

# WGN

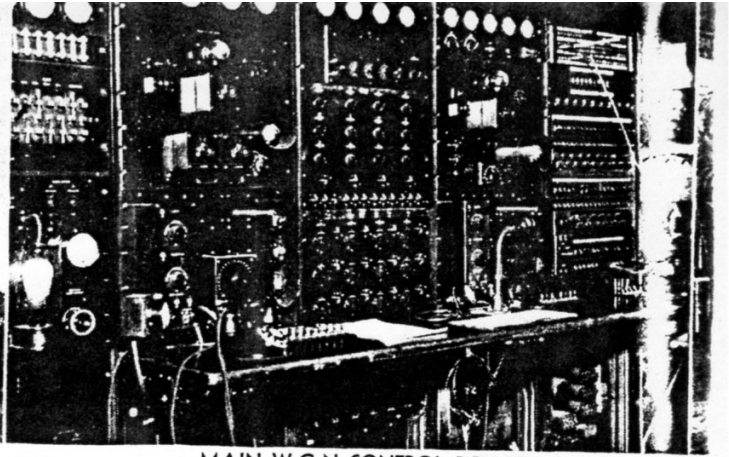
*W-G-N salutes the nation on the tenth anniversary of the middle-west's greatest independent radio station. Tonight's program inaugurates the opening of a new 50,000-watt transmitter. This souvenir program is yours with the compliments of W-G-N. We hope you will enjoy this special program we have prepared to celebrate our birthday and the doubling of W-G-N's broadcast power.*

*Grand Ballroom . . . THE DRAKE HOTEL*

MARCH 29, 1934



W-G-N TRANSMITTER AT ELGIN, ILL.



MAIN W-G-N CONTROL BOARD



MOTHER MOYNIHAN'S FAMILY



THE RONDOLIERS

## THE ARTISTS

### W-G-N ORCHESTRA

JACK CHAPMAN'S  
*Dance Orchestra*

HELEN TRENT  
*(Virginia Clark)*

LAWRENCE SALERNO  
*Baritone*

"RUBE" APPLEBERRY  
*(Lawrence Reed)*

PAUL FOGARTY

ADELE STARR  
*Soprano*

ALBERTO SALVI  
*Harpist*

THE FOUR KNAVES

EDWARD SMITH

HELEN FREUND  
*Soprano*

ALLAN GRANT and  
ART KAHN  
*Double Piano Team*

FRANCIS X. BUSHMAN

ELIZABETH HINES

ARTHUR WRIGHT  
*Tenor*

ERNEST PECHIN  
*Cornetist*



QUIN A. RYAN, station manager



WAYNE KING

JAN GARBER



RUBE APPLEBERRY



IREENE WICKER



FREDERICK STOCK



ALLAN GRANT



ART KAHN



HELEN TRENT



BOB BECKER



ATTILIO BAGGIORE



CARL J. MEYERS



GENEVIEVE FORBES HERRICK



PAUL FOGARTY



JOHN HARRINGTON



EARL BURNETT



FATHER EUGENE O'MALLEY



THE W-G-N CONCERT ORCHESTRA

THE ARTISTS

THE DORING SISTERS

LEONARD SALVO  
*Organist*

THE PHANTOM VIOLINIST

MARK LOVE  
*Basso*

MOTHER MOYNIHAN  
(Bess Flynn)

VIRGINIA LE RAE  
*Soprano*

TOM, DICK AND HARRY and  
CARL HOEFLER

THE SINGING LADY  
(Irene Wickler)

PAT KENNEDY  
*Tenor*

CLARA, LUJ AND EM

ATTILIO BAGGIORE...  
*Tenor*

THE MOUNTAINEERS

LAWSON Y M C A GLEE CLUB

WILLIAM F. DORNFIELD

MARLIN HURT

PIERRE ANDRE

RUSS RUSSELL

BOB ELSON

JOHN HARRINGTON



TOM, DICK AND HARRY



PIERRE ANDRE

RUSS RUSSELL



LAWRENCE SALERNO

BOB ELSON



THE DORING SISTERS IN STUDIO A



CLARA, LUJ AND EM



ALPH GINSBURGH

ELIZABETH HINES

JUST PLAIN BILL

MARK LOVE

LEONARD SALVO

BERENICE TAYLOR

ARTHUR WRIGHT



ARTHUR SEARS HENNING

PAT KENNEDY

FRANCIS X. BUSHMAN

RICHARD COLE

LITTLE ORPHAN ANNIE

DR. J. L. DICKSON

JOHN DRAFF



## Ten Years of Progress with W-G-N

The history of W-G-N is a story of uninterrupted progress . . . First negotiations by The Tribune Company, leading to its use of radio time, belong to the pre-historic age of radio broadcasting. Negotiations were begun in December, 1921. In 1922 The Tribune Company began a regular broadcast of current events, stock market reports and sports summaries. These were the "Tribune-Westinghouse" programs.

W-G-N is a merger of three separate radio stations, W-G-N, WLIB, WTAS and WCEE. W-G-N itself dates its immediate ancestor back to May 19, 1922. It began when WDAP was first licensed to operate on the highest power then allotted—1,000 watts. In 1924 The Tribune Company acquired station WDAP, changing the call letters to the familiar W-G-N, symbolizing the World's Greatest Newspaper.

So rapidly did events move in the new radio world that by 1925 it was apparent that a 1,000-watt station could not give adequate service outside Chicago and its immediate vicinity. In that year, The Tribune Company, through its subsidiary company, Liberty Weekly, Inc., purchased WTAS and WCEE, both of Elgin and both owned by the late Charles Erbstein.

Thus in 1925 The Tribune Company was operating three broadcasting stations: W-G-N (formerly WDAP), WLIB (formerly WTAS) and WCEE. In 1926 programs were broadcast from the Elgin transmitter. In 1927 a clear channel frequency of 720 kilocycles was assigned the twin stations W-G-N-WLIB. The consolidation of the two Tribune stations into W-G-N was effected in the final months of 1928. In January, 1932, W-G-N, Inc., was formed as a subsidiary of The Tribune Company and the corporation owns and operates the station.

Power moved up with the years. In 1926 power was rated at 10,000 watts. In 1927 it stepped up to 15,000 watts. In 1928 the station's power was officially set at 25,000 watts. Tonight's formal program commemorates W-G-N's taking its place as the one great independent station of Chicagoland broadcasting on a power of 50,000 watts.

From the first, W-G-N has pioneered in radio. It was first to broadcast the Indianapolis Races, the Kentucky Derby. It broadcast the Scopes Trial, the World Court Debate, the Democratic and Republican National Conventions.

Setting the pace and making radio history, W-G-N was first to present a trained dramatic company, a grand opera company, a station symphony orchestra. It was first to employ its own composers, librettists, dramatic writers and written continuity. It was first to have its own musical shows, dance orchestra, radio comic strip and motion picture broadcast. It pioneered in offering news broadcasts and "re-broadcasts" of sports and history.

Programs and personalities developed by W-G-N include: Sam and Henry (now Amos and Andy), Floyd Gibbons, Easy Aces, East and Dumke, Pat Barnes, Larry Larsen, Tom, Dick and Harry, Hal Stokes and Victor Young's orchestra. W-G-N today originates five programs for the networks. They are: Orphan Annie, Singing Lady and Clara, Lu and Em for NBC, and The Romance of Helen Trent and Just Plain Bill for CBS. Two other W-G-N productions, The Boy Reporter and Bob Becker's Sporting Talks, are recorded and presented on several stations by transcription. W-G-N also joins the Michigan network in presenting The Lone Ranger and with WOR, New York, and WLW, Cincinnati, for the Stars On Parade program.

W-G-N employs more than 200 people on its regular departmental staff. During the past year has presented more than 1100 different artists on its programs.

With its new 50,000-watt transmitter, The Tribune station will greatly increase its service area and improve program reception. The W-G-N transmitter now is one of approximately a dozen stations in the nation allowed super-power by the Federal Radio Commission.

The new super-power transmitter was designed and constructed under the direction of Carl Meyers, chief engineer of W-G-N. Construction and installation, together with testing of apparatus, have occupied the past three months.

More than 20,000,000 persons reside in the territory which is served by W-G-N with its new transmitter equipment. The doubling of power will increase efficiency in the program reception area and also add to W-G-N's already great audiences in distant territories.