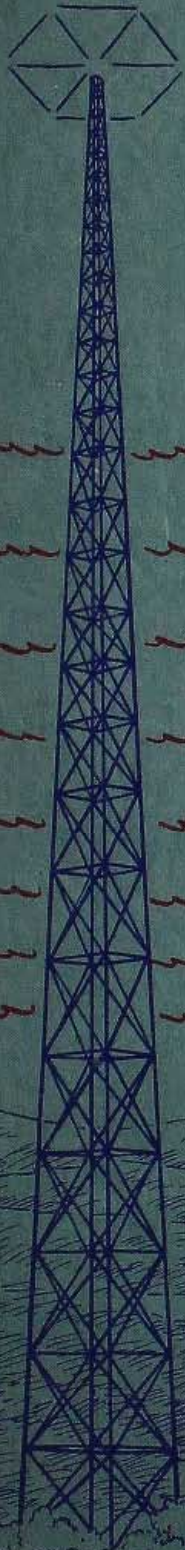


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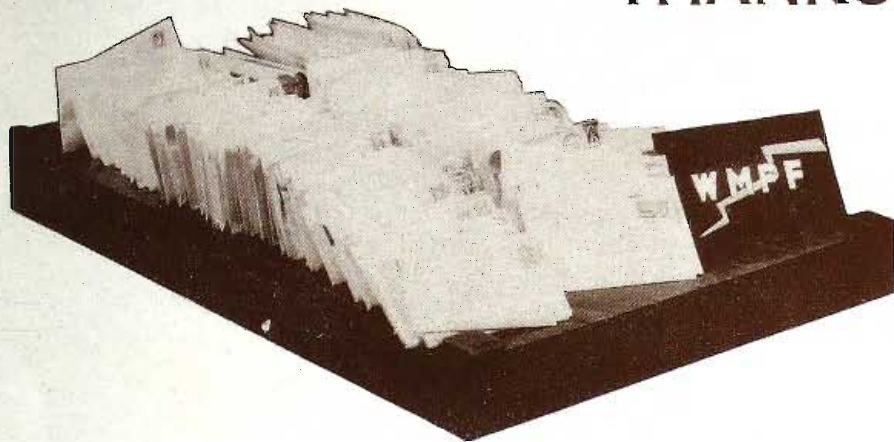
*Radio Centre*



PLATTSBURG • • NEW YORK



# THANKS FOR YOUR LETTERS



"Thanks for your letters." A small portion of fan mail that pours into WMFF every week.

**1340 on your dial**

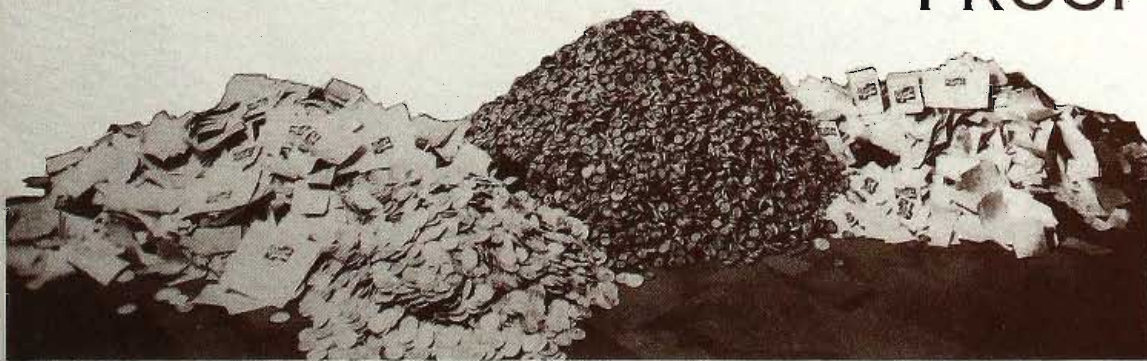
Dear Listeners:

It has always been a source of great pride to us to know that you consider WMFF your own station. This has been the constant aim of the management of the Plattsburg Broadcasting Corporation. We shall continue, to the best of our abilities, to maintain and improve wherever possible the station's service to you.

With the thought that you want to know more about the individuals who make up the staff and management of WMFF, we send you this Album. We hope you enjoy looking through it and ask you to remember that our duty is to serve you. In that respect, we ask only your interest and cooperation.

Cordially yours,

## PROOF OF THE PULLING POWER OF WMFF



Box-top covers and bottle caps mailed into the station by the listeners in a special campaign over WMFF.





GEORGE F. BISSELL, Secretary, Treasurer and General Manager

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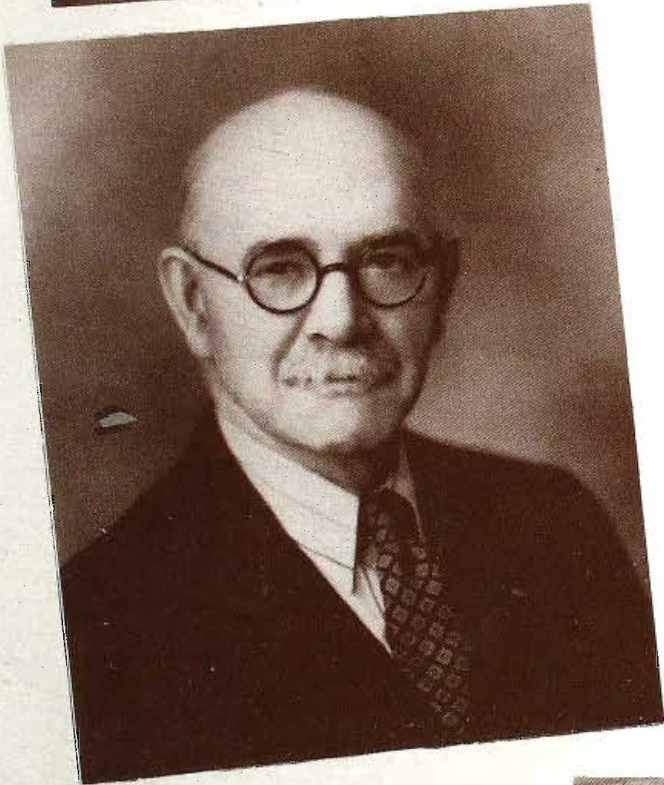
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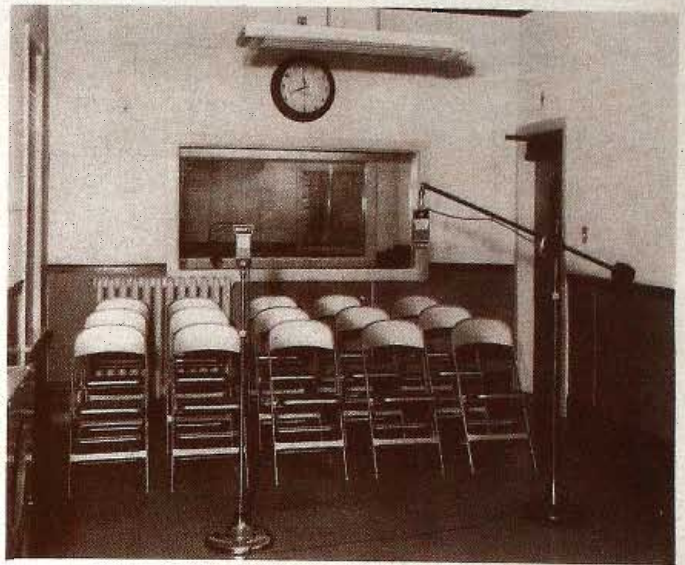
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# IT ALL STARTS HERE



Reception room with executive offices in the background.

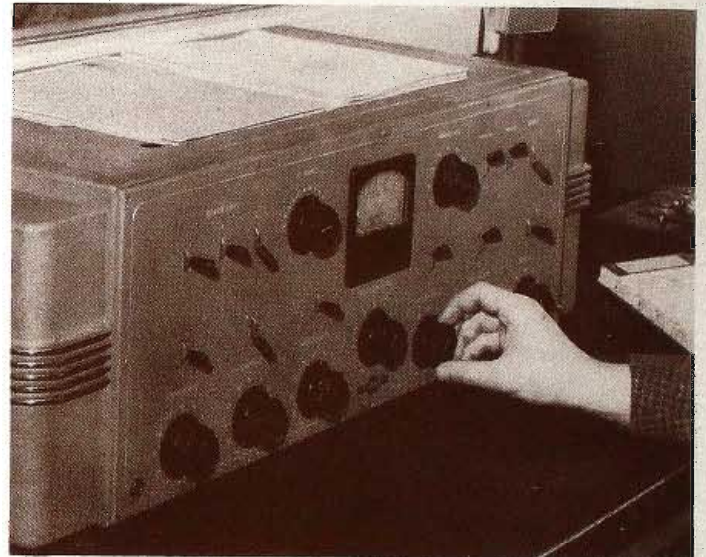


Studio "A" looking toward the control room with the reception room in the far background.



Portable recording equipment used for making permanent transcriptions of important programs and also used for making records for delayed rebroadcasting purposes.

**CONTROL CONSOLE** The nerve center of all programs. The switching point at which the operator selects and regulates all broadcasts.

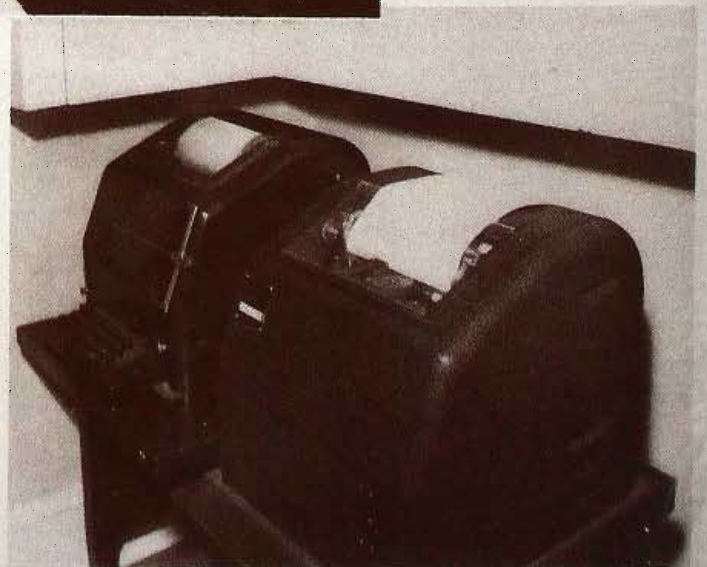


**MADLINE FITZGERALD** "Mad" entered radio directly after graduation from business school and, in spite of her youth, is one of the station's veterans. Thinks radio is grand and wouldn't change for anything. Keeps herself busy all day handling station traffic along with other duties. Likes 'cycling, skating and walking.



Control room viewed from the reception room looking through toward Studios "B" and "A".

**NEWS PRINTERS** Through these automatic machines we are able to present to North Country listeners all the news from the four corners of the world, gathered by the more than 3,000 reporters of the United Press. Most news can be released brief moments after the event actually takes place and some bulletins have been broadcast within a matter of seconds.





# AT THE "MIKE"



**GEORGE F. SHEPARD** Former announcer at WMFF, recently commissioned a Second Lieutenant in the U. S. Marine Corps. George is now attending a reserve officers class at Quantico, Va.



**ED BARRY** With regard to announcing, Ed clings to one comforting thought. You can say anything to a mike — there is no case on record of one attacking a man. Among his likes are people, summertime sports and cookies.



**EARL SHARLAND** Announcer and Publicity Director Earl Sharland, known variously as "Ace" and "Scoop", started in radio in 1941 after having taken a fling at more jobs than you have fingers, including three years as a newspaper reporter. In his first radio position, was announcer, program director, publicity director and continuity writer all in one. Thinks he finally has found his field and intends to stick to it. Holds several medals won in national bobsledding competition but time limits his hobbies at present to photography and reading.



**HORTENSE O'MARA GRAVES** has been known to her "air friends" as "Sally Shopper", "Aunt Hortense" and "Betty Moore". However, now she is just plain "Mommy" to a three-year old daughter, Rosemary and a two-year old son, Arthur, Jr.



**JACK TIERNEY** Became a Plattsburger back in 1910, but has spent half of the intervening years at radio and newspaper work elsewhere. Published his own newspaper, a weekly, for three years and found time to write a book. Has written articles for several magazines and still does when the spirit moves him. Gave up newspaper writing to spend six years in radio as announcer and program director, then tossed radio out of the window to investigate the possibilities of making money in the insurance business. When he's not selling insurance, he's likely to be heard on WMFF.



**WILLSON "WILS" DAILY** manages to combine radio newscasting with pedagogy, being at the present time a student at Plattsburg State Teachers College. He refuses to state a preference, but believes that most men are capable of two professions. Likes cycling, blackouts and classical music. Seldom listens to the radio.



**MISS WINIFRED O'MARA** Miss Winnie of "Miss Winnie's Jolly Juveniles", but long a member of the staff, has done everything from sales to special features.



**MARY FRANCES SE-GALL** The voice of the Monitor News and member of the publicity staff — also well known in Little Theatre circles.





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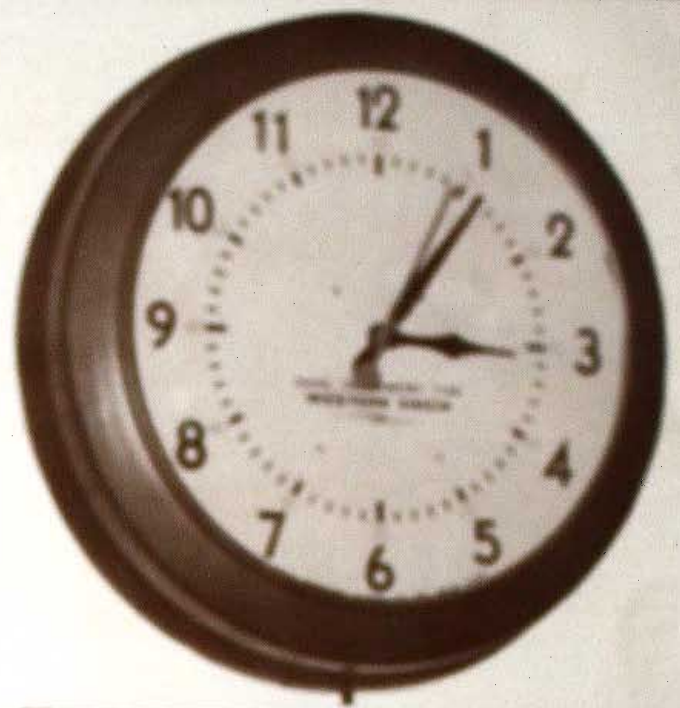
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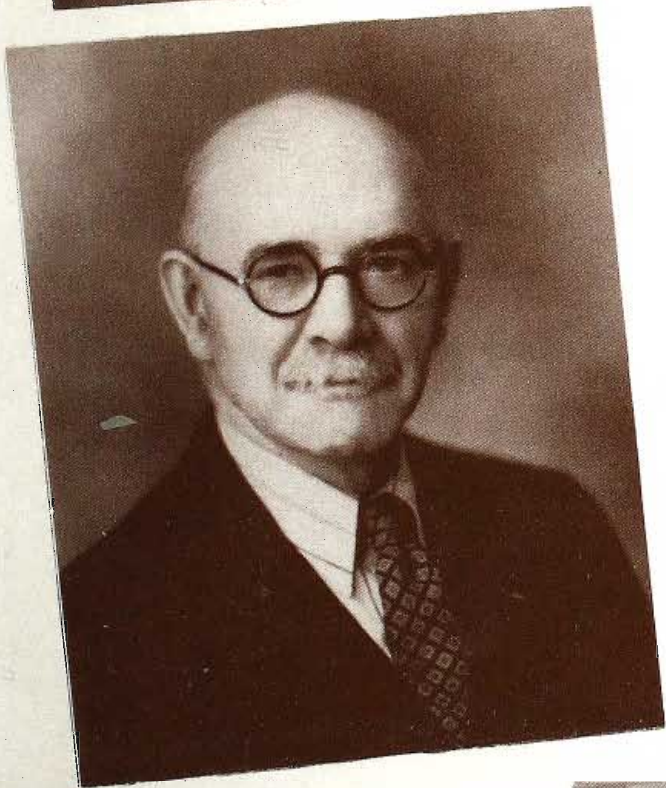
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# TO THE WOMEN



"Good morning friends . . . and hello again, neighbors." BETTY SWIFT at the "mike" ready for her program "To The Women".



WITH MRS. PARSONS Mrs. Adeline Parsons, Home Service Representative of Municipal Lighting Company, is another featured "To The Women" guest.



WITH MRS. WILCOX A regular "To The Women" feature. Betty interviews Prudence W. Wilcox, Home Demonstration Agent for Clinton County.



WITH MR. GETMAN That her friends and neighbors may be better informed as to their responsibilities to Civilian Defense, Betty interviews Carl B. Getman, Civilian Defense Coordinator for Clinton County.



DANIEL W. DELANO, JR., Editor of Radio Associates, which prepared this folio, with GEORGE F. BISSELL, Station Manager, conferring on the many details in connection with the publication of the WMFF Radio Foto Folio.



# CANDID STUDIO "SHOTS" FROM WMFF



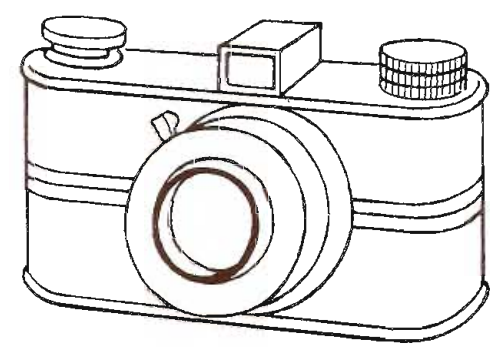
**KATE E. TERRILL** A graduate of Emerson and an authority on folk dancing in addition to speech. Best known to listeners as "The Story Hour Lady" but behind the scenes is speech-coach to the announcing staff.



"Ann and Her Happy Ramblers" Betty, Ann, Curley, Elmer and Zeke the trick fiddler.



The late **TOM MIX** on a visit to WMFF with **FRANK BRUCE**, formerly a staff announcer.



**DON HART** former Program Director and Staff Announcer.



**WEBER** and **McKINNEY** in a musical program on WMFF. Announcer **WILBUR MORRISON**.



**MISS WINNIE'S JOLLY JUVENILES** Left to right: Marilyn Miller, Cora Stewart, Carol Martin, Clair Breyere at the piano, Rosemary Graves, Miss Winnie, Mary Margaret Pearl, Betty Provost, Junior O'Byrne, and Bernard Stollman.



**KATE DANA THOMPSON**, a constant and unflagging help in the musical program development of WMFF. **GRACE BELDEN WARN** at the piano.



**BLUE NETWORK  
STARS OVER WMFF**



**MICHAEL RAFFETTO, BARTON YARBOROUGH, WALTER PATTERSON "I Love A Mystery".**



**DR. HARRY HAGEN "True or False".**



**IRENE RICH Star of "Dear John".**



**GEORGE BURNS and GRACIE ALLEN.**



**MA PERKINS.**



**JOE, TED AND JUDD Mc-MICHAEL The Merry Macs. The lovely lady is HELEN CARROLL.**



**JOY HATHAWAY "Amanda of Honeymoon Hill".**



**WARREN BRYAN and EFFIE Sound effects man CLEM WALTERS PALMER in "Orphans of Divorce". tinkles a telephone behind them.**



**BEA WAIN, Rhythm Singer "Monday Merry-Go-Round".**





ALLAN PRESCOTT "The Wife Saver".



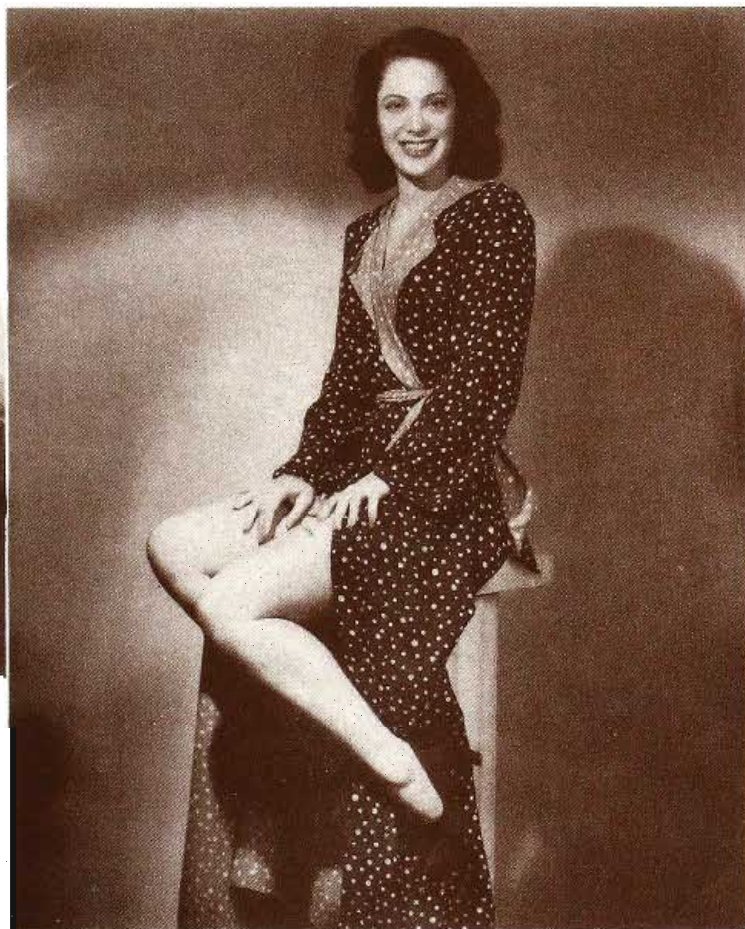
THE MOYLAN SISTERS "The Darlings of the Air-Waves". Left—Peggy Joan, Right—Marianne.



LUM and ABNER of Pine Ridge.



ROBERT L. RIPLEY "Believe It Or Not".



DINAH SHORE "Just as delightful to look at as to listen to."



GOODMAN and JANE ACE "Easy Aces".



TED de CORSIA and JOAN BANKS "Famous Jury Trials".



MARION SHOTLEY "Manhattan at Midnight".



HARRIET ALLYN "In Care of Aggie Horn".





BEVERLY RUBY, BILLY IDELSON and JERRY SPELLMAN "Secret City".



JOAN BISHOP, 14; GERARD DARROW, 7; The Quiz Kids.



THE STEEL SISTERS of the Musical Steelmakers. Lois Mae Nolte, Harriet Drake, Lucille Bell.



MILTON BERLE "Three-Ring Time".



EVELYN LYNNE.



EVERETT MITCHELL National Farm and Home Hour "It's a beautiful day in Chicago".



CLARK DENNIS Radio Tenor.



TED MALONE "Between the Book-Ends".



WALTER PATTERSON "The Musical Millwheel".



JIMMY FIDLER Hollywood Movie Commentator.



# BREAKFAST CLUB AND CLUB MATINEE



"The Breakfast Club" — Jack Baker, Don McNeil, Master of Ceremonies, Nancy Martin.



DURWARD KIRBY "Club Matinee".



NANCY MARTIN Blues Singer — "Breakfast Club" and "Club Matinee".



MARION MANN "The Breakfast Club".



"The Escorts and Betty" — "Breakfast Club", "Club Matinee" and "Roy Shield Revue" — Ted Clare, Floyd Holm, Betty Olsen and Clifford Petersen.



**WMFF BRINGS YOU THE NEWS**



**BAUKHAGE** News Analyst.



**ERNEST K. LINDLEY** (Left) and **WILLIAM HILLMAN** (Right) News Commentators.



**JOHN McVANE** Foreign News Correspondent.



**WALTER WINCHELL** News Commentator.



**DOROTHY THOMPSON** News Commentator.



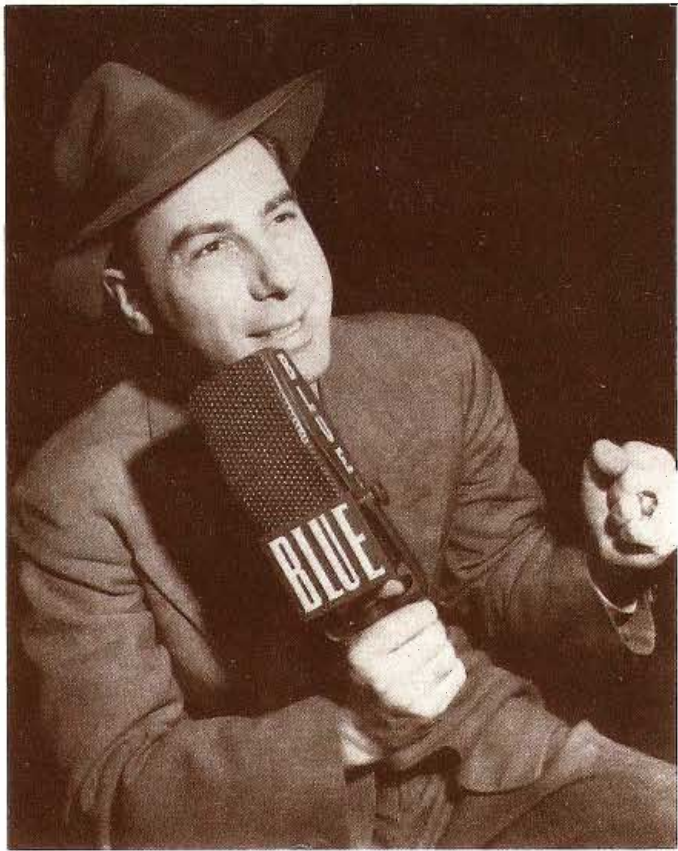
**MORGAN BEATTY** News Commentator.



**SAM CUFF** News Commentator.



**WMFF  
SPORTSCASTERS**



**BILL STERN** Sports An-  
nouncer.



**BOB ELSON** Sports An-  
nouncer.



**"RED" BARBER** Base-  
ball Announcer.



**SAM TAUB** Boxing An-  
nouncer.



# RADIO CALL TO SONG AND WORSHIP

The Mormon Missionaries heard in the devotional program "Your Mormon Friends" over WMFF.



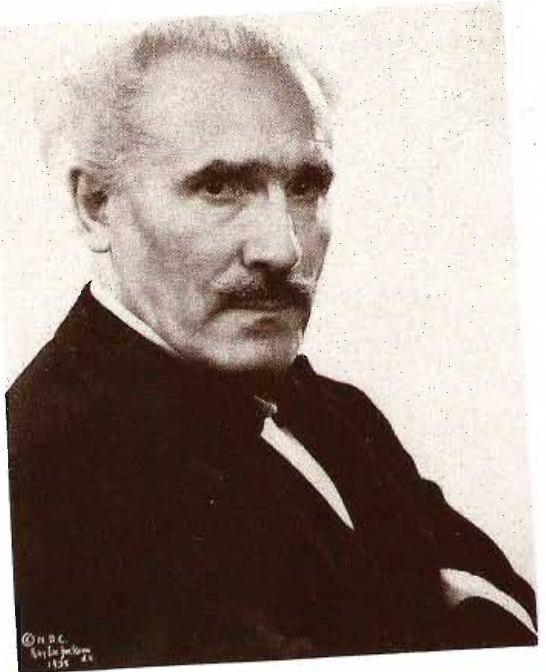
DR. WALTER DAMROSCH Conductor NBC Music Appreciation Hour.



The Clinton County Ministerial Association heard every morning over WMFF. Standing: L. C. Seamans, S. H. Evans, William Ingham, Jesse S. Green, Dr. Paul Hydon, Elbert M. Parkhurst, Melvin McGouhey, Capt. James Burdette. Seated: Major William Malpass, William Morrow, George A. Armstrong, C. P. Lampher, William Watson, Frederick J. Ball.



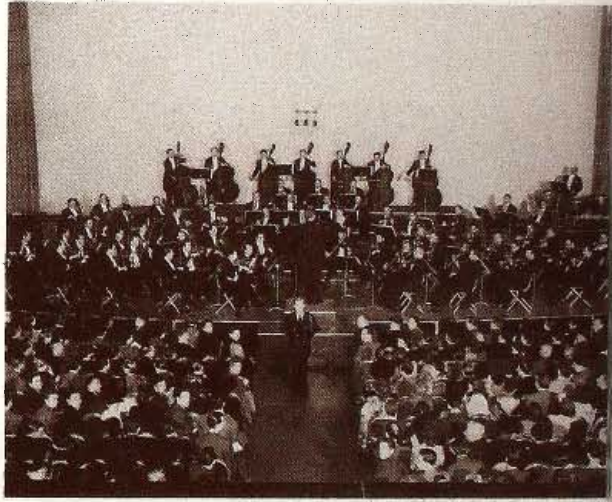
REV. JOHN R. RILEY pastor of the First Baptist Church of Plattsburg and President of the Ministerial Association of Plattsburg and Vicinity, who arranges your "Morning Devotions" programs on WMFF.



ARTURO TOSCANINI Conductor NBC Symphony Orchestra.



REV. WILLIAM MORROW retired Methodist minister, chairman radio activities of the Ministerial Association of Plattsburg and vicinity.



NBC SYMPHONY ORCHESTRA



The Plattsburg Men's Glee Club with Grace Belden Wann, accompanist featured over WMFF.



ED MACHUGH "Your Gospel Singer".



# ON THE SPOT WITH WMFF



"Your Town and Mine" over WMFF, the Voice of Plattsburg. Margaret Street, looking North.



DR. HENRY EHLERS, head of the music department of Plattsburg State Teachers College, is enthusiastic about the possibilities of the radio in music education and believes that most people will become lovers of good music if they only listen to it regularly. Is heard regularly on the PSTC Music Appreciation Program.

H. OTIS NOYES, popular faculty member at Plattsburg State Teachers College, Professor of History and English. Well known as a lecturer and commentator and highly thought of for his keen analysis of current affairs.

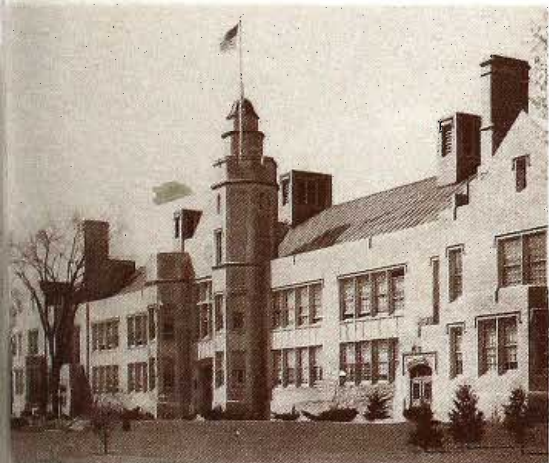


GOVERNOR HERBERT H. LEHMAN delivering an address at United States Army Barracks, Plattsburg, which was carried over the wires of WMFF.



McDonough Monument "On-the-Spot" location for eyewitness account of first Civilian Defense Blackout Test for Clinton County.

Plattsburg High School, scene of WMFF "On-the-Spot" broadcasts.



Plattsburg State Teachers College, often the scene of "On-the-Spot" Broadcasts.



WMFF "On-the-Spot" reception for Thomas E. Dewey during the Plattsburg USO campaign.



When "On-the-Spot" coverage requires it, WMFF takes to the air.



WMFF sound truck getting ready for play-by-play baseball coverage with station manager George F. Bissell and staff announcer Frank Bruce.

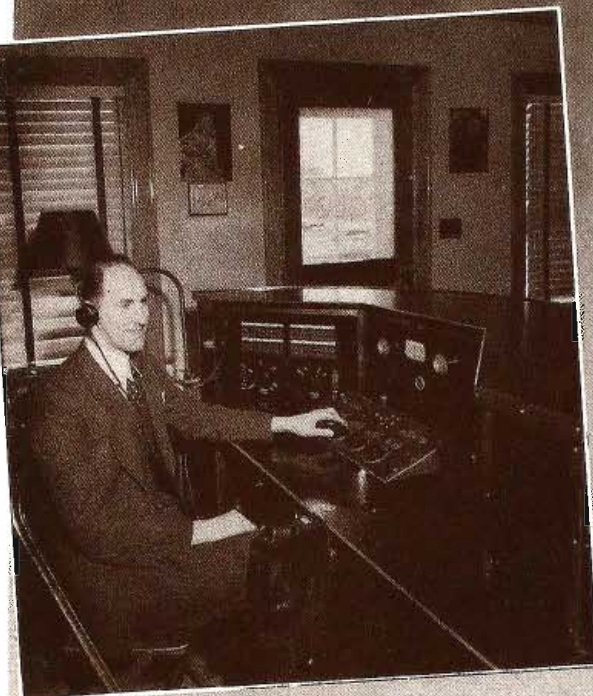


The Annual Salvation Army Christmas Basket Program with WMFF "On the Spot".





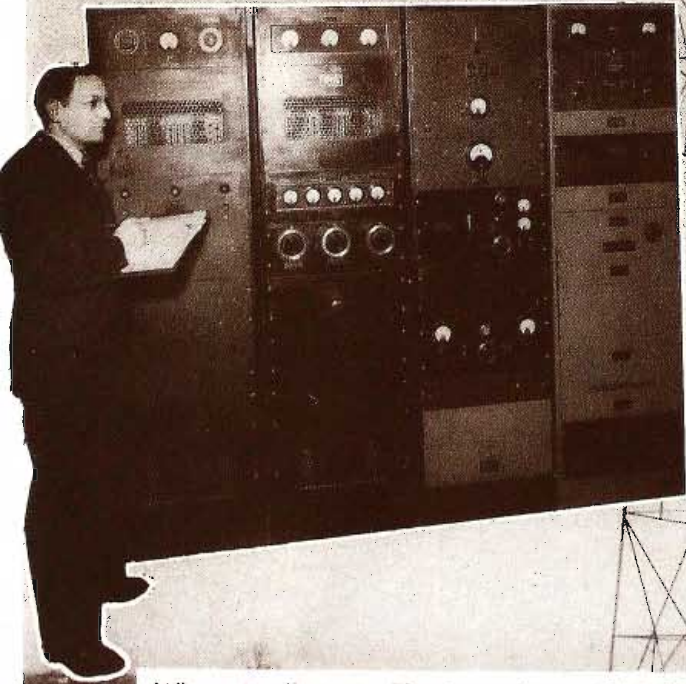
# AIR WAVE WARDENS



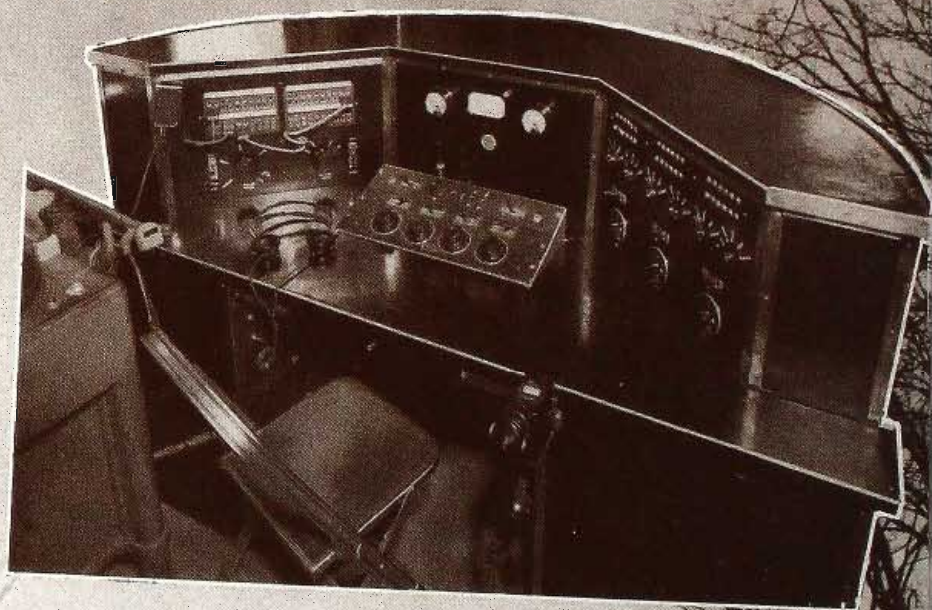
Engineer TONY ZINKE at the transmitter controls.



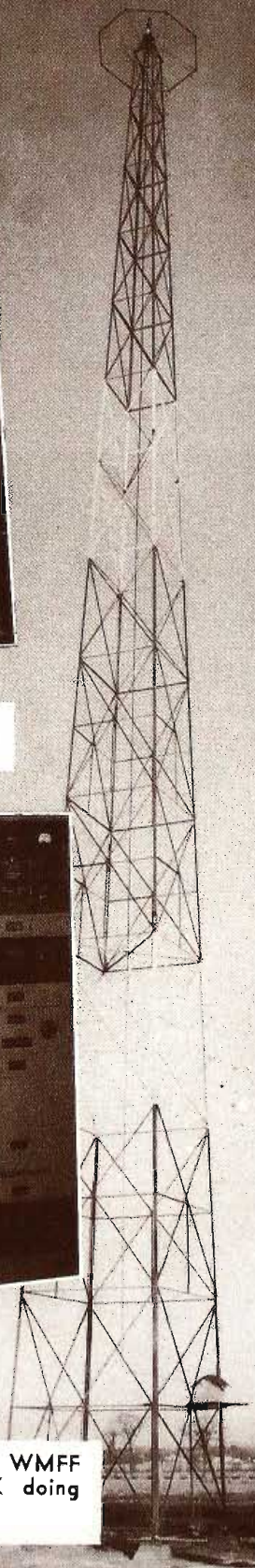
Chief Engineer JACK NAZAK at the transmitter controls.



Where it all starts. The transmitter of WMFF with Chief Engineer JACK NAZAK doing the checking.



Transmitter Control Board. The "Heart" of WMFF.



The transmitter tower of WMFF on Boynton Avenue.





WMFF



*The*

**NORTH  
COUNTRY'S**

*Own Station*