

WHO'S WHO

*on
the*



Published by

LUDWIG BAUMANN

1932 EDITION

WHO'S WHO ON THE AIR . . .

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

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

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

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

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

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

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

The Editors

Remember there is only ONE

LUDWIG BAUMANN

Six Great Furniture and Radio Stores

EIGHTH AVENUE
WEST STREET
JAMAICA

35th to 36th Street
Between 42nd and 7th Avenues
Jamaica Park and Market Road

Between Livingston Street
29th Third Ave. near 52nd St.
Broadway and Central Avenue

BROOKLYN
BRONX
NEWARK

Six Radio and Sports Shops

410 Broadway Street
510 East 42nd Street
167 East 86th Street

218 East Fordham Road
620 West 134th Street
4 Gerty Square, Yankee

Radios, Tires and Sports Equipment Sold at All Stores

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the VOICES of BROADWAY

WITH GUEST STARS RIGHT FROM BROADWAY

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

BASIL RUYSDAEL

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



MERLE JOHNSTON

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

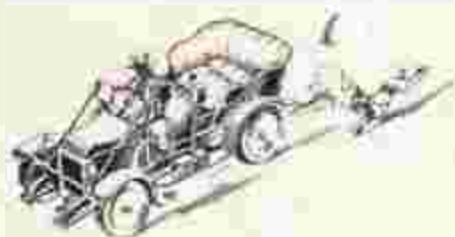
Below are a few of the Guest Artists who have participated on the Ludwig Baumann program. Still to be seen are not permitted to show a list of our Guest Artists on this page, but scattered throughout the book are in more than 100 columns, Belle Baker, Ruth Colburn, Cornie Corwell, Ethel Mermer, and Helen Morgan.





AMOS 'n' ANDY

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



BILL HAY

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



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



AMOS . . .

enjoys being a "know nothing" and is happiest when playing down or free characters at the broadcast.



ANDY . . .

or Andrew H. Brown, President of the Fresh Air Council, is popularly incorporated.



LUDWIG BAUMANN—For Radio's Best



RADIO has become FINE FURNITURE

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

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

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

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





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



KELVIN KEECH
taught the Princess of Wales how to play the ukulele. He was born in Humboldt, married a Russian waitress during the war.



MILTON CROSS
formerly a 3000 reb choir singer. His most popular broadcasts are the "Children's Hour" and "Slumber Hour."



JAMES WALLINGTON
handsome announcer whose popularity is due to his firm and ability to handle special events and addition broadcasts.



GEORGE HICKS
hails from Tacoma, Washington. He assists on many of their pertinent and acts of special events as well as on radio programs.

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

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



GRAHAM McNAMEE
will pack a wallop with his announcer jig. He was introduced here in 1931 and has headed the big ever since.



ANNOUNCERS...

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



LEE CRONAN
comes from Washington, D. C. He joined WOL's staff last December.



JOHN GAMBING
fought with the British and during the World War. After that he became a wireless operator in the merchant marine.

W
O
L



A. L. ALEXANDER
headman at WMCA
and winner of the
Daily Mirror's page
larry contest, is a
master of the King's
English.



WILLIAM MELIA
is king of the night
club announcers.
You can hear him
any night or morn-
ing over
WMCA.



FRANK KNIGHT
a tall distinguished,
British accent an-
nouncer, came from
St. John's, New-
foundland. Was
wounded in battle
of "Seine".



ED HUSING
may be announcing
a football game at
Yale Bowl or a
concert at Mid-
dletown in favor
of sports as announcer.



KENNETH ROBERTS
went from a street
company to substitute
to chief announcer
of W.T. Wood-
lyn is now on the
Columbia staff.



GEORGE BEUCHLER
has a few business
sides that furnish a
corner to his career.
He has specialized
in all kinds of
announcing of
concert programs.



LOUIS DEAN
just a chap from
Waydown on the
Gulf in Alabama.
He served in the
Navy during the
world war.



HARRY VON ZELL
a professional hawker
from Los Angeles
selected an easier
way of making a
livelihood by an-
nouncing.



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



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

RADIO presents a
VAUDEVILLE SHOW
 in Six Star Acts



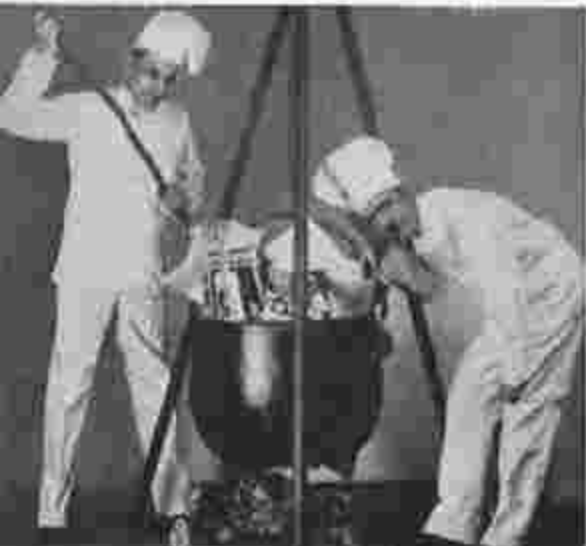
SISTERS of the SKILLET

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



**MILLER and
 LYLES** (below)

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



**BRAD BROWNE and
 AL LLEWELYN**

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

**COLONEL
 STOOPNAGEL
 and BUDD**

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



LUDWIG BAUMANN—For Radio's Best



WEBER and FIELDS

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

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



The GOLDBERGS

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

LUDWIG BAUMANN—For Radio's Best



GUS VAN

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

★ A LUDWIG BAUMANN GUEST ARTIST

KATE SMITH

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

★ A LUDWIG BAUMANN GUEST ARTIST



RUBINOFF

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



JESSICA DRAGONETTE

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



RUDY VALLEE

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



HENRY BURBIG

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

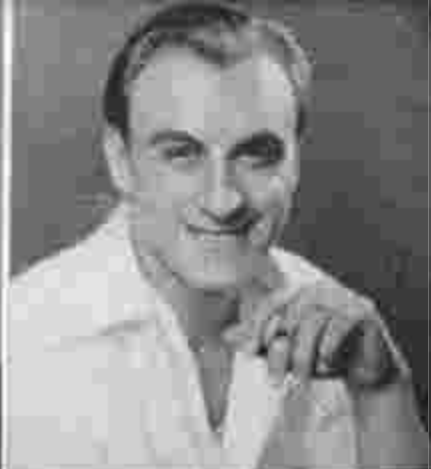
★ A LUDWIG BAUMANN GUEST ARTIST



LUDWIG BAUMANN—For Radio's Best

GRANTLAND RICE

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



RUSS COLUMBO

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

★ALFRED BAUMANN (LEFT) ARTIST

SOPHIE TUCKER

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

★ALFRED BAUMANN (LEFT) ARTIST



FORD FRICK

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

FLOYD GIBBONS

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



RUTH ETTING

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

★ALFRED BAUMANN (LEFT) ARTIST



LUDWIG BAUMANN—For Radio's Best



PAUL WHITEMAN and his BAND

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



COON-SANDERS

That danceable band heard from the "New Yorker" is directed by Carleton Coon and Joe Sanders, former of Kansas City. Joe is the ever smiling blue singing fellow at the piano and "Connie" hangs away at the drums.



BEN BERNIE

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



LUDWIG BAUMANN—For Radio's Best

DANCE MUSIC

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



JACK DENNY

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



VINCENT LOPEZ

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

WILL OSBORNE ...

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

★ A Lively Big Band Sound Awaits

LARRY FUNK

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

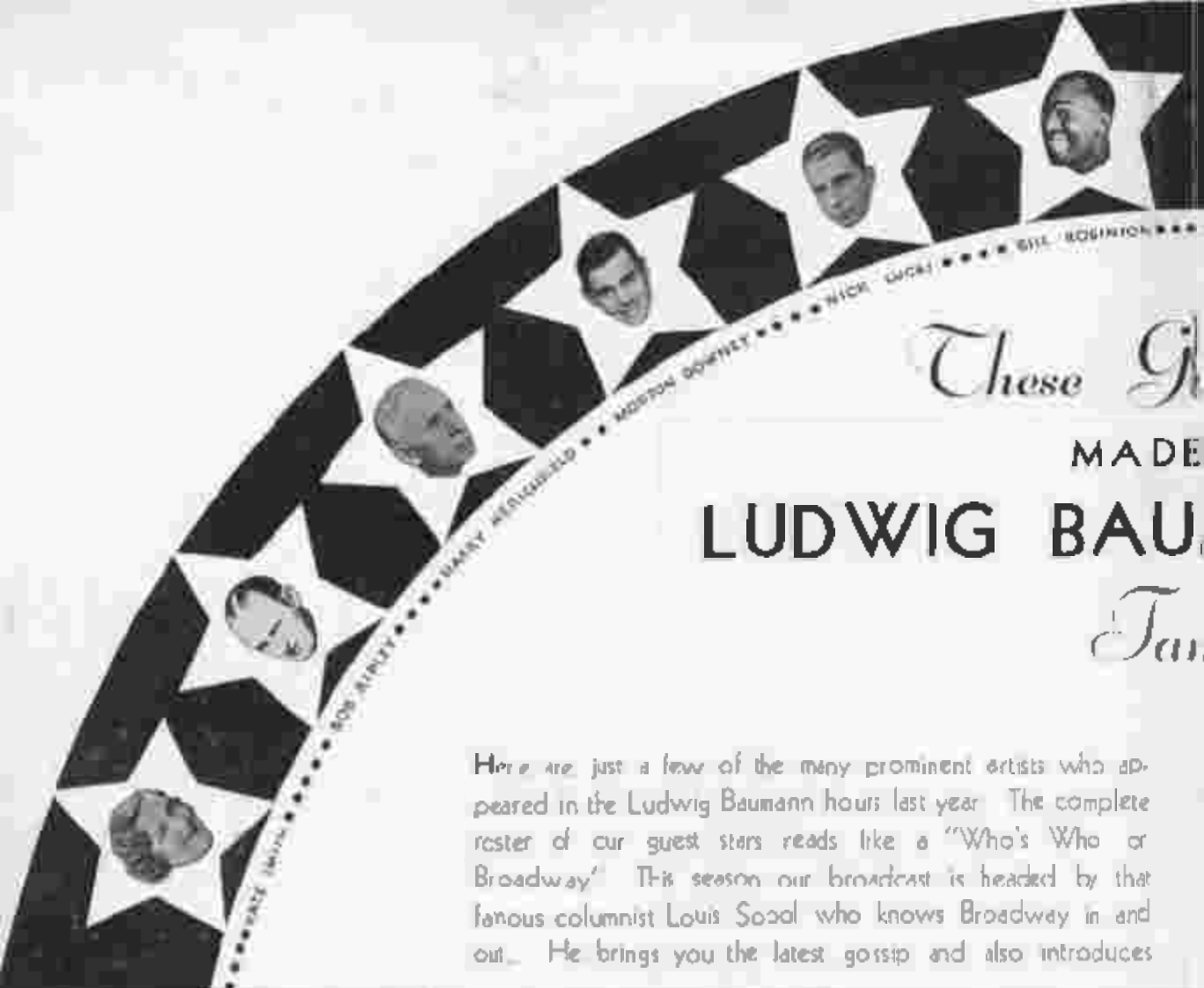


The LOMBARDO BROTHERS

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



LUDWIG BAUMANN—For Radio's Best



These G

MADE

LUDWIG BAUMANN

Tan

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

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



MERLE JOHNSTON A

Best Stars

THE BAUMANN HOUR

STARS

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



AND HIS ORCHESTRA

LUDWIG
BAUMANN
presents
LOUIS
SOBOL'S
"The Voice
of Broadway"

ARE YOU LISTENIN'?

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

★ MORTAB DOWNEY—A LUDWIG BAUMANN SCOUT AGENT



THE JESTERS

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



CLARA, LU and EM

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



THE THREE BAKERS

Yegorides-like spirit of '76 is the person of the "Three Bakers." Jack Parker, first tenor, Frank Luther, second tenor, and Darrel Woodyard, baritone are heard in songs and sketches each Sunday evening accompanied by music of H. J. Artz's orchestra.



LUDWIG BAUMANN—For Radio's Best

TRIOS



The BOSWELL SISTERS

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

★ Connie Boswell—A Ludwig BAUMANN Color Artist



LANDT TRIO and WHITE

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



LUDWIG BAUMANN—For Radio's Best



SNOOP and PEEP

Those "denon de-tes-ur-ives" are Charles Finon and Paul Winkopp, recently recruited from "three a day." Winkopp also had a turn at banking while Finon sailed the high seas as an able-bodied seaman.



BREEN and DeROSE

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



GENE and GLENN

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

LUDWIG BAUMANN—For Radio's Best



THE MILLS BROTHERS

These boys have had the latest race to success in music history. They are John, 21; Herbert, 19; Harry, 10; and Donald, 17; of Pipa, Ohio. Veteran musicians and orchestra leaders refused to believe that with only their voices they could simulate such musical instruments as the tuba, clarinet, saxophone and trombone. Yet nothing but a great accompaniment befitting of the Mills Brothers.

▲ *Lester Beckett, Great America*



JULIA SANDERSON and FRANK CRUMIT

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

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

LUDWIG BAUMANN—For Radio's Best



LITTLE JACK LITTLE



LILLIAN ROTH



LOWELL THOMAS



ANN LEAF



BING CROSBY



SYLVIA FROOS

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

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

★ A LUDWIG BAUMANN GUEST ARTIST

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

Ann Leaf This little lady, an organist, makes about fifteen broadcast weeks including the dreamy sometime program every night at bedtime.

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

★ A LUDWIG BAUMANN GUEST ARTIST

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

INTERESTING PERSONALITIES .. who offer a variety of entertainment



RAY PERKINS

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



ALICE JOY

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



RAYMOND KNIGHT

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



DR. ROCKWELL

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



MILDRED HUNT

A natural blond beauty of the platinum type, Mildred Hunt won a place in Ziegfeld's glorified chorus, when she left school in 1921. She redoubled her efforts at voice culture and reached stardom via the radio.

★ A LUDWIG BAUMANN
GUEST ARTIST



WELCOME LEWIS

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

★ A LUDWIG BAUMANN
GUEST ARTIST

LUDWIG BAUMANN—For Radio's Best



BEN ALLEY

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

★ A LUDWIG BAUMANN GUEST ARTIST



PHIL COOK

Has more wits than Solomon; had wits. He takes off eight to ten characters a each broadcast. A good (kelele) player, writes his own sketches and is married to his high school sweetheart.



EDDIE CANTOR

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

HEADLINERS of the AIR

HARRY HORLICK

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

WILL ROGERS

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

VAUGHN DO LEATH

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

★ A LUDWIG BAUMANN GUEST ARTIST



LUDWIG BAUMANN—For Radio's Best

for the YOUNG FOLKS

UNCLE DON

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



The CHILDREN'S HOUR at WA BC

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



BOB EMERY

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



"RAISING JUNIOR"

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



THE CHILDREN'S HOUR at WJZ

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

LUDWIG BAUMANN—For Radio's Best



"THE STREET SINGER"

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



GEORGE JESSEL

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

★ A LUDWIG BAUMANN GUEST ARTIST



FRANK HAZZARD

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

★ A LUDWIG BAUMANN GUEST ARTIST



GEORGIE PRICE

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

★ A LUDWIG BAUMANN GUEST ARTIST

TED WEEMS

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



WAYNE KING

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



"SINGIN' SAM"

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



NICK LUCAS

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

★ A LUDWIG BAUMANN GUEST ARTIST



LUDWIG BAUMANN—For Radio's Best

YONKERS

★ BETTY SQUARE

Remember these 100 only ONE
LUDWIG BAUMANN

EIGHTH AVENUE

35th ST REEF to 36th STREET

BROOKLYN

HONY and LIVINGSTON STREETS

125th STREET

BETWEEN 7th and LENOX AVENUES

JAMAICA

JAMAICA AVE. and MERRICK ROAD
NEXT TO VALENCIA THEATRE

BRONX

299 TH RD AVENUE

bet 181st and 182nd STREETS

NEWARK

BROAD STREET and CENTRAL AVENUE

SIX RADIO STORES

4 CORTLANDT STREET

100 EAST 42nd STREET

177 EAST 84th STREET

248 EAST FORDHAM ROAD

680 WEST 181st STREET

★ BETTY SQUARE, YONKERS

84th FORDHAM ROAD

BRONX

170 WEST 181st STREET

299 TH RD AVENUE
bet 181st and 182nd STREETS

MANHATTAN

146 W 78th STREET
bet 145th and 147th STREETS

QUEENS

181 EAST 84th STREET
bet 145th and 147th STREETS

JAMAICA AVENUE

100 EAST 42nd STREET
between 37th and 47th STREETS

4 CORTLANDT STREET
bet 37th and 47th STREETS

NEWARK

680 WEST 181st STREET
bet 179th and 183rd STREETS

4 CORTLANDT STREET

BROOKLYN

HONY and LIVINGSTON STREETS