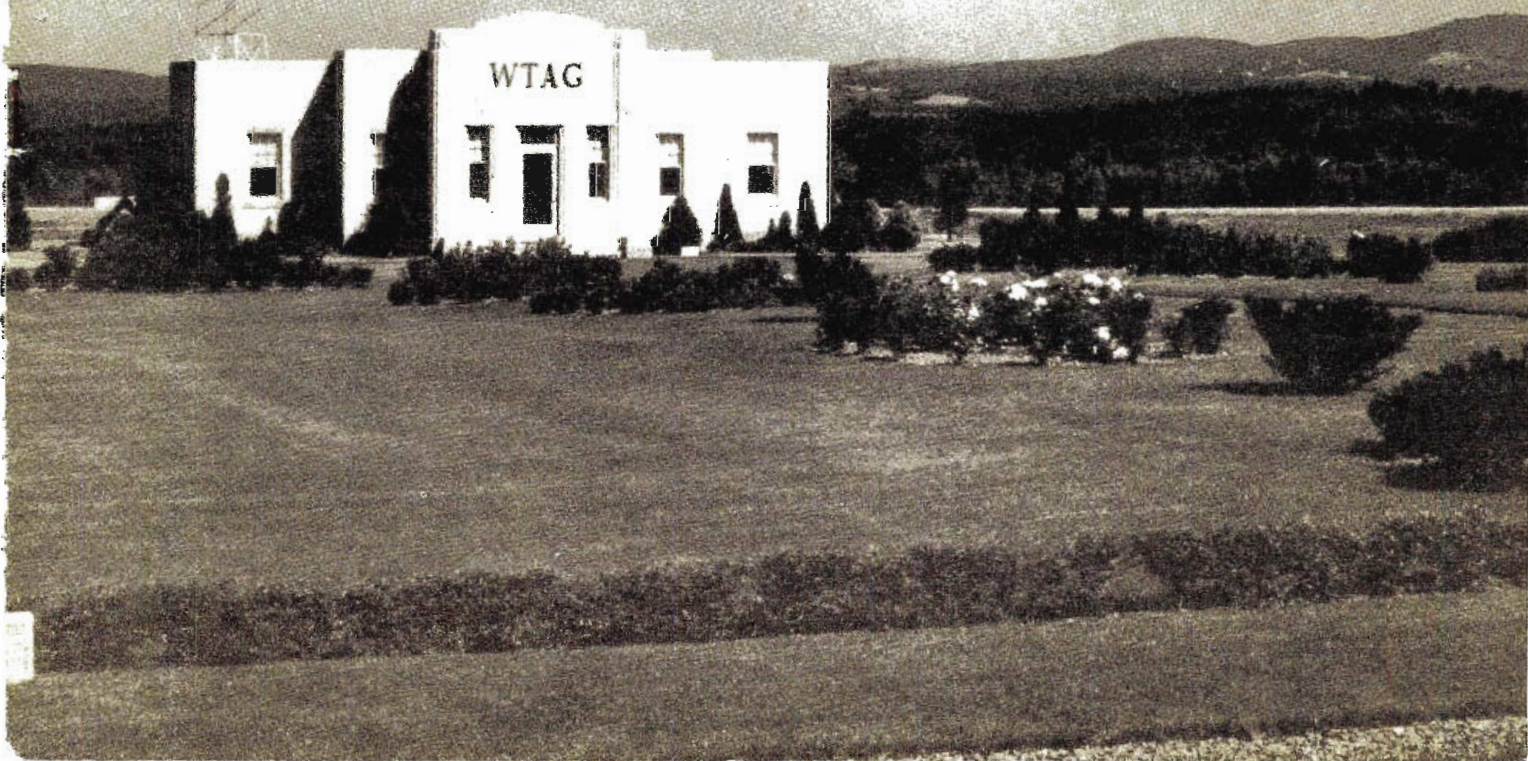


GOING FORWARD
WITH RADIO

As Presented By

WTAG



A Message From The WTAG Management



Left: E. E. Hill
Right: Robert W. Booth



Last year WTAG presented 21,640 programs and was on the air for 6,555 hours. Of these hours, 1,225 were written, produced, and broadcast in Worcester by WTAG staff members or by talented performers from the Central New England area. To bring you, our listeners, these all-important local programs, WTAG has assembled a staff of over 60 people — by far the largest of any station in the area. These people, your neighbors, from the secretary to the script writer to your favorite air personality strive daily to bring you what you ask for when you ask for good listening. Combine them, the best in local radio, with CBS, the best in network radio, and you have WTAG.

Shortly before the war, a new technique in broadcasting was developed — FM radio. This static-free, high-quality radio was made available to Central New England with the advent of WTAG-FM, one of the pioneer FM stations in the United States. WTAG-FM is now on the air for over 18 hours a day and broadcasts simultaneously all of WTAG's programs.

The latest marvel in broadcasting, coming almost exactly 25 years after WTAG first went on the air, is television, which adds the pleasure of sight to the pleasure of sound. WTAG has applied to the Federal Communications Commission for a license to operate a television station and, consistent with its policy of bringing you the best there is, hopes soon to be able to add to the twin stations WTAG and WTAG-FM a third station, WTAG-TV.

We invite you now to step inside a radio station — to watch our departments at work, to see our programs produced, and to find out what makes radio, and WTAG, click.

Compliments Of:

JOHN W. RIMBY, Agent.
123 STREET
MASS.
Post Office Service

868



Copyright, 1948, by National Radio Personalities, Publishers.
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This album compiled and edited by
Thomas B. Tull, Editor, National Radio Personalities.

Our thanks to: Andrew C. Fuller of WTAG; Worcester Chamber of Commerce;
British Information Services.

Photographs by Marvin F. Richmond, Telegram Staff Photographer.



WTAG

**. . . welcomes you to 18
hours daily of the finest in**

Drama

News

Music

Religion

Commentary

Public interest

Education

Mystery

Comedy

Variety

Sports

Adventure

Farm News

Women's interests

Quizzes

Youth interests

Community service

GOOD MORNING...



Ho hum! armed with plenty of hot coffee, "Time And Tunes" emcee Larry Berrill says good morning to Central New England at 6 a.m.



Just to check on U. S. government reports, Bill Ostberg does his own prognosticating for "Weather Time".



Seed is the subject for "Farm And Garden Facts". Ken Boyden, Sid Vaughan and Gardner Norcross, of the Worcester County Extension Service, make final arrangements.

THIS IS WTAG!



DANNY PATT

Novachordist Danny Patt makes one of the world's most complicated instruments sound simple — that is, simply beautiful. At one time Danny was the personal musician for Lowell Thomas. Patt often works with announcer John Wisley.

Inset: John Wisley.

Yankee to the core Richard C. Potter, born in Concord, has broadcast over 400 consecutive Sunday morning sessions of "Nature In New England". Not one of these was a product of research. They all come from Potter's own fund of knowledge and experience. And by the way, to Mr. Potter recipes are not recipes — they're receipts.

NATURE IN NEW ENGLAND



JULIE 'N

This is the show that's comfortable as an old shoe. The friendly voices of Julie Chase and Johnny Dowell play host to people with news like Clyde Hess — people with home hints like Mildred Thomas — people with the answers like Gladys Tomajan of the "Question Of Music" Board of Experts, and people with birthdays and anniversaries like the thousands of listeners who write them every year.

Novachordist Danny Patt provides custom tailored music throughout the program.



Danny Patt



Julie 'n Johnny tackle their biggest job of the day — mail!

JOHNNY



Lovely Esther Williams — one of many celebrities interviewed in the course of a year on the Julie 'n Johnny mike.



Julie and Danny sit smugly by while Johnny and Gladys wrestle with a puzzler sent in by a listener to "Question Of Music".



Mildred Thomas, Extension Service Home Demonstration Agent, pays regular visits to the program.



Three thousand seven hundred people each performance enjoyed the Spring Fashion Show sponsored jointly by WTAG and the Worcester Chamber of Commerce. Julie was a fashion commentator.

MODERN KITCHEN



Through this icebox pass the most delicious dishes in the world. Charming Gretchen Thomas, hostess of the "Modern Kitchen", presents recipes of distinction against a background of colorful personal experiences.



Gretchen pauses in her work for this informal portrait.



Announcer Bill Ostberg is Gretchen's assistant in the "Modern Kitchen".

DAYTIME DRAMA ON WTAG-CBS



Wendy Warren combines thrilling drama against a newspaper background along with news reports by Douglas Edwards.



Gorgeous Evelyn Winters is in love with handsome playwright Gary Bennett. That makes up the "Strange Romance Of Evelyn Winters".



David Harum and Aunt Polly face life with a strong philosophy enabling them always to make the right decision.

MODERN WOMAN



Mid-afternoon in Worcester finds Gretchen Thomas at the tea table inviting you to the "Modern Woman" program.



When the weather's nice Gretchen pays surprise visits to the homes of her listening family.



New England poet Robert P. Tristram Coffin broadcasts a delightful visit with the "Modern Woman".

WORCESTER'S FIRST STATION



Day News Editor **Clyde Hess**.



James Little, Night News Editor.

Utilizing the 200 reporters of the Worcester Telegram and Evening Gazette and the famed news wires of the Associated Press, WTAG presents morning-to-night coverage of the news from Main Street Worcester to Back Street, Moscow. This is in addition to CBS News which leads all other networks for 1947 according to a nation-wide poll.



LEFT: **Leslie Moore**, whose "Views of the News" is broadcast Monday through Friday and, RIGHT: **Gil Hodges**, former Chief Announcer is now WTAG's own Washington correspondent and each week reports the latest events from the nation's capital.

IS FIRST WITH THE NEWS!

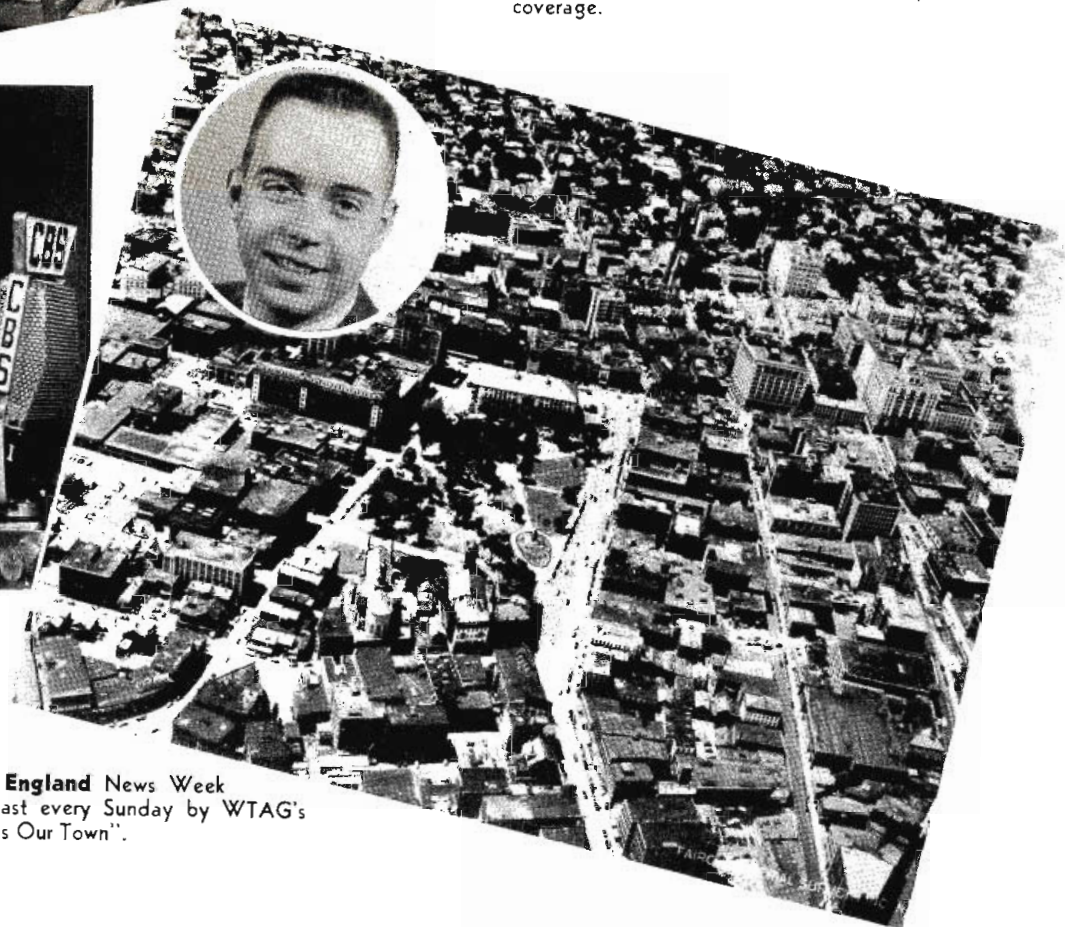


One of the finest radio newsmen ever to step before a mike — Edward R. Murrow of CBS.

The copy desk — heart of the Telegram and Gazette — source for much of WTAG's complete local coverage.



Seventeen years in the business — Radio Commentary's "Man of Distinction" — Lowell Thomas of CBS.



The Central New England News Week In Review is broadcast every Sunday by WTAG's Clyde Hess on "This Is Our Town".

SPORTS



John Ambrose, WTAG Sports Expert, conducts popular nightly sportscast.



Victory smiles after the first annual WTAG All Star football game.



High point of the 1947 sporting picture in Worcester was the WTAG All-Star High School football game. All net proceeds from the game, sponsored by the station, went into the Athletic Funds of Worcester and Worcester County High Schools to provide necessary equipment.

Left: **Touch down** for the City All Stars.

Radio and newspaper reporters cover the All Star Game at Holy Cross Stadium.



ON WTAG



Paul Johnson's "Sports News And Views", long a popular Sunday feature, does more than present a review and preview of the week in sports. For several years the show has carried a public service feature which procures everything from houses to jobs for Veterans and their families. Here Paul is seen interviewing the son of "Doggie" Julian, Coach of the Holy Cross N.C.A.A. championship basketball team for 1947 which WTAG broadcast from Madison Square Garden.



Paul covers the Telegram and Gazette Golf Tournament with the WTAG mobile unit.



On-the-spot coverage of the newspaper bowling tournament. Left to right: Announcer Charlie Stevens, Sportscaster Phil Jasen, Producer Henry Felix, Engineer Howie Fuller, Program Director Dol Brissette and Paul Johnson.

WTAG

RADIO CLUB



Cast of student-produced "Little Show" with CBS guest star Robert Q. Lewis.



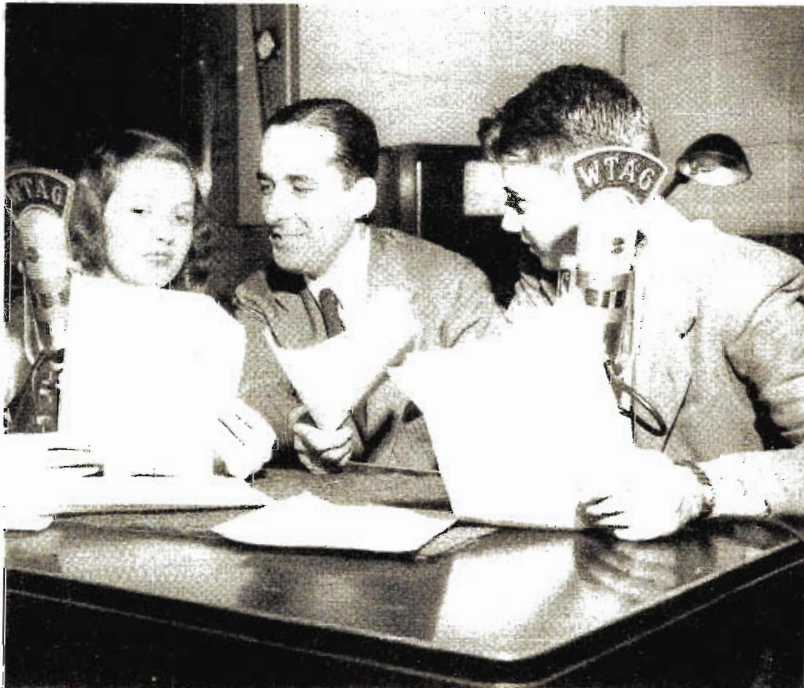
Under the experienced eye of WTAG Radio Club Director, Margaret Cox, club members write and produce several broadcasts each week. Regular weekly classes, attended by over 200 Central New England High School students, provide instructions in acting, writing, announcing, talent and technical phases of radio.



"Inside Out" is the WTAG Radio Club Journal of the air presenting news and features pertinent to the teen world.



"Youth Has Its Say" is a weekly radio forum on which club members discuss everything from cokes to communism.



Left: CBS Commentator Ned Calmer broadcasts one of his coast-to-coast "Feature Story" programs from WTAG. Calmer's visit wound-up Radio Club day with an interview with club officers.

Right: A sidewalk interview conducted entirely by Radio Clubbers. One of many student broadcasts when teeners took over WTAG's broadcasting schedule for one whole day.



MUSIC AND DRAMA ON THE



Claudette Colbert
"Screen Guild Players"



Herbert Marshall
"Man Called X"



Jean Hersholt
"Dr. Christian"



Robert Montgomery
"Suspense"



Spike Jones
"Spotlight Revue"



Eugene C.
Conductor, Philad



Anne Burr
"Studio One"

THE BIGGEST SHOW IN TOWN



Bob Crosby
"Club 15"



Gene Autry



Dinah Shore
"Call For Music"



Armandy
Philadelphia Orchestra



Vaughn Monroe



James Stewart
"Lux Radio Theatre"



Rise Stevens
"Family Hour"



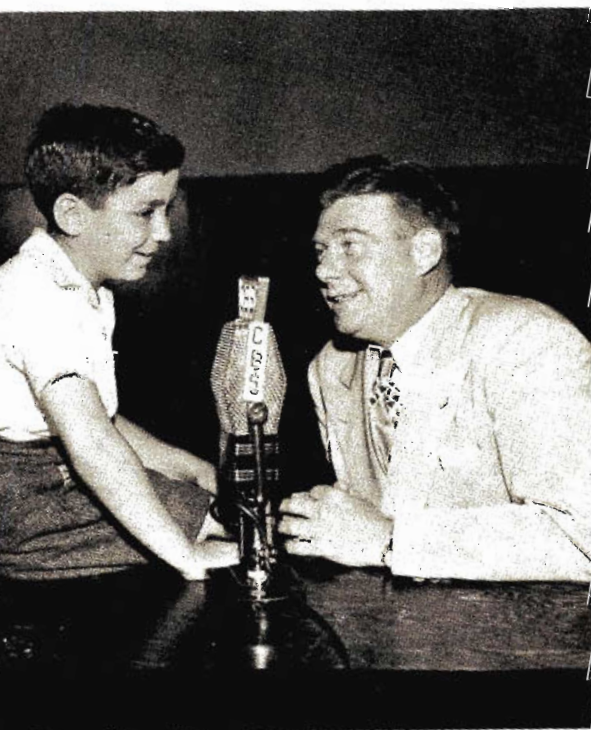
FUN FOR THE FAMILY



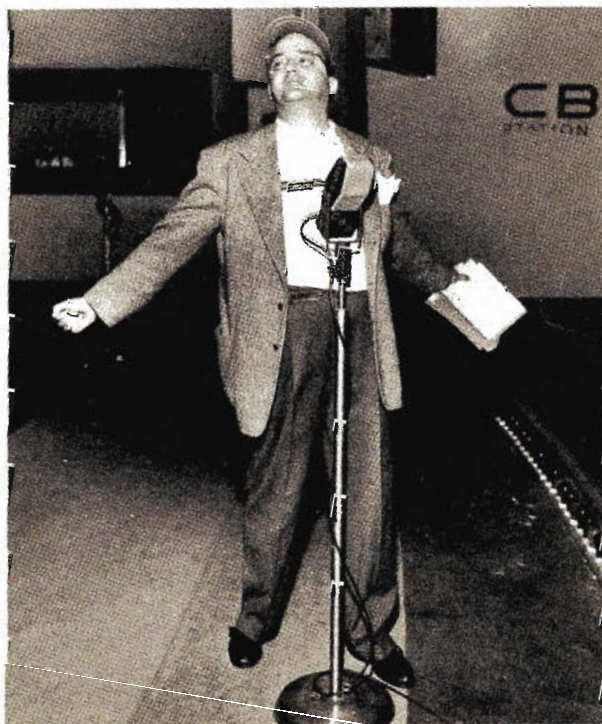
Ozzie Nelson and Harriet Hilliard are heard on the fun-filled Friday night schedule on WTAG-CBS.



Fannie Brice and Hanley Stafford, also known as "Baby Snooks" and "Daddy Higgins", team up for the popular "Baby Snooks" show heard every Friday night over WTAG-CBS.



Arthur Godfrey congratulates an 8-year-old boogie-woogie pianist on being voted best performer on the initial "Arthur Godfrey's Talent Scout" program heard over WTAG-CBS every Monday night.



Whimsical Abe Burrows, a Saturday night favorite is author of such hit tunes as "The Girl With The Three Blue Eyes".

ON WTAG-CBS!



Joan Davis is, by everyone's vote, America's Queen of Comedy.



Penny Singleton and Arthur Lake have almost forsaken their own names for "Blondie" and "Dagwood". Their hilarious show brings the Sunday funnies to life.



Madcap matinee idol Art Linkletter is master of informalities at the fast-moving "House Party".



Beautiful but dumb but lovable but funny, that's "My Friend Irma".

WTAG AND THE



Petite Eileen, WTAG's "Fairy Princess", fascinates the kiddies with tales old and new.



Talented children from tots to teeners make up the unique "Happiness Unlimited" program broadcast from the sponsor's store.



Announcer Bob Adams and Producer-Director Henry Felix flirt with one of the stars of the show. Her song was "You Made Me Wuv You".



... and apparently the audience wuvved it.

JUNIOR WORLD



Cub Scouts of Worcester and Worcester County make friends with Gladys Tomajan, Conductor of "Make Friends With Music".



Probably the finest children's show on the air today is "Let's Pretend", heard weekly on WTAG.



A youthful entrant in the popular "Sketch A Song" contest explains her art work to Julie Chase and Announcer Roy Wires.



Maureen O'Sullivan tells the charming stories heard on the WTAG "Children's Party".

PROGRAM DEPARTMENT

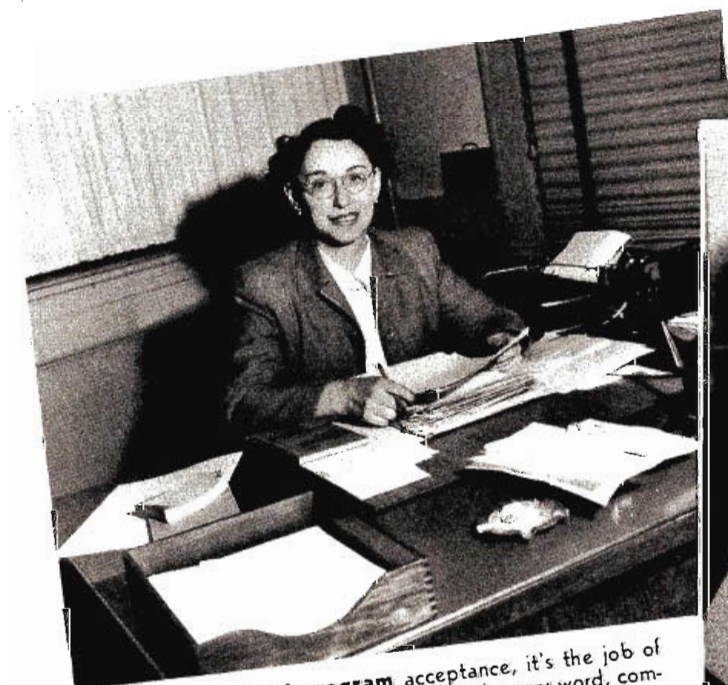


A. J. "Dol" Brissette, Program Production Manager. The man whose job it is to see that every program goes where it should and as it should.



Mr. Brissette's hard working secretary, Ruth Kelley.

TRANSCRIPTION



In charge of program acceptance, it's the job of Mrs. Helen Elias to read and check every word, comma and period that goes out over the air.



Is this the right music or isn't it? Barbara Jones of the Transcription Department auditions one of the 12,000 selections in the music file.

PUBLICITY DEPARTMENT



Director of Publicity and Promotion Andy Fuller sees that Central New England folks know what's going on at WTAG.



Barbara Pierce sorts out some of the hundreds of photographs of people, places and programs on file in the Publicity and Promotion Department.

DEPARTMENT



Paul Dean goes over the music for tonight's "Evening Revue" with Louise Jorjorian.



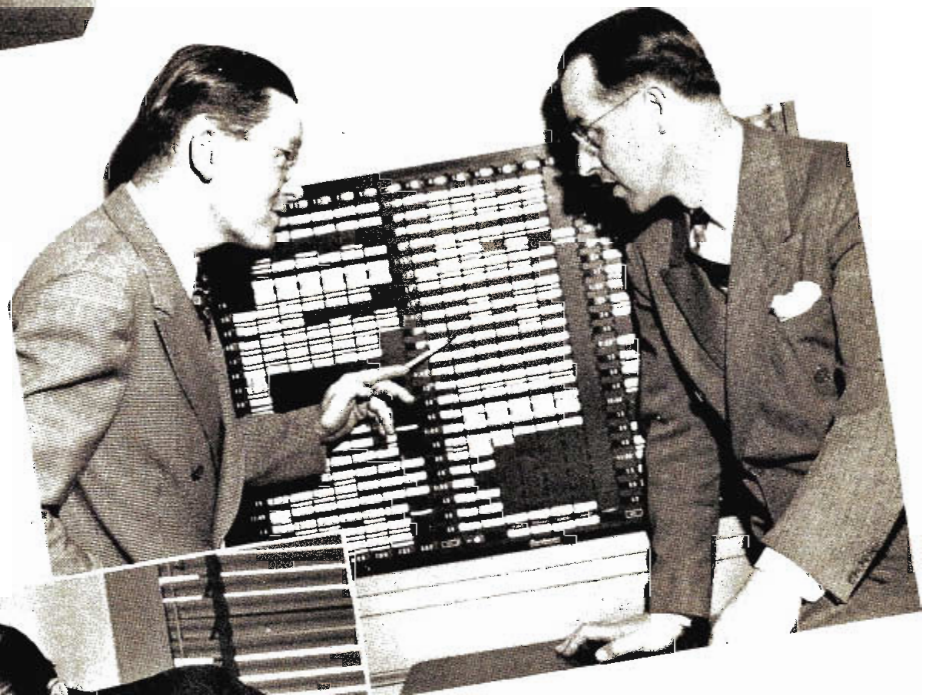
Ann Brady checks with Telegram Radio Columnist **Paul Larkin** on last minute program changes for his popular column.

COMMERCIAL AND



Left: Commercial Manager Herbert L. Krueger operates on the principle that if radio does not succeed as a business, it will fail as an art.

Right: The Traffic Board records every second of the 18 hour broadcasting day. Salesmen Ed McCann and Dick Gravel check for available announcement openings.



Left: Before starting on the day's round of calls, Salesman Noel McKeon goes over contract details with Eva Roberts.

BOOKKEEPING



SCRIPT DEPARTMENTS

Right: Radio is a serious business, but local Sales Manager Robert Brown can always manage a broad smile.



Left: Five typewriters, multiplied by fifty fingers, produce a mighty stack of scripts from thirty word announcements to thirty minute productions.

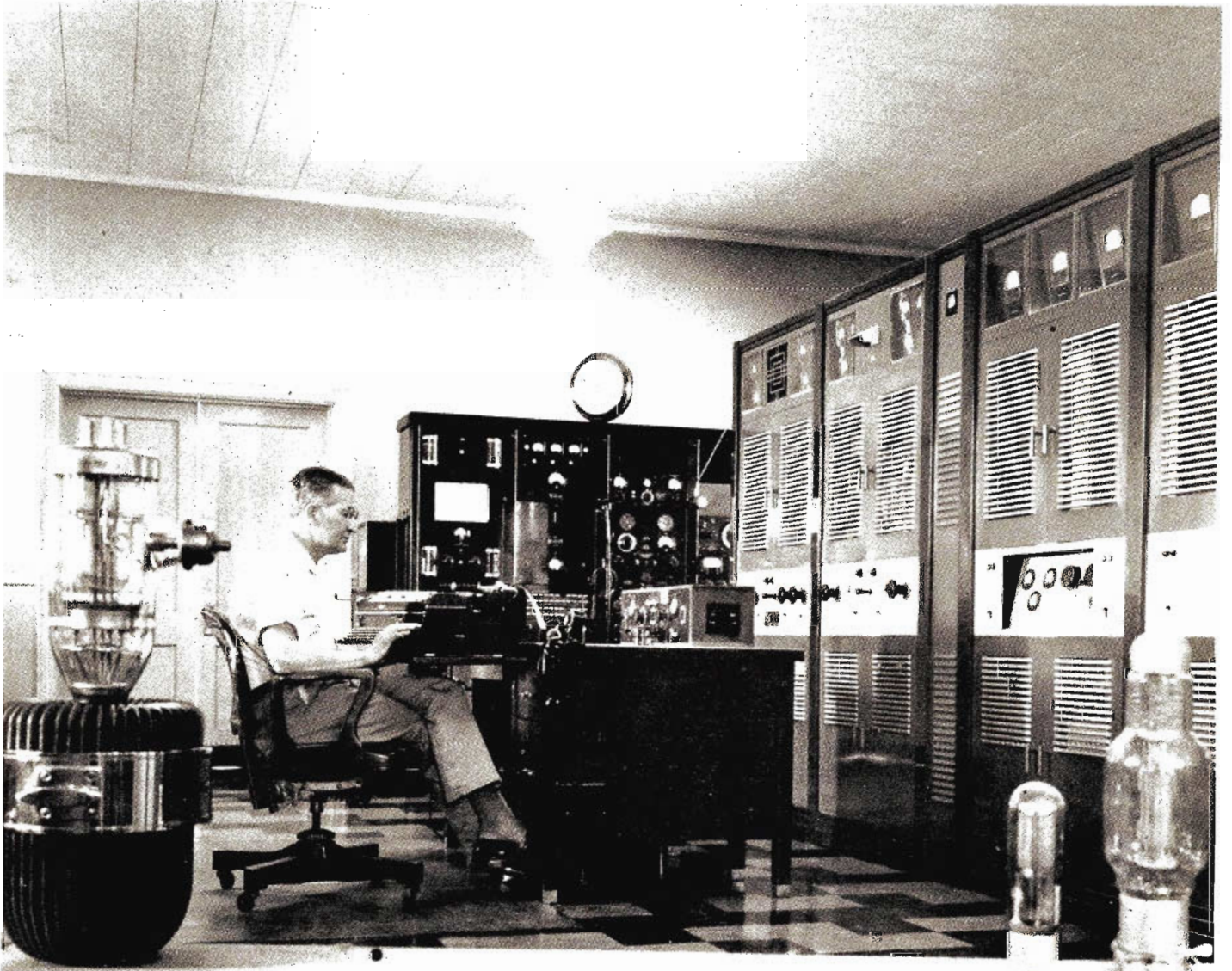


DEPARTMENT

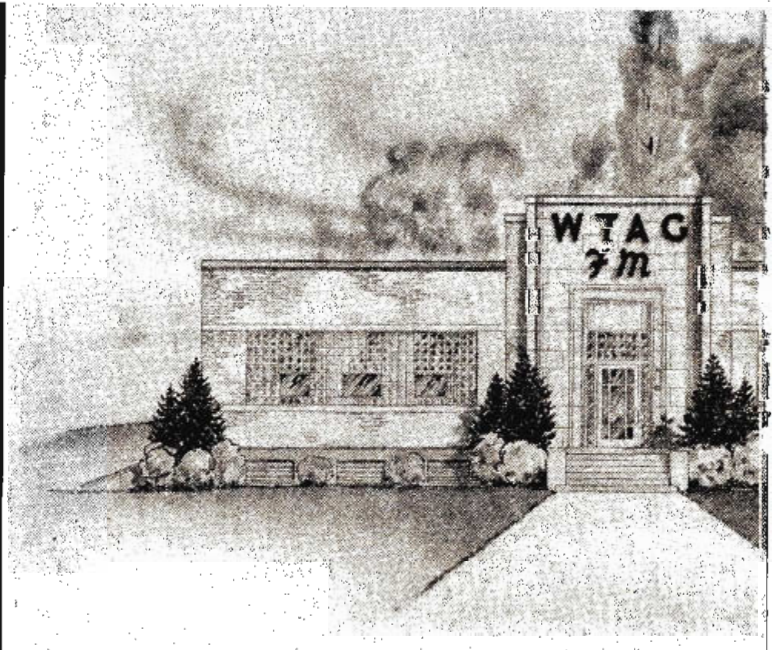


Right: Traffic Jam! Traffic Manager Marguerite McEvoy checks the daily log with Esther Bilzerian and Betty Smith of the Secretarial Dept.

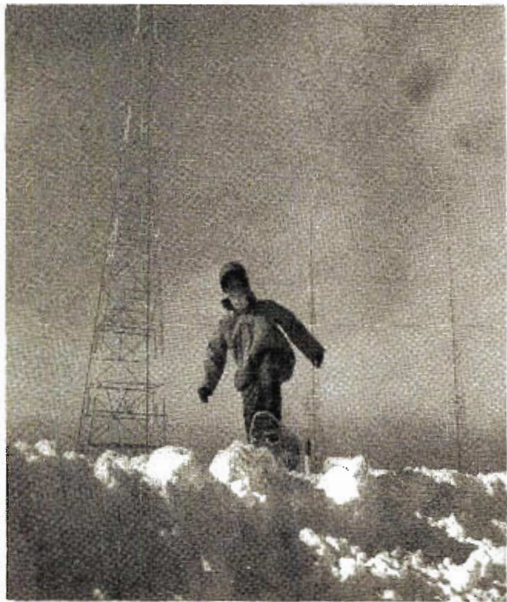
TECHNICALLY



Joe Devereux, one of WTAG's twelve engineers, seated behind the desk at the WTAG transmitter at Holden, Mass.



SPEAKING. . .



One of our transmitter engineers dons winter garb — snow shoes and all — to make a weekly jaunt out to the five huge towers to check readings.

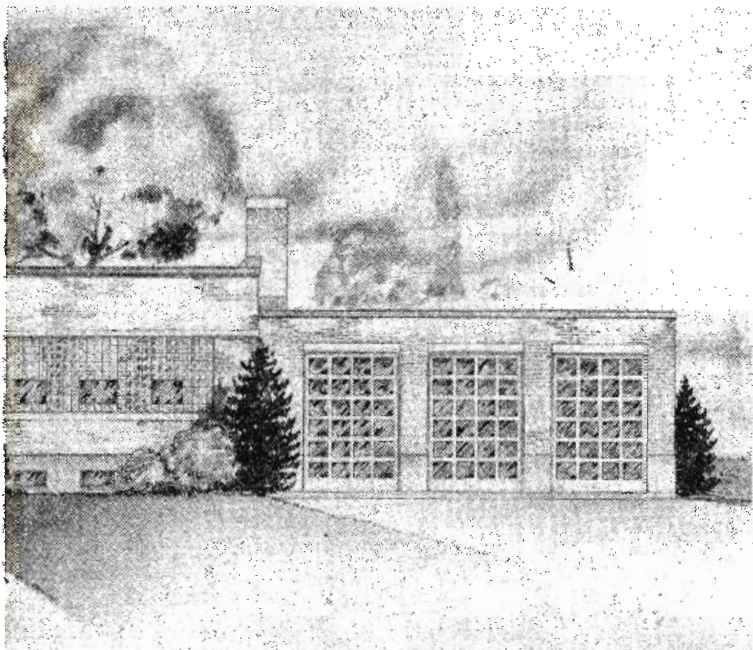
Chief Engineer Andy Browning operates the controls at the large semi-circular panel in the WTAG control room.



Below: If you're like Engineer Paul Flynn, you'll want your son to follow in your footsteps. His does — literally! Here they do a WTAG remote broadcast together.



Right: Helen Godfrey is one of the few members of her sex in the Engineering field. Here we found her in the act of transcribing a program to be broadcast later.



Frequency Modulation (FM) has become an integral part of the vast field of Radio. The modern building shown at left is now under construction on Asnebumskit Hill in Paxton, and will soon house the WTAG-FM transmitter.

FM is just one more step taken by WTAG in order to bring its huge listening audience the very best that Radio has to offer. WTAG-FM was one of the early pioneers in Frequency Modulation broadcasting, having been on the air since June 17, 1940.

For those of you who have not as yet had an opportunity to hear WTAG-FM, here are a few of the things you can look forward to: Much greater realism, greater dynamic and frequency range; elimination of static; elimination of interference from other stations; elimination of background noises and uniform reception, day and night. WTAG-FM is now broadcasting a full 18 hour schedule of programs.



FROM THE

**B
B
C**

From Worcester, England

... To Worcester, Mass.



Broadcasting House, home of the British Broadcasting Corporation in London. WTAG has a special antenna built to receive programs beamed here from London.



Every highlight of the Royal Wedding was brought to WTAG listeners via CBS while, in addition, the station carried several pre-wedding programs supplied especially for WTAG by BBC.



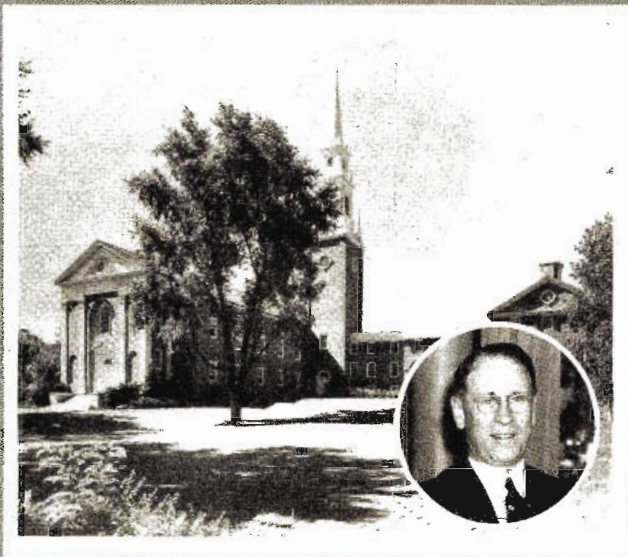
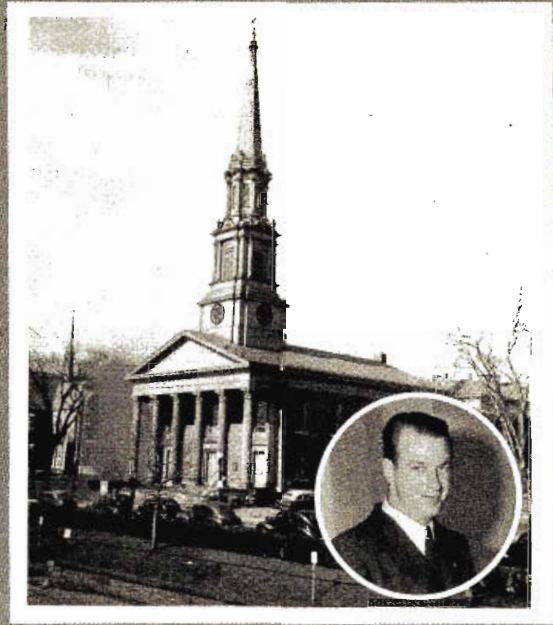
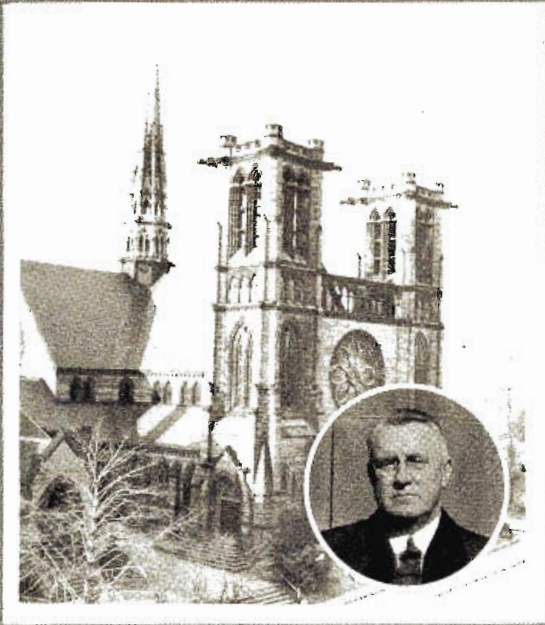
On this occasion, members of the Boy Scout movement in Worcester, England, broadcast a program to Worcester, Mass., in celebration of the 38th anniversary of scouting in the U. S.



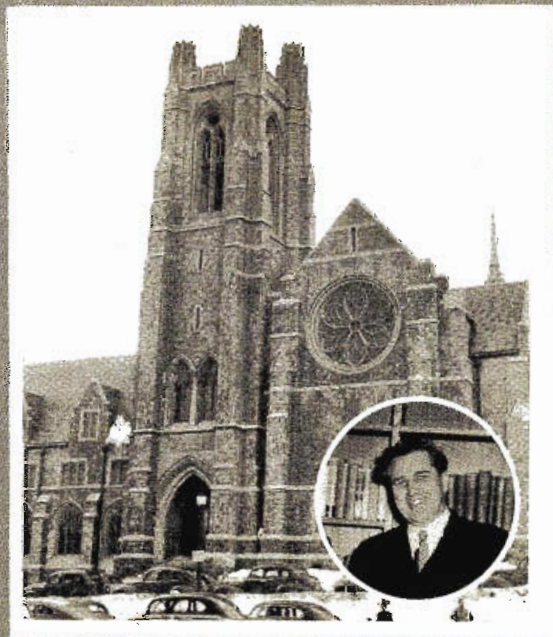
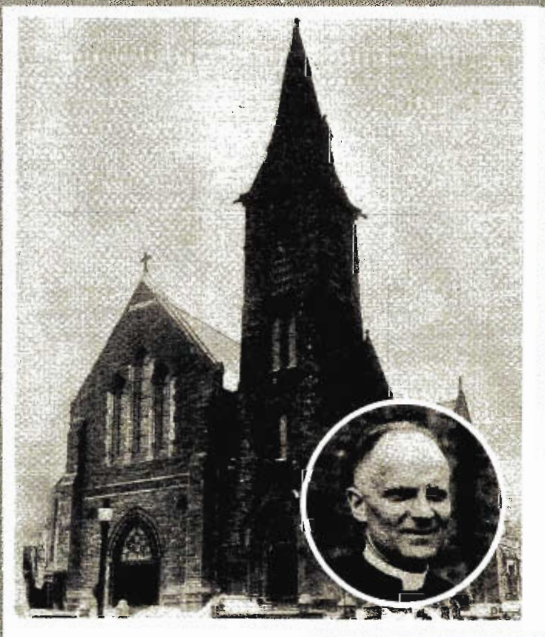
Mrs. Rose Buckner, shown here with her three children, is a member of the Women's Department of the BBC and a regular feature on WTAG's "Modern Kitchen" program. She broadcasts programs from the BBC studios in London exclusively to the "Modern Kitchen" family via WTAG.



A NOTE OF INSPIRATION



The diversified religious programs broadcast by radio station WTAG are presented for the spiritual inspiration of listeners of all faiths. All religious programs interpret the dignity of service and the wide scope of understanding covering the creeds of many churches. Radio, the modern miracle, completes its fulfillment in carrying to listening worshippers the words of their belief.



HOW IMPORTANT IS YOUR

RADIO?

Judging by the number of American homes that have radios, we'd say it's become almost a necessity for a lot of us. We'd say it would probably be pretty hard to get along without a radio these days.

But we've heard a lot of folks say something like this: "Yes, American Radio is doing a mighty fine job — if we could only do away with those commercials." Well now, **THERE'S** a point worthy of some consideration. Let's think about it for just a moment.

Here's how it works. Advertising has been defined as "salesmanship in print — or **ON THE AIR WAVES.**" The more goods that advertising sells, the more are needed to fill the demand. The more goods needed, the more men and women are needed at the factory that makes those goods. In turn, more men and women are needed in related industries that supply raw materials to the factories. It's a never-ending chain that leads to more jobs, better jobs, greater personal security for all. Yes, advertising is the spark-plug of American business today.

And here's another point. Were it not for Radio Advertisers, nearly **ALL** of the programs you hear today could not **POSSIBLY** be presented. The world's **BEST TALENT** is being heard over **AMERICAN** Radio today — at no cost to you! They are being paid by the Advertiser to entertain you. Of course, at the same time, that advertiser is asking you to try his product — that is **HIS** reward. And yet that Advertiser is allowed only about **THREE MINUTES** out of every **HALF HOUR** of broadcast time in telling you about his product. That leaves approximately 27 minutes out of every 30 for American Radio to devote **ENTIRELY** to entertaining **YOU**.

So when you **HEAR** commercials on the air, remember — advertising is making your home **MORE SECURE** and at the same time it's bringing **YOU** the greatest entertainment the world has to offer — at so **LITTLE** cost!

Average of daily listening per family is on the basis of surveys, upwards of five hours; somewhat higher averages have been found in rural areas.

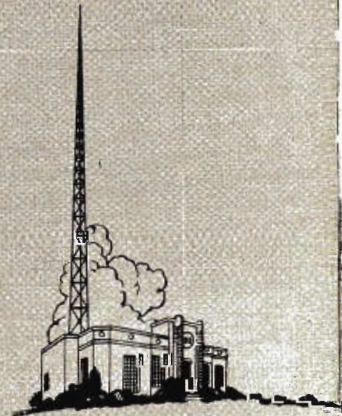
The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

100,000,000 people heard the Roosevelt-Dewey election returns on the night of November 7, 1944.

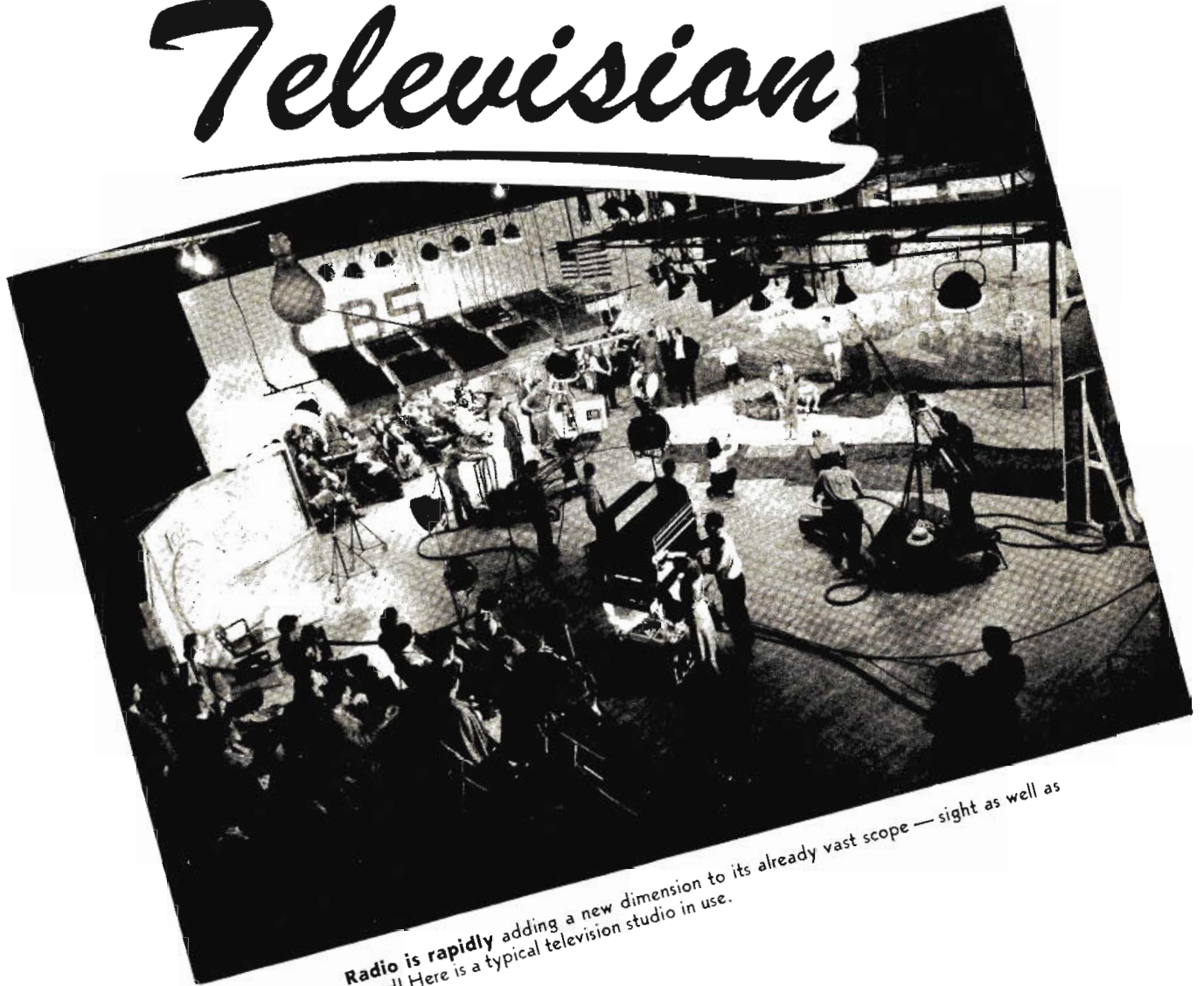
The audience for a single top network program (37,000,000) approximates the admissions to all stage plays in New York for the last three above-normal years.

Of the 37,600,000 homes in the United States —

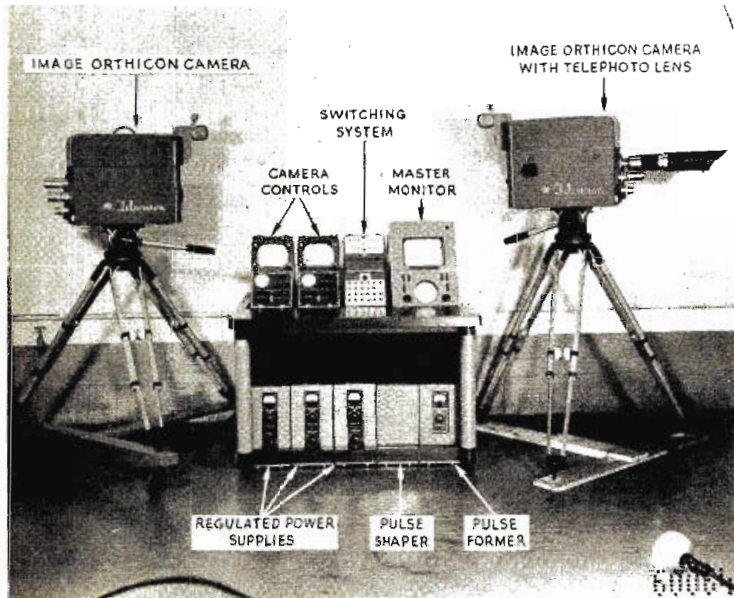
- 35,878,000 have Cooking Facilities
- 33,998,000 **HAVE RADIOS**
- 33,356,000 have Electric Lighting
- 19,543,000 have Running Water
- 25,953,000 have Flush Toilets
- 24,587,000 have Bathtubs
- 18,188,000 have Central Heating



Television



Radio is rapidly adding a new dimension to its already vast scope — sight as well as sound! Here is a typical television studio in use.



Here are a few of the most vital pieces of equipment necessary for successful transmission of television waves.



Now — radio has eyes! Although a new field, television has already become mobile and may be transported to almost any part of the globe.

As in the past, Central New England's first station hopes to be first again . . . this time with television!

Watch for WTAG-TV!



WTAG

580 KC

WTAG-FM

96.1 MC - CHANNEL 241

Covering Central New England