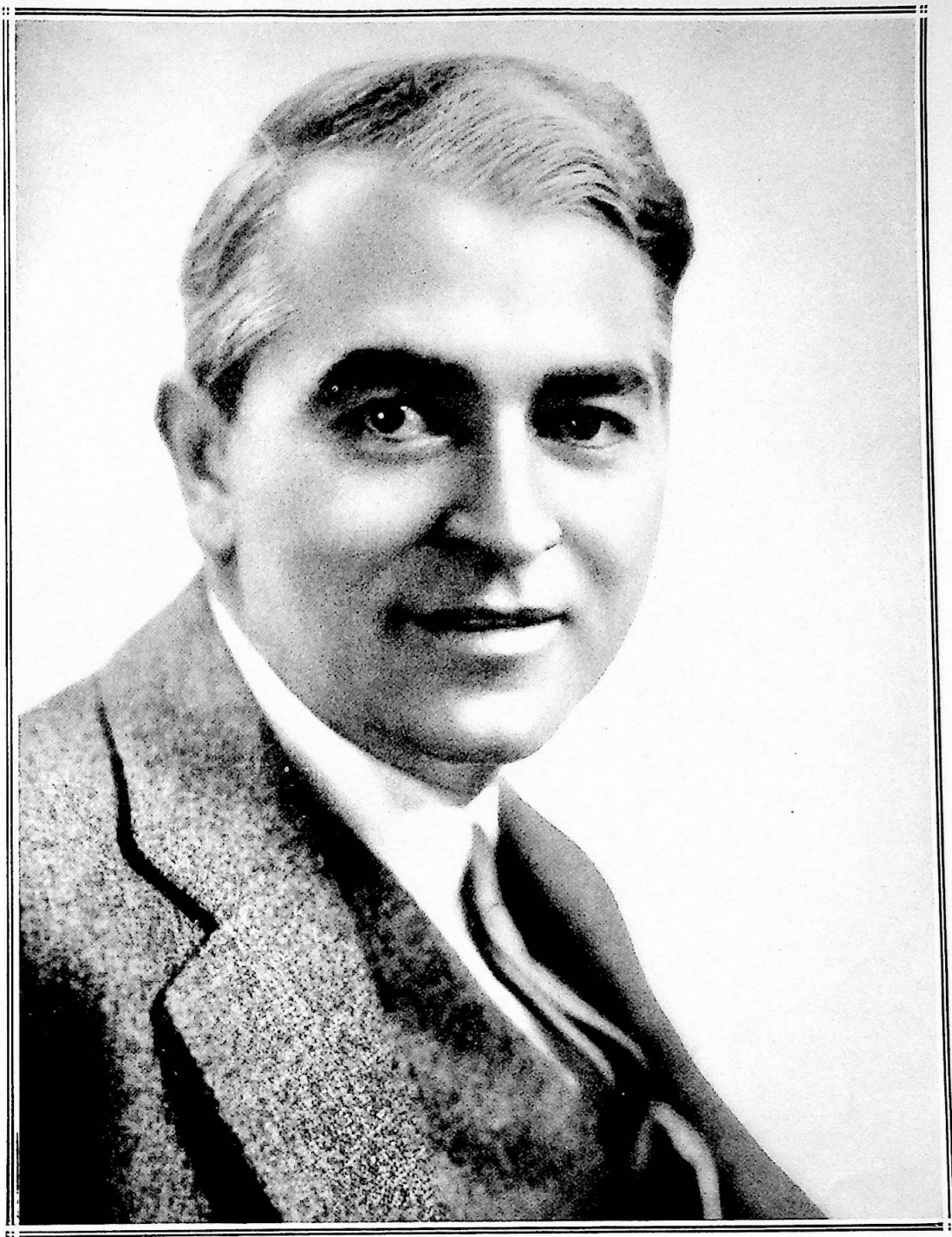
KELVIN K. KEECH — NBC Announcer

HIGH lights in the life story of Kelvin Kirkwood Keech, National Broadcasting Company announcer, reads like a travel guide to romance and adventure. Keech wandered far for the material which constitutes his background as one of NBC's ace announcers. Romance found him in foreign lands. Adventure was his companion at war. All of these things came to Keech because he heeded the call of wanderlust. It was a call which first he heard in the land of his birth—Hawaii. It led him from an intended career as chemical engineer to the bright lights of Continental capitals. A rather battered ukulele, one of Keech's prized possessions, has accompanied him since as a school boy he came to the United States to attend Franklin and Marshall College in Lancaster, Pa. The war found Keech a radio engineer in France. After the Armistice he and some of his buddies organized a jazz band. The "White Lyres," as the organization was known, saw much of Europe's famous watering places. Keech ran "face first" into romance in the old-world capital of Constantinople. He met a young Russian girl. The girl could not speak English, and while Keech knew French and a smattering of Japanese, Portugese, Chinese, and native Hawaiian, he knew no Russian. It being love at first sight—a little thing like conversation could not halt romance. They were married. Then came London. Strumming the strings of his ukulele, Keech won his way into the hearts of Britishers. He played over station 2LO of the British Broadcasting Company. He also won the distinction of being probably the only radio artist to have Royalty as a student. The student was none other than the Prince of Wales. In 1928 Keech, with his young bride, returned to the United States. He participated in several radio programs and obtained an audition with NBC. Before the microphone he suffered a violent attack of "mike" fright, despite his long broadcasting experience. A second audition, weeks later, however, won him a place on NBC's staff of announcers. "I've discussed everything from ladies' underwear to steam radiators and breakfast food—and love it," Keech said. Motoring is his chief diversion. Tennis and golf come next in favor.



JOHN MAYO — CBS Announcer

JOHN MAYO was born in Providence, R. I., July 31, 1899, and spent his grammar school days there. Culver Military Academy prefaced his college days, where he won several letters as a member of the football, track, and gym teams, worked out with the baseball and swimming squads, and toured with the glee clubs as a member of a quartet. In 1916 his formal education was halted when he joined the field artillery on the Mexican border in pursuit of the elusive Villa. In 1917 he went overseas for further service. Action on the front brought him no wounds, but he did fall victim to a gas attack. In 1918 he returned to civilian life and again went into the oil business, this time in New York. Later he entered business for himself as a manufacturer of cosmetics in Kansas City. At this time he bought his first radio set. The first program he tuned in brought him Henry Burbig, and from then on he was a staunch Burbig fan. After again hearing Burbig he called up the comedian and they became friends. Everything about radio appealed to him, and he decided to get into it if possible. Through Burbig he met Ted Husing and Frank Knight, and the two announcers got him an audition. It lasted from 2:00 o'clock until 2:20 one afternoon. At 3:00 o'clock he was hired and announcing a program from the Columbia studios. Immediately he sold his cosmetics business and he has been a Columbia announcer ever since. At the Air Maneuvers at Mitchell Field, 1931, John was told that he would have to hold the air for about ten minutes. The ten minutes lengthened into fifty, and his familiarity with aviation, gained during his service overseas with the aircraft armament division, stood him in good stead. He did a highly creditable job. Horses and flying are his hobbies, and he is also fond of skating, golf, and swimming . . . reads a lot, and also writes, for he finds writing helps his facility of expression when ad-libbing on the air . . . likes all animals . . . is tall and husky—essentially the out-of-doors type.



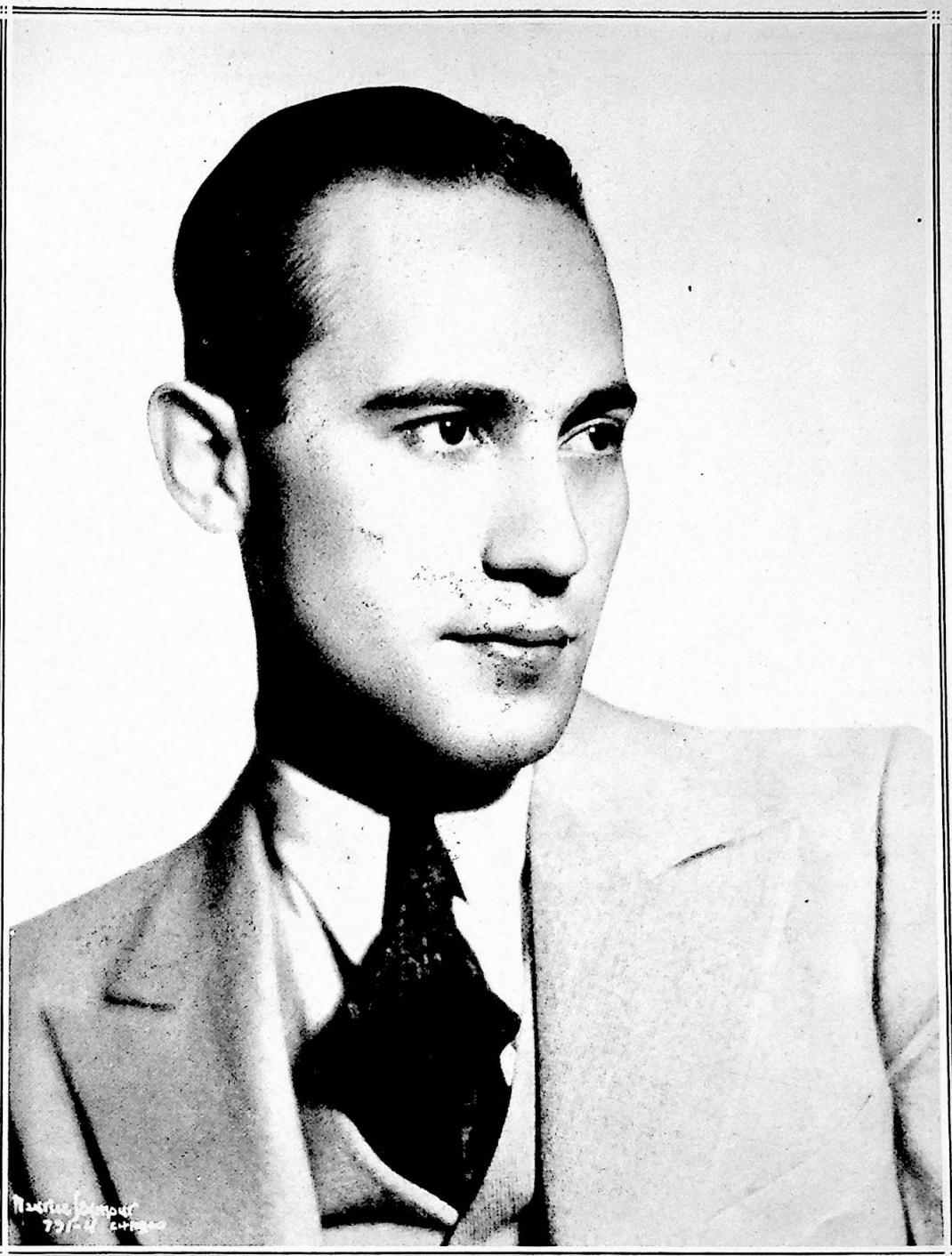
PATRICK J. KELLY — NBC Announcer

PATRICK J. KELLY, announcer for the National Broadcasting Company, was born in North Queensland, Australia, in 1892. He was educated in the district of his birth and in Sydney, but did not begin the study of music until he moved to America. He is a marine engineer and veteran seaman of the British Naval Reserve, and has travelled over a quarter-million miles on salt water. He was shipwrecked three times. Pat Kelly is also known to the dramatic and operatic stages. He is an aviator, boxer, linguist, composer and outdoor sportsman. Before the League of Nations was formed, he married Yolán Poszanyi, a native of Budapest, Hungary.



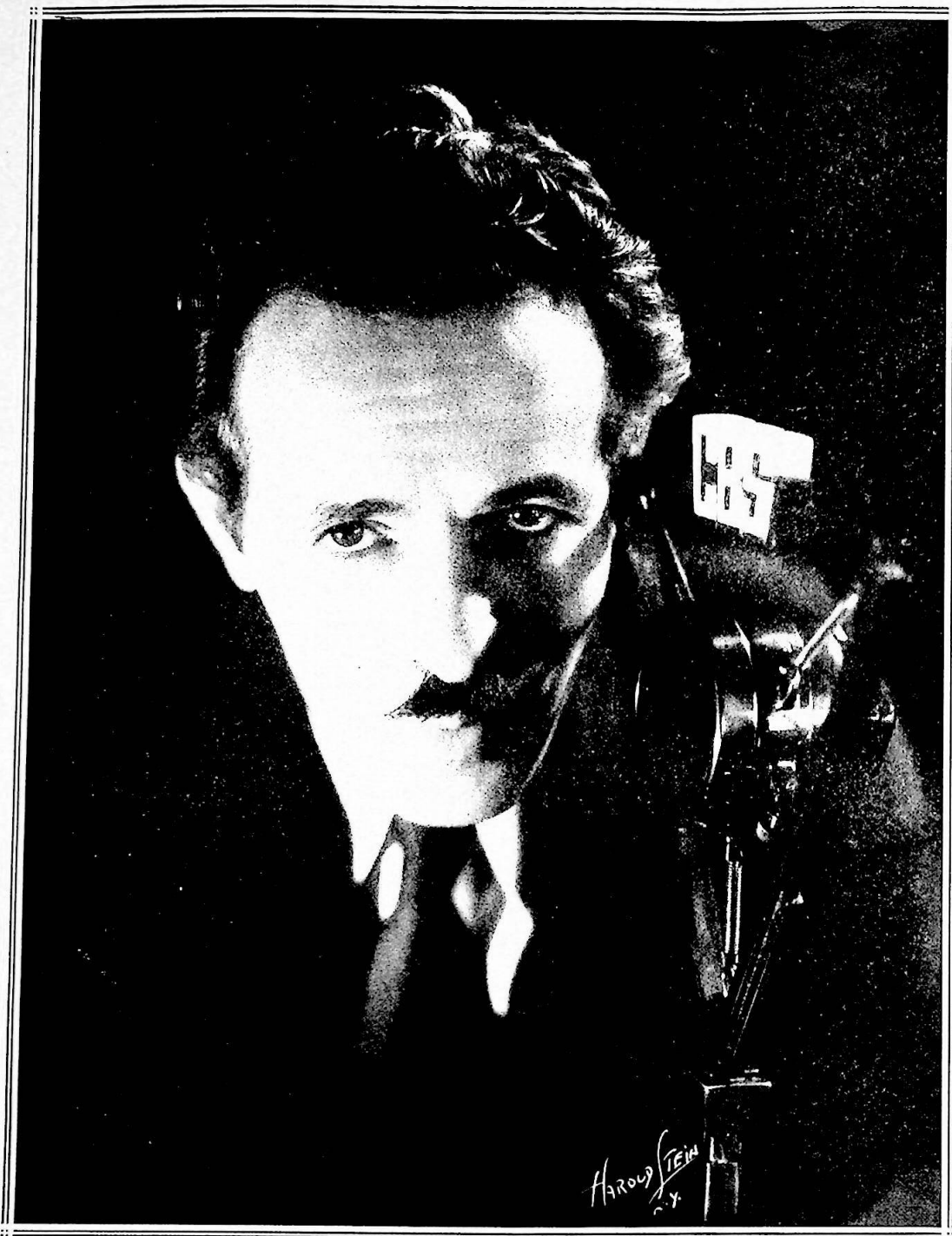
KENNETH ROBERTS — CBS Announcer

KENNETH ROBERTS was born in New York on February 22, 1906, and is one of the two or three announcers on the Columbia network who were actually born and raised in Manhattan. He attended De Witt Clinton High School and spent three years of study towards a law degree at St. John's College in Brooklyn. Work in school and college dramatic societies intensified his theatrical ambitions, and in 1928 he cast aside his text books with the hope of going on the stage. Dramatic work over WPCH was his first taste of radio, and it was followed by a short term as radio announcer at WMCA, which he left to fill a previous contract playing summer stock with the Cedar Hills company at Lakeville, Conn. At the end of the summer he was determined to be an announcer rather than an actor. A friend on a Brooklyn newspaper introduced Ken to the manager of a Brooklyn station at a propitious moment. The station's announcer was preparing to leave that day and the applicant, after a test, was hired on the spot. During the four hours a day the station was on the air it was his duty to announce all programs and to fill in at the piano or with readings of poetry or drama when extra time had to be filled. He considers this excellent schooling, for a thorough knowledge of radio came out of the exigencies he had to cope with single-handed. After six months at the Brooklyn station he applied for a WABC audition, and in February, 1931, he was chosen from 40 candidates as a Columbia announcer. Since then he has become identified with several of the network's leading programs. The theatre is still his hobby, though he is now set on a radio career . . . another hobby is singing . . . he has studied both piano and voice, and is continuing his musical studies now . . . spare time, if any, is devoted to horseback riding, swimming, tennis and bridge . . . is tall and dark, with a black mustache, but not of the "After Dark" villain type . . . has taken incidental parts in dramatic programs at Columbia . . . also has served as master of ceremonies, notably at the Ferde Grofe concert for the benefit of jobless musicians.



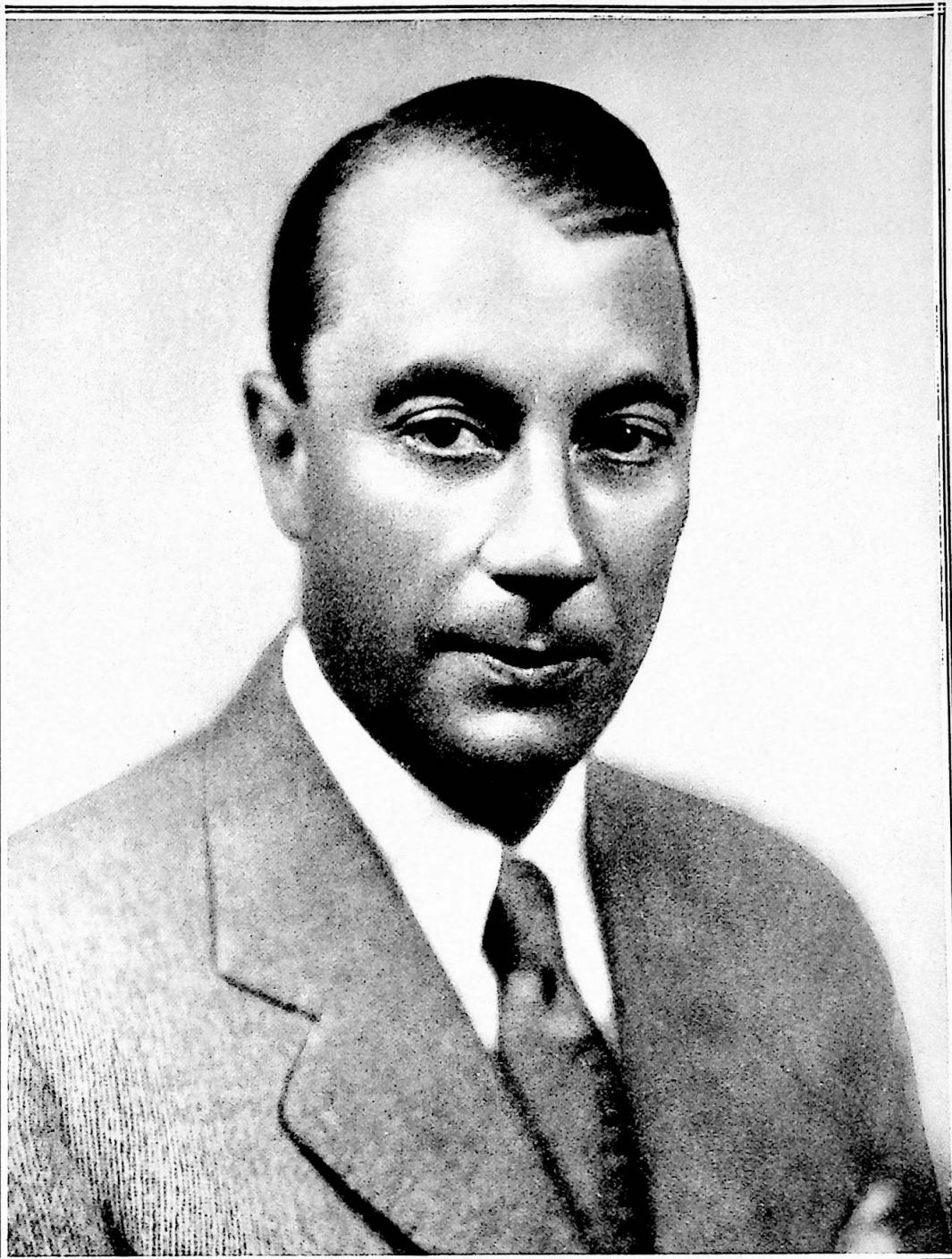
JEAN PAUL KING — NBC Announcer

BORN North Bend, Nebraska—Son of Methodist pastor there—Raised in Tacoma, Washington—Attended University of Washington—Active in University Players, glee club and varsity baseball, wrestling and track teams—Member of Beta Theta Pi, Scabbard and Blade and Sigma Delta Chi, journalistic fraternity—Played in stock company in San Francisco—Also San Francisco Theatre Guild—Joined staff of NBC Pacific Division at San Francisco—Became director of radio drama—Appeared as announcer, actor, and producer in KFRC, San Francisco—KGW, Portland—KHQ, Spokane—WLW-WSAI, Cincinnati—Hobby is collecting books.



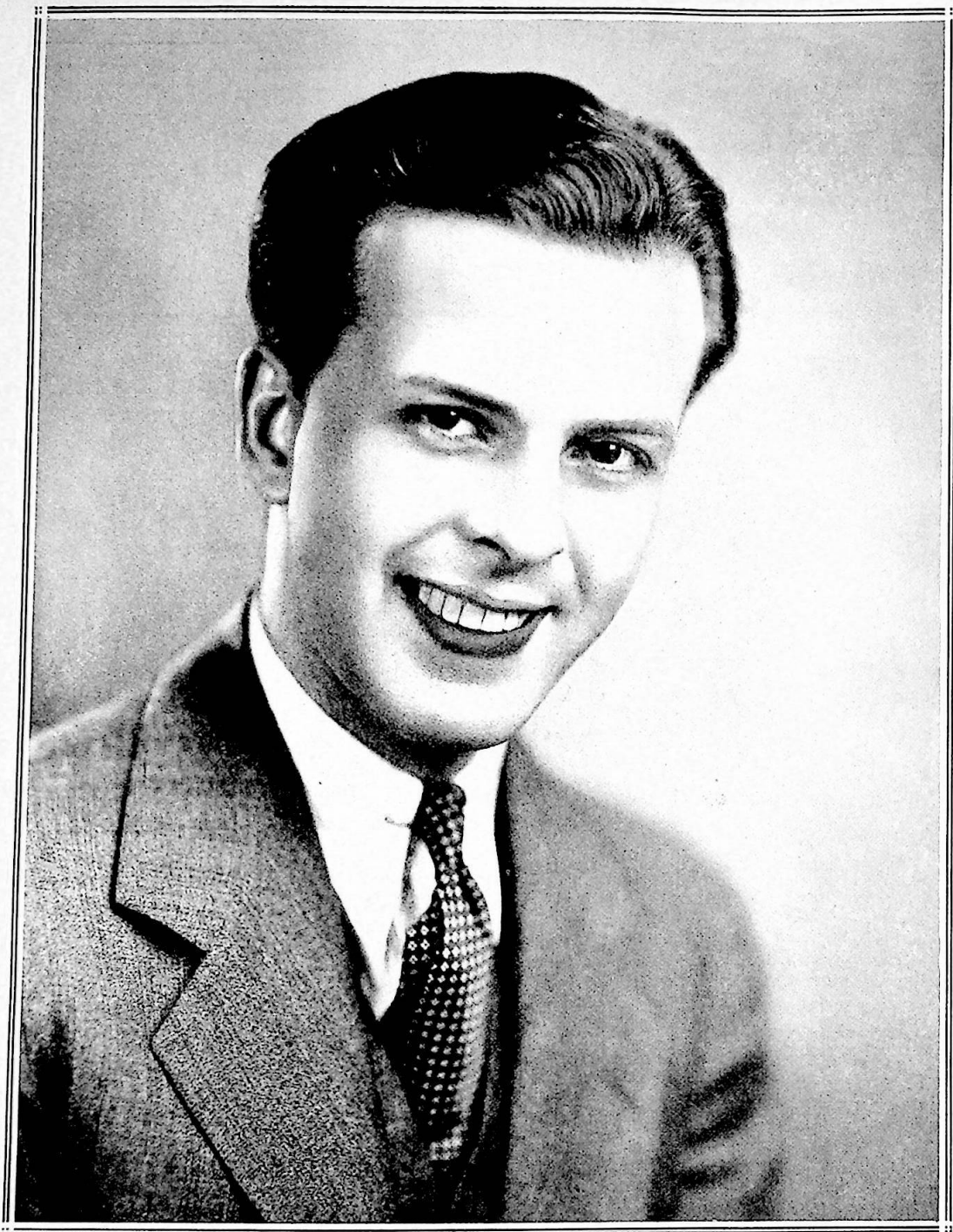
DAVID ROSS — CBS Announcer

DAVID ROSS was awarded a glittering gold medal by the American Academy of Arts and Letters as the 1932 prize for good diction. Like all native New Yorkers David Ross began his struggle for fame and fortune as a newsboy. He delivered, as might be expected, a morning newspaper, which made it necessary for him to rise in the wee hours of the morning and brave the cold winds from the East River. All this, of course, is indispensable to any good success story. Diligent research has failed to reveal the exact period at which David Ross began writing poetry, but the records show that it must have been at an early age. The editors, immediately sensing a new and dangerous enemy in young Ross, hurled barrage after barrage of rejection slips in his direction, but the ambitious author, although only five feet, five inches in height, was made of sterner stuff than the editors had bargained for. He met their rejection slips with still more poetry. It could not go on this way eternally, and so the editors finally capitulated. *The Nation* and the *New Republic* raised the white flag and accepted the Ross poetry. *The Measure*, edited by Maxwell Anderson; *Pearson's Magazine*, whose editor was Frank Harris, and such experimental magazines as *This Quarter* and *Broom*, fell before the Ross onslaught. And, as a climax, the selective precincts of the *First American Caravan* opened to receive the new arrival among the poets. About six years ago radio awoke one day to find that David Ross had become one of its own. Station WGBS in New York was his starting point. He began as a dramatic reader, became a regular announcer and finally developed a program of poetry readings. After two years with the station he joined Columbia. Among the programs he has announced for CBS are Arabesque, Around the Samovar, and many commercial broadcasts.



GRAHAM McNAMEE — NBC Announcer

GRAHAM McNAMEE today is conceded one of America's best known radio announcers, and the dean of his profession. But if you ask McNamee what it takes to become popular before the gilded "mike"—and be able to call notables by their first name—he will shake his head in despair. McNamee went into radio as a temporary occupation until he could obtain sufficient bookings as a concert artist to keep the wolf from the door. He has traveled across the continent to spend two hours describing a college football game. He once came near exhaustion keeping America's radio audience informed as to the doings of their delegates at the drawn-out Democratic National Convention of 1924. Each time the NBC has broadcast the running of the Kentucky Derby—Graham has been at the microphone. It was his voice that described Lindbergh's triumphant return from Paris after his trans-Atlantic flight. Again all America listened to the versatile announcer as Richard E. Byrd returned to New York after his Antarctic expedition. Stay-at-homes welcomed his description of the inauguration of President Hoover. During his eleven years of broadcasting, McNamee estimates he has used more than seven times the maximum number of words in the dictionary. And seldom has his pronunciation been challenged. During his talks with kings, queens, cardinals, football captains, presidents, prize-fighters, and what-have-you, it is estimated that more persons have heard his voice than of any other man alive. McNamee made his first "broadcast" from a Washington, D. C., hospital on July 10, 1889. Boyhood found him in a choir, and with such promise he continued his study of voice past the amateur stage. Concert artists were not so much in demand, so Graham obtained a job as a salesman. He soon found himself in New York, not too well supplied with money. Then he took up jury service at \$3 a day. One day during the court's noon recess he chanced to pass the old studios of WEAJ at 195 Broadway. He decided to save 50 cents which he would spend at lunch and look over a broadcasting studio. It was then that one of the world's greatest radio personalities started on the proverbial ladder to success.



CARLYLE STEVENS — CBS Announcer

CARLYLE STEVENS was born at Parkhill, Ontario, May 23, 1907, of a family settled there for several generations. For a time he worked at the Ford Motor plant in Detroit as an accountant, and later found work in a Detroit advertising agency. He tried his hand at writing fiction, but being unable to sell any short stories he adapted them for radio presentation. No use was found for the scripts but he was told that the station was looking for a new announcer and that he couldn't lose anything by taking an audition. So, unexpectedly, he found himself gaining thorough experience as an announcer, continuity writer, producer of dramatic programs, and sound effects expert. In 1931 he obtained a job as staff announcer at WLTH, Brooklyn, where he found himself doing all he had done at WXYZ, and more. Meanwhile he filed an application at WABC, in case of a vacancy, being accustomed to the familiar phrase, "This is the Columbia Broadcasting System." The vacancy occurred and, after a successful audition, he joined the Columbia staff. He is good-looking and slightly mustached . . . light brown hair and eyes . . . weight 145 and height five feet, ten and one-half inches . . . his chief hobby is the theatre—mostly as a spectator, although he has done some amateur acting and has had some experience in radio acts . . . writing is another hobby, and he has had articles, sketches, and humorous material published . . . hopes some day to sell some short stories . . . reads a great deal . . . played football and basketball in school . . . now goes in for tennis, canoeing, and motor-boating, if, as, and when possible . . . thinks fishing a waste of time . . . has an epicure's taste and likes to search out queer and obscure restaurants where he can discover new types of cooking . . . his main dislikes both concern lines—he can't stand waiting in line, nor can he approve of insincere people who depend, to get along, on the highly developed technique known in schoolgirl idiom, as "a line" . . . has been called on both to broadcast the snorts of an elephant and to tell a dignified but redundant judge that he had talked long enough.



HOWARD PETRIE — NBC Announcer

HOWARD PETRIE is known almost exclusively to his friends as "Pete." Besides being the tallest of National Broadcasting Company announcers, he has the deepest voice. He was born in Beverly, Mass., in November, 1906. His earliest recollections are fishing along the Atlantic coast. Until he was nine years old, his family lived in so many coast towns of Massachusetts, that he cannot remember them all. When he was nine years old his family finally settled permanently in Somerville, Mass., which he calls his home town. The announcer's early inclinations were toward a vocal career. Between the ages of nine and fourteen, he sang in the choir of the Cathedral Church of St. Paul, in Boston, commuting every Sunday from Somerville. During his high school years he was a member of the school glee club and the debating team, and took part in the high school plays. After being graduated from high school in 1924, he worked for a Boston bank. In his off hours he studied voice in the New England Conservatory of Music and sang bass in the quartet of the historic Meeting House Church, in Dorchester, Mass. His entry into broadcasting was sudden. One day in the summer of 1928 a friend, connected with WBZA, in Boston, commented on the toneful quality of his voice, and suggested the possibility that it might be adapted to radio. Announcing seemed to attract him more than anything else, so he asked his friend to secure an audition for him as an announcer. The audition proved satisfactory and he was invited to do part time announcing for the remainder of the week. Soon after, he was given a position on the permanent announcing staff of WBZA. He remained with this station until June, 1930, when he came to NBC. Petrie's hobbies are few. He likes horseback riding and the theatre. He has traveled extensively through England and Scotland, and hopes to see the rest of the world some time. His pet grief is rushing into a studio on a hasty assignment, without time to raise the announcer's "mike" to suit his rangy height.



HARRY VON ZELL — CBS Announcer

HARRY VON ZELL was born on July 11, 1906, in Indianapolis, Ind. From there the von Zells moved to Chicago, later to Sioux City, Ia., back to Chicago again, and finally to Hollywood, where Harry finished high school. He entered with the class of '27 at the Los Angeles branch of the University of California. Later while he was working in the office of a railroad company some friends told him that they were going to take him to watch Charlie Wellman, a Pacific coast announcer, perform as master of ceremonies at a sort of Saturday afternoon radio jamboree. After he arrived in the studios Harry discovered that the gathering was not what it had been pictured. Instead it was an audition, and he found himself further surprised when his name was read out and he was called upon to perform. His singing proved effective and he was engaged by the station, KFVB of Los Angeles, to sing and play his ukulele in the evenings. Later he joined the staff of KMIC, Englewood, California, as a singer. His announcer failed to show up one night, and, at the last minute, he was given a script and told to announce himself. This led to his leaving the railroad and working steadily there. His chance for national fame came when Paul Whiteman and his Old Gold Hour arrived on the coast for the making of "The King of Jazz." From 250 candidates who answered the call for auditions, it was Harry who was called upon to fill the shoes of Ted Husing. When Whiteman returned to the coast in 1930 Harry again announced the program, and finally in May, when Whiteman started for New York, Columbia offered Harry a position at WABC and he came back with the orchestra. He is typically an athlete . . . in school he starred at football, track, and boxing . . . as an amateur lightweight boxer on the coast he had an extremely successful record, being defeated but once . . . now he goes in strenuously for swimming, horseback riding, and tennis . . . is fond of taking long drives through the country . . . also reads a lot and tries his hand at writing.



JOHN S. YOUNG — NBC Announcer

TO John S. Young, staff announcer for the National Broadcasting Company, radio announcing is more than a career. To him, it is a very good solution of the "American Tragedy"—the difficult task of combining livelihood with a pleasant job. In his early days at Yale University, where he was a classmate of Rudy Vallee, he couldn't decide whether he should be a lawyer, playwright or actor. By the flip of a coin and the process of elimination, he studied playwrighting under George Pierce Baker at Yale. At the start it loomed as a wonderful profession. But near his graduating days, he learned that it was more of an ordeal than anything else. For unless the playwright could produce another "Abie's Irish Rose" or something like it, he was quite out of the picture. After being graduated from Yale, Young tried acting, but he just didn't get the breaks. He appeared before the microphones of WBZ-WBZA frequently as an actor, and announcing caught his eye as something of a novelty. A few months later, he could be found on the fifty-yard line of the Yale Bowl with a microphone in one hand, and the line-up in the other. At last he had found a profession in which excitement and profit reigned! A year or so with the two famous New England radio stations and he came to New York as staff announcer for the National Broadcasting Company. His rise with that organization didn't take very long. The reason, probably, was that he took his job seriously. He is now announcing several major NBC programs. His biggest thrill came when he received a personal radiogram from Commander Richard E. Byrd, a few minutes after he had finished announcing a special short wave program broadcast to Byrd at the South Pole from the Capitol Theater. Caught in one of his serious moments, he said: "The trust, confidence or good will of the radio listener must never be violated. The announcer's vision of the homes his voice is entering must contain an element of sanctity. Therefore nothing 'tainted' must be presented." To John S. Young, the microphone is the mouthpiece of the world—if not today, then surely tomorrow.



ROCKEFELLER CENTER

A NEW view of Rockefeller Center from Fifth Avenue showing for the first time a redesigning of the north block to accommodate the proposed Italian Building (on the south) and a similar building on the north, for the occupancy of which negotiations are now under way with German interests. Under this plan the entire Fifth Avenue front of the world's largest building project will be given over to buildings devoted to the commerce, industry and art of important European nations.

