

WAKKA



AKRON'S ONLY N·B·C STATION
BASIC BLUE NETWORK

WAKR

1000 WATTS UNLIMITED TIME

SUMMIT RADIO CORPORATION
FIRST CENTRAL TOWER
HEMLOCK 6151
AKRON, OHIO

To WAKR Advertisers:

We're trying to do a job for you. We think we are.

To awaken people to buy a product, an advertising medium has to be awake itself.

We pride ourself that we are.

WAKR is on its toes. You'll find nothing "corny" here. We keep our programs on a constant high plane. Our audience is too valuable to us to risk losing through cheap entertainment. We treat our listeners as old friends. This is because we want them to stay our friends.

We're mighty proud of a letter that was printed recently in the radio column of the Akron Beacon-Journal. That letter reads, in part:

"....One must admire the new station (WAKR) for its forward and aggressive policies....They are the first local station to show a spark of showmanship in a long while...maybe the others will get the idea, too".

We of WAKR are trying to keep ahead of the field. We're blazing a new trail in Akron. We know it. The public knows it. The advertisers know it.

Let us put on a short announcement asking people to call in and our phone system is overloaded. The other day the police called us and asked us to help them find the son of a man who just died in one of the Akron hospitals. Both the police and we were flooded with phone calls. Such an outlet for advertising is bound to bring results. It does.

Our interest in an advertiser doesn't end with the signing of a contract. That's only the beginning. We push his product. We get behind his show. We promote it, plug it, get publicity on it.

We're going to be around Akron for a long time. Repeat business is our life blood.

Yours very sincerely


Commercial Manager

Kenneth Keegan
mp



In the autumn of 1940, when business started to boom again after many years of lassitude, a strong, young voice was heard in Akron for the first time.

It was the new Radio Station WAKR, as modern as the hour, as promising as tomorrow.

Nothing like WAKR had ever been seen in Akron before.

It opened with a full complement of power — measured in 1,000 watts, ultra-modern, smart studios on the ground floor of the First Central Tower, and a brilliant and capable staff.

All you people know WAKR, have spent endless hours of enjoyment listening to its superior programs (true BLUE programs).

This little booklet has been compiled to help you know us better.

And it is to you that we dedicate it.



YOUR WAKR

JERRY MCKIERNAN

Every now and then you run into an announcer who can do everything. **JERRY MCKIERNAN** is that kind. Bland, urbane, confident, he has the mike presence to operate every kind of a show, from an afternoon request review to a difficult ad-lib question program. Jerry grew up in radio, starting as a gangling kid with a uke back in the days when they said, "Stand by, please." He has done just about everything around a radio station, from production to writing continuity, but he always returns to his first love — announcing. And no wonder. Just listen to him on "Behind the Eight Ball." Jerry hotly denies that he started the word "gerrymandering."



CARL KENT

Several years ago Announcer **CARL KENT** decided to become a doctor, to follow in the path of his physician-father. He prepped at Kentucky Military Institute and then entered Ohio State University. He took more than an academic interest in athletics, however, so he went on the radio to report them. After much experience as a sports announcer he joined WAKR in 1940 as sports specialist. His favorite hobby and lifetime career is helping Mrs. Kent raise Carl Kent, III. His taste in clothes trends toward the collegiate in a full gallop.



ANNOUNCERS

STANLEY PEYTON

From his native England, Announcer **STANLEY PEYTON** moved to Canada many years ago to become a scarlet-tuniced Mounty of the Royal Northwest Mounted Police. Frozen feet caused him to forsake this adventurous career for the stage, and after a world tour with a theatrical company he joined the staff of WLW. There he originated the hushed "Moon River" program, which he now presents over WAKR under the title of "The Dreamer." A naturalized citizen, now, with a background that includes work on the Columbia Broadcasting System, featured performer on the Kate Smith Show, and news reel commentator, Mr. Peyton is one of the pillars of WAKR . . . a quiet, mature, smooth gentleman.



GORDON SMITH

With his great-great uncle the famed Daniel Boone, one would naturally expect a self-reliance in Announcer **GORDON SMITH**; and that reliance led him through jobs as grocery clerk, telephone assemblyman, theatre usher, accountant, motion picture operator, page and guide for NBC in Cleveland and in Radio City, New York, and dramatics until he cracked the hard-to-crack radio announcing field. But Gordon was aiming for the technical department of radio until acting turned him to the program end. He is the youngest (22) and only unmarried member of WAKR's announcing staff. His father is a radio engineer. Gordon is an inveterate pipe-smoker, a reader-alouder, and lists clothes as his favorite hobby.



ON THE SPORTS FRONT



Although the life of WAKR has included the seasons of only a few of the sports, the future will bring thorough coverage of whatever happens within the Akron area, and sports events of importance throughout the nation.

Headed by Carl Kent, shown in the center of this page, the WAKR sports features department has provided a play-by-play broadcast of the Akron Ice Hockey Club games and a daily review of general athletic events from coast-to-coast. Baseball and football become WAKR subjects as their respective seasons roll around.



NBC commentators **BILL STERN** (right) and **SAM TAUB** (left) are the "blow-by-blow" team to describe the "main-stem" prize-fight events for the WAKR-NBC audience.

Trigger-tongued **CLEM McCARTHY**, veteran racing authority, calls the nation's leading jockey races for the broad WAKR and NBC gallery of dialers.



WAKR AND THE NEWS

WAKR believes in keeping its listeners informed.

This is just good business. If listeners know that they can depend on a station for up-to-the-minute, honest, and accurate news dispatches they will make a habit of listening to it; not just for an occasional program, but **all the time**.

WAKR presents regular newscasts seven times each day, and bulletins whenever their importance justifies it.

Local news, gathered locally, and national and international news, compiled by the United Press, are carefully edited

for Akron District listeners by the WAKR News Room.

This is the secret of the success of WAKR news: it is edited for Akron consumption. And it is edited carefully and honestly.

WAKR would not risk the loss of confidence that would result from the broadcast of a single news item — no matter how lurid or sensational—if it were not painstakingly verified. You can depend on news you hear over WAKR.

It is always bright, always clean, and always right.



News Commentator **STANLEY PEYTON** in the WAKR United Press Room.

JANE HOWARD

covers the strictly feminine facet of world news in her daily "To the Ladies" show. Fashions, Hollywood, recipes and women's news, gleaned from everywhere, fill her 10:30-45 A. M. spot. Jane, a native of Arkansas, was schooled at Akron University, and joined WAKR last October. Yes, she's married. Besides her husband, she likes dramatics and the chore of stringing words together.





THE WORLD VIEW

VIA NBC-WAKR

Columnists **DREW PEARSON** (left) and **ROBERT S. ALLEN** present their goodwill feature "News for the Americas".



The keenest analyzer of history-in-the-making undoubtedly is **H. V. KALTENBORN**, shown here, left, with **A. A. Schechter**, NBC's director of news and special events, and, right, **John Gunther**, author and NBC commentator.



Action in foreign fields is observed for NBC-WAKR dialers by this specialized staff: (top, left to right) **Charles Lanius** (Rome), **Joan Livingston** (Shanghai), **John McVane** (London) and **William Kerker** (Berlin); (bottom, left to right) **Archinard** (France), **Martin Agronsky** (The Balkans), **Helen Hiatt** (Spain) and **Fred Bates** (London).



Wisp-Watcher **WALTER WINCHELL** has been lead-off man for many big newstories on his NBC-WAKR scoop-show.

Dean of NBC special-events men, **GRAHAM MacNAMEE**, sends WAKR listeners his "Behind the Mike" commentary.



Major General **STEPHEN O. FUQUA**, U. S. A., Retired, is the principal on the war-experts' feature "Ahead of the Headlines" on WAKR-NBC.

Cryptic **JOHN B. KENNEDY** correlates events of world activity.



SCHOOL KIDS' QUIZ

One of the most popular local radio shows in the history of Akron broadcasting is "The School Kids' Quiz," presented over WAKR each Wednesday night at 8 o'clock. Two contestants from four different schools vie each week for prizes of \$10 and \$5, which are awarded to the Home and School Leagues of the winners. The program is produced with the cooperation and assistance of the Akron Public School System and

the Akron Council of Home and School Leagues. In addition to the weekly prizes, donated by WAKR, contestants compete each week for a grand prize of \$100 in cash to be awarded to a lucky Home and School League at the end of the radio term. Contestants on all the programs receive as a souvenir a WAKR automatic pencil.

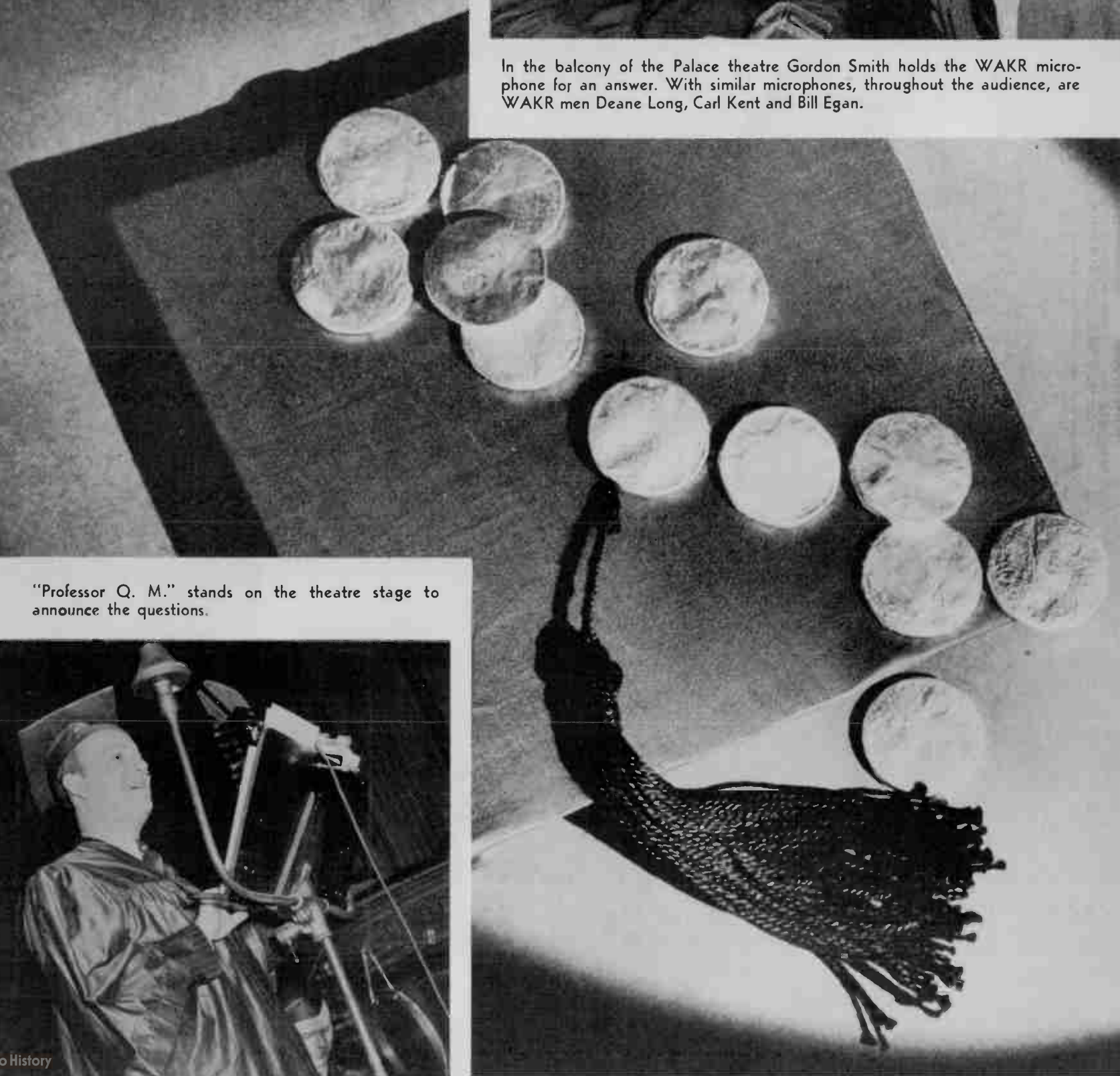


"THE SILVER DOLLAR QUIZ"

Each Wednesday evening approximately forty bright silver dollars are laid in the palms of those of the audience at a downtown Akron theatre who answer correctly the questions posed by "Professor Q. M." during the broadcast of "The Silver Dollar Quiz." Started only a few weeks ago, "The Silver Dollar Quiz" has grown to popularity rapidly.



In the balcony of the Palace theatre Gordon Smith holds the WAKR microphone for an answer. With similar microphones, throughout the audience, are WAKR men Deane Long, Carl Kent and Bill Egan.



"Professor Q. M." stands on the theatre stage to announce the questions.



Many public service programs are carried by WAKR. Here are some of them:

U. S. Dept of Agriculture
Akron Board of Education
Akron Real Estate Board
Akron Recreation
American Legion
Army
Boy Scouts of America
Bundles for Britain
Christmas Seals
Civil Service
Chamber of Commerce
Community Chest
Food Recipes (for Housewives)
High School Bands
Home & School League
Junior Chamber of Commerce
Kent State U Players
Miles of Dimes
Moose, Loyal Order of
Navy
President's Birthday Ball
Police Courtesy Announcements
Red Cross
Rubber Ball
School Kids' Quiz
C. W. Seiberling Birthday
Schroy Proclamations (Mayor)
Social Security Board
Stock Reports
Singing Tower
Sunday Church Services
Travel Radio Service

WAKR is always glad to be of service to groups and clubs in Akron. Many find our daily Community Corners program an ideal bulletin board from which to announce notices of meetings, and other pertinent items. Naturally, there is no charge for this. It's just **another** WAKR courtesy.



"THE HOUSEWIVES' QUIZ"

From the dish-pan, the broom, the darning needle, come Akron ladies each week to try their hand at household and general questions on "The Housewives' Quiz" in WAKR's studio B. The program offers three prizes to participants with the highest scores each week, as well as gifts to everyone taking part. Your merchant selects the contestants from his customers, and he takes his turn as a judge while Jerry McKiernan shoots the questions.



This is what "Quizzer" McKiernan sees from his microphone and desk: a contestant at the answer "mike", as the judges listen in the background, and other contestants sit at right.

And the judges, from their end of the "Housewives' Quiz" studio, see another contestant and "Quizzer" Jerry McKiernan. Anthony "Town Crier" Weitzel, a judge, bends over Jerry as he waits for a lady's answer to his question.





Stanley Peyton, "The Dreamer," with Michael.

DRAMA AWAITS



ABOVE—
Patricia Ryan, of "The Parker Family."

RIGHT— Plotting Great Plays.

BELOW—
Sally Vass, of "The Vass Family."



Jack Pearl, star of "Star Spangled Theater."



Mr. Keen —Tracer of Lost Persons.



BELOW—
Joy Hathaway—"Amanda of
Honeymoon Hill."

BELOW—
Patricia Peardon who appears in
"Orphans of Divorce."



YOU AT WAKR



Naturally, "Easy Aces."



Ray Johnson peers into "The Inner Sanctum."



ABOVE—
Frances Carlon, of "Thunder Over Paradise."



LEFT—
Grand Central Station.



LEFT—
Elementary, Watson! This is the cast of Sherlock Holmes.



LEFT—
Gang Busters.



RIGHT—
A tense moment in "I Love a Mystery."

WAKR'S STUDIOS

A panoramic view of WAKR's Studio A.



Corner of the WAKR reception room.



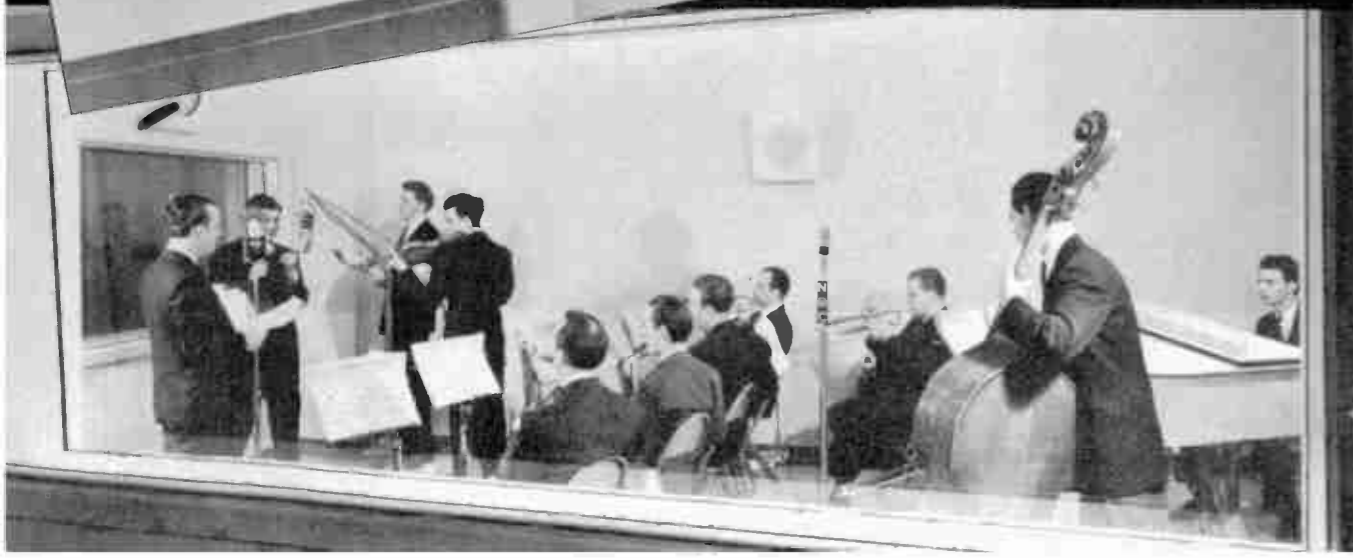
The beautiful, functional office of S. Bernard Berk, president and general manager of WAKR.



A view of the WAKR corridor leading to Studio C.



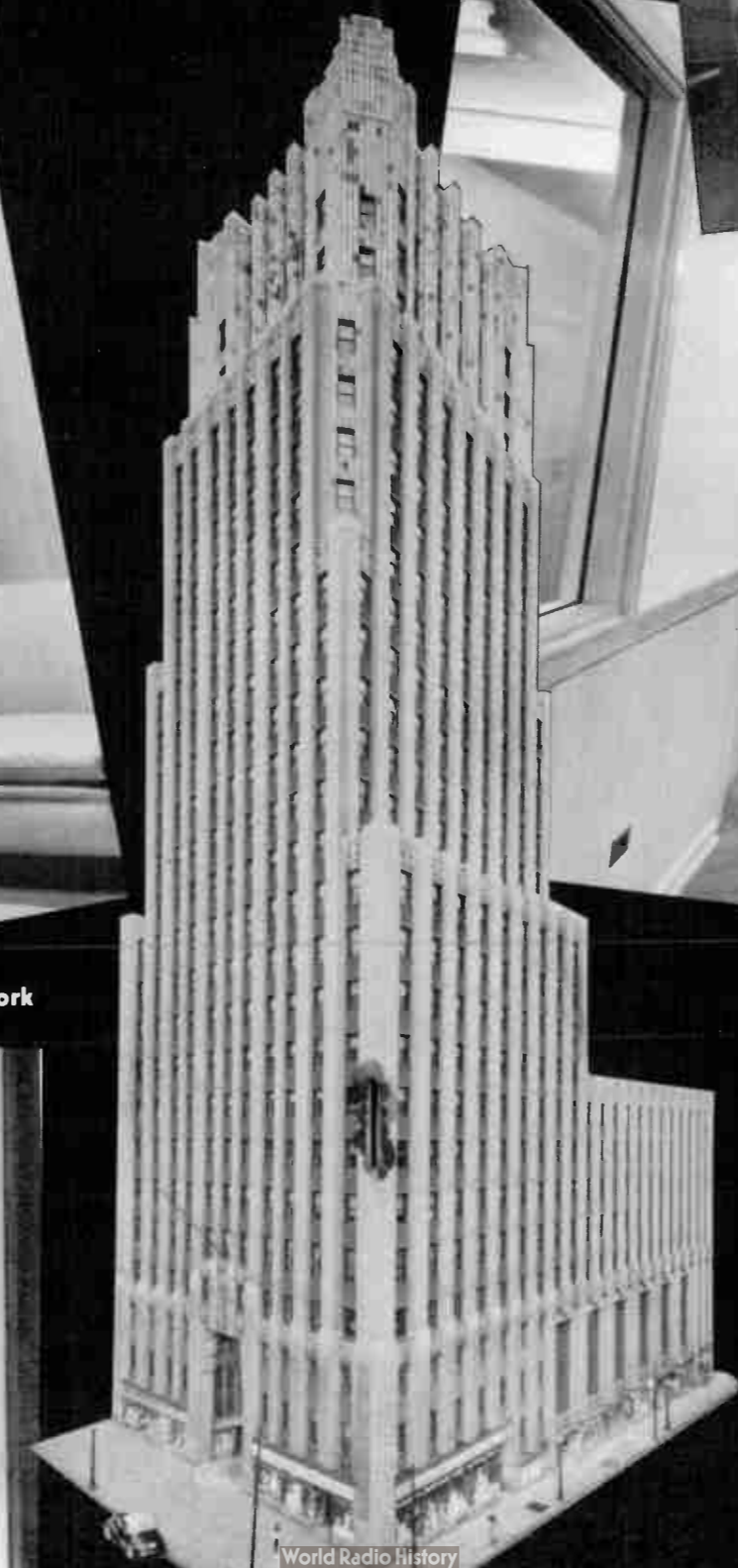
An orchestra at work in Studio B.



This strictly feminine sanctum is where educational programs are mapped and where Mrs. Viola Berk, secretary-treasurer of WAKR holds forth.



The First Central Tower, home of WAKR.



WILLIAM EGAN

Many-sided is the WAKR position of **WILLIAM EGAN**, for he is News Editor, Continuity Editor, Promotion Manager and can take his turn at the microphone if the occasion demands. Illinois-born Bill absorbed a thorough newspaper training after his Akron University education. From four years on the New York American and the New York World-Telegram he returned to Akron as a political campaign manager, from which he came to WAKR in January, 1941.



MARGUERITE PETRAN

Traffic Manager **MARGUERITE PETRAN** waded in the pools of advertising, newspaper reporting, radio columnning, and public relations before WAKR opened with a place for her. Among her present responsibilities is to schedule the proper program, from the right studio or network, so that it flows smoothly into WAKR channels at the correct time. She also doubles in publicity. Marguerite is single, has red hair, autumn brown eyes, and a cat that drinks Scotch out of a saucer.





KENNETH M. KEEGAN

KENNETH M. KEEGAN, commercial manager of WAKR, is more proof of the fact that a smart business man need have no previous experience in radio to make a success of it as a career. Mr. Keegan came to WAKR after a long record as a newspaper advertising executive. It is no secret why WAKR operated in the black from the time of its inception, and the credit must go to the dynamic and aggressive Keegan personality. Like many successful men, Mr. Keegan is a champion worrier. He is never satisfied with the status quo. That is why business at WAKR gets better by the day.



DEANE LONG

As head of the WAKR program department (Program-Production Manager), **DEANE LONG** becomes a composite announcer-writer - director - producer - planner and occasionally manages to find time to eat, also. Originally active in the technical side of radio, having been graduated from the National Radio Institute in Washington, D. C., Deane turned to announcing in 1932, became manager of a station in Maryland and joined WAKR when it opened in October, 1940.



WAKR'S SALES REPRESENTATIVES

The link between WAKR and the local and national programs you hear is provided by the sales group on this page, directed by Commercial Manager Kenneth Keegan (see preceding page). Left to right, they are Bill Jones, William Weiler, Garnet Dunkle and Arthur Kohtz.





JEANICE UHRICH

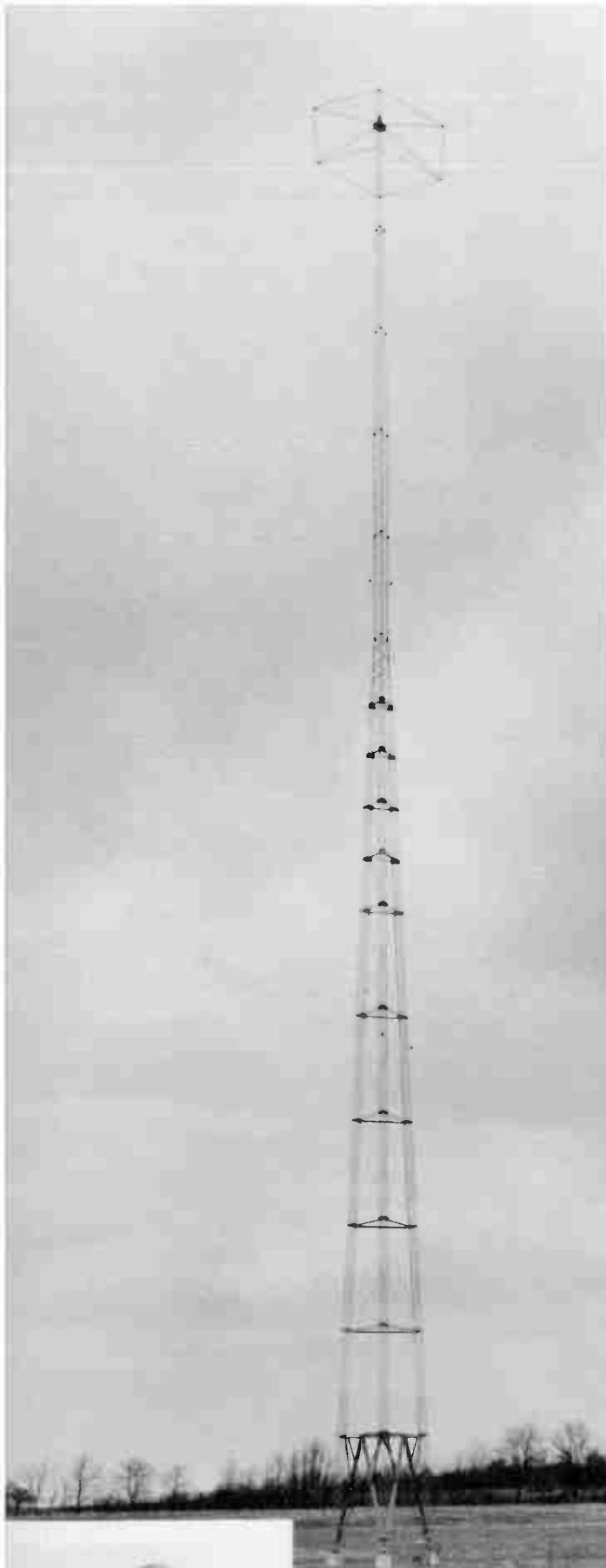
Receptionist **JEANICE UHRICH**, came to Akron from Los Angeles, where she did both radio and television work. She is a WAKR beauty.



OTHA FISHER

Three years with S. Bernard Berk in his law office, **OTHA FISHER** was appointed Mr. Berk's secretary at WAKR and the station's book-keeper.





Chief Engineer Don Dayton, shown at WAKR's control console, hobbied in radio as far back as 1915, won his first long pants in the field through radio construction and has worn out that pair and many others since 1921 in radio service, planning and commercial operation. During World War I Don was assigned to the Army Signal Corps. He became WAKR's chief engineer when the station started.



Transcription processes are vital to radio. Shown here preparing one at the record-cutting table is Engineer **CHIC ROBERTS**.

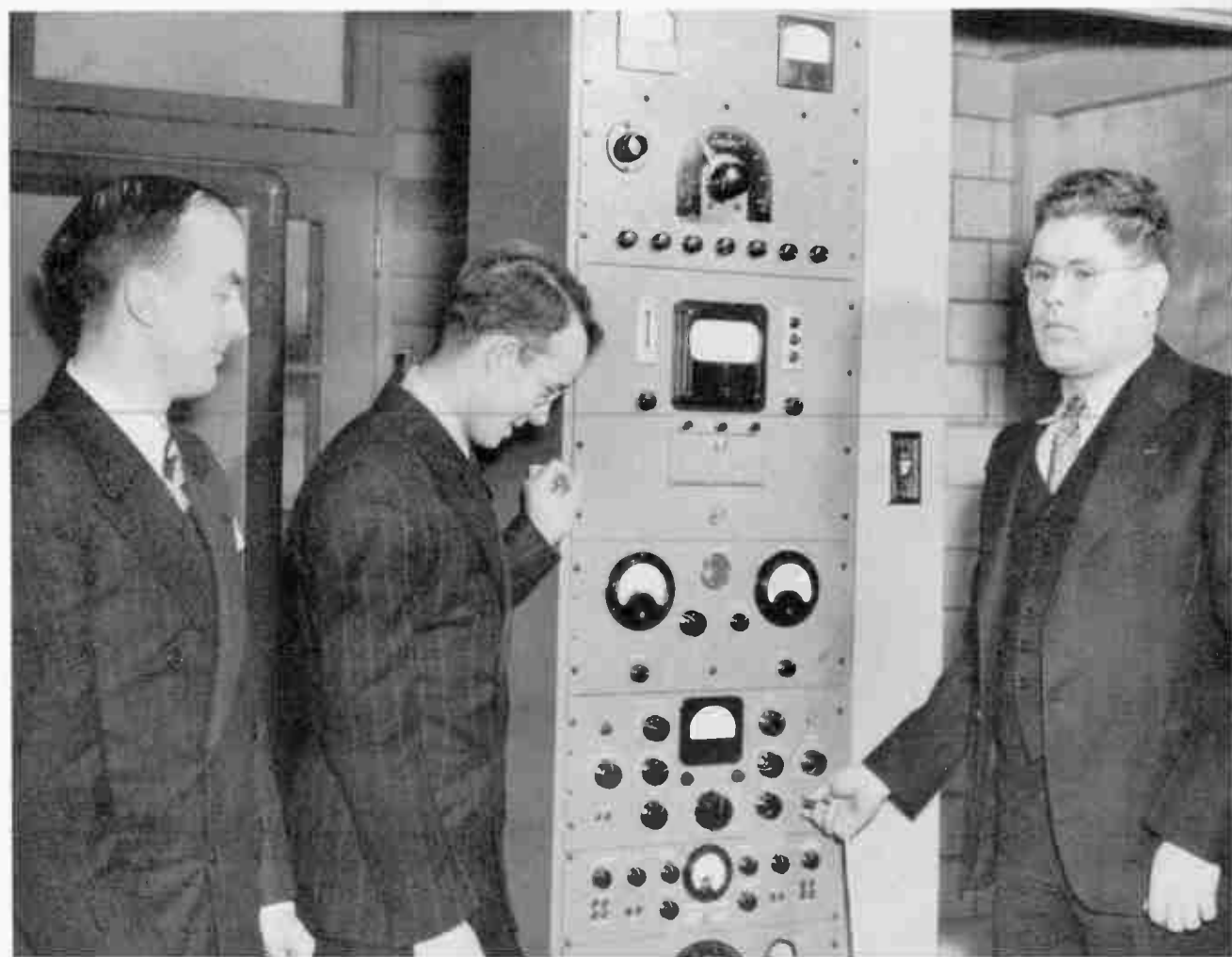
ENGINEERS



WAKR's Control Engineers, left to right, John Redmond, George Paul and Chief Control Engineer Robert Babcox, who is also chief construction engineer and second man of the WAKR technical staff.



Chief Engineer Dayton at the transmitter. With him are Andrew Smith, left, and Lowell Leist, right, whose job it is to see that WAKR always has a clear, sharp signal.





MILTON CROSS,

We of WAKR feel so kindly disposed toward **MILTON CROSS**, NBC's famous announcer, that we have reserved for him a place of honor in our WAKR album. Mr. Cross made a special trip to Akron to help us open the station. His voice is as familiar to listeners as the name of the Blue Network over which he speaks.



MARSHALL JONES

Smiling **MARSHALL JONES** is a newcomer to the WAKR staff of entertainers, but he certainly is no newcomer to radio. For more than ten years Marshall has been heard over Akron, Cleveland and other radio stations with his familiar guitar and singing hill-billy ballads.



SERIOUS MUSIC



Arturo Toscanini.

One of the most promising young stars on the Metropolitan Opera Broadcasts which are heard during the season over WAKR and the NBC Blue network is Rise Stevens, soprano.



The Southernaires.



Primrose Strings.

Walter Damrosch, conducting the Music Appreciation Hour.



World Radio History



Zinka Milanov, soprano, and Jussi Bjoerling, tenor, who are also heard on the opera broadcasts.





The Moylan Sisters are heard each Sunday afternoon.



Clark Dennis.

VARIETY MUSIC FROM WAKR



LEFT—
Orrin Tucker and
Bonnie Baker
need no intro-
duction to
WAKR fans.



RIGHT—
Dance Instructor
TED MEREDITH (right)
and Announcer
GORDON SMITH, add
timing talk to
the tuneful
"Rhythms by
Meredith" pro-
gram.



LEFT—
Olivio Santoro,
youthful hillbilly
singer, is heard
each Sunday
afternoon.



RIGHT—
Organist Fred
Arnold plays
bright morning
and evening
tunes for WAKR
listeners.



The Ranch Boys add the experience of real wild west experience to their prairie songs.



From downtown Akron restaurants WAKR broadcasts dance music by various orchestras. Shown here is Al Arter's band.



THE BREAKFAST CLUB

Here are some of the performers who brighten up your mornings on the Breakfast Club Show. Featured singers Nancy Martin and Evalyn Lynne are shown in circled insets. The cup, the newspaper, and the cigaret have to do with breakfast—you know. Below, if you'll allow us one pun, are the toasts, chief among them Don McNeil.



CLUB MATINEE



Ransom Sherman, Garry's rival on the Club Matinee, wagers a few "toad hides" that he's the better m.c.



Garry Morfit, who is Garry Moore of the Club Matinee, is trying to remember, with the help of Nancy Martin.



No wonder it's "Your Happy Birthday." Look here, left to right, Janice Gilbert, Helen O'Connell, and Mary Small.

A rehearsal of "Coast-to-Coast-on-a-Bus."

WAKR VARIETY ENTERTAINMENT

Ted Malone, the beloved reader.

A scene at the Town Meeting of the Air.

Dr. Harry Hagen, the "True or False" maestro.





Betty Randall, vocalist, for NBC-WAKR.



Jerry McKiernan peers from behind the eight ball every afternoon for the request review.



Lily Pons with Mrs. John De Witt Peltz, on the "I Am an American" show.



"Spin and Win."





A NOTE:

This book was designed and edited by William Egan, of WAKR, and Hal Hubert, of N.R.P.I. Photographs were by the Charles Mayer Studios.



WAKR

300-15

Agency Representative
International Radio Sales
New York, Chicago, San Francisco