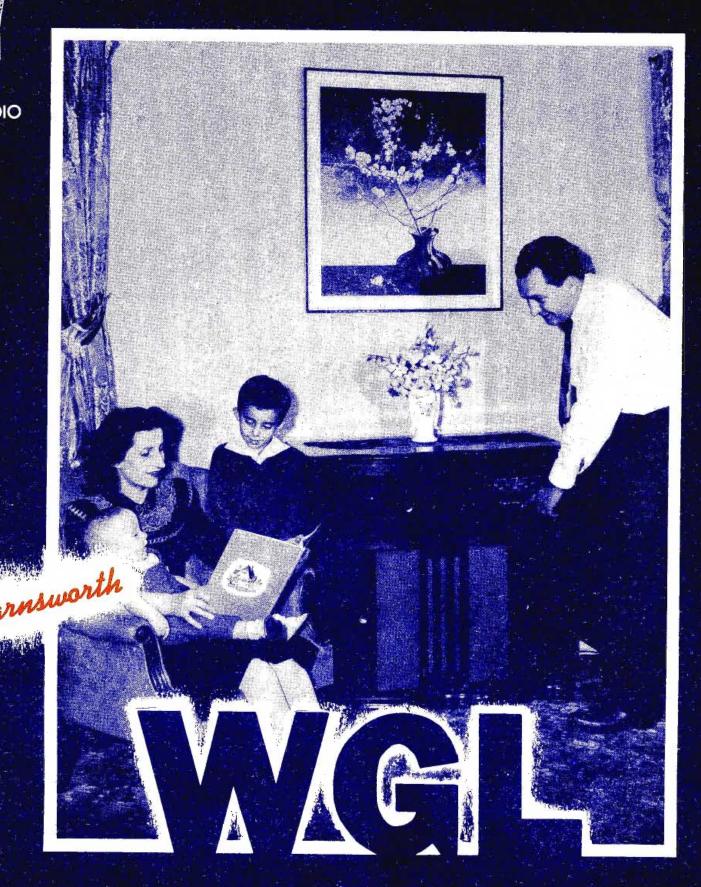




#### As Presented in cooperation With





#### A Message From

E. A. Nicholas, President of Farnsworth Television & Radio Corporation

FARNSWORTH TELEVISION & RADIO CORPORATION

PLANTS IN FORT WAYNE - BLUFFTON AND MARION. INDIANA Ford Wayne 1, Indiana



E. A. NICHOLAS

The management and staff of Farnsworth WGL extend riendship to our many listeners in the presentation Dear Reader:

The management and staff of Farnsworth WGL extend

The management and staff of Farnsworth WGL extend

The management and staff of Farnsworth WGL extend

the hand of friendship to our many listeners in the presentation

The management and staff of Farnsworth WGL extend

The management and staff of Farnsworth WGL of this brochure "Going Forward With Radio," Local Dealer.

the Editors of Radio Personalities and your Local Dealer. We sincerely hope you will receive as much pleasure it for you.

We brochure as we derived in preparing it for you. We sincerely hope you will receive as much pleasur in reading this brochure as we derived in preparing it for you.

We want you to become better acquainted with our NBC are your friends and rograms. The famous stars heard from Friends and rograms. We want you to become better acquainted with on the famous stars heard from NBC are you to famous stars heard from the famous stars and personalities your friends and friends; the local stars and personalities your friends; neighbors. Farnsworth WGL will continue to serve you with a continue to serve you with a recognize as a pleasant tas Farnsworth WGL will continue to serve you with a pleasant task well-balanced program schedule. We recognize as a pleasant all we recognize as formed on an an analysis of entertain you and it is our purpose to maintain an our duty to entertain you are service. Service open door policy toward public service.

neighbors.

Please accept the good wishes of the management and sworth WGL.

staff of Farnsworth WGL.

Compliments of:

> HANS Wallgon & Prot Store 820 D # .... F ... A-3497 FOR and Five I SIANA



The completion of the first 25 years of the American system of broadcasting has now been marked. Radio was not, as you might say, "discovered" in 1920. Ex-

periments had been going on for a number of years.

. In 1920, however, radio ceased to be an experiment and became a permanent adjunct to life in America. How permanent and how much of an adjunct remained to be seen, but it was in 1920 that broadcasting as we know it today was born—with the realization that here was a great instrument of public service.

.. In 1922, two years later, radio advertising began, with the acceptance by station WEAF, New York City, of commercial copy from the Queensboro Realty Company—and America may be everlastingly grateful that such a vital medium of mass communication gained early support from advertising, which insured its freedom and placed it alongside our free press as another guardian of the rights of people.

Today there are more than 900 broadcasting stations in the United States. There is scarcely a spot in the nation where one or more of them cannot be

... These broadcasting stations range in power from 250 to 50,000 watts. They operate on wave lengths ranging from 550 to 1600 on the dial. Obviously, some stations have to operate on the same wave lengths and either shield one another or operate on low power because 900 powerful stations could not be crowded into approximately 1,000 spaces on the dial. There would be wholesale confusion, with interference ruining every program on the air.

... Radio engineering is responsible for the near flawless reception of radio programs today, with the radio dial crowded to capacity. Miracles have been performed which parallel the invention of radio itself.

Personnel in radio, although not great from the standpoint of numbers, has always presented a problem from the standpoint of training and natural talent. Approximately 25,000 people are employed in the broadcasting industry in America. Thousands more could be added by taking in those who are employed in the medium of radio, that it, producing shows for advertising agencies, making transcriptions for broadcast purposes, writing for radio, representing stations and otherwise earning a living from radio work.

Accessibility is one of the more obvious characteristics of radio. Once the initial investment has been made, the radio set is always there—in the home, family car, lunch room, hotel lobby and club car. It can be turned on with a flick of the wrist. It can be tuned from station to station with a twist.

The full significance of this ease of listening becomes evident when you realize that today more than 31,000,000 homes are radio-equipped—that radios are more widely used than almost any other commodity.

. . A generation or two ago, life was relatively simple—people understood what was going on in their communities, and some understood what was happening in the country as a whole. Beyond that, most people knew little and cared less.

But today, because of radio and other rapid means of communication, the world is crowding in. People are bombarded daily with information about what is occurring all over the world. Most people are interested in these events because they realize that, in the long run, they can affect life in their own com-

. . Radio has come to mean more to them in recent years. They have a different conception of its mission in the world. They have heard it do terribly important things. It has taken them to inconceivable places, brought them voices and personalities who are changing the shape of the world.

Assured of economic support by the free enterprise system of Asserica and acclaimed by the public, radio will expand its service into many fields. New types of broadcasting-facsimile-television-all may flourish after the war.

... The story of radio is the chronicle of American life and times during the past quarter century. Where radio has gone, what it has reported, the personalities and events it has brought to the people, are the popular history of a great American era. The re-enactment, and in many cases the actual rebroadcast of these stirring episodes will stand without equal as an appeal to the patriotism of all Americans.

> J. Harold Ryan, former President National Association of Broadcasters

# TELEVISION

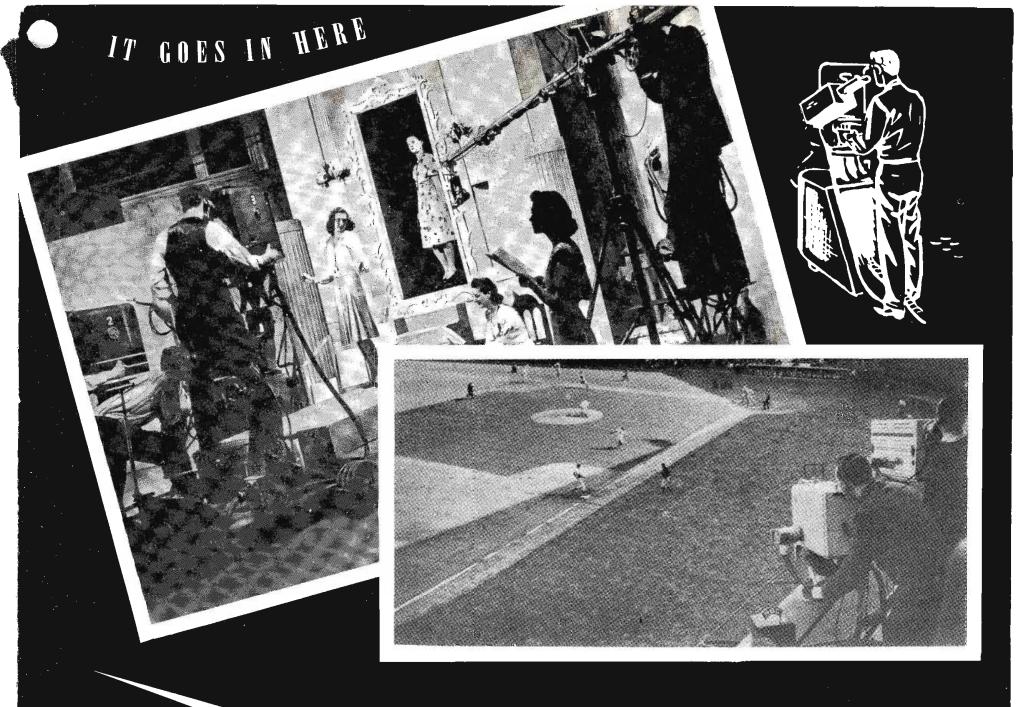
For more than 60 years scientists have been striving for means of seeing events remote from the observer. The scanning disc was invented by Paul Nipkow in 1884. The basis for all modern electronic television was described by Campbell Swinton in 1911, but it took years of work before this system produced a picture. Philo T. Farnsworth invented the "image disector" and Vladimar Zworykin invented the Iconoscope. These two inventions became the eyes of television cameras.

In the early 1920's, experiments by John Baird in England and C. Francis Jenkins in this country, brought successful transmission of low definition pictures. RCA erected a television transmitter in 1928 and on January 16, 1930 showed television pictures on a 6 foot screen, as transmitted from the studio.

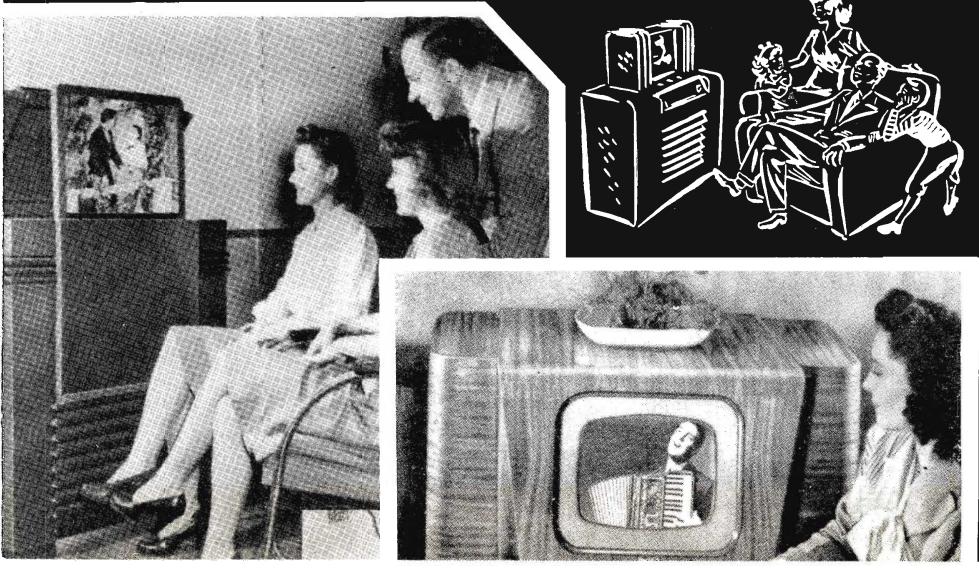
The long awaited debut of television finally took place April 30, 1939 when President Franklin D. Roosevelt's speech opening the New York Worlds Fair was telecast.

Today there are 9 television stations in operation, and the FCC has applications for permission to construct 200 others. On the East Coast, over 10,000 television receiving sets are now in use, and thousands of others have been ordered by an enthusiastic public.



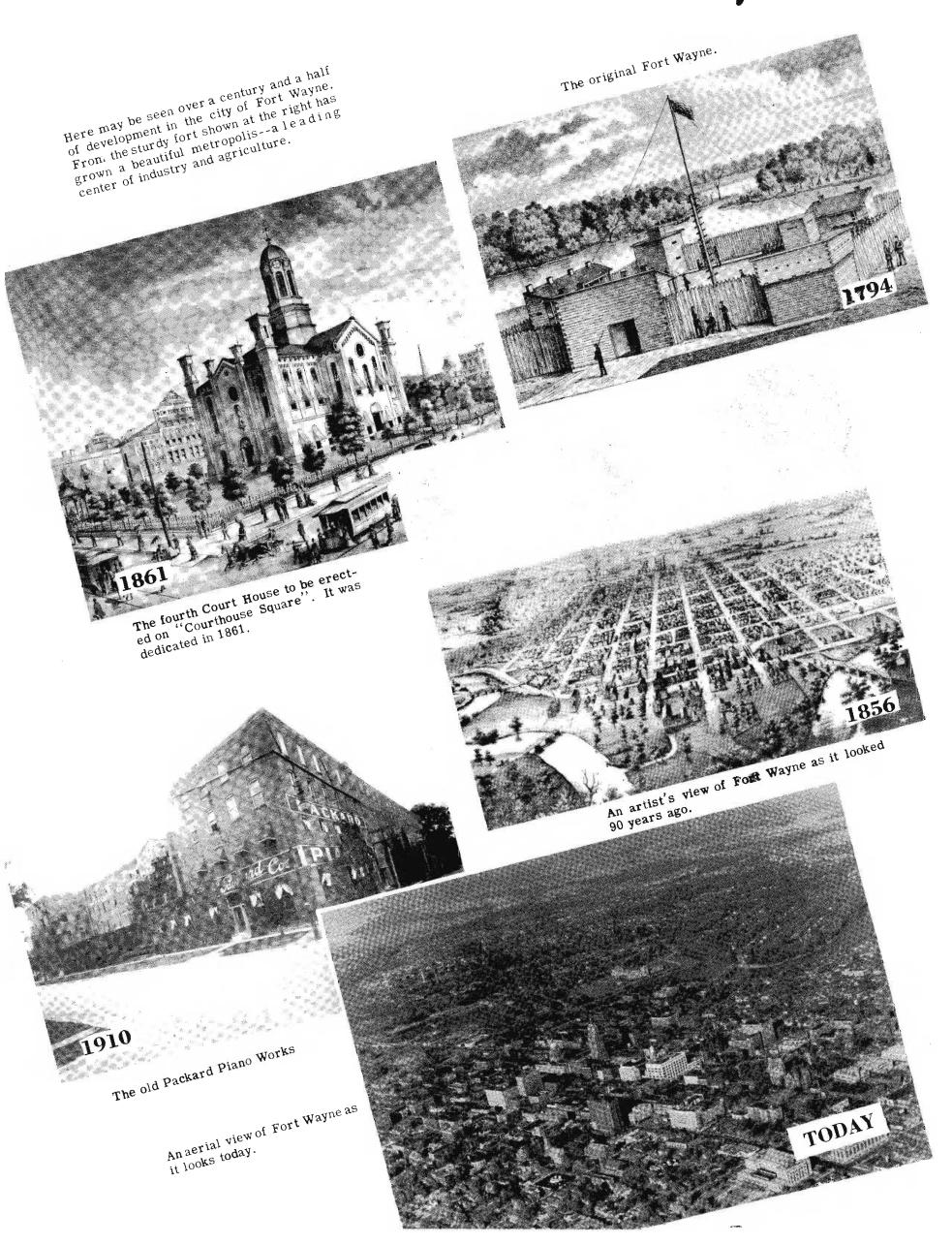


#### AND COMES OUT HERE

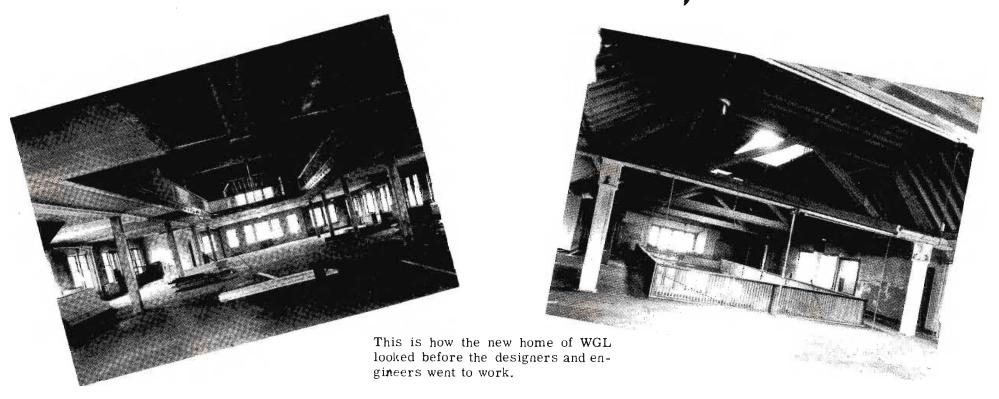


"Transition in Communication" The earliest form of communication: Sailors wig-wagging with sema-phore signaling. Marconi, the man that made the SOS possible. U.S. Navy Photo Modern communication around the globe. Now sight communication is possible with Television.

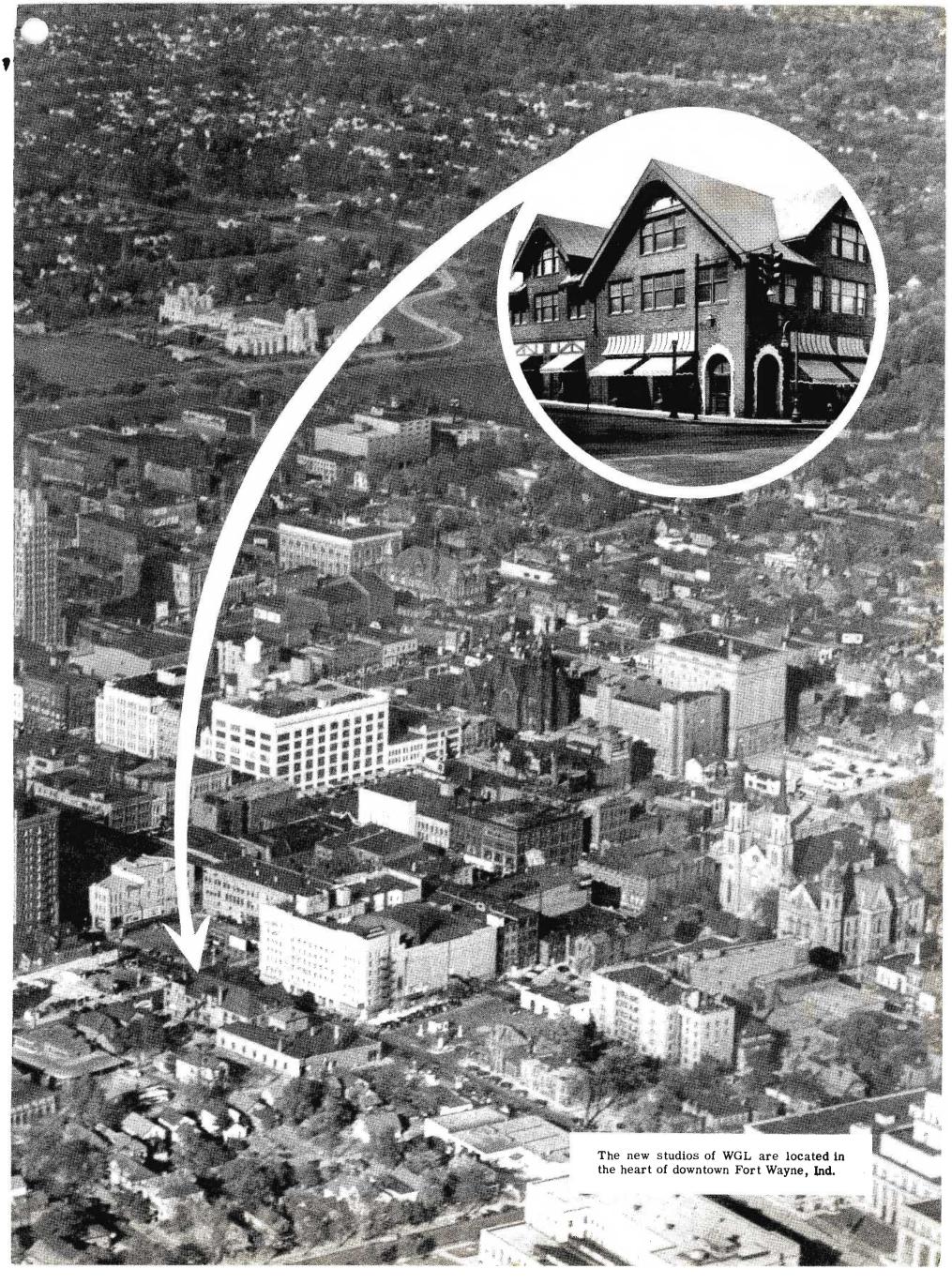
### "Transition in Fort Wayne"

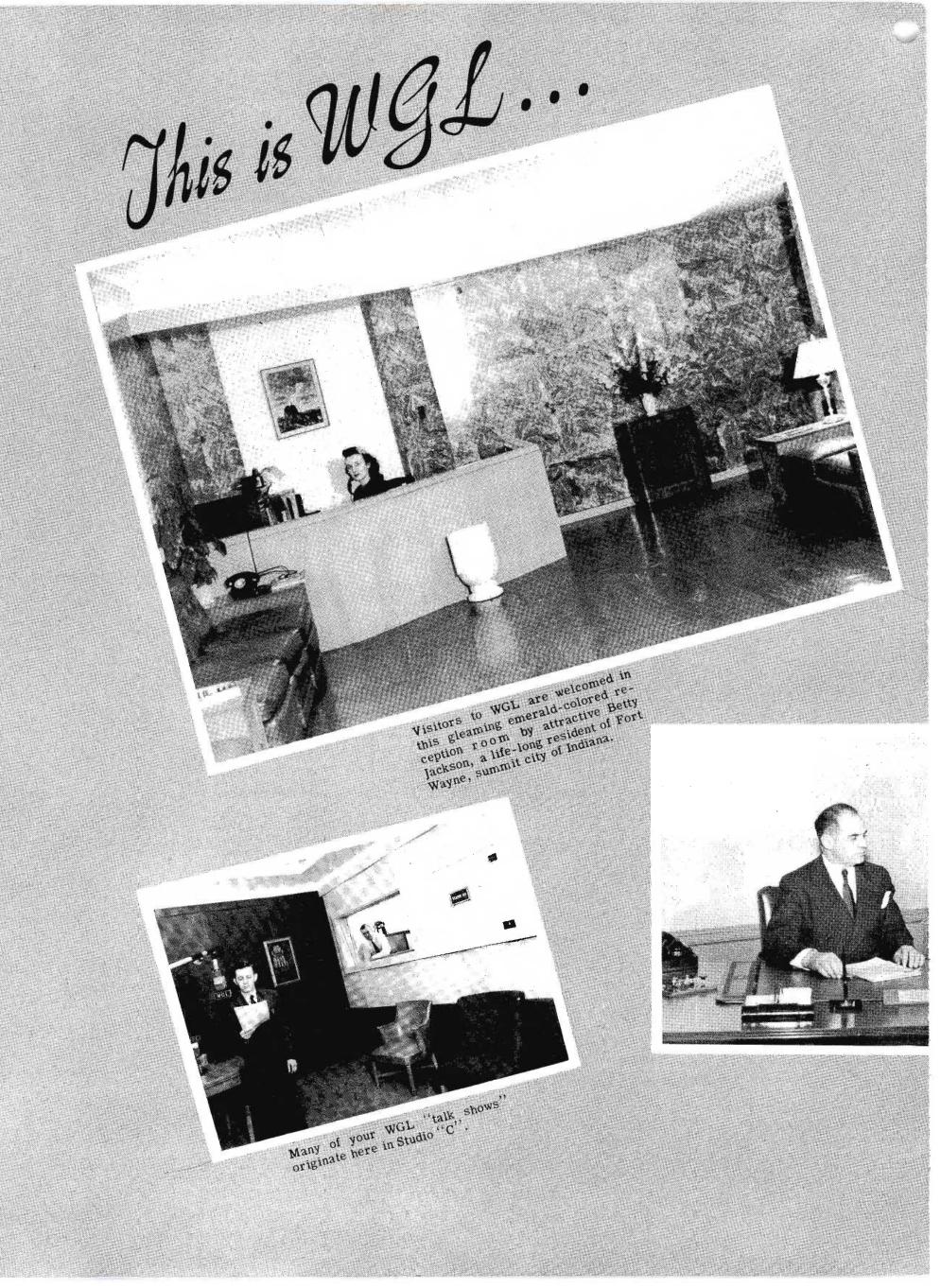


### "Transition in WGL"

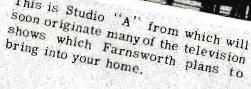












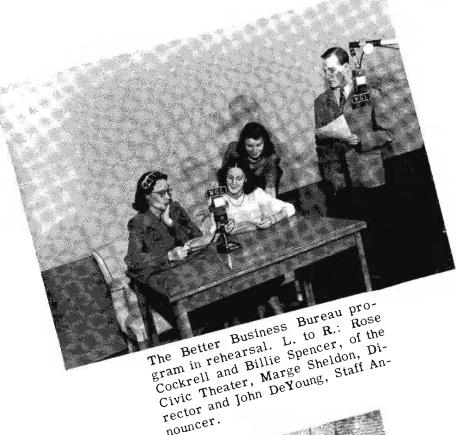


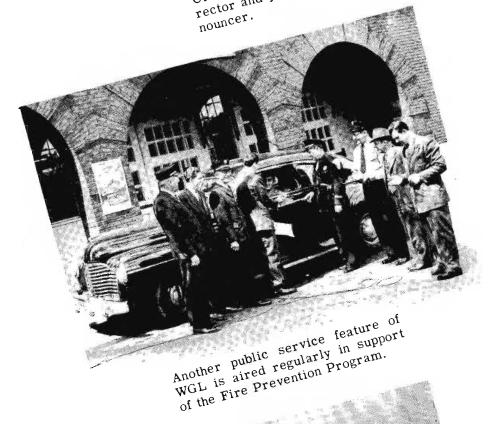
Always a busy place is the office of CAPT. PIERRE BOUCHERON, General manager of WGL. Here the Captain talks things over with his secretary, Olga Stepanek.

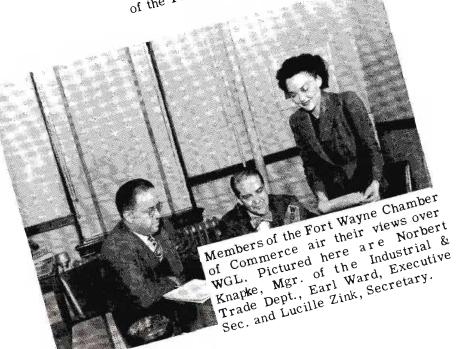


Bright and cheery is studio "B" from which emanate all of the musical programs aired over WGL.

# Broadcasting for the Good of a Good Community...







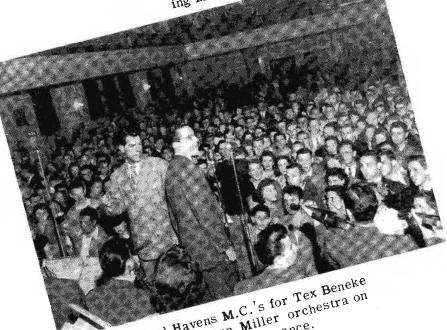


Mr. Elliott Moses, Executive Di-Mr. Elliott Moses, Wayne Red Cross rector of the Fort Wayne Red Cross rector of the Fort frequently on WGL. Chapter, is heard frequently

## WGL Programs for Your Enjoyment



Featuring the music you like to hear seaturing the music you like. Norm is "A boy, a girl and a piano" near of the piano accompany carroll is at the piano Hugh Hines. Ing Marge Warren and Hugh Hines.



Paul Havens M.C.'s for Tex Beneke raul Havens M.C. 5 Ior Tex Beneke and the Glenn Miller Orchestra on and the Glenn Miller of China a recent local appearance.







### Here's News...





Another world-famous news commentator is Max Hill, a regular feature of WGL-NBC.



Center: these teletype machines feed world news to the WGL news room 24 hours a day.

Exciting, dramatic and always-popular is the "Newspaper of the Air", featuring Tim O'Sullivan and Bob Storey, high spotting the news.

### ... Of Joday - Wh to the Minute!

### And News...

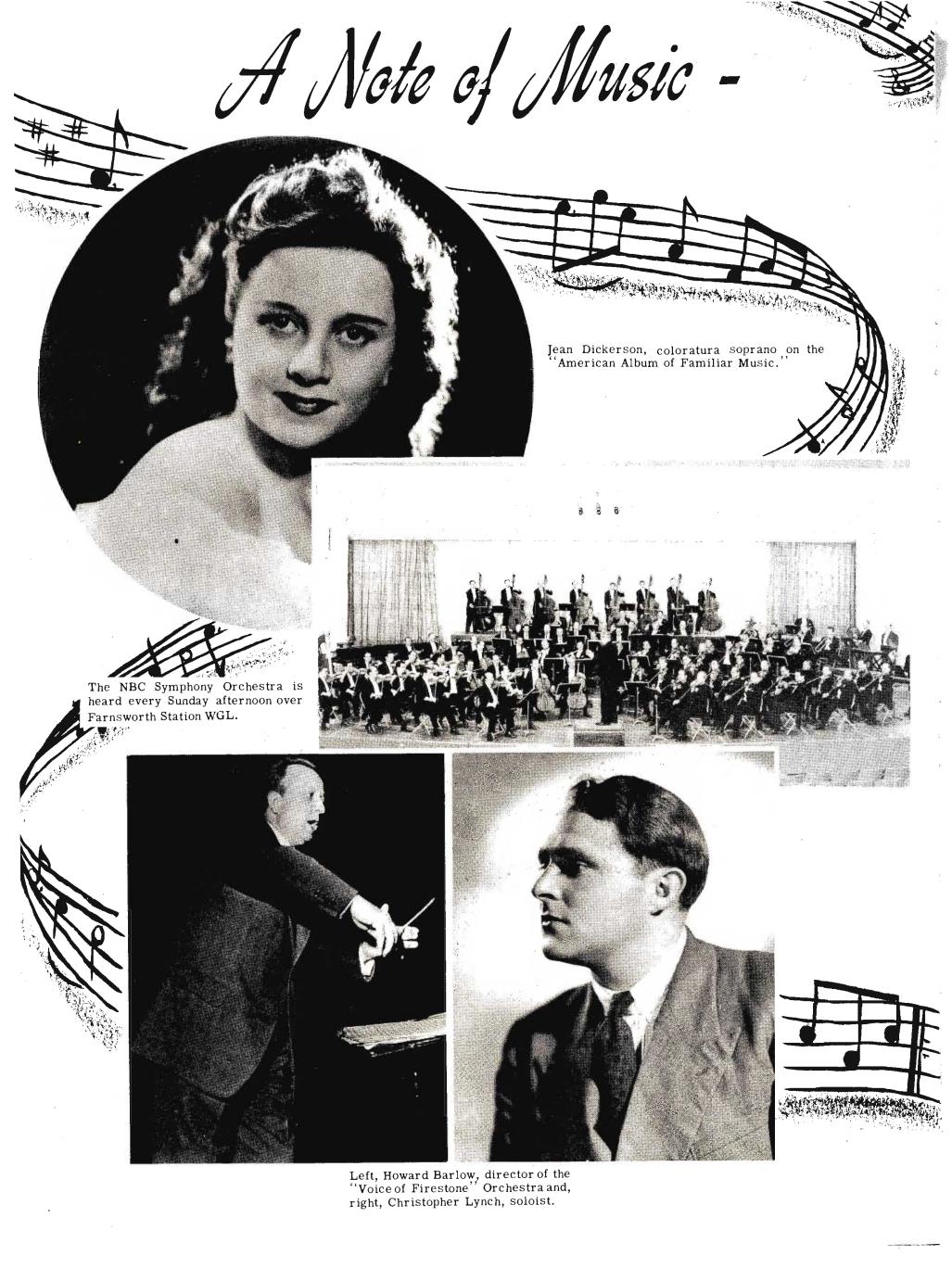


There's action a-plenty for the fans of professional soft ball in Fort Wayne. (World's Champs are the Zollners).

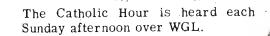
Center: Bob Storey, WGL Sports Announcer, is a graduate of the Univ. of Minnesota, lists athletics as his favorite "hobby".

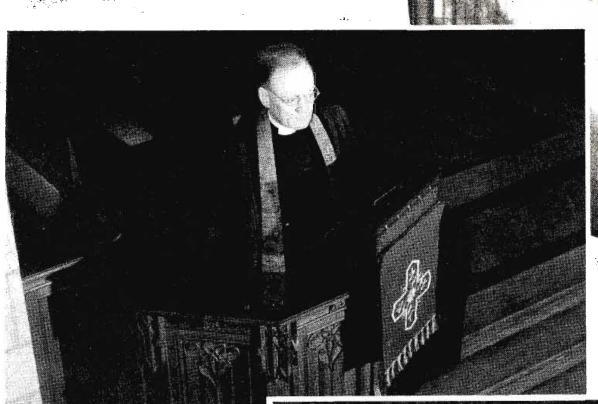
The stands are jammed for games like this--but even more fans enjoy them through the medium of radio.

### ... From the World of Shorts!



# A Note of Inspiration





Rev. Dr. Paul H. Krauss of the Trinity English Lutheran Church, one of the many religious speakers heard daily over Station WGL.



Dr. Ralph W. Sockman, Pastor of New York's Christ Church and officiating clergyman on NBC-WGL's "National Radio Pulpit".



# The NBC Parade of E

On their best l Charlie McCa "the voice" Edg of the Charlie

show (Sunday ni

Jack demonstrates his hilariously raucous fiddle on the "Jack Benny" show, heard Sundays over station WGL. Anios 'n' Andy doing a typical day's work...Andy typical day's work plenty of is fortified with plenty of headache pills.

Oops, sorry! That's ringmaster

Oops, sorry! That's ringmaster

and

"Truth and

Raiph Edwards of

Consequences' behind the cus
tard pie -excuse please!

tard pie -excuse

Jerry Colonna and Bob Hope are hot on the trail of the villain on the 'Bob Hope' show.

Fred Waring poses with his entire radio company.

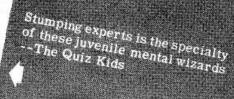
### Ftans... Via WGL!



HOW TO AD LIB

Fibber may not be funny to Molly, but the "Fibber McGee & Molly" show is a favorite of WGL listen-ers every week.

Fred seeks guidance in preparation for the Fred Allen show.





behavior rthy and car Bergen McCarthy ghts).

Probably the biggest laugh in radio comes from Mr. Throck-morton Gildersleeve.



Mr. District Attorney (Jay Jostyn) points an accusing finger.

# To the Ladies... "Talkin' Time", a half-hour ad lib show, fea"Talkin' Time", a half-hour and Announcer John Start"Talkin' Time", a half-hour an WGL Marge Sheldon, Civic Events Direct-Marge Sheldon, Civic Events Univ. Or, is a graduate of DePauw NBC or, is a recent winner of an NBC Marge is a recent winner of Scholarship. Scholarship. Here is Ann Joyce giving a few helpful hints Program. Graceful Living State College Ann is agraduate of Mississippi State College for Wonlen. for Won.en. Over WGL

# School of the Air

Herman O. Makey, English instructor at South Side High School, is heard on "School of the



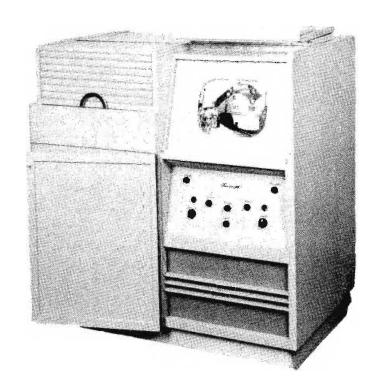
Heard each Wednesday are Paul Havens, Program Director, Mr. Elbrect, Verda Mae Zeigler, Radio Director for Public Schools and Mr.



Fridays, the "School of the Air" brings talented students to the WGL microphones.



#### Latest Model Garnsworth Television Receivers



Modern styling keynotes the design of this Farnsworth low-boy console television receiver, which provides standard broadcast reception and a phonograph with automatic record changer, as well as complete television sight and sound service.

This new metal cabinet Farnsworth table model television receiver has a 10-inch direct-view tube providing high-definition black and white pictures, and an FM sound channel. Standard broadcast reception can be installed easily. Only  $14\frac{1}{2}$  inches wide and 20 inches deep, it can be placed on the average-sized end table.





In addition to complete television sight and sound, this Farnsworth direct-view console television receiver offers standard broadcast reception. The television screen on the modern-design wood cabinet is tilted at a slight angle to permit comfortable viewing.

## ... with Jannsworth!

Development of one of the nation's outstanding radio centers is nearing completion in Fort Wayne by the Farnsworth Television & Radio Corporation. The Farnsworth Radio Center is designed to provide Northeastern Indiana with television, frequency modulation and improved regular amplitude-modulation broadcasting services, all originating and controlled from newly built central studios in downtown Fort Wayne. Facilities for all three services will be among the most complete and modern in the country.

Farnsworth television transmitting and receiving equipment is currently being field tested in the Fort Wayne area. In developing and providing this service, the Farnsworth corporation is prepared to demonstrate the definite feasibility of practical and economical television broadcasting in cities of medium metropolitan size.

The Fort Wayne Radio Center will be a trail blazer in that it will serve to show the way to successful television in localities other that the country's largest metropolitan areas.

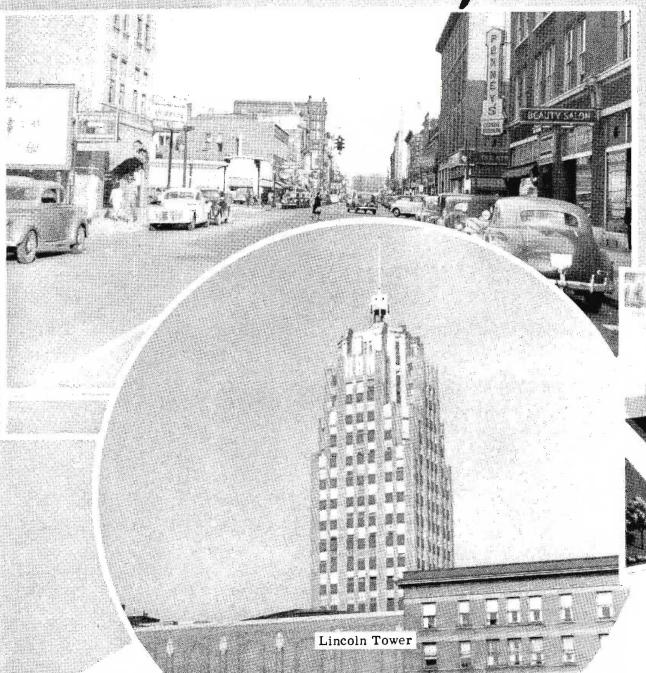
The Farnsworth Corporation is equally interested in developing the kind of programming techniques which will contribute most effectively to the firm and favorable progress of television.

The Farnsworth Corporation is an established pioneer in the field of manufacturing television home receivers as well as transmitting and studio equipment. The present corporation stems from Farnsworth Television, Inc., organized in 1926, at which time Philo T. Farnsworth was making historic discoveries and developments in the transmission and reception of visual images by electronic means.

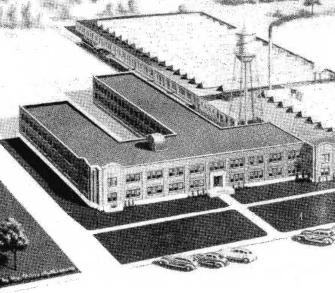


JOHN STAGNARO, pioneer television cameraman now with the research department of Farnsworth, pictured with a Farnsworth direct-pickup television camera.

Font Wayne...

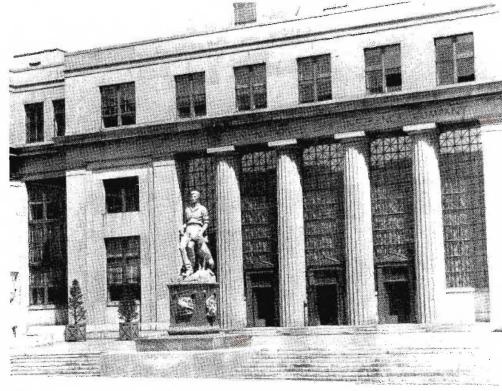


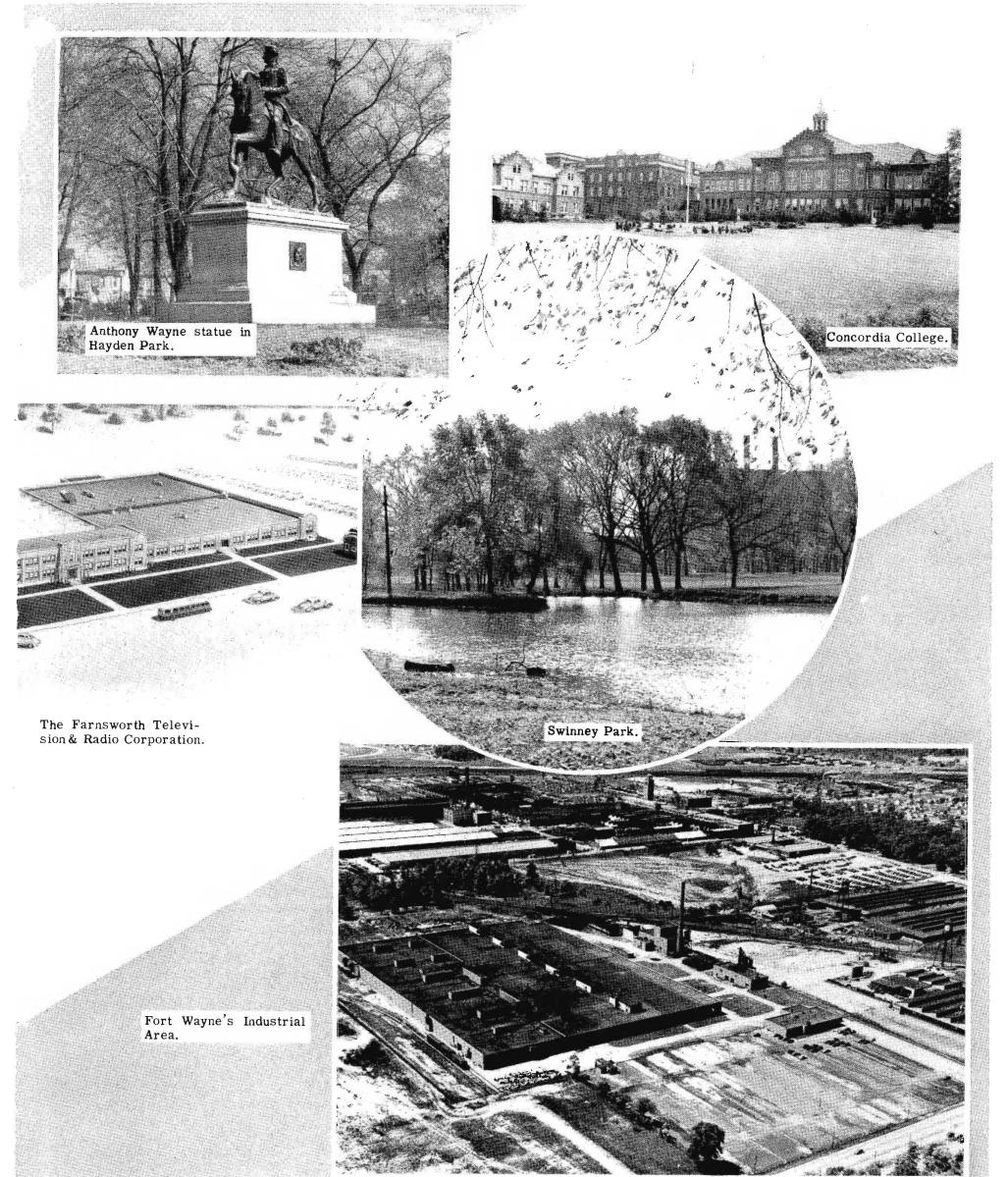
Downtown Fort Wayne, looking East on Wayne Street.





Lincoln Life Building





# The Home of WGL



Captain Boucheron is a pioneer in the radio

foremost specialists in International Communications. He was awarded the Legion of Honour, rank of Chevalier, by the French Government for distinguished service during the liberation of

Capt. Boucheron has been associated with the Farnsworth Corporation since 1938.

www.americanradiohistory.com

### Department He



Chief Engineer at WGL is Howard Beck, a veteran of many years in the vast field of radio engineering. Has been with the Farnsworth Corporation since its inception in 1939.



General Sales Manager is William R. Aldrich. A life-long resident of Fort Wayne, Bill has been in radio sales work since 1939. He is in charge of all sales. He is ably assisted by Messr. Gene Yergens and Joe Faulkner.



William T. Davies, Ass't to the General Manager, has worked with Farnsworth since 1939, is a seasoned radio veteran.



Norman Widenhofer, Sales Promotion Manager, is another native of Fort Wayne, has been in the radio industry since 1933. He attended Concordia college, is also in charge of station publicity.

# ads of WGL



Paul Havens is WGL's Program Director. He has been announcing for more than seven years, before that was master of ceremonies with several popular net work shows.



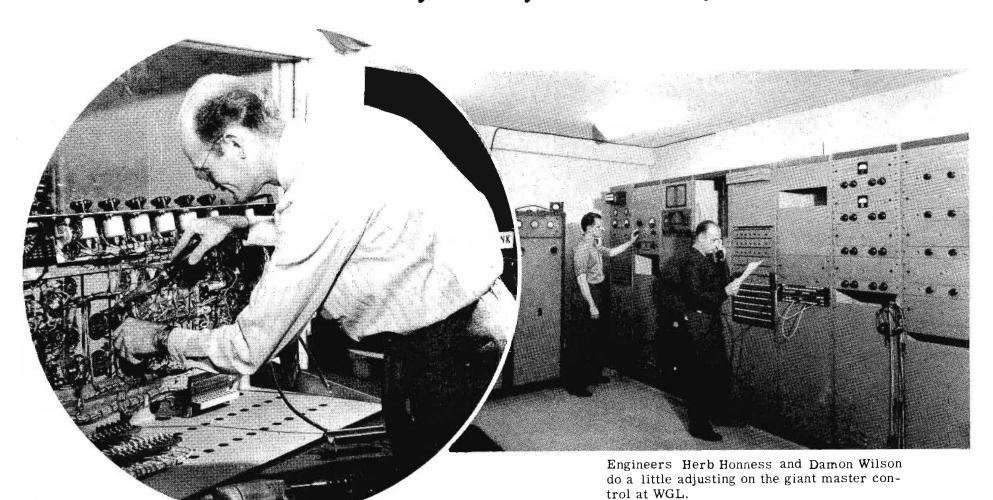
It's very seldom that all the announcers in a radio station have a chance to get together, but here they are! L. to R: Bob Storey, Paul Price, Tim O'Sullivan, Dick Aker and John DeYoung.



Continuity Supervisor Guy S. Harris, shown here with WGL's other writers, Marjorie Sutton and Marge Sheldon, is a graduate of the University of Minnesota Extension.

Truman E. Krider, Auditor and Office Manager of WGL, likes to hunt. It's his job to keep the numerous offices well-supplied.

# Jechnically Speaking...



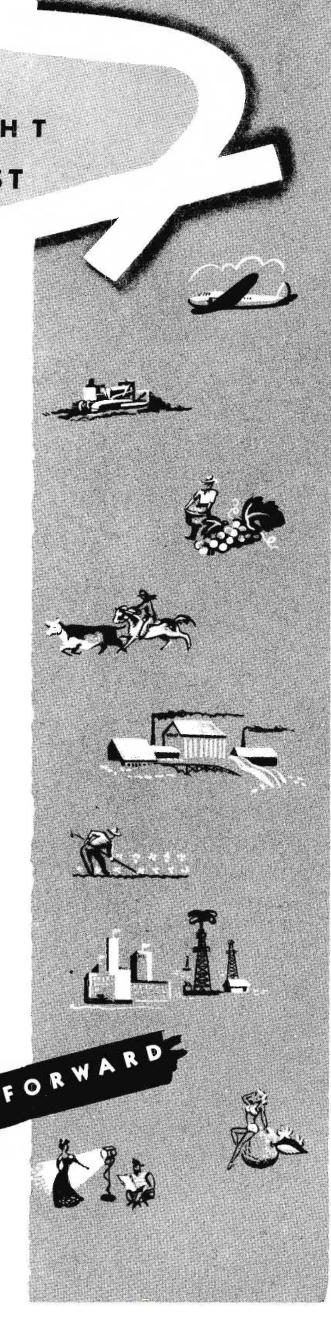
The inner workings of a control board look complicated, but Engineer Ray Habig seems to know what it's all about.



# THE FULLIVE IS BRIGHT FOR THE POSTWAR MID-WEST

With the same abundant energy and realistic viewpoint, citizens of the Mid-West have set their sights to postwar. Public works—roads, bridges, earthwork, airports and building programs costing millions of dollars, are getting under way. Private enterprise and government have already allocated the money.

- .. Unified effort already set in motion will make permanent the bulk of the Mid-West's wartime economic, industrial and population gains. Reconversion plans by private enterprise call for production and employment topping all previous peace-time records.
- .. Mid-Western goods will flow through war-expanded transportation systems to wider markets at home and abroad. A war-born merchant fleet will carry the products of the Mid-West to the ports of the world to exchange for raw materials for the new industrial empire.
- .. The Mid-West faced a multiude of problems in gearing itself to the production achievements of war-time. It rolled up its collective sleeves and did a tremendous job.
- .. The problems of peace-time are plentiful and big, but opportunities are even bigger. Wise forward planning has put these opportunities within reach, many of them have been saddled already.

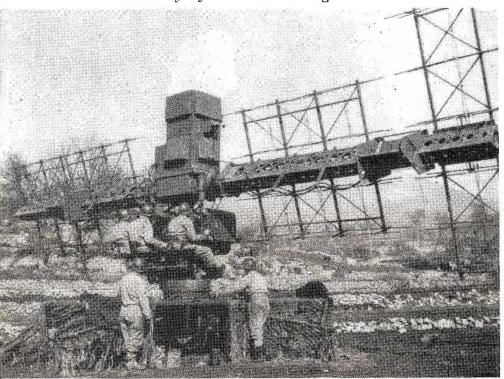




## THE SILENT WEAPON OF WORLD WARII . . . TO BE ADAPTED FOR PEACETIME USE . . .

An electronic 'eye' apparently developed independently by U. S., British, French and German scientists in the 1930's, radar owes much of its rapid growth to the advent of war. First used in detection of surface objects in the near-distance under conditions of poor visibility, radar's range and versatility were quickly extended to provide long-range detection of airborne as well as surface objects, accuracy in fire-control, safety in navigation and identification of distant or unrecognizable planes and ships. To radar goes much of the credit for England's doughty defense in the dark days of the 'blitz'; and much of the credit for 'lighting the road' to Berlin and Tokyo.

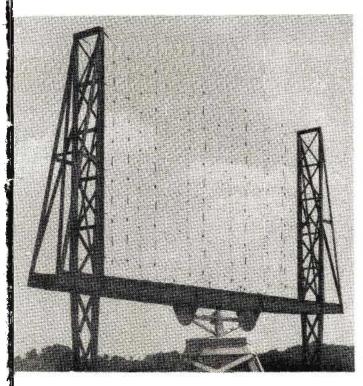
.. Scientists have made great strides in converting the principles of radar to peacetime uses—with the extent limited only by the field of imagination.



Five-man Army radar crew in Italy track approach of enemy planes.



Prelude to the first test of radar, experimental work on the roof of the Naval Research Laboratory in Anacostia, D. C.



The antenna of the first complete radar, installed 'topside' a building at Naval Research Laboratory in Anacostia, D. C. It is mounted so that it can be turned to allow for around-the-compass search.



Information provided by radar's electronic eye is marked down on vertical chart in radar plot room aboard aircraft carrier. Behind the transparent chart, other men chart other aspects of incoming information.



Symbolizing close tie-line of communications between aircraft carrier and plane supplied by radar, photo shows Navy Avenger speeding past Essex-class flattop with latter's radar antenna outlined against the sky.

# The VEIRANS'

# RIGHTS AND BENEFITS \*

MUSTERING-OUT PAY ... \$100 for less than 60 days service; \$200 for 60 days MUSIEKING-UUT PAY ... \$100 for less than 60 days service; \$200 for 60 days or more plus foreign service. or more but no foreign service; \$300 for 60 days or more plus foreign service. Payable to all with base pay less than \$200 monthly at time of discharge. Day less than \$200 monthly at time of discharge. or more put no toreign service; \$300 for ou days or more plus foreign service.

Payable to all with base pay less than \$200 monthly at time of discharge; payments to be made in three installments.

TERMINAL PAY ... new legislation provides for payment to all veterans for accrued leave or furlough pay, based on  $2^{1/2}$  days per month, at the pay for accrued leave or furlough pay, of discharge or senaration. ments to be made in three installments. for accrued leave or furlough pay, based on 4½ days per me pertaining to the rank held at time of discharge or separation.

OLD JOBS. Permanent jobs abandoned to enter service after May 1, 1940; may be recovered by application within 90 days after discharge. In case of difficulty contact local Reemployment Committeeman may be recovered by application within 90 days after culty, contact local Reemployment Committeeman.

NEW JOBS . . Register with nearest State Employment Service office as soon as nossible after discharge GI Bill provides vocational training and government NEW JUBS.. Kegister with nearest State Employment Service omce as soon as possible after discharge. GI Bill provides vocational training and government allotments of from \$65 to \$90 monthly while learning Veterans are on the nearly allotments of from \$65 to \$90 monthly while learning veterans. as possible after discharge. GI Bill provides vocational training and government Veterans are on the preallotments of from \$65 to \$90 monthly while learning. Veterans are on the preallotments of from \$65 to \$90 monthly while learning. Veterans are on the preallotments of from \$65 to \$90 monthly while learning. allotments of from \$65 to \$90 monthly while learning. Veterans are on the preferred list for Civil Service jobs, and are entitled to 5 to 10 points in examinations eighby the reason of military cervice.

EDUCATION . . GI Bill entitles veteran to one year of schooling, plus one year for each year of service totaling no more than four years of schooling which may EDUCATION... GI Bill entities veteran to one year of schooling, plus one year for each year of service, totaling no more than four years of schooling which may be obtained. Veteranc' Administration page \$500 per year toward tuition simplies. simply by reason of military service. tor each year of service, totaling no more than four years of schooling which may be obtained. Veterans' Administration pays \$500 per year toward tuition, supplies, etc.; also provides subsistence \$65 monthly for veterans without dependents. be obtained. Veterans' Administration pays \$5000 per year toward tuition, supplies, \$90 etc.; also provides subsistence \$65 monthly for veterans with dependents. No enhance allowance for those taking monthly for veterans with dependents. etc.; also provides subsistence \$55 monthly for veterans without dependents, \$50 monthly for veterans with dependents. No subsistence allowance for those taking correspondence or night courses

READJUSTMENT PAY . . Federal unemployment-compensation program grants veteranc four weeks unemployment nav for every month of active service after KEADJUSTIMENT PAY... rederal unemployment-compensation program grants veterans four weeks unemployment pay for every month of active service after veterans four weeks unemployment pay for every month of active services. If veteran is completely unemployed, he receives sent 16 1940 up to 59 weeks. If veteran is completely unemployed. veterans four weeks unemployment pay for every month of active Service after Sept. 16, 1940 up to 52 weeks. If veteran is completely unemployment companies on state unemployment companies of the contact State Employment Service on state unemployment companies. correspondence or night courses. Sept. 16, 1940 up to 52 weeks. It veteran is completely unemployed, ne receives \$20 a week. Contact State Employment Service on state unemployment compensation benefits

LOANS. Veterans' Administration will guarantee 50% of loans, guarantee to the state of the state LUANS... Veterans Administration will guarantee 50% of loans, guarantee to \$2,000. Real teeing up to \$4,000 for a home or farm, and for a business up to \$2,000 for a home or farm realty loans in 40 years, and non-estate loans must be renaid in 25 years, farm realty loans in teeing up to \$4,000 for a nome or farm, and for a business up to \$2,000. Keal estate loans must be repaid in 25 years, farm realty loans in 40 years, and nonpensation benefits.

PRIVATE ENTERPRISE . . World War II Veterans are entitled to preference in huving curnlus property to actablish or maintain their own small PKIVALE ENTERPRISE.. World war II Veterans are entitled to preterence in buying surplus property to establish or maintain their own small business professional or agricultural enterprise. to obtain tools or equipment erence in buying surplus property to establish or maintain their own small business, professional, or agricultural enterprise; to obtain tools or equipment which they are required to own by the character of their employment; and to real estate loans in 10 years. business, professional, or agricultural enterprise; to obtain tools or equipment and to which they are required to own by the character of their employment; and the acquire with reasonable limits one initial stock of property for resale in the which they are required to own by the character of their employment; and to acquire with reasonable limits one initial stock of property for resale in the regular course of his husiness.

MEDICAL CARE. Through Veterans Administration, hospitalization provided for veteran for any ailment as long as he lives without cost Medical MEDICAL CARE. Through Veterans Administration, hospitalization provided for veteran for any ailment as long as he lives, without cost. Medical vided for veteran for any ailment as long as he lives, without cost. If the conservice or dental care not requiring hospitalization provided by VA, if the conservice or dental care not requiring hospitalization provided by VA, if the conservice or dental care not requiring hospitalization provided by VA, if the conservice or dental care not requiring hospitalization provided by VA, if the conservice or dental care not requiring hospitalization provided by VA, if the conservice or dental care not requiring hospitalization provided by VA, if the conservice or dental care not requiring hospitalization provided by VA, if the conservice or dental care not requiring hospitalization provided by VA, if the conservice or dental care not requiring hospitalization provided by VA. regular course of his business.

INSURANCE. Veteran may keep his national service life insurance in force for 8 years and then convert to ordinary life twenty-payment or 30-nayment life. dition was caused or aggravated in line of duty. INSURANCE... Veteran may keep his national service life insurance in force for 8 years and then convert to ordinary life, twenty-payment or 30-payment life.

LEGAL EXEMPTIONS .. For six months after discharge, veterans have legal exemption under Soldiers and Sailors Civil Relief Act of 1940, from lawsuits for EXEMPTIONS... For six months after discharge, veterans nave legal exemption under Soldiers and Sailors Civil Relief Act of 1940, from lawsuits for collection of debts collection of taxes sale of property for taxes disposeesion exemption under Soldiers and Sailors Civil Relief Act of 1940, from lawsuits for collection of debts, collection of taxes, sale of property for taxes, dispossession of dependents for nonpayment of rent, and collection of insurance premiums. collection of depths, collection of taxes, sale of property for taxes, dispossession of dependents for nonpayment of rent, and collection of insurance premiums.

DISABILITY PENSIONS .. free vocational rehabilitation provided for disabled veterans plus \$105 monthly with no dependents. \$115 with one dependent. plus veterans, plus \$105 monthly, with no dependents; \$115 with one dependent, plus \$10 monthly for first child and \$7 for each additional child, and \$15 for each description. veterans, plus \$100 monthly, with no dependents; \$110 with one dependent, plus \$10 monthly for first child and \$7 for each additional child, and veteran may be needent narent. If discharged with disability due to service veteran may be \$10 monthly for first child and \$7 for each additional child, and \$10 for each dependent parent. If discharged with disability due to service, veteran may be entitled to disability henefits including a pension. Amounts navable from \$13.80 pendent parent. If discharged with disability due to service, veteran may be entitled to disability benefits, including a pension. Amounts payable from \$13.80 a month to \$138 a month for 100% disability.

"The Veteran Speaks" is a feature program heard regularly over Radio Station WGL. It brings Captain Pierre Boucheron, U.S.N.R., and Lt. Time O'Sullivan, U.S.A.C.R., to the



If there is no Veterans' Administration Office your home town write to the nearest Field Station, Address, "Manager, Veterans" Administration"—

