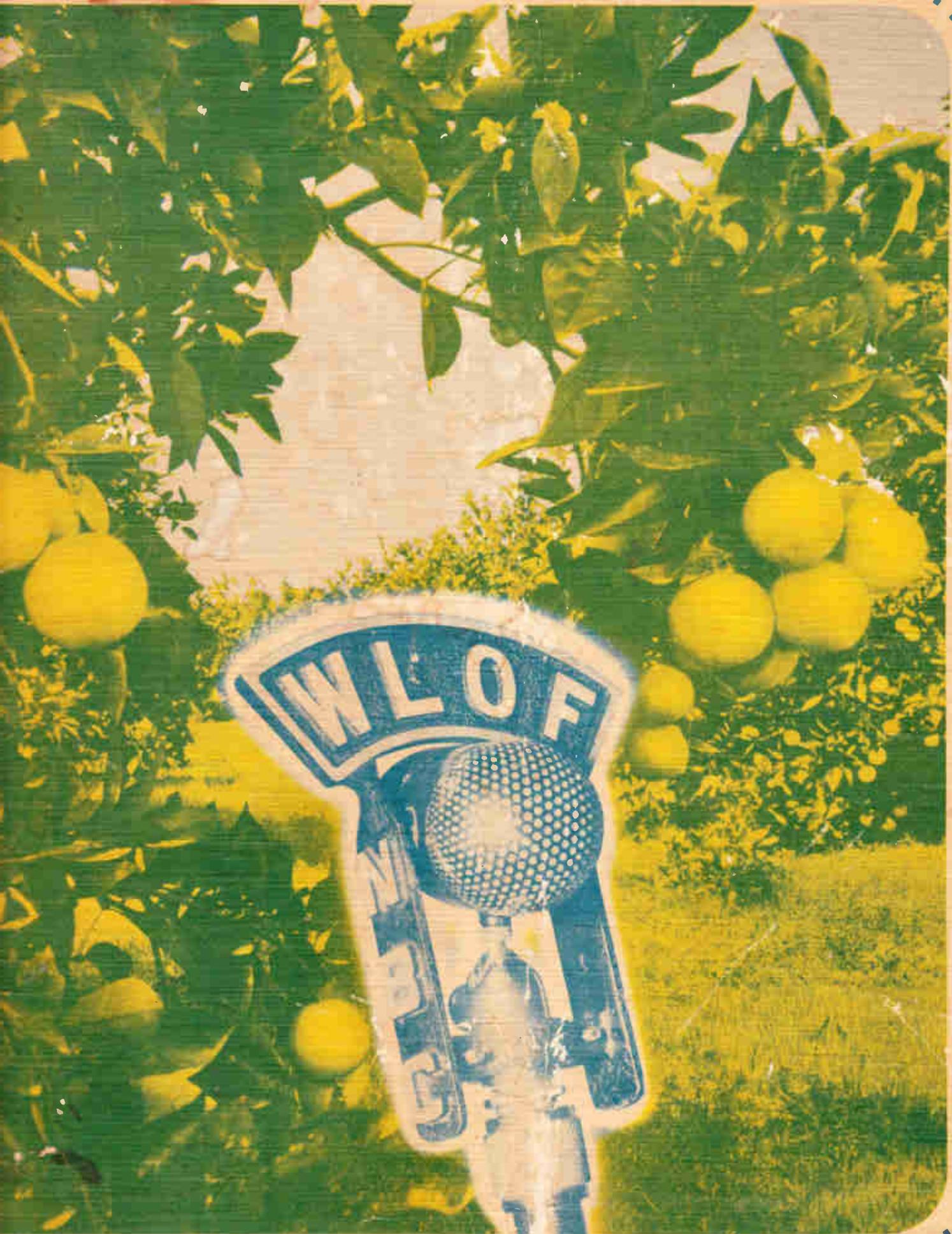


The Friendliest Spot on Your Dial—1230”



..... WLOF — A \$75,000,000.00 MARKET

ORLANDO— and “The Heart of Florida”

OFFICES - STUDIOS
ANGEBILT HOTEL
PHONE 8183

RADIO STATION
WLOF
1230 K. C.
"The Friendliest Spot On Your Dial"

January 17, 1942

WLOF Listening Audience
WLOF Listening Area
Orange County and Vicinity, Florida
Dear WLOF Listeners:

You have listened to and become a friend of WLOF over the past year and a half and we are genuinely sincere in saying that this attitude of yours toward us has been the principal feature in our steady progress in advertising and public service to your community.

Somehow we feel that you would like to know more about WLOF, more about its personnel, the people who are behind the scenes, more about some of its many featured local and network programs.

There follows, therefore, some twenty odd pages on which we would like to introduce ourselves, our programs and part of our record of performance and public service to you over the past year and a half.

Cordially yours,
HAZLEWOOD, INC.

George Hazlewood
PRESIDENT

HAZLEWOOD, INC.
GEORGE A. HAZLEWOOD PRES.
P. O. BOX 1891
ORLANDO, FLORIDA

Affiliated with National Broadcasting Company
RED AND BLUE

Photography by O'Rork, Orlando;
preparation by the WLOF staff
in cooperation with Hal Hubert,
Editor, National Radio Personalities.

DIRECTING WLOF POLICY



1. **GEORGE A. HAZLEWOOD**, President of WLOF, has been prominently identified with Florida broadcasting for the past ten years; directs his principal energies to building Orlando and Central Florida; is a member of Kiwanis, Junior Chamber of Commerce, and Greater Orlando Chamber of Commerce; has developed WLOF to provide a balance of information and education through both local and network facilities and the 17½ daily broadcasting hours. Mr. Hazlewood's hobbies are his just-completed new home and deep sea fishing, for which he has received many trophies.



2. **W. J. ("Uncle Joe") SEARS**, Vice President and Director of WLOF, settled in what was Orange County in 1881, served eighteen years in Congress and is now a member of the Board of Veterans' Appeals, Veterans' Administration, Washington, D. C.



3. **GEORGE B. HILLS**, Prominent Consulting Engineer, Secretary and Treasurer of WLOF.





DEPARTMENT HEADS



4. Direct from technical school, Chief Engineer **RUSSELL BENNETT** strode into commercial broadcasting in Tallahassee in 1933; progressed to other Florida stations until 1939 when he joined WLOF. Russell relaxes after a radio day--with his own short-wave amateur station at home.



5. Virginian **JERE ALDEN BEERY** came to the WLOF sales staff after his return to Florida from a position in New York City. Educated in Orlando, Jere has never been satisfied with cooler climates. Jumping horses is his favorite recreation.



6. Undecided upon a career, **CHARLES F. DALLAS** became a licensed chiropractor before he studied accounting; now he is Auditor and Office Manager at WLOF. Born and raised amongst Florida's beautiful lakes, Charles is an expert swimmer.



7. Glider pilot and aviator are two titles that few know exist for WLOF Local Sales Manager, **EUGENE ANDERSON**. At Emory University, Georgia, he played varsity football and boxed; since then Eugene has sold candy, cash registers and worked for Orlando's First National Bank.



BEHIND THE SCENES



Above: Service with the U. S. Army Engineers, radio technical school and radio service experience taught WLOF Operator HAROLD A. JENKINS what makes the kilocycles stay in line. Married, 31 and a father, Harold may not be called to the colors at once, but would surely unleash his wrath if asked to do so.



Upper right: Although titled as Secretary to Mr. Hazlewood, and genuinely busy in that capacity, MRS. LOUISE B. GRANT is much more around WLOF. Onetime school teacher, Mrs. Grant's interests are broad; one, her hobby of dietetic research, and another her radio program "Talk of the Town" (she appears as Barbara Brown) fill every available spare moment.



Right: Down from Georgia came youthful MARTHA V. HATTON to join WLOF late in 1941. College and business school gave Martha her training, and developed her interests in basketball, cooking, reading and singing. She is keeper of the traffic board, seen in the background, on which every program for two weeks is marked in its correct place.



Lower right: Finger-printing and amateur radio comprise the off-time hobbies of Operator IRA D. ADAMS; the finger-printing may be a carry-over from his days with the Orlando Police Radio Department. Ira moved from Kentucky to Orlando in time to finish high school here, and then get his radio training in service agencies and extension schools before coming to WLOF in 1941. You heard him on the Dawn Patrol, too.



ANNOUNCING



LARRY MANSFIELD made his radio debut in Richmond, Virginia five years ago. He joined the staff of a Miami station a year later and came to WLOF in December, 1941. He studied at the University of Florida for three years intending to become an Accountant. His ideas changed with his transfer to the University of Richmond, Richmond, Virginia, where "the radio bug" first bit him. Larry is a "jack of all trades" as far as radio work is concerned, having announced, written and originated several shows that have been sponsored by National advertisers.



Below: Radio was just a hobby with PAUL HENRY; he was studying journalism at St. Petersburg Junior College, editing his college publication and working for the local Times. A few acting parts on the St. Petersburg station were fun, but Paul kept on with journalism after college--until he found that radio had become the vocation and reporting the hobby. More experience in general announcing, "m.c.ing" and sportscasting deserved a promotion and Paul joined WLOF in January 1942. Paul is twenty-one, single, a writer, trombonist, drummer, distance runner and former drum-major.



Only two announcers appear in this section reserved for that department of our staff; that fact is self-evident, but less apparent is the fact that in recent months the several fine young men who usually fill this category to the extent of four persons have proved themselves real Americans and have left positions with WLOF to join the several branches of the armed forces of the United States. Further changes in our staff may be expected, and to all WLOF men in the service now and in the future we declare our greatest good wishes and pride.



WLOF "THE NEWS STATION"



1. The NBC SHORT-WAVE LISTENING POST, at which point news experts monitor reports from all world points, and convert them into "flashes" or direct broadcasts. WLOF listeners hear these split-second stories.



2. Unique in the ranks of foreign correspondents is HELEN HIETT, former representative for NBC in Spain, now on the NBC staff of commentators in this country.



3. Somewhere in Europe or Asia--or Africa and the East Indies--NBC-WLOF listeners will continue to hear from EDWIN HARTRICH, roving reporter.



Today, with every corner of the globe bursting with history-making activity, radio plays an increasingly important part in keeping people informed. But news is the most perishable of all commodities--if it is not used within a few minutes of its publication it ceases to be news and becomes history. Thus, WLOF has enlisted the finest, most alert of the nation's news services to help it keep listeners in the heart of Florida up to date on "news, while it is news".

Through its affiliation with the great NBC network WLOF can present short-wave reports from the foreign scenes of action and the foremost analysts and commentators to evaluate each event. The far-flung International News Service maintains correspondents in every imaginable nook and cranny of the nation and the world, and their stories, edited by expert central staffs, pour into the WLOF news room on automatic teletype printers twenty hours each day.

With these facilities giving WLOF an eye and ear at all points of world activity, it is no hollow boast that WLOF is "The News Station of Central Florida."



OF CENTRAL FLORIDA"

4. THE INS TELETYPE MACHINES in the WLOF News Room, which print news accounts from around the globe nearly as fast as they can be read. Announcer Larry Mansfield is checking copy as it rolls off the machines.



5. Three of the NBC specialists who provide WLOF dialers with the greatest news service available: (left to right) H. V. KALTENBORN, dean of radio commentators; A. A. SCHECHTER, head of the NBC News Division; JOHN GUNTHER, now in London to broadcast NBC-WLOF news from that area.



6. The nucleus of the NBC Newsroom of the Air, featuring reports from foreign representatives by short-wave, is EARL GODWIN, seasoned news man in Washington.



7. No longer a key-hole snooper, WALTER WINCHELL has news sources that reach into the most secret places; his NBC-WLOF program of staccato comments is a favorite.



8. The Columnist-team that has stood the nation on its ear for years turned to radio several years ago and provides one of the best sources of information on the air; the team is DREW PEARSON and ROBERT ALLEN--NBC-WLOF.



WLOF RURAL SERVICE



★ 1. From the nation's capital NBC broadcasts the news analysis of veteran H. R. BAUKAGE to WLOF listeners.

★ 2. Smiling LOWELL THOMAS, NBC news ace, bases his comments on his personal experience in remote fields and years of study of world affairs.

★ 3. JOHN MCVANE is another NBC correspondent to be found wherever the action is heated; his foreign news reports reach WLOF audiences via short-wave and leased wires.

★ 4. EDWARD TOMLINSON, another of the experts on the NBC news staff, who keeps WLOF news alive and outstanding in Florida.

★ 5. Scholarly UPTON CLOSE, known to NBC-WLOF audiences as one of the most authoritative news analysts on the air.



In the productive farm area that comprises the WLOF area a great deal of confidence is placed in our radio services to citrus growers, stockmen and truck gardeners. These services are regularly scheduled and authoritative.

Besides local features that deal exactly with local subjects and problems and provide frost warnings, market reports, expert advice and (until the war made them unwise) weather forecasts, WLOF clears all decks each day for the great National Farm and Home Hour from NBC. WLOF can be depended upon to exert every effort to help its farming friends.





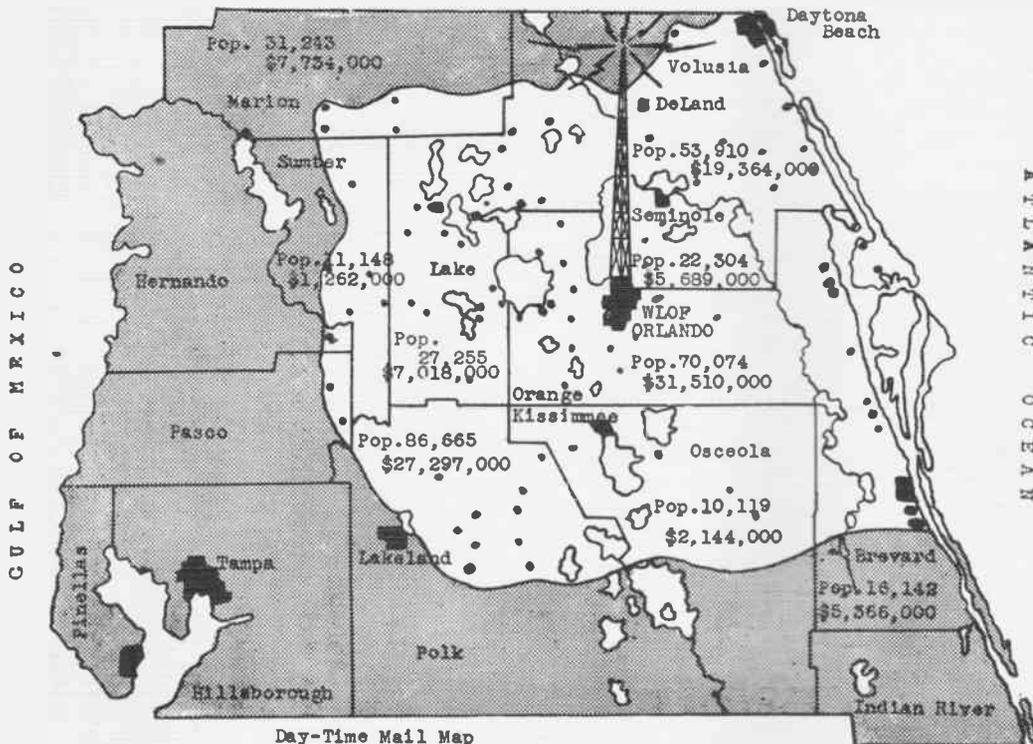
EVERETT "It's A Beautiful Day in Chicago" MITCHELL, National Farm and Home Hour announcer and favorite of millions of farm-homers from coast to coast.



Directing all NBC agricultural programs, including the Farm and Home Hour, is veteran farming authority WILLIAM DRIPS.



WLOF A \$75,000,000 MARKET



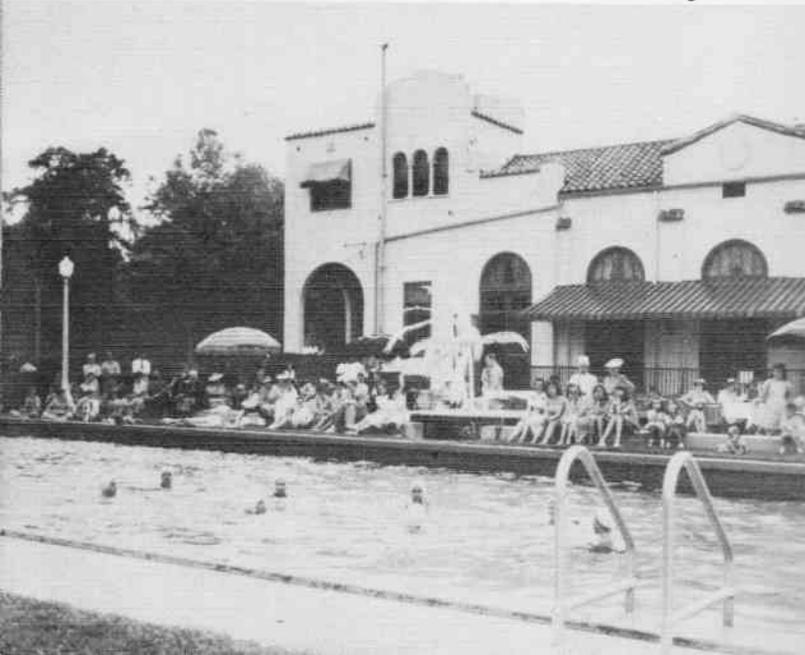
Yes, here is a \$75,000,000 Market that can consume your product in volume. Now is the time to start your campaign to get the "Plus" this area provides. Thousands of Winter visitors who spend big money.

WLOF also serves the Orlando Army Air Base and Banana River Air Bases both large bases.

COLORED POPULATION IN OUR AREA--15 PER CENT
THE PURCHASING POWER PER FAMILY IN THIS AREA IS WELL ABOVE
"THE NATIONAL AVERAGE"

COUNTIES	STORES	TOTAL SALES	FOOD SALES	APPAREL SALES	FURNITURE SALES	FILLING STA. SALES	DRUG SALES	OTHER SALES
Orange	1192	31,510,000	5,681,000	2,209,000	1,572,000	2,307,000	1,396,000	18,335,000
Seminole	411	5,189,000	1,586,000	232,000	242,000	617,000	191,000	2,321,000
Volusia	1083	19,364,000	4,627,000	1,421,000	889,000	1,895,000	1,102,000	9,431,000
Osceola	146	2,144,000	550,000	88,000	195,000	205,000	98,000	1,008,000
Polk*	375	6,935,000	1,696,000	327,750	333,000	748,000	292,500	3,397,250
Brevard*	327	4,220,000	1,170,400	113,600	116,800	818,400	2,072,000	1,793,600
Lake	442	7,010,400	1,940,000	215,000	317,000	899,000	372,000	3,367,000
Sumter*	109	1,050,000	324,530	--	--	204,180	65,570	455,720
Marion	242	5,248,000	974,667	128,000	245,3000	563,000	688,000	2,148,967

*Sales and stores estimated our coverage.

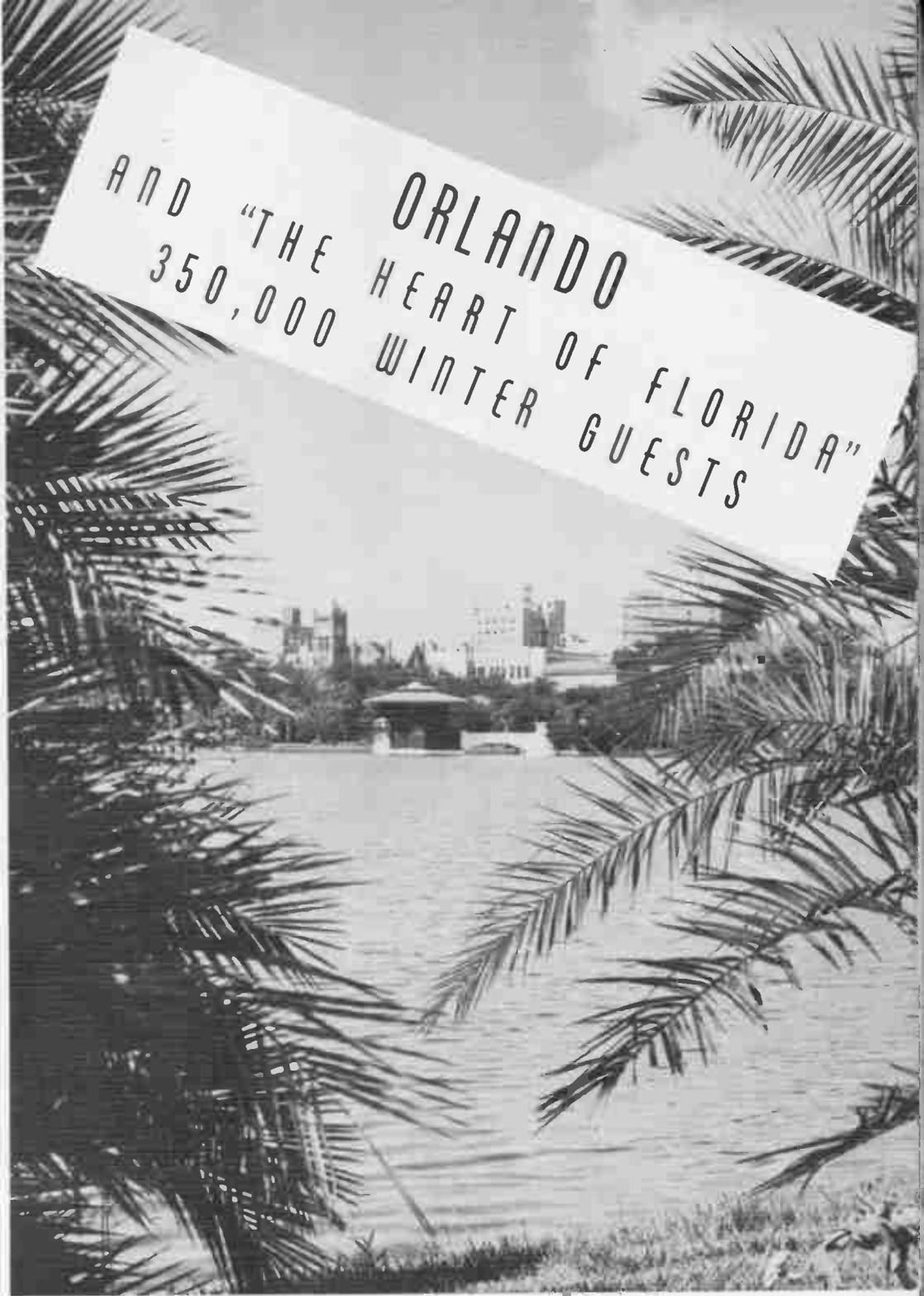


During the course of the winter season this area has at least 350,000 winter visitors. These are your customers here and when they go back home. They have money to spend for the things they want. Florida has come into her own as a cattle raising state and "Kissimmee" is the "cow capital" of Florida. This vast industry is served by WLOF. WLOF also serves the vast Central Florida citrus and trucking industries. This is why our coverage area is a \$75,000,000 market. The counties immediately surrounding Orange are the citrus, cattle and truck raising centers of Florida. WLOF is in the center of this. The pay roll of the U. S. Army Air Base is over \$100,000 per month and has a personnel of approximately 2,500. WLOF covers this market more economically than any other medium.

National Representatives:
John Blair and Company

Southeastern Representatives:
Harry E. Cummings
1310 Barnett Bank Building
Jacksonville, Florida

AND "THE HEART OF FLORIDA"
350,000 WINTER GUESTS
ORLANDO



INVESTMENT COMPANY
REAL ESTATE AND LOANS
ORLANDO, FLORIDA

July 2, 1941

With kindest regards,

Robert C. Carr
Chairman

Orlando Junior Chamber of Commerce
WINTER GARDEN PUBLIC SCHOOLS
November 24, 1941

Dear Sirs:
We are pleased to work with you in this and I wish to express my personal thanks to the organization for your splendid cooperation offered through a large measure to the success of the annual Charity Ball held at the Piasinko last night.

Very truly yours,
Mrs. Helen Jones

Orlando Lodge 1079, B. P. O. Elks
December 6, 1940

Dear Sirs:
We express our sincere appreciation for the splendid cooperation given us in connection with the annual Charity Ball held at the Piasinko last night.

Gordially yours,
Orlando Lodge 1079, B.P.O.E.
E. J. Keaton
Secretary

ORLANDO MEMORIAL POST NO. 19
THE AMERICAN LEGION
ORLANDO, FLORIDA
August 7, 1941

Dear Mr. Hazelwood:
Orlando Memorial Post #19 of the American Legion desires to express sincere gratitude and appreciation for your generous donation of spots for broadcasting announcements of our mid-summer carnival which was held August 1st.

Very truly yours,
L. L. L. L. L.
ORLANDO MEMORIAL POST #19

LAKE COUNTY FAIR
MARCH 10-15 1941
EUSTIS FLORIDA

Directors:
FRANCIS ALGER, JR., EUSTIS
DR. W. L. ARBON, SMITHVILLE
GEORGE BILES, FRUITLAND PARK
W. C. BROWN, CLEGGTOWN
PAUL COLBERT, TAYABEE
D. R. HUGHES, EUSTIS
A. A. GIBBS, GROVELAND
MRS. LUCIE E. MILLER, LEESSBURG
J. EARL MYERS, EUSTIS
O. E. SMITH, TAYABEE
DR. HARRY B. SMITH, TAYABEE
H. E. STUBBS, CLEGGTOWN

Mr. George A. Hazelwood, President
Radio Station WLOF
Post Office Box 1278
Orlando, Florida

Dear Mr. Hazelwood:
We thank you for your cooperation in exhibiting the Lake County Fair, which certainly had much to do with the outstanding success of this event in which we broke all records for this fair.

Yours sincerely,
Karl Lehmann
Secretary

ORLANDO BOARD OF REALTORS
February 20, 1940

At today's meeting of the Orlando Board of Realtors, a resolution was passed instructing the secretary to write you expressing appreciation for your cooperation on the occasion of the recent visit of President Kniskern of the National Association of Real Estate Boards.

Very truly yours,
J. J. Keaton
Secretary

Board of Public Instruction, Orange County
ORLANDO, FLORIDA
August 9, 1941

Mr. George A. Hazelwood
Station WLOF
Orlando, Florida

Dear Mr. Hazelwood:
I take this opportunity to thank you and your broadcasting company for allowing the Orlando Junior Chamber of Commerce to broadcast its Junior College Friday evening from seven forty-five to eight o'clock. Many interesting inquiries have come to us as a result of these broadcasts.

Next Friday, August 9, Mr. Giles Lewis, prominent Orlando Attorney, will speak for the Orlando Junior College and the following Friday, August 15, Dr. Frank D. Gray, prominent Orlando physician, will speak in behalf of the College. We shall give you other speakers later.

Again thanking you for this splendid gesture of cooperation on your part, I am

Sincerely yours,
Judson H. Walker
County Superintendent



The ORLANDO JUNIOR CHAMBER OF COMMERCE--the largest chapter in the United States--broadcasts its weekly meeting exclusively over WLOF each Monday at 1:00 p.m.

VARIETY MUSIC DRAMA



★ Above: Orlando meets a challenger on the football field; this is but one of the sports that WLOF broadcasts to hold its position as "The Air Stadium of Orlando."



★ Left: BILL STERN and SAM TAUB (right and left) describe the blow-by-blow action of major prize fights for NBC and WLOF dialers. Stern is popular as the announcer of the many other NBC sports features heard on WLOF.



★ Below left: Women's activities and interests comprise the subject matter for Barbara Brown's "TALK OF THE TOWN" program. Barbara is Mrs. Louise B. Grant on the WLOF office staff.

★ Below: No one needs an introduction to the famed domestic-dither duo, GEORGE BURNS AND GRACIE ALLEN, whose program is a special spot on the WLOF-NBC schedule.





This is WLOF's inaugural program of the SANTA CLAUS series they produced for one of Orlando's leading department stores.



In a new weekly series of comment on general topics NBC sends WLOF listeners Mrs. Franklin D. Roosevelt in her program "OVER THE COFFEE CUPS".



Right: Graham MacNamee appears again on the WLOF-NBC line-up for his "BEHIND THE MIKE" show; the story of the people and actions you seldom hear or realize in radio.



Below: WLOF's own children's program, "KIDDIES REVUE", is a high spot for Orlando juvenile talent each Saturday morning.





1



2



3



1. ALLEN PRESCOTT being cordial to a "good skate" he found on the doorstep. And his program "Prescott Presents" is of equal seriousness as it comes from NBC to WLOF.

VARIETY

5. In the "Anything-Can-Happen" department at NBC is the show that sets WLOF listeners spinning in mirth: "SPIN AND WIN WITH JIMMY FLYNN".



4

2. Scintillating master-of-ceremonies of "Club Matinee" is youthful GARRY MOORE, once the youngest radio "emcee" in the business; he has progressed rapidly in radio.



3. Delightful MARION MANN, soloist on the NBC "CLUB MATINEE", was formerly singer with Bob Crosby's and Jan Garber's bands.



4. Lovely DINAH SHORE whose haunting voice takes top billing on the air waves since she started her own NBC program, heard on WLOF.



5



6



7



9

6. Jean and Ginger Dinning, daily-double portion of the Dinning Sisters trio on "CLUB MATINEE" were elected co-vice-presidents of the International Twins Association.



7. Heading the roster of the NBC "LITTLE OL' HOLLYWOOD" show heard on WLOF is blond, bouyant Ben Alexander.



8. Full of fun and facts--Dr. Harry Hagen, originator and conductor of the network's veteran quiz-fest, "TRUE OR FALSE".



8

9. No amateurs are listed in the ranks of the "PRAIRIE VAGABONDS"; each performer on this attractive WLOF presentation is a finished and trained musician. Their choice of hill-billy music is their choice for the pure fun of it--and their listeners'.



10. The most nonchalant fellow on a recent "TREASURY HOUR" broadcast from NBC to WLOF is seen at the extreme right--Bing Crosby. Ricardo Cortes wanders across center stage, while announcer Larry Elliott studies his lines at left.



10



Another of the select and renowned artists heard on WLOF is **LAURENCE TIBBETTS**, Metropolitan Opera Star.

The Saturday afternoon WLOF-NBC broadcast of the famed Metropolitan Opera frequently features versatile **LILY PONS**.

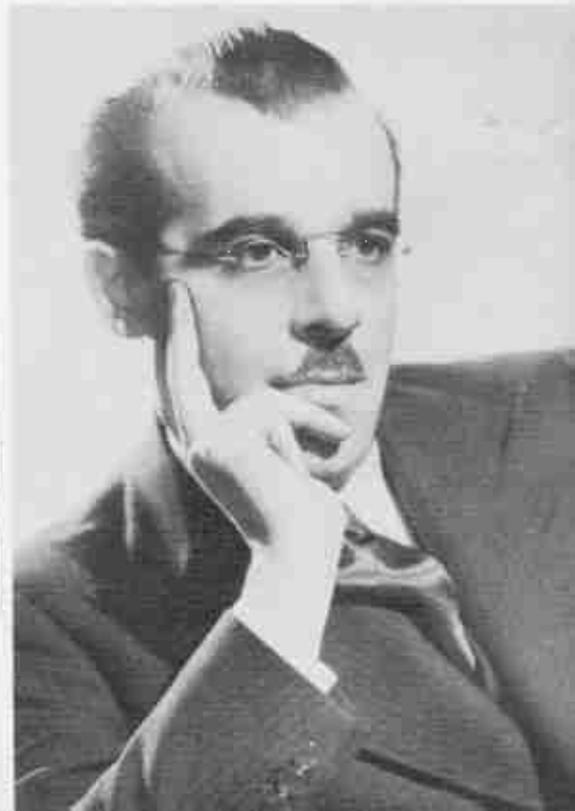
"COAST-TO-COAST ON A BUS", NBC-WLOF juvenile show, is partly a product of Milton Cross, dean of NBC announcers.



THE BREAKFAST CLUB crew settle down long enough for a photograph. At the left are The Escorts and Betty; Don McNeill stands at the microphone, center; on the podium is maestro Joe Gallicchio; at the right are Nancy Martin, Jack Baker and Evelyn Lynne.

MUSIC

Erno Rapee, popular conductor of the orchestra for the WLOF-NBC music treat, **RADIO CITY MUSIC HALL**.





Paul Laval, famed for his unique woodwind arrangements, and Diane Courtney, dark-eyed diva, contribute their talents to the amusing musical fantasy, "CHAMBER MUSIC SOCIETY OF LOWER BASIN STREET" on WLOF-NBC.



Right: The four young pianists who comprise NBC's amazing "FIRST PIANO QUARTET" on WLOF are Vee Padwa and Adam Garner, left and right in upper pictures, and Henry Holt and George Robert, lower pictures.



Noted negro quartet, THE SOUTHERNAIRES, is one of the unusual NBC programs provided for WLOF listeners.



Below: The first complete symphony to be formed purely for radio entertainment is the great NBC SYMPHONY conducted by Arturo Toscanini and numerous prominent guest maestros. This is outstanding amongst WLOF's many fine features.





Victor McLaglan and Edmond Lowe, old-time partners in war movies, meet again on the WLOF-NBC air stage as "CAPTAIN FLAGG & SERGEANT QUIRT", respectively.



A new series on WLOF from NBC is "ELSA MAXWELL'S PARTY LINE", featuring the astonishing combination of 190 lbs. Elsa and famed Graham MacNamee, one of the first popular announcers in radio.



A new serial, "INTO THE LIGHT", comes to WLOF dialers from NBC. Features are Theater Guild and screen stars Morris Carnovsky and Margo, leads in the surprising play.



Helping Uncle Sam, the cast of NBC's "PARKER FAMILY" drama gave defense bonds last Christmas. New York Postmaster Albert Goldman delivers them to Leon Janney (Richard), while Linda Carlon (Mother), Jay Jostyn (Father) and Mitzi Gould (Sister Nancy) look on.

DRAMA





Johnny Gibson (right) gets into character as "Doc" Felix, chauffeur and foil for "MICHAEL AND KITTY", the NBC serial whose name roles are played by Santos Ortega and Elizabeth Reller, shown at the left.



Right: Pretty Kay Campbell, former photographer's model, is both sight and sound interest as Normandie Manners on the NBC drama, "FLYING PATROL."



The principal characters in the ever-welcome story of "DAVID HARUM" pose for their picture. This is a happy addition to the NBC entertainment on WLOF.



Below: Milton Berle, Bob Crosby, Shirley Ross and Charles Laughton, the galaxy of stars on the NBC-WLOF variety feature, "THREE RING TIME."

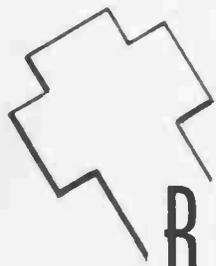




Dr. Harry Emerson Fosdick, conductor of the NBC NATIONAL VESPERS on WLOF.



"AFTERNOON MEDITATIONS" is a daily inspirational period on WLOF conducted by the Orange County Ministerial Association, of which Dr. Loys Frink (shown) is president. The minister of a different congregation is in charge of the program from week to week.



RELIGION AND EDUCATION

In addition to the religion and education features shown on these pages, WLOF furthers its policy in these two departments with broadcasts of the NBC programs "Raising A President", National Radio Forum, Foreign Policy Association, and the transcribed series on the United States Constitution, "Lest We Forget". Pictures were not available on all these subjects.

Because he loves to sing and knows Central Florida people like hymns, B. E. Purcell, Orlando merchant, organized a quartet of his employees for the WLOF "SINGING SALESMEN" broadcast. Mr. Purcell's program (he can be seen at the right of the group) is one of the oldest on WLOF.

Vigorous, meticulous, 79-year-old Dr. Walter Damrosch, sets a strenuous pace for his orchestra each time he mounts the podium to rehearse or present the fine musical-education feature, the NBC MUSIC APPRECIATION HOUR, heard on WLOF.



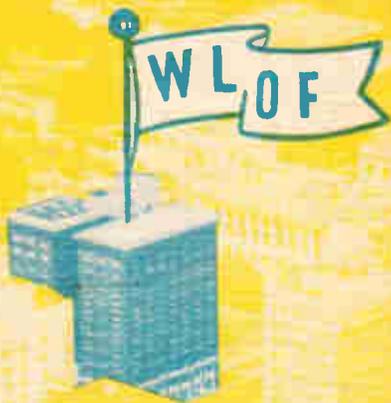
WLOF'S AIR FOR UNCLE SAM'S FLIERS



POST NEWS for the personnel of the Orlando Air Base is a regular WLOFeature conducted by two men who are qualified by both past and present experience. LT. E. F. QUINN, Army Air Corps pilot, right, was a Salt Lake City radio announcer before joining the service; SGT. C. G. SPAFFORD, left, was a popular night club "m.c.". Their program three times a week is directed to the boys at the Orlando Air Base.



The Barracks and Administration Buildings of Orlando Air Base of the United States Army Air Corps. This station has a personnel roster of some 2500 men, distributed a payroll of more than \$100,000.00 each month. These men, plus those at the Banana River Air Base, work, earn, play and buy within the WLOF area.



LOOKING INTO THE FUTURE WITH CONFIDENCE!

WLOF 107

THE FRIENDLIEST SPOT ON YOUR DIAL—1230