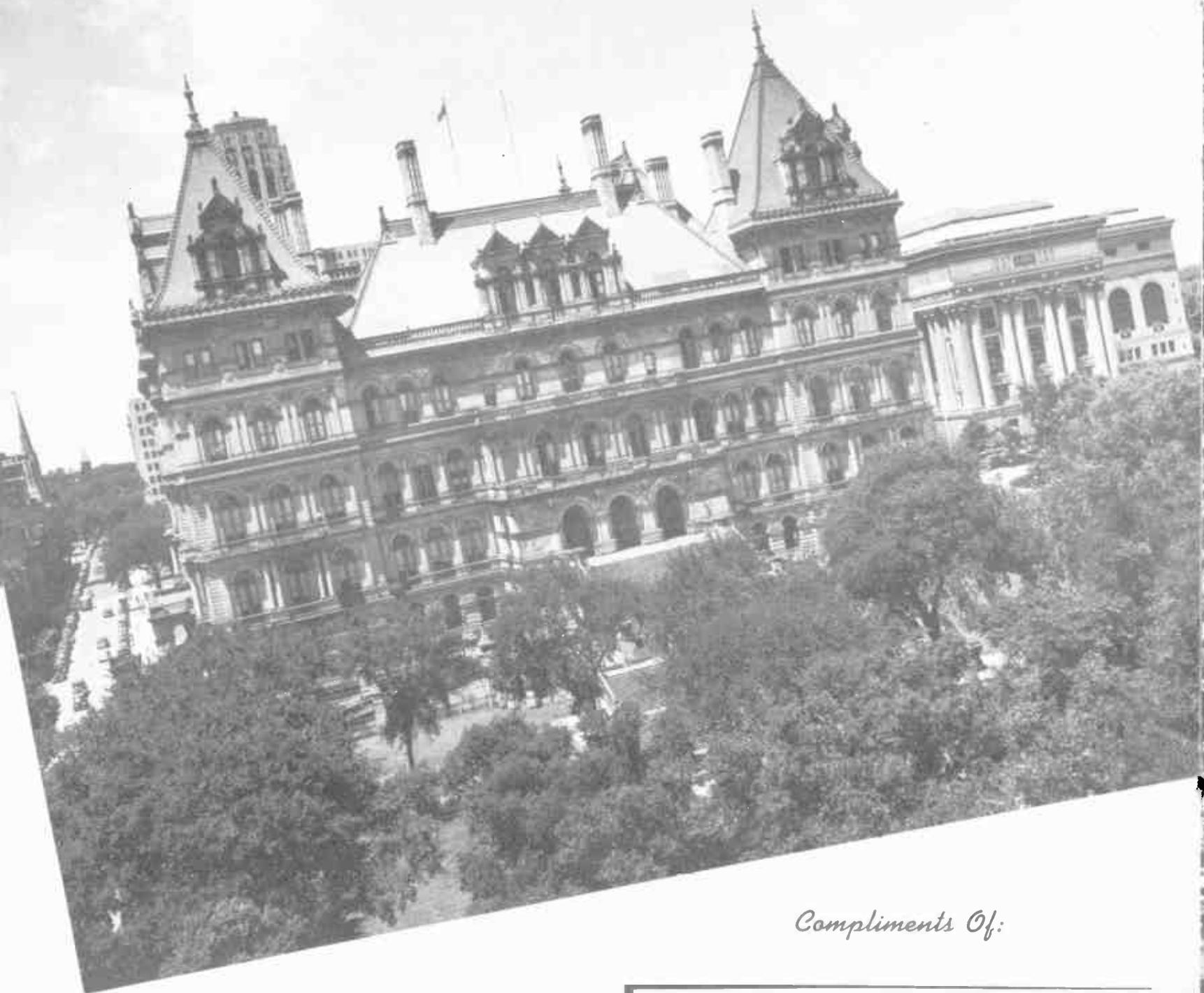


Going Forward with RADIO



as presented by

WXKW
A L B A N Y

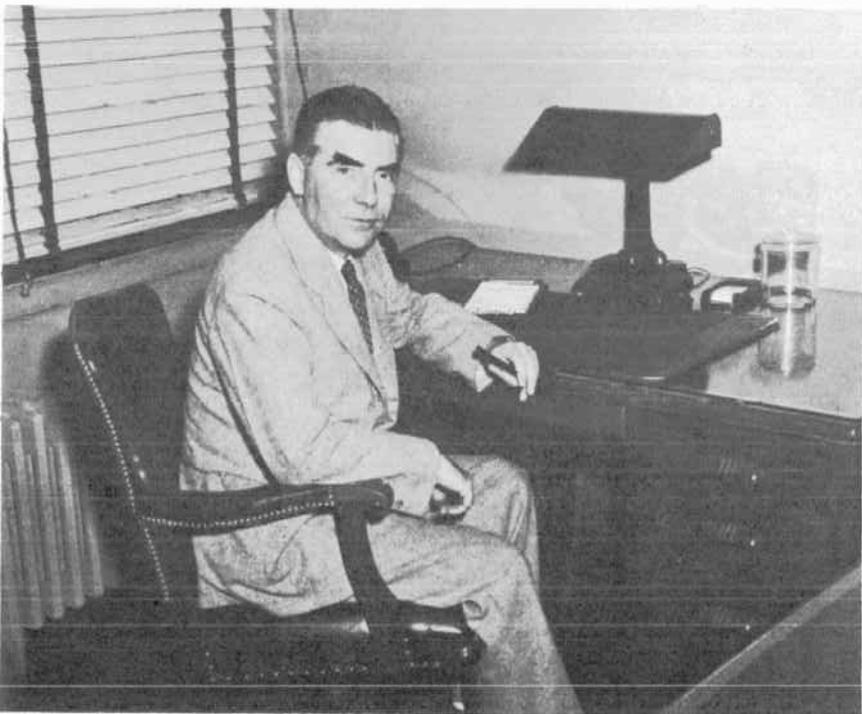


Compliments Of:

Altamont Paint & Wallpaper Store
Paints, Wallpaper & Hotpoint Appliances
175 Maple Ave. Phone 3241

Altamont, N. Y.
255

THE MANAGEMENT OF WXXW



Stephen R. Rintoul, President



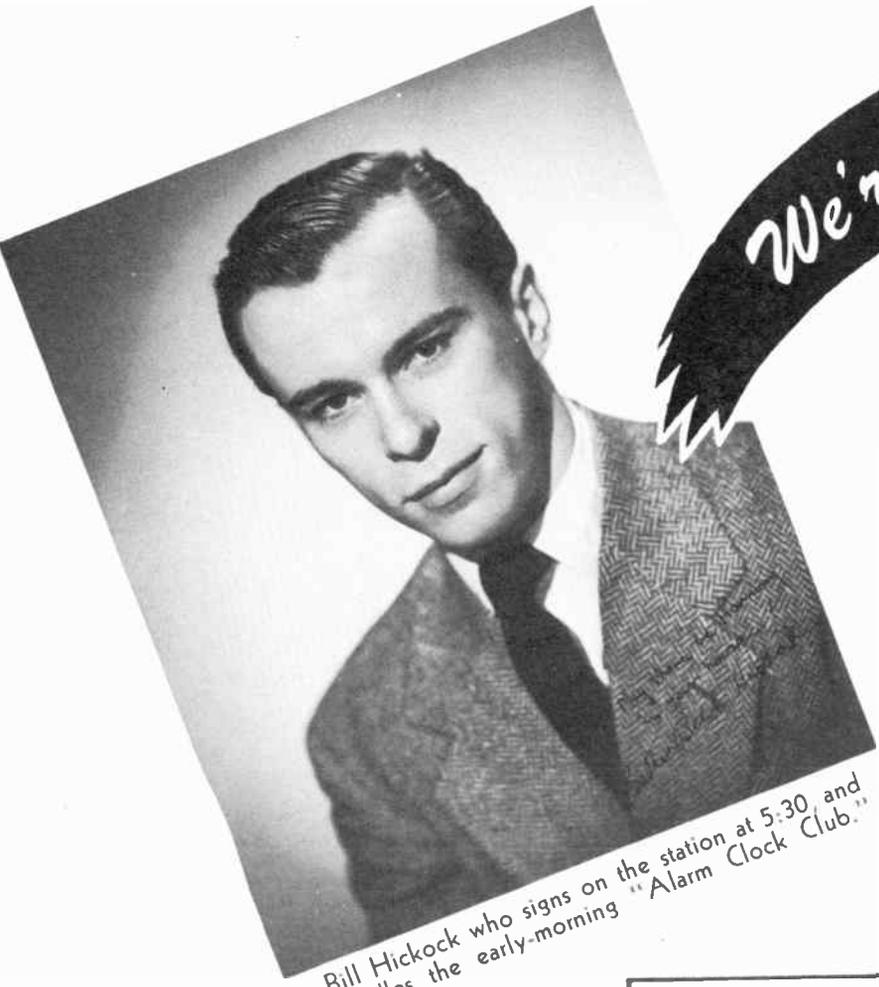
Harold H. Meyer, General Manager



Edward S. Rooney, Vice-President



B. Jermain Savage, Vice-President



Bill Hickock who signs on the station at 5:30, and handles the early-morning "Alarm Clock Club."

We're on the air . . .

at
5:30
every
day

8:30 AM

"Hold

Everything"

**CAN YOU
NAME THE
MYSTERY TUNE?**



Whether or not you wear your galoshes tomorrow morning may depend on the words of Ernest J. Christie (left), Chief of the Albany Weather Bureau.

TOPS IN THE MORNING



Jack Mayo and Art Stulmaker are the stars of **WXKW**'s popular "Twin Pianos."



Genial Don McNeill emcees **WXKW**-ABC's famous "Breakfast Club", now in its 16th year of broadcasting.



Kay Kyser, of the "Kollege of Fun and Knowledge," shown listening to a recording made by his two-year-old daughter, Kimberly Ann.



Susan Adams and Actress Gertrude Lawrence serve up a savory brew on the "Betty Crocker Magazine Of The Air."

THE WKKW NOON HOUR



Above: A couple of visiting Texas cowboys take over host Tommy Bartlett, emcee of **WKKW-ABC's** "Welcome Travelers" programs.

Left: "Welcome Travelers, and what brings you to Chicago?"



Left: Ted Malone, ABC's human interest story-teller, graphically illustrates the time change on his Monday through Friday program.



SPECIAL EVENTS



Whether it's a fire or a visiting celebrity, Special Events Director Fred Daiger will be on hand to bring an eye-witness account of the happening to **WXXW** listeners.

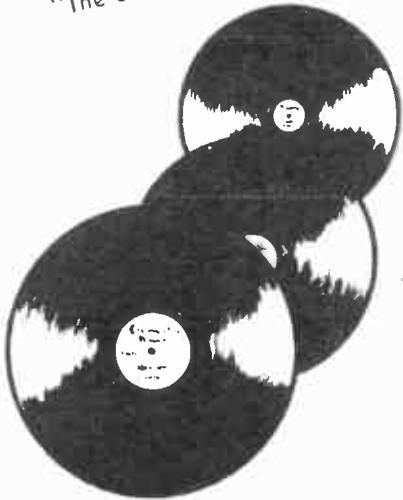
FOR YOUR AFTERNOON



"Records! I sleep 'em! I talk 'em! Why, I even EAT 'em!" says Bill Chambrun, Emcee of **WXXW**'s early afternoon platter show known throughout the Tri-city area as "The 850 Club."



Betty Parry, our Women's Director, is a regular feature on **WXXW**. Her programs, especially designed for the ladies, are fast becoming a regular listening habit in the Tri-city area as well as in the Champlain Valley.



THE **850** CLUB

LISTENING PLEASURE



This is Tom Moore, whose "Ladies, Be Seated" program recently celebrated its fifth birthday.



John Nelson, amiable and popular emcee of the "Bride and Groom" program.

...AND FOR THE YOUNGSTERS...



Patricia Dunlap, of ABC's "Jack Armstrong" program.



Roy Engel, "Sky King"

ALBANY HEARS

from ABC.

Pictured on this page are some of the members of ABC's large staff of news reporters and commentators. These men are standing by every minute of the day, prepared to bring the latest news of the day to **WXKW** and ABC listeners.



Walter Winchell



Walter Kiernan



Edwin C. Hill



Drew Pearson



Baukhage



Harry Wismer, ABC's Sports Director

THE LATEST NEWS

...and **WXXW**



Announcer Bob Ellsworth broadcasts up-to-the-minute news each day for **WXXW** listeners.

Mike Clary, **WXXW** News Editor, is new in the field of Radio, but has spent many years as a newspaperman, including 35 years in New York City. His "nose for news" is the result of a wealth of experience gained by few men in his field.

George Tabachnick gathers the late news from the wires of United Press. This news is then condensed, compiled and edited into clear, concise broadcasts which are heard many times each day over **WXXW** and its sister FM station, **WRWR**.



WXXW NEWSCASTS ON THE AIR AT

5:45 A.M.—6:45 A.M.—7:45 A.M.—12:30 P.M.—6:30 P.M.—11:00 P.M.

AND THE NEWSREEL FROM TWELVE MIDNIGHT TO 1:00 A.M.

BEHIND THE



Trell Yocum, Vice-President Associated Photo-Conway



Grenfell Rand, Sales Manager



Members of the staff of **WXXW** gather with officials of the Shell Oil Company and of the J. Walter Thompson Advertising Agency to make final arrangements for the "Shell News Digest", now a regular feature on **WXXW**.

SCENES AT WXXW



Walt Neals, Continuity Editor



Dorothy Hay, Secretary



Rose Hannon, Secretary



Irene Bors, Bookkeeper

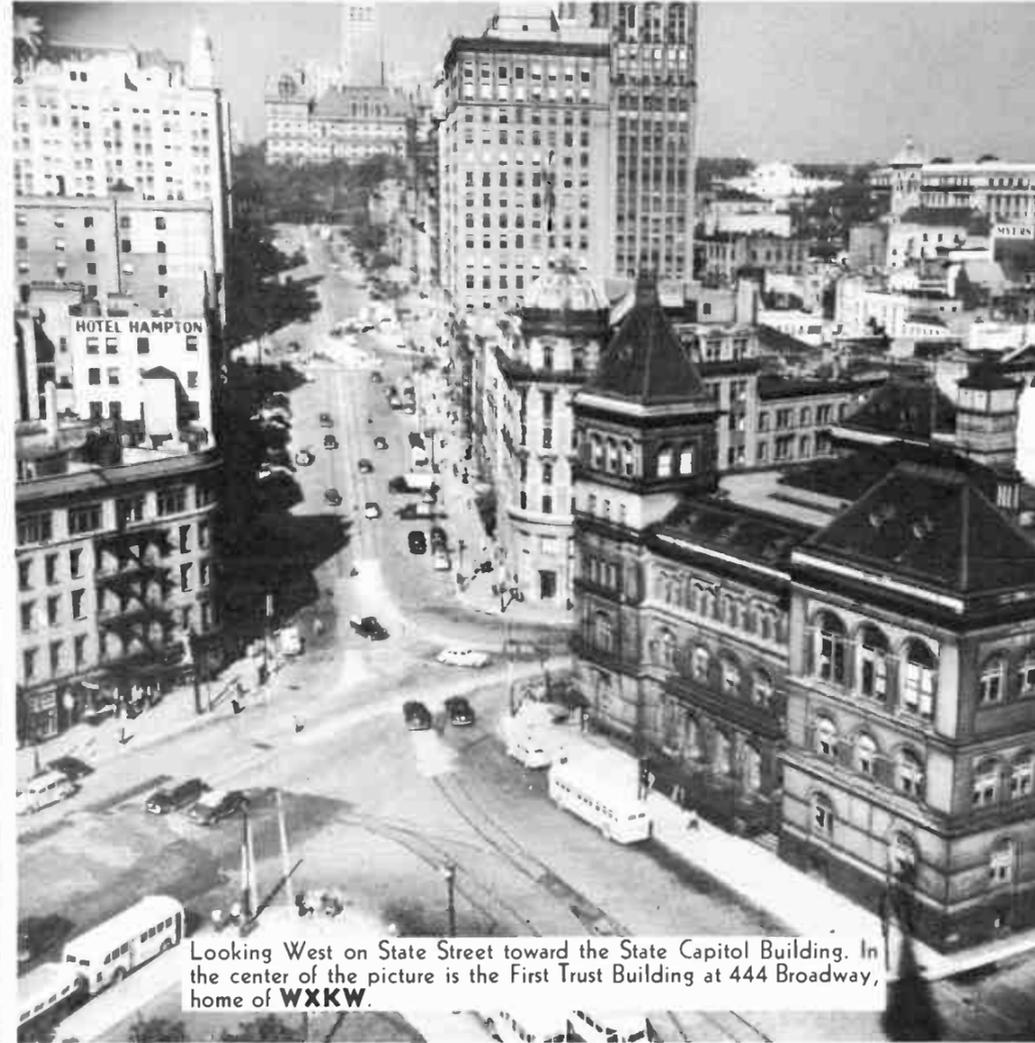
WXXW-SERVING THE TRI-CITIES



The State Office Building in Albany.



The Schuyler Mansion, one of the many showplaces in Albany.



Looking West on State Street toward the State Capitol Building. In the center of the picture is the First Trust Building at 444 Broadway, home of WXXW.



Fort Ticonderoga



Union College Library, Schenectady, N. Y.



One of the buildings housing the Emma Willard School for girls in Troy.



State Barge Canal

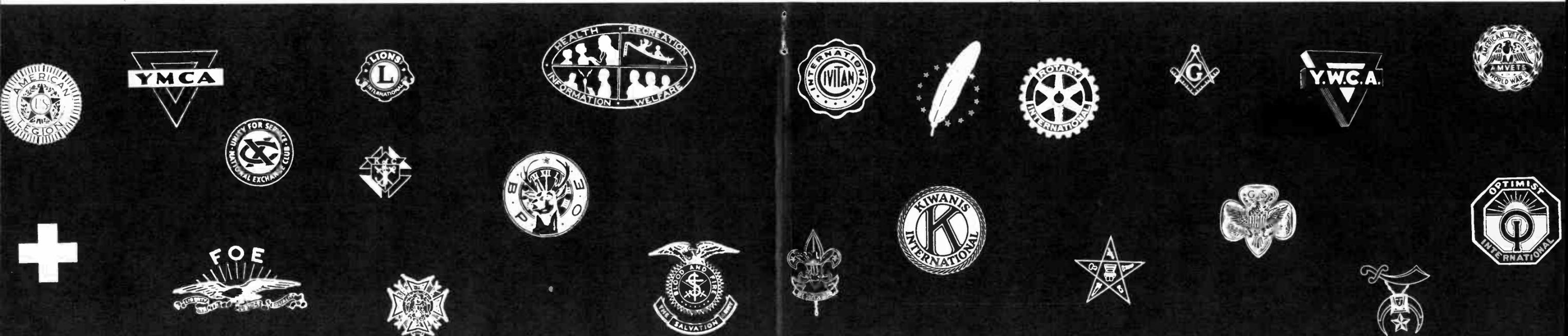
An integral part of any community is its group of civic and fraternal organizations. Shown below are the emblems and insignia of some such organizations. How many can you identify?



Siena College, Loudonville, N. Y.



Rensselaer Polytechnic Institute, Troy, N. Y.



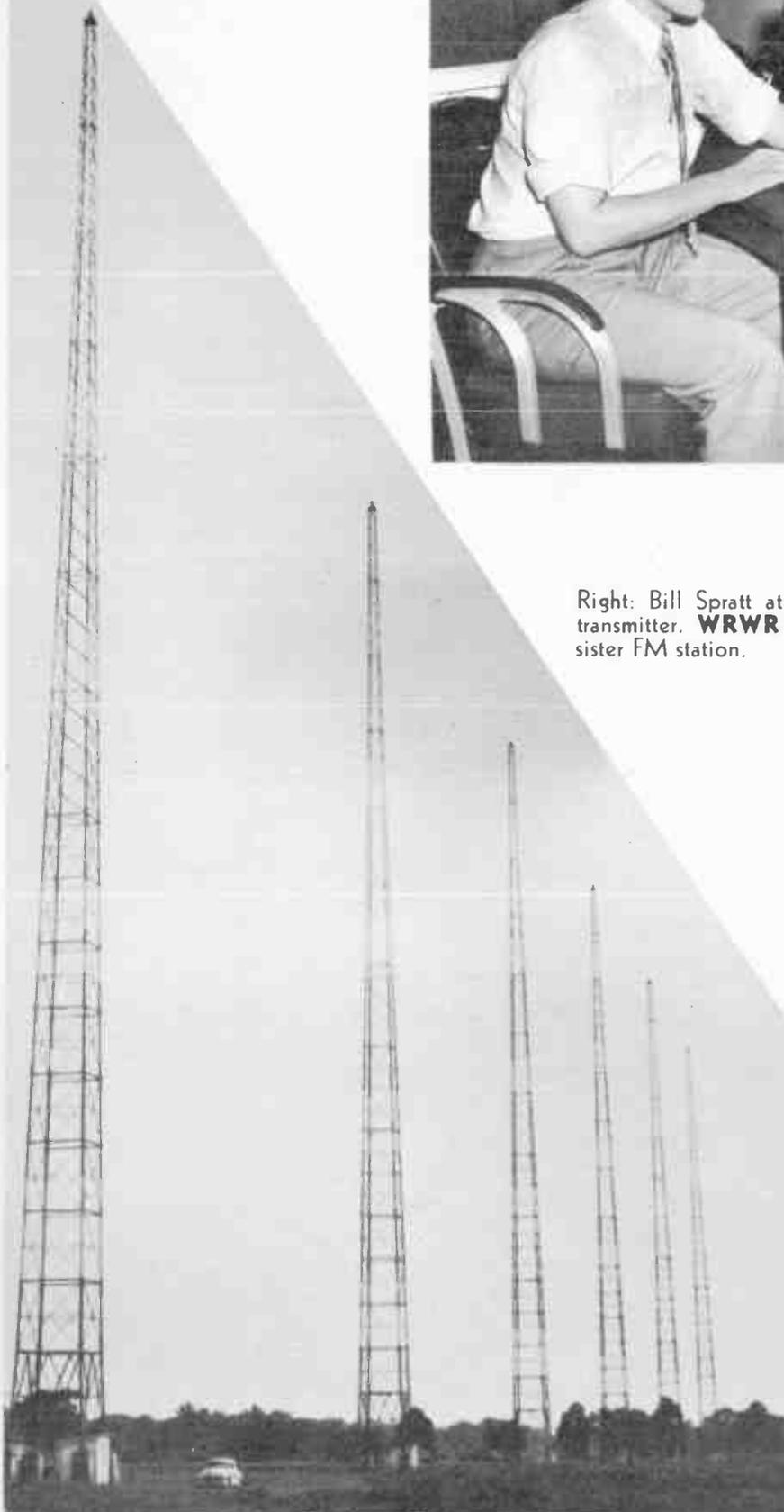
LET'S LOOK IN ON



Left: Art Schoenfuss, Chief Engineer.



Right: Bill Spratt at the **WRWR** transmitter. **WRWR** is **WXKW**'s sister FM station.



WXKW's impressive 6-tower array.



This is the building which houses the **WXKW** transmitter located at Selkirk, N. Y., nine miles South of Albany.

OUR ENGINEERS



Mike Capri checks the meter readings inside the transmitter.



Engineer Paul Krutz transcribes a program to be broadcast later over **WKKW**.

Right: George Wetmore, Assistant Chief Engineer "rides gain" (controls the volume) at the studio console.



Above: Jim Palleschi employs the use of "patch cords" during a **WKKW** remote broadcast.



Right: A mole's eye-view of our tower No. 6.



Jake Race helps us in keeping both our studios and our transmitter grounds in tip-top shape.



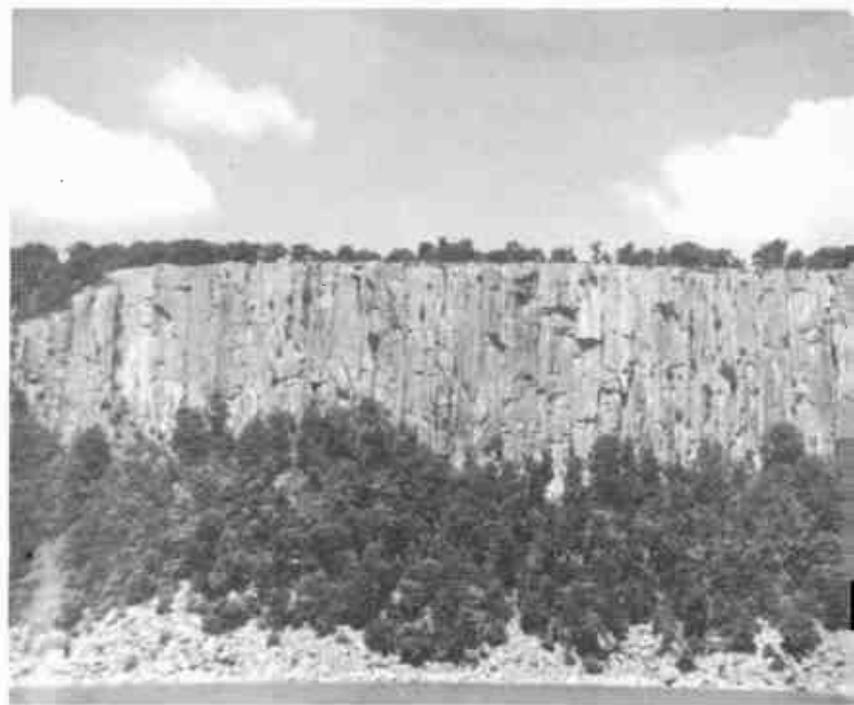
WXXW NEW YORK'S BEAUTI

WXXW is justifiably proud of the fact that it includes in its coverage area some of the most beautiful vacation spots in America. New York State's many lakes invite fishermen, swimmers and boaters during the summertime — both skiers and skaters throughout the snowy months. One of the special thrills of a New York State winter vacation is an exciting dog sled ride behind a team of Alaskan huskies such as those shown on these pages.



COVERS FUL VACATION LAND

The bulk of the Champlain Valley is included within our listening area. It has been gratifying for us to receive the many letters and messages which have been pouring in from all over this part of the country. Today, we are bending every effort to live up to the high standards which the people of New York State expect—and deserve.



EVENING LISTEN



1

1—Bing Crosby

2—America's Town Meeting of the Air (Inset: Moderator George V. Denny, Jr.)

3—Here's Groucho Marx (without the familiar mustache), heard regularly over **WXKW-ABC**.

4—Bud Abbott and Lou Costello

5—Arlene Francis



2



3



4



WHAT'S
MY
NAME?

5

ING ON WXXW

6—Bert Parks on "Break the Bank"

7—Songstress Victoria Cordova guests on "Stop The Music"

8—Milton Berle, star of the "Texaco Star Theatre"

9—Bill Corum and Don Dunphy at the ringside on the "Cavalcade of Sports"

10—The "Hayloft Hoedown"



DRAMA FROM



Don Briggs and Helen Claire
on "The Sheriff"



Edward Arnold awaits
the next "Mr. President"



Fulton Ousler of "The
Greatest Story Ever Told"



J. Scott Smart on "The Fat Man"



Dick Powell on "The Front Page"

WXKW-ABC



Elaine Rost heard on the "David Harding-Counterspy" program.



Ted Mack presides over the "Original Amateur Hour" every Wednesday night.



Charlotte Manson in "This is your FBI."



Frank Lovejoy as "The Amazing Mr. Malone."



Phillips H. Lord, writer-producer of "Gang Busters"

ALWAYS A GOOD ● WXXW



John K. M. McCaffery, Examiner on "What Makes You Tick"



Lily Pons, star of the Metropolitan Opera, heard Saturday afternoons over **WXXW**.



Dorothy McGuire, one of the many dramatic stars heard on "Theatre Guild on the Air"



Jack Owens is the "Cruising Crooner" on the "Breakfast Club" program.



Milton Cross, heard on the "Metropolitan Opera Auditions of the Air"

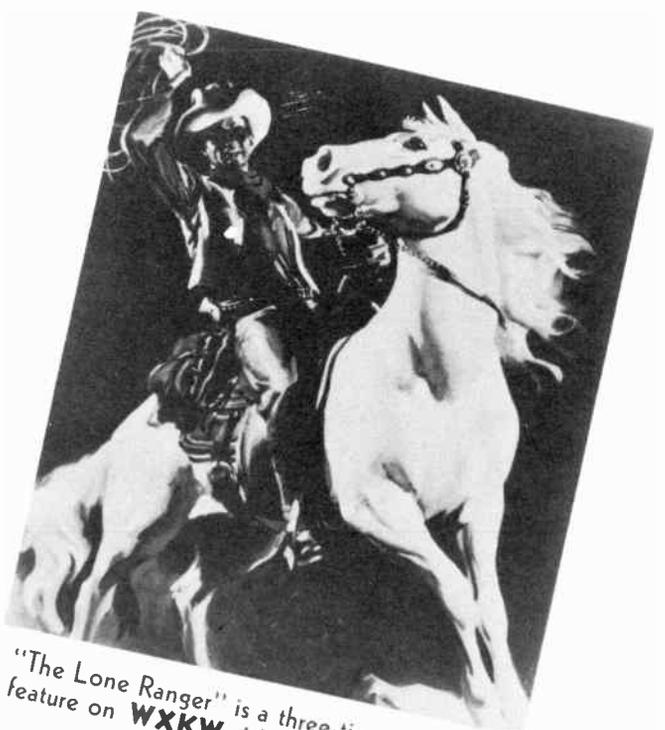


Jack McElroy emcees the famous "Breakfast in Hollywood" program on **WXXW-ABC**.

• SHOW ON --ABC



Kay Arman, Vocalist on
"Stop The Music"



"The Lone Ranger" is a three-times-per-week
feature on **WXKW-ABC**

Meredith Willson, star of
"The Meredith Willson Show"



Britt Reid as "The Green Hornet"



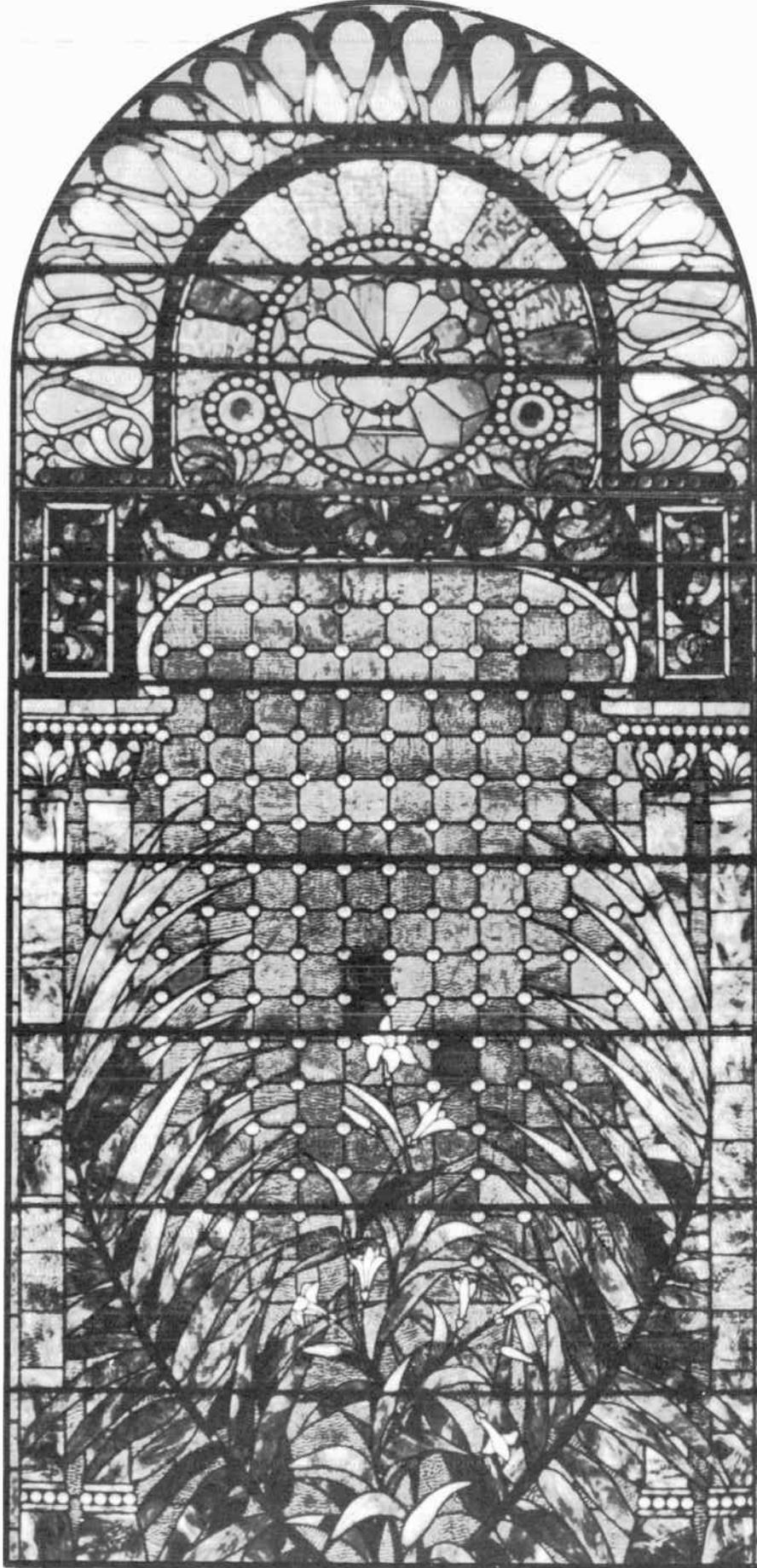
Baritone Gordon MacRae is host-emcee of
the "Railroad Hour Show Train"



Dr. Frank Black, Conductor on "Carnegie Hall"



"The Challenge of the Yukon" features
Sergeant Preston and his
faithful dog, King.



The diversified religious programs broadcast by radiostation **WXXW** are presented for the spiritual inspiration of listeners of all faiths. All religious programs interpret the dignity of service and the wide scope of understanding covering the creeds of many churches. Radio, the modern miracle, completes its fulfillment in carrying to listening worshippers the words of their belief.



W X K W

A L B A N Y

