

wbns

Personalities

C O L U M B U S . . . O H I O . . . 1 9 3 9

Mrs. Burna Borghese
Compliments
Jay R. Dick & Co.
51 N. High St.

WBNS, INCORPORATED

C.B.S.

Columbus, Ohio

1430 Kc.

The business of radio — our business — is based upon public service. We at WBNS, are striving constantly for improvement, so that your listening habits will always include us. We know that our success depends upon the way we continue this public service for you and it is to that continuation we dedicate this book of WBNS Personalities.

Cal Borel

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NATIONAL RADIO PERSONALITIES, INC.
Peoria, Illinois
Litho. in U.S.A.



Studios

Modern radio broadcasting studios present a technical as well as a decorative problem: The placement of each rug and window drape must be considered to provide sufficient absorption or deflection of sound waves. The attractive studios of WBNS are the result of the best possible expert design, so that our listeners may realize the finest quality of instrumental or vocal tone.



R. A. BOREL, Vice-President and General Manager.

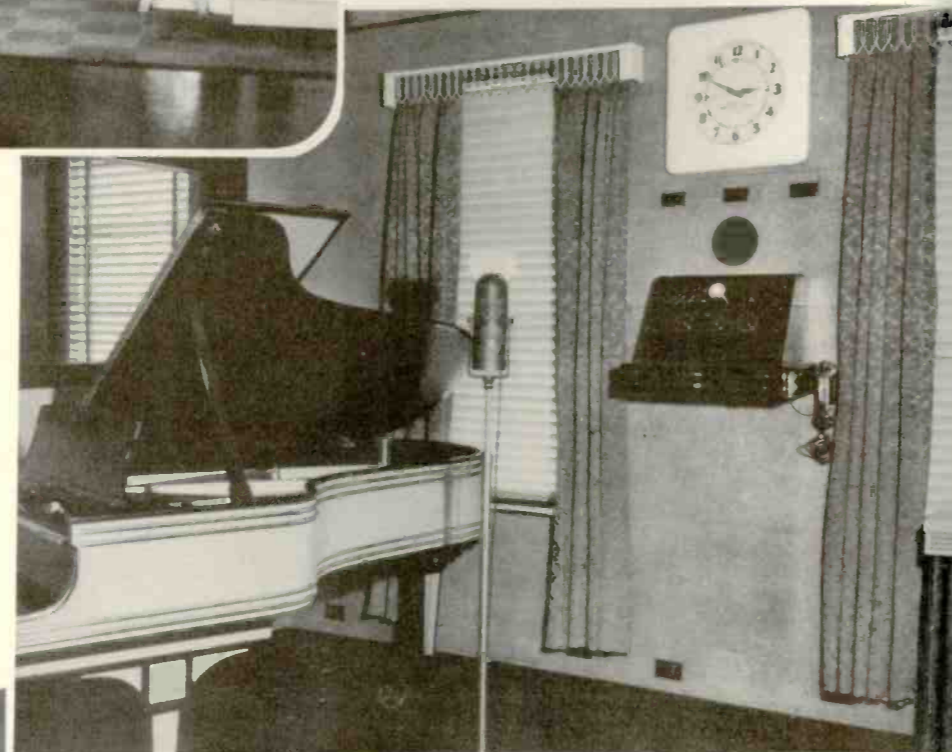
The 33 year old manager of Columbus' leading radio station toots a trumpet for relaxation . . . the same trumpet that introduced him to radio as early as 1924. Upon graduation from O.S.U. as a Bachelor of Science in 1930, Mr. Borel joined the Credit Department of the Ohio National Bank, remaining until 1933, when he was appointed to his present post. He started working as Cost Clerk and became Assistant Purchasing Agent for an Erie, Penn. company when he finished high school. Three years later he entered O.S.U. In addition to proficiency with a trumpet or valve trombone, Dick Borel can turn out very fine specimens of the culinary art.



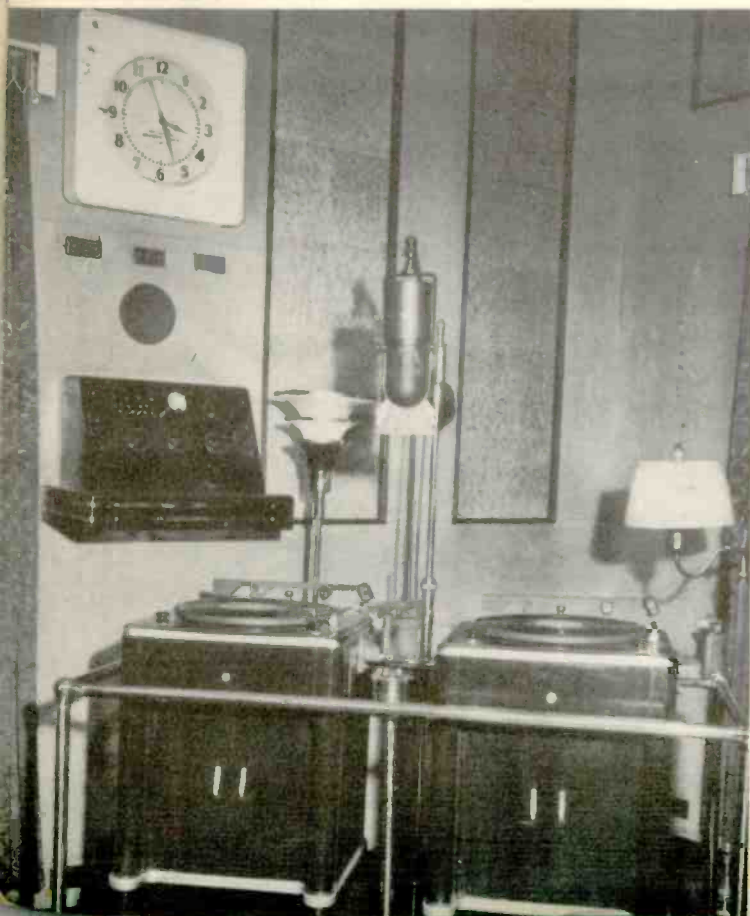
Above
STUDIO "A" is gracefully spacious. The console of the studio pipe organ is at the right, with the double plate-glass window into Studio "B" and the Observation Room on the left.

Right
STUDIO "B", a corner of which is shown here, accommodates smaller broadcasts and speaking programs. The instrument panel beneath the all-important clock is for studio control of programs, if necessary.

Below
STUDIO "C" is the setting for transcription programs. The two reproducing machines shown are equipped to play all types of transcriptions. It is from this point that you hear "This is WBNS in Columbus".



Below
The office of Manager R. A. Borel. In this setting the policies of the station are discussed and determined in conference with department heads. Simplicity here accounts for the efficiency in the station's operation.



Left
W. I. ORR, Sales Director, has worked strenuously for "over thirty" years to overcome what he claims to be "laziness". Now, he wants to retire at 60 and travel. His happiest moments are when he hitches his trailer behind his car, and heads for fishing grounds. Has two daughters: 13 and 6.



Executive Personnel



JACK PRICE, Program Director.
 Jack Price is a pretty much "down to earth" sort of fellow. In fact, at O.S.U. his favorite course was Geology . . . and his hobbies are gardening and fishing . . . and he likes pitching horseshoes. Jack started radio in Columbus at WCAH, went to WRC, Washington, D. C., and worked west through Erie, Pennsylvania to wind up at WBNS in 1933. He wanted to write for a living, so the first step was to begin . . . and radio asked him in. Now, he still likes writing in addition to his duties of managing all programs heard from WBNS, but he has three other interests: Mrs. Price, Jackie, 9, and Johnnie, 3.

Below
JIM YERIAN, Promotion Manager, started as announcer and became Chief Announcer, but seldom is heard on the air because of promotion duties. As one-time art director at Lazarus', he knows promotion, and his stage experience fits radio showmanship. At WBNS nine years.



Above
Auditor LABEN T. SMITH is young for his responsibilities, but plans to increase them, at that—a wife, no less. He is another of the WBNS crowd hailing from West Virginia. He can't remember to eat regularly, plays tennis and baseball, and dislikes selfish, narrow-minded persons.

Right
BOB THOMAS is Merchandising Manager. He wanted to be a doctor, but after graduation from Ohio State University, his interest in business led to his present position. Recently married, (May 27, 1939) his hobby already is home, and perfect cooperation with the station's national advertisers.



Sales

Right
Don Burrows is a veteran at selling radio time. He has had 12 years of it and says it's swell. Wife Naomi is WBNS cashier. For some reason Don wanted to be a ball player; another reason prompted a course in metallurgy; still another is the source for his nickname: "Mousetrap."

Below
G. F. BAUER, sales representative, has one hobby: His family of Mrs. Bauer and Leslie Maryann, 3½. After Vanderbilt University, he became a newspaper reporter, advertising man and contributor to humor magazines. Fine sense of humor: claims to be "fastest fat man alive." Studied piano in his "callow youth."



Above
Salesman, E. R. WEIDER, started his business life as a traveling auditor for a rubber company, became advertising agent for a theatre and landed at WBNS in 1934, about two years after he was married. For fuel to sustain his golf game, "Dick" votes for thick, tender beef steak.

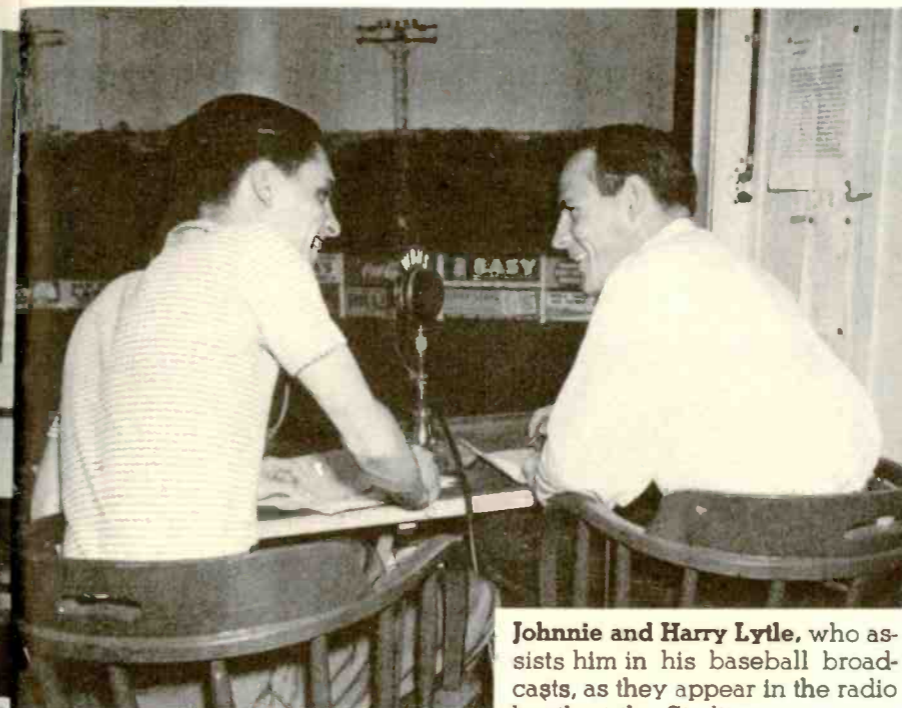
Left
CLARENCE WANKE, salesman, started in his home town of Cleveland as office-boy in a newspaper company, and gained his advertising background in press service there and in Columbus. Son Robert, 18, and daughter Jeane, 16, share his attention when not fishing or gardening.





Jim Cooper

Your Favorite News Commentator



Johnnie and Harry Lytle, who assists him in his baseball broadcasts, as they appear in the radio booth at the Stadium.



JOHNNIE NEBLETT, Director of Sports—"Slugger" Neblett to you—had 35c left when he finally landed his first job after graduating from Louisiana State University. But he still had a lot of "what it takes". He worked his way through college selling ladies' shoes, working in the library and at WJBO, Baton Rouge—and he came out an Honor Student, member of two fraternities and with varsity letters for football, baseball and track. He set a prep-school record for the 100 yard dash, earlier in life. Believe it, or make him prove it . . . Johnnie started radio as a singer. He has covered the branches of production, news, writing and program direction, too. His own movies provide a record of each major sporting event he has announced. Married? Yeah.



Scenes on opening day at Red Bird Stadium: Gov. John W. Bricker of Ohio has a baseball comment for the WBNS listeners as Johnnie Neblett holds the "mike"; the "Knot Hole Gang" packs the stands for the first game; Johnnie interviews Burt Shotton, manager of the Red Birds, out on the field; and Manager Shotton, in turn, introduces the Red Birds to the stands and WBNS audience.

JIM COOPER, your News Commentator, nearly walked out on the first chance he had at radio. That was a number of years ago, and Jim was interested in dramatics, but his auditioners stalled so much he nearly lost interest. Currently, Jim Cooper has attained his ambition: To own a home for his family (Mr. & Mrs. and Patty Lou, 11) and to give the news to WBNS listeners. Starting on a hillside farm near Portsmouth, Ohio, Jim was educated in the venerable and dependable "school of hard-knocks." Coin collecting (both rare and current) and puttering about the lawn fills his odd moments and establishes an appetite for Mrs. Cooper's fried chicken and hot biscuits.

On this page, we see Jim in various stages of occupation: As he relaxes, with a gleam of pride in his eye, in front of the bright and cozy home he dreamed about all his life; searching the news releases as they flow in from all parts of the globe on his two teletype machines right in his home-office; and broadcasting those news items to WBNS listeners from his home-studio equipped with complete reference material and radio paraphernalia. All of Jim's news programs originate at his home.



Announcers



Left

RUSSELL CANTER came close to his original ambition before radio "hooked" him. He wanted to be a physician, had finished three years of pre-medical education and was serving as night assistant at the Timken Roller Bearing hospital. Although his mother intended that he be called Russell Eugene, he is obliged to acknowledge the names of "Russ", "Bud" and "Shorty". Russell indulges his taste for flying, even over the protests of Mrs. Canter and responsibility for 3 year old Barbara Ann.

Right

You hear **HARRY LYTLE** many times during the day, but he enjoys most his work with Johnnie Neblett during the broadcast of the Red Bird baseball games. There seemed an opportunity for some slight premonition of his radio future when he used to cry out prices in front of a Central Market store, but it took the prodding of a teacher to interest him in radio at O.S.U., which lead to his introduction to WBNS in April, this year. Of course, the girl friend takes most of his time, but he steals an occasional moment for table-tennis and driving.



Right

Announcer JAY JACKSON wanted to see a broadcast at WLW, back in 1936—"no visitors today"—but they would give him an audition, and he landed a job in dramatics and narration. He came to WBNS in 1938. Jay has what most young men dream of: a chance for an education and an enjoyable job. At present, he is still a student at Ohio State, and he has none of the post-graduation occupational worries that beset others. Contemporary plays supply his reading, and custard pies his eating interest. He says he dislikes "people who talk about themselves when I want to talk about me."



Left

BILL COOK, announcer, was named William Taliefferro Cook, Jr. about 29 years ago, down in Louisiana. The stage and work as "master-of-ceremonies" lead him into radio, which, in turn, lead him to stations in Missouri, Mississippi, California, Tennessee, Arizona and now, Ohio, since November, 1938. The die was cast when Bill's swell voice, a book of poetry and an organist got together with a microphone. Nine and a half months old son Terrell Wesley is Bill's motive, now, but he still likes to collect old funny-papers. At the "mike" he hides his right hand in his pocket, invariably.



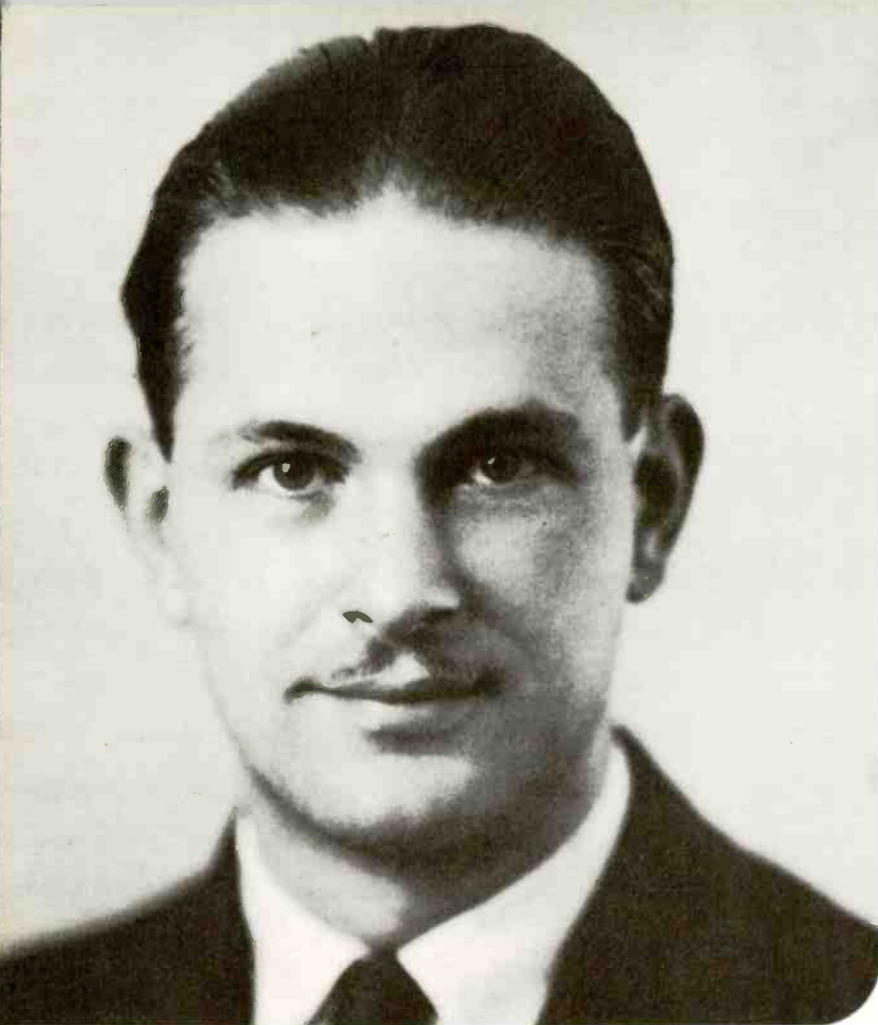
Left

HERB WELCH puts his heart and head into his announcing. Before a microphone, with a message to deliver, he brings his head into the rhythm of his thoughts and nods vigorously whenever emphasis is needed. He would be a good television subject, in fact, Herb predicts visual radio will revolutionize the sales, advertising and entertainment field. In college at O.S.U., he served as campus correspondent for the Cleveland Press, and covered the same territory on the air at WOSU. Herb was married just about a year ago.

Right

RAY ROESE is not what is termed a "staff announcer". Each morning, he announces Lazarus' "Big Store News" and sings on "Musical Matinee" Tuesdays and Thursdays, so his work is specialized in those two features. It all started when Ray was singing with a small band and was offered a chance to do a 15 minute program. He hopes to build that small beginning into a worthwhile radio career. He was the first male singer to be heard on this station and the first male singer to be televised in Columbus.





Production

Left
Musical Director, LOWELL RILEY, has a background of 19 years with pipe organ and piano. After Ohio Wesleyan University, Lowell became a bank cashier and music teacher, then joined radio as a performer. His new daughter (March 7, 1939), Marianne, softens his attitude towards all of the human race, but "Sunday drivers" and "jitterbugs" are still taboo.



Fern Sharp, Women's Features

Left
FERN SHARP of the "Round Robin Review", is a "woman's woman": she worries, likes to paint, garden, travel—and has, a lot in this country, Great Britain and Europe—has a temper, dotes on hats and cries when she is angry. She has become a consultant on home economics after an A.B. degree from O.S.U., two years of night school law training and study of stagecraft with the famous Morningside Players of Columbia University. Although she is forever experimenting and creating new recipes, her overwhelming favorite is her mother's "Pineapple and Pecan Meringue Dessert".

Below
 Everyone calls **JEROME R. REEVES** "Tad", so feel free to follow the custom. He started at WBNS as a receptionist while studying at O.S.U. and by the time of his graduation—this year—he has become a production man and in charge of publicity. His leading production is "Tomorrow's Leaders." Hobby: collecting maps.



Below
TOM DEVORE writes and produces radio shows. In fact, Tom has been doing that off and on since 1924. For a long time, his efforts were for the pure love of the thing, but he decided to make a paying thing of them, and did. He used to work in a glass factory and has retained the "arising at dawn" habit, which he likes.



Right
 The "Round Robin Review" forum meets, comprising Board members of the Big Sister Association. From the left, they are: Miss Sharp, Mrs. Lindon A. Bailey, Mrs. Ralph Westfall, Mrs. Phillip C. Houston, Mrs. Frank Tallmadge, Mrs. David Centner, Mrs. Harlan Wilson.



Below
 Fern Sharp shops for bargains for her "Round Robin Review".



Above
PARK BLANTON is actually Irvine Parker Blanton, Jr. Park wanted originally to be a sports writer, so his first radio effort was as assistant to the sports announcer. Currently he has turned to writing continuity at WBNS, and does an expert job even though he has still two years to finish at O.S.U. You should hear his "swing" records.



Mrs. Carl Sandburg, wife of the famous poet and author, talks with Miss Sharp about things in general and her goats in particular, when they meet at the Ohio State Fair.

Secretarial Staff

Sports are the vogue with **RUTH WOOLEY**. She is secretary to Mr. Borel, general manager. Although Ruth majored in the Arts at Capital University, she chose secretarial work.

NAOMI BURROWS, cashier and wife of salesman Don Burrows, was once program director of KFJF, Oklahoma City. Plays piano and organ and relaxes in her garden.

Although accomplished in music, and experienced at the "mike", **MAXINE DAVIES** likes "behind-the-scenes" secretarial work for Jim Yertan better. "Maxi" sees red when she hears adult "baby-talk".

"**NICKY**" **KERN** receives more calls and visitors than anyone else—she's at the switchboard. Born in Washington and educated in California. Good fashion illustrator and sleeper.

The name **HELEN CHARLOTTE BILLUPS** carries the romantic air of her southern birthplace. "After hours", she is pianist with the Symphony Club and paints. Call her "Steve" if you want to.

TOM COCHRAN meets all comers—to WBNS in the evening. He is evening receptionist while attending O. S. U. Age — 24, birthplace — Erie, Pennsylvania, ambition — to write.



Ohio State Day at WBNS

Each year, WBNS sets aside one day when students of radio at Ohio State University are invited into the offices and studios to see and help operate radio as it actually exists, thus realizing greater significance from their studies. The pictures on this page show a few of the "guests" at their assigned tasks.

A—Jerome Reeves, WBNS publicity head, gives assignments to Jeanne Levette, James Kelso and Marjorie Ratcliff. **B—Lenore Jolley**, guest commentator, and Page Boyer, guest announcer, with Fern Sharp on "Round Robin Review". **C—Johnnie Neblett**, WBNS sports reporter, shows Richard Chubb of O.S.U. how broadcasts are made from ticker-tape. **D—Jane McElwain** assists in the Program Department and has a taste of solving the riddle of the day's log. **E—Marcella Baum** wanted to know how real radio dramatics are done, so she "takes the mike" for a try at acting. **F—Lenore Jolley** learns the part transcriptions play in broadcasting, even to selecting two day's supply. **G—Muriel Widman** worked in the music department and found that all transcriptions have to be timed.



Developmental Programs



Left
IRWIN JOHNSON has the title of "Director of Developmental Programs", which, in more understandable language, labels him as supervisor of all WBNS educational features; such as the O.S.U. musical programs that are "fed" to Columbia network each week. Mr. Johnson is qualified for his post: both an A.B. and M.A. degree from Ohio State University, and eight years as professor, there. He claims Mrs. Johnson is responsible for his radio "debut", with her tactic of "Why don't you try it?" repeated frequently and earnestly. Folks refer to him as "Professor"—a logical nickname. His forty pipes offer a proving-ground for his hobby: blending smoking tobaccos.

Right
O.S.U. Symphonic Choir, winner of the CBS national "Chorus Quest". Mr Diercks directs, as Irwin Johnson waits at right for announcement.



Below
Louis Diercks, O.S.U. Choir Director, as he conducts the choruses in a broadcast to the Columbia Broadcasting System.



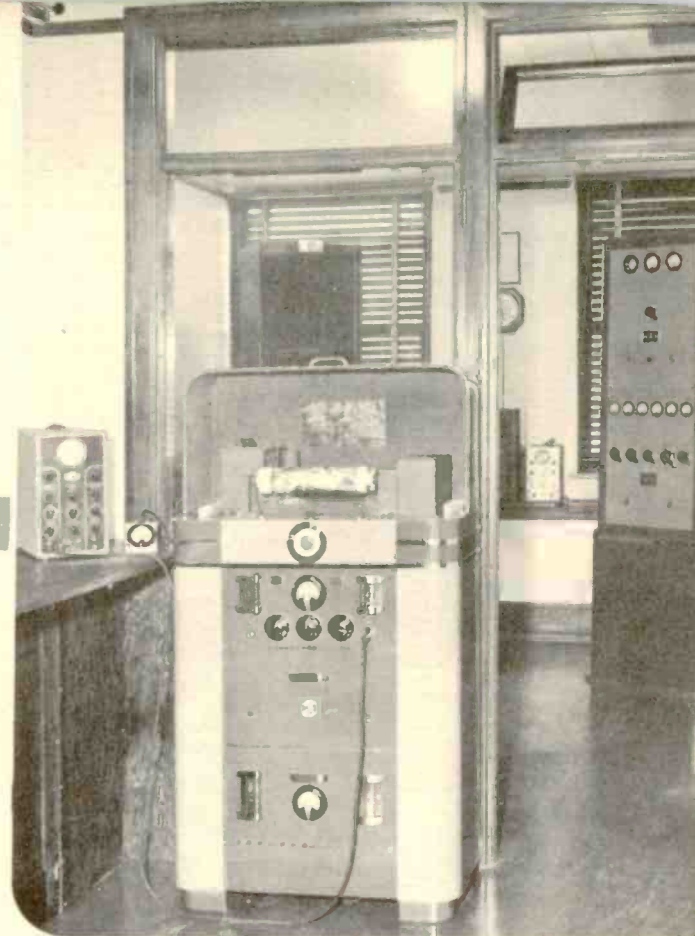
Below
O.S.U. 200 voice chorus singing on the weekly WBNS Developmental Program which is broadcast to CBS from Memorial Hall.



WBNS FACSIMILE



Above
 Facsimile receiver located in WBNS lobby is identical to 22 others being used in WBNS facsimile experiment. The antenna is at right of set. The set, itself, is divided into pickup, or radio receiver unit, and a printer section. The paper rolls out of the machine front at the rate of three feet per hour. Paper is 8½ inches wide.

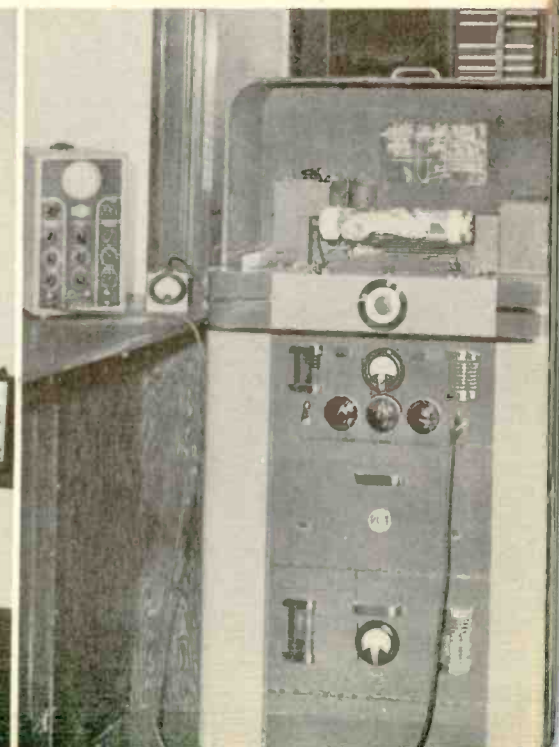
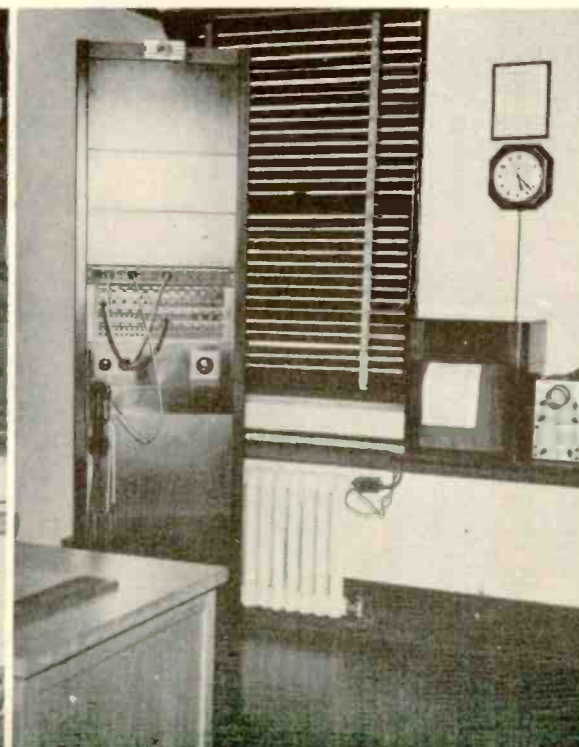
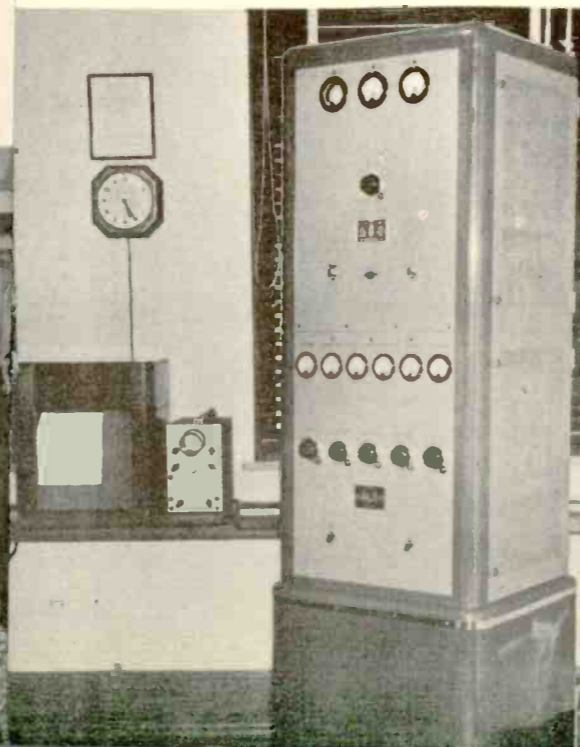


Above
 General view of WBNS facsimile equipment: Scanner in foreground, with 100 watt transmitter, W8XUM, in rear, right, and audio amplifier equipment, rear left. WBNS is the only station in Ohio equipped with RCA facsimile and operating a daily newspaper with over five hours of transmission every day of the week.

Below
 This is W8XUM, the 100 watt ultra high frequency transmitter used in the WBNS facsimile work. To its left may be seen a cathode ray oscilloscope for measuring purposes, and a facsimile receiver, used as a station monitor of transmissions.

Below
 On this W8XUM Audio Rack all terminating circuit jacks are installed, together with necessary audio amplifying and station measurement equipment. At right: facsimile receiver monitor and transmitter cathode ray oscilloscope.

Below
 With this Facsimile Scanner, all electrical impulses of the facsimile system generate. Herein the picture copy is changed into signals suitably amplified and compensated for transmission. The copy to be transmitted is placed on the drum, shown at top, which then turns as a beam of light scans it at the rate of 75 lines per minute and 125 lines per inch.



WBNS Goes to the Ohio State Fair



1—At the "Opening of the gates" with Jim Yerian. 2—In the infield: Jay Jackson, "Doc" McMillan, veteran driver, trainer and owner, and Jim Yerian. 3—Johnnie Neblett re-creates a ball game for crowd in headquarters tent. 4—A WBNS musical unit broadcasting at the Fair. 5—WBNS exhibit tent and shortwave truck with Irwin Johnson facing camera. 6—Watching and describing activity on the race track. 7—"The Folks From Pleasant Valley". Jack Price startled. 8—WBNS Field Equipment set up in broadcast array. 9—"Bish" Hartley, WBNS barker, describes the show. 10—

Johnnie Neblett talks races. Engineers Orr and Eckhardt. 11—Jim Yerian introduces first State Fair broadcast. 12—Four-horse hitch to transport visitors to WBNS tent. 13—The Fair crowd assembles for a tent broadcast show. 14—The band arrives at the tent in comfortable style. 15—Meeting the guests at the Fair "Sports" Neblett at "mike", "Sales Chief" Orr standing, "Publicity" Reeves behind desk. 16—The staff band entertains. Mobile truck at right. 17—Herb Welch announces "The Neighbors" for a program.



Music

Above

WALTER KNICK, co-director of the WBNS orchestra, provides the piano music you hear on "Hello Ohio" and "DeSoto Time". However, Walter originally wanted to be an organist. In a small, quiet tea room he first earned a music dollar—nine years ago. He is a native of Columbus, and came to WBNS in 1937. One can't do real justice by a good steak without an appetite induced by sunshine, fresh air and exercise, so Walter lays in that energy reserve by gardening and tennis. There seems to be little reason for his nickname of "Joe".

Above

PAUL NEAL, co-director and arranger for the WBNS orchestra, hails from the regions of romance and sunshine (if we can believe the publicity), California and New Mexico. He worked at four stations out there before coming to WBNS in 1934. He occupies the trumpet chair in our musical aggregation and has played for ten years. Mexican food is a favorite with him, probably because he was exposed to it for some time. Besides overeating, Paul builds and operates model trains and allows his friends to call him "Snook".

Left

Organist GEER PARKINSON had to fight his way through 110 other organists to get his first radio job. His talents have had the finest grooming from such teachers as Cupp, Bohnet, Van Dusen, Benedict, Bailey, Crawford and White. As a hobby, he has collected 7000 selections in his music library. Geer started his professional music career back in the silent movie days when he provided the mood music for the films at the Eastern Theatre. That type of work took him to Chicago for several years. Through all his playing runs the inspiring thought of becoming a composer.

Below

WBNS Staff Orchestra of ten pieces. Russ Canter announcing.



Hello Ohio



Each morning except Sunday, a spirited crowd assembles at 6:30 in WBNS' studio "A" to set the kilocycles atwitter with good-fellowship. It's the "Hello Ohio" program. Here we find the whole company—with their "Sunday-go-to-meetin'" behavior. Seated left to right in front of the band: Mary Lou Miller, "Uncle Ezra Martin" and "Sally".

Mary Lou Miller, charming "Hello Ohio" songstress.

"Uncle Ezra Martin", who is really Joe Ferte.

"Sally" in full regalia, ready to "start givln'."



Engineers



LESTER H. NAFZGER, Chief Engineer of WBNS, holds a position of responsibility noteworthy for a man of his age. He is not yet 30, and has been at WBNS since 1929.



CARL W. BISCHOFF has maintained an interest in radio since he built his first crystal set, years ago. With WBNS six years. Raises fine New Zealand rabbits as a hobby.



This building houses the transmitting equipment of WBNS. Thousands of dollars of the best radio equipment in the country is operated from this point to give Central Ohio the best radio reception.



Within the limits of this picture you see one of the finest and most modernly equipped transmitting stations in the United States. Both the regular 5000 watt transmitter, rear left, and the auxiliary 1000 watt transmitter, front left, are here with the control desk and console, center of room, various amplifiers and testing and measuring equipment.



The regular WBNS 5000 watt Transmitter, the very last word in equipment, installed in the spring of 1938. Automatic circuits incorporated in this transmitter are too numerous to mention and make possible switching so rapid that the listener is unable to detect the operations. The use of air-cooled tubes, three of which are 5000 watters, replace the former water-cooled type. WBNS was the first high powered station to make this modernization.



HAROLD J. NAFZGER is the brother of the Chief Engineer. His father started him on the radio road with home-made receiving sets in 1920. Hobby: home movies.



CONRAD S. FRITSCHEL started amateur radio in Clinton, Iowa, as long ago as 1909. He has been a law stenographer and has taught mathematics, chemistry and physics.

Reception Room at the WBNS Transmitter, from which the public may watch the transmitting equipment in operation, through long plate-glass windows. In this respect, again WBNS is the only Central Ohio station so equipped.

The generator room at the WBNS Transmitter. The large generator to the left is the 25,000 watt auxiliary power plant, driven by a Ford V-8 motor, and whereby WBNS may generate its own power for days in an emergency. This is the only radio station in Central Ohio so equipped.

Control Desk, Measuring and Test Equipment. On the desk is the console where music from the studios is controlled and monitored before going into the transmitter. This console also provides facilities by which WBNS may run programs from the transmitter in emergency, and for testing purposes. The rack contains test and measurement equipment by which the transmitter equipment is maintained at the highest point of efficiency by daily and weekly tests.



HARLOW L. LUCAS had his operating experience with the Ohio State Highway Patrol Radio Stations. Came to WBNS in 1933. He's "Luke" to friends, and "Daddy" to 3-year-old Phyllis Ann.

C. E. LOWERS is known to the "hams" throughout the world as W8KJG, his amateur broadcasting station. At the early age of thirteen summers, he started "fooling" with crystal sets.



Engineers



Left
ROBERT MORRISON has been with WBNS two years. Like a postman on a holiday, radioman Morrison operates amateur station W8QYU as a hobby. Bob is married and 21.

Right
FRED ECKARDT was injured when he was eleven, and to pass his convalescence built his first tube radio set. He is a native of Columbus, and remains single at 24 years.



WILLIAM ORR obtained "culture" at Franklin University and O.S.U. before delving into radio engineering. He is single at twenty-two, and has been at WBNS for two years.



ALBERT SCOTT used to play cornet in his high school orchestra and acted as stage hand for the Theatre Guild. His radio hobby grew into a full-time occupation.



JOHN L. WILDERMUTH, JR. graduated in electrical engineering from O.S.U. in 1934 and started radio with the Ohio State Highway Patrol Stations. Plays violin, piano and trumpet.



GEORGE E. ANTHONY worked six months in West Virginia. The rest of his life has been spent in Columbus. Graduated from O.S.U. in 1932. His amateur radio station is W8UZ.



CLARENCE SCHAIRBAUM. Kentuckian, spent ten years with Western Electric, and came to WBNS five years ago to help install the new studios. He stayed as an engineer.



ROBERT SCHRADER has been with the WBNS engineering staff five years. His hobby is good tools and gasoline engines, and fried chicken provides his most enjoyable repast.



ROBERT DILDINE learned radio from home study and experimentation. He continues to design, construct and operate radio for a pastime, even after his work day is done.



HERBERT H. MILLS tore his father's radio receiver apart, so he had to learn to put it back together. He's extraordinarily devoted to the Mrs. for her cooking.



Features

Right
Broad Street Presbyterian Church from which Sunday morning services are broadcast.

Below
Dr. Harry Cotton, Pastor of Broad Street Presbyterian Church, the speaker each Sunday morning.



An interesting story of the operation of a social agency is available at South Side Settlement House, so the WBNS Mobile Unit stands rigged at the curb . . .



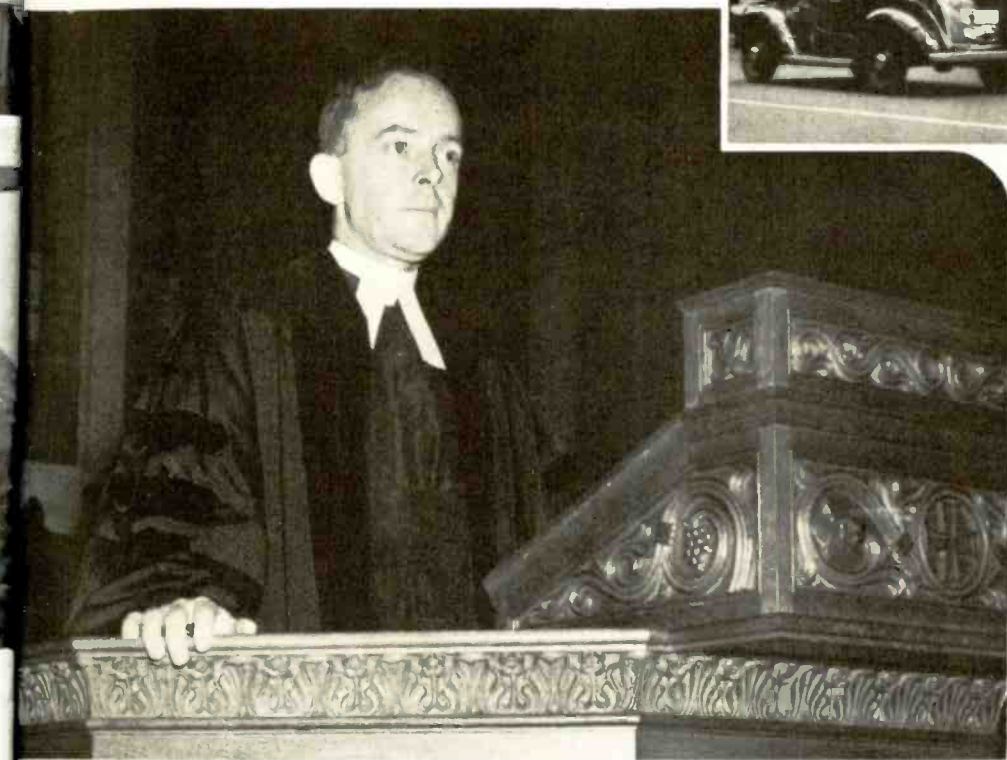
. . . while inside South Side Settlement House. Herb Welch interviews Mary Jane Sells, Mrs. Frank Avren and William Kauffman, head of the institution.



Portsmouth, Ohio, January, 1937. The Ohio River floods cut off communication. WBNS provides shortwave radio communication with the safe regions. Jim Blower, announcer, and engineer Harold Nafzger stand outside the Field Car . . .



. . . then move on to Iron-ton to send and receive more messages for the stricken area. As you see them inside the Field Car they are carrying on the only communication between Ironton and the outside world.



Below
Lowell Riley, Musical Director, muses a moment in music. Although an excellent pianist and organist, Lowell's production duties allow little time for performing.

"Big Store News" with Maxine Davies and Ray Roese in the midst of their daily morning hour of time signals and this-'n-that.



WBNS at the Scene of Action

Fire, flood, holdup, special events of all kinds finds the WBNS Portable Mobile Unit at the scene, not only to bring you an instantaneous account of the happenings as they occur, but to assist and provide vital communication in an emergency. WBNS is proud to have the very latest type of equipment available to render this service.

Below
A modern hospital. How does it operate? WBNS brings its listeners the answer by moving its Mobile Unit to White Cross Hospital, where Russell Canter talks to Dr. Trent Smith and Nurse Lauck in the Emergency Room.



Left
WBNS takes you to the Fair. Here Jim Yerian describes what's going on at the Franklin County Fair at Hilliards, and it is possible with the WBNS short wave facilities.

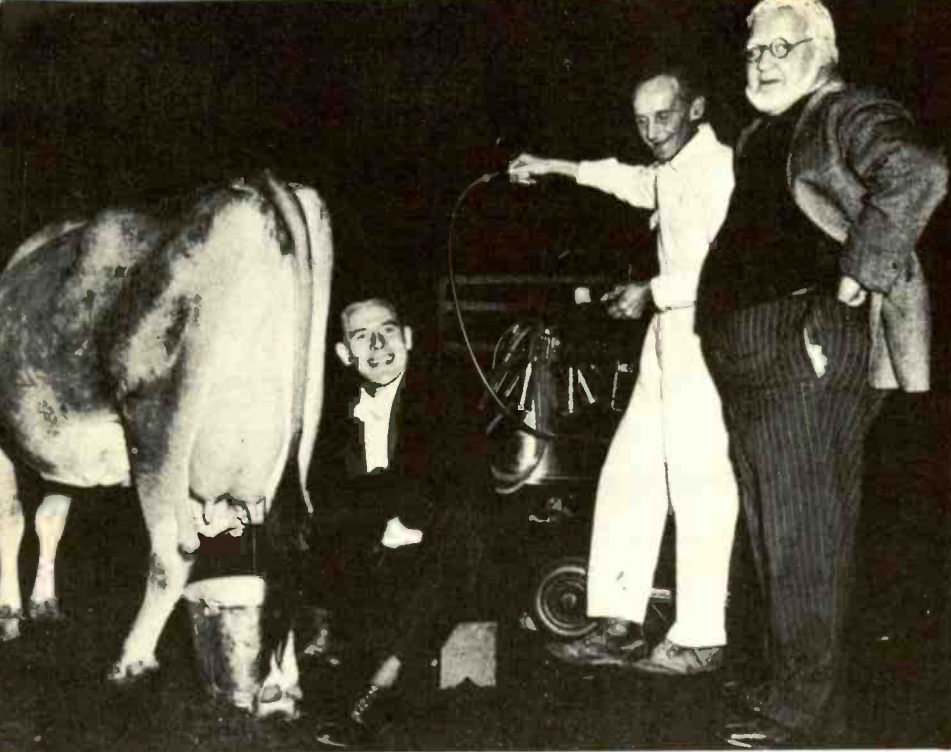


Four killed, 3 wounded in battle between police and gangsters in February, 1938. WBNS was at the scene with short wave equipment to bring you the story from eye witnesses 15 minutes after the first shot was fired.



Below Right
"Tomorrow's Leaders", the Saturday morning youth show, represented here by Sanford Hallock and Marjorie Dickinson.





Left
 During the National Dairy Show at the State Fair grounds, Johnnie Neblett and Uncle Ezra Martin conducted a "do-or-die" milking contest. Here, Johnnie, in strictly urban attire sets his hand to the task before him, as Uncle Ezra smirks. The attendant seems to enjoy it.



"The winnah!"—Johnnie Neblett, uninhibited by his finery, wins the milking contest, and Uncle Ezra presents the magnificent trophy (value \$1,000) made of one milk pail, and whatever happened to be around the house, but very shiny.

"Memory Lane", the Sunday afternoon musical meander, is discussed by its principals: Dorothy Stevens Humphreys, Ward Butler, center, and Geer Parkinson, at the organ console.



Below
 "Baseball Jamboree" meets in the studios of WBNS. The staff orchestra, the Red Birds team and officials with local dignitaries comprised the program the day before the opening game this year.

Right
 Geer Parkinson at the console of the WBNS Studio Organ.

Lower Right
 Tom Devore, director of "The Crooked House" is caught in character—and one not too pleasant.



Richard Barker plans another "Travelore" broadcast for Sunday evening.

Ray Roese, complete with "corsage", cosmetics, and "glamour", becomes "Mrs. Fiske" for the microphone. He wouldn't remove the lip-fringe, however.



Left
 James E. Blower broadcasts the program, "Our Hobby, America and Americans" each day but Sunday at 12:35 p.m.

Below
 Bob Satterfield is the conductor of the "Milk Train". He serves time, information and music to town and country every week-day morning at 5:30.





Each morning, except Saturday and Sunday, Dr. Roy A. Burkhardt conducts the inspirational "Lighted Window" program.

The "Better Business Bureau Talks" informs WBNS listeners of fair and unfair business practices. These are conducted by LeRoy Morris, left, and Helen Jones Reay.



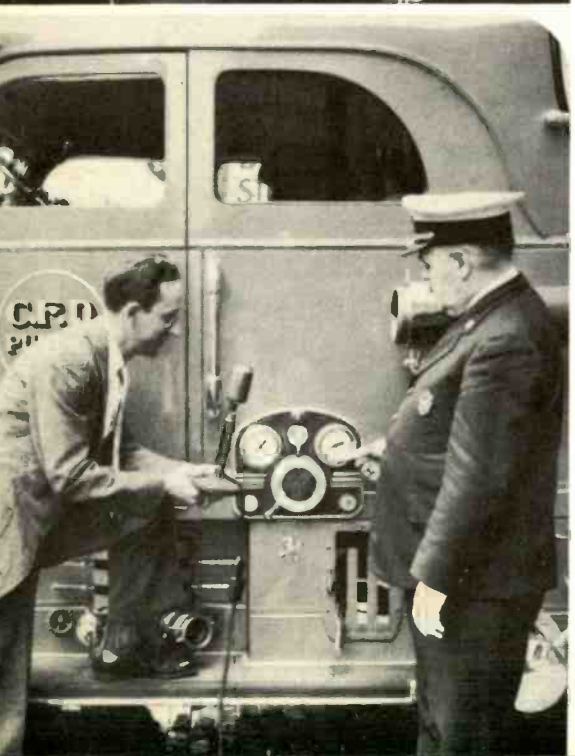
Fish and fishing, are the subjects for the Saturday afternoon program of the Isaac Walton League. Secretary of the League, John Murray Dalton, has been on the air 8 years.

"Ohio Forests". Ranger Jim Wells, of the Ohio State Conservation Department, speaks at noon each Saturday, to tell of the state and advantage of Ohio's timber areas.



CBS Stars Heard On WBNS

1—MARY EASTMAN, PETITE SOPRANO ON "SATURDAY NIGHT SERENADE". 2—RUTH WARRICK HEARD ON "GRAND CENTRAL STATION". 3—DICK POWELL, MASTER-OF-CEREMONIES ON HIS TUESDAY NIGHT SHOW. 4—ROBERT "BELIEVE-IT-OR-NOT" RIPLEY. 5—PHIL BAKER AND HARRY "BOTTLE" McNAUGHTON. 6—GABRIEL HEATTER OF "WE, THE PEOPLE". 7—ORSON WELLES, "CAMPBELL PLAYHOUSE".



Chief Welch of the Columbus Fire Department, explains modern fire-fighting equipment over WBNS. This broadcast was possible with the WBNS Mobile Short-Wave Unit. Russell Canter interviews Chief Welch.

H. V. Kaltenborn, noted news analyst, is an air guest of WBNS upon his visit to Columbus. Noted persons are always invited to speak to our listeners when in Columbus.





CBS Stars

8—JACK JOHNSTONE, DIRECTOR OF "BUCK ROGERS", "JOHNNIE PRESENTS". 9—EDDIE CANTOR. 10—COL. H. NORMAN SCHWARZKOPF ON "GANG BUSTERS". 11—MYRTLE VAIL OF "MYRT AND MARG". 12—JAMES MELTON, "FORD SUMMER HOUR". 13—FRANCES LANGFORD, "STAR THEATRE". 14—GUY LOMBARDO.



Heard On WBNS

15—"PROFESSOR QUIZ". 16—PAUL WHITEMAN. 17—ANDRE KOSTELANETZ. 18—H. V. KALTENBORN. 19—ARLINE BLACKBURN AS "PRETTY KITTY KELLY". 20—JOHN BARBIROLI, CONDUCTOR NEW YORK PHILHARMONIC ORCH. 21—CECHL B. DE MILLE.





CBS Stars Heard On WBNS

22—CYRILLA DORNE ON "AUNT JENNY" PROGRAMS. 23—ROSALYN SILBER AS "ROSIE" IN THE "GOLDBERGS". 24—CONRAD NAGEL OF "SILVER THEATRE". 25—JANE FROMAN ON "MUSICAL PLAYHOUSE". 26—GEORGE BURNS AND GRACIE ALLEN. 27—MAJOR EDWARD BOWES. 28—HAL KEMP, BANDMASTER.

