

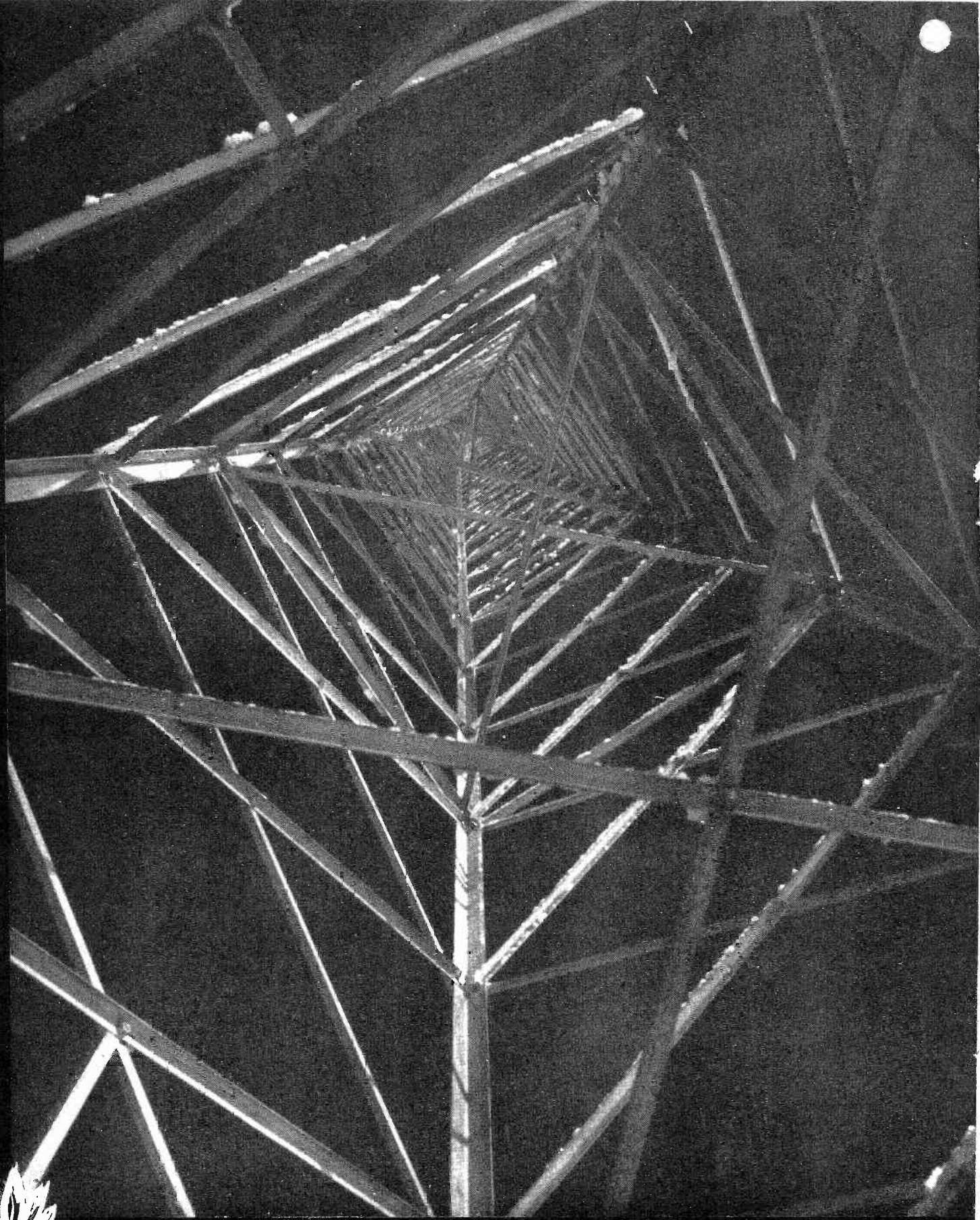


The Voice of the
MOHAWK VALLEY



The Voice of the
MOHAWK VALLEY

Copyright, 1940 by National Radio Personalities, Inc.
Publishers — Peoria, Illinois — Litho in U.S.A.

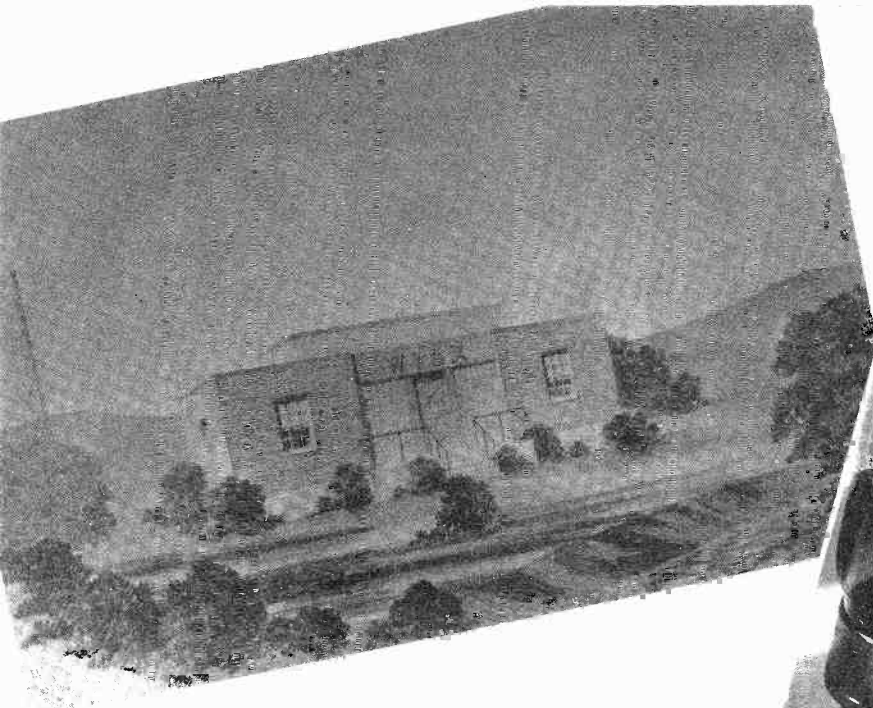


ONE from the Valley of the Mohawks is the scream of the painted savage and the throb of the tom-tom. A new voice fills the place where Mohawk, Tuscarora, Oneida, Onondaga, Cayuga, and Seneca, once roamed a voice that holds sway over an inland empire such as the red man never knew.

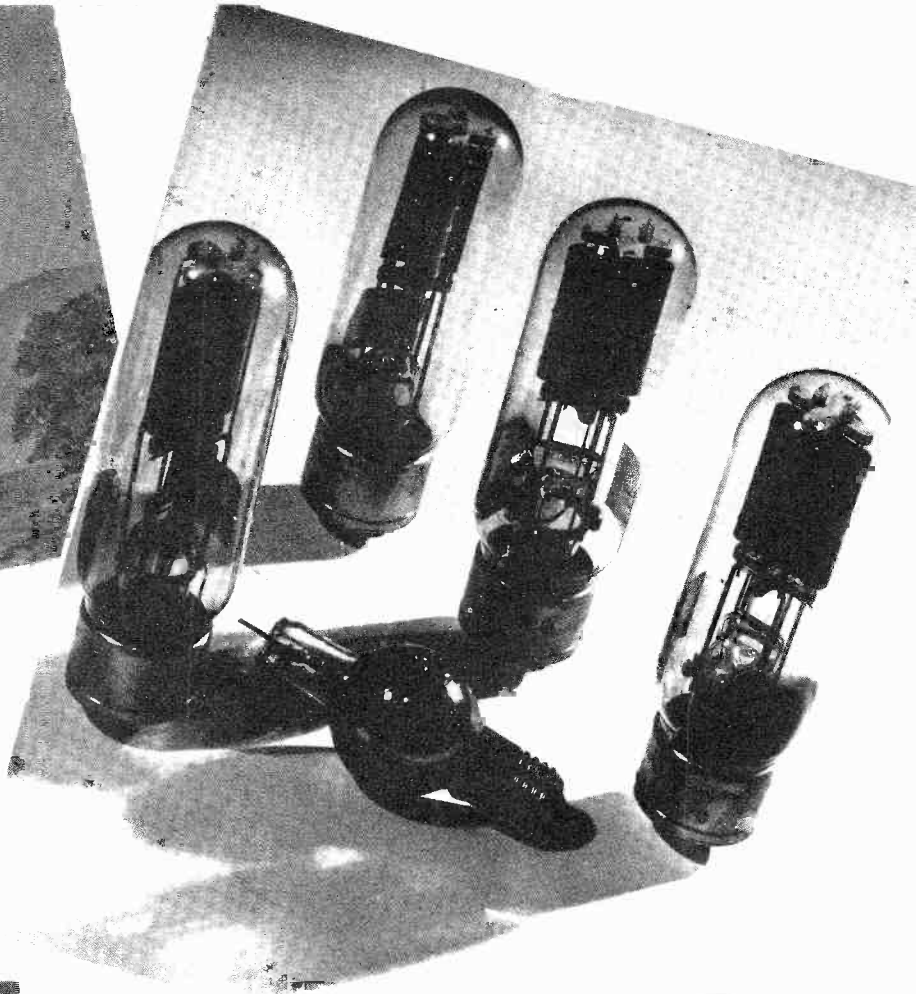
AND IT is fitting that you who inhabit this peaceful thriving valley should know something of this voice, for to all it means the enjoyment and education that only radio can give. ○

May the spirit of the Indian, that treads the pathways and trails of our Adirondack home, hear and find it good. May the reader of this book see, and in seeing meet face to face the men who stand behind this voice

THE VOICE OF THE MOHAWK VALLEY.



The aerial tower of WIBX seen on the opposite page is shown in the distance here, behind the transmitting station on Schuyler Street. Ideally located in swampy ground for perfect conductivity, this modern building is a miniature community in itself as we shall see later on.

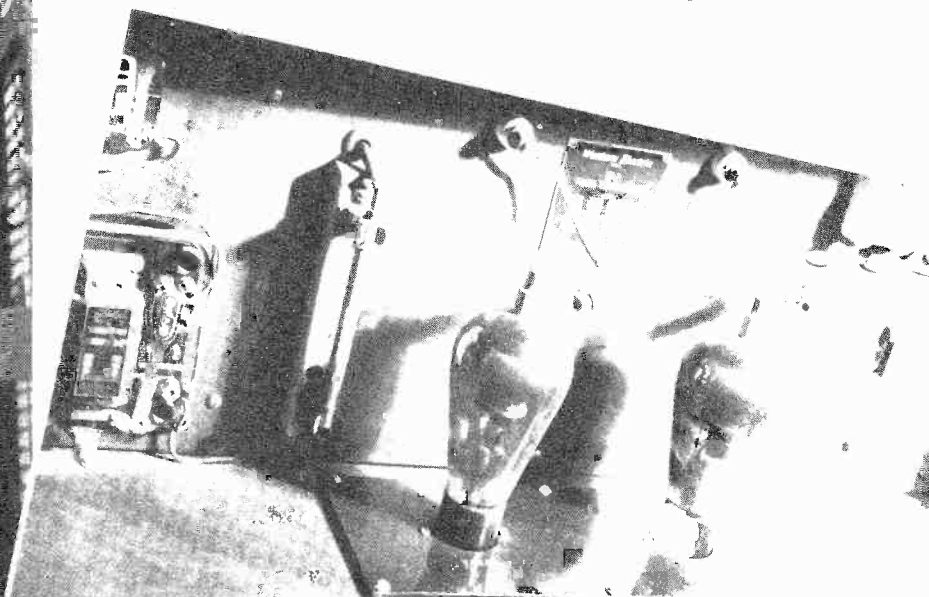
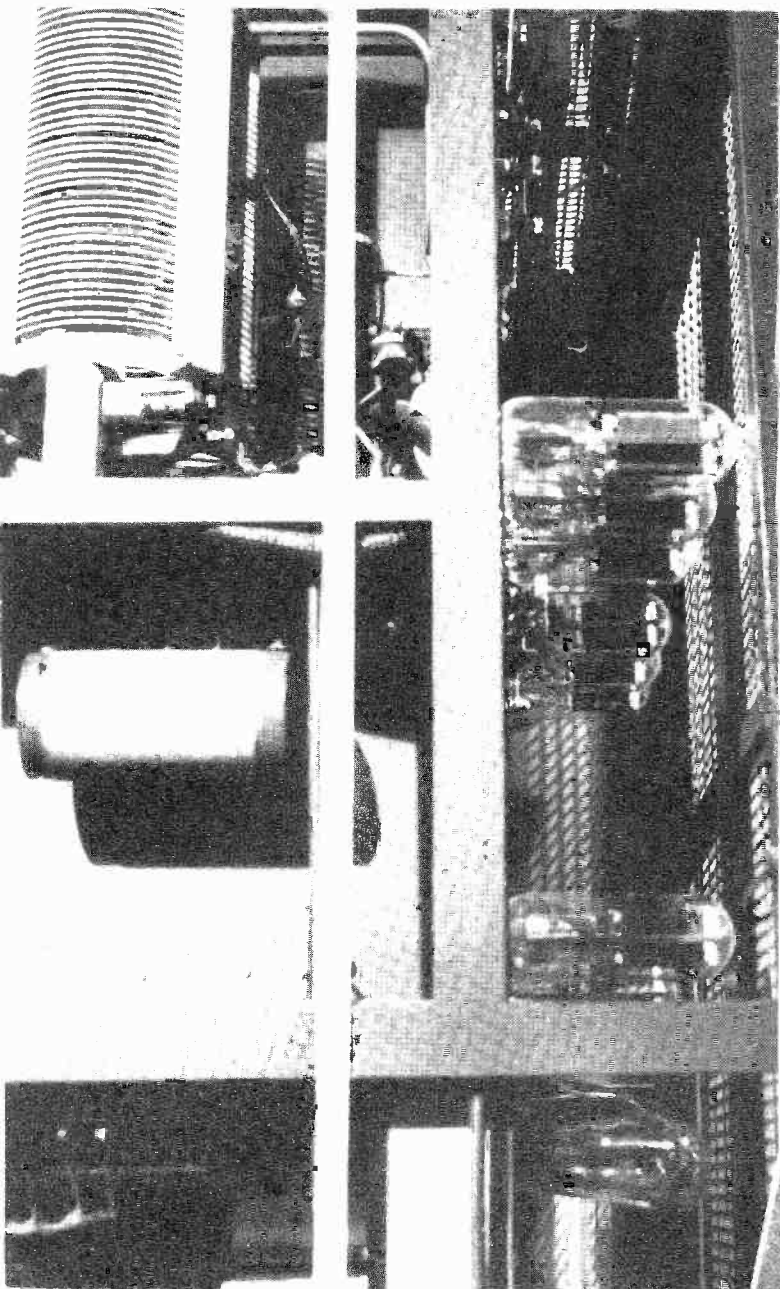


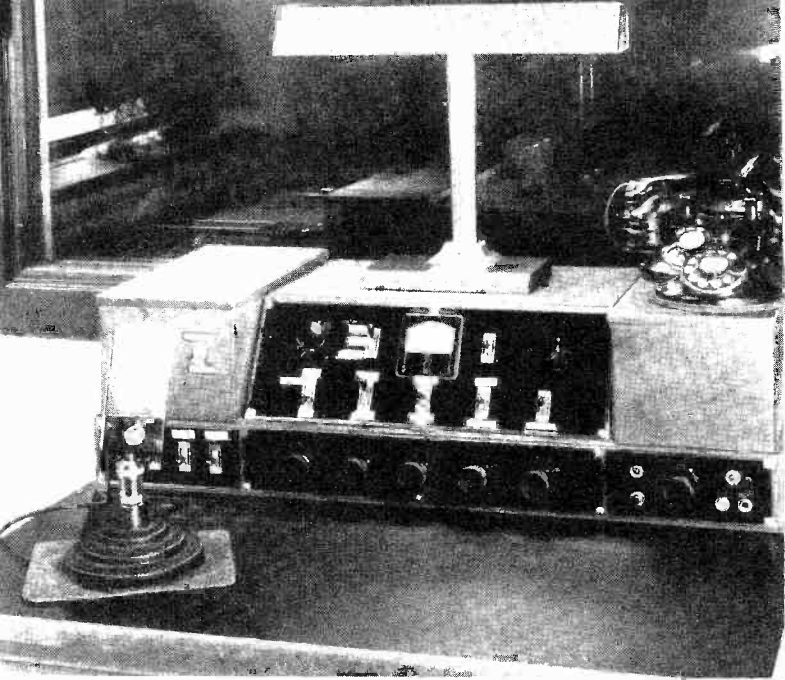
Above — A gleaming row of powerful transmitting tubes, each one costing as much as a good radio receiver, and a rectifier tube for changing the nature of the electricity used, are shown close up. On these glass bulbs and slender filaments of wire hang the thousands of hours of broadcasting put into the valley each year. These are radio's greatest miracle. On these, or tubes like them, television will depend.

Left—High voltage and high frequencies that would fry a man like an egg, crash headlong into the ether. By the time you receive them, they are spent and infinitesimal. Your tubes reconstruct this lost energy and turn it back into sound.

This tank coil and the tubes must stand a grueling test of endurance.

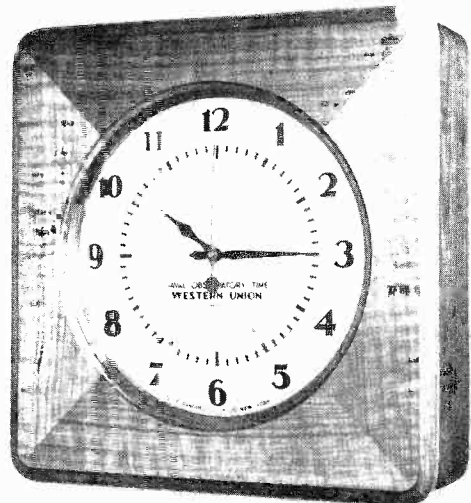
Below — Like something from H. G. Wells, these rectifiers, glowing with an unearthly blue light, take city power and convert it into direct current to feed the giant tubes.





Above — From this control console at the studios, comes half of the artistry of radio. Here is determined the level and tonal qualities of the broadcast. Switching from the studios to the Columbia Broadcasting System is done here also.

Right — "The Boss" of this, and any other, radio station is the clock on the wall. All programs are timed to the fraction of a second, and this one brings exact time from the Naval Observatory at Arlington. Woe betide the entertainer or announcer who fails to end his program "on the nose."



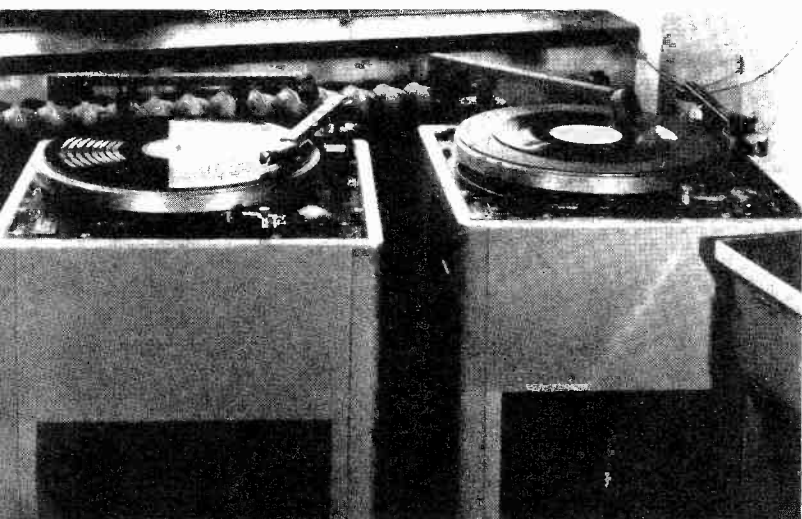
THE SCIENCE OF RADIO



Center — A network program arrives at a time when a local show is being produced, and an engineer "takes it down" in wax with WIBX's own transcribing or record making machine. This apparatus will put an entire half hour's broadcast on one disc.

Lower Right — A hair-like thread of acetate wax curls out from the cutting head as the program is cut into the record. Only sapphires are hard enough to cut clean and true for perfect reproduction. This service is also available to the public at a moderate cost.

Bottom Left — These constant speed turntables reproduce or play back the records cut on the transcribing machine. They also play commercial transcriptions and dance music for the radio audience. Similar only in principle to an ordinary phonograph, they run at many speeds and must be able to work for long periods of time.





Above — Number one man in the mechanical side of the business for WIBX is **HUGH M. HATHAWAY**, Chief Engineer. Graduate of Syracuse University and with more than eight years previous experience as chief engineer of other stations.



Above Right—Engineer **EVERETT RADLEY** takes a tip from the Finns and uses skis to reach the snowbound transmitter house. With a penchant for building electrical equipment, "Rad" joined WIBX in 1937 after having attended Dodge Institute in Valpariso, Ind., and Capitol Institute in Washington, D.C.



Radio station on wheels is the ultra modern short wave transmitter built for instantaneous coverage of Special Events. A complete station in itself, (the call letters are WAI) this machine generates its own power and costs as much as a ten room house.

Right—This picture might be labeled Cat and Fiddle as Transmitter Maintenance Engineer **J. FREDERICK SULLIVAN** "fiddles" with a can of salmon. In this all electric modern galley, Fred cooks for the transmitter crew who live right on the premises, and beautiful quarters they are too. The cat's name is **Willie Stevens**.



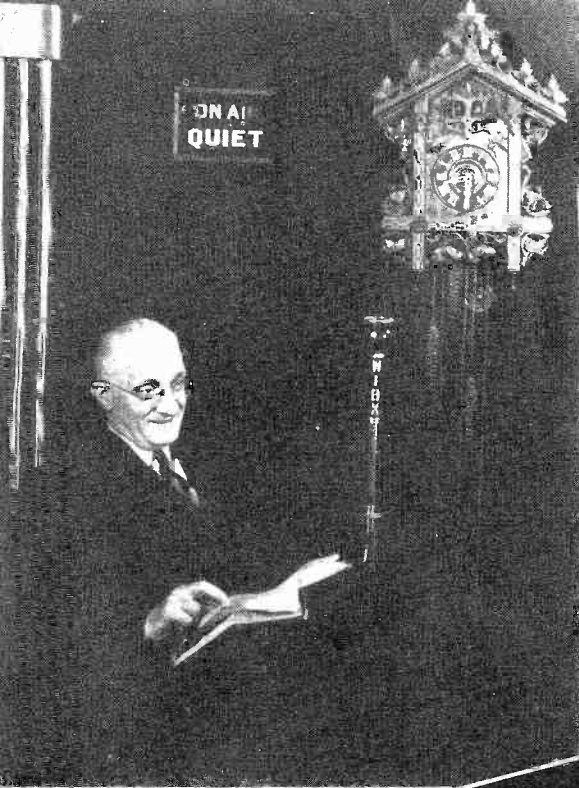
Below — "**FREDDIE**" **HOFFMAN** smiles back from the interior of the short wave Special Events truck while "Rad" Radley just misses a street car. Fred was born in Vienna, Austria, and studied Radio, Communications, and Television for years.

Lower Right — Among other things, "Handsome Jack" or Engineer **JOHN T. DOWDELL** as he is more formally known, solders a connection in a receiver at the transmitter. He has also been an announcer, control operator, and a technician . . . started in business as a Wall Street Stock runner and has been in radio since 1928.



Below — "Bogged down", even the special Snowmobile flounders in the drifts between the main road and transmitter.





When the light in the electric sign "Studio in Use" flashes on, the engineers, entertainers and announcers know that it's a signal for immediate and absolute silence, for the show is on the air.

These pages are designed to show you something of the WIBX presentations from the studios.



Above Left — **The Arpeako Musical Clock Timekeeper** smiles benignly as he looks up from his book of verse at the cuckoo which has now poked his amusing little head out on more than 1,500 consecutive broadcasts.

Walter Griswold and his violin, one of the features of which WIBX is justly proud, for Walter is a violin virtuoso of note.

He studied at the Utica Conservatory, with Alexander Bloch, New York City, and with Andre Polah, Syracuse University and has given many concerts and recitals.

Left — A tense moment in the act on by the WIBX Dramatic Guild. The players group about the "eight ball" microphones as the sound effects man stands prepared to render any unusual sound that the script might call for.

Below — Only by holding up a gallon jug of "corn" was the photographer able to get the attention of **"Pop Martin and the Coys"** long enough to secure this old tintype.

"Happy," the fiddler, seems to be enjoying himself immensely while Slim obdices with a Mary Wigman interpretation of the cying swan in his own manner.

Pop Martin and the Coys make personal appearances.



Bottom Left — **Mickey Caleo and the Orchestra.** It's a little early in the day for the boys to be wearing full dress but then Mickey's versatile band is ready under all circumstances and at all times.

Some like it hot—some like it sweet. The WIBX orchestra satisfies 'em all.



Right — Of **BILL WALTERS**, the WIBX staff pianist, it may be said that he is received in more homes than any other Utican. His individual piano stylings in modern music and sensitive interpretation of the classics has made "Bill" a universal favorite.

He likes lobster, hates people who eat popcorn in the movies, and removes his shoes while on the air.

Some will be glad to know that Bill is single.



Center of Page—

These are the hands that have played their way into Utica's heart, strong yet delicate, light yet vigorous—the hands of genius.



Center Right—

Two hearts, two aims, two ways that are as one.

JOHNNY EMERY, better known as "A Voice in the Dark", whose philosophical piano stylings and singing are inspiration to the thousands of handicapped.

Everybody knows and loves Johnnie Emery and his Seeing Eye dog, Dude.

He is heard at 1:30 p.m. on Friday for the Endicott-Johnson shoes.



Bottom Right —

Utica dances while **HAL "Just For The Fun Of It" SMITH** plays the latest in music, especially transcribed by the country's leading dance bands.

Below — Voted by educators and program experts as one of the most versatile and talented groups in radio, **Betty Griffin's Children's Theatre** commands the interest of almost every child in the Valley.

These youngsters are eager, serious-minded and hard-working while in the studio and as ready for fun as anyone else on the outside.



WIBX PEOPLE



Left — **SIDNEY "PAPPY" TEN EYCK**, the man who supervises everything that you hear on WIBX, looks across his desk from ahigh in the First Bank Bldg.

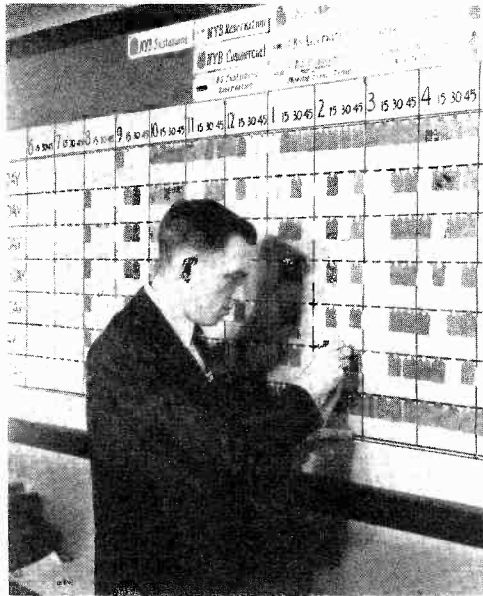
If experience counts for anything, Sidney should "know his stuff" and has come to WIBX from WLW, WOR, and the National Broadcasting Company in New York.

Having been a marine many years ago, he loves horses and riding and as a footnote adds the "pursuit of happiness." He once broadcast from a tight wire at the top of a Barnum and Bailey circus tent, once during a parachute jump, and once spent 2½ days constant vigil during a Columbus penitentiary fire.

Below — **SCOTT HOWE BOWEN, JUNIOR** mirrors the talents of his father, owner of WIBX.

He attended Andover and is at present finishing at Bard College for a career in broadcasting. When finished, he will be remarkably well suited, for he is serious-minded, energetic and a capable writer already.

He plays football, likes steak and is scared of the microphone, as is his father.



Above — **WALTER GRISWOLD** demonstrates the traffic device which keeps the WIBX schedule from becoming tangled.

It is his responsibility to see to it that neither full hour program nor little spot announcement becomes tangled during the entire long broadcasting week, and he has never made one error in his twelve years with WIBX.

Left — **BOWEN "BO" HAWKINS**, continuity writer, holds a ticklish job. He has attended the Collegiate Center in Utica and Cornell University and on him rests the responsibility of pleasing the sponsors with easy, fluent continuity that will sell advertised products to the listeners.

He likes to ski, and is fondly known as "Mr. 'Awkins."

Right — **NOEMI T. DEVEREUX**, Director of Women's Programs, is better known for her program "Women in the News" and the unusual and entertaining "White Elephant Trading Post of the Air."

This program is a trading post for the exchange, sale or purchase of unwanted things about the house and has listed everything from a live goat to a Guadanini violin, from a dentist's chair to a 100-lb. bag of dry whitewash, and from antique furniture to musical instruments.

Charming, gracious, and respected, Mrs. Devereux likes to fish and eat chocolate eclairs; is a member of one of Utica's oldest families.

Below —

BETTY CUSHING GRIFFIN here interrupted in the midst of writing reams of script, displays unusual ability, for on her depend all the children's programs, a subject which requires the utmost finesse and understanding.

Although still very young, Betty has played two years of summer stock at the Boothbay Playhouse in Boothbay Harbor, Maine and handled children's shows at WHDH in Boston.





Left—

A radio program is no better than its announcer and radio is glad that **BOB FREAR'S** career of journalism at St. Lawrence University turned to broadcasting.

He is 23 years old, reads continuously to improve his vocabulary and sings in any studio that happens to be vacant to improve his speaking voice.

He is the editor of WIBX's Farm News and comes to us from WCAD.

Right—

HAL J. SMITH is one of radio's most talented young men having come to us from WKBW, WGR, WEBR, WBEN, all of which are big stations.

He is a born M.C., possesses a sweet tenor voice and is tops in radio comedy; played with Al Pierce, has led several night club bands, impersonates scores of radio personalities.

Hal is heard every weekday morning at 7:45 on Goodman's "Yawn Patrol".



Left—

The voice that speaks to Utica's thousands of Polish residents, Polish announcer **LOUIS BIENKOWSKI**, has been with WIBX for the last eight years and is owner, editor and cartoonist of Utica's only Polish newspaper.

He is a graduate of the University of Cracow, has a brother who operates a short wave station in Warsaw, and who is also a licensed pilot.

Despite his military bearing and great strength, he makes a hobby of poetry and painting.

Right—

LOUIS DE BERNARDIS was born in Ponte Corvo, Italy, graduated from Aversa University and directs WIBX's Italian programs. He plays the violin and leads his own orchestra.

His most embarrassing experience was the time when as a boy he got a job as a bookbinder and accidentally glued together all the pages of a gift bible for the local minister, who denounced him roundly from his pulpit.



Left—

CARLO GIOVANARDI was born in Tosli, Italy and claims the distinction of being the first Italian announcer ever to go on the air in the United States, having immediately followed Marconi when he spoke in the United States on his American tour.

He received a college education in Italy and attended the Italian Royal Naval Academy.

He has been in broadcasting for 12 years, having been with WCDA, WMEX, WORL, WCOP, WOV and WAAB. Like other WIBX announcers, he is a seasoned veteran, plays soccer and saves pennies for a hobby.

Right—

MR. AMEDEO J. LUPI, Italian announcer, was born in Italy, attended Brown and Columbia Universities, and has been on the air for three years.

His voice is familiar to the many thousands of Utica's Italian-born residents but is equally pleasing to the English-speaking peoples.

Claims his pet hate is "stuffed shirts" and women drivers and is very fond of baseball. He is married and has five children.





AT TH

Set prominently into the balanced and symmetrical arch of WIBX as a broadcasting station is the keystone in the presence of its President and owner, **Scott Howe Bowen, Senior** who acquired ownership of the station in February of 1931, at which time his company, Scott Howe Bowen, Inc. was the nation's largest independent commercial enterprise in the radio industry.

To the initiated, this position will be understood, but to the layman, this statement takes on added significance when it is known that Mr. Bowen's organization was the first to go on the air with spot broadcasts for Chevrolet, Buick, Dodge, Chrysler, Hupmobile, Quaker State Oil, Continental Oil, Barns-Dall Oil, Iodent, Beech Nut Packing Company, Baker's Chocolate, Philco Radio, Gold Medal Flour, Djer Kiss perfume, the Bulova Watch Co., Benrus Watches, Forhan's Toothpaste, Rumford Baking Powder, Gruen Watch, Willard Storage Battery, Post Bran Flakes, Carter's Little Liver Pills, Gillette Safety Razor, American Chicle Co., Canada Dry, Energine Charis, A. & P., United Drug, Tangee, and hosts of others.

Having attended Oberlin, Harvard College, and the University of Colorado, Scott Howe Bowen spent several years with Conde' Nast Publications but switched into radio in 1927 while on the staff of Colliers' Weekly.

It was then that he saw what radio was doing to the circulation of that magazine and decided to represent the stations nationally.

He quickly became one of the first citizens of radio by placing on the air all the impressive accounts listed above and pioneering in the development of the National Association of Broadcasters.

Mr. Bowen is not a "boss" in the accepted sense of the word, for his staff knows that they can look to him for practical, workable ideas based on his enormous experience.

He is a dynamo of energy and thinks so fast that only those who know him can keep pace. Yet, a very human insight into the man's nature may be had when it is noted that despite his great responsibility of keeping the family of WIBX together, his ambition is the simple one of raising his three sons successfully.

At 51, Mr. Bowen is as alert and progressive as any young man in the industry and feels that his enormous job of making radio broadcasting available to the Valley has just begun.

Frequency Modulation (staticless) broadcasting, facsimile, and television are currently occupying Mr. Bowen's attention so that the Valley may enjoy all the wonders of broadcasting as science proves them.

No "citizens committee" or any one individual could keep the pledge of broadcasting "in the public convenience and necessity" more faithfully than Scott Howe Bowen, for in keeping this pledge he has shared the concern and responsibility of every department equally from programming to sales.

In 1934, Mr. Bowen made an arrangement of affiliation for WIBX with the Columbia Broadcasting System, thus marking another step in the presentation of excellent broadcast material, and then in 1938, he retired from business in New York and came to Utica to take over the active management of the station, which he has continued to do up to this time.

E HELM



WIBX has been an incorporated station since 1926. At the time of its incorporation in 1926 WIBX was the only 300-watt station in the United States with a power of 100 watts at night, it remained that way until 1937, when there was purchased for installation in the new transmitter site a standard Western Electric, 250-watt transmitter which is generally considered to be, among engineers who know, the finest type of transmitting equipment available. A few months ago the night-time power of 100 watts was increased to 250 watts by authority of the Federal Communications Commission, thereby extending at night the effective service area of the station.

In the early days WIBX was located in the Hotel Utica, but for the past several years has had its studios in the First National Bank Building, 187-191 Genesee Street, Utica, New York. In 1937, following the purchase of twenty acres of land located between the Mohawk River and the Barge Canal, the transmitter site was changed from the top of the First National Bank Building to the new home made ready for it in the brick transmitter house.

After the affiliation of the station with the Columbia Broadcasting System was effected, no stone was left unturned to procure and install the finest of technical and mechanical equipment in every department of the station's operation, so that this station could render the utmost possible service that the latest and most improved type of electrical equipment could afford.

With the tremendous increase of important accounts on this station and its growth in various educational and civic activities, the press of detail through the years has grown, and a need was felt for a man with the diversified knowledge of engineering and station management generally, who would help to guide the station's activities. This resulted in the securing of the services of **E. Kendall Johnson** and his appointment as Business Manager. Mr. Johnson came to WIBX directly from the New York State Broadcasting Company, with whom he had been affiliated in an executive capacity, as he was in earlier years with outstanding stations in Cleveland, Rochester and Albany. Besides being fully qualified by his background of business experience, Mr. Johnson is an unusual asset to the station, in that for a long time he was active in development work at the Bell Telephone Laboratories, after four years of technical education at Columbia University, New York.

Under the leadership of the owner and Mr. Johnson as active manager, the community is assured of a radio station in its community at all times primarily engaged in constructive service, not only in its commercial activities, but most particularly in the fields of public service generally, as expressed through relaying through the community the worth-while activities of the various local and regional group interests.

WIBX--...



Above—

No stranger to WIBX his Honor **VINCENT R. CORROU**, Mayor of Utica. His powerful speaking voice and magnetic personality find a ready audience for him whenever occasion brings him before the WIBX microphones which are ever at the disposal of the heads of the city government and all community leaders for instantaneous communications with their constituents.



Above—

MICHAEL R. HANNA, a native of Utica, is Director of Public Relations and Education for WIBX. Mr. Hanna is well qualified for these activities by reason of his experience in public forum work under the direction of Dr. Studebaker of the United States Office of Education, Washington, D. C. Although Mr. Hanna is still a young man in his twenties, he received the benefits of a broad, academic education at the University of Beirut, Syria, the League of Nations Library, the holder of a scholarship at the School of Higher International Studies at Geneva, Switzerland, and also attended the University of Michigan.



Above—

Commissioner of Public Safety **JOSEPH N. SULLIVAN**.

We have learned to look upon the Commissioner as a valuable asset to our work in public service and the Commissioner, we feel, values the cooperation of WIBX in his campaign for public safety, be it in conjunction with the Fire Department, the Department of Health, or the Police Department.



PRISCILLA MARBLE becomes more and more recognized throughout New York State and the east for her work in public safety education.

Her weekly programs dealing with driving hints and home safety are now an institution at WIBX.

In addition to her broadcasts, WIBX daily announces the need for care both in the home and behind the wheel.

T. WOOD CLARKE aside from being a doctor of medicine, is a widely known scientist in the field of archeology. He is heard regularly over WIBX.



"FOR THE PEOPLE AND BY THE PEOPLE"



The WIBX Advisory Council meets, and a most impressive conclave it is too. Represented are: Back row against the windows: Dr. J. F. Folley, Utica Dental Association; Robert Groben, Oneida County Bar Ass'n; Mrs. C. Wesley Frame, Junior League; Miss Anna E. Pierce, Women's Civic Club. Across the table from the above (left to right): Earl Schartzter, Utica Safety Council; George Winslow, Utica Chamber of Commerce; Fred Krum, Whitesboro Central School; Dr. T. Wood Clark, Oneida County Society of Medicine.

In the forward wing of the picture facing the camera (left to right) Rev. Robert Killam, Utica Council of Churches; Sidney TenEyck, Program Director WIBX; Vincent Murphy, Social Security Board; Horace B. Griffiths, Asst. Supt. of Schools, Utica.

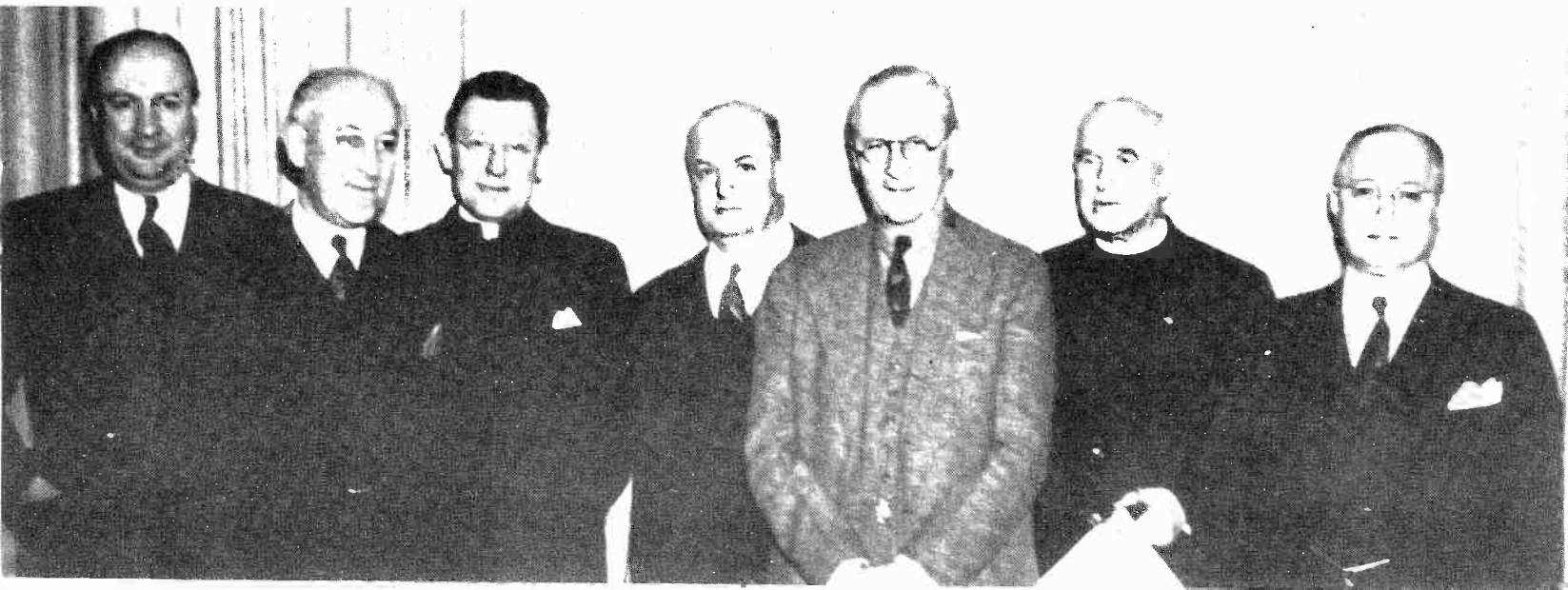
Across the table from and closest to the camera: Joseph N. Sullivan, Commissioner of Public Safety; Mayor Vincent R. Carrou. Aligned along the back wall (left to right): Michael R. Hanna, Chairman and WIBX Public Relations Director; Rabbi S. Joshua Kohn, Temple Beth-el; Father Joseph L. May, Utica Catholic Charities; Sale M. Reed, Upper Mohawk Council Boy Scouts; Scott Howe Bowen, President of WIBX; E. H. Johnson, WIBX Business Manager; Mrs. Paul Bromfield, League of Women Voters; Miss Rose Naegele, Catholic Women's Club; Miss Martha Gates, Utica Teachers Ass'n, (whom the camera failed to include).

This group determines what sustaining programs shall be put on WIBX, and in a large part controls the release of all commercial messages broadcast over the station. It is their decision as to what broadcasting is best for children, what broadcasting meets with the approval of the Medical Association; how much time shall be devoted to religion, to school activities, to public issues, etc. So far as known, this is one of the most active groups of its kind in the country.

Below—

This photograph reveals a group of individuals sincerely striving to bring about the attainment of the ideal principles of democracy, complete religious and social tolerance and to weave out of that tolerance a mutual consideration as between different races, a unity so essential to community, state and national welfare.

Acting as a medium for the further dissemination of the purposes of such Brotherhood of Man committees, WIBX has broadcast hundreds of their actual conferences and results of their meetings. In the picture above, reading from left to right, they are: Mayor Vincent R. Corrou, Julius Rothstein, Rev. Jerome F. McCarthy, Hon. Judge Curtis F. Alliaume, Internationally known Dean of Syracuse Law School, Paul Shipman Andrews, The Very Rev. D. Charles White and Julius Tumposky, at a recent meeting, at which others were present, but impossible to get into this photograph.

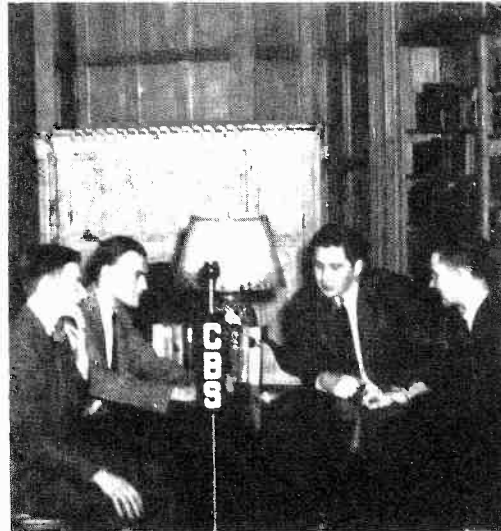


FOR THE PEOPLE & BY THE PEOPLE



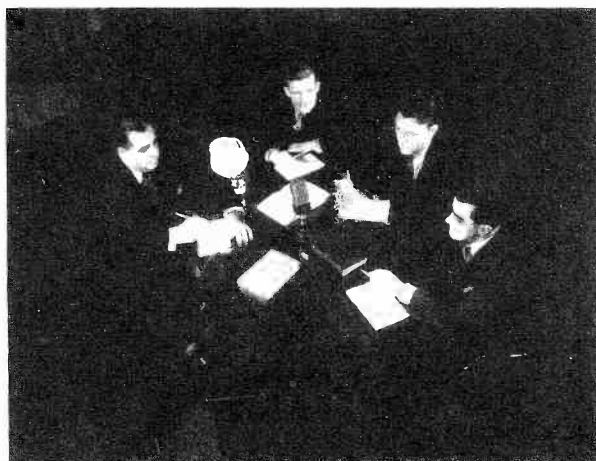
HIGH SCHOOL FORUM

Above is a typical high school group chosen by their representative school as representatives of modern youth in open discussion of the problems of young people looking towards their growth into full responsibilities of citizenship. This is just one phase of WIBX service in the field of education in its broadcasting activities.



Moving into the field of higher education here is pictured a group of upper classmen of Hamilton College, discussing political and social problems from the beautiful library at the college by the informal round table method.

WIBX is one of the progressive stations that believes in giving voice to the thoughts of young men and women on the daily problems of living and frequently turns over the privilege of broadcasting periods to groups such as this from Hamilton, Colgate, Cornell, Pottsdam, and other collegiate groups.



Through the cooperation of the Utica Adult Education Bureau and the state Department of Education, WIBX has an excellent Research Staff which backs up the work of WIBX in the field of Education.

These researchers do work in Public Affairs, Health, Americanization, and Adult Education. Above are Gene Perretta, A.B., Hamilton, Phi Beta Kappa; Frank Bull; Maurice Isaacs, A.B., Hamilton, Phi Beta Kappa; Michael R. Hanna.



Now in its second year, the Kiwanis Round Table has become an institution in the Mohawk Valley.

Above, from left to right, are Kiwanians Jacob Tumposky, Boyd Golder, Dan T. Burke, William P. Donlon, Louis G. Fowler, Ernest P. Felt seated at the familiar round table with Michael R. Hanna, discussing one of the scores of timely and interesting public affairs problems.



Above is another manifestation of the wide scope of WIBX activities. WIBX microphones are decidedly in evidence at the meeting which this photo represents.

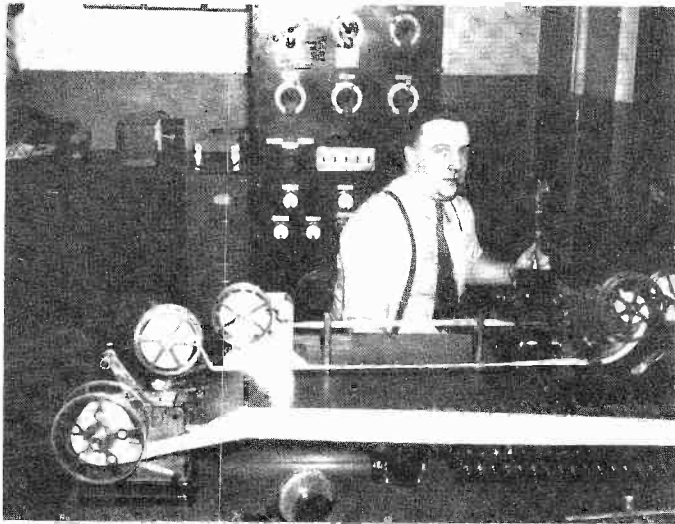
Seated you will note is Ray Kelly, National Commander of the American Legion. With him are local and state officers, who will tell you that WIBX too is a "buddy."



Service clubs are not surprised to see WIBX microphones "around the place."

Above is President Campbell Hodges of Rotary and to the left is Arthur C. Babson of the world-famous Babson organization.

At this meeting, he outlined the Babson forecast of 1940 business.



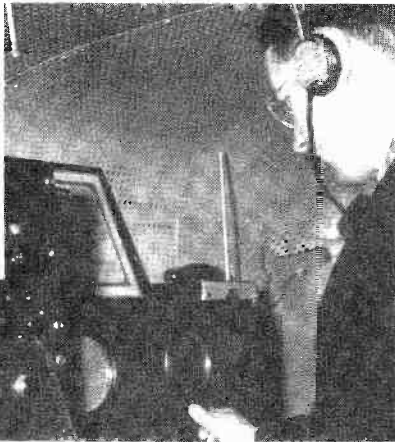
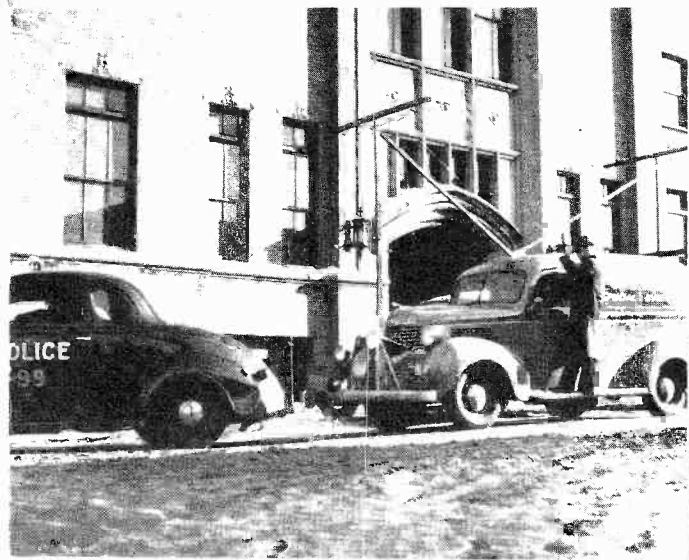
Top Left—

Shown is the police "Short Wave Station".

WIBX picks up these calls on its own short wave receiver so that in case there be public need, the station is instantaneously available for public service at the request of the police.

Top Right— Within seconds after the first sound of the siren on Elizabeth and Genesee Streets, directly below the windows of WIBX, Deputy Chief Harold J. Gadsby or one of his staff is notifying the radio station of the location and expected seriousness of a fire.

WIBX is always pleased to bring first hand information to the public and cooperate with the Fire Department under any emergency.



Above—

A fire—an accident—a crime—wherever there's news there's the WIBX Special Events truck.

Above—

Control Operator **FRED HOFFMAN** sits at the dials ready to bring to the waiting audience the complete story from a first-hand eye-witness description.

Right—

Staff Photographer, **MANSFIELD WHITE**, "speed-gun" in hand, rushes off in answer to a hurry telephone call from the WIBX switch-board to cover the scene of an important event for WIBX, either for its own special records or for telephoto transmission.



NEWS



Left — Chief Announcer and Socony News Broadcaster, **BOB MAHANEY**, began his radio career six years ago, and has been with such prominent stations as WSYR, WBEN, WEBR and WGY. "Handsome Bob" is the station's biggest feminine attraction, and rightly so, for his rich mellow voice is also heard on several excellent vocal programs during the week.

Right — **EDWARD R. MURROW**, Chief of the London Bureau of Columbia Broadcasting System, who daily over WIBX brings you the first hand picture of life in the British capitol and penetrating commentaries on the latest move of the belligerents.



Right — Seated is **THOMAS GRANDIN**, and standing is **ERIC SEVAREID**, whose "News from Paris" is intimate, informative and authoritative. They bring to WIBX listeners first-hand news of the man in the cafe. Note gas mask container in the foreground.



Above — **HANS V. KALTENBORN**, Dean of News Analysts, speaks earnestly for WIBX listeners for these are troubled times and here is one man who appreciates it more closely than any other man alive.

Above — **JOHN J. "DOC" MERNA** — News and Sports Editor for WIBX. "Doc" began his newspaper career as a paper boy, graduated to the position of reporter, became editor of a weekly Adirondacks paper. He has seen almost every side of the news covering business, and knows sports having played captain, manager, coached and promoted several of them. He has an uncanny "nose for news" and claims he is in radio to stay.



Above — **WILLIAM L. SHIRER** has perhaps the toughest assignment of the lot. Broadcasting from Berlin, his job is to send out enough news to hold the listeners' interest, and still get past the Nazi Censorship Board.



Right — **ALBERT WARNER** digs up the news "from our own backyard." His daily round-up of happenings in the Nation's Capitol gives WIBX listeners a complete picture of American diplomacy and politics at work.

Right — When the care and concerns of the individual's day are over, **PAUL SULLIVAN** "Reviews the News" so that those who have not had time to hear the news during the day may be kept up to the minute on first-hand information. He is heard six nights a week at 11:00 p.m. and will soon be heard at 6:30 p.m. instead for Raleigh cigarettes.

Right — One of the country's leading analysts, **ELMER DAVIS** (left) and one of the world's leading military strategists, **Major George Fielding Elliott**, discuss the probable outcome of the European military maneuvers as they happen. Not a gun is fired in Europe the effects of which are not known to WIBX listeners.



Below — No "cinch job" this one as news reporter **WILLIAM L. WHITE** gives you a blow-by-blow description of action in the front line trenches in Finland or broadcasts from a bomb shelter "somewhere in Helsinki."



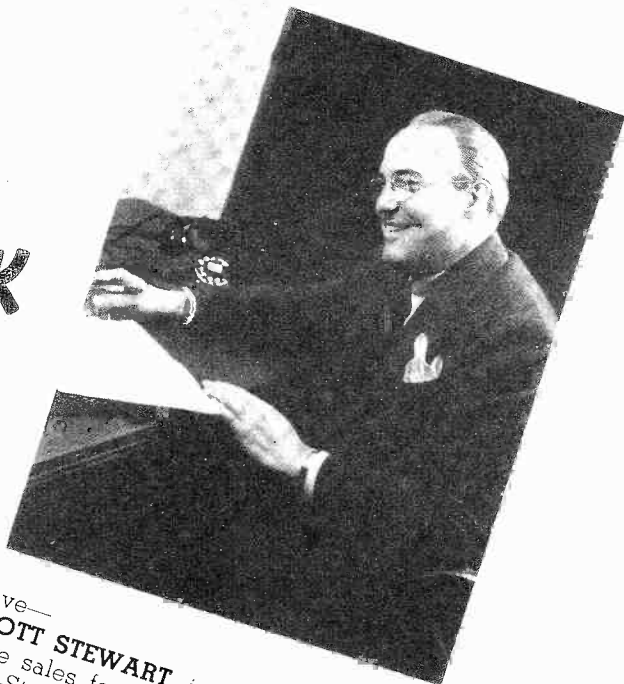
Above — **HEINRICH HAUSER**, an Aryan refugee from Germany and one of Germany's most well known writers. Novelist, officer of the German Navy and an authority on the background motives of all of Germany's remote and recent acts of aggression broadcast for the first time in the United States on the day of the declaration of war by Great Britain and France upon Germany. At the time of his interviews over WIBX with Mr. Hanna he aroused great public interest and he was swiftly recognized by Columbia and received immediate bookings for lectures because of his knowledge of facts surrounding the present struggle.



Right — Perhaps the most familiar of all radio commentators is **EDWIN C. HILL** whose spectacular programs giving the "Human Side of the News" is heard over WIBX Mondays through Fridays at 6:05 p.m. He is sponsored by the American Oil Company.

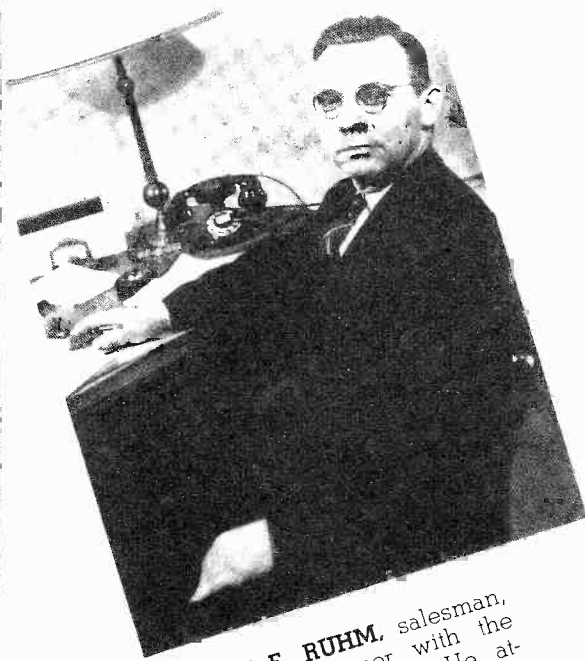


SELLING THE MOHAWK VALLEY



The Ford Sunday Evening Hour, The Lux Theater of the Air, The Campbell Playhouse, Big Town, Kay Kyser, to mention just a few. These are the type of programs heard over WIBX, coming to us from Columbia, the New York State Network and as individual broadcasts, made possible in increasing measure by the solicitation and persuasiveness with the advertiser to use the facilities of WIBX by **NATHAN WINSTON COOK**, National Sales and Merchandising Manager of WIBX. WIBX carries today more hours of big Columbia programs than any other supplementary station on its network. Great credit is due to the activities of Mr. Cook.

Above—**ELLIOTT STEWART**, is perhaps best known of all the sales force through his program "Man-on-the-Street" which he conducts every day. He was born into a musical family and developed as violinist and singer. After seven years in light opera and musical comedy and one year with WLW, he spent four more years in Chicago and became field director for the Community Concerts for Columbia Concert Corporation. Elliott undoubtedly has the best known "voice" in the Valley.



Above — Seated before the map of the city of Utica is **LEW TRENNER** in charge of local sales. Also a native of England, Lew attended Old Haberdashers' School, London, and University of Pennsylvania. His original ambition was for medicine, but somehow, perhaps through a brother in the business, he gravitated to radio. He has been in it for seven years, plays table tennis vigorously, paints with water colors poorly.

Above—**SCOTT PARKER GARFIELD** has been with WIBX since early 1938. He has been active in the continuity, production and statistical departments of the station. More recently he has been devoting his time to sales. He is a graduate of the University School in Cleveland and attended University of Michigan and Bowdoin College. His particular hobby is sailing, and he hopes some day to own his own fifty foot yawl and chart the unknown seas.

Above — **HARRY F. RUHM**, salesman, joined radio after a career with the Crowell Publishing Company. He attended Syracuse Extension University and his boyhood ambition to become an engineer gradually turned to the selling side of radio broadcasting. He was born in Munnsville, N. Y., is married, and won't say what the "F" in his name stands for. When asked what his favorite food was "Oh — food, just food."

Below—Here on the occasion of its 75th birthday, the Utica Maennerchor, a group of talented German-American citizens devoted to the ideals of good citizenship, and culture, is here assembled for one of the beloved German song-fests. Johannes Magendanz is the director.



The above picture is that of the **New York Philharmonic Symphony Orchestra** on the stage of the new auditorium in the Thomas R. Proctor High School, Utica. This memorable concert occurred in Utica, Sunday afternoon, December 3, under the direction of John Barbiroli and was simultaneously broadcast, as usual, over WIBX and the Columbia network.

Below—Under the direction and inspiration of George Wald, Conductor of the Utica Polish Male Choir, it has become one of the leading choirs of its sort, not only in the State of New York, but in the nation. The singing of this group has long been familiar to the music lovers of this region for its English, Polish, Ekrainian and Russian folk and sacred songs and chorals.



MASSED MUSIC



Right—On March 16th this charming group of frocked singers was heard coast to coast from Utica over the Columbia network. It's the a cappella choir of the Utica Free Academy under the direction of Miss Marcella Lalley, who is one of the foremost choir conductors in the East.



The a cappella choir of the Iliion High School is the one that has most frequently broadcast over WIBX and the Columbia network during the past six or seven years. Unfortunately there was not time for a photograph of that group in time for this publication.

Below—

The Utica Civic Symphony conducted under the auspices of the Civic Musical Society, Nicholas D. Gualillo, Berrian R. Shute, co-conductors, is a group of 80 talented musicians that make Utica an outstanding music center.

There are very few cities of similar size in the country that can boast as fine an aggregation, and WIBX is proud to list them among the more familiar of its broadcasts. This station has carried part of the concerts in the series for the past three years.



FEATURING

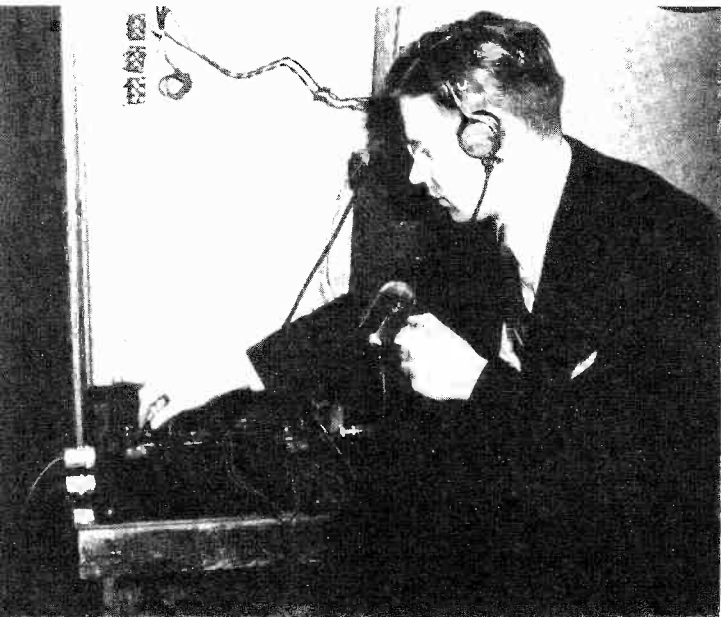


From the beautiful model Hotpoint Kitchen set up on the stage of the Olympic Theatre in Utica, **Mrs. Mary Keenan Schroeder**, with her assistant, **Miss Betty B. Wolfe**, conducts her Tuesday and Thursday Cooking Schools from 10:45 to 11:45 A.M. One-half hour of each session is broadcast over WIBX 11:00 to 11:30.



Under the auspices of St. George's Church Men's Club, amateurs box while **SIDNEY TEN EYCK** gives WIBX listeners a blow by blow description of the bouts. On his left as co-commentator for the broadcast is **Doc Merna**.

Below - Backstage, control man **FREDDIE HOFFMAN** keeps the "level" at the perfect pitch for good listening.



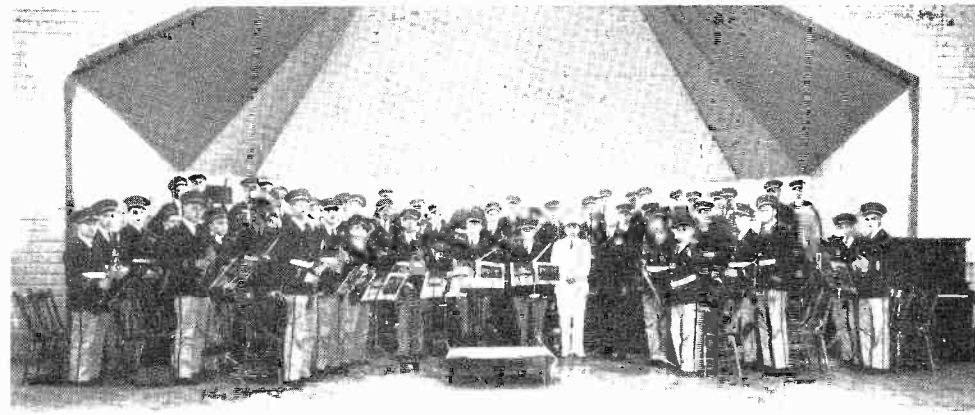
Below — **The Utica Ladies Chorus** was organized in 1928 to compete in a National Contest in Wilkes Barre. Since that time they have won 14 out of 16 state and city contests all over the country. They are headed by Mr. John T. Roberts. With the other choral groups shown, they make Utica "The Choral City."



Below — A minor edition of Major Bowes . . . The Zenith applause meter registers the audience's approval of the amateurs on Markson's Talent Quest broadcast every week from the stage of Utica's Avon Theatre. Standing on the reader's right, **Arnold Stolz**, Master of Ceremonies, and at the microphone, **Hal Smith**, announcer.

Below — **BOB MAHANAY**, the old Spelling Master himself, attired in cap and gown, surveys the more interesting half of a spelling bee under the auspices of Central New York Power Corporation, and conducted from the stage of the Stanley Theatre every week.





Above — Smartly uniformed and with a real military exactitude, the Utica Civic Band, another of the groups under the auspices of the Civic Musical Society of Utica, broadcasts in the open air to crowds of 15,000. Elliott Stewart organized and announced the broadcasts. Wm. P. Schueler directs the band.

Center Right — Retund, happy, talented **GEORGE DAVIS**, WIBX staff organist, is shown seated at the console of the mighty Stanley Theatre organ.

Broadcasts featuring George Davis with Hal Smith or Bob Mahaney emanate from WIBX every day.

Below — The Lutnia (Polish) Ladies Chorus is under the auspices of the Polish Singers' Alliance of America. This group took the National Cup offered at the Convention in Chicago in 1937 and the coveted State trophy in Syracuse, winning permanent possession of it at Amsterdam, N. Y. in 1939. It is under the direction of Mr. John T. Roberts.



Top Right — "Moments of Melody," with Louis De Bernardis and the Singing Strings. Two excellent fiddles and the accompaniment of gypsy accordion, guitar, and piano produces melodious music the whole world knows.



Below — Once more the popular Elliott Stewart appears, this time in the role of "Man On The Street." His broadcast at 12:45 daily has delighted thousands for many years. Free tickets to local theaters are the prizes for answering his questions.

Below — Versatility in answering questions before the microphone has its rewards, as questioner Lew Trenner hands a lucky housewife her prize of a big basket of groceries during a recent broadcast from a local grocery store.



ADMINIS

Right —

A welcome addition to WIBX staff; pretty, blue eyed and blonde **ELIZABETH "BETTY" DAY**, fond of chocolate cake, was born at Greenfield, Mass.

Officially, she's assistant to the traffic manager, but fills in by helping the Program Dept.



Below — **GLADYS PROCTOR MOORE**, becomes WIBX's most sought after person every Friday (pay day) but all week long retains competent charge of the accounting department.

Miss Moore was born in Chicopee, Massachusetts, spent 8 years in the banking business, is schooled in research and accounting, attended Smith College, Northampton Commercial College, Renshaw School in Washington, D. C. and has taken numerous university extension courses. Original ambition, teaching. An expert accountant. Loves to swim and has music as her hobby. Assistant Secretary of WIBX

Below — Petite **AGNES J. D'EGNI** is secretary to Scott Howe Bowen (and claims he's the most intelligent man she's ever worked for). A native Utican, her career includes newspaper reporting, War Department secretary, vocalizing with a band, travelling secretary for U. S. Flood Control Federation. She's fond of lobster Newburg, makes some of her own clothes, writes good poetry.



Center of Page — **SALVADOR J. CAPECELATRO**, one of Central New York's prominent attorneys, is our Secretary and general counsel. He received his early education at Borselli Institute, Naples, Italy, continued his preliminary studies here, and subsequently obtained his law degree from the University of Buffalo Law School. During the Villa incidents Mr. Capecelatro saw active service with the First New York Cavalry on the Mexican Border, and was with the Intelligence Service during the World War. He is married and has one son.



Left — When the switchboard buzzes at WIBX a sweet and musical voice answers. When visitors come to WIBX, a gracious and attractive receptionist greets them. Charged with this all-important job is **VIRGINIA DWYER**, who got her experience as a toll operator for the New York Telephone Company.

Despite her serious attention to work, Virginia loves to dance and play golf, eat gooey hot fudge sundaes, and has sworn a vendetta against visitors who put cigarette ashes in the ferns in her reception room.

IRATION

Right—**MARY KEENAN SCHROEDER**, Cooking School Instructress, entered radio quite naturally, having been formerly a director of home service for a large utility company. She collects recipes as a hobby, makes no effort to be anything but just natural on the air, likes deep sea fishing, and loves people. In case you're wondering, **her** favorite food is lobster . . . and why not . . . **she** cooks it.



Below — Assistant accountant and secretary to Mr. Johnson is **G. RUTH JOHNS**, who has had experience for two years in a travel bureau, 1½ years with a finance corporation, and was a social reporter for a local newspaper.

To further fit herself for her present position, after having attained a diploma from the Utica School of Commerce, she is studying stenotypy through the La Salle Extension University and hopes to excel in the art.

Like all young people, she loves to dance and travel, and admits she's a fiend for good steak.



Above — **MARIA ROTONDO**, stenographer, who comes to WIBX after having been a doctor's receptionist, a fur blender, and having assisted in the management of a wholesale supply business.

Marie's extensive reading has given her the ability to correct many of the letters dictated to her, an ability for which she is now treasured.

She is sincere, hard working, loves roast turkey, and originally wanted to be a doctor.



Left — **BETTY B. WOLFE**, assistant to Mary Keenan Schroeder on the Hotpoint Homemakers' Forum, is well qualified for the position.

She received a B.S. degree in home economics at the Drexel Institute, hates glasses, double features, short men, and stockings that run—likes orange juice, travel, and golf.

Betty has been with the Hotpoint Homemakers' Guild since its inception.



THE CODE BY WHICH WIBX IS GOVERNED

Recognizing the importance of radio broadcasting in the national life and believing that broadcasters have sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, WIBX subscribes to the following voluntary code for the protection of its listeners.

CHILDREN'S PROGRAMS

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

CONTROVERSIAL PUBLIC ISSUES

As part of their public service, the station shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

EDUCATIONAL BROADCASTING

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

NEWS

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

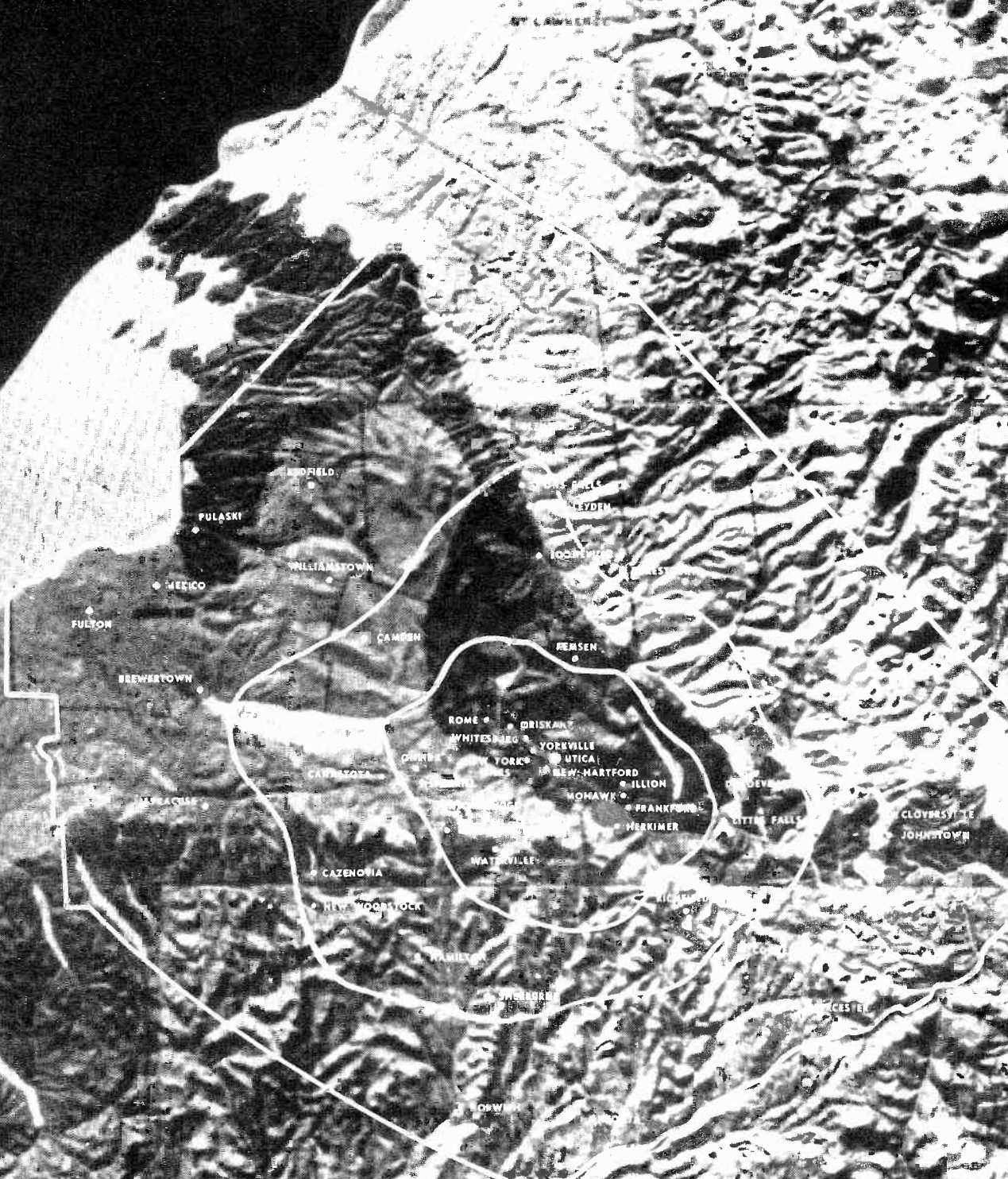
RELIGIOUS BROADCASTS

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

WIBX does not accept advertising from:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester," tip-sheet or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repellently, any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

WHERE WIBX IS HEARD



This map indicates the boundaries or coverage of the WIBX signal. The space covered by the inner circle indicates that area in which WIBX can be received as well as it can right in the City of Utica. The second circle indicates the area of good reception with minimum static, and the third area is the "occasional coverage" for the signal strength of the station. WIBX will be glad to hear from its listeners in any one of these areas. A letter or postcard telling us what kind of reception you get will receive prompt reply.



WIBX BRINGS YOU STARS FROM THE NETWORKS

Above—**James Melton** (left), tenor and emcee, and **Francia White**, lyric soprano, discuss with maestro **Don Voorhees** one of the latter's special arrangements during "Summer Hour" rehearsal, now being replaced by the Ford Sunday Evening Hour at 9 P.M.



Left — **Bonnie "Oh, Johnny" Baker**, petite vocalist heard with Orrin Tucker's orchestra on "Your Hit Parade," was born in Texas. She revived the 1917 hit tune, "Oh, Johnny" with such gusto that both she and the song became famous almost overnight.



Right — **Joan Tetzler**, lovely young brunette actress, is heard each day on the popular program, "When A Girl Marries." Her services on the air are much in demand, so you will hear her on many other programs to come.

Right — "**Blondie**," the young housewife comic character, is transformed from the "funnies" newspaper section to the airways. The story of her trials with "Dagwood" and their baby and dog is heard each Monday evening for Camel Cigarettes.



WIBX BRINGS YOU STARS FROM THE NETWORKS



Kay Kyser and Eddie Cantor join presences in a radio studio to rehearse for a combined broadcast. Kay had the misfortune to fracture a bone in his arm a few days before the show.



Left—"Scattergood Baines," the homely, gentle philosopher on the daily Wrigley Gum program of that name, is played by Jess Pugh, veteran actor and a genuine philosopher in his own right.



Right—The beloved "Bess Johnson" of your daily morning Palmolive serial drama, "Hilltop House," is actually Bess Johnson. The title role was named for her at the beginning of the program, for she is as well known on the stage as in radio.



Left — Spry's "Aunt Jenny" tells her "True Life Stories" in drama each morning, Monday through Friday, at 11:45, Eastern Standard time.

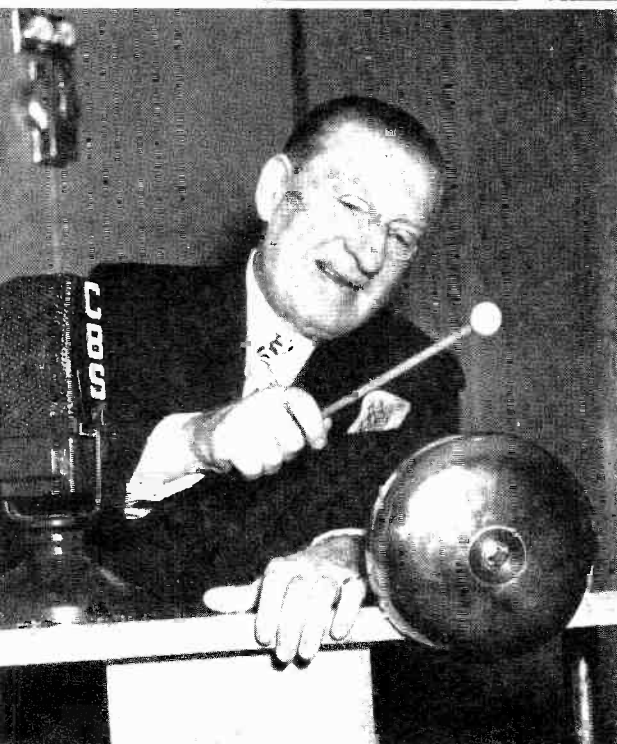
Right — Parks Johnson and Wally Butterworth are the two conductors of the long-famous Kentucky Club Tobacco "Vox Pop" program. They devote their whole time to arranging interesting program location into which they may lead their "mike" for interviewing people of all classes and types.



WIBX BRINGS YOU STARS FROM THE NETWORKS



Above—**Al Pearce**, the frail-willed, soft-voiced and comical door-to-door salesman and excellent emcee, started a small fun-show on a midwestern station and became such a favorite that the networks soon hired him.



Left—The inimitable **Major Bowes** is responsible for popularizing the amateur program, with the result that there is hardly a station today without one of that type. Collecting amateur talent for his hour show each Thursday evening occupies the Major's life.



Right—**Arline Blackburn**, the title character in "Pretty Kitty Kelly"—heard Monday thru Friday at 10 A.M.—is a native New Yorker with lovely red hair. Her ancestors were born in Dublin and she has been in show business all her life.



Left—**Orson Welles** made such a reputation for himself in his radio dramatics productions—including the fear-fostering "invasion of the Martians"—that he was called to Hollywood for a picture. Result: one fancy beard.



Right—**John Barbirolli** is young for his post as the conductor of the New York Symphony Orchestra. This famed musical aggregation is heard on Sundays at 3.



Bobby Elman, nine year old son of "Hobby Lobby's" Dave Elman, has brought his dad every conceivable kind of ordinary hobby for the past three years trying to get on his father's "Hobby Lobby" program



Above — **Ellery Queen**, famous fictional sleuth, crowds tea between crimes, while "Nikki," his adoring secretary, pounds out his narration of exciting adventures. This hero of more than a score of novels, steps into your loudspeakers each Sunday at 10 P.M.



Left — "**Big Sister**" is Alice Frost, charming young minister's daughter, who plays the title role in the interesting serial-drama of that title. In real life her name is Alice Dorothy Margaret Frost Foulk.



Arthur Hale presents "Confidentially Yours" over the Mutual Network each Friday and Saturday at 8:00 p.m. and Tuesday at 9:30 p.m. A veteran newscaster, Hale delves into the news-behind-the-news stories for his listeners.



Left — **Nan Wynn** stars on the CBS "Concert In Rhythm" program. This popular blues songstress and concert star has risen to stardom in the past 24 months. Raymond Scott's superb music provides an ideal background for her songs.



Right — **Shirley Temple** is beginning to play the more "grown-up" parts on the air and screen. She has been heard recently on the "Gulf Screen Guild Theatre," on Sunday.

W BX BRINGS YOU NETWORK STARS

Screen star **Jon Hall**, born in Tahiti and a natural sailor, and his bride, **Frances Langford**. Miss Langford is the singing star of the "Texaco Star Theatre," heard each Wednesday evening at nine.



Super Sud's "**Myrt & Marge**" are really mother and daughter. The famous CBS serial of that title has run for over eight years. It was conceived by Myrt and produced as a result of the depression's pinch.

Andre Kostelanitz enhances his fame as a conductor when he presents his orchestra in their regular Monday evening, 8 P.M., half-hour of the modern classics.





The Andrews Sisters and Glenn Miller. the latter with his "hot-licks" trombone, release some melodic energy during a rehearsal for their new Chesterfield show. Left to right—Maxene, Patty and LaVerne. Remember when they introduced "Bei Mir Bist Du Schonen"?

Edward G. Robinson and Ona Munson. leading stars of "Big Town," sponsored by Rinso, the racket-busting drama heard each Tuesday evening, review a script before rehearsal. Ona played the part of "Belle Watling" in "Gone With The Wind."

Ted Husing, popular sports and special events narrator for the Columbia Broadcasting System, is on call at all hours of the day and night to cover any special news or sports event throughout the world.





The Voice of the
MOHAWK VALLEY

