



Radio Album

WARD

1490 on your Dial

CBS Affiliate

Johnstown, Pennsylvania



From its inception, WARD has had as its aim and policy, service to the community and area in and around Johnstown. Secondly, we have tried to bring the listening public shows which are a local counterpart of the type of program aired over the networks. We look back with pride over our past record, and hope that the future will find WARD still doing its important job of public service, community aid, and professional radio, which has always made WARD "First in the hearts of Johnstown".

Robert G. Walter, WARD Station Manager, is the spearhead and driving force of a team that starts every morning with a determination to make WARD a little better with the passing of each day. Under his direction and supervision, WARD is displaying an enterprise that has brought the Station to the fore in the 250-watt class. Bob Walter started as Program Director when the Station was launched. He was putting himself through program practice sessions long before the station was ready to broadcast. In fact, some of the staff believe that Bob arrived in Johnstown in a crate—along with the first shipment of material for the control room and transmitter. His advancement to Station Manager gave Bob the opportunity for which he was bidding his time—the chance to manage and direct a live, growing and ambitious station.

Compliments of

*Gordon's Mortuary
422 Bedford St.
Johnstown, Pa.*

Phone:

5-2912 or

5-7880

Pauline H. L. Gordon

Welcome to **WARD**

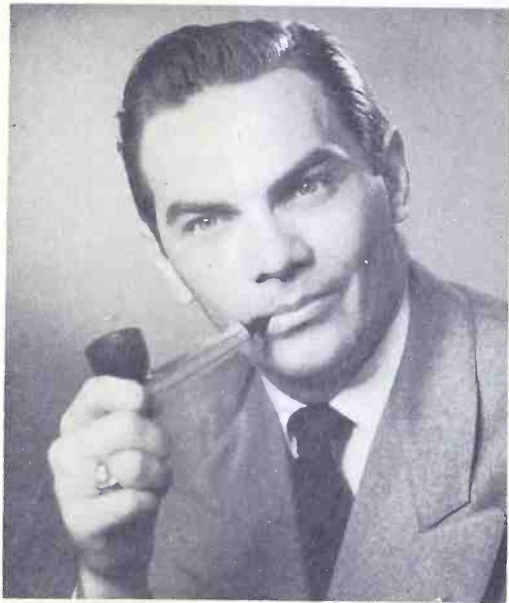


One of the first things included in the plans for WARD was a cheerful, well-arranged reception room. There's a homey feeling when one enters WARD. Immediately one feels at ease. There's a friendly atmosphere and a feeling of warmth, partly due to a well-appointed reception parlor, but in no small part due to manner in which Judy Anderson channels people and things into their proper places. Besides aiding operations in the capacity of receptionist, Judy also is of top value as Assistant Bookkeeper and Aide-de-camp in promotion and copy departments. If first impressions mean anything, WARD gets off to a good start in its reception room.



Department Heads

Joseph E. (Joe) Cavanaugh is Director of Sales. In this capacity, Joe has developed a sales technique that makes him welcome with the advertisers. He has been responsible for a gradual increase in advertising outlay appropriated to radio as a sales medium.



Robert R. (Bob) Nelson, Program Director for WARD, is a young man who brings ideas galore to the station and staff. His programs are well-rounded and complete, with Bob Nelson ever alert to augment the listening fare with new and timely offerings.



Frank C. Jordan, in charge of the station's News Bureau, came to WARD with a background of many years in newspaper and promotional work. With WARD featuring on local news, Jordan, a lifelong Johnstownner, has developed a large listening "circulation" for his three-a-day radio news.



Millard (Doc) Coleman is the Chief Engineer, the man who is behind the men who are behind WARD. Master of the many electronic mysteries of radio, the Chief Engineer makes possible the high fidelity broadcasts of WARD in a terrain of hills and valleys beset with all extremes in weather.



Genial Bob Ebert, half of WARD's only husband-and-wife team, is one of the busiest men on the staff. He triples as a full-time announcer, newly-wed husband and student at Junior Pitt. Keeps his grades up, too. He's been with WARD about six months.



Chief Announcer Bill Santoro has talked to local audiences for more than a year and a half. WARD is his first radio job and he has bested stiff competition to win the top announcing post.



Bob Bressler came from Philadelphia eight months ago to join WARD's announcing staff for his first job in radio. He specializes in sports.



Nane Ebert is the other half of the husband-and-wife team. A Conemaugh resident, she has become quite skilled as a traffic manager and WARD predicts a nice future for her in radio. There's a nice future predicted for the Ebert marriage, too.



Lou Peneguy, head of the copy department and station promotion, came from the National Academy of Broadcasting, Washington, D. C., to WARD. Besides his copy duties he is on call as a special events announcer.



Head Bookkeeper Dot Evans likes to keep away from red ink. Her job is to make up the station profit-and-loss statement. Comes Wednesday, she's the most popular gal in the place. It's payday.

Voices of Mikes and Men

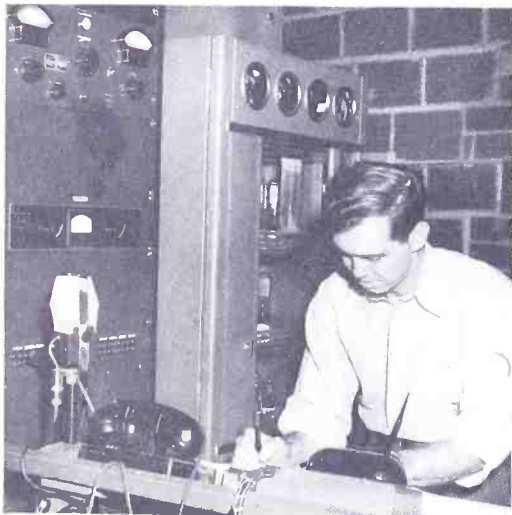
These are the men who face WARD's listening audience daily. Their voices, over the months, have become as familiar to Johnstown residents as those of any friend. From 7 a. m. until 2:00 a. m., they keep the airplanes open and they're prepared to take over the rest of the day when necessary, as on election nights. These men are ever ready to leave the comfort of the WARD studios with their microphones when something happens anywhere in the station's listening area which demands spot coverage.

Program Department

When something new comes over the air from WARD, these are the people who have, behind the scenes, made sure it gets to you. They are responsible for allocating times, making up schedules, writing copy and handling the many jobs which must be done for every broadcast. Their paperwork precedes all spoken words.

"Let's Get Technical"

Radio is a technical business, so every station has a technical side. No matter how good the other departments are, it's up to a staff of skilled technicians to see to it that you hear what is done in front of the microphone. Most of the time their job is just making sure that all equipment is in top working order. But when there's a breakdown, they really go to work. Right now, all the technicians are boning up on Frequency Modulation.



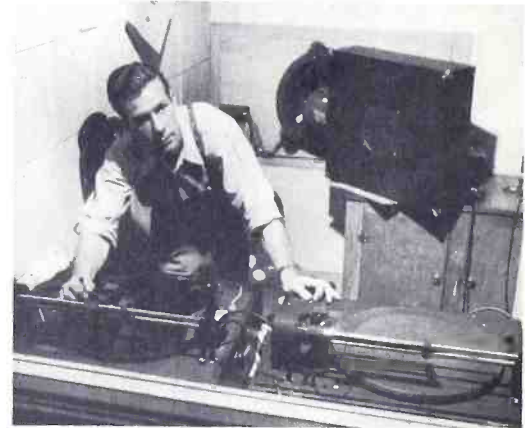
In the transmitter building Ralph Renner makes an entry in the complete station log which engineers keep. A former Newark, O., resident, Ralph holds a first-class engineer's license.



WARD's transmitter building is located on a hard-to-get at hilltop which overlooks all of Johnstown. It houses amplitude modulation transmitting equipment and frequency modulation equipment. To the left of the building is the vertical antenna for AM broadcasts.



Typical technicians, these men keep WARD on the air. Captured by the camera in a rare moment when all three were at the transmitter, they are, left to right, Chief Engineer Millard E. "Doc" Coleman, Frank Gorden and Ralph Renner.



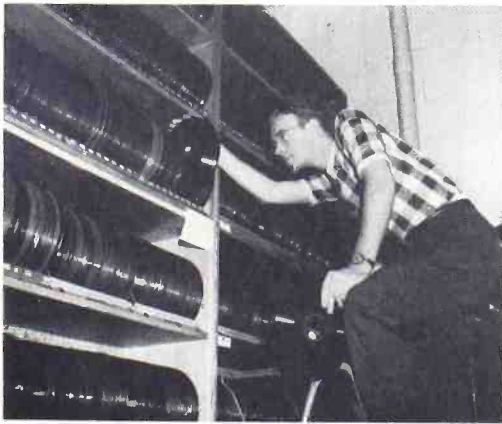
Phil Rishell, recording engineer and Control Room Supervisor at WARD. Twelve years of recording experience and working with Radio technicalities give Phil a versatile background. The oldest employee, in point of time with the company, Phil supervises all control operations, feeding network, maintenance, remote lines, even announcing when necessity calls for Phil to grab the mike. Valuable — YEA!

"The Rest of the Gang"

Dave Shallenberger, a Johnstown-er, who started with WARD as a part-time announcer, is developing into a full-time staffer. He displays a flair for dramatics and production which will be developed.



George Robertson is known to some as "The Face on the Mel-O-Dee Floor." As remote engineer, he is seen more places than any other WARD staff member. George is in charge of the technical end of all remote broadcasts.



Ted Bunn, after considerable dramatic and program work for WARD, was placed in charge of music clearance and the record and transcription library.



When wiser heads are in bed, Jim Webster still is going strong with his Milkman's Matinee which airs until 2 a.m. A graduate of the National Academy of Broadcasting, Washington, D. C., he has worked with several stations as a disc jockey.



Al Fisher of Somerset recently joined the staff to help lay the groundwork for frequency modulation broadcasting on a part-time basis. He did quite a bit of technical radio work in the Army.

First in the Hearts



In public service presentations, WARD has given air time to the organizations whose letterheads are shown here. The plaques represent various awards the station has received in recognition of its outstanding public service policy. Several of the programs which reflect that policy are shown on this and the following page.



Christmas comes but once a year—and when the Chamber of Commerce parade which opens the Yule season passes along Main Street, WARD is right there with a float-by-float account.

Dedicated to the Services



Master Sgt. Sweeney, Johnstown Marine Corps recruiter, gives transcribed Marine recruiting news to News Editor Frank C. Jordan for later release.



Chief Petty Officer Walter R. Hurm discusses U. S. Navy recruiting details with Bob Bressler during one of many programs dedicated to the service.



Army recruiter, Master Sgt. Ritz, tells his story to WARD listeners during an interview.

of Johnstown



Bob Walter interviews one of the audience at the popular "Breakfast at the 'Y'" show. In the background, Joe Cavanaugh is getting ready with a commercial.



"Kiddies Karnival" brings out the youngsters, who like to sing, play or recite. This popular show goes on the air from Studio A at 11 a.m. every Saturday.



In the interviewing role again, Bob Walter talks things over with Santa Claus at the annual "WARD Plays Santa Claus" program. The youngsters, and grownups, too, enjoyed that program.



Amateurs from the area get their chance at fame when the "Talent Report" show goes on the air every Tuesday evening at 8:30 from the stage of the Majestic Theater. Bob Nelson, looking at his watch, is getting ready to emcee this show.

From Dawn to Dusk

It's e-a-r-l-y in the morning, but Mrs. Rose Weaver of Johnstown had to try a couple of times before she made that phone connection with Bill Santoro on the "Calling WARD" program. Mrs. Weaver is one of many who listen to the informal program of records, telephone chatter and time reports every morning from 8:15 to 9 o'clock.



Here's your man for a real birthday greeting! It's Joe Cavanaugh, who greets his listeners with a cheery "Hi, Neighbor," at 1:15 o'clock every weekday afternoon to start his hour-long show of the same name. Popular? Well, you can see that pile of letters and telegrams asking him to extend birthday or wedding anniversary greetings to area residents. Joe is also emcee of Johnstown's most popular local show — a Sunday noon feature called "Page Polka Parade."



Taking a "milkman's siesta," Jim Webster keeps his "Milkman's Matinee" show rolling from a vantage point in Studio A as the clock hands roll around in the wee, sma' hours of the morning.

WARD *Keeps Time With News*



Bill Santoro
12 Noon



Bob Walter
5:45 P.M.



Editor Jordan at his desk

While WARD makes no claim to being the biggest and the best 250-watt station in the land, there's one phase of radio where it places among the first. That's in the matter of news coverage. WARD has Frank C. Jordan as full-time news editor, under whose direction the entire staff has become news-minded. WARD really majors on news, especially happenings in the area served by the Station. WARD's news, local and United Press, ranks high in listening interest.

Bob Ebert
11 P.M.



8:00 A.M.—CBS
9:00 A.M.—CBS
4:25 P.M.—CBS

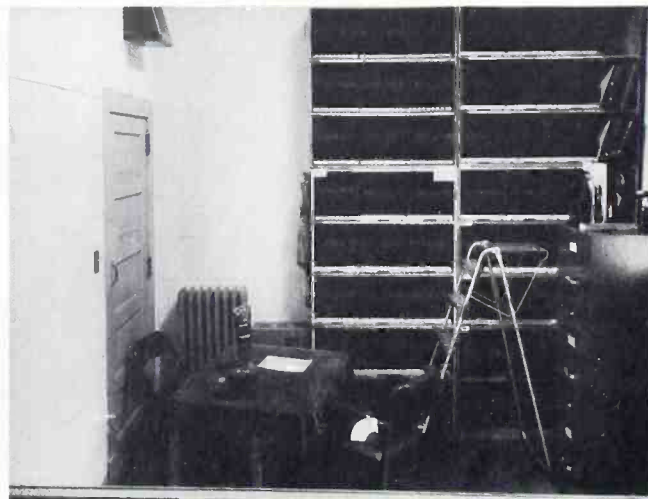
"ALWAYS FIRST WITH THE LATEST"

WARD'S Studios

Here are the studios from which most of WARD's programs originate. One of the busiest is **Studio A**, from which most "live" shows originate. Here it is that the popular musicians who lighten daytime broadcasts perform. Audiences can watch through the huge, soundproofed pane of glass from the reception room.



The control room, called **Studio C** by the disc jockeys, is the technical heart of the downtown studios. From the main control panel shown here, the operator can switch microphones on and off in all parts of the studios, as well as feed remote programs onto the air.



Studio B, where many interviews are conducted, and news-casts and commercials are read, shares quarters with the library of many thousands of records and transcriptions.

In Person Over **WARD**



SPIKE JONES AND HIS CITY SLICKERS



GYPSY ROSE LEE



BOB CROSBY



GENE AUTRY



VIRGINIA MAXEY



GENE KRUPA

The celebrities pictured above are only a few of the many artists who have appeared in person before **WARD** microphones.

Firsts in the Johnstown Area

1. Coast to coast coal strike coverage on CBS.
2. All-Night Election news coverage.
3. Dressing Room interviews with celebrities of stage, screen and radio.
4. Regularly scheduled remote broadcasts of name bands.
5. Christmas Midnight Mass Broadcast.
6. Pontifical Solemn Mass Broadcast.
7. Man on the street.
8. Broadcast from a helicopter in actual flight.
9. Broadcast of an Air Show from local airport.
10. Milkman's Matinee late evening record request show.
11. Broadcast of bowling match in progress.
12. Breakfast Club broadcast.
13. Program series of daily interviews of local people.
14. Broadcast from a Synagogue.
15. Broadcast of Ebensburg Courthouse Inauguration.

WARD broadcast from Red Arrow train wreck.



Red Arrow train wreck and air show photos reproduced by permission of Johnstown Democrat and Johnstown Tribune.



First broadcast from a Helicopter.



WARD Newsroom in action.

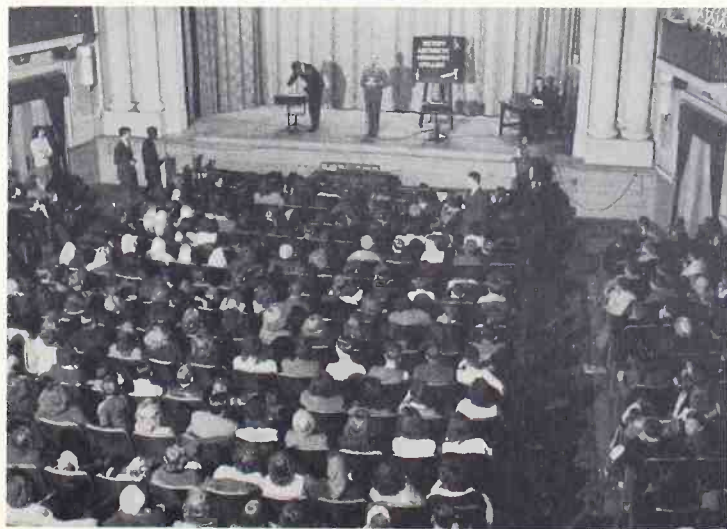
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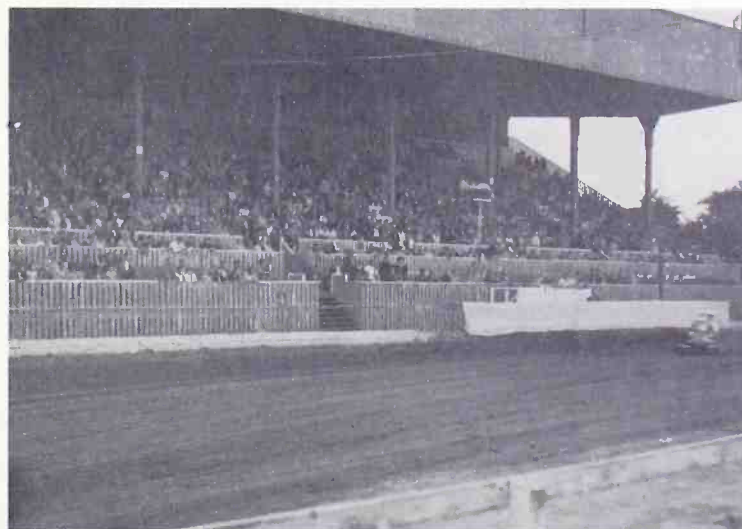
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16. Train Wreck broadcast.
17. Midget Auto Races.
18. Dapper Dan Golden Glove Tournament.
19. Duck Pin and Ten Pin Broadcasts.
20. Theater Quiz program.
21. Broadcast from Carnegie-Illinois Steel Plant.
22. Broadcast employing wire recorder.
23. First eye witness description of traditional Halloween and Memorial and Christmas Day Parades.
24. Broadcast of Memorial Tribute Programs.
25. Roxbury Bandshell remote broadcasts.
26. Central States Gold Medal Basketball Tournament Championship Playoffs.
27. Direct broadcast of Catholic High School Basketball Championship.
28. Gymanfa Ganu Welsh program broadcast.
29. Teen Canteen broadcasts.
30. Remote broadcast from Pennsylvania Employment Service Offices.



Broadcast from Windber Business Men's Association Quiz Show.



First broadcast of The Midget Auto Races.

horizon. Above are scenes and a list of the programs which were brought to Johnstown by WARD for the first time in the history of their radio

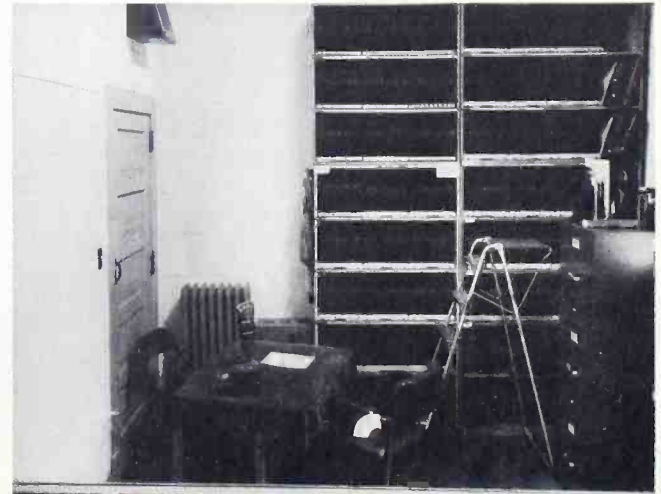
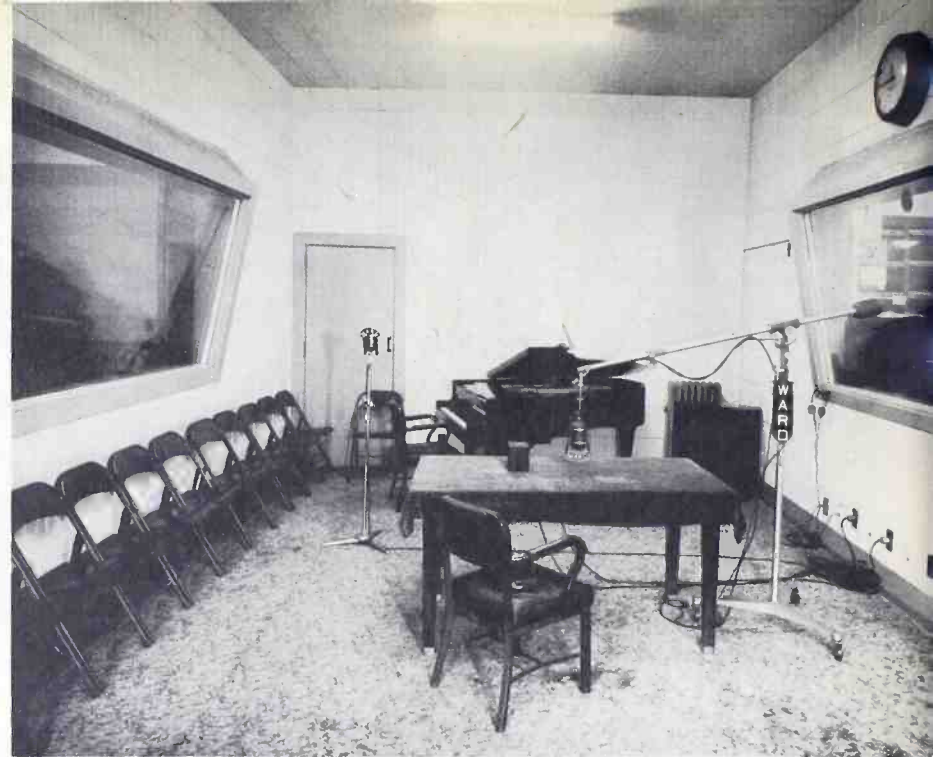
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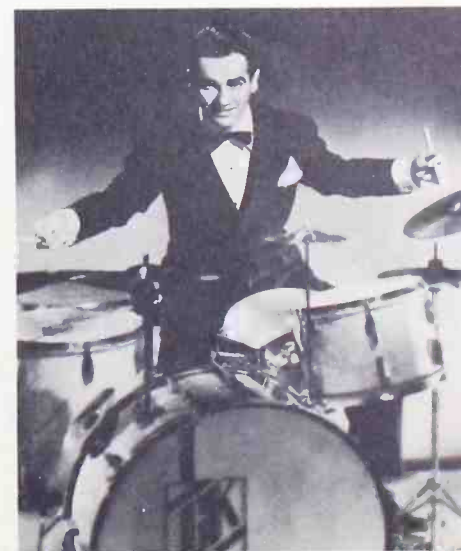
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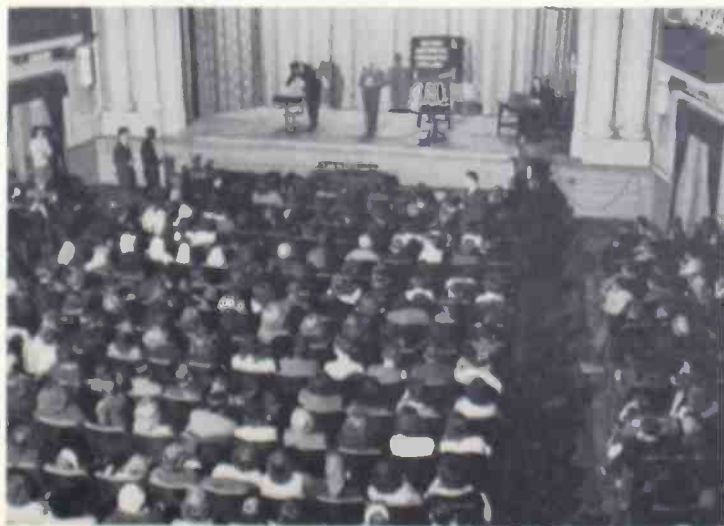
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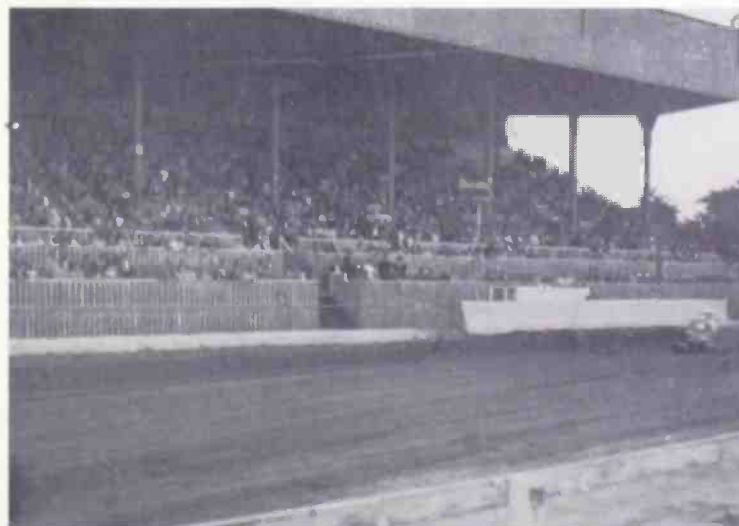
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WARD'S Home-town Talent

Chick Denk and His Lonesome Valley Cowhands broadcast Saturdays at 12:30 p.m.



Every Wednesday and Friday at 5:15 p.m. Shorty Eicher and "His Silver Creek Ramblers" bring songs of the old west to Johnstown audiences when they go on the air with "Western Roundup."



"Polka Time" takes the air every afternoon at 5 o'clock, featuring "Eddie LaPanja and His Polka Masters." They draw quite a crowd, to the studio to watch their performance.



The Gay Family, heard over WARD every Sunday at 8:15 a.m. in a program of sacred music and inspirational guidance.

With a yawn and his guitar, Ramblin' Slim Lint joins the WARD wake-up program at 7 a.m. weekdays.



Sports at WARD



JOE
CAVANAUGH



Pictured being interviewed—**Little Mike Little**, ex-coalminer turned racer who won top honors in tri-state area. His cream and black No. 24 offenhauser leads the league in money-winning ability. Pictured at right is Johnstown mayor, **Walter E. Rose**, rabid racing fan who by choice spends his off-time as pit man for the hotfooters. Little is being interviewed by W-A-R-D sportscaster **Joe Cavanaugh** after his second consecutive feature win at the **Ebensburg Speedway**.



BOB BRESSLER



Johnstown versus Windber

The basketball and football photographs are reproduced thru courtesy of the Johnstown Democrat and Johnstown Tribune.

WARD has grown in sports stature in the Johnstown area, until it has become known generally as the sports station of Johnstown. Sportscasts, at 6 p.m. and 11:15 Monday, through Saturday, and 5:45 p.m. and 11:15 p.m. on Sunday, are handled by two men who are tops in their field, pictured on this page. Remote play by play is the specialty of the two boys, making WARD tops in the world of sports.



Johnstown-Conemaugh



W. Pa. P. I. C. A. A. Championship game between Catholic Hi and North Catholic of Pittsburgh

Favorite CBS Programs



Dorothy Shay, the Park Avenue Hillbilly, contrasts her suave handling of mountain ballads with the musical mayhem performed by Spike Jones and his City Slickers on CBS' "Spotlight Revue," heard Friday nights.



Low man on this totem-pole is Marie Wilson better known as "My Friend Irma." Sharing her hilarious troubles every Monday night is Cathy Lewis the room mate with patience-plus.



Casey, ace camera sleuth, played by Staats Cotsworth, solves many a case that baffles the Homicide Squad through the use of his camera on Columbia's "Crime Photographer" on Thursdays.



Win Elliot says its always FAIR weather when radio friends get together on County Fair Saturdays over CBS.



Arthur Godfrey, the jovial red head has won the Friendly City Listeners with his Friendly voice and unpredictable humor. Johnstown perks it's ears daily when it's "Arthur Godfrey Time" on CBS.



Art Linkletter, an inimitable master of unceremonious frolic, gives listeners the time of their lives on House Party, an audience participation program

Heard Over **WARD**



Mr. Ace and Jane—are ace-high for comedy Friday nights on CBS. Goodman Ace and his wife Jane make listening laughable.

Here's the personnel of the Sam Spade Detective Agency, central figures in CBS' "Adventures of Sam Spade." Howard Duff plays the title role in the Sunday series, with Lurene Tuttle as his secretary, Effie Perrine.



Bill Cullen is the quip-master of ceremonies on "Winner Take All," a regular afternoon feature over CBS.

Dr. Christian—portrayed by veteran, screen actor Jean Hersholt is heard Wednesday nights with Rosemary DeCamp as nurse Judy Price on the only program where the listeners write the script.

Without their whiskers, LUM AND ABNER, the famous Arkansas storekeepers are Chester Lauck and Norris Golf. They're heard in the rural comedy series over CBS every Monday through Friday.



A Salute
from
"The Flood Free City"



Mayor Walter E. Rose at work in his office.

"In the heart of downtown Johnstown," Radio Station WARD's studios look out upon busy Franklin Street. Twelve years ago this entire section was under water. Now Johnstown is flood-free.

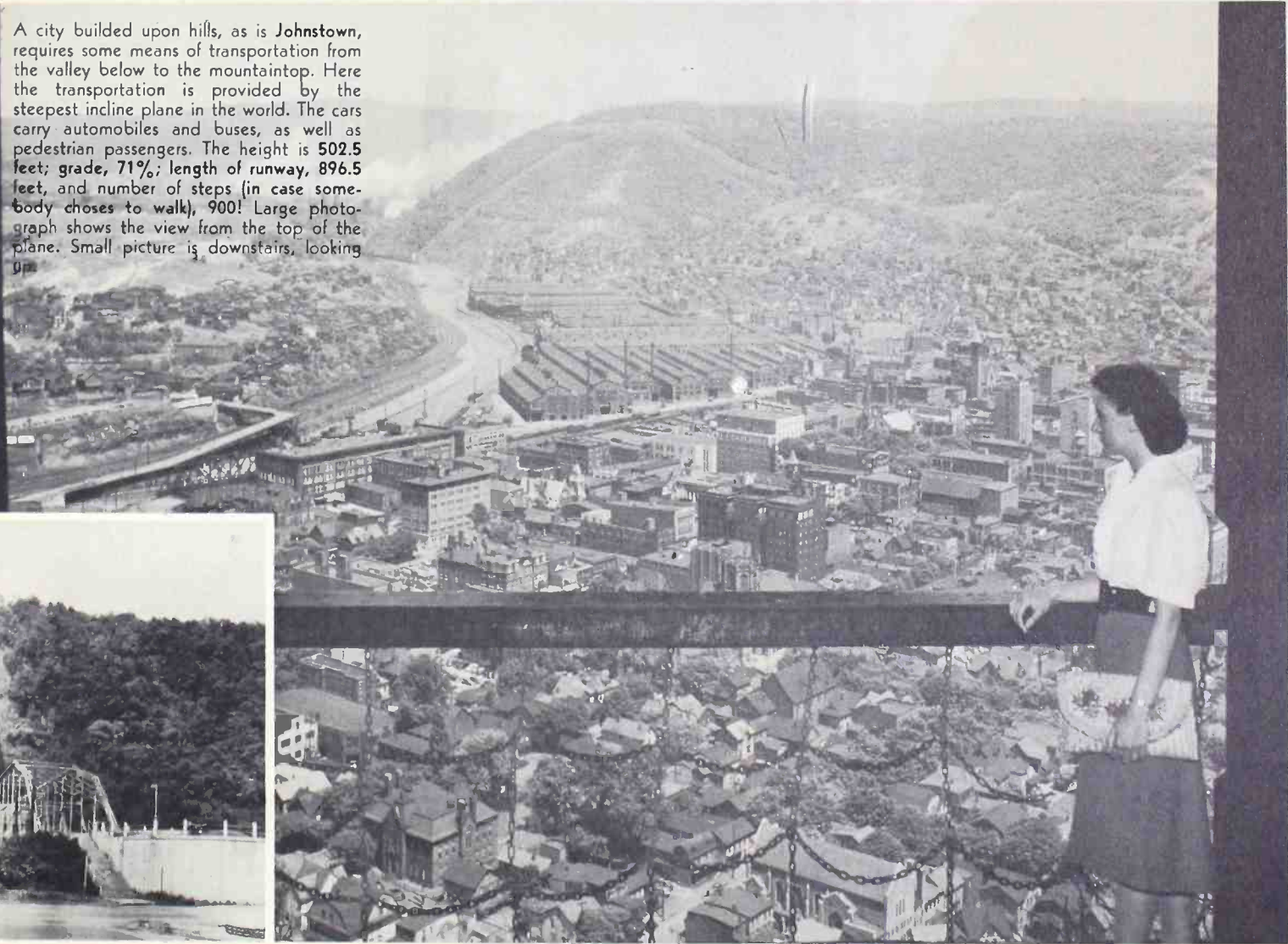


Johnstown's flood-control project comes to an end below the city and a short distance beyond the stretch of river captured in this photograph. Picture was taken from the Haws Pike and shows the Pennsylvania Railroad mainline approach to the city in addition to the channel project.

Johnstown Ideal City, Mayor Rose Says
Johnstown, a city with a metropolitan population of more than one hundred thousand, situated in the Allegheny Mountains of Western Pennsylvania, is the ideal community in which to live.
In the opinion of Walter E. Rose, Johnstown's mayor, the city in which WARD has taken root, is ideal in many respects. Foremost is the fact, Mayor Rose points out, that Johnstown is a steel center and is in the heart of Pennsylvania's rich bituminous coal industry. Johnstown is a good town for business opportunities.
There is also a cultural side to Johnstown. All religious denominations are represented with beautiful churches. In addition to a fine public school system, Johnstown is proud of its many parochial schools and also of the fact that the University of Pittsburgh has a Johnstown center with more than 800 students.
Musical groups, service clubs, garden clubs and a varied list of patriotic and fraternal organizations offer Johnstown an opportunity for mental and social enrichment. Pennsylvania's slogan is "The Keystone State Has Everything." If that is true, Johnstown has its good share of everything in Pennsylvania.
Johnstown has good media of mass communication, not the least of which, Mayor Rose says, is WARD.

Johnstown's Famous Incline Plane

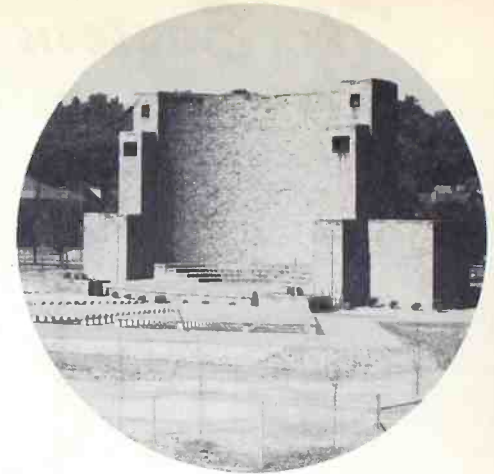
A city builded upon hills, as is Johnstown, requires some means of transportation from the valley below to the mountaintop. Here the transportation is provided by the steepest incline plane in the world. The cars carry automobiles and buses, as well as pedestrian passengers. The height is 502.5 feet; grade, 71%; length of runway, 896.5 feet, and number of steps (in case somebody choses to walk), 900! Large photograph shows the view from the top of the plane. Small picture is downstairs, looking up.



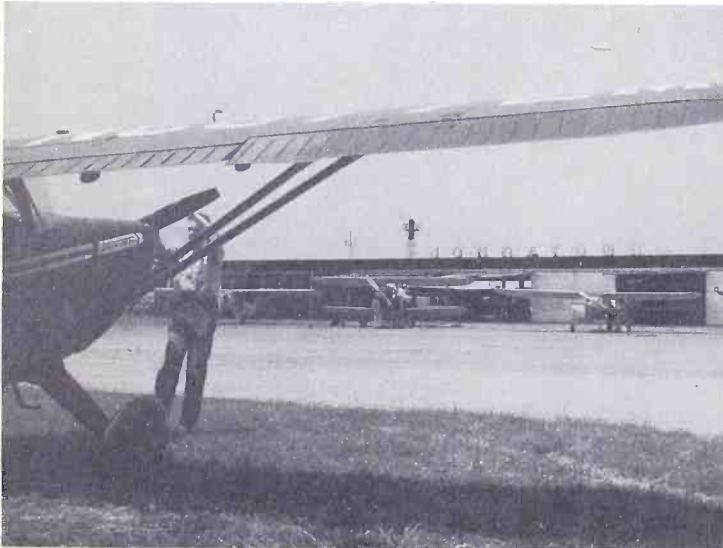
Scenic Johnstown



City-owned Berkley Hills Golf Course provides low-cost summer recreation for par-breakers. It isn't often done!



Many free programs of music and entertainment are presented at the Municipal Music Pavilion in Roxbury Park each summer. WARD microphones are among those present at many of the affairs.



Newest and, almost, proudest of the city's possessions is its municipal airport. Many private pilots base their planes here and the Army's 446th Light Bombardment Squadron (Reserve) trains at the airport. Air-minded travelers are served by two National Airlines with regularly scheduled flights.



Panoramic view of industrial Johnstown taken from Frankstown Road.

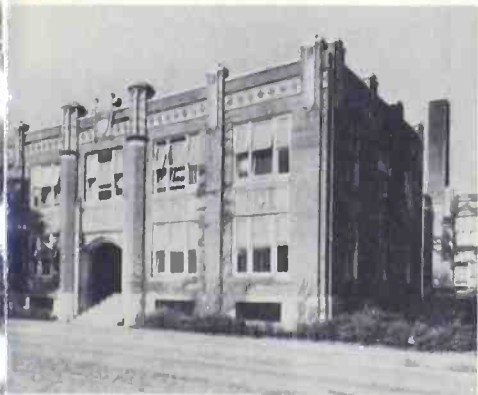
The Eastern Gateway to Industrial America



Developed in Johnstown by William Kelly, this steel converter was the first used in America. Kelly developed his converter at the old Cambria Iron Works, predecessor to Johnstown Plant, Bethlehem Steel Co., and it was used during 1861-1862. This converter was supplanted by the type developed by Britain's Sir Henry Bessemer. The Johnstown Bethlehem plant is the largest industry in the city, covering more than eight miles with its sprawling mills. From here railroad cars, steel wire, plates, nails and other fabricated steel products, as well as non-fabricated steel, go to all parts of the country.



Workers at Lorain Division, Carnegie-Illinois Steel Corp., a subsidiary of the U. S. Steel Corp., turn out street-railway track equipment and layouts which are used throughout the world. The smiling worker shown here is a roll-turner.



Four plants located in Johnstown: Century, Equipment, National, and Plastic Metals Plants. Other plants are located in New Castle, Pa., Middletown, Pa., and Trenton, N. J. Maintains branch offices in principal cities and distributes NRC products on a national basis. Products manufactured by NRC are: heating boilers, radiators, connectors, industrial products, and metal powders.

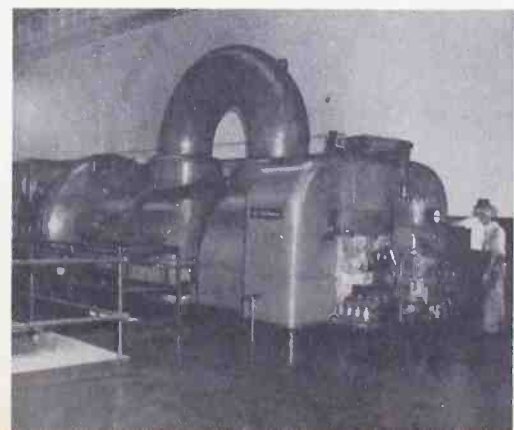


Johnstown is the center of a rich agricultural region which covers four counties.



One-tenth of the soft coal produced in the United States and 1/20 of the world's supply is mined within 40 miles of Johnstown. Coal operations are conducted both in deep pit mines and in strip mines.

Some of the soft coal produced in the Johnstown area is burned for heat to make the steam which turns over the huge generators of Pennsylvania Electric Co., with headquarters in Johnstown. Shown is a turbo-generator in the Seward, Pa., steam generating plant of the firm.



Education in the Friendly City



Dr. Roy W. Wiley, city superintendent of schools, is in charge of the city's system of 31 public schools, which 25,000 students attend annually.



Cochran Junior High School, in the east end of the city, is "Alma Mater" for about 1,000 students in the seventh to tenth grades each year. It is one of three junior high schools located throughout the city.



Father Thomas Cawley, Principal—Johnstown Central Catholic High School.

In cooperation with the school leaders shown on this page, WARD presents many educational programs. In its school workshop, WARD has carried remote broadcasts from high schools in the city and county. Sustaining time frequently is made available to schools.



Professor C. A. Anderson is administrative head of Johnstown Center, University of Pittsburgh. The center provides the first two years' college for area students.



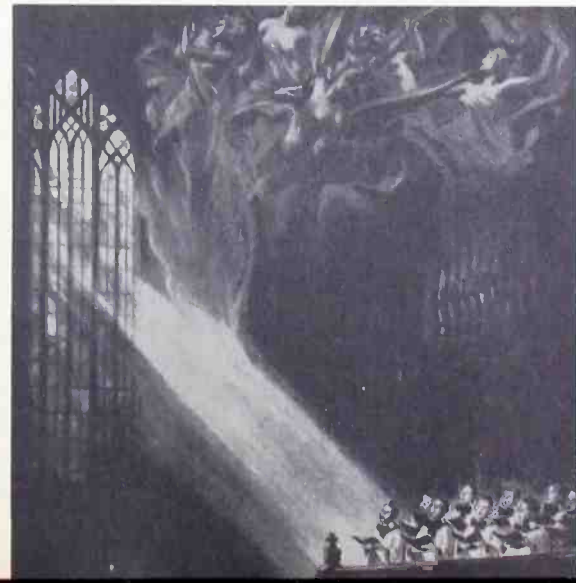
Dr. Arthur M. Stull has served a number of years as superintendent of Cambria Co. Schools.

Religion in Johnstown



WARD's Service To The Church Life of Johnstown

With a station policy of broadcasting religious programs without charge, WARD provides a number of hours each week for use of city church groups. The **Greater Johnstown Ministerial Association** presents a regular program from 7:30 to 8 a.m. daily and special programs of a religious nature are broadcast at other times during the week. First remote church pickup broadcast by WARD was from the **First Lutheran Church**, altar of which is shown here. Rev. Walden M. Holl, pastor and Rev. Elwood L. Hauser, former assistant pastor, are in the pulpits. Other remote broadcasts are made from churches of all denominations, and WARD carries several CBS religious broadcasts.



WARD Has F-M Now!

WARD-FM brings to Johnstown a new method of broadcasting featuring greater fidelity of reproduction than heretofore known in radio. Operating on a frequency of 105.3 megacycles — that's **105.3** on your FM set, static free, full tone radio broadcasting is made possible through WARD, FM, with all the musical overtones, now lost in AM broadcasting, brought out in rich clarity.

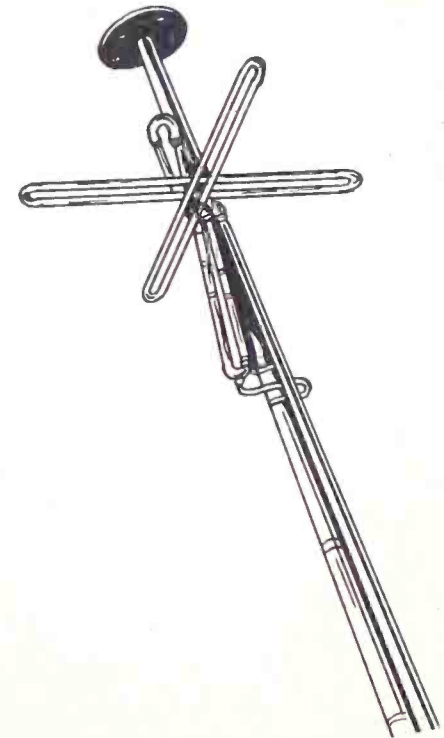
During the FM day, WARD brings its listeners many of the outstanding programs now heard over 1490, but WARD-FM incorporates many new program features, which enable Johnstown listeners to hear different programs over the FM counterpart.

Truly WARD-FM means newer and better radio in Johnstown, from the station which already holds the award for community service and professional radio.

WARD IN WORLD WAR II

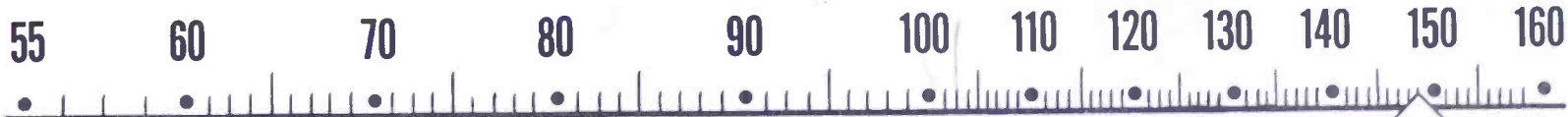


WARD is extremely proud of its staff record in World War II. Of 15 employees who were of military age and physically qualified, 100% were in uniform. All of the 15 veterans now engaged in the operation of WARD were overseas with the Army, Navy, Marine Corps or Coast Guard.



Photography by John Hesselbein,
Johnstown, Pa.

The Favorite Spot On Your Dial



WARD
1490

	SUNDAY		MONDAY		TUESDAY
ME	PROGRAM	TIME	PROGRAM	TIME	PROGRAM
	WEDNESDAY		THURSDAY		FRIDAY
ME	PROGRAM	TIME	PROGRAM	TIME	PROGRAM
	SATURDAY		SPECIAL BROADCASTS		
ME	PROGRAM	DATE	PROGRAM	DATE	PROGRAM

