

W

J

R

RADIO - THE AMERICAN WAY

Dial 760 AM

96.3 FM

The Goodwill Station

DETROIT



A Message To Our Listeners

Free Speech Mike has always been the symbol of **WJR**, The Goodwill Station, embodying the ideals of the station's founder and principal owner, Mr. G. A. Richards.

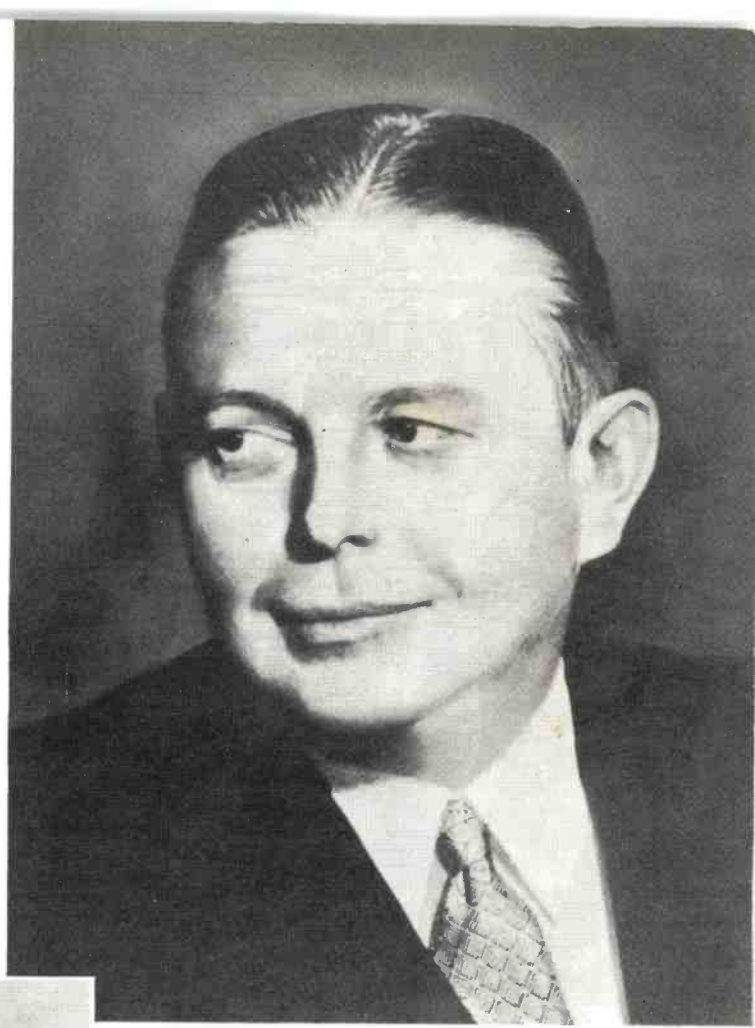
An ardent supporter of the American Constitution and the American Way of Life, Free Speech Mike has always been associated with every kind of public service in radio.

Moreover, Free Speech Mike has been indelibly stamped on the public mind as a trade mark of excellence for every type of radio activity...so here in these fascinating pages are the people, the programs and the varied activities that Free Speech Mike so aptly represents.

Compliments of:



The **WJR**
Management



Mr. G. A. Richards
Founder and Principal Owner



Mr. Harry Wismer,
Executive Assistant to the President
and General Manager of **WJR**



Franklin Mitchell, Program Director



William Siebert, Secretary-Treasurer;
member of **WJR** Board of Directors



Mark Haas, Public Relations-Education
Director and Secretary Gwen Bower

Behind The Scenes At **WJR**



Donn Chown, Script Editor



Worth Kramer, Assistant General Manager



Arch Shawd, Director of Sales and Account Executive Ralph Dawson



James Quello, Promotion-Publicity Director



Norman White, (seated) Production Director and staff



Art McPhillips,
Traffic Manager





Ron Gamble, Chief Announcer and Assistant Program Director



Charley Park

The Air Voices Of **WJR**



Joseph Penberthy



James Garrett

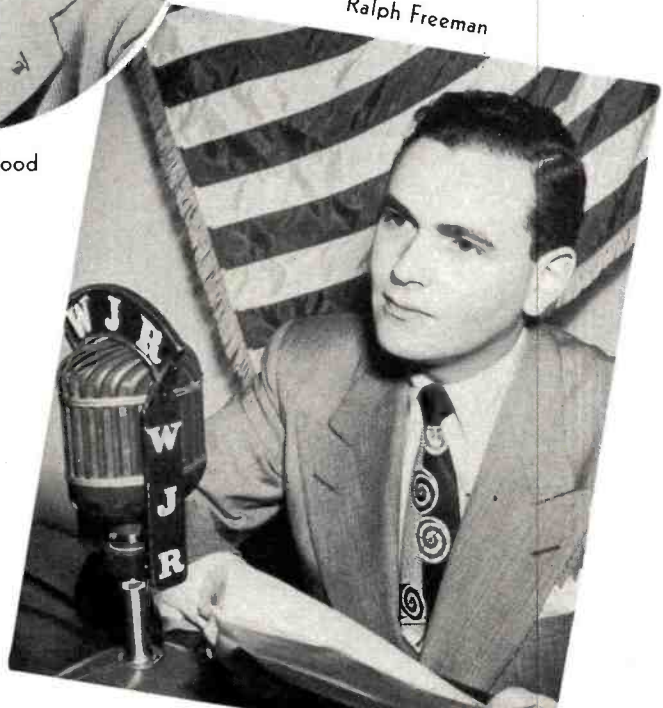


Jack Ogilvie

Ralph Freeman



Jim Wood



**"And ye shall know the truth and
the truth shall make you free"
.... John 8:32**



With minutes to go before air time, **WJR** news experts John Denman, Joseph Hainline, Assistant News Editor Jack White and Dick Burris closely check each bulletin for timeliness and accuracy.

WJR . . . First In News!

WJR listeners are among the best informed people on earth. Six special wires from the far-flung news gathering agencies of United Press, Associated Press and International News Service bring into **WJR's** Newsroom latest developments on events almost as quickly as they occur. Each of the numerous daily **WJR** newscasts are carefully edited, compiled and re-written by a staff of trained newsmen who present them to listeners in a comprehensive, concise and unbiased manner. Another reason why listeners tune to the Goodwill Station . . . first!



George Cushing, Vice-President in Charge of News and Special Events



After complaints from local sportsmen, **WJR** special events newscaster Joseph Hainline brings listeners an eye-witness account of hundreds of ducks allegedly killed by chemicals in the Detroit River.

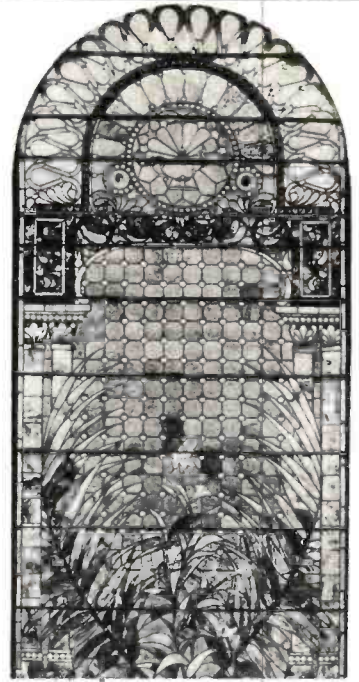


America's foremost newscaster, Lowell Thomas.



Edward R. Murrow, distinguished **CBS** news analyst.

The Goodwill Station



"In Our Opinion", WJR's great public service forum heard every Sunday, is now in its eighth broadcast year. Originated and produced by moderator George Cushing, the program explores the grass roots in search of all levels and shades of opinions on vital current events. Statesmen, industrialists, clowns, journalists, and workers have been among the representative cross section of people expressing their own viewpoints on this stimulating forum program.

Freedom of religion is exemplified by WJR's diversified schedule of programs embracing all faiths and creeds.

"Know Your America", heard Monday through Friday on WJR, deftly combines popular entertainment with public service. Dale McIntyre, popular WJR personality, narrates inspiring stories from American history with stirring march music providing appropriate background. Dale makes 4 or 5 calls daily, affording listeners an opportunity to "earn as they learn" by awarding special WJR radio sets for correct answers to questions about our great country.

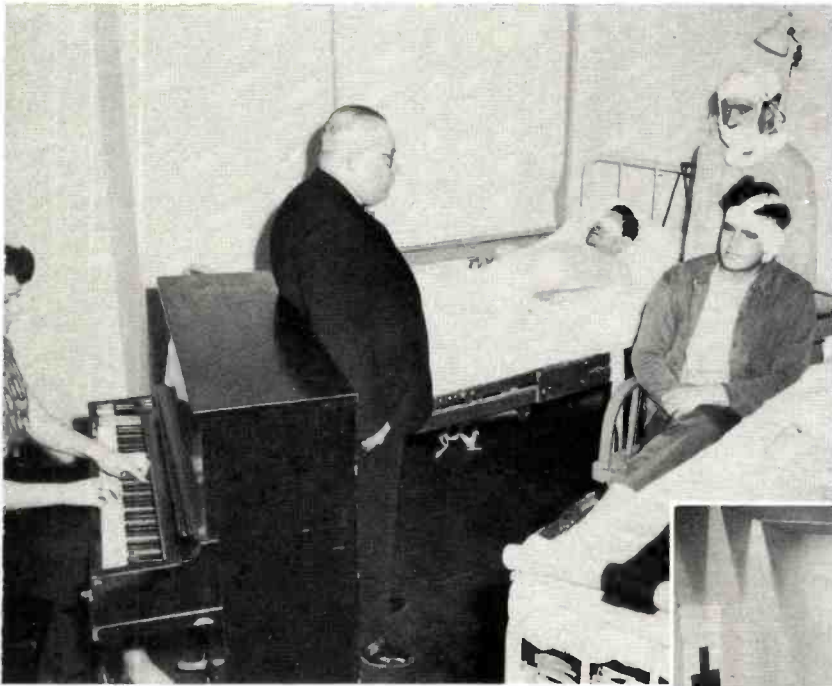


Accents Public Service



The opinion of youth expressing itself is given voice on **WJR's** unique feature "Junior Town Meeting of the Air". Produced by members of the **WJR** staff, the series originates from a different high school each week. Four teen-age panel members, selected

by competition from the student body, discuss subjects chosen for current interest to young and old alike. Questions from the audience directed to panel members follow the discussions. The program is directed by Educational Director Mark Haas.



Harold Kean, for more than 20 years an outstanding **WJR** singer and entertainer, now devotes his full time to cheering up hospitalized veterans and other deserving groups. Having successfully met a major physical handicap himself, Harold is an inspiring "goodwill ambassador" for the Goodwill Station. Regular weekly appearances at local veteran hospitals are scheduled for Mr. Kean as part of **WJR's** extensive public service policy.

WJR helps "tee off" the annual American Red Cross drive to a flying start. On a special hour-long broadcast, well known **WJR** artists join forces with **WJR-CBS** star comedian, Robert Q. Lewis, in entertaining the large Music Hall audience and millions of **WJR** fans tuned-in. For weeks prior to the show, **WJR** publicized the event, being largely responsible for the enthusiastic turnout. Every important civic and national project finds the Goodwill Station ever ready to lend a helping hand.



WJR

First —

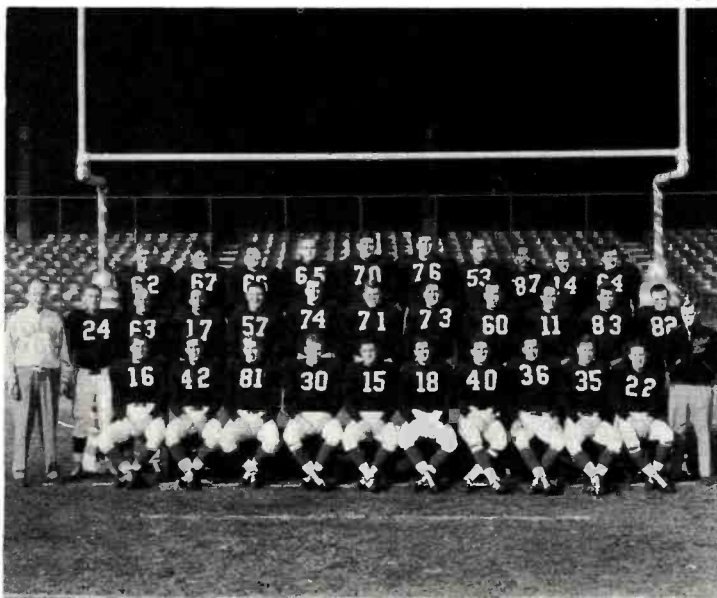


Famous columnist Bob Murphy rounds out **WJR's** complete seasonal sports coverage with his "Sports Column of-the-Air" program.

Bo McMillan, seasoned coach of the Detroit Lions, frequently appears at the **WJR** mike to report his team's activities.



As Sports Director of Michigan's 50,000 watter, Van Patrick handles all key sports assignments, representing the Goodwill Station at athletic conferences and meetings. A veteran of 15 years sports-radio experience, Van keeps Midwest fans up-to-the minute in every realm of the sports world with his interesting daily "Sportscripts" programs and a late evening sports summary, Monday through Friday.



News of the Detroit Lions is regularly incorporated into **WJR's** sports broadcasts.



Wally Webber, University of Michigan freshman Coach, describes inside happenings of major football contests.



All the excitement, thrills and pageantry of college football are furnished **WJR's** vast throng of football enthusiasts by the Goodwill Station's colorful play-by-play descriptions of the

University of Michigan games. Van Patrick's competent handling of the reporting of these games scores high with listeners.



A truly unique sports program heard over **WJR** is "Harry Heilmann Reports", a pre-season half hour crammed with inside baseball information on spring training. Harry's comments direct from Florida are supplemented with the local viewpoints of Van Patrick.



The fifteen minute score resume following the University of Michigan broadcasts features Joe Hurd, assisted by Joe Penberthy. Hurd handles a number of sports assignments.



in
Sports



Covering The Agricultural Scene

A typical Michigan farm, thousands of which are situated in **WJR's** listening area.



WJR covers the finals in the State Sheep Shearing Contest.



WJR's mobile unit, a self-contained radio station on wheels, travels into rural areas to originate on-the-scene broadcasts of agricultural events and local Fairs.



Marshall Wells, **WJR** Farm Editor

Situated virtually in the heart of the prospering Midwest Farm Belt, **WJR** recognizes the importance of the obligation to its huge rural audience. The Goodwill Station's informative agricultural programs, "The Farm Forum", "Voice of Agriculture" and "Farming Marches On" highlight developments on soil, crops, livestock raising, weather and other phases of farm life. As a further service, **WJR** schedules these programs at times when it's most convenient for the greatest number of their rural friends to listen.



Let's Look at the RECORD

Only in America, under the free enterprise system, do we split the dollar so liberally with all who work and produce — that a man's attainment is limited only to his own efforts. It is a simple historical fact that this system has brought greater material means for happiness to more people than any other the world has known.

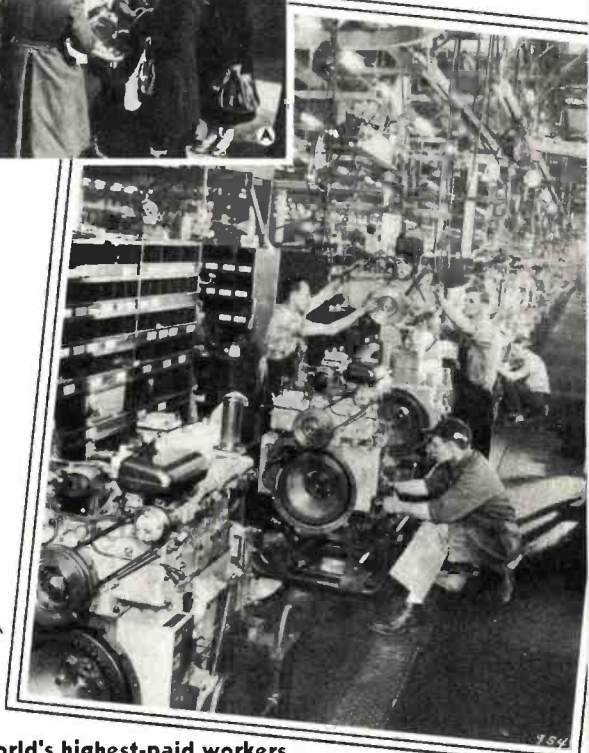
In addition, this system has preserved the basic freedoms of the individual — the freedom to work in the place and calling of his own choice, the freedom to bargain collectively, the freedom to contract about his own affairs, to own property, start an enterprise, profit from his inventiveness, and investments. On these pages is the whole story in fact and photo — that the American Way is the Best Way!



The more abundant life . . . after 162 years of free enterprise



Russians go a-marketing . . . after 27 years of Communism



World's highest-paid workers . . . spurred by incentive



At state-assigned jobs for dictated wages

What You GET for your WORK..

UNITED STATES TIME WORKED	TO BUY	RUSSIA TIME WORKED
6 MINUTES	1 LB WHITE BREAD	2 HRS 8 MIN
5 MINUTES	1 LB SUGAR	2 HRS 50 MIN
44 MINUTES	1 LB BUTTER	12 HRS 28 MIN
9 MINUTES	1 QT MILK	1 HR 31 MIN
28 MINUTES	1 LB BEEF	5 HRS 40 MIN
41 MINUTES	1 LB PORK	6 HRS 25 MIN
9 MINUTES	20 CIGARETTES	2 HRS 4 MIN
38½ HOURS	1 MAN'S WOOLEN SUIT	583½ HOUR
5½ HOURS	1 PAIR WORK SHOES	108⅓ HOUR
2½ HOURS	1 COTTON DRESS	32 HOURS
7 HOURS	1 PAIR WOMEN'S SHOES	108⅓ HOUR

A.F. of L. Labor's Monthly Survey



Americans know the facts of the world because they are the best informed people in the world. They can listen to their choice of almost 2,000 radio stations, or read more than 18,636 newspapers, magazines and periodicals, without fear of punishment or repression.



The POWER

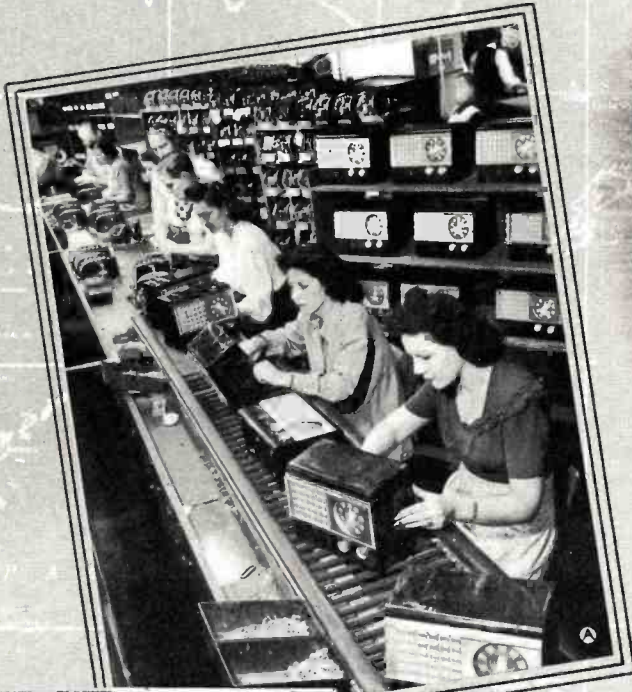
While living standards have moved steadily upward in the United States, with few interruptions, no such progress has been made in nations that refuse to unleash the power of individual economic freedom.



Compare!

No Nation Has Matched American System. What Most

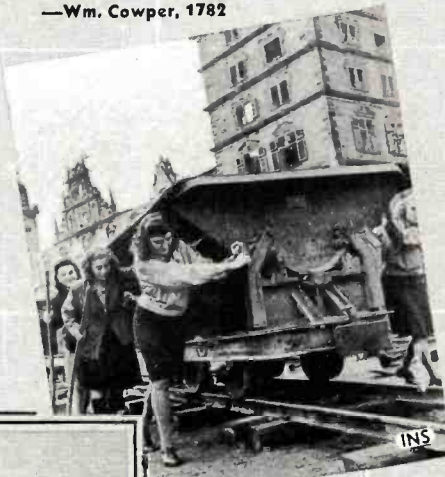
	UNITED STATES	BRITAIN
POPULATION	138,000,000	48,000,000
AUTO-MOBILES	41,000,000	2,500,000
RADIO STATIONS	1,889	121
CULTIVATED ACRES	1,141,600,000	17,000,000
SCHOOLS	215,000	36,000
TONS STEEL ANNUAL OUTPUT	80,000,000	13,000,000
RADIOS	60,000,000	11,000,000
TELEPHONES	34,860,758	4,654,500
RAILROADS (MILES)	227,679	20,761
ELECTRICITY AVE. MONTHLY KWH	21,310,000,000	3,548,000,000
NEWSPAPERS	11,973	146
CRUDE OIL PRODUCTION (Bbls)	1,733,000,000	532,000



Mechanized mass production means higher wages . . .
 "Freedom has a thousand charms to show,
 That slaves, however contented,
 never know."
 —Wm. Cowper, 1782



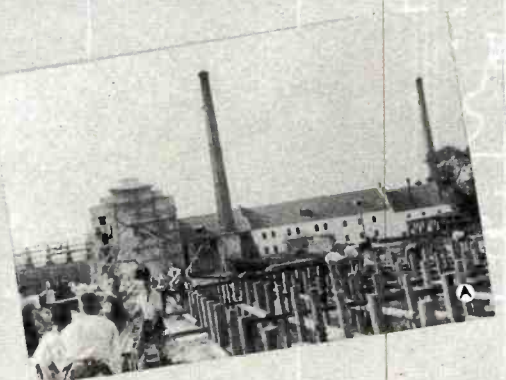
The birth of a Chinese paving project . . .
 "(China is) not a state, but only a geographical expression."—Foreign Minister Toyoda



The end of the Nazi rainbow . . .
 "The German capacity for work is our gold and our capital, and with this gold I can compete successfully with any power in the world."
 —Adolf Hitler



American workers are auto owners . . .
 "All we have of freedom, all we use or know—
 This our fathers bought for us long, long ago."
 —Rudyard Kipling



Bukovina, USSR, construction in the state-planned manner . . .
 "Facts show that politically independent trade unions do not exist anywhere. There have never been any. Experience and theory say there never will be any."—Leon Trotsky

of FREEDOM



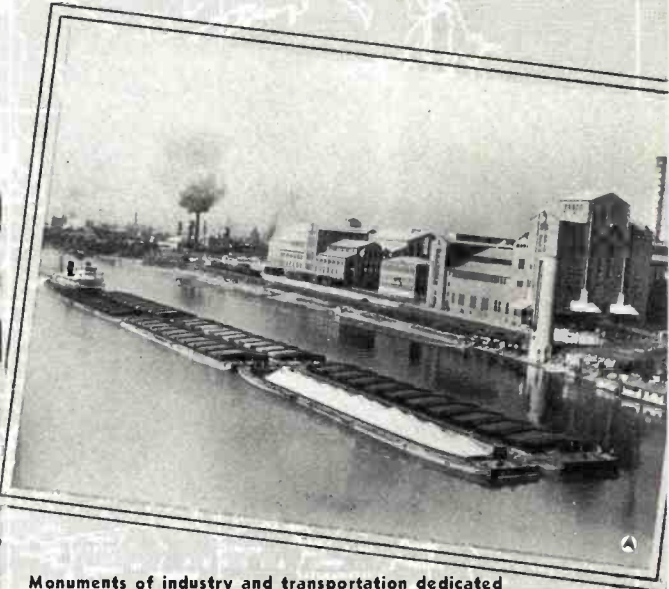
Americans have found the way to create a more abundant life for more people, while nations that have suppressed human freedom are still making plans for distributing the wealth they never get around to creating.



French family dines with limited calories . . .



The gleaners, 1948 version, in Poland . . .



Monuments of industry and transportation dedicated to freedom . . .

"Where liberty dwells — there is my country."

— Benjamin Franklin, 1783

the Leadership Won Through the of the World Seeks, America Has!

FRANCE	GERMANY	RUSSIA
40,000,000	66,000,000	193,000,000
2,200,000	1,700,000	678,000
45	23	131
42,000,000	33,000,000	388,000,000
82,000	52,000	117,000
2,000,000	6,000,000	13,000,000
5,600,000	5,500,000	11,000,000
2,108,140	1,753,000	1,500,000
25,362	36,400	66,000
2,087,000,000	1,392,000,000	1,710,000,000
80	151	28
500,000 (1944)	7,600,000 (1944)	164,000,000



Breadbasket of the world owned by American farmers . . .

"That government is the strongest of which every man feels himself a part." — Thomas Jefferson, 1807



It's more work for less pay for coal miners even in Great Britain, most advanced country of Europe.

Future steaks for Mr. and Mrs. America . . .

"Communism's main battle is against starvation."

— American Legion Americanism Committee



AMERICA *the Beautiful*



In America education is not a privilege. It is available to all to the extent of their desires. Each year a total of 215,546 schools and universities add to the knowledge of 30,877,500 students of both sexes.

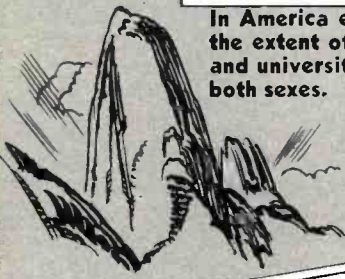
Samuel A. Ward

ber waves of grain
er - at - ing strife

fruit - ed
more than



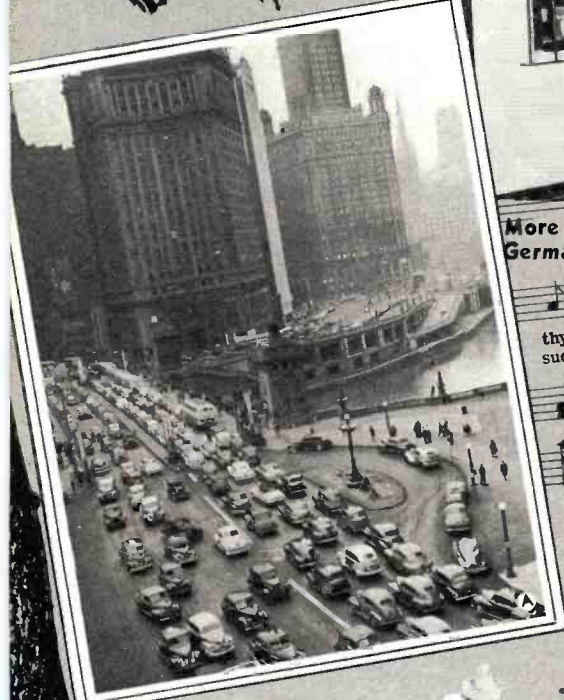
From bombs to books . . .
Ruhr shelter becomes school



More precious than diamonds . . .
German housewives window shop

thy good with broth - er - hood Fr
suc - cess be no - ble - ness A

his grace on thee, And
fine Till



Typical American composite shows wealth, progress, science, commerce and arts.



Factors contributing to America's undisputed title as best fed nation in the world are modern mass production methods coupled with sanitation, food science and proper use of resources.

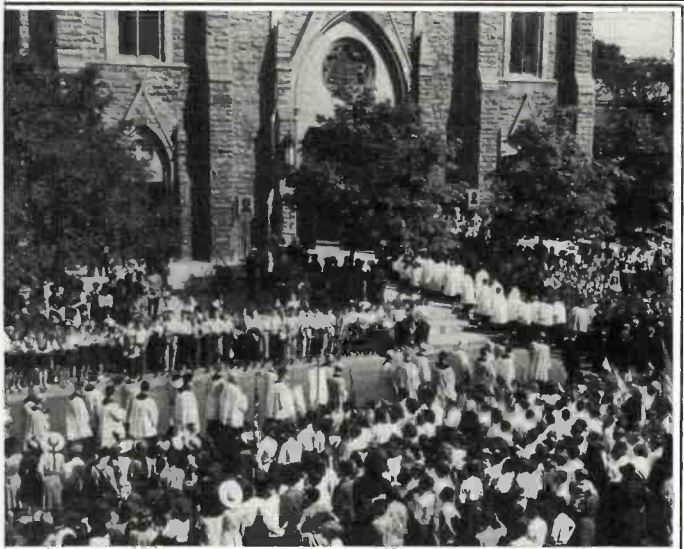


Where primitive is modern . . .
Chinese peasants thresh rice

"I have no fear but that the result of our experiment will be that men may be trusted to govern themselves without a master. Could the contrary of this be proved I should conclude either that there is no God, or that He is a malevolent Being."

— Thomas Jefferson, 1787.

FREEDOM'S Greatest Document



Men and women who believed in freedom of worship formed the American Government. Today, as then, this freedom is guaranteed by law to each and all of every denomination.

The Bill of Rights passed by the first Congress of the United States in 1790 guarantees the fullest freedom man ever gained — this is your working agreement with the U.S.A. No other nation so recognizes the theory that life, liberty and the pursuit of happiness are God-given privileges.

...States, having at the time...
 as extending the ground of free...
 and House of Representatives...
 amendments to the Constitution...
 viz.
 amendment of the Constitution

...shall be one Representative for every thirty thousand...
 be not less than one hundred Representatives, nor less...
 which the proposition shall be regulated by Congress, that...
 lators, shall take effect...
 shall no...
 shall no...
 shall no...



Fruits of collective farming... under Supreme Soviet State



China's human cargo in flight... when fear is the master



The average standard of homes for the British socialist worker, shown above, is well below the American worker's average home.



Science and engineering combine to give American office workers an environment of comfort, convenience, and safety conducive to maximum production and co-operation.

"Since 1787 civilization has been a world of tumbling thrones, prostrated dynasties, overturned constitutions — of new empires, new republics, new and constantly varying conceptions of state.
 "Yet, in this epoch of upheaval, one political entity has remained intact. The Constitution of the United States of America is essentially the same instrument today that it was in 1787. Almost alone of all the civic organizations that existed 162 years ago it has withstood the storms that have overwhelmed mankind since the day of its adoption." — Burton J. Hedrick, Historian.

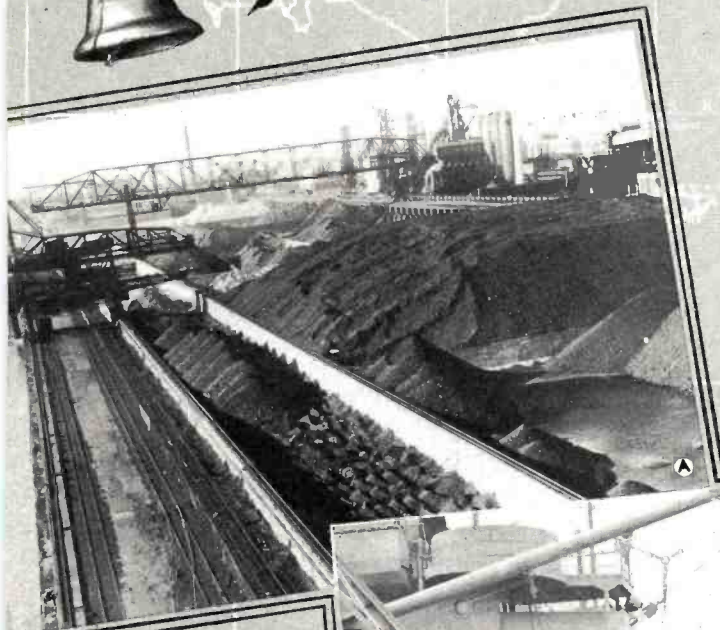


Television, the 20th Century exemplification of the American guarantee of freedom of the press, radio and speech as long as it does not interfere with the rights and liberties of others.



The POWER

7% OF THE PEOPLE ARE ON
We Americans are



Natural resources that stir the world's envy . . .

"If we wish to be free—if we mean to preserve inviolate those inestimable privileges for which we have been so long contending—we must fight."—Patrick Henry, 1775

EQUATOR

American generosity remembers needy abroad . . .

"Aside from adequate arming for self-defense against gangster nations, we should show the world, and our people especially, that democracy and liberty can work."

—James Truslow Adams, author



Ukraine version of highly mechanized agriculture . . .



Britishers queue-up for scarce potato rations . . . People under the American system are more fortunate . . . there are no ration lines in the United States today.



Mighty transportation system that spreads distribution . . .

"History can be well written only in a free country."

—Voltaire, 1737



INS

The relative value of the franc has depreciated until lighting a cigar with a franc has become a standard gag shot in socialistic France.

of FREEDOM



**TOP OF THE WORLD
that 7 percent**



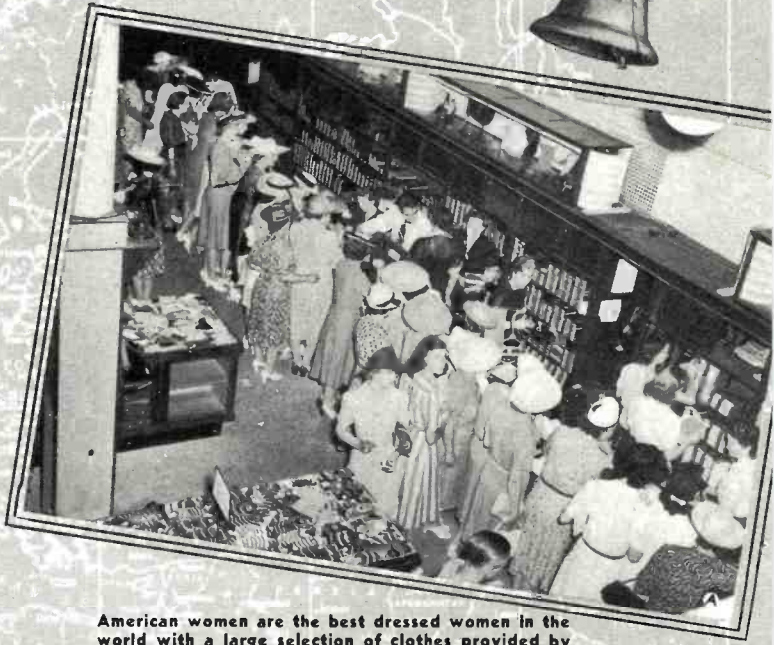
**UNDER FREE
ENTERPRISE
WE OWN**



**UNDER OTHER
SYSTEMS**
*The rest of the
world owns only*

OF THE
WORLD'S

83 %	AUTOMOBILES	17 %
86 %	REFRIGERATORS	14 %
81 %	BATHTUBS	19 %
67 %	VACUUM CLEANERS	33 %
78½ %	LIFE INSURANCE	21½ %
79 %	RADIOS	21 %
58 %	TELEPHONES	42 %



American women are the best dressed women in the world with a large selection of clothes provided by free enterprise manufacturers.



Meat substitutes are necessary in France. American travelers, seeing the shortages in Europe, return to the United States with a renewed appreciation of our country.



Timeless scene in Chinese waterfront street . . .

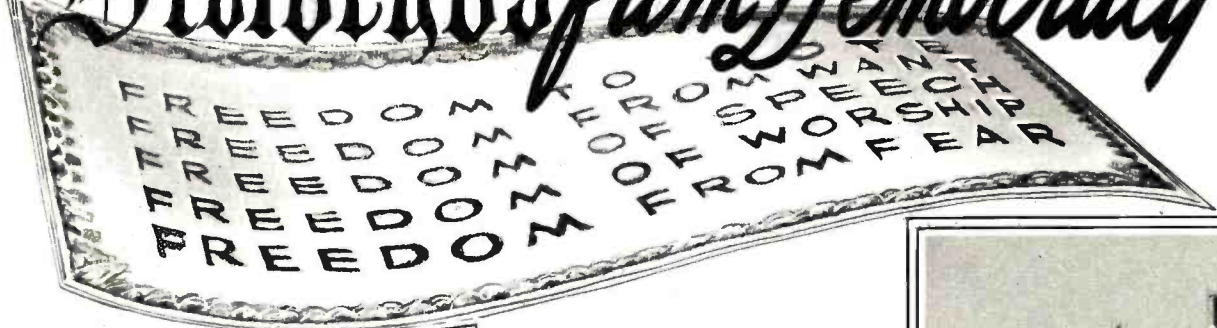


Historic Devon horse fair trying post-war comeback . . .
"No social system will bring us happiness, health, and prosperity unless it is inspired by something greater than materialism."—Clement Attlee



England's future statesmen in Eton classroom . . . Will they be able to help Britain to develop a more prosperous economy?

Dividends from Democracy



Leisure time facilities match America's job opportunities . . .

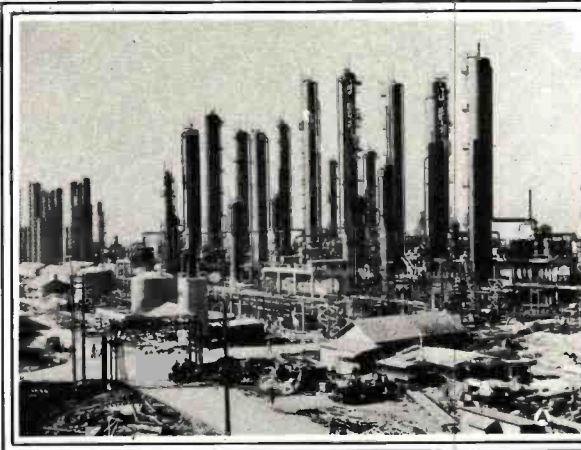
"A love of liberty is planted by nature in the breasts of all men."—Dionysius, 20 B.C.



Russian street scene: Civic pride is lost when dictators curb individual initiative.

"There are very few so foolish that they would not rather govern themselves than be governed by others."

—Thomas Hobbs, 1651



Industrial "know how" is free enterprise virtue . . .

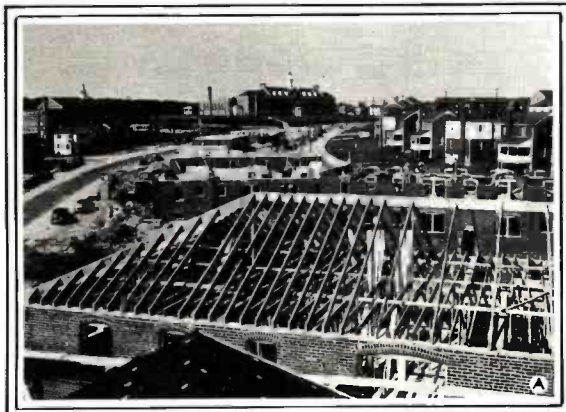
"Our greatness is built upon our freedom — is moral, not material. We have a great ardor for gain, but we have a deep passion for the rights of man."—Woodrow Wilson, 1911



Japanese imperialism fails and culture starts anew in a barren quonset hut.



Even harrows are rare in France . . . American production is now being used to help her former allies with agricultural equipment high on the priority list.



Assembly line methods give America lead in housing . . .

"There are scarcely a dozen blocks in all Moscow, a city of seven million persons, that compare favorably with any one of the streets of our slums."

—Walter Cronkite, former Moscow correspondent for United Press

This is the **WHOLE STORY...**

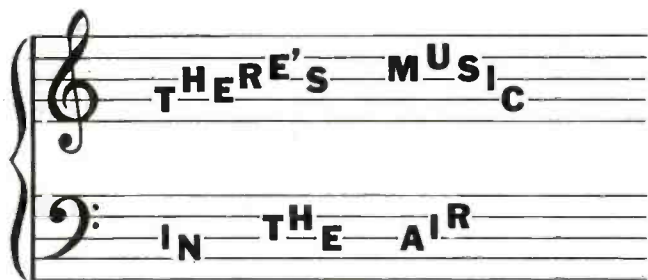
Man must believe in Freedom before he dares reach for it. Man must always defend Freedom lest it be snatched away. Let's hold a little tighter to what we have—what we are sure of—our American Way of Life!



Favorites with millions of **WJR** listeners, lovely Marion Gillette and handsome Fred Kendall lend their singing talents to daily broadcasts. They are vocalizing here on the popular "Anything Goes" show.

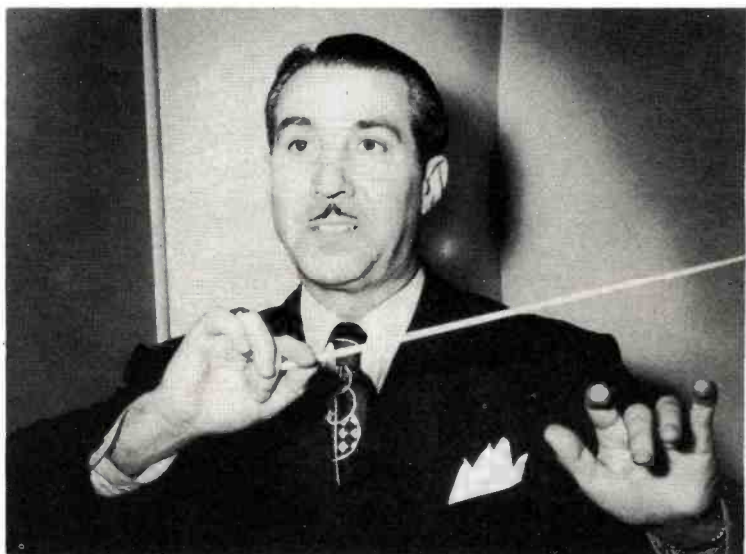


The masterful technique of Earl Scott has gained for him the title "Troubadour of the Trumpet" and thousands of **WJR** fans. He is featured on the evening Bud Guest Show.



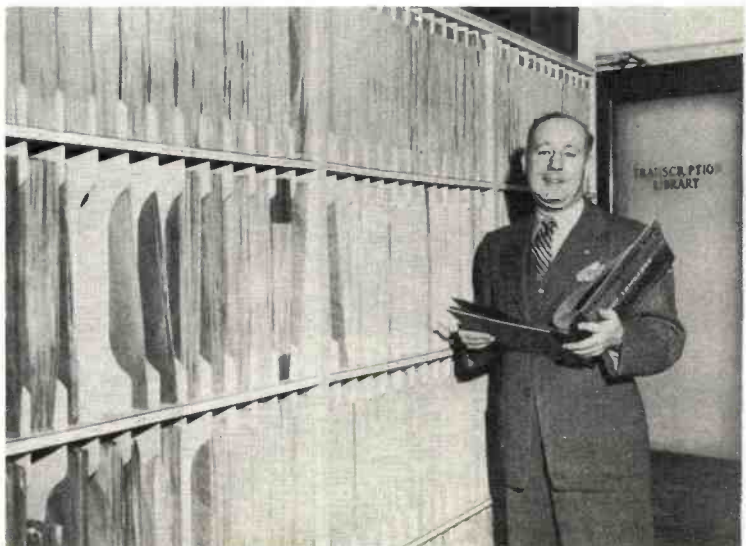
Via **WJR**

At the Novachord Jimmy Clark is king. His musical ability is also demonstrated in the smooth arrangements he writes for **WJR's** Studio orchestra.



Paul La Voie, **WJR's** versatile Musical Director, is in charge of all musical activities for the Goodwill Station, and selects his music from a \$100,000 musical library.

Don Large, Associate Director of Music, supervises the **WJR** Music library containing over 40,000 selections.



As you relax in the comfort of your home enjoying your favorite radio programs, have you ever stopped to realize what makes each performance so flawless? Before the orchestra swells into the opening theme of a radio show, much painstaking behind-the-scene time and effort have been consumed in order to insure you, the listener, the finest radio can produce. **WJR** portrays here the many steps required in creating a smooth, listenable broadcast.



The advertiser's contract for time and talent to be used is drawn up and signed with **WJR** Sales Director Shawd.



Next, the traffic department handles details of placing the program on **WJR's** schedule at the exact time selected.

A **WJR**



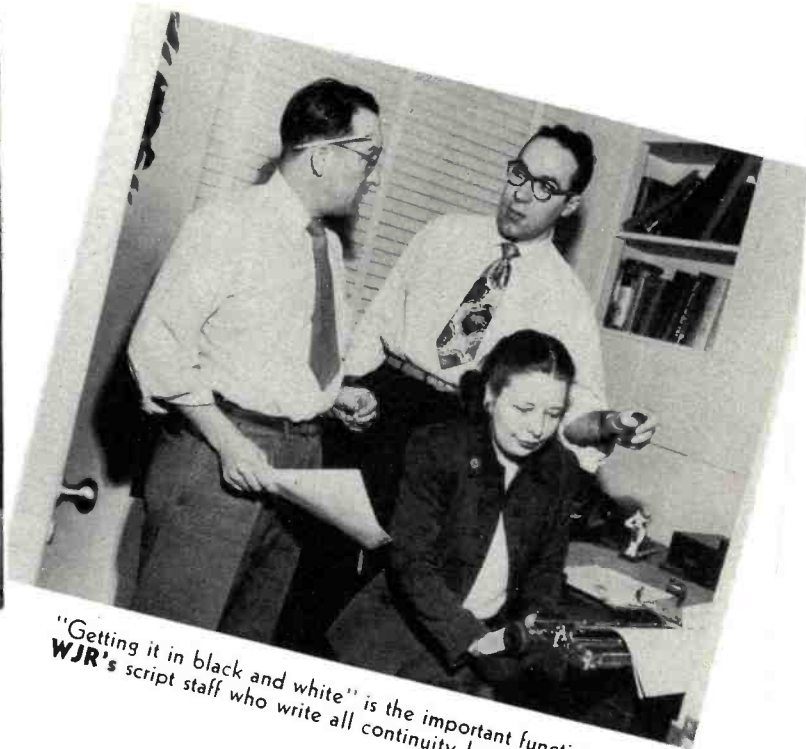
Hour upon hour of rehearsal and many changes are necessary before the exacting standards of **WJR's** Program Department are met. Producer Gene Lavalley (left) and Bud Guest (right) talk over a program in-the-making.



Well in advance of air time, **WJR's** technicians see that every microphone is placed right and all equipment operating correctly.

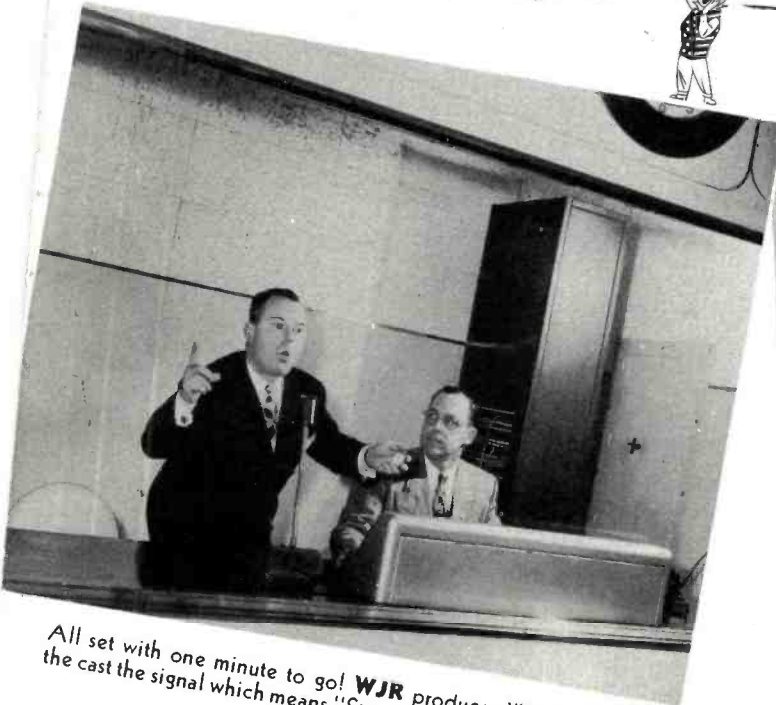


To insure success of the program, Assistant General Manager Worth Kramer holds a conference with WJR department heads.



"Getting it in black and white" is the important function of WJR's script staff who write all continuity heard on WJR.

Program Is Born



All set with one minute to go! WJR producer White gives the cast the signal which means "Stand by . . . one minute" . . .



On the air! Weeks of work are ended and once more WJR audiences are treated to the best in radio listening from the Goodwill Station.



WJR's loyal audience really "goes" for "Anything Goes", the sparkling, informal afternoon variety show with ad-libbing Ron Gamble as emcee and featuring lovely Marion Gillette, tenor Fred Kendall and Paul La Voie's orchestra. Anything can happen and usually does on "Anything Goes".



O! Doc Lemon's particular type of humor suits midwest listeners to a "T" . . . meaning, of course, the Time, Temperature and Tunes which make up his widely-listened-to "Music Hall" over WJR 6 mornings each week. Doc's distinctive morning greeting . . . "Howda-lee Do-da-lee Do-da-lee Do-da-lee" has become a byword among midwest fans.



Chester Lauck & Norris Goff better known as "Lum 'N' Abner"



Joan Tompkins is "Nora Drake"



Sunday isn't Sunday without Jack Benny & Mary Livingstone

Guy Lombardo and the "sweetest music this side of heaven"



1440 Minutes Every



Bud Guest, the Goodwill Reporter-at-Large, is a regular listening habit with thousands in the Middle West who look forward each evening to his Sunnyside items. On week-day mornings Bud turns "ladies' man" with a ten minute program presenting news and views of interest to women.



Selected recordings . . . cheerfully presented. That's "One Hour of Entertainment" with Fran Pettay heard seven times weekly on **WJR**. Convincing proof of **WJR's** widespread popularity was demonstrated when more than 17,000 replies from 42 states were received on one single after midnight broadcast of this program.



Celebrated actress, Helen Hayes stars on "Electric Theatre"



America's favorite singing cowboy, Gene Autry

"Ozzie and Harriet", the nicest young couple on the air



Freeman Gosden and Charles Correll as "Amos 'n' Andy"

Day You Find



As the studio clock hits midnight, "Time Out For Rhythm" hits **WJR's** airplanes, Monday through Saturday. Personable Jim Wood, takes over the emcee spot with 60 enjoyable minutes of news, music and plenty of laughs. Versatile Jim can portray eight different voices.



70 talented teen-age singers comprise the famed **WJR** Youth Chorus heard regularly on "Make Way For Youth". Under the guidance of Don Large, **WJR** Choral Director, the program has served as a stepping stone to national success for many talented youngsters. **WJR** originated and produced, it is broadcast each week on the **CBS** coast-to-coast network.

Marie Wilson is "My Friend Irma"



The one and only Bing Crosby



Vivacious Kay Campbell portrays the role of Mary Foster in the popular daytime serial, "Editor's Daughter".

William Keighley, distinguished director-producer of "Lux Radio Theatre"



.... The Finest Listening



You have to get up pretty early to beat **WJR's** 50,000 watt "Dawn-buster", Don Cordray who rules the airplanes from 3 to 6 AM every morning. His colorful platter chatter and hit recordings are patterned to appeal to those of **WJR's** audience who either are staying up unusually late or arising unusually early.



Housewives residing in **WJR's** immense listening area make their homemaking much easier by simply tuning 760 to hear Mrs. Page weekday mornings. **WJR's** home economic expert offers her followers helpful household hints, tips on cooking, decorating and other subjects of vital interest to all women.



Edgar Bergen and Charlie McCarthy join the **WJR-CBS** stars



Ronald Coleman, one of the many popular movie stars, regularly cast in the popular "Hallmark Playhouse" show.



Bill Cullen emcees the popular brain-game "Hit The Jackpot"



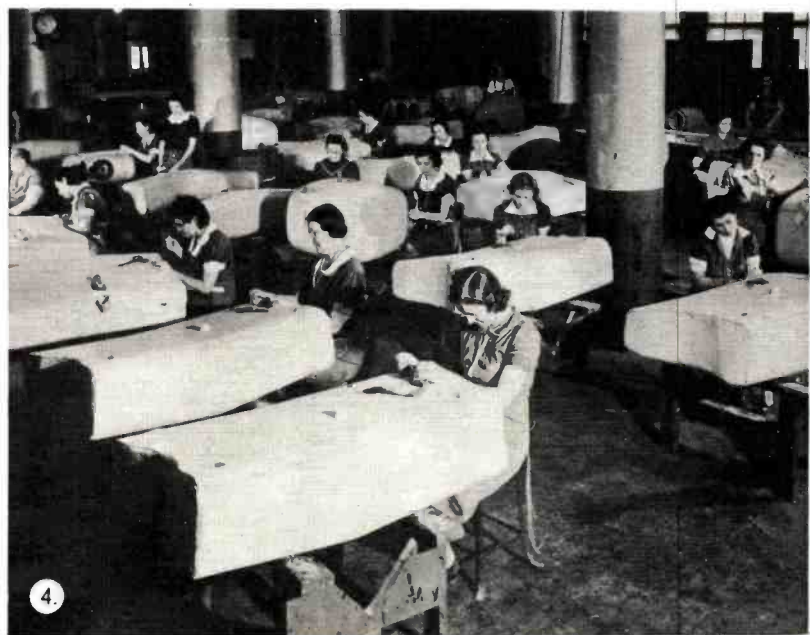
CBS irreplaceable Arthur Godfrey

At 760 On Your Dial



Freedom Builds A Greater

1. Detroit's impressive skyline forms an inspiring sight.
2. This view of Detroit's busy downtown sector is visual proof of America's leadership.
3. Two of Detroit's finest, the General Motors Building and the Fisher Building on whose 21st, 22nd and 28th floors studios and offices of **WJR** are situated.
4. American women play a vital role in the production of essential goods. A typical scene in one of Detroit's automotive factories.

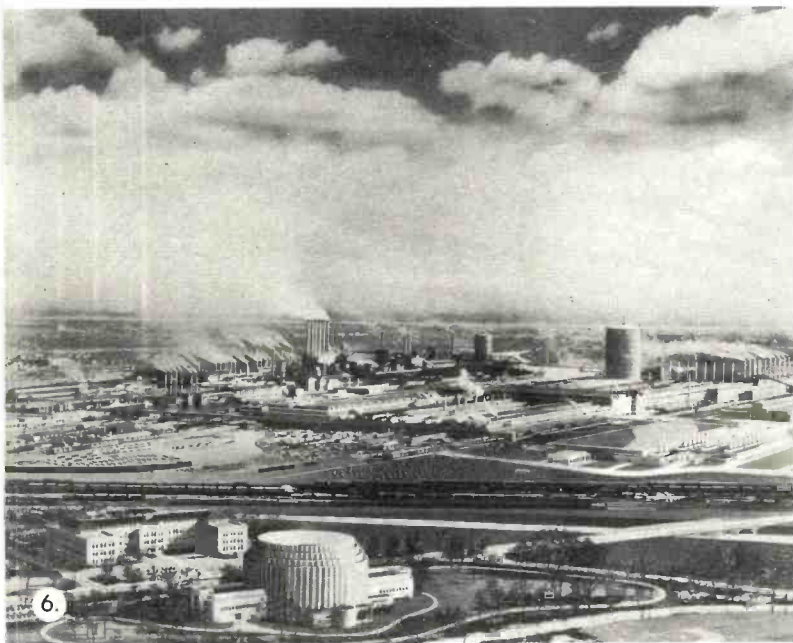




COPYRIGHTED
DETROIT CONVENTION
AND TOURIST BUREAU

5.

Detroit — The Home of WJR



6.

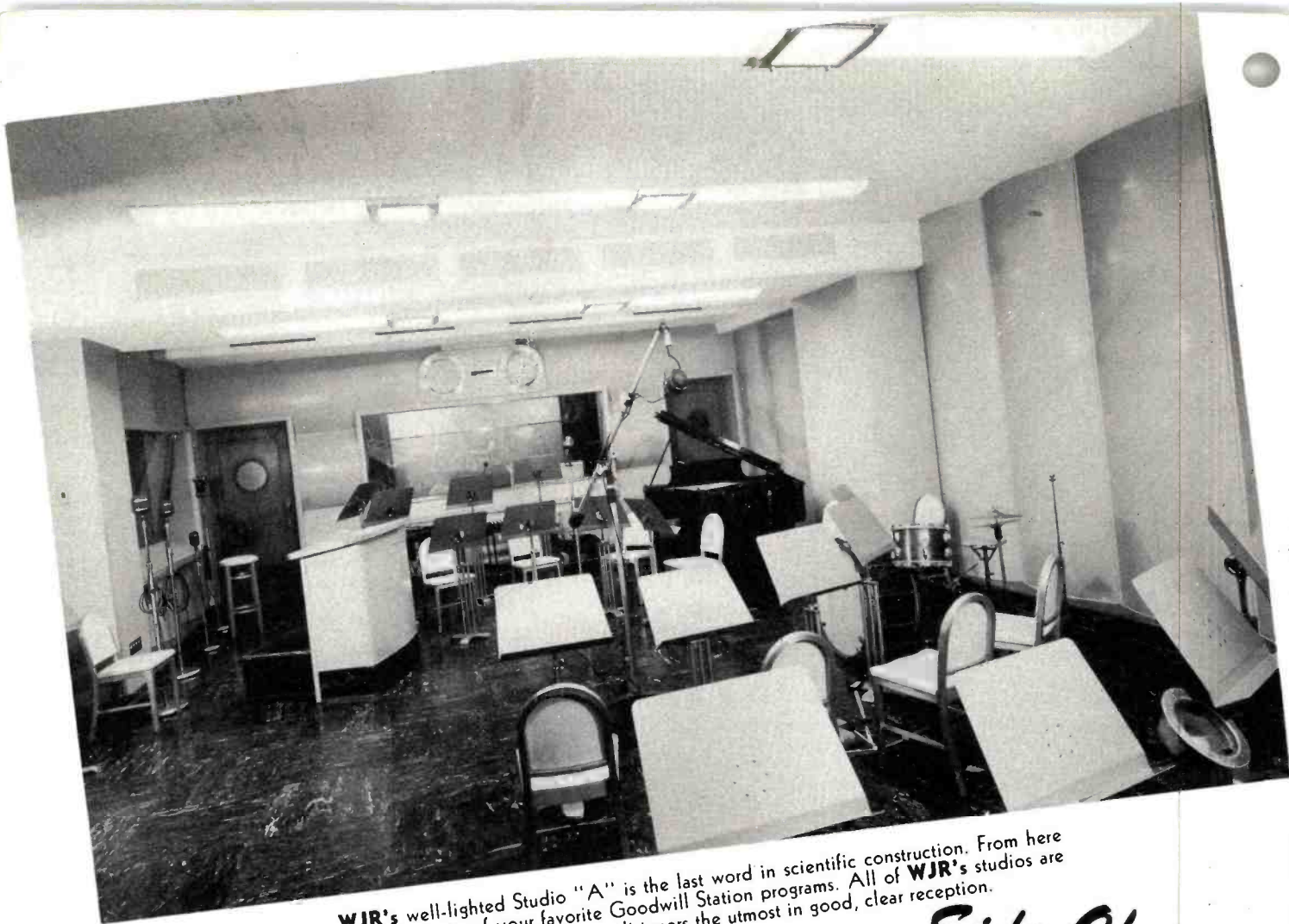
- 5. The modern Library and Art Institute are dedicated to furthering the cultural life of the Detroit area.
- 6. In Detroit and Wayne County, 486,000 factory workers annually produce \$7,900,000,000 worth of goods earning a total payroll of \$1,530,000,000.
- 7. 247,000 students of both sexes are enrolled in the 266 Detroit public schools. An additional 70,000 attend 142 parochial and private schools.
- 8. Motor vehicle production in the United States has reached the astounding figure of 100,000,000 as compared to 24,000,000 for the rest of the world.



8.



7.



WJR's well-lighted Studio "A" is the last word in scientific construction. From here originate many of your favorite Goodwill Station programs. All of WJR's studios are acoustically engineered to assure listeners the utmost in good, clear reception.

Side Of....

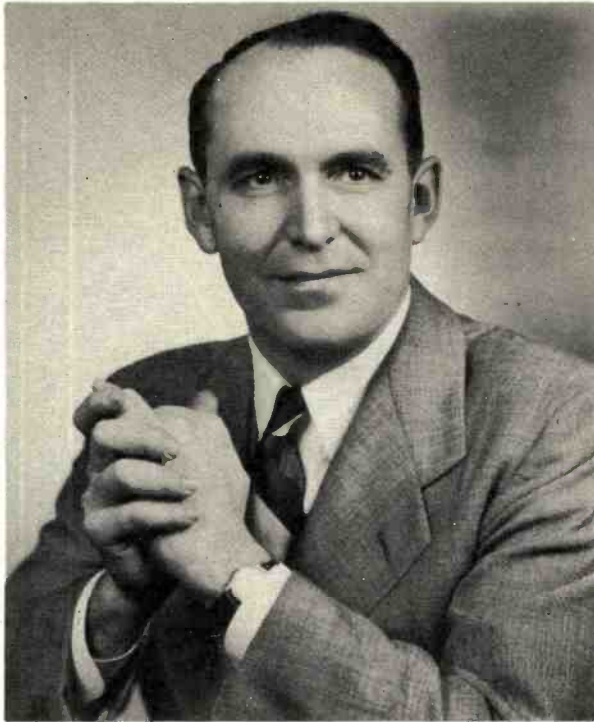
The Technical



Andrew Friendenthal, Engineer in Charge of Studio and Control discusses a technical problem with Clarence Jones, Engineer in Charge of Development and Design.



The WJR recording studio houses a battery of machines for "putting on wax" those programs slated for later broadcast.



George Leydorf, Vice-President in Charge of Engineering



The Goodwill Station invests heavily in technical equipment such as this transmitter composed of an intricate maze of tubes and wires.

.... **WJR's 50,000 Watts**



The **WJR** master control room for AM and FM is the nerve center for all engineering operations of the station.



"50,000 WATTS"
"CBS NETWORK"

WJR
760
KC

"Represented by:
Edward Petry and Co."

WJR-FM
96.3
MC