

## 25th ANNIVERSARY

In commemoration of this event we present the WBNS Radio Album. With it go sincere thanks to our listeners and sponsors who have made possible the Silver Anniversary.

We present a look at the past, a resume of the present, and a promise for the future.



Under the call letters, **WCAH**, the station was established in 1924 by Mr. C. A. **Entrekin** in his electrical shop on W. 10th Ave. The station went on the air with only **15 watts of power**.

A picture of the antenna towers and transmitter building on Richter Rd., used by **WCAH**, in 1930.

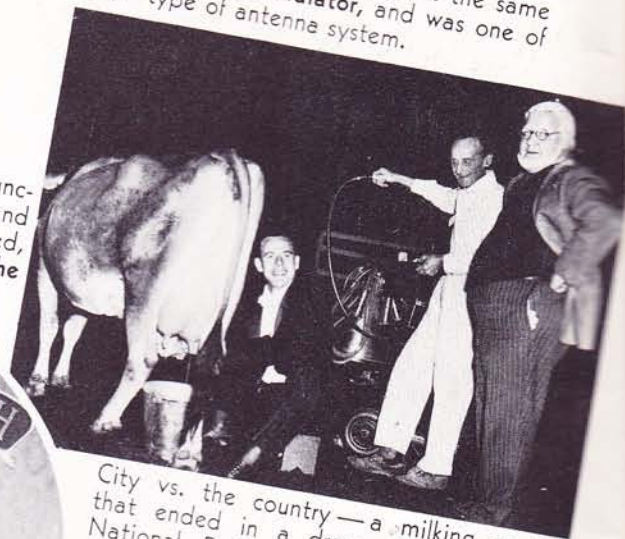


The studios of **WBNS** were moved to 33 N. High, following the change in call letters in 1933 from **WCAH** to **WBNS**, and a boost in power to **5000 watts day, 1000 watts, night**. Then as now, the studios incorporated the latest acoustical treatment. At the same time **WBNS** erected a **379 foot vertical radiator**, and was one of the pioneers in using this new type of antenna system.



First network broadcast of **WBNS**, then **WCAH**, was at the time of the **Harding Memorial Dedication** in Marion, Ohio. **Ex-President Herbert Hoover** was the principal speaker at the Dedication. This also marked the first network broadcast for **Russell Canter**, veteran station announcer.

**Russell Canter** joined the announcing staff of the station in 1930, and in the 19 years that have followed, has come to be known as "**the voice of WBNS**".



City vs. the country—a milking contest that ended in a draw—staged at the **National Dairy Show** between the late **Johnnie Neblett** and **Joe Ferte** as **Uncle Ezra Martin**. A top sportscaster, **Johnnie Neblett** was loved by all. Death in an airplane crash in 1946 ended his brilliant career which was launched with a **WBNS** microphone. **Uncle Ezra Martin** and his folks from "**pleasant valley**", was station's top program.



Reorganized by the **Commercial Radio Service Company**, with a power increase to **500 watts**, **WCAH** broadcast on **1230 kilocycles**. Studios were constructed on the 13th floor of the **Fort Hayes Hotel**, and with a staff of five people, the station began operating **four hours daily**, two hours at noon and two hours in the evening.



**Russ Canter**, along with **Edna Ward**, accordionist, and **Betty Cannon**, pianist, formed a trio that gave one of the first commercial broadcasts on **WCAH**, under the sponsorship of the **William P. Zinn Real Estate Company**.



*Compliments of*

**ACME LAUNDRY & DRY CLG., CO.,**  
454 E. MAIN ST.  
COLUMBUS 15, OHIO

# 25 Years.

In 1937 the Ohio River flood gave WBNS an opportunity to establish the value of short-wave pickup transmitters in performing a public service. More than 20 two-way broadcasts were handled between the station and the stricken area in cooperation with state officials and the Red Cross.



## Your Radio Station WBNS

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.

## Our 25th Anniversary

"To see where we are going is the only reason to look back". . . . .  
Being 25 years old, we can only get excited because this is a challenge to the future. We are a lot more excited about the future than we are the past.

We don't believe there is such a thing as a typical listener, for every day we find that WBNS is a lot of things to many people, serving as a dependable arm of service to the central Ohio community. Its entertainment, news, a recipe, sports, a lost dog, an informative voice on matters of importance to the art of daily living—a platform for the free discussion of the problems of the community and the nation.

We sincerely strive to make it all of this, and more. There is a friendly family feeling about WBNS and a certain loyalty to the station from WBNS listeners—a loyalty of which we are very jealous, and which we intend to continue to merit.

*Richard G. Borel*



CITY OF COLUMBUS  
POLICE SAFETY

Synonymous with the call letters WBNS, is the name Jim Cooper. A man who owns not only an enviable mark in radio but in community activities as well. Highlighting his many achievements have been his one-man sale of \$12,000,000 in war bonds, his safety activities with children in Columbus, and work with local charitable organizations.

Many will remember the home demonstration studio on S. High Street across from Lazarus. Broadcasts originated from the model kitchen under the direction of Ella Mae Ives. Women's organizations used this studio for their meetings following the homemaker club broadcasts.



Dorothy Stevens Humphreys celebrates her 25th anniversary in radio with WBNS. Her first broadcast on the air was with the Entrekins, and she has consistently been one of the station's outstanding stars.



The WBNS "Country Store" which toured central Ohio on behalf of the 7th War Loan Drive, typifies the station's all-out cooperation in the war effort. The station broke record after record in recruiting, salvage, war bond sales and home service.

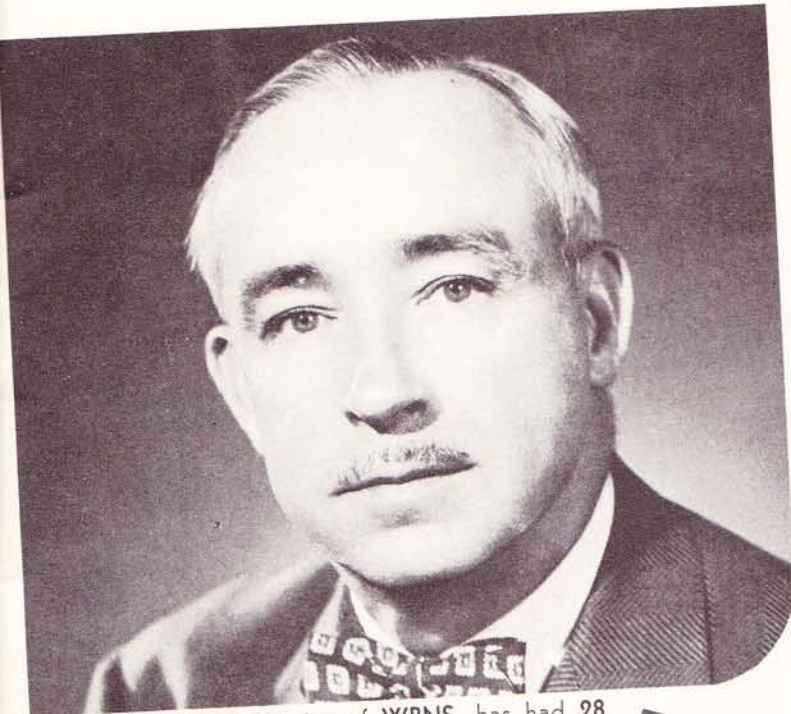
# THE MANAGER



Coming to WBNS in 1933, Richard "Dick" Borel rapidly rose from the position of Business Manager to that of **Station Manager**. From 1942 to 1946 Dick took time out to serve in the Army Service Forces where he again displayed his ability to "go places" by rising in rank from 1st Lieutenant to that of Lt. Colonel. He feels those war years gave him a new perspective on radio. This he enthusiastically put into practical effect upon returning to the station. During his years with WBNS Dick has seen the staff increase from 13 to 84, a sister **F-M station added** and plans for **television** broadcasts about to become a

reality. Dick attended Ohio State University, College of Commerce, where he was a member of several honorary societies including Phi Beta Kappa. After college he began his actual business career with a position in the credit department of the Ohio National Bank. Not only is Dick a devotee of dramatics but he is a versatile musician, special emphasis on the trumpet. He also likes to harmonize in barbershop quartets . . . and in addition to all the above he still finds time for active participation in the civic affairs of Columbus.

# SALES



W. I. Orr, Sales Director of WBNS, has had 28 years experience in the newspaper and radio advertising field, 18 of which have been with WBNS.



Shortly after graduation from Ohio State University, Robert "Bob" Thomas joined the staff of WBNS, becoming its National Sales Manager in 1939.



After leaving the U. S. Cavalry in World War I, Don Burrows tried several jobs before entering the radio advertising field. Of the 28 years that Don has since spent in radio, 21 have been chalked up in the WBNS advertising department.



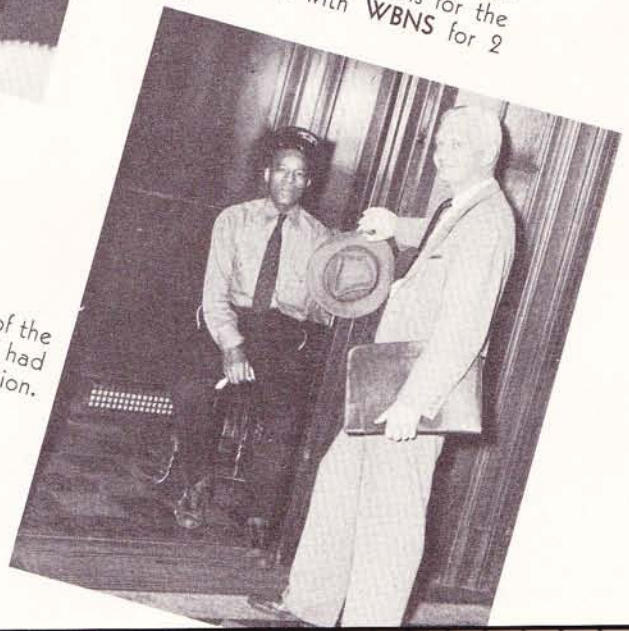
Helen Bittermann of the WBNS Sales Dept. is having a cup of coffee with one of the station's clients, Bill Hopkins, Public Relations Counsel for The Greenfield Mills Restaurant Company.



Margaret McCabe has been connected with radio stations for the past six years; with WBNS for 2 years.



Howard Miller, the neophyte of the WBNS Sales Department, has had 2 years experience with the station.



Clarence Wanke started as an office boy for the Cleveland Press in 1912. He later joined the Cleveland Plain Dealer as an advertising solicitor. He came to the Columbus Citizen in 1928 and stayed with that firm until joining WBNS in 1936.

# PROGRAM DEPT.

Merit through music — is the way **Geer Parkinson** attained his present position as **program director** for WBNS. Upon completion of his high school work, Geer went to Chicago to study at the American Conservatory of Music. Returning to Columbus he was made staff organist for a chain of local theatres. It was in 1932, while attending Ohio State University, that Geer first became associated with WBNS.



A talented musician, and director of the WBNS staff orchestra, brought **Paul E. "Snook" Neal** to his present position as the station's **musical director**. A native of California, Snook started his career as an "Indian" in silent movies, with such notables as **Tom Mix** and **Hoot Gibson**.



**Dick Heine**, director-arranger of the WBNS staff orchestra, practices what he preaches in advocating that "to make an orchestra outstanding, the leader must write his own special arrangements of popular and semi-classical musical numbers".



**Chuck Cady**, librarian for WBNS, is also working on his B.A. degree at Ohio State University. Despite carrying two full-time jobs, Chuck finds time to keep the **WBNS Record Library** up-to-date, plus other program department duties, and even subbing at times in the continuity department.



"Check it with Jane" — is the program dept's most catching phrase, for **Jane Flower** is the competent "girl Friday" for this dept.



**Chet Long**, Continuity Director for WBNS has had a varied and colorful career . . . Juvenile lead in small stock companies — organized own band — studied classical music — radio work — Radio Director for Fifth Joint Service Command during World War II — in 1945 joined the staff of WBNS.



**Parke Blanton**, as a member of the WBNS Continuity Dept., has been associated with the station since 1938. Except for the war years, spent in the U. S. Army, Park has specialized in writing WBNS copy and continuity. An avid sports enthusiast, Parke also writes and directs a weekly **high school sports review** heard over WBNS.

# ANNOUNCERS

Here shown in a moment of relaxation are WBNS announcers: (L to R) Russ Canter, Irwin Johnson, Bill Corley and Marty DeVictor. This picture was taken in the club rooms of the Columbus Country Club where the station gave complete coverage on the Columbus Invitational Golf Tournament.



Russ Canter, Chief Announcer at WBNS, has been with this station and its predecessor WCAH since 1930. During this time he has been identified with many of the station's leading programs.



Another of WBNS's popular announcers is Marty DeVictor who has been with the station four years. He has been identified with several disc jockey shows and is well known for his "Marty's Party."



Bill Corley has chalked up eight years with WBNS. He is best known to this area for his announcing of special events and his "Uncle Bill" and "Learn To Swim" broadcasts.



Don Smith, while a comparative new comer to the announcing staff of WBNS, is rapidly gaining in listener popularity. Don is also heard on "Favorite Story."

Robert A. Wagner, a native of Lima, Ohio, has ben with WBNS for the past four years. Before coming to this station Bob was affiliated with WLOK, Lima, Ohio and WJHL, Johnson City, Tenn. In addition to his regular announcing duties he is well known for his special "News by Wagner."

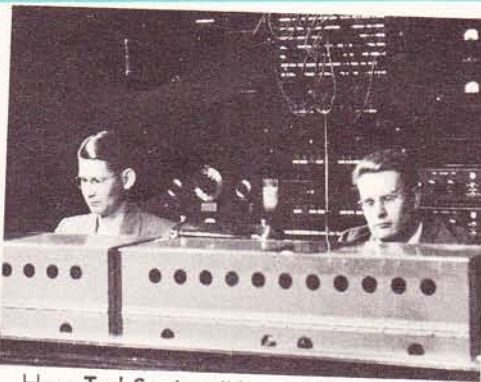


Formerly a professional musician and singer, WBNS staff announcer Joe Dobbins has had wide experience in the field of radio. He has been affiliated with Stations KFWB, Hollywood; WFAA, Dallas, and WIZE, Springfield, Ohio.

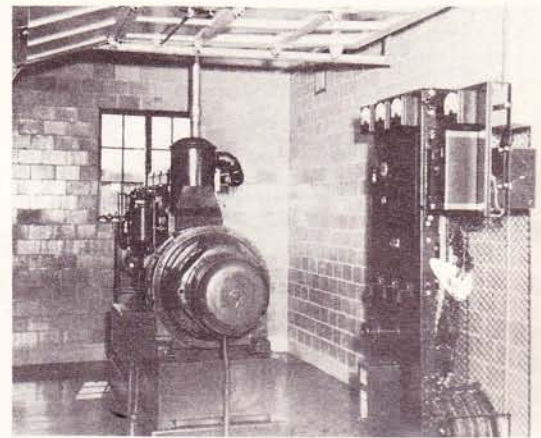




Studio and Transmitter Engineer Charles Beard, shown at the Studio E console, is a major in engineering at OSU.



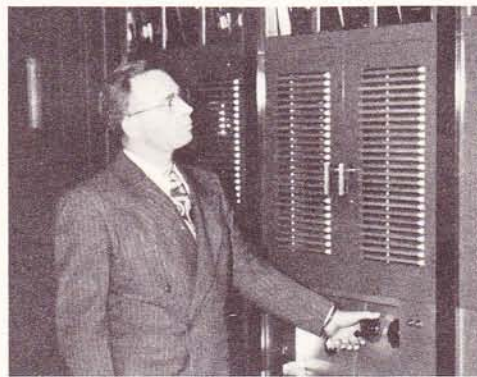
Here Ted Squires (L) and "Windy" Winchester, studio engineers, are at the consoles in the Main Control Room.



The diesel driven generator supplying electrical power for emergency operation at the transmitter.



Walter Apel (L) and John Horch, studio engineers, at the sound effects machine.



Transmitter engineer, Herbert Mills, operating the WBNS transmitter.



Shown in the Studio's Main Control Room are studio engineers Clyde Buchanan (L) and Ervin Taylor.



Studio and transmitter engineer Russ Adams at the Jack Panel in Studio E.



"Sherm" Bell, a studio engineer, at the Main Control Room Console.



Maintenance Engineer Bob Schrader in the recording room.



Studio engineer Lawrence Meek—a comparative newcomer to WBNS—at the Studio E Control Room Console.



Adding the feminine touch to the engineering office are Juanita Slyh, secretary, and her assistant Ellen Parr (L). These girls are responsible for taking care of the engineering files, correspondence, mimeographing etc.



George Anthony—a transmitter engineer. George is another WBNS technician whose hobby is amateur radio. His call is W8UZ.



# ENGINEERS



**Studio Engineer Clarence Schairbaum** shown in recording room. Clarence is a devotee of sports — especially bowling — in his off-duty hours.



**WBNS Chief Engineer Lester H. Nafzger** is a "twenty year man," having started in broadcast engineering way back in 1929. One year later he came to WCAH — the predecessor of WBNS. Les has had a major responsibility in helping to develop WBNS into one of the nation's leading stations. He is in charge of all of the station's technical facilities as well as those of its sister F-M station **WELD**. He is busy now with plans for the new WBNS broadcast and television center which is under construction.



**Harlow Lucas, studio engineer,** measuring performance of an amplifier in the **Test and Measurement Room** at WBNS. Harlow — an ardent amateur operator — (W8CQ).



**Transmitter engineer John R. Dildine** at the 1000 watt auxiliary WBNS transmitter.



**Transmitter engineers, Harold Nafzger (L) and Bill Orr,** are checking facilities and circuits in the audio equipment room at the transmitter.



**Melvin Matthews — transmitter engineer —** is shown at the controls of the main transmitter. Melvin's hobby is wood working.



**Transmitter engineers, Conrad Fritschel (L) and Kenneth Myers** discussing the characteristics of a transmitting tube.



**The WBNS Transmitter Building** located at 1035 Barnett Road on the east side of Columbus. It houses all of the station's transmitting facilities. Not only is its equipment complete and modern but it is pleasing to the eye with its walls of knotty

pine, its air-conditioning, fluorescent lighting and modernistic furniture. The main vertical radiator — the base of which may be seen back of the building — is **382 feet high** and was one of the first of this type in the country.

# BUSINESS AND ADMINISTRATION



With 15 years of experience in the WBNS business office, cashier **Naomi Burrows** knows the practical side of radio from top to bottom. She can also claim to know the talent side, having been vocalist and accordionist with the staff orchestra during her first years at the station.



**George Borel** interrupted 8 years of WBNS service for the U. S. Army during World War II. As comptroller in the business office, George has charge of tax return preparation, and other business transactions. As if all the facts and figures with which he works all day are not enough, George is an **enthusiastic follower of sports**, and watches with interest the scores of all major football, baseball and other games.



**Jacki Nicholson's** chief concern at WBNS is public service programs — working with **Irwin A. Johnson** in that capacity, Jacki conducts interviews for such programs as "John Doe Jr.," as well as editing scripts for the public service features "How's The Patient" and "Voice of the Church".



**Audrey Corley**, the WBNS "southern belle" who hails from Chattanooga, Tenn., came to the station three years ago when husband **Bill**, WBNS announcer, returned from the service. Audrey has the position of **bookkeeper**, having previously held a similar position in a Chattanooga Dept. Store, prior to her marriage.



Newest member of the WBNS staff **Mary Ann Hardmann**, is **secretary** to the station's manager, **R. A. Borel**. A 1948 graduate of Miami University, Oxford, O., Mary Ann keeps the correspondence rolling as well as checking available spots on the program log for potential time buyers.

# PROMOTION



Tad Reeves, who more formally signs his name, Jerome R. Reeves, is the "idea man" for WBNS. Holding one of the first radio degrees given by Ohio State University, he has been associated with the station since 1934. Upon his graduation Tad assumed responsibility of all promotion for WBNS, concentrating on creating ideas and ways of selling the station. Tangible evidence of his success in putting WBNS "out front" nationally is shown in the many Award Plaques which line his office walls.



Three years ago Barbara Haddox turned her back on life as a news reporter for a local newspaper and ventured into the field of promotion at WBNS. Working with Tad Reeves in the Promotion Department, Barbara now serves as liaison between the station and trade magazines and newspapers in promoting WBNS.



Surrounded by photographs and copy for the 1949 WBNS Album are Charley Morrison (left) of American Radio Publications, and Tad Reeves (right), co-editors of the book.



Good first impressions are lasting — that's why WBNS has Maxine Johnson at the Reception Desk to meet and greet potential clients and listeners. Maxine's gracious, helpful personality has been a part of WBNS for more than 3 years.



Bob Wood, who adopted the name "Woodie" when he came to WBNS two years ago, keeps the wheels running more smoothly around the station by checking the mail and seeing to it that the WBNS personnel always has the needed working materials at hand.

That friendly voice heard from 6 to 10 P.M. each evening at the WBNS switchboard belongs to Pete Blanton, night receptionist and switchboard operator. Pete has been with the station for two years, coupling his duties at WBNS with a full schedule of studies at Ohio State University.



# NEWS

The WBNS Newsroom is not always as crowded as it appears in this picture but a particularly "hot" news story has just broken and the news staff are ripping sheets off the teletype as fast as they come in. Shown are (left to right): Joe Dobbins, Bob Wagner, Chet Long and seated, Bill McKinnon.



Don Smith of the WBNS News Staff is locating the exact site of a central Ohio news story which he is about to air.



Chet Long's Ohio Fuel and Gas Company commentaries weekdays at 7:30 A.M. and 6:00 P.M. are very popular with WBNS listeners. He has the highest Hooperating of any local newscaster.



As a result of his 20 years experience in radio and newspaper work, Bill McKinnon has acquired a concise and accurate style of news presentation which is eagerly awaited by listeners to his "Bill McKinnon and The News" daily at 11:00 P.M.



Featured in a 5-minute news spot on the 5-day-a-week serial, "Wendy Warren & The News", Douglas Edwards is also seen as well as heard, having recently been assigned to early work in the News Section of CBS Television.



Ned Calmer, reporting daily news from the CBS headquarters in New York, serves as coordinator for the early morning "News Roundup" heard Monday through Saturday at 8 A.M.



A veteran of 17 years in the field of news broadcasting, Lowell Thomas gives his own straight, concise news program each Monday through Friday, 6:45 P.M.



Co-Sponsorship with the Union Company of the personal appearance of CBS news analyst Farnsworth Fowle was one of the highlights in the history of WBNS news coverage. Shortly after his return from a tour of Russia, Fowle presented his impressions of our relationship to that country. He is shown here (center) discussing the situation with Chet Long and W. I. Orr.



As chief correspondent for the CBS Washington News Bureau, Eric Sevareid plays an important part in giving brief summaries of the latest spot news, dotted strategically through the CBS program schedule.



John Daly, a member of the CBS analysts and reporters staff out of New York, reports "on-the-spot" special events, in addition to being a regular member of the Sunday show, "You Are There".

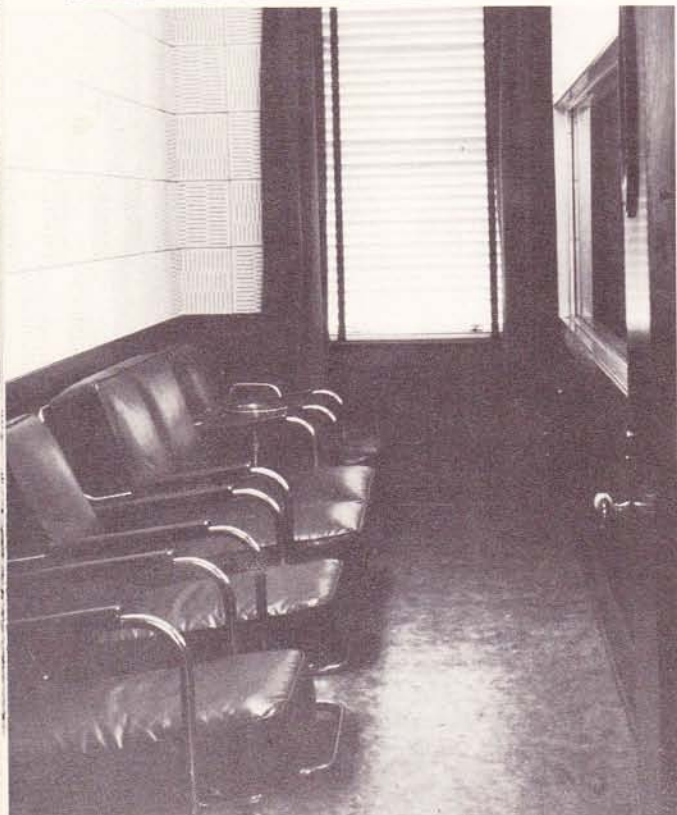


"This Is The News", peace-time followup of the famous phrase, "This Is London", are familiar words to the thousands of listeners to Edward R. Murrow and his daily analysis of the news, heard at 7:45 P.M. Monday through Friday.

# STUDIOS . . . WHERE YOUR BEST RADIO



The visitor entering the WBNS reception room gets a full view of Studio E, one of the station's newest and largest studios, through the huge plate glass window that runs almost the length of the reception foyer. This studio is entirely new and modern in treatment and design. It features polycylindrical walls to afford best acoustics. It is air-conditioned for comfort and is lighted with soft fluorescent lighting effects.



For the exclusive use of sponsors who wish to see their show in rehearsal or on the air WBNS has provided this comfortable and convenient Client's Room looking into large Studio E.

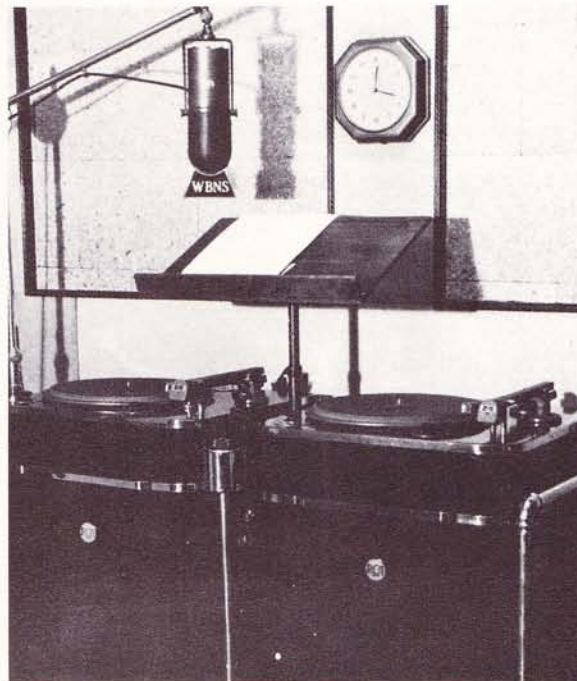


Studio B is a medium sized studio used for piano and vocal groups and is also used frequently as a point of origin for transcriptions or record broadcasts. Such programs as "Bill McKinnon and the News," "The Betty Newton Show," "Sally's Sittin' Room" and "Round Robin Review," are broadcast from Studio B.

# ENTERTAINMENT ORIGINATES

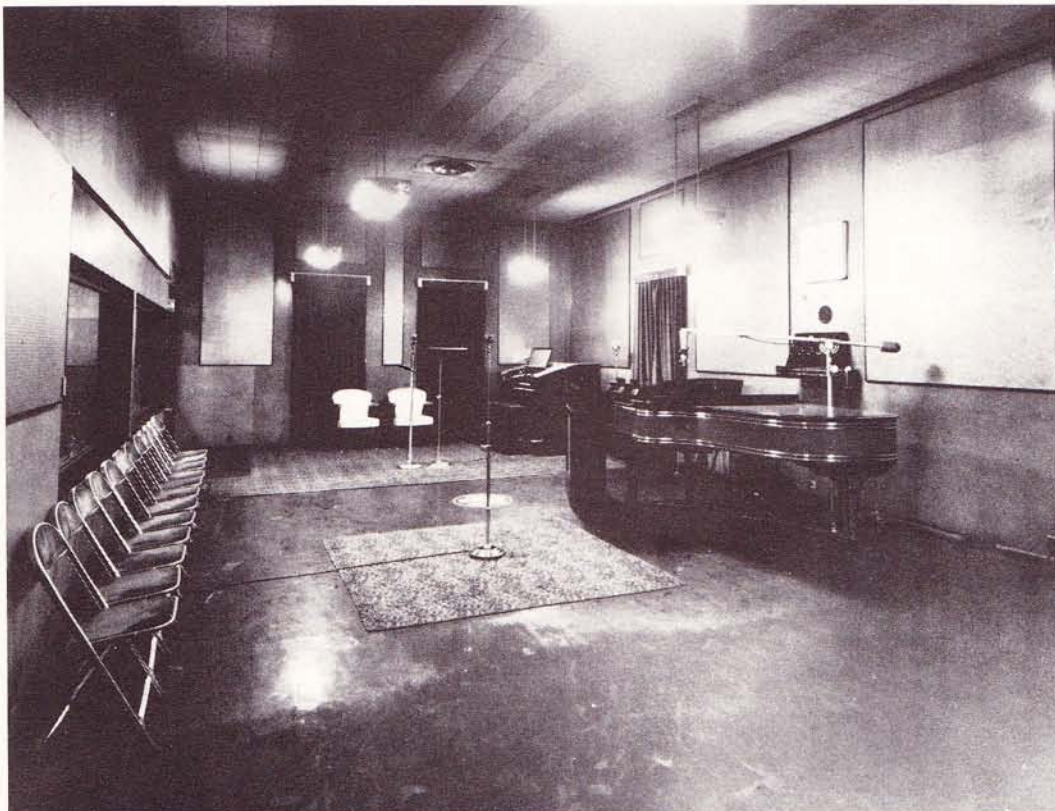


Studio C is a small, informal studio from which most of the station's transcribed programs and station breaks originate. Such well known programs as "Early Worm" and "Marty's Party" are put on here.



WBNS has five down-town studios, two large and three medium sized. No expense has been spared to provide the finest acoustical effects, the last word in comfort, convenience and utility. All feature soft pastel tinting, fluorescent lighting, air-conditioning and suspended floors. Inter-connecting plate glass panes of different thicknesses and enclosing dead air chambers provide effective sound control. Steinway Grand Pianos are standard equipment.

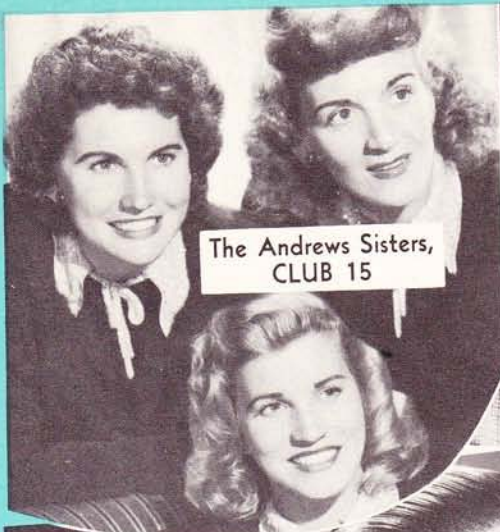
Studio D is used for talk and interview type of programs. It is one of the station's newer studios and was designed to provide a comfortable, informal, homey atmosphere that would tend to put visiting speakers and celebrities at ease. You hear "Chet Long, News," "First National News," the "Wilson Dumble Book Review" and other programs from this studio.



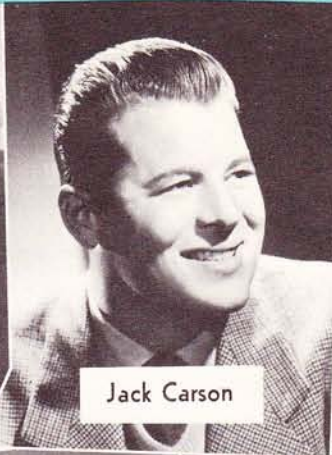
Studio A is WBNS' largest. All programs that include large groups or casts originate here. The studio is tastefully decorated in soft pastels, has fluorescent lighting, air-

conditioning and latest acoustical effects. It includes an elaborate pipe organ with a special housing chamber on the roof of the building with pipes concealed in the ceiling.

# CBS-WBNS . . . THE BIG



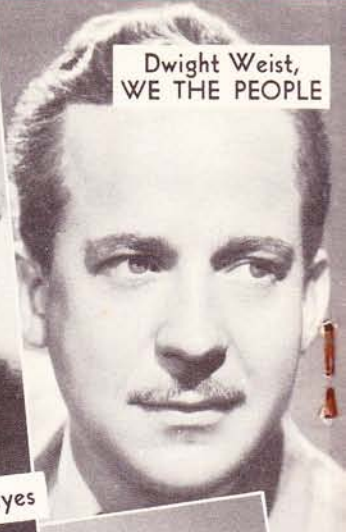
The Andrews Sisters,  
CLUB 15



Jack Carson



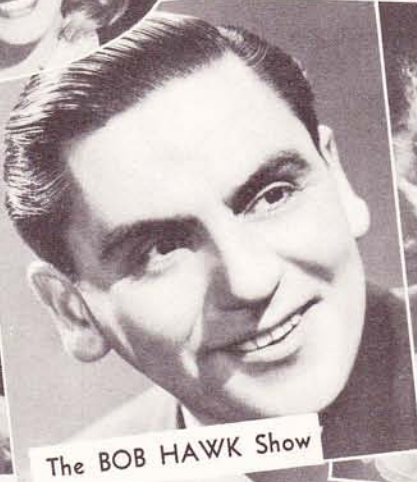
Helen Hayes



Dwight Weist,  
WE THE PEOPLE



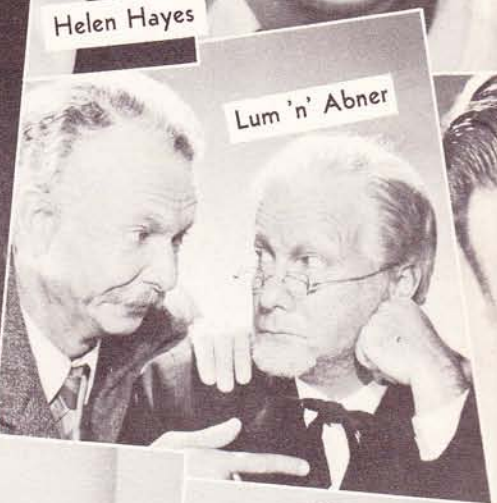
Ma Perkins



The BOB HAWK Show



Marie Wilson,  
MY FRIEND IRMA



Lum 'n' Abner



Hattie McDaniels,  
BEULAH



William Keighley,  
LUX RADIO THEATRE



Mr. Ace & Jane



Tom Howard,  
"IT PAYS TO BE IGNORANT"



Vivian Smolen,  
OUR GAL SUNDAY



Howard Duff,  
THE ADVENTURES OF SAM SPADE



Jean Hersholt,  
DR. CHRISTIAN



Jack Benny



James Melton



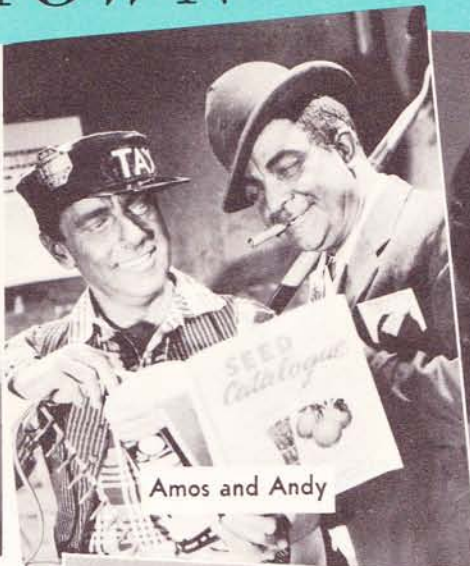
# GEST SHOW IN TOWN



Dorothy Shay



Art Linkletter,  
HOUSE PARTY



Amos and Andy



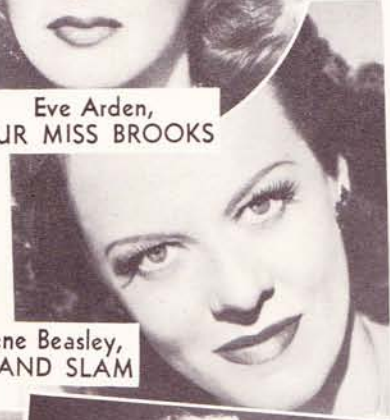
Julie Stevens,  
HELEN TRENT



Arthur Godfrey



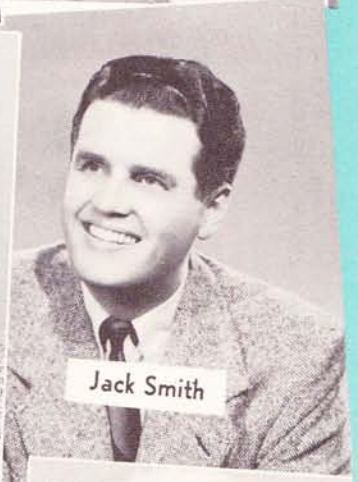
Eve Arden,  
OUR MISS BROOKS



Irene Beasley,  
GRAND SLAM



Ronald Colman,  
FAVORITE STORY



Jack Smith



Bennett Kilpack,  
MR. KEEN



Lucille Ball  
"My Favorite Husband"



Jan Miner, Staats Cotsworth,  
CRIME PHOTOGRAPHER



Jane Froman,  
PAUSE THAT REFRESHES



Mishel Piastro,  
FESTIVAL OF SONG



Barbara Luddy,  
Olan Soule, FIRST NIGHTER



Fletcher Markle,  
FORD THEATRE

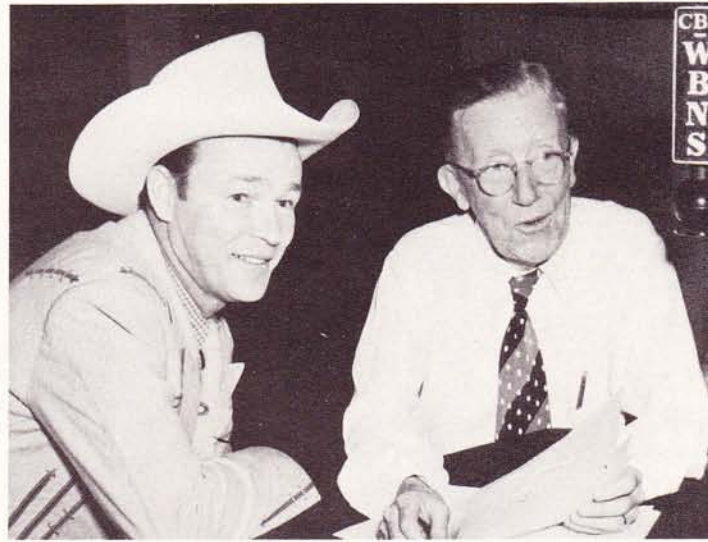


LET'S PRETEND

# CELEBRITY



NOT BORED, just caught in a characteristic pose, is Edward Everett Horton as he was interviewed by his good friend, Fern Sharp on her **ROUND ROBIN REVIEW**.



AS MUCH AT HOME before a microphone as riding the western ranges is Roy Rogers during a chat with Bill McKinnon on the **SHELL DIGEST** show.



GLAMOROUS AUDREY TOTTER poses with special events man Bill Corley during a local appearance on the stage of Loew's Ohio Theatre.



**MIRACLE OF THE BELLS** author, Russell Janney, goes over last minute script changes with Fern Sharp before guest starring on her woman's program.



A BEHIND-THE-SCENES interview with the late John Barton of Tobacco Road fame, is scored by WBNS' Director of Women's Activities, Fern Sharp.



BASEBALL FANS took notice when Lew Riggs, former Columbus Red Birds and Brooklyn Dodger star gave tips on the game to Marty DeVictor during a "Marty's Party" broadcast.

# ALBUM

Screen star **Conrad Nagle**, looking as if he was about to recreate one of his highly dramatic roles, checks a point with WBNS' **Irwin Johnson**.



**James Melton** of the "Harvest of Stars" program makes feminine hearts flutter as he chats informally during a tour of the WBNS studios.



TEA FOR TWO, carrots for one, when the screen's most celebrated horse, **Gallent Bess**, comes to pay **Fern Sharp** a visit in the WBNS studios.



OHIO'S OWN **Louis Bromfield** goes over a few points on soil conservation for **Fern Sharp's Round Robin Review** listeners.



FOOD AND **DUNCAN HINES** — the two just naturally go along, especially when brought together by **Fern Sharp** for the benefit of her many homemaker listeners.



COMPLETE WITH WESTERN SOMBRERO, radio and screen star **Gene Autry** leaves his horse **Champion**, long enough to have a radio interview with **Bill McKinnon**.

# REMEMBER THESE BROADCASTS?



Commander E. P. Rankin (L) and Commander Thomas D. Davies, of the TRUCULENT TURTLE, being interviewed by Bill Corley of WBNS, after the arrival of the record breaking plane at Port Columbus.

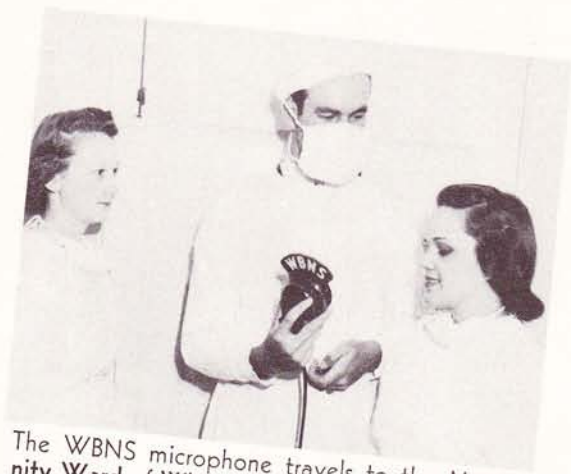
WBNS on the scene with its mobile unit 15 minutes after the first shot was fired in a battle between gangsters and police. Score: 4 killed, 3 wounded. Here witnesses are being interviewed on the spot.



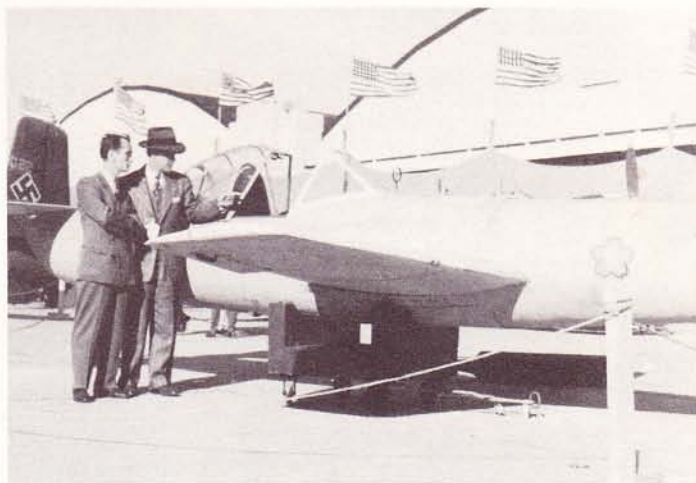
Members of the Columbus Boychoir School singing before an audience of 6,500 people are also heard by thousands more over the "on the spot" microphones of WBNS.



Lt. Gen. Curtis LeMay, now head of the General Strategic Air Command, U. S. Air Forces, being interviewed by Chet Long of WBNS.



The WBNS microphone travels to the Maternity Ward of White Cross Hospital, Columbus. Bill Corley, hiding behind the gauze mask, does the questioning.



Chet Long (right) of WBNS at the Army Air Forces Show at Wright Field, Dayton, wire records a description of the Jap Kama-Kaze "Suicide" plane for station listeners.

# SPORTS



Complete coverage of all the football games played by Ohio State University's Buckeye Eleven, under Coach Wes Fesler's direction, was given by Joe Hill of the WBNS sports department.



Bill McKinnon — "Shell Digest", 6:15 P.M. Monday thru Saturday.



Professional football coverage by WBNS is represented by the Cleveland Browns series. Coached by Ohio's own Paul Brown (right) the games are covered in a colorful play-by-play description by Bob Neal of Station WGAR, Cleveland (left).



For two consecutive years, WBNS sports and special events men have given complete coverage to the Open Invitational Golf Tournament, sponsored by the Zoili-gans. Held at local country clubs, this golf match brings top champions to Columbus. Covering for WBNS are (left to right) Marty DeVictor, Irwin Johnson and Bill Corley, and (standing) Russ



Newest of the WBNS sports programs is High School Huddle, written and directed by Parke Blanton. A weekly discussion of scores, players and techniques the various high school sports, the program features guest participants representing Columbus high schools.



As a salute to Bill McKinnon, dean of Columbus sportsmen, WBNS observes "Bill McKinnon Week", with members of the radio and newspaper profession honoring this veteran in the news and sports fields. Highlights of the 15th anniversary of Bill's radio career was a special salute broadcast held during one of his Monday through Saturday sports programs.



As a special feature in cooperation with the Franklin County Red Cross and the local swimming pools, for the past 3 years WBNS has sponsored a water safety program for youngsters. Touring the various pools, Bill Corley interviews the youngsters by wire recording, with the recording played back on the air weekly.

# THE EARLYWORM



During the annual Columbus Chrysanthemum Show, Irwin Johnson receives a blossom of the "Early Worm Mum", named in his honor, from Columbus Director of Parks, Ray Deitz.

Central Ohio's famous "Cake Lady", Mrs. H. Brinkman of Westerville, Ohio, presents Irwin Johnson with a cake replica of his famous "Early Worm".



Here shown is Irwin Johnson cutting the anniversary cake on the occasion of his 1000th "EarlyWorm" broadcast.



Irwin Johnson, director of Public Relations, at WBNS, better known to thousands of listeners as the "EarlyWorm".



Irwin Johnson carrying out the Lamp-lighter motif of the Christmas Seal sale, as he observes his second consecutive year serving as chairman of the Franklin County Christmas Seal Sale.

## THE EARLYWORM

Take the following constituent parts:

- 2 degrees at Ohio State University
- 1 Phi Beta Kappa key
- 2 diplomas "with honors and distinction"
- 9 years as a college professor
- 3000 EarlyWorm programs
- 100 speaking engagements per year for seven years

Mix them vigorously with a healthy community spirit and fifteen years of broadcasting at WBNS . . . and you have Central Ohio's top disk jockey (winner of Radio and Television Best's award), Irwin A. Johnson. His program, THE EARLY-WORM, is a great favorite with listeners of all ages, and his Hooperatings consistently prove it. His is the record show with a record.



Irwin Johnson discusses "Early Worm" souvenirs with their creator, Richard Hoffman.

And that's not enough? Okay, Irwin Johnson is also Director of Public Relations for WBNS, Chairman of the Community Junior Theatre, member of the Columbus All-Sports Council, Social Chairman of the Columbus Advertising Club, member of the Young Business Men's Club. He has also been Chairman of the Christmas Seal Sale in Franklin County for two consecutive years, guest narrator with the Columbus Philharmonic Orchestra for three years, producer of Columbus Town Meeting, originator and producer of John Doe, Junior (Billboard Award winner), and a worker for the Community Chest, Red Cross, etc., etc. Obviously, Johnson believes that a stations' public relations go far beyond broadcasting, itself.

# SERVING THE COMMUNITY



Arthur M. Sebastian and Dean W. Palmer, members of the Columbus Bar Association, join with Irwin Johnson in "Your Lawyer And You".



Caught in a clowning moment, Izler Solomon, conductor of the Columbus Philharmonic Orchestra, shows Johnson how to concentrate for their performance together of "Peter And The Wolf".



An on-the-spot discussion of a "How's The Patient?" script is given by Dr. Paul S. Ross of the Academy of Medicine. Looking on (r) is Irwin Johnson, producer, and seated at the desk is Nurse MacDonald.



Prof. Wilson Dumble of the English Department of Ohio State University in an off-campus moment as he prepares his weekly book review.

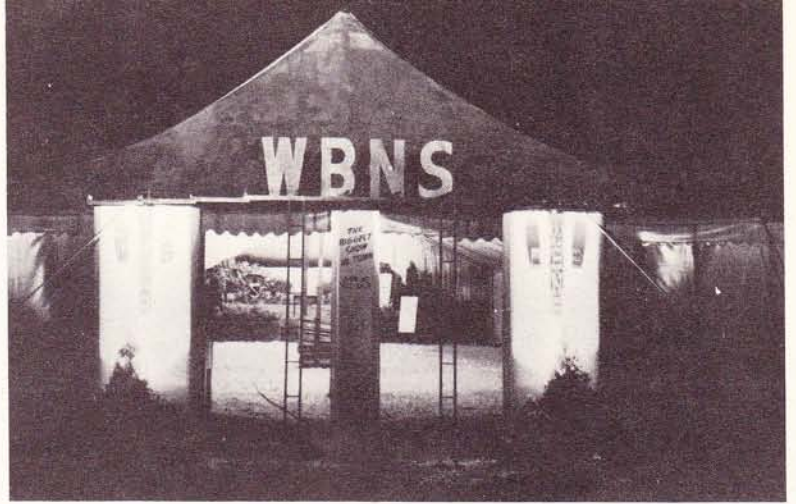


This is what an award winning program looks like as it goes on the air. "John Doe Jr.," now in its third year, has won national acclaim for presenting the high school student as a complete human being.



Lamplighters Choral Group appearing on the "Lighthouse" presented with the co-operation of The Urban League. Left (inset) N. B. Allen, executive secretary of The Columbus Urban League. Right (inset), Melvin Reid, Director of Lamplighters Chorus.

# FARMTIME



Front entrance, showing interior and stage of the WBNS tent studio on the Ohio State Fairgrounds, where WBNS talent gives continuous performances daily during week of Ohio State Fair.



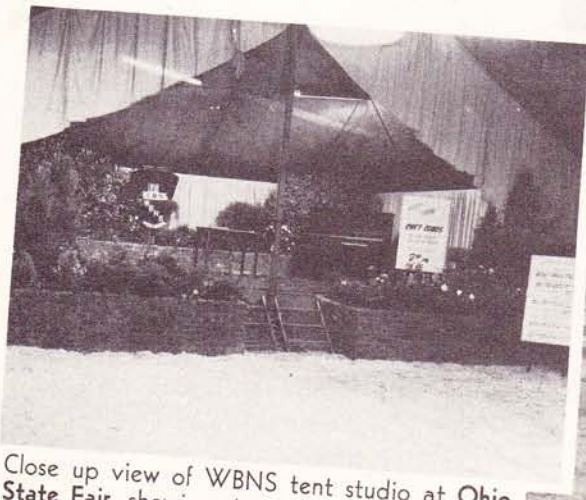
Bill Zipf, WBNS' Farmtime Reporter is a combination dirt farmer, writer, photographer, and agricultural newscaster—all wrapped up in one chunky package, willing and ready day and night to help the farmer with his troubles; to duly recognize the farmer in triumph. His "Farmtime" show is a daily noon-time feature of WBNS.



An annual WBNS Farmtime Scholarship is presented alternately to an Ohio Future Farmer of America member or a 4-H Club Junior Leader during Ohio State Fair week. Rose Zella Kramer, first 4-H Club member to receive the Scholarship, looks on as Bill Zipf presents scholarship to Darl Dean, an FFA member.



A WBNS giveaway at recent Ohio State Fair was a paper sun bonnet, worn here by model Patti Teachnor.



Close up view of WBNS tent studio at Ohio State Fair, showing stage where 8 shows were given daily during Fair Week. These shows featured well known WBNS personalities.



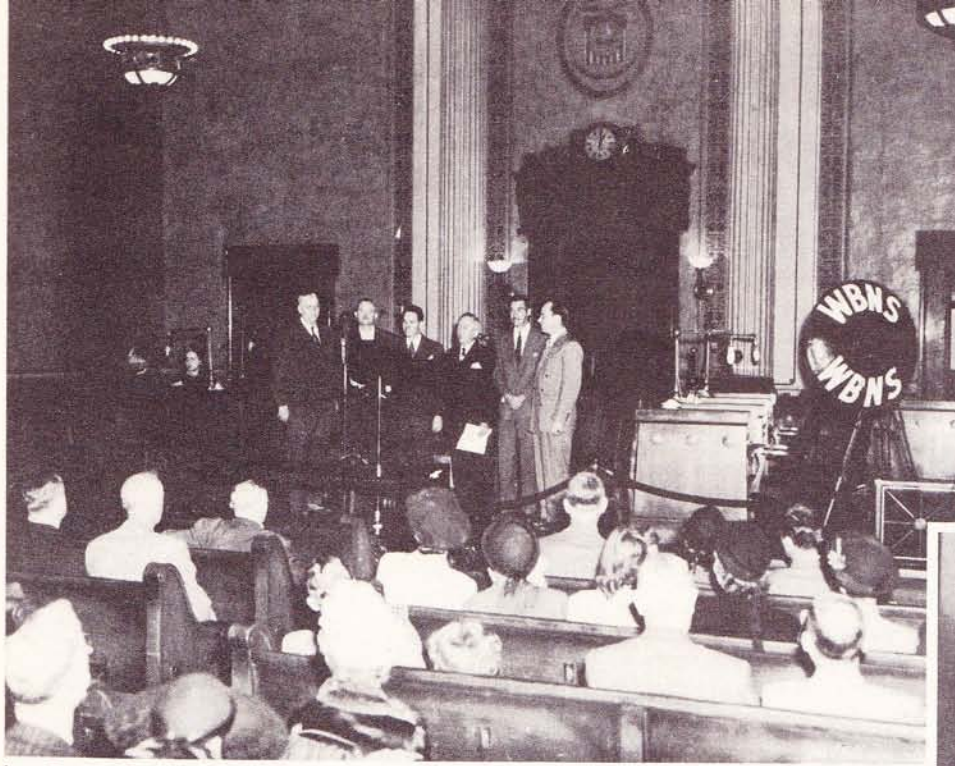
The one man in central Ohio who digs farm news out of the ground and imparts to all his widespread knowledge and many findings on versatile agricultural subject is WBNS' Farmtime Reporter Bill Zipf, shown here at right as he discusses a current problem with two listeners.



WBNS staff orchestra, under saxophonist Dick Heine's direction, is a popular part of the Station's activities at the Ohio State Fair. Complete with checked shirts and dungarees, the boys provide plenty of "rural rhythm" for WBNS tent studio visitors.



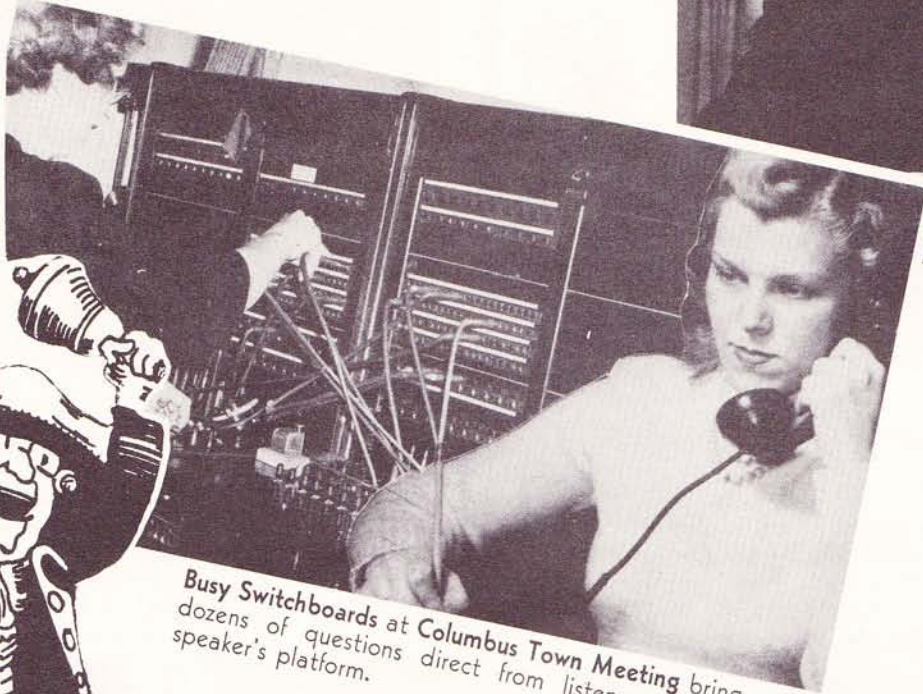
**COLUMBUS TOWN MEETING**, presenting a panel of speakers and a question period each Sunday from 1:00 to 2:00 P.M. started its second decade of service this fall. Nowhere else in America are radio speakers so vulnerable for the listeners talk-back, right while each speaker is on the air. Listeners phone in their questions, stenographers jot them down and Boy Scouts rush them to the platform all within a matter of seconds. Meanwhile, out front, those in the studio audience also impatient to fire questions in the audience microphone, try to catch the moderator's eye.



**Columbus Town Meeting** — a community enterprise — is a public service feature of WBNS. Meeting each Sunday in the Council Chambers of City Hall, **Columbus Town Meeting** presents outstanding speakers of national reputation, who discuss current problems of local, state, national and international interest.



**GRACE HARE FRYE**, who helped in the founding of **COLUMBUS TOWN MEETING** has been its **Executive Director** since it went on the air.



*Busy Switchboards at Columbus Town Meeting bring dozens of questions direct from listeners to the speaker's platform.*



# Columbus Town Meeting

**"DO NOT ACCEPT PUBLIC OPINION - HELP FORM IT."**

# ROUND ROBIN REVIEW

**FERN SHARP** as director of women's activities for WBNS holds an enviable position in central Ohio radio. For the past eleven years she has been the accredited leader in fashion, food and home broadcasting. Through her "Round Robin Review" program daily at 9:30 A.M. she runs the gamut from simple basic recipes to introduction of new styles and trends. Her wide experience in dealing with the problems of a homemaker started years ago with her degree in Arts and Home Economics followed by restaurant management, national feature writing and research travel abroad and in this country. She has not been content to serve her listeners with broadcasts alone but supplements her radio work with fashion commentary, civic and club activities as well as individual consultation service.



Fern Sharp gives a dinner party — this a never-to-be-forgotten meal, costing the guests just \$1,000 a plate, in war bonds. Occasion was "The Buy-A-Big Shot War Bond Auction" offering Fern's services.



Fern Sharp, director of Women's Activities at WBNS for the past 11 years, whose familiar "Round Robin Review" program is a daily morning feature of the station.



Various social and club activities in and around Ohio's capital mean that **Fern Sharp** is constantly mingling with women, getting their viewpoints, and opinions. Here she is shown (third from left) attending an afternoon tea given by the **Woman's Board of the West Side Day Nursery**.



Familiar names, all of them, to residents of central Ohio and listeners to WBNS. Sharing a brief chat prior to an Ohio State Fair origination of the Round Robin Review are **Mrs. Lottie Randolph**, **Miss Sharp**, and **Mrs. John Bricker**, wife of Ohio's junior Senator.



Giving a daily report on the produce market means early rising for **WBNS' Director of Women's Activities**. It also means keeping in constant touch with the **College of Agriculture** at Ohio State University to learn the latest methods of production. Here **Fern** discusses tomato growing with **Dr. Howard Brown** of Ohio State.



A large part of **Fern Sharp's** Round Robin Review program is coordinating civic ventures which will benefit the less fortunate. One such project was **Fern's Christmas Card Collection**, which, upon calls from her program, netted more than **96,000** used cards used in scrapbooks for the pleasure of young patients in the children's wards of Columbus hospitals and orphanages.



Authors, and authors families are always news — a point well demonstrated by **Fern Sharp** on her Round Robin Review. When the **Curtis Publishing Company** recently presented an article on Columbus' own **Jim Thurber**, **Fern** had the celebrated authors' mother, **Mrs. Charles Thurber** (left) as a guest, giving behind-the-scenes notes on the Thurber family.

# OTHER FAVORITES



Thousands of central Ohio listeners are daily guests of Sally Flowers as she entertains them in her imaginary "Sittin' Room". Interspersing folk tunes and hymns with bits of her own salty humor, Sally serves as a true early morning eye-opener, heard daily at 6:45 A.M.



"Tops In Tunes", serve to introduce one of the most popular of the local WBNS programs, the 5-day-a-week show of the WBNS staff orchestra under Dick Heine's direction. Rehearsing a show, in the usual line-up are Homer Watson, Director Heine, Freddy Howard, Jack Richards, Russ Canter, Dave Horine, Lee Knoll and Howard Mauger.



**THIS WEEK IN COLUMBUS**  
*where to Go*  
*what to See*  
*what to Do*  
*what to Buy*

As editor and publisher of the magazine "This Week In Columbus", Ethelyn M. Anderson extends her knowledge of the latest happenings in Ohio's capital to the field of radio. Her weekly review of "This Week In Columbus", heard each Saturday afternoon, includes notes on current events and new merchandise as well as new programs to be heard over WBNS.



Patti Cooper, daughter of genial Jim Cooper, is one of the newest members of the WBNS talent staff. She is featured vocalist on the program, "Tops in Tunes".



Harry Graham, currently in his 14th year as the WBNS "Foot Comfort Counselor", gives tips on podiatric care, along with recorded tunes of the day on the bi-weekly show, "Footnotes".



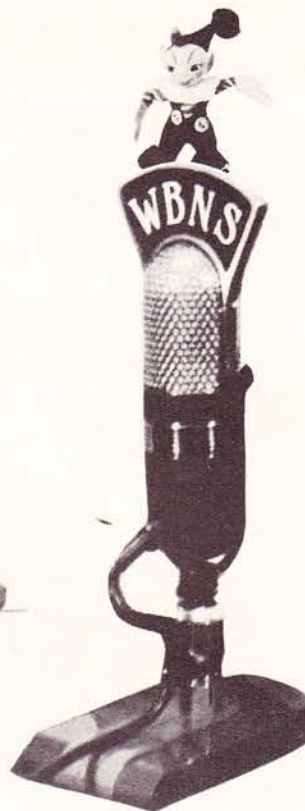
Heard over a state-wide network, the "Betty Newton Show" has Paula McGuire as the Ohio Fuel Gas Company's Miss Newton. Giving informative material on the newest in cooking and homemaking methods, Miss Newton is assisted in her Monday through Friday program by announcer Russ Canter.

**FOR THE  
YOUNG**

*and young  
in heart*



**Bill Corley, as Uncle Bill,** spins gay tunes and stories in song or records—everything from **Bugs Bunny's** latest adventure to **Tschaikowsky's Nut Cracker Suite**—and all directed to the younger generation of WBNS listeners.



Saturday is youngsters day on WBNS — and **Jump Jump** and his friends of **Holiday House** are part of a series of fascinating weekly children's programs. An elf "no feet three", **Jump Jump** together with **Achi Paggi**, the clown; **Sleepy Slim the lion**, and others of **Lazarus Holiday House**, go from adventure to adventure in merry delight.



Dietitian **Betty Newton (Paula McGuire)** helps to prove that the fine art of cooking isn't confined to older homemakers as she and the "**Junior Cooks**", with announcer **Russ Canter's** assistance as the "**Chef**", give household hints to the housewives of the future.



"**Land O' Magic**"—the very words bring forth wide-eyed attention from a large following of the station's younger listeners as WBNS' "**singing lady**", **Muriel Lightfoot**, tells stories in song each Saturday.

# "VOICE OF THE CHURCH"



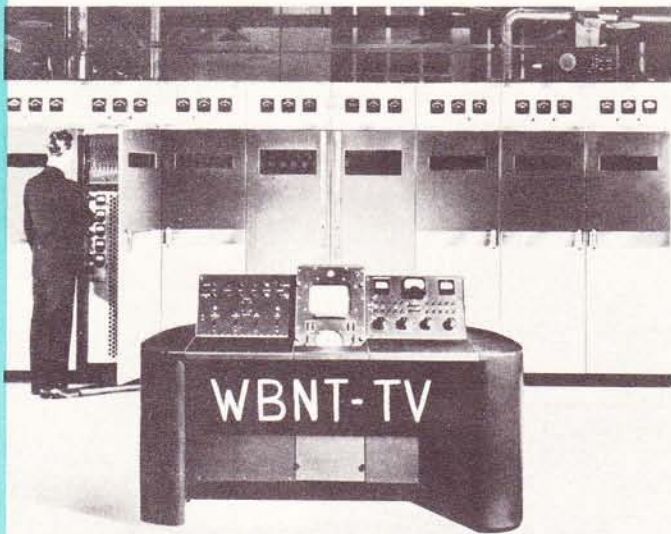
Conference of committee for religious broadcasts. Seated: Dr. Donald L. Timer-

man and Monsignor H. E. Mattingly. Standing: Rabbi Nathan Zelizer.

Station WBNS grants a fair proportion of time to the various religious faiths of central Ohio under the guidance of the committee shown. They are responsible for the success of "The Voice of the Church" which has been on the air for many years. This is a regularly established series for the Catholic, Jewish, and Protestant faiths.



# WBNS-TELEVISION



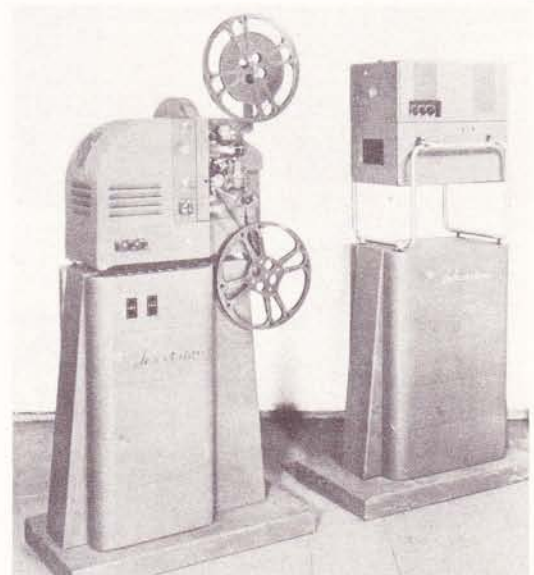
This is the way the WBNS Television transmitter will look when it is installed in the new station Radio and Television Center now under construction. It is actually two transmitters—one transmits the television picture; and one, the accompanying sound.

WBNS-TV will have a "Studio on Wheels." It will carry all the equipment required for a two-camera setup, can be taken directly to the scene of action, where sports or news events can be picked up and relayed to the broadcast station by a microwave transmitter.



TV cameras such as these will be used by WBNS-TV. Television cameras pick up the scenes of action that you see on your television receiver screens.

Construction for WBNS-TV (Television) was authorized in June, 1948. The transmitter will be housed in a new studio and transmitter building — one of the most modern and complete in the country — which is now under construction on Olentangy Blvd. near Dublin Road. Service is expected to start sometime in 1949. The TV antenna will be 595 feet high which coupled with a visual power of 28,400 watts will enable station WBNS-TV to cover approximately 1800 square miles and 800,000 people in its coverage areas. All technical equipment will be supplied by RCA. This will include a mobile unit with microwave transmitter and a two camera chain. Studio equipment will include three camera chains and film projection equipment. Program coverage will include the filming of local events with provision to place the developed film on the air without the usual delays resulting from film processing problems since WBNS-TV will be equipped with its own film processing unit. Two studios are provided for, one being two stories high. Programming will include local live from studio's and by mobile pickup, local and national film, and network.

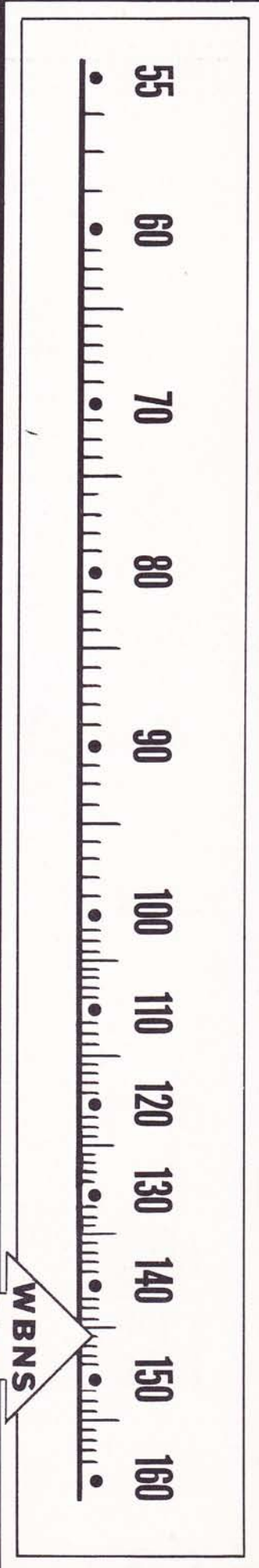


This equipment will permit the telecasting by WBNS-TV of all types of motion pictures. The film projector (left) projects images directly on the pick up tube in the film camera.

Photographs in this Album by:  
Charles Moor, Photography  
Tad Reeves

Joe Schreck, Tri-Village Studio of Photography

# The Favorite Spot On Your Dial



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		

This Radio Book designed, edited, produced and distributed by AMERICAN RADIO PUBLICATIONS INC. 121 N. Washington St. Peoria 2, Illinois.

