

Ten Happy Years in Lafayette



WASK

A M
F M
T V

LODDE'S JEWELRY STORE

Established since 1884

419 Main St.

Lafayette, Ind.

**O. E.
Richardson**

**President
and
Owner**



O. E. Richardson, President and owner of WASK and WFAM-FM, was born in Hartford, Kentucky. He graduated from the University of Kentucky in 1921 with a degree in Mining Engineering. He started his business career with Western Electric as an engineer on machine switching (dial telephone). In 1924 "O. E." became radio sales engineer in New York City for Western Electric Graybar. He sold and supervised installation of the leading radio stations in the USA until May 1937. At this time he decided to purchase an interest in Radio Station WHIP, at that time a Chicago-Hammond radio station, and WWAE, now called WJOB, in Hammond. In 1940 he became President and General Manager of the South Shore Broadcasting Corporation in Hammond, Indiana. In 1941 he purchased interest in WFAM in South Bend with the provision that the station be moved to Lafayette, which is now known as WASK. In 1947 he acquired all of the stock of WASK and moved to Lafayette. In that same year he established Radio Station WIMS in Michigan City. In 1950 he sold his interest in Radio Station WIMS to devote his entire time to WASK. "O. E." has been active in the Radio Pioneer Club and has served as a director of the Indiana Broadcasters Association. He is married and lives in West Lafayette. He enjoys fishing and talking a good game of golf.

congratulations

WASK

**on your 10th
anniversary!**



Fourth Avenue Amusement Company

Operating Mars-Luna-Lafayette Theatres — East Side-West Side Drive-Ins

A BIT OF THE PAST

AND A LOOK TO THE FUTURE . . .

This year we celebrate our tenth anniversary in Lafayette. Our success in these years has been due largely to you, our faithful listeners. Our operation and planning has not always been pleasant with one world-wide war, a flood that inundated our transmitter, a drastic fire which destroyed our entire studios, and now another world-wide disturbance threatening our very liberty and freedom. In spite of all this we have kept you abreast of local, state and national news, sports and music.

Our operations started on March 23, 1942 with small studios in the Wallace Building and transmitter and antenna in the Wabash Valley along Route 43, West Lafayette. Our antenna was too close to the hills of West Lafayette for good coverage, and only 175 feet high, which was too short. In the spring of 1943, a flood in the Wabash River put us out of commission for two whole weeks. We then planned to leave the banks of the Wabash with our transmitting plant and antenna system and move to higher ground with more land for future expansion. Since moving our transmitter and erecting a 400 foot tower required approval of the Federal Communications Commission, it took 3 years to get located at our new plant on McCarty Lane, with a modern building and ten acres of land. In 1947 we applied for and obtained WFAM, our FM Station. It appeared both to us and to the Federal Communications Commission that FM would replace AM in the not too far future. This proved erroneous as everyone now knows.

In the spring of 1949, we built six modern air conditioned studios with suitable offices in the Wallace Building and began to program WASK and WFAM separately. We felt at the time that our studios were the finest and most modern in the State. Our new set-up lasted only four months and twenty-two days, when on the morning of October 22, 1949, a disastrous fire destroyed the entire top floor of the Wallace Building and we again had to start to build from scratch. We anticipated television in the not too far future, so we built a new modern building at our transmitter site on McCarty Lane. We moved into our new studios on February 12, 1950. Our planning must have been good for now, as you well see, we are entering the field of television as soon as the FCC's freeze on TV is lifted. We have placed an order for the latest and finest television equipment produced by Radio Corporation of America, (the world's largest manufacturer) pending the grant of our application now on file at the Federal Communications Commission in Washington. Upon the granting of said application, installation will start immediately, and be completed with all possible speed. Ours will be a new and modern television station, capable of producing local, regional and national programs. Television will be an added service to Lafayette, not a replacing one for radio. Radio and Television working together will offer to our public the greatest service for education, enlightenment and entertainment known to science today. Never will our cherished freedom, honorably, and at great sacrifice, obtained by our forefathers, be destroyed as long as these services are yours openly and without restraint.

We look to the future with fondest hopes for everlasting peace, understanding, and good will the world over. We pledge ourselves for a better service to our community, our State and our Nation, God being our helper and you being our guide.

O. E. Richardson,
President

As we approach our 15th birthday.....

April 6, 1952.....



we want to extend
congratulations to

W A S K

on it's tenth anniversary.



Lafayette's
ALUMINUM COMPANY
OF AMERICA
Plant



Elmer R. Herkner

**General
Manager**



A Hoosier from way back born and reared in Hammond, Indiana. He began his radio career on a lark in 1934 as a bit actor in Shakespear-ean plays, and finding it easier than working, became an announcer on the hometown station in 1937. Elmer served four years in the Navy and upon returning to civilian life became a stockholder in the South Shore Broadcasting Company. In 1947 he became a stockholder in the Northern Indiana Broadcasters and managed Radio Station WIMS, Michigan City, until joining the staff of WASK-WFAM in December of 1950. Elmer enjoys amateur radio, fishing and food, and is married and resides in Lafayette.

LAFAYETTE COOPERATIVE ELEVATOR CO.

Foot of Columbia Street



Complete Farm Supply
and
Grain Marketing Services



over
5,000 members - 15,000 customers

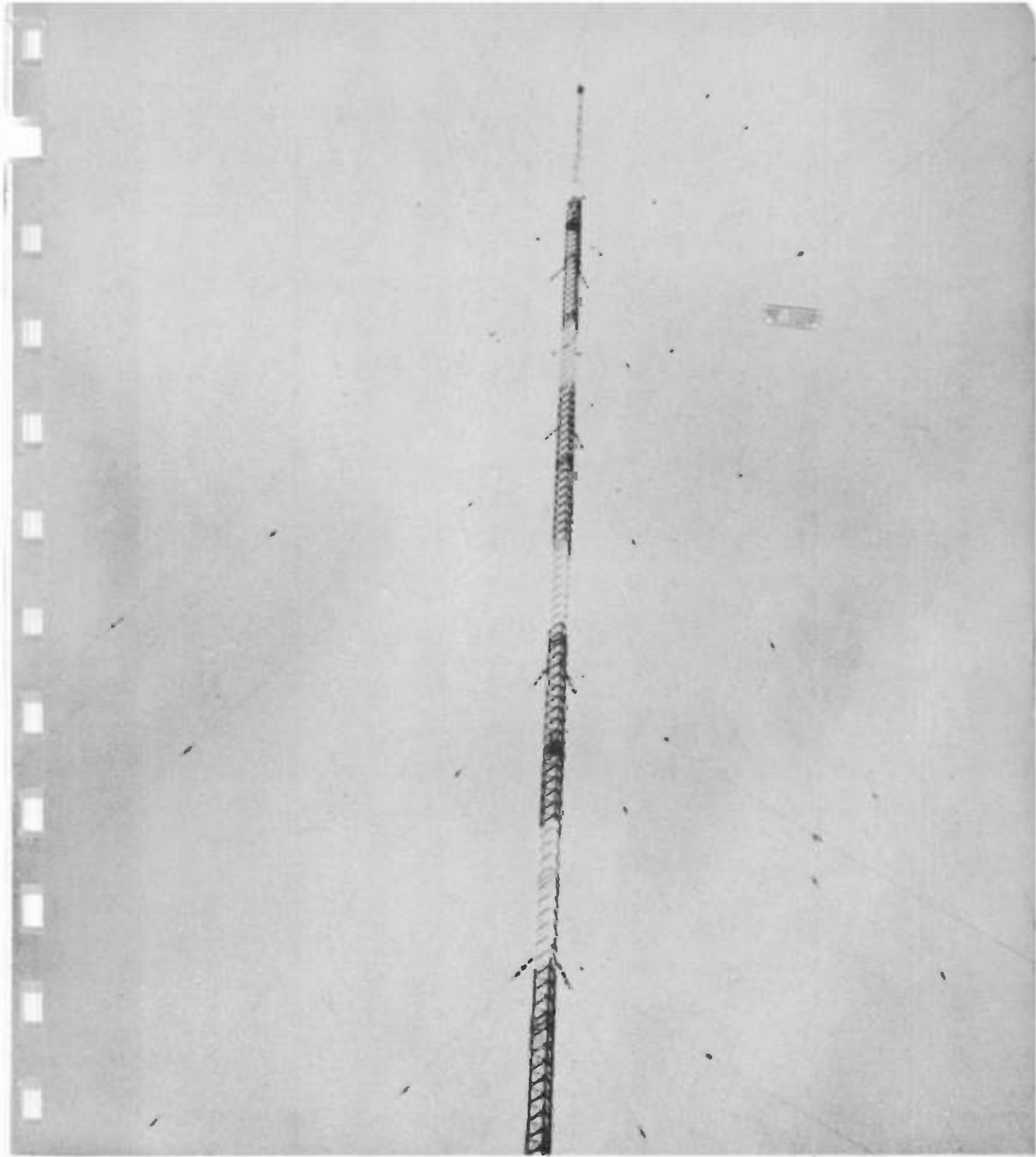


Branches in

MONTMCRENCI
WEST POINT

SHADELAND
CLARKS HILL

STOCKWELL



Radio Station WASK was formerly operated by the South Bend Tribune in South Bend, Indiana as WFAM . . . dividing time with WWAE, now known as WJOB in Hammond. The present owner of WASK, O. E. Richardson, was a part owner of the Hammond station and wanted full time operation in Hammond. The South Bend Tribune sold WFAM to the Hammond owners with provisions that the station be moved to Lafayette. The Federal Communications Commission refused the call letters of WFAM to be used in Lafayette so the call letters WASK were assigned and a grant was obtained in the fall of 1941. The transmitter was installed and the new studios were opened in the Wallace Building. Radio Station WASK began its regular daily broadcasting of programs on March 23, 1942.

GERRY MOHLMAN & SON

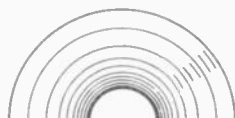
GERRY A. MOHLMAN · ROBERT J. MOHLMAN

. . . *Jewelers*

434 Main Street · LAFAYETTE, INDIANA · Phone 2954



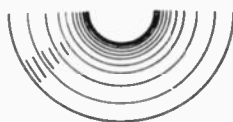
The late BILL WARREN . . . Deceased November 18, 1946.
Still remembered for his friendly personality by many listeners.



LAFAYETTE NATIONAL BANK

- CHARTER No. 14175 -

LAFAYETTE, INDIANA





In 1943, WASK "went under" in the raging torrents of the Wabash River spring floods. That was an unfortunate experience, leaving the people of Lafayette without "radio protection" when they needed it. This will happen no more, because



soon construction was started on WASK's new 377 foot Win-charger Antenna on which was erected the Frequency Modulation Antenna. The new site is near the Aluminum Plant, high and dry, on McCarty Lane just outside the city limits. Floods and water will no longer be a menace to WASK's service to the community.



Marco Studios

Lafayette, Indiana

1000 Main Street

Phone 2666

portrait

commercial

industrial

infant

"If it must be good, make it Marco."



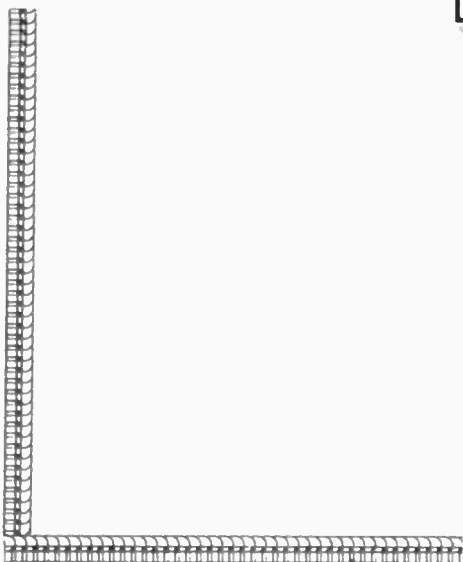
Flames and dense smoke are seen coming from the Wallace Building in an early morning fire Saturday, October 22, 1949, as firemen pour water into the brick structure, housing many offices and the radio studios of WASK. This picture was taken a few moments after Joe Bertha, fireman, fell from top of the ladder shown at left center, sustaining serious injuries; he had just been moved from the scene and his fire helmet is still to be seen on the sidewalk, near the building. The third floor was gutted and the entire structure badly damaged. The loss to the WASK radio studios, which had been newly equipped and redecorated only recently, was placed at \$30,000 to \$40,000 by O. E. Richardson, owner. Firemen had the fire under control by 8:00 A.M., but remained on the scene several more hours to ensure against rekindling of the blaze. All WASK radio equipment and records were destroyed, the roof over the building was burned away, and the interior of the third floor was gutted.



LAFAYETTE LOAN AND TRUST COMPANY BUILDING

LAFAYETTE LOAN AND TRUST COMPANY

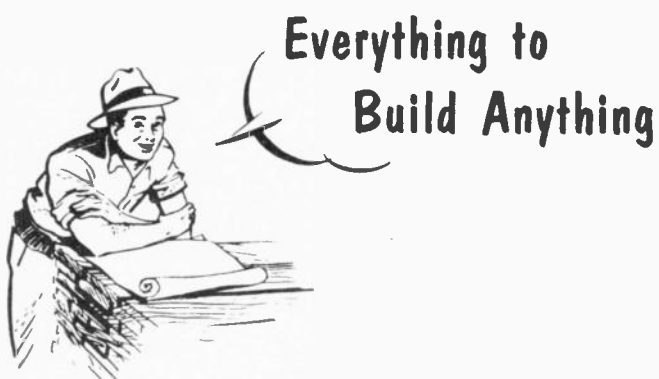
LAFAYETTE, INDIANA





The transmitter site on McCarty Lane was soon to become the location for the new studios. The tuning house is seen above to the left and the transmitter building is located above to the right. The new building was constructed next to the transmitter building. The construction was started on November 1, 1949 and the programs were originated from the new studios starting February 12, 1950.

METZGER LUMBER & COAL CO.



OTTERBEIN, IND. PHONE 8



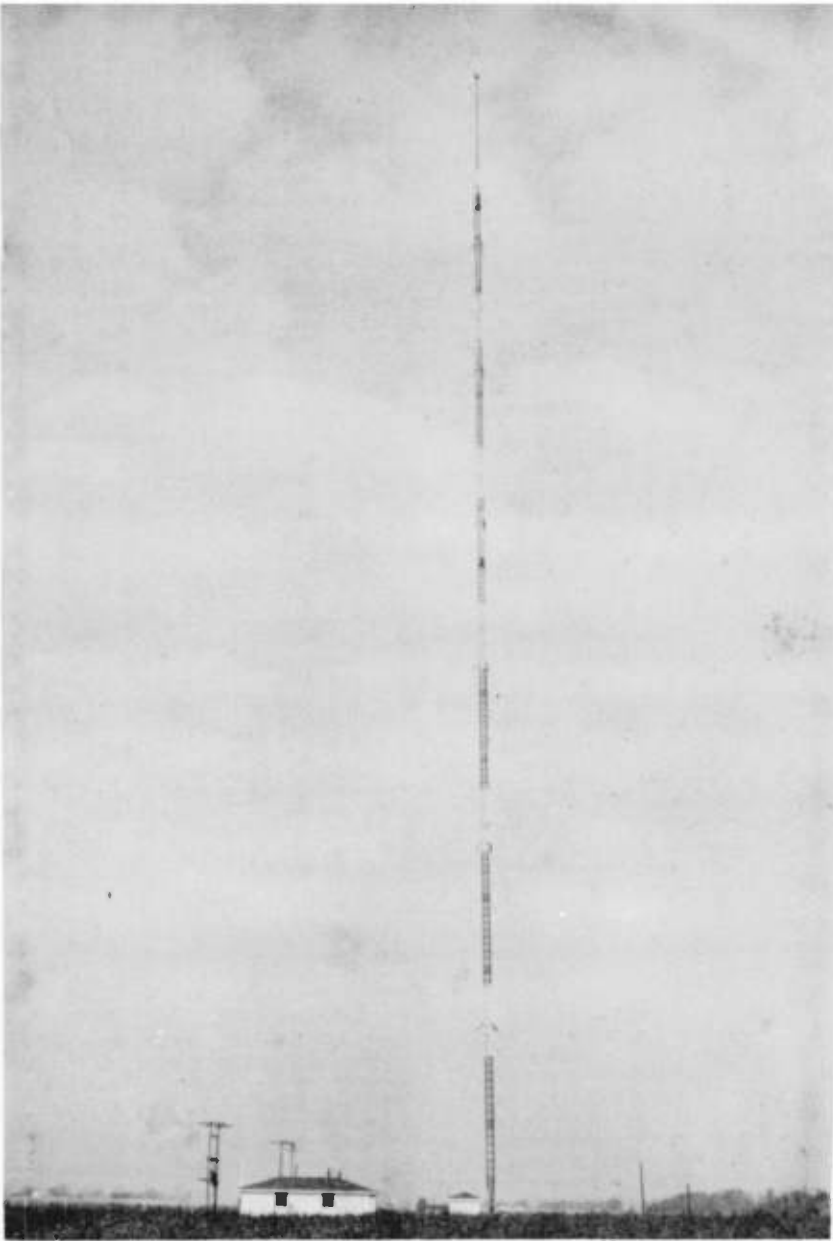
SKETCH OF WASK-TV's PROPOSED NEW STUDIOS

When you see WASK's tower
you are near.....

CROSS ROAD INN

Home of Fine Food, Prompt Service
24 Hours a Day

BY-PASS 52 & MAIN ST.
OUTSIDE LAFAYETTE, IND.



The WASK tower, located southeast of Lafayette on McCarty Lane, is a landmark that is visible for many miles in all directions. At night the tower can be seen from a great distance by the travelers on U.S. Highway 52.

Tomorrow's Homes---Today!



Price & Price

YOUR

National Homes

DEALER

318 Ferry Street

Phone 0241



FULTON LEWIS JR. AND THE NEWS is heard every evening, Monday through Friday, at six o'clock over WASK and WFAM-FM.



Quality Products...

SPIKER OIL COMPANY

III South Earl Avenue
LAFAYETTE, INDIANA

Friendly Service...





MUTUAL NEWSCASTERS heard daily over WASK. Upper left; H. R. Baukhage; upper right, Cecil Brown; lower left, Leslie Nicols; center, Frank Singiser; lower right, Sam Hayes.

Jess L. Korschot & Son

EVERYTHING IN WARM AIR HEATING

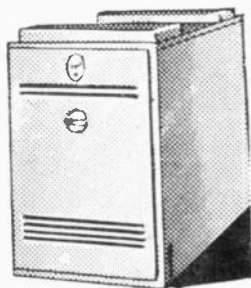
EVERYTHING
in WARM AIR HEATING

Automatic Heating a Specialty

GAS — OIL — COAL

The Two Greatest
Names in Heating

bryant



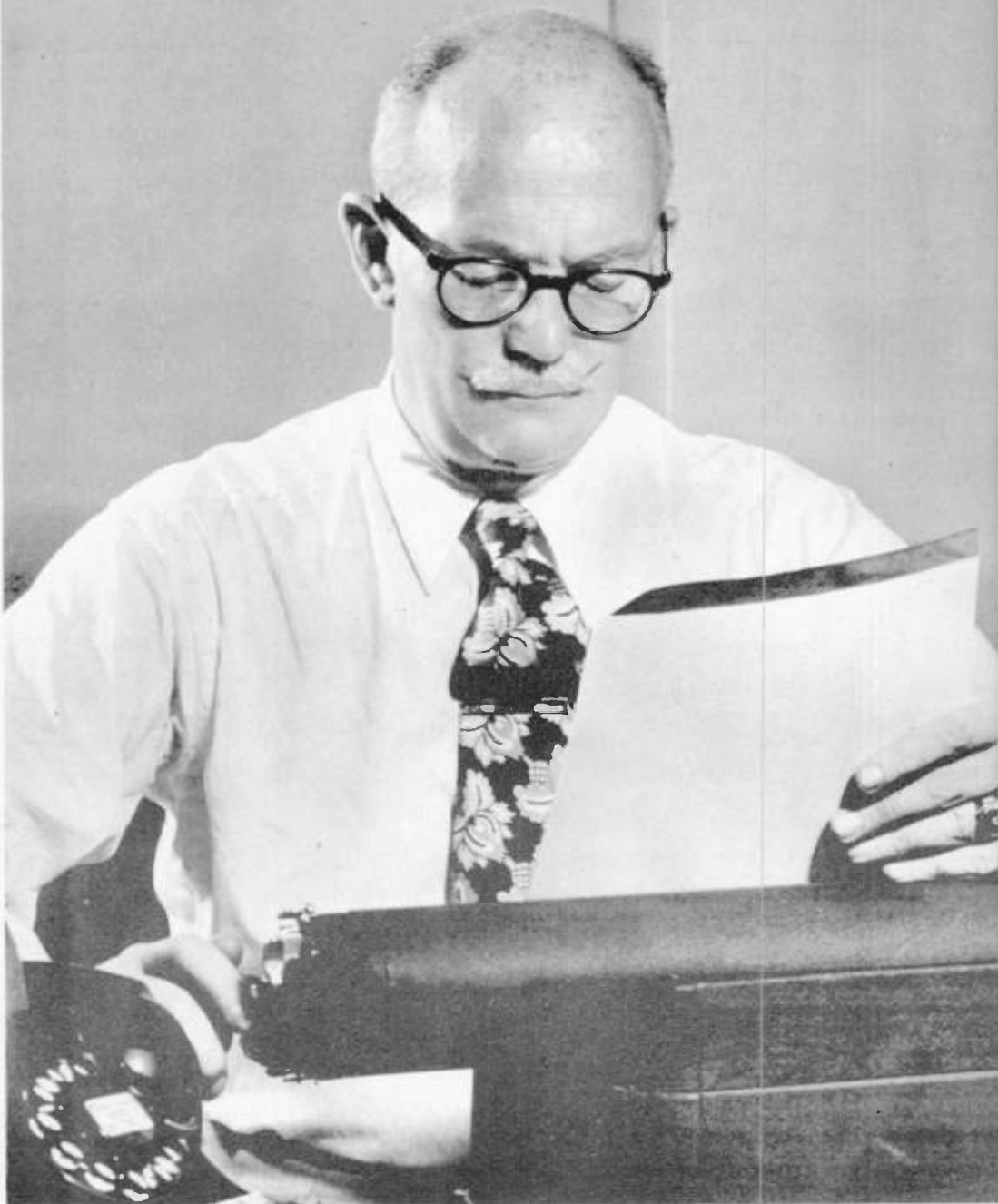
LENNOX



*May we assist you in having
a comfortable home?*

1324 N. 14th St.
PHONE 4389

We also have a complete line of
Gutter — Downspout — Flashing.



CEDRIC FOSTER AND HIS ANALYSIS OF THE DAYS NEWS is heard at twelve o'clock noon over WASK every day Monday through Friday.

**DECKER'S,
ATHLETIC OUTFITTERS
OVER THIRTY YEARS,
CONGRATULATES
W A S K
ON TEN YEARS OF SERVICE
TO LAFAYETTE**



“It Pays to Play”



514-20 MAIN ST. LAFAYETTE, IND.

“As Near as Your Phone”

1952 CHICAGO CUBS SCHEDULE

DAY	DATE	AT HOME	ABROAD	DAY	DATE	AT HOME	ABROAD
Tues.	Apr. 15		Cincin.	Tues.	July 8	ALL STAR GAME	
Wed.	Apr. 16			Wed.	July 9		
Thurs.	Apr. 17		Cincin.	Thurs.	July 10	Brooklyn	
Fri.	Apr. 18	St. Louis		Fri.	July 11	Brooklyn	
Sat.	Apr. 19	St. Louis		Sat.	July 12	Brooklyn	
Sun.	Apr. 20	St. Louis		Sun.	July 13	Phil. (2)	
Mon.	Apr. 21		Pitts. *	Mon.	July 14	Phil.	
Tues.	Apr. 22		Pitts. *	Tues.	July 15	Boston	
Wed.	Apr. 23			Wed.	July 16	Boston	
Thurs.	Apr. 24	Cincin.		Thurs.	July 17	Boston	
Fri.	Apr. 25	Cincin.		Fri.	July 18	New York	
Sat.	Apr. 26		St. Louis *	Sat.	July 19	New York	
Sun.	Apr. 27		St. Louis *	Sun.	July 20	New York	
Mon.	Apr. 28			Mon.	July 21		
Tues.	Apr. 29	Phil.		Tues.	July 22		Boston *
Wed.	Apr. 30	Phil.		Wed.	July 23		Boston *
Thurs.	May 1	Brooklyn		Thurs.	July 24		Boston
Fri.	May 2	Brooklyn		Fri.	July 25		Phil. *
Sat.	May 3	Brooklyn		Sat.	July 26		Phil.
Sun.	May 4	New York		Sun.	July 27		Phil. (2)
Mon.	May 5	New York		Mon.	July 28		
Tues.	May 6	Boston		Tues.	July 29		New York *
Wed.	May 7	Boston		Wed.	July 30		
Thurs.	May 8	Boston		Thurs.	July 31		New York
Fri.	May 9	Pitts.		Fri.	Aug. 1		Brooklyn *
Sat.	May 10	Pitts.		Sat.	Aug. 2		Brooklyn
Sun.	May 11	Pitts. (2)		Sun.	Aug. 3		Brooklyn
Mon.	May 12			Mon.	Aug. 4		
Tues.	May 13		Phil. *	Tues.	Aug. 5		Cincin. *
Wed.	May 14		Phil.	Wed.	Aug. 6		Cincin.
Thurs.	May 15		New York	Thurs.	Aug. 7		
Fri.	May 16		New York	Fri.	Aug. 8		Pitts. *
Sat.	May 17		New York	Sat.	Aug. 9		Pitts.
Sun.	May 18		Brooklyn	Sun.	Aug. 10		Pitts. (2)
Mon.	May 19		Brooklyn *	Mon.	Aug. 11	St. Louis	
Tues.	May 20		Boston *	Tues.	Aug. 12	St. Louis	
Wed.	May 21		Boston *	Wed.	Aug. 13	Cincin.	
Thurs.	May 22		Boston	Thurs.	Aug. 14	Cincin.	
Fri.	May 23		Pitts. *	Fri.	Aug. 15		
Sat.	May 24		Pitts.	Sat.	Aug. 16	Pitts.	
Sun.	May 25		Pitts.	Sun.	Aug. 17	Pitts. (2)	
Mon.	May 26	St. Louis		Mon.	Aug. 18		
Tues.	May 27	St. Louis		Tues.	Aug. 19	New York	
Wed.	May 28	St. Louis		Wed.	Aug. 20	New York	
Thurs.	May 29			Thurs.	Aug. 21	New York	
Fri.	May 30	Cincin. (2)		Fri.	Aug. 22	Boston	
Sat.	May 31	Cincin.		Sat.	Aug. 23	Boston	
Sun.	June 1	Brooklyn		Sun.	Aug. 24	Phil.	
Mon.	June 2	Brooklyn		Mon.	Aug. 25	Phil.	
Tues.	June 3	New York		Tues.	Aug. 26	Phil.	
Wed.	June 4	New York		Wed.	Aug. 27	Brooklyn	
Thurs.	June 5	New York		Thurs.	Aug. 28	Brooklyn	
Fri.	June 6	Boston		Fri.	Aug. 29	Brooklyn	
Sat.	June 7	Boston		Sat.	Aug. 30		Cincin.
Sun.	June 8	Boston		Sun.	Aug. 31		Cincin. (2)
Mon.	June 9			Mon.	Sept. 1		Pitts. (2)
Tues.	June 10	Phil.		Tues.	Sept. 2		
Wed.	June 11	Phil.		Wed.	Sept. 3		St. Louis *
Thurs.	June 12	Phil.		Thurs.	Sept. 4		St. Louis *
Fri.	June 13			Fri.	Sept. 5		
Sat.	June 14		Boston	Sat.	Sept. 6	Cincin.	
Sun.	June 15		Boston (2)	Sun.	Sept. 7	Cincin.	
Mon.	June 16			Mon.	Sept. 8		
Tues.	June 17		Brooklyn *	Tues.	Sept. 9		Brooklyn *
Wed.	June 18		Brooklyn	Wed.	Sept. 10		Brooklyn
Thurs.	June 19		Brooklyn	Thurs.	Sept. 11		Brooklyn
Fri.	June 20		New York *	Fri.	Sept. 12		Phil. *
Sat.	June 21		New York	Sat.	Sept. 13		Phil.
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Tues.	June 24		Phil. *	Tues.	Sept. 16		New York
Wed.	June 25		Phil. *	Wed.	Sept. 17		New York
Thurs.	June 26			Thurs.	Sept. 18		
Fri.	June 27		Cincin. *	Fri.	Sept. 19	St. Louis	
Sat.	June 28		Cincin.	Sat.	Sept. 20	St. Louis	
Sun.	June 29		Cincin. (2)	Sun.	Sept. 21	St. Louis	
Mon.	June 30	Pitts.		Mon.	Sept. 22		
Tues.	July 1	Pitts.		Tues.	Sept. 23		
Wed.	July 2	Pitts. (2)		Wed.	Sept. 24		
Thurs.	July 3		St. Louis	Thurs.	Sept. 25		St. Louis *
Fri.	July 4		St. Louis (2)	Fri.	Sept. 26		St. Louis *
Sat.	July 5	Cincin.		Sat.	Sept. 27		St. Louis
Sun.	July 6	Cincin.		Sun.	Sept. 28		
Mon.	July 7						

* Denotes Night Game
(2) Double Header

Coca-Cola

REG. U.S. PAT. OFF.

for

REFRESHMENT

COCA COLA BOTTLING CO.

LAFAYETTE, INDIANA



AL HELFER, MUTUAL's sports voice who can be heard every Saturday evening at six o'clock in addition to his broadcasts of the top sports events each year.



Dick Timmon, "Chuck" Snyder, Ralph Grace, and "Cec" Gordon.
Heard each week on "MOTOR NEWS" over WASK.

"Fine Cars By Chrysler"

The automobile you buy is one of the major investments of your LIFE . . . Naturally, you will be cautious in making your final decision . . . Chrysler Corporation, in cooperation with Charles L. Snyder, invites your meticulous inspection of the finest automobile built . . .

Charles L. Snyder
Your Chrysler-Plymouth Dealer

New Car "30,000 Mile Guarantee"

If it's a USED car you prefer, see our selection of LOCALLY OWNED used cars . . . "Satisfaction Guaranteed"

52 By-Pass & Kossuth - Phone 0191

Used Car - Phone 0191



GUY J. MACKEY, PURDUE UNIVERSITY ATHLETIC DIRECTOR

Geisler's

The Style Stores for Men

LAFAYETTE • WEST LAFAYETTE • INDIANA

316 W. State St.
West Lafayette, Ind.
Phone 31294

500 Main St.
Lafayette, Ind.
Phone 22654



STU HOLCOMB, PURDUE UNIVERSITY HEAD FOOTBALL COACH



Lafayette's COMPLETE Sporting Goods Store...

- ATHLETIC GOODS
- FISHING TACKLE
- SPORTSWEAR
- PENDLETON SHIRTS
- GOLF EQUIPMENT
- SWIM SUITS

THE SPORTSMAN INC.



**517 MAIN ST.
LAFAYETTE, IND.**

Phone 2187



The 1951 PURDUE VARSITY FOOTBALL SQUAD that finished second in the Western Conference. The Boilermakers won four and lost one conference game. For the entire season Purdue won five and lost four.



PETER ANDERSON COMPANY, INC.



AUTOMOTIVE PARTS JOBBERS



Goodyear Tires

Lafayette, Ind.

Phone 4048

Purdue Grid Information

1952 SCHEDULE

Sept. 27	Purdue at Penn State
Oct. 4	Purdue at Ohio State
Oct. 11	Iowa at Purdue
Oct. 18	Notre Dame at Purdue
Oct. 25	Purdue at Illinois
Nov. 1	Michigan State at Purdue
Nov. 8	Purdue at Minnesota
Nov. 15	Purdue at Michigan
Nov. 22	Indiana at Purdue

1951 SCORES

Purdue	0	-	Texas	14
Purdue	34	-	Iowa	30
Purdue	0	-	Miami (Fla.)	7
Purdue	7	-	Wisconsin	31
Purdue	9	-	Notre Dame	30
Purdue	28	-	Penn State	0
Purdue	35	-	Northwestern	14
Purdue	19	-	Minnesota	13
Purdue	21	-	Indiana	13

BIG TEN GAMES: Won 4 - Lost 1
(Second Place)

SEASON RECORD: Won 5 - Lost 4



KINGS

THE STORE FOR MEN

TIMELY clothes

ALPAGORA topcoats

JAYSON shirts

MALLORY hats

JERK socks

TEX TAN belts

SWANK jewelry

WINDBREAKER jackets

EAST SIDE OF SQUARE LAFAYETTE, IND.



RAY EDDY, PURDUE VARSITY BASKETBALL COACH

GROVE APPLIANCES

Sales and Service

Authorized Dealer

GENERAL  ELECTRIC

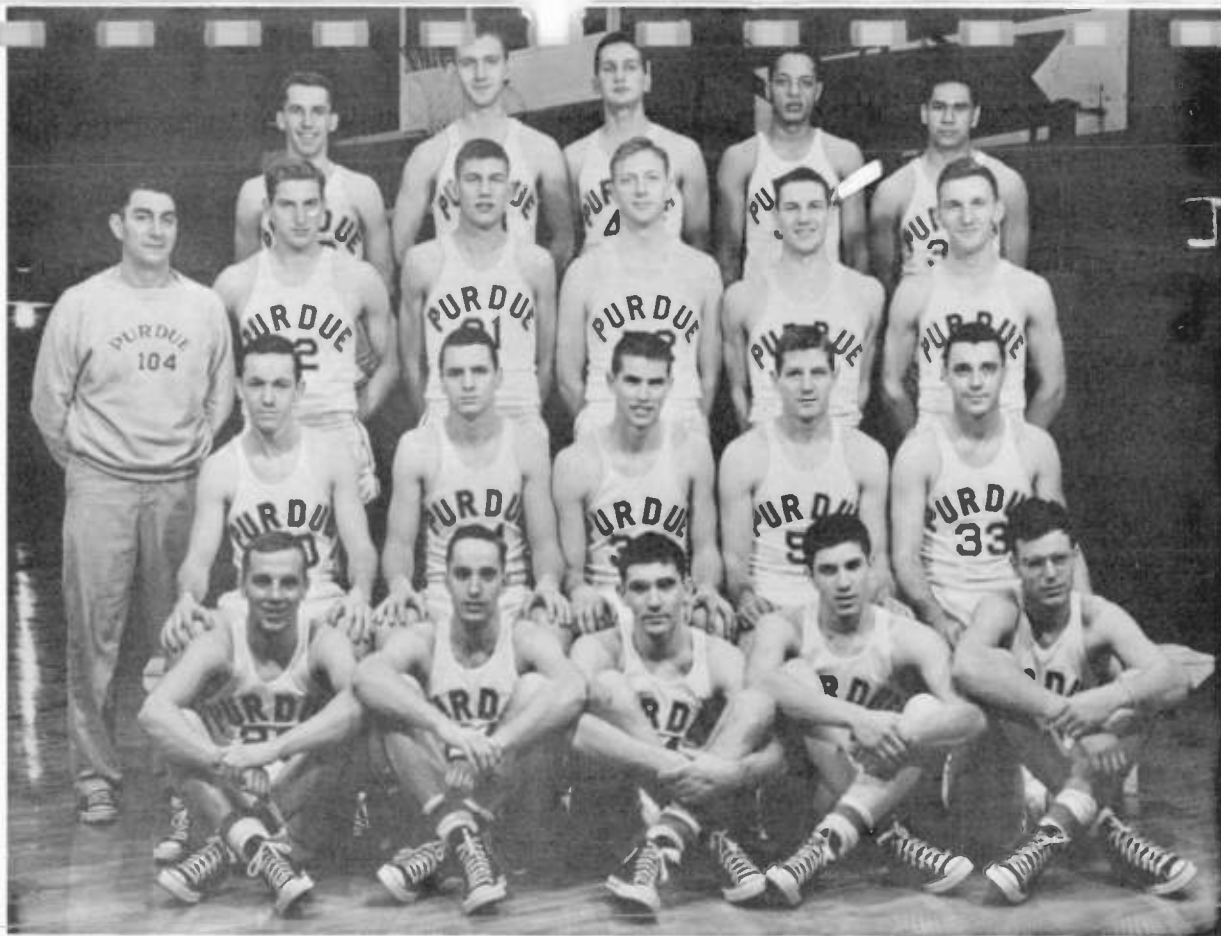
Major Appliances

1729 E. Main

PHONE: Present- 6249 New- 2-6249

J. "Ted" Grove
30 years in Appliance Sales and Service

ALWAYS ROOM TO PARK



1951-52 PURDUE VARSITY BASKETBALL SQUAD. First Row (left to right): Dennis Blind, Lafayette; Charles Reynolds, Lafayette; Robert Hage, Indianapolis; Charles McMullen, Indianapolis; Robert Vanderpool, Syracuse, New York. Second Row: John Toeppe, Frankfort; John Dermody, Hammond; Carl McNulty, Logansport; Darrel Brewster, Portland; James Stone, Summitville. Third Row: Coach Ray Eddy, Lafayette; Jack Runyan, Lawrenceburg; Glen Calhoun, Farmer City, Illinois; David Anderson, Hammond; John McGiffin, Kendallville; Norman Banas, Whiting. Fourth Row: Frederick Server, Madison; Irwin Bunton, Madison; James Schorr, Batesville; Ernest Hall, Lafayette; Dick Gomard, Honolulu, T. H.

Goodnight Pharmacies

EARL E. and M. MAURICE GOODNIGHT

OFFICE
716 N. 9TH ST.
PHONE 3725

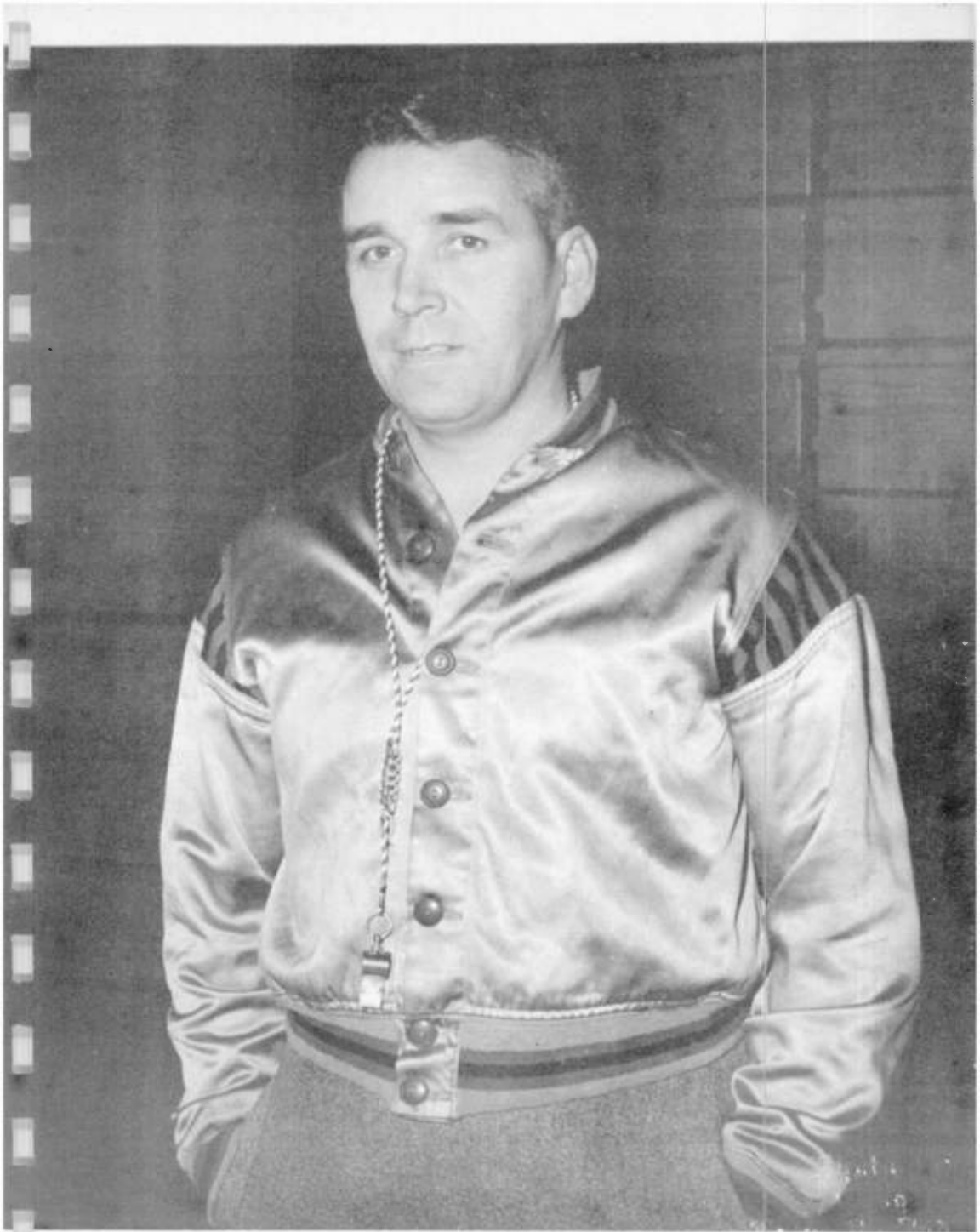
DRUGS*BIOLOGICALS*SCHOOL SUPPLIES*PAINTS & OILS*CIGARS*CANDIES*ICE CREAM

LAFAYETTE, INDIANA



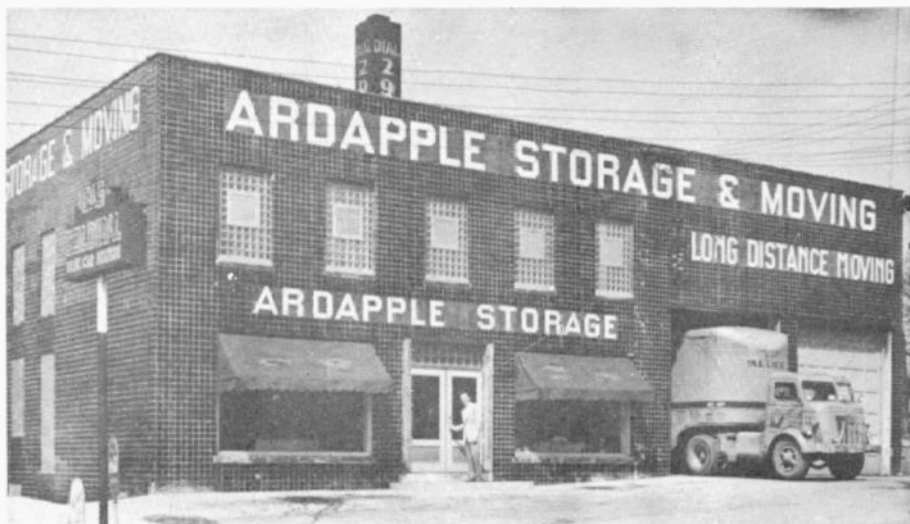
GOODNIGHT'S SUPER DRUG STORE

Just as MARION CRAWLEY and the teams he coaches excel in their respective fields, so does GOODNIGHT'S SUPER DRUG STORE excel in its field. In addition to dependable drug service, GOODNIGHT'S new ultra-modern Drug Store has many more advantages including Serve-Your-Self convenience and a large free parking lot adjoining the store. There are six registered Pharmacists to serve you for your health needs. Roving clerks help you find the items you want. A full compliment of experienced help at the Soda Fountain and Grill can satisfy the most particular desire for refreshments. Your first visit to GOODNIGHT'S SUPER DRUG STORE will be just the first of many when you realize the convenience, quality and friendliness of GOODNIGHT'S.



MARION CRAWLEY, JEFFERSON HIGH SCHOOL COACH

**Our doors always open
to serve you**

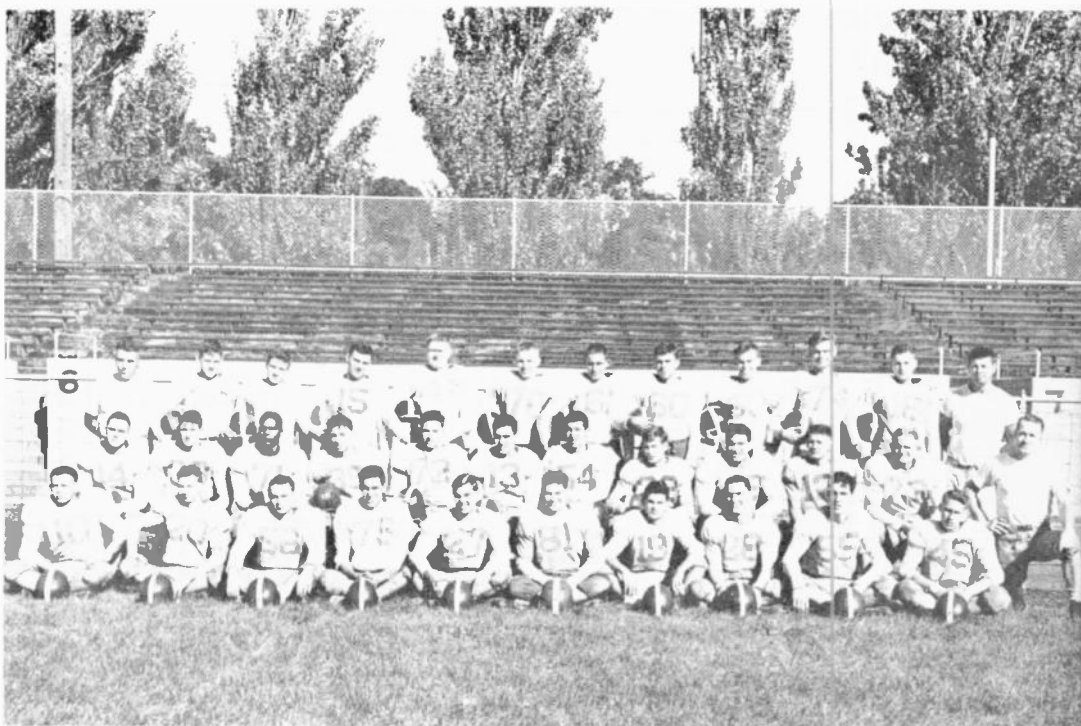


***ARDAPPLE
STORAGE & MOVING CO.***

Agents ALLIED Van Lines

1122 Main Street

Lafayette, Indiana



The 1951 JEFFERSON HIGH SCHOOL FOOTBALL TEAM that won four games and lost six. In North Central Conference competition the Bronco's won one and lost four and ranked ninth in the standings.

NORTH CENTRAL CONFERENCE						
TEAM	W	L	T	TP	OTP	DR
Richmond	5	0	0	200	21	22.0
Kokomo	5	1	1	170	66	20.0
Logansport	4	1	1	144	41	19.2
Technical	3	2	0	93	98	18.0
Marion	2	2	1	71	99	16.0
New Castle	2	3	0	81	136	16.0
Muncie	2	3	0	88	83	14.0
Anderson	1	3	1	51	167	14.0
Lafayette	1	4	0	74	80	12.0
Frankfort	0	6	0	40	220	10.0

DR -- Dickinson Rating

MAYFLOWER SERVICE
means *More* for you.



DEPENDABLE
MOVING



SAFE
STORAGE



EXPERT
PACKING

Schurman-Lange Co.

A black and white line drawing of a vintage Mayflower truck, viewed from the front, facing left. The word "Mayflower" is visible on the front of the truck.

Phone 5043





The 1951-52 JEFFERSON HIGH SCHOOL BASKETBALL TEAM.
Front Row: Dick Fox, Harold Harris, Bill Lange, Jim Cahoon, Don Boveri, and Bill Rose. Back Row: Coach Crawley, Fritz Franz, Boyd Hovde, Joe Heath, Bob Kaser, Stanley Memmer, and Manager Driscoll.

KITCHENS!

Bright....Beautiful....Convenient
with

Youngstown Built-in *Cabinets*

MADE TO MEASURE PLANNED LIGHTING
WORK-CENTERS ARRANGED TO SAVE THOUSANDS OF STEPS

S E E

The Pervines

YOUNGSTOWN KITCHEN PLANNING CENTER
FOR THIS AREA

THE PERVINES ARE KITCHEN SPECIALISTS

T H E Y

M E A S U R E

P L A N and

I N S T A L L

C A B I N E T S .

PERVINE APPLIANCES

LAFAYETTE

7 N. FOURTH ST.



The 1948 INDIANA STATE BASKETBALL CHAMPS OF JEFFERSON.
Front Row: Jim Lucas, Bobby Masters, Jack Blosser, Bill Parker,
Dan Casey, Ernie Hall. Second Row: Ned Snyder, Charlie Vaughan,
Dick Kiser, Dick Robinson, Earl Heninger, Joe Mottram, and Coach
Marion Crawley.

May Electric Company

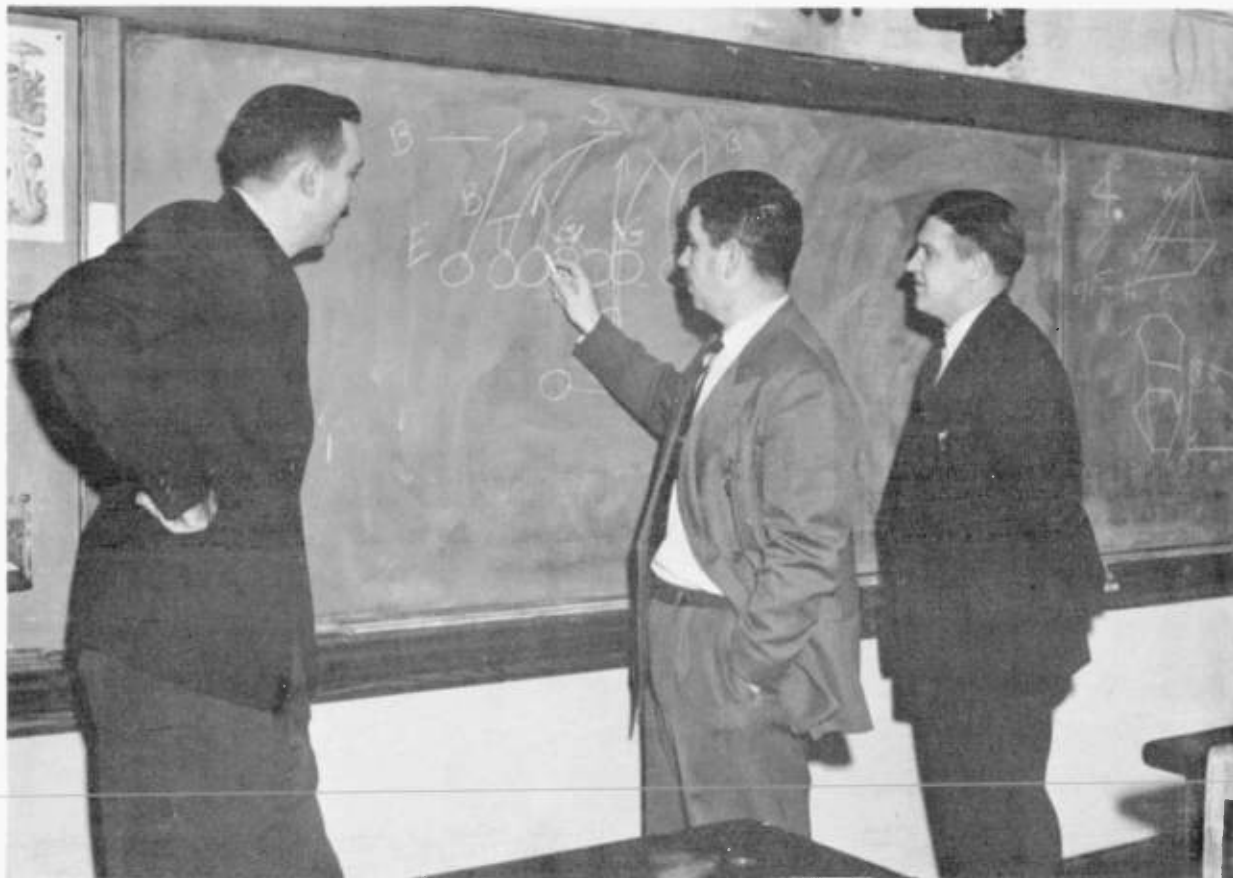
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THE WEST LAFAYETTE SENIOR HIGH SCHOOL COACHING STAFF.
Left, Jim Hinga, Assistant Coach; Center, Gordon Straley, Head Coach;
Right, Ken Bush, Line Coach.



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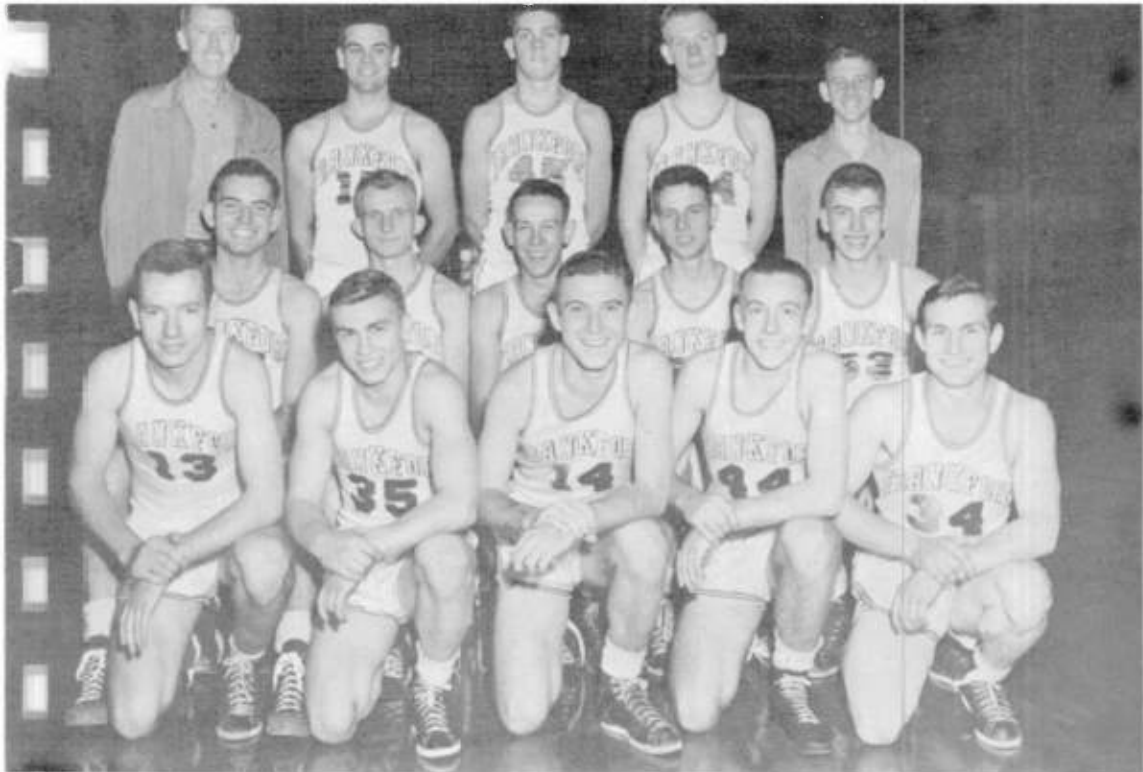
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SKINLESS WIENERS

Seasoned with pure *natural* spices. Get the handy pound package or look for the Stark & Wetzel band around every wiener.

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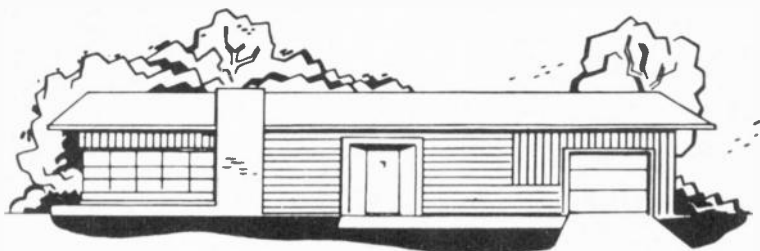


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WILBUR CUMMINS, COACH

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Everything for the Home

Lumber — Millwork — O'Brien and Dutch Boy Paints
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LUMBER COMPANY



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and
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STARS
of
*BOLD
VENTURE*



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AREA AND ARE HAPPY TO JOIN FORCES TO
EXTEND THE EDUCATIONAL AND CULTURAL
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Phone 0877

Harry Garba

Chief
Engineer



Harry is a Pennsylvania product. He was born in Corapolis and raised and educated in Ambridge, Pennsylvania. Harry developed an interest in radio in 1930 with the construction of a crystal set, advancing to vacuum tube receivers shortly thereafter. He graduated from Valparaiso Technical Institute in 1941 after completing the course in Radio Engineering. He took advanced radio engineering at the Capital Radio Engineering Institute in Washington, D. C. Harry joined the Indiana State Police in Indianapolis as a radio operator. In 1942 he moved to Lafayette to assume the position of Radio Technician. Harry was soon promoted to Lieutenant of Communications and held that position until 1946 when he resigned to become Chief Engineer for WASK. In 1945 Harry was married to Lucille Smith. They reside in Lafayette. Harry holds a valid FCC license for second class telegraph, first class radio-telephone, and class "A" radio amateur. His amateur radio station is W9LBE. He is President of the Tippecanoe Amateur Radio Association, an active member of the Loyal Order of Moose and Legion of Moose, and is Secretary of the Moose Bowling League.

America's most beautiful low-priced car



HORNER MOTOR CO.

625 Columbia St.

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**Dick
Cochran**

Engineer

Dick was born and raised in Flora, Indiana. After graduating from Flora High School he entered the United States Army Air Corps and later served in the Navy Technical Service. Dick graduated from Valparaiso Technical Institute in 1947. He joined the engineering staff of WASK in April of 1948. Dick is married and lives in Flora, Indiana.

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R C A VICTOR

**Eye-witness Television
PICTURE POWER TV**

**SALES - SERVICE
INSTALLATIONS**

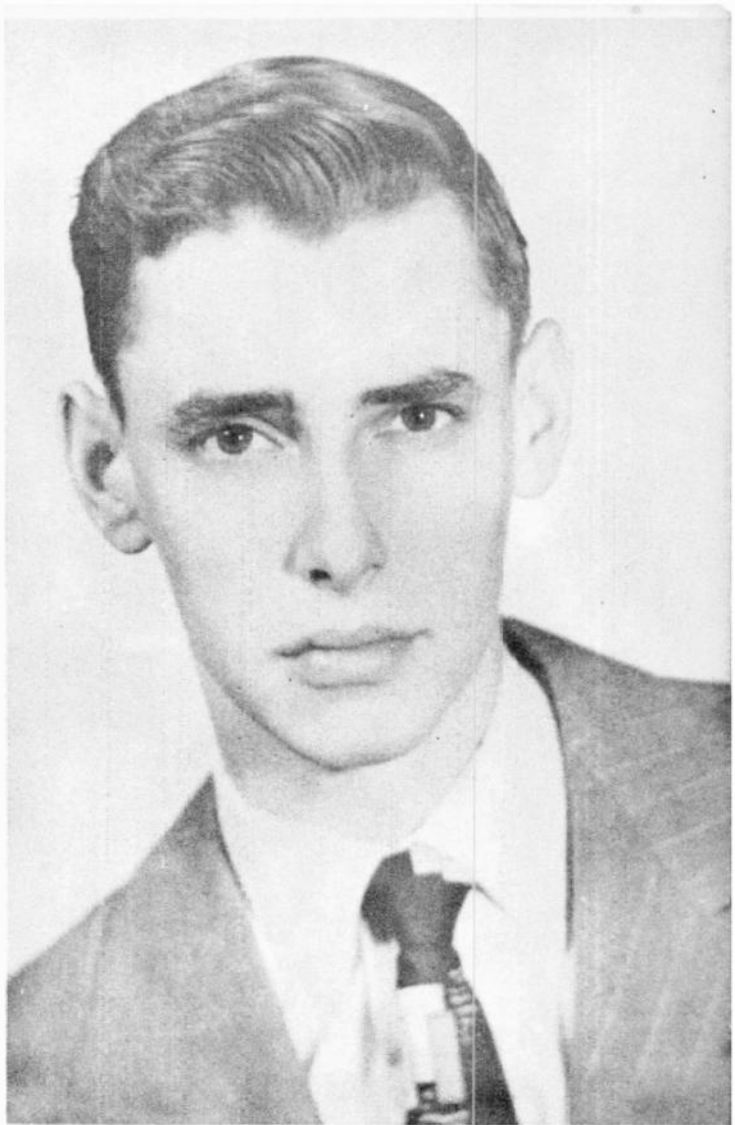
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HIGHLY TRAINED TECHNICIANS**

1624 E. Main St.

Dial 7247

Don Holt

Engineer



Don was born in Lafayette, Indiana. His family later moved to Anderson where he was raised and educated. He graduated from Valparaiso Technical Institute and took his first radio engineering job in Logansport with Radio Station WSAL. Don joined the engineering staff of WASK in September 1950. He is married and has one child.

We salute WASK

... for your on-the-spot coverage of important
local events ... for your educational programs
... for your entertainment features ... for
your contributions toward keeping the citizens
of this area well informed on local, national
and international events.

Yours is a position of many responsibilities
and we congratulate you on the excellent way
you have accepted them. You have contributed
much toward a better community and a better
America.

Reifers

Northwestern Indiana's
Largest Home Furnishings Store



**Dick
Long**



**Program
Director**

Dick is a product of Ladoga, Indiana, where he graduated from high school in 1944. The next two years were spent in the Navy, with 18 months sea duty aboard a transport in the South Pacific. A graduate of Wabash College in 1950, Dick came to WASK via WFMU, Crawfordsville, where he entered radio in 1948. Unmarried, Dick claims his hobbies are, in this order, sleeping and paying taxes.



6th and South Sts.

Phone 8284

JONESY'S STANDARD SERVICE

ONE STOP COMPLETE SERVICE

TIRES - ACCESSORIES - BATTERIES

CLYDE JONES
LAFAYETTE, INDIANA



Headquarters for--

Arthur Fulmer Seat Covers

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**Records kept on all our Lubricating
and Car Maintenance**

Earl Richardson

**Staff,
Sports
Announcer**



Earl was born in Parke County and came to Lafayette in 1928. He graduated from Tippecanoe Grade School and attended Jefferson High School. In 1943 he entered radio with WASK and has been a staff announcer since that time with the exception of two years which were spent in the United States Marine Corps. His favorite hobby is sports; favorite teams are the Yankees and the Jeff Broncos.

**Serving the Lafayette
Community for over 40 years**

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in North-Central Indiana**

WESTINGHOUSE

Ranges - Refrigerators - Appliances

the home of the

RECORD RENDEZVOUS

where you will meet your friends,
because they like to shop for records
where stocks are complete.

THE Foster Shop

On the East Side of the Square

Hi Shumway

Feature Announcer



Hi was born in Taylorville, Illinois. He entered radio in 1940 on WDZ, Tuscola, Illinois. In 1942 he entered the Navy and was officer-in-charge of a communications section in Alaska. For three and one-half years he entertained North Pacific Forces with his disc show, "Operation Wax". Upon leaving service he entered the employ of WTAX Radio Station in Springfield, Illinois, and later expanded his radio interests over both Springfield radio stations. Hi joined the staff of WJOB, Hammond, Indiana in 1946 and left there early in 1948 to join the staff of WASK. Hi has been heard on many shows, most prominent of which were the "Breakfast Club" and the "Night Mayor". He is married and resides in Lafayette.



**FIRST MERCHANTS NATIONAL BANK
& TRUST COMPANY
OF
LAFAYETTE, INDIANA**

Your Friendly Bank

Est. 1853





Charles Vaughan

Court
News
Reporter

NEWS OF THE COURTS has been given over WASK every Thursday evening at 7:15 by Charles L. Vaughan, on behalf of The Vaughan Monument Company and The Vogue Fur Vault, Inc. This program has been carried regularly over WASK for over eight years. Mr. Vaughan is a member of the law firm of Vaughan & Vaughan and has been actively engaged in the practice of law for many years. He is a member of the United States Supreme Court and has been admitted to practice before the Indiana Supreme Court, the U.S. District Court and the U.S. Circuit Court of Appeals. He is also admitted to practice before the Treasury Department and the U.S. Court Customs and Patent Appeals. Mr. Vaughan is a member of the American Bar Association and several subordinate legal associations. He was State President of the Fraternal Order of Eagles in 1928 and belongs also to the Lafayette Country Club, Lafayette Rotary Club and The American Legion.

NEWS OF THE COURTS has been given with the idea of reporting the facts without prejudice to anybody concerned and the comments made by Mr. Vaughan about cases always refer to cases that have been decided and not to cases that are awaiting the decision of the court.

RALPH BOWERS ELECTRIC SHOP

110 N. 5th St.

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**THE ELECTRIC STORE COMPLETE
WITH THE BEST**

• **APPLIANCES**

• **FIXTURES**

• **WIRING & SUPPLIES**

Buy where you get good service!



Richard J. Fraser

**Sports
Announcer**

Dick was born on a farm near Buffalo, in White County, Indiana. He was reared in Indianapolis, attending public grammar school and Shortridge High School. He graduated from Purdue University with the degree of Bachelor of Physical Education. Dick did two seasons of sports announcing with WBAA, Purdue University Radio Station, and four additional seasons with WASK-WFAM, doing play-by-play football, basketball, baseball, boxing, and track. He has broadcast six Indiana High School Basketball Tournaments. Dick is married to the former Esther Louise Koning of Lafayette. They have two daughters, Rebecca Joelle and Susan Elizabeth. The Frasers reside in West Lafayette.

Loans

\$20 to \$500

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Ask your dealer to
Finance with a home-owned
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We write all kinds of insurance . . . We represent—

Hartford Accident & Indemnity Co.

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PAINTERS & DEC. BLDG.
217-219 N. SIXTH ST.

PHONE 8401

LAFAYETTE, INDIANA

Irvin Rose

Salesman



Irvin Rose was born and raised in Indianapolis. He is married, has two children and a pet beagle that found Irvin one day and has made its home with the Roses ever since. Irvin served four and one-half years with the Army in the United States, Panama, and in Germany and Austria. After being discharged from the Army in 1945 he entered Jordan College of Music and Butler University majoring in Radio. He graduated in June 1950 and began working in radio at WSRK, Shelbyville, in October 1950. January 22, 1952, he joined the sales staff of WASK.

WAUTHIER'S GLASS SHOP

Established 1915

Glass for Every Purpose

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AUTO - THEROPLANE - PLATE

WINDOWS - MIRRORS

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417 N. 3rd St.

Lafayette, Ind.

Phone 7949



Carl Schlemmer

Salesman

Carl Schlemmer was born in Crawfordsville, Indiana, has spent his entire life in that community, attending school there and at Wabash College. Carl became associated with Radio Station WFMU, Crawfordsville, in 1948, first as Commercial Manager and later as Station Manager. He is married, has no children. He came to WASK in October 1951, as a member of the sales department. His principal outside activity is amateur dramatics; he has appeared in many plays as a member of Crawfordsville Dramatic Club, and has had experience as director of plays.



Kennett, Murray & Co.

LIVE STOCK BUYERS

UNION STOCK YARDS

LAFAYETTE, INDIANA



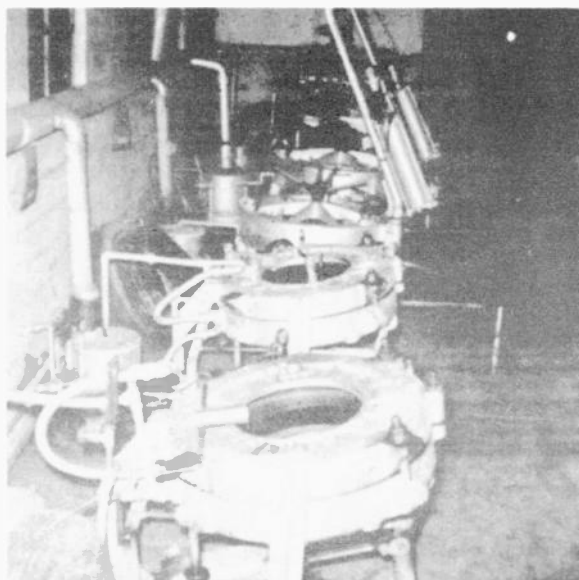
Charles Everson

**Market
Reporter**



“Charlie” was born in Louisville, Kentucky, and educated in the public schools. He has been connected with the local yards over 45 years and has worked in every capacity there. “Charlie” has broadcast the market reports every week day at 12:15 P.M. over WASK. He is a member of Trinity Church, is married and resides in Lafayette.

Recapping and Vulcanizing
Repairs on
Truck, Passenger, Tractor Tires
New Tires



BY-PASS TIRE COMPANY
By - Pass 52 Lafayette, Indiana
Phone 2-2322



**Mary L.
Priest**

Receptionist

Born, raised and educated in Lafayette, Mary graduated in 1948 from Jefferson High School. She became Receptionist at WASK in May, 1951. Mary belongs to Lafayette Business and Professional Womens Club and Lambda Tau Delta Sorority. She is married and lives in Lafayette. Her hobbies are reading, fishing, and hunting.

SNYDER'S ***RESTAURANT***

"A Good Place to Eat"

**Route 52 and Lindberg Road,
just outside West Lafayette**

Ted and Helen Snyder

Phone 2312



Helen Snyder

Home Economist



Helen was born and raised in Indianapolis and moved to Lafayette when she was only nine years old. She started her radio career on WASK to give her recipe for green tomato pie. The public demand was so great that WASK immediately arranged to have Helen broadcast her famous recipes and household hints. Naturally her hobby is cooking. She is married to Ted Snyder and together they operate a restaurant.

VAUGHAN MONUMENT COMPANY

agent for

Rock of Ages family monuments

1400 Ball St.

Lafayette, Ind.

Phone 3300



The contestants on "TWENTY QUESTIONS" heard every Saturday evening at seven over WASK and WFAM-FM.



Glenn C. Neidigh
1312 Holloway Drive

Tax Consultant



Glenn C. Neidigh

**Auditor
and
Bookkeeper**



Glenn was born and raised in Brown County. He has lived in Lafayette for the past twenty years. He is a member of the International Society of Accountants and was formerly Deputy Collector of Internal Revenue. In addition to his duties as WASK's Auditor and Bookkeeper, Glenn serves as a Justice of the Peace.

ANDY'S.....

COMPLETE

FOOD MARKET

1222-1224 UNION ST.

PHONE 2776



"Smilin' Jimmy"

Wilson

Entertainer

Born in Clinton County, Jimmy played with "Little Jeff" basketball team from 1929 through 1931. He has played "Spanish Guitar" since graduating from high school, first appearing on radio in 1934, at the encouragement of Charles Dienhart. He served 39 months in the Army in the European Theatre. Jimmy is married, has two children, lives in West Lafayette and is a member of that city's fire department.

**MEL'S
MARATHON
SERVICE**



Petroleum Products

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Road Service

"COMPLETE CAR CARE"

Third and South Streets

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Phone 8947

Hours: Week days- 6A.M. to 9P.M.

Sundays- 8A.M. to 6P.M.

Eva
"Little Eva"
Brickler

Entertainer



Eva was born and reared in Otterbein, Indiana. She began her career of entertaining at the age of fourteen, eventually marrying her music teacher, Art Brickler. They are the parents of four children. Eva has appeared on many radio programs and does a regular Thursday morning show over WASK.

AERO INN

ARETZ AIRPORT

STATE ROAD 25 N.E.



SNACKS - DINNERS - LUNCHES

A full line of Seafoods

- o -

SPECIAL ATTENTION TO PARTIES



Bob Johnson

**Building
Superintendent**

Born in Kentucky, Bob came to Lafayette in 1916,
attended Lafayette Schools and Purdue University.

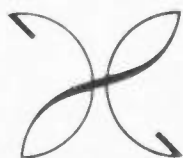
He and his wife operate a restaurant at ARETZ Air-
port. Bob enjoys flying and working with the Civil
Air Patrol as hobbies. He is a resident of Lafayette
where he lives with his wife, Geraldine, and a son, Bob.



Congratulations to WASK

for choosing

**Greater Lafayette as your home...
one of America's fastest growing cities
with all the advantages of good living.**



**The 25th Anniversary of the
Greater Lafayette Chamber of Commerce**

*The
City
of
Lafayette*





WFAM

0.5 MW

POPULATION	671,330
FAMILIES	258,030
F. M. RADIO HOMES	35,246
TOTAL RETAIL STORES	8,904
SALES \$	\$60,829
FOOD STORES	2,080
SALES \$	\$18,246
GENERAL MERCH. STORES	222
SALES \$	\$5,814
EAT AND DRINK PLACES	1,337
SALES \$	\$7,122
DRUG STORES	204
SALES \$	\$1,728
OTHER STORES	6,953
SALES \$	\$104,642

NATIONAL
REPRESENTATIVE

WILLIAM G. RANBEAU CO.

NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO

WASK

POPULATION

GREATER LAFAYETTE	49,265
TIPPECANOE COUNTY	73,529
BROADCAST AREA	234,760
RADIO FAMILIES	88,503
RADIO HOMES	64,938

POPULATION, RADIO HOMES AND FAMILIES,
TAKEN FROM 1950 CENSUS AND BROADCASTING MARKET BOOK, 1950.

go get lindy and gulenlock