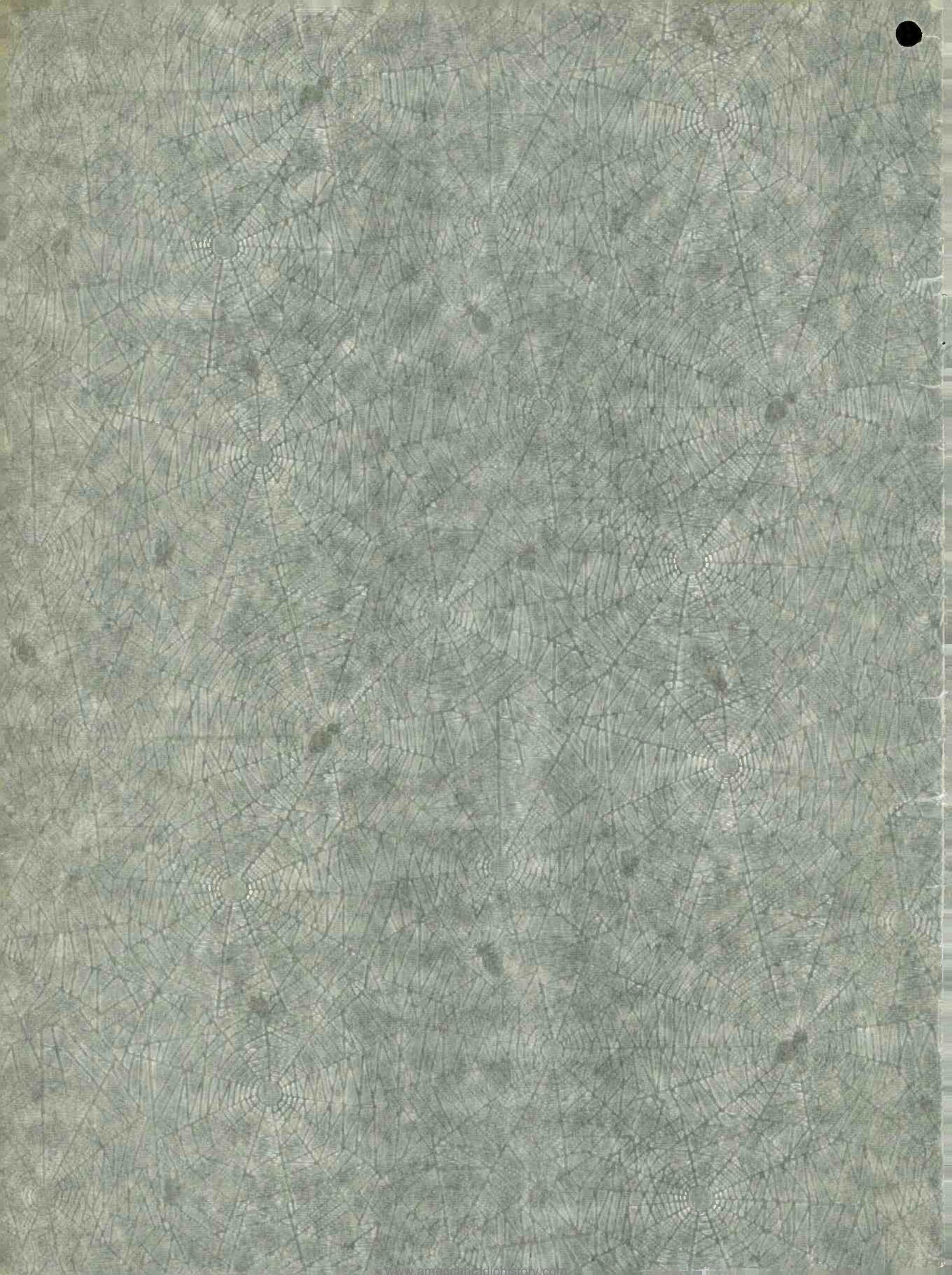


WUGZAIR

Personalities

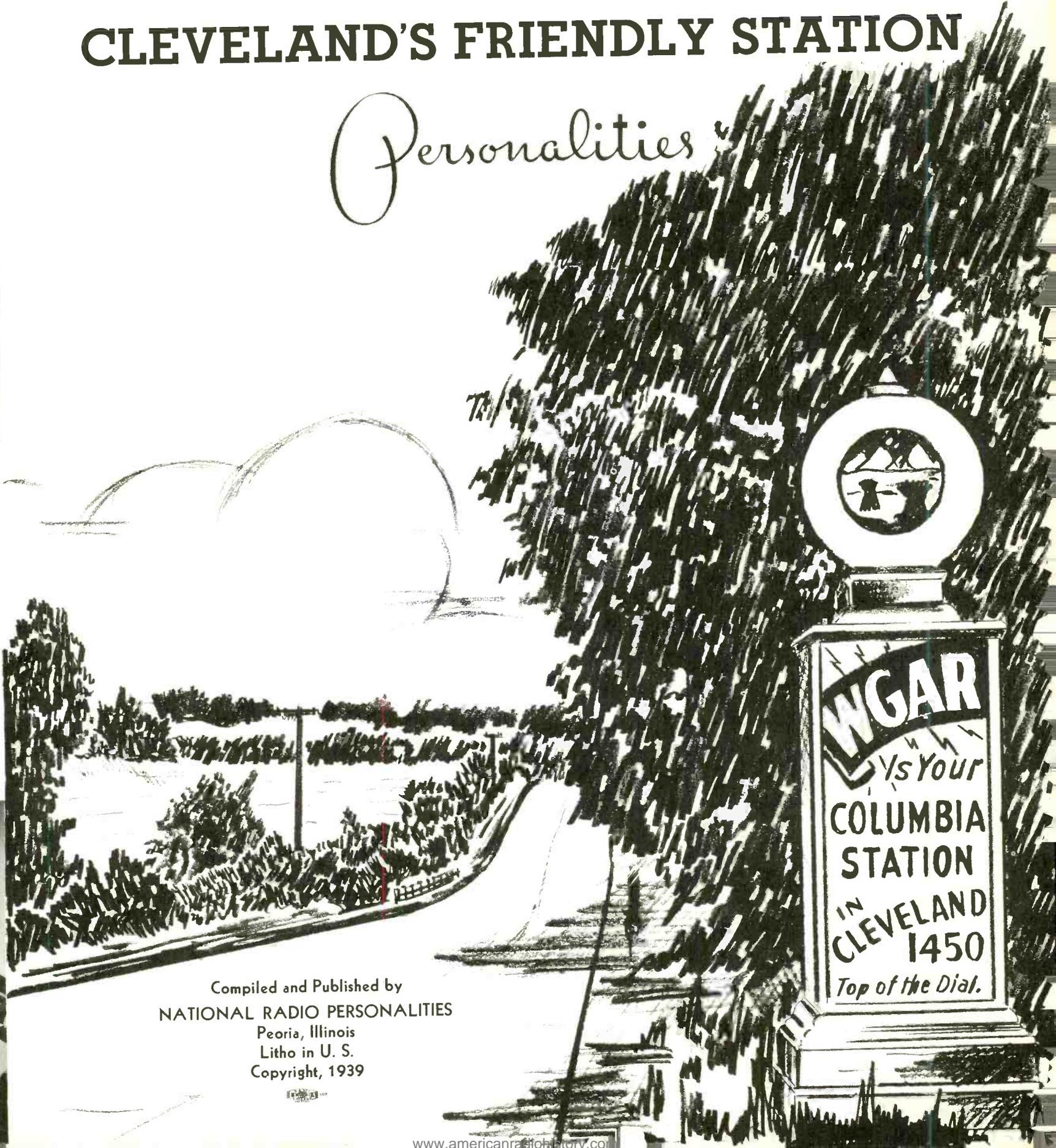
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WGAR

CLEVELAND'S FRIENDLY STATION

Personalities



Compiled and Published by
NATIONAL RADIO PERSONALITIES
Peoria, Illinois
Litho in U. S.
Copyright, 1939





GEORGE A. RICHARDS President
*His initials constitute the call letters G A R
of Cleveland's Friendly Station.*



LEO J. FITZPATRICK Vice President



P. M. THOMAS
Secretary-Treasurer



Photo by Blackstone Studios

JOHN F. PATT
VICE PRESIDENT AND GENERAL MANAGER

... At only rare intervals have you heard John F. Patt over the radio. Yet he's an important cog in Cleveland broadcasting. Invariably, visitors never recognize the slim, youthful Mr. Patt as the man who guides the destinies of WGAR from the manager's chair. Once in the 18 years of his radio experience he was an announcer — and a good one. Today, he's recognized as one of the youngest executives in the industry.

He was born in Kansas City, Mo., where he joined the staff of the Kansas City Star as a cub reporter in 1921. Radio was a mystery of crystal sets and head-phones and few had envisioned the magnitude which it would subsequently play in world affairs. The newspaper's pioneer station WDAF enlisted Cub Reporter Patt for radio work as assistant to Leo Fitzpatrick, manager of the station. It was during this period that John Patt made the decision which was to settle his future.

He had vision enough to know that his education must be completed, so he resigned his radio and newspaper assignment to enroll in the University of Kansas where his radio experience was immediately put to good usage. He was selected to manage the University radio station and upon his graduation, his course unchanged, he rejoined his former co-worker, Mr. Fitzpatrick who meanwhile had been appointed to the managership of station WJR in Detroit.

With the organization of WGAR, the "sister" station in Cleveland, in 1930, John F. Patt was the logical choice for manager. The story of his success is best exemplified in the remarkable growth of "Cleveland's Friendly Station". In addition to his radio interests, Mr. Patt is President of the Cleveland Advertising club, the first radio executive to receive this distinction. He is a member of the board of directors of Shaker Country Club. He is married and has two daughters.

Through his progressive station management and his contributions to the industry through the National Association of Broadcasters, Mr. Patt has come to be regarded as one of the outstanding leaders in the national radio field. He has taken an active part in practically every major advance toward radio perfection as it is accepted today.

DEDICATION

Those who communicate ideas, entertainment and information over WGAR from day to day, seldom have the opportunity to meet face to face with those who listen. Moreover, the engineers, secretaries, telephone operators, news editors, salesmen, script writers and persons responsible for each department, carry on their work "behind the scenes", so to speak. And yet, what you hear on WGAR programs is the result of the careful planning and many hours of work by the more than sixty people at Cleveland's "Friendly Station" as well as the hundreds of people who provide us with programs from other cities.

Because it is so difficult to meet personally and become acquainted with the thousands of listeners who enjoy our programs, perhaps this album will in some way help us to know each other better. It is our earnest hope that you will enjoy reading something about the folks at WGAR.

In this book, we dedicate ourselves to the public service of the listeners in Northern Ohio.

— JOHN F. PATT.



... The office of WGAR's executive in charge.

WGAR History

... The story of Cleveland's Friendly Station is essentially one of almost phenomenal progress. Since December 15, 1930 when WGAR first greeted the listeners in Northern Ohio, it has grown from a 500-watt station to a basic Columbia Broadcasting System outlet powered by 5,000 watts. Its personnel has expanded from its original staff of 19 employes to its present staff of 64 full time executives, announcers, technicians, writers, stenographers, secretaries, salesmen and musicians.

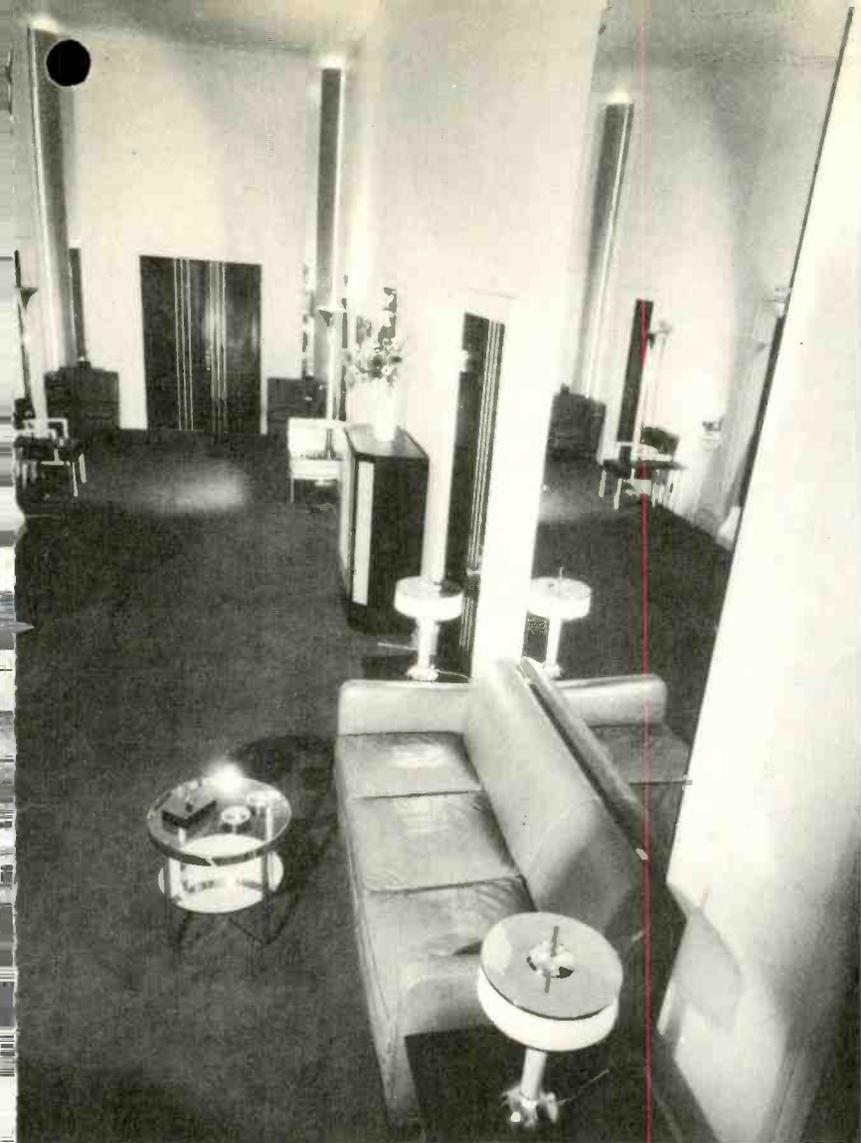
Business conditions during the year of WGAR's debut were anything but auspicious, so it is a tribute, therefore, to the astuteness and courage of Mr. George A. Richards, president; Mr. Lee Fitzpatrick, vice-president and Mr. John F. Patt, vice-president and general manager of the WGAR Broadcasting company, that the enterprise did go forward.

Looking back, some of the most important milestones in the station's brief history, include; an increase in power in 1932; complete new studio equipment installed in 1933; new studios constructed on Hotel Statler in 1934; a new vertical antenna system installed in 1935; two short wave mobile units, one a trailer "studio on wheels", added to the equipment in 1936; affiliation with the Columbia Broadcasting System in 1937 — additional studio and office space acquired in the same year — and an increase of power to 5,000 watts authorized in 1939.

Today, the WGAR studios and offices, the last word in beauty and efficiency, occupy the entire 14th floor of Hotel Statler. Technical equipment has kept abreast of the modern inventions and theories insuring the best possible reception in the Northern Ohio area. But with all the progress, the station is not content to rest on its laurels.

New ideas, new plans and new hopes are constantly arising in the field of radio — any single one providing sufficient impetus to inspire WGAR to continue its march forward . . . to continue its policy of providing listeners with the best in entertainment and enlightenment, and to cooperate always with civic, social and independent groups or individuals in promoting the welfare of Cleveland and Northern Ohio.





Beauty and simplicity are combined in an effective manner in this partial view of the reception lobby looking toward the entrance to the general offices at the end of the corridor.



This striking photographic study keynotes the beauty of WGAR's reception lobby. The odd-angle view shows a unique arrangement of lounge-chairs of white leather and a glass smoking stand.



Left — All the implements of broadcasting are conveniently arranged in the spacious main studio, as shown above framed in an observation window.

Right — The full expanse of the beautiful WGAR reception lobby is shown in this view. The color scheme harmoniously combines the soft ivory shades of the walls and furniture with the rich black and silver combinations in doors and trim. The entrance to the main studio appears in the background. Doors on the left lead to offices in the program department.



Program Department

← Worth H. Kramer, Program Director . . .

Radio career began in college days with appearance in vocal trio from WAIU, Columbus, Ohio. Later transferred to WTAM, Cleveland as vocalist, appearing also on NBC networks and with Joe Penner, Ray Perkins, Paul Whiteman and Ben Bernie shows. Born in Montpelier, Ind., graduated from Ohio Wesleyan, post graduate at Ohio State University. Wanted to be football or basketball coach and first job as playground supervisor and assistant physical instructor pointed that way. Now wants to own and operate small radio station with ambition to become choral director as hobby. Joined WGAR staff in summer of 1934. Plays piano (not on radio); likes contract bridge, golf, tennis, indoor sports—deep sea fishing for outdoor sport. Sea food is favorite. Nickname—"Kay".



. . Carl George, Production Manager →

Lure of radio overcame training in law—A. B. degree at Muskingum College L. L. B. degree at Western Reserve Law school. First taste of radio, announcing college programs. Accepted steady radio job upon graduation. Worked as announcer WALR, Zanesville and WJAY, Cleveland before joining WGAR staff, January 15, 1934. Native of Alliance, Ohio, born September 26, 1910. His first job was that of newsboy and in addition to his radio roles, he followed the law practice for about two years. Is best known to WGAR listeners for Headline News and Safety Cruiser programs. Only diversions from work are reading, driving and playing tennis. Has interviewed scores of radio's headliners.



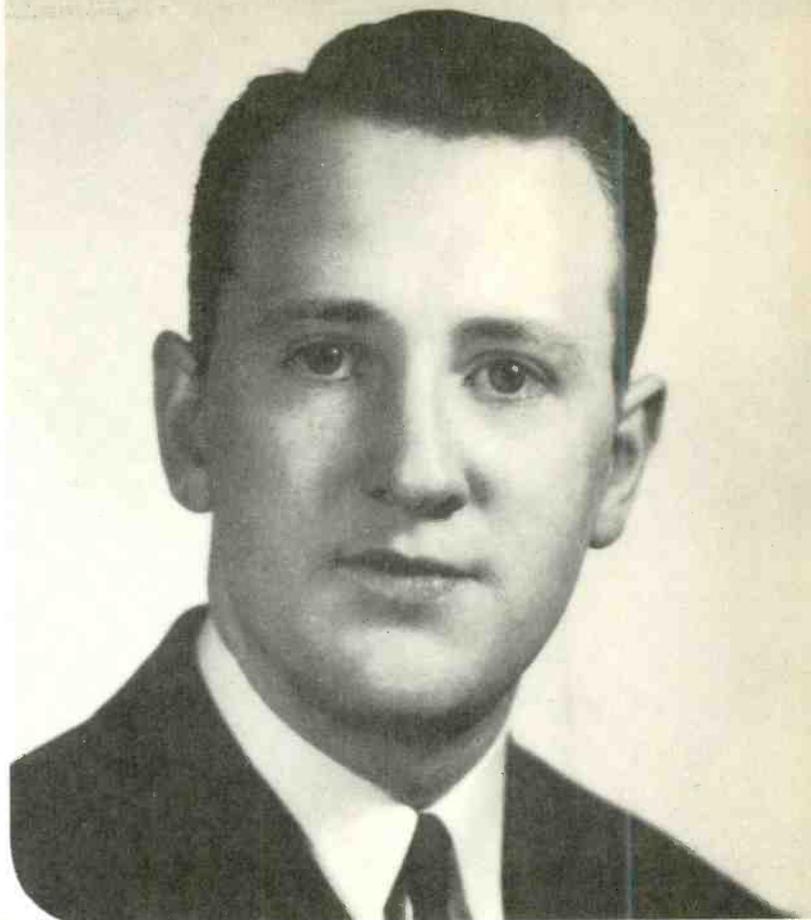
← David M. Baylor, Traffic Manager-Announcer . . .

An unsuccessful venture on New York stage and an appetite introduced him to radio, WADC, Akron, 1931. Announcer at WJW, Akron WNGO, Washington, Pa., and WCAE, Pittsburgh before joining WGAR staff, October 11, 1935. Born in Plattsmouth, Nebraska, attended high school and college there. Says regarding other jobs "numerous and sundry from golf caddy to assistant accountant." First job on cattle ranch in Colorado. Original ambition to be actor, now hopes to achieve niche in radio production or station management. Known as a "procrastinator" except in spending money. Appetite runs toward plain foods, favorite is "pork and beans." Claims to have an even temper—is married.



. . Maurice Condon, Publicity Director —→

Wanted to be an aviator, decided writing was less hazardous, then took job as office boy, WGAR, January 1, 1931. Has been there ever since. Now writes publicity, continuity and announces. Best known to listeners for what he refers to as "doggerel a la Ogden Nash." Born in Fall River, Massachusetts, November 19, 1912. Is single. Hobbies in writing hair-raising mystery stories; is invariably late for dates and dinner engagements; throws ashes on the floor and wears horn-rimmed spectacles. Is particularly absent-minded when concentrating on a specific project. Likes to read, play golf and eat ham and eggs. Once wrote newspaper series from Hollywood but doesn't mention it. Known as "Maurie".



. . Sidney Andorn, Director Special Events —→

Newspaper reporter, columnist and movie reviewer for ten years—entered radio, as he explains because "thought it a good idea." Born in Alabama, September 25, 1904, attained A. B. degree at Western Reserve University. Proposes that his life's ambition always has been "life, liberty and pursuit of happiness." Associated with WGAR since February, 1934. Rarely at a loss for words—rarely not talking, even when not before microphone. Has unusual habit in saying "Thank you" as blanket response in all conversation. Favors flashy neckties. Best known to air audience for "around the town" chatter and movie reviews. Recently honored as Cleveland's "Man About Town." Married, August, 1938.

← **Wayne Mack, Director of Drama . .**

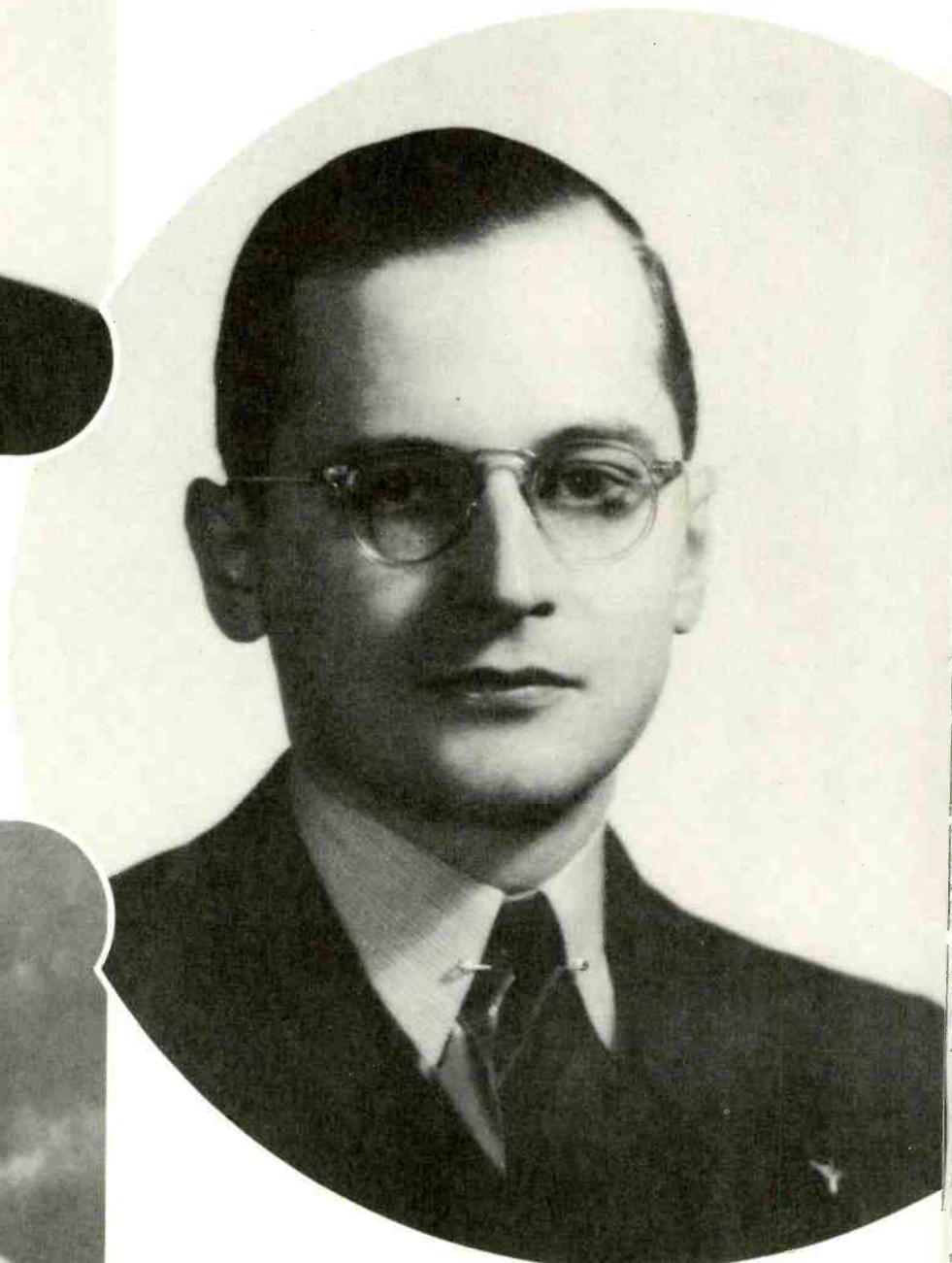
Sixteen years training in music and voice preceded first radio job as announcer WJAY, Cleveland, 1931 although had auditioned as actor-vocalist. Transferred to WGAR, March 31, 1934. Hopes to realize life ambition as radio actor-producer. Has also worked as musician and salesman. Plays piano, flute and piccolo, but not on radio. Has no hobbies, continues practice in music as pastime—also hikes and reads. Owns two dogs, Gay, a terrier and Lobo, a German shepherd dog. Has his own recipe for vegetable salad. Confesses his greatest fault is laziness—except when confronted by chicken and mashed potatoes. Born in Ashtabula, Ohio, January 9, 1911. Married.





← . . Ralph Worden, News Editor . .

Built home wireless set in 1910—never got over it. Operated amateur stations until enlistment signal corps, 1916. After war, employed as ships wireless operator then to newspaper as radio editor, working as relief engineer-announcer, 1923. Summoned to Washington, 1926 by then Secretary of Commerce Herbert Hoover to aid preparing first radio self-government law. Wouldn't pay \$2.50 for photo of group with President Coolidge and Hoover. Now wishes he had one, but doesn't keep a scrap book. Worked WHK, WTAM. WJAY before joining WGAR staff, 2½ years ago. During radio news column days interviewed most of stars. Started first radio review column outside New York. Impatient, cynical and has no social ambitions.



. . Ted Hanna, Assistant News Editor . . →

Stepped from newspaper advertising to reporting to radio in natural stride. Comes by news instincts by heritage, being descendant of late Mark Hanna. Born in Chicago, Ill., February 11, 1911. Joined WGAR staff April, 1937. Graduated high, prep school and Ecole de Montcell in France. Plays organ, banjo, ukelele and drums but not on radio. Hobbies in music—accumulating collection of Tchaikovsky's works, with close second for favor, flying. Ambition is to own fast plane and become noted news commentator. Likes to fly just before dawn or at sunset. Is devoted to wife and small son, Tim. Declares he can't stay "mad" at "anything or anybody long." Once sold office space in Hanna building.

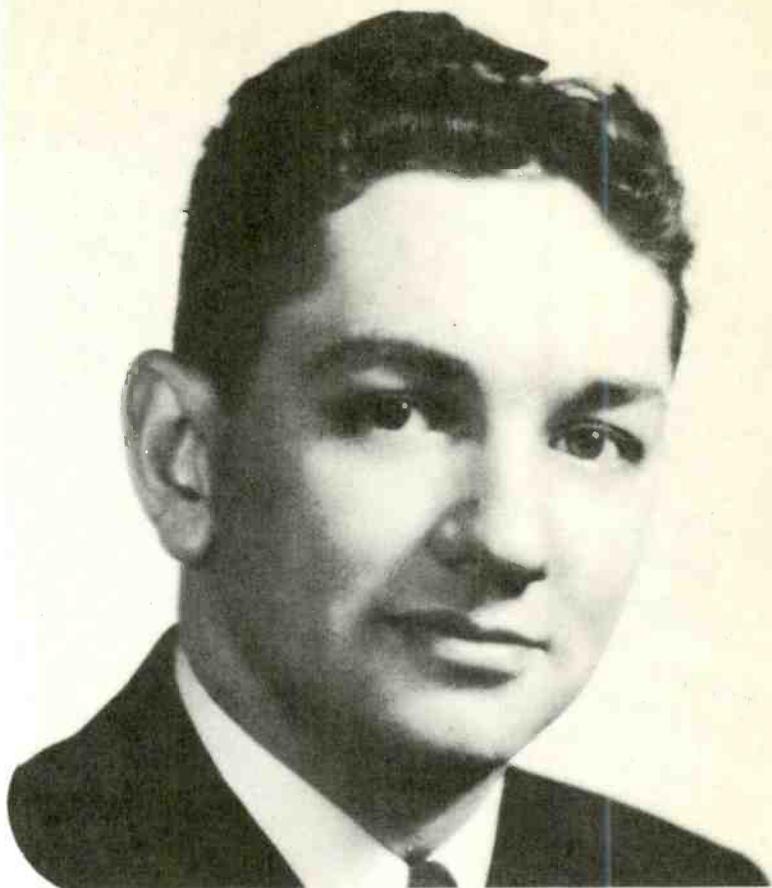


← . . Franklin Lewis, Sports Editor . .

Another newspaper "graduate." Concluded eight years as assistant sports editor Cleveland Press to join WGAR staff, April, 1937. Had no previous radio experience. Born in LaFayette, Ind., January 18, 1904, attended Purdue University, married in Daytona Beach, Fla., 1927. Writing was original life ambition, still is. First job was with surveyor's gang in Florida everglades. Associates jokingly call him "gravel-throat," but best-known nickname is "Whitey." Hobbies are golf and poetry—yes, poetry. Naturally ardent fan all sports. Favorite "pastime" is poker favorite food is shrimp. Claims he is temperamental. Acquainted with most of nation's sport celebrities.

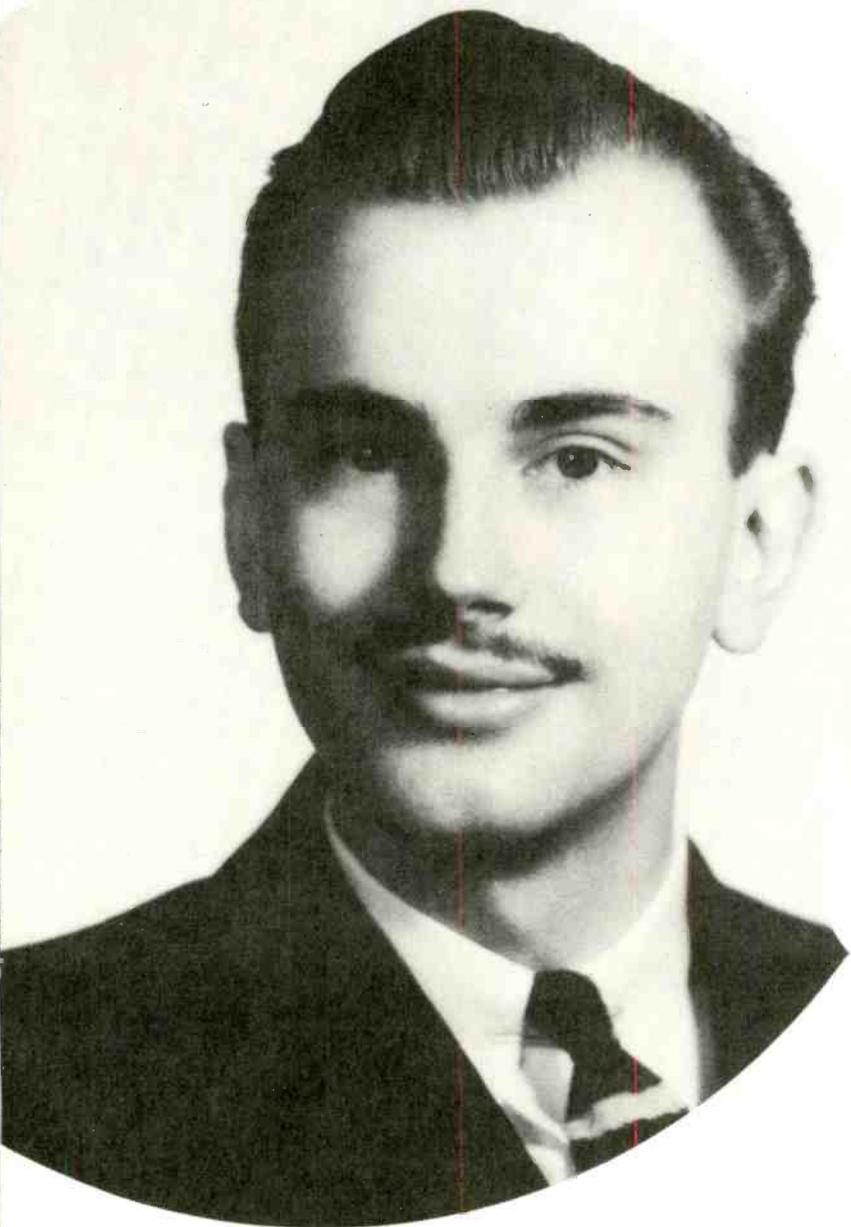
. . Robert Kelley, Announcer . . ———→

Job as public address announcer at high school football games, Elkhart, Indiana, lead to first radio job as sports announcer-assistant manager, WTRC, 1935-1937. Born in Kalamazoo, Michigan, May 17, 1917. Joined WGAR staff July 15, 1937. Divides time with 17-hour course at Western Reserve University. Wanted to be athletic coach, now thinks he'd like success in sports specialties in radio. Best known for play-by-play accounts of Cleveland Rams games in National Professional League. Spends spare time (if any) playing ping pong or listening to swing bands. Has brown curly hair, likes "radical" clothes. Unmarried, but engaged. Pledged to Beta chapter, Beta Theta Pi fraternity. Favorite color, yellow.



————— **. . Jack Paar, Announcer . .**

Radio announcing tells most of story. It was original ambition, first job, present ambition, hobby, pastime and favorite sport. Entered profession originally in unorthodox manner—asked for job—got it! worked WIBM, Jackson, Mich.; WIRE, Indianapolis; WKBN, Youngstown; and WCAE, Pittsburgh before joining WGAR staff year and half ago. Born in Canton, Ohio (didn't state the year). In addition to radio, has announced for movies. Best known on radio for Hollywood chatter. Nickname, "Scooper." Talks (he admits) excessively—is quite witty, but has difficulty spelling. High school education ended abruptly, he thinks. Wears mustache—is married, middle name is "Harold."



. . Jennie K. Zwick, Dir. WGAR Cultural Institute . . ———→

Entered radio at WJAY, 1932 as organizer and director of Cultural Institute of the Air. Program's success has maintained ever since. Joined WGAR staff, April, 1935. Born in Russia, March 7, 1891; received B. A. degree at Western Reserve University, 1913. Originally a playground instructor and teacher in Cleveland Public Schools. Gardening hobby suffering at expense of radio and hopes to extend work in latter. Says friends accuse her of having "one-track-mind." Favorite pastime is working with and for people. Favorite food is strudel. As first radio chairman of Welfare Federation, has organized and directs 66th in series of educational broadcasts for 132 agencies in Federation, on all Cleveland radio stations.



Music

. . Walberg L. Brown, Dir. of Music . .

Twenty-eight years in music. Training includes Cleveland Institute of Music, pupil of Andre De Ribaupierre, Louis Persinger and Maurice Hewitt. In addition to radio duties, member of Cleveland Institute of Music faculty and director Hermit Symphony Orchestra. First radio job at WTAM, Cleveland, 1923-1934 as assistant musical director. To WGAR, September 16, 1934. Best known in radio for Walberg Brown String Quartette, longest continued network chamber music program, March, 1935 to October, 1938. Has conducted for Vaughn DeLeath, James Melton, Jessica Dragonette and other headliners. Born in Lorain, Ohio, September 25, 1904. Hobbies in hunting and fishing—also his favorite sports.



HAYDER P. HENDERSHOTT
Violin, Bass.

Right - MARVIN ARNOLD
Piano, Vibraphone, Celeste,
Accordion, Organ.

Left - HAROLD S. COPELIN
Spanish Guitar, Steel Guitar, Banjo.



ERNEST KARDOS
Violin, Piano.



CHARLES McBRIDE
Cello.





HENRY PILDNER
Piano.



WILLARD POTT
Trumpet, Clarinet.



GRANT A. WILSON
Accordion, Piano.



-Augumented WGAR orchestra photographed during a broadcast.



Above—Donald Dickson, baritone, of the Metropolitan Opera company and national radio fame, won his initial acclaim as a WGAR artist. He is shown during a broadcast, with supporting members of the male chorus grouped in the background.

Right — A rehearsal study of Musical Director Brown, wearing his favorite maroon lounge jacket, shirt uncollared and open at the neck. The position of his lips and the gesture indicates that something is "a leetle too loud."



Below—Overcome by the strain of Bach and Beethoven which he executes with unmatched finesse, Pianist Hank Pildner reveals himself herewith as a jitterbug of the shouting school, in the full grip of an ecstatic mood.



Right — Maestro Brown as he appears to members of his orchestra, baton raised and alert to the individual tone of each instrument.



Behind the Scenes



Left—**STAR HOB-NOBBERS**—"Marco Polo" Gary Cooper on the Sam Goldwyn lot in Hollywood smiles solicitously on his awed listeners, Publicity Director Condon (with cigaret) and Lou Darvas, of the Cleveland Press, who suffers somewhat from Condon's shadow.



Left—**MAIL OPENING TIME**—There's no need to make work out of such a pleasant task—opening the thousands of letters sent in by WGAR listeners. So Gertrude Hunkin (who just couldn't find a chair) and Mildred Bruder, having armed themselves with openers, are launching the attack on the bulging mail bag.



Above—**CAMERA SHY**—But very much on the "photogenic" side, if you please, the petite Jeannie Waddell walks into a flash bulb and candid lens as she emerges from the WGAR elevator. Jeannie's hand gestures in despair—the hand at the right is that of the elevator operator who was also lens shy.



Above—**VISITATION OF SPRING**—Not "gentlemen of leisure," rather Mikemen Bob Kelley, Wayne Mack and Maurie Condon, who contend they were simply pausing between professional labors. The utter disillusionment indicates, however, that they have just been informed that Santa Claus is only a myth.



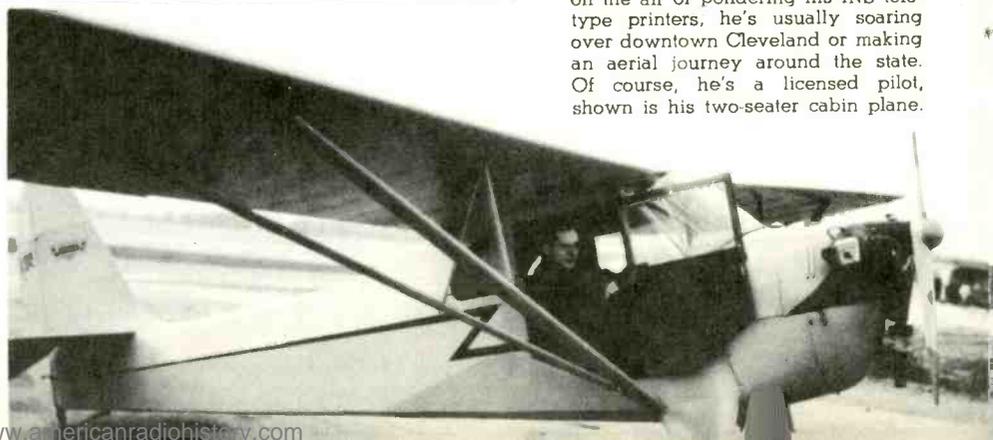
Above—**MORNING STARS**—Sympathize with the luckless motion picture operator who will have to untangle the curls of film shown here slipping through the fingers of Jack Paar, exponent of movie gossip. Jack also announces movie shorts and he is inspecting a recently photoed reel, which by coincidence, features his lovely, young wife.



Left—**DOUBLE LIFE**—The kind lead by Announcer Bob Kelley. Between station standbys, he pours over "tomorrow's lessons," or to be more specific, all spare time is spent in the pursuit of his studies at Western Reserve University.

Below—**HAT TRYING ON**—The candid camera caught WGAR's Marie Likly and Margie Owens as they "reviewed" the Easter finery during a lunch hour. As you might guess from the smile of satisfaction, Margie finally chose the veiled affair she is trying on. Marie, looking at the creation in a mirror, is saying, "It's darling!" and the clerk is just getting around to quoting the price.

AIRWAYS ENTHUSIAST—When Ted Hanna, assistant news editor, is not on the air or pondering his INS teletype printers, he's usually soaring over downtown Cleveland or making an aerial journey around the state. Of course, he's a licensed pilot, shown is his two-seater cabin plane.





Above — **Program Director Worth Kramer** turns vocalist.



Above—**General Manager John F. Patt** in one of rare microphone appearances.



Above—**News Editor Ralph Worden** suppresses a smile in the midst of news.



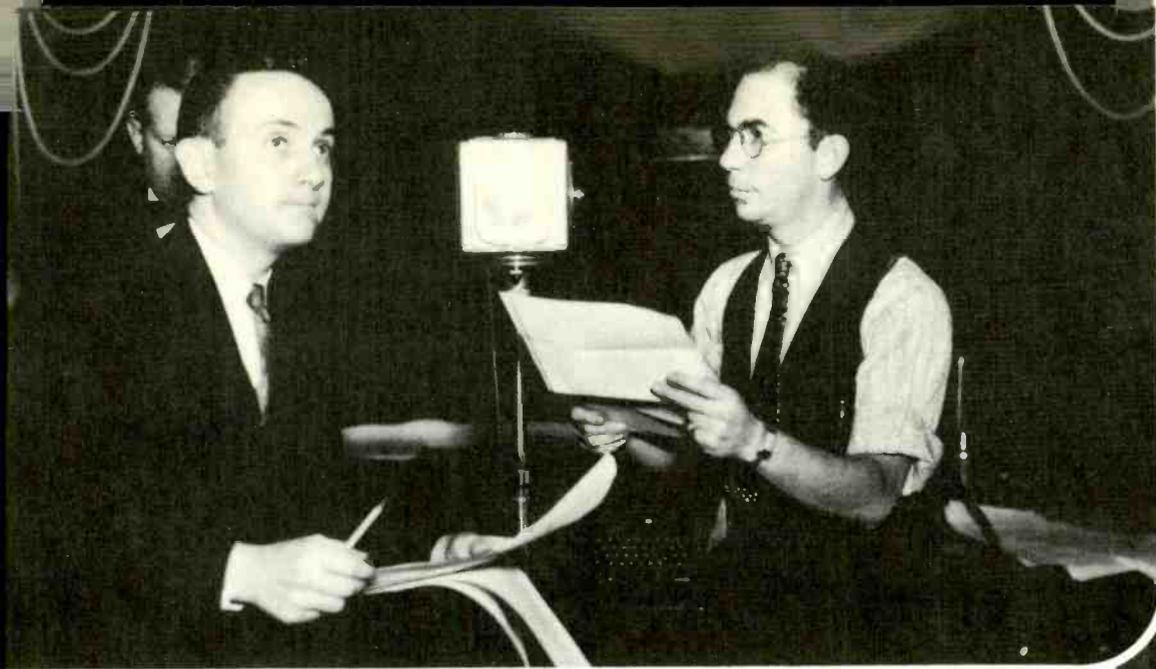
Above—**Publicity Director Maurie Condon** thinking of dentist date.



Left — **Announcer Wayne Mack** "gives" from the continuity.

Right—**Dramatics Director Dave Baylor** isn't bothered by candid cameras.





Above—This is drama—or something. Announcer Sidney Andorn at the right is concerned about Announcer Carl George's next line—which, if he is taking it, appears to be the part of the bee in "The Flight of the Bumble Bee."

Below—the reasons WGAR's news broadcasts are outstanding. News Editor Ralph Worden and his assistant, Ted Hanna, both seasoned news men, bring to the comparatively new field of radio news, the seasoned judgment so essential for the impartial presentation of news. Up-to-the-minute news, received through a battery of International News Service teletype machines, is entirely rewritten for broadcast and assembled in the editions that stud the WGAR schedule from early morning until 1 a.m. sign off.



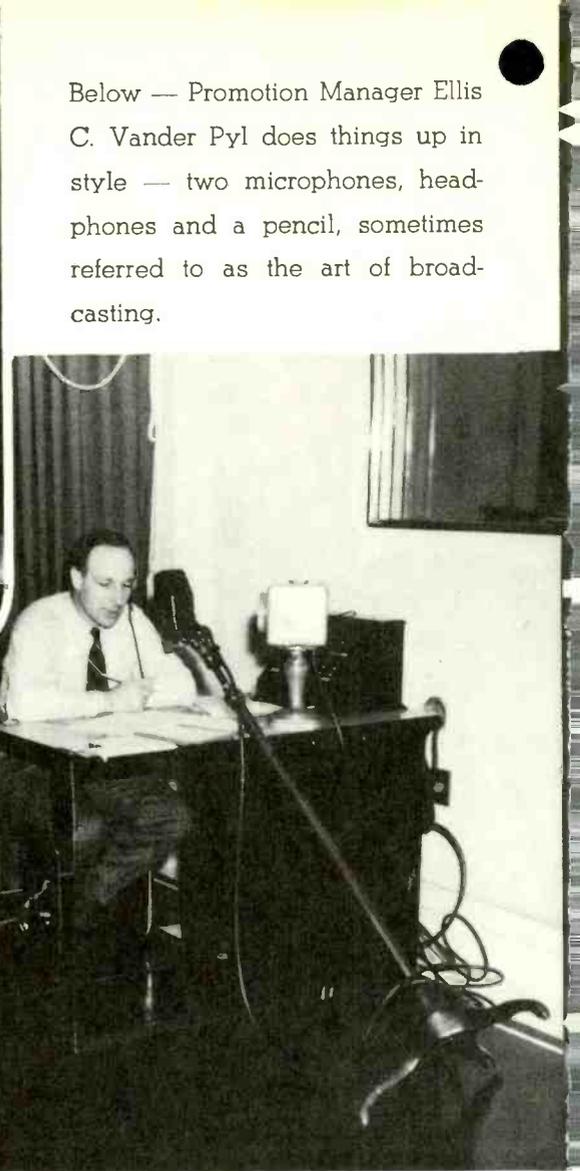
Below—The microphone is concealed by the board in Whitey Lewis' hands. Program Director Worth Kramer is acting as observer. They're standing atop the WGAR trailer studio and the occasion, one of Cleveland's recent national golf tourneys.



Left—The candid camera points up from a characteristic angle and beams on Maurie Condon, hiding behind his horn-rimmed spectacles and quite intent on the "business at hand," namely a round-up of early morning news events.



Left — Special Events Announcer Carl George describes one of the frequent happenings on Cleveland's water front. Announcer Bob Kelly is standing by.



Below — Promotion Manager Ellis C. Vander Pyl does things up in style — two microphones, headphones and a pencil, sometimes referred to as the art of broadcasting.



Programs and Projects

Rudolph Ringwall, associate conductor of the Cleveland Symphony orchestra whose "Symphony Preview" broadcasts add a new measure of understanding and appreciation in the regular Thursday and Saturday concerts.



A large measure of credit for the success of Fenn College programs heard regularly from WGAR, goes to Ethyl M. Wolfe, member of the college faculty.



Rev. Robert B. Whyte, pastor of Old Stone church, heard regularly Sunday mornings on W G A R ' s "Hour of Worship" which originates in Old Stone church on Cleveland's Public Square.



Outstanding Jewish religious leader, lecturer and educator who is featured in a series of talks from WGAR each Sunday afternoon. He is Rabbi Barnett R. Brickner.



WGAR listeners have long been acquainted with the cheerful voice of Shirley Selden. In real life, she is Mrs. David Baylor.





Wings Over Jordan — Presenting an all-Negro chorus, its members enlisted from local Negro churches. Six months after the program's debut from WGAR, it was accepted for nation-wide presentation by the Columbia Broadcasting System and now ranks among the leading CBS Sunday morning features. The program was originated by Rev. Glenn Settle, pastor of Gethsemane Baptist Church of Cleveland, and

is directed by Program Director Worth Kramer who conceives his own arrangements and teaches them vocally since few of the singers read music readily. Since the program's inception on a network series, it has been regarded as a definite contribution to inter-racial understanding.



Safety Cruiser . . . Via WGAR's mobile short wave cruiser, Traffic Officer Melvin Haeffinger and Announcer Carl George described traffic hazards and driving habits as they toured the city twice each week. Commendable



conduct by drivers did not go by unnoticed, resulting in a weekly safety award. In the close-up group, Frank Austin, (center) is receiving one such award. The program was heavily endorsed by the Director of Public Safety and the Cleveland Safety Council.

Below—Aid to Students—Two outstanding WGAR educational features include the opportunity for senior high school students to become editor of the radio station's high school news bureau, and the annual senior high school declamation contest. Lillian Goldman, John Hay High school, winner of one such contest, displays the gold cup award. WGAR inaugurated the high school news bureau in 1935, the only one of its kind in the radio field. Each year, editorship is awarded an outstanding student on the basis of scholastic standing and general news ability. The general radio training is intended as a practical means of aiding the student towards a career in the radio profession. The declamation contests has proved their effectiveness in the promotion of better speech.

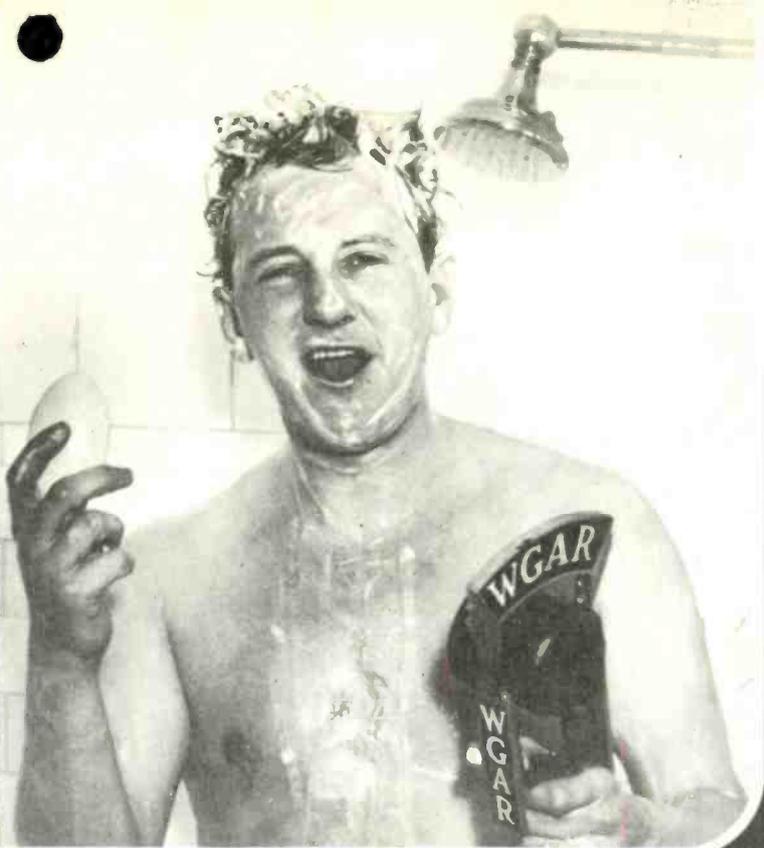


Left—Hermit's Cave . . . The mystery thriller originating at WJR, Detroit and heard weekly from WGAR. As a special Halloween feature, the program was presented by WGAR before this capacity crowd in the Hotel Statler ballroom, giving Clevelanders an opportunity to see the enactment of the popular radio play.



Right—Mayor Aids Flood Relief—When floods swept portions of Ohio in 1937, WGAR demonstrated its conception of "public service" not only in raising relief funds for sufferers, but also in emergency work in the stricken areas. The photo shows Mayor Harold H. Burton of Cleveland as he appeared before WGAR microphones to aid in the campaign for the flood relief fund.





Above—Listeners questioned Announcer Maurie Condon's enthusiasm about his sponsor's product—Sweetheart soap. Resourceful fellow, Condon proved his sincerity by staging his next broadcast in the midst of a bath and from behind the creamy soap lather he was describing.

Below—Within 30 minutes after a giant U. S. Mail and Air Express plane crashed 8 miles southwest of Cleveland, May, 1938, WGAR's mobile unit was on the scene and Announcers Wayne Mack and Bob Kelley were describing the tragedy to northern Ohio listeners. Fifteen persons died in the crash.



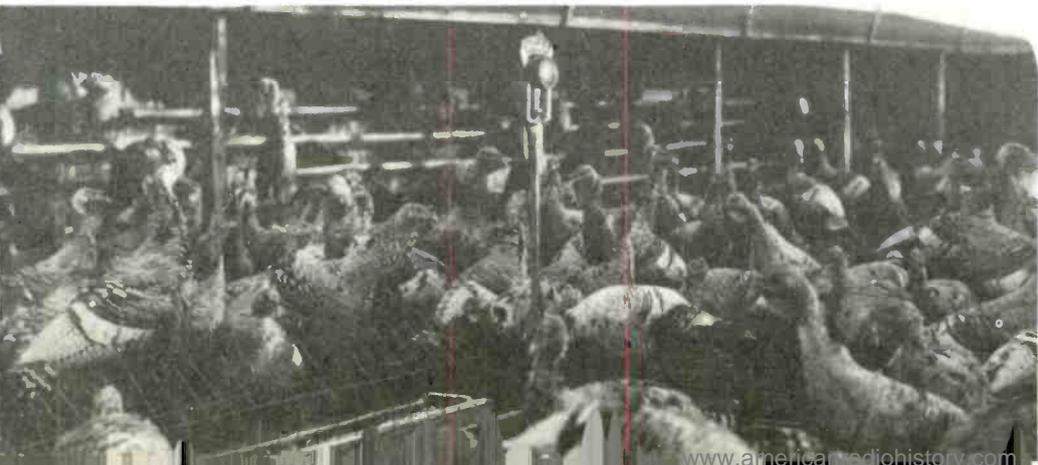
Right—Is the bath room conducive to the best in vocal filligree? WGAR listeners had an opportunity to form their own opinions when Warbler Baylor studioed from a Hotel Statler bathroom, alternating the microphone facilities with vocalist Marvin Arnold in the regular studios. If the listeners made a decision—they never mentioned it. But Mr. Baylor doesn't regret the extra bath. "Anything for the sake of science," he says.



Above—Will the ground hog see his shadow? And if so, so what? Announcer Dave Baylor, microphone in hand, was prepared to observe science in the making on the eventful day. Somewhat skeptical of the method, U. S. Weatherman Ralph C. Mize was on hand to confirm the findings. Incidentally, all the ground hog saw was the photographer—and that with only one eye.



Above—Throughout construction of "Radio's Model Home" being built in downtown Cleveland by the Cleveland Low Cost Housing Association, each step has been relayed to WGAR listeners. In the photo are: Miss Murielle Reid of the Builders' Exchange and Mr. R. L. Hawkins of the Cleveland Paint, Varnish and Lacquer Association during a broadcast interview.



Left—A picture that speaks for itself! When sound effects men weren't able to simulate that necessary Thanksgiving day "gobble"—WGAR program officials decided upon a novel idea. They recorded the natural "gobble" from "the point of origination, namely a suburban Cleveland turkey farm.



Left—Could be a "family affair," but it isn't. Dave Baylor is attempting to be firm, but apparently he isn't making much of an impression upon his listener—Mrs. Baylor. To the listeners, Mrs. Baylor is Shirley Selden, who incidentally observed the arrival of the new year 1939 by announcing the arrival of the No. 1 Baylor heir.



Below—The villain approaches. Note the "fiendish" expression on the face of Mel Palmer; Bill Saunders is frightened and Robert Morris has clenched a fist ready to get into the action. The scene was made during the Cleveland Hallowe'en presentation of the WJR feature, Hermit's Cave.



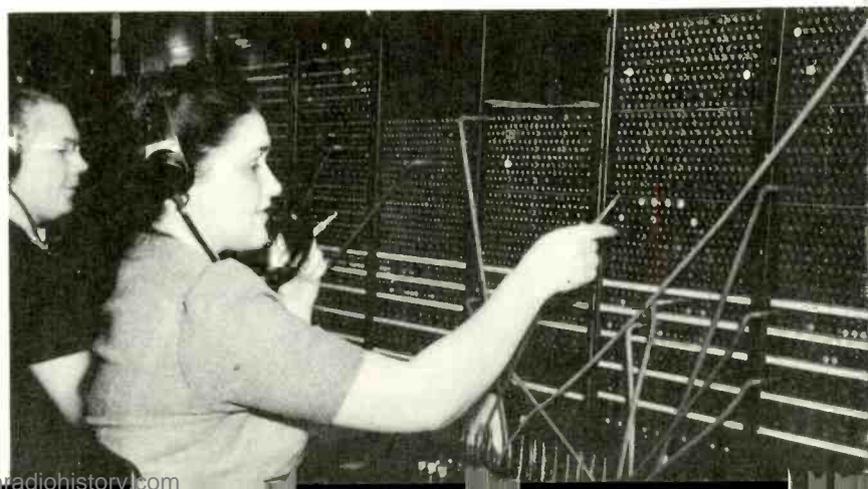
Above—Christmas greetings in 15 different native tongues! From the lips of these children, representing the various nationalities which make up cosmopolitan Cleveland. When the photo was snapped, the group was singing the universal Christmas song, "Silent Night." Wayne Mack is the announcer.



Radiostage, a weekly W G A R dramatic highlight, presenting plays written by W G A R staff members. The photos were taken during a regular broadcast. The gentleman pointing the accusing finger at the microphone in photo at left, is Lawson Deming, opposite him is Elmer Lehr. In the above photo are Irene Cowan, actress, Wayne Mack, dramatic director, and Mr. Lehr in the background.

Below—This group of Red Cross nurses and workers was on duty in the studios of W G A R, acknowledging telephone contributions during the flood disaster which struck a portion of Ohio. The group appeared before the microphone later to tell about its work.

Below—Hello World is the title of the novelty program from W G A R each Tuesday night. Shirley Selden, who takes the part of the telephone operator-announcer, is shown getting some practical experience at the giant switchboard in the Hotel Statler.



Nationality Programs

Six different nationalities are represented in the unique organization which successfully promotes the eight foreign language programs heard each Sunday mid-day from WGAR. Heading this group, the Nationality Broadcasting Association, Incorporated, is John M. Lewandowski of Polish descent; Joseph Pales of Slovak extraction is vice-president; Frederick Wolf, a native of Prague is executive secretary; the Croatian representative is Marian Mihaljevich as treasurer and as Chairman of the Board of Trustees is H. Antoncic, a

Slovenian. Professor Enrico Cotruvo heads the Italian group.

Nationality programs had been conducted on Cleveland stations for some time on an independent basis. Leaders of the groups, recognizing the need of organization, arranged the unification so that all programs of the nationality character could be cleared from a single station. WGAR was the station so honored. The programs feature native music and speakers and occasionally, distinguished guests from foreign lands.



FREDERICK C. WOLF — Director of Nationality programs and executive secretary of the association. Born in Prague, Czechoslovakia, April 22, 1902. Graduated from high school and college there. Began radio appearances in 1928. Intensely interested in possibilities of radio. Hobbies in philately; likes soccer football and knedliky of any kind. Owns two Scotch collies, Nancy and Mitzie.



JOHN M. LEWANDOWSKI—Director of Polish program and president of Nationalities Broadcasting association. Born in Cleveland, Ohio, May 29, 1890. Interested in radio since 1930. Has worked as street car conductor, policeman, auto salesman, Cleveland Councilman and at present is Investigator for city. Raises roses; likes to talk; fears his worst fault is engagement in political arguments.

IN NATIVE COSTUME—Members of the Nationalities orchestra as they appeared in native costume during a special concert. Front row, Clem Faber, Charles Hower, Lillian Simerka, Rachel Van Cleve, Julius Martisek, Aubrey Moore. Back row, Art Brozy, Harold Copelin, Kenneth Romick, Rudolph Sindilek, Frederick Wolf, Albert Mitchell, Sheldon Hendershot, George Wisneskey. Miss Van Cleve, although not a member of the Nationalities group, appeared with them on this occasion as a featured vocalist.



MELODY MEN AND MELODY MAID—"International" orchestra featured on Nationality program. Front row, left to right: Harold Copelin, Charles McBride, Joe Koch, Fred Rosenberg, Klement Faber, Julius Martisek. Second row, George Wisneskey, Rudolf Sindilek, Sheldon Hendershot, Kenneth Romick, Milada Kolar, vocalist, Walberg Brown, WGAR Musical Director, Frank Zilko, Arthur Brozy. Third row, Charles Hower, Albert Mitchell, Aubrey Moore.

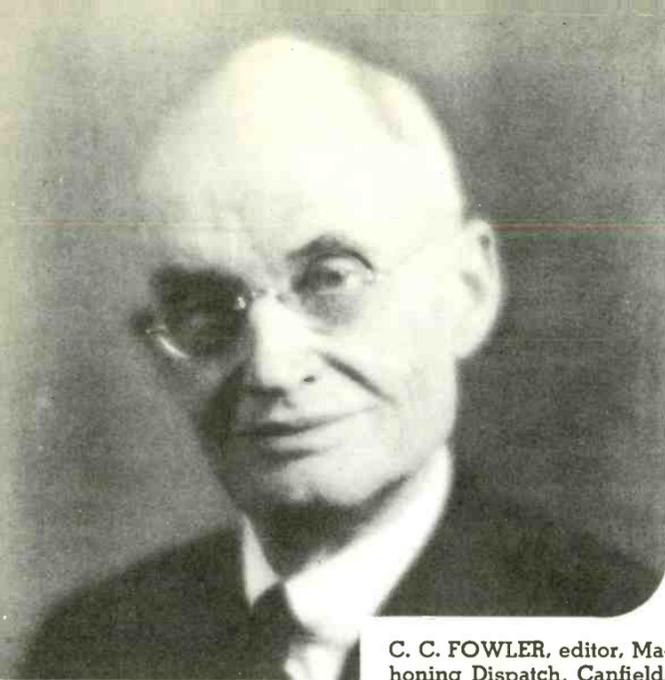


News of Our Neighbors

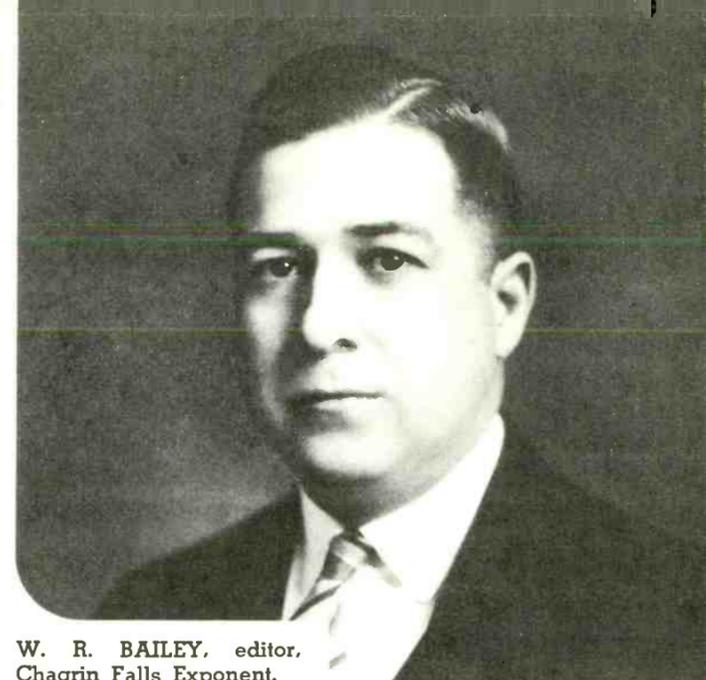
Another example of WGAR's participation in the activities of all northern Ohio communities which it serves, the program "News of Our Neighbors", despite its short existence, has already won its spurs as another of the station's outstanding contributions to public service.

News of community interest as gathered by the 18 Ohio newspapers which cooperate, is woven together by WGAR news editors in a quarter hour of neighborly discussion. Occasionally the contributing editors are interviewed on the program.

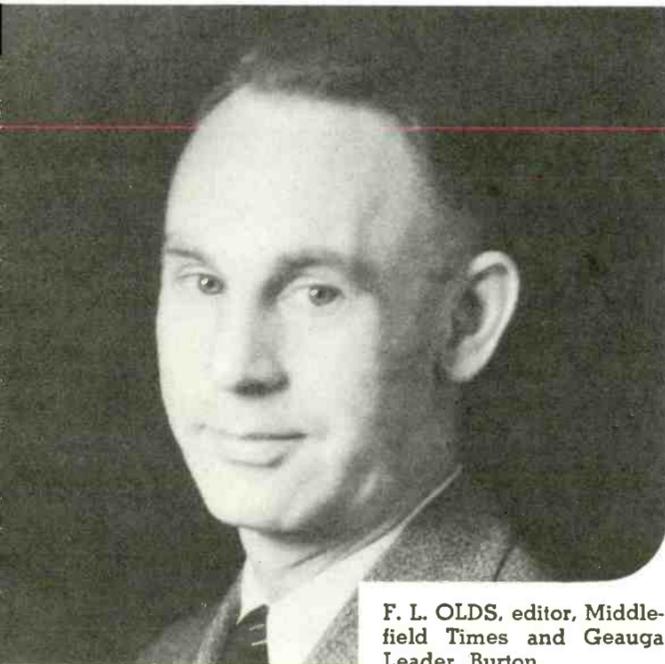
Upon the program's inception, seven newspaper's contributed. Recognizing the interest in the program, others immediately offered their facilities so that now newspapers in 18 different communities are represented. Three of the newspapers have won special awards from the Ohio Newspaper Association; most of them have been published for more than 50 years, and one, The Norwalk Experiment, is now in its 104th year.



C. C. FOWLER, editor, Mahoning Dispatch, Canfield.



W. R. BAILEY, editor, Chagrin Falls Exponent.



F. L. OLDS, editor, Middlefield Times and Geauga Leader, Burton.

PEARL ROSCOE, editor, Vermilion News.

CONTRIBUTORS

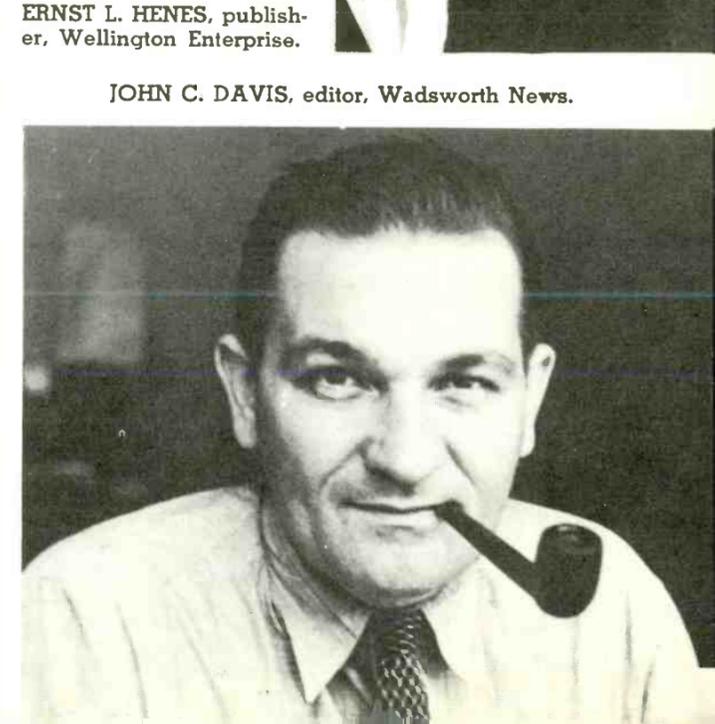
Middlefield Times	F. L. Olds, Editor	Vermilion News	Mr. Pearl Roscoe, Editor
Gauga Leader, Burton	F. L. Olds, Editor	Erie County Reporter, Huron	Arthur Buffington, Editor
Western Reserve Democrat, Warren	Mrs. Marie Neal Martin, Editor	Norwalk Experiment	Mrs. Katherine Dennis, City Editor
Newton Falls Herald	William Hacker, Editor	Monroeville Spectator	J. Leroy Leek, Editor
Mahoning Dispatch, Canfield	C. C. Fowler, Editor	New London Record	C. H. Hearson, Editor
Lake County News Herald, Willoughby	Edward Broderick, Editor	Willard Times	Earl S. Frye, Editor
Chagrin Falls Exponent	W. R. Bailey, Editor	Wellington Enterprise	Ernst L. Henes, Publisher
Amherst News-Times	George H. Frank, Manager	Medina Sentinel	Sam Brainerd, Local Editor
		Lodi Review	Harold Harrington, Editor
		Wadsworth News	John C. Davis, Editor

SAM H. BRAINERD, local editor, Medina Sentinel.

GEORGE H. FRANK, manager, Amherst News-Times.

ERNST L. HENES, publisher, Wellington Enterprise.

JOHN C. DAVIS, editor, Wadsworth News.



Public Square

Taking its name from the general point of origination, namely the public square or the center of the business district, the unusual series of WGAR programs titled "Public Square" gave northern Ohio listeners a new insight into civic and social life in almost a score of cities and towns within a radius of 100 miles from Cleveland. Some of the cities included: Geneva, Warren, Alliance, Massillon, Wooster, Ashland, Mansfield, Shelby, Norwalk and Sandusky. The programs featured talks by officials and outstanding citizens and musical highlights by foremost individuals and groups in the respective city's musical leaders.



The mayor of Canton, Ohio greets WGAR listeners during a Public Square program from the Wooster county fair.



When the Public Square program originated in Shelby, Ohio, city and civic leaders turned out to take part. This photo shows a trio of leaders on the stage of the auditorium as they were about to address the Public Square microphone.



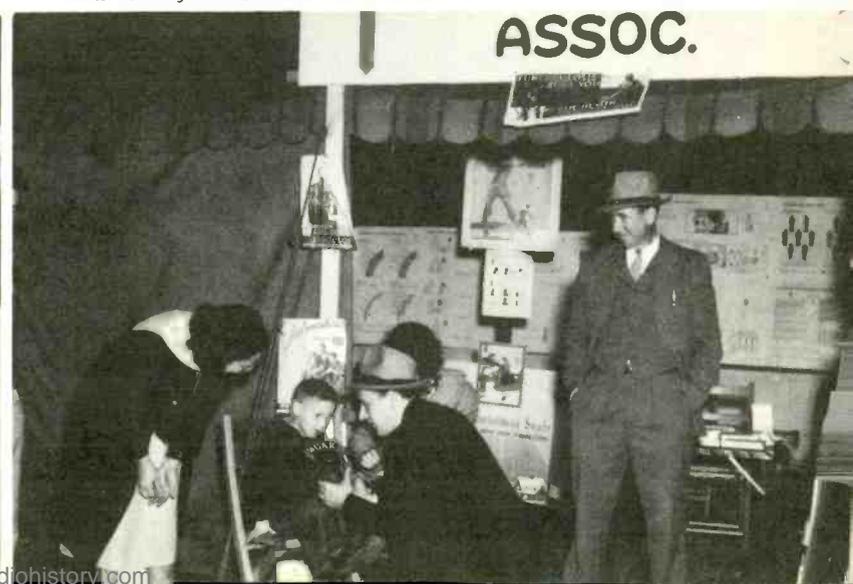
The WGAR mobile unit which was used in all Public Square broadcasts, attracted throngs such as this, so great was the interest in the series. The photo was taken from the roof of the transmitter car.



Every phase of community life was touched in the Public Square endeavor to tell the story of Ohio's cities. This photo shows Announcer Condon discussing some of the farm angles at a Wooster county fair booth.

Announcer Maurie Condon who conducted the Public Square interviews, brings his traveling microphone into a novel booth at the Wooster fair.

Even the youngsters had an opportunity to give "their side" of the scene in the Public Square series. Not without considerable "coaching," this lad is contributing his "bit" to the WGAR mike.



National Air Races



Here's Announcer Dave Baylor at a special observation stand atop the grand stand, carrying on the spectacular air races description. An elaborate system of communications enabled the WGAR pick-up from practically any part of the field.

Right- This time it's Announcer Carl George scanning the skies for the first sight of fliers in the Bendix Cross-Country race, California to Cleveland. Events on all four days of the Races, were broadcast by CBS via WGAR.



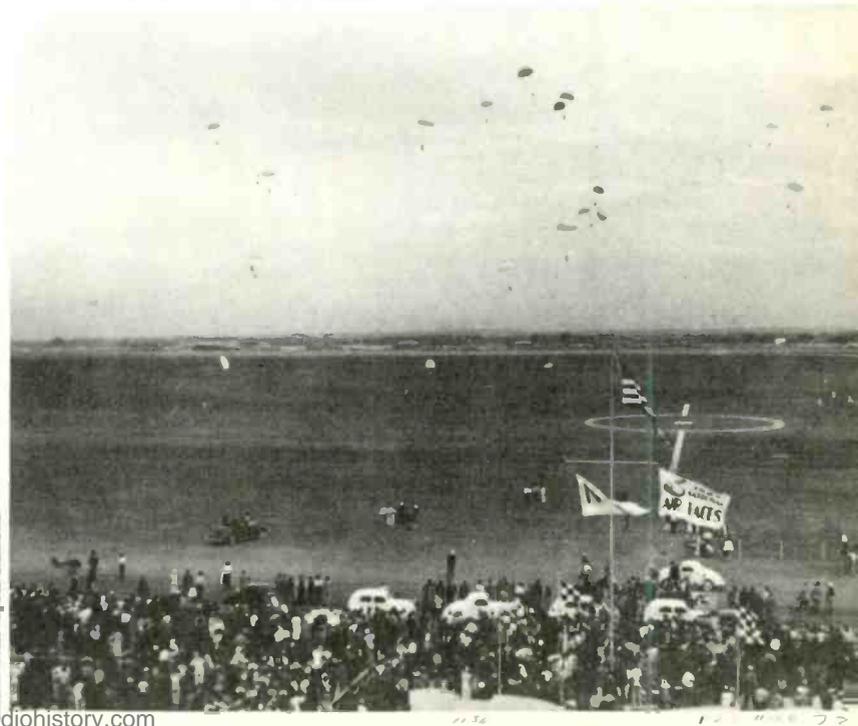
Jacqueline Cochran, winner of the women's Bendix Cross-country race, alights from her plane and pauses for a greeting to WGAR and CBS listeners.

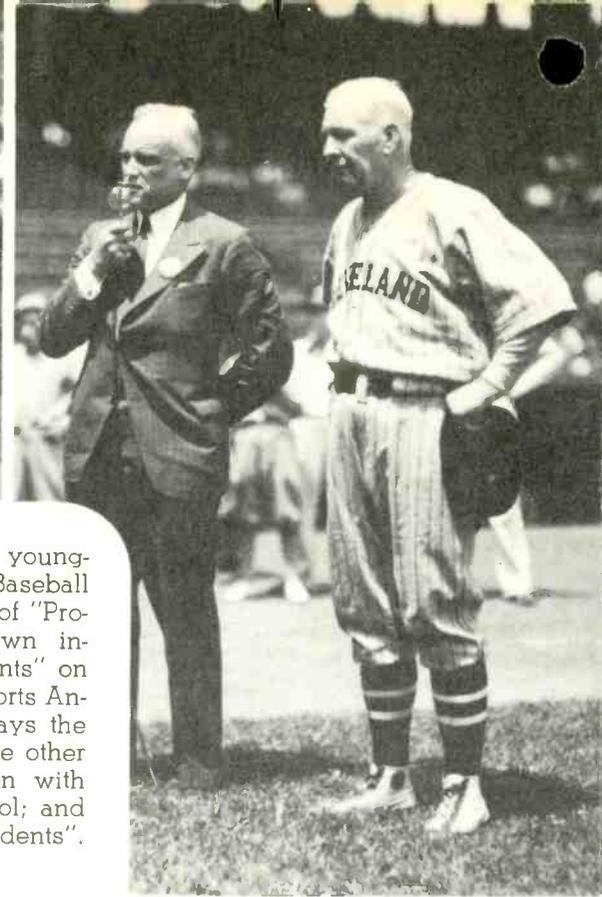
Right- Special events announcer Carl George interviews an air race executive concerning the huge Thompson trophy which was awarded in one of the main events.



A general view of one of the many thrilling events as seen by the WGAR announcers — the mass parachute descent. Seventeen chutes may be seen in the air, four have already struck the ground and the tiny figures of attendants may be seen rushing toward them.

Thousands of spectators jammed the grandstand to witness the spectacular events in the 1938 National Air Races at Cleveland. Other thousands listened to a WGAR-originated CBS nationwide broadcast. The photo shows a portion of the grandstand crowd.





Thousands of Cleveland youngsters participated in the Baseball School under the tutelage of "Professor" Tris Speaker shown instructing one of his "students" on the art of holding a bat. Sports Announcer Whitey Lewis relays the lessons to the listeners. The other photos show Mayor Burton with Speaker, opening the school; and a part of the crowd of "students".



A 5-year-old youngster who knows his sports, submits to the experts—Speaker and Lewis, and from the expression on the latter's face—"knew all the answers".



A quartet of sports highlighters — Whitey Lewis, Lou Gehrig, Speaker and Dan Nolan, Cleveland sports enthusiast. All appeared before the WGAR microphone.

Ky Laffoon, winner of the \$10,000 Cleveland Open Golf championship in 1938, smiles in victory and tells WGAR listeners how it feels to grab a championship.

Another sports celebrity appears before a WGAR microphone. It's champion runner Glen Cunningham and Whitey Lewis, sports announcer.





Hank Helf and Frank Pytlak, Cleveland Indian catchers, proudly display the baseballs which they caught when the balls were tossed from the tip of the Terminal Tower, 708 feet in the air. The feats were acclaimed as world's record catches.



Pugilists pause for radio message. Announcer Maurie Condon holding the mike for Henry Armstrong with Al Manfredo coming up.



In a new role — Tris Speaker as an authority on golf, reporting the \$10,000 Cleveland Open Championship at Oakwood.



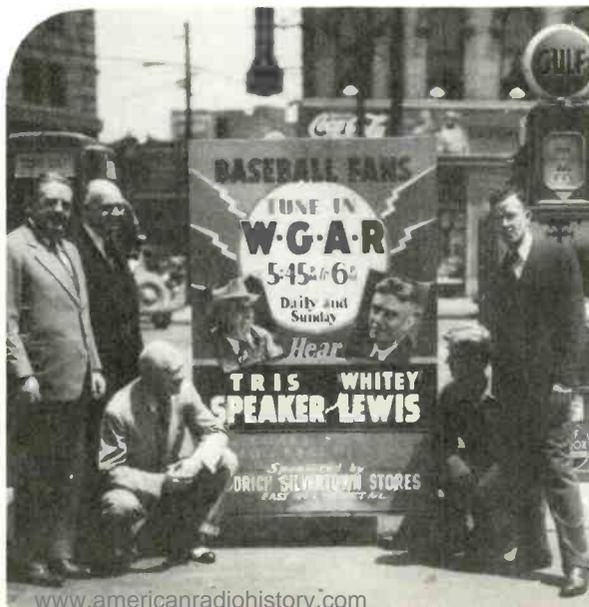
Pitcher Johnny Allen isn't a bit mike-shy. Here he is, script and everything, addressing a WGAR microphone.



Whitey Lewis tries out a novelty in getting the inside dope on a forthcoming whippet race. The interview could hardly be called a success. There are some who say the whippet is "laughing."

Announcer Bob Kelley, looking slightly diminutive, interviews Johnny Drake and Primo Miller of the Ram football team.

Members of the Cleveland Rams, National Pro football team, join Announcer Bob Kelley in singing for the first time, their new theme song, "The Battering Rams."



Celebrities



"Wrong Way" Douglas Corrigan modestly submits to an interview by WGAR's Jack Paar.



Ex-world's champ Gene Tunney and Ellis Van der Pyle.



Impersonator Sheila Barrett and Radio Newsmen Ted Hanna.



Radio Comedian Jack Benny and Orchestra Leader Johnny Green.



Columnist and radio commentator Dorothy Thompson and Sidney Anorn.



Radio songstress Harriet Hilliard and Jack Paar.



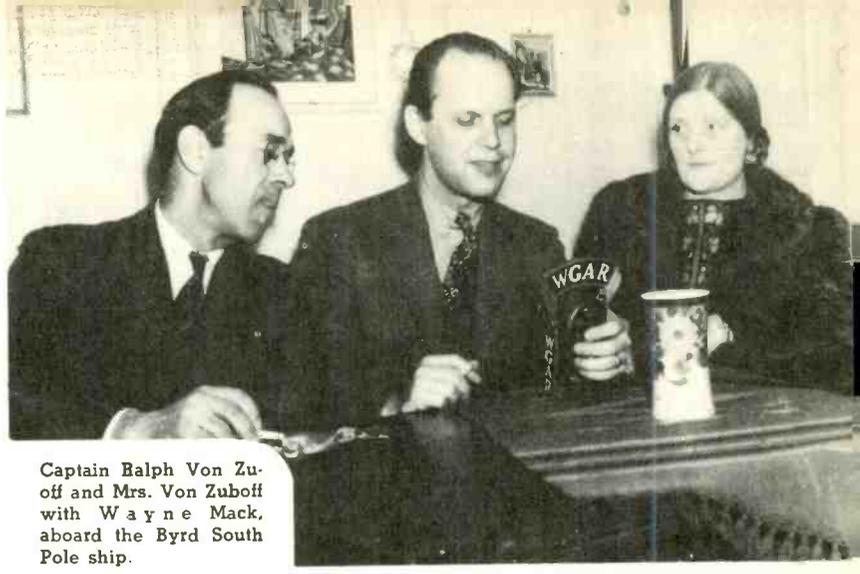
Hollywood leading man Wayne Morris and screen comedian Johnny Davis with Sidney Anorn.



Radio commentator Boake Carter and Carl George.



Actress Lita Gray (formerly Mrs. Charles Chaplin).



Captain Ralph Von Zuff and Mrs. Von Zuboff with Wayne Mack, aboard the Byrd South Pole ship.



Singing Andrews Sisters of CBS and "Bei Meir Bist du Schoen."



Movie leading man Chester Morris.



"Tobacco Road's Jeeter Lester"—or James Barton and Sidney Andorn.



Skater Sonja Henie and Sidney Andorn.



Novelist Sinclair Lewis.



Swingster Bob Crosby and Sidney Andorn.



Movie Actor Pat O'Brien and Whitey Lewis.



Orchestra leaders Cab Calloway and Duke Ellington with Wayne Mack.



Radio playmaster Orson Welles and Sidney Andorn.

Chester Lauck and Norris Goff, otherwise Lum and Abner, in WGAR appearance. Incidentally, this famous team started their rise to national fame, in Cleveland.



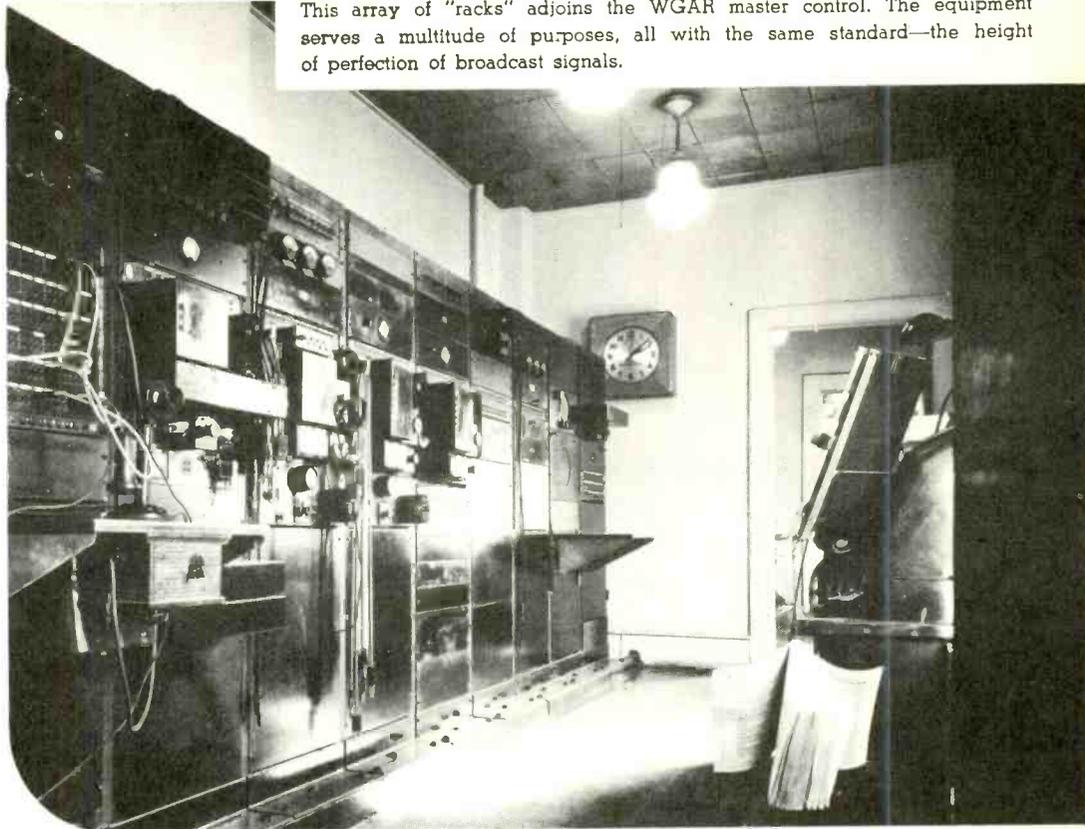
Connie Mack of Philadelphia Athletics and Tris Speaker.



Engineering



R. MORRIS PIERCE, CHIEF ENGINEER—First technical radio job WJAZ, 1925. WGAR since December 1, 1930. Born Chicago, December 17, 1906. Spends spare time reading technical articles, biographies. Educated Rockford, Ill., high school Cornell College, Mt. Vernon, Iowa, Case School Applied Science. Once tried to play cello.



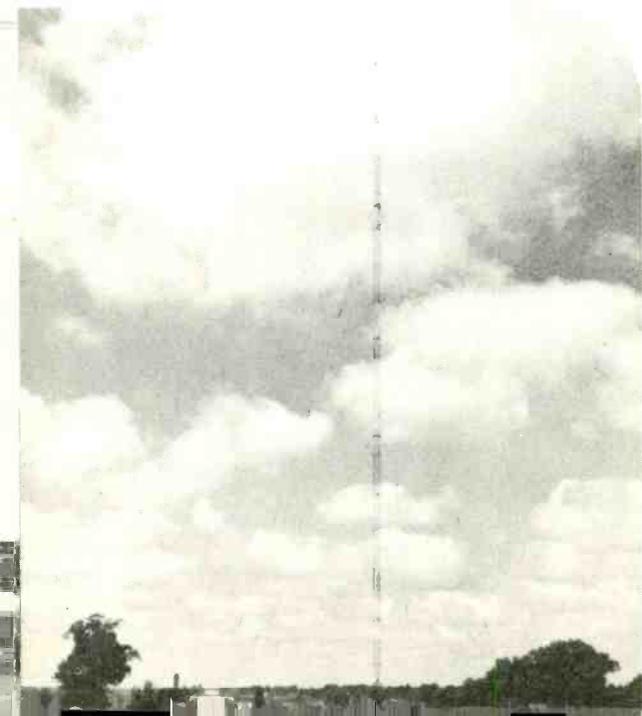
This array of "racks" adjoins the WGAR master control. The equipment serves a multitude of purposes, all with the same standard—the height of perfection of broadcast signals.



The WGAR trailer studio and special WGAR dispatch car. The trailer is completely equipped for use as a remote studio.

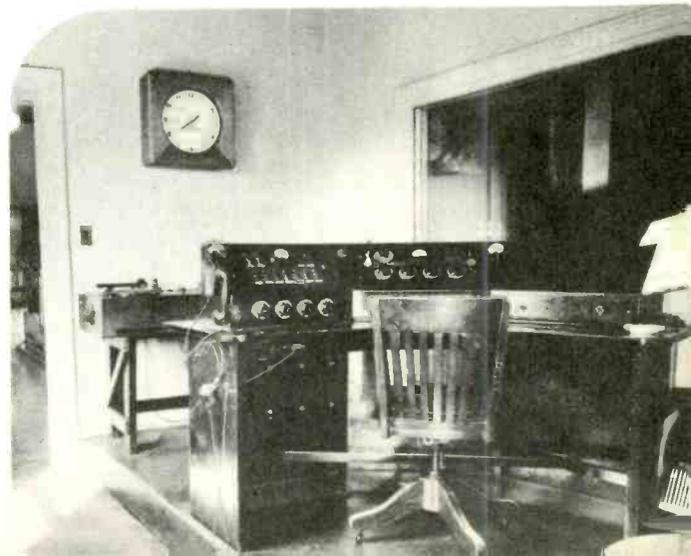


The WGAR Mobile Unit No. 1—housing special short wave equipment which can be transported to the scene of any activity so that broadcasts can originate at that point.



Silhouetted against the sky, the 386 foot antenna tower of Cleveland's transmitter in Cuyahoga Heights. The transmitter station itself is shown at the left.

The master control console in WGAR's Hotel Statler studios. From this point all programs are "monitored" to be delivered to listeners with the greatest degree of tone realism.





Lawrence Shipley, assistant chief engineer, with WGAR since day station opened, December 15, 1930.



William E. Pettepiece, control operator, fulfilled original ambition. WGAR assignment is first job.



W. G. Hutton, transmitter engineer, turned to radio from teaching mysteries of electricity.



Donald McCollister, transmitter supervisor, began work in radio as inspector, 1924. On first WGAR staff.



Windsor H. Atwater, control operator, gave up musical career for radio service, then engineering.



Kenneth S. Sherman, transmitter engineer, began radio experience in development facsimile, 1928.



Lloyd C. Wingard, control operator, sought adventure as ship's wireless operator. Eight years at WGAR.

Sereno E. Smith, control operator, first radio job WBBR, New York City, 1924. WGAR since July, 1931.

Walter Widlar, control operator, hobbyed in radio since age 12. At WGAR since October, 1933.

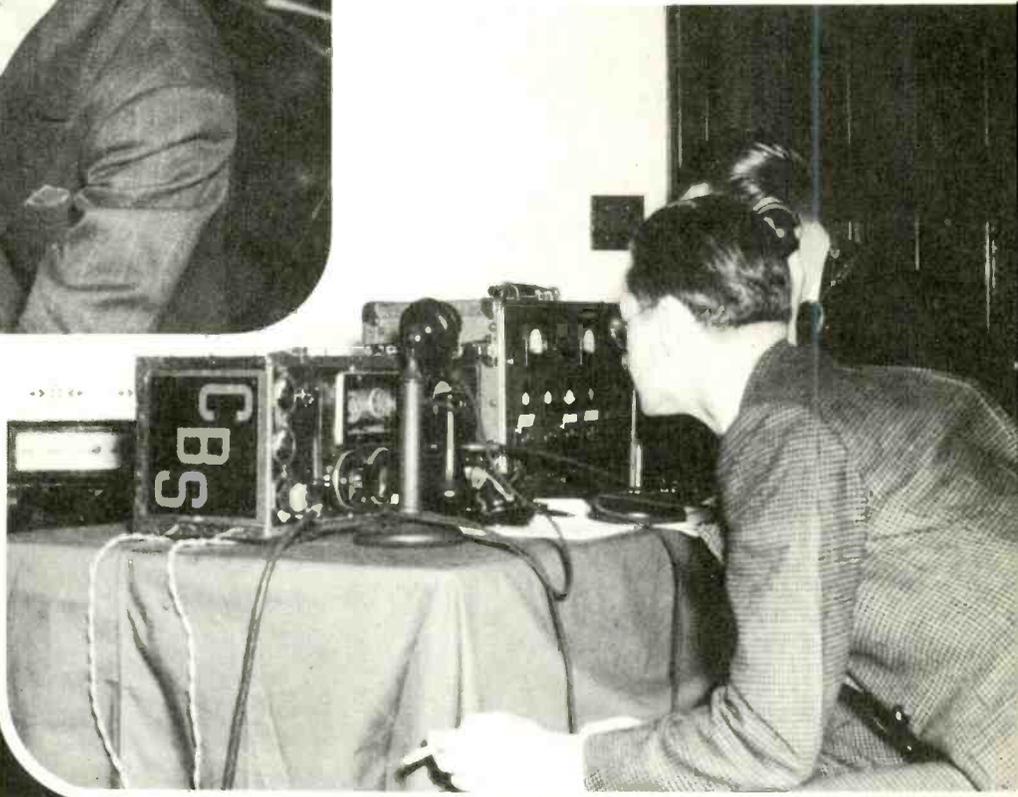
William J. Slater, control operator, radio man in U. S. Navy, 1926. WGAR since August 1, 1937.





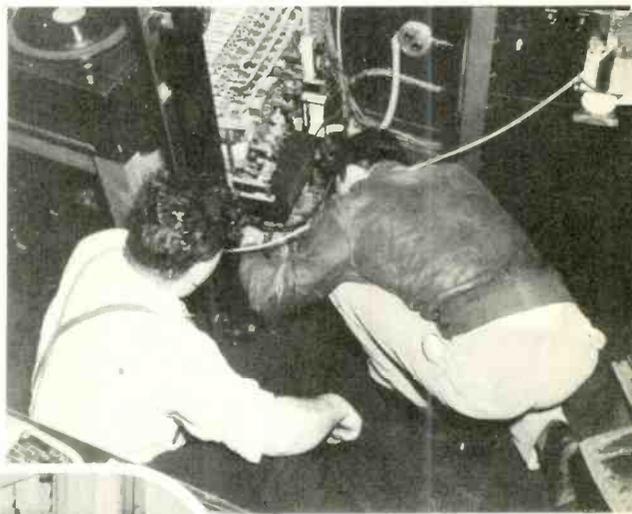
Below—
Assistant Chief Engineer Larry Shipley assists the CBS technician as WGAR feeds Al Pearce's program to the network when it originated in Cleveland.

There are occasions when two hands seem to be insufficient for a control operator, witness this "quickie" of Assistant Chief Larry Shipley at the master control console.



Slide rule, compass and map are all part of the equipment of Chief Engineer Morie Pierce, shown in this candid calculating the signal strength for a certain section of the WGAR coverage.

Right—
Constant vigilance is the price of keeping a modern radio station on the air. Bill Slater and Larry Shipley of the engineering staff, investigate the "innards" of a complicated unit at the transmitter plant.



Left—
Subject to call like a fireman or policeman, WGAR transmitter engineers enjoy the facilities of a comfortable home in connection with the transmitter plant at 1000 Harvard avenue. Here's Engineer Bill Slater after an exacting night, trimming the stubble.

Left—
Not Old Mother Hubbard—but one of WGAR's transmitter engineers, discovering that the refrigerator larder contains nothing but some jam—the old fashioned kind. So the transmitter shopper will be getting busy to fill up those empty shelves before the next meal-time.

Personnel



E. M. KRAUSE, AUDITOR AND OFFICE MANAGER—With WGAR since opening, December, 1930. Born, Decatur, Ill. Graduate Detroit Business University and Walsh Institute. Likes fishing and hunting.



MARIE LIKLY, SECRETARY—Another "pioneer". On station staff before formal opening. Born Newark, N. J., November 12, 1906. Married, modest, hobby is home.



ALICE RICHARDS, SECRETARY—Native of Youngstown, Ohio. Previously employed WJAY, WTAM, Cleveland and WGBU, Florida. Favorite color is blue. Energetic.



JEANNE WADDELL, SECRETARY—Joined WGAR staff as first job after graduating Dyke School Commerce, August, 1933. Attended Western Reserve University. Born Cleveland.



GERTRUDE M. HUNKIN, SECRETARY—Credit Chagrin Falls, Ohio. Graduated high school, business college. Member WGAR staff past seven years.



REBECCA LUSH, RECEPTIONIST—Known to associates as "Becky". Employed Statler hotel before present position WGAR five years ago. Meets all visiting celebs.



MARGUERITE OWENS, SECRETARY — Attended Notre Dame Academy, Dyke School Commerce. WGAR first job after graduation, April 1, 1937. Born Wilkes Barre, Pa., 21 years.



MARGARET M. LYNDALE, RECEPTIONIST—Wanted to be super-efficient private secretary—still does. Newest member WGAR staff. Friends call her Peggy. Born, Wilmington, Del.



JULIUS GLASS, PROGRAMS — Entered radio through high school newspaper editorship. Handles annual high school declamation broadcasts. Ambition to write for radio.



EUGENE TOTH, MAINTENANCE— Born Cleveland, July 26, 1912. Member WGAR staff since June, 1935. Says nickname is "Jeep". Likes dancing, theatre, golf and steaks.



ALFRED TEMPLE, PORTER—Connected WGAR personnel since July, 1934. Native of Somerville, Tenn. Ambition to operate own business. Dreams of being "success".

Commercial Department



EUGENE CARR
ASSISTANT MANAGER

—Originally instructor in voice, University of Oregon School of Music. Took 4 months leave of absence to work WTAM, February 5, 1929. Stayed until September 1, 1933. Joined WGAR staff July 1, 1934. Born in Shelbyville, Ill., December 7, 1903. Graduated Westminster College, New Wilmington, Pa. Hobbies in writing fiction and poetry for children. Enjoys symphony music, plays tennis, not interested in food, is philosophical—patient.



ELLIS C. VANDER PYL
EDITORIAL AND

PROMOTIONAL DIRECTOR — Interest and activities in sport opened radio connection, WGAR, October, 1932. Formerly managed hotel, executive building stone company. Original ambition to be fireman. Educated Andover and Yale Universities—also A. E. F. 2 years. Born in Holliston, Mass., January 8, 1899. Collects stamps, plays handball, best known for sports broadcasts.



SUTHERLAND DeWITT
SALESMAN

Starting seventh year WGAR sales staff. Born in Pittsburgh, Pa., 1893. Collects Americana and early Cleveland historical objects.



JOHN WALSH
SALESMAN

Ended 20 years newspaper experience to join WGAR sales staff, July, 1938. Warsaw, Indiana native. Nickname "Hoosier". Likes sauer kraut.



HARRY CAMP, LOCAL SALES MANAGER — Newest member

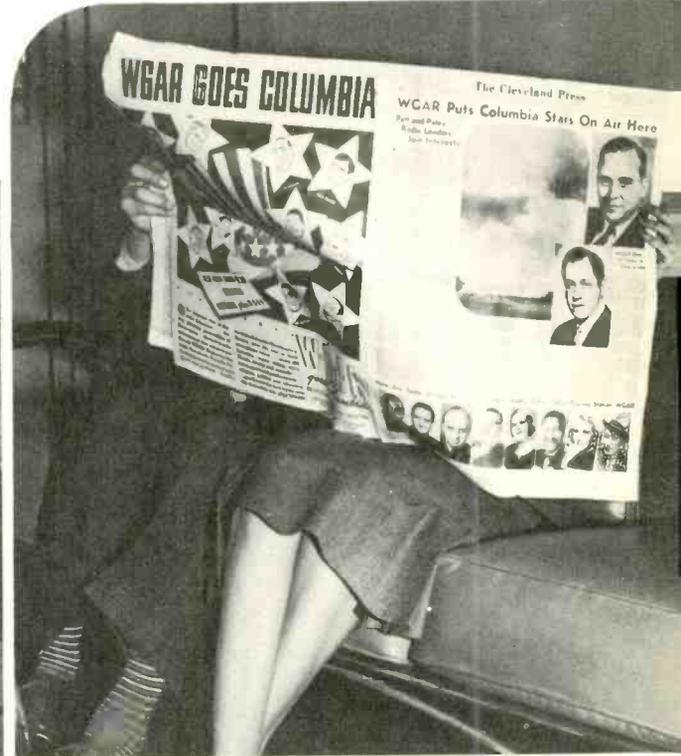
of sales staff. In radio sales since 1934. Born in Acworth, Georgia. Attended Riverside Military Academy.

Salute to Columbia

When WGAR was designated as a basic Columbia Broadcasting System station in September, 1937, the honor was the signal for celebration and extraordinary observance. Special programs, marking the event, were originated at WGAR for nation-wide broadcast; numerous stars of the CBS fame made personal appearances, city officials took part and as a result of the special promotion, the CBS debut has been recorded as one of the outstanding events in Cleveland's broadcasting history.



Left—The striking lobby display of sundry promotional material as it appeared in the WGAR reception lobby.



Newspapers contributed a special edition observing the CBS-WGAR affiliation. The unseen readers are getting the "inside story."



Entire northern Ohio had ample opportunity to learn of the CBS observance. Note lamp-post placards and posters on motor bus.

During the Salute to Columbia broadcast. An augmented WGAR orchestra under the direction of Walberg Brown. Program Director Worth Kramer watches, Announcer Wayne Mack signals.

Six members of the WGAR announcing staff chorused in giving the "sign-off" at the conclusion of the special Salute to Columbia broadcast. "This is the Columbia Broadcasting System" in unison from Carl George, Maurice Condon, David Baylor, Wayne Mack, Worth Kramer and Graves Taylor.





Columbia Stars

1. BARBARA LUDDY AND LES TREMAYNE OF FIRST NIGHTER. 2. RUTH CARHART OF SONG TIME. 3. YOUR HIT PARADE WITH CARL HOFF AND FREDDA GIBSON. 4. HER HONOR, NANCY JAMES. 5. MAJOR BOWES AMATEUR HOUR. 6. AL JOLSON AND PARKYAKARKUS. 7. RAY BLOCK'S VARIETIES. 8. ANONYMOUS AUNT JENNY. 9. REHEARSAL FOR EDWARD G. ROBINSON'S BIG TOWN.

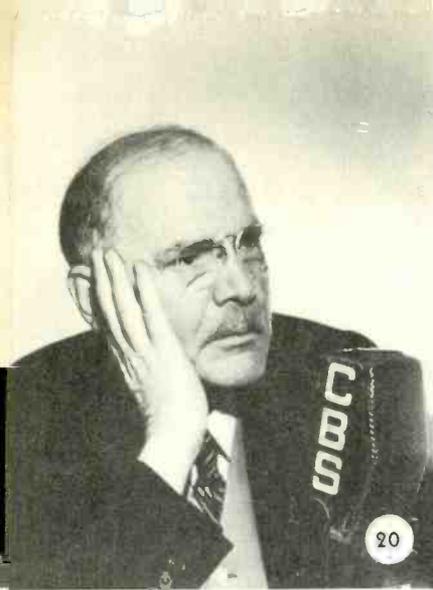




Heard On WGAR

10. ALICE FROST AS BIG SISTER. 11. PROFESSOR QUIZ. 12. JOE PENNER. 13. JIM McWILLIAMS OF ASK-IT-BASKET. 14. GANG BUSTERS IN ACTION. 15. ARLINE BLACKBURN AS PRETTY KITTY KELLY. 16. JOE E. BROWN. 17. VIRGINIA VERRILL, JACK HALEY, LUCILLE BALL, ARTIE AUERBACH AND TED FIORITO OF WONDER SHOW. 18. STAR THEATRE. 19. CAVALCADE OF AMERICA.





20



CBS



21



22



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Columbia Stars

20. H. V. KALTENBORN. 21. WALTER O'KEEFE AND KAY THOMPSON. 22. BILL JANNEY AS HOWIE WING, WITH TYPHOON TOOTLE. 23. CECIL B. DeMILLE OF LUX RADIO THEATRE. 24. FRONT PAGE NEWS ENACTED ON JOHNNY PRESENTS. 25. BARRY WOOD. 26. RUTH ANN AND JANET DEXTER OF BACHELOR'S CHILDREN. 27. EDDIE CANTOR AND BERT PARKS. 28. GEORGE BURNS AND GRACIE ALLEN. 29. PAUL WHITEMAN. 30. JEAN HERSHOLT OF DR. CHRISTIAN OF RIVER'S END.



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Heard On WGAR

31. MOLLY AND JAKE OF THE GOLDBERGS. 32. ORSON WELLES OF RADIO PLAYHOUSE. 33. VIRGINIA CLARK OF ROMANCE OF HELEN TRENT. 34. HELEN MENKEN OF SECOND HUSBAND. 35. CAST OF OUR GAL SUNDAY. 36. TOM HOWARD AND GEORGE SHELTON OF MODERN MINSTRELS. 37. BOB BENCHLEY. 38. KATE SMITH. 39. LUM AND ABNER. 40. MARY EASTMAN AND BILL PERRY OF SATURDAY NIGHT SERENADE. 41. JIMMY FIDLER.



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42. GRAND CENTRAL STATION. 43. ELSPETH ERIC AS JOYCE JORDAN OF GIRL INTERNE. 44. CATHERINE McCUNE AS CLARA POTTS OF SCATTERGOOD BAINES. 45. PEGGY WALL AS PEGGY FAIRCHILD IN STEPMOTHER. 46. WE, THE PEOPLE, WITH GABRIEL HEATTER AND LEW LEHR. 47. BEN BERNIE. 48. MARY MARGARET McBRIDE. 49. GUY LOMBARDO AND ORCHESTRA. 50. PHIL BAKER, BOTTLE, HARRY VON ZELL AND JOHNNY PINEAPPLE. 51. BENNY GOODMAN.



50



51