



# 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.

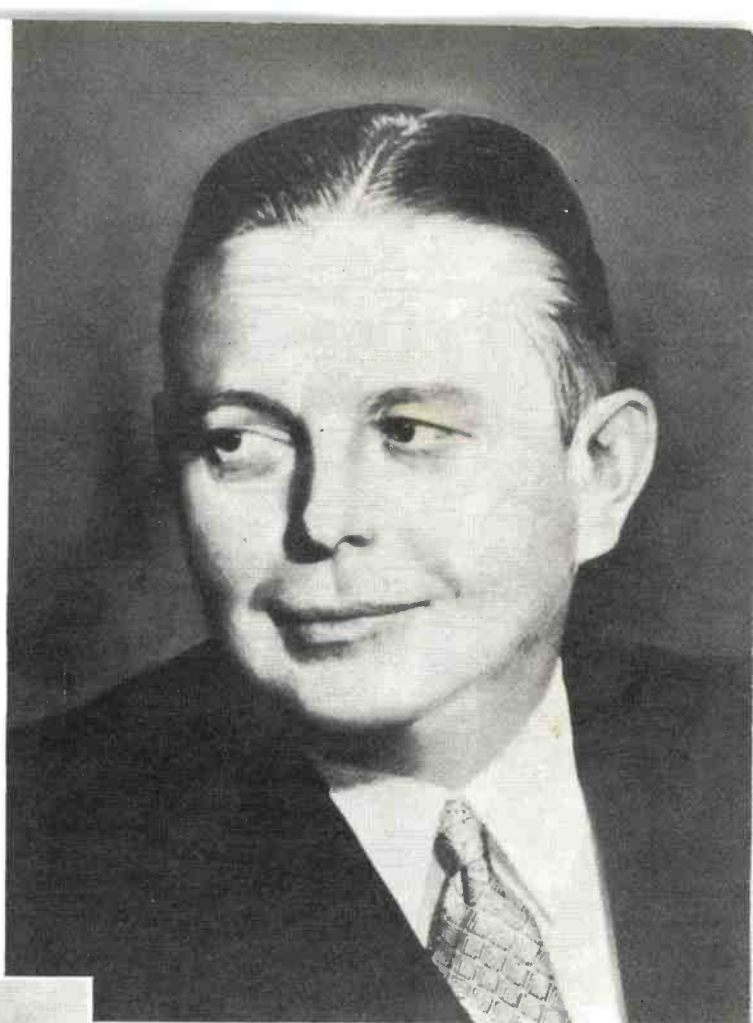
An ardent supporter of the American Constitution and the American Way of Life, Free Speech Mike has always been associated with every kind of public service in radio.

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



Jim Wood

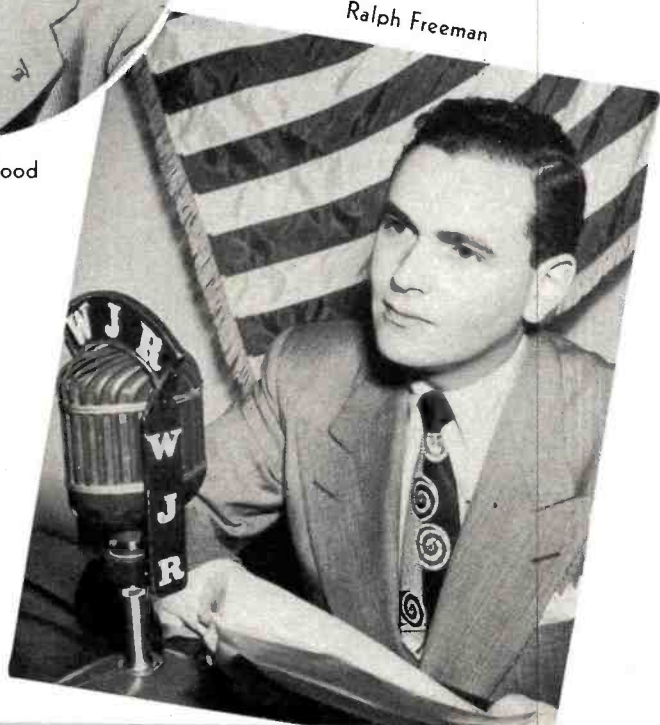


Jack Ogilvie

James Garrett



Ralph Freeman





"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.



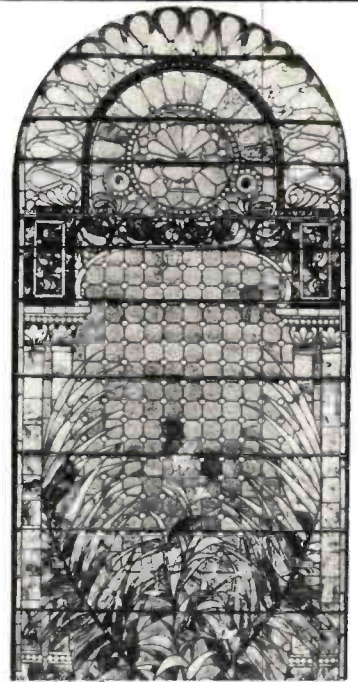
America's  
foremost newscaster,  
Lowell Thomas.



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.

"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.



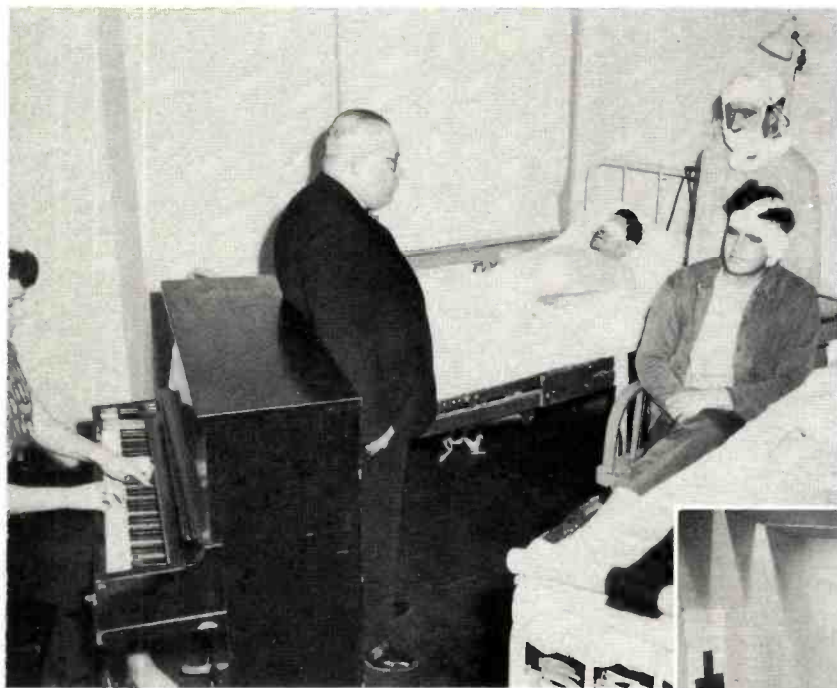


# Accents Public Service



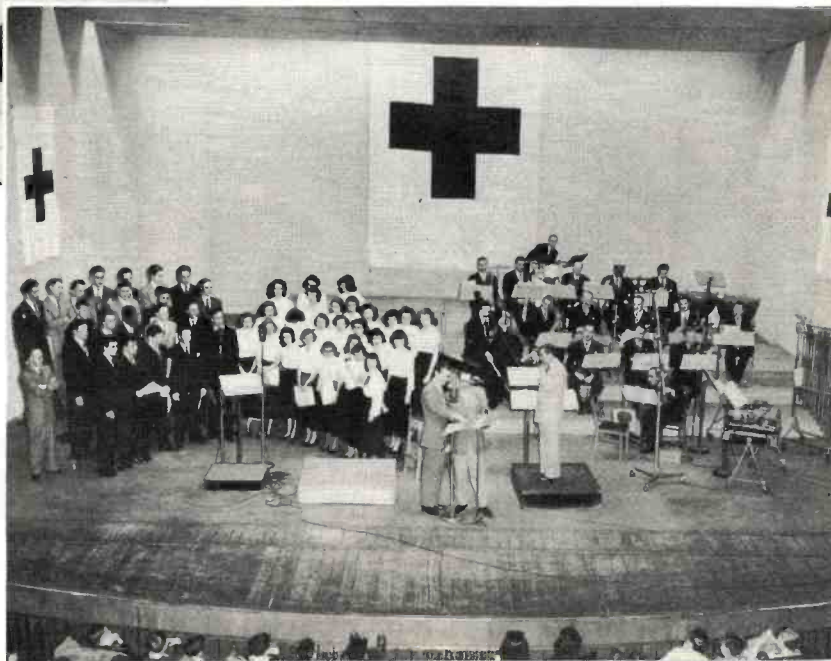
The opinion of youth expressing itself is given voice on **WJR's** unique feature "Junior Town Meeting of the Air". Produced by members of the **WJR** staff, the series originates from a different high school each week. Four teen-age panel members, selected

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 —

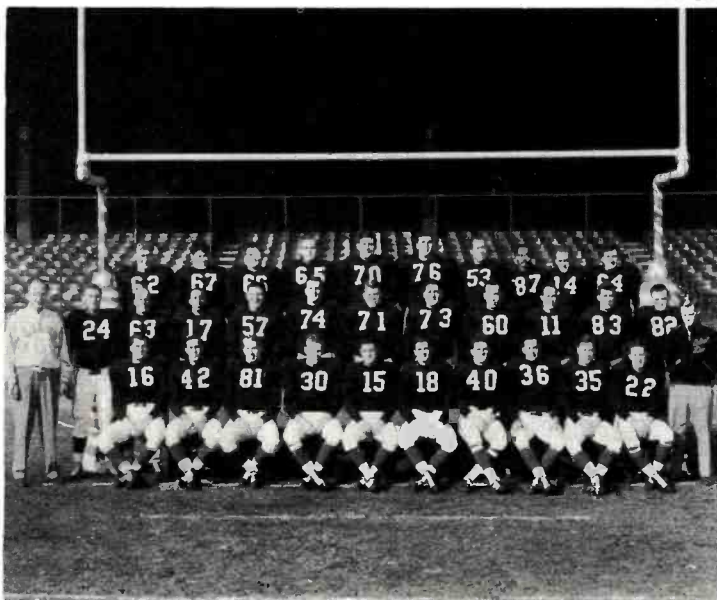


Famous columnist Bob Murphy rounds out **WJR's** complete seasonal sports coverage with his "Sports Column of-the-Air" program.

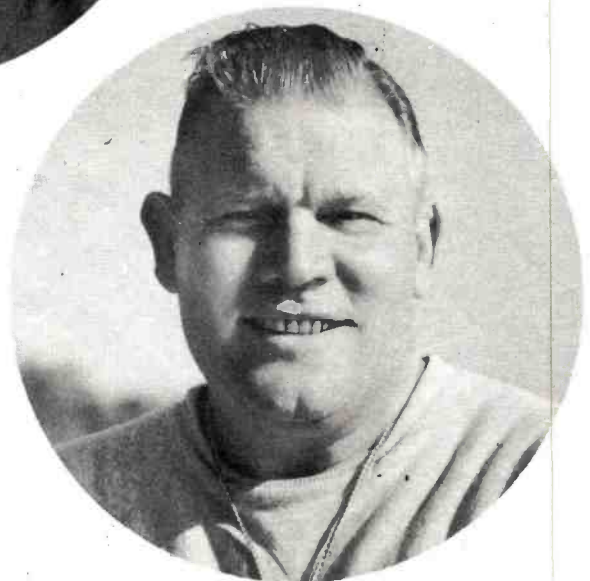
Bo McMillan, seasoned coach of the Detroit Lions, frequently appears at the **WJR** mike to report his team's activities.



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.

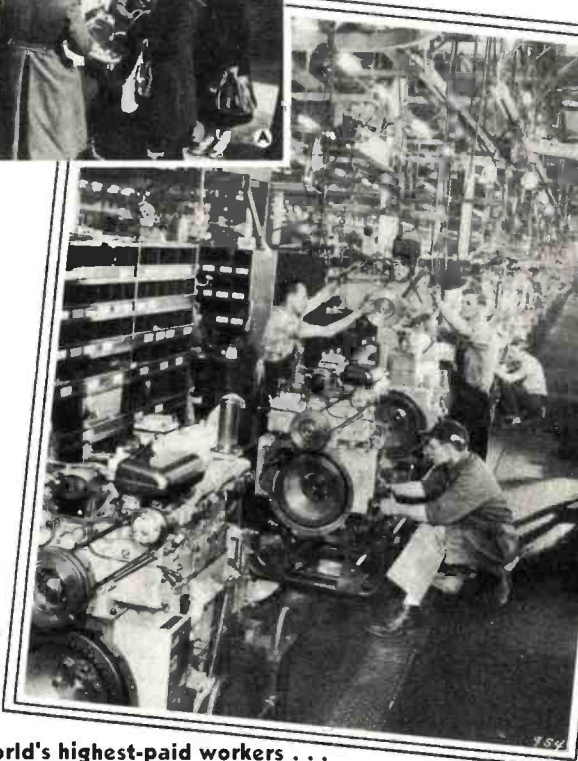
In addition, this system has preserved the basic freedoms of the individual — the freedom to work in the place and calling of his own choice, the freedom to bargain collectively, the freedom to contract about his own affairs, to own property, start an enterprise, profit from his inventiveness, and investments. 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<br>TIME WORKED | TO BUY               | RUSSIA<br>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    | 108½ HOUR             |
| 2½ HOURS                     | 1 COTTON DRESS       | 32 HOURS              |
| 7 HOURS                      | 1 PAIR WOMEN'S SHOES | 108½ 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

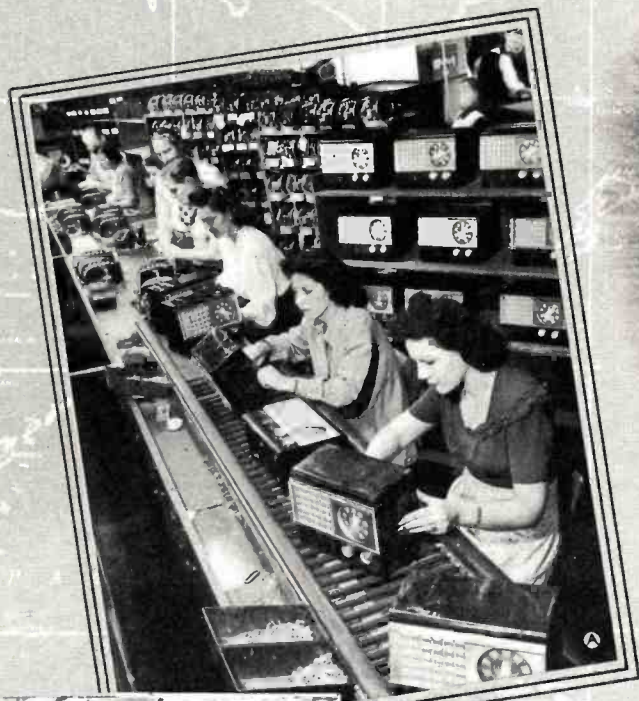
While living standards have moved steadily upward in the United States, with few interruptions, no such progress has been made in nations that refuse to unleash the power of individual economic freedom.



## Compare!

**No Nation Has Matched American System. What Most**

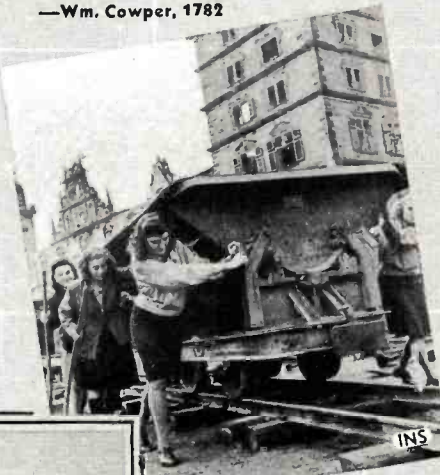
|                              | UNITED STATES  | BRITAIN       |
|------------------------------|----------------|---------------|
| POPULATION                   | 138,000,000    | 48,000,000    |
| AUTO-MOBILES                 | 41,000,000     | 2,500,000     |
| RADIO STATIONS               | 1,889          | 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



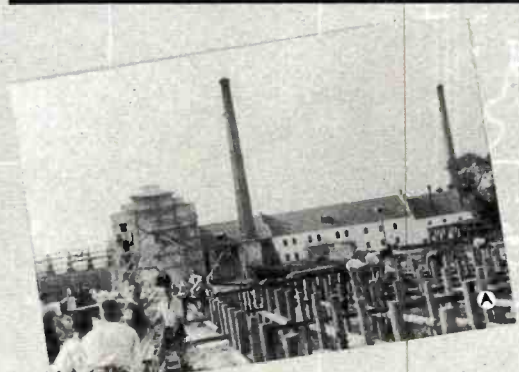
The birth of a Chinese paving project . . .  
 "(China is) not a state, but only a geographical expression."—Foreign Minister Toyoda



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



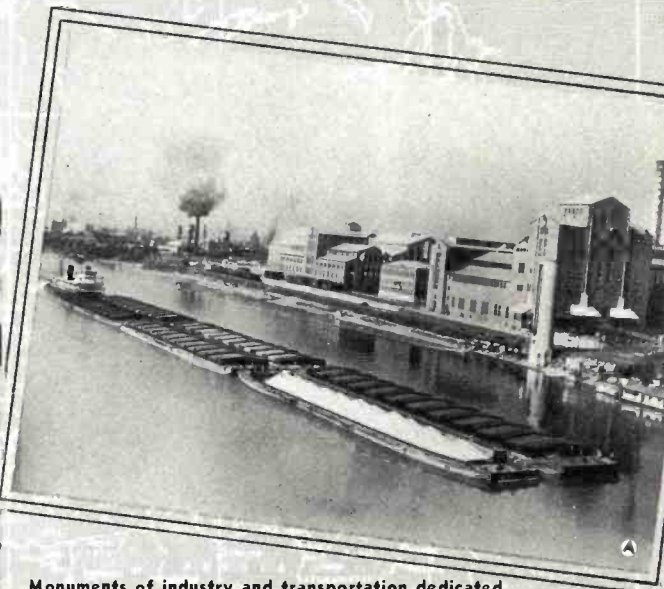
Americans have found the way to create a more abundant life for more people, while nations that have suppressed human freedom are still making plans for distributing the wealth they never get around to creating.



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<br>(1944) | 7,600,000<br>(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

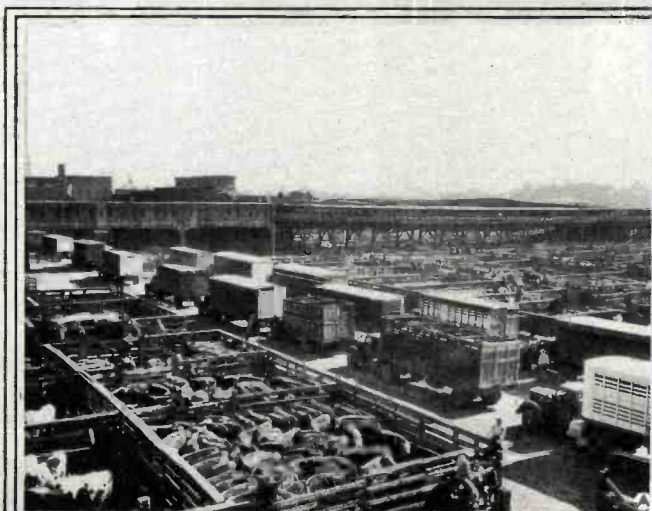


It's more work for less pay for coal miners even in Great Britain, most advanced country of Europe.

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

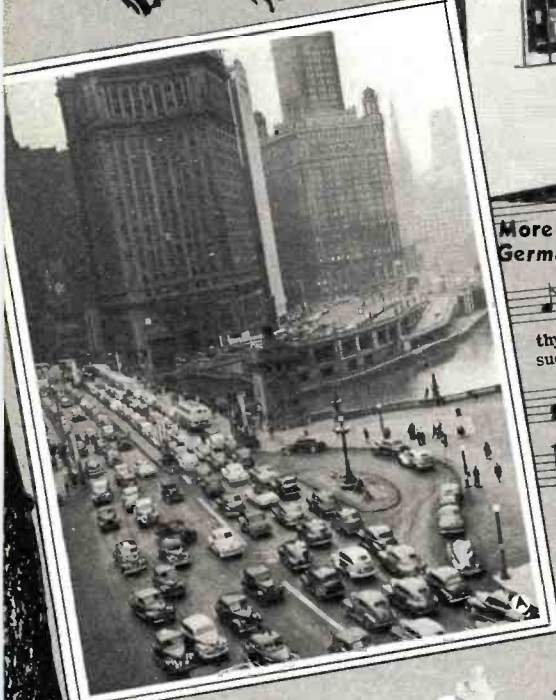


More precious than diamonds . . .  
German housewives window shop

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



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.



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



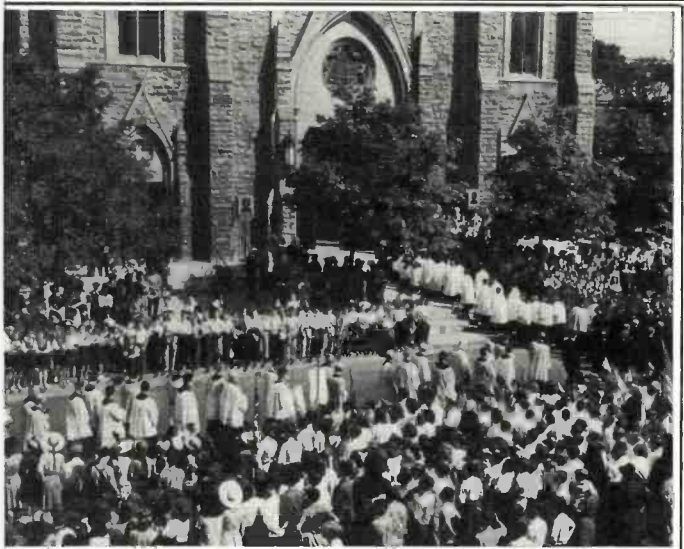
Where primitive is modern . . .  
Chinese peasants thresh rice

"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.

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

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.

...shall be one Representative for every thirty thousand and  
be not less than one hundred Representatives, nor less  
which the proposition shall be regulated by Congress, that  
lators, shall take effect...  
of Representatives  
of you  
shall not  
and requires...  
shall not



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.

John Adams, Vice Pres.

"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.



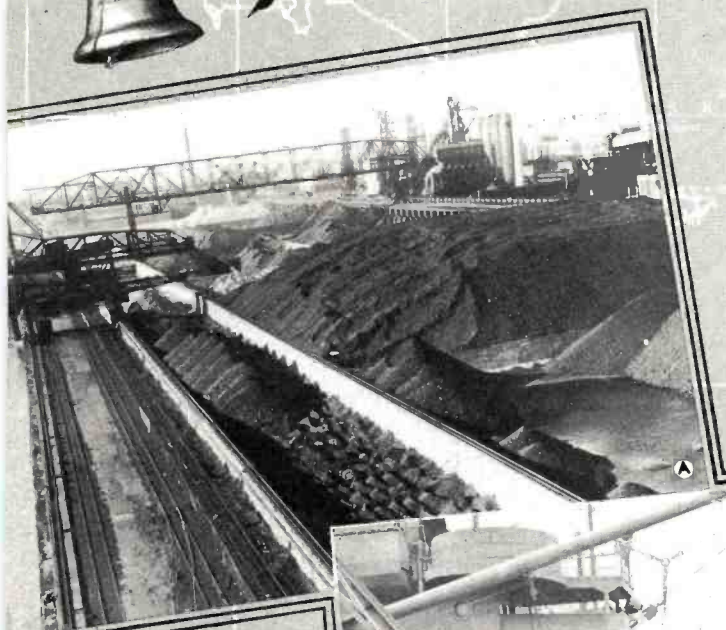
Television, the 20th Century exemplification of the American guarantee of freedom of the press, radio and speech as long as it does not interfere with the rights and liberties of others.





# 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



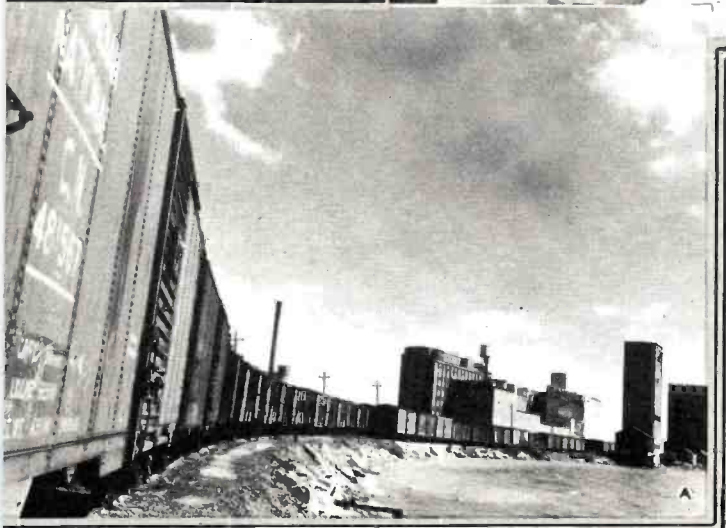
Ukraine version of highly mechanized agriculture . . .



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.



INS



Mighty transportation system that spreads distribution . . .

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

—Voltaire, 1737

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*



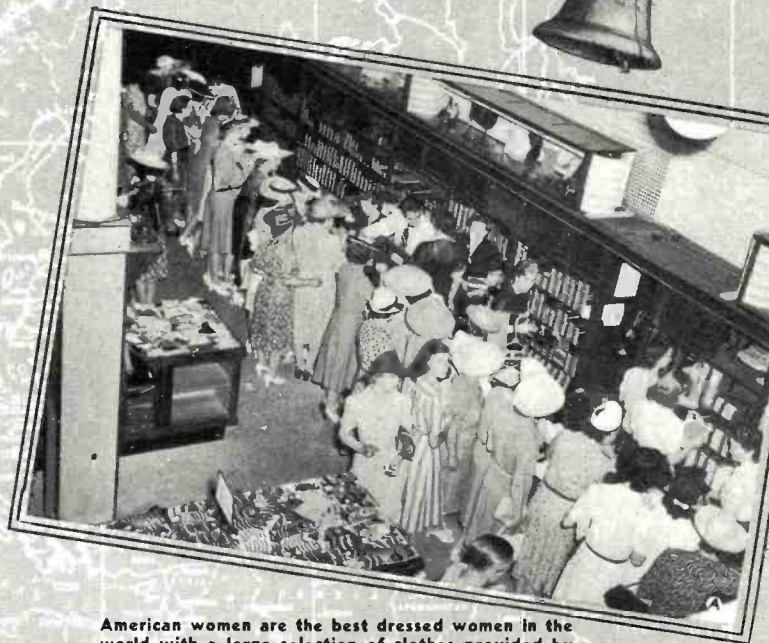
**UNDER FREE  
ENTERPRISE  
WE OWN**

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 %  |



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



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



FREEDOM FROM WANT  
FREEDOM FROM SPEECH  
FREEDOM FROM WORSHIP  
FREEDOM FROM FEAR



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

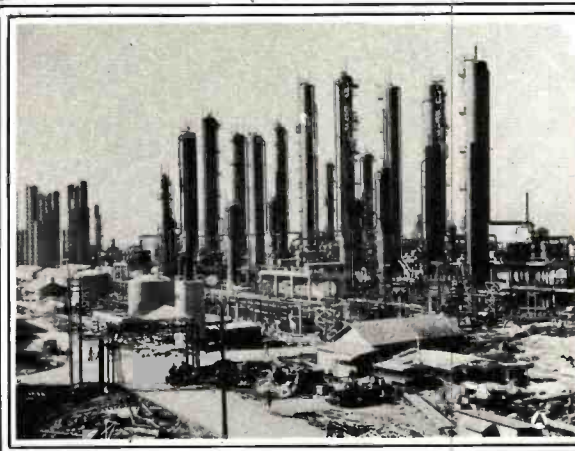
"A love of liberty is planted by nature in the breasts of all men."—Dionysius, 20 B.C.



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



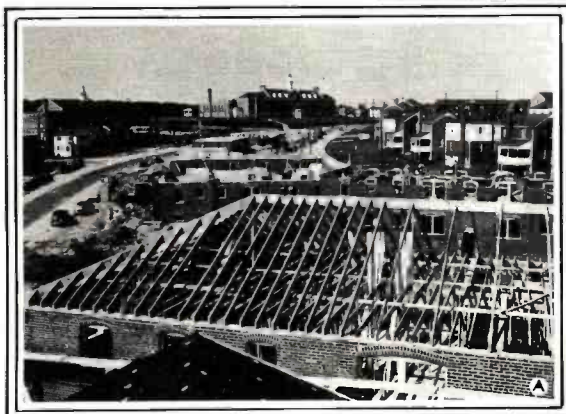
Industrial "know how" is free enterprise virtue . . .

"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 Cronkrite, 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!

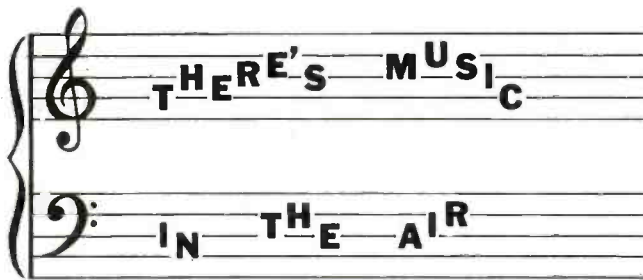




Favorites with millions of **WJR** listeners, lovely Marion Gillette and handsome Fred Kendall lend their singing talents to daily broadcasts. They are vocalizing here on the popular "Anything Goes" show.



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.



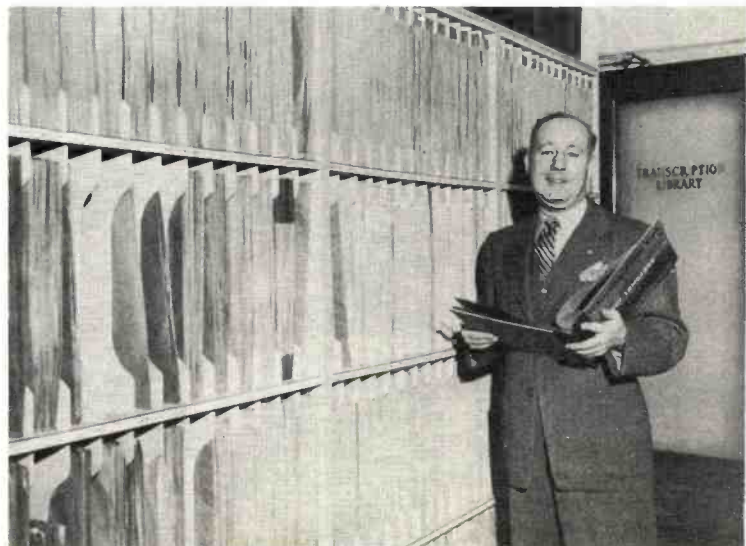
*Via* **WJR**

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 Lavalle (left) and Bud Guest (right) talk over a program in-the-making.

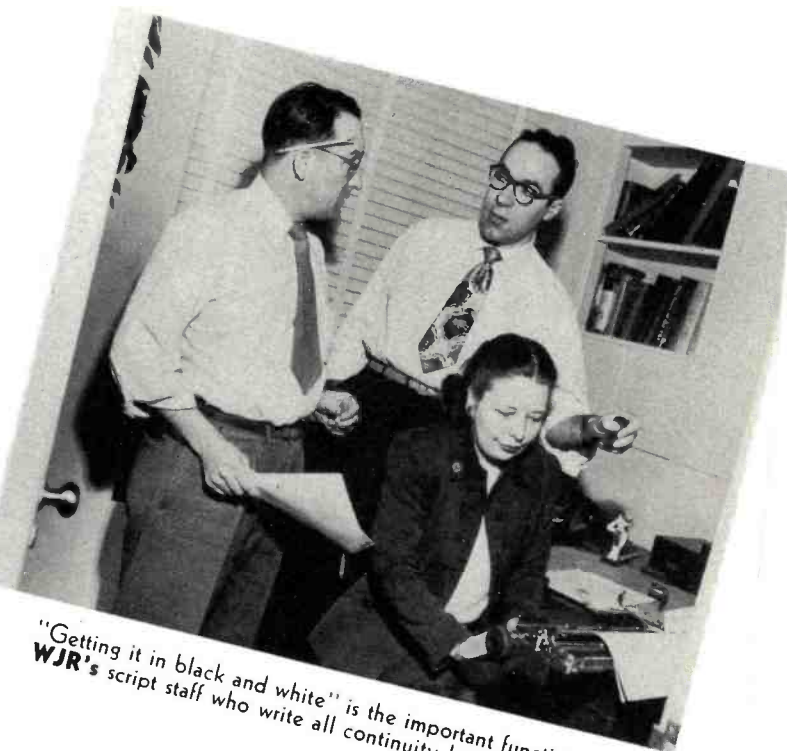


Well in advance of air time, **WJR's** technicians see that every microphone is placed right and all equipment operating correctly.



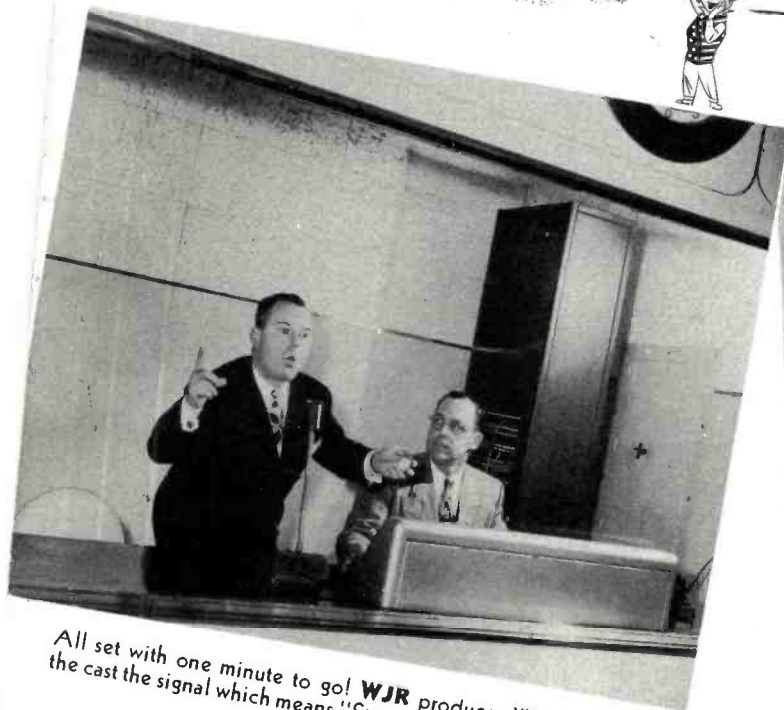


To insure success of the program, Assistant General Manager Worth Kramer holds a conference with **WJR** department heads.



"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.

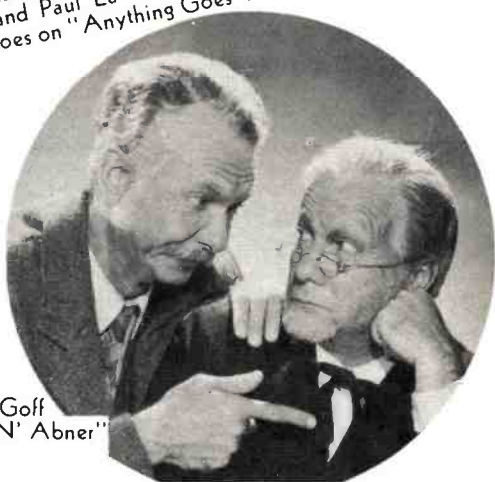




WJR's loyal audience really "goes" for "Anything Goes", the sparkling, informal afternoon variety show with ad-libbing Ron Gamble as emcee and featuring lovely Marion Gillette, tenor Fred Kendall and Paul La Voie's orchestra. Anything can happen and usually does on "Anything Goes".



Ol' 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 airwaves 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** irrepressible Arthur Godfrey

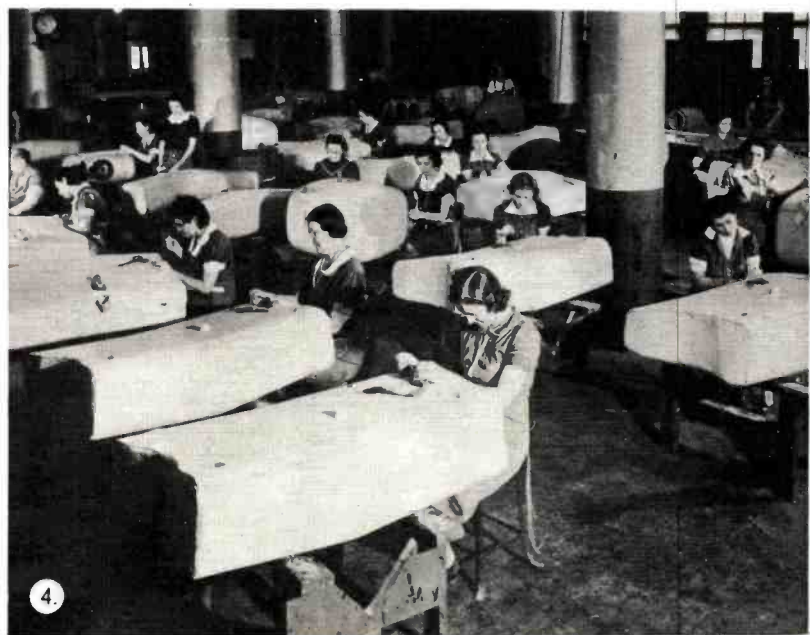
*At 760 On Your Dial*





## *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.

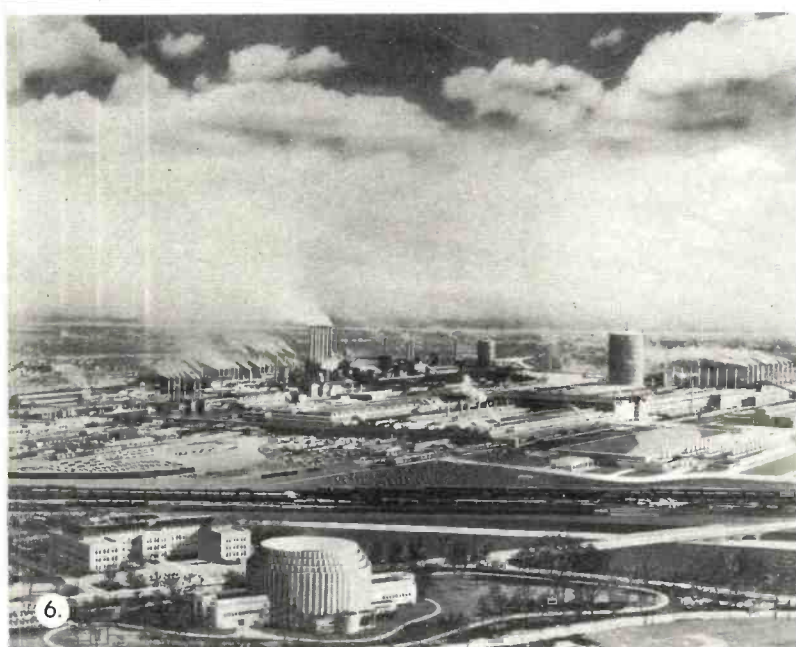






5.

## Detroit — The Home of WJR

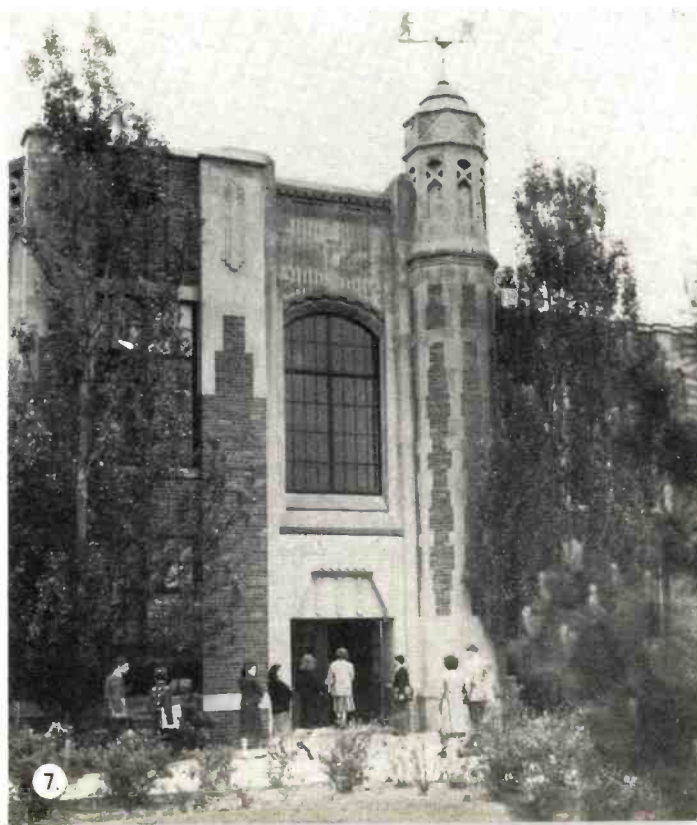


6.

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.

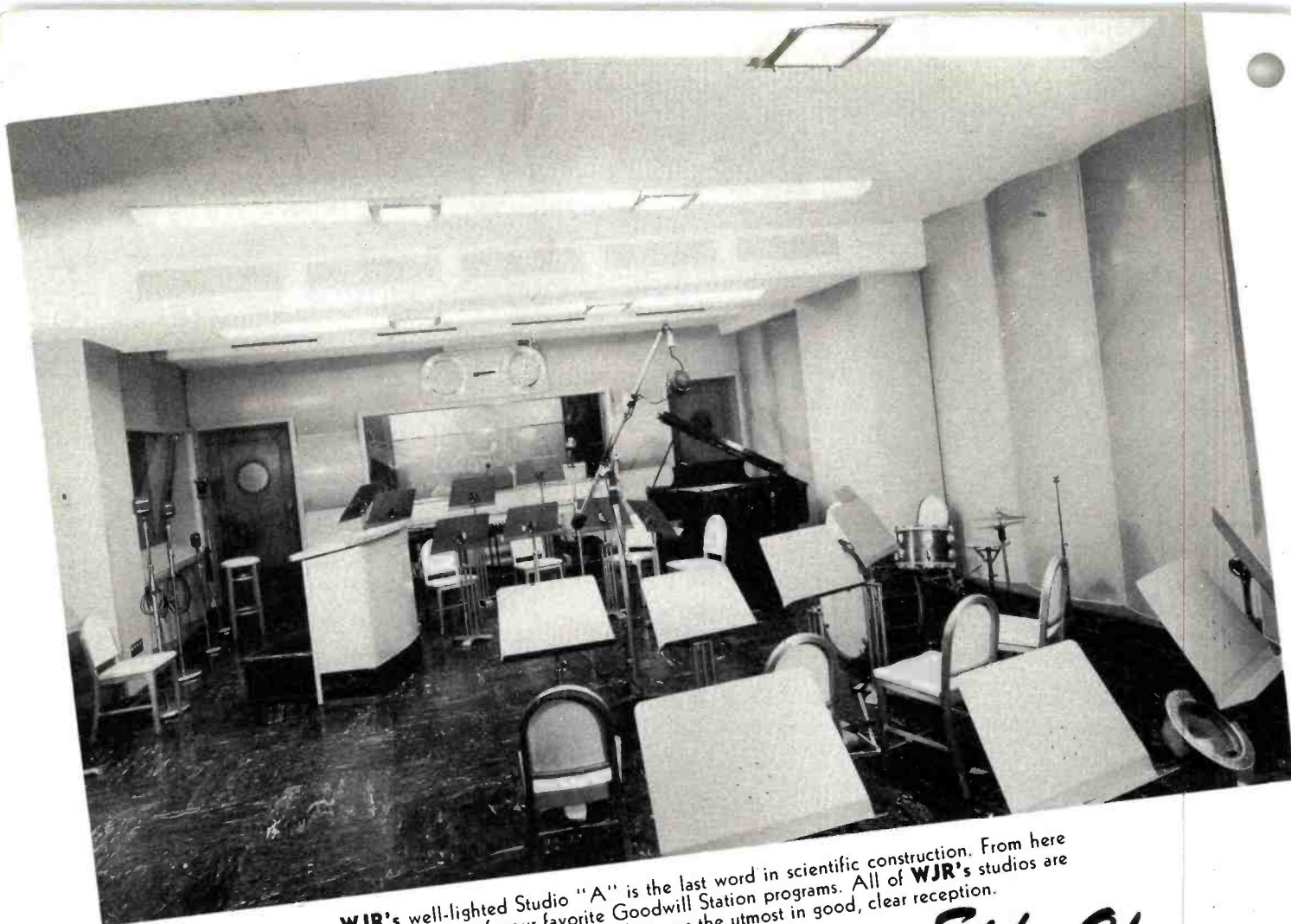


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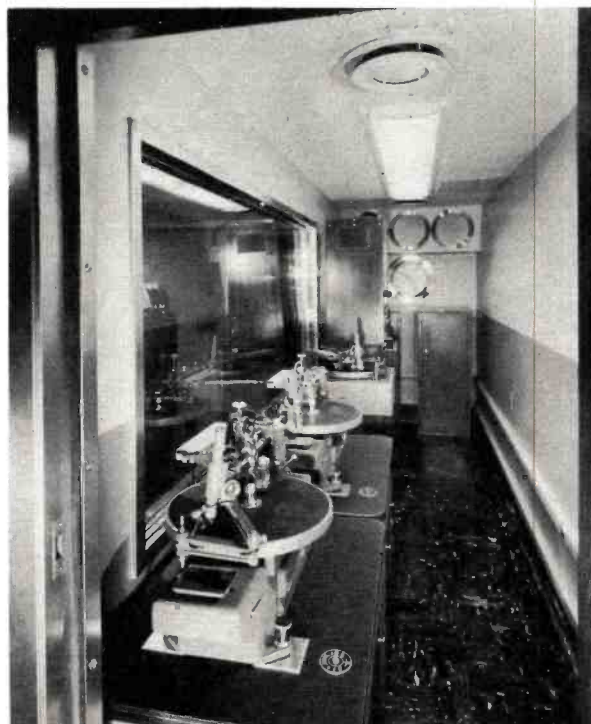
WJR's well-lighted Studio "A" is the last word in scientific construction. From here originate many of your favorite Goodwill Station programs. All of WJR's studios are acoustically engineered to assure listeners the utmost in good, clear reception.

*Side Of....*

## *The Technical*

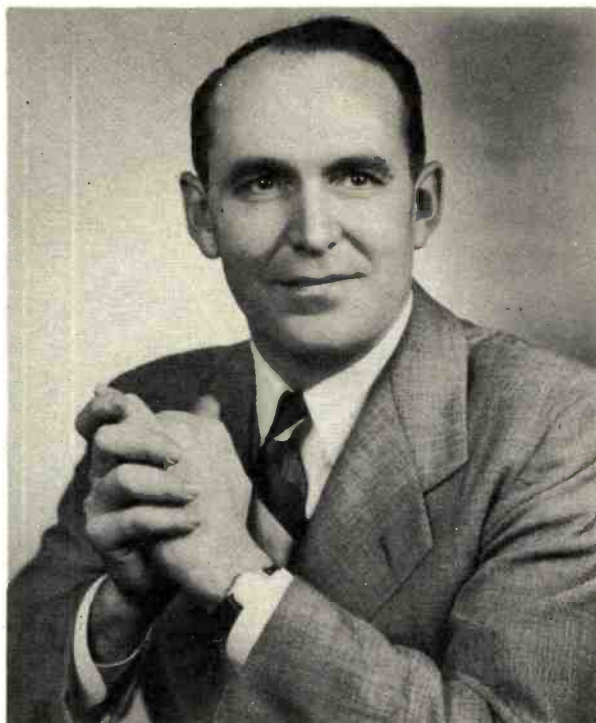


Andrew Friendenthal, Engineer in Charge of Studio and Control discusses a technical problem with Clarence Jones, Engineer in Charge of Development and Design.



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**