

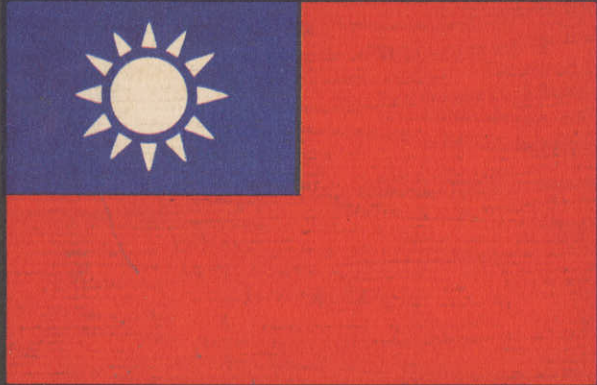
RADIO AT WAR



UNITED STATES



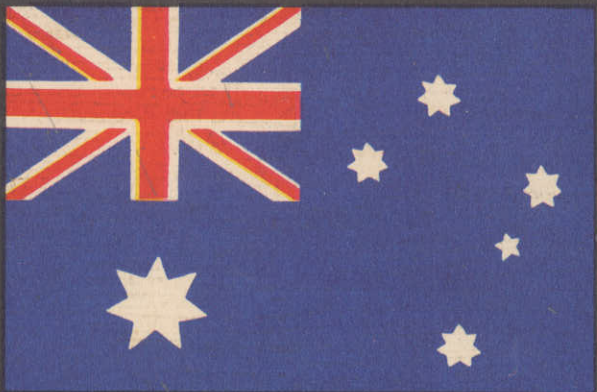
GREAT BRITAIN



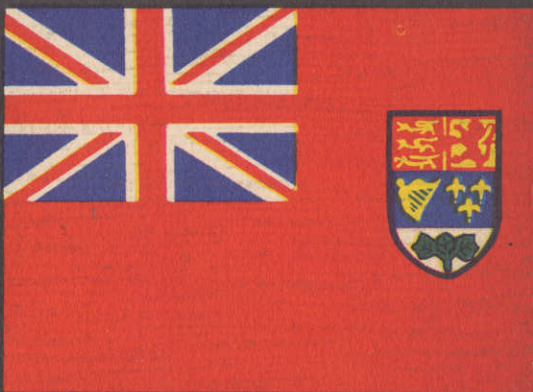
CHINA



RUSSIA



AUSTRALIA



CANADA



MINNEAPOLIS

WLOL

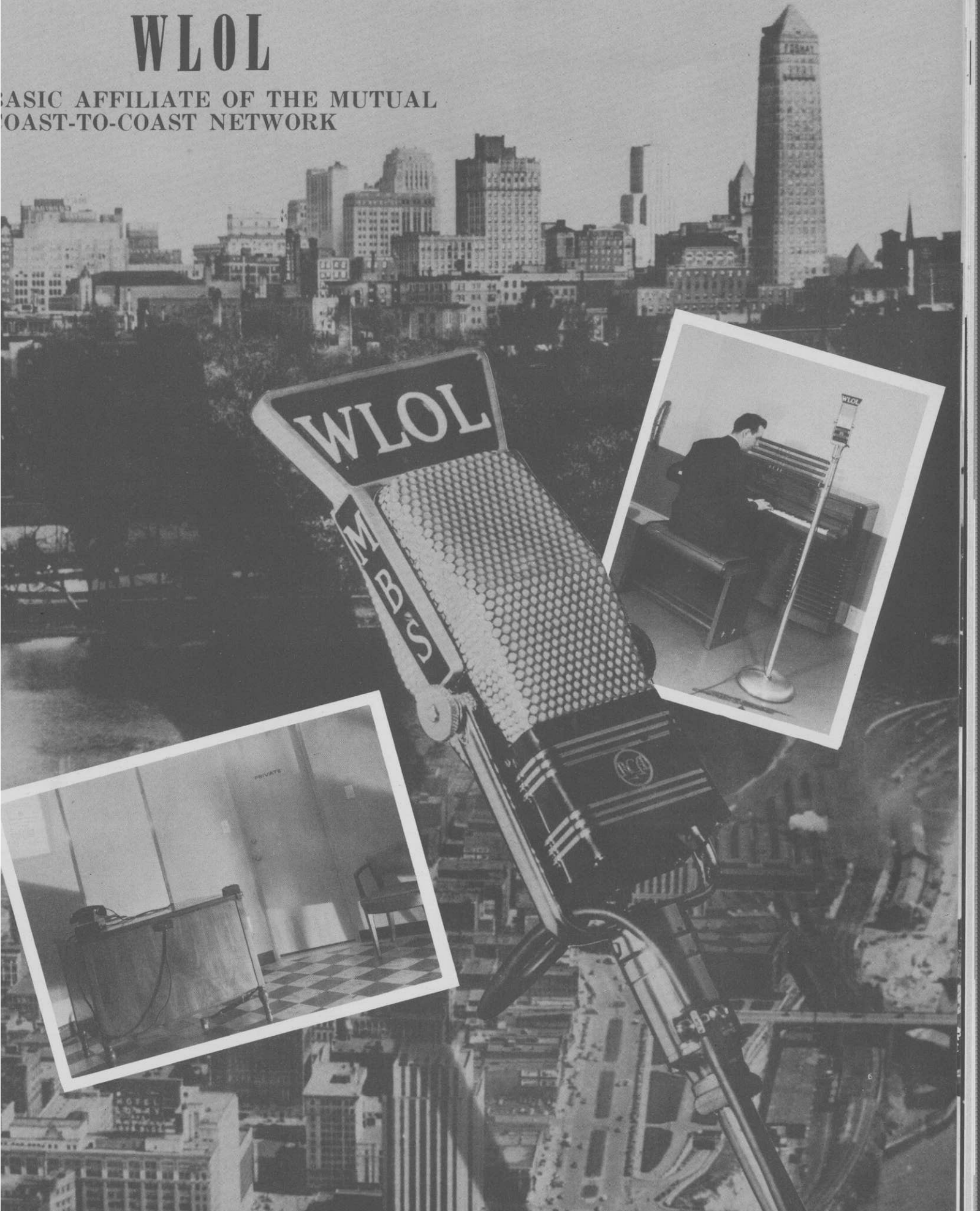
ST. PAUL



THIS IS...

WLOL

BASIC AFFILIATE OF THE MUTUAL
COAST-TO-COAST NETWORK



The Guiding Hands of WLOL

THE

WINTONS



CHARLES J. WINTON, JR.

PRESIDENT, business expert, lumber executive, trustee a well-known and respected Minnesota figure.



DAVID J. WINTON

TREASURER, trustee, lumber executive, holder of D.S.O. award other of the pair of famous Winton Brothers.



M. HALLETT

AUDITOR, credits and accounts expert, student of the Minnesota College

Low. Right

FRED F. LAWS

VETERAN radio man of the Twin Cities, Mr. Laws serves as a vital link between sponsor and pro-



Behind the Programs

Vital Assistants



JEANE GAW — CONTINUITY

IMPORTANT to smooth production are the people behind the scenes. Programs are timed and arranged to the split second. Smooth-flowing continuity to high-light the program is prepared. Visitors are greeted with cheerful helpfulness. Music to fit many moods of many programs is painstakingly selected. And the indispensable secretary works with the busy manager. These people are truly the nerve centers of the radio station.



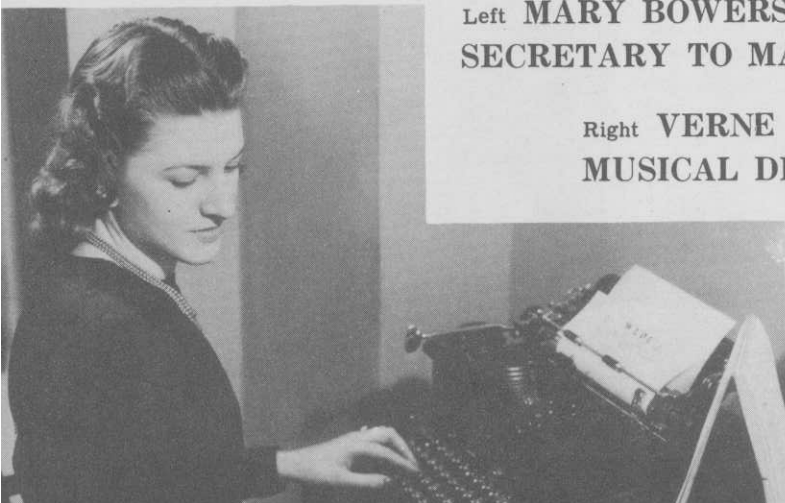
EDNA BRAUTIGAM — PRODUCTION



MARJORIE DUNN — RECEPTIONIST

Left **MARY BOWERS**
SECRETARY TO MANAGER

Right **VERNE ROONEY**
MUSICAL DIRECTOR



Behind the Mikes



**HARLES MOLENAAR
ENGINEER**

EIGHTEEN hours a day WLOL brings entertainment, news, music to Northwest listeners. The station's link to its large audience are the announcers. They must be versatile, quick, dependable. Two such men are John Henkes and Richard Fliehr. John gained experience at KVOX in Moorhead, North Dakota. Richard, "Dick" to his audience, has been with WLOL since its beginning three years ago. Both men are noted for their adaptable, pleasing voices.



Above
**JOHN HENKES
ANNOUNCER**

MIRACLE men are those who twirl the many dials of the intricate control room boards. They are the little-known engineers, most necessary men to the substance of broadcasting. Charles Molenaar, University student of Electrical Engineering, serves in the Transmitter Control Room. David Kieselhorst is shown making an accurate, defect-free transcription.



DAVID KIESELHORST — ENGINEER



Left



**OGDEN PRESTHOLDT
at the St. Pa**



HARVEY HEADEN — TH

SENDING the programs to transmitter of WLOL, at supporting vertical radiator to transmit the radio wave radial ground system of seven. Overseeing this intricate system is Ogden Prestholdt, former student of University, and holder of a Bachelor's degree in Electrical Engineering. Assisting transmitter is Harvey Headen, who is constantly testing for listeners.

Men and Equipment

ANNOUNCING is exacting and important. Tone, inflection, pitch of the voice convey different shades of meaning to the listener. Split-second timing must be second nature. Robert Bouchier and Bruce Hayward have these necessary qualifications that make them valuable members of the announcing staff of WLOL.



ROBERT BOUCHIER
ANNOUNCER

KEEPING the intricate studio controls and delicate microphones in perfect mechanical order is the exacting work of Gene Brautigam. With sixteen years of Twin City experience to his credit, no engineering problem is too difficult for "Mr. B." War-time restrictions of equipment are just one of his problems.

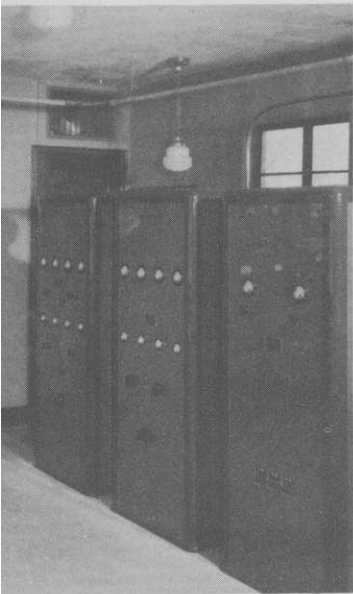
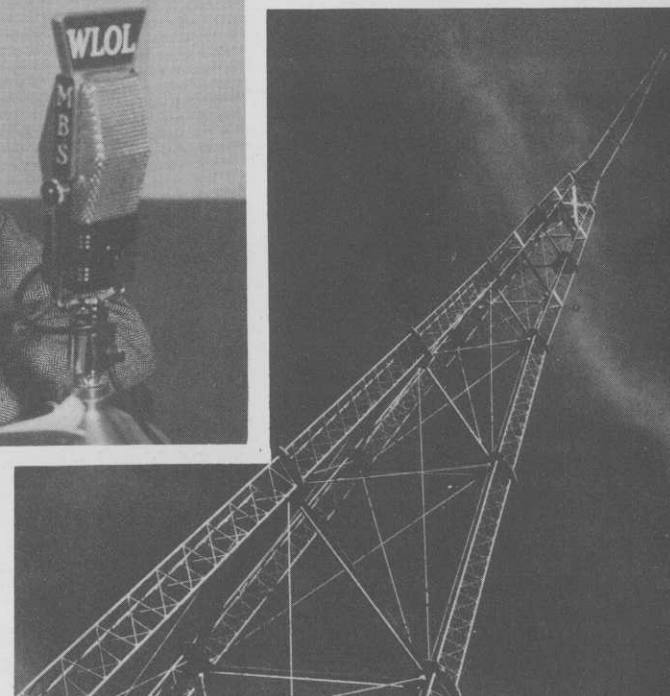


GENE BRAUTIGAM — STUDIO SUPERVISOR



Above
BRUCE HAYWARD
ANNOUNCER

Right



TECHNICAL ADVISOR
Transmitter



TRANSMITTER ENGINEER

Northwest is the 1000 watt Paul. Two Truscon self-stand 202 impressive feet. From the towers runs a green miles of copper wire. em is young, brilliant Og-tor of mathematics at the aster's Degree in Electri-th the work at the trans-ing the log of meter read-insure perfect reception

WLOL Serves THE PEOPLE



MINNEAPOLIS GOSPEL TABERNACLE



REV. EDWIN T. RANDALL

INSPIRATION to many listeners is a service that WLOL is glad to offer. Famous for homely, tangible thoughts is Edwin T. Randall's "Country Church of the Air" program.

Another favorite program is the Gospel Tabernacle service, led by Reverend F.J. Lindquist.



GABRIEL HEATTER

COMMENTATING in a stimulating, impartial manner on the news of the day is well-known Gabriel Heatter. WLOL broadcasts daily news in its varying phases to serve democracy by keeping the public well-informed. Public Events are welcomed to the air waves of WLOL. Pledges of safe work by war workers at Northwest Airlines, selected by Gertrude Kohlstede, were broadcast over WLOL as one of its many public service programs.





“PASS IN REVIEW” . . . FORT SNELLING

THE ARMY took over when Fort Snelling, in Minneapolis, originated their “Pass in Review” program through WLOL to the Mutual Network. This timely show is prepared, directed and produced entirely by the Army Camps. Serving a people at war with programs of current interest is just one of WLOL’s many contributions to the Nation’s All-Out War Effort.



KARIN

“SCANDINAVIAN Melodies” is near to the hearts of many Northwest listeners who re-live the past of their homelands with Karin. A background of musical study and seven years of radio drama and music enables versatile Karin to charm listeners every day of the week.



WOMEN appreciate the cookery, rationing and household hints that Susan Taylor compiles from her extensive home economics knowledge for “The Golden Key.” Susan has experience in the woman’s field in radio, newspaper and personal contact work.



MUTUAL STARS ON WLOL



Shep Fields



Barbara



Benny Goodman

Luddy



Raymond Clapper



Fulton Lewis



John B. Hughes



Bryan Field

Guy Lombardo

Boake Carter



Eugene Ormandy

