

# GOING FORWARD WITH RADIO

As Presented By:



# WARL

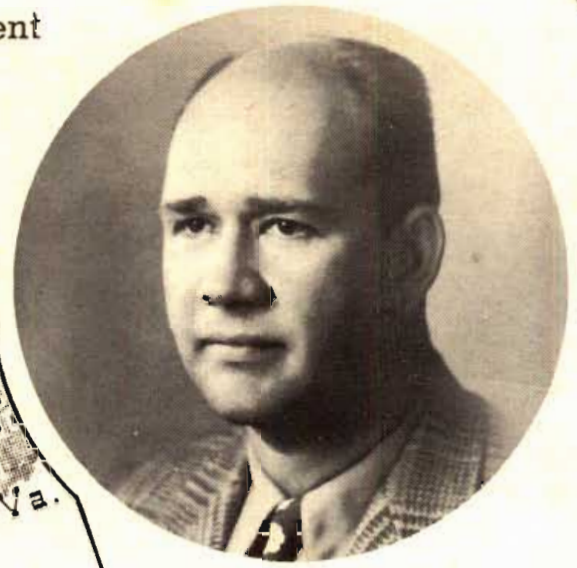

Arlington, Va.

# A Message From The WARL Management



Left: Frank U. Fletcher

Right: R. Kilbourne Castell

**WARL**  
780 KC.  
"The Family Station"  
Arlington, Va.

Dear Friends:

Once upon a time, there were two men and an idea. We are the two men. We like to begin the story of WARL that way, because like most good stories, it had a happy start. Although WARL was born only a short time ago, on November 7, 1946, to be exact, it has grown to be an integral part of the Arlington Community since then. No special interest, no important event, and no personality in Arlington fails to share in its existence.

From the very beginning, WARL was destined to be the community station, a station truly representative of a great community. Today, its relationship with all community interests has deepened and increased from its earliest beginning.

WARL has become the fourth "R" in the Arlington School curriculum as the result of the splendid cooperation accorded by the Superintendent of Schools and the School Radio Advisory Committee. Programs are piped into the schools, and every school in the Arlington County system has presented at least one program over WARL. The Arlington Church of the Air, organized by the County Ministerial Association, helps meet the religious needs of the Arlington listeners. Each Sunday, Jewish and Protestant clergymen broadcast the daily devotions. On Saturdays, an hour-long service is broadcast from a different church. On Saturdays, Catholic clergies in Arlington direct the Catholic Hour, and for the benefit of the sick and shut-ins, a Mass is broadcast from Georgetown University on Sunday morning.

In the cultural field, WARL brings to radio listeners programs of the finest in every type of music and entertainment, including special broadcasts of the Arlington Civic Symphony concerts. Arlington's vast reservoir of amateur talent likewise has not been overlooked. In the financial and economic field, WARL has enabled leading merchants and businessmen not only of Northern Virginia, but the Metropolitan Washington area as well, to obtain wide and intelligent hearing.

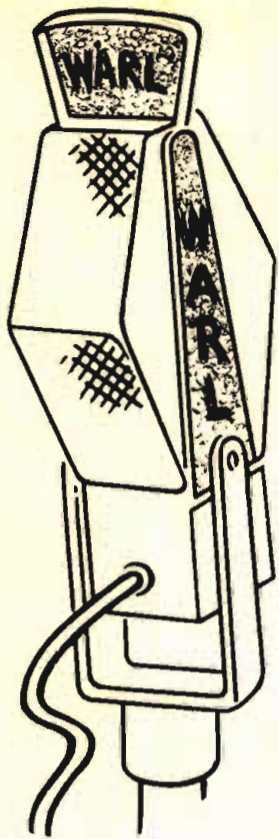
We are proud that our beginning has been a happy one. We realize that there is much yet to be done, and we shall continue to participate in Arlington's progress, secure in the knowledge that WARL's participation will enable us to continue to best serve our vast listening audience in this area.

Sincerely,  
R. Kilbourne Castell  
Frank U. Fletcher

Compliments Of:

Lee's Garage  
1600 Mt. Vernon Ave.  
Alexandria, U.A.  
182





## Station Manager

RAYMOND "Ray" W. BAKER has been named Station Manager and Assistant General Manager of WARL in Arlington, Virginia.

Mr. Baker, for the last 6½ years, has been associated with Tom Tinsley station WITH in Baltimore, and WLEE in Richmond in the capacity of Operations Manager, Program & Production Director, Chief Announcer, and Account Executive.

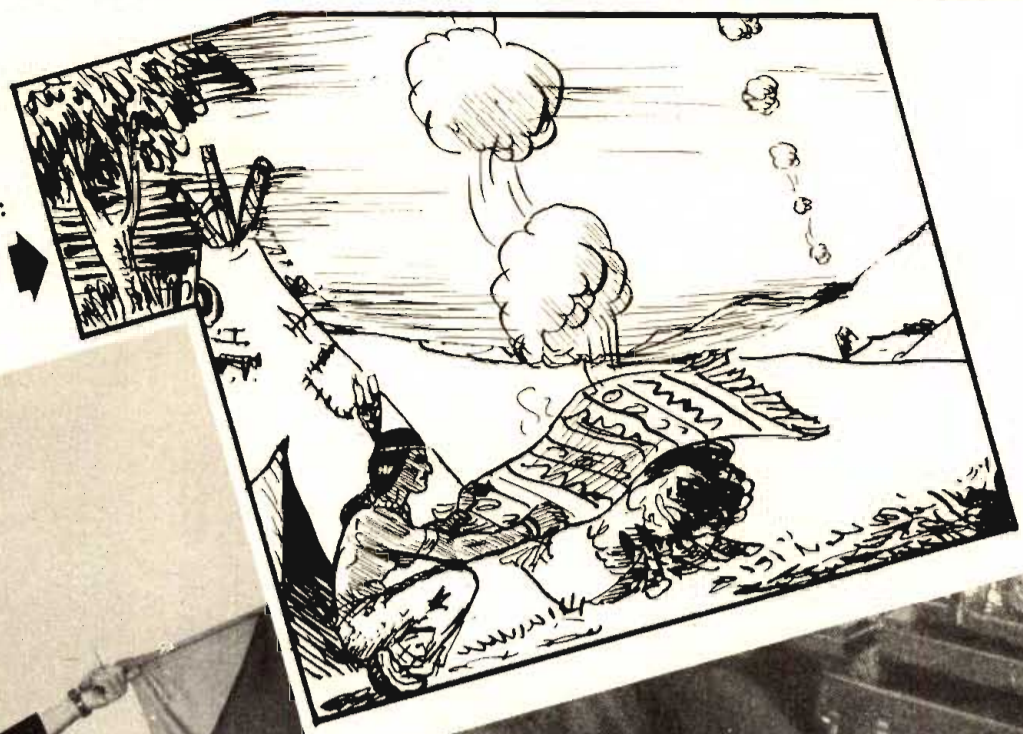
His radio experience dates back to 1934 in his native city of New York, where after a college career that includes Colgate, New York, and Columbia Universities, and a brief but varied business life in the New York Stock exchange, Fire Insurance, Professional Speed Boat Racing, Pro Football, and the Theatre, he broke into radio via the announcing route, both local and network, then as Branch Manager of WCNW until joining WITH in Baltimore for its opening in 1941.

Mr. Baker is 34 years old and the proud father of two sons: Ray Jr.-3 years and Lee-1 year, who are still a bit too young for Daddy to train as the next Amos & Andy.

In joining WARL "The Family Station" he pledges himself to furthering the basic policy of dedicating our service to the wants and needs of the people of Northern Virginia assuring them Warranted Approved Radio Listening.



# "Transition in Communication"



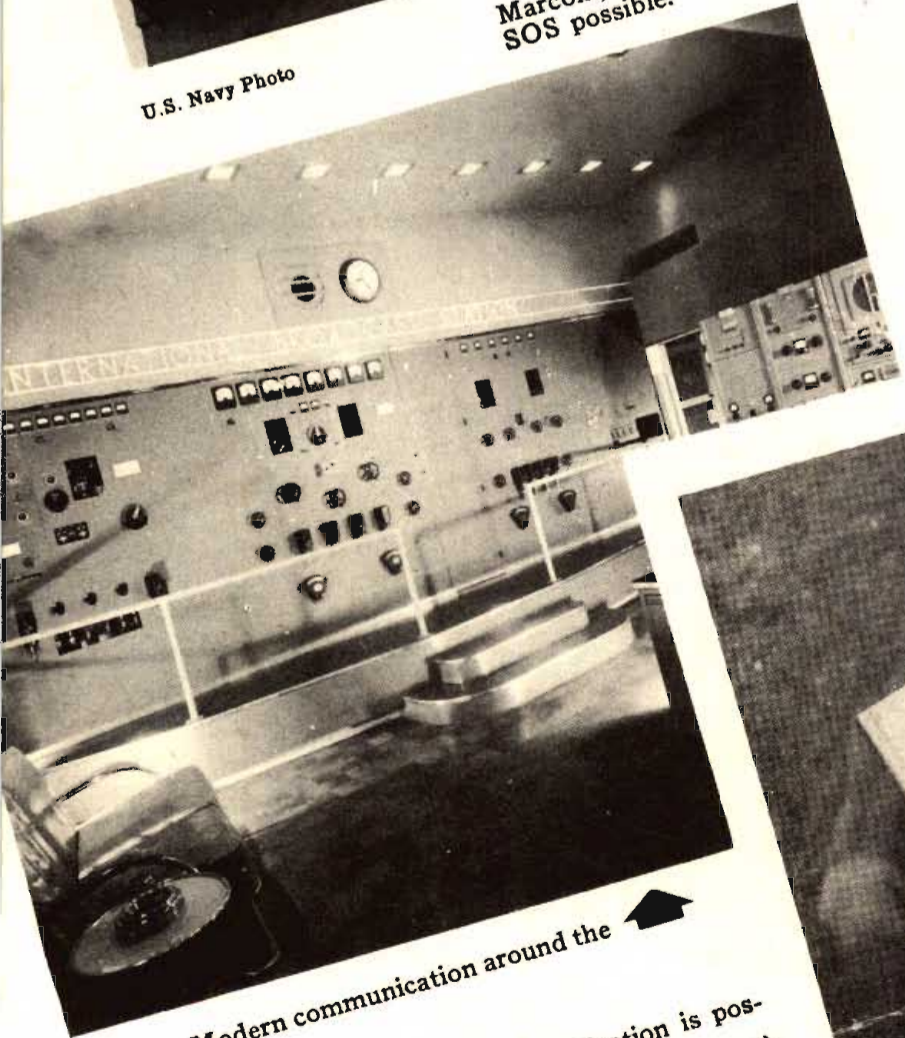
The earliest form of communication:

Sailors wig-wagging with semaphore signaling.



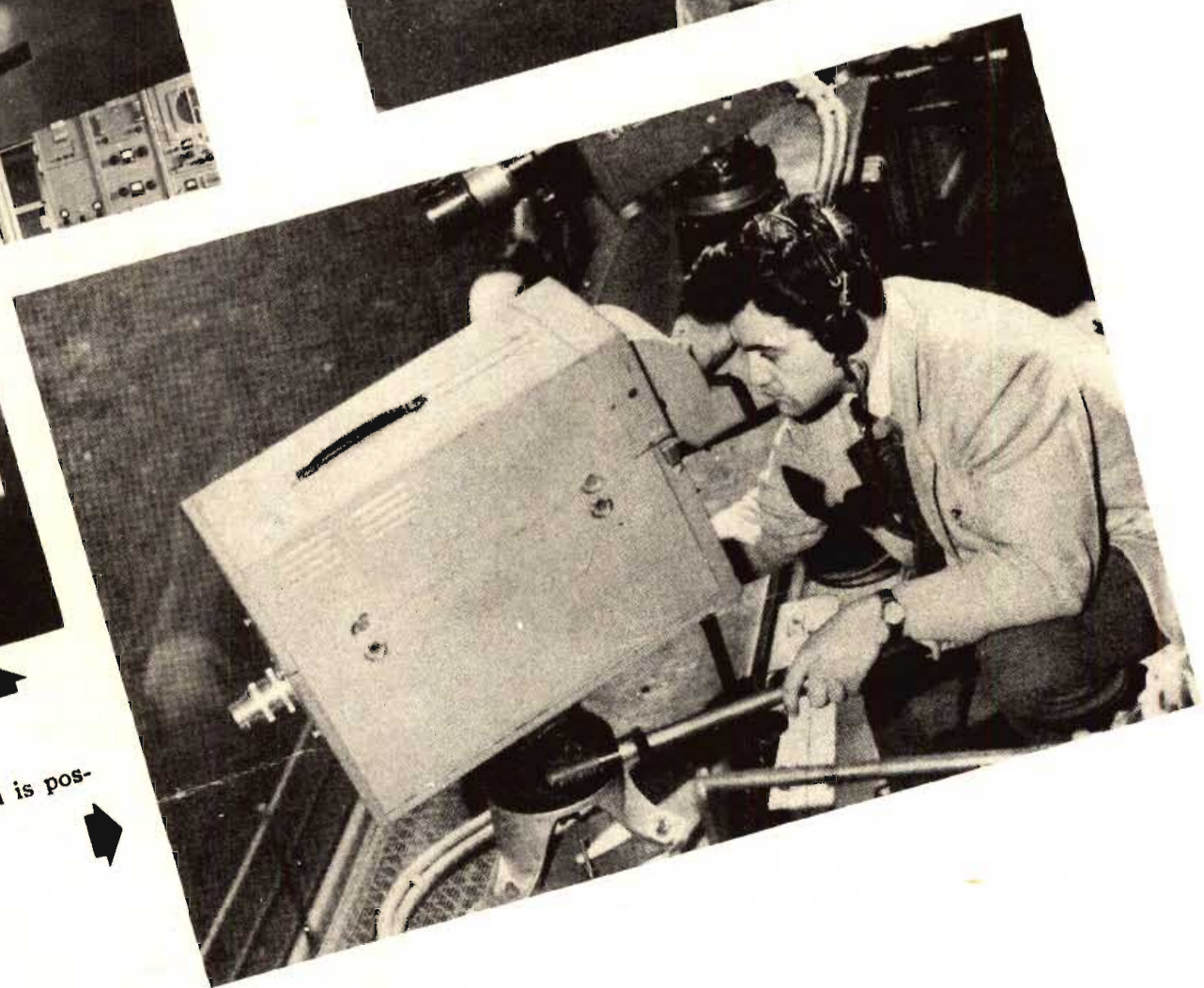
U.S. Navy Photo

Marconi, the man that made the SOS possible.



Modern communication around the globe.

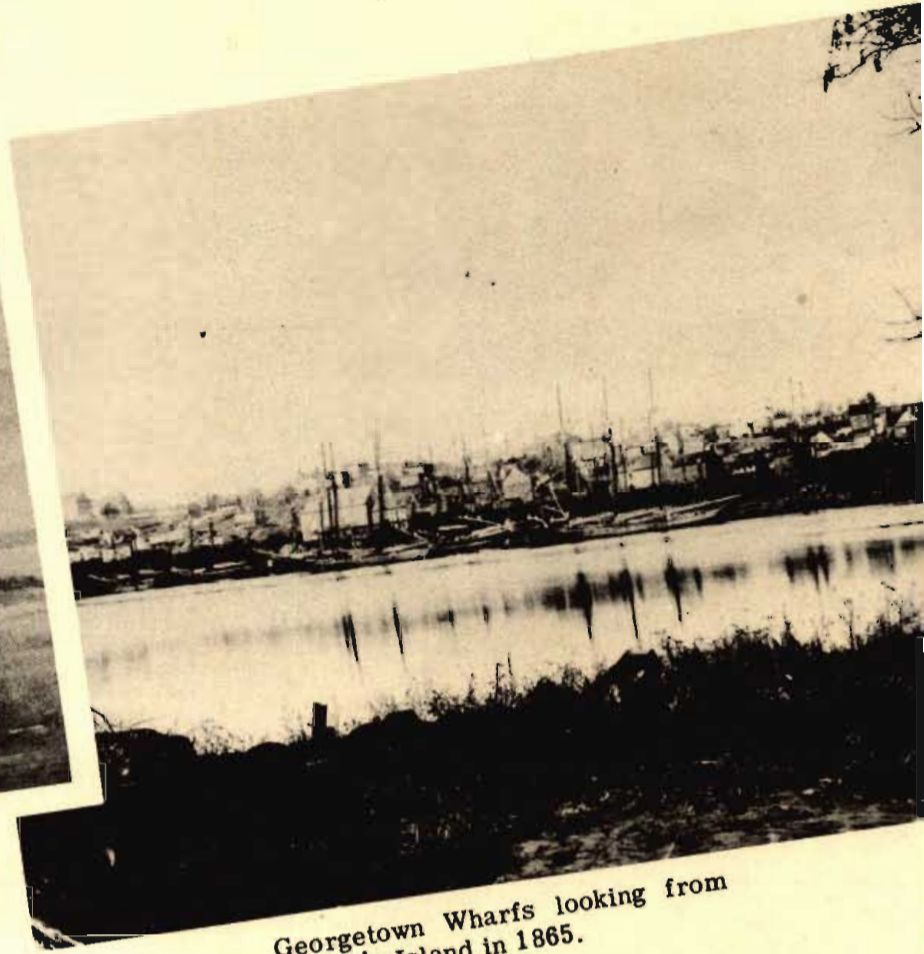
Now sight communication is possible with Television.



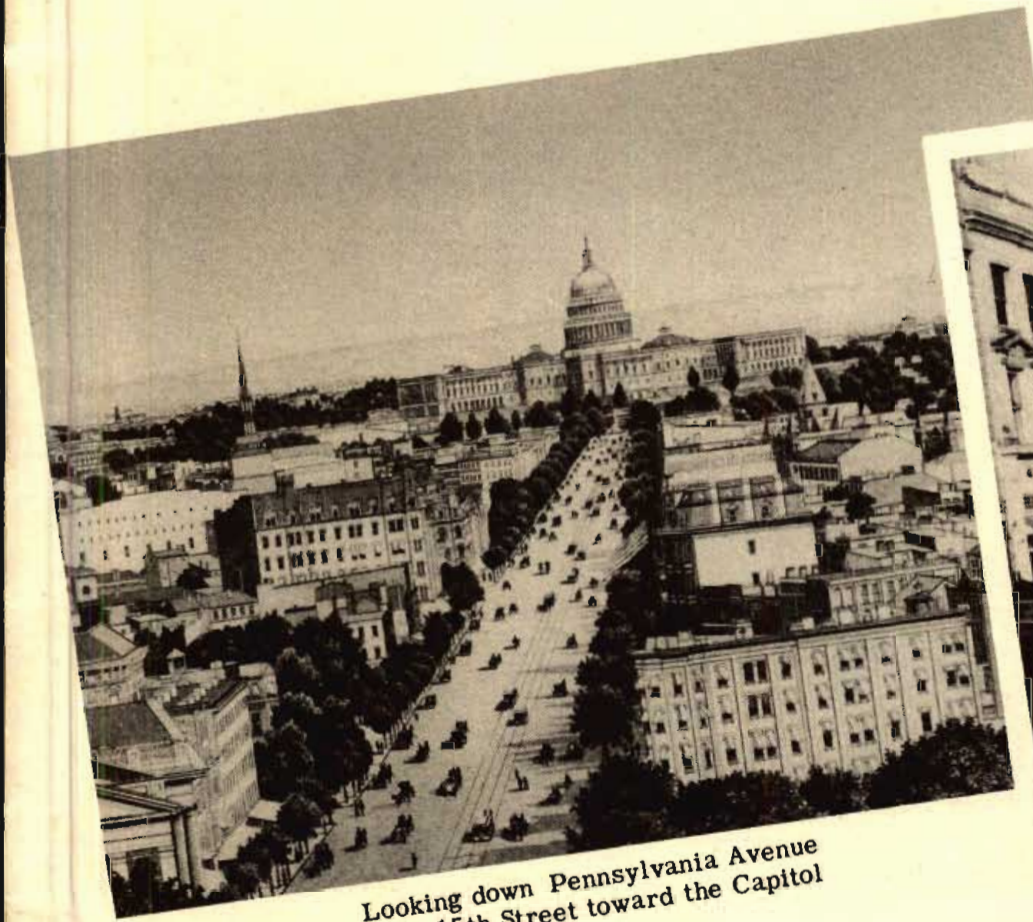
# "Transition in the Washington Metropolitan Area"



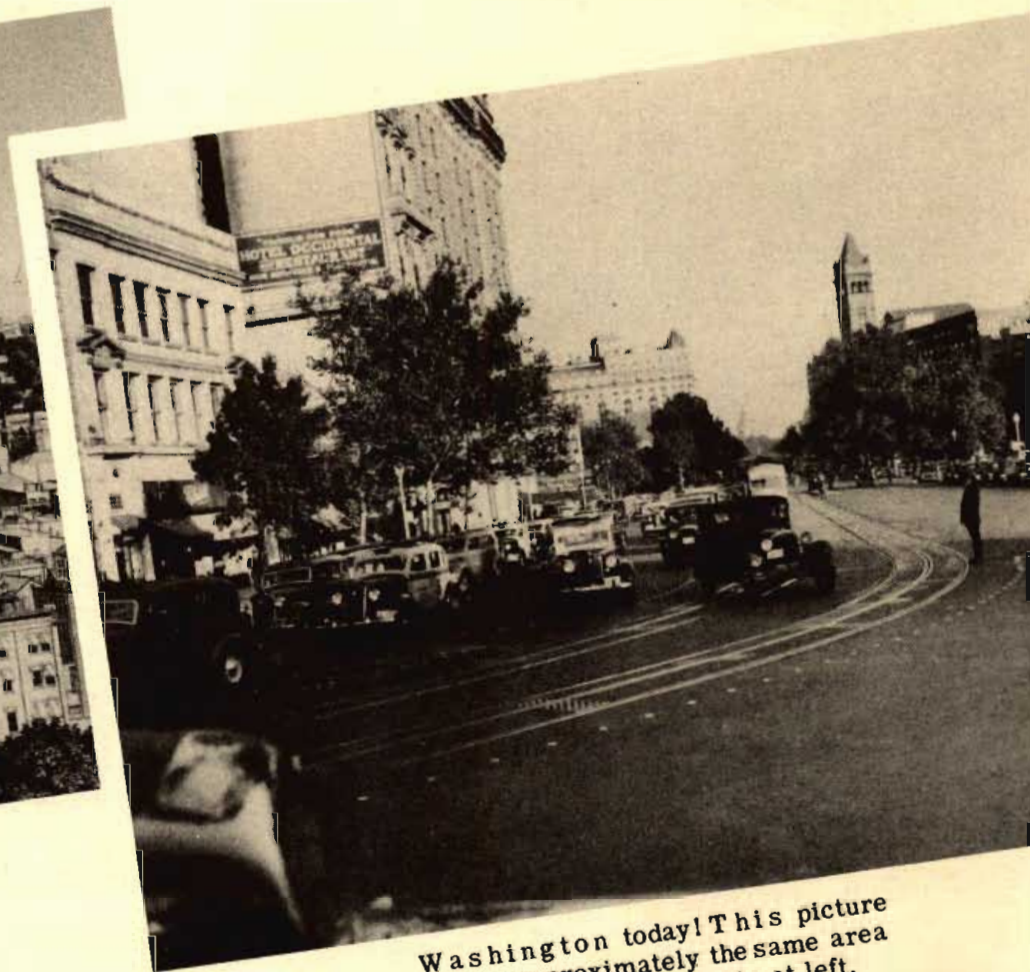
This is the way the Capitol Building looked in 1814 before completion.



Georgetown Wharves looking from Mason's Island in 1865.



Looking down Pennsylvania Avenue from 15th Street toward the Capitol in 1890.



Washington today! This picture covers approximately the same area as that shown in the photo at left.



Robert E. Lee's Family Home in the Arlington Cemetery.

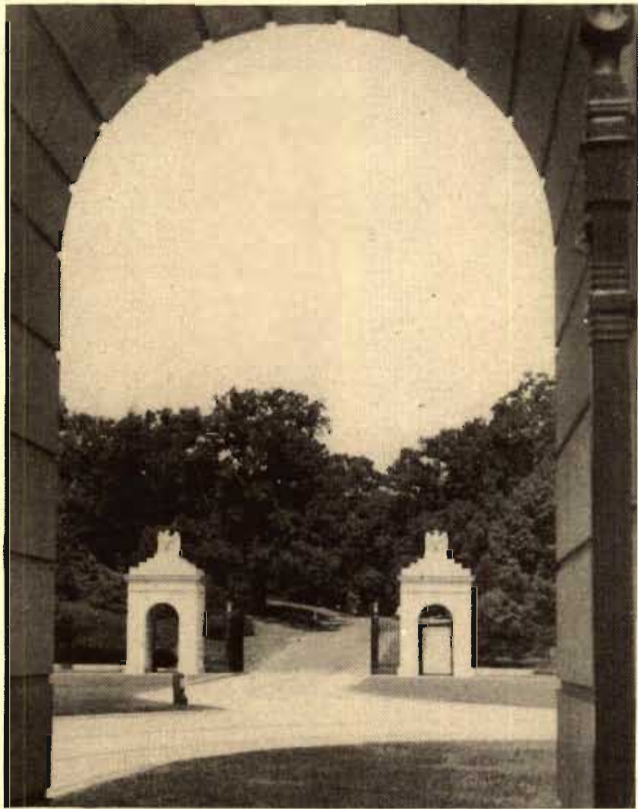


Memorial Bridge--Link between Arlington and the Nation's Capital.



The Post Office at Clarendon.

# Arlington



Gateway to Arlington Cemetery.



The new Arlington Hospital.



Washington National Airport in Arlington.



The Clarendon Business area.



Fairlington - -One of the largest housing developments in the Nation.



The Arlington County Court House.



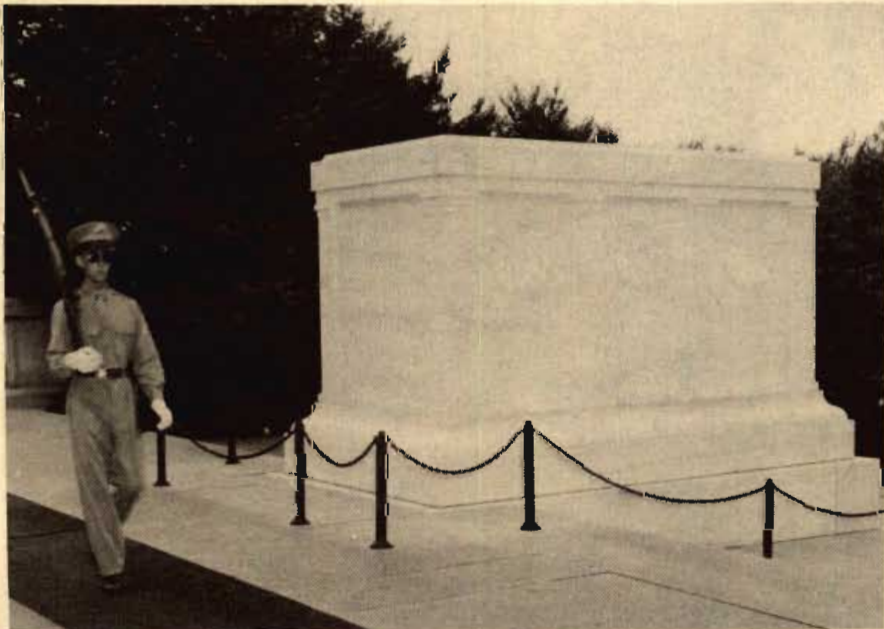
# Arlington



The Lincoln Memorial.



The Pentagon Building.



The Tomb of the Unknown Soldier

# WARL Brings Educa



Superintendent of Schools Fletcher Kemp organized the School Radio Advisory Committee and made WARL the fourth "R" in the Arlington curriculum.



Dolly Madison Principal Edward W. Paulette, chairman of the Radio Advisory Committee, directs his own junior high students in one of the weekly broadcasts in which 33 Arlington schools participate.



These pupils at the Grant School, along with others in 93 Maryland, Virginia and Washington schools, find WARL's "TINY TOT TUNES AND TALES" their favorite "subject."

# ation To The Family



WARL provides an outlet for the talent of Washington Lee High School students, who present their own weekly program.



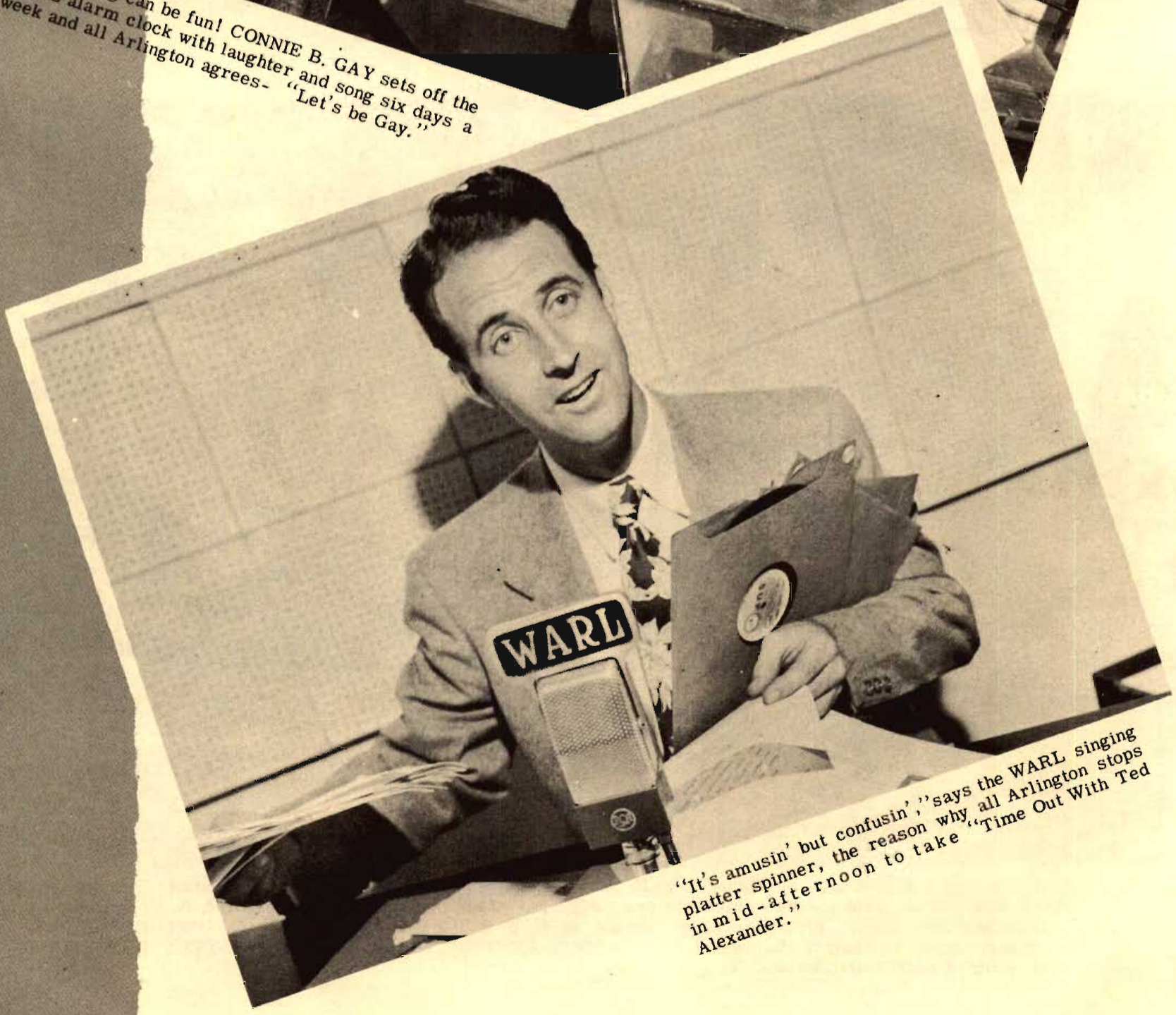
WARL gives the family a glimpse of the brighter side of campus life through the weekly Georgetown University Variety Show.



Every Sunday afternoon, from Georgetown University Campus, WARL broadcasts the University Forum of the Air - airing vital issues -- students and "experts." Left to right: DAVE CAHOON, G. U. student; Dr. ANDREW KRESS, professor of economics in G. U. Foreign service school; ROBERT HEENEY, Moderator, G. U. student; Representative HAROLD KNUTSON, R. Minn; Rev. FRANCIS J. HEYDEN, director of radio activities at G. U.



Early rising can be fun! CONNIE B. GAY sets off the WARL alarm clock with laughter and song six days a week and all Arlington agrees- "Let's be Gay."



"It's amusin' but confusin'," says the WARL singing platter spinner, the reason why all Arlington stops in mid-afternoon to take "Time Out With Ted Alexander."

# Family To Yours



HARRY JAMES and his vocalist BUDDY DeVITO stop long enough to say "Hi, Neighbor" to Arlington family friends and WARL announcer BOB WILCOX.



The YMCA carries a special program each week over the Family Station in which the organization's younger members participate. Shown here, surrounded by the youngsters, is Livingston T. Goodman, Executive Secretary of the Arlington Branch of the Washington YMCA.

# WARL Provides The

The WARL "Recreation Roundup" is the weekly encyclopedia of good fun for federal workers. Here, producer PAT GRIFFITH interviews ROSAMOND BAKER, director of the Walsh Recreation Center.



WARL co-owner R. KILBOURNE CASTELL and MIKE HUDOBA, "Sports Afield" editor, discuss fishing prospects for the weekend on the "Woods, Waters and Wildlife" program, sponsored by four area chapters of the Isaac Walton League.

CONNIE GAY'S Radio Ranch and WARL present the Ernest Tubb Hillbilly Jamboree from Uline Arena in Washington.

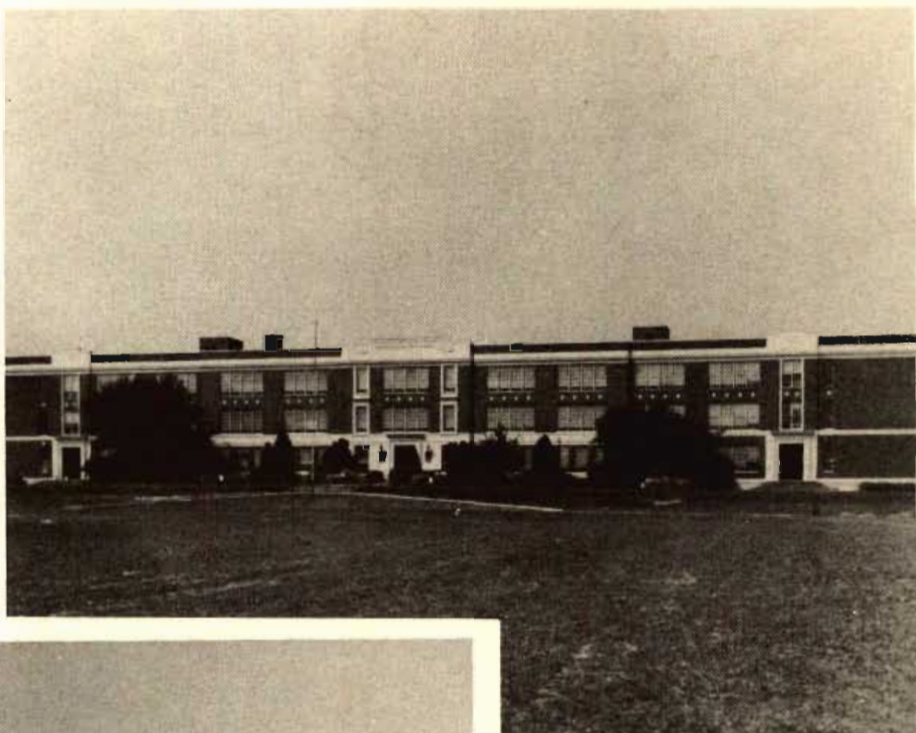


# Recreation For Family



Broadcast of the American Legion baseball game - annual Arlington teenage classic, from Washington-Lee playing field. Left to right: BILL JEFFERAY, Commercial Manager; CHARLES RAY, Control room operator; DEAN LUCE, WARL Sportcaster, (holding mike).

The annual Washington-Lee and George Washington High School classic is another thrill broadcast over WARL. Below: Here the W-L squad opens its 1947 practice sessions.



# The Family



The hundreds of thousands of government workers in the WARL family consider WILLIAM C. NEMETH's weekly authoritative report the key to the "Federal Index."

FRANK U. FLETCHER, co-owner of WARL, brings to the Arlington Kiwanis Club an up-to-the-minute report of world and local happenings from the WARL newsroom.





News World News

Washington News Service

The United Press

THE SUN

The Chronicle

Virginia News

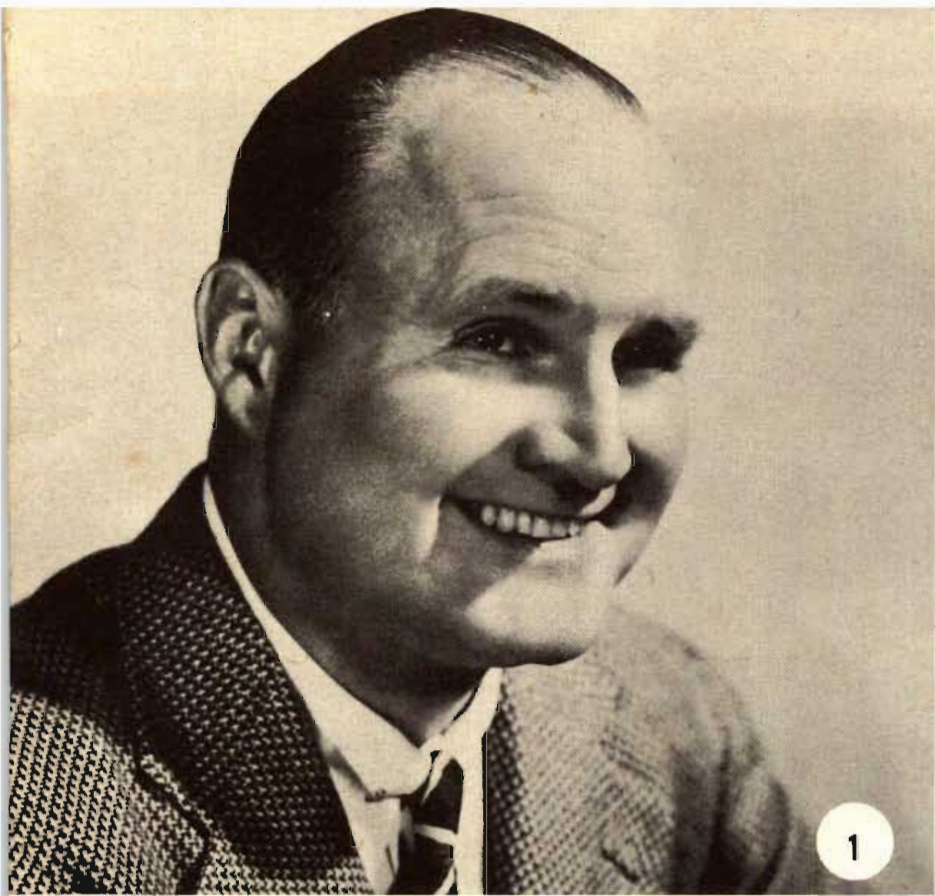
Washington Daily

PPERS' JOURNAL

WARL!



Every minute is a deadline in the WARL newsroom. Editor RICHARD BARR compiles the copy for the hourly headlines.



- 1- CLAUDE SWEETEN
- 2- SKITCH HENDERSON
- 3- BOB CROSBY
- 4- DICK JURGENS
- 5- THE DINNING SISTERS  
(JEAN, LOU and GINGER)



- 6- THE KING'S MEN
- 7- PEGGY LEE
- 8- SPIKE JONES
- 9- CONNIE HAINES
- 10- FREDDY MARTIN





President of the WARL Farm Friendly Association, Mister JOSHUA HAYSEED directs the doin's at another session of the "Hayloft Jamboree."



Getting in to the act out in Farmer Dowden's pasture, WARLA was born on the day that WARL went on the air right smack on the steps of the station's transmitter. Lucky day! Lucky since!

*High Noon Is "Town and*



Cracker barrel philosopher CONNIE B. GAY and a Northern Virginia farmer "talk shop" at one of Arlington's General Stores.

*Especially for WARL*

## *Farm Families*

*Country Time in Northern Virginia*



Rev. Dr. GLENDALE BURTON, 99-year-old Mrs. ROSETTA POST and Connie talk over old times.



Farmers receive the latest markets and agricultural information during the noon hour.



Connie does a little "field" research to get first hand farm information which will be passed on to his many faithful listeners.

# The Eter



REV. DR. GLENDALE BURTON



For the benefit of the sick and the shut ins, WARL broadcasts the solemn service of the Mass from the



REV. THOMAS O. DIGGS

The diversified religious programs broadcast by Station WARL are presented for the spiritual inspiration of listeners of all faiths. All religious programs interpret the dignity of service and the wide scope of understanding covering the creeds of many churches.

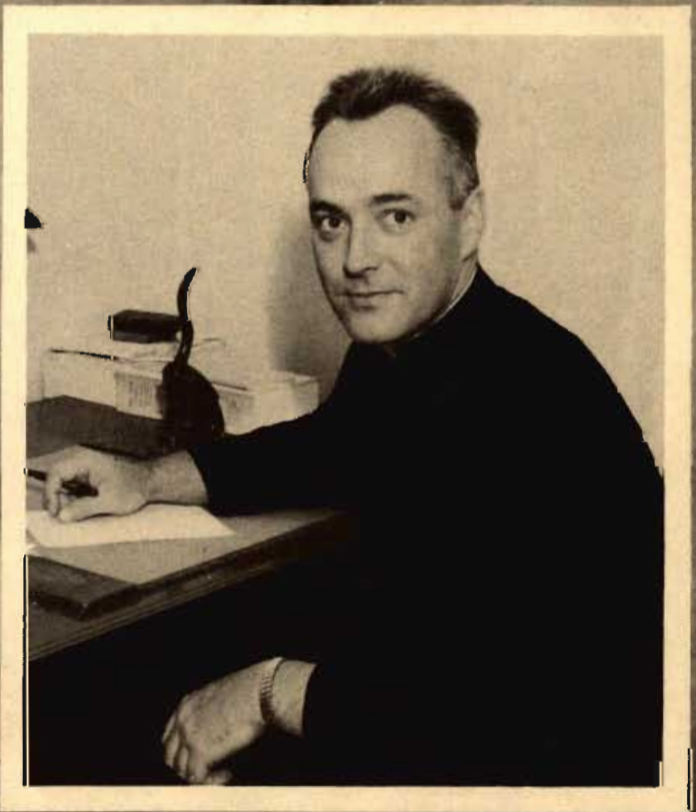
# nal Word



RABBI IRA SUD



shrine at Georgetown University every Sunday morning.



REV. THOMAS SCANNELLI

WARL, in cooperation with the ministers and rabbis of the Arlington Ministerial Association, presents a program of daily devotions from the ARLINGTON CHURCH OF THE AIR organized by the association exclusively for WARL's listeners. A Catholic hour is broadcast on Saturday and every church in the county participates in the hour-long Sunday service.



Director Van Lier Lanning rehearses the Arlington Civic Symphony, now in it's third season.



H. H. Rogers, Washington export-import official who spent 11 years in South America, directs the program of South American music and travel talk every Sunday over WARL.



# Family Listening



The Army Air Forces Band broadcasts from Bolling Field over station WARL.

Official U.S. Army Air Forces Photo.

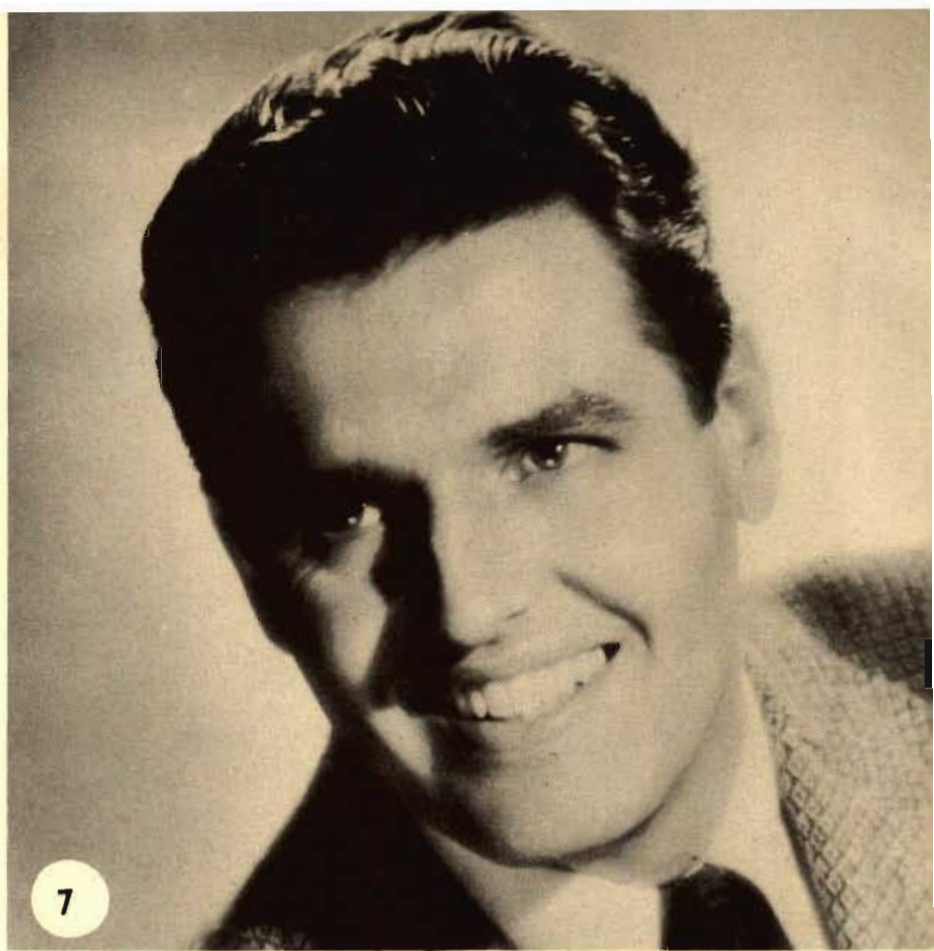


One of the many world famous symphony orchestras which helps to bring the Music of the Masters to the people of Arlington and vicinity via WARL.



- 1- CARLOS MOLINA
- 2- STAN KENTON
- 3- ALVINO REY
- 4- LAWRENCE WELK
- 5- THE KING SISTERS

# *In The Air*



6- CURT MASSEY

7- JACK SMITH

8- PAUL BARON

9- DONALD NOVIS

10- THE MITCHELL BOYCHOIR



# WARL Serves



Chief Engineer EARL MERRYMAN obtains an on-the-scene account of a fire from two of the Arlington County Fire Department personnel.



Activities of events of civic, religious, service and social organizations are chronicled by FRED DRAKE each weekday morning on "The Community Calendar."



During the vital fund drive for polio cases, WARL took its microphones straight to one of the booths for a special broadcast in an effort to boost the Drive's final goal.



Instructive Visiting Nurse Association  
Of Arlington, Virginia, Inc.

# The Community



FRED DRAKE introduces MRS. FLORENCE CANNON and other members of the Arlington Civic Federation as CHARLIE RAY gives the go-ahead signal from the control room.



For the distaff side, MILLICENT THOMAS brings features of interest to homemakers on her daily morning program - "Greetings, Girls."



BOB WILCOX interviews one of the youngsters who has suffered from polio. This photo was made at the Polio Booth on Clarendon's Wilson Boulevard.



# Technically Speaking . . .



WARL Chief Engineer EARL MERRYMAN adjusts some of the patch cords in the station's control room.



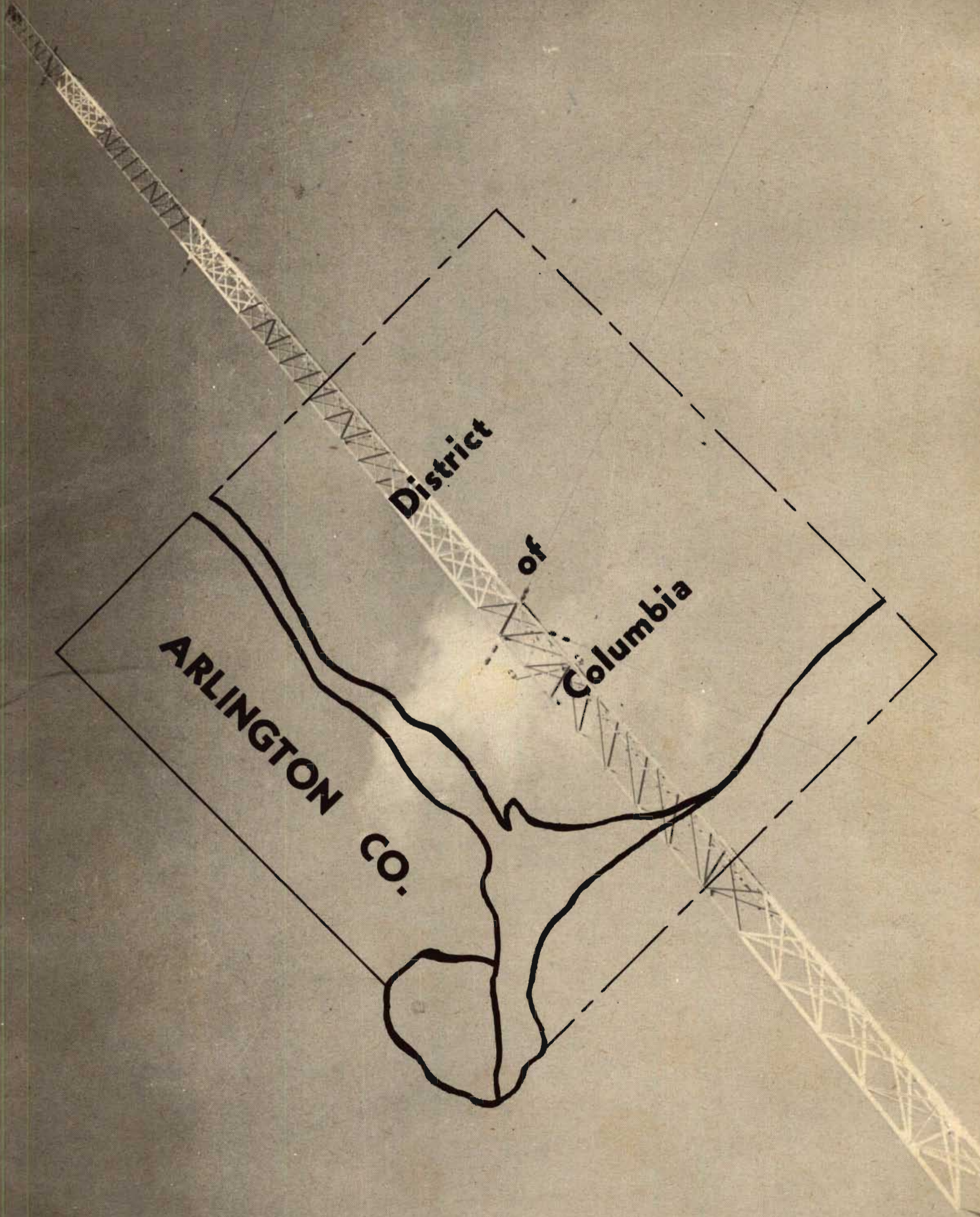
JEROME BUCKLEY keeps an up-to-the-second log on each of the station's programs and spot announcements.

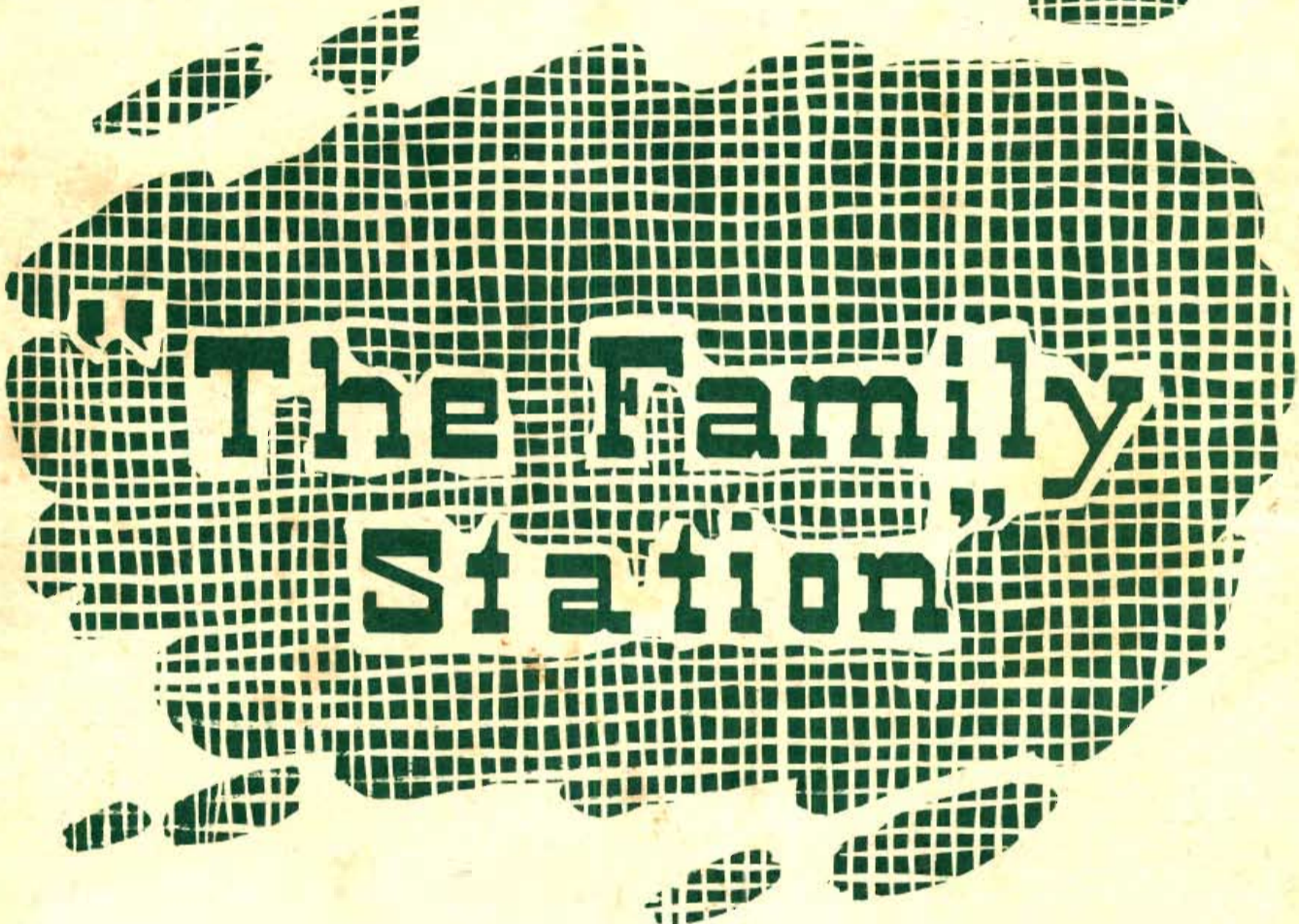


Before a program hits the air, the volume of each word and each note of music must be carefully controlled. This is known as "riding gain" which Engineer JOHN STRONG is pictured doing here.



ROBERT BLACK makes a few technical adjustments at the WARL transmitter. This is just another thankless task of the highly trained radio engineer.





The Family  
Station