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NBC

WFIL

MUTUAL

PHILADELPHIA, PENNSYLVANIA



DEDICATION

Hello there listener! Come on in and pay us a visit. You see, you have been entertaining WFIL in your home day and night for more than five years. Now we think it's about time we played host. Here in this book, we have set down the story of a radio station — the story of WFIL. We've tried to take you behind the scenes, give you an intimate glimpse of the inside workings of WFIL and the people who work in it. We hope you like it. It's just our way of saying . . . Thanks for listening!

GOOD MORNING... WFIL IS ON THE AIR

Every day at 6:30 A.M. listeners throughout Eastern Pennsylvania, Delaware, Maryland, and New Jersey hear that cheery salutation. Few know of the work that lies behind a radio station's morning opening. For WFIL's early birds, the day begins at 5:30 and there's lots to be done before your announcer can say... "Good Morning, WFIL is on the air."



1. **HO HUM!** Engineer Ewing "Huey" Julstedt starts the wheels a-turning in WFIL's modernistic transmitter house, down on the banks of the Schuylkill at 63rd and Passayunk Avenues. He's checking measuring panel readings now — just one of the many tasks needed to get the intricate mechanism of this \$150,000 transmission plant into operation. There's tubes and wires to be examined and countless other odd jobs but for Huey it's just so much child's play. Lots easier than the adventurous excitement of being radio operator to a scientific expedition in the jungles of New Guinea. That was yesterday for Huey. Now he looks for tomorrow's. He's a new bridegroom, and an amateur radio fiend. What a combination!... Say, hold everything because...

2. **THE SCENE SHIFTS** ... Four miles away in WFIL's Widener Building Studios, Engineer Ed Darlington tests his controls and warms up the turntables that play your favorite recorded "swing tunes." In a few minutes Ed will put a test on the telephone line that carries all programs from studio to transmitter from whence they are sent out over the ether from the big tower. Ed is a veteran at his job. Been in radio since the cat's whisker days of 1922. He spends most of his spare time in reading and stamp collecting. Mornings he is a ...





3. Left—**CHEERFUL CHERUB** . . . And so is Announcer Roy LaPlante as he polishes up his charm for that 6:30 "Good Morning" over the mike. Right now, he's busy getting recordings together for WFIL's "sign-on" program, the Timekeeper. Roy always takes the utmost pains in filling all requests for recordings which you listeners send in. Roy cut his eye teeth selling, but likes radio better than anything except maybe rubber fenders. Married LaPlante loves to browse, read mystery stories, and write plays. He's quite an actor too! Besides the Timekeeper, you hear him nightly on Champagne Time at 6:15. Roy's favorite expression is . . .

4. Right—**ARE YOU LISTENING?** . . . Not you, friend listener! Not yet. That's Julstedt again. It's 6:25 and the zero hour is approaching. Huey's on the phone with the studio engineers for a final check-up. "Everything OKAY at this end," he say and get's a "here too" from Darlington, who then waves a . . .



5. Above—**TAKE IT AWAY** . . . to announcer La Plante, Darlington snaps on the "go ahead" red light and WFIL is "ON THE AIR." Let's go around into studio "E" and see how this guy LaPlante looks close up being cheerful at 6:30. He is . . .

6. Right—**NOT BAD** . . . Wonder if Roy feels as chipper as he looks and sounds? Well, the show must go on. That's radio's creed too. Roy's Timekeeper is on the air for an hour. For Roy that means 15 recordings and about 20 minutes of solid chatter. At the announcer's average of 140 words a minute, that's close to 3,000 vowels and consonents. Boy, will that 7 o'clock relief look good!



WFIL

"A PROGRAM IS BORN" AT



1. Left—**PLANTING THE SEED**... At a regular Monday morning Sales meeting an advertiser's request for program suggestions are discussed by (left to right) Hal Simonds, Theodore Brooks, Sales Director John E. Surrick, B. A. MacDonald, and Max Solomon. They are approaching the...

2. Right—**AGONY PERIOD**... just a big fishing expedition for ideas. The program board, made up of various department heads (left to right) Don Martin, production; Mary Hazzard, traffic; Arnold Nygren, engineering; James Allan, program director; Roger W. Clipp, general manager; Mill Spooner, music; and Erva Giles, music library, weighs suggestions, discards and tries again. A big half-hour weekly show with drama and orchestra is suggested. It sounds good. The board agrees, and having agreed is galvanized into action. Now...



3. Left—**WE'RE OFF**... Continuity and Production Director Don Martin pounds the keyboard on this one personally. He'll punch out about 5,000 words of copy before he hits the bulls-eye and is ready for...

4. Right—**THE FIRST TEST**... Martin's satisfied but is Program Director James Allan? He makes a few suggestions and Secretary Mary Hazzard records them, and prepares the copy for a...





5. Right—**FACE LIFTING**... Allan's suggestions and Martin's second thoughts leave a riddled script. But now it's ready to...



6. Left—**FACE THE MUSIC**... Librarian Erva Giles and Musical Director Anthony Candelori do it literally, as they make their selections for orchestral backgrounds and time transitions. You'll meet Candelori again, but a word now about Erva Giles. Behind her is a colorful career as a featured soprano on NBC. Erva Giles was a big name on the networks for more than 10 years starting in 1925...hails from Ellsworth, Maine, and loves the great outdoors and lobster...back to work and a...

7. Right—**FIRST CASTING**... Production Director Don Martin uses great care in selecting his readers. Voice timber and adaptability, a radio actor's chief assets are carefully weighed and Don knows how to do the weighing. He came up the hard way himself starting as office boy in a small local station and working his way right on up. Don is a recent poppa and proud as punch that he'll have to give up his bowling nights in favor of the fireside. Let's get on, says Don. We're...



8. Left—**OKAY FOR SOUND**... That's where engineers Dick Delp and John Littlejohn step in...here they are running over cues and suggestions with the production man. These two boys are a couple of more 10 year men. Delp started in radio in Philadelphia when they were building WFIL while Littlejohn was getting his ether baptism about the same time down Texas way. Alike as two peas in a pod in their habits, both are married, both hobby in amateur radio and both have a passion for detective stories... Not ones to waste time, they say let's get going...



9. Above—**TUNE-UP TIME**... The orchestra rehearses in another studio. Their music must be perfect too. Perfect in timing and volume! It must dovetail with the drama like pieces of a jig-saw puzzle... Now the...



10. Above—**INTO REHEARSAL**... Painstakingly the dramatic cast runs through its portion of the program. Twice, three times... every line must be perfect... the timing just right... for...



11. Left—**AUDITION'S ON**... Announcer Tony Wheeler starts off the dress parade with an opening explanation. Tony has been in show business practically all his life. He had his own orchestra before the depression and used to play on New York's Naughty 42nd Street. He's been talking to the microphone now for ten years, coming to WFIL last fall from Binghamton. He likes Philadelphia—scrapple and apple pie. We...



12. Above—**HOPE YOU LIKE IT**... Too, the show, we mean. In the Audition Room, the prospective clients and advertising agency men sit in judgment. At the same time WFIL executives listen in their offices and add their opinions... It's okay so...



13. Left—**SCHEDULE IT**... The sponsors-to-be liked the rehearsal so the word goes out to put it on the schedule. That's a job for Traffic Supervisor Mary Ann Hazzard. Pert and pretty, Mary believes in taking things easy. She's single, loves dancing and ice cream, the threat of poundage not withstanding. After Mary does her duty, the next step is to...

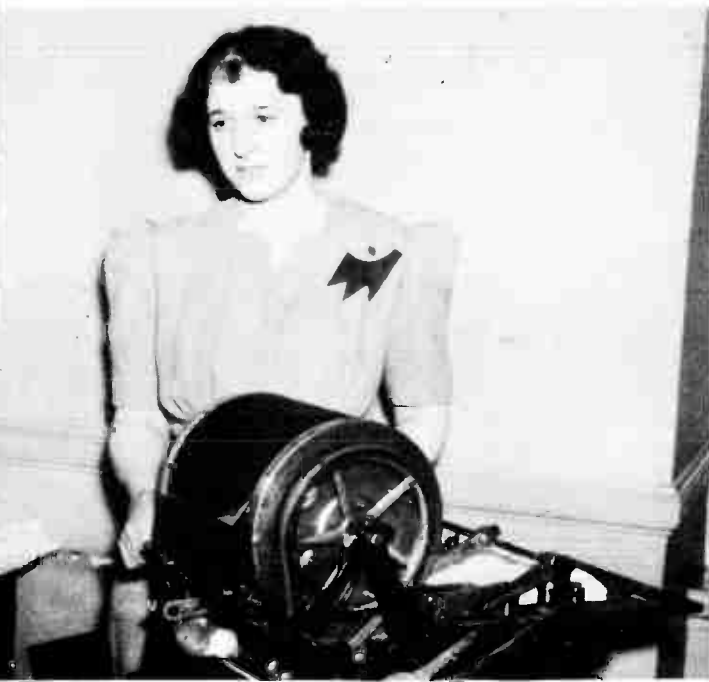
Right—**TELL THE PUBLIC**... Now motion and Publicity Director Joe Connolly takes over. Newspaper ads, stories, banners, street car signs, billboards are all used in the average campaign to tell you listeners about a new program feature. Joe has been plotting such campaigns for WFIL since 1935. A product of Villanova College, he was a reporter, theatre publicity agent, and theatre manager before turning to radio... Connolly is helped in his...



15. Below—**STORIES ABOUT THE STARS**... By assistant Betty Young who is here digging out biographical material for a story. Betty joined WFIL last September. She's a Jerseyite who likes horsback riding, dates who can dance, and nights when she gets out of work early. Oh yes, Betty is single and aspires to be a Helen Hayes... After Betty finishes, the next step is...



16. Below—**MASS PRODUCTION**... New programs mean lots of work for Ethel Case who heads up copy reproduction. Her mimeograph machine grinds out copies of scripts and publicity stories. Ethel has been with WFIL since the beginning. She's one of the fastest typists in town, hasn't met the right man yet, likes roller skating and classical concerts... Uncle Sam usually reaps a harvest when Ethel finishes and this time is no exception... here we go...



18. Below—**THE BIG MOMENT**... Engineer Fred Moore sets up the studio for the first broadcast. Radio has been a profession to Fred ever since he graduated from school. During the war he "pounded brass" in the Navy, twirling knobs in New York, Chicago and Philadelphia ever since. Fred likes the movies, reminiscences of the good old days and strong tobacco... Now that Fred has his mikes set, are the...



17. Below—**INTO THE MAIL**... Gus Nogar and Bill Ellis send the news on its way to the press. Overnight more than 150 newspapers in five states will have the word. Gus and Bill are WFIL's juniors. Both aspire to careers in the business end of radio. Gus does some photographic modeling on the side—Bill is a model too—of thoroughness. Sports keep both entertained, though Gus expresses a yen for classical music... Preliminaries gone, we're ready for...





19. Left—**SOUND EFFECTS READY?**... Roy LaPlante gives his "tea wagon" or sound effects turn table a final once over. In the old days all sound effects were produced by physical means and it used to take a roomful to run a single show. Now most of the sounds are recorded on discs and a whole library only takes up a few feet of space... standby... things are getting tense... Now we're...

20. Above—**"ON THE AIR"**... Like bubbles evaporating into thin air, the casts' tenseness is dissipated... As the production man waves his dramatic "take it away, you're on," they swing into stride like veteran troupers, running smoothly through lines and cues. For the remainder of the broadcast they'll follow the directions of the producer. He, working in close harmony with the engineer who is controlling the volume of sound coming in from the microphones, will guide them with the sure expert finesse of a Hollywood director... he...



21. **INSPIRES CONFIDENCE**... So Does Veteran Announcer Fred Webber as he punches into his copy with enthusiasm. He knows this show is "going." Fred can usually tell too. He started in radio back in 1929 when the depression knocked the blocks from under the building business. Fred is a civil engineer turned out to pasture in radio, and having quite a feast on the green fields, thank you. KDKA in Pittsburgh was Fred's first job where he won many diction awards. He's the daddy of the WFIL staff, hobbies in candid camera photography, and dopeing football winners. Married, he is sending two grown children through college. Fred shines at poetry and thought provoking philosophy. You probably enjoy his verse on "Your Favorite Hymns" every afternoon at 3:45. As Fred launches into show... the engineers...



22. **RECORD IT**... So that it may be played back and its errors discussed in a general meeting. Bill Neil is the engineer with the needle. Recording is an old story to Bill, he started his technical career, the one and only, with RCA in Camden. The job Bill is doing now will be finished the same instant the program ends and in a few seconds, the artists will be able to hear themselves work... Bill likes horseback riding, shortwave radio, girls—yes he is single—and shows that come out...

23. **ON THE NOSE**... A radio man's word for perfect timing. The show is over. It finished on the split second... on the nose. And the timing was an omen. The show is a hit. Thirty days of preparation for thirty minutes of broadcasting. But everybody's happy. That's radio. Tomorrow,— "Another Program Is Born."



SPEAKING OF PROGRAMS

Programs of every description come into being for your entertainment and enjoyment at WFIL. Pictured are a few of the current studio productions and program personalities you'll recognize.



CHAMPAGNE TIME

...It sparkles with the songs you like sung only as Bonnie Stuart and Sonny Saunders can sing them. Broadcast every night at 6:15, Champagne Time is one of Philadelphia's finest locally produced features. Both Bonnie and Sonny are the products of local talent hunts of a few years back. Both are unmarried and both are very busy making personal appearances in night clubs and theatres.



WOMAN OF THE HOUR

...Ruth Barrett is always a "jane on the spot" with the latest news from the woman's world every morning at 10:45. Maybe she's helped you with your shopping but certainly her clever interviews with the names that make the news have charmed you. Ruth Barrett is a St. Louis girl who came east to go places. She hasn't been to the Altar yet; likes candy, concerts, and cooking.



SULTAN OF SWING... Announcer Fred Temple uses his lazy-like good humor and southern drawl to good advantage on WFIL's "Swing Styles" every night at 11:30. By contrast, he is authoritative on his 10:30 newscast. But that's Fred all over. A Virginian, his first job was guide at Natural Bridge. Fred decided his talking and guiding could be turned to better advantage and moved to Radio City in the same capacity. An announcer assignment quickly followed and Fred followed it to Philadelphia and WFIL. He is married, likes to write prose and poetry and plays plenty of tennis.

MATINEE VARIETIES... Personalities make interesting programs. That's Ray Gathrid's theory and he practices what he preaches. Here is a galaxy of night club talent "on mike" for a Matinee Varieties broadcast.



F PROGRAMS



DOROTHY DIX DRAMAS... Philadelphia radio's oldest dramatic show... On the air every day with radio playlets based on the famed Dorothy Dix newspaper columns... Over 1800 consecutive broadcasts.

YOUR FAVORITE HYMNS... Mill Spooner plays them on the mighty WFIL Kilgen organ and Fred Webber recites the verse every afternoon at 3:45 P. M.





MATINEE VARIETIES... Radio columnist Ray Gathrid is the producer and creator of this half hour variety show broadcast every Sunday at 3:30. At the moment Ray is busy on the mike with his own column of intimate glimpses behind the scenes in radio and theatre which feature the show.

OLD TIME SPELLING BEE... This Philadelphia fireman is getting plenty of help from his team-mates and it must have helped too. This time the smoke-eaters defeated the police. Natural rivalries like this one are exploited every week on Old Time Spelling Bee.

MYSTERY HISTORY... From the WFIL studios to the coast to coast Mutual network every Sunday at 2:00 P. M. Producer Joe Lewis (center) cues his cast through a thumbnail drama re-enactment of some highlight in American history. Later the audience in the background competed to fill in missing links in the stories.





"JACK'S JAMBOREE"

... Philadelphia producers meet as Jack Steck welcomes Broadway's Eddie Dowling to "Jack's Jamboree." Eddie a local boy who made good is typical of the guest talent that Steck brings to his Jamboree along with your favorite recorded music.



SATURDAY SWING

...Drummer Boy, Gene Krupa, the hottest kettle beater in the band business tells Don Martin how to satisfy every taste. This one is just for the ickies, rug cutters and jitterbugs.

RADIO AWARDS... Listen in. Your telephone may ring any day at 12:45, 3:30 or 6:40. If it does it may be genial Jack Steck calling to give you a table model radio with the compliments of WFIL. Every day WFIL distributes five radios to its listeners. Giving things away is an old custom with Jack Steck. One of Philadelphia's best known stage personalities, Jack is always donating his services for some worthy cause. He's been in show business since 1913 and claims he helped win the war with typewriters and grease paint. A frequent headliner on the local boards, Jack has created innumerable quiz games and audience shows. He still conducts an original amateur hour at Woodside Park and is fond of food of every description. A confirmed "nibbler" he welcomes cakes from devout listeners to his "Jack's Jamboree."





HURRICANE HUNTERS ... When 90 mile winds and 50 foot waves battered Atlantic City, in September 1937, a WFIL mobile unit was there for a ducking. Disaster threatened, emergency communications might be needed, fortunately they were not. Here is the gang snapped on the boardwalk at midnight. Left to right: Frank Becker, Joe Connolly, George Brazee, Al Stevens, Arnold Nygren, and Dave Driscoll.



SPECIAL

FIGHTING FLOOD ... "Urgent send a boat." Everyone remembers those dramatic words when the disastrous floods of January 1938 are recalled ... Radio, played a big part in the rescue work and WFIL did its share by sending a mobile unit to Louisville, Ky. and by staying on the air 24 hours daily on the Voluntary Relay Network. Here, two engineers operate a short wave set to get messages through to the stricken area.



"PROCLAIM LIBERTY" ... The mammoth old bell in Independence Hall tower rings out on Fourth of July to recall the birth of a nation. Engineers Schantz and Julstedt and announcer Al Stevens are on the job directly beneath the big clapper with WFIL microphones so that you might hear the drama of the moment.



HELPING HUMANITY ... WFIL Special events men keep pace with the march of medical science ... Garbed in surgeon's gown, Al Stevens, describes a brain operation during Humanity Week Observance at Convention Hall in 1938.

EYEING THE ELECTION ... Keeping its listeners informed of the up to the minute progress of balloting in city, state and national elections is just a routine job for WFIL. Special events men swarm into action in the WFIL News Room during the 1938 Gubernatorial election.

PATRIOTIC PILGRIMAGE ... WFIL microphones answer a call to the colors as Pennsylvania and Philadelphia celebrate the 150th anniversary of the ratification of the Constitution. It is June 1938 and the scene is a ceremony in Independence Hall Court Yard.



EVENTS



LADIES DAY... WFIL never forgets the feminine half of its loyal audience. Every summer the station plays host at a picnic in Woodside Park. Here's Huey Julstedt refereeing a balloon blowing contest while he tells the listening audience all about it.



MAN-ON-THE-STREET... Informal, impromptu street broadcasts always make entertaining radio fare. Here, WFIL special events men are feeling the public pulse on a question of paramount interest, the third term.



LOOKING OVER A LOCOMOTIVE... This big, behemoth of the rails is the Baldwin locomotive works famed #60,000. Charles E. Brinkley, Baldwin's president is presenting it to Franklin Institute and Henry Butler Allen, Director of the Museum is accepting.



HIGHLIGHTS OF HISTORY... The verdant fields of Old Valley Forge are the scene of this WFIL broadcast. The occasion is a memorial ceremony marking the 150th anniversary of Washington's evacuation of the memorable Valley Forge encampment.



GREETINGS FOR A GOVERNOR... Showing the south a bit of northern hospitality was the idea here. Special events man Al Stevens uses the short wave pack transmitter to welcome Governor Allred of Texas to the Quaker City.

BEAUTY ON A BARGE... The Schuylkill Navy's annual nighttime water carnival attracts more than a quarter of a million people to the Fairmount Park River Banks; That means WFIL is on the scene. Besides broadcasting the carnival WFIL was in it last year with this beautiful flower bedecked float.

NO MASQUERADE... Al Stevens in the lower left foreground isn't coming from a costume party. This was a demonstration of fire-fighting methods old and new at Independence Hall. The newsreel boys demanded authentic costume for the first half of the show so Al and engineer Pamphilon responded with powdered wig and knee britches.



WFIL IS FIRST ON THE AIR WITH THE NEWS

How many times have you heard that staccato boast? Often, we imagine, because it zooms out over the airwaves at the beginning and end of each of WFIL's 12 daily news broadcasts, and it heralds the important flashes and bulletins that interrupt programs.

WFIL was the first Philadelphia station to establish its own news bureau. That was five years ago. Ever since, day and night, a trained staff of radio newsmen work at top speed to maintain that slogan of which WFIL is so justly proud: "First on the air with the news." Ever alert, with a weather eye on the news teletypes, WFIL newsmen have scored scoop after scoop in bringing the news to you almost as quickly as it happens. Now, may we show you how it's done?



WAR ON THE WEST WALL... 12 Noon, INS correspondent John Hockman gets word of a British offensive against the Siegfried Line. Quickly he wires his story to Paris.

THE STORY TAKES FORM... INS office, New York, 12:09 P.M.—in 4 minutes Hockman's cryptic sentences have flashed 3,000 miles across the Atlantic Cable. Decoded, they are fashioned into smooth reading stories by expert rewrite men. Now, an operator speeds the bulletin over teletype wires to hundreds of newspapers and radio stations.



WORDS ON WINGS... London office of International New Service, 12:05 P.M., by cable Hockman's dispatch has been rushed through the censors to the British Isles for retransmission to America. A scant 5 minutes has elapsed.

TRANSFORMER... In less time than it takes to bat an eye, the copy pounded out by the operator is transformed into electrical impulses, sped over the lines, received by a teletype such as this one, and retransformed back to copy. WFIL's two teletypes clatter 19 hours every day with news from INS offices all over the world.



STORY OF A HEADLINE



FLASH... The teletype bell jingles 7 times and the keys beat out the dramatic word F-L-A-S-H. The WFIL news room galvanizes into action. Announcer Al Stevens rips copy from the machine as Editor Joe Connolly quickly rewrites the facts for the microphone.



ON THE AIR... 12:20 P. M. "We interrupt this program to bring a special flash from the WFIL News Bureau," says Newscaster Al Stevens. "Paris. The British have launched . . . etc. Keep tuned to this station," he winds up, "and remember WFIL is first on the air with the news." Above his head the clocks read 12:20 P. M. Another headline has been born. And again WFIL was first!



NEWS HOUND... Covering local headline happenings is another important phase of the WFIL News Bureau activities. Veteran newspaper man Billy Weart of the Philadelphia office of INS adequately fills this bill, keeping a close ear on the Philadelphia news ground.

BEEHIVE... A fitting one word description of Weart's field of operations—the Philadelphia INS office. From City Hall, the courts, Federal Buildings comes word of every story that breaks in town. As quickly as it is received, the phone on the window-sill is used to rush the word to WFIL via a private line.



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SPORTS

From Badminton to Baseball WFIL covers the whole sports front, with on-the-scene microphone pick-ups and through the expert eyes of three famous radio sports reporters: Hal Simonds, Sam Balter and Bill Stern.

Many outstanding sports events are broadcast exclusively over WFIL. For instance, the World Series was an exclusive WFIL feature as are all the championship fights and the big Florida Races.

Now we invite you to meet your favorite commentators and the men who work in the field.



PHILADELPHIA'S ACE, HAL SIMONDS, whose comments you hear every night at 6:00 and 6:40 P. M. One of the Quaker City's best-known radio voices, Hal has been a steady on the WFIL microphone since 1924. His keen knowledge of all sports and his aggressive crusading against abuses have made him a distinct favorite with the fans.

SWIM MEET . . . When the mermaids splash for cups and championships at Crystal Pool, WFIL microphones are very much in the swim. Here's Ewing Julstedt interviewing a couple of contestants just before they took a dive. Yes, there was water in the tank.



CAMERA EYES . . . Bill Stern, NBC's No. 1 sports observer, really does have telescopic lenses. He is noted for his distinctly dispassionate yet interesting descriptions of the big football and baseball games along with his color commentary between the rounds at championship fights. In addition, Bill also airs his own sports review and preview of the week over WFIL every Sunday at 9:45 P. M.





SCOURGE OF THE RING... The Golden Terror, man mountain of the wrestling ring, shows a mighty fist to a skeptical Simonds. Hal's microphone visit with the Golden Terror is just typical of the personal calling that he does among the stars. Almost every night some headline personality joins Hal at the microphone for an informal chit-chat.



THE OLD INSIDER... Some people call him the ferret, his real name is Balter, and he breaks more inside sports stories than any other two men in American radio. Sam's radio program "The Inside of Sports" is heard over the Mutual Network and WFIL every Tuesday, Thursday, and Saturday at 7:45 P. M. The program is renowned for tomorrow's headlines which Balter tells today, and the thrilling "Once in a lifetime" yarns which Sam so colorfully recalls.



IT'S RELAY DAY... One of the biggest track and field events every year is the Penn Relays, and so every year WFIL covers the two-day carnival from start to finish. These mike-men from their post in the upper tier of Franklin Field are contacting a roving commentator via shortwave on the track below.

EXECUTIVES

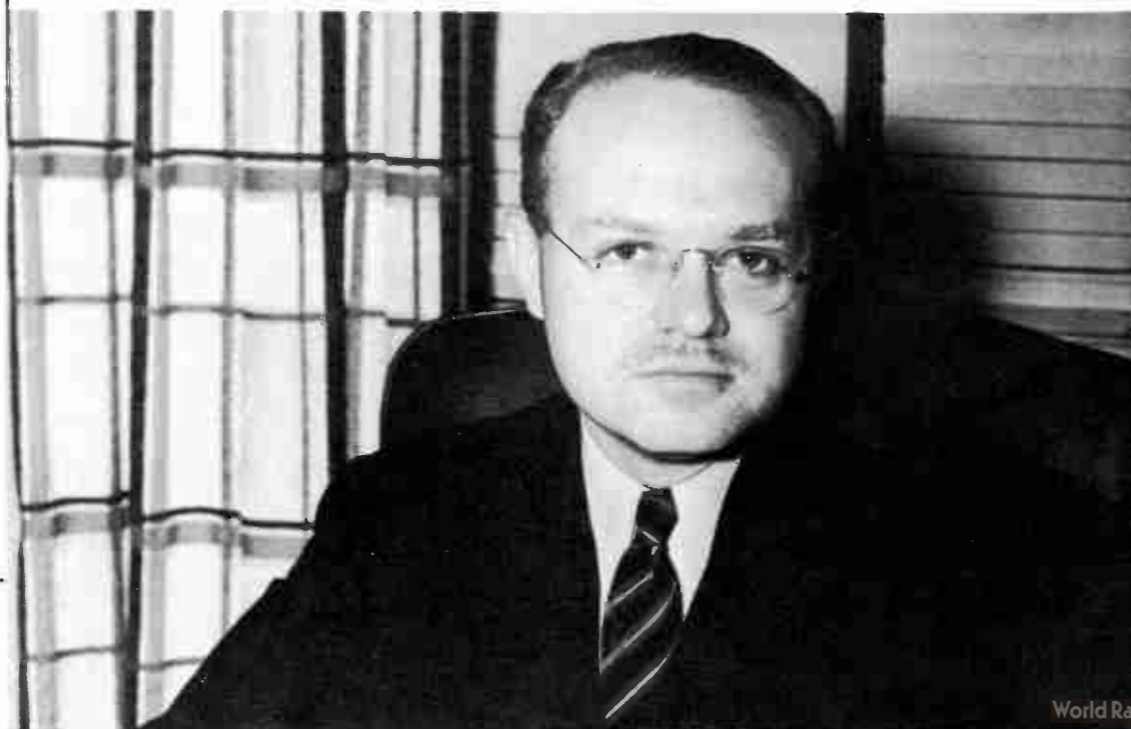
HISTORY

WFIL traces its lineage back to radio's pioneer days of the early 20's. The present station came into being in 1935 when part time WFI and WLIT were combined to make a full time Philadelphia Blue Network outlet for the National Broadcasting Company. In fact, WFI which was opened in 1922 was the Quaker City's first radio station. This pioneer inheritance has always characterized WFIL's growth and development. Struggling in makeshift quarters atop the Strawbridge and Clothier Store, the new WFIL embarked upon a campaign of local program building that amazed competitors and brought outstanding local artists to the attention of the public for the first time. A few months later, WFIL signed contracts with International News Service and became the first Philadelphia station to present regular news programs. A year later in April 1936, WFIL became affiliated with the new coast-to-coast Mutual Network, thus making available to its listeners the stellar programs of two great networks. In September of the same year still a third network was added to WFIL's affiliations when Roger W. Clipp, present general manager, organized the Quaker Network, linking for the first time the 17 principal cities of the state. That November WFIL achieved statewide acclaim for its special feature coverage of the Presidential election, an accolade that was the forerunner of many subsequent citations for WFIL has since established a reputation for being A-1 in special events coverage. April, 1937 saw the start of the building campaign which laid the cornerstone for the "station of tomorrow." June 1938 was the climax for modern WFIL because it signaled the completion of a \$400,000 building campaign, new studios atop the Widener Building—a new transmitter site at 63rd and Passayunk Avenue and new transmitting equipment . . . Now it's GREATER WFIL . . . looking ahead for more improvements to make . . . of new ways in which to serve . . . truly . . . THE STATION OF TOMORROW.



SAMUEL R. ROSENBAUM . . . "Man of a million interests," his colleagues call him. Besides being president of WFIL Mr. Rosenbaum finds time to be a vice-president of Albert M. Greenfield & Company, an officer of the Bankers Securities Corp., vice-president of the famed Philadelphia Orchestra and so on, ad infinitum. Widely known as a reformed Philadelphia lawyer, patron of the arts, scholar, humorist and after-dinner speaker, and perhaps slightly less known as a saxophone player and fancier of bridge pictures, Mr. Rosenbaum has been at the helm of WFIL ever since the station donned new call letters and embarked on its era of growth. His boundless energy, insatiable appetite for a thousand details and endless good humor are a source of wonder to all who know him — especially to his employees — who like him!

ROGER W. CLIPP . . . General Manager . . . A man with the drive of a mountain locomotive. If you have been hearing more and more about WFIL lately it's because "Rog" is determined that before he is finished every one within hearing will be a WFIL fan. His plan of campaign is to put out on the WFIL transmitter the best radio entertainment that can be produced. "Rog" is a true modern version of the self made man. He was born in Hagerstown, Md. and with the true characteristic of his Scotch-English forebears, refused to let that handicap him. He built the first radio ever seen in Maryland, went to sea as a radio operator, came ashore and went to Penn, got his first job selling ads for the school paper, took a degree, tried insurance and banking, remembered the glamour of radio and haunted NBC till they gave him a job. After serving as assistant manager of NBC owned and operated stations, he came to WFIL in 1935 as business manager and took over the management of the station in 1938. He shoots good golf but his hobby is home and two children.



FRED DODGE . . . No, Fred never does! Quite the contrary! As assistant and trouble shooter for general manager Roger W. Clipp, Fred has to wade in swinging. A native of Binghamton, New York, Fred has been with WFIL for a year. His current stay in Philadelphia though is his second. He went to High School here and later worked for N. W. Ayer. Before entering entertainment Fred was a copy writer and advertising manager for a department store. He's quite a hand at the microphone himself, writes plays and radio shows and plays an excellent game of hand ball to keep his weight below 200. His "Mystery History" creation is broadcast over the Mutual Network every Sunday afternoon.

SALES MANAGER SURRICK . . . John E., he was christened and his co-workers swear the "E" is for "energy." He is a onetime gentleman of the fourth estate who long since decided it was more profitable to dish out publicity than to take it. From press agency to advertising agency was but a hop and a skip but the landing was good for 10 years with N. W. Ayer . . . The jump came just a few months ago, when John came to WFIL for keeps, we all hope. Just pushing forty, John hobbies his time with golf and riding. He's a countryman and has a charming wife and six growing youngsters.



JAMES ALLAN . . . "Gentleman Jimmy" is WFIL's program director. The vivid imagination of a Jules Verne and the whip cracking ability to make people jump without stinging them, makes Allan an ideal man for his job. Happily married, he is an inveterate house hunter, always seeking, never finding the perfect manse. Villanova is his alma mater, swimming, golf and reading his hobbies, and to own his own radio station, his dream.



DEDICATION OF

New studio dedication, June 17, 1938, was a red letter day in the history of WFIL. Great pomp, ceremony, party, and a day long series of broadcasts including an exchange of salutes between WFIL and NBC and MBS, signalized completion of the station's \$400,000 expansion program. Also formally dedicated were the new modernistic studios on the 18th floor of the Widener Building at Chestnut and Juniper Streets and the new transmitter on the banks of the Schuylkill River at 63rd and Passayunk Avenue. At the time, it seemed that nearly all of Philadelphia crammed its way in to see the WFIL plant and bid us welcome. Of course we realize that's quite an exaggeration, so now we invite you who couldn't come to look back with us at some of the highlights of that hectic day.



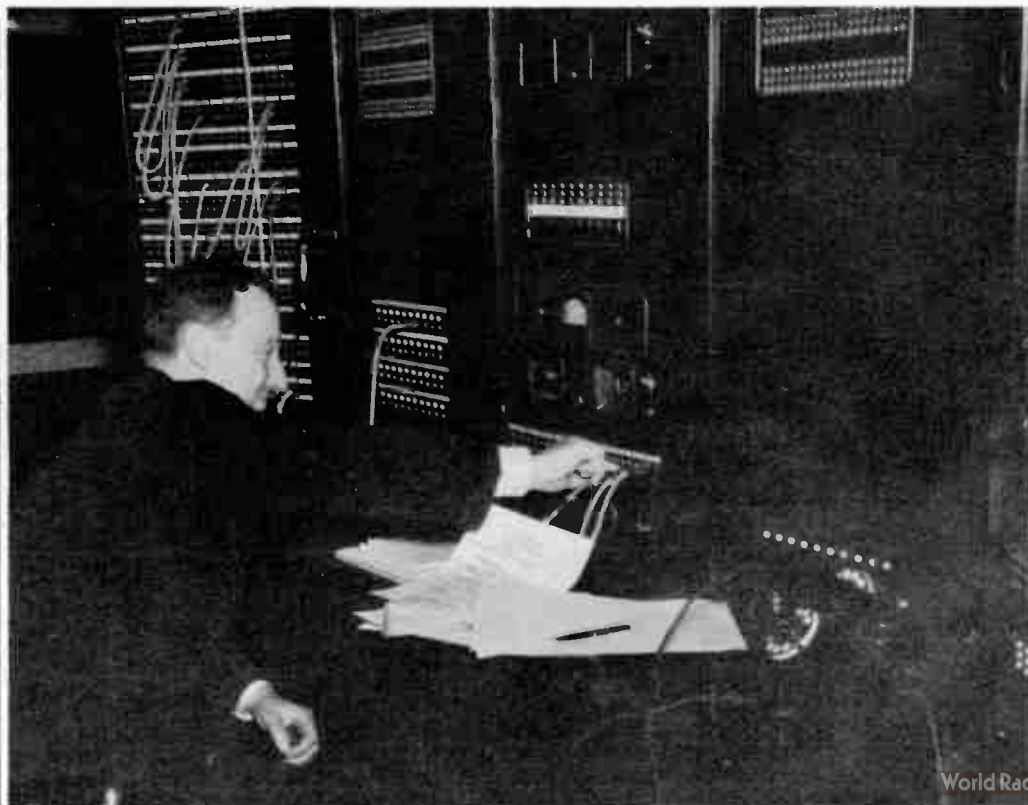
OFFICIAL GREETINGS... Good luck! said the municipality with this electric sign placed over the North and South portals of City Hall Court Yard.



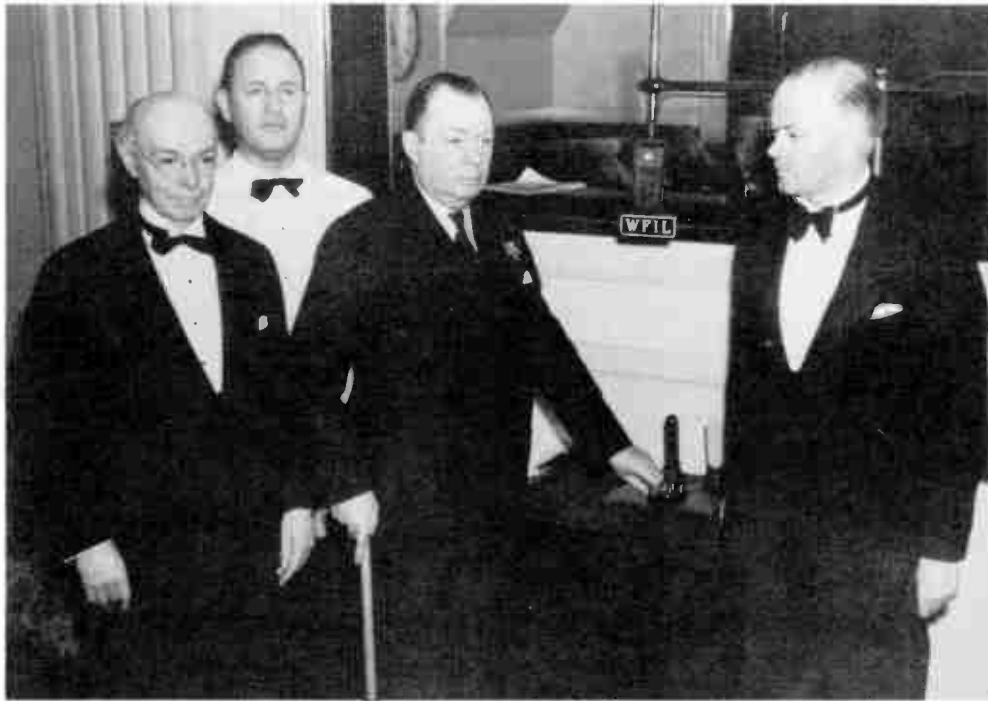
SHOP KEEPERS SALUTE... Chestnut and Market Street business men joined in the widespread welcome which Philadelphia accorded WFIL by installing attractive windows in honor of the station. This is Bailey, Banks & Biddle, swank jewelry shop at 13th and Chestnut Streets.

ALL IS WELL... Like a memory from the past was this town crier as he walked the streets of Philadelphia heralding the news of WFIL's opening to the populace just as his forebears did in the days of William Penn.

OFF WITH OLD... Honors for the first dedicatory ceremony went to the then Governor George H. Earle. With a deft flick of the wrist he plugged in the jack that threw the old master control room at Strawbridge and Clothier out of operation and the new Widener Building unit in.



THE NEW STUDIOS



CEREMONIES CLIMAX... Listeners from Maine to California heard the rumble of the circuit breaker as the late Mayor S. Davis Wilson pressed a switch which threw the new WFIL transmitter on the air. Flanking the Mayor on the left are: Herbert J. Tily, WFIL's Chairman of the Board and President Samuel R. Rosenbaum. On the right is Major Gladstone Murray, General Manager of the Canadian Broadcasting Corporation.



SERVICES RENDERED... President Rosenbaum says thank you to Mrs. Gustav Ketterer, President of the Federated Women's Clubs as on behalf of the station he accepts a copy of the original constitution of the United States. WFIL was so honored for its service in promoting the observance of Constitution Commemoration.



Left—DEDICATION DOINGS... Names make the news and names helped make WFIL's opening ceremonies a headline event. Left to right: WFIL's Chairman of the Board Herbert J. Tily, and President of Strawbridge and Clothier Department Store, Benay Venuta, Mutual's songstress, WFIL's President Samuel R. Rosenbaum, the late Mayor S. Davis Wilson, vocalist Sylvia Froos, and U. S. Senator James J. Davis of Pennsylvania.

Below—TELLING THE WORLD... Standing atop the roof of the Widener Building in the shadow of Billy Penn, these chorus beauties from the local stage release balloons each of which bore an invitation for the finder to attend WFIL's big opening party.



Left—SPORTS PARTY... Notables from every walk of life attended the gala WFIL opening party. Here is Stan Lomax of the Mutual Network interviewing baseball's Chief Bender at a sports get-together in the Arcadia Restaurant.



STUDIOS



STUDIO "A"... Tastefully decorated in two-tone pastel green, "A" is the largest of WFIL's studios. It measures 38 feet by 24 feet, is used for dramatic productions and large musical programs, and accommodates an audience of 100.

STUDIO "B"... Light gray with contrasting white-flecked black. Molding is the decorative motif of Studio "B", slightly smaller than "A" It measures 32 feet by 24 feet and is also used for large dramatic and orchestral programs.



STUDIO "D"... The Napoleonic period inspired the blue, white and gold decorations and the empire furnishings in this studio. "D" is used for prominent speakers and guests and also serves as a client's audition room where a prospective advertiser listens to a rehearsal of his program to be.

STUDIO "C"... Used for small instrumental groups, speakers, etc. "C" is the smallest of WFIL's studios. It measures 16 feet by 19 feet and is decorated in black and gold.





CLIENT'S OBSERVATION ROOM... Adjoining "B" Studio, this small tastefully furnished room was designed for clients or visitors who desire to both see and hear a program in private. It is completely sound proof and can accommodate 10 persons.



RECEPTION FOYER... The cheery living-room-like atmosphere of this spacious lobby is the visitor's first contact with the WFIL family as she or he steps from the elevator. Decorated in a sepia tone and furnished with brown leather chairs and settees. WFIL's Reception Foyer joins an ever smiling hostess in always saying "Welcome to WFIL."



CONFERENCE ROOM... Paneled in light stained oak, this attractively furnished room houses all of WFIL's staff conferences. Here the board of directors meet, and here programs and program ideas are born.



STUDIO "B" BEFORE... Can this be the same studio? This jumble of empty walls, bricks, masonry, and exposed pipes and wires is a far cry from the present day version of "B" Studio. This photo was snapped in the early stages of construction and it took months and months of careful painstaking work to produce the finished job.



STUDIO CORRIDOR... All four of WFIL's ultra modern studios open off this single corridor, a set-up which facilitates the many production and program operations that make up the daily routine. The walls are all done in a soft restful sepia tone.



ENGINEERING

Good as a program may be, expert engineers and engineering are still required to insure its proper transmission through the ether so that when you receive the broadcast in your home, it still possesses all its studio tonal fidelity. WFIL enjoys a reputation throughout the broadcast industry for the skill of its technicians and its improved technical equipment. You have already met some of WFIL's artisans and have seen the tools with which they work. Here are the rest.



Above—**CHIEF**... Scarcely turned 30, chief engineer Arnold Nygren has come a long way since he first started playing with a catswhisker set back in his native Jamestown, N. Y. Responsibility sits lightly on his shoulders though as he checks meters on WFIL's big master control board. Before bowing in on broadcasting Nygren went to school in Texas, was a circus barker, salesman, Army signalman and a ranch-hand in California. He hitch-hiked his way cross country twice before settling down at NBC's Radio City. No, he isn't married. Off time always finds him on his horse, a big strawberry-roan.

NERVE-CENTER... Well named is WFIL's master control room, for everything that happens in a program way passes through its confines. WFIL's master control is considered one of the most advanced in the industry. The engineer seated at the dual console in the foreground is running a program out of "B" studio. WFIL's Master Control is situated between "B" and "A"—the same engineer could operate a program from "A" studio by simply whirling in his chair. The large panel in the background is the "brains" of the station. Through it in a myriad of criss-crossing wires passes every program handled by the station.

ONE MAN BROADCAST STATION... Engineer Frank Kern who is tinkering would call this strange looking gadget a "short wave pack transmitter." But believe it or not, that leather case encloses a complete broadcasting station. It weighs less than 25 pounds, is powered by a single watt and has a range of five miles. The set is strapped on an announcer's back and permits the mikeman almost unlimited freedom of motion without the restriction of telephone lines. Pack transmitters are invaluable at sports events, parades, etc. Engineer Kern is another broadcast veteran. He's been on the controls for 12 years and still fiddles with amateur radio after hours, is a nut on table tennis, hates people who talk too much, and is crazy about married life.

TRANSMITTER HOUSE... This is the interior of WFIL's transmitter house at 63rd and Passayunk Avenue. Behind the panels at the far corner of the room is housed the intricate mechanism of WFIL's powerful 1,000 watt transmitter. This is the jumping off place for radio waves—the springboard where the sound of a musical program which has been sent over telephone lines from the station—is vitalized and given new life with electrical energy and then sent winging through the skies and over the ground to a million homes. Your radio receiver picks up the broadcast waves just a split second after it leaves the studio, re-transforms it to audible sound and presto, almost as fast as you can blink an eye, that same musical program is yours. That's the miracle of modern radio—split second sound.

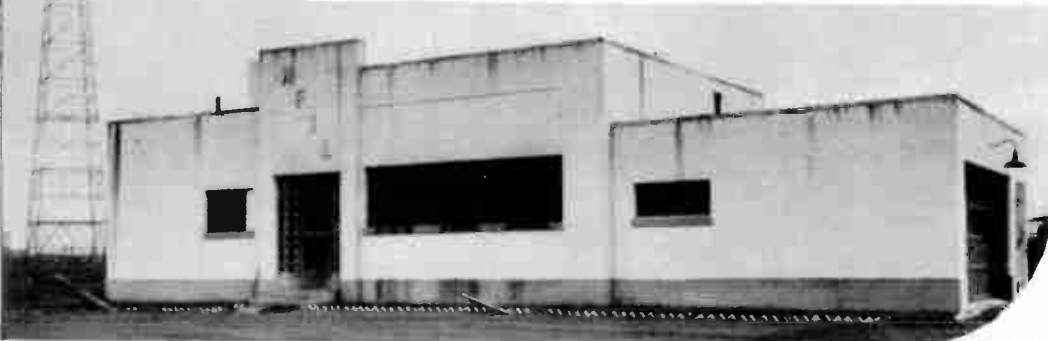




LISTENING POST... A rack of highpowered short wave receivers is part of WFIL's master control equipment. Here's Charlie Coleman trying to pick up some news from Europe. Charlie is the peer of WFIL's "ham" or amateur radio hobbyists. In radio since he was knee high to a grasshopper, he's talked to every country on the face of the earth and burns much midnight oil in pursuing his hobby. A wife, a baby son, and a penchant for puttering and making things are Charlie's other chief likes.



CONTROL ROOM... Supervisor Ed Pamphilon is "riding gain" on a program from an individual control room. All of WFIL's studios have individual control rooms where engineers regulate the volume of sound as it passes from microphone to amplifier. The two machines in the background are turntables which are used for broadcasting recordings and transcriptions. Pamphilon started his radio career in New York in 1924; hopped from broadcasting to sound installation man when the movies went talkie, from there to Naval Radio, and then back to broadcasting.



THE WFIL TRANSMITTER PLANT is located at 63rd Street and Passayunk Avenue, on the banks of the Schuylkill River in Southwest Philadelphia. This modern, brick structure accommodates the powerful WFIL transmitter equipment, plus complete living quarters for the engineers. Its location on the black soil along the river is ideal for proper radio transmission.

Below-CELLULOID SOUND... Dick Seitz gets ready to demonstrate one of radio's newest developments, celluloid sound. The roll of film he's holding looks like ordinary "home movie" eight millimeter stuff—almost. Actually it contains a half hour of symphonic music which has been cut or "recorded" on the tape by the action of a sapphire needle. The machine on which Dick is leaning will play back the program for broadcasting by scanning the cut in the tape with a photo electric cell. WFIL is the Philadelphia station which is equipped with this new development in sound... New things, by the way, are a hobby with Dick Seitz. He builds all kinds of gadgets ranging from ship models to tables. He's an expert ping pong artist and trouble shooter. Maybe that's why he's happily married.



Above-BUG-HUNTERS... When you hunt bugs in radio, you look for trouble! That's what Supervisor Jack Schantz and engineer John Cummings are doing here in WFIL's research laboratory. Every day, all day two men tinker with ticklish technical equipment, keeping it in good working order, trying to improve it so that always the signal which leaves the WFIL transmitter is the best quality possible. Both Schantz and Cummings did their technical teething in the early days of radio. Jack is a reformed ship's operator while John is a fugitive from the boredom of straight electricity. Both are married and both get their biggest kick out of the simple life. Schantz is of the Fort Washington landed gentry while Cummings is a Jerseyman from over Camden way.

MUSIC

Music to suit all tastes from "swing" to symphony is part of WFIL's daily broadcast schedule. Great symphonies conducted by famed directors like Toscanini, immortal operas sung by the stars of the Met; swing and sweet "pop" music played by the nation's leading name bands like Lombardo and Dorsey, light classic as specialized in by WFIL's own house orchestra and the tantalizing tunes that emanate from local night clubs are all yours day in and day out for a mere twist of the dial to 560 K. C.



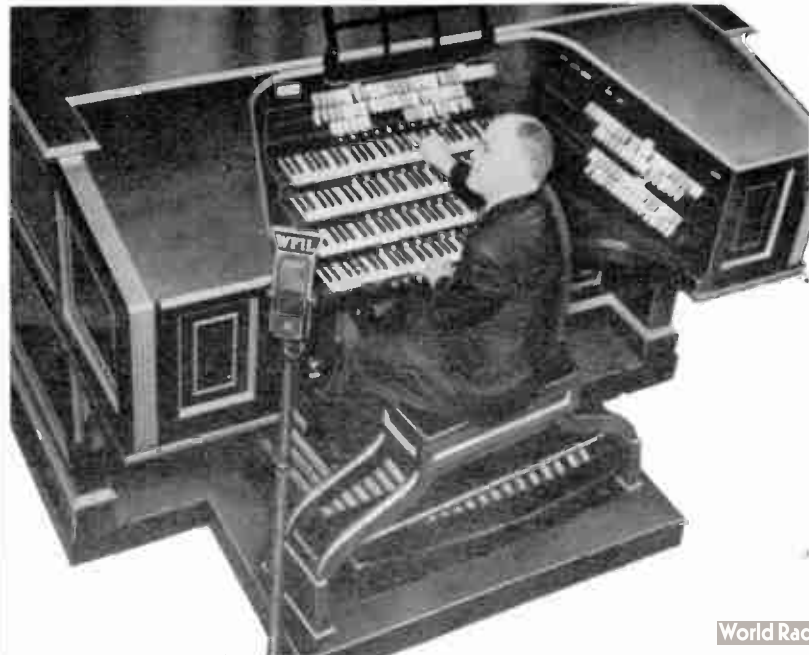
ANTHONY CANDELORI... Better known to the WFIL studio gang as Maestro, Tony is WFIL's musical director and baton swinger for the house orchestra. A study in facial pantomime when he directs, Candelori has all of the Latin's natural love of music and readily admits that his baton wielding comes straight from the soul. Tony started his musical career at six by plunking on the strings of a fiddle back in his native Italy and persevered to become a great violinist. His orchestras have been featured on many network commercial shows and his chief ambition is to be on the podium before a big symphony.

STAFF ORCHESTRA... WFIL's men of music are all former veterans of theatrical orchestra pits. The orchestra is an all string group and is heard in Candlelight Concerts every night at 5:15 and String Serenade every night at 10:45. From left to right: Jack Friedman, Morris Braun, Harold Micklin, Theodore Riccardi, Thomas Elmer, Jack Pomerantz, Morris Sutow, and Anthony Candelori conducting.



JESSICA DRAGONETTE... Concert and stage appearances of humming birds like Jessica Dragonette also tickle WFIL's musical fancy — WFIL fancies that you'd like to hear it so — here's a WFIL microphone and Jessica Dragonette sings — also at Convention.

MILL SPOONER AT THE WFIL ORGAN... One of Philadelphia's great organists, Mill Spooner does everything but make the mighty WFIL Kilgen Console talk. His musical career dates back to a two-dollar-a-week piano playing job in the Nickleodeon's of the gaslight era. Mill has been with WFIL since 1936. With Fred Webber, he is featured on "Your Favorite Hymns" every afternoon at 3:45 and with the orchestra every night at 10:45... The Console at which Mill sits is part of a \$25,000 Kilgen, largest radio station organ in Philadelphia, one of the four largest east of the Mississippi. The organ chambers house more than 1600 pipes and the console has 47 imitative stops that can simulate any sound from the toot of a horn to the dramatic sweep of a tull symphony.



RELIGION

The spiritual side of life is amply provided for in WFIL's program schedule. Regular broadcasts such as Sunday Devotions, the Lutheran Hour, Old Fashioned Revival Hour, Message of Israel and the Bible Institute are aired so that all creeds may find in WFIL, an added source of religious comfort.



DR. JAMES A. MAC CALLUM... Pastor of the Walnut Street Presbyterian Church, Dr. MacCallum is the Dean of WFIL's Religious Advisory Board. He broadcasts thought provoking sermons every Sunday night at 7:00 as a feature of WFIL's non-sectarian "Sunday Devotions" hour. As head of the Religious Advisory Board, which is made up of clergymen representing every denomination, Dr. MacCallum has final say on WFIL's religious policy. Tireless and affable he has succeeded in pleasing all peoples by fashioning for WFIL a religious policy that has defied criticism.



THE GLACIER PRIEST... Father Bernard Hubbard, S.J. world renowned Arctic missionary and explorer, explains to Ruth Barrett, just how the Eskimos live. Visiting clergymen like Father Hubbard find a warm welcome at WFIL. Hardly a week goes by that a WFIL microphone does not play host to the words of some touring member of the cloth.

MORE OF WFIL'S MUSIC

REMOTE... This is Lang Thompson's Orchestra playing from the Garden Terrace Room of the Benjamin Franklin Hotel. WFIL runs pickup wires to all of Philadelphia's principal night clubs and hotels and broadcasts the music of all of the big bands that come to town.

THE MUSICAL KNIGHT... You're right, it is Horace Heidt. The maestro of one of music's biggest show bands is snapped in action before a WFIL microphone at Convention Hall. Whenever any of the big bands stop off in Philadelphia whether it be for a one night stand or a lengthy engagement, WFIL microphones make their appearance.



COMMUNITY SERVICE

Making this land a better place in which to live is all part of an everyday job to WFIL. Aiding in charity drives, public works, the drive for better government, highway safety campaigns etc. are a few of the ways in which WFIL contributes to the Service of the Community.



Left—**WHAT'S UNCLE SAM DOING?** . . . Keeping you listeners informed of the latest developments in government is another job that merits plenty of WFIL's attention. Here WFIL presents the latest news about social security laws and the speaker is the big boss himself, Federal Social Security Administrator Paul V. McNutt.

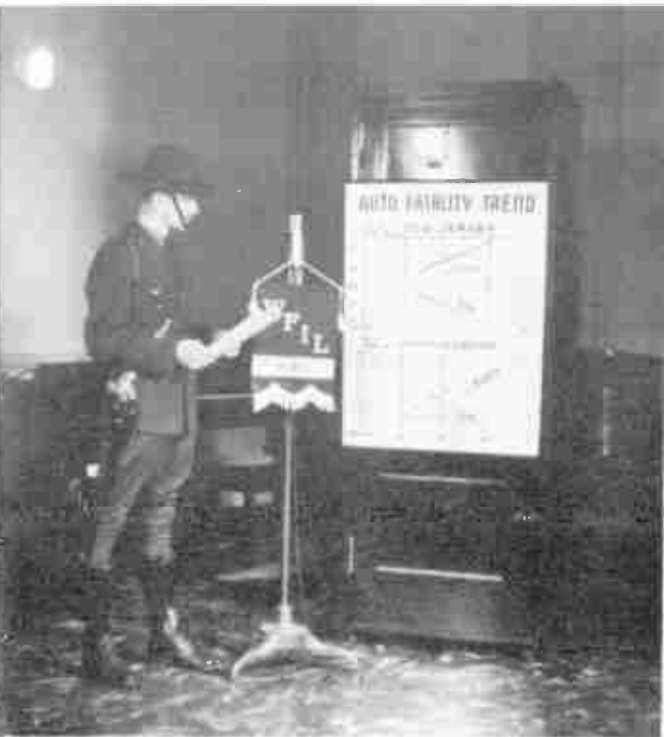
Right—**NEWS FROM THE AUTO SHOW** . . . Bringing listeners a word picture of all big happenings in Philadelphia is part of WFIL's notion of community service. The annual Automobile Show is a red letter event so WFIL broadcast it exclusively. Here's Fred Temple doing a newscast from WFIL's special booth on the floor of the show at Convention Hall.



Left—**DEMOCRACY IN ACTION** . . . Earl G. Harrison, moderator of the Philadelphia Town Meeting shouts down a heckler at a regular Monday evening broadcast at 9:00 P.M. Sponsored by WFIL and Philadelphia Town Meeting Inc., these programs permit open public forums on questions of paramount local civic interest.

Right—**TOURING TROUBADORS** . . . Christmas time and the kiddies in hospitals and Orphanages need their share of good cheer. This crew of WFIL entertainers headed by Jack Steck (microphone in hand) spent an entire week going from institution to institution with the aid of the Philadelphia Police to play entertaining Santa Claus.





BETTER SAFE THAN SORRY ... That's the theme of this resolute looking State Trooper's remarks as he urges safety on the highway. WFIL co-operates closely with the Pennsylvania Motor Police and the New Jersey State Police in broadcasting traffic bulletins that help out motorists, and in presenting interesting and dramatic programs that teach lessons in how to be safe.



A GLIMPSE AT GOVERNMENT ... The City Charter was a big issue in Philadelphia last year. The WFIL Special Events Bureau kept WFIL listeners informed of every development. Here is a state legislative hearing in the auditorium of the Board of Education.



Left- ECHOES OF YESTER-YEAR ... These be-wigged gentlemen are Philadelphia school teachers who haven't forgotten the price America paid for Freedom. Neither have we and, we suppose that you like to remember such things too. That's why WFIL broadcast this dramatic re-enactment of the Constitutional Convention.

Right- FOOD SHOW FEATURE ... Every year more than 200,000 Philadelphians pilgrimage to the Food Show at Convention Hall. And every year WFIL's studio exhibit is one of the feature attractions. This Colonial type structure housed a complete miniature broadcast station and from it WFIL aired more than 40 broadcasts during the show.



YOUTH ACTIVITIES

Because the boys and girls of today represent a sizable listening group with their own very special likes and dislikes and because they are tomorrow's adult listeners, WFIL maintains a separate Department of Youth Activities.



Above—**JUST BE NATURAL**... That's what the Colonel is telling an Olney High School professor as a group of his dramatic pupils rehearse for one of WFIL's "High School of the Air Broadcasts." Every Saturday students from Philadelphia and Suburban high schools produce and broadcast two half hour programs under Colonel Bill's direction.

Above—**MEET COLONEL BILL**... He is WFIL's director of Youth Activities. Almost every youngster, from grade to high school, city and suburbs, knows him by name. A Virginian by birth, the Colonel got his military designation from dough-boy buddies during the World War. Big, bluff and hearty, he still speaks with a southern drawl, laughs like the boom of thunder, loves children, supervises two school broadcasts a week and talks to some 5,000 school children each week in assemblies and at the WFIL studios. Secretly, Colonel Bill has a passion for farming, indulges it in the backyard of his Delaware County home.



Above—**TYPICAL AMERICAN BOY**... When the World's Fair started a nationwide search for a "Typical American Boy," WFIL, in recognition for its outstanding work among the Youth, was designated as one of the six stations to select a regional finalist. So here is Uncle Jim and the winner of the eastern district, with his proud mother and dad.

Right—**AWARDS FOR THE VALOROUS**... Judge Theodore Rosen of Philadelphia's Municipal court is shown honoring a group of Philadelphia youngsters. These children were given prizes and Certificates of Valor for distinguishing themselves through some outstanding act of bravery or unselfish courage.



Below—**HEIGH-HO SILVER**... Colonel Bill also directs the WFIL-SUPPLEE LONE RANGER CLUB with its membership of 25,000. Do a good deed and be morally straight like the Lone Ranger, the Colonel advises his young members...



Right—**BE PROMPT**... Take a lesson from radio, Bill advises. During the past two years Colonel Bill has conducted more than 450 classes totaling some 30,000 children on chummy, informal excursions through WFIL's radio plant. Besides, Bill has spread the gospel of radio to another 50,000 children in the 250 odd school assemblies he has addressed.



SALES



Left—**BENJAMIN A. MAC DONALD**... Even "Mac" probably won't recognize that name because "Mac" it has always been to everyone including himself. Tall, leisurely, farm-bred and fortyish Mac sports a drawl that belies his Scotch ancestry. A world war vet, Mac once tried his hand as railroad claim agent, and newspaper advertising salesman. He's married and says his hobby is enjoying life.

Below—**MAX E. SOLOMON**... "Max" started off in the world as office boy to Mayor Moore. The only bridge between that knee britches job and his present radio practice was a five year stay in the men's furnishing business. And, says Max, "if radio ever goes bad, it's back to the fitting room for me." Max is married and gets his fun out of collecting rare beauties of porcelain.

Below—**THOMAS MOREHEAD**... Sports fan and survey expert! That's Tom. He digs up most of the statistics data that promotion manager Joe Connolly uses to fashion sales ammunition. Tom hasn't bought a ring yet either. He's too busy in his spare time following sports—any kind—he aims to be a big sports writer some day.



Right—**THEODORE BROOKS**... You wouldn't think so to look at him, but Ted is the infant of the WFIL Sales Staff. Ted has had quite an exciting time selling newspaper advertising. He is a native Philadelphian whose passion is an open fireplace, easy chair, trusty pipe and book.

DOWN THE CORRIDOR

DOWN THE CORRIDOR...

Behind the glamour of big names and the glitter of modernistic studios there's a number of cogs that are little seen, but most important in keeping the big wheels of program production turning. Walk down WFIL's administrative corridor with us and meet these "behind-the-scenes" people.



AL MANAGER



Left — **JOSEPHINE CANADAY**... Pert, charming and tireless "Jo" is the boss's secretary. she's been with WFIL for two years and when not working, she's busy at homemaking. That's right. Jo's married and he's handsome too!

Above—**VICTORIA YEAGER**... A personality girl with a flair for details Vic holds down a secretarial post in the office of the General Manager. She's a Temple University Grad, plays the piano and whiles away hours making jewelry.



Right—**HELEN McMAHON**... Before joining WFIL, Helen was employed at a travel agency and her chief wish from life is to visit the places she sent so many other people. From 9 to 5 she does a very creditable job of assisting Mrs. Schweiger with the bills and books.



BUSINESS OFFICE

MARGARET HANLEY... Keeping all the time options, clearances and availabilities straight is just child's play to Margaret Hanley in her job as Secretary to the Sales Director. She's been in radio since 1931... is crazy about summers at the seashore and cruises, hates cold weather.

JEAN GRAHAM... By her voice you'll know her. If you've ever dialed Rittenhouse 6900 you haven't forgotten Jean's voice. It tinkles "WFIL." For Jean life revolves around hubby and home.

Above—**HANNAH SCHWEIGER**... Custodian of the books and watchdog of the treasury, Hannah is one of WFIL's oldest employees. The theatre and books are chief hobbies. She's an expert at figures and now gets plenty of practice on the home budget being a recent bride.





Left—**IRENE SMITH** . . . Blonde and—well you judge for yourself—Irene is lots more than “just one of the Smith” girls. Meeting people is one of her pet likes and as day-time receptionist at WFIL she never runs out of subjects. Before radio, Irene toiled midst stocks and bonds. Broadcasting, she says is easier on the nerves.



ADELAIDE WHITTINGHAM . . . Most people shun night work but not Adelaide. Her post as night receptionist at WFIL is just the ticket because hubby works nights too. Besides, free days mean time to hike, go to lectures and indulge all the hobbies she likes best.



Left—**MAUDE MONK** . . . Relief operator and receptionist, Maude is the baby of WFIL'S feminine front. This is Maude's first job and as far as she is concerned radio has the call. Maude gets her fun out of horseback riding, concerts, and dancing.



JANET McLOUGHLIN . . . Statuesque and comely brunette, Janet rules a vivacious roost in the program department. She's been with WFIL for two years and of course it was her first job in radio. Janet is married, has a passion for bridge, stamp collecting and sleeping late in the mornings — if she only could.



Left—**ALICE FAUST** . . . Maid and a million men. She's the sole non-male in the engineering department and big brother to every engineer. A Temple University grad, Alice keeps all the boys happy with schedules they like. She's married and likes riding, swimming, and anything athletic.

Below—**FLORENCE BENDON** . . . “Where shall I begin,” says Florence as she surveys contest mail. This is a week's haul on Radio Awards and it's up to Florence to pick the winners. Florence has been with WFIL for five years. She's a song stylist and is on the air every day . . . In between times, she likes golf, good books, dancing and dates.



Left—**HARIOT STEM** . . . She wins two prizes, being the newest and tiniest girl in the station. Hariot proves that size doesn't mean a thing by doing a thorough-going job in the sales promotion office. She's a native of the Scranton region, who started in on the microphone up in Syracuse University. That man hasn't come along for Hariot yet either, meantime she contents herself with hobbies of dramatics and skating.



WFIL PRESENTS



CARL CARMER . . . "best-sellers" author, who translates his knowledge of Americana in the Cavalcade of America dramas.



JOHN KIERAN . . . one of the seldom-baffled experts on the prize quiz program "Information Please."



JANE and GOODMAN ACE . . . the never-convinced wife and ever-explaining husband whose humor has made "Easy Aces" a program of national favor.



DR. HARRY HAGEN . . . who conducts the "True or False" program is well-known in his "professorial" role on that popular NBC feature.

BASIL RATHBONE . . . as "Sherlock Holmes," and **NIGEL BRUCE**, as the inevitable "Dr. Watson," recreate the famous detective stories by Sir Arthur Conan Doyle.

RANSOM SHERMAN . . . quick-witted master-of-ceremonies, and announcer Bob Brown, turn out a show — and money — of distinction in "Quicksilver."



STARS FROM NBC



DEEMS TAYLOR . . . author and music critic, tells the story of American music on NBC's recently inaugurated "Musical Americana."



EZRA STONE . . . has won the hearts of the nation as the "heir-apparent" of "The Aldrich Family."



WALTER WINCHELL "Good evening Mr. and Mrs. North America and all the ships at sea" . . . has developed his glib-tongued style from gossip columning to international commentation.



Meet the D.A.—**JAY JOSTYN** . . . who plays the title role in the NBC radio drama, "Mr. District Attorney."

"Uncle Ezra" whose rustic characterizations are heard each week on The National Barn Dance, is played by **PAT BARRETT**.



JOE PENNER . . . whose off-key vernacular, wild clothes and pet duck, "Goo-Goo," introduced him to fame several years ago, is still a favorite to NBC's national audience.



MUTUAL NETWORK



"COLONEL STOOPNAGLE" . . . started his career on a Buffalo station, when he and his partner **"BUDD"** were obliged to fill a program unexpectedly. They clicked, and were soon wafted to fame. Now the "Colonel" does his part alone as a Mutual star.

DAVE DRISCOLL . . . ace commentator and special events man on Mutual, conducted the "Welcome Neighbors" show from the New York World's Fair in the summer of 1939. Now Dave reads you the news on Mutual's "Show of the Week."



"THE SHADOW" . . . of course, knows . . . and so do we: that this sinister but stalwart sleuth of the airwaves is really Bill Johnstone. Orson Welles was the original character.

"THE LONE RANGER" . . . fictional character of a young radio author in Detroit, has captured the imagination of both children and adults. "The Lone Ranger's" advice to children has brought the program recognition as a service as well as an entertainment.



STARS ON WFIL



BONNIE "OH JOHNNY" BAKER . . . the sensational young and charming vocalist with **ORRIN TUCKER'S** orchestra, is responsible for the revival of interest in such old tunes as "Oh Johnny" and "Billy."



BOB EMERY . . . flanked by some of the young members of the "This Wonderful World" program, is caught in a rehearsal of the popular show he conducts.



THE LOMBARDOS . . . four French-Canadian brothers led by Guy (top), head the orchestra which turns out the distinctive mellow and flowing music for the nation. Grouped beneath Guy are Carmen, Victor and Lebert.



ARTHUR HALE . . . veteran newscaster, presents his "Confidentially Yours" program of news-behind-the-news to Mutual listeners every Saturday.

WFIL

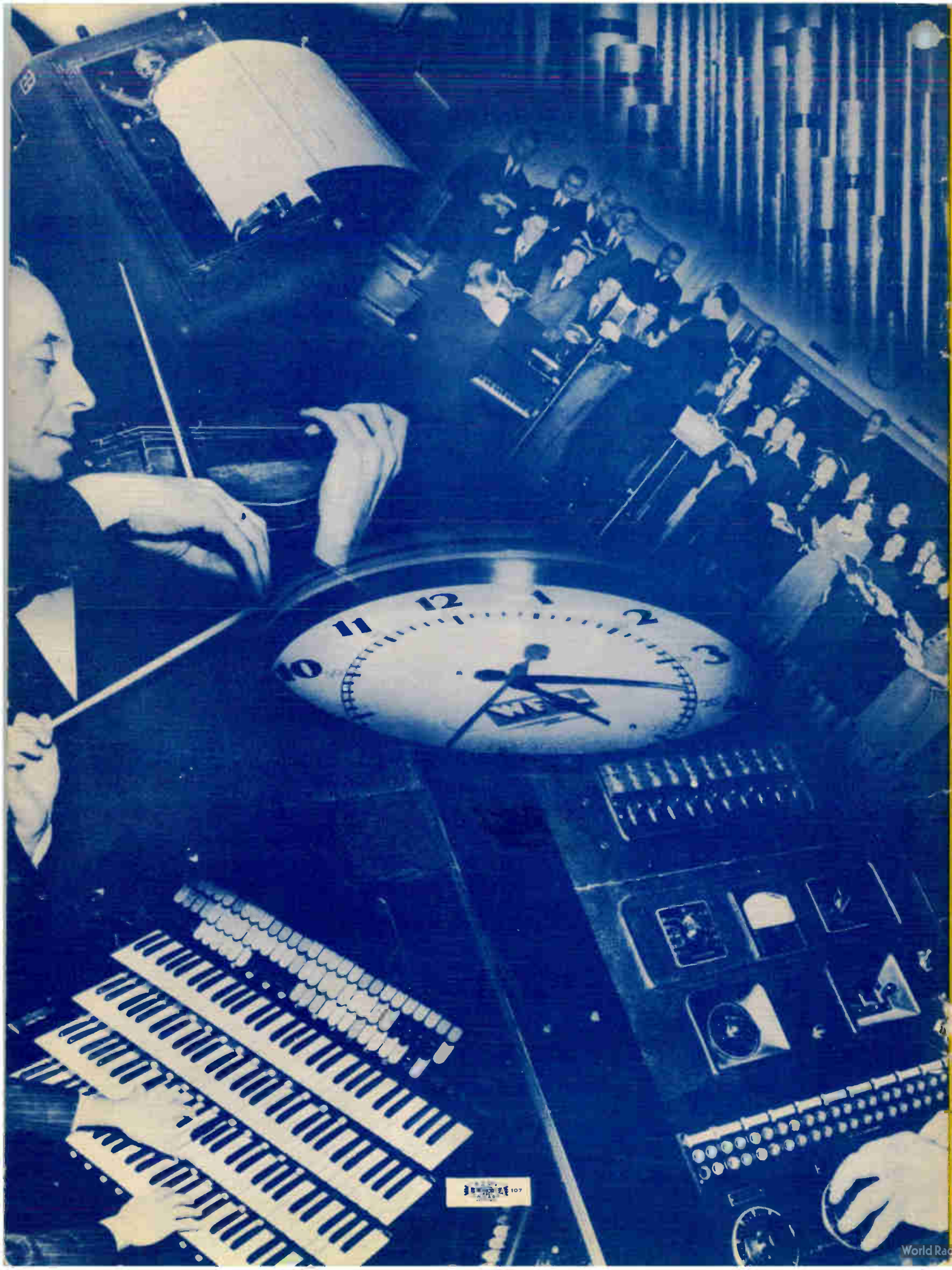
CARSON ROBISON'S BUCKAROOS . . . are radio's favorite singers of Western songs. For this picture they have taken time out from their duties on the "C.R." ranch to show themselves to the Mutual listeners, who have frequently asked for pictures.





SIGNING OFF

We hope you have enjoyed your visit with us. And now that we are better acquainted, please remember that we are always eager to go calling on you. Just set your dial to 560 K.C. and we'll respond with the finest of variety entertainment, news as quickly as it becomes news and loyal community service. That's a pledge of policy!



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