

R A D I O S T A T I O N

**WTOL**

**PERSONALITIES**



**TOLEDO 1939 OHIO**



TOLEDO'S FRIENDLY STATION

WTO L

Toledo, Ohio

# *Personalities*

Compiled and Published by  
NATIONAL RADIO PERSONALITIES  
Peoria, Illinois  
Litho in U. S.  
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# Message

This is Station WTOL speaking . . . speaking to you through a souvenir booklet, picturing our station and its personnel.

You've now heard WTOL broadcasts for more than a year. Here are the people who provide you with them and the place whence they come.

WTOL greets its listeners at the end of its first successful year and pledges them a continuance of better radio.

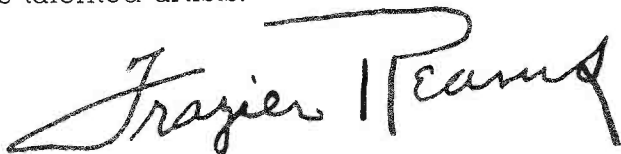
WTOL is a home station . . . Toledo-owned, Toledo-operated. We have striven to provide an intimate, neighborly voice; we have operated and shall continue to operate under an intimate, personal policy designed to meet the requirements of more than a half-million people whom we feel we know well.

WTOL has provided and is providing a try-out stage for Toledo talent . . . a long-deferred opportunity of our own people — Toledoans and those in our territory — to express themselves.

WTOL provides variety of entertainment, educational programs, good music, clean, moral, up-to-the-minute. We permit neither sensationalism nor heated controversy, neither misrepresentation in news and advertising nor objectional allusion in any program.

WTOL is a friendly, recognizable voice in tens of thousands of homes in the Toledo area — a vast area of more than half a million people. Our devoted listeners include the seven ages of man and woman . . . the children, the youth, the middle-aged and the old.

To them this souvenir is dedicated, and with it we rededicate our station and its personnel to their continued service. WTOL offers you entertainment, information, amusement, the unbiased news of the world, the best of shopping services, a clean, fresh, accurate view of the things about which you wish to keep informed — the songs, the plays, the news, the stores, the voices of your neighbors and your friends, as well as those of the world's talented artists.



Studios in the Penthouse of the Bell Building  
Toledo, Ohio Telephone Adams 3291



**FRAZIER REAMS**  
President and General Counsel

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**THE COMMUNITY BROADCASTING  
COMPANY**

Frazier Reams, president and general counsel.

Morton Neipp, vice president and associate  
counsel.

Thomas S. Bretherton, secretary and associate  
counsel.

Sterling B. Beeson, station manager.

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**NOW OPERATING FULL TIME**

# WTOL

## STATION MANAGER

A background of varied musical training, radio sales promotion and stock has made Sterling B. Beeson unusually well-equipped for his post as active head of WTOL's destinies. That's exclusive of his microphone experience prior to his promotion to the managership. And it's also exclusive of the radio technique he may have absorbed from his sister and brother-in-law, Elaine and Lester Mitchell of WBBM and CBS, Chicago.

He was born in Toledo, attended Toledo grade and high school, Miami Military Institute, Georgia Military Academy and Columbia University. His favorite study — later so valuable in radio, was English composition. However, he specialized in advertising and upon leaving school, worked for three years for a national advertising agency as account executive, copy lay-out and production.

Despite his training in voice, piano, violin and cornet, he chose to remain in the sales field, accepting his first job in merchandising and sales promotion at WXYZ, Detroit, Michigan. This experience plus a natural ability for showmanship made him unusually well-equipped for radio's program side and he joined the WTOL staff on March 15, 1938. His favorite sports and pastimes are fishing, hunting and golf . . . exclusive of eating and sleeping. Congenial, friendly and pleasant.



**STERLING B. BEESON**

**A Square Halo . . .** An inverted light gives the strange effect to this candid camera shot of Manager Beeson in a microphone assignment.

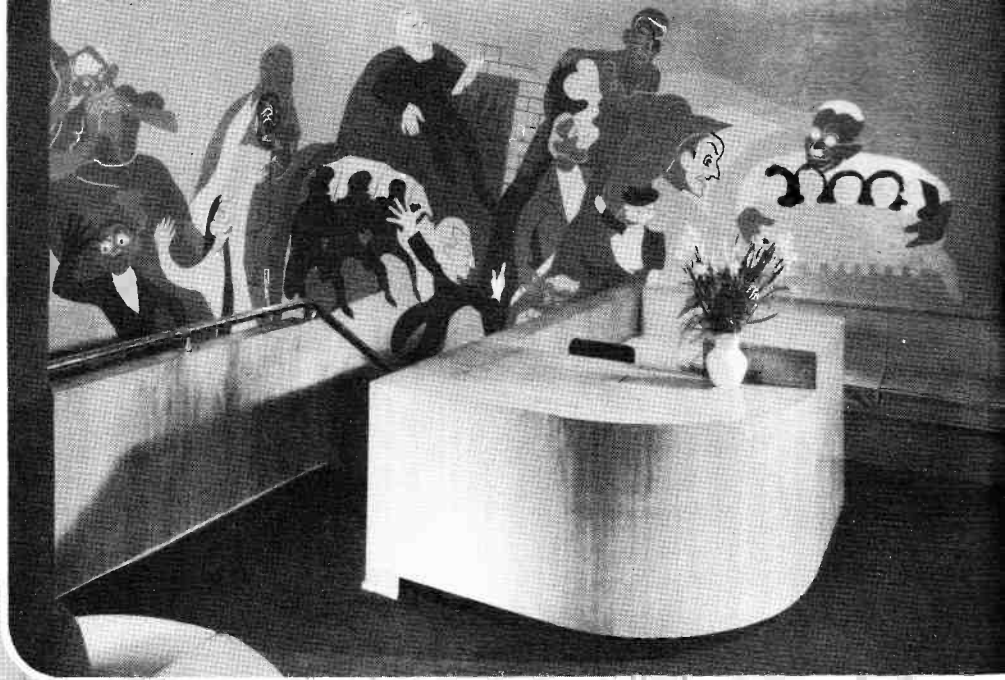


**Didn't Get Away . . .** These three piscatorial beauties are Rainbow trout snagged out of Sturgeon river, Wolverine, Michigan by Fisherman Beeson.



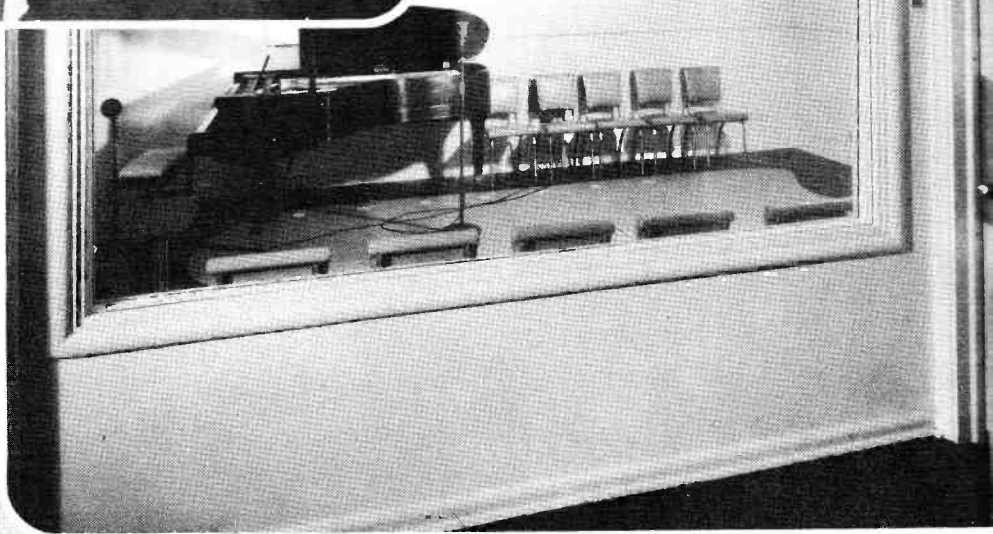
# Studios

Right—  
**RECEPTION LOBBY . . .** This striking, modernistic assemblage is WTOL's reception lobby. The huge murals on the curved rear wall, depict the story of radio in famous personalities.



Left—  
**SIMPLICITY . . .** An unusual camera angle extracts the fullest beauty of the reception desk and entrance to the general offices. Walls and woodwork are finished in white to match the maple furnishings.

**OBSERVATION VIEW . . .** This is how the WTOL main broadcast studio appears to visitors. The entire station suite is air-conditioned.

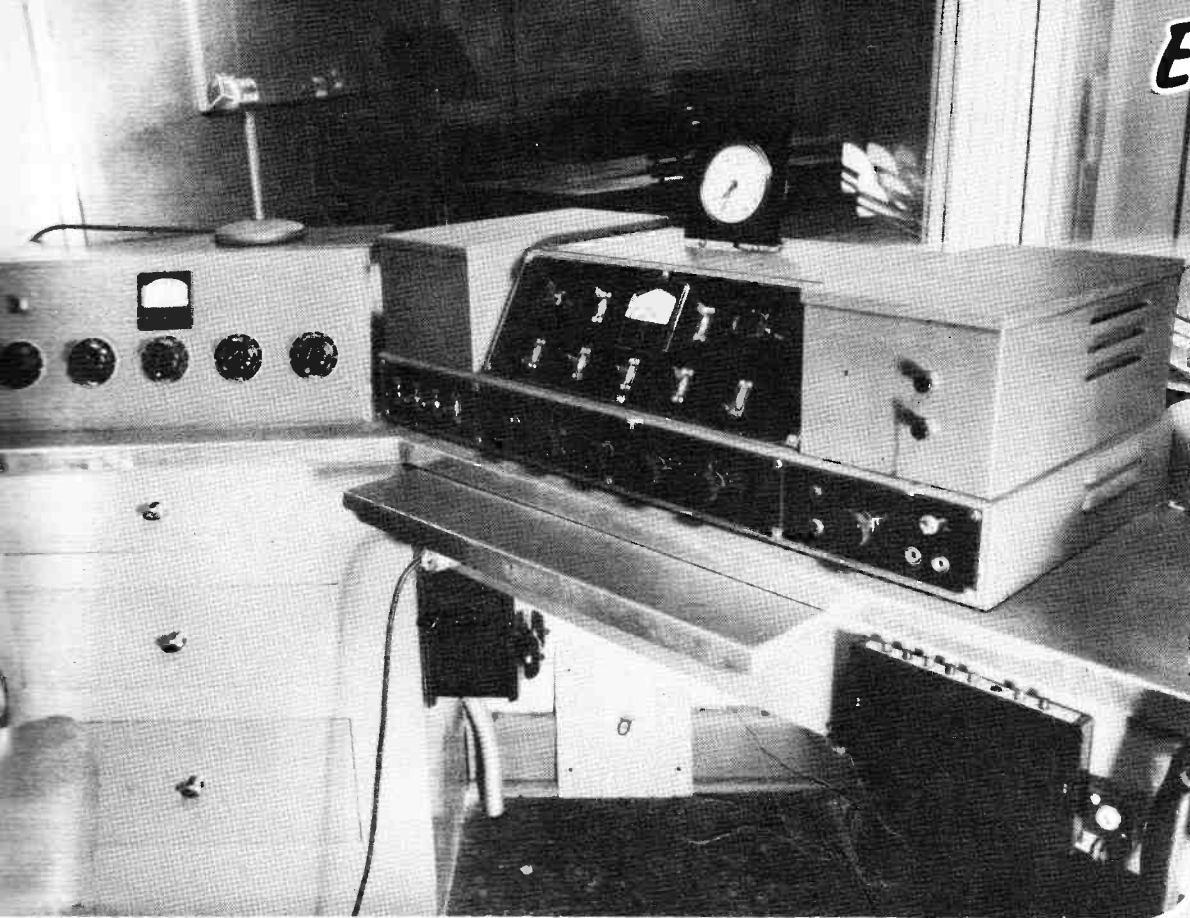


**MAIN STUDIO . . .** The modernistic theme is carried on in WTOL's broadcast studios, along with a pleasing color scheme of blue, grey and white. This view from the main studio, shows the announcer's booth, engineer control and auxiliary studio through the observation windows.

TOLEDO'S FRIENDLY STATION

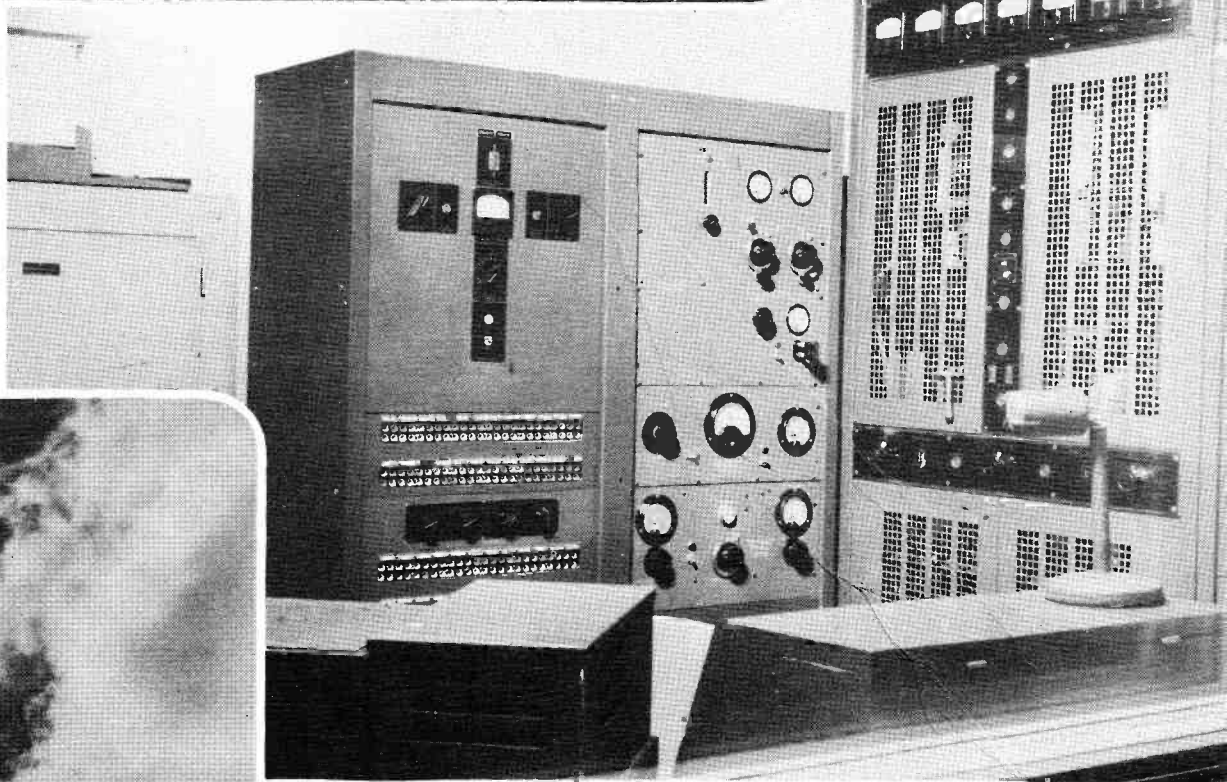
WTOL

# Engineering

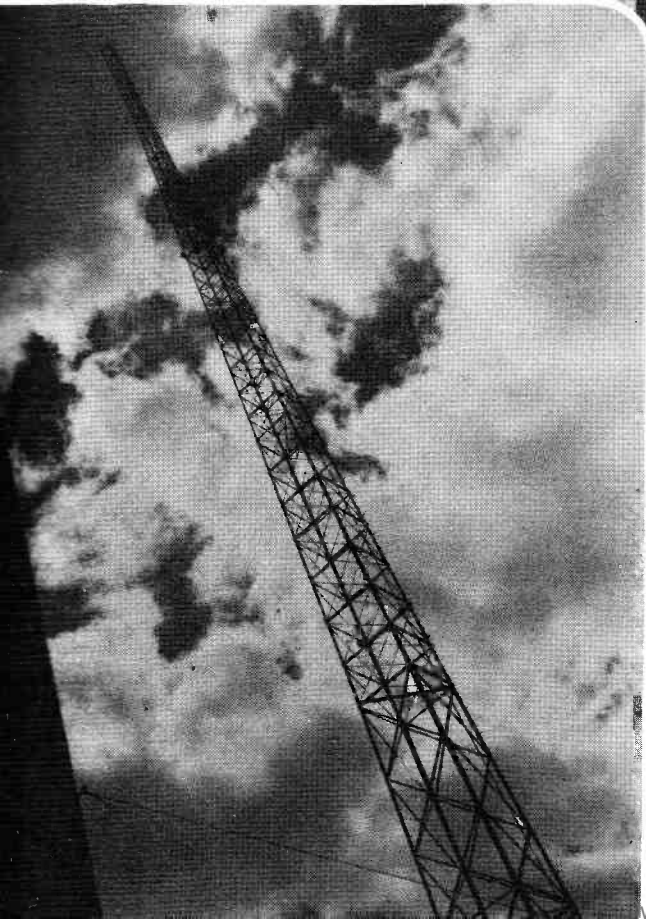


Left —  
**CONTROLS . . .** Throughout the broadcast day, a WTOL engineer maintains ceaseless vigil at these controls to see that radio programs are delivered to the listeners with the utmost degree of natural tone.

Left —  
**TRANSMITTER . . .** These large units comprise the technical apparatus identified generally as the WTOL transmitter. The equipment is the latest-type developments of the Western Electric company.



Left —  
**TOWER . . .** From atop the Bell building penthouse at Madison and Erie streets in Toledo, this giant transmitter tower pushes 204 feet into the sky and sends forth the radio signals into the airways.



TOLEDO'S FRIENDLY STATION

# WTOL

# Personnel



## **BOB INGHAM . . . . .** SPORTS COMMENTATOR.

Sports writer on Cleveland, Akron newspapers before recognizing own possibilities in radio . . . had won seven public speaking contests. Won radio job WJW, Akron on first audition — worked there and WADC, Akron before joining WTOL staff, February, 1938. Other jobs included, grocery clerk, machinist and truck driver. Born Lowell, Mass., July 29, 1913, attended Cuyahoga Falls high school, Akron university. Married, has daughter Elaine Marie, one year old. Best known in radio for sports descriptions and special events. Participates actively in all sports; won golf marathon, 235 holes in one day, 1930. Tried one pro fight and lost — got 5 per cent of gate — \$1.07. Keeps scrapbooks of sports pictures. Has ambition to reach top in sports broadcasting.



**JOHN MURPHY . . .** ANNOUNCER. Thinks he "drifted", or maybe "fell" into radio after original plans to become journalist. Trained in high school and college for journalism and dramatics . . . later studied voice, three years. First radio job at WSMK, Dayton before taking WTOL post, July 25, 1938. Specializes in news broadcasts. Native of Kokomo, Indiana, August 20, 1915. Married, February 4, 1939. Keeps so busy he forgets to watch clock — an essential habit in radio. Confesses he may lose his temper on slight provocation but can quickly regain it. Enjoys sleeping . . . watching football games and bowling. For food, he'll take porkchops. Favorite radio and movie stars are Spencer Tracy, Carole Lombard. Has deep resonant voice . . . wears mustache . . . nicknamed "Murph".



**HARRY BURGE . . .** ANNOUNCER. Trained for ministry at University of Georgia theology school. Career thus far has included merchant marine sailor, salesman, laborer, writer, pitchman, hobo, farm hand and factory worker. Spent 2 years in stock, then to radio dramatic staff WWJ, Detroit, 3 years and to radio announcing. Chief announcer WJR, Detroit 4 years; WLW, 1 year. To WTOL, March 14, 1939. Born in Goldfield, Nevada, July 22, 1909. First job in Uvalde, Texas at 9 years of age. Sleeps in sweatshirt in winter; has mustache, can wiggle his ears or lift one eye-brow at a time. Likes hunting and fishing. Married. Wife is pianist, vocalist, arranger. Has appeared in commercial movies, would refuse Hollywood offer. Thinks radio is here to "stay".

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**RALPH L. SISSON . . . SALES REPRESENTATIVE.** Newspaper writer, advertising specialist before entering radio. With WTOL, since December 1, 1937. Best known to air audiences for local news broadcasts. Steady, consistent, likes to meet people.



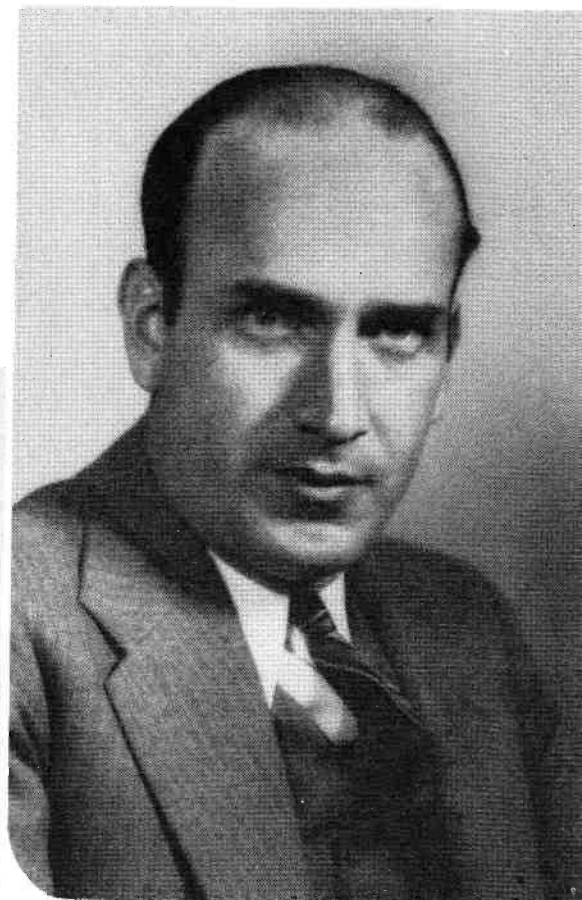
**WILLARD E. LOWRY . . . SALES REPRESENTATIVE.** Obtained A.B. degree University of Michigan, 1930. Succumbed to radio "bug" after several years as insurance office executive.



**S. MOORE . . . SALES REPRESENTATIVE.** Twelve years in newspaper work before shift to radio. Native of Toledo. Reads mystery stories. Has one son, Russell, 10 years old.

Below —

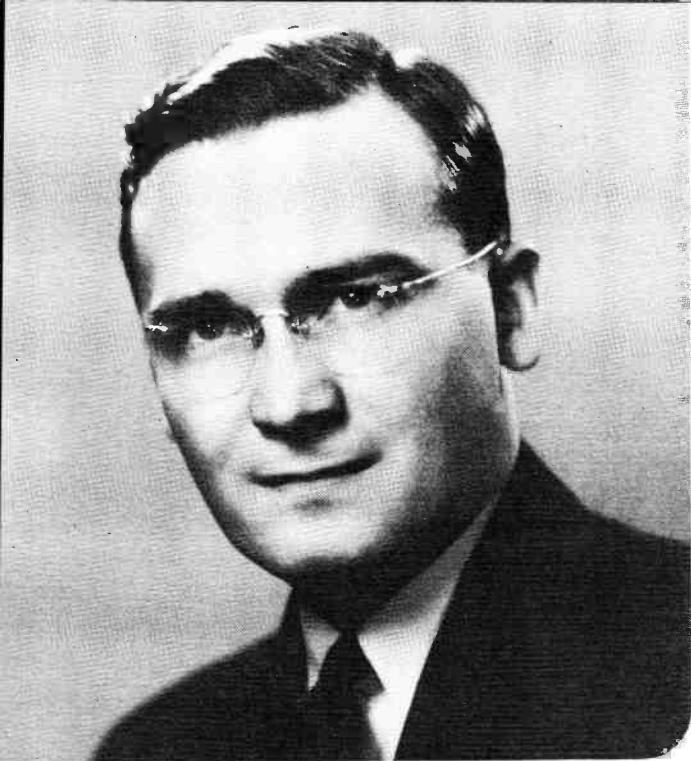
**ARTHUR H. CROGHAN . . . SALES REPRESENTATIVE.** Born in St. Louis, Mo. Father of two sons. Possesses seemingly unlimited energy. Bowls to relax. Hobby is traveling.



**WILLIAM H. THEEK . . . SALES REPRESENTATIVE.** Always interested in radio as profession. In radio sales since 1931. Born in Elmira, Ohio. Hangs coat on chairs. Likes dumplings.



# Personnel



**FRANK B. RIDGEWAY . . . CHIEF ENGINEER.** Born in Hot Springs, Ark., "under" antenna of KTHS. Curiosity lead to interest in radio, studied National Radio Institute, got first job operating sound truck for radio station in home town. Became assistant manager of KTHS before joining WTOL staff, February 7, 1938. Hopes to be executive in regional radio station. Once played saxophone in boys band and Sunday School orchestra. Hobbies in model railroading and golf. Thinks he has no tact, actually an interesting talker. Nickname is "Butch".



**GEORGE WALTER ENK . . . ENGINEER.** Trained as electrical and radio engineer; attended Toledo University. Previous radio experience, Radio Marine Corp., and Ohio State Highway Patrol. Born January 1, 1910, Indianapolis, Ind. Resident Toledo 28 years. Once gave a piano recital. Has sailed over 30,000 miles as radio officer on passenger ships. Pursues amateur radio as hobby, golf and swimming as sports.



**STAN NEUBRECHT . . . ENGINEER.** A wordy fellow with a sense of humor. Joined WTOL staff in January, 1939. Calls himself a "misogamist" (marriage hater); and as an interesting characteristic, he says he possesses "myoxocephalus octodecimspinosus". Favorite food is "scombroidae" (mackerel) and there isn't room for any more.

TOLEDO'S FRIENDLY STATION

WTOL



**DOROTHY DILLER . . . STAFF PIANIST.** Graduate Toledo Conservatory of Music. Has been playing piano 17 years . . . on radio, 2 years. Possesses excellent soprano voice. Member Mu Phi Epsilon, national musical honor sorority. Keeps a scrap book, collects poems. Dislikes teaching, raisins and radio applause.



**MARJORIE CUNNINGHAM . . . STAFF PIANIST.** Entered radio in harmony singing, string trio, WEBH, Chicago, 1926. Studied music 21 years, began playing at age of 7. Consider she has achieved combination of career and happy marriage. Has daughter, Jean Carolyn, 8½ years. Prefers classical music; eats candy in movies.



**NORMA HAYES RICHARDS . . . AUTHOR-ACTRESS.** Radio offers additional outlet for interest in Toledo Repertoire Little Theatre. Has played lead roles most of their plays. Began radio career in dramatics staff 1935. Best known WTOL for monologues and characterizations. Writes on continuity. Majored in voice at University of Michigan.



**BETTY EILEEN CARR . . . PERSONALITY SINGER.** Began radio singing career on children's program at age of 10, has been on air ever since. Born in Napoleon, Ohio, July 3, 1922. Sang at Chicago World's Fair, on Al Pearce radio show, WGN, Chicago, and stage in Chicago, Detroit, Toledo. Took MGM screen test. Tap dances, too. Has candid camera, collects autographs.



**CLIFFORD STEELE . . . VOCALIST.** Has studied voice about 5 years. Has ambition to be commercial artist . . . attending commercial art school at present. Born in Sapulpa, Oklahoma, April 5, 1920. Middle name is Elmer. Mother persuaded him to take first radio audition. Was accepted.



**CLIFTON GILBERT . . . VOCALIST.** Substituted for vocalist in Chicago concert, heard by radio station manager WWAE, Chicago, 1929. Job followed next day. Born in England. Played tuba, baritone horn in brass band. Has won 46 medals, 2 cups, 34 certificates since singing in public at age of 3.



**CHARLES A. TURLEY . . . VOCALIST.** Studied classical music and dramatic arts. Voice is lyric tenor. Best known in radio for "Songs Your Mother Sang". Soloist at First Unitarian church. Applies special ointment to throat every night. Listens to radio singers as favorite pastime. Likes cherry pie.



**LEON WARRICK . . . VOCALIST.** Regularly employed as fire-fighter. Attended Wilberforce college, Scott High school, Gunckel school. Once hoped to be famed swimmer. Now wants to earn \$1,000 a week. Member St. Benedict Choral Society. Nickname is "Deep Voice". Appeared in movie "Emperor Jones". Likes ice cream.



Below —  
**HAPPENS IN EVERY FAMILY . . .** The hectic career of talkative, human "Bessie Winters" as portrayed by Norma Hayes Richards.

Below —  
**THE SHAMROCKS . . .** The old favorite ballads appeal to this quartet, Edward Henry, Charles Turley, Virgil Henry and Joseph Bauer.



Below —  
**POLISH RADIO HALL . . .** These 24 juvenile accordion artists highlight the Saturday feature conducted by Stanley Wyszatycki.



**FAVORITE HYMNS . . .** As the name implies, a program of religious favorites as sung by Clifton Gilbert.



Below —  
**ROSS AND DOLLY . . .** Otherwise, Mr. and Mrs. Ross Root, purveyors of old-fashioned songs in the old-fashioned manner.





Left —

**SONGS YOUR MOTHER SANG . . .** Musical memories recalled by Charles Turley and Dorothy Diller.



**SWING BUDDIES . . .** They present harmony and rhythm . . . Neal DeBoe, Joe DeBoe and Joe Holt with their mascot "Little Fellow".

Below —  
**CHILI'S CHANSON . . .** Chilnessea Dederick, singer of popular songs, tagged her program from her nick-name.



Above —

**OZARK MOUNTAIN BOYS . . .** Music of the mountains and prairies . . . and a lot of fun. Left to right, Jackie Miller, Hank Miller, Joe Complo, Frank Duval, Jay Miller and Announcer Bob Ingham. Hank constructed the bass fiddle and his own "rumstrum"



Left —

**STUDIES IN BLACK AND WHITE . . .** An instrumental blend of classics and light classics from the talented fingers of Marjorie Cunningham.



Right —

**PERSONALITY IN SONG . . .** The interpretation of a modern girl to modern songs, by Betty Carr, 17 years of blonde loveliness and charm.



**THE SINGING PIANIST . . .** You can "hear" the smile in Dorothy Diller's voice . . . it matches the melody and rhythm of her piano artistry.



**HAWAIIAN TRIO . . .** The singing strings of the guitars interpret the lilting melodies of the tropics as played by Gilbert Hopkins, James Clapsaddle and William Meyers.



Left —  
**CLASSICAL MELODIES . . .** The songs inspired by the masters, as interpreted by Clifford Steele.



**CROONER . . .** Preston Sadler, Jr., formerly presented WTOL favorite Singing Hollywood Review, now featured vocalist with Mike Riley orchestra.

Below —  
**WILLING FIVE . . .** Unusual arrangements and deep, rich harmony are the forte of this quintet Louis Ballard, Melvin Dotson, Roy Cooper, Alvin Dotson and Roger Gipson.



Below —  
**SOUTHERN ECHOES . . .** The songs of the Southland and the favorites of Negro spirituals with the bass-baritone voice of Leon Warrick.



# WTOL

*A Familiar,  
Radio Fam*

WTOL, Toledo's friendly station, starts its second year with an established pulling power in a market of more than half a million people.

In the heart of a city which has a retail volume of \$120,000,000 with manufactured products worth \$400,000,000 each year and a prosperous buying population of 342,526 people, WTOL has a primary market which extends much further than the corporation line.

From above Ann Arbor on the north to beyond Findlay on the south, from Sandusky on the East to within 50 miles of the Indiana line on the west, WTOL's market includes more than 100 cities and towns . . . a middle-class rural buying population equal to any in the nation.

WTOL, within a single year, has captured this market by a consistent radio performance — good music, polite entertainment, a genuine public interest, unbiased local news and the full leased wire of the United Press.

Through all its hours on the air, WTOL has transmitted to its programs a local, intimate knowledge and interest. Its ownership and staff are local—WTOL is a home station, a familiar, friendly voice—compelling, authoritative.

## THE WTOL MARKET

### OHIO

County	Homes	Radio Families	Population
Fulton	6,610	5,950	23,477
Lucas	93,310	85,940	347,709
Henry	6,160	5,530	22,524
Wood	13,820	12,660	50,320
Hancock	3,940	3,586	14,801
Seneca	12,810	11,700	42,941
Sandusky	11,250	10,290	39,731
Ottawa	6,720	6,160	24,109
Erie	4,740	3,988	11,863

### MICHIGAN

Wastenaw	9,300	8,565	32,765
Lenawee	14,160	12,720	44,849
Monroe	13,220	11,970	52,485
<b>Total</b>	<b>196,040</b>	<b>179,059</b>	<b>707,574</b>

## FIFTY MILLION FRENCHMEN

The story of scores of stores, scores of merchandising campaigns, consistent promotions and intensive selling drives constitutes the success story of WTOL. We can sell your product as we have sold other products. We offer — on application — result stories of a year's effective performance.

## A SURVEY OF MAIL RESPONSE

The following is a sample Breakdown of typical mail received for a sample three month's period of WTOL's activity.

OHIO COUNTIES			
County	No. Pieces Mail	Radio Homes	Coverage
Lucas	9636	78,200	100.0%
Wood	575	7,100	64.8%
Ottawa	181	4,100	35.4%
Fulton	133	4,800	22.2%
Sandusky	79	8,200	7.7%
Henry	24	4,300	4.4%
MICHIGAN COUNTIES			
Monroe	445	8,100	44.0%
Lenawee	43	10,200	3.4%

### MAIL WAS RECEIVED, IN ADDITION, FROM THESE OHIO COUNTIES

Seneca	Erie	Hardin	Marion
Hancock	Putnam	Huron	Marrow
Williams	Allen	Crawford	Scioto
Cuyahoga	Defiance	Lorian	

### AND FROM THESE MICHIGAN COUNTIES

Wayne	Delta
Washtenaw	Branch
Saginaw	Livingston
Oakland	Ottawa

TOTAL MAIL FROM OHIO COUNTIES.....	10,723
TOTAL MAIL FROM MICHIGAN COUNTIES.....	533
TOTAL MAIL FROM OTHER STATES.....	11

TOTAL MAIL FOR THREE MONTHS..... 11,267

**Toledo's Friendly Station**

**WTOL**

**STERLING B. BEESON**  
Manager

Toledo, Ohio      Bell Building      Telephone Adams 3291

# Compelling Voice To 179,000 In An Area Where Live 700,000

WTOL's market is one of the nation's richest. It covers intensively 13 counties in Ohio and Michigan, including Greater Toledo and 100 cities and towns. Agriculture, diversified industry and distribution means a resistance to the nation's periodic business lows.



The figures on this and the opposite page are taken from the records of WTOL and the findings of the Joint Committee on Radio Research — accepted yardstick of the industry. This committee is composed of representatives of the N. B. A., the A. A. A. and the A. N. A. and included the best advertising and market research minds in America.



# Programs

**OF HUMAN LIVES . . .** Graphically depicting the work of the Toledo Community Chest. (a) The Blind Weaver (Left) whose courageous story was heard in the series. (b) Another branch of welfare service, (Below) Mrs. Paul Alexander interviews Janet Taylor, Troop No. 9, Girl Scouts and Irene Russell, Catholic Community Center.



**BUILDING TOLEDO . . .** The series of WPA sponsored broadcast in which WPA officials discuss Toledo projects, such as the Willys park improvement pictured.



TOLEDO'S FRIENDLY STATION

WTOL



Left —  
**FOR WOMEN ONLY . . .** Where the "woman's angle" gets fullest consideration. A typical broadcast group, Mrs. Theodore Keane, Ruth Landwehr, Mrs. R. Lincoln Long and Mrs. Louis Bruyere, president Toledo Branch of National Women's Party.

Below —  
**MORNING ALTAR . . .** All denominations are represented in WTOL's daily radio worship service. Photo shows a typical broadcast group, Rev. A. M. Rickel, Perrysburg Evangelical church, and Harold Twinig, Evelyn Ulrich, Mrs. Mae Wayner, and Mrs. William Wellsted.

Below —  
**GARDEN GOSSIP . . .** Mrs. E. D. Longwell, (left) in one of her regular broadcasts on garden subjects, interviewing Mrs. C. I. Lau of the Fulton Community Garden Club, Swanton, Ohio.



Right —  
**LENTEN SERVICES . . .** Rev. Benedict Williams, rector of Trinity Episcopal church whose special Lenten sermons were heard from WTOL.



TOLEDO'S FRIENDLY STATION

**WTOL**



Above —  
**SAFETY TALK . . .** Another safety contribution, arrangements with the Toledo Police Department for a daily discussion on traffic safety by Sergeant George Kerwin, undoubtedly a factor in Toledo's low accident rating.

Above —  
**JUNIOR SAFETY COUNCIL . . .** WTOL's outstanding contribution to the promotion of safety among Toledo's youth. The Police safety bureau chooses a different youngster as guest each day. Photo shows Officer DeManson with Anna Rotondo, St. Patrick school.



Below —  
**FEDERATION WOMEN'S CLUBS . . .** The activities of this leading Toledo women's organization are aired in weekly broadcast, such as that pictured, with Mrs. Walter Hartung and Mrs. F. J. Volk at the microphone.

Below —  
**YOUR LIBRARY . . .** Listeners in the WTOL area can keep abreast of the latest and most interesting facilities at the Toledo Public Library through the regular weekly library broadcasts. Photo shows Joseph Shipman, head of the technology department.

Above —  
**WTOL PLAYHOUSE . . .** Photo shows cast in rehearsal for one of weekly dramatic productions. Left to right, Harry Burge, production; Dorothy Diller, Vaughn Murphy, Charles Halteman, Ruth Landwehr, Jean Wright.



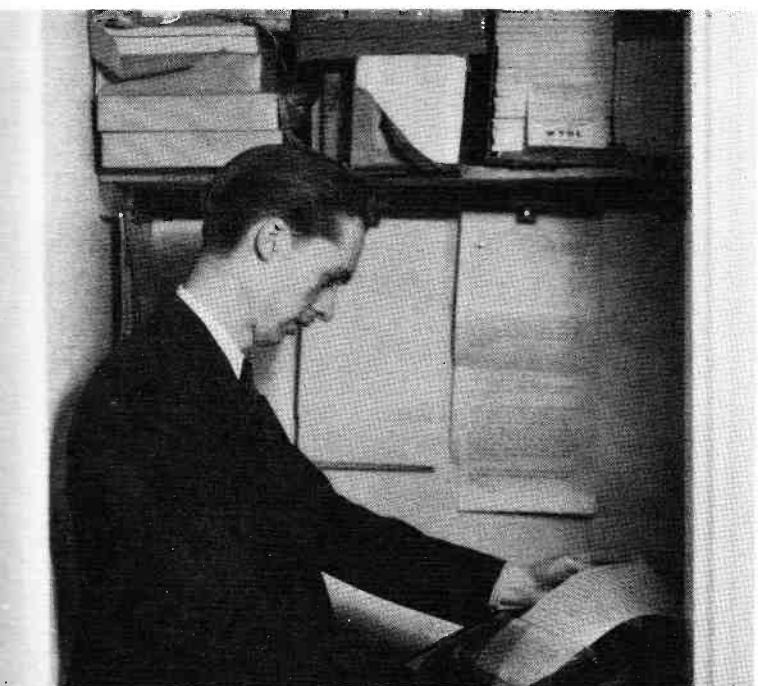
# Men at Work



**Headline Hunter** Ralph Sisson gathers some first-hand news from Policemen Ledergerber and Clark.



**Announcer** Harry Burge at announcers panel.



**Newsreader** John Murphy examines latest bulletins on WTOL's special United Press news printer.



**Public Relations Director** Lev Flourney, former newspaper man, studies a publicity release.

Below —  
**Highlights from the world of sport** occupy the attention here of Mikeman Bob Ingham.



Below —  
**When Charles Halteman** presents "Cities of the World" program, he keeps a world globe at his mike-side.



# Special Events



Street interviews . . . (Above) A close-up of a typical group with Bob Ingham at the mike and Sterling Beeson (in white) arranging the next interviewee. (Right) Another street interview group in the 400 block St. Clair street in Toledo.



Left — Celebrities from the world of tennis, Fred Perry (left) and Elsworth Vines, world's pro champion, are interviewed by Bob Ingham.

Below — Glenn Cunningham, (left) world's champion miler and Gene Venzke, runner-up, pause in WTOL lobby for chat with Bob Ingham, center.

Below — Wrestling figures . . . left to right, Announcer Bob Ingham, H. Price, Bobby Chick, challenger, Col H. Landry, President N. W. A., Sargent Keneston, champion, and H. Ramish, Chairman Toledo Wrestling Committee.



Left —  
A stricken youth in New York required a certain type blood for an emergency transfusion. WTOL broadcast and located James R. Clegg, and then aided in arranging air transportation. Announcer John Murphy is shown with Mr. Clegg.



Right —  
The broadcast booth at University of Toledo stadium with Announcer Bob Ingham and engineer Frank Ridgeway on duty during a Toledo U. vs. Ohio Wesleyan football encounter.



Left —  
When a Major Bowes unit appeared in Toledo recently, orphans at the Miami Children's home were taken to Walbridge park to see the show as guests of Michael Kent, former WTOL manager. Mr. Kent is shown with a Home official and several children.

Below —  
A sports celebrity appears before a WTOL microphone . . . Jesse Owens, famous track star, interviewed by Bob Ingham during an exhibition appearance in Toledo.

Below —  
Colonel Clarence Chamberlin, famed flier, submits to an interview by Announcer John Murphy during a visit to Toledo.





This group (see photo No. 3) of famous table tennis champ visited WTOL studios during the recent National Tournament. Bellak, Ziesburg, Gall, Hotza, Glancz and Manager Beeson (Photo No. 2) Athletic center close-up during the matches and interview with Jimmy McClure, national singles champion (Photo No. 1) How WTOL covered the tournament, showing Announcer Harry Burge who described play-by-play, and Sterling Beeson (with headphones in balcony) who provided "between match" color. Chief Engineer Ridgeway at Controls

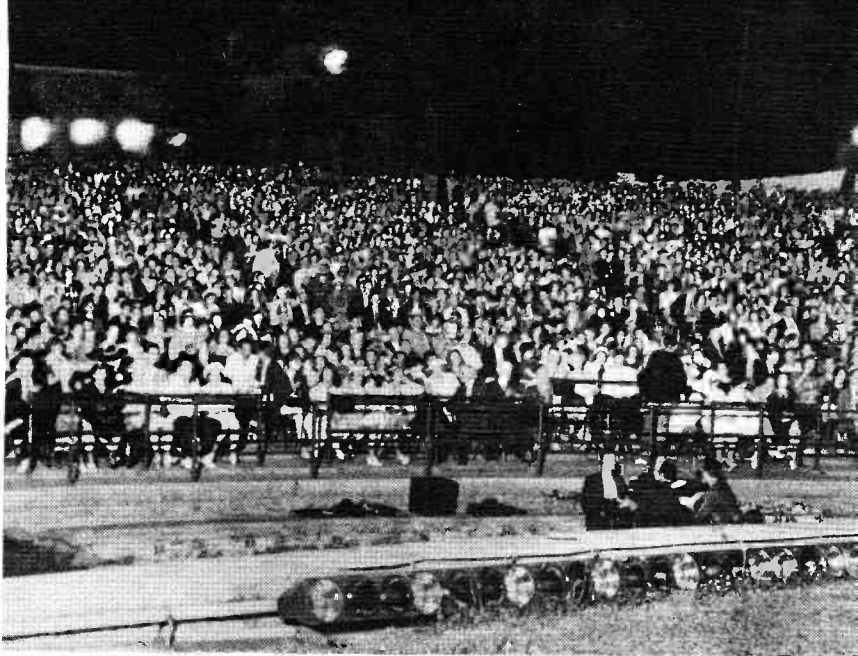


When Douglas "Wrong Way" Corrigan visited Toledo . . . his story went out to WTOL listeners. He's shown here with Morris Shawkey and Bob Ingham.





Setup of stage group during opera La Traviata at Toledo Historical Amphitheatre.



Showing a small part of the crowd at the opera performance with WTOL staff in foreground.



James Milton, famed tenor, playing lead role in opera, submits to backstage interview by Walter Windsor and Sterling Beeson.



Sterling Beeson conducting backstage interview with Mildred Ipollito, soprano of Cincinnati Summer Opera Association.



How WTOL broadcast opera. Showing Allen Saunders (in white), newspaper critic, commentary between acts, Engineer Bob Draper, Chief Frank Ridgeway and Sterling Beeson.

TOLEDO'S FRIENDLY STATION

WTOL





"Are you taking my picture"  
Salesman E. V. Moore.



"Says my hands"  
Victor Bellamy and Dorothy Diller.



"I never knew he took it"  
Engineer George Enk.



"Shall we sing"  
Charles Turley and Dorothy Diller.

"How's this for smiles"  
Orchestra Leaders Mike Riley and Jack Denny.

"Just 'standing in' "  
Secretary Mildred Gerbie



"Oh, for a stand-in"





**"Why get excited"**  
Ross and Dolly Root.



**"So this is radio"**  
Mrs. Edith O'Hara, radio chairman  
Community Chest.



**"Shall I smile, like this"**  
Pianist Dorothy Diller.



**"Say, what's the idea"**  
Newscaster John Murphy.

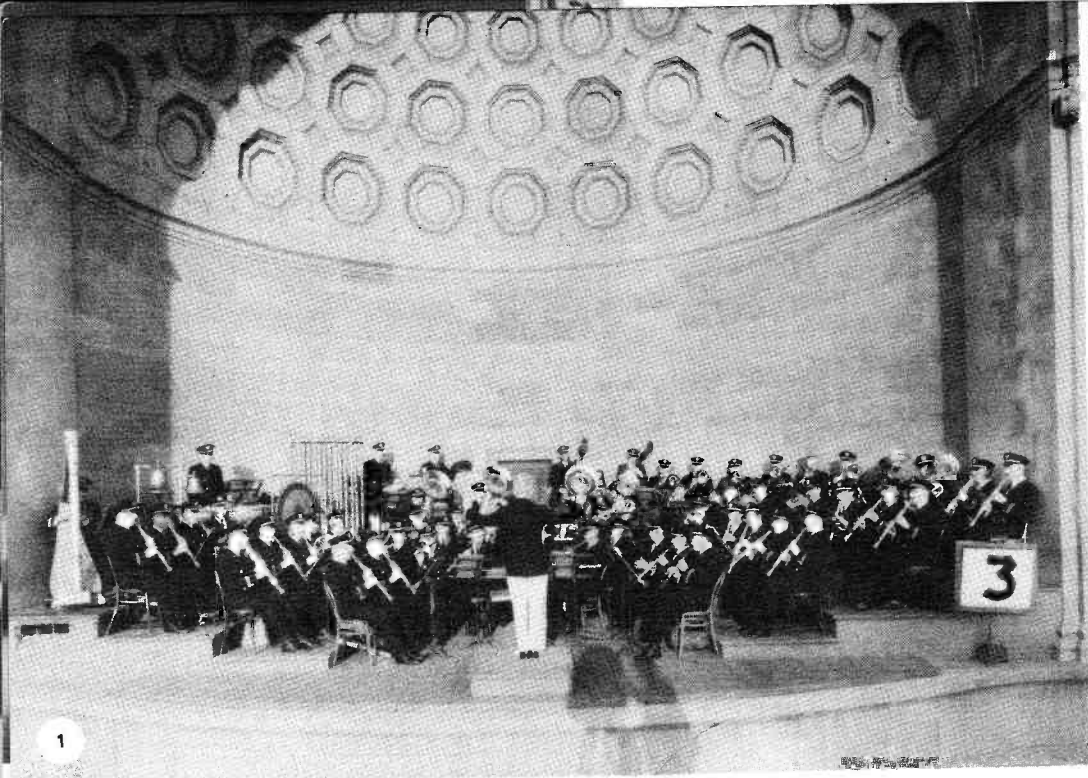
**"The way I look at work"**  
Stanley Wyszatycki.



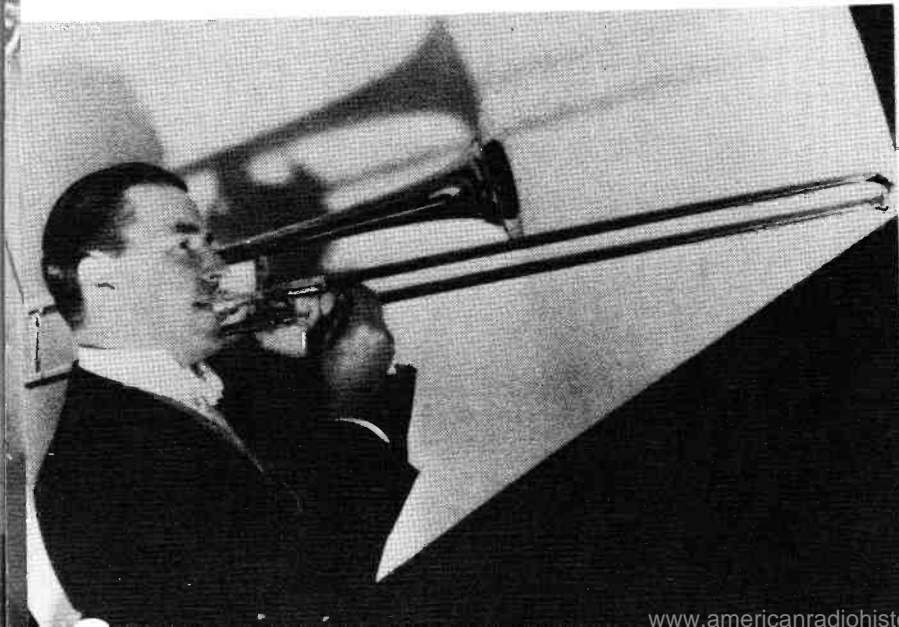
**"What's the matter here"**  
Newscaster John Murphy.



**"Not bad pictures"**  
Publicity Man Lev Flourney and Photographer  
George Blount.

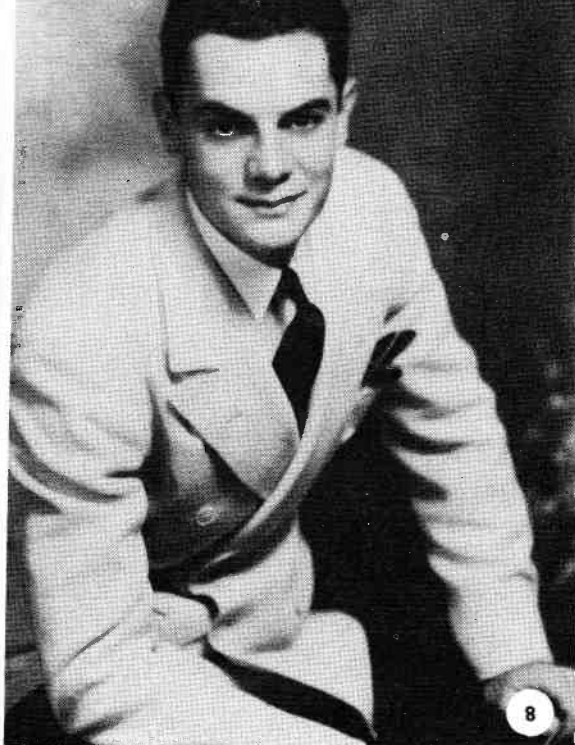


1. EDWIN FRANKO GOLDMAN'S BAND.  
PLAYBOYS. 3. HARRY BLUESTONE. 4. STAN  
ORCHESTRA. 5. JIMMY WALSH. 6. THE  
JESTERS.





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7. NA GAYLE. 8. CHUCK FOSTER. 9. KING COLE  
10. HORACE HEIDT. 11. CLYDE McCOY.  
12. LEO NELSON. 13. HARRIET HILLIARD. 14. LEW



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15. WILL OSBORNE. 16. LOU RADERMAN. 17. IRENE BEASLEY. 18. DOLORES DEL RIO AND XAVIER CUGAT. 19. CARMEN. 20. XAVIER CUGAT AND HIS ORCHESTRA. 21. DORIS RHODES. 22. DON COSSACK





23. DON COSSACK RUSSIAN MALE CHORUS.  
24. LOU GUSELLE. 25. HARRY HORLICK. 26. RAY  
SINATRA. 27. RUBY NEWMAN. 28. BERNARD LEVI-  
TON. 29. FREDDIE RICH. 30. LOUIS KATZMAN.  
31. ABE LYMAN.

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