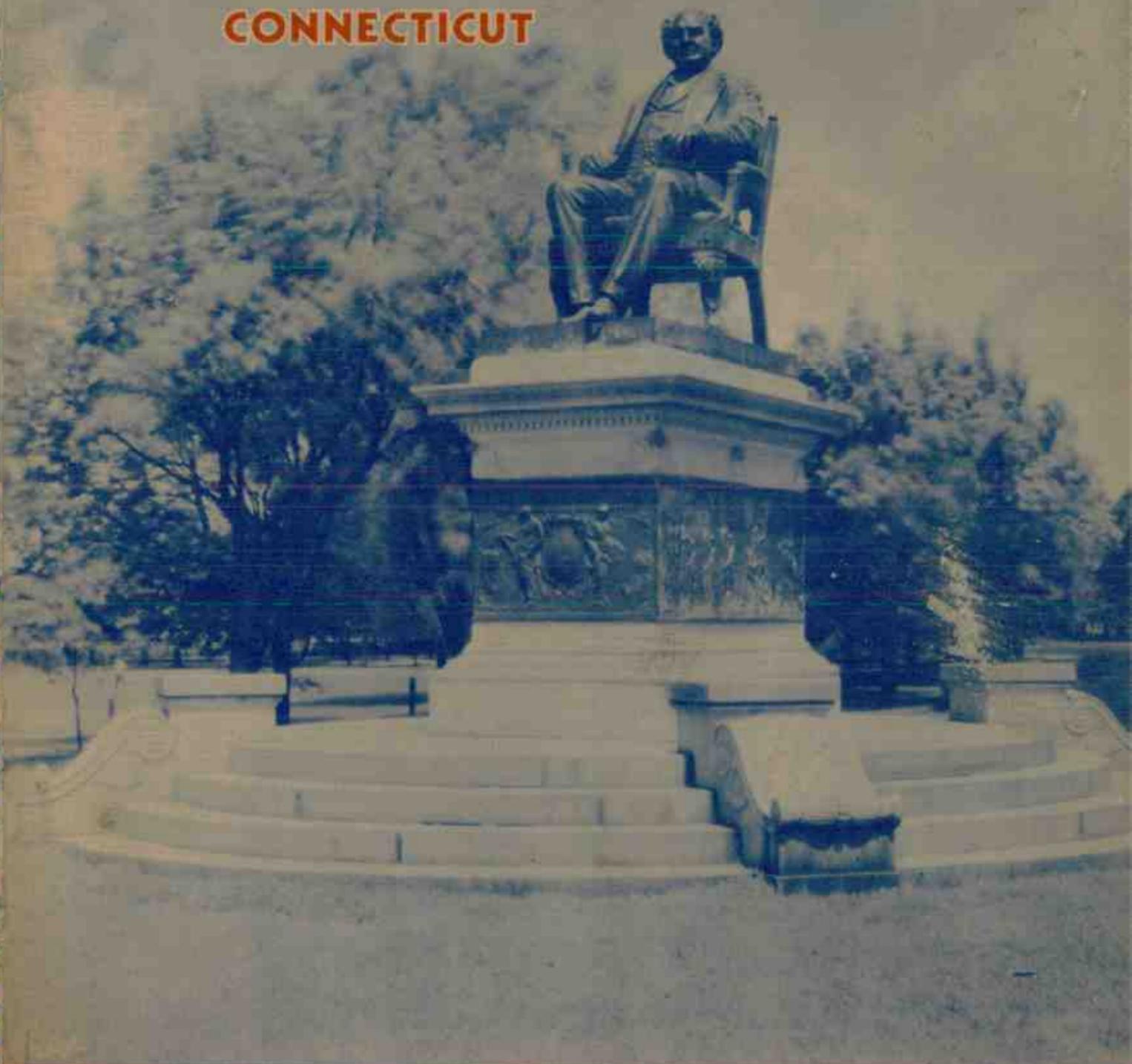


WICC

BRIDGEPORT-NEW HAVEN
CONNECTICUT

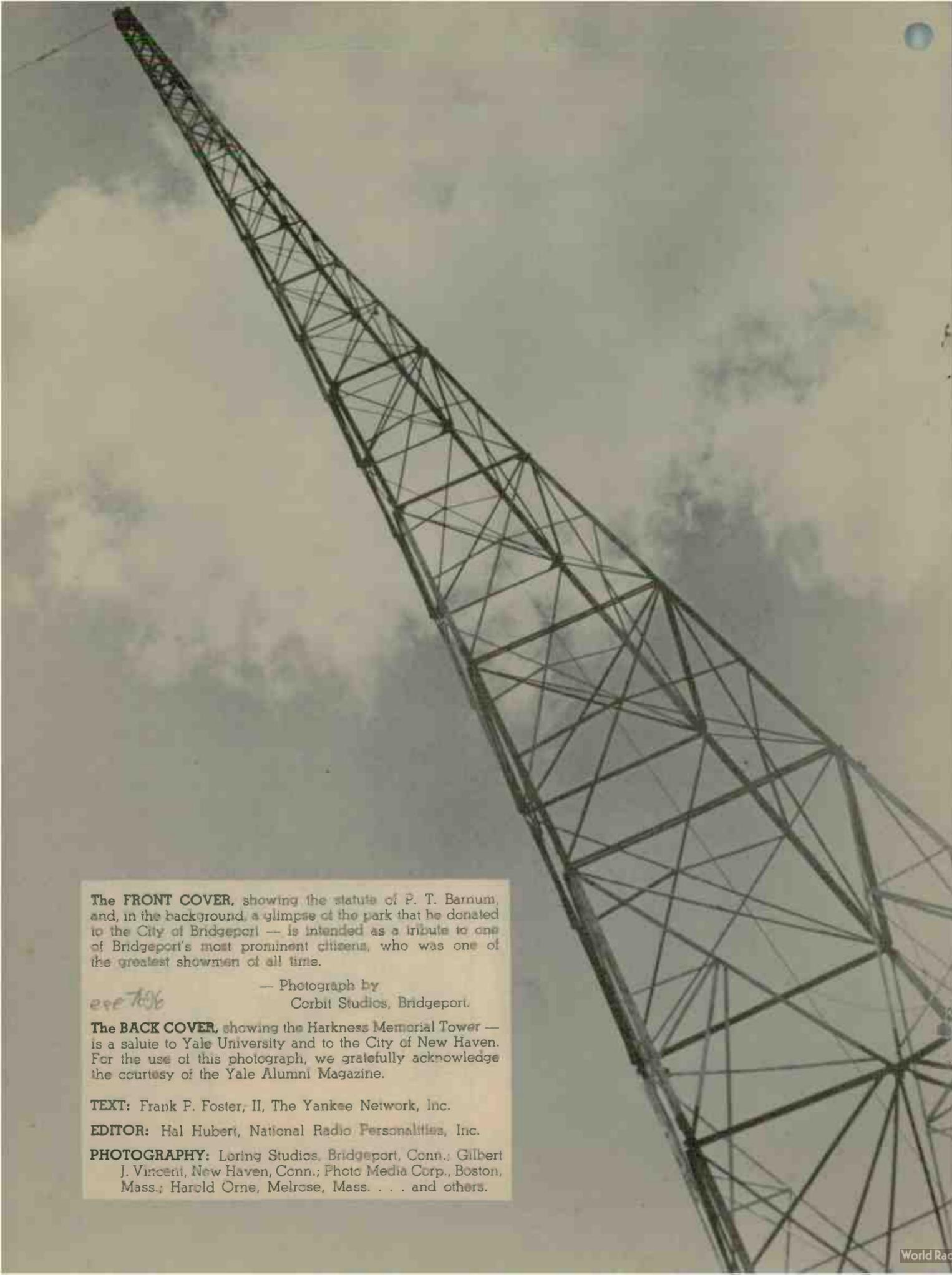


Affiliated With

THE YANKEE NETWORK + THE COLONIAL NETWORK + NBC BLUE NETWORK + MUTUAL BROADCASTING SYSTEM

POWER 107

Compliments of
Lee Laurent & Duke Shop



The **FRONT COVER**, showing the statue of P. T. Barnum, and, in the background, a glimpse of the park that he donated to the City of Bridgeport — is intended as a tribute to one of Bridgeport's most prominent citizens, who was one of the greatest showmen of all time.

— Photograph by
Corbit Studios, Bridgeport.

see 706
The **BACK COVER**, showing the Harkness Memorial Tower — is a salute to Yale University and to the City of New Haven. For the use of this photograph, we gratefully acknowledge the courtesy of the Yale Alumni Magazine.

TEXT: Frank P. Foster, II, The Yankee Network, Inc.

EDITOR: Hal Hubert, National Radio Personalities, Inc.

PHOTOGRAPHY: Loring Studios, Bridgeport, Conn.; Gilbert J. Vincent, New Haven, Conn.; Photo Media Corp., Boston, Mass.; Harold Orne, Melrose, Mass. . . . and others.

FIRST RADIO STATION TO LOCATE IN SOUTHERN CONNECTICUT

was WICC which today maintains studios in both Bridgeport and New Haven and transmitter at Pleasure Beach on the shore of Long Island Sound.

Today this station's affiliations include: The Yankee Network, The Colonial Network, The National Broadcasting Company's Blue Network, and The Mutual Broadcasting System. This assures a broad variety of entertaining programs, completely organized facilities for the dissemination of news, scientific weather reports and sports features of universal appeal. As a result—WICC is recognized as one of New England's most popular radio stations.



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JOHN SHEPARD, III

President of The Yankee Network, which includes eighteen affiliated stations covering New England. He is also President of The Colonial Network; President of the National Association of Regional Broadcast Stations; President of FM Broadcasters, Inc.; a Director of Broadcast Music, Inc.; a Director of Independent Radio Network Affiliates; a Director of the Mutual Broadcasting System and a former Director of the National Association of Broadcasters.



WALTER WINCHELL
... broadcasting.



JANE ACE
of "Easy Aces"

BROADCASTING HEARD OVER WICC



BENNETT KILPACK
... as Mr. Keen—Tracer of Lost Persons.



HOOSIER HOT SHOTS
of The National Barn Dance Show.



The Musical Americana Maestro—**RAYMOND PAIGE**

WICC



JACK JOHNSTONE
... of "Johnny Presents."



EZRA STONE
of "The Aldrich Family"



CLIFTON FADIMAN
He dishes it out
With the greatest of ease
And knows all the answers
On "Information Please!"

WICC

LINUS TRAVERS, Vice-President
In charge, for The Yankee Network, of sales and production—first joined the organization as an announcer. His advancement was rapid—leading actor, writer and producer of dramatic programs—and, by linking the practical with the artistic aspects of broadcasting—giving to each its own importance and dynamic power—now directs both of these important factors in crystallizing the continuous success of The Yankee Network.



NATIONAL STARS

Advisory Board for "Cavalcade of America" programs—prominent in American historical writing and research. Left to right: Carl Carmer, Marquis James and Dr. Frank Monoghan.



"AMERICA'S TOWN MEETING"

IREENE WICKER
... was not alone, when she visited The Yankee Network.



ROY HARLOW, Vice-President
Formerly Personnel Director for William Filene's Sons and president of his own advertising agency; also, for several years, a theatrical producer of rare talent and discretion—an adept in the art of executing station policies—and leader of the Metropolitan Singers.



WICC EXECUTIVES

JOSEPH LOPEZ

Supervisor for Station WICC, was for five years with Station WNAC, Boston, as announcer, continuity writer and baritone soloist. He entered radio after returning from the last World War, where he was gassed in service and lost his voice. Nevertheless, he studied voice training through the Veterans Bureau, entered the New England Conservatory of Music in 1921 and, following his graduation in 1926, sang on the air over WNAC until opportunity to become an announcer presented itself.

Among his present programs are: WICC Girls Bowling Team; Fairfield County Jail Program and his twice-a-week song program — "Memory Song Man".



FRED ROWE

Sales Manager, formerly Assistant Manager of Pleasure Beach Amusement Park. At one time his great ambition was to become a federal investigator because of the opportunity such work would afford for contacting all sorts of people. Today he centers all of his ambitions on the single goal of making radio sales for WICC exceed any previous mark.



JUDSON LA HAYE, JR.

Station Supervisor for New Haven studios of WICC . . . started as announcer . . . handled the program department and publicity for eight years and still contributes a radio column to The Connecticut Circle Magazine.



Left . . . **FRANKIE MASTERS**
His orchestra regales the listeners at midnight.

Right . . .
EVERET HOAGLAND
. . . Orchestra leader.



Left . . . **PHIL HARRIS**
. . . You know his orchestra.

Right . . . **JOE REICHMAN**
. . . Orchestra conductor.



Left . . . **TOMMY TUCKER**
. . . not so serious . . . when his orchestra plays.

Right . . .
RAYMOND GRAM SWING
. . . noted news commentator.





JOHN METCALF

Sings beloved hymns and sacred songs on his "Choir Loft" program over WICC-Colonial Network. Francis Cronin accompanies his baritone solos.



BILL SLATER

Sports Announcer. Bill is a graduate of the United States Military Academy at West Point. His football reports of Yale and other New England college games are graphic and concise.



ARTHUR HALE

... the veteran newscaster brings WICC listeners News-Behind-The-News in his program, "Confidentially Yours."

COLONIAL MUTUAL NETWORK FEATURES

Left . . . **THE UNITED STATES DEPARTMENT OF AGRICULTURE**

Imparts farming information over WICC-Colonial Network daily. This feature is directed by Charles E. Eschbach, shown here.

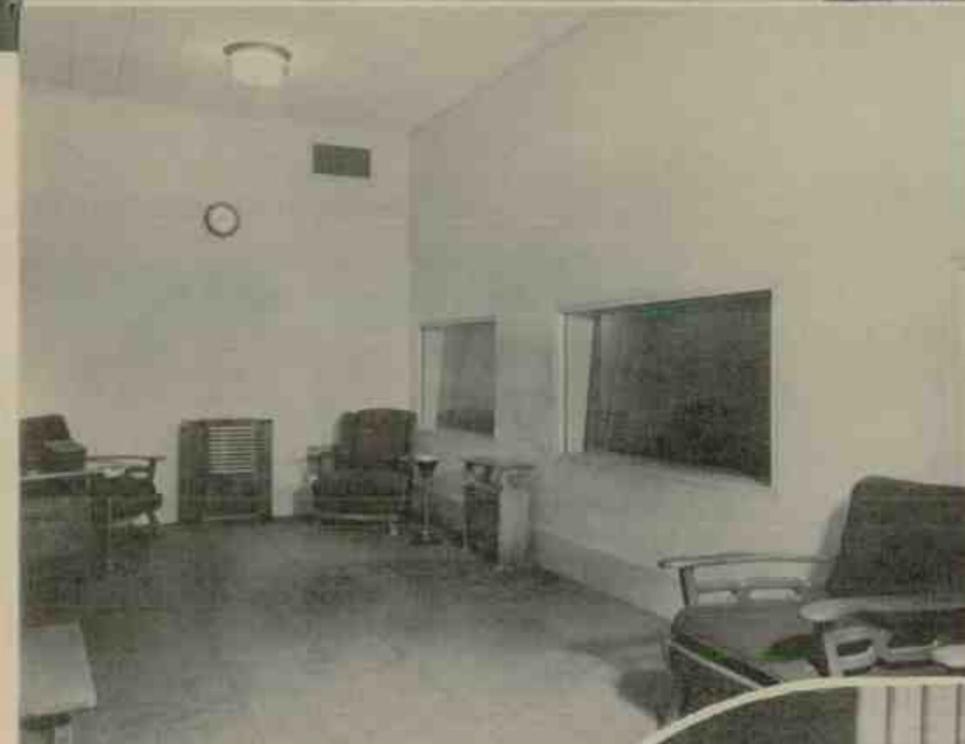
OZZIE NELSON and HARRIET HILLIARD
Harriet sings solos while Ozzie leads the band.



World Radio History



WICC'S
NEW HAVEN STUDIO



OBSERVATION GALLERY
at the New Haven Studios of WICC.

Exterior of WICC's
New Haven building



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IN THE PROGRAM DEPARTMENT

Left . . . FLORENCE BALLOU

Program and publicity director, formerly soloist over WOR, Newark, New Jersey, is a clever handwriting expert on crime cases and is a pianist of decided talent, having performed in New York, New Jersey and in London, England. She studied at the Juillard Music School and at Columbia University. Her air shows include "Secret Heart", "High School Varieties" and "PTA Programs."



FRANCIS J. CRONIN

The delightful organ music produced by Francis Cronin has been heard over WICC-Yankee Network since 1931. He is at once soloist, accompanist and artist at improvisation.



CLOTHILDA ZAPPALA

The beautiful voice of Clothilda Zappala, coloratura soprano, brings WICC-Yankee Network listeners arias from the great Italian operatic composers.



JIM BRITT

Director of The Yankee Network Sports Reporting staff, is an all-round "on-the-scene" sports announcer, special-events reporter and one-time NBC sports ace.



Left . . . THE "SUNSHINE NEWS REPORTERS" CAST

Enacts dramatic news headlines. Here, they entertain the two tiny Sunshine Bakers, talking to Ruth Moss, center.

Right . . . THE VOICE OF THE APOTHECARY

This unified voice of the neighborhood druggist reveals his ability to serve the community. This group of druggists, scientists and publishers met to observe National Pharmacy Week on the WICC-Yankee Network airwaves.



Below . . . HIS EMINENCE WILLIAM CARDINAL O'CONNELL

Originator of "The Catholic Question Box", which has completed its tenth year over The Yankee Network. This devotional and instructive program is heard every Sunday—1:00 to 1:30 P.M.

MARJORIE MILLS

Popular commentator on all phases of home making and cooking, has endeared herself to a vast array of WICC-Yankee Network listeners.

JACK STEVENS

Can speak of sports from authority gained in actual participation. In college Jack received letters for baseball, basketball, tennis and track.



Above . . . LOUIS LA HAYE

Announcer . . . once a delivery boy . . . a drummer in an orchestra and . . . wanted to be a baseball player because of his love of the game.

Left . . . KENNETH RAPIEFF

Announcer at the studio and on special events, formerly sports editor and news commentator . . . covered the Olympic Games in Los Angeles.





Above . . . **ZARA'S MARIMBA ORCHESTRA**
Presents distinctive rhythms in the combination of Douglas Woodman (piano), Bert Foster (guitar), Walter Cullity (marimba), and Paul Zara, director (double bass).



Left . . . **WALTER KIDDER**
Popular baritone whose concert programs have been one of the most enjoyable features over WICC-Yankee Network for the past seven years.

YANKEE NETWORK FEATURES



Left . . . **BOBBY NORRIS**
Star violinist for the Yankee Network, has won a place on coast-to-coast networks. Chamber music is his forte, but he can—and does—produce fine "swing" if called upon to do so.

Below . . . **ANDY JACOBSON'S ORCHESTRA**
This orchestra has been one of New England's most popular broadcast and concert features for nearly five years. Andy is rated as one of America's finest reed artists.



Left . . . **WILLIAM ELLIOTT**
Announcer, formerly with three different New York radio stations, is a graduate of The University of Wisconsin, plays the piano by ear and conducts the "Street Scene" program.



Right . . . **WILLIAM J. FARLEY**
Announcer at the New Haven studios of WICC, plays the violin—surreptitiously—and at one time longed to be a plane pilot. His air shows include: "First Offender", "Down The Years", "Listeners' Theatre", "Desert Raider", "American Legion" and "Readymade Family."



Left . . . **JEANNE POLI**
Announcer . . . actress and Mistress of Ceremonies covering Special Events . . . attended St. Mary's Academy, New Haven; St. Elizabeth's, Morristown, N. J.; Fairmount Junior College, Washington, D. C.; American Academy of Drama and Alviene School of Theatre . . . has studied for practically everything . . . once wanted to be a lawyer, now aspires to become a stage actress, has unlimited energy and a happy disposition. The pensive mood that the camera caught is by no means chronic.

WICC



"YODELING SLIM"

... in private life—Harry Spratt, sings hillbilly ditties and cowboy songs in an easy and popular style.

THE CONNECTICUT COLONIALS

Staff Orchestra at the New Haven studios. Jeff Snively, Director. Jeff was the Yale "iron man" on teams captained by Larry Kelley and Kim Whitehead. The Colonials rate as one of the top sustaining bands on the air today.



WICC PROGRAM

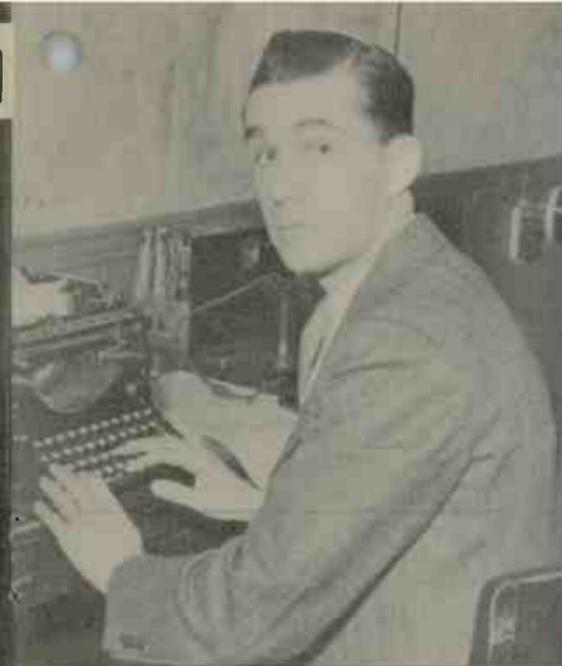


DR. ILSE FOREST

Director of Parent-Teachers Association Service program—has been Radio Chairman of Fairfield County Council for six years. Her talks, heard over WICC, Mondays at 4:45 P.M., are recognized as of great value to the whole community. Dr. Forest is a lecturer at Bryn Mawr College; extension lecturer at Connecticut State College; research fellow at Yale University; B.A., M.A. and Ph.D., Columbia University; Ph.D., Yale '39 and has published several important books and articles on children and parents.

ALMA DETTINGER

... born and bred New Yorker, graduate of Stamford High School and Barnard college ... producer of "Radio Rose", an original musical comedy and now presents a dramatic show—"Secret Heart"—combining entertainment with a sound philosophical background.



Left . . . **ROBERT F. MAGUIRE**

Editor of the New Haven-Bridgeport branch of The Yankee Network News Service. Covers special events such as hurricanes, floods and what have wo.



Right . . . **LARRY GRUZA**

News reporter for the New Haven-Bridgeport branch of The Yankee Network News Service. Originally wanted to study medicine, but switched to newspaper work—then radio.

Left . . . **JOHN H. REILLY, JR.**

New Haven news reporter for The Yankee Network News Service—formerly a newspaper man, but decided "radio is the big thing in news work today."



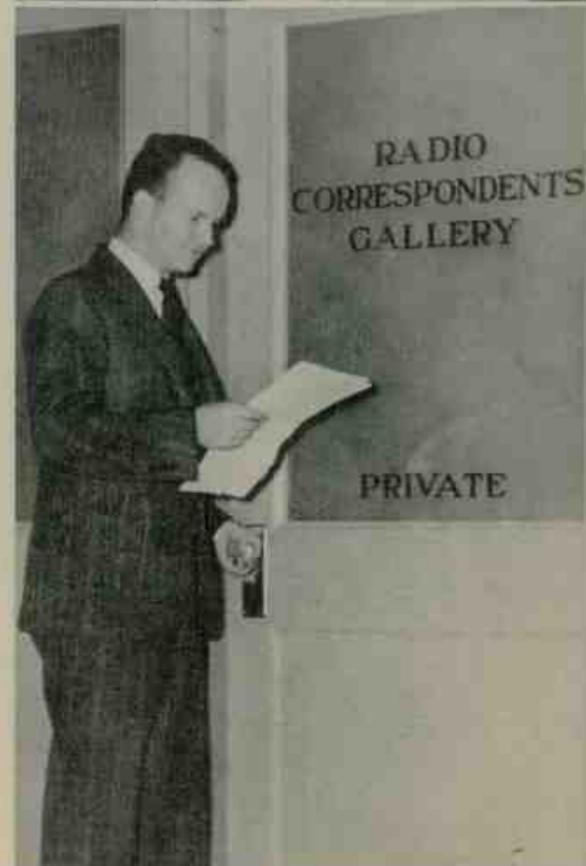
Right . . . **FRANCIS TULLY**

Washington Correspondent for The Yankee Network News Service. His five years experience "covering" the State House in Boston has fitted him for this important post in the nation's capital.

Left . . . **LELAND BICKFORD**

Editor-in-Chief of The Yankee Network News Service and author of "News While It Is News," heads the department devoted to the collection and dissemination of local, national and world news to The Yankee Network, of which WICC is a member.

THE YANKEE NETWORK NEWS SERVICE



YANKEE NETWORK WEATHER SERVICE

The Yankee Network operates its own expert weather service. Trained scientists who have majored in meteorology make up its staff, and its equipment is the finest obtainable — precision instruments for checking wind velocity, density of humidity and atmospheric visibility.



RADIO GUIDE'S
SPECIAL MEDAL OF MERIT
AWARDED TO THE
YANKEE NETWORK
FOR ITS WEATHER SERVICE
WHICH HAS RENDERED
CONSPICUOUS SERVICE TO MANKIND



PRESENTATION OF AWARD
For distinguished service, Martin Lewis, Associate Editor of Radio Guide magazine, awarding the Radio Guide Medal of Honor to Salvatore Paoliuca, chief of The Yankee Network Weather Service — Dick Cobb, announcer, stands by.

M FEATURES



"READY-MADE FAMILY"
Bill Farley directs the production of this show written by Frances M. Elmen-dorf, heard Tuesdays—6:45 to 7 P.M. All members of the cast are teachers or students of New Haven schools. It is presented as part of the educational project of the New Haven Teachers League. The players are: Mr. Alfred E. Porter, Miss Mary Conway, Brian McCrory, Edwin Towle, Charlotte Fishman, Maria Gollencher and Georgia Heegelmann. It is broadcast from the New Haven studios.



"YOUR OLD TIMER"

... constitutes one of WICC's mellow programs—consisting of poems and philosophical comments. The Old Timer is supposed to be sixty or seventy years of age. Nothing is said as to his identity. Looks rather young for his age—don't you think? He broadcasts from New Haven—Tuesdays and Thursdays at 1:15 P.M.



VINCENT J. SULLIVAN

... as State Administrator of WPA activities, broadcasts explanatory discussions of WPA in Connecticut, Wednesdays at 4:45 P.M., from the New Haven studios.

THE HAMDEN HIGH SCHOOL BAND
... a popular favorite heard over WICC, Bridgeport-New Haven.



ADMINISTRATION



Left . . . **THE DESERT RAIDER**

This dramatic and educational program, broadcast from the New Haven studios of WICC, is tense with Oriental adventures. It is based on the actual adventures of its author, Captain George Haig, who fought with Colonel Lawrence in Arabia. He is a captain in the reserve corps, U. S. Army. The story is adapted for radio by James Weldon, is directed by Judson LaHaye and has won wide approval, including the endorsement of The National Arabian Council.



CAPTAIN GEORGE HAIG
Author of The Desert Raider

Below . . . **"DOWN THE YEARS"**

Here you see "Down The Years" being broadcast from the New Haven studios. This is the program that cleverly compares news events of today with events of a similar nature in history. The script is written by James M. Weldon. The show is directed by Judson LaHaye and—the actors, reading from left to right, are: William Farley, Gerard Lewis, Arthur Hoyt, Carl Goodman, Ed King, Sherman Reilly and Ray McGrath.



Left . . . **THE NEW HAVEN MEDICAL ASSOCIATION**

Among the many programs broadcast in the public interest, from the New Haven studios, is that of the New Haven Medical Association, directed by Dr. Joseph I. Linde. The physicians here shown are (left to right): Dr. Joseph I. Linde, Dr. Barnett Greenhouse and Dr. E. F. Levy. This program alternates with those of the New Haven Health Association.



Left . . . **J. VINCENT CALLANAN**
of the Sales Department, was formerly a newspaper man . . . also, for a time, a show card writer. He studied for the priesthood for four years, loves horses and desires to be, some day, "a country gentleman."



Right . . . **JOHN CHARTERS**
Salesman, originally craved to be a transport pilot for the excitement of it. Now his great ambition is to close sales—the bigger, the better.



Left . . . **VALERIA E. LOMAS**
Continuity writer and music librarian . . . is a pianist who, once upon a time, like many another girl, had ambitions to be a movie actress. Her present air shows include "Secret Heart" and "Radio Rose."



Right . . . **DOROTHY WHITEHEAD**
Stenographer . . . so demure in the picture . . . can smile and smile . . . and she doesn't like "wise guys." Too bad the camera man missed her eyes and her smile.



Left . . . **RUTH SMELTER**
Switchboard operator and mail clerk has a cheerful voice, infectious laughter and a happy disposition. Her "hello" never sounds cold or peevish.



Right . . . **TITANIA S. FEDORY**
Secretary . . . happy at her work and content. Thought once that she would like to be a librarian because of her love of books.



HIGH SCHOOL VARIETIES

... conducted by Florence Ballou—a mixture of dramatics—high school news—interviews and music.

WICC EDUCATIONAL FEATURES



"FIRST OFFENDER"

The theme of this stirring program is to show the listening audience how easily false steps can wreck lives. Its object is juvenile crime prevention. The stories are not fiction. They are based on documents on file in the office of High Sheriff J. Edward Slavin of New Haven County, and are presented on the air by the Sheriff himself. It has been dramatically presented with great success as a local broadcast, a Colonial Network show and as a Mutual Broadcast feature for a year. In the cast are: William Farley, Art Hoyt, Sherman Reilly, Judson LaHaye, Keith Brown, Carl Goodman, Jeanne Poli, James Weldon, Lois McLean, Ray McGrath, Don Jones, Marie Coogan and Albert Ham.



WORCESTER WARREN

Superintendent of Bridgeport Schools



CATHERINE RUSSELL

Supervisor of Music for Bridgeport Schools



HIGH SHERIFF J. EDWARD SLAVIN

of "The First Offender" program



VIRGINIA BLAKE

... conducting the program devoted to the Women's Auxiliary of The American Legion. It includes talks by various department heads and news of the Legion's activities.

THE HARDING HIGH A CAPELLO CHORUS



"THE BELLMEN"

... a group of the New England Federation of Glee Clubs. Members are employed by The Southern New England Telephone Company. Director James Morton, at extreme right; Accompanist, Carline Thorpe.



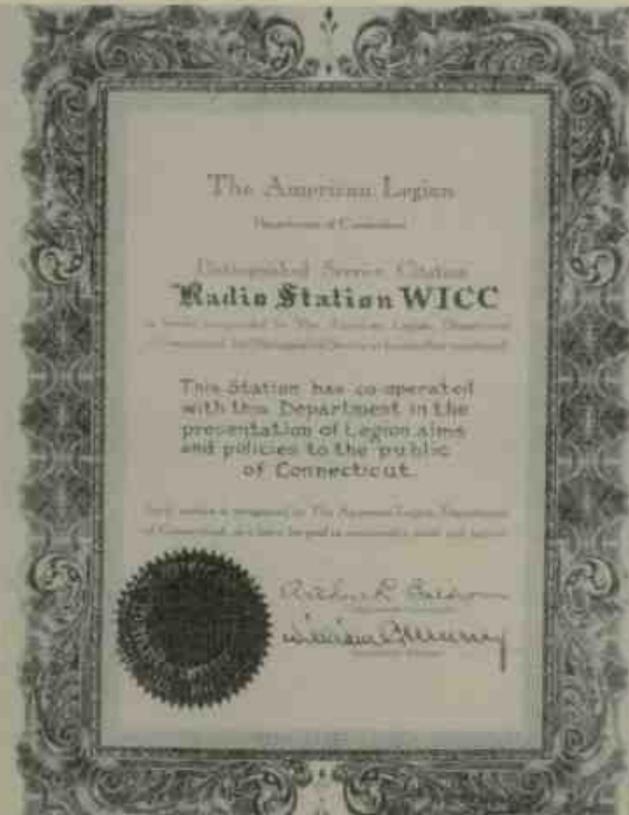


SHERIFF EDWARD A. PLATT

... started broadcasts over WICC direct from Fairfield County Jail four years ago. This program has proved to be one of the most popular programs on the station. It is an all-jail talent program and has done much to improve the morale of the institution. Twenty-five thousand visitors attend each season. Listeners respond with many donations for inmates and have actually offered jobs to first offenders. This program won the Award of Merit from The National Research Bureau.

CERTIFICATE OF MERIT

Awarded to WICC — for distinguished service — by the American Legion — Department of Connecticut.



JEANNE POLI

... the talented and charming director of the program known as "Commuters' Club", heard daily except Sunday at 7 A. M., over WICC, gets up at 5 A. M. and drives 18 miles to conduct this program. She has had as many as sixteen early morning visitors at one time. Mail has come to her from even as far away as the Canal Zone.

"THE FRESHEST THING IN TOWN"

Johnny Lawrence, small hero of "The Freshest Thing In Town", was a miniature bellhop in a grand hotel. There, Mr. Morris Shumofsky, President of Bamby Bread, discovered him and made him what he is today—bread seller extraordinary—and star actor on, "The Freshest Thing In Town."



MAYOR JASPER McLEVY

Mayor of Bridgeport, often a distinguished guest at WICC, broadcasting programs in the public interest. He is a popular speaker at all times.

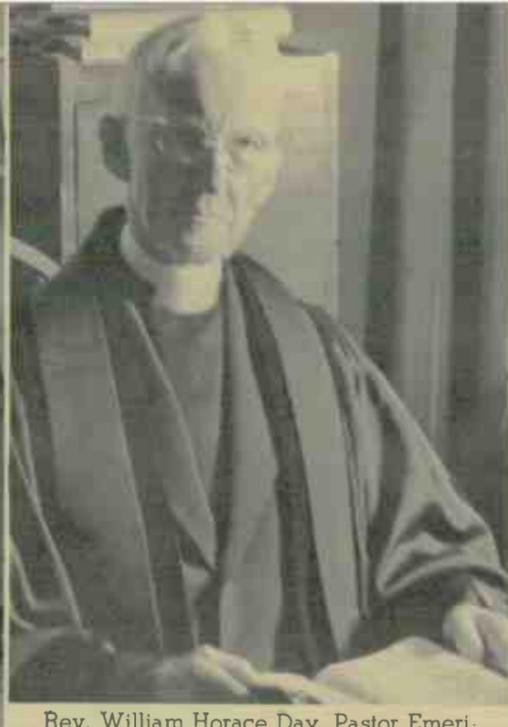


**THE
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GOVERNOR RAYMOND E. BALDWIN

Connecticut's Chief Executive, recognizes the power of broadcasting and frequently avails himself of WICC's far-reaching air waves.

John W. Murphy, Mayor of the City of New Haven, Connecticut, frequently broadcasts messages of civic importance over WICC.



Father John A. Reilly, Rector of St. Ann's Church, Hamden, Connecticut, who broadcasts his church's celebration of Mass on Sunday (9 to 10 a.m.) over WICC.

Rev. William Horace Day, Pastor Emeritus of the United Congregational Church, from which Chapel Service is broadcast each Friday. These programs have produced letters from shut-ins in all parts of Massachusetts, Connecticut, Long Island and New York.



REV. FRED HOSKINS
Pastor of The United Congregational Church.



CONNECTICUT COLONIALS
The WICC Staff Orchestra.
Director — Gus Meyers, Jr.

"MEMORY SONGMAN"

This program heard every Monday and Thursday at 6:30 P.M., started on the air in 1935 and has been constantly growing in popularity ever since. Who started it? Who conducts it? Who sings these old favorites? . . . Glad you asked. The answer is—Joe Lopez himself, and he enjoys them, too—as you can easily see for yourself. At the piano is his friend Lou Weiss. It's an all request program and one of the best mail getters on the station. It appeals to all and sundry and, in a special way, to shut-ins and hospitals. In addition to his broadcasts, Joe visits all the institutions periodically to entertain with old songs. Collecting old songs is a hobby of his. He now has about two thousand from five to seventy-five years old—not all concert pieces, by any manner of means—in fact they range from "Margie" to "Baggage Coach Ahead."



RELIGION



Left . . . CHAPEL ECHOES

This little group of singers, directed by Herbert Anderson, brings devotional music into the homes of thousands. They receive letters of appreciation from all parts of New England and from New York. They broadcast Sundays, from 3 to 3:15 P.M.



VIRGINIA MILLER'S PROGRAM

She was a little girl with a big idea—a program to appeal to women through interest in food and fashion and . . . what other people are doing. Some people tried to discourage her . . . but she has had, among her guests on the air, some of the most noted personages in Connecticut. Among them: Erskine Caldwell, Anna Batchelder, Princess Kropotkin and others who never before had done any broadcasting or been interviewed over the air. Here, Virginia is interviewing Jack Traendly, President of the New York Florists' Club.

PROGRAM PARADE

This bit of entertainment consists of interviews with local and network artists and other celebrities as well as program notes. It is handled by Jeanne Poli and Bill Farley, with Judson LaHaye directing.

"EVERYMAN'S BIBLE CLASS"

The object of this program is to increase bible class attendance. It is conducted by Everett Johnson, Radio Chairman; James Gilmore, President of Everyman's Bible Class, and Perley Foster, Secretary of the Y.M.C.A. It is heard over WICC at 10 to 10:30 A.M. Sundays.





WICC GIRLS BOWLING TEAM

These girls have to bowl against men teams these days as there are not any girl teams strong enough to offer them any real competition. Reading from left to right, they are: Alice Dlugo, Christine Kirk, Florence LaBarr, Mildred Leonard and Ann Chasserly.

The WICC Girls Bowling Team climaxed their first year under the WICC-Yankee Network banner by winning the National Title for 1938 at Richmond, Virginia, and two weeks later won the New England Title at Woonsocket, Rhode Island. They have won the National Title once — the New England Title twice — and the Connecticut State Title three times.

In 1940 the WICC Girls Bowling Team again won the National Title. The 13th National Tournament opened in New Haven on April 12th and closed April 28th. The WICC Girls Team scored 1729 and withstood the competition from more than a hundred topnotch teams. Incidentally this 1729 score is the same identical score which won for them their 1938 National Title at Richmond, Virginia.



JOE LOPEZ

... broadcasting a play-by-play account of the WICC Girls Bowling Team in action.

THE CONNECTICUT STATE FEDERATION OF MUSIC CLUBS

... directed by Mrs. Olive Tallero, presents various musical groups — all members of the Federation — Wednesdays at 9:15 P.M. At the piano is Mrs. Frederick Fish. Standing, Miss Kathryn Tirrell, soprano. The violinist, Miss Janet Rozene. At the table, Mrs. Tallero.



W. ROCKWELL CLARK

... Beverwyck Newscaster, broadcasting last minute news to the public. "NEWS While It IS News—on the air!"



FLOYD JONES

Control Operator, formerly life tester of radio parts and construction man. His boyhood dream was to drive a racing car. First took up radio as a hobby. Now makes it a major industry.

THOMAS DOYLE—Maintenance Engineer. Take a look at the smile of the man. Sure, you'd know in a minute he'd play a guitar and maybe sing a little on the side. Yes, married since May 25, 1935. Has one little Doyle.



THOMAS PARKINSON—Remote Engineer, previously employed at Flushing, Long Island Airport. Once he wanted to be a minister. Now, radio is his pulpit.



WALTER REIF—Control Engineer, formerly a General Electric movie projector—very first job, pianist in an orchestra. Dislikes hurrying for nothing. Is quiet, but far from slow.

HARRY ELIOT DORITY—Control Operator at the New Haven studios ... was formerly with Electrical Research Products, Inc., and with The Southern California Edison Company. Built his own home—personally. Born in Maine and attended Los Angeles Technical Institute.



JAMES W. RUBANO—Receptionist or "Night Host" at the New Haven studios. Everybody calls him "Jim" and he likes it.





GARO W. RAY

Chief Engineer, here shown checking blueprints, was born in Nicomedia, Turkey; studied at Toman Imperial Academy, Constantinople and at Robert College of Electrical Engineering.



WINTHROP CRAWFORD

Control Engineer . . . first job electrical worker . . . first ambition, to be a machinist. Current ambition, to do his present work well.



CHILDREN'S PARADE SHOW

This program, directed by Mrs. George Catandella, is designed to promote interest in parent-teacher activities. It consists of a story teller and the children.



LOU WEISS

. . . at the organ—furnishes the oldest single program on WICC—never diminishing in popularity.

TECHNICIANS AT WICC

RUSSELL WALKER

Control Operator, formerly a naval radio operator, whose very first job was making radio parts. Once he wanted to be a railroad engineer. Now, his aim is to stay with radio—and advance.

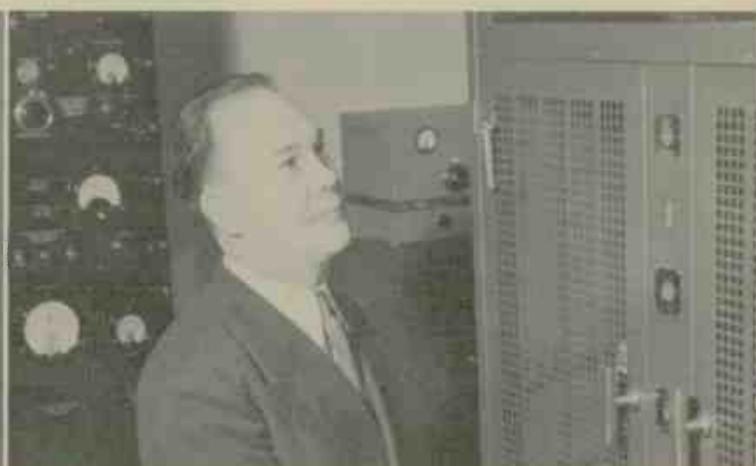
CLIFFORD FRASER

Control Engineer . . . once a newspaper boy . . . today a tap dancer of no mean ability and is in radio . . . to go further and fare better.



GEORGE KEICH

Control Operator . . . formerly telegraph operator, swung into radio of his own volition and likes it.



RICHARD KELLY

Control Engineer, formerly had his own radio service business. Then, through working on public address systems, found himself up to his ears in radio!

Right . . . **THE BROWN SISTERS**

. . . popular vocal trio, heard with violin and piano accompaniment. The director is Lorraine Brown, music teacher and student of music at Yale Music School.

Below . . . **FRANK FOTI**

Conductor of The Bridgeport Symphony Orchestra (80 pieces) brings greatly appreciated music to those who are unable to attend concerts.



WICC YALE FEATURES



DR. HAROLD CONNOLLY

Radio Chairman of the Bridgeport Dental Association broadcasts with other members of the dental profession, words of wisdom on the care of teeth. Left, Dr. Ira Dow Beebe. Right, Dr. Harold Connolly.



"STREET SCENE"

William Elliott, broadcasts interviews with "The Man on The Street"—always free and easy . . . free to all who participate and easy on the ears of all who listen. As this picture was snapped, he was interviewing Jack Dempsey.



REV. SIDNEY LOVETT

. . . Chaplain of Yale University, New Haven, under whose auspices services are broadcast from Battell Chapel, via WICC, Sundays from 11 A.M. to 12 Noon.



YALE "LISTENERS' THEATRE"

These programs, under the direction of Constance Welch—Associate Professor of Play Production, Department of Drama, Yale University—present original plays prepared by the playwriting students in the classes of Professor Walter Pritchard Eaton, distinguished dramatist and noted critic.

This feature, now in its second year, furnishes valuable training and an interesting broadcast for all listeners.

The cast here shown includes, from left to right: John Hess, Jerome Wenneker, Edward King, Kirk Denmark, Margaret King and Ralph McBain.

BILLY B. VAN

"New England's Ambassador of Good Will," heads the program known as, "Spreading New England's Fame," heard every Sunday at 6 P.M. over stations of The Yankee Network. His tours of entertainment include stage shows in each city that he visits and, in each community, he introduces local talent of a high order of merit.

"Spreading New England's Fame" originated on the evening of April 14, 1940 from the Central High School Auditorium stage in Bridgeport. Local talent comprised the entertainment that was sent to all Yankee Network stations in New England.



AUTHORS GROUP OF "THE LISTENERS' THEATRE"

They are from left to right: Donald Vining, Francella Smith, Professor Walter Pritchard Eaton, Bernard Dryer, Eric Cocher and Harry Kleiner.



MISS CONSTANCE WELCH and PROFESSOR WALTER PRITCHARD EATON

. . . broadcasting a bit of comedy—as part of "The Listeners' Theatre."



PRESENTATION TO YALE LIBRARY

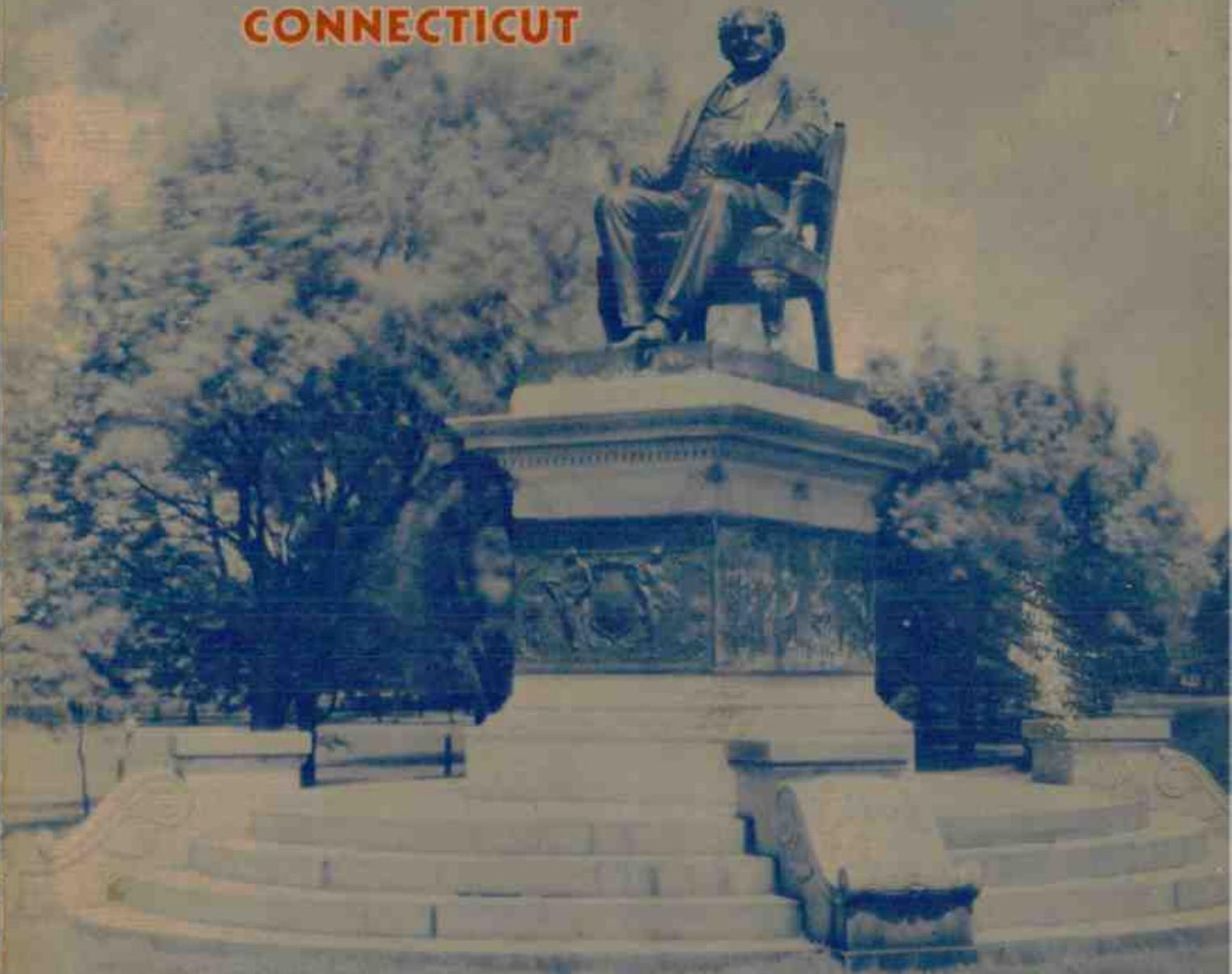
. . . of a recording of the Yale Alumni program, which WICC originated. From left to right: Judson LaHaye, Supervisor of WICC New Haven studios; Curtis F. Fields, Secretary of The Yale Alumni Association; Edward J. Dimock, Chairman, and Bernhard Knollenberg, Yale University Librarian.





WICC

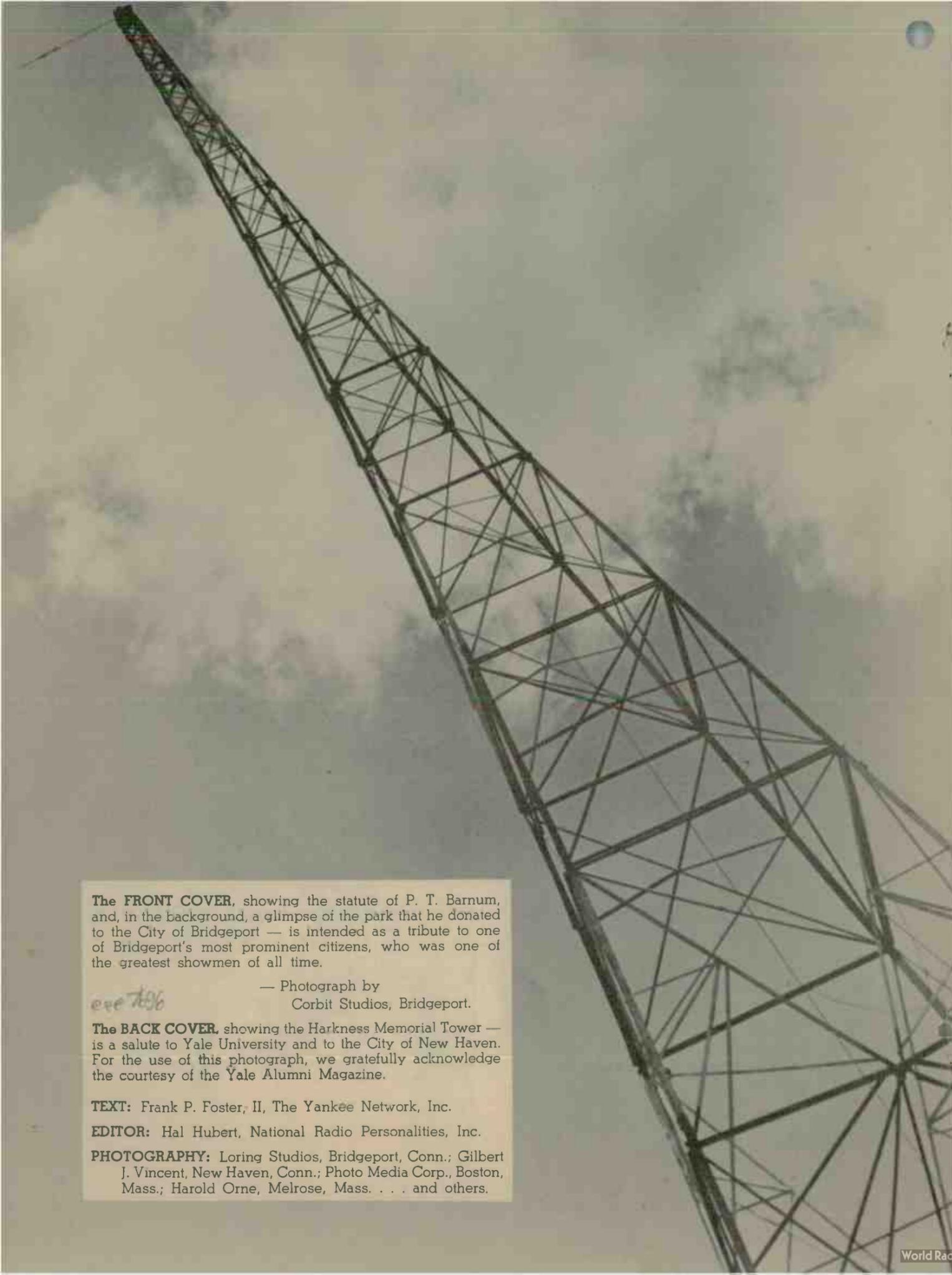
BRIDGEPORT-NEW HAVEN
CONNECTICUT



Affiliated With

THE YANKEE NETWORK + THE COLONIAL NETWORK + NBC BLUE NETWORK + MUTUAL BROADCASTING SYSTEM

Compliments of
Lee Laurent & Sons Shop



The **FRONT COVER**, showing the statue of P. T. Barnum, and, in the background, a glimpse of the park that he donated to the City of Bridgeport — is intended as a tribute to one of Bridgeport's most prominent citizens, who was one of the greatest showmen of all time.

— Photograph by
Corbit Studios, Bridgeport.

ere 786
The **BACK COVER**, showing the Harkness Memorial Tower — is a salute to Yale University and to the City of New Haven. For the use of this photograph, we gratefully acknowledge the courtesy of the Yale Alumni Magazine.

TEXT: Frank P. Foster, II, The Yankee Network, Inc.

EDITOR: Hal Hubert, National Radio Personalities, Inc.

PHOTOGRAPHY: Loring Studios, Bridgeport, Conn.; Gilbert J. Vincent, New Haven, Conn.; Photo Media Corp., Boston, Mass.; Harold Orne, Melrose, Mass. . . . and others.



FIRST RADIO STATION TO LOCATE IN SOUTHERN CONNECTICUT was WICC which today maintains studios in both Bridgeport and New Haven and transmitter at Pleasure Beach on the shore of Long Island Sound.

Today this station's affiliations include: The Yankee Network, The Colonial Network, The National Broadcasting Company's Blue Network, and The Mutual Broadcasting System. This assures a broad variety of entertaining programs, completely organized facilities for the dissemination of news, scientific weather reports and sports features of universal appeal. As a result—WICC is recognized as one of New England's most popular radio stations.

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JOHN SHEPARD, III

President of The Yankee Network, which includes eighteen affiliated stations covering New England. He is also President of The Colonial Network; President of the National Association of Regional Broadcast Stations; President of FM Broadcasters, Inc.; a Director of Broadcast Music, Inc.; a Director of Independent Radio Network Affiliates; a Director of the Mutual Broadcasting System and a former Director of the National Association of Broadcasters.



WALTER WINCHELL
... broadcasting.



JANE ACE
of "Easy Aces"

BROADCASTING HEARD OVER WICC



BENNETT KILPACK
... as Mr. Keen—Tracer of Lost Persons.



HOOSIER HOT SHOTS
of The National Barn Dance Show.



The Musical Americana Maestro—**RAYMOND PAIGE**

WICC



JACK JOHNSTONE
... of "Johnny Presents."



EZRA STONE
of "The Aldrich Family"



CLIFTON FADIMAN
He dishes it out
With the greatest of ease
And knows all the answers
On "Information Please!"

WICC

LINUS TRAVERS, Vice-President
In charge, for The Yankee Network, of sales and production—first joined the organization as an announcer. His advancement was rapid—leading actor, writer and producer of dramatic programs—and, by linking the practical with the artistic aspects of broadcasting—giving to each its own importance and dynamic power—now directs both of these important factors in crystallizing the continuous success of The Yankee Network.



NATIONAL STARS

Advisory Board for "Cavalcade of America" programs—prominent in American historical writing and research. Left to right: Carl Carmer, Marquis James and Dr. Frank Monoghan.

"AMERICA'S TOWN MEETING"

IREENE WICKER
... was not alone, when she visited The Yankee Network.



ROY HARLOW, Vice-President
Formerly Personnel Director for William Filene's Sons and president of his own advertising agency; also, for several years, a theatrical producer of rare talent and discretion—an adept in the art of executing station policies—and leader of the Metropolitan Singers.



WICC EXECUTIVES

JOSEPH LOPEZ

Supervisor for Station WICC, was for five years with Station WNAC, Boston, as announcer, continuity writer and baritone soloist. He entered radio after returning from the last World War, where he was gassed in service and lost his voice. Nevertheless, he studied voice training through the Veterans Bureau, entered the New England Conservatory of Music in 1921 and, following his graduation in 1926, sang on the air over WNAC until opportunity to become an announcer presented itself.

Among his present programs are: WICC Girls Bowling Team; Fairfield County Jail Program and his twice-a-week song program — "Memory Song Man".



FRED ROWE

Sales Manager, formerly Assistant Manager of Pleasure Beach Amusement Park. At one time his great ambition was to become a federal investigator because of the opportunity such work would afford for contacting all sorts of people. Today he centers all of his ambitions on the single goal of making radio sales for WICC exceed any previous mark.



JUDSON LA HAYE, JR.

Station Supervisor for New Haven studios of WICC . . . started as announcer . . . handled the program department and publicity for eight years and still contributes a radio column to The Connecticut Circle Magazine.



Left . . . **FRANKIE MASTERS**
His orchestra regales the listeners at midnight.

Right . . .
EVERET HOAGLAND
. . . Orchestra leader.



Left . . . **PHIL HARRIS**
. . . You know his orchestra.



Right . . . **JOE REICHMAN**
. . . Orchestra conductor.



Left . . . **TOMMY TUCKER**
. . . not so serious . . . when his orchestra plays.



Right . . .
RAYMOND GRAM SWING
. . . noted news commentator.





JOHN METCALF

Sings beloved hymns and sacred songs on his "Choir Loft" program over WICC-Colonial Network. Francis Cronin accompanies his baritone solos.



BILL SLATER

Sports Announcer. Bill is a graduate of the United States Military Academy at West Point. His football reports of Yale and other New England college games are graphic and concise.



ARTHUR HALE

... the veteran newscaster brings WICC listeners News-Behind-The-News in his program, "Confidentially Yours."

COLONIAL MUTUAL NETWORK FEATURES

Left . . . **THE UNITED STATES DEPARTMENT OF AGRICULTURE**

Imparts farming information over WICC-Colonial Network daily. This feature is directed by Charles E. Eschbach, shown here.

OZZIE NELSON and HARRIET HILLIARD
Harriet sings solos while Ozzie leads the band.



World Radio History



**WICC'S
NEW HAVEN STUDIO**



**OBSERVATION GALLERY
at the New Haven Studios of WICC.**

**Exterior of WICC's
New Haven building**



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IN THE PROGRAM DEPARTMENT

Left . . . FLORENCE BALLOU

Program and publicity director, formerly soloist over WOR, Newark, New Jersey, is a clever handwriting expert on crime cases and is a pianist of decided talent, having performed in New York, New Jersey and in London, England. She studied at the Juillard Music School and at Columbia University. Her air shows include "Secret Heart", "High School Varieties" and "PTA Programs."



FRANCIS J. CRONIN

The delightful organ music produced by Francis Cronin has been heard over WICC-Yankee Network since 1931. He is at once soloist, accompanist and artist at improvisation.



CLOTHILDA ZAPPALA

The beautiful voice of Clothilda Zappala, coloratura soprano, brings WICC-Yankee Network listeners arias from the great Italian operatic composers.



JIM BRITT

Director of The Yankee Network Sports Reporting staff, is an all-round "on-the-scene" sports announcer, special-events reporter and one-time NBC sports ace.



Left . . . THE "SUNSHINE NEWS REPORTERS" CAST

Enacts dramatic news headlines. Here, they entertain the two tiny Sunshine Bakers, talking to Ruth Moss, center.



Right . . . THE VOICE OF THE APOTHECARY

This united voice of the neighborhood druggist reveals his ability to serve the community. This group of druggists, scientists and publishers met to observe National Pharmacy Week on the WICC-Yankee Network airwaves.



Below . . . HIS EMINENCE WILLIAM CARDINAL O'CONNELL

Originator of "The Catholic Question Box", which has completed its tenth year over The Yankee Network. This devotional and instructive program is heard every Sunday—1:00 to 1:30 P.M.

Popular commentator on all phases of home making and cooking, has endeared herself to a vast array of WICC-Yankee Network listeners.

Can speak of sports from authority gained in actual participation. In college Jack received letters for baseball, basketball, tennis and track.

Above . . . LOUIS LA HAYE
Announcer . . . once a delivery boy . . . a drummer in an orchestra and . . . wanted to be a baseball player because of his love of the game.

Left . . . KENNETH RAPIEFF
Announcer at the studio and on special events, formerly sports editor and news commentator . . . covered the Olympic Games in Los Angeles.





Above . . . **ZARA'S MARIMBA ORCHESTRA**
Presents distinctive rhythms in the combination of Douglas Woodman (piano), Bert Foster (guitar), Walter Cullity (marimba), and Paul Zara, director (double bass).



Left . . . **WALTER KIDDER**
Popular baritone whose concert programs have been one of the most enjoyable features over WICC-Yankee Network for the past seven years.

YANKEE NETWORK FEATURES

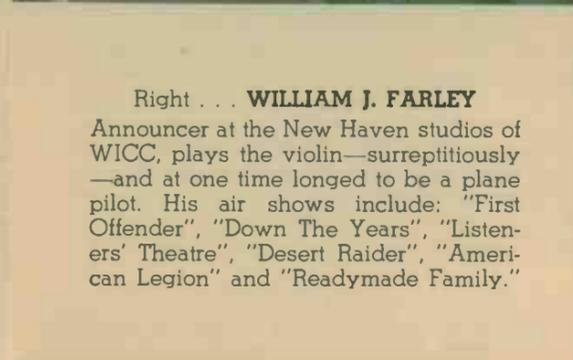


Left . . . **BOBBY NORRIS**
Star violinist for the Yankee Network, has won a place on coast-to-coast networks. Chamber music is his forte, but he can—and does—produce fine "swing" if called upon to do so.

Below . . . **ANDY JACOBSON'S ORCHESTRA**
This orchestra has been one of New England's most popular broadcast and concert features for nearly five years. Andy is rated as one of America's finest reed artists.



Left . . . **WILLIAM ELLIOTT**
Announcer, formerly with three different New York radio stations, is a graduate of The University of Wisconsin, plays the piano by ear and conducts the "Street Scene" program.



Right . . . **WILLIAM J. FARLEY**
Announcer at the New Haven studios of WICC, plays the violin—surreptitiously—and at one time longed to be a plane pilot. His air shows include: "First Offender", "Down The Years", "Listeners' Theatre", "Desert Raider", "American Legion" and "Readymade Family."



Left . . . **JEANNE POLI**
Announcer . . . actress and Mistress of Ceremonies covering Special Events . . . attended St. Mary's Academy, New Haven; St. Elizabeth's, Morristown, N. J.; Fairmount Junior College, Washington, D. C.; American Academy of Drama and Alviene School of Theatre . . . has studied for practically everything . . . once wanted to be a lawyer, now aspires to become a stage actress, has unlimited energy and a happy disposition. The pensive mood that the camera caught is by no means chronic.

WICC



"YODELING SLIM"

... in private life—Harry Spratt, sings hillbilly ditties and cowboy songs in an easy and popular style.

THE CONNECTICUT COLONIALS

Staff Orchestra at the New Haven studios. Jeff Snavely, Director. Jeff was the Yale "iron man" on teams captained by Larry Kelley and Kim Whitehead. The Colonials rate as one of the top sustaining bands on the air today.



WICC PROGRAM

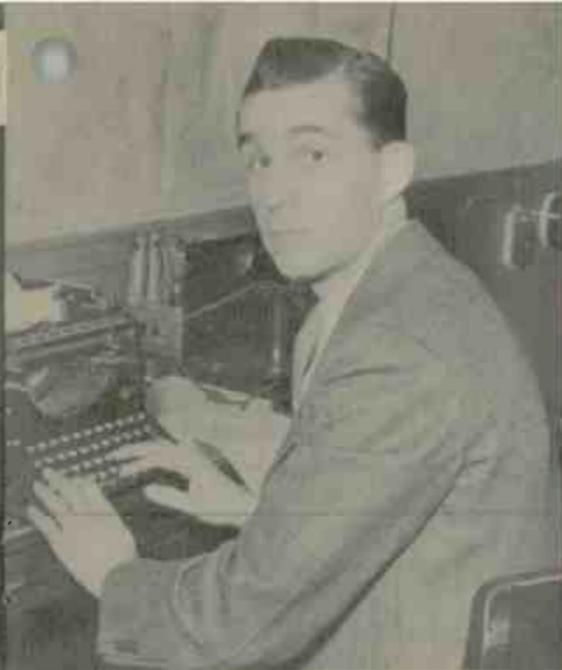


DR. ILSE FOREST

Director of Parent-Teachers Association Service program—has been Radio Chairman of Fairfield County Council for six years. Her talks, heard over WICC, Mondays at 4:45 P.M., are recognized as of great value to the whole community. Dr. Forest is a lecturer at Bryn Mawr College; extension lecturer at Connecticut State College; research fellow at Yale University; B.A., M.A. and Ph.D., Columbia University; Ph.D., Yale '39 and has published several important books and articles on children and parents.

ALMA DETTINGER

... born and bred New Yorker, graduate of Stamford High School and Barnard college ... producer of "Radio Rose", an original musical comedy and now presents a dramatic show—"Secret Heart"—combining entertainment with a sound philosophical background.



Left ... **ROBERT F. MAGUIRE**

Editor of the New Haven-Bridgeport branch of The Yankee Network News Service. Covers special events such as hurricanes, floods and what have we.



Right ... **LARRY GRUZA**

News reporter for the New Haven-Bridgeport branch of The Yankee Network News Service. Originally wanted to study medicine, but switched to newspaper work—then radio.

Left ... **JOHN H. REILLY, JR.**

New Haven news reporter for The Yankee Network News Service—formerly a newspaper man, but decided "radio is the big thing in news work today."



Right ... **FRANCIS TULLY**

Washington Correspondent for The Yankee Network News Service. His five years experience "covering" the State House in Boston has fitted him for this important post in the nation's capital.

Left ... **LELAND BICKFORD**

Editor-in-Chief of The Yankee Network News Service and author of "News While It Is News," heads the department devoted to the collection and dissemination of local, national and world news to The Yankee Network, of which WICC is a member.



YANKEE NETWORK WEATHER SERVICE

The Yankee Network operates its own expert weather service. Trained scientists who have majored in meteorology make up its staff, and its equipment is the finest obtainable — precision instruments for checking wind velocity, density of humidity and atmospheric visibility.



RADIO GUIDE'S
SPECIAL MEDAL OF MERIT
AWARDED TO THE
YANKEE NETWORK
FOR ITS WEATHER SERVICE
WHICH HAS RENDERED
CONSPICUOUS SERVICE TO MANKIND

M FEATURES



"READY-MADE FAMILY"

Bill Farley directs the production of this show written by Frances M. Elmdorf, heard Tuesdays — 6:45 to 7 P.M. All members of the cast are teachers or students of New Haven schools. It is presented as part of the educational project of the New Haven Teachers League. The players are: Mr. Alfred E. Porter, Miss Mary Conway, Brian McCrory, Edwin Towle, Charlotte Fishman, Maria Gollencher and Georgia Heegelmann. It is broadcast from the New Haven studios.



"YOUR OLD TIMER"

... constitutes one of WICC's mellow programs—consisting of poems and philosophical comments. The Old Timer is supposed to be sixty or seventy years of age. Nothing is said as to his identity. Looks rather young for his age—don't you think? He broadcasts from New Haven—Tuesdays and Thursdays at 1:15 P.M.

VINCENT J. SULLIVAN

... as State Administrator of WPA activities, broadcasts explanatory discussions of WPA in Connecticut, Wednesdays at 4:45 P.M., from the New Haven studios.



PRESENTATION OF AWARD

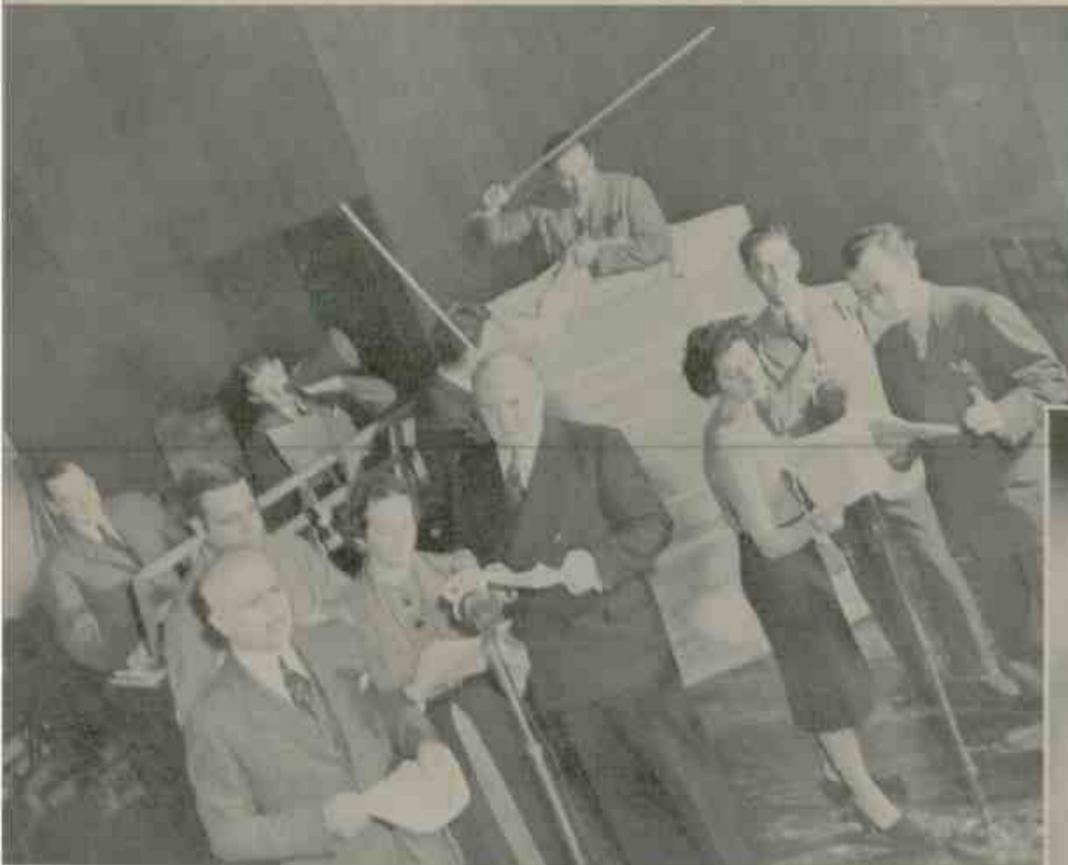
For distinguished service, Martin Lewis, Associate Editor of Radio Guide magazine, awarding the Radio Guide Medal of Honor to Salvatore Pagliuca, chief of The Yankee Network Weather Service—Dick Cobb, announcer, stands by.

THE HAMDEN HIGH SCHOOL BAND

... a popular favorite heard over WICC, Bridgeport-New Haven.



ADMINISTRATION



Left . . . **THE DESERT RAIDER**

This dramatic and educational program, broadcast from the New Haven studios of WIOG, is tense with Oriental adventures. It is based on the actual adventures of its author, Captain George Haig, who fought with Colonel Lawrence in Arabia. He is a captain in the reserve corps, U. S. Army. The story is adapted for radio by James Weldon, is directed by Judson LaHaye and has won wide approval, including the endorsement of The National Arabian Council.



CAPTAIN GEORGE HAIG
Author of The Desert Raider

Below . . . **"DOWN THE YEARS"**

Here you see "Down The Years" being broadcast from the New Haven studios. This is the program that cleverly compares news events of today with events of a similar nature in history. The script is written by James M. Weldon. The show is directed by Judson LaHaye and—the actors, reading from left to right, are: William Farley, Gerard Lewis, Arthur Hoyt, Carl Goodman, Ed King, Sherman Reilly and Ray McGrath.



Left . . . **THE NEW HAVEN MEDICAL ASSOCIATION**

Among the many programs broadcast in the public interest, from the New Haven studios, is that of the New Haven Medical Association, directed by Dr. Joseph I. Linde. The physicians here shown are (left to right): Dr. Joseph I. Linde, Dr. Barnett Greenhouse and Dr. E. F. Levy. This program alternates with those of the New Haven Health Association.



Left . . . **J. VINCENT CALLANAN** of the Sales Department, was formerly a newspaper man . . . also, for a time, a show card writer. He studied for the priesthood for four years, loves horses and desires to be, some day, "a country gentleman."

Right . . . **JOHN CHARTERS**

Salesman, originally craved to be a transport pilot for the excitement of it. Now his great ambition is to close sales—the bigger, the better.



Left . . . **VALERIA E. LOMAS**

Continuity writer and music librarian . . . is a pianist who, once upon a time, like many another girl, had ambitions to be a movie actress. Her present air shows include "Secret Heart" and "Radio Rose."



Right . . . **DOROTHY WHITEHEAD**

Stenographer . . . so demure in the picture . . . can smile and smile . . . and she doesn't like "wise guys." Too bad the camera man missed her eyes and her smile.



Left . . . **RUTH SMELTER**

Switchboard operator and mail clerk has a cheerful voice, infectious laughter and a happy disposition. Her "hello" never sounds cold or peevish.



Right . . . **TITANIA S. FEDORY**

Secretary . . . happy at her work and content. Thought once that she would like to be a librarian because of her love of books.





HIGH SCHOOL VARIETIES

... conducted by Florence Ballou—a mixture of dramatics—high school news—interviews and music.

WICC EDUCATIONAL FEATURES



"FIRST OFFENDER"

The theme of this stirring program is to show the listening audience how easily false steps can wreck lives. Its object is juvenile crime prevention. The stories are not fiction. They are based on documents on file in the office of High Sheriff J. Edward Slavin of New Haven County, and are presented on the air by the Sheriff himself. It has been dramatically presented with great success as a local broadcast, a Colonial Network show and as a Mutual Broadcast feature for a year. In the cast are: William Farley, Art Hoyt, Sherman Reilly, Judson LaHaye, Keith Brown, Carl Goodman, Jeanne Poli, James Weldon, Lois McLean, Ray McGrath, Don Jones, Marie Cogan and Albert Ham.



WORCESTER WARREN

Superintendent of Bridgeport Schools



CATHERINE RUSSELL

Supervisor of Music for Bridgeport Schools



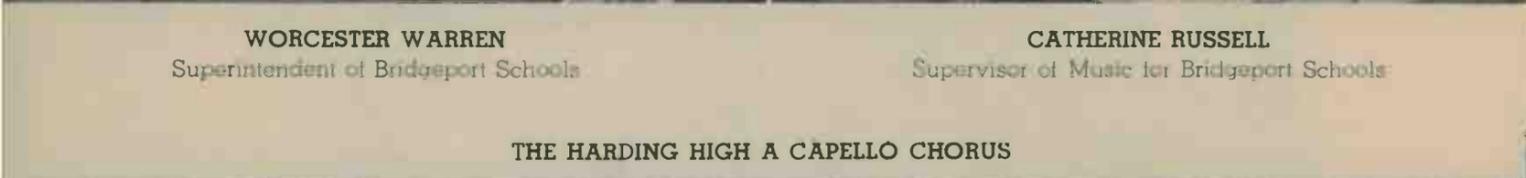
HIGH SHERIFF J. EDWARD SLAVIN

of "The First Offender" program

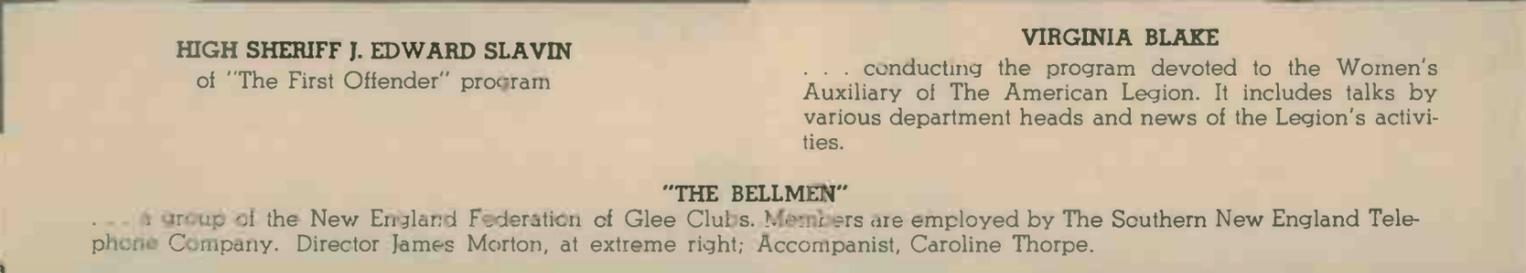


VIRGINIA BLAKE

... conducting the program devoted to the Women's Auxiliary of The American Legion. It includes talks by various department heads and news of the Legion's activities.



THE HARDING HIGH A CAPELLO CHORUS



"THE BELLMEN"

... a group of the New England Federation of Glee Clubs. Members are employed by The Southern New England Telephone Company. Director James Morton, at extreme right; Accompanist, Caroline Thorpe.





SHERIFF EDWARD A. PLATT

... started broadcasts over WICC direct from Fairfield County Jail four years ago. This program has proved to be one of the most popular programs on the station. It is an all-jail talent program and has done much to improve the morale of the institution. Twenty-five thousand visitors attend each season. Listeners respond with many donations for inmates and have actually offered jobs to first offenders. This program won the Award of Merit from The National Research Bureau.

CERTIFICATE OF MERIT

Awarded to WICC — for distinguished service — by the American Legion — Department of Connecticut.



JEANNE POLI

... the talented and charming director of the program known as "Commuters' Club", heard daily except Sunday at 7 A. M., over WICC, gets up at 5 A. M. and drives 18 miles to conduct this program. She has had as many as sixteen early morning visitors at one time. Mail has come to her from even as far away as the Canal Zone.

"THE FRESHEST THING IN TOWN"

Johnny Lawrence, small hero of "The Freshest Thing In Town", was a miniature bellhop in a grand hotel. There, Mr. Morris Shumofsky, President of Bamby Bread, discovered him and made him what he is today—bread seller extraordinary—and star actor on, "The Freshest Thing In Town."



MAYOR JASPER McLEVY

Mayor of Bridgeport, often a distinguished guest at WICC, broadcasting programs in the public interest. He is a popular speaker at all times.



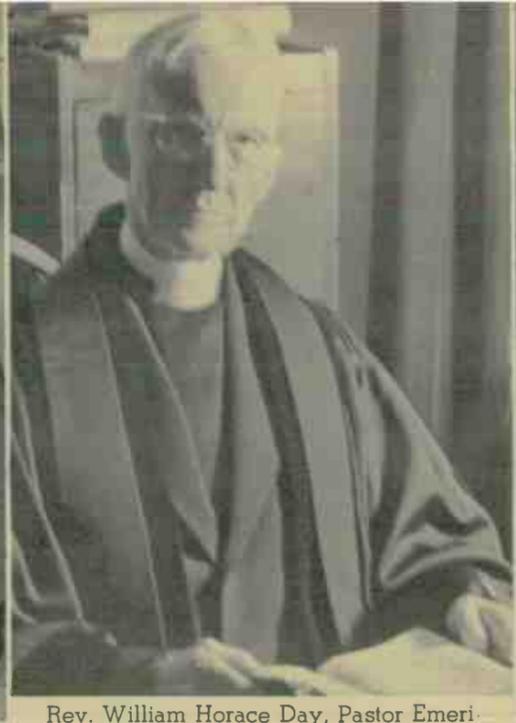
John W. Murphy, Mayor of the City of New Haven, Connecticut, frequently broadcasts messages of civic importance over WICC.



**THE
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GOVERNOR RAYMOND E. BALDWIN

Connecticut's Chief Executive, recognizes the power of broadcasting and frequently avails himself of WICC's far-reaching air waves.



Father John A. Reilly, Rector of St. Ann's Church, Hamden, Connecticut, who broadcasts his church's celebration of Mass on Sunday (9 to 10 a.m.) over WICC.

Rev. William Horace Day, Pastor Emeritus of the United Congregational Church, from which Chapel Service is broadcast each Friday. These programs have produced letters from shut-ins in all parts of Massachusetts, Connecticut, Long Island and New York.



REV. FRED HOSKINS
Pastor of The United Congregational Church.



CONNECTICUT COLONIALS
The WICC Staff Orchestra.
Director — Gus Meyers, Jr.

"MEMORY SONGMAN"
This program heard every Monday and Thursday at 6:30 P.M., started on the air in 1935 and has been constantly growing in popularity ever since. Who started it? Who conducts it? Who sings these old favorites? . . . Glad you asked. The answer is—Joe Lopez himself, and he enjoys them, too—as you can easily see for yourself. At the piano is his friend Lou Weiss. It's an all request program and one of the best mail getters on the station. It appeals to all and sundry and, in a special way, to shut-ins and hospitals. In addition to his broadcasts, Joe visits all the institutions periodically to entertain with old songs. Collecting old songs is a hobby of his. He now has about two thousand from five to seventy-five years old—not all concert pieces, by any manner of means—in fact they range from "Margie" to "Baggage Coach Ahead."



RELIGION



Left . . . **CHAPEL ECHOES**
This little group of singers, directed by Herbert Anderson, brings devotional music into the homes of thousands. They receive letters of appreciation from all parts of New England and from New York. They broadcast Sundays, from 3 to 3:15 P.M.



PROGRAM PARADE
This bit of entertainment consists of interviews with local and network artists and other celebrities as well as program notes. It is handled by Jeanne Poli and Bill Farley, with Judson LaHaye directing.

"EVERYMAN'S BIBLE CLASS"
The object of this program is to increase bible class attendance. It is conducted by Everett Johnson, Radio Chairman; James Gilmore, President of Everyman's Bible Class, and Perley Foster, Secretary of the Y.M.C.A. It is heard over WICC at 10 to 10:30 A.M. Sundays.



VIRGINIA MILLER'S PROGRAM
She was a little girl with a big idea—a program to appeal to women through interest in food and fashion and . . . what other people are doing. Some people tried to discourage her . . . but she has had, among her guests on the air, some of the most noted personages in Connecticut. Among them: Erskine Caldwell, Anna Batchelder, Princess Kropotkin and others who never before had done any broadcasting or been interviewed over the air. Here, Virginia is interviewing Jack Traendly, President of the New York Florists' Club.





WICC GIRLS BOWLING TEAM

These girls have to bowl against men teams these days as there are not any girl teams strong enough to offer them any real competition. Reading from left to right, they are: Alice Dugo, Christine Kirk, Florence LaBarr, Mildred Leonard and Ann Chasserly.

The WICC Girls Bowling Team climaxed their first year under the WICC-Yankee Network banner by winning the National Title for 1938 at Richmond, Virginia, and two weeks later won the New England Title at Woonsocket, Rhode Island. They have won the National Title once — the New England Title twice — and the Connecticut State Title three times.

In 1940 the WICC Girls Bowling Team again won the National Title. The 13th National Tournament opened in New Haven on April 12th and closed April 28th. The WICC Girls Team scored 1729 and withstood the competition from more than a hundred topnotch teams. Incidentally this 1729 score is the same identical score which won for them their 1938 National Title at Richmond, Virginia.



FLOYD JONES

Control Operator, formerly life tester of radio parts and construction man. His boyhood dream was to drive a racing car. First took up radio as a hobby. Now makes it a major industry.



WALTER REIF—Control Engineer, formerly a General Electric movie projector—very first job, pianist in an orchestra. Dislikes hurrying for nothing. Is quiet, but far from slow.



JOE LOPEZ

... broadcasting a play-by-play account of the WICC Girls Bowling Team in action.

THOMAS DOYLE—Maintenance Engineer. Take a look at the smile of the man. Sure, you'd know in a minute he'd play a guitar and maybe sing a little on the side. Yes, married since May 25, 1935. Has one little Doyle.

HARRY ELIOT DORITY—Control Operator at the New Haven studios . . . was formerly with Electrical Research Products, Inc., and with The Southern California Edison Company. Built his own home—personally. Born in Maine and attended Los Angeles Technical Institute.



W. ROCKWELL CLARK

... Beverwyck Newscaster, broadcasting last minute news to the public. "NEWS While It IS News—on the air!"



JAMES W. RUBANO—Receptionist or "Night Host" at the New Haven studios. Everybody calls him "Jim" and he likes it.

THOMAS PARKINSON—Remote Engineer, previously employed at Flushing, Long Island Airport. Once he wanted to be a minister. Now, radio is his pulpit.

THE CONNECTICUT STATE FEDERATION OF MUSIC CLUBS

... directed by Mrs. Olive Tallero, presents various musical groups — all members of the Federation — Wednesdays at 9:15 P.M. At the piano is Mrs. Frederick Fish. Standing, Miss Kathryn Tirrell, soprano. The violinist, Miss Janet Rozene. At the table, Mrs. Tallero.





GARO W. RAY

Chief Engineer, here shown checking blueprints, was born in Nicomedia, Turkey; studied at Toman Imperial Academy, Constantinople and at Robert College of Electrical Engineering.



WINTHROP CRAWFORD

Control Engineer . . . first job electrical worker . . . first ambition, to be a machinist. Current ambition, to do his present work well.



CHILDREN'S PARADE SHOW

This program, directed by Mrs. George Catandella, is designed to promote interest in parent-teacher activities. It consists of a story teller and the children.



LOU WEISS

. . . at the organ—furnishes the oldest single program on WICC—never diminishing in popularity.

TECHNICIANS AT WICC

RUSSELL WALKER

Control Operator, formerly a naval radio operator, whose very first job was making radio parts. Once he wanted to be a railroad engineer. Now, his aim is to stay with radio—and advance.

CLIFFORD FRASER

Control Engineer . . . once a newspaper boy . . . today a tap dancer of no mean ability and is in radio . . . to go further and fare better.



GEORGE KEICH

Control Operator . . . formerly telegraph operator, swung into radio of his own volition and likes it.



RICHARD KELLY

Control Engineer, formerly had his own radio service business. Then, through working on public address systems, found himself up to his ears in radio!

Right . . . **THE BROWN SISTERS**

. . . popular vocal trio, heard with violin and piano accompaniment. The director is Lorraine Brown, music teacher and student of music at Yale Music School.

Below . . . **FRANK FOTI**

Conductor of The Bridgeport Symphony Orchestra (80 pieces) brings greatly appreciated music to those who are unable to attend concerts.



WICC YALE FEATURES



DR. HAROLD CONNOLLY

Radio Chairman of the Bridgeport Dental Association broadcasts with other members of the dental profession, words of wisdom on the care of teeth. Left, Dr. Ira Dow Beebe. Right, Dr. Harold Connolly.



"STREET SCENE"

William Elliott, broadcasts interviews with "The Man on The Street"—always free and easy . . . free to all who participate and easy on the ears of all who listen. As this picture was snapped, he was interviewing Jack Dempsey.

BILLY B. VAN

"New England's Ambassador of Good Will," heads the program known as, "Spreading New England's Fame," heard every Sunday at 6 P.M. over stations of The Yankee Network. His tours of entertainment include stage shows in each city that he visits and, in each community, he introduces local talent of a high order of merit.

"Spreading New England's Fame" originated on the evening of April 14, 1940 from the Central High School Auditorium stage in Bridgeport. Local talent comprised the entertainment that was sent to all Yankee Network stations in New England.



REV. SIDNEY LOVETT

. . . Chaplain of Yale University, New Haven, under whose auspices services are broadcast from Battell Chapel, via WICC, Sundays from 11 A.M. to 12 Noon.



YALE "LISTENERS' THEATRE"

These programs, under the direction of Constance Welch—Associate Professor of Play Production, Department of Drama, Yale University—present original plays prepared by the playwriting students in the classes of Professor Walter Pritchard Eaton, distinguished dramatist and noted critic.

This feature, now in its second year, furnishes valuable training and an interesting broadcast for all listeners.

The cast here shown includes, from left to right: John Hess, Jerome Wenneker, Edward King, Kirk Denmark, Margaret King and Ralph McBain.



AUTHORS GROUP OF "THE LISTENERS' THEATRE"

They are, from left to right: Donald Vining, Francelia Smith, Professor Walter Pritchard Eaton, Bernard Dryer, Eric Cocher and Harry Kleiner.

PRESENTATION TO YALE LIBRARY

. . . of a recording of the Yale Alumni program, which WICC originated. From left to right: Judson LaHaye, Supervisor of WICC New Haven studios; Curtis F. Fields, Secretary of The Yale Alumni Association; Edward J. Dimock, Chairman, and Bernhard Knollenberg, Yale University Librarian.



MISS CONSTANCE WELCH and PROFESSOR WALTER PRITCHARD EATON

. . . broadcasting a bit of comedy—as part of "The Listeners' Theatre."

