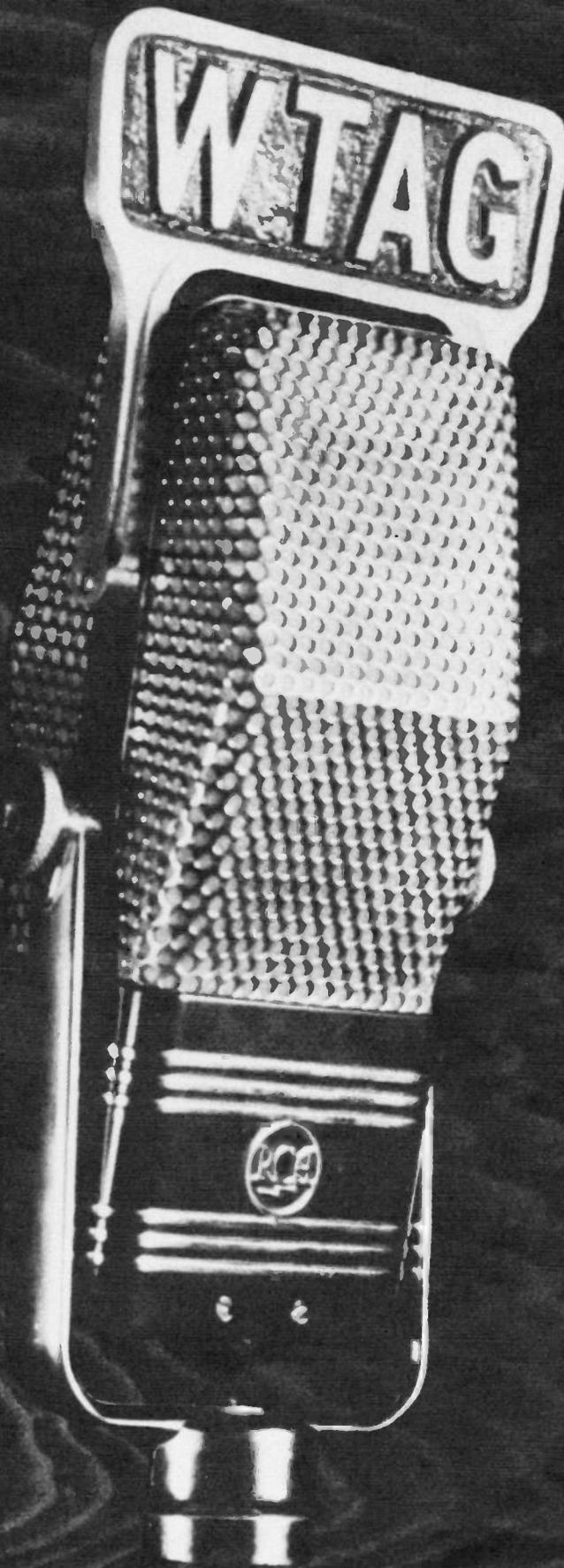


Radio Personalities

WTAG



Worcester, Massachusetts



Copyright
by
National Radio Personalities, Inc.
Publishers
Peoria, Illinois
Litho in U.S.A.



With this album of the personnel and activities of Radio Station WTAG, we invite our listening friends to become a closer part of our organization . . . to know the people who provide the programs, and those who are never heard on the air although they play an equally vital part to those who, sing, speak or play to you.

WTAG is in the process of installing brand-new studio decoration. It is not yet finished as this book goes to press, so we want you to stop in and see them in the near future.

Meanwhile, on the following pages, doors will be opened into WTAG's studios, program department, announcers' room, engineers' realm and the commercial offices.

Now then, let's get acquainted!

PROGRAM DEPARTMENT

W. T. CAVANAGH
MANAGER

ANNOUNCERS

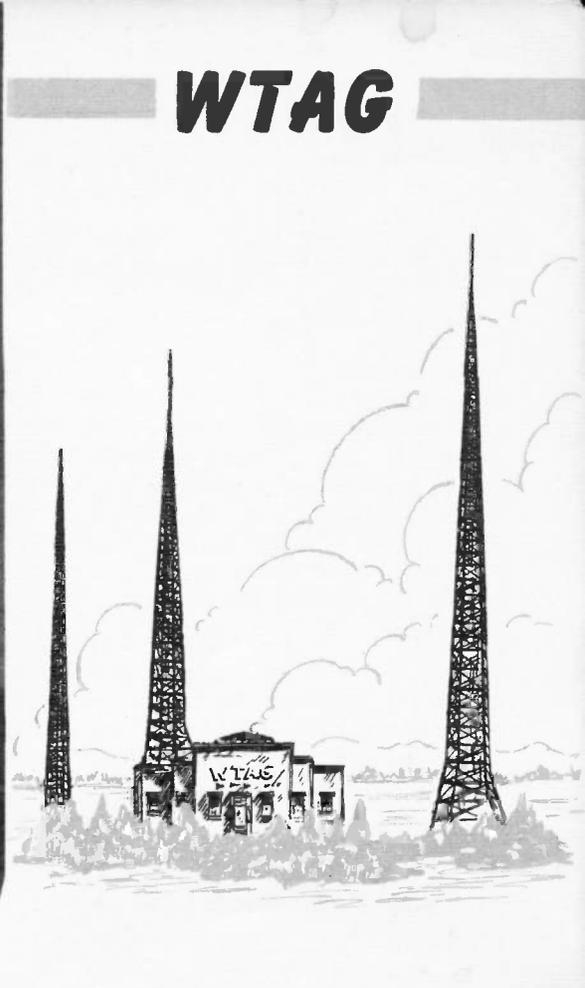
MR. GAYLORD

STUDIOS PROGRAM & TECHNICAL DEPARTMENTS

ENGINEERING

COMMERCIAL DEPARTMENT

WTAG



Before meeting anyone else in the organization, let's step in to receive official greeting from the man who is the beginning and the final judge of WTAG activities . . . **MR. EDWARD E. HILL, Station Director**

Engrossed as he seems as we look into his office, we are expected. Only "the big boss" could get away with entering without knocking . . . but, you see, YOU are the "big boss" at WTAG. The policies and programs of WTAG are decided

by you . . . by your reactions. That is why Mr. Hill brings men into the organization who can give you the entertainment and public enlightenment that you want.

An unassuming and intelligent man, Mr. Hill, coordinates the several divisions that go to make up our station with an efficiency revealing a solid background in radio broadcasting . . . he started as an announcer . . . and an understanding of New England tastes.



WTAG

Right —

Let's meet, now, the two "key" men of the program division at WTAG . . . looking into the former's office, we find William Cavanagh, Program Director, and Chester Gaylord, Chief Announcer, discussing something—nothing too serious, evidently.



Left —

Wild horses couldn't drag the secret of his age from us, but **WILLIAM CAVANAGH**, Program-Production Manager, started as a radio announcer at sixteen, and in 1939 he's been in radio for sixteen years. "Bill" was the youngest announcer in Rhode Island when he first spoke over the "mike". Since that day, he has travelled far from his native Providence, R. I., and handled just about every type of radio work. He even built a small broadcasting station of his own as a boy. Originally, the consuming passion of the current program director was to become an illustrator. He compensates for that now with photography.



Right —

It was impossible to catch his eye at the moment the shutter opened, but we will see more of him throughout the book. You see, **CHESTER GAYLORD**, chief announcer, is in rather deep at WTAG — he has been since he auditioned with 500 applicants and won his announcing job, back in 1924. Although Worcester is Mr. Gaylord's birthplace, he has had his turn at roving. As a singer and pianist, he has received no little commendation through the country . . . that was his original aim, and he studied at Worcester Academy and New England Conservatory of Music to achieve it. Music is still Chester Gaylord's first desire.



JANE WOODHOUSE'S RADIO JOURNAL



Left —

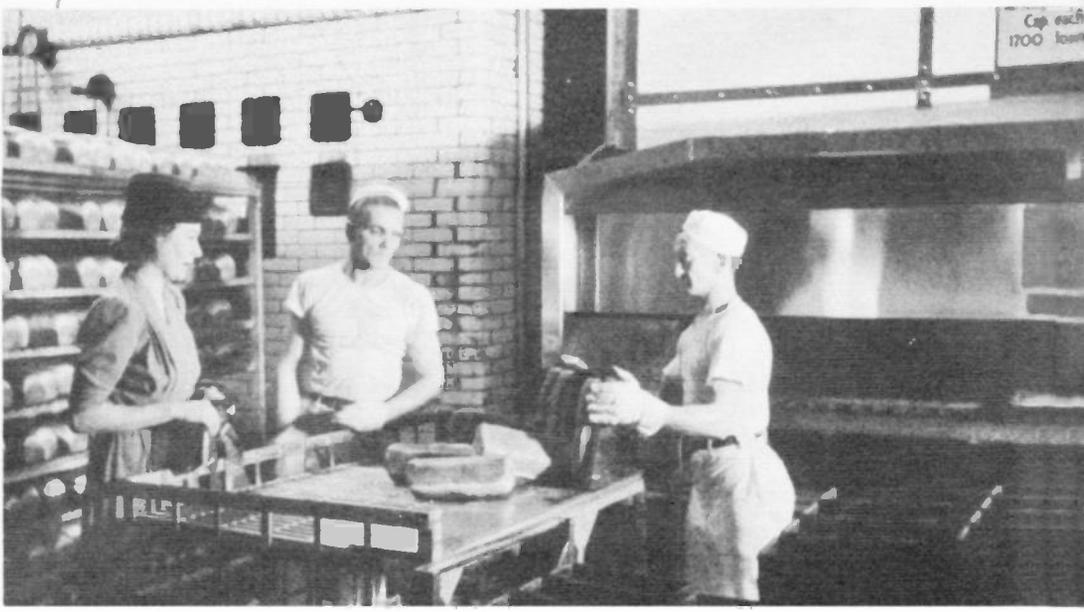
Now just look at her! Sitting there with some of her regular morning mail, and a gift arm-chair set embroidered by an admirer, one wouldn't think that **JANE WOODHOUSE**, your Radio Journalady, had the romantic background she has — at her age, too! Without affectation, but with a mature charm, Jane carries her cultured good taste into every niche and cranny of her life. She started life in Hartford, Connecticut, but soon deviated from the ordinary to study at Bennington College and in England at the London Speech Institute. Back home, again, she enrolled in the New York Theatre Institute of Maria Ouspenskaya. Let's go into the studio with her . . .

ht —
where she meets Hollis Wright to "set up" her morning Radio Journal. Jane's very first was as an assistant director for the British Era Company, and she nearly popped a seam when they offered her the job of costuming the famous play "Pickwick" over there. It was only natural, therefore, that she should follow drama back home, and for some time, she directed a travelling stock company throughout this country. Radio took her to its bosom unexpectedly when the College Radio Workshop in Boston asked her to direct. Came the Roosevelt nuptials, and Jane was asked to broadcast a festive affair — with such fine results that she is hired to do a regular "Women of Tomorrow" show on a Boston station.



ow Right —
Jane Woodhouse's day doesn't end with her broadcast. She takes a trip around town each day, visiting the places she talks about. Here, bakers of a sponsor's product show Jane how bread is made to insure uniformity in every loaf. She claims there is as much drama in modern baking methods as there is to stage work.

And we tag Jane out at one of those new homes she talks of on her show. Way back when, Jane used to be simply crazy about archaeology! That is, the study of ancient objects. So the change is noteworthy — she holds out for modernity in every respect, nowadays. Jane came to WTAG early in 1939.





THE WORLD AT

History changes fast in this day and age . . . so fast that one minute's report becomes only a sentence in the next. To radio in this frenzied existence comes the task of unfolding the story of universal activity AS IT HAPPENS, NO MATTER WHERE IT HAPPENS. For this public service WTAG is well equipped.

Affiliation with Worcester's two progressive newspapers makes it possible for WTAG to have all sources of news at its disposal . . . an alert staff of local and national reporters . . . a constantly ready organization to receive stories from their point of origin . . . a battery of teletype machines pouring in the words of world-famous newsmen whose experienced minds discern the outcropping of a new development, even before it becomes a reality. NEWS . . . real, honest, unbiased and as devoid of propaganda as modern foreign censorship permits at all; NEWS . . . what happens to the family next door, as well as the nation thousands of miles across the sea; NEWS . . . WHEN IT HAPPENS, AND AS IT HAPPENS — those are the principles that make WTAG's news service unsurpassed by any radio station in the country.

JIMMIE LITTLE, WTAG News Editor, has an educational and experience background fitting him to meet any situation news



YOUR FIRESIDE

reporting might lay at his door. A Worcester boy who started his earning career in the Worcester Public Library, Jim has ventured into publicity for motion pictures and the National Broadcasting Company, has filled a reporter's shoes and written radio continuity. He has even sung on The National Farm and Home Hour — NBC from Chicago. Unmarried, graduate of Clark University, a student of human nature, Jimmie names his favorite food — tripe!

On these two pages we look in on Jimmie Little as he writes a news story and takes it to the WTAG microphone. The long News Room in the offices of the Worcester Telegram and Gazette shows the oftmentioned City Desk, the circular desk in the foreground, and the active staff of reporters and rewrite men. The apparent confusion of a newspaper office is baffling to most people, but each noise that goes to make up the bedlam has a reason. Thus, as one steps into the teletype room, shown above, where the incessant staccato of a dozen news machines dim out events that change the course of world affairs, it is hard to understand how any sense can be brought from such bewilderment. Newsmen do it, though. Their whole existence is one of noise and action. That is the romance of news dissemination.



Left —

Any girl who wanted any of his attention for herself would not let **TOM RUSSELL**, new WTAG announcer, within earshot of a symphony or within sight of a good horse. Tom, or "Little T", as he is mysteriously nicknamed, has the consuming ambition to own a racing stable. He doesn't play a musical instrument, but loves good music. Over in England, a few years ago, there was a great deal of worry over a world war, but Tom wasn't bothered, for he screamed his first scream about the time the Armistice was signed. Listed in his education bracket is "grammar school in Gates Lane". He is English — without dropping his "h's", and his first radio job is this.

Right —

Truthfully, this picture isn't quite an exact one, for **DOL BRISSETTE**, WTAG Musical Director, is dressed for work, yet he should be chewing gum vigorously to make the scene honest. Dol and his WTAG orchestra send you your daily "Noonday Revue", which, on Saturday, is picked up by NBC and taken around to stations throughout the country. A banjo started Dol on the music route. Most of you remember his five years as band leader at the Bancroft, and three over on the Palace stage. From Haverhill, he came to Worcester to attend Holy Cross College, eager to become a lawyer. He stayed, but as a musician. Dol Brissette has a son, Paul Jude. His favorite slogan is: "Don't kick the doorman, he may be manager tomorrow".

Below —

We promised a better look at Chester Gaylord, earlier in the book, so here he is, doing his program of "Chester Gaylord At the Piano".



Right —

In radio, programs come and go — they must, for you folks want to hear something new. There are many shows, however, that you remember best — here's one of 'em. WTAG set out to discover talent for radio, so every week you gathered in this audience to witness the trials of those who were to go into the higher niches of fame.





Left—

From the entrance corridor, a door opens into this one. In and out of these doors travel William Cavanagh, Chester Gayle, our announcers, engineers, the talent, the . . . but that goes on all day. At the far end is the entrance into master control of both studios. Somebody is . . . why, it's Hollis Wright. Let's meet the lad.



Right —

You're right, he can't keep that hair in place. But that doesn't matter particularly, because "Hollie" is a fine fellow, mussed hair or not. The only thing about this fellow whom you hear on Sports, News and the Man On the Street, is that one can't quite keep track of him. He was born in Springfield, Vermont, 22 years ago. After a brilliant career as paper boy, he attended college in North Dakota, went back to Vermont to start announcing on WNBX, was married in May, 1937, and four months later joined WTAG. His real name is Hollis Wright, Jr. On the air, he goes through all the motions of riding a horse.

This earnest appearing young man is **GIL HODGES** — nee "Gilbert" — who joined our staff as an announcer late in 1939. His route may have been 'round-about, but he finally arrived: From Portland, Oregon, to Denver, to Colorado Springs, to New York to Worcester. And Gil says Worcester looks fine to him after New York. After an original desire to study violin, a later one to study law, and a still-later yen for newspaper work, Gil came into radio. Single and 24.

Below —

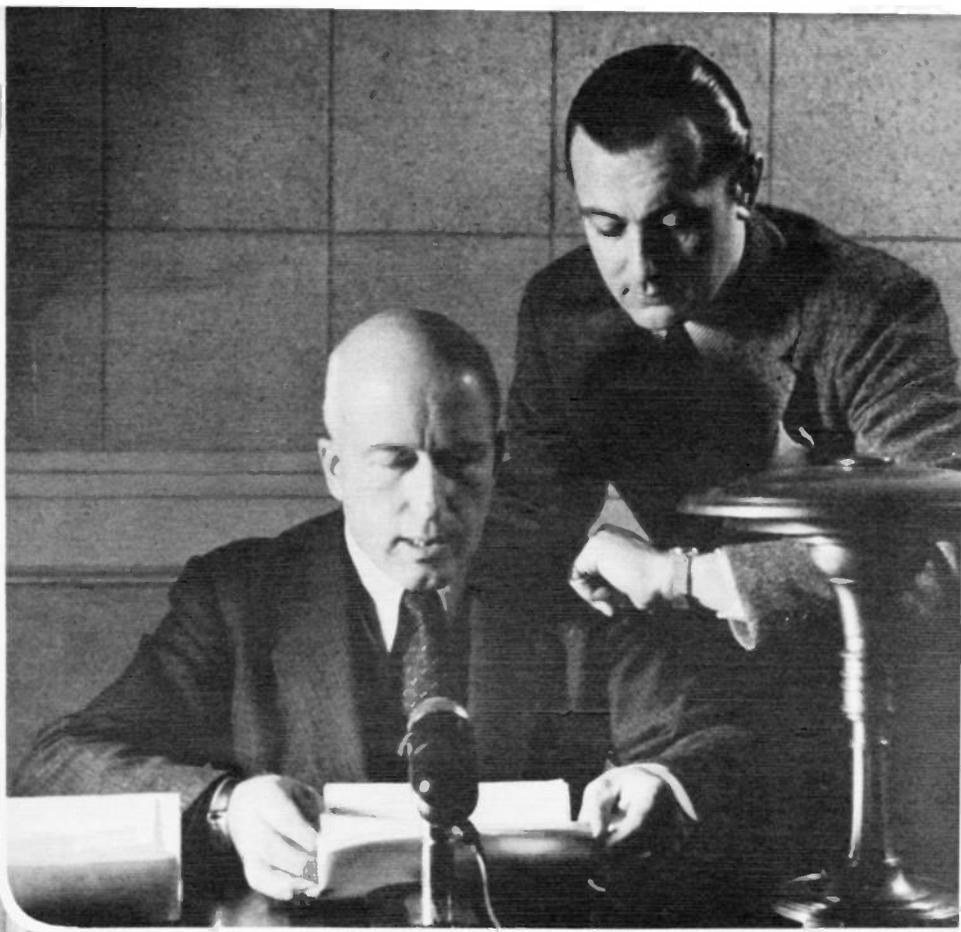
And "Hollie" was evidently just going into the announcer's room. We can't shake us — we were going in, too, because another new WTAG announcer, **GIL HODGES**, is expecting us . . . as soon as Mr. Wright goes about his business.



WTAG

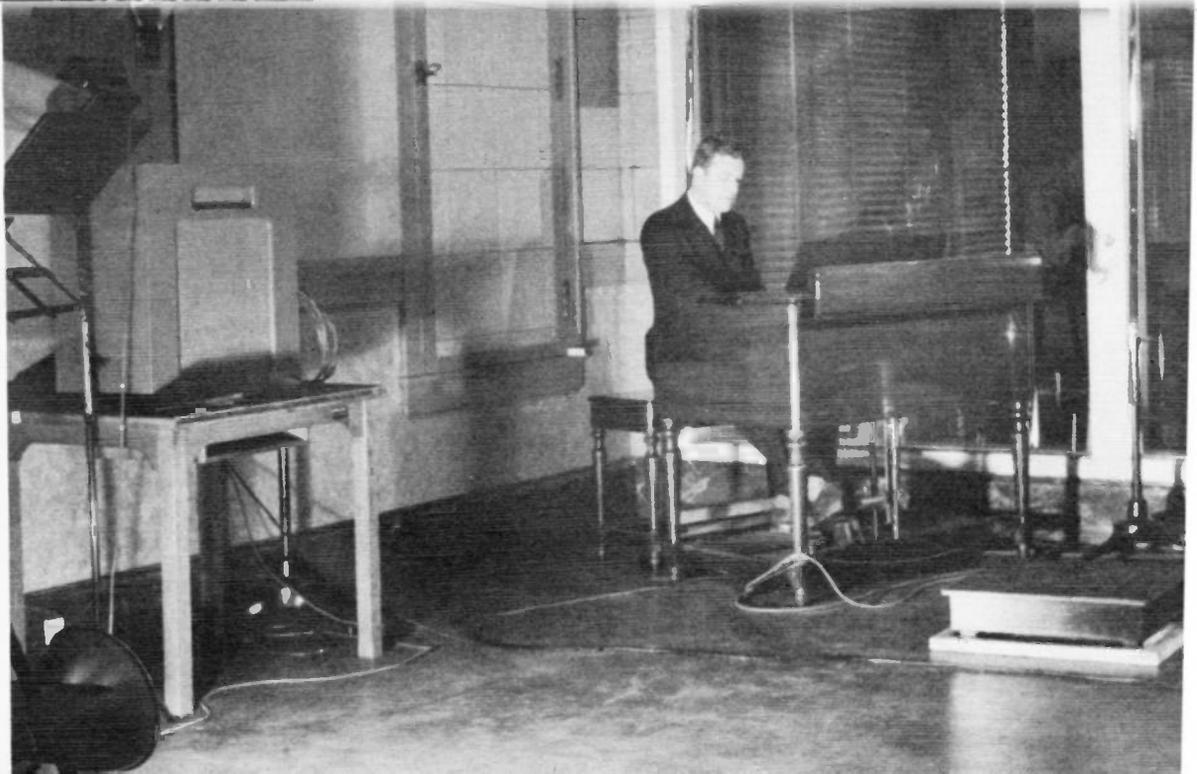
Right —

And a quick swing around the corner brings us to studio B. The gentleman before the microphone is **GEORGE E. STOREY**, who brings all the first-hand information on livestock and produce markets to the farmers in the WTAG area, regularly.



From New York City comes **KEN LESTER** to announce for WTAG. Ken's first job was as "nurseryman" — bushes, not children. At Morris Junior College, Rutgers University, and finally Drew University, he sought the background for a diplomatic career. On the "outside" he perceived that "Radio, like Frances Bacon, had taken the whole world as its province", so set his cap for the microphone — later, he might choose to ally himself with "belles lettres". But that has time to develop, for Ken is still in his early 20's.

Out of studio B, again, there is evidence of organ music from "A", and it turns out to be Chief Announcer Chester Gaylord at the console of the electric organ.





Left —

"Ruth Drops In To Chat" three mornings a week and we mean **RUTH RANKIN**. Her gracious manner on the air is indicative of Ruth's excellent background. Out in Rockford, Illinois, where prairie breezes whip and Swedish food satisfies the resulting appetite, she first saw light of day. At the University of Illinois, Ruth earned her Bachelor of Arts degree, and there followed a career of teaching, editing a Woman's Page and employment by a famous Chicago department store. She was associated, for a time, with the famous Gallup Survey group. Ruth is meticulous, likes to draw pictures, can't bear specks on rugs.

Right —

We arrived just in time to catch Ruth and Del Camp in the jovial process of preparing for the daily quarter hour when "Ruth Drops In To Chat". Ruth dresses in fine taste, and with equal good taste, makes her program pleasant for those who work with her as well as those who listen to her.

Below —

Oh, oh! Back up a ways, for here go Ruth and Del on the air. The levity of manner has subdued somewhat, but we couldn't get that smile off Ruth's face. They work in Studio B, and Del bobs about so while talking that the engineer has a time keeping track of him. We'll meet him when the show is done.



Right —

Before he gets away to something less important, let's meet **DEL CAMP**, who announces with Ruth, and on many other WTAG features. Del is still in his early twenties, but has been around in music and radio circles for years. You see, it runs in the family to be musical, so he was — via the sax, flute, clarinet and Oboe. During high school and college he travelled with an orchestra, but became tired of the moving routine, so settled in radio — not as an announcer, but an operator. From there he changed to announcing and program direction. He apologized for not smiling here — we surprised him.





Each day, on "Noonday Revue", you hear Dol Brissette and his band serve out musical hits to New England. But each Saturday the nation is audience to Worcester's Musical Ambassador when the National Broadcasting Company network carries this period of modern melody through the nation. This aggregation of

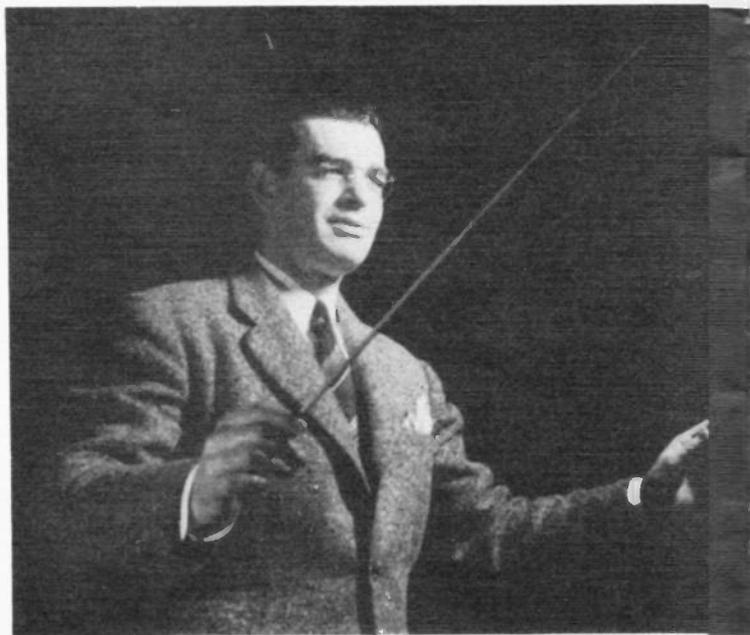
twelve musicians and their dainty vocalist Wini Stone, are lined up particularly for our reception — usually, for correct microphone balance on the broadcast, you will find the band in much more separated positions.

SYNCOPATION FOR THE NATION

WTAG TO NBC

Right —

Maestro Del Brissette faces his orchestra, baton poised, ready to serve up the down-beat for the show's first chorde. And look at the glint in his eye, wouldja! Dol is liable to do anything from sleep to hand-springs while he's directing. That coat comes off and his hair "goes native" while working.



Below —

That position is no pose for **WINI STONE**, "sing-copator" on our NBC program and Noonday Revue. She always folds her arms while singing. So carried away is she by her songs that at times she will completely forget the "mike". Wini is a native New Englander who hates being called "Toots", and collects ash-trays as a hobby. She plays piano, too, and is unwed — to date.

Below —

Many are the outside engagements of Dol Brissette and his band, and for sake of extraradio identification, this is how they appear in their best "bib and tucker". Handsome lot, aren't they? Worcester's tuneful tribute to the nation over NB





"The Man In the Market" meets your neighbors as they do the day's shopping. Hollis Wright, with microphone, is interviewing the person hiding behind Del Camp — the fellow with the paper in hand.



"Holly" doesn't look natural without glasses — probably lost them in the melee. The small "mike" he is using is called a "salt shaker."

The Veterans of Industry banquet in the autumn of 1939 brought out many "old timers" from Worcester and vicinity— and also one of the WTAG staff with a WTAG microphone to talk to one of the oldest couples attendant.



Massachusetts's Governor Leverett Saltenstall stops in Worcester occasionally, and the whole WTAG listening area hears his words, no matter how private the occasion he honors. This picture was taken in October 1939, when he visited our city.



WORCESTER CHURCHES ON WTAG

A community with fine churches means a city of fine people. If that sort of community can be extended to limits otherwise impossible — to those who cannot leave their homes to attend worship services, and to those who ordinarily would not if they could — an additional advantage has been gained. WTAG is happy to provide the facilities for this service.



Rev. Dr. Maxwell Savage, observing his twentieth year as leader of the First Unitarian Church.



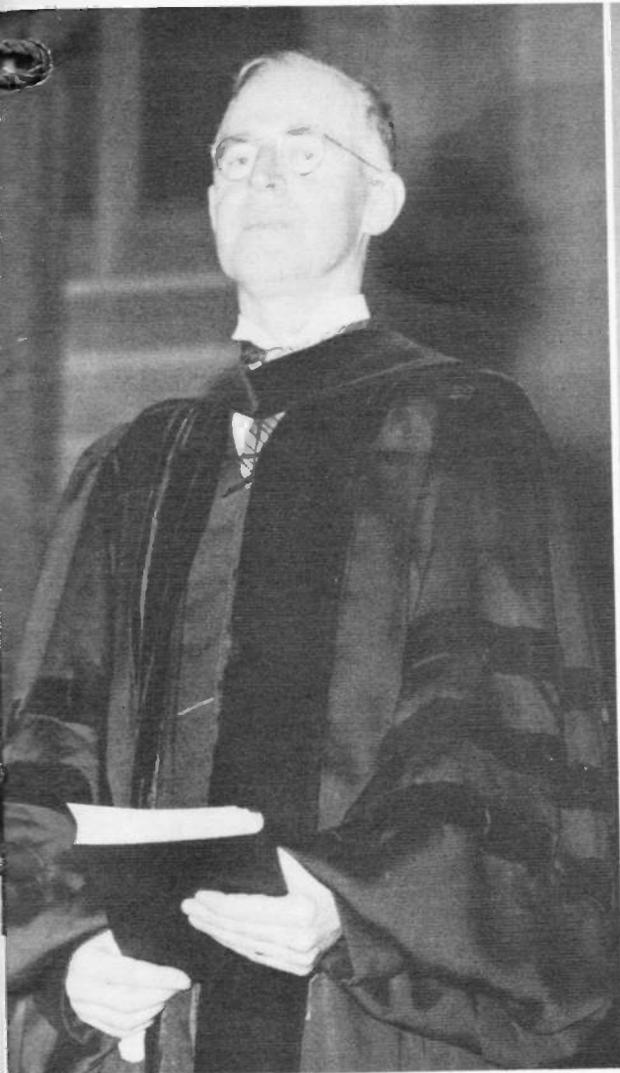
The First Unitarian Church.



First Baptist Church.



Rev. Dr. Thomas S. Roy, pastor of the First Baptist Church.



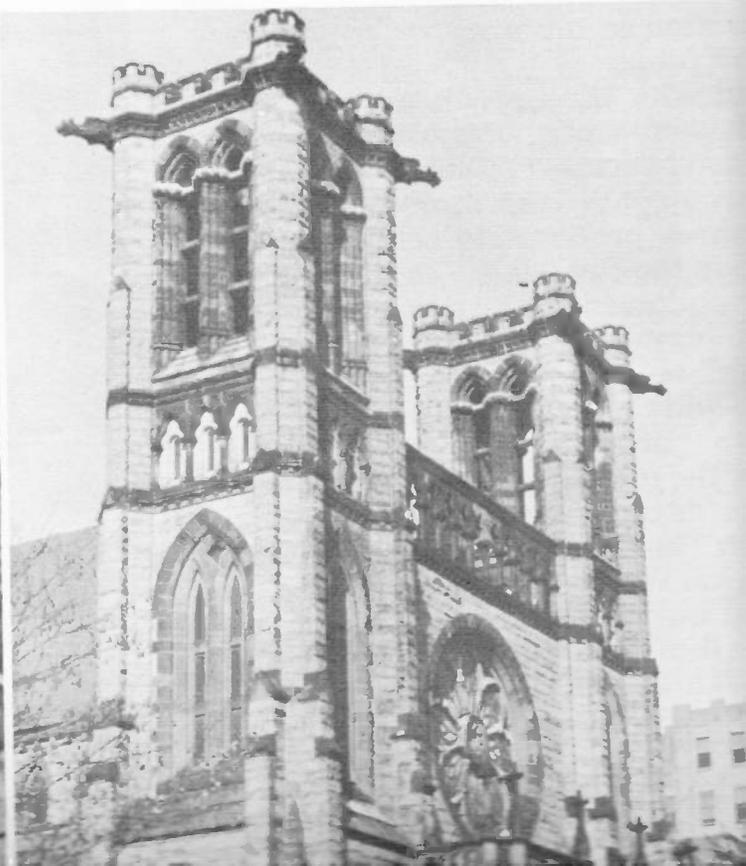
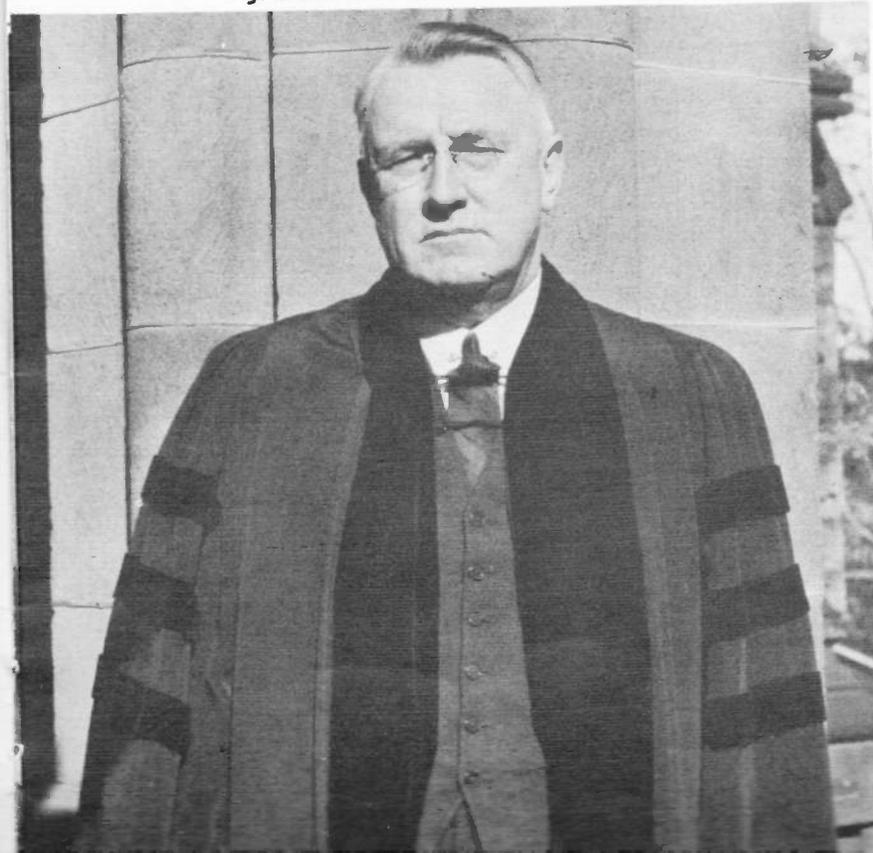
Rev. Dr. George E. Heath, pastor of the Wesley Methodist Episcopal Church.



The Wesley Methodist Episcopal Church

Rev. Walter A. Morgan, pastor of the Chestnut Street Congregational Church.

Chestnut Street Congregational Church



WTAG

brings you one of the nation's great markets

WORCESTER MASSACHUSETTS

Worcester, a city of 200,000 people, is the humming center of one of the great industrial areas of the world. From its busy factories come textiles and leather goods, machinery and machine tools, crankshafts, boilers, grinding wheels—nearly every conceivable item that skilled hands can produce. For Worcester, perhaps more than any other city, typifies New England enterprise and ingenuity.

Many of Worcester's large manufacturing firms represent the growth of generations, yet new industries constantly add to the yield. There is much established wealth in the city, and the skill needed for producing its manufactures demands—and receives—high wages. Within the WTAG primary area, manufacturing payrolls exceed 133 millions of dollars. Income tax returns per thousand of Worcester's population are twice the national average; the city is first among all cities of 150,000 population or more in per capita savings deposits.

And with the growth and accumulated wealth of the years, Worcester has also become a cultural and educational center. No less than five colleges and three preparatory schools are located in the city itself. There is a splendidly endowed art museum and clubs of literary and historical note. The annual Music Festival has achieved world-wide renown.

Here then, is a market that is important to the radio advertiser by reason of its size, its receptiveness and its buying power. The extent to which WTAG delivers the Worcester area audience, analyzed on the last page, conclusively shows that this station deserves special consideration on all Class A lists.

INCOME TAX RETURNS

More than 50% above national average. In Worcester 7.9%. In U. S. 5.2%.

PER CAPITA SAVINGS

\$904—highest among all U. S. cities over 150,000.



MARKET DATA — WTAG COVERAGE AREA

Coverage	Primary	Secondary	Total Area
Population 1938	764,564	731,738	1,496,302
Families 1938	171,462	185,384	356,846
Urban	138,548	173,600	312,148
Rural	32,914	11,784	44,698
With Radio Sets	159,030	174,160	333,190
Urban	127,465	163,710	291,175
Rural	31,565	10,450	42,015
Owning Homes	75,439	75,563	151,002
With Children under age 10	66,394	71,587	137,981
With Children under age 21	103,735	109,376	213,111
Retail Sales			
Food Stores	2,362	2,500	4,862
Sales \$	61,479,000	65,175,000	126,654,000
Restaurants	689	729	1,418
Sales \$	11,509,000	12,181,000	23,690,000
General Stores	56	59	115
Sales \$	1,753,000	1,854,000	3,607,000
Department Stores	185	196	381
Sales \$	16,639,000	17,610,000	34,249,000
Apparel Stores	466	493	959
Sales \$	16,941,000	17,931,000	34,872,000
Automotive Stores	369	390	759
Sales \$	20,886,000	21,996,000	42,882,000
Filling Stations	569	602	1,171
Sales \$	8,892,000	9,412,000	18,304,000
Furniture Stores	204	216	420
Sales \$	7,715,000	8,157,000	15,872,000
Bldg.-Hdw. stores	200	212	412
Sales \$	9,191,000	9,728,000	18,919,000
Drug Stores	197	209	406
Sales \$	6,340,000	6,711,000	13,051,000
Other Stores	710	751	1,461
Sales \$	22,620,000	23,941,000	46,561,000
Total Stores	6,007	6,357	12,364
Sales \$	183,965,000	194,696,000	378,661,000

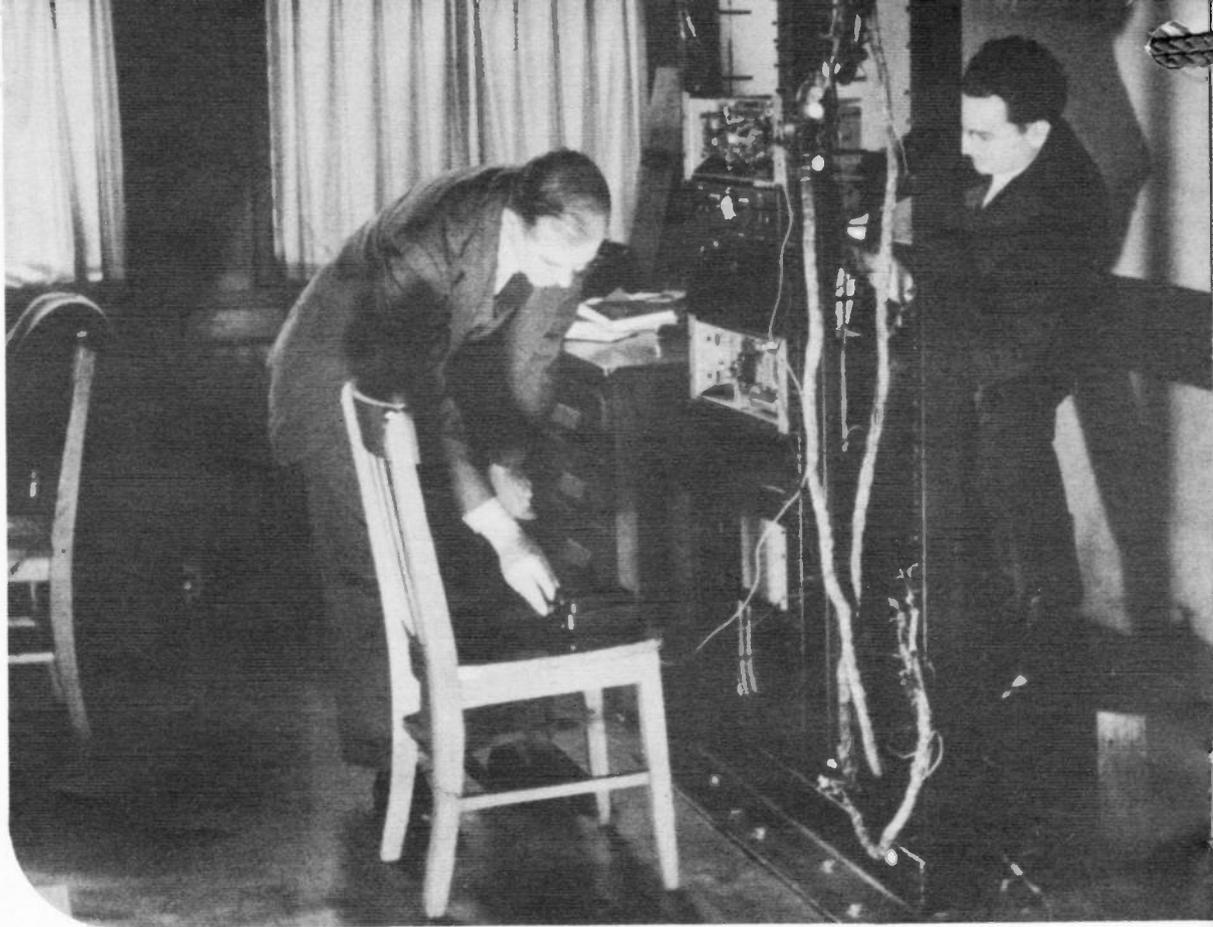
FOOD EXPENDITURES

Per capita \$127—64% over U. S. average.

CLOTHING—FOOTWEAR

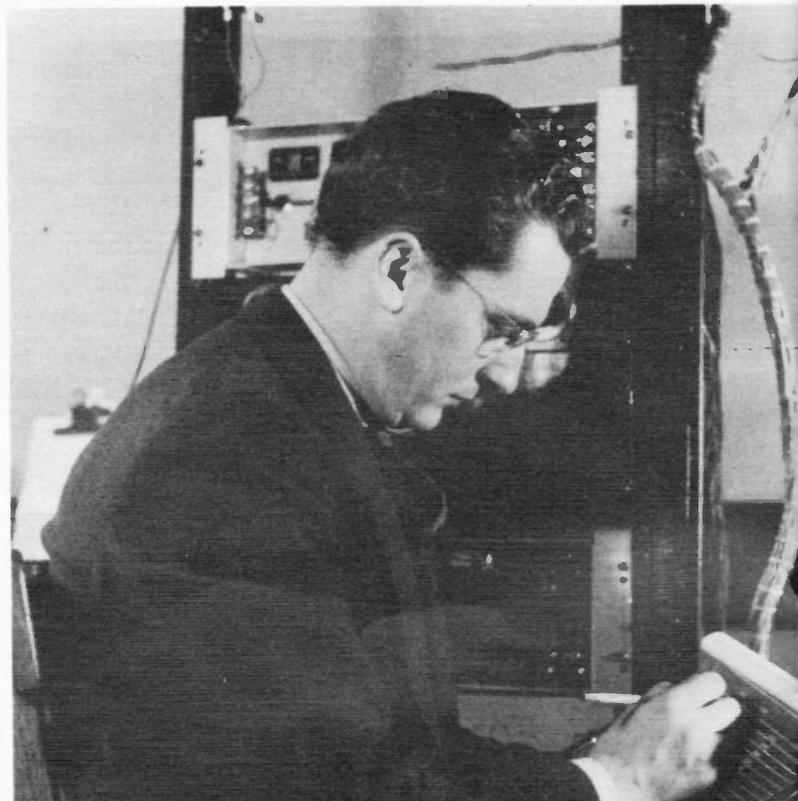
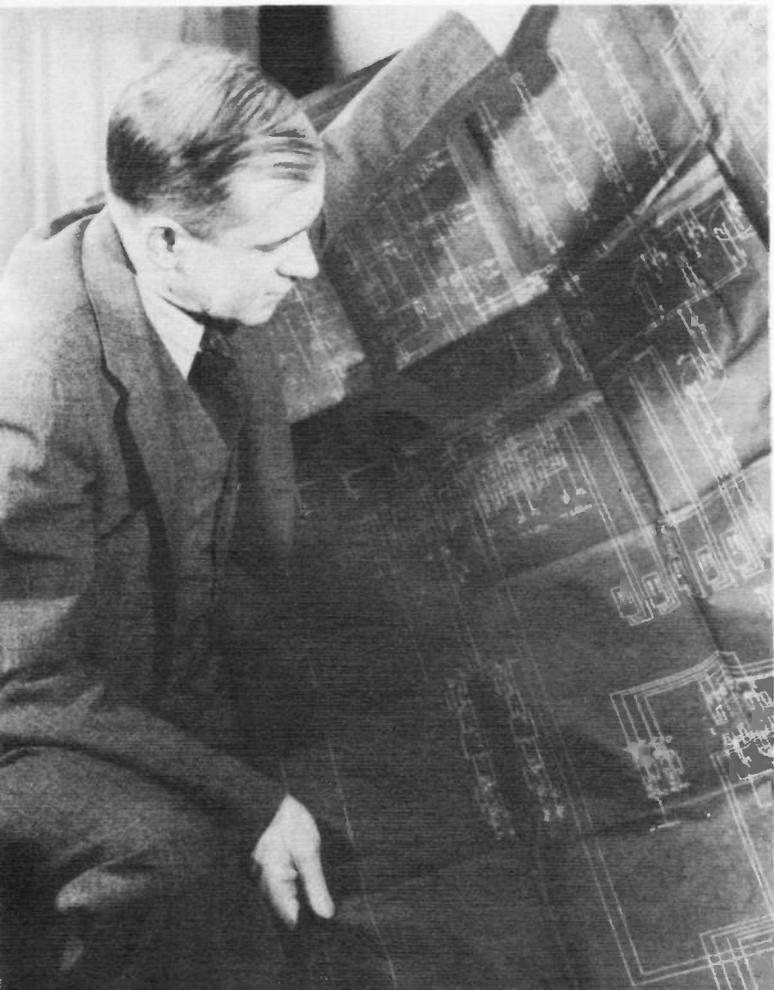
Per capita expenditure \$54.48—120.2% over U. S. average.

Back down that long corridor, where one meets people in a constant rush, we need only turn our heads to the left and there is the laboratory-office of Professor Hobart H. Newell and Elliott A. Browning, WTAG's Chief Engineer and Assistant Chief Engineer, respectively. Some new circuit or gadget of some kind has come under their eye, so we'll tread easily.

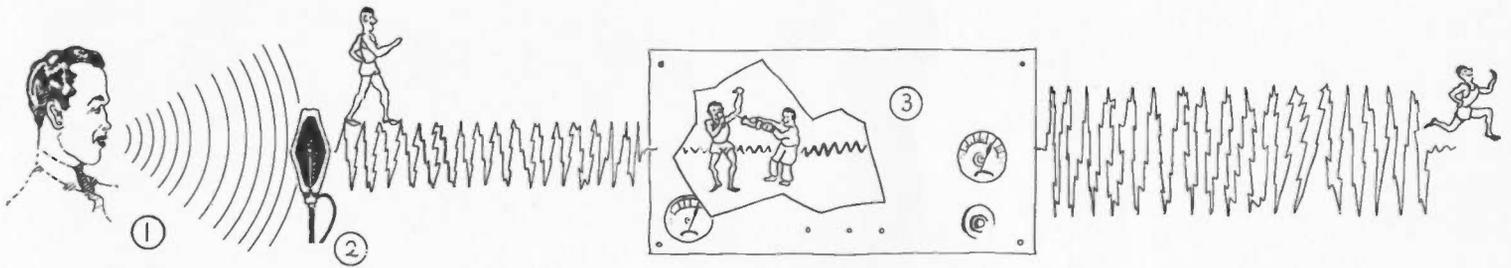


Someday . . . some sweet, peaceful day . . . **PROFESSOR H. H. NEWELL**, WTAG's Engineering Supervisor, hopes to get all of his myriad jobs caught up. If you were head chaperon for every wire, circuit, relay, tube and amplifier in the WTAG system of transmission, you would feel the same longing, no doubt. Mr. Newell was familiar with radio from an amateur's standpoint when it was only a wild dream to most of us. But his interest in things electrical carried him directly into the path of modern radio — his well-grounded knowledge made him an outstanding authority. In the United States Navy he was engaged in submarine detection. Professor Newell came to WTAG in 1928.

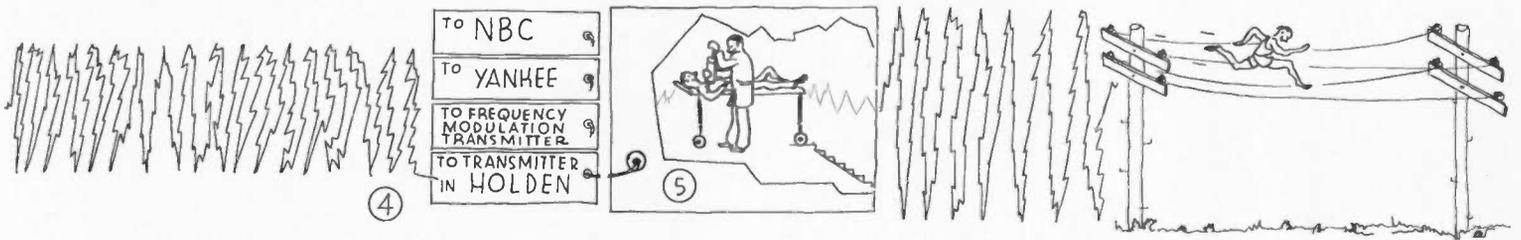
Engineers are strange creatures, when you come right down to it — they tinker all day with this radio business, and then dash home for a restful evening of -- doing the same thing. **ELLIOTT "A-for-Andy" BROWNING**, Assistant Chief Engineer, has his own "ham" rig. In fact, that was his radio beginning. He serviced radio receivers for a year before becoming an operator, and stepped up to a transmitter maintenance job in 1930. In 1939 Mr. Browning came to WTAG as Prof. Newell's assistant. From the standpoint of educational background, it's the best radio can offer: RCA Institute. He is married . . . gets a night off for bowling, occasionally.



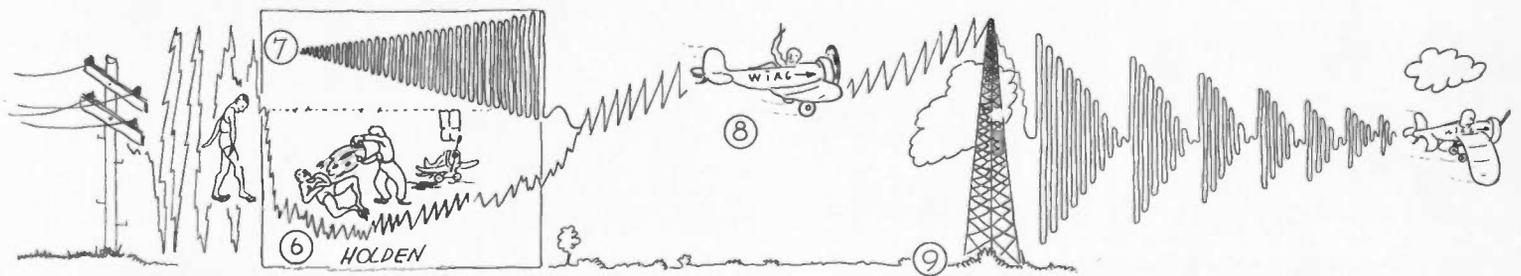
FROM THE WTAG "MIKE" TO YOUR SPEAKER



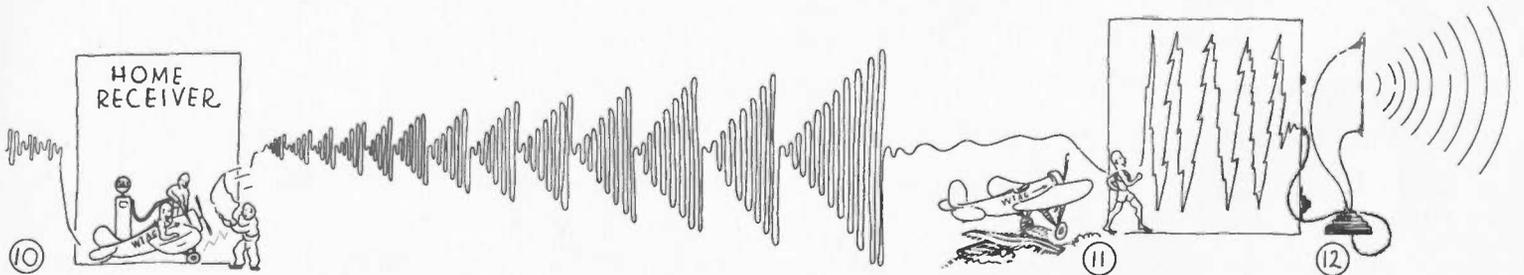
An announcer speaks (1) and the sound waves striking the microphone (2) generate weak impulses of electricity which vibrate in accordance with the sound waves. The power in these impulses is so small that it would take about sixty million microphones linked together to light an ordinary sixty watt light bulb. Thus, the impulses are sent through two amplifiers to build them up in the WTAG master control room (3), and move on . . .



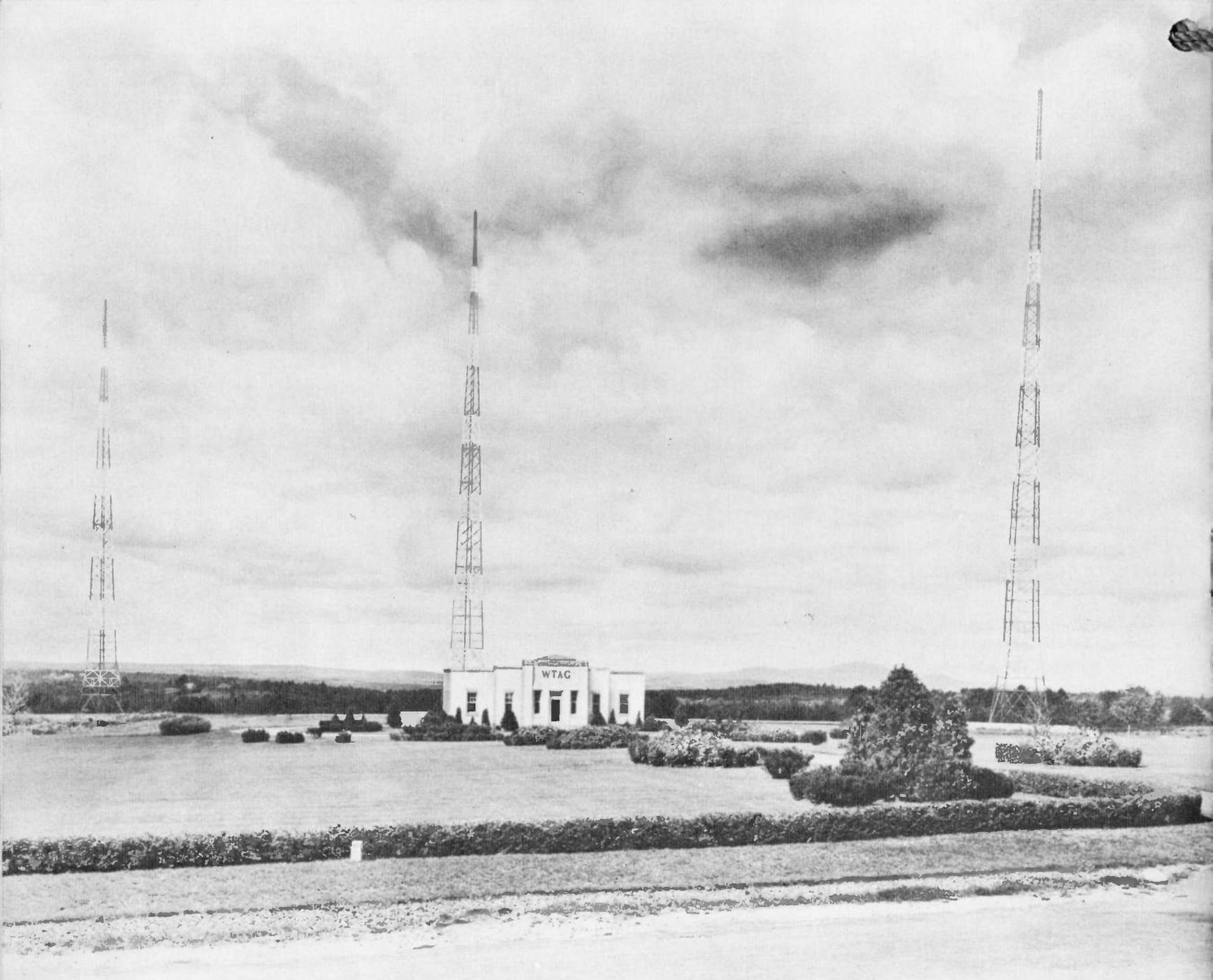
. . . to the master control console (4). There, the impulse is routed to the NBC, Yankee Network, Frequency Modulation Transmitter, or Holden Transmitter lines. More strength is needed to carry them to their next destination, so another amplifier increases their power, again (5), before they travel out over telephone lines—in this case to Holden.



At the Holden transmitter, the electrical impulse is nearly spent in power, and must be revived before it can be broadcast (6). Meanwhile, the radio frequency energy is being produced on the "crystal"; this is a perfectly uniform wave (7), until the form of the audio frequency impulses, from the microphone, is implanted on it (8). Thus, the former, called a "carrier" wave, virtually does carry the latter as they are radiated from WTAG's triple-tower antenna system (9) and out over the air . . .



. . . to your receiver, at home. By now, the radio frequency energy is too weak to convert into an audio frequency impulse—so you have an amplifier in your receiving set which builds up the wave (10). The next step is to change the radio wave, back into an electrical wave in your detector (11). Thus, we drop the radio frequency wave we picked up at the transmitter, and return to the same wave as existed up to the transmitter. This is exposed to the diaphragm in the loudspeaker of your receiver (12), and you hear it as the physical waves that emanate from the mouth of the announcer. And remember — this happens so quickly that you would hear a speaker through a microphone, sooner than those who were listening to him in the rear of a large auditorium!



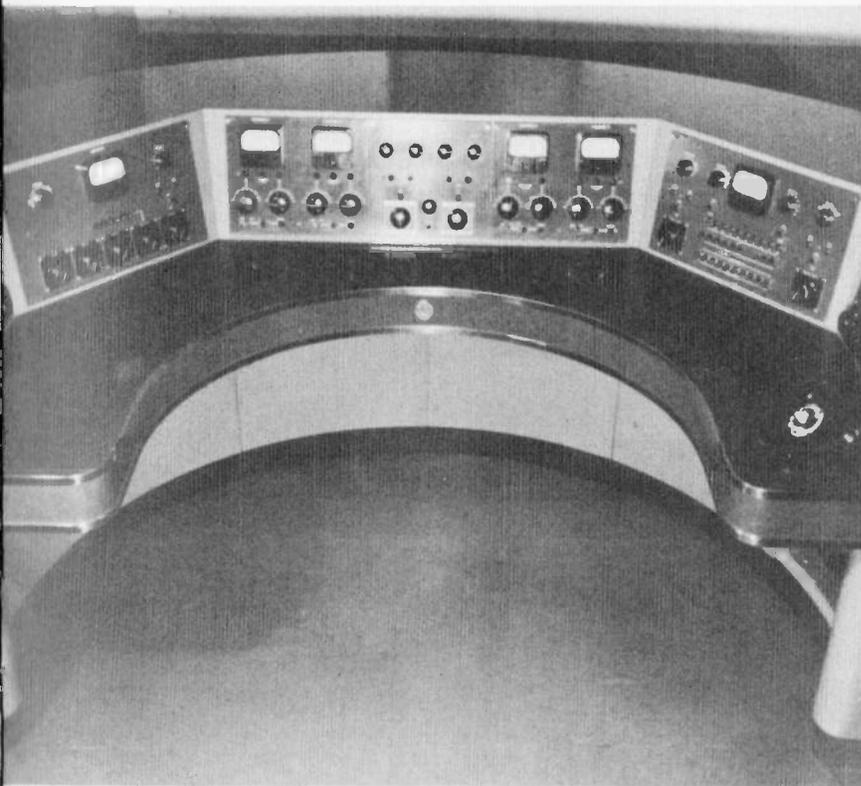
The WTAG Transmitter is housed in this building at Holden. The 375 foot triple towers further increase the efficiency of the broadcast transmission of WTAG programs.

FREQUENCY MODULATION

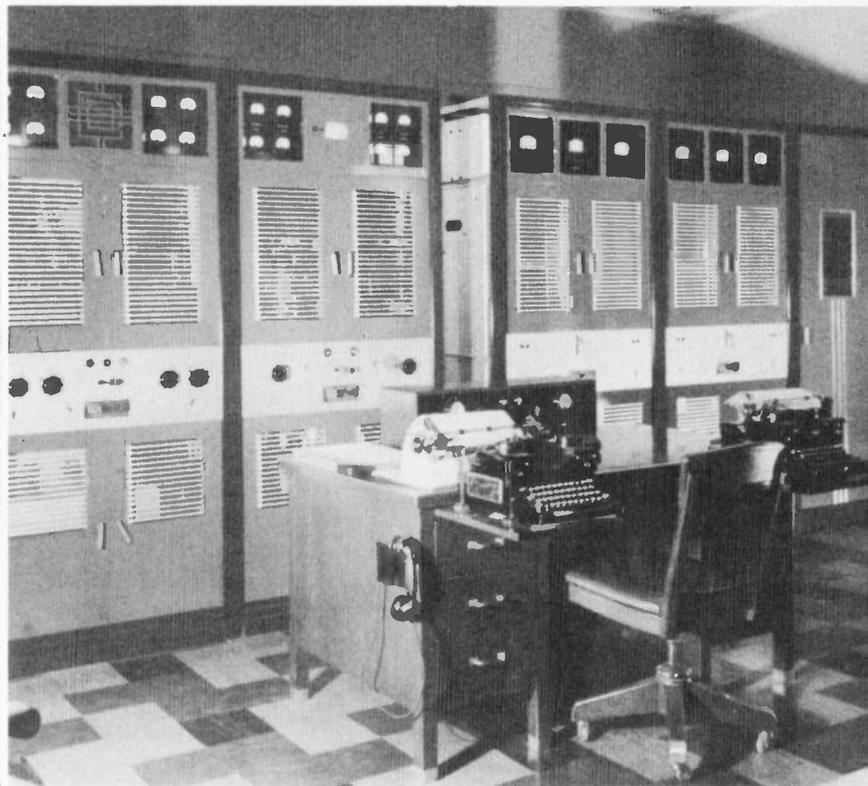
CONSISTENT with its policy of providing the listener with the best in radio, the management of WTAG has authorized the installation of a Frequency Modulation transmitter. Installation work is already under way, and completion of the project is expected early in the spring. The new station will operate on a frequency of 43.4 megacycles.

Frequency Modulation permits radio reception with an almost complete elimination of static, and a naturalness of tone hitherto unattainable. It will also eliminate interference between stations. Frequency Modulation is easily one of the most important developments of the radio art and station WTAG is proud to be one of the first stations to bring this new service to the listeners of Central New England.

WTAG TECHNICAL EQUIPMENT



Master Control Desk, giving a full view of studios A and B, is the point where programs from NBC or Yankee networks, our own studios and remote points are directed to their proper channels for broadcast.

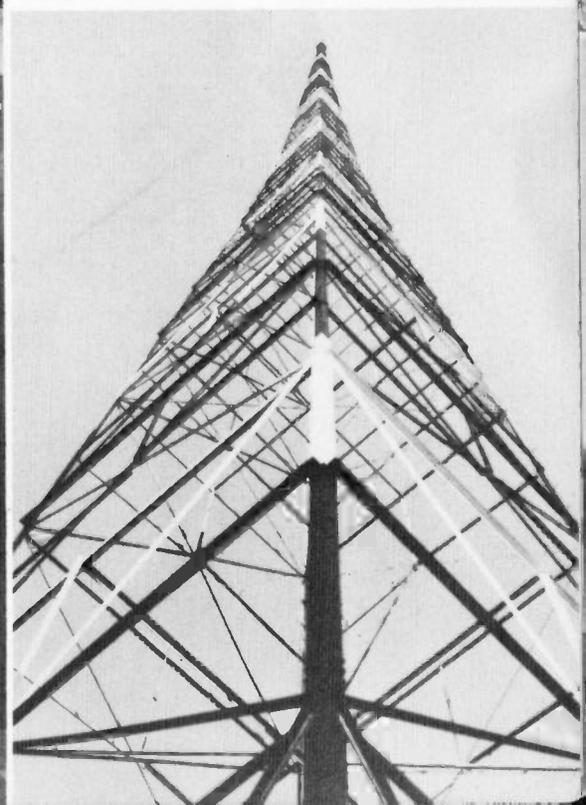
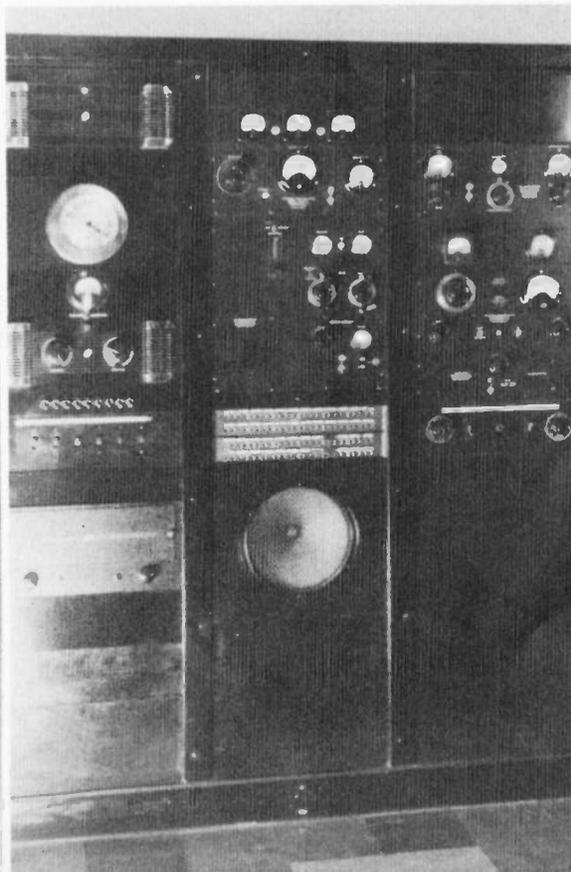
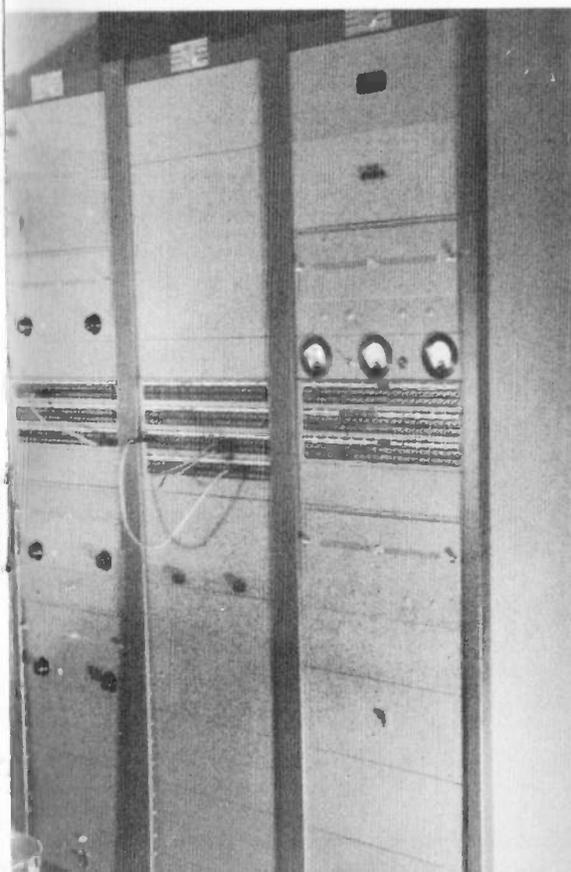


WTAG's five kilowatt transmitter is the latest development in broadcast transmission. Within these shuttered cabinets the electrical impulse from the microphone at the studio meets the radio carrier wave, which originates at a crystal which must be kept at an exactly even temperature constantly. The "sound" wave is superimposed on the carrier wave, or radio wave, to be radiated from WTAG's triple towers to your receiver.

One of the Studio Amplifier and Testing racks, where the minute impulse from a microphone is "stepped" up to greater strength, to carry along its wire route to the next amplifier at the Holden transmitter.

Still more amplification is necessary when the impulse, originating at the microphone in WTAG's studios, reaches the transmitter. Some of the additional amplifiers and testing equipment is installed in this rack.

Thrusting upward into the sky at the WTAG transmitter plant at Holden, stand three of these radiation masts . . . each three hundred seventy-five feet high, controlling the direction in which the WTAG programs travel. This striking photograph, from the base of one of the towers, seems symbolic of radio's attitude: ever optimistic, always reaching higher into a finer service to listeners.





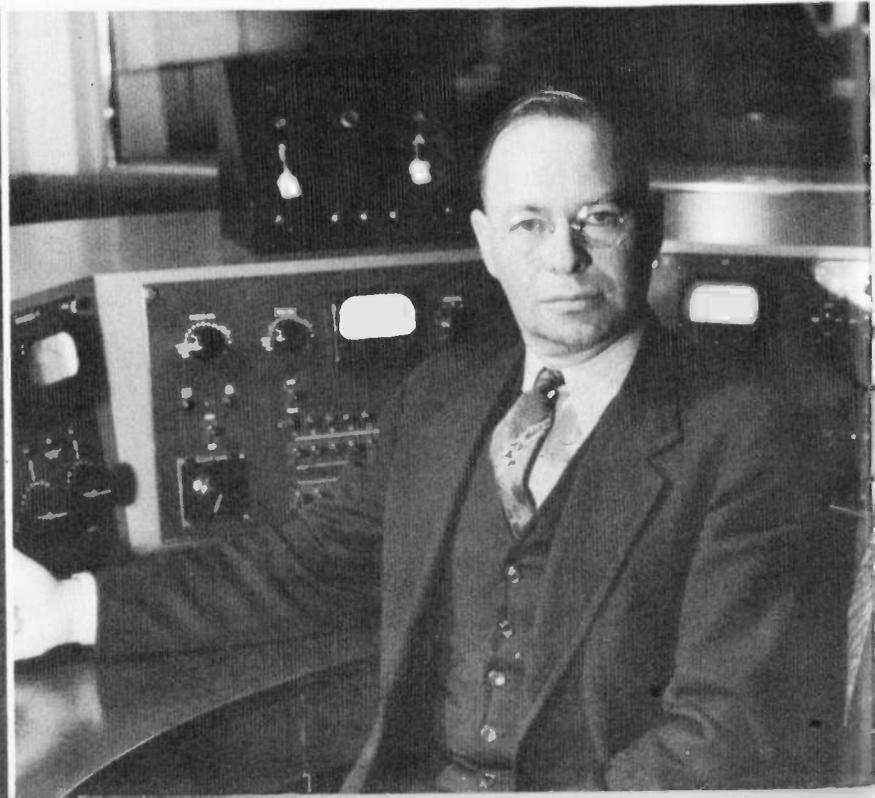
Of an evening . . . most any evening . . . a young fellow of some thirty winters will be seated before a table filled with gadgets tapping out "W-1ACI CALLING CQ . . . W-1ACI CALLING CQ . . . W-1ACI, ATTLEBORO, MASSACHUSETTS, CALLING CQ . . . COME IN PLEASE". It is **ALLAN W. GORDON** with his own amateur radio station, W-1ACI—his hobby, together with firearms. Al attended New York University and the University of Maine (Rudy Vallee's alma mater), and came to WTAG in 1939.

To many people, details are the bane of existence; but to **JAMES GODFREY** they mean the difference between a sloppy job and an exact one. Jim cannot do his best work unless there is time to examine and direct each detail. Before joining the WTAG staff, back in 1939, he had done both land and sea radio—the bounding main became a sincere love to him, and he returns every chance he has. That he was a normal, healthy child, is proved by his early desire to be President—he's changed.

WTAG TECHNICIANS

Paraphrasing of play title: "Three Loves Has Elton" . . . precision, responsibility and—hot-dogs! **ELTON W. "Call-me-Al" MORDE**, is in his element as a WTAG Radio Operator, for it demands the first two of his "loves" and makes possible the third. As a lad in New Bedford, Massachusetts, Al used to peddle newspapers; came high school, the desire to join the army and other normal phenomena, and, at last the radio-bug, which has culminated at WTAG, since 1937. Recently deserted bachelorhood.

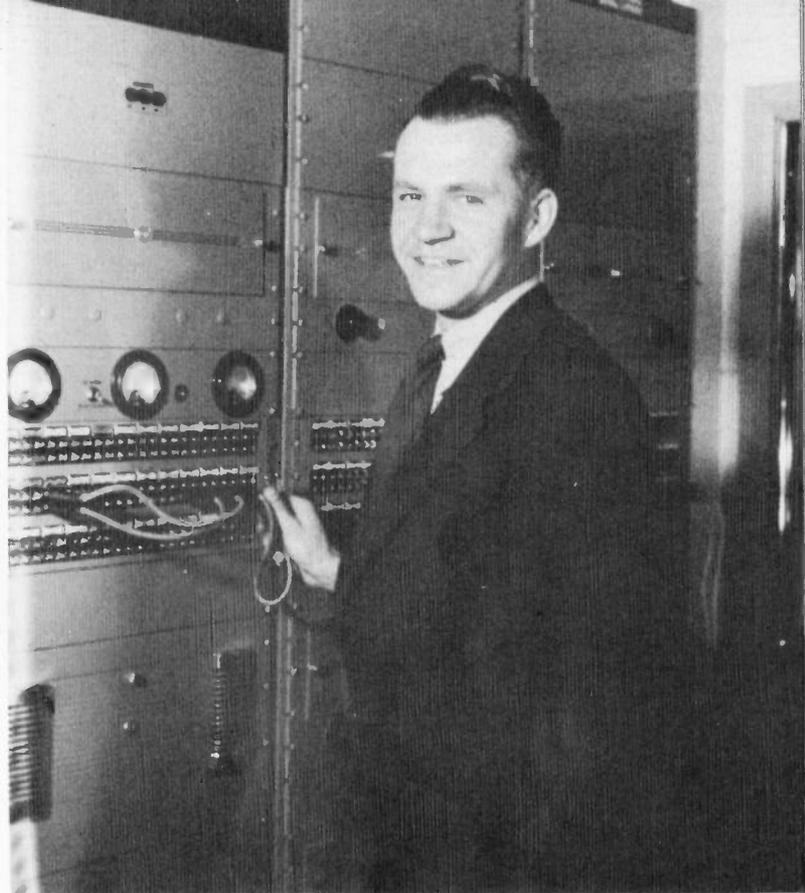
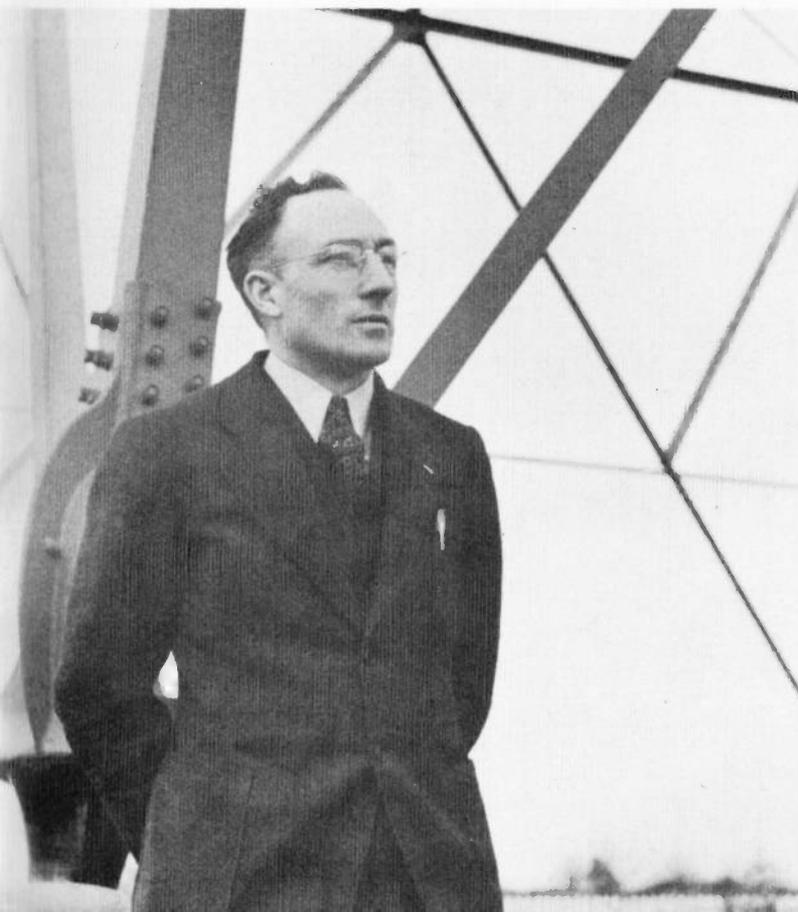
Aboard a flaming ship, loaded with gasoline; rescues from a sinking ship; active service in the U. S. Navy during the World War; revolutions in Central America; hurricane in Cuba; Earthquake in Guatemala; and flood in New Hampshire—very briefly, that is the experience of **EDGAR W. "JACK" FROST**, WTAG Radio Operator. He traded a set of drawing instruments for a tuning coil, crystal detector and headphones in 1913, and took radio unto himself, forever.





When the original Devereaux family made their home in the new territory called Canada, radio just wasn't. But a few generations later, a son — **JOSEPH DEVEREUX**, WTAG Operator — found himself a job with the Canadian Marconi Company, and went ahead with the trend of new world to conquer. Born on Prince Edward Island, in Canada, Joe inclined toward the study of law. He gave it up after a couple of years in college. Currently, married, he goes in for chicken raising.

Standing at the base of one of WTAG's antenna towers is **CLARENCE B. KELLEY**, Transmitter Operator, who looked at the world for the first time in Saco, Maine, and turned his first lick of real wage-earning work haying. Interested in telegraphy, "Kel" saw radio gear in a mail-order catalogue one day, and fell victim of our profession. Marine radio and commercial telegraphy led into WTAG in 1928. Homemade bread with a goodly slice of country ham makes his life complete.



It was really a glamorous story told on the back cover of a radio magazine. It was quite wonderful — to the extent that **C. F. "STUBBY" DAVIS**, Operator at WTAG, read and reread the tale of adventure awaiting those who learned wireless operation and went to sea. That is how our jovial "Stubby" came to radio. He went to sea, as a radio operator; he also dabbled in high finance in a broker's office, and in wood pulp at a paper mill. But at the age of thirty, Mr. Davis is still unwed.

We need only refer you to page 20 to explain the purpose of **THOMAS GARDINER** in the service of WTAG. Take a look at the picture of WTAG's transmitter plant with its smartly kept landscaping and you see the handiwork of Tommy. He knows what plants need to look healthy because his whole life has been spent in finding out — but now (more's the pity) he is interested more in press work. Tommy hobbies in photography.



SALES & ADMINISTRATION

Several years ago — and you'll never know how many from her — a young actress came out of Cleveland, Ohio, to travel for a number of years as leading woman with dramatic companies. **DOROTHY ROBINSON** loved the theatre, but when it started to wain, she obtained her first non-theatrical job — selling radio time for Mr. Hill. That was 1929. Educated in the great school of travel and experience, "Robbie" fits the radio representative field nicely. She has the official title Manager of Local Sales.



Left —

He does look sober, doesn't he? Well, he isn't fooling about his radio business. **ROBERT W. BOOTH**, WTAG Traffic Manager, joined our station at an inopportune time for an entrance. The hurricane was getting all the attention available — it was September 21, 1938. Bob ran the educational gamut of Deerfield Academy, Williams College, and Trinity College of Cambridge University in England. From here he took up his duties of routing programs, announcers, spots, studios and time, so they end up in the right combination, at the right time and place.



Right —

After secretarial courses and substitute work for a couple of Worcester companies during school, **MARGUERITE MARY McCORMACK**, Office Manager of WTAG's Commercial Department, moved directly into the WTAG organization. "Peg" likes the home type of happiness — painting, decorating and even, as she would say, "assisting with manual labor that happens to happen at the time". People, to her, are more interesting than most things she can imagine. She has been part of our staff since 1928.





One of the most recent additions to the staff up here at WTAG is **LILLA ARNOLD**, secretary. Although Lilla is a Worcesterite from 'way-back, she came from a position in Boston to help handle the multitude of detail of a radio station. She has never experienced the somewhat different activity of this business until now, so she is apt to wonder at the sanity of the vocation. Nursing was Lilla's first temptation — for some reason, never realized. She can handle a horse with the best.

Right slap-dab out of Simmons College comes this diminutive Miss with the black hair; and right slap-dab into a job writing radio copy, she walks. **MILDRED KORNETZ** compensates for lack of experience by overwhelming enthusiasm and natural aptitude for writing. "Mitzi" is an excellent nickname for her. A Boston product, "Mitzi" wanted first, last and always to do tricks with words. Currently, she is trying to get a short-story published.



She has a maverick little finger that insists upon hitting the "z", instead of the "a", on her typewriter otherwise, **MARY AGNES PELOT**, secretary, turns out a fine job. Born in California, Mary Agnes has had plenty of travel — her father is an officer of the U. S. Army. Her original ambition was, she says . . . "to marry an actor". When asked why, she asked "Why not?" — so we quit. She is single; blushes prettily; dislikes fire sirens; rebels at "having to be athletic".

KATHERINE NORSTEN, secretary to Mr. Hill, lists her experience as an insurance company, an oil company, the Worcester Telegram & Gazette and minding the "nabor's baby". She's 26, likes to sing, is learning to ski, single and dislikes buttermilk.





Above Left . . . Well, it seems that she had always wondered what this radio business was all about, so, when the job was offered **IRENE KERSIS** accepted, as receptionist-secretary. The combination of a deep interest in world affairs (That's plenty of territory) and in performing radio, prompts Irene's desire to—eventually— become another Dorothy Thompson. She is eighteen years old.

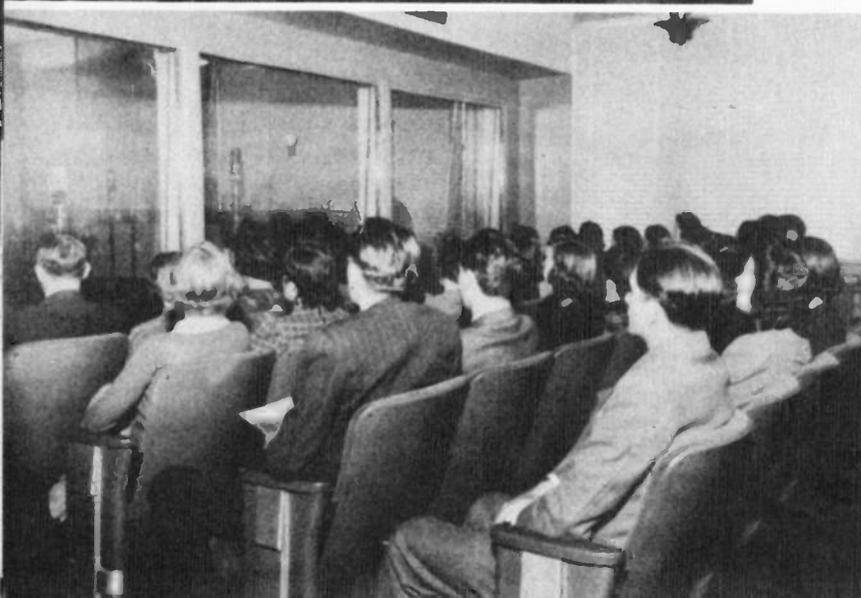
Above . . . On weekdays, after 5:30 p.m., you will find **WARREN HOTCHKISS** at the reception desk. Currently, he is enrolled at Worcester Tech, planning a career as a civil engineer—says he has always liked to build things, so may as well make it work for him. Out at school they call him "Hotch" . . . Warren's home is down in Norwich, Connecticut.



Left . . . Radio, unlike most businesses, operates without regard for holidays or weekends, so that gives **JOSEPH WHITAKER** a chance to do some part-time work while attending Worcester Tech. Like Warren Hotchkiss, he is studying engineering—mechanical, in his case. "Bud" or "Whit", comes from Boston.

Below Left . . . Just off the reception room, we look into WTAG's new audience lounge, which gives a view of studio A through double plate-glass windows. You are invited to take a comfortable seat with this audience when you visit our studios next time.

Below . . . One of the new rooms WTAG has added for the convenience of listeners and sponsors is this Audition Lounge. It seems to be occupied, but come in, anyway, for you will want to meet Frederick Rushton, who writes your Sunday Radio Section, at the desk, and salesman Edward Crockett, right. The introductions will be accomplished on the opposite page.





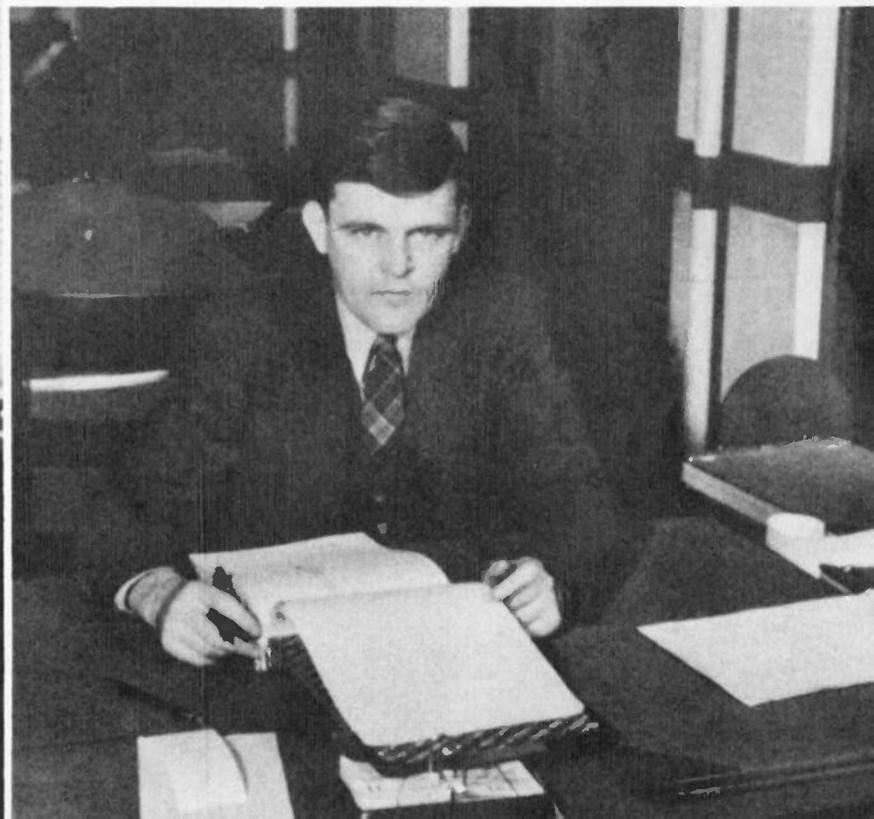
Above . . . **FREDERICK L. RUSHTON**, feature writer and radio editor of the Worcester Telegram and Gazette, is the man responsible for the popular radio section in the Sunday Telegram. Never has he deviated from his desire for newspaper work. After graduation from college, he went to work on a small town sheet and finally came to our papers. His young son and daughter fill his spare time, but there is still enough left for his contract bride.

Below . . . **ROBERT J. BROWN**, Sales Representative, took an early shine to farming, because he "wanted to be alone". But fate decreed otherwise, for Bob worked at a number of things, from filling station attendant to men's furnishings — he even drove an ambulance, at one time. Born up in Jackson, Michigan, where there are plenty of lakes complete with fish, Bob names fishing as his favorite pastime, but would rather eat steak.



Above . . . **EDWARD S. CROCKETT**, WTAG Sales Representative, started where all successful men start — according to the best stories — as an office boy. Ed, who thinks women's hats are . . . what most men think they are, attended Huntington Prep School and Tufts College before launching his sales career with several wellknown companies. Ed is from Arlington, married and collects antiques as a hobby.

Below . . . **JAMES F. SWEENEY**, bookkeeper at WTAG, gets a chuckle out of the memory of his tremendous desire to be a big league baseball player. That was long, long ago. He doesn't know **why** he wanted that, because he has always liked football better. Jim came to Worcester from Dorchester to study at the New England School of Accounting. That done, he joined this staff.





NETWORK PER TO BE HEARD

- 1—Fibber McGee of the popular Fibber McGee and Molly program.
- 2—Dennis Day of Jack Benny's Sunday Evening Program.
- 3—Marjorie Mills from Yankee Network.
- 4—Jack Stevens—the Inside of Sports Yankee Network.
- 5—Gretchen McMullen talks from Boston on Yankee Network.
- 6—Jim Ameche of Hollywood Playhouse.
- 7—Nan Gray of Those We Love.
- 8—Gail Page of Hollywood Playhouse.





9



10



11

PERSONALITIES ON WTAG

- 9 Rachel Carley of Manhattan Merry Go Round.
- 10—Margaret Speaks of Voice of Firestone.
- 11—Virginia Sims of Kay Kayser's Col-lege of Musical Knowledge.
- 12—Judy Garland of the Bob Hope program.
- 13—Connie Boswell.
- 14—Arline Francis popular NBC Dramatic star.
- 15—Fred Waring whose Pleasure Time is heard 5 nights a week.
- 16—Guy Lombardo.



12



13



14



15



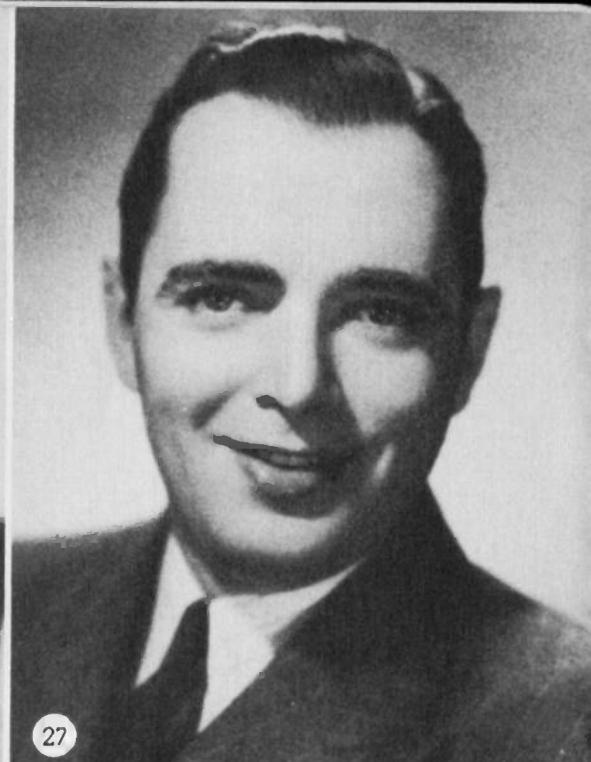
16



NETWORK PER TO BE HEARD

- 17—Peter Van Steeden.
- 18—Alec Templeton.
- 19—Bing Crosby.
- 20—Edgar Bergen and partners.
- 21—Fred Allen and Portland Hoffa.
- 22—Julia Sanderson and Frank Crumit.
- 23—Jack Benny and Mary Livingstone.
- 24—Baby Snooks and Daddy.





PERSONALITIES ON WTAG

25—Molly of Fibber McGee and Molly.

26—Andy Devine.

27—Tommy Riggs.

28—George Jessel.

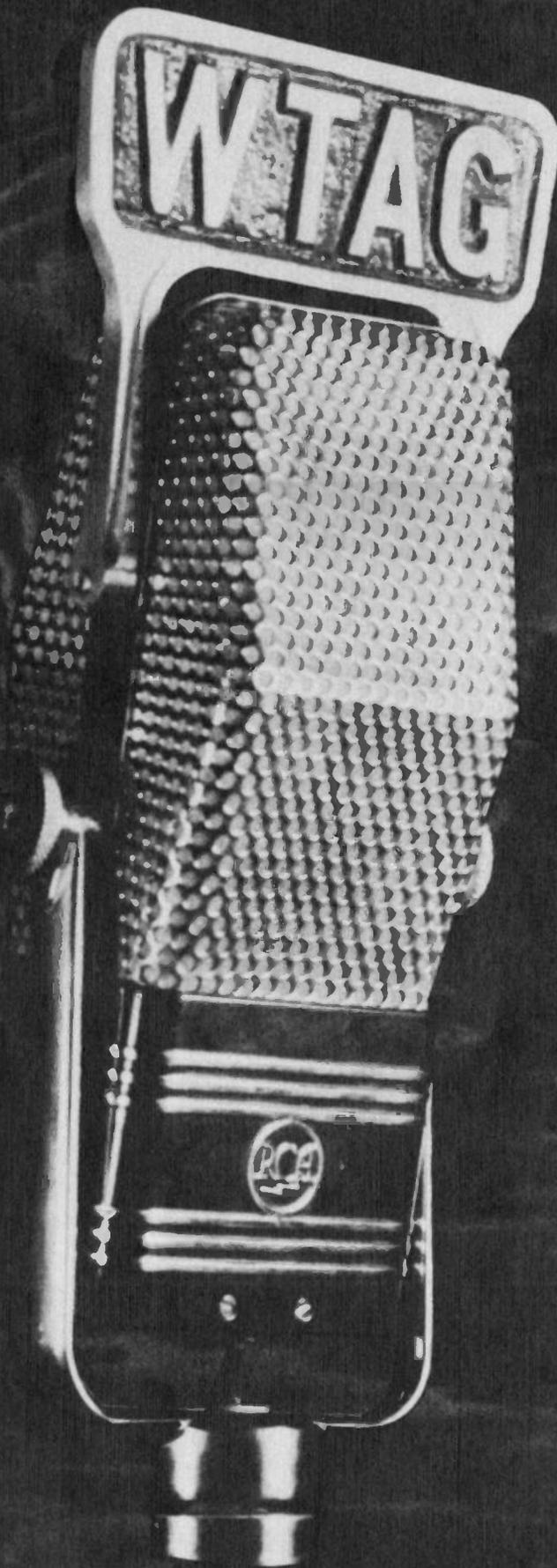
29—Milton Berle and Rudy Vallee.

30—Bob Hope.

31—Benny Goodman whose program is heard Saturday nights.

32—Johnny the page of Johnny Presents.





Owned and Operated by the
WORCESTER TELEGRAM AND GAZETTE,
WORCESTER, MASSACHUSETTS