

1560 - *The Musical Spot on Your Dial*

● **TOLEDO, OHIO**



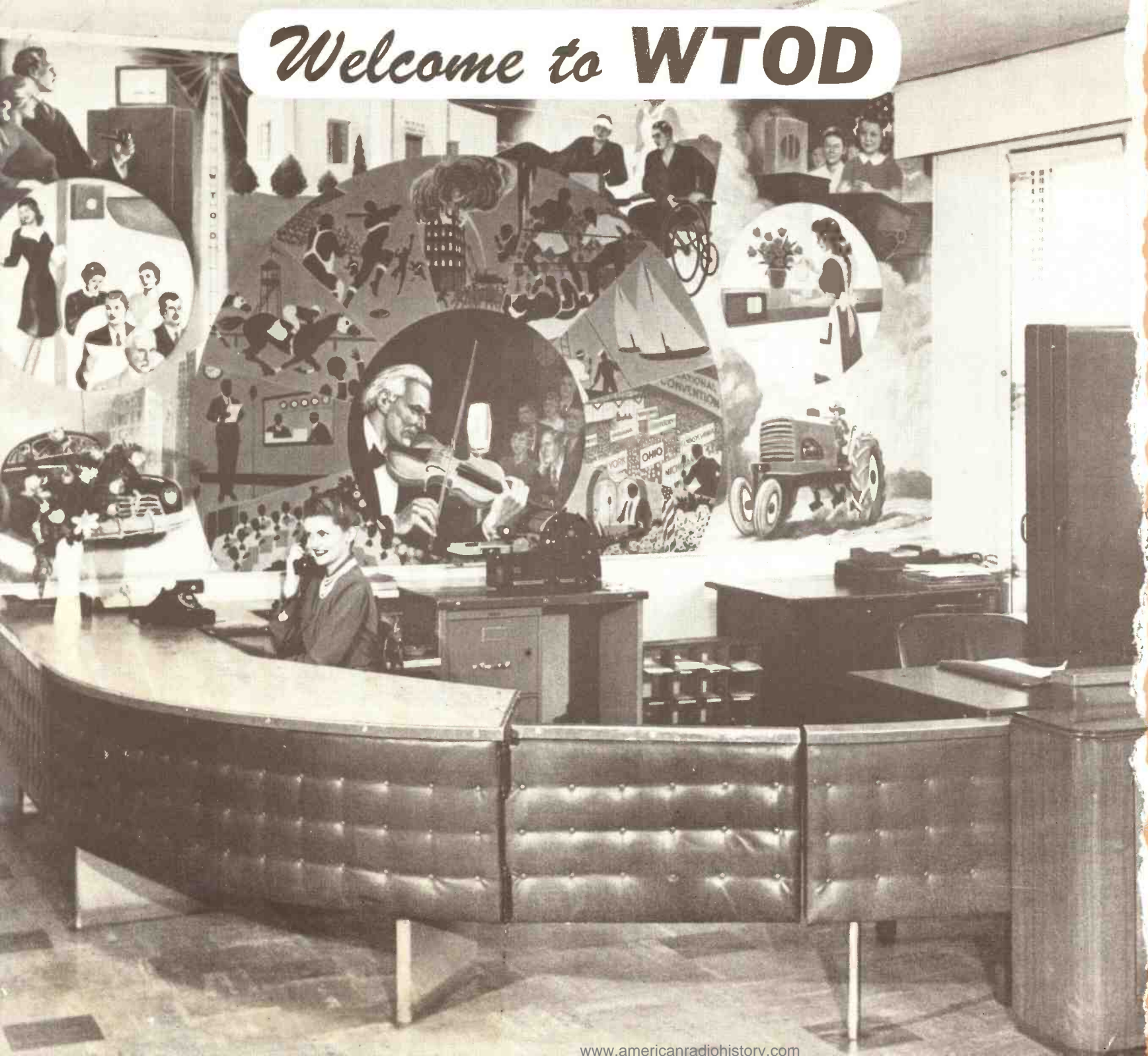
Your Radio Station
WTOD

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

Compliments of

WALTER'S PHARMACY
PRESCRIPTION DRUGGIST,
CUT RATE DRUGS
766 OAK ST. - TOLEDO 5, OHIO

Welcome to **WTOD**

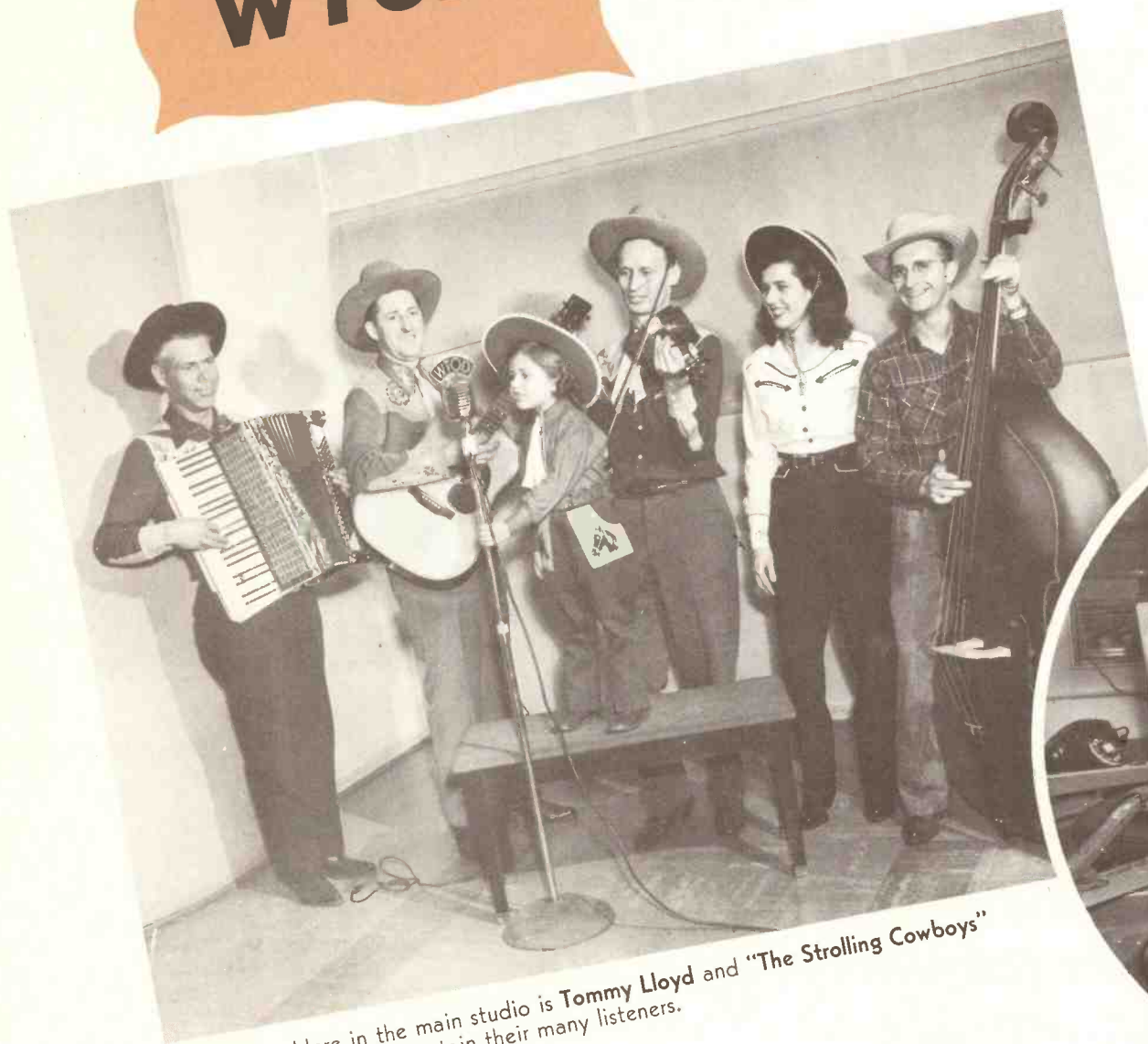


The modern studios of WTOD, located on the 6th floor of the Lucas County Bank Bldg., are open daily to the public. On hand to greet visitors is pretty Jan Miller, receptionist.

WTOD

Studios . . . where your best

Pictured below are WTOD's modern studios, where many of the enjoyable programs heard daily originate.

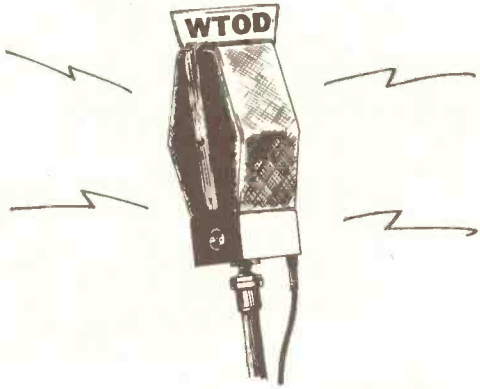


Here in the main studio is Tommy Lloyd and "The Strolling Cowboys" ready to entertain their many listeners.



John Saunders, at the control board, spinning a disc for one of WTOD's many musical programs.

radio entertainment originates



Joan, Jim and Jill, "The Three J's", of the Woman's Page program in the main studio. Left to right, Rosalie Korman, James Hill, and Isobel Greenbaum.

Here is Will Carlson, another WTOD disc jockey, doing his chores at the control board.

Management

WTOD's efficient management, creative programming, and consistent promotion, make for better listening in the Toledo area.



Sunne Miller, active and efficient General Manager of Station WTOD.



Here is **Peggy Breyfogle**, WTOD's Office Manager.

Sales Staff

Shown here are the Commercial Representatives of station WTOD.



SAM IRLAM



CHARLES SMITH
Commercial Manager



TOM DURKIN



JIM HOWARD

WTOD

Announcers



JOHN SAUNDERS



DOUG TABNER



JIM HILL



DICK RICE



BILL BALLIN



TOM ORR

"Mike" favorites at 1560 on your dial



WTOD's popular Sports Director, **Doug Tabner.**



"Can I come in?" Who else would ask that question but **John Saunders**, better known as "**Sandy**" of "1560 Club" fame?



A favorite with listeners is **Tommy Lloyd**, "The Strolling Cowboy."



"What America Is Playing," the show for classical music lovers, competently handled by **Jim Hill.**

Will Carlson, of the "Jamboree Show," who says, "All on discs excepting me."

WTOD

A wide variety of music and shows can be heard on WTOD — 1560, the musical spot on your dial.

Doris and the Bar-Q-Boys, dealing out corn on the "Saturday Roundup."



A favorite of air-waves is Louise, "The Personality Girl." Clare Mast is the pianist.



Dick Rice, with his "Saturday Swing Session" show, here interviews the famous bandleader, Stan Kenton.

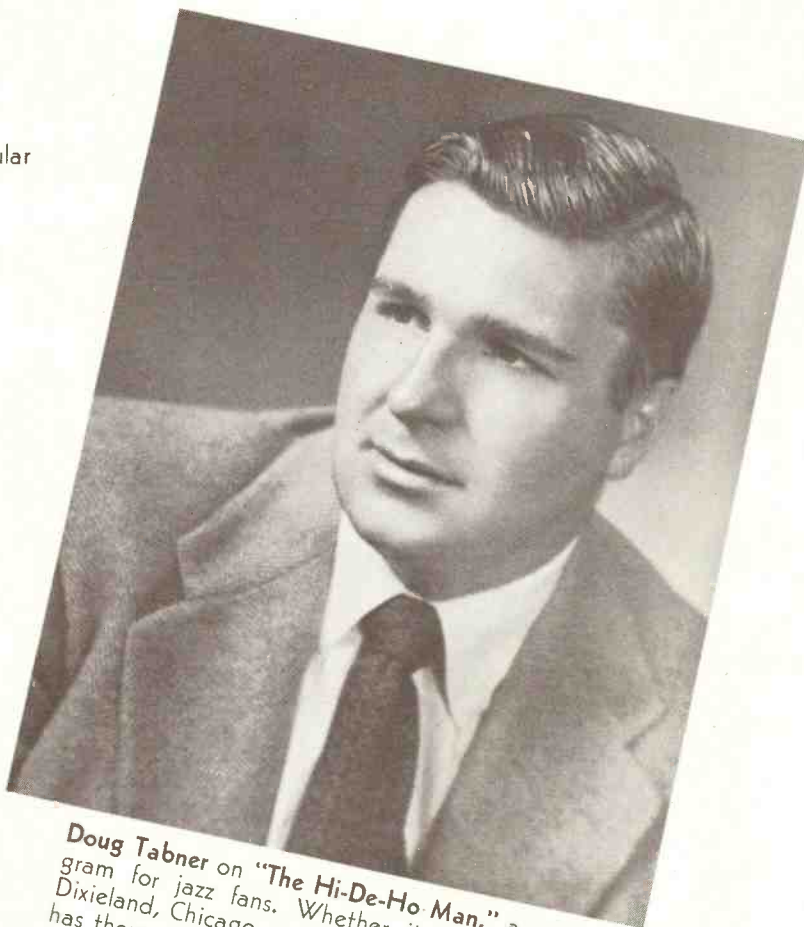
and Shows



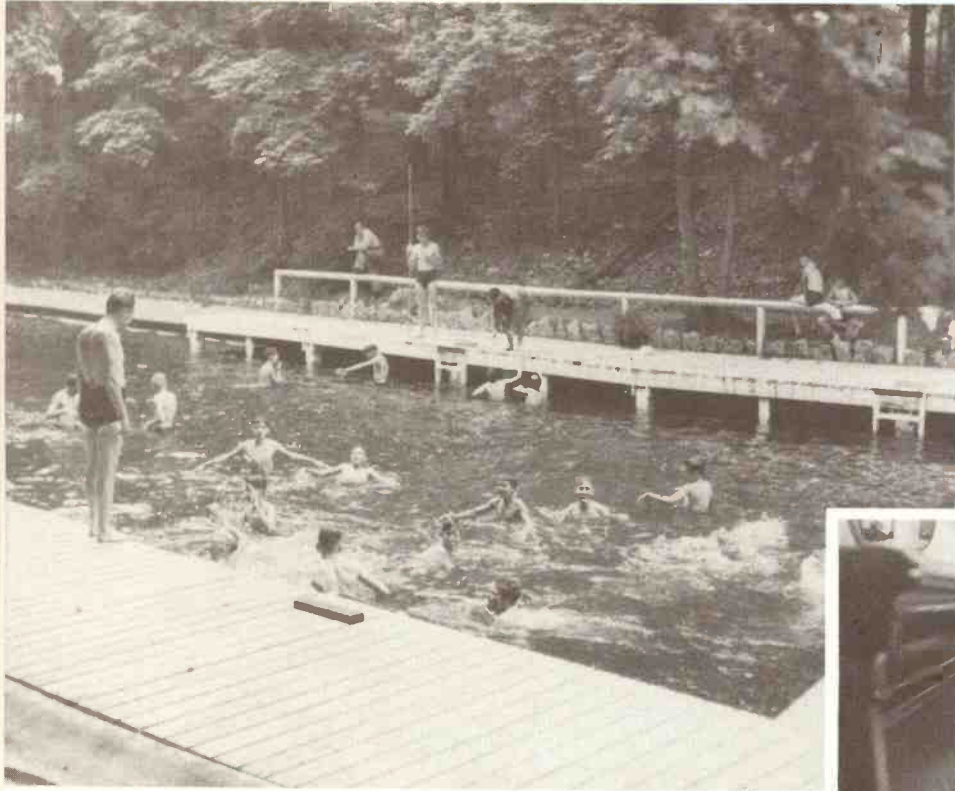
Rosalie, the "Make-Believe Lady," popular afternoon program for the small fry.



Here is the "Neighborhood Lady," to entertain listeners with "folksy" piano music over WTOD.



Doug Tabner on "The Hi-De-Ho Man," a program for jazz fans. Whether it be Re-bop, Dixieland, Chicago, or New Orleans jazz, Doug has them all.



Boy Scouts enjoy swimming, one of the many activities offered at Camp Miakonda.

The Toledo Society for the Blind, and one of its "Seeing Eye" dogs pictured at right.



An elderly resident of **The Linehans Old Folks Home** in Toledo, entertains young guests.



Public Interest

The use of W70D facilities are always available to all "Red Feather" Agencies, Community Chest, and innumerable other organizations and agencies conceived and dedicated to better conditions in education, culture, and good citizenship in matters of public welfare.

The Management by Edward Lamb



Feeding time for little ones in the Crippled Children's Home in Toledo.



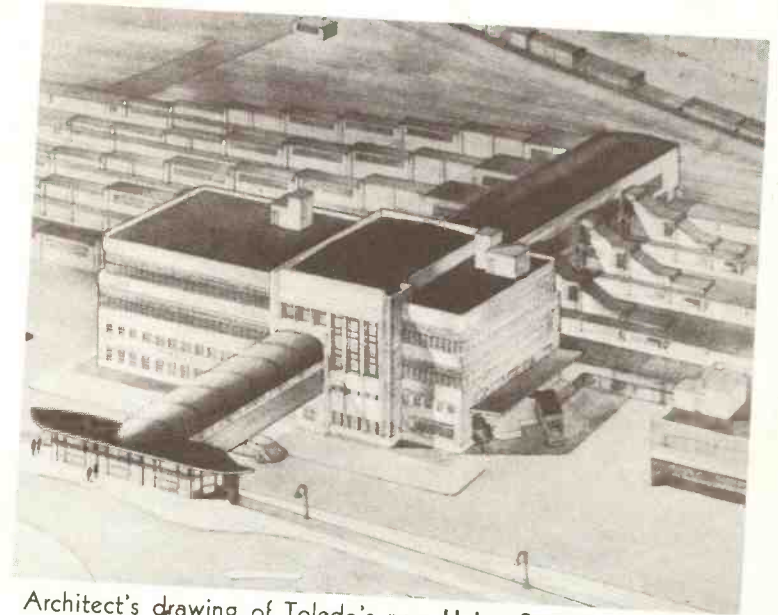
A nurse from the District Nurse Association going out on her daily rounds.

"Let's Talk Toledo"

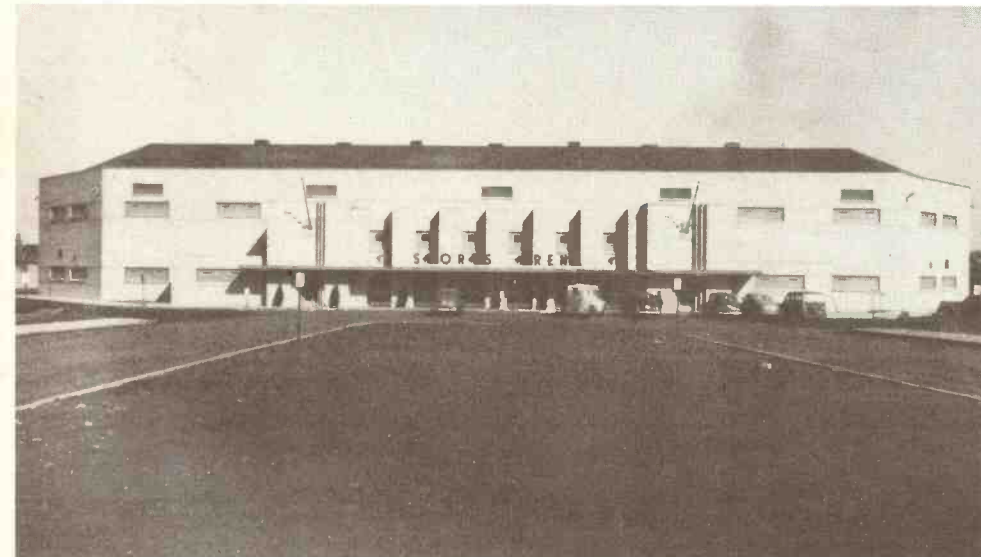


Mayor Michael Di Salle

Toledo's mayor, **Michael DiSalle**, shown at left, is the originator of the interesting and informative program, "**Let's Talk Toledo.**" This program is about Toledo and for the people of Toledo, in order to better acquaint them with their city.



Architect's drawing of Toledo's new **Union Station**, now under construction.

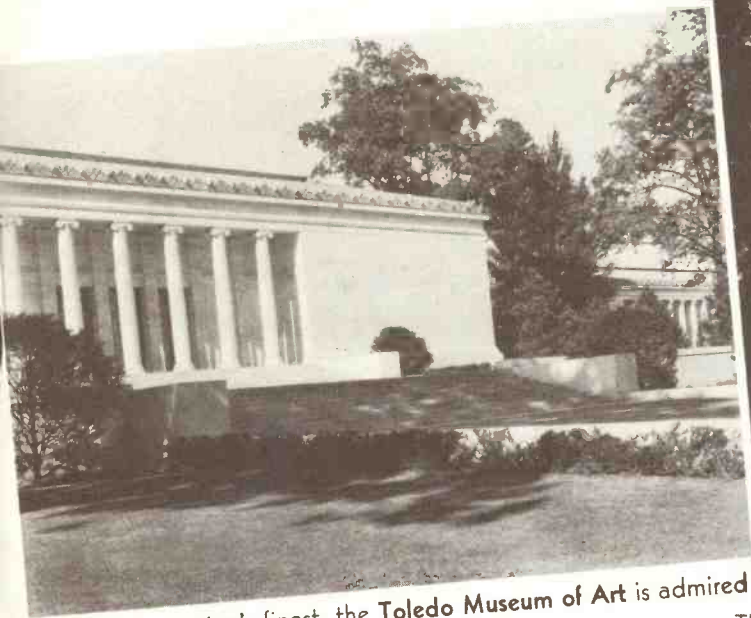


The beautiful \$1,000,000 **Sports Arena** in Toledo.

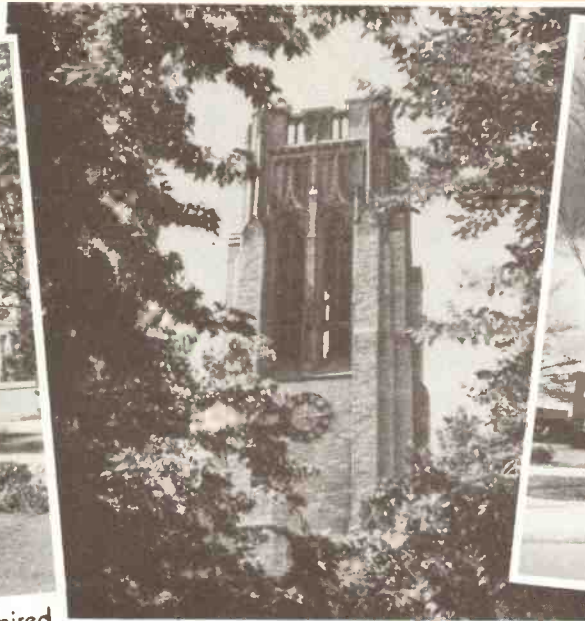


The **YMCA** building in Toledo.

"Let's Talk Toledo"



One of the nation's finest, the **Toledo Museum of Art** is admired for its beauty and collection of art works.



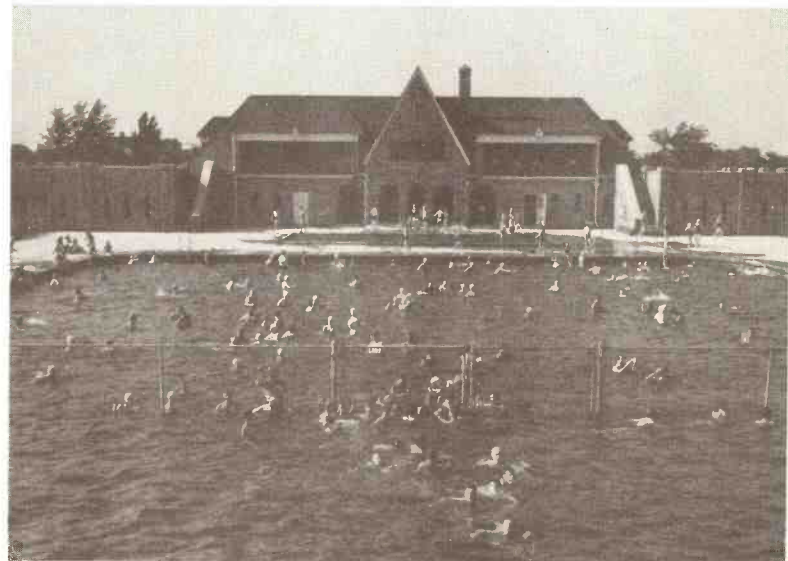
The tower at the **University of Toledo**, one of America's great municipal universities.



Providing the finest of facilities for serving the public is **Toledo's Public Library**.



The great outdoor **Amphitheater** at the **Toledo Zoo**, which seats 6,000 people.



The **Scott Park Pool** in Toledo.

Sports

Complete coverage on news of the sport world is offered by WTOD-WTRT-FM to Toledo sporting fans.



Sailboats on the beautiful **Maumee River**.



Toledo University vs. Bates College in a **Glass Bowl** game, December 6, 1947.



Doug Tabner, WTOD Sports Director, broadcasting from Toledo's **Swayne Field**.



An unusual sport around Toledo is the **Aquarama Canoe Race**.



Doug Tabner, WTOD Sports Director, presents trophy to **Max Labovich** of the Toledo Mercurys while, **Andy Mulligan**, Mercury coach, and goalie **Stan Fogg** look on.



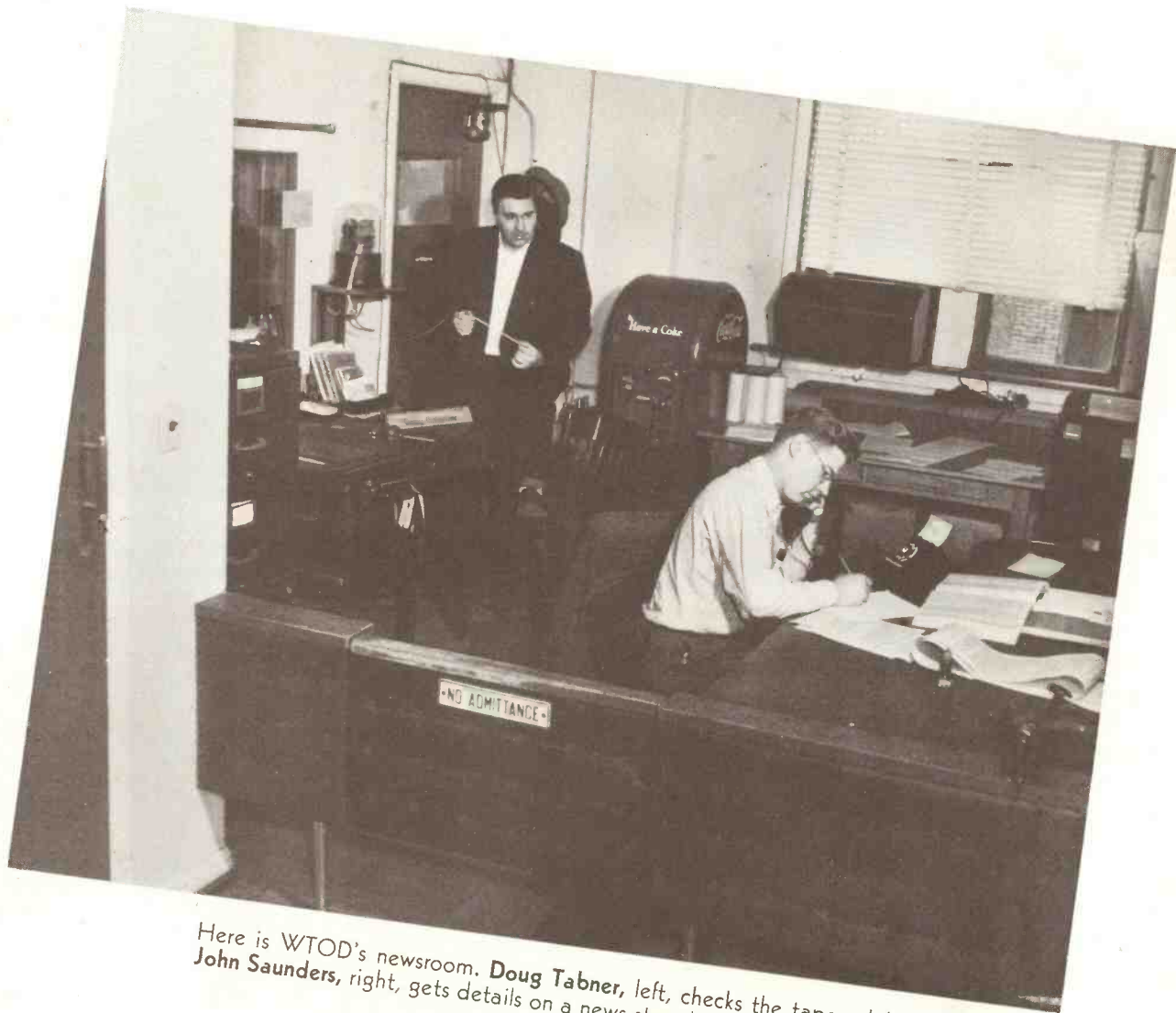
Presentation of the **Zanville Trophy** to outstanding "Jeep" player, **Francis Curran**. Left to right, **Sy Siford**, **Doug Tabner**, and **Francis**.



Action shot of a basketball game between Toledo and Syracuse.

News

WTOD provides its listeners with complete local news coverage, as well as national and state news. Headlines every hour on the hour are also a part of the news service.



Here is WTOD's newsroom. **Doug Tabner**, left, checks the tape, while **John Saunders**, right, gets details on a news story by phone.



John Saunders bringing Toledo listeners up-to-the-minute news.

Religion on the Air



Recognizing religion as the world's most vital force, WTOD allots regular periods in each day's schedule and opens time on the occasion of special religious events to provide a source of inspiration for all religious denominations.

Behind the Scenes



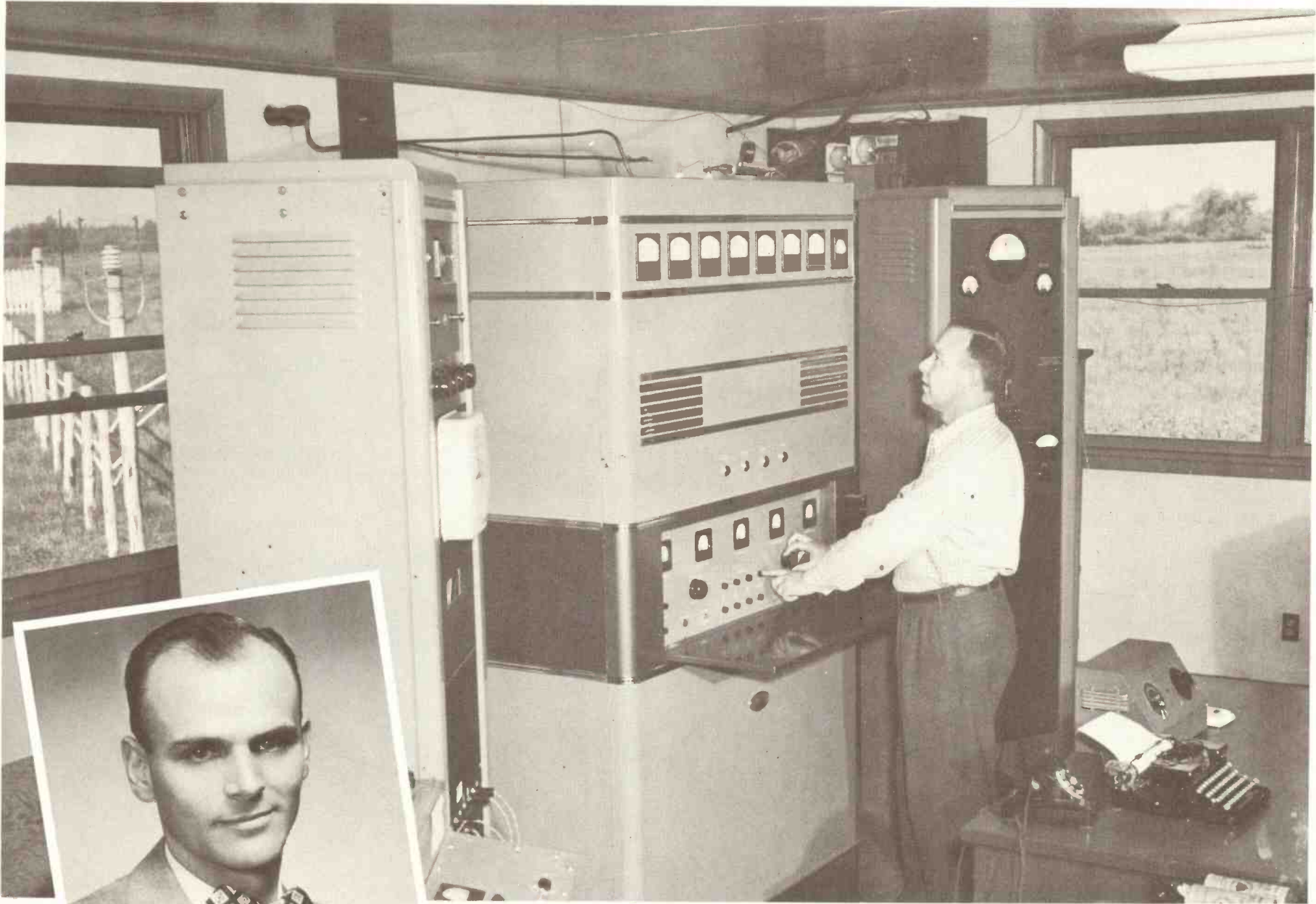
The Music Librarian makes accessible to engineers the records and transcriptions from the record library to be used on many of the shows you hear at 1560 on your dial. Left is Frieda Miller filing records, while Pat Padgett, right, pulls transcriptions for a show.

Rosemary Korman, writing continuity for one of WTOD's shows.



An important job, indeed, is writing copy, scheduling programs and announcements for a modern radio station. This is handled by the Continuity and Traffic Department at WTOD. Here Isabel Greenbaum works on the program schedule board.

WTOD *Transmitter*



Shown above is WTOD's transmitter panel and at left is **Robert Sowers**, Chief Engineer.

Technicians



WALT DETTINGER



ROBERT SOWERS
Chief



BERNARD SHONEBARGER



WALTER DOUTHETT



HOMER DIEFENTHALER

Industrial Life in Toledo



One of America's most completely equipped research laboratories of the **Owens-Illinois Glass Company** in Toledo.

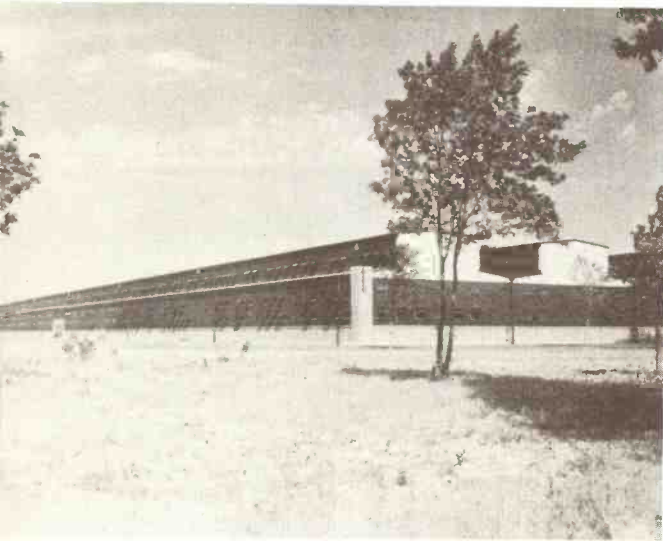
Viewed through the cold glass eye of a camera, a city is a static thing of stone, steel, and wood . . . arranged in a more or less orderly pattern. Through the lens-eye, the city is cold and hard. It has no feeling, no motion, no life. But that picture is not the city. The city is its people — their work — their lives — and their dreams. The great buildings reaching into the heavens are monuments to the men who saw beyond the land and its location . . . tributes to those who had faith in themselves, their fellowmen, and their coun-

try. Every building was made possible by the efforts of men who saw the possibilities of this land — stayed here — and made it prosper.

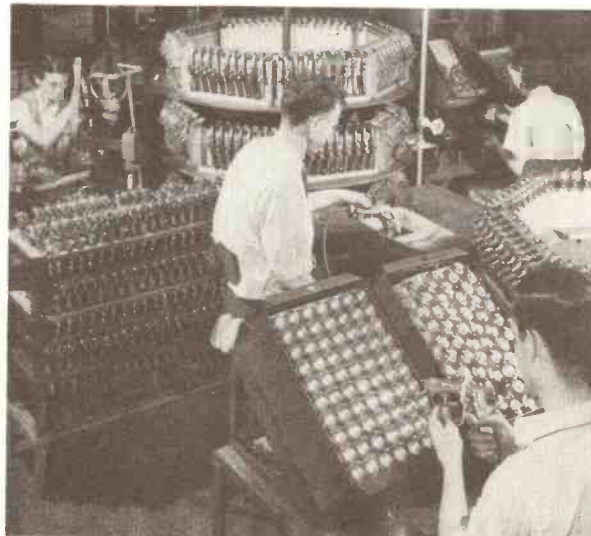
Today Toledo is a city of industry . . . one of the most important industrial centers in the world. Today Toledo is a city of industry . . . a center of industrial leaders turning out the products known the world over. This means strength and wealth . . . the basis of civic pride for every citizen of Toledo . . . the home of many of the industrial "firsts."



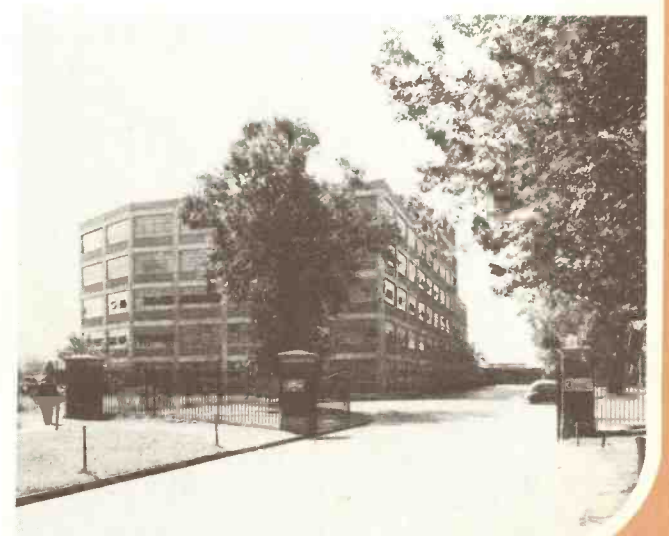
Toledo is the home of **Willys-Overland Motors, Inc.**, builder of the mighty "Jeep."



The **Electric Auto-Lite Company**, the world's largest independent manufacturer of automotive electrical equipment.



The **DeVilbiss Company**, world's largest manufacturer of spray equipment and atomizers.



The **Champion Spark Plug Company**, world's largest manufacturer of spark plugs.

*Industrial
Life in
Toledo*



Toledo Scales Company, manufacturers of automatic retail and industrial scales and special testing devices.



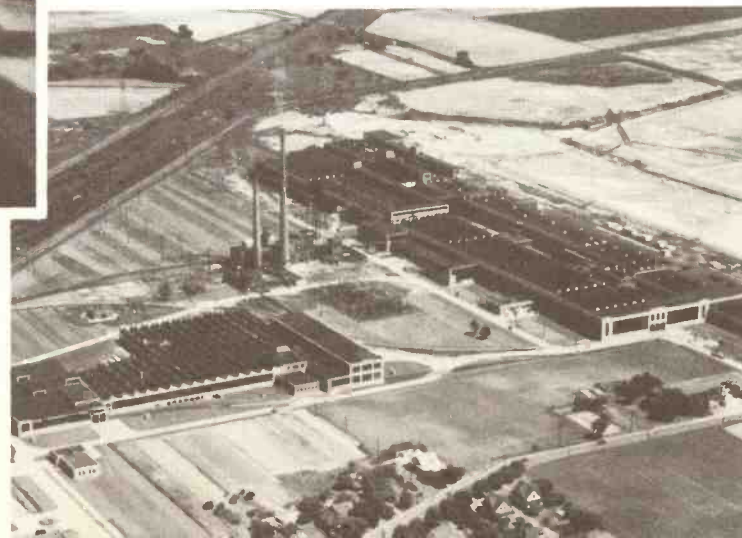
Spicer Manufacturing Division of Dana Corporation, one of Toledo's 555 industries which manufactures automotive power transmission units.

View of an **oil refinery** in Toledo, one of America's great oil refining centers.



The Acklin Stamping Company, makers of quality stampings for every purpose.

An aerial view of the **Libbey-Owens-Ford Company** in East Toledo.



Around the City



Aerial view of the Toledo Hospital.



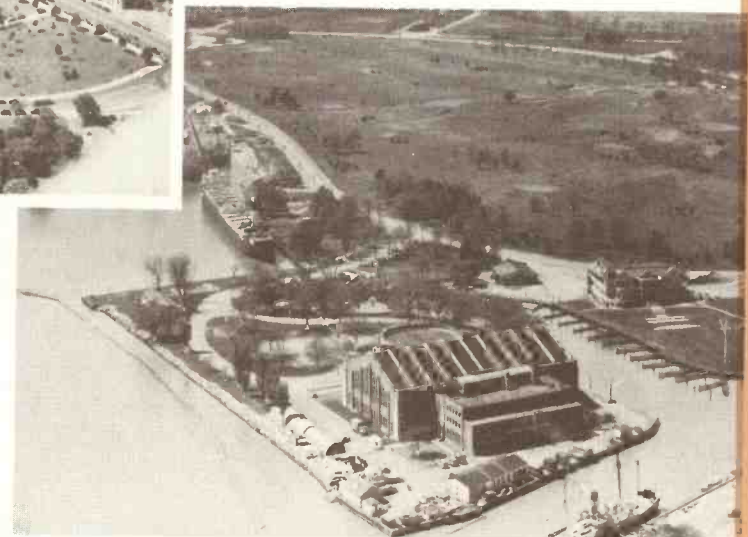
Panoramic view of downtown Toledo. The tall building at the right is the **Ohio Bank Bldg.**, beyond which is the **Cherry Street bridge**, and the **Pennsylvania Railroad bridge** in the background, both spanning the beautiful **Maumee River**.



The **Mall**, showing the civic center. In the left foreground is the **Water Works Division Bldg.**, and at the right the **Federal Bldg.** The **Safety Bldg.** can be seen in the background at the left, and the **County Jail** on the right.



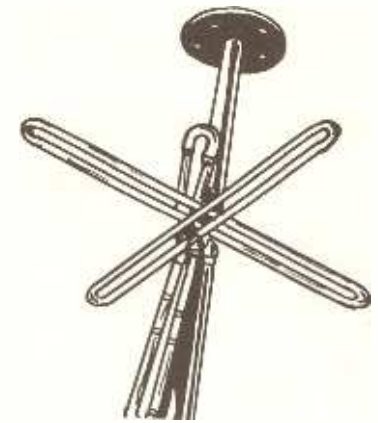
The imposing fifty-year-old **Lucas County Court House**, in the square.



View of **The Naval Armory** with **Bay View Park** in the background.

WTRT-FM

Toledo's First FM Station!



Doug Tabner at the WTRT microphone, broadcasting news of the sport world.

The call letters of Toledo's FM station WTRT, are aptly chosen, as they stand for, "TOMORROW'S RADIO TODAY." It broadcasts on a frequency of 97.7 megacycles.

WTRT was the first FM station in Toledo, and one of the first in Ohio, making its debut on the air December 7, 1946.

WTRT's promotion of sports activities in the Toledo area, covers all kinds of sports to bring its listeners a wide variety in this type of broadcast. Local high school football games, University of Toledo basketball games, the "Jeeps" basketball games, the "Mercury" hockey games, and the Toledo "Mudhens" baseball games, are among the many sports that WTRT listeners enjoy.

The new, modern technique of static-free, full tone radio broadcasting, of FM, enables the listener to enjoy, to the fullest extent, broadcasts without program fading, or the usual interferences.

WTRT is indeed proud to take this step forward in radio.

