

Continued on Page 17) gauges. 17 N 275 (Adv)

# "Solemn Old Judge," New Director For WSM, Glad to Be Back South

## Winner of Radio Digest's "Popularity Cup" Wants Station to Serve City Best It Can.

"I'm tickled to death to be back in Dixie."

That was the "Solemn Old Judge's" greeting to Nashville expressed by the "judge" himself George Dewey Hay, new radio director of WSM, the National Life and Accident Insurance company's big broadcasting station, shortly after his arrival here Wednesday afternoon.

Mr. Hay, whose voice is known wherever radio "bugs" turn dials and adjust amplifiers, drove through the country from Chicago in his new "trick fizzle," as he terms his car, accompanied by his wife and two daughters, Cornelia, 6; and Margaret, 2. They left the Illinois metropolis Sunday and

much fatigued and bespattered with mud, arrived at Nashville.

WSM's new director will spend the rest of this week looking over the ground and the air here and making preliminary plans for taking charge of the station. He will go "on the air" at 6:30 p. m. Monday night.

This new "Voice of Nashville" needs no introduction to Nashville and Tennessee radio fans. As announcer of WMC, the Memphis Commercial Appeal's station, he won such wide renown and popularity that last year he was awarded the Radio Digest cup as the most popular announcer in the country. For the past 18 months he has been directing the destinies

(Continued on Page 14-)

# "Solemn Old Judge" Arrives to Direct Destinies of WSM

(Continued from First Page.)

of WLS, Sears-Roebuck's big Chicago station, with ever increasing popularity. From these two nationally known stations he comes to take charge of Dixie's newest and finest outfit and to help make the name of Nashville a synonym for excellence in the radio world.

The person who takes Mr. Hay's title of the "Solemn Old Judge" at its face value and goes looking for a portly jurist of stately mien and dignity will get a big surprise. Instead of being an old judge, the "judge" is a mighty young judge, who just touched his 30th birthday last Monday.

This "judge" is a slim, youthful figure with a ready smile and a cordial handshake. Although an Indianan by birth, he has spent many years in the South.

Like most of the leaders in radio directing, Mr. Hay literally "fell into" the work, which was destined to bring him national fame. He was writing a feature column and working on the rotogravure section of the Memphis Commercial Appeal when WMC was established. After several experts had experimented with directing the station, Mr. Hay was called upon to take charge. His success is a matter of record.

Among the new ideas which he introduced at WMC was the Mississippi river steamboat whistle, which he used as a "sign-off." He brings to WSM a new signal, this latest being a railroad whistle which is guaranteed to make the lordly whistles of the Dixie Flyer and Pan-American locomotives become shrill with envious anger and the plaintive tootings of the Tennessee Central engines even more mournful.

Although Monday night will mark Mr. Hay's first appearance on the air as director of WSM, it will not be his first appearance on that station's program. He was one of the three announcers who directed WSM's inaugural program, and contributed much to the success of that event.

"The Solemn Old Judge" has two rules for the new profession of radio directing and announcing. One is "be human." The other is "be natural."

"I want to do everything I can to help WSM to serve Nashville and the South," said Mr. Hay Wednesday night, "and the station will do its best to prove a worthy asset to the South. Already it has won national recognition and widespread praise."