

LAST WORD IN PLASTICS



CENTRAL LOCATION

The unique part of the studio setup is the fact that the three studios are placed on three sides of the central control room. Pictured here is technician Earl Hewinson, Jr., at the controls in the new station.

A new innovation in this area in the field of studio structure. The design known as polycylindrical, a method of sound dispersion instead of sound absorption, usually used in radio stations. These studios are designed thusly to enable WSFL to produce high fidelity presentations for which Frequency Modulation is capable. An unusual feature of these studios is the use of an all plastic covering, the only radio station in New England and possibly the country to use this type of wall covering. A remarkable feat of construction by the owners is the renovation shown in these photographs, from an old billiard room, originally built in the late 1800s, to these outstanding modern studios. WSFL first broke the air waves the morning of May 7th and is an exclusive Springfield radio station, owned and operated on a full time service by Springfield residents. A cordial invitation is extended to the public to visit these new studios at 137½ State Street.

Photos by Ed. Schmitter



ON THE AIR

Looking toward the control room in Studio "A", the cameraman caught not only the beauty of the new style plastic covering in the large room but also a play group in action. Left to right are: Florida Hewinson, George Sands, Paul Rogers, Evelyn Galin and Bob Rogow.

Keep lovely stockings lovely longer!

with wonderful IVORY SNOW!

Wonderful, the way Ivory Snow keeps your precious stockings looking lovely longer!

See how gently it treats delicate nylons . . . how Ivory Snow care reduces runs . . . helps guard shadowy colors and sleek fit.

There's no finer soap made. So mild! 99 44 100% pure! . . . the only Ivory-mild

soap in granulated form for instant sudsing in lukewarm water—even in cool water!

Lovely stockings need the tenderest care . . . nightly Ivory Snow care! Just follow the tested directions on the box to keep them looking lovelier, wearing longer.

Wonderful Ivory Snow! No other soap like it!

The only soap that's both Ivory-mild and in granulated "snowdrop" form! Tops in safety!

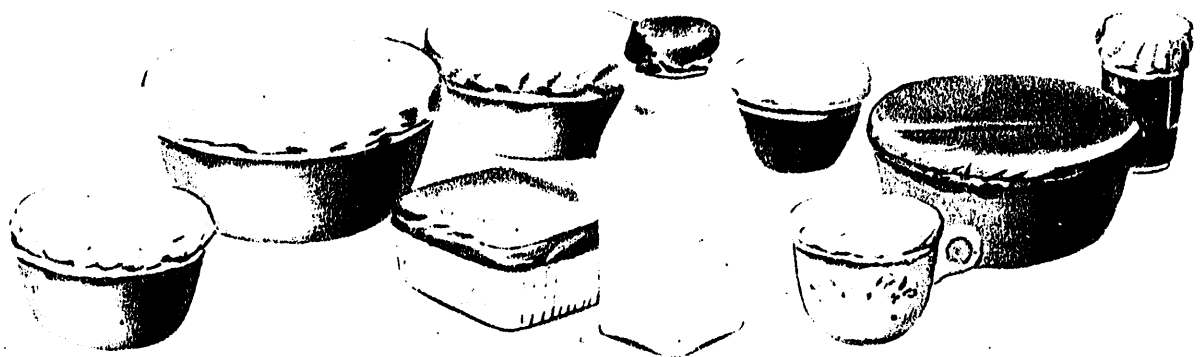


TO INTRODUCE YOU TO WONDERFUL IVORY SNOW . . .

9 AMAZING TRIPLE-STRENGTH BOWL COVERS!

for ONLY 50¢ and one Ivory Snow box top (RETAIL VALUE \$1.50)

Exciting! New! Different! Stitchless! 3 times stronger! Exclusive new construction! In new wonder Plasticoid! 4 handy sizes! 5 lovely pastel colors! Money back guarantee!



Imagine saving an entire dollar on the newest, most exciting bowl cover set you've ever seen! You get 9 beautiful covers—made to last for years!

No stitches to rip or pull out. Instead, an exclusive process seals the elastic in—protects it from unsanitary food particles—prevents water from weakening it.

Made of Plasticoid, the amazing new plastic that's waterproof, grease-

proof, will not crack or peel. No wonder tests prove these bowl covers three times stronger! If you are not fully satisfied, return your set within 10 days and Procter and Gamble will refund your 50¢ immediately.

Don't delay! Get a package of Ivory Snow today. Tear off the box top and send it with 50¢ in coin and the order blank at right. Order as many sets as you want. Enclose an Ivory Snow box top and 50¢ for each set.

MAIL THIS ORDER BLANK NOW!

IVORY SNOW, DEPT. MS
BOX 837, CINCINNATI 1, OHIO

Please send me ___ sets of triple-strength bowl covers. I enclose 50¢ in coin and 1 Ivory Snow box top for each set ordered. (Postage stamps not accepted.)

Name _____

Address _____

City _____ Zone _____ State _____

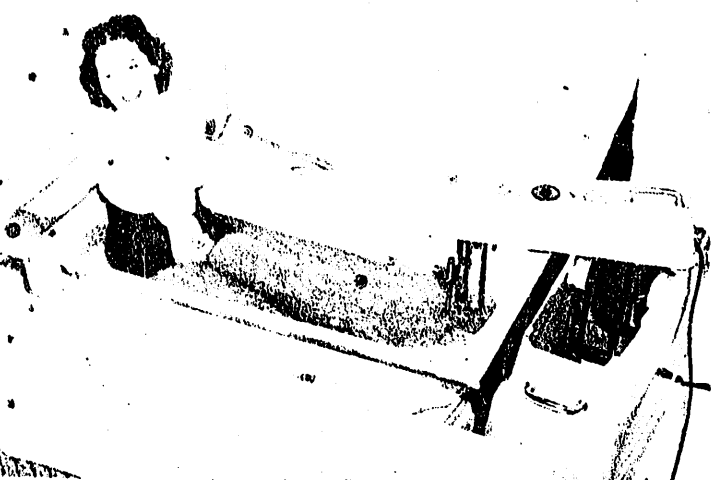
Be sure to place sufficient postage on your letter. Please allow four to six days for delivery. This offer expires July 31, 1948. Offer good in Continental United States (except Montana) and Hawaii.



IN THE GUEST SPOT

Evelyn Galin of Forest Park Ave. was snapped by the photographer as she went on the air at WSFL in one of the new ultra-modern plastic studios.

NEW INNOVATION



Among the greatest aids to the victims of infantile paralysis, bad sprains, torn ligaments and various other pitfalls of life, is this new portable whirlpool bath. Heretofore, there has been only the large permanent type as found in Shriner's Hospital, available to only a few sufferers. The major league baseball teams now have these units as standard equipment to deal with the aches and pains acquired by the players. Pictured here is Muriel Radner of Derby Dingle, Springfield, posing for the cameraman in a portable tub equipped with the new portable unit in the window of the Springfield Medical Supply Co.

Photo by Ed Schmitter