



BASIC AFFILIATE OF THE MUTUAL COAST-TO-COAST NETWORK

1330 on Your Dial, after March 29, 1941

On June 16, 1940, the radio listeners of the Twin Cities turned their dials to 1300, and heard for the first time radio station WLOL. More than a year of planning and construction went into this accomplishment before a single sound was broadcast from the WLOL transmitter in the Midway district. A multitude of hopes for honest civic service was the cement that bound the many departments and details into the new organization.

Now WLOL is under way and beginning to realize many of its aims, constant growth and advancement is to come, but in the meantime we present this album so that you may meet the people who are responsible for your WLOL broadcasts.

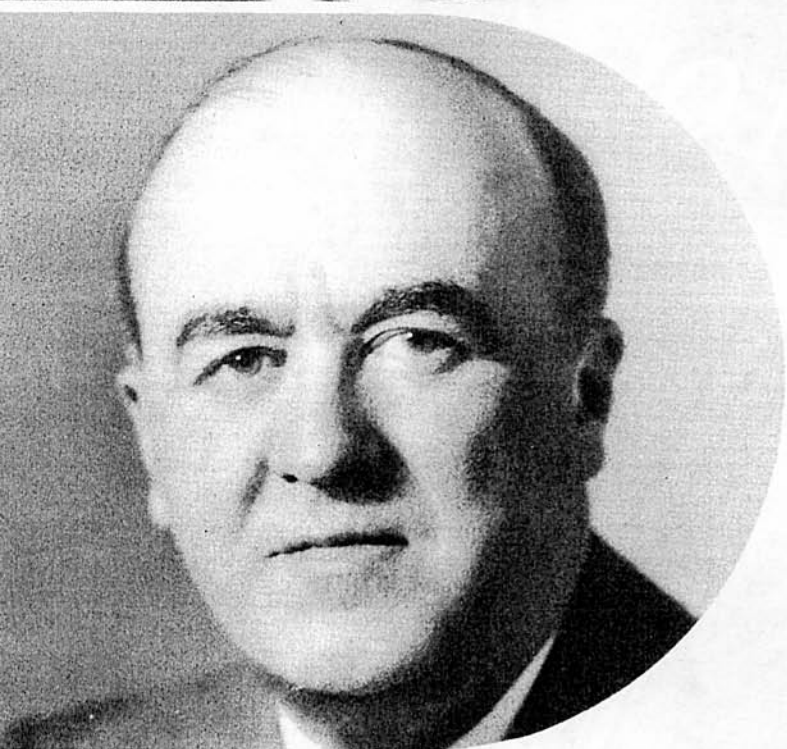




CHARLES J. WINTON, JR.

President of WLOL

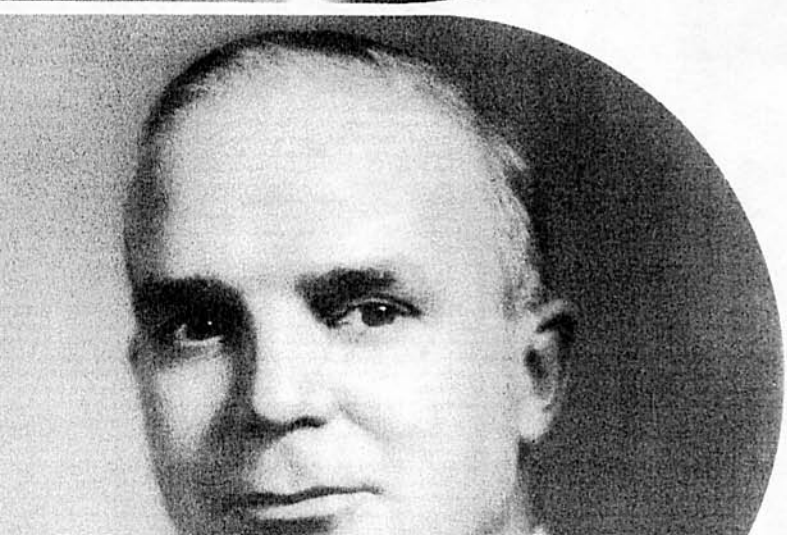
graduated from Princeton University and came into the northwest to enter the lumbering business. Today, he is a widely known business expert, an executive of the Winton Lumber Company and the Pas Lumber Company, Ltd., trustee of the Minneapolis Foundation, a member of the board of directors of the First National Bank and Trust Company of Minneapolis and holds a similar position on the board of directors of the YMCA.



THE HON. JOHN P. DEVANEY

Vice President of WLOL

is well known in the Twin Cities and throughout the state of Minnesota. A prominent Minneapolis attorney and former Chief Justice of the Minnesota State Supreme Court, Mr. Devaney has always held a position of great respect among his associates, friends and acquaintances. During the 1940 Presidential Campaign he was Coordinator for President Roosevelt in Minnesota. John P. Devaney is a member and former president of the National Lawyers Guild and a longtime civic leader in the northwest.



DAVID J. WINTON

Treasurer of WLOL

also graduated from Princeton University. He is now a trustee of Macalester College, trustee of the Blake School, executive of the Winton Lumber Company and the Pas Lumber Company, Ltd. Before the advent of the U.S. in the first World War, David Winton became a driver in the French Ambulance Corp, and transferred to the American Tank Corp later. He was wounded three times and received the Distinguished Service Cross, being discharged as a Second Lieutenant in 1918.

EDWARD P. SHURICK
General Manager of WLOL

unknowingly started building a radio foundation nearly as soon as radio became a recognized feature of American life. Deviating from the family tradition of law practice, young "Ed" Shurick tried newspaper work and progressed to advertising agency service. Although employed in New York City, his attention was directed back to his birthplace, the Twin Cities, when he was given charge of an agency-directed program on KSTP. He became sales manager of that station in 1929, and general manager of KSTP's Minneapolis operations in 1932. To another Twin Cities broadcasting post went Mr. Shurick in 1936, appointed to WDGY as assistant general manager. With ten years of thorough radio experience behind him, Edward P. Shurick was logically chosen early in 1939 to guide the planning and construction of the new WLOL, and in his capacity of general manager is responsible for an organization whose progress within a few months has attracted favorable attention among broadcasters throughout the nation.



JERRY HARRINGTON
Production Manager

is well schooled for his job of supervising all of WLOL's programs. In the "hands-and-knees" era of radio — about 1922 — Jerry lifted his voice into the microphone as a tenor, and since that day has provided music, drama, announcing, production and sports reporting for broadcast, in fact, on one of his early radio jobs, he was "The Little Irish Tenor" in the morning, sports announcer in the afternoon, and a Chinese villain "Lot Chee" in the evening. Between times he operated the control board, wrote and did general announcing. A native of Wisconsin, and Irish as a shamrock, Jerry entered radio when a friend thought he didn't dare, and stuck. His background includes eight years at WCCO in Minneapolis.



STAN H. HAIGH
Sales Manager of WLOL

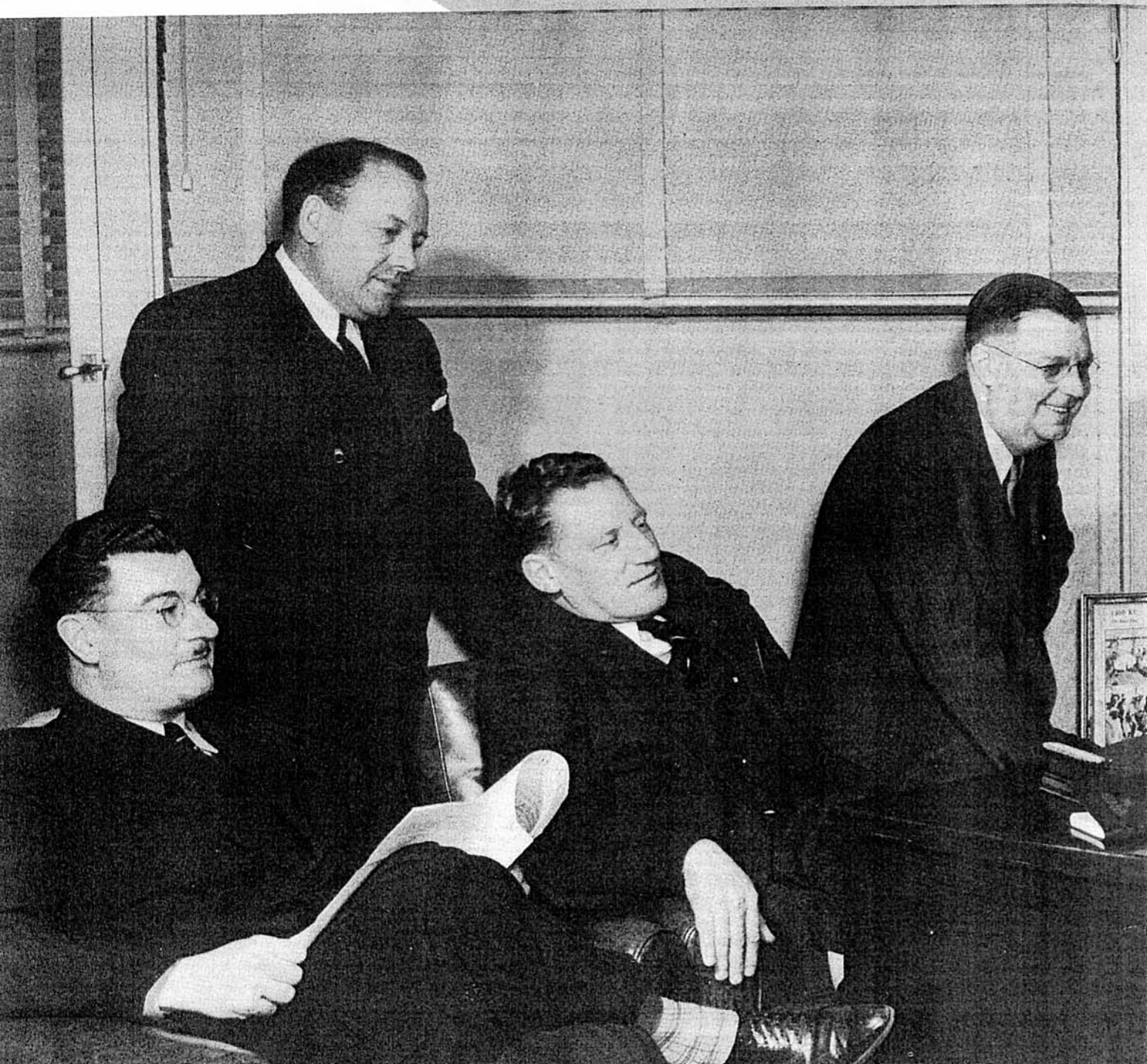
is no stranger in the Twin Cities. Born here some thirty-four years ago, Stan has been absent from his home field only long enough to build up a knowledge of other markets through travel for a nationally-known battery manufacturer. At the University of Minnesota he competed in swimming and other sports, and was a member of Sigma Chi Fraternity. For some time he was representative for the extensive Travelers Insurance Companies in their St. Paul office. But radio became his chosen field when he joined the sales staff of WTCN. He came to WLOL at its inception. In August, 1940, Stan was appointed sales manager for WLOL as a result of his genial efficiency and knowledge of Twin City buying habits. He is married and father of three children.





Serving the Clients

Grouped here in the office of general manager Edward P. Shurick are the men whose efforts make possible the continued operation of WLOL. The American Way of Radio is underwritten by commercial organizations who sponsor the entertainment and information you hear on the air. This system, based on the democratic principle of competition, provides our nation in each of its local



of WLOL



radio areas the finest broadcasting service in the world. The men here are links between our sponsors and our programs.' Left to right: Cy Leonard, Harry Alm, Hal "Tune-Smith" Keidel, Fred F. Laws (One of the veteran radio men in the Twin Cities), L. L. Potter, general manager Edward P. Shurick and sales manager Stan Haigh. The only member not shown is Robert Soash, kept in St. Paul by business.



Engineers - Radio's "Forgotten Men"



The very substance of radio broadcasting, the seeming miracles of transmitting sound through the air, lies in the hands of the least recognized individuals of any radio organization — the engineers. To these men at WLOL, although they ask no acclaim, we hereby tip our hats.

It is WLOL's pride to present as its technical staff a group of experienced, intelligent young men, well-versed in the latest developments of broadcasting, who have been and will be constantly at work to give WLOL listeners the finest radio reception available with existing equipment. Each of WLOL's radio technicians was trained in one of the nation's leading engineering institutions; each hold the degree of at least Bachelor of Electrical Engineering.

OGDEN PRESTHOLDT

Technical Advisor

and head of WLOL's engineering department, is surprisingly capable and experienced for his years. Starting radio as a hobby long ago, Mr. Prestholdt evidenced outstanding abilities at the University of Minnesota, where he extended his knowledge with work on the college station WLB. Upon graduation, he was appointed instructor in the mathematics department and continued his studies for his Master's degree. To plan and construct WLOL, he was retained as technical advisor early in 1939 and has remained in that capacity. Ogden Prestholdt is 23, and was married June 14, 1939, two months after his WLOL appointment.



EDWIN RUDISUHLE

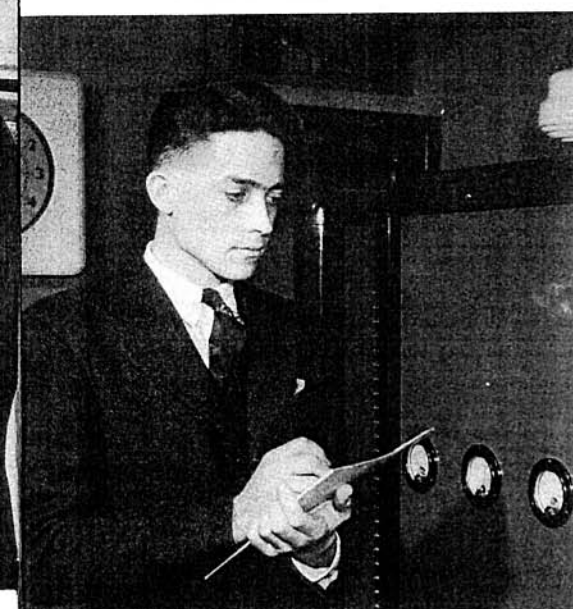
also a product of the University of Minnesota (B.E.E.) and its station WLB, is Engineering Supervisor at WLOL, having joined the station in June, 1940. He is shown here at WLOL's transcribing apparatus, whereby special events and programs may be recorded for future reference or broadcast.



WALLACE MILLER, control engineer, "grinding gain" on a remote program.



ERNEST PAPPENFUS, control engineer, at one of WLOL controls.



JOHN WATTERBERG, transmitter engineer, logs the meter readings on WLOL's new 1000 watt transmitter.



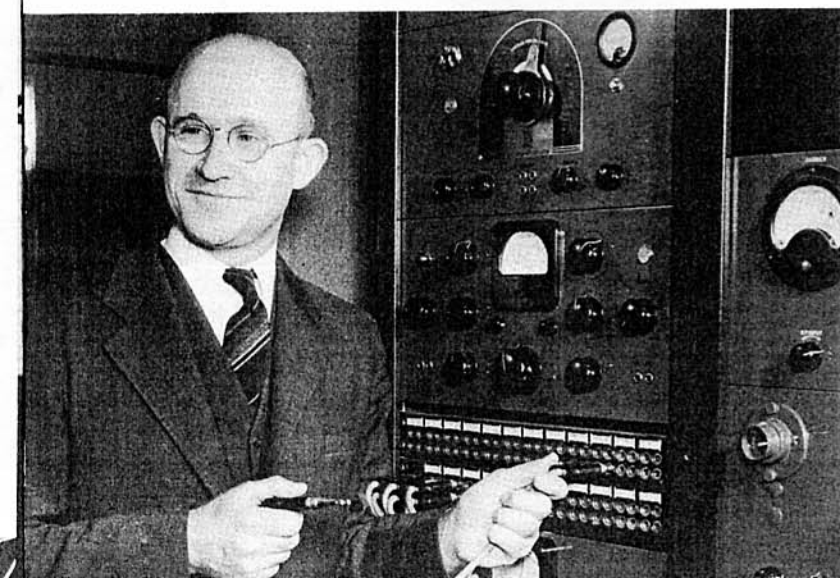
Transmitter watchman, **ROBERT SIGFORD**, holding one of the tubes used in the final stage of amplification and modulation.



MERLE LUDWIG, transmitter engineer, calls WLOL's control room from the 4 way transmitter.

HARVEY HEADEN, transmitter engineer, meets the camera at the WLOL transmitter testing rack.

GEORGE ANDERSON, control engineer, beside the amplification equipment panels in WLOL's studios.



Unheard, But Vital Important



Left—**L. M. HALLETT**, WLOI Auditor, is an expert at credits and accounts, having amassed years of training in highly responsible positions and schooling at the Minnesota College of Law.



Right—**EDNA BRAUTIGAM**, Secretary to Mr. Shurick and Traffic Manager, started radio as a control operator at KSTP, one of the few women in the nation who has held a technical radio position.

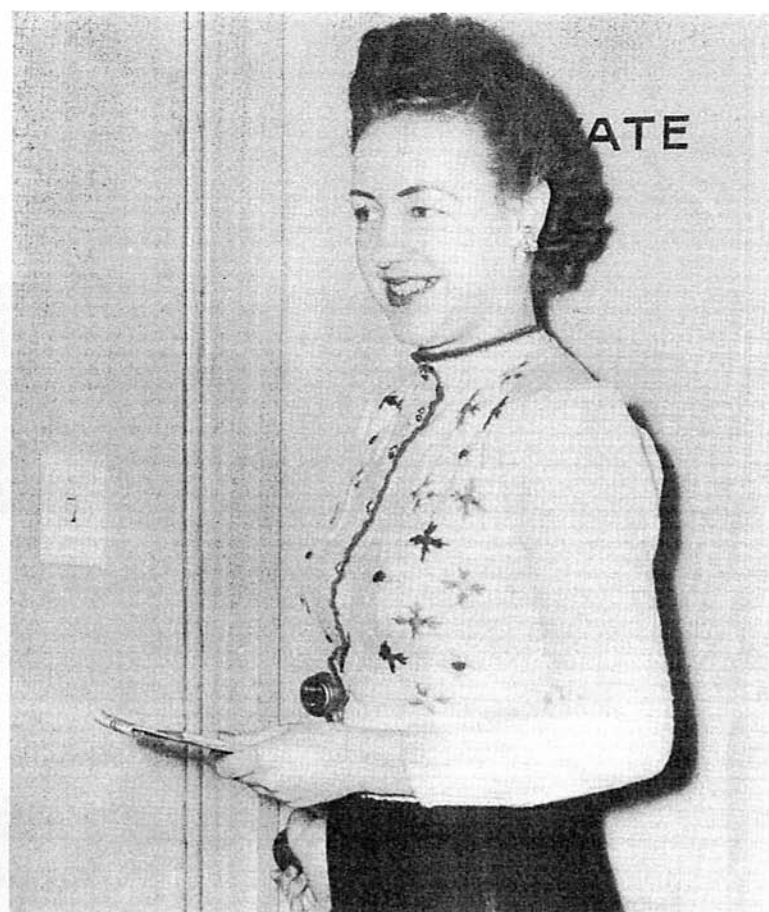


Right—**BEATRICE LEAMAN**, Continuity Director, holds a B.A. degree from the University of Minnesota, came to her present post from magazine editing, department store and agency advertising jobs.





MARJORIE DUNN, Receptionist, packs an enthusiastic personality that pleases all those who call at WLOL. "Margie" is "Almost twenty," and thinks an air hostess' job would be "very choice."



JANE SHURICK, Receptionist, is attracted even more than usual to radio by the fact that her father is WLOL's general manager. Jane, an amateur designer, devotes her spare moments to clothes modelling.

Right—**MARGG CHILDS**, Receptionist and Secretary, is the "Cover Girl" of this album. Margg is married, hailed from Oregon, started work as a telephone operator when she finished business college.



Left—**MARY BOWERS**, Secretary to Mr. Haigh, worked in the office of the Hon. John P. Devaney when WLOL started operations; she was transferred to our organization in November, 1940.



English-born, unexcitable **RAYMOND GRAM SWING** weighs world affairs with a confidence born of years of service in foreign news camps. The wife of this Mutual-WLOL newspecialist, an outstanding feminist, inserted her maiden name, Gram, into the family title at the wedding.



Returned to network radio after a two year absence, ace commentator **BOAKE CARTER** presents his outspoken news show to WLOL - Mutual audiences Mondays, Wednesdays and Saturdays in the old-time, characteristic earnestness.



Northwestern Reviewing Stand. **FRANKLIN SCOTT**, Prof. of History. Specializes in general European and Scandinavian history.



Northwestern Reviewing Stand. **EARL H. DE LONG**, PhD., Asst. Prof. of Political Science. Director of Civil Service Commission of Evanston, Ill.



JOSEPH SAGMASTER, foreign news editor for the Cincinnati Times-Star, and news analyst for WKRC, Cincinnati, is heard from the studios of the

Famed foreign correspondent **ERIK SEVA-REID**, native of Minneapolis, former Paris representative for CBS and now Washington observer for that network, as he spoke to the WLOL audience and the Northwestern Lumbermen's Association Convention when they convened in the Minneapolis Auditorium January 16.



Northwestern Reviewing Stand.
KENNETH E. OLSON, Dean of Medill School of Journalism, Northwestern University, Evanston, Ill.

Seasoned newsman **GABRIEL HEATTER** is still another network-vacationer who has recently been added to the roster of Mutual-WLOL commentators.



Northwestern Reviewing Stand.
ELMO P. HOHMAN, Prof. of Economics. Hohman is a well known labor dispute referee.

TOD WILLIAMS, one of the outstanding Twin City news reporters, is heard daily with his crisp up-to-the minute news — covering the local, national and international scene.



WLOL's commentator for South American affairs, **RAY GRISMER**, is a recognized authority on our neighboring nations. In addition to his professorial post in the Spanish department of the University of

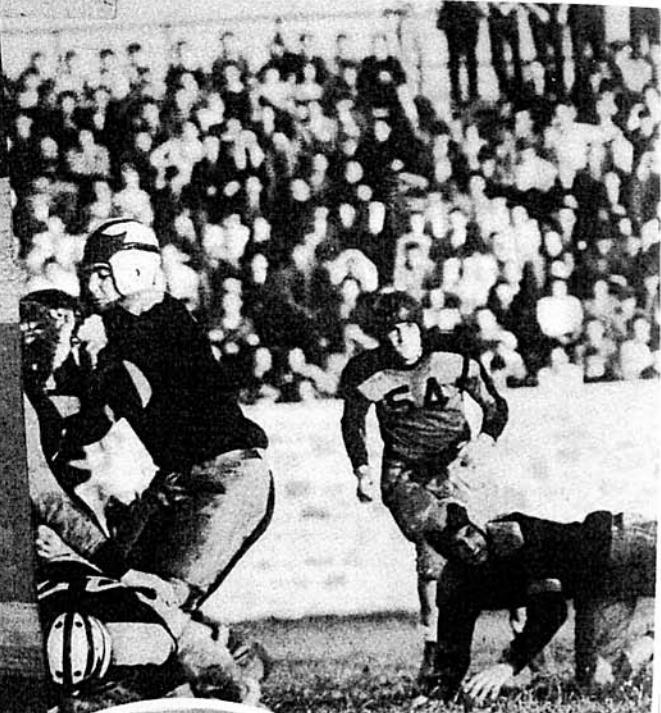
Sports Coverage on WLOL



Without concentrating on sports events to the exclusion of the other elements in a balanced radio schedule, WLOL provides expert and complete broadcasts of the outstanding athletic contests of interest to Twin Cities audiences. In 1940, its inaugural year, WLOL presented the exclusive Mutual network broadcast of the World Series tilts, leading up to that classic tournament, the wind-up games for the

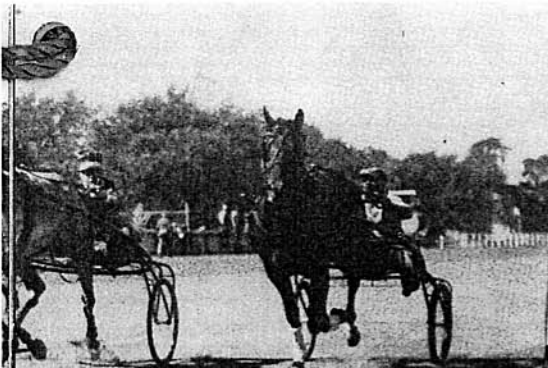


BOOTH EDDY, whose WLOL evening sports edition is a familiar dialing feature, has filled his twenty-eight years with genuine experience: Sports editor and columnist for a Wisconsin newsheet, press agent for Sports Shows in St. Louis, Chicago and Minneapolis, professional football participation. His broadcast feature stories shun the "carbon-copy" type of publicity release and dig into the human-interest background of sports events.



Two of the most popular stars in the 1940 football constellation meet for a post-season handshake at the WLOL microphone. Minnesota's famed All-America back, **GEORGE FRANCK** (left) and Michigan's colorful All-American star, **TOMMY HARMON**, swap congratulations at the Nicollet Hotel banquet in their honor, and broadcast over WLOL.





American League pennant, between the Detroit "Tigers" and the Cleveland "Indians," were broadcast by WLOL, likewise, this station's facilities originated the play-by-play accounts of the powerful Minnesota "Gophers" games to the coast-to-coast Mutual network. To balance these "specials," veteran sports expert Booth Eddy presents his daily resume of events and interviews with stars that visit the Twin Cities.



BILL GIBSON, play-by-play announcer of the Minnesota "Gophers" football games, is also Sports Programs Director of the University of Minnesota station, WLB. A graduate of the university (Bill's brother George was the great Minnesota All-American selection in 1938), Bill is now Editor of The Alumni Weekly in addition to his sports duties.



HALSEY HALL inherited the journalistic tradition from his father, and with the exception of his service in the navy, has followed newspaper sports writing since college. Currently, sports-writer for the Star-Journal, Halsey "Holy Cow" Hall also gives WLOL listeners the home and road games of the Minneapolis "Millers" baseball club. The "Holy Cow" appendage is derived from his habit of using that expositive on the air.

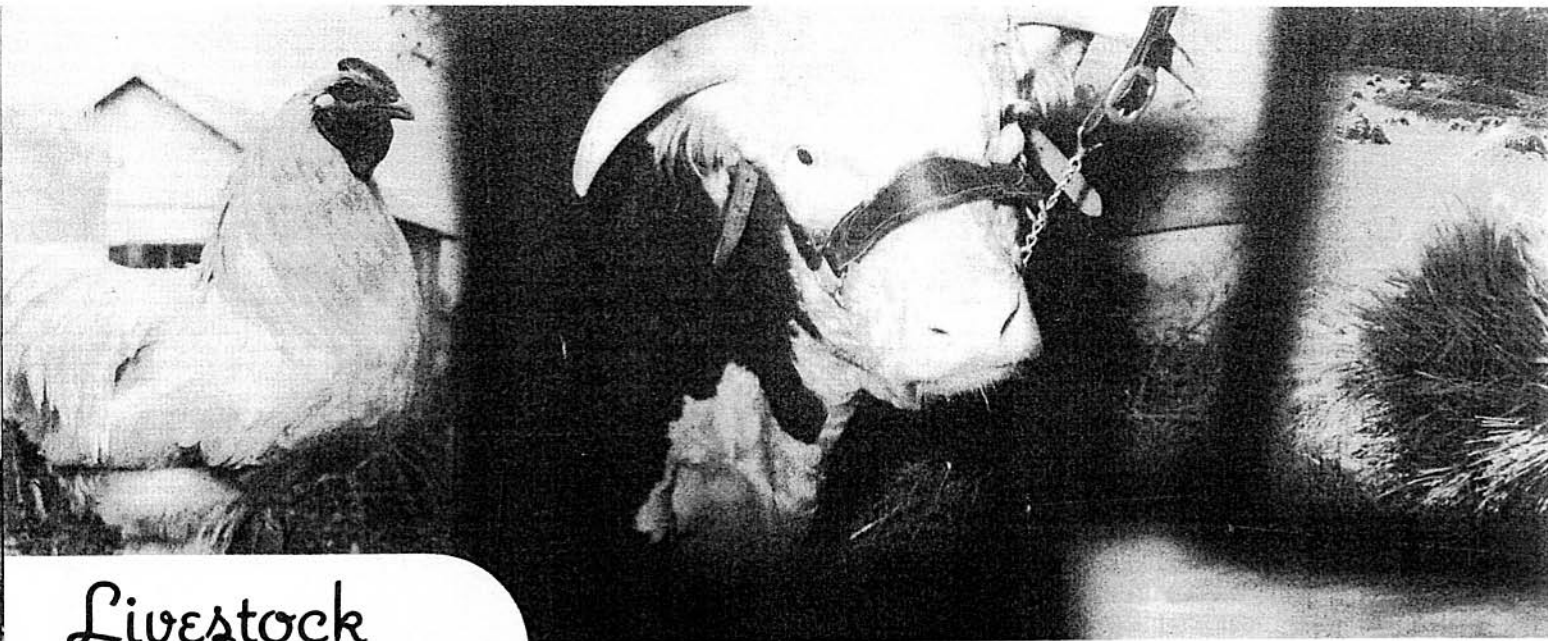


RED BARBER, one-time Cincinnati and now Brooklyn baseball announcer, was chosen a second consecutive year in 1940 to describe the World Series games to an exclusive Mutual network hook-up, including WLOL in the Twin Cities.



BOB ELSON, accurate observer in the Mutual-Chicago studios, was also given second-year honors for the exclusive Mutual broadcast of the World Series (Tiger-Red) baseball contests.

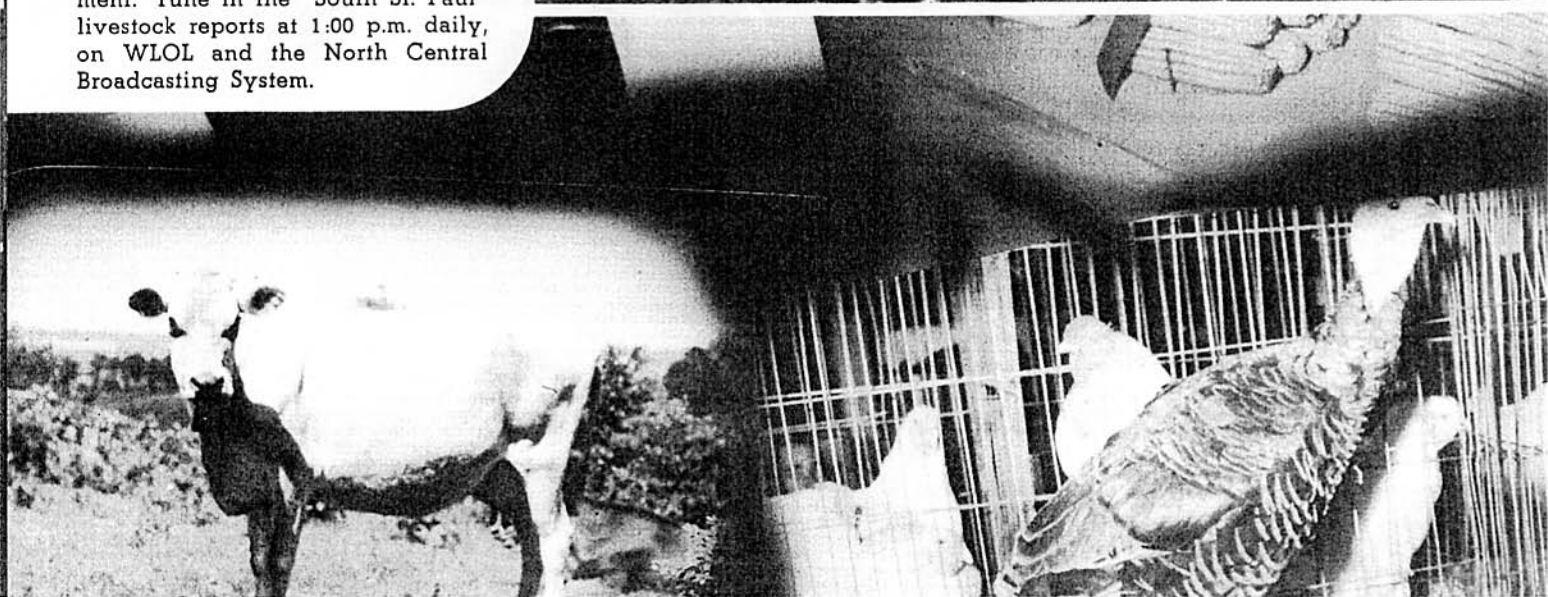




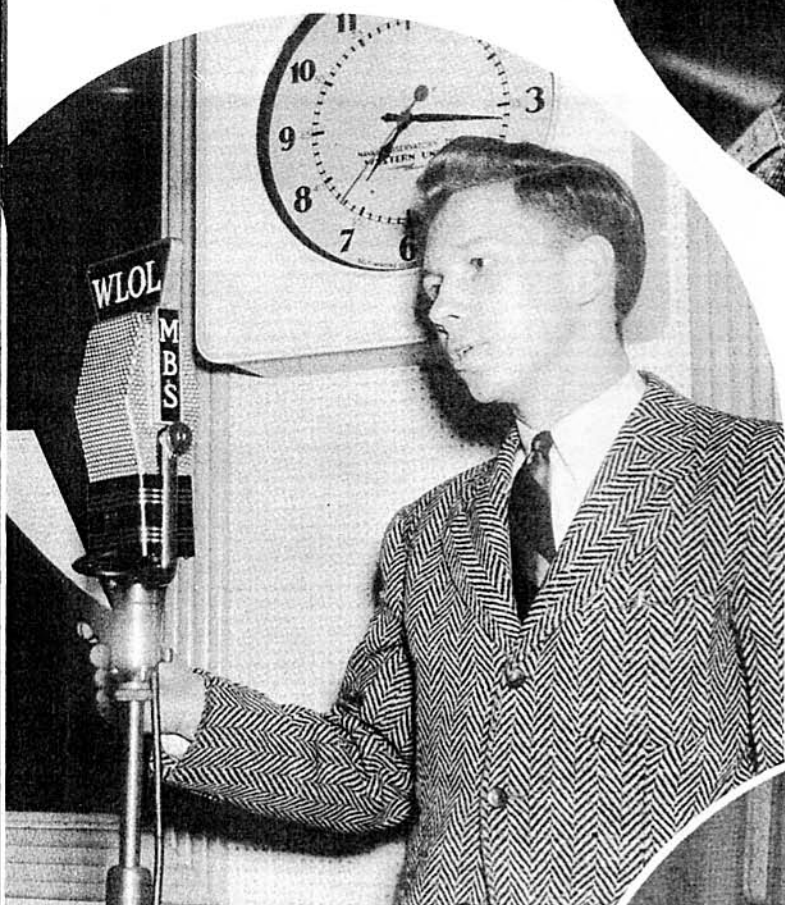
Livestock Market Report

From the second largest livestock exchange in the United States, in South St. Paul, WLOL brings daily, down-to-the-second reviews of the state of livestock markets both local and national. Not only do WLOL stock raisers and shippers benefit, but so too do those who listen to the eleven other stations of the North Central Broadcasting System of which WLOL is key station. Through Minnesota and the Dakotas goes this service originated by WLOL.

AL SMEBY, the voice behind the livestock market reports, is no stranger to stockmen in this area; he has conducted this service for fifteen years, prior to his WLOL-NCBS programs. An expert on livestock and markets, Al Smeby was formerly in charge of this district's stock transactions for the federal government. Tune in the "South St. Paul" livestock reports at 1:00 p.m. daily, on WLOL and the North Central Broadcasting System.



Right—**LAURENT DUPONT** is the WLOLad who presents your "Time, Tunes and Temperature" program each morning for an hour, and acts as commercial announcer and general "man-about-the-studio" for the "Uncle Elmer" shows, on which he is known as "Dupey." Currently, with two young daughters, "Larry" is experiencing the cares of a father; previously, his experience that led to his WLOL position started with dramatics at St. Thomas College, then announcing at stations in Duluth, Hibbing and Minneapolis before he came to our staff at the station's inception.



Above—**PETER TEMPLE** is another original member of the WLOL announcing staff. At the University of Minnesota, he became interested in dramatics, broadcast on the university's station WLB; this set his occupational goal and he went on to other announcing jobs in the Twin Cities, including participation at WCCO and joining the WLOList when the station emitted its first broadcast in June, 1940. Many remember "Pete" as a member of the stock company producing the famous melodrama "The Drunkard" in the Twin Cities. He is twenty; a native of St. Paul.

Entertainment in Variet

Below—**WILLIAM CURTIS** has run a gamut of announcing assignments from KFAM, St. Cloud, to a program on KSTP and his present job at WLOL. At Nazareth Hall and St. Paul Seminary, "Bill" studied for the priesthood, but became attracted too strongly by radio to carry through that purpose. He used to be a railroad clerk; he plays the trumpet; is still single and has spent all but a couple of his twenty-five years in or about St. Paul.





Charming **AVANELLE BARNES** is the pleasant "bureaucrat" on your daily **WLOL-NCBS** "Housewives Bureau of Information" which originates in the St. Paul studios of the North Central Broadcasting System and reaches eleven Minnesota and North and South Dakota stations. Recipes, household hints and selected gossip items comprise Miss Barnes interesting program.



GRACE BENNETT airing the new, sensational game of "SONGO," heard Monday, thru Friday at 5:00 P.M. This new program has created quite a stir in the Twin Cities.



"Double or Nothing" is the popular cash-contest-quiz on the **WLOL-Mutual** Sunday evening schedule. In this photograph, affable **WALTER COMPTON** (left), emcee of the show, explains the important time-element to singer **FRANK FOREST**.



Above—"UNCLE RAY AND LITTLE EMILY"—both of whom boil down, of course, to "Uncle Ray"—turn out one of the Twin Cities' most entertaining and unusual juveniles programs with their re-enactment of the Star-Journal comic dramas from **WLOL's** Minneapolis studios every day. "Uncle Ray" takes all the characters in the stories, and usually has a number of his young fans in the studio for the broadcast.

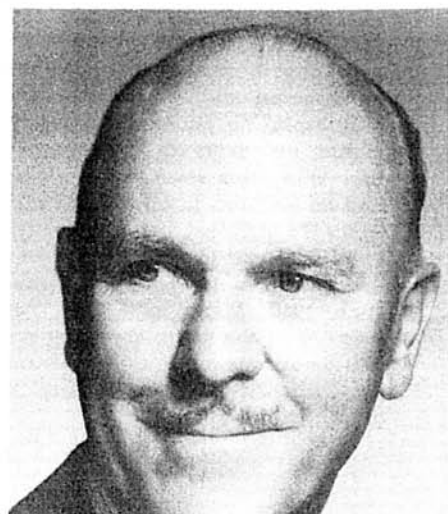


Above —If ever you should hear one of the **WLOL**adies speak of the "T, T and T" show, you can bask in the knowledge that they mean the "Time, Tunes and Temperature" program with **LARRY DUPONT** each morning from 7:00-7:30 and 8:00-8:30 on **WLOL**.



BENEDICT HARDMAN, your Hollywood Reporter, Monday, Wednesday and Friday at 4:45 P.M. The new Hollywood Scoop news program — "HOLLYWOOD SOUNDSTAGE," heard over an eleven station network of the North Central Broadcasting System.

Right—Each morning, from Tacoma to Tampa and from Portland to Pasadena, scenes of bending, stooping, stretching and stepping are set to the tempo of "Keep Fit to Music With Wallace," the familiar **WLOL-Mutual** exercise show. **WALLACE**, expert gymnast and calisthenticist, is shown here.





Introducing **"MERCHANT BILL . . . the Grocers and Druggists Ambassador of Good Will,"** who is heard five afternoons a week on a WLOL origination for the North Central Broadcasting System. The real identity of "Merchant Bill" — Jerry Dean, announcer for NCBS in the St. Paul studios.



We tried to get every one of "The Lyon Cubs" into this picture when we took it after their January 18th show. "The Lyon Cubs" are directed by dance-schoolmistress Irma Lyon, and the cast is selected from her most talented students and those of long training. Since the program's beginning on other Twin Cities stations in 1929, many of its performers have gone on to top billing in motion pictures, ice skating, vaudeville and as soloists with dance orchestras. The program's "emcee" is Jerry Harrington, shown near the extreme left.



Left — "Laugh 'N' Swing Club" antics and tunes have a vast following on WLOL and the Mutual network. Here **MOREY AMSTERDAM** and **"ANNIE BOTTS"** (Mabel Todd), housemaid extraordinary, talk over a weighty domestic situation during one of their Tuesday evening programs.

Right — From the St. Paul studios of WLOL and the North Central Broadcasting System (Commodore Hotel) comes the "Today's Puzzler" program, during which listeners throughout Minnesota and the Dakotas are "quizzed" by long-distance telephone. In this picture are the people who conduct the program. Left to right — callplacer **Avanella Barnes**, announcer **Jerry Dean** and quizzer **Donn Clayton**.



Left — Fashion expert and newspaper woman **PEGEEN FITZGERALD** teams with beauty analyst Richard Willis for the WLOL-Mutual quarter hour of "Here's Looking At You." This duo takes an actual volunteer subject to pieces and puts her back together to show how anyone can increase her charm by good taste and sense.

The famed comedian, **BERT LAHR**, as he appeared on one of the broadcasts of the WLOL-Mutual variety show, "Chicago Tonight." Each week, a different set of stars are presented to the list-



This, The Ho

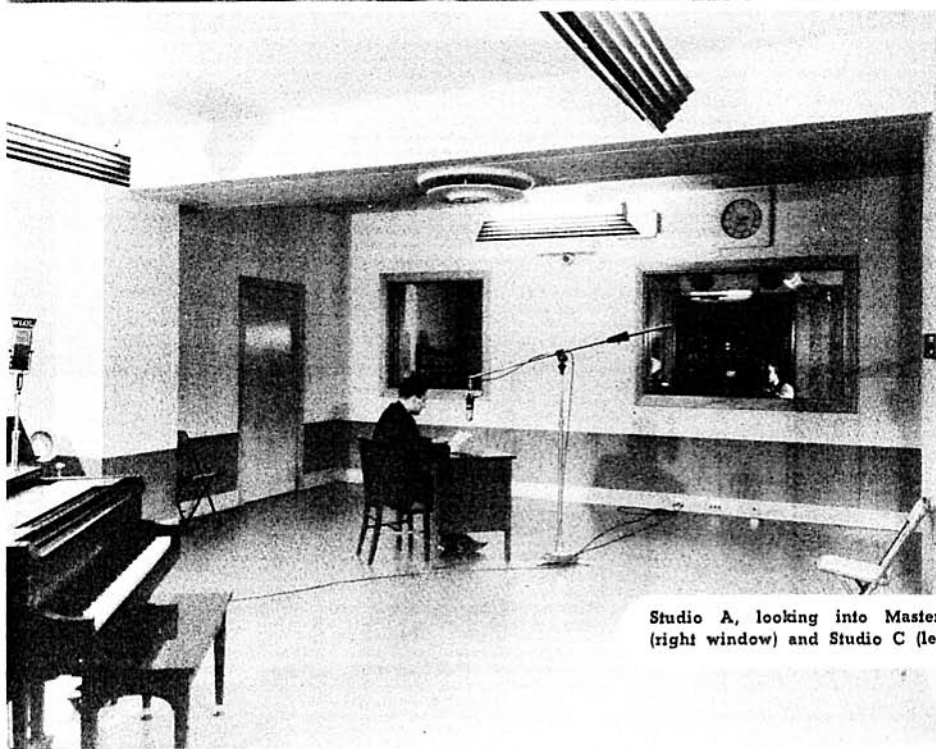
On Plaza Square, where Oak Grove and Dale Avenues, are located the Minneapolis station is marked by a great neon electric sign seen by 96,000 people who flood the traffic artery at 8:00 p.m. every week day. WLOL's section in the Twin Cities.

The station's interior comprises four studios, a reception foyer and the corridors leading to the WLOL studio and office facilities. Glen Wallace and over \$20,000.00 were expended in St. Paul's fashionable Commodore Hotel and offices to serve the eastern end of the city with its two Truscon self-supply high is set in the Midway district of Minneapolis broadcasts in both cities. From the tower hang ten miles of copper wire.

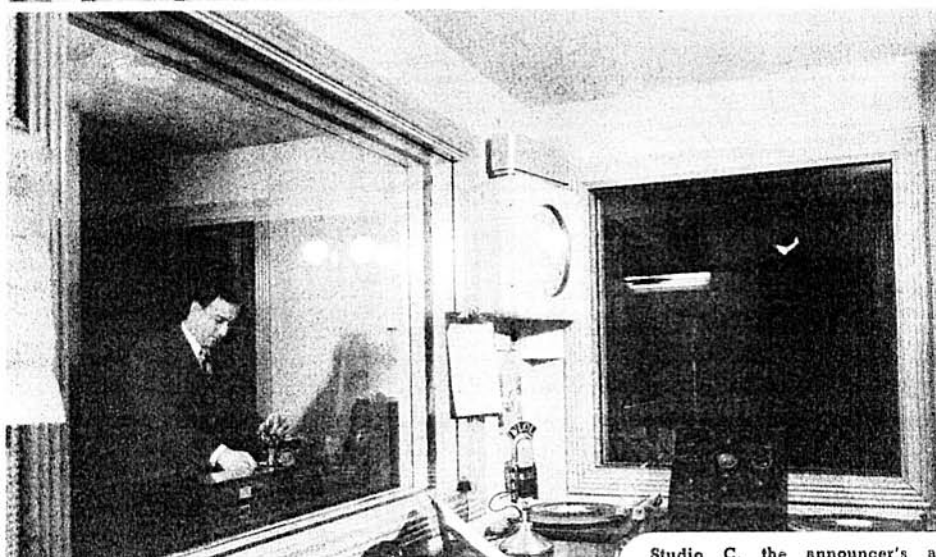
Although young in years, WLOL is so far as is as proud of smart, expertly built to progress as its first year of existence and in the future, each will be dedicated with



The Reception Foyer of WLOL's Minneapolis studios and offices.



Studio A, looking into Master Control Room (right window) and Studio C (left window).



Studio C, the announcer's and transcription

Studio B, designed for speakers, dr

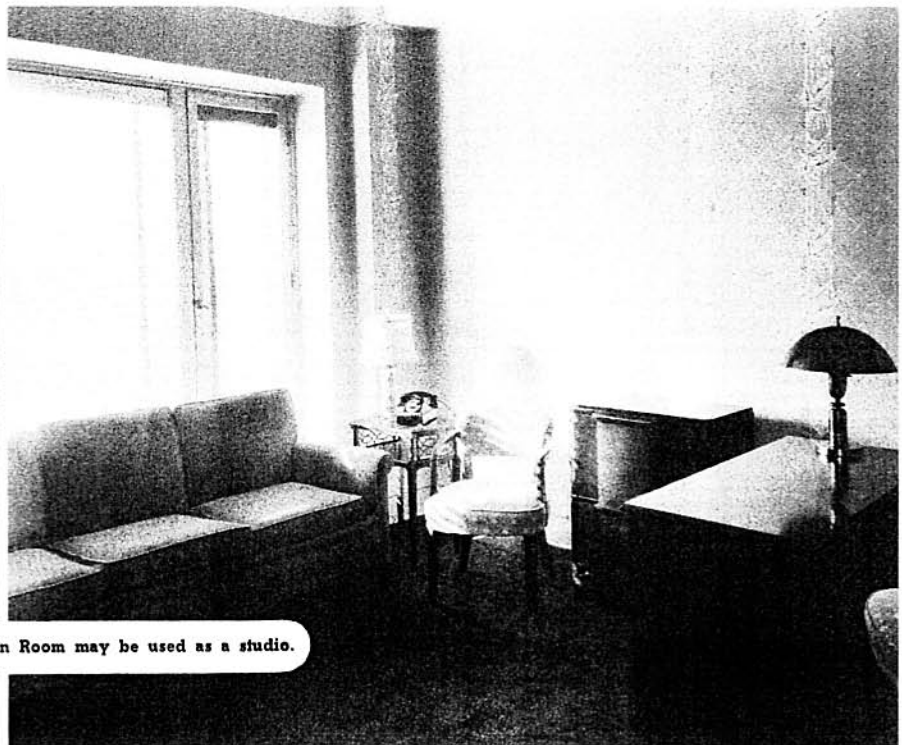
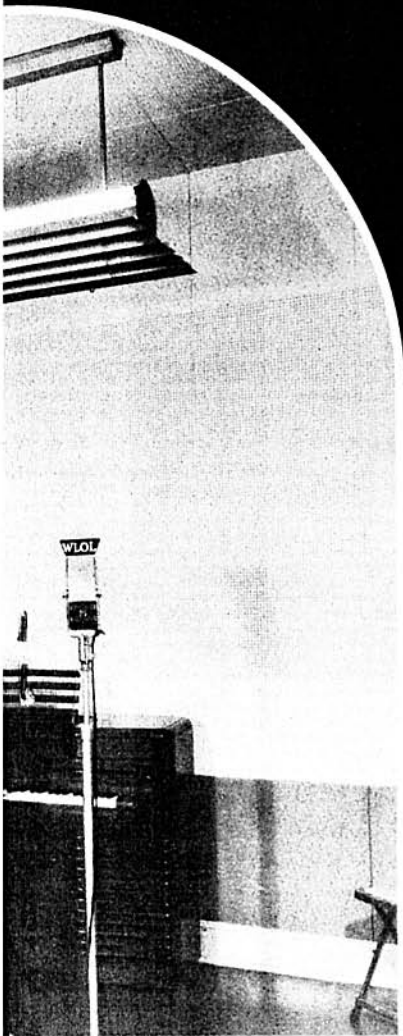


me of WLOL

...es the intersection of Hennepin and Lyn-
 ...polis studios of WLOL. Their position is
 ...t high on the building and visible to the
 ...y of Hennepin Avenue from 6:00 a.m. to
 ...udio location overlooks the busiest inter-
 ...dios, nine offices, the master control room,
 ...ng to them. As modern as the moment,
 ...were designed by Minneapolis architect
 ...into their planning and construction.
 ...Hotel WLOL maintains still other studios
 ...the Twin Cities axis. The 1000 watt trans-
 ...ring vertical radiators standing 202 feet
 ...St. Paul to facilitate reception of WLOL
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...asoned in the experience of its staff, and
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 ...nfolds. As WLOL makes further advances
 ...h pride to its new family of radio listeners.

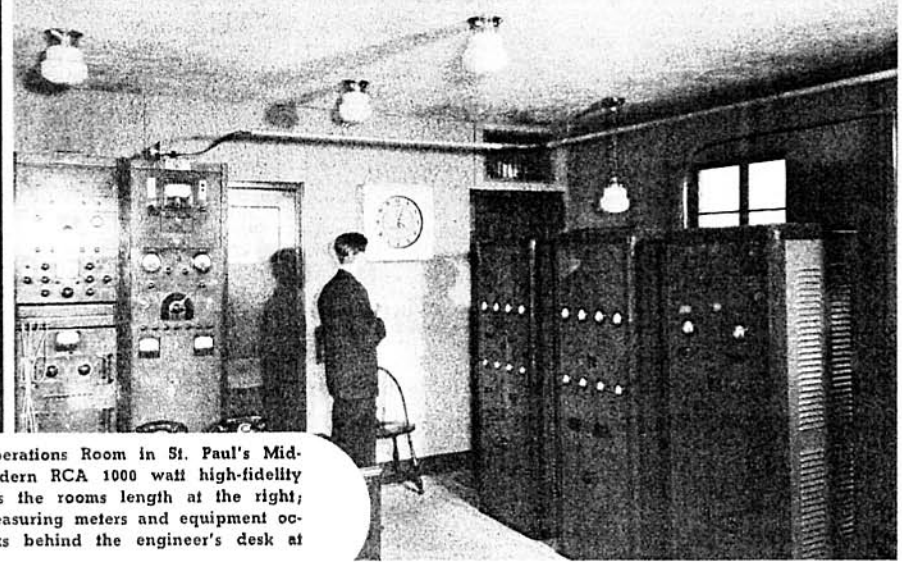
...malic programs and solo musical features.



Client's Audition Room may be used as a studio.



Master Control Room contains amplification equipment for studio operation, control consoles for regulating intensity and "level" of broadcasts and transcribing machines.



Transmitter Operations Room in St. Paul's Midway. The modern RCA 1000 watt high-fidelity transmitter fills the rooms length at the right; testing and measuring meters and equipment occupy the racks behind the engineer's desk at left.



In WLOL's Department of Music



The WLOL Staff Orchestra: (left to right around the piano) Verne Boland, director Verne Rooney, Doug Nash, Willard Sutton and Fred Bradatsch at the keyboard.



Above—The career of **VERNE ROONEY**, WLOL's Musical Director, started when he was only thirteen. Since he was eight years old, Verne had studied violin at Carleton College, and became a member of the St. Paul Symphony at thirteen, to play for four years under the baton of Walter Rothwell. Theatre music then took his attention and he became musical director of several of the Twin Cities' best play-houses, including service as director of the RKO-Orpheum music in St. Paul for fifteen years. Came then the "lean, dark years" of show business, and Verne cast his lot with radio at KSTP. He joined WLOL in his present position in June, 1940.



Left—**HELEN SHURICK**, Supervisor of Copyrights for WLOL, now occupies a post made necessary by the shift of the nation's leading broadcasting stations from ASCAP music to that of the expanding BMI publishing organization. Daughter of a long-time newspaper and radio family, Helen has been educated in radio by her father, Edward P. Shurick (WLOL's general manager), since she was old enough to listen. She started at WLOL when it went on the air in June, 1940, and fills a responsible post for her nineteen years.



Left—Vocalad **BUDDY CLARK** with his "Show of the Week" songs is as good as an unexpected inheritance for making the ladies forget their cares and woes.



Right—Lesson One in progress, with explosive Ann (Yip-I-Adi) Barrett lecturing maestro **VINCENT LOPEZ** on the fine art and science of "swinggiving."



Above—By way of tuneful novelty, "The Show of the Week" had as special guests **"THE THREE RADIO ROGUES,"** whose vocal harmonies are among the choicest on the air.

The Show of the Week

Smooth, sweet and swiny becomes your early Sunday evening with your dials set to the WLOL-Mutual sparkle of entertainment, "The Show of the Week." Built on a melodic foundation of Vincent Lopez' famous orchestra, with featured vocalists Ann Barrett and Buddy Clark, "The Show of the Week" adds to its attraction with music and comedy stars invited as guests each week.

Right—The great, sentence-twisting and fabulous **"COLONEL STOOPNAGLE"** was a recent "guestar" on the WLOL-Mutual "Show of the Week." Each week another outstanding radio, stage or screen performer is offered as an extra feature.





The popular dance band of **SEV OLSON** at the Radisson Hotel in Minneapolis provides another source of music for WLOListeners.



Left — **THE STEEL SISTERS** of Wheeling, W. Va., who turn out harmony for the WLOL-Mutual "Musical Steelmakers" program each Sunday afternoon. Left to right: Lois Mae Nolte, Harriet Drake (seated) and Lucille Ball.

Right — The band of distinctive director, composer and arranger **RAY NOBLE** is a favorite with the WLOL - Mutual evening audiences. Noble's popularity preceded him to America from his native England, and many were familiar with his recordings before he had appeared in this country.



Right — Youthful **DOROTHY ANNE CROW**, soprano, leads the headliners on the employee - produced Wheeling Steel show, "The Musical Steelmakers," reaching WLOL dialers via Mutual network.

MAXINE GRAY, erstwhile Broadway star, has shifted her performing preference to Hollywood, and is now heard on another of WLOL's Mutual network features, "California Melodies," with David Rose's orchestra.



From the largest ballroom in the northwest, Marigold Ballroom in Minneapolis, WLOL broadcasts the dance bands four times a week. In this picture the orchestra is that of Lloyd LaBrie.



WLOL

Ralph Ginsburgh's Concert Orchestra. Palmer House Ensemble through WGN direct from Palmer House Chicago, heard over WLOL.



An attractive and talented former member of the WLOL-Mutual musicast, and one whose return to the air is imminent, is diminutive **BETTY JANE RHODES**, song-stylist.

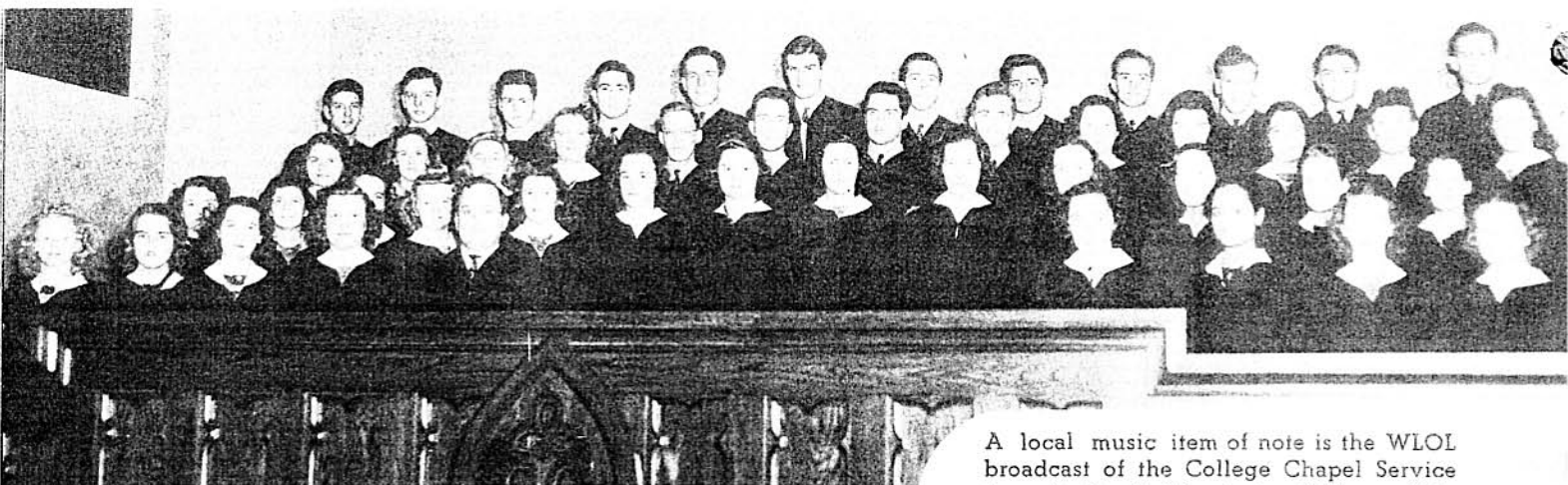


GRIFF WILLIAM's dance orchestra is popular internationally. As another of WLOL's Mutual dance broadcasts, he fit in to your evening schedule with bands like Phil Harris', Ted Fio Rito's, Paul Pendarvis', Alvino Rey's, Tommy Dorsey's, Dick Jurgens' and a host of others.



One of the many "name bands" featured by WLOL-Mutual for your evening's enjoyment is the always welcome **GUY LOMBARDO** orchestra. Other leading music-makers presented are Freddie Martin, Xavier Cugat, Art Kassel, Raymond Scott and Leighton Noble and their bands.





A local music item of note is the WLOL broadcast of the College Chapel Service from St. Paul's Macalester College. This choral program is sung by the Macalester College Choir under the direction of Hollis L. Johnson.



ALFRED WALLENSTEIN, musical director of WOR and Mutual's eastern key station and noted American conductor, whose baton leads the WLOL-Mutual broadcast of "Sinfonietta."

HENRY WEBER, veteran radio conductor and director of Mutual's Symphonic Hour, a WLOL feature.



Serious Music

Fulfilling a promise made by WLOL months before it broadcast its first program, the schedule of the Twin Cities' newest radio outlet includes a good proportion of the music many prominent listeners requested — symphony, opera and concert. Agreeing with those who expressed a wish for more of the "serious music" entertainment, WLOL has arranged

On the field of these pages is an auditorium concert broadcast from Mutual's WGN-Chi-

In rehearsal, former Minneapolis Symphony conductor **EUGENE ORMANDY** prepares the 101 piece Philadelphia Symphony Orchestra for its regular Mutual broadcast on WLOL via the Mutual network. Co-conductor on the Philadelphia podium is renowned Leopold Stokowski.



on WLOL

to air some of the finest of those programs: The famed Philadelphia Symphony, conducted by Eugene Ormandy and Leopold Stokowski; Alfred Wallenstein's "Sinfonietta"; the Chicago Theatre of the Air; the Chicago Symphony under Dr. Frederick Stock and a number of other features in the full-pleasure realm of "serious music."



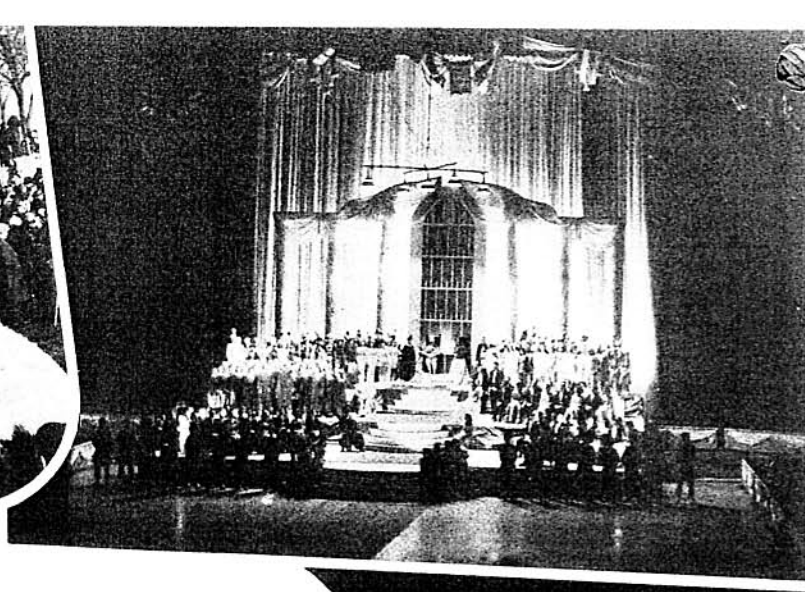
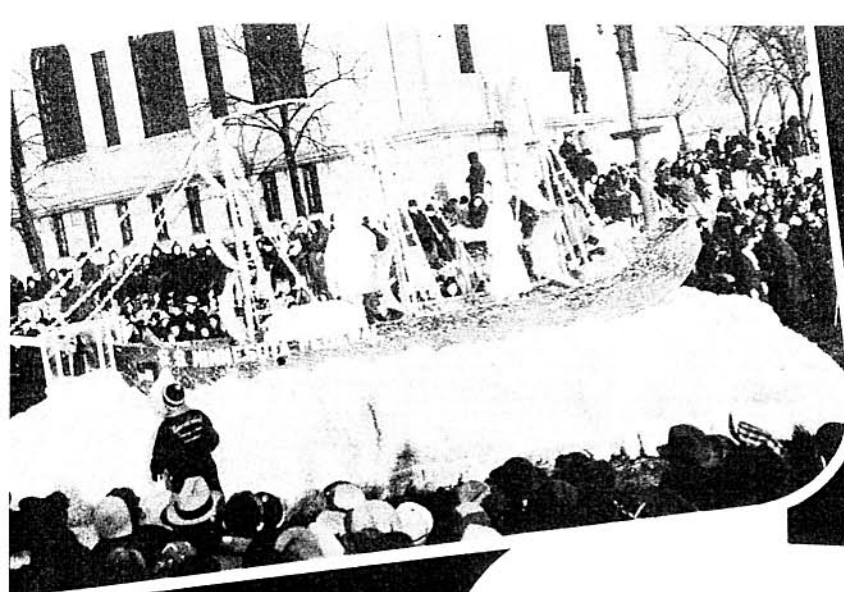
WILLIAM A. BACHER, chief of production in Mutual's WGN-Chicago studios, is responsible for the beginning and continuance of the operetta-symphony program "The Chicago Theatre of the Air," "The Symphonic Hour" and other WLOL-Mutual music and dramatic programs.

Lovely soprano **MARION CLAIRE** is heard as soloist on two WLOL-Mutual musical programs, The Symphonic Hour and the Chicago Theatre of the Air.



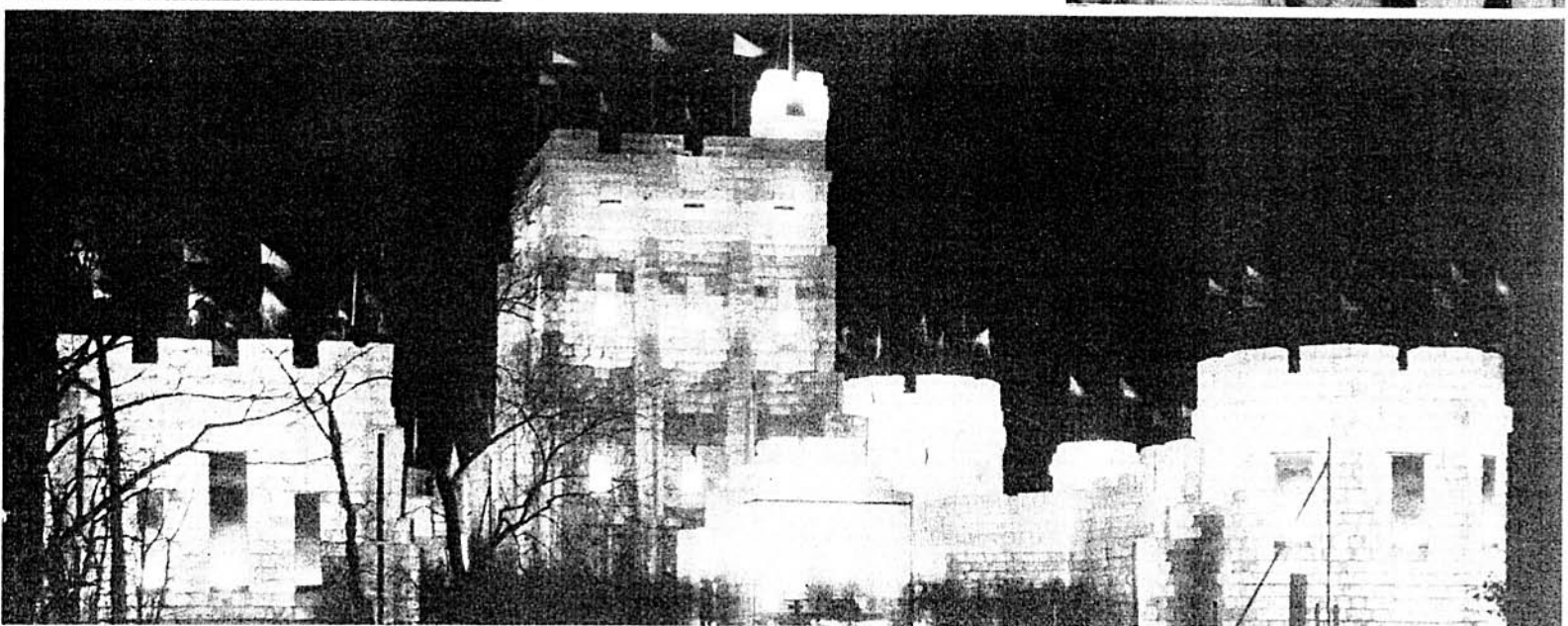
DR. FREDERICK STOCK, Conductor Chicago Symphony Orchestra, well known

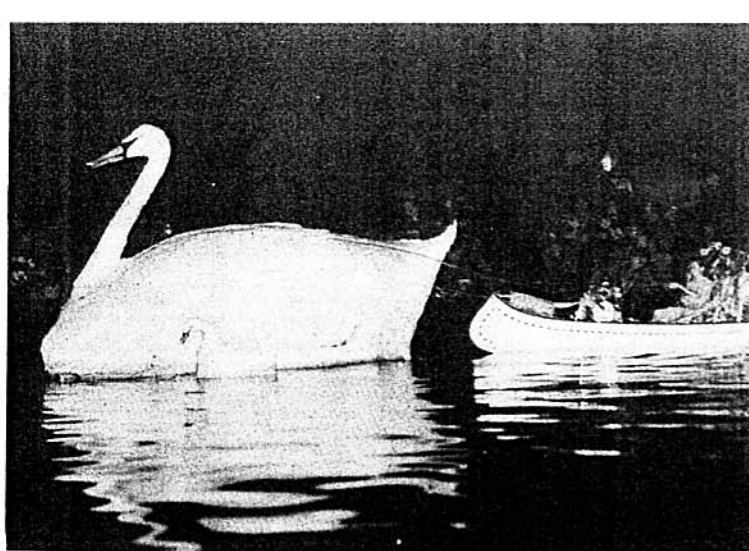




WLOL and The Winter Carnival

On February first the great St. Paul "Winter Carnival" started on another annual week of gaiety and pageantry, with Twin Cities residents and thousands of visitors from afar making the north central metropolis ring with activity. Here, once more, went the WLOL microphone for its first opportunity to join in the celebration. Brilliant were the scenes attendant to such good-natured pomp; scenes reviewed on this page: The shimmering Ice Palace, built of 20,000 blocks of ice, in Como Park, the court of King Boreas, VII, in the Auditorium, at which King Boreas, VI (Joseph L. Shiely, shown here during the coronation of Queen Mary Lou O'Donnell in 1940's Carnival), relinquishes the crown to King Boreas, VIII, (John F. Scott, in his 1941 Admiral's uniform), the parade of extravagantly designed and decorated floats and the masses of drilled marching teams that turned the work-a-day streets of St. Paul into avenues of spectacle. All this became part of the story transmitted to those at home by WLOL's shifting microphones.

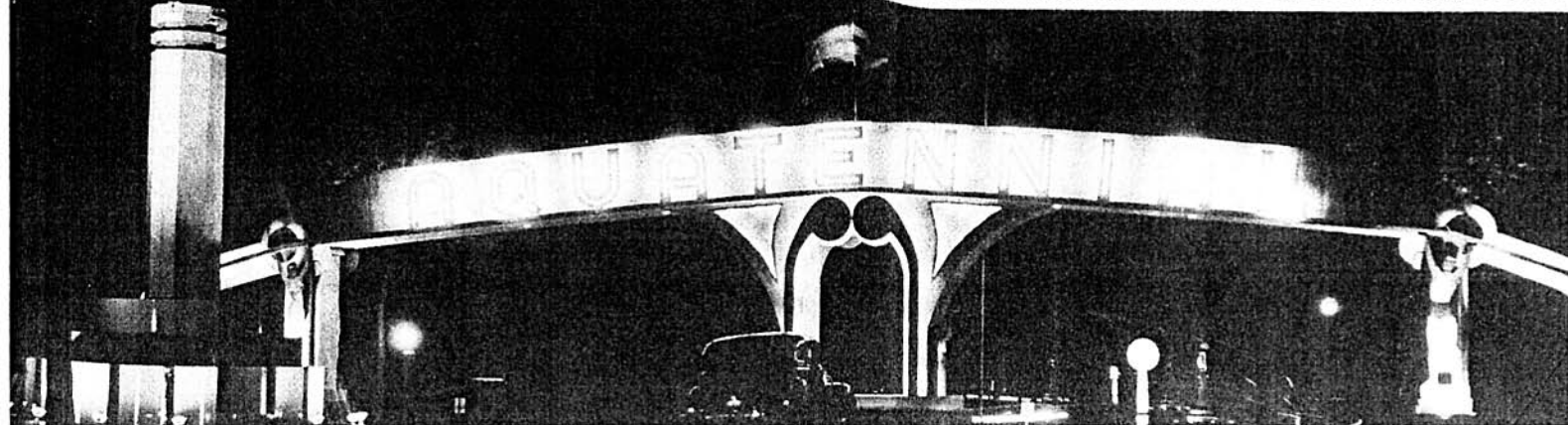
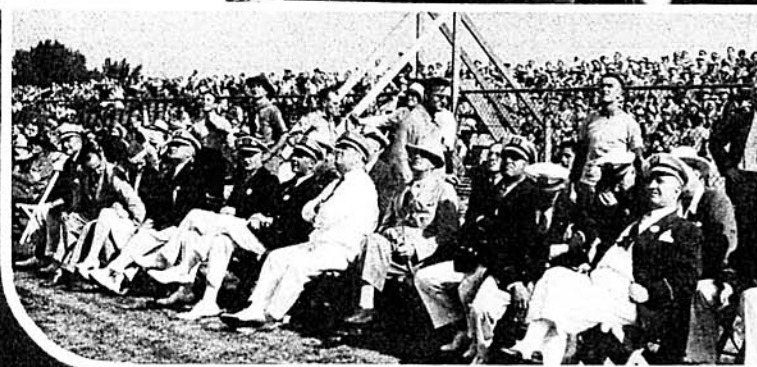




WLOL and the "Aquatennial"

In 1940 Minneapolis pooled all available energies, brought in stellar talent to augment its native artists and "let down its hair" for the first of its nine-day summer spectacles — "The Aquatennial." Into the carnival activities went the microphones of new WLOL to present eye-witness accounts of festivities to its audiences. The paths of WLOL's coverage led to all the memorable scenes of the "Aquatennial," some of which are shown here: The entrance to the mile-long "lagoon of fountains," neon-lighted statues of sports figures around Lake Calhoun, the strikingly illuminated fountain-statues themselves, the float regatta on Lake Calhoun, displayed with fireworks to over 250,000 people on the lake's shores, traffic-drained streets in downtown Minneapolis where the holiday spirit prevailed with dancing and hilarity, the northwest's greatest air-power display, during which national champions roared and spiraled through the skies above the record crowds and stationed "Aquatennial" officials (shown in the picture).

Thus, WLOL's first broadcast nearly coincided with the great Minneapolis summer celebration, and WLOL had an opportunity to both participate and contribute to its success. This year, from July 12 to 20, WLOL will again attend the "Aquatennial" and send much of it directly to your homes through its microphones.





DONN CLAYTON (left) your weather reporter for WLOL and the North Central Broadcasting System, visits the U.S. Weather Service in Minneapolis for the inside story of forecasting from Meteorologist **M. R. HOVE** (right), Climatic Section Director for Minnesota. This radio weather service is a round-robin feature including stations throughout Minnesota and the Dakotas.



To explain regulatory measures between labor and industry, the 18th Regional Bureau of the National Labor Relations Board presents discussions on WLOL each Monday evening. On January 20th **LEE LOEVINGER** (left), Regional Attorney, and **JAMES M. SHIELDS** (right), Field Examiner, provided the program.

WLOL in the Service of the Public

Balancing the several programs from labor's viewpoint, WLOL offers the Tuesday evening discussion feature "Industry Today," by the Associated Industries of Minneapolis. This "employer-employee relations" feature is conducted by **BILL KELTY** (shown here), Public Relations Director of his organization.



The Central Labor Union of Minneapolis, combined agency of all A. F. of L. unions, broadcasts union affairs and policies each Monday evening from WLOL. Representing the organization in this picture is **MR. ROY WIER**, Financial Secretary and Organizer of the Central Labor Union.





Matters concerning war veterans are discussed on the Monday evening program of the Women Auxiliary of the Veterans of Foreign Wars. The program group shown here includes (left to right) W. E. Downey, Commandant of the Minnesota Soldier's Home, the guest speaker; Mr. Grace Papas, Radio Chairman of the 3rd District of the Auxiliary; Mrs. Anastasia Preston, 3rd District Soldier's Home Chairman; Mrs. Viola Krumrey, 3rd District Publicity Chairman.

The Minneapolis Junior Chamber of Commerce program presents a treatment of civic subjects each week on WLOL. Left to right here are George C. Sedard (Chairman of the Radio Committee), Tom von Kuster, Birney Leland and Clifford Rian.



Representing the C.I.O. unions in the Twin Cities area, various speakers from labor's ranks appear on WLOL each week. At the time this photograph was made the speakers were Paul Emshwiller, vice president of the Hennepin County C.I.O. (left), and Ralph Helstein, General Council of the State C.I.O. unions.

The Federal Housing Administration (FHA) also takes its turn at the WLOL microphone to clarify the purpose and activities of its bureau of the federal government, and on this occasion the speaker was **MR. D. J. FOUQUETTE**, Director of FHA for Minnesota, North and South Dakotas.



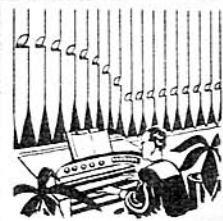


The Minneapolis District office of the Minnesota Division of Employment and Security presents an instructive program from WLOL on Friday evenings. Left to right in this picture are Emery C. Nelson, District Director; Harry B. Wold, Administrative Assistant; G. H. Knowles, Radio Director; and R. E. Boerner, Training Supervisor.



"Lives Saved" is the weekly WLOL presentation of the Hennepin County T.B. Association. Each week a dramatic program is broadcast by a cast from the University of Minnesota Radio Guild. In this picture left to right are four

Inspirational Features



The Sunday evening services of the Simpson Memorial Church in St. Paul are a regular religion feature on WLOL's schedule. In the pulpit each week is the church's pastor **REV. GEORGE FRENCH**.

"The Country Church of the Air," another WLOL devotional feature, is conducted by the pastor of a real country church, **REV. EDWIN T. RANDALL**, of Community Church of Monticello.

Riverlake Gospel Tabernacle services on WLOL Sunday mornings presents **REV. LUKE RADER**, well-known preacher and evangelist, brother of the nationally known evangelist in Chicago.





New to the WLOL roster is the distinguished **DR. PRESTON BRADLEY**, pastor of Chicago's People's Church. His talks regarding the broad fields of economics, sociology and politics, as well as those of religious nature, have given him national recognition. This WLOL addition is noteworthy.



Representing Minneapolis' Central Church on the WLOL schedule of inspirational programs, is **REV. ARLEY L. BRAGG**, who speaks from our Plaza Square studios.



Religious music by one of the outstanding church choirs in the Twin Cities is broadcast each Sunday morning from the Werness Brothers Chapel in Minneapolis, over WLOL. In this picture, January 19, the choral group was the choir of the Central Lutheran Church.



Each early morning on WLOL brings your "Morning Worship" program all the way from Waterloo, Iowa. Conducted by **REV. HILMORE CEDARHOLM**, shown here, the program comes to WLOL and is in turn transmitted by wire to the eleven affiliated stations of the North Central Broadcasting System.

Right—"The Hymn Evangelist," is youthful **JOHN METCALF**, whose programs originate in the Boston studios of the Mutual network and are carried and preferred from coast to coast, with a designated outlet at WLOL.

The Minneapolis Gospel Tabernacle program from the WLOL studios on Sunday mornings features services by **REV F. J. LINDQUIST** (at microphone), Mrs. Lindquist, Mrs. Emil Balliet, Rev. Balliet and Mrs. Carroll Erickson (at piano)



Left—From the WLOL studios each Saturday evening is broadcast the program of the Park Avenue Covenant Church, with its pastor, **REV. GUSTAF F. JOHNSON** (left) and soloist **PROF. GEORGE HULTGREN** (right).

Heroes, and d

Left — Charming **JOAN BLONDELL**, star of Mutual's dramatic "I Want A Divorce" program, is shown here at the time she operated the switch to inaugurate Mutual's new Hollywood studios where the show is produced. With her is MBS vice-president Lewis Allen Weiss. This is another of WLOL's drama shows.

Below—Lacking the veil of mystery that characterizes their actions on the Mutual "ghost-to-ghost" network, the principals of "The Shadow" broadcast their serial play. They are **BILL JOHNSON** ("The Shadow") and **MARJORIE ANDERSON** ("Margot Lane").



Heroines

Thrillers



Right — Mutual's new aviation serial, daily on WLOL, features **ED PRENTISS** as "Captain Midnight."

Below—Here are **PATTI WALLIS** ("Betsy True"), **BRET MORRISON** ("Uncle Mack"), and **JACK BEVINS** ("Lew Loyal") in left to right arrangement, of the cast of the WLOL-Mutual American thriller, "**LEW LOYAL**."





The North Central Broadcasting System

Two months after its opening WLOL entered into contract with the North Central Broadcasting System to act as its "key station" — point of program origination. Thus, this northwest regional network, headed by veteran radio executive John Boler, uses the WLOL facilities to provide service and entertainment to ten other outlying radio stations: KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KQDE, Fergus Falls, Minn.; WDSM, Duluth-Superior, Minn.; KVOX, Moorhead-Fargo, Minn.; KRMC, Jamestown, N.D.; KDLR, Devils Lake, N.D.; KLPN, Minot, N.D.; KABC, Aberdeen, S.D.; KVCU, Mandan-Bismarck, N.D. — all Mutual coast to coast affiliates.

Through this broad span of radio outlets, sponsors are allowed an extensive coverage of the northwestern markets, a conveniently central point of origination at the Twin Cities' WLOL, and audiences are presented with an instantaneous information exchange from each or any of the affiliated stations.

Photography in this book by Bruce Sifford Studio, and others of Minneapolis, and the Mutual network publicity bureau; Compilation and editing by Hal Hubert, National Radio Personalities, Inc., under the supervision of Radio Station WLOL.