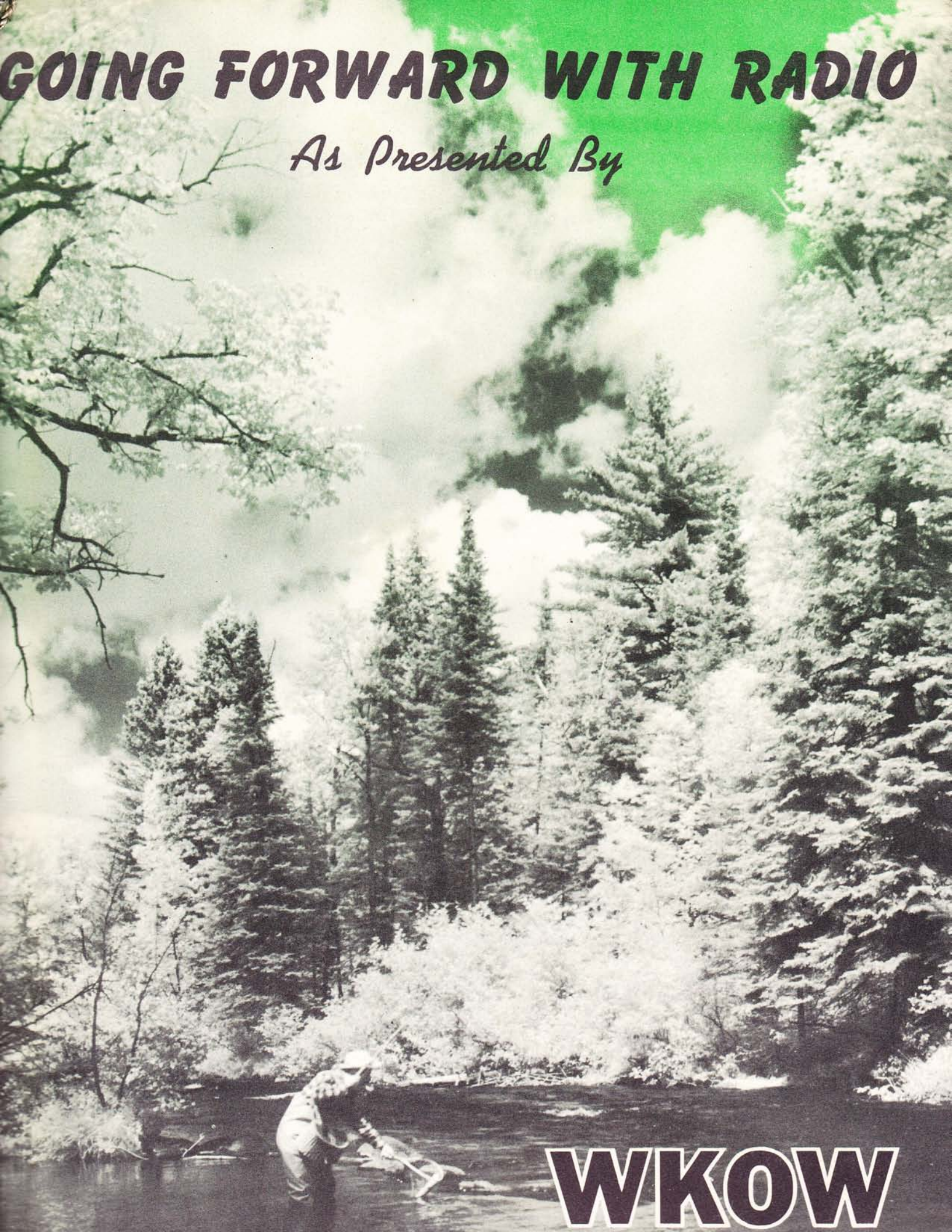


GOING FORWARD WITH RADIO

As Presented By



WKOW



Compliments of:

*Essie's Market
Princeton
Ill.*

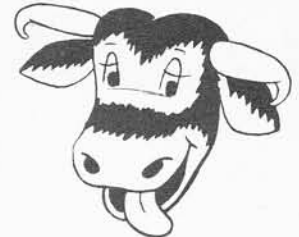
253

A Message from . . .



Harry H. Packard
General Manager
of
WKOW

WKOW



1070

"The staff and management at Radio Station WKOW are proud of the immediate response we have been given here in Wisconsin. WKOW has already become a part of this community and of this State. We recognize as a pleasant task our obligation to supply the best in entertainment and to keep you informed of all community, State and regional activities. It is our purpose, in the operation of WKOW, to reflect your desires and to broadcast in accordance with the highest traditions of the radio industry. We sincerely hope that this album will further personalize friendship between WKOW and our listeners."

The Management of the



Above: **Stewart Watson**
President



Above: **E. Bacon Rundell**

WKOW



Left: **Emil Lieberman, Jr.**

Below: **Walter A. Lipke**

Below: **E. C. Severson**



Monona Broadcasting Company



Above: **Kenneth W. Dillon**
Program Director



Above: **Michael Hinn**
News and Special
Events Director



Left: **Bill Wagner**
Production Director

Above: **V. A. Vanderheiden**
Chief Engineer

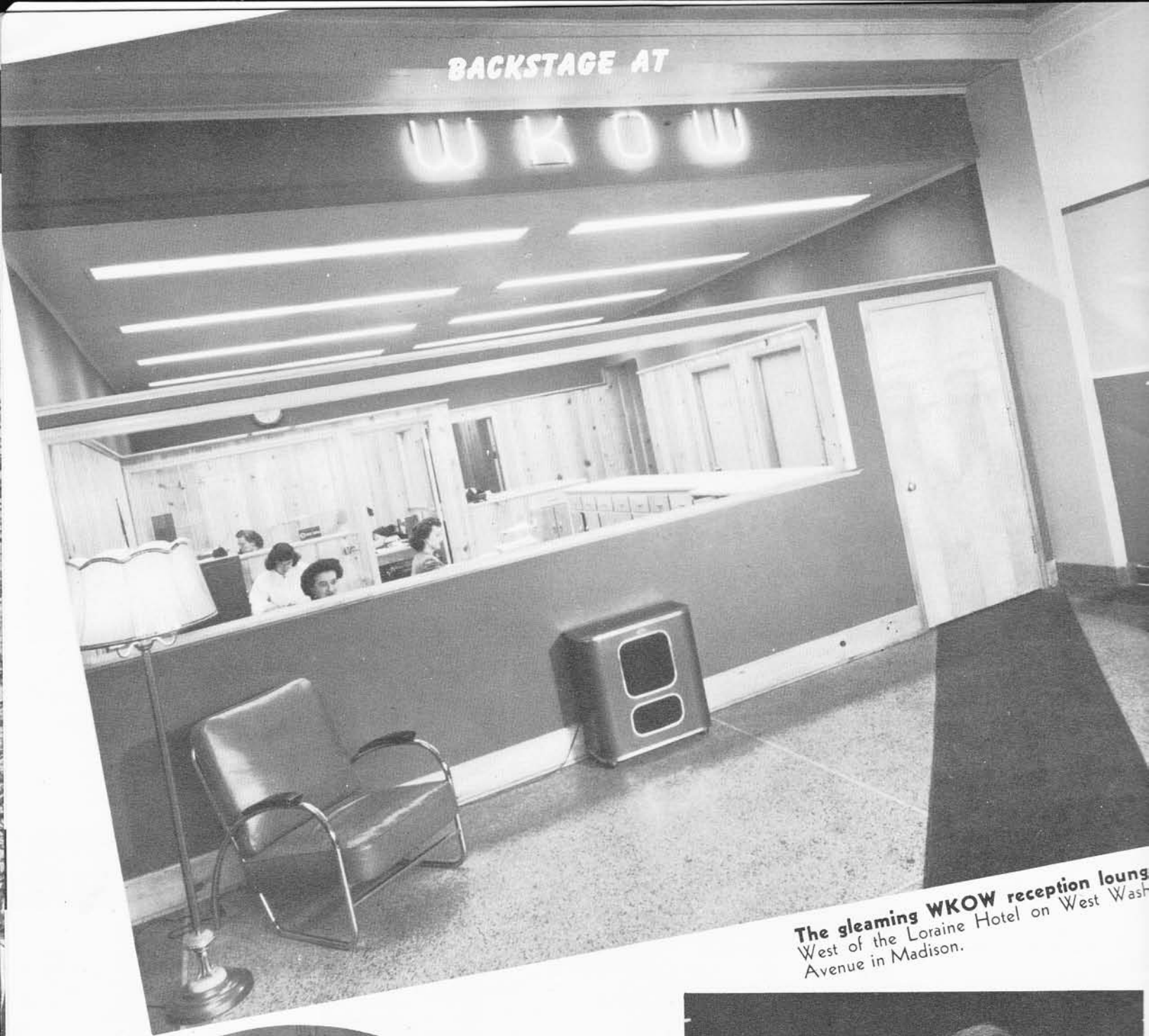


Below: **Jerry Bamberger**
Public Relations Director



BACKSTAGE AT

WKOW



The gleaming WKOW reception lounge
West of the Loraine Hotel on West Wash
Avenue in Madison.



Jeanette Burch
Office Manager



Ray Streeter
Chief Announcer

WKOW



1070

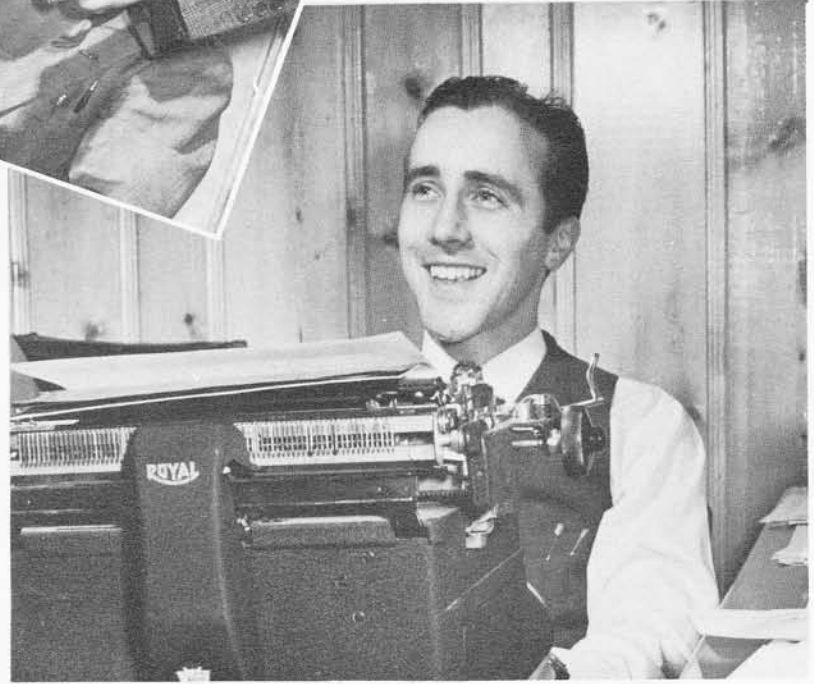


Sales Department

Left to right: Harlow Chamberlin, Jack Severson and Harold Jensen.



Paul Lowrey:
Bookkeeper



Richard Nickeson:
Continuity Department



Jerry Blake:
Music Director



Elizabeth Davenport:
Receptionist

Lou Ann Hamilton:
Secretary



THE STUDIO ROUND



The Canadian Cowgirl, Hellen Diller

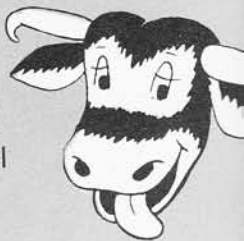


Above: Uncle Ray Streeter, Bill Wagner, Producer



The Trail Riders, Betty, Bob, Eve and Gil

WKOW



1070

UP AND GANG...



WKOW

1070

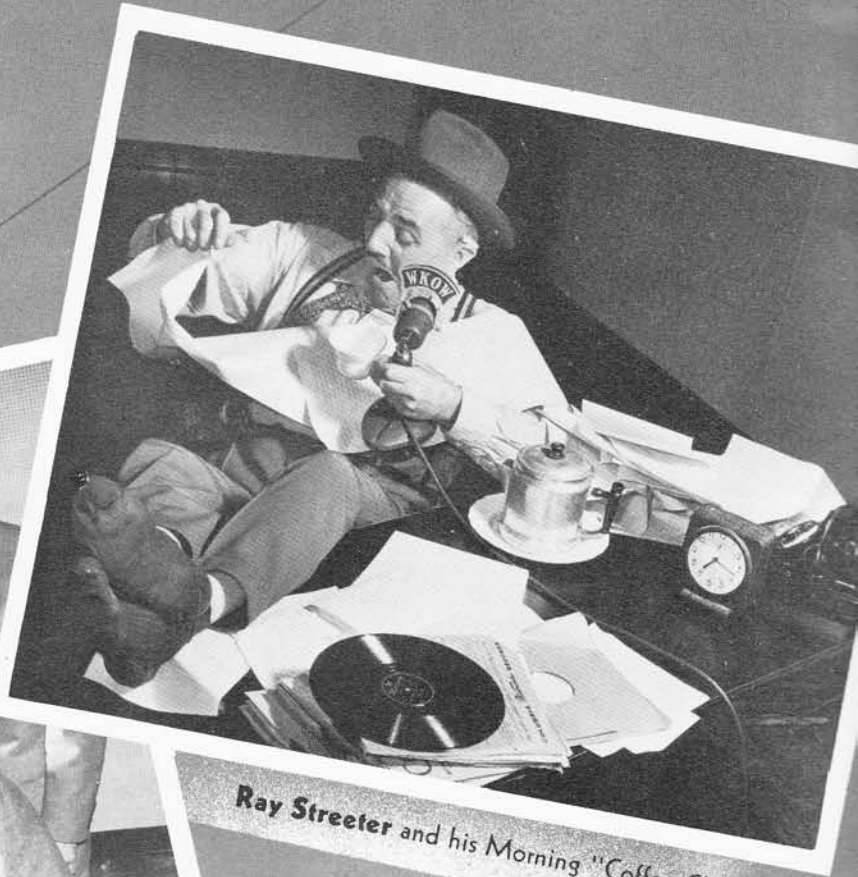


Jack Schermerhorn, Stand-by Announcer.
Songs to Remember—"Ray & Tex"

FROM THE ST



Above: **Bob Earle's** Moonlight Serenade.
Guest Stars, the "Honeydreamers."



Ray Streeter and his Morning "Coffee Club"



Right:
Pat Heron and his Harmony House.

IOS OF WKOW



The Jerry Blake Show



Baritone Pat Herson, a WKOW regular



Don Sinaiko Sings

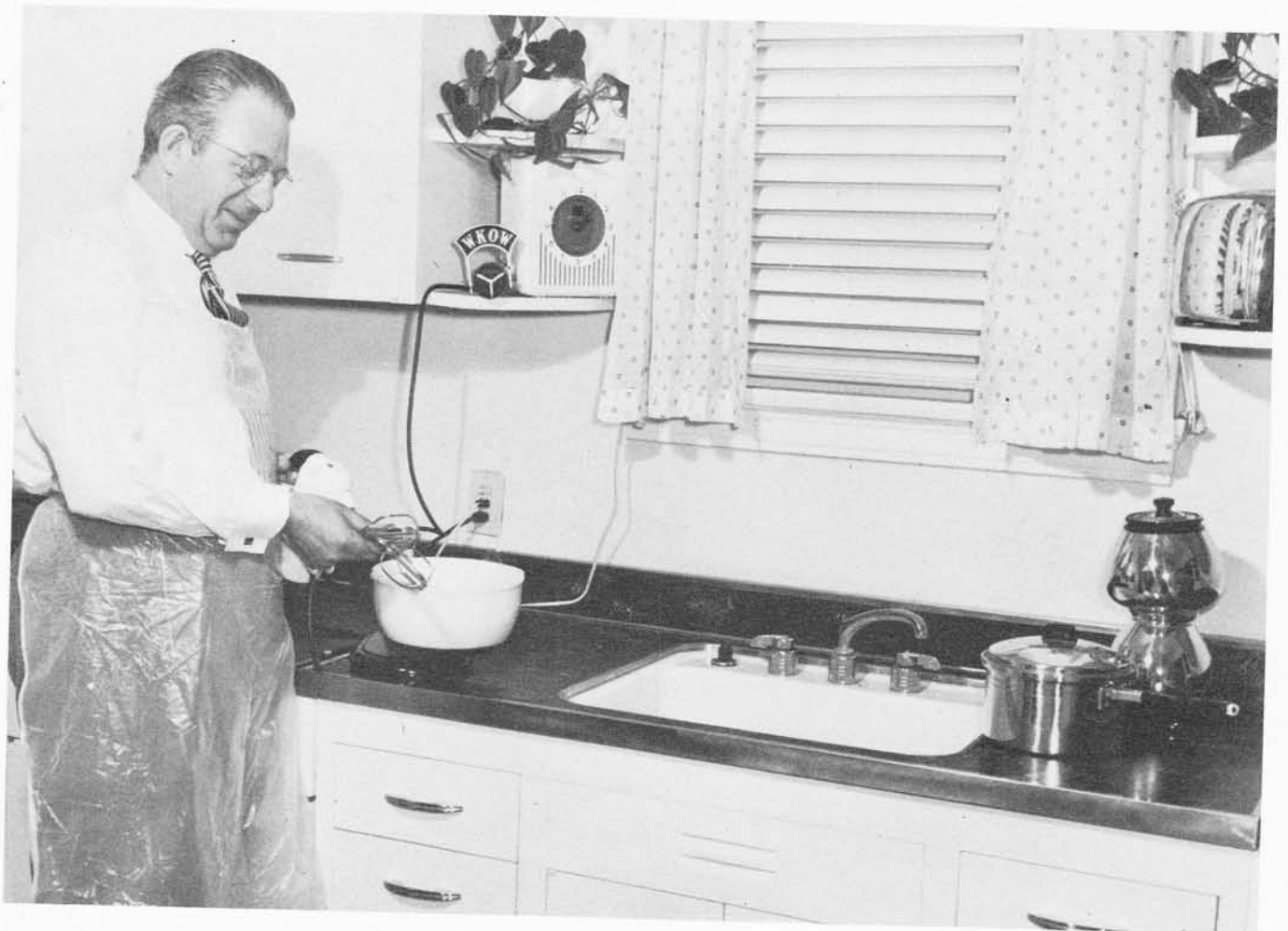


Bob Earle and Ray Streeter, "The Man on the Street".

THE WOMEN'S ANGLE...



Esther Hotton presents "A Woman's World". At left, Esther interviews one of Madison's most charming models; Above, a celebrated author.

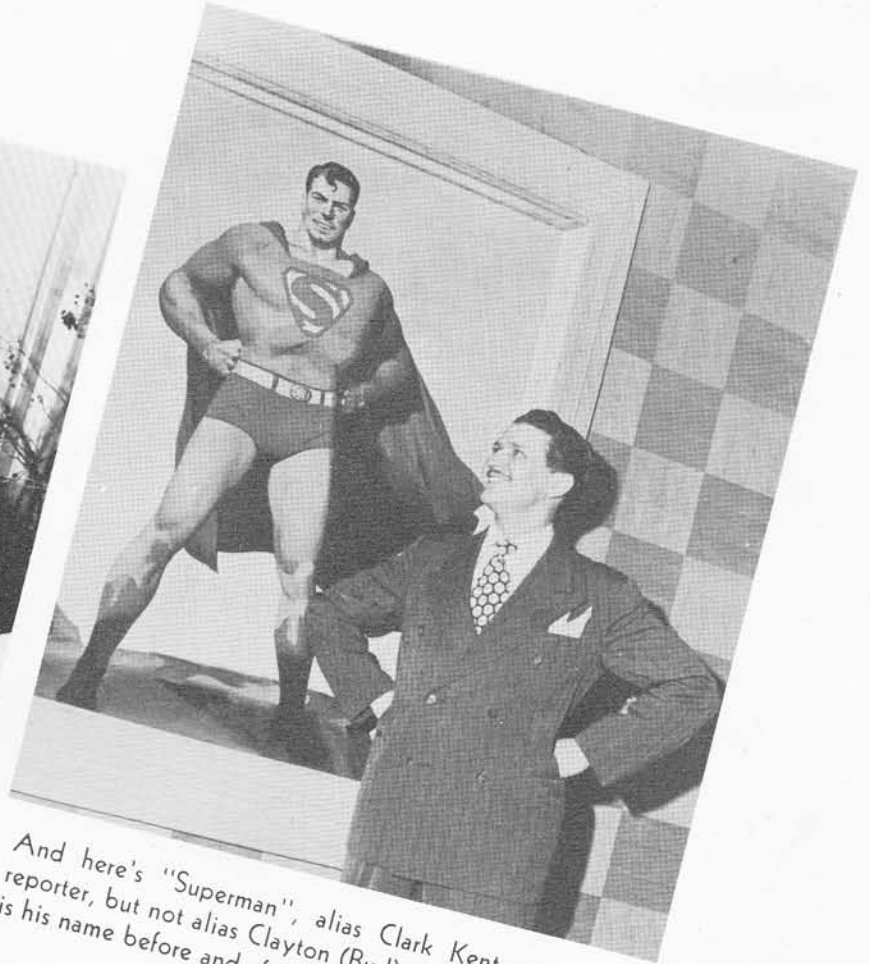


Harry Hussell performs some "Kitchen Magic".

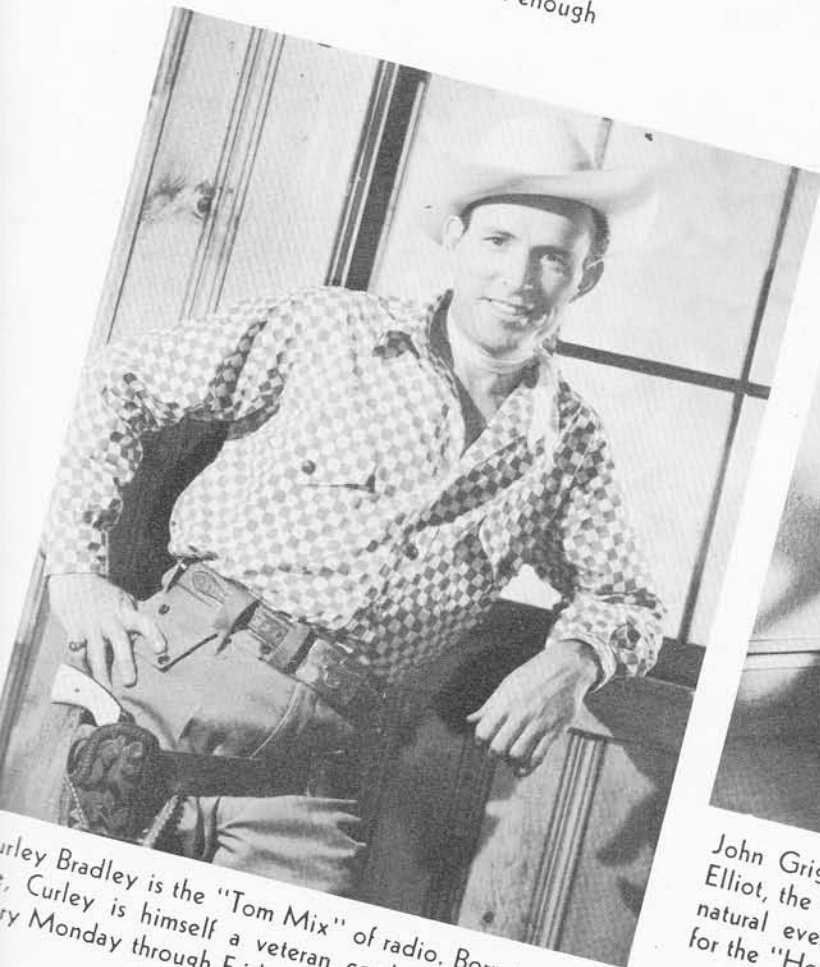
THE CHILDRENS' ANGLE . . .



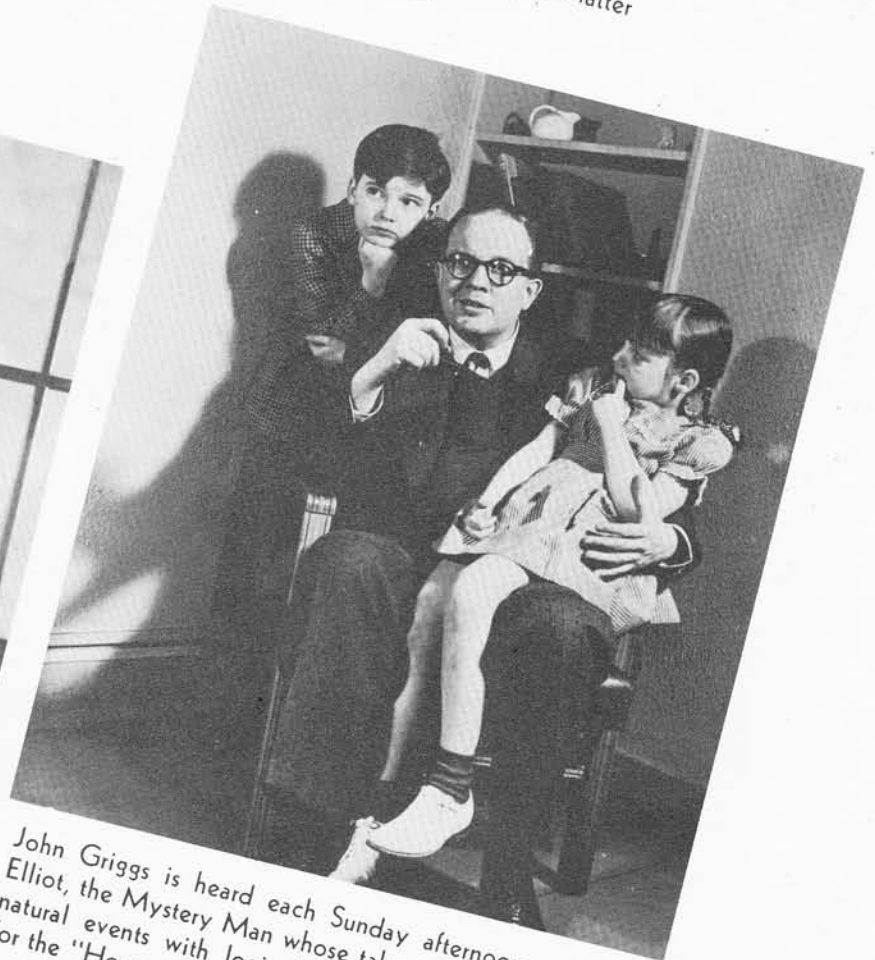
The demand upon Jack Barry's powers and resources, running the WKOW-MBS "Juvenile Jury" show, is enough to get the best of us down.



And here's "Superman", alias Clark Kent, newspaper reporter, but not alias Clayton (Bud) Collyer, which latter is his name before and after his air time.



Curley Bradley is the "Tom Mix" of radio. Born to ranch life, Curley is himself a veteran cowboy. He is heard every Monday through Friday over WKOW and Mutual.



John Griggs is heard each Sunday afternoon as Roger Elliot, the Mystery Man whose tales of wierd and supernatural events with logical explanations form the basis for the "House of Mystery".

FIRST IN COVERAGE

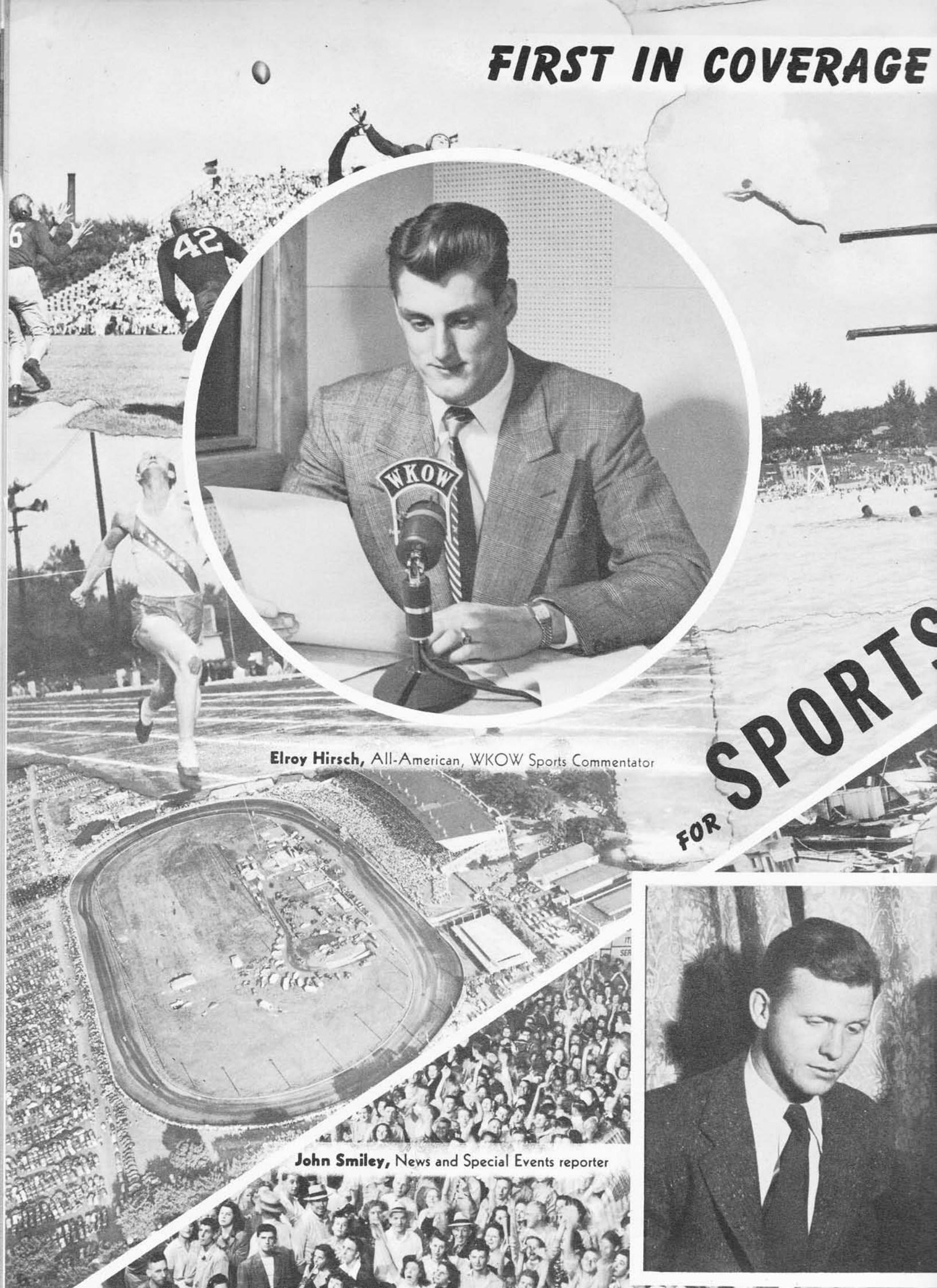


Elroy Hirsch, All-American, WKOW Sports Commentator

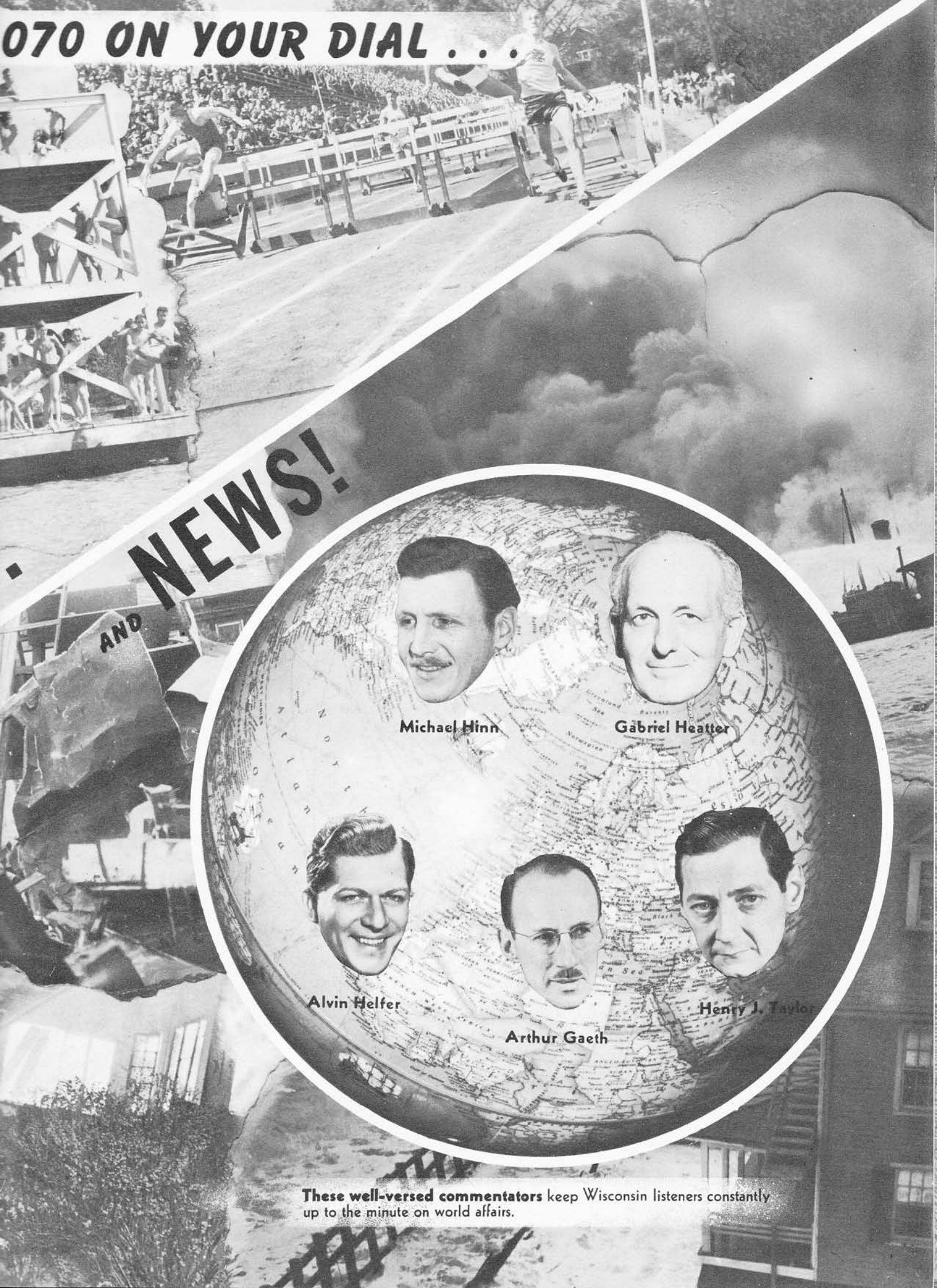
FOR SPORTS



John Smiley, News and Special Events reporter



070 ON YOUR DIAL . . .



NEWS!

AND



Michael Hinn



Gabriel Heatter



Alvin Helfer



Arthur Gaeth



Henry J. Taylor

These well-versed commentators keep Wisconsin listeners constantly up to the minute on world affairs.

MUTUAL STA



Cal Tinney on
"Stop Me If You've Heard This."



"The Shadow."



Jack Bailey on
"Queen For A Day."



Adams, Fadiman and Kieran on
"Information Please."



"John Shuttleworth" on
"True Detective Mysteries."



Billy Rose



Benay Venuta on
"Keeping Up With The Kid"



"Belinda Boyd" on
"Those Websters."



Fred VanDeventer on
"Twenty Questions."



ON WKOW

"Nick" and "Charlotte Manson" on
"Nick Carter, Master Detective."



Barbara LaFrandre on
"Chicago Theater of the Air."



Burl Ives



Henry LaCossitt on
"Opinion-Aire."



Ray Bloch.



John Stanley as
"Sherlock Holmes"



Kate Smith.



Win Elliot on
"Quick As A Flash."



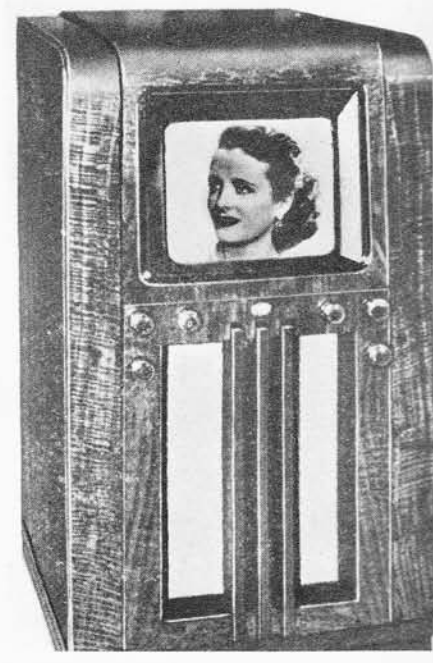
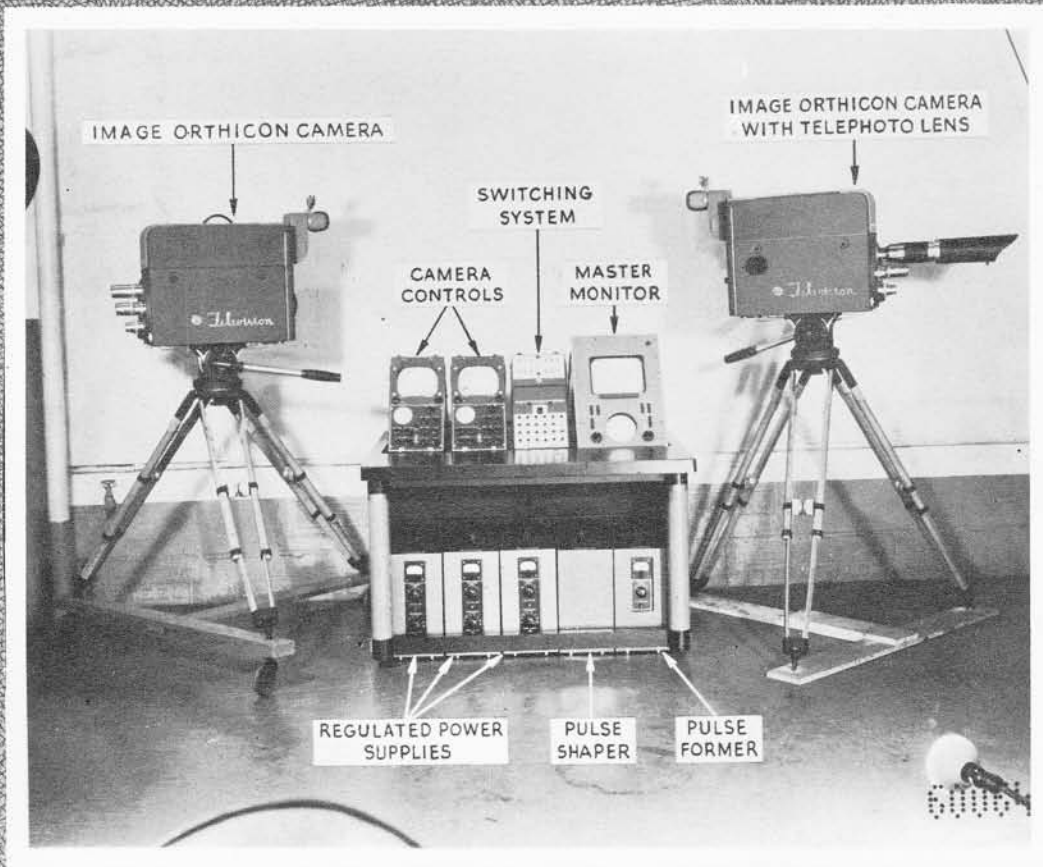
Ben Alexander on
"Heart's Desire."



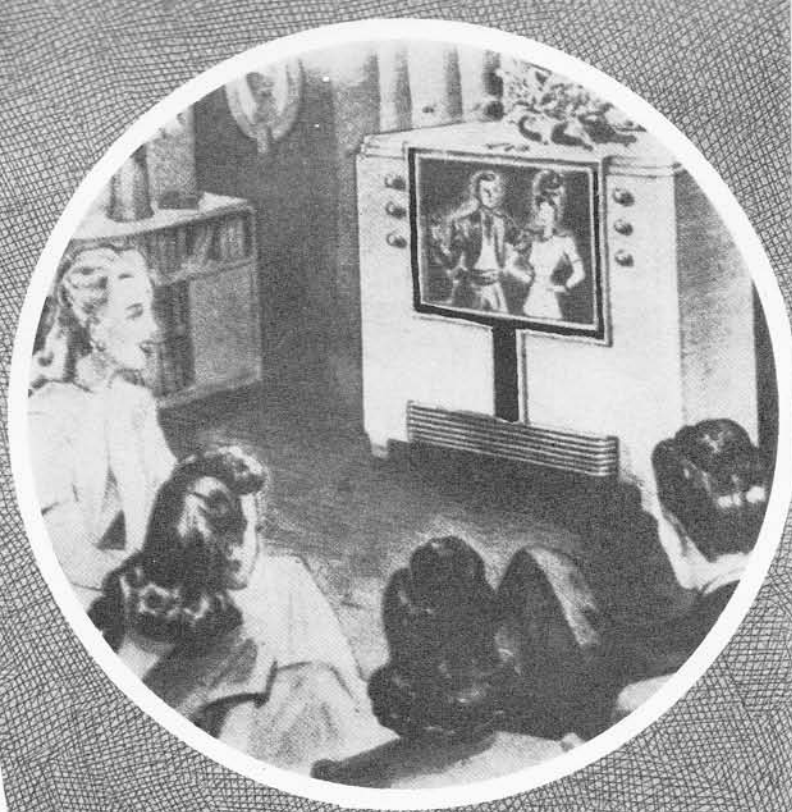
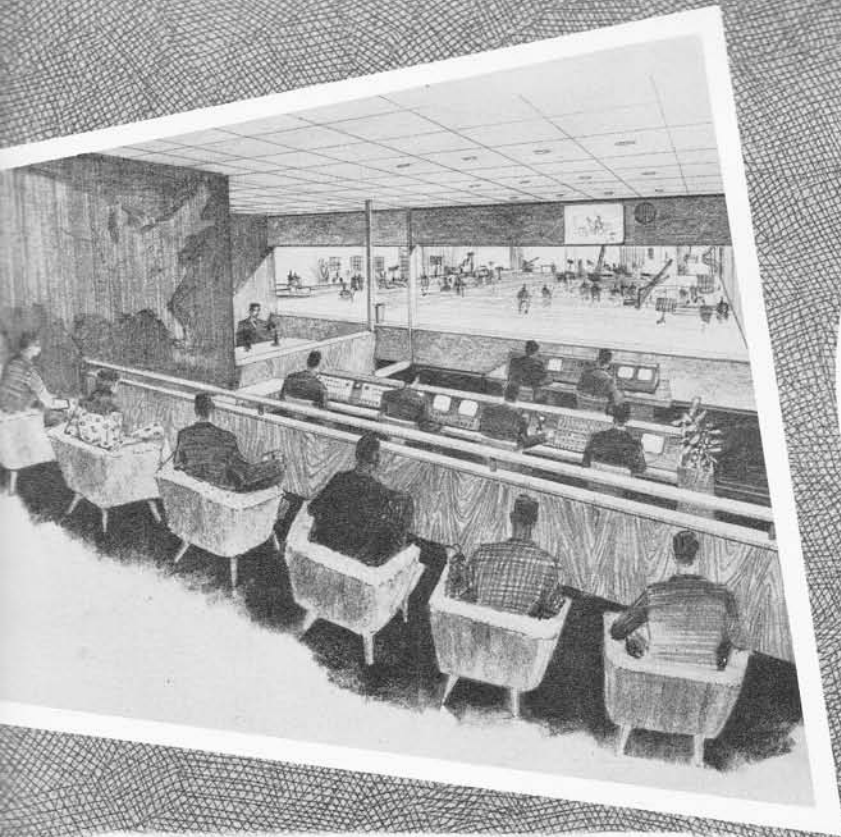
Television



Here is an artist's sketch of a television studio control room. Various operating functions in each of these rooms will be tied one behind the other for optimum visual, aural and video supervision.



Left: A few of the more important pieces of equipment used in today's Telecasting.



This is an artist's sketch of one of the main studios (looking towards its control room) in one of the Nation's largest television studio plants.

In 1947, after many difficult and gruelling years of research, television sets began to roll off assembly lines and into American homes; applications for video stations swamped the Federal Communications Commission. In the first months of 1948 the manufacture of sets began to mount and station after station took to the air-waves and brought to radio audiences all over the Nation the long-awaited miracle!

Today there are just 22 Television Stations in this country and over a quarter of a million receiving sets. And those figures are, day by day, mounting by leaps and bounds.

Television — only a dream yesterday — has at last become a reality!



Remote equipment, like that pictured above, is now being used to bring television audiences play-by-play accounts of the Nation's most important sporting events.

THE
10,000
WATT TRANSMITTER
of
WKOW

TECHNICALLY

... WISCONSIN'S MOST POWERFUL!



Ed Mohr and a portion of the Control Panel of the WKOW Transmitter.



Hale Blakely at the Transmitter Control Console.

SPEAKING...



Chet Kuharski "cues in" a Transcription.



Bob Wickhem transcribes a show from the Mutual Network to be aired later.



Carson Young makes minor repairs on the studio console.



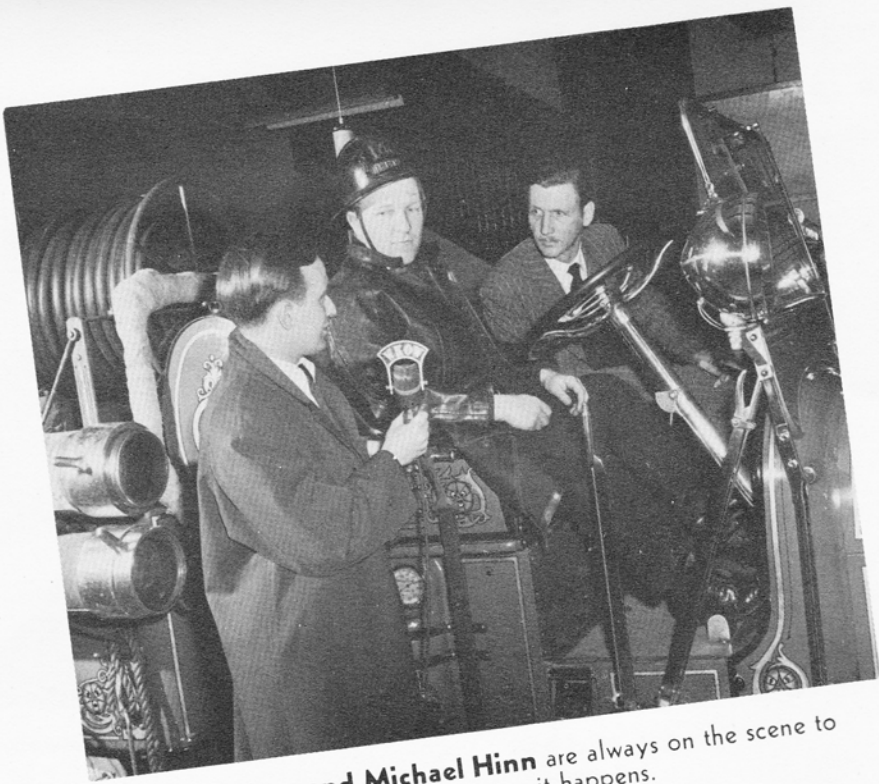
Kenneth Moore watches the transmitter volume indicator.



Bill Brooks checks modulation with the transmitter.



Bob Ottum at a remote broadcast.



WKOW IN THE PUBLIC INTEREST

Bob Lindsay and Michael Hinn are always on the scene to bring WKOW listeners the news as it happens.

Michael Hinn interviews Police Chief McCormick and Detective Captain Milsted.

WKOW covers all types of Special Events . . . Rosema Keefer, keynote speaker at local retailers convention.





WKOW serves the public interest in Armed Forces recruiting.

Reporter **Bob Lindsay** takes the **WKOW** microphone into Madison's popular Community Center.

Colonel Matthews, Commandant of the R.O.T.C. at the University of Wisconsin, introduces the King and Queen of the Military Ball to **WKOW** listeners.





THE VOICE OF AMERICA'S DAIRYLAND

... brings on-the-spot news and helpful hints of interest to its rural audience. At left, Lee Edwards, WKOW's roving farm reporter, talks with a Wisconsin farmer.



OSCAR RENNEBOHM
ACTING GOVERNOR

STATE OF WISCONSIN
EXECUTIVE OFFICE
MADISON



March 31, 1948

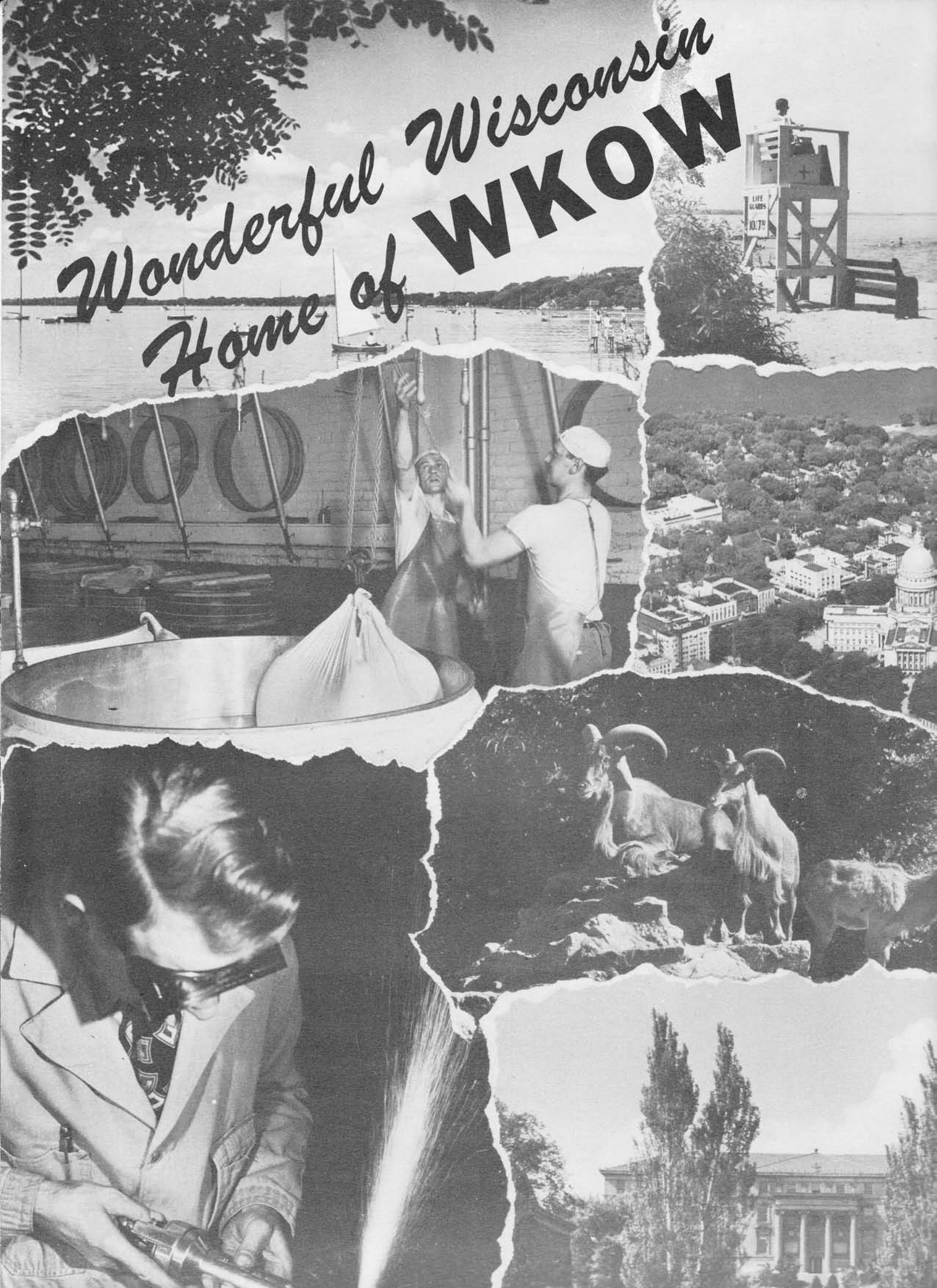
It is a pleasure to welcome WKOW to the ranks of Wisconsin radio stations. Here in the Badger State radio has played an increasingly important part in promoting the general welfare of all our citizens. This important medium of communication has been an invaluable aid in furthering the distinctive Wisconsin idea of service to all.

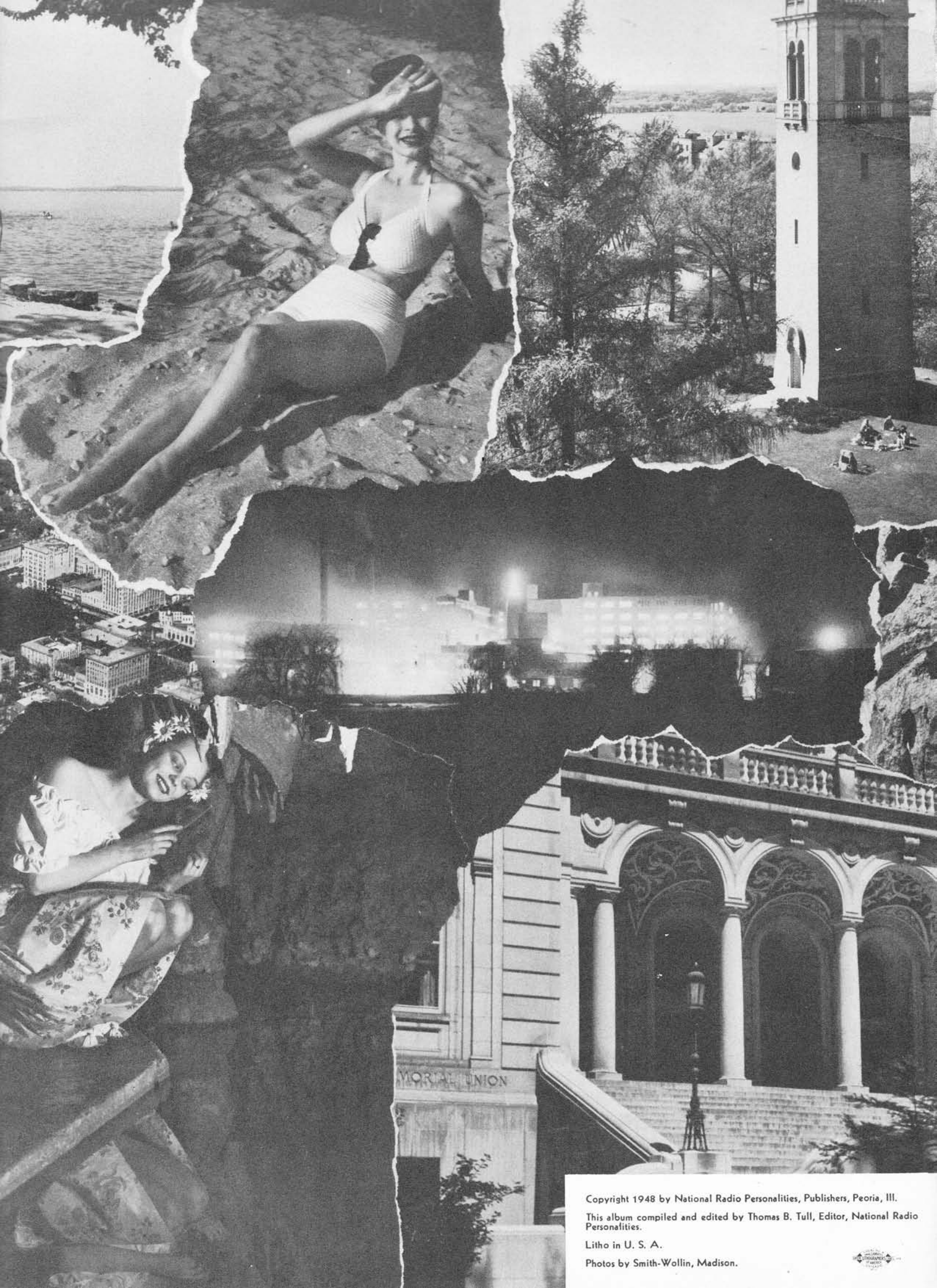
Radio Station WKOW has the power to reach a vast audience in the heart of America's Dairyland. I congratulate those persons responsible for the operation and management of WKOW who have given the people of Wisconsin this democratic instrument of public information and public service.


Governor



Wonderful Wisconsin
Home of **WKOW**





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



WKOW



WISCONSIN'S MOST POWERFUL STATION