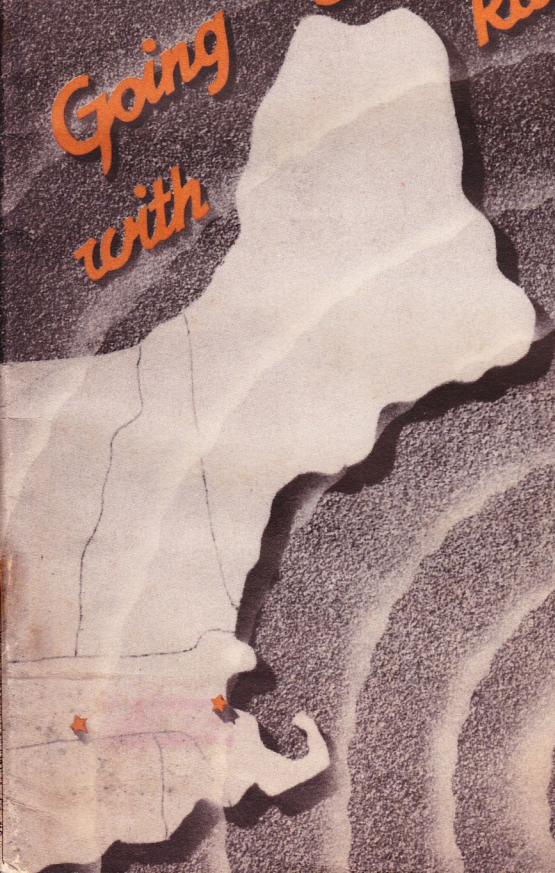


Going
with

Forward
Radio



WBZ
WBZA

A Message from

W. C. SWARTLEY

General Manager of **WBZ and WBZA, WBZ-FM, WBZA-FM.**



WBZ-WBZA
WESTINGHOUSE RADIO STATIONS INC · BOSTON

Dear Friends,

Here at WBZ and WBZA we are deeply appreciative of the warm welcome you have shown us, during the past twenty-five years, in our daily visits to your homes.

On this occasion of our twenty-fifth anniversary we thought you might like to look in on us; so here we are, in family album style, ready to show you what goes on behind the microphone.

We hope you will enjoy your visit, and that it will add to your pleasure as you continue to listen to us in the days to come.

Cordially yours,

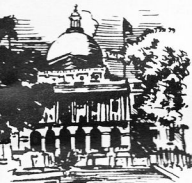
W. C. Swartley

Compliments of

H. B. SWARTLEY
24 SUDBURY STREET
AWNINGS & WINDOW TREATMENTS

WBZ-WBZA...

A New England Institution for a Quarter of a Century!



Day in and day out, year after year, the call-letters WBZ and WBZA have stood as symbols of radio excellence in the New England consciousness. Step by step, the progress of the industry at large has been reflected in the program and technical advancements by these Westinghouse broadcasting stations.

In fact, Westinghouse inaugurated what we know today as "broadcasting" when, in 1920, Station KDKA in Pittsburgh, Pennsylvania, began a pre-announced schedule of daily programs with the Harding-Cox elections on November 2. The first commercial broadcasting license, however, went to Station WBZ during the first year of President Harding's term.

WBZ was in Springfield then, with both transmitter and studio on top of one of the buildings which today house the East Springfield Works of the Westinghouse Electric Corporation.

It was on September 19, 1921, that the new form of "wireless" entertainment opened in New England with WBZ's programs from the Eastern States Exposition in West Springfield, Mass. The ensuing years brought many WBZ "firsts"—a concert from the Springfield Auditorium stage in 1922 by Mme. Louise Homer . . . church services from South Congregational Church in Springfield . . . a lecture series sponsored by the University Extension Division of the Massachusetts State Department of Education . . . and the World Series from Yankee Stadium, all in 1923 . . . a Boston "Bruins" hockey game in 1924!

And it was in 1924 that WBZA made its bow in Boston.

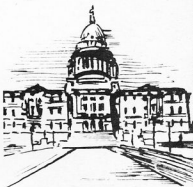
Nineteen twenty-five saw the first radio observance of the anniversary of Paul Revere's ride; and pilots in the James Gordon Bennett balloon race listened to reports from the ground, over WBZ.

The Boston Symphony Orchestra lent a gracious note to the WBZ program fare in 1926, to be followed the next year by the first airing of one of Boston's beloved "Pops".

The year 1931 was a momentous one! WBZ and WBZA switched home cities, and became known as "WBZ in Boston" and "WBZA in Springfield". The Boston studios that year were moved from the Statler Hotel to their present location in the Hotel Bradford, and during the following months WBZ was granted use of 50,000 watts of power for day and night broadcasting—a significant power "first" for New England.

Affiliated with the National Broadcasting Company, WBZ and WBZA are today bringing to New England homes the finest and newest in the fields of entertainment and information, and are GOING FORWARD WITH RADIO in laying solid foundations for FM broadcasting and Television.

In the knowledge that the only true measure of its effective service lies in the extent to which the public accepts its broadcast offerings, Westinghouse will strive at all times for maximum technical excellence and outstanding artistic skill, thereby expressing its appreciation of the high regard in which listeners have always held WBZ and WBZA, and building ever stronger that link of confidence between station and listener.



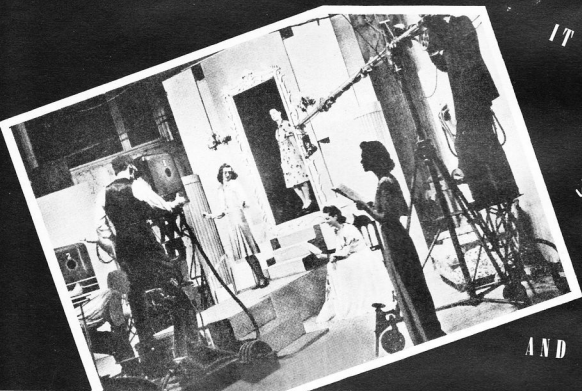
TELEVISION

For more than 60 years scientists have been striving for means of seeing events as they take place in spots remote from the observer. The scanning disc, basis of early television was invented by Paul Nipkow in 1884. The basis for modern electronic television was described by Campbell Swinton in 1911, but it took years of work by Vladimir Zworykin before this system produced a picture. Dr. Zworykin invented the Iconoscope, which became the "eye" 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. A television transmitter was erected in 1928 and on January 16, 1930 television pictures were seen on a 6-foot screen, as transmitted from the studio.

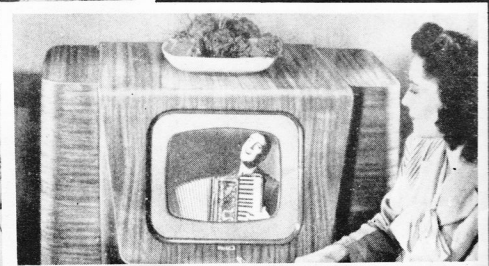
The long-awaited debut of all-electronic television finally took place April 30, 1939, when President Franklin D. Roosevelt's speech opening the New York World's Fair was telecast. When normal building conditions prevail, a great many television stations will come into being.



IT GOES IN HERE

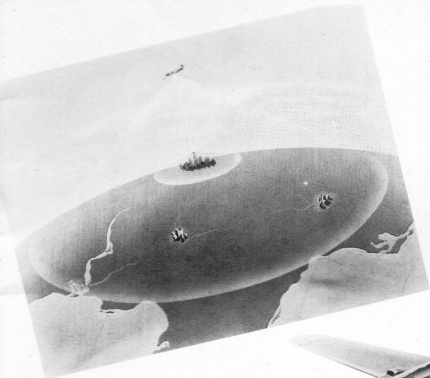


AND COMES OUT HERE

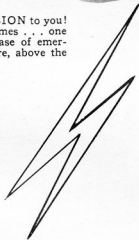


and now STRATOVISION!

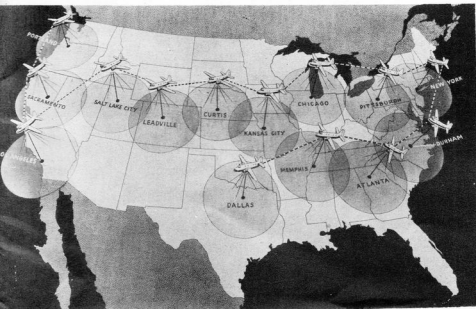
Main difficulty of television is that ultra-high frequency radio waves employed do not "bend" over the horizon . . . practical coverage of a ground transmitter therefore cannot exceed a radius of about 50 miles. A brilliant young Westinghouse engineer has conceived a system of transmitting television and FM broadcasts from a stratosphere-going airplane flying six miles high, in the stratosphere, thereby increasing the horizon to more than 200 miles! (See picture to left showing comparison between area covered by ground transmitters and Stratovision.) One plane could cover 103,000 square miles, and in the populous east, serve 16,000,000 people at one time! The idea has been developed in cooperation with Glenn L. Martin aviation officials, and it works! STRATOVISION is the newest word in radio!



The airplane that will bring STRATOVISION to you! Two planes would be in the air at all times . . . one transmitting, the other standing by in case of emergency. They would fly in the stratosphere, above the weather at all times!



Oxygen masks and heavy flying suits are regular items of equipment on flight tests of Stratovision, but ultimate Stratovision planes will have pressurized cabins and adequate heating systems for comfortable operation six miles in the air.

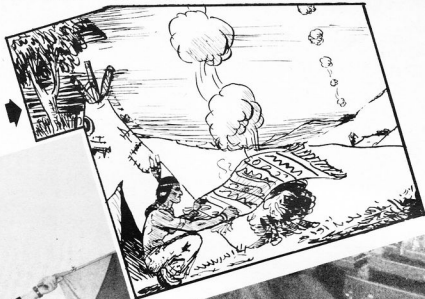


How 14 planes could form a coast-to-coast network covering 78% of the nation's population. Plane-to-plane connections (dotted lines) could carry a television broadcast from New York to Los Angeles . . . Dallas to Portland!

"Transition in Communication"

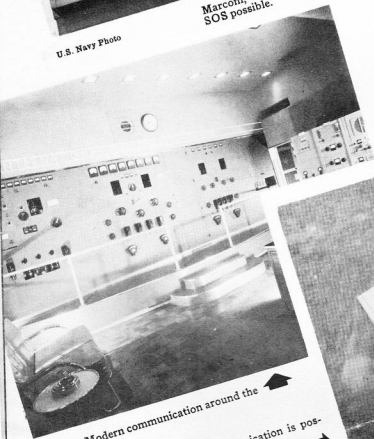
One of the earliest forms of communication.

Sailors wig-wagging with semaphore signaling.



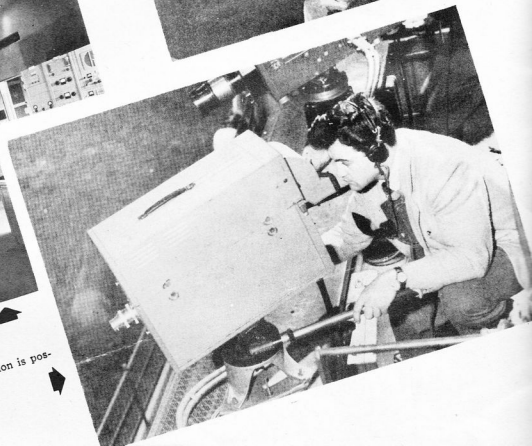
U.S. Navy Photo

Marconi, the man who made the SOS possible.



Modern communication around the globe.

Now sight communication is possible with Television.



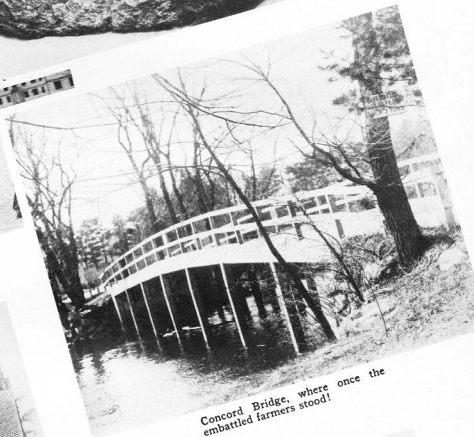
"Transition in New England"

The pictures shown on this page symbolize the transition of the tiny colonies originally established on New England soil, through the struggle and travail of the fight for independence and the economic and cultural development of America, into the mighty cities and prosperous land they form today . . . cities and land faithfully served for a quarter of a century by WBZ and WBZA!

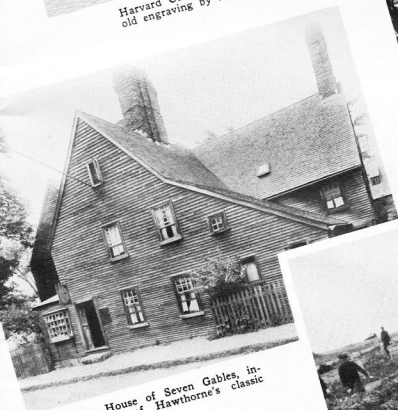
Revered Plymouth Rock, the legendary landing place of the Pilgrim Fathers in 1620.



Harvard College in 1775, from an old engraving by Paul Revere.



Concord Bridge, where once the embattled farmers stood!



The House of Seven Gables, inspiration of Hawthorne's classic novel.



Harvesting the famous Maine potato crop.



WBZ. . *in the Heart*

Located
in the Brad-
ford Hotel in the
heart of down-town
Boston, WBZ is proud of
the place it holds in the life of
the city and of the territory which it
serves. Here originate WBZ studio
programs and many of the programs
heard over WBZA, Springfield
as well as over
the NBC and New
England
regional
networks.

of Boston

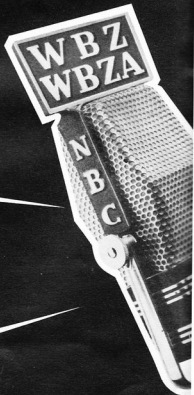


WELCOME to your Westinghouse Station! KATHLEEN-ELAINE RUNNALS (in circle) and MARY BEATTIE (standing, above) are on hand to make your pictorial tour of the studios a pleasant one. Mrs. Beattie is WBZ's hostess ... "Kay" operates the busy switchboard.



WBZ's studio corridor, from which visitors view radio productions as they are broadcast.

Air-Stages of



One of the studios at WBZA, Springfield, origin of many programs heard over WBZ and WBZA.

WBZ and WBZA!



FM Studio

NORAH ADAMSON, FM program supervisor, at the turntable in WBZ-FM studio, where programs broadcast by frequency modulation originate.

Behind the Scenes of

The office corridor of WBZ, center of the bee-hive activity, which, though never heard over the air, is necessary in bringing you your favorite programs.

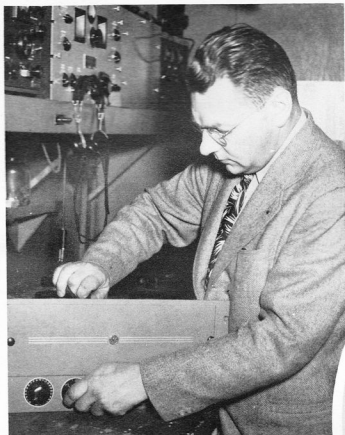
GLADYS MATHESON, transcription librarian (seated) and GLORIA SHEEHAN, in charge of music clearance, select a program of music transcribed music in WBZ's busy library of recorded entertainment.



WBZ's comfortable audition room, where new programs are discussed, pre-broadcast rehearsals take place, and many an idea, resulting in your greater radio enjoyment, is born.



Your Westinghouse Stations!



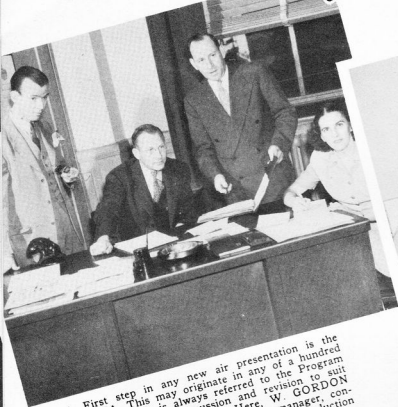
ELMER LANTZ, WBZ technician, in the studio engineering shop. Here skilled Westinghouse technicians devise further improvements. Elmer was largely instrumental in the construction and outfitting of the shop.

BETSY WEST, music librarian, and KATHRYN SCHENCK, secretary (seated) of the WBZA staff in Springfield.



As in every other form of business, "Pay Day" is the highlight of the week. Here EARL N. JACOBS, auditor, passes out weekly checks to ELEANOR HORN, (left) and ALICE HIBBITS, bookkeepers.

Birth of a Program!



1. First step in any new air presentation is the **IDEA**. This may originate in any of a hundred ways, but it is always referred to the Program Department for discussion and revision to suit the tastes of the public. Here, **W. GORDON SWAN** (seated) **WBZ** program manager, confers with **STEPHEN J. BURKE**, production manager; **C. HERBERT MASSE**, sales manager and **GLADYS GOODWIN**, Mr. Swan's secretary. This is the first step in a new program idea.



2. When the program department conference has evolved the program idea, it is referred to other members of the staff. Mr. Swan is seen checking with the Traffic Department, represented by **MARY UTTING**, Traffic Clerk, **HORACE P. ROLFS**, traffic manager and **E. CHARLOTTE SPINNEY**, traffic clerk. The traffic department controls the allocation of all air-time; they will find an appropriate spot for the new show.



3. The new program idea combines a cast of actors with an orchestral background, so a "script" is required. This is turned over to the talented hands of the Continuity Department, for preparation of a complete "show on paper". Every word to be spoken in the show, cues for musical and sound effects, and the sponsor's commercial announcements, are the responsibility of the girls shown above: **DOROTHY MILLER**, continuity supervisor; **ELEANOR BURT**, script writer and **NANCY HARVEY**, Miss Miller's assistant.



4. There are two types of program. First is the "sustaining", which contains no advertising, and for which the station receives no income. The second type is "commercial", which includes advertising messages. "Commercials" pay the freight for all of the many services rendered by a station. Our new program is to be "commercial" so it calls for a conference between Mr. Masse and **LYNN MORROW** (standing), sales promotion and publicity manager, **MARY MacDONALD**, sales secretary (left) and **HARRIET MARSH**, production secretary, sit in on the discussion.



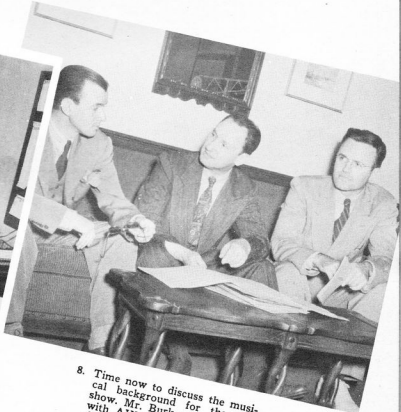
5. The sales promotion meeting over, the program idea is brought to the attention of the salesmen. Mr. Masse, in a sales meeting, tells CHESTER MESSER, VEY, HENRY V. GREENE, Jr., ED. WARD H. LLOYD, Jr., and GORDON L. WIGGIN (standing) about the new show.



6. Since the new program has sales potentialities for national clients with distribution of their product going outside New England, National Broadcasting Company Spot Sales, begins contacting its nation-wide representatives. JOHN DODGE, New England-New York state representative for NBC Spot Sales RUTH MORAN, Sales Service Assistant and ELEANORE BLEVINS, secretary, are pictured above.



7. Long before time for the new program to be broadcast, an active publicity campaign is started to acquaint the public with the talent and type of entertainment to be featured. Mr. Morrow drops in on WENDELL A. DAVIS, publicity representative, and LILLIAN BELL, secretary to discuss the type and scope of the publicity desired.



8. Time now to discuss the musical background for the new show. Mr. Burke gets together with AVNER RAKOV, music director, and WRIGHT BRIGGS, music librarian, and explains to them the requirements for the music sequences.



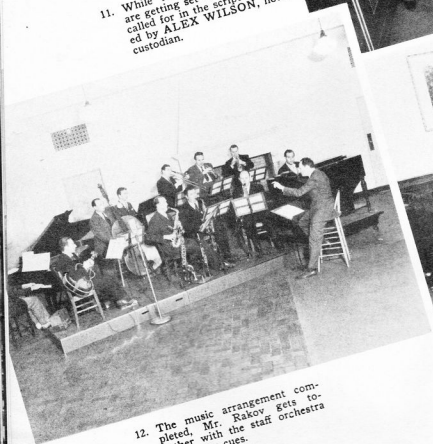
9. The vast quantity of mail received every day by WBZ requires the assistance of a skilled staff. Here requests for programs, suggestions for shows, and a thousand and one matters pertinent to radio are carefully read, sorted and channelled into the proper departments. **KATHLEEN-ELAINE RURNALS, ALEX INGRAM, ROBERT CONLEY and ROSEMARY SMITH TAYLOR** are shown above in WBZ's mailroom.



10. With all the preliminary conferences and discussions out of the way, it is time to select the talent for the show. Actors are chosen whose air-personalities best fit the requirements, and a cast is called together for a preliminary 'readover' of the script. Mr. Burke gives the cue for the rehearsal above, as **LEON FREMAULT** (to left of mike), who has been selected to announce the new show, stands by for the opening line.



11. While the cast and orchestra are getting set up, sound effects called for in the script are placed by **ALEX WILSON**, house custodian.



12. The music arrangement completed, Mr. Rakov gets together with the staff orchestra to rehearse cues.



13. A preliminary recording of the program having been made, it is 'played back' over the audition room speaker to test the audience reaction of a panel of listeners. In addition to Mr. Burke, Mr. Morrow and Mr. Swan, **DOROTHY CARMICHAEL, DOROTHEA KORD, MARJORIE RAE and EILEEN O'SULLIVAN** of the station staff, and Jack Lynne are called in to see how the show sounds to a listening audience.



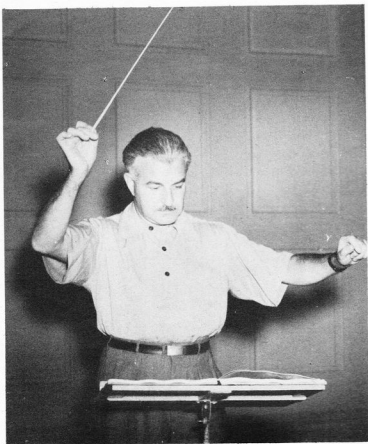
14. Thirty seconds before show-time . . . ! The preliminary recording has been tested . . . changes made . . . final rehearsals held. Through the control-room window Mr. Burke signals the cast and orchestra to 'stand by' . . . WALLACE BROWN, technician, waits at the board, ready to switch the program **ON THE AIR!**



Rakov, WBZ musical director for the past nine years.



"... and the air



"SUNDAY AT 4:30"

Arthur Fiedler, Conductor

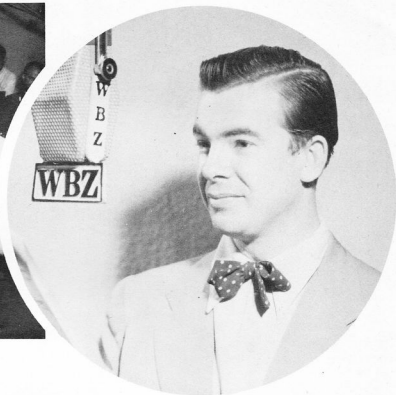
The "Sunday at 4:30" show is a perennial favorite with WBZ and WBZA listeners. Arthur Fiedler (shown at left in rehearsal) conducts a symphonic orchestra of 55 pieces in a half-hour program of the world's great music. The program is broadcast from the Boston Opera House, where the audience enjoys an additional half-hour of music after the air show. Living up to Boston's reputation as a source of fine music, the "Sunday at 4:30" show helps fill an ever-growing demand among radio listeners for the great musical classics.



"I shall be filled with music . . ."



"The Music Shop" starring RAY DOREY, WBZ's popular young emcee and romantic baritone, is broadcast Monday through Friday in the early afternoon. It features hit tunes of the day by Ray and the staff orchestra, and interviews with famous personalities. Informal and happy-go-lucky, "The Music Shop" is one of the high spots in WBZ's parade of musical programs. Above, Colonna gets into the act.



"The Music Shop"

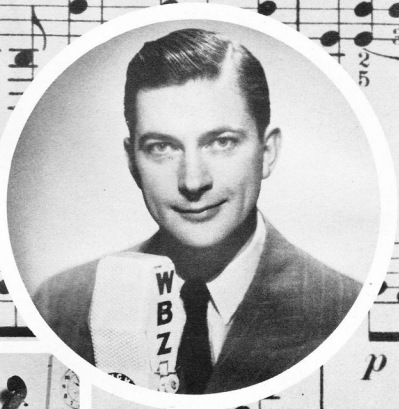


"Styles by Myles" is another top presentation in the WBZ and WBZA musical schedule. Lovely DOTTY MYLES sings the tunes you love to whistle, while Rakov conducts the staff orchestra in selections both mellow and hot . . . a distinctive and popular WBZ presentation.

"Styles by Myles"

More WBZ Musical

"The Serenader" brings the voice of ART AMADON to the mike on Tuesday and Thursday evenings. Art also is one of WBZ's most popular announcers.



"GEORGIA MAE and Her Buckaroos" is a lively pick-me-up of western and hillbilly music to brighten the morning listening of the WBZ and WBZA radio audience.



CHET GAYLORD brings a warm voice and pleasant personality to popular songs both new and old, sung to his own piano accompaniment Monday through Friday mornings.

Air Presentations



Songs and piano solos by HERB LEWIS are favorites of WBZ and WBZA fans in a late evening program of all-time hits.

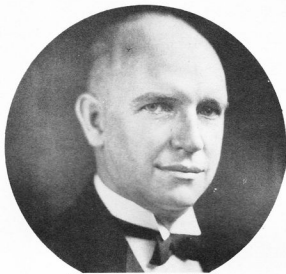
"The MGM Hour of Song" features Ray Dorey and the Girl Friends in unique arrangements of up-to-the-minute songs, every Monday and Wednesday evening.



ROBERT RISSLING, heard in "The Gospel Caroler" and "Robert Rissling Sings" is another WBZ announcer-singer, whose rich baritone voice has gained a wide listening audience.

... More Programs

Because they use the airwaves to deliver their messages to the public, they serve the public interest, and in the quarter century, WBZ and WBAZ have been bringing to listeners not only coverage of educational, cultural and sporting events, but also cooperating with educational authorities, church and community leaders, government heads, WBZ and WBAZ educate and serve their audience in the six New England states.



JOHN J. DESMOND, JR., Commissioner of the Massachusetts Department of Education, who has been instrumental in helping develop educational programming for both adults and children.

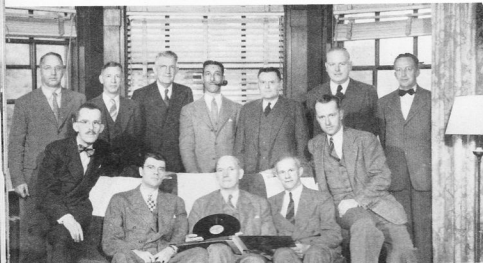


"Open for Discussion", a series of programs on current affairs. Pictured are (left to right) OSC Savings and Loan Association regional loan officer for the Vermont area, veterans' editor for the national housing expeditor for Hingham builder and contractor.



KELSEY B. SWEATT, executive secretary of the New England Committee on Radio in Education, advises a group of teen-agers on teaching careers on "Your Life's Work", heard Monday mornings.

NICOLAS S. LONIMSKY, featured on "Music in the Air", a Friday morning program in which he plays and interprets the musical classics.



Officials of WBZ and WBAZ conferring with the executive board of the New England Committee on Radio in Education. **W. C. SWARTLEY**, WBZ and WBAZ general manager, is seated at the second left . . . **GEORGE W. SLADE**, educational director, is on the right, seated.



Dr. Ralph Sockman, Radio Pulpit



Mssgr. Fulton J. Shee

Programs in the field of religion and are entrusted to day's religionists, WBZ and WBAZ speakers in

in the Public Interest

public medium, in bringing radio stations are licensed to convenience and necessity. For a WEA have served this area by entertainment but an intensive and religious events. Co-operations throughout New England faiths . . . and with government—strive constantly to inform—the people of all ages—



GEORGE W. SLADE,
WBZ and WBZA educational
director.



PROFESSOR JOHN CHILTON SCAMMELL, whose program "Living Literature", heard Thursday mornings, brings 'in-school' listeners a deeper appreciation of the great works of literature.



round-table, half-hour discussion
discussing the "G. I. Housing
ILLING, president of the Federal
tham; DANIEL A. DONAHUE,
Administration; HAROLD PUT-
TON GLOBE, JOHN DOBBS,
England and ALBERT COLE,



"The New England Junior Town Meeting", a free discussion program for high-school, parochial and private school boys and girls of all New England states. DR. W. LINWOOD CHASE, president of the Junior Town Meeting League, presides at a typical broadcast.



Rabbi Joshua Loth Liebman



Rev. John A. Huffman



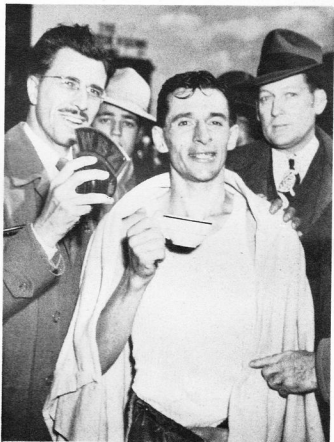
Wilbraham Academy dramatic cast rehearses historical sketch for WBZA-FM.

eld are carefully planned
ledged leaders among to-
ere are recent WBZ and
ification.

... and of a Special



"CHICK" MORRIS, WBZ director of special events, interviews SINBAD, the mascot of the Coast Guard, who made a recent nation-wide recruiting tour.



"BUD" MARKLE, WBZ staff announcer, interviews GERRY COTE, following the 50th running of the B.A.A. Marathon.



A nation-wide NBC broadcast (originating through WBZ) of a Victory Loan Campaign at the foot of the Concord Minute-Man. Morris interviews Cpl. SAMUEL M. HOSMER; GORDON OGILVIE, Chairman of the War Bond Committee of Concord and SAMUEL KENT, editor of the CONCORD JOURNAL are in the background.



"A Weekend at Eastern Slopes" . . . broadcast from the top of Mt. Cranmore at North Conway, N. H. WBZ Special Events brought listeners impressions of a typical weekend at the popular winter resort.

Events Nature!



Gov. MAURICE J. TOBIN welcomes STOYAN GAVRILOVIC, chairman of the U. N. site inspection group, to Boston.



On board the "English War-Bride Special" en route to Boston from New York, Morris introduces a WBZ microphone to a recent arrival on these shores—BABY IRENE MATTHEWS.



JAMES M. CURLEY gives WBZ a statement upon his inauguration as mayor of Boston. SID JARMAN, WBZ engineer, in background.



Morris discusses the Boston traffic problem with Fire Chief NAPEEN BOUTILLIER in a car-side broadcast.

PROPOSALS BORE THE FAMILIAR MARKS OF COMMUNIST PROPAGANDA.

News of the Day... from

EDUCATIONS HAS BEGUN IN
 AERONAUTICS ADMINISTRAT
 A CONSULTANT FOR THE
 OBJECTIVE OF THE GOVERNMENT'S ACTIVITIES IN CAVAL AVIATION
 SAFETY.
 OTHER SPEAKERS INCLU
 SOUTHERN ILLINOIS NORMA
 AIR COLLEGE IN EAST

HXR15B

That RECKLESS DRIVING C



Chief News Editor, F. E. WHITMARSH

Twenty-four hours a day, the teletype machines in WBZ's news-room tick away, bringing in the hottest news from America's leading news-services, WHILE IT'S STILL NEWS! These news flashes are brought to you either in the full schedule of news summaries, or interpreted through the broad experience of noted commentators. Whether local, national or global, the news as presented by WBZ and WBZA is complete, accurate and up to-the-minute!

MITEDJN HE EXPLAINS,



ELMER NEWTON EDDY, heard in late evening interpretations of the day's news-events.



MARVIN BEHRENS, whose news analyses are aired daily except Sunday, during the noon hour.

LONDON REPORTS THAT GREEK PRIME MINISTER T WAS MET WITH PR ME MINISTER ATTLEE TO DISCUSS

WBZ and WBZA

STEDAY AFTER THEIR FIRST VACATION UNDER THE NEW TWO-YEAR
 WEATHER... STATUTE'S H... N...
 TODAY AS HAD BEEN EXPECTED. HE ESTIMATES THAT IT WILL STOP
 90 THIS AFTERNOON INSTEAD OF SHOOTING UP TO 93 OR 96 AS

OW PARTLY CLOUDY AND CONSIDERABLY COOLER. LOW
 RROW 76, LOW TOMORROW NIGHT 58. SOUTHERLY WINDS
 HE NORTHWEST TONIGHT AND TOMORROW. OUTLOOK
 CONTINUED RATHER COOL.
 IS---CONTINUED HOT AND HUMID THIS AFTERNOON BUT
 UNDERSHOWERS THIS AFTERNOON AND
 AND MUCH LESS HUMID
 75 TO 80.
 WITH OCCASIONAL
 REME SOUTHEAST
 HUMID TOMORROW.

ECTED EARLIER. THE REASO
 STORMS WILL HELP KEEP THE
 WERS WON'T EXTEND TO SOU
 ICTED TO RANCE UP TO 100 DEGREES TODAY.
 -THOUSAND MEN FOR THE NEXT 15 TO 20 YEARS. TH
 SE THE PREDICTION IN TESTIMONY BEFORE THE HO
 COMMITTEE. HE URGED PASSAGE OF LEGISLATION
 AND TO 50-THOUSAND THE NUMBER OF REGULAR AR

JOHN BARRY, heard
 in "Front-Line Head-
 lines" Monday, Wednes-
 day and Friday even-
 ings.



Mr. Whitmarsh checks on a detail
 in DONALD FLAHERTY'S edit-
 ing of a local news-story, in WBZ's
 news-room.



D BY TWO T
 PACIFIC NI
 I, TODAY.
 INJURIES REC.
 SEVERAL OTHER

THE CAUSE OF THE B
 25 PERSONS. BODIES O.
 OF THE MEN WERE SERVICEMEN
 A RAIN STORM WHEN IT HIT
 FIRE. ABOARD THE PLANE WERE
 ANS.

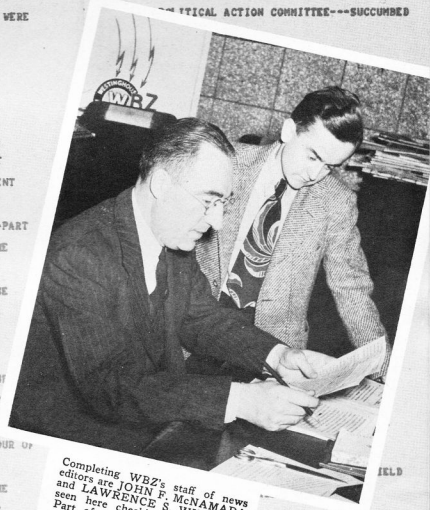
RESIDENT OF THE AMALGAMATED CLOTHING WORKERS
 TICAL ACTION COMMITTEE---SUCCEEDED

(R55)
 CLOTHING FACTORIES IN
 RMENT. THE EXPERIMENT
 NT INVESTORS GOT THEIR MONEY BACK UNDER A SOVIET GOVERNMENT



GEOFFREY HARWOOD, WBZ
 commentator, whose program
 "Background to the News" is heard
 every evening except Sunday.

ECISIVENESS---PART
 UIET HUMOR. HE
 WEEK TO CHOOSE
 HE DEMOCRATIC
 DISTRICT.
 N FIVE-THOUSANT
 HOTLY CONTEST
 ASKED.
 CHOSEN FOR FOUR UP
 OFF
 DIDATES FOR THE
 W ARTHUR WATKINS
 N THE UNITED STATES
 LL MARGIN OVER WILLIAM



Completing WBZ's staff of news
 editors are **JOHN F. McNAMARA**
 and **LAWRENCE S. WHIPPLE**,
 Part of WBZ's array of teletype
 machines is in the background.

LAYTON FOR THE REPUBLICAN NOMINATION AS SECOND DISTRICT

YS, FAMILIAR WITH THE PEAK'S TERRAIN, LED RESCUE



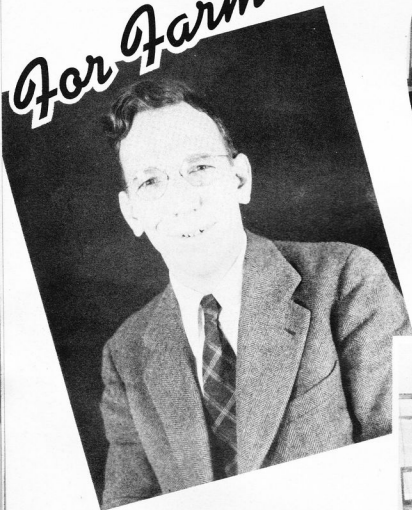
MALCOLM L. McCORMACK, radio veteran, who is the popular announcer of the "New England Farm Hour".

CHARLES ESHBACH, director of New England Radio News Service, U.S.D.A., heard on the "New England Farm Hour".

For Farm Listeners



G. O. "Oley" OLESON, purveyor of agricultural and 4-H Club news and developments on the "Extension Service Review" on Saturday mornings.



Map plotter Helen M. Kennedy and Observer John H. Bonzani prepare latest weather data at the Weather Bureau Forecast Center for New England, Airport Station at Boston's International Airport, to be transmitted via teletype to WBZ.

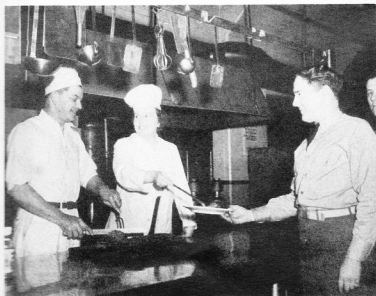


... Sports Fans ...

"HERE'S THE PITCH" . . . "Bump", a former major-league baseball pitcher, shown in his trophy room, filled with mementoes of his 16 years in the major leagues.



IRVING HADLEY, better known to WBZ and WBZA listeners as "BUMP", is the staff sportscaster, heard daily in summaries from the world of sports.



MILDRED CARLSON, whose program "The Home Forum", is heard each week-day morning, brings WBZ and WBZA's feminine listeners helpful hints in home management. At the left, she directs her efforts toward a masculine audience, and brings a touch of home-cooking to an Army mess.

... and the Feminine World

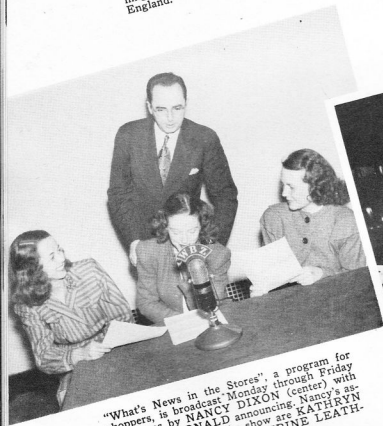
Something a Little Different!



ALTON HALL BLACKINGTON, whose program, "Yankee Yarns", heard Friday evenings, revives the quaint folk-lore of New England.



WBZA-FM announcers, RALPH NETH (standing) and RICHARD McMAHON, discuss the sequence of musical selections for an FM broadcast.



"What's News in the Stores", a program for shoppers, is broadcast Monday through Friday afternoons by NANCY DIXON (center) with ARCH MacDONALD announcing. Nancy's assistants in preparing the show are KATHRYN BURDITT (left) and KATHARINE LEATH-ERBY WHORF.



"Crime on Your Hands", ESTA BARR's fascinating program of her experiences in crime-detection and disease-identification by means of fingerprints, is heard over WBZ and WBZA on Saturday afternoons. Above, she undergoes a little reverse treatment at the hands of a stranger.

New England Regional Network



CARL DeSUZE announcer, MARJORIE MILLS and HERMAN SMITH, well-known writer, on a typical broadcast of Miss Mills' very popular women's program heard early afternoons, Monday through Friday.



Miss Mills, whose program is heard over the six stations comprising the New England Regional Network, conducts a half-hour of delightful ad-libbing on home topics, for the enjoyment of a large studio and radio audience.



"The Women's Radio Journal" a NERN feature originating from WBZ and WBZA is devoted to the homemaker. JOHN BROWN, staff producer, LYDA HAMILTON, director and STREEETER STUART, announcer, are pictured above.



"The Down-Homers" — BILL, SHANTY, BOB, GUY, AND LLOYD—greet early morning risers in a half-hour of hillbilly entertainment daily except Sunday. "The Down-Homers" is another NERN feature, comprising stations WBZ and WBZA; WTIC in Hartford; WJAR, Providence; WCSH, Portland; WRDO, Augusta and WLBZ, Bangor.

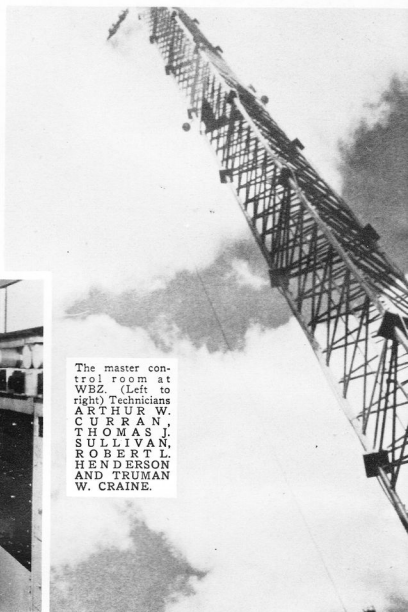
W. H. HAUSER,
Chief Engineer, WBZ



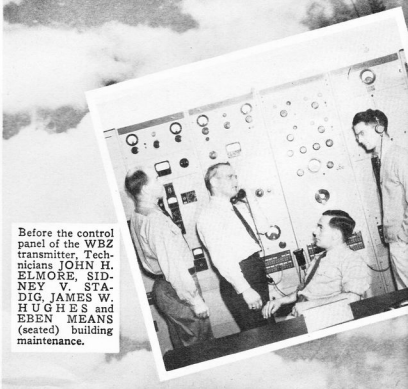
WBZ and WBZA!



The master control room at WBZ. (Left to right) Technicians ARTHUR W. CURRAN, THOMAS J. SULLIVAN, ROBERT L. HENDERSON AND TRUMAN W. CRAINE.



CHARLES VASSALL, WBZ control supervisor.



Before the control panel of the WBZ transmitter, Technicians JOHN H. ELMORE, SIDNEY V. STADIG, JAMES W. HUGHES and EBEN MEANS (seated) building maintenance.

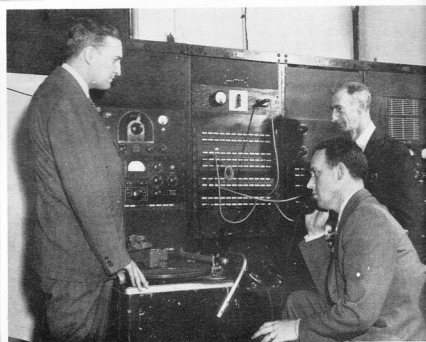
Engineering Operations

H. E. RANDOL,
Chief Engineer, WBZA

WBZ's Twin Antennae, located at Hull, Mass. Each tower is 500 feet high.



ELLIS CROSSMAN, technical supervisor at WBZA, and two technicians, HAROLD S. MOFETT and JOHN S. GUNTHER, in the Springfield control room.



At the WBZA transmitter, Technicians NORMAN BACON, BARNISLAW BUDZ, ARTHUR DAVIS and PHILIP GILCREST (seated).



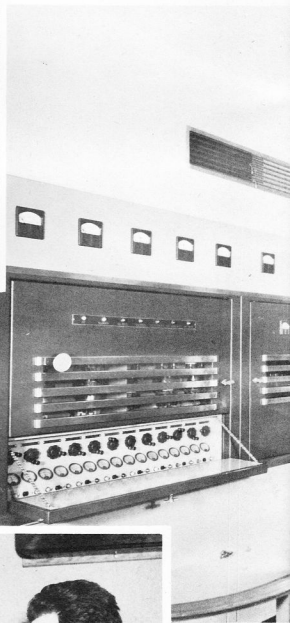
At WBZA, EARL S. WOODS, senior engineer and Crossman inspect the FM transmitter.

... More of the

WBZ studio technicians, ROBERT W. KINGMAN, DOUGLAS M. STANDBRIDGE and RICHARD BOWER (standing), and WILLIAM BAZZY and WILLIAM J. FLANDERS (seated).



The WBZ 50,000 watt transmitter which sends the WBZ program hurtling through space and into your home.



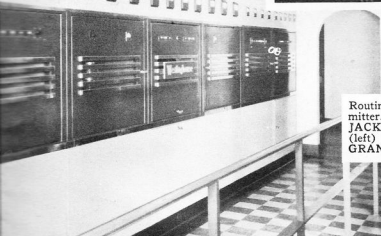
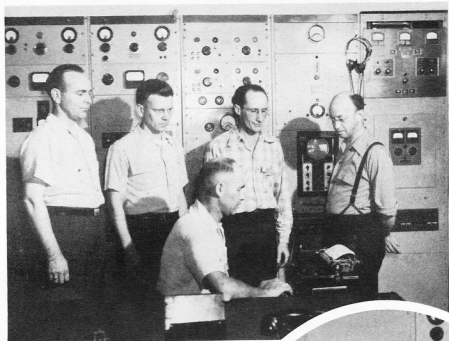
FRED OSGOOD, supervisor of the WBZ transmitter, inspects the new Westinghouse 100.7 megacycle FM transmitter.

JOHN MOSES (left) and JOHN MORIARITY, WBZ technicians, supervise a "cutting" in the recording room.



Technical Side

Another group of WBZ transmitter technicians . . . DONALD WISE, JAMES I. EASTMAN, RODERICK PERRY, EDGAR M. PARSONS and SEBASTIAN GAHM (seated).



Routine check at the transmitter. Technicians are JACK E. HUMASON (left) and IRVING B. GRANT.



The Cape Cod-type building which houses the WBZ transmitter at Hull.

Tops in Network



Hope springs eternal! The gentleman of the hilarious ad-lib and the ski-slide nose is heard over WBZ in "THE BOB HOPE SHOW."



PERRY COMO, new star of his own show is among the favorites in the popularity poll of young singing stars. A National Broadcasting Company feature, carried by WBZ.

"Theah's someone . . . I say, theah's someone on the 'FRED ALLEN SHOW' who's the greatest comic find of the yeah . . . and he sho' kin toot his own Claghorne! That's a joke, son!"



GRACIE's budgeting again, which would account for the worried look on GEORGE BURNS' face. For further details, listen to "MAXWELL HOUSE COFFEE TIME" over WBZ-NBC.



What could the truth have been, when the consequences are playing the piano upside-down? A hilarious moment in the always-funny air-show "TRUTH OR CONSEQUENCES" . . . an NBZ favorite.

Entertainment



BILL STERN, bringing to the NBC mike and WBZ listeners latest news on events and forecasts in the world of sports.



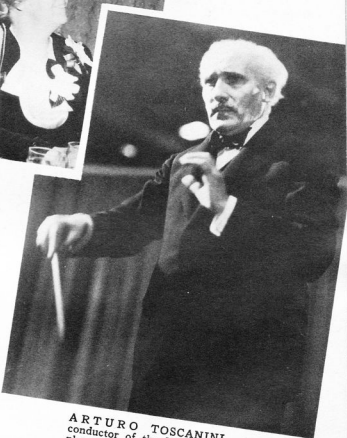
FIBBER MCGEE and **MOLLY**, long-time radio favorites, enjoying a joke at their own expense. An NBC feature, carried by WBZ.



"Our Foreign Policy," an NBC feature dedicated to better public understanding of the nation's work abroad, originated a recent broadcast in WBZ's studios. Heard coast-to-coast were **STERLING FISHER** (circle) NBC University of the Air director, Congressman **JOSEPH F. RYTER** of Connecticut and Congresswoman **EDITH NURSE ROGERS** of Massachusetts.



JACK BENNY saves the price of a red-cap at the expense of the long-suffering **ROCHESTER**, while **MARY LIVINGSTON** completes the trio of stars from the "JACK BENNY SHOW," a WBZ-NBC feature.



ARTURO TOSCANINI, conductor of the NBC Symphony orchestra, presents thrilling interpretations of the classics for WBZ listeners.

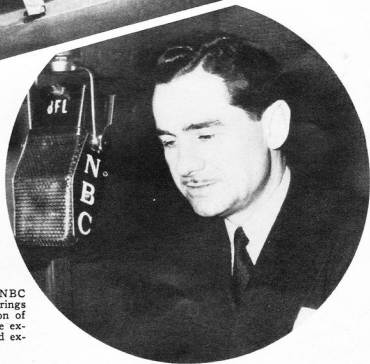
more NBC Headliners



RED SKELTON brings to "The Skelton Scrapbook" a wacky comedy personality, plus such unique creations as "Junior," "Clem" and "Willie Lump Lump," in a top NBC program.



The complete ensemble of FRED WARING'S PENNSYLVANIANS, including the orchestra and full glee-club, shown above, presents a beloved all-time favorite in musical programs, over WBZ-NBC.



LOWELL THOMAS, an NBC news analyst for 16 years, brings WBZ listeners an interpretation of world events based on his wide experience as author, lecturer and explorer.

THE *Future* IS BRIGHT FOR THE POSTWAR EAST

With the same abundant energy and realistic viewpoint that characterized their magnificent war effort, the citizens of New England have set their sights to post-war targets. Public works — roads, bridges, waterworks, airports and building programs costing millions of dollars soon will be under way. Private enterprise and government have already allocated the money.

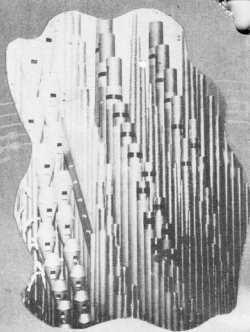
Unified effort already set in motion will make permanent the bulk of New England's wartime economic, industrial and population gains. Reconversion plans by private enterprise call for production and employment topping all previous peace-time records.

New England goods will flow through war-expanded transportation systems to wider markets at home and abroad. A war-born merchant fleet will carry foods and factory products to the ports of the world for exchange with raw materials for the new industrial empire.

New England faced a multitude of problems in gearing itself to the productive 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 are already at hand.





GREAT MUSIC ... and FM!

Never in history has the audience of American music-lovers been so great . . . the vast amount of music which goes out over the air-ways every day thrills an increasingly large number of listeners . . . and creates a demand for a special kind of radio broadcasting which will transmit every tone, every nuance, of the music as it sounds in the studio. Frequency Modulation (FM) will answer this demand! Nearly a hundred FM radio-stations are already on the air, and other hundreds have made application for licenses. Nearly a million FM receivers are already in use! About 75 schools throughout the country are using FM reception to introduce their students to the sounds of great music, transmitted as they are produced, pure and clear. The ultra-high frequency radio waves used in FM will reproduce exactly the full rich tones of a symphony orchestra . . . the high fluid notes of the flute . . . the singing violins . . . the deep sonority of the pipe organ . . . the rippling cadenza of the piano . . . Program fading, interference between stations and static will be things of the past with FM . . . Westinghouse now broadcasts special FM programs from stations in 5 cities . . . Boston, Springfield, Philadelphia, Pittsburgh and Fort Wayne.



R A D A R

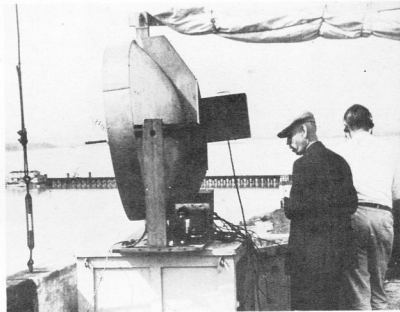
THE SILENT WEAPON OF WORLD WAR II . . . TO BE ADAPTED FOR PEACETIME USE . . .

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.

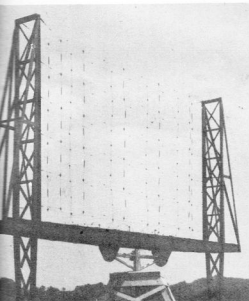
.. Scientists have made great strides in converting the principles of radar to peacetime uses—with the extent limited only by the field of imagination.



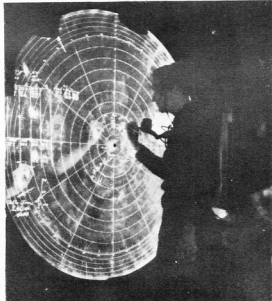
Five-man Army radar crew in Italy track approach of enemy planes.



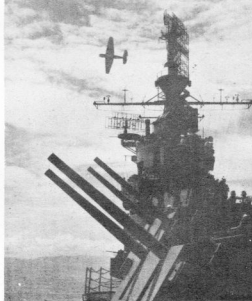
Prelude to the first test of radar, experimental work on the roof of the Naval Research Laboratory in Anacostia, D. C.



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 antennae outlined against the sky.

The

VETERANS'

RIGHTS AND BENEFITS ★ ★ ★

MUSTERING-OUT PAY . . \$100 for less than 60 days service; \$200 for 60 days 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; 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 2½ days per month, at the pay 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.

NEW JOBS . . Register with nearest U. S. Employment Service office 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 preferred list for Civil Service jobs, and are entitled to 5 to 10 points in examinations simply by reason of military service.

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 be obtained. Veterans' Administration pays \$500 per year toward tuition, supplies, etc.; also provides subsistence \$65 monthly for veterans without dependents, \$90 monthly for veterans with dependents. No subsistence allowance for those taking correspondence courses.

READJUSTMENT PAY . . Federal unemployment-compensation program grants veterans four weeks unemployment pay for every month of active service after Sept. 16, 1940 up to 52 weeks. If veteran is completely unemployed, he receives \$20 a week. Contact local USES on state unemployment compensation benefits.

LOANS . . Veterans' Administration will guarantee 50% of loans, guaranteeing up to \$4,000 for a home or farm, and for a business up to \$2,000. Real estate loans must be repaid in 25 years, farm realty loans in 40 years, and non-real estate loans in 10 years.

PRIVATE ENTERPRISE . . World War II Veterans are entitled to preference 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 acquire with reasonable limits one initial stock of property for resale in the regular course of his business.

MEDICAL CARE . . Through Veterans Administration, hospitalization provided for veteran for any ailment as long as he lives, without cost. Medical service or dental care not requiring hospitalization provided by VA, if the condition 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 collection of debts, 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 \$10 monthly for first child and \$7 for each additional child, and \$15 for each dependent parent. If discharged with disability due to service, veteran may be entitled to disability benefits, including a pension. Amounts payable from \$11.50 a month to \$115 a month for 100% disability.



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