

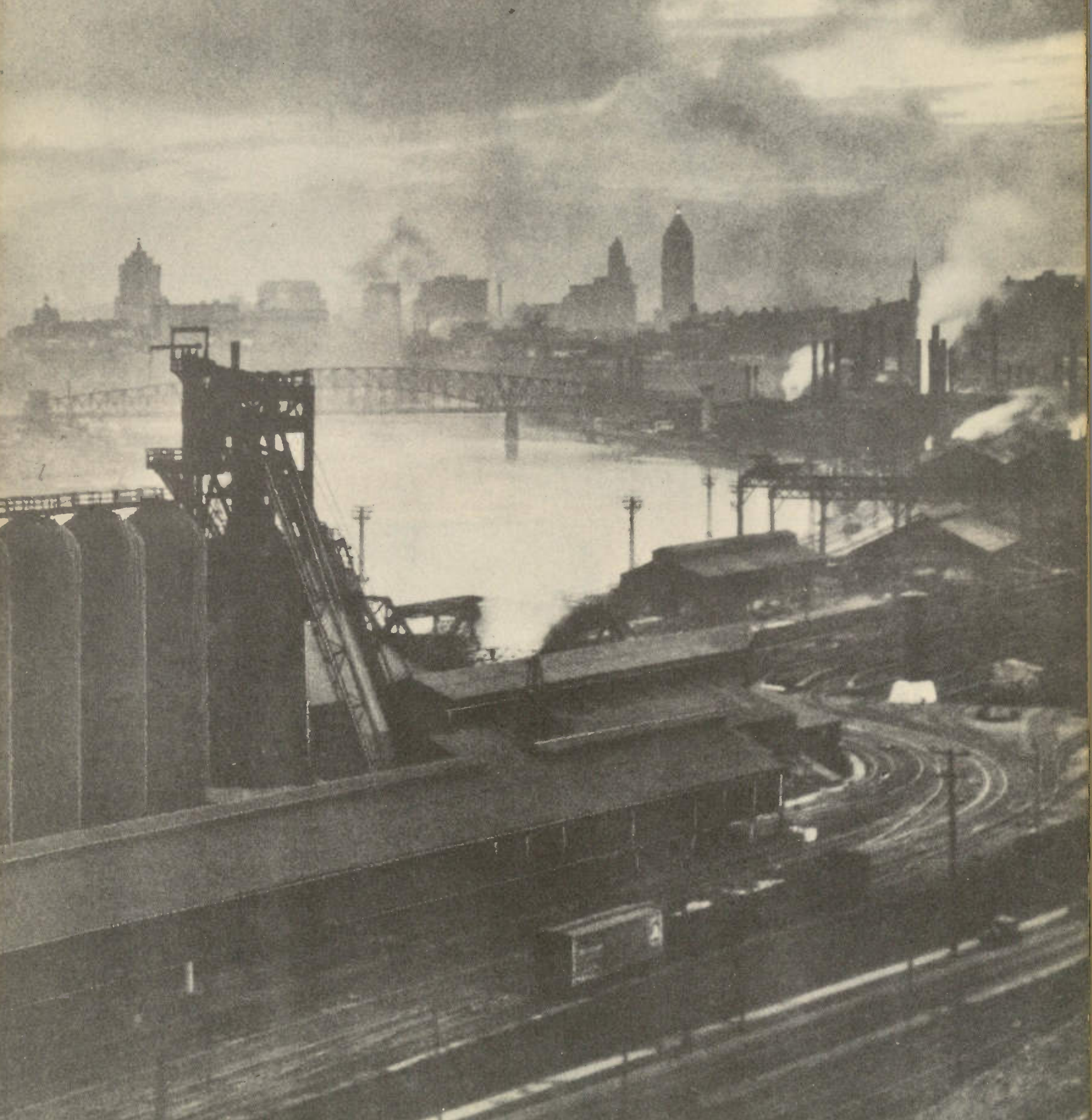
An aerial photograph of Pittsburgh, Pennsylvania, showing the city's layout, the Allegheny River, and several bridges. The call letters 'WJAS' are prominently displayed in large, red, stylized font with a white outline, positioned across the upper portion of the image.

WJAS

PITTSBURGH

Radio Personalities

WJAS Personalities



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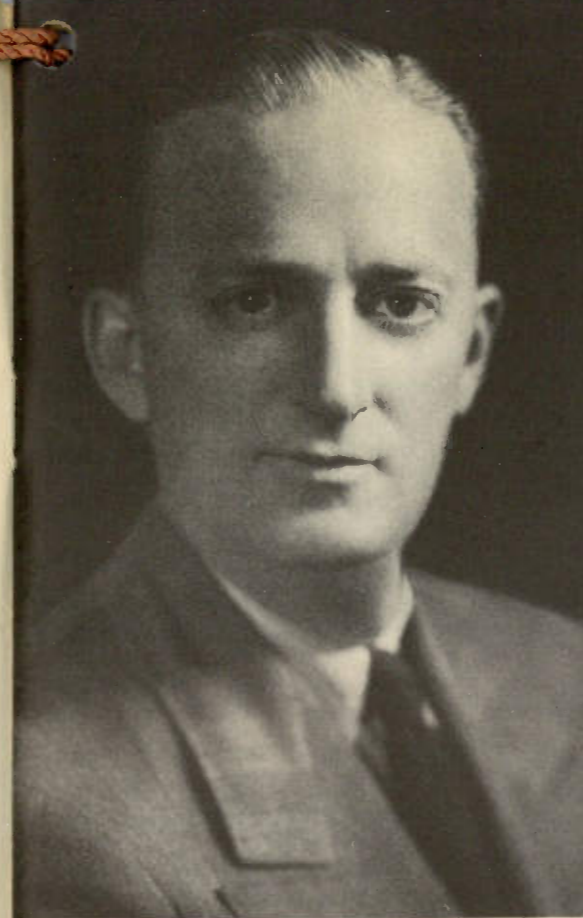
Executives



H. J. BRENNEN
President and General Manager

Quite a few years ago when radio was very much in its infancy—a mysterious and oftentimes erratic contraption of headphones and "cat whiskers", H. J. Brennan had a profound faith in its future. He had more than that. He had courage, foresight and determination and these characteristics not only brought about the conception of radio station WJAS, but they guided it to its present leadership in entertainment and public service.

But Mr. Brennan is not content to rest upon his laurels. He is still an intensive radio executive. Radio remains his greatest interest in life—his hobby and his favorite pastime.



JOHN C. DRUMMOND
Station Manager

History

The year 1920. Passersby gaped in awe at the strange actions of several figures who tip-toed about the narrow confines of a furniture store display window on Penn avenue. Occasionally these figures seemed to address a strange gadget, remindful of a telephone mouth-piece. From it was suspended a pair of wires which disappeared through the floor.

The wires appeared again in an establishment at 963 Liberty avenue to connect with a jumble of tubes and batteries and more wires. The curious discovered that this was a radio transmitter, 100 watts power and through it, the voices of those figures back in the display window, were being "broadcast."

That was the beginning of WJAS. Today, WJAS is a basic Columbia Broadcasting System outlet, with 5,000 watts power (1,000 watts night-time), broadcasting its programs throughout western Pennsylvania, eastern Ohio and parts of West Virginia. But the climb from those experimental, expensive, revenueless days, was not an easy one.

Within a year, listeners had accepted the new medium and with its power increased to 500 watts, WJAS was already formulating the policies which now characterize its leadership. From its own studio, it was presenting "in person," such theatrical luminaries as Jack Norworth, Cliff (Ukelele Ike) Edwards, Benny Rubin, Art Gillham, Johnny Mack, and many others.

Organized as an incorporation December 2, 1922, with H. J. Brennan as president, WJAS instituted further evidence of its progressiveness: among the first news broadcasts from an elaborately sound-proofed room in the old Pittsburgh Leader building; among the first radio dramas—"The Ghost Train" and many others staged by the beloved Pitt Theatre Stock company; the first play-by-play report of a baseball game by Chester Smith from the old Gazette-Times; and on the novelty side, the broadcast of a two-way telephone conversation with a girl flagpole sitter atop the Fort Pitt hotel.

Contrast these early and sincere efforts with the extensive, instantaneous news reports of today, the elaborate dramas and stage productions, the vivid play-by-play game-side accounts of all athletic contests and the phenomenal multi-way conversations of trained correspondents in New York, Washington, Paris, Berlin and London.

As one of the most outstanding forward steps toward its present heights, WJAS became the first member station of today's great Columbia Broadcasting System. The date was September 17, 1927. Growth and improvements followed in quick succession. A power increase to 1,000 watts came in November, 1928. In October, 1929 operations began from a new location 10 miles west of Pittsburgh on the Steubenville Pike.

Next came new studios and offices in the Law and Finance building a year later but so rapid was the expansion that these proved inadequate within the short space of three years and in November, 1933, the present suite of studios and offices was established in the Chamber of Commerce building.

To keep pace, a new transmitter location was opened at Greentree, October, 1935 and within six months, WJAS reached another important milestone in achieving an increase to 5,000 watts power (1,000 watts night-time).

Radio moves fast and WJAS keeps pace. Throughout, it has but one policy . . . to provide listeners with the best in entertainment and enlightenment, cooperating to the fullest with groups or individuals in promoting the welfare of the people of the Pittsburgh area.



ROBERT M. THOMPSON
Commercial Manager



BENJAMIN B. CROWE
Counsel



Studios

Right
RECEPTION ROOM . . . Richly furnished, yet maintaining an atmosphere of comfort and hospitality, the WJAS reception room is one of Pittsburgh's "show places". The entire expanse of its arched ceiling presents a gayly colored mural map showing the location of every radio station in the great CBS chain.



Right
STUDIO "A" . . . Another in the group of modern broadcast studios at WJAS. Various sizes and types are available for distinctive types of programs. All studios include individual control rooms.



Left
STUDIO "F" . . . One of the seven studios in the WJAS suite. The same scheme in color and design is carried out through all the studios and all include the last word in acoustical treatment.



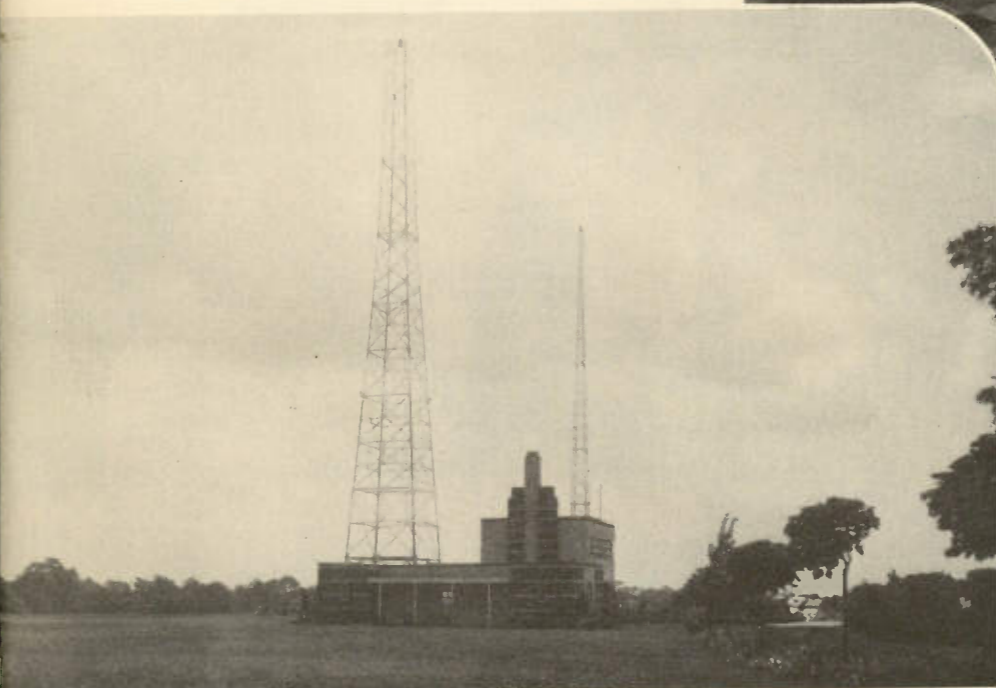
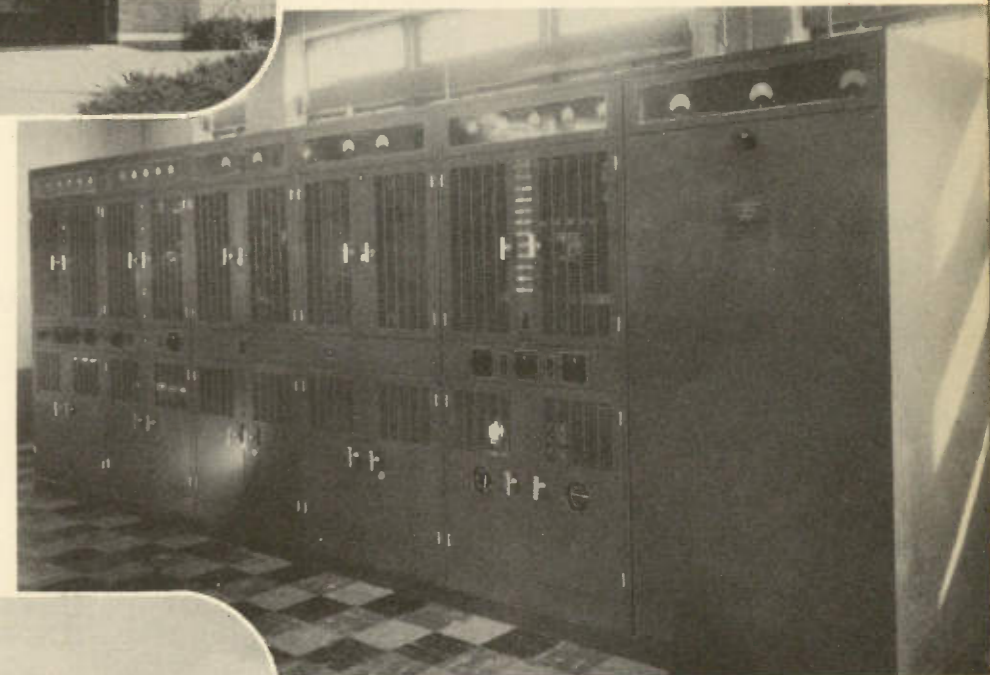
Left
OFFICES ENTRANCE . . . Close enough for convenience and efficiency, yet distinctly separated from the operating quarters, the WJAS business offices are approached through the entrance and reception corridor shown here.

Transmitter

Left
 Overlooking the entire countryside for miles around, is the WJAS transmitter building at Greentree. A two-story structure in modernistic design, the building contains, in addition to the radio equipment, work shops, emergency quarters for the engineers and garage space. At the rear is additional garage space and living quarters.

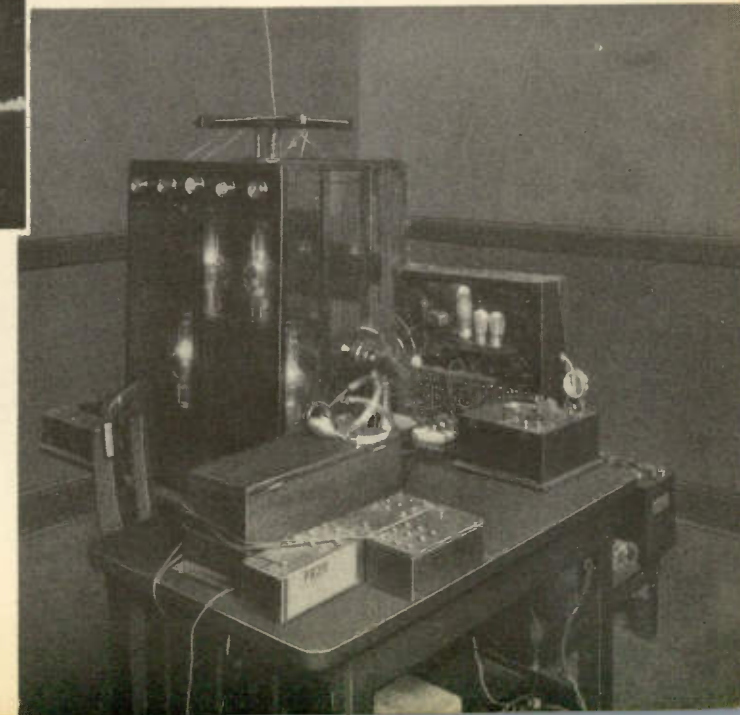


Right
 Through this huge bloc of panels, passes the "sound" of a radio program, to be converted into electrical impulses and carried out over the airways. The transmitter is the latest development by Western Electric and boasts a power of 5,000 watts.



Left
 A rear view of the transmitter building, showing the pair of WJAS antenna towers reaching into the sky, hundreds of feet. The one in the foreground is not yet completed.

Right
 Contrast the modern WJAS transmitter shown on this page, with this early model, used in the days of WJAS' infancy. The comparison gives a vivid picture of the phenomenal strides in radio engineering.



News



BECKLEY SMITH . . . News Editor and Reporter

A Huntington, W. Va., radio sales company decided to try a new idea, advertising over the radio. They assigned the job of arranging and announcing the program, to their salesman, Beckley Smith. The program sold radios, all right, and it also sold "Beck" right into the broadcasting business. The year was 1927. He remained as an announcer at stations WSAZ, Huntington and WOBU, Charleston, until September 15, 1933 when he joined the WJAS staff. Now he's recognized as one of the leading news broadcasters of the east. Has been "Breaking the News" twice daily except Sunday for the same sponsor for the past five years. Born in Russell, Kentucky, May 3, 1899; attended high school and college in West Virginia, recalling that all studies were "tough". Likes ocean swimming, sea foods of all kinds, and boxing. Hobby is Beckley, Jr., aged 10 years.

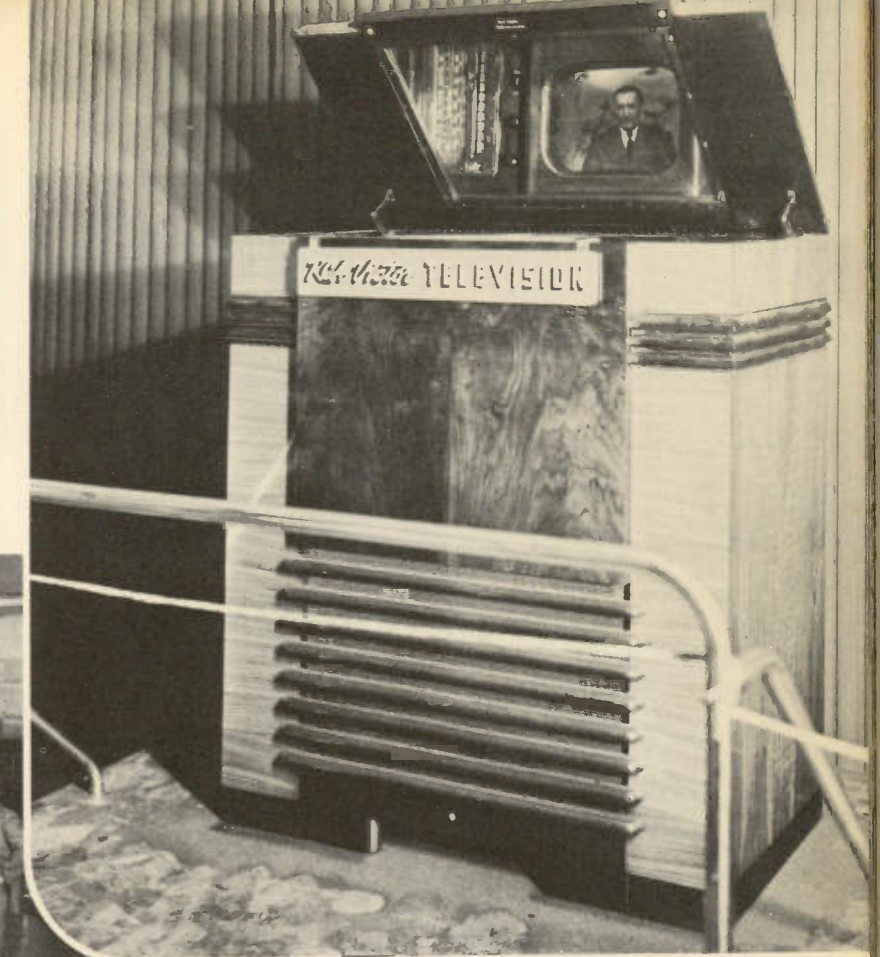
Right
KAUFMANN'S BREAKS THE NEWS
 . . . Twice daily, except Sunday, at 12:30 and 6:15 p.m. Beckley Smith takes his place before a WJAS microphone to "break the news". He has been at the same post for the same sponsor for the past 5 years, nearing his 2,000th consecutive broadcast.



Left
NOT FOR PUBLICATION . . . That's what Beckley Smith and Actress Gertrude Lawrence thought when they "clowned" this pose during the dedication of the first LIFE (magazine) house in Baldwin Manor, Pittsburgh. LIFE photographers thought otherwise and the picture rated a half page. Miss Lawrence was guest of honor at the ceremonies in which Smith acted as master-of-ceremonies in awarding prizes for essays on Kaufmann's technique in furnishing the home.



Right
TELEVISION . . . When Kaufmann's pioneered the first public demonstration of television, the Kaufmann News Reporter played a prominent role. Here's the image of Beckley Smith as it appeared in one of the 8 television receivers on display throughout the store.

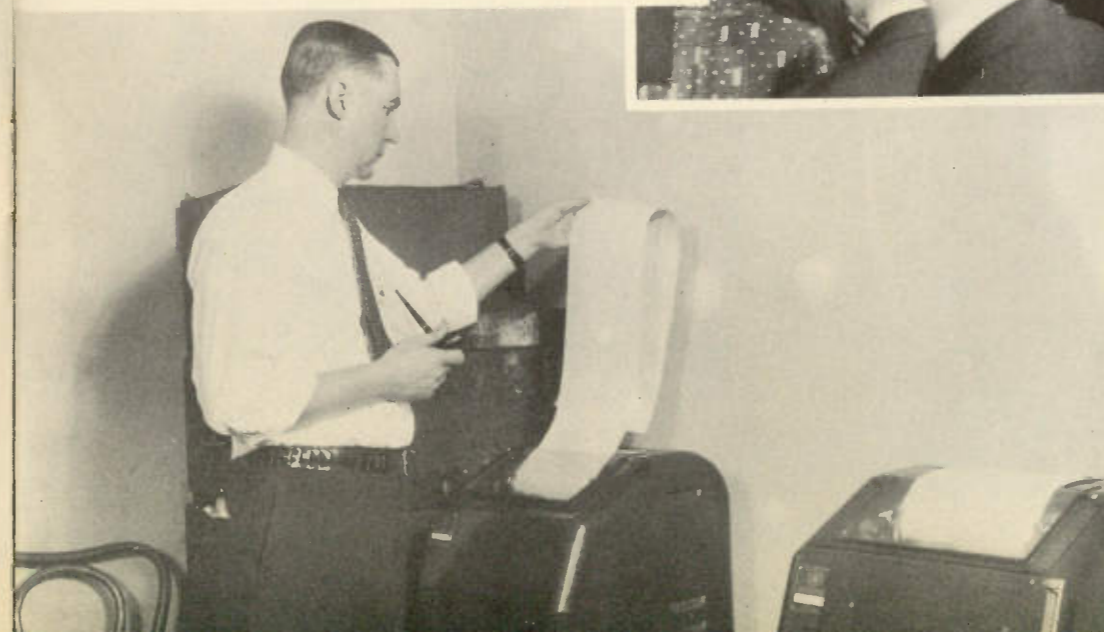
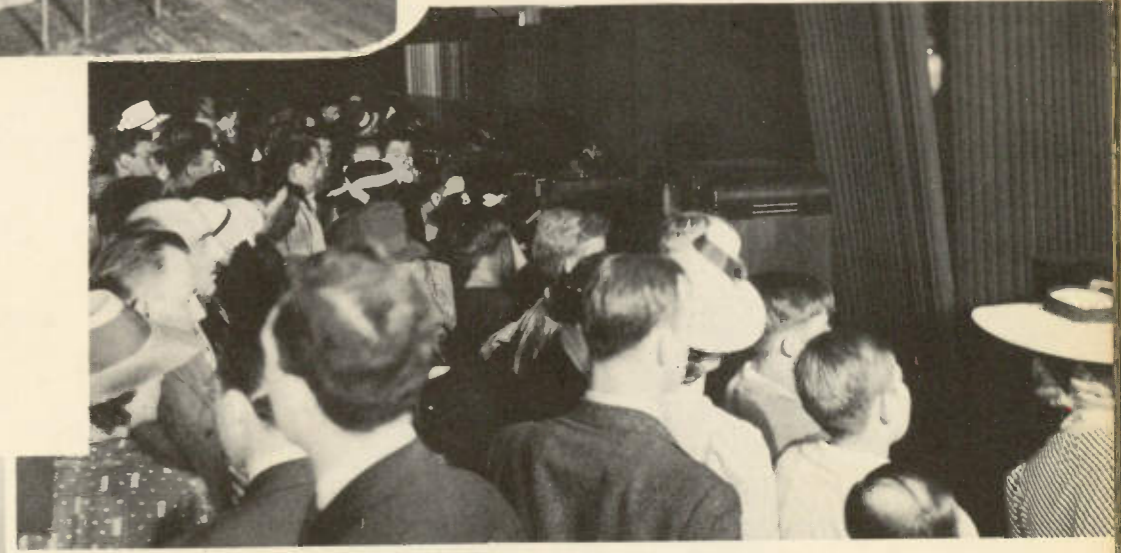


Below
ANNUAL RADIO SHOW . . . During the annual radio show at Kaufmann's, Beckley Smith's twice-daily news broadcasts originate in the store's auditorium. Photo shows visitors inspecting receivers on display as they listen to the news report.



Below
AWAITING THRILL . . . The thrill of witnessing their first demonstration of television is in store for this crowd during the Kaufmann radio show when Beckley Smith appeared before the television "pick-up".

Below—
NEWS OF THE WORLD . . . From the most remote points of the globe, the transradio correspondents gather up the latest news to send it clicking out in neat paragraphs on the special teletype printer in the WJAS news room. As he prepares one of his news reports, Beckley Smith scans reports of last-minute developments.





JOHNNY BOYER . . . Sports Announcer

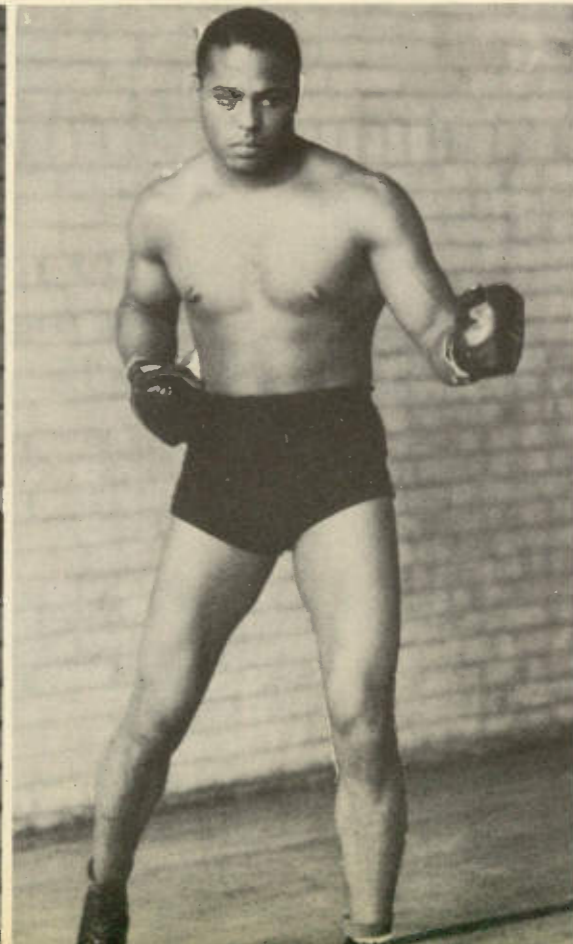
To the best of his recollection, he walked in a studio, the "on the air" light flashed, and Johnny Boyer was in radio. Since that time, he has functioned variously as vocalist, sports announcer and master of ceremonies in Detroit, Cleveland, Buffalo and Philadelphia, covering some 15 years in all. Originally, he had an ambition to be a great singer and he started toward that goal when he was only five years old (1913), but the fascination of radio has taken its toll. Now he'll be content with anything that "pays", and thinks radio will be it. But Johnny is conservative -- he dislikes "loud talkers" and "dumb drivers" and remembers that his favorite study in school was chemistry. He can't remember why. Is best known on the air for his sports broadcasts and "Meet Your Neighbor".

Sports

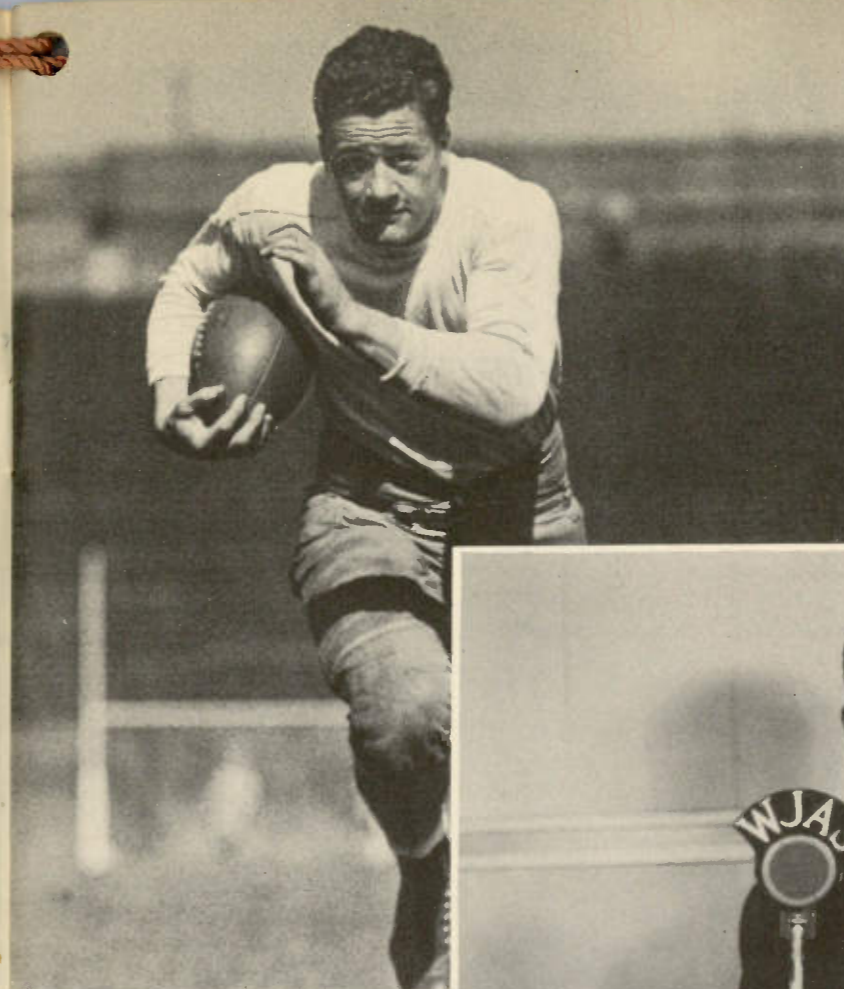
Light Heavy-weight Champion Billy Conn.



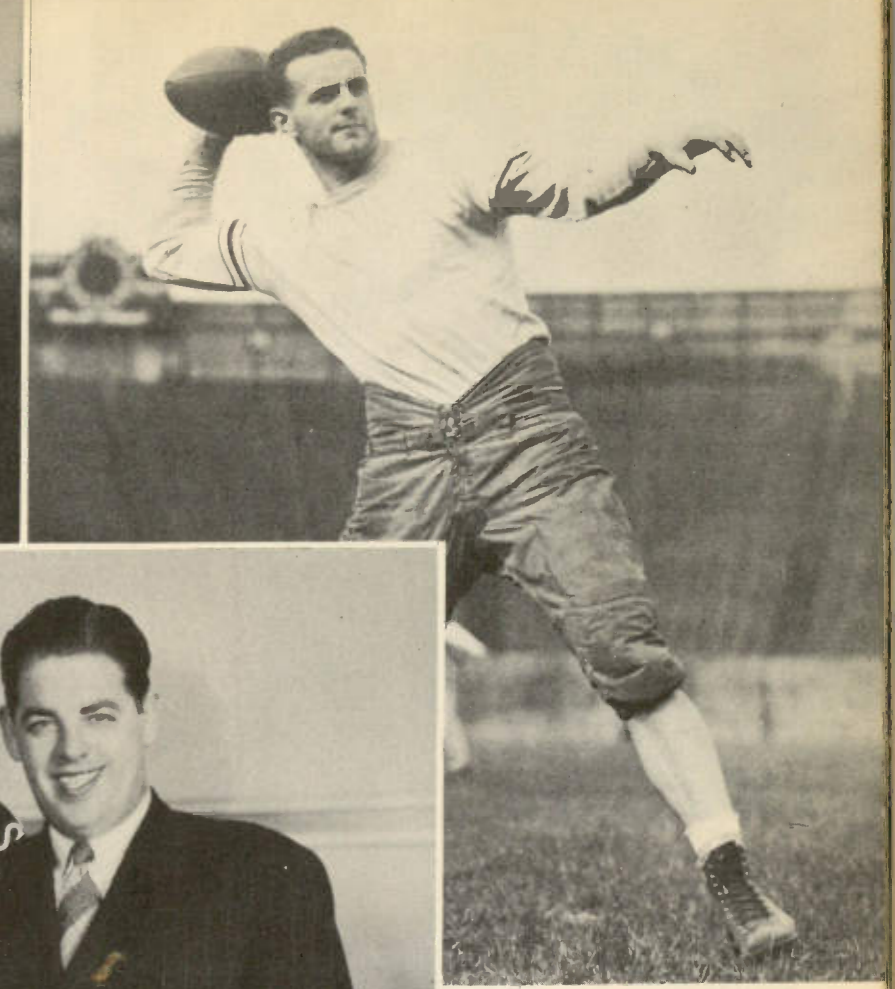
Former Light Heavy-weight Champion John Henry Lewis.



Heavy-weight Champion Joe Louis.



Pitt's Dick Cassiano.



Pitt's Curly Stebbins.

AT THE MIKE . . . There's action in the air when Johnny Boyer takes the microphone. The smile is Johnny's "standard equipment". Whether it's a song, an introduction or a sports round-up, Johnny's enthusiasm is always at the boiling point.



Pitt's All-American Fullback Marshal Goldberg.



Pitt's Bill Daddio.





Production

JAMES M. HUGHES . . . Program Director

Ever since he was old enough to manipulate a piece of grease paint, Jim Hughes has had a working knowledge of the mechanics of the theatre. When he first stepped out in front of the footlights, he was hiding behind a mask of burned cork but scouts of the Keith vaudeville circuit found him, signed him and for the next 15 years he toured the country out of a trouper's trunk. When radio threatened the vaudeville industry, Jim Hughes made the change-over in easy stride. His first appearance on the airways came as the result of a commercial assignment as a comedian but WJAS officials weren't long in discovering his stagecraft and showmanship. It was simply logical that he should take over as program director and subsequent success proved that logic was right. Jim has been a member of the WJAS staff since 1928 and during that time has coached and launched on the way to the top, many of Pittsburgh's outstanding radio entertainers. He's a native of Pittsburgh; thinks so much of radio that encouraged son, James F., aged 22 years, to join industry as announcer. For recreation, likes swimming and boating. Otherwise, he'll take work.



Announcers

KENNETH HILDEBRAND

People who ACT important are a pain in the neck to Ken Hildebrand. Otherwise he doesn't get much excited about anything unless it's the "Mrs." and 5-year-old Joyce Jacqueline Hildebrand. When he isn't at work, Ken confesses, he's "sitting, wrapped in thought" . . . probably thoughts of the days when he'll hit the top in the entertainment world. That was his first ambition when he entered radio as a vocalist in the home town, Akron, Ohio. Previously, he had taken a whirl as lifeguard, timekeeper, rubber worker and fireman. He joined the WJAS staff in October, 1936. Is best known to listeners for his newscasts; plays tennis, likes tapioca pudding and thinks radio is still in the "home movies" stage.

Right

Split-second timing is one of radio's essentials. Here's Production Engineer Jack Merdian, stop watch in hand, as he checks the progress of a studio program from the production booth. Each of the seven WJAS studios is so equipped.



JAMES HUNTER LOGAN

When the going gets too tough, Jack Logan simply pulls himself up under a plate of shrimp and fried chicken and concentrates. A fellow with as many interests has to concentrate — photography, golf, bowling . . . not to mention ambitions in radio writing and production. He once had an urge for the stage but the feeling was not mutual. His first radio job was his first job—program director and staff writer at WCHV, Charlottesville, Va., 1933-1935. Later he transferred to WLVA, Lynchburg, Va., as newscaster and writer and then to WJAS in October, 1935. Best known for work in Wilkens Amateur Hour program in which he has been featured past 4 years. "Big Shots" make Jack yawn and persons with bad postures make him scream but it takes a lot more than that to make his hair stand on end.



Left

The "stand-by" studio with Announcer Ernie Neff, finger poised on the control switch, about to "open" the microphone for a station break. In the foreground is the pair of modern turn tables used in recorded presentations.



ERNEST D. NEFF

Radio reached out and grabbed Ernie Neff because he could play the piano and organ. He's been playing the former since he was 9 years old, studied 11 years. Studied organ 6 years and still has hopes of mastering it. First job at KQV, 1931-1932. Joined WJAS staff April 1, 1935. Born in Brownsville, Pa., January 29, 1911. Had original ambition to be a baseball player, now thinks his future is in radio. Favorite pastime is playing organ. Likes to travel . . . and will do it for no other reward than a raisin pie. Someday he hopes to take a screen test. His wife is certain he'll pass it.



Right

After the conception of a radio program idea comes the job of "getting it down on paper". That explains this conference between Continuity Director Agnes Yopko Mizee, Secretary Mary McKay who represents the commercial department, and Continuity Writer Lucille Johnston.





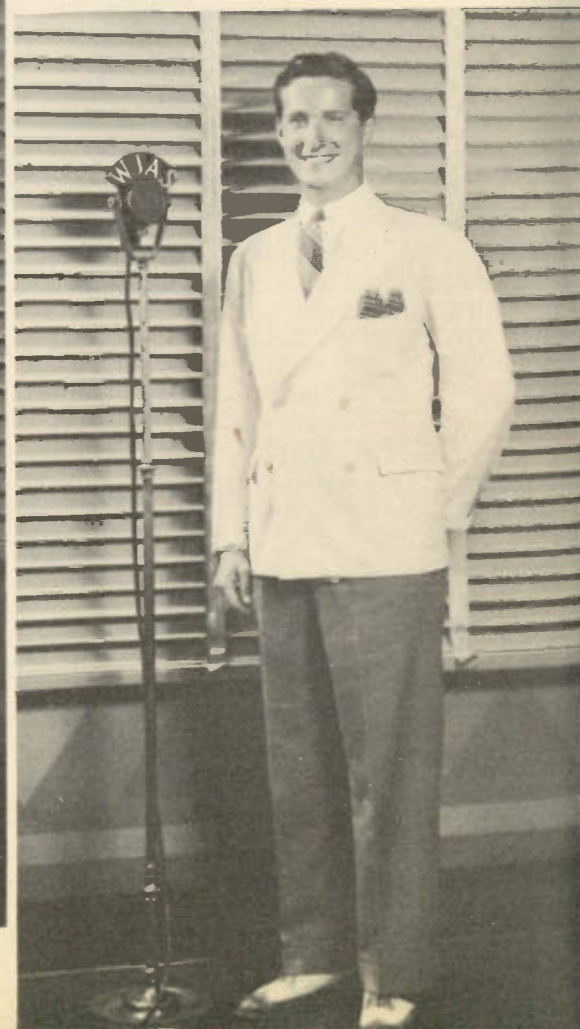
WJAS STAFF ORCHESTRA . . . Front row, left to right, Director Baron Elliott, Babe Rhodes, Andy Olesak, Frank Hull, Mike Ross, Beverly Bennett, Bill Bickel. Rear row, left to right, Dick Mack, John Gurniak, Leo Yagello, Billy Cover, Adolph Zabierowsky, John Bachman.

Music

Beverly Bennett, vocalist. Radio experience began in 1936. She plays piano, likes lamb chops and swimming. Born December 22, 1918.



Billy Cover, vocalist. Studied vocal 7 years, figured radio was best outlet and figured right. Native of Canton, Ohio. Single.



Baron Elliott, WJAS Musical Director. Plays saxophone, clarinet, flute. First appeared in radio, 1929 in harmonica act. His orchestra has played in nation's leading radio stations; heard currently on CBS.



Art Giles Music, heard regularly from WJAS. That's Art at the extreme left. He's been in the music business for 22 years.



The Weston Sisters, Betty, Elaine and Dot, purveyors of modern rhythm and harmony. They've been singing together for 9 years.



Maria DeMar, vocalist with Joey Sims orchestra.



At the console of his new electric organ, is Ernie Neff, organist, a combination heard in one of WJAS's newest program offerings.

Joey Sims Orchestra, another WJAS musical unit. Maestro Sims is standing, center. On the air, past 3 years. Tuesday nights.





Good Neighbor Club



THE STORY

The "shut-ins" and the needy in the Pittsburgh area, have a sincere friend in Darrell Martin and his Radio Good Neighbor Club conducted from WJAS each Wednesday morning at 8:45 o'clock. Designed as a means of spreading good cheer, the club has achieved almost astounding success in aiding neighbors to help each other.

Much of the club's work is carried on without public mention but others, phenomenal in their accomplishments, have received wide acclaim. Among such were the Rodeo Fest, Easter Gladness and Christmas parties staged at Children's Hospital, on DeSoto street, Oakland, photos of which appear on these pages. Or the New Kensington Free Library Dance Benefit, staged in cooperation with the New Kensington Junior Woman's club which prevented the library from closing. Tommy Dorsey played for the dance and then donated his \$1,200 check to the cause.

But these are only a few of the many worthwhile endeavors of the club. It is estimated that the Good Neighbor Club has contributed more than \$5,000 in cash benefits and in good will to thousands in the Pittsburgh area, since it received its charter from Richard Maxwell on December 14, 1938.

One effective method of spreading good cheer is the "Post Card Shower", originated by the Pittsburgh club and now used by all similar clubs throughout the nation. When a "Good Neighbor" is reported sick or lonely, a radio appeal for a post card shower is broadcast. The results have been astounding.

DARRELL MARTIN

No wonder Darrell Martin smiles. His Good Neighbor Club has almost 3,000 members (membership cards are issued and permanent records of each member are kept on file.) He's shown here in the club's headquarters at 527 Chalfont street, Knoxville, Pittsburgh, Pa. The mail for the club is too heavy for the postman, so the club maintains postoffice box No. 111. When he's not directing the affairs of the club, Darrell is busy at his desk as radio editor of the Pittsburgh Post Gazette.



Eleven salesgirls and a toy department buyer helped Santa select the gifts which he's distributing here at the Good Neighbor Club's Christmas party at Children's Hospital.



Above

Just to "make them feel at home", Announcer Johnny Boyer and Orchestra Leader Ray Herbeck donned the white garments of hospital attendants. As a matter of fact, all those appearing on the program did so. Here Johnny Boyer notes that his circumference is a little too extensive, while Ray Herbeck notes that his gown is the same way.

Below

The Good Neighbor Club sent out three radio appeals for old Christmas cards to be passed along to crippled children for use in making scrap books. Here's Darrell Martin telling the WJAS audience the story after he finished unwrapping the small mountain of packages.



Above

Did the kids enjoy the show? This photo tells the story. Note little girl at left, left arm in splints, applauding with right, with aid of nurse's hand. At the extreme right, although he has undergone 27 skull operations, this youngster still manages a smile.

Upper left

The WJAS broadcast of the party is under way with Johnny Boyer at the mike, Santa Claus (Bill Green) substitutes with the baton for Orchestra Leader Ray Herbeck and Darrell Martin looks on approvingly.

Below

the 140 boys and girls in the hospital weren't the only ones who were remembered by Santa. Even the doctors and nurses were on the list. Here's Superintendent of Nurses Miss Florence Ambler accepting a new radio-phonograph presented by the Good Neighbor Club.



Rita Rhey, smiling secretary to Darrell Martin and the Good Neighbor Club didn't mind at all counting the avalanche of Christmas cards. When the job was finished, Rita was inside a mail sack (there was no other place) but she had counted 170,000 cards.



Community Service

Right

FATHER COX, Pioneer Priest of the Air, whose messages have been heard by radio listeners since November 2, 1925. He completed his 4,000th broadcast July 29, 1939. His radio broadcasts from Old St. Patrick's four times weekly, are a tribute to Our Lady of Lourdes whose devotion he has made known to thousands.



Left

REV. A. W. STREMEL, D.D., whose Lutheran Inner Mission Society services have been broadcast from WJAS since 1928. The first broadcasts were conducted by Rev. S. C. Michelfelder and later by Rev. C. E. Krumbholz. The photo below shows a choral group at the microphone during one of the Lutheran Inner Mission Society broadcasts.



Left

COLONEL CHARLES C. McGOVERN, veteran commentator whose discussions on "History Repeats Itself" are heard each Sunday night from WJAS. Col. McGovern's talks, while forceful, do not lend themselves to controversial questions on history. He is one of the best known men in the state, has a long record of honorable public service and speaks from a wealth of experience, having traveled over the country with Theodore Roosevelt; served in the Spanish American War; in the Mexican Border Expedition and the World War.



Right

REV. A. J. HOLL, D.D., pastor of The First Lutheran Church. WJAS broadcasts services from the church each Sunday morning, as it has been doing since January 15, 1928. The photo below shows the interior of the church, located at 615 Grant street, which was erected and dedicated November 4, 1888.



MARJORIE STEWART, blind since birth, veteran radio counsellor, who with Mary Helen Van Loan, presents the "Poetry Round Table" from WJAS twice weekly. Miss Stewart's radio career began in 1922 when she was engaged as a critic, a post she later held with NBC. She has written and produced numerous dramas both in Pittsburgh and Chicago, and also conducted a school for training radio announcers and entertainers in microphone technique.

Left

DR. SOLOMON B. FREEHOF, Rabbi of Rodef Shalom Temple, Pittsburgh, since August 1, 1934, author and lecturer, heard regularly from WJAS. From 1924 to 1934 he occupied the pulpit of K.A.M. Temple, Chicago, the oldest Jewish congregation in the middle west.



Features

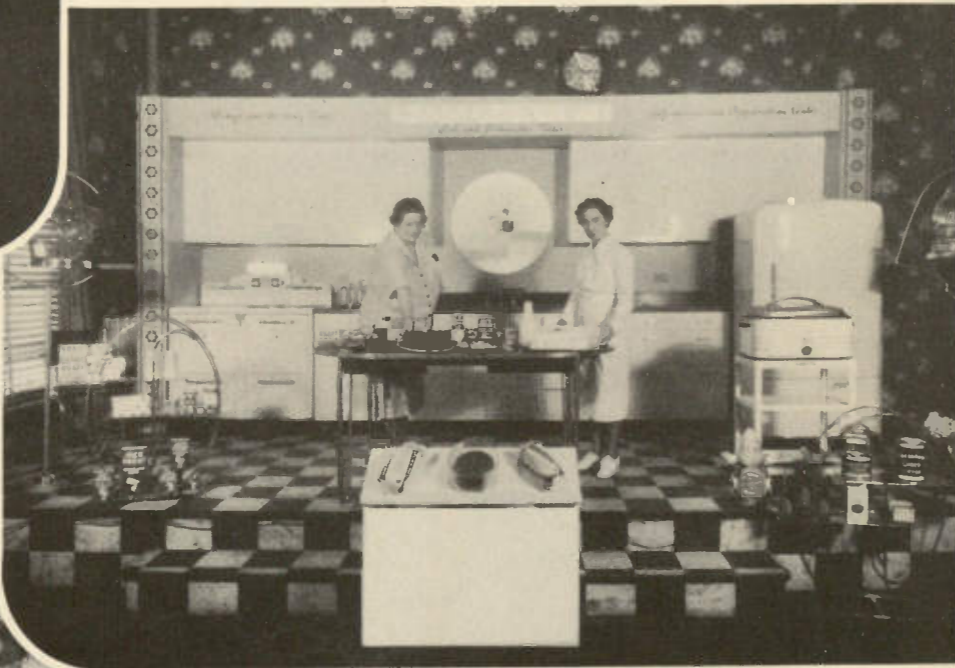


Left

Mrs. Sarah Tomlinson, Director of Rosenbaum's Home Arts Studio and the WJAS kitchen where food demonstrations are held daily in connection with the popular "Meet Your Neighbors" program. More than 75,000 women are entertained annually in the Home Arts Studio.

Below

The modern kitchen, presided over by Mrs. Tomlinson and Dietician Stewart, as they prepare the choice recipes to be served in the Home Arts Studio.



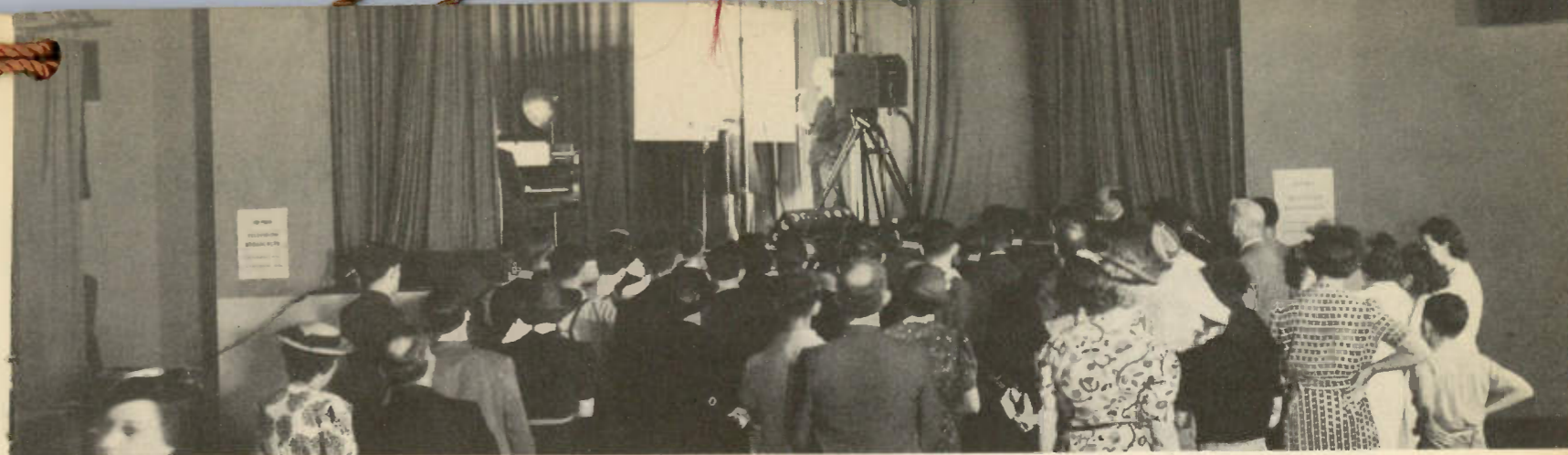
Left

A typical gathering in the Home Arts Studio, members of the D. A. R. and guests as they are interviewed by Announcer Johnny Boyer on the daily "Meet Your Neighbor" program. Meals prepared in the WJAS kitchen are served.



Right

The listener gets an opportunity to express his opinion on current questions in the WJAS "Man on the Street" broadcast. Here's a typical crowd, gathered around the WJAS microphone in Pittsburgh's downtown district. If you can find the microphone near the top right, you'll be able to locate Announcers John Boyer and Ken Hildebrand and Station Manager John C. Drummond (in white coat).



Above— View of Kaufmann's auditorium during the first public demonstration of television in Pittsburgh. WJAS listeners were given word pictures of each operation.

Below

When the 13,000 delegates and visitors attended the sessions of the Young Democratic Clubs national convention in Pittsburgh, WJAS was on the job to carry the proceedings to its listeners and also to "feed" the Columbia Broadcasting System. In the accompanying photo, Pitt Tyson Maner, national president of the young Democrats, is reading a message from President Roosevelt.



Senator Claude Pepper delivers the keynote address at the Young Democrats convention, also carried by WJAS and CBS. Here officials are attempting to quiet the applause so the senator can proceed.



Special Events

Left

One of many demonstrations which highlighted the Young Demos gathering. Each important development of the convention was broadcast by WJAS.

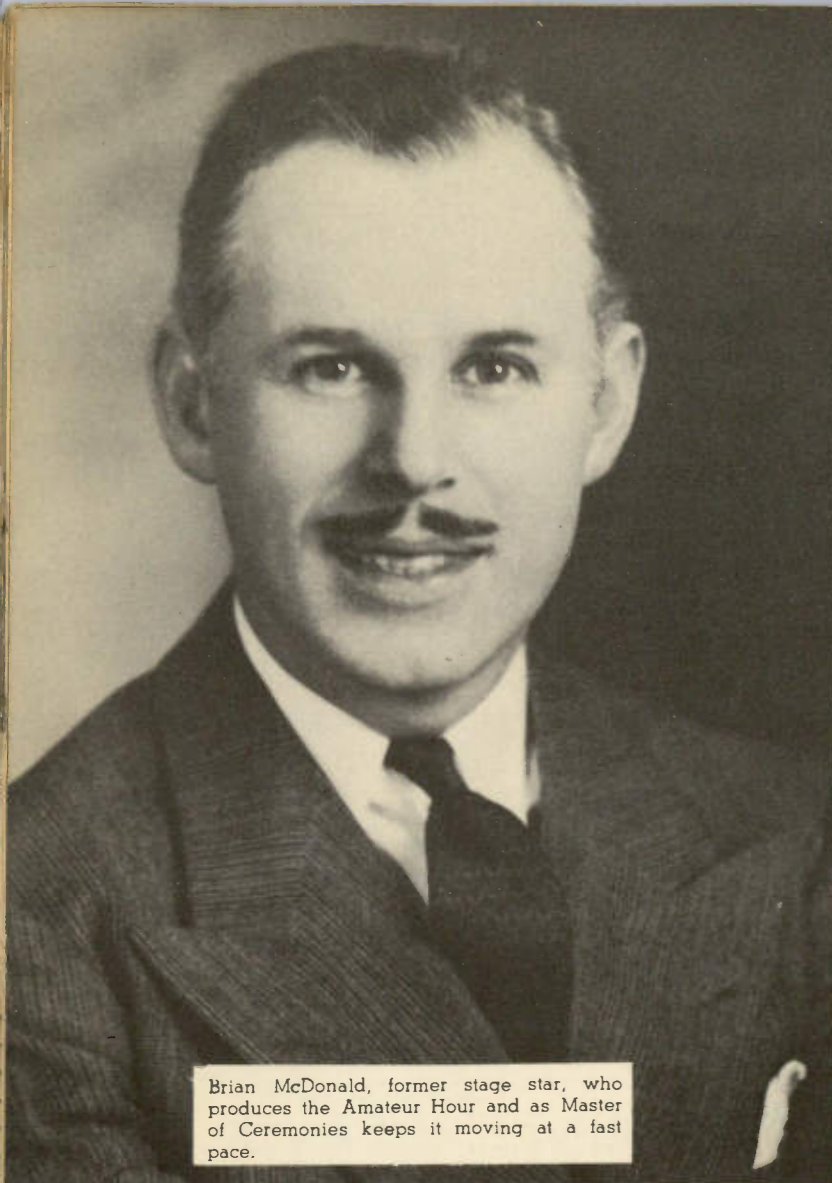


Right

Within three hours after a huge transport crashed at Clifton, Pennsylvania near Pittsburgh in 1937, WJAS had installed remote lines and Newsman Beckley Smith and a corps of technical men in charge of Jack Merdian, were on the job with a vivid descriptive broadcast and interviews with eye-witnesses. Thirteen persons died in the crash.

(Photo courtesy Pittsburgh Press)





Brian McDonald, former stage star, who produces the Amateur Hour and as Master of Ceremonies keeps it moving at a fast pace.

Amateur Hour

Pittsburgh's Own

Ambitious entertainers of the Pittsburgh area, through WJAS and the Henry Wilkens company, have an opportunity each week to submit their talents for the approval of many thousands, in the Sunday afternoon Amateur Hour at the Moose Temple in downtown Pittsburgh.

It is estimated that more than 75,000 persons have witnessed the broadcasts in a single year's time and during the same period almost two million persons have voted for their favorite performers by mail or telephone. As an example, a total of 103,294 votes were cast in one typical broadcast.

The show is produced under the direction of Brian McDonald, former stage star, who officiates as master-of-ceremonies; Jerry Mayhall contributes as musical director while Jack Logan announces in the role of "E. Z. Credit". "Tiny" Ellen Sutton is the featured vocalist.



Jack Logan, better known to Amateur Hour listeners as "E. Z. Credit", and whose imaginary experiences form the theme for each "dramatic" presentation.



Jerry Mayhall, musical director, a veteran of the stage and radio. In addition, he participates in the hilarious skits that feature each show.



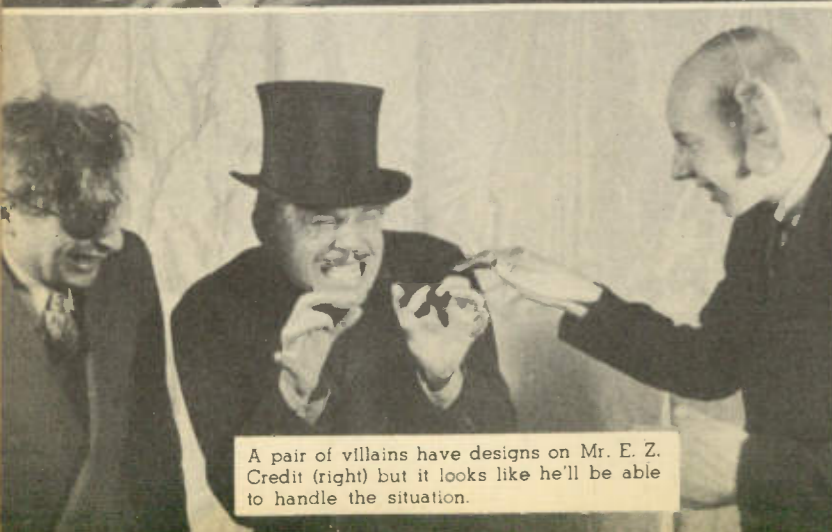
"Tiny" Ellen Sutton, songstress and comedienne.



A section of a typical audience during the Amateur Hour show at the Moose Temple. Note general attitude of intense interest.



A corps of ten telephone operators is kept on duty each Sunday afternoon to record the thousands of votes for the amateur favorites.



A pair of villains have designs on Mr. E. Z. Credit (right) but it looks like he'll be able to handle the situation.



It's "Rajah" E. Z. Credit this time, gazing into the crystal ball, or is that a fish bowl? And look what's come over Count McDonald (center).



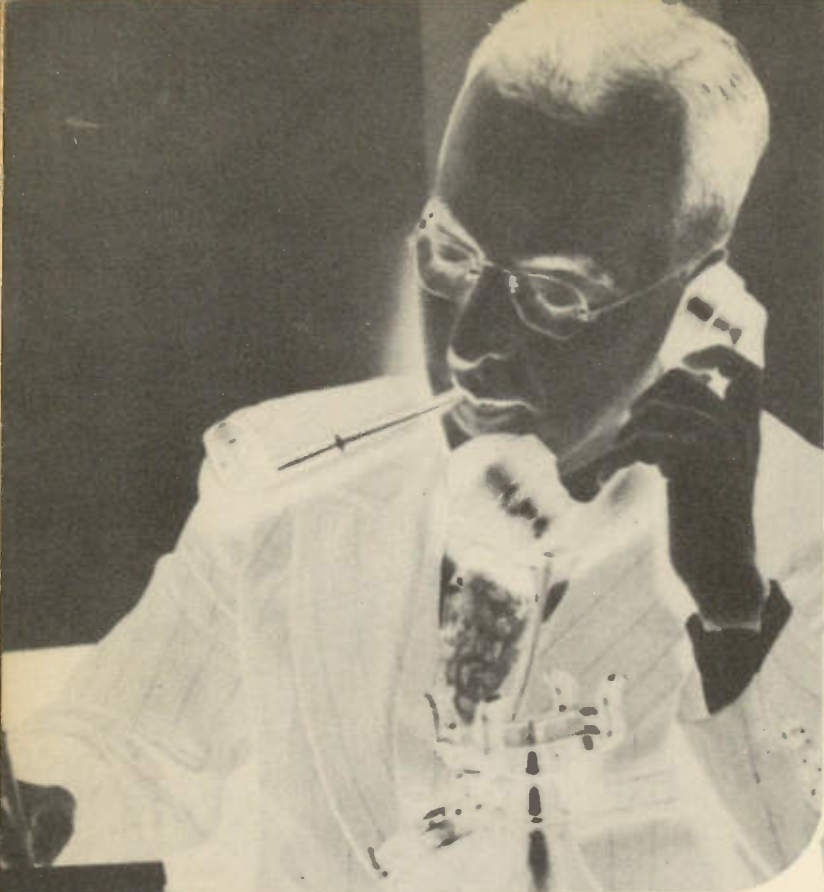
All aboard for the opera! Or don't look now but I think we're being followed. That's Count Mayhall looking over E. Z. Credit's shoulder.



It must have been something he et! Or E. Z. Credit wonders whether Caesar had it so easy after all.

Talk of the Town

Karl Krug, widely known Sun-Telegraph staff writer and dramatic critic, who conducts the "Talk of the Town" program, another popular WJAS feature. Mr. Krug has a snappy, effervescent style particularly suited to the program in which he discusses highlights of the theatres and night clubs, together with gossip and interesting stories about the stars of stage and screen. Frequently, the programs contain an extra attraction when Mr. Krug arranges to interview the celebrities who pay Pittsburgh a visit. A few of the famous foot-light and cinema favorites who have appeared on his program, are shown on these pages.



Karl Krug (center) with Frank McHugh and Patricia Ellis.



John Barton as Jeeter Lester in "Tobacco Road".



Jane Withers.



Tallulah Bankhead, star of "The Little Foxes".



Lois Wilson in Clare Boothe's comedy success, "The Women".



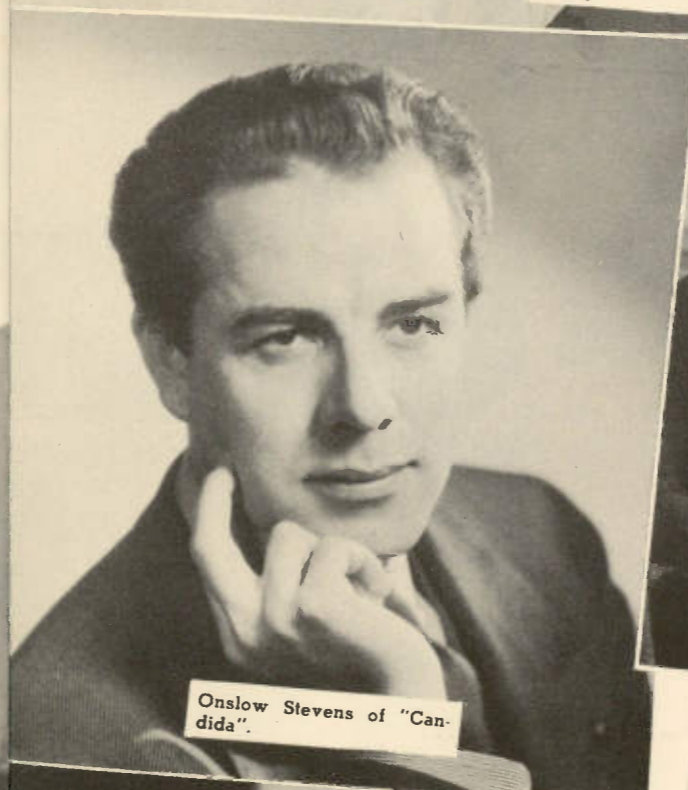
Werner Bateman, co-star with Helen Hayes in "Victoria Regina".



Beverly Roberts talks it over with Karl Krug.



Sam Jaffe.



Onslow Stevens of "Candida".



On location, Mr. Krug and Claudette Colbert.



Songstress Jeanne Madden.



Tony Martin, radio and screen star.



Vivienne Segal, star of "I Married an Angel".



Phil Regan, "The Singing Cop" of radio and screen.



Sinclair Lewis, noted novelist.



Microphone Mite Jackie Heller.



Walter Huston.



Paul McGrath, featured with Gertrude Lawrence in "Susan and God".

Engineering



WALTER W. McCOY Chief Engineer
Some day he hopes to own his own broadcasting station. Entered ranks amateur radio 1918, only 14 years old. Joined WJAS staff September, 1925. Hobbies in auto racing. Nickname is "Red".

CHAS. E. MORELAND
Transmitter Engineer

Also ambitious to be a radio station owner. Didn't like KP duty in army (1920) so turned to radio. Thinks television 15 years away. Associates call him "Dick". Still operates "ham" radio as hobby.

PETER GRAMBA
Transmitter Engineer

Helped friend build spark transmitter in 1920. When it worked, he was so thrilled he built one for himself. Always interested in electricity. Now interested in radio research and manufacture. Thunder and lightning hurt his ears.

CHARLES PEEL
Master Control Engineer

"Chuck" learned his radio in Carnegie Tech before starting his practical experience course in 1934. Had an original ambition to be a big league ball player but now is undecided and single.

JAMES R. STECK
Master Control Engineer

Silly questions irk Jim, but he'll stay up at all hours to read detective stories or repair radio receivers. He's the chief of the master control men, also in charge of studio equipment and maintenance.

ROBERT HUNT
Master Control Engineer

He tried jobs as truck driver, pottery worker, carpenter and others but Bob finally figured he might as well turn his radio hobby to practical use. Joined WJAS staff, 1933. In amateur radio since 1920.

JOHN L. MERDIAN
Chief Production Engineer

Jack's radio experience began in 1925 as a juvenile dramatic player. Hasn't relaxed interest in drama. With WJAS since October, 1928. Once was youngest control operator in radio. Wife's chili con carne, Yippeel!

R. W. BURGESS
Transmitter Engineer

If "Dick" can just finish building his house, all will be well. Once he thought the same thing if he could land as a railroad engineer. Started radio experience in U.S. Navy. Plays ukelele, steel guitar.



Engineering



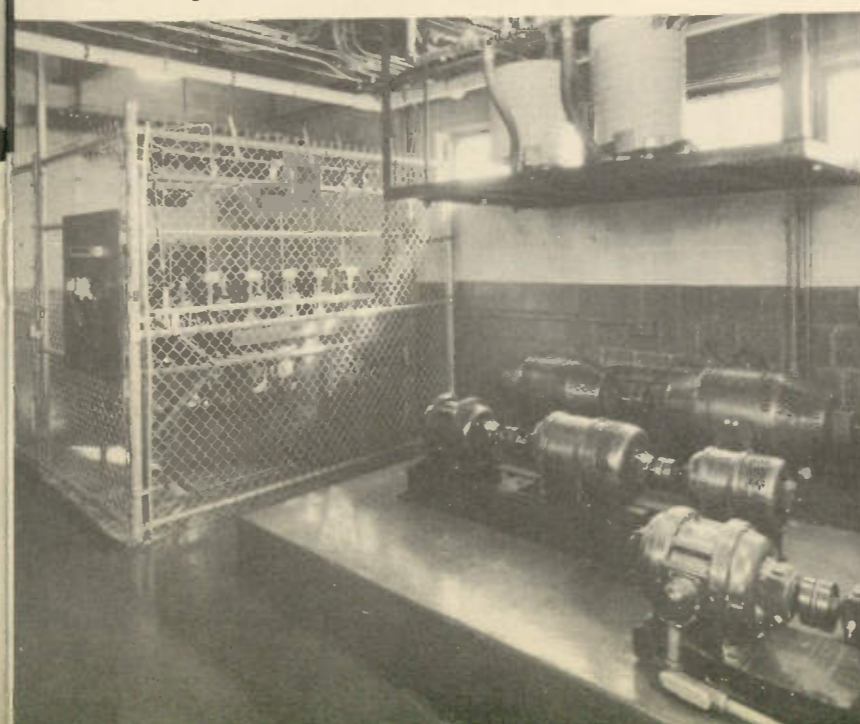
Left
Chief Engineer Walter McCoy seated in the glass-enclosed control booth at the WJAS transmitter where the transmission signals get their final checking before being sent out over the airways.



Right
When there is an occasion to preserve a program for future reference or broadcast, Engineer Jim Steck takes over at the modern transcription equipment available at WJAS. The equipment is portable.

Below
Because of the high voltage passing through it, the rectifier rack in the WJAS transmitter is located in the basement of the building, specially guarded by a complicated lock system. Generators at right.

Below
Master control board and monitor panel with Chief Master Control Engineer Steck on duty. This system involves the newest developments in radio mechanical technique.





Sales



Left
John J. Laux . . . He prefers frankness to so-called diplomacy. In radio since 1924, now intent on staying and doing good job. Once had ambition to be electrical engineer.



Left
Robert S. Pritchard . . . He started singing on the radio so they gave him a job as announcer. Has worked on 9 different stations. Likes deer liver, dislikes questionnaires.



Right
Fullerton T. McGough . . . Terry is a modest fellow, a native of Chicago. Came to Pittsburgh as announcer, 1931, later transferred to sales department. Worked at 2 other stations.



Left
Lewis G. Kay . . . It was an accident, he says, that he sold his first radio "spot" and thus attached himself to the business. Billy, 5½ and Tommy 3½ are chief "hobbies".



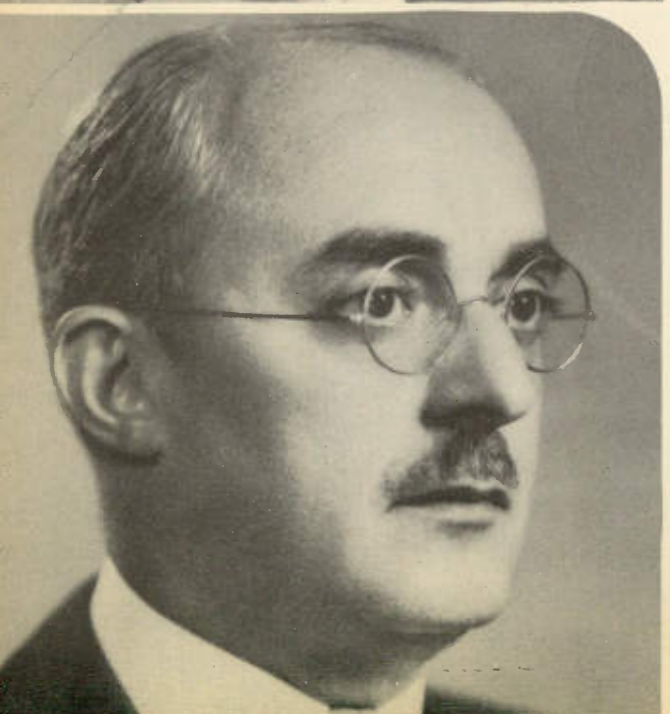
Right
Thomas E. Pickering . . . He sold life insurance until radio came along. But he tried announcing before he reverted to his first "l o v e", sales. Call him "Tommy".



Robert N. Thompson . . . Bob's first ambition was to be an advertising man. Advertising was his first job, his present job and his ambition for the future. One of WJAS veterans.



It may be that Lewis Kay has just signed a contract. At least his fellow salesmen are displaying keen interest. Or maybe it's just a pose. Left to right, Joseph Wagman, Jack Buchheit, F. T. McGough, Robert Thompson, Jr., Robert Pritchard and Thomas E. Pickering.



Left
Joseph Wagman . . . His favorite pastime, he says, is "talking and planning politics" — that is when he isn't pursuing his ambition to be the best salesman. Dislikes egotists.



Right
John H. Buchheit . . . Jack's ambition is to shoot 80. He likes to sleep late and in school, he says he did his best work on the football squad. In radio since 1930.



Personnel



Jeanne Lincoln Clark, Receptionist. Accomplished pianist, violinist. Presents daily "friendly chats" broadcast, also appears as accompanist some programs.



H. K. Brennen, Assistant Secretary-Treasurer. Associates call him "Ken", contraction of the middle name, Kenneth. Greatest pride in 8-year-old son, Hugh, Jr.



Marian Caughey, Publicity Director. Joined WJAS staff, November, 1935, her first job. Someday she'd like to travel, lots. She's single.



D. Lucille Johnston, Continuity Writer. Those who don't call her "Luc", call her "Little Egypt". She has studied journalism extensively and hopes to go places in writing.



Harry H. Stehman, Comptroller and Secretary. Some day he'd like to retire to a ranch of his own, or maybe he'd like to travel. With WJAS since 1922.



Correll ("Cal") T. Mara, Assistant Secretary. Her first job was radio receptionist. Appeared in numerous programs. Collects elephants from all parts of the world. Always late for dates.



Mary E. McKay, Secretary. Mac came into radio with the flood, but no thanks to the ukelele which she says she's been playing too long. If she could only be a nurse, she dreams.



Agnes Yopko Mize, Continuity Director. Studied violin, voice 12 years. Furnished entree to radio, 1932. She'll be satisfied just to "stay happy and well". Hobbies in sewing and embroidering.



E. A. Ford Barnes, Auditor. Just call him "Ford" and if it's cigars, he'll take a BLACK one. Dislikes petty politics and didn't like school.



Helen Rosenblat, Secretary. She believes in brevity. Born in Pittsburgh. Is single. That's all we could learn. Enough, eh?



Mildred E. Grove, Secretary. Once Millie had ambitions to be a secretary. Now she has an idea that a career isn't everything. She's only 21.



Edith Wirth, Switch Board Operator. Does all her talking answering the telephones. All we know about her private life is the fact that she doesn't play a musical instrument.

Public

Relations



"Si" Steinhauser, radio editor of the Pittsburgh Press, who will soon observe his tenth anniversary as a radio gossip columnist. He has appeared frequently as a guest speaker on WJAS and takes the microphone regularly to award prizes in the Sunday Amateur Hour. He has won the friendship of Columbia network stars, many of whom exchange personal correspondence with him. During personal appearances in the Pittsburgh area, many are frequent visitors at his home.

In spite of his close contacts with the top-notchers, he has never permitted friendship to interfere with the fair conduct of his column. His constructive criticism has been sincere, and praise liberal when deserved. Self-respect has never been sacrificed for loyalty to his readers and because of this he is admired, rather than feared.

Chester L. Smith, sports editor of the Pittsburgh Press and sports broadcaster for WJAS, writes of himself: "My career has been remarkable, chiefly because no one has ever leveled a gun at me and pulled the trigger. This proves (a) that I am good at keeping out of sight, and (b) that the world is a tolerant place after all". He continues: "Among other things, have covered seven Rose Bowl and two Sugar Bowl football games, more World Series than I like to remember, and enough national golf tournaments to make me realize what a lousy shooter I am." His education began, he says at Dartmouth college and the U.S. Navy. His newspaper career began in 1921 at the Pittsburgh Dispatch, now extinct. Started radio in 1924.

When it comes to the matter of preparing publicity — and that is one of radio's important components, the job is that of Marian Caughey, Publicity Director (left) who is consulting here with Helen Rosenblat, secretary.



Commercial Manager
Robert M. Thompson,
Sr.



President
H. J. Brennen.



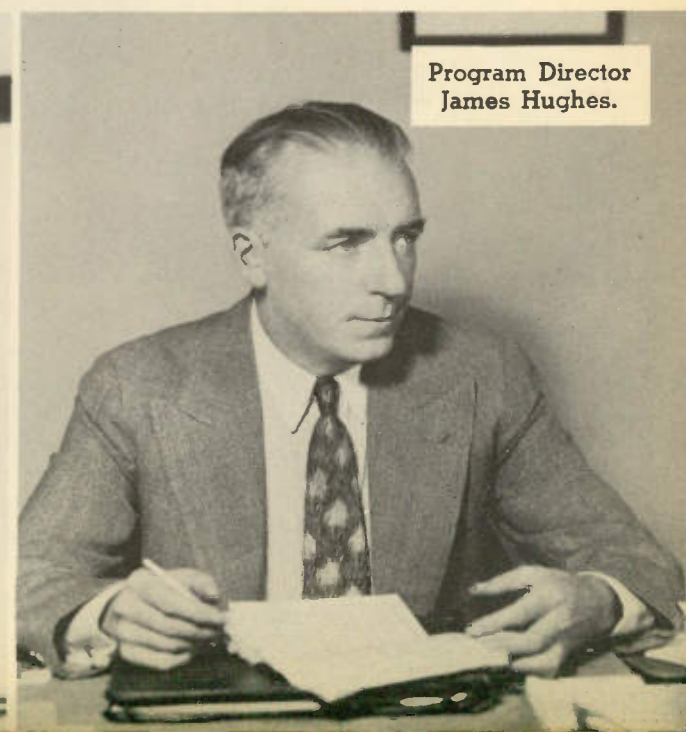
Station Manager
John C. Drummond
and Secretary
Mildred Grove.



At Work



Station Secretary
H. H. Stehman
and Assistant
Correll T. Mara.

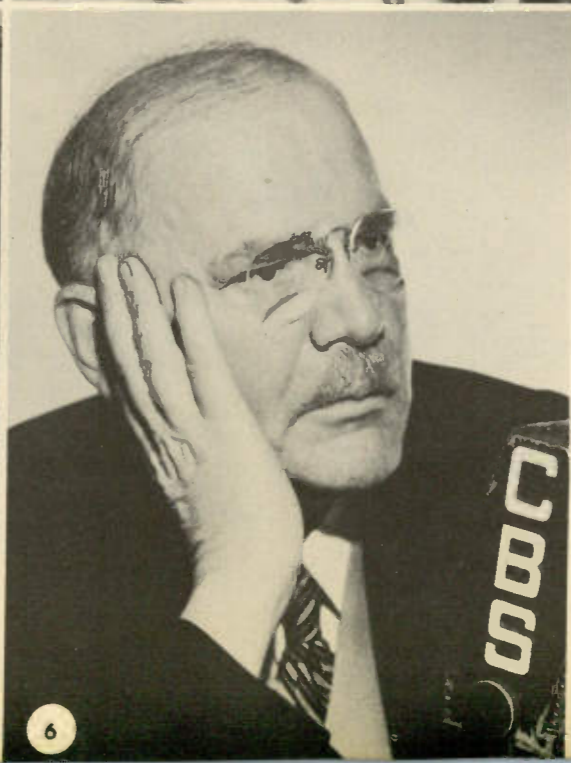
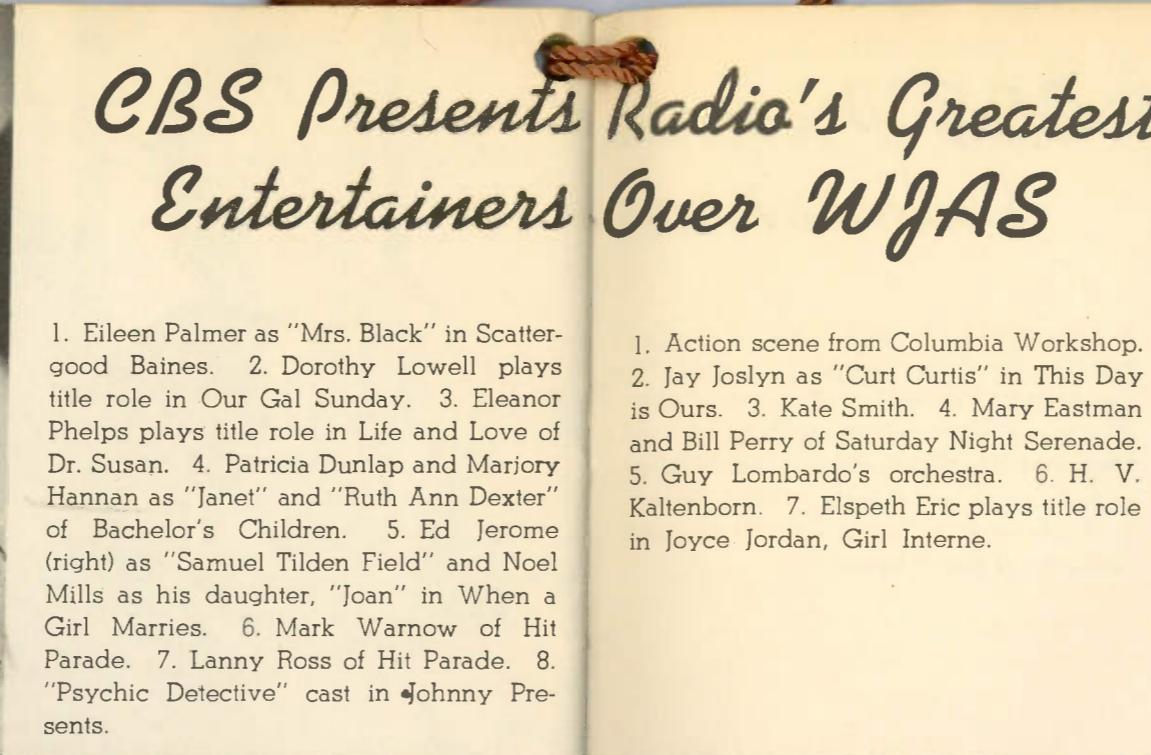


Program Director
James Hughes.

CBS Presents Radio's Greatest Entertainers Over WJAS

1. Eileen Palmer as "Mrs. Black" in Scattergood Baines. 2. Dorothy Lowell plays title role in Our Gal Sunday. 3. Eleanor Phelps plays title role in Life and Love of Dr. Susan. 4. Patricia Dunlap and Marjory Hannan as "Janet" and "Ruth Ann Dexter" of Bachelor's Children. 5. Ed Jerome (right) as "Samuel Tilden Field" and Noel Mills as his daughter, "Joan" in When a Girl Marries. 6. Mark Warnow of Hit Parade. 7. Lanny Ross of Hit Parade. 8. "Psychic Detective" cast in Johnny Presents.

1. Action scene from Columbia Workshop. 2. Jay Joslyn as "Curt Curtis" in This Day is Ours. 3. Kate Smith. 4. Mary Eastman and Bill Perry of Saturday Night Serenade. 5. Guy Lombardo's orchestra. 6. H. V. Kaltenborn. 7. Elspeth Eric plays title role in Joyce Jordan, Girl Interne.



CBS Presents Radio's Greatest Entertainers Over WJAS

1. Jesse L. Lasky poses with Mary Jane Barnes and Lynn McKinlay, winners of Gateway to Hollywood. 2. Jimmy Fidler. 3. Barbara Luddy, leading lady of First Nighter. 4. George Burns and Gracie Allen with Ronnie and Sandra. 5. Joe E. Brown. 6. Alice Frost as Big Sister. 7. Jim McWilliams of Ask It Basket.

1. Tony Martin of Tune-Up Time. 2. Myrt and Marge. 3. Richard Maxwell. 4. Norris (Abner) Goff and Chet (Lum) Lauck. 5. Kenny Baker of Star Theatre. 6. Cecil B. DeMille of Lux Radio Theater. 7. Phil Baker.



CBS Presents Radio's Greatest Entertainers Over WJAS

1. Dale Burch as "Mary Holt" in Road of Life. 2. Sunda Love as Stepmother. 3. Jan Peerce and Jane Froman of Gulf Musical Playhouse. 4. Bob Crosby and Helen Ward. 5. Edwin C. Hill. 6. Grand Central Station cast in action.

1. "Mollie and Jake," of The Goldbergs. 2. Walter O'Keefe of Tuesday Night Party. 3. Helen Menken of Second Husband. 4. Bess Johnson of Hilltop House. 5. Edward Robinson and Ona Munson of Big Town. 6. Gabriel Heatter of "We, the People".



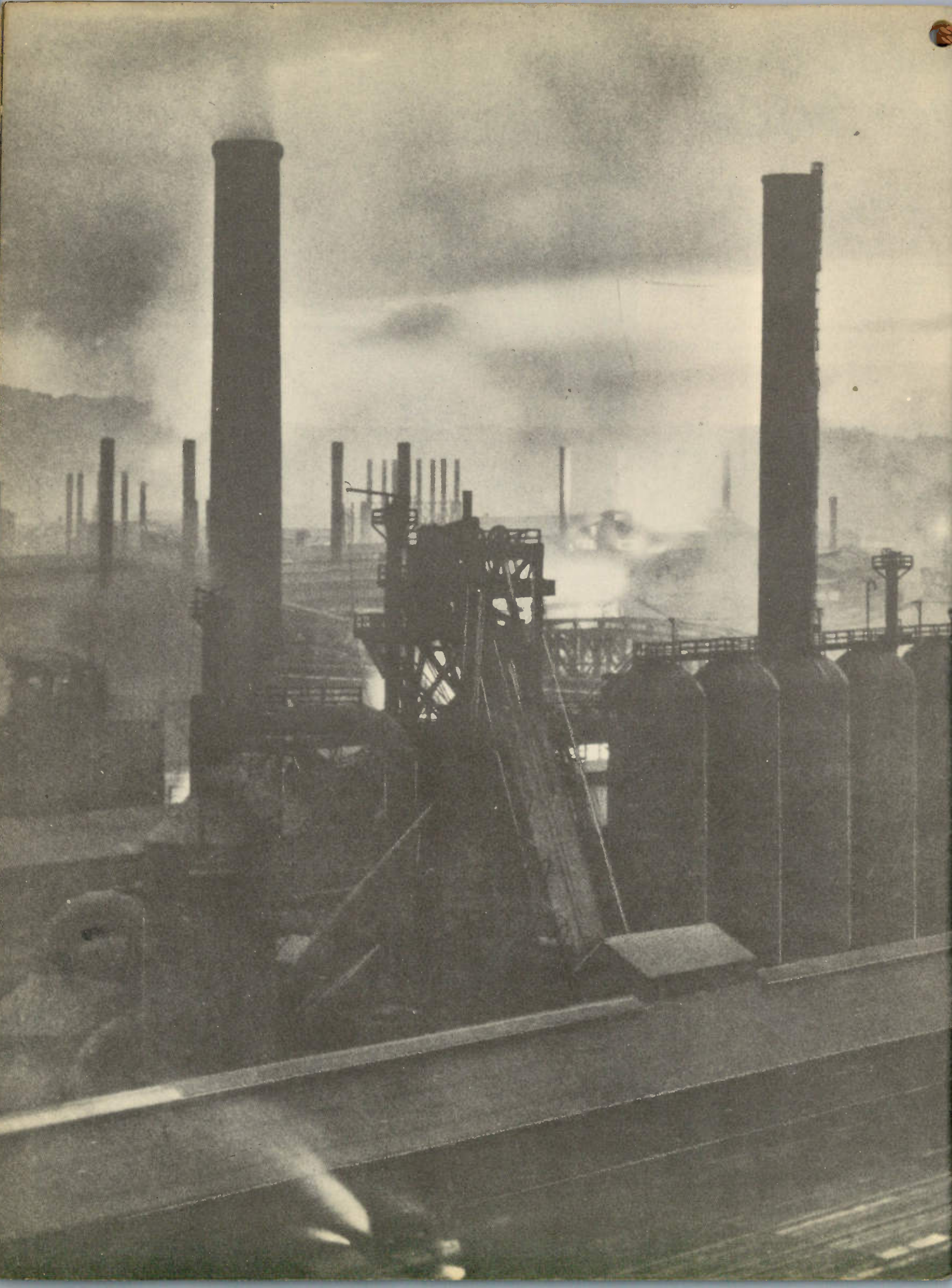


CBS Presents Radio's Greatest Entertainers Over WJAS

1. Major Bowes. 2. Matty Malneck. 3. Penny Singleton as "Blondie", "Baby Dumppling" and Arthur Lake as "Dagwood Bumpstead". 4. John Conte and Martha Means of It Happened in Hollywood. 5. Barbara Weeks and Richard Widmark as "Joan and Wesley Dixon" of Meet the Dixons. 6. The Parker Family, "Richard, the Great; Phil, Sis Nancy and Mother."

1. Francia White and Don Voorhees of Ford Summer Hour. 2. Believe It Or Not Bob Ripley. 3. Portion of the cast of Life Can Be Beautiful. 4. James Melton of Ford Summer Hour. 5. Erno Rapee of Gulf Musical Playhouse.









WJAS

PITTSBURGH

Radio Personalities