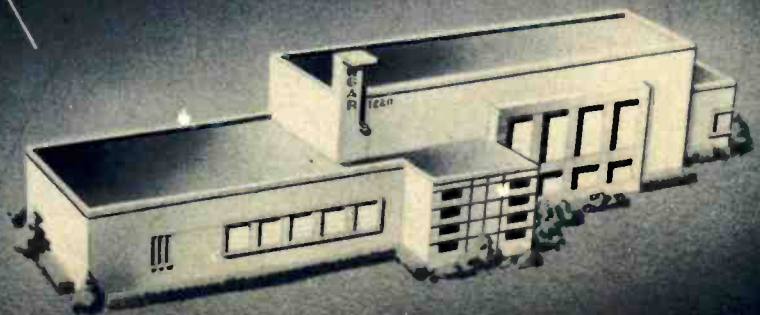
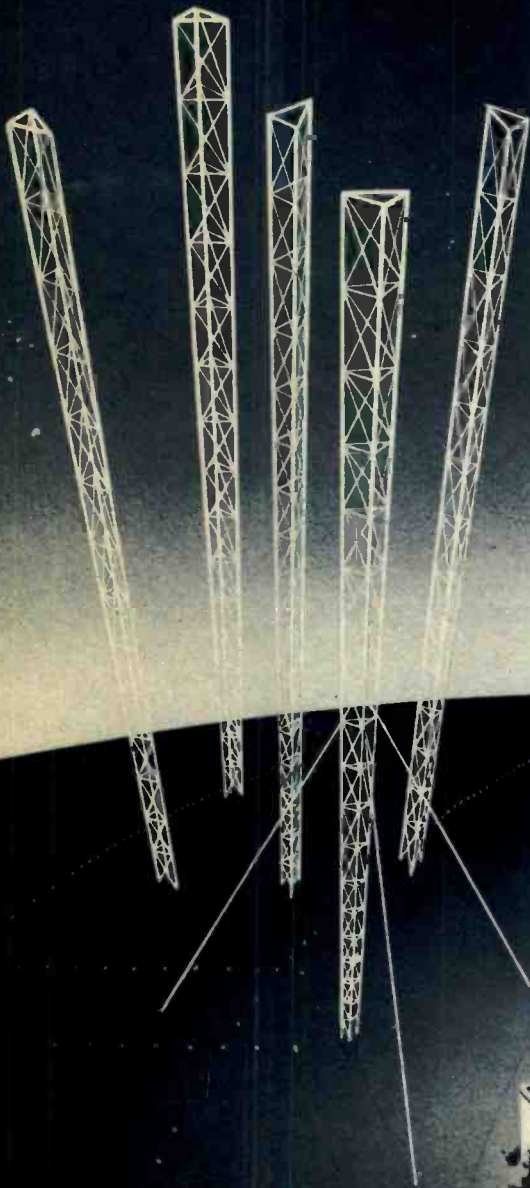


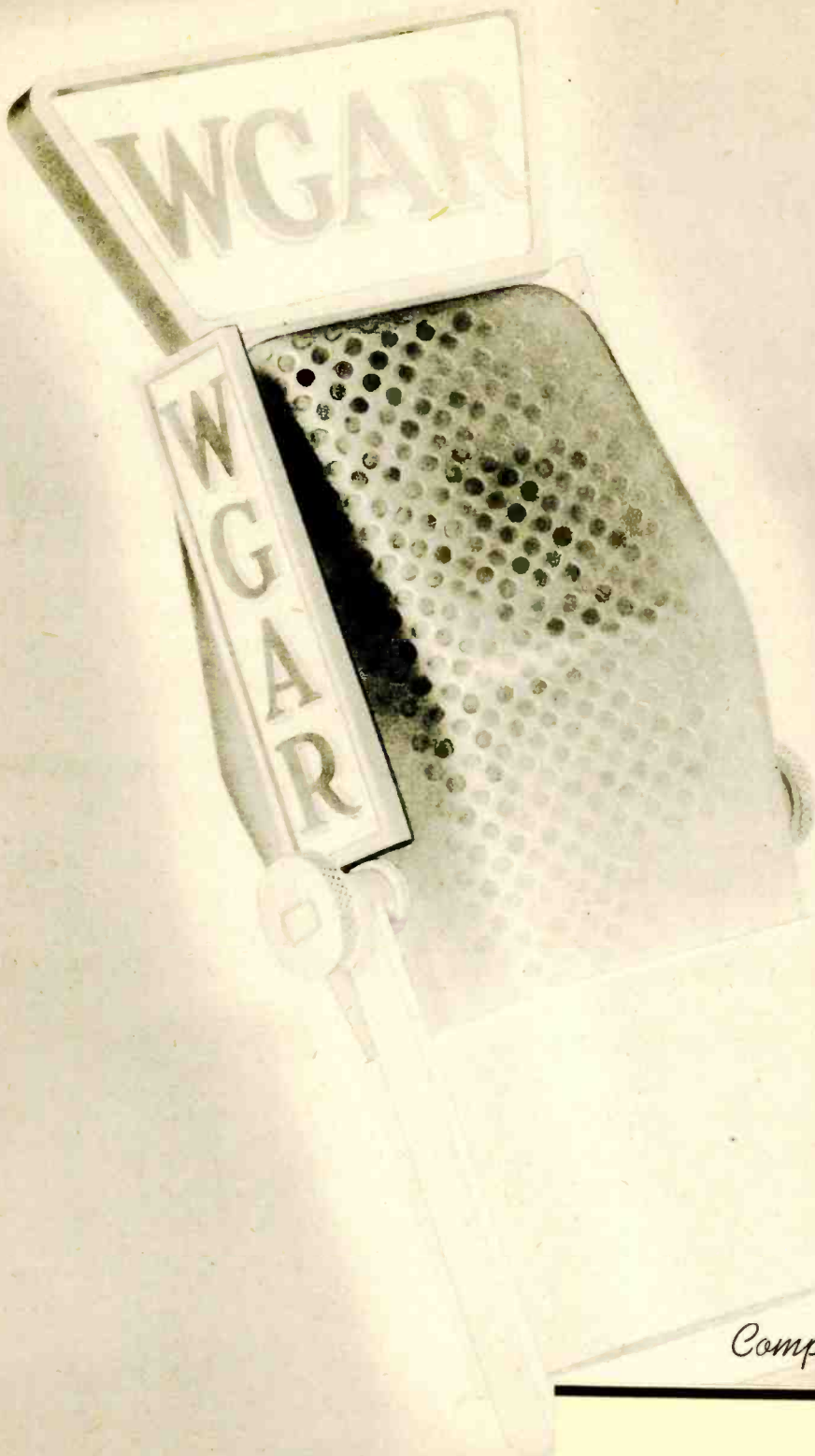
this is . . .

WGAR



Going Forward With Radio

www.americanradiohistory.com



Compliments of:

THE BATES ELECTRIC CO.
30 MAIN ST. - PHONE 2771
358 MADISON, OHIO

This album compiled and edited by
Thomas B. Tull, Editor
National Radio Personalities
Copyright, 1947, by
National Radio Personalities, Publishers
Peoria, Illinois





The G. A. Richards Award is presented by Mr. Richards, President of WGAR, to J. Edgar Hoover, Chief of the Federal Bureau of Investigation, for the most outstanding radio speech to be delivered during the year 1946 on the subject of "Americanism."

MORE POWER TO YOU

On July 4th, 1947, WGAR turned on its new 50,000 watt transmitter in Broadview Heights, Ohio. From a very small beginning back in December of 1930 with 500 watts, Cleveland's Friendly Station now serves more than 2,000,000 radio listeners in Northeastern Ohio . . . On the air a minimum of 21 hours every day.

To the countless old and new friends who look to CBS and WGAR for information, entertainment and inspiration, these pages are dedicated.

The pictures which follow portray only a part of the activities at your Friendly Station. WGAR hopes you will enjoy learning a bit more about some of the folks you hear just by tuning in your radio to 1220 . . . that you will be interested in what goes on behind the scenes.

You are always welcome at WGAR. Your comments about programs are welcome, too.

WGAR is a part of your community and of every facet of its citizens lives. To deserve your continued friendship through broadcasting programs you want to hear is our constant desire.



WGAR'S BOARD OF DIRECTORS AND OFFICERS

l to r: Carl George, Assistant General Manager; Harry Wismer, Assistant to the President; William A. Alfs, General Counsel; G. A. Richards, President; John F. Patt, Vice President and General Manager; P. M. Thomas, Secretary. Absent when picture was taken — R. Morris Pierce, Vice President in Charge of Engineering and E. M. Krause, Treasurer.

EXECUTIVES OF WGAR BROADCASTING CO.



GEORGE A. RICHARDS
President



JOHN F. PATT
Vice President and General Manager



CARL E. GEORGE
Assistant General Manager



R. MORRIS PIERCE
Vice President - Engineering



ELMER M. KRAUSE
Treasurer

These WGAR executives represent a combined total of 83 years of daily on-the-scene association and planning with WGAR's fine staff and with literally thousands of Ohio people and organizations.

This Was Only

(The last)



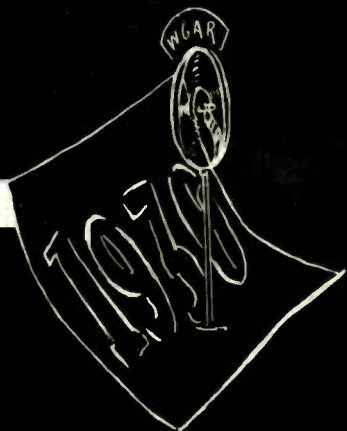
This was how our master control board looked. (Our transmitter was in the next room).



One of our first microphones. (Carbon type)

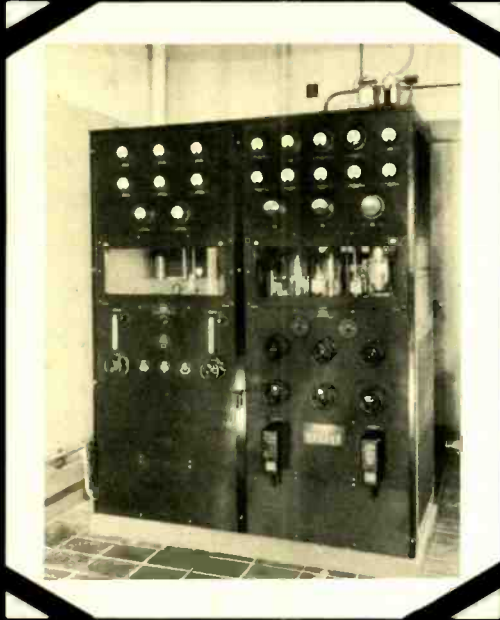


An early WGAR Studio



The Beginning...

(word in 1930)



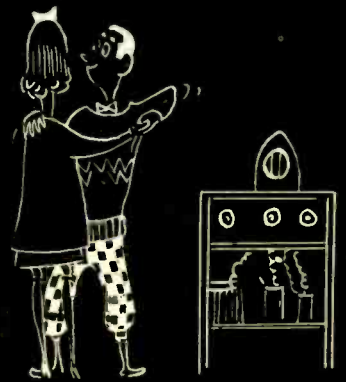
The original transmitter (500 watts radiated power).



In July 1931, we moved our transmitter + towers to 1000 Harvard Avenue.



Our master control panel as it looked in 1931



THE 50,000 WATT TRAIN

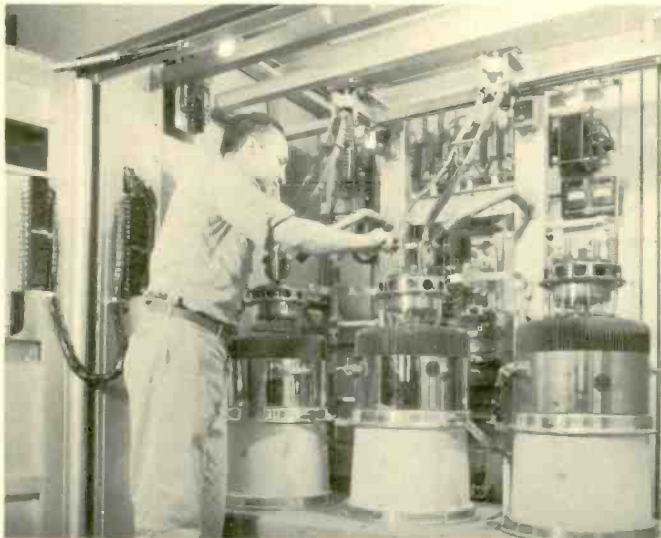


ROBERT A. FOX

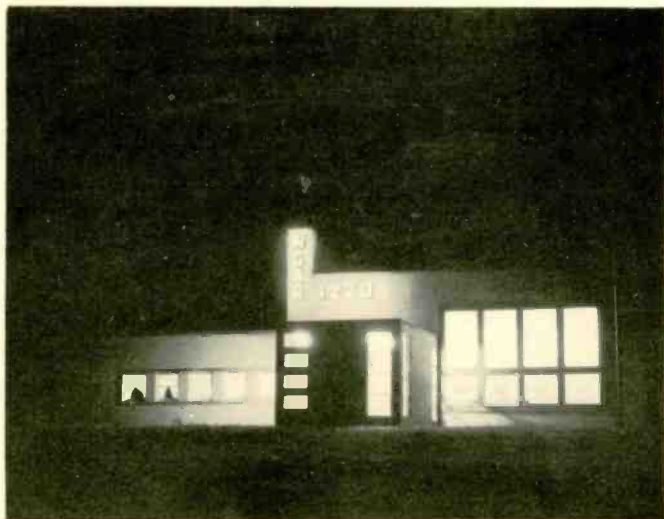


WILLIAM HUTTON

DESIGN ENGINEERS



WGAR Engineers are fully equipped to handle any emergency that may arise at the transmitter.

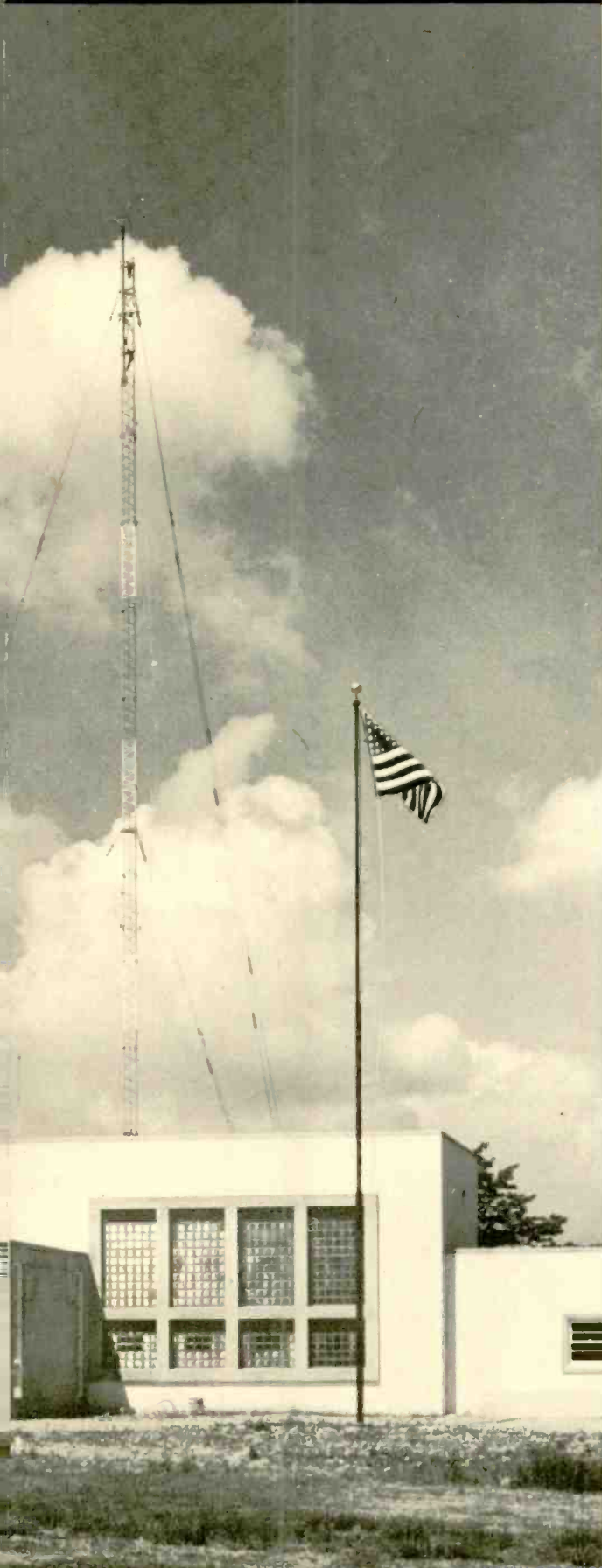


A view of the transmitter at night.



Transmitter is located on Route 176 in Broadview Heights. Visitors are welcome.

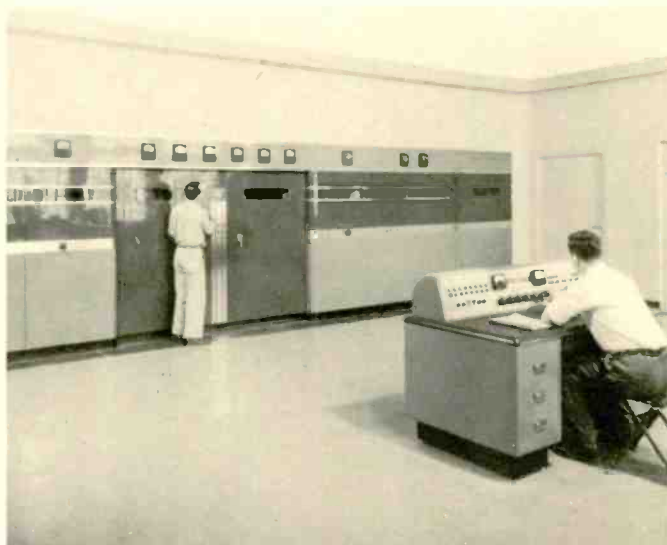
SMITTER PLANT OF WGAR



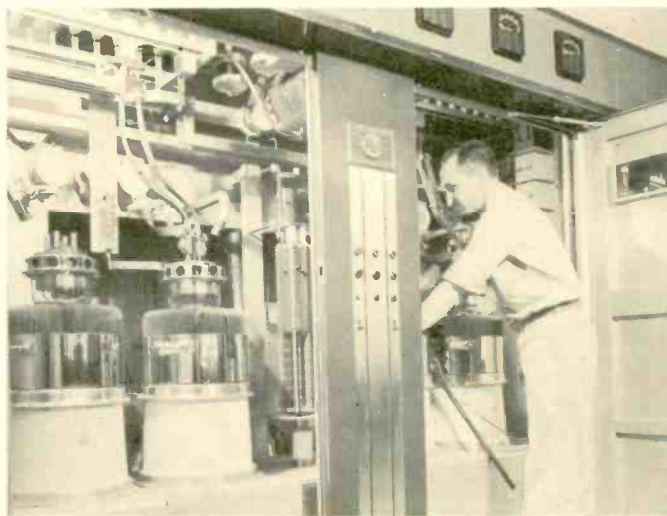
Donald McColister, Transmitter Supervisor.



A few of the tubes necessary for sending out a 50,000 watt signal.



The gleaming room pictured here is the interior of our main transmitter room.



The equipment gets a tuning up. Each tube pictured above weighs more than 350 pounds.

A TOUR THROUGH OUR STUDIOS



From the control booth pictured above may be seen the beautiful and spacious studio "A" shown at right.



Left: Studio "B".

Below:
Observation room.

This is our master control room. Every word, every note of music that is heard over WGAR must first be piped through the panels shown above.

Below: Many of the fine programs, both local and CBS, are transcribed so that they may be played at other times.



LLOYD WINGARD
Engineering Department Supervisor.



Right: Control booth overlooking studio "B".



FAIRY TALE THEATRE



ESTHER MULLIN



ALDARILLA BEISTLE



"The Fairy Tale Theatre" is produced by Esther Mullin, former Director of the Children's Theatre at the nationally renowned Cleveland Playhouse. The scripts dramatizing the world's most beloved fairy tales are adapted for radio by Aldarilla Beistle, well known Cleveland authoress of children's books. The actors appearing on the program are all highly talented non-professional juveniles ranging in age from five to sixteen. Some of these young people are pictured on this page.



BEST STARS BY FAIR



Here are the Range Riders, artists on Cleveland's most popular local musical program.



Lovely Hollace Shaw is the soprano star of Columbia Network's "Saturday Night Serenade," which started its 11th year on WGAR-CBS on Saturday, October 12, with the unique record of 250 consecutive broadcasts since its premiere airing October 5, 1936.



Rise Stevens and the "FAMILY HOUR" is heard Sunday afternoons over WGAR—one of Sunday's best programs of fine music.



Left: Jean Sablon, romantic French singer, is the star of his own new show heard over CBS and WGAR.



Vocal star Ginny Simms is again the star of her own show heard each Sunday evening over WGAR.



Another exclusive feature of WGAR brings to the microphone the popular quartet known as the Dixieteers.



Right: W. C. Handy one of America's great composers. Best remembered is his "ST. LOUIS BLUES."

- ON WGAR



Wayne Mack handles a remote broadcast of the Pop Concert from Cleveland's Public Auditorium.



Announcer Walt Henrich displays the number of hands it takes to run one of WGAR's many popular record shows.



The Kendall Sisters are starred with the Range Riders on their own shows heard exclusively over WGAR.



Bob Crosby is the head "Bobcat" and star of his own music and variety program on WGAR.



Vaughn Monroe and his "most talked-of band in the land" are heard each Saturday over WGAR.



Left: Smiling Gene Autry is the western troubadour heard Sunday nights over CBS and WGAR.



Evelyn is featured violinist in Phil Spitalny's all-girl orchestra in the new series of the "Hour Of Charm" broadcasts.



Piano duets are popular among Northeastern Ohio listeners when the keyboards are played by the nimble fingers of WGAR's two accomplished pianists, Henry Pildner and Grant Wilson.

OUR PROGRAM

The average radio listener seldom realizes the amount of work that goes into getting his favorite program on and off the air. Because programming is radio's end-product, it requires a lot of people and much skill to fill 24 hours of air time every day. The department responsible for this job at WGAR (and don't think we aren't proud of it) is quite naturally called The Program Department. Pictured on these pages are some of the people who function within that department. *

*The head of the Program Department is **Reg Merri-dew**, the Program Director, pictured as he frowns or smiles, as the case may be, on other members of his program staff . . .



Charles Roberts Chief Announcer

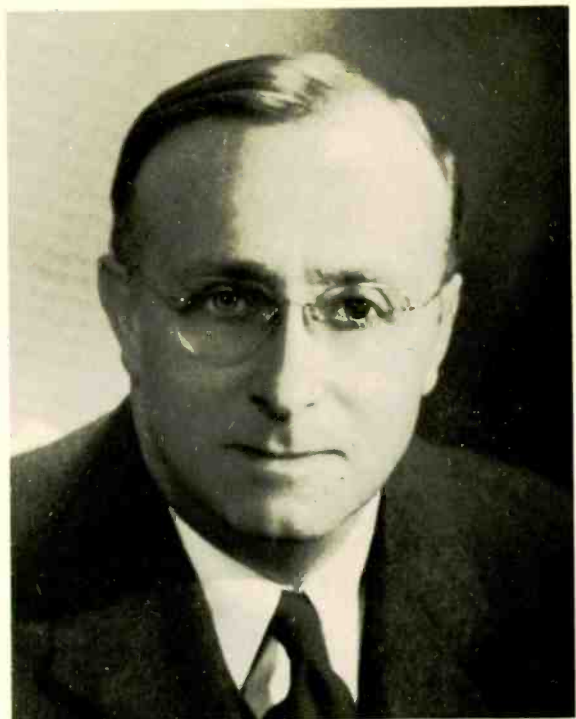
Schedules announcers to handle various programs. Some of his time is spent at some listening post checking announcer's air performances . . . as well as checking the announcer's responsibilities off the air.



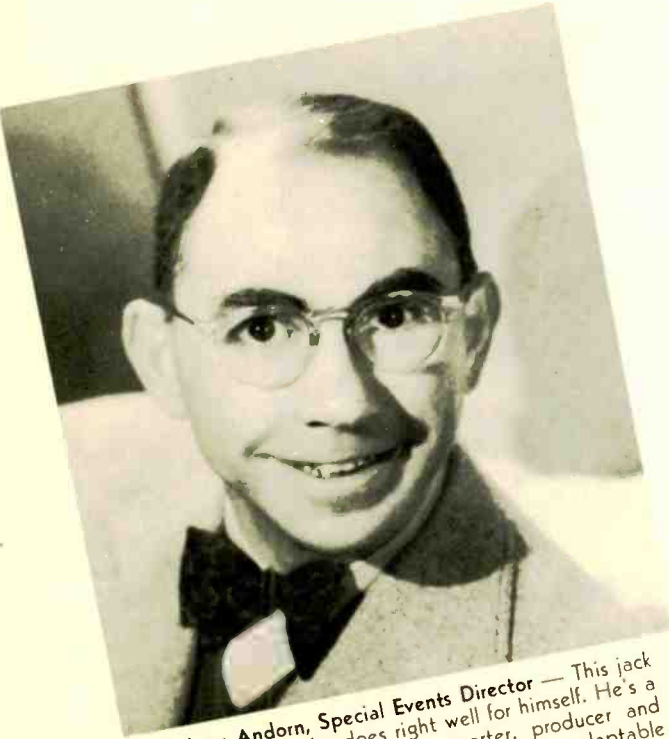
DEPARTMENT



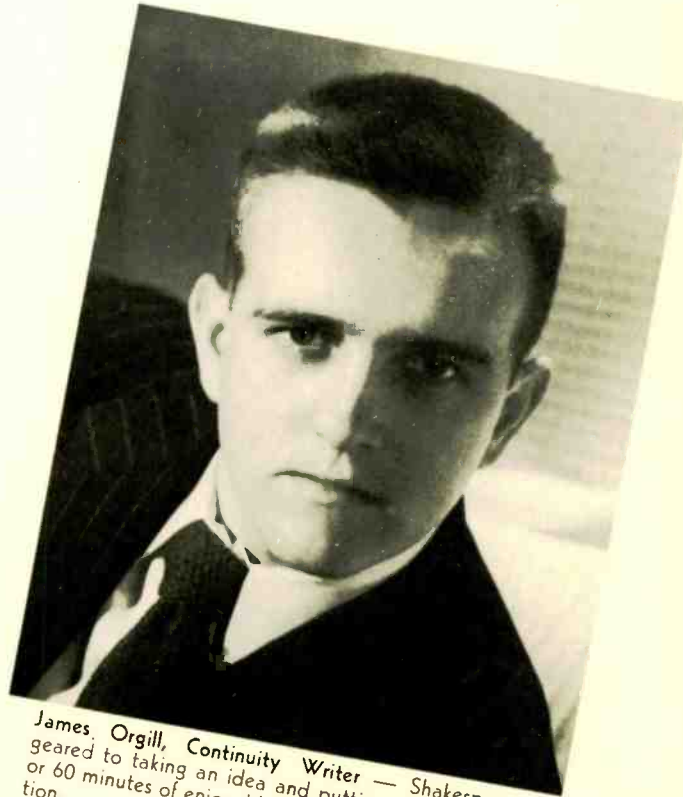
Charles Day, News Editor — Assisted by two full time newsmen, collects, edits, prepares for broadcasts all material used in WGAR's comprehensive news coverage.



Ralph Worden, Director of Public Affairs — Whenever you attend a civic meeting of any kind, chances are you'll sight WGAR's D of P A in the gathering somewhere. He's interested in any and all affairs that promote the general good of the people.



Sidney Andorn, Special Events Director — This jack of all radio trades does right well for himself. He's a combination on-the-scenes reporter, producer and master of ceremonies . . . who is equally adaptable in covering an orphan's benefit show, interviewing celebrities in town or introducing a new public official to the WGAR audience.



James Orgill, Continuity Writer — Shakespeare geared to taking an idea and putting it into 15, 30 or 60 minutes of enjoyable entertainment or information.

STARS ON THE BIG



Moderator Sidney Andorn (left) leads a group discussion in another session of "Footlights Forum."



Claudia Morgan co-stars as Nora Charles in "Adventures Of The Thin Man."



Jean Hersholt is the kindly "Dr. Christian" heard over WGAR each Wednesday evening.



Sometimes an announcer's life isn't as hard as they would have you believe. For example here Sidney Andorn holds a special interview with lovely cinemactress Maureen O'Hara.



It's a Goldwyn moment for announcer Hal Morgan as he poses with six beautiful Goldwyn girls before the broadcast of another WGAR special interview.



Each year the National Air Races are held in Cleveland. Above, announcer Bill Mayer broadcasts the races for WGAR and the Columbia network.



And here is one of America's favorite whistling stars. Announcer Stan Gee, right, is shown interviewing Fred Lowery of Horace Heidt fame.

BEST SHOW N TOWN - WGAR



It's Sidney Andorn reporting. And this time he brings to the WGAR microphone popular young Jackie Kelk.



Left: Fanny Brice, Hanley Stafford and Arlene Harris make up the hilarious Higgins family on the "Baby Snooks Show."



Orchestra leader and composer Morton Gould is shown above on a visit to the Friendly Station.



Howard Duff plays the title role in the "Adventures Of Sam Spade" with Lurene Tuttle as his secretary, Effie Perrine.

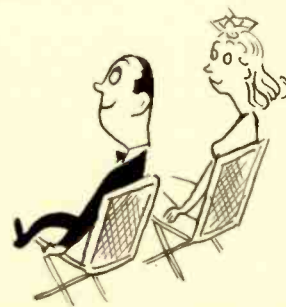


Be sure to listen next Christmas time when Ozzie Nelson reads the "Night Before Christmas" to his family, David, Eric and Harriet.



Arthur Godfrey presides over his own talent scouts program on WGAR. The winner is decided by the applause indicator at his right.

Right: Love-sick boyfriend Dexter (Sam Edwards) contributes a little realism as he voices his love for Corliss (Janet Waldo) during rehearsal of CBS' "Meet Corliss Archer."



WGAR

THE STAFF OF YOUR FRIENDLY STATION - WGAR



Code — Ex. — Executives

P — Program

E — Engineering

S — Sales

A — Auditing

R — Receptionists

M — Musicians

Sec. — Secretaries

1st row seated — l to r:

Jack Roeder (S), John Csensich (E), Alvin Finley (E), Arlene Naderer (R), Evalyn Palfy (A), Jack Graney (P), Reginald Merridew (Ex.), Elmer Krause (Ex.), Harry Camp (Ex.), John F. Patt (Ex.), Carl George (Ex.), R. Morris Pierce (Ex.), Roland Courtad (E), Walt Henrich (P), Eugene Toth (E), William Slater (E), Robert Fox (E).

2nd row seated — l to r:

Joseph Civette (A), Fred Hoedl (M), Don Hyde (P), Frank Zajc (M), Joseph Benedict (M), George Wisnesky (M), Julius-Martisak (M), Nelson Pressly (M).

3rd row standing — l to r:

Sidney Andom (P), Lloyd Wingard (E), Angelo Onorato (E), Dorothy Kopp (R), Esther Mullin (P), Ralph Worden (P), Aldarilla Beistle (P), Stan Gee (P), Dolly Kendall (M), Polly Kendall (M), Dorothy Petrovich (Sec.), Gertrude Hunkin (A), Lillian Mast (Sec.), Ruth Bassett (Sec.), Jeanne Moore (Sec.), Louise Junglas (Sec.), Helenmae Kamps (R), Helen Ghezzi (R), Ayleen Kinzel (R), Elinor Papp (Sec.), Tex Brad (M), Jim Randall (M), William Hutton (E).

4th row standing — l to r:

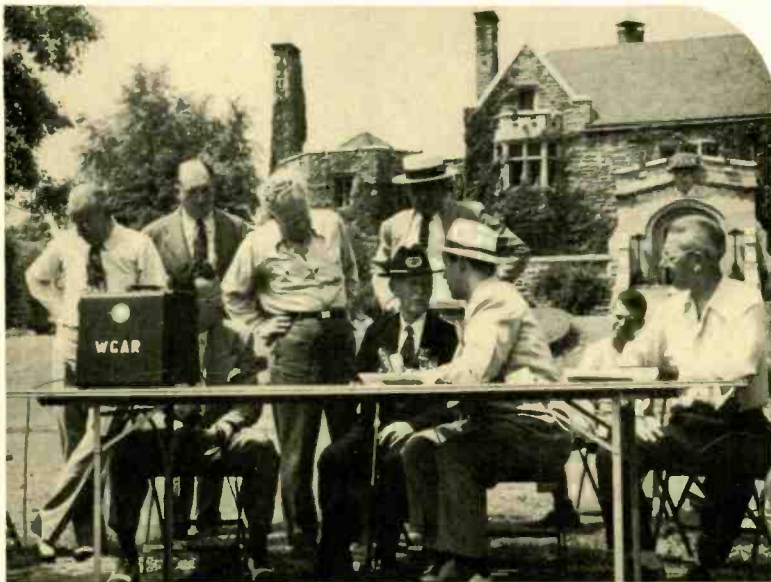
Charles Roberts (P), Aaro Hirsimaki (E), John Garfield (S), Mannie Eisner (P), Hal Morgan (P), Robert Forker (S), Roy West (M), William Stewart (P), Richard Lurie (M), Vincent DeBellis (E), Lenny Sanders (M), Dwight Howland (E), Howard Wellman (M), Henry Pildner (M).

5th row standing — l to r:

Donald McCollister (E), Charles Day (P), William Pettepiece (E), Tom Armstrong (P), Ralph Quay (E), Sereno Smith (E), Bill Mayer (P), Frank Oswald (A), Van Patrick (P), Grant Wilson (M), Jack Schmunk (S), James Orgill (P), Sutherland DeWitt (S), Sheldon Hendershott (M), Edward Shada (M), Hardie Jenkins (M), Ernie Benedict (M), Albert Stone (P), Wayne Mack (P).

(Camera Shy):

Ralph Edgar (P), William Jacob (E), Bob Neal (P), Jim Martin (P), Alfred Taylor (E), Robert Wrase (E), Bennett Bade (E), Elmer Zelman (M), Doris Lee McCormick.



The GAR and WGAR cooperate on a broadcast from Alliance, Ohio. John Grate, late National Commander of the Grand Army of the Republic, is shown seated in the center of the picture.

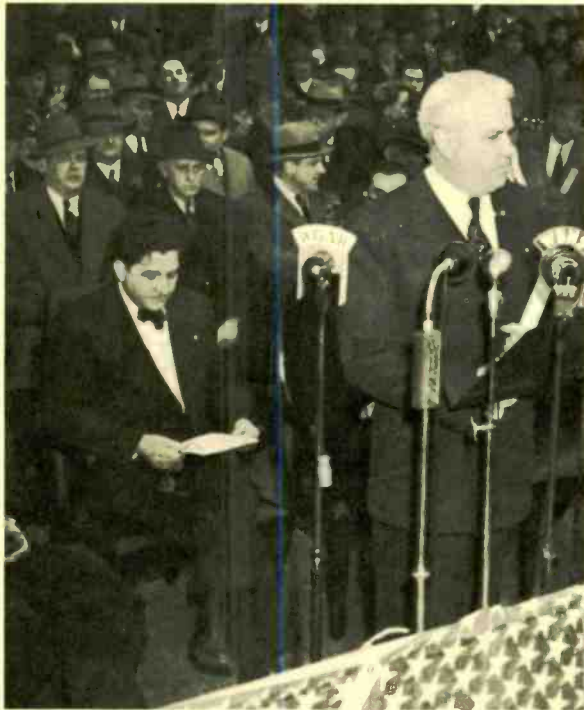


WGAR and the Columbia Broadcasting System cover the National Air Races.

AND TALKS



Members of the Cleveland Church Association are regularly heard in special public service presentations of WGAR. Shown at left: Father Francis T. Fergus, conductor of Catholic Services on the Hour of Worship. Right: Rev. Raymond Spoerri, the Federation's Executive Secretary.



Senator John W. Bricker of Ohio, is shown above in a special broadcast over station WGAR. Seated, is former Governor Frank J. Lausche.



In another special broadcast from the Terrace Room of the Statler Hotel, "Santa Clauses" from department stores all over Cleveland gather together to enjoy a special Christmas dinner in their honor.



Another special broadcast on the occasion of the 21st Annual Institute of the Cleveland Council on World Affairs brought to the microphone Jan Masaryk, second from right, of Czechoslovakia.

INTERVIEWS AND



Frankly, we don't know whether announcer Wayne Mack is saying hello or good-bye, but he's giving an excellent demonstration of a helicopter — the plane which enables WGAR to give complete on-the-spot broadcasts of important events taking place in and around Cleveland.



When Kurt Von Schuschnigg was guest speaker at Cleveland's City Club, his address was carried by an on-the-spot broadcast on WGAR.



When the new transitliners were inaugurated in Cleveland, the occasion was celebrated by another special broadcast over Cleveland's Friendly Station, WGAR.

SPECIAL EVENTS



As another community feature, WGAR holds an annual declamation contest among Cleveland's younger generation. Above, the winners of the contest receive their awards from Wayne Mack.



The most famous photograph to come out of World War II is entitled "Old Glory Over Iwo Jima". The surviving servicemen of that picture are shown above in a special interview by Sidney Andorn.

A special program of public interest recently brought to the WGAR microphone Governor Thomas Herbert. He is shown here with his daughter, Mrs. Stevens and his two sons, Daniel and John.



WGAR



Another distinguished visitor to the WGAR studios recently was Wellington Koo, of China (left). Right is WGAR's engineering V. P., R. Morris Pierce.



When the Cleveland Board of Education decided on a new school levy, members of the WGAR staff added a little interest to the occasion by broadcasting direct from the schools themselves.

VOICES N THE

In the dawn of radio, some awed fellow once remarked that "Radio is a magician of a thousand sounds". Our canny engineers have conquered these magic sounds and so today we may say more correctly that "radio is an instrument of a thousand voices". Voices — voices — voices. Many of them as familiar to the listener as the conversation of good friends. For some of them he feels a personal and friendly interest and recognizes them instantly when he tunes in. The "voices" of WGAR are selected after competitive auditions. Announcers are chosen for the pleasant, natural qualities of their voices. Also for their backgrounds in fields like music, drama, news, sports, current events, etc. A well rounded education is important . . . so, too, is a cultural training in one or more of the radio arts. WGAR does not want all of its announcers to be from one mold. A formal reader is required for a symphony — dulcet tones for poetry with an organ background — a voice with a wide smile and a live line of lingo for certain jive programs. Some voices are low and booming, others are soft and higher. Some announcers speak at a rate almost twice as fast as others, but the important thing is clarity, naturalness and in keeping with the mood. As tough as it is, we think the WGAR announcing staff passes these tests with "straight A's".

SOUND OFF MEN!



WAYNE MACK — Producer — voted Cleveland's outstanding announcer — Born in Ashtabula, Ohio. Began study of music at 11. At 16 toured Northern Europe with concert band. Finally entered radio in 1931 and came to WGAR in 1934. He is married to Rosena Turnbull, of Jackson, Michigan. He has three daughters.



BILL MAYER — Born Erie, Pennsylvania. Attended Fenn College and Cleveland College. Interested in news, music and acting. Started at WGAR in October, 1945.



TOM ARMSTRONG — Born Sharon, Pa. Graduate of University of Michigan. Did freelance acting and reporting. Former chief announcer of University station. Enjoys sports. Came to WGAR April, 1944 from Youngstown.

NIGHT - AND DAY



HAL MORGAN — Born Kansas City, Missouri. Attended University of Kansas City and University of Kansas majoring in sociology, psychology. Gave up potential law career for radio. Came to WGAR in March 1942 after serving as announcer and news editor in Dayton.



STAN GEE — Born in East Palestine, Ohio. Attended local schools. Started in radio in Youngstown as announcer. Later as sports editor. Came to Cleveland's Friendly Station in 1944.



WALT HENRICH — Born Akron, Ohio. Attended Akron University. Accomplished singer and violinist. Has been with WGAR since October, 1944.



RALPH EDGAR — Born in Chicago. Attended Northwestern University majoring in liberal arts. Came to WGAR from Pittsburgh in 1942. Has been in radio for seven years.

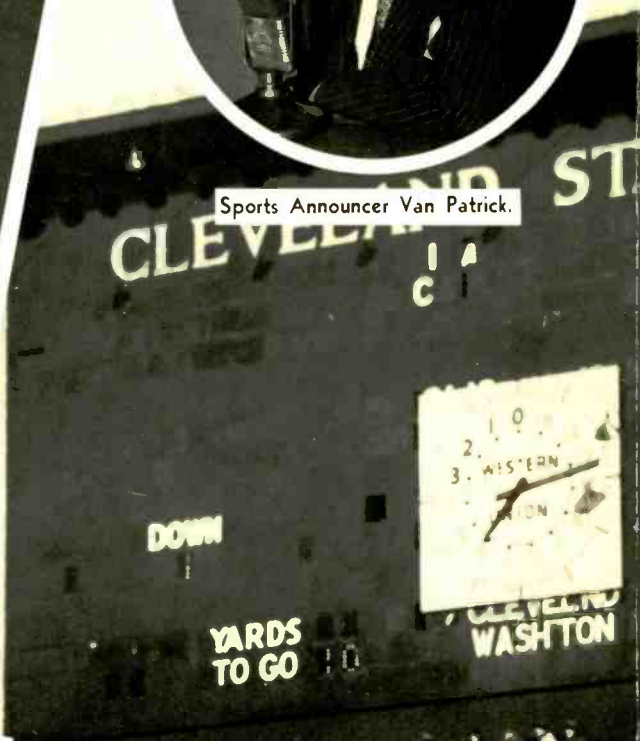
WGAR - THE STATION



Motley (bottom of pile) over for the Browns' third T.D. No. 38 Humble — No. 20 Scarry and No. 48 Blandin (Browns). No. 55 — Colts Myers. (Inset: Bob Neal, who broadcasts the Browns games, heard exclusively over WGAR.



Sports Announcer Van Patrick.



Pat Patterson may be heard regularly over WGAR in his program known as "All Outdoors".



Paul Brown, Coach and General Manager of the Cleveland Browns.

FOR GOOD SPORTS



Baseball Announcer Jack Graney.



Baseball has been an American pastime for many years. It has a great past and a great future. Shown discussing this subject before a WGAR microphone are three men who should be authorities. They are, left to right, Bill Veeck, Bob Neal and Cy Young.



Announcer Van Patrick takes the WGAR microphone outside the dug-out of the Cleveland Indians to interview two of baseball's greats. He is shown with Manager Lou Boudreau and Pitcher Bob Feller.

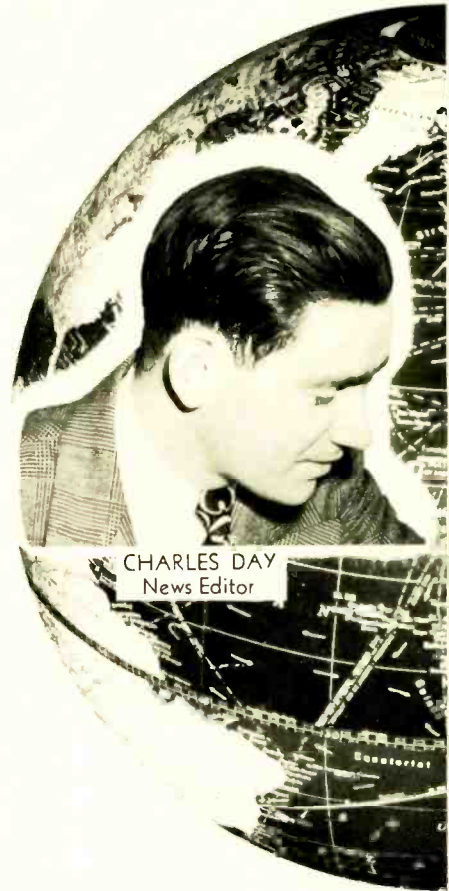


Frank Leahy, Coach of Notre Dame, heard weekly over WGAR with Harry Wismer.

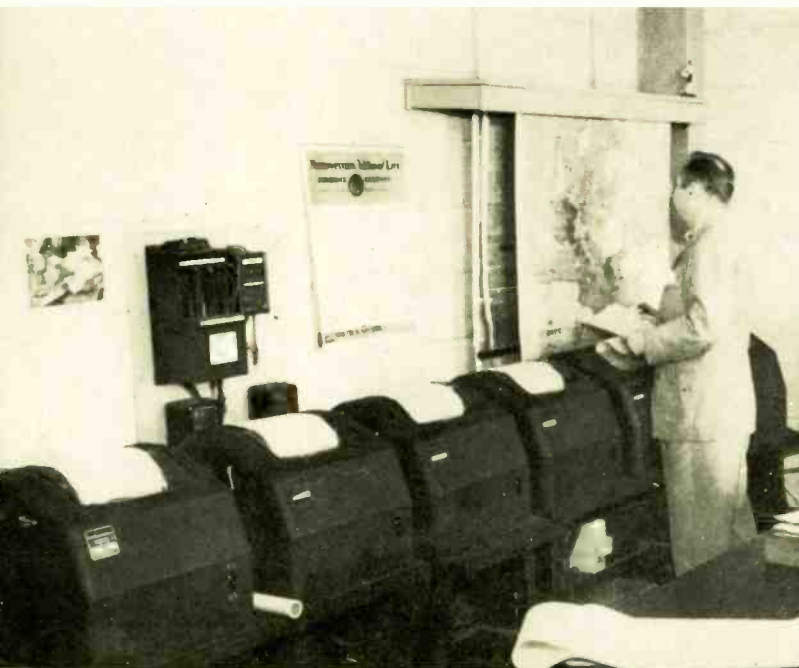
WGAR LISTENERS HEAR



Jim Martin listens to the newsroom's new FM receiving set which tunes in with city department broadcasts, in order to maintain the station's reputation as a consistent reporter of complete and accurate news of the day.



CHARLES DAY
News Editor



News from the four corners of the world is flashed into the WGAR News Room via this battery of teletype machines.



GEORGE H. BENDER
Representative at Large

NEWS OF THE WORLD



JIM MARTIN

DONALD C. HYDE

As a special news service to WGAR listeners, the station regularly brings to its microphone prominent figures from the nation's capitol.



Each morning, WGAR brings its' listeners the latest weather forecasts as reported by George C. Andrus, United States Meteorologist.



SENATOR ROBERT A. TAFT



REP. MICHAEL FEIGHAN



REP. FRANCES P. BOLTON



MUS C - ON AND OFF



At 6:22 A.M., Disc Jockey Bill Mayer is content to let someone else hold back the dawn. That YAWN he's suppressing is giving him enough trouble. Anyway he's the man who helps WGAR listeners start the day with a smile.

Hal Morgan spins the discs and gives out with his own personal kind of platter chatter regularly on WGAR.



Yes, everybody's talking about "Disc Jockeys" — and folks around Cleveland are no exception. They have their favorites too — one of them being Record M.C. Stan Gee, a WGAR regular.



THE RECORD - FROM WGAR



Henry Pildner, above, is WGAR's Musical Director. At left, he is shown with four other instrumentalists. This group makes up one of the two popular combinations heard regularly over WGAR.



Howard Wellman and his sextette take over the WGAR air waves aided and abetted by announcer Walt Henrich and singer Tommy Terrell.

ACCOUNTING



FRANK OSWALD
Auditor

PUBLICITY



MANUEL EISNER

Here's another unsung hero. The Publicity Director makes no "bylines" but he does sometimes produce the headlines (in the radio page). He's the "answer man" on all questions pertaining to programs.

PROMOTION



JACK ROEDER

After a program is sold, the Promotion Department concentrates on making the sponsor's radio advertising productive. Promotion does this by isolating the group of listeners who should be interested in the program, then laying down a barrage of attractive printed literature. It also makes a continuous effort to keep the public informed of the many services the station has to offer.

TRAFFIC



WILLIAM STEWART

We've thought about coining a new phrase: "Busier than a two armed Traffic Manager". You might liken his duties to that of a yard master in a large railroad terminal. It's his duty to know where every program and announcement belongs and see to it that all of them are scheduled accordingly.

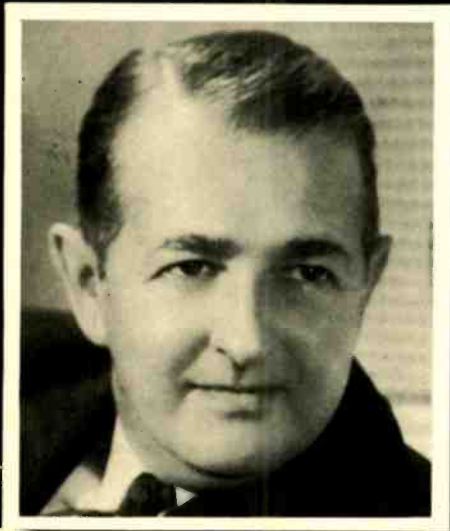


COMMERCIAL DEPARTMENT



E. HARRY CAMP
SALES MANAGER

The WGAR Sales Staff is made up of a Sales Manager (shown at left and below with his secretary), Assistant Sales Manager and three sales representatives. They know the story of radio from A to Z, how important it is that commercial programs be interesting to large numbers of listeners.



◀ ROBERT B. FORKER
Assistant Sales Manager



JACK SCHMUNK



JOHN B. GARFIELD



◀ SUTHERLAND DEWITT

SALES REPRESENTATIVES

NATIONALITY PROGRAMS



Frederick Wolf, director of two Czech programs, is founder of the Nationalities Broadcasting Association and has been its Secretary-Treasurer since its origin. Mr. Wolf is a native of Prague and a veteran of broadcasting, starting his activities in radio with Bradis Haulett in 1929. His music library is the envy of broadcasters from coast-to-coast. Many of the numbers he produced in 1931 and 1932 became national hits. Mr. Wolf is a member of several Cleveland organizations.

WGAR Nationality Programs are produced by the Nationalities Broadcasting Association. Founded in 1935 to maintain highest standards for programs of different nationalities in Cleveland, the Association devotes part of its time in promoting culture and civic doings among the Cleveland foreign born or foreign parentage population. All worthy causes such as American Red Cross, Community Fund and many others are being broadcast in native tongues free of charge.

The President of the Association is Martin Antoncic, native Clevelander of Slovene parentage. An ex-serviceman in World War II, he is the composer of many musical numbers which are today very popular among Americans. Martin Antoncic is known in sports circles where he was a star basketball player. He is active in many American and Slovene societies. The Slovene program, directed by Vice-President Joseph Pales, has been broadcast since 1933. Mr. Pales has his own musical library of authentic Slovene compositions recorded by Cleveland's finest musicians. Active in civic societies, Mr. Pales is also a music teacher.

John M. Lewandowski, former city councilman, Veteran of World War I, is a legend among Polish-Americans. John's programs are enriched with music he imported before the war. Some of his Polish Tangos and Polish Folk Songs were rearranged into American numbers and are on many recordings. He is a member of civic and cultural societies in Cleveland and past National Commander of the American Polish Legion.

Louis DePaulo, director of the WGAR Italian program, is extremely popular among Italo-Americans. DePaulo has a huge library of original Italian transcriptions not well known in America. He is a member of many cultural and musical organizations.

Mrs. Rella Rose, director of the Hungarian program, a newcomer in the organization (only three years), succeeded her deceased husband. She proves that a woman can build and produce a program liked by both American-Hungarians and Americans. John Saunders announces the Hungarian program.



Now that you've seen pictures of many of our staff and of some of the things they do, we hope you'll come in for a visit. Here's WGAR's lobby and reception desk on the 14th floor of Cleveland's Hotel Statler.



WGAR

"Cleveland's Friendly Station"

Basic CBS • 1220 KC

50,000 WATTS