

GOING FORWARD WITH RADIO

As Presented by:



The Philadelphia Inquirer Stations

WFIL
WIDENER BUILDING
PHILADELPHIA 7, PA.

DEAR LISTENERS:

As WFIL celebrates its 25th anniversary in broadcasting, the station becomes Philadelphia's first complete radio institution, offering its public both standard and FM broadcasting, facsimile, and television.

WFIL is proud of its quarter of a century of progress and we desire that our listeners be just as proud of WFIL as it stands as a public spokesman for their area. To that end, the station has been guided by a philosophy, expressed by Mr. Walter H. Annenberg, editor and publisher of The Philadelphia Inquirer.

"Any radio station merits its franchise only by virtue of its service in the public interest. No one is forced to tune to a radio station or to listen to a radio program. It is only by supplying the listener with a planned program of information and entertainment of the highest character that listeners become loyal friends."

This is the formula which has been followed by WFIL under the ownership of The Philadelphia Inquirer and it is the formula which we will continue to follow in the future.

To you, our listeners, we will always want to be: "First with the finest programs, first with the finest facilities . . . Really FIRST on your own radio dial."

Sincerely,

Roger W. Clipp

ROGER W. CLIPP
General Manager

Compliments of:



It was in 1919 that Roger W. Clipp built the first radio receiver that the state of Maryland had ever seen. Even after he had been graduated, in the class of 1925 of the University of Pennsylvania, he was not content to leave radio. After a few years in insurance and banking, he joined NBC in New York and he had become the assistant manager of the network's owned and operated stations when he became WFIL's business manager in 1935.

In the last ten years, Mr. Clipp has sped the station's progress through his knowledge of broadcasting and his dynamic personality. The station has never taken a back seat among the hundreds of outlets in the nation. WFIL always has been first to try the new, first to admit a plan's success or failure. As general manager of WFIL, Roger W. Clipp has become one of broadcasting's most respected authorities. He was one of the Founding Fathers of the Broadcast Measurement Bureau. The National Association of Broadcasters has named him to innumerable boards of investigation and research. Constantly he is sought by leading broadcasters for his opinion of new ideas and operation plans. His thinking has made WFIL a model for broadcasters to follow.

A large part of the progress pictured by this book has been a result of the foresight of Roger W. Clipp. As the station points with pride to its call letters and its record, it singles out its leader—as the person who has done most to make "560 . . . First on Your Dial in Philadelphia."



1 MALE QUARTET: This vocal group was heard on WFI on March 17, 1922, the first day of broadcasting in Philadelphia. HAL SIMONDS, third from left, is still with WFIL.

In 1947 Radio Station WFIL celebrates its 25th year in broadcasting. On March 17, 1922, when radio first came to Philadelphia, WFIL's predecessor, WFI, went on the air. In 1935, WFI and WLIT, two of the city's first stations, merged to become WFIL.

In its quarter of century of progress, WFIL has been affiliated with all but one of the major networks — the NBC Red and Blue Chains, Mutual, Crosley, and its present web, ABC. Likewise, it is the key station of the Quaker Network, founded more than a decade ago to link Pennsylvania stations into a single hook-up.

From its original single-studio set-ups in the Strawbridge and Clothier Store (WFI) and Lit Brothers (WLIT), WFIL has grown to occupy the entire 18th floor of the Widener Building.



3 NEW HOME: When WFIL dedicated its new Widener Building studios in 1938, neighboring City Hall carried this greeting.



2 EARLY TRANSMITTER: The first WFI broadcasts came from the Strawbridge and Clothier Store . . . those of WLIT, from Lit Brothers. Together they became WFIL in 1935. ED DARLINGTON and DICK DELP were among WFI's first engineers. Both are with WFIL today.

In November 1941, WFIL launched the city's first commercial FM outlet, still the pace-maker among Philadelphia's Frequency Modulation stations.

In 1947, WFIL went on the air with television and facsimile stations to become Philadelphia's first complete, four-way broadcasting service.

A quarter of a century is a long time in any one life, and in WFIL's it has been 25 years of constant progress, a quarter of a century of broadcasting that has brought Philadelphians the finest in programs and engineering. Truly, WFIL is "First On Your Dial in Philadelphia."



4 NEW VOICE: At the same time, WFIL dedicated its new 1,000 watt transmitter in Southwest Philadelphia.

THE YEARS



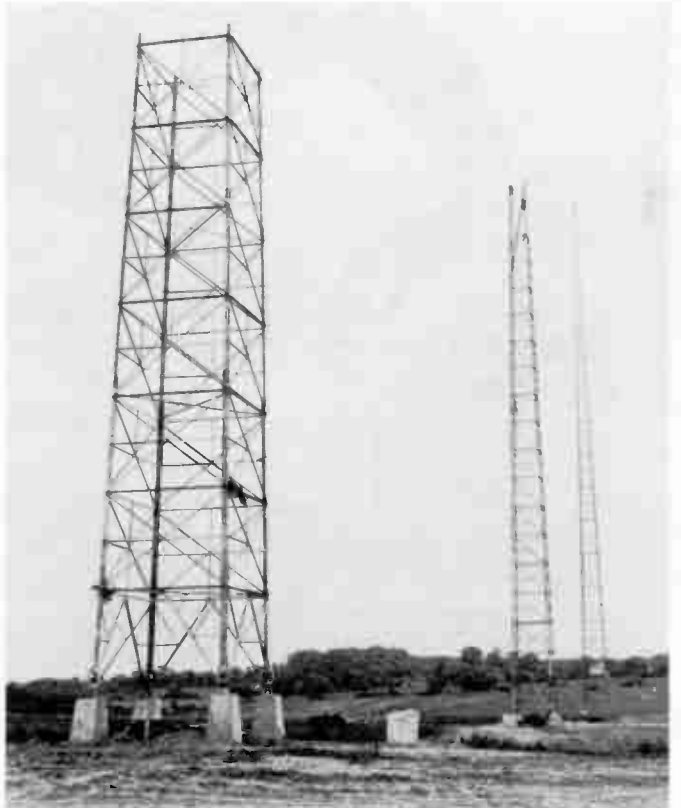
5 FIRST OFFSPRING: In 1941, this tower atop the Widener Building was erected for the city's first commercial Frequency Modulation station . . . now familiar to everyone as WFIL-FM.



6 V.E. DAY: Mayor Bernard Samuel rings the historic Liberty Bell. WFIL has originated many of such significant programs for the listeners of the coast-to-coast ABC network.



7 NEW ERA: Under the ownership of The Philadelphia Inquirer, WFIL is constantly expanding its facilities. At the ground-breaking for a new television studio building, Louis E. Littlejohn, Chief Engineer; Roger W. Clipp, General Manager; Walter H. Annenberg, Publisher of The Inquirer; Kenneth W. Stowman, Television Director, and Joseph A. First, Inquirer Vice President, officiate.



8 THE FUTURE: A WFIL project nears completion. In 1947 the station erected two new transmitters, three antennae, and a new studio building in one of the greatest expansion programs in the history of radio.

HOW PROGRAMS



JACK STECK, Program Director . . .



. . . holds a conference with his staff, FLORENCE BENDON, HELEN BAUER, GRACE KENNY, and NANCY CAMPBELL.



Production Manager PAUL FRAILEY sends his staff, RUTH STEPPACHER and CLAIRE McMULLEN, into action.



Music for the show comes from the station's vast library operated by RUBY COOPER, BARBARA HUSSIE, and FELIX MEYER, Music Director.

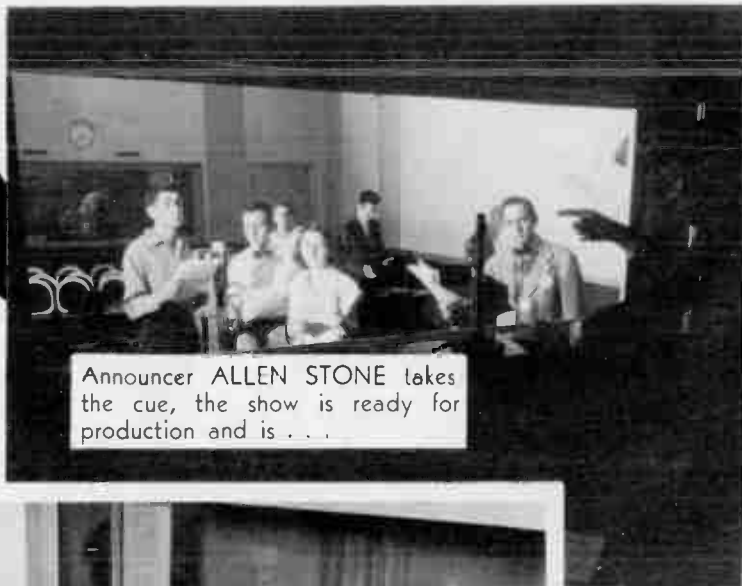


Most of WFIL's programs require a wide variety of sound effects, as exhibited by HAROLD JOHNSON . . .

ARE BORN . . .



. . . and innumerable rehearsals — at least two hours for every quarter hour show.



Announcer ALLEN STONE takes the cue, the show is ready for production and is . . .



. . . transcribed by CHARLES WRIGLEY and JOHN THOMAS in the recording room . . .



. . . for final audition and approval by STECK, MISS McMULLEN and JOHN SCHEUER.



Finally the Traffic Department schedules the program for an actual WFIL broadcast. MISS CAMPBELL gives the information to DICK PAISLEY. BILL GARDNER, left, keeps a complete record of every broadcast heard on WFIL.

FROM THE STUDIOS



LEROY MILLER



"TEEN-AGE TIME"



The WFIL String Ensemble.



NORMAN BLACK

OF WFIL....



BARRY ROBERT



MIL SPOONER

EMMANUELINA PIZZUTO

LETITIA RADCLIFFE HARRIS in "Keys To Happiness."



Where The Whole



JACK DAY



ANICE IVES

BELOW: THE SLEEPY HOLLOW RANCH GANG with ELMER NEWMAN, JULIE MURRAY, MONTE ROSCI, SOPHIE MURRAY, PEE WEE MILLER, and PETE NEWMAN.



Family Is Listening!



MELODIES TO REMEMBER. "The Choraleens", WFIL's famous 'teen-age girls' chorus, are featured on the coast-to-coast ABC Network. SKIPPER DAWES, right, is director and narrator; JIM FELIX, left, the announcer, and MIL SPOONER is at the organ.



FRANCIS DAVIS
Weatherman



RONALD COLMAN's "Favorite Story"



HAYLOFT HOEDOWN, the WFIL-ABC barn dance broadcast. ELTON BRITT, inset, heads an all-star cast.



BING CROSBY



LOUELLA PARSONS



HENRY MORGAN



THE LONE RANGER



PROFESSOR QUIZ



DASHIELL HAMMETT'S "FAT MAN"



BERT PARKS



JIMMY FIDLER



PAUL WHITEMAN



TOM BRENEMAN

ABC STARS



GROUCHO MARX



LIONEL BARRYMORE



EDDY DUCHIN

SHINE NIGHT

AND DAY!



"LASSIE"



TED MALONE



KENNY BAKER



SAMMY KAYE



AL PEARCE



TOMMY BARTLETT



"Breakfast Club"



"Bride And Groom"



"Ladies, Be Seated"



"Break The Bank"



"The Listening Post"



"Breakfast In Hollywood"

Listening On WFIL-ABC



"Metropolitan Opera"



"Theatre Guild On The Air"



"The Boston Symphony Orchestra" conducted by DR. SERGE KOUSSEVITZKY



"America's Town Meeting Of The Air"



"Sunday Evening Hour" conducted by DR. KARL KRUGER



"Abbott and Costello"

In an average 24-hour day, in any day, in fact . . . our listeners want to know about floods, fires and market reports. They want to hear from governmental leaders, from the reporters on the scenes, and from the stars who visit Philadelphia. The WFIL microphone is dedicated to the needs of the people. On this page you will see examples of a radio station in action, with the interests of its listeners uppermost in mind at all times.

IN THE PUBLIC INTEREST . . .



"Philadelphia and Suburban Town Meeting" — just one of WFIL's programs designed to inform the public and to seek solutions through discussions of vital local and national issues. Here GEORGE V. DENNY, JR., retired Supreme Justice OWEN J. ROBERTS, and JOHN D. SCHEUER, JR., open a forum broadcast.



"This Week In Philadelphia" is brought to WFIL listeners each Sunday covering the highlights of the week's news by transcriptions, dramatizations and narrations.



WFIL serves the public both on and off the air. During a newspaper strike the station set up a complete telephone information center giving the public the services they would normally get from their newspapers and which they had been denied. Pictured here are BARBARA HUSSIE, FRANK KNIGHT, BILL FARREN, MARGE KEISER, and DICK KOSTER.



DR. ARMAND HUNTER, Director of the Department of Radio, Speech and Theatre at Temple University, and WFIL's Educational Director, heads the nation's most advanced educational program for training radio personnel.



"Studio Schoolhouse"—Each school day thousands of Philadelphia children are educated through the use of WFIL programs. The station prepares a detailed teacher's manual each year outlining every program and furnishing guidance in the in-school use of the WFIL broadcasts.



ROGER W. CLIPP, General Manager of WFIL, and DR. ROBERT L. JOHNSON outline the WFIL-Temple radio education plan while DR. HUNTER looks on.

Education is a word that works two ways in the broadcasting world. Personnel must be trained for a place in radio and radio, in turn, lends itself to the instruction of students in every branch of learning. From both perspectives WFIL has set a pattern for the rest of the industry.



TOM MOOREHEAD

JOE PAGE, JOE DIMAGGIO and a young prize winner join KELLETT and MOOREHEAD on the "Sports Clinic."



DON KELLETT



HARRY WISMER



"Jacob Reed's Schoolboy Sports Show."



BILL CORUM



DON DUNPHY

From the World Wide facilities of the Associated Press and United Press.



FOR SPORTS ...

YOUR DIAL ...



"Cavalcade Of Sports"



H. R. BAUKHAGE



WALTER WINCHELL



RAYMOND SWING



DREW PEARSON



HOWARD BROWN



... AND NEWS! ...



From the WFIL News Room as edited by JOHN MORRISON, JACK MOORE, and News Editor JOE DOOLEY.



1

(1) Mayor BERNARD SAMUFL, right, interviews MILTON REYNOLDS and Captain BILL ODOM after their round-the-world flight.

(2) U. S. Senator FRANCIS J. MYERS interviewed by JOE NOVENSON.

(3) Champion JOE LOUIS tells TOM MOOREHEAD of another victory.

(4) OWEN J. ROBERTS, retired Supreme Court Justice, wins the coveted Philadelphia Award.

(5) Special Events Director WILLIAM A. FARREN, aboard a U. S. Navy submarine during a crash dive operation.



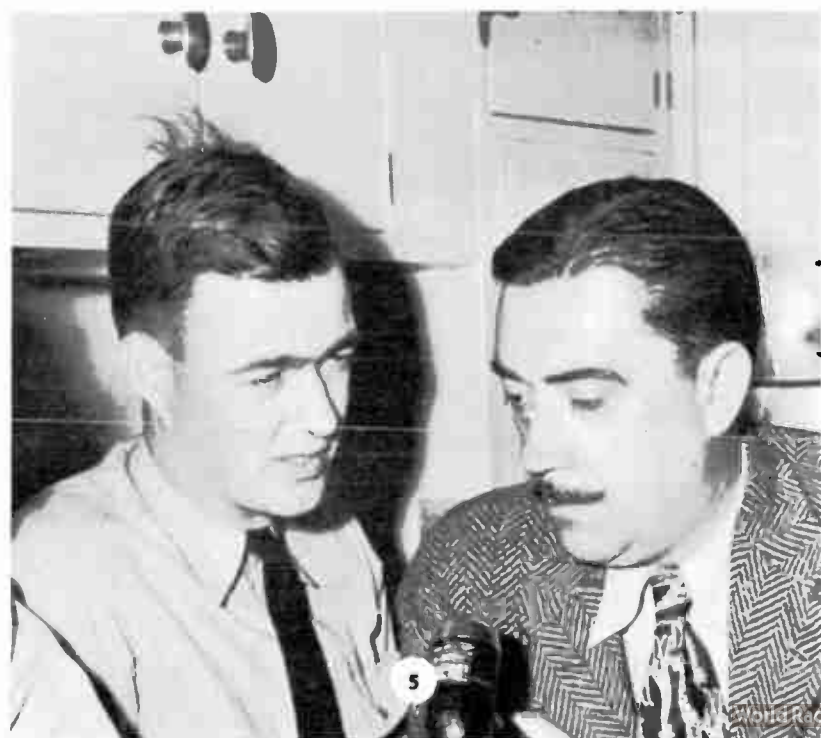
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THE SCENE . . .

(6) U. S. Senator EDWARD MARTIN as he proclaims a state-wide election victory.

(7) DAVE KAIGLER and GEORGE KOEHLER on the spot for an upstate flood broadcast.

(8) New Jersey's Governor ALFRED DRISCOLL, left, discusses a victorious campaign with an aide.

(9) Pennsylvania's Governor JAMES DUFF interviewed by GEORGE KOEHLER upon his election.

(10) JACK STECK gets the inside Hollywood story when FRANK CAPRA and JIMMY STEWART come to town.





LOUIS E. LITTLEJOHN, Chief Engineer.



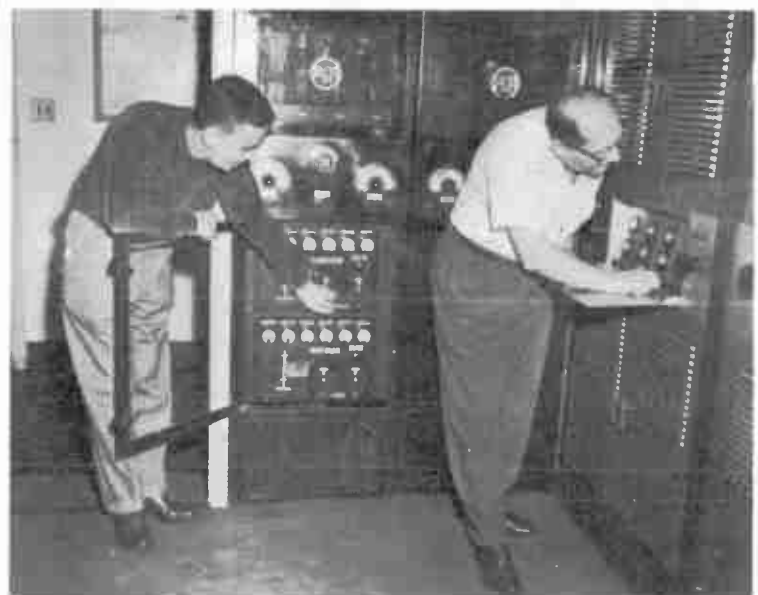
A group of WFIL's engineers pose for the photographer at a staff picnic. Left to right: PAT LYNCH, JIM STEWART, BILL NEILL, FRANK KERN, (back row) and DICK SEITZ, CHARLES COLMAN, JACK SCHANTZ, and ED. DARLINGTON (front row).



Transmitters: WFIL has many of them, for AM, FM, and TV. ED DARLINGTON inspects the FM output mechinization.



A control room that really handles productions in two studios sounds complicated—not so for Engineers RALPH WARD and WALTER KUBILUS.



A WFIL transmitter is checked by WOODY DIONNE and SAMUEL CAPLAN before the station goes on the air.

PEAKING . . .



MCR . . . that means "Master Control Room". Local, network, and remote broadcasts are tied together to give you a continuous pattern of programs. JACK SCHANTZ, CHARLES COLMAN, and CHESTER GEISE make the necessary connections.



Beauty Helps — BILL LORAINY checks in with MARY ANN STETZ, secretary to the Chief Engineer.



Every studio program requires an engineer. Here, WOODY DIONNE shows how, while GEORGE SCHISSELBAUER exhibits a wire recorder — indispensable for remote broadcasting activity.



Maintenance is important when hundreds of thousands of dollars worth of equipment determine the quality of every broadcast. WALT BURGER and DICK SEITZ start work on a modification.



Although WFIL is on the air 20 out of 24 hours in each day, someone must guard the equipment during that short interim. That is the task of LEW STEVENS.

SALES



ABOVE: WFIL's competent sales force discusses sponsor possibilities for a new radio program. Left to right: HAL SIMONDS, JACK SURRECK, MAX SOLOMON, and DOUG MacLATCHIE.

BELOW: With the station's salesmen contacting advertising agencies, DEBORAH ADAMS, SURRECK, MacLATCHIE and DEE OLVER prepare necessary contracts and commercial arrangements. [Inset] JOHN E. SURRECK is WFIL's Sales Director.



PROMOTION



Newspaper and magazine advertisements, car-cards, billboards and radio announcements inform listeners of what they will hear on WFIL. Here **GEORGE KOEHLER** and **MARGE KEISER** study a new display.

WFIL's promotion of its programs has won for the station the highest awards in broadcasting. **JO ANN COX** and **FRANK KNIGHT** exhibit just a few of the station's many awards.

BELOW: The station's Advertising and Promotion Department plans a campaign to inform the public of a new WFIL program. Left to right are **JIM QUIRK**, **VIRGINIA KLAUS**, **FRANK KNIGHT**, **DICK KOSTER** and **JO ANN COX**. (Inset) **JAMES T. QUIRK**, is Director of Public Relations and Promotion for WFIL.





The visitor to WFIL's Widener building studios will be sure to meet IRENE SMITH, studio receptionist, shown here in WFIL's spacious lobby.



Or a telephone call to Rittenhouse 6-6900 will bring a cheery "WFIL" from MARY ETLAR or SUZANNE SULLIVAN.



"Off the Air", Announcers FRED WEBBER, GEORGE CAHAN, and ALLEN STONE chat informally.



LOUISE CADGE (right) of the Sports Department, talks things over with VIRGINIA KAUFMANN, secretary to ANICE IVES.



You may see a program in the making. EDMUND (SKIPPER) DAWES can write the words or the music while ETHEL RIDER lends a hand.

SCENES AT WFIL



Key man on WFIL's administrative staff is JOHN D. SCHEUER, JR., who, as Operations Assistant, coordinates program, engineering and sales activities.



The business office handles all financial transactions with sponsors as well as the station's payroll. HELEN MACKIEWICZ, KATHERINE KNOPF and BETTY KINTNER are WFIL's bookkeepers and HARRY L. ATKINSON (inset) is Business Manager.



Thousands of listeners write to WFIL. In the mail room WALTER STEVENSON, JIM BURKE, and MILTON MOST handle the mail as well as the printing of programs and schedules.



Such an avalanche of mail requires an elaborate filing system. ETHEL CASE and BETTY ADAMS keep correspondence in order.



Secretary to the General Manager is the position of CHARLES J. KEYS, shown here with RUTH STEP-PACHER.

THE NEWEST AND FINEST . . .



KENNETH W. STOWMAN,
Television Director.

In 1947 WFIL-TV, the Television Station of the Philadelphia Inquirer, inaugurated television service on Channel Six in Philadelphia. The newest member of the WFIL broadcasting family brings to the see-and-hear medium the same fine programming so characteristic of the station. Technically, Philadelphia's viewers can look to WFIL-TV for the benefits resulting from the newest video equipment as operated by the highest skilled personnel.

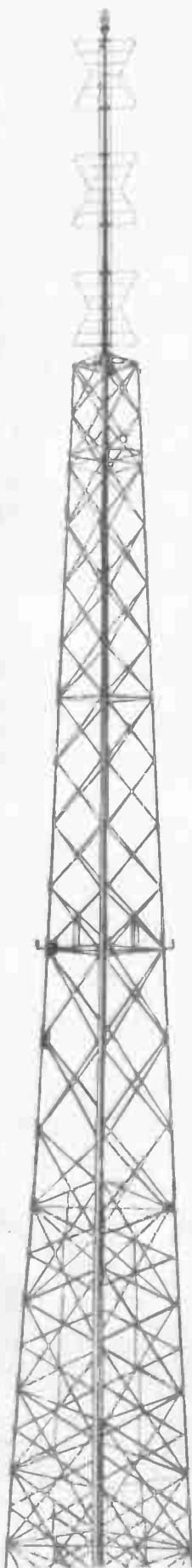
WFIL-TV will have the Nation's most modern television studio building at 46th and Market Streets, adjacent to the famous Philadelphia Arena.



... TELEVISION BY WFIL-TV



HARRY KRAUSE and BILL LAWRENCE, WFIL-TV's newsreel team.



A skilled technical staff mans the station. DAVID J. MILLER, JR., Assistant Chief Engineer in charge of Television, discusses transmitter operation with DICK MARSHALL and BILL NEILL.



Sports: WFIL-TV is televising the City's greatest sports events. Football by Temple University and Villanova College; Basketball by the Warriors; Ice Hockey by the Rockets; Tennis, Golf, Boxing, Wrestling, Horse Racing — All major sports on WFIL-TV.

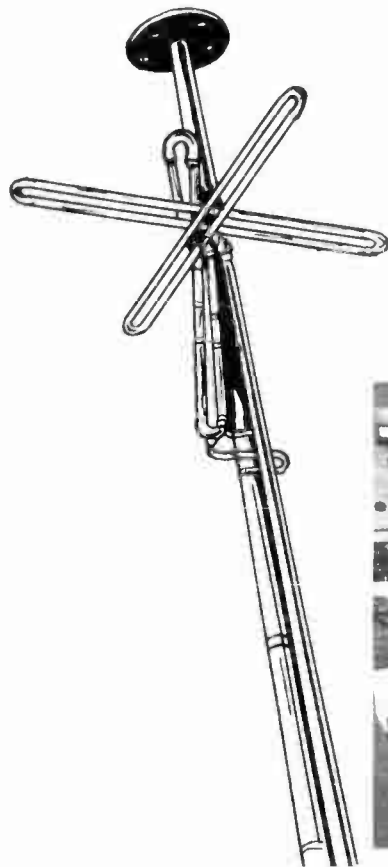
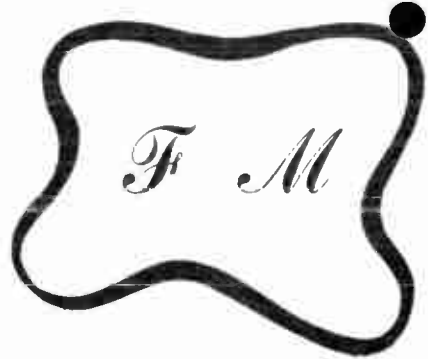


The WFIL-TV camera televises a studio program.

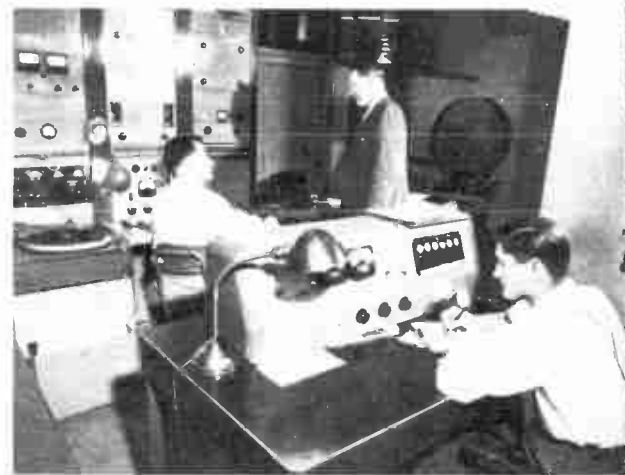
Atop the Widen-er Building, 500 feet above the street, WFIL-TV's antenna transmits the station's programs.



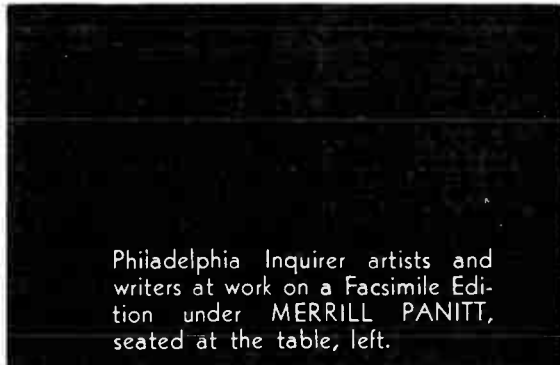
Frequency Modulation is enabling listeners to hear the full, rich quality of music almost as it sounds in the studio. Announcer NEIL HARVEY puts the WFIL-FM String Ensemble on the air.



The WFIL-FM control room. RAY RODGERS, CHESTER GEISE, and FRANK UNTERBERGER, JR., man the transmitters.



FELIX MEYER is program supervisor of WFIL-FM.



Philadelphia Inquirer artists and writers at work on a Facsimile Edition under MERRILL PANITT, seated at the table, left.

BROADCAST OVER WFIL FM

The Philadelphia Inquirer

Facsimile Edition

BROADCAST OVER WFIL FM

Vol. 81 No. 1 MAY 2, 1947 3 PM EDITION

Hit-Run Killer Jailed

The confessed driver of a car that struck and killed 85-year-old Rebecca Rosenberg early today as she got off a bus at 7th St. and Oregon Ave. was sent to Moyamensing Prison a few hours later in default of \$10,000 bail.

The suspect, charged with drunken driving and other violations of the motor code, as well as the brutal slaying of the mother of an invalid son, was Jack Younger, 21, of Wright's La near 7th St. and Patterson Ave.

Younger was found cowering in his room 40 minutes after his car had struck Mrs. Rosenberg, hurled the body over the hood of the car and dragged it a measured 135 feet before it fell to the street.

Mrs. Rosenberg was on her way home to 1814 S. Sheridan St. from a lodge meeting she had just started across Oregon Ave. when she was struck, spending next smashed into her and killed her instantly.

The death car was found abandoned several blocks away, its headlights shattered, its fenders stripped of their chromium trim. The hit-run driver was traced through the car's registration.

J.S. to Offer Own Phone Strike Solution

FASHINGTON. — Unable to break the deadlock in telephone strike negotiations, Government conciliators announced today that they would try to end the 26-day walk-out with a compromise wage formula of their own.

There was no official revelation of just what the formula would be but it was understood to combine an immediate wage increase of some what less than the \$5 weekly boost demanded by the National Federation of Telephone Workers with arbitration of any possible additional raise.

Neither side would comment until the formula actually is revealed.

Gimbel Executive Dies

PITTSBURGH. May 2—Jacques Loeb Blum, president of Gimbel Brothers store here and widely known business man, died in a Pittsburgh hospital today.

BRITAIN, U.S. AGREE JEWS MAY HAVE SAY

NEW YORK.—Great Britain agreed with the United States today that Jews should be given a voice in the United Nations debates on Palestine.

There remains only the question of what type of representation the Jews should have as a possible conflicting point between the two powers. Both Great Britain and the United States qualified their endorsement of Jewish representation with an "if it is constitutionally possible."

Trygve Lie, Secretary General of the Assembly, told the 14-nation steering committee that it would be making a drastic departure from past practice if it gave the Jews a voice in the debates, but Lie raised no legal objections to hearing the Jewish side.

Meanwhile the Polish delegate, Josef Winiewicz, offered a formal proposal that the official Jewish Agency be admitted to the Assembly's deliberations. He did not recommend specific measures to implement his proposal. Most delegates agreed that if the Jews did win representation, the Jewish Agency would be selected as their voice. These other Jewish organizations have petitioned the Assembly to represent the Jews.

Winiewicz said he felt that the Arab point of view was amply represented by the five Arab states at the assembly. The reported views of the American delegation, however, are that representatives of non-Jewish com-

This is how your facsimile edition will be "broadcast" and sent into your home via "FAX".



A facsimile edition of the Philadelphia Inquirer as broadcast over WFIL-FM.

Much has been accomplished in broadcasting's twenty-seven year history. During twenty-five of those years, Radio Station WJLL has helped to shape that now-famous radio story.

This booklet tells our radio listeners something of the part that WJLL has played. Likewise, it discloses many of our plans and our promises for the future.

For the first time in Philadelphia, citizens are offered four broadcasting services by a single institution. Those accomplishments you expected from WJLL in the past, you may now count on from WJLL-AM, WJLL-TV, and WJLL-FX also.

With this thought, we leave you. Thank you for your continued loyalty and your wholehearted cooperation which have helped to build the WJLL of today. In turn we pledge ourselves always to do our utmost to be deserving of your friendship.

Radio Station WJLL

WFIL

The Philadelphia Inquirer Station

**Widener Building
Philadelphia 7, Pa.**