



** SC Ranton's "One Grand" Station*

WSCR

*** 1000 ON YOUR DIAL**

Your Radio Station

WSCR

in cooperation with progressive civic minded local business concerns have made this book available to you. They trust you will find it informative and entertaining.



Compliments of
Troop College
of Beer Knowledge
Dunmore Street
Troop 10.

This modern type, stucco and glass brick building houses the very latest Raytheon transmitting equipment of the "big grand" station, WSCR. It is located on Keyser Avenue what is known as Keyser Valley, an outlying section of Scranton. The facilities here are the final link between the programs, originating in the WSCR studios, and the radio receiver in your home.
(For interior views of the transmitter building see Page 6)

WELCOME TO "One Grand" STATION

WSCR

STUDIOS

SCRANTON



Let's start our tour of WSCR. At 116 Adams Avenue in the heart of downtown Scranton, one flight up, turn left and you will receive a GRAND greeting from Miss Eleanor Kraynick as you enter the large, attractive reception room of Scranton's independent station.

SALES DEPARTMENT

Lovely "Miss" of the WSCR Sales Staff is Anna M. Culkin. In addition to her sales department work of selling and servicing accounts, Anna conducts her own broadcasts of society news and community activities. A graduate of Marywood College of Scranton and Allentown Dramatic School of New York, she was on the legitimate stage in New York playing with such well known artists as Barry Fitzgerald and Jessica "Street Car Named Desire" Tandy and George Caloris.



The Dean of the WSCR sales staff is Thomas McKinley Lloyd. A native of Scranton, Tommy came to WSCR before the station went on the air in May of 1947 with nine years' experience in radio advertising and local radio sales. He is well known in local athletic circles, having played professional basketball with several leading championship clubs. Tommy is active in YMCA work. He is vice-president of the local YMCA athletic council and chairman of the basketball committee.

Head of the WSCR Sales Department is Commercial Manager, Joseph W. Dobbs. A top salesman and capable manager, Joe's first love is the theatre. He began his career in radio before the late war as a radio actor, producer and director. Joe graduated from Keystone Junior College in Scranton and Penn State where he majored in dramatic art. In World War II, he saw service in the signal corps of the United States Army as Captain Joseph Dobbs. He was among the occupying forces of Berlin before he received his honorable discharge.



Commercial Manager Joe Dobbs gives last minute instructions to sales personnel, Anna Culkin and Tom Lloyd.



PROGRAM AND ADMINISTRATIVE



Closely associated with the Sales Department is the commercial continuity writer, who rewrites, creates and follows through in preparation of the advertising messages broadcast by WSCR. The attractive young lady in this picture is Miss Lenore Levy whom you'll meet again as Lynn Lewis. Believing that women form the bulk of the buying audience of WSCR, the presentation of advertising copy is capably handled by a "woman" for feminine ears.



Disproving the old axiom that brains and beauty do not go together is Mary L. Walsh, WSCR's efficient Traffic Director. The traffic desk of a radio station is the nerve center through which all scheduling and program activity is coordinated. Mary is not new to radio. She came to WSCR with several years' experience in the same type of work at other radio stations. When the going gets tough the solution lies in the tried and true phrase, "Ask Mary Walsh."



WSCR's music library consists of over 12,000 records and transcriptions, all of which must be indexed, cross-filed and kept in order. In addition to his duties as regular staff announcer, educational director and producer, Bob Brooks manages to find time to act as record librarian.



"When Irish Eyes Are Smiling" might well be the caption here. Miss Rose Doherty is the colleen with the attractive smile in this picture. Rose's primary duty is that of secretary to the general manager, but she helps out in all departments where she can be of assistance. She, like other WSCR staffers, is a native Scranonian.



This chap deals in facts and figures. Meet John Whitiak, WSCR's amiable accountant. John is perhaps the most popular member of the staff on THAT certain day of the week.





Jim Kilian selects records for his "Music Master" program. Although not a long-haired impresario in appearance, Jim prefers the serious music. The "Music Master" which Jim prepares and annotates during the summer months on WSCR is one of the station's most popular music offerings. He is an ardent sports fan. On the following pages you'll see more of Jim before the WSCR sports microphone.



Mike Woloson prepares continuity for his "Music and Flowers" program. He claims he likes people and we know people like Mike. He began his career as an announcer in Detroit where he handled an all night disc jockey show. Mike lives in Nanticoke ("Miracle of the Bells"), Pennsylvania, and commutes every day on the Laurel Line. He's unmarried, girls, and his day off is Saturday. He's a fast-talker, as an announcer that is, he can read more words in one minute than any other WSCR Announcer.



This is Al Roberts, youngest of the WSCR mikemen. Around WSCR Al is often referred to as the "mad genius of the microphone" because he is always coming up with ideas for more and better programs. Al is a handy man to have around. There just isn't anything around WSCR that Al can't do. He is a capable producer, director and writer. Al's "Roll Call of Hits" during the summer months is high on the popularity list.



Bob Brooks is dignified but dapper. He is a student of political science and economics. He loves to broadcast the news. Here we see Bob reading the Globe-Store's 8:00 A.M. "Special Edition." This is Bob's first job in radio, but if he continues to progress it'll not be his last, that's for sure! The story of "Roger — dodger you old codger — I'm a Major, too!" brings to mind the fact — so was Bob — in the war. Incidentally, he's "just married."

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TECHNICALLY SPEAKING



IN THE DOGHOUSE — which houses the antenna tuning equipment we see Chief Engineer Shimski making required tests.



Head of the technical department is Chief Engineer Willard Shimski. With fifteen years of radio experience and background, Willard is well qualified to keep WSCR "on the air." The clarity and quality of WSCR's signal attest to his skill. Willard never gets too far from radio. An active member of the amateur fraternity he is frequently heard over his own "ham" station.



John Nallin, Studio control technician, operates the WSCR disc recording unit. Here quality and intensity of sound are important. Johnny's introduction to radio came in World War II in which he served as a Sergeant connected with radio work in the Army.



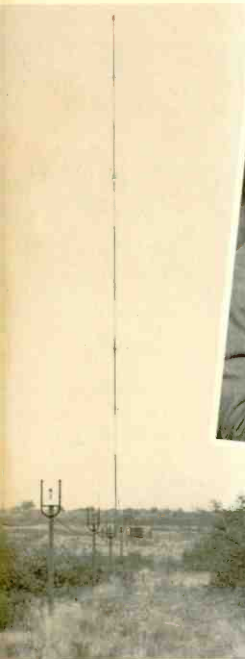
Keeping an accurate log is a requirement of the Federal Communications Commission. Engineer William Battaglia enters a program time check in the log. Bill operates his own amateur radio station by night. He is another WSCR staffer who saw service in World War II.



Studio Control Technician Sidney Kaufman "rides gain" at the WSCR Master Control Console. An ex-GI with ambition, Sid goes to school nights to further his technical knowledge. With Johnny Nallin, Sid shares responsibility for maintaining smoothness in the production of WSCR programs.



Engineer Charles Halle makes an adjustment in the transmitter controls. A technician with the signal corps during the war, Charlie is an experienced engineer. Like most radiomen, he operates his own amateur station.



Rising to a height of 246 feet above Keyser Valley is WSCR's vertical radiator, which is tied into the transmitter through the transmission line shown in this picture.



Studio A is the largest of three at WSCR. It is here that audience participation programs originate such as "Teens A Talkin'" "Roll Call of Hits," forums and musical programs. This studio accommodated 75 boys and girls every Wednesday for Scheuer's Baking Company Studio Party. Modern, beautifully appointed, acoustically correct, it is one of the largest broadcast studios in the area.

Studio B is the speaker's studio at WSCR. This is the smallest studio of three and was especially designed to accommodate single participant programs. The decorative treatment tends to put at ease a person who may find, through lack of experience, a trace of mike fright. News Broadcasts usually originate here, such as The Globe Store's "Special Editions" and Roy Stauffer's "WSCR Newsmore."



A TOUR OF WSCR

A technically constructed **SOUND LOCK** completely shuts off the broadcast studios of WSCR from the business offices and outside noises. The studio and control room walls have been especially treated with **SILENSOR** wood fibre product, tested by the National Bureau of Standards, and manufactured and installed by Whipple Bros., Inc. WSCR's studios are modern in every detail and acoustically perfect for regular as well as FM operations. The studios will also adequately accommodate Television when the time arrives. You are cordially invited to visit Scranton's outstanding radio center at WSCR anytime at your convenience.

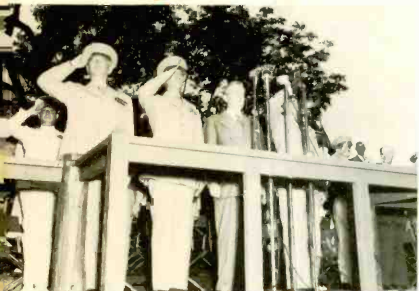


The Master Control Room is the nerve center of WSCR. Through these controls must pass all programs broadcast by the station whether they originate within the studios or from some remote point throughout the area. The modern Raytheon installation is the last word in audio control equipment. The room and equipment have been designed for perfection in operation.

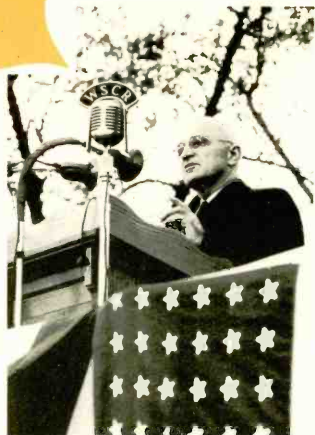


Studio C sees more service than any other studio at WSCR. Because of its comfortable size and adjacency to other facilities in the station more programs originate here than anywhere else in the building. "The Polish American Program" and "Fiorani's Musical Concerts" originate in this studio. A talk back system between all studios and master control, installed by WSCR engineers, facilitates last minute communication between key points.

LOCAL EVENTS OUR SPECIALTY



Regular broadcasts from Indiantown Gap by direct wire are annual features of the WSCR program schedule when the 109th Infantry is encamped there. Here the WSCR microphone covers the Governor's Day celebration at the Gap. Governor Duff of Pennsylvania is shown ready to speak into the "one grand microphone."



When President Truman visited Scranton during the 1948 Presidential Campaign WSCR mikes brought his message into the homes of the area.



Old Glory adds greater glory to WSCR. Here ladies of the American Legion Auxiliary present The Stars and Stripes to WSCR Manager Frank Blair in recognition of valuable broadcast service rendered by the station to the Auxiliary. The Flag is proudly displayed in the WSCR Reception Room.



Fire Prevention Week comes but once a year but always WSCR is on hand to further the great work of the Scranton Fire Department in fire prevention. Here is a demonstration of escape apparatus held at Hotel Casey in Scranton. Somewhere in the crowd a WSCR mikeman describes the scene to listeners.



How to Combat Juvenile Delinquency?—WSCR helps find the answer in cooperation with the Exchange Club of Scranton. Here we see a broadcast wherein the winners of the annual Essay Contest receive their awards. Henry Biglan, President of Scranton Exchange Club, looks on approvingly.



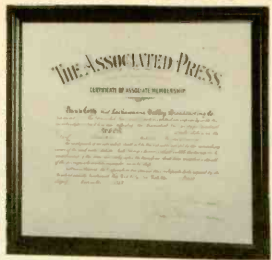
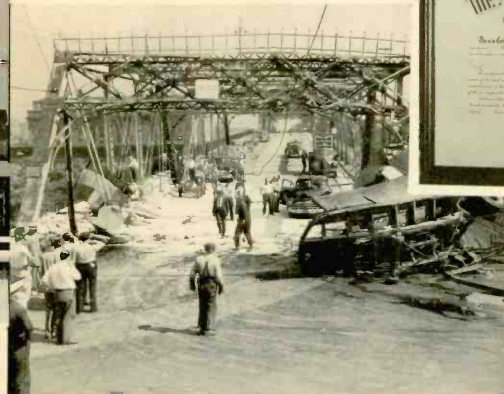
When the Globe Store's Easter Bunny arrives at the Lackawanna Railroad station each year, a WSCR on the spot broadcast welcomes him (or is it her) to the Anthracite area. Safety Director William Lonsdorf welcomes the Bunny for Mayor Hanlon. Look at the expression of the last standing next to Bill Lonsdorf.



The Junior Chamber of Commerce's "Better Homes Exhibition" this year attracted over 75,000 people. Here is WSCR's booth at the show. Kids received WSCR balloons, adults got souvenir match books. Mary Walsh demonstrates record playing equipment to an interested spectator. WSCR originated 27 broadcasts direct from the Home Show.

WSCR - first with the news

Within thirty minutes after this tragic accident occurred, in which one man was killed, WSCR's newsroom was on the air from the scene with on the spot interviews and descriptions.



Jim Kilian scans Associated Press copy in preparation for the Globe Store's 10:00 A.M. "Special Edition." AP teletypewriter, which brings thousands of words daily to WSCR newsroom, may be seen in background.



NEWS

FIRST WITH THE NEWS IN SCRANTON is not just a slogan, it's a fact with WSCR. News is broadcast by the one grand station every hour on the hour. News leads are developed through the WSCR newsroom. Where an event warrants a special broadcast, WSCR news personnel are on the spot with tape recorder or by direct wire. The people of the Lackawanna Valley know that to keep well informed they listen to news at 1000 on the dial.



Lackawanna Valley News is being aired by Mike Woloson. Twice daily, 7:00 A.M. and 9:00 A.M., the Scranton Tribune, in cooperation with the WSCR Newsroom, informs listeners as to what's happening up and down the line.

THE WSCR NEWSROOM IN ACTION — At 4:00 P.M. each day Roy Stauffer, a leading citizen of Scranton and Chevrolet dealer, sponsors a complete roundup of the day's news: national, international, local, sports and community activities. Frank Blair (at map) handles the world news; Jim Kilian (at phone) handles sports; Anna Gulkin (at typewriter) reports community activities.

www.americanradiohistory.com

SPORTS

Versatile Jim Kilian calls the play from Athletic Park's broadcasting booth. Here Jim shares play by play announcing chores with Dave Griffiths at annual Lions Club Dream Game wherein the best of the county's high school players meet the best of the city's high school players.



Keeping Scranton sports fans informed through personal interviews with local sports celebrities is one reason why Ohio (Scranton Tribune) Feldman often refers to Jim as WSCR Sports Oracle. Here he interviews Clarence "Fats" Robson, head coach of Central High.



First hand information is what sports fans like. Jim Kilian accommodates by taking the WSCR microphone right onto the practice field where the Olyphant team gives Jim the word. Jim Liparulo, assistant coach, Olyphant high school, answers Jim's pertinent questions.



IN THE RING — Jim Kilian interviews Dr. Henry Wicis of Philadelphia at Charlie Zack Benefit Fight. Dr. Wicis performed the operation on Zack after he had sustained a serious head injury in his fight with Billy Kilroy.



SCRANTON IS SPORTS CONSCIOUS... so is WSCR

www.americanradiohistory.com

ATLANTIC NETWORK SPORTS FEATURES

BYRUM SAAM, Atlantic's ace play by play announcer, is heard regularly on Philadelphia A's and Phillies Baseball and Philadelphia Eagles Football broadcasts through WSCR.



CHUCK THOMPSON assists "BY" SAAM on Atlantic Baseball broadcasts. In the fall Chuck "carries the ball" before the mike on all Temple University games.



JOHN W. (JACK) PURVES, account executive of N. W. Ayer and Son advertising agency. Jack handles the gigantic task of behind the scenes details connected with scheduling and station relations of Atlantic's Baseball and Football networks.



Head man of the gigantic Atlantic sports broadcasting setup is N. W. Ayer's LES QUAILEY. Les has the know-how of sports broadcasting. Here he imparts that know-how to Atlantic announcers as he discusses school relations at the annual Atlantic Football Announcers' Meeting.



Major League Baseball Broadcasts through the courtesy of Ed. Doherty, President of the Scranton Red Sox.

SPONSORED BY ATLANTIC REFINING CO. AND DEALERS

THE GRAND PERS



TEENS A TALKIN' — Saturdays — 11:00 to 11:30 A.M. — Cast includes: L. to R. seated, Barbara Chopko, Mary Jane White, Esther Wilder, Jerry Healey, Maurice Friedman. Program is produced and directed by Al Rosenberg.



TUNES AND TALES — Mondays thru Fridays — 11:30 to 11:45 A.M. — Strictly for the younger set and a boon to mothers, this program feature commands attention. Here The Story Lady and Bob Brooks look over with small fry the week's mail response in bottle caps.



SIDEWALK CROSSTALK — Mondays thru Fridays — 12:15 to 12:30 P.M. — Bill Pierce is quizmaster and wherever and whenever Bill stages a show a crowd is bound to gather. Free Lance Announcer Jack Hawkins handles the Dean Phipps Store's commercials. Show is produced by Dave Griffiths.



THE BELL TELEPHONE CHORUS broadcasts via WSCR. The charming vocalists in this picture are all employees of The Telephone Company of which Mr. James Griffiths is manager of The Scranton office. The chorus is directed by Miss Lucille Jerrett. The accompanist is Mrs. Bernice Murray. Mike Woloson announces.



MIKE FRIGHT, popular summertime Sunday afternoon feature conducted by "Doctor" Mike Woloson. Here Doc typically checks patient for that spoiler of personality, that killer of ingenuity — Mike Fright. Program employs Doctor's office format and background to present local talent.



BREAKFAST AT THE JERMYN — audience participation program emceed by genial Jim Kilian. Program which originated in main dining room of Hotel Jermyn was replete with orchids in the ladies. Here Kilian entralls his feminine audience with his representation of "the poor man's" Perry Como. (With apologies to Mr. Como.)



WSCR is PROGRAMMA

PERSONALITY PARADE



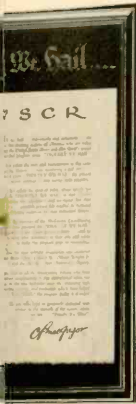
BILL PIERCE is a grand guy on the one grand station. Scranton wakes up with Bill every morning from 6:30 to 8:45 on WSCR. Bill's 18 years of broadcasting gives him mike ease and personality that appeals to all. Bill's guest here is Gene Traub, radio's blind disc-jockey. Gallons of coffee (bottle) and correct time every three minutes are part of program format.



REVERIES — Saturdays — 11:45 to 12:00 A.M. — Rose Doherty combines poetic words with beautiful music to bring WSCR listeners a restful, inspirational quarter hour each Saturday. Smooth voice and ability to read poetry well make Rose's program good listening.



THE PRAIRIE ECHOES — Saturdays — 5:00 to 5:30 P.M. — Smooth western and traditional American songs capably performed by Jack Dobson, Millie and Betty, vocalists. Instrumentalists are guitar, Mike, accordion, Johnny, fiddle, Teddy, bass, Willie. Bob Brooks announces and produces.



THE FAMILY THEATRE — Fridays — 1:30 to 2:00 P.M. (Mutual Network). James Craig, Rod O'Connor, Jane Wyman, Gary Cooper pictured here at "Family Theatre" rehearsal. Wonderful dramatic presentation with a message is directed for the Mutual network by Father Patrick Peyton (inset). Father Peyton was born and raised in Scranton. Program is carried through special arrangement with WBAX and MBS.



THE LYNN LEWIS SHOW — Mondays through Fridays — 2:00 to 2:15 P.M. — Lynn, whom you'll recognize on other pages as Lenore Levy, Continuity Editor and The Story Lady, talks to the ladies and imparts the things every good housewife should know. Personality interviews and visits of celebrities enhance this fast moving quarter hour. Wide stage and radio experience enable Lynn to handle show with ease.



THREE ALARM — Mondays through Fridays — 2:30 to 3:00 P.M. — Every day Jim Kilian cheerfully gives away valuable prizes to listeners who play "Three Alarm." Every time the alarm clocks go off — somebody wins. Listeners have to send in a postal card to play. Let Jim give you the details.



WED FOR THE AREA

LISTENERS
LIKE
TO HEAR --



"Inquiring Microphone" — Opinions of Scrantonians on the issues of the day, regular on-the-spot visits about town. Al Roberts visits Scranton Engine Co. No. 4 where Lieutenant Grzywinski and crew show him how it's done.



"Travel Reporter" — Travelling Scrantonians tell of their travels and experiences as Bob Brooks poses the questions. Looking on is Ed. Puhl, manager of First National Bank's Travel Bureau, sponsors of the program. Mondays, Wednesdays and Fridays, 4:15 P.M.



"Society Editor of the Air" — Anna Culkun talks over club news with Mattie Thomas, Helen Smith, Freida Schmidt and Eliz. Roughton. Program sponsored by Rice's, leading ladies' apparel store, is heard daily at 12:10 P.M.



Miss Anne McGraw, a WSCR listener, receives the call from "The Homemaker's Treasure Chest." She knew the answer and copped the cash.



"The Homemaker's Treasure Chest" — Mike Woloson, keeper of the treasure chest, calls call SUPER STARCH. Every time Mike makes a the treasure chest. Mondays through Fridays, 11:45 to 12:00 A.M.



"Cavalcade of Music," directed by D'Artega, announced by Bob Brooks, directed by D'Artega, Orchestra and Chorus. Music as smooth and beautiful as Monad Paints. Saturdays, 1:00 P.M.



"The Blessed Eventer" — Al Roberts for Knights Life Insurance Company of America reports daily at 12:05 P.M. the names of the new arrivals at Scranton hospitals.

Jess H. Landenberger, Lackawanna County Farm Agent, broadcasts agricultural news and tips to farmers every Monday at 11:15 A.M.



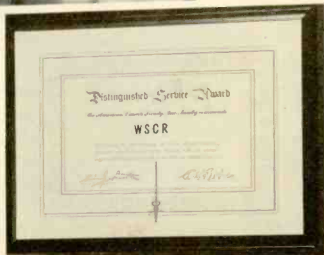
Betty Parks, Home Economics Extension Representative of Lackawanna County of Pennsylvania State College, broadcasts home tips every Tuesday at 2:15 P.M.



James S. Moffett, Sr., Contact Representative and James G. Hopkins, Manager, Scranton Office of the Veterans Administration, present a "certificate of appreciation" to WSCR Manager Frank Blair. The "Veterans News Review" is broadcast every Friday at 2:15 P.M.



Ralph R. Haarmayer, Area Rent Director, and Martin J. Snyder, Rent Examiner, await "go ahead" from Jim Kilian on the weekly Rent Control Broadcast—Thursdays at 2:15 P.M.



Sgt. Jos. Fedin, USMC; Master Sgt. Fred A. Meier, USAAF; Chief Ira A. Moon, USN, represent the military services. WSCR is active in all recruiting campaigns. Regular programs of the Army, Air Forces, Navy and Marine corps are broadcast by WSCR.



Looks bad! WSCR features regularly scheduled weather news. The Scranton Transit Company sponsors a complete weather report twice daily at 8:05 A.M. and 5:00 P.M. Ralph C. West, United States Weather Bureau forecaster, cooperates 100% with the WSCR newsroom.



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ITALIAN - POLISH



Fiorani's Musical Varieties—daily 10:05 to 11:00 A.M.; Sunday 12:00 to 1:30 P.M. Standing left, Mrs. Rose Fiorani, program director; right, Angelo Fiorani, manager. At table, left to right, Mike Woloson, announcer; Rosemary Fiorani, program annotator; and Josephine Fiore, announcer.

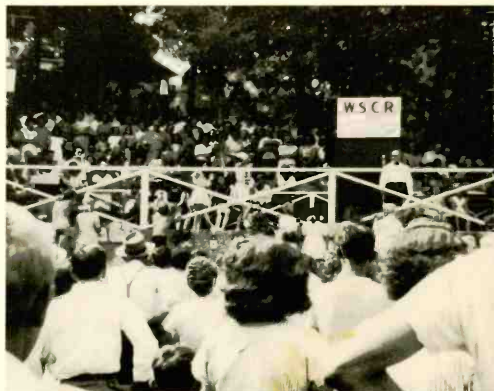
Lackawanna County is a melting pot of nationalities. English, Welsh, Scotch and Irish, German, Italian and Jewish, Polish, Russian, Ukrainian, Slovak and Lithuanian live together, work together, worship together in the American Way of Life in this rich mining and industrial area.



Miss Lillian Raymond, star of the Metropolitan Opera Company, New York, and native Scrantonian, visits Mr. and Mrs. Fiorani during a recent broadcast. Widely known in the WSCR listening area, the Fiorani's have been broadcasting for sixteen years.



The Polish American Program—daily and Sunday—9:05 to 10:00 A.M. Left, Ciocia Hela, beloved conductor of the program. Right, A. J. Serafin, manager, Polish American Program. The Polish American Radio Program has been in existence, under the direction of Mr. Serafin, for over 18 years. John Krayjewski assists in production.



A Big Day—Polish Radio Day at Rocky Glen Park held under the direction of The Polish American Radio Program. Main events of the day are always broadcast direct from the park by WSCR. Thousands from miles around attend the gala celebration.



Heard Regularly
over WSCR

CELEBRITY ALBUM



Frankie Carle, one of America's leading pianists, composers and conductors, was a recent visitor to the WSCR studios. Mike Woloson, who interviewed Mr. Carle, says that Frankie is "one swell guy." "Keynotes by Carle" is a regular musical feature broadcast by the station.

Dracula — Bela Lugosi being interviewed by Mike Woloson. The question here is, who is scaring who? Mr. Lugosi, in addition to submitting to an interview, expressed his interest in radio broadcasting and was shown the entire studio set-up.



Allen Jenkins — Hollywood funny man — played a Scranton theatre recently. Of course, no visit to Scranton is complete for a celebrity without an appearance before the WSCR mikes. Allen was impressed with the WSCR studios and Mike Woloson was impressed with Allen.



That day Margaret Whiting visited the WSCR plant everything stopped but Margaret. The announcing staff declared a holiday and all gathered around the microphone for Margaret's interview. Bill O'Boyle, Capitol Records distributor, joined in the fun.



The Sentimental Gentleman — in person — Tommy Dorsey. When Tommy recently came HOME (he used to play with the Scranton Sirens Orchestra), hundreds of his admirers met him at the WSCR studios. Here Anne Culkin introduces Tommy to studio guests.



EDUCATION



Marywood — Catholic Girls' College — is one of the outstanding girls' colleges in the country. Staffed by Sisters of the Immaculate Heart of Mary, Marywood plays a leading role in education, and educational broadcasting in the community.



"What's in a Word?" is the title of the program being broadcast here. Under the auspices of the University of Scranton, it is one of the outstanding educational programs broadcast by WSCR. What's in a Word? is directed by Father Richard Grady, S.J., of the University Staff. It is broadcast Saturdays at 10:30 A.M.

Keystone Junior College, located at La-Plume, Penna., near Scranton, is one of the seats of learning which cooperates with WSCR in presenting a regular series of educational programs to the listening area.

SERVING THE RELIGIOUS



St. John's Lutheran Church, Rev. William O. Moyer, Pastor. Services from this church are broadcast by WSCR the first Sunday of each month.



Rev. Joseph M. Woods, Jr., Executive Secretary, United Churches of Lackawanna County, directs daily Morning Devotions at 8:45 A.M. on WSCR. Ministers from the different churches of the county rotate as speakers.



St. Luke's Episcopal Church, the church in the heart of things, Rev. Richard K. White, Rector. Services are broadcast the third and fifth Sundays of each month.



Elm Park Methodist Church, Dr. Hiram C. Weld, Minister. Services from this church are broadcast the second and fourth Sundays of each month.

WSCR seeks to serve all of the religious interests of the community, Catholic, Protestant and Jewish. Programs on a regular scheduled basis bring daily religious features and Sunday services into the homes of thousands in the WSCR listening area. WSCR does not sell time to local religious groups, but willingly grants free time in the interest of serving the community.



Temple Israel Synagogue, Scranton. WSCR works closely with the Jewish community in presenting features of interest.

INTERESTS OF THE COMMUNITY



Father Flory blesses the WSCR studio control equipment and dedicates the station to the service of God and country.



His Excellency, William J. Hafey,
Bishop of Scranton.



St. Peter's Roman Catholic Cathedral. Among the many programs broadcast by WSCR for the large Catholic population are: The Sacred Heart Program, The Family Rosary, The Family Theatre, Ave Maria Hour, Father Justyn's Rosary Hour.



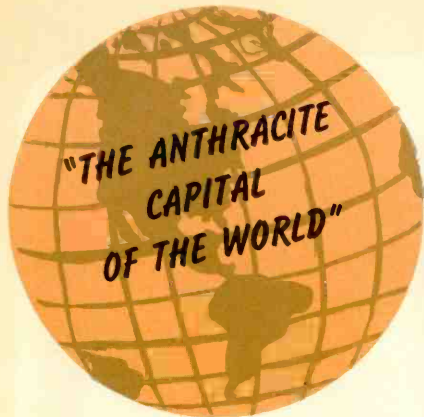
Rabbi Samuel Volkman heard frequently on WSCR.



A scene from the University of Scranton — Mass of the Holy Ghost, which is broadcast annually by WSCR.



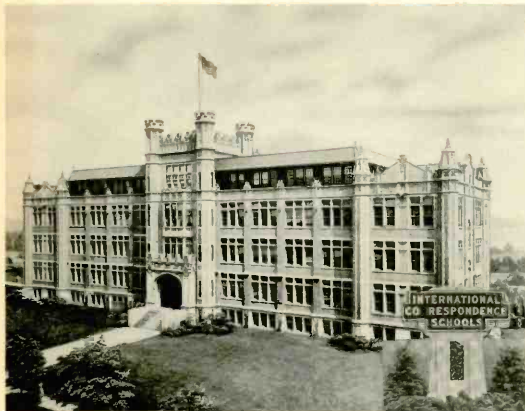
Broadcast of Ave Maria Hour from Graymoor Monastery, Garrison, N. Y. Program, dramatizing the lives of the saints, is aired by WSCR on Thursdays at 1:30 P.M.



The above is typical of the many huge anthracite coal breakers that dot the landscape in Lackawanna Valley. Over 12,000 workers are employed in the Anthracite industry in Lackawanna County alone. These men mine approximately 9,000,000 tons of coal annually.



Modern mining methods and machines are almost universally used in the Anthracite industry.



"To earn more — learn more" is the slogan of world famous International Correspondence Schools whose beautiful administration building is shown in this photograph. From this headquarters the far flung educational activities of the institution are directed. Since the inception of ICS in 1891 more than five million men and women have enrolled in its courses which now include more than 400 varied subjects. More than 2,300 people are employed in ICS-Scranton.



The ultra-modern show rooms of the Roy Stauffer Automobile Agency are typical of the many automobile sales agencies in the Scranton area.

THE ELECTRIC CITY

FACTS ABOUT SCRANTON

CAPITAL of the anthracite industry.
CENTER of a vast new industrial empire which has added some 30 new plants and expanded 13 more in the past six years. This has in turn created over 14,000 new industrial jobs with a total annual payroll of some \$29,000,000.
FROM the new AVOCA super-airport Scranton has air service to all points with 3 major airlines making regular flights.



The Keyser Valley Shops of the Delaware Lackawanna and Western Rail Road in Scranton. The "Lackawanna" is the main route between Buffalo and New York City.



The Scranton Lace Company — world's largest manufacturer of lace.



The Lackawanna Pants Company is the largest manufacturer of men's pants in the world. Also seen in this group are plants of Capitol Records and Consolidated Molded.



The Murray Corporation of America utilizes a total floor space of over 550,000 square feet in the manufacture of household appliances.



AROUND THE CITY



The architecture of Scranton's First National Bank Building is one of classic simplicity.



Three major airlines serve Scranton from the AVOCA super-airport with regularly scheduled flights to every important airport in the world.

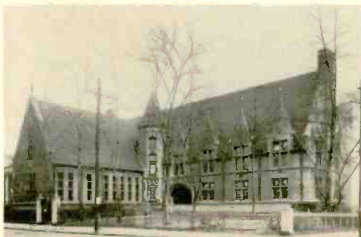


This magnificent building houses the combination U. S. Post Office and U. S. Court House, in Scranton.



Historic Lackawanna County Court House in its picturesque setting in court square in downtown Scranton.

Everhart Museum, well known for its many interesting natural history exhibits, is located in scenic Nay Aug Park on the outskirts of Scranton.



The Scranton Public Library is one of the best known and best equipped libraries in this region.

Photography by Scranton Photo Shop. Cover and other photographs courtesy Scranton Chamber of Commerce.



The Favorite Spot On Your Dial

55 60 70 80 90 100 110 120 130 140 150 160



WSCR
1000

SUNDAY		MONDAY		TUESDAY	
TIME	PROGRAM	TIME	PROGRAM	TIME	PROGRAM
WEDNESDAY		THURSDAY		FRIDAY	
TIME	PROGRAM	TIME	PROGRAM	TIME	PROGRAM
SATURDAY		SPECIAL BROADCASTS			
TIME	PROGRAM	DATE	PROGRAM	DATE	PROGRAM



1000 W.

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