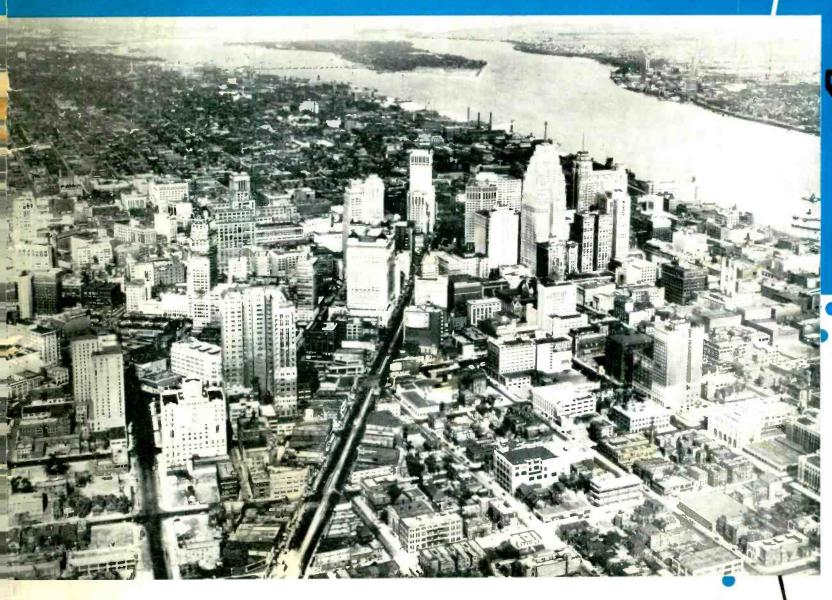
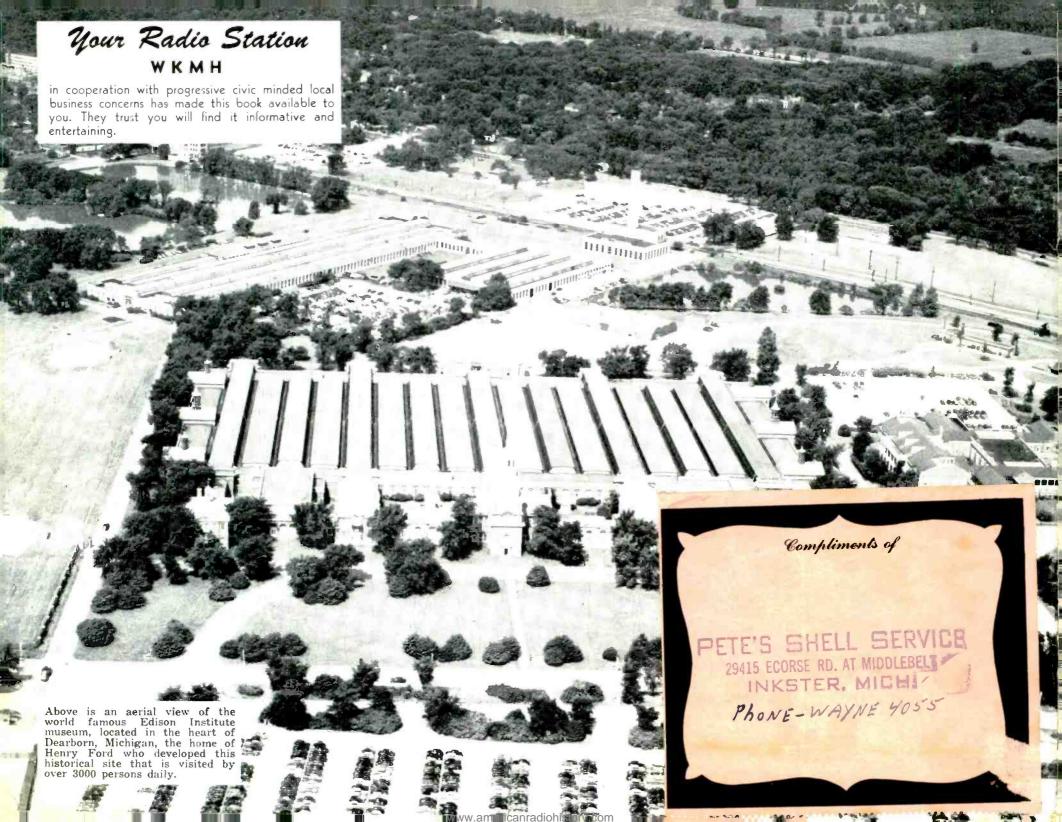
## 7he DETROIT Market and..



M

1310 ON YOUR DIAL • 24 HOURS A DAY

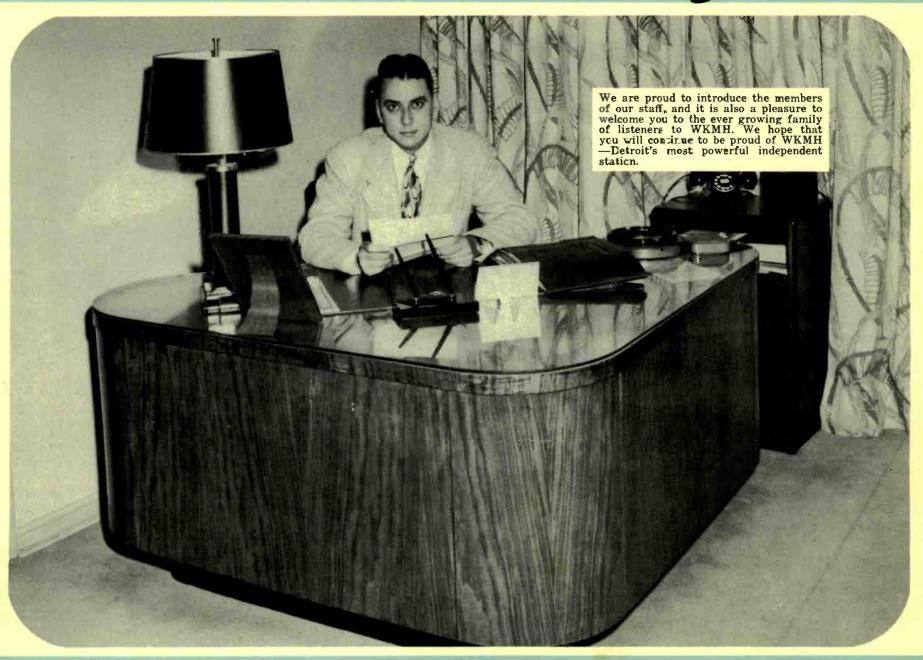


#### Welcome to WKMH



TOPS AGAIN - DIAL 1310

## Meet the General Manager



Fred A. Knorr, president and general manager of WKMH, incorporated, has been associated with radio broadcasting for 14 years. He is a graduate of Hillsdale college and his radio background includes announcing, production, programming and management. The "K" in WKMH is the realization of a long-planned dream.

## Sales

Rockwell C. Force, assistant commercial manager, has been associated with radio broadager, has been associated with radio that to casting for 18 years. "Rocky" says that to casting for 18 years. "habit of force."



Two star salesmen plan a radio campaign. Edwin Huse and Charles Lane represent a total of 14 years of successful radio selling.



Walter Patterson, commercial manager and assistant to the president, grew up in the radio business. Since 1929 he has announced, written, produced and sold radio programs. Prior to joining WKMH he was with the National Broadcasting Company.



Bud Pearse, Detroit representative of Weed and Company, was formerly with the American Broadcasting Company. Weed and Company are national sales

representatives of WKMH.

Alex Kochanowski has been active in radio selling for seven years. During World War II

"60 Years of Radio Merchandising Experience"

## Program Staff

traffic, is a graduate of traffic, is a graduate

Eleanore Brietzke, in charge of traffic, is a graduate of Central Michigan College as a speech major. Her job is the correct scheduling of all commercial broadcasts.

Richard Buller graduated from the University of Michigan as a radio major. He joined the Armed Forces Radio Service and served two and a half years in Tokyo. He has been on the staff of WKMH since the inception of the station.





Patricia Hobar, formerly free lance writer and radio actress, came to WKMH from American Airlines. Pat is continuity director for the station and doubles that have become popular personalities in Detroit.

#### ADMINISTRATIVE

Of facts and figures is Helen Hawley. Formerly with Campbell ley. Formerly Agency, Helen Ewald Advertising Agency, the background of 10 years has a background of 10 years practical business experience. She is the station's bookkeeper.

Verna Borsodi, secretary to the president, joined WKMH prior to the time the station went on the cludes eight years of experience. Was district supervisor for a chain of photographic studios.







WKMH program director, Dick Buller, is also the station's sports editor. His Tiger baseball resumes are eagerly followed each season by Detroit fans. P.S. . . . Dick plays a good game of golf.



chief announcer, Bob Seymour. Besides being a likeable "boss-man" to the boys behind the WKMH mikes, Bob is popularly acclaimed as one of Detroit's outstanding disc jockeys. His hobby is his mail count!



1941-1948 A. D. . . . Alan Douglas, that is. These dates represent the impressive seven year record of Detroit's twenty-four year old top morning disc jockey. Alan's experience has included movies in Hollywood. P.S. . . . and he really has four arms!

"Who Sez I'm Mad?" asks Mickey the Mad-

man as the men in the white coats cart him

away! Mickey's Madhouse - midnight till dawn is Detroit's wildest nightmare. Midnight till dawn? You'd have to be mad wouldn't



Popular staff announcer, Bob Cordell is an alert program man and producer. He writes and appears on the entertaining feature "Something For The Girls", and produces the popular "Bess Wright Cooking School Of The



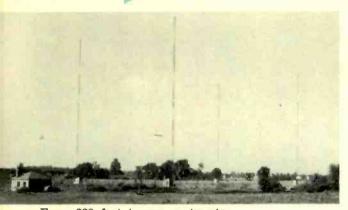
When WKMH opened its doors Fred Fisher walked in and has been here ever since. Detroit listeners are always "ready for Freddy" when he presents his popular "Take-off Time," the only radio program originating from the famous Willow Run Airport.



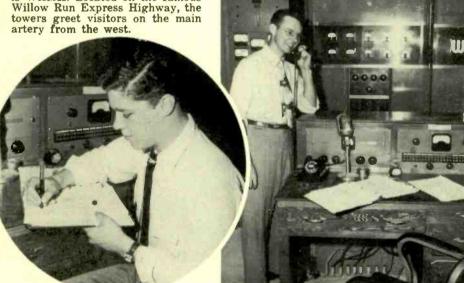
One of the most friendly voices on the air is WKMH announcer, Jim Brown. Jim came to the station from the Armed Forces Radio Service and as you can see from his picture is popular with the ladies.

MEN
BEHIND

## TECHNICALLY SPEAKING



Four - 228 foot towers on twentyeight acres of land and twentythree miles of underground wire
comprise the antenna system that
is WKMH. Located on the famous
Willow Run Express Highway, the
towers greet visitors on the main
artery from the west.

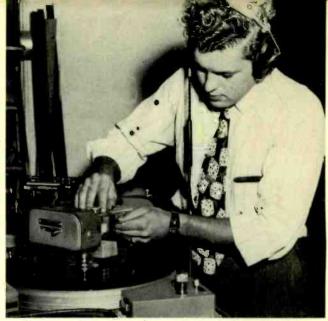


Here is the beau brummel of the technical staff, Al "Jay" Fairman.
The boys call him "Alfonse the Janitor."

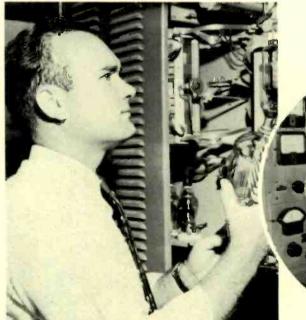
Assistant chief engineer, Don Oswalt, aided the chief engineer in the construction of the WKMH transmitters. He also joined WKMH when it was uncrated.



"We think Jerry Martin is one of the finest chief engineers in the business." For WKMH he has supervised the installation of two complete transmitters. All of the technical activities of the station come under Jerry's direction.



Engineer Jack Jones is one of the busy transmitter technicians. He is shown here cutting one of the many programs that are transcribed over WKMH daily.



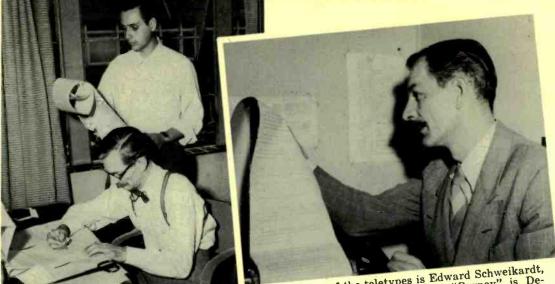
Another charter member of the WKMH staff is Matt Dumovich who joined the station after three years as technician in the United States Army Air Forces.



After servicing Sonar equipment in the Navy Harry Wingerter joined the staff of WKMH. He is shown here adjusting the phasing equipment which controls the station's four tower array.

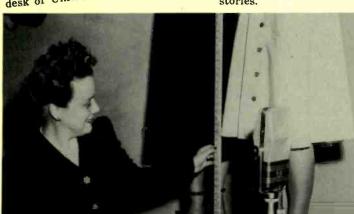
# tunon is shown

Local news editor, Paul Juntunen, is shown above locating the scene of an accident from which he has just returned. Paul spends the greater part of his day covering spends the news beats of Detroit and its environs the news beats of Detroit and its environs for his up-to-the-minute local news coverfor his up-to-the wire age. Paul came to WKMH from the wire editor's desk of United Press.



Here is a quiet corner of our news room. John Momeyer (top), junior news announcer, is consulting with news analyst, Edward Schweikardt, for interpretation of conflicting news stories.

At one of the teletypes is Edward Schweikardt, news editor of the station. "Barney" is Detroit's foremost news analyst and commentator. The troit's foremost news analyst and commentator. The troit's foremost news analyst and commentator. The troit's foremost news analyst and was heard in news editor of WGR, Buffalo and was heard in his analyses of the news twice daily over the Mutual Network. He is an authority on international affairs.



Here's the new look in radio programs. After 15 years of writing, producing and acting, Laura Marxer, joined the free lance ranks of radio drama in Boston. She is also a charter member of the WKMH club having presented a program on the air everyday except Sunday since the station started. She is the WKMH fashion editor and her chatty, human interest radio column "over the backyard fence" is a "must" with Detroit housewives.

Famous from coast to coast, Bess Wright is one of the country's foremost home economists. She has conducted cooking schools for large department stores in New York, Philadelphia, Chicago, St. Louis and other important cities. She invented and manufactured the famous "Simple Simon Pie Mix", maintains her own test kitchen "The Bess Wright Home Service Center", and is director of the WKMH Homemakers' Institute.



## News

News is important to WKMH because it is important to you. Realizing its responsibility to the listener, where news is concerned, WKMH has spared no effort in organizing the finest newsgathering talent and facilities in the country. The constant service of the leased wires of United Press and International News Service as well as the fulltime news-gathering staff, assures Detroit listeners competent and comprehensive coverage at all times. A news authority is always on watch in the news room of WKMH.

### HOMEMAKERS'

The WKMH Homemakers' Institute, under the direction of Bess Wright comprises a membership of 100 homemakers scattered throughout the entire Metropolitan Detroit area. Regular dinner meetings and frequent get to-gethers are held for these housewives by Bess Wright under the auspices of the station. Speakers and entertainment are provided and new nationally advertised food products are introduced to the members. They are Bess Wright's 100 "testers"—and, consequently, 100 voluntary saleswomen for WKMH advertisers.

## DETROIT LAND FAVORITES



Johnny Sadrack and His Orchestra comprise one of the many musical organizations which are favorites among Detroit land dancers and WKMH listeners.



Detroit women live by WKMH National advertisers live by Dorothy Daraday. A few of her products are shown above.



The fact that Barney
Schweikardt conducted
the network conducted
"Letters To program
would indicate his Son"
is seen children. Here he
indoby Fair" program
popular WKMH program
shown examining Guy, is
the model railro of
children. His interest in
thim to commend prompted
their efforts.

Originator of the Wheeling Steel program on the Mutual Network and "The Old Mill Wheel" program on NBC, Walter Patterson presents his "Songs and Patter" over WKMH.



BUSY STUDIOS MAKE WKMH THE LISTENABLE STATION



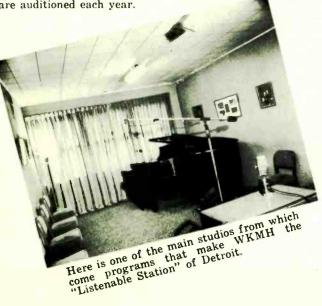
"Two Guys And A Gal". The Dannon trio, a regular WKMH presentation.

> A world of music is provided by the Round-the-World band every Sunday afternoon.



One of the outstanding programs for which WKMH has received awards is "Opinion unlimited." It is a must in Detroit's Sunday listening. Above shown in a typical program are (left to right): Edward Schweikardt, moderator; Richard Buller, producer; Ernest C. Harris, vice president of Federal Reserve bank. Dr. Samuel Levin, chairman of economics department of Wayne University; Burns Warden, director of Detroit Board of Commerce.







One is not enough! Bob Seymour interviews popular band leaders two at a time on his "Off The Record" show. Here you see Seymour interviewing Bob Chester and Charlie Spivak.

IN DETROIT M R BY WKMH

## FRIENDS OF THE FAMILY

Deep purple — A program of poetry, philosophy and music of the night, — and here is the producer in a pensive mood.

A station needs competent production. Here is the special events production staff of WKMH (left to right) Mitchell Jackimski, Nicholas Shustakewich, Julia Skustakewich and Larry Bruzzese.



She's the talk of the town—Kay McCoy and her Sunshine express. She chatters and platters through the brightest half hour of the morning and her program is beamed to the shut ins at home and in the hospital. Here she is interviewing shut ins in one of Detroit's hospitals. Everybody listens to Kay McCoy and that's the real McCoy.



Widely known fraternal editor, Walter W. Fuller, appears before the WKMH microphone each Sunday afternoon with his program "Fraternally Yours".



Studio "B"—The station's "work shop studio" from which you hear news, views and interviews.

Robin Seymour's fans gather daily in the studios of WKMH for his "Strictly Off The Record" program. Here are two of the girls, Barbara Clark and Angie Vaughan, as he autographs his latest record release—believe it or not—"Bobbin With Robin."

## "SName on the Detroit Range



American folk music is enjoyed by everyone. Johnny White and His Melody Knights provide many hours of happy listening.

Tim Doolittle, the famous squire of Pine Center, has traveled more than traveled more than a million miles entertaining at fairs and homecomings, and his air shows have been high spots in Motor high spots in Metro-politan Detroit radio politan Detroit radio since early in the 1930's. The daily mail bag proves his popularity with WKMH listeners.



National Network favorites, the Riders of the Purple Sage, ride on the Detroit range via the WKMH airways.



The Blue Grass drifter, Slim Hagerman, with his "Gee-Tar" tunes up each evening to bring you his inimitable songs from the Hills of Old Kentucky.



Buckeroos and we ain't steerin' you wrong.

## Where the Lions and the Tigers Plays

## NO MATTER WHERE - In



"Let's Get In Business Again." This was the theme behind the Merchants' Forum organized and presented by Station WKMH. The purpose was to stimulate and aid merchants in a progressive, merchandising approach to business—through radio. The speakers who addressed the Merchants' Forum were: Henry Ford II, president, Ford Motor Company; Clyde Bedell, prominent merchandising authority; Lee Hart, director of merchandising, National Association of Broadcasters. The meeting was acclaimed a success by executives of some of the country's largest merchandising firms and the national press news service.

Henry Ford II addressed the WKMH Merchants' Forum and made nationwide news when he, as president of the Ford Motor Company, announced that the company anticipated forty-three million dollars in increased wages for Ford workers. Mr. Ford emphasized that the country cannot provide a high standard of living for everybody "unless we settle down to hard work".



lished when WKMH became the first fulltime station to enter the Detroit area in 17 years and the Federal communications commission, for the first time in its history, authorized a station, in this case WKMH to move its transmitter overnight and switch to a new frequency simultane-ously. The success of this venture, watched closely by the Federal communications Commission, probably will permit other radio stations throughout the United States to follow this procedure. Mayor Orville L. Hubbard aroused himself, along with WKMH general manager, Fred Knorr, at the early hour of 6:30 a.m., to throw the switch at the transmitter that gave Detroit radio dials the new look when the station changed frequency to 1310 kc and began fulltime operation.



In an exclusive radio broadcast WKMH covered the Henry Ford birthday memorial program and presented one and a half hours of music beginning with a thirty minute program, from the Martha-Mary Chapel at Greenfield Village, featuring the voices of the children of the Edison Institute. Above is a view of the final sixty minute program broadcast from Ford Field before several thousand spectators, including Mrs. Henry Ford.

#### WKMH GOES PLACES

#### Detroit - WKMH IS THERE



We are proud of the Ernie Pyle award which was presented to WKMH by the VFW for outstanding public service. The story behind the headlines follows: Little "Jackie" Puchaczewicz was critically burned. After spending all their available funds the parents were faced with the problem of selling their home when the VFW, assisted by WKMH, held a dance and raised over four thousand dollars. Jackie's parents were not forced to sell their home.





"Something For The Girls" is a new type of quiz radio program. There's lots of fun for everyone when Freddy Fisher and Bob Cordell take their roving microphones into Meyer's Seafood Restaurant.



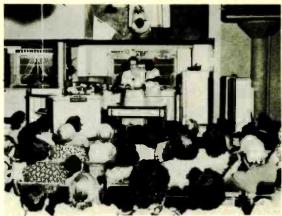
Each week day morning Fred Fisher greets the girls on the Treasure Chest program. Groceries galore are given away by Freddy. This program originates in different grocery stores throughout Metropolitan Detroit. The girls are always waiting — and — "Ready for Freddy".

#### WKMH GETS AROUND





Handsome Jim Brown interviews the passers-by on his daily "Man On The Street" program. Producer is Dick Buller.



Bess Wright packs them in at her modern "Cooking School Of The Air" in the People's Outfitting Company Auditorium.





The girls wear funny are also invited as invited as invited as invited as invited as invited as invited invited as invited as invited as invited invi

#### IN THE PUBLIC INTEREST OF 3,000,000 PEOPLE



Chuck Kalb, chief of recreation and athletics of one of tion and athletics of one of the country's largest veter-ans' hospitals, is here pre-sented a radio by a repre-sentative of the VFW, while a veteran just released from the hospital, looks on. Chuck Kalb conducts a daily "G. I. Request Review."

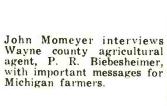
> A weekly public health program is presented by WKMH. Shown here in a typical broadcast are representatives of the health and recreation department headed by Dr. Edward F. Fisher.





"Tell It To Your Family" is the weekly Social Security program presented over WKMH under the direction of Robert G. Mish.

Fred Pardon tells about "jobs available" and offers assistance to job seekers.



"On My Honor I Will Try To Do My Duty" and the Girl Scouts do their duty on WKMH every Saturday





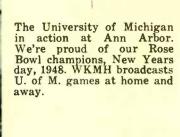
Opening night under the lights at Briggs Stadium, home of the Detroit Tigers.

A close play at third. Another win for the Tigers at Briggs Stadium.



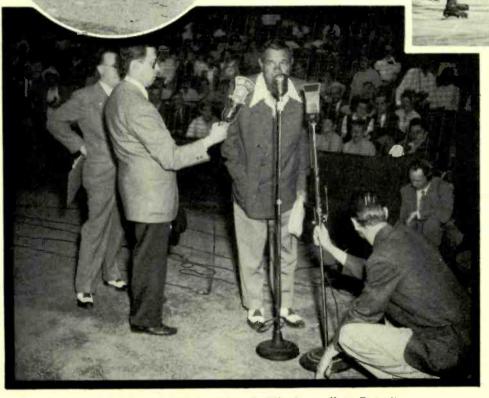


Stanley Cups aplenty in Detroit with the Red Wings.



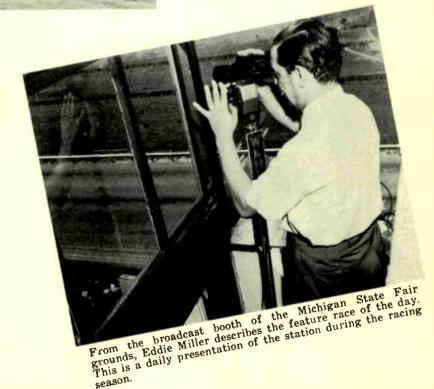


Ted Husing broadcasts the outstanding football game of the week over WKMH.



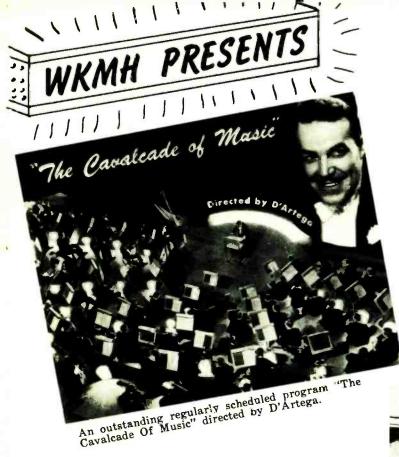
Mr. Baseball, the kids best friend, bids farewell to Detroit.

(An exclusive on WKMH)



season.

www.americanradiohistory.com





Frankie Carie, his piano and his orchestra, featured on the Parade of Bands.



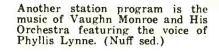
A real friend of WKMH, Tommy Dorsey visits the station during his trips to Detroit. His program is heard regularly.



Back again! An exclusive in Detroit—the original and perhaps the most generally popular daily radio drama, Myrt and Marge. They are heard daily on WKMH, at 10:30 a.m.



Five against the problems of the nation. The Wigglesworth's solve them in a humorous, down-to-earth manner every Sunday afternoon. Another WKMH exclusive.

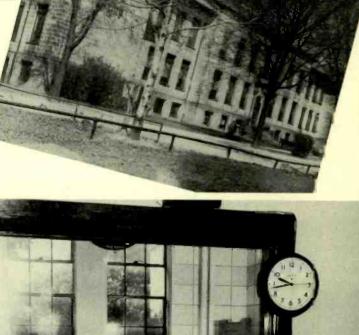






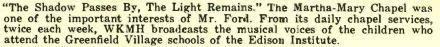
Through its close cooperation with universities and schools in south-eastern Michigan, WKMH has presented outstanding features of every major educational institution. America today needs education—the proper type of education—and therefore, WKMH places its microphones at the disposal of all educational institutions who today are building for a better America.





Another of Michigan's cutstanding educations in the University plays a part in the programming of







The Fordson high school studios were expecially built for WKMH broadcasts. Above, a view of the control room and one of the studios.



The spires of the churches of Detroit hold high the need of religion in the American community. Radio station WKMH holds high its responsibility to the integral part religion plays in its daily program schedule. In a belief that all religions should have equal representation WKMH presents programs throughout its entire broadcast week on which are featured the accepted religious churches in the area.

Father Stanley Borucki, associate editor of the Michigan Catholic News, presents a regular weekly scheduled news cast over the station.



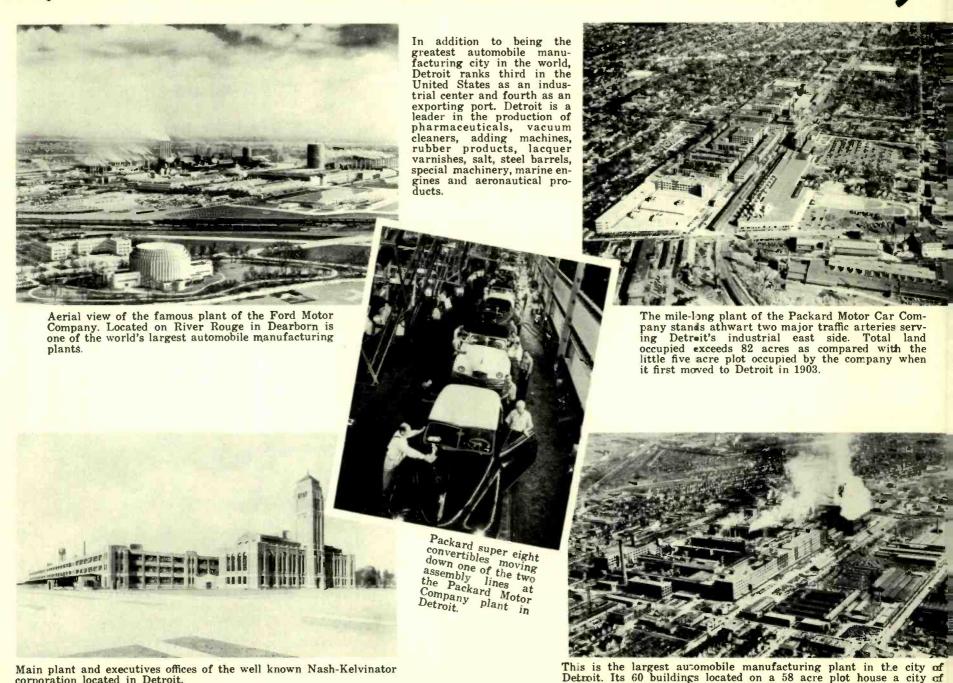


Symbolic of religion is the Martha-Mary chapel in beautiful Greenfield Village where thousands of travelers from all over the world gather to worship annually.



Here is a typical broadcast scene of the program "Thoughts For The Day." This is a daily program of varied sects and is produced by the station in cooperation with the Ministerial Association.

## DETROIT - Hub of the Automotive Industry

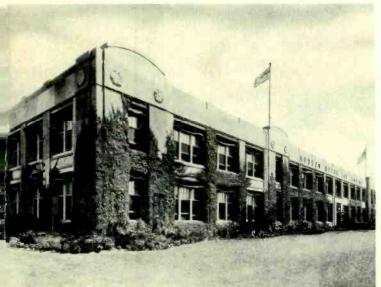


25.000 employees. In it are manufactured Dodge passenger cars and many of the parts and sub-assemblies used by Plymouths, Dodges,

DeSotos and Chryslers.

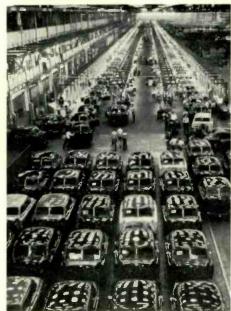
corporation located in Detroit.

## Fourth Largest City in the World



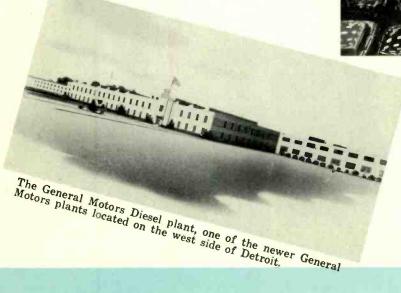
The Administrative Building of the Hudson Motor Car Company in Detroit. In the extensive plants adjoining, Hudson—"The Car Of Tomorrow Being Built Today," is manufactured.

Shown are "body trim" lines of the Kaiser-Frazer corporation at Willow Run, near Detroit.





In the plant at Willow Run, the largest automobile manufacturing plant in the world under one roof, Kaiser and Frazer passenger cars are produced.







The interior of Thomas Alva Edison's laboratory transplanted from its original site at Menlo Park, New Jersey. It was here Edison produced the first practical incadescent lamp. The first phonograph, along with numerous other inventions, including the microphone and telephone transmitter, were developed in this building.

Grouped in this priceless, historic photograph, are three of our country's leading men: Thomas Alva Edison, of whom Henry Ford said, "He was our greatest American," (In derby hat and with cane); Herbert Hoover, ex-president of the United States (center foreground), and Henry Ford (right foreground).



About Greenfield Village, its founder, Henry Ford wrote: "When we are through we shall have reproduced life as lived; and that, I think, is the apart of our history and tradipolation for by looking at things way they lived, a better and truer impression can be gained to freading—even if there were facilities to discover the minute details of the older life."



The museum (top above) of the Edison Institute is really a textbook of human and technical history. The front buildings which the visitor sees as he approaches the museum are architectural reproductions of Independence Hall, Congress Hall, and the Old City Hall of Philadelphia. In this world famous structure are five general groups of exhibits: fine arts; architecture; household arts; manufacturing and power; and transportation. The main exhibition hall alone covers approximately eight acres. (Just above)—The transportation section is shown.



Above a historic photograph showing Orville Wright, who manufactured the first airplane, looking over some construction prints with Henry Ford (right).



The first Ford car.

### \*GREENFIELD VILLAGE IS A PRESERVATION FOR THE FUTURE OF THE DEVELOPMENT OF AMERICAN CUSTOMS AND INSTITUTIONS."



Here children of the Greenfield schools system are dancing on the "Green" in front of the chapel of Martha-Mary, on the "Green" in front of the chapel of The bricks in named for the mothers of Mr. and Mrs. Ford. The bell in the tower was cast by Paul Revere, Jr. Mrs. Ford. The bell in the tower was cast by Paul Revere, Jr.



Shown is a portion of the Stephen Foster birthplace built in 1815, transplanted to Greenfield Village. On the lagoon is a famous old stern paddle-wheeler, "Suwanee."



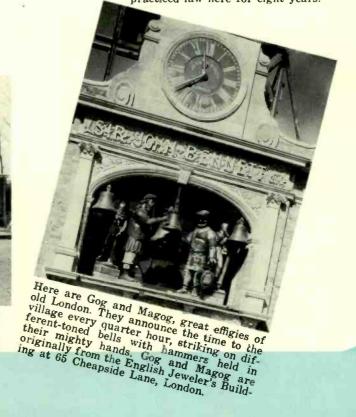
The Logan county courthouse from Illinois was erected in 1840. When a young man, Abraham Lincoln practiced law here for eight years.



The Noah Webster house was the home of the great American lexicographer while he compiled his dictionary. It stood on the campus of Yale University from its erection in 1822 until its removal\_in 1937.



Typical of the some 3000 visitors who each day come to Greenfield Village from all corners of the earth is this gentleman from Alaska, whose sledge (temporarily on wheels) is being pulled by a team of "huskies."



Photographs on these two pages and the aerial view of Greenfield Village on the inner front cover were furnished us by the Edison Institute.

# FAMOUS-SCENIC SCENIC DETROIT DETROIT POPULATION ALMOST 2,000,000



The Ambassador Bridge connects Detroit with Windsor, Ontario, and is symbolic of the close and friendly link that exists between the U.S. and its neighbor, Canada.

The Detroit Symphony Orchestra. Dr. Carl Krueger, is its music director and conductor. Valter Poole, is assistant conductor.





Beautiful Belle Isle
park in the Detroit
park in its 1000 acres
river. In its 1000 acres
are bathing and boatare facilities, the zooing facilities, an
logical gardens, an
logical gardens, an
aquarium and conservaquarium and the symatory, and the symphony shell.



Entrance to the Alger Branch Museum of the Detroit Institute of Arts.



Many types of small boats are riding at anchor in the Detroit river at the Detroit Yacht Club.



Bengal Tigers in a reproduction of their native habitat at the Detroit zoo-one of the largest in the country.



Dearborn Inn, erected by Henry Ford and one of the country's most famous hostelries, is located in a picturesque setting just a short distance from Greenfield Village.



Looking across the beautiful Greensward of the Dearborn Country Club.

#### The Favorite Spot On Your Dial

55	60 70		90	100 110 12	20 130 140	150 160
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