

*The New*

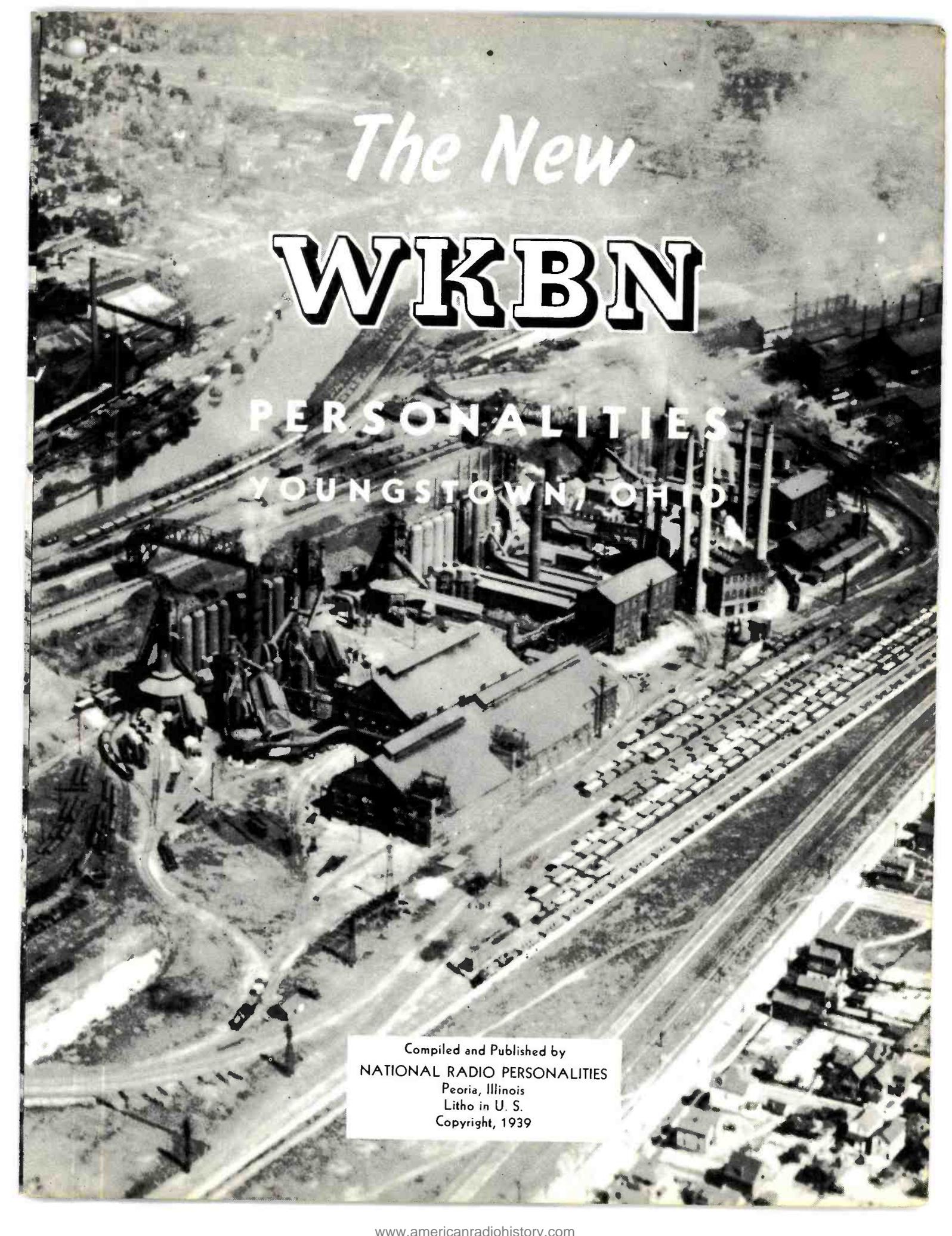
**WKBN**

R A D I O S T A T I O N

**PERSONALITIES**



**YOUNGSTOWN, OHIO**



*The New*  
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Compiled and Published by  
NATIONAL RADIO PERSONALITIES  
Peoria, Illinois  
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## WARREN P. WILLIAMSON, JR., PRESIDENT

The possessor of an unusual combination in radio executives—training, experience and foresight in both operating and technical phases of the business—that describes Warren P. Williamson, Jr., president and general manager of the WKBN Broadcasting Company.

His interest in the mechanics of radio, (then known as wireless) began in his sixth year of school, 1912, even before he had reached his "teens." At the age of 12 years, he received his initial license to operate under the call 8KT and as a result, probably became the first amateur wireless operator in the Mahoning valley.

The attraction of the new means of communications increased with the years, through his early scholastic terms, into special training at the Dodge Institute of Telegraphy and ultimately to a license as a first-class commercial government operator. About that time the government intelligence division enlisted his special qualifications for army duty on the Mexican border. Honorably discharged a year and a half later as Master Signal Electrician, he visioned the future opportunities in radio and acted to increase his knowledge through further study at the Massachusetts Institute of Technology and at the Universities of Michigan and Wisconsin.

Upon completion of his college courses, he spent three years in the Employment department of the Republic Iron and Steel Corporation, obtaining the practical contacts which were to prove so valuable later on. But never once did he neglect his interest in radio—if through no other medium than his amateur station 8AXJ.

His first venture into private business came with the organization of the Radio Electric Service Company, later expanded to combine radio service with the sale of radios and electrical refrigerators. Public interest in radio and its facilities was continually mounting and with it, a typical question . . . "Why didn't Youngstown have its own radio station?" Mr. Williamson gave the answer in 1926 and the station met with success from the start.

So much so, in fact, that after four years it was incorporated, with Mr. Williamson devoting his full time to its operation and disposing of his other interests. And since that time, following a well-planned program, WKBN has kept abreast of the field in a steady march of progress to provide its listeners with the best possible facilities in entertainment and service.

All of WKBN's achievements speak eloquently of the ability and courage and foresight of its president and general manager. Naturally, he plays an important part in the social and civic life of the community. Outside of his business, his home and family, his only other interest, is his hobby—candid photography.

WARREN P. WILLIAMSON, JR., PRESIDENT

# Message

We've been so busy during the past two years, building a new transmitter and completing new studios that we haven't had as much time as we'd like to visit with all our friends. Of course, it isn't transmitters or new studios or microphones which make a radio station. It's people, personalities—the folks you come to depend on day after day to bring you the best in radio entertainment and service. All things put together, we thought this would be an appropriate time to get better acquainted—a sort of celebration. So we're coming to you in this Personalities album, saying a personal "hello" to each and every one of you and promising to keep faith—to continue always to keep in mind a bigger and better WKBN for you, our listeners.

Warren P. Williamson, Jr.

**EXECUTIVE**—Designed for convenience and dispatch, this neat, compact office provides the workshop for WKBN's general manager. In addition to his duties as guiding executive of the station's program activities, Mr. Williamson also keeps a knowing finger on its technical endeavors.





### CANDID PREVIEW

While Photographer Bob Spratt adjusted his lights and lenses to register the scores of photo studies which appear in this album, the candid camera of General Manager Williamson was clicking into its film, a unique collection of the same subjects in his best "odd-angle" style. Herewith, is a typical sample of the hobby handicraft to tell its own story and with it, a "preview" of the complete range of "WKBN in pictures" presented in the remaining pages.

WKBN BROADCASTING CORP.

# Studio Luxury

Modern beauty, efficiency and convenience are combined in a striking manner in WKBN's new studios and office suite, covering a major portion of the Youngstown YMCA building third floor. No series of photos could effectively tell the story of the \$20,000 expansion program which added two broadcast studios, introduced new lounges and reception rooms, installed all the most modern conveniences and, in general, put the WKBN home far in the lead among radio stations of its size. The office suite includes the newest equipment for a complete transcription and record file, announcer's offices, engineers' quarters, sales offices, executive offices and the general staff and continuity divisions. The entire suite is air-conditioned.

Few radio stations, too, can boast the almost phenomenal progress of Youngstown's friendly station. In addition to its new studios—its new transmitter building and transmitter equipment, it now takes the airways with a power increase which spreads its listening area to an even greater degree—truly, an outstanding series in the milestones of progress.

Above

**Simplicity**—An immediate impression of the striking beauty of the new WKBN studios greets visitors at this specially-designed entrance. An unusual decorative combination is achieved through the use of natural walnut wood, walls of pale aqua and trim of satin-finished aluminum.

Right

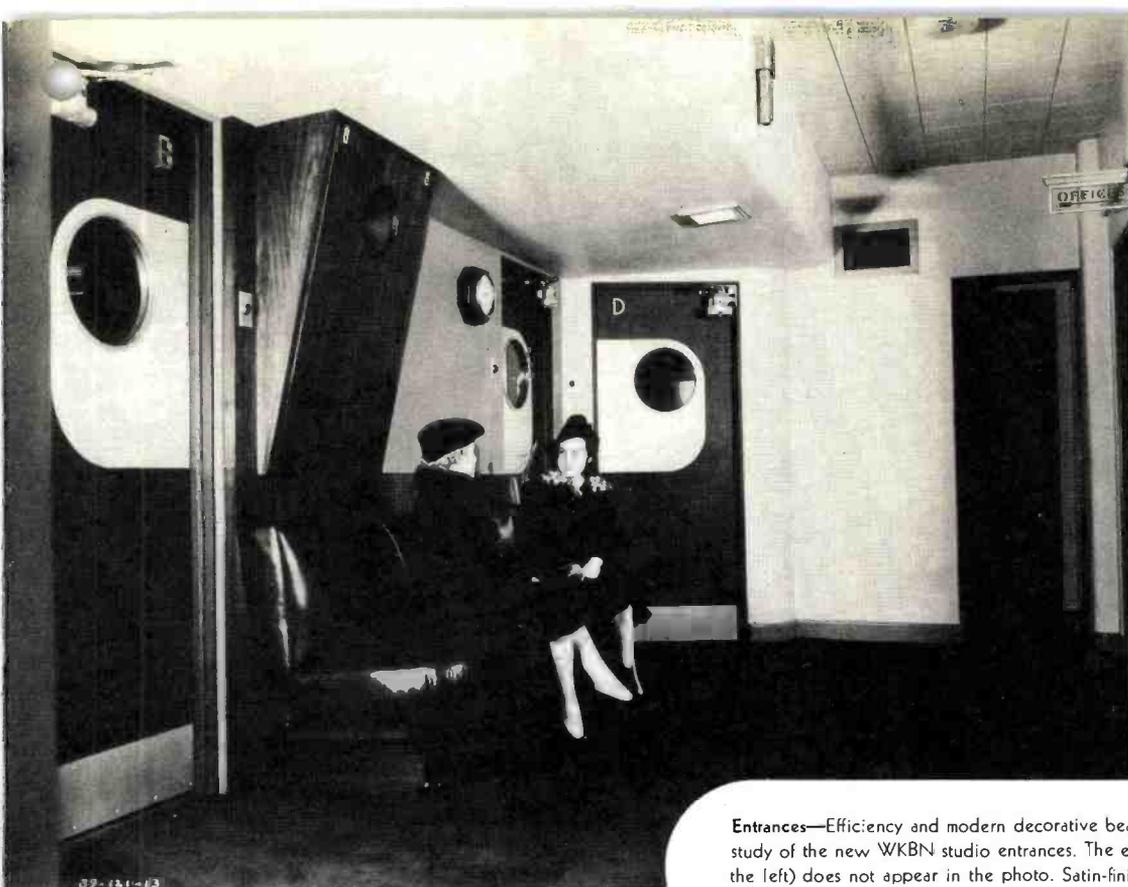
**Reception**—Simplicity again strikes the keynote in the design and furnishings of the WKBN reception lobby, photographed during a typical work-day, with Hostess Catherine Sherman accepting a delivery from a messenger while a trio of callers awaits appointments.



Left

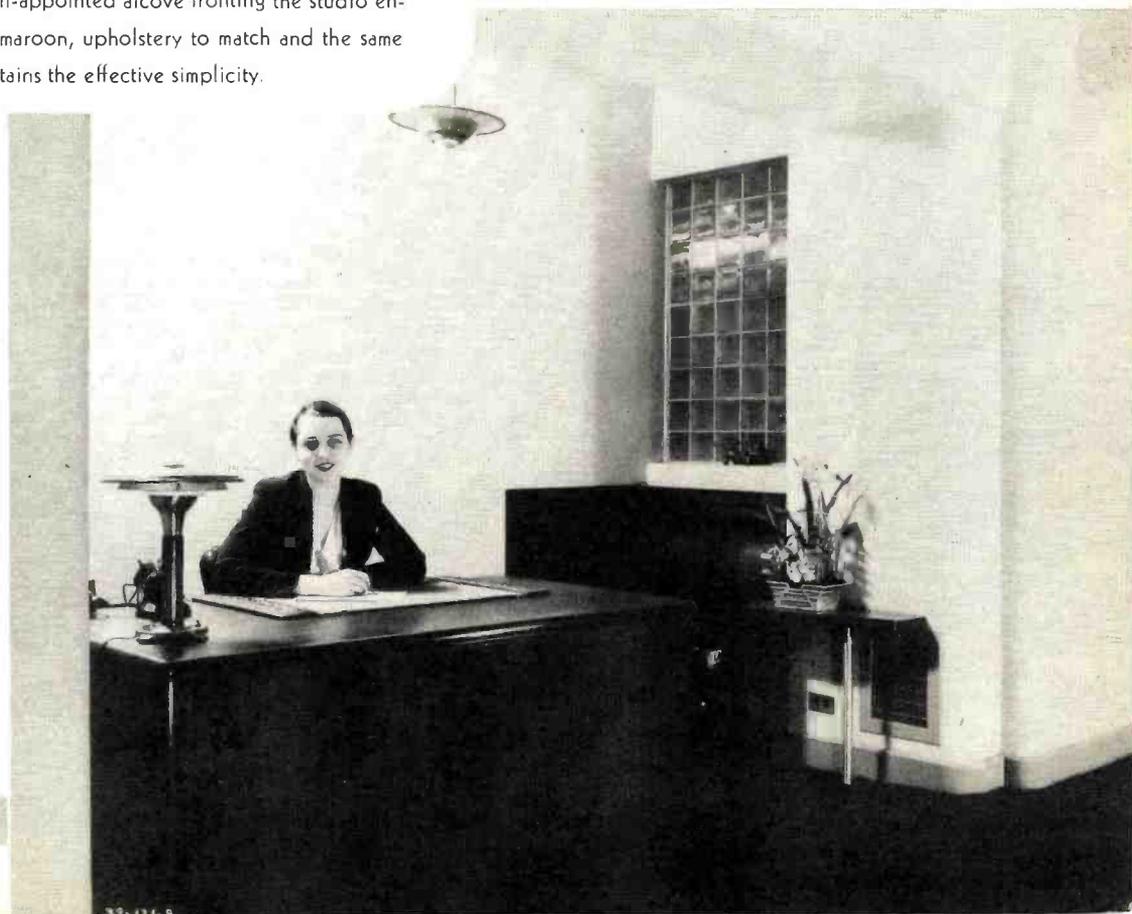
**Lounge**—This comfy visitors' lounge in the inner offices of WKBN is available for visitors or special conferences. Attractively furnished in the modern manner, it affords welcome respite from the hectic office routine.





**Entrances**—Efficiency and modern decorative beauty are combined in this photographic study of the new WKBN studio entrances. The entrance to the main studio "A" (at the left) does not appear in the photo. Satin-finished aluminum panels trim the circular glass door openings, giving the effect of a stream-lined ocean-going steamer. Concealed lighting adds to the attractiveness of the general scheme together with the unusual speaker-cabinet from which is monitored all programs. Note wall lights to indicate use of respective studios.

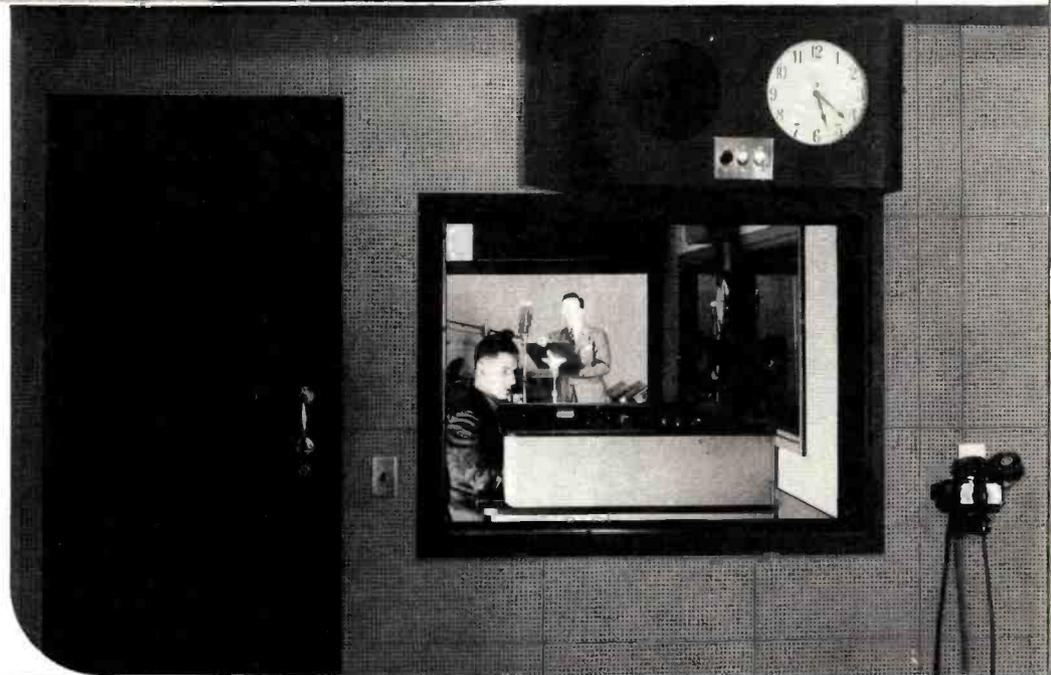
**Appointments**—Charming Georgia Davidson conducts the affairs of the program department from this well-appointed alcove fronting the studio entrances. Floor covering of deep maroon, upholstery to match and the same theme of walnut wood-trim, maintains the effective simplicity.



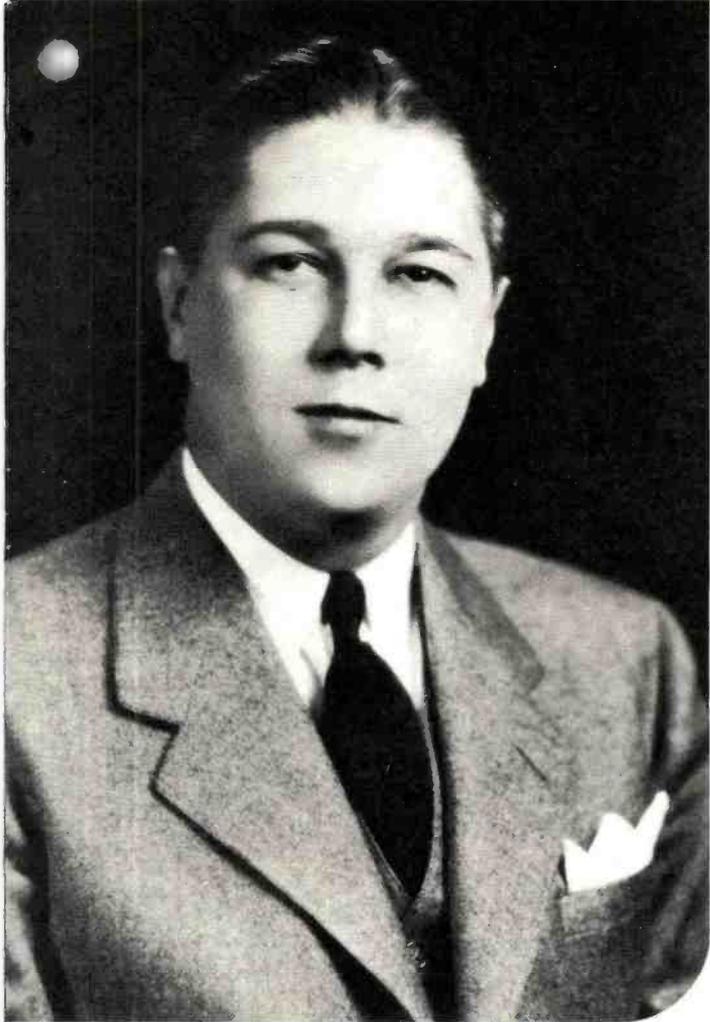


**AUDITION OBSERVATION**  
 —When visitors desire to watch broadcasts in progress, the new WKBN studio arrangement affords the privacy of this sound-proof audition room as seen from Studio "D" with Paul B. Davies, general secretary of the Youngstown Y. M. C. A. and several members of his staff, intent on the message of the announcer at the microphone. Note microphone in observation room which permits communication to the studio, also convenient microphone.

**OPERATIONS PANORAMA**—The immensity of the WKBN studio facilities becomes apparent in this photo taken from the main studio, "A" with the engineer on duty in the control room, through the glass paneled windows into Studio "D" on the opposite side, where Announcer Charles Lake stands at a microphone.



**STUDIO ARRANGEMENT**—A photographic composition giving a limited idea of the efficient arrangement of the four WKBN studios. This view from Studio "D" shows Announcer Albert Dowling through the sound-proof glass window in Studio "C" with Chief Engineer Bernard Wilkens standing at the equipment racks and Engineer Percy Pennock at the control console. A portion of Studio "A" may be seen through the window, (background control room).



## J. LOTHAIRE BOWDEN Station Director

The veteran of the WKBN staff, a personable young man with an abundance of natural ability, practical experience and training in most of radio's requisites, and a vigorous ambition to utilize every possibility in the yet unexplored radio field—that's J. Lothaire Bowden, better known to his friends and associates as "Dutch."

He joined the WKBN staff in October, 1928 and since that time has served in practically all divisions of production work. For some of this period, he was dividing his time as teacher of English and Public Speaking in Youngstown schools, a post he held for 8 years. His first job was in the accounting division of the Erie railroad and later for two years, he managed an insurance agency. At the same time, he was taking a post graduate course in the Youngstown Y. M. C. A. law school.

For background, there was a course in music at Hiram college where he obtained his Bachelor of Arts degree in 1925. During his grade and high school days, he studied elocution extensively—won state honors for declamation and extemporaneous speaking; captained the debating team two of the four years during which he was a member, and appeared in frequent dramatics.

Many of WKBN's present successful policies are the result of his initiative and understanding. He has completely reorganized the various divisions of work and through an exhaustive study of WKBN's service expansion, has been able to build up this important component part of radio to its current importance in community life.

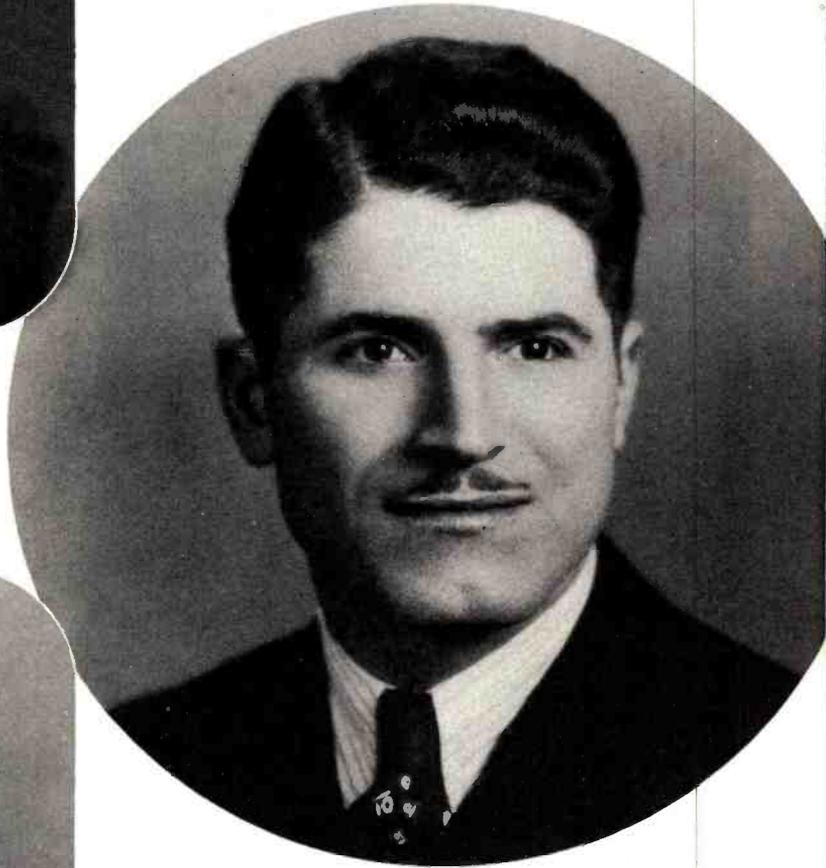
He is best known to listeners for his dramatic interpretations and his "Hour with the Poets." He's married, has no particular hobby, works "All over the clock" and when he has time, likes to indulge in golf, hunting or fishing.

ORINATION—From this office, like the center of an imaginary spiderweb, emanates all of WKBN'S programs, in one form or another. At the extreme right is the special Transradio teletype printer on which is received a steady flow of vital news-happenings from all parts of the world. The huge book on the table is used to schedule each program for its specific time during the broadcast period, sometimes months in advance.





**GEORGIA DAVIDSON**—Program Director  
 Eastern training obliterated her Texas accent and equipped her in speech and dramatics, then a natural course to the dramatic staff at KDKA, Pittsburg. Joined WKBN October 1, 1935. Her first job was that of newspaper writer and she has been employed also as fashion model, playground director and camp councilor. As a child, she wanted to be a missionary in the tropics so she could wear boots, white breeches and a pith helmet. Now she wants to earn enough money to travel extensively. She has studied and played violin since she was four years old but declines to display her musical talents before a microphone. As a hobby, she lists "collecting publishers, rejection slips." She likes to cook, work in the garden and attend symphony concerts. She was born in Pittsburg, attended Westminster college; Wichita Falls School of Fine Arts and Carnegie Institute of Technology. Listeners know her best for her parts in radio dramatics.



**ANTHONY ROSS**—Production-Announcer —→  
 Auditioned for place in chorus group scheduled to make WKBN debut. Liked radio so well, he took up announcing. That was October, 1934. Still at it. Born in Campbell, Ohio, August 20th, 1910, still resides there. Possesses B. S. degree in education, also Master of Arts. Originally wanted to be electrical engineer but now hopes to become good speech teacher and "good" announcer. Modesty is obvious, continuously strives for perfection, reads extensively, favorite sport is hockey and favorite food is spaghetti. Known among radio friends as "Tony." Believes Orson Welles is tops as radio artist, Ronald Colman in movies. Conservative, quiet, friendly—and unmarried.



**WAYNE JOHNSON**  
 Production-Announcer  
 A friend dared Wayne Johnson to take a radio audition as a hymn singer. He got a job, an accompanist and a wife. Was born in Kenton, Ohio, August 10, 1904, attended high school there, business college in Fort Wayne, Ind., and later Ohio Northern University. First job was teller in Lima, Ohio bank. Worked as vocalist-announcer at WJW, WHK, WJAY and announced Great Lakes Exposition before job at WKBN, July 1, 1937. Original ambition was to be an orchestra leader but he plays no musical instrument. When not at work, likes to "putter around the house and work in the yard." Plays golf, baseball and likes travel. Is aware that he's stubborn, hard to serve in restaurant but soon recovers composure—doesn't hold a grudge. Married in Cleveland, July 7, 1935.

**Albert H. Dowling**—Production-Announcer  
 Had been active in Little Theater as organist-writer. When job as newspaper dramatic-music reviewer expired, turned to radio as outlet for combined interests. Employed WLBW, Erie, Pa., WBEN, Buffalo, N. Y. and WLEU, Erie before joining WKBN staff April, 1938. Native of Erie, born June 6, 1890. Studied organ, harmony composition 6 years. Has traveled abroad. Boyhood ambition was to be blacksmith, now hopes to achieve niche in radio. Theater is still his hobby, his favorite pastime is hiking and he'll hike any distance for a good steak. Confesses he has "plenty" of faults and assumes that friends will disclose his redeeming virtues. Addresses microphone as if talking to one person.



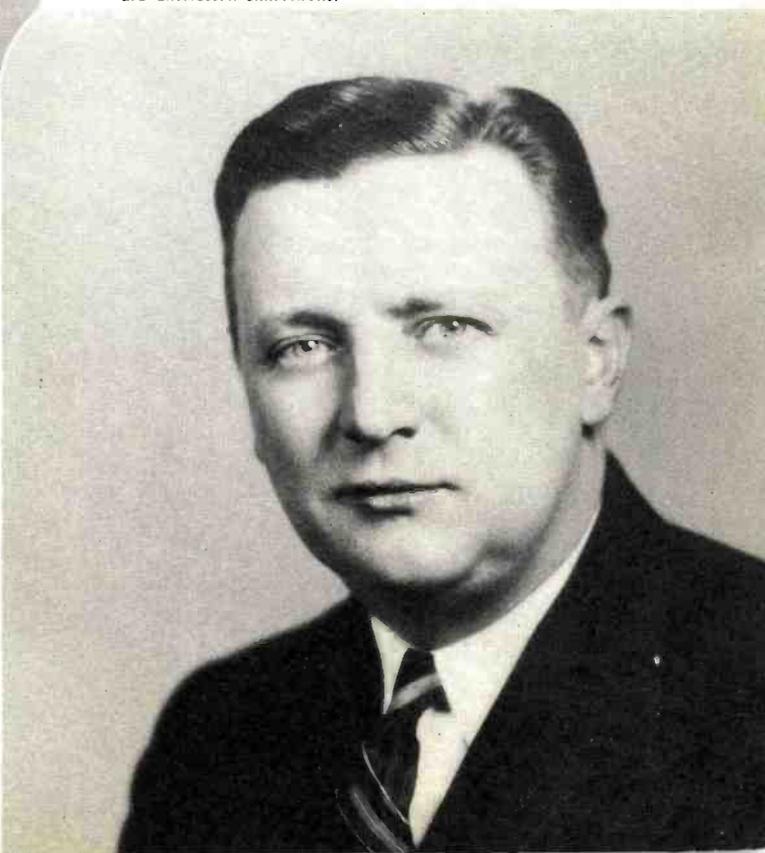
**Don Gardner**—Sports Reporter

Accepted a challenge to share sports knowledge with radio listeners—that was in June, 1932. Has continued in that role ever since. Full name is Donald McKenzie Gardner, Youngstown native, born December 11, 1905. Received A. B. degree Columbia University, 1928. Has worked in 5 valley steel mills—currently teaches Latin in Princeton Junior high school. First job was grocery delivery boy. Has an ambition to be big league sports announcer. Claims he is uncrowned city pinochle champ—likes football as a spectator, confesses he is dilatory and seldom on time but believes these faults offset by willingness to come to immediate aid of a friend. Is undisturbed at microphone.



**CHARLIE LAKE**—Production-Announcer

When "talent scouts" failed to discover Charlie (not Charles) Lake, he considers he "bluffed" his way into radio. Notwithstanding, his first job was announcing at KOY, Phoenix, Ariz., and his record of experience includes assignments at WBNS, Columbus, Ohio; WTOG, Savannah, Ga.; WQAM, Miami, Fla., and WLW, Cincinnati before he came to WKBN, January 1, 1939. Besides his announcing talents, he also qualifies as a radio pianist and has been playing for air audiences since he was 16 years old. Born in Galveston, Texas, September 24, 1912; was introduced to Ohio through scholarship at Wesleyan. Doesn't care for "fancy" clothes, proclaims an inexplicable indifference towards the almighty dollar, will argue or eat (mostly eat) at the drop of a hat. Once did Charleston exhibitions.



# Programs



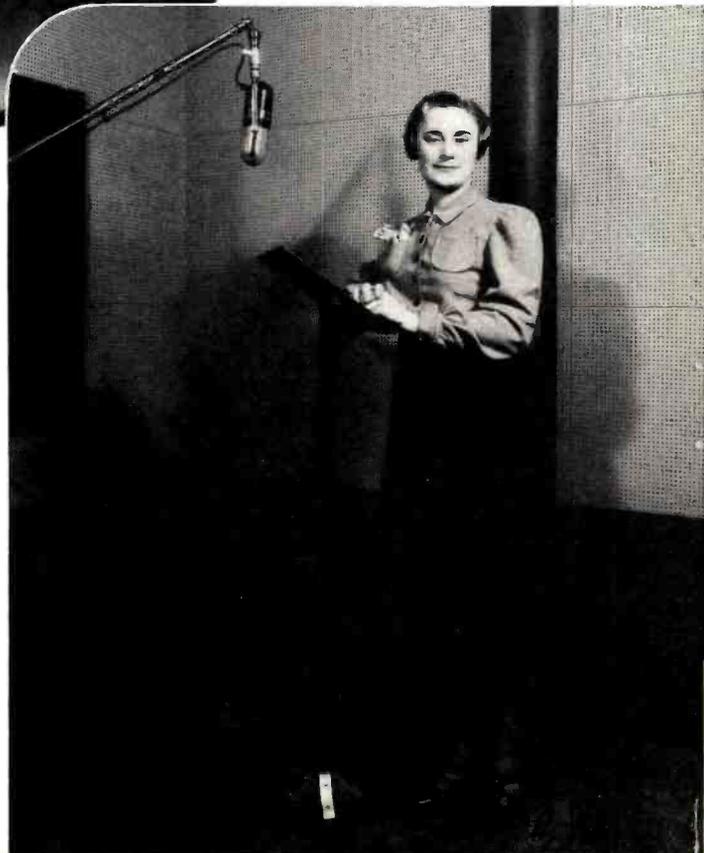
Above  
**THE HISTORY BOOK**—A devotee to a hobby which has won him acclaim as an authority on Lincolniana, Bryan Wade, clerk of Youngstown's Board of Election Commissioners, now enlightens WKBN listeners each week with an interesting discussion on the little-known events of history.

Below  
**Medical Talks**—Current health problems are discussed in the regular weekly series of broadcasts presented by the Mahoning Valley Medical Society and in which practically every member of the profession has appeared during the long duration of the program. Dr. Claude B. Norris is president of the group.



Above  
**The Friendly Advisor**—Under this appealing title, Dr. Frederick B. McAllister of First Baptist Temple, calls upon his vast knowledge of human nature to present a dignified discussion of problems of the home and fire-side as sought by troubled listeners.

Below  
**Federation Hour**—Mrs. Clarence J. Goldthorpe (center) president of the Youngstown Federation of Women's Clubs, who has been prominent in arranging the series of programs covering all phases of the organization's scores of endeavors. Below is Miss Emma Pauline Cook at a WKBN microphone presenting one such program, a specially adapted one-act play.





Left  
**"Y" Time**—Among the numerous civic groups which flourish with the cooperation of WKBN is the Youngstown College Radio club, shown during a recent broadcast. Included in the group are: J. Harold Campbell, director; Paul R. Dean, president; and Joseph V. Seefried, William W. Watson, John Kennedy, Peter J. Zurrow, Gertrude Madison, Margaret MacGoogan, Ruth Wilcox, Frank Stewart, Beryl Dent, Alfred DelFraino, Sturgis Carbon, John Schume and Bill Acks.

**Trumbull Schools**—Approximately 7,000 children in Trumbull county schools listen to WKBN each week for the regular series of special broadcasts presented by their class mates. The photo (right) shows the glee club of 30 voices from the Leavittsburgh high school with Dorothy Fuller, vocal instructor and Charles Lowry, county supervisor of music. The photo below was taken during the presentation of an educational drama by the school's dramatics club, under the direction of Milford Murphy, instructor.



Above  
**D. A. R.**—One of the numerous civic groups with which WKBN cooperates consistently, is the Daughters of the American Revolution. The accompanying photo shows Mrs. Ormund H. Munger, regent of the Mahoning chapter, as she appeared in a recent microphone address.



Left  
**Morning Altar Service**—The broadcast day's inaugural program, appropriately titled "Morning Altar Service," arranged by J. Ernest Shaw, Director of Religious activities at the Y. M. C. A., and presenting individuals and groups from all denominations. The photo shows a typical program group, vocalists at the right, speakers at the left, all from the Wesley Foundation at Kent State University. Rev. Walter C. Eyster, Minister for Students is shown with Mr. Shaw, in the center.



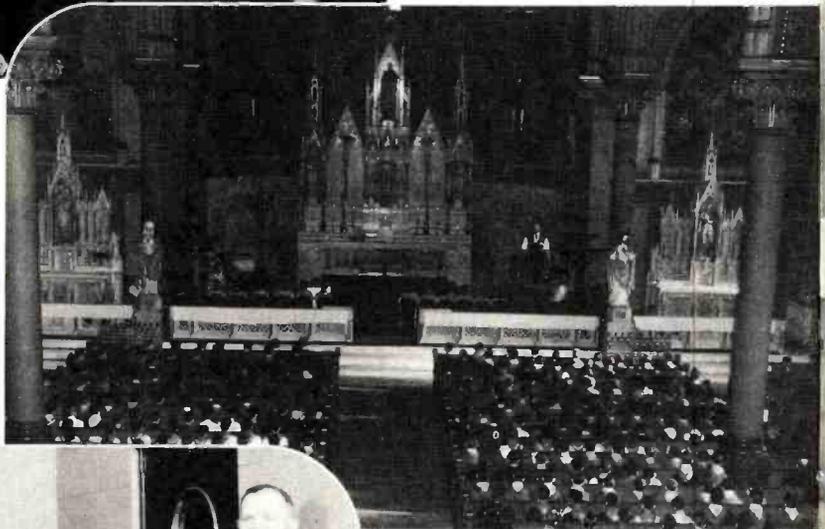
**Neopolitan Melodies**—One of the outstanding WKBN features, presenting string interpretations of famous Italian classics as offered by John Ambriolia, announcer; Alfred Lane, Piano; Joseph Hubert, cello; Michael R. Pucci, violin and director, and 14-year-old Madeline Pucci, soprano.

**Polish Hour**—Music of the homeland and the native language make the Polish hour, one of WKBN's most popular regular Sunday morning features. Those heard on the program, shown in the photo, are Edward Delong, Harry L. Joyce, Fred Kiefer, Myron Delong (vocalist) Nick Cappiello, Sam Labrie and Joseph Habuda, Polish announcer.



**Left**  
**Stars of Tomorrow**—Talented youngsters, many of them destined for fame and fortune, appear each Sunday in a special WKBN feature. The photo shows one of the youthful programs in progress with 12-year-old Margaret McKinney, tap dancer, at the microphone. Janet Ferguson, pianist, is at the left; Dutch Bowden conducts the program while Director Georgia Davidson looks on.

**Right**  
**The Holy Hour**—Showing the interior of St. Columbia's Catholic church, on West Wood street, Youngstown, from which originates the regular Sunday evening 5 to 5:30 p. m. Vesper Hour service.



**Left**  
**Tambouritza Music**—Members of the "Dr. Ante Starcevic" tambouritza orchestra, appearing in the regular weekly Croation hour. First row, Frank Bestic, Peter Zugic, Joseph Zugic, Rudolph Brajdich; 2nd row, Nick Novacich, Stephen Paulin, Joseph Bestic, Paul Kohut, Philip Zugic and Mark Tomcic, leader.



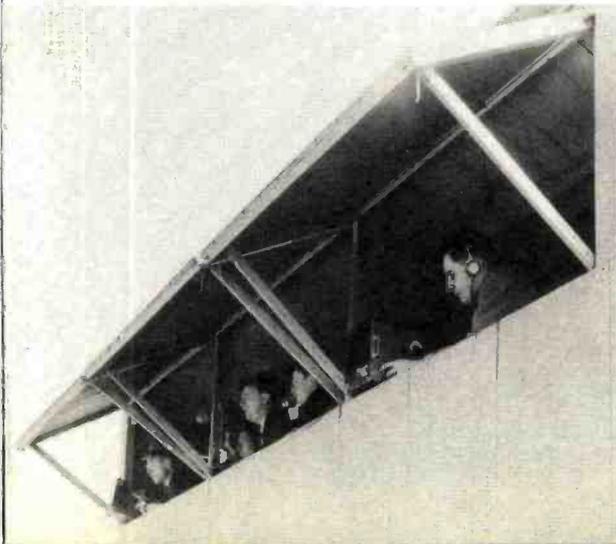
**Children's Chorus**—These 60 children from the New Waterford high school sang in mixed chorus in one of the frequent Columbiana county school programs. At the extreme right is Miss A. Minnetta Esterly, supervisor of music for the school. Announcer Johnson is at the extreme left.

**Is that So?**—This is the question confronting contestants in a weekly quiz feature conducted from Auditorium studio. The questions cover such subjects as grammar, history, geography, spelling, and arithmetic. The photo shows a portion of the audience and on the stage, a group of contestants with Tony Ross, conductor and Dutch Bowden as announcer.

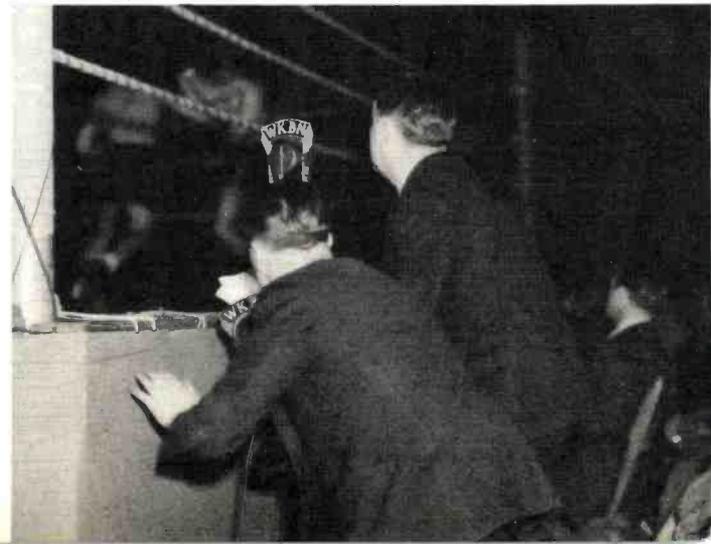


**Nu Elm Ballroom**—A typical scene at the Nu Elm ballroom during one of the many WKBN broadcasts from this popular entertainment center. The photo shows Tommy Dorsey and his orchestra, with Vocalist Edythe Wright at the microphone.

**Sports Action**—Here's the press box at South High Stadium with Don Gardner, sports announcer and Wayne Johnson at the Microphones. Al Hardy and assistants are at the controls. From this observation point originates many sports broadcasts of stadium events, to find their way into the homes of WKBN listeners.

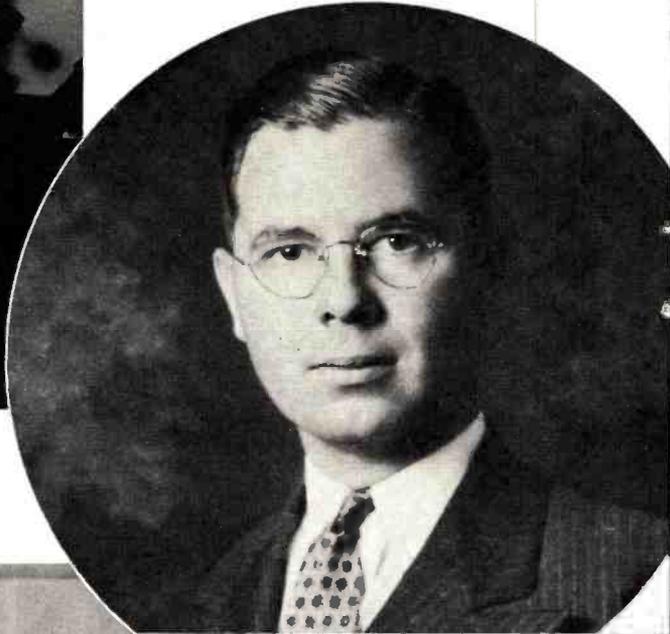


**Boxing Show**—Wherever there is action you will find the WKBN microphones as indicated in this photo at the ringside at Rayenwood auditorium during the 1939 Annual Golden Gloves boxing tourney sponsored by the Knights of Columbus. Dutch Bowden and Don Gardner are dishing it out.





**Italian Musical Gems**—A string quartet under the direction of Michael Ficocelli and featuring the lovely soprano voice of Isabella Rozzano, heard each Sunday. All the favorite Italian compositions with a generous variety of popular selections are included.



**Art Activities**—Trends in art activities in Youngstown are discussed in an interesting weekly program by Joseph G. Butler, III, president of the Butler Art Institute. On occasions, Mr. Butler introduces prominent local and visiting artists and critics.

**Parent-Teacher Council**—Mrs. John R. Sickinen, president of the Youngstown Parent-Teacher Council, poses before a WKBN microphone as head of one of the many civic groups which shares the facilities of the radio station in all of its community endeavors.



**Italian Echoes**—The musical masterpieces of native Italy highlight the regular "Italian Echoes" program, a weekly native language feature. Those in the group include: Harry Joyce, clarinet; Fred Warnock, drums; George Martinko, cello; William Carroll, cornet; Giuseppe Vernucci, announcer; Alberto Reardon, violin; Vincent Delle Fave, vocalist; Albert D'Orsi, piano; Stephen Napolitano, base and Joe Martinko, leader.

**WKBN Concert Ensemble**—A versatile musical group heard regularly in special concerts is the WKBN ensemble. Bert Reardon is director and Harry M. Dunspaugh, extreme right, is guest conductor. They were photographed during an Auditorium broadcast.





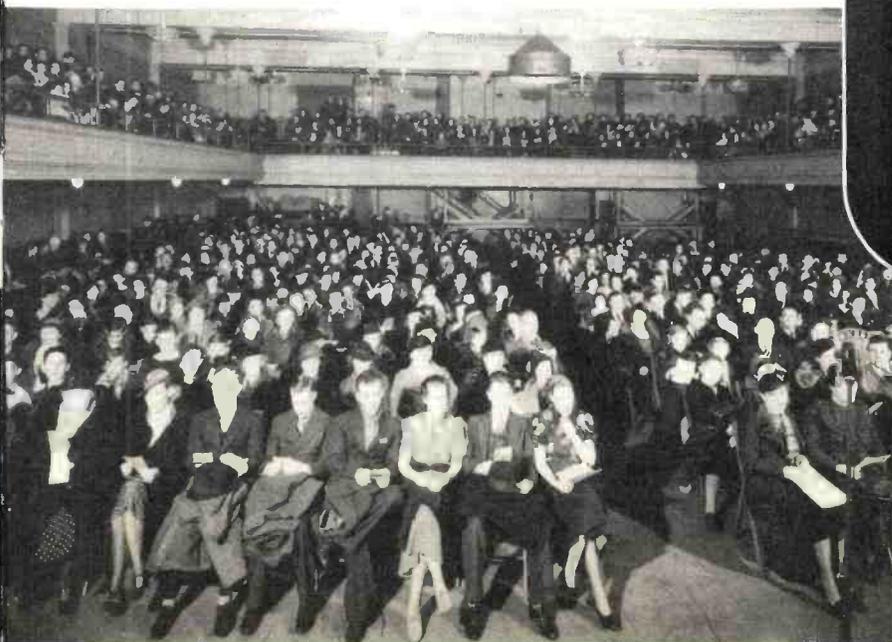
**Canal Booster**—Congressman Michael Kirwin speaks before joint meeting of Kiwanis club and Youngstown Real Estate Board promoting Great Lakes to Ohio River ship canal. WKBN listeners also heard the address.



**Music Appreciation**—Dr. Henry V. Stearns, dean of the music department of Youngstown college and minister of music at First Presbyterian church, associated with the Youngstown Symphony orchestra, who was featured in a series of enlightening radio discussions on the understanding of symphony music.



**Variety Show**—An imposing array of hopeful amateurs, gathered on the stage at Central auditorium for one of the regular WKBN Amateur Variety show performances. In photo above at the microphone (left) are Ray Pugh, sponsor, Willie Dunn, announcer and Rosy Rosewell, master of ceremonies. At the right is Dave Williams, song leader, and in the accompanying photo, below, a view of the audience during one of the Williams-conducted community sings held in connection with the program.



**Homemaker**—An unusual photographic study through a studio window panel, disclosing Georgia Davidson at the microphone during one of the newly inaugurated Homemaker Hour series.



**Purple Sage Riders**—Featured on early morning programs with their lovable music of the western prairies and mountains. The photo shows the artists "on the trail," leader Harry V. Wood, Roy "Whistling" Rodgers, Tuscon Slim Lunde, Cody Red and Smoky Mountain Sue.

Right

**Accordion Singer**—Louis Thomas combines his talents as vocalist and accordionist, the result is an unusual radio program which wins for him the title "Accordion Singer."

Below

**Vocal Variety**—Esther Huber and her sister-accompanist, Mary, presenting regular programs of vocal varieties, have won a warm spot for themselves in the hearts of Mahoning Valley listeners. They are shown during a broadcast.



Below

**The Washingtons**—Thrice weekly, Mr. and Mrs. Charles N. Washington, gospel singers, appear before the microphone, presenting a program of familiar hymns. They are shown discussing arrangement of a broadcast program.



# ists

**Hayden Quartet**—Four youthful masters of the violin who appear in regular broadcast concerts. Left to right in the photo are Harold Levoff, Shirley Myerovich, Rosella Myerovich and Olga Parfenchuk with their accompanist, Elva Myerovich and Director Alvin Myerovich, standing.



Left

**Mozart Trio**—An informal pose by members of this well-known radio string trio, left to right, Betty Beckerbach, Olga Parfenchuk, Elva Myerovich, accompanist and Irving Hotimsky.



Above

**Hawaiian Melody Boys**—Music in the manner of the South Seas by a group of talented artists, Joe Luscre, his brother Tony and Frank Varnevich, provides a pleasing variety in the WKBN program schedules.

Left

**Poet of the Piano**—Dick Lynch, versatile pianist, whose distinctive instrumental interpretations of popular ballads, entertains WKBN listeners each week.

# Projects

**SLUM CLEARANCE**—Youngstown achieved nation-wide fame as the United States Housing Authority's choice in which to open its war on slums. The occasion was observed with appropriate ceremonies, attended by numerous nationally-known guests, and was described to WKBN listeners and a nation-wide network. The photo strip shows (A) the first two-room shack doomed to destruction; (B) a part of the crowd assembled for the event; (C) (D) (E) Nathan Strauss, U. S. Housing Authority Administrator; Senator Robert A. Bulkley; Mayor Lionel Evans and W. Edgar Leedy, chairman of the local project, speakers, and (F) the frail shack as it collapsed when the work of demolition started. Paul L. Strait is director of the Youngstown Metropolitan Housing Authority now replacing this and other demolished structures with a modern low-cost housing project.

**Dance Orchestra**—One of Youngstown's currently popular dance orchestras, abreast before the microphone with its leader Charles James at the extreme right.

**Maestro and Maiden**—Wick Mackey, orchestra leader, ponders admiringly while posing with his vocalist, pretty Betty Hodgson. Both orchestra and songstress have been heard on frequent WKBN broadcasts.

**Accordian Band Contest**—This array of accordion artists appeared on the stage of the Warner theater and before WKBN microphones in a special Wurlitzer contest. Paul Rosselli, instructor, directed this group, the Youngstown Accordion band.

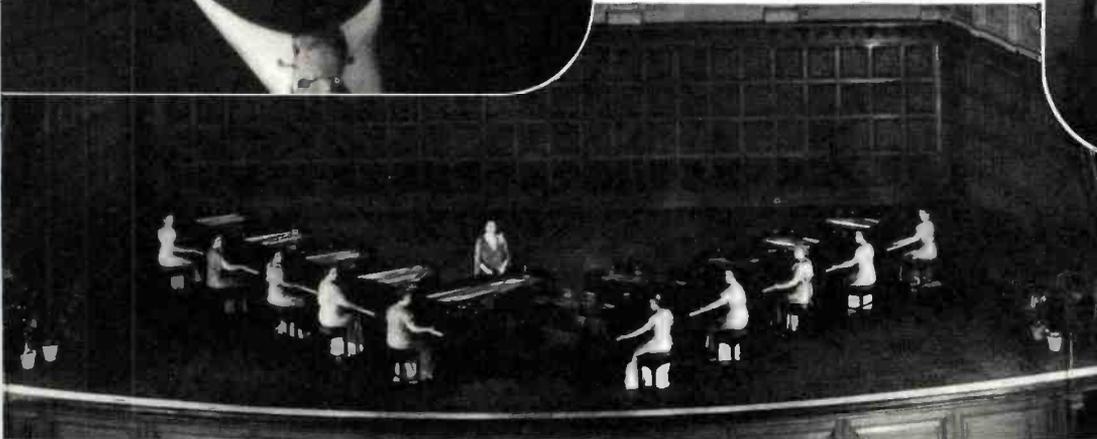




Left  
**Traffic Safety**—Radio proves its value in another community endeavor, the promotion of traffic safety. Traffic Commissioner Clarence W. Coppersmith and his timely traffic talks are heard frequently from WKBN.



Right  
**Harry Butler** — Accordion artist who has appeared on numerous occasions as a WKBN soloist, currently a member of the Cellar Trio.



Left  
**Two Hundred Fingers**—One of the most unusual instrumental organizations, the McGiffin Ensemble, appearing at the annual Spring Music Festival on the stage of the Stambaugh auditorium. Miss Helen E. McGiffin is teacher and director. She is shown standing.

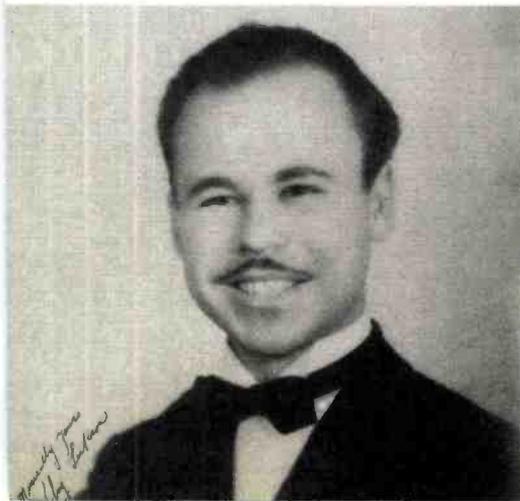


**Music Center**—The Junior Symphony orchestra, its members ranging in age from 8 to 12 years, later graduating to the Senior Symphony group, and both appearing in annual concerts from WKBN. Both are directed by Michael Ficocelli. From these young artists often are chosen future members of the Youngstown Symphony orchestra.

**Shy Lockson**—Well-known Youngstown musician and leader of one of the city's popular dance orchestras, heard frequently from WKBN.

**Soprano**—Grace Straw, popular Youngstown soprano, frequently featured vocalist with the Youngstown symphony orchestra and other talented groups.

**Air Mail Week**—The success of numerous post office endeavors, according to Postmaster A. W. Craver, can be attributed to radio and the cooperation of WKBN. These include Air Mail Week, Christmas mail regulations and sundry postal endeavors.





**The Freshest Thing in Town**—Otherwise Johnny Lawrence, juvenile radio star and his best girl, Mary Jane. In the accompanying photo are the 25 Youngstown winners (and their friends) in one of the Johnny Lawrence Safety Club contests, as they appeared in the WKBN studios. The club membership now numbers into the thousands.



**Tee Rose**—Exponent of "rippling swing," this popular Youngstown maestro and his orchestra are well-known to WKBN listeners.

**RUTH AUTENREITH ORCHESTRA**—One of Youngstown's most popular musical aggregations and long familiar to the microphones of WKBN. Miss Autenreith's exceptional ability as a pianist features the distinctive orchestra music.



**Annual Christmas Fund Party**—This array of foodstuffs tells only a partial story of WKBN's Christmas fund activities in cooperation with the South Side Merchants and Civic Association. Of it, Arthur Peacock, secretary, says, "With the assistance of WKBN we have been able to provide food supplies, clothing and medical attention to thousands of Youngstown's needy."

**EUCCHARISTIC CONGRESS** — Many broadcasts by Catholic organizations of Youngstown and vicinity were presented from WKBN to stimulate interest in the third Diocesan Eucharistic Congress held in Stambaugh auditorium. A colorful scene during the gathering is shown.



**The Story Lady** — Mrs. Claude B. Norris, in the library of her home, entertaining a group of youngsters with one of her stories, such as she tells with outstanding success to the youthful listeners of WKBN.



**Governor's Visit**—Governor John W. Bricker, often heard from WKBN, waves a friendly greeting from the auto bearing his party on a recent visit to Youngstown.





**Kaleidoscope**—A dramatization of American "Milestones" from the Declaration of Independence to the present day, depicting American ideals and institutions, provided the vehicle for the popular "Kaleidoscope" series of programs written by Mrs. Raymond L. Falls and presented to WKBN listeners by Judge Elmer T. Phillips, Court of Appeals, 7th district, Ohio.



**Popular Baritone**—George Bergman, well-known Youngstown vocalist, is snapped in action before a WKBN microphone.



**Social Security**—Current regulations and developments in the government's social security plans are brought to WKBN listeners in a series of talks presented by Ed Falharber, administrative officer of the Social Security Board of Youngstown.



**Fire Prevention**—Fire Chief Herman Steinforth, leader in fire prevention endeavors, who instituted numerous radio series in this campaign and also cooperates in the regular WKBN feature of daily fire loss reports.

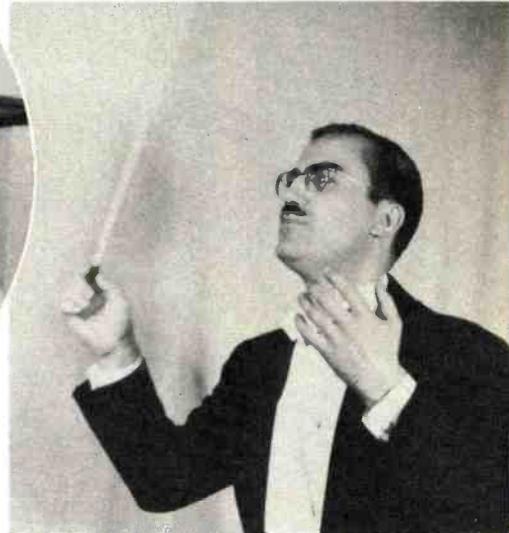


**Michael Ficocelli**, co-conductor Youngstown Symphony Orchestra.

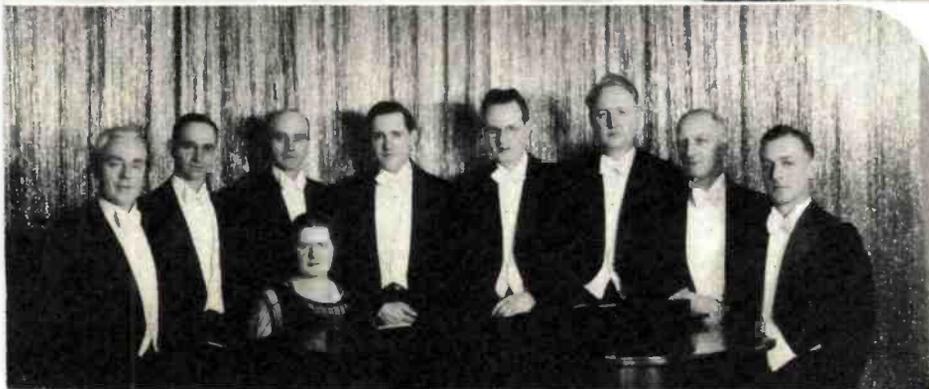


**Albert H. Kindler**, president Youngstown Symphony Society.

**Youngstown Symphony Orchestra**—Representing the ambitions and diligence of its organizers, Michael and Carmine Ficocelli, an outstanding group of more than sixty musicians. The Ficocelli brothers alternate as conductor and concert master. The orchestra's annual concert projects have won wide acclaim, and with other appearances, are heard frequently from WKBN.



**Carmine Ficocelli**, co-conductor Youngstown Symphony Orchestra



**Premier Octet**—Talented vocalists heard often from WKBN. A Masonic group under the direction of T. Herbert Davies.



**Dreams Come True**—Al and Molly O'Day, personalities in a daily radio feature originated in the studios of WKBN, dreamed and planned the construction of a model home. And in this case, at least, the dreams came true, with the construction of the F. H. A. Electric Home shown in the accompanying photo. More than that, Al and Molly furnished the model home with the most advanced conveniences and appliances. Scores of local merchants cooperated in furnishing the "dream home;" numerous civic

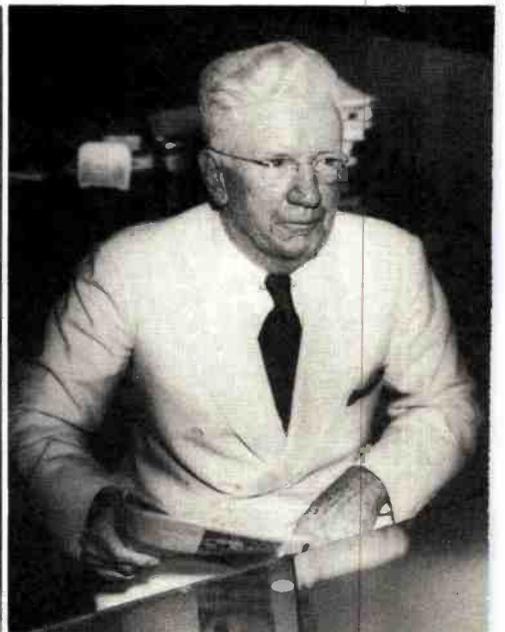
groups added their support and upon its completion, the residence was inspected by more than 10,000 Ohio visitors who had listened to the radio story. Leaders of some of the cooperating civic groups are shown: Mrs. E. T. MacDonnell, past president of the Youngstown Federation of Women's Clubs; Miss Catherine Edmunds, American Association of University Women; Miss Viola Paroz, supervisor of home economics of Youngstown Public schools and Mrs. Clarence J. Goldthorpe, president of the Women's Federation.



**Motion Picture Appreciation**—Mrs. Walter Bennett Smith, president of the Youngstown Cinema Club and an active figure in the series of WKBN programs, discussing motion picture standards and appreciation.



**Probate Court**—A little-understood branch of court procedure furnished the topic for an unusual series of radio talks presented by Judge Clifford M. Woodside of Mahoning County probate court. In addition, he has broadcast on other matters of civic interest and public welfare.



**Mayor Lionel Evans**—Because of his intense interest in civic and community welfare, there is a continual demand for Mayor Evans' appearance before WKBN microphones, whether it be to speak on subjects of municipal business, or any other community interest.



**Civic Chorus**—The 200 mixed voices of this unusual musical aggregation, blend in inspiring harmony in the frequent concerts which are carried to WKBN listeners. W. Gwynn Jenkins directs the group, whose members are enlisted from Youngstown and vicinity.



Left  
**"Y" College**—Students of Youngstown College participate in regular programs depicting their scholastic activities. This group includes: Frank Stewart, Patsey Stanley, Paul Dean, Margaret McGoogan and Weber Watson.



Right  
**Aut Mori Glee Club**—Also known as the Masonic Glee Club, under the direction of John Hughes Jones with Novelle Jones Freed, accompanist. This group of talented singers won first prize in glee club competition at Cleveland last year.



Left  
**Young Bandsmen**—The 50-piece Antlers Band, B. P. O. Elks of Warren, Ohio, which played for WKBN listeners in several of its special concerts.



Warren **Masonic Chorus**—Now in its sixth year of organization, heard from WKBN, this male chorus ensemble is under the direction of Dr. Lynn B. Dana, president of Dana's Musical Institute, Warren, Ohio.

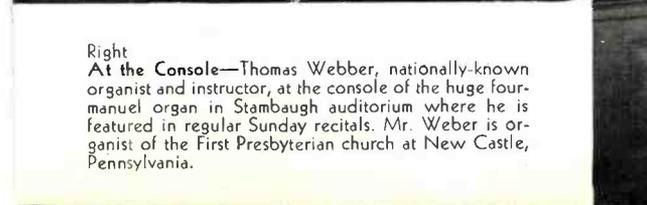


Right  
**Male Chorus**—Under the auspices of the Youngstown Sheet and Tube Company, this chorus of 75 male voices under the direction of W. Gwynn Jenkins, local Welsh choral director, has won wide acclaim. They have sung frequently before WKBN microphones. Among their honors, is that of winner of the 1938 national Eisteddfod contest at Warren, Ohio.



**Senators Debate**—While several thousand persons packed Stambaugh auditorium to hear the debate between Ex-Senator Robert J. Bulkley and Senator Robert A. Taft, WKBN listeners heard the entire discussion.

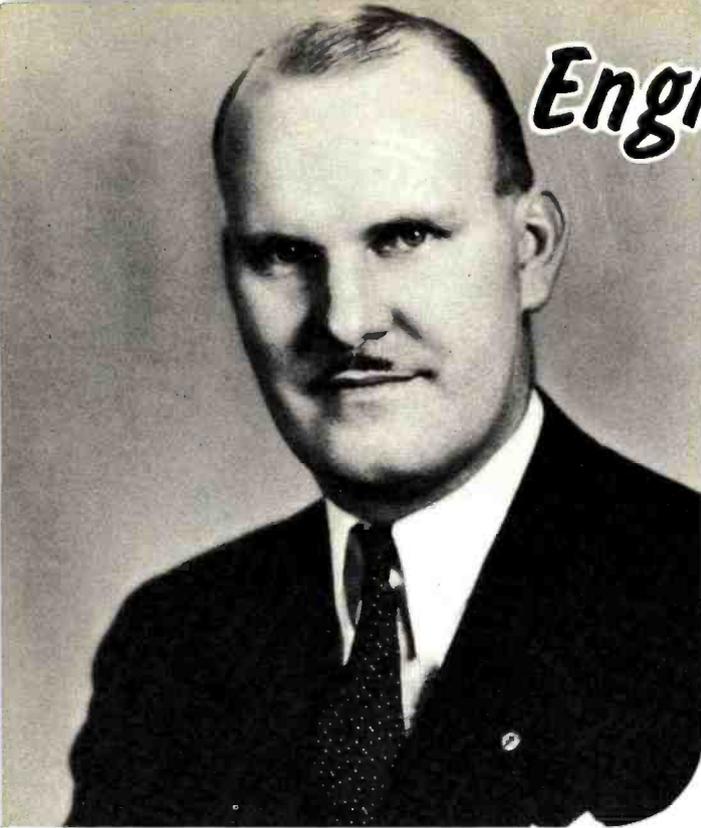
Right  
**Better Business Bureau**—Representing the Youngstown Better Business Bureau as manager and secretary of the Youngstown Advertising club, heard frequently from WKBN.



Right  
**At the Console**—Thomas Webber, nationally-known organist and instructor, at the console of the huge four-manuel organ in Stambaugh auditorium where he is featured in regular Sunday recitals. Mr. Webber is organist of the First Presbyterian church at New Castle, Pennsylvania.



# Engineering Perfection



**Bernard T. Wilkens Chief Engineer**

His father was an electrical engineer, so radio first became a childhood hobby and then a serious study with Bernard T. Wilkens. Under the patient instruction of his father, practical experience in the pursuit of his hobby and finally, enrollment at the Dodge Radio Institute, he had his introduction to the profession.

He had an original ambition to be a hydro-electrical engineer but his first job was that of a lineman at a steel mill and he has also worked as radio serviceman and journeyman painter. It was while working as a lineman and assisting as student engineer at WMBW in 1927 that he suffered a severe injury. It served to congeal his determination to follow the radio trade.

His radio experience includes service at WCAH, Columbus and WFJC at Akron before he joined the WKBN staff in March 1930 and was appointed its chief engineer 9 months later. Since that time he has supervised construction of practically all the station's technical equipment—an assemblage acclaimed by experts as among the finest, from every standpoint, in the country.

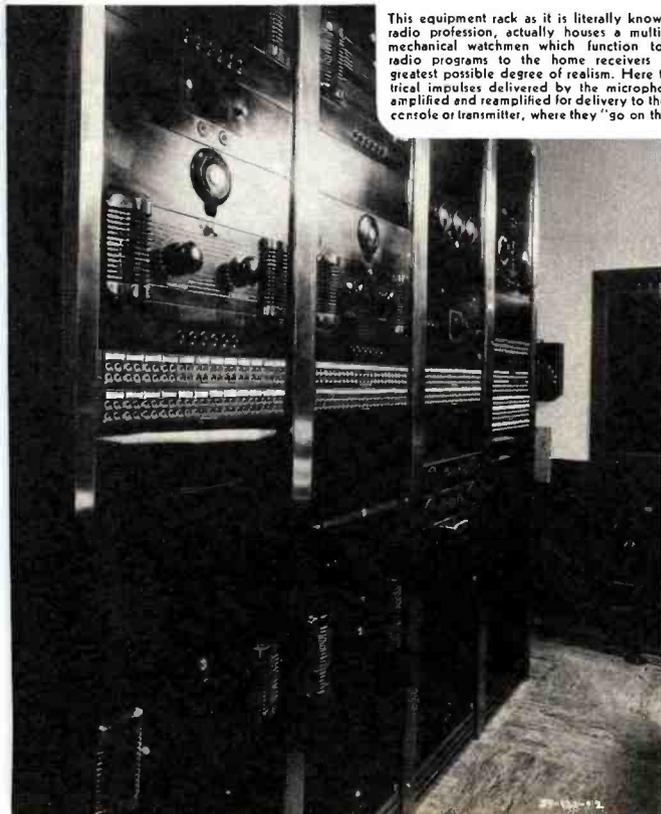
He has operated his own amateur radio transmitter since 1920, at present licensed under the call W8WB. He is an active member of the U. S. Naval Communications Reserve in which he holds the rank of Ensign. He is exceptionally fond of his home and his two small sons, Bernard, Jr., and Joseph, but he manages to find time for his hobby, that of flower husbandry. He reads extensively, likes baseball and prefers to be addressed as just plain "B."



It's a far cry from the crude, home-made 7 $\frac{1}{4}$  watt original WKBN transmitter of 1926, to the present elaborate building and equipment which now dispatches the daily radio programs into the airways. That first transmitter, constructed by General Manager Williamson, operated from a crowded corner on the rear porch of his home.

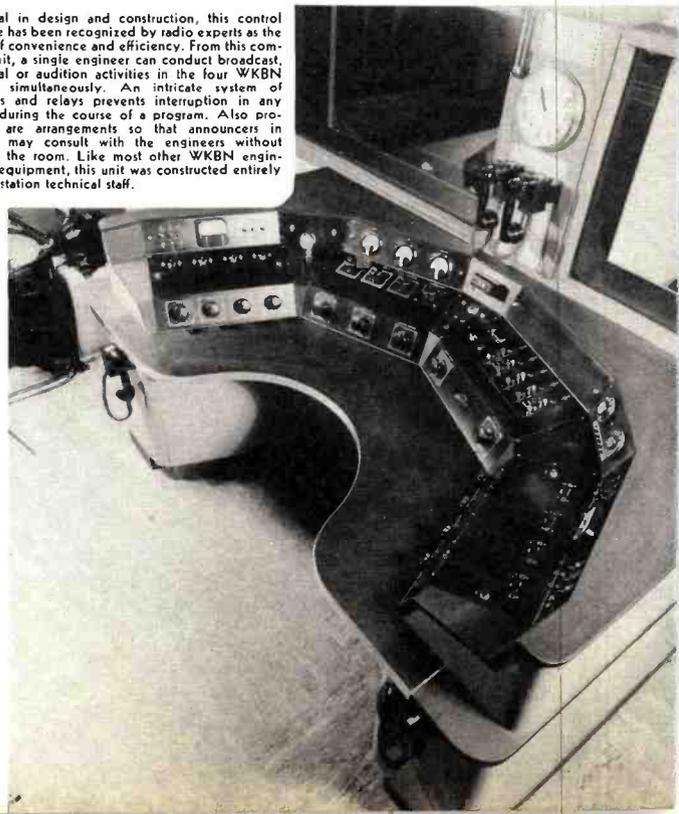
Today's transmitter, glistening with newness, is rightfully spotlighted in the recently constructed model transmitter building on Sunset boulevard, three miles south of Youngstown's downtown. Besides the actual transmitting equipment, which, incidentally, was designed and constructed almost exclusively by WKBN engineers, the building also contains a completely equipped work-shop, an emergency studio, caretaker's quarters and additional space for future expansion.

One of the most outstanding features about the building is the fact that it was constructed entirely of material and supplies furnished by Youngstown merchants and industry, and that same statement applies to the 360-foot vertical radiator antenna from which the actual broadcast signals emanate.



This equipment rack as it is literally known in the radio profession, actually houses a multitude of mechanical watchmen which function to deliver radio programs to the home receivers with the greatest possible degree of realism. Here the electrical impulses delivered by the microphones, are amplified and reamplified for delivery to the control console or transmitter, where they "go on the air."

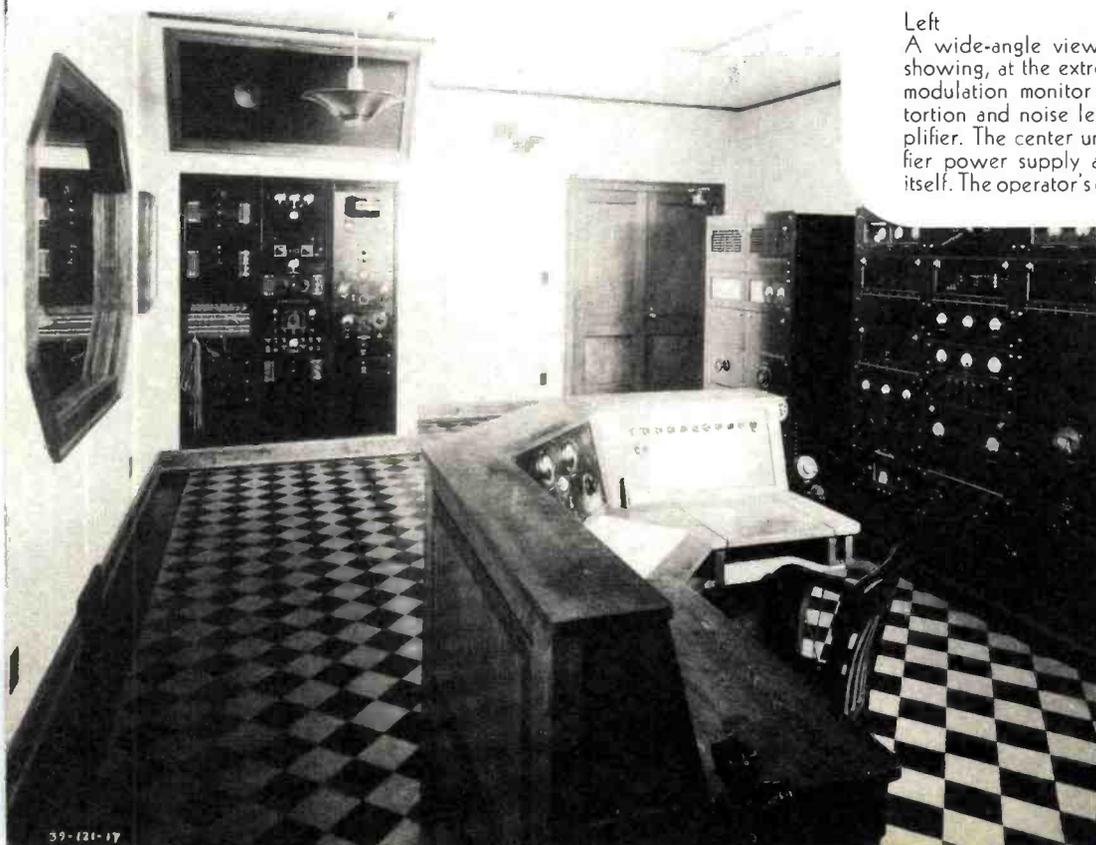
Original in design and construction, this control console has been recognized by radio experts as the acme of convenience and efficiency. From this compact unit, a single engineer can conduct broadcast, rehearsal or audition activities in the four WKBN studios simultaneously. An intricate system of switches and relays prevents interruption in any studio during the course of a program. Also provided, are arrangements so that announcers in studios may consult with the engineers without leaving the room. Like most other WKBN engineering equipment, this unit was constructed entirely by the station technical staff.





Another innovation credited to the WKBN technical staff is this compact "sound effects wagon." It is so constructed that it may be used to cut or record transcriptions; can be quickly altered to "play back" for audition purposes; can be connected to play transcriptions for broadcast, or can be used to introduce recorded sound effects during studio dramatic presentations. Its specially designed undercarriage also permits its easy transfer from one studio to another. Engineer Carl Lindberg is shown at the unusual machine.

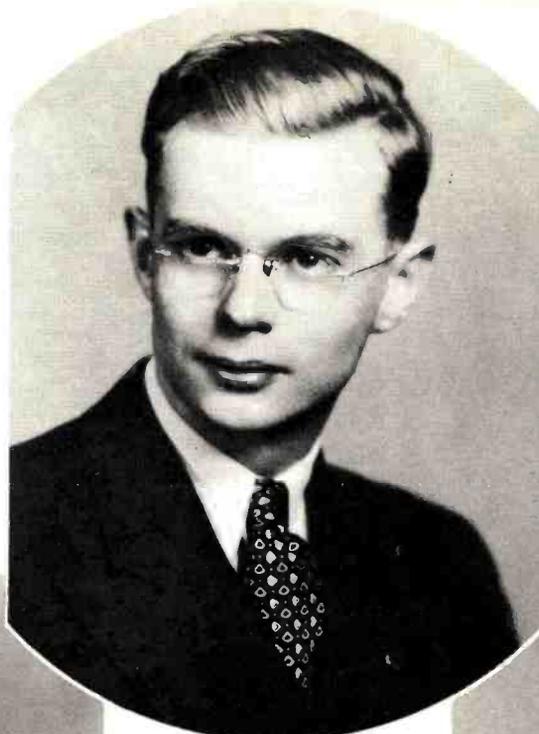
A close-up of the attractive front entrance to the transmitter building, with its cream-colored brick, translucent glass pillars which are illuminated at night, and special effects in stainless steel metal trim.



Left  
A wide-angle view of the transmitter room interior, showing, at the extreme left, the input equipment with modulation monitor and station frequency meter, distortion and noise level guardians and the limiting amplifier. The center unit houses the mercury vapor rectifier power supply and at the right is the transmitter itself. The operator's console is shown in the foreground.

**Below**—Practical training as Chief Operator S. S. Charles L. O'Connor and S. S. Craigsmere, fulfilling first ambition. Born Stockport, Ohio, honor graduate Coyne radio school. Now 24 years old. Father of two sons. Says present ambition is home. Reasons hobby plus schooling plus job equals living. Is very punctual and yet likes sleeping as favorite pastime. Still retains nickname acquired in ocean service—"Sparks" and still hobbies in amateur radio. Two years at WKBN.

**Ralph Sherman**



**Below**—Wants to own 50,000 watt radio station (some day). At present is satisfied he's on his way. At WKBN controls since April, 1936. Radio was original ambition. Started as hobby. Worked as service manager large Youngstown radio concern for 6½ years. Currently resides in Hubbard, Ohio but was born in Youngstown, October 23, 1910. Is single, hobbies in amateur radio and photography. Would like to travel. Favorite study in school was geography. Thinks radio and television have great future.

**John Cherpack**



**CARL L. LINDBERG**

**ABOVE**—Hobby as radio amateur grew to profession. Manifest interest in radio receivers mechanically as early as 1921. Obtained amateur transmitting license in 1927. Joined WKBN staff, 1930 after obtaining broadcast operator license. Native of Matfors, Sweden. Educated in Youngstown high school and college. Previously worked as mail clerk and time-keeper for steel company. Continues hobby in amateur radio, sharing it with photography. Is member U. S. Naval Communication Reserve.



**Below**—Became interested in technical radio as Boy Scout dismantling amateur transmitters, 1913. District sales manager Crosley Radio in Ohio, Michigan, Pennsylvania. Designed Volotone radio receiver, also designed new ultra high frequency receiver for amateurs. Joined WKBN staff January 15, 1939. Born Sharpsburgh, Pa., October 24, 1900. Married, father two daughters. Hobbies in amateur radio. Has played semi-pro football, basketball. Weighs 210 pounds—nickname is "Tiny."

**ALBERT HARDY**

**PERCY L. PENCOCK**



—Original ambition to be electrical engineer. Attended Youngstown high school, college and Ohio State. Born in Youngstown, November 20, 1915. First job was lineman for Republic Steel corporation. Operated amateur station, radio service, experimenting before accepting post on WKBN staff, August, 1937. Still conducts home experiments in radio when not indulging in second-choice hobby, photography both still and movies. Liked military training in school.



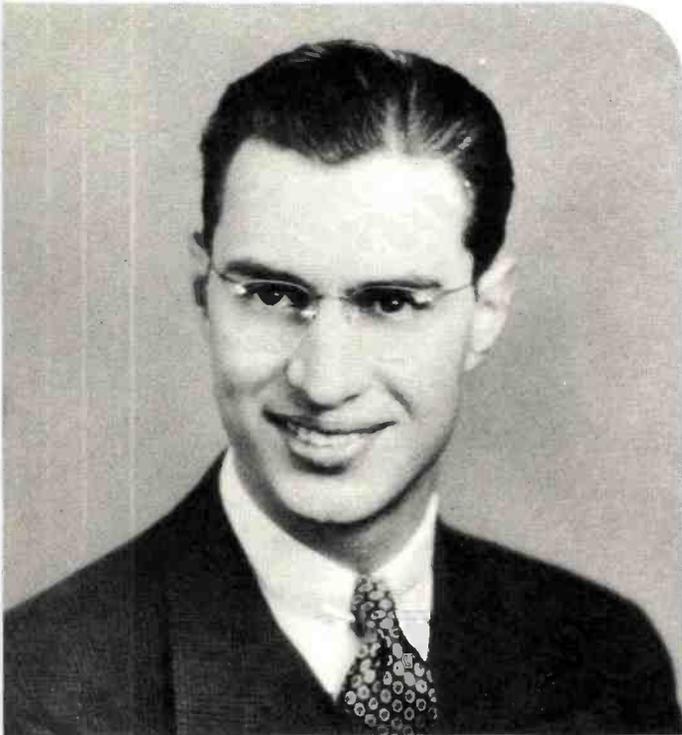
# Sales

## **E. E. EVANS, Commercial Manager**

His vocal talents guided Emanuel E. Evans into radio in 1928 at station WGBI in his home town, Scranton, Pa. But his original ambitions and scholastic training had pointed toward a business career so it was logical that he should lean toward these outlets in a radio career.

Equipped with the necessary fundamentals through his experience in program work, he returned to his first love as a commercial agent at WHEC, Rochester, N. Y. Later he transferred to WLBW, Oil City, Pa., became its commercial manager and then in 1931, joined the sales staff at WKBN. In March, 1932, he was appointed manager for a large warehouse and hauling company. His selling experience began during his association with the Maccar Sales corporation and later with the Bradstreet branch office in Scranton and an eastern utility with divisions in New York, Philadelphia and Baltimore.

Strangely enough, his favorite study in school was chemistry. He has no hobbies—plays some golf and spends all his spare time with his wife and year-old daughter Nancy Elizabeth. He commutes from his home in Poland, Ohio and is known among his friends and associates as "Many."



**TULLY FOSTER**—Thinks first job was taking care of baby. Lead dance orchestra WOSU; plays sax, clarinet. Deserted entertainment field for sales work. Now likes it better. Joined WKBN, July, 1938. Born January 3, 1914, graduate Dana Conservatory Music and Ohio State University.



**W. R. LINK**—Prefers to be called "Wally." Native of New York City. Previously employed as news commentator and commercial salesman at WCOL, Columbus, Ohio. Joined WKBN staff, August 22, 1938. First job was in New York Stock Exchange. Married, father of three children.

# Personnel



**GLADYS WILLIAMS**—Book-keeper. Retiring, unassuming, serious and efficient. Born Portage county, attended school there, also Youngstown Business College. Enjoys reading biographies, serious types literature, prefers educational type radio programs.



**CATHERINE SHERMAN**—Hostess. Joined WKBN staff December 7, 1936, her first job. Resides at Mahoning County Experiment Farm, Canfield, Ohio. Sister of Engineer Ralph Sherman. Duties include switch-board operation. Collects stamps, roller skates, is absent-minded.



**Frances Peterson**—Assistant Bookkeeper. Another Youngstown "daughter" who commutes—from Hubbard. Born September 26, 1915. Work includes part time as receptionist. Friends call her "Frannie." Favorite sport is hiking—reads much as pastime.



Right  
**John T. Donnan**—Custodian. Maintains lawn, shrubs and interior of WKBN modern, new transmitter building on Sunset boulevard. Has made study and life-time work of landscape architecture and gardening. Operates own farm on Goldie road. Pitches horse-shoes.

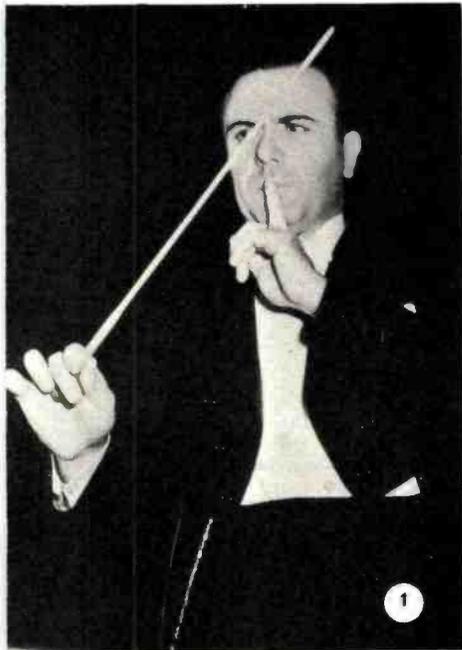


Left  
**Sally Hovis**—Stenographer. Native of Youngstown, now commutes from home in Warren. Member WKBN staff since August, 1935. Functions in continuity department. Hopes to have "lots and lots" of money some day. Can't get up when alarm clock rings.



Right  
**Robert Link**—Maintenance. Followed his father to work one day (November 1938), now comes down regularly. Born in New York City, July 15, 1920. Wants to be radio announcer or professional golfer. Says spring always brings urge to travel.

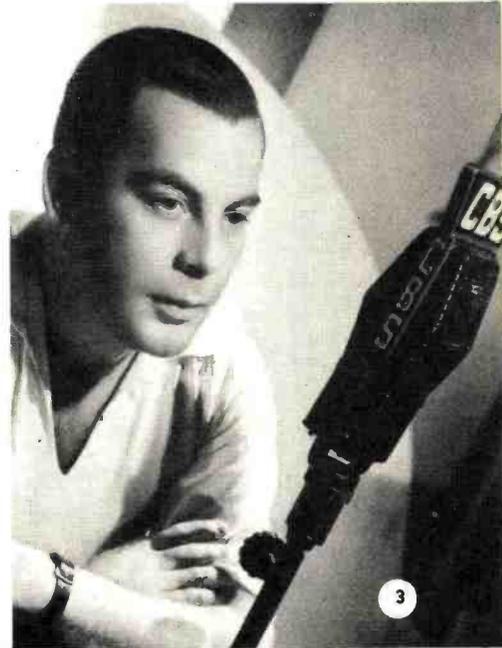
# World's Greatest Radio Entertainers



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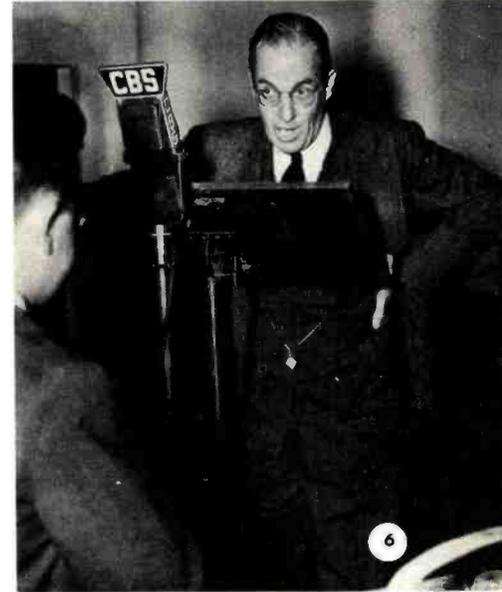
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4



5



6

1. JOSE ITURBI OF FORD SUNDAY EVENING HOUR. 2. EDDIE CANTOR. 3. JIMMIE GRIER. 4. MARY MARGARET MCBRIDE. 5. JOE PENNER. 6. JIM MC WILLIAMS OF ASK-IT-BASKET. 7. KATE SMITH. 8. ARLINE BLACKBURN AS PRETTY KITTIE KELLY.

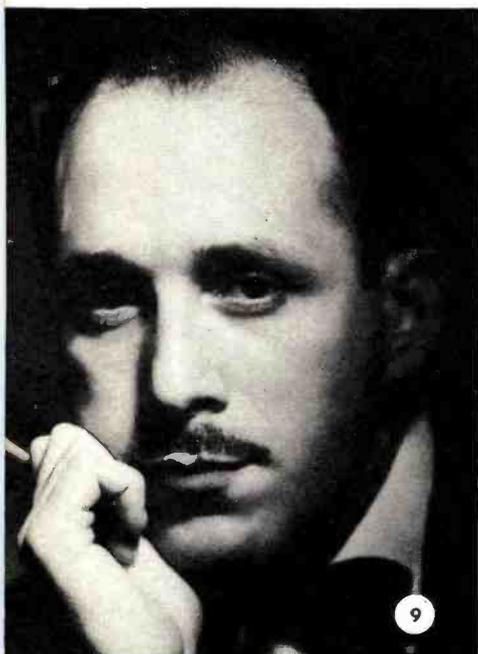


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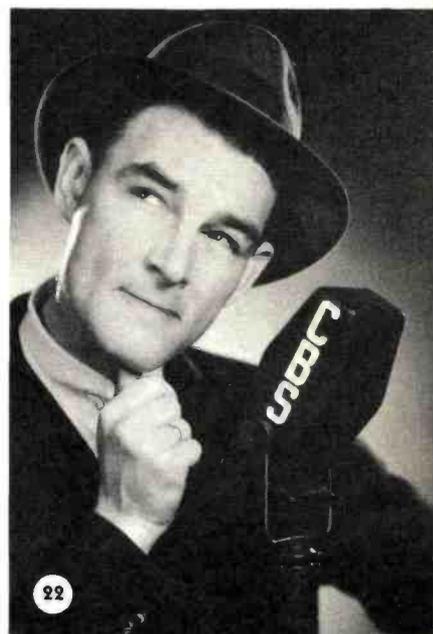
8

# World's Greatest Radio Entertainers



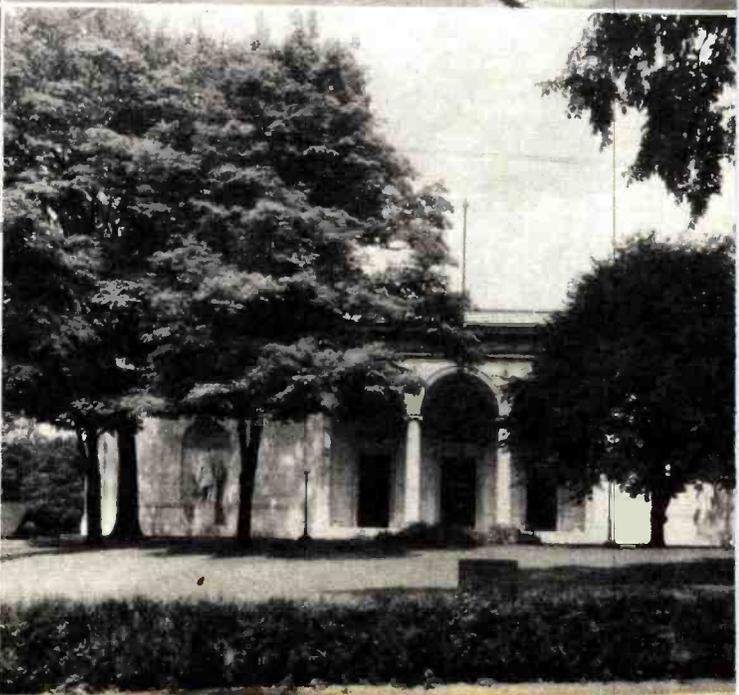
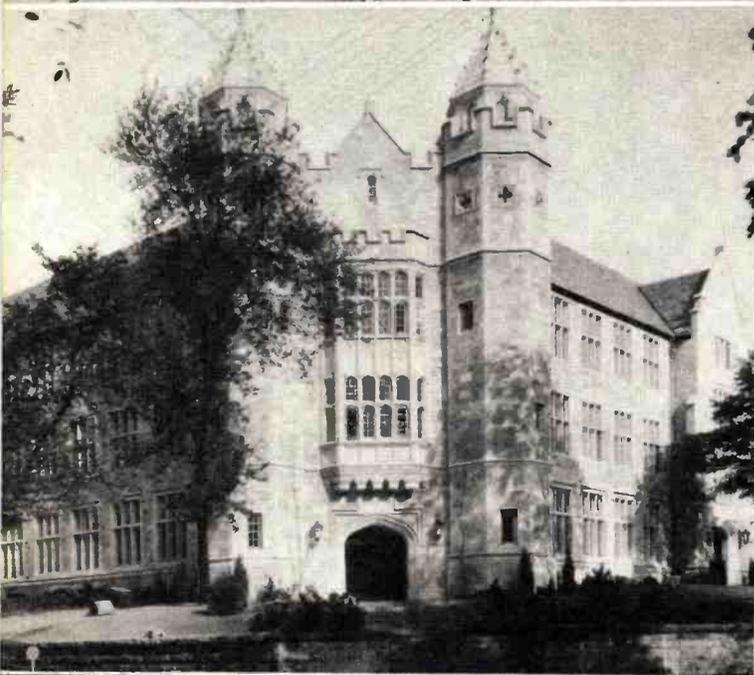
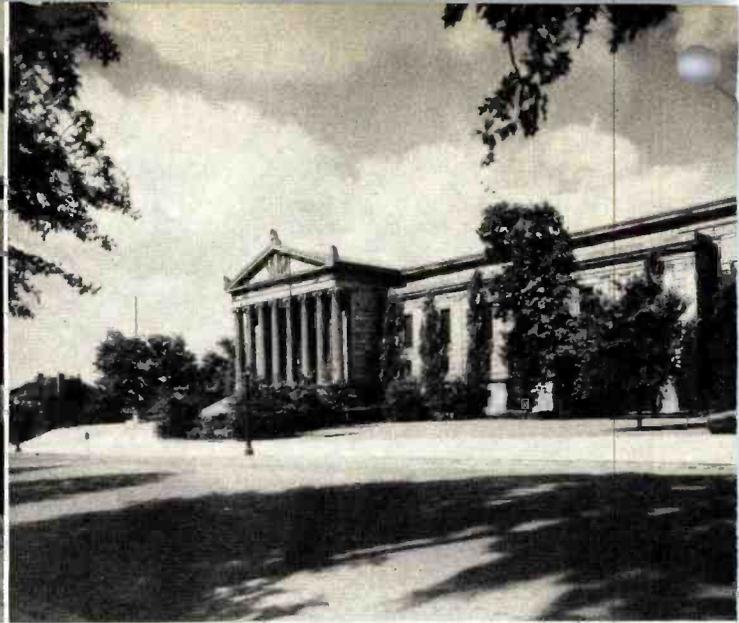
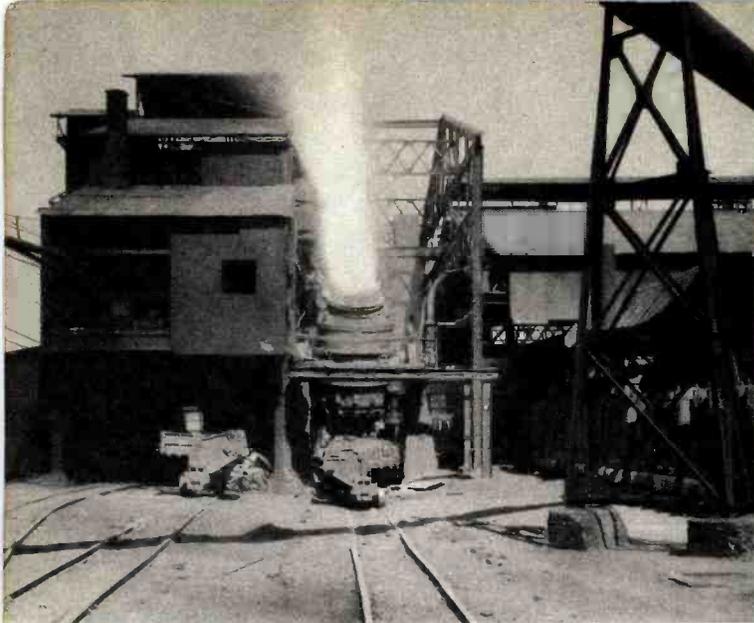
9. RAY BLOCK. 10. WALDO MAYO. 11. BERT GORDON, THE MAD RUSSIAN. 12. NAN WYNN. 13. HILDEGARDE OF "RAYMOND PAIGE, 99 MEN AND A GIRL." 14. "SINGIN' SAM." 15. "I WANT A DIVORCE" CAST. 16. MAJOR BOWES.



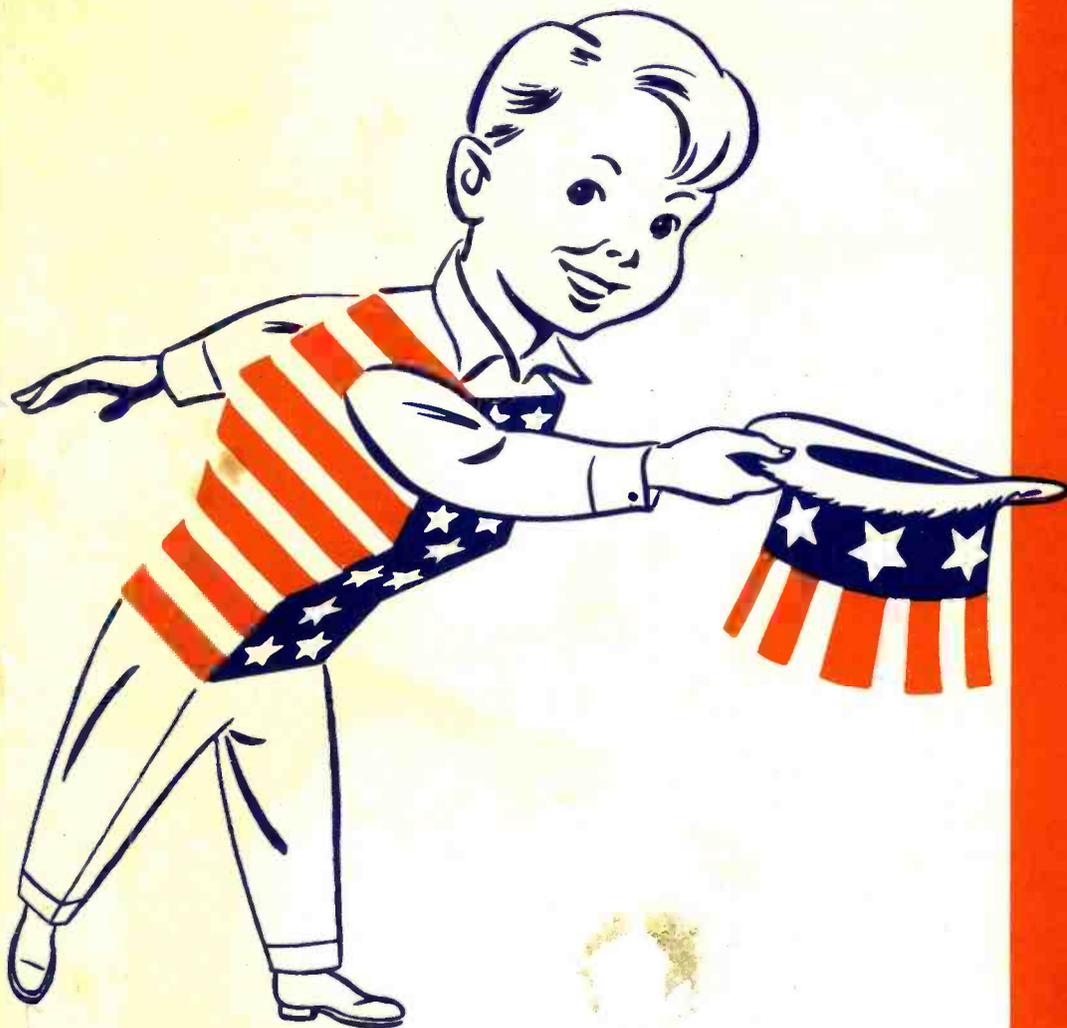


17. BENNY GOODMAN. 18. GABRIEL HEATTER OF "WE, THE PEOPLE." 19. MARTHA TILTON. 20. RAY COLLINS. 21. COLUMBIA WORKSHOP. 22. ARCHIE OF "THIS IS NEW YORK." 23. JOHN BARBIROLI OF NEW YORK PHILHARMONIC SYMPHONY. 24. ABBOTT AND COSTELLO.









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.

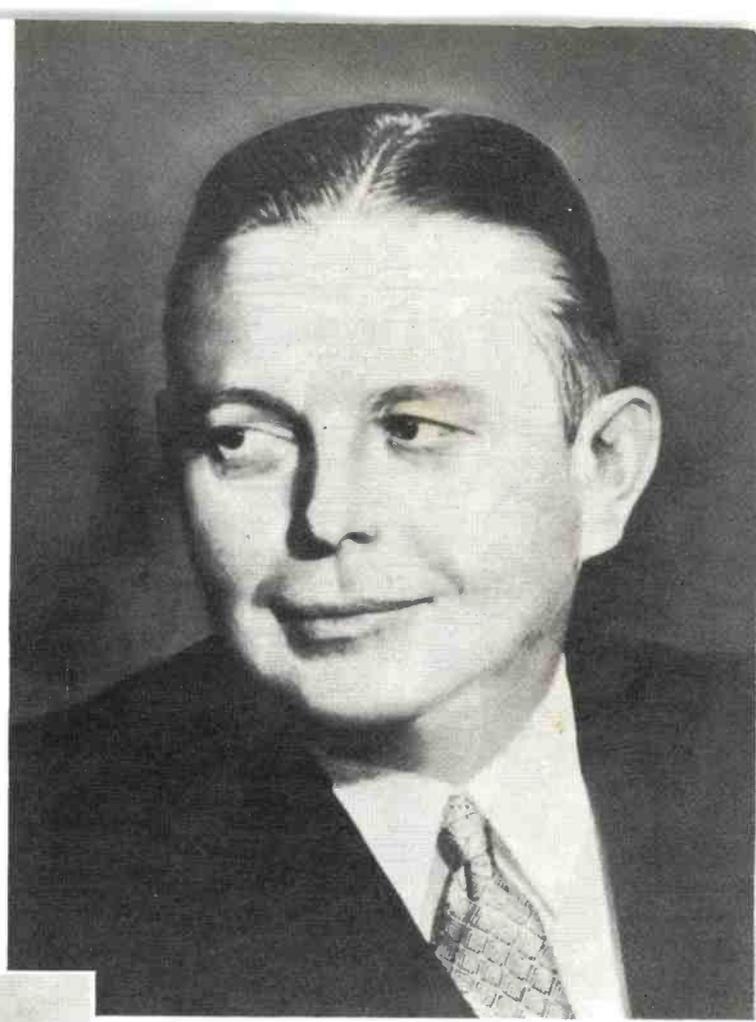
Compliments of:

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Credits: Copyright 1949 by National Radio Personalities, Publishers  
Album compiled & Edited by R. Ehresman, Editor NRP  
Litho. in U.S.A.



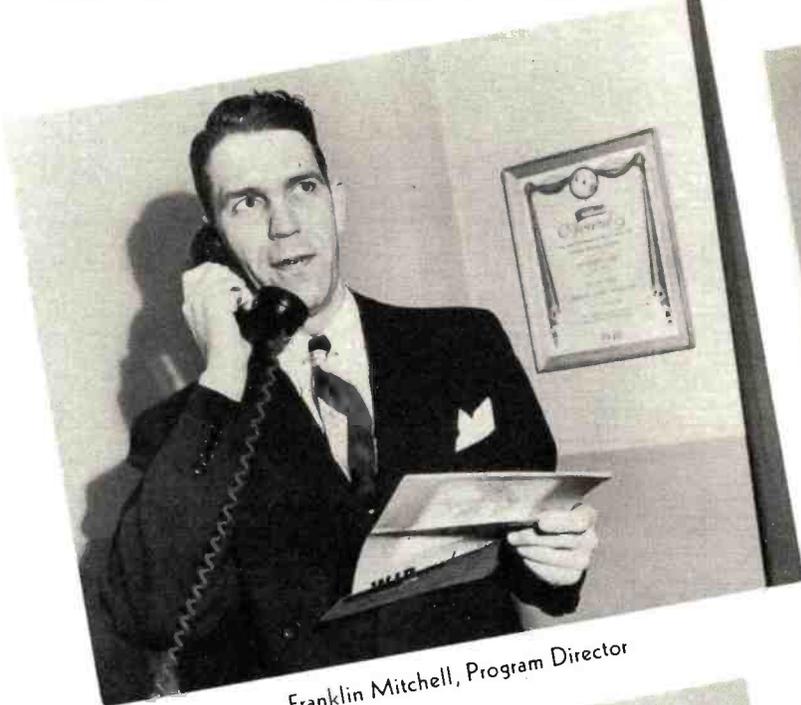
*The* **WJR**  
*Management*



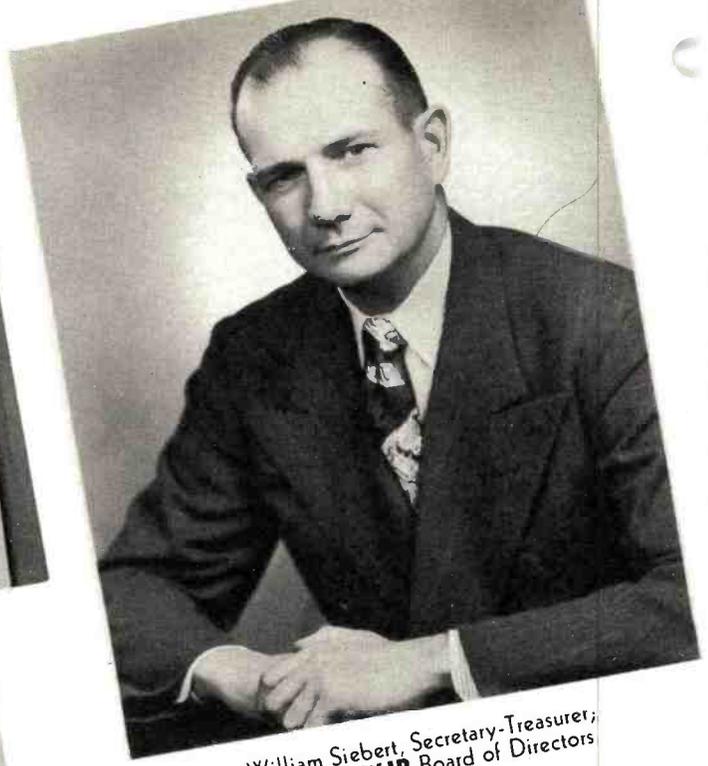
Mr. G. A. Richards  
Founder and Principal Owner



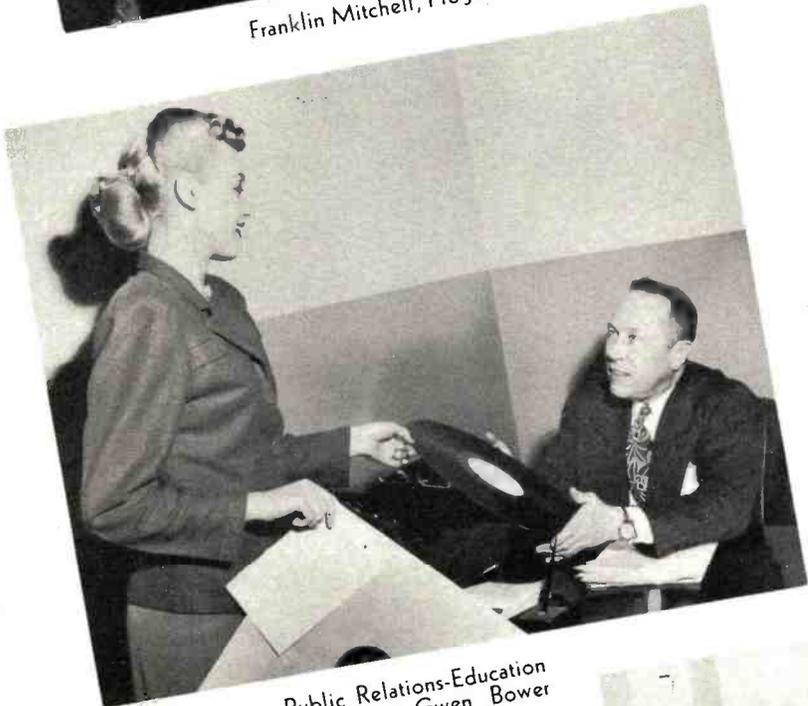
Mr. Harry Wismer,  
Executive Assistant to the President  
and General Manager of **WJR**



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

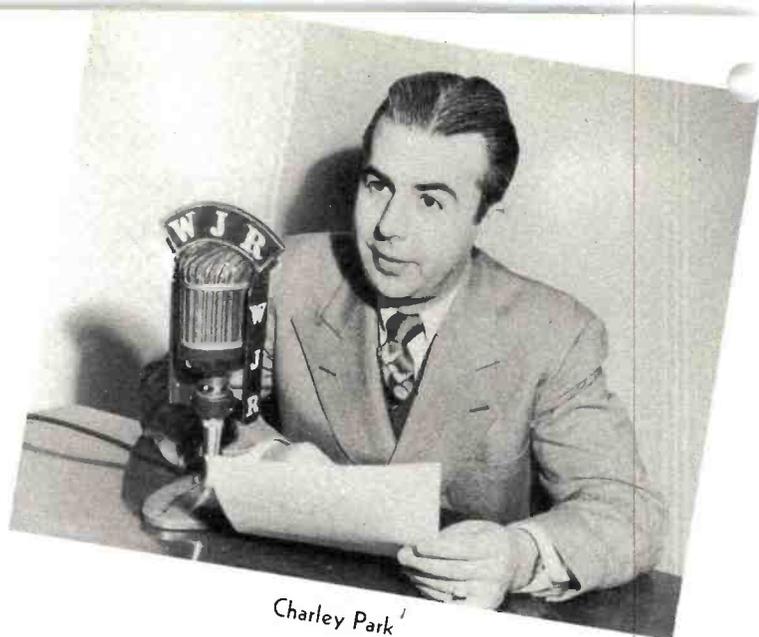


Art McPhillips,  
Traffic Manager





Ron Gamble, Chief Announcer and Assistant Program Director



Charley Park

# The Air Voices Of **WJR**



Joseph Penberthy



James Garrett

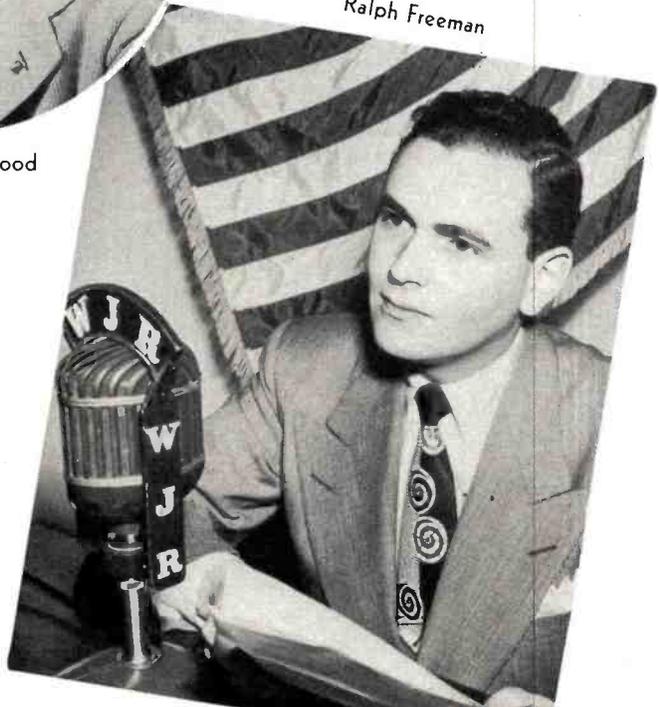


Jack Ogilvie

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.

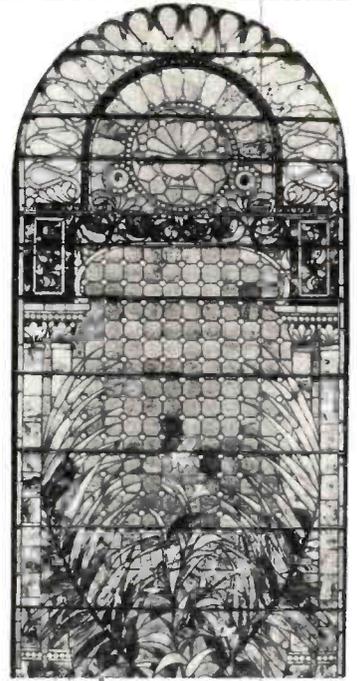


America's  
foremost newscaster,  
Lowell Thomas.



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.

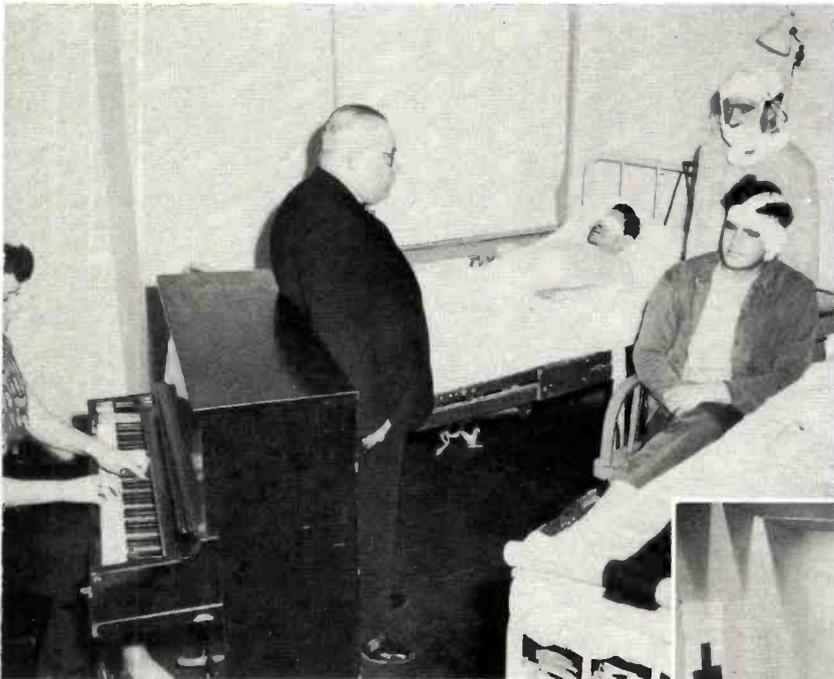


# Accents Public Service



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 —

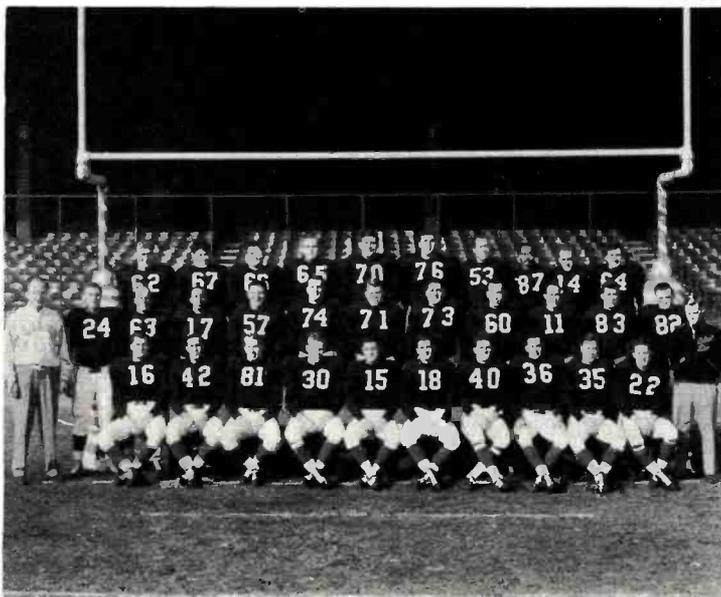


Famous columnist Bob Murphy rounds out **WJR's** complete seasonal sports coverage with his "Sports Column-of-the-Air" program.

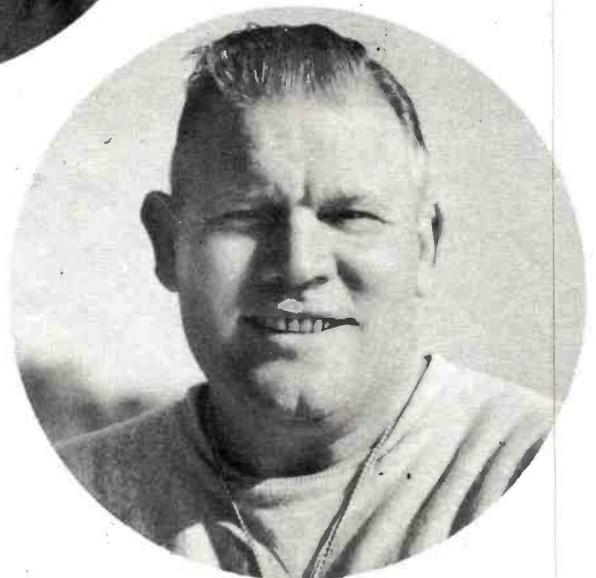
Bo McMillan, seasoned coach of the Detroit Lions, frequently appears at the **WJR** mike to report his team's activities.



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.





# 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.

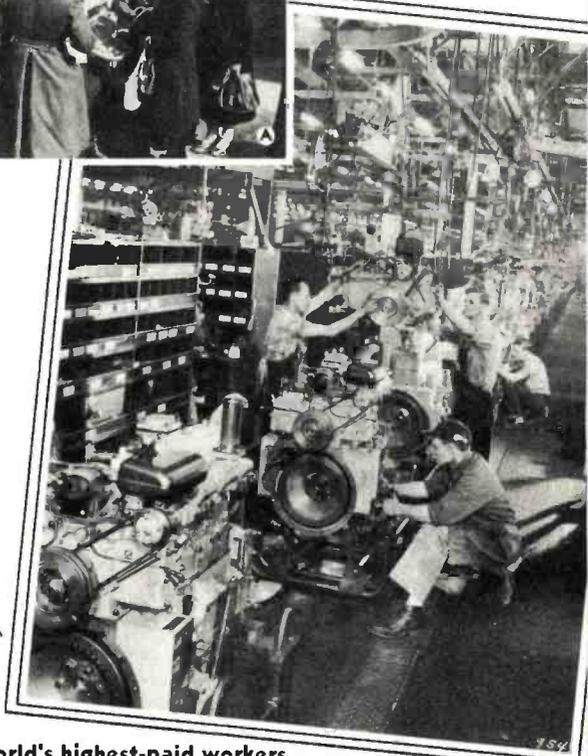
In addition, this system has preserved the basic freedoms of the individual — the freedom to work in the place and calling of his own choice, the freedom to bargain collectively, the freedom to contract about his own affairs, to own property, start an enterprise, profit from his inventiveness, and investments. 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

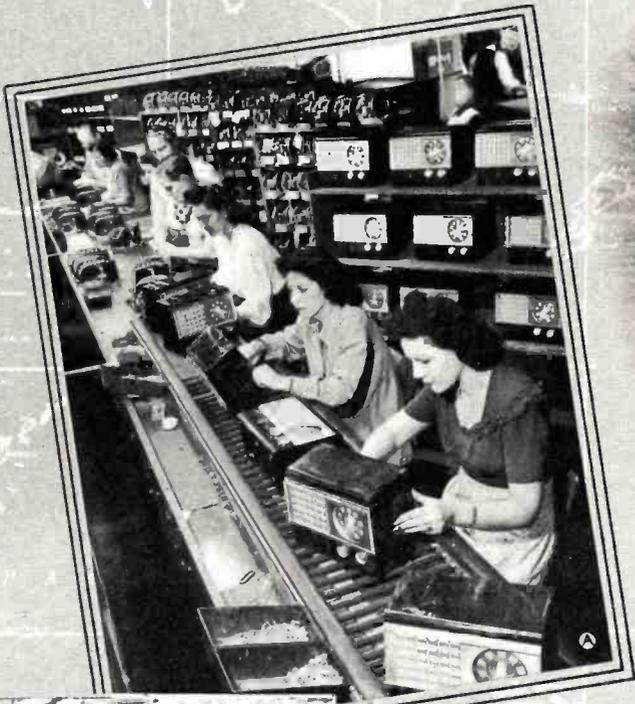
While living standards have moved steadily upward in the United States, with few interruptions, no such progress has been made in nations that refuse to unleash the power of individual economic freedom.



# 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



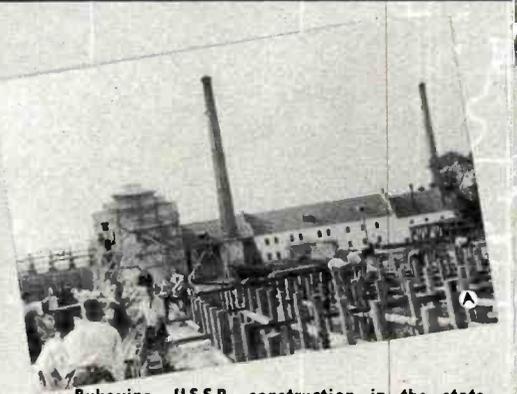
The birth of a Chinese paving project . . .  
 "(China is) not a state, but only a geographical expression."—Foreign Minister Toyoda



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



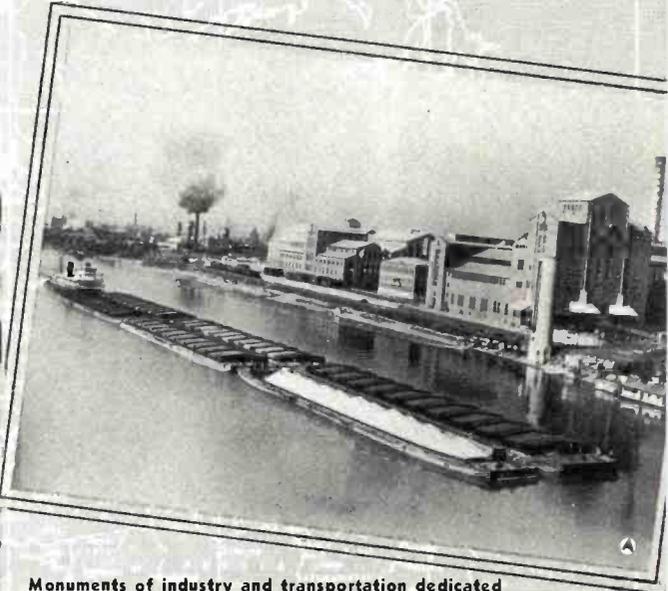
Americans have found the way to create a more abundant life for more people, while nations that have suppressed human freedom are still making plans for distributing the wealth they never get around to creating.



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

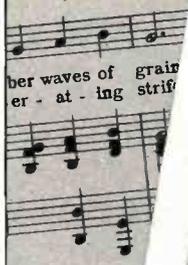


# AMERICA *the Beautiful*



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.

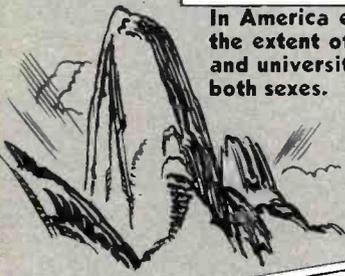
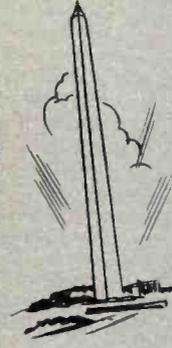
Samuel A. Ward



fruit - ed more than



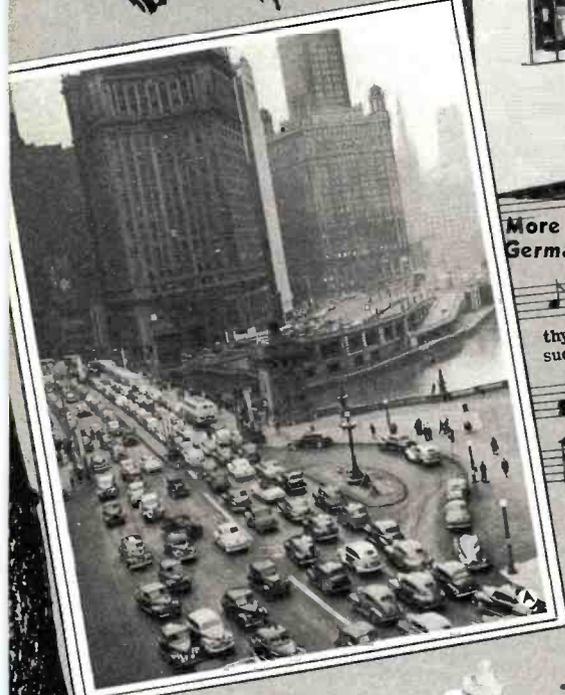
From bombs to books . . . Ruhr shelter becomes school



More precious than diamonds . . . German housewives window shop

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

his grace on thee, fine And Till



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



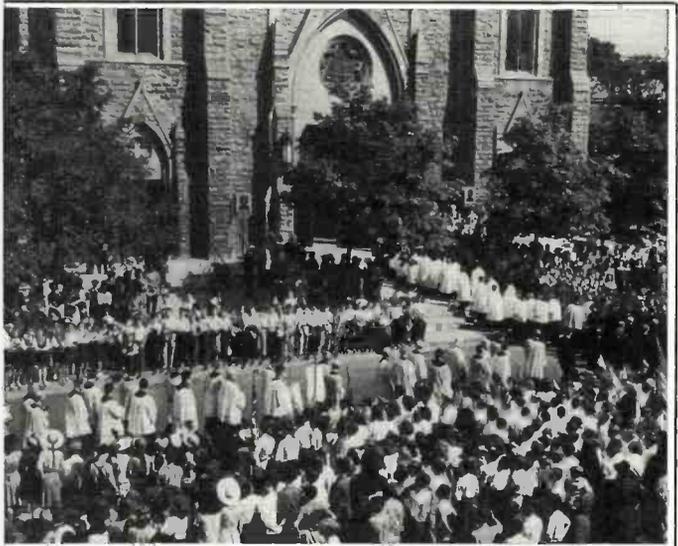
Factors contributing to America's undisputed title as best fed nation in the world are modern mass production methods coupled with sanitation, food science and proper use of resources.



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  
instruments 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  
...shall take effect...



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.

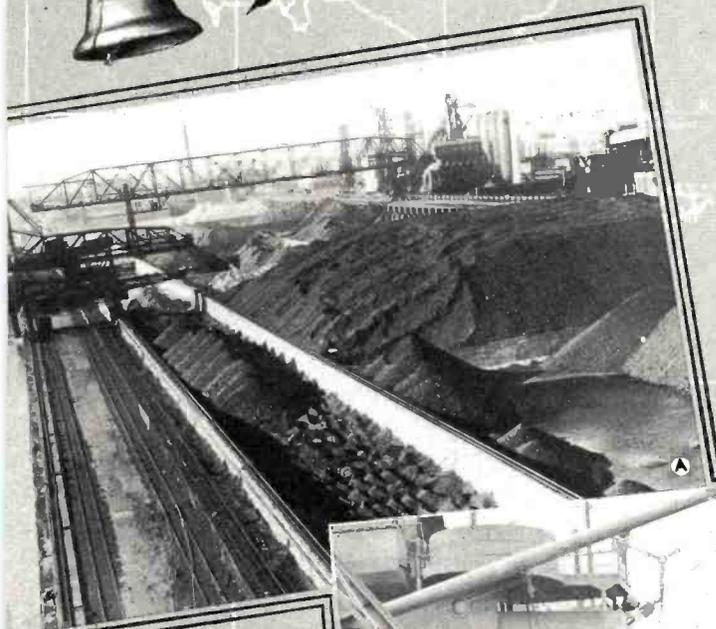


Television, the 20th Century exemplification of the American guarantee of freedom of the press, radio and speech as long as it does not interfere with the rights and liberties of others.



# The POWER

**7% OF THE PEOPLE ARE ON**  
***We Americans are***



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

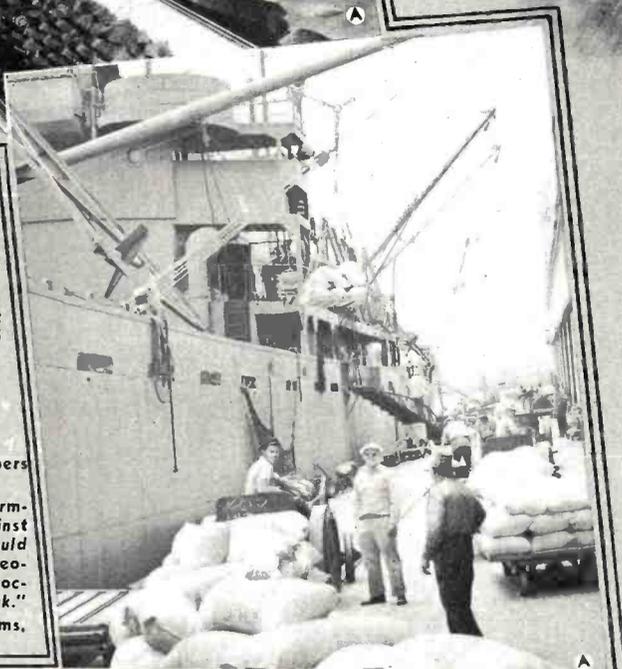
"If we wish to be free—if we mean to preserve inviolate those inestimable privileges for which we have been so long contending—we must fight."—Patrick Henry, 1775

### 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."

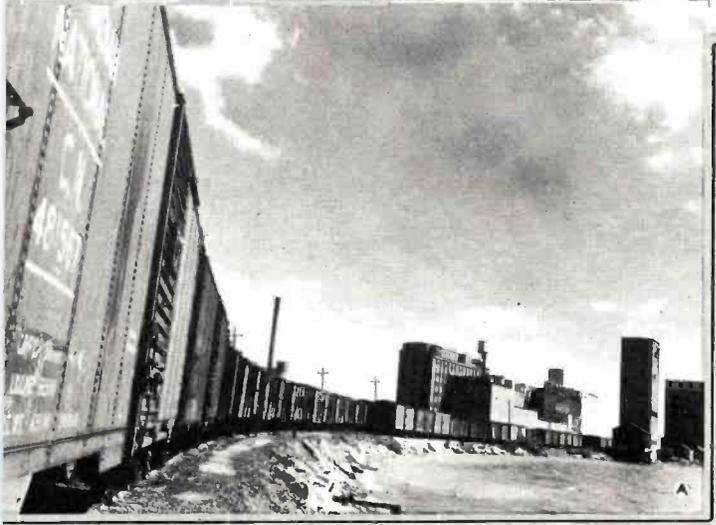
—James Truslow Adams, author



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**



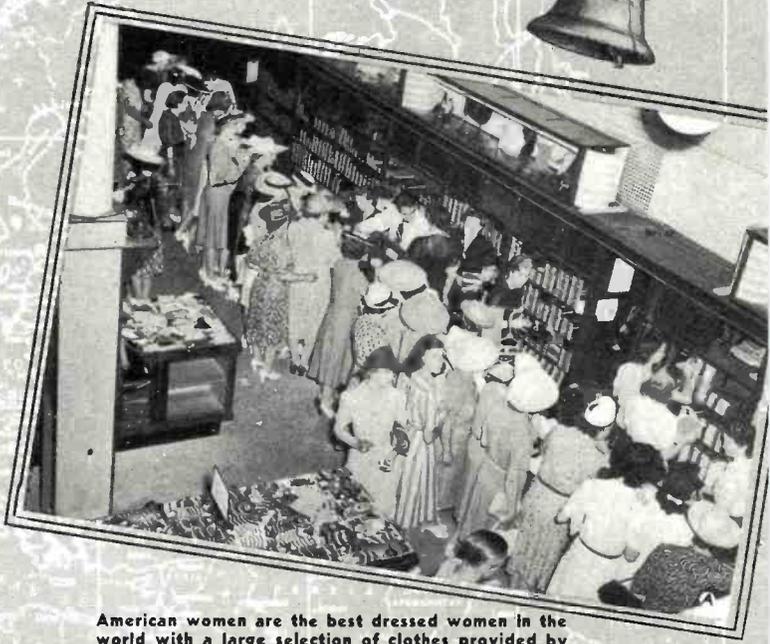
**UNDER FREE  
ENTERPRISE  
WE OWN**



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

OF THE  
WORLD'S

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



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 . . .

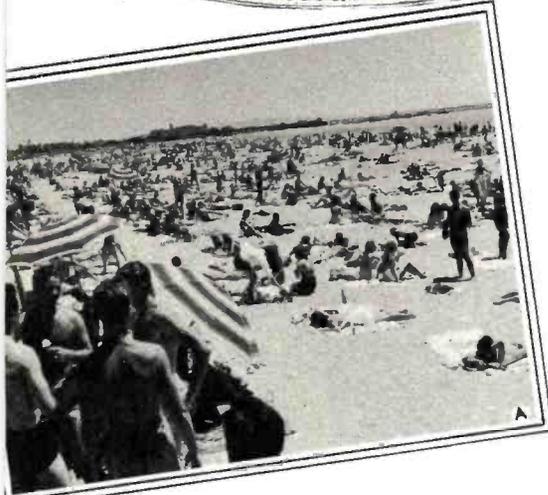


Historic Devon horse fair trying post-war comeback . . .  
"No social system will bring us happiness, health, and prosperity unless it is inspired by something greater than materialism."—Clement Attlee



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 . . .

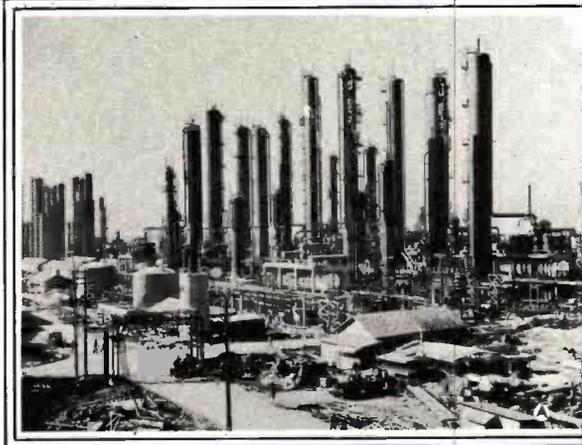
"A love of liberty is planted by nature in the breasts of all men."—Dionysius, 20 B.C.



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 . . .

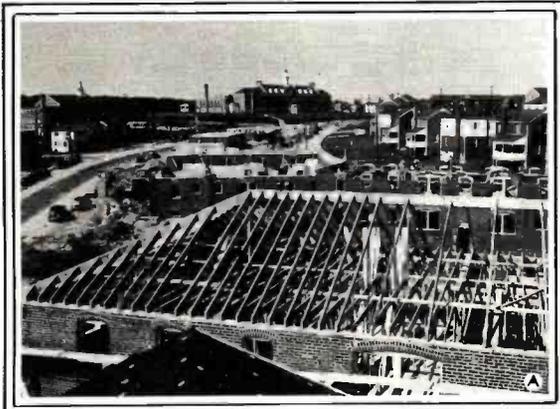
"Our greatness is built upon our freedom — is moral, not material. We have a great ardor for gain, but we have a deep passion for the rights of man."—Woodrow Wilson, 1911



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."

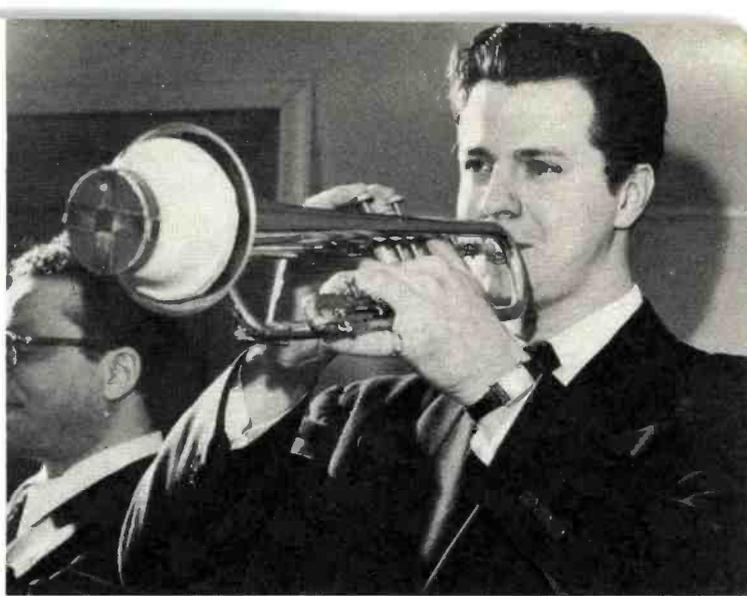
—Walter Cronkite, former Moscow correspondent for United Press

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

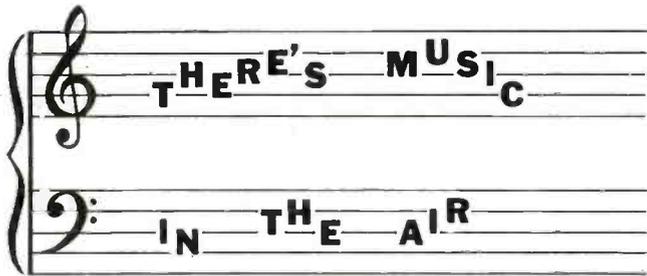
Man must believe in Freedom before he dares reach for it. Man must always defend Freedom lest it be snatched away. Let's hold a little tighter to what we have—what we are sure of—our American Way of Life!



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.



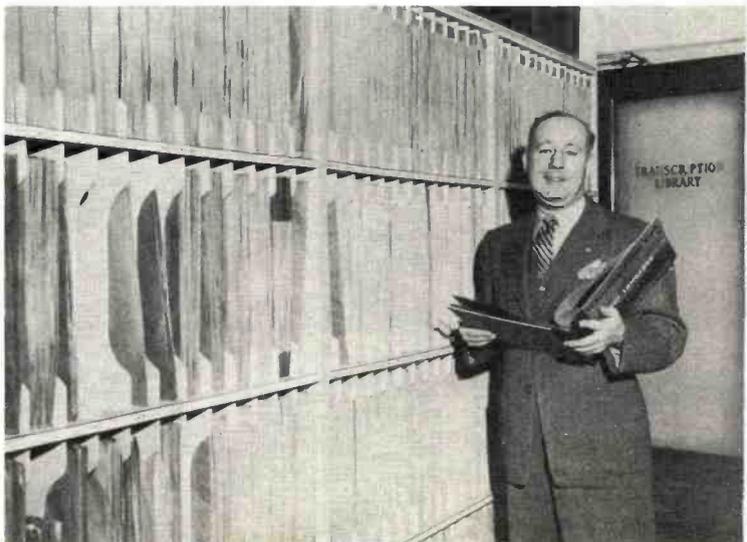
Via **WJR**

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*



1.

## *Freedom Builds A Greater*

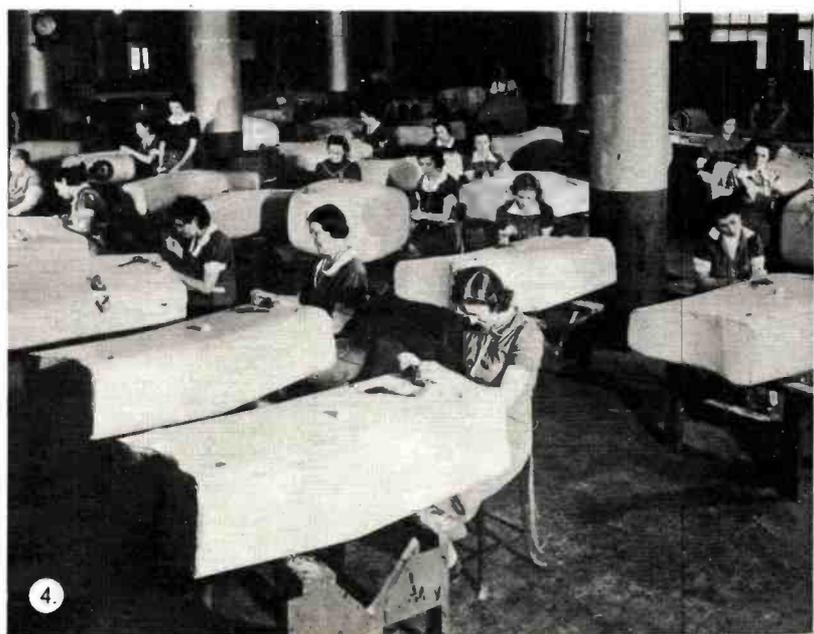
1. Detroit's impressive skyline forms an inspiring sight.
2. This view of Detroit's busy downtown sector is visual proof of America's leadership.
3. Two of Detroit's finest, the General Motors Building and the Fisher Building on whose 21st, 22nd and 28th floors studios and offices of **WJR** are situated.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



2.



3.



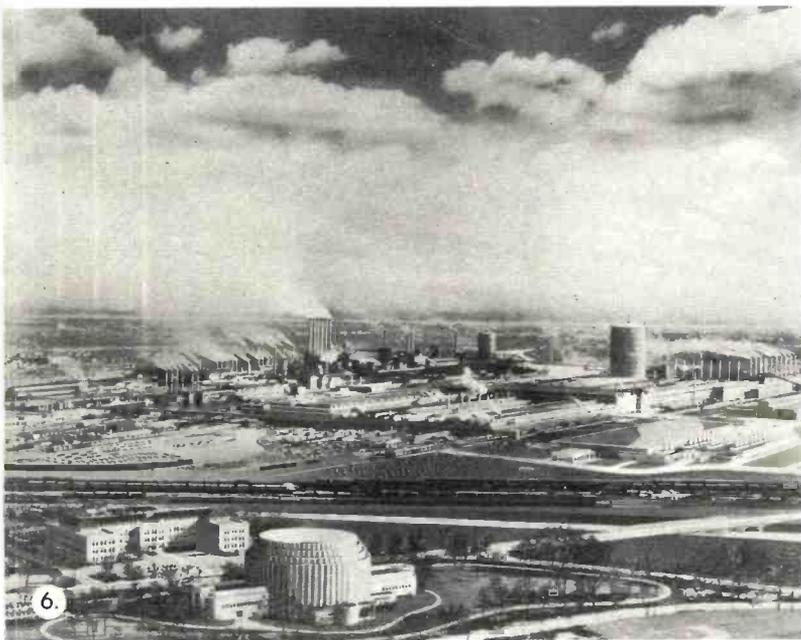
4.



COPYRIGHTED  
DETROIT CONVENTION  
AND TOURIST BUREAU

5.

# Detroit — The Home of WJR



6.

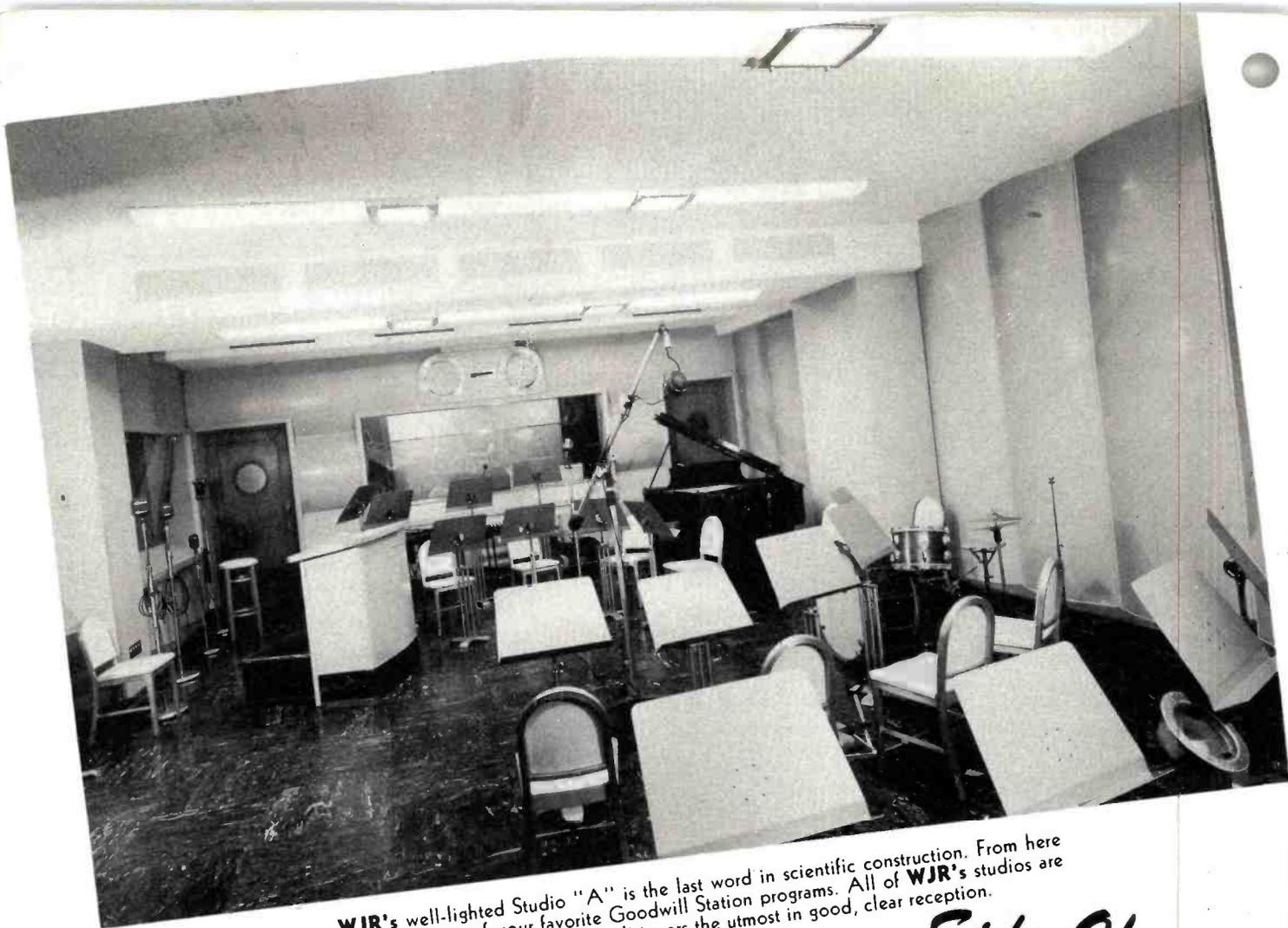
- 5. The modern Library and Art Institute are dedicated to furthering the cultural life of the Detroit area.
- 6. In Detroit and Wayne County, 486,000 factory workers annually produce \$7,900,000,000 worth of goods earning a total payroll of \$1,530,000,000.
- 7. 247,000 students of both sexes are enrolled 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.



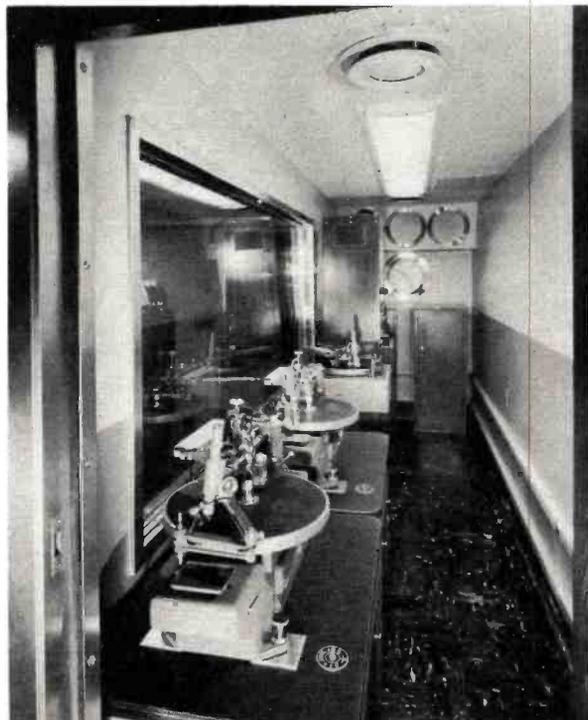
WJR's well-lighted Studio "A" is the last word in scientific construction. From here originate many of your favorite Goodwill Station programs. All of WJR's studios are acoustically engineered to assure listeners the utmost in good, clear reception.

*Side Of....*

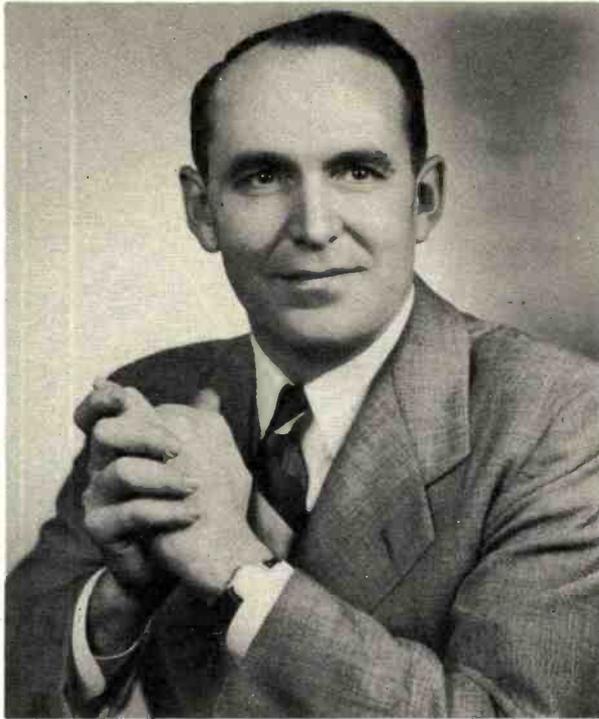
## *The Technical*



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**