



IN THE GOLDEN TOWER
W J R
 OF THE FISHER BUILDING

Thank You

for coming to see us in our studios atop the Golden Tower of the Fisher Building. Remember, your visits, your letters and your calls are the only way the artists and sponsors have of knowing whether you like or dislike the programs you hear. Letters to the artist are a "pat on the back," and go a long way to lighten his hours of preparation and rehearsal. So do come again . . . for your visit has been appreciated.

W J R

The Goodwill Station
 50,000 WATTS
 D E T R O I T

W J R

"It's so easy to tune in WJR . . . we can get it almost everywhere." You probably have said those very same words, and this is why: WJR is Michigan's most powerful radio station. It has more than three times the combined power of all the other radio

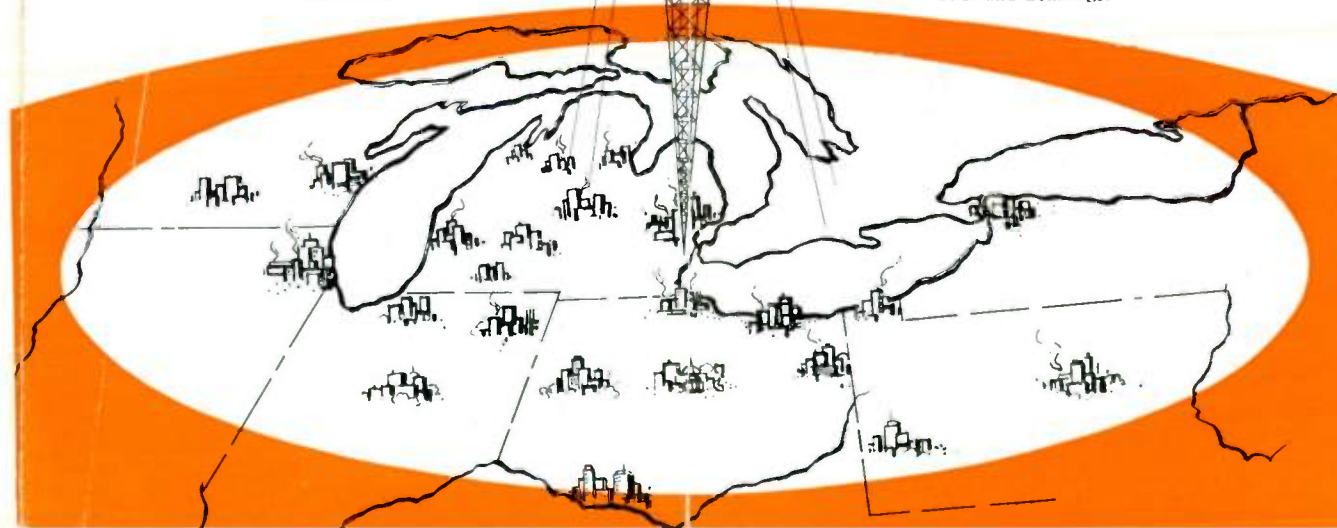
stations in Michigan. It broadcasts with 50,000 watts of power, over 750 kilocycles, at the very center. It has the only cleared channel in the state of Michigan. WJR is on the air 19 hours every day, and is a member of the Columbia Broadcasting System.



G. A. RICHARDS
 President



LEO FITZPATRICK
 V. P. and Gen. Mgr.



**W J R
 ARTISTS**

Here are the faces of a few of the radio artists whose voices reach you regularly over WJR. Their chief aim in life is to entertain and please you—the audience.



Charles Pinman



Carolyn Francis



Helen Hadley



Jeanette MacDonald



Sally Nelson



Dorothy Lamour



Frankie Conner



"Bud" Guest



Sound Proof Studio

When you tune your radio to WJR, you enjoy the music, fun and news. Do you wonder what is going on behind the scenes? The announcers, actors, singers and orchestra are in a sound proof studio. In performing they stand near a microphone. The microphone changes every sound into electric impulses or "waves." The sound waves go by wire to

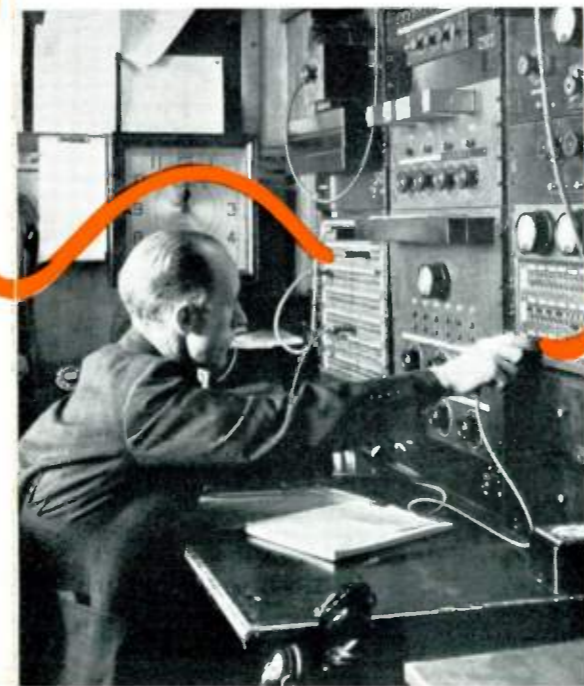


Studio Control Room

Here we find the mystery men of radio, the engineers, called the "Forgotten Men." They work hard and are never heard. Watching the program through the glass, his job is to regulate the voices and music. If a voice is loud, he tones it down or brings it up if it is too soft. These same sounds go into the

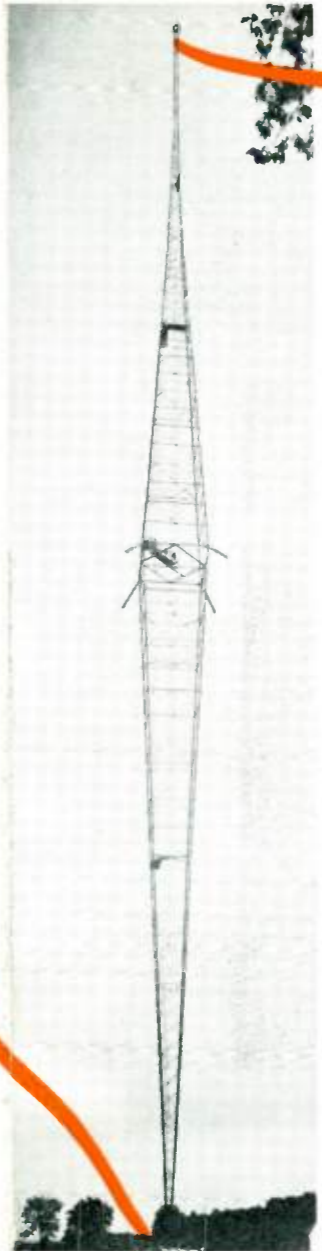
Master Control Room

This is the nerve center of all the studios. The programs from each studio are received here, as well as those from churches, schools, hotels, athletic fields, and those from the Columbia Broadcasting System, which come over a maze of lines. From here, they are sent out to . . .



Transmitting Station

Radio's most modern Transmitting Station, located at Trenton, Mich., with one of the tallest single mast antennas in the country . . . 733 feet high. That's twice as high as the Fisher Building. Here the power of the sound waves is received, and magnified millions of times, so you can hear it hundreds of miles away. Here they are changed into radio frequency energy. . . . Now your favorite program is on the air . . . and on its way to . . .



Transmitting Tower

Your own antenna at home, which picks up the waves. Your radio changes them back into sound. You twist the dial, tune in your program, and tune out the waves of different stations.



Your Radio

Radio waves travel . . . thousands of times faster than sound waves, so if you live in WJR's radius, you hear the program from WJR even before visitors hear it right in the studio.





IN THE GOLDEN TOWER
W J R
 OF THE FISHER BUILDING

Thank You

for coming to see us in our studios atop the Golden Tower of the Fisher Building. Remember, your visits, your letters and your calls are the only way the artists and sponsors have of knowing whether you like or dislike the programs you hear. Letters to the artist are a "pat on the back," and go a long way to lighten his hours of preparation and rehearsal. So do come again . . . for your visit has been appreciated.

W J R

The Goodwill Station
 50,000 WATTS
 D E T R O I T

WJR

"It's so easy to tune in WJR . . . we can get it almost everywhere." You probably have said those very same words, and this is why: WJR is Michigan's most powerful radio station. It has more than three times the combined power of all the other radio

stations in Michigan. It broadcasts with 50,000 watts of power, over 750 kilocycles, at the very center. It has the only cleared channel in the state of Michigan. WJR is on the air 19 hours every day, and is a member of the Columbia Broadcasting System.



G. A. RICHARDS
 President



LEO FITZPATRICK
 V. P. and Gen. Mgr.



**W J R
 ARTISTS**

Here are the faces of a few of the radio artists whose voices reach you regularly over WJR. Their chief aim in life is to entertain and please you—the audience.



Charles Pinman



Carolyn Francis



Helen Hadley



Jeanette MacDonald



"Bud" Gwiel



Frankie Conner



Dorothy Lamour



Sally Nelson



Sound Proof Studio

When you tune your radio to WJR, you enjoy the music, fun and news. Do you wonder what is going on behind the scenes? The announcers, actors, singers and orchestra are in a sound proof studio. In performing they stand near a microphone. The microphone changes every sound into electric impulses or "waves." The sound waves go by wire to



Studio Control Room

Here we find the mystery men of radio, the engineers, called the "Forgotten Men." They work hard and are never heard. Watching the program through the glass, his job is to regulate the voices and music. If a voice is loud, he tones it down or brings it up if it is too soft. These same sounds go into the

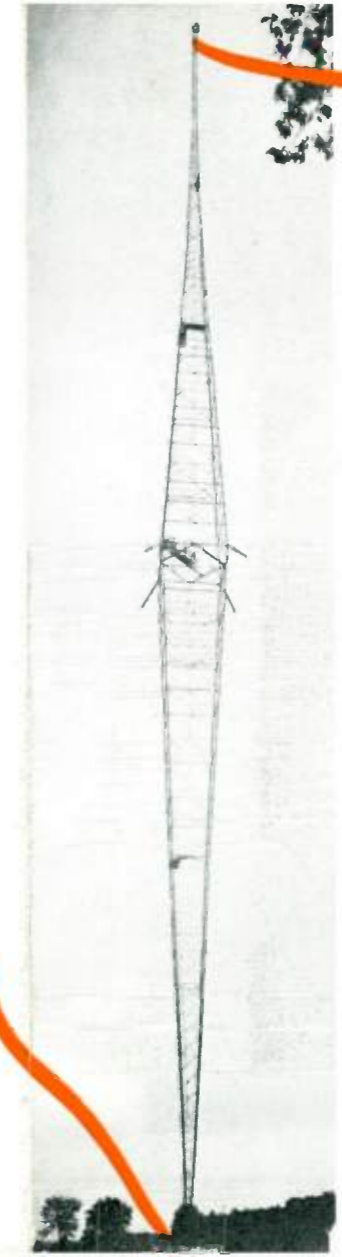
Master Control Room

This is the nerve center of all the studios. The programs from each studio are received here, as well as those from churches, schools, hotels, athletic fields, and those from the Columbia Broadcasting System, which come over a maze of lines. From here, they are sent out to . . .



Transmitting Station

Radio's most modern Transmitting Station, located at Trenton, Mich., with one of the tallest single mast antennas in the country . . . 733 feet high. That's twice as high as the Fisher Building. Here the power of the sound waves is received, and magnified millions of times, so you can hear it hundreds of miles away. Here they are changed into radio frequency energy. . . . Now your favorite program is on the air . . . and on its way to . . .



Transmitting Tower


Your own antenna at home, which picks up the waves. Your radio changes them back into sound. You twist the dial, tune in your program, and tune out the waves of different stations.



Your Radio

Radio waves travel . . . thousands of times faster than sound waves, so if you live in WJR's radius, you hear the program from WJR even before visitors hear it right in the studio.





IN THE GOLDEN TOWER
W J R
OF THE FISHER BUILDING

Thank You

for coming to see us in our studios atop the Golden Tower of the Fisher Building. Remember, your visits, your letters and your calls are the only way the artists and sponsors have of knowing whether you like or dislike the programs you hear. Letters to the artist are a "pat on the back," and go a long way to lighten his hours of preparation and rehearsal. So do come again . . . for your visit has been appreciated.

W J R

The Goodwill Station
50,000 WATTS
DETROIT

WJR

"It's so easy to tune in WJR . . . we can get it almost everywhere." You probably have said those very same words, and this is why: WJR is Michigan's most powerful radio station. It has more than three times the combined power of all the other radio

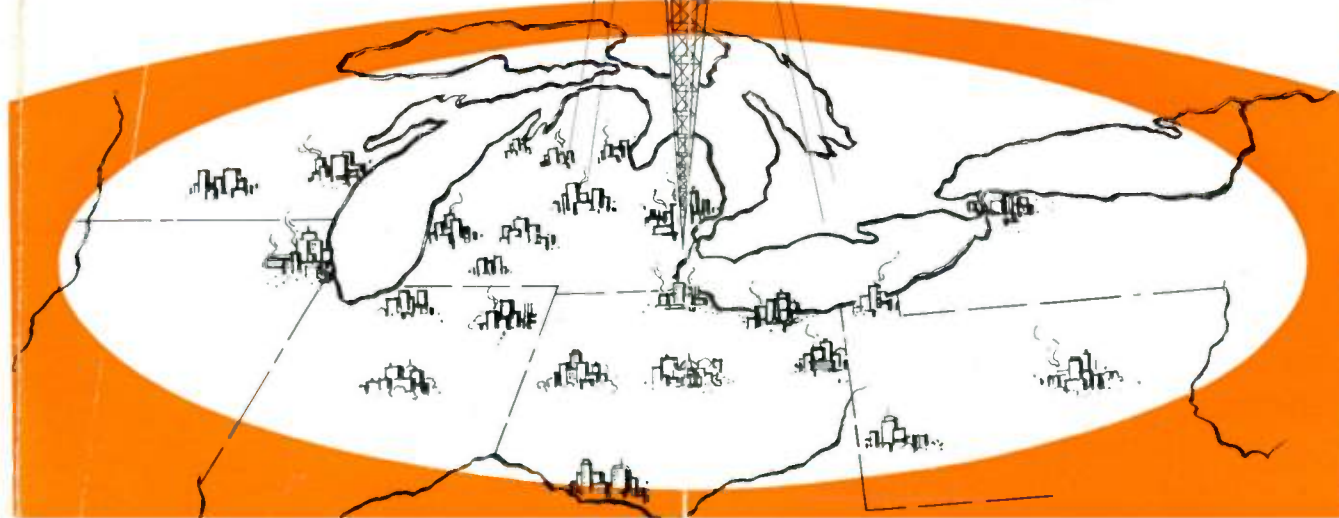


G. A. RICHARDS
President

stations in Michigan. It broadcasts with 50,000 watts of power, over 750 kilocycles, at the very center. It has the only cleared channel in the state of Michigan. WJR is on the air 19 hours every day, and is a member of the Columbia Broadcasting System.

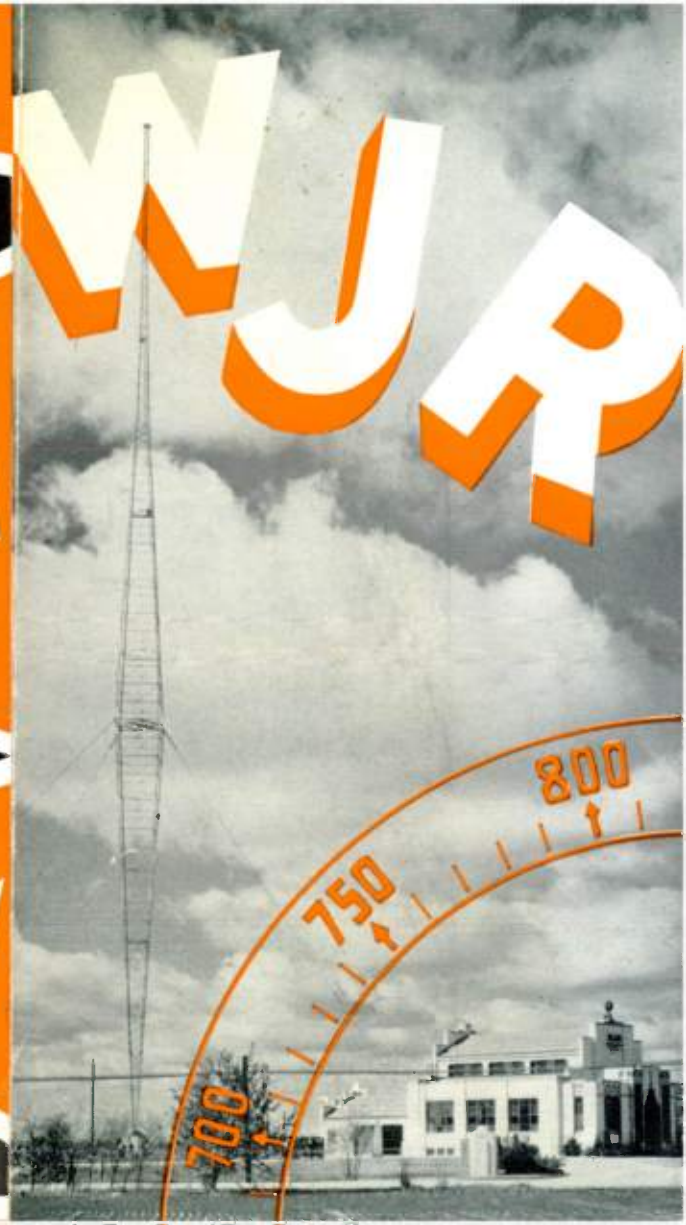


LEO FITZPATRICK
V. P. and Gen. Mgr.



**W J R
ARTISTS**

Here are the faces of a few of the radio artists whose voices reach you regularly over WJR. Their chief aim in life is to entertain and please you—the audience.



Sound Proof Studio

When you tune your radio to WJR, you enjoy the music, fun and news. Do you wonder what is going on behind the scenes? The announcers, actors, singers and orchestra are in a sound proof studio. In performing they stand near a microphone. The microphone changes every sound into electric impulses or "waves." The sound waves go by wire to

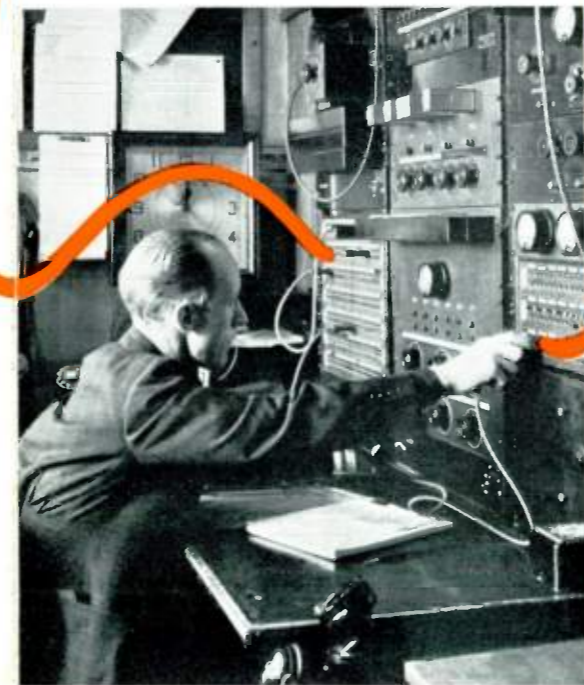


Studio Control Room

Here we find the mystery men of radio, the engineers, called the "Forgotten Men." They work hard and are never heard. Watching the program through the glass, his job is to regulate the voices and music. If a voice is loud, he tones it down or brings it up if it is too soft. These same sounds go into the

Master Control Room

This is the nerve center of all the studios. The programs from each studio are received here, as well as those from churches, schools, hotels, athletic fields, and those from the Columbia Broadcasting System, which come over a maze of lines. From here, they are sent out to . . .



Transmitting Station

Radio's most modern Transmitting Station, located at Trenton, Mich., with one of the tallest single mast antennas in the country . . . 733 feet high. That's twice as high as the Fisher Building. Here the power of the sound waves is received, and magnified millions of times, so you can hear it hundreds of miles away. Here they are changed into radio frequency energy. . . . Now your favorite program is on the air . . . and on its way to . . .



Transmitting Tower

Your own antenna at home, which picks up the waves. Your radio changes them back into sound. You twist the dial, tune in your program, and tune out the waves of different stations.



Your Radio

Radio waves travel . . . thousands of times faster than sound waves, so if you live in WJR's radius, you hear the program from WJR even before visitors hear it right in the studio.





IN THE GOLDEN TOWER
W J R
 OF THE FISHER BUILDING

Thank You

for coming to see us in our studios atop the Golden Tower of the Fisher Building. Remember, your visits, your letters and your calls are the only way the artists and sponsors have of knowing whether you like or dislike the programs you hear. Letters to the artist are a "pat on the back," and go a long way to lighten his hours of preparation and rehearsal. So do come again . . . for your visit has been appreciated.

W J R

The Goodwill Station
 50,000 WATTS
 D E T R O I T

WJR

"It's so easy to tune in WJR . . . we can get it almost everywhere." You probably have said those very same words, and this is why: WJR is Michigan's most powerful radio station. It has more than three times the combined power of all the other radio

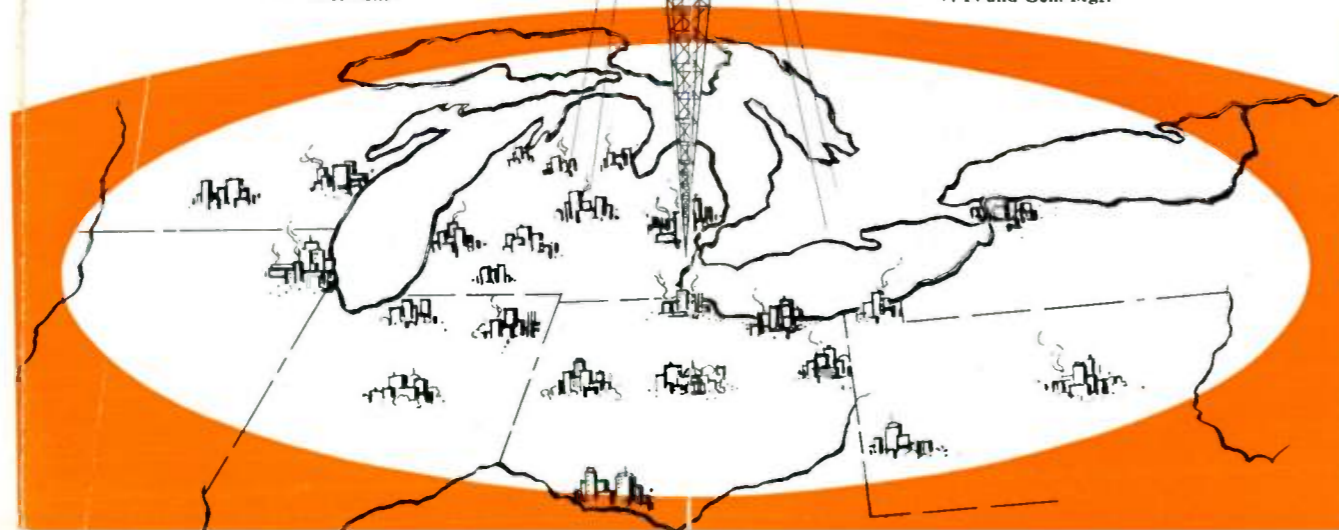
stations in Michigan. It broadcasts with 50,000 watts of power, over 750 kilocycles, at the very center. It has the only cleared channel in the state of Michigan. WJR is on the air 19 hours every day, and is a member of the Columbia Broadcasting System.



G. A. RICHARDS
 President



LEO FITZPATRICK
 V. P. and Gen. Mgr.



**W J R
 ARTISTS**

Here are the faces of a few of the radio artists whose voices reach you regularly over WJR. Their chief aim in life is to entertain and please you—the audience.



Charles Pannan



Carolyn Francis



Helen Hadley



Jeanette MacDonald



Frankie Cannon



"Bud" Guest

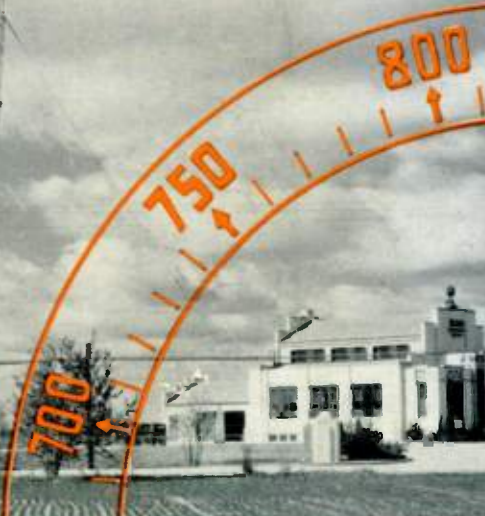


Dorothy Lamour



Sally Nelson

W J R



Sound Proof Studio

When you tune your radio to WJR, you enjoy the music, fun and news. Do you wonder what is going on behind the scenes? The announcers, actors, singers and orchestra are in a sound proof studio. In performing they stand near a microphone. The microphone changes every sound into electric impulses or "waves." The sound waves go by wire to

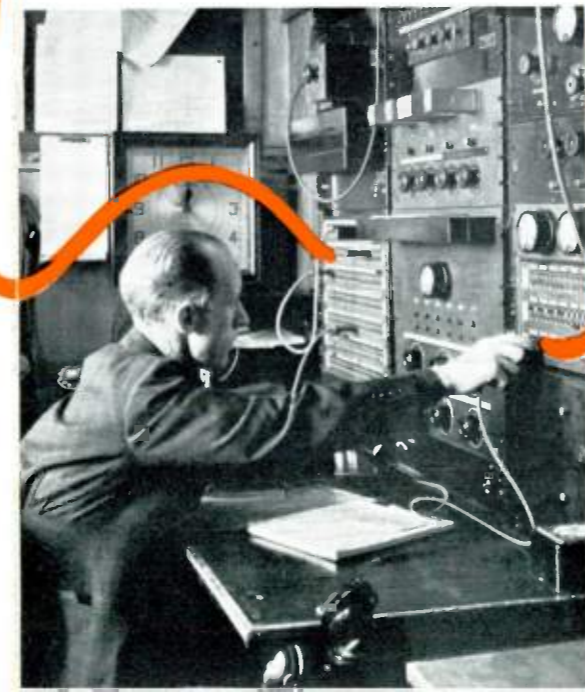


Studio Control Room

Here we find the mystery men of radio, the engineers, called the "Forgotten Men." They work hard and none are ever heard. Watching the program through the glass, his job is to regulate the voices and music. If a voice is loud, he tones it down or brings it up if it is too soft. These same sounds go into the

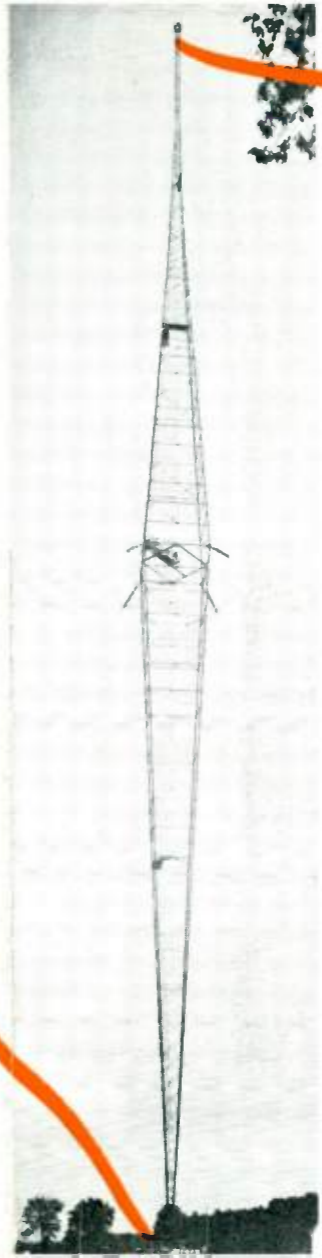
Master Control Room

This is the nerve center of all the studios. The programs from each studio are received here, as well as those from churches, schools, hotels, athletic fields, and those from the Columbia Broadcasting System, which come over a maze of lines. From here, they are sent out to . . .



Transmitting Station

Radio's most modern Transmitting Station, located at Trenton, Mich., with one of the tallest single mast antennas in the country . . . 733 feet high. That's twice as high as the Fisher Building. Here the power of the sound waves is received, and magnified millions of times, so you can hear it hundreds of miles away. Here they are changed into radio frequency energy. . . . Now your favorite program is on the air . . . and on its way to . . .



Transmitting Tower

Your own antenna at home, which picks up the waves. Your radio changes them back into sound. You twist the dial, tune in your program, and tune out the waves of different stations.



Your Radio

Radio waves travel . . . thousands of times faster than sound waves, so if you live in WJR's radius, you hear the program from WJR even before visitors hear it right in the studio.

