

104

GOING FORWARD WITH RADIO



1090 ON YOUR DIAL

Al Ross

Baltimore's top morning disc jockey, Al Ross is out of bed six mornings a week while most people are still dreaming and on the air by 6:30. From then until 9:15 he gives **WBAL's** listeners a combination of records, transcriptions and pleasant chatter that has, in turn, given him clear leadership in his brand of entertainment. A veteran in radio (he started announcing when he was fourteen), Ross easily adapted himself to television and is now heard on the air more than any other personality in Baltimore.



Al Ross strums his ukelele and sings an old favorite.



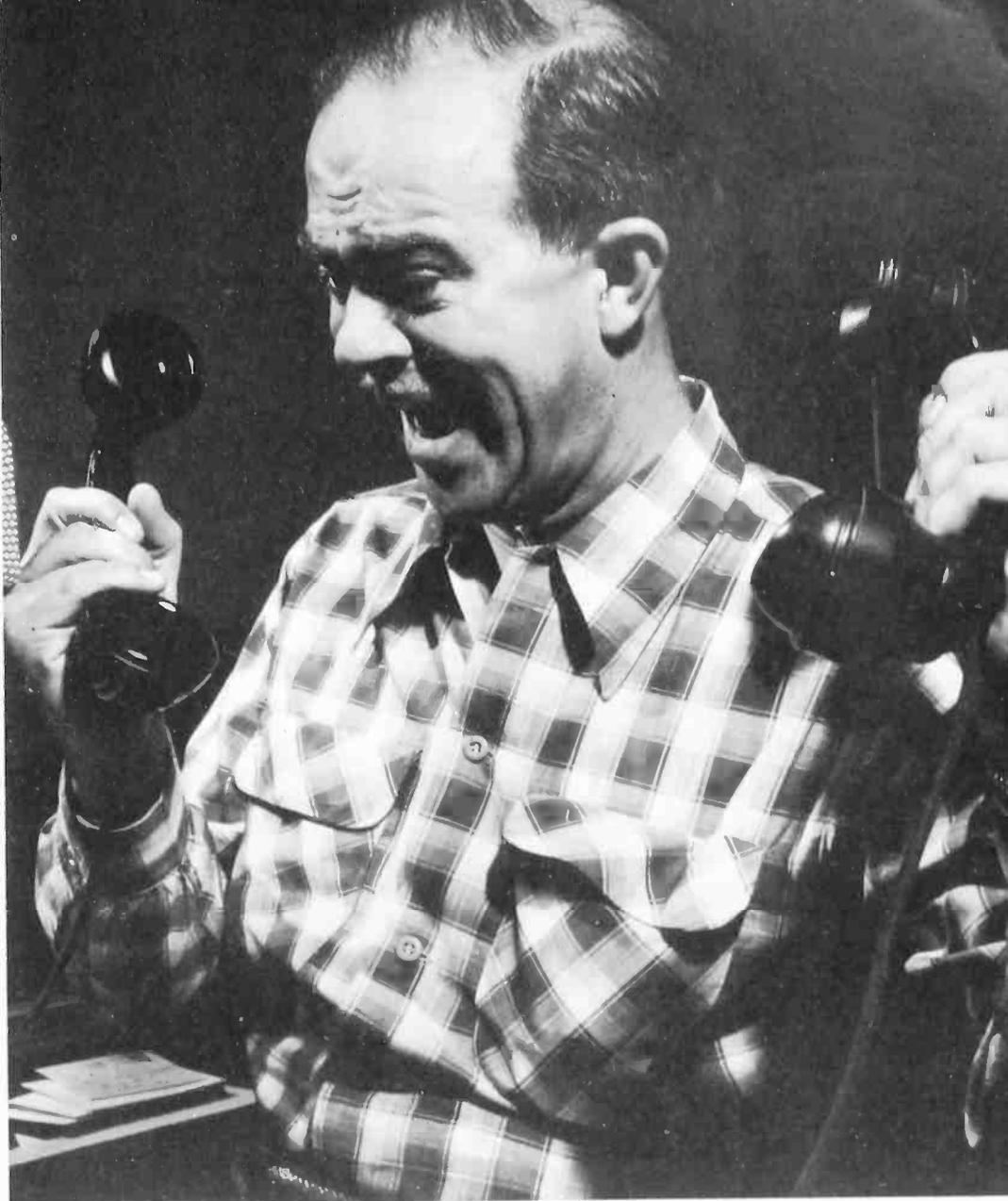
"Oscar" winner Broderick Crawford pays a visit.



Al Ross cues in a transcription.

Bill Herson

Anyone as active as Bill Herson should be nationally famous — and he is. Bill is known across the country for his "Coffee with Congress" broadcasts for NBC, his yearly Doll House projects at Christmas time and his morning broadcasts over Station **WRC** in Washington. Extremely versatile, he plays the piano, organ and celeste and sings, thereby keeping listeners entranced and the phones ringing as they call in requests.



What do you do when they all call in at once?



"Herson in Person" entertains at the organ.

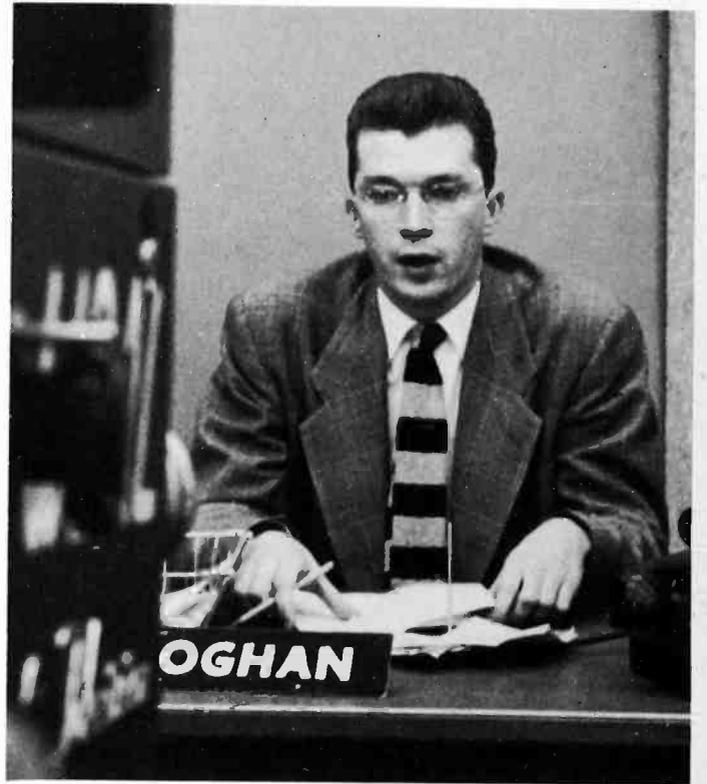


Receptionist Janet McComas joins Bill in a duet.

SPORTS



Bailey Goss and the National Sports Parade Monday through Saturday over **WBAL** at 6:05 P. M.



Editor Joe Croghan gives **WBAL-TV's** listeners late flashes from the world of sports.



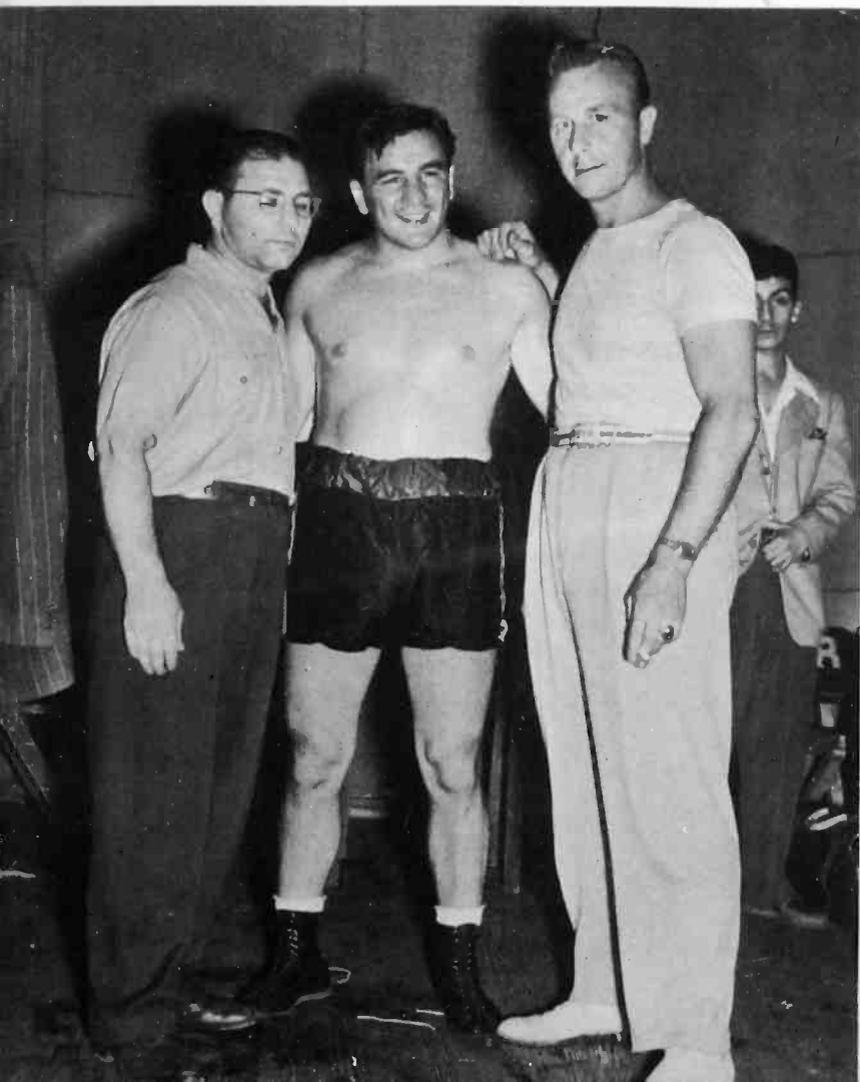
Veteran editor Walter Linthicum is the dean of Baltimore's sports announcers.



SPORTS



Joe Croghan interviews swimmers at Loyola College meet.



Bailey Goss with prizefighter Tammy Mauriello before a bout.

NEWS



WBAL's news editors Galen Fromme (foreground) and Tom White check the teletype wires.



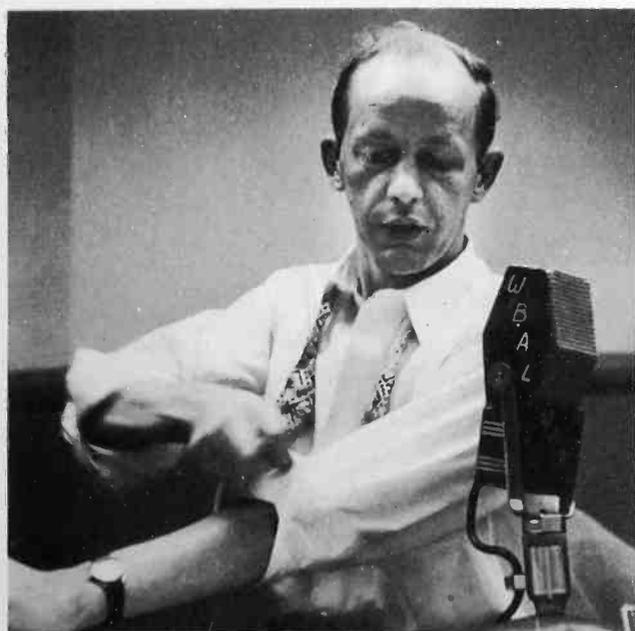
2. But a good story gets him agitated.



3. In the heat of a broadcast, he takes off his coat.



1. Galen Fromme, Baltimore's top newscaster, is always neat at the beginning of a broadcast.



4. The tie is undone and the sleeves go up.



5. Finished . . . exhausted . . . but his words have been heard by thousands.

NEWS



WBAL-TV's "City Desk" staff on the air. Left to right are Joe Croghan (sports), Tom White (local news), Galen Fromme (national news) and Keith

McBee (features). Photograph from control room shows picture on monitor which public sees.



Al Ross



Jay Grayson



Joe Croghan



Walter Linthicum



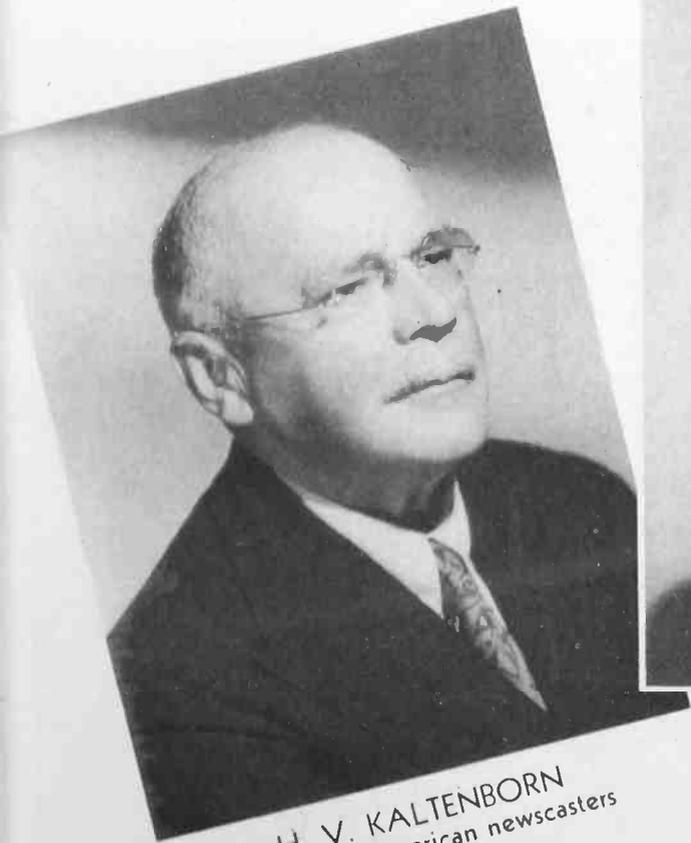
Dave Conor

*WBAL's Esso News Reporters are Heard Monday through Saturday
at 7:30 A. M., Noon, 6 P. M. and 11 P. M.*

NEWS



Ned Brooks, left, Ray Henle, center and Felix Morely team up for NBC's Sunoco 3-star extra Monday through Friday at 6:45 P. M. over **WBAL**.



H. V. KALTENBORN
Dean of American newscasters



MORGAN BEATTY
"News of the World"
Monday through Friday at 7:15 P. M.



LEON PEARSON
NBC's roving European reporter.

NBC STARS



BOB HOPE
9 to 9:30 P. M. every Tuesday



HOPE takes a punch line on the chin
from singer DORIS DAY



FRANK SINATRA and DOROTHY KIRSTEN
They're on "Light up Time" at 7 P. M.
Monday through Friday



EZIO PINZA
A frequent guest on the "Telephone
Hour" and NBC's "Theater Guild"

NBC STARS



FIBBER McGEE & MOLLY
9:30 to 10 P. M. every Tuesday



ED "ARCHIE" GARDINER with guests FRANCES LANGFORD and JON HALL. "Archie" presides at Duffy's Tavern 9:30 to 10 P. M. every Thursday.



DURANTE noses in on DON AMECHE
"Der Schnozz" is on 9:30 to 10 P. M. every Friday.



"A DINK A DINK A DO"
Beloved comedian is an NBC veteran

NBC STARS



ALICE FAYE and PHIL HARRIS
Masters of family confusion every Sunday at 7:30 P. M.



DAISY BERNIER
Pretty Irish colleen is a regular on the "Fred Waring Show"



JEFF CLARK
Popular young vocalist is heard on the Saturday "Hit Parade" at 9 P. M.



BERT PARKS
He emcees "Break the Bank" at 9 P. M. every Wednesday.

NBC STARS



FANNY BRICE as "BABY SNOOKS"
Her "Why daddy?" is heard at 8:30 P. M. every Tuesday



HOWARD DUFF as "SAM SPADE"
Popular mystery thriller at 8 P. M. Sundays



"THE GREAT GILDERSLEEVE"
Hal Peary is always in trouble at 8:30 P. M. each Wednesday



CLAIRE NIESEN in "BACKSTAGE WIFE"
Serial drama started its 16th year on the air last February

NBC STARS



DENNIS DAY
9 P. M. each Saturday **WBAL** brings you
"A Day in the Life of Dennis Day"



PENNY PERRY
Lovely Miss Perry sings with
the "Fred Waring Show"



JUDY CANOVA
Judy cavorts over the NBC network
at 10 P. M. Saturdays



MR. and MRS. RONALD COLEMAN
Their "Halls of Ivy" program is
on each Friday at 8 P. M.

NBC STARS



DORIS DAY
She's as lovely as her voice



GORDON MACRAE
Rising young singer is heard
on the "Railroad Hour"



BRIAN DONLEVY
He stars as Steve Mitchell in NBC's "Dangerous
Assignment" at 10:30 P. M. Monday nights



MINDY CARSON
Beautiful Miss Carson is a frequent NBC guest

Reginald Stewart conducts the Baltimore Symphony Orchestra for NBC

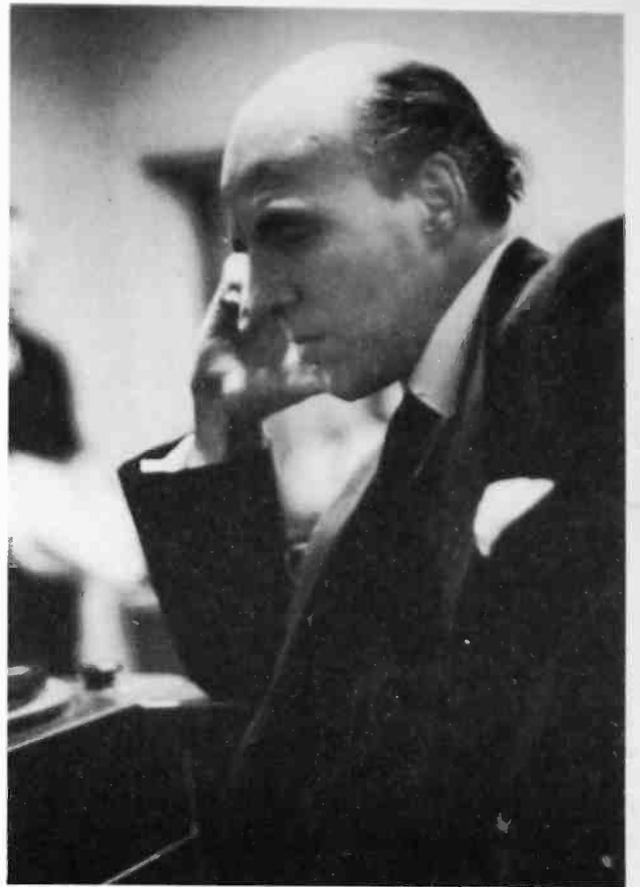


"Pioneers of Song" program from the stage of **WBAL's** Air Theater





ENGINEER BILL BRICKER IN **WBAL** CONTROL ROOM



Reginald Stewart listens to a playback of his symphony broadcast.

Mollie Martin and "The Captain", her husband, present features, interviews and women's news over **WBAL** from 1:30 to 2 P. M. Monday through Friday



IN THE PUBLIC SERVICE



On behalf of Television Station **WBAL-TV** and the Hearst newspapers in Baltimore, William Randolph Hearst, Jr., (left) accepts the American Legion's 1949 Award for Service to Disabled American Veterans. Presenting the award is Assistant Secretary of Defense, Paul Griffith, past national commander of the American Legion.

PUBLIC SERVICE



Miss Geraldine Blakey points out some of **WBAL's** awards.

For its efforts in behalf of education, industry and the general public welfare, Station **WBAL** has received awards from these organizations:

National Conference of Christians and Jews
The American Legion
Community Chest of Baltimore
Veterans of Foreign Wars
The Variety Club
American Cancer Society

Maryland League for Crippled Children
Proctor & Gamble
Bureau of Sanitation
National Safety Council
Department of Maryland, 29th Division Association
Esso Standard Oil Company

Our Respects To —



DAVID EMRICH WEGLEIN

RETIREMENT in the lives of most men is a time for closing busy careers and beginning a period of quiet, earned relaxation. But not so with Dr. David Emrich Weglein. When in 1946 Dr. Weglein retired as superintendent of Baltimore City Schools, a position he had held for 21 years, these words were written for the occasion: "His characteristics . . . may be briefly summarized in the words—competence, courage, common sense, and endless capacity for hard work."

Today, in his role as public service counselor for WBAL WBAL-TV Baltimore, the words still apply to Dr. Weglein. His period of retirement was virtually non-existent. The desire for quiet, earned relaxation was overcome by the "endless capacity for hard work." On April 14, 1947 Dr. Weglein accepted his present position with WBAL.

Although his radio career had a rather late beginning, Dr. Weglein's vast experience in educational fields, his ready grasp of rapid developments in science, and his ability to utilize those developments for the best interests of the public, have made him one of the most important public figures in Baltimore's radio and television circles today.

An example of this progressive thinking can be found in an experiment he recently launched in cooperation with several Baltimore schools.

Dr. Weglein arranged to have various instructors give brief lessons on their subjects before WBAL-TV's cameras in the station's studios. Television receivers were then set up in school classrooms, and the lessons were incorporated into the regular teaching periods at the schools.

At the close of the series in June, a committee from the board of education met with Dr. Weglein to study the effectiveness of the television lessons. Whole hearted support of the project was voiced by the committee and plans are being made to continue and expand the in-school televising during the coming school semester.

Dr. Weglein feels that such a plan will have several advantages. For one thing, he points out, some laboratory experiments require scarce or expensive equipment not accessible to all schools. Television can solve that problem easily, he says. Just put the teacher and the equipment in front of a camera, telecast them, and the instruction immediately becomes available to every student in the city.

Such innovations and advanced thinking do not seem particularly remarkable to the Doctor. They are merely a continuation of the policy he pursued for more than 50 years as a Baltimore educator.

Born in Baltimore on June 10, 1876, David Weglein attended public schools there and graduated from Baltimore City College. He received his A.B. degree from Johns Hopkins U., his M.A. at Columbia U. and his Ph.D. from Johns Hopkins.

Dr. Weglein began his teaching career as vice principal of a Baltimore elementary school. He then became a member of the faculty of the Baltimore Training School for Teachers and was later promoted to instructor and Head of Department in the Baltimore City College.

Promotions came rapidly to Educator Weglein. He became principal of Western High School, assistant superintendent of schools, first assistant superintendent of schools, and, in November 1925, superintendent of Baltimore City Schools, a position he retained until his retirement on July 1, 1946.

The interval between "retirement" and joining WBAL was not a period of idleness for Dr. Weglein. Throughout his teaching and administrative career he was active in the Dept. of Education at Johns Hopkins U. and during the year 1946-'47 he was educational consultant in the U. S. Office of Education in Washington, D. C.

Since 1947, when he became public service counselor for WBAL WBAL-TV, he has been responsible for arranging broadcasts bringing Baltimoreans the opinions and ideas of the city's top educational, cultural and civic leaders.

The belief that accomplishment merits recognition has long been a guiding policy of Dr. Weglein's. Putting this theory into practice, he was responsible in 1947 for inaugurating the WBAL Merit Awards. These honors are awarded regularly for outstanding achievement in various fields—civic activities, government, business and industry, medicine, education, social welfare, and agriculture.

Encourage Achievements

Purpose of the Merit Awards is to encourage and recognize the achievements of Maryland men, women and organizations who "at this very moment . . . are working toward goals that will contribute to a new and better world of tomorrow." The individuals or organizations to be so honored are selected by three-member committees representing each of the fields. Dr. Weglein serves as chairman of

the committees and as WBAL's representative in the project.

Dr. Weglein outwardly gives little indication of the tremendous energy and determination characteristic of his work. The results, however, speak for themselves.

As is to be expected, the Doctor also is active in civic and fraternal organizations. He is a member of Phi Beta Kappa and Phi Delta Kappa. Club memberships include the Rotary, Civitan, University and Johns Hopkins Clubs. He is former president of the Middle States Assn. of Colleges and Secondary Schools, former president of the Maryland State Teachers Assn. and of the Educational Society of Baltimore.

Dr. Weglein was at one time chairman of the board of the Baltimore Safety Council and is still active in its program. For some years he has been chairman of the Junior Red Cross in Baltimore, is interested in Boy Scouts work and has taken part in numerous civic activities such as the Community Chest.

A bachelor, Dr. Weglein describes his hobbies as reading, music, motion pictures, and, of course, radio.

Many words of praise for Dr. Weglein were written when he retired as school superintendent. Like the brief summarization of his characteristics, these words from the publication *School Executive*, written in 1946, still stand:

"No man has ever given more of his time and energy to a job than has Dr. Weglein. The task of superintendent of schools in a large city is a heavy one. He knew no restricted hours of service, and recognized that no phase of the city's program was too limited to merit his attention.

"Not only was Dr. Weglein interested in Baltimore, but he gave generously of his time, advice and service to study national problems. Probably no other man has ever been called upon as frequently or rendered services more constructively or more unselfishly than has Dr. Weglein in representing the needs of education in the national councils."

Today at the age of 73, Dr. Weglein's "endless capacity for hard work" continues to make him one of the guiding lights of education—now, education by radio and television.

Reprinted from

BROADCASTING
The Newsweek of Radio and Television
TELECASTING

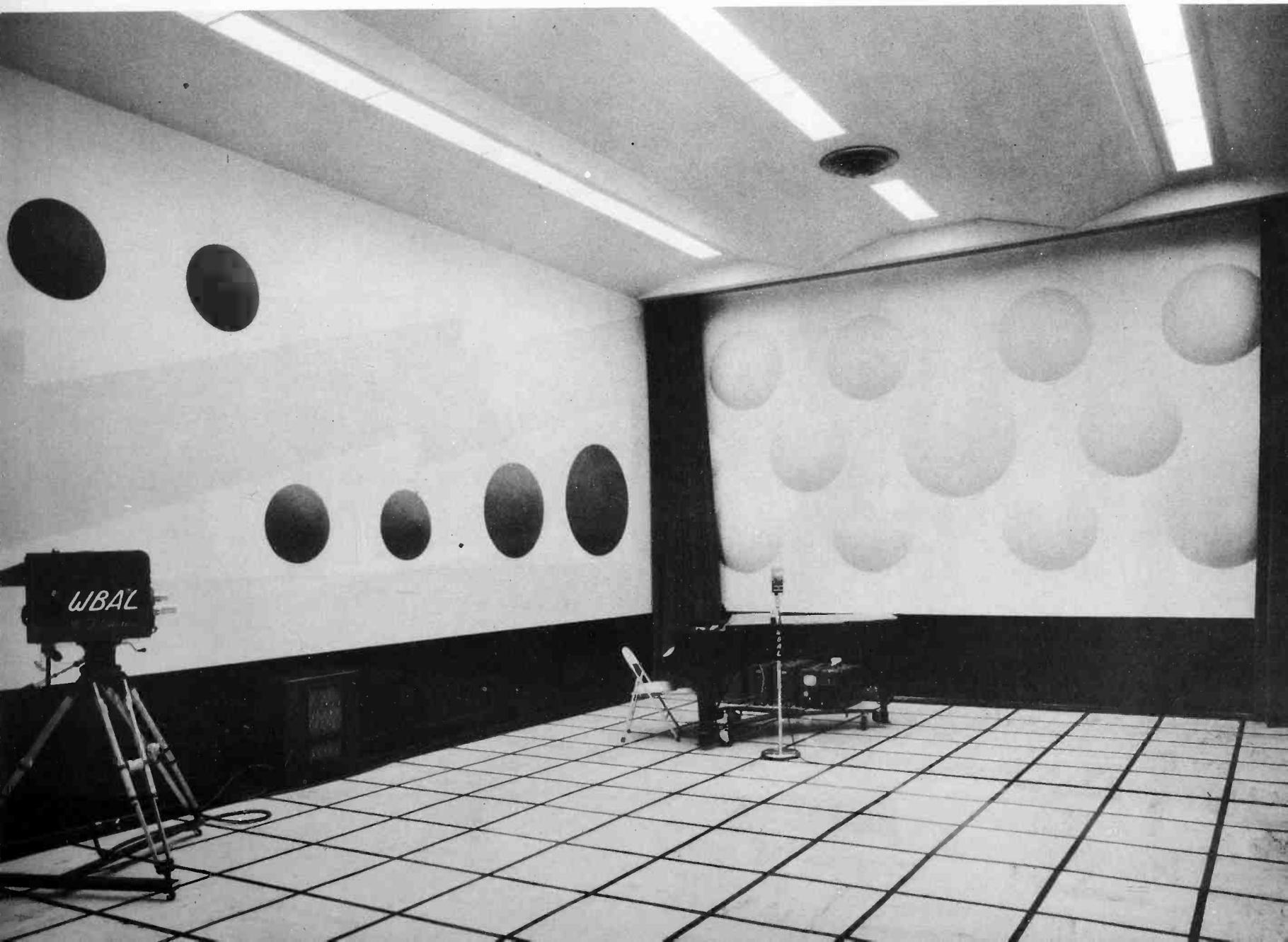
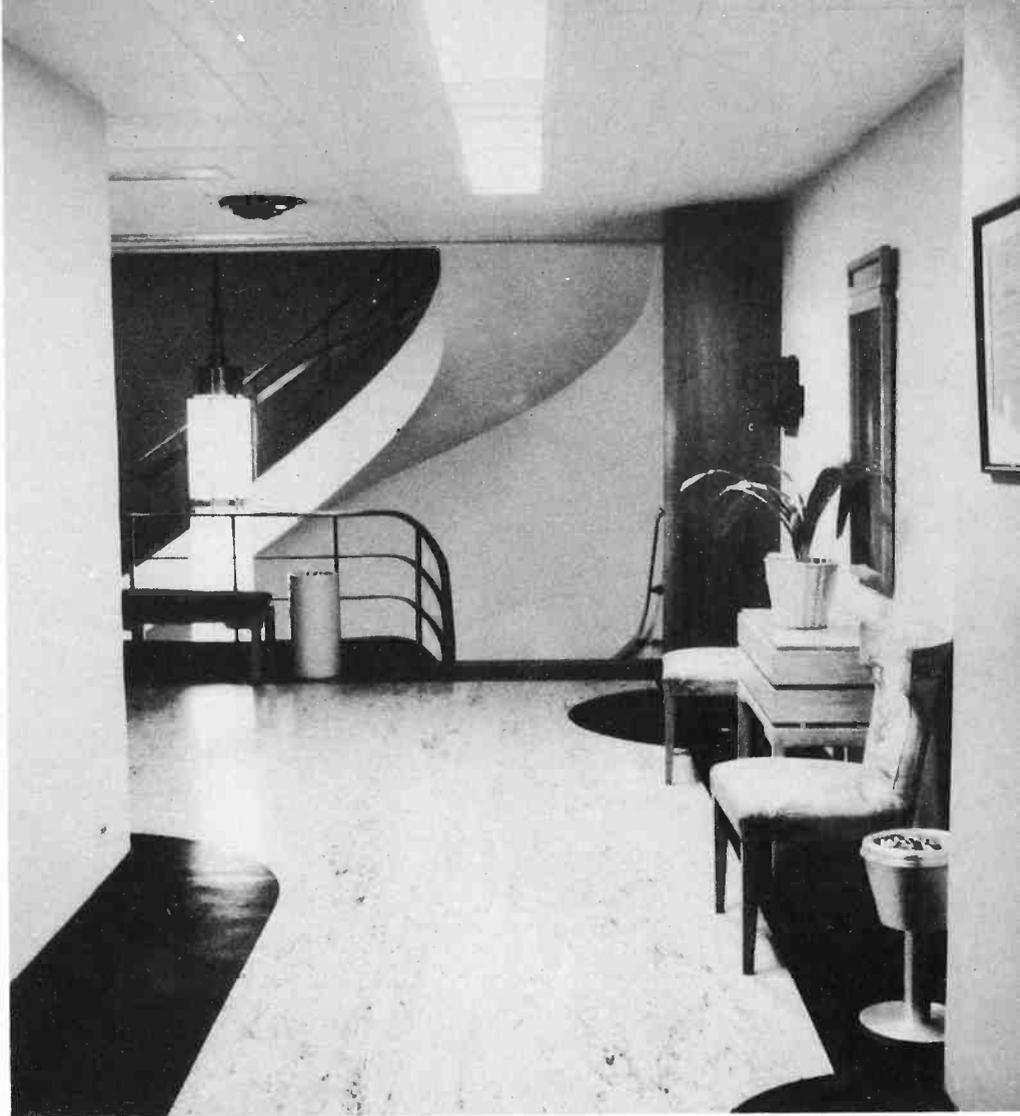
July 25, 1949



WBAL and **WBAL-TV's** studios are the most modern in Baltimore City. At left is the hallway leading from the Air Theater. Below is the spacious foyer on the second floor.



A sweeping, circular staircase, at right, greets **WBAL's** visitors. Below is the futuristic studio, designed after the most modern NBC studios in New York City.





Dave Henderson directs a television program from the control room



High school students get a chance to appear on television over **WBAL-TV**



This is **WBAL's** master control room, technical heart of the station.

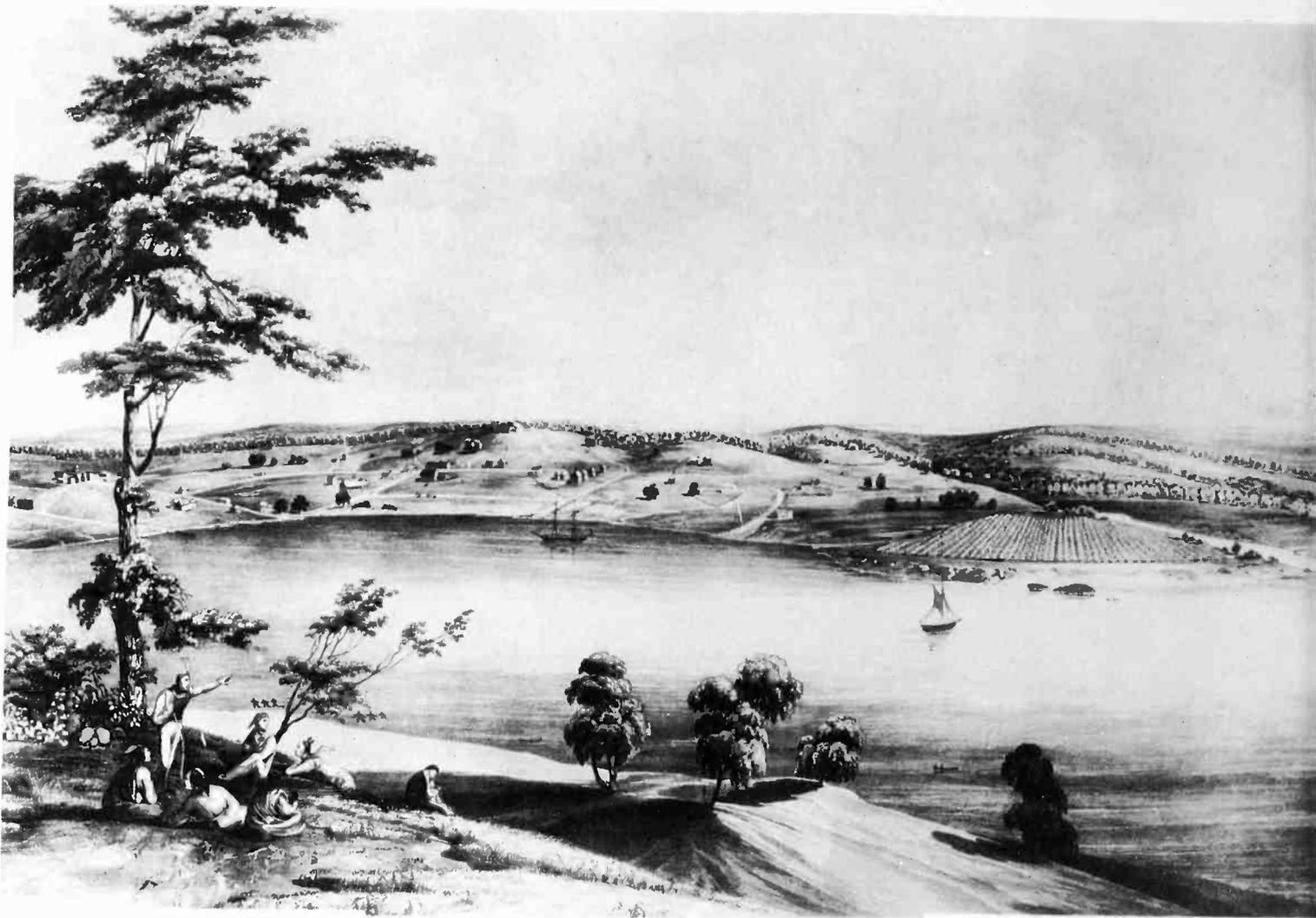
Louis Azrael, popular columnist for the Baltimore News-Post, is heard on both **WBAL** and **WBAL-TV** with his programs, "Industry Looks at Baltimore's Opportunities."



The Baltimore & Ohio Railroad's Glee Club broadcasts from the stage of **WBAL's** Air Theater.

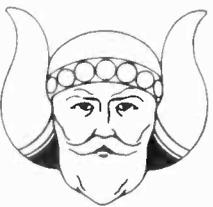


Progress in Baltimore



1. This is Baltimore as it looked in 1752

2. Nearly two centuries later, Baltimore looks like this today



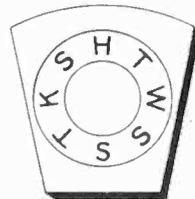
Progress in Baltimore



1. Historic Fort McHenry, where the "Star Spangled Banner" was born



2. This is the George Washington Monument, Baltimore's most famous statue



Progress in ●



Baltimore

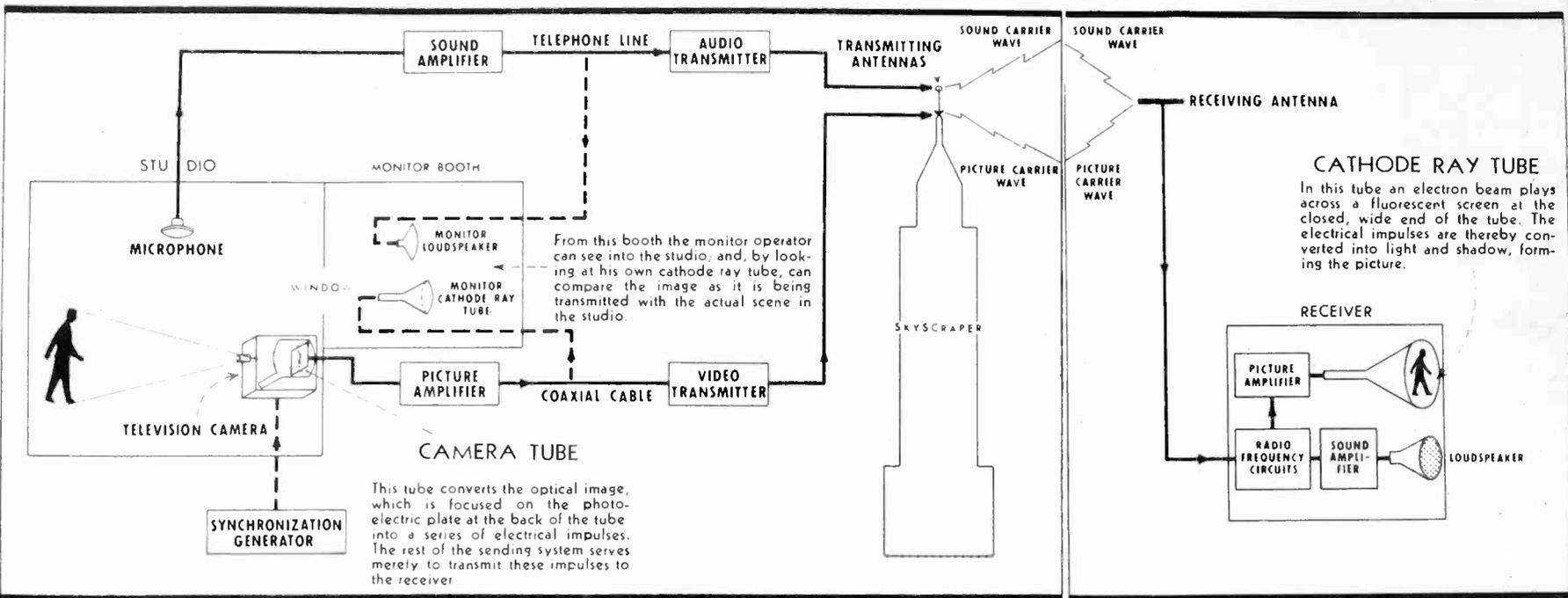


Here is the heart of Baltimore, the busy downtown area with the great port in the background. Here is commerce, life and — — progress.

Teletips -- Helpful

DIAGRAM OF A TELEVISION SYSTEM: FOR SENDING---

--AND RECEIVING



When the television cameraman focuses the image in his camera, this image falls upon a highly sensitive plate in the camera tube which is called a mosaic, a pattern made up of a number of tiny electric eyes each of which is light sensitive. The picture falls upon these electric eyes in such a manner as to form a pattern of millions of tiny spots of different degrees of light and dark. At the opposite end of the camera tube a tiny "gun" shoots minute charges of negative electricity against this mosaic and at the point where there is strong light, each little dot accumulates a strong charge of electricity with the lighter dots having weaker charges and the black portions no charge at all.

The beam of electrons from the gun moves across the mosaic image in a steady stream, sweeping from left to right in a straight line and discharging each little dot in turn and causing a current of electricity to flow from the plate, the current varying in intensity depending upon

the amount of light on each individual spot. The electron gun is "aimed" by means of a set of deflecting coils which keep it moving in orderly left-to-right sweeps, moving to the next line below after each trip across the image. This is called "scanning" and there are 525 of these "scanning" lines in each picture. The signal current which the millions of tiny electrical charges have created is carried by wires to the transmitter where it is superimposed upon a "carrier" wave which transmits it through the air to your receiver. Along with the signal current and the carrier wave are transmitted other electrical impulses which "line-up" or synchronize your set to act in harmony with the camera.

As the current reaches the television receiving set it goes through a similar process as in the camera with the exception that the process is reversed. As the electrical impulses enter the controls of the set, one by one in the same order they were transmitted from the camera,

they activate another electron "gun" which beams the stream of electrons against a sensitive plate in the cathode tube which is the viewing scope of the set and the "window" upon which you see the program. (See sketch on opposite page.)

Since the image focused on the television camera is most generally moving, you must see several picture images a second or the picture will appear to stand still. When you watch a movie, you actually see 24 separate pictures or "frames" a second which is the minimum necessary to create smoothness. In television, the movement is much smoother due to the fact that 30 frames a second are transmitted. It has to be 30 frames because television power lines are geared to 60 cycles a second. So, in television you see 30 separate pictures every second composed of 525 lines each. By multiplying these two numbers you can get some idea as to the number of impulses hitting your television screen every second.

The room should not be too dark. This causes too great a contrast between the brightness of the television picture and the surrounding darkness and the eyes have to work harder to adjust themselves to this contrast. Keep a dim light on.

Don't sit too close to your set. The viewer should sit as directly in front of the screen as possible and the screen should be at eye level. For sets with 10 or 12 inch screens, the best distance is six to eight feet away.

The television picture should be tuned in as clear as possible without becoming too bright. A darker image results in less eye-strain to one in which there is excessive glare.

There is one chief reason why television sets will never sell anywhere as low as radios. That fact is that the average television set has 400 different parts and is the equivalent of about five radio sets. The **TV** set's chassis uses about 10 times as much steel as a radio, the **VIEWING TUBE** represents 10 pounds of glass that a radio doesn't have; there are about 26 or 27 receiver tubes compared with about six for radio; a television set has about 80 resistors against radio's six and it requires about 10 times as many condensers.

A survey reveals that the average television receiver uses only 75 cents worth of electricity monthly.

Industry experts estimate 4,000,000 television sets will be produced this year. For several months sales have averaged better than 400,000 sets monthly, or more than double the monthly sales in the latter part of 1949.

In addition to over 5,000,000 TV sets already in use, there is a potential market of approximately 23,000,000 receivers.

Within the next four years the television industry will spend \$5,000,000,000 in building and equipping stations and producing receivers.

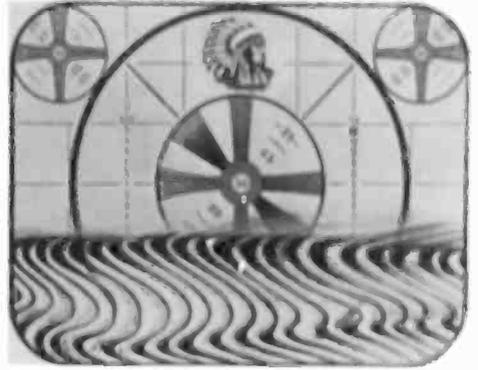
At the present time there are more than 100 Television stations in operation; 8 construction permits granted and 347 applications still awaiting action. There are 30 cities linked by a television network extending from the Atlantic seaboard to the Mississippi River.

Information for You

In order that you may enjoy the best television picture on your set, we show here how various types of interference disturb the image. Ready identification enables you to best help a trained TV technician remedy the difficulty.

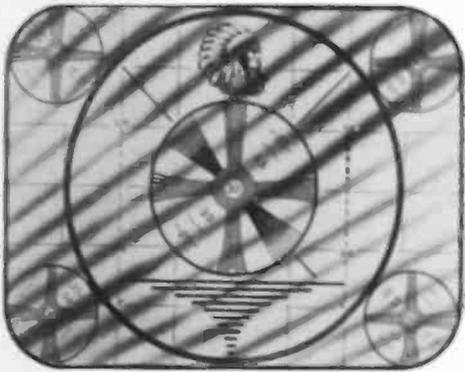


This is how the picture should look when your set and antenna are properly adjusted.



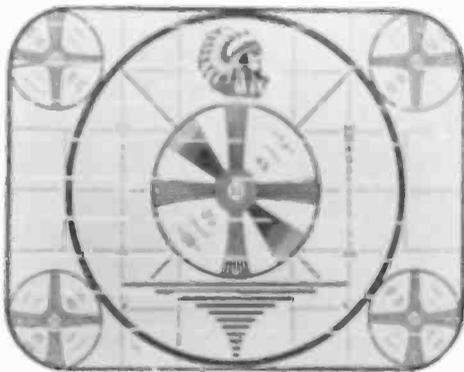
ELECTRONIC MEDICAL EQUIPMENT INTERFERENCE

Many electronic medical machines act as short wave transmitters emitting a signal that causes the above pattern when picked up by your set. Try to locate the doctor's office or hospital in your neighborhood from where you think the signal is originating. Solicit their cooperation in placing the proper filters and shields on the equipment so that your television reception won't be interrupted.



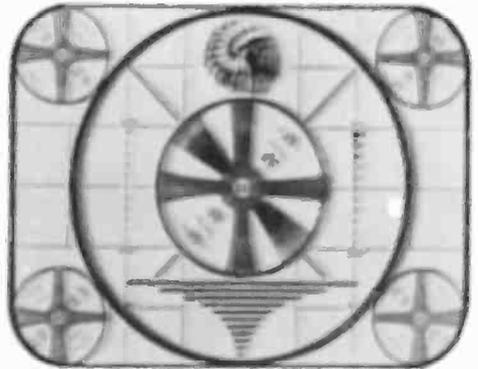
SHORT WAVE INTERFERENCE

This is usually due to faulty transmission of a short-wave amateur station in your immediate vicinity. Try to locate the owner of the station and he'll gladly adjust his equipment to eliminate the interference to your receiver. When you have exhausted all attempts to locate your man, you might, as a last resort, contact your local Federal Communications Inspector for assistance.



MOTOR IGNITION INTERFERENCE

This is usually the indication of a weak signal or a lack of maximum efficiency in your antenna location or transmission line (lead in). By moving the position of the antenna and transmission line this condition can usually be cleared up and all-around reception improved.

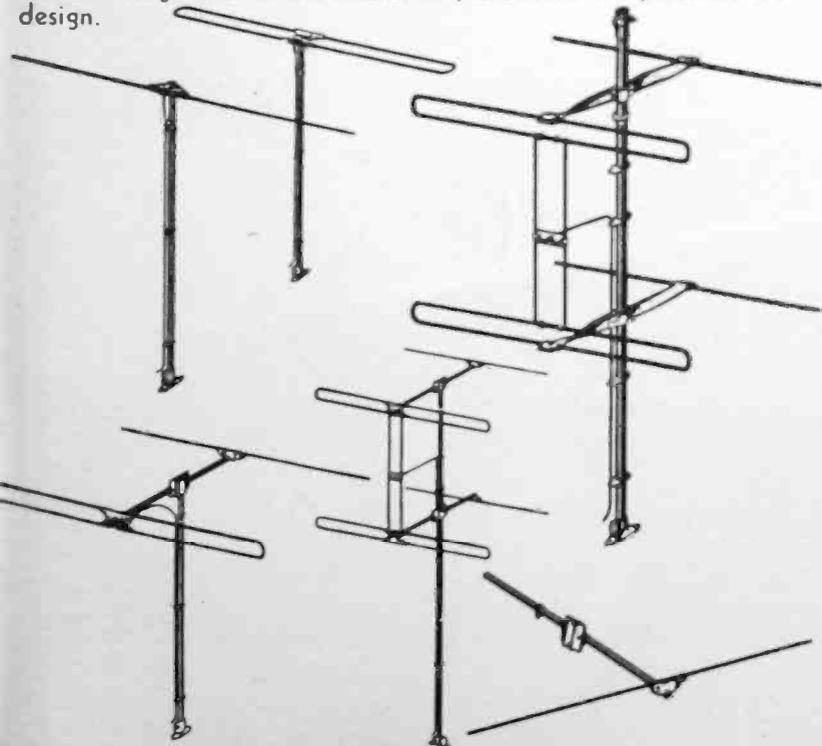


GHOSTS OR MULTIPLE IMAGES

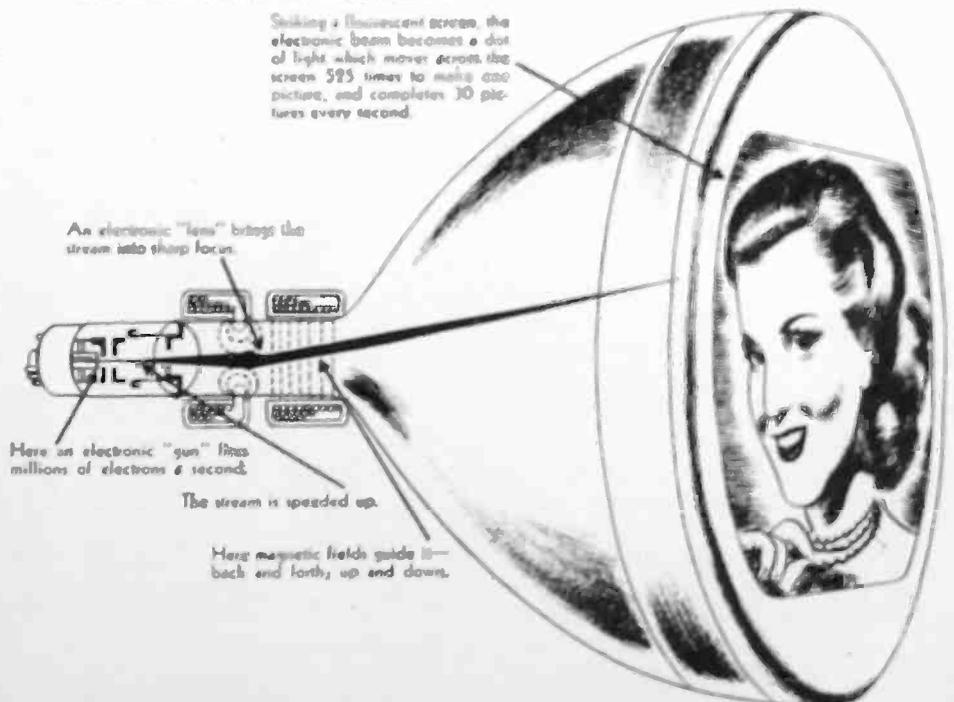
This condition is caused by the receiving, on your set, of two or more impulses from the transmitting station to which tuned. The first and most clear image is the direct signal and the "ghost" or identical image is caused by identical impulses usually reflected from buildings and picked up a fraction of a second later than the first. This condition can often times be corrected by moving your antenna a few feet, sideways or up and down, or rotating it a few degrees.

(Photos courtesy Admiral Radio)

Some of the types of TV antenna now in use. The further away the receiving set from the transmitter, the more complicated the design.



How a cathode ray picture tube works . . .



STAFF MEMBERS



WBAL's program manager William Rock checks a script.



Deep in thought, script-writer Kay Tyson puzzles over a plot.



Jeanne Cromwell — she handles the switchboard with a pleasant "Hello" for everyone.



Record librarian Shirley Webster keeps tabs on the music department.

One of the wonderful things about living in a Democracy is our right of selectivity, our ability to pick and choose the things that we want.

The very act of turning the dial on our radio sets or switching channels on a television set constitutes an expression of our freedom as individuals.

At WBAL and WBAL-TV we are all for that right of selectivity because if our listeners should ever lose it we would at the same time lose our right to put on what programs we want and when.

We like competition and we like the challenge embodied in selectivity.

If our listeners have the right to switch to other stations then we've got to provide the best possible programs to keep them from switching.

That's why we are dedicated to public entertainment, public service and public education.

Baltimore is still a growing city and although we've been in business a long time we're growing with it. With our affiliation with the National Broadcasting Company and with our local programs we hope to continue reflecting the growing life, activity and progress of Baltimore and the nation.

The city's success is our success.

It is our purpose to continue working for that success.

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