

Personalities
on
"THE NATION'S LARGEST INDEPENDENT RADIO STATION"
WJJD—CHICAGO
1130 KILOCYCLES

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Aerial view of Chicago
by Chicago Aerial Survey Co.

WJJD is the largest independent radio station in the Nation. Three times, WJJD has outgrown its home, and at the right you may see the new site of WJJD's studios and sales division — The Carbide & Carbon Building, 230 N. Michigan Boulevard — right in the heart of Chicago's radio activity.

The station will occupy the major portion of the second floor of this smart and most modern skyscraper. The elaborate marble and glittering metal entrance provides an adequate setting for Chicago's newest radio site. The last word in mechanical perfection has been installed in order that you may have the finest reception of WJJD programs that modern science can provide. Floating studios, smartly decorated and mechanically cooled will house WJJD's entertainment and executive staffs.

Radio Station WJJD was one of Chicago's first major stations and from the outset has set the pace among Chicago broadcasters for outstanding service to Chicago and community organizations. It's policies of greater service — truly in the public interest, convenience, and necessity — has gained for it a ranking position within the nation's broadcasting industry.

The motivating story of Station WJJD has been one of SERVICE THROUGH RADIO.





MOTHER MALONE'S BACKYARD

The only time Mother Malone's back yard wasn't filled with kids was while the wash was drying on Monday; then the kids would be in the front yard — where they usually were. No, they weren't all strapping Malones, but boys and girls from all around town.

You see, Mother Malone devoted all her time to her home and the huge family that joined her own children. She'd sit down in the midst of them of an afternoon and sing them ballads and tell them stories — not songs and stories of some far place, but the tunes that were affectionately local and stories of their own town and people. Sure, she realized they should know about the outside world, too, but unless something vital occurred in the distance, she'd teach them to appreciate what was close about them . . . and Mother Malone did a fine job of it, too.

Well, Mother Malone's idea has been the constant ideal of WJJD . . . even since the crystal receiver days when WJJD was founded by the Loyal Order of Moose and named for the initials of Senator James J. Davis, the society's leading figure.

Chicago and its suburbs comprise a mighty big neighborhood . . . a huge family of the finest people in the world. These folks need to know about each other and their community, so WJJD has foregone the time-consuming affiliations with networks to devote all its air-time to local service and local entertainment. No, WJJD is not a "country-store" station — using 20,000 watts, it reaches far, but concentrates on the Chicago area; its news bureau brings world affairs to you the instant they happen. But WJJD likes its Chicago family . . . and by golly, we think you like us!

BASEBALL

The play-by-play descriptions of all Chicago White Sox and Chicago Cubs games whether at Comiskey Park or Wrigley Field, or abroad, are brought to WJJD listeners daily by two outstanding authori-



For out-of-town games, **CHARLIE GRIMM** and **LEW FONSECA** broadcast from the WJJD studios. A special wire brings them the plays from the field and they reconstruct the action into a flowing account of the game. Left to right in this picture: Jerry Burns — commercial announcer, operator receiving telegraphic report, Lew Fonseca and Charlie Grimm.



Above — **CHARLIE GRIMM**, for years outstanding and colorful at first base for the Chicago Cubs, and then as manager, leading the team to league championship, maintains a farm in Missouri where he spends every moment available. Charlie's entire family is of a musical bent, but he turned to baseball as early as his grade school days.

Right — Reviews and scores of the games in the major leagues are served up each evening by **GLENN TAYLOR** who sidled into radio via the stage and worked through Maryland, Virginia and Pennsylvania radio before joining WJJD. Glenn's world revolves closely about two people: his charming wife and young daughter, Cynthia Louise. He's twenty-seven years old.



FROM WJJD

ties whose playing records still are fresh in the minds of fans: Lew Fonseca, former White Sox star and manager, and Charlie Grimm, former championship manager of the Cubs.



Below — At the scene of baseball action we find **CHARLIE GRIMM, JERRY BURNS, LEW FONSECA** and **WJJD ENGINEER CARL SWANSON** broadcasting from the radio booth overlooking Comiskey Park. Jerry, a sleep-loving lad from Missouri, entered radio in Milwaukee shortly after college, and came to WJJD this year from WLW.



Above — Before he clicked in major league baseball **LEW FONSECA** had intentions of becoming a lawyer and had built the foundations of a good career as a singer. But down in Cincinnati, in 1921, he tried professional ball — and stayed. Former league leading hitter in the American League, first baseman and manager of the White Sox, Lew is now Director of promotion for the American League.

Left — **LEW FONSECA** takes the WJJD "Mike" into the dugout for a pre-game visit with White Sox Outfielder **MIKE KREEVICH**.

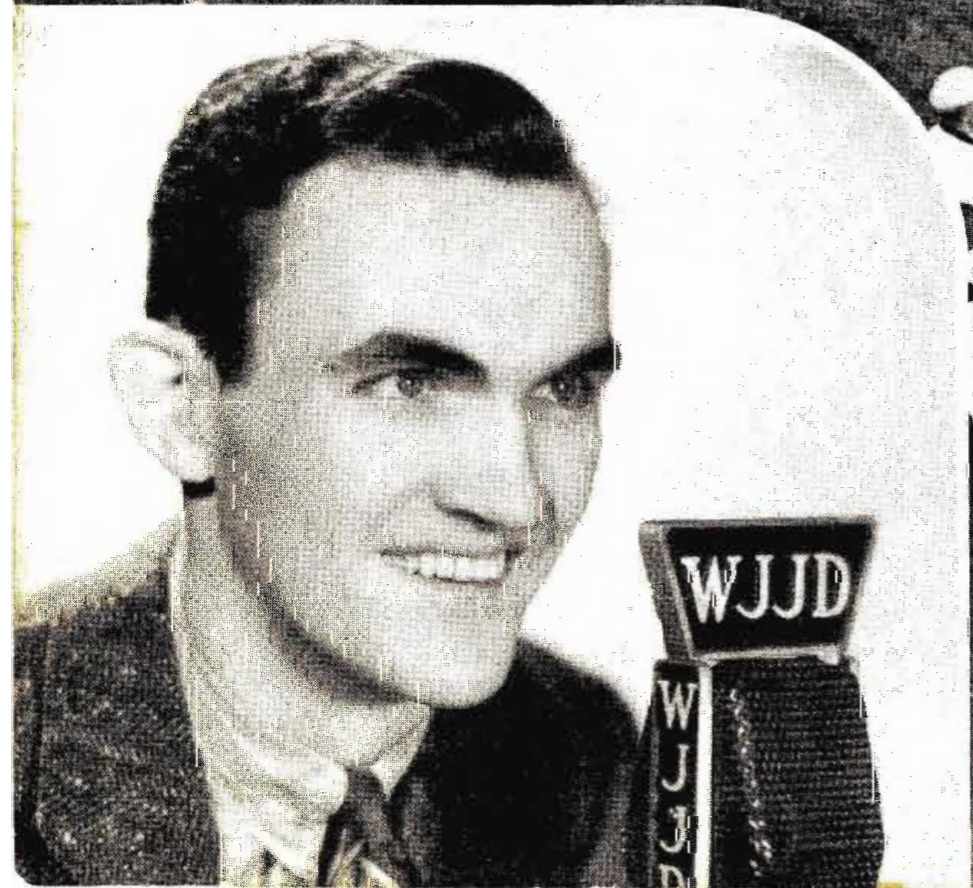
INDEPENDENT RADIO 3

FOOTBALL

Collegiate or professional football—which will you have? WJJD features a complete play-by-play story of the grid battles of Northwestern University teams and the exclusive broadcasts of the famous Chicago Bears professional eleven both in Chicago and direct from out-of-town gridirons. To accomplish this, two sports experts are retained on the WJJD staff: Dick Hanley, former head football coach at Northwestern, and Jack Drees, ranking collegiate athlete from the University of Iowa.

Jack Drees—all six feet, five inches of him—took to the "mike" while still in college, where he was rated as one of the University of Iowa's best athletes. The combination of announcing and sports has led to a notable career broadcasting all major events and special features. Although only twenty-three, Jack has gained the respect of sports stars and players throughout the country for his lucid, interesting narrations.

Dick Hanley, former head coach at Northwestern University, contributes his extensive knowledge of football to the WJJD audience. A mining engineer, writer and insurance underwriter, in addition to his athletic career, Dick Hanley's life has been well filled. In 1927 his first audition as a radio sports commentator netted him immediate acclaim. Since then, he has become well-known for his radio work in Chicago.



THE QUARTERBACK'S CLUB

One of Chicago's outstanding sports presentations is the Chicago Herald-American's "Quarterback Club". Directed by Edward W. Cochrane, Supervising Sports Editor of Hearst Newspapers and Sports Editor of the Herald-American, this club meets every Monday afternoon at the Morrison Hotel to present the Nation's leading sports celebrities to an audience of hundreds of grid enthusiasts. WJJD broadcasts the talks, questioning, heckling and cheering of the list of famed guests, including Notre Dame's coach Elmer Layden, actor Joe E. Brown, Bob Zuppke of Illinois, Sid Luckman of the Bears, and many like those on this page.



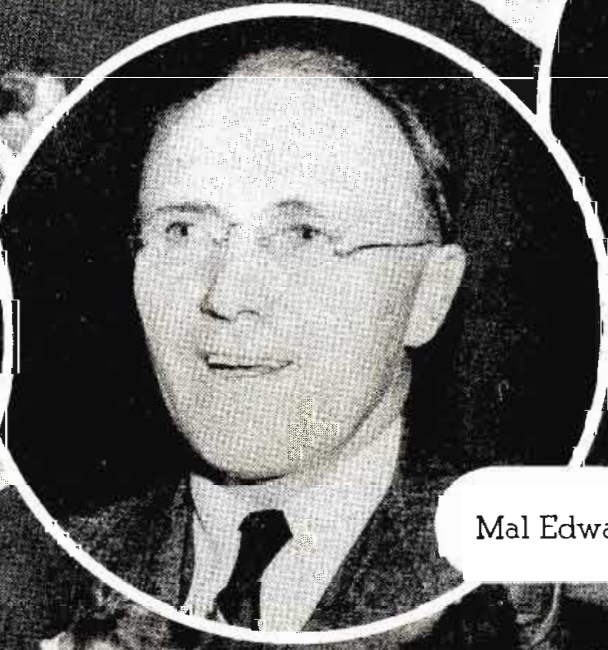
"Ed" Cochrane, Hearst and Herald-American Sports Ed, who directs and "emcees" the meetings.



Jim Conzelman, coach of the Chicago Cardinals.



Danny Fortman, Chicago Bears' all-star guard.



Mal Edwards, Purdue coach.



Don Hutson, Green Bay Packers' famous pass-snagging end.

City, State and Nation — WJJD serves them all. As the Nation's Largest Independent Station, we are eager to grant use of our facilities to all agencies of public welfare. It is but natural, however, that WJJD'S vital interest lies within Metropolitan Chicago to which our 20,000 watts daily carry impor-

Left — **THE CHICAGO HISTORICAL SOCIETY** directs its series of WJJD broadcasts to the history of our city. In this group, from a scene in the dramatized "Famous Men In Chicago", are: Bill Gyles, Gladys Grainger, Lorenzo Smith, Bill Evan-son, Burr Tillstrom, Frank Edgerle, Leona Allyn, Paul Barnes and Morrie Goodson.

THE NATIONAL CONFERENCE OF CHRISTIANS AND JEWS (The Chicago Round Table) has the purpose of promoting fellowship between Catholics, Protestants and Jews in their series of WJJD programs. Dr. James Yard, Executive Secretary, arranges discussions with leading representatives of each faith. This program group comprises (left to right) Paul O'Donnell, Dr. Rolland W. Schloerb and Rabbi Louis L. Mann.

THE ADULT EDUCATION COUNCIL, consisting of some two hundred cultural organizations in the metropolitan area, presents a series from WJJD describing Chicago's educational and cultural opportunities. Shown here are a group of speakers for a typical program (left to right) A. H. Woodworth, Educational Advisor to the Council; John H. Smale, Director of Evening Sessions at Lewis Institute and Prof. E. A. Rogers, Dean of Engineering and Co-Director of Lewis Institute.

THE CHICAGO DENTAL SOCIETY instructs in oral hygiene over WJJD with round-table discussions such as shown here (left to right) Dr. Wallace Kirby, and Dr. Robert McNulty.



ES CHICAGO

tant civic messages. Every leading public service organization in this area is willingly granted free time for their message, and virtually every one fulfills their obligation to Chicagoland during the year over WJJD.

Right— This roundtable discussion by the officers of the **Metropolitan State Civic Council** includes (left to right) Ralph G. Kemmet, executive secretary; Mrs. Ruth Main, secretary; Mrs. Clara V. Reitman, treasurer; Mrs. Marie Ruthruff, vice pres.; and Mrs. Bertha Van Wakeman, president. The Council's aim in its public service broadcasts is to promote better understanding of government and thus improve civic conditions and responsibility among citizens.



THE BOARD OF ELECTION COMMISSIONERS use the WJJD facilities to instruct several thousand judges and clerks at the precinct polls each election. Left to right are Commissioner William B. Daly, Board Secretary Mabel G. Reinecke, Robert L. Taylor, County Judge Edmund K. Jarecki, Chief Clerk John S. Rusch and Board Chairman Harry A. Lipsky.

THE DEBATOR'S FORUM is presented weekly under the auspices of the John Marshall Law School, with Leo J. Bartoline (left), and member of the faculty, as director. Debators from the various educational institutions throughout the Middle West are invited to participate in an effort to crystalize collegiate opinions on vital questions of the day.





"SUPPERTIME FROLIC"

When it comes to real, down-to-earth, take-off-your-coat-and-have-a-good-time entertainment, the "Supper Time Frolic" takes the prize. Starring "Uncle Ervin" Viktor, the Kasper Sisters and "The Cumberland Ridge Runners", the show received 265,714 pieces of mail in ONE YEAR; on one particular day 17,550 pieces arrived; they come from as far as Vermont, Georgia and Louisiana! The only answer is that the folks on the program have as much fun broadcasting it, as the WJJD listeners have hearing "Supper Time Frolic".

Left—The whole cast of **"Supertime Frolic"** during a broadcast in WJJD's studio "A".



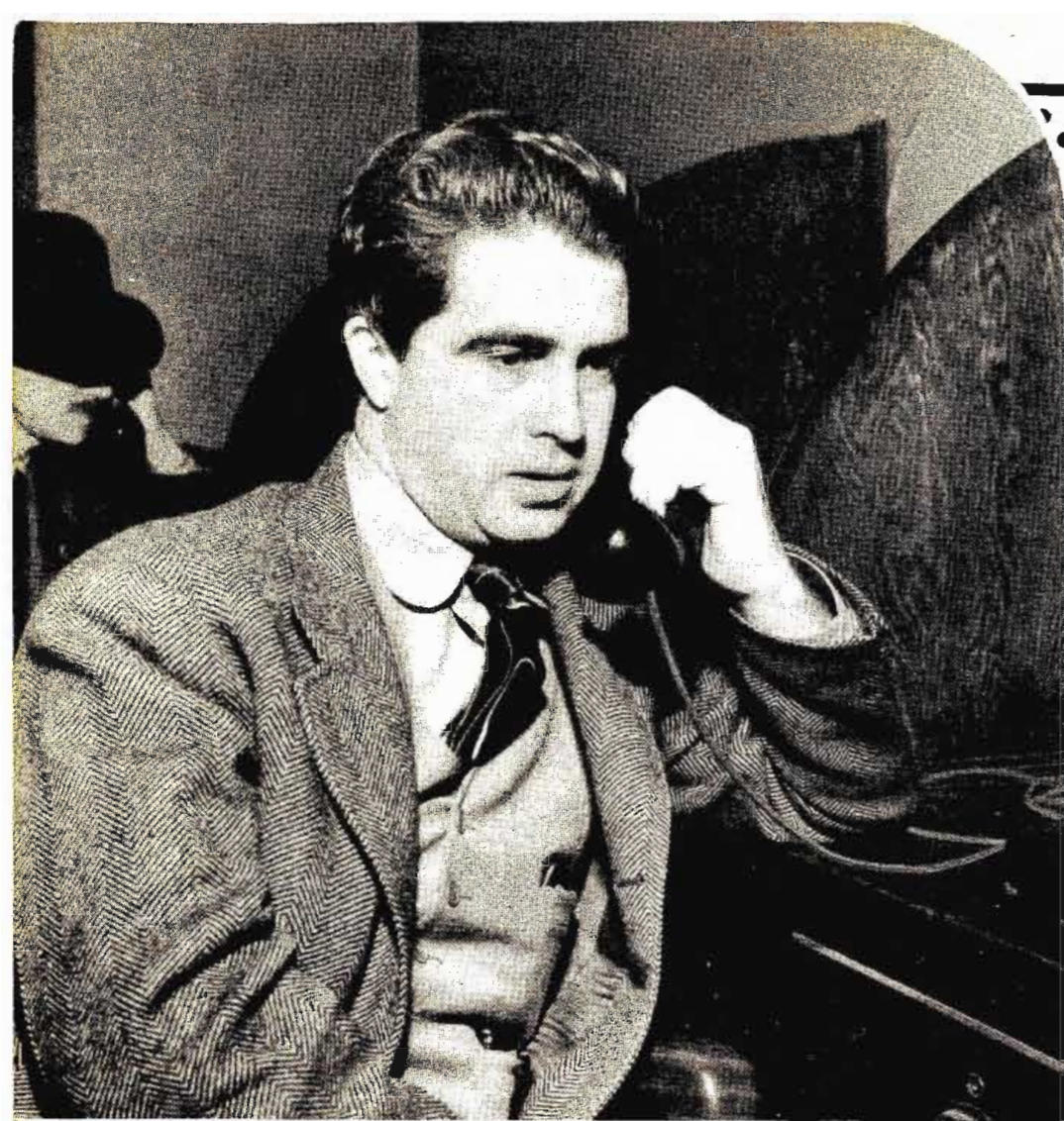
Right—**THE KASPER SISTERS** —Jenny (with the brown hair) at the left, and Betty (of the red hair) at the right—used to be a trio, until their sister Kathryn up and wedded. Betty is 24 and Jenny is 21, and they started in radio at the respective ages of 14 and 11—on a bet that they couldn't get the job! Jenny had to stand on a box to reach the "mike", then. The only way the girls really disagree is in the matter of men: Jenny likes 'em "dark and medium" . . . Betty, "blond and tall".

THE CUMBERLAND RIDGE RUNNERS —Karl, Doc, Buddy and Harty —are the "real McCoy" when it comes to mountain music. All the boys hail from the hilly regions of Kentucky or southeastern Ohio, where they've had a chance all their lives to hear the strictly-American folk songs. On coast-to-coast networks, public appearances and strong local radio presentations, the boys have built an enviable and broad audience, even though they are still within the ages of 27 to 35. Left to right, here, are "Buddy" McDowell, "Harty" Taylor, Karl Davis and "Doc" Hopkins.



Below — **"UNCLE ERVIN" VIKTOR**, who acts as "emcee" for "Supertime Frolic", was born in Russia in 1903. Of a family of cultured and talented people, he turned to the new art of radio in Los Angeles thirteen years ago. His father is a writer, a sister is a painter and the rest of the family are musically expressive. He enjoys the invigorating effect of the audiences in the studio and is perfectly natural either off or on the air.

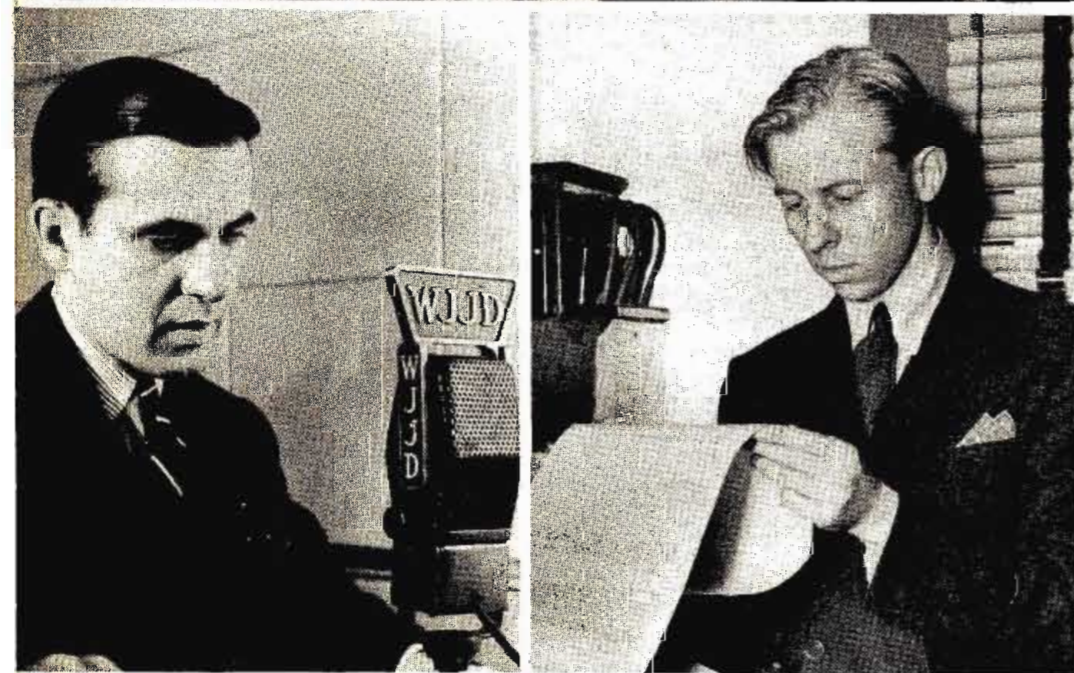




Left — 1 — As is constantly happening in Transradio bureaus in every part of the world, the Transradio reporter at Chicago's City Hall searches out the events of importance and telephones the story directly to the Chicago Bureau and WJJD.

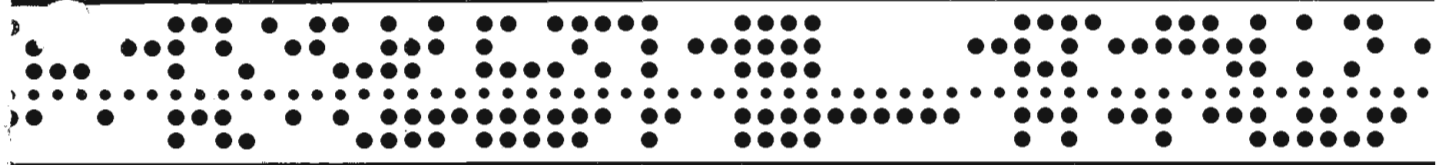


Above — 2 — The story is received by the man at extreme left — Milton Fishman, editor of the Chicago Midwest Bureau of Transradio Press — to be rewritten and edited for WJJD and for transmission to all Transradio points throughout the world. Around the rewrite desk, the men are pounding out items for public release.



Extreme Left — **ALLAN AVERY** handles a good deal of WJJD's newscasting, together with a full schedule of general program assignments. In 1936 Allan took his first audition and started his first radio job in Chicago. Opportunity took him to a station in Montana, but the din of the "big city" was lacking and he came back to join WJJD in 1937. His father was an artist and his mother's family in France is talented in music, so Allan has a generous taste for both. He's single, thirty and hardworking.

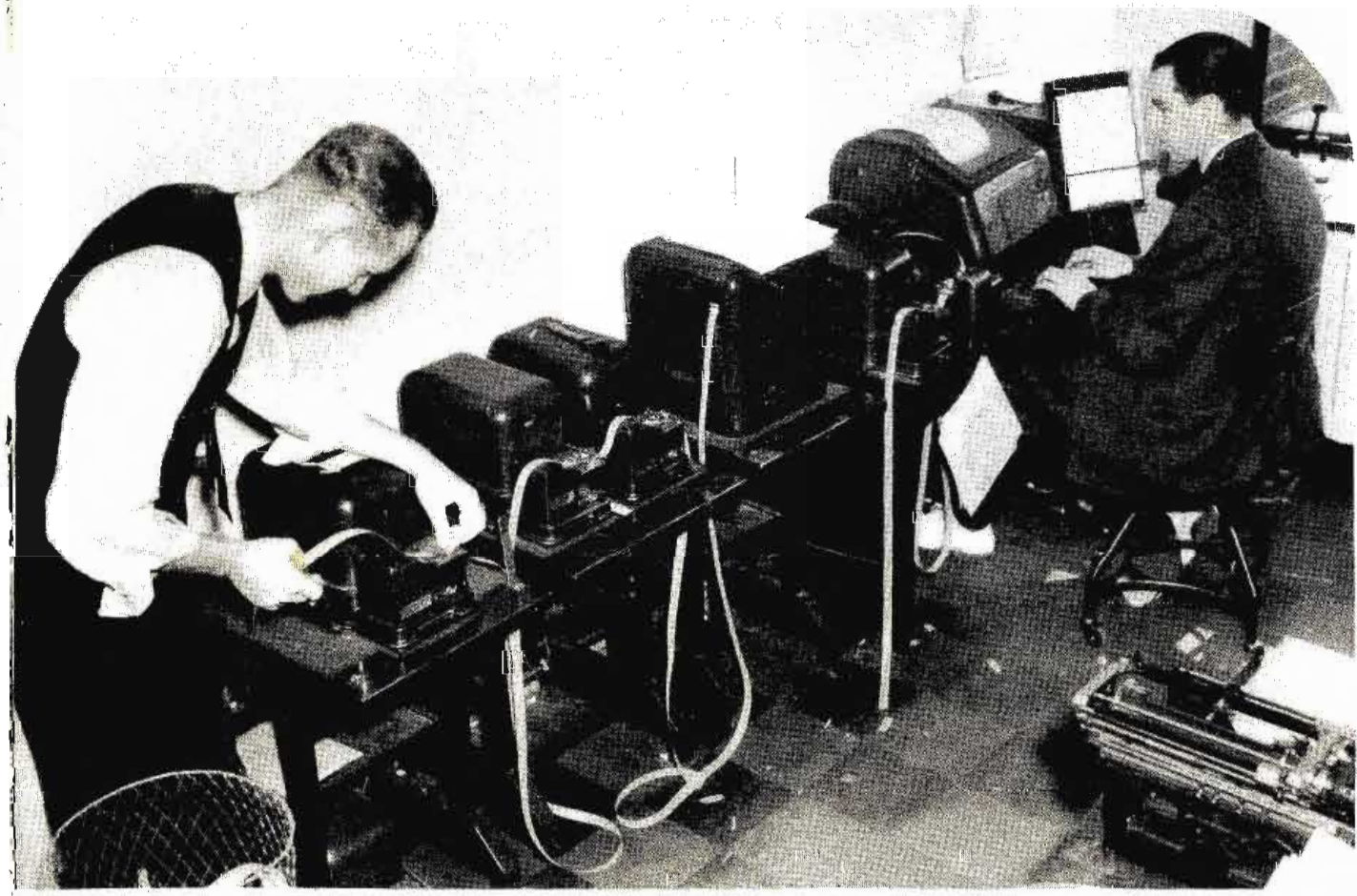
Left — **FRANK BIGNELL**, WJJD Newscaster-announcer, first saw the light of day down on the Mexican border, in El Paso, Texas, some 26 years ago. He had barely finished high school when he took to the "mike" down in Tulsa. Then followed broadcasting in Louisiana and association with WJJD. News has been his principal radio dish since his very first broadcast — which was his hardest, for news announcing is meticulous work. Frank was married in 1937 and has a son of less than a year.



The perforated tape across the top of these pages is the pattern whereby words of news are transformed into electrical impulses, sent instantaneously over thousands of miles of wires, and transposed again, automatically, into typewritten copy on Transradio Press teletype machines. The holes are cut as the story is typed on the sending machine; the tape runs beneath an intricate set of drop-pins, which, in fitting the perforations, activate a circuit which releases the proper letter key on the teletype machine miles away — within less than a second's time!

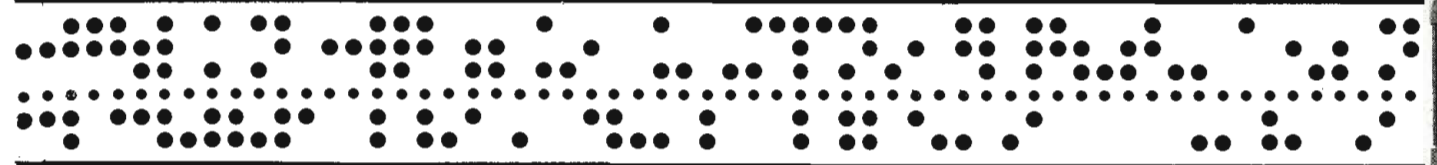
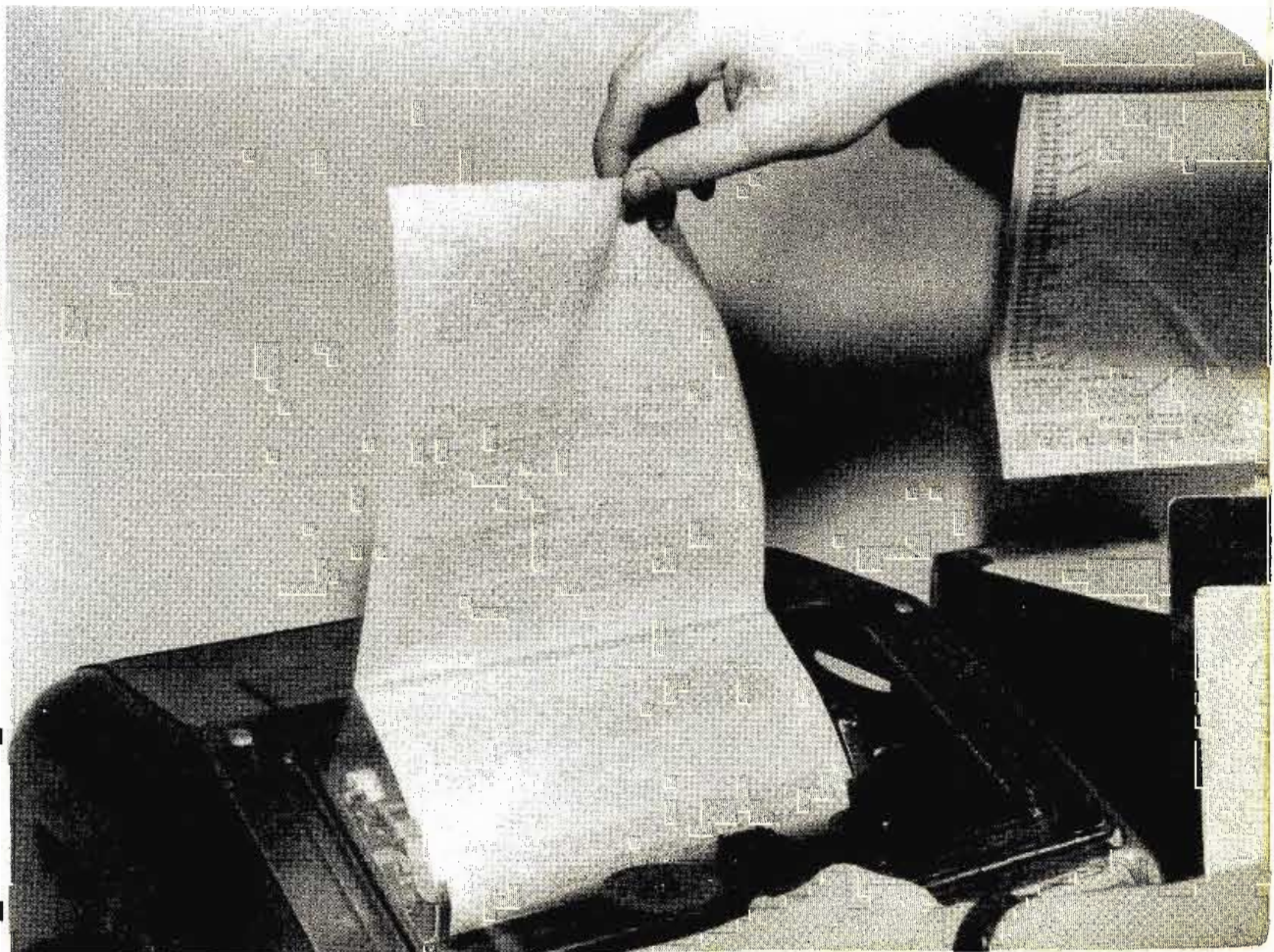
WJJD LISTENERS

Daily — at regular and emergency periods — the WJJD News Bureau, in cooperation with Transradio Press, presents an up-to-the-minute account of world and local affairs as reported and edited by a vast and expert staff.



Above — 3 — Our news story is transcribed onto perforated tape by the Transradio reporter at the right, while the man at the left fits tape into a battery of transmitters to be rifled across the country in split-second time.

Right — **EDWARD HUMPHREY** checks the locale of a news item on the news map preparatory to his popular noon newscast. Ed, born and started in radio in South Bend, is a fellow of many interests. At Notre Dame college he developed ability in fencing, debating, writing and dramatics — and followed the last with stock company experience. He is a licensed pilot, also, and is currently going broke buying photographic equipment. Oh yes, he speaks Danish and Spanish easily, too.



WJJD SERV

STATE social-welfare agencies through Illinois also fit into the WJJD-Public Service schedule. Generous time allotments are granted them—many of which we are unable to picture here—and as a result, WJJD is frequently regarded as their "official voice" throughout the area.

Left — **THE ILLINOIS MEDICAL SOCIETY**, whose Secretary is Jean McArthur, shown here, shuns any attempt at medical treatment over the air, but presents round-table discussions of medical problems and advancements in medical science over WJJD. This, one of the outstanding public service features on the air, is conducted in the language of the laity and for their interest and betterment.



THE ILLINOIS CONGRESS OF PARENTS AND TEACHERS uses the facilities of WJJD for a state-wide discussion of problems that perplex modern parents. This feature is directed by one of the outstanding authorities on child welfare work in the middle west, Mrs. C. C. Wiley, who conducts a parent's forum at the University of Illinois. The program group shown here includes Mrs. Dan Pagenta, Miss Isabelle Dolton — State chairman of the Exceptional Children Committee of the Congress, Miss Charlotte Lowe, and Dr. Grace Munson, director of the Guild Welfare Committee of the Congress.

ES ILLINOIS



Above — **THE CHICAGO TUBERCULOSIS INSTITUTE**, of which Harry Miller (left) is Public Relations Council, and Alice H. Miller (right) is Director of Health Education, has inaugurated the story-drama technique of public information. Their "Dramas From Life" over WJJD educate our listeners to the causes and prevention of the dreaded "TB". The Chicago Institute is affiliated with the National Tuberculosis Association.

Right — **Mrs. William T. Buckner**, State President of the Illinois Federation of Woman's Clubs. To this organization WJJD allots time in the interest of promoting higher moral and social conditions. The series deals with citizenship, art, literature, government, motion pictures, international relations and sundry other topics of public import.



Above — **THE STATE DEPARTMENT OF HEALTH** offers education in public and personal welfare through the medium of their WJJD "Illinois March of Health" series. An extensive professional acting staff enacts these fascinating stories, and one of the principal players is Alice Hill, shown here.



WJJD

**"THE NATION'S LARGEST
INDEPENDENT RADIO STATION"**



Left — **ETHEL REID WINSER**, who conducts "Off the Bookshelf", wasn't taken seriously by much of anyone when she first started planning radio work. A natural literary bent encouraged by special courses at Northwestern and the University of Colorado gave her the incentive to try, and her Thursday quarter-hour of reviews, criticisms and author interviews is the successful result.

Right — Dr. Mortimer Adler, author of "How To Read A Book", is Ethel Reid Winser's guest for one of her WJJD programs. Other literary notables to appear have been Sophia "Miss Mundy" Engstrand, Dr. Preston Bradley, Louis "This Land Is Ours" Zara, Lyman "Alaska's Challenge" Anson, and others.



ENTERTAINMENT FEATURES



Left — **PAUL SHAHIN**, originator and conductor of WJJD's "Dance and Grow Slender" feature, bases his program on the theory that it's fun to reduce by graceful methods. A celebrated tango and rhumba instructor, Paul has taught and danced these exotic steps throughout the country, and appears currently in several exclusive Chicago clubs. His own musical compositions have frequently scored with publishers.

Right — The "**DANCE AND GROW SLENDER**" program is "paced" during the broadcast by a quartet of dancers who carry out Paul Shahin's instructions on the air. Paul's Saturday morning exercise broadcast has brought innumerable compliments from a broad territory.





"**DOROTHY DEERE IN HOLLYWOOD**" offers fans the latest news from the movieland front by one of Chicago's leading movie critics—Dorothy Deere, formerly movie critic for the Chicago Herald-American. Dorothy, whose mother was one of the famed dancing Grayson Sisters, skipped college for marriage. Her sparkling sense of humor is evident in most of the things she does.



Charming **HARRIET HILLIARD** comes to the WJJD "Mike" as one of **DOROTHY DEERE'S** daily guests in the stellar category. Miss Deere offers listeners many intimate views into the lives of stars by her interviews of those who come to Chicago. One of her biggest tasks is to learn when who is going to be where — and then reach them.

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Left — **BARBARA WINTHROP**, writer, columnist and actress, and conductor of WJJD's popular "Barbara Winthrop Calling," home economics and feminine affairs feature. Miss Winthrop started her radio career in Houston, Texas; worked with Jerry Belcher on the original "Vox Pop" show; has a fine background of dramatic training and experience; has been heard from coast to coast; spends her time away from the "mike" listening to radio!

Right — "**THE TOASTMASTER**" show cast — Priscilla Holbrook and Joe Alexander — discuss the arrangement of one of their melodious moments that make this feature one of WJJD's most pleasant morning presentations. More about Priscilla and Joe as we go.



ENTERTAINMENT FEATURES

JOE ALEXANDER, WJJD's six-foot, brown-haired organist, at the studio console. Joe, in his early thirties, had his first radio job at the age of 20. He had had 25 years of musical training and experience in conservatories, theatrical performance, broadcasting and teaching, and spends his spare time figuring new ways to make the keys speak in melodic phrases.

DICK BAKER — Jovial, extra-talented, six-foot-high, red-headed and twenty-four — never studied piano or voice. At about two-and-a-half years he started pounding the keys; at four he used to accompany his singing mother in club and church concerts; at Boy Scout age, Dick was a professional band pianist; his first radio appearance was at 16; he was happily wed at twenty; and all and sundry think he's a "durned fine chap".





Left — **PRISCILLA HOLBROOK** is a friendly, charming addition to the WJJD staff, besides being an efficient and accomplished pianist. Twelve years ago, a big Ohio radio station picked Priscilla out of an orchestra pit to give her talents wider scope on the air. It took her many years to overcome the nervousness of playing to a small, mysterious microphone, instead of a visible audience.

Right — **FRED BECK**, WJJD organist, gave his first concert at the ripe age of nine years! Music was a natural turn for Fred, however, for his mother was a well-known opera singer out on the west coast. In 1932, radio took college-trained and theatre-bred Mr. Beck into its high-spirited family. Fred is still waiting for that certain "tall blond."



Left — **ROSEMARY WAYNE**, charming red-headed reporter for WJJD, who conducts "The Smart Set" every Monday, Wednesday and Friday morning. Rosemary turned to radio because she liked the thought of going on the air, she conducts a fashion column in one of Chicago's swank weeklies, is single, hates silly questions, and spends all her money on clothes.

Right — **DR. CHARLES COPELAND SMITH**, one of America's pioneer broadcasters, analyzes international news for WJJD's listeners. No novice in international affairs, Dr. Smith recently returned from a three months official mission in Europe. A native of England, he was decorated by King George during the World War I, and has many friends among Britain's diplomatic set.





Left — **THE CRUSADERS**, with their "Romance In Rhythm", are another pop-music presentation of WJJD, broadcasting from the Blue Fountain Room of the LaSalle Hotel. Left to right: Sid Spring, Chuck Cavallo, Hugh Doyle and Jimmie Burdett.



BEN KANTER and **PRISCILLA HOLBROOK** at the pianos, and Ed Humphrey at the "mike", halt their rehearsal of the WJJD music feature, "Two of a Kind" to watch the camera bear down on them from studio A's balcony entrance.



Left — **THE HEIDELBERG ENSEMBLE** turn out old continental tunes for WJJD'ers, direct from the Alpine setting of the Old Heidelberg Restaurant.

Below — "**THE SONS OF THE PIONEERS**" stand tops in their line of musical endeavor. Their sagebrush style of entertainment has won them numerous awards and national popularity — the quintet has also appeared in half a dozen films. WJJD found that the only way to get them to Chicago was by electrical transcription, for their engagements keep them on the move.



JOLLY FRANZEL AND HIS FUNMAKERS specialize in the enthusiastic European dances for their WJJD broadcast from the Old Heidelberg restaurant in the loop.



"MIDDAY ROUNDUP"

That swell trio of Atchers — "Smilin' Bob", "Bonnie Blue Eyes" and Randall — give out on your noon show of mountain music and important farm service statistics. This happy musical crowd directs their program to farm people and to those who like that sort of life. You see, they all came from 'way down in Harlan County, Kentucky, where they learned the old songs they turn out so harmoniously.

"Bonnie Blue Eyes" and "Smilin' Bob" Atcher are married. They are really Leota and Robert Owen Atcher. Leota lived only four miles from Bob, and so, as Bob says, "it was inevitable" that they should meet and marry. In common, they have their love for the old mountain songs.

"SMILIN' BOB" ATCHER—even though we caught him when he wasn't "smilin'" — was taught music by his father and mother, as was Brother Randall. In 1929, Bob was surprised as all get-out to learn that his first audition was a success; and he was even more surprised to find that he had the largest listening audience on Kentucky's most powerful station. When his money ran out while he was in college learning to be a surgeon, Bob applied his entire attention to broadcasting, and with Leota and Randall, cut himself an enviable niche in the halls of public approval and entertainment.

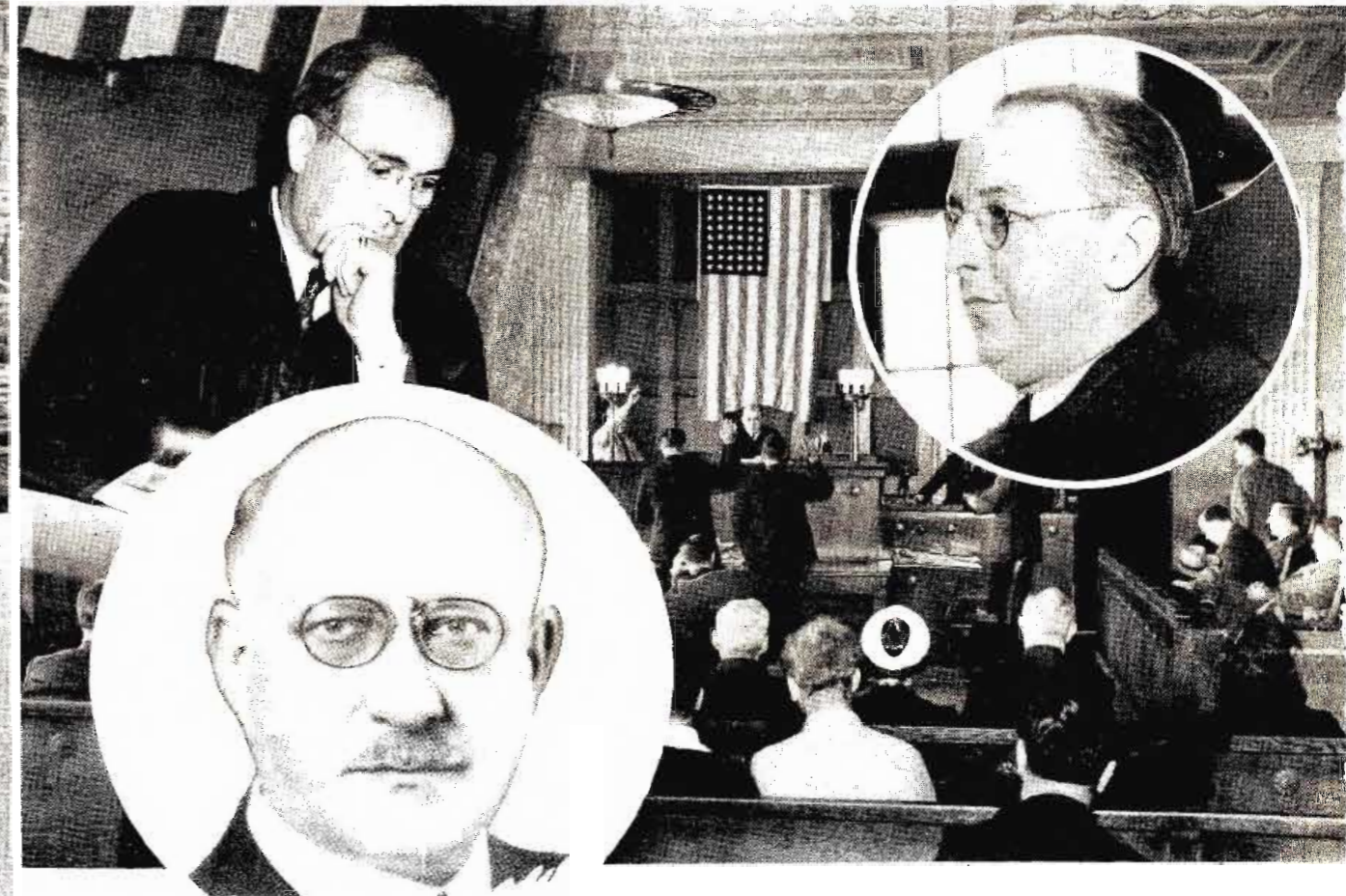
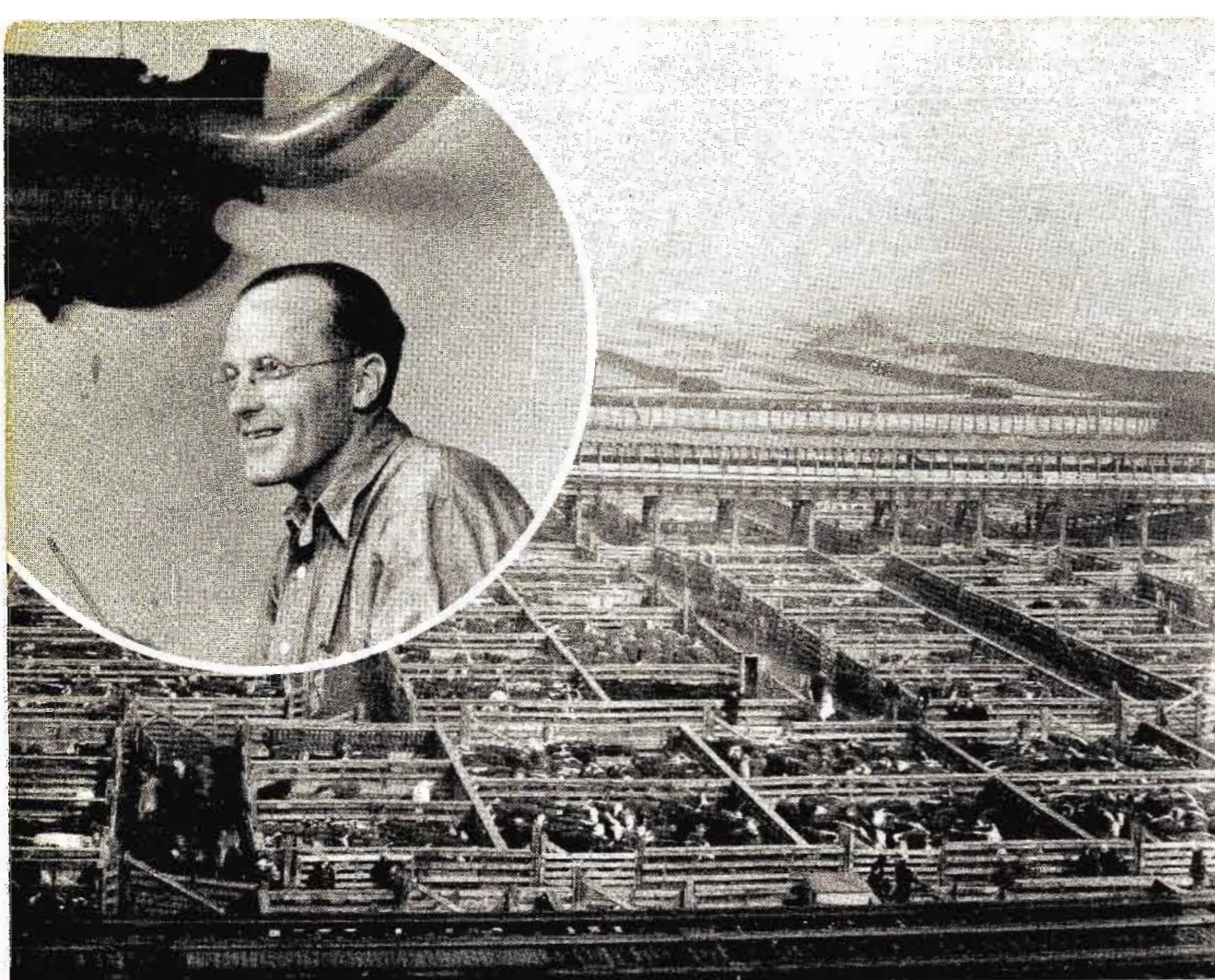


"THE NATION'S LARGEST INDEPENDENT RADIO STATION"

"THE PULSE"

In the vital centers of Chicago, where events and conditions closely effecting the lives of our listeners are unfolding every day, WJJD maintains direct wire connections for broadcast purposes. These two pages represent in pictures only a part of this civic "pulse-feeling" carried out for the interest and information of our audience.

Left — **JIM CLARK** broadcasts last-minute livestock reports and market news to farmers, direct from the world's center of livestock trading, The Chicago Stockyards. To serve farmers through the midwest, WJJD clears time daily as soon as the reports are available.



The rare privilege of being audience to the mistakes of others . . . of learning what is right and safe . . . by listening to the application of justice to cases of traffic violation, comes through WJJD's Safety Court programs, Chicago's outstanding local broadcast. These regular features, in connection with **CHIEF JUSTICE JOHN J. SONSTEBY** of Mayor Kelly's "Keep Chicago Safe" committee, are presided over in the courtroom by **JUDGE DOUGHERTY** — upper left, **JUDGE GORMAN** — upper right, and **CHIEF JUSTICE SONSTEBY** — center below.

Left — From the Chicago Bureau of the United States Department of Agriculture, WJJD transmits the official weather forecast by Charles Donnel, twice each day; thus presenting an exact and expert report of weather conditions effecting any day's buying and selling, travel, growing and shipping.



OF CHICAGO"

Right — On WJJD's "School For Taxpayers" Chief Deputy Assessor Bollman, shown here, broadcasts an explanation of complicated tax returns and legislation from the City Hall office. This with other general tax information, enables listeners to cope with the puzzling proplems of taxation.



Above — "**Bureau of Missing Persons**", Chicago's only radio source of locating lost friends or relatives, pierces the maelstrom of the city's masses to reach lonely, straying persons with the beckoning "will you come home" message. Conducted by WJJD's Allan Avery, this service has been instrumental in uniting untold hundreds of families.

Right — National Defense is one of America's prime considerations and explanations of U. S. Army activities is of vital interest to every citizen. Thus, each week **SERGEANT PATTERSON**, right, reports on recruiting service and brings out the human element of our defense measures with stories that reach beyond the maze of discipline and regulation.



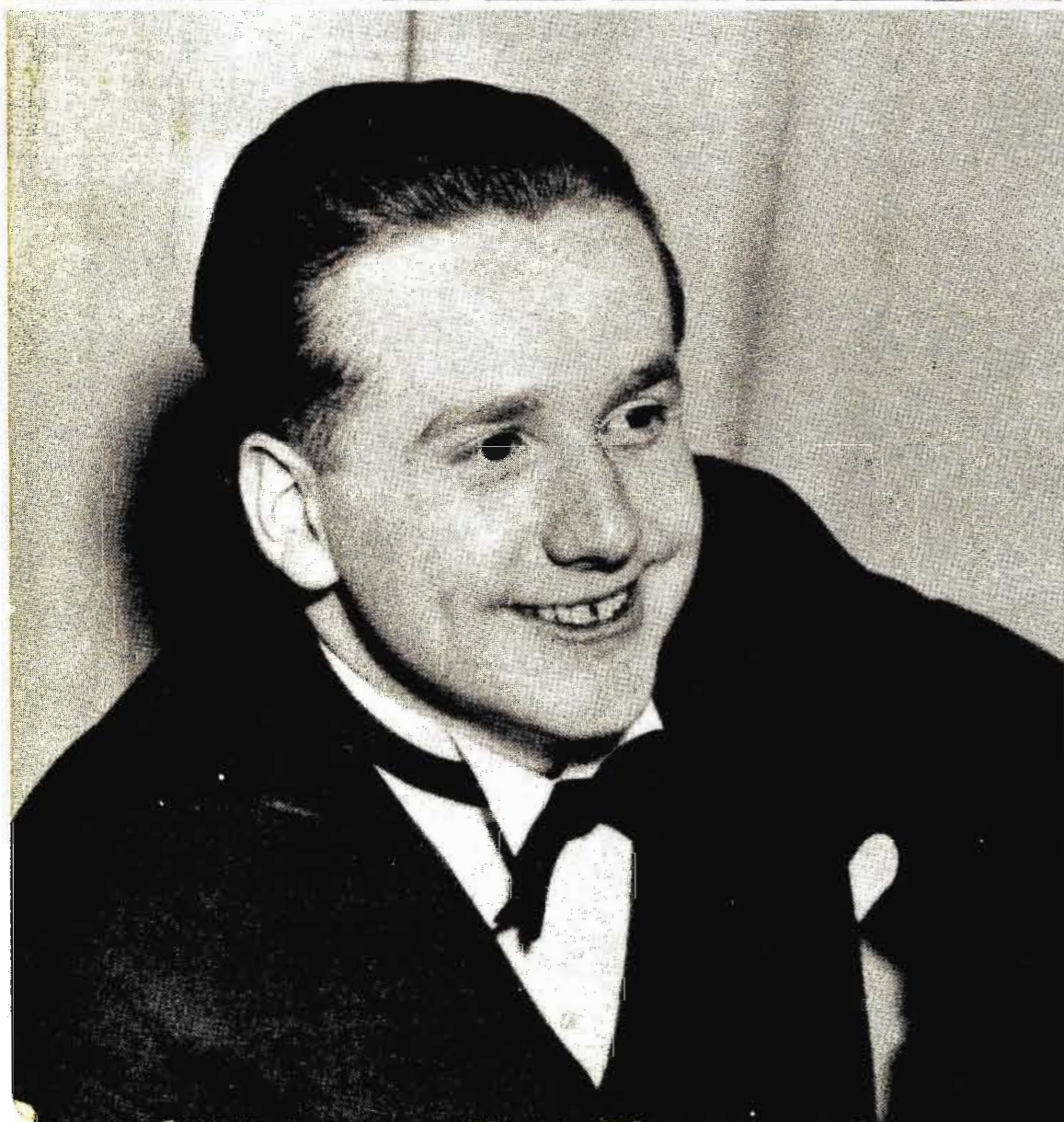


Left — **"UNCLE JOHN" MEREDITH** and his **FAMILY BIBLE LEAGUE** has attracted wide attention throughout the middle west for real devotion to the cause and for the humanness of its inspiration. With "Uncle John," here, is Mrs. "Uncle John" — at the piano. A real fellow, John Meredith is popular with everyone. His father was a circus acrobat!

Below Left —

The **"BIT OF HEAVEN"** inspirational feature on WJJD's morning schedule, presents the young, energetic evangelist **LOUIS P. LEHMAN, JR. as speaker**. His father acts as director and announcer. This picture shows the younger Lehman.

Below — **THE CHRISTIAN BUSINESS MEN'S COMMITTEE** broadcasts their Loop Noonday services direct from the Grand Opera House. Daily, they feature outstanding members of the clergy as speakers. Shown here is Dr. H. A. Ironsides of the Moody Memorial Church.



WJJD'S OF W

ALL races, all creeds, all denominations and sects have equal privileges on WJJD. It is only natural that there is insufficient time to hear representatives of each Metropolitan Chicago church, but WJJD tries to present a well-balanced schedule of inspirational services. Public demand is large.



FREEDOM ORSHIP

ly responsible in the formulation of WJJD religious presentations, thus accounting for the fact that such outstanding leaders of public thought as Dr. Preston Bradley of the Peoples Church and Dr. H. A. Ironsides of the Moody Memorial Church have consistently been heard over this station.



Left — **REV. DR. BOSWORTH**, religious evangelist, is well-known throughout the Chicago area. Thousands of people hear his morning broadcasts over WJJD. Dr. Bosworth broadcasts direct from his home in River Forest.



Right — A liberal thinker and profound religionist, **DR. DEHAN'S** weekly broadcasts occupy an important position in the schedule of religious offerings over Station WJJD.



Right — **DR. PRESTON BRADLEY**, unquestionably one of Chicago's outstanding civic figures and in demand throughout the land for his lucid and intimate discussions of broad American topics, speaks each Sunday morning over WJJD regarding the economic, political, social or religious life of the nation. Dr. Bradley's Peoples Church in Uptown Chicago grew to national prominence under his direction, and WJJD is proud to be host to so distinguished a personality.



Left — **REV. WILBURN CORNELL**, Avenue Church. Spiritual offerings as well as frequent comments on everyday problems rate him as one of Chicago's more popular thinkers.

EDUCATION VIA WJJD

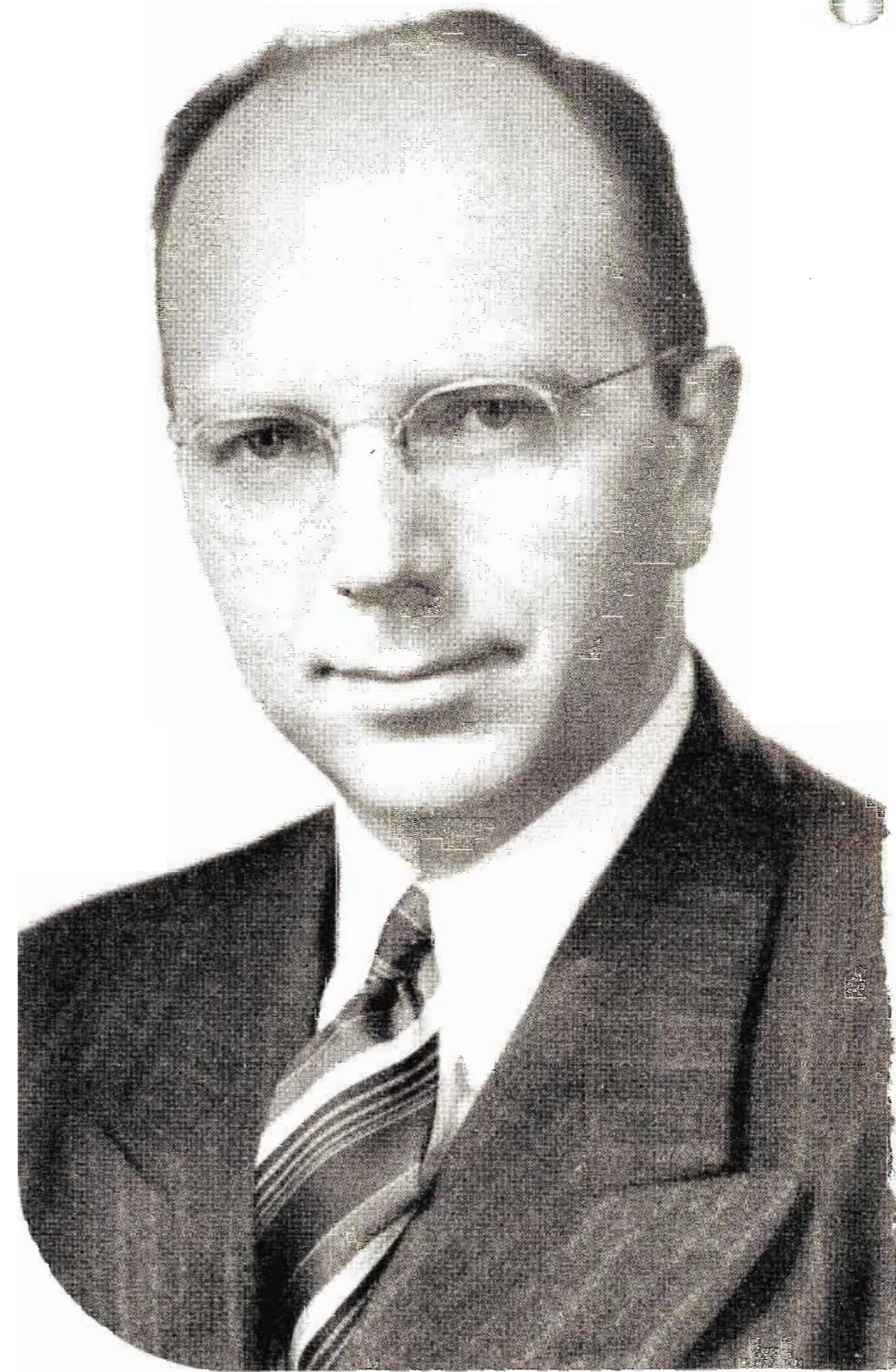
THE advantages of radio to education were graphically demonstrated in the fall of 1937 when infantile paralysis threatened to keep Chicago schools closed. The problem of teaching some 4,450,000 children came to the attention of WJJD and they offered free use of the air for whatever time necessary to carry on School By Radio. Supt. William L. Johnson of the Board of Education and an emergency board of educators adopted WJJD's plan of coordination of Chicago radio and newspaper facilities for this progressive step in teaching.

The tests of the students after the emergency period had passed showed amazingly good results. A permanent Radio Council of the Board of Education was consequently formed, and WJJD was appointed official Board of Education station as a result of its leadership during the emergency.

Today, WJJD broadcasts the Board of Education series each afternoon to about 75% of Chicago schools and a large number of rural classrooms.



WILLIAM L. JOHNSON, Superintendent of Chicago Public Schools.



HAROLD KENT, Radio Director for the Chicago Board of Education, who directs the WJJD series and conducts a weekly current events program, "That's News To Me."

"THE NATION'S LARGEST INDEPENDENT RADIO STATION"



Above —
"Makers of Chicago" — A Japanese group brought together by the Japanese Consul to sing native folk songs as one of the WJJD-Board of Education features.

Below — **"PIECES OF EIGHT"** — The full cast of the broadcast on WJJD and their school group audience.



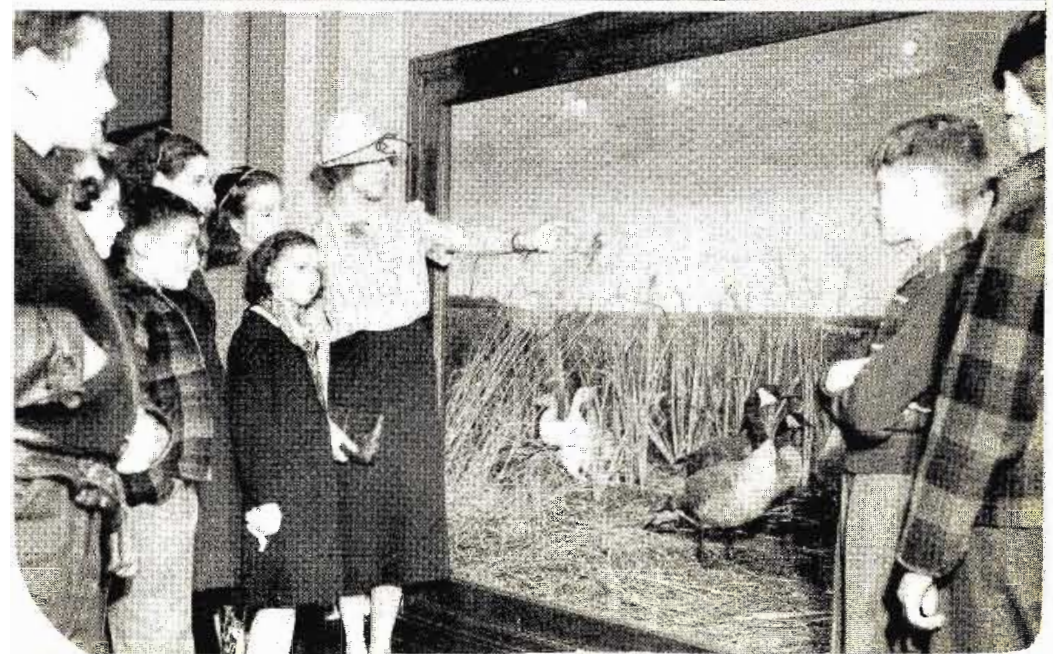
Right —
 Children from the **Avondale School** watch the production of the Board of Education feature, "Pieces of Eight."



Right —
"THAT'S NEWS TO ME" — Mr. Kent interviewing a girl about her trip to Washington. The audience comprises children from the Thomas School as studio guests.



Right —
 A special demonstration is conducted by **DORIS KNAPP**, Lane High School teacher, at the Chicago Academy of Science. This occasion followed the WJJD broadcast of "Science Reporter," another Board of Education program.



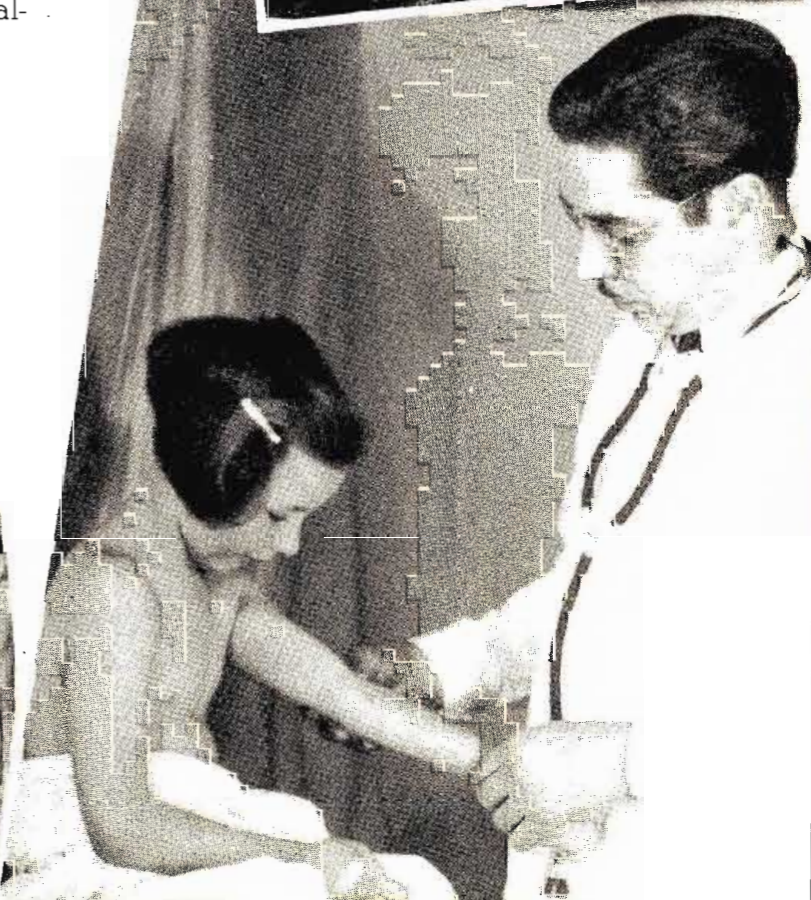
WJJD CHICAGO'S OPEN DOOR



Behind the busy scenes of Chicago's daily activities there are innumerable organizations conceived and dedicated to service — service to Chicago's thousands in search of homes, food, recreation, clothing — service to those interested in the arts, sciences and cultural departments. Thus, WJJD opens the doors of Chicago "Opportunity" — three times weekly, listeners are given a glimpse into the many vital agencies that minister to such needs, and the feature is literally **"CHICAGO'S OPEN DOOR"**. A specimen program of WJJD's "Chicago's Open Door" is shown here. Left to right are Barnett Faroll, Dr. F. Emory Lyon and W. Frank McClure of the Central-Howard Association.

SERVED BY CHICAGO'S OPEN DOOR

- | | |
|----------------------------------------|----------------------------------------|
| Chicago Foundlings Home | Chicago Hospital Council |
| Chicago Orphan Asylum | Infant's Aid |
| Chicago Maternity Center | Woman's City Club of Chicago |
| Chicago Church Federation | Chicago Relief Administration |
| Chicago Congregational Union | Chicago Safety Council |
| Catholic Woman's League | Civic Fed. & Bureau of Pub. Efficiency |
| Board of Health | City Club of Chicago |
| Ill. Society for Mental Hygiene | Citizen's Association of Chicago |
| Vocational Society for Shut-Ins | Chicago Better Business Men's Bureau |
| Jewish Big Sisters | Camp Fire Girls |
| Art Institute of Chicago | Girl Scouts of Chicago |
| Chicago Commons | Boy Scouts of Chicago Council |
| Goodwill Industries | Boys' Clubs Inc. |
| Goodwill Center | Central Howard Association |
| Illinois Humane Society | Chicago Lighthouse for the Blind |
| Ill. Assn. for the Crippled | Field Museum of Natural History |
| Rest Haven Auxiliary Inc. | Chicago Bar Association |
| Junior League of Chicago, Inc. | Citizen's Civil Service Association |
| Citizen's Schools Committee | School Children's Aid Society |
| La Rabide | Children's Scholarship League |
| Woman's Aid | Jewish Children's Bureau of Chicago |
| Ill. Women's Conference of Legislation | Cradle Society |





A Travellers' Aid Society dramatized broadcast. Left to right: Mrs. Richard Vanderwarker, G. W. Brooks, Kaye McLaughlin and Mrs. Charles Fiske Cutter.



Above — William J. Collins, Commander of the Cook County Council of The American Legion, and Gordon Quinn, Commander of the First District of Illinois Legion (left and right, respectively) discuss this vast organization's national policies over WJJD.

WJJD SERVES THE NATION

Here again, The Nation's Largest Independent Radio Station comes to the public service front to allot time to national service agencies. Through this department of WJJD's schedule Chicago listeners learn of the activities of country-wide organization, and how Chicagoans are affected by them.



Left — National Youth Administration cast presenting one of the weekly WJJD "A Council For Youth" programs to advise on vocations and social advocations for the nation's young people.



Right — The Salvation Army presents a weekly broadcast of their principles and accomplishments. In addition to these programs WJJD presents the Salavation Army Chorus, shown here, under the direction of Capt. Douglas Smith, who is not included in this picture.



Left

HERBERT SHERMAN, 31-year-old Sales Manager and Secretary of WJJD, started in radio when he was fourteen as a singer-announcer-dialectician. Years of agency experience and radio selling has fitted him for his vital post at WJJD.

Below

Left — **ARTHUR LINICK**, WJJD stockholder and Sales Representative, followed the theatrical lead of his father for many years and was writing and producing vaudeville when his first radio job was offered on the west coast. He has his own radio station, W9FXB.

DIRECTING WJJD, "THE NATION'S LARGEST INDEPENDENT STATION"

As early as 1914 **RALPH ATLASS**, President of WJJD, was tinkering with a wireless set in his Lincoln, Illinois, home. Soon, with brother Les Atlass' interest added, that small radio transmitter was licensed by the Federal government as a short-wave broadcasting station—and there began the real radio career of Ralph Atlass.

With the station moved to their home in Chicago, the Atlass boys became the **FIRST COMMERCIAL RADIO STATION IN THIS CITY**, selling time on their 200 watt station to the Yellow Cab Company and Willard Storage Battery Company. Ralph Atlass became its general manager while still a student at Northwestern University.

The popularity of their broadcasting schedule impelled the station's growth from 200 watts to 1500 watts to 10,000 watts — from a home location to the Broadmoor Hotel to the Wrigley Bldg. It was known as WBBM, and the Atlass brothers sold it to the Columbia Broadcasting Company some fifteen years ago.



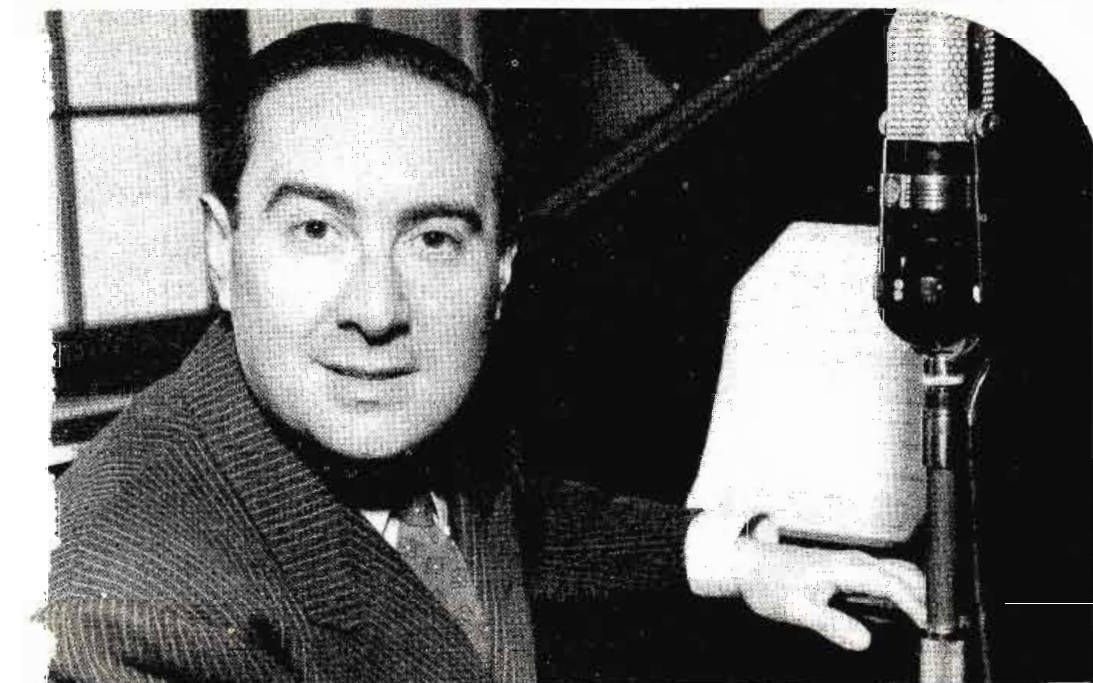


Left — **EARL WITHROW**, Continuity Editor at WJJD, has written and announced in radio for over ten years. His many travels are fine memories, but he wants to "stay put" from now on.

Right — **AL HOLLENDER** is Director of Public Relations, Special Events, News, Educational Features, Sports and Remote Broadcasts. At the University of Illinois he was correspondent for two national news agencies.



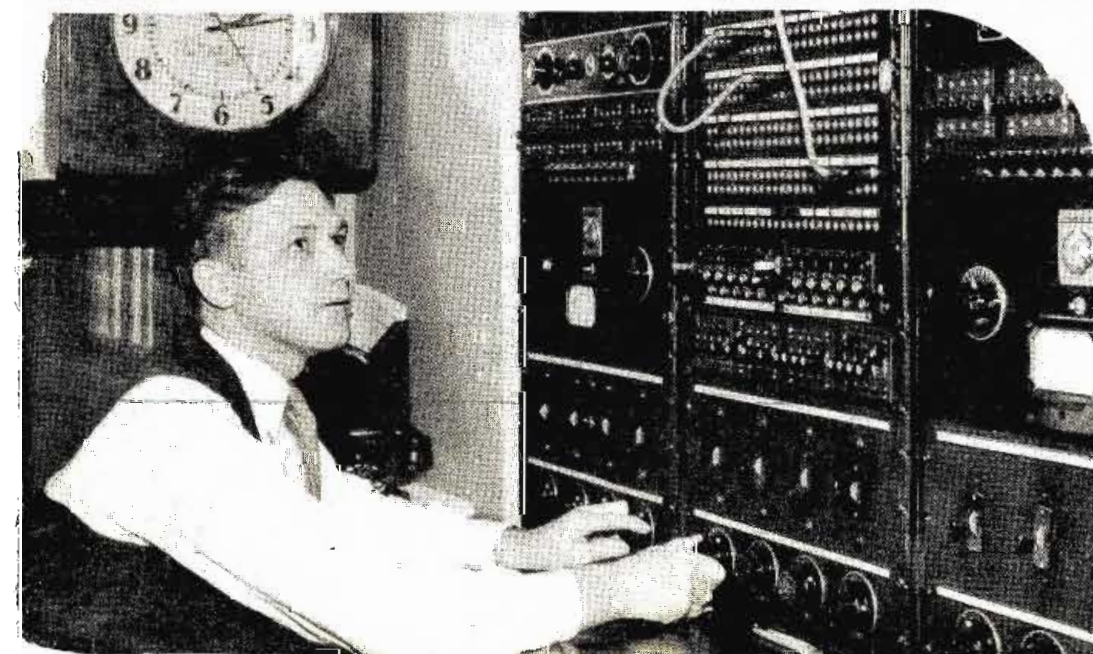
Left — **BEN KANTER** is Musical Director at WJJD, and an attorney, as well. Ben has written many popular tunes for publication. He started as one of a radio team in Chicago — 1930.



Right — **JOE ALLABOUGH**, WJJD Program Director would work 24 hours a day, if he could — he loves it! Joe's family, down in Mobile, Alabama, are all exceptionally fine musicians; in fact, Joe "crashed" radio with music — the ukulele. Since that first start in 1925, he has learned broadcasting through the stages of singer, announcer, writer, producer and director. He was married in 1929 and has a five-year-old daughter.



Right — **WALTER MYERS**, WJJD's Chief Engineer, has clung to the radio idea since his first hand-made set; he has built and flown his own airplane, too — and parachuted from it.



Left — **THOMAS DUNLOP**, Studio Technical Supervisor, had come from his Canadian home to study telegraphy when he was offered a radio job. Tom met his wife over miles of telegraph wire





Editors—Al Hollender, WJJD, and Hal Hubert, N.R.P.I.
Photographs—Ray Barkley Studios and Lawrence-Phillip
Studio.