

THE TOTAL STORY

WWJ AM and FM
RADIO
Detroit's Basic Station

TOTAL RADIO ON 9.5.0

WWJ NEWS

12-MAN STAFF, 24-HOUR OPERATION

For more than 40 years, WWJ has set the pace for complete, reliable radio news service. That's why most Detroiters depend on WWJ News day and night.

The present 12-man staff and fully-equipped newsroom are the finest in the station's history. Every modern facility for instant communication with local and national news sources is used. All major wire services, NBC Hot Line, two news-mobiles, a link transmitter, beep phone, and tape recorders play an important part in this wide-ranging news operation.



HOUR OF INFORMATION

SIX O'CLOCK NEWS—WWJ's complete evening report of the day's events starts with this full-scale 15-minute newscast. Dick Westerkamp is the reporter.

BUDD LYNCH SPORTS—Latest scores, prominent guests, and straight-from-the-dugout stories make must listening for Detroit fans. 6:15 P.M.

OUR CHANGING WORLD—Earl Nightingale offers a distinct change of pace with his practical advice on achieving success and security. 6:25 P.M.

BUSINESS NEWS—Stock market action, business developments and trends attract a wide audience ranging from top executives to young men on the way up. Britton Temby is featured. 6:30 P.M.

SONNY ELIOT'S WEATHERCAST—Famed as Detroit's cheeriest weatherman, Sonny spices the hour with humor and authoritative weather predictions. 6:40 P.M.

THREE STAR EXTRA—NBC's world-girdling news corps provides listeners with up-to-the-minute reports from every nerve center of the globe. Ray Henle is Editor-in-Chief of this popular feature. 6:45 P.M.



THE TOTAL STORY OF



HUGH ROBERTS and THE J-BIRDS

Geared to the tastes of Detroit's early risers and morning motorists, this popular eye-opening program is packed with spirited entertainment and timely information. Personable Hugh Roberts emcees the hum-and-whistle music of the WWJ Melody Parade. The colorful J-Birds swing with live Dixieland music. Three complete, 15-minute newscasts are regular features. 6:00-9:00 A.M. week days.



FROM GLAMOROUS EASTLAND*

BOB ALLISON—Broadcasting from the exclusive WWJ remote studio at Eastland Shopping Center, Bob Allison is a prime midday favorite. Eastland's 71 stores and services attract 350,000 shoppers weekly. 11:00 A.M.-1:00 P.M. week days.

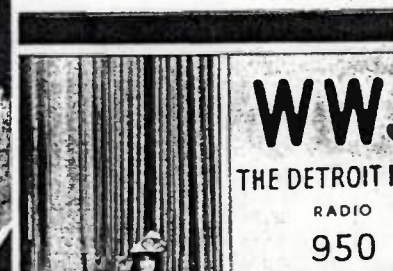


JOHN LYNKER—Thousands of evening rush hour motorists are ardent members of the "Bumper to Bumper Club" steered by John Lynker through the day's heaviest traffic. 4:00-6:00 P.M. week days with 15-minute WWJ News at 4:00 and 5:00.



FROM WORLD FAMOUS NORTHLAND*

LES MARTENS—Here's the bright spot of the morning for many Detroit homemakers. From the WWJ studio at Northland Shopping Center, Les Martens presents a parade of the world's most enjoyable music. 9:00-11:00 A.M. week days.



BOB MAXWELL—A long-time local favorite, Bob Maxwell is a master host and product salesman. Northland offers 110 shops and services, parking space for 10,000 cars. 2:00-4:00 P.M. week days.



DETROIT'S BASIC STATION

FINE MUSIC

FAYE ELIZABETH — "Jewel box" is the word for each Faye Elizabeth program of melodic masterpieces. Detroit's First Lady of Fine Music brings to the air a rich background of Broadway and concert experience. 8:30 P.M. Monday through Thursday.

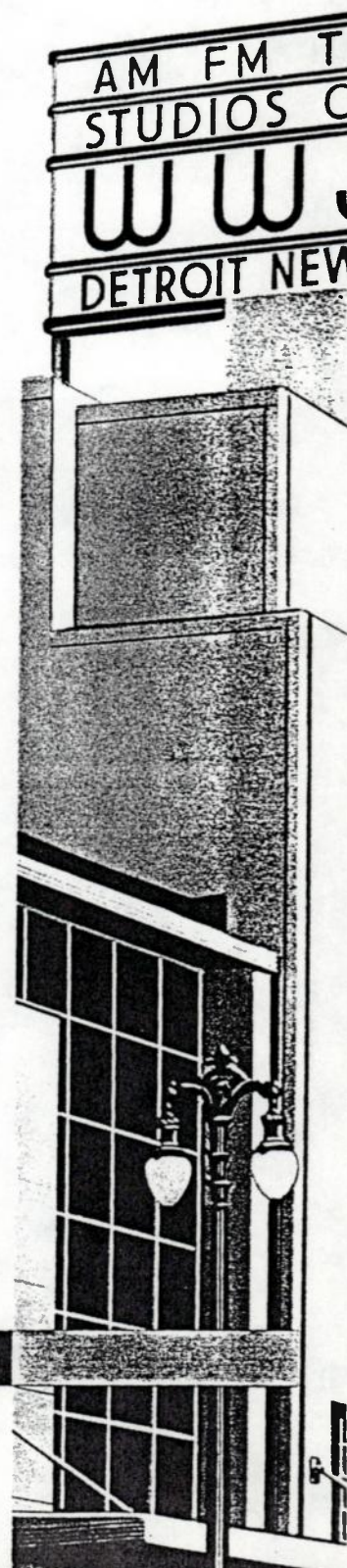
MISCHA KOTTLER—One of the Midwest's finest pianists and teachers, Mischa Kottler delights his "Concert Review" audience with selections by the truly great artists, orchestras, and composers. 9:30 P.M. every Wednesday.

MUSIC 'TIL DAWN—All through the night, WWJ listeners can enjoy a feast of tonal beauty, ranging from hit songs of the newest Broadway musicals to the master works of the ages. 11:30 P.M. week nights. George Pruette is host.

DETROIT SYMPHONY ORCHESTRA—Each Sunday afternoon during the regular subscription season, WWJ proudly presents a concert by the renowned Detroit Symphony Orchestra under the direction of Paul Paray.

A summer feature is "Symphony Under the Stars"—lighter concert music by the Symphony direct from the Michigan State Fair Grounds.

AUGUST MAEKELBERGHE — From the keyboards of the finest organs in the area, the famous Belgian virtuoso adds another distinguished musical note to WWJ's Sunday afternoon programming.



DETROIT'S BASIC STATION



DETROIT TIGERS BASEBALL

Starting with the spring exhibition schedule in Florida and continuing through the regular season, WWJ delights Bengal fans with play-by-play broadcasts of all daytime games, both at home and away.

WORLD SERIES

Every fall, through its affiliation with NBC, WWJ presents every game of the annual baseball classic.

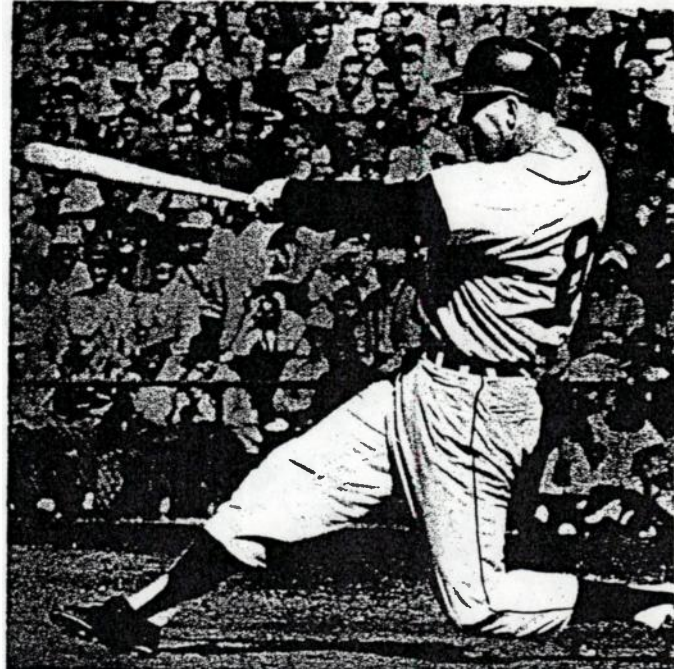
U OF M FOOTBALL

Direct from the University of Michigan Stadium at Ann Arbor and from other major fields, WWJ broadcasts the full Wolverine schedule each fall. Popular Don Kremer and Bennie Oosterbaan, famous All-American star and former Michigan head coach, describe the action.



PHONE-OPINION

WWJ's open forum of the air is literally the talk of the town. A torrent of phone calls rushes to the studio every evening. Citizens from far and near air their views on myriad timely subjects. Bob Maxwell is the adroit emcee. 7:00 P.M. week days. Teen-Opinion offers youngsters the same opportunity on Saturday afternoon.



MY TRUE STORY—Still another facet of WWJ's "total radio" approach to programming is this exceedingly popular dramatic series. Complete stories featuring well-known players are presented each week day afternoon. 1:00 P.M.

FRAN HARRIS — A star-studded parade of celebrities, show business personalities, and civic leaders make the Fran Harris program a daily favorite. Mrs. Harris is one of Detroit's best-known professional women. 10:55 A.M.

—In addition to its outstanding local programming, WWJ schedules NBC's week end Monitor service and a full complement of NBC News on the Hour and Emphasis programs throughout the week.

WWJ AM and FM RADIO

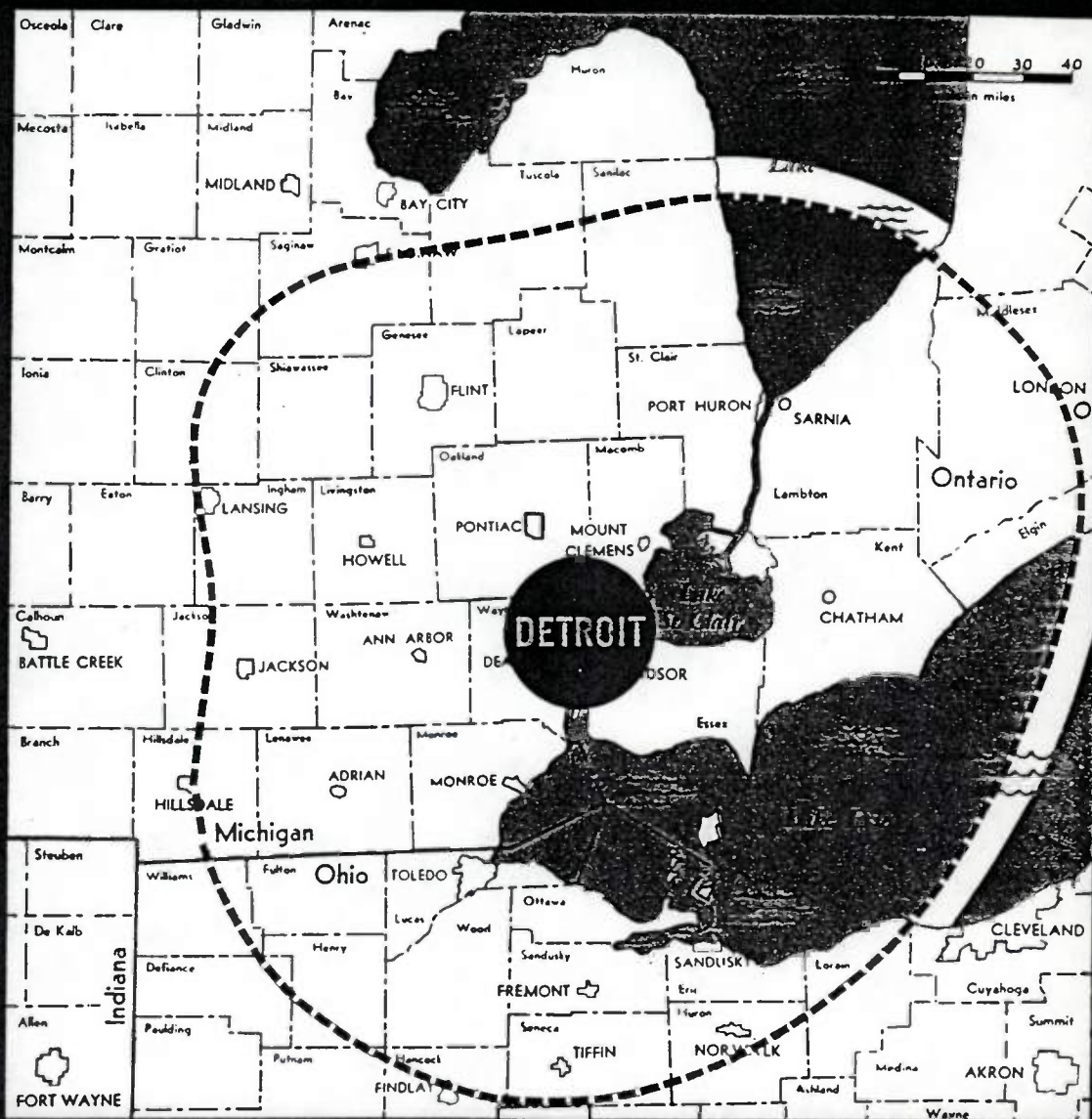
WORLD'S FIRST RADIO STATION

*Owned and
Operated by*
**THE
DETROIT
NEWS**



**RADIO HOMES:
1,898,500**

*70 per cent of
Michigan's population
commanding 75 per cent
of the state's buying
power is within
WWJ's 0.5 MV/M
Daytime Coverage Area.*



NATIONAL REPRESENTATIVES
PETERS, GRIFFIN, WOODWARD
INCORPORATED

WWJ AM and FM RADIO

WORLD'S FIRST RADIO STATION

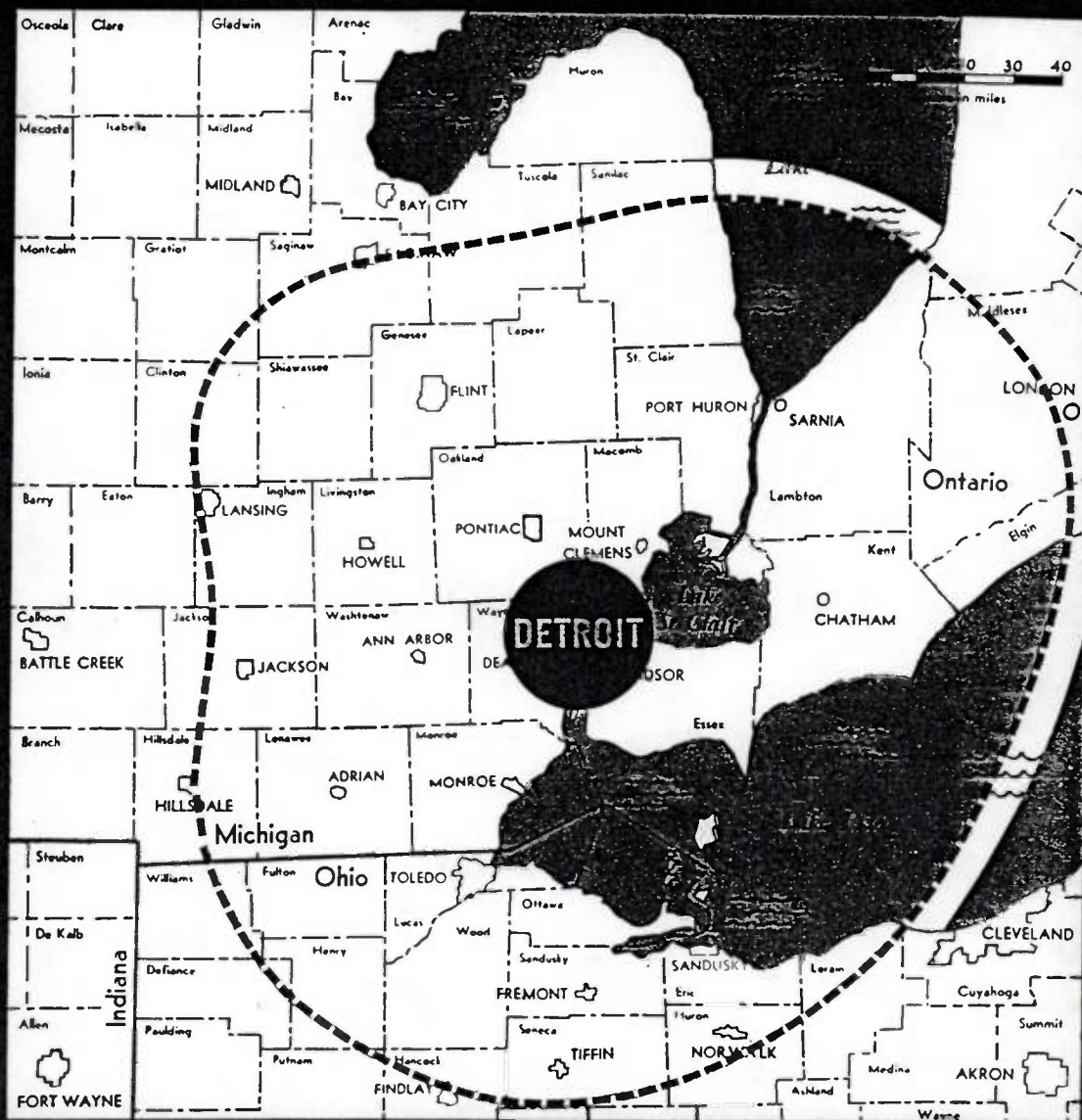
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NATIONAL REPRESENTATIVES
PETER GRIFFIN WOODWARD
INCORPORATED

WWJ "FIRSTS"

August 20, 1920

First radio station in the world to broadcast regularly scheduled daily programs.

Owned and operated by The Detroit News, the station began broadcasting under experimental license with the call letters 8MK, later changing to WBL, finally to WWJ.

The first broadcast, August 20, 1920, went on the air at 8:15PM in a makeshift "radio phone room" on the second floor of The Detroit News Building. Using a borrowed phonograph from the Edison Shop, Howard Trumbo, manager of the shop, placed a record on the turntable and waited for the signal to spin it. He had selected two records for the occasion, "Roses of Picardy," and "Annie Laurie."

Young Elton Plant, whose regular job was office boy in The News' editorial room, held a crude cardboard megaphone in his hands. When all was in readiness, Plant had been instructed to put the large end of the megaphone against the phonograph speaker and the small end against the mouthpiece of the DeForest transmitter. Frank Edwards, one of WWJ's first operators, surveyed the scene, leaned toward the mouthpiece of the transmitter and called out into the night air, "This is 8MK calling." In perhaps 30 Detroit homes, listeners fortunate enough to own homemade receiving sets excitedly adjusted condenser dials. Some of the most advanced students of the new science had transmitting equipment as well. As the last strains of the music died, Edwards again spoke into the mouthpiece. "How do you get it?" he asked. And a medley of voices came back through the darkness. "It's coming in fine. We're getting everything loudly and distinctly." Following this exchange, a member of The Detroit News advertising department played "Taps" and WWJ's first broadcast ended.

The "father of radio," famed inventor Lee DeForest, stated on the occasion of WWJ's sixteenth anniversary, "On the night of August 20, 1920, the first commercial radio broadcast station in all the world was opened. And every night and every day since that momentous beginning, WWJ has maintained this service. Not until eleven weeks after its founding did WWJ share the channels of the air with a rival broadcasting station. The honor of being second fell to KDKA of Pittsburgh."

August 31, 1920:

First radio newscast: local, state, and congressional election returns plus general news bulletins. While Michigan wondered whether a young attorney general, Alex J. Groesbeck, would succeed in his race for the Republican gubernatorial nomination, The News announced in front page headlines, "The News Radiophone To Give Vote Results. Amateurs Over Michigan Are Invited To Give Wireless Parties And Hear 'Voices In The Night'."

Careful instructions concerning tuning, frequencies and timings were listed. On the following day, in what was probably the first review of a radio broadcast, the station's parent newspaper breathlessly reported on page one, "Land And Water Returns By Wireless," and went on to compare the event to the dreams of Jules Verne and H. G. Wells. "The sending of election returns Tuesday night was fraught with romance and must go down in the history of man's conquest of the elements as a gigantic step in his progress. In the few hours that the apparatus was hissing and whirring its messages into space, few realized that a dream and prediction had come true. The news of the world was being given forth through this invisible trumpet to the waiting crowds in the unseen marketplace."

Without a great deal of mechanical skill, a radio devotee could put together a crystal detector set, complete with a "cat's whisker," for less than \$8.00. A vacuum detector set could be built for less than \$60.00.

September 1, 1920:

First radio sportscast.

September 4, 1920:

First dance party with music by radio. Mrs. Charles F. Hammond, 180 Parker Place, Detroit, entertained guests who danced to a program of dance music on WWJ.

September 22, 1920:

First "vocal concert" broadcast by WWJ. Miss Mabel Norton Ayers sang several solos, also several duets with the phonograph.

October 5, 1920:

Scores of World Series games in Brooklyn (Brooklyn vs. Cleveland) broadcast on this and succeeding dates of the series.

WWJ "FIRSTS"

November 2, 1920:

National election returns (Harding-Cox) broadcast over a period of four hours.

December 31, 1920:

Louis Colombo, Detroit attorney and baritone, sang "a New Years' melody of cheer" over WWJ at midnight.

December 15, 1921:

Comedian-monologist Frank Tinney made radio debut over WWJ.

December 19, 1921:

Van and Schenk, famous comedy-singing team, made their radio debut over WWJ, singing with the "Old Newsboy's Band."

December 21, 1921:

Fannie Brice made her radio debut over WWJ.

January 7, 1922:

Judge Ben Lindsay, noted juvenile authority, gave first radio talk to boys over WWJ.

February 6, 1922:

Walter Hampden, well-known actor, made his radio debut over WWJ.

February 10, 1922:

First complete symphony orchestra concert on radio. The Detroit Symphony Orchestra, Ossip Gabrilowitsch conducting, began series of concerts over WWJ. The series also marked the first commercially sponsored programs as sponsored by the Detroit Bank.

Expressions of appreciation came from listeners ranging over half of the North American continent and from Cuba.

WWJ "FIRSTS"

February 24, 1922:

E. H. Sothern and Julia Marlowe made their radio debuts over WWJ.

March 13, 1922:

Dorothy and Lillian Gish together with D. W. Griffith were interviewed for the first time on radio over WWJ as part of their personal appearances with the motion picture, "Orphans in the Storm."

March 15, 1922:

First "missing person" broadcast. WWJ broadcast an appeal to find a boy, William Dora, missing from home for ten days. As a result of the broadcast, the boy was promptly found in Ohio. WWJ immediately offered its facilities for further use in finding missing persons. Detroit's mayor and police commissioner gladly accepted. Superintendent of Police William Rutledge had receiving sets installed in police stations. Later, sets were installed in police headquarters in other cities within range of WWJ. This early use of radio for police work led to the establishment of the first police radio station, WCOP. Superintendent Rutledge is generally credited with the idea of communicating with a moving scout car.

March 15, 1922:

Will Rogers made his radio debut over WWJ.

March 17, 1922:

Madame Emma Calve, operatic soprano, made her radio debut over WWJ.

March 31, 1922:

First university extension courses by radio. University of Michigan inaugurates courses over WWJ. Lectures broadcast were arranged by Professor W. D. Henderson. Subjects included Public Health, Public Education, Modern Scientific Developments, Chemistry, Astronomy.

April 16, 1922:

First regularly scheduled religious broadcasts inaugurated by WWJ with Easter Sunday service from St. Paul's Episcopal Cathedral, Detroit. St. Paul's Sunday services have been broadcast since then without interruption.

WWJ "FIRSTS"

May 2, 1922:

Fred Waring and his Pennsylvanians made their radio debut over WWJ.

The Waring orchestra members, all students at the University of Pennsylvania, played for the University of Michigan "J-Hop" in January of 1922 and became idols of the campus. Bill Holiday, manager-announcer for WWJ at this time and a former Pennsylvanian and friend of Waring, booked the orchestra for a radio performance on May 2. The radio program was a half-hour long and created a sensation with its entirely new style of entertainment featuring the Waring glee club, dance music and novelties. As a direct result of the broadcast, Waring and his Pennsylvanians were booked for a theater engagement in downtown Detroit and from that moment entered show business as a career.

May 28, 1922:

First orchestra organized expressly for broadcasting. The sixteen-piece Detroit News Orchestra presented its first program on this date over WWJ.

March 20, 1924:

Wendell Hall, "the redheaded music maker," sang his own composition, "It Ain't Gonna Rain No More," over WWJ. The song soon became a national hit.

October 25, 1924:

First play-by-play, direct-from-the-scene football broadcast. Also the first University of Michigan football game to be broadcast. Game was described by E. L. "Ty" Tyson and was between the University of Michigan and the University of Wisconsin, played at Ferry Field, Ann Arbor.

February 8, 1925:

WWJ joined eleven other radio stations across the United States in presenting the first of a series of "national" programs.

November 15, 1926:

WWJ became a charter affiliate of the National Broadcasting Company, the first radio network, carrying the inaugural program which ran four and a half hours. The program included Walter Damrosch and the New York

WWJ "FIRSTS"

November 15, 1926: (cont'd)

Philharmonic Orchestra; Mary Garden (picked up from Chicago); Will Rogers (picked up from Independence, Kansas); Edwin Franko Goldman and his band and the dance bands of George Olsen, Vincent Lopez, B. A. Rolfe, and Ben Bernie; comics Weber and Fields.

January 1, 1927:

WWJ participated in first coast-to-coast broadcast as NBC presented the Rose Bowl football game from Pasadena, California. (Alabama tied Stanford, 7-7.)

April 14, 1928:

WWJ originated first broadcast to be relayed from an airplane.

February 1, 1929:

WWJ carried first shortwave rebroadcast from England via NBC. This was the first transoceanic broadcast.

September 20, 1936:

First full length stage play on radio as WWJ presented, "The Servant in the House," featuring guest stars Walter Hampden and Ethel Barrymore. Production was presented from auditorium studio of WWJ, Wynn Wright directed.

WWJ NEWSRADIO 950: A Radio Leader for 75 Years

WWJ is acknowledged as the first commercial radio station in the United States. Known first as 8MK, then WBL, then WWJ, the station's rich history is a source of pride Detroit and Southeastern Michigan.

WWJ's Radio History

WWJ first went on the air August 20, 1920. On that historic day, listeners tuned to their homemade sets and heard the following: "This is 8MK calling." That voice was followed by a program of recorded music emanating from the second floor of The Detroit News newspaper building at 622 West Lafayette in downtown Detroit. The News was the owner of the radio station for many decades.

Over the years, WWJ has achieved a number of national radio firsts. Among them:

- > First station to broadcast a news program - August 31, 1920**
- > First station to broadcast election returns - August 31, 1920**
- > First radio sportscast - September 1, 1920**
- > Fanny Brice makes her radio debut - December 21, 1921**
- > First complete symphony broadcast on radio - February 10, 1922**
- > Will Rogers makes his radio debut - March 15, 1922**
- > First regularly-scheduled religious broadcast - April 16, 1922**
- > First play-by-play sports broadcast from the scene - October 25, 1924; Ty Tyson describes University of Michigan-University of Wisconsin football game**
- > First play-by-play broadcast of a Detroit Tigers game - April 19, 1927**

WWJ is recognized as a leader in All News programming in the Detroit radio market. It is the only All News radio station in Michigan and a great place to build your business.

In response, *YesNo* accepts only one of four characters from the keyboard: *Y*, *y*, *N*, or *n*. (The computer sounds a beep if the user types anything else.)

After the user presses one of these keys, *YesNo* returns a value of true or false to indicate the response: true for an input of *Y* or *y*; false for an input of *N* or *n*. This returned value allows a program to use a call to the *YesNo* function in place of a conditional expression. For example:

```
WHILE FN YesNo("Do you wish to continue?")
```

In this example, the WHILE...WEND loop ends when the user presses the *N* or *n* key.

The three routines, *Sort*, *Search*, and *YesNo*, are all used in the *SortTest* demonstration program shown in Figure 3-11. To prepare a test for these routines, *SortTest* sets up two arrays of 100 elements each: *text\$* is an array of random string values, and *number%* is a corresponding array of integer values, in the range of 1 to 100. Each string value in *text\$* is made up of five randomly chosen uppercase letters. A sample run of *SortTest* is shown in Figure 3-12 (on page 75).

```
' SORTTEST.BAS
' The SortTest program is designed to test the Sort and Search routines.
' The program also uses two user-defined functions: YesNo and Upper$.

'-----| Global Variable Declarations |-----
'
' ---- Define global arrays and initialize total% variable.
OPTION BASE 1
COMMON SHARED total%, number%(1), text$(1), true%, false%
total% = 100
DIM number%(total%), text$(total%)

' ---- Initialize Boolean variables true% and false%.
true% = -1
false% = 0

'-----| Function Area |-----
'
' ---- Read in and compile BASIC user-defined functions.
REM $INCLUDE : 'UPPER.BAS'
REM $INCLUDE : 'YESNO.BAS'

'-----| Main Program Area |-----
'
' ---- Call primary subprograms.
CALL Setup
CALL TimeSort
CALL UserSearch
END
```

Figure 3-11. The SortTest program.

(more...)

THE EVENING NEWS ASSOCIATION

A Vital Part of Detroit's Past, Present, and Future

ENA is delighted that the building which housed its television and radio stations for so many years will continue to serve Detroit as the new home for the Greater Detroit Chamber of Commerce.

For 81 years the Chamber of Commerce has been serving the area.

We salute the Chamber and its Members for their achievements and commitment. We wish them continued success in their new quarters.

By serving the growing needs of the people of Detroit and Michigan for 11 years, through

News — Michigan's Largest Newspaper

WJOL Radio — City of Detroit

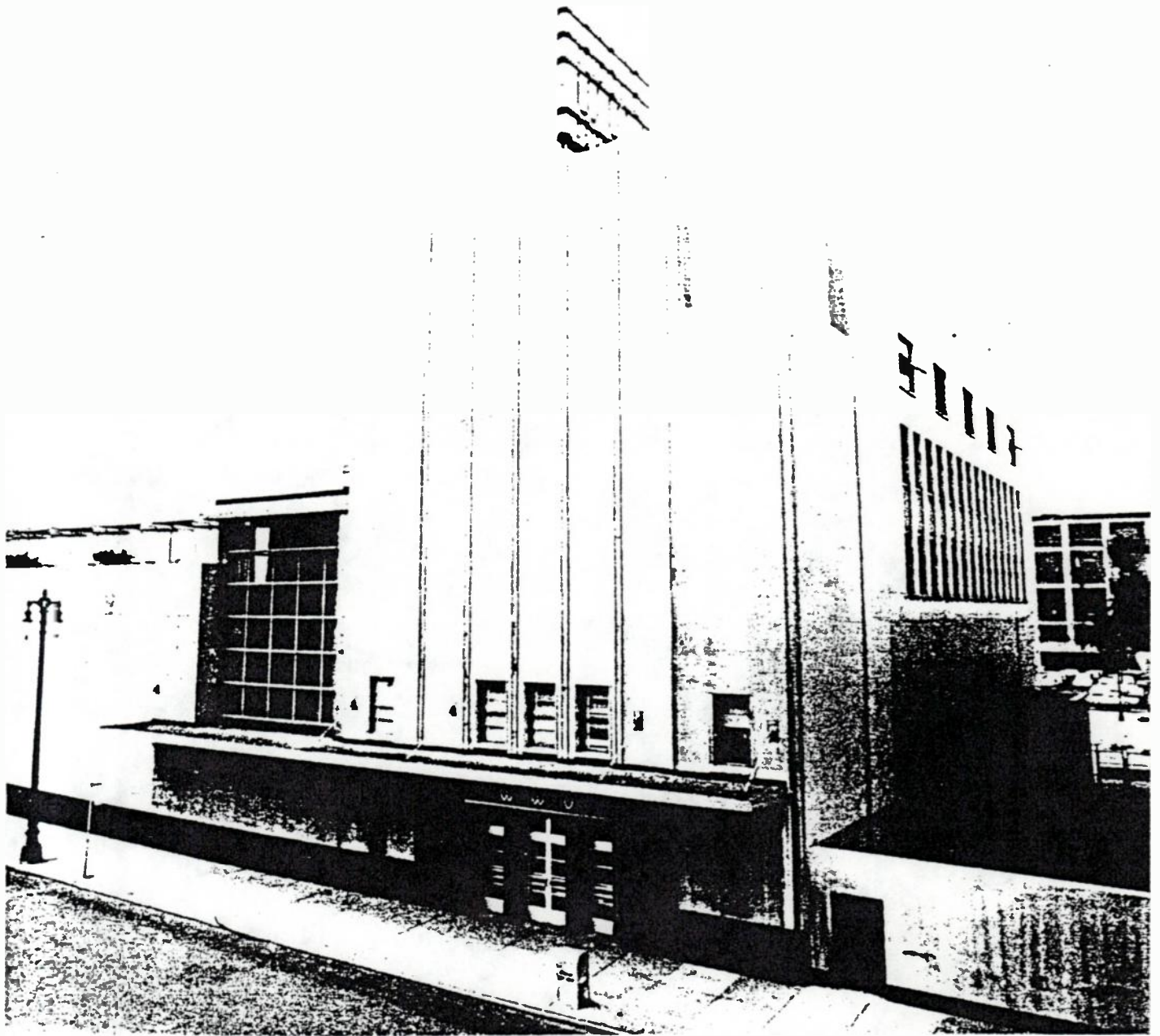


THE EVENING NEWS ASSOCIATION



Michigan: The Detroit News, WWJ and WJOL
 Washington, D.C.: WDVM-TV
 New Jersey: Times Graphics, Inc.
 California: The Desert Sun Publishing Co.
 Oklahoma: KTVY
 Arizona: KOLD-TV
 Alabama: WALA-TV
 Texas: KVUE-TV

NEW CHAMBERS



By Donna M. Raphael

Will Rogers and Fanny Brice made their debuts in the building which will become the new headquarters for the Greater Detroit Chamber of Commerce. While keeping the 1930's ambience, modern equipment and facilities will improve the Chamber's delivery of services to the business community.

FOR THE CHAMBER

The building that once housed the world's first radio station is being reborn as headquarters for the Greater Detroit Chamber of Commerce.

Next summer, the Chamber will move operations into the former WWJ Radio-TV 4 building, 622 West Lafayette, in downtown Detroit, across the street from The Detroit News. The 87,000-square-foot structure is a gift from The Evening News Association, parent company of WWJ Radio and The Detroit News.

Chamber leaders say the new headquarters is a landmark building that will enhance the Chamber's image while expanding and improving delivery of services to the business community in southeast Michigan.

"The building has a distinct character that will give the Chamber an obvious presence in the community, as well as sufficient space," says Chamber President Frank E. Smith.

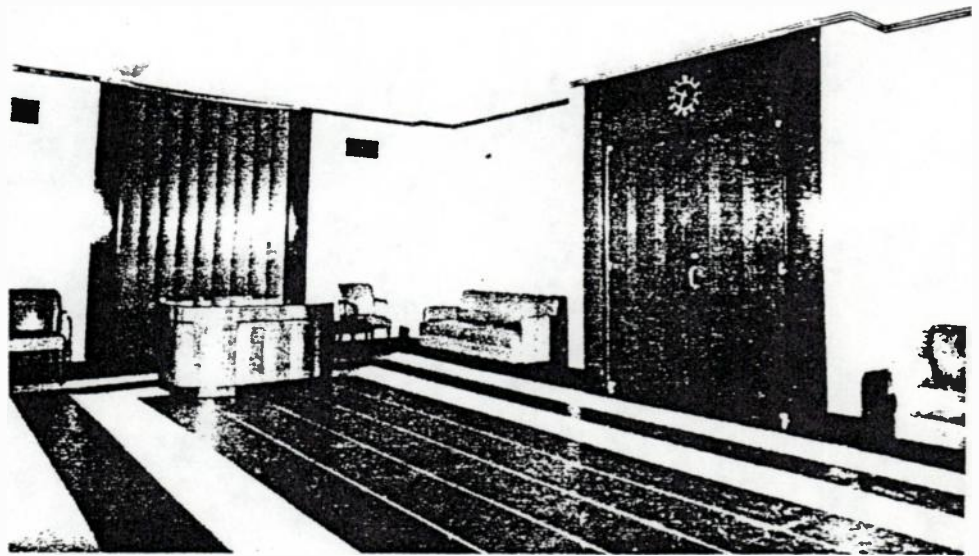
Forrest Strand, Chamber executive vice president, adds, "It is a magnificent building; we are very excited."

A large auditorium, board meeting room, research library and an art deco-styled lobby are some of the features of the Chamber's new home. Other benefits to members include a large, well-lighted parking lot, proximity to expressways and videoconferencing capabilities.

The building was appraised in February 1983 at \$2.1 million. It includes two structures—a five-story radio broadcast building designed by noted architect Albert Kahn in 1936 and a two-story television broadcast building designed by Giffels and Valler, Associates in 1951. Both buildings share a basement level.

Now vacant, the building is undergoing renovation to accommodate the Chamber and a major tenant while updating its electrical and mechanical systems for energy conservation and office efficiency.

To fund the project, the Chamber has launched a Foundation for Progress Campaign, headed by Charles T. Fisher III, chairman and president of National Bank of Detroit. The campaign seeks pledges and gifts from the business and



The lobby of the former WWJ-Radio-TV4 building in 1936 will keep some of its art-deco features in 1985.

professional community, payable over five years, to cover renovation and moving expenses.

The move culminates a series of actions by the Chamber board of directors that began in July 1983. With the Chamber's lease at the Detroit Commerce Building, 150 Michigan Avenue, set to expire in July 1985, its board established a Headquarters Committee, chaired by Robert C. Nelson, president and publisher of The Detroit News, to analyze the Chamber's space needs and determine its ideal location.

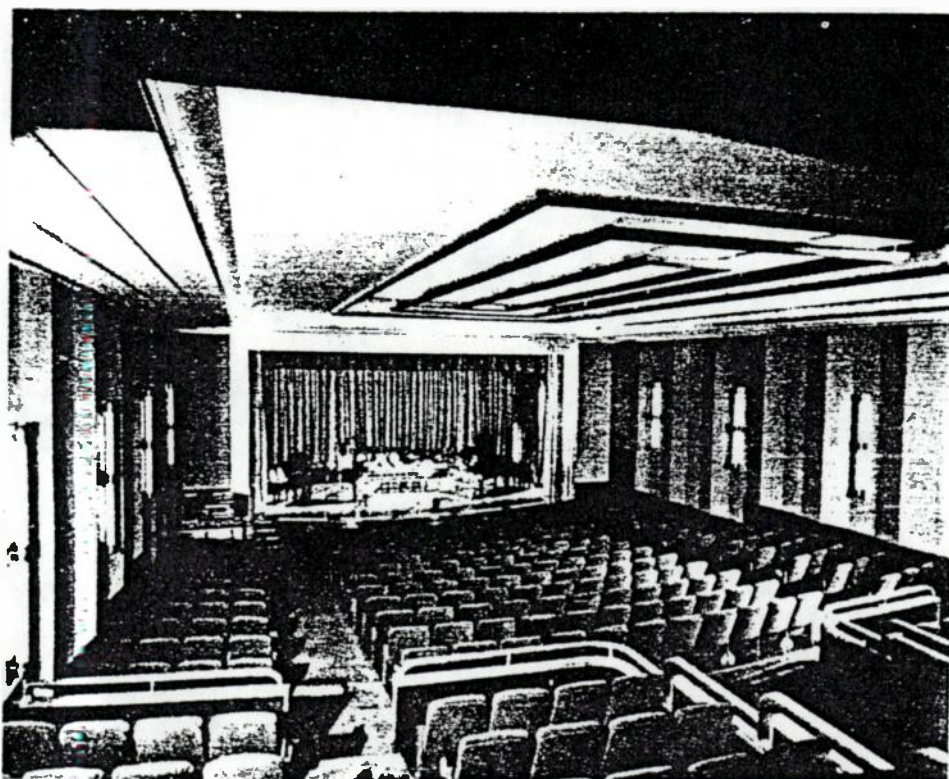
Working with Chamber staff, the committee set specific criteria that a Chamber headquarters should meet:

- Easy access to major highways,
- Ample off-street parking,
- Downtown location,
- Facilities for audio-video presentations and videoconferencing,
- Lobby space for reception of guests,
- A research library,
- Rooms for conferences and meetings.



Charles T. Fisher III heads the Foundation for Progress Campaign to raise \$2.96 million to finance renovations of the building.

Features of the new headquarters will include an auditorium, board of directors meeting room, research library, videoconferencing capabilities, lighted parking lot and proximity to expressways.



Live radio shows were presented in this auditorium, now to become the site of news and videoconferences sponsored by the Greater Detroit Chamber of Commerce.

The committee hired the interior design firm Ford & Earl Associates, Inc., of Warren, to conduct a detailed space-planning study. "We interviewed the entire staff about their present space requirements and projections for the future," says Thomas C. Ernst, president of Ford & Earl. "The report we compiled has become a road map for the Chamber to use in planning."

When the report was finished, the committee entertained a host of alternatives, including leasing another location. "However, committee members decided that the most desirable situation for the Chamber was to have its own facility," Smith says.

The headquarters committee next considered constructing a new building on a vacant lot on Third Avenue between Michigan and Bagley. The architectural firm, Smith Hinchman and Grylls Associates, Inc., reported that a new

35,000-square foot, two-story facility could be built for \$5 million on that land which would be donated by the city of Detroit.

Because of the Chamber's nonprofit status, any building program had to be debt-free to be feasible. So the Chamber board surveyed a cross-section of its members to determine the prospects of raising funds for a new building.

"The results of the inquiry convinced the board that it should not attempt a capital campaign of that magnitude at that time for construction of a headquarters," Smith explains. "However, the prevailing attitude was that if the Chamber could find a location downtown which would meet its objectives and make a contribution to downtown Detroit, then a more modest capital campaign to rehabilitate such a building would be favorably received by members."

The headquarters committee looked at a number of facilities that were available, including the former WWJ Radio-TV 4 building.

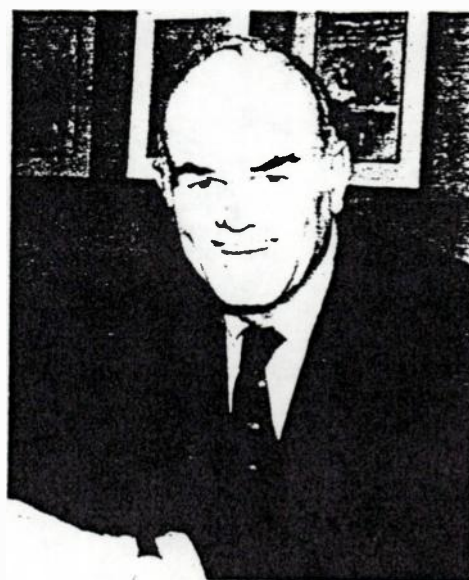
In the spring of 1984, Smith approached Peter A. Kizer, executive vice president of the broadcast division of The Evening News Association, to suggest donating the building to the Chamber. "I pointed out that he had a building that would suit the Chamber's needs, and we had a pocketbook that wasn't very deep. We would be good neighbors. And if there was some reason they might see to donate the building, we had a foundation that could receive it as a gift," Smith says.

The Evening News Association agreed. "The building was no longer being used, and we wanted to make certain it was put to the best possible use," says Peter B. Clark, president of The Evening News Association. "The Chamber seemed like the ideal recipient. From our point of view it made good sense."

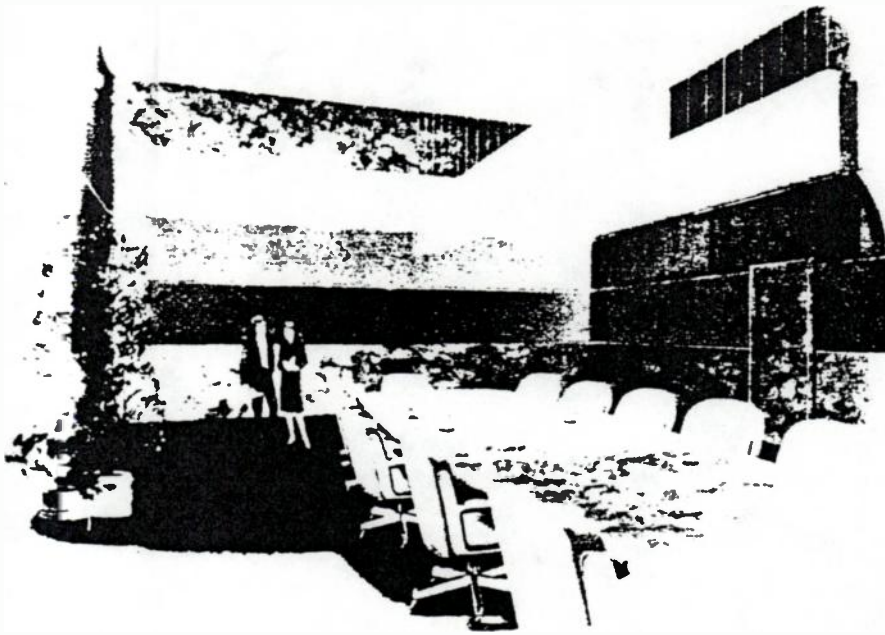
Before accepting, the headquarters committee evaluated the building to determine the probable cost of renovation to meet the Chamber's needs. They found that the cost of relocating the Chamber into the renovated building would be approximately \$3 million.

In August 1984, Smith and former Chamber Chairman Frank D. Stella accepted the gift of the building on behalf of the Greater Detroit Chamber of Commerce Foundation.

"How did I feel when they offered the building? Jubilant, and also nervous," Smith admits.



Richard C. Van Dusen chairs a committee which supervises the renovation and space planning of the Chamber's new headquarters.



A design concept under consideration would put the Chamber's board room into a two-story studio which once presented live orchestra concerts.

"We have a building that meets our stated criteria in every way. It also offers challenges. It is significantly larger than we require. Owning our own building will present an extra burden to the staff, and we will have the additional task of managing tenants. However, in the long run, the benefits are so positive that they easily outweigh the challenges."

As the Chamber becomes a homeowner, it is becoming a landlord as well. It plans to use 30,000-square feet for its offices and lease 40,000-square feet to tenants.

When the board of directors accepted WWJ's building, a new headquarters committee was formed to supervise the renovation and space planning, find and put in place the tenants and oversee fundraising. Chamber director Richard C. Van Dusen, executive partner of Dickinson, Wright, Moon, Van Dusen & Freeman, serves as chairman.

Built as a home for broadcast communications, the new Chamber headquarters facility has an auditorium that will allow the Chamber to expand its videoconferencing activity, says Smith, adding that the Chamber is part of the BizNet network, a satellite broadcasting network sponsored by the U.S. Chamber of Commerce.

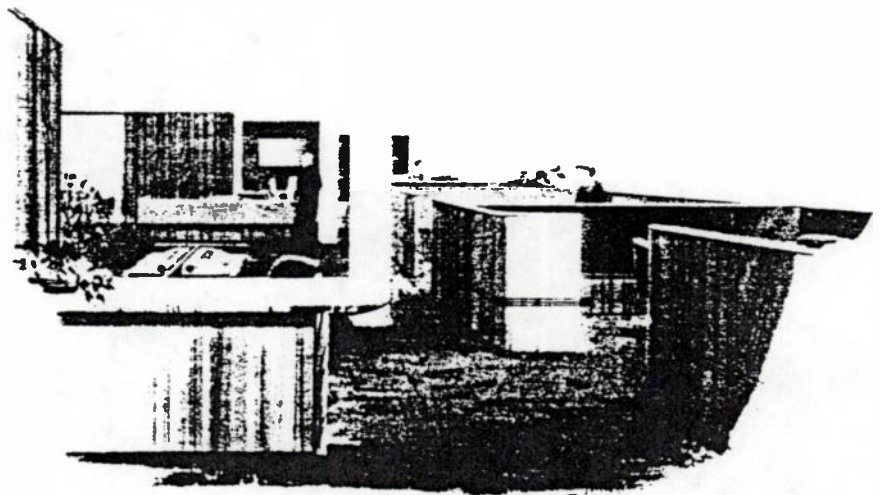
On the third floor, a two-story studio, which at one time held live symphony orchestra broadcasts, will be converted into a board room with a seating capacity of 50 to 60 people. The lobby is art deco in style, with polished brass handrails, terrazzo flooring and recessed lighting.

"In many respects, the headquarters will be more interesting than if the Chamber did build a new office structure," says Ernst, whose firm is handling the interior design as well as the space planning. "No one as economy-minded as the Chamber would build a large auditorium today. These features are like gifts."

"Our goal is to give the staff modern office spaces with all the amenities of efficient new offices, while keeping the historical detail of the building, especially in the lobby, auditorium and board room areas. Offices will be a combination of private and open styling," Ernst says.

Another facet of the renovation is updating and modernizing mechanical, electrical systems to make the building as efficient and comfortable as possible. "The building will operate as a 1985 building but with the look and feel of a 1930s building," says Carl Roehling, vice president and director of design for Giffels/Hoyem Basso, of Troy, the architectural and engineering firm handling the project.

Our goal is to give the staff modern office spaces with all the amenities of efficient new offices, while keeping the historic detail of the building, especially in the lobby, auditorium and board room areas.



Chamber staff will enjoy new modern offices with open spaces.

The Chamber will help anchor this region of downtown and will bring in more business people. It is an excellent move.

By using energy conservation approaches such as heat pumps, Roehling estimates the Chamber will be able to save up to half the current costs of heating the building.

"It is a building we could never afford to build," says Smith. "And it will give the Chamber a high profile; something we badly need to help project a modern, competitive image and to increase our stature in the community as representatives of business. In our present location there are many city government offices, and we are often mistakenly perceived as a government unit," he states.

Through the convenience of off-street parking, ample meeting rooms and up-to-date communications tools, the new home should enhance the Chamber's committee work, Strand says. "And some members have expressed an interest in using it as neutral ground for presenta-

tions or press conferences."

The Chamber estimates a \$1.3 million savings over 10 years by occupying the headquarters as opposed to leasing comparable space. The Chamber Foundation will realize some lease income over operating costs during that same period. This will help offset the Chamber's operating expenses. Fisher points out that "as an Albert Kahn-designed building, it can be expected to appreciate in value indefinitely."

The structure was built in 1936 to house WWJ, the world's pioneer radio station. WWJ began operating on August 20, 1920 out of a make-shift studio in The Detroit News building. The station has broadcasted continuously since then, claiming a number of radio firsts: the first radio newscast with election returns, first live radio orchestra broadcasts, first radio dance party and first college football game broadcast.

Celebrities such as Will Rogers and Fanny Brice made their radio debuts on WWJ, out of their Detroit News location.

In the same building, the state's first television station, WWJ-TV began service in 1947, operated by The Detroit News. Five years later, the \$2 million, two-level television structure, annexed to the radio building, was opened. WWJ-TV was later traded with a Washington, D. C. station and Channel 4 became WDIV. In December 1982, WDIV moved into its new studios built next door on Lafayette. Six months later, WWJ Radio moved to its present Southfield location, leaving the buildings vacant.

With WDIV. The Detroit News, Detroit Free Press and Michigan Bell Telephone nearby, Smith calls this area of downtown Detroit a blossoming center for the communications industry. "We're happy to be a part of it," he says.

Clark says of his new neighbors, "The Chamber will help anchor this region of downtown and will bring in more business people. It is an excellent move."



Donna Raphael is a Detroit-area freelance writer.

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WWJ FIRSTS

- * August 31, 1920: The world's first radio newscast
- * September 1, 1920: The first radio sportscast
- * December 21, 1921: Fannie Brice made her radio debut over WWJ's airwaves
- * February 10, 1922: The first complete symphony orchestra concert on radio, featuring the Detroit Symphony with Ossip Gabrilowitch conducting.
- * March 13, 1922: Movie director D. W. Griffith and star sisters Dorothy and Lillian Gish were interviewed on WWJ in their first radio appearance
- * March 15, 1922: Will Rogers made his radio debut over WWJ's airwaves
- * April 16, 1922: First regularly scheduled religious broadcast inaugurated by WWJ with Easter Sunday service from St. Paul's Episcopal Cathedral in Detroit
- * May 2, 1922: Fred Waring and his Pennsylvanians made their radio debut on WWJ
- * May 28, 1922: The 16 piece Detroit News Orchestra, the first orchestra organized especially for broadcasting presented its first program on WWJ
- * October 25, 1924: First University of Michigan play-by-play direct from Ferry Field in Ann Arbor, described by E.L. "Ty" Tyson. The University of Michigan played the University of Wisconsin

Currently, WWJ Newsradio 95, Detroit's all-news radio station has bureaus in Detroit City Hall, Lansing and Washington D.C. We are more than proud to be the broadcast home of the NBA Champion Detroit Pistons, the Detroit Lions, and the home of the University of Michigan football and basketball.

To: E. Lee Leicinger

From: James F. Clark

Date: August 6, 1980

Subject:

THE EVENING NEWS ASSOCIATION

Here are a few notes about the first official broadcast of WWJ, August 20, 1920.

The official picture of the first WWJ broadcast (cover pix of August issue of Newsline) includes Howard Trumbo (left), Elton Plant (center), and Keith Benand (right).

While your interview will be with Elton Plant, you may require some information about the other men involved.

Howard Trumbo was not an employee of The Detroit News. He worked for the Edison Shop (formerly on Woodward Avenue) which supplied the Edison phonograph for the recorded music. He's the guy who figured out a way to transmit recorded music over the DeForest O T-10 transmitter. In later years, Trumbo became the plant engineer for Faygo Beverages, Inc., of Detroit. There is no record of whether he's still living.

Keith Benand left the station some time later and wandered to California. From there he went to South America and was never heard from again.

Two other individuals who were instrumental in getting the station on the air were Frank Edwards and Michael D. Lyons. Edwards was hired as an "engineer" to get the transmitter in working order. Lyons installed the antenna.

Edwards later went into the plumbing business in Detroit. Lyons abandoned radio and became a priest. According to the records, he went to India as a Jesuit missionary.

And now some background about Elton Plant.

According to a tape-recorded interview with Plant (Oral Research Office, Columbia University, May, 1951) he was an office boy at The Detroit News' "Radiophone Department."

(Excerpts) "About two years after I joined The News, the managing editor (Malcolm W. Bingay) called me into his office and said he had heard me singing around the conference room. The editor said they had to have someone to work with Francis Edwards, who was, as the managing editor put it, 'the mechanic fellow on that radiophone gadget of Willy Scripps.' (W. E. Scripps, vice president of The Evening News Association.)

"That was what I found myself doing. At the time I objected to the job. I still wanted to be a writer and asked if this was going to interfere. I was told, 'For goodness sakes, no. This is after hours.' At that particular time I was a senior office boy and endeavoring to do a little sports writing--I was seventeen.

"Edwards and I worked on the radio in the old filing room where they kept the bound files of the newspaper. For weeks we didn't know if we were getting out on the air. There wasn't anybody specially appointed to report back and we didn't get fan mail. This was the experimental stage of radio prior to August 20, 1920, before the newspaper regularly scheduled programs got under way."

To: E. Lee Leicinger
From: James F. Clark
Date: August 6, 1980
Subject:

**THE EVENING NEWS
ASSOCIATION**

Page 2

In the photograph, Plant is holding the horn-type device against the mouthpiece of the DeForest transmitter.

Plant returned to his home in Canada and took a job as a newspaper reporter on the Border Cities Star (now the Windsor Star). Interestingly enough, he also participated in the first broadcast made by CKLW, Windsor, in 1932.

He later opened Elton Plant Advertising, Ltd.

The first broadcast was made on the DeForest O T-10 Radiophone. It had an output of 20 watts and operated on 200 meters.

If the question of KDKA comes up during the interview, the following dates are a matter of record.

WWJ, then licensed as 8MK, went on the air 8:15 PM, August 20, 1920, and broadcast regularly scheduled programs every night. The program schedule was published on page one of The Detroit News.

KDKA started broadcasting on November 2, 1920, with semiweekly programs.

Because WWJ was dedicated exclusively to public service, the station did not seek a commercial license immediately. KDKA received its commercial license on October 27, 1920. WWJ received its commercial license October 13, 1921.

WWJ was originally licensed as 8MK by the Bureau of Navigation, Department of Commerce (there wasn't any FCC in those days). When it received its commercial license in 1921, it was designated as WBL. Those call letters caused trouble for the "hams" of those days, so the Bureau of Navigation gave it new call letters of WWJ in 1922. The WWJ was formerly held by a decommissioned ship in the Atlantic service.

The fact that WWJ was the first station to broadcast regularly scheduled daily programs, it has been recognized as the "First" station.

Incidentally, you may ask Elton Plant if he was present for the first radio newscast, August 31, 1920. At that time, WWJ broadcast primary election returns along with regular news material and weather reports. Because of the nature of the program material, the station is recognized as broadcasting the first radio newscast, as such.

It's a matter of record, KDKA didn't broadcast a newscast until November, 1920, when it gave election returns.

If you need any more background material, give me a call. Most of the stuff you'll need for the interview is contained in LaFontaine's piece in Newsline.


Jim Clark

December 13, 1995

PIONEER PROFILES

WWJ BRINGS THE NEWS TO THE WORLD

by Barry Mishkind

TUCSON, Arizona - In 1920, choices were limited for the few radio enthusiasts who owned receiving sets. Most transmissions were from commercial stations involved in sending and receiving private messages. Amateur stations for the most part operated sporadically and usually with low power.

That low power level, coupled with the typical crystal detector sets of the time, generally limited reception to stations within about 25 miles. Thus, when the 200 meter (1500 kHz) spot of the dial crackled to life in August 1920, it was indeed something "special" for residents of Detroit.

The new sounds came from the Detroit News, which had opened 8MK with a series of concerts, leading up to what may have been radio's first newscast on August 31, 1920. Licensed the next year as WBL, then changing in 1922 to WWJ, 8MK was clearly one of the pioneer stations in the US, if not the world.

It was on August 20th, at 8:15PM, when Frank Edwards first leaned into the transmitter mouthpiece and announced, "This is 8MK calling." After a musical program was transmitted, Edwards called out "How do you get it?" Interestingly, unlike today some of the listeners in 1920 had their own transmitters, calling back "It's coming in fine" and "We're getting everything loudly and distinctly." Talk about listener feedback!

Founders

Of course, this did not come about by accident. It all started in 1902 when William Scripps, son of Detroit News founder James Scripps, became interested in the experiments of local wireless enthusiast, Thomas Clark. Convincing his father to offer Clark financial assistance, William continued his interest in radio, eventually acquiring a 20 watt DeForest OT-10 transmitter and license from the Department of Commerce.

The Detroit News decided to put the necessary resources behind the fledgling station, so that it would be more than a curiosity. News and weather copy came directly from the editorial department at The News. Top level talent was hired. The paper began printing the station schedule on the front page each day.

With such a commitment, it is no wonder that WWJ became synonymous with innovation, being the first, or among the first in many categories of broadcasting. The list is long; in its first two years, WWJ introduced sportscasts, live symphony, the first radio orchestra, religious broadcasts, the World Series, a wedding and more. There was even a special broadcast of music for a local dance party on September 4, 1920.

Some of the most famous names in the country began their radio careers on WWJ. Fanny Brice, Will Rogers and Fred Waring and the Pennsylvanians.

Over the years, WWJ has continued to pioneer with play-by-play sports, broadcasts from an airplane (1928), university courses, a part in the first coast to coast network broadcasts, and, of course, entry into FM and TV broadcasting.

However, from its inception to today, WWJ has been known for its news product. From the pioneering news and election returns in August 1920 to today, WWJ has put a lot of resources into its coverage. Already by 1922, the station had provided a link with other cities, isolated when a sleet storm

cut the phone wire. Local papers were able to print, by receiving the reports over the air. WWJ also helped find a missing 13 year old en route to St. Louis, locating the young boy in Ohio.

Response to finding the boy led WWJ to offer its facilities to the local police. Receiving sets were placed in precinct stations, and later in other cities within the WWJ coverage. This in turn led to the first police radio station, KOP, and early efforts to communicate with a moving car.

Radio Autobiography

Last fall I was delighted to acquire a copy of a book printed in 1922. "WWJ - The Detroit News" is a fascinating look at how the station itself viewed the infant industry. Starting with the station's first two years of activity, including pictures and descriptions of the radio facility, its staff and the newspaper plant, the book included WWJ's schedule, as well as a list of other stations on the air in early 1922.

The chapter "Behind the Scenes" is especially interesting to modern broadcasters. Discussing studio construction, the book explains the studios were made "echo proof" by special "walls and ceilings, padded with felt two inches thick." Friar's cloth was hung over the walls and doors, to "deadend all sounds save those to be transmitted." And, the "newer type" of microphone was described as "much like a bronze mantel clock, except that it has no dial."

The resulting vibrations were said to be "impressed on the transmitter, which then projects them through the ether ... on errands of intelligence and entertainment." Apparently they had no "liner cards" in those days!

Some of the "new" concepts that had to be taught to performers seem almost comical. Many were "spooked" by the lack of applause or laughter when they finished their part. Others had to be learn there was no need for formal dress to talk or sing on the air. Also described was an "ennunciator" which the engineer could illuminate to tell the performer "Farther from the phone" "Louder" "Softer" and "Stop."

Also most interesting were the chapters explaining in 1922 terms how radio worked, including instructions on how to build "Elementary" "Intermediate" and "Advanced" receivers. Diagrams and parts lists were included. An "elementary" radio might cost \$8, an "advanced" \$100.

For safety, a pictorial section on antennae gave advice on installing a lightning arrestor. There was even a question and answer section to help anyone wanting advice on how best to receive WWJ.

That such a book was published in 1922 by the station itself really shows the commitment to broadcasting on the part of the Scripps' and the Detroit News. It is a wonderful look at the beginnings of our industry. And viewed from a modern vantage point, the 75 year history of WWJ truly befits such a pioneer.

[A plea: If you or your station has a written history, or any information on the roots of broadcasting, please share them with me. I would appreciate anything that would illuminate the pioneer stations and the men who built them, as well as suggestions on interesting subjects for future columns. Books, newspaper clippings, old licenses, ratecards, EKKO stamps, radio guides, even photocopies are of benefit. Send them to Barry Mishkind, 2033 S. Augusta Place, Tucson, AZ 85710. The information will be added to the OLDRADIO infobase, and eventually donated to an archive open to all.]

Barry Mishkind, aka RW's "Eclectic Engineer," can be reached at 520-296-3797, or "barry@broadcast.net" via the Internet. You can find his

Historical File, WWJ Stations

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

Year

1954

November 20, 1954:

WWJ-TV's "tallest tower, maximum power" television transmitter is installed on Greenfield Road.

(*) indicates broadcasting "firsts"

1920

(*) August 20, 1920:

"The World's first Radio Station" inaugurates service with regularly scheduled daily programs.

Owned and operated by The Detroit News, the station began broadcasting under experimental license with the call letters 8MK, later changing to WBL, finally to WWJ.

The original equipment used was a DeForest "Radiophone" type OT-10, installed in an improvised "radio phone room" in the Detroit News Building.

The first programs were described as "wireless service" or "radiophone concerts" and were broadcast daily at 11:30am and 7:00pm.

Dr. Lee DeForest, inventor of the vacuum tube and "father of broadcasting", stated on occasion of WWJ's sixteenth anniversary: "The Detroit News opened the original commercial radio broadcasting station, WWJ on August 20, 1920."

(A friendly feud exists as to which came first: KDKA, Pittsburgh or WWJ, Detroit. KDKA's claim is based on its first broadcast November 2, 1920 under commercial license whereas WWJ began regularly scheduled daily programs on August 20, 1920 under experimental license -- changing to commercial license August 31, 1921.)

(*) August 31, 1920

The first radio newscast: local, state, and congressional election returns plus general news bulletins.

On the following day, The Detroit News reported on page one: "The sending of the election returns by The Detroit News radiophone Tuesday night was fraught with romance and must go down in the history of man's conquest of the elements as a gigantic step in his progress. In the four hours that the apparatus, set up in an out-of-the-way corner of The News' building, was hissing and whirling its message into space, few realized that dream and a prediction had come true. The news of the world was being given forth through this invisible trumpet to the waiting crowds in the unseen market place.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1920

(*) September 1, 1920:

The first radio sportscast: baseball news is broadcast.

(*) September 4, 1920:

The first dancing party to be supplied exclusively with music by radio. The party was at the home of Mrs. Charles F. Hammond, 180 Parker Place, Detroit. Among the guests were:

Mrs. John T. Woodhouse, Jr. (Annette Macauley)
Mrs. Arthur M. Kugeman (Julia Buhl)
Mrs. Gilbert S. Currie (Dorothy Austin)
Mrs. Harry W. Frost, Jr. (Helen Chalmers)
Mrs. Thomas Cram Whitehead (Elizabeth Austin)
Louis Kean, Jr.
Morris Frame Kennedy
Philip Kling
Hugh Chalmers, Jr.
Edward Cunningham
Robert Duff
Charles F. Hammond, Jr.
M. Crosby Bartlett

September 6, 1920:

Result of the Dempsey-Miske fight broadcast within thirty seconds of the time when the bulletin was received by wire.

September 11, 1920:

Results of the Gold Cup Races broadcast immediately after receiving news by wireless code from the judges' platform.

September 22, 1920:

The first "vocal concert" broadcast by The Detroit News station. Miss Mabel Norton Ayers sang several solos, also several duets with the phonograph.

Historical File, WWJ Stations	Year
Revised 12/17/56, MCW	
(*) indicates broadcasting "firsts"	1920

October 5, 1920:

Scores of World Series games in Brooklyn (Brooklyn vs. Cleveland) broadcast on this and succeeding dates.

November 2, 1920:

National election returns (Harding vs. Cox) broadcast over a period of four hours.

December 31, 1920:

Louis Colombo, Detroit attorney and baritone, sings "a New Years' melody of cheer" over The Detroit News radiophone at midnight.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1921

January 13, 1921:

The Detroit News station provides music for a banquet at Masonic Temple. The concert was received at the banquet hall by means of a three-wire aerial strung along the ceiling.

February 3, 1921:

Highland Park School receives music provided by the radio concert.

December (?), 1921:

Church chimes from St. Paul's cathedral are broadcast by The Detroit News station.

December 13, 1921:

Ernest Ball, noted composer and song recitalist, sings his own songs in the first program of this type. The Detroit News reported that the lack of applause or any kind of response from the radio was baffling to Mr. Ball, and that he "stuck out his tongue at the instrument, which seemed to relieve his feelings a lot, for he swung immediately into another selection."

(*) December 15, 1921:

Frank Tinney, comedian and monologist, makes radio debut over The Detroit News station.

December 17, 1921:

The Hegedus Sisters, violinists, give a radio recital over The Detroit News station as their first performance in the United States.

(*) December 19, 1921:

Van and Schenk, famous comedy singing team, make their radio debut over The Detroit News station.

(*) December 21, 1921:

Fannie Brice makes her radio debut over The Detroit News radio station, singing with the Old Newsboy's Band.

Historical File, WJL Stations	Year
Revised 12/17/56, MCW	
(*) indicates broadcasting "firsts"	1921

December 24, 1921:

Police Lieutenant Potts, broadcasting over The Detroit News station, says he "sees possibilities of radio and is convinced that police wireless would expedite and aid in the capture of fugitives from justice."

December 24, 1921:

The Detroit News station presents a Peace Program featuring carollers, members of the clergy, civic authorities, entertainer Eddie Dowling, and Governor Groesbeck. The governor was so impressed that he promised to place sets in the Boys Industrial School, School for the Blind, and Girls Industrial School.

December 27, 1921:

"Child Programs" are begun with Mabel Clare Miles as reader.

December 31, 1921:

"Invocation and full program" broadcast on occasion of New Years' eve. Midnight chimes were broadcast from nearby Fort Street church. Gizi Santo, nationally known pianist, launched her American career on this broadcast.

Historical File, WWJ Stations

Year

Revised 12/17/56 MCW

1922

(*) indicates broadcasting "firsts"

(*) January 7, 1922

Judge Ben Lindsay, noted juvenile authority, gives his first talk over the air to boys.

January 18, 1922:

Dr. William Stidger, Detroit minister, praises the wireless in a radio talk, says that the isolation of the country church is broken.

(*) February 6, 1922:

Walter Hampden, well known actor, makes his radio debut over The Detroit News station.

(*) February 10, 1922

The Detroit Symphony Orchestra, Ossip Gabrilowitsch conducting, gives the first complete symphony concert by radio. Thereafter, all remaining concerts during the season were broadcast. The series also marked the first commercially sponsored programs over the Detroit News station as sponsored by The Detroit Bank.

Expressions of appreciation came from listeners ranging over half of the North American continent, and contributions for the support of the orchestra came from people in scores of states, and even from Cuba.

(*) February 24, 1922

E. H. Sothern and Julia Marlowe make their radio debuts over the Detroit News station.

(*) March 1, 1922

A series of forty Lenten sermons, on each day, begins over The Detroit News station. Participating clergymen included the Rt Rev. Michael J. Gallagher, Roman Catholic Bishop, Diocese of Detroit; the Rt. Rev. Charles D. Williams, Episcopal Bishop; and Bishop Theodore S. Henderson.

March 7, 1922:

Fred L. Woodworth, U. S. Collector of Internal Revenue, gives radio talk on income taxes. Response from listeners was so genuine that Mr. Woodworth voiced a conviction that "radio will someday be an official medium."

Historical File, WWJ Stations
Revised 12/17/56, MCW
(*) indicates broadcasting "firsts"

Year
1922

March 13, 1922:

Dorothy and Lillian Gish together with D. W. Griffith are interviewed on The Detroit News station as part of their Detroit personal appearance in connection with their motion picture, "Orphans In The Storm."

(*) March 15, 1922:

The first "missing person" broadcast: WWJ broadcast an appeal to find a boy, William Dora, who had been missing from his home for ten days. As a result of the broadcast he was promptly found in Ohio. This incident suggested the wider use of radio to assist the Police, and WWJ offered its facilities for this purpose. Detroit's mayor James Cousins accepted in a letter which stated, "Glad to accept your offer. Until the time comes when we can establish our own sending station, the generous and public spirited offer of The Detroit News will be gladly accepted. I have watched the development of radio and I can clearly see its immense possibilities in the capture of criminals fleeing the city."

The plan was turned over to William P. Rutledge, superintendent of Detroit Police, who had receiving sets installed in precinct stations. Later, sets were placed in police headquarters in other cities within range of WWJ. This led to the establishment of WCOP, the first Police radio station. Mr. Rutledge is generally credited with the idea of communicating with a moving scout car.

(*) March 15, 1922:

Will Rogers makes his radio debut over WWJ.

March 17, 1922:

Traverse City, Michigan, snowbound for ten days, reports that The ~~News~~ radio was their only means of communication and entertainment.

(*) March 17, 1922:

Madame Emma Calve, operatic soprano, makes her radio debut over WWJ.

March 29, 1922:

The Detroit News, in cooperation with the Department of Parks and Boulevards, broadcasts a band concert and activities of the first city Radio Exposition from Belle Isle.

(*) March 31, 1922:

University of Michigan extension courses by radio are inaugurated by WWJ. Lectures broadcast to the public were arranged by Professor W. D. Henderson. Subjects included Public Health, Public Education, Modern Scientific Developments, Chemistry, and Astronomy.

(*) April (?), 1922:

The University of Detroit "J-Hop" becomes the first public dancing party with radio music. WWJ provided a studio dance orchestra for the event, and stayed on the air longer than usual in order that the first hour of the dance be provided with radio music. Engineering students at the university rigged up several Magnovox loudspeakers at the Arcadia ballroom, scene of the J-Hop, and the event was highly successful.

(*) April 1, 1922:

WWJ sends out complete Associated Press news stories when wire service to newspapers in the state was disrupted by a sleet storm. With wires down throughout lower Michigan and southern Ontario, The Detroit News radio station broadcast all AP bulletins and stories in detail. Amateurs in several cities conveyed the reports to newspapers entitled to use them, and others loaned the use of their receivers, stenographers transcribing the news for publication.

(*) April 14, 1922:

Good Friday messages and music broadcast by WWJ for the first time in the history of religion.

(*) April 16, 1922:

The first regularly scheduled religious broadcasts are inaugurated by WWJ with Easter Sunday service from St. Paul's Episcopal cathedral, Detroit. St. Paul's Sunday service has been broadcast thereafter without interruption.

(*) May 2, 1922:

Fred Waring and his Pennsylvanians make their radio debut over WWJ.

The Waring orchestra, comprised of students at the University of Pennsylvania, played for the University of Michigan J-Hop in January of 1922, and became idols of the campus.

Bill Holiday, Manager-Announcer for WWJ at the time, and a former Pennsylvanian and friend of Waring, immediately booked the orchestra for a radio performance over WWJ on May 2nd of the same year. Another Tyrone, Pennsylvania, resident and mutual friend of Holiday and Waring was "Ty" Tyson, whom Waring recommended as being qualified for a position as radio announcer. Holiday agreed, and asked Tyson to come to Detroit along with the Waring group.

The Waring broadcast this date was a half-hour program, and created a sensation. Waring presented an entirely new style of entertainment with his glee club, dance music and novelties all combined in one orchestra. As a direct result of the broadcast, the Pennsylvanians were booked for a theatre engagement in downtown Detroit, and from then on entered show business as a career.

Ty Tyson remained at WWJ to become the station's most popular personality, and dean of American sportscasters.

(*) May 28, 1922:

The Detroit News Orchestra becomes the first orchestra organized expressly for broadcasting, and presents its first program on this date.

Members of the 16-piece symphonic ensemble, mostly members of the Detroit Symphony Orchestra, were:

Otto E. Krueger, conductor

Maurice Werner, concertmeister

Herman Goldstein, first violin

LeRoy Hancock, first violin

Armand Herbert, second violin

Valbert Coffey, viola, piano

Frederick Broeder, 'cello

Eugene Braunsdorf, bass

Thomas Byrne, oboe

R. M. Arey, clarinet

Vincenzo Pezzi, bassoon

Albert Stagliamo, Fr. Horn

Edward Clarke, Fr. Horn

Floyd O'Hara, trumpet

Max Smith, trombone

Arthur Cooper, xylophone
and percussion.

Historical File, WWJ Stations
Revised 12/17/56, MCW

Year

(*) indicates broadcasting "firsts"

1922

May 31, 1922:

Series of physical training programs begin with
R. J. Horton of the Y.M.C.A. as radio instructor.

June 9, 1922:

Thomas E. Dewey, "a baritone from Owosso, Michigan,"
sings with the Detroit News Orchestra.

(*) June 18, 1922:

First church wedding to be broadcast: WWJ broadcasts
wedding from St. Paul's Cathedral, Detroit. The
bridegroom was Wendell Hall, "the red-headed music-maker"
and composer of "It Ain't Gonna Rain No More".

September 11, 1922:

The Band Concerts from Belle Isle were broadcast by
WWJ beginning this date.

(*) September 24, 1922:

Secretary of the Navy Edwin Denby makes his radio
debut speaking over WWJ.

(*) October 4, 1922:

First game of a World Series baseball game ever reported
by radio was broadcast by WWJ. The station set up large
wooden loudspeakers in Grand Circus Park where thousands
congregated to listen.

October 21, 1922:

Detailed reports of the Michigan-Ohio State, and University
of Detroit-Boston College football games broadcast by WWJ.
Scores of other games were reported at quarters.

Historical File, WWJ Stations	Year
Revised 12/17/56, MCW	
(*) indicate broadcasting "firsts"	1923

February 10, 1923:

Rudolph Valentino, Motion Picture Star, is interviewed over WWJ in one of his first broadcasts during a personal appearance in Detroit.

June 17, 1923:

WWJ engineer's build a "little church on wheels" which can receive WWJ broadcasts in any part of the state and amplify the sound through loud-speakers. The van is completely equipped for church services including communion and baptismal sacraments.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1924

March ? 1924:

Wendell Hall, "the red-headed music-maker", sings his own composition "It Ain't Gonna Rain No More" over WWJ. It was the beginning of the song's popularity, and it became a big hit about one year later.

(*) October 25, 1924:

The first play-by-play, direct-from-the-scene football broadcast is presented over WWJ by E. L. "Ty" Tyson. The game was between the University of Michigan and the University of Wisconsin, and was played at Ferry Field, Ann Arbor.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1925

January 8, 1925:

Enlarging the scope of its programming service, WWJ introduces two new musical programs picked up by remote control: The Jules Klein ensemble from the dining room of Hotel Statler in Detroit for one hour each noon, and Jean Goldkette's Victor Recording Orchestra for one hour twice a week from Greystone Ballroom.

January 16, 1925:

The Detroit News Orchestra goes to East Lansing to participate in the inaugural broadcast of the Michigan Agricultural College's radio station, WKAR.

February, 8, 1925:

WWJ joins eleven other radio stations across the United States in presenting the first of a series of national programs. Said Herbert Hoover, then Secretary of Commerce, in a letter to The Detroit News, "I congratulate The Detroit News upon its entry into the field of nation-wide broadcasting. Simultaneous broadcasting of high class programs is an important step towards perfecting of a service to the listening public which must be the final aim of every station."

March 4, 1925:

WWJ and other stations in a nation-wide loop carries details of the presidential inaugural ceremonies.

April 9, 1925:

WWJ begins "home talent" programs to help establish local people in radio.

May 29, 1925:

Metropolitan Spelling Bee finals are broadcast from the Coliseum of the State Fair Grounds through facilities of WWJ. Governor Grosebeck officiated.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1925

July 22, 1925:

"Roxy and his Gang," popular NBC entertainers, visit the studios of WWJ to present a special program. Featured was Dr. Eugene Ormandy, violinist, who later became conductor of the Philadelphia Orchestra.

December 14, 1925:

WWJ begins a series of programs by Henry Ford's Old Time Orchestra, organized by Mr. Ford to revive old-time dancing.

Historical File, WWJ Stations
Revised 12/17/56, MCW
(*) indicates broadcasting "firsts" Year
1926

January 19, 1926:

Mrs. W. R. Alvord (Fran Harris' mother), head of the American Home Committee, Federation of Women's Clubs, speaks over WWJ.

April 9, 1926:

WWJ presents the first in a series of talks on the cause and prevention of crime. Speakers include Sheriff George A. Walters and Judge Harry B. Keidan.

October 16, 1926:

WWJ broadcasts the first in an annual series of "Michigan Nights" including speeches by Coach Fielding Yost, and other members of the faculty. Dean Kraus states that "The Detroit News was the first newspaper to increase its social usefulness through broadcasting."

(*) November 15, 1926:

WWJ becomes an original affiliate of the National Broadcasting Company, the first radio network, carrying the inaugural program which runs four and a half hours, and includes: Walter Damrosch and the New York Philharmonic Orchestra, Mary Garden (singing in Chicago) Will Rogers (picked-up from Independence, Kansas), Edwin Franko Goldman and his band, the dance orchestra George Olsen, Vincent Lopez, B. A. Rolfe, and Ben Bernie, and comics Weber and Fields.

The program was fed from New York with pick-ups from Chicago and Independence, Kansas, to 25 stations.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1927

(*) January 1, 1927:

WWJ takes part in the first coast-to-coast broadcast as NBC presents the Rose Bowl football game from Pasadena, California. (Alabama ties Stanford 7-7).

(*) April 19, 1927:

The first play-by-play, direct-from-the-scene major league baseball broadcast is presented over WWJ by E. L. "Ty" Tyson. The game was between Detroit and Cleveland and was played at Navin Field in Detroit.

June 9, 1927:

WWJ carries special bulletins and programs attending the official welcome to Detroit's native son, Col. Charles Lindbergh, from time of his landing until end of ceremonies.

August 10, 1927:

WWJ broadcasts the Lindbergh-Detroit reception from Northwestern Field and the Book Cadillac Hotel.

November 1, 1927:

Roy J. Snell begins a series of radio lessons for children in classrooms. At a given signal, teachers in classrooms show slides simultaneously with change of subject in Mr. Snell's broadcast. Approximately 3,000 metropolitan Detroit students listened to each of these programs.

Historical File, WWJ Stations	Year
Revised 12/17/56, MCW	
(*) indicates broadcasting "firsts"	1928

February 27, 1928:

WWJ begins series of "International Programs". Concerts featured folk music of foreign lands. Foreign groups in Detroit followed the series with such enthusiasm that The Detroit News published program notes in the language of the country represented.

April 6, 1928:

The Jesse Bonstelle Stock Company presents a condensed radio version of the play, "Everyman" over WWJ, featuring George Blackwood and Craig Wood.

(*) April 14, 1928:

WWJ originates first broadcast to be relayed from an airplane.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1929

(*) February 1, 1929:

WWJ carries NBC's first short-wave re-broadcast from England. This was the first trans-ocean broadcast.

September 9, 1929:

WWJ broadcasts daily programs from week-long International Radio Show which became an annual event for several years following. Programs from the show included "The Happiness Boys (Ernie Jones and Billy Hare)" and "Amos 'n' Andy".

October 21, 1929:

WWJ broadcasts ceremonies for the Edison "Golden Jubilee of Lights" from Greenfield Village, including speeches by President Herbert Hoover, Governor Green, and Mayor Lodge. Portion of the ceremonies was also carried by NBC.

November 11, 1929:

WWJ broadcasts dedication ceremonies for Ambassador Bridge. Speakers included Governor Green, and Ontario's Attorney-General, Col. W. H. Price. Program was fed to the Canadian National R. R. Network.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1930

June 10, 1930:

WWJ presents new series of programs called "The Points of the Compass" featuring "The Oleanders" directed by Ole Foersch, and highlighting college songs and dance tunes.

August 20, 1930:

WWJ's 10th anniversary celebrated with special broadcast attended by 125 guests. Heard during the program were Ossip Gabrilowitsch, Senator James Cousins, Edgar Guest, Charles Hamp, Eddie Peabody, Senator Arthur Vandenberg. Station WLW also broadcast a special musical program in honor of WWJ.

November 25, 1930:

WWJ broadcasts first production of the newly created WWJ Players, "Romance Comes To Broadway", written by Rex White. The dramatic stock company was directed by Wynn Wright, and presented one dramatic program each week.

Historical File, WWJ Stations	Year
Revised 12/17/56, MCW	
(*) indicates broadcasting "firsts"	<u>1931</u>

(Exact date unknown), 1931:

WWJ in cooperation with the Wayne County Medical Society, presents various types of health programs, culminating in a series of "Dramas of Science" presented by Wynn Wright and the WWJ Players.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1936

March 29, 1936:

Russel MacLaughlin, music-drama critic of The Detroit News, begins "first night" criticisms of theatrical productions playing in Detroit, immediately following first night performance.

September 16, 1936:

WWJ dedicates its new five-story radio studio building with the first in a series of week-long dedicatory programs. The special programs included Fred Waring and his Pennsylvanians, Jessica Dragonette, Alexander Gray, Jesse Crawford, Joan Blaine, and many other guest artists.

Concurrently, WWJ begins operation of its new transmitter on 8-Mile at Myers Road.

(*) September 20, 1936:

For the first time known in broadcasting history, WWJ presents a full-length stage play on radio with no deletions, running more than two hours. The play was Charles Rann Kennedy's "The Servant in the House" and featured Walter Hampden, playing the role he originated in the stage production, and Ethel Barrymore. Wynn Wright directed, and played the "drain man".

November 25, 1936:

WWJ presents the first in a weekly, year-long series of dramatic productions titled "Death Fighters", based on books by Paul DeKruif. The programs were coordinated with a campaign to eradicate tuberculosis in Detroit, and at the end of the series, the Common Council of Detroit voted \$200,000. per year for five years to discover early cases, and treat tuberculosis. This series of programs, and the campaign, were made subject matter for a chapter in DeKruif's book, "The Fight For Life." The station honored many requests from other communities for copies of the scripts, and outlines of the campaign.

October 11, 1936:

The WWJ Mobile Unit begins a series of "At The Scene" broadcasts of traffic accidents -- direct reports at the scene of accidents immediately after they occur.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1937

March 15, 1937:

WWJ broadcasts first in 52-week series of "Causes of Crime" programs. The programs dramatized actual case histories of juvenile delinquents, and included discussions by leading juvenile authorities. The series received nation-wide attention, and brought letters of commendation from many recognized persons and agencies, including J. Edgar Hoover.

August 3, 1937:

The complete ceremonies of enthronization of Archbishop Edward Mooney are broadcast by WWJ.

August 22, 1937:

WWJ broadcasts the full length play, "Jane Clegg" by St. John Ervine, with NBC guest actress Joan Blaine in the title role. This was the second stage play presented by WWJ without adaption or deletions, running over two hours.

December 26, 1937:

The third full length stage play to be broadcast by WWJ without adaption or deletions is presented as a Christmas feature: "The Passing of the Third Floor Back."

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1940

November 16, 1940:

WWJ broadcasts first in a series of "Heritage of Freedom" programs depicting lives of famous Americans and the struggles that lie behind our rights and liberties.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1941

(*) May 1, 1941:

The first Frequency Modulation radio station in Michigan inaugurates service: Station WENA, owned and operated by The Detroit News. Call letters were later changed to WWJ-FM.

December 7, 1941:

WWJ eliminates middle commercials in all newscasts immediately after the attack on Pearl Harbor.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1945

(*) February 1, 1945:

WWJ bans transcribed announcements and singing
commercials.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1947

(*) March 4, 1947:

The first television station in Michigan inaugurates service: Station WWDT, owned and operated by The Detroit News. Call letters were later changed to WWJ-TV.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1948

September 20, 1948:

WWJ-TV becomes original affiliate of NBC's midwestern television network which inaugurates network service to Buffalo, Cleveland, Toledo, Detroit, Chicago, Milwaukee, and St. Louis.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1950

(*) November 5, 1950:

WWJ-TV presents the first complete university extension courses by television: "The University of Michigan Hour". Courses were conducted by faculty of the university, and supplementary material was mailed to viewer-students, written tests were required, and certificates were issued to those passing the courses.

Historical File, WWJ Stations

Year

Revised 12/17/56

(*) indicates broadcasting "firsts"

1951

September 4, 1951:

WWJ-TV is part of NBC's first coast-to-coast
television network as network service is extended
to west coast.

Historical File, WWJ Stations

Year

Revised 12/17/56, MCW

(*) indicates broadcasting "firsts"

1952

November 18, 1952:

A two-million-dollar, three-level television structure is annexed to the WWJ radio studio building which combines television and radio studio facilities.

Rich History Powers Station Through 60 Years

A Look At The Historic Growth of WWJ

WWJ, The Evening News Association's All-News radio station in Detroit, marks the 60th anniversary of its founding on August 20.

The historic first broadcast on August 20, 1920, consisted of a feeble 20-watt signal from a DeForest O T-10 radiophone, considered primitive by today's standards. In an era of sophisticated space-age electronics, it is difficult to believe that a mere 60 years ago saw the birth of modern broadcasting.

As WWJ's first official program of recorded music and news and weather bulletins went on the air that fateful night in August of 1920, it created scant public attention and was heard by as few as 30 Detroiters who were lucky enough to own receivers.

Despite the lack of public notice, WWJ unknowingly became the world's first commercial radio station to broadcast regularly scheduled daily programs. In fact and in history, WWJ became the birthplace of broadcasting.

The radio station became a reality through the untiring efforts of William E. Scripps, son of the founder and ENA President, James E. Scripps.

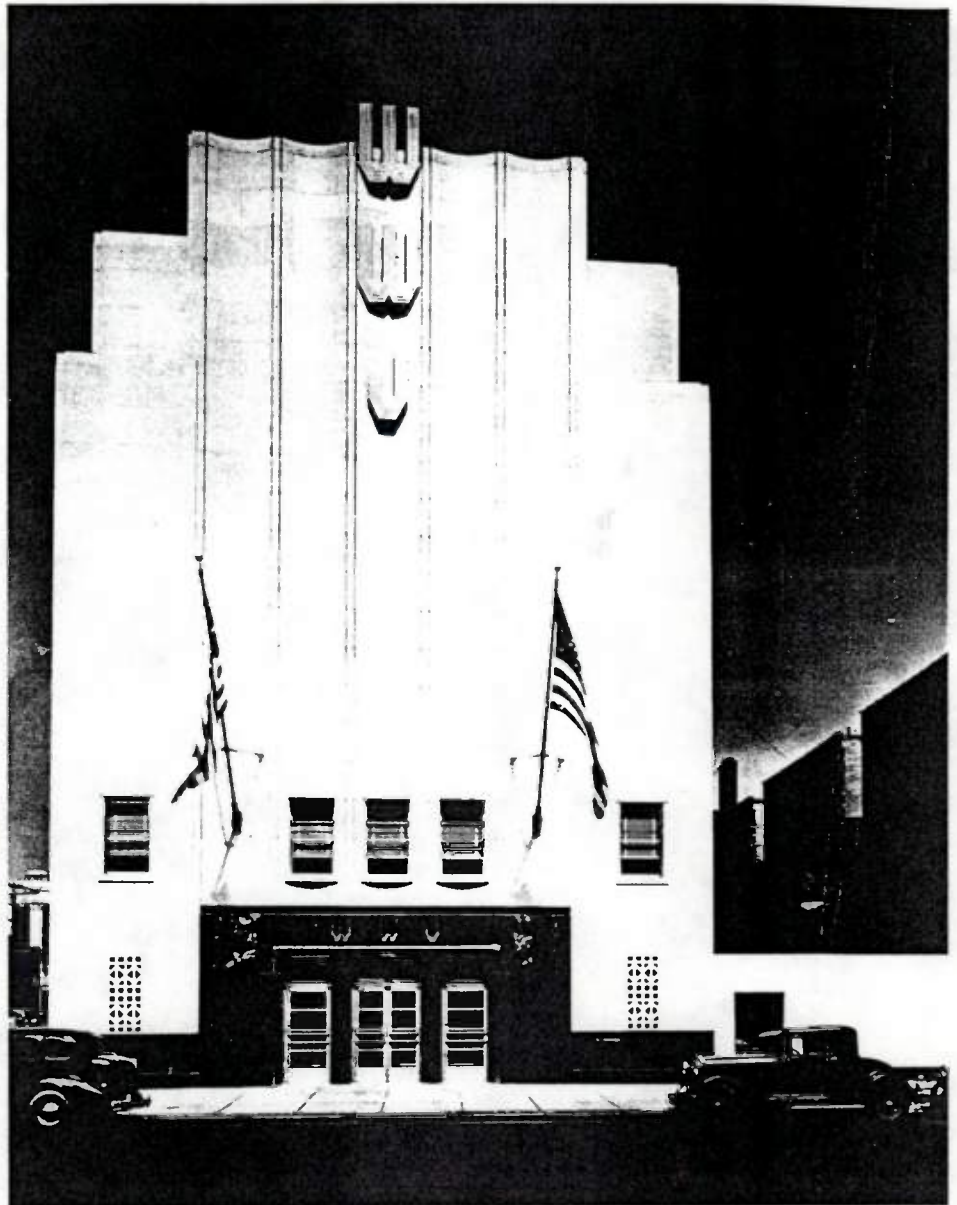
Young Scripps was intrigued by the experiments in radiotelephony being conducted by a Detroit pioneer, Thomas E. Clark, and in 1902 he was able to convince his father to become a financial backer of Clark's work.

The association between William Scripps and Clark paved the way in 1920 for The Detroit News to acquire a radiophone transmitter that was manufactured by Dr. Lee DeForest. Following a prolonged series of test transmissions, regular radio service officially commenced 8:15 PM, August 20, 1920, and has continued without interruption to the present.

The station was licensed to The Evening News Association as 8MK, later WBL, and finally WWJ.

The first broadcast was not without its problems. Because of the design of the DeForest radiophone, it was necessary to fashion a loudspeaker to pick up record music from an Edison phonograph. The loudspeaker was attached to the DeForest microphone mouthpiece to permit an acoustical feed to the transmitter.

Located near the second floor editorial offices of The Detroit News, the "radio room" received its news copy and weather reports from News editorial personnel.



After that initial broadcast on August 20, The Detroit News featured page one listings of each evening's program schedule. The real potential of commercial radio was not fully realized, however, until August 31, 1920, when primary election returns were broadcast over WWJ in what is now recognized as the first radio newscast.

Due to the persistence of W. E. Scripps, who saw commercial radio as a prime medium for the dissemination of news, information and entertainment, WWJ is credited with a number of firsts: It had the first radio studio orchestra, The Detroit News Orchestra (1922); it initiated broadcasts of University of Michigan Extension Courses (1922); it inau-

gured live church services from Detroit's St. Paul's Cathedral (1922); it had the first live play-by-play broadcast of a college football game (University of Michigan-Wisconsin, 1924); and it originated live coverage of professional baseball (Detroit Tigers, 1927).

During the course of the station's development and growth, WWJ was the station on which many actors and entertainers made their radio debuts; some went on to national prominence when the networks were formed.

In 1936, WWJ constructed its own studio building across from The Detroit

WWJ-AM in 1936. In 1941, WWJ fired up Michigan's first FM operation from studios atop Detroit's Penobscot Bldg.

Proud scenes from days gone by



News Building which had been its operating headquarters since its inception. The new studios quickly became the radio showcase of the midwest, an acknowledgment of its modern production capabilities.

That same year, WWJ engineers entered into an extensive program of facsimile experiments which evolved into the development of frequency modulation (FM). The Evening News Association was licensed to begin commercial FM broadcasting in 1941, the first station of its type in Michigan.

The W. E. Scripps philosophy of broadcast pioneering led The Evening News Association to become an early television licensee, commencing com-

mercial operations in 1947 with WWJ-TV.

Despite the rapid development of television in the post-World War II years, WWJ continued full-service radio programming in the Detroit metropolitan area with a heavy emphasis on news and information. It began a conversion to the all-news format in 1976 and is the city's only radio station to offer complete news on a 24-hour basis.

WWJ's place in history is best described by the late Dr. Lee DeForest, the father of radio: "On the night of August 20, 1920, the first commercial radio broadcast station in all the world was opened. And every night and day since that momentous beginning, WWJ has maintained this service."

In the 60 years of its operation, WWJ continues to render to its listeners the same public service that inspired its beginning on August 20, 1920. □

P. R. LaFontaine



Cover Photo. The birthplace of broadcasting 60 years ago. Three young men operate WWJ's original equipment, consisting of a DeForest 0 T-10 transmitter that operated on 200 meters. A handful of Detroiters first heard "This is 8MK calling."

Radio: Remembering The Golden Era

Tracing Broadcasting & Wireless Through An Earlier Era

BY ALICE BRANNIGAN

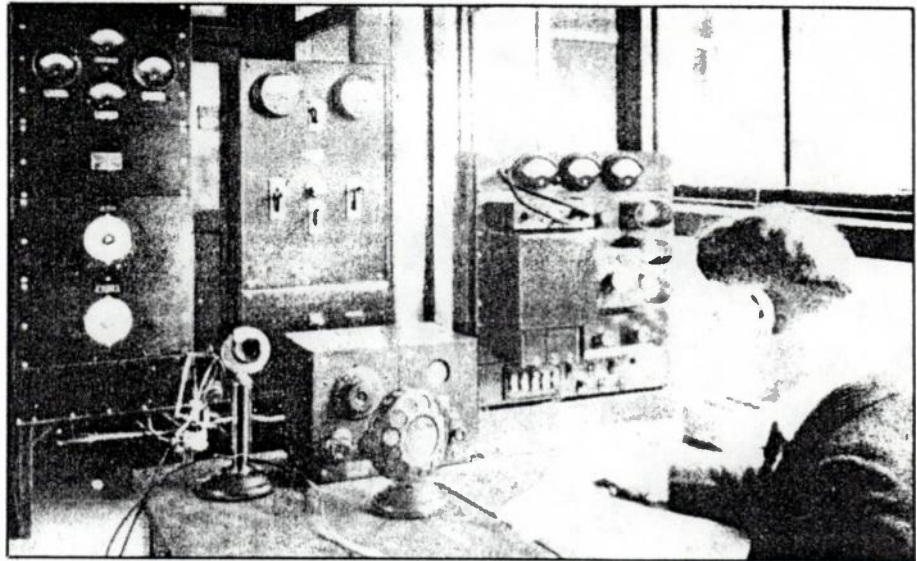
One of broadcasting's old reliables recently turned 70 years old, thus reminding us yet another claimant to the title of the nation's, or world's (or whatever) first (or first commercial) broadcasting station. It's a no-win debate as to who was really first, with more than a dozen stations pointing to themselves. The confusion lies in what kind of license which station had, and when the licenses were issued. It's all so confusing and controversial that even the National Association of Broadcasters refuses to dub any single station with the title of "first."

The 70-year old is Detroit's WWJ, since March of 1989 owned by CBS, and running an all-news format with 5 kW on 950 kHz. Last August, the Detroit City Council cut a cake to mark WWJ's birthday, as the station's owners took the occasion to observe that it is the nation's first commercial radio station. They did acknowledge, however, that Pittsburgh's KDKA and others made similar claims. They cited WWJ's start as being August 20, 1920.

Our own research confirms this date as absolutely correct. Under the Experimental call letters 8MK, the station commenced daily programs on a regular schedule at that time. Licensed to *The Detroit News*, and begun as a public service, the station was located right in the newspaper office and was operated under the direction of Charles D. Kelley, who held the title of Department Editor and Supervisor.

The station's original transmitter was a DeForest OT-10 type, running 20 watts. On October 13, 1921, the operation went commercial under the newly assigned call letters, WBL and with a new 500 watt transmitter. Very soon after that, the callsign was changed from WBL to WWJ, with an Experimental authorization issued as 8XO. The station received reports from Panama to northern Canada. By 1936, WWJ had increased its power to 5 kW and was operating on its present 950 kHz frequency.

Recently, Edgar Willis, an early WWJ staff member, told how noisy the studios were in the newspaper building. He said that they used to hang potato sacks on the walls to help quiet the room. He recalled



An early view of WWJ when it was located in *The Detroit News* Building. The one-room station had the control equipment mounted on the announcer's wooden desk. The transmitter and power supply are rack mounted and shown to the left, across the room.

how, one time, the pages of his script got out of order and he was forced to narrate a live program completely from memory. Another time, he had to repeat the entire opening of a program when he realized that the first time he had spoken it all into an unplugged microphone!

In later years, WWJ was moved across the street from the newspaper building, and then (under different ownership) to Southfield, MI.

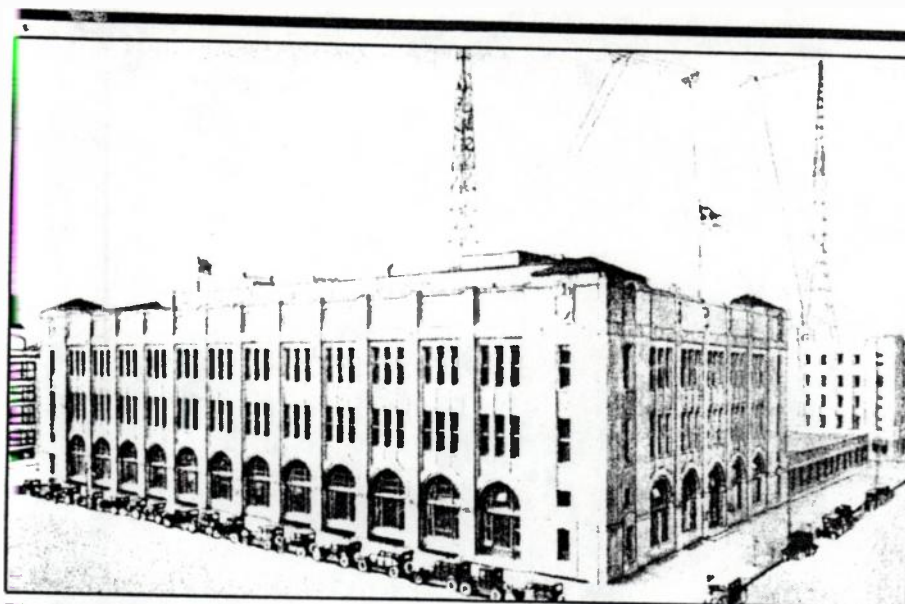
Our thanks to S.M. Yost, NM8R, of Kalkaska, MI for reminding us of WWJ's birthday and providing us with additional information on this pioneer station.

Old Business

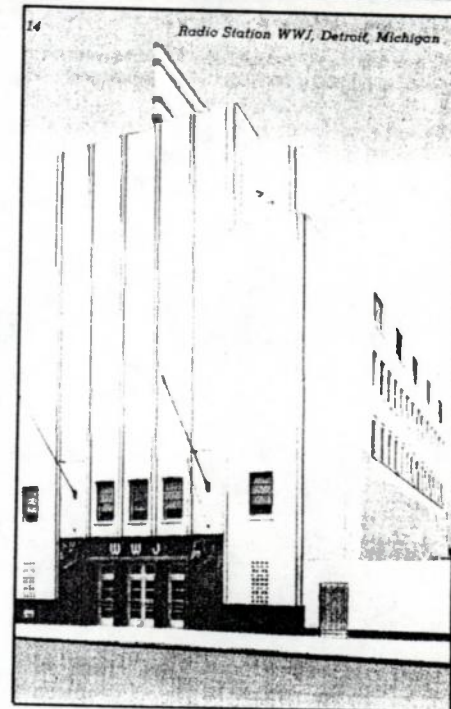
In our September issue, we showed you a mystery photo of a rather tall tower built in the early 1900's at a major intersection in San Jose, CA. A reader purchased the photo at a flea market from a vendor who suggested that it might have been an early wireless transmitting facility.

We doubted this usage and took a guess that it was most likely intended to be decorated with electric lights in order to sell the local populace on converting from gas to electric lighting. We asked if readers could provide any definite information on the structure and its use. We got letters, did we ever! At last count more than thirty readers wrote in.

One letter even came in from John H. Atkinson, Communications Director of the City of San Jose. Mr. Atkinson, and the others who were kind enough to write, advised that the tower was built by James Owens, who began publishing the *San Jose Mercury* newspaper in 1861. He eventually became fascinated with science and electricity, and put up the electric tower in 1881. The tower, which was more than 200 feet tall, stood at the intersection of Market and Santa Clara Streets for thirty four years. In 1915 it collapsed during a storm. A miniature of the tower still stands at the San Jose Historical Museum in Kelley Park. So, although we hadn't originally guessed the specifics, we



The Detroit News Building, Lafayette Boulevard at Second Street, was adorned for a time with WWJ's showy antenna system.



WWJ eventually moved into its own five-story art deco building.

cid reasonably well on its general purpose.

Then, in the October issue, we had an early 1950's mystery photo showing an otherwise unidentified museum and broadcasting studio at Renfro Valley, KY. We wondered if anybody knew what broadcasting activities might have been connected with the place. Several readers did know.

Elbert Tewell, of Carey, OH tells us it was operated by his friend John Lair, of Mt. Vernon, KY. The building is located on the Lair farm in Renfro Valley, and was built so that he could record the *Renfro Barn Dance* held every Saturday night, also Sunday morning church services. He sold the recordings at low prices. Elbert notes that there is a motel, restaurant, and gift shops there. And, when WRVK, in Mt. Vernon, went on the air, they put their studios in the building.

Calvin G. Borders, of North Las Vegas, NV remembers that in the 1940's and 1950's his dad used to listen to Sunday morning services from Renfro Valley, also the Barn Dance program.

Billy Cartwright, Charleston, SC recalls hearing the Barn Dance and religious programs over WHAS/840 kHz in Louisville, KY.

A lengthy letter arrived from Sam Grider, KJ8K, of Cincinnati, OH. He thinks that the barn in Renfro Valley was converted to a broadcasting facility in the late 1930's or early 1940's. John Lair, a Renfro Valley native, returned to the community after some years as a successful broadcaster in Chicago and began putting on his Barn Dance program from the building.

Several stations carried the Barn Dance over the years, including Cincinnati's famous WLW. The program originally featured mostly local talent, but soon attracted hopefuls from many areas. Several went on to successful careers, including Red Foley, and the novelty music team of Homer and Jethro.

Renfro Valley, being located on U.S. Highway 25, is along the main route from Ohio and Michigan to Florida. Eventually Lair put up the motel, general store, and mountain craft complex that became a favorite for travelers. Mr. Lair is deceased, but Renfro Valley is still going strong with live shows every Saturday night. It stands as one of the earliest and most successful permanent remote broadcast studios.

Michael Warren, Springfield, VA sent in a current folder from Renfro Valley, explaining that the broadcasts started in 1939 and outlining the many live country and gospel music performances that continue to take place there. There's a large country music museum there now, along with a picturesque old fashioned Main Street dotted with stores, restaurants, and exhibits. Quite beautiful in every respect.

These and many others who supplied their expertise to identifying these two mystery photos are telegraphed our sincere appreciation for their help.

Help Ended; Help Wanted

John S. Carson, of Norman, OK sent in a clipping advising that the UCLA Film and Television Archives has shut down its radio archives due to lack of funds and interest. They will continue to store fifty years worth of disks and tapes dating back to 1933, but they won't accept any additional material, nor further preserve existing items. The action was deplored by many radio historians, some of whom feel that the material will eventually deteriorate to the point of being useless, or will be dumped.

G. West, 120 Philips St., Weymouth, MA 02188 is a researcher who would like to hear from readers who have any information or items relating to Westinghouse broadcasting activities (histories, frequencies, etc.). Specific areas of interest are pre-

Dear Radio Friend:

Station WWJ thanks you for your comments on its programs.

The entertainers who give these concerts have been told of your praise of their performances. They wish us to add that they are grateful to you for your interest in them.

May we hear from you again?

Very truly yours,
The Detroit News

Jefferson S. Webb,
Station Manager

The 190MF newspaper

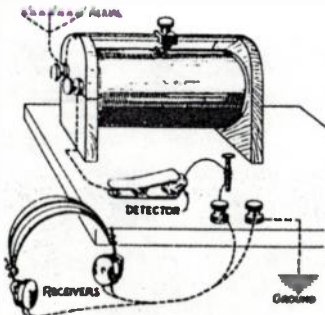
A 1930's QSL from WWJ was less of a verification than it was a "thank you" card for commenting on their concert programming. (Courtesy Joe Hueter, PA).

WBZ station 1XAE, the end of WBZA at Springfield, also any early Westinghouse shortwave or FM broadcasts, early U.S. shortwave broadcasters, and the Yankee FM Network.

Russ Hamnett, Station Manager of KNAU, Northern Arizona University, Box 5764, Flagstaff, AZ 86011, also seeks help. He tells us that when RCA built broadcasting equipment, they produced a monthly magazine called *Broadcast News*. Russ is very interested in acquiring copies of this publication dated 1955 and earlier. If anybody has copies, or can point Russ in the right direction to hook into some, he'd find it helpful. Russ hopes to use them in connection with his own research, also for courses he teaches in broadcasting history.

Mid City Tower

In the July and November, 1989 issues we discussed the old WPCH (ex-WFBH),



During early 1920's, hundreds of home-made radio receivers were built from sketches like this. Known as a "crystal detector" set, reception range was about 25 miles. Parts cost \$8.00.



Loud speakers like this brought to WWJ listeners in 1922 such daily broadcasts as:

9:30 to 9:40 a.m.....	Hints to housewives	3:40 to 4:15 p.m.....	Market quotations
9:40 to 10:15 a.m.....	Music reproduced	5:00 to 6:00 p.m....	Complete baseball scores, additional markets, and special features as announced.
10:15 to 10:30 a.m.....	Weather report	7:00 to 8:30 p.m.....	Entertainment and edification by musicians and speakers.
11:52 a.m. to 12:00 noon.....	U. S. Naval Observatory time signals		
12:15 to 12:45 p.m.....	Music reproduced		
3:30 to 3:40 p.m.....	Weather report		

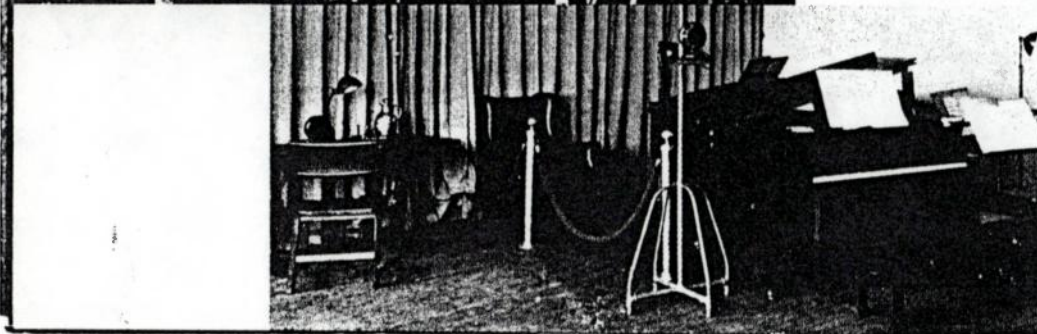


By 1932, radio receivers had become virtual necessities for every home. Families gathered around living room consoles to hear such network broadcasts as Jessica Dragonette, Amos n' Andy, Billie Jones and Ernie Hare, Pick and Pat, The Silver Masked Tenor, Rudy Vallee, Major Bowes' Amateurs, and WWJ's own local originations with The Detroit News 17 piece orchestra, organ recitals by Ole B. J. Foerch and Bendetson Netzorg, The Detroit News Players, the Tip-Topper and Co-Ed Trios, WWJ's incomparable newscaster C. C. Bradner, and Ty Tyson's broadcasts of Detroit Tiger baseball and University of Michigan football.



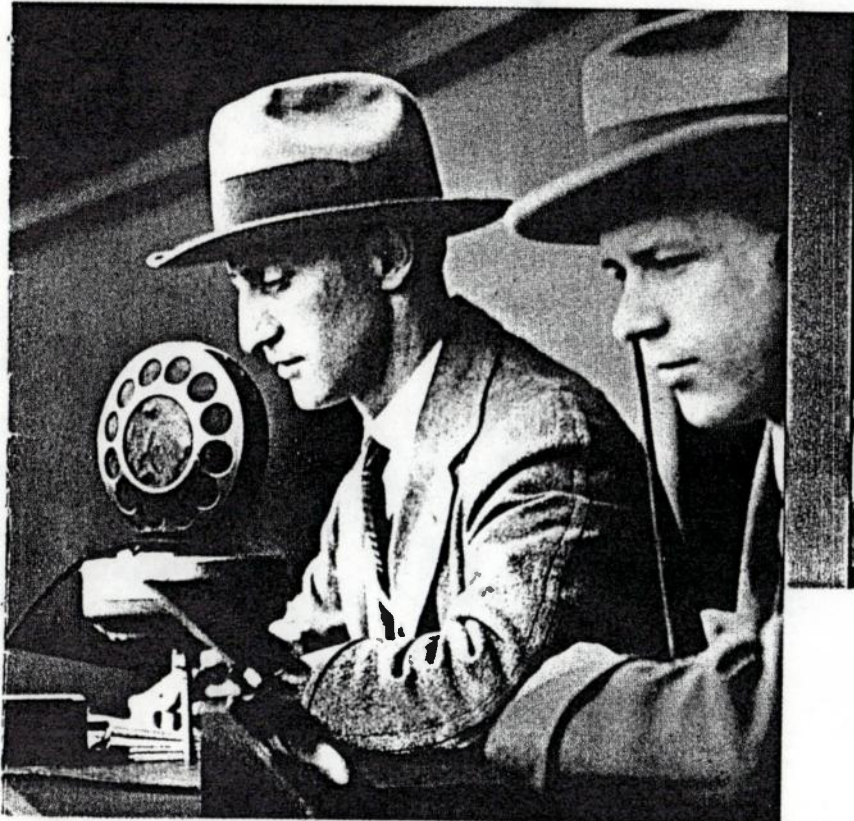
EARLY BROADCASTS

Crowds of baseball fans who did not yet have their own radios gathered at special loudspeakers to hear inning-by-inning accounts of World's Series games as relayed by radio over WWJ.



From this studio in The Detroit News building, WWJ entertained audiences of the 1920's with musical programs, dramas, news broadcasts, Morning Devotions, a "Magazine of the Air," a "Women's Page of the Air," "Tonight's Radio Dinner," weather and market reports, and talks on health and safety.

WWJ sportscaster Ty Tyson broadcasts a 1927 Detroit Tiger baseball game from Navin Field. Engineer at right monitors the pick-up.



Radio sound effects were created in WWJ studios to simulate hoof-beats, pistol shots, glass breaking and myriad other effects.

Modern radio employs actual recordings of such background sounds.

RADIO IN THE SIXTIES

During the 1930's and 40's, radio became America's leading source of entertainment, with lavish productions featuring the world's most popular stars, together with on-the-spot broadcasts and programs of news, information and education. When, in the 1950's, television absorbed the entertainment stars, radio provided around-the-clock broadcasts of popular and symphonic music, hourly news summaries, play-by-play reports of all major sports events, and such special services as frequent an-

nouncements of time, temperature, weather forecasts, and traffic bulletins.

Approaching the 60's, WWJ established studios at Northland (left) and Eastland (right) shopping centers, where shoppers could become personally acquainted with WWJ's own broadcasting personalities. Special broadcast facilities are frequently arranged to make possible WWJ originations from Cobo Hall and other arenas during trade shows and exhibitions.



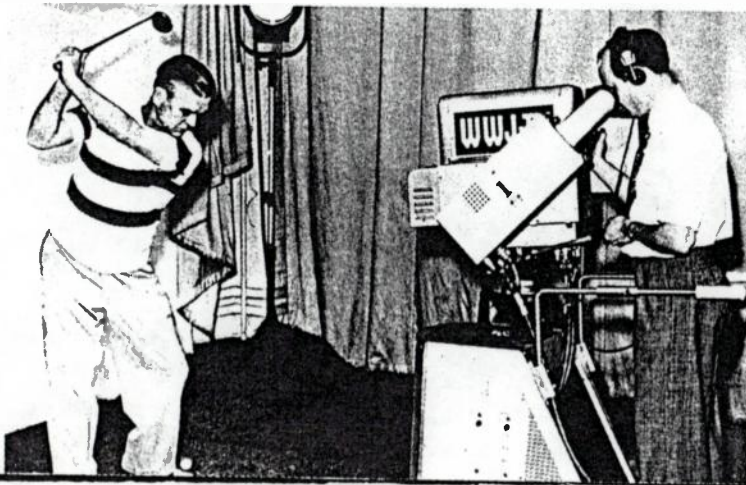


Some of WWJ's programming invites audience participation with such popular features as "Ask Your Neighbor" during which recipes, house-keeping, child-rearing and do-it-yourself projects are exchanged; "Friendship Club" for the review of answers to domestic problems; and "Phone Opinion" when listeners telephone comments about topics of importance both nationally and locally.

Sportscasters Ernie Harwell and Bob Scheffing describe Detroit Tiger baseball games to WWJ audiences. Concerts of the Detroit Symphony Orchestra are taped and broadcast to Sunday afternoon listeners.



EARLY TELEVISION

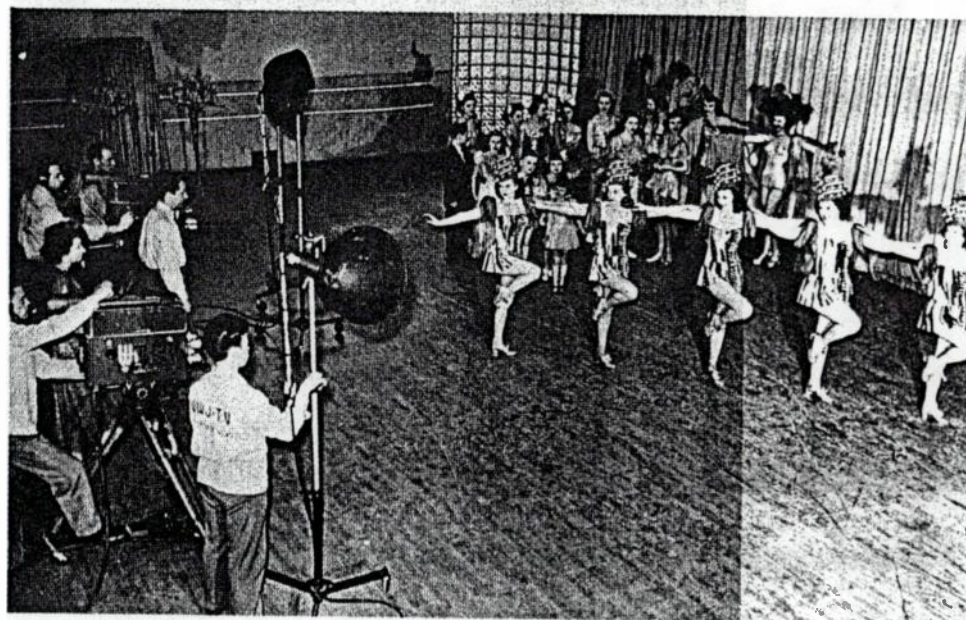


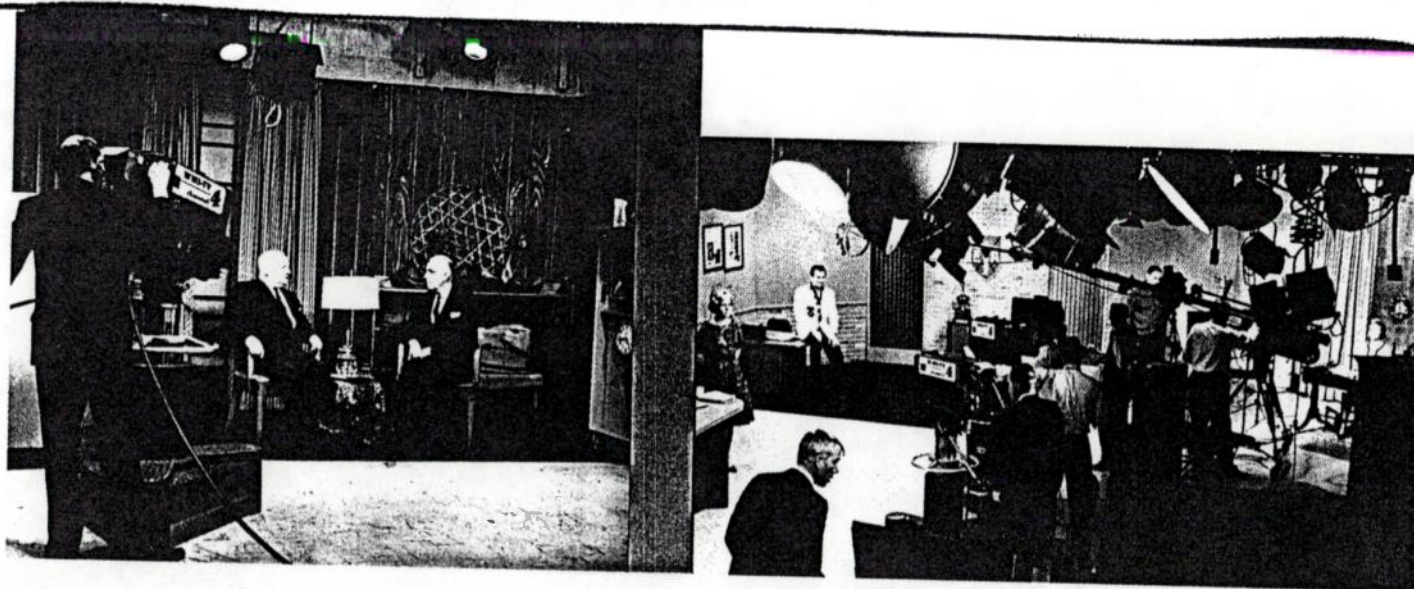
Television came to Michigan in 1947 with all of the excitement that had greeted Radio twenty-seven years earlier. Crowds gathered around receivers in store windows, taverns featured the new marvel as a floor show attraction with daily program schedules posted on marquees, and householders with TV found themselves willing or unwilling hosts to most of the neighborhood during the limited hours of telecasting.

What the pioneer programs lacked in finesse they made up in ingenuity and interest on the part of all concerned. Members of the 1948 Detroit City Council came to a reconstructed radio studio (upper left) to hold their first meeting under the glare of television lighting. And the glare was considerable, for in that period of TV history studio cameras demanded bake-oven illumination in order to form a picture, and the resulting discomfort to performers became a legend.

Because television provided a new and vastly enlarged means of demonstration, many of the first studio programs featured instruction in various activities such as (lower left) televised golf lessons.

From improvised facilities and simple programming, television developed rapidly into a medium of broad-scope entertainment and information. Productions devised by dancing schools (right) were the forerunners of the elaborate TV musicals to come, and techniques unique to video were invented and improved upon overnight. *During this period, too, television's remarkable ability to transmit real-life action was providing bigger and better spectacles from the world of sports, news events, and remote programs of all kinds.*

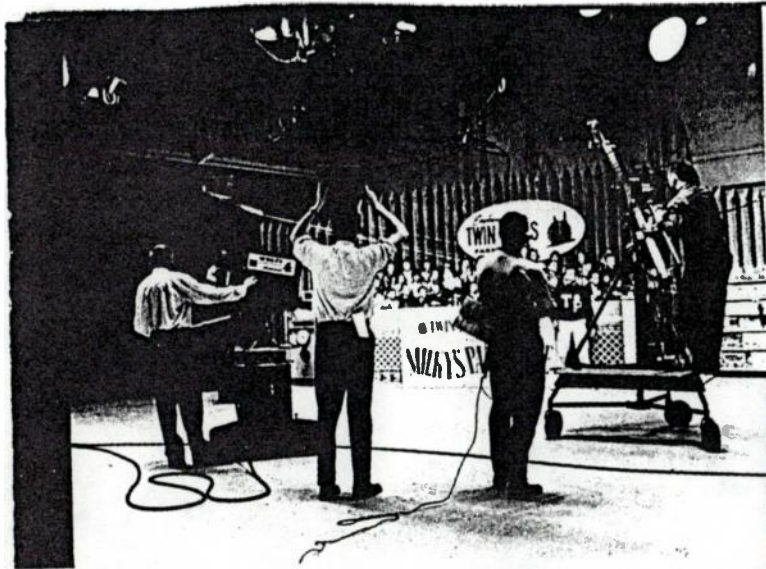




TELEVISION IN THE SIXTIES

Crowding its pioneering phases into a short span of years, television quickly developed into the greatest medium of mass communication the world has ever known.

WWJ-TV was among the stations forming the National Broadcasting Company's first coast-to-coast television network in 1951 which dramatically demonstrated video's far-reaching eyes and ears. In 1952, the station added a two-million-dollar, three-level television studio structure to the WWJ radio building with the most advanced facilities and techniques available, and provision for the constant improvements to come.



Today, from widespread network sources, from elaborately equipped local studios, in color and black-and-white, WWJ-TV's operations reflect television's ever-expanding service to the public. Pictured here are studio productions, and (lower right) video tape equipment which records pictures and sound on magnetic tape for later presentation on the air.





HOW WWJ NEWS OPERATES

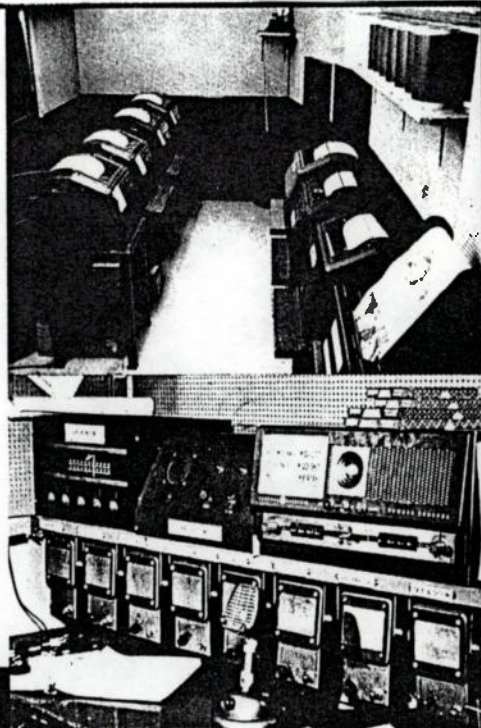


WWJ News serves both WWJ-Radio and WWJ-Television with 24-hour-a-day coverage of the news world-wide. The WWJ Stations keep in touch with world events by hourly broadcasts from the NBC network's 75 correspondents scattered around the world, and by maintaining constant contact with the newsgathering resources of The Detroit News. WWJ News has Michigan's largest broadcast news staff and uses two Newsmobiles for direct, on-the-spot broadcasts.

So, whether newsmen report from the Newsmobiles, call in "beep-phone" descriptions, or return to the Newsroom to prepare stories for broadcast, WWJ listeners get the news quickly by radio and television—often while it is actually happening.

Teletypewriters bring a continuous stream of information to the Newsroom from Associated Press and United Press International reporters around the globe.

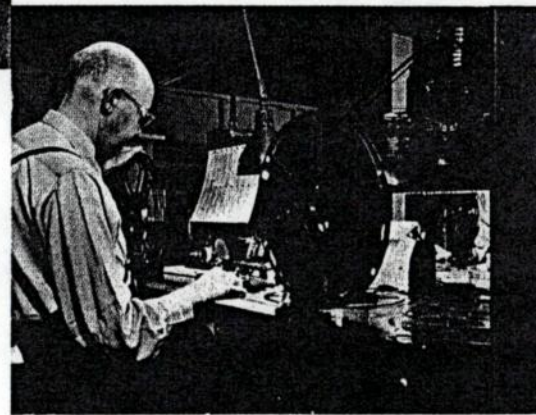
For television, the WWJ News-reel crew goes into action to provide WWJ-TV newscasts with films of Detroit-area events.

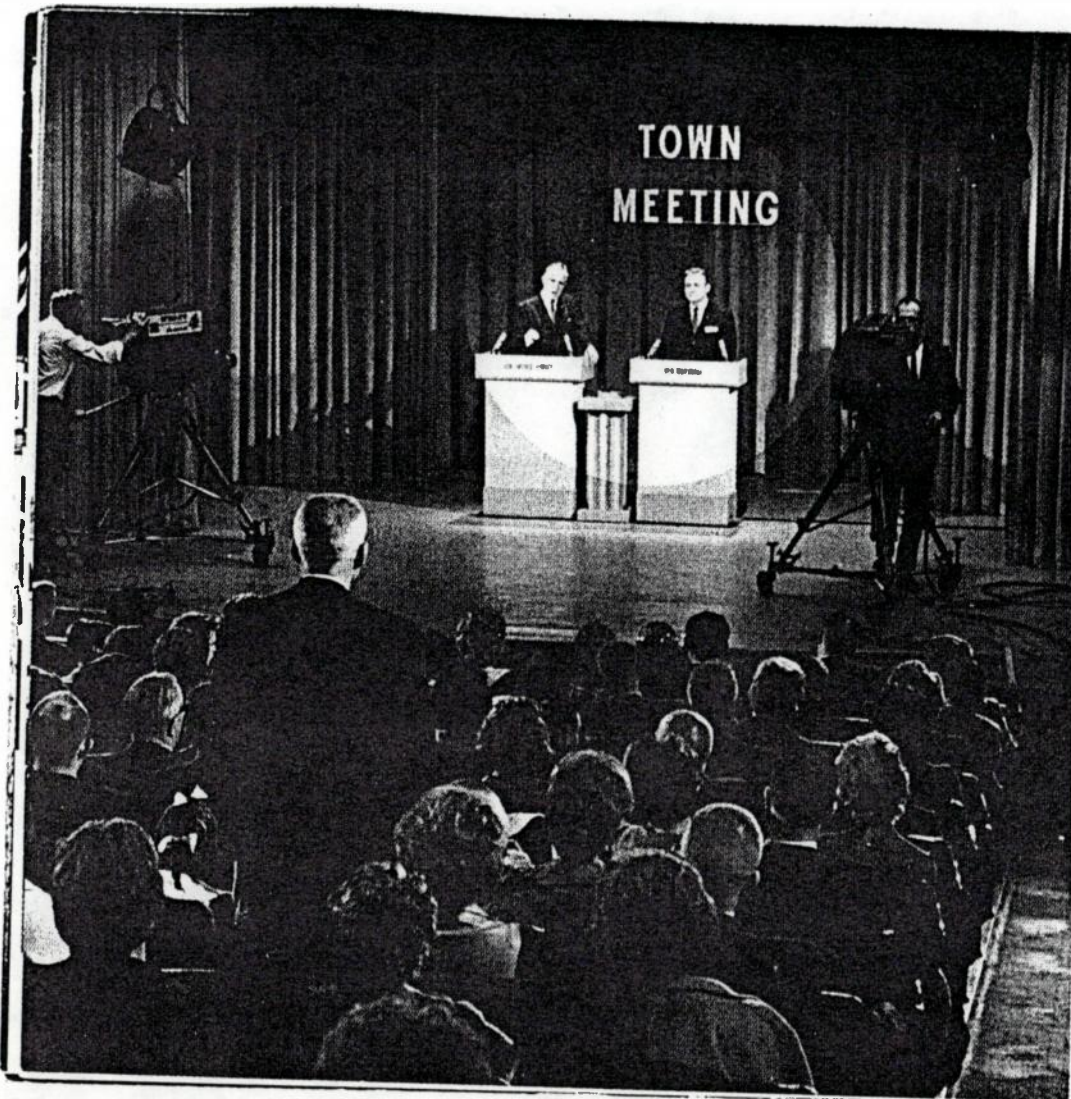


Films to be used on television newscasts are quickly processed, edited, and often readied for telecast within 30 minutes after the pictures are taken.



Keeping in constant touch with events wherever they happen, WWJ News uses a battery of communications equipment with four crystal-controlled police and fire receivers, an all-band short-wave receiver, a conference line to the police dispatcher, two special "beep" telephones, and closed circuit teletype to the Weather Bureau.





DOCUMENTARIES

WWJ-TV's "Town Meeting," presented in cooperation with the League of Women Voters of Detroit, has given audience participants rare opportunities to question political, civic, labor, and social leaders on current events in a weekly telecast.

Other public affairs features have included weekly visits with prominent attorneys reviewing legal intricacies encountered by everyone; important talks by prominent speakers appearing before service and business clubs; programs of special religious significance. Descriptions of the annual Soap Box Derby, and programs originating at auto shows, boat shows and garden shows are also typical of WWJ radio and television service.

The cameras and microphones of The WWJ Stations are kept in focus on the community affairs and notable events that influence daily living.



WWJ-TV's "Inner City Forum" brought into focus the problems of Detroit's minorities in underdeveloped areas, while WWJ-Radio explored the basic philosophies of today's "Great Decisions."

In recognition of community activities and problems, WWJ and WWJ-TV originate annually hundreds of programs devoted to varied projects.

Television cameras have toured Detroit freeways, attended conventions, covered important speeches, visited Detroit-area universities on campus, attended ceremonies, alerted viewers to health warnings, re-

viewed activities of both gifted and retarded children, visited the Detroit Zoo.

The WWJ Stations have been traditionally dedicated to the responsibilities inherent in broadcasting the best in program fare—in entertainment, education, culture, information.

9-5-0

WWJ Firsts

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|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------------------------------------------|
| August 20, 1920 | First radio station in the world to broadcast regularly scheduled daily programs. (Station 8MK, later changed to WBL, then to WWJ). | May 28, 1922 | First orchestra organized expressly for broadcasting: The Detroit News Orchestra; Otto E. Krueger, conductor. |
| August 31, 1920 | First radio newscast: local, state, and congressional primary election returns plus general news bulletins. | October 25, 1924 | First University of Michigan football broadcast from Ferry Field, Ann Arbor. |
| February 10, 1922 | First symphony concert by radio: Detroit Symphony Orchestra, Ossip Gabrilowitsch conducting; sponsored by The Detroit Bank. | February 8, 1925 | WWJ joins eleven other radio stations to present series of national programs. |
| March 31, 1922 | First University courses by radio: University of Michigan extension courses in public health, public education, chemistry, and astronomy. | November 15, 1926 | WWJ becomes an original affiliate of National Broadcasting Company as first radio network is formed. |
| April 16, 1922 | First regularly scheduled religious broadcasts inaugurated with Easter service from St. Paul's Cathedral, Detroit. Broadcast of St. Paul's Sunday service has continued thereafter without interruption. | April 19, 1927 | First Detroit Tiger baseball broadcast from Navin Field, Detroit. |
| | | April 14, 1928 | First broadcast relayed from airplane. |
| | | September 1, 1936 | Five-story radio studio building erected; radio transmission facilities installed at Oak Park. |
| | | May 1, 1941 | First FM station in Michigan inaugurates service. (Station WENA, later changed to WWJ-FM). |



WWJ-TV Firsts

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|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|--------------------------------------------------------------------------------------------------------|
| October 23, 1946 | First public demonstration of television in Detroit. WWDT (WWJ-TV) telecast from the Penobscot Building to Convention Hall, three miles away. | September 27, 1947 | College football: University of Michigan vs. Michigan State. |
| March 4, 1947 | First television station in Michigan inaugurates service. (Station WWDT, changed to WWJ-TV May 15, 1947) | October 19, 1947 | Red Wings Hockey game. |
| June 3, 1947 | WWJ-TV starts regular daily commercial operation. First baseball game telecast (by Ty Tyson) between Tigers and Yanks. | December 18, 1947 | First televised bowling match in Detroit. |
| June 4, 1947 | First Detroit telecast of stage show — "Carnival on Ice" — at Cass Theater. | March 31, 1948 | WWJ-TV joins NBC television network. |
| June 6, 1947 | Boxing—from Olympia Stadium. | April 19, 1948 | First telecast of the Detroit Symphony Orchestra. |
| July 12, 1947 | Henry Ford Memorial Boat Races. | November 5, 1950 | First complete university extension courses by television: The University of Michigan Hour. |
| September 5, 1947 | Detroit Lions' pro football game. | November 18, 1952 | New \$2,000,000 WWJ-TV studios opened. Most modern production center between New York and Los Angeles. |
| | | November 22, 1954 | Dedication of 1063½-foot tower at Greenfield and 10½ Mile Roads. |