

WLBR

presents

5th Anniversary Album 1951

FOREWORD

SHORTLY before WLBR went on the air in 1946, we were asked to outline our purposes and aims. Our reply was published as follows:

"We want to play a telling part in all local, civic and public affairs; we want to be a vital part of the community; we want to be a real public service institution. We propose to broadcast the finest in the way of news programs, entertainment, music, agricultural features, educational programs, civic functions, religious broadcasts and programs relating to home-making and the family unit. In addition, we are keeping abreast of all new developments in the radio field and when FM and television receivers are made available to the citizens of this community, WLBR will be prepared to serve its listeners with the new broadcasting media."

How well we have kept this pledge is common to all regular WLBR listeners. We had been operating little more than a year when we added FM to our broadcast facilities. Our thoughts then turned to television, but, before we could get under way with our plans, the Federal Communications Commission froze all applications for such grants which had not been fully processed. For this reason, no grants for new television stations have been issued for the past three years. Barring the international situation, and the possibility of war, it is expected that the freeze will be lifted next year. In anticipation of this move, WLBR is now preparing to file an application for the television channel which has been allocated to Lebanon.

In the meantime, WLBR has not rested on its laurels. From the beginning, we were becoming increasingly plagued with limited hours of operation—daytime only, from sunrise to sunset. So, in 1948, we began preparation of an application for unlimited time. This was granted by the Federal Communications Commission in March of 1950, and construction was begun immediately. Among other things, it was necessary to change our transmitter site from Cleona to Ebenezer and erect two new antenna towers 220 feet high. This construction was completed in August, 1950. Since that time, WLBR has been enabled to remain on the air every night until midnight.

WLBR has achieved success through adherence to sound business principals, and emphasis on public service. Since our first year of operation, the expansion of the company has been most gratifying. Our business has doubled; our staff has grown from fifteen to thirty employees; and our weekly payroll has tripled. Our success was made possible only through the zeal and cooperation of the executive staff and employees; the interest and loyalty of our listeners; and the faith and confidence of our clients.

TO OUR EMPLOYEES: "We thank you for a good job well done."

TO OUR LISTENERS: "We dedicate a continued service in the interest of the public."

TO OUR CLIENTS: "We pledge a more determined effort in behalf of your future prosperity."

RADIO STATION WLBR



LESTER P. ETTER
Managing Director of WLBR



JULIAN SKINNELL

First came to Lebanon in 1946 to aid H. Raymond Stadiem and Lester P. Etter in the organization of WLBR. His first position was Program Director for the station. Later he was appointed Manager of Operations to assist the Managing Director, Mr. Etter, in conducting the affairs of the Station.



MILDRED KLEPEC NELSON

The position of Traffic Manager is capably handled by this young lady. Besides being entirely responsible for the scheduling of the daily log, Mildred also serves as Secretary to the Operations Manager. This versatile young lady hails from Cornwall, and is a graduate of the Cornwall Senior High School, class of '50.

MARY HARRIS

The extremely important position of Bookkeeper is ably handled by Mary Harris, a capable young lady who is well qualified for this position and has been with the Station for two years. A Lebanon lass, Mary is a Lebanon High School graduate, class of '42. Mary Harris also acts as Office Supervisor, and, because of her ingenuity, everything runs smoothly and on time.



PATRICIA PAULES

This tremendous job of Copy Writer is performed efficiently by Pat Paules. Pat came to us from Boston, Massachusetts, where she graduated from the Leland Powers School of Radio, Theatre, and TV. She also took a liberal Arts Course at Westminster College. She was born in York County and has resided in Lancaster County before coming to Lebanon.



JARED ROLSTON

Jared Rolston handles the difficult position of Program Director, as well as Local News Editor. Known to thousands of listeners as "Wilbur" the Weatherman, Jerry takes to the mike twice a day. Jerry is a charter member of WLBR and started as a continuity writer at the Station. Born and raised in New York, he attended the University of Virginia. Five years of his life was spent in the U. S. Army as X-Ray technician.

GENE FALLON

His 1270 Club and "Post Exchange" heard every night are the talk of the town. Gene hails from New York City, where he studied at City College, graduated from Pratt Institute in Brooklyn after majoring in advertising. Gene has been on the WLBR staff for nine months. He was formerly with WKAP, Allentown, Pa.



VAN VOORHIS

WLBR's Sports Director-Announcer, Van Voorhis hails from Minnesota and is known and loved by thousands of radio fans as "Your Old Pal, Van," on Roundup Time; Soloist on "The Jack Hain Show"; "Van, the Music Man," on Pla-Mor Music Time; "That Man, Van," on Uncle Jerry's Kiddie Show, and that enthusiastic announcer who gives play-by-play description of the L. H. S. Football and Basketball Games and commentator on Football Review. He is a family man and he and his wife, the former Betty Gardner, are proud parents of four lovely children.



BOB KELLER

That Jolly, Jovial, Jester, Bob Keller, better known as your "Man on the Street," is a native son of Lebanon sod. Bob is heard every morning at "Wilbur's" wake-up man and is the color man and statistician for your L. H. S. football broadcasts. Bob spent three years in the U.S. Infantry, returned and entered F. and M. College in Lancaster. A happily married man, Bob and wife, Bettye, are proud parents of 20-month-old Tommy.





HY WHITE

"Hy White reporting." These are familiar words over WLBR as Hy White, Announcer-Commentator takes to the airways every day with his news broadcasts, "Looking Into the News" and "News with the Human Touch". You also hear him with "Chauncey" every morning on "Chauncey's Breakfast Club". You laugh, you get fighting mad, but you love him, as he banters with Mary Ellen Kurtz every morning, at 10:45, trying to prove that the male is better than the female. He is a veteran broadcaster, having worked at WIP, Philadelphia; WGN, WNYC and WFDR, New York City; as well as WGNR, New Rochelle, N. Y.

MARCELLA WEIERBACH

Assistant to the Copy Writer, and Record Librarian are the big jobs this quiet reserved little miss performs very capably. Marcella, a local girl, is a graduate of Lebanon Senior High School, class of '49, and has been with the station 6 months. Marcella spends most of her spare hours seeing the country from behind the wheel of the family Chevy.





SARA MOSSMAN

Introducing Sara Mossman, your popular feminine MC of Ladies' Matinee. Sara is the wife of George A. Mossman, Field Scout Executive, Lebanon Council, Boy Scouts of America, and mother of one son, G. Allen Mossman, Jr., age 21. She came to Lebanon on Feb. 7th, and made her debut on Ladies Matinee on March 26th. Radio is not new to her, as she did the "Children's Hour" over WDNE, Elkins, West Virginia, which program she still does transcribed. She is also a part-time member of WLBR's Sales Staff.

MARY ELLEN KURTZ

A bubbling personality, and friendly disposition, are a combination that have made Mary Ellen Kurtz a very popular woman commentator. Mary Ellen is a graduate of Lebanon High School and Lebanon Valley College. She is a versatile young lady, who also has acted as Superintendent of the Junior Department of Lebanon Church of the Brethren, and President of the Women of the Church of the Brethren. She is married to Leon J. Kurtz, teacher of vocational agriculture and science in the Fredericksburg Schools, and proud mama of a six months old son.

SID BRENNER

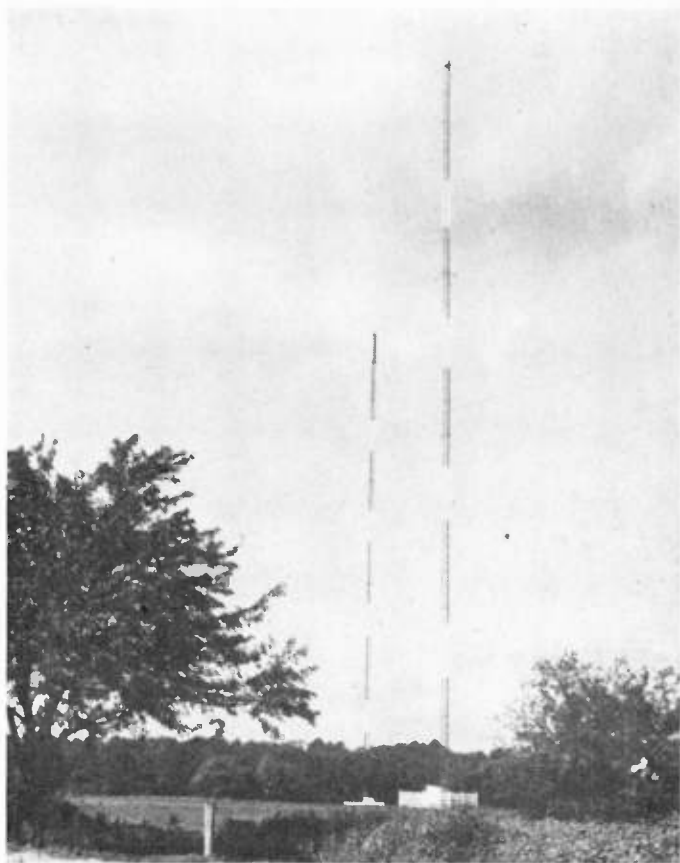
"This is WLBR calling," and this is Sid Brenner, otherwise known as "Money Bags" Brenner by his many, many fans on his most popular give-away show, "Dollars for You". He is a graduate of New Mexico A. and M., with a B. A. in English and Dramatics. His previous radio experience includes KSIL, Silver City, New Mexico, and KOBE, Las Cruces, New Mexico.



CLAUDINE SHOLLEY HEISEY

Upon entering WLBR, you will always be greeted with a cheery smile and hearty welcome from the Receptionist, Claudine Heisey. A Lebanon girl, Claudine is a graduate of Lebanon Senior High School, class of '28. Although she has been with us only a few months, her pleasing personality and efficient manner are assets to the station.





Shown above are the two WLBR Antenna Towers at the Transmitter site located behind the Ebenezer Fire Company. Overall height of South Tower is 225 feet and the North tower stands 228 feet. The tower shown on the left supports the FM Antenna, which is the circular portion near the top. Each beacon contains two 500-watt lamps. At the base of each tower is a huge insulator, which keeps the antenna from being connected electrically to the ground.



M. LEONARD SAVAGE

Leonard is our Chief Engineer, now on active service as a major with the U. S. Army. Len was one of the pioneers of the Station, having put us on the air; engineered us into FM and guided the entire operation of moving our transmitter from Cleona to Ebenezer to enable us to go full-time. The chief is on his way to Korea right now, but we all trust he will be back in time to handle our television technical problems.

WILLIAM ZEHRING

Standing beside the 1,000-watt AM Transmitter is Acting Chief Engineer Bill Zehring. Bill received his certificate of graduation from the National School of Electronics in 1941. Before coming to WLBR, he was with WORK in York and WHG in Harrisburg. Bill is a charter employee of WLBR, having started before the Station went on the air in November, 1946. He resides with wife, June, in Schaeferstown.





NICK HILL and GEORGE ETTER

Here we see Nickie Hill seated at the control board, while fellow Engineer, George Etter, lends a helping hand. They appear so serious, but George's booming laugh and voice can be heard throughout the Station, and Nickie has a smile for everyone. George Etter, Jr., joined WLBR's Engineering Staff in March, 1948. A Palmyra guy and graduate of Palmyra High School and DeForest's Training, Chicago, Illinois. Engineer Nick Hill is a local lad, good worker and has a pleasant disposition. A graduate of Lebanon High School, class of '50, he attended Radio School, Hollywood, California. Nick is known for his excellent voice, especially his Al Jolson interpretations, which he made famous on Uncle Jerry's Kiddies Show.



WILL HEAGY

With all these buttons, switches, knobs and turntables Will Heagy is not a bit bothered. This man Will knows just what to do with each one, and when. A reserved, quiet guy, Will gets his work done and does it well. He has been with WLBR since 1947, only several months after the Station went on the air. Will and wife, Julia, reside in Lititz.



BILL WOOD, CHESTER SIEGRIST and ROBERT POORMAN

A trio of good-looking, hard-working Engineers, Bill Wood, and Chester Sigrist look things over while Bob Poorman is busy on the board.

Bill Wood is a local lad and one of our newest members on the Engineering Staff. Before coming to WLBR, Bill was an announcer and part-time engineer for WLAB. At present he is completing his college requirements to qualify for a B.S. degree in radio engineering. Twenty-three years old, Bill served 18 months with the U. S. Army during World War II.

A native of Lebanon, Chester Siegrist spent 3 years in Communications in the U. S. Army. Chet is a graduate of Rhode Island Radio School, also graduate of Pierce TV School in New York; formerly with WGBR and WEOR, Goldsboro, N. C., and WEEU, Reading, Pa.

A native of Annville, Bob Poorman entered radio in 1941 as Naval Radio Operator. He studied broadcast engineering at Baltimore Technical Institute, and came to WLBR one and a half years ago from WLAN, Lancaster, Pa.



"STUDIO A"

A look-see into one of the three studios at WLBR. This is the studio where such programs as the Jack Hain Show, Uncle Jerry's Kiddies Show, Showcase for Singers, Dollars for You and other local popular programs originate.



THE JACK HAIN SHOW

Jack and Mickey (Mrs.) Hain, who specialize in Pa. Dutch songs, hymns and comedy, have been appearing in this area for many years. They are heard daily over this station between 5:15 and 6:00 P. M. Augmented by the more recent addition of Jack Miller and Van Voorhis, they offer an excellent program of varied musical entertainment. One of the most popular hillbilly groups in this part of the State, Jack Hain and gang are noted for their wholesome humor, and they spend a busy summer making personal appearances.

UNCLE JERRY'S KIDDIES SHOW

One of the oldest programs on WLBR. Was off the air for awhile, but has recently returned, much to the delight of thousands of Kiddies Show fans. Heard every Saturday morning at 11 o'clock.



THE REV. GEORGE P. ATKINS

The Rev. George P. Atkins is heard over WLBR every Saturday at 1:30 with "Gospel in Song", and Sunday at 1:00 with "Soldiers of the King". A devout minister, Rev. Atkins' sincerity, interest and concern for the public is manifested in his entire attitude. The Indiantown Gap, Gospel Center, has been with the station almost from the very beginning, and has a very large listening audience.



LEBANON GOSPEL CENTER

One of the first Religious Programs to go over WLBR was the inspirational "Happy Half Hour of Heaven" with the "Voice of Salvation", The Rev. John G. Levensgood. Heard now over this station on Saturdays at 1:05 P. M. and Sunday at 10:00 A. M., The Lebanon Gospel Center is a broadcast of Gospel Cheer and Inspiration, dedicated to shut-ins. Thousands of listeners are encouraged, cheered and given encouragement to face life's problems by listening to these programs.

LEBANON RESCUE MISSION

This is one of the many happenings of the Lebanon Rescue Mission Association, 6th and Elm Streets, Lebanon, Pa. A Thanksgiving dinner, when 190 less fortunate people of our own country were served. Rev. Lester Miller, pastor, has been broadcasting over WLBR for over 4 years, and his program is heard every Sunday at 3:30 P. M.





PHIL REILLY

Sales Manager, one of WLBR's pioneers, came to Lebanon in September of 1946. Hobby: Raising Great Danes. Equally as well known for his "Uncle Jerry's Kiddies Show", heard Saturday mornings at 11.

MILDRED EISENHAUER FORTNA

The important job of Secretary to the Sales Manager is capably handled by Mildred Fortna. Millie graduated from Lebanon High School with the class of '39, and now resides in Ebenezer. She is known for her good hearty laugh and sunny disposition. Millie has worked for WLBR for two years.





W. FRANK SHORT

Shown here is Frank deeply engrossed in producing gimmick commercials, which is only one of the many jobs that keep this busy man on the run. Frank joined WLBR Sales Staff in November, 1946. Born in Huntsville, Alabama, he attended UCLA in Los Angeles.



ERNEST ROBERT LATESSA

An up and coming young man, Ernie Latessa is a promising salesman with a pleasing personality, ready smile and ambition. Ernie, born in Providence, Rhode Island, is a graduate of LaSalle Academy and has had two years in the Marine Corps. A real sportsman, Ernie has two years in pro baseball, having caught for the College Hill Chicks. He joined WLBR Sales Staff in April, 1951, and already has many, many friends.



JAMES MARSHALL McCARTY

Just arrived! Yep, Marshall is our latest addition to the Sales staff. A friendly salesman, "Marsh" comes from West Virginia to join the WLBR Sales Staff and brings several years of experience in all phases of radio throughout the Ohio, West Virginia area and looks forward to a long and pleasant relationship in the Lebanon Valley.



WLBR PIONEERS

(With the Station Since It Went on the Air)

Left to right (standing): Jared L. Rolston, Program Director; Lester P. Etter, Managing Director; Raymond Stadiem, President; Philip J. Reilly, Sales Manager.

(Sitting): W. Frank Short, Account Executive; Julian F. Skinnell, Operations Manager; William Zehring, Acting Chief Engineer. (Leonard Savage, Chief Engineer, on leave of absence with armed forces. Picture on a preceding page.)

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