



Devotly Lee Kingfield

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WTAR

RADIO STATION

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NORFOLK, VIRGINIA

Your Norfolk Station



WTAR

The Keystones of WTAR's Announcers Schedule



Above—"The best laid plans o' mice an' men gang aft aglae" wrote Burns, the poet, who had no idea at all that his thought would fit the career of one tall, dark **JEFF BAKER**. As WTAR'S Assistant Program Director, Announcer and Production Man, Jeff looks back with surprise at the days when he studied at Amherst College and Harvard University to become a physiological chemist. But even the scientific gentry must eat, so when "The Depression" showed signs of going several more weary rounds, Jeff accepted an offer as a singer-announcer-writer at a Buffalo station. He had done radio work as long ago as 1927, but this full-time job was in 1934. Since that time, Jeff has spread his talents for listeners in Philadelphia, Richmond and Denver before joining WTAR. Once a good track man, boxer and football end, he currently confines his physical output to golf. His mental energy is devoted to special events, production, the "Jack-Pot", Hampton Institute and "The Breakfast Gang" programs . . . and a charming wife.

Right—In a certain part of Boston, on specifically appointed afternoons in 1928, passers-by would look up from the news of Herbert Hoover's campaign for President to wonder whence came the youthful vocal exercises of a freshly-changed voice, it was 15-year-old Miguel Sereque learning to sing. His friends probably called him "Mike", and we know him as WTAR's Announcer-Musical Director **BILL SEARLE**. Bill stuck to his music through Roxbury Latin School, Harvard College, Emerson College of Oratory and the Malkin Conservatory, through the honors of a scholarship with famed Lambert Murphy, recording artist and Metropolitan Opera star and as class soloist at the 1936 Harvard Class Day. From 1935 until 1939 he sang opera and concerts about New England, but decided to try radio when a Boston station proffered a job, he came to WTAR a year ago. Soft-spoken, but definitely alert, Bill Searle has learned more radio in three years than many know after ten years in the business,





Above—For the same reason so many other people would, WTAR Announcer **JOHN ERIC** aimed at radio work because he wanted an out-of-the-ordinary job with a touch of—well . . . "glamour". He found that there is some of that in broadcasting, PLUS a lot of hard work! With the initiative that characterizes this blond Swedish fellow, John left Duke University and found a place in the Guest Relations division of NBC in New York, there, learning radio while pointing out the specific sights to visitors, he took announcing training under experts and in less than a year after starting at NBC had a full-fledged talking post with a Pennsylvania station. From there, he bounced into a New York State station and thence to WTAR last December. Living with his family in Sweden at one very young time, John forgot English and had to learn it again upon his return to this country, which is strange in view of his present type of work.



Left—To avoid the unforgivable sin of altering an already well-done story, we are quoting directly from the personal report of WTAR's pipe-smoking Announcer-News Editor, to wit, and quote: "Radio History of One **JOHN CARL MORGAN** . . . Obtained amateur radio operator's and station license (W3KU) in 1921 . . . in 1925, while still in high school, obtained commercial operator's license, but parental pressure prevented my using it to go to sea until 1927 . . . said parental apron strings were untied in July and went to sea as radio operator on various ships until December 1929 when I joined WTAR as transmitter engineer . . . returned to sea in July 1931 to get rid of wanderlust . . . rejoined WTAR as engineer, May 1935 . . . As result of doing pleasing "station breaks" from transmitter, was given a relief shift as announcer and later graduated to full time announcer. . . have been doing nothing but announce, since."

And we stop quoting, but must add that John has done plenty but announce: He married, still operates his own "ham" station, is a member of the Tidewater Council of the Boy Scouts and is an instructor in the Red Cross Life Saving Course.

The WTAR Sports Parade

In the high pitch of activity concerning production and defense in the Tidewater area there arises an important need for divertissement, and an increasing number of men and women are turning to either sports participation or observing to satisfy that necessity. That is also why WTAR is making every effort to provide listeners with the news of sports high spots.

During the past year WTAR Sportspecialist **BLAIR EUBANKS** has covered all the Norfolk "Tars" baseball games at home and on the road, the classic William & Mary College vs. North Carolina State, and vs. University of Virginia football games, all Norfolk A. C. boxing shows from City Auditorium, and the recent Golden Gloves encounters, interviews with such sports figures as Jack Dempsey, Tony Gallento, Joe Savoldi, Gus Sonnenberg, Jim Londos, top-flight golfer Helen Detweiler. Many other sports spectacles are to reach you through the WTAR microphone as they appear in season.

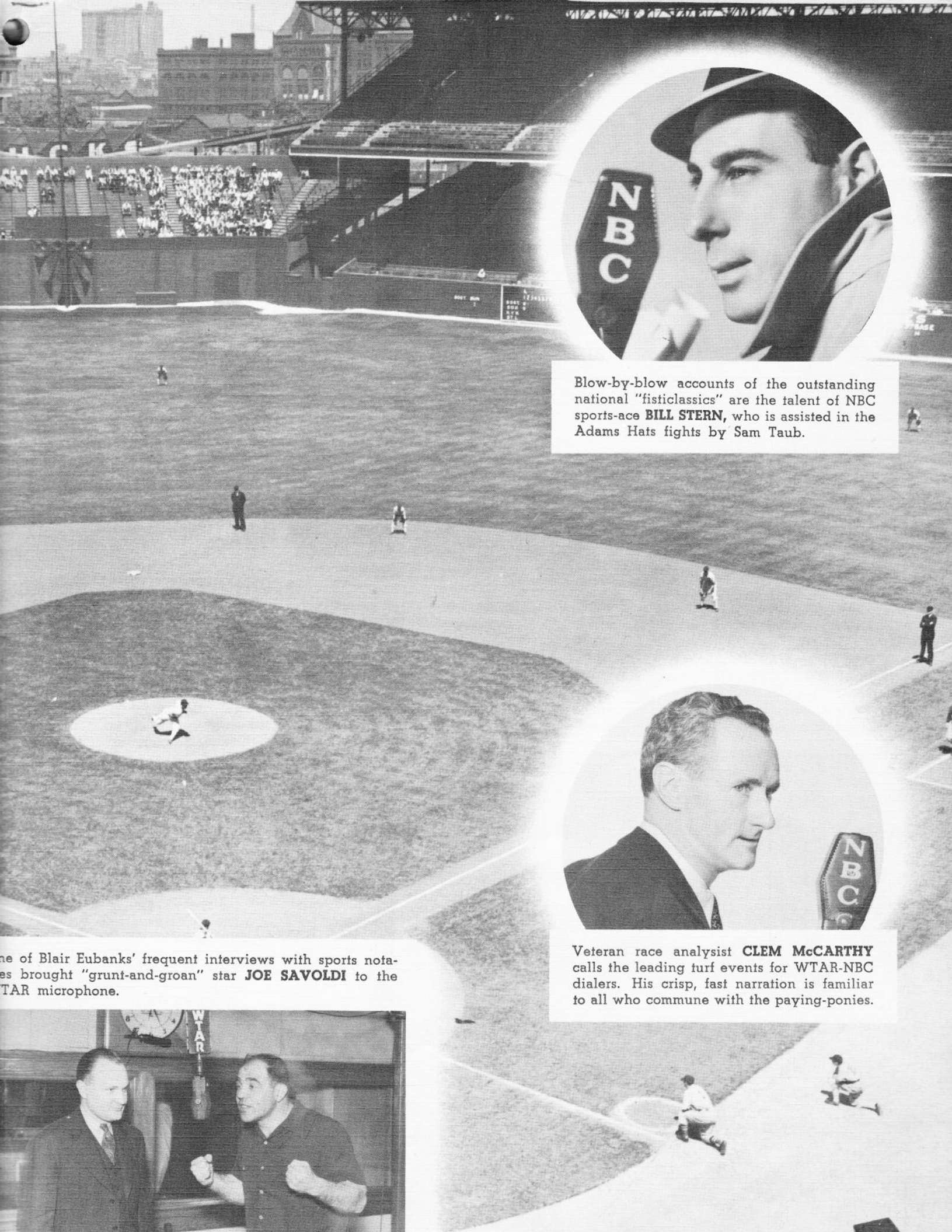
JAY MILTNER is the newest addition to the WTAR announcing staff. Claiming Cleveland, Ohio as his home, Jay received his preliminary education there, later attending Kent University and the University of Kentucky. He hobbies in swimming and baseball, and holds stage background through one summer of stock experience. His radio background includes five months of training at the NBC Announcing School, and experience as singer with a dance band.



Although now considered one of the leading east-coast sports announcers, WTAR's **BLAIR EUBANKS** applied plenty of real determination and sweat before he could even get started in the highly competitive field. A set of false teeth must be given credit for Blair's first "break"—no, they weren't his own. Some years ago, Blair Eubanks found himself with two teaching certificates from an Illinois college and the wish that he needn't do anything with them; he had played gangster roles in a few radio dramas and wanted to get into the business in earnest. About that time, the local fire chief acquired false teeth that punctuated his broadcast sentences with sharp and confusing clashes when they "clenched" whether the chief wanted to "clench" or not. Blair was "deeded" the program and set things right by doing the talking for the fireman. He was "in." Followed a couple of years of straight announcing until NBC sportscaster Jim Britt suggested a shift into his specialized field, which was the turning point for Blair Eubanks. He joined WTAR as sports and special-events announcer in 1939. Blair's four-year-old son is no stranger to WTAR listeners since his voluntary "plug" for Wheaties during a play-by-play baseball broadcast last year.

On the occasions of out-of-town games by the "Tars," WTAR leases a special wire for a report direct from the game's site. While telegrapher Dinson receives the fast-flying report by wire, Blair reconstructs the action of the game play by play.





Blow-by-blow accounts of the outstanding national "fisticlassics" are the talent of NBC sports-ace **BILL STERN**, who is assisted in the Adams Hats fights by Sam Taub.



Veteran race analyst **CLEM McCARTHY** calls the leading turf events for WTAR-NBC dialers. His crisp, fast narration is familiar to all who commune with the paying-ponies.

One of Blair Eubanks' frequent interviews with sports notables brought "grunt-and-groan" star **JOE SAVOLDI** to the WTAR microphone.



To Gather The News



NBC's **HELEN HIETT**, Madrid correspondent on "News Room of the Air."

Veteran news-analyst **H. V. KALTENBORN** with Mrs. Kaltenborn. His commentaries are a prized WTAR-NBC news feature.



JOHN McVANE, NBC representative in London.



Left—United Press news goes to a regional UP bureau and thence to the central London bureau for transmission to the United States. Here in the London bomb-shelter quarters **HARRY FLORY**, UP European News Manager (right) contacts an outside representative as operators behind him send the steady flow of news to New York.



In France **ARCHI-NARD** collects news for NBC-WTAR.

Right—Distinguished foreign-affairs expert **EARL GODWIN** at the NBC microphone in Washington, whence comes his broadcasts to WTAR listeners.



"News Room of the Air" observer for NBC-WTAR in London is **FRED BATES**.

Right—On the news front for the far-flung United Press Association is **JAN YINDRICH** (center) with a British officer (right) and a cameraman. WTAR's numerous news periods and bulletins are sent to its newsroom by short-wave radio and special wires from these UP men in every corner of the globe.

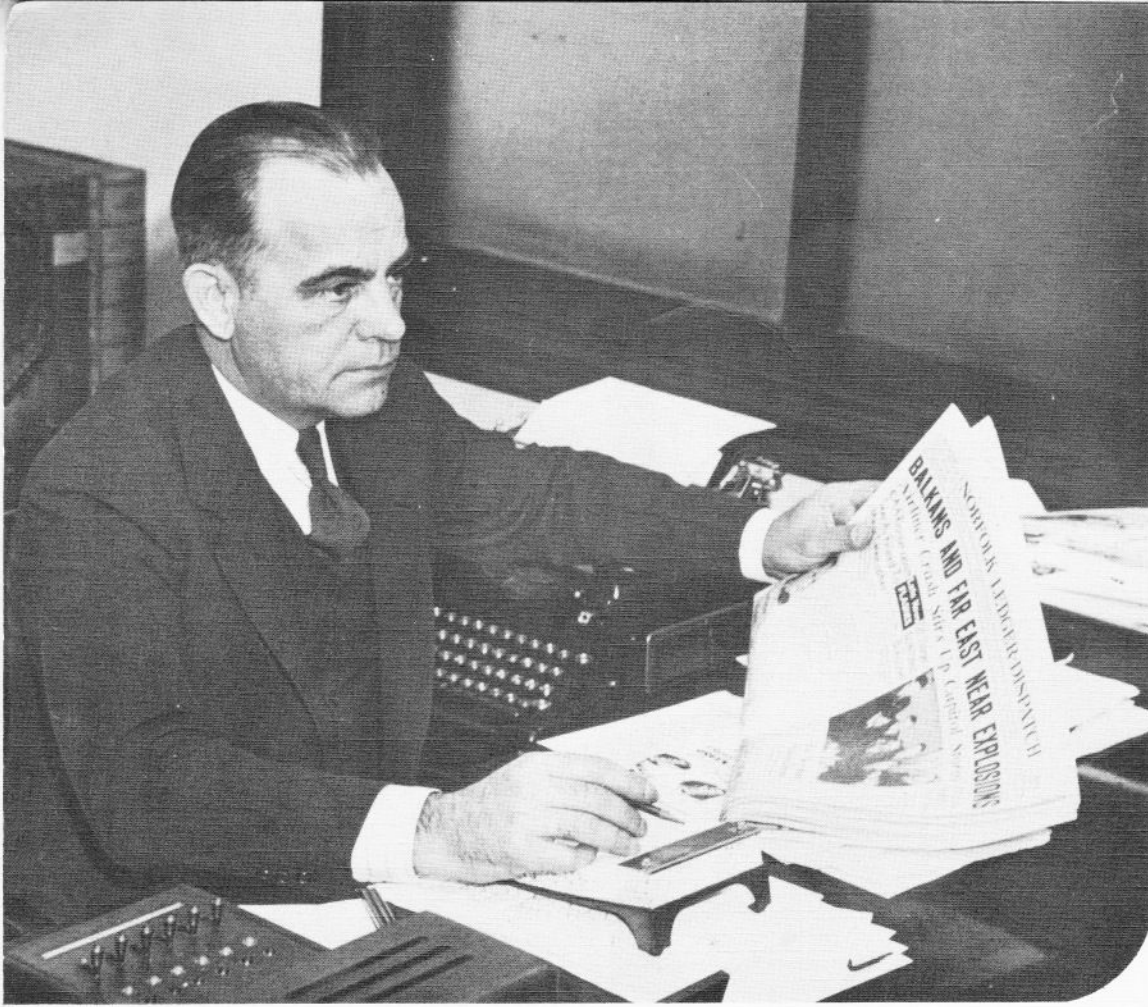


The Balkan hot-bed is the news workshop of NBC's **MARTIN AGRONSKY**, who is heard on "News Room of the Air."

Right—Arriving in New York only minutes after its birth, news from UP's foreign bureaus is edited and processed for radio. Along the left wall are the teletype "shooters" who



Solemn, well-informed **JOHN B. KENNEDY** is an ace commentator on foreign and dom-



Well-known **TOM HANES**, managing editor of the Ledger-Dispatch and for years WTAR sports commentator, brings both domestic and foreign news on his daily "Ledger-Dispatch Preview."

The weekly "High Spots of the Week's News" and "Women In the News" have long made **WINDER HARRIS**, former managing editor of the Norfolk Virginian Pilot, familiar and popular. Mr. Harris recently resigned his newspaper post to run for U. S. Representative from the Second Congressional District, and was elected in the special election held April 8th. He plans to continue his broadcasts.



The WTAR World "Mike"roscope

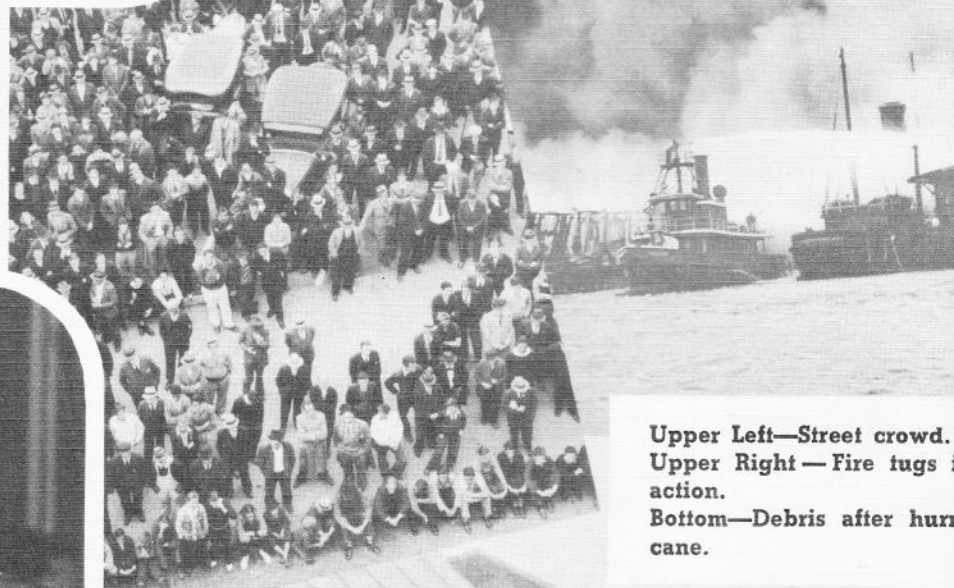
Through the fastest means of communication, radio, WTAR listeners have a daily ring-side seat at the history-making events of the world. The combined facilities of several globe-encircling agencies make this instant service possible. The vast United Press Association, with correspondents and bureaus in every cranny of the world, flashes fresh news stories to the WTAR teletype room throughout the day and most of the night; the National Broadcasting Company sends bulletins and commentation from representatives throughout the war-fought nations, and analyses by leading international experts; the facilities of Norfolk's two newspapers are added through regular WTAR broadcasts by their editorial heads. Thus, WTAR trains the lens of their "mike-roscope" on current affairs for the information of its listeners.

On-The-Spot News-

To supplement its edited news material and to bring listeners first-hand accounts of news-worthy events and opinions, WTAR stands ready at all times to present broadcasts from the scene of whatever event may occur within its area. In



The WTAR Recording Tables cut especially prepared discs with sapphire needles to be played back without further processing. Although incapable of as many play-backs as the intricately processed commercial recordings and transcriptions, these discs comprise a permanent and detailed record of any event cut into them if only reasonable precaution is used.



Upper Left—Street crowd.
Upper Right—Fire tugs in action.
Bottom—Debris after hurricane.



RABBI STEPHEN S. WISE, renowned Jewish leader, was one of the many distinguished persons to speak to WTAR audiences during the year.



Right — Former Congressman COLGATE W. DARDEN, JR., (gubernatorial candidate), and Governor James H. Price were heard via WTAR during a recent Norfolk meeting.



Left—Mlle. EVE CURIE, daughter of the famed French woman-scientist who is known

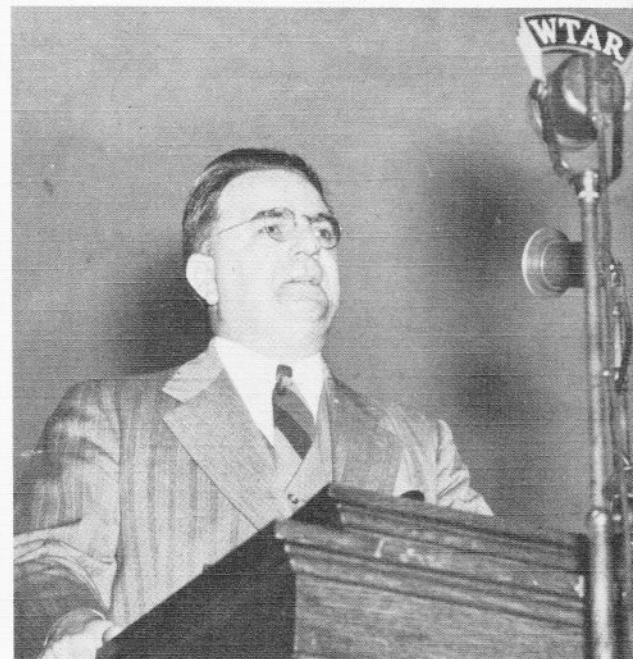
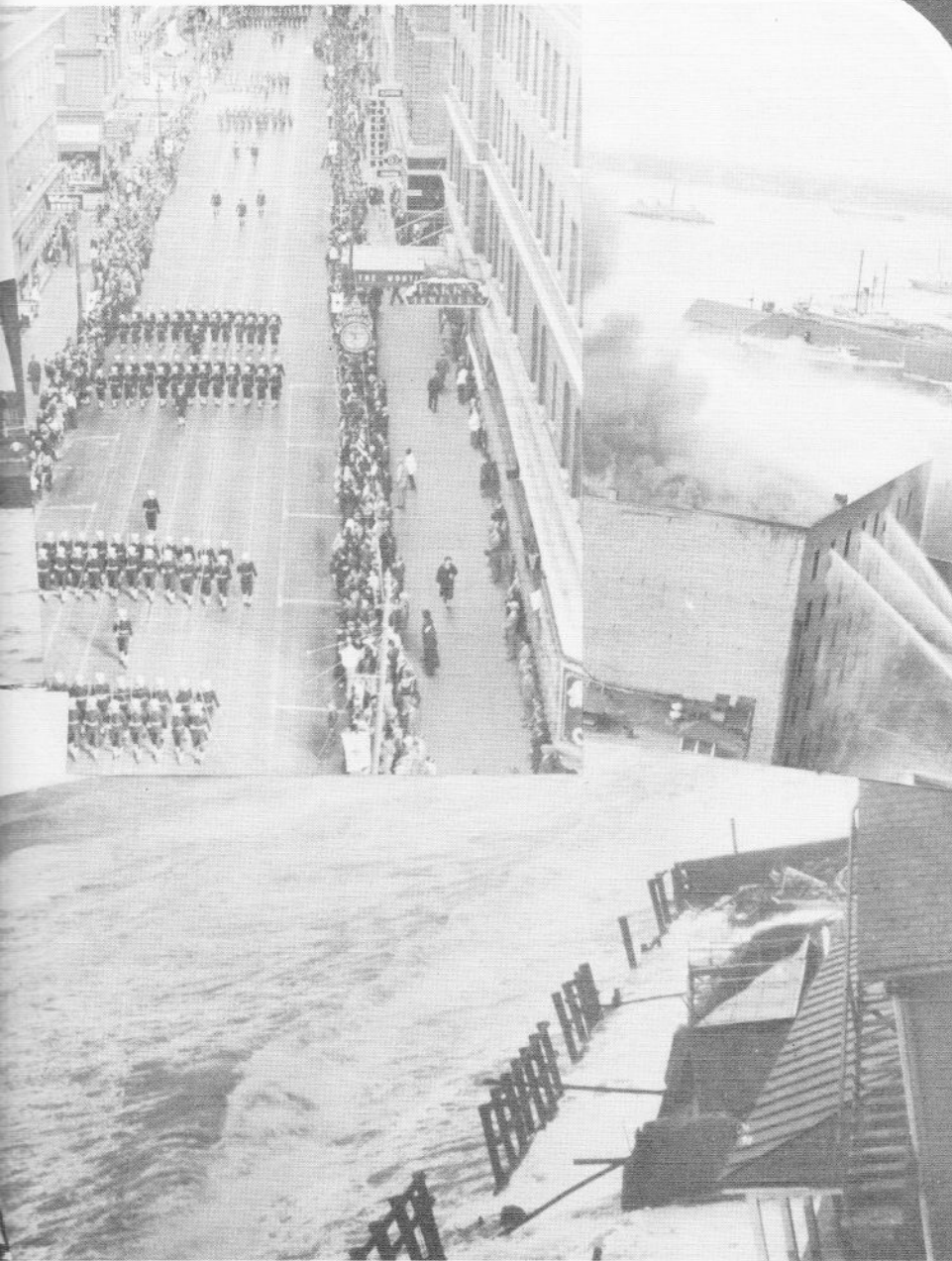


Special Events on WTAR

most cases these occasions can be aired instantaneously, but whenever other program commitments obstruct at the particular time of the event, WTAR's recording engineers transcribe the program and it is heard as soon as time becomes available.



Before his interview on WTAR, Ledger-Dispatch editor Tom Hanes (right) conducts noted NBC commentator H. V. KALTENBORN (left) into the newspaper teletype room for a last-minute check on the international news situation.



At the March convention which nominated him to fill the congressional seat vacated by retiring Colgate Darden, journalist WINDER HARRIS includes the entire Tidewater area in his acceptance speech, via WTAR.

Pouring rain failed to stop the talk by THOMAS A. EDISON, JR., or the WTAR broadcast (notice the microphone swathed in cloth) at the occasion of the new Pennsylvania-Central Airlines Norfolk port. Mr. Edison, then Assistant Secretary of the



On these pages are represented only a rare few of the activities covered by WTAR as special services to its listeners. In most cases, the photographer did not obtain pictures to include in this book.

Whatever You Want in Music

Heading WTAR's Program Department and so steeped in musical experience and lore that he fairly breaths it, is Program Director **HENRY COWLES WHITEHEAD**. Conductor of the Norfolk Symphony Orchestra and the WTAR Salon Orchestra, Mr. Whitehead expresses a musical background second to none. His career started in his twelfth year and he soon was organizing and directing his high school band. At 17 he entered the Curtis Institute of Music, graduated as a Bachelor of Music, played in 39 states with the famous Roxy and His Gang, returned to Earl Carroll's Vanities in New York—a strange contrast to his work with the Philadelphia Grand Opera and Civic Opera Companies while in school—played such NBC shows as the Ivory Soap Hour with B. A. Rolfe's orchestra, served under the baton of venerable Walter Damrosch on NBC's Music Appreciation Hour, held a chair with the New York Radio City Music Hall Symphony at the opening of the Music Hall, and a year or so later came to Norfolk to conduct its symphony group. Three years ago, Henry Cowles Whitehead added to his duties by becoming WTAR's Musical Director and Conductor, was made Program Director six months later. Talented and popular, Mr. Whitehead's time is in demand throughout the Tidewater area—must make specific appointments for luncheon with his "better-half," Charlton Whitehead, editor of the Woman's Page and Service Page of the Ledger-Dispatch.



Left—The **WTAR SALON ORCHESTRA**, conducted by Henry Cowles Whitehead, comprises William Roberts (violin), Adele Barrett (violin), Louis Saks (violin), Johanna Mottu (viola), Arthur Lange (cello), Frank Toscano (bass) and Bailey Barco (piano).



BAILEY BARCO, staff pianist and organist at WTAR, studied music in Paris under the eminent Marcel Dupre, has done much and varied theatre music.



The **WTAR STRING QUARTET** presents another musical group to Tidewater dialers.

Norman Phelps's **VIRGINIA ROUNDERS** serve up American folk music—range or hill-billy tunes to you—in a style that has made them popular from coast to coast and in several motion pictures. Left to right, the WTAR entertainers are: Willie Phelps, Chick Hall, Earl Phelps, (seated) Larry Schamber, Marvin Carroll and maestro Norman Phelps.



Dinner music is the musical feature of the **WTAR STRING TRIO** shown here.

From the renowned negro college, Hampton Institute, WTAR presents many outstanding musical programs. Famed for its choral groups, Hampton offered its **FOLK SINGERS** for the program of which this picture was taken. Announcer-writer of the program, Jeff Baker, studies his script at the left.





PHIL SPITALNY, conductor of the damsel-bedizzened NBC-WTAR program **"HOUR OF CHARM."**

LOUISE MASSEY AND HER WESTERNERS: (left to right) Allen Massey, Milt Mabie, Louise and Curt Massey, Larry Wellington.



Robust as his ever-welcome ballads is **"SMILIN' ED" McCONNELL**, longtime WTAR-NBC favorite.

TOBE REED, emcee of the Fitch **BANDWAGON** program, and the only feature of the show that stays the same each week.



Right — **HORACE "TREASURE CHEST" HEIDT** introduced his charming bride and mother to the NBC staff the day this picture was made.



The finale of one of their "Pleasure Time" shows brings the whole company of **FRED WARING AND HIS BAND** to stage front for their bows.



Above—An artist's version of how the Fitch **BANDWAGON** would look if some of its leading guests were packed aboard at one time.

Left—The triple tune-threat of the Telephone Hour: tenor **JAMES MELTON** and maestro **DON VOORHEES** with charm-



WTAR

Left—**DOROTHY LAMOUR**, with Richard Himber and his orchestra and other guests such as Rudy Valle, Don Ameche, Dick Powell and Frances Langford comprise the new spring Studebaker Champions show on WTAR.

Lower Left—The ridiculous and the sublime, shall we say? Rib-racking "Professor" **KAY KYSER** and balladreaming **GINNY SIMMS** of the WTAR-NBC "College of Musical Knowledge."

Below—Sweet, soprano **LUCILE MANNERS** is vocal partner of **ROSS GRAHAM** on the NBC-WTAR Cities Service Concert.



"Aunt Jane's Opportunity Hour"

It all started back in 1934 when Mrs. Paul M. Kendrick, alert and talented graduate of Randolph Macon Woman's College, started her "Aunt Jane's Safety Club." That feature attracted so much favorable attention from both adults and children that soon "Aunt Jane" had multitudes from whom to draw to make up her program of juvenile talent in the Tidewater area. That is an all too brief synopsis of the past, the present speaks for itself. On this page, the program during "Aunt Jane's Hour" comprises cast members of the "Merry Maury Minstrels" of Maury High School.




Right—W. D. Roberts, 15-year-old piano artist, and the smiling lass standing is "Aunt Jane's" daughter Marion,

Below — Rethia Stevens, swing-singing Maury senior, accompanied by guitarist Milton Norman, Maury composer and arranger



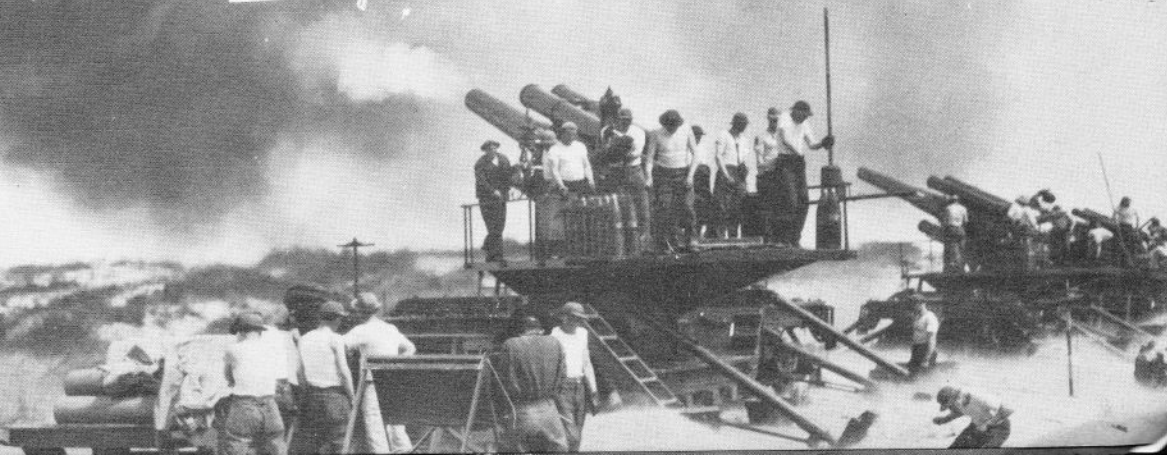
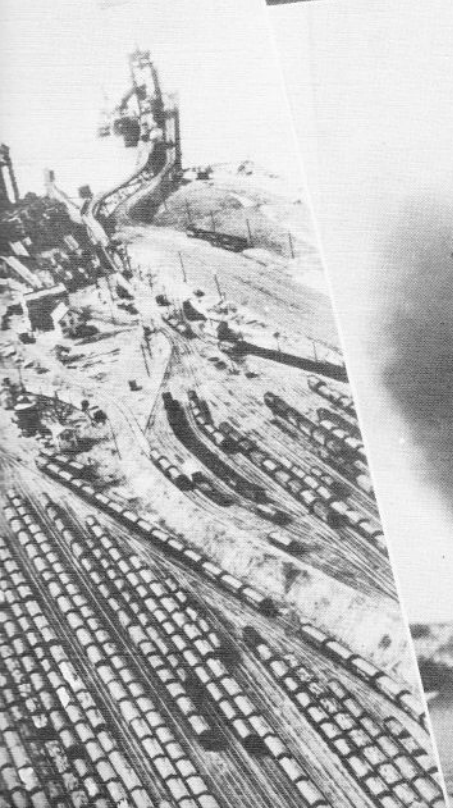
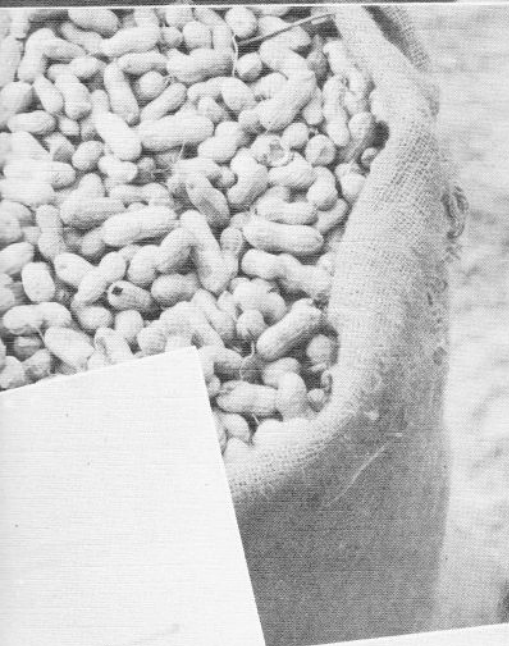
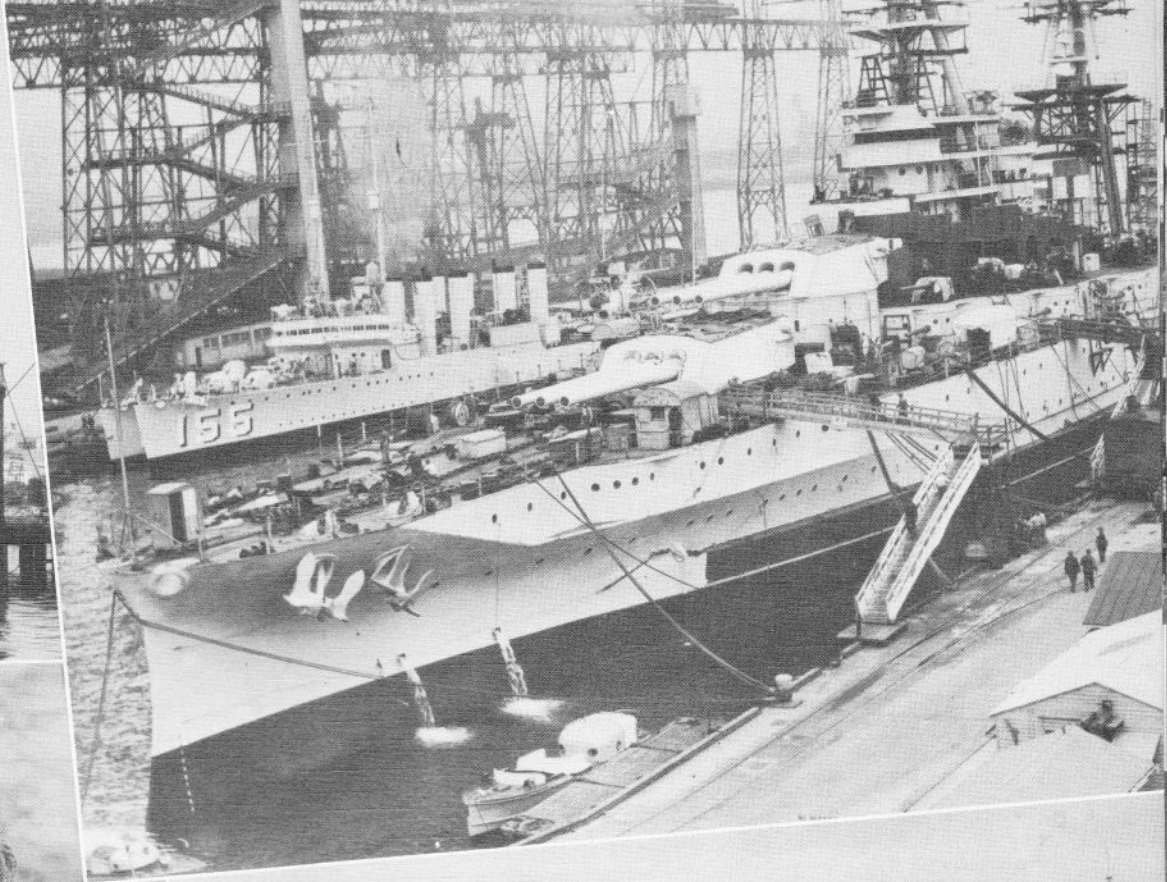
"Aunt Jane," Mrs. Paul M. Kendrick, muses at the WTAR microphone as her program carries on in one of its acts.





America's No 1 Sales Area

Uncle Sam's Spending Over
\$1,200,000,000,000
in National Defense in
the
Norfolk-Portsmouth-Newport News Area
WTAR'S PRIMARY Market
serving
1,182,000 People
With Money to Spend!
★ ★ ★
5000 Watts — Day and Night
Complete NBC Red and Blue Service





"The Jack Pot"

Sunday night is cash night . . . and silver dollars, no less . . . at the Levy-Page Temple of Music Auditorium. It's "Jack Pot," cash payment to those who answer correctly in either the audience or the list of stage contestants, plus the

merriment of a special stunt like the pie-eating contest shown on this page. Conducted by WTAR-man Jeff Baker, assisted by WTAR's Blair Eubanks, the "Jack Pot" show has attracted such crowds that advance tickets must be issued for admission.

Below—The "Jack Pot" has Blair Eubanks "in the aisle", but this time to ask questions of those who want to win from one to five of the silver dollars given away.



Above—Jeff Baker reflects the mirth of the "Jack Pot" audience during the "hide-the-pie" contest.

The Strietmann "Streetman"

Down Granby street each noon a huddle of people lean in under the marquee of Loew's theatre to catch the interviews of the Strietmann "Street Man," in the person of WTAR's sports-special-events announcer Blair Eubanks. Check your radio schedules and stop by some noon for an interesting public-opinion dessert for luncheon.





The irrepressible **BOB HOPE**.



BARBARA TERRELL as schoolteacher, "Andrea Reynolds," in "The Twig Is Bent."

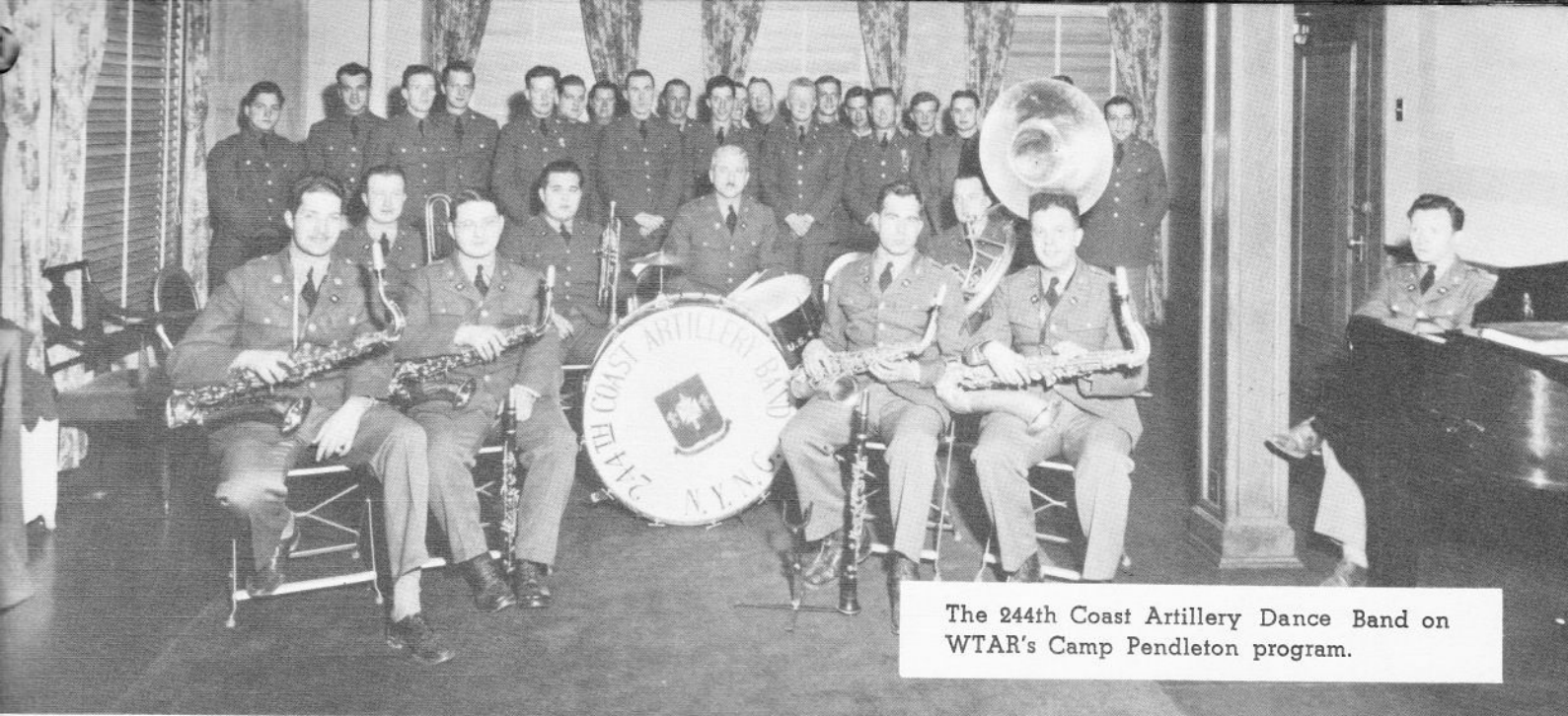
Variety on WTAR --- A Plenty!

The guy who makes millions out of mirth: **JACK BENNY**.

Bland-voiced, popular NBC veteran **BING CROSBY**.

Lew Valentine is your "DR. I. Q." on NBC-WTAR.





The 244th Coast Artillery Dance Band on WTAR's Camp Pendleton program.



Paul Barbour and Teddy of "ONE MAN'S FAMILY."



The NBC-WTAR "CAVALCADE OF AMERICA" Stock Company.

FRANK MORGAN, FANNIE BRICE and JOHN CONTE "mug for a photograph on the NBC-WTAR "Good News" show.



Principals of "The Aldrich Family" with EZRA STONE at left, then "Mary," "Mother" and "Father."



Variety
on WTAR
-- A Plenty!

Left—The NBC-WTAR contribution to comic heckling—**GEORGE BURNS AND GRACIE ALLEN**.



Right—Lovely **BETTY ARNOLD**, actress on the NBC-WTAR serial, "Wings of Destiny."



Left—"Johnny Presents" his autograph to a lovely young fan—it's **JOHNNY**, the famed call-boy.





Homey, pun-preening **FIBBER McGEE & MOLLY.**



Do we **HAFTA** name 'em?



"**UNCLE WALTER**" of "Uncle Walter's Dog House", drives home a point as his feminine helper holds the burden of proof.



Left—Those puny pugilists, again: **RUDY VALLEE** and **JOHN BARRYMORE.**



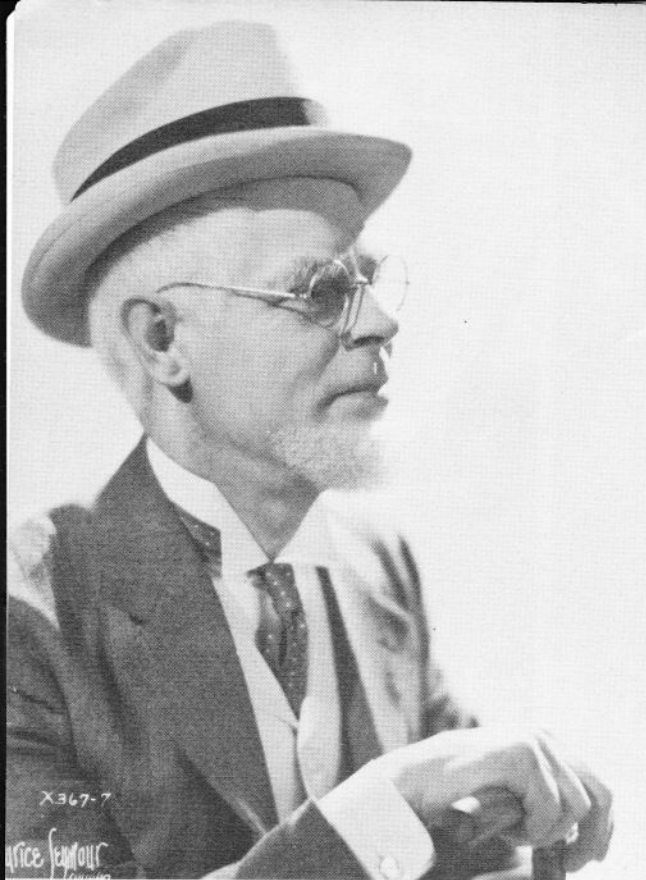
Right — "**MR. DISTRICT ATTORNEY**" shares a tense moment at the telephone with his two colleagues.



Left—**THE STARDUSTERS**, harmonizers of "The Breakfast Gang."



Right—Picture of **EDDIE CANTOR** being confidential with **BOBBY SHERWOOD.**

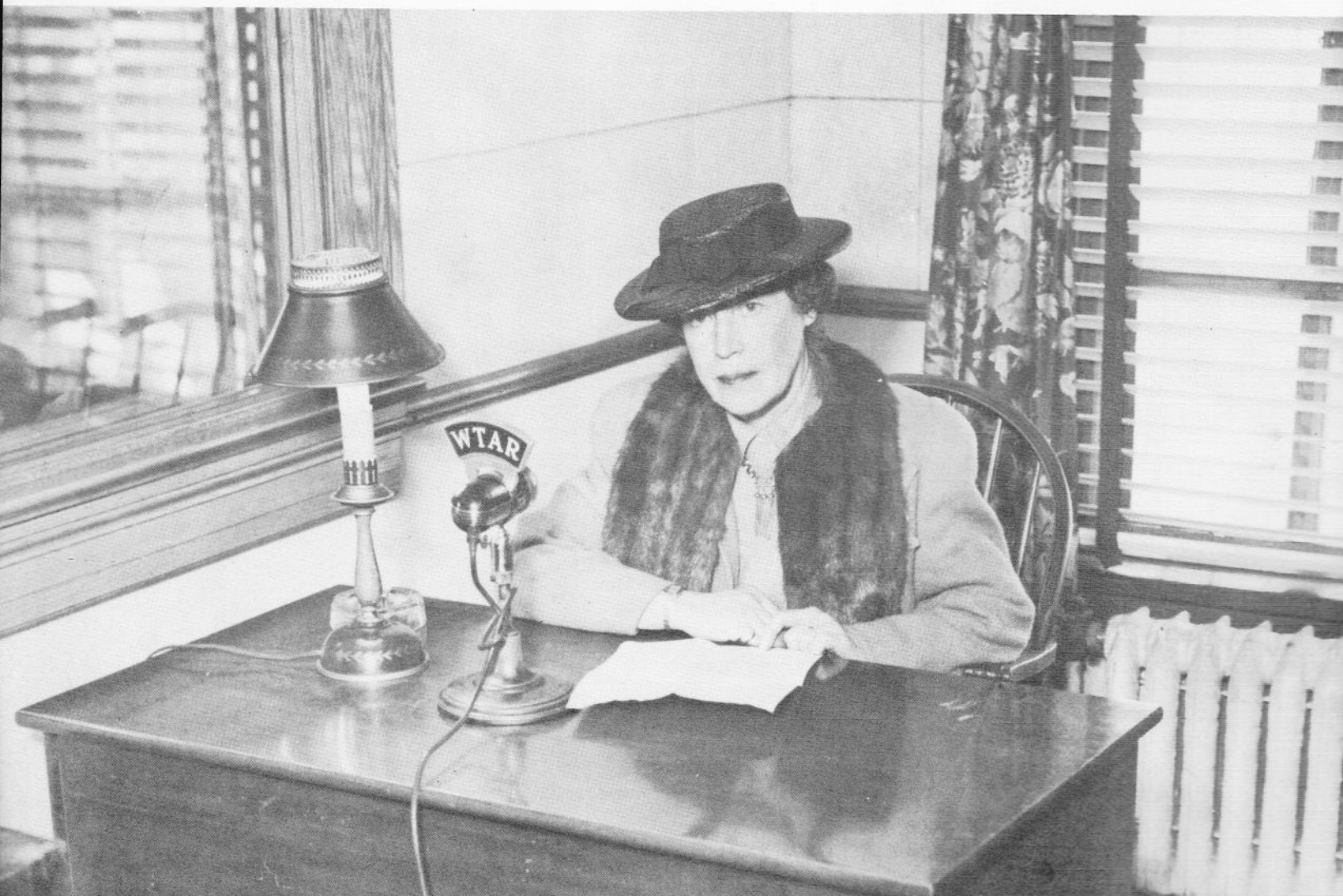


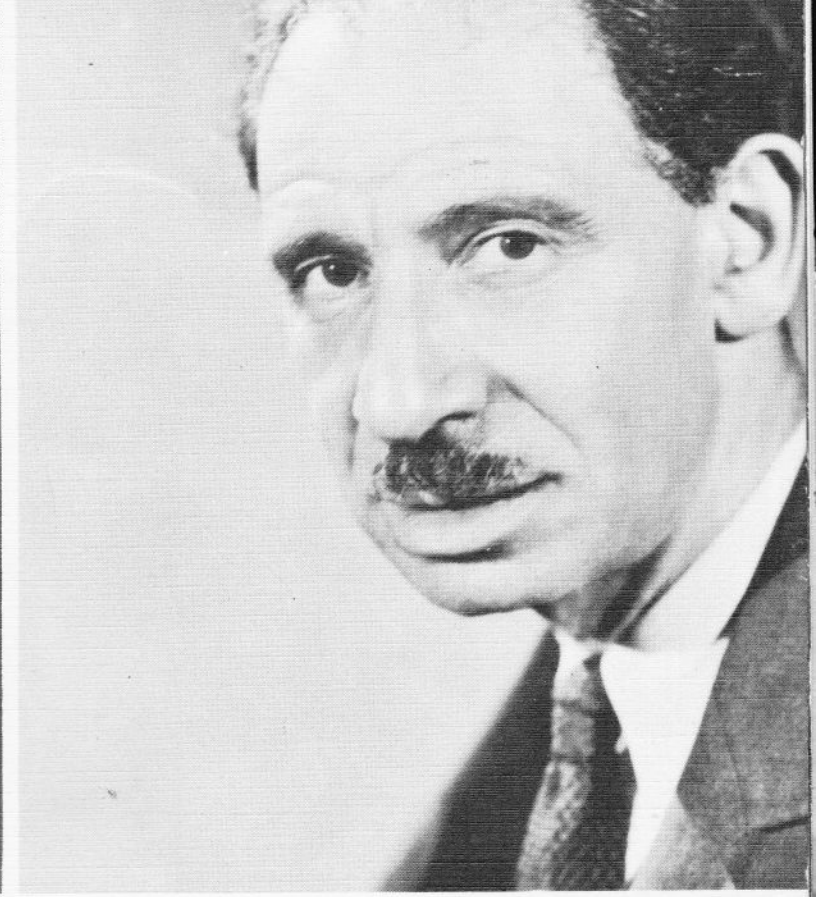
Left— The venerable-young, rural-urban **PAT "UNCLE EZRA" BARRETT.**

Right — Early-rising emcee of "The Breakfast Gang," **BERT PARKS.**



LUCY BROOKE WITT, conductor of WTAR's "Tips On the Shop Market."





On NBC-WTAR's "Information Please": (top) **JOHN KIERAN** and **FRANKLIN P. ADAMS**; (bottom) **OSCAR LEVANT** and **CLIFTON FADIMAN**.



Religions on WTAR

Left—W. Farley Powers, the teacher of the **WESLEYMEN BIBLE CLASS**, broadcasts each Sunday morning via WTAR from the Epworth Methodist Church of Norfolk.

Below—A special **BROTHERHOOD PROGRAM**, sponsored by the National Council of Christians and Jews, brought WTAR listeners these outstanding local leaders: (left to right) Dr. Frank O'Connor, Allan Hofheimer, John Twohy, II, Gerould Rumble and Sol Bennett.



Dr. Harry Emerson Fosdick who speaks on the **NATIONAL VESPERS** program via NBC-WTAR.

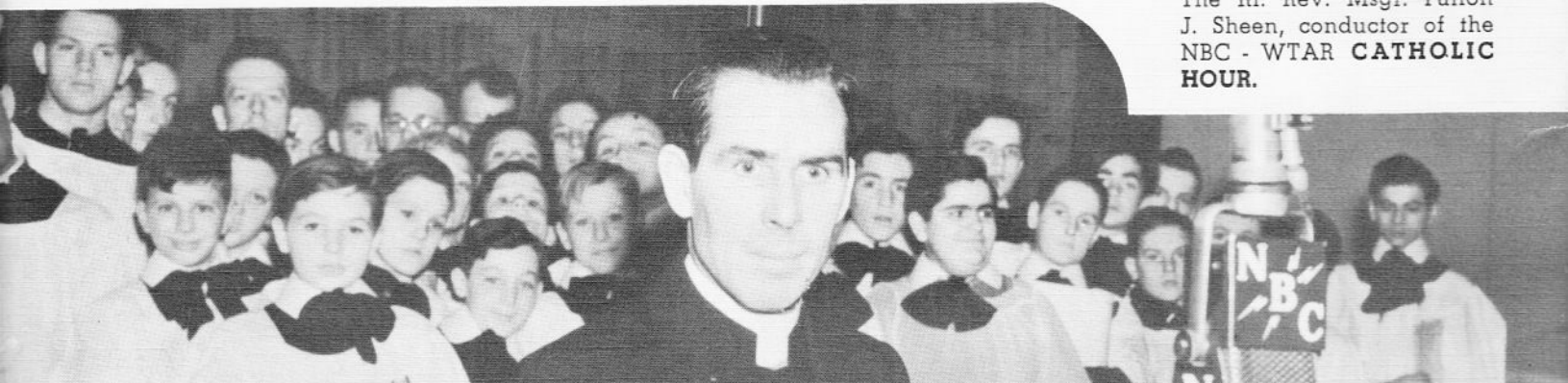


Rev. Dr. Strickler, chairman Radio Committee of the Norfolk Ministerial Union which presents the daily **CHURCH OF THE AIR** services on WTAR.



Sandusky Curtis, Church Editor for the Norfolk Ledger Dispatch, presents weekly **WTAR CHURCH NEWS**.

The Rt. Rev. Msgr. Fulton J. Sheen, conductor of the NBC - WTAR **CATHOLIC HOUR**.





MRS. DELEVAN COWLES manages the Newport News bureau of WTAR and presents her own program of "Fashion and Thrift" from the studios across the bay. Born in Strasburg, Mrs. Cowles studied voice and received her general education in private schools in both Europe and New York City; her father was Henry W. Koch, writer and translator of note. Shown here with her secretary, Mrs. Cowles is preparing one of the numerous Newport News features that are heard on WTAR.

WTAR in Newport News

Mrs. Delevan Cowles at the time of a broadcast by Newport News' mayor, the Hon. T. PARKER HOST



WTAR Serves the Public Interest

Right — **THE WTAR FARM AND HOME PROGRAM** presents farm news and instruction by leading authorities in the Tidewater area. In this picture, during a farm discussion, are (left to right) L. E. Pettyjohn, agriculture teacher at Whaleyville High School; A. Conrad Barnes, Whaleyville farmer, and Parke C. Brinkley, a farmer also from Whaleyville.



Left — Another WTAR notable is **ADMIRAL JOSEPH K. TAUSSIG**, Commandant of the Fifth Naval District, stationed at the Naval Operating Base in Norfolk.



Below — Edward R. Stirling of Greensfield, Pennsylvania, National Vice Commander of the American Legion, who appeared on the American Legion Program.



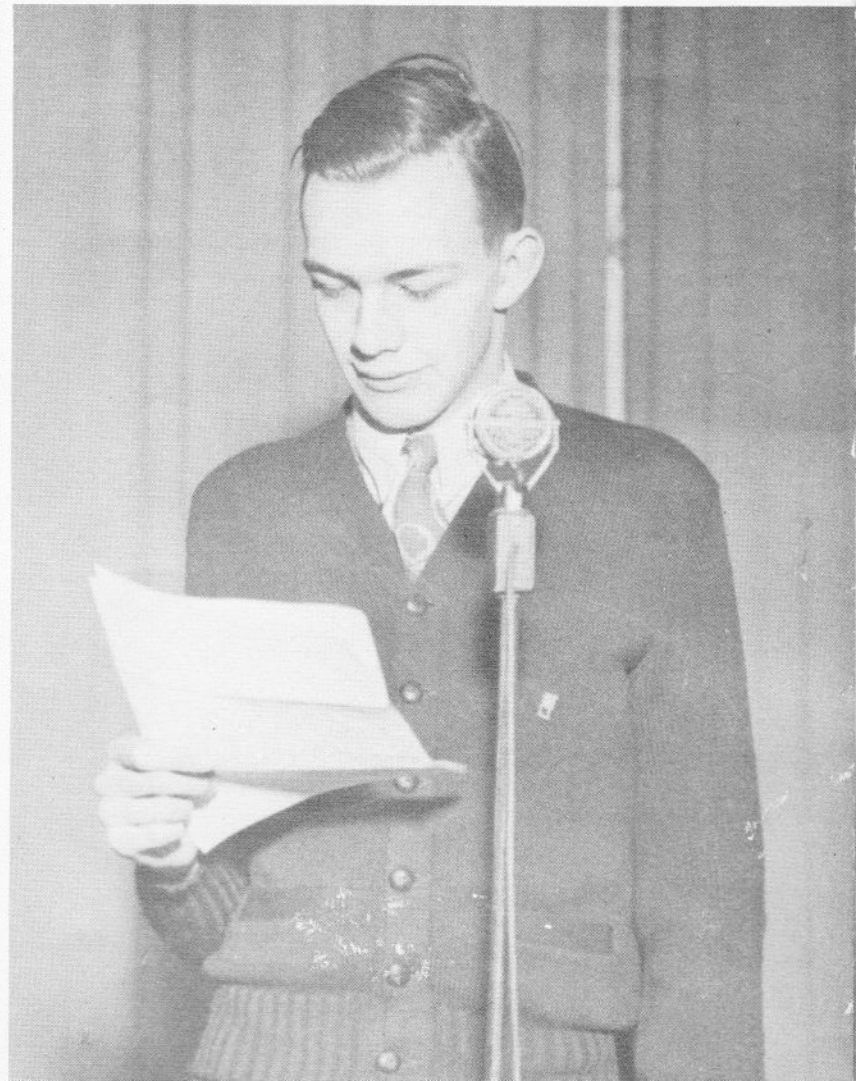


WEATHER REPORTS are broadcast on WTAR each day by **MAJOR JOHN J. MURPHY**, government meteorologist and Chief of the U.S. Weather Service in Norfolk. The broadcasts emanate from Weather Headquarters in the New Federal Building.

*For Dorothy,
Oyf Mapp*

STOCK MARKET REPORTS are prepared and presented by **W. D. SULLIVAN** direct from his office in Granberry and Company in Norfolk.

WOODROW WILSON SCHOOL in Portsmouth broadcasts school news. **ALF MAPP**, shown here, is one of the principals of this WTAR airing.





MAURY HIGH SCHOOL NEWS — **CHESTER SHADDEAU**, editor.



WILLIAM & MARY COLLEGE NEWS — "High Hat" editor, **DIANA GUNN**.

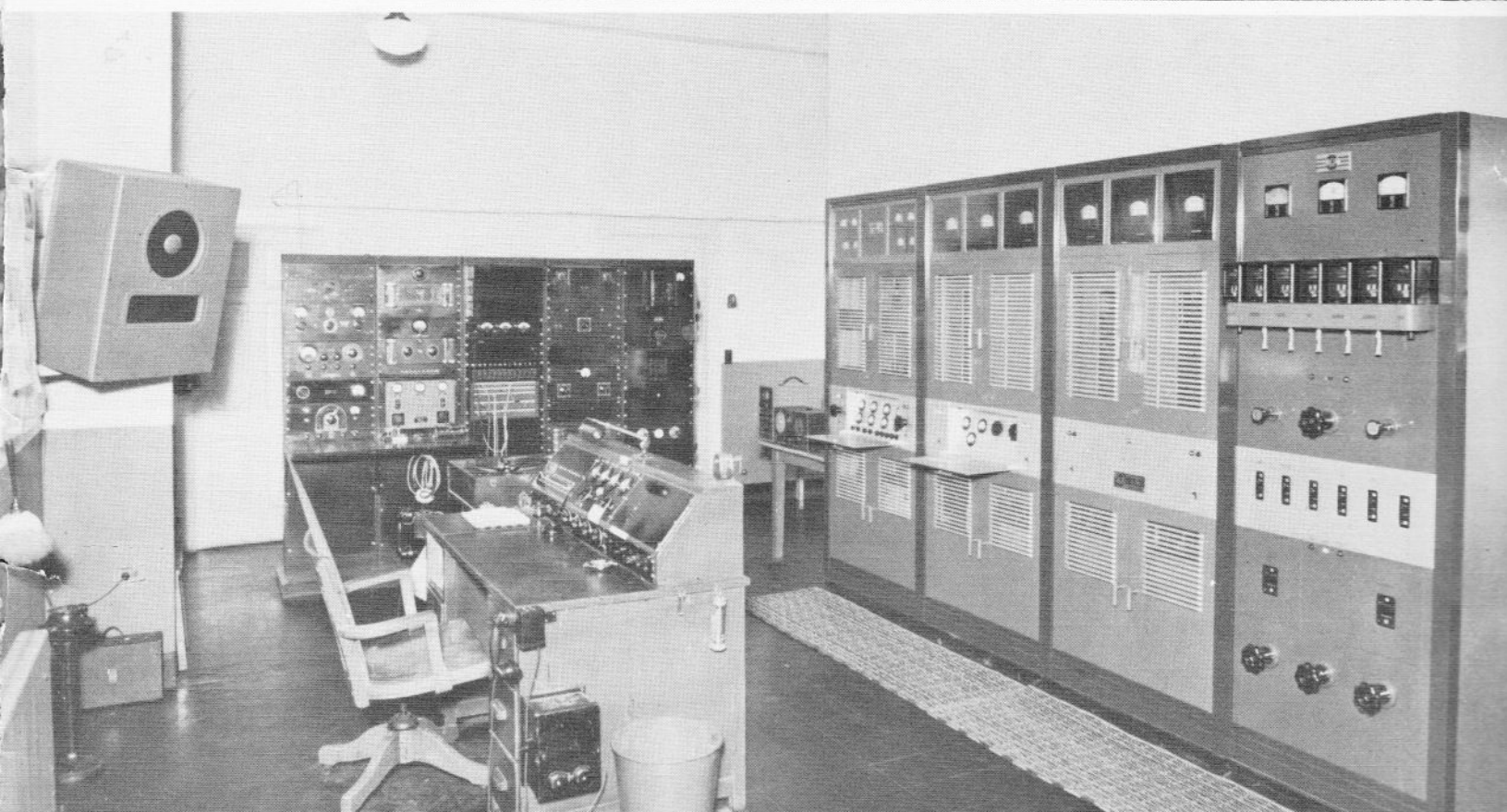
Right—To add support to the **NORFOLK COMMUNITY FUND DRIVE**, WTAR broadcasts this annual "kick-off" meeting.

Below—**GARDEN NEWS AND PROBLEMS** is a WTAR program under the direction of **MRS. CHARLES DAY**, shown here with Frederick Heutte, City Landscape Engineer, one of the gardening authorities presented on this feature.



Below—At **GRANBY HIGH SCHOOL** WTAR conducts an instruction course, taught by Bill Searle. This group is part of the class, testing their transcribed voices in their Radio Workshop.





Your Norfolk Station WTAR



Photography by Acme Studios, the Norfolk Ledger-Dispatch
and Virginian Pilot, and others.
Planning and editing by Ralph Hatcher and Henry Cowles Whitehead of WTAR,
and Hal J. Hubert, National Radio Personalities, Inc.



Official U. S. Navy Photograph

33-10000