

The PHILCO HOUR

Discovered!

... the identity of the
"OLD STAGER"

NOW it can be told. The man who directs the Philco Hour programs is Henry M. Neely, one of the best known men in radio, and a character as interesting as many of those that he puts on the air.

Mr. Neely first looked at life in Philadelphia in 1878. Since then he has looked things over in every corner of the world.

After graduating from the Penn Charter School, he joined the staff of the *Philadelphia Press* as an office boy. Subsequently he was Sunday editor, musical critic and editor of the children's page.

In 1903 he was a reporter for the *New York Evening Sun*, and in 1904 business manager of *Booklovers Magazine*. Then he returned to Philadelphia to be in succession city editor, acting managing editor and musical critic of the *Evening Telegraph*.

In 1908 he helped found the Philadelphia Operatic Society and the Aero Club of Pennsylvania. At the time when mouths opened and eyes stared at the sight of an airplane, and only "lunatics" flew them, he staged exhibitions.

In 1910 he formed one of the first wireless clubs in America. Then he started to write fiction, and has since written ten novels and fifty short stories. To get material, he made voyages as a wireless operator to many parts of the world. Among these voyages was a cruise on a Norwegian ship which was on a whale hunt for eight months. This ship reached close to the South Pole.

At the outbreak of war, he went overseas with the Y. M. C. A. After the armistice, he remained in Europe with a moving picture company.



Then came a wide experience in radio, starting with the directorship of Station WIP. In 1922 he started a radio magazine, which was later expanded into *Radio in the Home*. He also originated the radio department of the *Country Gentleman*.

Now he is Manager of Broadcasting for Philco, and has become known to millions of people as the "Old Stager." From this job—which he handles so well—he gets enough excitement to keep him away from ships, South Poles, and airplanes.

Miss Dragonette makes a record of "MEM'RIES"

DAY by day, the song "Mem'ries" swells in popularity. And it ought to, because it is a splendid piece of work. Anything that Henry Neely and Harold Sanford do in music is invariably excellent.

And now the song will be better known than ever, for Miss Jessica Dragonette has sung it for Brunswick-Balke-Collender Records. Ask your music store to let you hear it.

Programs for MARCH

Last month 12,000 copies of "The Philco Hour" were sent out at the request of the radio audience. This is popularity, indeed! But how easy it is to understand! For what music has ever made a greater impression on American people than that of Victor Herbert and Franz Lehar? And what voices could be procured to carry these scores with more artistry than those of Jessica Dragonette, Colin O'More, Doris Doe, Muriel Wilson, Charles Robinson and other Philco stars? Here, then, are five musical comedies for the five Saturday evenings of March. We are confident that you will enjoy them.



Sweethearts, *Victor Herbert*

Sylvia..... JESSICA DRAGONETTE
 Prince Franz..... COLIN O'MORE
 Dame Paula..... }
 Liane..... } DORIS DOE
 Van Tromp..... CHARLES ROBINSON
 Old Stager..... HENRY M. NEELY
 Musical Director..... HAROLD SANFORD

After a revolution in Zilania, the infant Princess Sylvia, heiress to the throne, is spirited away and abandoned. She is found and adopted by a laundress. The only person who knows her true identity is the monk Mikel, who awaits the return of the monarchy to make her queen.

On reaching womanhood, Sylvia falls in love with Karl, an

MARCH 3rd

army officer and a rogue. But Prince Franz, now heir to the vacant throne, travels incognito through the village, and he, in turn, falls in love with Sylvia.

Still another suitor is an English adventurer who has learned Sylvia's secret, and wants to marry her for her estates. At this time, the people of Zilania change their minds and demand the return of the monarchy.

Sylvia also changes her mind, realizing that it is for Franz that she really cares. But neither realizes that they are the two leading claimants for the throne.

The rest is terribly, terribly hard to predict, but we might add that the populace had a swell time at the wedding.

Gypsy Love, *Franz Lehar*

Zorika..... JESSICA DRAGONETTE
 Jozsi..... COLIN O'MORE
 Ilma..... DORIS DOE
 Lilia..... MURIEL WILSON
 Old Stager..... HENRY M. NEELY
 Musical Director..... HAROLD SANFORD

The Lady Zorika and Fedor are engaged. She has been attracted somewhat by his wealth and position, but otherwise finds him quite ordinary. She really loves his half-brother Jozsi, who possesses neither Fedor's wealth nor mediocrity. Jozsi is a gypsy who plays the violin masterfully.

Tired of the restrictions of court life, Lady Zorika longs to get

MARCH 10th

away from it and roam the forest with the gypsies. When the time comes for her wedding, she throws her bridal bouquet at Fedor and refuses to marry him. She flings herself into Jozsi's arms.

She follows Jozsi and his violin into the woods. But then she drinks magic waters that reveal the future to her, and she suggests that they be married in a church. This does not fit Jozsi's gypsy views, so Sylvia terminates the affair, and returns to Fedor, who has meanwhile seen the value of a more romantic attitude, and has amended his manners accordingly.

Heartbroken, Jozsi returns to his old gypsy life. But soon again he finds it to his liking.

Eileen, *Victor Herbert*

MARCH 17th

Eileen } JESSICA DRAGONETTE
Rosie Flynn..... }
Barry O'Day..... COLIN O'MORE
Lady Maude..... MURIEL WILSON
Shaun Dhu..... NORMAN JOLLIFFE
Colonel Lester..... CHARLES ROBINSON
Old Stager..... HENRY M. NEELY
Musical Director..... HAROLD SANFORD

During the famous Irish Rebellion of 1789, a price has been set on the head of Captain Barry O'Day. Two spies have informed Colonel Lester and his red-coats that Barry is at the Black Bull Inn.

Lady Maude Estabrooke, her niece Eileen, and Sir Reginald Stribling are roughly handled on a highway by the Irish peasantry, who at that time had little respect for "persons of quality." Barry extricates them, and they in turn save him from the red-coats.

When he first sees her, Barry falls in love with Eileen. She mistakes him for a groom, however, and resents his seeming impertinence. Later she discovers his real identity and is very much in love with him. In her anxiety for his safety, she almost betrays him, but again devises a clever ruse and frustrates the British.

Barry is later taken unawares and captured, but again gets out of it, and into Eileen's arms.

The Pink Lady, *Franz Lehar*

MARCH 24th

Claudine (The Pink Lady) JESSICA DRAGONETTE
Angele..... DORIS DOE
Desire..... MURIEL WILSON
Madame Dondidier..... MARY HOPPELL
Lucien } COLIN O'MORE
Maurice }
Old Stager..... HENRY M. NEELY
Musical Director..... HAROLD SANFORD

His marriage to Angele six weeks away, Lucien plans on one more visit with his old sweetheart, the Pink Lady.

Angele learns of her sweetheart's rendezvous and arrives at the scene. Lucien, already in an embarrassing position, makes matters worse by saying that his meeting is with Madame Dondidier, the wife of a prominent antique dealer. When the Pink Lady comes on the scene, she pretends to be this woman.

News of this intrigue gets back to Dondidier, with no resultant cementing of domestic relations. Lucien further complicates matters by taking the Pink Lady to a mask ball. Disguised as a fortune teller, Angele interrupts a scene between these two and shows her lover Lucien the mistake he has made.

Madame Sherry, *Karl Hoschna*

MARCH 31st

Yvonne..... JESSICA DRAGONETTE
Lulu..... MURIEL WILSON
Catherine..... DORIS DOE
Edward..... COLIN O'MORE
Theophilus..... CHARLES ROBINSON
Old Stager..... HENRY M. NEELY
Musical Director..... HAROLD SANFORD

Edward Sherry, who is the heir of his uncle Theophilus, an eccentric character, has led him to believe that he is working hard in New York, studying to become a great musician. Edward also lets his uncle believe that he is married and the father of two beautiful children. The funds of the old gentleman are much in demand by this scapegrace young nephew. When

Theophilus arrives on the scene, Edward is at his wits' end to produce both the musical talent and the family, neither of which he possesses. Theophilus is accompanied by Yvonne, a beautiful and demure young girl raised in a convent.

To deceive his uncle, Edward persuades his Irish landlady to impersonate Madame Sherry. A dancing teacher, with whom Edward had been in love, and one of her pupils pose as his children. In the course of the play Edward transfers his affections from the dancing teacher to Yvonne. Various complications necessarily arise during the second and third acts which are principally devoted to Theophilus' detective work in solving the mystery of Madame Sherry. Everything is eventually explained to his satisfaction, and he sanctions the engagement of Edward and Yvonne.

Stations Broadcasting "Philco Hour" *Every Saturday Night*

9 p.m.—Eastern Standard Time

8 p.m.—Central Standard Time

WJZ, New York; KDKA, Pittsburgh; KYW, Chicago; WBAL, Baltimore; WRC, Washington; WHAM, Rochester; WJR, Detroit; WLW, Cincinnati; KSD, St. Louis; WCCO, Minneapolis-St. Paul; WTMJ, Milwaukee; WOC, Davenport, Iowa; WHO, Des Moines; WOW, Omaha; WDAF, Kansas City; KVOO, Oklahoma City-Tulsa; WBAP, Dallas-Ft. Worth; WHAS, Louisville; WSM, Nashville; WMC, Memphis; WSB, Atlanta; WBT, Charlotte, N. C.; WJAX, Jacksonville;

WEEI, Boston; WJAR, Providence; WTIC, Hartford; WTAG, Worcester, and WCSH, Portland, Me.

In addition to the regular "Philco Hour" program broadcast every Saturday night through the stations listed above, a special "Philco Hour" program is broadcast on the same evening through these N.B.C. Pacific Coast stations: KPO-KGO, San Francisco; KFI, Los Angeles; KDW, Portland, Ore.; KOMO-KFOA, Seattle, and KHQ, Spokane.

You'll Want These "Philco Hour" Programs Regularly

They make a valuable permanent record for the radio fan interested in musical comedy progress. In the selection of the "Philco Hour" presentations we confine our choice solely to the very best of the musical comedy and light operatic successes of yester years. Whenever possible, the leading roles are re-enacted by the stage stars who featured the original productions.

We will gladly place your name on our mailing list for regular receipt of these weekly programs. They're free to you, of course! Your request is all that is necessary.

PHILADELPHIA STORAGE BATTERY CO.
Ontario and C Streets Philadelphia, Pa.

"Mem'ries"

Words by
HENRY M. NEELY

Music by
HAROLD SANFORD

Moderato

Mem'ries, Mem'ries, Mem'ries of you dear heart you

lovd me so. — Back through the years

smiles through the tears, mem'ries come and go —

Hold me clo - ser kiss me a - gain and

while the fire - light plays — Tell me you

love me dear now as then Gold - en mem o ry

days — days —