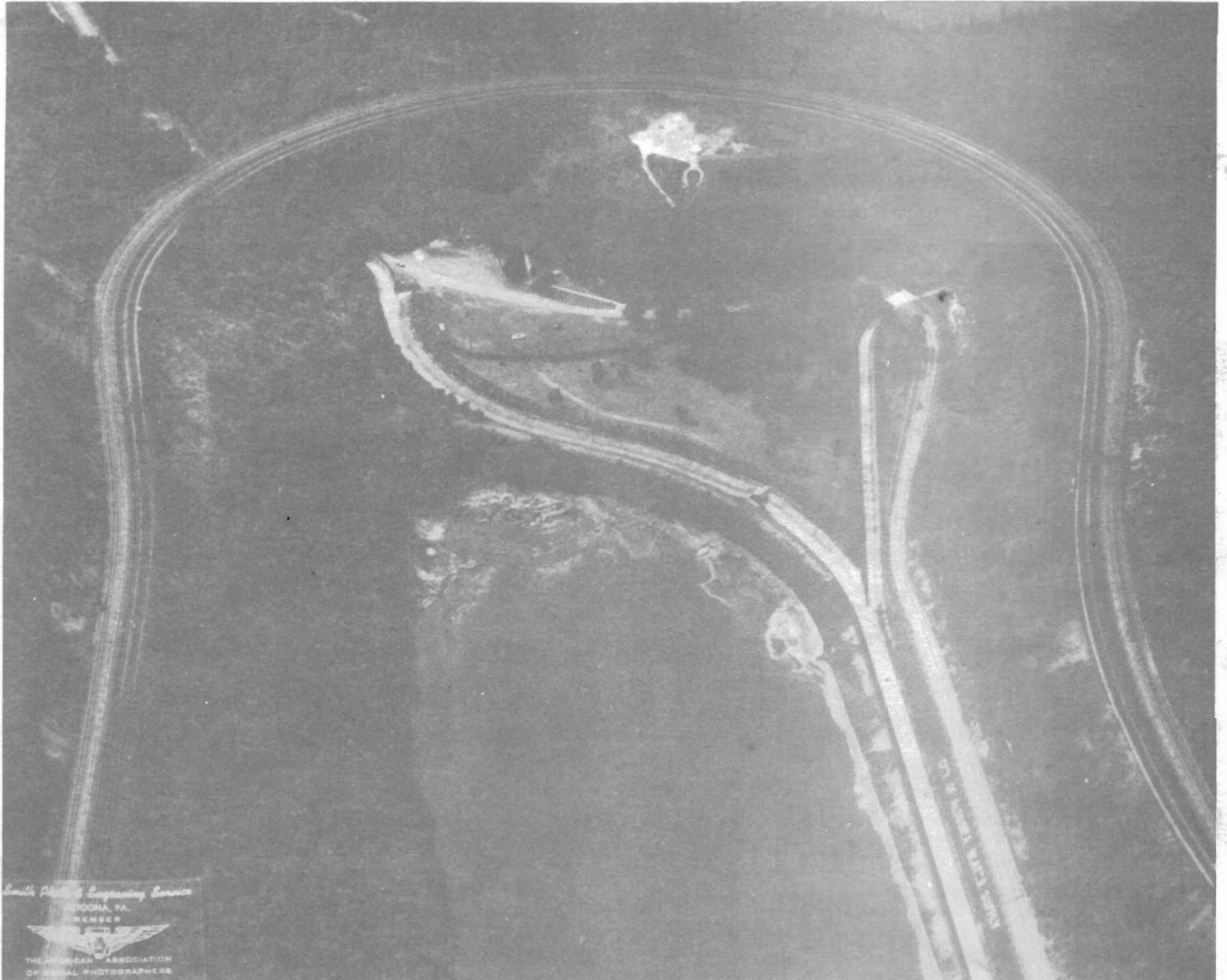


W R T A

Anniversary Album



100th Anniversary of Famed Horseshoe Curve

In Commemoration of
5th Anniversary of W R T A

FOREWORD

This is W R T A, the voice of service.....speaking to you in this Anniversary Album.....a souvenir book of our activities and personnel.

Twenty eight years we have held to our purpose of the best possible entertainment, and public service; five years of this personal service has been through W R T A.....Your friendship and cooperation has made possible our progress.....We pledge recognition of your help by greater advancement in the future.

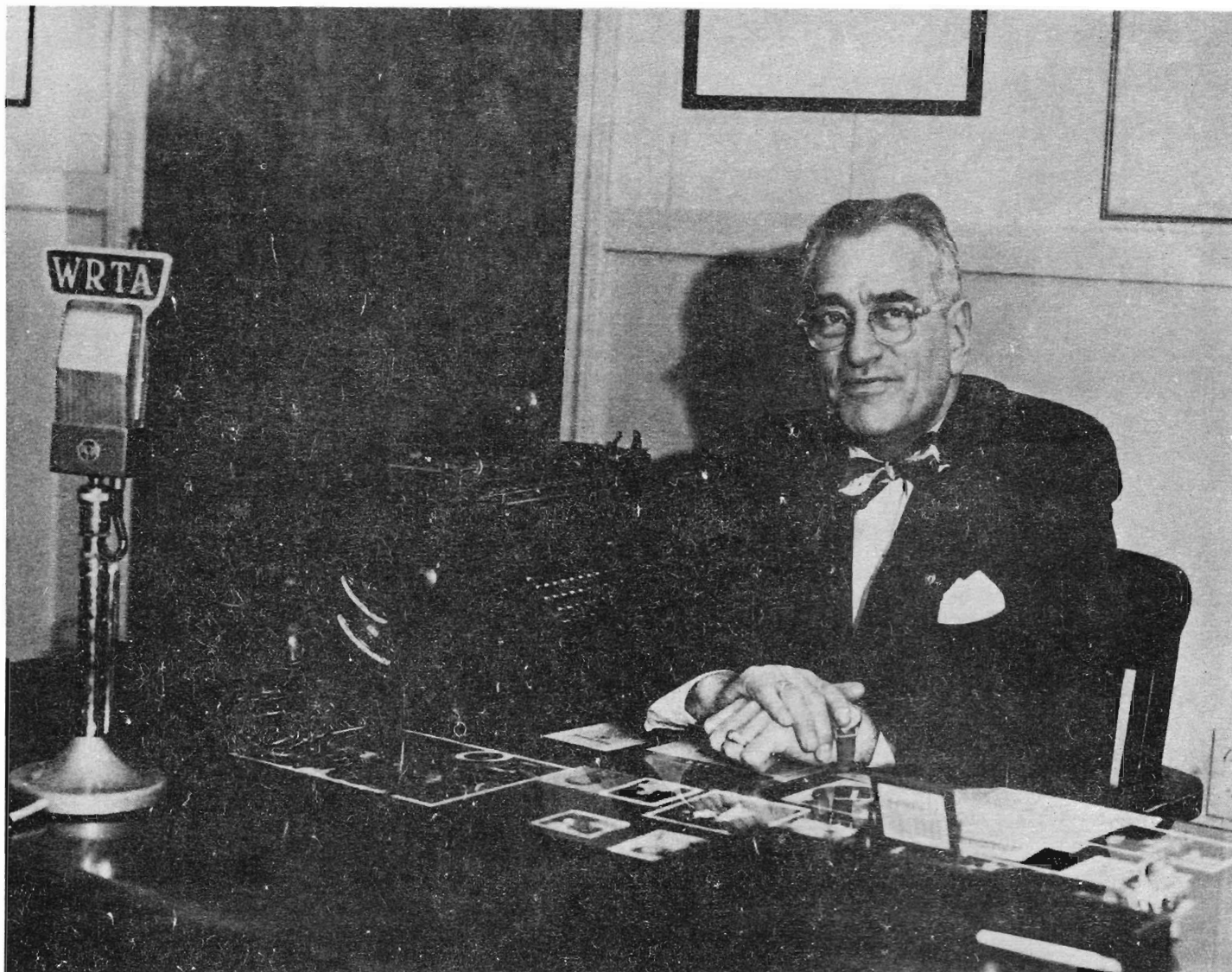
Radio is a business, and as such, must go forward with the commercial life of our listening community in Central Pennsylvania.....a vast area of thousands of homes.....an immense family of over half a million people of every age.....and we recognize the fact, that this family represents the youngster as well as the grandmothers, and grandfathers.....and we strive to bring to your living room by radio, program material that is clean and non-objectionable to any one.

Radio is more than a business.....it is a service.....bringing the outside world into your homes and ties the functions of our own community closer together.....And no small portion of the credit for this service goes to those business men who sponsor time on our station.

W R T A brought you program material of the highest calibre through our affiliation with the American Broadcasting System when we took to the air June 18, 1947.....and a few months ago, we enlarged our service by an affiliation with the Mutual Broadcasting System, and in April, adhering to the voice of our listeners, we succeeded in arranging for the Broadcasting of the Pittsburgh Pirate Baseball Games through the Atlantic Network.

Yes, we are going ahead.....our ambition is to give you what you desire. We are glad to have you with us.

Cordially yours,
ROY THOMPSON
Owner & General Manager.



ROY F. THOMPSON
Owner and General Manager of W R T A

Set his cap for radio from the time he started his first job.....but he didn't know it..... It was a surprise afternoon years ago when "R. T." walked out of a heavily draped studio, away from the microphone that looked like a "Bring 'em back alive" mouse-trap into which he has just delivered latest market reports, into a job as a radio announcer. His extensive background as a Morse telegrapher for Western Union, Associated Press and the New York Stock Exchange Brokerage House, had finally brought him to the "Mike" to report the market news. It was there that radio executives first heard and liked him. A native of Altoona, Mr. Thompson is one of the pioneers of radio, starting in 1924 when Radio was just four years old.....he knows every angle of radio, from the standpoint of the performer, whose songs are a memory, to the technical end.....and his record of public service to the people is one to be envied.

The WRTA Family Circle



DOROTHY M. THOMPSON

Dorothy M. Jones, daughter of a famous Pittsburgh Pirate pitcher, "Bucky" Veil, was secretary to Mr. Thompson for more than ten years. She always remembered what the "boss" forgot, making his appointments for his uncountable meetings; stop everything when he buzzes, begin again with no delay, make and take telephone calls; make up daily schedules; etc, etc; she was trained at Altoona Business College; substituted for a girl friend, and landed the job permanently.....and now more than ever, it is PERMANENT.....she married the boss four years ago.



WILLIAM S. CLEAR

MEET BILL CLEAR whom you've heard over WRTA many times, in fact, each morning in the "Swap Shop".....and the "School Boy Patrol".....Bill joined the staff of WRTA three months after the station opened now holding the position of Advertising and Promotion Manager and Chief Announcer.

The WRTA Family Circle



Marjorie A. Griffith

Fresh out of Altoona High School (both ways), and just 17, at the time, Marge wandered into WRTA's studios with a "yen" to go on the Air. Her dramatic and journalistic courses fitted her right into a niche that is now marked "Receptionist". Marge doubles in brass with her own show, "Time Out" for the Ladies and is WRTA's Record Librarian on the side.



(Mrs.) Leone Clear

When extra hands are needed to get out the clerical work, we call on Leone. An expert in typing and dictation (both kinds....ask Bill) Leone fills Marge's niche on week-ends and when needed. Leone was secretary to a Vice President at Pennsylvania Electric before her marriage. Her main interests now are Bill, Jr., and Susan....and, Oh yes! Bill Sr., and WRTA.



Robert R. Michael

Bob came to us from New Castle, Penna., where he attended New Castle High School and later the Radio Announcing School at WPIC, Sharon. His radio experience includes stints at WKST, New Castle, where he was control Operator-Announcer, and WDAD, Indiana. Joining WRTA's staff in October 1947, his knowledge of popular music quickly set the pattern for local Disc Jockey Shows.

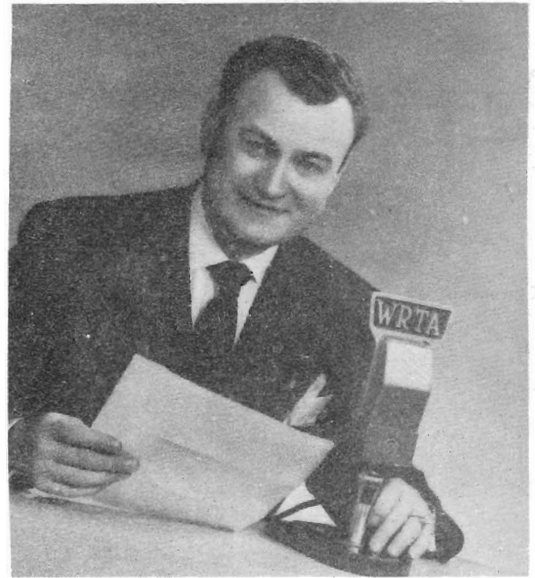


"R. T."

Roy F. Thompson, owner and General Manager, takes time out for the broadcasting of his intimate "Cup of Coffee" show each morning, when he converses informally with the friends on the air.....yes, he actually has his coffee with his listeners.

The WRTA Family Circle

The Samuel is silent, which is more than can be said for this very voluble gentleman who presides mainly in the evenings at WRTA's mikes. Carlton claims the American University as his Alma Mater (they make no claim), but he also attended some of the best known language schools in this country.. From Director of local dramatics, to the professional stage, to radio has been his progression. Now his infectious laugh greets all "All star Dance Paraders."



S. Carlton Ayers

The "Professor", (Tiele, courtesy of Morrison Cove High School, where he is a teacher), became interested in Radio when WRTA presented the first County School Series featuring students from all the High Schools. Sid's Natural Manner made him a "Natural" to MC the show, and from that it was just a step to Regular relief man at our Mikes. A graduate of Penn State, the courses he takes, prove that Sid is never through learning.



Sid Eboch



Bill Clear

Bill Clear in action, as he appears before the Mike in his many shows.



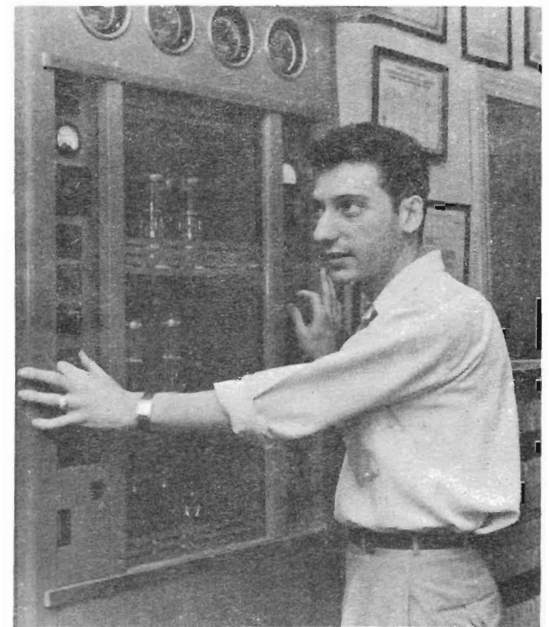
Marge Griffith

Marge Griffith on her program "Womans Page Editor".



Johnny Grimme

An Altoona Catholic High School Mathematical Wizzard; Radio while in the Army; Radio Service as a Civilian; engineering studies at instigation of Chief Engineer Burgoon; these are all natural steps which led to Johnny's employment as an engineer at WRTA. His first anniversary as an engineer coincides with WRTA's Fifth Anniversary.



Pat Cellini

Pat's the fellow who always carries a brief-case, on his way to or from the classes and TV which he teaches at the Altoona Undergraduate Technical School. Like most engineers, Pat eats, drinks, and sleeps his work. For three years he has been an Engineer at WRTA, working the Late shifts. He's industrious, operating a radio & TV repair shop in his spare time. Pat graduated from the American Television Institute of Chicago.

ENGINEERING DEPARTMENT

The engineering department in a radio station is a very vital operation.....for without this department you would not hear the station over the air.....these are the men on this page who make up this department at WRTA.....you hardly ever hear them over the air, but make up your mind that they are there making it possible for you to hear your favorite programs.

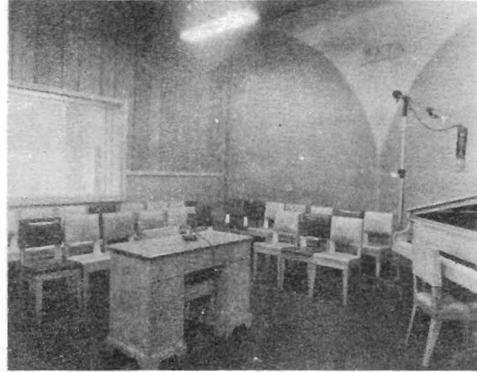


George Burgoon

If George had a hash mark for each year of radio experience, twenty four marks would cover both sleeves. WRTA is George's baby.....it's his loving care and skill which in his capacity as chief Engineer, installed and keeps operating the maze of wires, tubes, condensers, dials and meters associated with WRTA. The boys always say "if it has wheels and wires, George will make it run".....Where? That's another question!



Control Room



Studio A



Studio B

Occupied by Jane Owens and her Y Teens, with Marge Griffith, assisting.



The Tyrone Studio of WRTA

Seated: H. W. Edmonds,
At Controls: Carlton Ayers,
Announcer and Director of Tyrone
Studios.
Standing: Verna Williams, Advertising
Manager of Lugg And Edmonds.



Marge Griffith interviewing ladies from
the American Legion.....Yes, WRTA
cooperated fully with the Legion.

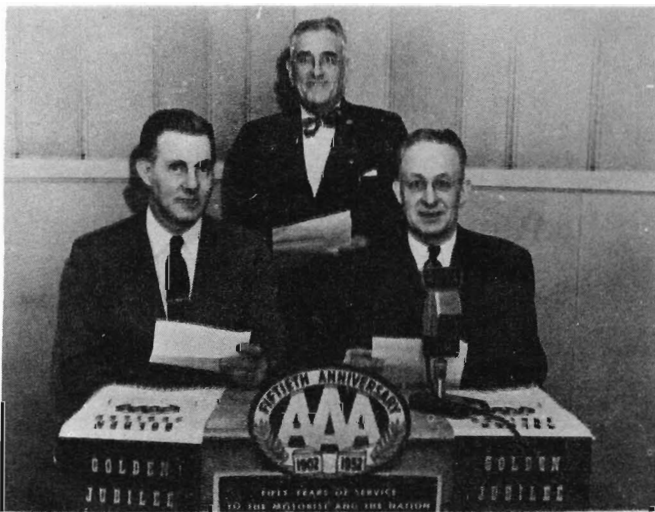
Public Service At W R T A



This is the Quill & Scroll Club from Altoona High School, as they appear before the Mike in one of their appearances over WRTA.

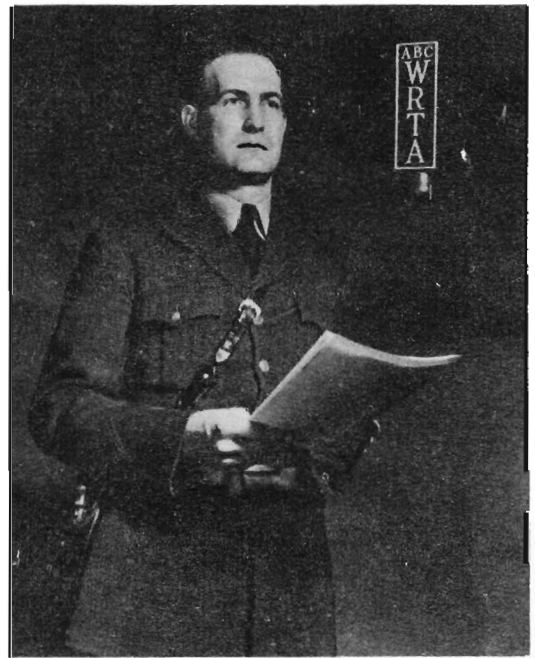


The Dramatic Class from Hollidaysburg Senior High School.....they have the WRTA smile, which denotes a good job, well done.



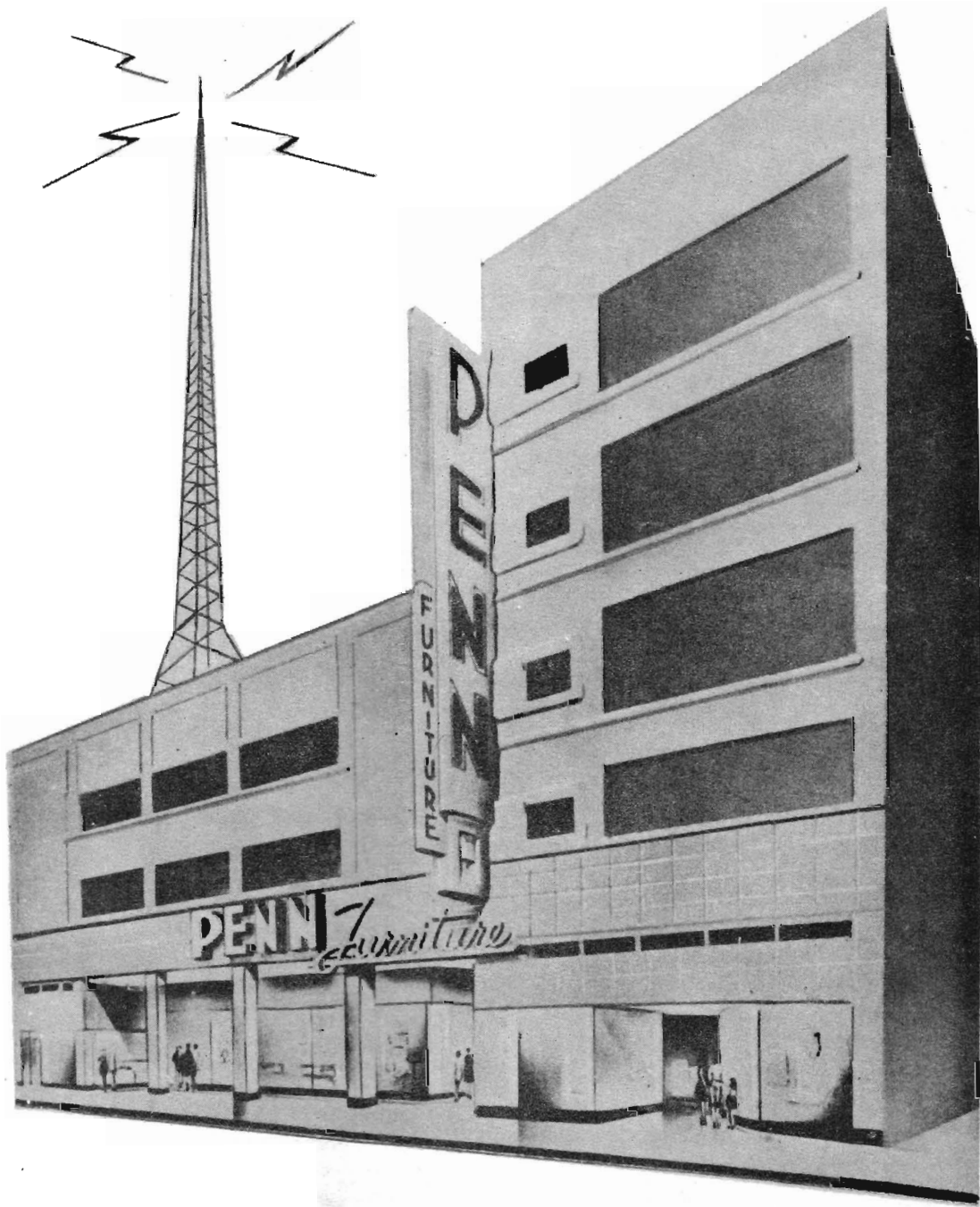
The Blair County Motor Club

Safety Program Group:
On right: Mayor Walter H. Grove,
Left: Chief of Police, Vaul S. Rouzer,
Standing: Roy F. Thompson, who acts as an-
nouncer.



Private Andrew Johnson Pennsylvania State Police

Appears on Blair County Motor Club program,
in the interest of Public Safety.



Artists sketch showing tower of WRTA.....located atop of the Penn Furniture Building.....in this fine building WRTA has the ideal location, in the heart of downtown Altoona.



Station Representatives

ROBERT MEEKER ASSOCIATES, INC.

MEASURED FIELD INTENSITY CONTOURS

WRTA 250 W - U 1240 KC

ALTOONA, PENNSYLVANIA

Prepared by

Lohnes & Culver

Washington 4, D. C.

January 1948



THE STORY OF WRTA

Roy F. Thompson, trading as the Thompson Broadcasting Company, established WRTA in June 1947.

Roy "Radio" Thompson, pioneer in radio broadcasting, scholar, philanthropist, successful business man, loyal to people of Altoona, and Central Pennsylvania. Alert, always, to serve his fellow man, "R. T." has never failed to make available the facilities of WRTA, for each worthwhile project for the advancement of his home town, and Central Pennsylvania.

Through the facilities of the American Broadcasting Company, as well as, the Mutual Broadcasting System, the highest type of radio programming is made available to WRTA listeners.....and now, with the affiliation of the Atlantic Baseball network, the Pittsburgh Pirate games are made available to the sports loving public.

Mr. Thompson's public service record has been most outstanding.....Inaugurating a program in 1925 when the tornado hit the midwest states, "R. T." conducted the "Buggy Ride", with the assistance of some of the radio pioneering talent, made a plea for funds and succeeded in raising \$2,500, which was administered by a local committee who visited the midwest, and personally supervised the distribution of this fund.

"R. T." also organized the "Tiny Tim" club in the early days and hundreds of well filled baskets were distributed by Santa and R. T to those needy persons.....

When the disastrous flood of St. Patrick's day in 1936 struck our section, "R.T." collected funds, directed rescue work by radio; and also secured food, medical supplies and transportation.

Serving as chairman of the Blair County chapter of the National Foundation for Infantile Paralysis, as campaign chairman, and later as chairman, this project, close to his heart, netted funds sufficient to care for the victims of this dread disease. The year 1952 climaxed the greatest campaign ever staged in the interest of this organization. With very excellent cooperation of hundreds of workers, \$45,000 was raised in Altoona and Blair County to take care of more than fifty-seven victims from Altoona and Blair County.

But service other than emergency is also important to WRTA listeners. Church services, education through the cooperation of state and local schools, and colleges, agricultural information, American Red Cross, Community Chest, Tuberculosis Society, Cancer Society, Americanization programs, and veterans organizations, Legion, V. F. W., RVA and Auxiliaries; Junior Baseball, as well as, midget programs have been brought to our family over the air. Services to all, REGARDLESS OF RACE, CREED OR COLOR, has been the policy of WRTA.

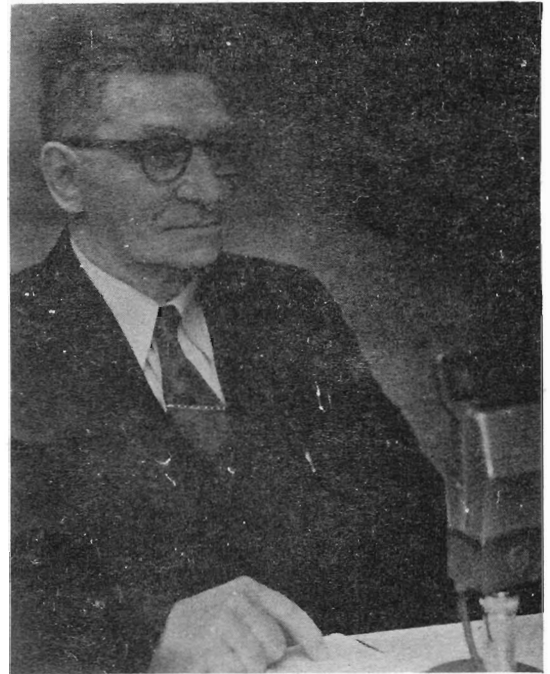
Religious Programs and Personalities at WRTA



Rev. Ralph Stoll

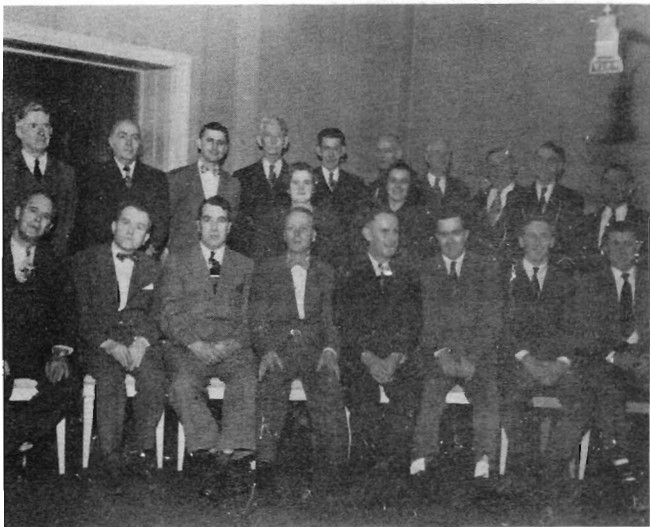
Pastor of Calvary Baptist Church

Heard on WRTA each Thursday evening at 6:30.



Rev. Blair Z. Campbell

Pastor, House of Grace



The Layman's Gospel Hour Chorus

A group of public spirited men who sing everywhere.



THE GOSPEL HOUR

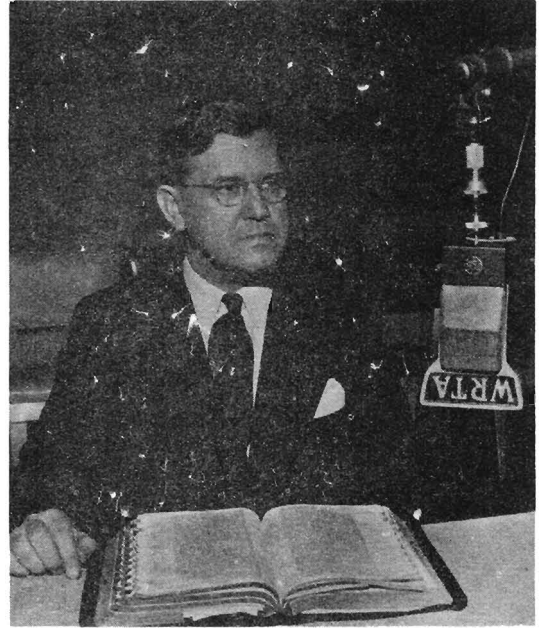
The Gospel Hour Quartet

WRTA cooperates wholeheartedly with all Religious Creeds and Groups

Religious Programs and Personalities at WRTA



Rev. Frank Kennedy
First Baptist Church



Rev. Ralph Lind
4th Lutheran Church

Guest Preacher, Layman's Gospel Hour



Rev. Henry F. Kulp
Altoona Bible Church

Main Preacher, Layman's Gospel Hour

WRTA cooperates wholeheartedly with all Religious Creeds and Groups

Religious Programs and Personalities at WRTA



Rev. James Kurtz
Henrietta—Snively Churches of God

Guest Door of Hope Program



Dr. W. W. Buckbill
Victorious Life Hour



Rev. Mach Malles
First Bretheren Church of Altoona

Voice of Truth Program



Rev. Henry Gillispie
Assisting
Ernie Longee, Fred Myers

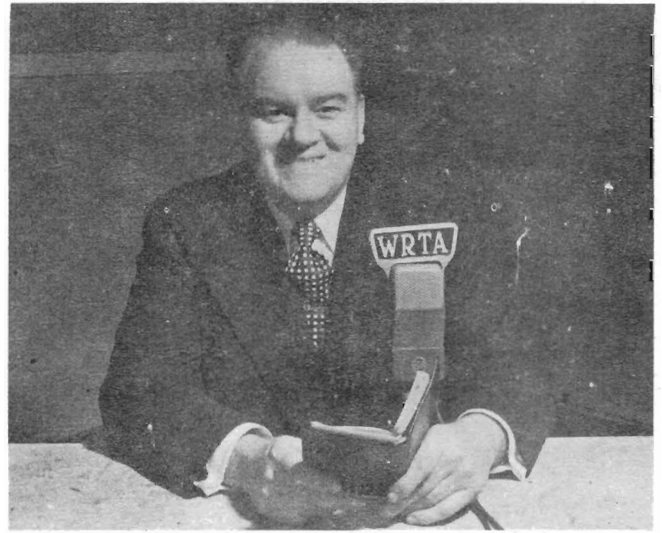
Pilgrim Youth Hour

WRTA cooperates wholeheartedly with all Religious Creeds and Groups

Religious Programs and Personalities at WRTA



Rev. Harry W. Miller
and his group Tyrone, Pa.
Weekly feature Home Missionary Hour



Rev. David Evans
Christian and Missionary Alliance Church
The Alliance Hour, Sunday Night



Elder Reed R. Stolworthy
Elder Lynn W. Chadwick
Church of the Latter Day Saints Program



'The Call Group
Interdenominational Group

WRTA cooperates wholeheartedly with all Religious Creeds and Groups

SPECIAL FEATURES AT WRTA

Mrs. Emelie Boyer

DAR Program
Speaker
Red Cross Blood Program
Salvation Army



Girlhaven Chorus

Mrs. Bula K. Pope, Director



ABC and MUTUAL Stars over WRTA – Your Full Coverage Station



Cedric Foster

Mutual News Commentator



Karl Swenson, right, as Cary Bennett and Toni Darnay as Evelyn Winters in the radio drama, "The Strange Romance of Evelyn Winters. This program has recently joined ABC's morning broadcast schedule.



Glamorous Marlene Dietrich is now heard on her first regular radio series, "Cafe Istanbul," over ABC. La Dietrich plays a sultry singer against a background of international intrigue.



Vicki Vola, left, as home decoration advisor Betty Moore, has many helpful suggestions for home-owners on her program, "Your Home Beautiful," Saturday mornings over Mutual.



Lovely Jean Carson is frequently heard on ABC's daytime program, "My True Story," Monday through Friday.



Musical comedy's Mary McCarthy, left, stars on the ABC new Thursday night comedy series, "The Redhead."



Jack Berch, at the left, star of the "Jack Berch Show" heard Monday through Friday over ABC, exhibits a pair of electric shavers from among some 6,000 received in response to an appeal on one of his broadcasts.



James Westerfield, the new Sergeant Tim Maloney on the ABC "Mystery Theatre," Wednesday nights, and Robert Carroll, who plays Inspector Mark Saber, here examine a cache of stolen gems.



Dean Cameron, below is regarded variously by his huge feminine audience as a neighborhood clergyman, a family doctor and a teacher. He is heard Monday through Friday over ABC.



Patsy Lee, lovely vocalist on ABC "Don McNeill's Breakfast Club," gets into the true swimming spirit in preparation for her vacation.

THIS BOOK
HAS BEEN BROUGHT
TO YOU
THROUGH THE COURTESY
OF
W R T A
AND THE
COMPLIMENTS
OF

Produced by
BILLINGTON
Advertising Agency

Photo by Bob Michaels
Editor, Fay Marvin