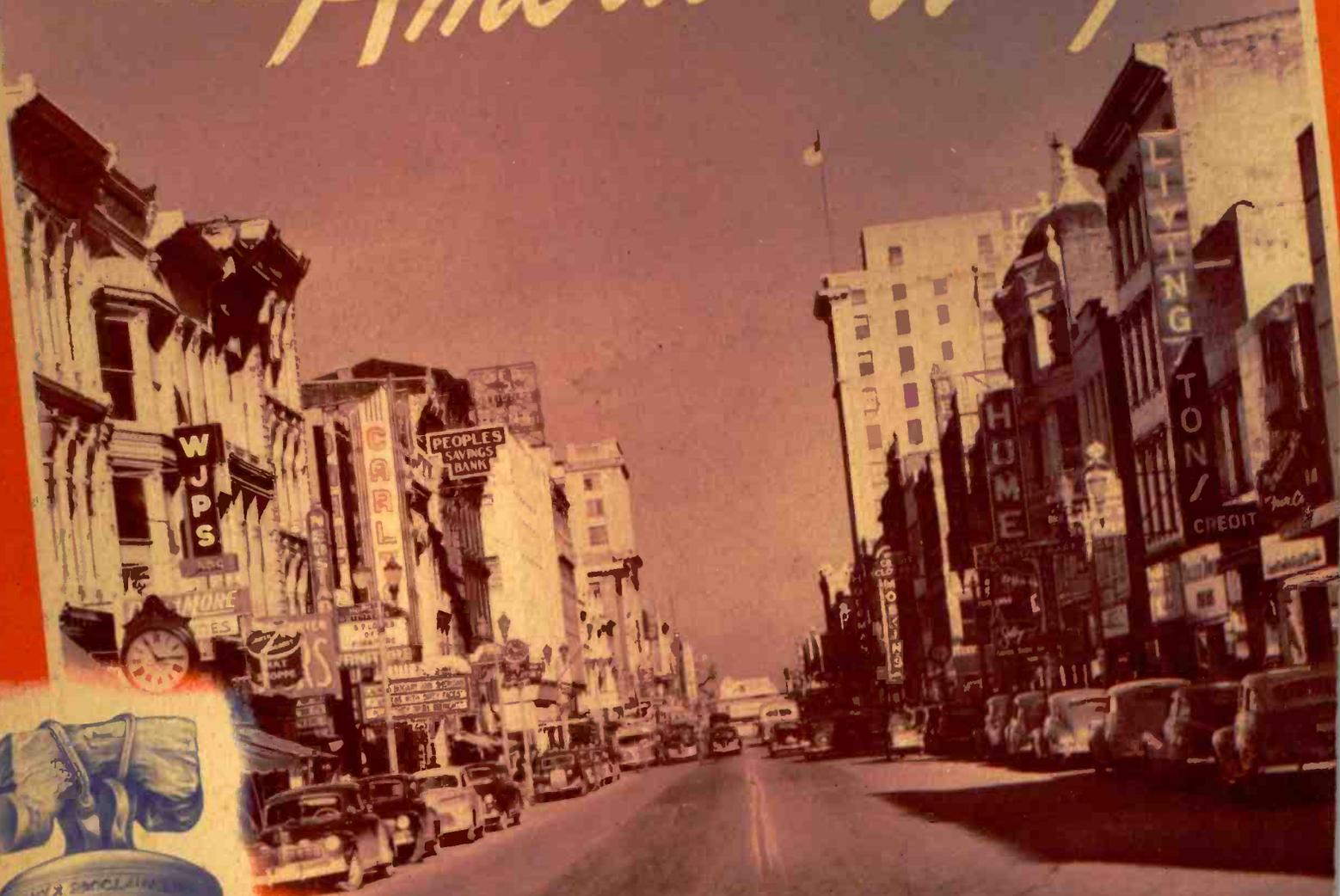


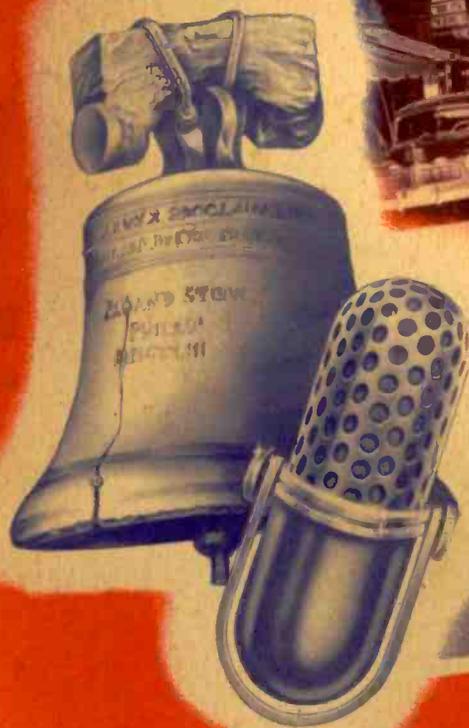
Going Forward with **RADIO**

THE *American Way*



as presented by

WJPS



"YOUR FRIENDLY VOICE OF EVANSVILLE"

ABC IN EVANSVILLE
WJPS*
 206 MAIN STREET
 EVANSVILLE, INDIANA
 TELEPHONE 6-2221

Dear Listeners:

It is a real pleasure, through this album, to greet our listeners and to say "thank you" for the wonderful way in which you have welcomed our station to the Evansville and Tri-State Area.

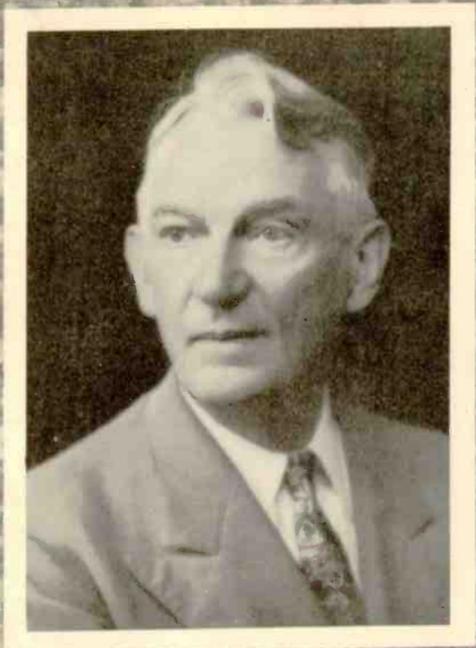
It is our pledge to bring you programs of civic and national interest - programs the whole family will enjoy and benefit. We sincerely appreciate constructive criticism; after all, our station is *your* station and you must be satisfied.

We are proud to have been instrumental in bringing to our community the American Broadcasting Company, heretofore unavailable static free in this area. On the following pages you will meet the personnel and stars of ABC and WJPS, "Your Friendly Voice Of Evansville".

We will continue to entertain and serve the Tri-State area in the traditional American way of free radio.

Sincerely,
Robert S. Davis
 Radio Station WJPS
 Robert S. Davis,
 President

*WJPS: "Your Friendly Voice of Evansville"



William H. Dress, Mayor of Evansville



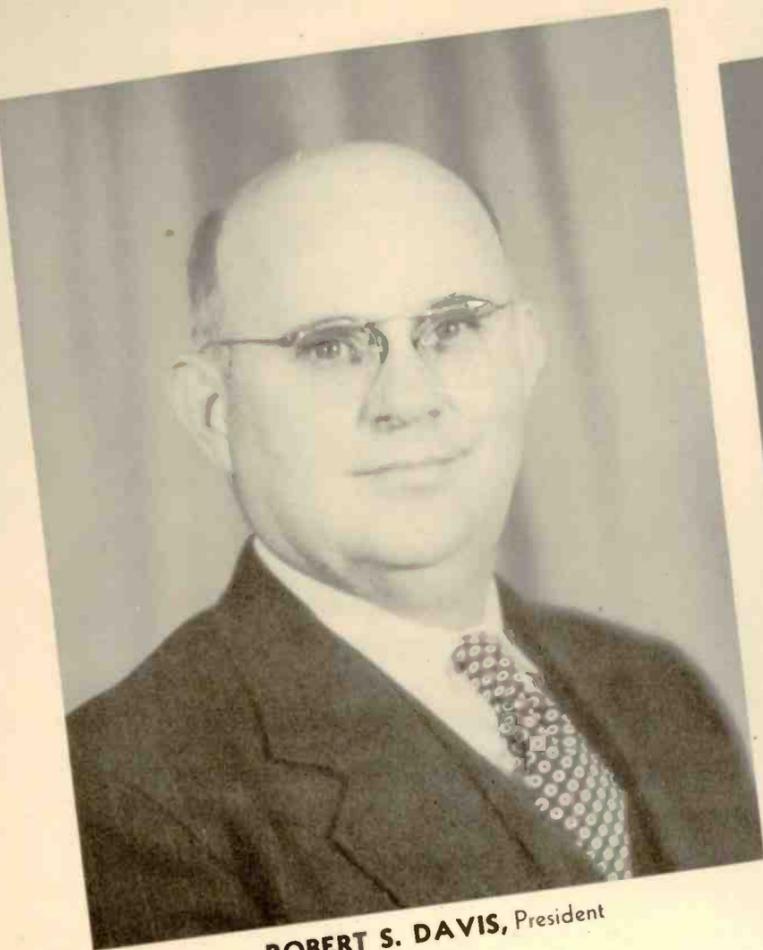
E. F. Diekmann, Controller of Evansville

Compliments of:

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 Evansville data courtesy Chamber of Commerce

THE WJPS MANAGEMENT

ROBERT MEEKER ASSOCIATES



ROBERT S. DAVIS, President



J. L. KENNARD, Vice President



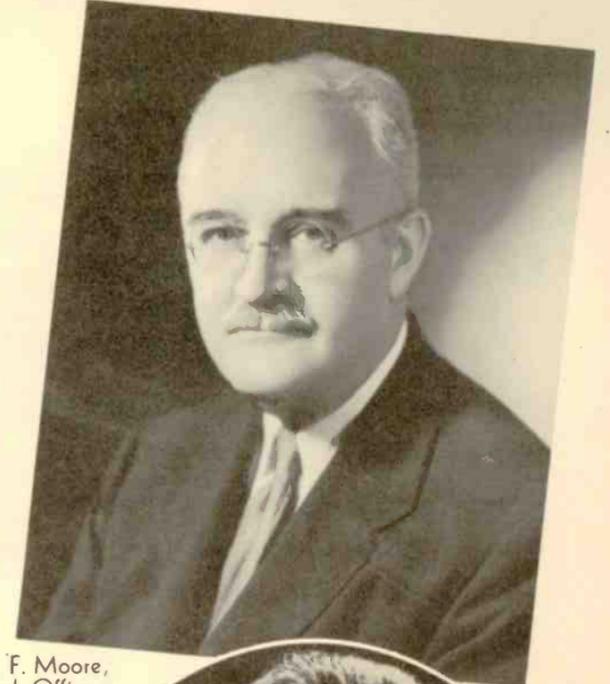
J. PORTER SMITH, Secretary-Treasurer



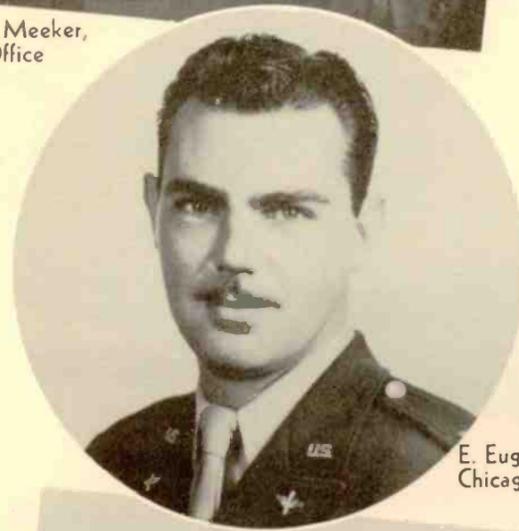
ROBERT J. McINTOSH, General Manager



Robert D. C. Meeker,
New York Office



Louis J. F. Moore,
New York Office



E. Eugene Eshleman,
Chicago Office



Lois Thompson,
Chicago Office



Robert L. Dreher, Philadelphia Office



Tracy Moore, San Francisco Office

REPRESENTING WJPS NATIONALLY

We'd Like You To Meet Our Staff



Jack McLean, Program Director



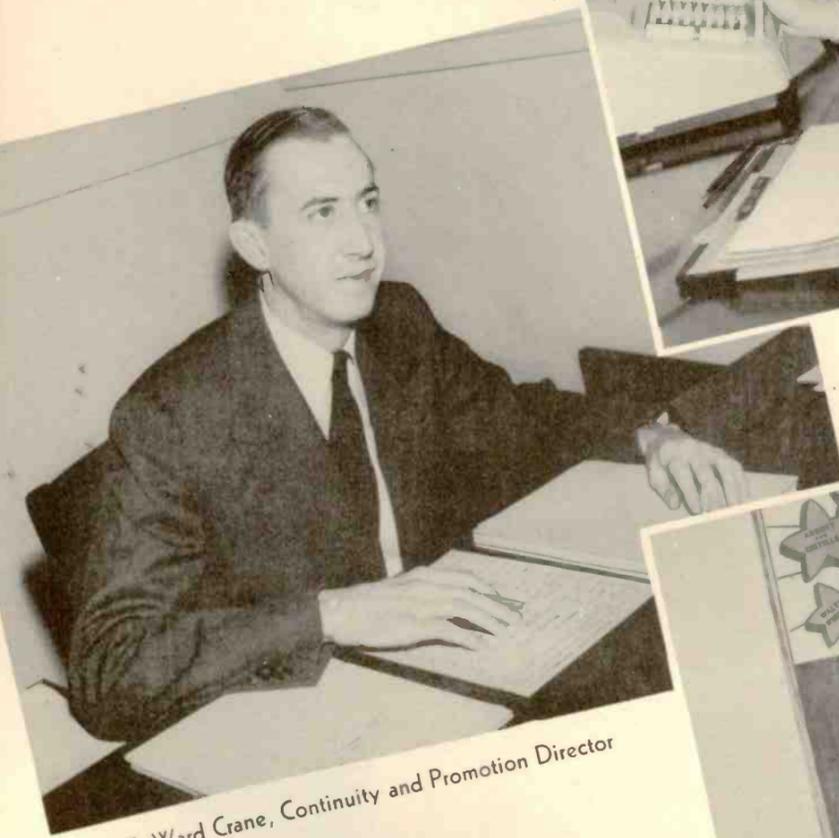
Marion Crone, Business Manager



Marshall L. Peace, Sales Representative



Dorothy Roeder, Music Librarian



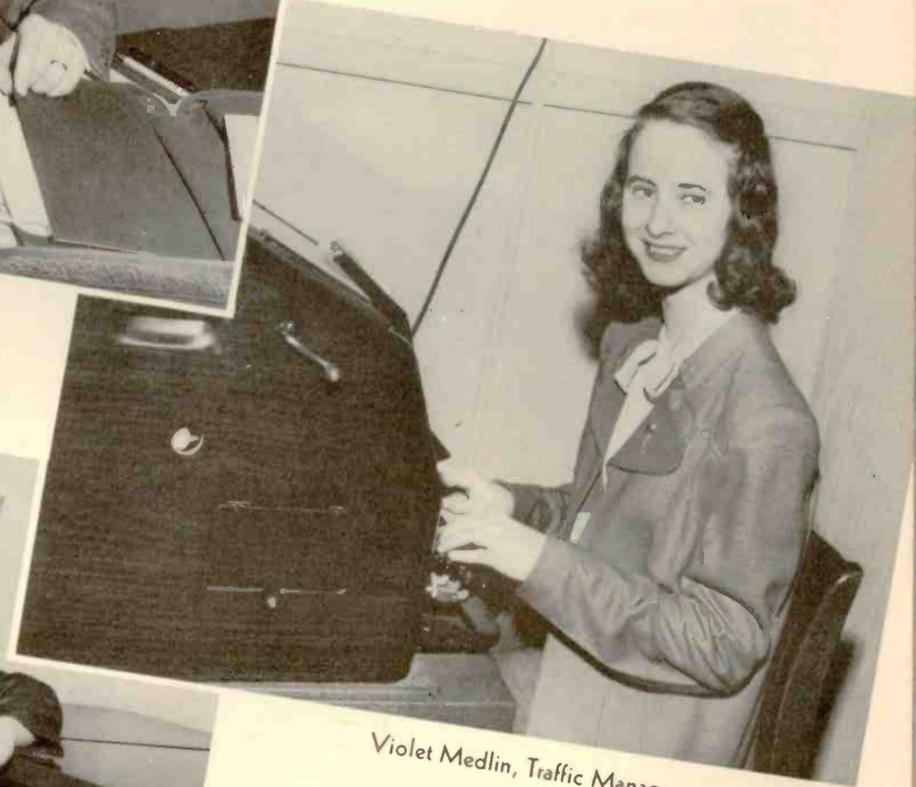
E. Ward Crane, Continuity and Promotion Director



Dick Byers, Sales Representative



Violet Medlin, Traffic Manager



Sue Fowler, Secretary to the Manager

*The Friendly Voices of
Your Friendly Station*



GLEN WEBBER



GEORGE FELDMAN



JACK FRENCH

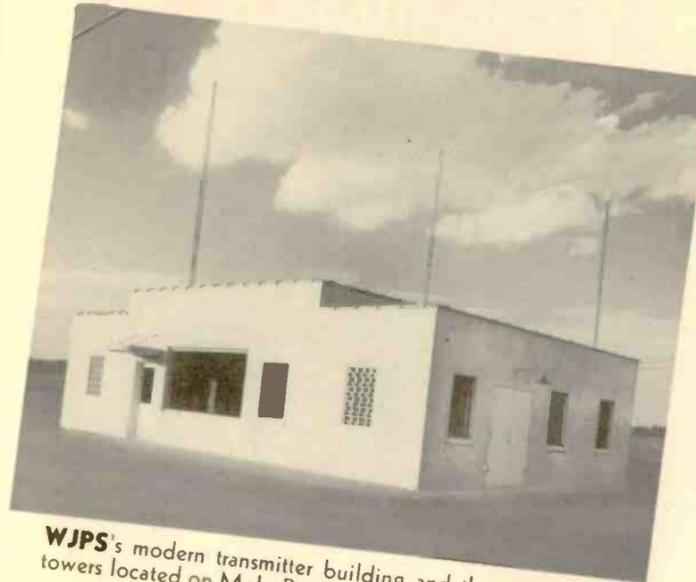


VERN PAULE

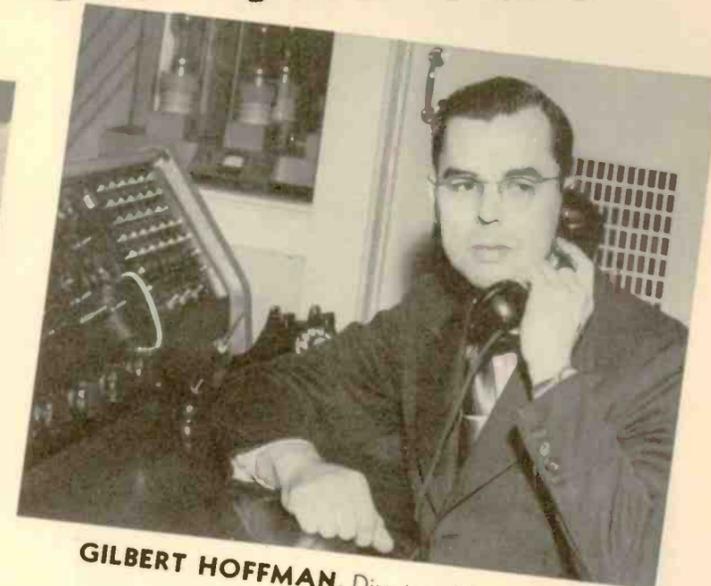


JOHN CARTER

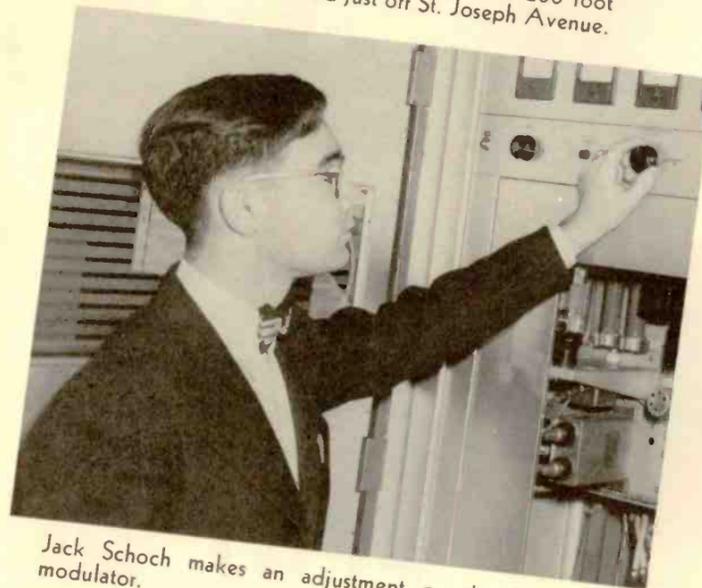
KEEPING WJPS "On The Air"



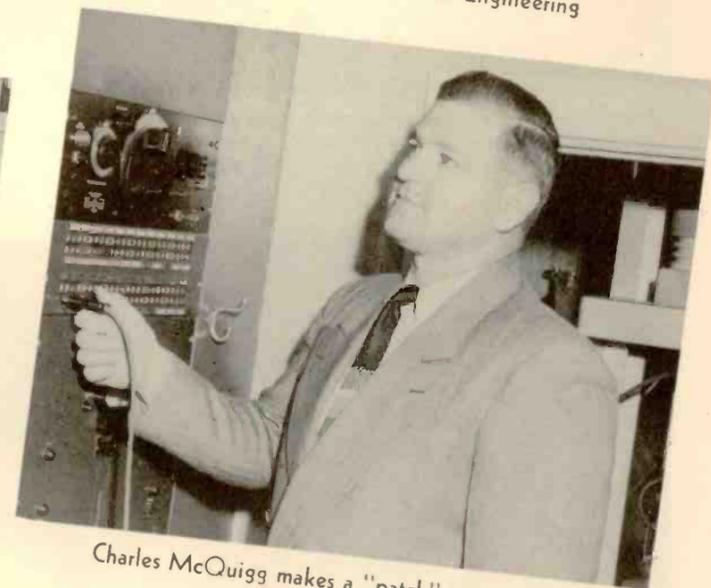
WJPS's modern transmitter building and three 200 foot towers located on Mohr Road just off St. Joseph Avenue.



GILBERT HOFFMAN, Director of Engineering



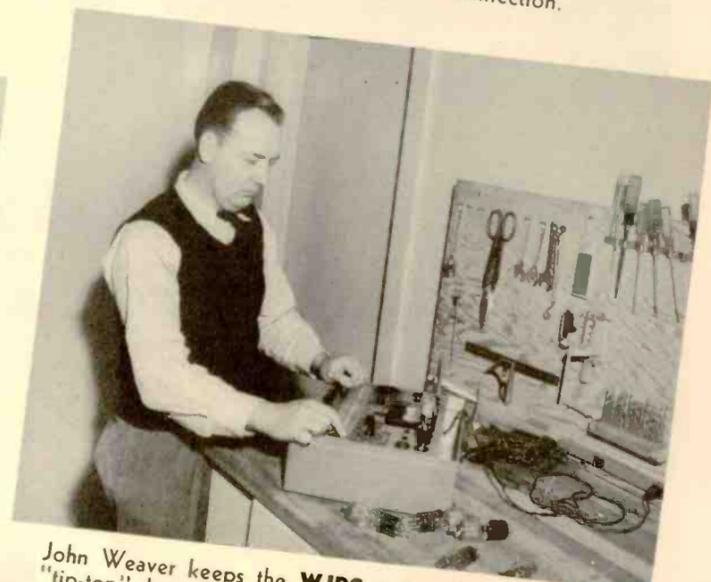
Jack Schoch makes an adjustment on the frequency modulator.



Charles McQuigg makes a "patch" connection.



John Brown "cuts" a transcription on one of the many **WJPS** recording turntables.



John Weaver keeps the **WJPS** technical equipment in "tip-top" shape.



Those funsters are loose again. Abbott and Costello hold sway on **WJPS** every Thursday evening under sponsorship of Parker House Coffee, a local Evansville product.



Don McLaughlin's familiar "David Harding-Counterspy calling Washington" is a twice weekly nighttime feature over **WJPS** and **ABC**.



News at its source is gathered by the Tri-State Reporter for his five-times-a-week Tri-State News, a digest of local, national and state items.



The soft, soothing strains of Dave Rose's orchestra in pleasing arrangements of familiar melodies serves as background for the relaxing mood of "Dream Time" a regular **WJPS** program feature.

MAKING 1330 THE BRIGHTEST SPOT ON YOUR DIAL



Noontime pedestrians stop on Evansville's busy Main Street to receive "A Penny For Your Thoughts" when **WJPS'** mike goes travelling.



The first program of its kind, "Let's Grow Up" features the Story Lady and the Song Lady who teach their young listeners by story and song. They originate most of the material used on the program.



It's always a riot when the "Oklahoma Ramblers" take over in our main studio for their noontime stint. Gaining in popularity throughout the Tri-State area, their mail is steadily on the increase.



The "Twilight Four" offer their own authentic arrangements of spirituals and religious songs with an appeal that meets the approval of **WJPS** listeners.

Evansville -- PROGRESS • THE AMERICAN WAY



Can you remember when the corner of Third and Main Streets looked like this?



The Fourth Street Market was one of the busiest spots in Evansville.



The Evansville-Henderson Bridge joins two great states.



Beautiful Dress Plaza adorns the present-day waterfront.

REPORT ON YESTERDAY



The famous old St. George Hotel stood on the site of the present McCurdy Hotel.



An early view of the waterfront. The large building is now occupied by the Keller-Crescent Co.



The Orpheum Theatre appeared this way in its heyday. On this spot now stands the Jewett Davidson Tire Co. at 1st and Locust Streets.



Looking north up Main Street toward Eighth from the corner of Fifth and Main.

MEMO FOR TOMORROW

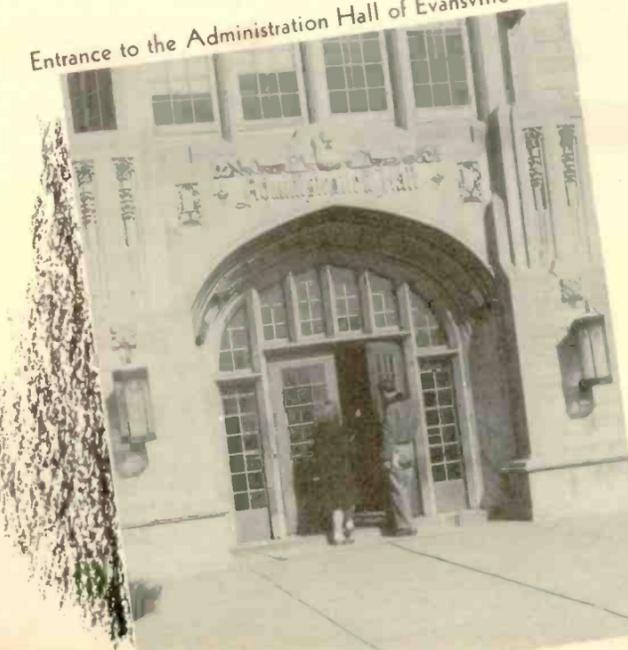


The impressive Evansville Coliseum building.

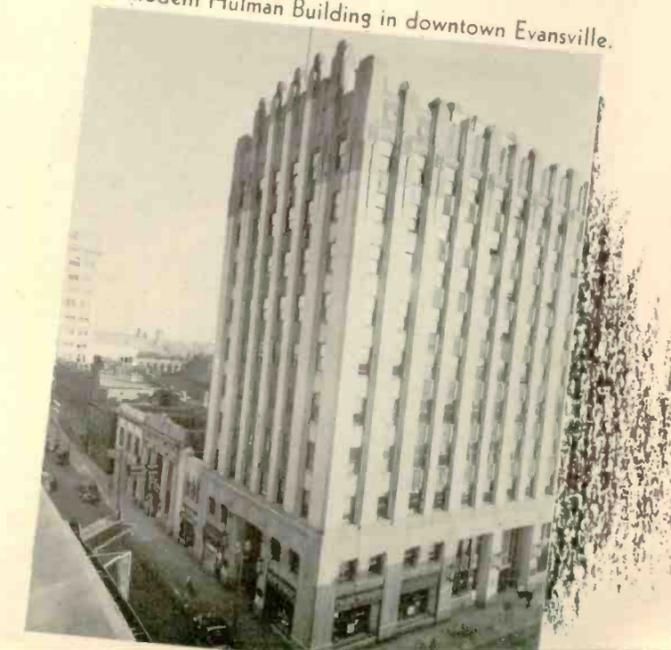


The Evansville zoo is one of the finest in the U. S.

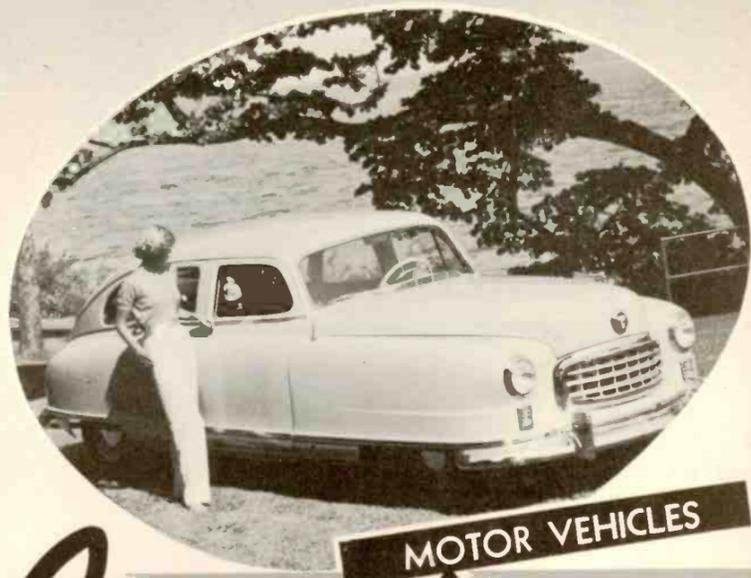
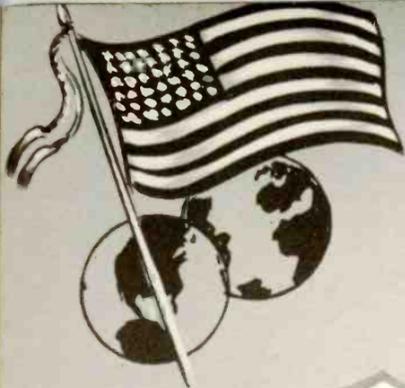
Entrance to the Administration Hall of Evansville College.



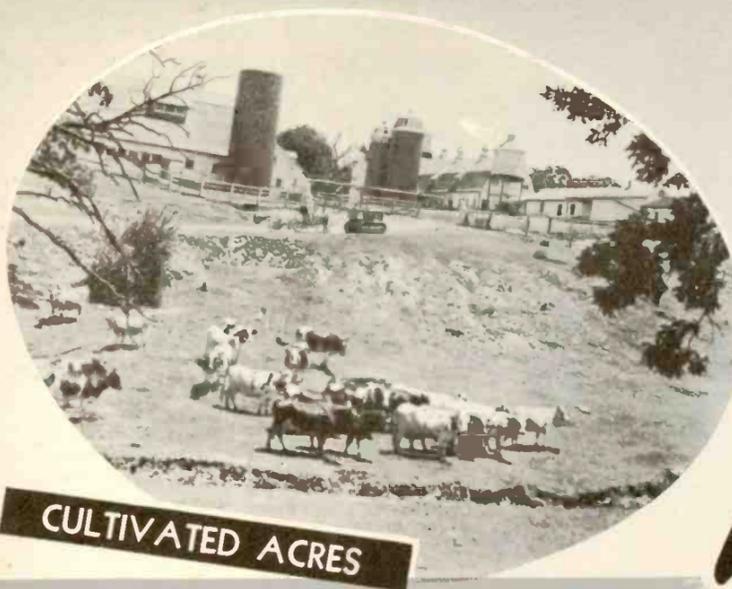
The modern Hulman Building in downtown Evansville.



The AMERICAN WAY is the BEST WAY..



MOTOR VEHICLES



CULTIVATED ACRES

WE ARE AMERICANS!

Each new day we awake free in the assurance that we live in the greatest country in the world!

We constitute only 7 percent of the World's Total Population, yet . . .

Of all the many things which make America different from other lands, the principal precept that . . . "all men are created equal" . . . is the deciding factor. The spirit of free man soars — a rail splitter becomes President; an obscure lad lights the world with electricity; a "common" man destroys distance with the telephone and two bicycle mechanics give wings to man.

Radio plays its part, too, in preserving our Freedom. Thanks to the modern miracle of free American radio we are the most informed people on the face of the globe; thanks to American radio our children are given educational advantages unknown in other countries; thanks to American radio religious doctrines of all faiths and creeds are given expression; thanks to American radio and the articles it sells American production is the highest in the world—American living standards the best. American Free Radio is the voice of democracy — the voice that cannot be stifled.

Compare! UNITED STATES

POPULATION: 138,000,000

AUTOMOBILES	41,000,000
RADIO STATIONS	1,889
CULTIVATED ACRES	1,141,600,000
SCHOOLS	215,000
TONS STEEL OUTPUT ANNUALLY	80,000,000
RADIOS	60,000,000

NUMBER OF SCHOOLS

	BRITAIN	FRANCE	GERMANY	RUSSIA
POPULATION	48,000,000	40,000,000	66,000,000	193,000,000
AUTOMOBILES	2,500,000	2,200,000	1,700,000	678,000
RADIO STATIONS	121	45	23	130
CULTIVATED ACRES	17,000,000	42,000,000	33,000,000	388,000,000
SCHOOLS	36,000	82,000	52,000	117,000
TONS STEEL OUTPUT ANNUALLY	13,000,000	2,000,000	6,000,000	13,000,000
RADIOS	11,000,000	5,600,000	5,500,000	11,000,000

RADIO SETS IN USE

We Own

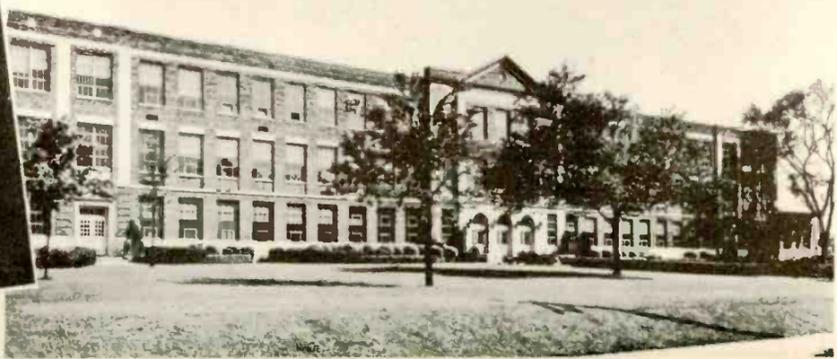
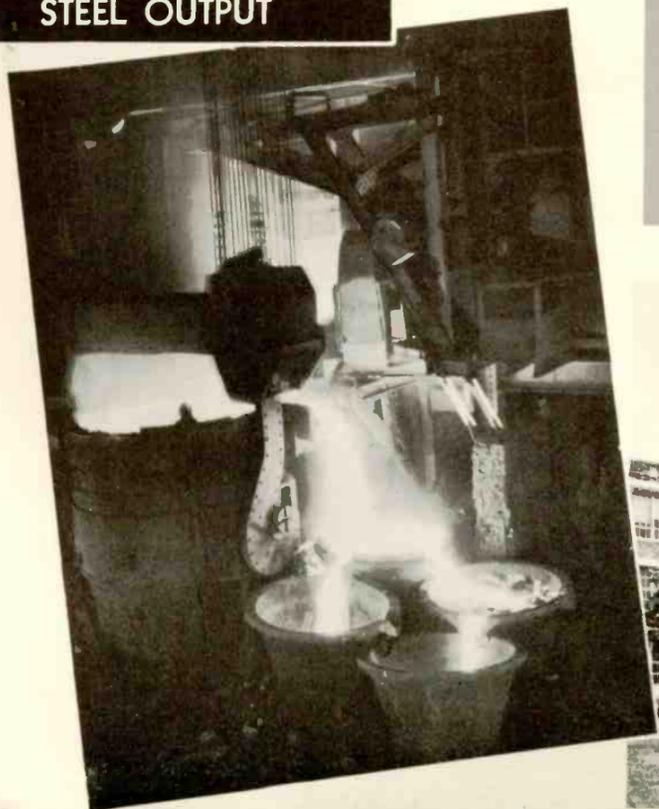
86%
83%
81%
79%
67%
58%

OF THE WORLD'S

REFRIGERATORS
AUTOMOBILES
BATHTUBS
RADIO SETS
VACUUM CLEANERS
TELEPHONES

RADIO BROADCAST STATIONS

STEEL OUTPUT

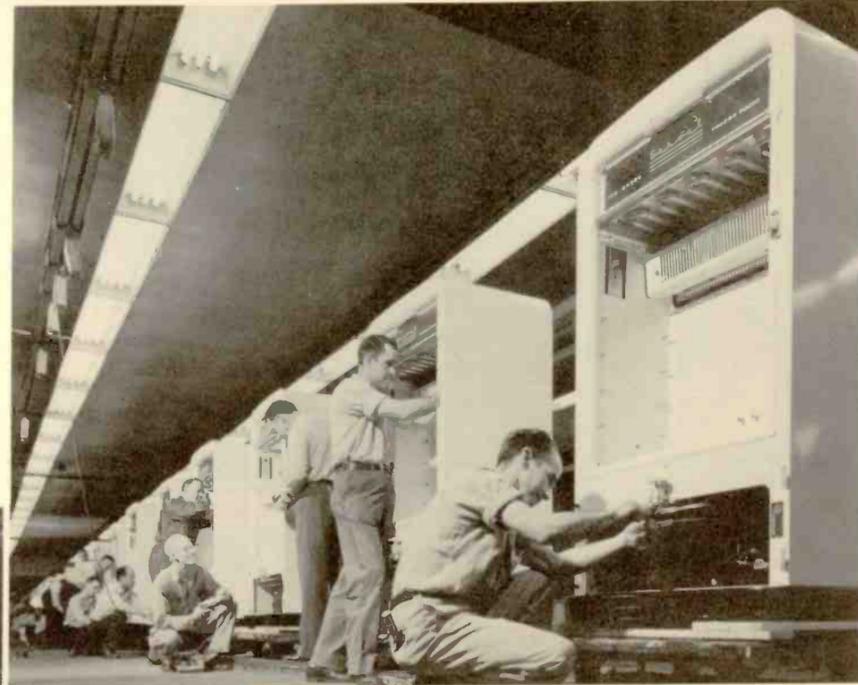


The American Way • Is The Best Way...

IN THRIVING EVANSVILLE — INDIANA'S SECOND MARKET

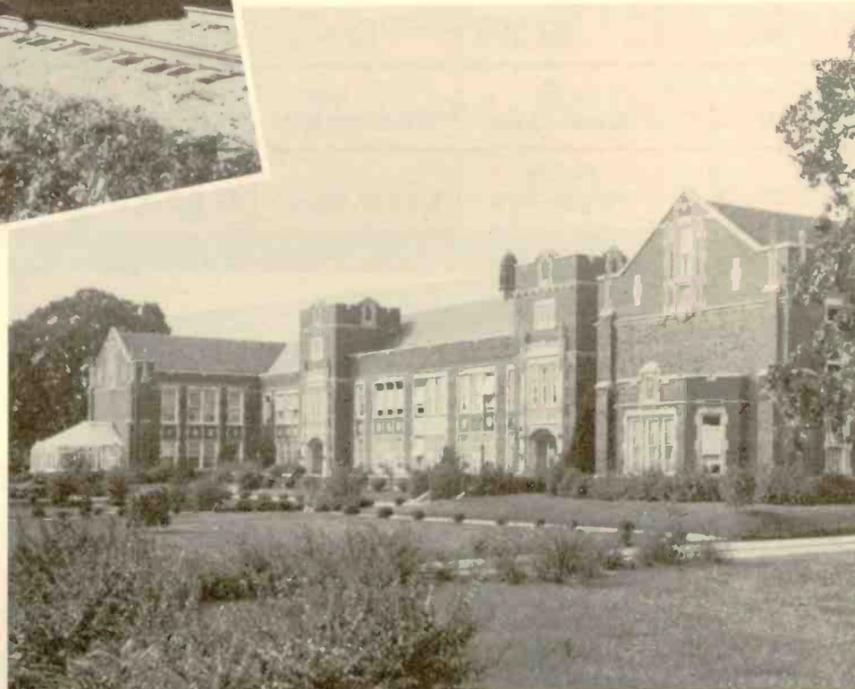
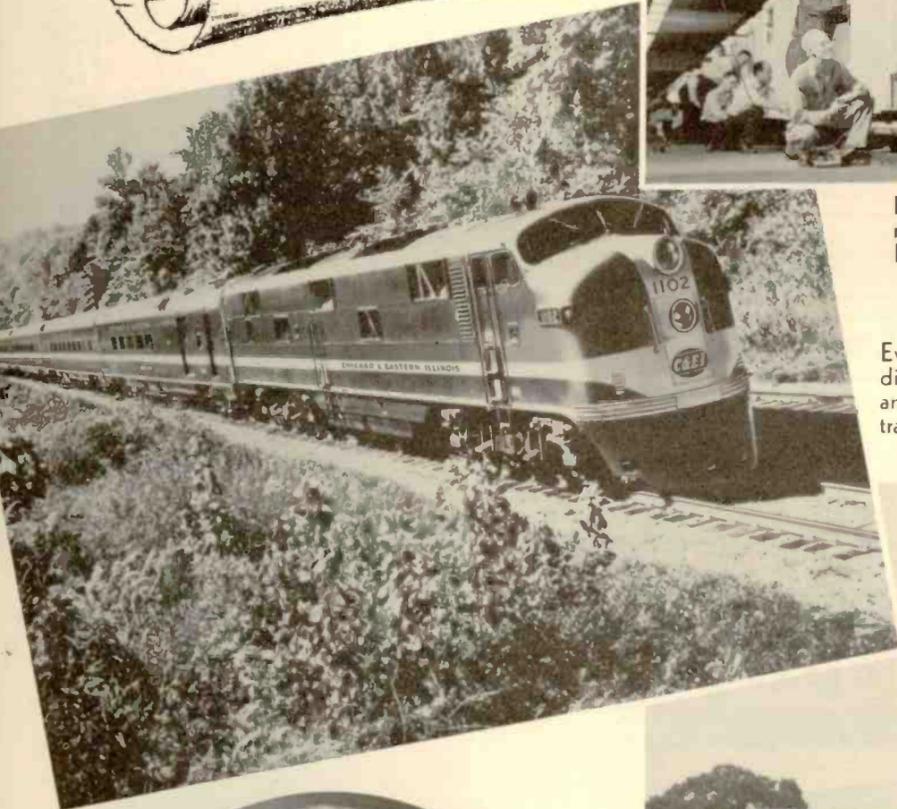
IN EVANSVILLE THERE ARE —

157 manufacturing plants
 32,500 employed in manufacturing
 Over \$6,000,000 average monthly payroll
 1500 retail stores
 9500 employed in retail trade
 \$155,000,000 annual retail sales
 220 wholesale firms
 3,000 employed in wholesale trade
 \$146,000,000 annual wholesale sales

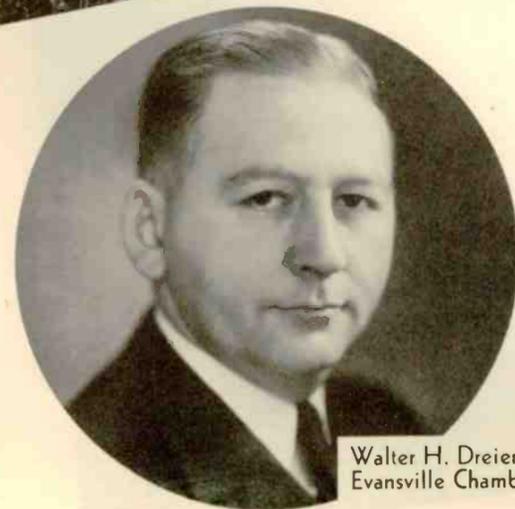


Here is a typical production scene in one of the several major refrigeration manufacturing plants which have given Evansville the title, "Refrigeration Capital of the World".

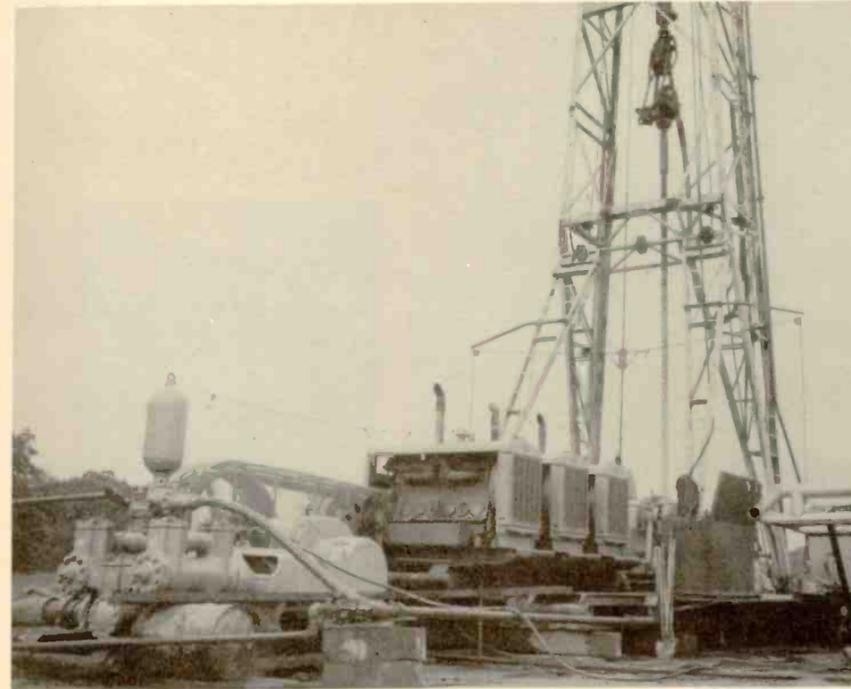
Evansville is served by five major trunk lines reaching directly every important point in Central United States and connecting with coast-to-coast and border-to-border transportation systems.



Twelve million dollars have been invested by the city of Evansville in land, buildings and equipment for public schools. There are 27 elementary schools, 5 high schools, and 1 vocational school. Enrollment totals 17,000 students.

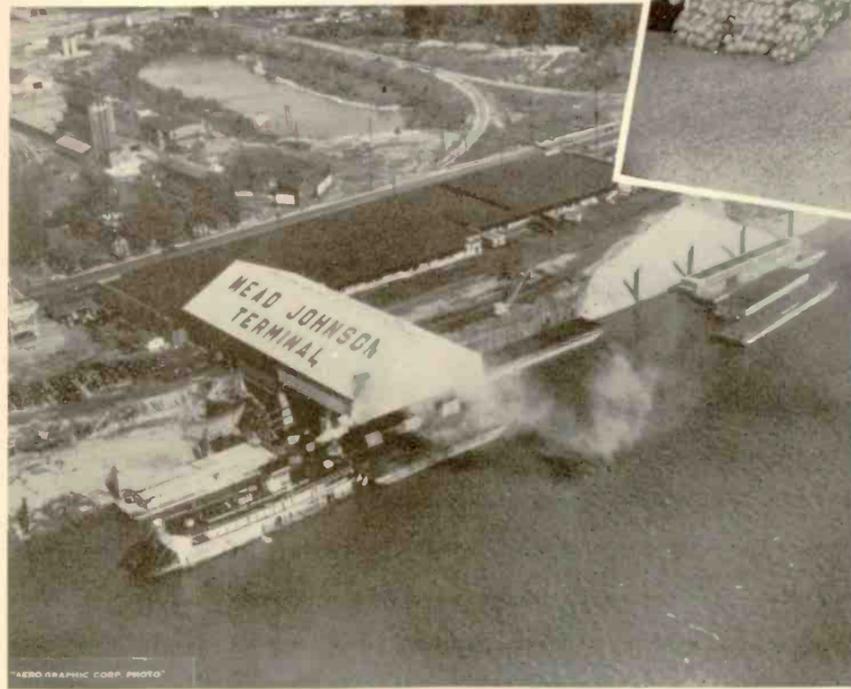


Walter H. Dreier, President
 Evansville Chamber of Commerce



Evansville is the "capital" of the major oil fields in the Tri-State territory with 22 leading companies headquartered here. Tri-State wells produced 73,255,000 barrels in 1948.

This is one of the 482 modern food stores located in the greater Evansville metropolitan area. There are a total of 1500 retail outlets of various classifications doing an annual business of \$155,000,000.



The Mead Johnson River-Rail-Truck Terminal is the only river terminal in the U. S. equipped to handle all combinations of traffic — rail-barge, rail-barge-rail, rail-barge-ocean and ocean-barge.

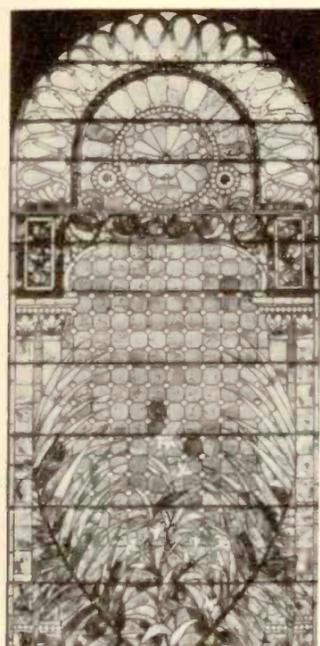
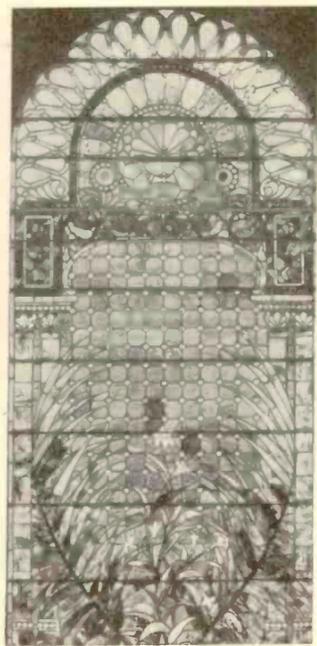
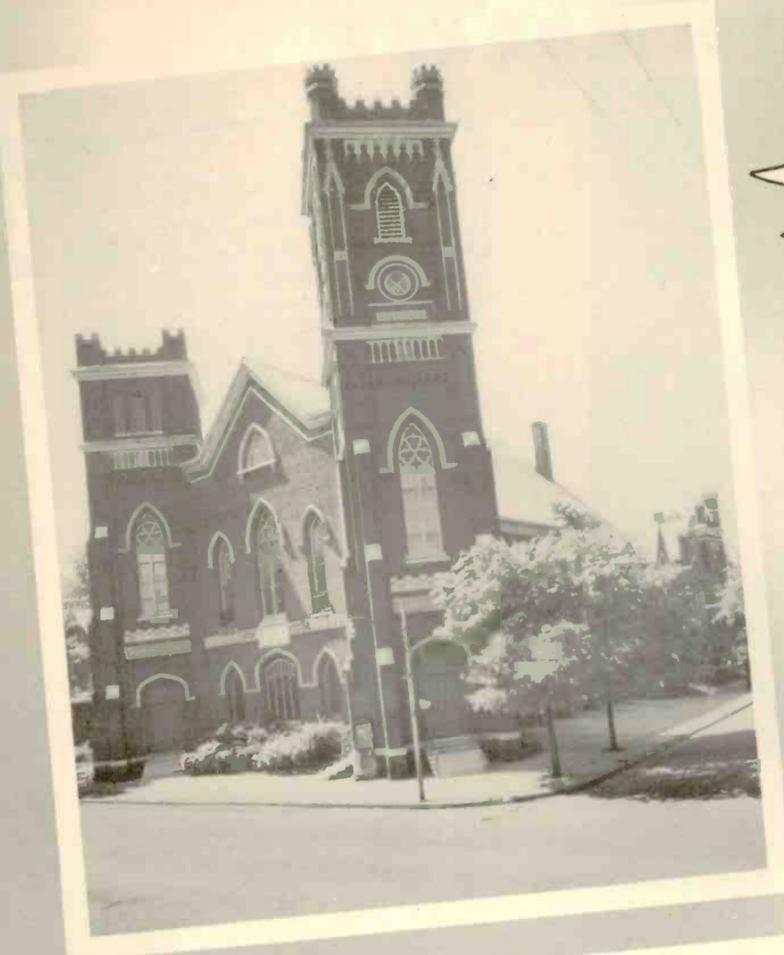
IN WJPS' AREA THERE ARE —

1,282,600 people
 361,050 families
 341,200 radio homes
 \$172,650,000 retail food sales
 \$46,320,000 retail apparel sales
 \$39,620,000 home furnishing sales
 \$692,700,000 total retail sales
 101,085 prosperous farms
 140,700 motor vehicles



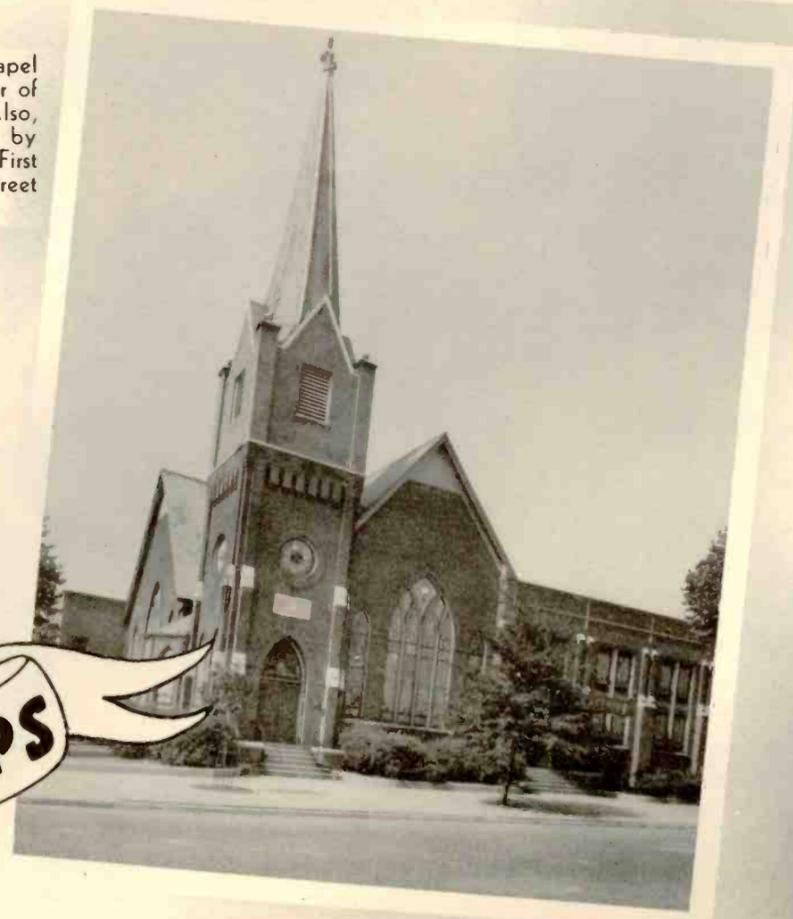
A. P. Eberlin, Secretary-Treasurer
 Evansville Chamber of Commerce

SPREADING THE ETERNAL WORD



In keeping with the American way of freedom of religion expression, the diversified schedule of religious programs heard on **WJPS** embraces all faiths and denominations. Included in this series of broadcasts in the religious interests of listeners are such popular features as "Showers of Blessings"; "Ave Maria Hour"; "Family Wor-

ship Hour"; "Sacred Heart"; "Chapel Upstairs"; "Hour of St. Francis"; "Hour of Faith"; "Greatest Story Ever Told". Also, services are aired in special programs by Forrest Hills Pilgrim Holiness Church, First Pilgrim Holiness Church, and Walnut Street Baptist Church.



THROUGH THE VOICE OF WJPS



Jack McLean, **WJPS**'s own "Man About Sports" thrills fans with play-by-play broadcasts of local high school basketball games, which are aired at game time. He is also featured on "Sketchbook of Sports" five nights weekly.



Bill Corum and Don Dunphy take over the mike for their thrilling "Cavalcade of Sports" heard exclusively on **WJPS**.

IT'S W J P S FOR



Martin Agronsky



Baukhage



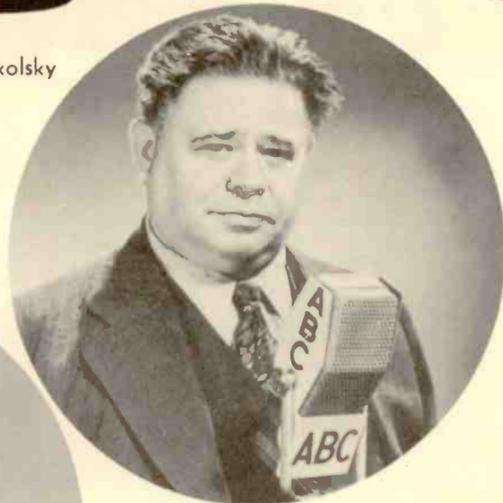
Elmer Davis

SPORTS AND NEWS



Harry Wismer, ABC's ace sports announcer.

George E. Sokolsky



Henry J. Taylor



Don Gardiner



Arthur Gaeth

Harrison Wood



Drew Pearson



"News of Tomorrow" . . . today! Tri-State audiences get their news complete, comprehensive and accurately when George C. Compton, **WJPS** eminent News commentator analyzes latest local and world developments . . . a nightly "must" for listeners.

Bert Parks, emcee of "Stop the Music" and "Break the Bank"



Walter Winchell, with his forthright reporting



The beloved Bing Crosby



The irrepressible Art Linkletter, host of "The G. E. House Party"



ON WJPS LISTENING IS EASY AS ABC PRESENTS



* Gordon MacRae, singing host of the "Railroad Hour"



MGM star, Edward Arnold in his role of "Mr. President"



Tommy Bartlett, official greeter on "Welcome Travelers"



Kay Kyser, master of quips on "Kyser's College of Fun and Knowledge"



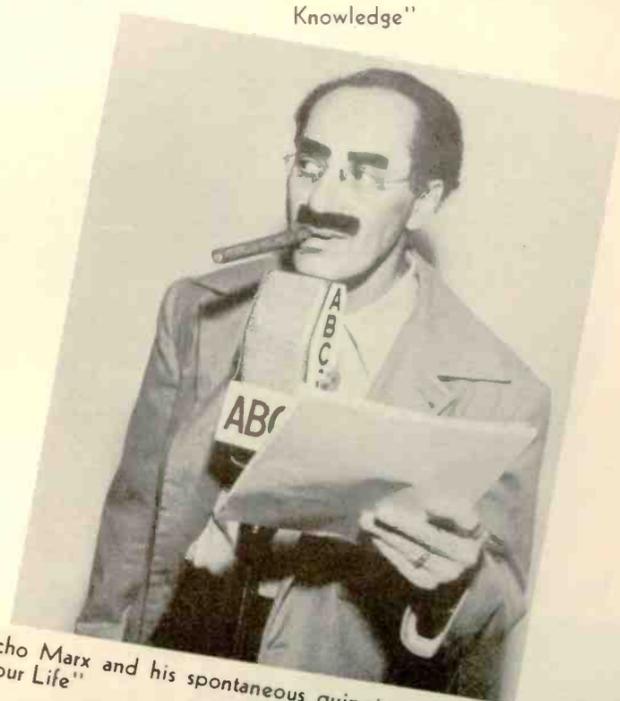
Ethel and Albert in their own daily comedy show



Roger Pryor, narrator on the famous "Theatre Guild on the Air"



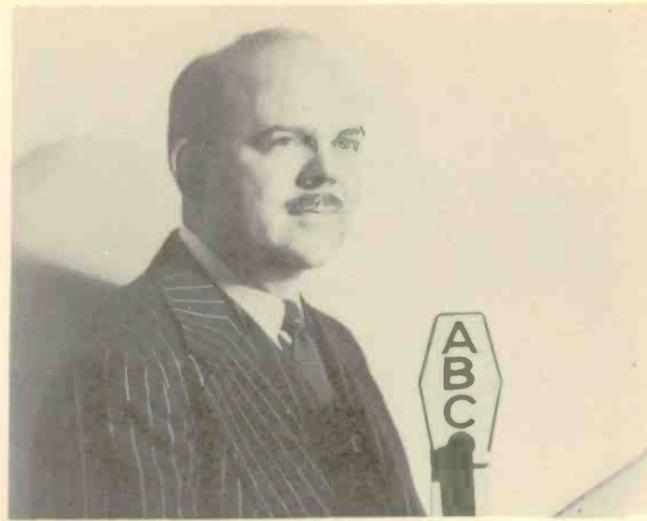
Lovely Name" Arlene Francis and the favorite "What's My



Groucho Marx and his spontaneous quipping on "You Bet Your Life"



Don McNeill, head man on the bright "Breakfast Club"



Ted Malone, whose warm friendly manner endears him to WJPS fans



Eminent opera commentator, Milton Cross broadcasts direct from the famous Metropolitan Opera House.



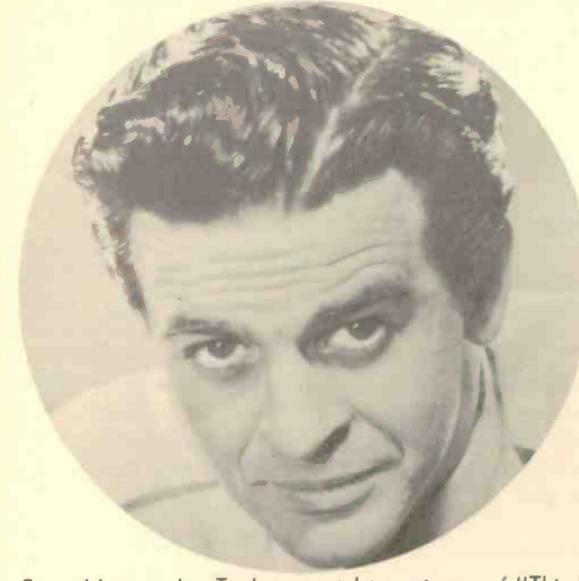
Kay Starr contributes her distinct vocalizing to the popular WJPS-ABC feature "Starring Kay Starr"



Meredith Willson, noted composer-conductor, featured in his own show



Milton Berle, one of the funniest, keeps Tri-State audiences laughing



Stacy Harris is Jim Taylor, special investigator of "This Is Your FBI"



Jack Armstrong, All-American Boy



Louella Parsons is dean of reporters from the film capitol



The Fat Man, and he looks the part perfectly



Sergeant Preston and his faithful dog King are heard on "Challenge of The Yukon"



Roy Engel is "Sky King", thrilling thousands with each program

1330 MEANS GOOD LISTENING IN EVANSVILLE

RADIO - - YESTERDAY, TODAY AND TOMORROW

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

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

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

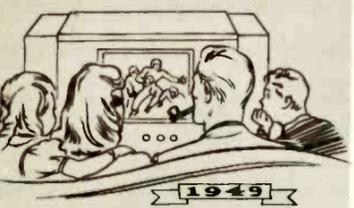
From then on, the milestones in the development of modern radio were closer and closer together. In 1920, the Dempsey-Carpentier fight, the World Series and the first presidential radio address to the nation were all captured for the world through the magic of radio . . . In 1922 there were 400 transmitters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

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

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

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

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



HISTORY OF EVANSVILLE

1800 Indiana Territory is set off from the rest of the Northwest Territory. It includes the present states of Indiana, Illinois, Wisconsin, and parts of Michigan and Minnesota. Vincennes is the territorial capital, with General William Henry Harrison as governor.

1811 The Battle of Tippecanoe puts an end to the last resistance of the Indians in Indiana Territory.

1812 Col. Hugh McGary, a Kentuckian by birth, but living in Gibson County, buys a large tract of land where downtown Evansville now stands. He builds a log cabin at the present location of Main Street and Riverside Avenue, and thus becomes our first permanent settler. He very soon visualizes the possibilities of his land, then in Warrick County, as the site for a thriving town.

1814 The new settlement is given the name Evansville in honor of General Robert M. Evans, a friend of Hugh McGary and a citizen of Gibson County.

1818 Vanderburgh County is set off from Warrick County, with Evansville as county seat. Hugh McGary's log cabin is the temporary Court House.

1819 Evansville is incorporated as a town. It extends from Chestnut to Sycamore Street, and runs three blocks back from the river. Its population is about 100.

1820 General Robert M. Evans moves to Evansville.

1820 The first permanent Court House is built, at Third and Main, on the present site of the Woods Drug Store. It is the first brick building in the town.

1821 The first free public school is opened, at the corner of Third and Main, taught by Daniel Chute.

1832 The Little Church on the Hill (Presbyterian) is built, on Second Street above Main, approximately where the side entrance to Strouse & Bros. store was later located.

1834 The Evansville Branch of the State Bank of Indiana (now the Old National Bank) is organized.

1836 Messrs. John Law, William H. Law, James B. McCall, and Lucius H. Scott buy the land from Division (Court) Street to the creek, and lay out the town of Lamasco. It has two broad business streets, Fulton Avenue and Franklin Street, with the public square at their intersection.

1845 The population of the village is 2000.

1847 The Indiana Legislature grants Evansville a city charter. The new city's population is 4000, and its area is 280 acres. Indianapolis, with a population of 6000, is chartered this same year. At our first city election, the Hon. James G. Jones is elected mayor.

1852 The Evansville Gas Works is built, with 115 consumers.

1855 High-school classes are organized, the direct ancestor of the present Central High School. This is the first tuition-free public instruction beyond the eighth grade west of the Alleghenies.

1857 Lamasco merges with Evansville.

1857 The second Court House is built, at the corner of Third and Main, where the Schultz store now stands.

1863 The first high-school diploma is granted, to Ferdinand C. Igleheart.

1867 Street cars (horse drawn) begin running on Main Street.

1868 The Evansville High School (now Central) is built.

1870 St. Mary's Hospital is begun by the Sisters of Charity in the abandoned government hospital building at the foot of Wabash Avenue.

1875 The Post Office is built.

1875 The St. George Hotel is built (later succeeded by the McCurdy).

1879 The first telephone lines are installed in Evansville.

1880 Our population is 30,000.

1884 Evansville's first electric light plant is built, with 50 consumers.

1884 Willard Library is opened.

1885 The L. & N. Railroad bridge at Henderson is built.

1887 The City Hall is completed.

1889 Our first brick street, Main Street, is laid.

1890 Our population has reached 50,000.

1891 The first Y.M.C.A. building at Fourth and Sycamore is built.

1892 The Deaconess Hospital is organized by a union of all the German Protestant churches of the city. Its first building is the old Major Parsons home on Iowa Street, between Mary and Edgar.

1892 The street car lines become electric on Sept. 15.

1893 St. Mary's Hospital moves into its present building.

1898 The first automobile is seen in Evansville, driven by E. K. Ashby.

1898 The long distance telephone comes to Evansville.

1898 The Deaconess Hospital moves into its first permanent building, at Mary and Iowa Streets.

1900 The present waterworks is built.

1900 Our population reaches 60,000.

1904 The public museum is begun in the old Barnes mansion in Sunset Park.

1906 The Evansville High School has its first basketball team.

1910 The population of the city reaches 70,000.

1911 The first airplane is seen flying over Evansville.

1912 The East Side and West Side Carnegie Libraries are built.

1913 The National City Bank moves into its new building at Third and Main.

1914 Garvin's Park is bought by the city and made public.

1915 Bosse Field is built.

1915 The Chamber of Commerce is organized, consolidating several earlier businessmen's organizations.

1916 The Old National and the Citizens National Banks move into their new buildings. The Coliseum and Hotel McCurdy are erected.

1918 Reitz High School is built, on Coal Mine Hill.

1918 Evansville High School becomes Central High School.

1919 Moore's Hill College, nearly a century old, is moved to the city and renamed Evansville College. Classes are at first held in the annex to the synagogue at Sixth and Vine Streets.

1920 Our population is 85,000.

1923 Bosse High School is built.

1930 The census gives us a population of 102,000.

1932 The Evansville-Henderson Bridge is completed as a link of Highway 41.

1936 The Dress Plaza overlooking the Ohio River is completed.

1937 The greatest Ohio River flood in recorded history engulfs Evansville.

1938 The electric street cars are replaced by buses.

1940 Mechanics Arts High School is built.

1941 Commercial aviation comes to Evansville.

1942 The war industries come to Evansville.

1947 Evansville celebrates its centennial as a chartered city.

October 30, 1948 Radio Station WJPS went "on the air"

ABC IN EVANSVILLE

WJPS



WJPS: "Your Friendly Voice
of Evansville"

NATIONAL RADIO PERSONALITIES

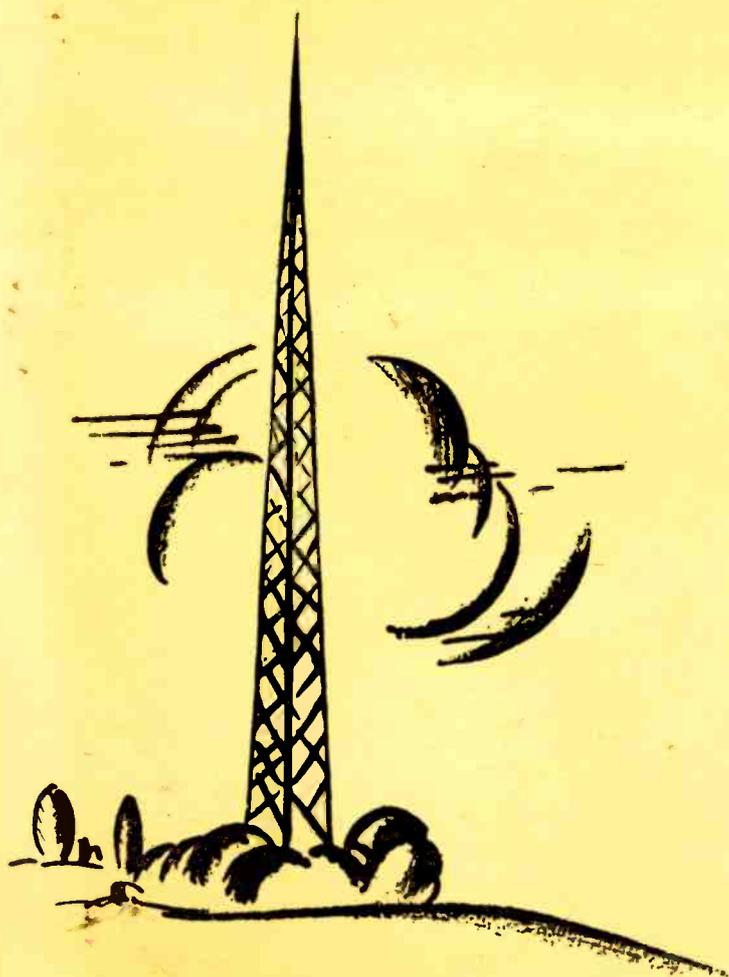
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