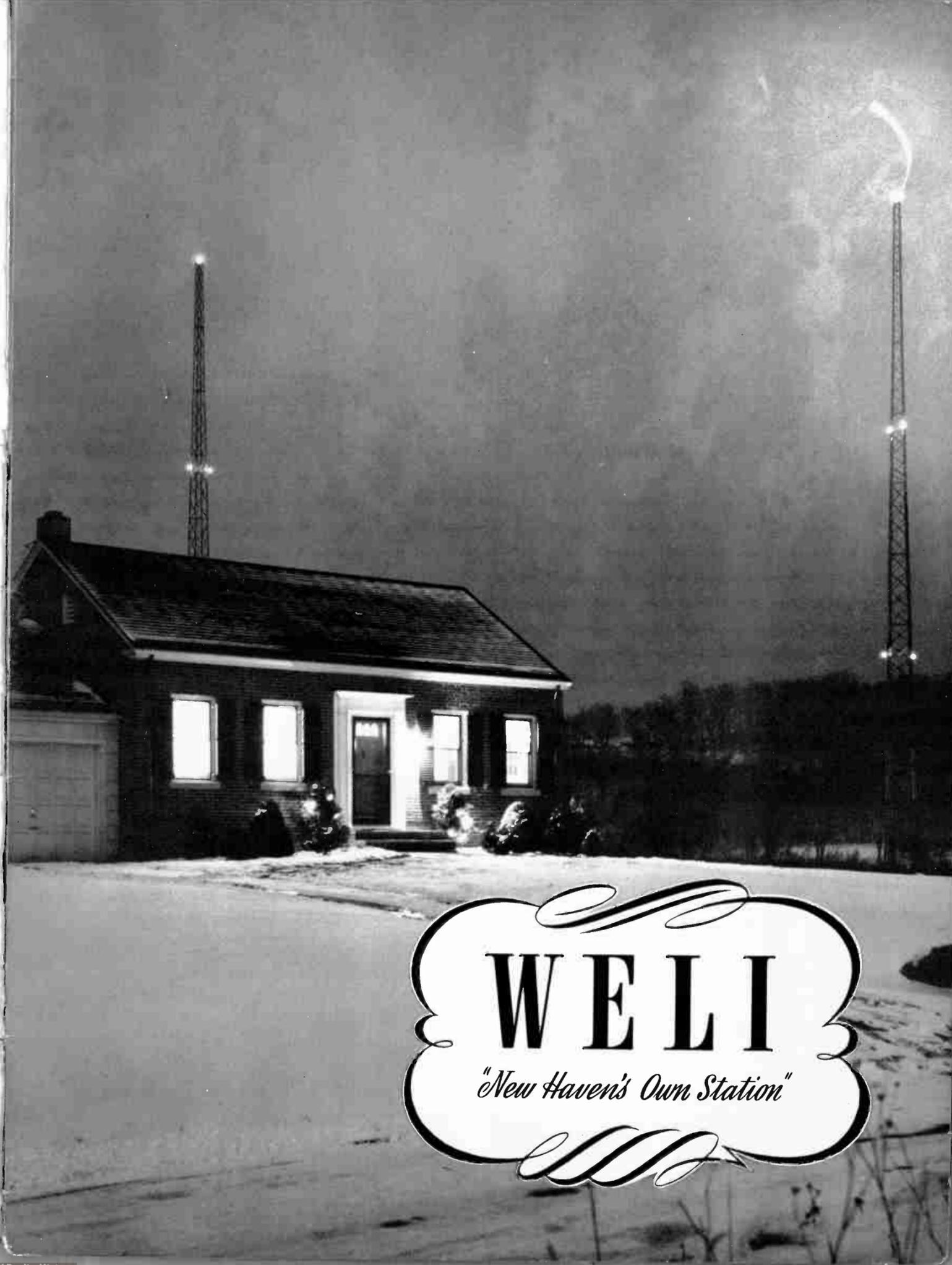


**WELI**

**NEW HAVEN CONNECTICUT**



*Compliments of  
Cooper's Auto Service*



**WELI**  
*"New Haven's Own Station"*

# Executives



Patrick J. Goode, President of the City Broadcasting Corporation since its organization in 1935. In February, 1936, he was named Postmaster of the New Haven Postal District. Those who are aware of the pressure of business in a metropolitan post office, know that there is much to try an executive's patience, but despite this, Mr. Goode always has time for a pleasant greeting and a kind word for the many with whom he comes in daily contact. His prominence in New Haven civic affairs has aided greatly in advancing the station's interest.



Miss Marion J. Reynolds, Secretary and Musical Director, has been with WELI since its opening day in 1935. Marion is a graduate of the Yale School of Music and a member of the National Guild of Piano Teachers. This charming young lady occupies a high place in musical circles throughout Connecticut.

James T. Milne, General Manager of WELI, has a long career in radio. Starting in Tarrytown, New York, with a station now extinct, Mr. Milne progressed to WIOD, Miami Beach, Florida; KWKH, Shreveport, Louisiana; KNX, Hollywood; WBBM, Chicago and WICC, Bridgeport, Conn. He is noted for his genial disposition and is prominent in civic, fraternal and educational circles. His knowledge of radio and his ability to impart this knowledge make him a much sought public speaker. Among other honors, Mr. Milne is first vice-president of the New Haven Advertising Club.



Charlie Wright, Program Director, reaches for the telephone as readily as a drowning man grasps at a straw. Time never stands still in Charlie's Department—"and we've got fifty-two more programs to go before we 'sign off'."



Miss Patricia Pontillo, our newest addition to the WELI organization, hails from Old Saybrook, Conn. A graduate of the McKeown Secretarial School, "Pat" assists very capably in the Accounting Department.

Francis B. Schipper is our best friend, particularly on pay day. Although Frank keeps an eagle eye on financial matters and on our office supplies, right down to the last pencil, he finds time to keep a close eye on the European situation also. Now a bachelor, Frank is marking time until he joins the rank and file of benedicts.





## *Sales Representatives*

Arthur Cooper, energetic member of the WELI Sales Force since February, 1939, has a vast background in radio work having been associated with WHAT and WIP in Philadelphia and WINS in New York. Art, a great lover of dogs, lists swing music and books as his hobbies.



On the left we have Bob Howell of the Sales Department. By the time the ink is dry on the contract, we know that the client's business is feeling the effect of the coming boom under Bob's guiding hand. Bob, who has spent many years in advertising and the past four in radio, also syndicates quiz programs to over fifty radio stations throughout the United States.

## *Announcers*



Dean of the Italian announcers, Signor George Mazzacane, brings to WELI listeners L'Ora Italiana daily. He is also heard at various times on Sundays. Signor Mazzacane is a graduate pharmacist and until a few years ago conducted one of the largest independent drug stores in New Haven. Upon retiring from this work, he turned to radio as a hobby and has succeeded in developing one of the most successful Italian programs heard on the air.



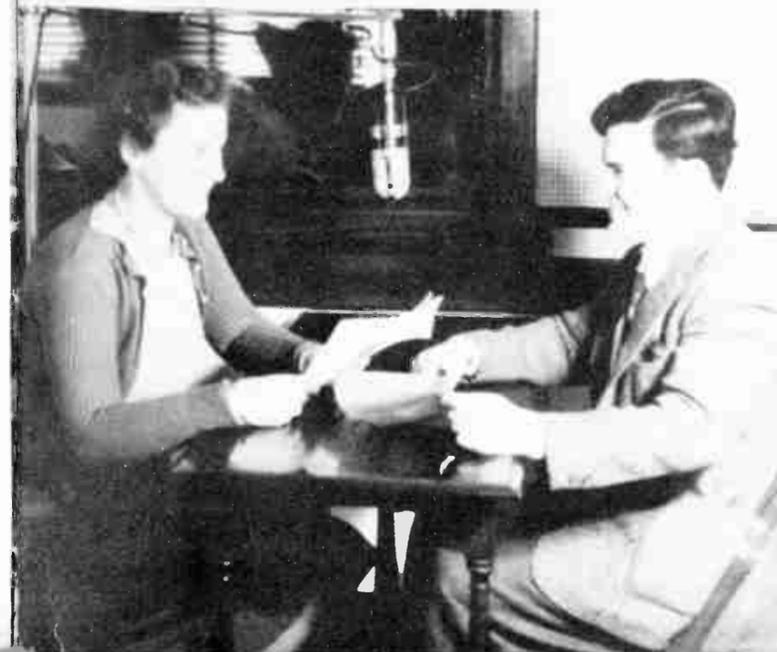
Milton George, known to the radio audience, particularly the juvenile, as Uncle Eli, is seen here preparing to go on the air with his Saturday evening reading of the funnies.

At the left we have Janet Slayton (Mrs. John E. Smedley) who finds it very easy to project her winning smile over the airwaves to her many listeners. Announcer Bob Fleming, who has been Southern States Weight Lifting Champion and who this past year was chosen as having Connecticut's Most Perfect Physique, helps Janet keep the Community Hostess program rolling, Monday through Friday, 9 to 9:30 A. M.



Announcing and pounding out punch lines for commercial scripts keep Vincent E. Palmeri out of mischief. He's the man who harnesses the plugs — commercial announcements to you. Vincent is an alumnus of the University of Southern California and worked for Paramount pictures in Hollywood before coming to WELI.

Dick Carlson, announcer on the 10:00 P. M. Danceland Ballroom presentation, is pictured to the right of the microphone. Apparently Frankie Adams finds this business of airing requests intriguing also.





## Announcers

Luigi diFant has been with WELI for more than a year. He prepares and delivers the news in Italian which is broadcast evenings at 6:30 and produces a variety show heard mornings at 9:30.



Michael J. Goode, WELI's political commentator, discusses the city, state and national situation on The People's Lobby every Sunday evening at 6:45. His wide experience in newspaper work and attendance at political affairs have gained for him the title of "Connecticut's most frequently quoted political commentator." "Uncle Mike" is also a member of the WELI Sales Force and brother of our President, Patrick J. Goode.

Here again is Charlie Wright, asking the questions on a "Man-in-the-Street" broadcast. These programs are conducted and recorded Wednesdays and Fridays at 1:30 and then broadcast at 7:45 P. M. on the same days.



Bill Reeves, News Editor, is shown seated before the microphone airing one of the eight daily news broadcasts. Alphonse Migliaro, Assistant News Editor, is shown giving Bill supplementary material hot off the United Press Teletype.

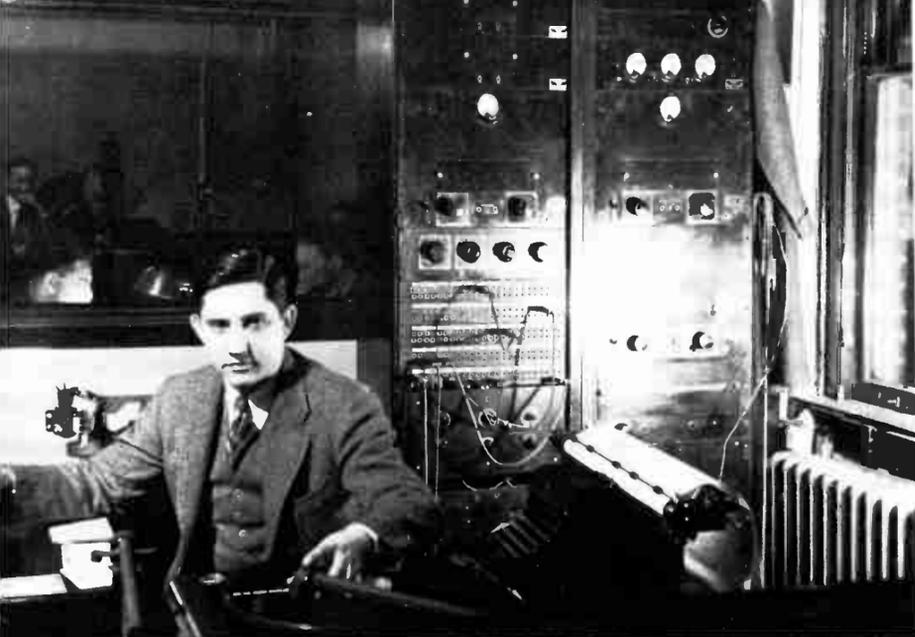


## Engineering

The Engineers grouped in front of one of the transmitter panels: SEATED: l. to r. Fred King, Chief Engineer J. Gordon Keyworth and Irving Small. STANDING: l. to r. Grant Ellerbeck, Owen McCabe, John Reilly and George Dlugos. Joseph W. Austen was doing the honors in the Control Room when this picture was snapped.



WELI Transmitter Building, a colonial type brick structure located in Hamden, Conn. In the background, WELI's two directional towers which each stand 250 feet.



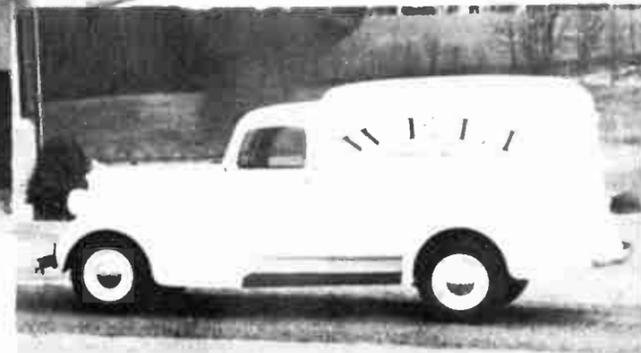
Here is Engineer Fred King on duty in the Control Room very much on the alert as he "cues in" a transcription. Fred graduated from the Radio Division of the Coyne Electrical School in Chicago. He has been with us since 1937.



Meter readings of the transmitter operation are required every half hour by the Federal Communications Commission. Engineer on duty, Grant Ellerbeck, a graduate of the RCA Institute in New York, herewith complies with regulations.



"New Haven's Own Station" is mighty proud of the recently acquired Mobile Unit which houses equipment for remote broadcasts and short wave pickups.



By way of testing equipment in mobile unit, Manager Jimmie Milne carries on a conversation while Chief Engineer Keyworth listens.

Engineer John Reilly, a product of the RCA Institute in New York, carefully observes the meter readings as Chief Engineer J. Gordon Keyworth makes adjustment on one of the circuits within the transmitter.

Here are Engineers George Dlugos adjusting volume limiting amplifier and Irving Small reporting for duty for the remainder of the day. George received his radio training at the General Electric Company in Bridgeport and Irving at the RCA Institute in New York.

Engineers Fred King and Owen McCabe try to figure out how to change a tube without putting the station off the air — which means interrupting your favorite program. It can't be done, boys! Anyway, let's wait until "Sign off".

Seated at his desk in the New WELI transmitter building, Chief Engineer J. Gordon Keyworth appears well pleased with the shiny new quarters which were built under his personal supervision.

Working? No, just Engineers Irving Small and Fred King in the laboratory at the WELI transmitter, trying to find out what makes radio tick. Remember the little boy who took the watch apart?

Owen McCabe, who has been a member of our Engineering Department since 1938, has attained national recognition for his work in amateur radio.



# Special Events

Miss Marion J. Reynolds, "First Lady of the Grand Console," shown at the Paramount Theatre organ during one of her daily half hour broadcasts.

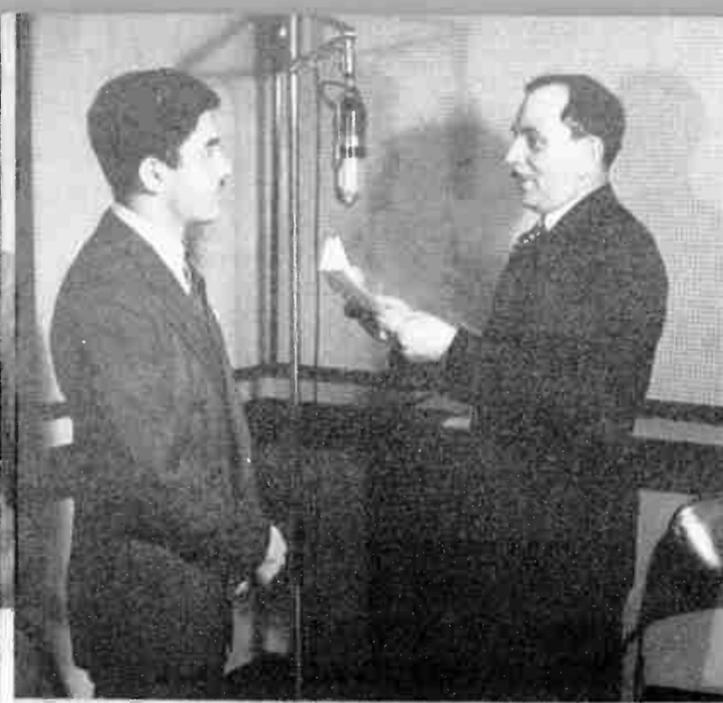


Neill James, known to her listeners as "The Petticoat Vagabond" and known to the world as a traveler, author and lecturer, discusses her latest books on Wednesdays at 7:45 over WELI. If you love travel, Neill James can transport you to almost any corner of the globe — her charm and humor will take you, as it has taken her, around the world on a shoestring.

Elida B. Sterling helps you keep up with the times in the World of Books. Her discussion of current novels listed as "What Are You Reading" is broadcast Monday evenings at eight o'clock. Mrs. Sterling has an outstanding background in the newspaper field and has been with WELI for four years.



The Honorable John W. Murphy, Mayor of the City of New Haven, is shown leading the children in singing carols at our fourth annual Christmas Party held at the Salvation Army Auditorium. On the Mayor's left is Adjutant Alexander Mack of the local Salvation Army.



Every Saturday afternoon at four o'clock, Professor Paul Saphir conducts his Hungarian Program with Vincent Palmeri standing by to assist. This is the only Hungarian program in the State of Connecticut and has been on the air continuously for over four years.

The Reverend Arthur B. Dewberry comes to New Haven from Derby, Connecticut, each Monday night to discuss with you Religion and World Affairs, timely material which is scheduled at nine forty-five.



When you tune in to WELI on Sundays at 11:30 A. M., you hear the Imperial Program and the voice of the gentleman pictured above — Signor Angelo San Giovanni. Before coming to New Haven, Signor San Giovanni was employed as interpreter and translator in importing houses and insurance companies.

During one of her broadcasts which go on the air Mondays at 3:45 P. M., Margaret Shepard is caught by the camera at the studio grand piano. Margaret takes time out from her teaching duties at the Fairhaven Junior High School to entertain you.





General Manager James T. Milne reserves a few minutes in the course of his busy day to read the "Radio Daily."

(EDITOR'S NOTE) In front of this desk is the well-worn carpet where the errant staff members stand when something goes wrong.

Joseph Darcy, star reporter for the Connecticut Echo, New Haven's leading weekly, brings you reviews and comments on the news of the week each Friday at 1:45 P. M.



Aldo DeDominicis (right), presents the Gloria Program on Thursdays, Fridays and Sundays at 11:00 A. M. With him are heard the Italian announcer Joseph Capetta (center) and Vincent Palmeri who announces in English.



Signor George Padovani pauses after his 11:30 A. M. broadcast of the days news in Italian. Signor Padovani majored in economics and social science and is author of a book entitled "The Fundamental Characteristics of the Province of Littoria."



Pasquale Corolla, conductor of L'Ora Italiana, appears before the microphone daily at 10:30 A. M. Mr. Corolla has been connected with WELI for over four years. Previous to this, he was in the wholesale and retail grocery business here in New Haven.



Interrupting his star gazing in Norwalk, Connecticut, Lewis Doolittle travels to New Haven each Monday to present his programs on astronomy entitled "Stories of the Stars" at three o'clock.



News, sports and even jokes come into WELI over our United Press Teletype. Here we see Bill Reeves, the News Editor; Phil Buxbaum, Sports Announcer and Alphonse Migliaro, Assistant News Editor, receiving late national, international and local news.



# Sports

Philip L. Buxbaum, Jr. who attended the University of Pennsylvania, is the sportscaster heard each weekday evening at 6:15 and on all sports events. Phil, a former A. A. U. official, broadcasts many of the Yale events, the YMCA Industrial basketball games, the Connecticut State League baseball games, track meets, golf and tennis tournaments, etc.

Wilf Cude, goalie for the New Haven Eagles Hockey Team, tells how to stop the flying puck on the "Meet the Eagles" program on the air Mondays at 6:15 P. M.



"Two Ton" Tony Galento replies to a few of Phil's questions during a visit to New Haven shortly after he had defeated New Haven's favorite son, Nathan Mann. Joe Jacobs, Tony's manager, is the man with the ever present cigar and Chief Engineer Keyworth is in the background.



Manager Jimmie Milne and Phil Buxbaum broadcasting the Midget Auto Races from Donovan Field. Jimmie is following the progress of the race over the public address system for the benefit of the fans in the grandstand while Phil is giving the radio audience a word picture of the same event.



Scene in the broadcasting booth at Yale Bowl on Thanksgiving Morning when the annual football classic between New Haven and West Haven High Schools is staged.



Phil Buxbaum interviews a local sport celebrity home from college during the intermission at the Thanksgiving Day Football Game. He is Frannie Turbert, track star, who has won national fame. "Pickles" Richards, umpire for the Connecticut State Baseball League is peering over Phil's shoulder.



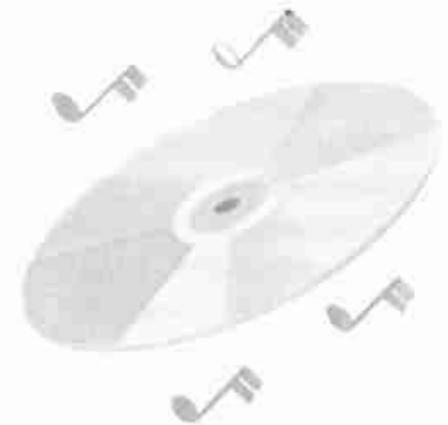
Frank Adams, our golf expert, is heard on Tuesdays at 8:00 P. M. Here he interviews Eddie Burke, now Pro at the Meadowbrook Country Club. Eddie, a member of the Connecticut Golf Association and winner of the Connecticut Open Championship in 1938, is a brother of Billy Burke, former National Open Golf Champion. "Keep your head down, your left arm straight and your eye on the ball."



# Danceland on the Air



Jack Fox, star forward of the Syracuse Stars Hockey Team, shown here being interviewed by Phil Buxbaum at Grace Hospital where Jack was convalescing from injuries received during a game here. Chief Engineer Keyworth is wearing the head-set.



When you call Postal Telegraph for your Danceland Ballroom request, the operator transmits your call to the WELI studio on the teletypewriter. Here is a picture of the wire being posted.

Nathan Mann, local product who has achieved fame in heavyweight boxing circles, here pictured with Phil Buxbaum during an interview shortly before his encounter with Heavyweight Champion of the World, Joe Louis.



Even a muzzle doesn't stop Phil from doing his nightly broadcasts. Phil is subject to hay fever in season and wears the contraption shown here in order to get relief.

(Editor's Note) We can still hear him!



Next duty is to select the tune requested from the record rack containing over 3,000 discs.

The telegram and record are presented to the announcer who makes the dedication and plays the selection. About 100 birthday, anniversary, etc. requests are handled on each program. Danceland Ballroom is scheduled daily 1:30 to 2:30; 5:00 to 6:00 and 10:00 to 10.45 P. M.

# Music and Melody



The Romany Romancers — there's Buster King, vocalist, with his mandolin; Jimmie diPlacito holding the accordion and Frank Alteri with his guitar. They are heard Wednesdays at 9:15 P. M.

The Three Gees make music for their listeners on Sundays at 1:45. Joe Geremia, accordionist; Mickey Del Guidice, guitarist; San Cobino, bass viol.

"Music of Today—Styled the Classical Way" is a delightful bit of entertainment offered by our lovely Dorothy DiServi every Tuesday afternoon at 4:45.

Betty Daniels, our singer of sweet swing, shown here atop the studio grand while Don Raphael supplies the harmonic background.

The Continental Trio, delightful ensemble heard Monday evenings at 6:45 and Saturdays at high noon. Sy Byer is director and violinist. Jerry Guidice doubles on the accordion and viola and Jimmie Whelan tickles the ivories.

Attractive Gertrude Cole reaches for a high note during one of her weekly broadcasts.

The three charming Lane Sisters, Dorothy, Betty and Grace who send forth their own dulcet harmonies of current favorites on Wednesday evenings at 7:30 and as guest artists with the Continental Trio Saturdays at high noon.



The Esther String Trio caught by our candid cameraman in the midst of their weekly recital. Must have been Tuesday about nine o'clock. Dorothy Eno, violinist, directs the group and with her are Helen Nicholas, cellist and Emily Reid, pianist.

Presenting the Southern Echoes Quartet — left to right: Mr. Frank, Manager; G. Edwards, first bass; T. Evans, second bass; A. Gooding, first tenor and R. Reed, second tenor.

The Montana Wranglers as they "warm up" in preparation for their broadcast. The Wranglers recently returned from a successful engagement at the Village Inn in New York City.

"Music with a Smile, Bill Broderick Style" an up and coming dance aggregation heard frequently over WELI.





Don Raphael looks more distant at the keyboard of the grand piano than he sounds at the console of the organ at the Paramount Theatre during his "Rhapsodies by Raphael" broadcast heard at noonday.



(Above) — Worthy Hills, popular director of his Baybrook Orchestra — dance diversion frequently broadcast over WELI.



(Above) — WELI Songstress, Gert Cole, rehearsing with the Continental Trio.



Lovely Gwen Barrie shown here with her instructor and accompanist David Healy. Mr. Healy takes time out from his duties as voice teacher and church soloist to act as master of ceremonies on the Irish Minstrels program every Sunday night at 7:00 o'clock.



(Above) These are the members of "The Yankee Melodeers" entertaining at the Christmas Party. This aggregation hands out real old fashioned New England back country music and you've got to beat time! Zeek Fowler directs the broadcast every Thursday evening at eight.



The Lane Sisters, Dorothy, Betty and Grace with Mother Lane at the piano. These girls, residents of Bridgeport, have made many appearances on metropolitan New York stations.



Lightning fingers—twin studio pianos—the billing is "Foster and Morgan." The two gentlemen ready to present the program are Bud Finch and Jimmie Mingrone.

Louise DeMars is ready to give out with some torch songs with Jimmie Mingrone supplying the accompaniment. Louise, a talented character actress, may be heard in "Tales of the Supernatural" at 11:45 P. M. on Wednesdays with the Studio Players directed by Charlie Wright.

Millicent Scott as "Radio's Daughter" entertains her large radio family with a variety of song and story, old and new, each Saturday at 3:30.

Prairie Ballads and Songs of the Far West go rolling along the ether waves every Monday evening at 8:45 when the Utah Rangers go on the air with Harold Delaney directing.





Ray Block's Swing Fourteen entertain frequently on WELI via World Broadcasting System transcriptions.

Joe Miller, saxophonist, pictured with his old boss Rudy Vallee. Joe was one of the several New Haveners who helped form the nucleus of Rudy's famous Connecticut Yankees. Joe now wields the baton at the Hotel Taft Colonnade.

It'll be danceable! Joseph Rines and his Hotel St. Regis Orchestra playing the numbers you like to hear best . . . old favorites and new favorites too.

His signature is "Smoke Rings" and you'll be hearing him again and again. Yes, Glen Gray and his Casa Loma Orchestra, famous from coast to coast.



You ought to see her as well as hear her! We speak of Edith Jolson, our exponent of the Blues. She's featured every Thursday night at 6:45 with Jimmie Mingrone assisting at the piano.



Charles Magnante and his accordion quartet heard weekly over WELI in four part renditions of popular favorites.



# Features



Lawrence Carr (seated) presents a weekly program on Forest Preservation. Shortly after the 1938 hurricane, Mr. Carr was commissioned by the United States Forest Service to direct the salvaging of timber in Connecticut. State Senator John Fraser, whose hobby is ventriloquism, is shown here as guest of Mr. Carr.

In this corner we have Willie MacGregor seated on the knee of his boss Dick Edmondson indulging in a bit of repartee with Milt George, better known to you as Uncle Eli.

The Ice Follies of 1940 and how we loved them! And Phil Buxbaum had a good time, too, when he interviewed Stars Bess Ehrhardt and Roy Shipstead. Ah! To be on runners!



Gloria White and Eddie Cohen get together on a bit of vocalizing during the Kiddies' Revue Saturday evenings at 7:00.

Surprise! Bud Finch at the console of the Paramount Theatre organ. Besides filling his position of announcer quite capably, Bud finds time to complete a course at Yale, lead a band and to fill in at the organ when Marion Reynolds finds other duties too pressing.

Members of the New Haven Council of Girl Scouts gather to have their pictures taken previous to their Saturday afternoon broadcast which you may hear at 2:30.

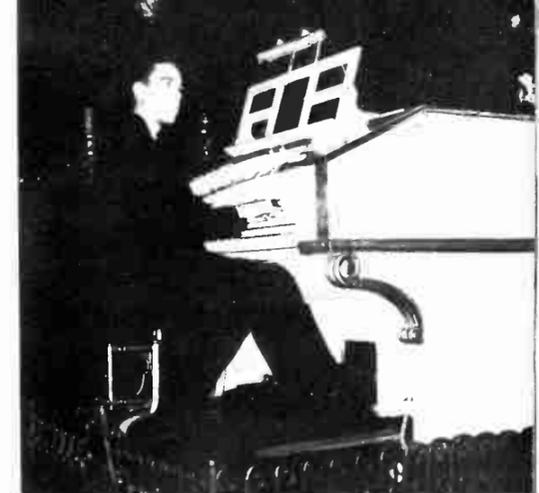
Adjutant Alexander A. Mack of the Salvation Army addresses his audience at our Fourth Annual Christmas Party held at the Salvation Army Auditorium.

Gilbert Stinger of the YMCA interviews a fair hobbyist. This took place on his "What's Your Hobby" program on the air Fridays at 7:15 P. M.

Tour the studios? Surely—John Villani at your service. In addition to answering the night calls at the switchboard and conducting tours of the studios, Johnny helps to gather the inside stories which our Sports Department brings to you.

Typical scene at the Man-in-the-Street broadcasts.

Charlie Wright takes time out from his busy life as program director and actor to read some of his verse on "Poetry and an Organ" heard Tuesdays, Wednesdays and Fridays at 12:00 noon. Marion Reynolds is at the organ.



# Players



The WELI Players get a few last minute tips from Director Don Abels before presentation of "This Week in Connecticut." Tune in any Saturday evening at 7:45.

Here are some of the players heard in the "Miracles in Health" dramas. Recordings of their programs are syndicated to several stations throughout the United States.



Something unprecedented in radio — the radio audience gets the "bird" from the Annual Poultry Show. Jimmie Milne interviews Oscar, the 35½ lb. prize turkey. Rudy Frank, publicity director of the State Theatre in Hartford is shown in the background. Evidently he can't stand the sight of a live turkey!

Here is a typical short wave broadcast way back in 1938 when WELI's Mobile Unit was only a dream. This was a broadcast of the New Haven Tercentenary Parade.



Part of the "Moe and Joe" program being directed by the "Mad Maestro" Jimmie Mignone. Billed as the corniest program on the air, it outdoes itself to live up to this title.

WELI Players pose for the cameraman. In the group are Director Don Abels, Dorothy Brennan, C. Stuart Aggett, Dick Swarthout, Alphonse Migliaro, Bob Fleming, and Johnnie Villani.



Scene: The Artists Lounge. This is where talent takes that final breath before the broadcast, announcers double check their scripts before going on the air and where some good ideas are born.



Santa Claus makes his annual visit to the WELI studios and passes out gifts to the poor children in the city.



# "Kollege Kiddie Kapers"

We present Miss Freda Svirsky, director of the "Kollege Kiddie Kapers Revue." Freda instructs at the New Haven Institute of Radio Training, directs the program and handles the accompaniment on Saturday evenings at 7:00.



Members of our Kiddie Revue chant the theme song in opening another round of music, fun and the laughs which only children can cause.

Here we have Joyce Foster (left) and Nancy Cinquino, juvenile stars of the Kollege Kiddie Kapers Revue.



Though she is a singing and dancing star on the Kollege Kiddie Kapers, Gloria White paused to have her picture taken. Gloria is ten years old.

Yes, it's Peter—Peter Jolly and his accordion, another juvenile star at WELI.



Master Eddie Cohen, another of the young people heard on the Kiddie Kapers.

Cousin Oscar is the announcer of the Kollege Kiddie Kapers. His parents named him Jerry Heyman.



Patty Ann Cooke of Kiddie Kapers has appeared on the NBC Television broadcast. She is the youngest person to have been televised thus far and the first youngster from Connecticut to have the distinction.

Evelyn Emerson is one of the coming starlets of the Kollege Kiddie Kapers.



He plays the saxophone on the Kiddie Kapers and his name is Paddy Onofrio.

Juvenile sweethearts of the air, Johnnie White and Patty Ann Cooke, aged six and five respectively, harmonize "Oh! Johnnie, Oh!"



Here are the Vernon Sisters who are heard in vocal duets on Kollege Kiddie Kapers.

Arlene Stanio is one of the more poised young broadcasters. Arlene has a beautiful soprano voice and should go far in the musical field.



# Gale Daily News

*presents College Headlines*



Laurence Harper, Program Director.



(Above)—The Honorable Hugh R. Wilson, former United States Ambassador to Germany, here a guest of College Headlines.



(Above)—Bob Kipthuth, Yale and National Olympic Swimming Coach, as a guest of College Headlines.

(Left) — "College Headlines" is a variety program written, directed and produced by Yale undergraduates. On the air every Friday night at 7:30 (during the school year), personalities and events on and off the campus are featured, and some prominent member of the Yale faculty or coaching staff is interviewed.



Jack Weeks, Announcer



Ted German (left) and Bob Alpert, piano duo.



Reuben Holden, Managing Editor of the 1940 board of the Yale Daily News.

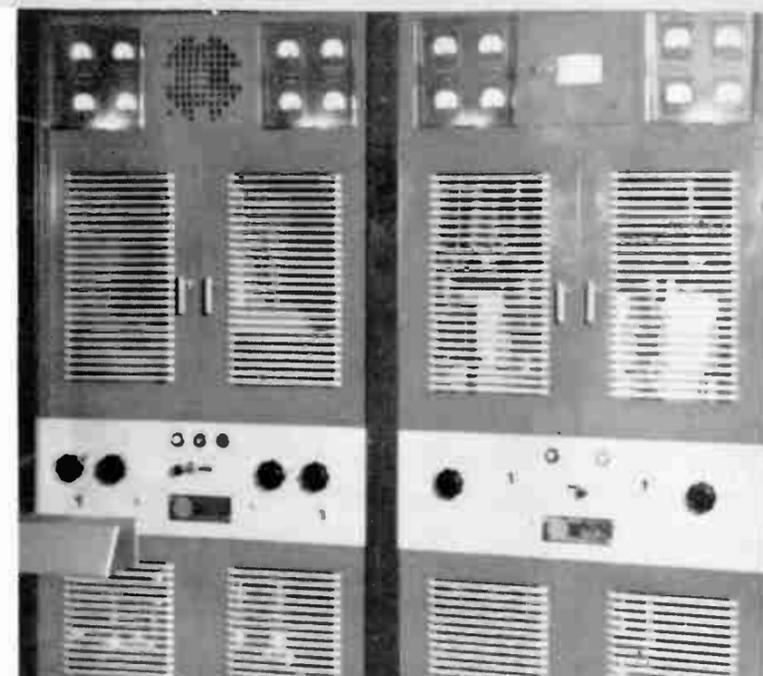
## Backstage



J. Gordon Keyworth has been associated with radio engineering for more than a decade and with WELI as Chief Engineer since its inception. Prior to this date, Mr. Keyworth had supervised the installation of several stations in New York State. Among other achievements, he holds the designation of Professional Engineer, awarded by the State of Connecticut. He is an associate member of the Institute of Radio Engineers and American Institute of Electrical Engineers.

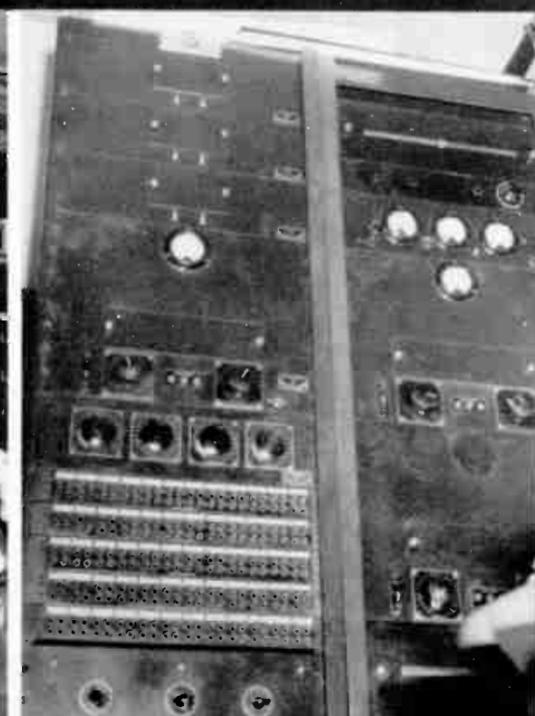
Think you're going to be late for work? Call WELI for the correct time by dialing 6-0112. This Audichron or mechanical voice gives you a time check.

Your call to Station WELI, if it is after six o'clock at night, may be taken by Jack O'Neill, one of our efficient office boys and switchboard operators.



Here is part of the RCA transmitter.

These two cabinets contain the amplifiers and broadcast line equipment in the Control Room.





Many a housewife would envy the well equipped built-in kitchen at the WELI transmitter house. Here we have Owen McCabe trying to convince Irving Small to have a taste.



John Reilly (standing) plugs into the Control Board for the next program while Joe Austen, a graduate of the Milwaukee School of Engineering watches the Volume Indicator to set the correct level.

Merritt Evans Finch, better known as "Bud" or "Springs," is seen in action as he works up a frenzy doing the Danceland Ballroom from five to six o'clock daily.

Whether it's a pistol shot or hens' cackling that you hear, it's Dick Carlson's department. Dick delights in sound effects — he even works them out at home.

