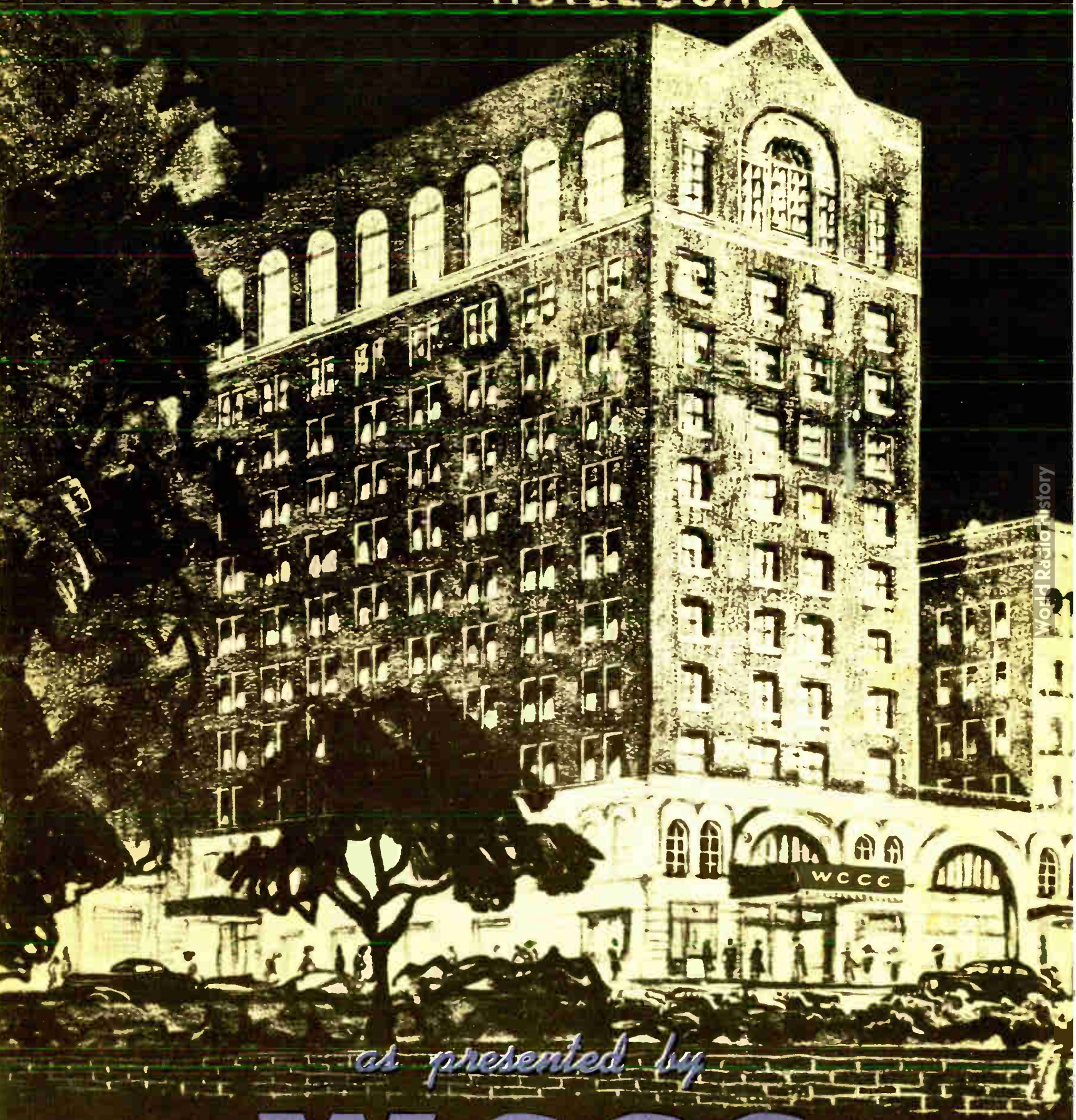


GOING FORWARD WITH RADIO

HOTEL BOND

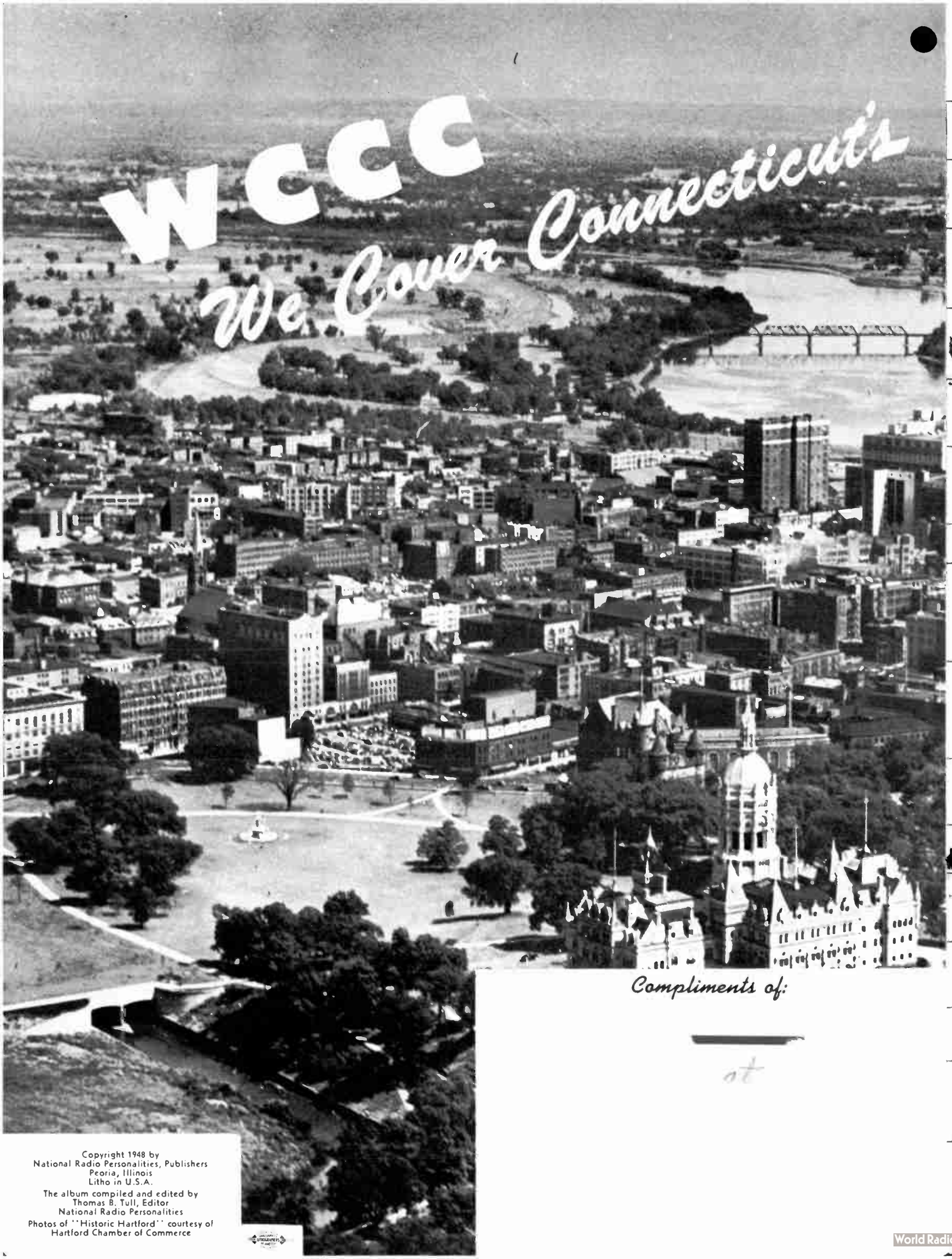


as presented by

WCCC

WCCC

We Cover Connecticut's



Compliments of:

at

Copyright 1948 by
National Radio Personalities, Publishers
Peoria, Illinois
Litho in U.S.A.

The album compiled and edited by
Thomas B. Tull, Editor
National Radio Personalities

Photos of "Historic Hartford" courtesy of
Hartford Chamber of Commerce



Capitol



From the Studios



A few minutes after the above photo was taken, Emcee Walt Nielson was ready to "Wake Up And Dream." Folks in the Hartford area listen to this show every morning 8 to 9 A.M. except Sunday for sweet songs with a memory or two.



During the sixty minutes between 11:00 and 12:00 each Saturday morning, the studios of WCCC are turned over to high school students from the Hartford area. The boys and girls choose their own tunes, announce them and spin their own discs.



Each Monday through Friday at 10:15, Irene Dolin becomes WCCC's "Social Secretary".



Joe Girand takes WCCC's roving microphone to various downtown theatres enabling Hartford shoppers to wonder as they wander on the "Riddle Rambler" program.

of WCCC...



Pancake-turner supreme Joe Girand brings records hot off the griddle to listeners to the popular "1290 Club" each afternoon starting at three o'clock.



M.C. Bob Sherman takes Hartford's contestants through their paces in the State-wide "Spelling Bee", a round-robin program in which five stations — members of the Connecticut Independent Broadcasting System — participate. At extreme right is Scorekeeper Emma Lou Kehler.



Here is one of the few organizations of its kind specializing in both hillbilly and popular music. Pee Wee Menard and his Trail Blazers are heard each Saturday morning over WCCC.



"Miss Music", sometimes known as Side Saddle Sue, has "shattered" more than one record as Hartford's only woman disc-jockey. She's heard each week-day morning 7 to 8 A.M. on WCCC presiding over the "Mystery Melody Show."

The Sage-Allen



Ivor Hugh brings the Music of the Masters to WCCW listeners on the program known as "The Concert Hour."



Gladys Swarthout



Fritz Reiner, musical director of the Pittsburgh Symphony Orchestra.



Joseph Szigeti

Concert Hour



Eugene Ormandy, Philadelphia Orchestra



Bruno Walter



The Longine Symphonette



The famous Longine Symphonette program may be heard over WCCC each Monday, Wednesday and Friday from 1:00 until 1:30.



SPORTS

The News in a Nutshell is brought WCCC listeners every hour on the half hour along with complete reports on the world at large as compiled and edited by News Editor Ed Weston.





World and State news is gathered from the facilities of the United Press in the WCCC News Room. This, combined with complete coverage of local happenings, is the reason that more and more Hartford listeners are tuning in every day to WCCC. Above: Bill Martin covers local news.

NEWS

ON WCCC-1290

Worth

Fashion Headlines



Betty Craig WCCC Fashion Newscaster . . .



. . . settles an argument. It seems that these two lovely airline ticket agents have had a disagreement regarding today's hemlines.



Here Betty talks with Frances Cline of the Advertising Department of Worth of Hartford. Fashion counsellors from Worth (background) include Mary Hayes, Gertrude Kaplan and Frances Foley.

Luncheon With Rogers



James C. Shannon
Governor of Connecticut



Edward N. Allen
Former Hartford Mayor



Cyril Coleman
Mayor of Hartford



Sidney A. Edwards
Managing Director
Connecticut Development Comm.



Willard B. Rogers, President and General Manager of the Hotel Bond, has played host to many well-known personalities, only a few of whom appear on this page. The program, "Luncheon With Rogers" is a feature presentation over WCCC.



Col. E. J. Hickey
Commissioner of State Police



Thomas J. Dodd
Prominent Hartford Attorney



Felix Blanc
Connecticut Director of Pharmacy



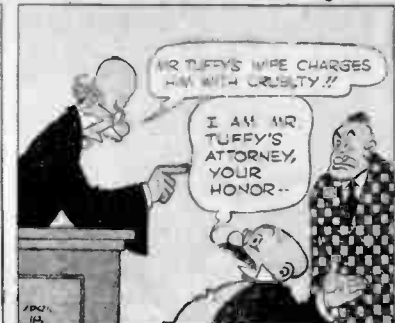
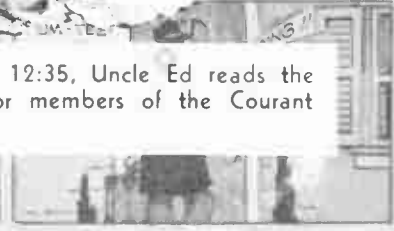
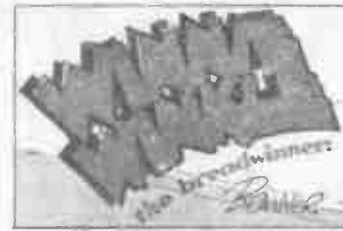
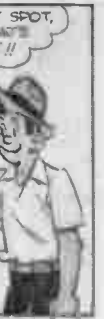
Wayne R. Dickerson
Executive Vice-President
Connecticut Chamber of Commerce



William A. Dower
Executive Vice-President
Hartford Chamber of Commerce



Mrs. Helen M. Russell
Cancer Society



KIDDIE KORNER



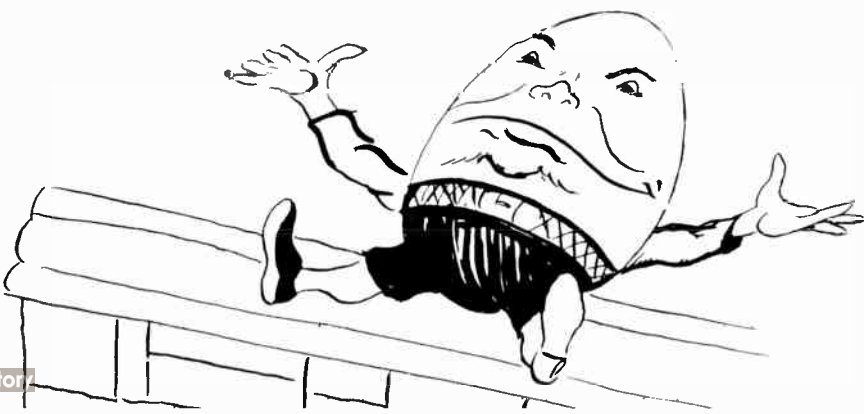
These children don't mind at all being in a corner — especially at 9 A.M. every day when the "Kiddie Korner" is on the air!



Baby Sitter Joe Girard plays the children's favorite recordings and tops them with a few of his very own fairy tales in the "Kiddie Korner".



After the show, Joe receives appreciation from one of his fans.



Sunday Afternoon at the Opera



LILY PONS



LAURITZ MELCHIOR



EZIO PINZA



HELEN TRAUBEL



Edward Weston acts as annotator on the "Sunday Afternoon at the Opera" program each Sunday from 2:00 to 3:00 P. M. This show, featuring the finest in classical music is presented by the Hartford National Bank and Trust Company.

Hartford National Bank and Trust Company

Steiger's Wishing Well



A late afternoon shopper drops her wish into Steiger's famous Wishing Well.



One of the lucky winners on the Wishing Well receives her gift from Ann Taylor, Steiger's Personal Shopper.

Four members of Steiger's personnel carefully study each of the many "wishes" that have poured daily into the Wishing Well. L. to R.: Lois Nickerson, Secretary to Mr. Steiger; Ann Taylor; Marguerite Guzzo, Advertising Manager; Mark Creed, Merchandise Manager.



There's Music in the Air on WCCC



Tony Pastor



Ted Dale



Claude Thornhill



Ted Weems



Phil Brito



Guy Lombardo



Vic Damone



Peggy Lee



Tex Beneke



Eddie Arnold



Al Goodman



Alfred Antonini



Ray Bloch



Richard Humber



Jerry Wayne

Music



George Towne



Elliot Lawrence



Arthur Fiedler



Harry Horlick



Mindy Carson



Sylvan Levin



Bing Crosby



Lanny Ross



Deep River Boys



Buddy Clark

Music



Benny Goodman



Duke Ellington



Harry James



Frank Sinatra



Dinah Shore



Jo Stafford



Vaughn Monroe



Sammy Kaye



Stan Kenton



King Cole Trio

Introducing



WILLIAM M. SAVITT
President

MAX M. SAVITT
Vice President and Treasurer



HARRY LeBRUN
General Manager



the Staff...



WALT NIELSON
Program Director



BOB SHERMAN
Music Director



EVE MINK
Continuity



IRENE DOLIN
Traffic Manager

Staff



RAY DOWER
National Sales Manager



HOWARD WESSENBERG
Chief Engineer



LORRAINE WORAM
Bookkeeper



ARNOLD KUPPER
Commercial Manager

• Technically Speaking...



JOHN RAMEIKA
Transmitter Engineer



THOMAS YORK
Control Engineer



EDWARD REID
Control Engineer



GIL FORD
Control Engineer

WCCC - In the



Members of Hartford's Police Department broadcast "Sixty Seconds Of Safety" three times daily over WCCC.



Chief of Police Michael Godfrey broadcasts special warning messages in cases of necessities or emergencies.



WCCC broadcasts special legislative sessions to central Connecticut listeners.



Officer Bill Stevens helps to fight juvenile delinquency with quizzes, spelling bees and song fests for the youngsters on the "Junior Legion Of Honor" program heard over WCCC each Saturday morning at 10:00.



Public Interest



City Manager Carlton F. Sharpe, whose voice was first brought to Hartford by WCCC.



Elliot Roosevelt, one of the many distinguished visitors to the "Connecticut Forum Of The Air" heard over WCCC each Sunday afternoon at 1:30.



Ralph Della Selva produces one of his well known forums. Former Lt. Governor Wilbur Snow is at his right.



Some of the members of the WCCC staff put their heads together for a conference. Out of this will emerge new ideas for WCCC programming and policy — ideas from which you will benefit.





TUNES

FOR

TOTS

with

BIG BROTHER BILL



BIG BROTHER BILL



Here's another extremely popular children's show, started more recently, but built on the same successful format used in the morning Kiddie Korner Show. Aired between 5:35 and 6:00 P.M., every day Sunday through Saturday, this afternoon show is obviously reaching a large segment of the young folk between the ages of 2 and 7, as proven by the tremendous volume of mail it pulls. As with the morning show, the mail is almost exclusively from grateful mothers and fathers writing to thank the station for entertaining the children—and at the same time guiding their behavior.



Historic Hartford



This is how Main Street looked in 1850.



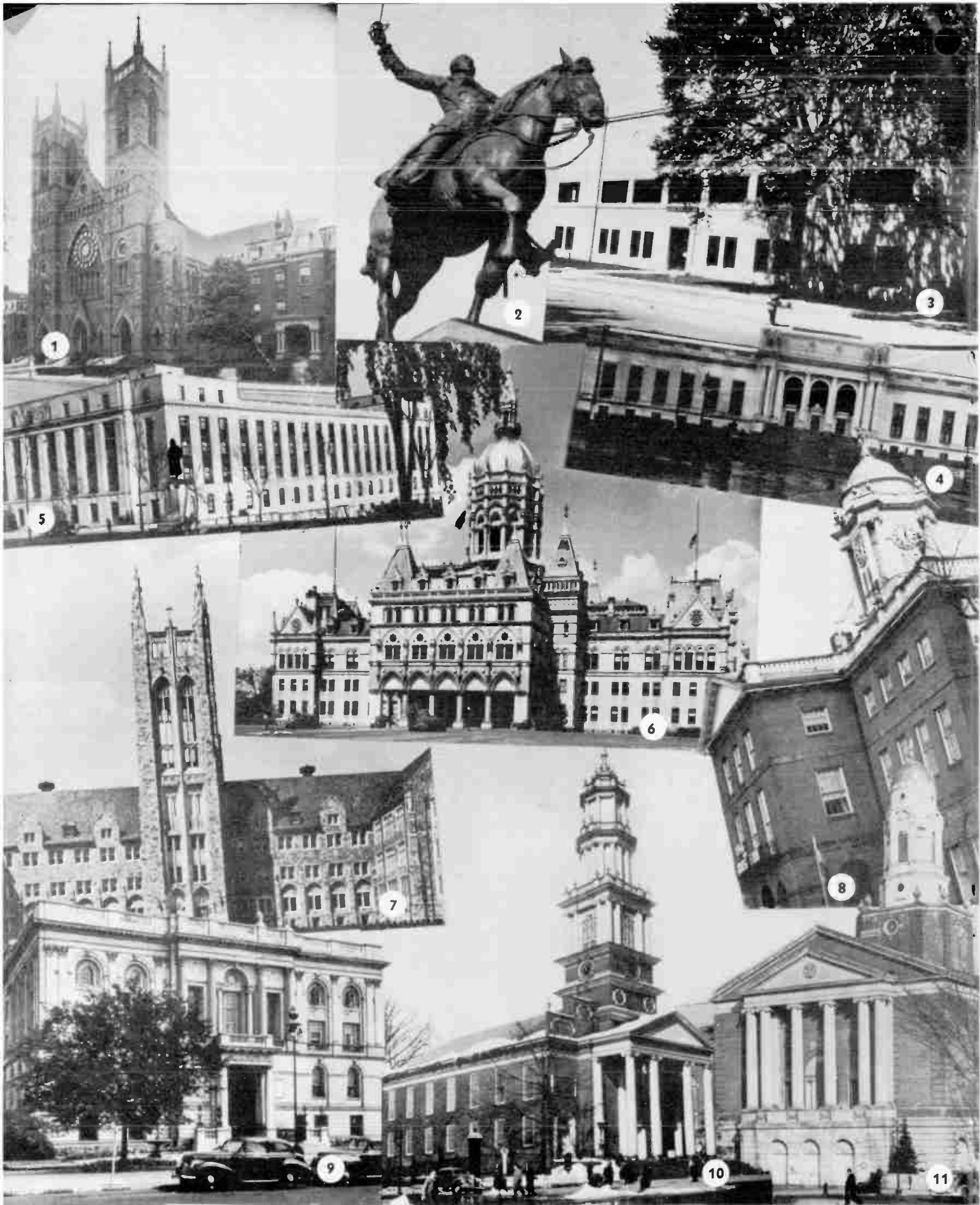
Main Street north of Mulberry Street in 1880.



The corner of Main and State Streets about a quarter century ago.



An artist's conception of the Charter Oak.



Now let's take a tour around Hartford and see how it looks today. **No. 1** St. Joseph's Cathedral. **No. 2** Lafayette Statue. **No. 3** Avery Memorial. **No. 4** State Library. **No. 5** State Office Building. **No. 6** State Capitol. **No. 7** Hartford Theological Seminary. **No. 8** Old State House. **No. 9** Municipal Building. **No. 10** First Church of Christ Congregational. **No. 11** Horace Bushnell Memorial Hall.

The **FUTURE IS BRIGHT IN THE HARTFORD AREA**

PEOPLE—Over 500,000 in Hartford County and more in the WCCC coverage area.

RETAIL SALES—Over \$500,000,000 in Hartford County—more in the WCCC coverage area.

INCOME—Hartford has almost double the U. S. A. per capita effective buying income.

RADIO HOMES—97% of the families in WCCC's coverage area have one or more radios.

MARKET—Hartford is the third city in the U. S. A. with net income of \$6,695 per family. Hartford county ranks second in the U. S. A. with net income of \$5,983 per family. Connecticut leads all states in the U. S. A. with net income of \$5,123 per family.



TIME	SUNDAY	MONDAY	TUESDAY
6:00 AM 6:30 6:35		Conn. Agriculture Hour News Nutshell Conn. Agriculture Hour	Conn. Agriculture Hour News Nutshell Conn. Agriculture Hour
7:00 7:05 7:30 7:35	News Nutshell Styles in Song News Nutshell Chapel in the Wildwood	News Nutshell Miss Music News Nutshell Miss Music	News Nutshell Miss Music News Nutshell Miss Music
8:00 8:01 8:30 8:35 8:45	Hour of St. Francis (8:15) Cantorials News Nutshell Hymn Time Radio Edition of Bible	Hartford Police Speak Wake Up and Dream News Nutshell Wake Up and Dream Wake Up and Dream	Hartford Police Speak Wake Up and Dream News Nutshell Wake Up and Dream Wake Up and Dream
9:00 9:30 9:35 9:50	Children's Hour News Nutshell Children's Hour Children's Hour	Kiddie Korner with Joe Girard News Nutshell 9:32 Shopping Center 9:45 Hymn Time	Kiddie Korner with Joe Girard News Nutshell 9:32 Shopping Center 9:45 Hymn Time
10:00 10:15 10:30 10:35	U. N. Musicale U. N. Musicale News Nutshell U. N. Musicale	Wishing Well Social Secretary News Nutshell Parade of Streets	Wishing Well Social Secretary News Nutshell Parade of Streets
11:00 11:15 11:30 11:35 11:45	Music in the Air Music in the Air News Nutshell Wayne King Wayne King	Music You Want Music You Want Headlines 11:32 Fashion Show Love Letters and Love Songs	Music You Want Music You Want Headlines 11:32 Fashion Show Love Letters and Love Songs
PM			
12:00 12:01 12:15 12:30 12:35 12:45	Musical Comedy Time Musical Comedy Time Musical Comedy Time News Nutshell Courant Comics Club Courant Comics Club	Hartford Police Speak Bing Crosby Kitchen Klub News Nutshell Luncheon with Rogers Theatre Time	Hartford Police Speak Dick Haymes Kitchen Klub News Nutshell Luncheon with Rogers Theatre Time
1:00 1:15 1:30 1:32 1:35 1:45	Kay Lorraine Let's Waltz Conn. Forum of the Air Conn. Forum of the Air Conn. Forum of the Air	Longine Symphonette Longine Symphonette Headlines Musical Masterpieces Musical Masterpieces Your America	WCCC Symphony WCCC Symphony Headlines Musical Masterpieces Musical Masterpieces Your America
2:00 2:15 2:35 2:45	Sunday at the Opera Sunday at the Opera Sunday at the Opera Sunday at the Opera	Tony Pastor Andrews Sisters Glen Miller Vic Damone Hal McIntyre Martha Tilton Freddy Martin Sam Brown	Johnny Bothwell Frankie Laine Elliot Lawrence Beryl Davis Jack Fina Bing Crosby Louis Armstrong Anita Ellis
3:00 3:30 3:35	Guy Lombardo News Nutshell Parade of Hits	1290 Club News Nutshell 1290 Club	1290 Club News Nutshell 1290 Club
4:00 4:01 4:30 4:35	Hollywood Open House Hollywood Open House News Nutshell Parade of Hits	Hartford Police Speak 1290 Club News Nutshell 1290 Club	Hartford Police Speak 1290 Club News Nutshell 1290 Club
5:00 5:15 5:30 5:35	Your America Your America News Nutshell Tunes for Tots	Junior Disc Jockey Music Loft News Nutshell Tunes for Tots	Junior Disc Jockey Music Loft News Nutshell Tunes for Tots
6:00 6:15 6:30	Music Box News Round-up Concert Hour	Music Box News Round-up Concert Hour	Music Box News Round-up Concert Hour
7:00 7:15 7:30 7:35 7:45	Concert Hour Concert Hour News Nutshell Sports Round-up Baseball Today	Concert Hour Concert Hour News Nutshell Sports Round-up Baseball Today	Concert Hour Concert Hour News Nutshell Sports Round-up Baseball Today
8:00 8:15 8:30	Musical Showcase Musical Showcase Sign Off	Musical Showcase Musical Showcase Sign Off	Musical Showcase Musical Showcase Sign Off

Schedule

1290 on your dial

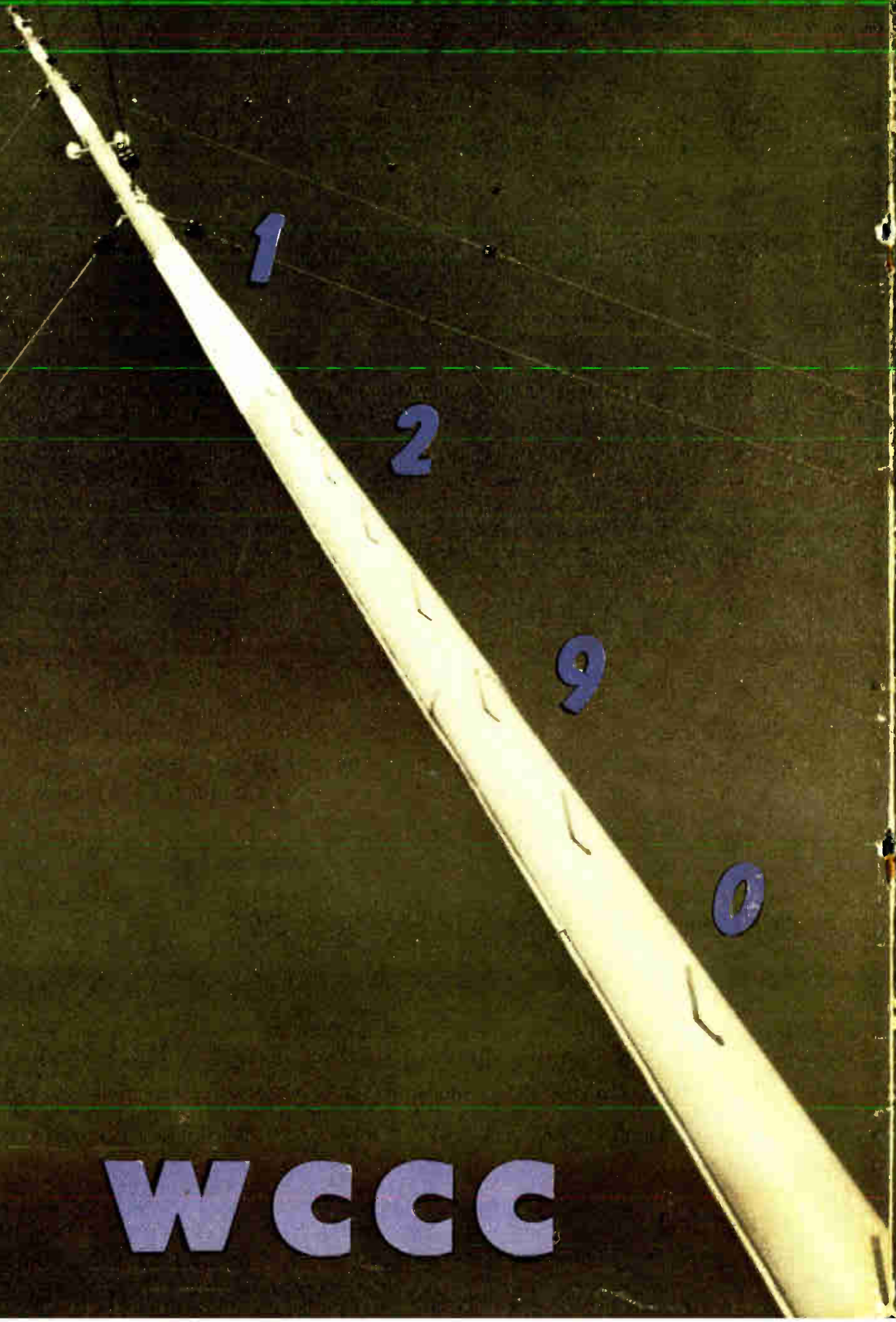
WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

Conn. Agriculture Hour New Nutshell Conn. Agriculture Hour	Conn. Agriculture Hour News Nutshell Conn. Agriculture Hour	Conn. Agriculture Hour News Nutshell Conn. Agriculture Hour	Jamboree News Nutshell Peewee Menard
News Nutshell Miss Music News Nutshell Miss Music	News Nutshell Miss Music News Nutshell Miss Music	News Nutshell Miss Music News Nutshell Miss Music	News Nutshell Miss Music News Nutshell Miss Music
Hartford Police Speak Wake Up and Dream News Nutshell Wake Up and Dream Wake Up and Dream	Hartford Police Speak Wake Up and Dream News Nutshell Wake Up and Dream Wake Up and Dream	Hartford Police Speak Wake Up and Dream News Nutshell Wake Up and Dream Wake Up and Dream	Wake Up and Dream Wake Up and Dream News Nutshell Wake Up and Dream Wake Up and Dream
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Music You Want Music You Want News Nutshell 11:32 Fashion Show Love Letters and Love Songs	Music You Want Music You Want Headlines 11:32 Fashion Show Love Letters and Love Songs	Music You Want Music You Want Headlines 11:32 Fashion Show Love Letters and Love Songs	Music You Want Music You Want News Nutshell Favorite Music Album Favorite Music Album
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Longine Symphonette Longine Symphonette Headlines Musical Masterpieces Musical Masterpieces Your America	WCCC Symphony WCCC Symphony Headlines Musical Masterpieces Musical Masterpieces Your America	Longine Symphonette Longine Symphonette Headlines Musical Masterpieces Musical Masterpieces Your America	Record Request Dancing Party News Nutshell News Nutshell Dancing Party Dancing Party
Johnny Long Art Lund Alvino Rey Mindy Carson Claude Thornhill King Cole Trio Harry James Dinah Shore	Stan Kenton Dick Haymes Jimmy Dorsey Ella Fitzgerald Bobby Sherwood Phil Brito Benny Goodman Vera Lynn	Gene Krupa Frank Sinatra Billy Butterfield Ann Cornell Blue Barron Tony Martin Vaughn Monroe Jo Stafford	Record Request News Nutshell Record Request Record Request
Parade of Streets News Nutshell 1290 Club	Parade of Streets News Nutshell 1290 Club	Parade of Streets News Nutshell 1290 Club	Record Request News Nutshell Record Request
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Music Box News Round-up Concert Hour	Music Box News Round-up Concert Hour	Music Box News Round-up Concert Hour	Music Box News Round-up Concert Hour
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