

Going Forward With Radio

As Presented by

W W O K

Flint

Michigan

1000 Watts • 1470 On Every Radio Dial

A Message From
the Management and Staff
of WWOK.



WWOK

DROHLICH BROS.
SAGINAW AT EAST SECOND AVENUE

1000 WATTS FULL TIME
FLINT 3, MICHIGAN

Dear Listener:

The staff and management of Radio Station WWOK is indeed happy to present this Album as an introduction to Michigan's Most Powerful Full Time Independent Radio Station.

WWOK is a part of our community and every member of our staff plays an important part in the community and civic life of Flint and Eastern Michigan. We recognize as a pleasant task our duty to entertain you and to keep you well informed of all phases of community activity. It is our purpose, in the operation of WWOK, to reflect your desires and to broadcast in accordance with the highest traditions of the radio industry.

Within these pages you will find many pictures of well known radio personalities, both local and national. You will also find pictures of our community, its industry, churches and institutions. You will find pictures of those of us at WWOK who are continually working in an effort to bring you more enjoyable radio programs.

We hope this Album will further personalise friendship between WWOK and its listeners.

Please accept the good wishes of the management and staff of Radio Station WWOK.

Sincerely yours,

Robert F. Drohlich
DROHLICH BROTHERS

Compliments Of:

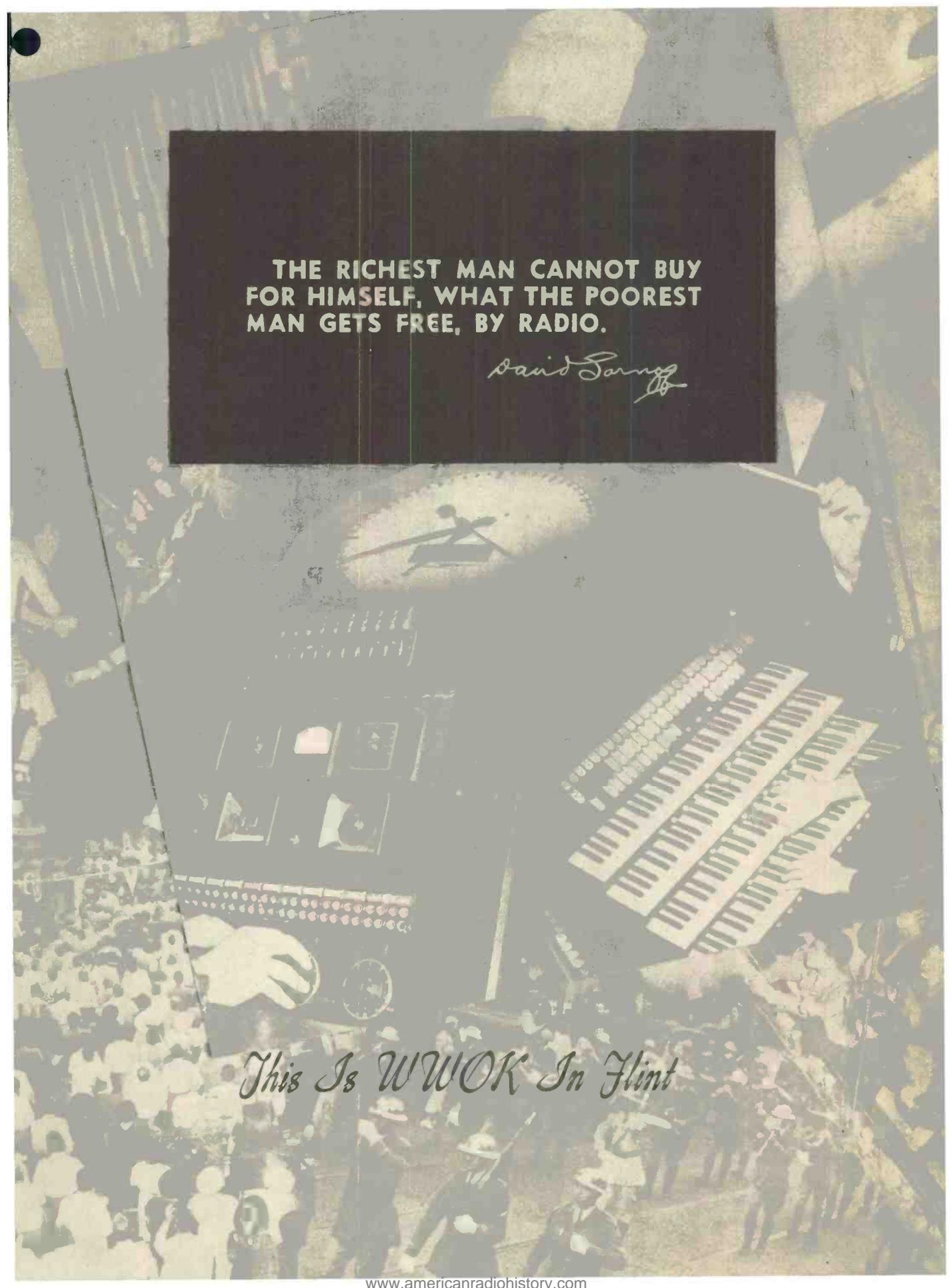
Independently Owned and Operated
By The Drohlich Bros.

Copyright 1947, by National Radio Personalities, publishers,
Peoria, Illinois — Litho. in U.S.A.

This brochure compiled and edited by Thomas B. Tull,
Editor, National Radio Personalities.

Photos by Baldwin-Chase, Flint.

Photos of Flint, courtesy Flint Chamber of Commerce.



THE RICHEST MAN CANNOT BUY
FOR HIMSELF, WHAT THE POOREST
MAN GETS FREE, BY RADIO.

Said George

This Is WWOK In Flint

TELEVISION



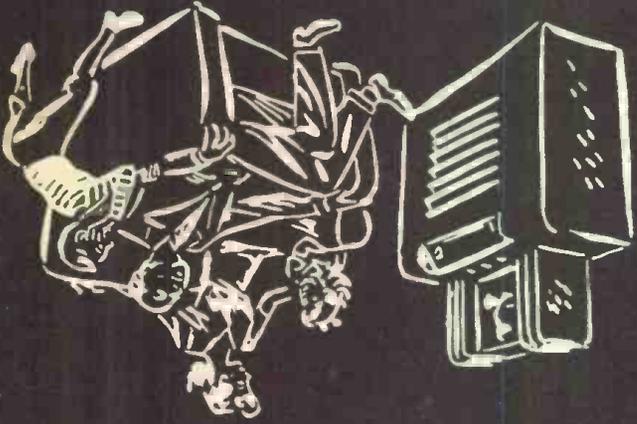
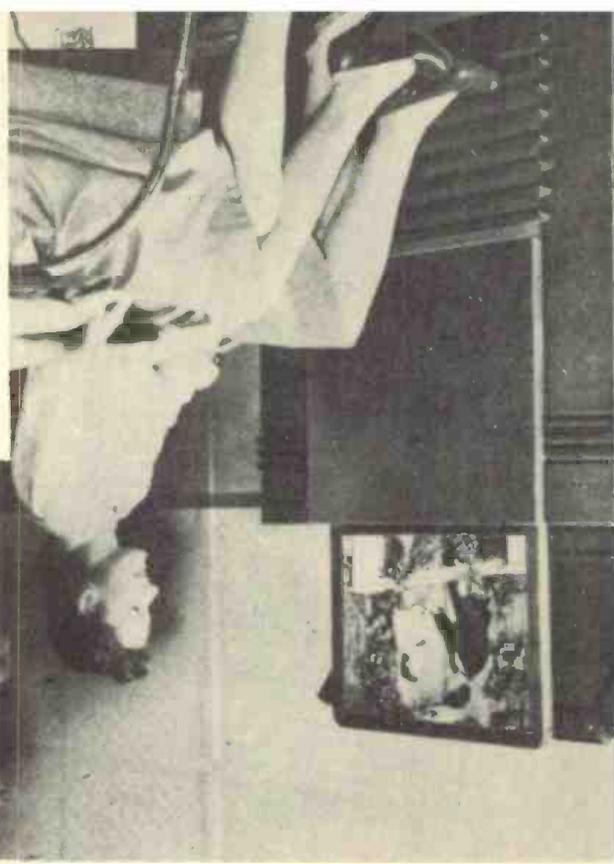
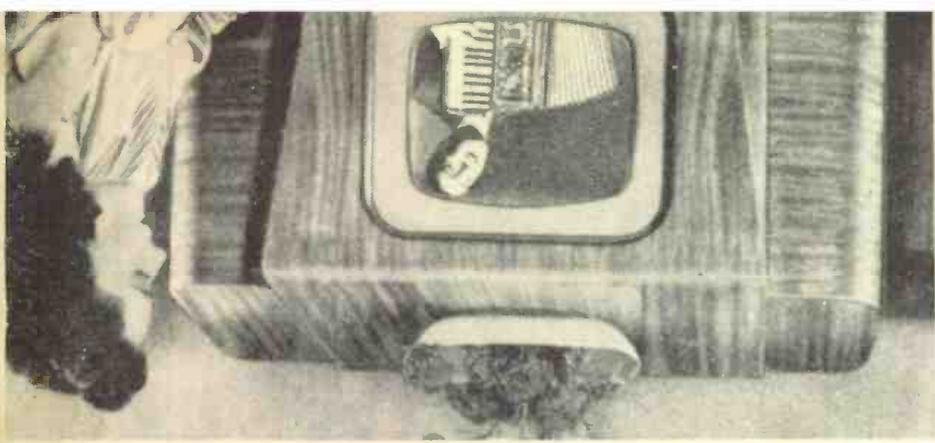
For more than 60 years scientists have been striving for means of seeing events remote from the observer. The scanning disc was invented by Paul Nipkow in 1884. The basis for all modern electronic television was described by Campbell Swinton in 1911, but it took years of work before this system produced a picture. Philo T. Farnsworth invented the "image disector" and Vladimar Zworykin invented the Iconoscope. These two inventions became the eyes of television cameras.

In the early 1920's, experiments by John Baird in England and C. Francis Jenkins in this country, brought successful transmission of low definition pictures. RCA erected a television transmitter in 1928 and on January 16, 1930 showed television pictures on a 6 foot screen, as transmitted from the studio.

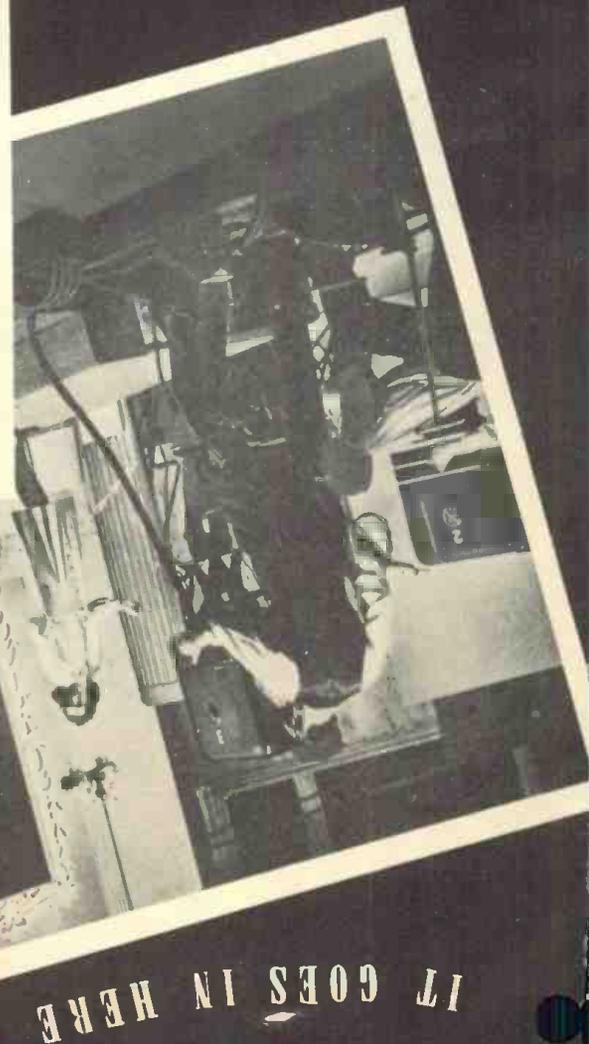
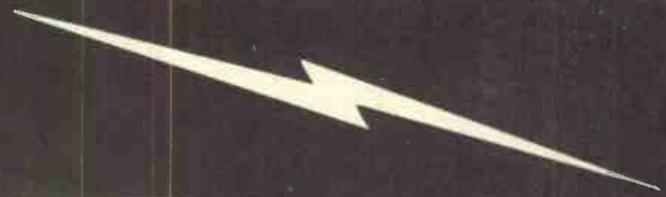
The long awaited debut of television finally took place April 30, 1939 when President Franklin D. Roosevelt's speech opening the New York Worlds Fair was telecast.

There are now approximately 70 television studios in the United States, with over 400 licensed for construction and several hundred more with applications before the Federal Communications Commission. The number of television sets being manufactured for home use is increasing every month and it's expected that, within the near future, everyone will be seeing as well as hearing his favorite radio show.





AND COMES OUT HERE



IT GOES IN HERE

"Transition in Communication"

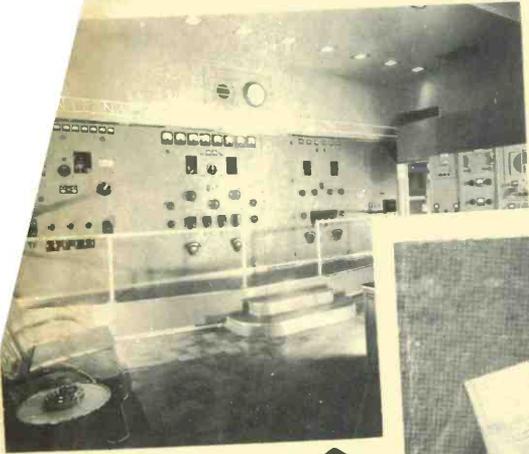
The earliest form of communication:

Sailors wig-wagging with semaphore signaling.



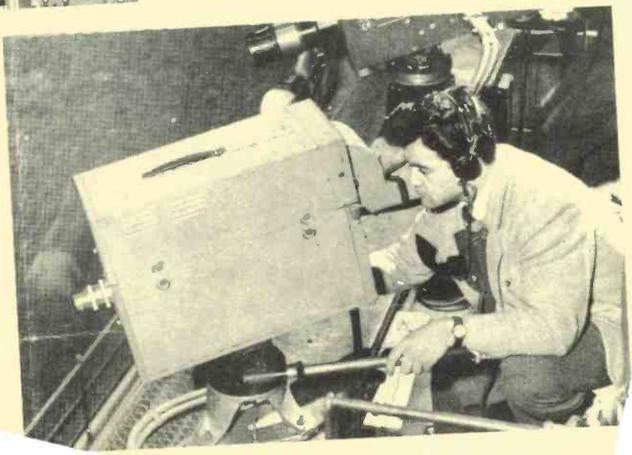
U.S. Navy Photo

Marconi, the man that made the SOS possible.



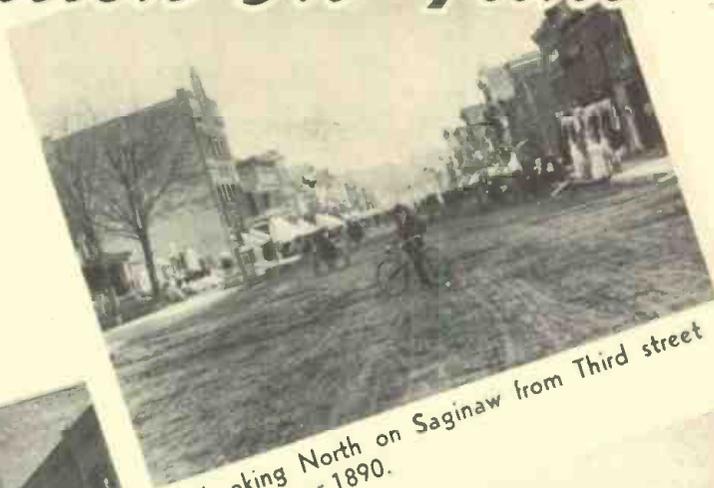
Modern communication around the globe.

Now sight communication is possible with Television.



"Transition In Flint"

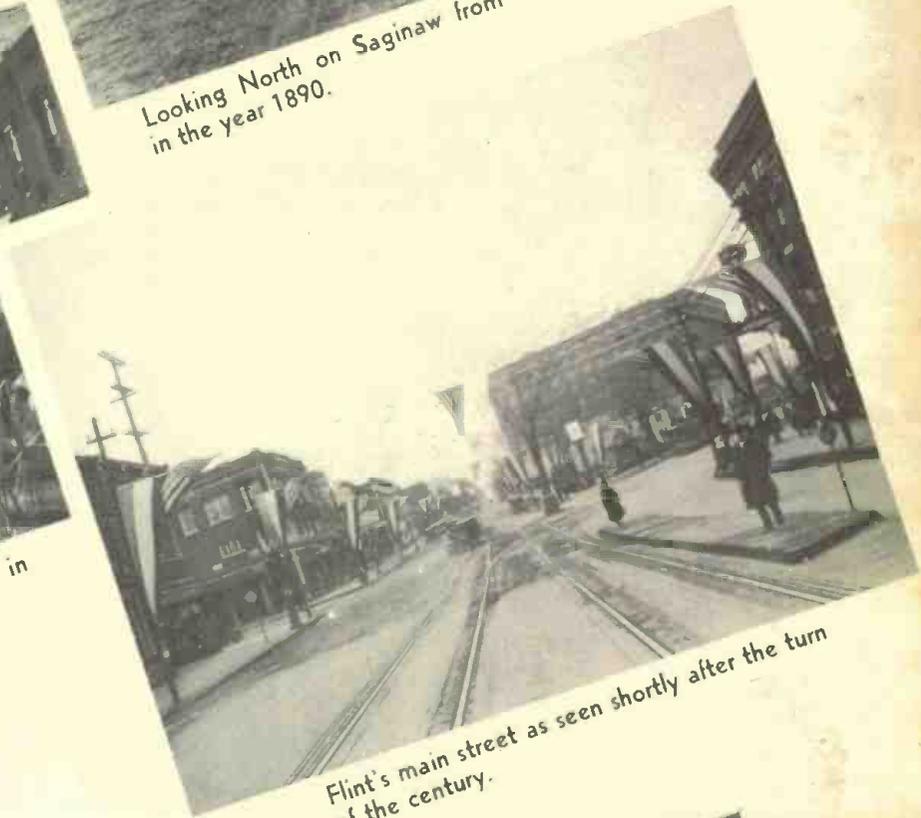
Here may be seen over a half of a century of development in the "Vehicle City". From the village where the first automobile was manufactured has grown Michigan's second largest industrial city.



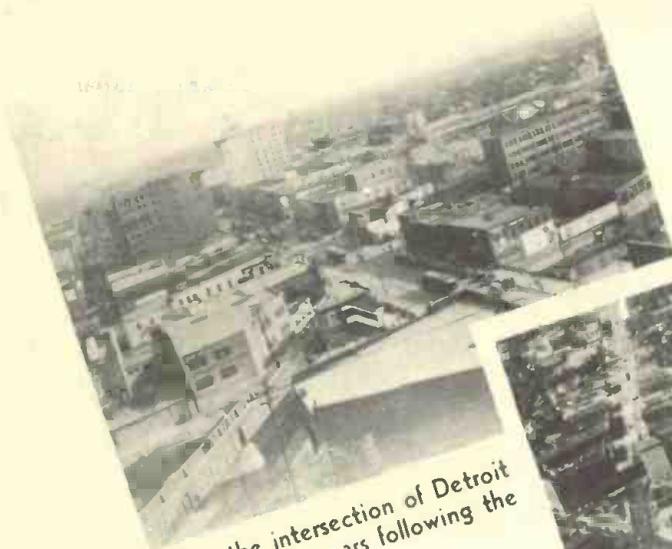
Looking North on Saginaw from Third street in the year 1890.



The downtown district of Flint as it looked in 1894.



Flint's main street as seen shortly after the turn of the century.

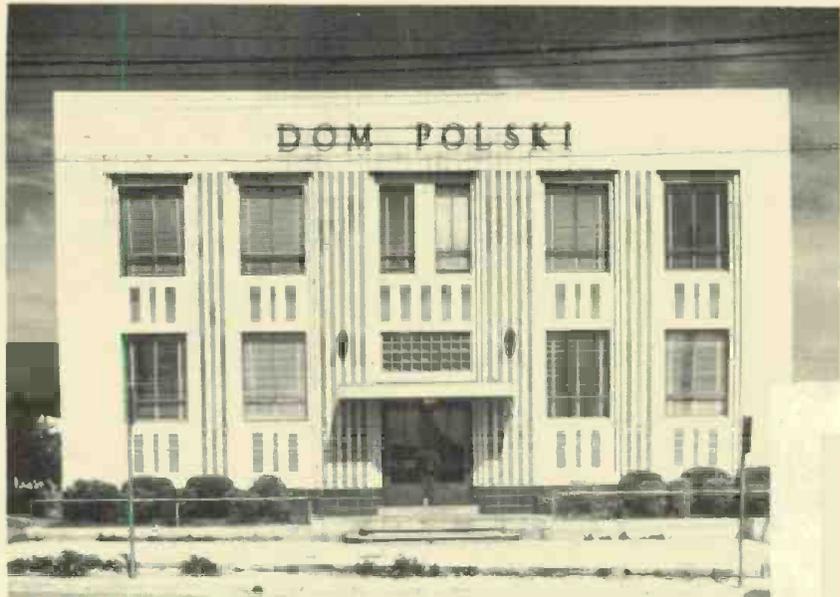


Looking North from the intersection of Detroit and Saginaw streets in the years following the first World War.



An aerial view of Flint as it looks today.

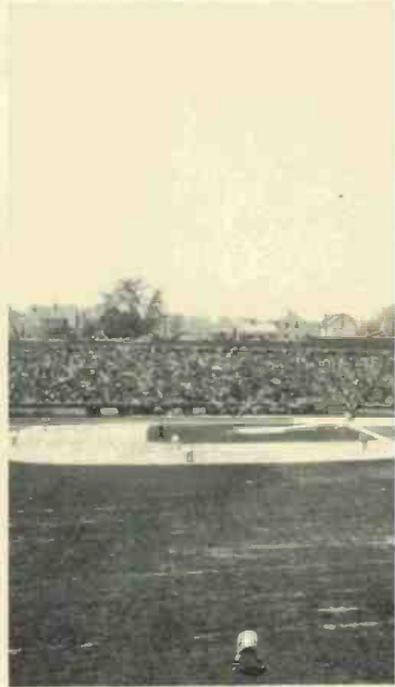
Flint...



Dom Polski.



Hurley Hospital.



Atwood Stadium.



Burroughs Park.



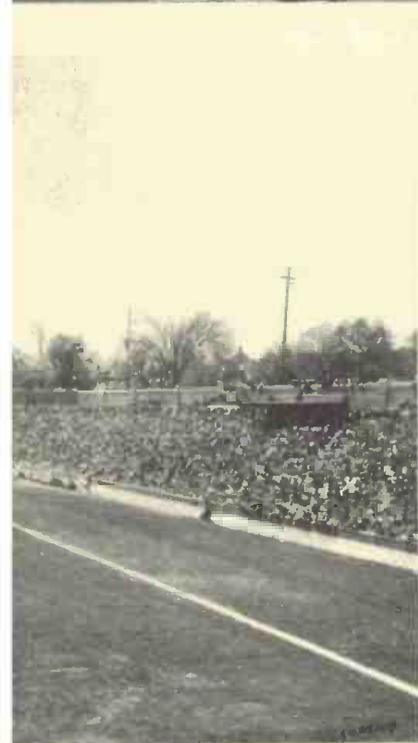
St. Joseph Hospital.



Haskill Park.



Post Office Building.



Industrial Mutual Association Auditorium.

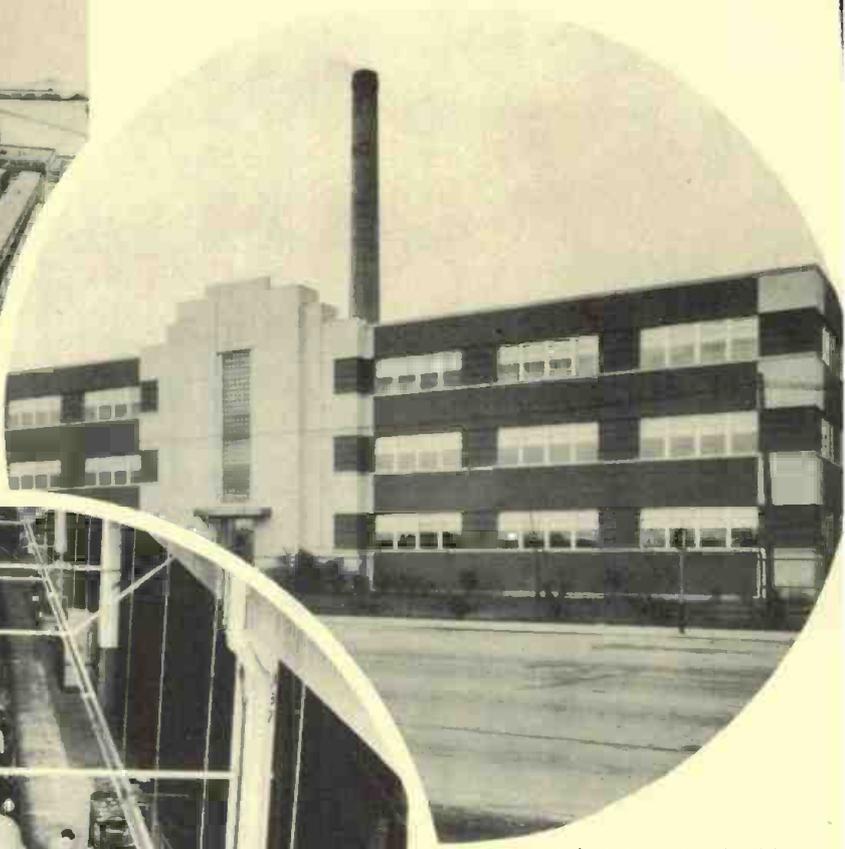


Michigan School for the Deaf.

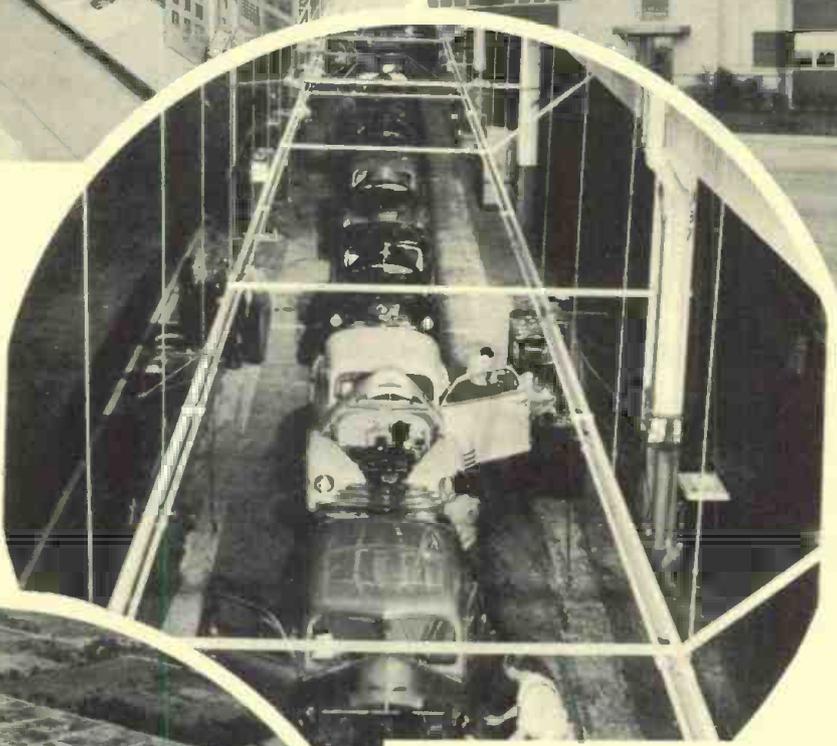
Home Of WWOK



This is an isometric view of the AC plant.



Administration building of AC Spark Plug division on Dort Highway.



Some notion of the spaciousness of the new Chevrolet Assembly plant may be gained from this view of one of its three final assembly lines.

Home of
Buick, Chevrolet,
Fisher Bodies, Du Pont,
General Foundries, AC,



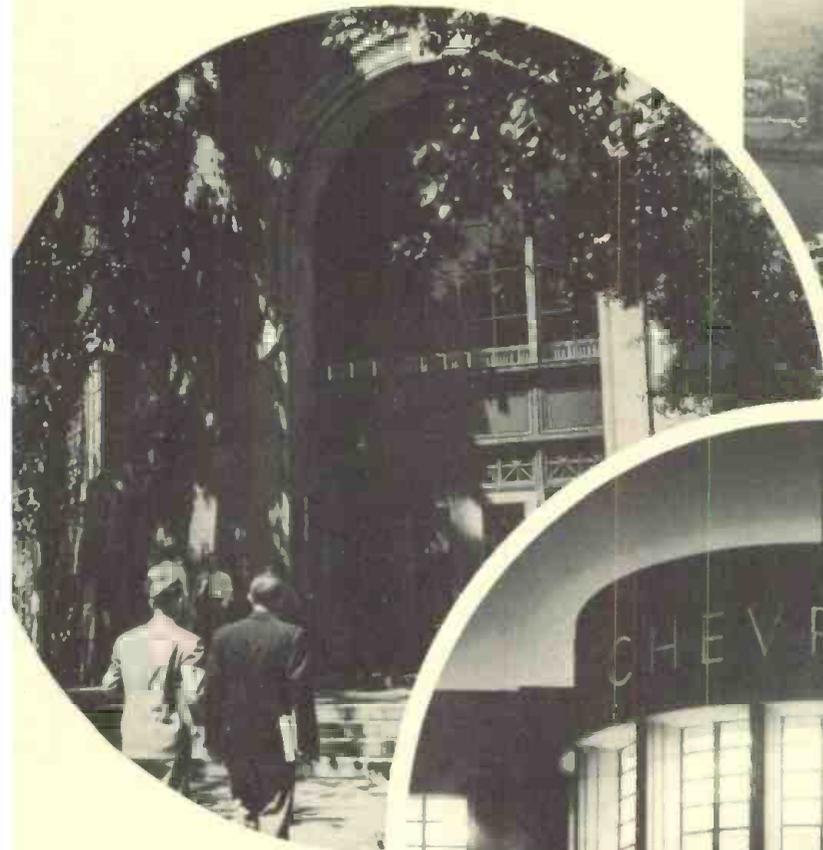
Aerial view of Fisher Body plant Number One.



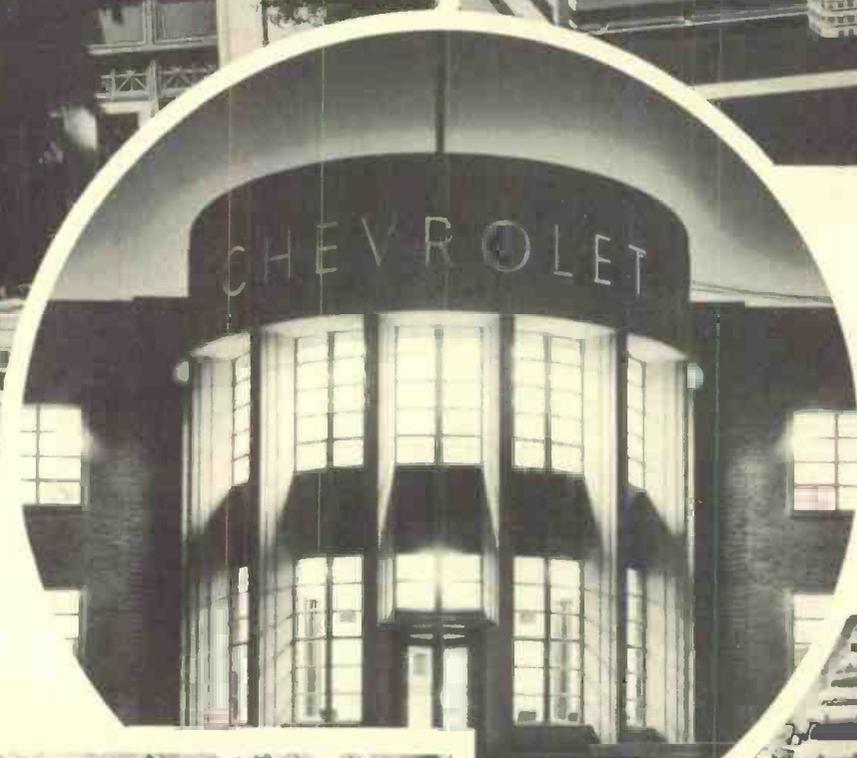
Final inspection of bodies in one of Flint's many automotive plants.



An aerial view of the new Chevrolet plant.



The entrance to General Motors Technical school.



Strikingly handsome is this night view, the main entrance of the new Chevrolet Assembly plant.

Palace Trailer Coach, Marvel-Schebler Carburetors and WWOK.



Here the bodies at Fisher Plant Number Two get a final metal finishing.



1947 Buicks rolling off the assembly line.

*Manager
Director Of Sales*

Robert A. Drohlich is general manager and director of sales of Radio Station WWOK. He entered the broadcasting field at the age of 21 and at that time became the youngest individual in broadcasting to be licensed as the owner of a radio station. Through his many years of experience in broadcasting he has gained a keen insight of station management and sales promotion.

Aside from the interruption of the war, Mr. Drohlich has devoted his full time to radio activities. Immediately following the war he entered the field of public relations and radio production. During that time he produced many programs for national networks and independent stations including productions that reached a new record in station acceptance for public service broadcasts.

In addition to the operation of WWOK, Mr. Drohlich has taken active participation in the construction of several other radio outlets and has devoted much of his time aiding veterans in entering the radio industry.

As manager of WWOK the intricate job, coordinating broadcast activities, has become his responsibility.



*Co-Manager
Director Of Programming*

Albert S. Drohlich started his career in the journalistic field as advertising manager of a chain of mid-western department stores. In the late thirties he became co-owner of Radio Station WWOK and since that time has devoted many years in the broadcast field.

Serving with the Army Air Forces in World War II he not only saw action in many theatres of operation but was cited for valor during the air offensive over Europe. During the more than three years of service, in addition to his combat activities, he contributed much toward the entertainment of the troops with his work with the Armed Forces Radio Service.

As Co-Manager and Director of Programming of WWOK, Mr. Drohlich has proven his ability and understanding of the desires of the listening audience. A tribute to his public service rendered in broadcasting is the many awards and commendations received from both private and governmental organizations.

In addition to the program activities of WWOK the numerous public service and special events programs of WWOK are originated and directed from the office of Mr. Drohlich.



Introduce Our Staff

"Announcers"



KURT SAUNDERS



DOUGLAS WOODY



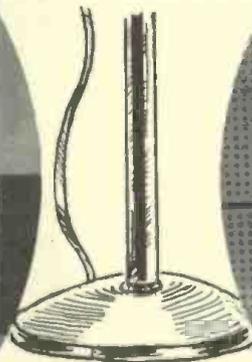
ARTHUR MALNECHT



DICK HEITZNER



JACK TOEPP



Commercial Department

BELOW: ARTHUR J. SIMPSON, born in Detroit, Michigan, has been affiliated with WWOK's Commercial Department since its inaugural broadcast. ART is a graduate of G.M. Tech., was a member of the famous All-State Interlocken Orchestra, is married and has three children. Quoting ART, "Next to being with my family I enjoy bringing in contracts most."



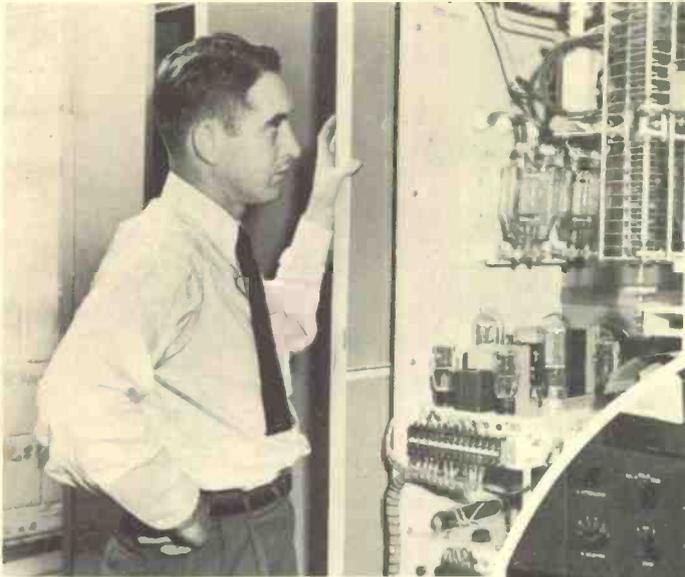
RIGHT: ELAINE COMBS, the only woman member of the WWOK Commercial Department and one of the few in the country is a native of Flint. She has participated in radio work since she was sixteen, is editor and coordinator with WWOK's Shopper's Guide programs.



ABOVE: RALPH DAWSON, a native of Flint, is active in both social and fraternal organizations. Like every member of the WWOK staff, RALPH is a veteran of World War II.



Engineering Department



ABOVE: CHARLES SPURLING, Chief Engineer at WWOK, is shown inspecting a portion of the complicated mechanism comprising the station's modern transmitter. SPURLING in addition to commercial radio, was in charge of Army communications at several outposts in the Pacific during World War II.

EDWARD CHRISTIANSEN is pictured tuning the station's three towers from one of the many units located in the transmitter building. Christiansen served aboard ship as a radio engineer for the U.S. Navy during the war. Married, Ed says, "Radio plays second fiddle only to my wife."



LEFT: EDSSEL FORSYTHE is shown at the streamlined control panel in the WWOK studios. Forsythe is a graduate of Radio Electronic Television school and served with the Army Air Forces in the capacity of a radio engineer in France, England and Germany.

Its 1470 On



JACK TOEPP, WWOK Sports Director, is one of Michigan's top sports announcers. He began his sports career as a Golden Glove pitcher, participating in the State's top baseball teams. In addition to being heard on five star sports final, Toepp broadcasts accounts of the city's football, basketball, and bowling events. As a hobby, he finds great satisfaction out of working and turning youth into recognized athletes.

For Sp



JOHN W. VANDERCOOK, Commentator of the "Air Age News of the Day" program heard daily over WWOK, boards a TWA Constellation bound for one of the many trips to Europe and other parts of the globe for on-the-spot broadcasts. His clear concise interpretation of world news has won him favor with WWOK listeners.



Every Radio Dial

s considered
Jack began
boxer, later
and basket-
lightly on his
play-by-play
, basketball
pp receives
ilding Flint's

News...



ARTHUR MALNECHT of the WWOK News Bureau, may be heard each evening on the day's round-up of world, state and local news.



Compiling and editing the news you hear daily on station WWOK is the task of DICK HEITZNER. WWOK presents intelligent and unbiased reports of the news from the four corners of the globe every hour on the hour, 18 hours each day.

Always Good Music On



THE DOWN HOMERS.



ARTHUR FIEDLER.



THE GALLI SISTERS.



EVELYN KNIGHT.



THE LITTLE GIRLS.

The W.W.O.K. Airwaves



VICTORIA CORDOVA.



DEEP RIVER BOYS.



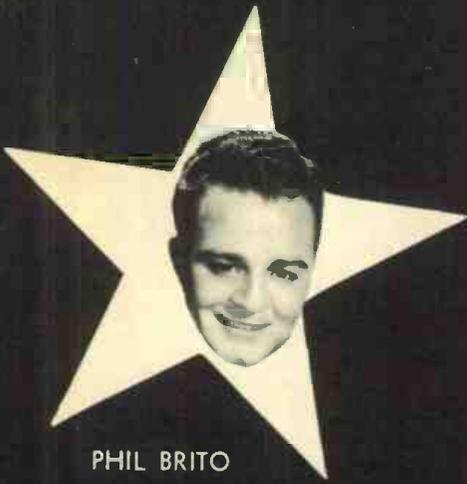
CHARLES MAGNATE QUARTET.



D'ARTEGA.



ART MOONEY AND HIS ORCHESTRA.



PHIL BRITO



ELLIOT LAWRENCE



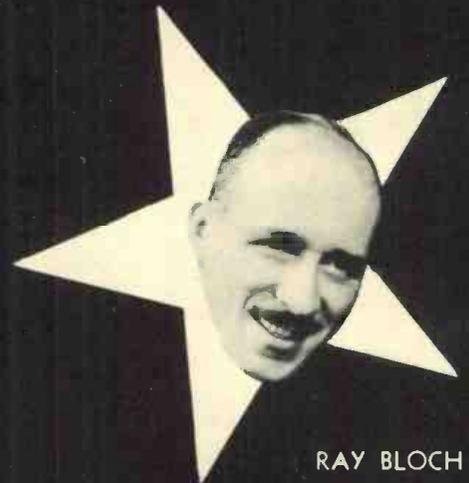
LANNY ROSS



TED DALE



HARRY HORLICK



RAY BLOCH

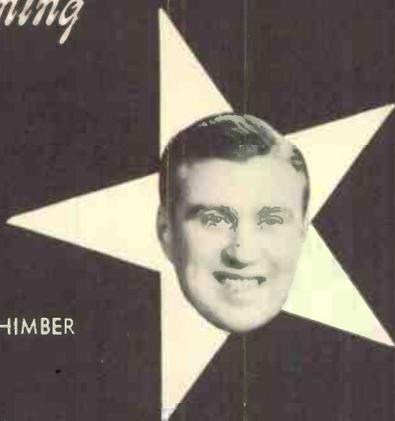


SYLVAN LEVIN



ALFRED ANTONINI

Stars Are Shining



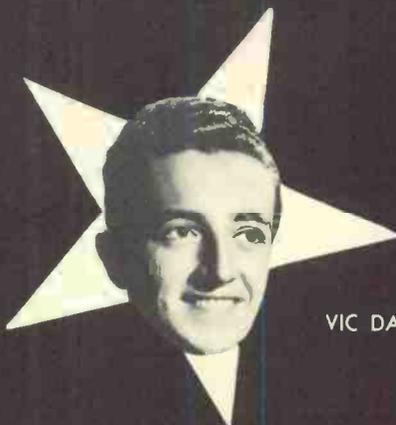
RICHARD HIMBER



LANSING HATFIELD



MINDY CARSON



VIC DAMONE



DOC HOPKINS



GEORGE TOWNE



AL GOODMAN



JUDY MARTIN



At 10 o'clock every evening all central Michigan listens for "Hill-Billy Hit Parade," featuring ART (left) and DONALD. Art appears perplexed. Could it be that Donald is contemplating a show of his own?



Never too early for central Michigan to welcome BUD DAVIS and his "OK Ranch Party" into their homes. Featuring Western and Folk



JOSEPHINE, her Hammond electric organ and her orchestra is heard on one of WWOK's many popular remote broadcasts.

Musical Features



music, the boys are always ready to help you start the day with a smile. Quote Bud Davis, "Drop us a card or letter."



"It's confoozin' but amoozin'," says KURT SAUNDERS, popular discjockey on the show "Jive-2-Five" heard every afternoon over WVOK, as he surrounds himself with your letters of request and your favorite recordings.



When WVOK leaves its studios for one of its many nightly remote broadcasts you often hear music from Flint's newest night spot, the "Skyline Club."



Governor Kim Sigler was one of Michigan's notables who welcomed WWOK on the air during its inaugural broadcast.



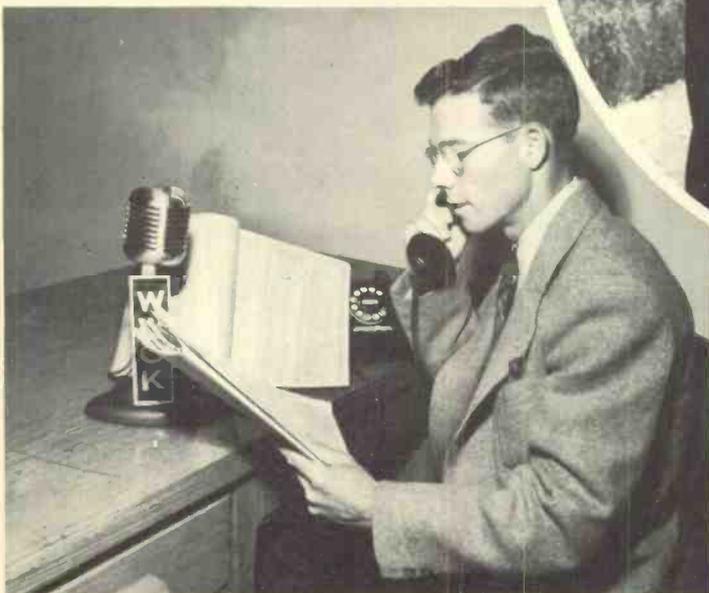
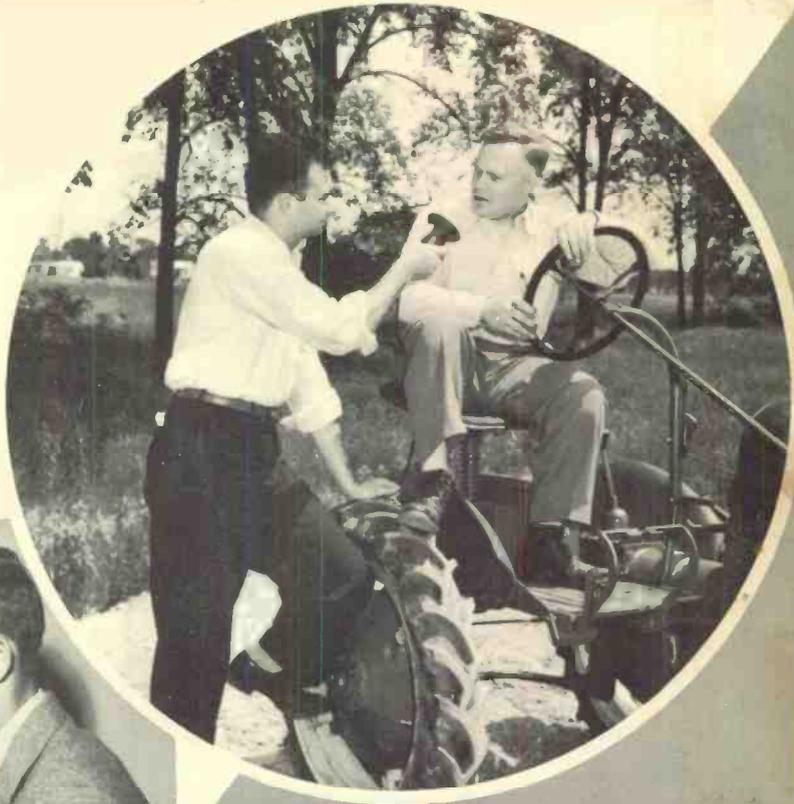
The Michigan Unemployment Compensation Commission is on the air each Saturday morning as a public service feature over WWOK. Shown at right during a typical broadcast are: (L. to R.) Thomas Tomoskovich, Veterans Counsellor, M.S.E.S.; Charles Bothwell, principal Claims Examiner, M.U.C.C.; Robert Shepardson, Veterans Employment Representative, M.S.E.S.; R. C. Adkins, Manager, M.S.E.S.



DOUGLAS WOODY, popular man on the street reporter, interviews a group of mid-day shoppers in downtown Flint. There's never a dull moment when WOODY starts passing out certificates for valuable awards.

gram Features

The WWOK microphone moves to Flint's outlying districts to bring first hand information from the farm front.



"Number please." Listen for your phone to ring when the WWOK "Money-Maker" calls and says, "I have money for you in the jackpot today."

The lad in the picture above has evidently been listening to WWOK's "Sportsman's Guide," the daily program which, during the summer, devotes much of its time to telling Michigan Anglers where to hook their favorite fish.



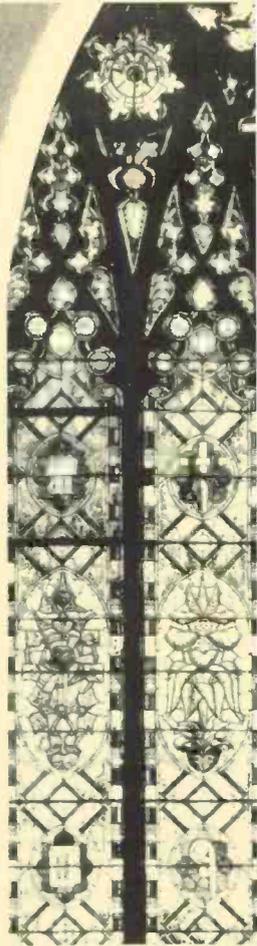
Messages Of Faith-Into



The First Church of Christ Scientist



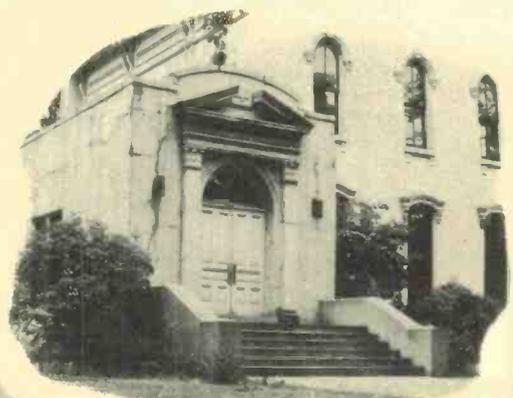
Rev. C. C. Watkins of the St. Andrew's



The diversified religious programs broadcast by Radio Station WWOK, are presented for the inspiration of listeners of all faiths. All religious programs interpret the dignity of service

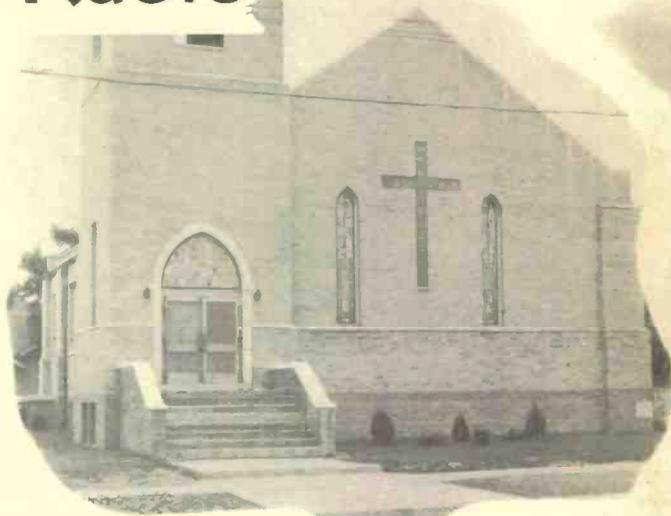


St. Michael's Catholic Church

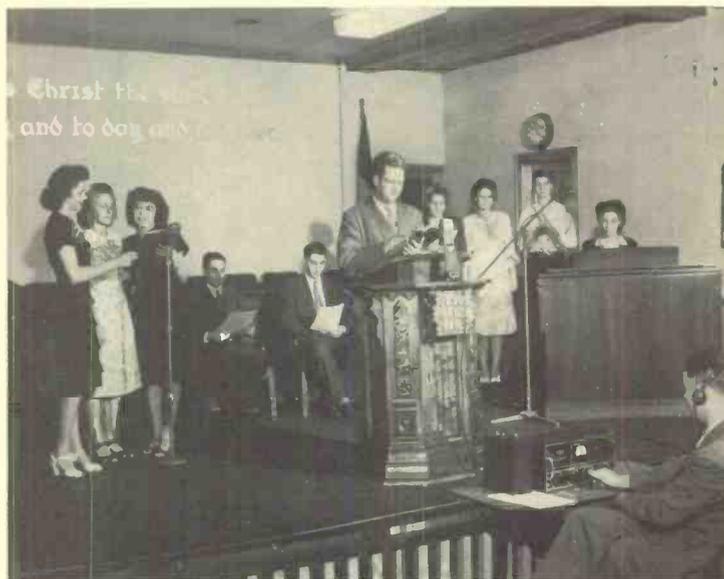


The Temple Bethel

Your Home-Via Radio



South Baptist Church



Rev. M. A. Jollay of the Riverside Tabernacle

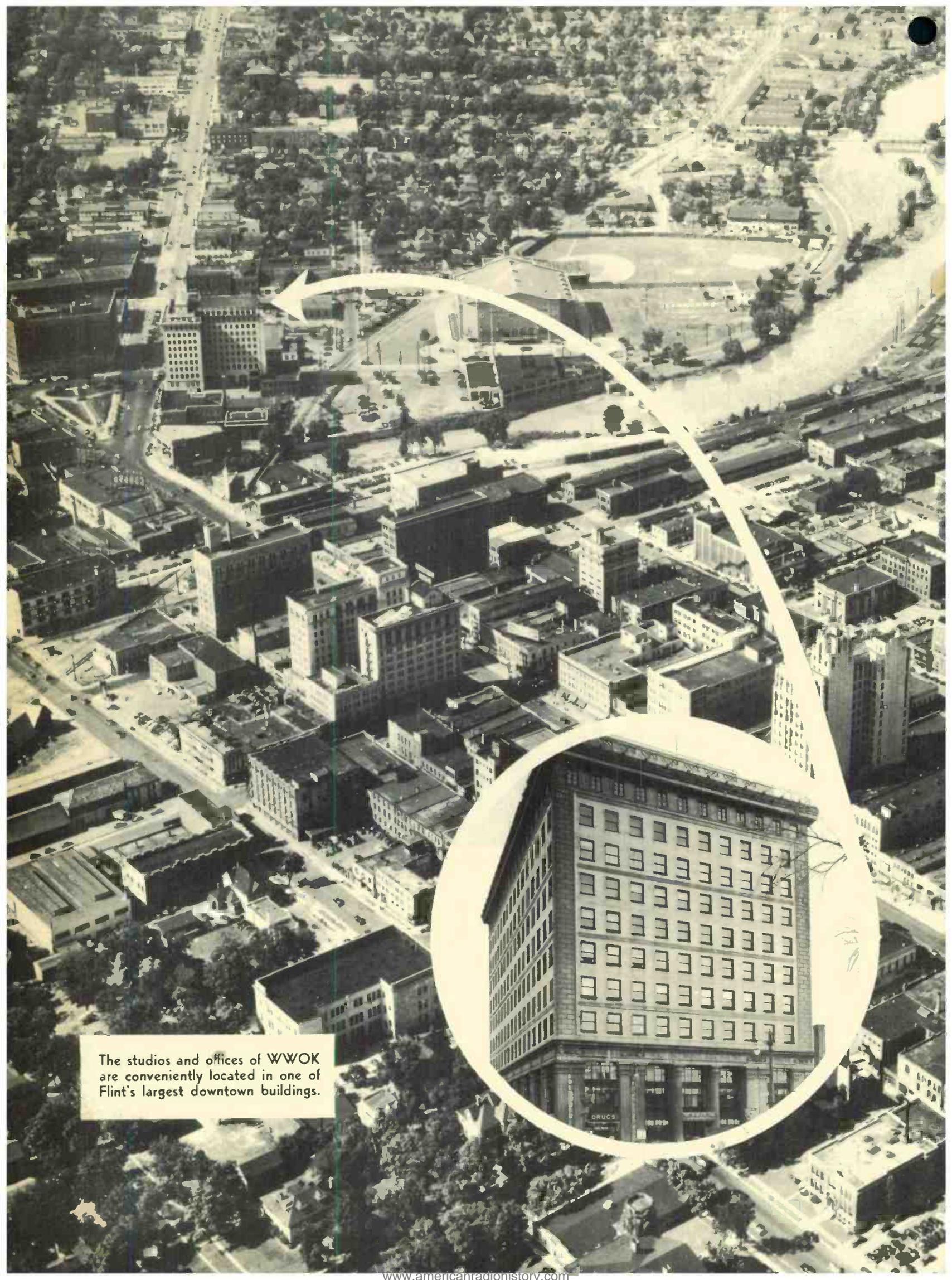
and the wide scope of understanding covering the creeds of many churches. Services are broadcast so that listeners unable to attend their own church may enjoy the full meaning of the Sabbath.



Court Street Methodist Church



First Presbyterian Church



The studios and offices of WWOK are conveniently located in one of Flint's largest downtown buildings.

R A D A R

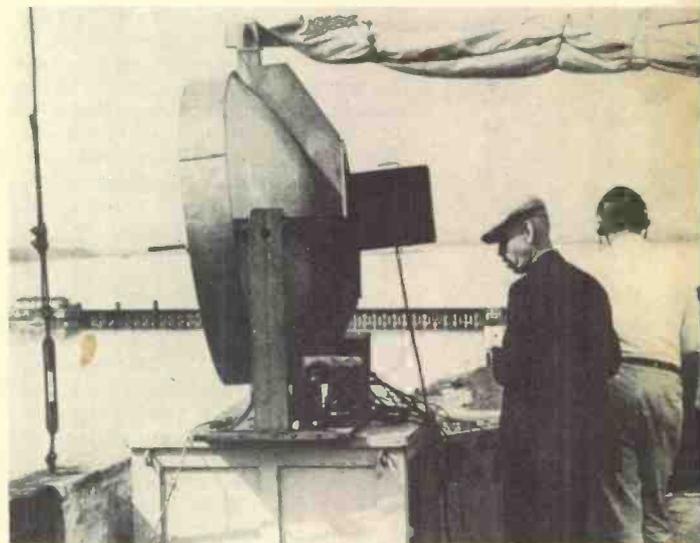
THE SILENT WEAPON OF WORLD
WAR II . . . TO BE ADAPTED
FOR PEACETIME USE . . .

An electronic 'eye' apparently developed independently by U. S., British, French and German scientists in the 1930's, radar owes much of its rapid growth to the advent of war. First used in detection of surface objects in the near-distance under conditions of poor visibility, radar's range and versatility were quickly extended to provide long-range detection of airborne as well as surface objects, accuracy in fire-control, safety in navigation and identification of distant or unrecognizable planes and ships. To radar goes much of the credit for England's doughty defense in the dark days of the 'blitz'; and much of the credit for 'lighting the road' to Berlin and Tokyo.

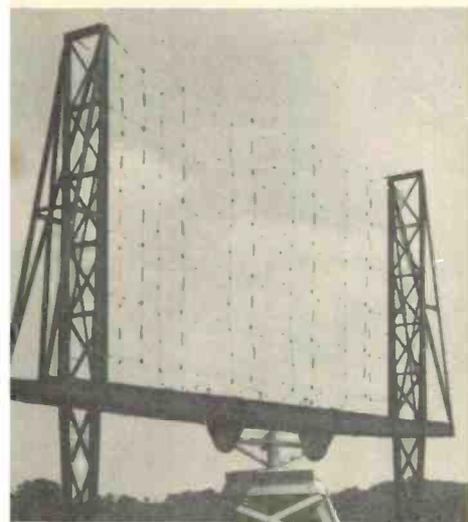
.. Scientists have made great strides in converting the principles of radar to peacetime uses—with the extent limited only by the field of imagination.



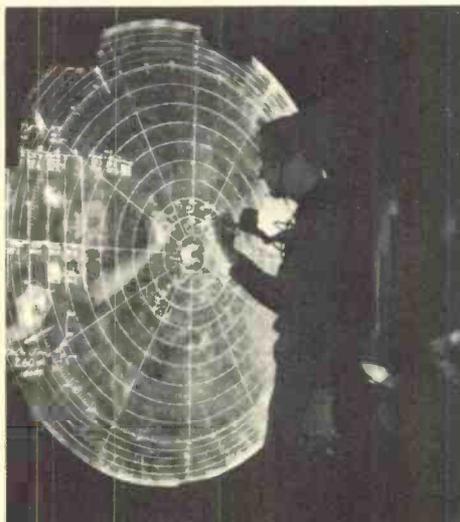
Five-man Army radar crew in Italy track approach of enemy planes.



Prelude to the first test of radar, experimental work on the roof of the Naval Research Laboratory in Anacostia, D. C.



The antenna of the first complete radar, installed 'topside' a building at Naval Research Laboratory in Anacostia, D. C. It is mounted so that it can be turned to allow for around-the-compass search.



Information provided by radar's electronic eye is marked down on vertical chart in radar plot room aboard aircraft carrier. Behind the transparent chart, other men chart other aspects of incoming information.



Symbolizing close tie-line of communications between aircraft carrier and plane supplied by radar, photo shows Navy Avenger speeding past Essex-class flattop with latter's radar antenna outlined against the sky.

HOW IMPORTANT IS YOUR RADIO?

The number of American Radio Homes is proof enough of the worth and convenience of American Radio programming. In many cases a radio in the home today has become a necessity rather than a luxury.

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

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

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

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

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

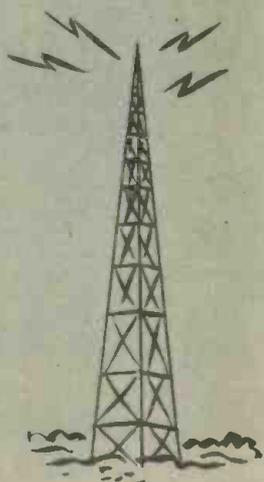
- 35,878,000 have Cooking Facilities
- 33,998,000 **HAVE RADIOS**
- 33,356,000 have Electric Lighting
- 29,543,000 have Running Water
- 25,953,000 have Flush Toilets
- 24,587,000 have Bathtubs
- 18,188,000 have Central Heating

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

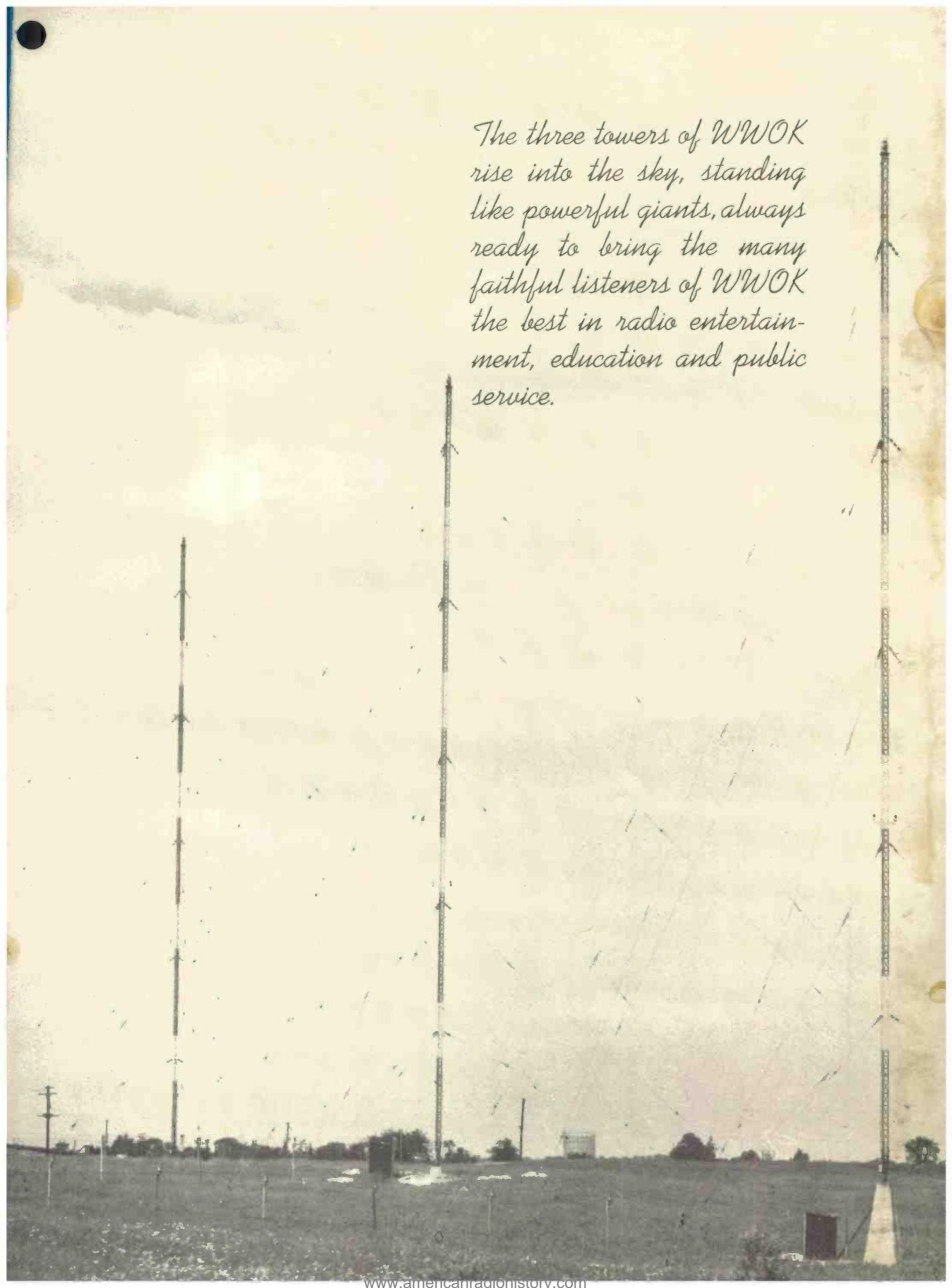
The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

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

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



The three towers of WWOK
rise into the sky, standing
like powerful giants, always
ready to bring the many
faithful listeners of WWOK
the best in radio entertain-
ment, education and public
service.



Michigan's Most Powerful

W W O K

Full Time Independent Station