

# THE RADIO ANNOUNCER . . .

## Musical Camera Star Achieves Ambition

Willie Morris, the "1847 Girl" of the "Musical Camera" series, being heard on Sundays at 4:30, over a coast-to-coast WEAf red network, is at last doing what she wants. When she was a child, she wanted to become a singer, but for a time it appeared that she would have a career as a concert pianist instead.

Willie was born in Mexico, Missouri. Her mother, an accomplished pianist, taught her the fundamentals of this instrument, and when Willie was 11 years old she played her first piano recital. This was at Hardin College in Missouri. When she was 12 years old, she organized a six-piece



Willie Morris

jazz orchestra which played at dances. Her instrument in this was not the piano but the saxophone. During the World War, she aided the Thrift Stamp drive by playing in small towns—as a ukulele soloist.

Willie Morris' college education was obtained at Hardin, whence she went to France where she studied piano for five years. In 1930, Madame Hilda Roosevelt, of the Paris Grand Opera, heard her sing and advised her to study singing—and not blues singing. She studied voice in Rome in 1930 and then decided to drop piano studies. When she notified her parents of this decision they were so annoyed they told her that they would no longer subsidize her musical education. Willie returned to America and continued her studies at the New England Conservatory in Boston. While studying she worked in a Boston radio station, which gave her the opportunity to sing over the air. Her broadcasts were so successful that she was invited to sing on network programs.

## Rhythmmaster



Rex Chandler

Youthful though he appears, Rex Chandler, conductor of the Ford Dealers "Universal Rhythm" broadcasts, heard over the NBC Blue network on Friday nights, has conducted orchestras all over the world. In the course of his travels, he has wielded a baton before orchestras on all Continents. It is because of this international musical background that he is ideally adapted for conducting the "Universal Rhythm" music.

## Pa Baxter, Cape Cod Yarn Spinner



Since Pa Baxter, of the "Ma and Pa" radio series, heard over the Columbia network nightly, sailed the seven seas, man and boy, for nigh onto three-score years, he can be expected to have a few yarns in his system. He is shown here unreeling one for his niece Penelope. In real life Pa is Parker Fennelly, one of radio's best known character actors, while Penelope is Ruth Russell.

## KILOCYCLE CAVALCADE

### SAFETY VIA MUSIC

The song, "The Nut That Holds the Wheel", that is heard weekly on the Rex Chandler program, is included for more than comedy effect. The song is a safety campaign in itself. Each week it is sung with new verses, all of them lampooning the hare-brained motorist who makes highways hazardous.

### 275 FOR WICKER

Irene Wicker, the Kellogg Singing Lady whose picture appears elsewhere on this page, becomes more popular by the year. Radio editors voting in the New York World-Telegram poll have again picked her program as the outstanding juvenile broadcast for the fourth consecutive year. The Singing Lady received 275 votes, and the next most popular program netted 75.

### REALISM

Children living in the metropolitan New York area who follow the adventures of "Billy and Betty" over WEAf each evening at 6:45, are treated to an unusual note of realism twice a month. The radio program tells of the adventures of Billy and Betty White in publishing an amateur newspaper. The series is sponsored by a leading milk company, and twice a month the dairy's routemen distribute copies of a

newspaper, as Billy and Betty might have printed it. The popular little paper, called "The Whatsit" has a circulation of almost half a million.

### ENGLAND NO SWINGLAND

Josef Cherniavsky, the dynamic maestro of the "1847 Musical Camera" heard on Sunday afternoons, has been giving a good deal of attention to the international situation as regards swing music. The English, he declares, are swing enthusiasts but can't do much about it except listen to American recordings. British musicians, says they, lack the necessary temperament—not to mention the ability to master the "hot licks."

### SKULLDUGGERY

Loretta Clemens, who sings each morning over WABC, was tricked into beginning her career as a radio singer. At one time she was doing a radio program as a pianist, and it was her practice to sing as she practiced. One day an executive of the station heard her sing and tried to coax her into singing into a microphone. She refused. A few days later, the executive planted a live mike near her piano. Then he called several other radio executives into his office to hear her. When she finished practicing they handed her a contract.

## The Singing Lady Listens



The very fact that she is not shown standing before a microphone makes the above picture of Irene Wicker, the Kellogg Singing Lady, news. She is shown here taking a busman's holiday by listening to a radio broadcast. An interesting feature of the above picture is the automatic radio timer shown on top of the set. The telechron device automatically turns a radio on and off at any predetermined time.

## Chatter As a Gag Led to Pearce's Gang

Arlene Harris, the "Chatterbox" of Al Pearce's Gang, started doing monologues as a gag just to have a little fun at home with her husband, a physician and surgeon. . . . After a trying day at the hospital and clinic the doctor would welcome Arlene's forced babbling. . . . In fact, it made such a hit that before long she was serious about it and actually launched on a professional career.

But that was back in 1931 in California, her adopted state. . . . And at the time Arlene had no idea that she'd be heard from coast to coast on the Ford Dealers' "Watch the Fun Go By"



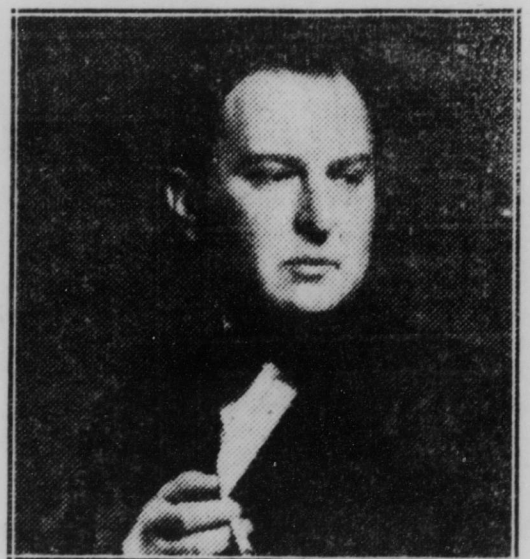
Arlene Harris

program on Tuesday nights over the Columbia network at 9. P.M. (EST).

The depression hit the Clan Harris just as hard as it hit thousands of other American families. . . . So the "Chatterbox" decided to capitalize what her friends declared to be excellent entertainment. . . . Station KFVB in Los Angeles was near her home. . . . She had a hunch one day in 1932. . . . Received an audition and soon was on a sustaining program.

Al Pearce caught her act in 1933 and invited her to guest star with his Gang. . . . One guest appearance led to another and as her audience increased so did her popularity. . . . Pearce signed her to a long-term contract and she has been with him ever since.

## Guest Conductor



Fritz Reiner

After conducting a triumphal series of concerts in Europe, Fritz Reiner, eminent symphonic and operatic conductor, has returned to America and will be heard twice on the air when he conducts the Ford Sunday Evening Hour on March 14th and 21st. The programs will be broadcast over the Columbia network.

While appearing in Stockholm on his last concert tour, Mr. Reiner received an ovation that was unique in the Swedish capitol. After a storm of applause, the great conductor was presented with two laurel wreaths. Following this, another storm of applause was set off when the orchestra accorded Mr. Reiner a fanfare.