

THE VOICE OF NORTHEASTERN MICHIGAN

WBGM

Radio Personalities

BAY CITY - 1410 ON YOUR DIAL •

# The Voices of NORTHEASTERN MICHIGAN W B C M

Once upon a time . . . no, that's taking it back too far; it was really only a little while ago that several of the folks, or "voices," at WBCM settled down to try to figure out a way that would begin to repay you listeners for all the attention you've given us through your listening, letters and visits. Our manager, Hugh Giesel, was there, as was Sales Manager Art Huebner, Program Director Jack Parker, Russ Lyon, "Barrelhouse Brody" and a bunch of others. About the best way we could think of to show our appreciation was in the form of a book like this, and we have finally succeeded in turning out what we think you want to see and read about. You will notice that we haven't included everyone who has a hand in producing your radio programs, such as our engineers, writers and the sales and office staffs. Well, we didn't know just what to do in that regard, but Mr. Giesel said, "Heck, no one wants to see my picture." We ought to devote all our space to the people who are heard on the air; those who do the entertaining." After all, he's the boss . . . and the idea appealed to all of us, anyway, so this is the result.

Yes, this is the result of not only photography and printing, but the result of your part in making WBCM a bigger and better radio station every year by your suggestions and encouragement. To you, the listeners to "The Voice of Northeastern Michigan," we dedicate this album of radio personalities.



# YOUR ANR

Left—TO DRIVE A CATERPILLAR TRACTOR was the first remembered ambition of **RUSS LYON**, News Editor-Announcer. And that early urge—which still prevails, incidentally—is in rather sharp contrast to Russ' association with the delicate mechanisms of radio. At Michigan State College in WKAR Russ first found a place in radio. Then came two years as Chief Announcer at WJIM, Lansing. Russ, whose father is a minister and orchardist near Pontiac, is now News Editor at WBCM and engaged in Radio Production. He is taller than six feet, blond, twenty-four, single and holds a private license to fly an aeroplane.



Right—A "GREASE-PAINT COMPLEX" has been the compelling influence in the life of announcer **FRANK CATTO**, too. It hasn't been expressed quite as fluently as was Fred Kilian's, however. In between his radio or theatre efforts Frank has sold advertising and served as a "dispensing optometrist"—the fellow who provides the "specs" after they are prescribed. A native of Bay City, Frank went west after college, played some "extra" parts in the movies and learned about broadcasting on the dramatics staff of KHJ, Los Angeles. Back nearer home, again, he worked for a while at WWJ in Detroit as an actor and came to our organization early in 1938. Horseback riding and the amateur theatre comprise Frank's hobbies. Married? Yep, in 1938.



Left—MUCH TO EVERYBODY'S SURPRISE, including his own, **CHUCK ANTHONY** won a competitive audition at WBCM last spring without more than a pinch of broadcasting experience. The whole thing came about when he was mistaken by a WBCM engineer and handed the test script for sports announcing. Then a senior at Bay City Central High School, and only eighteen, Chuck has done a sports job that has received the plaudits of his listeners and experts such as Harry Heilmann. One incident will remain in Chuck's memory, however . . . "guesting" one time on one of Heilmann's baseball reconstruction broadcasts, he had a player on second, none out, when there were two outs and no one on . . . he learned right then to manufacture words to fill the hole he had stepped into.

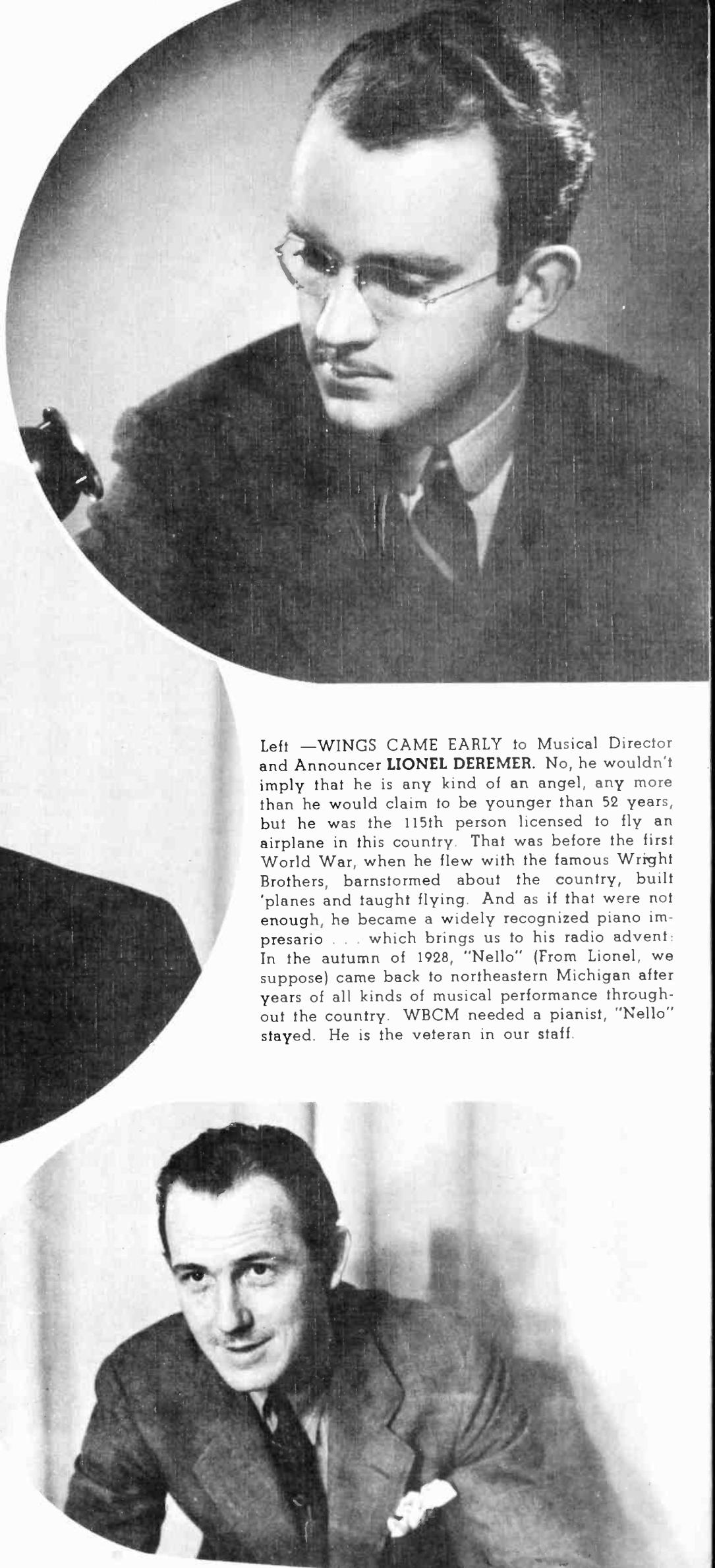
# JUNIOR IS...

Right—NO LAZY MAN, although he will argue the point, could ever have kept pace with **JACK PARKER**, WBCM Program Director. In 1932 the Atwater Kent radio people were holding auditions all over the nation . . . remember? That started Jack Parker in radio. You see, he won the contest in Flint, and the local station put the 16-year-old singer on the air. Michigan State College was operating a radio station, so Jack enrolled there to keep in touch with the business, to study journalism and take a "flier" at publishing a radio newspaper . . . Some time in journalism and dramatics at the University of Michigan supplemented his background and he joined WJIM, Lansing. About two years ago he came to WBCM to write, announce and finally head the program department.



Left —WINGS CAME EARLY to Musical Director and Announcer **LIONEL DEREMER**. No, he wouldn't imply that he is any kind of an angel, any more than he would claim to be younger than 52 years, but he was the 115th person licensed to fly an airplane in this country. That was before the first World War, when he flew with the famous Wright Brothers, barnstormed about the country, built 'planes and taught flying. And as if that were not enough, he became a widely recognized piano impresario . . . which brings us to his radio advent: In the autumn of 1928, "Nello" (From Lionel, we suppose) came back to northeastern Michigan after years of all kinds of musical performance throughout the country. WBCM needed a pianist, "Nello" stayed. He is the veteran in our staff.

Right—FOOTLIGHTS AND KLIEG LIGHTS still can be seen occasionally reflected in the eyes of Announcer **FRED KILIAN**. He wasn't past his middle teens when his theatre training started down in Toledo. To give a chronological report of his activities would be difficult, but they have included Little Theatre acting and directing, dramatic stock company engagements, scene designing, movie parts on the west coast and a position as assistant director at Republic Studios. In between all this Fred got his "larnin'" at the University of Toledo and Pasadena Playhouse School of the Theatre — institutions separated by two thirds of the continent. In 1929 he was ushered into radio at Chicago's WBBM, but returned to the theatre before joining WBCM in 1938. Thus, at twenty-nine, Fred Kilian has much experience, a charming wife and a year-old son, Michael.





AT THE TELETYPE MACHINE of the United Press, **JACK PARKER** selects the news items for a broadcast. From 5 a.m. until 1 a.m. — 20 hours a day — this machine keeps WBCM in constant contact with the world, automatically printing stories that have been transmitted from news capitals, here and abroad, only minutes before.



EDITING THE NEWS finds **FRED KILIAN** well occupied with a heavy pencil. Because of the speed with which the news is sent, there are occasional errors in typography and spelling which must be corrected for swift reading. Moreover, the shortage of time to include all the news makes necessary the removal of words that add nothing to the facts. This is "Boiling-down" the news.

## ... WHILE IT IS NEWS"

Throughout the world the streams of human activity are turbulent with bitterness, hate and struggle . . . a maelstrom whose currents touch the lives of every person on this continent, although we are not directly engaged in the conflicts. Events develop with such lightning speed that only the split-second facilities of radio are able to keep pace. Thus, WBCM has drawn from the most expert news source agencies in the world to bring you the NEWS WHILE IT IS NEWS. Nine regularly scheduled newscasts every day are the aggregate result of the work of thousands of reporters in all parts of the globe whose reports are brought together under the banners of either the far-flung United Press Association or the alert news division of the National Broadcasting Company. From those two established agencies WBCM receives the stories to be broadcast to you.

Only the news accounts from approved news bureaus are ever heard from WBCM . . . NO PROPAGANDA is inserted . . . NO PRIVATE OPINIONS are allowed from newscasters. Thus, WBCM listeners have the true story of the activities of the world's people.

NEWSCASTING, at which **RUSS LYON** is concentrating here, is extremely exacting. The newscaster must keep practiced on the foreign names and phrases that appear in the news without notice; he must know something of the scene of the event about which he is talking; and he must develop a sense of timing, so that a news story will not be only half told at the end of the news period.



**HAROLD TRUE**, one of the veterans of American radio, presents his review of the day's news each evening over WBCM-Michigan Radio Network.





T. R. YBARRA draws from a background as war correspondent, author and journalist to present his NBC interpretive news feature. Mr. Ybarra is well-known for his articles in Colliers magazine.

DURING THE CRISIS that saw the European war flames spread last fall this picture of the NBC news and special events staff was taken. An allnight vigil was kept by these newsmen. The coatless man in the center is GRAHAM MacNAMEE — attacking a sandwich.



NBC COMMENTATORS from Europe give WBCM listeners eyewitness accounts of the war events by short wave radio from the capitals of the continent. Left to right—top: PAUL ARCHINAID and FRED BATES; bottom: BAUKHAGE and MAX JORDON.



# NEWS.. DIRECT

Not all news is made abroad, nor even in another city. Within the WBCM area human events frequently become news stories of importance to our own communities and to the people beyond, as well. To bring our listeners



Left—The American Legion Convention in Bay City in August, 1940, gave WBCM special events men plenty of exercise: torch-lit and daylight parades, interviews, drum and bugle corps contests, memorial services, banquets . . . all were broadcast. In this picture, during the closing session banquet, Raymond J. Kelly, Legion National Commander is speaking. To the left are Mrs. Doris Corwith, National President of the Auxiliary, and Alvin Owsley, past-Commander of the National organization. Mrs. N. J. Danhoff, State Auxiliary President is to the right.

Below—The Story of the Fire in the Ridotto Building was given eye-witness treatment by Jack Parker, perched on the bumper of a Bay City Fire Truck. Bob Phillips stands below.



Right—Bay City Police Chief Frank Anderson discusses the Ridotto fire for WBCM listeners with Jack Parker, left, while announcer Fred Kilian stands by to take the "mike" from Jack.



# FROM THE SCENE

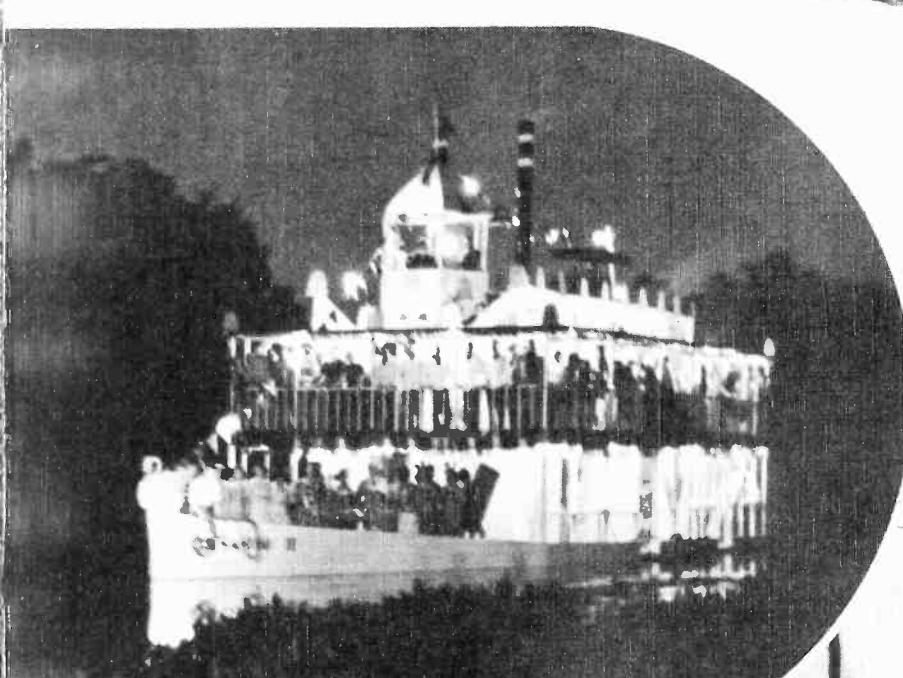
the first-hand accounts of what transpires WBCM is ready at a moment's notice with a staff experienced in Special Events and with technical equipment designed for such remote-control broadcasts.

The Showboat makes its annual tour up the Shiawassee River to Chesaning and stages a performance in the pier. And each year the WBCMicrophone packs all the music into wires to Bay City and into the air for the enjoyment of our friends.



To the Kentucky Derby, 'way down in Louisville, went the WBCM microphone to send back a pre-race interview program to WBCM and the Michigan Radio Network. Dignitaries and celebrities were frequent at our "mike" that evening. Here are Kentucky's Lieutenant Governor Rhodes K. Myers (with the mint julep) with Bob Phillips (center — without julep) and Jack Parker (at the "mike" — no julep).

Midland's "Queen of Diamonds," Miss Jablonski, receives her crown from Dr. Willard H. Dow, and the "coronation" is "seen" by thousands of WBCM listeners who were not in attendance. Back to the camera, microphone in hand, is WBCMan Jack Parker.



Left—Michigan's Governor Dickenson stopped in Bay City recently long enough for a word to WBCM listeners through the microphone held before him by Frank Catto.



Left — The Historic Meeting of Frank Fitzgerald and Frank Murphy — then Governor of Michigan — was an exciting spot in the 1936 campaign for the post as the state's chief executive. The WBCM microphone stands in front of Mr. Fitzgerald as he addresses the banquet crowd.

WBCM



Clifton Fadiman, "emcee" of the NBC "Information Please" program, came to Bay City to speak on the "Town Hall" series last year. At the reception in the Trinity Parish House Jack Parker gave him even wider introduction through the WBCM microphone.



At the Alma Harvest Festival WBCM broadcast the coronation of and interview with the queen of the Jubilee occasion. The announcer is Jack Parker.



Left—The "8-Ball Club" met behind the WBCM "mike" in Bay City a little while ago to usher in a new network program. Left to right on the stage appeared the Vikings Quartet, Jack Coffey and his orchestra and with his songstress Lynn Gari, Harry Heilman, Bud Shaver, and WBCMen Jackson, Kilian and Parker.



**Republican candidate Wendell Wilkie** visited Bay City just prior to the GOP presidential convention, but to dedicate the new John C. Weadock power plant. It was WBCM's pleasure to broadcast his last non-political speech. This is a Bay City Times photo.



**The Torch-Light Parade** of the American Legion "40 and 8" society packed the broadcasting platform with (left to right) Bob Phillips, now in New York City; WBCM Program Director Jack Parker, and ex-WBCMan Joe Mercier, now at WCAR, Pontiac.



**Behind All WBCM "Special Events"** is the remote-control staff of WBCM engineers. Chief Engineer Ralph Carpenter is shown here with the portable amplifier, at the Ridotto fire. Microphone lines lead into the amplifier before him, where volume is regulated and additional electrical current is applied to "boost" the sound to the transmitter.



Right — "The Man on the Midway," Frank Catto, talks to a group of youngsters enjoying the Saginaw County Fair in 1939.



Right — **Out-in-the-Open Broadcasts** were the order of the week for WBCM during the 1939 Saginaw County Fair. From the studio on the grounds all WBCM programs, excepting the network shows, were broadcast in full view of the Fair public. Deep in the crowd can be seen the Monarch Minstrels cast with Jack Parker.

# RELIGION ON WBCM

Behind the religious broadcasts you hear over WBCM lies much more than the policy of presenting church services to its listeners; the basic American philosophy of "Freedom of Worship" is borne out by the time WBCM allots to inspirational services.



Left—The Saginaw Valley Council of Churches, headed by Rev. John Gardner (shown here) of the First Presbyterian Church of Midland, has selected a committee to arrange educational religious programs over WBCM.



Right — Rev. Richard A. Elve of Bay City's First Baptist Church, speaks each Sunday from the WBCM studios.



Left — Lutheran Services are broadcast by Rev. Theodore Stiegemeyer each Sunday from the pulpit of the Immanuel Lutheran Church in Bay City.



Right—The Catholic Evidence Hour, directed by Father Parent, pictured here, comprises a program of music and religious discussion direct from St. Joseph's Catholic Church.



Left—Morning Devotions are conducted by members of the Bay City Council of Churches. Shown here is John Seagle, whose sacred songs are featured each morning.



Right—The Gladwin Hour is a Saturday morning feature conducted by Rev. Karl H. Keefer, Gladwin Methodist Church.



"THE WOMAN'S-EYE VIEW" is a program resulting from three months of illness, a constant-companion radio, and, of course, **LOU SHERRY**, whom you see here. Yes, Lou listened faithfully those three months and conceived an urge to try it herself. Some business and selling experience had given her the "spunk," but she is supported by her lifelong hobbies of oil-painting, poetry and collecting old china and pottery. She used to teach piano, and that is still a major enjoyment to her. Yes, she's married, but only twenty-eight.



"YOUR PERSONAL SHOPPER" is a friendly, ambitious and self-reliant lady who has had her place in radio longer than Roosevelt has been president. That means **NANCY CLAI-BOURNE**, who is smiling across the microphone at you. In Washington, D.C., Nancy was well-known for her women's programs, but when her husband was transferred from the Capital city, she withdrew from the airwaves. Only this year did she take up her work, again, at WBCM. Theatre work, writing and editing has been part of her life, too, and she wants — someday — to sit down to do nothing but WRITE.

## STRICTLY FEMININE

INTERVIEWS with prominent women comprise an important part of **NANCY CLAI-BOURNE'S** "Personal Shopper" show. Here we caught her with **MRS. W. L. DARDAS**, President of the Bay City Auxiliary of the American Legion. They had just finished an air interview.



BACK FROM A JAUNT into the realms of women's affairs, **LOU SHERRY** was just starting up the steps of the Wenonah Hotel when we caught up with her.



# MAJOR LEAGUE BASEBALL

Left—HARRY HEILMANN in the Michigan Radio Network broadcasting booth overlooking Briggs Stadium in Detroit. From this point of vantage Harry describes all of the home-games of the Tigers.

Right—A "RECONSTRUCTION BROADCAST," complete with HARRY HEILMANN, engineers and assistants. A report of out-of-town Tiger games are telegraphed to Harry, received by the operator on the right, and reconstructed into the play-by-play account of the ball game by Harry. This picture was taken at the "Morning Patrol" picnic this year.



"THE FAN ON THE STREET" duo — HARRY HEILMANN, left, and JOHN SLAGLE. This sports-quiz show was brought to Bay City this summer and drew a crowd of thousands into the city's business district.

WBCM



BUD SHAVER, the Michigan Radio Network sport-specialist who reviews the sports day for WBCM listeners.



SOFT-BALL games are broadcast by CHUCK ANTHONY, right, direct from League Park whenever the soft-ball circuit of northeastern Michigan gets out on the flood-lighted green. At the controls beside Chuck is WBCM engineer KEN ROBINSON

## ... AND MORE SPORTS

OUTSIDE LOOKING IN presents this view when the players in the soft-ball league gaze up at the radio-press booth at League Park. Just visible at the right are the tops of CHUCK ANTHONY'S and engineer KEN ROBINSON'S heads.



Although Not a Bona-Fide Cowpuncher, Frank Catto's prime hobby stood him in good stead when the WBCM special events schedule called upon him to take the mike to Harrison, Michigan for WBCM's first actual Rodeo broadcast. Frank did everything that a good special events man is supposed to do, including this stint from the back of one of the competing entries.





**Don McNeill**, guiding light of "The Breakfast Club," is a former cartoonist, editor and announcer.



Young, intriguing **Evelyn Lynne** in clothes fit for a spot of sport — which she does not wear as contralto on "The Breakfast Club" broadcast.

**Walter Blaufus**, veteran NBC conductor, plays maestro to the musicians on the gagging "Breakfast Club" show.

Crystal-clear voiced **Jack Baker**, who serves as tenor and general stooge on "The Breakfast Club" each morning.

**Nancy Martin** does double-duty on "The Breakfast Club" . . . her rapid-fire recipes and narrations are only incidental to her sweet contralto songs. She's a "Club Matineer," too.





**The Escorts and Betty** came all the way from the east to join the gangs on both "The Breakfast Club" and "Club Matinee."

Both "Club Matinee" and "The Breakfast Club" have the benefit of the five-part harmony turned out by the fellows in this picture—"The Cadets."



**Garry Moore** alternates the "emcee" performance on "Club Matinee" with Ransom Sherman. Garry is one of the youngest radio ad lib gagsters in broadcasting.



The original master-of-ceremonies on "Club Matinee" is **Ransom Sherman**, whose numerous other radio duties have required him to share those honors with Garry Moore.

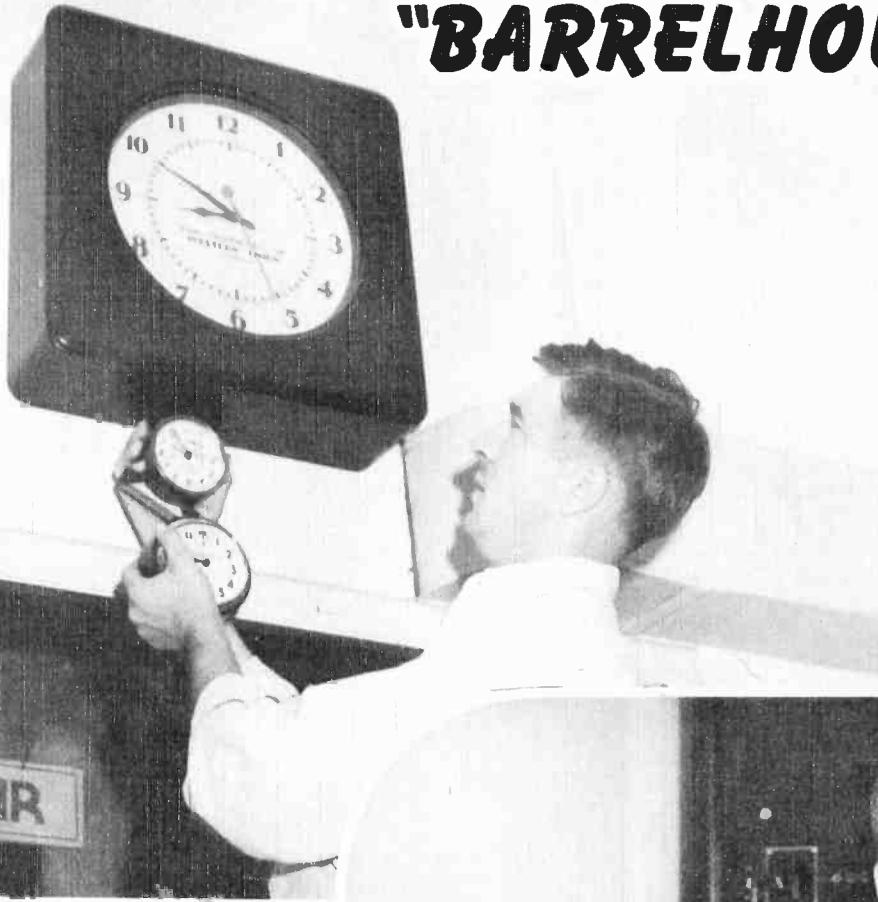
A composite of charm is the result when **The Dinning Sisters** put their heads together for either a photograph or a song on "Club Matinee" or "The Breakfast Club."



*Grace Seydel*

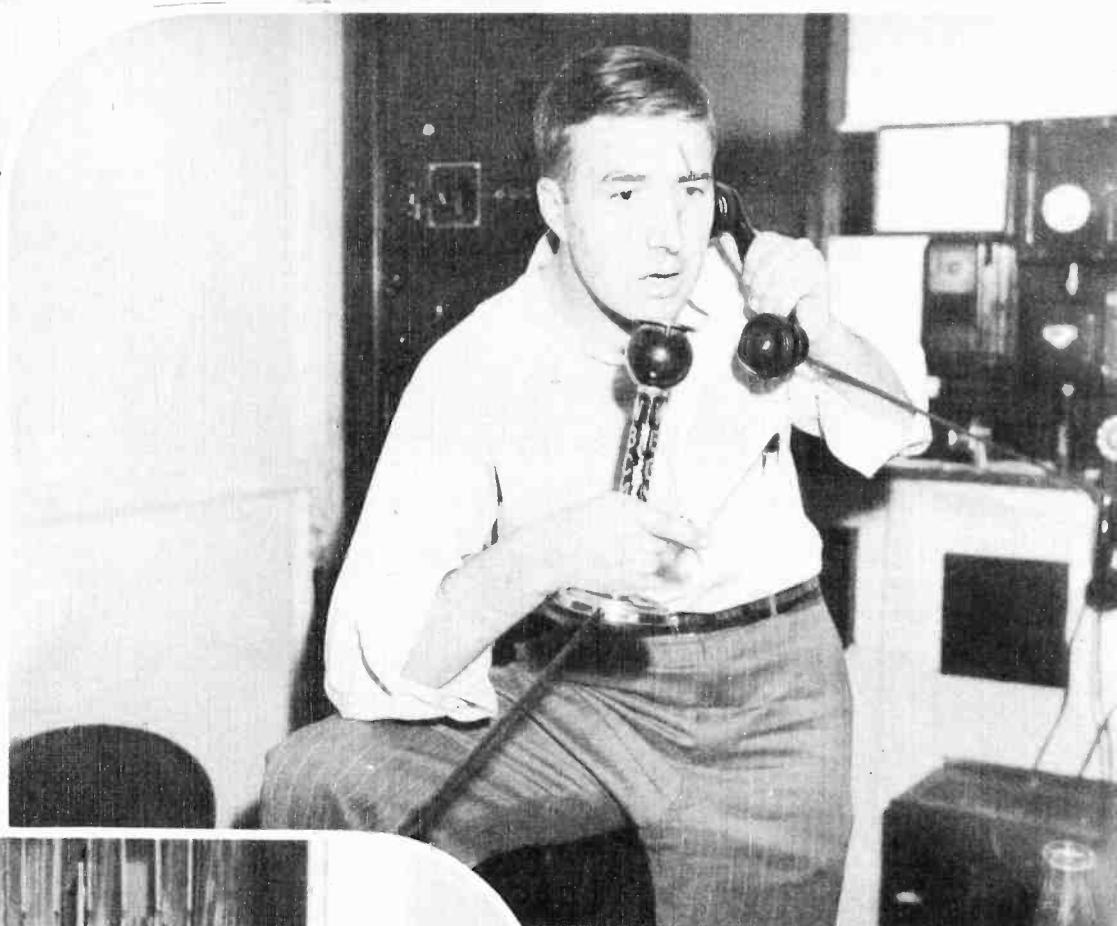


# "BARRELHOUSE BRODIE'S



Right—The "Temper-ay-cher" is the apparent concern of the busy "Barrelhouse" here. This information is relayed from WBCM's transmitter to Mr. "Brodie" and thence to you. He is on good terms with the transmitter boys, for until he was "discovered" and became "Barrelhouse" he had served as an engineer since 1927. He built his own amateur transmitter in 1923.

Left—For the Correct Time, "Barrelhouse" matches his family of clocks and hopes one of 'em is right. Some time ago Jack Parker was startled out of several hairs on the northwestern portion of his head when his "Morning Patrol" show — he had it at that time — was interrupted by a voice from the walls. It was one of WBCM's transmitter engineers who had attached a telephone to the line to studio loudspeaker. The hollow, heckling voice persisted, became a part of the program and was named "Barrelhouse Brodie" by a listener. Finally, "it" became the whole program.

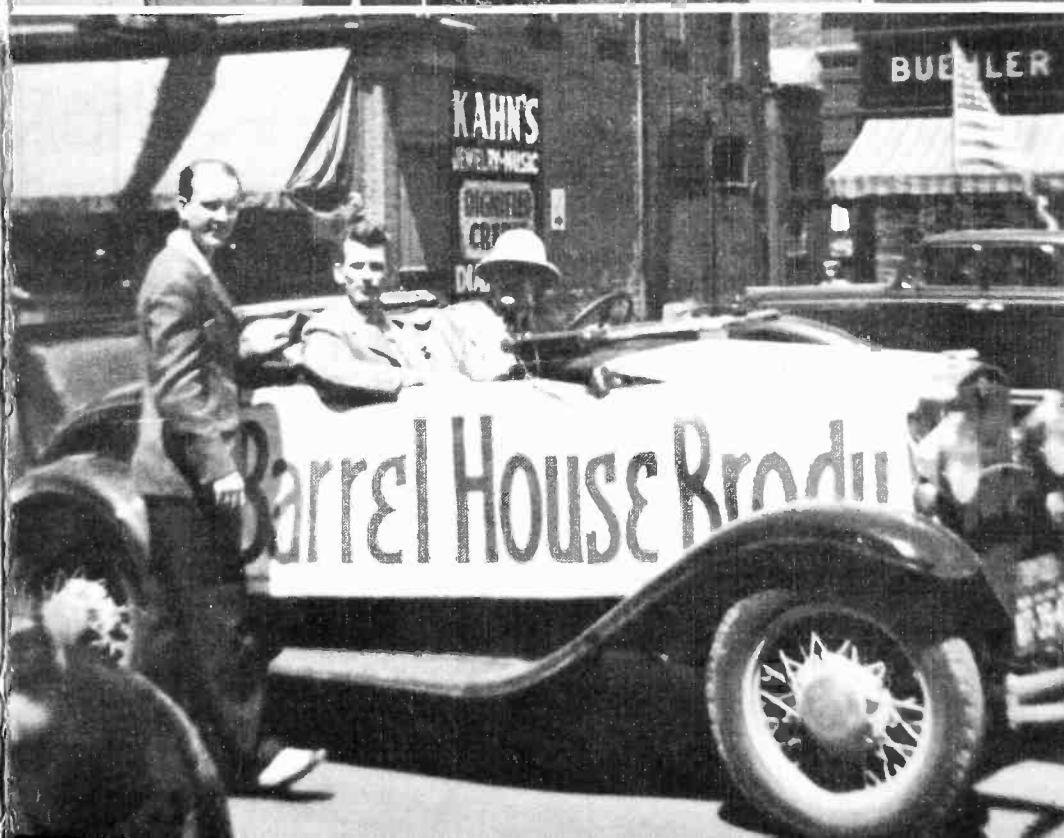
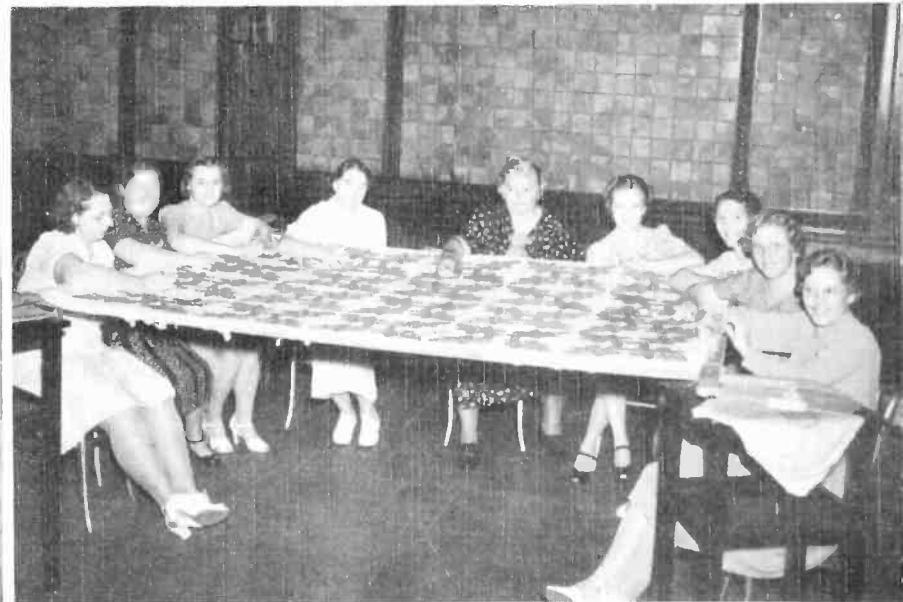


Left—Serving Up Your Musical Requests, "Barrelhouse" has a moment to — perhaps — think back to his first radio days with the U. S. Army, stationed in the Hawaiian Islands. He was born and raised in Saginaw, but got a long way from home at one time. Part of his schooling was in an Army Technical College in Honolulu.

# MORNING PATROL"

Right—The Daily Mail heaps letters of request and greeting in the lap of the worried-looking "Barrelhouse." But none of them are addressed with his real name. We may lose our Mickey Mouse doll for telling, but he is really Alvah Bissonette—"Biz" for short. He's thirty-two and father of three sons.

Below—"The Morning Patrol" Quilt, with hundreds of hand-stitched signatures worked into the design, is posed behind (left to right) Mrs. Lucille Wickie, "Barrelhouse," Mrs. Viola Rody and Mrs. Pearl Westervelt. Mrs. Wickie started the project and it has gone ahead with the help of 4-H Club girls and many women from as far away as Toledo, Ohio.



Above—Needles Bob Merrily when "the ladies" go to work on the new quilt. Left to right: Mrs. Belleville, Mrs. Rody, Mrs. Belleville (another one), Mrs. Bissonette, Aunt Ida Dunnit, Mrs. "Barrelhouse," (all so far from Saginaw) Mrs. Wickie from Carland, Mrs. Westervelt from Freeland and Mrs. Platner from Elsie.

Left — "Morning Patrol" Picnic - Time brought out the special "Brodie" car. Double-parked on one of Bay City's main "drags," it becomes a fine loafing place for "Barrelhouse," Russ Lyons and Jack Parker. More about the picnic on the next two pages.

# THE WBCM "MORNING PATROL"

This summer the WBCM "Morning Patrol" picnic attracted some 15,000 people to Wenonah Beach for an exciting day under the auspices of "Barrelhouse Brodie" and the WBCM staff. From Detroit came Harry Heilmann, famed both as an early baseball star with the Tigers and now as the popular play-by-play narrator for the Tiger games over WBCM.



The Girl's Balancing Race was the scene of taut necks and faces strained in an effort to avoid smiling for fear of relaxing.



Plenty of Power was applied to the sands of Wenonah Beach when the Police tug-o-war came heaving, grunting and panting into the picnic program. With Bay City winning for the second consecutive year.

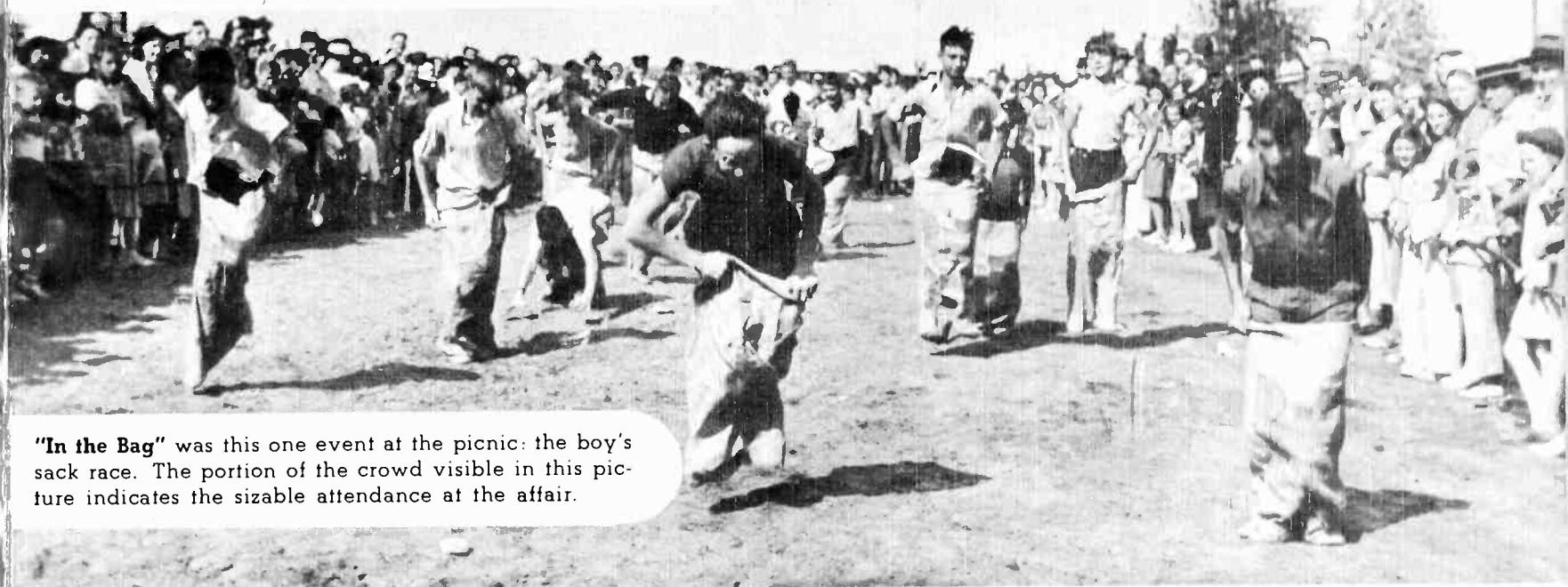
The Prizes for the picnic events ranged from beaded bags to ball bats, from wicker chairs to Wheaties, from skates to scales.

Released from the Microphone for a moment, Harry Heilmann turns to face our camera while Al Nagler carries on the "reconstruction" of an out-of-town Tiger game.



# "MORNING PATROL" PICNIC

and the Michigan Radio Network. With him came his "Fan On the Street" co-worker, John Slagle, his sportscasting assistant, Al Nagler, and the whole crew of technicians and helpers to handle broadcasting. Games, stunts and entertainment continued long after dark. It was a "just plain wonderful" outing for everyone.



"In the Bag" was this one event at the picnic: the boy's sack race. The portion of the crowd visible in this picture indicates the sizable attendance at the affair.



"Knots" to You . . . seemed to be the theme of the boy's shoe race at the "Morning Patrol" picnic. Barefooted from one end of the course, the boys raced to the other, untied and donned a pair of shoes, raced back again.

To the Victor . . . the captain of the Police team to win the tug-o-war . . . Harry Heilmann awards the trophy. In the center foreground . . . and "Frank Buck" hat . . . is "Barrelhouse Brodie."



"The Fan on the Stage," instead of on the street, became part of Harry Heilmann's entertainment. The girl to the right of Harry has become an "almost-part" of the show for her fast, answer-defying lingo.

Winner of the picnic amateur contest was this charming young singer, Connie Cavette. The \$25.00 prize money was a lot for so little a person, but her talent is liable to bring her a great deal more.



# FOR YOU



**MILTON J. CROSS**, dean of NBC announcers, acts as the master-of-ceremonies on the "Coast-to-coast On a Bus" program, and serves as announcer for "Information Please," also.



Gracious **IRENE RICH** brings her charming personality along with her to her program over WBCM-NBC each week.



"**PEPPER YOUNG'S FAMILY**" is the radio script concern of this ruddy-faced gentleman. He is Curtiss Arnold, whose portrayal of "Pepper" is popular with WBCM NBC listeners.



"**VIC AND SADE**," features this trio: Bernadine Flynn as "Sade," Art Van Harvey as "Vic," and Billy Idelson as the irrepressible "Rush." This is a popular WBCM-NBC feature.

**THIS IS "SANDY"** in the Story of Mary Marlin." The vivacious young man in the picture is named Barry Drew in real life.



**THE POLISH HOUR** from the WBCM studios each Sunday presents the "old country" dances and songs and all-Polish announcing. At the rear are Joseph Karasiewicz, manager-director-announcer of the program, Mrs. Karasiewicz and William Przybylski.

"**MA PERKINS'** DAUGHTER: Dora Johnson is heard as "Evey Fitts," one of the daughters of the spirited "Ma Perkins" in the NBC serial of that title.



"**DEAREST MOTHER**" is a new series story for WBCM listeners, and this is Judith March who plays the part of "Rita Morgan" in the plot.





**AROUND NOON** each day Frank Catto conducts his "MAN ON THE STREET" program in downtown Bay City. In the midst of a street crowd his questions fly fast — and the answers return with equal speed.



**"BETWEEN THE BOOKENDS" MAN** — Ted Malone's easy style of talking and reading poetry has won him an ever-increasing audience from one coast to the other.

**In Case You Didn't Remember**, this is the crowd that attended Harry Heilmann's "Fan On the Street" broadcast the day of the "Morning Patrol" picnic at Wenonah Beach. In the center of the downtown Bay City crowd are John Slagle (side to the camera at the left), Harry Heilmann with the "mike," and "Barrelhouse Brodie" wearing the "bomb-proof shelter" at the right.



**MEET THE FACTFINDER**, the "know-it-all" man whose thrice weekly programs from Detroit pack a lot of interest and entertainment into "Six Minute Nutshells of Knowledge." Incidentally, when he is at home he is known as **DICK OSGOOD**.



**HALF OF "OVER THE RAINBOW" . . . JACK MINER**, staff organist at WBCM, presents the organ part of the popular "Over the Rainbow" show. Jack plays from the Consistory Chapel of the Scottish Rite Cathedral, while Lionel Deremer adds the piano at the studio. They listen to each other by means of head-phones. For nearly five years, Jack was a Saginaw newspaper man, then became organist at the Temple Theatre before coming to Bay City and WBCM.

**THE OTHER HALF** of "Over the Rainbow" comprises Lionel Deremer at the piano. This unique arrangement whereby the organ and piano music originate from widely separated points relies largely upon engineering skill for success.





SNOOTY as he may look, **Allen Prescott** is essentially a practical household hinter when it comes to his WBCM-NBC show — "Wife Saver."

"**The Lone Ranger**" — mythical heroic figure from the creative mind of Detroitian Fran Striker, has not only brought enjoyment to WBCM and Michigan Network listeners, but has grown to fame from Seattle to Sandy Hook.

COUNTERPART of "The Lone Ranger" is "**The Green Hornet**," also produced in the studios of the Michigan Radio Network and heard on WBCM. Fran Striker authors this story, too.

**Ed Vallender**, who conducts your "Riddle Club" and the "Nighthawks" programs, has had a lively career since he first saw light of day in Bay City twenty-seven years ago. He has the combined experience of service with the Navy, musical stage work, night-club "emcee" performance, orchestra and choir music, and personnel and manufacturing jobs.



**FLYING NEWSMAN** is the tag-line accredited to Russ Lyon, **WBCM's** news commentator. He is shown here with the **WBCM** Special Events plane, used for covering long distance remotes, and getting camera shots of local news events.





FEW RECORDS ARE BROKEN, but plenty of them are played to fill the requests for favorite tunes that come in to Ed Vallender, "The Voice of Inexperience" (left) on the "NIGHTHAWKS" show. Assisting here are Fred Kilian (kneeling) and Chuck Anthony (examining records on the piano).

**HOLLYWOOD AT VINE.** There you have the location and theme for **BEN ALEXANDER'S** sprightly variety program, **L'IL OLE HOLLYWOOD**, heard over WBCM-NBC each week. Music by Gordon Jenkins and his orchestra, songs by Gogo DeLies, and an original playlet "**TWO HAPPY PEOPLE**," complete the format of the show.



Left—"POT O' GOLD" musical ingredients include the handsome **HORACE HEIDT**, maestro of the show, and his new vocalady, 16-year-old **JEAN FARNEY**. This "get-rich-on-your-telephone-number" program is popular with WBCM-NBC dialers.

Right—**MUSICAL AMERICANA** features an orchestra of 95 pieces under the baton of **RAYMOND PAIGE**, shown here. Outstanding instrumentalists make their debut on this NBC program each week. Del Shargut acts as commentator.



Left—**Ben Bernie and All the Lads** have pleased radio listeners for many, many a year. They were doubly pleased when Ben brought the mirth, music and madness of his crew back to WBCM, for a weekly visit each Tuesday nite.

"**OUR BARN**," WBCM-NBC juvenile show, is a creation of this not-very-old lady, **Madge Tucker**. She has originated and directed many radio productions for children, and her entertainment appeals equally to Park Avenue tots and their cousins on a farm in Nebraska.



Left—**CASH FOR QUESTIONS OR ANSWERS** is offered by these three gents: Russ Lyon (the "asker" at the table), Jack Parker and Fred Kilian (standing ready to begin their trek down the aisles). The show is "**Know Your Saginaw Valley**," which originates in the Michigan Theatre in Saginaw each Thursday evening, and offers prize money to members of the audience who correctly answer questions on local history or geography.

"**MELODIES OLD AND NEW**" take to the WBCM air each Wednesday and Friday evening when these gentlemen open up on piano and saxophone. **JIMMIE AND CLAUDE** are old-timers in north-eastern Michigan radio.



**WBCM**

*The Voice of* **NORTHEASTERN MICHIGAN**  
**BAY CITY**



Well, those are the folks who provide your radio features when you turn to 1410 on your dial. Artists from the National Broadcasting Company, The Michigan Radio Network and from WBCM's studios in the Wenonah Hotel in Bay City have each contributed pictures and stories to this album. They hope you will enjoy the book and will continue your encouraging attendance to the programs they give you.

Photography by George C. Ferguson, Ed Carney and others.  
Editing and writing by Jack Parker and Art Huebner of WBCM, and  
Hal Hubert of National Radio Personalities, Inc.

THE VOICE OF NORTHEASTERN MICHIGAN

*Radio Personalities*

BAY CITY--1410 ON YOUR DIAL ●

