

This is



DETROIT

"MICHIGAN'S LARGEST RADIO STATION"

WJR

MICHIGAN'S

LARGEST

RADIO

STATION

*“And the night shall be filled with music
And the cares that infest the day
Shall fold their tents like the Arabs,
And as silently steal away.”*

—LONGFELLOW

Radio voices your message to millions,
giving wings to words the eye might miss.

This Booklet of Personalities has been
prepared for thousands of
loyal listeners by

W J R

THE GOODWILL STATION

Your interest and goodwill have enabled us to build the station from 5,000 to 50,000 watts, to increase the personnel from a dozen workers to the present staff of 150 men and women, to extend the hours of broadcasting from a few spotted programs a day to a full time schedule, which last year amounted to seven thousand two hundred programs. We have never lost sight of the fact that our own interest lies in serving you and to that end your likes and dislikes in radio entertainment and instruction have ever been uppermost in our minds.



G. A. RICHARDS, President of WJR, The Goodwill Station . . . His faith in radio has never faltered . . . For a dozen years he has given heart and brain to WJR . . . His first thought always the betterment of the station's service to its listeners . . . His particular forte . . . picking the right man for the job . . . His hobby . . . The Detroit Lions professional football team. Mr. Richards is also president of WGAR, Cleveland, and KMPC, Beverly Hills, California.



LEO J. FITZPATRICK, Executive Vice-President and General Manager . . . Born Wichita, Kansas . . . Studied engineering at University of Kansas . . . Decided newspaper work more to his liking . . . Radio came in when he was reporter on famed Kansas City Star and he was made manager of WDAF . . . Gained nation-wide spot on dial as "Merrie Old Chief" of Nighthawks . . . Came to WJR in 1925 . . . Found station broke . . . Brought order out of chaos . . . Became one of nation's leading radio executives . . . He's "Fitz" to friends and employees and rules 150 people under him on a "Happy Family" theme . . . Also Executive Vice-President of WGAR and KMPC . . . Married . . . Hobbies: Jimmy and Sandra . . . his two children . . . Chief interest outside radio—charities, especially when they concern children.



JOHN F. PATT, Vice-President . . .
Actively associated with WJR until sent
to Cleveland as General Manager of
WGAR in 1930 . . . Has three brothers
in radio . . . All graduates of Kansas
University . . . Started radio with Fitz-
patrick when he was in high school in
Kansas City . . . Married . . . Has three
charming daughters.

P. M. THOMAS, Secretary-Treasurer
. . . Guides the financial affairs of WJR
. . . Associated with Mr. Richards many
years before entering radio . . . Plays
golf in the low 80's . . . Married . . . Has
one son . . . three daughters.



OWEN F. URIDGE, Assistant General
Manager . . . With WJR for 11 years
except for brief intervals . . . Experi-
enced in all departments . . . Announc-
ing . . . Producing . . . Sales . . . Native
Detroit . . . Overseas with A. E. F. . .
Forebears on stage 300 years . . .Mar-
ried . . . Has one son, one daughter.





NEAL TOMY, Publicity Director . . .
Born in Iowa . . . Educated Parsons
College . . . Northwestern University . . .
Newspaper man before entering radio
in 1922 . . . His Red Apple Club still
remembered . . . "Uncle Neal" to thou-
sands of children for 14 years . . . Mar-
ried . . . Has one son, one daughter.

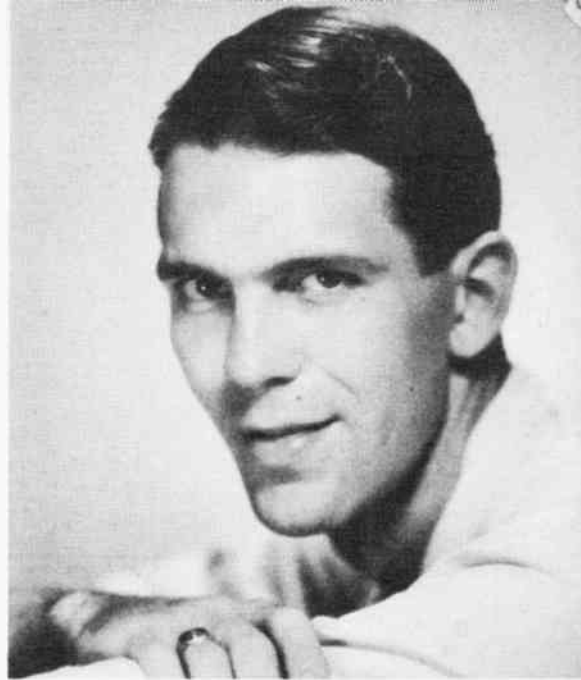


NORMAN WHITE,
Production Chief . . .
Real Native Detroiter
. . . Ancestor came
with Cadillac in 1701
. . . In radio since
1922 . . . First famed
as crooner . . . Bach-
elor . . . Hobby—Old
Newsboys Goodfellow
fund, of which he's
Vice-President.

DUNCAN MOORE, news commenta-
tor . . . Native of Virginia . . . Graduate
Washington "U" in St. Louis . . . Re-
porter in dozen American cities . . .
Europe . . . China . . . With WJR 10
years . . . Married . . . Hobby—raising
acres of flowers and vegetables on 12-
acre "ranch" at city's edge.



FRANKLIN MITCHELL, Chief Announcer . . . Born in Monroe, Michigan . . . Asked WJR for job as singer . . . Got one as announcer . . . Six feet, four inches tall . . . Singing now and then . . . Announces for Father Coughlin, "News Comes to Life," etc . . . Married . . . Has one son.



BILL McCULLOUGH, Announcer . . . Born in County Armagh, Ireland . . . In U. S. 18 years . . . Saw all 48 states from "side door Pullman" . . . Tall, dreamy, poetic type of Irishman . . . Singing well, but seldom . . . Announces "Peaceful Valley," "Calling All Cars," "Unbroken Melodies" among others . . . Married . . . Has one son, one daughter.



RON GAMBLE, Announcer . . . Entered radio at Kalamazoo and left college when studio took more of his time than studies . . . Came to WJR in 1938 with five years' experience . . . Won Ford Sunday Evening Hour job over more than 60 announcers auditioned . . . Also handles "Greenfield Village" broadcast on network and "Musical Clock," "Number Please" and "Dunkers Club" locally . . . Bachelor . . . Born in Otsego, Michigan.



JOHN STINSON, Announcer . . . Recently voted Detroit's favorite announcer in city-wide poll . . . Born in Canada . . . Worked for stations across the river before coming to WJR . . . Heard as narrator on "News Comes to Life" and other programs.



JOE WEEKS, Announcer . . . Born in Flint, Michigan, with wanderlust . . . Worked at more than a dozen stations, Coast to Coast . . . Met the right girl at South Bend, Indiana . . . Decided to settle down . . . Wedding bells in the Autumn.



JACK GARRISON, Announcer . . . Youngest and largest man on staff . . . Attended Louisiana State and University of Missouri . . . Married recently . . . Announces "Hermit's Cave," "Melody and Rhythm" and special events under Duncan Moore . . . Born in Wichita, Kansas.



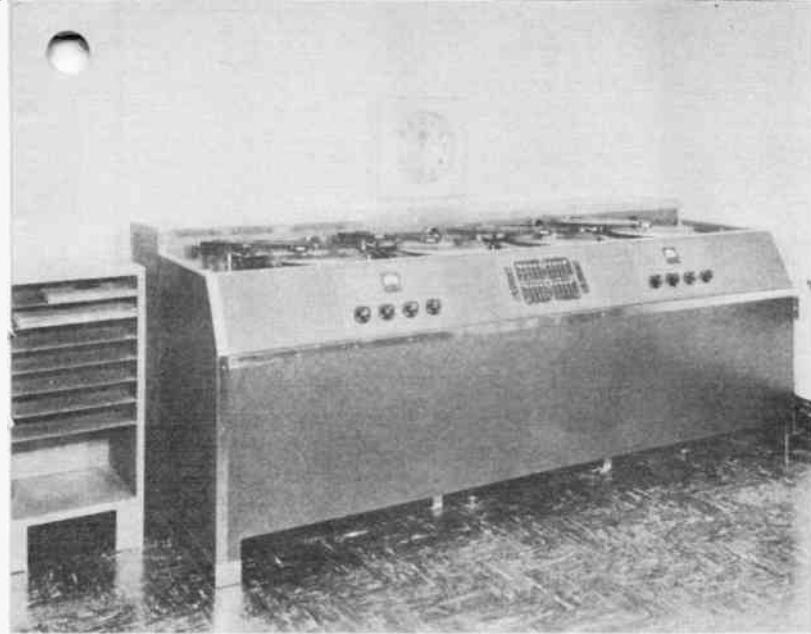
JACK WHITE, Announcer . . . Latest addition to staff . . . Came from Canada with several years' experience . . . Announces "Ed McConnell," "Metropolitan Melodies" and other programs . . . Married soon after coming to WJR early in 1939.



WJR's ultra-modern, high fidelity, 50,000 watt transmitter located at Trenton, Michigan.

The Fisher Building, Tower and all. Justly deserving the title "Most beautiful office building in the world."

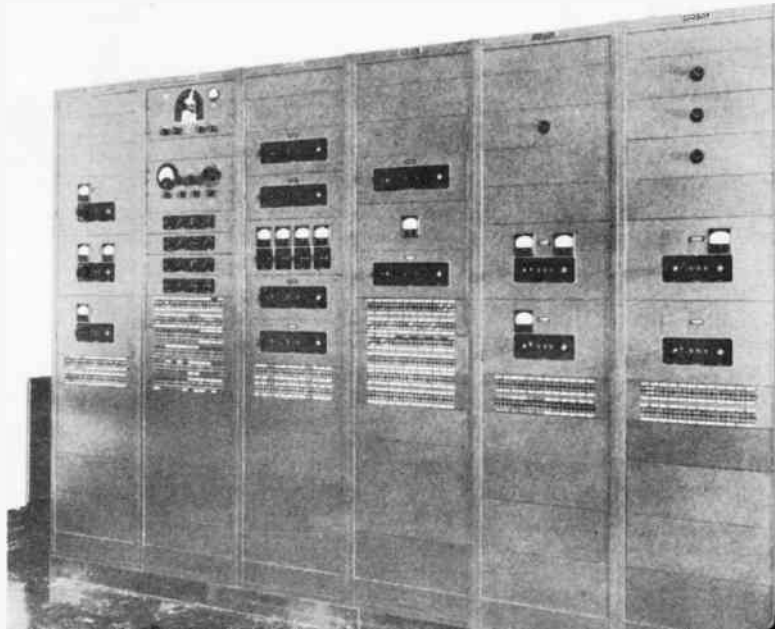




"BRAIN CENTER"



Here is the master control room that directs your every program.





COLUMBIA STARS, from upper left to lower right, Angeline Orr (*It Can Be Done*), H. V. Kaltenborn, Myrt and Marge, Robert (Believe It Or Not) Ripley, Lum and Abner, Andrea Leeds, Bill Hay, Charles (Andy) Correll, Madaline Lee (*Miss Blue*), Freeman (Amos) Gosden and Gaylord Carter (*Organist*) on the CBS letters. Joan Bennett, Orson Welles, Edgar A. Guest, Claire Trevor and Edward G. Robinson, Martha Tilton, Guy Lombardo, Bess Johnson (*Hilltop House*), and Barbara Luddy and Les Tremaine.

"THE WORLD AT YOUR FINGERTIPS"

The world, indeed, as WJR brings you the nation's most popular broadcasts from the largest network in America—The Columbia Broadcasting System.





SPORTS

HARRY WISMER, Sports Announcer . . . Talks sports all day . . . Dreams sports all night . . . Athlete in preparatory school and college until twisted knee put him out . . . To WJR from Michigan State College . . . Best football announcer ever developed in this area . . . Now secretary to President Richards of Detroit Lions in addition to heavy radio schedule . . . His "Inside of Sports" talk is a daily feature . . . Bachelor.

NEWS

JIMMY STEVENSON, news and sports reporter—Came to WJR first as a lark . . . liked radio so well he turned key in lock of law office . . . rapid fire resume of Tiger games gained enormous audience . . . two news periods each day . . . originator of several special programs . . . graduate University of Detroit and Detroit College of Law . . . Married . . . has two daughters.





GERALDINE ELLIOTT



ERIC HOWLETT

THE STORY OF A BROADCAST

The first step in any radio dramatic production is, of course, the script. Without well written material no production is worthwhile. Let us suppose we have a story written for presentation in a thirty minute show. It has been approved and goes into the hands of the producer. He makes any minor or major changes which he feels are necessary. Actors are called for the various parts, and the first reading of the story takes place. During the first reading the actor becomes familiar with the part he is to play, listens to the producers and writers in their interpretation of the part. Lines that are awkward for him, are either rewritten or cut out. After all changes and cuts in the script are made we are ready for the first "mike" rehearsal. Then the actors and the sound are blended into a whole . . . the show is timed . . . rough edges are smoothed off . . . the tempo is set. Still there may be spots in the show that lag . . . Extra rehearsal will be given to them. Another rehearsal and we are ready for a fifteen minute rest. Then the last chance to iron out all the wrinkles before presentation—the dress rehearsal . . . Sound, music, actors . . . all go through their performance exactly as they will on the air. However, it must be remembered, the air show will be a new one—in that it will vary from the dress rehearsal—hence the producer must be on his toes all during the broadcast—watching the engineer at the controls—giving him direction on the balance of sound and actors and fighting with that little red second hand on the clock to make everything come out even. Strangely enough—it usually does.



NEWS COMES TO LIFE

News Comes to Life—Saturday night—Sponsored by Deisel-Wemmer-Gilbert Corp. for R. G. Dun cigars . . . written and produced by WJR staff members Geraldine Elliott and Eric Howlett . . . assisted by Al Reibling . . . dramatized version of news highlights . . . over period of two years one of most popular shows in radio . . . not less than 18 actors . . . four sound men on each broadcast . . . many actors on show from start . . . dramatized traffic safety story prominent feature . . . real life incident drawing attention of motorist and pedestrian . . . fast moving show . . . never stereotyped . . . always new . . . unusual mail response proof of popularity with audience in wide territory . . . sponsor recently renewed contract for period of 52 additional weeks . . . produced at WJR . . . carried by WGAR, Cleveland, and WADC, Akron, part of season.

HERMIT'S CAVE

**“Turn Out
Your Lights”**



The Hermit's Cave—Sunday night . . . Sponsored by Carter Coal Co. . . written and produced by Geraldine Elliott and Eric Howlett, WJR staff writers . . . Each program a complete episode . . . requests for admittance to broadcast far beyond capacity of studios each week . . . a guest appearance at WGAR, Cleveland, resulted in more requests for seats than for a well-known network show . . . Forty thousand fans asked for pictures of cast in response to two announcements . . . show presented for week on stage of Fox theater in Detroit . . . many requests to have certain episodes repeated . . . unusual amount of mail response from towns usually considered outside WJR territory . . . also broadcast part of year through WGAR, Cleveland; WKRC, Cincinnati; WSPT, South Bend.

GOODWILL



JACK KING, News Reporter . . . To radio from teaching school and acting as educational director for several organizations . . . His "Headline News" at 11 P.M. seven nights a week has a large following . . . Bachelor.

"BUD" GUEST, News Reporter . . . It's Edgar A. Guest, Jr., in family archives and he's the son of the famed poet-philosopher . . . Up with the chickens to be on the air for Household Musical Clock . . . Married . . . Edgar A. Guest III arrived during the past winter.



SAMUEL BENAVIDE, Musical Director . . . Born in Russia . . . Stranded in Palestine during World War . . . Escaped to Egypt and although in early 'teens found work in an orchestra playing for grand opera . . . After war tossed coin for Italy or America . . . America won . . . Directed orchestras in Detroit's biggest theaters before coming to radio . . . Member violin section Detroit Symphony . . . Married . . . Has two sons.

DON LARGE, Vocal Director . . . Came to WJR through the back door . . . Got job in Fisher Cafeteria when he arrived from Canada . . . Spent spare hours in studio . . . Pressed into service when staff pianist failed to show up on time . . . His chorus now one of best in radio . . . Writes own arrangements . . . Chorus now on Ford Summer show and "Unbroken Melodies" . . . Also directs male quartet and the "Three Aces"!



HAROLD KEAN . . . Stricken with blindness when a child . . . Refused to let it get him down . . . A superb showman . . . Sings 'em "hot" or "sweet" as called upon . . . Knows words and music to thousands of songs . . . Never forgets one . . . With WJR 12 years . . . Married, has one daughter, who inherits his talent.

PERSONALITIES

JOHN McKENZIE . . . One of radio's best known tenors . . . On air in Detroit since 1925 . . . Soloist on "Peaceful Valley," . . . Tenor of "Three Aces" and "Tower Quartet" . . . Married . . . Has four children.



HELEN HADLEY . . . Detroit's finest soprano . . . Studied under country's most noted coaches . . . Soloist with Ford Sunday Evening Hour during last season . . . Heard regularly on "Peaceful Valley" . . . Married . . . Has one son.

TIM DOOLITTLE . . . The happy leader of the gang from mythical Pine Center . . . Real name—Bruce Myers . . . Sang first song at opening of WJR . . . Has played "Tim" so long he feels more at home in white whiskers and powdered hair . . . Married . . . Has one son, one daughter.



ED McCONNELL . . . Radio fans have been listening to ol' Ed since ear-phone days . . . Has three series of programs running . . . One on network . . . One on records . . . One from WJR studios Mondays, Wednesdays and Fridays . . . Commutes between Detroit and Cincinnati by plane . . . Fine voice and homey philosophy endear him to thousands.

GRACE BERMAN, Staff Pianist . . . with WJR for twelve years except for two years leave of absence . . . studied at famous Curtis Institute and in Vienna under Rosenthal . . . In private life she's Mrs. William Abramson.





RUTH FRANKLIN CRANE, WJR's "Mrs. Page."—member of station's "Ten Year Club" . . . background of agency advertising experience . . . handles spot announcement accounts . . . commercial copy most effective . . . her Household Economies program unique in radio . . .

"CABIN FOLKS" . . . Old troupers are Rufus and Mandy . . . Endearred to WJR listeners over a period of seven years . . . Immensely popular with associates . . . Many years on vaudeville circuits before coming to WJR by way of New Orleans . . . Small granddaughter their pride and joy.





ENGINEERING CREW

Left to right: Clark, Workman, Jenks, Marks, Thornton, Chief - Mitchell, Paulson, Browe, Mills.

BEHIND THE SCENES

These men make possible your listening pleasure. The Goodwill Station maintains two complete technical staffs. Twelve men are employed in technical activity at The Fisher Building Studios while nine engineers take care of the multiple duties entailed in transmission at the 50,000 watt plant of the Goodwill Station located in Trenton, Michigan.

CONTROL STAFF

Left to right: Jennings, McPhillips, Neubrecht, Chief - Friedenthal, Rohrig, Mac Clellan, — Bottom Row—Casson, Haboush, Nolan, Corliss, Jones, Brechner.





WALDO ABBOT—Educational Director—for 12 years in charge of WJR programs originating on University of Michigan campus at Ann Arbor . . . conducts extension courses in radio in WJR studios . . . heads radio division of university . . . member of famous family of educators and writers . . . married . . . home in Ann Arbor.

WJR KIDS—Leo Fitzpatrick's greatest "kick" of the year comes from the annual party attended by the children whose fathers or mothers are employed at WJR. More than 70 of these youngsters gather at the Recess Club just before Christmas to meet Santa Claus in person, fill "tummys" to the bursting point, enjoy Mickey Mouse movies . . .

