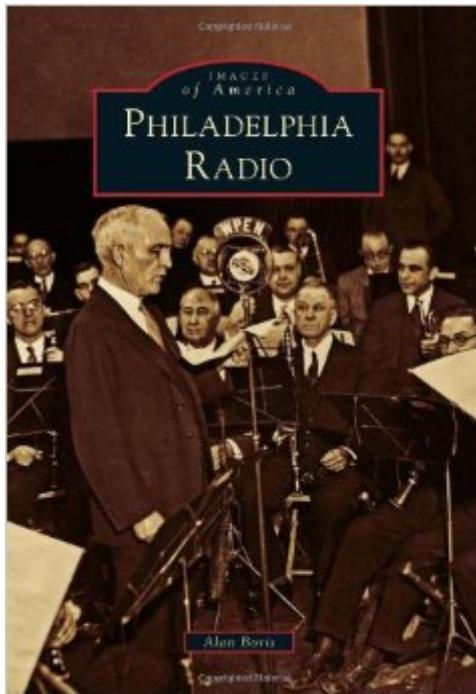


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# Philadelphia Radio (Images Of America)



## **Synopsis**

Philadelphia radio broadcasting began in 1922, when the city's first officially licensed stations went on the air. Within a few years, what had begun as a small, experimental medium became a full-fledged craze as families listened to live news, sports, and entertainment for the first time. In 1932, the first building designed for radio broadcasting opened on Chestnut Street, coinciding with the golden age of radio that featured live orchestras, soap operas, and imaginative dramas. In the 1950s, a few stations began playing rock and roll, and Philadelphia became known as a city that not only produced hit music but also consistently broke new acts. By the 1970s, FM radio began to grab the majority of listeners, and once again Philadelphia stations were responsible for breaking new artists, such as Billy Joel and Bruce Springsteen.

## **Book Information**

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## **Customer Reviews**

While the first 52 pages of this 128 page book will those interested in Philadelphia history and pop culture, the widest audience will certainly be those born after 1943 with it's coverage of the emergence of Rock and Roll radio in the 1950s. And there are plenty of memories here. I grew up in Trenton, NJ -and Philly was the nearest radio market so I was very familiar with Philly radio from WPEN ("Station of the Stars") to rock powerhouse AM stations like WIBG and WFIL. I moved to Philly in the late 60s and watched as WDAS and WMMR took over the FM dial. So I had a ball looking at photos of the "jocks" (in the early days and "on air personalities" in the later years. But Philly radio goes back to the 1930s when most stations were owned by Department Stores

Wanamaker's had WOO and Lit Brothers had WLIT and the first part of this book is just as interesting. Many of the photos and illustrations came from Temple Ubniv Library. For the latter part of the book, photos were contributed by stations like WMMR, air personalities (Sam Lit, son of the late "Hyski" and private collectors and photographers. The most recent photos are from 2005. Don't let the photo on the cover fool you. has a "Search inside this book" feature that will let you see samples. See if they don't jog your memory! If they do, and you like what you see, you'll probably enjoy this book as much as I did. Another fine "local interest" volume from Arcadia. Steve Ramm"Anything Phonographic"

Today I'm a member of Philly Pioneer Broadcasters. As a youngster I grew up listening to Philadelphia radio stations: WFIL with Skipper Dawes and The Magic Lady and Leroy Miller in the early morning reading his listener birthday greetings before I went off to school; Visiting with Bill Campbell, at WCAU's old downtown studios at 1622 Chestnut Street and Hearing Doug Arthur's Danceland on WIBG. Grandfather told me about Uncle WIP and station "W O O". Radio became my career. What a treat to read Alan Boris' book and see the faces behind the microphones of Philadelphia radio's past. Especially the development of Philly's 'garage stations' and how they turned into media powerhouses. Great photos. I hope there will be a second edition. - RACampbell, radio historian

"Philadelphia Radio", by Alan Boris, relates in a serious, yet also fun and engaging manner, the sweep of Philadelphia's radio broadcasting industry. Through historical details, anecdotes, and-most importantly- hundreds of photographs and graphic images- readers will delight in both learning things they never knew and being reminded of a favorite late-night DJ or radio promotion from the listening years of their youth. Arcadia Publishing's "Images of America" regional history volumes have the reputation of taking on a particular topic and covering that subject in a thorough but never tedious manner. "Philadelphia Radio" is no exception. Mr. Boris, a noted radio historian based in Philadelphia, scoured his own collection and the collections of various libraries and historical societies, for the wonderful images that are the main component of the book, then enhanced the images and linked them together with just the right amount of thoughtful, informative prose. The result is something that has the fun and breeziness of a photo album but also the intellectual feel of something substantial. With all the great photographs, the book tempts one to just flip through it and read a caption here and there to learn more about the photographic subjects that catch one's eye. But do yourself a favor and do what I did: sit down over the course of a day or two and just enjoy the

book from cover to cover. That way you won't miss anything and get a full appreciation of Mr. Boris' skillfully constructed and detail-rich timeline. Hey, reading about our founding fathers and the birth of our nation is always fascinating, but kudos to Alan Boris for writing about an aspect of Philadelphia history not covered countless times before. Even if you're not a Philadelphian like me, you're in for a great read, as so many national trends and national performers got their start within the AM and FM bandwidths circling the City of Brotherly Love.

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