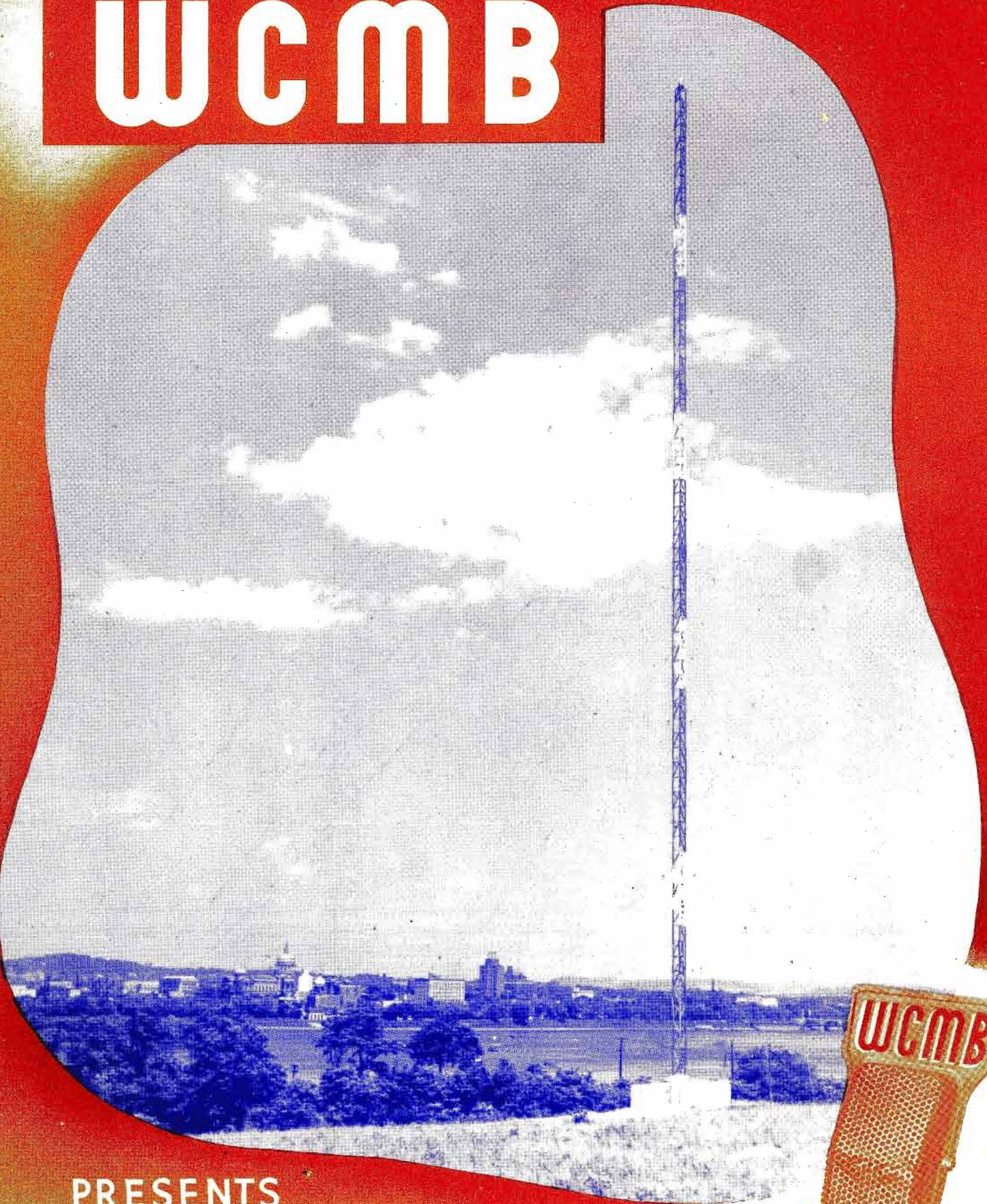


# WCMB



PRESENTS

*Going Forward with* **RADIO**

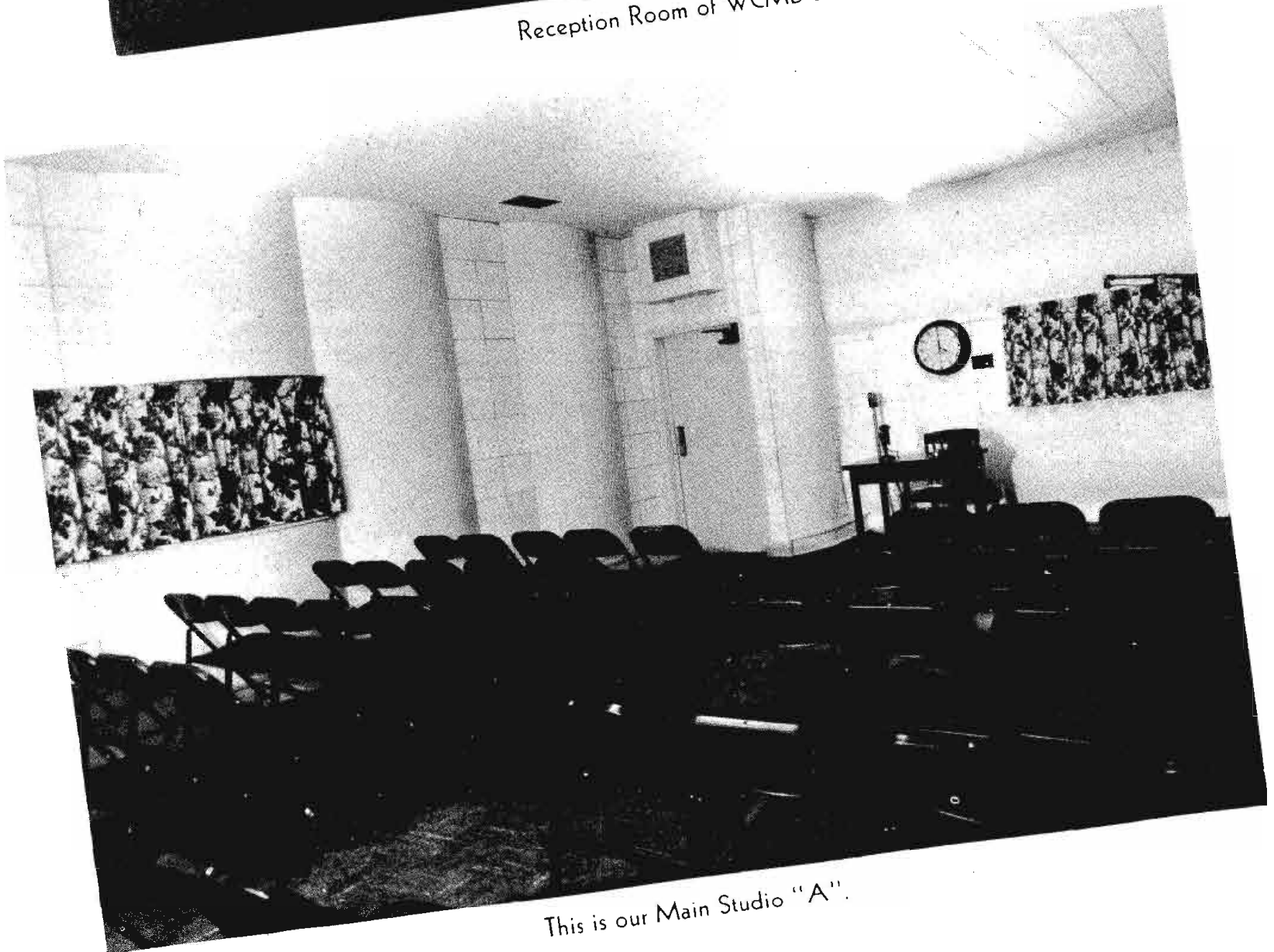




# A VISIT TO WCMB'S



Reception Room of WCMB Studios.



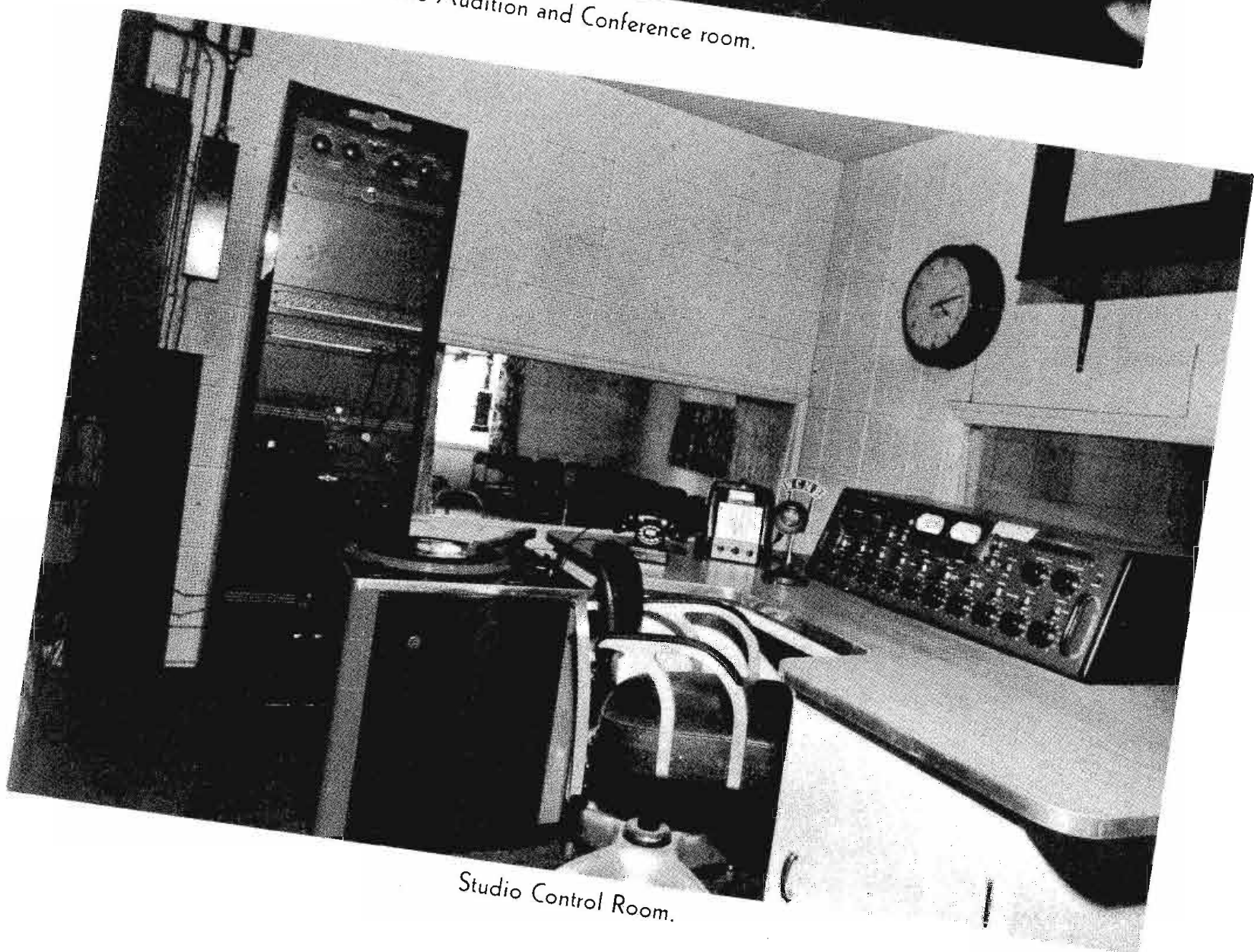
This is our Main Studio "A".



# FINE NEW STUDIOS



*The Audition and Conference room.*



*Studio Control Room.*

**AND THE PEOPLE WHO WORK THERE . . .**

# YOUR MUSICAL MINUTE MAN



Greeting each dawn with a yawn is the WCMB early bird, Jim Mariso who gets a head start on his listeners by preparing ahead of time his popular wake-up program, "Musical Minute Man."



"Of course, I'll be happy to play that number for you", smiles Jim as he complies with request numbers phoned in by his loyal listeners. In addition to this courtesy, the Musical Minute Man also furnishes his audience with the correct time and latest news.



Rain or shine, Jim makes waking up much easier in the Harrisburg area. Actually, the Musical Minute Man gets accurate weather information for his fans direct from the U. S. Weather Bureau.





Dorothy Gardiner, the personable Woman's Program Editor for WCMB, is in charge of the "Homemaker's Clinic", her daily broadcasts for the housewives in this area.



Informal interviews with people of interesting vocations add appeal to the Homemaker Clinic program. Lucille Wallower, Harrisburg author of "Chooky", "The Roll Of Drums" and other children's stories tells Dorothy Gardiner and her WCMB listeners how she happened to take up writing as a career.

*For the Ladies* **WCMB** *Presents . . .*



Sally Harris is a veteran newspaper columnist with over 25 years experience in this field. Her WCMB "Column Of The Air" tells of the goings and comings of interesting local people, many of whom she has known for many years.

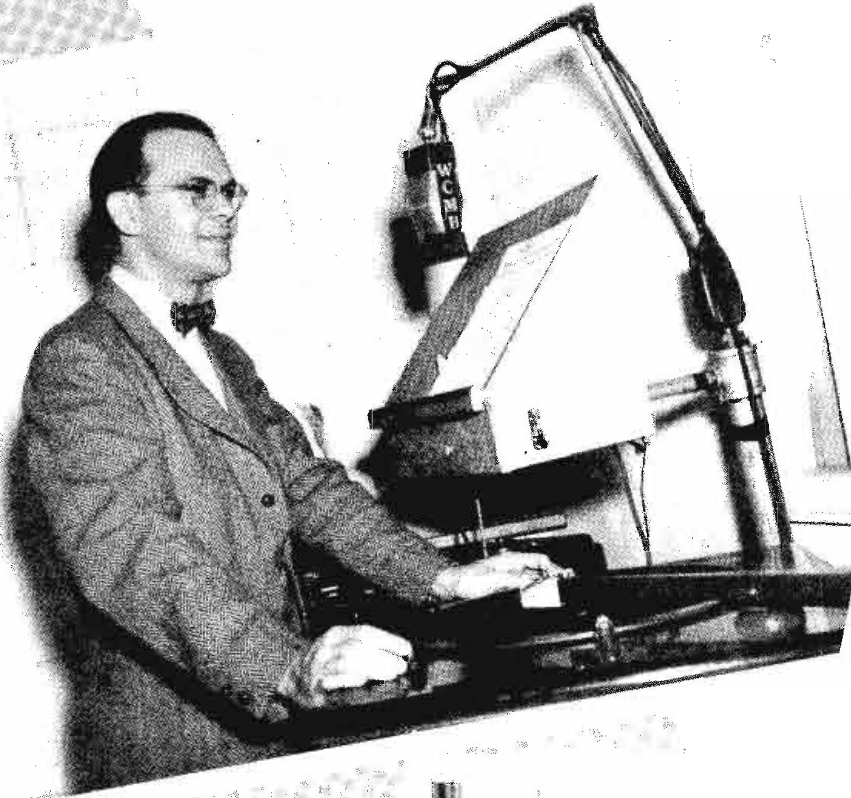


Worthwhile prizes galore are in store for the ladies when John Archer invites them to his "Studio Party", a daily feature on WCMB. Lucky guests are awarded prizes for answering questions and fortunate listeners are rewarded with a half hour of good fun.



... OUR

# ANNOUNCERS



**DON JACOBS,**



**JOHN ARCHER**



**TOM BENDER**



**GORDON JONES**



**JIM MARISO**



# STAFF



**MARCELLA ZLOGAR**, Traffic Manager and Executive Secretary



**HARRIETTE ROTHMAN**, Continuity Chief



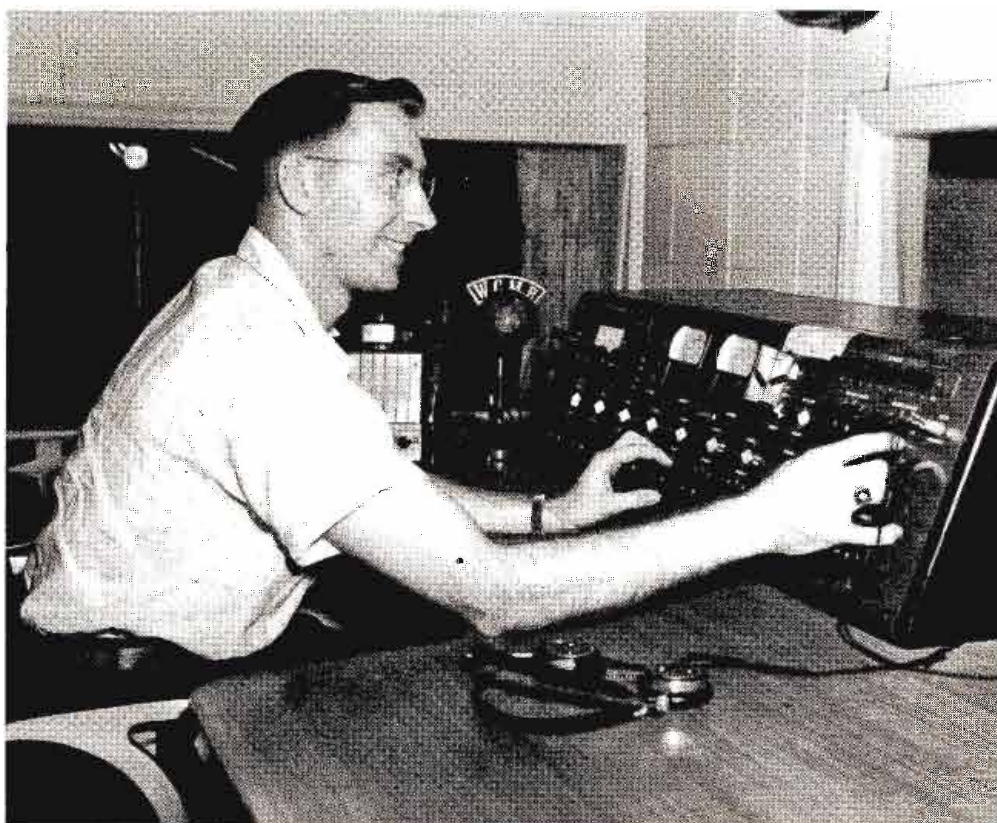
**MARIANNE FRY**, Receptionist



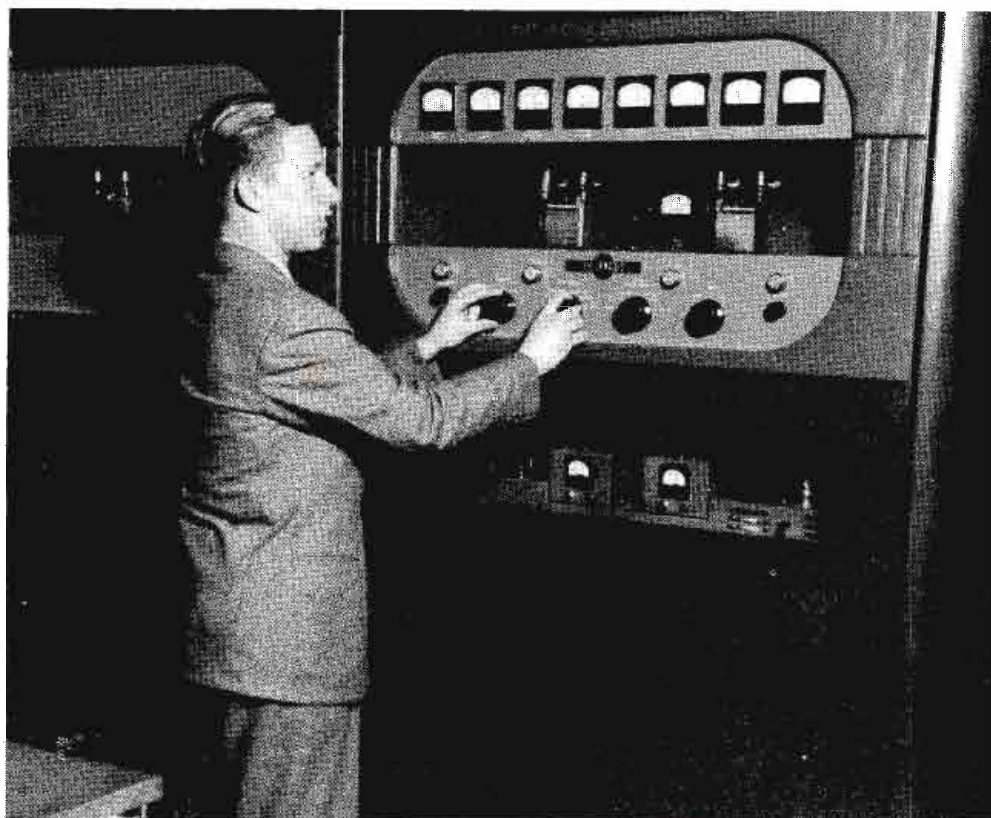
# WCMB TECHNICIANS ON THE JOB



**JOHN LYTER**, Assistant Chief Engineer



**DICK KERLIN**



**EARL HOCKER**



**JIM WOOD**



# REPORTING THE RURAL SCENE



Rural housewives, too, come in for their share of broadcasting when WCMB takes its microphone out to the farm to obtain the woman's angle on modern farming.



Home Economy Extension Representatives, Mrs. Dorothy Jones of Cumberland County (left) and Mary Jane Mickey of Adams County discuss homemaking problems on their regular appearances in the WCMB studios.



An example of the thoroughness with which WCMB Farm Reporter, Gordon Jones, goes about his job is this typical interview with one of his farmer friends right in the field.



Vital agricultural information and advice is offered by County Agents from surrounding areas. Pictured at the WCMB microphone above are (L to R) John Fogel, Ass't. agent for Cumberland County; Irvin Galt, County Agent Cumberland County; L. F. Rothrock, Perry County Agent; and Sherk Frommeyer, Dauphin County Agent.



4H clubs from surrounding counties make regular mike appearances in the WCMB studios. Here is the Hogestown Community Club 4H club presenting their own program.





The U. S. Navy and Marine Corps also come in for their share of recognition when Chief Petty Officer Forgo of the Navy and Sergeant Hunter of the Marine Corps discuss with announcer Don Jacobs their respective branches of service for the benefit of WCMB listeners.



The friendly, informal manner in which Dr. Wm. J. Ross (right) Educational Director of the Harrisburg City Park Department, presents his "Garden Talks" has made them most popular with WCMB audiences.



# WCMB - SERVING THE



WCMB pitches in with Uncle Sam to obtain recruits for the armed forces. Here Sergeants A. Y. Hutson and George W. Lutz discuss various phases of the United States Army and the United States Air Force training schedule.



"Supplies Package" explains the myriad functions performed at the United States Naval Supply Depot, Mechanicsburg, Pa., one of the largest in the world. Rear Admiral J. Ball, SC, USN, Supply Officer in Command is shown at the WCMB mike with other officers and personnel who participate in the program.





Spreading the eternal word and for the benefit of those unable to attend, WCMB broadcasts every Sunday the complete services of one of the churches in their area. All Faiths are represented in the WCMB weekly schedule. INSET, Rev. D. F. Mowrey is one of the several ministers representing various religious creeds that appear on the daily inspirational period "Thought For Today."



Army Day was celebrated on WCMB with a talk by Col. Charles A. Hoss, QMC, Post Commander of the U. S. Army General Depot located in nearby New Cumberland, Pa., one of the regular broadcasts WCMB originates there.

# COMMUNITY INTEREST



It was a memorable day for the ladies of the Cane Club (octogenarians all) when they were Dorothy Gardiner's guests on the WCMB "Homemakers Clinic" and later for tea with Governor of Pennsylvania Duff and Mrs. Duff (center).



Patriotic and inspiring in theme, the "Chaplain School Round Table" is prepared under the supervision of Chaplain Arthur Peipkorn, Commandant of the Chaplain School, Carlisle Barracks, Pa. Taking part in one of the airings of the feature are (L to R) Chaplains Sherry, Scharlemann and Maxwell.



# WCMB PUTS YOU



As they come OUT of the air, Tom Bender puts them ON the air! The Harrisburg Airport is just one of the unusual places visited by the WCMB "Keyhole Mike" in its search for interesting people to present to its audience.

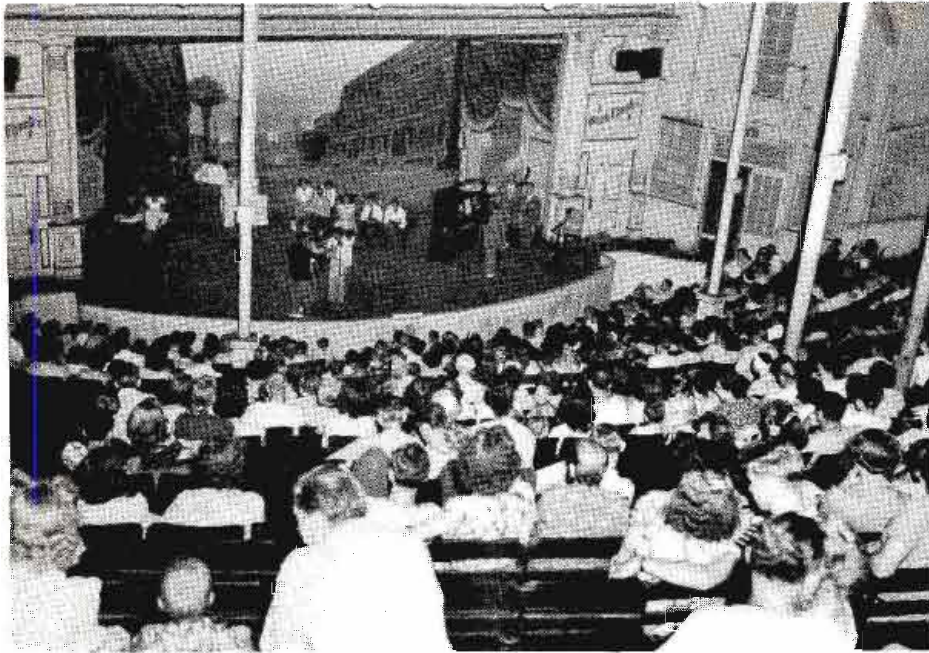
From Middletown, Pennsylvania, the Kenny Shaffer Trio is spotlighted in their own program of distinctive arrangements of the tunes most popular with their large WCMB fan following.



Listeners get right in the swim of things too, via the WCMB "Keyhole Mike", as Tom Bender picks up the Red Cross Learn-to-Swim programs sponsored by the Lemoyne Police Department.



# RIGHT *On-The-Spot*



Hershey Park, one of the nation's finest amusement parks, is the scene of the WCMB "Hershey Park Amateur Jamboree" on which gifted folks from all parts of Central Pennsylvania covered by the station's listening area take part. They are thus afforded the opportunity of gaining valuable radio experience while "doing their stuff" for their radio audience, as well as . . .



. . . the huge crowds who jam the park to see them perform.



Visiting celebrities to Harrisburg usually find their way to WCMB studios. Here is Vaughn Monroe, popular bandleader, being greeted by the president of the Harrisburg Chapter of the Monroe Fan Club.

Tots and teen-agers alike, display their talents on the Willow Mill Park Juvenile Program for the park crowds, where the show takes place, as well as the waiting radio audience.





# THE FINEST LOCAL PROGRAMS —



As John Archer goes travelling with his "Market Basket Quiz" mike to grocery stores all over the WCMB listening area, lucky lady shoppers he encounters beam with pleasure at the sponsor's gifts of groceries they receive for answering John's queries correctly.

The Oklahoma Travelers take to the melody trail over WCMB regularly and when they do listeners are on the receiving end of real Western music and song offered in the style typical of the open range. The gang gets better acquainted with their faithful following by making personal appearance tours everywhere in this area.



Recently Dorothy Gardiner, WCMB Woman's Program Editor awarded the WCMB "Mother of the Year" (second from left) her title. To participate in the ceremony, the Pennsylvania State Mother of the Year (third from right) was on hand to offer best wishes and congratulations.



# ON YOUR OWN LOCAL STATION

The Sons of the Plains are always happy when they are presenting their own special style of Western Music for their good WCMB friends. Every week they receive hundreds of letters from their fans who get a chance to see, as well as hear, them on their many public appearances in this section.



The unique artistry of veteran broadcaster, Carl Henke, adds a bright note to the daily schedule of WCMB programs as he masterfully blends the tones of organ and piano on his regularly heard air shows.

Whenever the Silver Dollar Man appears with the WCMB microphone on Market Street in downtown Harrisburg (as he does six times each week), folks gather. For correct answers to questions they receive silver dollars from the program's sponsor.





# ALWAYS A GOOD SHOW



Elliot Lawrence and his distinctive orchestra heard on "Today's Bandstand."



Art Mooney and his orchestra entertain regularly on the WCMB "Art Mooney Serenade."



New customers in the role of listeners are brought to the WCMB "Song Shop" by Evelyn Knight's intimate singing style.



The Duke keeps 'em spinning as he selects top tunes for his five-times-a-week "Duke Ellington Show", a WCMB feature.



A real hit with the WCMB fans is "Cugat and His Guests" presided over by Xavier Cugat himself.



# AT NINE-SIX-0H



One of the newest stars on the musical horizon is gaining new listeners every week on WCMB. It's Vic Damone, youthful singer heard on "The Voice of Vic Damone."



The golden voices of the Deep River Boys lend charm to traditional "Songs of the Southland", a regular WCMB headline show.



Al Goodman is noted for his concert arrangements which his orchestra plays on the "Summer Serenade" and other WCMB programs.

A legend with WCMB audiences is "Reminisce" with Singin' Sam" starring Sam himself aided and abetted by the Mullen Sisters and Charlie Magnante and his boys.



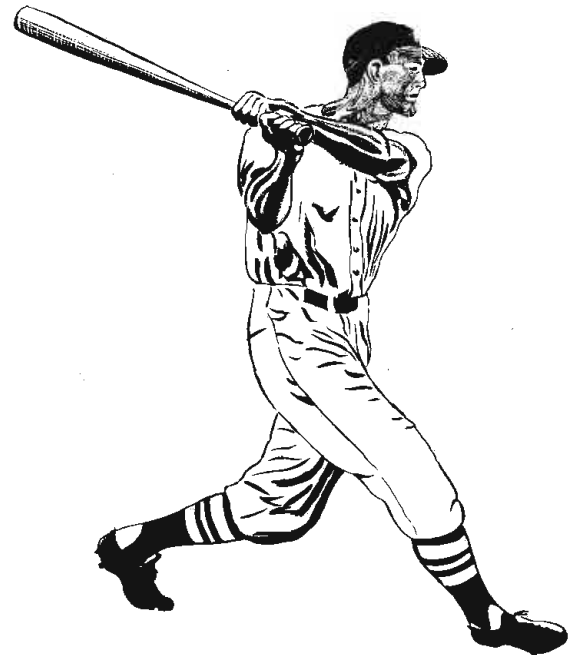
Mindy Carson sings both "sweet" and "hot" to the complete satisfaction of her thousands of listener-fans on WCMB.



# WCMB PUTS THE ●



**BYRON SAAM**



Byron Saam and Chuck Thompson, experts in their field, present for listeners a big league baseball game every day over WCMB and the Atlantic-Sealtest network. On Sundays, there's a double header. All the Philadelphia Athletic and Phillies games are reported, as well as thrilling re-creations of big league games in leading cities when there are no Philadelphia team games scheduled. Every day is a big league day on WCMB!

**CHUCK THOMPSON**





# SPOTLIGHT ON SPORTS



WCMB Sportscaster Gordon Jones gets some first hand "dope" on the pre-season activities of the Harrisburg Senators by visiting them at their training camp in Suffolk, Virginia. Sports fans are kept advised of the Senators progress on WCMB's program, "Harrisburg Senators News" which also brings team members before the mike for special interviews.

The "Sportscope" with Gordon Jones, does just what its name implies — offers wide coverage in the scope of sports news, hunting and fishing information, baseball scores, in fact every major sport is represented. Special interviews like this one with Duke Maronic, Philadelphia Eagles Professional Football lineman, add spice to the broadcasts.



Midget baseball from neighboring Camp Hill, Pennsylvania, is every bit as thrilling as its big time counterpart, especially when reported by WCMB.





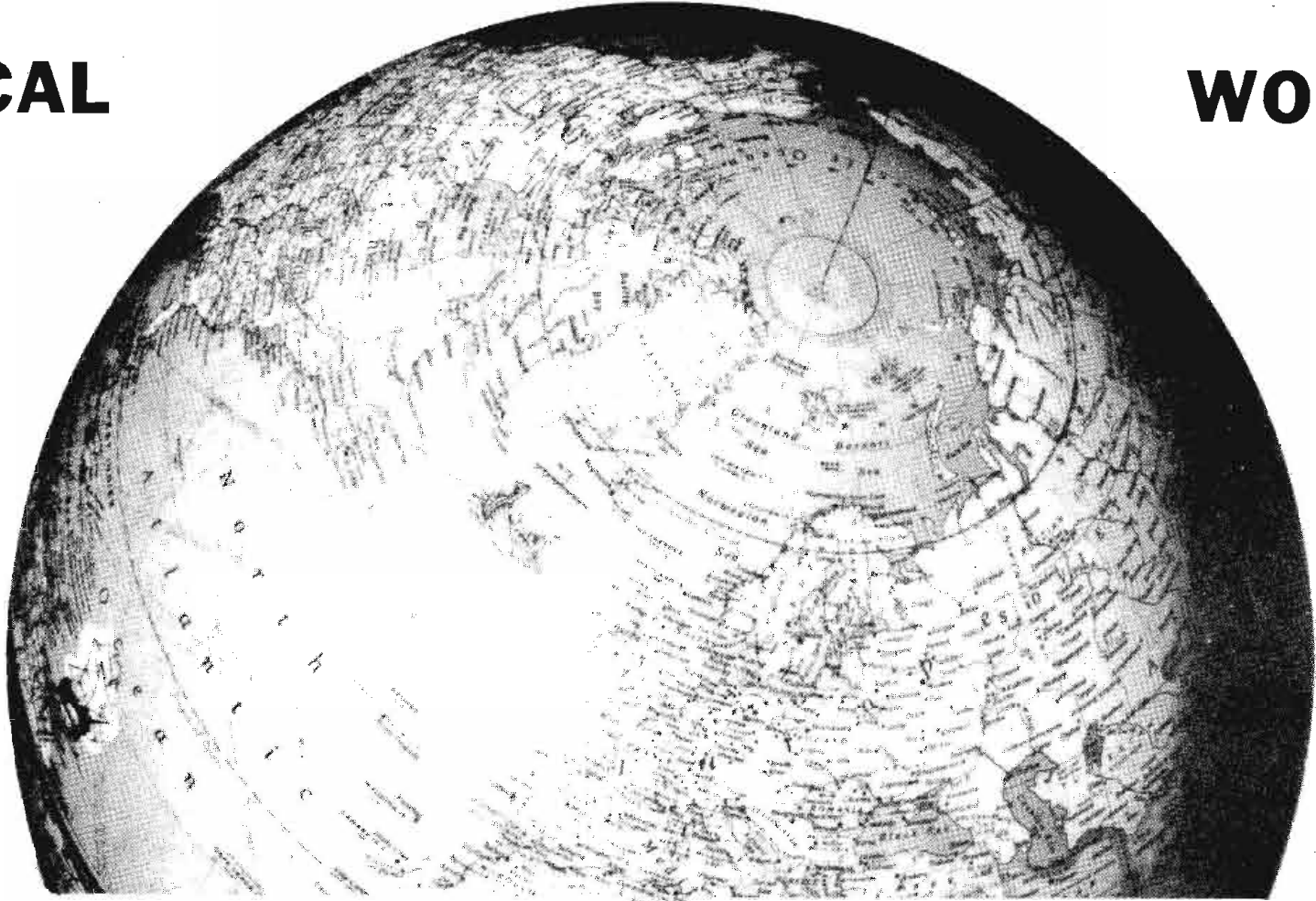
# WCMB COVERS THE NEWS FRONT

## NATIONAL

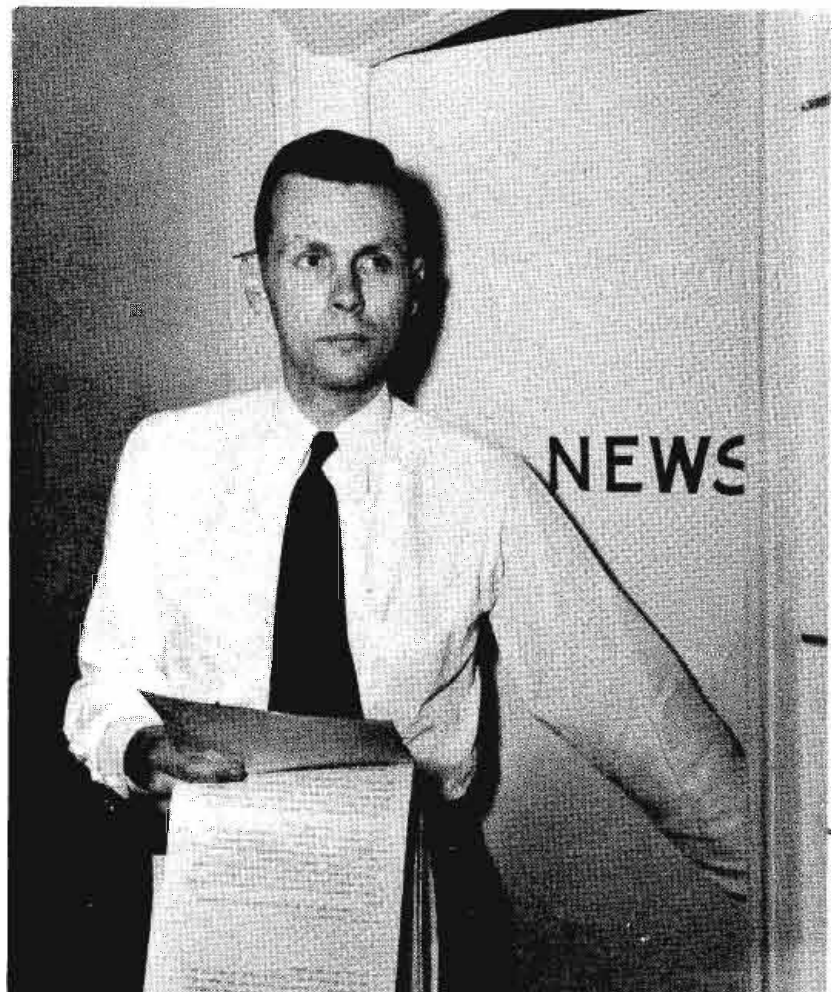
Doing its share to keep Americans the most informed people in the world, WCMB covers the news with accurate, comprehensive and frequent broadcasts. All inclusive in its service, WCMB reports happenings on the local, national and world scene.

## LOCAL

## WORLD



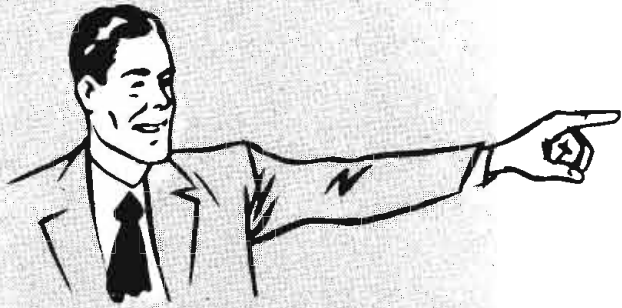
As the news events come ticking into WCMB over the wires of the Associated Press they are carefully edited by Tom Bender before being broadcast. Two of the several newscasts Tom does are "Noon Edition" and "Local Edition."



With a handful of bulletins just received in the WCMB newsroom, John Archer is on his way to the studio to air the news to his waiting audience. Among other news periods, John is heard on "Carlisle News" and "Five Star Final."



# Radio's Own SLANGUAGE



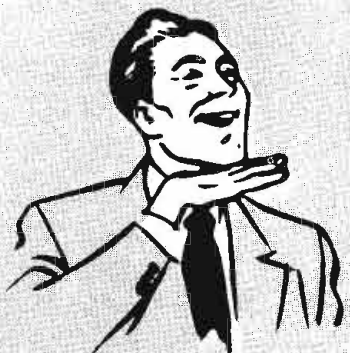
Take it—you are on the air!

DURING THE PAST 25 YEARS of operation radio has become a well known and prominent name throughout the world. Familiar as it is to the people, little is known of the "behind the scenes" activities such as the language which has been acquired by the radio people. Many of the words in this language have been borrowed from the theatre or from the business world. Still others have found their origin from actors, announcers and engineers in the radio studios. Below is a list of the more frequently used expressions, along with pictures depicting various hand signals used in getting your favorite program on and off the air.



Step back—you are too close to the microphone.

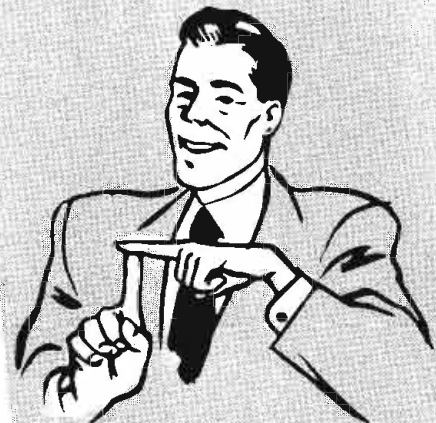
- SPOT or PLUG — a commercial announcement paid for by a sponsor.
- HITCH-HIKER — an announcement advertising one of the sponsor's other products at the end of the regular program.
- COWCATCHER — the same as a HITCH-HIKER except that it is heard at the beginning of a program.
- DISC, PLATTER or BISCUIT — an ordinary record which runs at a speed of 78 revolutions per minute.
- TRANSCRIPTION — the same as a record except that it is played at a speed of 33 1/3 revolutions per minute. An entire 30 minute show can be played on a recording of this type.
- DISC JOCKEY — an announcer whose job it is to select and introduce records and transcriptions for a "record show."
- FLUFF — a verbal mistake made by an announcer or actor while on the air.
- BOARD — the console or instrument panel.
- CUT or KILL — to omit a certain portion of the program.
- COFFEE POT or LIGHT BULB — a radio station having little power or wattage.
- STRETCH — to make a program run longer than originally planned.
- FILLER — an announcement or piece of music added to a program in order to fill out its allotted time.
- RIDE GAIN — to control the volume of voices or music before they are sent out over the air.
- THEME or SIGNATURE — the music or sound effect which identifies a program.



Cut this—it must be omitted.



Well done — a good show!



Play the theme or signature music.



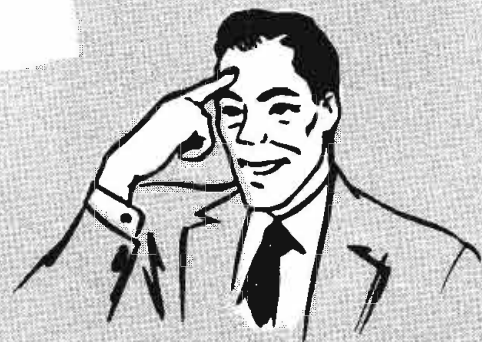
Step closer to the microphone.



On the nose — program is running on schedule.



Speed the program up.



On the head — program is finishing on schedule.



# HOW IMPORTANT IS YOUR

# RADIO?

Judging by the number of American homes that have radios, we'd say it's become almost a necessity for a lot of us. We'd say it would probably be pretty hard to get along without a radio these days.

But we've heard a lot of folks say something like this: "Yes, American Radio is doing a mighty fine job — if we could only do away with those commercials." Well now, **THERE'S** a point worthy of some consideration. Let's think about it for just a moment.

Here's how it works. Advertising has been defined as "salesmanship in print — or **ON THE AIR WAVES.**" The more goods that advertising sells, the more are needed to fill the demand. The more goods needed, the more men and women are needed at the factory that makes those goods. In turn, more men and women are needed in related industries that supply raw materials to the factories. It's a never-ending chain that leads to more jobs, better jobs, greater personal security for all. Yes, advertising is the spark-plug of American business today.

And here's another point. Were it not for Radio Advertisers, nearly **ALL** of the programs you hear today could not **POSSIBLY** be presented. The world's **BEST TALENT** is being heard over **AMERICAN** Radio today — at no cost to you! They are being paid by the Advertiser to entertain you. Of course, at the same time, that advertiser is asking you to try his product — that is **HIS** reward. And yet that Advertiser is allowed only about **THREE MINUTES** out of every **HALF HOUR** of broadcast time in telling you about his product. That leaves approximately 27 minutes out of every 30 for American Radio to devote **ENTIRELY** to entertaining **YOU**.

So when you **HEAR** commercials on the air, remember — advertising is making your home **MORE SECURE** and at the same time it's bringing **YOU** the greatest entertainment the world has to offer — at so **LITTLE** cost!

Of the 37,600,000 homes in the United States —

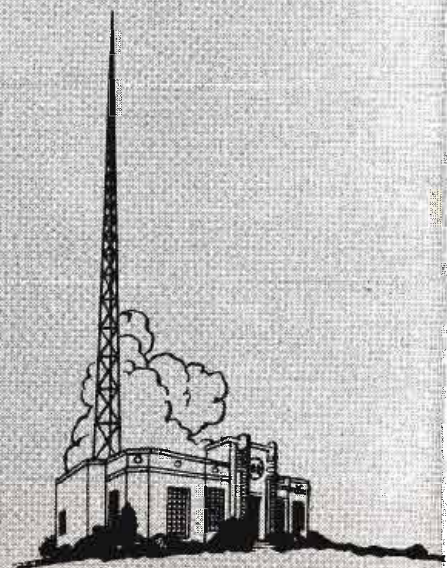
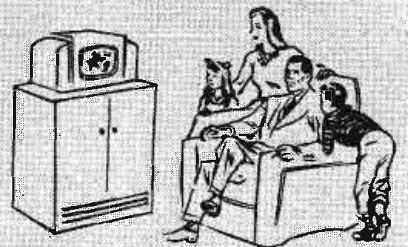
35,878,000 have Cooking Facilities  
33,998,000 **HAVE RADIOS**  
33,356,000 have Electric Lighting  
29,543,000 have Running Water  
25,953,000 have Flush Toilets  
24,587,000 have Bathtubs  
18,188,000 have Central Heating

Average of daily listening per family is on the basis of surveys, upwards of five hours; somewhat higher averages have been found in rural areas.

100,000,000 people heard the Roosevelt-Dewey election returns on the night of November 7, 1944.

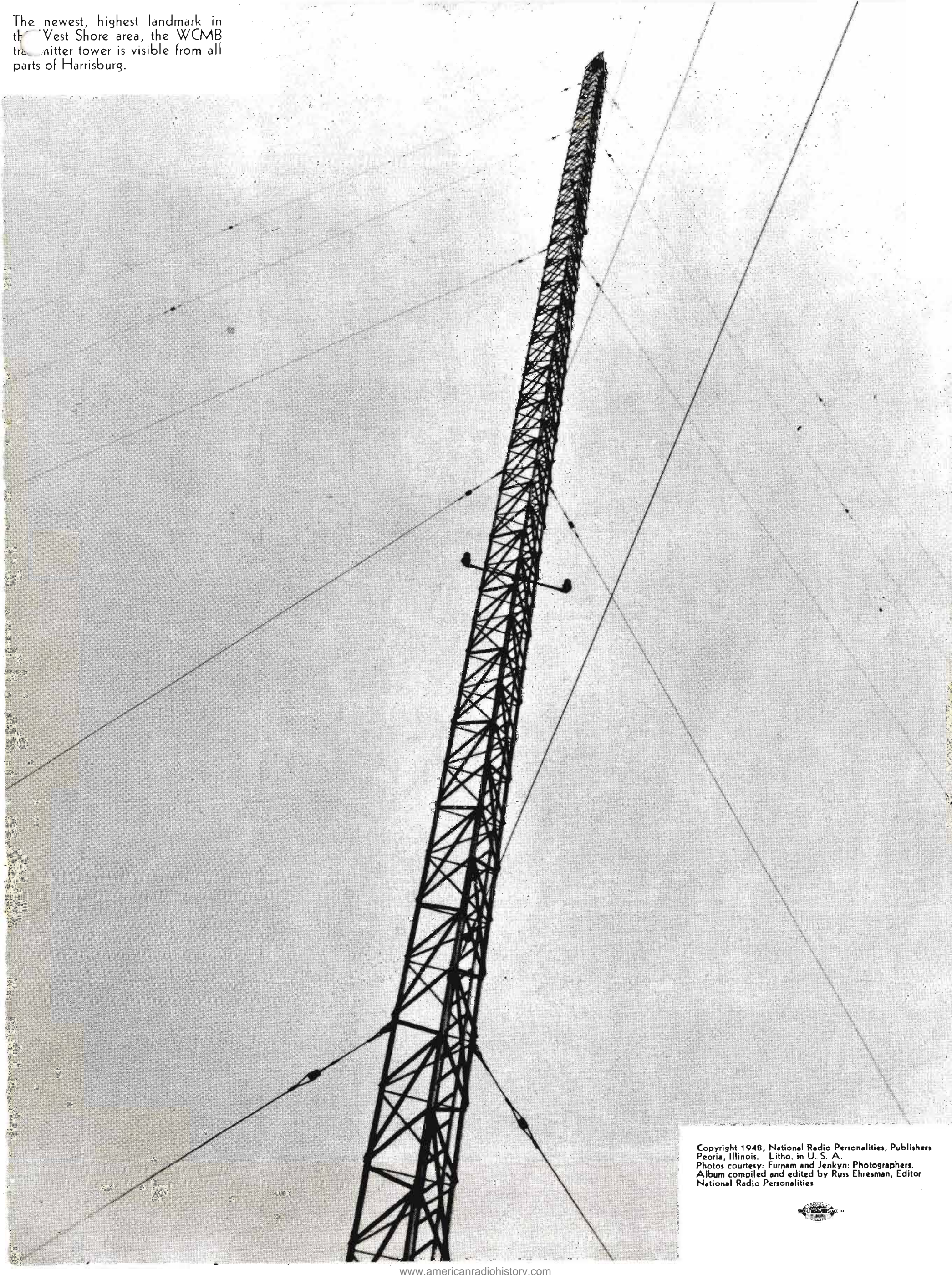
The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

The audience for a single top network program (37,000,000) approximates the admissions to all stage plays in New York for the last three above-normal years.





The newest, highest landmark in the West Shore area, the WCMB transmitter tower is visible from all parts of Harrisburg.



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Peoria, Illinois. Litho. in U. S. A.  
Photos courtesy: Furnam and Jenkyn: Photographers.  
Album compiled and edited by Russ Ehresman, Editor  
National Radio Personalities







**960**  
**on your dial**