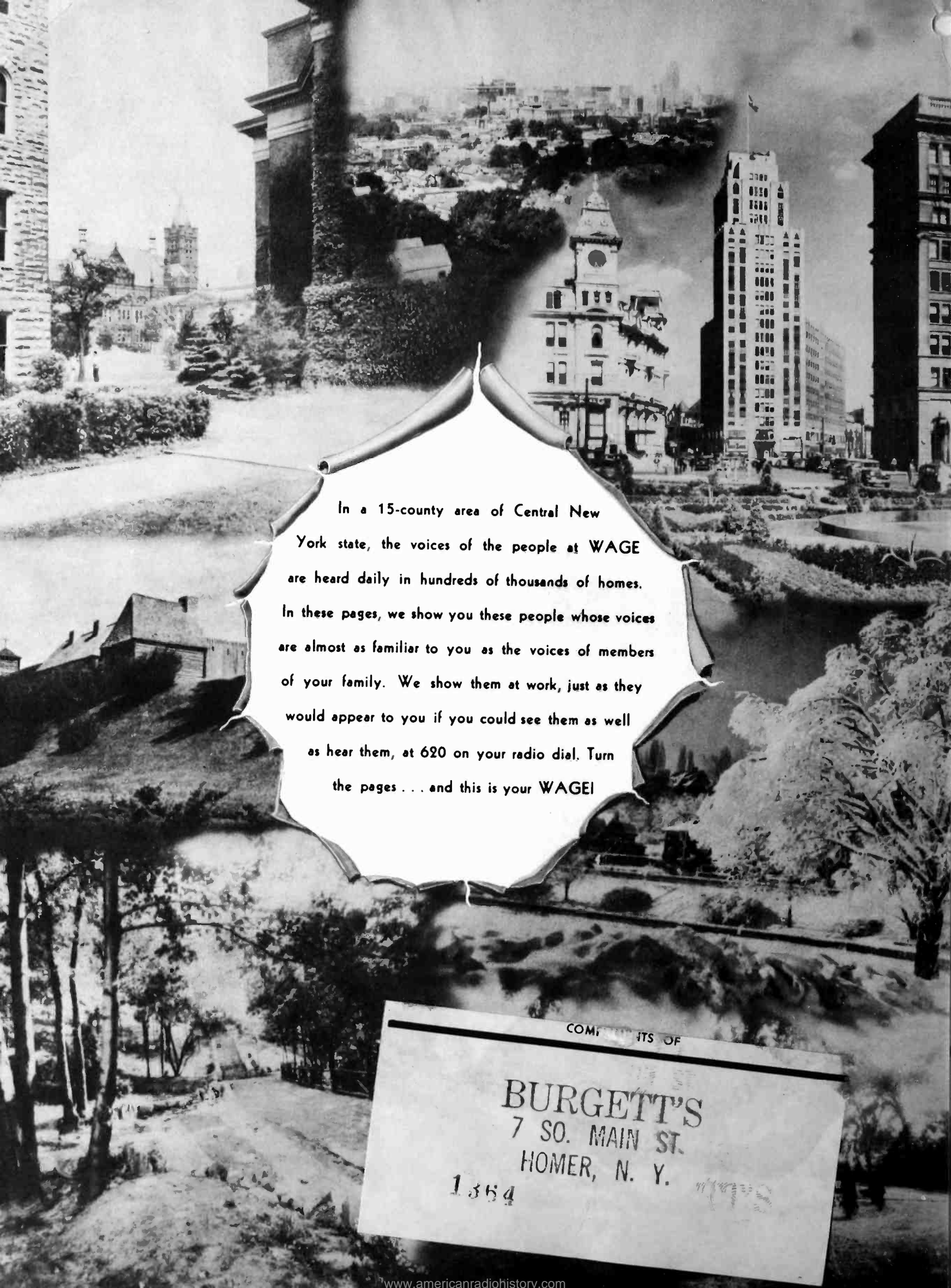


*THIS IS
YOUR*

**W
A
G
E**



In a 15-county area of Central New York state, the voices of the people at WAGE are heard daily in hundreds of thousands of homes. In these pages, we show you these people whose voices are almost as familiar to you as the voices of members of your family. We show them at work, just as they would appear to you if you could see them as well as hear them, at 620 on your radio dial. Turn the pages . . . and this is your WAGE!

COM. ITS OF

BURGETT'S
7 SO. MAIN ST.
HOMER, N. Y.

1354

WAGE



"Come into WAGE," says AMELIA NELSON, secretary to the general manager.

Jeannette MacDonald



Fred Jeske



They're All At
620 on Your Dial!

Orson Welles



Tom Breneman



Harry Wismer



Glenn Williams



Walter Winchell



Wynne Parrish



Don McNeill



Nick Stemler



Paul Whitzman



Doug Johnson

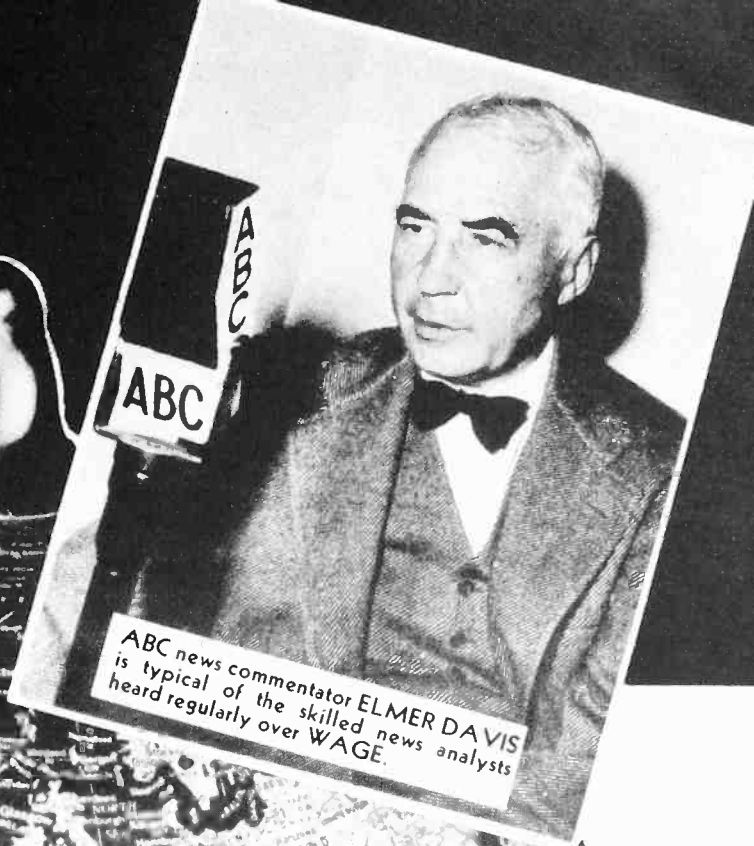


Drew Pearson





WAGE news chief **GLENN WILLIAMS** reads exciting news direct from AP news teletype.

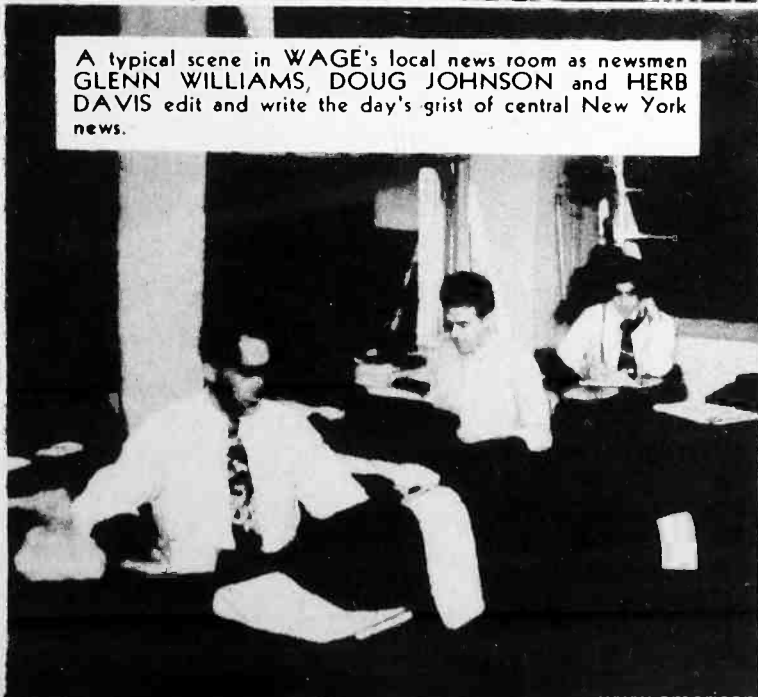


ABC news commentator **ELMER DAVIS** is typical of the skilled news analysts heard regularly over WAGE.

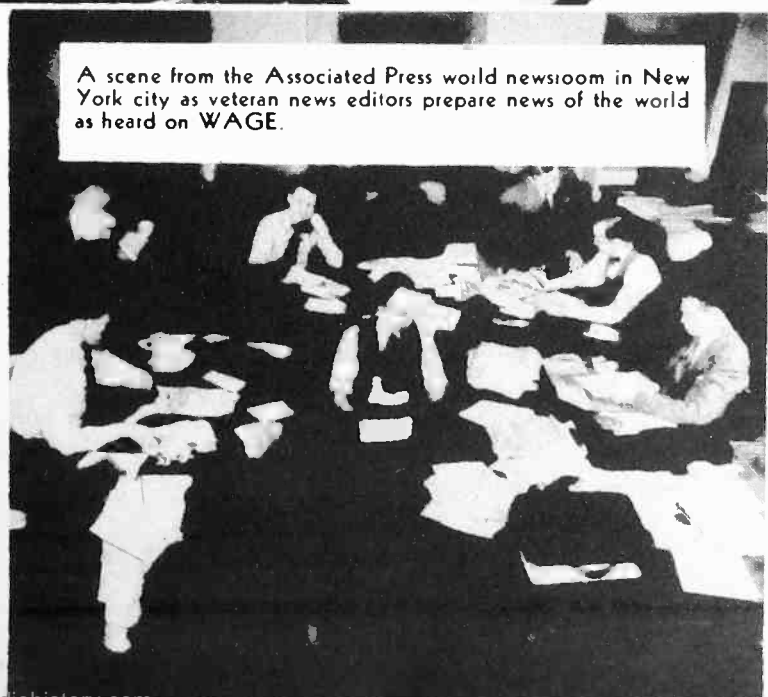


IT'S WAGE + ABC + AP!

From Associated Press news bureaus in every great news center on the globe . . . from ABC newsrooms from coast to coast . . . and from the local newsroom of WAGE comes the crisp exciting news which makes WAGE the news station of Central New York!



A typical scene in WAGE's local news room as newsmen **GLENN WILLIAMS**, **DOUG JOHNSON** and **HERB DAVIS** edit and write the day's grist of central New York news.

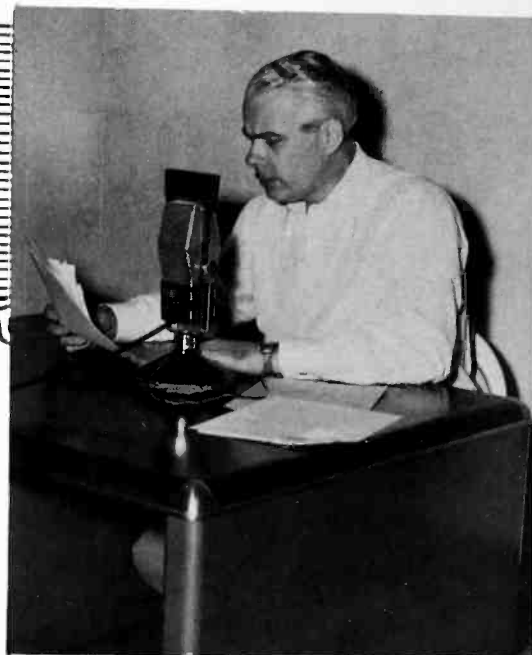


A scene from the Associated Press world newsroom in New York city as veteran news editors prepare news of the world as heard on WAGE.

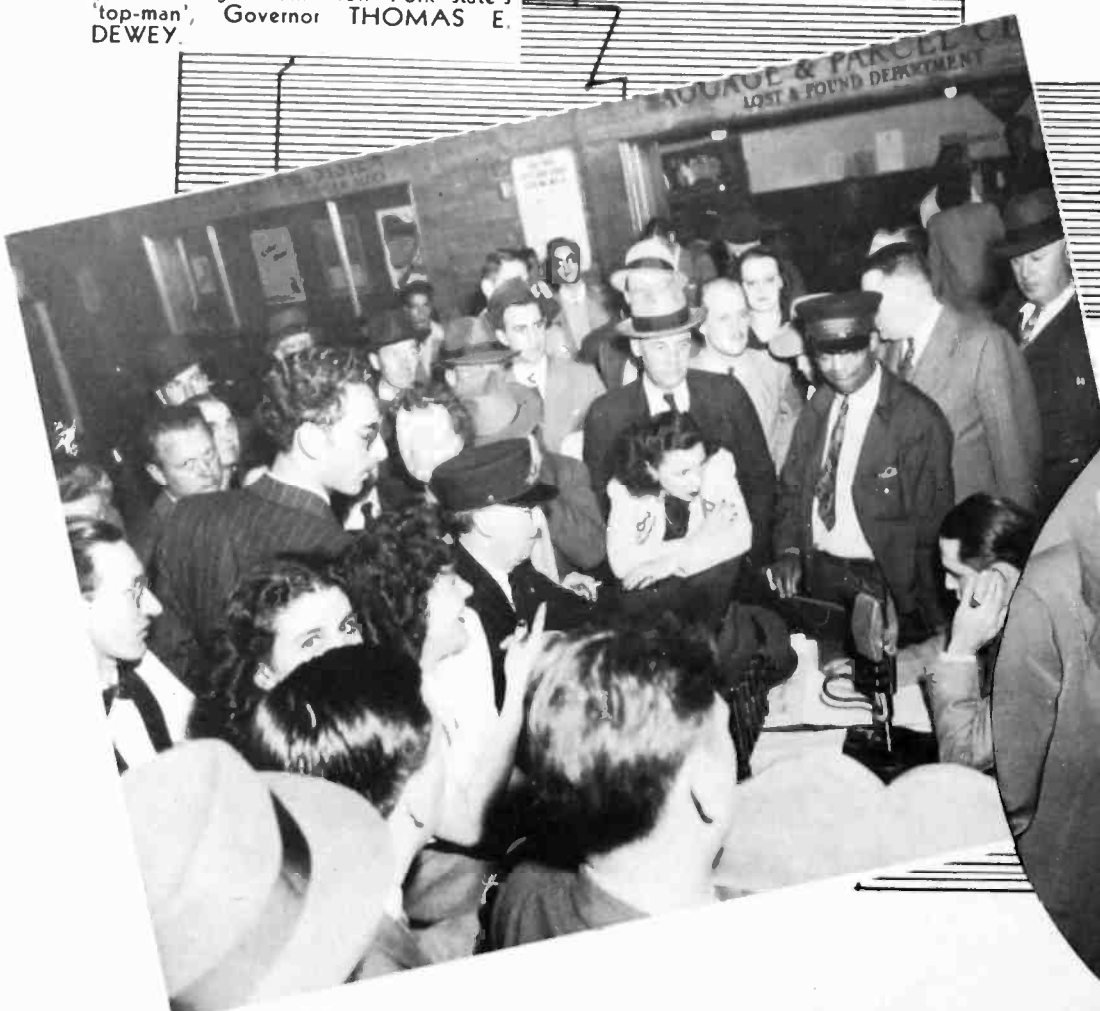
WAGE . . . ALWAYS F



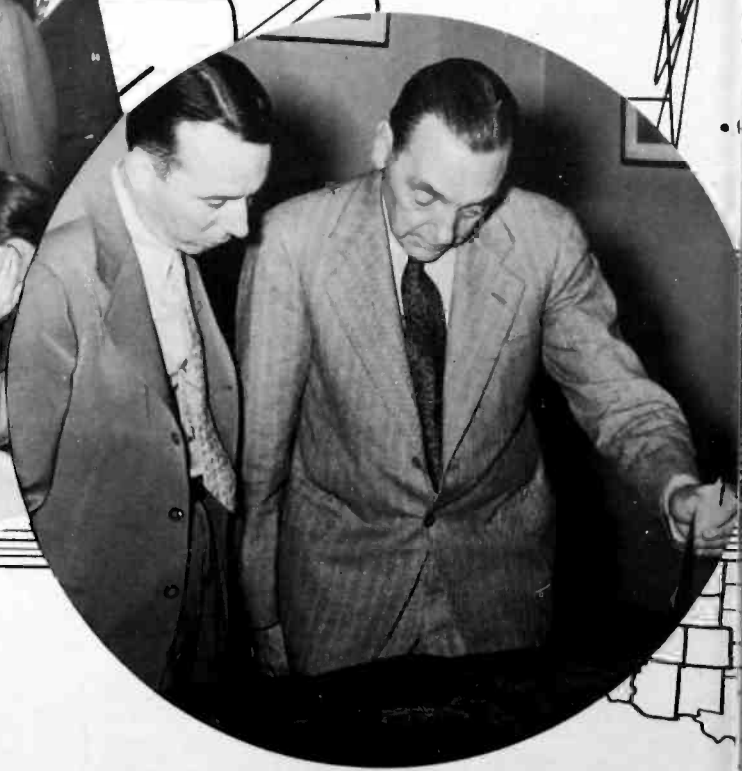
Local news editor DOUG JOHNSON gets it straight from New York state's 'top-man', Governor THOMAS E. DEWEY.



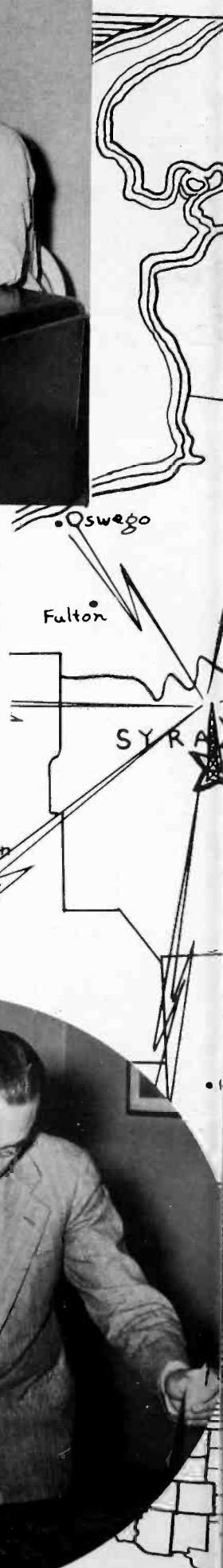
Election night broadcasts by WAGE from The Herald-Journal newsroom are annual features. Here, WAGE's General Manager Bill Lane analyzes election results.



When the nation-wide railroad strike broke, WAGE newsmen GLENN WILLIAMS was 'on-the-spot' at trainmaster's desk in New York Central station to tell how the strike crippled Syracuse.



Morgan Redmore of WAGE's local newsmen gets a first-hand description of Syracuse's public works program from City Engineer Nelson F. Pitts.



BEST WITH LOCAL NEWS!

U. S. Senator JAMES M. MEAD discusses latest Washington news in an interview with DOUG JOHNSON.



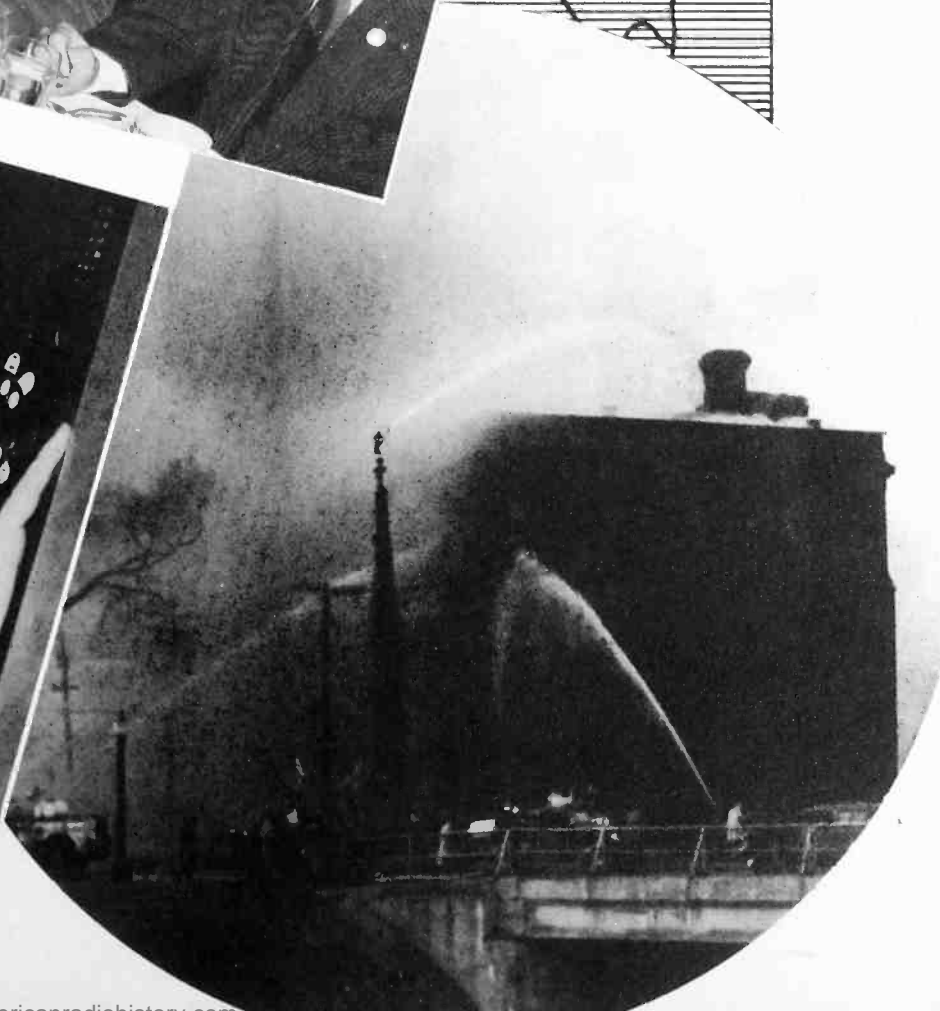
Bob Hendrickson of the WAGE news staff describes the annual Soapbox Derby. Herald-Journal and WAGE promotion attracted 25,000 to the 1946 race.



GLENN WILLIAMS talks over Central New York politics with Syracuse mayor FRANK J. COSTELLO and Onondaga County Republican chairman, CHARLES A. McNETT.



When big news breaks in Syracuse, there's always a WAGE reporter on the scene! Here, above, DOUG JOHNSON phones the WAGE newsroom up-to-the-second details as fire ravages a midtown manufacturing plant.



...BOURG PALACE IN PARIS. IN EVER... IT MUST BE ADMITTE...
 OF THE QUESTIONS: WHAT CAN WE LOOK...
 SEE WHAT ANSWERS HAVE COME...
 ...RE BEHIND THE WORL...
 ...EVEN SO, IT MIGHT RE EN

WAGE presents IMPORTANT NEWS

... HAS BEEN ANOTHER AND
 THE UNITED STATES AND RUSSIA. BOTH COUNTRI
 THERE CANNOT BE ANY DOUBT THAT THEIR POLI

(AP 112) XXX SEEMS POINTLESS.

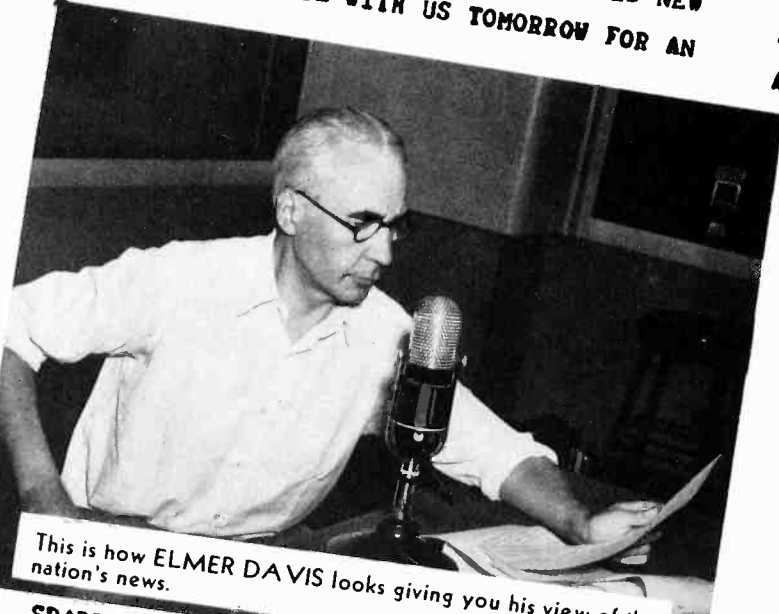


Here's the famous WALTER WINCHELL at his equally famous Sunday evening broadcast.

Typical of the notable figures which ABC and WAGE bring to its news-mikes is ex-mayor FIORELLO H. LaGUARDIA of New York.

ANNOUNCER: (STATION OR SPONSOR) HAS
 ANALYSIS OF WHAT'S BEHIND THE WORLD NEW
 ... BE WITH US TOMORROW FOR AN

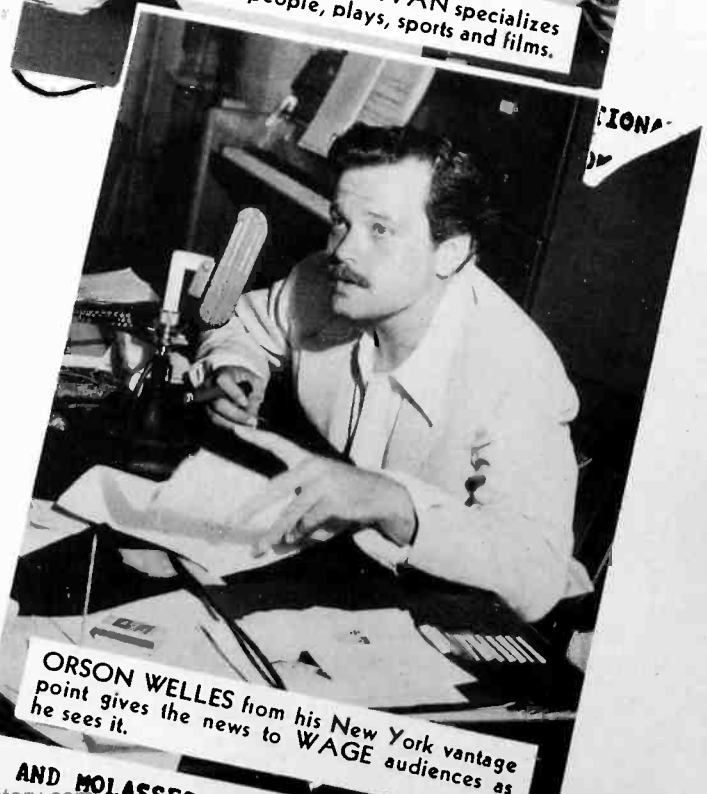
SI
 AF



This is how ELMER DAVIS looks giving you his view of the nation's news.

Broadway columnist ED SULLIVAN specializes in inside news of people, plays, sports and films.

SPARE TIRES ARE A POSSIBILITY FOR THE FINAL
 ...PECTED THAT THE RUBBER SHORTAGE WILL END BE
 ...IKE THE UNITED STATES ARMED FO



ORSON WELLES from his New York vantage point gives the news to WAGE audiences as he sees it.



reported by **IMPORTANT** NEWSMEN!

AT THE PRESENT TIME NEW C

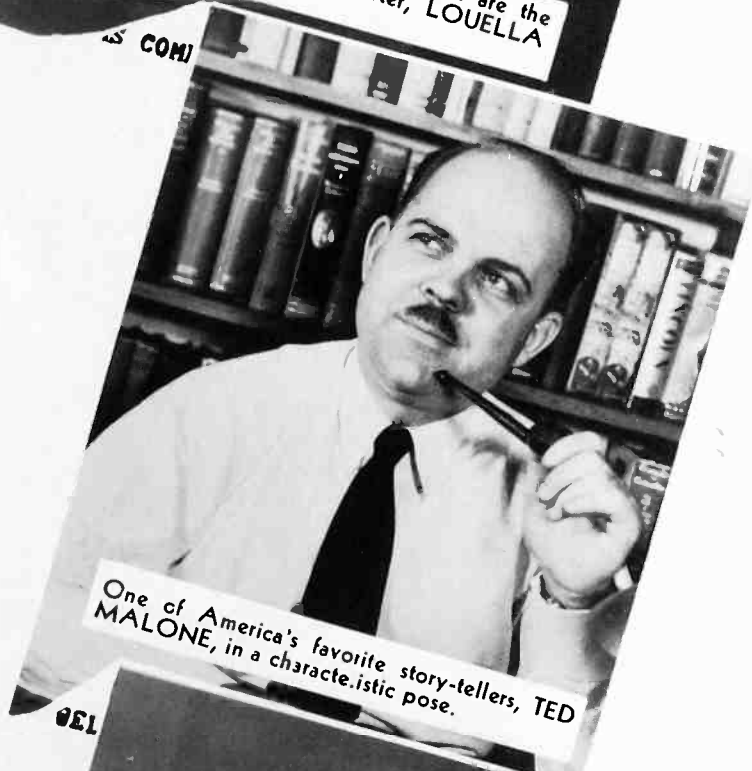
S BEEN A...
THE YUGOSLAVS AND THE ITALI...
RACTICAL PURPOSES, THAT THEY ONL...
ERHAPS BY FORCE. THE DEMARCATION C...
ANGERED THE ITALIANS AND DREADDAYS



The tinsel and glamor of Hollywood are the specialties of filmdom's reporter, LOUELLA PARSONS.



DREW PEARSON'S sensational news predictions as broadcast over WAGE pile his desk high with mail.

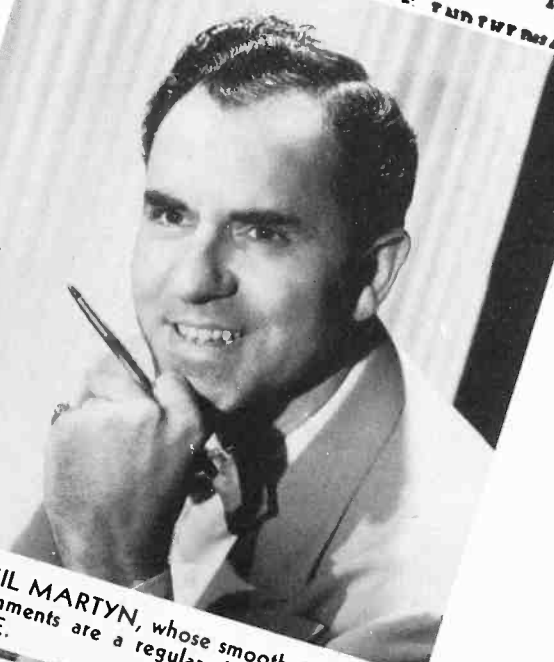


One of America's favorite story-tellers, TED MALONE, in a characteristic pose.

ARE CENTURIES OLD. TRIESTE WAS A P...
MUTUAL HATRED AND DISTRUST BETWEEN THE...
... THE ...



What goes on among Hollywood's fabulous figures is told you by the man who knows them all, JIMMIE FIDLER.



Here's GIL MARTYN, whose smooth informal news comments are a regular daytime feature on WAGE.

BOUNDARY ONLY CAN BE CHANGED ON PAP...
SO WHAT HAVE THE FOUR MINISTERS DO...
'LWAYS HAVE DONE. THEY HAVE...
D THINGS. THEY ...

CS SOUSA MARCH OR SIMILAR THE...
(-DA-FH111PED 10

THE AIR IS GAY - -

This is DON McNEILL, beloved visitor to every Central New York home.

This is FRAN ALLISON ("Aunt Fanny" to you) of "Breakfast Club" renown.



Have you wondered about UNCLE CROVNY of "Hillbilly Hotel" fame? Here he is!



Singer of nostalgic songs, the inimitable CLIFF ("Ukelele Ike") EDWARDS!

AT 620 ON YOUR DIAL!



TOM BRENEMAN, who passes out orchids at "Breakfast in Hollywood" gets one himself from HEDDA HOPPER.



The Cruising Crooner, JACK OWEN, in a typical scene from the "Breakfast Club."



JACK BERCH, whose daytime musical program is a WAGE favorite, relaxes with his small son, JON.



Karen Kemple, singing star of the Alan Roth orchestra, a favorite on WAGE.



YOUR FAVORITE HOTEL



Glamour Manor gets a new master of ceremonies, and one of radio's brightest singing stars, in Kenny Baker.



Yes, its really the same chap pictured at left. Kenny Baker demonstrates he's a mugger, as well as a singer of sweet songs.

GLAMOUR MANOR

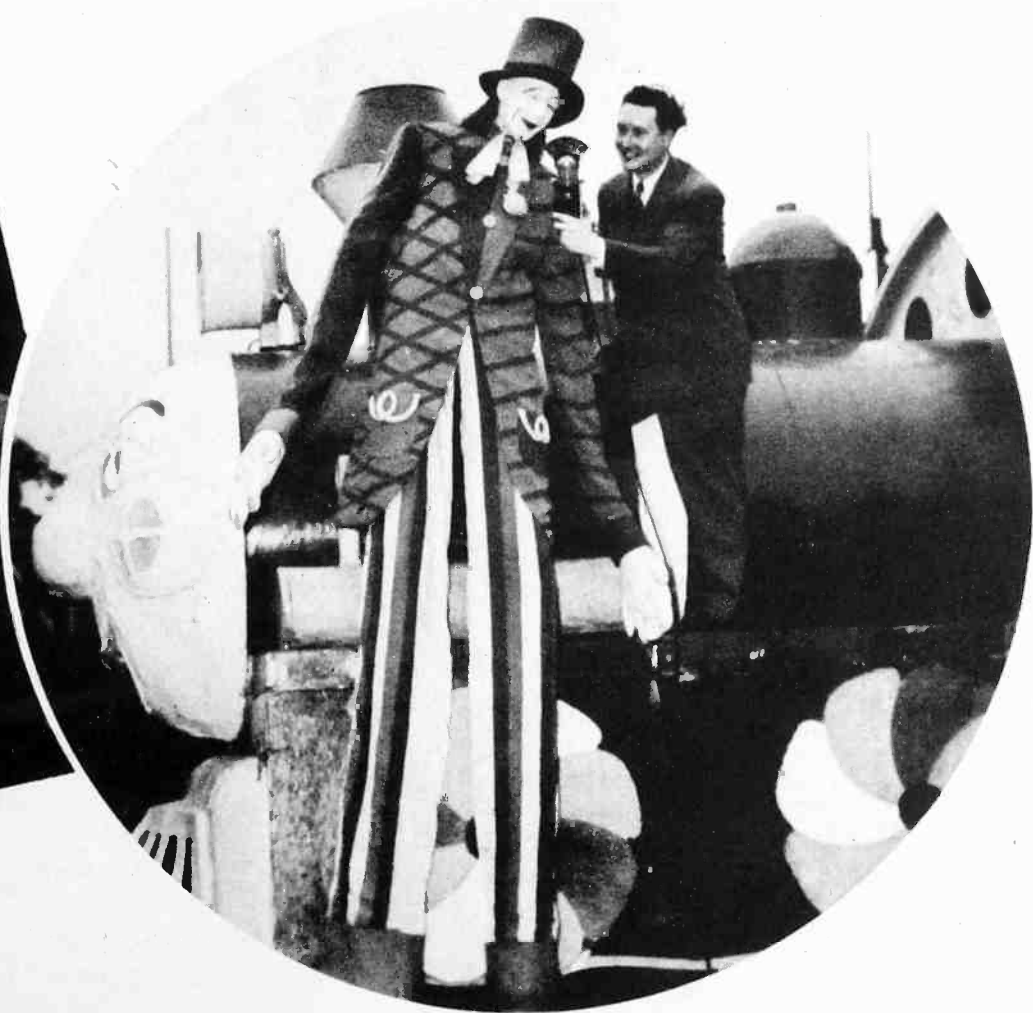


BRUCE RECTOR, the man of many faces and many voices, is the whole cast of "Hillbilly Hotel," except for the musicians and singers whom he finds among WAGE's vast collection of Western and hillbilly records. At left, in his role as UNCLE CROVNY, interviewing Felix Adler, called the "King of the Clowns;" above as LUTHER, Uncle Crovny's not-so-bright boy; and above at right, as MURGATROYD.



ELS IN SYRACUSE

The food may have been fictitious at Glamour Manor but the gifts were grand. Here, summer host Eddie Dunn presents a smart new dress to Mrs. Netta Cedrone of Atlanta, Ga.



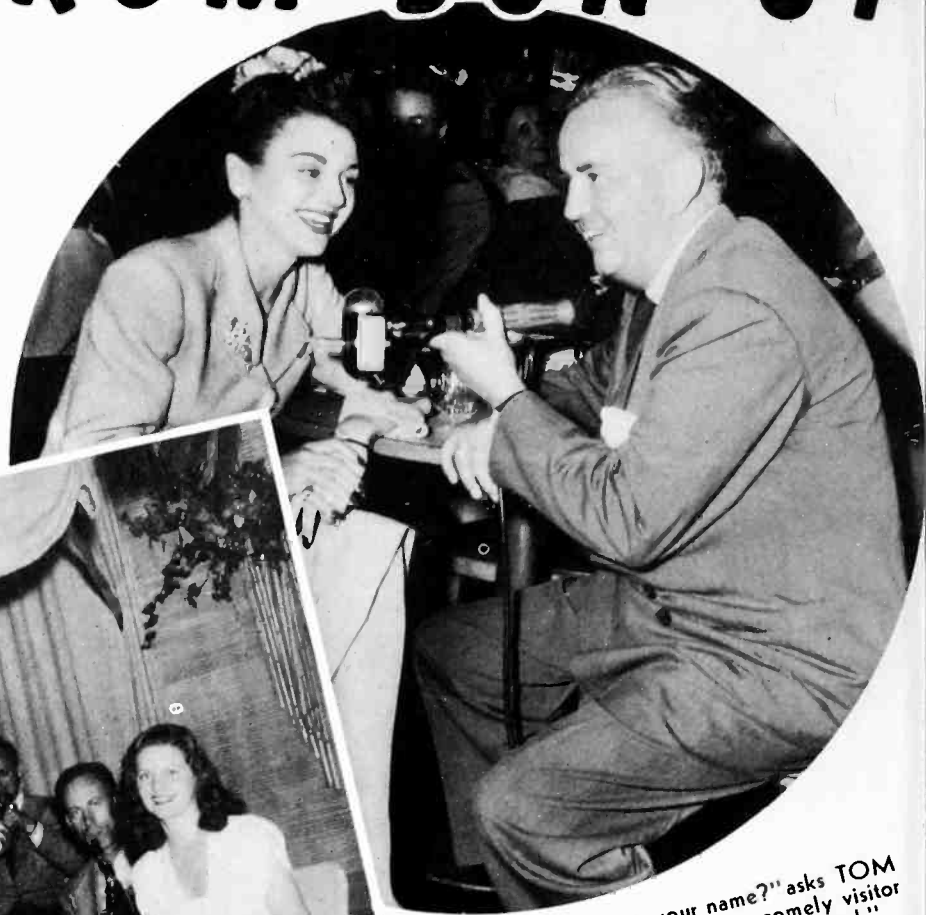
HILLBILLY HOTEL

You can't keep BRUCE RECTOR away from a circus. Here he takes his "Hillbilly Hotel" mike to the Ringling Brothers Barnum & Bailey circus lot.

FROM SUN-UP



Your host on "Bride and Groom," popular day-time program is smiling, fast-talking **JOHN NELSON**.



"What's your name?" asks **TOM BRENEMAN** of a comely visitor to "Breakfast in Hollywood."



Veteran **WAGE** announcer **LARRY LAWRENCE** acts as master-of-ceremonies in a broadcast from the dining-room at Hotel Syracuse.



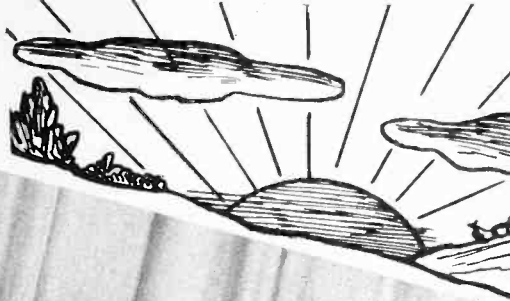
JOHNNY OLSON is master of ceremonies of the **WAGE-ABC** daily feature, "Ladies Be Seated."



Here they are in action, the famous Sunday-night **QUIZ KIDS!**

THE DAY IS BRIGHT

TO SUN-DOWN



The King of Jazz, PAUL WHITMAN, does a bit of vocalizing with lovely EUGENIE BAIRD. Musical director of the ABC network, Whiteman's incomparable music is heard on many programs over WAGE.



Now you know why WYNNE PARRISH is the Voice with a Smile in countless thousands of Central New York homes. She's the "News Detective."



These are the famous "THREE SUNS," left to right, ARTIE DUNN, ART NEVINS, and MORTY NEVINS.



America's favorite foursome: SAM COWLING, FRAN ("Aunt Fanny") ALLISON, DON McNEILL and NANCY MARTIN of the "Breakfast Club."



She's "Chiquita Banana" of the famous singing commercial, but she's a popular singing star, too, and has been heard with the renowned Boston "Pops" orchestra. Her name is ELSA MIRANDA.

ON WAGE!

THE AIR SHALL BE



WAGE's musical director and a concert star in his own right is CARL SILFER.



SUSAN ALLEN, BILLY WILLIAMS, BETTY BARCLAY and SAMMY KAYE (at the piano) of SAMMY KAYE's "Sunday Serenade."



EDDIE DEAN, popular cowboy singer, one of WAGE's favorite transcribed artists.



The King of Corn, SPIKE JONES, whose City Slickers you hear often at 620 on your dial.

WAGE

FILLED WITH MUSIC

And here is the "Duke" ELLINGTON, a perennial favorite with WAGE listeners.



Pretty ILENE WOODS, a featured vocalist on the "Breakfast Club."



These are the DINNING SISTERS, stars of WAGE's recorded repertoire.



ALAN ROTH directs some of the loveliest music transcribed for WAGE.

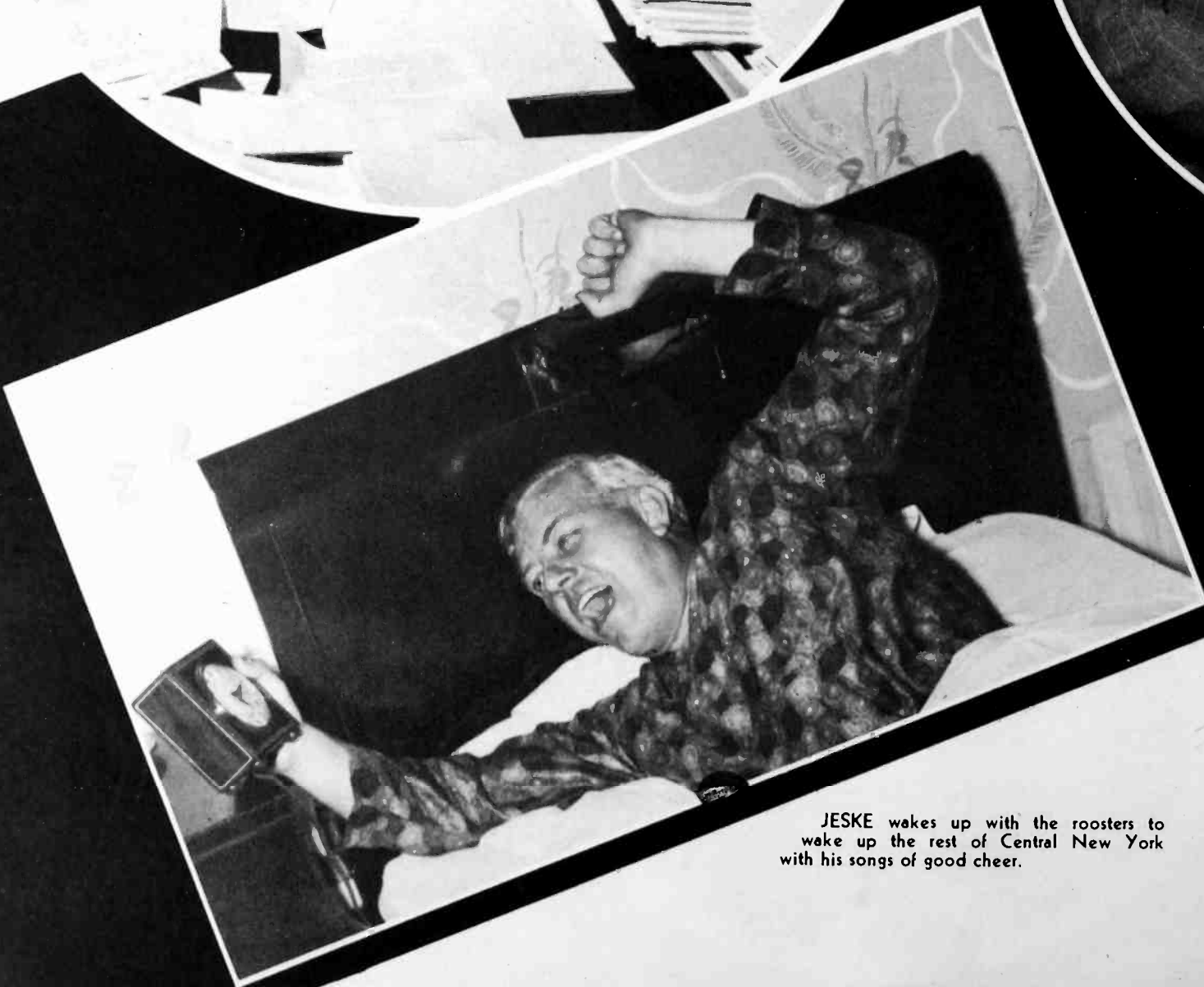
HE'S

JUST JESKE TO

Best-known radio performer in Central New York is FRED JESKE shown at left at his desk selecting his music for a long session behind the WAGE mike.



He literally eats up the hearts and minds of families in Central New York.



JESKE wakes up with the roosters to wake up the rest of Central New York with his songs of good cheer.

A HALF-MILLION FANS!



Breakfast with countless thousands every morning from 6:30 to 9.

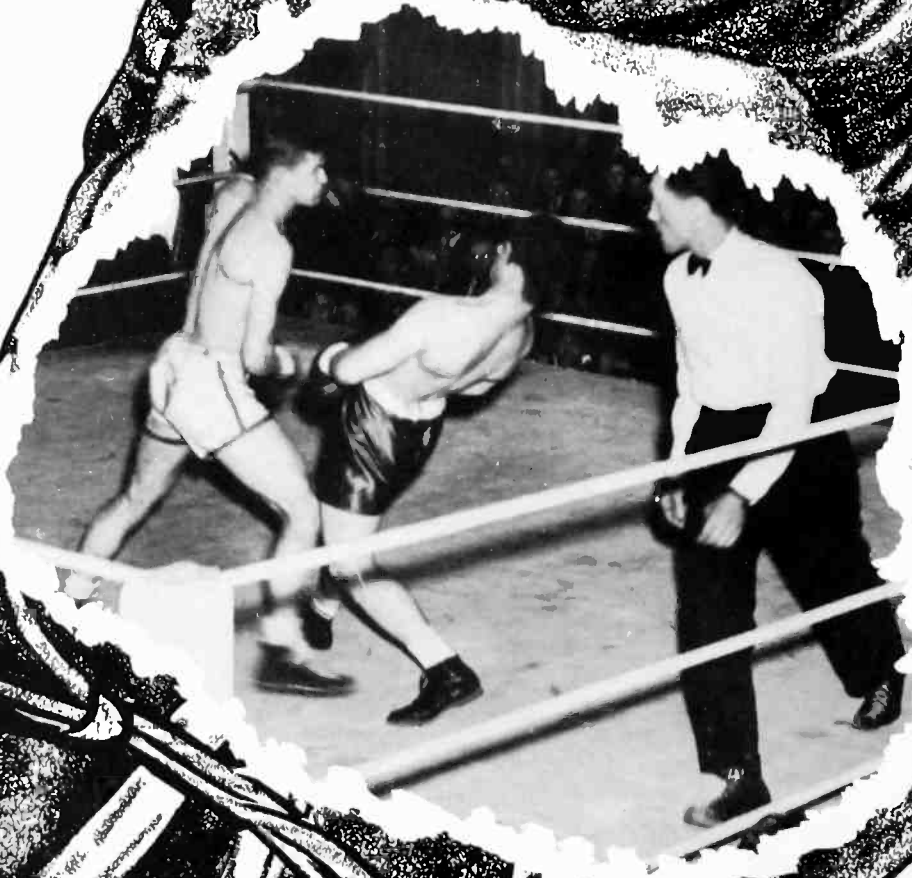
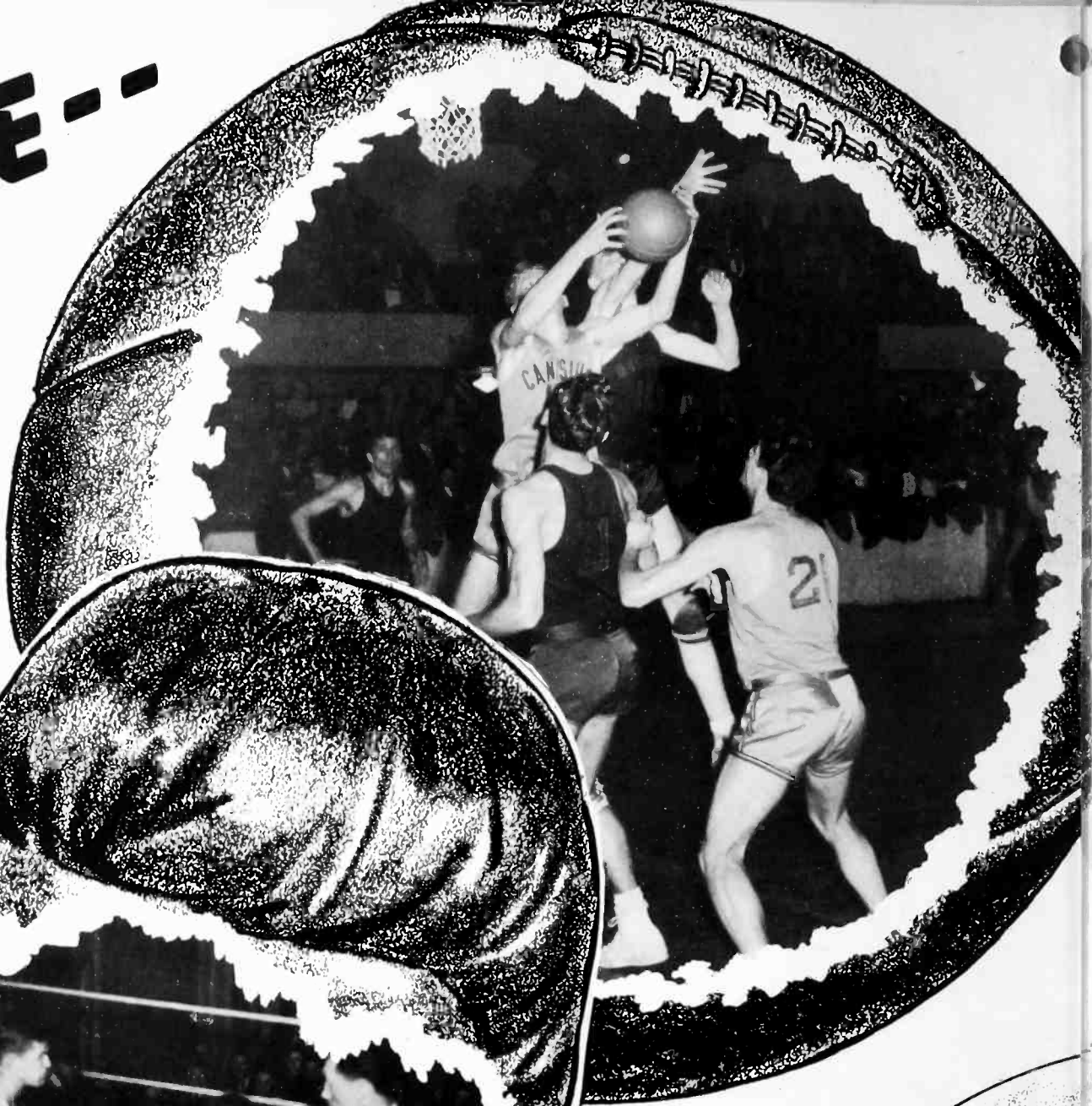


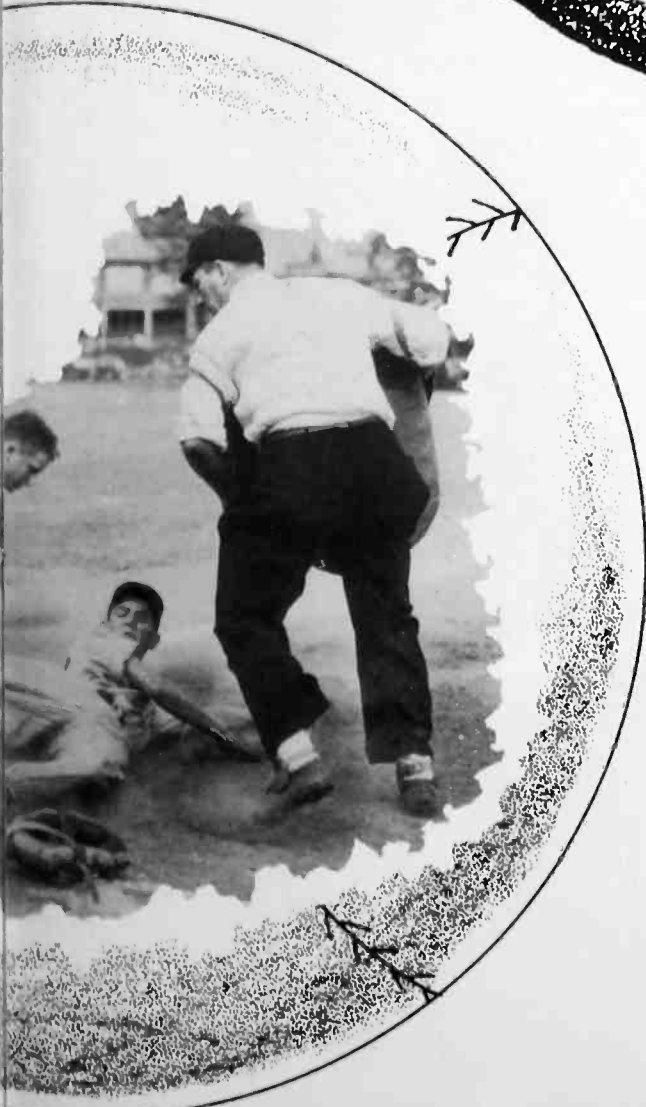
JESKE rehearses with the "Minstrels;" left to right, LEIGHTON TIFFAULT, CARL SILFER, JOHNNY La TONE, MARIO DARIN and CARL HOFFMAN.



The day's work is never done for JESKE, what with personal appearances at dinners and parties throughout the WAGE listening area. Above, he and MRS. JESKE play host to neighborhood kids at their annual Halloween party.

WAGE--





**--AND
SPORTS!**

IN A SPORTS-MINDED COMMUNITY



WAGE's sports editor NICK STEMM-LLER knows 'em all in the world of sport. Here he is, swapping yarns with one of Syracuse's immortal sports figures . . . BIG BILL DINEEN, former big league pitcher and umpire . . . one of America's Sports Hall of Fame.



When you think of big-time boxing events, you naturally think of WAGE and the round-by-round experts, BILL CORUM and DON DUNPHY. Here's BILL CORUM, of the Cavalcade of Sports.

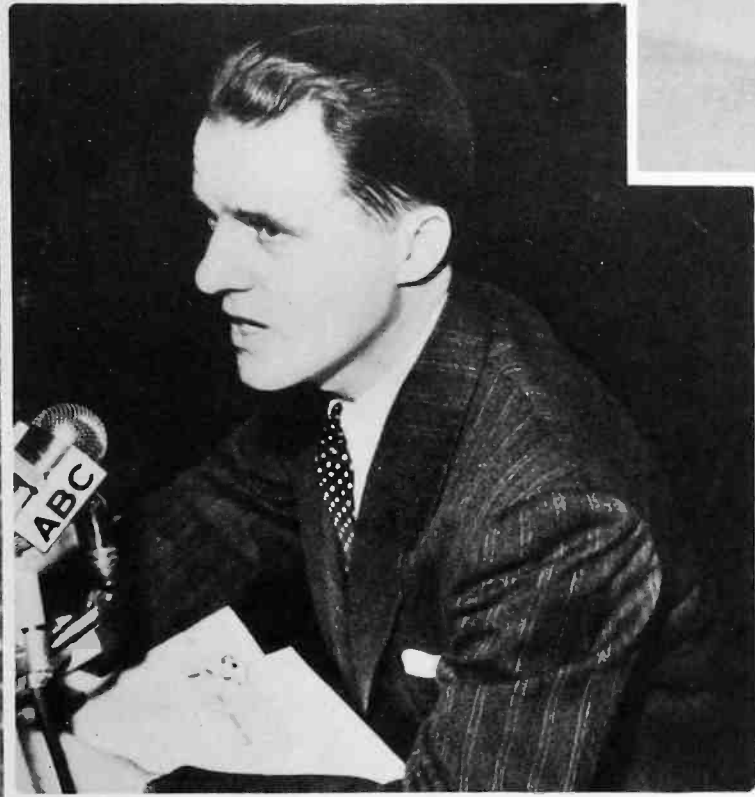
Syracuse Boxing Coach ROY SIMMONS and WAGE's NICK STEMM-LLER talk it over with a couple of youngsters making their first bid for fistic fame.

UNITY - - IT'S WAGE-ABC!

JEWEL ENS, manager of the Syracuse Chiefs, chats with NICK STEMMLER between innings in the Chief's dugout at MacArthur Stadium.



DON DUNPHY, the blow-by-blow man of the famous team of CORUM and DUNPHY, shown here during a tense moment at the Madison Square Garden Ringside. You hear him regularly on The Cavalcade of Sports, via WAGE.



Left to right, it's WAGE's NICK STEMMLER, AUGIE NORDONE, TOM NEWLOVE, VIC GHEZZI and LLOYD MANGRUM, during a match at Syracuse's Lafayette Country Club.

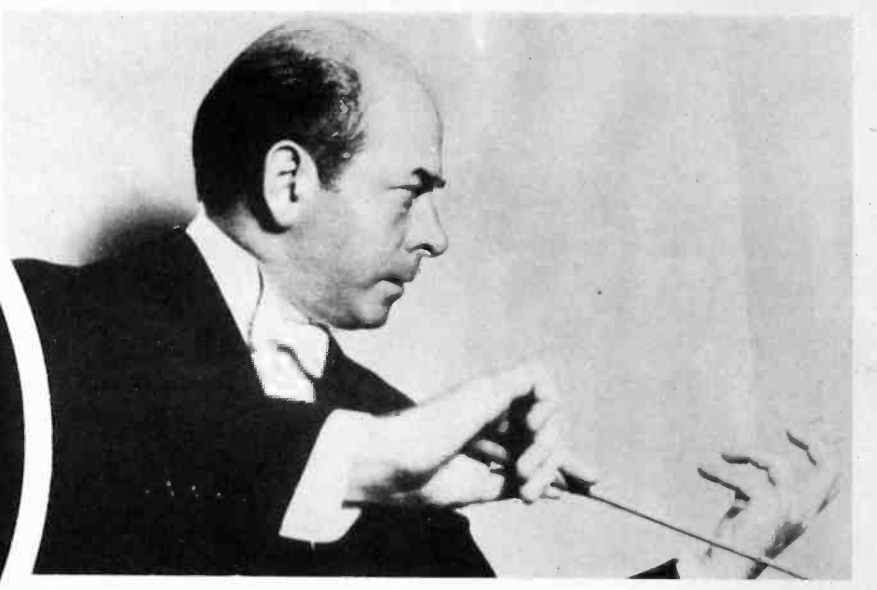


This is HARRY WISMER, ABC's ace sportscaster, at the network mike describing one of the big football games featured by WAGE every Saturday during the autumn season.

GREAT DRAMA . . . GREAT



Typical of outstanding dramatic talent heard on "Theatre Guild of the Air" is KATHERINE HEPBURN.



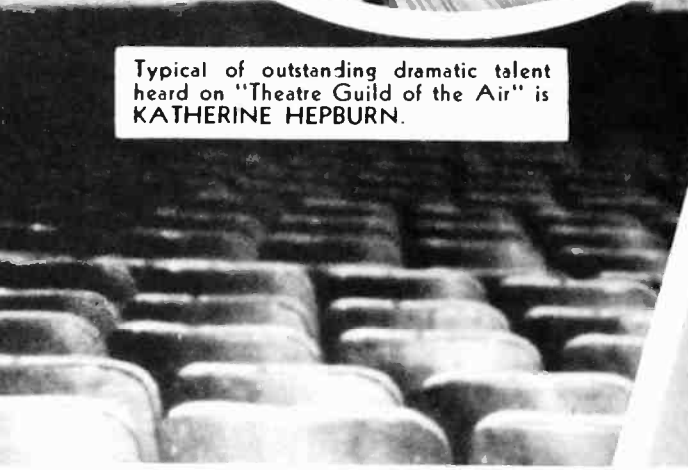
EUGENE ORMANDY conducts the Philadelphia Orchestra on the "Ford Sunday Evening Hour."



ALFRED LUNT and LYNN FONTANNE as starred on "Theatre Guild of the Air."



Featured on the "Ford Sunday Evening Hour" and other WAGE-ABC classics is JOSE ITURBI.



MUSIC . . . ON WAGE-ABC!



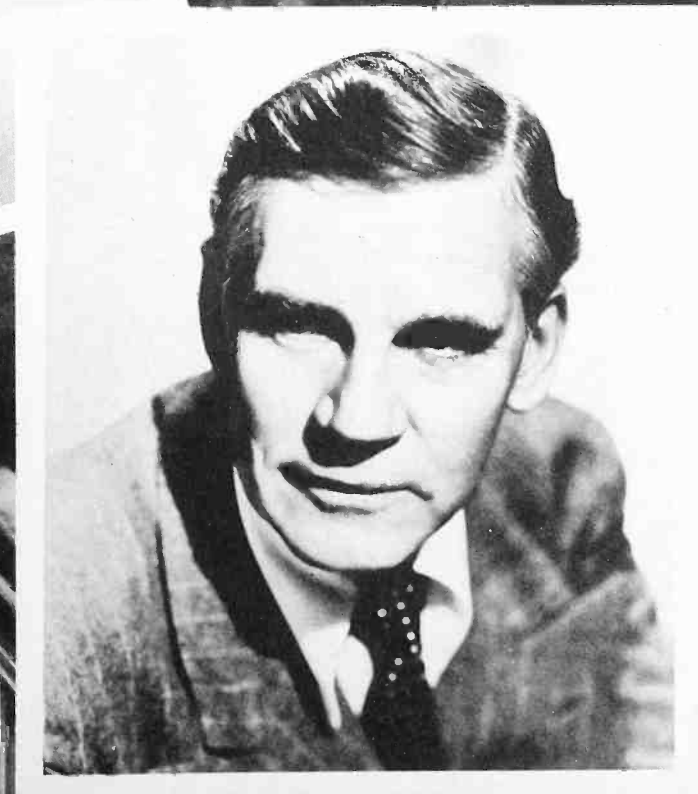
FRITZ REINER, conductor of the Pittsburgh Symphony Orchestra, in a characteristic pose, during the "Ford Sunday Evening Hour."



LILY PONS, petite coloratura soprano, heard on such WAGE programs as "Metropolitan Opera" and "Boston Symphony."



LAURITZ MELCHIOR, a favored guest with "Metropolitan Opera" and the "Ford Sunday Evening Hour."



Another distinguished artist brought to the microphone by WAGE's "Theatre Guild of the Air" is WALTER HUSTON

MYSTERY . . ADVENTURE . . CUR



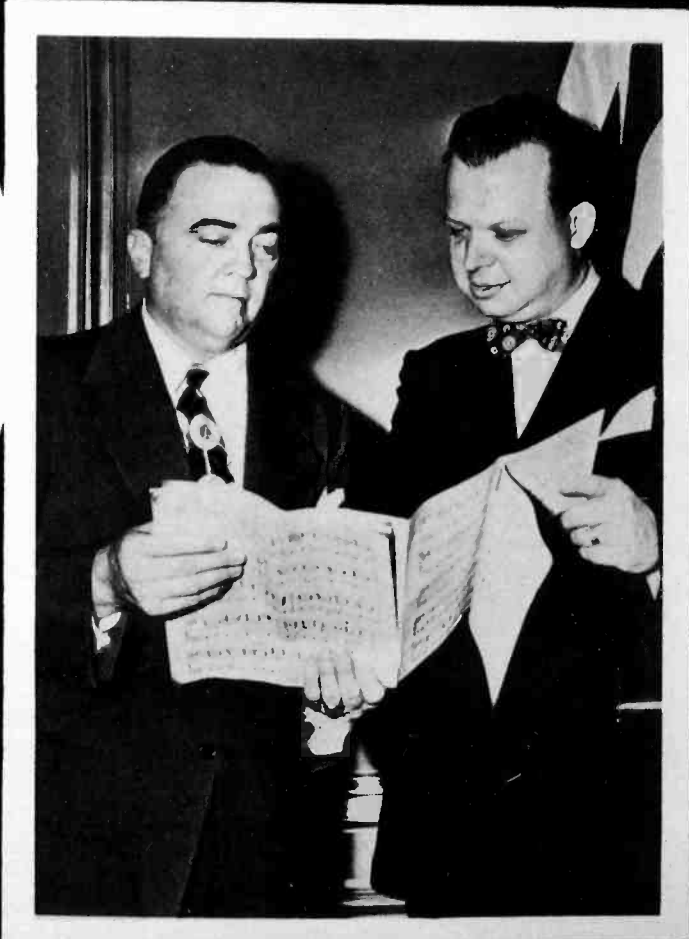
Former New York City Police Commissioner, LEWIS J. VALENTINE, the voice of authority on "Gangbusters," is interviewed here by ABC newsman, GORDON FRASER.



And here is the dauntless hero of innumerable sagas of the West, "THE LONE RANGER."



JACK SMART is the "Fat Man" of the highly rated mystery drama of the same name, an ABC-WAGE feature.



J. EDGAR HOOVER, FBI chief, makes sure that the events on "This Is Your FBI" are authentic. He is shown with NATHAN VAN CLEAVE, musical director of the program.

Narrator and character actor of "Famous Jury Trials" is ROGER DeKOVEN.

RENT EVENTS . . ON WAGE



Police Lieutenant **ARTHUR J. LEAHY**, director of traffic for Syracuse police department, is "Your Police Reporter," a weekly feature from WAGE studios.



WAGE's **WYNNE PARRISH** lines up a public service campaign in support of Syracuse charitable and philanthropic enterprises. Shown left to right are **MRS. NERENE COFFIN**, of The Lighthouse, **MRS. FREDERICK A. KREUZER**, of the Girl Scouts, **MRS. GERALDINE CLAIR**, Dunbar Center, **WYNNE**, **MRS. DAVID KLAUDER**, Huntington Club and **MRS. NANETTE SMITH McCORMICK**, Red Cross.



Announcer **LARRY LAWRENCE** and production man **BOB STOCKDALE** direct Syracuse high-school group in one of the broadcasts of "Citizens of Tomorrow."

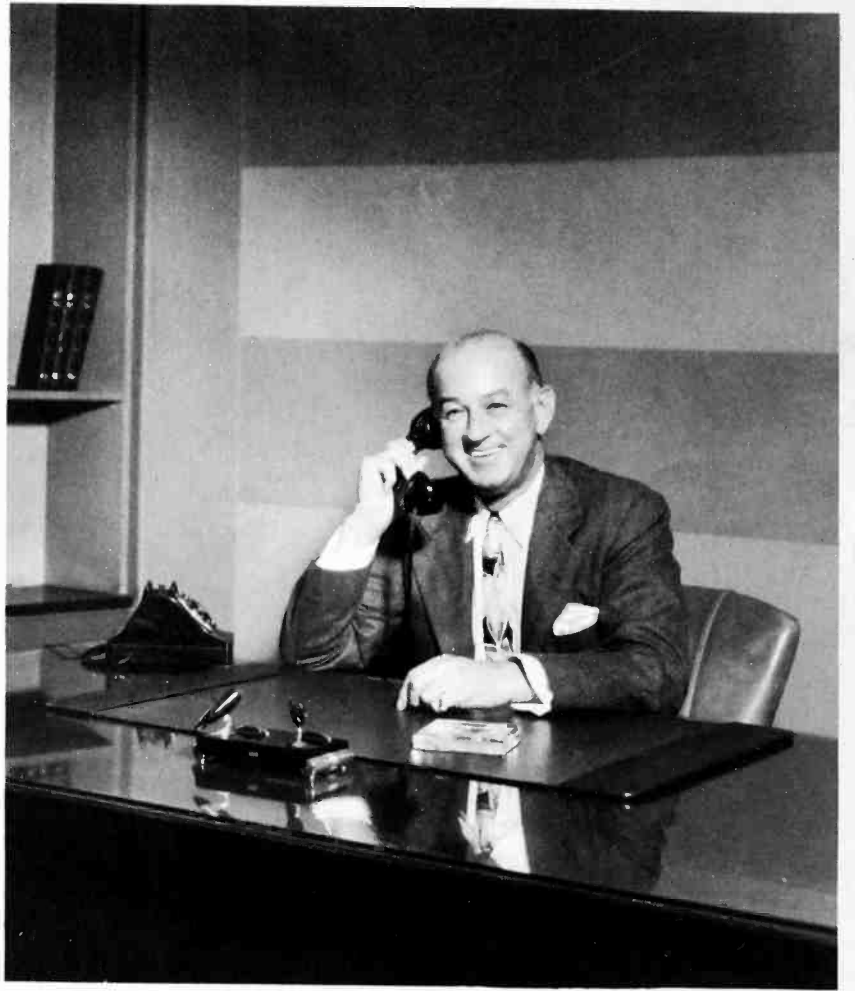


Guest on famous "Town Meeting of the Air," is **MRS. ELEANOR ROOSEVELT**, shown with **GEORGE V. DENNY, Jr.**, Town Hall moderator.

BEHIND THE MIKE



Holding daily news conference are, left to right, Program Manager Bruce Rector, Newsmen Doug Johnson, Herb Davis and Glenn Williams, and General Manager Bill Lane.




Founder and president of WAGE, Inc., FRANK G. REVOIR.




Sales executives LOU PARMEN-TIER and MEL SIL-VIEUS talk it over with commercial manager AARON BECKWITH.

AT WAGE STUDIOS




WAGE's program line-up for the week is reviewed by (left to right) commercial manager AARON BECKWITH, program manager BRUCE RECTOR, general manager BILL LANE and traffic manager HAZEL POWELL.



Favorite of everyone at WAGE at least once a week is head book-keeper LOUISE SCHUNCK as she makes up the staff payroll.



Company secretary and auditor FRANCIS E. DOONAN, shown here with MARION KENNEDY of WAGE's business office staff.



A little girl in a big job, HAZEL POWELL keeps WAGE's programs and announcements in their proper sequence from sign-on to sign-off.

THE SILENT PARTNERS BE



Chief operator ROBERT ARDNER and studio engineer HOWARD IALBERG in WAGE control room.

It gets warm in midsummer in WAGE's transmitter room, but engineers JOHN STONE and BILL CHELEY keep smiling.



WAGE's chief engineer CHARLES BRANNEN uses a jeep in field tests to measure WAGE's signal strength.

BEHIND WAGE PERFORMERS!



Above, WAGE Studio Engineers Jane Curtin and Rudy Heikle.



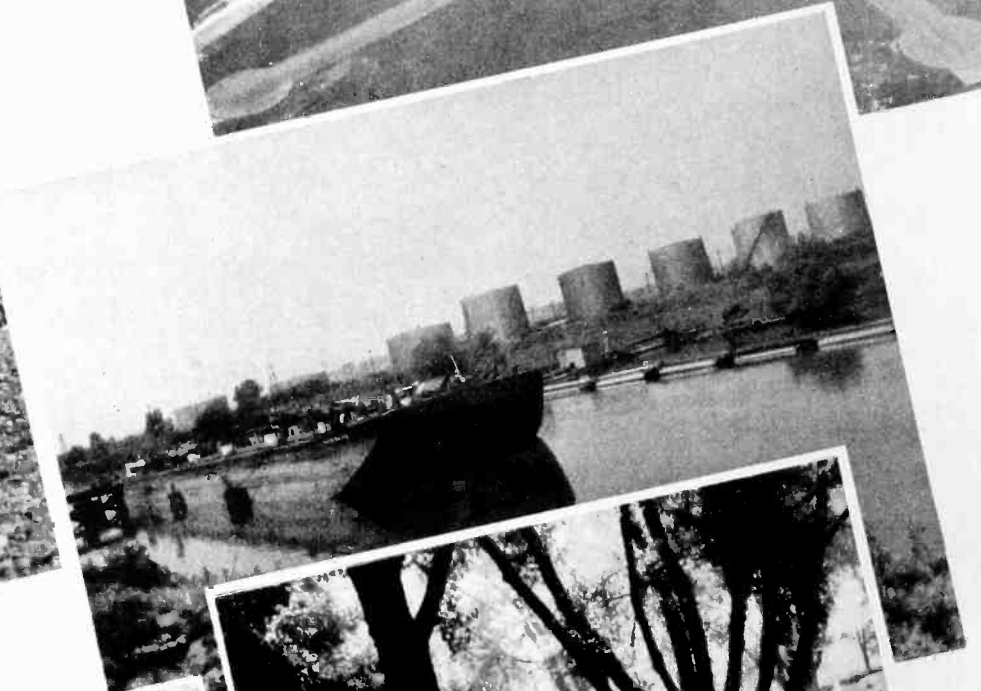
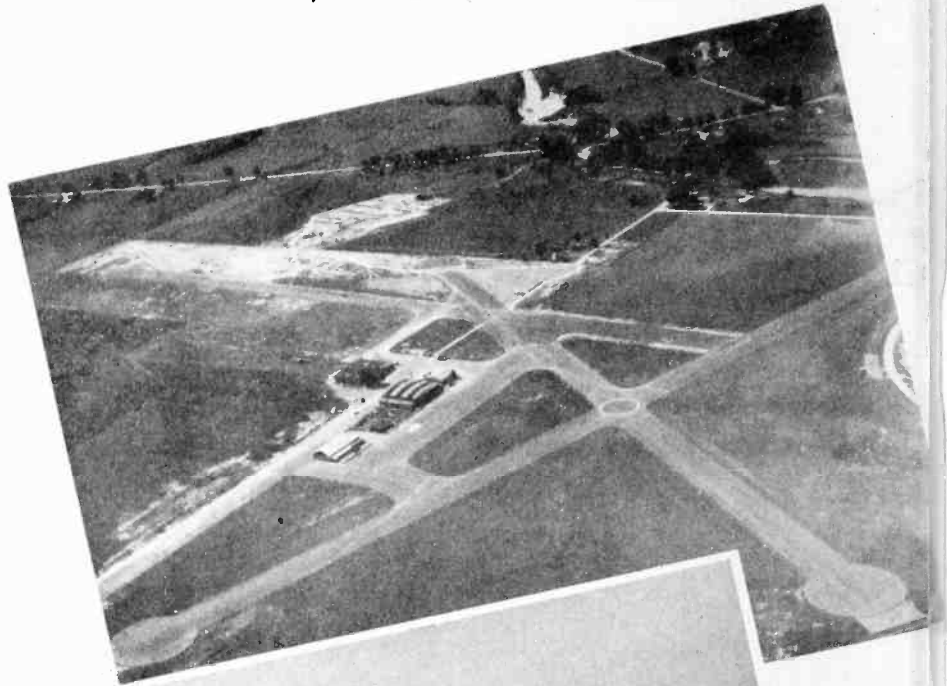
Transmitter engineer EARL WILLIAMS makes routine test of operating equipment.



Chief operator BOB ARDNER and production man BOB STOCKDALE check recordings for a WAGE musical program.

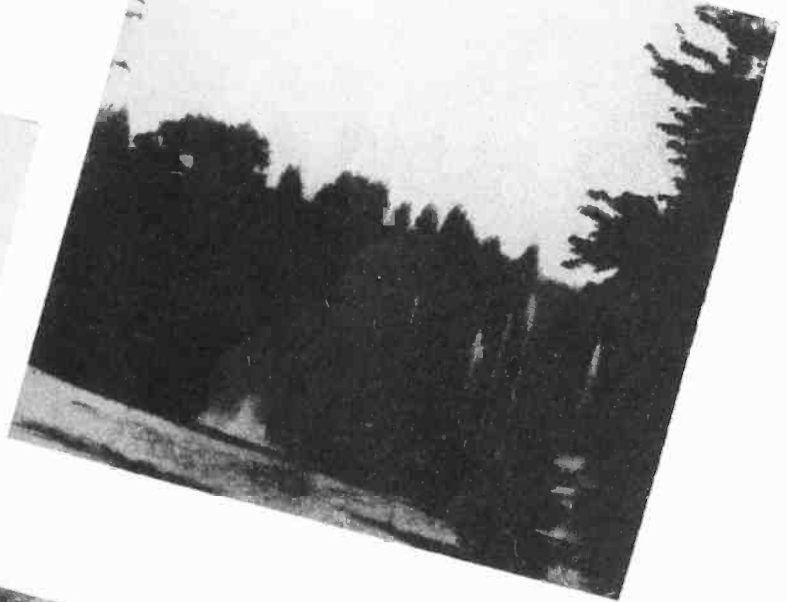
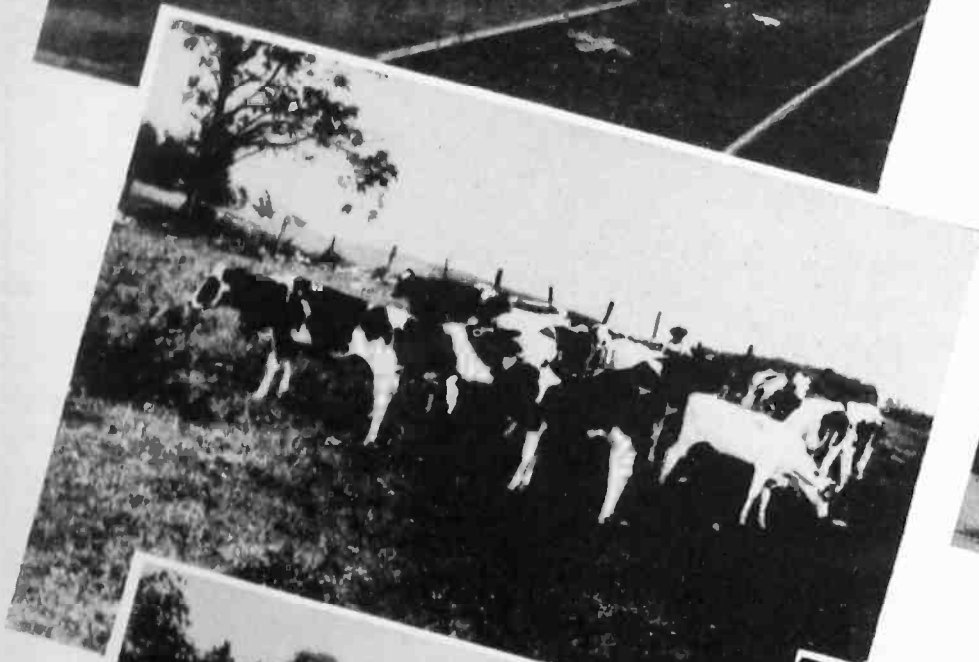
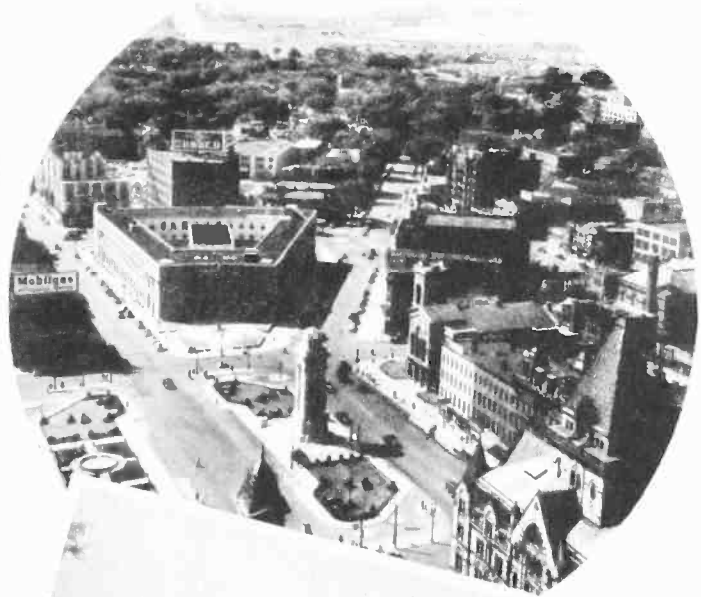
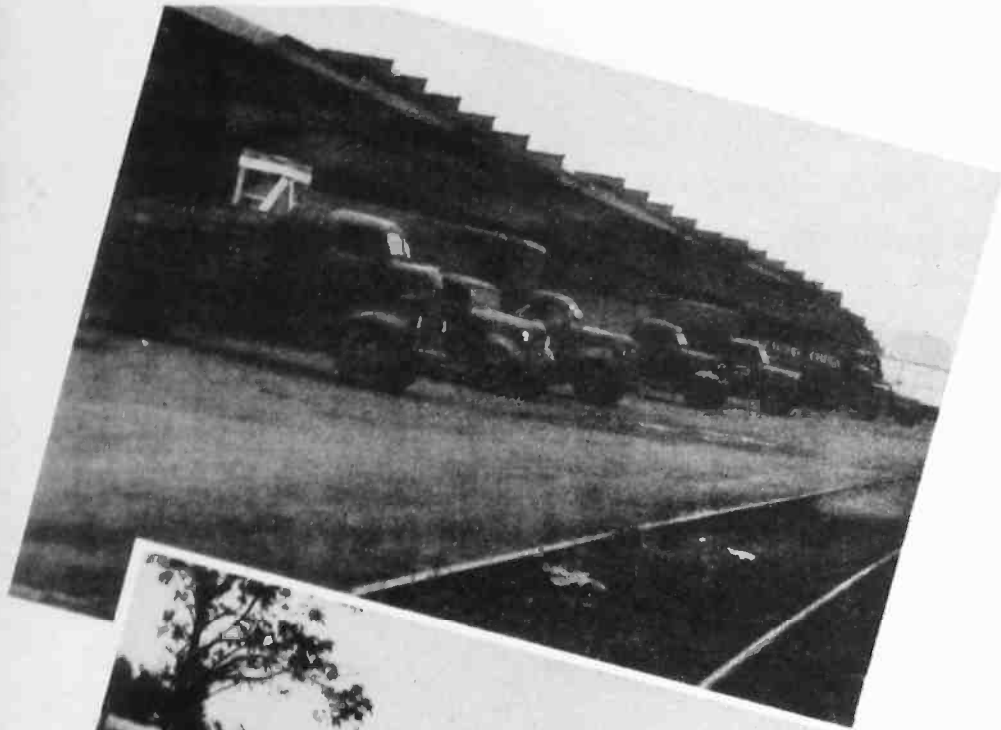
SYRACUSE AT THE HEART

Central New York truly has everything that it takes to build a great community. It has teeming industries, whose products go around the world; its farming and dairy industries are among the richest in the land; its resorts, including the Adirondack Mountains and the Finger Lakes, are playgrounds of unexcelled loveliness; its institutions of learning include Syracuse, Cornell and Colgate Universities. Here, indeed, is the heart of the Empire State!



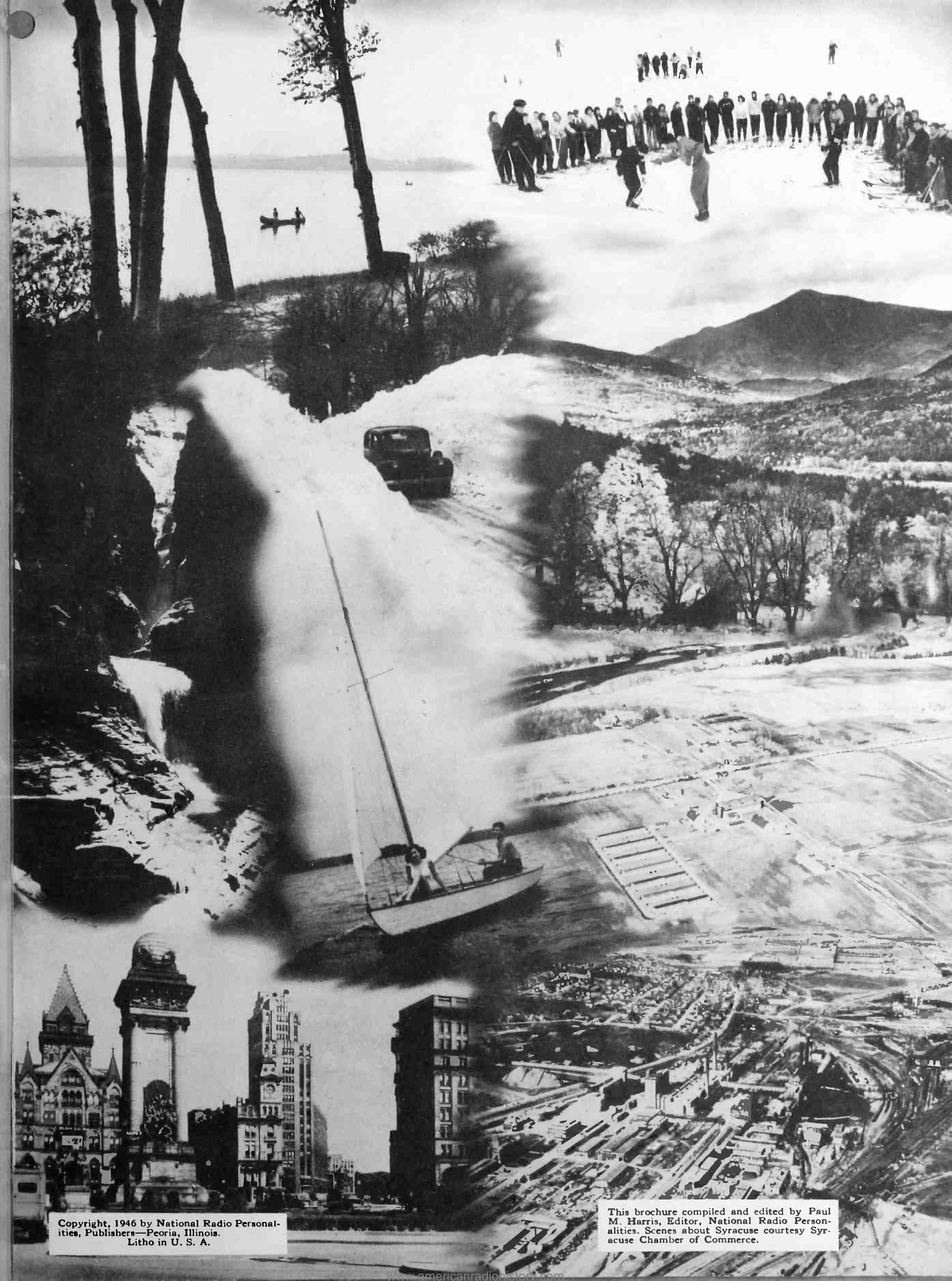
PART OF NEW YORK STATE!

Syracuse is the great trading, distributing and industrial hub of Central New York State. By mainline railways, over the Barge Canal waterway, and by truck routes, its manufacturing materials are brought to Syracuse; its world-famed products shipped to all corners of the globe. Fine highways connect its people with the finest recreation Spots in the EAST. Great airways shorten to a few hours its distance from other metropolitan centers from coast to coast.



WAGE

The people at WAGE are proud of the position of prominence which you, the radio listeners of Central New York State, have given them in the life of this great and thriving community. They are deeply appreciative of your friendship; deeply conscious of the responsibility which you have placed upon them for continued service in the public interest. WAGE will keep pace with the inevitable growth and expansion of this great Central New York community. WAGE will continue to mirror the life and times of the immense population which it serves, giving you news, entertainment and educational services of a high calibre, so that, more and more as the years go by, this will be your WAGE!



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Litho in U. S. A.

This brochure compiled and edited by Paul M. Harris, Editor, National Radio Personalities. Scenes about Syracuse courtesy Syracuse Chamber of Commerce.

