



“*This is* **WIRE**,
Indianapolis”

NBC RED NETWORK and MUTUAL BROADCASTING SYSTEM

THE RICHEST MAN CANNOT BUY
FOR HIMSELF, WHAT THE POOREST
MAN GETS FREE, BY RADIO.

Paul Harvey

“*This is* **WIRE**, *Indianapolis*”

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EUGENE C. PULLIAM, President

CUB REPORTER for The Kansas City Star, a managing editor in Kansas, an owner and publisher of newspapers in Indiana, then Florida, Oklahoma and the east, and now Indiana's best known radio executive, Eugene C. Pulliam brought to radio and WIRE the belief that listeners, like readers, want and deserve the best in local, state and national programs. Born in a semi-dugout on the wind-swept prairies of western Kansas, son of a pioneering Methodist minister, Mr. Pulliam was graduated from DePauw University where he was one of the founders of Sigma Delta Chi, national journalism fraternity. As police reporter and later feature writer for The Kansas City Star, he had his early training under the late Colonel W. R. Nelson, one of the nation's great editors. He returned to Indiana to manage, then own The Franklin Evening Star, later acquire The Lebanon Reporter and now, in addition to managing WIRE, is president of Central Newspapers Inc., which operates The Huntington Herald-Press and The Vincennes Sun-Commercial, owns The Lebanon Reporter and is president of Oklahoma Newspapers Inc.

Under his chairmanship, the Ulen Country Club's annual Beefsteak Dinner has become nationally known, he has played host to many national personalities from the fields of politics, radio, journalism and business, in radio circles, he's been a leader in the reorganization of the National Association of Broadcasters, he's a trustee of DePauw University, and though Who's Who recognizes his achievements in radio and newspaper work, he still hopes to find time to write some short stories he plays low handicap golf and spends his vacation each year "musky" fishing in northern Wisconsin and Canada.

N. G. MASON

"To the manor born" is an old English expression typifying the British peerage. Journalistically speaking, **NINA MASON**, secretary-treasurer, was "to the manor born." One of six sisters in a family of nine, born in rolling southern Indiana hills now incorporated in the Morgan-Monroe County state forest, Miss Mason followed a family trait, writing and journalism, studied at Indiana University and the University of New Mexico, was secretary of Farm Life before joining Central Newspapers. To it she brought and then expanded a unique and practical understanding of legal and financial problems . . . an ability reflected in the growth of Central Newspapers from an idea to a one and a half million dollar corporation which now operates WIRE. Her avocation is music, her hobbies Indian rugs and horseback riding, her constant companion at home, a champion Pekingese, listed in the registry books as "Tohs," known affectionately as "Strong-arm Harold."



REX SCHEPP

REX SCHEPP, WIRE's business manager, knew radio when — when it was just a squalling infant. In those days as a member of Ossman and Schepp, he played the banjo on the Keith-Orpheum vaudeville circuit, appeared in several New York musical comedies, made numerous records and four movie shorts for Vitaphone, featuring his banjo artistry. When radio came along, he was a featured artist for two years on the Maxwell Hour with Nathaniel Shilkret's orchestra. Then he stepped into the commercial side of radio as a top-flight salesman for the Columbia Broadcasting System.

A Hoosier, he was graduated from Martinsville high school, attended Indiana University and Central Normal college and taught school for two years at Martinsville. Married, he has a 12 year son, Stewart, whose ambition is to be a baseball pitcher.



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Dick Reed Covers the News Front



Dick Reed has covered the radio front in Indiana, Ohio, Illinois, Wisconsin and Iowa. Two years ago he started covering the "news-front" for WIRE and now has four daily sponsored news-casts, a record in Indianapolis, a tribute to his popularity. Another WIRE Hoosier, Dick was born in Terre Haute, studied at Indiana University, Indiana State college and Missouri's school of journalism. His voice made him a natural for radio, brought rapid advancement and gave him experience in announcing, production, programming, agency accounts, continuity and above all - news. Preparing each of his four daily news-casts, he likes to spend at least 2 hours on each one and when he's through his copy is full of punctuation marks, underlines and just plain marks that have a meaning to him alone. You can't do 10,000 words of news a day as he does and never make a mistake. But he prides himself on his pronunciation, admits having difficulty with pronouncing "refrigerators" and has spent a lot of time trying to keep up with foreign names. On a normal newscast, he'll average 200 words a minute but he can do 300. He likes to travel and read current events and biography, thinks the fried chicken his wife prepares (she's a former Miss Indiana) is the best going.

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"All the news when it happens" is no mere slogan for the WIRE news-room. When a President is elected, when Mrs. Jones' cat is lost, when nations go to war, when a "local boy makes good," when Mother Nature turns destructive, when a traffic drive starts, when Congress discusses affairs of national and international importance, when a local jury emerges from its deliberations, when anything that is news happens, WIRE's news-room gets it on the air with a bulletin, and soon has a complete story on a regular news-cast.

"All the news when it happens" thus involves the editing of the two United Press wires, capable of pounding out 6,000 words an hour, news-machines that bring stories from all over the world 22 hours a day; the editing and writing too of stories from the local United Press bureau by direct wire and independent coverage of local and state events.

Dick Reed, covering the news-front at top speed, can use up to 26 hundred words in a 15 minute newscast. That means editing, trimming, rewriting and "casting" for the ear. It means too explaining the news events, the true significance behind a seemingly unimportant story, balancing local news with national, state news with foreign, in short completely covering the news-front 24 hours a day, ten times a day on regular news-casts, hour in and hour out with bulletins.



GENE PULLIAM, JR.

WIRE's news editor, Gene Pulliam, jr., grew up in a newspaper family, carried papers when he was in grade school, was a "printer's devil" during his high school days and chased "local items" for a local paper during his summer vacations from college. President of the DePauw chapter of Sigma Delta Chi 25 years after it had been founded by his father and other class-mates, he went to work for United Press, was staff correspondent in Chicago, Detroit and Buffalo for two years, covered the "Black Legion" expose, the 1936 Presidential campaign and wrote news copy for the Radio wire. When he's not writing news or sports copy, he likes to play tournament golf, do work on a study of propaganda, or fool around with a movie camera.

Note: "73's," a news-cast sign-off, is a press association and short-wave symbol meaning "best regards."



The WIRE news-room.



The battery of teletype machines in WIRE's News Bureau.



The men and women who conduct the NBC microphones through war-torn Europe and Asia. Top row, left to right: Charles Lanier in Rome, Joan Livingston in Shanghai, John McVane in London, and William C. Kerker in Berlin. Bottom row, left to right: Archinard in Paris, Martin Agronsky in the Balkans, Helen Hiatt in Madrid, and Fred Bates in London.



Wythe Williams, MBS fact-finder of war news.

H. V. Kaltenborn, world-famed NBC commentator, journalist and globe-trotter.



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On The Spot

Son and name-sake of Indiana's late, great United States Senator, **ALBERT J. BEVERIDGE, JR.**, is prominent in his own right. In addition to handling many of WIRE's "special events" broadcasts, he has been a candidate for Congress and the Indiana State Senate, served as state chairman of the Finish Relief Fund and shortly after his graduation from college was special correspondent in the Far East, covering Japan's expansion into Manchukuo, then edited "Pulse of the Nation" magazine.

ALBERT J. BEVERIDGE, JR.



The man who first said, "What won't they think up next?" might well have been thinking about radio's roving reporters. With its mobile transmitters and pack sets, literal broadcasting stations in motion, radio can go almost anywhere, cover almost anything. Through its short-wave station, WATB, and its two pack sets, WEII and WEIH, through "remote control" telephone lines, WIRE also "covers the news-front" where the news is breaking.

Right—At Elwood, **WENDELL WILLKIE** accepts the Republican Presidential nomination, speaking over WIRE microphones that carried his words coast-to-coast on the Mutual network. (INS Photo.)



*This is WIRE.
Indianapolis*



Left — Paul V. McNutt, former governor, returns to his native state and finds a familiar microphone.



Right — The words of Thomas E. Dewey are carried to the nation over NBC through a WIRE "feed."



Left — George Ade addresses Purdue alumni throughout the state.



Right—U. S. Senator Sherman Minton and Democratic chairman Fred Bays are "covered."



Left—Henry E. Schriker talks to the "unseen" audience.



Right — Mrs. Wilbur Shaw, wife of three-time winner of the 500 mile Speedway classic, tells Al Beveridge the reactions of a race-driver's wife.

Below left — Glen Hillis accepts the Republican gubernatorial nomination and Indiana hears him do it.

Below right—"Have you tried Wheaties?" These boys have.



The Kay Jewelry Reporter

Down in front of Loew's Theatre at 12:30 each noon — excepting Sundays — "The Street Reporter" has held sway for the past eight years. Conducted by WIRE announcer **WALLY NEHRLING** for some time, this feature is one of WIRE's most attractive and entertaining.

The picture on this page was taken on a Saturday — Kids' Day — when juveniles of varied ages face the microphone and Wally to talk about themselves and their activities. Then, too, "The Treasure Chest" under Wally's arm is an attraction, for the one who selects the proper key to open it receives a cash award, theatre tickets are given the less fortunate ones.

Wally Nehrling, who has been in radio for ten years, made his debut singing theme songs for programs. He plays a good game of golf and is a photographer of ability. The inset picture of Wally in his white Apron was taken when he conducted a sidewalk "Spelling Bee" last year.





The Dawn Patrol

Early in the morning—6:30 to 7:30 a.m.—Wally Nehrling starts WIRE's daily program schedule with "The Dawn Patrol." Popular — and occasional semi-classic — music, correct time signals with the help of "Oscar" — the clock, weather and temperature reports, news bulletins and chatter comprise this "get-up" show. Of course, aiding and abetting Wally are his two satellites: engineer Bob "Skinny" Hite, and porter Clyde "Mr. Wire" Jones. We had to wait until after the program and the last cup of coffee to catch the three of them together through the window of the announcer's "stand-by" studio — Brother Jones "poured" at this festive occasion.



**JOIE MASON,
Program Director**

Like time, radio brings all things . . . dramatics, news, comedy, politics, sports, good music, popular music, education, almost anything you can think of. And all those things find their way to the desk of WIRE's program director, Joie Mason.

Thumbnail sketch: musician and pianist since she was 4 years old, student of Professor Ernest Hoffzimmer at Indiana University, and at the Chicago Conservatory of Music . . . numerous concert appearances . . . collector of a spacious music library of books, records and manuscripts, including the complete works of Robert Schumann, edited by Clara Schumann . . . treasures a Steinway concert grand, a rare 9 foot rosewood instrument . . . likes horse-back riding, cats, and or, kittens . . . makes chile and coffee second to none . . . originated the ideas for many WIRE programs including Harry Bason and Dessa Byrd's network "Song Treasury," the noon-day chimes program, the Sunday church services, the Scottish Rite carillon broadcast . . . to the dismay of many an aspiring announcer, compiled audition continuity that includes such tongue-twisters as "Wasps whisked briskly from Willie's wasp swatter. Frank threw Fred three free throws. Bob bought a black back bath brush."



**MARGIE WOODWARD,
Traffic Manager.**

There's nothing else quite like a traffic department in a radio station. Literally thousands of records, transcriptions, music manuscripts and pieces of continuity are on file. Each day, **MARGIE WOODWARD**, as traffic manager, has to see that something like 175 pieces of copy are in the studio at the right time, that records, transcribed programs and announcements are filed and get on the air at the right time. It's no easy job but she hasn't made a mistake in the year and a half it's been her responsibility. At home, she has her own library of dance records, collects dog models and trains her own wire-haired terrier "Toots."



RADIO EDITORS

These are the men that list radio programs in the newspapers for you, enable you to find your favorite personalities. Checking a WIRE schedule, they are Lowell Kern, the Star, Herbert Kenny, Jr., the News and Tom Kennedy, the Times.





CECIL R. CHITTENDEN, interesting and friendly news-paper woman, who presents WIRE's "Women In the News" program feature.



VIRGINIA BYRD, Novachordist — younger sister of Dessa Byrd, WIRE's organist — is an expert with the versatile effects of the new Novachord instrument.

Program Features

FREDERICK R. WINTER, Author, Lecturer, Teacher, turns out interesting anecdotes and suggestions on buying on his program called "The Homemaker's protective Club."



LOUISE EDWARDS, "Your Girl Sunday" on the L. Strauss & Company "College Circuit" program, inducts cinemactress Jean Parker (right) into the program's mythical fraternity, Iota Mu Iota.





Vic Lund Covers

VIC LUND has been covering the sports-front since 1936, has been in radio since it "got its first pair of long pants." His full name is Victor Herbert Lund, he is a grand-son of the famous composer and his close association with him never will be forgotten. In radio, though, he's always been Vic Lund. As such he's been the most popular baseball announcer Indianapolis ever had, handled



It's 10 a.m. May 30th, and the pace car is dropping off as the 500 mile race, "world's greatest one day sporting event" gets underway.

Red Barber, top Eastern announcer, who worked the World Series, which was heard exclusively the past two years in central Indiana over WIRE.

Bob Elson, nation's most popular baseball announcer, whose story of the World Series added to his laurels

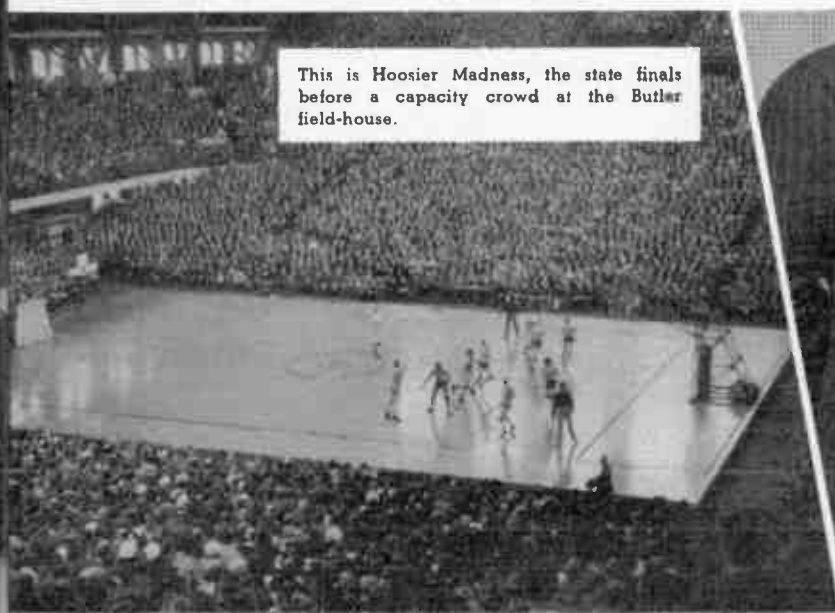
"77," Red Grange, picks the winners and dopes the football scores.





the Sports-Front

basketball and football, had charge of WIRE's coast-to-coast story of the 500 mile race, did an exclusive on the Western clay court tennis tourney; a turn at hockey; a golf match or two and found time in addition to carry a regular sports program, write continuity and take his turn on straight announcing.



This is Hoosier Madness, the state finals before a capacity crowd at the Butler field-house.



Dick Miller, general manager of the Indianapolis Capitols, just heard about a victory.

Bill Stern of NBC checks up with Bo McMillan, I. U. football coach.

Grantland Rice, dean of American sports writers and football authority is another WIRE-NBC sports specialist.



"In the Public Interest, Convenience and Necessity"

In creating the Federal Radio Commission, the Congress of the United States laid down the precept that American radio stations shall be licensed to operate "in the public interest, convenience and necessity", this station believes that the American system of broadcasting will continue to be the greatest in the world only so long as it meets the critical demand of that mandate.

Here are some of WIRE's public service programs and the featured announcer is **ROBERT E. "BOB" WILL**. Interested in music and golf, he lists aviation as a "hobby, maybe." Almost letter-perfect with his diction and enunciation, he likes radio as much today as he did when he started work at a "bread and water" salary in order to learn the announcing business. Those trophies in the background were won by the station's crack softball team.



National headquarters of the American Legion provide network and local broadcasts from WIRE's new studios. On the left is former national commander Raymond Kelly, second from left, present commander Milo Warner.



A Shortridge high school group just before a broadcast of Miss Blanche Young's High School Workshop.



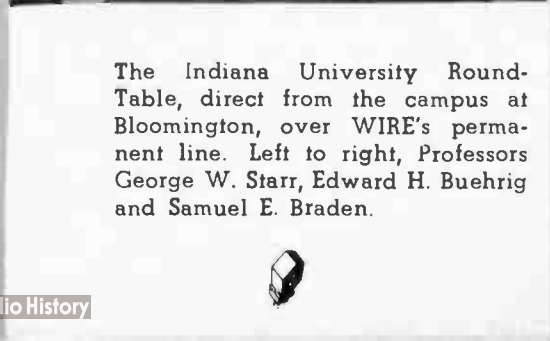
Governor M. Clifford Townsend, a familiar voice on our public service broadcasts, just before dedicating WIRE's new 5-D transmitter.



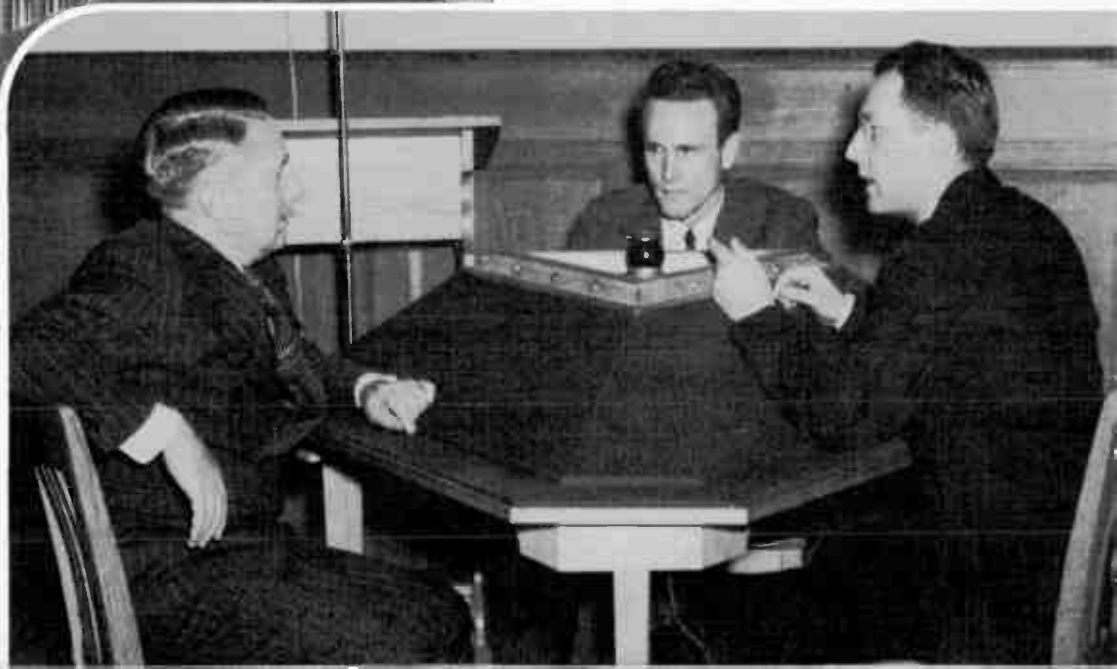
Leaders of the Seventh District Federation of Women's Clubs discuss a coming program. Left to right, Mrs. Royer Knode Brown, Mrs. Laurence Hayes and Mrs. W. F. Holmes.



Kenny Hufferd of the state employment service interviews a job-seeker on "The Outside Looking In," oldest continuous program of its type in the country.



The Indiana University Round-Table, direct from the campus at Bloomington, over WIRE's permanent line. Left to right, Professors George W. Starr, Edward H. Buehrig and Samuel E. Braden.



What Will

"What will happen . . ." in the adventurous or domestic situation of your daily serial script dramas is the question that returns listeners to their radios day after day for their favorite stories.



The cast of "BETTY & BOB." "Betty," Arlene Francis is at extreme left, "Bob," Carl Frank, extreme right.



Straight "down the alley" for a strike goes June Travis' bowling ball, as well as her acting in "GIRL ALONE."

This is "MARY FOSTER, THE EDITOR'S DAUGHTER."



Piquant Dora Johnson, who portrays the role of "Evey Fitz" on "MA PERKINS."

"THE STORY OF MARY MARLIN" features the talented young dramatist Loretta Poynton.



"TAKE THE CUE"

"APPLAUSE"

"CUT"

"TIMING PERFECT"

"SLOWER"

"NOT SO LOUD"



happen ?

The gesticulating gentleman across the bottom of the page is demonstrating the hand signals used in the production of radio programs.



Twice-heard is actress Lesley Woods: As Carol Evans Martin in "THE ROAD OF LIFE," and Helene Cunningham in "GUIDING LIGHT."

Gracious Kate McCombs plays the important part of "Mother O'Neil" in "THE O'NEILLS."



These are "Jane" and "Goodman" — the "EASY ACES."

Arlene Blackburn plays the title role of "Linda Crockett" in "LINDA'S FIRST LOVE."



"PERFECT"

"MOVE AWAY FROM MIKE"

"CLOSER TO MIKE"

"LOUDER"

"FASTER"





LAWRENCE HAMMER, Merchandising Manager and local sales representative.



KATHLEEN C. MASON, Assistant to Business Manager Rex Schepp.

WIRE's Administrative Staff

GERALD ALBRIGHT, as Auditor, is responsible for the intricate records of WIRE's business activities.



ROBERT SMOCK is Continuity Editor and produces many of WIRE'S local studio programs.





OLIVE JOYCE, bookkeeper.



ELSIE ROSS, switchboard operator.



HELEN COLE, receptionist.



MARION BEY, secretary to Mr. Pulliam, sr.

MARY SNOW, switchboard operator.

BARBARA FULTON, receptionist.

MARY CORINNE CHANDLER, stenographer.



"THE FARM HANDS" break out one of their popular country tunes for both their visible audience and home listeners. Eddie Kane — beside the microphone with the mandolin and flat hat — went out to farm dances to find his troupe, and he picked the best performers available. The other boys are Angelo "Roy" Ciminna (accordion), Neville "Fid" Foland (bass fiddle), Marvin "Poddy" Lovell (violin), Paul "Mac" McCoun (guitar) and Pete French is their announcer.

The Indiana Farm and Home Hour

At noon each day the first eight bars of "In A Little Red Barn On A Farm Down In Indiana" fill WIRE's studio A and the speakers of listeners throughout the Hoosier state — it's "The Indiana Farm and Home Hour." Designed particularly for WIRE listeners in outlying towns and farms, the program has proven of such general appeal that the

coast-to-coast Mutual Broadcasting System sends it throughout the country every Wednesday and Friday. Reports on the weather and markets are presented by the authoritative gentlemen on the right-hand page. It's an enjoyable feature to which WIRE invites your listening.



PAUL AUSTENDORFF, another assistant to Al Paden, does relief work on the noon broadcast. We caught him in the hog pens with a group of traders and stock men.



WEATHERMAN J. H. ARMINGTON, Chief Meteorologist of the Indianapolis Bureau of the United States Weather Service, gives his forecasts direct from his office on our noontime show.



KENNY FULLER, assistant to Al Paden at the Union Stockyards, is seldom heard on the "Farm and Home" broadcast, but reports the early morning markets from WIRE's studio in the Livestock Exchange Building.



DURING THE INDIANA STATE FAIR broadcasts, from WIRE'S studios on the second floor of the grandstand, the "Farm Hands" entertained a very distinguished "guest," the diminutive porker "Zinnia Augusta," shown here in the arms of "Aunt Tessie." Left to right, the boys are Eddie Kane, "Poddy" Lovell, "Fid" Foland and announcer Wally Nehrling.



AL PADEN, Director of the Markets Reports Bureau of the United States Department of Agriculture (Indianapolis bureau), broadcasts your livestock markets digest at noon.

Dessa Byrd

DESSA BYRD, Staff Organist at WIRE, was solo organist at Indianapolis' Circle Theatre for twelve years and at the Indiana Theatre for five. After graduation in piano from the Indianapolis Conservatory of Music, Dessa studied pipe organ with Carrie Hyatt Kennedy of Indianapolis and Walter Flandorf of Chicago, both famed instructors, performed in orchestras under many renowned conductors, and was voted the second most popular organist of any national or local musician heard in Indianapolis. She played Indiana's first organ radio broadcast fourteen years ago.



Harry Bason

HARRY BASON, WIRE's Musical Director, who performs his own piano feature, "Basonology," in addition to his half of the Bason-Byrd team, received national citation for his ability in a national newspaper syndicate poll in 1932, '33 and '34, and played a concert for President Coolidge in the White House. For his service during World War I, Harry was decorated by King George V of England. During his eleven years of radio Harry has played over 3600 commercial programs, and his non-commercial performances total even greater than that.



In WIRE's organ studio, and to myriad faithful listeners throughout the state, **HARRY BASON** and **DESSA BYRD** (piano and organ, respectively) turn out one of their popular piano-organ programs. This pleasant combination becomes part of your WIRE schedule under three names: "The Song Treasury" and "B's At the Keys" on their thrice-weekly coast-to-coast Mutual Network programs, and "The Three Favorites" on their evening local broadcasts.



Radio's "Forgotten Men"

Little thought is given by listeners to the men who operate the "mysteries" of WIRE — the engineering technicians. But, of all people in our organization, they are indispensable. Working with the latest and most efficient radio equipment available, these men must themselves be versed in the finest points of radio's continual advancement. We raise our hats to "radio's 'Forgotten Men'" — the engineers.

Above — A slide-rule almost lives in the hands of **EARL W. LEWIS**, WIRE's chief engineer. Graduate of Missouri's school of electrical engineering, a teacher of communications and electricity, a student under Charles P. Steinmetz and Dr. Lee De Forrest, he designed many of the improvements on WIRE's transmitter and control room plants, has been a leader in the amazing technical strides made by radio.

Right — Assistant chief engineer **GENE ALDEN**, who obtained his first radio license when he was still in high school, here is checking a recording in WIRE's transcription laboratory. Like Earl Lewis, he's a licensed pilot.

This is WIRE, Indianapolis



Operator **CARL BOSART** at Studio Control Amplifier racks.

Studio control operator **HAROLD ENNES**.





DICK FRAZIER and WIRE'S Transmitter Control panel.



Morning studio operator, **BOB HITE**, at control console.



Operator **FRANK LEE** tests WIRE's auxiliary transmitter.



Just one transmitter tube, costing nearly \$500.00, is a precious handful for operator **GORDON TROUT**.



In front of **WIRE'S TRANSMITTER BUILDING** at 44th and Ralston Road "**BUCK**" ROBINSON, watchman, stopped for his picture.



WIRE'S MASTER CONTROL ROOM at the studios atop the Claypool Hotel gives a view of each of the four modern studios. At the console shown here are controlled all local programs and those either going to or coming from the NBC Red or Mutual networks.

The inside of a patch-board panel is revealed by **AL WELLS**, control operator.



WIRE'S TRANSMITTER OPERATIONS ROOM shows the powerful 5000 watt high-fidelity transmitter at the left — and extending beyond the picture's limits. In the center is the control desk.

"Logging" a complete record of the daily performance of WIRE's 5000 watt transmitter — operator **ALVIN WESSEL**.





CHARLES SEARS, famous young tenor, appears with Harry Kogen's string ensemble.



BING "The Mighty" CROSBY who cavorts across the "Music Hall" stage with comic **BOB "Robin" BURNS**.



"Prexy" **KAY KYSER** and vocalady **GINNY SIMMS** of "College of Musical Knowledge," frolic in the arctic wastes of New York's Central Park.

One of the best musical "finds" in recent years — blind, witty, talented **ALEC TEMPLETON**.

JAMES MELTON, tenor, and **FRANCIA WHITE**, lyric soprano, team on "The Telephone Hour."

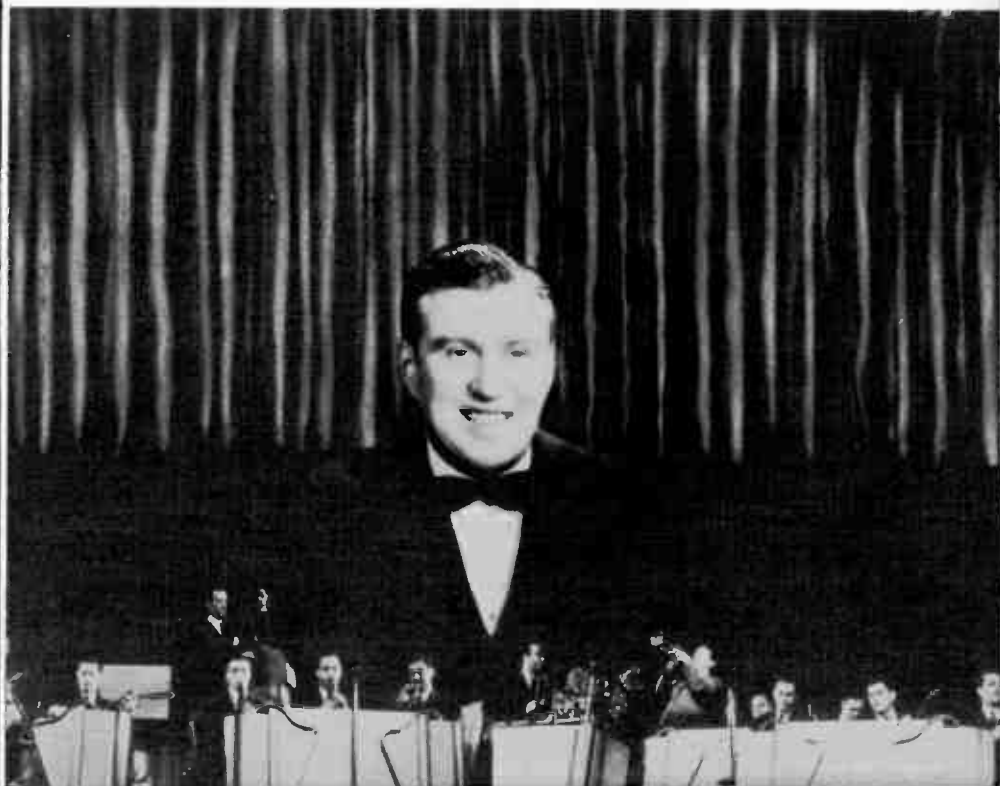




FRED WARING AND HIS PENNSYLVANIANS.

Left — **SINGIN' SAM**, a native Hoosier, whose resonant bass songs keep Coca Cola stock fresh.

Below — **RICHARD HIMBER** with his band, the Rhythmic Sixteen and brilliant guest stars, provide the finest entertainment.

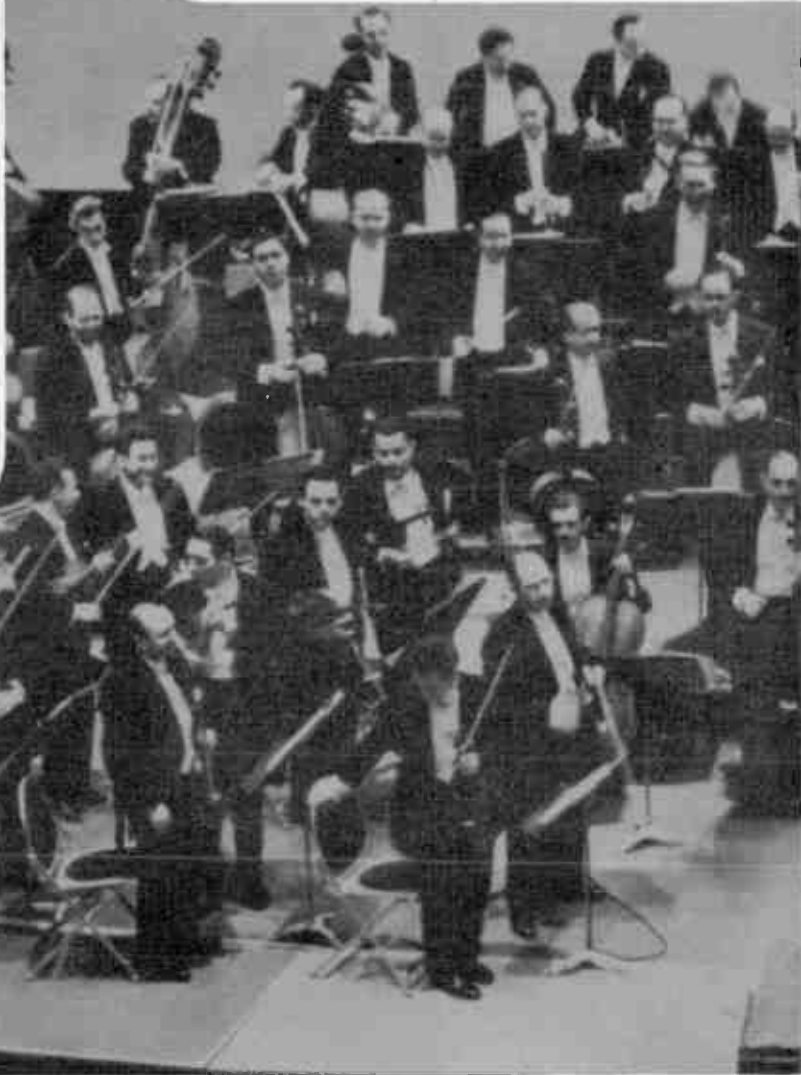


Serious

Of all the social accomplishments of American Radio, one of its greatest has been the presentation to every person, great or small, the advantage of the finest in musical culture. That comprises an honest balance between of the many types of music — popular, martial, folk-tunes, operatic, salon, symphonic. But, too often, the latter types are neglected in favor of the lighter dance



TOM PEDEN, WIRE announcer who conducts your "MUSIC YOU WANT" program is an authoritative narrator for this cultural feature. In the course of his vocal training Tom has been coached by such artists as the famed pianist Edwin "Teddy" Schneider and the great tenor John McCormack. The nightly "Music You Want" program, played from RCA-Victor Red Seal records, brings back brilliant arias by the legendary tenor, Enrico Caruso and a multitude of other great stars of the past to mingle with the finest contemporary music of the world.



Right — Famed **ARTURO TOSCANINI**, the greatest living symphony conductor, whose baton directs the great NBC Symphony in the music of the world. WIRE is proud to present this feature.

Below — Carillonneur **SIDNEY GILES** has been heard many times in concerts on WIRE from Indianapolis' celebrated carillon in the Scottish Rite Cathedral. Mr. Giles, a Canadian, is shown at the console of the distinctive instrument which consists of bells ranging from diameters of over five feet to those of less than a foot.



Music

rhythms and ballads. WIRE believes a true balance can be attained and is proud to offer the greatest instrumentalists and vocalists in the country through its local facilities and those of the nation-wide NBC and Mutual networks. The field covering these two pages is the famed NBC Symphony, conducted by silver-haired and colorful Arturo Toscanini.



THE UNIVERSITY OF INDIANA ENSEMBLE broadcasts regular programs through WIRE direct from the campus in Bloomington, and to the coast-to-coast audiences of the Mutual network. They were previously known as the Beights Ensemble.



Left — Celebrated **RICHARD CROOKS**, American tenor, is one of the host of great contemporary artists heard on WIRE's programs of Serious Music.

Below — The principals of another WIRE-NBC concert program are **ROSS GRAHAM**, baritone, **LUCILLE MANNERS**, soprano star and **DR. FRANK BLACK**, conductor of the Cities Service Concerts. They are seen left to right as named.





EDGAR BERGEN with his wooden epitome of impudence, "**CHARLIE McCARTHY.**"

The long-suffering **GEORGE BURNS** and ever-heckling **GRACIE ALLEN.**

FANNY "Baby Snooks" BRICE and **HANLEY "Daddy" STAFFORD** of the "Good News" show.

Sensational gagster and master-of-ceremonies — quick-witted **BOB HOPE.**



EDDIE CANTOR, STAR OF "TIME TO SMILE" DOES



Honor and Variety



Word-warper "SLAPPIE MAXIE" ROSENBLUM presents a dictionary to RUDY VALLEE.



Above — JACK BENNY and MARY LIVINGSTONE rate top honors as long-term radio comedians.



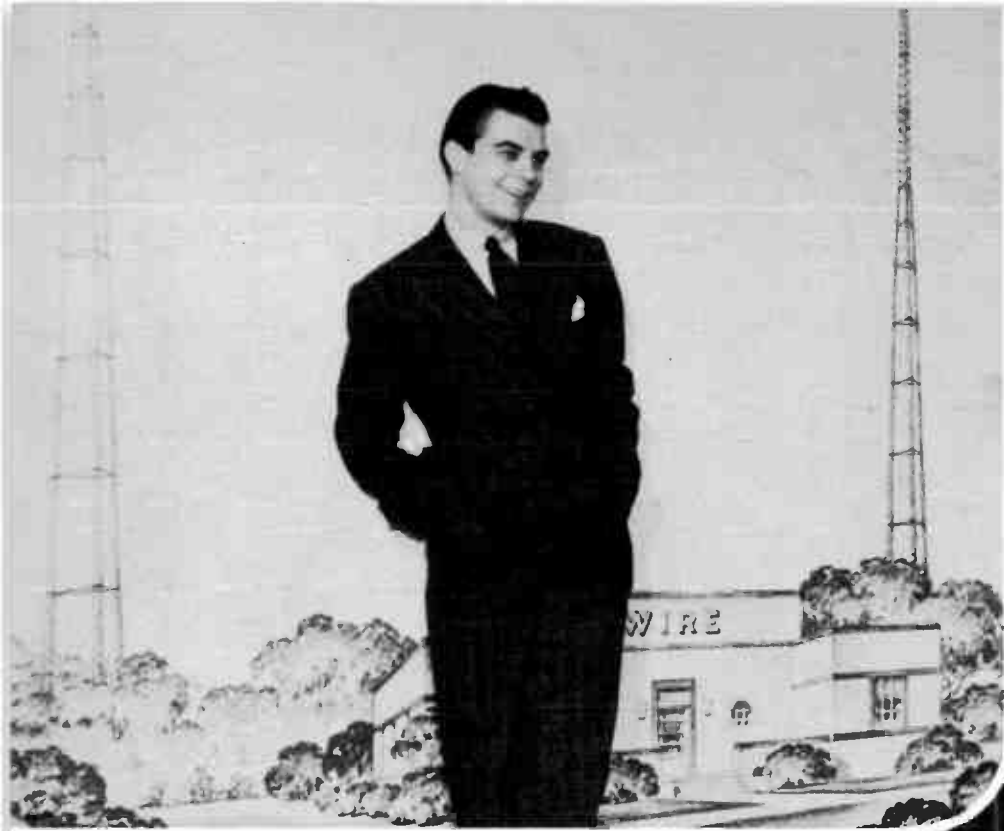
"FIBBER McGEE AND MOLLY" are Jim and Marian Jordan.

A FEW "GLAMOUR" POSES FOR THE CAMERA.



"The Children's Hour"

GRADE SCHOOL PERFORMERS, from the age of three years to thirteen years, demonstrate their developing talents each Saturday morning in a display of budding stardom. Directed and conducted by WIRE's PETE FRENCH, the program is broadcast from the sponsor's auditorium.



PETE FRENCH, friendly and serious master-of-ceremonies of both Block shows, "The Children's Hour" and "The High School Hour," was well steeped in the tradition of the theatre before entering radio eleven years ago. Born in Franklin, Indiana, and "goin' strong for 27," Pete builds excellent gas model airplanes with which he would like to win the national contest for the small self-propelling craft. Five years ago he took over the children's show and was instrumental in the origination of the companion feature by high school students.



Above — **INTRODUCING** a prize-winning star, Pete pulls the microphone low to catch the performance of blond **DORIS COMFORT**, guitarist-singer from Indianapolis.



Above — **BACKSTAGE**, a mother, several juvenile artists and Pete French's assistant, Jane Allison (bending forward in center of picture), go into a whispered huddle during the broadcast.

Right — **CONCENTRATING** on his act is handsome young accordionist **BILLY MOSS**, who came from his home in Spencer, Indiana to appear on "The Children's Hour."





OPENING SCENE of "The High School Hour" on Saturday afternoon finds announcer Bob Will, "emcee" Pete French and accompanist Alma Monninger setting the program's pace.

PIANO DUO of Technical High School students, **LAURETTA AND AUDRY BAKER**, on Block's Auditorium stage.



The High School Hour



FROM THIRTEEN TO EIGHTEEN is the age bracket for Block's "High School Hour." This companion feature to "The Children's Hour" also originates in Block's Auditorium and was instigated five years ago as a result of the success of the younger-age show — the children's program is eight years old.

The handling of this broadcast by Pete French is the same as that for its counterpart: Performers are selected by audition, appear on the program, are judged as winners by the listeners and at the end of the school-term series are eliminated in two semi-final and one final broadcast to select the outstanding artist. Prize money and awards are shared by the five finalists.

These two programs are hosts, as well, to all the famous persons of theatre, screen, radio and sports who come to Indianapolis.

STUDENT SPORTSCASTER MARK ELLIS, graduate student at Technical High School, as he swings into his weekly review of athletic events in scholastic circles.

THE HIGH SCHOOL FASHION SHOW is conducted each program by Freda S. Robinson (left), Director of Block's Auditorium. Her models this day were Dorothy Larrison (center) and Betty Jane Mitchell.



WIRE - NBC Features



Above — The incomparable domestic trio of "VIC, SADE & RUSH" — right to left, respectively.

Below—EZRA STONE builds model airplanes between broadcasts of "The Aldrich Family."



Above — DICK POWELL AND MARY MARTIN do "balladreaming" on "Good News of 1940."



Left — ARCH OBOLER AND ALLA NAZIMOVA discuss one of their plays for "Everyman's Theatre."





Pat Barrett as "UNCLE EZRA" of "The National Barn Dance."



"DR. I. Q." of the puzzling questions and lucid answers is Lew Valentine.

GALE PAGE AND JIM AMECHE star in the dramas reviewed on "Hollywood Playhouse."



"Johnny, the Call Boy" and announcer Charles O'Connor, on "JOHNNY PRESENTS."



MOTHER AND FATHER BARBOUR of "One Man's Family" are Minetta Ellen and J. Anthony Smythe, respectively.



Religious Featu



THE EAST SIDE CHURCH OF CHRIST program includes the persons shown here. Top row, right to left: Carl Flinn, manager of the quartet and Robert F. Turner, baritone. Lower row, right to left: Ralph Allison, tenor, Earl Dobbs, bass, Charles G. Cauldwell, Sr., minister, Carl Boruff, tenor.



THE LUTHERAN HOUR, originated and directed by **DR. WALTER MAIER**, here, is a **WIRE** program from St. Louis' Concordia Seminary, via the Mutual network.



THE WIRE SUNDAY CHURCH SERVICES from Protestant Churches throughout the city have included the religious speakers in this group: (left to right) Rev. Henry E. Chace, Washington Street Presbyterian Church, Chairman of the Church Federation's Radio Committee, Rev. S. Grundy Fisher, D.D., University Park Christian Church, Rev. Clive McGuire, Executive Secretary of the Indianapolis Baptist Association, Rev. Chester A. McPheeters, North Methodist Church, in whose study this picture was taken. The field picture for these two pages is of the North Methodist Church, also.



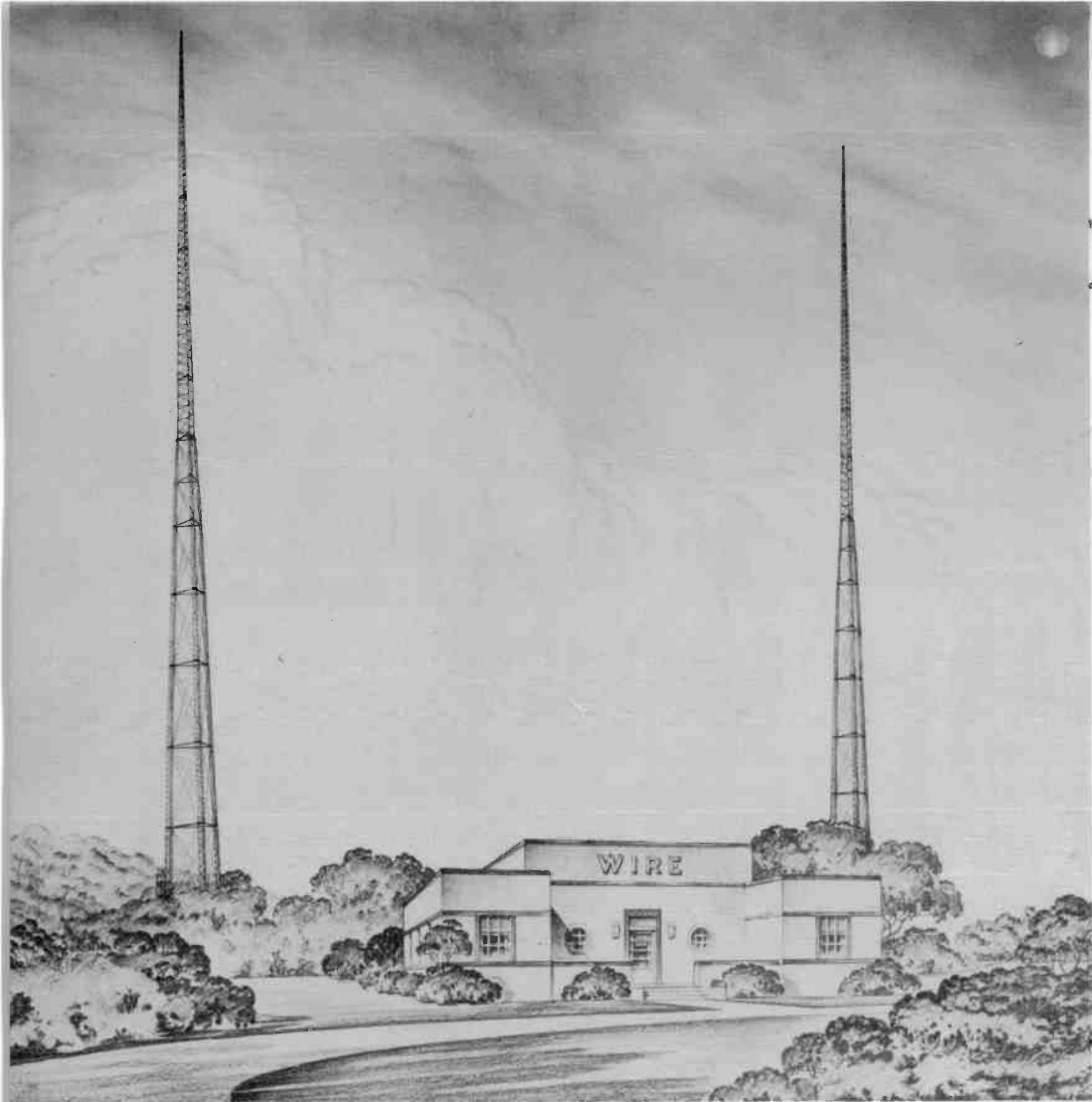
EASTER SUNRISE SERVICES on the north side of the war monument in the Circle, is an annual Easter Sunday array of religious choral music broadcast by WIRE.



OLD FASHIONED HYMNS enter the WIRE Saturday morning schedule. A review and revival of favorite sacred songs is conducted each week at that time by **Capt. Walter Dowell** (shown here) of the Salvation Army.

HARRY EMERSON FOSDICK'S Sunday Vespers are known from coast-to-coast. They have become a favorite Sabbath feature with WIRE-NBC listeners.





The new WIRE Transmitter Plant at 44th Street and Ralston Road, northwest Indianapolis, houses the finest and most expertly equipped 5000 watt transmitter developed. WIRE

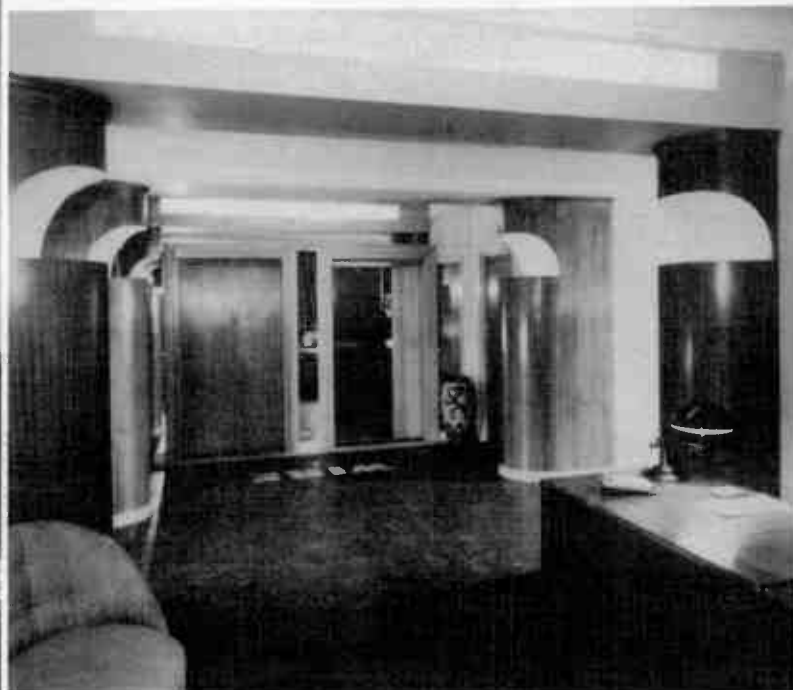
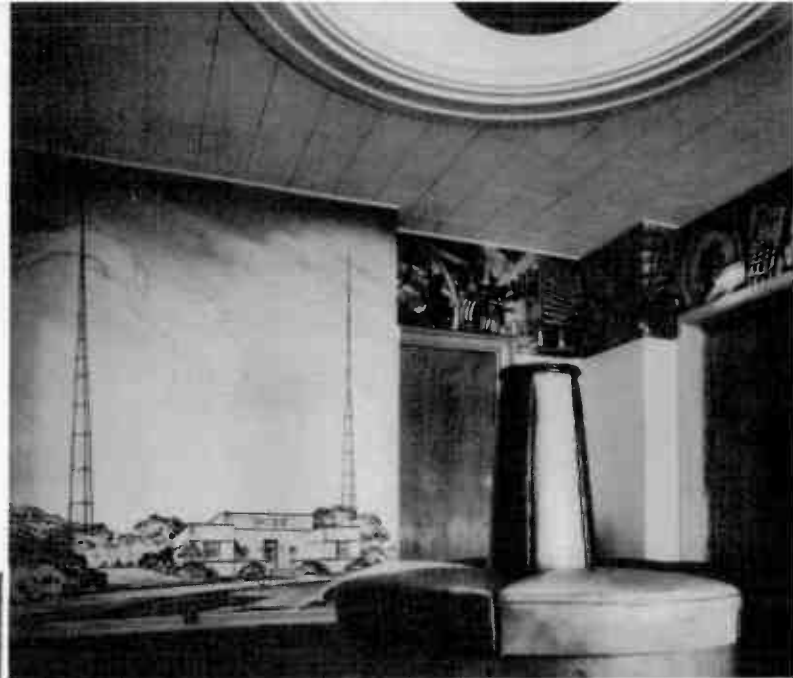
maintains a complete auxiliary transmitter, also, ready in case of emergency.

This is WIRE, Indianapolis

On these pages are shown a few scenes of WIRE's new studios and transmitter plant, further evidence of the progress of radio broadcasting in Indiana. The studios and offices are located, fittingly enough, inside "the doorway to Hoosier hospitality" . . . the Claypool Hotel.

Observation Foyer, with double plate-glass windows into each of WIRE's four studios and master control room, is furnished with a multi-colored leather settee and a montage of technical views about the walls.

The Piano Studio — Steinway concert grand piano, adjustable boom microphone and cabinet speaker in a setting of diffused light and perfect acoustics.

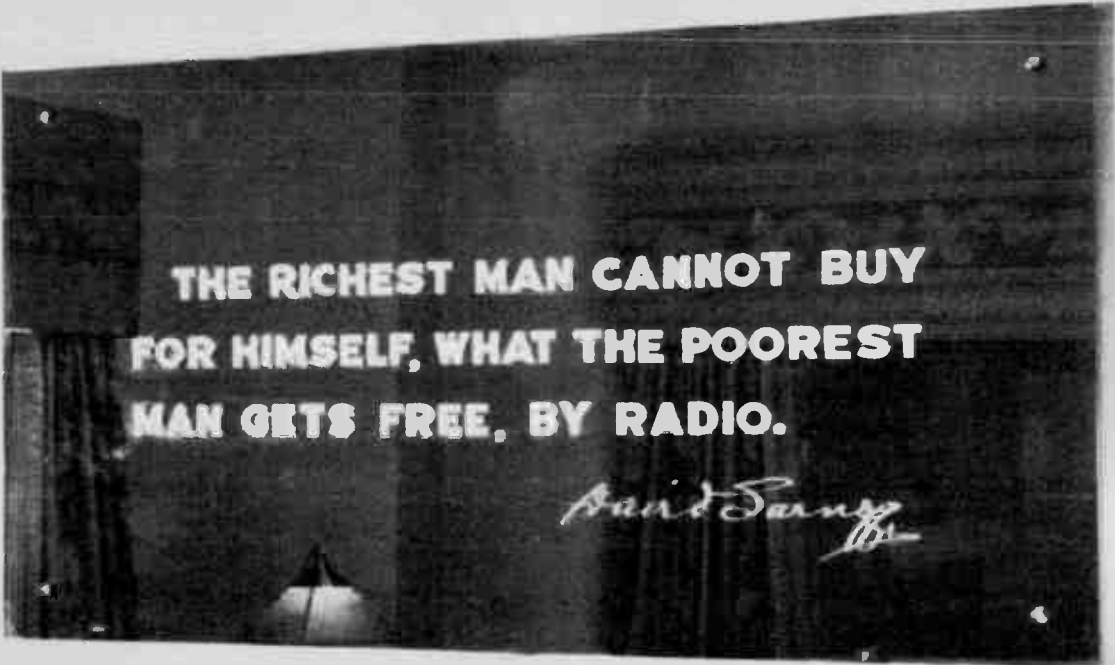


The entrance and reception room of WIRE's studios and offices. Claypool Hotel elevators bring visitors to this modern site on the ninth floor.

The Organ Studio, seating 125 persons, has two studio grand pianos, custom-built Hammond electric organ, Novachord (not shown) and electrically operated Deagen Chimes (at right).



This is WIRE,
Indianapolis



**THE RICHEST MAN CANNOT BUY
FOR HIMSELF, WHAT THE POOREST
MAN GETS FREE, BY RADIO.**

Paul Harvey

PHOTOGRAPHY BY BOB TWENTE, INDIANAPOLIS.
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World Radio History

