

GOING FORWARD WITH RADIO

as presented by

WINN
AMERICAN BROADCASTING COMPANY
WINN

**LOUISVILLE
KENTUCKY**

A Message From
HARRY McTIGUE
President and General Manager
of WINN



Dear READER:

We might also address you as "Dear Listener" for indeed that is how we know you best. With this behind-the-scenes look at WINN and the American Broadcasting Company, of which this station is an affiliate member, we hope that you will get to know us better.

As Louisville grows, so this station will grow, for it is an integral part of this Tri-City area. We acknowledge a debt to you for granting us this position in your community.

Radio Station WINN will continue to use its facilities, its time and its trained personnel to serve you with a complete service program as well as entertainment features which maintain high standards of broadcasting. Every effort will be made to deserve your continued friendship.

Sincerely,
Kentucky Broadcasting Corporation

WINN
Harry McTigue
Harry McTigue
General Manager

W I N N L O U I S V I L L E W I T H W I N N

Compliments Of:

KENTUCKY WALL PLASTER CO. INC.
Service by CAMPBELLS Since 1893

PLASTER CEMENT LIME
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RADIO - - YESTERDAY, TODAY AND TOMORROW

It was only thirty years ago when an inventor in New York was brought into court and accused of fraud. The charge was that in attempting to sell stock in his company, the inventor made claims that his "worthless device" might transmit the human voice across the Atlantic Ocean. That inventor was Lee DeForest. His "worthless device" was the audion tube, which makes possible the present system of radio — and has been rightly called the greatest single invention of the Twentieth Century.

Radio is not the invention of any one man. It represents the creative genius of centuries of generations of visionary people . . . Human beings, up through the ages, groping for a means of long distance communication . . . Primitive people in some ancient age, pounding out their messages on crude drums in an ante-diluvian jungle . . . it recalls mechanical semaphore . . . the discovery of electricity of Benjamin Franklin . . . the calculations of Clerk Maxwell on radio waves in the middle of the last century . . . Heinrich Herz's induction coil which produced the first radio frequencies in 1888 and then, Marconi sent sound through the airwaves for a distance of one mile in 1895, and six years later sent a wireless message two thousand miles! Radio transmission of code had arrived!

After Marconi came Lee DeForest and his magic vacuum tube and later the audion tube, and with their advent transmission of the human voice and music became a practical reality . . . Five years later, in 1920, modern radio was born, when in September of that year WJL was first heard in Detroit . . . Two months later, Pittsburgh's KDKA made all the world take notice with its coverage of the Harding-Cox presidential election.

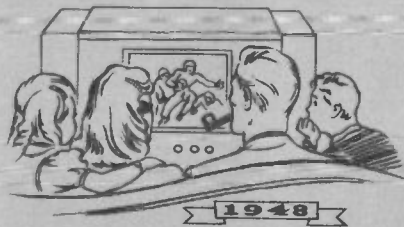
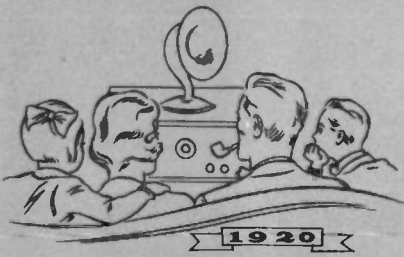
From then on, the milestones in the development of modern radio were closer and closer together. In 1920, the Dempsey-Carpentier fight, the World Series and the first presidential radio address to the nation were all captured for the world through the magic of radio . . . In 1922 there were 400 transmitters . . . By 1927, there were 700, and commercial radio had come into its own.

Despite the great service it rendered, radio during its first years, was somewhat disconnected. There was a distinct unbalance between the superior programming of the metropolitan centers, as contrasted with the inferior productions of smaller cities. In November, 1926, The National Broadcasting Company was formed, to offer metropolitan programs to smaller cities. And now, twenty years later, four major radio networks are available to almost all radio listeners the nation over . . .

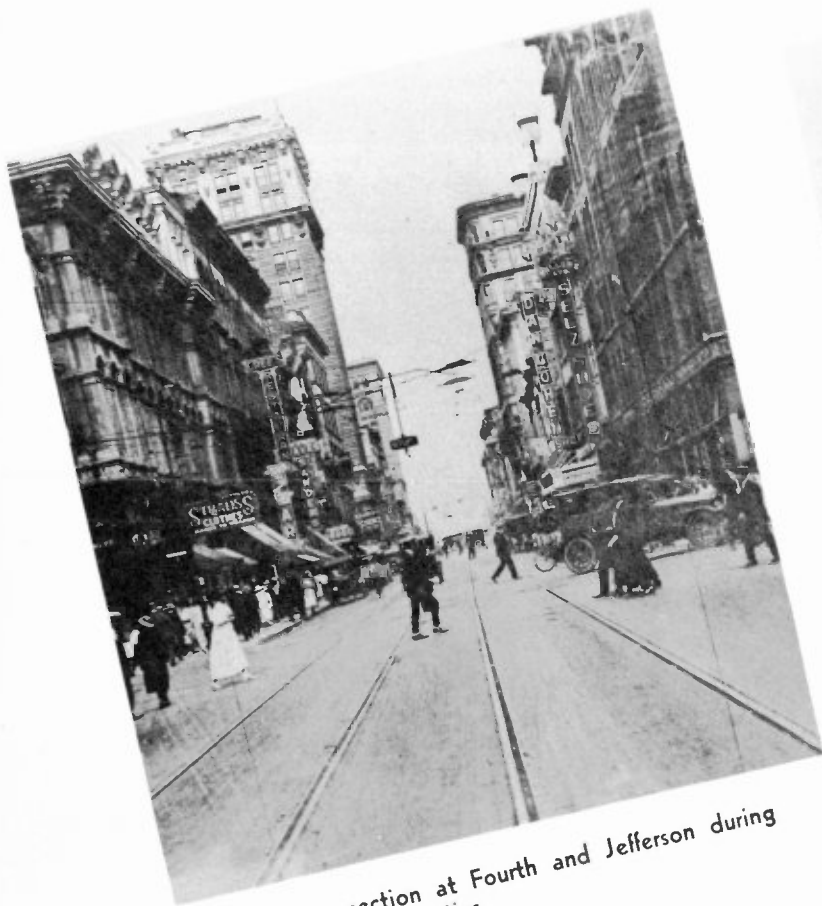
Radio has ceased being a novelty and is classed by many as a necessary service of the first magnitude. There are more than twice as many radio sets available to families as there are automobiles. Radios outnumber home telephones by more than two to one. There are a third more homes equipped with radios than with bathtubs. Radios are more universally used than toothbrushes.

Frequency modulation in radio is knocking at our front door to show us new listening pleasure in wide fidelity and reception of quality. Television has been proven a technically feasible means of broadcasting visual entertainment over long distances.

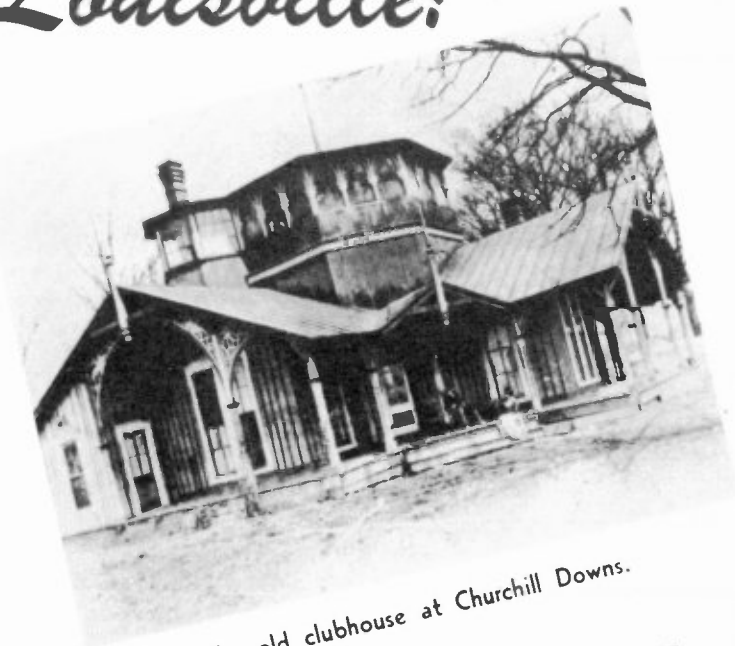
In short, radio has accomplished much: it will accomplish more. It has sprung from primitive dreams of necessity to practical, modern reality, to contribute to the vista of our cultural horizon. It is at the service of the public to use it and enjoy it as they will. It takes its place in a broadening society which is seeking better living of all mankind.



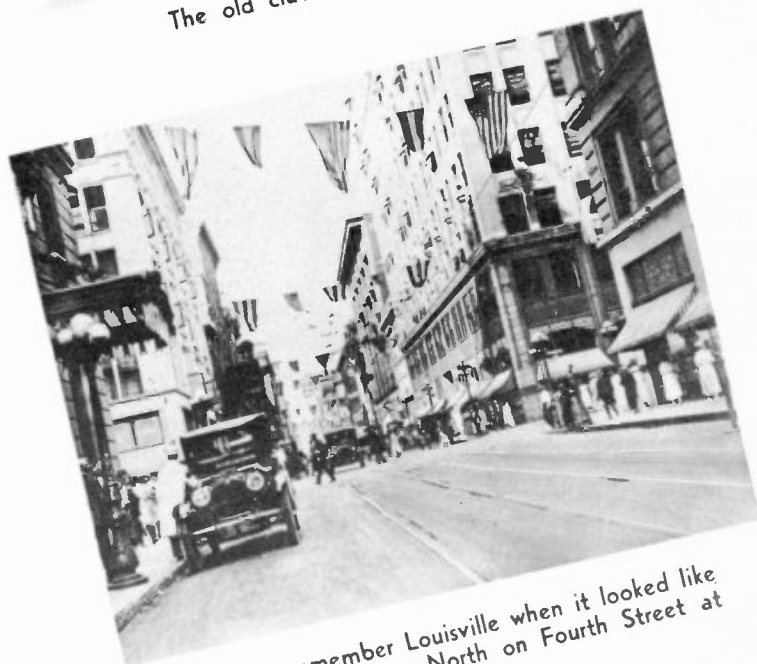
Transition in Louisville!



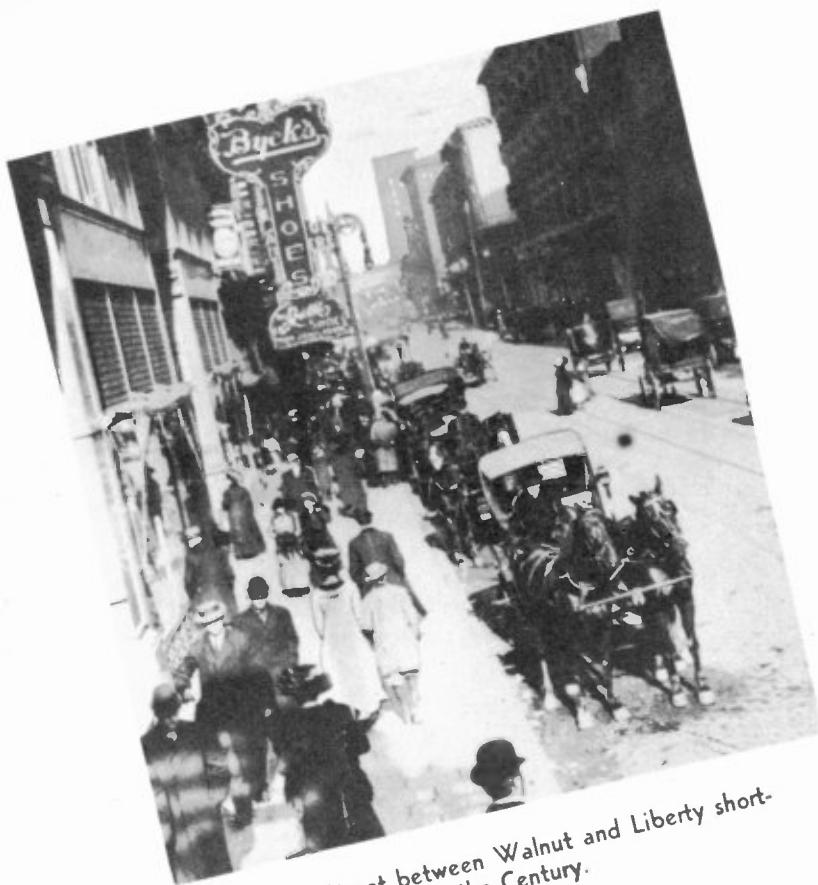
The intersection at Fourth and Jefferson during the Roaring Twenties.



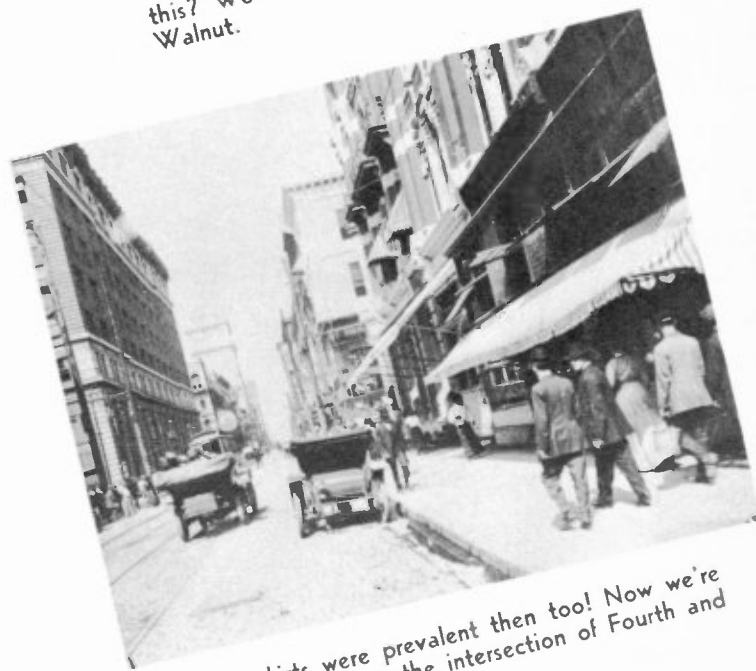
The old clubhouse at Churchill Downs.



Can you remember Louisville when it looked like this? We're looking North on Fourth Street at Walnut.



Fourth Street between Walnut and Liberty shortly after the turn of the Century.



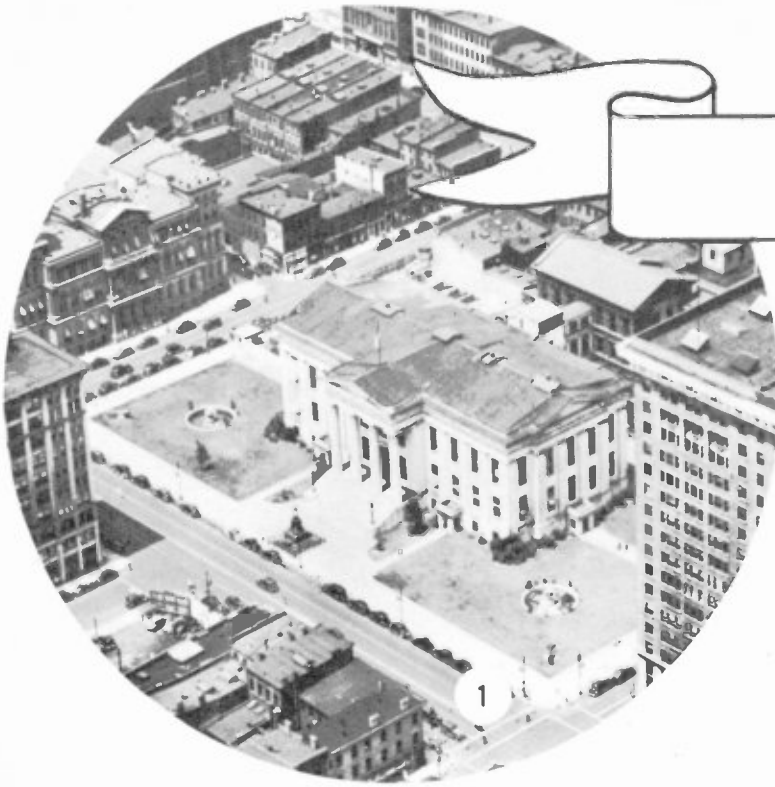
Long skirts were prevalent then too! Now we're facing North near the intersection of Fourth and Liberty.

Today!

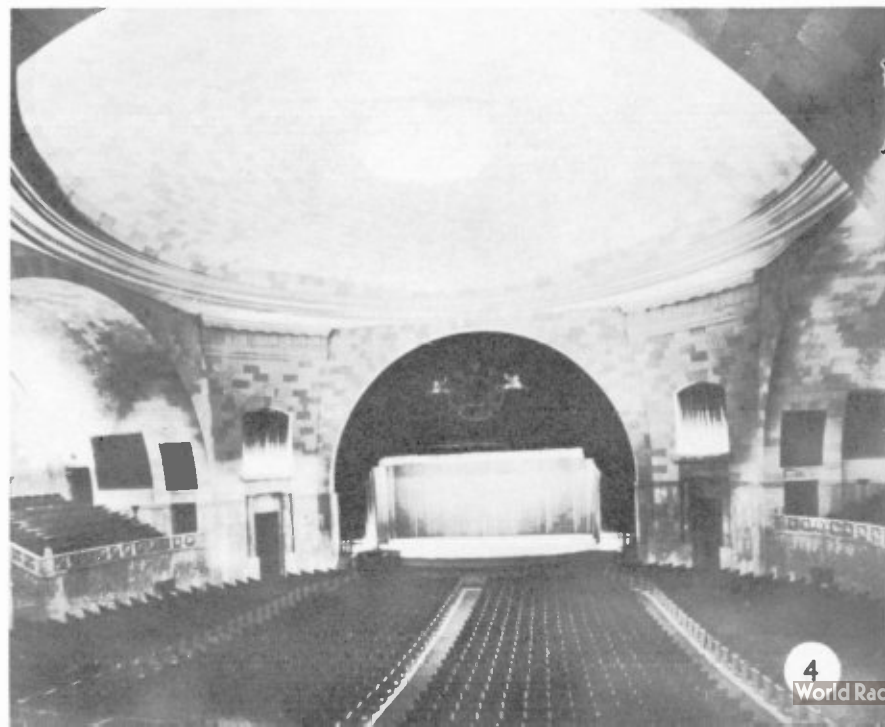


The studios and offices of WINN are located on the top floor of the Earle Hotel in downtown Louisville.

LOUISVILLE - -

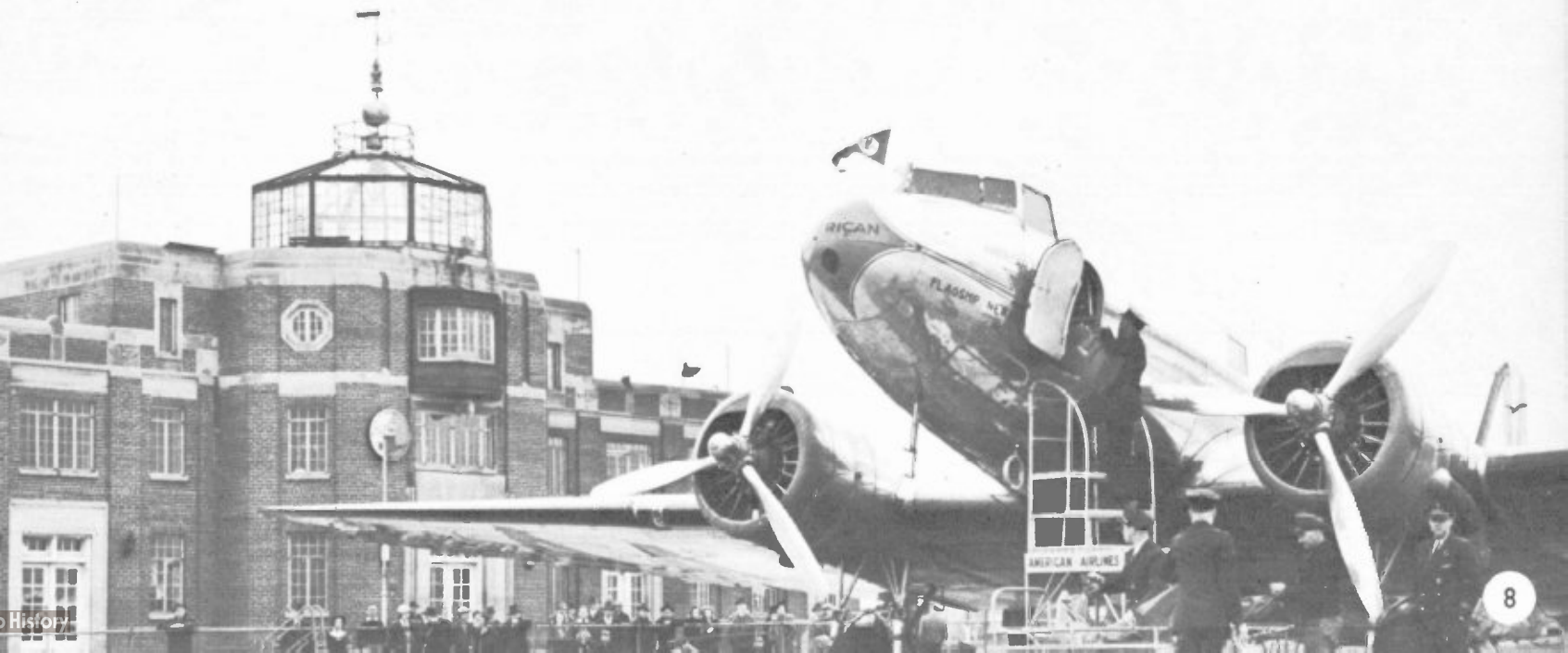
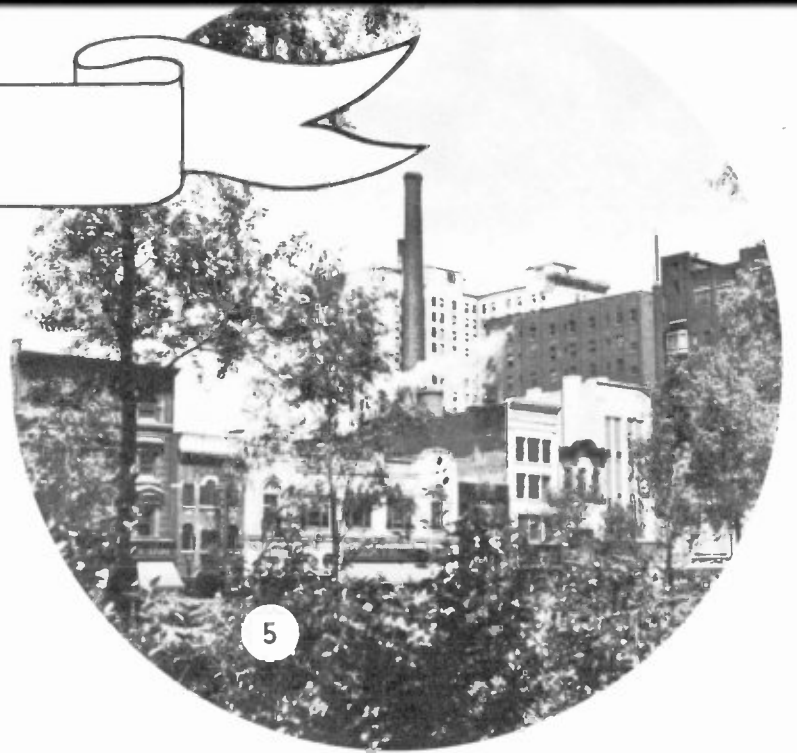


No. 1 An aerial photo showing Louisville's Court House and City Hall. No. 2 A night scene showing the intersection of Third and Broadway with the Heyburn building in the background. No. 3 Looking Northwest from the top of the Kentucky



HOME OF WINN

Hotel. No. 4 The Memorial Auditorium. No. 5 The corner of Fourth and Guthrie as seen from Lincoln Park. No. 6 Colorful Fourth Street at night. No. 7 The main branch of the Louisville Free Public Library. No. 8 The Administration building at Bowman Field.





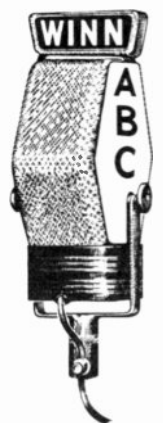
O U R S T A F F

Mr. Harry McTigue, President of the Kentucky Broadcasting Corporation and General Manager of WINN, has behind him 18 years of radio experience.

His experience has embraced every phase of management and promotion. Not only is he a figure of national stature in the Administrative field of radio, but he is also prominent in sports circles, having had eight seasons of broadcasting play-by-play football and baseball in the Major and Minor Leagues. Many of Louisville's Sporting events . . . racing at Churchill Downs, Boxing and Basketball . . . have been called by Harry McTigue.

Mr. McTigue is also President of the Kentucky Broadcasters Association, the purpose of which is the unified efforts of all Kentucky Stations toward good radio and better understanding between the individual stations and the listening audience.

Mr. McTigue is a member of the Board of Governors of the East End Optimist Club and Vice President of the Amateur Boxing Association. He is an active member of the Sales Managers Council, LAMR, the Louisville Businessmen's Club, and the Commanding Officers Club.





Mrs. Nelle M. Kendrick is Chairman of the Board of Directors of the Kentucky Broadcasting Corporation and, as Treasurer, supervises its financial affairs.

Mrs. Kendrick is the widow of D. E. "Plug" Kendrick, founder of WINN. She is the proud parent of a daughter whose husband is a Captain in the Air Forces and is equally proud of two grandchildren.

Mrs. Kendrick has been associated with radio for the past eighteen years and has had her turn at the mike during those years in dramatics and in handling women's programs.

G. F. "Red" Bauer, Sales Manager of WINN, has been with this station since its inception, coming from WBNS, Columbus, Ohio. He has been in radio for more than 15 years and was formerly associated with Advertising Agencies in Cleveland, in Detroit, and in the Retail Advertising field. He is a member of the Kiwanis Club and of the Richmond Boat Club, as well as a Director of the Louisville Ad Club, the Breakfast Club of Louisville, and of the Louisville Chapter of SPEBSQSA. Mr. Bauer is married and has one daughter.



Miss Mary Catherine McCarten, Secretary of the Kentucky Broadcasting Corporation and Program Director of WINN has had a very interesting radio career for the past eighteen years, the last seven of which have been spent at WINN. Miss McCarten is an astute businesswoman, thoroughly versed in all functions of the Program and Traffic departments. She is an accomplished pianist, vocalist and radio actress. She is a member of the Board of Directors of the Altrusa Club.

STAFF



SAM WOODALL
Production Manager



GEORGE PARTRIDGE
Public Service Director



VIRGINIA KIRSCHNER
-Continuity



CLAUDE FRAUL
Music Director



JANET CHAMBERS
Continuity



JESSE L. CHAMBERS
Auditor



OLIVIA HODDAP
Traffic Manager



ED KALLAY
Chief Announcer



HELEN ROBERTS
Secretary and Promotion



SARAH HANSCHER
Continuity



CHARLES SCHACHT
Assistant to the Commercial Manager



DOLORES WRIGHT
Receptionist

ANNOUNCERS



HOWARD HOLDER



CLIFTON MERCER



JIM McINTYRE



BILL TILLERY

ENGINEERS

STAFF



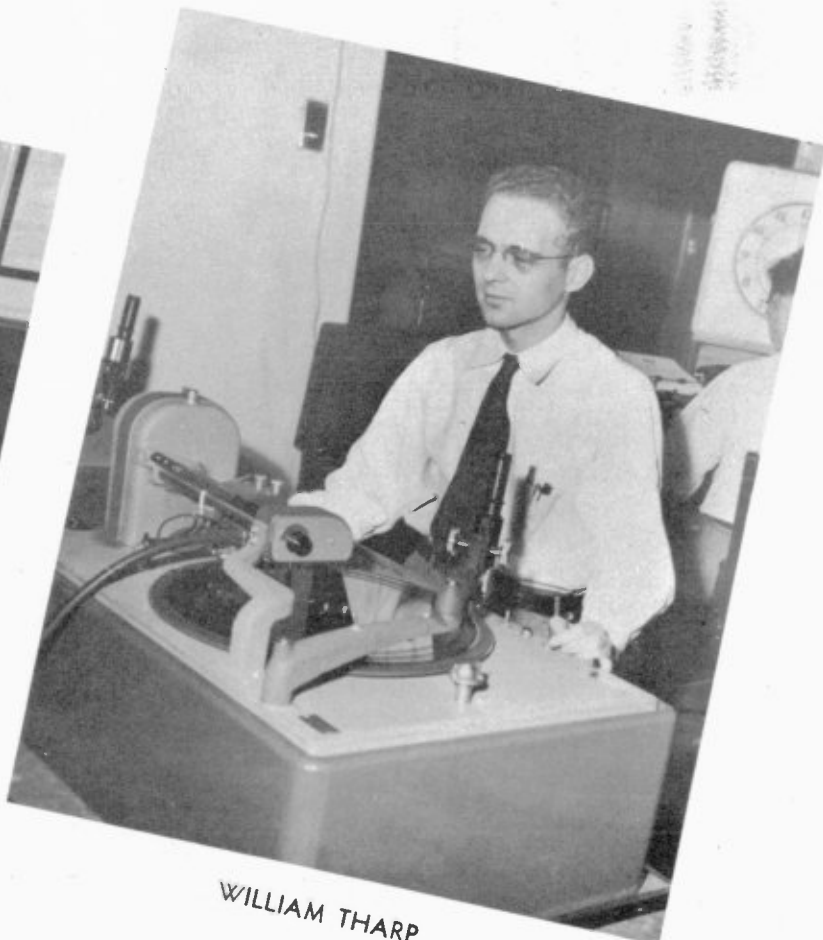
ELPHIN G. RINN
Chief Engineer



MAROLD LUTZ



MELVIN SCARSDALE



WILLIAM THARP

PUBLIC SERVICE



A portion of the YWCA Chorus.



SGT. LOGAN MOORE
Louisville's Traffic Bureau



Larry Master, Troop 19;
Jim Lawrence, Cub
Scout; R. L. Reams,



Mrs. R. V. Love, District Radio Chair-
man, American Legion Auxiliary.



Henry M. Johnson, President of the
Kentucky Sunday School Association.

Capt. Beatrice Combs of the
Salvation Army.



"America's Town Meeting Of
The Air" brings together au-
thorities on world affairs in

PUBLIC SERVICE



STAFF SGT. JACK E. DAVIS
Marine Recruiting



Dorothy R. Taylor (left), Publicity Director of the Louisville Red Cross and Mrs. Helen L. Shelton, Secretary of the Blood Donor Service.



Field Executive for the Boy Scouts and Mrs. B. C. Bogard, Den Mother.



Mrs. Frank Aton, President of the Fifth District of the Parent Teacher's Association.



Carl J. Eckert, Assistant Manager of the Social Security Administration.



order to give you the pros and cons of important issues.



Capt. H. J. Foster of the Louisville Fire Department.



PAUL WHITEMAN



TED MALONE



"BETTY CROCKER"



TOM BRENEMAN



DON McNEILL



SAMMY KAYE



ON
WINN
ABC

THE STARS ARE SHINING



LOUELLA PARSONS



HENRY MORGAN



MILTON CROSS



DOROTHY KILGALLEN



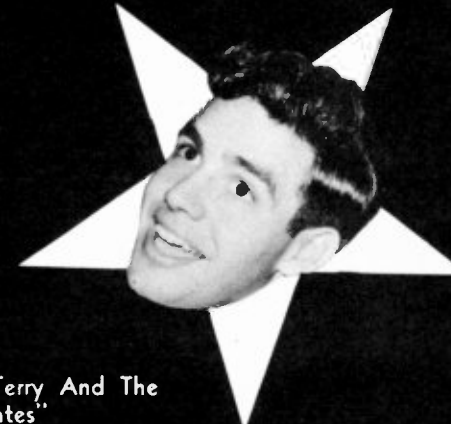
GROUCHO MARX



LIONEL BARRYMORE



BING CROSBY



TERRY of "Terry And The
Pirates"

NEWS



JIMMY FIDLER

ELMER DAVIS

DREW PEARSON

WALTER WINCHELL

BAUKHAGE

WALTER KIERNAN



Left: Sam Woodall and his reports on local, state and world news are a regular feature on WINN.



Harry Wismer brings to WINN-ABC sports fans play-by-play reports on the nation's top gridiron battles.



Frederic Bauer is the air name of G. F. "Red" Bauer, Sales Manager of the Station. As Frederic Bauer, "Red" has done a sponsored news broadcast ("Six O'clock News") Monday through Friday, continuously for more than four years.



GEORGE REEVES, Sports Director

SPORTS



Boxing fans stay tuned to WINN for blow-by-blow broadcasts of the Gillette fights as well as local Golden Gloves matches.



Highlights of the day's events at Churchill Downs are reported regularly over station WINN to Louisville racing fans.



Bill Corum and Don Dunphy are pictured above at the ringside.

WINN

MUSIC



Bing Crosby and John Scott Trotter go over musical arrangements slated for one of Der Bingle's shows on the eve of a broadcast.



Mezzo-soprano Rise Stevens of the Metropolitan Opera Company has appeared in several of the works selected for presentation over WINN-ABC.



The works of Dr. Serge Koussevitzky, distinguished conductor of the Boston Symphony, have been an important cultural and educational contribution to American life.



In any city or town in the United States, a Disc Jockey is somewhat more than a popular person and Alan Stephens, above, is no exception. He may not look like it but he is enjoying every minute of his half hour show which may be heard each day Monday through Friday (4:00-4:30) over WINN.



Another popular platter-spinner around the WINN studios is Chief Announcer Ed Kallay. Ed has been with the staff since 1945.



Geneva Cooper Tilford has become a regular feature on WINN. Mrs. Tilford has been teaching choirs and choruses for several years. Her voice is well known in and around Kentuckiana.

Some of the world's finest music may be heard regularly over WINN-ABC as Arthur Fiedler directs the Boston Pops Orchestra.



Dr. Karl Krueger conducts the Detroit Symphony Orchestra every Sunday night over ABC for an hour's session of the finest in serious music on the "Sunday Evening Hour."



GREATER LOUISVILLE ENSEMBLE has been on the air weekly since 1925. Ready for the regular Saturday 6:00 P.M. broadcast from WINN Extension Studio are (left to right) Florence Montz, Director; William G. Meyer, Baritone; Melva Vick, Contralto; Hildred Morrow, Soprano; Joseph Eisenbeis, Tenor and Gustav Flexner, emcee.



This quartet, known as the "Voice Of The South," brings to WINN listeners America's most popular Negro spirituals along with other well-known works.

WINN

COMEDY



"I used to like rabbits", confides ABC's comic Henry Morgan, "until I found out that they were rodents". After the lecture (above), Henry plans to retire the Easter bunnies to a nice, cozy hutch.



Abbott and Costello have joined the great new lineup of ABC Bingsday programs. The famed comedy team will provide part of a solid evening of comedy and variety programs.



Opie Cates, ABC's new comedy find, is a country boy from Arkansas who learned to play a clarinet as a youngster, went to Hollywood to become a top-flight musician and arranger, and now is star of his own comedy program. In his first featured comedy role, Cates plays himself, an Arkansasyer getting into humorous situations in the big city.



Now that Groucho Marx has dropped his greasepaint moustache and has begun a new radio audience participation quiz program, "You Bet Your Life", perhaps he should adopt the "nom de mike" of Quizzo Marx. This program is heard each Monday night over WINN.

MYSTERY

ABC



Don McLaughlin plays David Harding, Chief Counterspy, every Sunday over WINN-ABC. One of the most popular crime-solution programs on the air, "Counterspy" presents tense and absorbing dramatizations of the Counterspies' exposure of sinister organizations throughout the country.



"Murder and Mr. Malone", new chiller on WINN-ABC, Saturdays, presents radio dramatizations adapted from stories by Craig Rice. Miss Rice (above) will supervise the scripting and production of the program.



"The Fat Man", supersleuth with the icy voice that chills and thrills, munches an apple as he contemplates his script. The program is heard each Friday over WINN-ABC.



Don't let that disarming smile fool you. That's Mark Chase, Sheriff of Canyon County, Calif., as portrayed by actor Bob Haag on the ABC Friday night dramatizations of the adventures of "The Sheriff".

WINN

DRAMA



Actor Roger DeKoven is called upon to play many exciting roles on ABC's "Gangbusters."



"This Is Your FBI", the ABC Friday night program designed to enlist public aid for the control of crime, includes in its brilliant cast one of radio's most accomplished actresses, Charlotte Manson.



"The Lone Ranger," whose daring and courage have enthralled young listeners for the past fourteen years, is heard every Monday, Wednesday and Friday over WINN-ABC.



The "Green Hornet" entralls young and old alike on his thrilling dramatic programs heard each week on WINN-ABC.

DRAMA

ABC



Charles Warburton, program director of "My True Story," (Monday through Friday over WINN-ABC) is a former Shakespearean actor whose acute sense of the dramatic contributes in no small way to the success of these radio dramatizations.



Winter means the end of vacations and back to the old grind. But cheer up, office slaves, because it also means such radio standouts as Lionel Barrymore's great show, "Mayor of the Town."



Helen Hayes, first lady of the theatre, recreates many of her original stage successes over "The Theatre Guild on the Air" Sundays via ABC's coast-to-coast network at 8:30 P.M. (CST).



Edward Arnold, who portrays "Mr. President" over the ABC network, re-enacts known and little-known incidents in the lives and careers of past presidents of the United States.

WINN

VARIETY



Just two flowers from an old-fashioned bouquet are Aunt Fanny and Sam Cowling whose duets, both vocal and instrumental, are one reason why people get up early to hear ABC's "Breakfast Club."



Another popular Wednesday night feature on WINN-ABC is "Vox Pop" — the show that travels America — with Parks Johnson and Warren Hull at the controls.



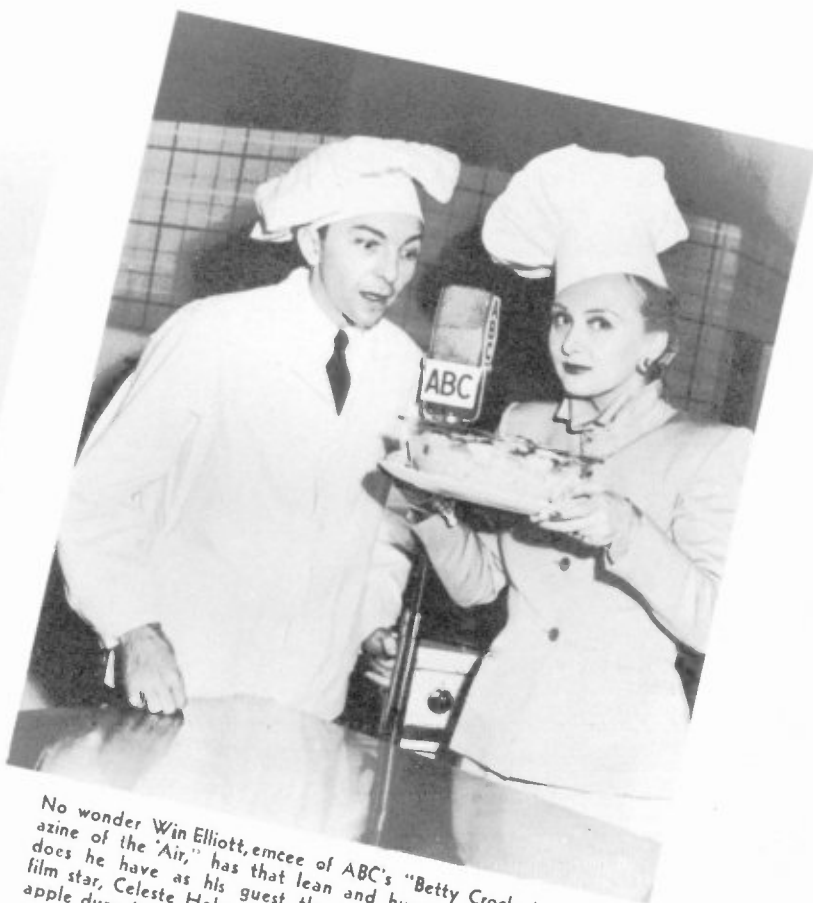
When Tom Moore decides to load down a contestant with gifts, the emcee of ABC's "Ladies Be Seated" doesn't use half measures. Here he's trying to load 19 gifts — valued at \$1,766.95.



Tom Breneman has made a career out of trying on silly-looking hats and looking even sillier in them. Now he's turning out his own brand of trou-trou. His show, "Breakfast In Hollywood", is heard on ABC, Monday through Friday.



Tommy Bartlett emcees "Welcome Travelers," new program which replaced "The Kenny Baker Show", every Monday through Friday over WINN-ABC. This audience participation program, presenting persons stopping in Chicago, offers a good cross section of America and a variety of questions.



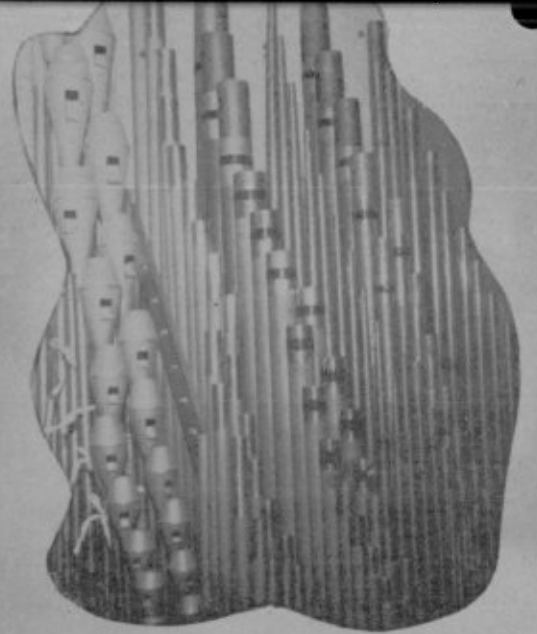
No wonder Win Elliott, emcee of ABC's "Betty Crocker's Magazine of the Air," has that lean and hungry look—not only does he have as his guest the lovely musical comedy and film star, Celeste Holm, but his guest is holding a casserole of apple dumplings most temptingly under his nose.



Heard every Monday through Friday at 11:30 A.M. over WINN, "Louise Weiller, Lady Lookout" talks on cooking and homemaking with special interest in child training and facts about women in the news.



Around New York's Radio City these two talented youngsters are becoming known as Willie and Martha Piper. That's because they play the lead roles in ABC's popular series, "Tales of Willie Piper", heard Thursday nights. Their real names are Billy Redfield and Elaine Rost.



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! Nearly a 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.



HOW IMPORTANT IS YOUR RADIO?

Judging by the number of American homes that have radios, we'd say it's become almost a necessity for a lot of us. We'd say it would probably be pretty hard to get along without a radio these days.

But we've heard a lot of folks say something like this: "Yes, American Radio is doing a mighty fine job — if we could only do away with those commercials." Well now, **THERE'S** a point worthy of some consideration. Let's think about it for just a moment.

Here's how it works. Advertising has been defined as "salesmanship in print — or **ON THE AIR WAVES.**" The more goods that advertising sells, the more are needed to fill the demand. The more goods needed, the more men and women are needed at the factory that makes those goods. In turn, more men and women are needed in related industries that supply raw materials to the factories. It's a never-ending chain that leads to more jobs, better jobs, greater personal security for all. Yes, advertising is the spark-plug of American business today.

And here's another point. Were it not for Radio Advertisers, nearly **ALL** of the programs you hear today could not **POSSIBLY** be presented. The world's **BEST TALENT** is being heard over **AMERICAN** Radio today — at no cost to you! They are being paid by the Advertiser to entertain you. Of course, at the same time, that advertiser is asking you to try his product — that is **HIS** reward. And yet that Advertiser is allowed only about **THREE MINUTES** out of every **HALF HOUR** of broadcast time in telling you about his product. That leaves approximately 27 minutes out of every 30 for American Radio to devote **ENTIRELY** to entertaining **YOU**.

So when you **HEAR** commercials on the air, remember — advertising is making your home **MORE SECURE** and at the same time it's bringing **YOU** the greatest entertainment the world has to offer — at so **LITTLE** cost!

Of the 37,600,000 homes in the United States —

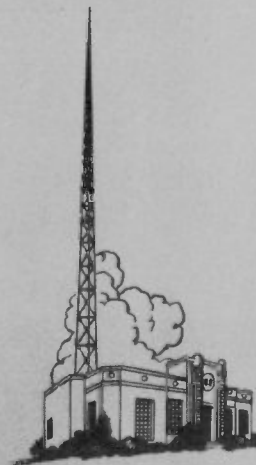
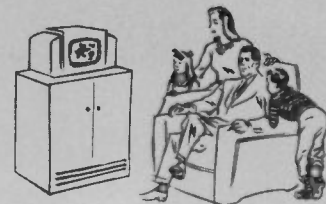
- 35,878,000 have Cooking Facilities
- 33,998,000 **HAVE RADIOS**
- 33,356,000 have Electric Lighting
- 29,543,000 have Running Water
- 25,953,000 have Flush Toilets
- 24,587,000 have Bathtubs
- 18,188,000 have Central Heating

Average of daily listening per family is on the basis of surveys, upwards of five hours; some what higher averages have been found in rural areas.

100,000,000 people heard the Roosevelt-Dewey election returns on the night of November 7, 1944.

The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

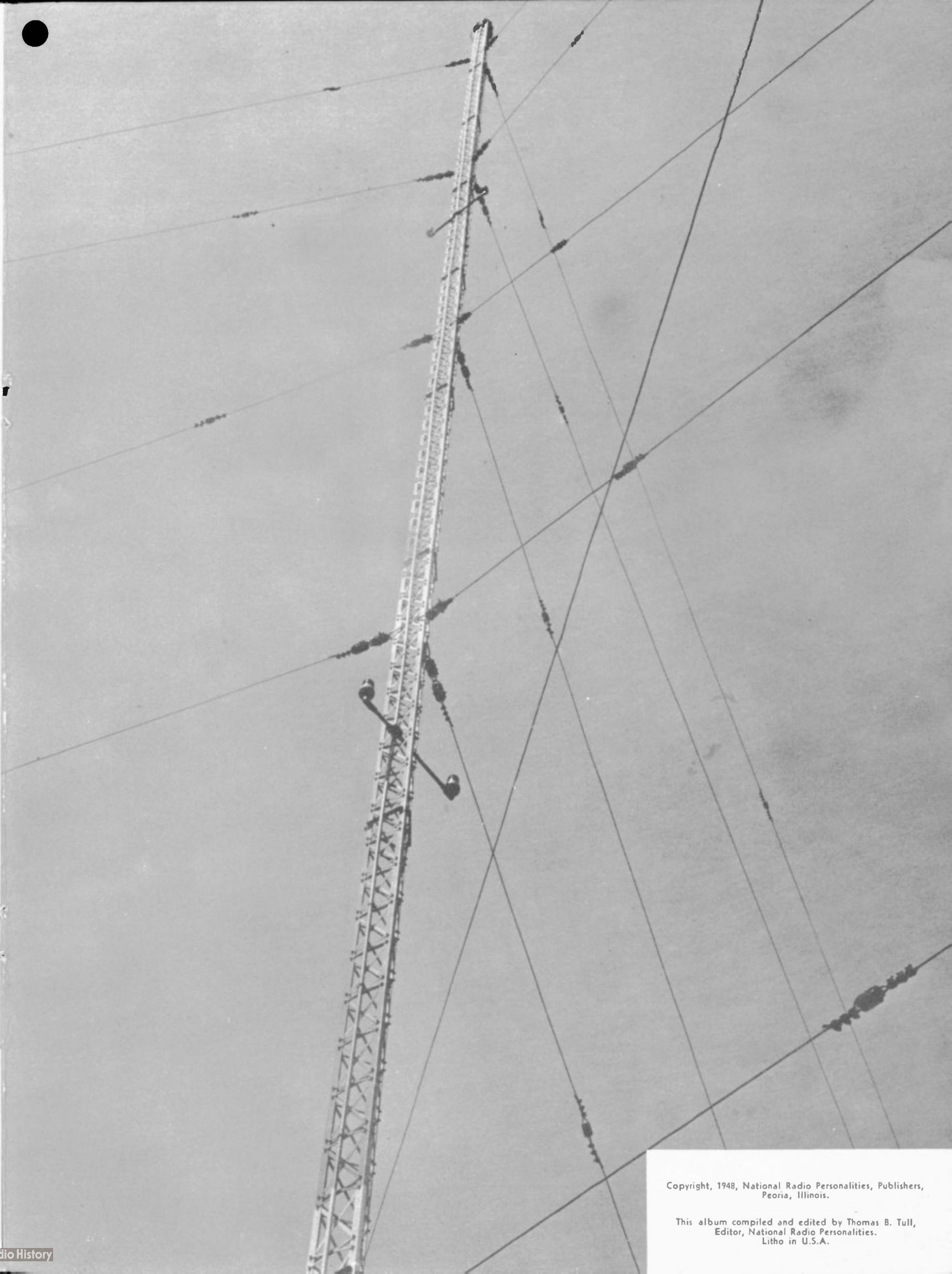
The audience for a single top network program (37,000,000) approximates the admissions to all stage plays in New York for the last three above-normal years.



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

Louisville has a new, INDUSTRIAL claim to fame! The famous Kentucky drawl is fast-talking where business is concerned. Louisville has made room for war-time workers and plants that saw the advantages and possibilities for growth in this metropolitan area and decided to become a permanent part of the city. Forty-two new manufacturing operations were instituted in the city during 1946 and many other concerns have expanded their plants. Transportation systems have been moving faster too. The services of streamlined new Diesel trains were added, there was expansion of air travel including the addition of a new line, and the construction of many new roads is planned. One of the most important figures of the Kentuckiana scene . . . the farmer . . . has kept pace with this growing activity and has increased the volume of his produce tremendously. The gateway to the South is open for business . . . and the traditional hospitality of Louisville will keep it open!





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Peoria, Illinois.

This album compiled and edited by Thomas B. Tull,
Editor, National Radio Personalities.
Litho in U.S.A.

WINN