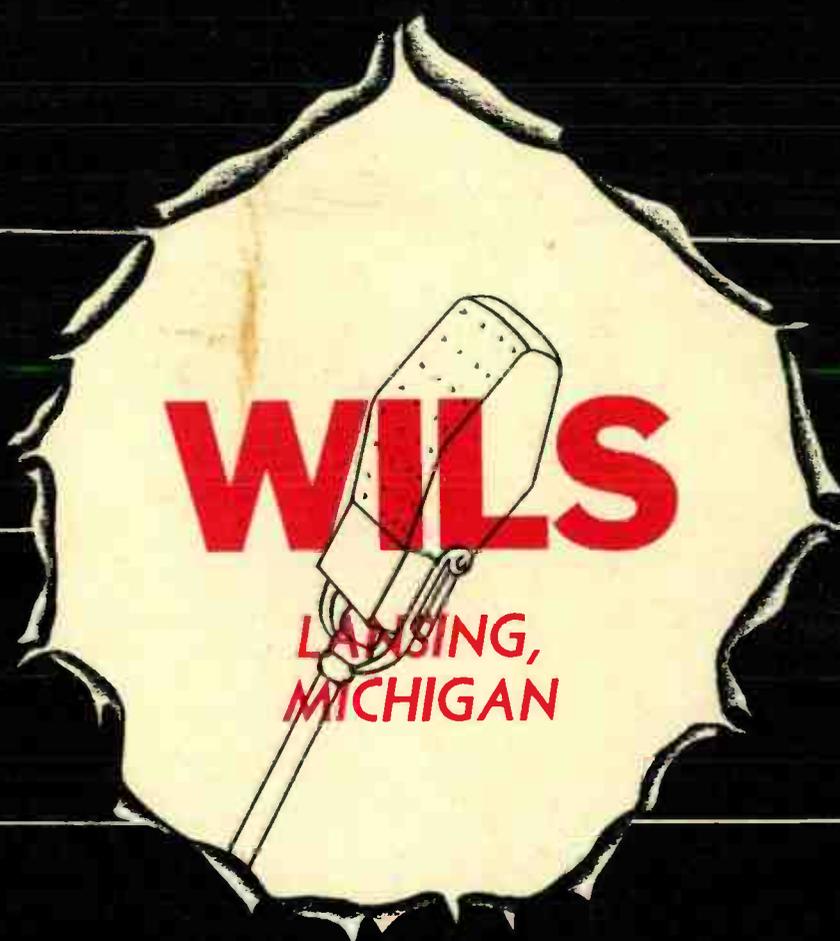


GOING FORWARD

As Presented by

**WITH
RADIO**



WILS

**LANSING,
MICHIGAN**

**1430
ON
EVERY
DIAL**

Mutual Network

A Message from
W. A. POMEROY
General Manager
of WILS



WILS

Lansing Broadcasting Company

• 487 0811 N. Washington Ave
• Lansing 30, Mich
• Telephone 2-1

June 13, 1947

W. A. POMEROY
General Manager

Dear Listener:

We at WILS are happy to cooperate with the editors of "Going Forward With Radio," and with your Local Dealer in presenting this booklet.

We hope that you will enjoy the brochure, and that through it you will become better acquainted with our staff and our programs.

WILS will continue to serve you with a well-balanced service. We recognize as a pleasant task our duty to entertain you and keep you well-informed on community events, as well as national and international affairs. Public service will always be our watchword!

Sincerely,

AFFILIATED WITH THE MUTUAL BROADCASTING SYSTEM 1430 KC



500 WATTS

Compliments of:

COMPLIMENTS OF

LAPP HARDWARE & ELECTRIC CO.

A complete line of GENERAL HARDWARE,
PLUMBING, ELECTRICAL SUPPLIES AND
FIXTURES, SPORTING GOODS & TOYS
COURTEOUS SERVICE ALWAYS

DONALD ICKES *Props* CLARE WHEATON

Copyright, 1947, National Radio Personalities, Publishers, Peoria, Illinois. Photos taken by George Brendel. Lansing photos, courtesy Lansing Chamber of Commerce and Park and Cemetery Commission. Aerial photos by Abrams Aerial Survey Corp.
This brochure compiled and edited by Thomas B. Tull, Editor, National Radio Personalities.

Library
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A Quarter of a Century of Broadcasting

in

America



The completion of the first 25 years of the American system of broadcasting has now been marked. Radio was not, as you might say, "discovered" in 1920. Experiments had been going on for a number of years.

.. In 1920, however, radio ceased to be an experiment and became a permanent adjunct to life in America. How permanent and how much of an adjunct remained to be seen, but it was in 1920 that broadcasting as we know it today was born—with the realization that here was a great instrument of public service.

... In 1922, two years later, radio advertising began, with the acceptance by station WEAJ, New York City, of commercial copy from the Queensboro Realty Company—and America may be everlastingly grateful that such a vital medium of mass communication gained early support from advertising, which insured its freedom and placed it alongside our free press as another guardian of the rights of people.

.. Today there are more than 900 broadcasting stations in the United States. There is scarcely a spot in the nation where one or more of them cannot be heard.

.. These broadcasting stations range in power from 250 to 50,000 watts. They operate on wave lengths ranging from 550 to 1600 on the dial. Obviously, some stations have to operate on the same wave lengths and either shield one another or operate on low power because 900 powerful stations could not be crowded into approximately 1,000 spaces on the dial. There would be wholesale confusion, with interference ruining every program on the air.

.. Radio engineering is responsible for the near flawless reception of radio programs today, with the radio dial crowded to capacity. Miracles have been performed which parallel the invention of radio itself.

.. Personnel in radio, although not great from the standpoint of numbers, has always presented a problem from the standpoint of training and natural talent. Approximately 25,000 people are employed in the broadcasting industry in America. Thousands more could be added by taking in those who are employed in the medium of radio, that is, producing shows for advertising agencies, making transcriptions for broadcast purposes, writing for radio, representing stations and otherwise earning a living from radio work.

.. Accessibility is one of the more obvious characteristics of radio. Once the initial investment has been made, the radio set is always there—in the home, family car, lunch room, hotel lobby and club car. It can be turned on with a flick of the wrist. It can be tuned from station to station with a twist.

.. The full significance of this ease of listening becomes evident when you realize that today more than 31,000,000 homes are radio-equipped—that radios are more widely used than almost any other commodity.

.. A generation or two ago, life was relatively simple—people understood what was going on in their communities, and some understood what was happening in the country as a whole. Beyond that, most people knew little and cared less.

.. But today, because of radio and other rapid means of communication, the world is crowding in. People are bombarded daily with information about what is occurring all over the world. Most people are interested in these events because they realize that, in the long run, they can affect life in their own communities.

.. Radio has come to mean more to them in recent years. They have a different conception of its mission in the world. They have heard it do terribly important things. It has taken them to inconceivable places, brought them voices and personalities who are changing the shape of the world.

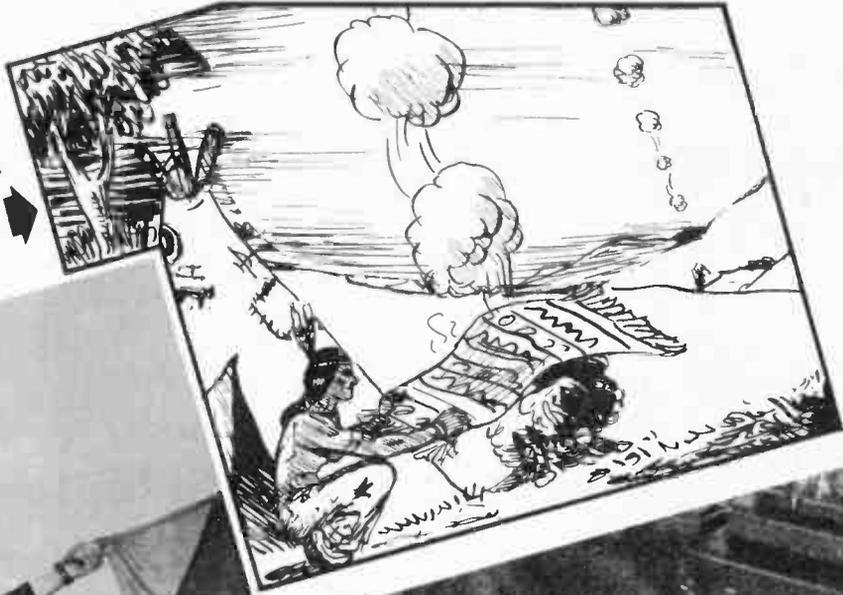
.. Assured of economic support by the free enterprise system of America and acclaimed by the public, radio will expand its service into many fields. New types of broadcasting—facsimile—television—all may flourish after the war.

.. The story of radio is the chronicle of American life and times during the past quarter century. Where radio has gone, what it has reported, the personalities and events it has brought to the people, are the popular history of a great American era. The re-enactment, and in many cases the actual rebroadcast of these stirring episodes will stand without equal as an appeal to the patriotism of all Americans.

*J. Harold Ryan,
former President National
Association of Broadcasters*

"Transition in Communication"

The earliest form of communication:

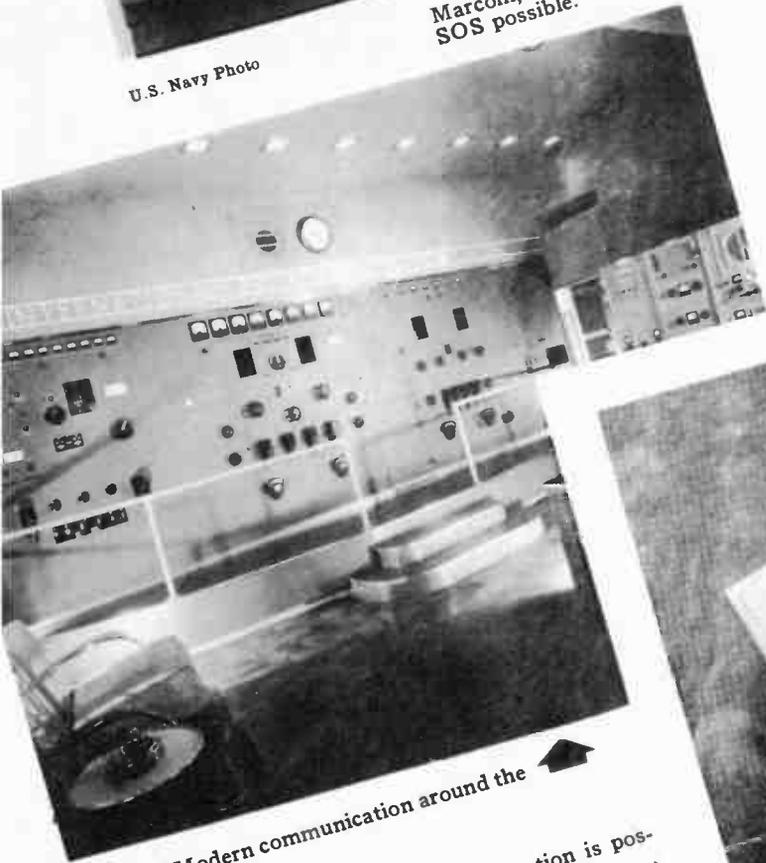


Sailor wig-wagging with semaphore signaling.



U.S. Navy Photo

Marconi, the man that made the SOS possible.



Modern communication around the globe.

Now sight communication is possible with Television.



"Transition In Lansing"



First State Capitol Building, a two story frame structure built between April and December, 1847. The major portion of the materials with the exception of the hewn frame came from Jackson and Detroit. The building was located where the Masonic Temple now stands.



This is Lansing many years ago, showing the intersection of Michigan and Washington Avenues.



Corner of Michigan and Washington Avenues looking North on Washington at a period shortly after 1900. At the left can be seen an early express wagon, while at the right are old cars of early vintage, and in the center an early electric street car.



The building in the foreground was located at the southwest corner of Allegan Street and Washington Avenue. The Woolworth Building now stands on this site. This building was erected between 1871 and 1897 and was used as a temporary state office building while the present capitol was being built.



An aerial view of Lansing as it looks today!

This Is Lansing--



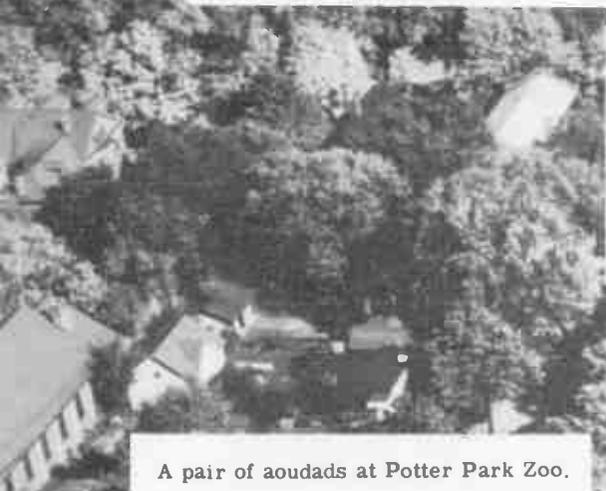
Entrance to Durant Park.



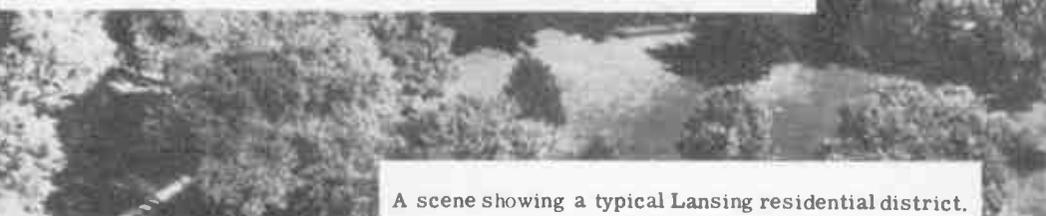
Skating in Bancroft Park.



The Michigan State Capitol Building.

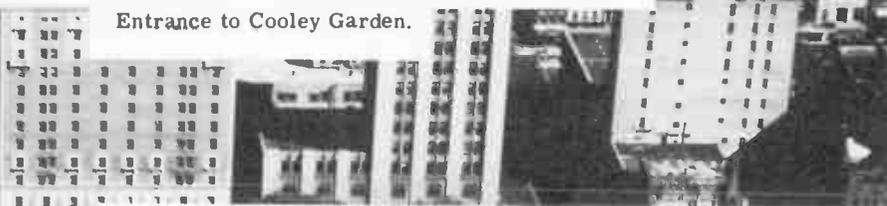


A pair of aoudads at Potter Park Zoo.



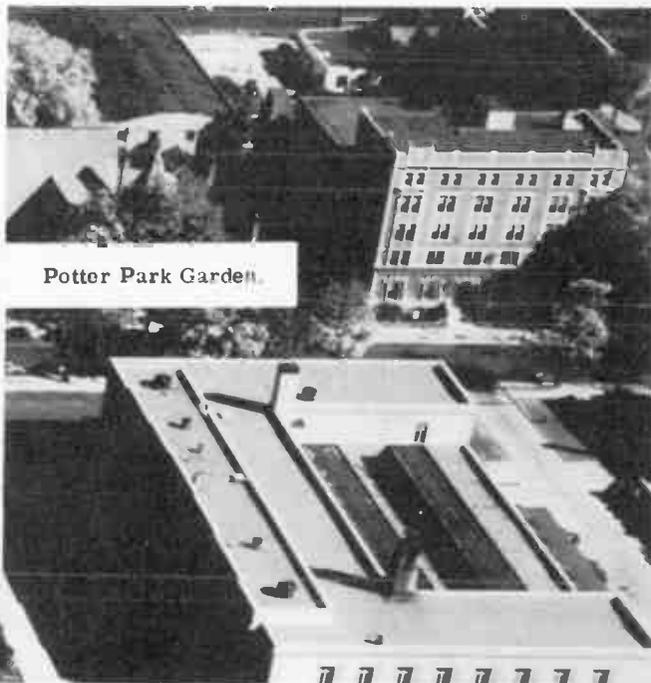
A scene showing a typical Lansing residential district.





Entrance to Cooley Garden.

A view along the winding Cedar which separates Michigan State College campus from the College farms.



Potter Park Garden.

J. W. Sexton High School.

Downtown Lansing as seen from the bank of the Grand River.





The studios of WILS are located at 407-11 North Washington Avenue.



And there to welcome you is MARGUERITE BROWN, studio receptionist.

We'd Like To



**W. A. POMEROY, President
and General Manager**

WILS had its actual beginning during the recent war. W. A. POMEROY and his brother, J. C. POMEROY, who were both in the service, talked about the idea whenever they could get together. It had long been felt that Lansing, a city of over 100,000 people, had definite need for more than one radio station. It was not until the spring of 1946, when both men returned to civilian life, that work actually began on obtaining a license for the new station.

After several months of preliminary work, the applications were completed, and a period of waiting was entered into. Then, on October 17, 1946, word finally came from the F. C. C. that a construction permit had been granted and intensive work began on construction of the necessary quarters. There were many, many pieces of special equipment to obtain to insure the smooth operation of the station; experienced and highly competent personnel were rounded up; countless details too numerous to mention were attended to, one by one. Finally, after considerable delay caused by extremely bad weather encountered during the erection of the WILS tower, things were ready to go. The station went on the air with its first broadcast February 19, 1947.

WILS is dedicated to public service and to providing the best possible entertainment to its listeners. Having passed its period of infancy, the station enjoys great popularity, and has risen to a place of prominence in central Michigan.

Introduce Our Staff

JOHN C. POMEROY



**Chief Engineer and
Secretary-Treasurer**



O. S. JONES
Auditor and Traffic Manager



BOB CLAYTON
Program Director

MARTHA MUELLER and client
Sales



C. W. OTTO II
Sales



The gang in the back room seem to be having a busy day!

RICHARD BRENNAN
Sales

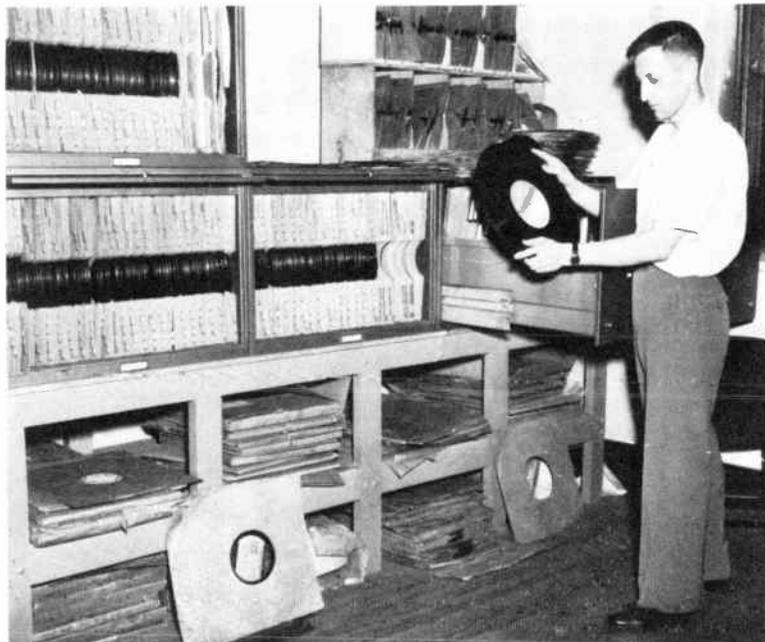




MARY LINN
Secretary to General Manager



ELAINE JUDGE
Traffic Department



ROBERT MAUNDER
Music Librarian

Announcers



ALEX DILLINGHAM



BILL SORRELL



CHET BEAR



BUD KAUFFMAN

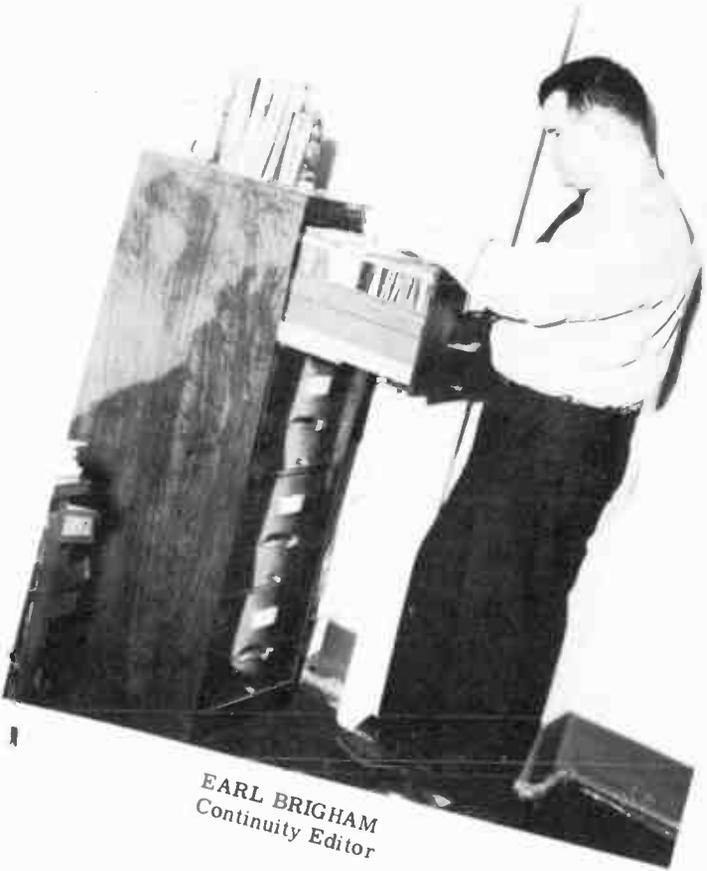
Writers



LEE TUTTLE



PAGE HELDENBRAND



EARL BRIGHAM
Continuity Editor



JOE GREENHOE

Lansing Hears World-Wide News Via WJLS!



One of the most peculiar "Firsts" in radio came about when the Pollack Brothers Circus moved into Lansing. Special Events Announcer BUD KAUFFMAN climbed aboard the elephant's back to bring WJLS listeners the first broadcast of its kind in radio history.



These nationally famous commentators are on hand through out the week to bring WJLS--Mutual a well-balanced analyses of world news.



Typical of WJLS coverage of events of civic interest is this pick up of remarks by participants in the annual American Legion Wolverine Boys State.



Another broadcast of special interest to Lansing listeners was that of the city's annual Decoration Day parade.



Before a WJLS newscast goes on the air, it must be carefully edited in the newsroom in order to insure a clear, concise picture of happenings around the world. Pictured above is News Editor ALEX DILLINGHAM.



During the flood as well as other special events, much of the broadcasting is done from the air. BUD KAUFFMAN, wire-recorder in hand, is shown mounting the plane.

In The Pu



"What's Your Opinion" is broadcast every Wednesday evening over WILS in cooperation with the Lansing Junior Chamber of Commerce. Professor CHARLES HILL, Moderator of the program, is shown here with four guest participants. They are: (left to right) J. F. YEAGER, Assistant Executive Secretary of the Michigan Association of Farmers' Cooperatives; AL RIGHTLEY, in charge of cooperatives for the International UAW-CIO; PROF. HILL; ARCHIE B. MILLARD, president of the Michigan Tax Equality Commission, Inc., JOHN B. DAVIDSON, prominent Lansing attorney.

As another public service feature, WILS brings to the microphone JOHN L. HURRLE, Jr., Contact Representative of the Lansing Contact Office of the Veterans Administration.



WILS devotes much of its time to the United States Army Recruiting Service. Shown here with Announcer BILL SORRELL are Cpl. ROBERT AMES (Center) and Cpl. G. CRAWFORD.

Public Interest

Frequently heard over WILS is Michigan's governor, the Honorable KIM SIGLER.



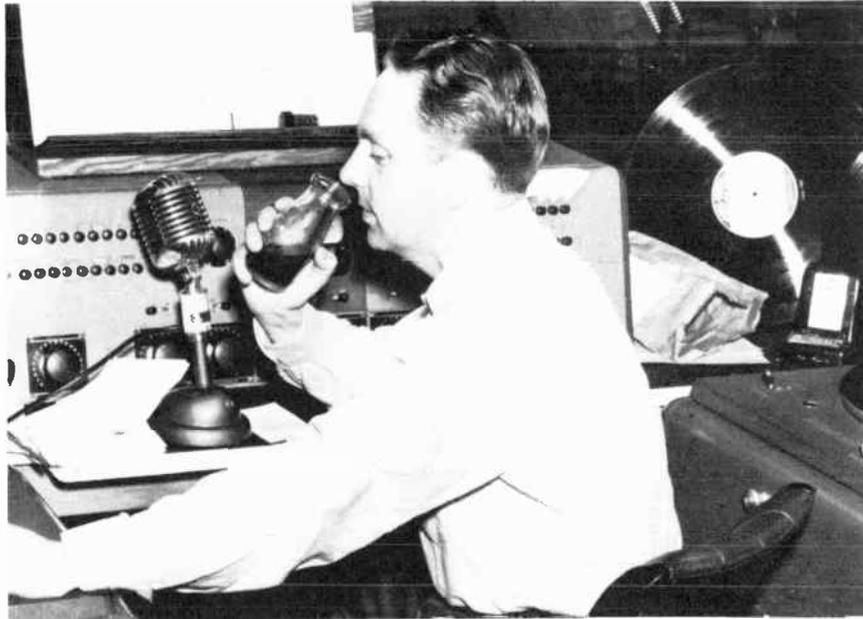
RALPH CREGO, Mayor of Lansing, has been before WILS microphones during several special broadcasts to the folks of Lansing.

The Ingham County Red Cross is doing an excellent job in and around Lansing and WILS is proud to cooperate in bringing news of their services to the public. Shown with LEE TUTTLE is Mrs. C. L. SPRINKLE, Chairman of the Volunteer Special Services of the Ingham County Chapter of the ARC.



From the Studios

Right: Must be time to get up. There's "First Call". Equipped with his daily bottle of coffee, a handful of requests, and some of the nation's top tunes on records, BUD KAUFFMAN gets the day started right for many listeners in the Lansing area.



Music from the classics is chosen each Sunday afternoon by JOAN SHOEMAKER, lovely young soprano.



Right: The newest platters of the day are intermingled with some favorite old-timers to make up the popular "Record Time" show heard Monday through Friday over WILS. The between-platter chatter is handled by emcee ALEX DILLINGHAM.



From the Studios

Western music and folk ballads are featured twice daily except Sunday by BILL SOVA and his Ranch Boys.



Showworld celeb SALLY RAND discourses on the future of the entertainment world, tips to aspiring hopefuls, and circus life. BUD KAUFFMAN listens intently.



News of various civic organizations and their activities become "The Talk of the Town" each Monday and Thursday afternoon, thanks to LEE TUTTLE and ALEX DILLINGHAM. The two are shown doing a special interview with Mrs. WALTER VANCE, Official Lansing Hostess for the Welcome Wagon.

of WJLS...



Mr. LOY LaSALLE, prominent child psychologist and director of Adult Education for the Lansing Public Schools, is heard regularly on "Your Child and Mine."



"Thursday Vespers" are broadcast each week from Central Methodist Church.



Patrons at the popular "New Hut" air their opinions on BUD KAUFFMAN'S "Table Talk" as photographer GEORGE BRENDEL shoots the scene.



Three mornings a week, WJLS takes you to the beautiful "Rose Room" where BOB CLAYTON is on hand to play a few of your favorite memory tunes, and to give away a gift of roses to some lucky Lansing woman.

We Join the Mutual



Blonde, blue-eyed and beautiful MIKE MORAY, newcomer to radio, is the actress regularly heard on mutual's action-packed drama, "High Adventure", a WLS Sunday afternoon feature.



THE WEBSTER TEAM. Jane Webb and Eddie Firestone, Jr. cuddle here as they do every Sunday evening on WLS-Mutual's "Those Websters" show.



WOULD YOU LIKE TO BE QUEEN? If so, we'd like to refer you to Jack Bailey (right). He's Master of ceremonies of WLS-Mutual's popular show, "Queen For A Day."



THE MAN WITH THE HAPPY SMILE and the six-shooter shown above is Curley Bradley. But he is known, especially among the younger set, as the ever-popular "Tom Mix."



ONE OF RADIO'S LEADING ACTORS, Bret Morrison, will return to the WLS-Mutual airwaves again on September 8th as "Lamont Cranston," known to radio listeners as "The Shadow."

Broadcasting System



AWARD WINNER. Kate Smith, who is to receive the Arts and Sciences award of the American Brotherhood of the National Conference of Christians and Jews, is now a regular on WLS and Mutual.



PRIZE PACKAGE. An opportunity to spend a day with Robert Cummings, left, was the first prize recently on a contest arranged by air columnist Erskine Johnson who may be heard over WLS each day, Monday through Friday.

BEN ALEXANDER, Hollywood's distinguished radio and screenstar, is Master of Ceremonies on WLS-Mutual's daily "Heart's Desire" program.



MYSTERY AND INTRIGUE. That's the theme of WLS-Mutual's famous thriller known as "Nick Carter." Nick himself is portrayed by this popular actor, Lon Clark.



FEMME FATALE. As a rule, there's a woman in every story, and beautiful Marilyn Lowe is no exception. She is heard frequently on "The Warden's Crime Cases" over WLS-Mutual.

"Youngtimers"

Each Saturday morning, Station WILS, over a half-hour period, becomes Station CUB. During those thirty minutes, teen-agers from in and around Lansing present the show entitled, "YOUNGTIMERS."



A typical Saturday morning group on YOUNGTIMERS. GEORGE MILROY and POLLY MUILENBERG are at the mike. In the background, left to right, DORIS HUMES, PAULINE VANSTEELENT, PATSY O'BRIANT, JEAN HIAESHUTTER, and IRENE GUINN.



Vocalist JEAN HIAESHUTTER smiles for the camera before filling her next musical assignment. A versatile soloist, Jean can oblige with either popular or the light classical.



Sports and social notes occupy the attention of GEORGE MILROY, of Eastern High, and POLLY MUILENBERG, Sexton. YOUNGTIMERS is only one of George's many activities which have included taking second highest honors in the 1947 State Championship Debates.



C-U-B announcer DAVE DARB Y gets set to introduce Safety Director JAN BRUNVAND. Dave is a student of West Junior High School, while Jan attends Walter French.

Technically Speaking



JOHN WHITAKER is pictured transcribing a program for a later broadcast.



MARK DOTY, WILS engineer, takes a few meter readings.



Engineer JACK NASHLAND conducts routine transmitter check.



Transmitter Engineer JOHN NAUMAN measures antenna current.

of WJLS...



State Representative Robert Montgomery has fast comeback for Kauffman on "Tabletalk" interview at the "New Hut Steak House."



MOHAMMED FELLAH stares at Bud from the top of the control board. He's accepting a call from one of "First Call's" many listeners. Incidentally, the person on the other end of the line has a good chance of being the recipient of the prize of the day because "First Call Wins."



George Nelidoff Photo

The romantic tenor voice of GARY OWEN is presented each week on the program, "Silhouettes In Song."



LEE TUTTLE airs her popular "Feminine Footnotes" show...with incidental remarks in this case by BOB CLAYTON.

A Note of Inspiration



The diversified religious programs broadcast by Radio Station WLS are presented for the spiritual inspiration of listeners of all faiths. All religious programs interpret the dignity of service and the wide scope of understanding covering the creeds of many churches. Shown above during a regular Sunday morning broadcast is Rev. GEORGE C. BUBOLZ of the Bethlehem Lutheran Church and Mrs. ELMER WILSON, accompanist and director of the Choir.



FATHER E. C. JACOB of St Mary Cathedral.



Rabbi ABBA FINEBERG of Congregation Shaarey Zedek.

THE *Future* IS BRIGHT FOR THE POST WAR MID-WEST

With the same abundant energy and realistic viewpoint, citizens of the Mid-West have set their sights to this reconversion period. Public works—roads, bridges, earthwork, airports and building programs costing millions of dollars, are under way. Private enterprise and government have already allocated the money.

.. Unified efforts already set in motion will make permanent the bulk of the Mid-West's wartime economic, industrial and population gains. Reconversion plans by private enterprise call for production and employment topping all previous peace-time records.

.. Mid-Western goods are flowing through war-expanded transportation systems to wider markets at home and abroad. A war-born merchant fleet carries the products of the Mid-West to the ports of the world to exchange for raw materials for the new industrial empire.

.. The Mid-West faced a multitude of problems in gearing itself to the production achievements of war-time. It rolled up its collective sleeves and did a tremendous job.

.. The problems of peace-time are plentiful and big, but opportunities are even bigger. Wise forward planning has put these opportunities within reach, many of them have been saddled already.



THE MID-WEST IS GOING FORWARD



HOW IMPORTANT IS YOUR RADIO?

The number of American Radio Homes is proof enough of the worth and convenience of American Radio programming. In many cases a radio in the home today has become a necessity rather than a luxury.

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 —

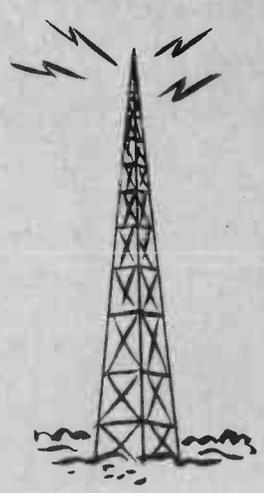
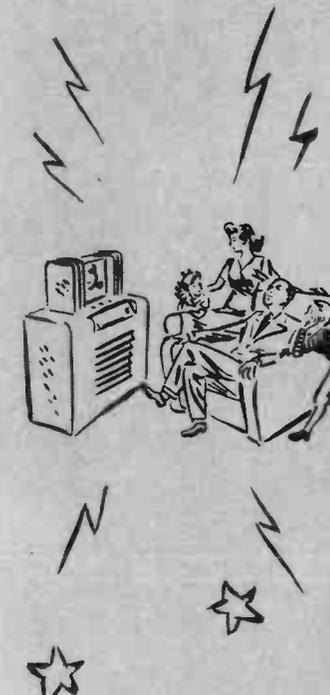
- 35,878,000 have Cooking Facilities
- 33,998,000 **HAVE RADIOS**
- 33,356,000 have Electric Lighting
- 29,543,000 have Running Water
- 25,953,000 have Flush Toilets
- 24,587,000 have Bathtubs
- 18,188,000 have Central Heating

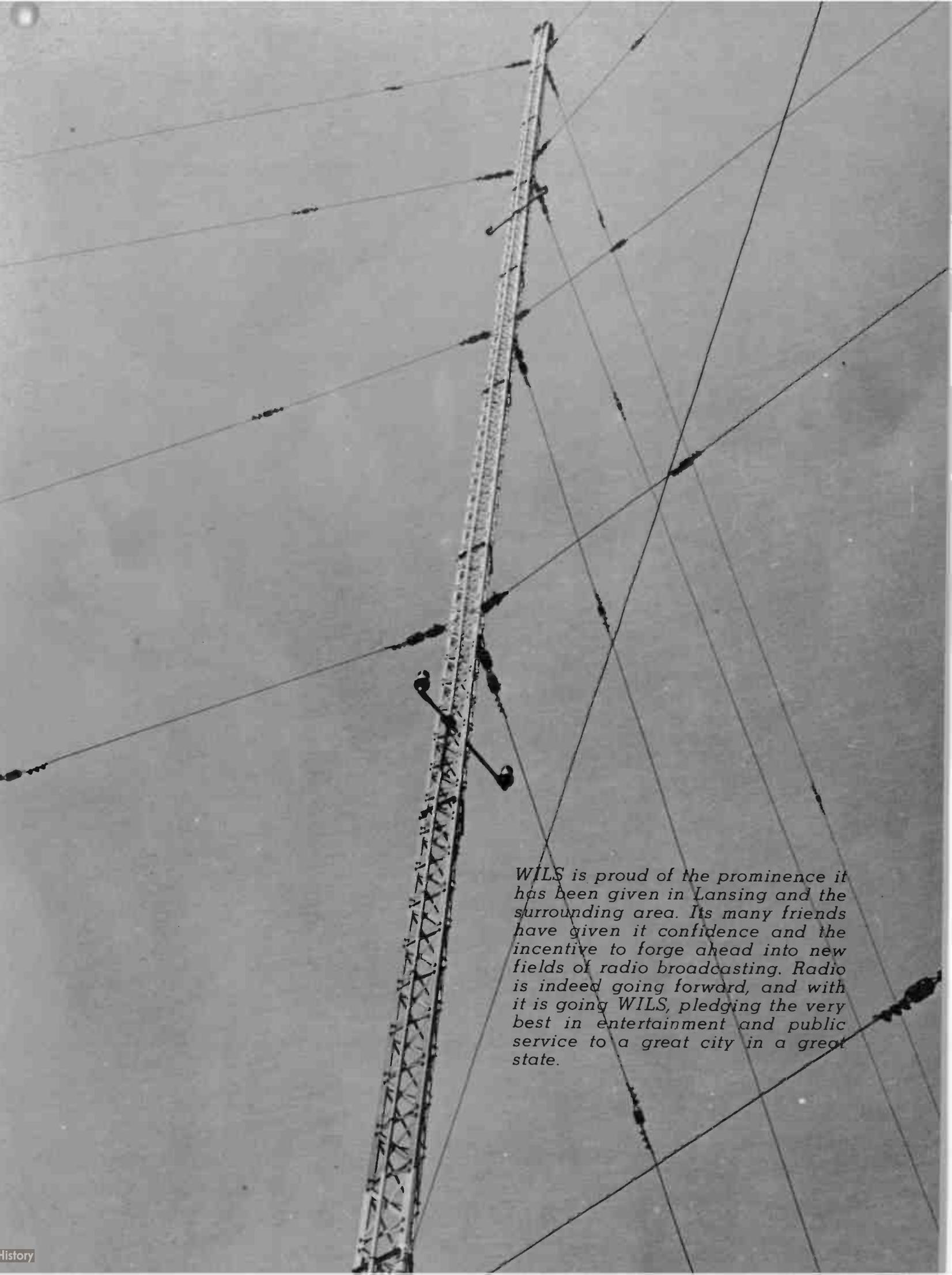
Average of daily listening per family is on the basis of surveys, upwards of five hours; somewhat higher averages have been found in rural areas.

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.





WILS is proud of the prominence it has been given in Lansing and the surrounding area. Its many friends have given it confidence and the incentive to forge ahead into new fields of radio broadcasting. Radio is indeed going forward, and with it is going WILS, pledging the very best in entertainment and public service to a great city in a great state.

