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History of St. Norbert College and Radio in
Green Bay (WTAQ & WHBY)

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1948

WTAQ and the Green Bay Countree

M. J. Beemster O.Praem
St. Norbert Abbey

Haydn R. Evans
WTAQ - General Manager

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RADIO - WTAQ

WTAQ

Norbert College Librar
W De Pere, Wis

AND THE GREEN BAY COUNTREE



2-6-3

WTAQ

JE 3054

GOING FORWARD WITH RADIO

*A Message From
The Management Of
WTAQ*



GREEN BAY
WISCONSIN

5000w NIGHT AND DAY

COLUMBIA NETWORK

REV. M. J. BEEMSTER, O. PRAEM.
HAYDN R. EVANS
GENERAL MANAGERS

Dear Friends:

This Book is dedicated to the Weekly Newspaper Editors and Publishers of Northeastern Wisconsin. Their work in the Publishing field is adding to the history, day by day, of this colorful part of America.

We are publishing this Book because we are very proud of our Station and the men and women on our Staff. By hard work and good Showmanship, our employees have made WTAQ the most powerful Public Service medium in the Green Bay Counties.

We're sure you would like to see what these people look like -- and learn what kind of work they do.

So here's hoping you enjoy the following pages -- and that you and your family will come up and visit us in our Studios and Offices a-top the Bellin Building.

Cordially,
Haydn R. Evans
HAYDN R. EVANS
General Manager
WTAQ

HRE/s

Subsidiary of St. Norbert College



Father M. J. Beemster, O. Praem.
Managing Director

Compliments of:



Haydn R. Evans,
General Manager



IT'S 1360 ON YOUR DIAL...



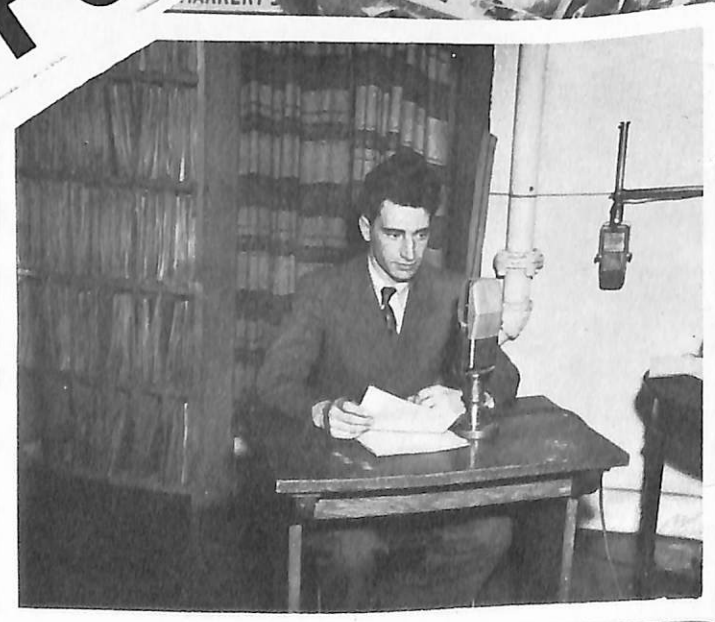
Bob Savage, Sports Editor.



Barbara Flinn, News reporter and writer.



Michael Griffin, News Editor.



"Cy" Smith, News reporter and broadcaster.

FOR SPORTS... AND NEWS!



BONDUEL

by DONALD VAN VERUN
Bonduel Times

Many changes have been wrought in Bonduel in the course of eighty-eight years. In 1852 this was a land of virgin timber and the eventful year of 1860 saw the beginning of Bonduel itself.

Then in 1859 Delois Krake became the first settler to take up land here.

The first business place was a general merchandise store built by S. P. Olmstead. Then in 1909 the first issue of the "Bonduel Times" reached its eager readers. And in that same year, the Bonduel Telephone Company became an organization.

By the year 1912, the village had improved her resources and the population numbered 350 inhabitants before it was finally incorporated as a village in 1916.

ALGOMA

by HAROLD F. HEIDMAN
Algoma Record-Herald

Since the first settlers came to Algoma (then Wolf River) in 1851, the community has been constantly changing. In those days lake traffic was the major form of transportation.

In 1856 the community experienced a large influx of newcomers and, in 1859, the name was changed to Ahnapee, the name it bore when it was incorporated as a village in 1873. In fact, the name was not changed to Algoma until the year 1897.

Algoma has diversified industry, the largest being the Algoma Plywood and Veneer company. Other industries in the community include the Algoma Foundry and Machine company; the Algoma Net Company; The Plumbers Woodwork company; the J. C. Anderegg Manufacturing company and the Algoma Manufacturing company.



BRILLION

by ELLIOT ZANDER
Brillion News

In the year 1860 Brillion first appeared on the census returns with a population of 56 families and 300 people, although it was not incorporated as a village until 1886.

As have all towns and villages of its age, Brillion has had its periods of depression and prosperity. But the most tragic year of all for this community was the year 1895 when then it was almost completely destroyed by fire! This occurred just ten short years after Brillion was incorporated as a village. But this was certainly not the end for Brillion. It served only as an incentive to build an even greater town. And this they have done.

Today Brillion has turned almost completely to metal work. Predominant among its industries are the Brillion Iron Works, Inc.; the Ariens Company, manufacturers of rotary tillage equipment; and the Calumet Dutch Company.



HILBERT

by L. J. SUTTNER
Hilbert Favorite

About three-quarters of a century ago the village of Hilbert, located on the Milwaukee Road and the Soo Line, was founded.

Today the enrollment in the High School at Hilbert has pushed well past the two hundred mark.

While much of Hilbert's population is now employed by the Railroad, others have become associated with the Valders Canning Company; the Calumet Cheese Company and Scoldy Locks, hairpin manufacturers. Aside from the many industries listed above, Hilbert has now become one of Wisconsin's most prominent dairy centers.



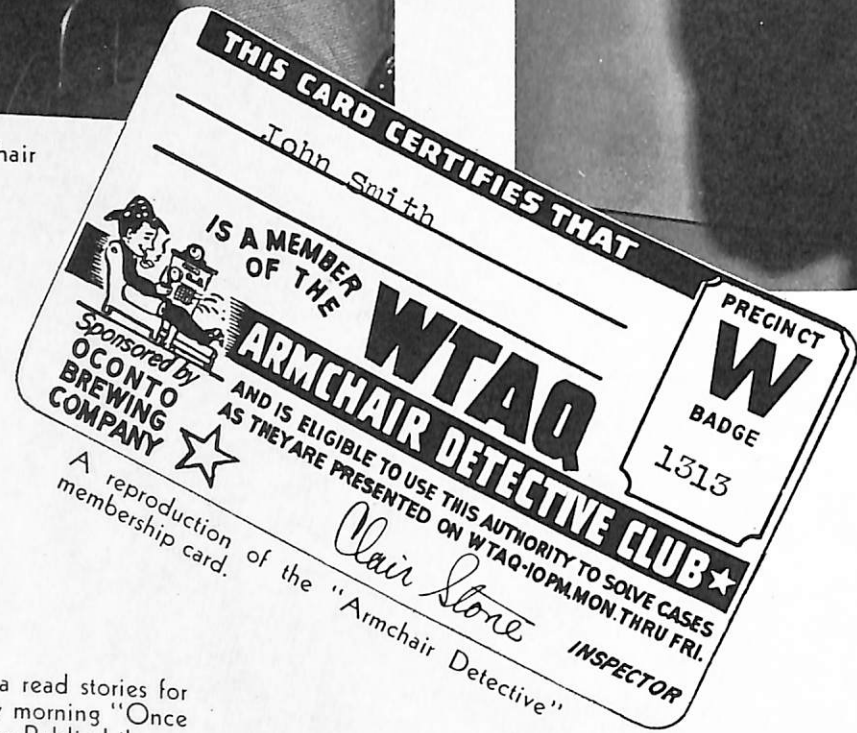
WTAQ -- WISCONSIN'S MOST Show-full STATION!



An actual broadcast of "The Armchair Detective".



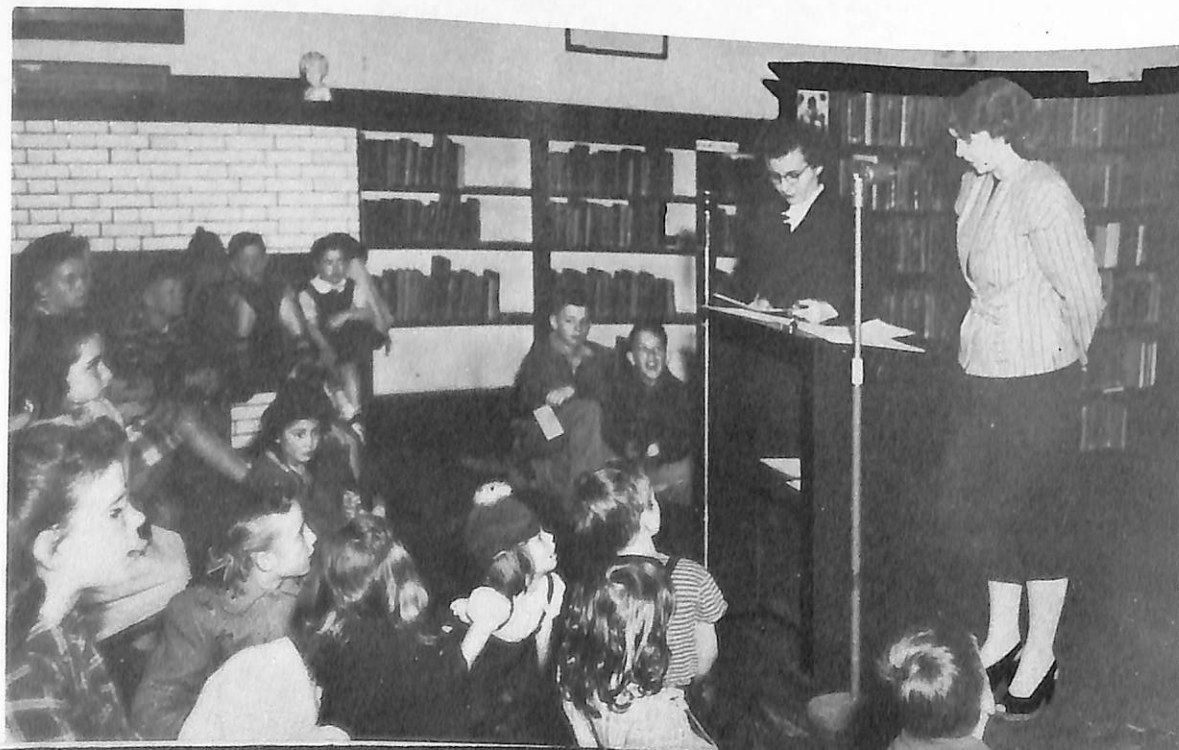
"The Case of the Sinister Character". Clue number one: He gives the clues on WTAQ's Armchair Detective Club.



A reproduction of the membership card.

Clair Stone INSPECTOR

Below: Lenore (left) and Donna read stories for the children during the Saturday morning "Once Upon A Time" program from the Public Library.



And this is Mary—heard regularly on the program known as "Ramblin' Round Town With Mary Logan".



Are you today's "Mystery Woman"? If you are, you were noticed earlier in the day and described by the young lady pictured above.



A tense moment as "Judge" McMurray checks an answer during WTAQ'S famous Telephone Quiz. Others are Harriett, Eddy and Clair.

W
T
A
Q

SHAWANO



by HAROLD A. MEYER
Shawano County Journal

Shawano owes much of its success, as well as its very beginning, to the lake which bears the same name.

A man named Charles D. Wescott became the community's first settler in the year 1843 and a brief ten years later Shawano County became incorporated.

Located in the heart of the lumber country, the community's first sawmill was erected nearly a century ago in the area where the shops are now located.

Since that time, several leading industries have sprung up in and around this community. They include the Wolf River Paper and Fiber Company; Weber Veneer; the Iwen Box Factory; Jolin Plastic; Wallrich Lumber; Kadletz Lumber and Consolidated Badger.

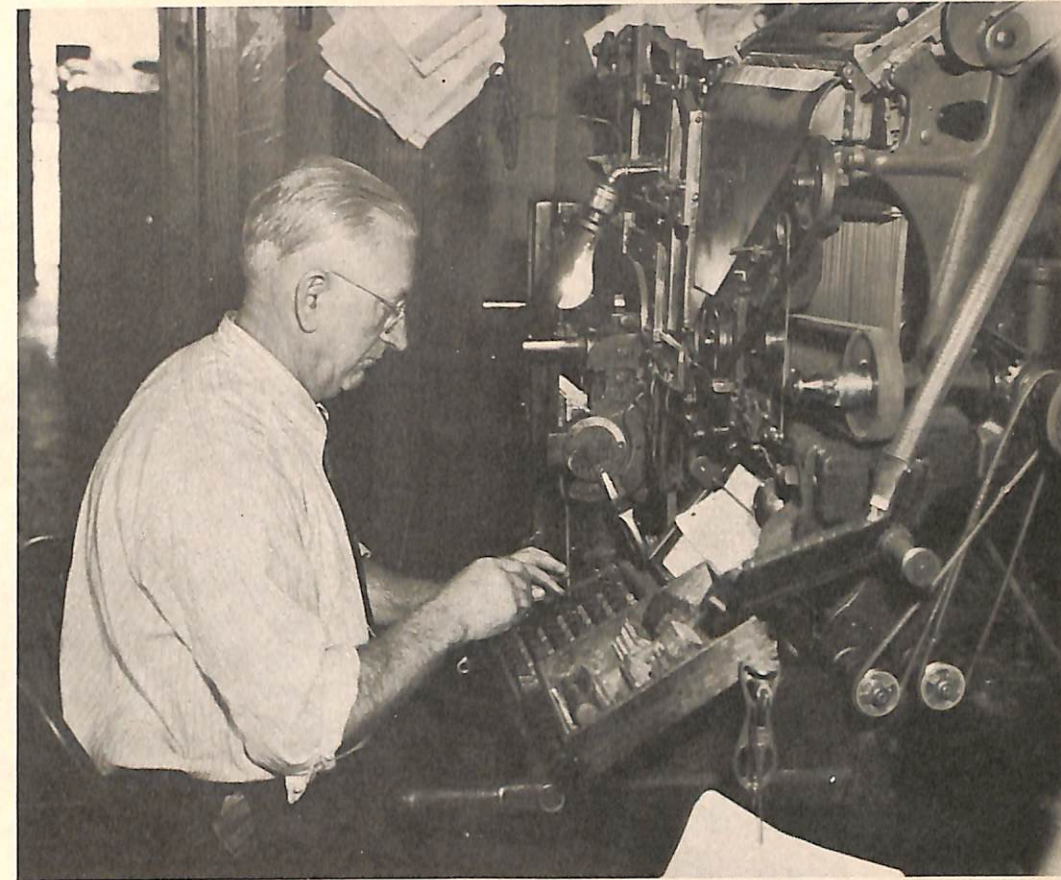
DENMARK

by J. R. SATRAN
Denmark Press

Few villages in the state can boast of a more rapid growth than Denmark. In fact the village has changed so rapidly that no old landmarks remain. The population has increased so today more than 1000 persons are located there and the first steps are being taken to incorporate as a city. During the past year the village purchased a fine large piece of land for a park. It has already been leveled off and electric lights have been installed so that night baseball and football games may be played.

Among the principal business places in Denmark are the Dufeck Mfg. Co.; the Blue Moon Foods; the Denmark Flour Mills and Elevator; the Equity Co-op Elevator and two major banks.

In other words progress seems to be the motto for Denmark with a very promising future.

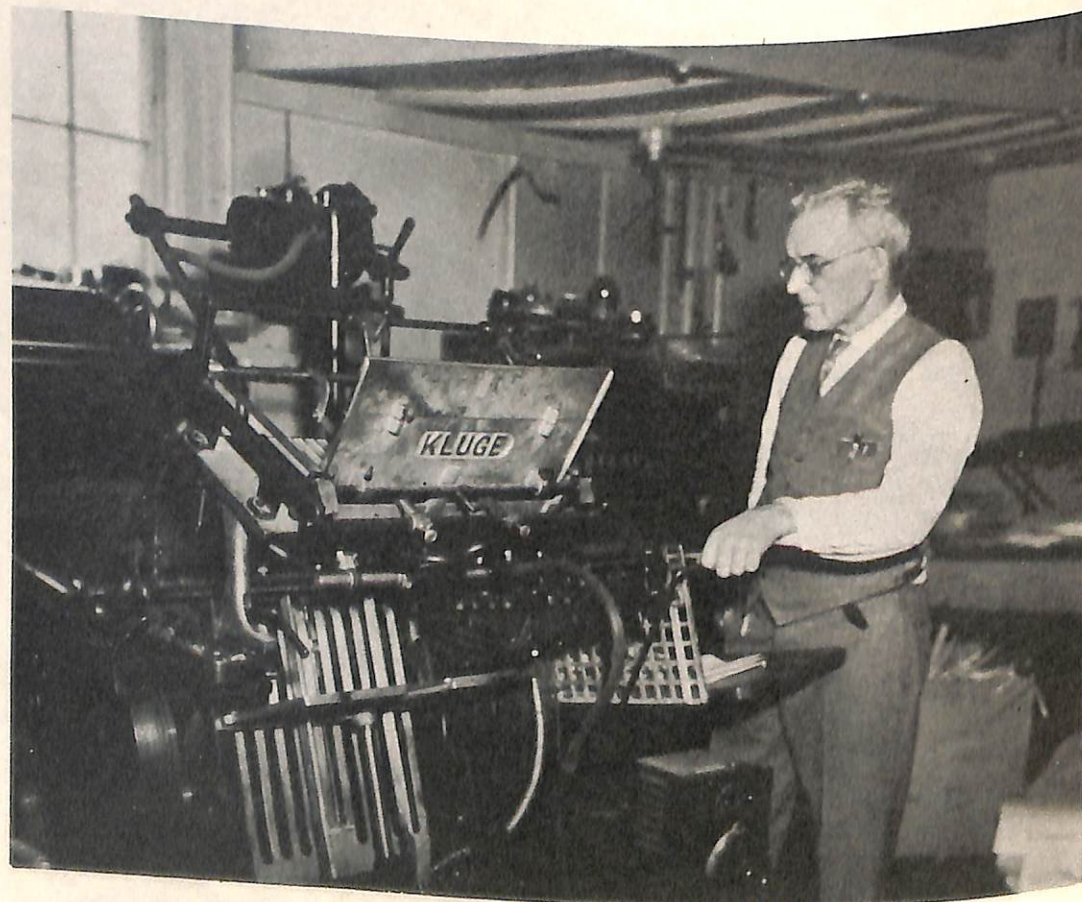


CHILTON

by WILLIAM J. McHALE
Chilton Times-Journal

Chilton—county seat of Calumet county, population over 2,200 and known as "the friendly city"—is a community of fine homes and enterprising people, of well paved and maintained streets, an abundance of shade trees, six churches, substantial year-around industries, many aggressive and thriving business establishments and modern facilities, including a new high and grade school building, spacious school grounds and an athletic field that would do credit to a much larger community, a new sewage disposal plant that is a model of its kind in Wisconsin, and a municipal water softening system.

The first post office, established 1851, was called Stantonville and changed to Chilton in 1854. The city became the county seat in 1856. The first school was built in 1849, the first church (St. Augustine's) was started in 1855, the first newspaper, The Chilton Times, in 1857, the high school in 1875, and the city was incorporated in 1877.



OCONTO

by DUANE McCALL
Oconto County Reporter

Located on the site of an ancient Indian village in what was once the heart of the pine forests of Wisconsin, historic Oconto, county seat of Oconto county, was until recent times as typical a lumbering town as ever existed in the Great Lakes region.

Best known lumber concerns of that era were the Oconto Company and Holt Lumber Company, both having operated mills successfully at Oconto for practically a century until a decade ago. Major Edward Scofield, a lumberman living in Oconto, was twice elected Governor of Wisconsin (1897-1901).

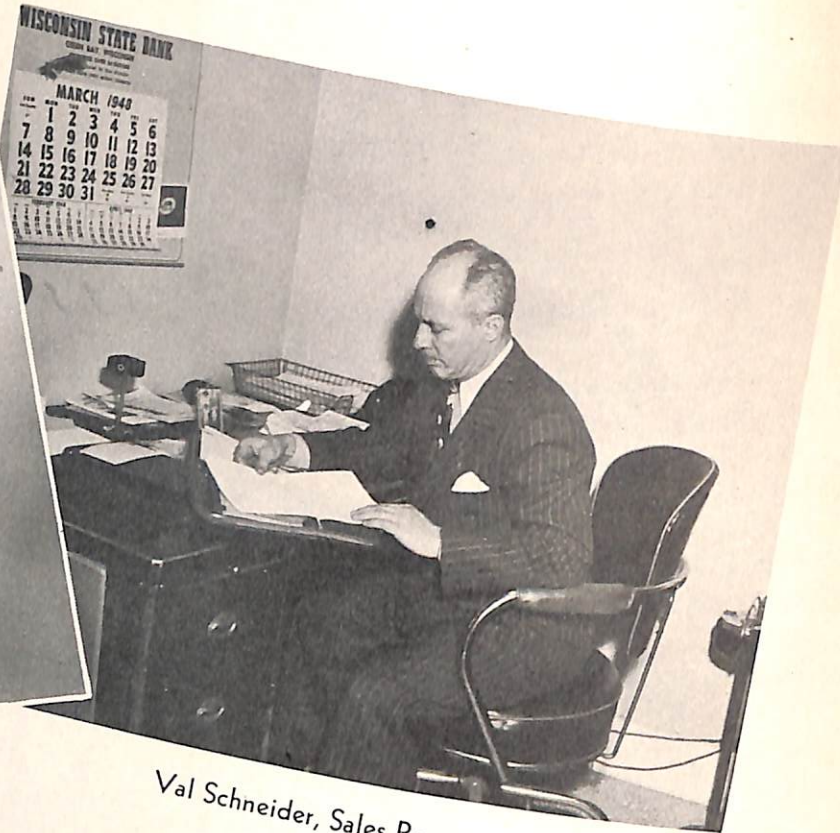
During and with the passing of the sawdust era, Oconto continued to develop a diversified industry, so that a wide variety of Oconto products is now distributed nation-wide. Among the chief industries of the city now are the Bond Pickle Co., Holt Hardwood Co., American Veneers, Inc., Wisconsin Dried Egg Co., Oconto Brewing Co., Great Lakes Shoe Co., Kirschner Gloves, Inc., Smith Glove Co., Kriewaldt Specialty Co., Stanley Toy Co., commercial fishing. Oconto's Green bay shores are also developing into an important resort area.



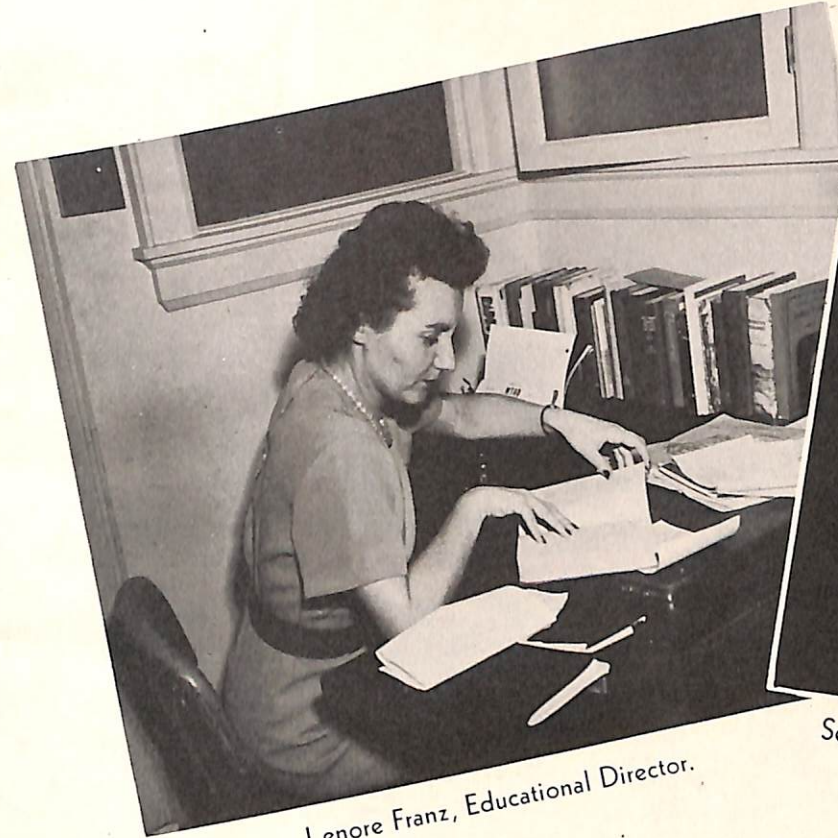
BACKSTAGE AT WTAQ



Joe DeYoung, Sales Representative.



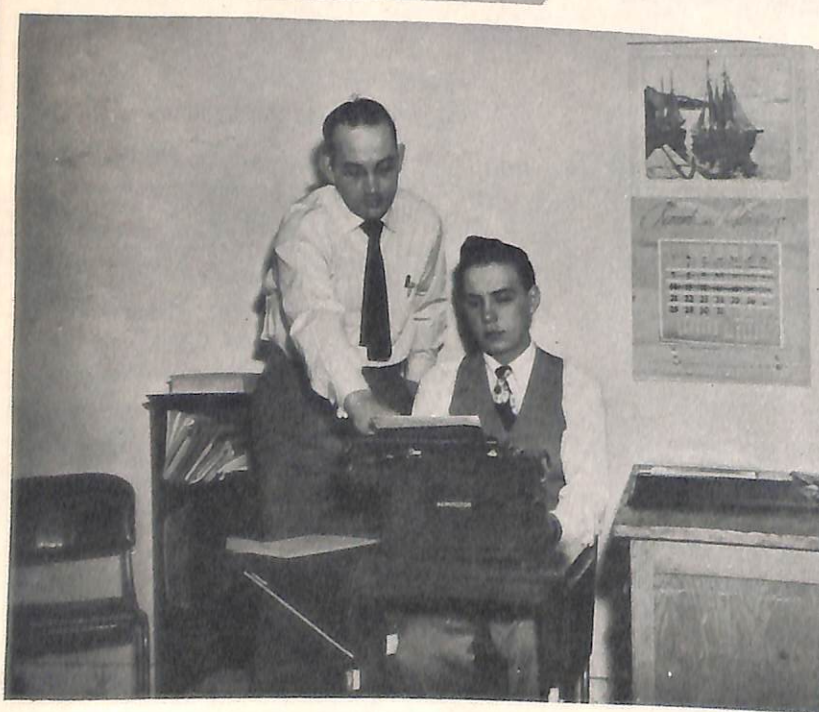
Val Schneider, Sales Representative.



Lenore Franz, Educational Director.



Secretaries Harriet Meunier and Leone Stinson.



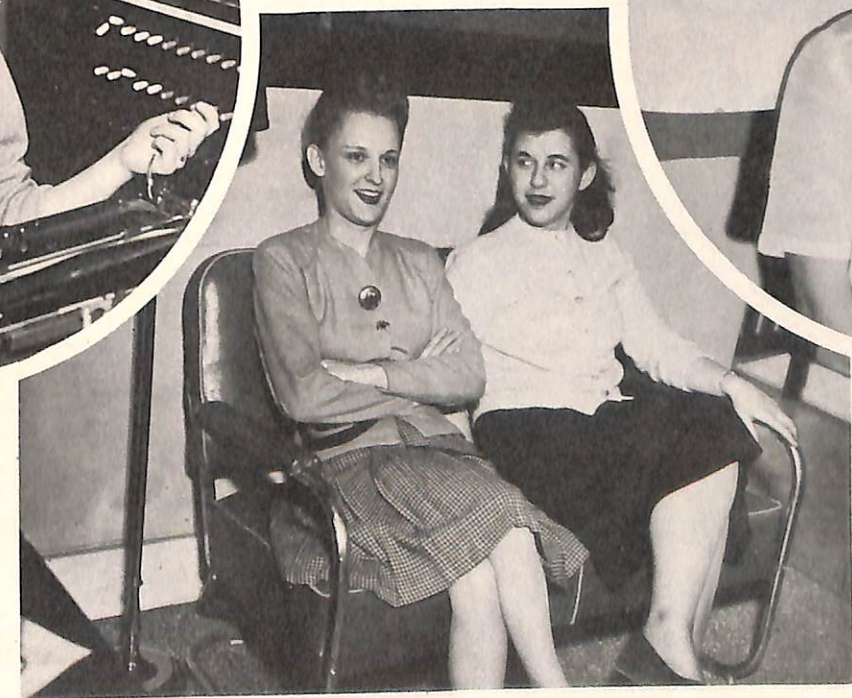
Continuity is written by Jim Lindsay and Bob McTyre.



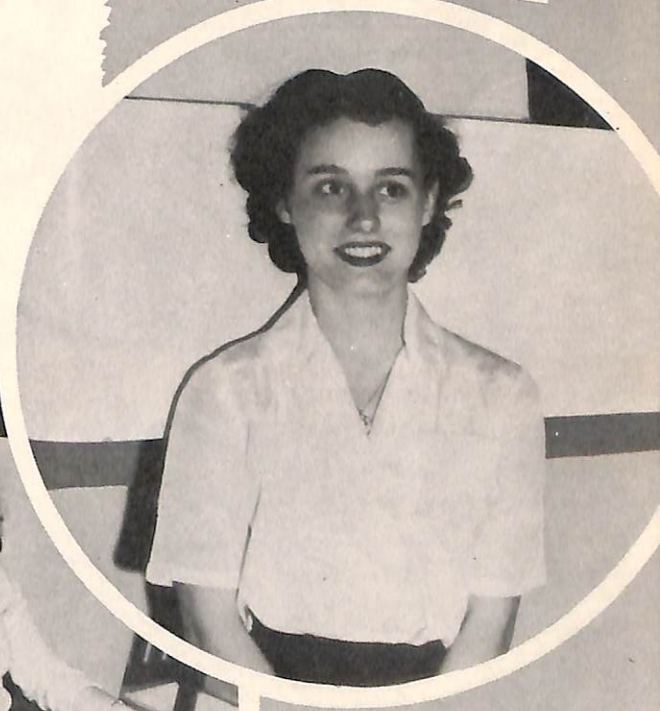
John McGrath and Margie Berceau handle the tremendous task of the accounting department.



Mary Griffin, Switchboard Operator.

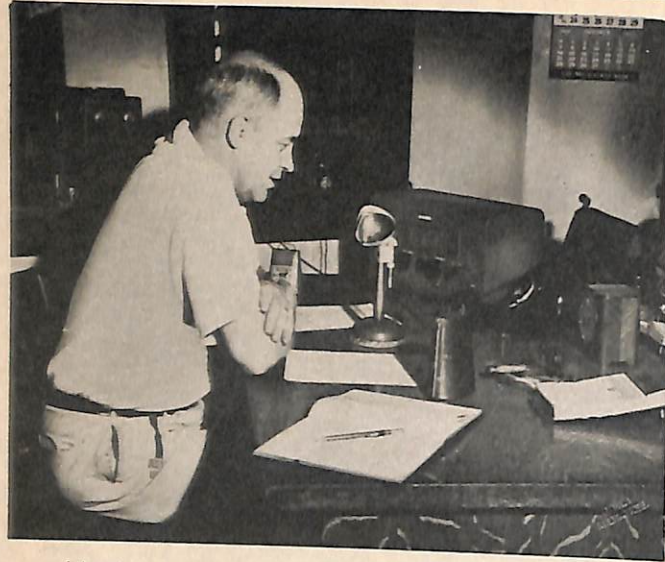


Continuity Librarian Marcella Tomcheck and Switchboard operator Esther Nichols.



Delores Horstketter, Switchboard Operator.

WTAQ -- SERVING THE Green Bay Countree!



Hig Murray is known to thousands for his noon-time market reports and for his jovial personality.



The "Weatherman" is Herb Bomaleski Chief Forecaster of the Green Bay Bureau.



When important personalities come to Green Bay WTAQ is on hand to greet them such as the time Santa Claus arrived by helicopter (below) and the Easter Bunny (above) broke out of a mammoth egg.



Right: Michael Griffin and Clair Stone direct WTAQ's election coverage from the studios, reporting State and Regional returns and calling in reporters from remote points. Above left: Bob Savage on the air from the Court House. Above right: "Cy" Smith reports from Green Bay City Hall. This is just one of many services performed daily by Station WTAQ.



This specially equipped "Jeep" is used to bring "remote" and tape recorded broadcasts to the WTAQ audience.

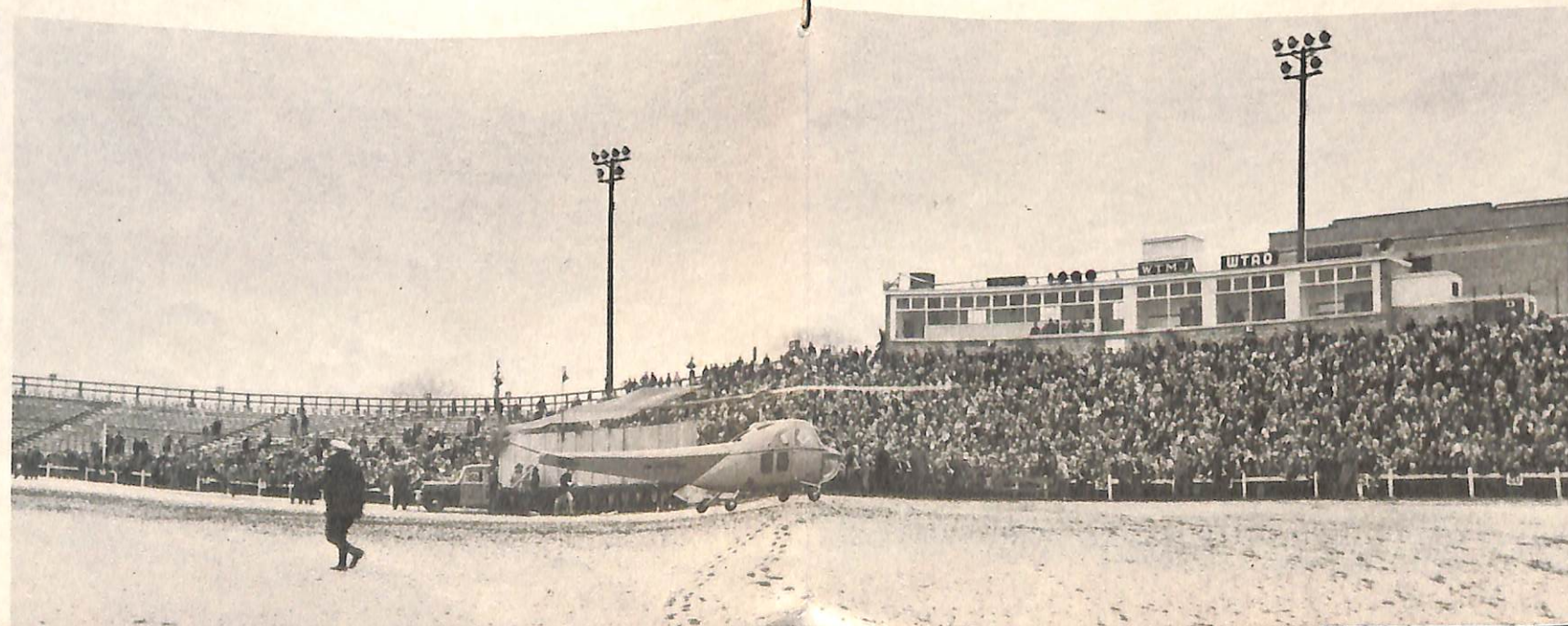


Earl Wright of the Neville Museum checks the route the WTAQ sponsored expedition will follow over the Alcan Highway.

WTAQ



The "WTAQ Harvest Festival" has become an institution. Each year upwards of 35,000 people enjoy the free fun and entertainment at Bay Beach.



The Green Bay Radio Forum, moderated by Michael Griffin, discusses civic questions.

KAUKAUNA

by C. J. HANSEN
Kaukauna Times

Back in the year 1790 Dominic Ducharme became the first citizen of Kaukauna. The community is located along the water route of traders from the St. Lawrence to the Mississippi which was followed by explorers seeking the Northwest Passage.

Grignon Mansion, built in 1837 and known as the "Mansion In The Woods," is visited each year by thousands of persons from every state in the country.

The town is unique in that it owns its own three million dollar utility plant which includes five hydro-electric plants and yields an annual profit of \$175,000.

The population of Kaukauna has increased by 60% in the last quarter century. It is primarily an industrial city and lists paper making and converting as its principal industry.



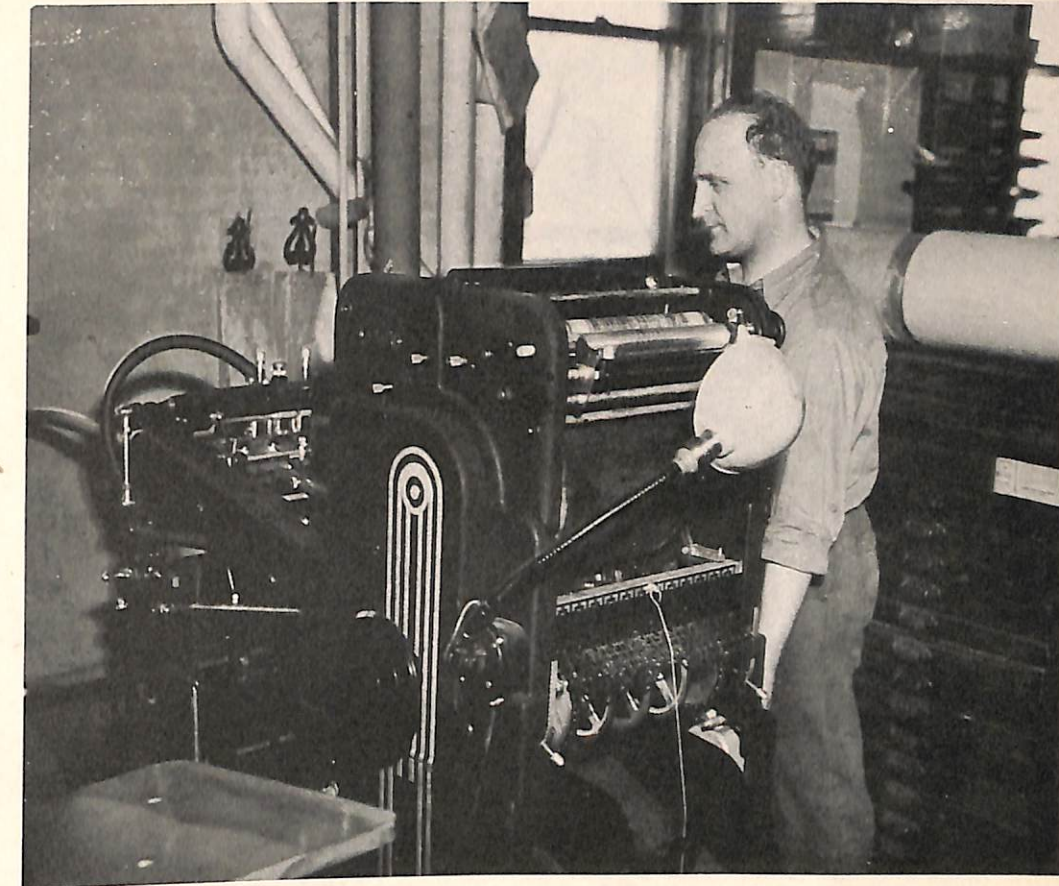
KIEL

by M. J. SMITH
Tri-County Record

Henry F. Belitz was the first white man to settle in Kiel, although it was not incorporated as a village until the year 1857 and became a city in 1925.

Since that time, Kiel has developed into one of Wisconsin's most beautiful communities. Its inhabitants are proud of the fact that its streets are in good condition, its city park up-to-date, its city hall spacious and modern and its schools crowded but in good condition.

Listed among the industries located in Kiel are Kiel Woodenware; H. G. Weber and Company; Hansen Glove; Stoelting Brothers; Kiel Manufacturing Company; A. A. Laun Furniture Company; A. J. Schmidt; Kiel Bandage Company; Kiel Foundry; Kiel Bottling Works; A & B Block Company; Welding Plant and the Lake-to-Lake Dairy Cooperative Plant, construction of which is now underway.



OCONTO FALLS

by E. J. SHELLMAN
Oconto Falls Herald

In 1946 Oconto Falls celebrated her one-hundredth birthday. Located high on one bank of the Oconto River and low on the other, she rests securely on Highway 22, her initial wonder spots being her two water falls and the beautiful natural park along the river below the lower falls.

John Volk and his family were counted to be the founders of Oconto Falls in the year 1846.

The long hundred years that followed were not easy ones for the good citizens of Oconto Falls. They were hard gruelling years, but they led to inevitable success! For today she is proud of the myriad of industries which have sprouted up around her: The Falls Paper and Power Company; the Beam Chemical Company; the Falls Chemical Company; the Oconto Electric Co-operative; the Falls Canning Company; Wisconsin-Michigan Power Company Power Station and the Herald Publishing Company.



NEW LONDON

by H. D. SMITH
New London Press-Republican

A thrifty city of close to 5000 on the famous Wolf River, New London is nationally known for baby furniture and plywood products as well as for its kraut and pickles.

In the heart of Wisconsin's fine farming area, it has its own water utility and, through its electric distributing utility, enjoys one of the lowest rates in the nation.

The city is noted for its beautiful churches and fine schools. It has built its own park, including a large stadium, a swimming pool and a lovely golf course.

During the war almost all of its bonded debt was retired, with the remaining offset by a surplus for post-war public projects.



DEPARTMENT HEADS

ANNOUNCERS

Clair Stone, Program Director



Carl Muckler, who is heard on night-time programs.

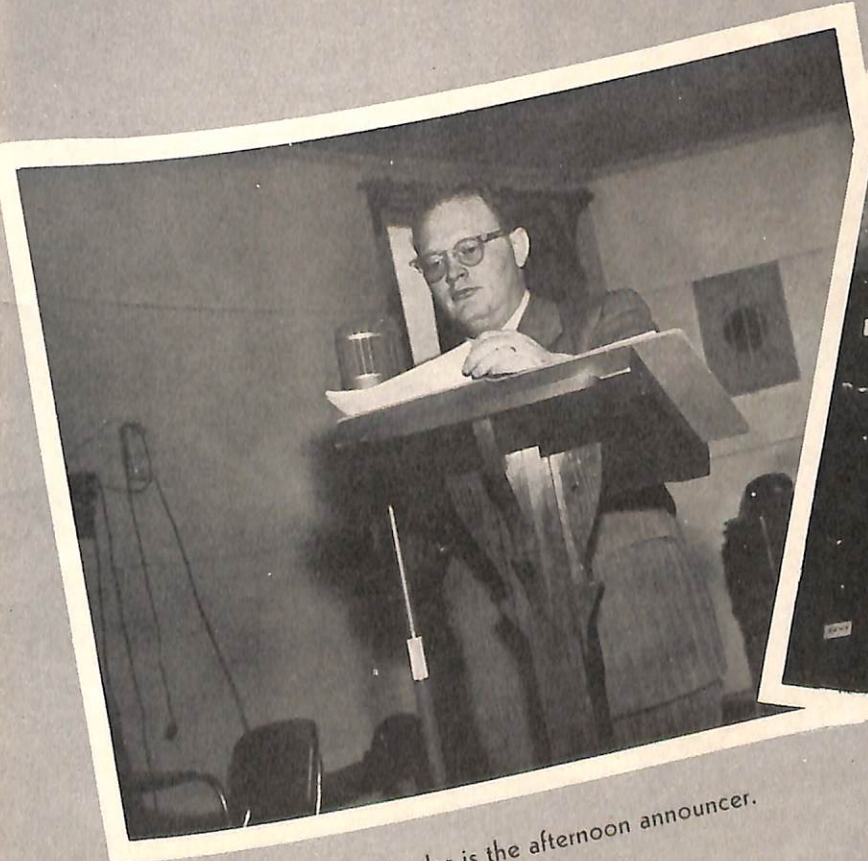
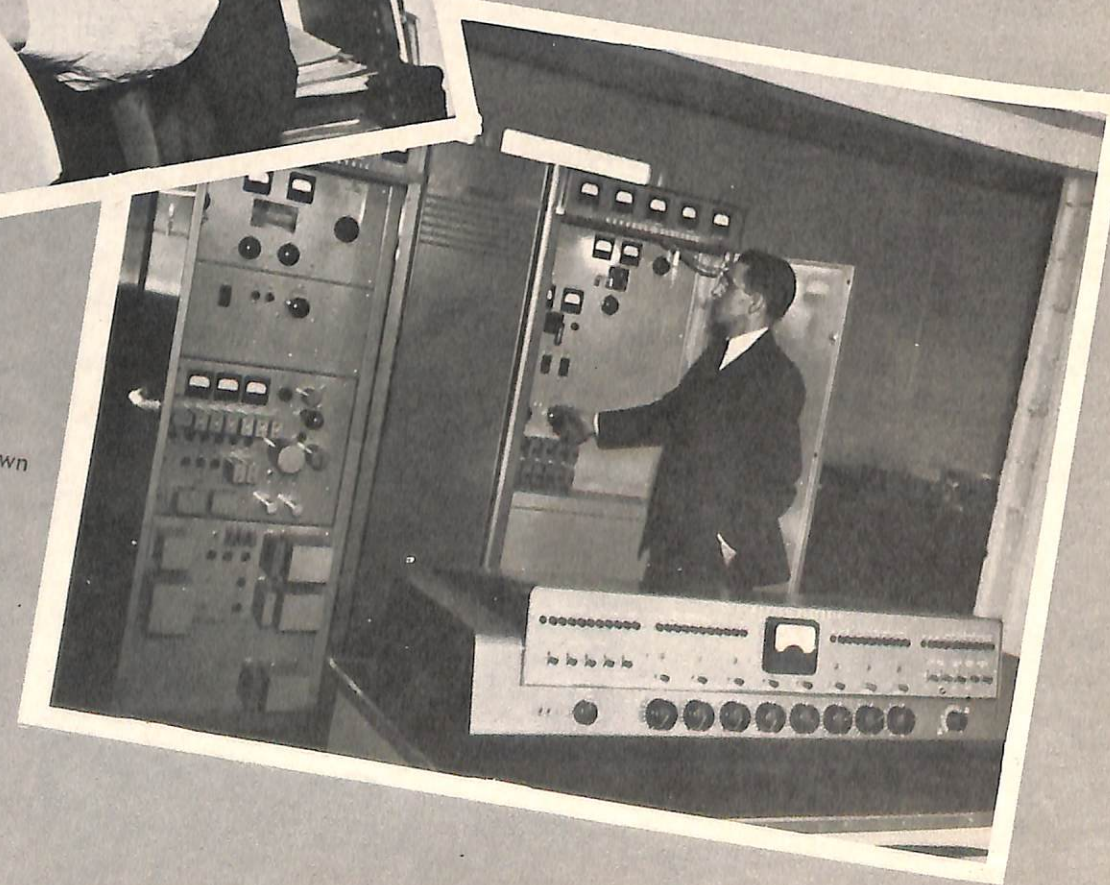


Bob "Sandy" Sanders handles the WTAQ morning programs.

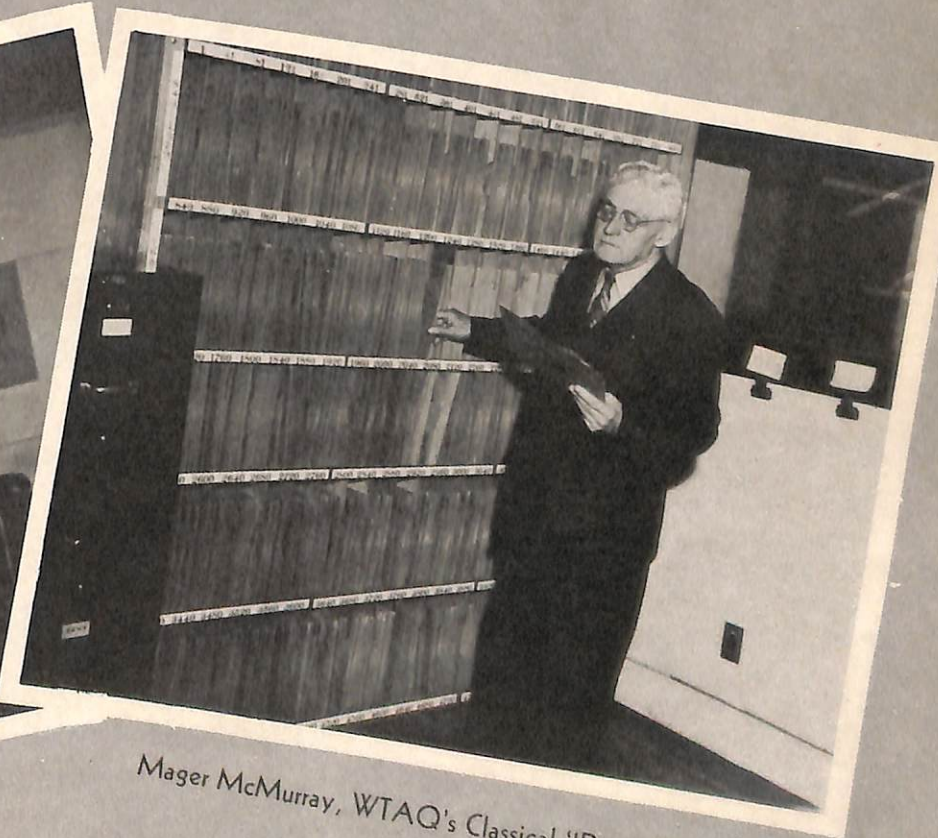
Al Michel, Traffic Manager



Wallace Stangel, Chief Engineer, shown before the transmitter of WTAQ-FM.



Freddy Vigder is the afternoon announcer.



Mager McMurray, WTAQ's Classical "Disc Jockey."

NEW HOLSTEIN

by EVERETTE and RICHARD COOLEY
New Holstein Reporter

The City of New Holstein was founded in the spring of 1848 when a colony of 70 persons emigrated from Holstein, Schleswig, Germany and a year later organized as a town with Charles Greening as its first chairman.

It is located at the south end of Calumet county on Highway 57, about halfway between Lake Michigan and Lake Winnebago. It is on the main line of the Milwaukee Road and Greyhound Bus line.

New Holstein is the most highly industrialized city for its size in the state and among its principal factories are the Hart-Carter Co. (the Lauson division), Arps Corporation, Meili-Blumberg Corporation, A. T. Hipke and Sons Inc. Canning, Leverenz Shoe Co., Associated Fur Farm Inc. (largest mink farm and second largest fox ranch in the world), Weber Goldbeck Mfg. Co., Lochner Mfg. Co., George Trier Cigar Shop, Glenayre Feed Mill.

Although the population of New Holstein is only 2,000, many would establish residence here if homes were available. During the past two years more than 100 homes have been built but the demand for homes is still over and above the supply.

To enhance this growth and keep in tune with the progress the city is planning a complete new high school auditorium and gymnasium which is expected to be ready for use in 1949.



DOOR COUNTY

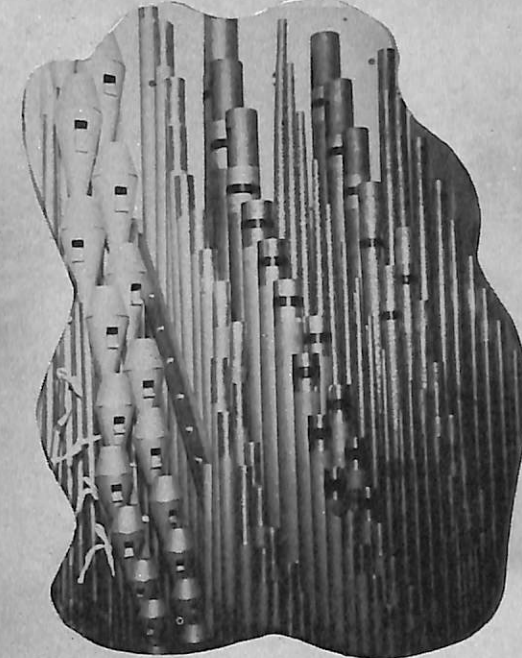
by SUMNER J. HARRIS
Door County Advocate

Like a beckoning finger, Door County was the first to greet Nicolet, the French explorer, when in 1634 he sighted what later became Wisconsin. Exactly two centuries elapsed before this peninsula saw its first permanent white settler, but in the last 114 years, it has made rapid strides. Today, its diversified resources make it one of the most prosperous sections of the state.

First becoming singularly noted as a vacation place due to its wide choice of natural beauty spots, the County later became the largest cherry and apple growing county in the nation for its size. Meanwhile, less spectacular dairying became the County's greatest source of farm stability.

Ship-building that hit new strides during the last war in Sturgeon Bay continues to thrive, and several new industries have sprung up.

Door County has never been a place of boom or bust. Its march of progress has been steadily forward, and there is every indication that it will continue to even greater heights.



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! Several 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! Many 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.



THE FARM HANDS

... are on the air!



Left to right in the above photo: Sam DeSigne, Clarence Edges, Guy Watts, Jack Francois, Elmer Kaap, Herman Daumler, Charley Van Caster.



Right: Three of the Farmhands Sam, Clarence and Guy are also the "Stumpus Boys". Their record of playing tunes sent in by listeners is amazing.

W T A Q

IT'S TOWN HALL TIME!



Eddy Jason



"Your old friend Uncle Louie."



Earl McNellis



When Uncle Louie sings he "brings down the house."



Carol Lynn

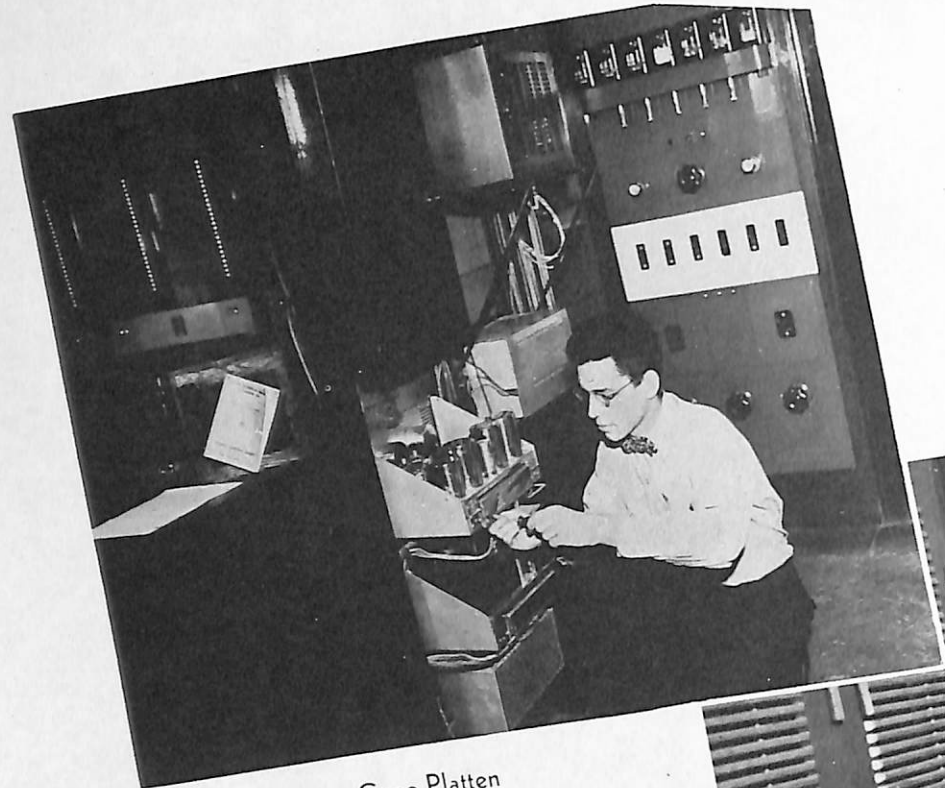


Betty Bright

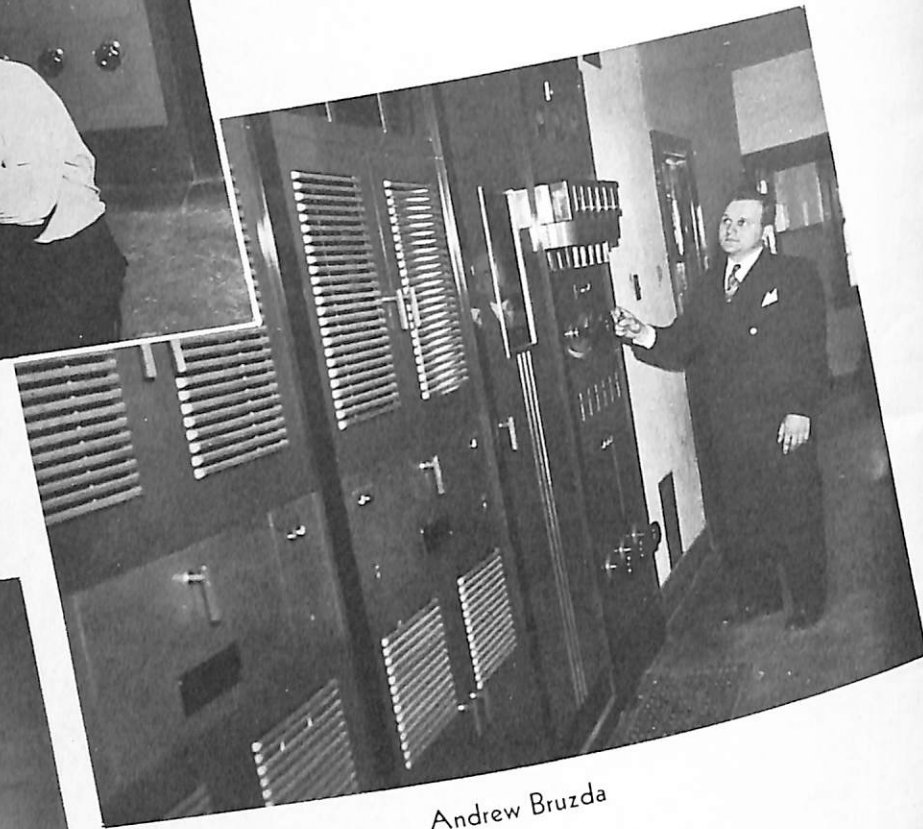


Sam Bright
(In Memoriam)

TRANSMITTER ENGINEERS



Gene Platten



Andrew Bruzda



William Hulmes



Ed Landreman (left) and Julius DeBroux

CONTROL OPERATORS



Sam DeSigne at one of WTAQ's four tape recorders



Jerry Van Caster in Studio A Control booth



Felix Whipp (left) and Earl Vieaux at the disc recorders

WTAQ AND THE COLUMBIA BROADCASTING SYSTEM



Spike Jones on the "Spotlight Revue"



"Blondie" and "Dagwood"



Dinah Shore



Howard Duff on "The Adventures of Sam Spade"



Mary Lee Taylor



Arthur Godfrey



"Ann Williams" and "Casey" on "Crime Photographer"



Toni Darnay on "The Strange Romance of Evelyn Winters"



Edward R. Murrow



"The Nelsons" on "The Adventures of Ozzie and Harriet"



"Baby Snooks" and "Daddy"



Ed Pawley on "Big Town"



Abe Burrows



Danny Thomas



Dick Haymes



Hoagy Carmichael



Percy Faith, on "The Pause That Refreshes On The Air"



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

Photos by Charles Frantz

Litho in U.S.A.



WTAQ

CBS

1360 ON YOUR DIAL