

This is . . .

W
H
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M

REAL ESTATE
TITLE
BUILDING

in Providence

GOING FORWARD WITH RADIO

A Message From The **WHIM** Management -



ROBERT T. ENGLS



C. GEORGE TAYLOR

WHIM is a young station . . . young in years . . . young in ideas. We went on the air on April 15, 1947 and since that time, many thousands of you have written offering us a great deal of help and encouragement. These letters indicate to us that we have succeeded, in part at least, in creating the kind of radio station we set out to build . . . a station whose programming reflects the interests, needs, and desires of this community. But radio stations, like people, aren't perfect . . . and we know that at WHIM, there's ample room for improvement. So may we ask for your continued help and guidance in order that we may achieve our goal of serving you to the best of our ability.

Compliments Of:

S. and S. Grocery Store
143 HUDSON ST.
PROV. R.I.

67

TEL. WEST
2702



32 CUSTOM HOUSE STREET is our address in the heart of downtown Providence. You are cordially invited to visit our studios here in the Real Estate Title Insurance Company Building, just as you are invited to stay tuned all day long to 1110 — our address* on your radio dial.

WHIM Station of the Stars

In addition to bringing you the greatest names in the entertainment world, WHIM's own staff is star-studded. Here and on the pages that follow, you'll find pictures and stories about your favorite WHIM personalities.



JIM BRITT



BARBARA BARRY



TOMMY DORSEY



JACK ELLSWORTH



BRUCE WILLIAMSON



BOB LA CHANCE



TOM HUSSEY



LOU FARBER



BOB PEEL



BILL WORCESTER



EVERETT LINDLEY



WALTER ROONEY

JACK ELLSWORTH



Some of Jack's best friends are today's top recording artists. Here's Buddy Clark who recently made a special trip to Providence to appear on Jack's "Record Review".



When Tommy Dorsey and his band came to Rhodes, his friend Jack Ellsworth was on hand to emcee the show.



Jack originates many of his record shows outside our studios — at "Y" canteens and at several young people's clubs. In addition, he has put on special shows at Hope and Cranston High Schools as well as many local clubs.



Wherever records are sold, you're apt to run into Jack. An enthusiastic collector, his assemblage includes everything that Bing Crosby ever put on a platter as well as classics by Columbo, Sinatra and Goodman.

JIM BRITT



These two play-by-play men bring you every day a **complete** big league ball game on WHIM . . . and on Sundays a double-header. In addition to bringing all Brave and Red Sox games, Britt and Hussey also present telegraphic

TOM HUSSEY

re-creations of big league games in other cities (when the Boston teams have no game scheduled). These games are broadcast direct from Boston over the Narragansett Brewing Company and Atlantic Refining Company Baseball Network.

Narragansett
Brewing Co.
&
Atlantic
Refining Co.
BASEBALL
NETWORK

EVERY DAY A BIG LEAGUE BALL GAME ON WHIM

TOMMY DORSEY



T. D., the "Starmaker" himself, interviewed in downtown Providence over WHIM.



Dinah Shore is one of many big name stars who regularly appear as guests on WHIM's "Tommy Dorsey Show."



Remember Tommy Dorsey Day in Providence? T. D. visited WHIM, launched his new show, and attended Narragansett Race Track where a special race "The Tommy Dorsey Claiming" was run in his honor. Bob Engles of WHIM reported the event.



Mayor Dennis J. Roberts welcomes Tommy Dorsey and his new show to WHIM and Providence.

BOB LACHANCE



Here's Bob rehearsing for the difficult job of "singing over records". Bob brings you your favorite songs against a background of music recorded by the country's finest orchestras.



Bob was born with a fine voice, but perfected his skill the hard way. He sang as a "Choir Boy", studied in Providence and Boston, was an Air Force Pilot.



Bob singing with Tommy Dorsey's band at Rhodes.



BARBARA BARRY

Barbara is a girl of many talents. A graduate of the Rhode Island School of Design, she was a dancing teacher before joining our staff. Since coming to WHIM she has become a vocalist, pianist and disc-jockey (one of the few in the radio industry). Aside from her program of special women's news, Barbara may also be heard on "Baseball Matinee" and "The Barbara Barry Show".





BRUCE WILLIAMSON

Bruce is WHIM's Production Director and Chief Announcer. After gaining experience at Brown University's WBRU and the College Radio Network, he joined the Army Air Forces as a Navigator. Then in June, 1947, he joined the staff of WHIM. A sportsman at heart, Bruce lists as his hobbies, tennis, softball, baseball and basketball. You will hear Bruce regularly on the popular "Concert Hall" program.

EVERETT LINDLEY

Everett came to WHIM from Worcester, Mass., where he worked as an announcer after being graduated from the School of Radio Technique in New York City. Like a busman on a holiday, Everett lists his favorite hobby as listening to the radio.





SKITCH HENDERSON



PEGGY LEE



DUKE ELLINGTON



HAL DERWIN



ALVINO REY



GENE KRUPA

There's Music in the Air



FRANK SINATRA



KING SISTERS



ELLIOT LAWRENCE



KING COLE TRIO



BING CROSBY



JOHNNY MERCER



DINNING SISTERS



BENNY GOODMAN

WHIM--IN THE PUBLIC INTEREST

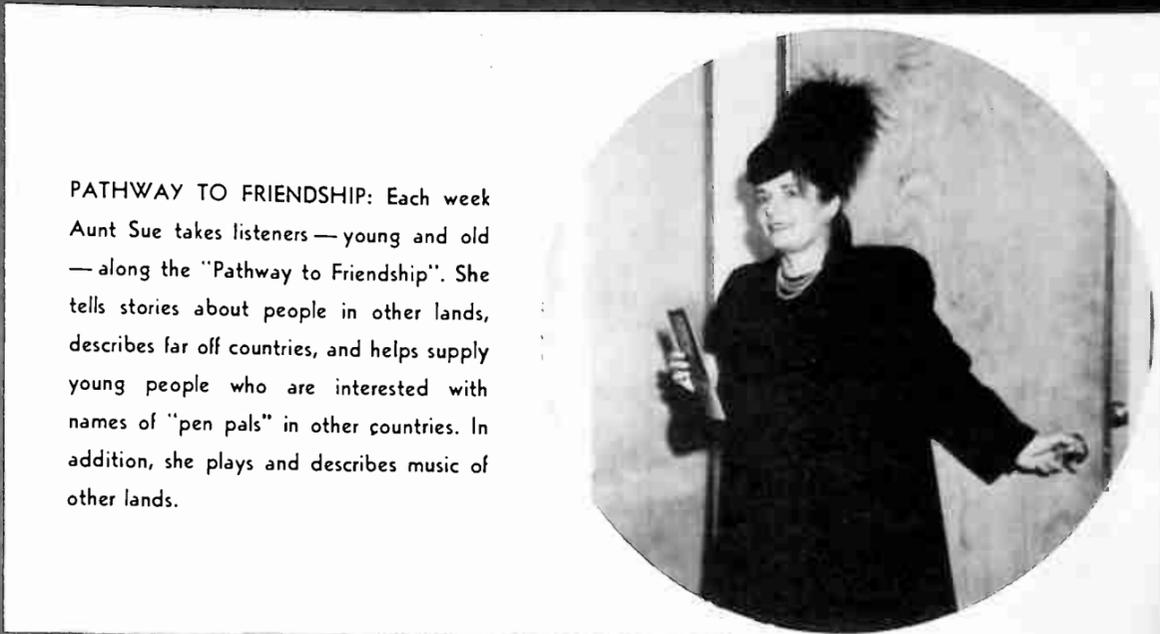


STORIES OF COURAGEOUS LIVING: Thousands of listeners derive inspiration from the weekday broadcasts of Reverend Samuel DeWitt Proctor, Minister of the Pond Street Church. Reverend Proctor's stories of the lives of people — great and humble — who have overcome obstacles in their daily lives are for people of all religious faiths and creeds.

R. I. JUVENILE COURT ON THE AIR: Weekly broadcasts by Juvenile Court officers have been a regular feature of WHIM since we first went on the air. This program is designed for the entire family and aims at eliminating delinquency by examining the case histories of crimes and delinquencies already committed. Here Albert J. McAloon, Prevention Coordinator of the Court, interviews George Katz, Intake Supervisor.



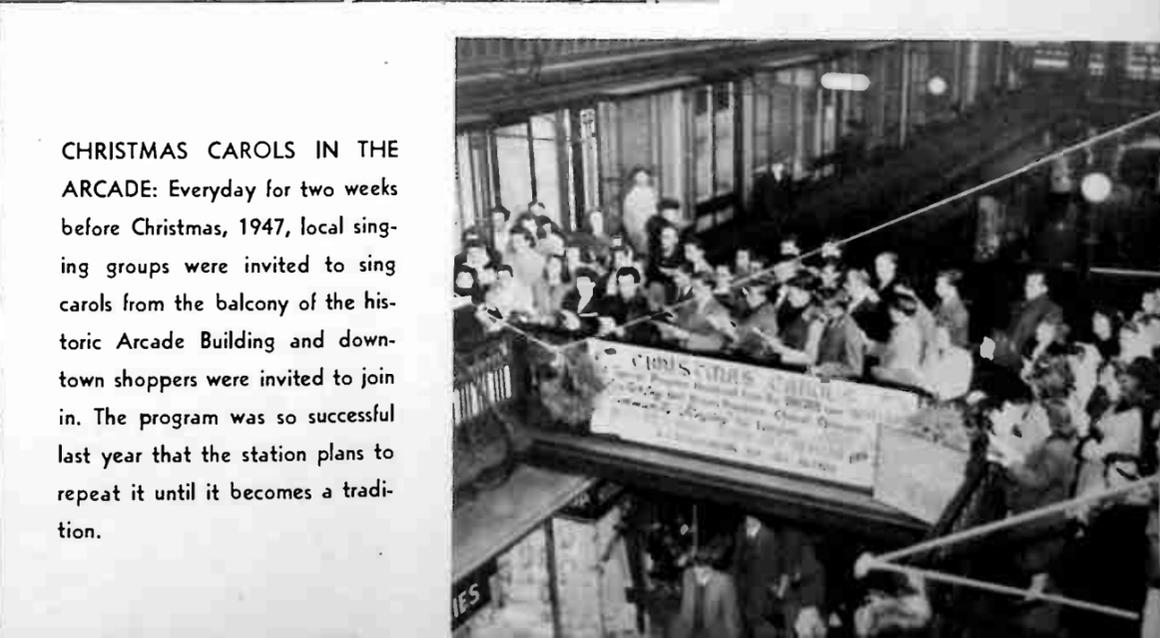
WORLD AFFAIRS ARE YOUR AFFAIRS: That's the theme of WHIM's many broadcasts aired in cooperation with the R. I. World Affairs Council. In close association with the Council, WHIM has presented programs prepared at United Nations Headquarters along with interviews with the many international figures who speak in Providence under World Affairs Council auspices. At left Jessie T. Jenkins, Secretary of the R. I. World Affairs Council, and Lorraine Silberthau, Council reporter, are shown broadcasting their regular weekly program on WHIM — "Let's Talk It Over!"



PATHWAY TO FRIENDSHIP: Each week Aunt Sue takes listeners — young and old — along the "Pathway to Friendship". She tells stories about people in other lands, describes far off countries, and helps supply young people who are interested with names of "pen pals" in other countries. In addition, she plays and describes music of other lands.



STARS IN THE MAKING: Providence's only talent show, this program gives young local artists a chance for the break they're looking for. Presented by WHIM in cooperation with the Greater Providence YMCA, the program originates in the "Y" Canteen.



CHRISTMAS CAROLS IN THE ARCADE: Everyday for two weeks before Christmas, 1947, local singing groups were invited to sing carols from the balcony of the historic Arcade Building and downtown shoppers were invited to join in. The program was so successful last year that the station plans to repeat it until it becomes a tradition.

SPORTS



WHIM is preeminent in sports. Big League Boston baseball games are aired in the summer along with New England College football games including those at Brown and Holy Cross. A full program of schoolboy sports is also featured for the listening audience. A highlight of last fall was the broadcast of the LaSalle-Central football game over WHIM by Tom Hussey. Lou Farber, WHIM's Sports Director, is coach of East Providence High School and a member of the famed Brown University "Iron Man" team. A former President of the R. I. Coaches Association, he is one of the outstanding figures in schoolboy sports in the state. Other WHIM activities include American Legion, Junior Baseball, schoolboy football, baseball and track broadcasts.

Left: Lou Farber, Sports Director of WHIM.

Below: Brown Field, Brown University — where are played many thrilling games aired by WHIM.



... from the wires of Associated Press and WHIM news room . . .

N E W S



Tod Williams and "Trusty", prize-winning rooster, provide news for farm folks on the "Farm and Home Almanac" aired daily at 6:30 a.m. on WHIM.

Bob Peel . . . Special Events
Director.



WHEREVER IT HAPPENS...



WHIM...

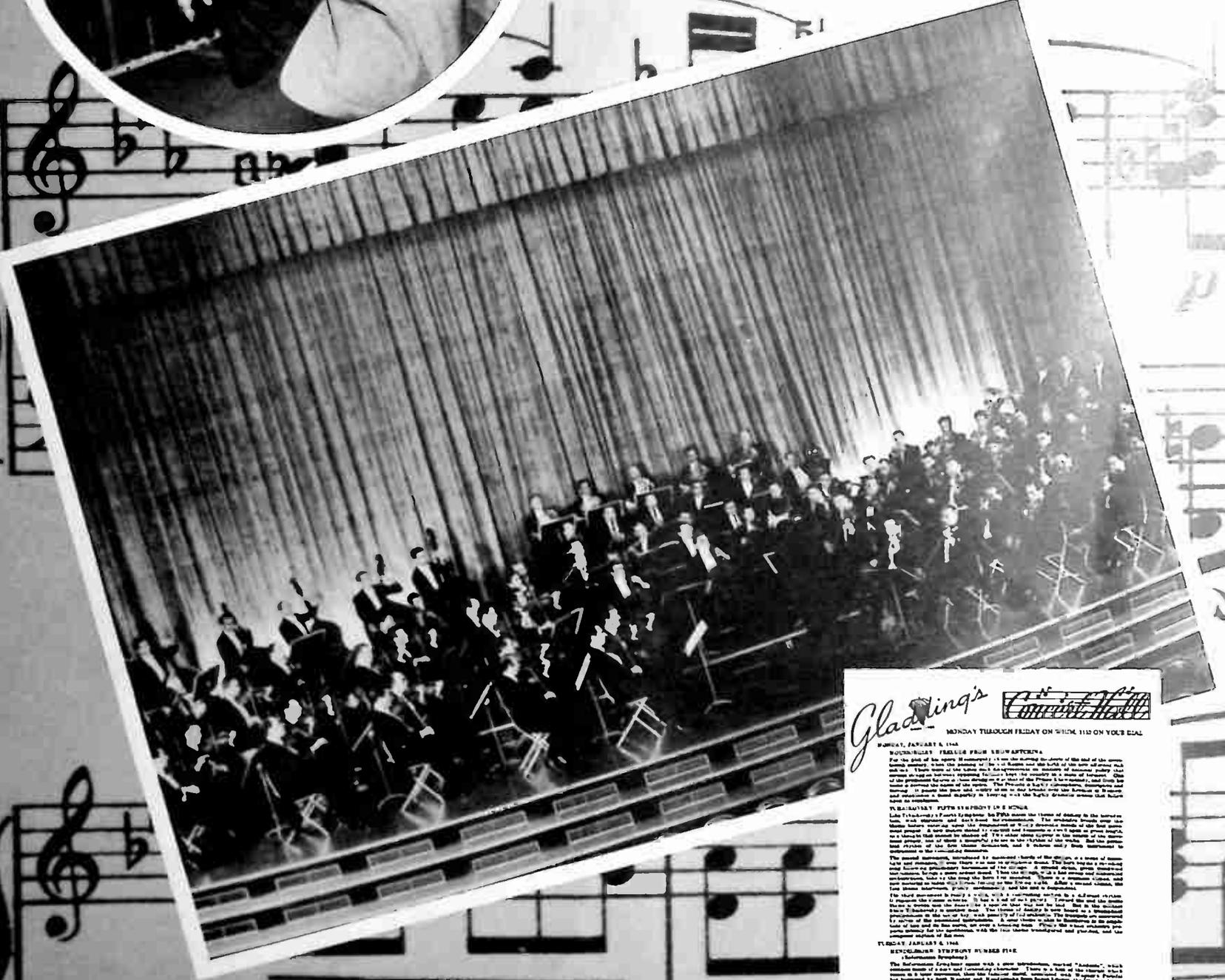


IS ON THE SPOT!

THE CONCERT HALL



WHIM has pioneered in bringing good music to Providence . . . the "Concert Hall" was the original daytime full hour of serious music heard locally, and during the past few months has gained a large following. Many listeners have since received the weekly program notes (see cut below) sent out free by the program's sponsor. Bruce Williamson, WHIM's Chief Announcer and "Good Music" editor selects the daily "Concert Hall" programs and supervises the production of the many other shows of this type on WHIM.



Gladtings **Concert Hall**
 MONDAY THROUGH FRIDAY ON WHIM 1130 ON YOUR DIAL

MONDAY, FEBRUARY 6, 1944
FOURTHLY FEELS FROM NEWCASTLE
 For the first of the series of recordings it is the starting the music of the end of the series. For the first of the series of recordings it is the starting the music of the end of the series. For the first of the series of recordings it is the starting the music of the end of the series.

FRIDAY, FEBRUARY 6, 1944
REVENUE FROM FEBRUARY FIVE
 The performance of the series of recordings it is the starting the music of the end of the series. For the first of the series of recordings it is the starting the music of the end of the series.

cresc. **THE STATION OF THE STARS**

ENTERTAINS THE STARS



STAN KENTON



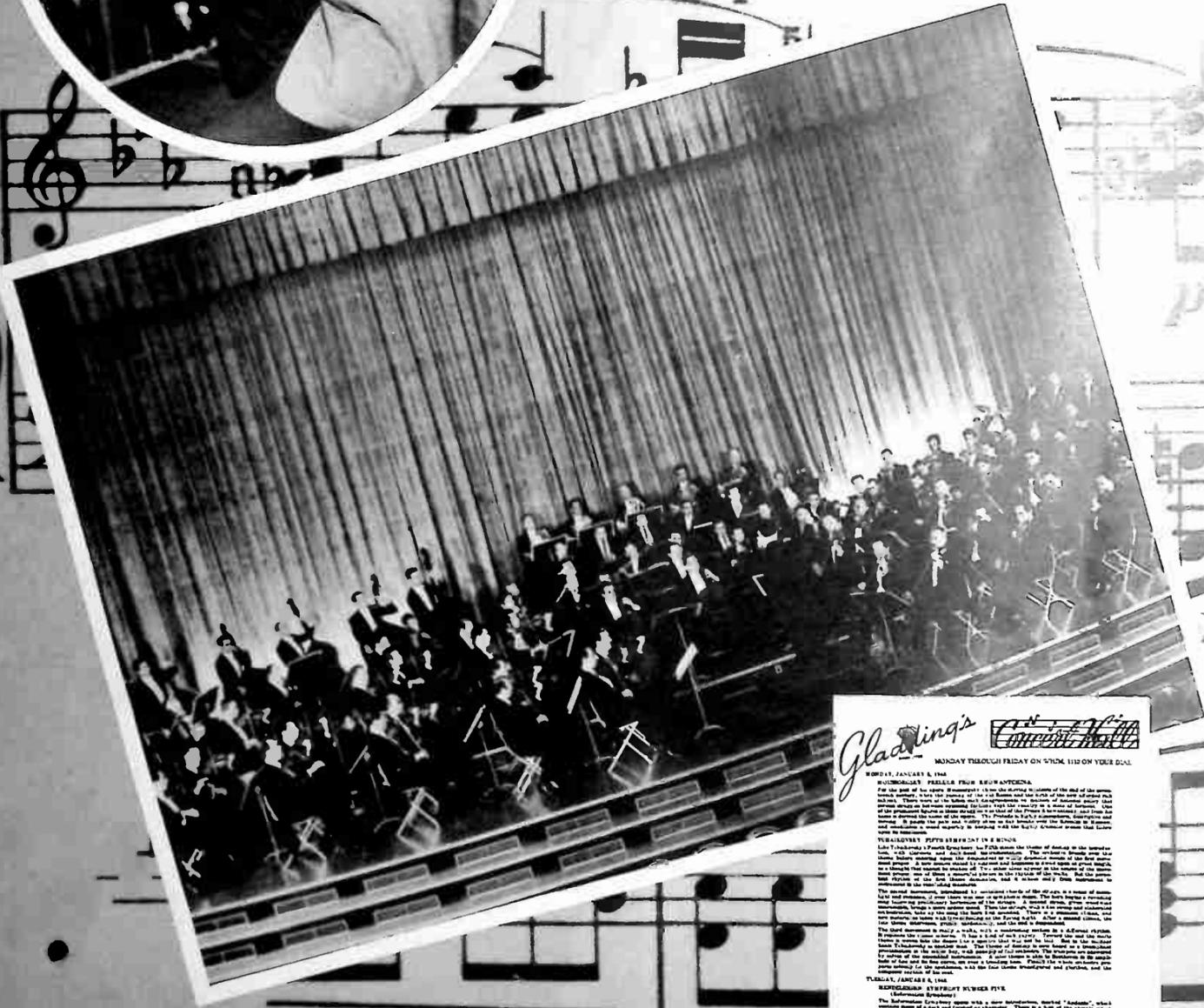
DISC-JOCKEY TOMMY DORSEY



BUDDY CLARK

THE CONCERT HALL

WHIM has pioneered in bringing good music to Providence . . . the "Concert Hall" was the original daytime full hour of serious music heard locally, and during the past few months has gained a large following. Many listeners have since received the weekly program notes (see cut below) sent out free by the program's sponsor. Bruce Williamson, WHIM's Chief Announcer and "Good Music" editor selects the daily "Concert Hall" programs and supervises the production of the many other shows of this type on WHIM.



Glacings **Concert Hall**
 MONDAY THROUGH FRIDAY ON WHIM, 11:30 ON YOUR DIAL

MONDAY, JANUARY 4, 1943
REVEREND FREDERICK FRANK BROWN
 The first of the series of lectures on the history of the church in America, which will be held on the 11th, 18th, 25th, and 31st of the month. The first lecture will be on the early days of the church in America, and the second on the growth of the church in the 19th century. The third lecture will be on the church in the 20th century, and the fourth on the church in the future.

TUESDAY, JANUARY 5, 1943
REVEREND FREDERICK FRANK BROWN
 The second lecture in the series of lectures on the history of the church in America, which will be held on the 11th, 18th, 25th, and 31st of the month. The first lecture will be on the early days of the church in America, and the second on the growth of the church in the 19th century. The third lecture will be on the church in the 20th century, and the fourth on the church in the future.

WEDNESDAY, JANUARY 6, 1943
REVEREND FREDERICK FRANK BROWN
 The third lecture in the series of lectures on the history of the church in America, which will be held on the 11th, 18th, 25th, and 31st of the month. The first lecture will be on the early days of the church in America, and the second on the growth of the church in the 19th century. The third lecture will be on the church in the 20th century, and the fourth on the church in the future.

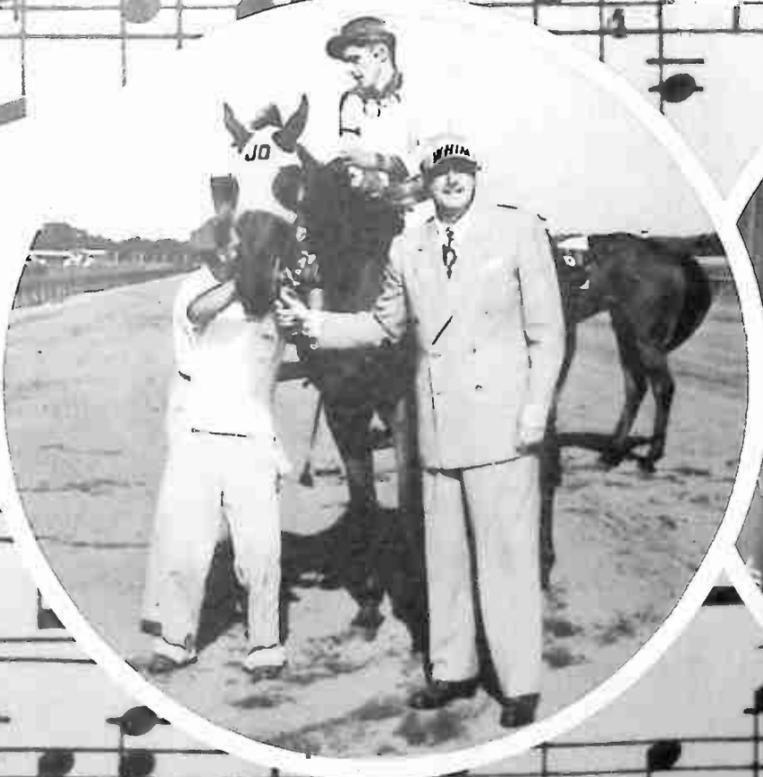
THURSDAY, JANUARY 7, 1943
REVEREND FREDERICK FRANK BROWN
 The fourth lecture in the series of lectures on the history of the church in America, which will be held on the 11th, 18th, 25th, and 31st of the month. The first lecture will be on the early days of the church in America, and the second on the growth of the church in the 19th century. The third lecture will be on the church in the 20th century, and the fourth on the church in the future.

THE STATION OF THE STARS

ENTERTAINS THE STARS



STAN KENTON

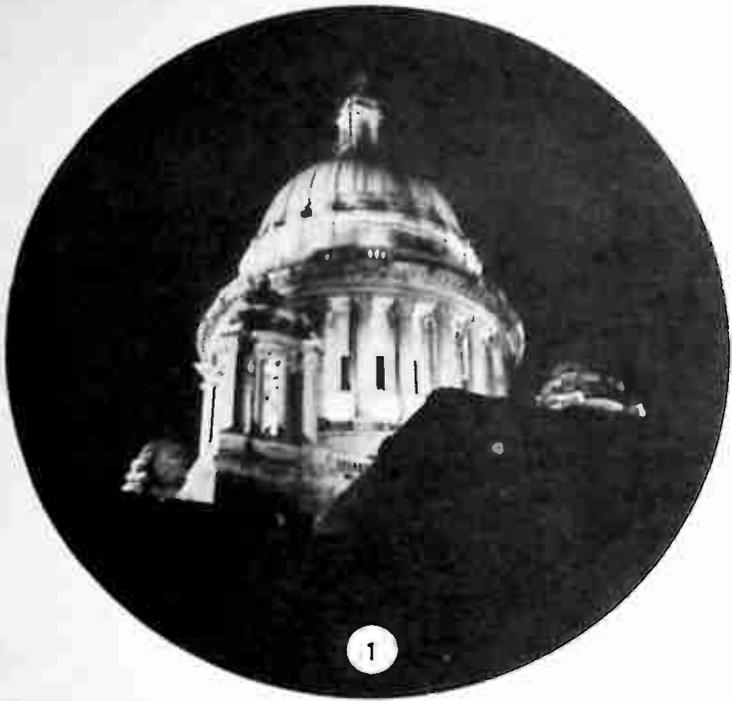


DISC-JOCKEY TOMMY DORSEY



BUDDY CLARK

PROVIDENCE--



Since the year 1636 when it was founded by Roger Williams, Providence has taken its place in the nation as an important industrial city and capital of the most densely populated state in the Union.

Providence has retained through the years the significant relics and noble examples of early architecture which makes it a place long remembered by tourists and visitors. Along side these historical structures are built what we might call the New Providence; modern in every aspect of architectural beauty.

CITY OF CONTRASTS



1 — The Rhode Island State Capitol. 2 — An aerial photo of downtown Providence, with the Industrial Trust Building in the center. 3 — The Old Colony Cooperative Bank. 4 — The Rhode Island School of Design. 5 — A night view of the Providence skyline. 6 — The Arcade Building. 7 — Interior view of the Arcade Building. 8 — The Mall as it looked several years ago. 9 — An old drawing of the Turks Head Building. 10 — An old view of the City Hall.

PROVIDENCE--CITY OF



Aside from its importance as an industrial center, Providence is a city of colorful and picturesque architecture. A memorable feature is the First Baptist Meeting House, its present edifice being dedicated in 1775.

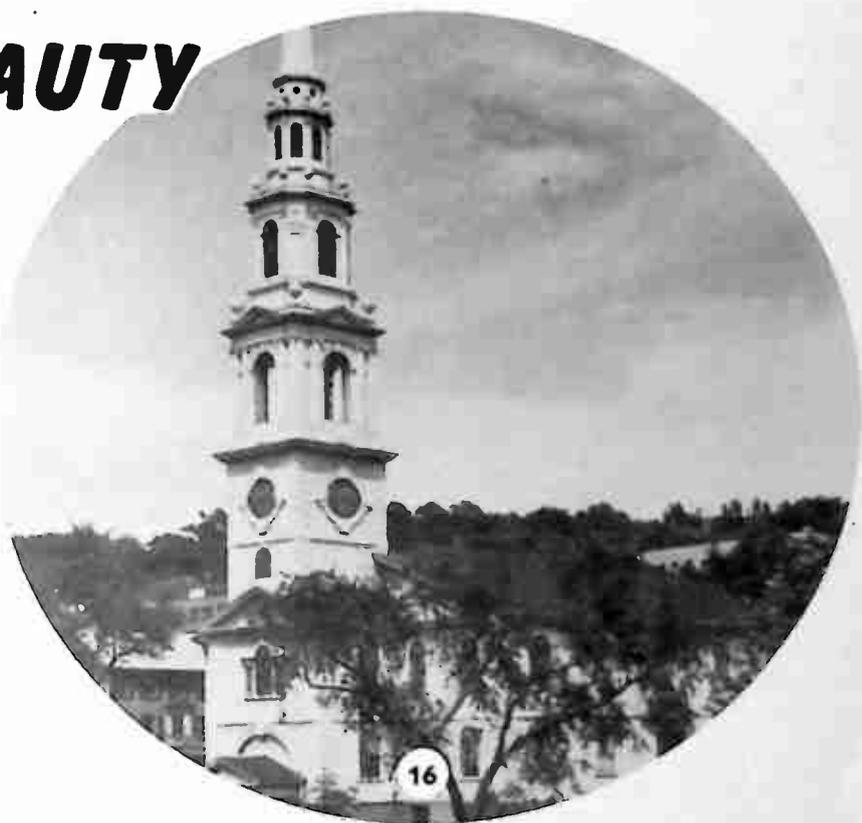
The New England atmosphere is prevalent within the architecture of homes, the R. I. School of Design and many other structures. Brown University in all its splendor is the seventh oldest of American Colleges, chartered in 1764 as Rhode Island College. It was moved from Warren to Providence in 1770.

One of the most interesting in its enhancing old beauty is the Arcade Building with its immense columns each weighing twelve tons.



ARCHITECTURAL BEAUTY

Providence, located on the Narragansett Bay, has a County Court House and State Capitol which are all in keeping with the city's architectural beauty. 11 — The First Congregational Church (Unitarian). 12 — The Old Colony House. 13 — Muscum of Art, Rhode Island School of Design, showing Radeke Memorial Garden. 14 — The Athenaeum. 15 — Carrington House. 16 — The First Baptist Meeting House. 17 — The Providence Court House. 18 — University Hall as seen through the Van Wickle Gates. 19 — Harkins Hall at Providence College.



BEHIND THE SCENES



C. GEORGE TAYLOR
Program Director



ROBERT T. ENGLS
General Manager

W
H
I
M



BRENTON MEADER
Commercial Manager



ROBERT LAMB
Sales

WITH THE WHIM STAFF



ALICE DWYER
Traffic Manager



BERNICE STEHFEST
Executive Secretary

**W
H
I
M**



JOHN METTS
Business Manager



The House of Morgan
L. to R.; Jack, Hank and Bob



"Good night, Mrs. Pierce."

TECHNICALLY SPEAKING...

Undoubtedly the most thankless tasks here at WHIM are those of our Radio Engineers. You will never hear them on the air and this is probably the first time you have seen their pictures; but without the help of these men the efforts of the rest of us would be in vain and the WHIM programs would never reach your ear. These highly trained men must be prepared at any second for all emergencies that might arise. We'd like to give them a vote of thanks!



CAROL PHILBROOK
Chief Engineer



CHARLES B. SMYTHE



HANK MORGAN



JACK MORGAN



BOB MORGAN

HOW IMPORTANT IS YOUR RADIO?

Judging by the number of American homes that have radios, we'd say it's become almost a necessity for a lot of us. We'd say it would probably be pretty hard to get along without a radio these days.

But we've heard a lot of folks say something like this: "Yes, American Radio is doing a mighty fine job — if we could only do away with those commercials." Well now, **THERE'S** a point worthy of some consideration. Let's think about it for just a moment.

Here's how it works. Advertising has been defined as "salesmanship in print — or **ON THE AIR WAVES.**" The more goods that advertising sells, the more are needed to fill the demand. The more goods needed, the more men and women are needed at the factory that makes those goods. In turn, more men and women are needed in related industries that supply raw materials to the factories. It's a never-ending chain that leads to more jobs, better jobs, greater personal security for all. Yes, advertising is the spark-plug of American business today.

And here's another point. Were it not for Radio Advertisers, nearly **ALL** of the programs you hear today could not **POSSIBLY** be presented. The world's **BEST TALENT** is being heard over **AMERICAN** Radio today — at no cost to you! They are being paid by the Advertiser to entertain you. Of course, at the same time, that advertiser is asking you to try his product — that is **HIS** reward. And yet that Advertiser is allowed only about **THREE MINUTES** out of every **HALF HOUR** of broadcast time in telling you about his product. That leaves approximately 27 minutes out of every 30 for American Radio to devote **ENTIRELY** to entertaining **YOU**.

So when you **HEAR** commercials on the air, remember — advertising is making your home **MORE SECURE** and at the same time it's bringing **YOU** the greatest entertainment the world has to offer — at so **LITTLE** cost!

Average of daily listening per family is on the basis of surveys, upwards of five hours; somewhat higher averages have been found in rural areas.

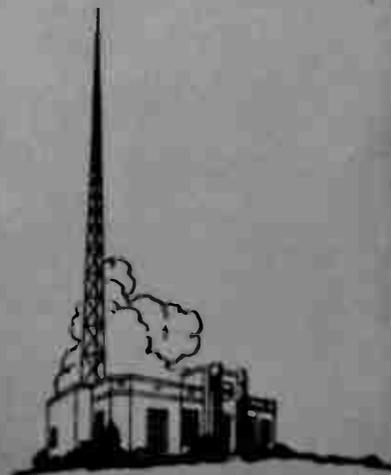
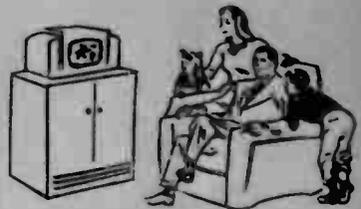
100,000,000 people heard the Roosevelt-Dewey election returns on the night of November 7, 1944.

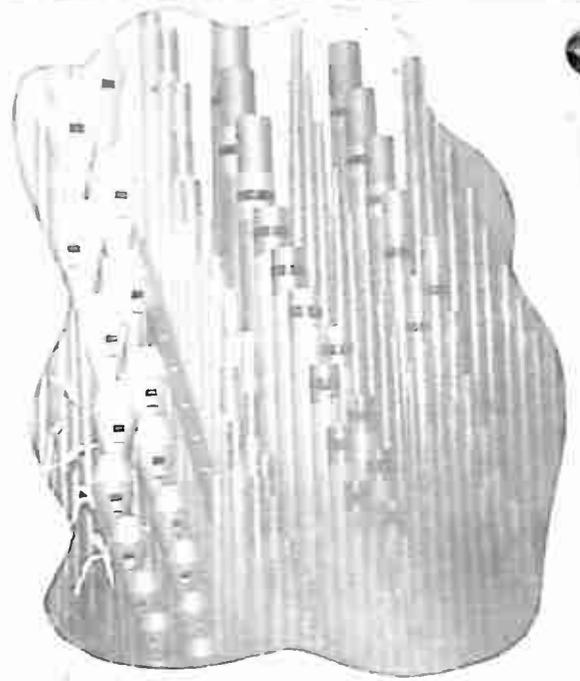
The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

The audience for a single top network program (37,000,000) approximates the admissions to all stage plays in New York for the last three above-normal years.

Of the 37,600,000 homes in the United States —

- 35,878,000 have Cooking Facilities
- 33,998,000 **HAVE RADIOS**
- 33,356,000 have Electric Lighting
- 29,543,000 have Running Water
- 25,953,000 have Flush Toilets
- 24,587,000 have Bathtubs
- 18,188,000 have Central Heating





GREAT MUSIC ... and FM!

Never in history has the audience of American music-lovers been so great . . . the vast amount of music which goes out over the air-ways every day thrills an increasingly large number of listeners . . . and creates a demand for a special kind of radio broadcasting which will transmit every tone, every nuance, of the music as it sounds in the studio. Frequency Modulation (FM) will answer this demand! Nearly a hundred FM radio-stations are already on the air, and other hundreds have made application for licenses. Nearly a million FM receivers are already in use! Many schools throughout the country are using FM reception to introduce their students to the sounds of great music, transmitted as they are produced, pure and clear. The ultra-high frequency radio waves used in FM will reproduce exactly the full rich tones of a symphony orchestra . . . the high fluid notes of the flute . . . the singing violins . . . the deep sonority of the pipe organ . . . the rippling cadenza of the piano . . . Program fading, interference between stations and static will be things of the past with FM.



Ideas make programs . . . ideas sell merchandise . . . and all of us at WHIM spend much of our time developing sales-building ideas for advertisers. If you have services or merchandise to sell, we invite you to call upon us. Either at our



Real Estate Title Building Offices on Custom House Street, or at your place of business, we will be glad to discuss your particular merchandising problems . . . with a view to helping you make the most effective possible use of radio.

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Photos of Providence, courtesy Providence Chamber of Commerce.
This album compiled and edited by Thomas B. Tull,
Editor, National Radio Personalities.
Litho. in U.S.A.

