

Radio Personalities

WOWO
NEWS

Fort Wayne, Indiana

OFFICE OF THE MANAGER

WOWO

FORT WAYNE, INDIANA

WGL

Hello, Neighbors:

Here in the WOWO & WGL studios, we have a great deal of respect for a microphone. To us it is a latch string to the front doors of a half million homes in our listening Family. By tuning to our stations, you say, "Welcome, friends, come on in", and we reciprocate your hospitality as best we know how - not in our "Sunday go to meetin'" clothes - but just as we are, plain folks with what we believe to be a clean, wholesome assortment of all that radio has to offer.

We believe you enjoy our visits as much as we do, for every day we receive many letters bringing friendly suggestions, little notes of appreciation, requests for information ... and we read every one of them, as many of you know by our replies.

This book, then, is our Family Album - a record of the good times we have had in our microphone visits to your homes. Thanks for inviting us over. We hope you'll soon pay us a visit.

Cordially,

Wes Swartley

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"WESTINGHOUSE—the *Oldest Name in* BROADCASTING

BACK in 1912, a Westinghouse engineer by the name of Frank Conrad made a bet on the accuracy of his cheap watch. That bet not only won him \$5.00, but planted the seed of radio broadcasting.

In checking his watch, Frank Conrad became interested in time synchronization; built a crude radio receiving set to pick up the Navy time signals from Arlington.

By 1919 time signals and "ham-fests" had lost their lure, so Frank turned to playing phonograph records over the air. Immediately he received numerous requests for special music, which he acknowledged with a weekly musical "broadcast" . . . the first reported use of the word "broadcast" in public announcement.

For these programs, fresh records were borrowed from a local music dealer who, stipulating that his store be mentioned, thus became the world's first radio advertiser. Significantly, the dealer found that records played by Frank Conrad sold better than others. Larger grew the listening audience, and one day a Pittsburgh Department Store advertised radio sets which gave Conrad an idea: why not reach as many people as possible with regular broadcasts of news, music and entertainment?

Farsighted Westinghouse officials sensed the tremendous potentialities of the project and agreed to convert the inter-company station to general broadcasting use. Federal radio authorities granted permission and the call letters KDKA, and on November 2nd, 1920, the first licensed broadcast took place — the returns of the Harding-Cox presidential election.

WOWO, was established in 1925, and WGL in 1928, under the management and operation of Fred C. Zieg. On August 1, 1936, Westinghouse Electric & Manufacturing Company purchased WOWO and WGL and incorporated them as Westinghouse Radio Stations, Inc.

Under the direction of Mr. Walter Evans, now Vice President of the Stations, new studios and equipment were installed at Harrison and Wayne Streets in Fort Wayne. Formal opening was May 1, 1937, at which time both stations were affiliated with NBC Networks — WOWO Basic Blue, and WGL Optional Red or Blue.

WOWO broadcasts with 10,000 watts, power at 116 (or 1160) on your dial. WGL is tuned in at 137 (or 1370) and operates with 250 watts daytime, 100 watts nighttime.

Since that night in 1920, nearly two decades ago, Westinghouse Radio has paced the radio broadcasting field . . . KDKA and W8XK in Pittsburgh; KYW in Philadelphia; WBZ in Boston; WBZA and W1XK in Springfield, Massachusetts; WOWO and WGL, Fort Wayne . . . reaching into the homes of America to spread culture, knowledge, and neighborly entertainment. Doctor Frank Conrad, "the father of radio", now Assistant Chief Engineer of Westinghouse Electric & Manufacturing Company, laid the foundations for a new industry . . . a unique and world-wide institution.

WOWO
FORT WAYNE • INDIANA



WGL
FORT WAYNE • INDIANA

W. C. SWARTLEY**The Manager of WOWO and WGL**

"Radio is a growing, dominant force destined to break down many present-day intolerances and contribute to the unification of all peoples in mutual understanding, provided that we set these potential objectives far and above individual likes and dislikes". Thus, W. C. Swartley, young director of the activities of WOWO-WGL, defines his outlook for this growing industry.

As a graduate of Cornell University, with a degree in mechanical engineering, "Bill" Swartley first became associated with the Westinghouse Electric & Mfg. Company, Pittsburgh, Pennsylvania, in 1930. During the following year he was assigned to the staff of the Vice-President in charge of Industrial Relations; advanced in 1936 to the office of the President, assisting in administrative details including those pertaining to the company's many broadcasting activities. On June 1, 1938, Mr. and Mrs. Swartley moved to Fort Wayne, following his appointment as Manager of WOWO and WGL.

Frank and constructive in his criticism, Mr. Swartley resents insincerity in either men or art. His favorite relaxation is playing an old violin — a Christmas gift from his parents during grade-school days. Before radio became his business, he found diversion as a member of the dramatic casts of WCAE and KDKA, growing out of an earlier association with the Pittsburgh Civic Theatre.

He is a First Lieutenant of Ordnance in the Army Officers' Reserve Corp; member of Kiwanis and the Fort Wayne Chamber of Commerce; and a Director of Goodwill Industries, Inc.

**W. C. SWARTLEY**

The manager's office where WOWO and WGL policies are formulated in consultation with the various department heads.



Studios

The new WOWO-WGL studios, dedicated in May, 1937, rank with the best in the nation for beauty and modernity. Experts designed them for comfortable smartness and operating effi

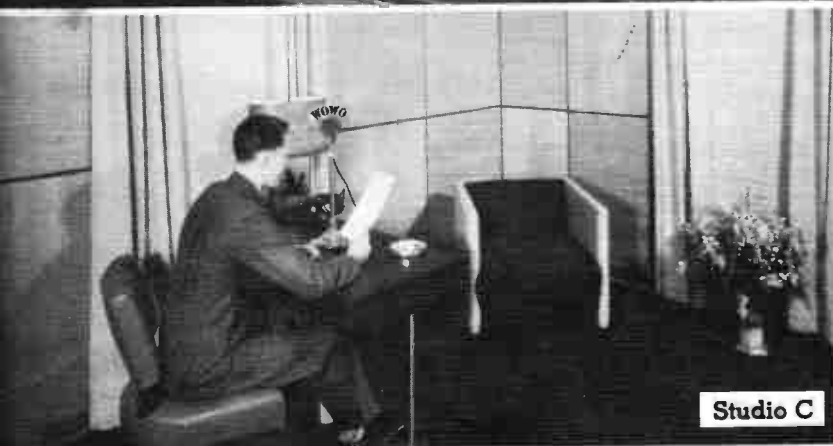
ciency, and to provide the best possible quality for the programs which are sent into the homes of the WOWO -WGL Family.



Studio A



Studio B



Studio C



The Lobby



Client Audition Room



The Radio Kitchen



RAYMOND R. SMITH — Maintenance

"Smitty" is modest about it, but he was awarded the Distinguished Service Medal and the coveted Croix de Guerre for bravery during the World War. Wants to travel — and teach "Cousin Elmer" to keep gum off the floor.

ESTEL BODENHORN — Maintenance

The buzz of activity around WOWO-WGL should fit "Tarzan" for his eventual business of raising bees. Much credit for the appearance and neatness of our new studios goes to him. He's as indispensable as a microphone.



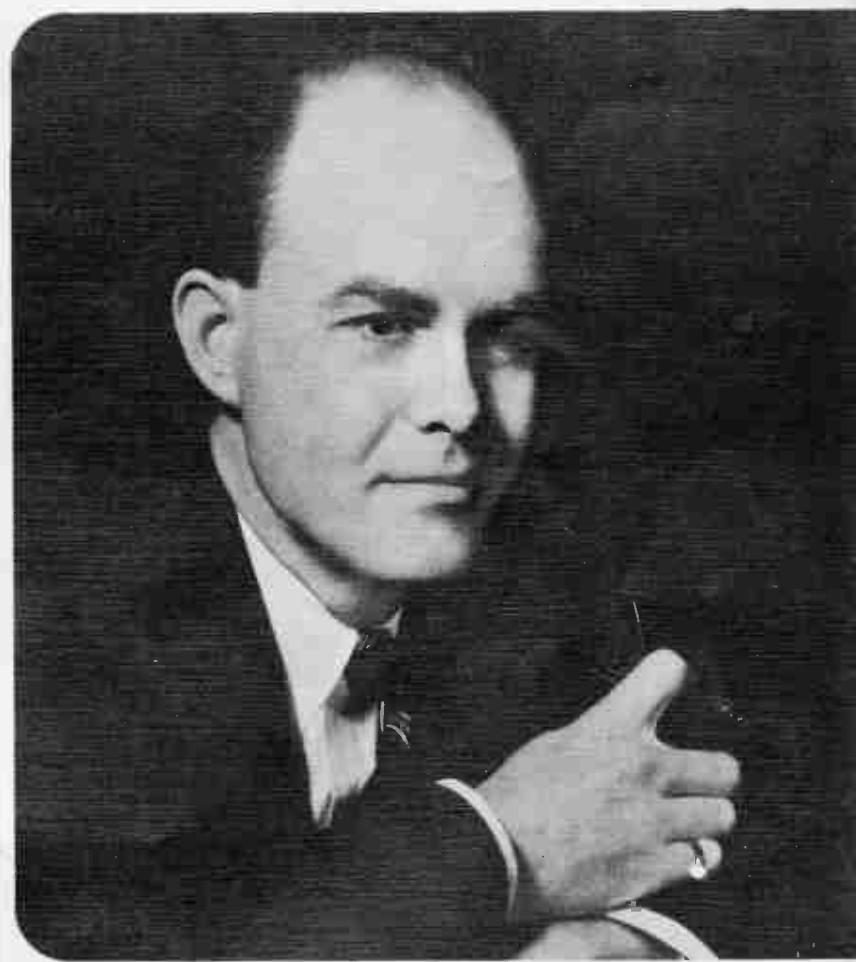


Left

FRANKLIN TOOKE

**Program-Production Director WOWO — "Man On the Street"
"DYKTA" (WGL) — "Modern Home Forum"**

As long as Franklin Tooke stays in radio the stage and screen lack a fine actor. His Bachelor of Arts degree from DePauw University was augmented by study at the American Academy of Dramatic Arts in New York. He is responsible for the quality of all programs on WOWO and the determination of what goes on. The poise and dexterity acquired behind a soda fountain (first job), gave him a yearning for a career as surgeon or actor — and for cherry pie. He's been at WOWO for 4 years . . . single at 27 . . . friends call him "Butch".



Right

W. CHARLES ROE

Program — Production Director WGL

"P.S. I got the job". That is the only comment Charlie will make regarding his introduction to radio at KDKA, Pittsburgh, in 1933. After Washington and Lee University, the footlights took possession of him until — the "Depression", which was unkind to "show business", so into radio. Married — three-year-old Kathryn Louise is as pretty as her name, but everyone calls her "Butch". Seven Irish Setter pups keep the Roe home in a dither. Charlie plays piano and organ, and likes to play polo, but for the cost.



Left

HILDA C. WOHRMEYER — Continuity Supervisor

Can she "take it"? She has to, for as head of the copy department, she is the connecting link between the salesmen and announcers—each of whom usually has a different idea of what should be said, at what length and how. Hilda came to radio from advertising agency work—has been here since 1930. She would like to be "secretary to an author who travels extensively". Included in the multitude of words she turns out are those for "Stork Express", "Rhythematics" and "Roses To A Lady". Hilda collects rare books and thrills to the thought that "radio makes a neighborhood of a nation".

Announcers

Right

J. HOWARD ACKLEY

Program Traffic Manager — Chief Announcer

"When who broadcasts what where", should be the slogan of the "Ask Ackley" department. Howard is the busy fellow who makes sure there's a program for every minute, and an announcer and studio for every program on WOWO-WGL every day, and he still finds time for son J. Ronald, four. First job: Beekeeper. Thence, janitor, farmer, store keeper, bookkeeper and into radio at WOWO in 1927 as announcer. "Good old fried potatoes" make him drool. Hobby: Photography. Howard is the oldest man, in point of service, at WOWO-WGL.



Left

"HAPPY HERB" HAYWORTH

"Morning Roundup" — Farm Markets and News

Of course, you all know Herbert "Happy Herb" Emerson James Spencer Hayworth — a friendly bunch of fellows all in one. The name is real, however, and so is his background as newsboy, shoe shiner (his first job), tent show actor, vaudevillian, orchestra leader. Wanted to be a "heavy" actor. Says he's "married, and how" Plays banjo and guitar — had his own band for 11 years, and has collected about 8,000 copies of old popular tunes as a hobby. Crunches raw vegetables with glee.

Right

CARL VANDAGRIFT

"Hey, Mr. Motorist" — "Name the Tune" — Publicity Director

Because news commentator Bob Valentine wanted a male secretary, Carl Vandagriff started in radio — he got the job. Now, he directs publicity for WOWO-WGL, besides his broadcasting assignments. For 18 years — he's 25 — "Vandy" has played either piano or violin, and now he wants to compose his own music. Wedding bells this fall may inspire the mood. We hope she can provide Carl's beloved Italian Spaghetti, too. At tennis and its parlor parallel, ping-pong, he finds few peers. He has been at WOWO-WGL since 1935.



Announcers



BOB WILSON
News — "Stork Express"

Nothing like an early start; Bob announced and sang his own program at 14. Radio has been in his hair ever since. William Robert Wilson chose geological engineering as his field in college, but newspaper work and the lure of the "mike" brought him finally to WOWO-WGL in 1937. His smooth, friendly delivery and direct, unbiased reporting has made him one of the outstanding young news commentators. Two United Press teletype machines, operating constantly, keep him posted on events about the globe. Addressing his "mike", Bob Wilson stays farther away than most announcers. He says he feels easier and more confident. Bob claims his virtues are due to the influence of a charming wife. Ham—baked, fried, boiled—but ham, for him. His sign-off, "73", means: "Best regards".



Right

ROBERT SIEVERS
Mail Bag — "Musical Clock" — "Hoosier Hop"

Although Bob used to sell furnaces, his interest — past, present and future — is broadcast announcing. He used to "make-believe" before floor-lamp "microphones". Radio finally claimed him through gradual stages of after-school work and the "Back Home Hour". In addition to his programs, Bob is responsible for knowing the time, place, length and quality of every transcription on both stations. Addresses the "mike" with hand cupped to ear. Age: 22.



Left

ELDON CAMPBELL
"Hey, Mr. Motorist" — "Indiana Indigo" —
"Rhythmatics" — "Stardust Serenade"

He started by "dishing it in" and wound up "dishing it out". We mean coal into a steam boiler at the bank where he was janitor, and we mean words he bends over to deliver to the "mike" from the "tongue-house" provided for such articulation. Eldon Campbell is well-known for his easy, friendly style on a number of WOWO-WGL features. He arrived via stations WILL, University of Illinois, and KBTM, Jonesboro, Arkansas. He's only 23, single, and likes reading, chocolate or angel-food cake and winning at tennis. He wants to be a radio executive.



Left

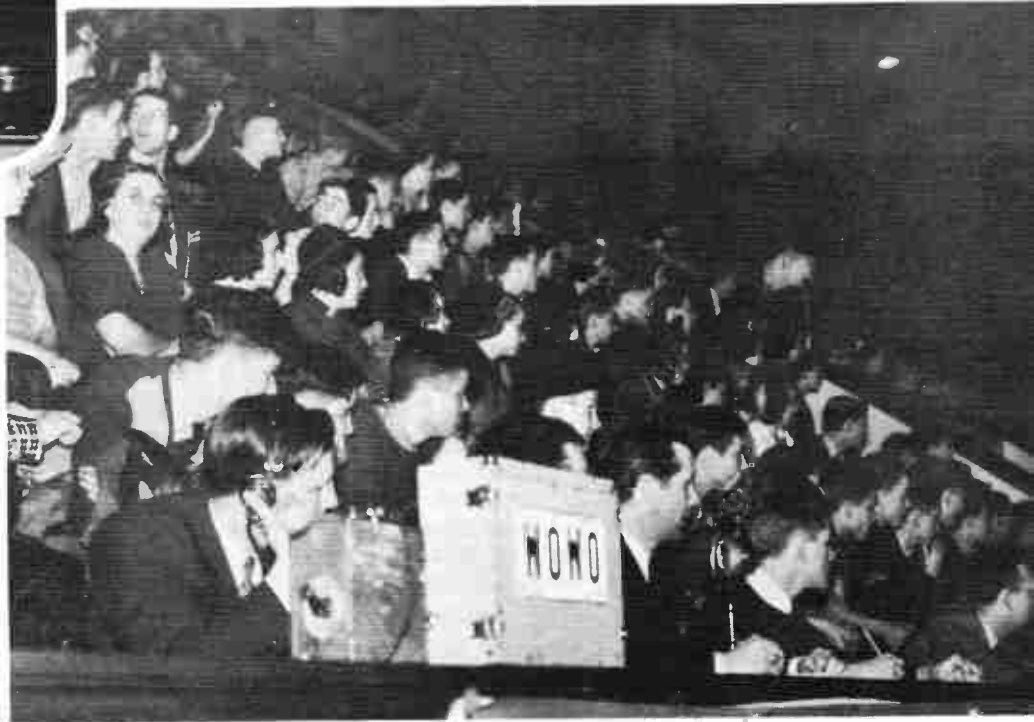
JOHN HACKETT

Sports, "Billboard", "Man On the Street", Special Events

The best laid plans of mice and Johnnie Hackett "gang aft aglae", for the latter's intentions to be a lawyer were altered by a bet that he couldn't match the ability of a certain sports commentator. He won, and has been at it since, denying any special prowess. Just let John be himself and you'll have a friendly, enthusiastic broadcast.

From a background comprising years of sports participation and coaching, John Hackett has built his reputation as one of the most popular and versatile sports announcers of the Middle West. Indiana takes its basketball more seriously and critically than any other state. Consequently Johnnie has to be good. In the past four years he has broadcast every Indiana High School State Tournament: State Sectionals, Regionals, Super-Regionals, Finals, Catholic State High School and the local Fort Wayne games. In addition, John Hackett brings the WOWO-WGL Family play-by-play descriptions of Western Conference Football contests.

Oh yes, he goes all weak at the mere mention of strawberry shortcake.



Right

Johnnie Hackett with engineers, observers and WOWO "mike" at the foot of a "crowd-bank", as he broadcasts a basketball game from North Side Gymnasium.

JOHN DeYOUNG — Announcer

"Little strokes fell great oaks", and Johnnie found truth in that old adage when his persistent efforts to "crack" radio netted job at WOWO-WGL two years ago. So appreciative is Johnnie of the chance given him that his aim is to attain a success that will allow him to help other young fellows in the same way. He wears his hair long, because it bothers him to see ears protrude. Blond, slight in physique, serious, single and nearly old enough to vote, Johnnie gets a "boost" from the idea that radio is doing a social good.



Announcers



Left

DICK LEROY — Announcer

Service as a mortician's assistant, at one time, may have prompted Dick — full name "Richard Leroy Faler" — to adopt an occupation that is definitely "alive": radio announcing. He married a charming girl from his home state of Illinois in 1932, and currently, the unit is enhanced by Lawson Virgil Faler, age two. Dick played an E flat alto saxophone in his home-town band for seven years, but not on the air. You will recall his work as "Dick Leroy, the Kay Reporter". Milton Cross, the dean of NBC announcers, is his model.



Right

JOSEPH ROEHLING — Announcer

"Little Joe", as he's called, offers a normal life to radio people by his suggestion that broadcasting be stopped on Sundays and holidays — probably for more time with Mrs. Roehling and one-year-old Pattie Lou. Joe started with WOWO-WGL in 1929 and was eventually transferred from office-work to part-time announcer. He wanted to be a machinist, but would settle now for retail merchandising. Has a hobby for any mood: Golf, interior decorating and pinochle.



Left

RALPH MINTON — Announcer

Meet the newest member of the WOWO-WGL announcing staff: Ralph and Mrs. Ralph have a family second to none. Reading from one end of the house to the other, they are—Catherine, Dick, Jewel, Lois and Bob — what a break in a basketball state. On May 12, 1939, Ralph became associated with our Family, from Garden City, Kansas, and Dayton, Ohio. He has his A.B. degree from Butler University, and additional graduate work at Indiana University. Plus that, he graduated from the Arthur Jordon Conservatory of Music in Voice.

Home Economics



Right
FRANCES BLACKBURN STANGER
Assistant to "Jane Weston"

Meet one of the finest cooks in these parts. Frances Stanger is the mother of our receptionist-commentator, Rosemary Stanger, and became Jane Weston's assistant in October 1938.

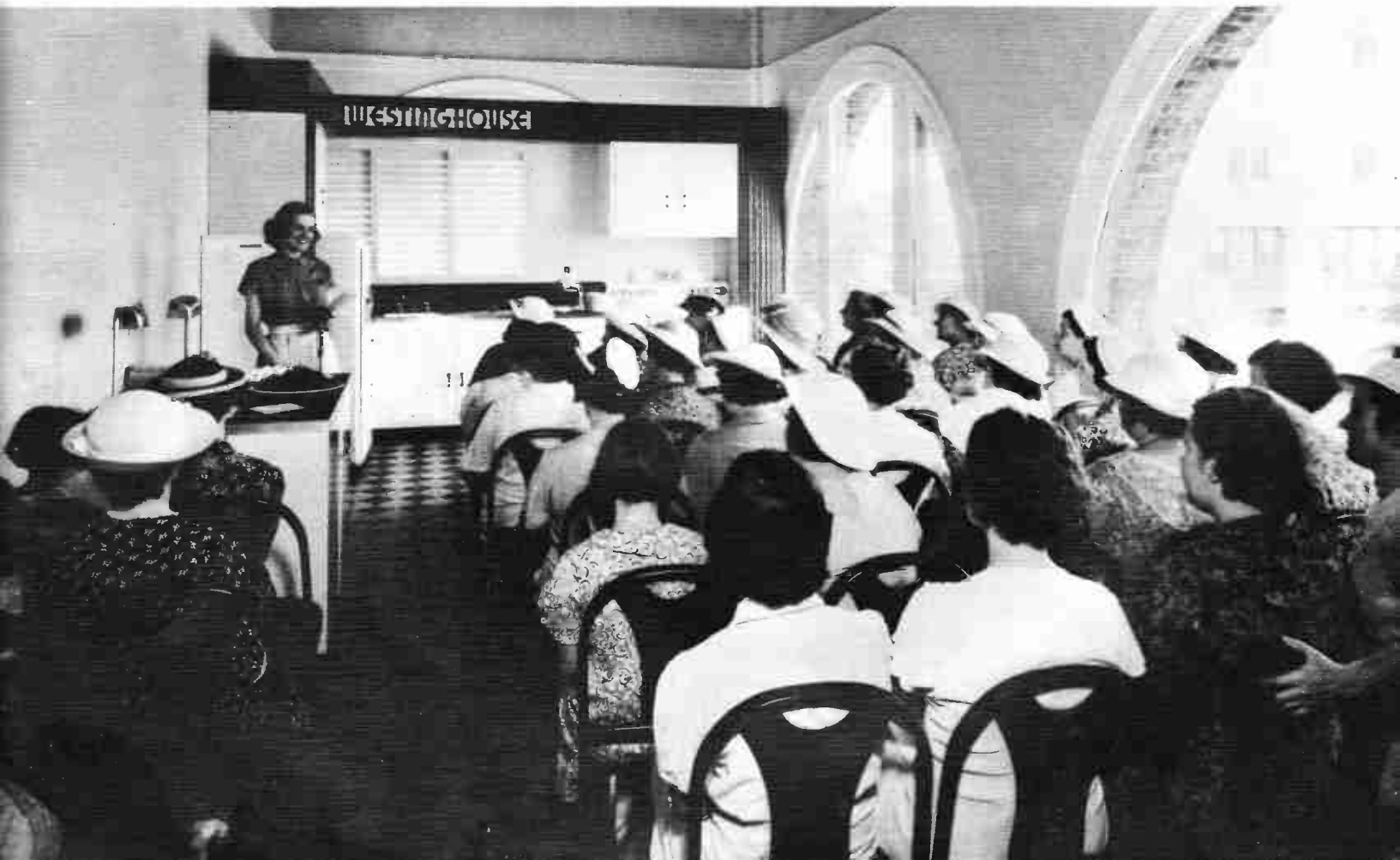


Above
"JANE WESTON" — Home Economist

After all, it would be difficult to have to say: "Good morning, Mrs. Home-maker, this is Dorothy Ellen Wright Conner speaking", so "Jane Weston" she became — "Janie" to the crowd. She sings, but not publicly, paints, and plays piano and that most ethereal of instruments, the harp. First job was waiting table at a summer-resort in Michigan. Present job: catering to and disciplining husband Karl Conner, our violinist, to whom she was wed this year. Wants to raise a whole family of "little geniuses" and become a good private "home economist".

Below

The "Modern Home Forum" during one of the daily broadcasts at 9:45 a.m. Jane Weston is standing at the microphone, and the ladies are part of the 3000 who have visited the program this year.



Music

Right

JEANE BROWN—Musical Director

A girl musical director? Absolutely! In this case, it makes direction pleasant to take. Now, let's have no letters of application or — anything. Jeane is really Mrs. to Dr. Elmer Bosselman since June 2, 1939. Her charm is the extra doughnut in the "baker's dozen", for her ability is backed by ten years of professional music: with the well-known "Fourteen Brick-tops" girls orchestra, accompanist for Beverly West (Mae's sister) and other top billings. She's a native of Coatesville, Indiana — plays piano, accordion and organ — "drifted into" radio. Hope she doesn't "drift" out.



Left

KARL F. CONNER

Violin

Now, "Pappy" Conner has a fiddle, and drags a bow across its middle. Jane Weston is his blissful keeper. He claims to be the "world's best sleeper". Why the nickname of "Pappy" isn't quite clear. He and Jane were married this year, and she upsets the "weaker-sex" tradition by whipping him—at ping-pong, his favorite sport, hobby and pastime. He played in some of the best theatre orchestras on the list until he "settled down" in radio 9 years ago. Present ambition: To hold on to what's left of his hair.

Right

DICK GALBREATH — Guitar

You are gazing upon the countenance of "Donald Duck", otherwise Richard E. Galbreath, with 14 years of musical background. Trained at the Cincinnati Conservatory and through experience with major networks and leading stations. Dick wanted to be a surgeon, so started as a chauffeur, then assistant manager of a cheese factory. The guitar has a rival suitor in the camera — Dick took the majority of pictures in this book. He has wavy hair, a heckling habit and a fine sense of humor. He was "altared" 5 years ago.





Above
TOMMY LONGSWORTH
 Bass Viol and Tuba

Nee "Howard D. Longsworth", and troubled by day-dreaming and inability to tell a funny story. Tommy has made music in Georgia, Ohio, New York, Texas and now, Indiana, since 1938. Has a 20-months-old daughter. Wanted to be a surgeon until he sang in amateur program on the air.



Right
GUY FITZSIMMONS
 Saxophone and Clarinet

"The 'Guy' with the clarinet" goes in for speed: His own aeroplane, motorcycles, ice-boats powered by propellers. Doesn't talk much, but has swell "dry" sense of humor. Vaudeville and dance band background, and radio music in four states.

Above
MARY O'REAR
 "Stork Express"

She isn't very big, so friends call her "Tot". Graduated from DePauw University with highest honors in dramatics and started radio in Indianapolis. Bests: Weiner roasts, horse races, collecting phonograph records, black and white ensembles and being Mrs. Binkley.

Right
NORMAN CARROLL
 Piano and Vibraharp — "Norm and Bob"

Meet the handsome piano-patter part of "Norm and Bob". Norm's fancy piano and vibraharp work has provided him with two very desirable things: A place in radio — his original ambition, and a lovely bride (May 28) — who will turn out a classy meat-loaf if she knows his favorite food. Hobbies: Movie photography and drawing.





Left

AMBROSE and MARY LOU HALEY
Entertainers

A couple of swell people from the west. Of course, it couldn't be the "old west" in Mary Lou's instance, for she has yet to attain the ripe age of 12. Her daddy, Ambrose took her into radio with him yars 'n yars ago. There are sisters and a brother, too: Dorothy, 18; Norma, 15 and Ambrose, Jr., 14. Ambrose Sr. wants to settle down and raise chickens, but Mary Lou threatens to lead him on awhile to realize her ambition for greater singing. She's in the 6th grade right now, and just can't get to bed early enough.

Right

"THE BLACKHAWKS"

Reading from left to right: James "Red" Bicknell — the one who does most of the talking; Don "Bohusky" Lake — his accordion is worth nearly \$1000; Walter "Sleepy" Schultz, the soloist of the group — refined and gentle in his slumbers; and "Pete" Fall — the ladies' man of the outfit. They got together six years ago in Rockford, Ill., have been broke several times, don't care where they are as long as there's food. "The Blackhaws" offer variety in popular, semi-classic and modern "hill-billy" music.



Left

BOB SHREVE — Entertainer

Bob is a "triple-threat" radio man: He can do "Cousin Elmer" in the morning on the "Roundup", popular music with chatter on "Norm and Bob" in the afternoon, and ballads on "Stardust Serenade" in the evening. He enjoys helping others — and himself when offered Italian spaghetti. Single and 27.

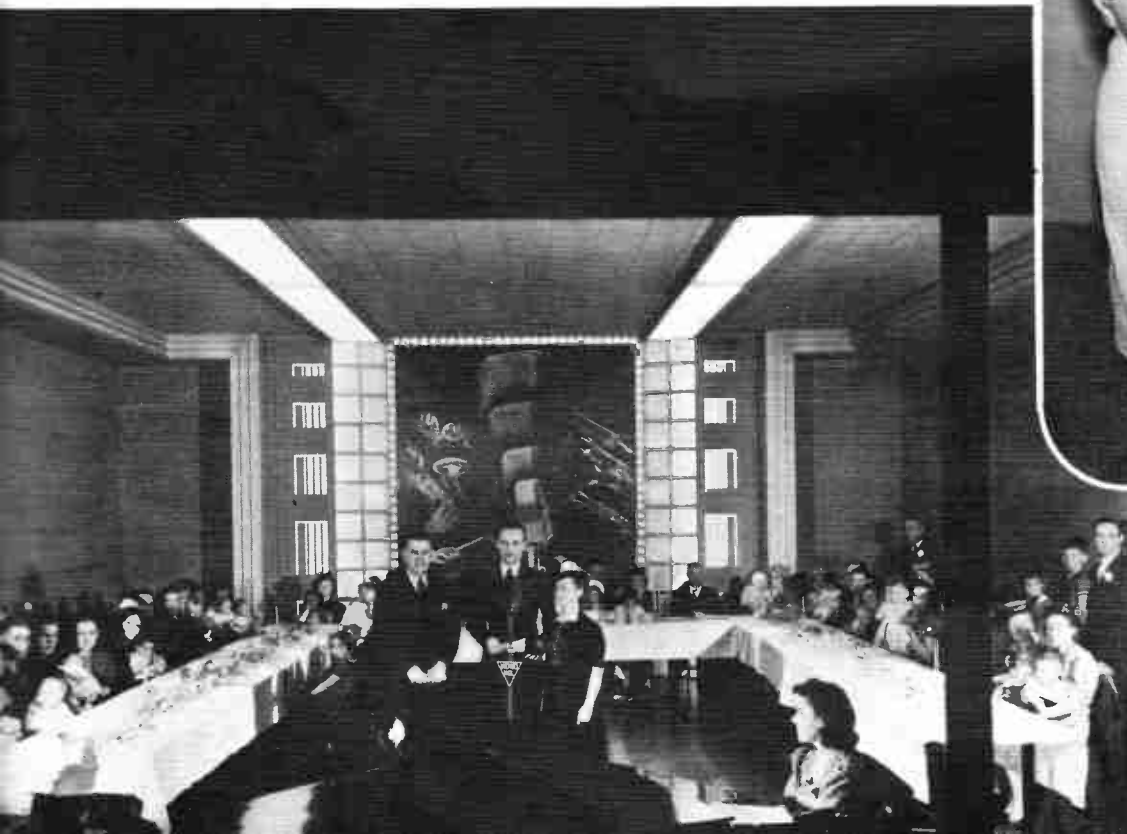


Above
Part of the "Hoosier Hop" cast "ride it on down" after a broadcast at the Allen County Fair.



Below
"Hoosier Hop", WOWO's contribution to the Blue Network of NBC each Thursday afternoon. From the washboard, they are: Cousin Elmer, Bob Sievers (announcer), Ambrose "Downcast" Haley (Master of Ceremonies), the four Blackhawks, Jeane Brown and the five Hoosier Hoppers.

Below, "Stork Express" entertains parents whose babies have been honored on the program. This was a special Mothers' Day occasion. Left to right, at the microphone in studio A, are: Frank Carlton Nelson, Franklin Tooke (substituting for Bob Wilson, regular Stork Express announcer), and Mary O'Rear. Jeane Brown is at the piano; and right, **Bob Wilson** visits the hospital to "interview" one of the passengers of "Stork Express". Bob has announced the arrival of more than 3,500 babies in the WOWO Family, and added a poem each day, while Mary O'Rear croons the lullabies to the accompaniment of Jeane Brown.





Left

"The Morning Roundup" takes all the "mourn" out of morning, and gives extra "rise" to the sunrise. Reading from the left, we have: "The Blackhawks", Marse Karl Conner, "Happy Herb" Hayworth, Ambrose "Out of the dawn" Haley, Norm "Ivory Man" Carroll, and Cuzin "Arm of the law" Elmer. Why be serious so early in the morning?

Below

Carl and Eldon "crusade" during "Used Car Week", as a part of their "Hey! Mr. Motorist" program. The broadcast, originating from the corner of Harrison and Washington Streets, promotes safety.



Above

"Hey! Mr. Motorist" . . . Eldon Campbell, at the microphone, and Carl Vandagriff chat with a motorist from Tennessee. They have talked with drivers from 37 states and 2 Canadian provinces.



These two United Press teletype machines are constantly turning out latest up-to-date news during 18 hours of every day. Bob Wilson shows you how the news comes in typed on long rolls of paper.

Right

Richard Trojan has been singing the Old Familiar Hymns over WOWO since 1930.





Left

Chester V. Kimmell, Allen County Agricultural Agent, one of the men who comprise WOWO's service to rural listeners. Others are Glen Sample from Purdue, and H. C. Ramsower from Ohio State.



Right

The Honorable Harry W. Baals, Mayor of Fort Wayne, always a welcomed visitor to our studios, which he helped dedicate.



(E)

Each week WOWO presents a variety of religious services to the Family. These are the men who conduct the devotional periods on the air:

- (A) Rev. H. E. Wiswell, First Missionary Church of Fort Wayne.
- (B) Rev. J. W. Montgomery, Church of the Nazarene.
- (C) Rev. Howard Paschal, Old Time Religion Tabernacle.
- (D) Rev. Clifford Hollifield, Gospel Temple.
- (E) Dr. Ottomar Kreuger, Concordia College.



(A)



(C)



(D)(B)



Left

Lieutenant Custer Dunifon, supervisor of the Police Traffic Department, as he appeared on "Hey! Mr. Motorist" in a safety effort which set a record in 1938.

Right

WOWO's "Man On the Street" celebrates its 3rd birthday. Left to right: John Hackett, Mr. Harry Fletcher, Pres. of Patterson-Fletcher Co., Col. Roscoe Chamberlain, round-the-world flier and Franklin Tooke, holding microphone.





Above
"Billboard of the Air". John Hackett stands before a studio full of visitors during one of his popular morning broadcasts.



Above
Hilary Denley Kuhl — It is who writes and plays all the parts on "Children's Chapel" and "Will-O-the-Wisp".



Above
"The Swing Quartet" stops swinging long enough to identify them as: Norm Carroll, Guy Fitzsimmons, Tommy Longworth and Dick Galbreath.

Below
We peek under the piano lid to watch Norm and Bob turn out one of their song and patter shows. Bob Shreve (left) plays "Katrinka", Norm Carroll plays the piano. They started in 1934.



Below
Joe Trimm, "The Hoosier Hillbilly", who can yodel in twenty-one different ways.





Left
Frank and Jane quiz the guests at the broadcast of the Frank's-Westinghouse Cooking School.

Left
"Name the Tune" . . . that is what Carl Vandagriff invites you to do each Monday, Wednesday and Friday, as Jeane Brown meanders in melody at the organ. Jeane and Carl are always glad to have your letters, and your guess of the tunes played those afternoons.



Left
Bette Joan Jones, Queen Jubilee VIII of the 1939 Van Wert Peony Festival, tells John Hackett and an NBC coast-to-coast audience how it feels to be "Queen for a Day" as Mayor John H. Morrison of Van Wert stands by.

Secretaries



ROSEMARY STANGER
Receptionist

"Rosie" to her friends . . . "Vicky Harris" on the air and stage. Has acted with famous "names"—Sinclair Lewis, Nancy Carroll and others. Birthday: Feb. 22 . . . with George Washington. Activities: Writing poetry, walking in the rain, Civic Theatre and buying clothes.

MARGARET GUILINGER
Secretary to Mr. Swartley

People to meet, appointments to keep, even telling the boss it's time to eat—are some of the duties of efficient Margaret. She hails from Montpelier, O.

MARY MARGARET VESEY
Secretary to Mr. Billings

What more could a fellow ask: "Vese" is young, single, likes sewing, cooking, interior decorating, swimming and horses, and can charm you with piano music. Low upkeep, too . . . feed her lettuce, she loves it.
P.S.: She's a good secretary, too.



MARY JO CARITHERS
Secretary to Mr. Conley

Mary Jo used to be a "4-H Club" leader before she came to WOWO-WGL in 1938 for her first job. She likes people—especially radio people—and may someday write about them. Her reading taste runs to philosophy.

DOROTHY BUCHHOLZ
Ass't to Miss Woehrmeyer

As "girl Friday" to one of our busiest departments, Dorothy has no time for any but an ambition to finish her work on time. She plays the piano—dislikes men whose suspenders show or socks droop. Blond, efficient and friendly.

JANE FREDRICKSON
Secretary to Mr. Sparks

Jane's goal is "home and children", but radio claims her first attention. Used to sing a bit on the air. She likes sleep, corn-on-the-cob and horseback riding.



Sales and Audit



FORD BILLINGS
Manager of Sales WOWO-WGL

Show business was the original aim of Ford Billings. Starting as a relief organist, he grew into engagements with the famous Schubert and Keith vaudeville circuit, Chautauqua and musical comedy. First important radio was assignment to open and operate WTIC, Hartford, Conn. Since has been manager of WLW, Cincinnati, Vice President of Hearst Radio's west coast activities and many other posts. Came to WOWO-WGL in February, 1939. Favorite sport is deep-sea fishing. Once knocked radio's bonnet askew by buying \$4,200,000 of time from 59 leading stations on one coast-to-coast dash. Ford Billings says he talks too much. The wisest will listen.

J. B. CONLEY
Auditor and Assistant Treasurer,
Westinghouse Radio Stations, Inc.

"Steve" Conley's ambition to become a lawyer was disturbed when the United States entered the World War. He fought with a machine-gun company of the A.E.F. in France, returning to enroll at the University of Pittsburgh . . . received his B.S. degree in 1924. Glenn Riggs, NBC New York announcer, is his brother-in-law. "Steve" started with Westinghouse in 1925. As "palate pleasure" he names Sealtest Ice Cream (plug). He'd like to travel extensively, and play golf on a different course each day.

RUSSELL L. SPARKS
Sales Promotion Director

A scoop of vanilla — chocolate syrup — whipped cream — topped with a cherry . . . it irked "Sparky's" aggressive instinct to tend a soda fountain; so to NBC, Chicago, as Page Boy, Page Captain and Sales Promotion work; thence, here in 1938. Born in Newark, N. J., on the same day as — but somewhat more recently than — George Washington. Likes: Clothes, radio, tennis and ping-pong, radio, sleep and radio. Never wears same necktie two consecutive days . . . detests whistling in office, run-over heels, bad coffee and praise of California climate. Strictly unwed.





WILLIAM R. ALDRICH — Salesman

Bill wanted, more than anything else, to be a race-driver, but his mother didn't want to risk his neck and the good name of William R. — Bill became a salesman. Speed-boats for relaxation (?) and celebrates his 5th wedding anniversary this summer.



PAUL E. MILLS — Salesman

"My faults are many, my virtues few, but what I am will have to do" — which it does, perfectly. "Millsie" (Don't blame him, someone "hung" the nickname on him.) wanted to be a purchasing manager, but the new opportunities of radio selling changed his mind.

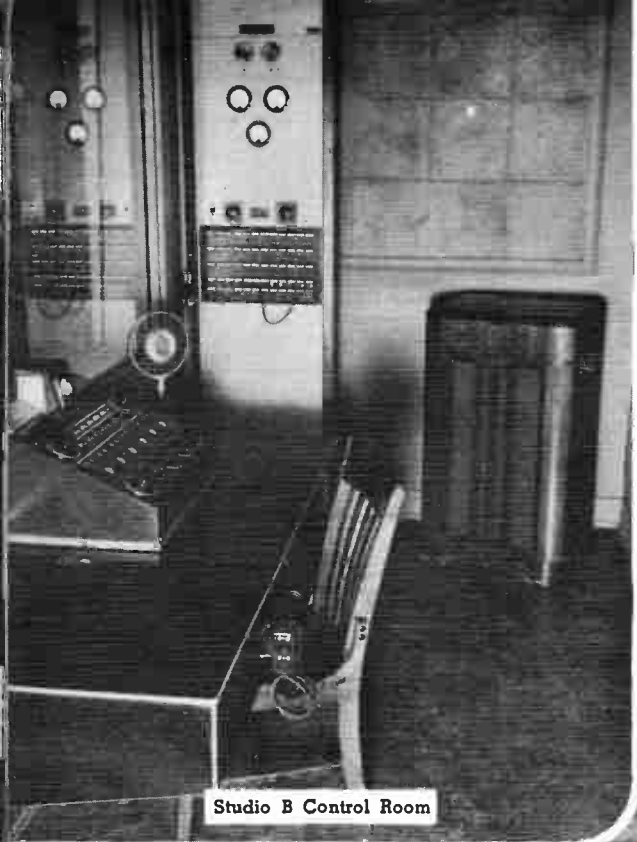
LEWIS O. ADLER — Accounting Clerk

"Lew" would like to throw cares to the winds . . . says he's "too cautious", which makes him an excellent accountant. You'll seldom hear him complain, except when someone tries to feed him fowl or cucumbers. A native Hoosier, "Lew" attained 24 years this June.

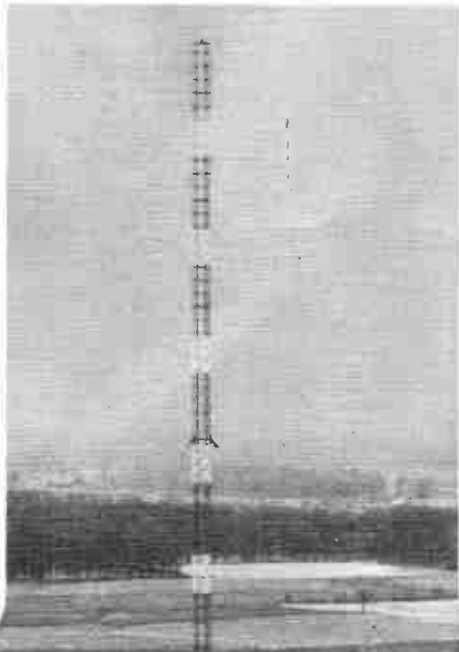
WALTER BEADELL — Salesman

New to the sales organization of WOWO-WGL is Walter. On June first, 1939, he arrived from WISN in Milwaukee, Wisconsin. After graduating from the University of Minnesota, Walt tried advertising and then newspaper work in Washington, D. C. He is married.

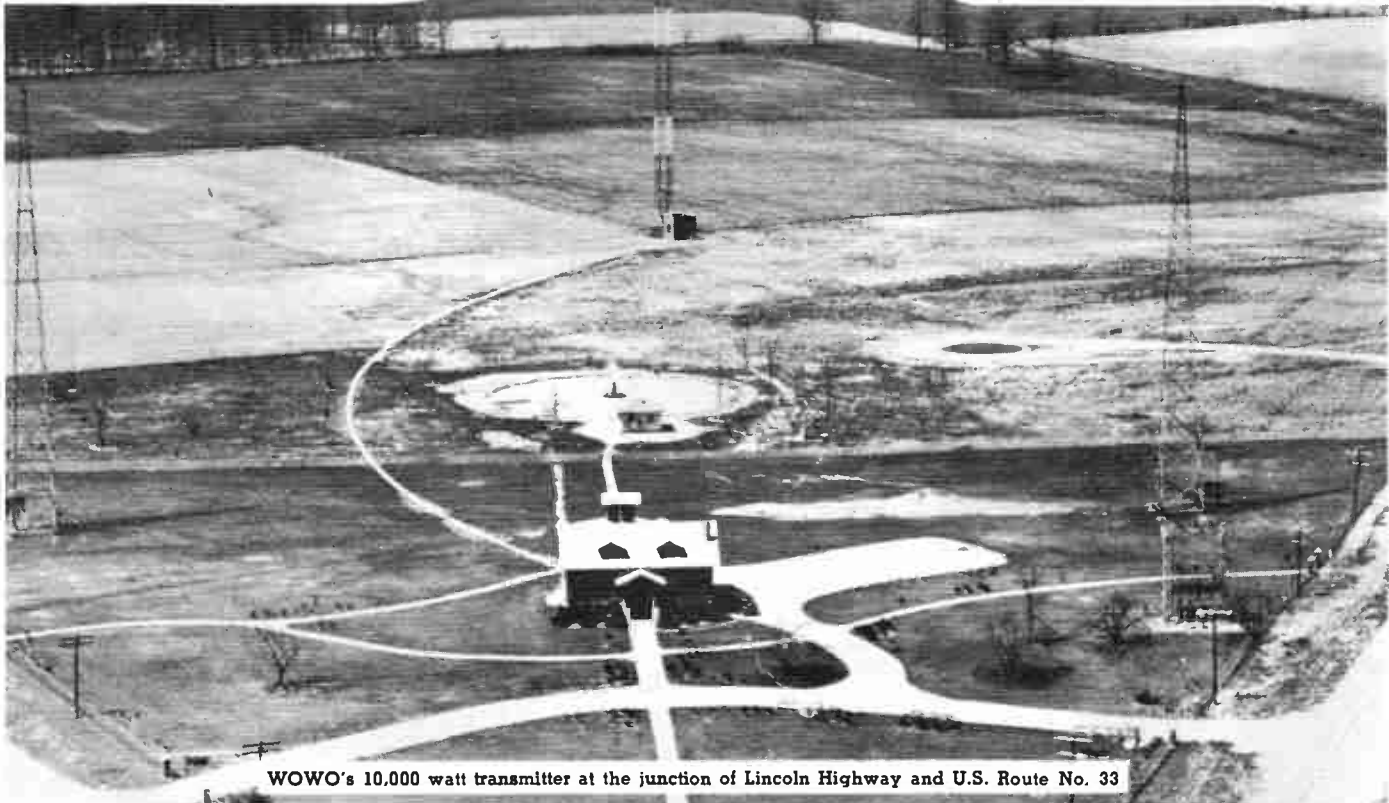




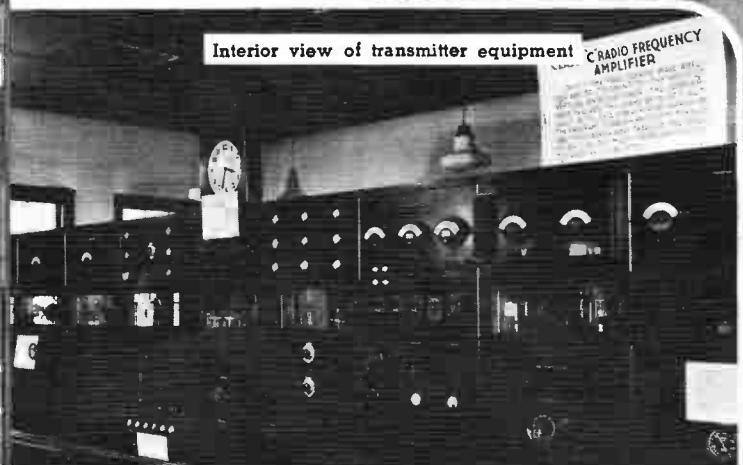
Studio B Control Room



Recording an NBC program for delayed broadcast



WOW's 10,000 watt transmitter at the junction of Lincoln Highway and U.S. Route No. 33



Interior view of transmitter equipment



Master Control Room at the WOW studios

INDIANA'S MOST POWERFUL RADIO STATION!

Engineering Staff

FRED W. FISCHER
Technical Supervisor

To make enough money to study medicine, Fred first started in technical radio. He has been so busy doctoring broadcasting equipment, since, that human ailments have had to struggle on without him. Only 31, he has charge of the technical operations of both WOWO and WGL, where he started in 1930. Principal thought for radio: It must remain a medium for free expression. And television: A headache for engineers. Fred likes surf-boarding and dandelion greens.



BRUCE H. RATTS
Operator

Bruce started building his own radio receiving sets when he was only 14, and radio was younger, so all he had to do was to grow up from the old crystal sets to the dynamic speakers before he had his operator's license. From radio service work in 1925, selling autos and operating aboard a Great Lakes steamer, plus a good educational background, Bruce has gained the knowledge and patience to cope with wires, tubes and even announcers. He demands his music — hot, sweet or classical — to be played well, and he'll like it. He's married, and especially fond of Audrey's cooking.

ALVA E. SMITH
Operator

With a technical background gained in four previous radio-operating positions and a Bachelor of Science degree in Electrical Engineering, Al joined the Westinghouse staff in 1937. He first discovered the effectiveness of sound a short time after birth in Valley Station, Ky. He's married and proud of 5 year old Alison Ann Smith, his daughter. In private life Al finds relaxation from radio with radio, for he has his own amateur short-wave radio "rig" with which he converses with other "Hams" throughout the world.





CHARLES A. SPRAGUE — Operator

Boss or no boss, "Chuck" disagrees definitely and insistently if their ideas fail to match; but he "delivers the goods" just as definitely and consistently. A good night's sleep is demanded by "Chuck", who enjoys roaming the country with his family.



GLENN THAYER — Operator

If Glenn could have a cabin up on Lake Superior where he could fish and ice-boat, he'd be dizzy with delight. He has his own amateur radio transmitter from which he graduated to commercial radio in 1934 and to WOWO-WGL and married life in 1937. Does a fine job of photography.

CLARENCE E. WISE — Operator

Eleven years ago, Clarence Wise started as an operator at WOWO-WGL. In his case, a radio hobby and a radio friend combined their influences to place him in commercial broadcasting. Clarence dotes on fishing and his three-year-old daughter, Roselyn Ann.

LEO YODER — Operator

With 6 brothers and 2 sisters, Leo's life was tempered to activity. Amateur wireless lead to an operator's job on the Great Lakes and Atlantic Ocean and thence into commercial radio. He has his B.S. degree from Purdue University, and likes flying.





THOMAS COPELAND — Operator

From down in Tennessee, suh, Tom came here in 1935. His two daughters, Carole and Wayne, occupy the leisure he doesn't put to photography and amateur radio. He dreamed of being an aviator, but gets into the air with sound waves instead of wings, now.



**AARO HIRSIMAKI
Operator**

His road: not long, but plenty of turns. At 15, cabin boy . . . own amateur radio transmitter, 8DQD, in Jr. High . . . B.E.E. degree from the University of Detroit . . . radio announcer and operator in Michigan, Pennsylvania, Ohio and Indiana. Aaro has a sense of humor, and 3 daughters —twins and a single.

PAUL LUECKE, JR. — Operator

Paul dislikes publicity, sloppy programs or onions. Entered commercial radio through the "Ham" (amateur) Radio Club. Likes to see continued improvement in the design of broadcasting studios. Married, "the two of them" enjoy making the budget behave.



WILLARD MILLER — Operator

The nickname is "Bill", which is perpetuated in "Billy", for his 1½ year old son. After being "bitten" by crystal sets back in 1924, Bill continued radio operating activities with WPDZ, Fort Wayne Police, and then to our engineering staff. Give him watermelon if you want to make a hit.



WGL Fort Wayne's Metropolitan Station



Left
"Indiana Indigo" has been featured as an NBC program for the past year, originating as you see it here, and going to stations throughout the country. Helen Jones, soloist, is at the microphone, with announcer Eldon Campbell.



Right.
An exciting moment as John Hackett broadcasts a play-by-play ticker-tape report of Central Catholic's victory in the finals of the 1939 National Catholic High School Basketball Tournament at Loyola University in Chicago.

Below
The Fort Wayne Symphony Orchestra, conducted by Gaston Bailhe. This fine 78 piece organization provides music by the great masters for the WGL Family through the broadcast facilities of Fort Wayne's Metropolitan Opera.





Left
The Allen County Spelling Bee. Each season all county schools participate to determine the final champion speller.



Left
Vicky Harris, who is Rosemary Stanger in real life, presents "Women In the News", Monday thru Friday. She discusses news, fashions, beauty culture, flowers, books and interests of the fair sex.



Above
Bob Wilson presents "Roses To A Lady", and the lady is Mrs. Laura Cannon, one of the outstanding Fort Wayne women to be honored on this WGL program.



Right
"Sing Along With Mary" as you hear her over WGL. This pleasing feature is presented by Mary Berghoff, at the microphone, Connie Beaver, pianist, and Bill Davies, Producer.



Numerous religious broadcasts are carried by WGL from the Fort Wayne churches throughout the year. It is impossible to show all the clergymen who have used the station's facilities, but a few are pictured here: (A) The Venerable J. McNeal Wheatley, Rector of Trinity Episcopal Church; (B) Dr. George William Allison, Pastor of First Presbyterian Church; (C) Dr. E. Burns Martin, Pastor of Wayne Street Methodist Episcopal Church; (D) Right Reverend Monsignor D. L. Monahan, Pastor of St. Patrick's Church.

Below
Miss Gretchen Smith director of the series,
"School of the Air".



Above
"School of the Air", WGL's outstanding local educational program, brings both grade school and high school students to the microphone in the course of the season. Children are usually less awed by a microphone than adults.



Left
The "DYKTA" program which takes its name from the question: "Do You Know The Answer". In WGL's studio with the two contesting teams are (left to right): Franklin Tooke (announcer), Harold D. Cothrell (Master of ceremonies), A. G. Hercules, Erwin Frauenfelder (scorekeeper) and Arthur H. Gertz (Timekeeper). Each week the competing teams represent the various business and social clubs in the WGL Family.



elen Jones, singer on "Stardust Serenade" and the NBC program, "Indiana Indigo", is mysteriously nicknamed "Daisy". She is composed of: years, a temper, a redeeming smile, and weaknesses for dancing, gel-food cake and Clark Gable.



Above
"Uncle Al Becker and the Comics". Uncle Al reads the comics to the youngsters on Sunday afternoon in Studio A.

right
class in "Rhythmic" meets in a singing session. From left to right: "Snapper" Carroll, "Screamer" Fitzsimmons, "Mugger" Longworth, "Percher" Galbreath, Dixie "Teacher's Pet" Dale and "Teacher" Campbell.





NBC and Other

1. RAY PERKINS, MASTER-OF-CEREMONIES, AND GUEST, ON WESTINGHOUSE "LETTERS HOME" BROADCAST FROM THE N. Y. WORLD'S FAIR. 2. JOAN BANKS AS "MARY FOSTER, THE EDITOR'S DAUGHTER". 3. JACK BENNY AND MARY LIVINGSTONE. 4. MARY AND BOB OF TRUE STORY DRAMATIZATIONS. 5. ARLENE BLACKBURN AS "LINDA CROCKETT". 6. LEW VALENTINE AS "DR. I. Q." 7. ROBERT BENCHLEY.





Stars Heard on WOWO and WGL

8. EDDIE DUCHIN. 9. "PROFESSOR" KAY KYSER WITH A "STUDENT". 10. KENNY BAKER. 11. FRANK BLACK, CONDUCTOR OF "MAGIC KEY" ORCHESTRA. 12. MORTON DOWNEY. 13. DR. HARRY HAGEN OF "TRUE OR FALSE". 14. JOHN KIERAN, ELMER DAVIS, DOROTHY PARKER AND F. P. ADAMS ON "INFORMATION PLEASE".



Our Family Meets the "Names"



JEANE AND BOB WERE GLAD TO INTRODUCE JOHN BOLES



EDDIE DUCHIN BRINGS "THE MAGIC FINGERS OF RADIO" TO OUR STUDIOS



TED "IS EVERYBODY HAPPY?" LEWIS PLEASING JEANE BROWN



BEAUTEOUS DIXIE DUNBAR DOES A "HELEN MORGAN" IN STUDIO A



PAUL WHITEMAN AND THE MODERNAIRES LOOK HAPPY WITH JEANE



THE WALTZ KING (LEFT) AND DEAN MURPHY JOIN ELDON CAMPBELL IN A "SPASM"



LEFT TO RIGHT: BOB, TED WEEMS, JEANE AND PERRY COMC



COLLEEN MOORE TELLS THE FAMILY OF HER FAMOUS "DOLL HOUSE"



FRANK BLUE WHISPERS TO THE FAMILY



THE BOYS COULDN'T CONCENTRATE WHEN IN A RAY HUTTON VISITED WOWO WGL



TOMMY DORSEY, EDYTHE WRIGHT AND JACK LEONARD