

our first 30 years

W
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ESTABLISHED IN 1923 • • ON THE AIR, INC.

our first 30 years

W
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ESTABLISHED IN 1923

ON THE AIR, INC.
1001 DIAMOND AVE.
EVANSVILLE, INDIANA

1280 KC
5000 WATTS DAYTIME
1000 WATTS NIGHT TIME
EVANSVILLE'S FIRST
STATION

NBC AFFILIATE

WEED & COMPANY . . . National Representatives

THE OFFICERS, DIRECTORS AND STAFF
OF
RADIO STATION WGBF
CORDIALLY INVITE YOU AND YOUR FAMILY
TO
ATTEND THE CELEBRATION
OF THE
THIRTIETH ANNIVERSARY OF WGBF
SUNDAY, NOVEMBER TWENTY-SECOND
AT
SEVEN O'CLOCK IN THE EVENING

BROADCAST
7:30-9:30 P.M.

R.S.V.P.
PHONE 2-1171

81 pounds of
anniversary cake
... and was it good!



And now a pictorial presentation of personalities, facilities,
programming and public service history as presented on the occasion of
WGBF's 30th anniversary broadcast, Sunday, November 22, 7:30 p.m.



53 Number 47

of Riley"
Tedious Too
ice of spending a week's
vacation away at camp
an at home with their re-
fathers throws young
I. Riley, Jr. and his pal,
r. Gillis, into some dis-
home . . . at least as
and Gillis are
at 8:30

WGBF Celebrates 30th Anniversary

On November 22, WGBF, will celebrate its thirtieth anniversary with a two hour live program starting at 7:30 P.M. and featuring station talent and guests. The program will be the stars from WGBF's daily hour-long "Toast 'N Coffee" program: Pat Roper at the Hammond organ; Mark Metcalf, bass Viol; Charlie Gillim, guitar; and Alvan Ashby, baritone vocalist. Also appearing will be the Elks White Coats (S.P.E.B.S.Q.S.A.) and all of the station's program personalities.

You don't need a long white beard and red coat to play Santa Claus this year! Just listen to Tommy Bartlett on WGBF-NBC tell about his search for the WELCOME TRAVELERS' 'Christmas Family' and then join him in his search! Get the details on this worthy cause daily at 9 a.m. on WELCOME TRAVELERS.

SCHOOL
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Let's Look Back 30 Years

WGBF was founded in 1923 by the Finke Furniture Company of Evansville. It was the first radio station in Evansville and one of the first in this part of the country.

Noting some events in WGBF's early broadcasting days, the Evansville Journal of Sunday, December 26, 1924, refers to a broadcast by WGBF, that night, using a 217 meter wave length. The station was very gratified by the response, which totalled some 300 local and long distance telephone calls. It was stated that "reception was loud and clear with no generator hum or interference to other stations." The program itself was called "an exceptionally high class program," and featured Manager Frank Holland of the Victory Theatre, with some of his own compositions which he played and sang. Others on the program were Clarence Specht, vocalist, and Archer Lambuth, pianist. The call letters and frequency were assigned by Acting Secretary of Commerce S. B. Davis. The call letters to be permanent, the frequency a temporary one, for a period of test programs, pending issue of permanent license.

On December 28, 1924, we note another special broadcast by Eileen E. Hoskinson, vocalist; Miss Rosie pianist; C. C. and Floyd Grant, program with Bill Hall.

LISTEN is WGBF's weekly publication featuring program schedules of network affiliated stations in the Evansville area plus pictures and stories of WGBF and NBC programs and promotional campaigns . . . 20,000 weekly circulation! It is published and distributed in cooperation with Gil Weiss and the URMA Stores.

5,785 vehicles pass WGBF's automatic, illuminated sign every 24 hours. Radio programs and campaigns of WGBF sponsors are usually featured here. On this occasion we "plugged" our own anniversary show.

WGBF Radio to Celebrate 30th Anniversary Sunday

Radio station WGBF will celebrate its 30th anniversary Sunday.

First in Evansville and one of the first stations in this part of the country, it was founded in 1923 by the Finke Furniture Co.

Plans are being made for a two-hour birthday show featuring a complete line-up of WGBF personalities.

The station, now among the applicants for Television Channel 7, has come a long way since Dec. 26, 1924, when the Evansville Journal wrote proudly of one of its broadcasts that "reception was loud and clear with no generator hum or interference to other stations."

The show under discussion was termed "an exceptionally high class program." It featured Frank Holland, manager of the Victory Theater, (now Loew's) playing and singing a group of songs written by him.

WGBF OBSERVES 30TH BIRTHDAY

Tri-State's First Station Reviews Its History on Special Show

On Nov. 22, 1923, in an era when radio listeners wiggled a "whisker" over a piece of crystal and clamped earphones tight to their heads to get their favorite programs station WGBF went on the air.

Last night WGBF celebrated completion of its 30th year of broadcasting with a two-hour show. Some items on the program were reminiscent of the early days of radio in the Tri-State.

The show, which started at 7:30 p.m., brought back memories of many oldtime shows which were popular with Tri-State listeners as when Jim Purcell recreated his father's program, "Farmer Purcell."

and for the anniversary we

THE EVANSVILLE COURIER
NOVEMBER 17, 1953



Say, Kay!
Shows, N' Such
by Karl Kae Knecht

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radio station cele-
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drawings. The ingenuity of the art-
ist then manifested itself by com-
pleting the picture with rounded
lines, color and shading. Prizes
were offered for the best each

THE EVANSVILLE COURIER
NOVEMBER 21, 1953

Two-Hour Sunday Show To Mark WGBF Birthday

Memories of the past and good wishes for the future will be the keynote of WGBF's big two-hour 30th anniversary show tomorrow.

The show, to be aired from 7:30 to 9:30 p.m., will feature Del Greenwood as master of ceremonies. Music will be by regulars on the station's daily breakfast show, "Toast 'n' Coffee"—organist Pat Roper, guitarist Charlie Gillim, bass player Mark Metcalfe and vocalist Alvan Ashby.

Other featured groups will include the Elks' White Coats, a chorus of barber shop singers, and the "Little German Band," which was featured on WGBF for several years.

The station's general manager, Martin Leich, will give a 30th anniversary greeting and interview out-of-town guests.

The anniversary broadcast begins at 7:30 p.m. Sunday. The nucleus of the show will be the "Toast 'n' Coffee" including Mrs. Roper, bass player Mark Metcalfe, and vocalist Alvan Ashby. Also scheduled to appear are the Elks White Coats, local barber shop singing group virtually all

John Doss, program director during the station's early days, will discuss programs of the 1920's. Among the programs of past years which will be recreated or recalled are: "Mysterious Pianist," with Mrs. Roper and Cre- ceius; "City Court," as recalled by Truman Hutchinson and attorney Marion Rice; "The Variety Show"; "Deaconess Sunshine Hour," as recalled by Dr. Albert G. Hahn and the Rev. Carl J. Scherzer.

Jim Purcell will recreate his father's program, "Farmer Purcell." Margaret Rosencranz will recall an early show, "Flowers for the Living," and Bruce Hitch, secretary-manager of the Elks Club, will discuss the Elks Club Christmas basket shows, which were fea- tured on WGBF.

The anniversary show will also include interviews with As. [unclear] animals in straight line drawings. The ingenuity of the artist then manifested itself by completing the picture with rounded lines, color and shading. Prizes were offered for the best each

THE EVANSVILLE COURIER
NOVEMBER 23, 1953

WGBF To Observe 30th Birthday Today With Special Program

WGBF will observe its 30th an- tonight beginning at 7:30 p.m.

Emceed by Del Greenwood, the show will feature the "Toast 'n' Coffee" musicians—Pat Roper, or-

ganist; Mark Metcalfe, bass; Charlie Gillim, guitar, and Alvan Ashby, soloist—the Elks' White Coats, a chorus from the local barbershop society, and the "Little German Band," which was a feature for several years on WGBF. General Manager Martin Leich, Guy

John Doss, program director during the station's early days, will reminisce over the programs of the early twenties, many of which will be recreated in part, some with the original cast.

Other WGBF staff members taking part will include Mary Bates, J. C. Kerlin, Cliff Brooks, Gene Crawford, John Totten, John Berry, Dave Pellow, Lois Freeman, M.

SUNDAY COURIER AND PRESS
NOVEMBER 22, 1953

SUNDAY
COURIER AND PRESS
NOVEMBER 22, 1953



FUN
FOR
THE
FAMILY



Since 1947, "Toast 'n' Coffee" has been a daily breakfast show on WGBF. The hour-long broadcast starts at 8 a.m. featuring music, songs, poems, weather round-up, news and telephone quiz.

Just before the Anniversary broadcast time, the "Toast 'n' Coffee" regulars gathered at the organ for this picture.

Left to right, standing, Alvan Ashby, soloist; Del Greenwood, emcee; Charlie Gillim, guitar; Gene Crawford, news caster.

Left to right, seated, John Berry, telephone quizzer; Pat Roper, organist; and Mark Metcalfe, bass.

WGBF**CONTINUITY**

Client.....

Subject..... 30TH ANNIVERSARY BROADCAST

This copy starts..... 11/22/53 Stops..... 11/22/53

Other instructions.....

SA PSA NC

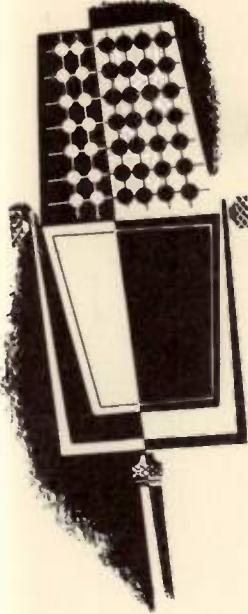
- Mon.
- Tues.
- Wed.
- Thur.
- Fri.
- Sat.
- Sun.

Time..... 7:30-10:30PM

Writer..... DSG

Date.....

1. THEME: ALVAN ASHBY SINGS: "BLESS THIS HOUSE
OH LORD WE PRAY MAKE IT SAFE BY NIGHT
AND DAY"
- 2.
- 3.
- 4.
5. GREENWOOD: LADIES AND GENTLEMEN .. THIS IS DEL
6. GREENWOOD GREETING YOU ON THIS BEAUTIFUL SABBATH
7. EVENING .. SAYING HELLO FOR THE ENTIRE STAFF OF
8. WGBF ... AND INVITING YOU TO JOIN US FOR THIS, OUR
9. 30TH ANNIVERSARY BROADCAST... COMMEMORATING 30 YEARS
10. OF BROADCASTING SERVICE TO EVERYONE, EVERYWHERE IN
11. THE TRI-STATE. NOT ONLY IS THIS A JOYOUS, HAPPY
12. OCCASION FOR ALL OF US HERE AT WGBF, BUT A SERIOUS
13. AND IMPORTANT EVENT TOO, BECAUSE WE REALIZE IT'S
14. YOU THE LISTENER WHO HAS MADE ALL THIS POSSIBLE:
15. YOU THE FARMER ... YOU THE MERCHANT ... YOU THE
16. HOUSEWIFE, YOU THE DOCTOR ... LAWYER ... INDUSTRIALIST
17. ... LABORER ... MECHANIC ... YOU ... EVERYONE OF
18. YOU ... AND THE GOOD LORD UP ABOVE! AND SO ON THIS
19. 30TH ANNIVERSARY OF WGBF ... THIS NOVEMBER 22, 1953
20. ... WE ARE INDEED GRATEFUL.
- 21.
- 22.



on the air



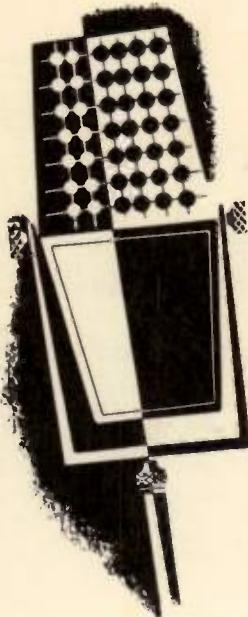
MARTIN LEICH
*General Manager of
WGBF and WMLL(FM)*

On behalf of the officers, directors and staff of WGBF I am pleased to welcome our radio audience and our special guests to this program commemorating the 30th anniversary of the founding of WGBF.

While thirty years is not a long time in many industries, it is almost a lifetime in the radio broadcasting industry.

We are proud and we hope that Evansville and the Tri-State are proud that WGBF was one of the first radio stations in the country. We hope that WGBF has served you well during the last thirty years, and we assure you that we shall try to serve you even better during the next thirty years.

The WGBF staff has been working hard the last few days preparing this program which we hope will entertain you and bring back many memories of favorite radio programs and personalities of the past thirty years. We have a lot of ground to cover, so I'm not going to take any more time visiting with you now but will just say to Del . . . on with the show!



on the air



HAROLD FINKE
Pioneer For WGBF

“. . . back in those early days our sports booth at the Agoga Tabernacle was a piano box with a slit in front to look out . . . had studios at Finke Furniture Company and also at McCurdy Hotel and Vendome Hotel and later on Main Street between 6th and 7th . . . one time I was on mike continuously for 12 hours and 45 minutes (all night) and received mail from 37 states, Canada, Mexico and two ships at sea.”

PHIL DRACHMAN
President of the Evansville Community Chest



“I can remember when WGBF started out with 25 watts and now it has 5000, that's really inflation! WGBF has supported the Chest Agencies and Chest drive . . . we have reached our goal . . . and this station has had a great part in helping us . . .”

Bish Thompson

It hurts me a little to explode an old and highly regarded myth but—
The call letters of radio station WGBF do not stand for "We Got Best Furniture." Nor do they of course, stand for "We Got Bum Furniture" as so many veteran listeners have chortled facetiously among themselves for 30 years.

Truth of the matter is this—They don't stand for anything at all. Those are just the letters assigned the station by federal authorities when Finke's Furniture Store applied for license back in November, 1923.

IT IS TRUE that even in those days it was not unusual for a new radio station to request call letters that could be used to plug a product, the owner's other business or the city where the station was located. (Example: WGN—World's Greatest Newspaper.) Just as TV stations are doing now. (Example: WFIE—We're First in Evansville.)

But the idea didn't occur to Harold Finke. He requested no special letters and Uncle Sam drew his station's insignia out of the hat.

For several years Harold had been tinkering around with the receiving end of radio. He'd built several crystal sets and even a one-tube job or two. His enthusiasm for the thing waxed so warmly he even got his father, L. B. Finke, to agree to setting up a long-wave broadcasting station in their furniture store. At the time there were precious few radio stations in the country and almost all were in larger cities. Don't know of any in a town this size.

AT HOME THE LISTENERS were just getting used to hearing a program over a loud speaker. The ear-phones were on the way out. Thank heaven for that, too. Nothing quite as frustrating as watching Father laugh himself sick at jokes you couldn't hear. You'd ask him what was so funny and he'd tell you to shush or leave the room. All you could do was wait your turn at the headset—which came invariably just in time for the reading of request telegrams or a half-hour resume of the fertilizer market. No more of this, though. With a morning-glory speaker sprouting up out of the Atwater-Kent nest of exposed tubes we could all hear at once. Even the neighbors who dropped in could hear, too. Fantastic improvement, this.

Well, anyway, Harold Finke opened Evansville's first radio station with a larruping 50 watts of power, a studio and control room on the third floor of the store and the rest of the equipment in the basement. That was 30 years ago Sunday.

He nor his father had that first idea of gaining any revenue from the station. They sold no advertising time at first. It was just a gimmick to publicize and promote their furniture store. They didn't even do commercials for Finke's.

"EVEN THOUGH WE were on the air with only 50 watts," recalls Harold, "we got unbelievable response from surprising distances. That's because there weren't so many stations on the air, of course."

Within a few months WGBF boosted the output to 100 watts and later increased it even more. On the second or third anniversary—Harold doesn't remember which—they staged an all night program by way of celebration. Harold—still chief announcer, program director, sportscaster, disc jockey, newsman, etc.—flapped away over the mike for 12 hours and 45 minutes without relief.



Grown-Up Gimmick Marks a Birthday

Not all the time, of course, but between records and other special numbers rounded up for the occasion. Constantly he invited faraway listeners to wire the station.

"WE GOT LITERALLY bushels of telegrams," he said. "They came tumbling in from 37 states at sea. Nineteen out of twenty of them said, 'Radio program coming in fine.' One fireman sent a lengthy telegram from Canada. Must have cost him five or six bucks just to tell us he'd been hustled out of the feathers to go put out a fire, had been unable to sleep when he returned to the fire house, had turned on his radio and picked up WGBF 'way down in Evansville, Ind.'

Customers were drawn to Finke's by the novelty of seeing the process of radio broadcasting. Glass windows sealed off the studio and the control room and anyone on the air usually performed before a sizeable collection of flattened noses against the glass.

AT FIRST WGBF was on the air only an hour or two in the afternoons. Then they returned after supper for a little evening dido or two. This went so well they decided to shoot a morning program at the air-minded public. This was a morning worship service, broadcast with cooperation of Deaconess Hospital. Well received.

It was some little time, Harold said, before they cemented up the program gaps and stayed on the air from morning to night without a break. Then as now phonograph records were handy things to have around to fill an idle quarter hour. In those days the requests from listeners came tumbling in by hundreds.

"We wore out a full dozen records of 'My Blue Heaven,'" says Harold. "It was far and away the hit tune of the decade."

AMONG THE FIRST advertisers were Purcell Seed Company and Hartmetz (now Vandevere) Dodge. Sponsors wrote their own copy. Announcers read it as it was delivered.

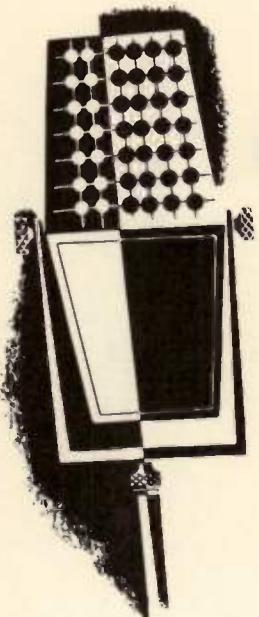
"Guy Purcell used to fill his spots with tongue-twisting diseases that threatened undernourished chickens. I'd be reading along and come to 'psittacosis' and fall all over it. I think he did that just to be ornery."

Harold Finke was the first play-by-play sports announcer, too. Over the front door at Agoga Tabernacle they mounted an old piano box with a slit cut in the back so he could see the game. The engineer would go over the morning of the game (Evansville College vs. Visitors) and install the equipment (two tubes nailed to a board and a mike). He operated the transmitter; Harold yelled the game into the mike. A two-man team. They had a hand-crank phone system to signal each other when they were going on or off the air.

ONE NIGHT LIGHTNING struck the tower during a thrilling game. The engineer strung some wires around on the roof and the local Graham McNamee was back with his home audience in-side of 15 minutes.

Nowadays when a new TV station goes on the air the citizens are alerted by special editions of the papers, hullabaloo, fanfare and other devices. Not so in 1933. I checked the papers for two weeks before and after the starting date of WGBF, Nov. 22. Not the first word—even in Finke's advertisement. As I say, in its infancy the radio station was a small potatoes gimmick to publicize the store.

Sunday night WGBF will mark its anniversary with a two-hour special broadcast. May I suggest we all "listen in?"



on the air



JIM PALMER,
*Entertainment Editor
of Evansville Courier*

"... been a WGBF rooter for many years"

FRANK McDONALD,
Sheriff of Vanderburgh County

"... I worked for WGBF in 1934 and 1935 as a 'utility' man and when I broadcast the first football game from Reitz Bowl I had 100 feet of line down on the sidelines and broadcast the game by looking through the lines of scrimmage ... WGBF has given excellent service ... ever-alert organization ... always trying to bring to Evansville and Tri-State the very best they possibly could in radio ... WGBF has been a tremendous credit to City of Evansville and community."



*Newscaster J. C. KERLIN
and H. O. ROBERTS,
Mayor of City of Evansville*

The mayor was really enthusiastic about WGBF's anniversary (as you can see). "... 30 years is a long time and 30 years ago I was building my first radio set from parts I purchased at the 10 cent store ... many, many more years of success and happiness ..."

J. C. Kerlin joined the WGBF staff on October 22, 1944 and is heard every morning with his local news show, "What Goes On Here?"



May your second thirty years and more be as successful as your first. Best wishes.
Johnny Olsen "Second Chance"

Congratulations on your anniversary. Here's wishing you many more.
Sincerely.

Congratulations to WGBF on 30th anniversary Sunday. Would like to repeat once again what a fine job I think you're doing.

Thaine Engle NBC Radio NY

As an Ohio boy the only thing I might envy Indiana is the nice folks who broadcast from WGBF in Evansville.

Roy Rogers

The secret word today is Evansville which has won its own jackpot by being lucky enough to have WGBF around for 30 years.

Congratulations to WGBF on 30 years of outstanding service. It's an inspiring record and one to be truly proud of. My very best to the entire staff at WGBF.
Dinah Shore NBC Hollywood

Groucho Marx

Your thirtieth anniversary is front page news with Front Page Farrell

Congratulations on your 30th anniversary. Many happy returns of this day.

Fred Horton Director NBC Radio Sales

"To be perfectly Frank" I think your anniversary is swell. May no "Rocky Fortune" come your way — other than my show. Best wishes.

Frank Sinatra



On the occasion of the 30th anniversary of the founding of Station WGBF I wish to extend my personal congratulations and those of the National Broadcasting Company to you and your staff. 30 years of such outstanding service as rendered by WGBF to the people of its community and the surrounding area is an achievement of which you can well be proud. Sincere wishes for continued success in the future. Cordially.

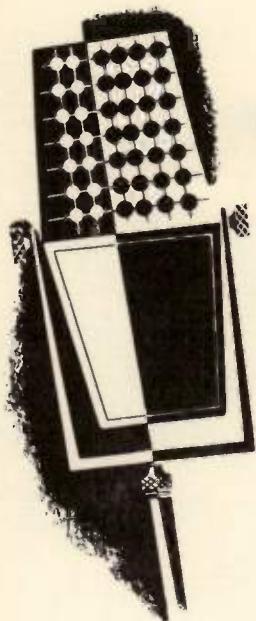
Sheldon B. Hickox, Jr.
Director NBC Station Relations

Let me extend to you and the members of your staff my warmest greetings on the occasion of the 30th anniversary of WGBF. The outstanding service WGBF has always rendered to its community should be a great satisfaction to you. NBC is happy to have been able to join with you in broadcasting excellent programs of entertainment, news, culture, and education and we are looking forward to a continuation of our pleasant association with you and your station. Cordially.

Harry Bannister VP, National Broadcasting Co.

Although it is not possible for me to be present it is indeed a pleasure to send sincere best wishes to you and your staff on the 30th anniversary of the establishment of Station WGBF. The success of your station throughout these past years is evidenced by the outstanding broadcasting service of which you and your associates can well be proud. Best personal regards to you and everyone at the station.

Hamish McIntosh NBC Station Relations



on the air



JOHN DOSS,

WGBF Program Director in 1925

"WGBF has always stood out in our city as an instrument of cooperation and helpfulness."



HENRY SCHLUNDT

... "Good Morning mothers! This is the Baby Shop man and speaking from his own studio"! That was the greeting of Mr. Schlundt to WGBF listeners in 1925 when the Baby Shop, the world's largest, first went on the air over WGBF.

"The Baby Shop grew up with WGBF and my congratulations to its staff and directors."



JOHN SOUCIE

*President of Central Labor Union
and representing American Federation of Labor*

"... and our congratulations to WGBF for the fine work that has been done in the past 30 years."

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON 25, D. C.

November 19, 1953

ADDRESS ALL COMMUNICATIONS
TO THE SECRETARY
IN REPLY REFER TO:

Mr. Martin L. Leich
General Manager
Radio Station WGBF
Evansville-11, Indiana

Dear Mr. Leich:

It is with pleasure that I note that Radio Station WGBF will celebrate its 30th anniversary on the air next Sunday. I extend my sincere congratulations.

More than 110 million radio sets have been produced since World War II and are currently in use. I think this as much as anything else high-lights the important service being rendered by aural broadcast stations throughout the nation and that, notwithstanding the appearance of newer arts such as television, the people of this country have not lost the significant role played by the aural broadcasters. I am confident that in the future, aural broadcasters will continue to be an important force in our economy and a strong, healthy, and highly important medium of public information, education and entertainment.

Sincerely yours,

Rosel H. Hyde
Rosel H. Hyde
Chairman



Evansville's athletic business managers were on hand for the 30th anniversary broadcast. Left to right:

BROTHER JAMES GORMAN,
Memorial High School . . . "we appreciate all that WGBF has done for Memorial High School in the way of sports."

EUGENE ROBINSON, Evansville College . . . "WGBF has done a wonderful job in furthering the sports program in the city of Evansville, and we hope you continue to do so in the future."

MARV BATES, WGBF's Sports Director

HARRY WEY, Public Schools . . . "listeners are well aware of the fine job that WGBF's sports announcers have done and are doing in Evansville."

MIKE ELLERT, Mater Dei, absent when picture was taken.

LOWELL TURNER
*Executive Director,
Evansville Community Chest*

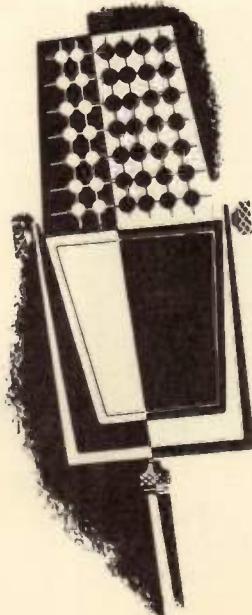
"It's wonderful to see the way WGBF has cooperated in every civic activity of the community . . . everything that's for the welfare of the people has an opportunity to be heard over WGBF . . . participation of staff of WGBF in activities of Evansville has been wonderful."

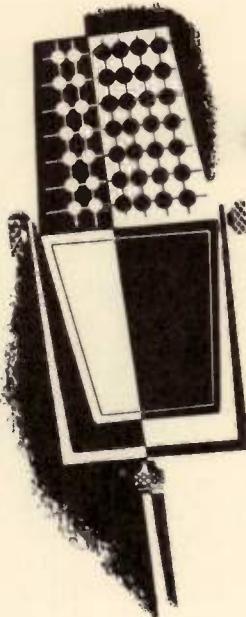


FRIEDA PETERS
Executive Director of the YWCA

"Whenever we have a job to be done in the way of publicity I feel that I'm coming to old friends when I come to WGBF . . . thanks for the fine service you have done us . . . we will never cease being grateful."

on the air





on the air

DR. J. FREDERICK RAKE,
*Pastor Emeritus
of First Baptist Church*

"I am the only person who has been on WGBF from its beginning without interruption and at the same time teaching the Agoga Bible Class . . . I am grateful to WGBF for your courtesy and consideration of the Agoga Bible Class."



MAJOR LLOYD N. CROWELL
Salvation Army

"Isn't it wonderful that a humble Salvation Army major who has only been in the city two months should have an opportunity to take part in this fine Birthday celebration. We wish for WGBF the best and we trust that the next 30 years will be as progressive and wonderful as the 30 years past . . . God Bless you, WGBF."



REV. WALTER NOFFKE,
*President of Evansville Ministerial Association and
co-chairman of radio and TV committee of the
Council of Churches.*

"Like man when he's 30 years old, WGBF is coming into its prime . . . in the vital field of communication WGBF has done an outstanding job . . . I certainly wish a long life for this station that has served its community so well."

I count it an honor to be present on the occasion of WGBF's 30th Anniversary party, and to bring you greetings both as a citizen of Evansville and on behalf of Evansville College.

The College is deeply indebted to WGBF for many courtesies shown through these 30 years. This is an evening of historical memories. May I recall a few.

In 1925 an Evansville College quartet sang over WGBF, the beginning of a host of programs in the years since then.

In 1939 soon after I came to Evansville, I broadcast over WGBF a series of brief talks dealing with educational problems of interest to parents and to students who expected to attend college. I was the Dean of Evansville College at the time. I have the document presenting the printed talks in my hand.

In 1950, WEVC, the College FM radio station, took its place on the air ways in Evansville. The educational opportunity for our students was made possible by WGBF and Electronics Research which made a gift of the equipment to the college.

These are but a sample of many memories that could be recalled.

Yet as a citizen, there is a deeper word of appreciation I wish to give. For me the name of Clarence Leich is synonymous with WGBF. From the time I came to Evansville in 1939 and we arranged for that first series of radio talks until health forced him to give up active leadership of the station, I knew Clarence Leich as a civic leader devoted to furthering the best interests of our fine city. Moreover, he saw in the medium of the radio stations which he directed, an avenue of educational communication and community betterment which should be used to its fullest extent as a public agency.

Be it College, Cancer Society, Community Chest, Red Cross, Museum or a host of other worthy causes or institutions, Clarence Leich as a citizen, and WGBF under his direction, were sharing fully in building a finer community.

So tonight I would recall the memory of his contribution and express our gratitude. We are grateful to Martin Leich and the entire staff as WGBF carries on in the pattern he set.

So my hearty congratulations on 30 years of such service and may the next 30 years be as significant.

November 22, 1953



DR. LINCOLN B. HALE, President of Evansville College

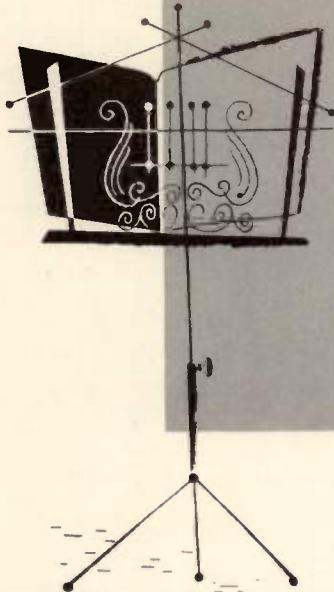
It is wonderful to know that WGBF is now thirty years old. I was only two when you were born. My congratulations to your fine staff. I hope to be singing for you on the "Railroad Hour" for a long time to come.

Gordon Macrae



My congratulations to Station WGBF on your 30th anniversary.

James Stewart



All best wishes for the next thirty years of broadcasting.

Karl Swenson (Lorenzo Jones)

As water commissioner of Summerfield may I send my best wishes to the water commissioner of Evansville and to all the lucky listeners of Station WGBF.

Willard Waterman "The Great Gildersleeve"

Curly joins us in a quick chorus of "Back Home Again in Indiana" and little Alice and Phyliss join both of us in sending you our very best wishes on the occasion of the 30th anniversary.

Alice Faye and Phil Harris

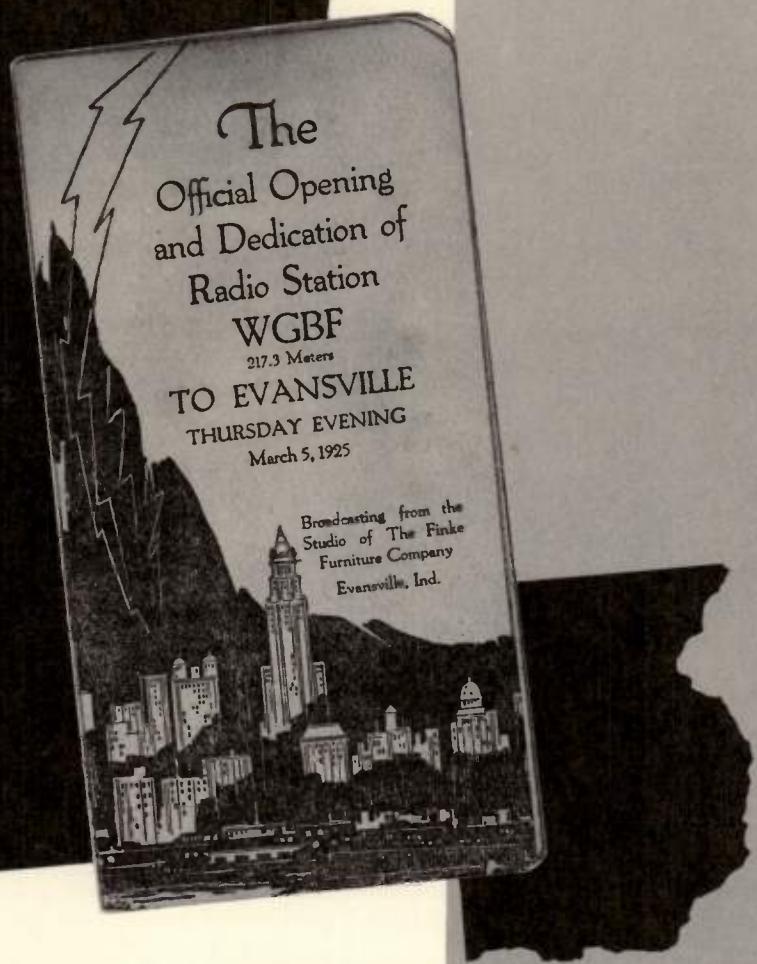
Howdee. Gud luk on your anniversary from me and all the folks at Grinders Switch. Our "Grand Ole Opry" jest had its 28 birthday so we know how you feel. Regards.

Minnie Pearl

Congratulations on your 30th year. I was just a boy when you started and never dreamed I'd have a radio show on your station. Glad to be with you.

Bob Hope

Our first 30 years...



WGBF was founded in 1923 by the Finke Furniture Company of Evansville. It was the first radio station in Evansville and one of the first in this part of the country.

Noting some events in WGBF's early broadcasting days, the Evansville Journal of Sunday, December 26, 1924, refers to a broadcast by WGBF, that night, using a 217 meter wave length. The station was very gratified by the response, which totalled some 300 local and long distance telephone calls. It was stated that "reception was loud and clear with no generator hum or interference to other stations." The program itself was called "an exceptionally high class program," and featured Manager Frank Holland of the Victory Theatre, with some of his own compositions which he played and sang. Others on the program were Clarence Specht, vocalist, and Archer Lambuth, pianist. The call letters and frequency were assigned by Acting Secretary of Commerce S. B. Davis. The call letters to be permanent, the frequency to be a temporary one, for a period of test programs, pending issue of a permanent license.

Sunday, December 28, 1924, we note another special broadcast featuring Mrs. Eileen E. Hoskinson, vocalist; Miss Rosie Paine, pianist; Charles Holsclaw, pianist; C. C. and Floyd Grant, baritones. Also playing piano on this program was Bill Hahn, who is still a WGBF staff musician.

Anniversaries are an old story to WGBF. The fourth was marked by WGBF's first all-night broadcast from the new studios on the ninth floor of the Hotel Vendome, where the station had just moved after having been located in the Finke Furniture Company building until that time. In discussing the program, the Courier noted that WGBF was one of the oldest stations in the United Staes in point both of years and hours of continuous service. The highlight of the show was the appearance of the team of John Wolf and Ned Tellinger, well known radio stars of the day. They were sponsored by the Mona Oil Co., and heard over radio station KOIL, Council Bluffs, Iowa, but did many guest appearances on other stations about the country. They were known as "a couple of oil cans" to their public,

probably as a means of sponsor identification. One of Karl Kae Knecht's cartoons featured in the November 22 Courier showed the slicing of the birthday cake, the talent on the show on anniversary night, and otherwise depicting the growth of the hardy infant, WGBF. On the program, 300 different prizes were offered for distance in reception of the all-night show. More than 1,000 responses were received at the studio by midnight — the most distant being from Denver, Colorado. The announcing duties on the program were shared by the station manager, H. L. "Red" Thompson, and Harold Finke.

In 1928 WGBF was taken over by its present ownership, Evansville-On-The-Air, Inc., which is now known as On The Air, Inc. The station's studios were moved from the Finke Furniture Co., where they had been returned after a stay in the Hotel Vendome, to 618 Main Street, where they remained until they were moved to 519 Vine Street in 1933. At the time of the first move, WGBF was operating with a power of twenty-five watts. Later WGBF was assigned five hundred watts, then one thousand, and finally in 1940 its present five thousand watts with a frequency of 1280 kilocycles. Offices and studios were moved to the present quarters at 1001 Diamond Ave. February 17, 1951.

In order to be able to bring regular performances by nationally and internationally known artists to the Tri-State listeners of southern Indiana, southern Illinois and western Kentucky, WGBF affiliated with the National Broadcasting Company, February 1, 1937. This relationship has continued ever since, while both the station and the network have made a steady growth.

WGBF also produces many local shows including the "Our Town" broadcasts by Cliff Brooks; "What Goes On Here?" with J. C. Kerlin, "Spotlight on Sports" by Marvin Bates, Gene Crawford's newscasts, Bish Thompson's "It's a Great Day," "Spins 'N Needles," "Melody Matinee" and "Memos for Milady." Mrs. Pat Roper, WGBF Program Director and staff pianist and organist, Guy Crecelius "Your Curbstone Reporter" and many of the other personalities familiar to present day WGBF listeners have been heard on WGBF since the early days of radio in the Tri-State.

President of On the Air, Inc., operators of WGBF, is Alvin Eades. Henry B. Walker is vice-president, Henry B. Walker, Jr., is secretary-treasurer and Pat Roper, assistant secretary-treasurer. Martin L. Leich is executive vice-president and general manager. Mr. Clarence Leich, a member of the board of directors, was general manager of the station from 1931 until 1950, when it became necessary for him to retire from active management because of his health.

On The Air, Inc., also operates FM station WMLL in Evansville and station WTMV in E. St. Louis, Ill. Under the same ownership are WBOW and WBOW-FM in Terre Haute, Indiana.

On The Air, Inc., has applied to the Federal Communications Commission for permission to establish a television station in Evansville on VHF channel 7. Because there are other applicants for the same facilities, the matter is tied up in hearing at present.

WGBF is represented nationally by Weed & Company with offices in New York, Chicago, Boston, Detroit, Atlanta, San Francisco and Hollywood.

This knocked-out group of musicians called themselves the "Hoosier Harmonists" . . . the first known musical group to broadcast over WGBF . . . and for off-the-air engagements they were known as the Pied Pipers.

Left to right are Alvin Miller, Russel Phelps, Norman Langley, Harold Weisling, Clarence Simms and Victor Posey.

Mr. Simms can recall when they thought that the louder they played the farther away their broadcast would be heard!





It was a surprise and a pleasure for WGBF listeners to hear this group on WGBF's 30th Anniversary Show . . . Heine Dinglehoofer's Little German Band . . . first heard on WGBF in 1932 and was a regular feature until 1947.



KENNETH C. KENT,
President of the Evansville Chamber of Commerce

"On behalf of the Chamber of Commerce I want to commend your station. You've all been wonderful in giving station time and personal time to better this community."

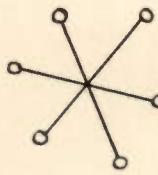
on the air

WGBF's CLIFF BROOKS
and OLLIE C. REEVES,
*Judge of the Vanderburgh County
Circuit Court.*

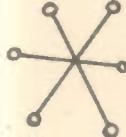
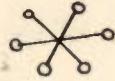
"I want to congratulate Mr. Leich and officers and staff of WGBF for the highly efficient work which they are doing and have done in times past. I wish the staff 30 more years of civic education and religious work which this institution has been giving and will continue to give for this community."

Cliff Brooks has been a local news reporter for WGBF since 1941 and is featured every night with "Our Town."





QUOTES . . .



"How Are you, neighbor!"

The last time I spoke that greeting from a WGBF microphone was about eight-and-a-half years ago. I had been on the air for 65 weeks with a program in the public interest called "The Week In Review" . . . as to you Martin (Leich) and the future of WGBF in Evansville, you have the benefit of a fine heritage, the challenge of a fine example, the opportunity to make the 30 years ahead far transcend the 30 years that have gone into the record book.

Lyman Hill, *President Evansville Advertising Club*

"Congratulations and thanks for the work you have done in behalf of our organization."

Mrs. S. W. Jourdan, *President Welfare Council*

"On behalf of the Board of School Trustees and Evansville School City . . . thank you for all the wonderful cooperation we have received from WGBF over the years . . ."

O. H. Roberts, Jr., *President Evansville School City Board of Trustees*

" . . . our appreciation for the opportunity we've had in broadcasting hundreds of programs over WGBF."

Claude Smith, *Director of Radio Evansville Public Schools*

"I think this station is to be congratulated in the fine service it has performed in the past several years and especially in times of emergency."

"Congratulations and thanks for your help in behalf of the museum.

Siegfried Weng, *Director, Evansville Museum*

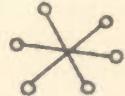
Please accept our belated congratulations on your 30th anniversary. We think your station and its fine commentators have made a real contribution to the community.

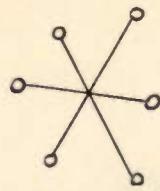
Many happy returns of the day.

With best wishes, I remain

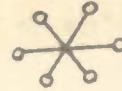
Sincerely,

Walter Hayden, *Secretary
Evansville Industrial Union Council*





• • • QUOTES • • •



Heartiest congratulations on your great 30th anniversary achievement of public service. The countless benefits you have brought to the people of this area during these years of development can never be properly measured. However, your valuable and forceful pioneer voice has been an effective and profound influence during this period when Evansville has grown from a city of 85,255 to its present proud position of 130,000 citizens. We are pleased to salute you and to wish you continued success on this, your great 30th anniversary observance.

Chamber of Commerce Kenneth C. Kent, Pres.

Henry R. Gonner, Manager

For its more than 2,000 business,
industrial and professional members

Congratulations on your 30th anniversary.

At our Board meeting today, I was instructed to let you know how much we appreciate all the fine things your organization has done for us throughout all the years

We wish you continued success. With kindest personal regards.

Sincerely,

S. J. Medlicott, General Secretary
The Young Men's Christian Association

I am particularly sorry that I cannot express to you in person the deep appreciation I feel for the unfailing courtesy which has been extended by WGBF to the Family and Children's Service since I came to Evansville in early 1942.

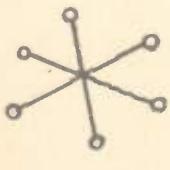
Since that time the Family and Children's Service has changed its function from that of an agency giving financial relief to one providing professional assistance with family or individual problems of all sorts. To make this change thoroughly understood in the community has required repeated explanations to the public. Station WGBF has given frequent and valuable help in this by making available to us, as a public service, any time on the air which we have requested.

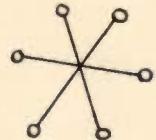
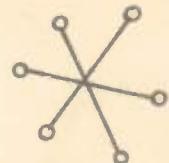
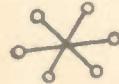
We give much credit to WGBF for the increase in understanding and in appropriate use of our agency by the people of Evansville.

May we, along with many others, hope that WGBF is just ready to enter upon a second 30 year period of achievement which will make the lustre of the first 30 years seem dull by comparison? For we are deeply convinced that WGBF will continue to share her successes with all of us in the Tri-State area.

Very sincerely yours,

(Miss) Luna E. Kenney, Director
The Family and Children's Service, Inc.





• • • AND MORE QUOTES!

The Board and Staff of the Travelers Aid Society extend to you our congratulations on your anniversary. We are grateful for your helpfulness and generosity during the years of our association and your many contributions to our city's welfare and growth.

May there be many more happy anniversaries.

Sincerely,

(Miss) Helen M. MacKenzie, Ex. Secretary
Travelers Aid Society of Evansville, Ind.

It seems that I have been conscious of WGBF ever since I can remember and can easily look back to the early days of radio and see the far strides which have been made by our station through these years. I want to thank you too at this anniversary occasion for the many courtesies you and your newscasters repeatedly have shown us here at the Baptist Hospital. We want to again pledge our full cooperation to you. Our congratulations and sincere best wishes for much success in the future.

Cordially yours,

Crayton E. Mann, Administrator
Welborn Memorial Baptist Hospital

It is with a great deal of personal satisfaction that I am permitted to participate in absentia on this very special occasion when radio station WGBF is celebrating the 30th anniversary of its fine service to the people of this area.

I regret deeply that official business of the United States Senate makes it impossible for me to attend in person.

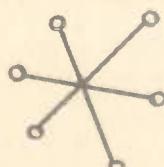
To Mr. Leich, to all of those who have worked so hard to make WGBF the great success that it is, and to the community which it serves, I extend my personal and official greeting and congratulations.

Homer E. Capehart
Senator from Indiana

May I extend to you and your associates hearty congratulations on this Thirtieth Anniversary of Radio Station WGBF.

It is generally understood that thirty means the end and it is my wish that it will mean the end of your problems and that from this day on you will continue to grow and prosper. Your station has made an outstanding contribution for the betterment of the entire tri-state area. Wishing you the blessings of the Thanksgiving Season.

Very cordially,
Albert G. Hahn, Administrator
The Protestant Deaconess Hospital





on the air



HUGH DUNBAR,

*Public relations chief,
Evansville Chapter, American Red Cross*

"We're proud of the wonderful association we've had the past 30 years with WGBF. In times of stress and strain when a helping hand was needed we've always been able to call on this very fine radio station. We have received from them whole hearted cooperation and their wonderful support during the flood of '37 and during other disasters, in promoting the blood mobile operations and during our annual campaigns."

CAPT. ROLAND F. VAN CANTFORT,
*Inspector-Instructor, 17th Rifle Company
U. S. Marine Corps Reserve*

"Congratulations from the "first to fight" to the first station in Evansville . . . we appreciate the opportunity WGBF affords us through our Saturday night program."



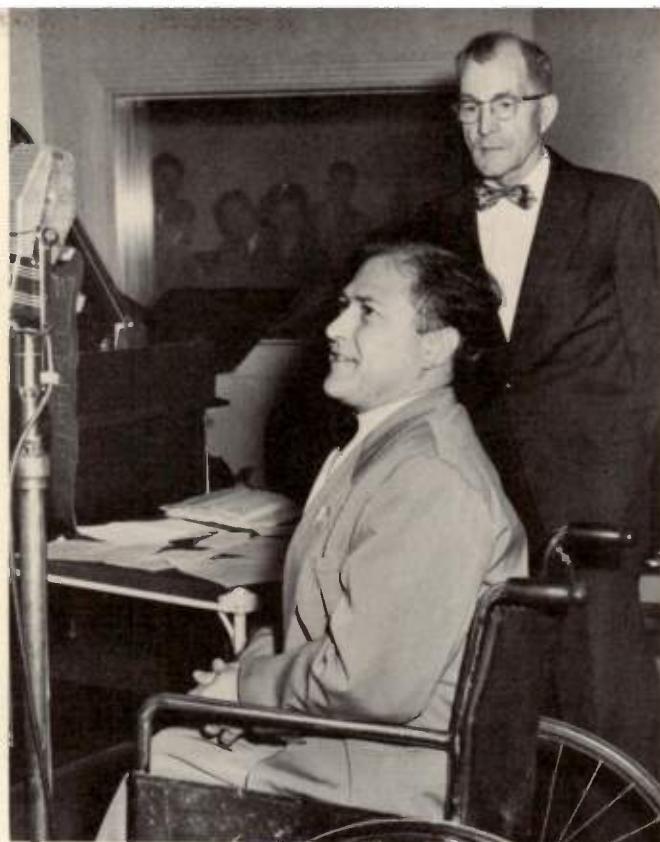
Elk's White Coats under the direction of Bill Henn sang some old time barbershop harmonies for the listeners. Bill was WGBF soloist in 1928 and heard on "Night Riders of the Air from the Grand Theater. All members of the chorus belong to the Elks Club and to the Evansville Chapter of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc. Shown near the microphone is Jerry Beeler, past international president of Spebsqsa, Inc. and who represented Evansville's Committee of 100. Third from left is Bruce Hitch, Elks Club Secretary, who recalled how WGBF had cooperated with the Elks to promote Xmas baskets for the poor, funds for the heart campaign, etc.

*Seated, CHARLIE CANIFF,
Executive Director of the Vanderburgh
County Society for Crippled Children, Inc.*

*Standing, A. B. GINN,
Executive Director of Goodwill Industries.*

Mr. Caniff: "It's hard to recount just how many times you have helped our Easter Seal Society in our program of educating the public, professions, parents in programs for crippled children. There isn't a single program of ours that hasn't been given a full measure of cooperation."

Mr. Ginn: "When I came to Evansville 9 years ago, WGBF started broadcasting for Goodwill Industries . . . that was the beginning of Goodwill Industries in Evansville."



"The Toast 'n' Coffee" quartet got together for two special numbers (that's all they know) for the anniversary broadcast. Left to right, Alvan Ashby, Del Greenwood, Mark Metcalfe and Charlie Gillim.



JIM PURCELL

... son of "Farmer" Purcell who was pioneer advertiser with WGBF and the oldest continuous user of radio east of the Mississippi.

"Like my father I am proud of my association with WGBF . . . my gratitude for everything WGBF is doing for the community."

Beneath the lofty all-steel tower
the radio station stands
and many a program flows across
its am and fm bands

For 30 years it's been this way
through ease and days of trial
but still the gentle listener sits
and twirls his radio dial.

And 30 years is just a start
The first page of historee
Far out ahead the programs stretch
Both home-made and . . . NBC.

The call letters give us a clue
as to the goal we'll reach at last
For WGBF can only mean
We're Getting Better Fast.

So down the corridors of time
You'll hear — if you're not deaf
The programs and commercials of
Radio W G B F.

But for this night we're here to cheer
The years that have already flew
And note that radio is much better now
Than 30 years ago.



BISH THOMPSON

... featured every morning with his "Great Day" program read a poem written by Roscoe G. Kilowatt, the bard of the powerhouse (sponsor of this show is Southern Indiana Gas & Electric Co.)



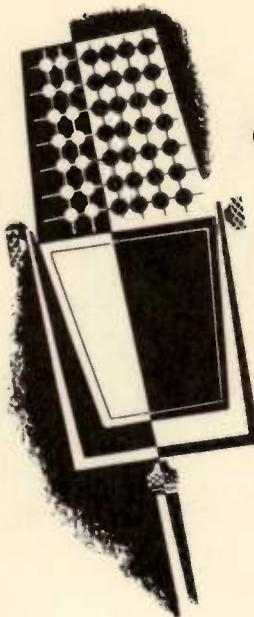
IRVIN E. PERIGO

*... Indiana's Poet-pianist and
featured on WGBF
from 1926 to 1929*

Here's to W G B F

There's a sort of gay commotion here at WGBF:
Yep, the joyful spirit's ketchin' 'cause
I've ketched it myse'f.
An' ever'body's happy, in a very happy way
An' the rate we're celebratin' it's
shore a grand 'birthday.
An I've come back to tell it,
Like I used to talk to you
With a sort of wistful longin'
that you'd be happy too.
Of course they's been improvements
since first I started out,
An' law! This dear ole station
shore knows what it's about.
But the same ole friendly feelin'
just penetrates the air,
An' I guess it's sorta touchin' you,
a-listenin' 'way out there.
Yep, I've been to many cities,
broadcastin' here an' there,
But of all the cheerful places,
none other can compare,
With this dear friendly station
where first I made a name;
The place I'm wishin' gladness, an'
loads more of the same.
So, luck to all of you! an' lots an'
lots of cheer,
An' to our many listeners —
clear skies without a tear.

Irvin Perigo



on the air



CHARLES LINEBACK,
*Executive Director of Evansville
Tuberculosis and Heart Associations.*

"We were asked by WGBF if WGBF could put on a heart radio show. It produced several hundred dollars . . . this illustrates the fine attitude of public service that WGBF has displayed throughout these 30 years of operation here in Evansville."



JIM NEWCOM
*manager of Mesker Park Ampitheater
and local business man.*

I will never forget the hours and hours of free time when I was city recreational director that WGBF gave to promote the various activities including the Santa Claus parades.



WGBF news Editor, J. C. KERLIN,
*left, interviews FLOYD OURSLER,
Joint State Representative from Posey,
Warrick and Vanderburgh Counties.*

"It does my heart good to know a station like WGBF is glad to report not only social activities of the community but the news reports too . . . to a free people . . . as it happens."

This is your life, Station WGBF, and a very fine one it has been, full of community service, Civic cooperation and playing good entertainment for the people of Evansville.

Ralph Edwards

Thirty years on the air makes a big story and
you tell it well. The Big Story (Bob Sloan)

Molly and I are only youngsters to the airwaves since we've
celebrated only 27 years before a microphone to your 30. Hope
we'll all be around to celebrate a 60th and a 90th anniversary.

Fibber McGee and Molly

From one old timer to another, all the best for the next 30 years too.
Eddie Cantor

As one radio pioneer to another, congratulations on your 30th birthday.

May you never write "Thirty"
on your broadcasting work.

Donald Voorhees

Week-End
(Merrill Mueller)



Father knows best that 30 years is a record hard to top.
Congratulations. Robert Young (Father Knows Best)

Best wishes and good luck to WGBF Evansville on its 30th anniversary.

Morgan Beatty

Congratulations to 30 from a show that
is only 25. The Voice of Firestone
(Howard Barlow)

I began broadcasting my own radio program "The Mary Lee Taylor Show" 20 years ago this month and in that time I have been privileged to send my recipes to many friends in and around Evansville, friends that I know you or Station WGBF have helped to make for me through consistently fine broadcasting. Very best wishes on your 30th anniversary.

Mary Lee Taylor (Mrs. Susan Cost)

Congratulations to you and everyone at Station
WGBF from

Fred Robbins and "The Big Preview"

I'd walk many miles to congratulate you and everyone at Station WGBF for 30 years of service
to the people of Evansville.

Congratulations to you and Station WGBF
on your 30th anniversary in radio. It seems
we have something in common as today
(11/20) happens to be my 24th anniversary
on radio. Best wishes to you all.

Gertrude Berg

Bill Cullen emcee on "Walk a Mile"

Very best wishes and congratulations on 30 years of top flight
broadcasting at Station WGBF.

Jane Pickens



EMCEE DEL GREENWOOD

... MARY HELEN ROGERS
and husband EARL,
owners of "Tinylawn"

They are still looking for a certain announcer. Before coming to Evansville they lived in Fort Wayne where they listened to WGBF. Mary Helen sent a request and signed it "Mrs. Earl Rogers." But the announcer read it "from Mary Helen Rogers." "How did he know?" Earl would like to know too.

on the air

DOROTHY FISCHER

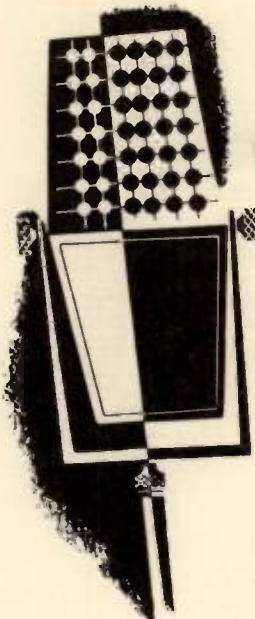
Executive Secretary of Neighborhood House

"I have a particular interest in WGBF because Mr. Martin Leich is president of our board of directors, and we, like all other agencies in town, have shared in the wonderful contributions that WGBF through its staff has made to the social welfare program of Evansville."



"City Court" days
... from 1935 until 1942

Left is TRUMAN HUTCHINSON, WGBF account executive, talking with attorney MARION RICE who was city court judge when WGBF broadcast the proceedings. Mr. Rice recalled: "These broadcasts helped listeners learn operation of the court, taught them the laws and had a deterring influence on those who would break the law. WGBF performed a very valuable public service with this series."



on the air



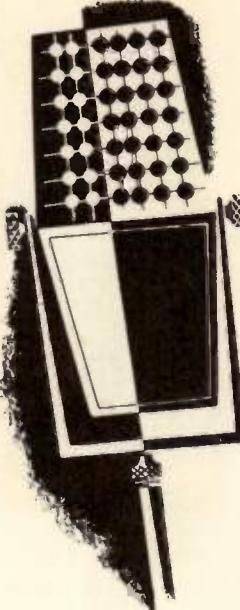
D. BAILEY MERRILL
... Congressman,
8th District, Indiana

Coming this late on the program there's nothing good about this station that can be said that hasn't been said ten times before, but let me just pay tribute to one quality in this station that I think deserves attention, and that is the dedication to public service from the standpoint of political problems. You know, too many times politics is neglected and shunned as something that is just not quite clean enough for general civic interest and I've noticed that in this station long before I got into politics that this station was giving to politics and to political questions the attention that it should receive.

I've noticed that your newsmen don't shy away from calling them as they see them, and I find that there is almost — I've never known of any case, of any control on the part of top management on your newsmen as they call them as they see them and then, of course, I am a beneficiary right now and my predecessor, Mr. Denton, was a beneficiary some time ago, of this public service program where you let us, in this case it's 12:15 every Sunday, you let us come on and try to explain to the people just what the score is from our point of view. You know, reporting back to the people you represent is one of the greatest obligations of a representative. And I think the best medium that we have of accomplishing that is your radio program. And I certainly thank you for that opportunity. I am sure that my predecessor, Mr. Denton, was grateful for it and I think the man who comes after me will also feel that your radio station with that public service program is giving to the representative of this district the best chance of telling the people how he is accounting for the responsibility that they placed in him and finally, let me say this, it's been said so many times already as I view the record of this station and its tremendous accomplishment, its dedication to the public interest, it always seemed that back of it, standing, is a giant figure — is that erect, courageous figure of Clarence Leich. You know, his personality, and that fine chiselled face of his, its kindness, he was a handsome fellow, as he stood there before me so many times, it just seems to me that his personality, even his physical appearance represents the real character of WGBF and I want to pay tribute to the man I think who molded this station's character and whose picture in my mind, will always represent the best in radio tradition."



on the air



WGBF is represented nationally by Weed Company.
At the anniversary broadcast was MARTIN OLSON
of the Chicago Weed office.



Not love at first sight . . . they're staff
members!

LOIS FREEMAN, *Home Economist*
MARV BATES, *Director of Sports*



KENNETH FULLER
Livestock Market reporter daily at 12 noon

"My thanks to WGBF for their public service in
broadcasting the livestock markets."



WGBF's national sales
representatives were on
hand too. *Left is*
NEAL WEED of *Weed
Company*, in charge of the
Chicago office, interviewed
by WGBF general manager
MARTIN LEICH.



Speaking of old timers . . . Their years number 90

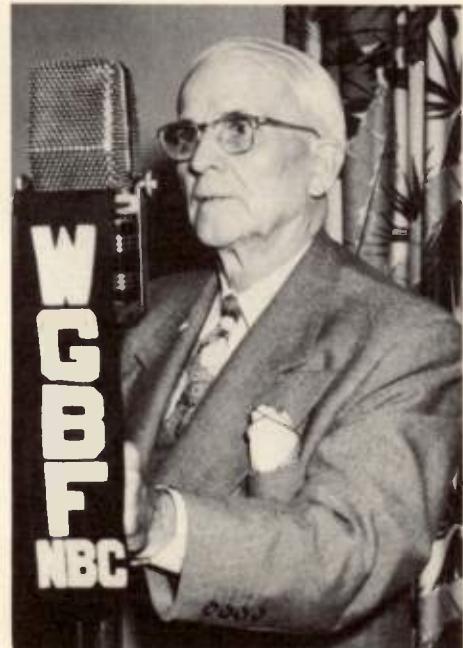
"And then there was the time . . ." was the theme for this portion of WGBF's anniversary broadcast, 7:30 to 10:30 p.m., November 22. Reminiscing are, *left to right*, LOUIS OTTMAN, *control room engineer*; GUY CRECELIUS, *salesman*; JOHN B. CARAWAY, JR., *consulting engineer* and PAT ROPER, *program director*.

MARGARET ROSENCRANZ,
former school board
member and civic leader,
dropped in to give a
greeting to WGBF listeners.
She currently moderates the
"Children's Roundtable"
every Saturday morning
on WGBF.



"WHERE GOD BLESSES FOREVER"

is the meaning to the WGBF call letters by DR. ERNEST I. REVEAL,
founder of Evansville's Rescue Mission. Dr. Reveal has
broadcast his inspirational program on WGBF for 25 years.



AL BISHEA

Agricultural Agent for Vanderburgh County

Not only a friend and counselor to the farmer, Al is an active civic worker in Evansville. His daily "Pocket Nabor" broadcasts during the noon hour have been heard for years and are interesting to the commercial farmer, gardner, and city dweller.





Please accept my warmest congratulations on the occasion of this
30th anniversary.

Mort Lewis, producer of "Stroke of Fate"

We hope our marriage, both our real one and our on the air
one, last as long in the business as you have.

Hume Cronyn and Jessica Tandy of "The Marriage"

Thirty rousing cheers for you at WGBF
on the occasion of your 30th anniversary.

Ed Herlihy

Best wishes for another thirty times thirty anniversaries.

Tex and Jinx

To you and your entire staff our hearty congratulations. We feel that WGBF has played a vital part in the cultural and economic development of Evansville and the Tri-State. May your inspiring leadership continue ad infinitum. Sincerely.

Hathaway Advertising Agency

Congratulations and best wishes on your 30th
anniversary.

Manuel and Meyer Siegel

Best of everything for thirty years. May you have many more.
E. J. (Bill) Williamson
Grand Knight
Knights of Columbus

Congratulations. Your progress has been great. Your achievements many. To
you go our best wishes for the continuation of your outstanding success.

Saters

Wishing all you buckaroos the best of
everything. Regards

Gabby Hayes

Congratulations on your 30th birthday. Having known your operations for many years your service to this community has played a major role in the development of Evansville and the Tri-State. From one broadcaster to another, may I wish you and your staff continued success and a happy birthday.

Robert J. McIntosh
General Manager
Radio Station WJPS

My sincere good wishes for continued good programming and good luck.

Paul LaValle - Cities Service Band of America

And may we in NBC communications add our congratulations to
the many you have already received.

Chicago Communications Dept. NBC

Salutations from Hollywood and best wishes for as many more years
of successful broadcasting.

Jimmy Wallington

You've made a wonderful contribution to the life of this area in these thirty years and I
know you will continue to do so in the years ahead.

Carl J. Scherzer, Chaplain
Protestant Deaconess Hospital



JOHN TOTTEN
News Caster



These are the electronic "brains" of WGBF . . . the guys whose job it is to keep both WGBF and WMLL(FM) on the air. And they are quite efficient at it too.

*Left to right, ART KAPPES,
NORMAN FISHER
and seated is
Chief Engineer, ERWIN SCHOENY*

In The Control Room . . . *More Engineers*



LOUIS OTTMAN



RAY PRITCHETT



T. O. DONOVAN



ARTHUR SCHROEDER, *nighttime receptionist*

Never heard on the air but still very important behind the scenes at WGBF are these five pretty girls who were hostesses for WGBF's 30th anniversary celebration.

*Left to right,
EMMA SCHENCK, accountant;
META BERRY, secretary;
DORIS LUTTERBACH, copy editor;
MARTHA GILL, receptionist,
and
ELOUISE HUNGATE, secretary.*





WGBF



WMLL



BASIC SUPPLEMENTARY AFFILIATE