


*"GOING FORWARD WITH RADIO"
AS PRESENTED BY:*

WJEF

**AT 1230 ON
YOUR DIAL**

**THE BIGGEST SHOWS
IN TOWN**

THE COLUMBIA BROADCASTING SYSTEM



Since its inception, WJEF has made a sincere and continuing effort to bring to our listeners in Grand Rapids and the surrounding area, the best possible programming. WJEF, "First in Grand Rapids", has listed during its stewardship, we feel, a number of noteworthy "firsts". Our station has been well received by both the listeners and the business people of the community. In the national field, with its Columbia Broadcasting System affiliation, WJEF is recognized as an outstanding station.

The Fetzer Broadcasting Company has continually expanded the staff of WJEF from the day it first commenced broadcasting. And we're proud to point out, too, that our staff is made up just about 100 per cent of Grand Rapids' own sons and daughters.

In this book you will see and read about the people who make up the WJEF staff, the folks who do so much for your listening pleasure. The stars, the executives, the men and women behind the scenes, all are here.

And if, after reading this, you feel you'd like to get a little better acquainted, come on down to our studios in the Pantlind Hotel and have a look around. We're a folksy lot, and nothing makes us happier than to have our neighbors dropping in to say "Hello".

Compliments of:

ANDY'S QUALITY MARKET
605 FRANKLIN STREET, S. E.
PHONE 31913

69

STUDIO 8
ON THE AIR



"Welcome to WJEF", says ELSA VAN REKEN, Studio Receptionist.

The Air-Stages of WJEF...



STUDIO "A"



THE RECEPTION LOUNGE



STUDIO "B"

JOHN E. FETZER

*Managing Director
The Fetzer Broadcasting
Company*

A name synonymous with that of pioneering in the broadcasting world is that of John E. Fetzer, managing director of the Fetzer Broadcasting Company, owners and operators of WKZO, Kalamazoo and WJEF, Grand Rapids.

In 1931 he installed WKZO at Kalamazoo, personally designing and developing the station from studio to transmitter. The transmitting plant was of his own original design. By 1942 he had brought WKZO to a full time, 5,000 watt operation placing it among the nation's outstanding stations.

Mr. Fetzer started the operation of WJEF in Grand Rapids February 5, 1945 and, in slightly more than two years under his guidance, this Radio station has forged ahead to a place in the front line of the country's broadcasting operations.

During the war Mr. Fetzer served in Washington as U. S. Radio Censor. Mr. Fetzer was responsible for matters of highest military security and supervised the censorship applying to all broadcasting stations operating within the United States as well as those shortwave stations sending programs abroad.

His assignment included protection of such activities as the Atomic Bomb development, RADAR, invasion plans and "top secret" intelligence activities. He maintained close liaison with the United States General Staff, the Joint Chiefs of Staff, Joint Security Control and the highest diplomatic representatives of foreign governments.

Shortly after the cessation of hostilities in Europe, Mr. Fetzer was invited by General Eisenhower to tour the European theater and advise the occupation forces on setting up their Radio activities.

Mr. Fetzer has served four terms as a member of the Board of Directors of the National Association of Broadcasters. He has served as a member of that group's Ethics Committee; member of the Institute of Radio Engineers; member of the Engineering Committee, National Association of Broadcasters; Engineering Member, American Society of Military Engineers and Vice President of the Michigan Broadcasters Association; member of the Board of Directors of the Kalamazoo Chamber of Commerce and President of the Chamber in 1941.

Recently, Mr. Fetzer was elected to the Board of Directors of the American National Bank of Kalamazoo.

He received his Bachelor of Arts degree from Emmanuel College at Berrien Springs, Michigan, in 1927, and later studied mathematics and physics at the Universities of Michigan and Wisconsin.

Mr. Fetzer recently was named chairman of the Committee on Freedom for Radio, an executive committee of the National Association of Broadcasters.

This committee, charged with the protection of a free Radio, consists of outstanding Radio executives such as the heads of the four major networks and owners of a limited number of top stations.



The Board of Directors of the National Association of Broadcasters, of which John E. Fetzer is a member, met recently in the Nation's capitol. The members are pictured at right as they met on the steps of the White House with President Harry S. Truman. Mr. Fetzer, pictured at center just above Mr. Truman, represented all of the radio stations in Indiana and Michigan.



Shown at left are members of the Radio Mission of the European Theater of Operations just a few days after V-E day. They are pictured as they posed around the now famous table in the Little Red Schoolhouse at Rheims. Mr. Fetzer, who at the time was the United States Censor of Radio, is shown in the exact center of the picture. Those battle maps in the background were Gen. Eisenhower's personal possession and, when seen by the Germans, were the final convincing proof that surrender was imminent.

The mission is seen below at the entrance to Sistine Chapel in Rome accompanied by two members of the Swiss Guard. The paintings and statue of Christ in the background are the original works of Michelangelo.

Members of the ETO Radio Mission pictured at right and above included the following: JUSTIN MILLER, President, National Association of Broadcasters; E. M. KIRBY, Chief Public Relations Officer, United States; J. LEONARD REINSCH, Radio Advisor to President Truman; MARK WOODS, President, American Broadcasting Company; WILLIAM S. HEDGES, executive Vice President, National Broadcasting Company; JOSEPH REAM, Executive, Columbia Broadcasting Company; R. D. SWEZEY, Executive Vice President, Mutual Broadcasting System; MORRIS NOVIC, Radio Advisor to Ex-Mayor LaGuardia; ABEL GREEN, Editor, Variety; JACK ALICOATE, Editor, Radio Daily; SOL TAISHOFF, Editor, Broadcasting; JOSEPH CAIDA, Editor, Billboard; JOHN E. FETZER, U. S. Censor of Radio; CLAIR R. MCCOLLOUGH, Member, National Association of Broadcasters, Board of Directors; COLONEL HARRY C. WILDER, War Correspondent and President of WSyr; MARTIN CAMPBELL, Member NAB Board of Directors.



By Way of Introduction . . .

EDWARD H. BRONSON MANAGER

EDWARD H. BRONSON, manager, WJEF, was born in Columbus, Ohio, studied journalism at Ohio State University in that city and worked on Columbus newspapers while in school.

Following a career in the editorial field of newspaper work that saw him in practically all capacities from reporter to editor, feature writer and columnist, Mr. Bronson entered the Radio field as a script writer at WBNS, Columbus.

He later transferred to WCOL, the NBC station in that city at the time, as continuity editor. He then became news editor, promotion manager, production director and in 1939 was named program director of that station.

Shortly after this promotion, Mr. Bronson was named to the post of assistant general manager of WCOL and served as a vice president of the corporation. In this capacity he was responsible for the station operation including all matters of policy.

Shortly after the outbreak of the war he was called to Washington to serve in the Broadcasting Division of the Office of Censorship.

Here he supervised the operation of foreign language station censorship, handled broadcasting news censorship, that is protection of security matters, and then was placed in charge of shortwave censorship.

He finally was named executive assistant to John E. Fetzer then in charge of Broadcast Censorship. In the summer of 1945, upon being released from his censorship duties, he took over the management of WJEF.

Mr. Bronson is a member of the National Affairs Committee of the Grand Rapids Chamber of Commerce. He is also a member of the Advertising Club of Grand Rapids, the Kiwanis Club, Chamber of Commerce and the Grand Rapids Traffic Squad.

With his family, he resides at 205 Benjamin Avenue, S.E., and is an ardent, if strictly amateur, golfer.



JOHN W. O'HARROW SALES MANAGER

As General Sales Manager, John W. (Jack) O'Harrow holds down the hot spot at the Fetzer Broadcasting Company.

This embraces all of the sales activities of the Fetzer stations including WJEF as well as handling the large and important national spot and network clients.

His background is filled with exceptional experience and success. Following his school days at Racine, Wisconsin, O'Harrow went to work with such enthusiasm, a native trait of his, that he became an important executive with the great Butler Brothers Company of Chicago.

Fourteen years were spent as General Manager of Butler's Sundry Department and Five House Buyer for that concern. He spent two years as General Sales Manager of the National Toilet Goods Company, Paris Tennessee and another two years as General Sales Manager of the Remmers Soap Company, Cincinnati.

Following this he served 12 years as General Sales Manager of the Bon Ami Company in New York City.

O'Harrow entered the Radio field by way of retirement. Following a successful business career, he purchased a fruit farm outside of Kalamazoo and settled down to the life of being a gentleman farmer.

With all of the energy he had to burn, O'Harrow couldn't retire. About this time, John E. Fetzer was looking for some one to spark the WKZO Sales staff along, and O'Harrow put his spray gun back in the tool shed and answered the call.

One of the outstanding Radio Sales representatives of the country, O'Harrow is well known throughout the big advertising agencies and in the advertising offices of the nation's top clients.

He is a hard driving, likeable gentleman whose ability is attested to by the many excellent advertising accounts on the Fetzer stations.

ENGINEERING -- EDUCATION



Carl E. Lee is truly the man who built WJEF!

As Chief Engineer of the Fetzer Broadcasting Company, he designed the studio and transmitter layout and then went ahead and installed the operation.

His assignment is to supervise the Fetzer Broadcasting Company technical operations including personnel, design, construction, installation and maintenance of all technical equipment.

He started with WKZO in 1939 and in August of 1942 was promoted to the position he now holds. He is a graduate of the Michigan Academy of Radio Science in 1939, and during his last year there was an instructor in Radio theory.

This past year he has served on the faculty of the Western Michigan College of Education as a lecturer in Radio Education.

Lee is an associate member of the Institute of Engineers and is president of the Kalamazoo Amateur Radio Club.

In the educational and public interest field of Radio, WJEF is fortunate to have Dr. Willis Dunbar as its educational director.

He brings an unusual background into the executive staff of the Fetzer Broadcasting Company and from this background have come ideas for some of WJEF's outstanding programs.

One such unusual program is Dr. Dunbar's own commentary heard each evening, Monday through Friday. Also, his own program, "History in the Making" and "Western Michigan Forum" take their places in the front ranks of the top shows.

Dr. Dunbar received his B. A. degree from Kalamazoo College in 1924 and went on to the University of Michigan where he took M. A. and Ph. D. degrees as well as a Phi Beta Kappa key.

He started teaching a career as instructor at St. Joseph High School and later was appointed to the faculty of Kalamazoo College where he served as Instructor, Assistant Professor, Associate Professor and full Professor of History. From 1938 to 1942 he was Dean of the College in charge of the History Department.

Dr. Dunbar is a well known author and public speaker and is serving as president of the Michigan Historical Society. In addition to his WJEF activities, he is program director of WKZO.



OUR SALES STAFF



Early this year, A. F. HOPKINS was promoted to the position of Local Sales Manager at WJEF.

This followed assignments on the announcing staff, and in the program and promotion department. Mr. Hopkins became production manager and then program director of WJEF.

As local sales manager, he is charged with the supervision of the WJEF sales staff, as well as doing a selling job in his own right.

Prior to his Radio experience, Mr. Hopkins piled up a rich background in the business world. He served with such institutions as the Michigan State Highway Commission, Community Finance Service, Inc., managing that firm's Cleveland office; the General Finance Company of Galveston, Texas, and the Union Bank of Michigan.

Mr. Hopkins, as program director of the station, developed many special events and public service features and still takes an active part in this field.

He was born in Clinton, Iowa but has spent practically all of his life in Grand Rapids where he is numbered among the native sons.

With his family, he makes his home at 1602 Sherman Street, East Grand Rapids.



Twenty-five year old JAMES EVERHART is one of the youngest Account Executives in radio. He was born in Clifton, Ohio and has been with WJEF since last summer. Prior to that he spent over three years with the Army Air Forces in the ETO. He likes horses, divides his spare time between riding and golfing.



Account Executive CLIFF HALLGREN, right, was a professional musician and music teacher before entering the Army in 1942 where he spent four years. He joined the staff of WJEF in June, 1946. He is married, has a son 6 months old. Cliff is shown above interviewing a customer.

Your Announcer Is...



MILES OLSEN. Miles is Chief Announcer at WJEF, has been on the staff since 1945. After being graduated from High School, he received his AB degree from Kalamazoo College, is a native of the Wolverine State.



CLEM HARLAND. Clem was born in Chicago and received his education at Northwestern University. He is now living at 302 Barclay Ave., may be heard regularly on "Breakfast with 'JEF'", and "Tello Test". He spends his idle hours golfing and bowling.



BILL HARMON: Office boy, private secretary, executive assistant, chain store advertising director, and businessman with law and accounting at night school: this describes in brief the background of a man who turned to radio after 3 years wartime service at sea.



NATE BRYANT. Nate's first radio job was with the Armed Forces Radio Service in the Aleutian Islands. He was graduated from the Speech Department at the University of Michigan in 1943. A native of Grand Rapids, Nate may be heard on "Stump the Expert", "Meet The People" and the "Sunday Symphony Hour".



BRUCE GRANT: Bruce came to WJEF after spending 4 years with the U. S. Marines. He is interested in the Theatre, studied at the Schuster Martin School of Drama in Ohio. You'll hear Bruce on the "1230 Club", and "Meet the People".

Technically Speaking . . .



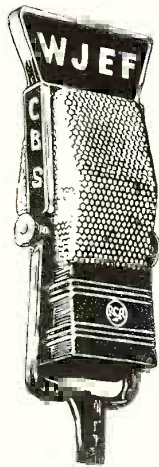
Shown "cueing" a transcription in the WJEF control room is Engineer **ROY JOSEPH BREEN**. Roy received his education at the Valparaiso Technical Institute, came to WJEF last winter.



BRUCE GLYCADGIS is Technical Supervisor of the Engineering Department at WJEF. An expert in electrical engineering, Bruce is also a gifted musician, has played with several popular dance bands during the past ten years. He spends his spare time operating an amateur radio station.



CLAUDE HARLEY gained his technical instruction at the Central Radio and Television School in Kansas City. He also joined the staff last winter after completing several months in the Army.



RICHARD KOWALKOSKI is in charge of promotion and publicity at WJEF. Dick is 26, and a graduate of Grand Rapids Junior College. He joined the staff after spending three years in the A. A. F. as a fighter pilot. He is a native of Grand Rapids, has had both sales and advertising experience.



WILLIAM LENHARD is one of the newest members of the WJEF family. He recently joined the staff as a commercial writer, is assistant to Richard Kowalkoski. He studied the piano, plays the 88 keys during his off-duty hours.



Here's a closer view of the young lady on page one of this album. She is ELSA VAN REKEN, receptionist and secretary at WJEF. She is just beginning to settle down after accompanying her husband, Don, to various air bases around the country. Elsa lists her favorite "hobby" as housekeeping.



Lovely DOROTHY SNAPP was caught hard at work at her secretarial duties. She came to WJEF last November after graduating from Stephens College and Katherine Gibbs Secretarial School.



One of the most difficult and thankless jobs in any radio station is that of the Traffic Manager. It is RUTH AHNEMILLER'S duty to account for every second of the broadcast day. Possessing a Restricted Radiotelephone Permit, she comes in handy in case of an emergency.



JANET WACHTER is assistant to the Traffic Manager. Musically talented, Janet has studied voice and violin. As a hobby, she and her parents raise pedigreed German Boxers.



GINNY SIMMS



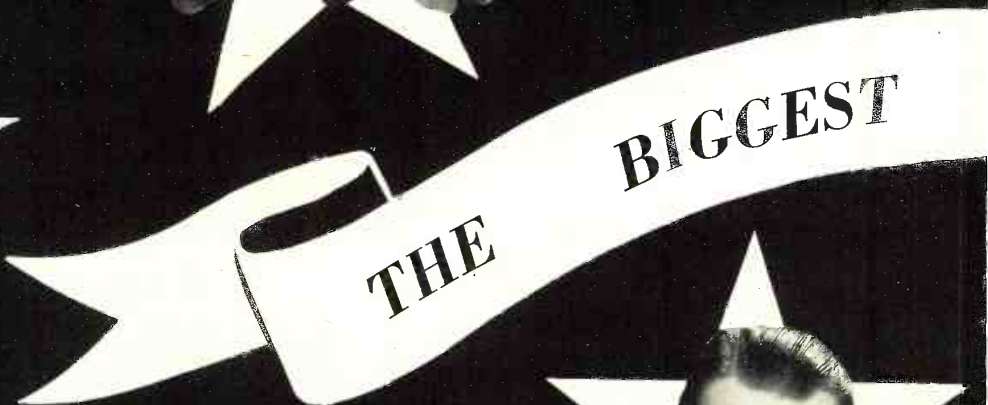
JIMMY DURANTE AND GARY MOORE



OZZIE AND HARRIETT



NOW



THE BIGGEST

THE



FANNIE BRICE



HERBERT MARSHALL



BLONDIE



VAUGHN MONROE



BURL IVES



MEL BLANC



GENE AUTRY

SHOWS
IN
TOWN!

ON
WJEF



JOAN DAVIS



BOB HAWK



DINAH SHORE

Originating In the



Ho hum . . . time to get up and listen to "Breakfast With 'JEF'". Pictured at left is the sprightly and cheerful (in spite of the early hour) emcee of the show, CLEM HARLAND, surrounded by records and letters from his many faithful listeners. Clem is always happy to play your favorite recording provided, of course, you drop him a line.



Another popular early morning show, heard each week day over WJEF, is the "1230 Club" with NATE BRYANT, left, as your Master of Ceremonies. He is shown here selecting recordings from the large file in the music room.



Right--The purpose of the Grand Rapids Public Library Program is to acquaint listeners with the many facilities of the library. Shown during a regular Monday broadcast are BETTY RAE RAGAN, Radio Librarian; Announcer NATE BRYANT; MARY VON GLAN, Reference Librarian.



Each week day afternoon it's time to "Meet the People" with NATE BRYANT and BRUCE GRANT. They are shown here as one of several dollar bills changes hands during the course of the broadcast.



The Grand Rapids Public Museum is on the air each Friday afternoon with "Grand River Adventures", romantic highlights in the history of Grand Rapids. Pictured above are regular members of the cast, l. to r.: MRS. GLEN FISHER, Producer-Director; JOYCE LIPSCOMB; RICHARD LAHAM; FRANK L. DuMOND, Director of the Museum.

Studies of WJEF



Think hard, Chet... This one's a toughie. That's Announcer NATE BRYANT again at the table with "The Expert" CHET SPRINGER doing a bit of concentrating on the "Stump The Expert" show heard over WJEF each Monday through Friday morning. Chet gained his experience in the musical field in Vaudeville, hotels and night clubs.



Right--One of the most talented guests ever to appear on WJEF's "Sunday Symphony" is 12-year-old MARY ELLEN DOUD. She has studied piano five years, plays much of her music by ear.

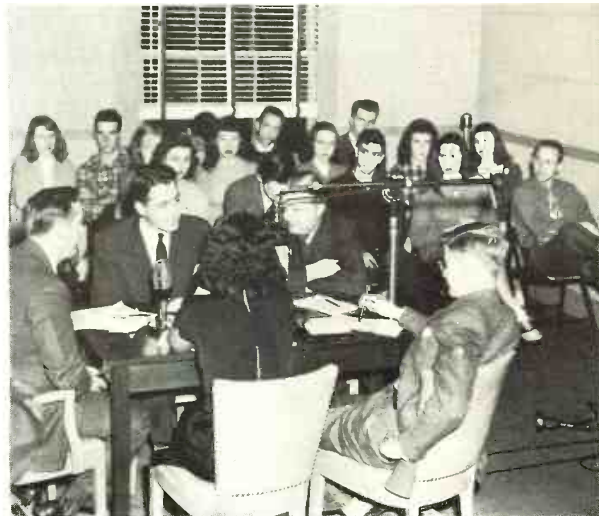


Left--MRS. BERNICE M. GANTT of the Grand Rapids Public Library is popular among the hundreds of members of the younger set who have become her faithful listeners since she started reading stories especially designed for them over station WJEF.

Right... "This is the Tello Test man calling from WJEF". If your name appears on that list of phone numbers Clem Harland has in front of him, and if you know the answer, you might earn one of the cash rewards paid on the TELLO TEST Show, heard week-days.



The Western Michigan Forum is presented as a public service each Wednesday evening over WJEF. Pictured here during a recent broadcast are (l. to r.): A. L. SEBALY, of the Social Studies Dep't, Western Mich. H. S.; GEORGE KREMBLE, of the Political Science Dep't, Grand Rapids Jr. College; DR. LEONARD C. KERCHER, Western Mich. College (Moderator of the program); PROF. FRANCIS W. DALTON, of the University of Michigan.



The FORUM FOR YOUTH is one of WJEF's major discussion programs. Rev. Dale E. Turner serves as moderator of this popular weekly series, heard each Wednesday night.

Grand Rapids Hears News and

When SENATOR ARTHUR VANDENBERG spoke recently at a Michigan Republicans' Meeting, station WJEF was there to bring his words to the citizens of Grand Rapids. This was just one of many special events broadcast as a public service feature.



MILES OLSEN, WJEF Chief Announcer, left, is shown during a broadcast of local, state and world news gathered from the wires of the Associated Press and edited in the WJEF news room.



Above: Announcer BILL HARMON scans the National and International news as it comes off the wires of the Associated Press Teletype. It will then be carefully compiled and edited in order to bring Grand Rapids and its surrounding communities a clear and concise picture of ALL the news as it occurs.



Election day is always followed by a work in the studios of WJEF. Several above preparing and presenting exact and national interest.

Sports From Around the World



ERIC SEVAREID CHARLES
COLLINGWOOD



Each evening at 5:30, it's time to listen to the "Old Redhead", RED BARBER, one of the nation's top sportscasters is a regular week day feature on CBS and WJEF. Sports events are fast-moving events, but Red keeps his finger on them all and is popular with the sports-loving Wolverines.

The winter carnival always brings with it fun for old and young alike. And sleds of all kinds have always been a popular item with the Michigan younger set. Several of the winners of the various events were later interviewed before the WJEF microphone.



exciting night of difficult, tedious members of the staff are pictured complete election news of both lo-



It was a clear, crisp day last winter when the winter carnival was held in Grand Rapids. Pictured above is the queen of the carnival (she later appeared on the WJEF sports revue) with her two assistants. L. to R. : BETTY JEAN CARLBERG; Miss VAN WOLVLEAR, Queen; ROMAINE HAINES.

CBS Brings Comedy



MEL BLANC (The voice behind "Bugs Bunny") is the star of the "Mel Blanc Show" heard each Tuesday evening over WJEF.



Maybe Dagwood is answering the plea to "Coax me a little bit". At any rate, PENNY SINGLETON and ARTHUR LAKE are the stars heard on "Blondie" each Sunday evening.



One of the Nation's top comedienne heads the cast on the "Joan Davis Show" Mondays on WJEF.



As usual, HANLEY STAFFORD is worried over the antics of FANNY BRICE on the "Baby Snooks Show", Friday evenings.

OZZIE NELSON and HARRIET HILLIARD are the comely couple heard on "The Adventures of Ozzie and Harriet" every Sunday afternoon over WJEF.



One of the screwiest shows on the air may be heard Fridays over WJEF. "It Pays To Be Ignorant" stars (L. to R.) HARRY MCNAUGHTON, LULU MCCONNELL, GEORGE SHELTON and TOM HOWARD.



Here are Sweeney and March, two of Columbia's star zanies. You can hear them Saturday nights on a show aptly named "The Sweeney and March Show".



"The Nose and 'The Haircut'" are stars of the popular "DURANTE-MOORE Show" heard each Friday night on WJEF.



no WJEF -- And You!

There's Music On the



Each Sunday morning, station WJEF and CBS present E. POWER BIGGS at the console of the organ.



The popular contralto, EVELYN MAC GREGOR, is presented each Tuesday evening over WJEF on the "American Melody Hour".



ALEC TEMPLETON, who treats operas unceremoniously but with entertaining results, tries a duet with RISE STEVENS, star of CBS' "Family Hour," Sunday afternoons.



HOAGY ("Stardust") CARMICHAEL is the star of his own show "Hoagy Carmichael Sings" each Sunday afternoon on WJEF.

WJEF Air-Waves



This lovely eyefull is Donna Dae, singing partner of Kenny Baker on his song program, heard Sundays on WJEF. She and Kenny both sing as well as Donna looks, and as you can see, that's not easy.



ARTUR RODZINSKI is shown above as he studied his score before a broadcast of the "New York Philharmonic Symphony Concert" presented each Sunday afternoon on WJEF.



It's time for EVELYN AND HER MAGIC VIOLIN when the "Hour of Charm" takes the air with Phil Spitalny and his all-girl orchestra each Sunday afternoon.



LOUISE CARLYLE is a mainstay of the popular Sunday afternoon program known as "Hires To You", a regular of WJEF-CBS.

You'll Find Variety



You can try your hand at being a Lemac on the "Bob Hawk Show" heard each Monday evening over WJEF. Above is the emcee of the show himself, BOB HAWK.



ARTHUR GODFREY stars on his own show each week-day morning. His subtle easy humor makes him a favorite with WJEF listeners.



Vocalist BETTY NORTON, lower center above, and the MOON MAIDS quintet assist singer - bandleader Vaughn Monroe in musical numbers on WJEF-CBS "Vaughn Monroe Show" each Saturday evening.



Baritone DICK HAYMES, together with vocalist Helen Forrest, is star of the popular "Dick Haymes Show" heard each Thursday evening over WJEF.

A-plenty on WJEF!



Each week PARKS JOHNSON and WARREN HULL travel to another part of the country to bring to CBS listeners the voice of the people on "Vox Pop". You'll hear the show Tuesday evenings on WJEF.



Each Saturday afternoon you don't want to miss JOHN REED KING, above, in the popular variety show known as "Give and Take".



This is the brain trust of experts you can hear on INFORMATION, Please! John Kieran, Clifton Fadiman, and F. P. Adams are hosts to guest "brains" every Wednesday evening.



Gracious and vivacious DINAH SHORE, above, is one of the country's foremost feminine vocalists. You'll soon learn why by listening to "The Ford Show", Wednesday evenings.

Mystery . . . Adventure . . .



CLAUDIA MORGAN and LES DAMON are starred on "The Adventures of the Thin Man", now on WJEF-CBS Friday evenings at 7:30.



HOWARD DUFF portrays Sam Spade on "The Adventures of Sam Spade" each Sunday evening.



IRA AVERY is the Production-director of the popular "Theater of Today", heard regularly on WJEF.



Each Monday night your host PAUL McGRATH opens the squeaky door to the "Inner Sanctum" on WJEF.



"The Man Called X" is Herbert Marshall on the air. His adventures thrill listeners each Thursday night on WJEF.

Drama---at 1230!



Friendly JEAN HERSHOLT portrays the leading role on the "Dr. Christian" show heard each Wednesday evening



RAY KREMER, director of CBS "Grand Central Station" gets factual material right from the "Iron Horse's" mouth. He's taking notes, here, from one of the engineers at the fabulous New York railroad terminal.



ED PAWLEY portrays Editor Steve Wilson of the Illustrated Press on the popular drama "Big Town" heard each Tuesday on WJEF.



Lux presents "Hollywood" each Monday evening. And pictured here is WM. KEIGHLEY, producer of the "Lux Radio Theatre".

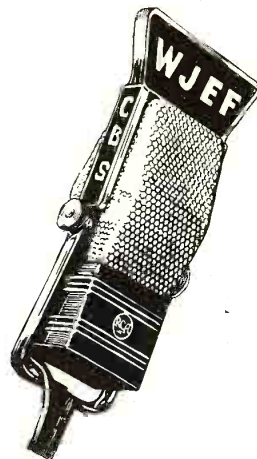


Each Monday evening, WJEF and Columbia Broadcasting System brings you BILL LAWRENCE and the "Screen Guild Players" especially for your listening pleasure.

Listen, Ladies--



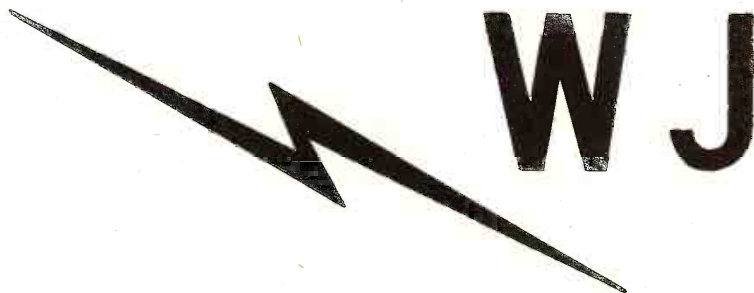
Grand Rapids is one of two cities in the State with a Home Agent from the Michigan State College Extension Service. That agent is RUTH E. EDISON who may be heard regularly on the homemaker's program on WJEF. Before entering radio, Ruth was a homemaking instructor at Wyoming Park School.



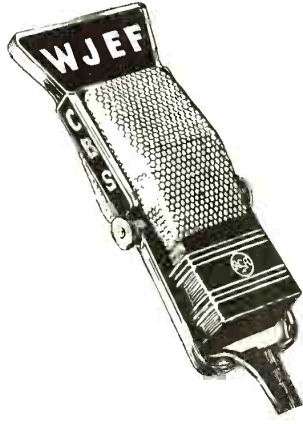
"Christian Education - Yesterday and Today" was the heading of this interview by DOROTHY E. FRANKE. Dorothy is the Woman's Editor at WJEF, may be heard regularly on "Women Today". She is shown here interviewing PAUL H. VIETH, chairman of the Commission on Educational Program of Religious Education with headquarters in Chicago.



Each weekday afternoon, you can hear "Hint Hunt" . . . with Chuck Acree, and a cast of participants who each day walk away with fabulous gifts.



-It's For You!



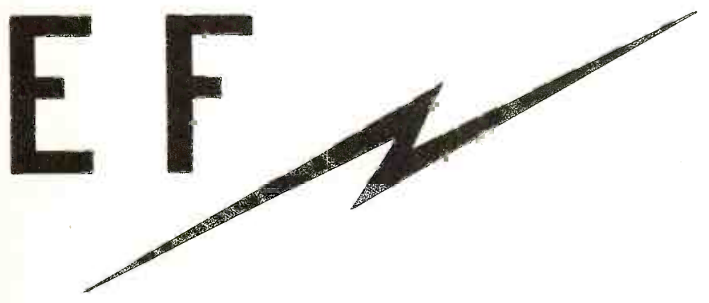
One of the finest Emcees in radio is ART LINKLETTER, above, who may be heard Monday through Friday on WJEF-CBS's popular "House Party".



Left: CHARITA BAUER, JOSEPH CURTIN and MARY ROLFE (l. to r.) during a rehearsal of CBS' newest daytime serial, "Rose Of My Dreams", Monday through Friday.



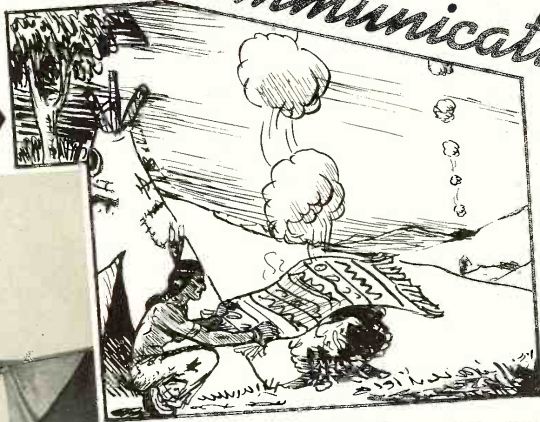
MARY LEE TAYLOR'S recipe program is the source of many welcome suggestions to homemakers in and around Grand Rapids. WJEF brings you this program every Saturday morning.



"Transition in Communication"

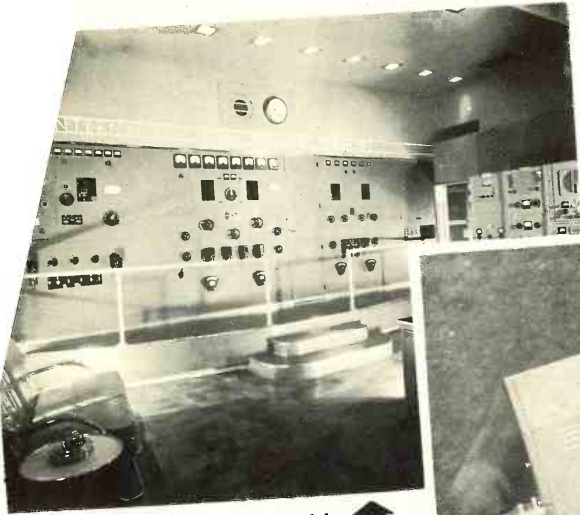
The earliest form of communication:

Sailors wig-wagging with semaphore signaling.



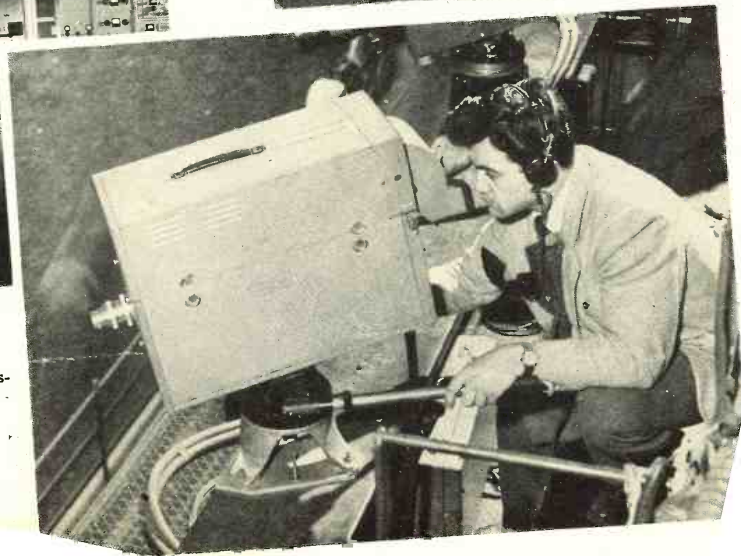
U.S. Navy Photo

Marconi, the man that made the SOS possible.

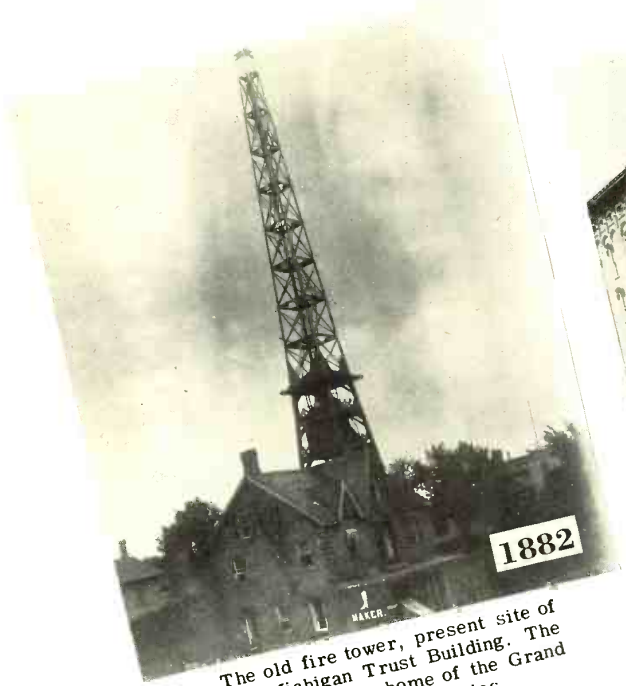


Modern communication around the globe.

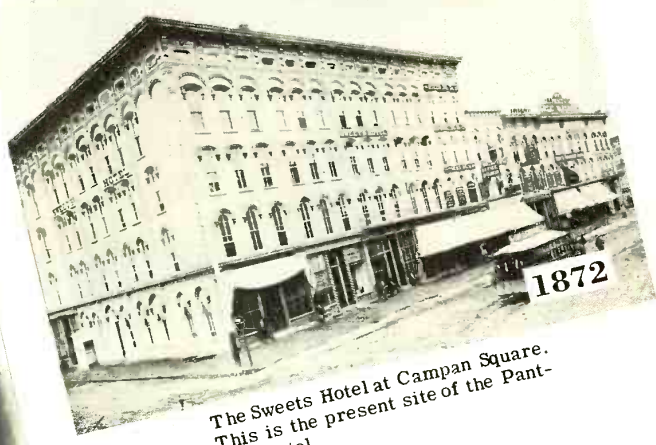
Now sight communication is possible with Television.



"Transition in Grand Rapids"



The old fire tower, present site of the Michigan Trust Building. The Holdane Home, home of the Grand Rapids Furniture Industries.



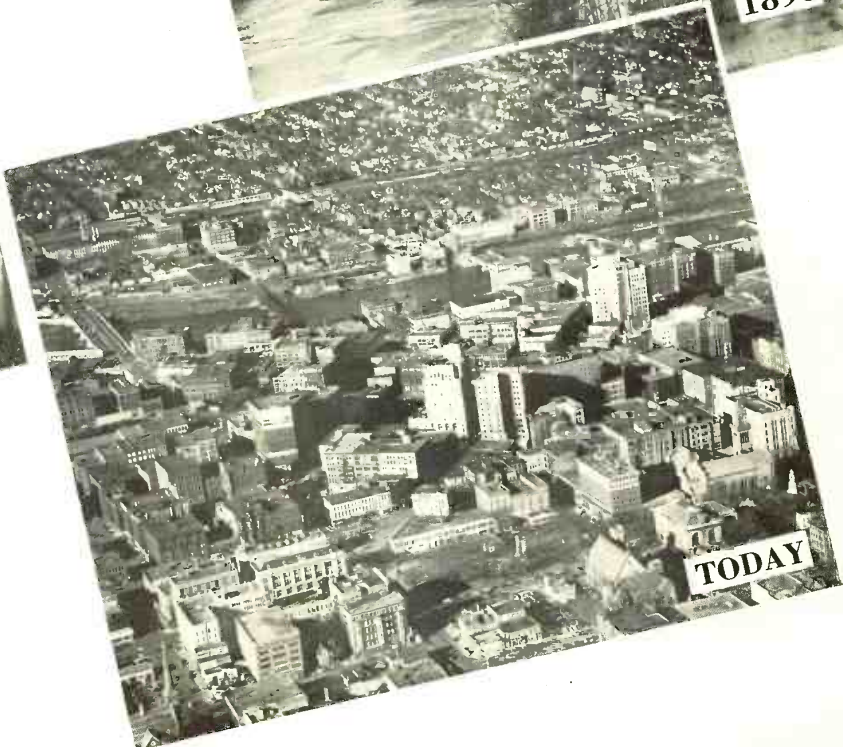
The Sweets Hotel at Campan Square. This is the present site of the Pantlind Hotel.



Right: Behind the lower islands in Grand River and Island Park where the warehouse stands.

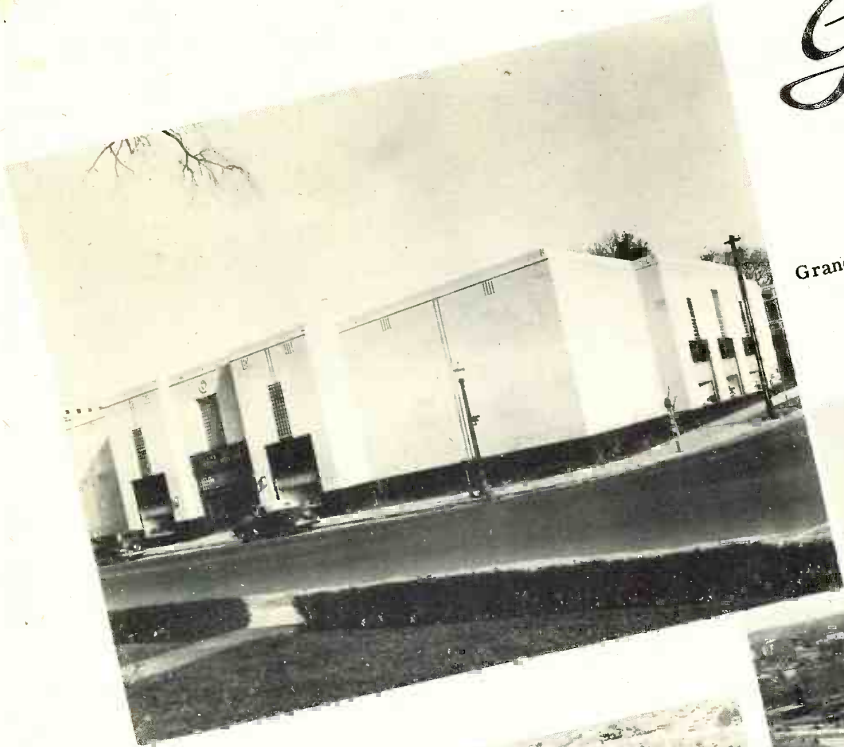


Looking West on Monroe Avenue.

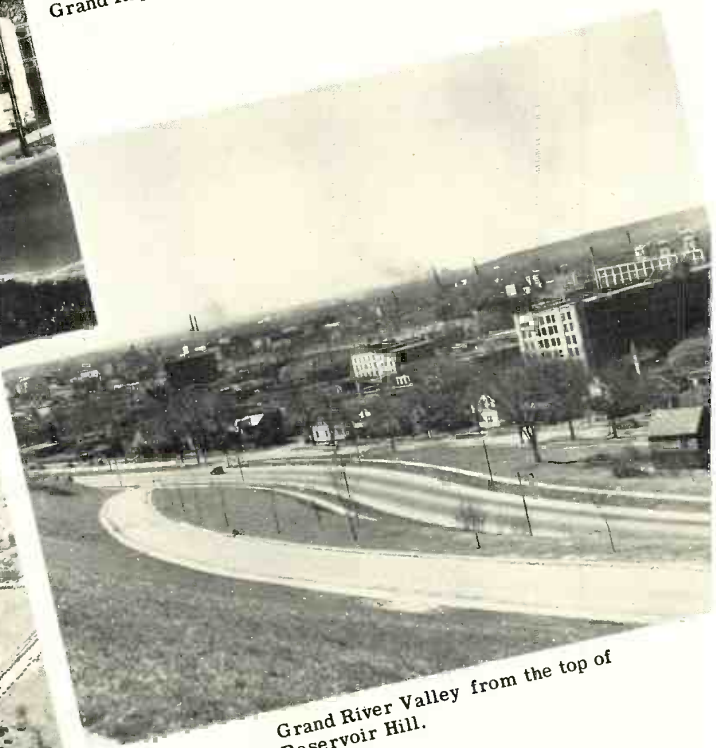


TODAY

Grand Rapids...



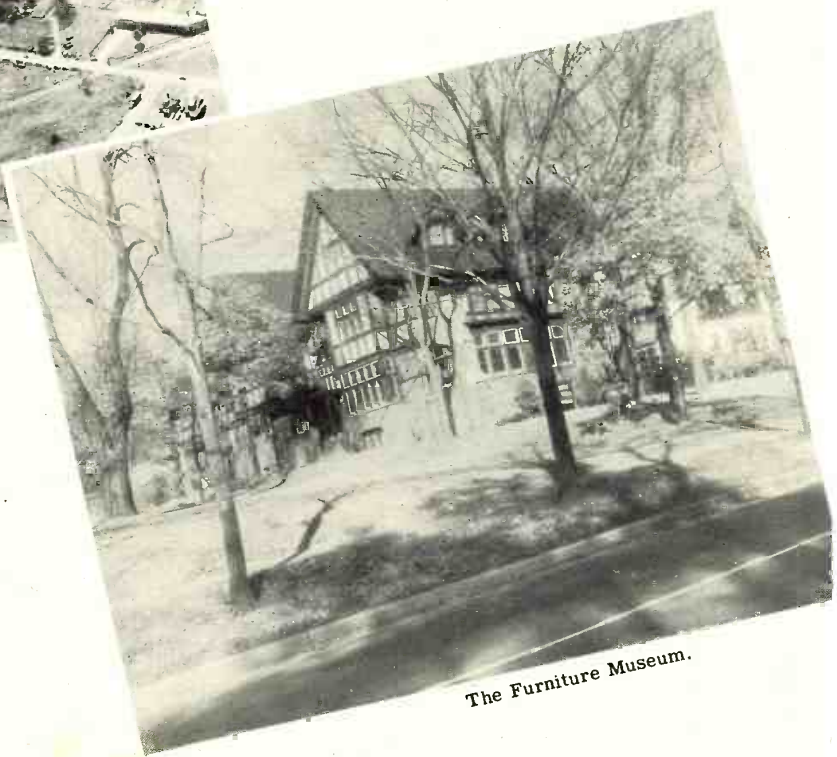
Grand Rapids Public Museum



Grand River Valley from the top of Reservoir Hill.



The Kent County Airport.



The Furniture Museum.

Home of WJEF

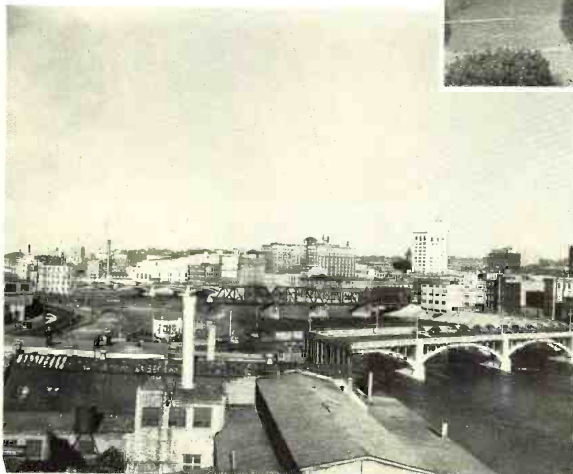
The site of the Veteran's Hospital from the air.



John Ball Park Drive.



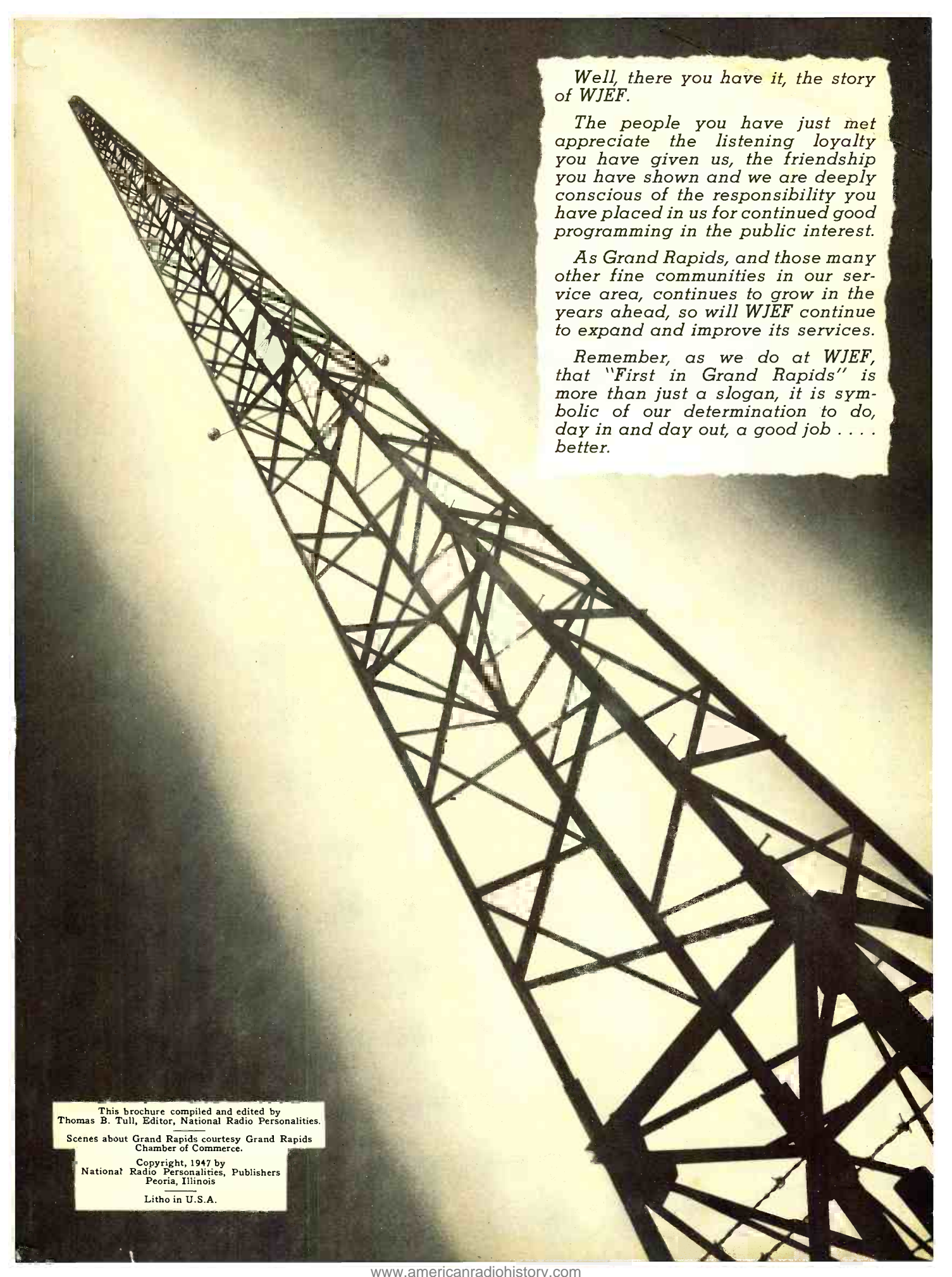
Source of the city's water supply is the Pumping Station at Lake Michigan.



Looking at downtown Grand Rapids from the southwest.



The studios of Radio Station WJEF are on the top floor of the Pantlind Hotel in Downtown Grand Rapids. Note the tower in the center of this picture.

A tall, lattice-structured radio tower, likely for WJEF, is shown against a light sky. The tower is a complex network of dark metal beams forming a triangular and rectangular lattice pattern. It extends from the bottom right towards the top left of the frame. The background is a pale, clear sky, and the overall image has a vintage, slightly grainy quality.

Well, there you have it, the story of WJEF.

The people you have just met appreciate the listening loyalty you have given us, the friendship you have shown and we are deeply conscious of the responsibility you have placed in us for continued good programming in the public interest.

As Grand Rapids, and those many other fine communities in our service area, continues to grow in the years ahead, so will WJEF continue to expand and improve its services.

Remember, as we do at WJEF, that "First in Grand Rapids" is more than just a slogan, it is symbolic of our determination to do, day in and day out, a good job . . . better.

This brochure compiled and edited by
Thomas B. Tull, Editor, National Radio Personalities.

Scenes about Grand Rapids courtesy Grand Rapids
Chamber of Commerce.

Copyright, 1947 by
National Radio Personalities, Publishers
Peoria, Illinois

Litho in U.S.A.



**"FIRST
IN
GRAND RAPIDS"**