

*"GOING FORWARD WITH RADIO"  
AS PRESENTED BY:*

**WKZD**

At 590 on  
Your Dial

*THE BIGGEST SHOWS  
IN TOWN*

1947

**THE COLUMBIA BROADCASTING SYSTEM**

A Message From  
**JOHN E. FETZER**  
 Managing Director of the  
 Fetzer Broadcasting Company

# WKZO

FETZER BROADCASTING COMPANY  
 OWNERS: WJEF GRAND RAPIDS



KALAMAZOO-MICHIGAN  
 Studios: Burdick Hotel  
 590 Kilocycles-5000 Watts  
 Columbia Broadcasting System

JOHN E. FETZER  
 Managing Director

Dear Reader:

Among all the products of man's inventive genius developed during the past twenty-five years, none has contributed more to the enjoyment and welfare of our free democracy than radio. WKZO has been a part of this contribution.

From its inception WKZO has been synonymous with freedom: freedom of speech, freedom of religious worship, freedom from government subsidy or domination. It has brought to the people of Western Michigan, swiftly and accurately, without bias or editorial flavor, the news of happenings in all parts of the world. It has promoted free public debate and discussion of the issues of the day, and has carried the voices of leaders, in and out of government, to the furthestmost parts of the Midwest. It has served the cause of education, both in the schools and in the classroom of the air. And, in addition to all these things, it has provided the people with the widest variety and the highest quality of entertainment found in the radio world.

The following pages depict in graphic form the story for which you have been waiting. We hope you will enjoy this personality review of the WKZO family.

Sincerely yours,

*John E. Fetzer*

JEF:wb  
 STRONGEST SELLING FORCE IN THE GREAT WESTERN MICHIGAN MARKET

Compliments of:



"WELCOME TO WKZO," SAYS FRANCES FREDERICKS, STUDIO RECEPTIONIST.

## JOHN E. FETZER

*Managing Director  
The Fetzer Broadcasting  
Company*

A name synonymous with that of pioneering in the broadcasting world is that of John E. Fetzer, managing director of the Fetzer Broadcasting Company, owners and operators of WKZO, Kalamazoo and WJEF, Grand Rapids.

In 1931 he installed WKZO at Kalamazoo, personally designing and developing the station from studio to transmitter. The transmitting plant was of his own original design. By 1942 he had brought WKZO to a full time, 5,000 watt operation placing it among the nation's outstanding stations.

Mr. Fetzer started the operation of WJEF in Grand Rapids February 5, 1945 and, in slightly more than two years under his guidance, this Radio station has forged ahead to a place in the front line of the country's broadcasting operations.

During the war Mr. Fetzer served in Washington as U. S. Radio Censor. Mr. Fetzer was responsible for matters of highest military security and supervised the censorship applying to all broadcasting stations operating within the United States as well as those shortwave stations sending programs abroad.

His assignment included protection of such activities as the Atomic Bomb development, RADAR, invasion plans and "top secret" intelligence activities. He maintained close liaison with the United States General Staff, the Joint Chiefs of Staff, Joint Security Control and the highest diplomatic representatives of foreign governments.

Shortly after the cessation of hostilities in Europe, Mr. Fetzer was invited by General Eisenhower to tour the European theater and advise the occupation forces on setting up their Radio activities.

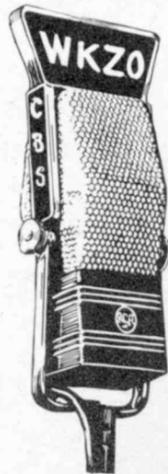
Mr. Fetzer has served four terms as a member of the Board of Directors of the National Association of Broadcasters. He has served as a member of that group's Ethics Committee; member of the Institute of Radio Engineers; member of the Engineering Committee, National Association of Broadcasters; Engineering Member, American Society of Military Engineers and Vice President of the Michigan Broadcasters Association; member of the Board of Directors of the Kalamazoo Chamber of Commerce and President of the Chamber in 1941.

Recently, Mr. Fetzer was elected to the Board of Directors of the American National Bank of Kalamazoo.

He received his Bachelor of Arts degree from Emmanuel College at Berrien Springs, Michigan, in 1927, and later studied mathematics and physics at the Universities of Michigan and Wisconsin.

Mr. Fetzer recently was named chairman of the Committee on Freedom for Radio, an executive committee of the National Association of Broadcasters.

This committee, charged with the protection of a free Radio, consists of outstanding Radio executives such as the heads of the four major networks and owners of a limited number of top stations.



The Board of Directors of the National Association of Broadcasters, of which John E. Fetzer is a member, met recently in the Nation's capitol. The members are pictured at right as they met on the steps of the White House with President Harry S. Truman. Mr. Fetzer, pictured at center just above Mr. Truman, represented all of the radio stations in Indiana and Michigan.



Shown at left are members of the Radio Mission of the European Theater of Operations just a few days after V-E day. They are pictured as they posed around the now famous table in the Little Red Schoolhouse at Rheims. Mr. Fetzer, who at the time was the United States Censor of Radio, is shown in the exact center of the picture. Those battle maps in the background were Gen. Eisenhower's personal possession and, when seen by the Germans, were the final convincing proof that surrender was imminent.

The mission is seen below at the entrance to Sistine Chapel in Rome accompanied by two members of the Swiss Guard. The paintings and statue of Christ in the background are the original works of Michelangelo.

Members of the ETO Radio Mission pictured at right and above included the following: JUSTIN MILLER, President, National Association of Broadcasters; E. M. KIRBY, Chief Public Relations Officer, United States; J. LEONARD REINSCH, Radio Advisor to President Truman; MARK WOODS, President, American Broadcasting Company; WILLIAM S. HEDGES, executive Vice President, National Broadcasting Company; JOSEPH REAM, Executive, Columbia Broadcasting Company; R. D. SWEZEY, Executive Vice President, Mutual Broadcasting System; MORRIS NOVIC, Radio Advisor to Ex-Mayor LaGuardia; ABEL GREEN, Editor, Variety; JACK ALICOATE, Editor, Radio Daily; SOL TAISHOFF, Editor, Broadcasting; JOSEPH CAIDA, Editor, Billboard; JOHN E. FETZER, U. S. Censor of Radio; CLAIR R. MCCOLLOUGH, Member, National Association of Broadcasters, Board of Directors; COLONEL HARRY C. WILDER, War Correspondent and President of WSYR; MARTIN CAMPBELL, Member NAB Board of Directors.



# SALES -- EDUCATION -- PROGRAMS



## JOHN W. O'HARROW *General Sales Manager*

As General Sales Manager, JOHN W. (JACK) O'HARROW holds down the hot spot at the Fetzer Broadcasting Company.

This embraces all of the sales activities of the Fetzer Stations, as well as handling the large and important national spot and network clients.

His background is filled with exceptional experience and success. Following his school days at Racine, Wisconsin, O'Harrow went to work with such enthusiasm, a native trait of his, that he became an important executive with the great Butler Brothers Company of Chicago.

Fourteen years were spent as General Manager of Butler's Sundry Department and Five House Buyer for that concern. He spent two years as General Sales Manager of the National Toilet Goods Company, Paris, Tennessee, and another two years as General Sales Manager of the Remmers Soap Company, Cincinnati.

Following this he served 12 years as General Sales Manager of the Bon Ami Company in New York City.

O'Harrow entered the Radio field by way of retirement. Following a successful business career, he purchased a fruit farm outside of Kalamazoo and settled down to the life of being a gentleman farmer.

With all of the energy he had to burn, O'Harrow couldn't retire. About this time, John E. Fetzer was looking for some one to spark the WKZO Sales staff along and O'Harrow put his spray gun back in the tool shed and answered the call.

One of the outstanding Radio sales representatives of the country, O'Harrow is well known throughout the big advertising agencies and in the advertising offices of the nation's top clients.

He is a hard driving, likeable gentleman whose ability is attested to by the many excellent advertising accounts on the Fetzer stations.



## DR. WILLIS DUNBAR *Program Director*

In the educational and public interest field of radio, WKZO is fortunate to have Dr. WILLIS DUNBAR as its educational director as well as its program director.

He brings an unusual background into the executive staff of the Fetzer Broadcasting Company and from this background have come ideas for some of WKZO's outstanding programs.

One such unusual program is Dr. Dunbar's own commentary heard each evening, Monday through Friday, at ten fifteen. Also, his own program, "History in the Making" and "Western Michigan Forum" take their places in the front ranks of the top shows.

Dr. Dunbar received his B.A. Degree from Kalamazoo College in 1924 and went on to the University of Michigan where he took M.A. and Ph. D. degrees as well as a Phi Beta Kappa key.

He started a teaching career as Instructor, rising to the position of Assistant Professor, Associate Professor and full Professor of History at Kalamazoo College. From 1942 he was Dean of the College in charge of the History Department.

# ENGINEERING --- ACCOUNTING

CARL E. LEE is Chief Engineer of WKZO and the Fetzer Broadcasting Company. He also designed the studios and transmitter layout of our sister station, WJEF in Grand Rapids, and then went ahead and installed the operation.

His assignment is to supervise the Fetzer Broadcasting Company technical operations including personnel, design, construction, installation and maintenance of all technical equipment.

He started with WKZO in 1939 and in August of 1942 was promoted to the position he now holds. He was graduated from the Michigan Academy of Radio Science in 1939, and during his last year there was an instructor in Radio theory.

This past year he has served on the faculty of the Western Michigan College of Education as a lecturer in Radio Education.

Lee is an associate member of the Institute of Radio Engineers and is president of the Kalamazoo Amateur Radio Club.



Our comptroller at WKZO is ELLSWORTH L. TAIT. New in the field of Radio, but an old hand when it comes to accounting and business management, Mr. Tait spent twenty years as Secretary-Treasurer of the Libbey Glass Manufacturing Company. Born in Toledo, Ohio, he is now living at 1015 Lay Boulevard with his wife and three daughters.



A member of our Accounting Department is WARREN McPARLAND, a veteran in the advertising business. Mr. McParland received his education at Tri State University and is a graduate of Cleveland Advertising College. He is a native of Moline, Illinois, is now living at 911 Walwood Place.

# BACK STAGE AT WKZO



EDWARD H. BRONSON manages WJEF, our sister Fetzer station at Grand Rapids and edits the WKZO News Letter. An old hand in metropolitan Newspaper and Radio fields, he brings a background of broad experience to his job. He served the war years in Washington, D.C., as executive assistant to Mr. Fetzer in Censorship. He is a product of Ohio State University Journalism College and started his career in the editorial field of the Newspaper game. Prior to the war he was Assistant General Manager of WCOL, Columbus, Ohio



Should you visit the studios of WKZO, you would probably run into Account Executive DONALD W. DE SMIT either entering or leaving the station since his position keeps him always on the move. Don spent over four years with the U. S. Army Tank Corps after which he came with our organization. He spends his spare time flying, sailing, fishing and hunting in and around the lakes and forests of Michigan. Don is a native of Kalamazoo, is married and now lives at 437 Garfield.

Before coming to WKZO over six years ago our Traffic Manager, GOLDA ROE, seated, was employed with Balaban & Katz Theaters in Chicago. It's her duty to place the programs and announcements in the proper place at the proper time. A native of Hastings, her hobbies are golfing, knitting and reading with a little bridge on the side. Shown with her at right is her assistant, HAZELL McCARTNEY. Hazell went to photographic school, is still taking pictures as a hobby.



WKZO's Local Sales Manager is THOMAS P. WHITE who is well-known in advertising circles of Kalamazoo and our surroundings good neighbor towns. Friendly, pleasant and well-versed in Radio Merchandising, "Tom" is welcome wherever he goes. His background includes many years in the magazine and newspaper field in Washington, D.C., as well as broad Radio experience. With his wife and ten-year old daughter, he makes his home at 1422 E Main Street. His particular hobby is making special blends of perfume.



And at left we have our continuity writers. Left to right, they are EVELYN BERTRAND and EMILY MATTHEWS. Evelyn is in charge of the department, came to WKZO in September, 1945. Born in Canada, she took a special course at Western Michigan to prepare for three years of War Production work. Emily has been with the station since last October, before which she received her journalism degree from Northwestern University in Evanston, Illinois.

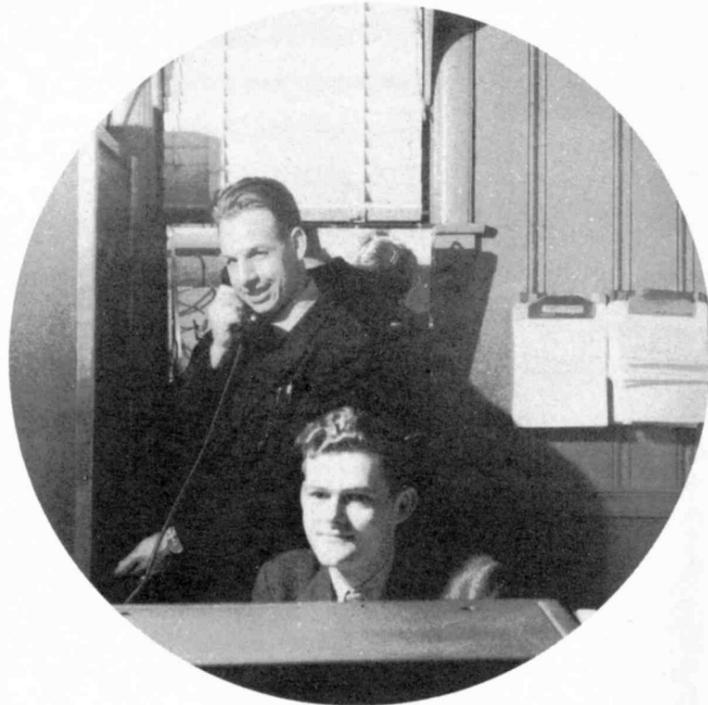
Our Director of Publicity and Promotion is JACK STELLING. Jack joined our staff in September, 1945, was formerly an announcer. He received his education at Ohio University, is adept on the guitar, harmonica and the bass fiddle. Jack is married (His wife is a cosmetic consultant) and has a six-year-old daughter. His hobbies vary from golf to oil paintings.



# BACK STAGE AT WKZO



Pictured on this page are the Engineers and the Control Operators at WKZO. Above are RICHARD STOHRER (left) and JOSEPH ROTH in the control room. Together, they are transcribing a show to be broadcast later. Roth has studied Electronics at the Michigan Academy of Radio.



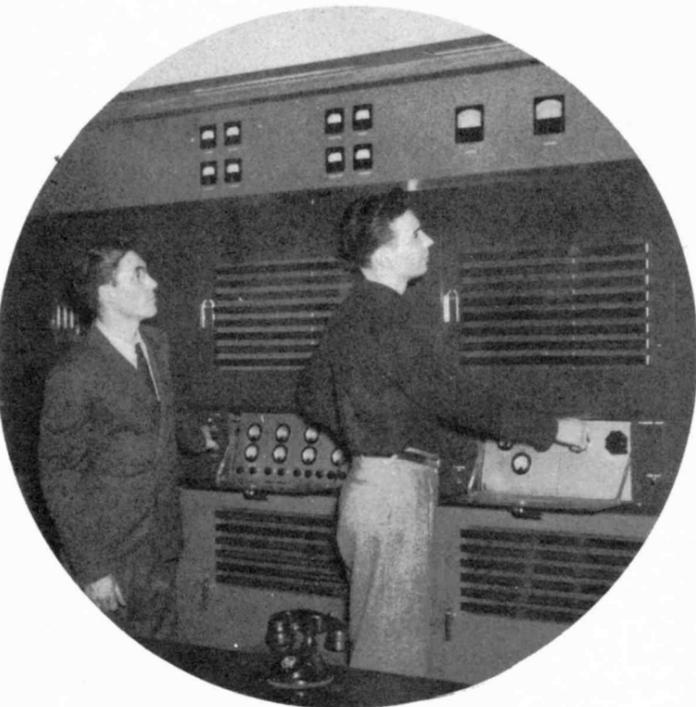
Here are two more Control Engineers--ROBERT CALEY (left) and ERNEST BERRY. One of the youngest members of our staff, 22-year-old Berry attended the Training School at Western Michigan College. Caley is somewhat of an oddity in the Engineering field, having had eight years training on the violin.



These are the women behind the men behind the mikes--our secretarial staff! WILMA BEERTEMA is Private Secretary to Managing Director, Mr. Fetzer. Wilma has been a member of our staff for well over six years. Before joining us, she spent eleven years with the Kalamazoo County Department of Social Welfare.



RUTH WATSON, above, is secretary to the Program Director. She came to us from the Upjohn Company in the Autumn of 1945. Ruth is an excellent rider, as her horse, Rex, will testify. She is a graduate of the Western Michigan College of Education in Kalamazoo.



The huge RCA transmitter panel covers the entire wall of the building. About half of it is shown here as some of the readings are noted on the intricate dial system by Engineers KENNETH MOORE (left) and ARTHUR COVELL. It's a tiring, meticulous and often thankless job, being an Engineer but without them, the efforts of the entire remaining staff would be wasted.



A brief tripout to the WKZO transmitter brings us into contact with two of our Transmitter Engineers--FRANCIS MORSE and WILLIS JENKINS. The inner workings of the building are a maze of wires, lights and knobs to the uninitiated and it takes years of training before these men are licensed by the Federal Communications Commission to operate the powerful 5000 Watt Transmitter.

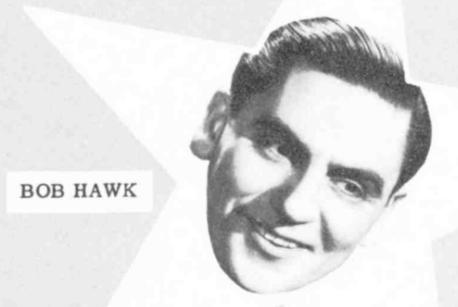


The secretary to the General Sales Manager is DONNA SOBANSKI, a young lady with a rather unusual family. One of her sisters is a dancing teacher; another enjoys flying, just returned from Guatemala; and the third is in charge of several plastic surgery wards at Percy Jones Hospital at Fort Custer.



You've already met our receptionist, FRANCES FREDERICKS, earlier in the book. When Fran isn't behind the desk, she's either knitting, roller-skating, playing cribbage, reading or fishing. She is the youngest daughter in a family of nine, was born in Little Rock, Ark.

*The Biggest Shows In Town!*



BOB HAWK



LIONEL BARRYMORE



GINNY SIMMS



DICK HAYMES



JACK CARSON



FANNY BRICE



JOAN DAVIS



MEL BLANC



HOAGY CARMICHAEL



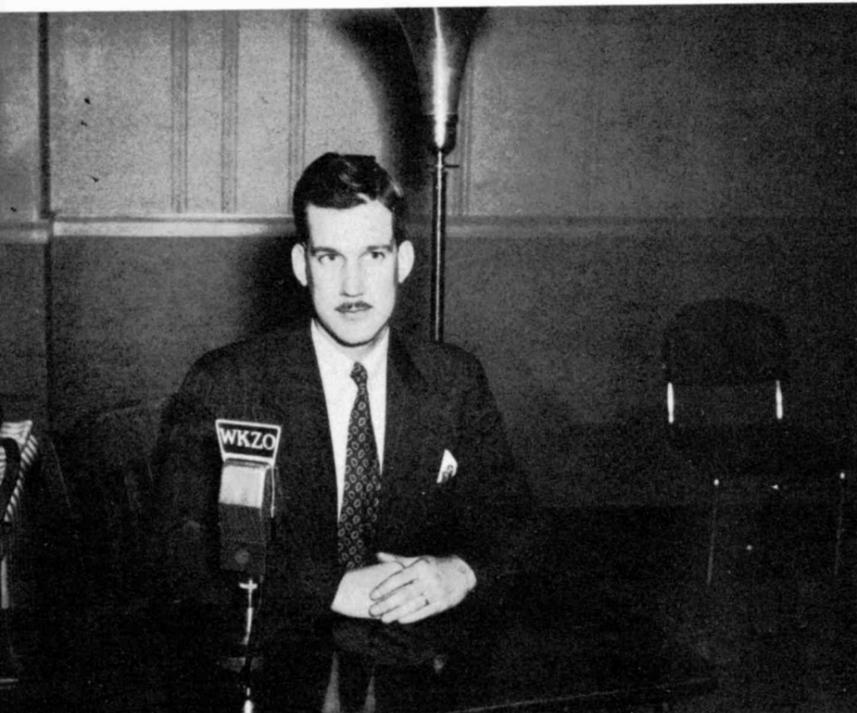
FRANK SINATRA

*This Is CBS-The Columbia Broadcasting System*

# From the Studios of **WKZO**



Several students from the Speech Department at Western Michigan are shown as they gather together during a regular broadcast of the program, "Opinion Please". Speech instructor ALBERT BECKER is in the center of the picture with: (l. to r.) DUANE ROBERTS, PAT DUFFIN, JAMES DUNCAN and SAM VIRGO. This constitutes only a portion of the program, the bulk originating from the Columbia Broadcasting System.



If you enjoy listening to the best in the field of classical music, you're certain to appreciate the program, "Music of the Masters", with Announcer RICHARD MARTIN acting as your host and the music brought to you by means of recordings and transcriptions.



Each Monday through Friday evening at 5:00, WKZO invites you to join in "Tello Test". This show, popular throughout the WKZO listen-



ing area, is emceed by Announcers HAROLD FITZGERALD (left) and BOB TAZELAAR.



"Find-A-House Party" brings to the WKZO microphone the most urgent housing cases, as chosen by the Kalamazoo Housing Commission. These folks are interviewed in order to learn exactly what their housing needs are. This is one of the few such programs on the air today and has been successful in finding homes for nearly 85% of the people interviewed.

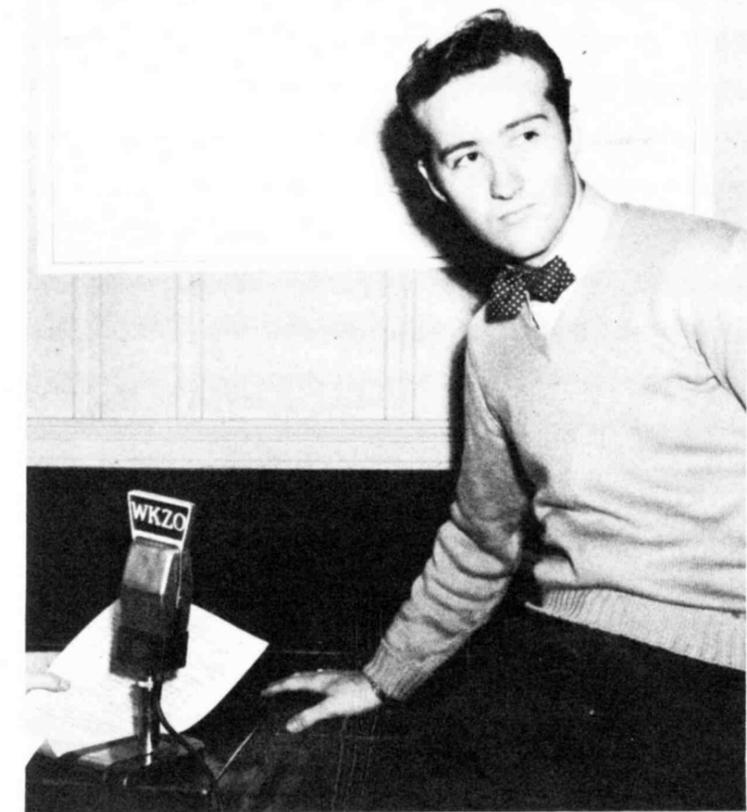


Those kids gathered around the mike in Studio "A" are thoroughly wrapped up in the strange and wonderful "Story Land" tales broadcast especially for children each Saturday morning at 8:45. Announcer JOHN KEENAN is standing at the microphone.

# From the Studios of **WKZO**



"It's Time For Johnny" every Monday through Saturday morning at 6:45 and again at 11:30. JOHNNY VANDEN BOSCH, sings the kind of folk songs his listeners want to hear. And, judging from the number of requests he receives weekly his listeners are many and faithful.



Shown above during a period of relaxation is WKZO Announcer MELVIN HAAVIND. Melvin was born in Hastings, Michigan, and is the newest member of the WKZO staff. He majored in speech at Western Michigan College, studied voice at Interlochen National Music Camp and sang with a dance band while serving with the U. S. Navy. He has his own collection of classical and popular records which he studies when not on duty at the station.



Think hard! Do you think you know any songs the Expert can't play? If so, drop a postcard to Radio Station WKZO and, who knows, maybe you can "Beat the Expert." The show is heard at 9:45 each morning, Monday through Friday. HAROLD FITZGERALD, chief announcer and production director is shown above (left) with the Expert himself. Harold hails from Chicago, and may also be heard on "Musical Clock," "Tello-Test" and the "Bing Crosby Record Show."



"Hymns That Live" in the memories of WKZO's many listeners are broadcast three times weekly over this station. The voice behind the hymns is that of BILL HUNT (center). Bill was born in Norfolk England and has been in radio since 1940. He is now living on a small farm

near Kalamazoo and lists farming as his favorite hobby. The announcer on this program is MARY RYAN (right). Mary is a native of Kalamazoo and designs hats in her spare time. They may both be heard on the "Scrap Book of Memories" each Thursday evening.



Announcer BOB TAZELAAR is the youngest member of the WKZO staff. One of the more popular programs for popular music lovers is the 590 Club heard each week-day at 12:45 p.m. Bob also attended National Music Camp at Interlochen, and is now studying at Western Michigan College in Kalamazoo.

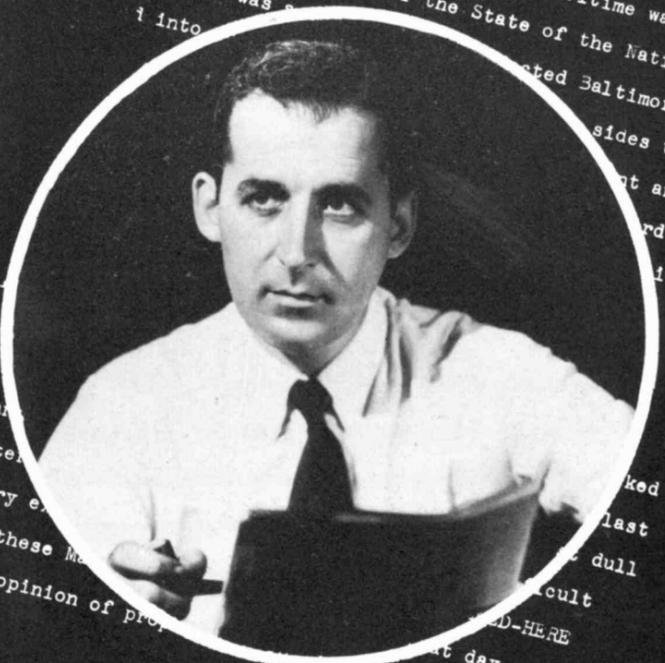
# Western Michigan Hears News of the World from WKZO and CBS!



Another top CBS commentator is **BILL HENRY**, presented over WKZO each Monday through Friday evening at 7:55.



**DR. WILLIS DUNBAR** is renowned through-out WKZO's listening area as an outstanding commentator on world's news. His clear concise interpretation tends to keep the listener's fingertips on the happenings of today's world at large.



Every Saturday and Sunday at 7:55 p.m. over WKZO you may hear a crisp summary of international news brought to you by veteran reporter **NED CALMER**.



**CHARLES COLLINGWOOD**, veteran CBS newsmen, is heard each evening at ten o'clock, bringing you the latest national and international news.

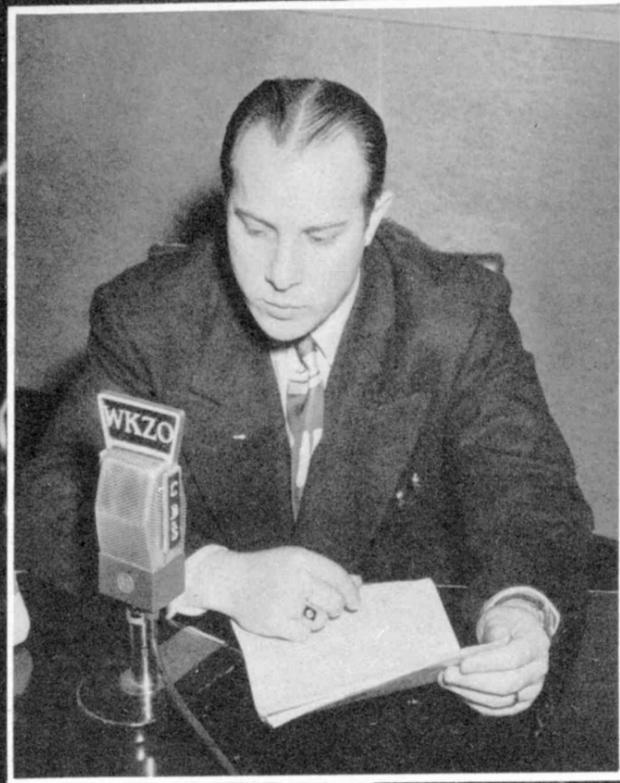


Before the news hits the airways it must be carefully compiled and edited in the WKZO news room in order to give the listeners complete unbiased information. Pictured above inside the News Room are WKZO's News Editor **TONY GASTON** (right) and News Reporter **DAVE WILLIAMS**.



Five days a week at 5:45 p.m. CBS and WKZO present "**ROBERT TROUT With the News Till Now.**"

# WKZO And News from the Sports World!



Backed by years of experience as a sports writer and as an Athletic Director, LEN COLBY came to WKZO as Sports Director in 1945. He is shown above during one of his daily broadcasts known as the "March of Sports", heard each evening, Monday through Friday, on WKZO.



Sports Director of the Columbia Broadcasting System is the "old redhead" himself, RED BARBER. You'll hear him often as he broadcasts sports news of National interest over WKZO.

What's the latest inside news from the world of sports? Colby passes that information on to an assembly of High School students in Kalamazoo.



It takes more than one person to bring you the play-by-play broadcast of a basketball game as you can readily see in the photo at left. Shown at the WKZO broadcasting booth are (l. to r.): Two engineers, BOB TAZELAAR, who does the half-time "color"; LEN COLBY, doing the actual play-by-play, and one of the spotters.

# In the Interest of the People...



Discussing the important and informative issues of the day is the task of members of the "Western Michigan Forum," a weekly feature on WKZO. Shown above at extreme right is DR. LEONARD C. KERCHER of Western Michigan College, moderator of the program.



"Know Your City" is a public service program on WKZO devoted entirely to telling listeners about the various organizations in Kalamazoo.



Governor KIM SIGLER is pictured above at his home on the night of his election.



DR. WILLIS DUNBAR, program director at WKZO is pictured in front of the station's booth interviewing one of the exhibitors at the County Fair grounds.



"Here's To Western Michigan Youth," is a regular Saturday afternoon public service feature of WKZO and dedicates itself to the high school students in the station's listening area. It features an interview, music and drama furnished by the various high schools talented youth. Second from left in the above picture is the director of the program MARGARET L. MEYN.



Announcer HARRY TRAVIS is shown in an exclusive interview with TEUNIS DENUYL, contact representative for the Veterans Administration working out of the sub-regional office in Kalamazoo.



Several officials of the New York Central Railroad are shown with DR. DUNBAR in an exclusive interview celebrating the 100th anniversary of the railroad in Kalamazoo.



Members of the feminine sex also figure in today's farm news. DR. WILLIS DUNBAR interviews two of the winners at the fair.

# For Farm Friends

Right: Here CARL COLLIN is shown during an interview with a fruit specialist for the Daily Spraying Guide for the benefit of the fruit growers of Michigan.



Left: CARL COLLIN, WKZO Farm Service Director is shown interviewing two local farmers on "Farm Time" a six-day weekly feature of this station. Carl is a graduate of Oberlin College and was employed by the Information Service of the United States Department of Agriculture before joining the staff of WKZO.

Right: A large crowd gathers to witness the broadcast as Carl interviews several farmerettes at the Ionia County Fair. Aside from his "Farm Time" program, Carl may also be heard on his "Farm Service" show each afternoon Monday through Friday at 12:15.



# For Feminine Friends

Right: Written and produced particularly for the feminine radio audience are many of WKZO's daytime serials. One of the most popular of these is "The Strange Romance of Evelyn Winters" starring TONI DARMAY.



Right: Plenty of friendly chatter and helpful hints designed especially for the ladies, may be heard each morning Monday through Friday at 8:45, on the show entitled "Women Today" featuring a mistress and master of ceremonies, JOAN CARTER and OTIS GASTON.



Vivacious JANET WALDO in the title role of "Meet Corliss Archer" returned to the Columbia network 8:00 p.m. Sunday, April 26.

# For "Jest" Plain Fun-It's WKZO-CBS!



Word-mangling JIMMY DURANTE and monologic GARRY MOORE prove that all the madness in the world has not yet been brought to light. You'll hear the Nose and the Haircut each Friday evening over WKZO.



Got a monster in your house? Well, Daddy Higgins (HANLEY STAFFORD) has one in his, in the shape of Baby Snooks. Internationally famous comedienne FANNY BRICE brings this all-American favorite to you via WKZO each Friday evening.



JACK CARSON, star of the Jack Carson Show, is shown above during a broadcast of the hilarious show heard each Wednesday evening over WKZO. With him in the photo are DAVE WILLOCK and JEAN NILSSON.



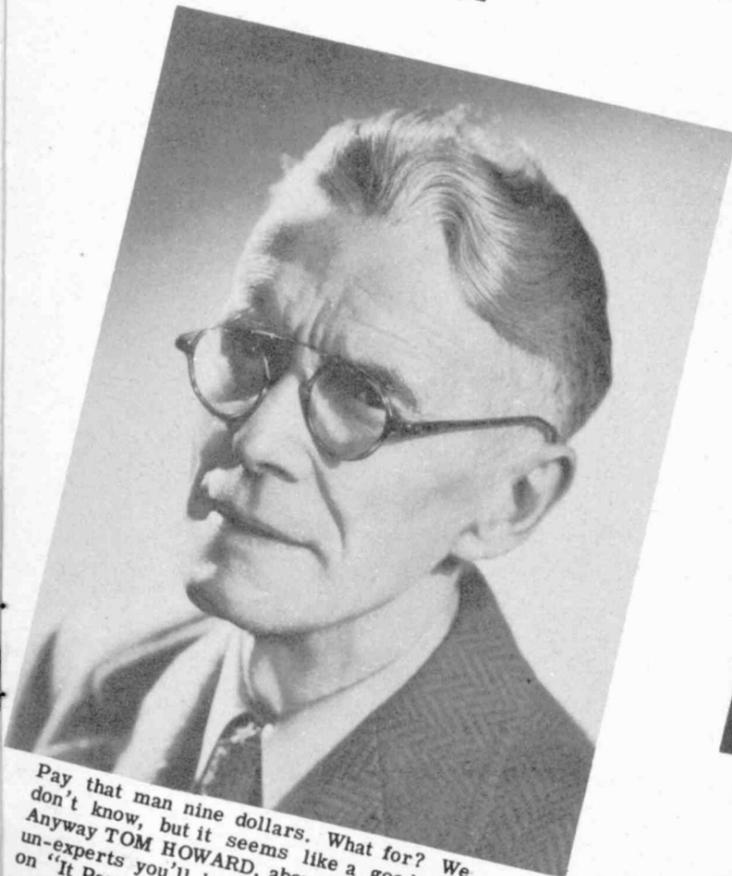
PENNY SINGLETON as Blondie Bumstead, and ARTHUR LAKE as Dagwood Bumstead, are one of radio's most endearing and entertaining couples. You'll hear them on WKZO and CBS regularly each Sunday evening.



MEL BLANC, the proprietor of a Fix-It Shop is the star of his own show Tuesday evenings over WKZO and it gives him a chance to get into all sorts of fixes and to get you into all sorts of stitches.



There's a laugh a minute with OZZIE NELSON and HARRIET HILLIARD who, as Mr. and Mrs. Nelson, are father and mother in one of the most hilarious and lovable households in the land. Sunday evening on WKZO.



Pay that man nine dollars. What for? We don't know, but it seems like a good idea. Anyway TOM HOWARD, above, is one of the un-experts you'll hear each Friday evening on "It Pays To Be Ignorant" on WKZO.



JOAN DAVIS, as the proprietress of the craziest tearoom you ever did hear of, has more troubles than you can shake a crumplet at, but you'll find that every single one of them is a laugh. YOU'll hear Joan every Monday evening over WKZO.

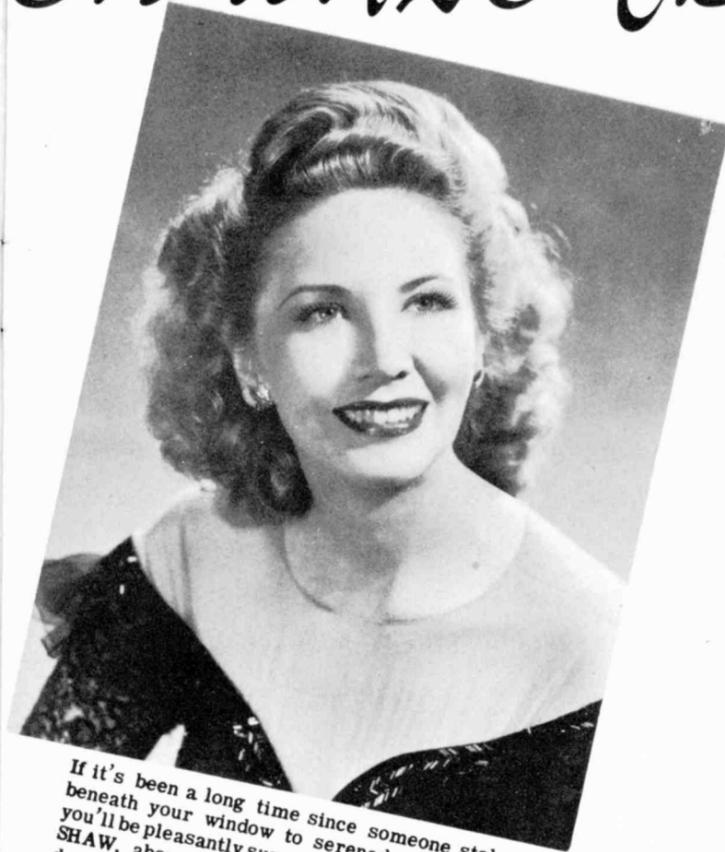
# For Musical Magic-It's WKZO-CBS!



HOAGY CARMICHAEL, author of the immortal and beautiful "Stardust" is now heard in his own homey show each Sunday over WKZO. You'll hear Hoagy sing many of your old favorites as well as some of his own very popular songs.



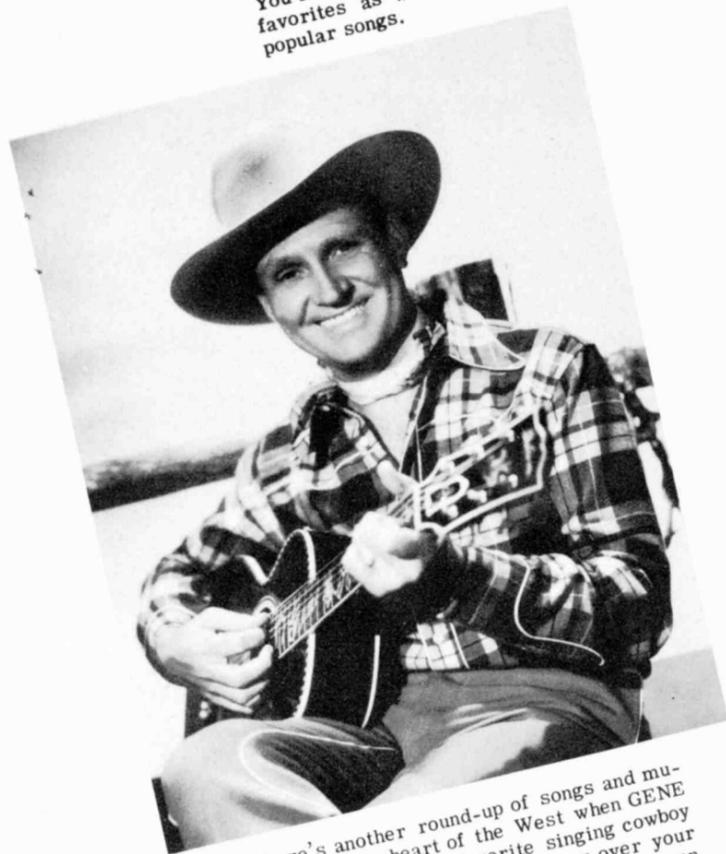
FRANK SINATRA, "The Voice" of America, is heard over WKZO and CBS each Wednesday evening, and with him he'll have some of the most popular tunes of the day, to be sung in the style which has made him beloved by millions.



If it's been a long time since someone stole beneath your window to serenade you, then you'll be pleasantly surprised when HOLLACE SHAW, above, does just that on the "Saturday Night Serenade" on WKZO.



EVELYN and Her Magic Violin will captivate you each Sunday afternoon when she appears on her portion of the "Hour Of Charm" together with Phil Spitalny and his famous All-Girl Orchestra.



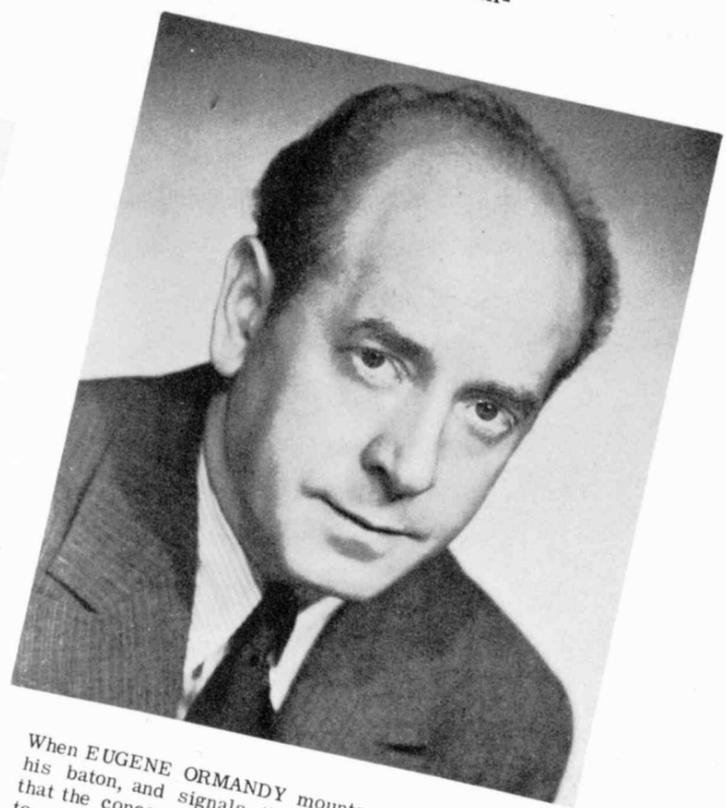
There's another round-up of songs and music from the heart of the West when GENE AUTRY, America's favorite singing cowboy broadcasts every Sunday evening over your Columbia station for Western Michigan WKZO.



One of America's newest singing sensations, DICK HAYMES, is now the star of his own radio show which you may hear Thursday evenings on WKZO. So, if you have a favorite popular tune, chances are you'll hear it sung either by Dick or his partner, Helen Forrest, on the "Dick Haymes Show".

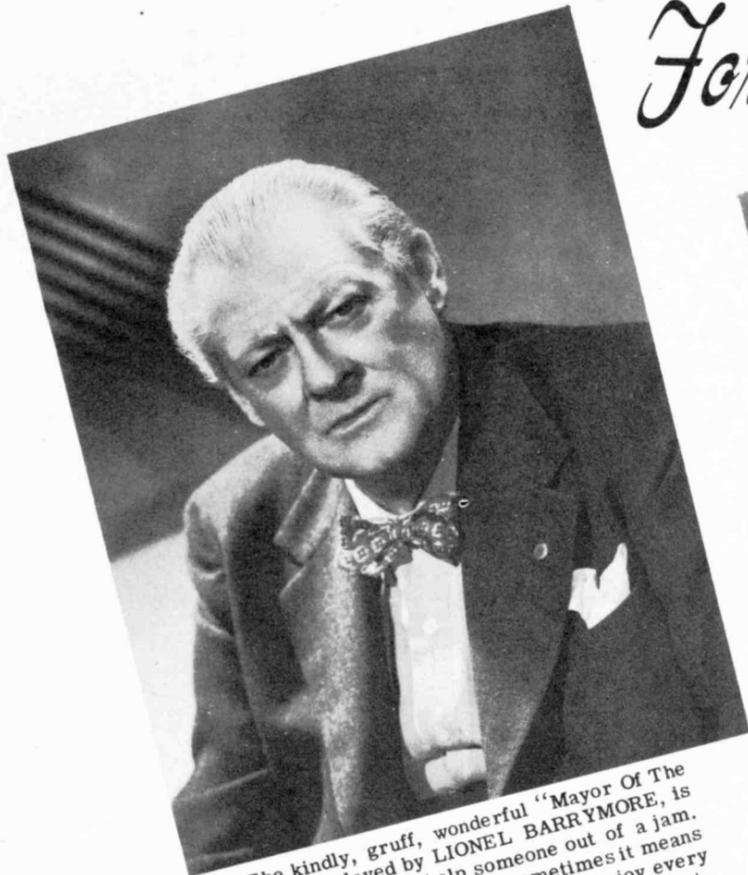


TONY MARTIN premiered Sunday, March 30, 8:30 p.m. in his new CBS "Tony Martin Show". He is assisted by Evelyn Knight, Victor Young's orchestra, announcer Jimmy Wallington and guest stars. Fresh from triumphs at Chicago's Chez Paree and New York's Copacabana, Martin returned to Hollywood to launch the series.



When EUGENE ORMANDY mounts the podium, lifts his baton, and signals the Philadelphia Orchestra that the concert is ready to begin, it's time for you to relax and listen to the world's finest classical music. It's another regular feature offered you by WKZO.

# For Dramatic Punch-It's WKZO-CBS!



The kindly, gruff, wonderful "Mayor Of The Town", played by LIONEL BARRYMORE, is always eager to help someone out of a jam. Sometimes it's himself--sometimes it means rescuing his ward, Butch. You'll enjoy every minute of this warm human story each Saturday night over WKZO.



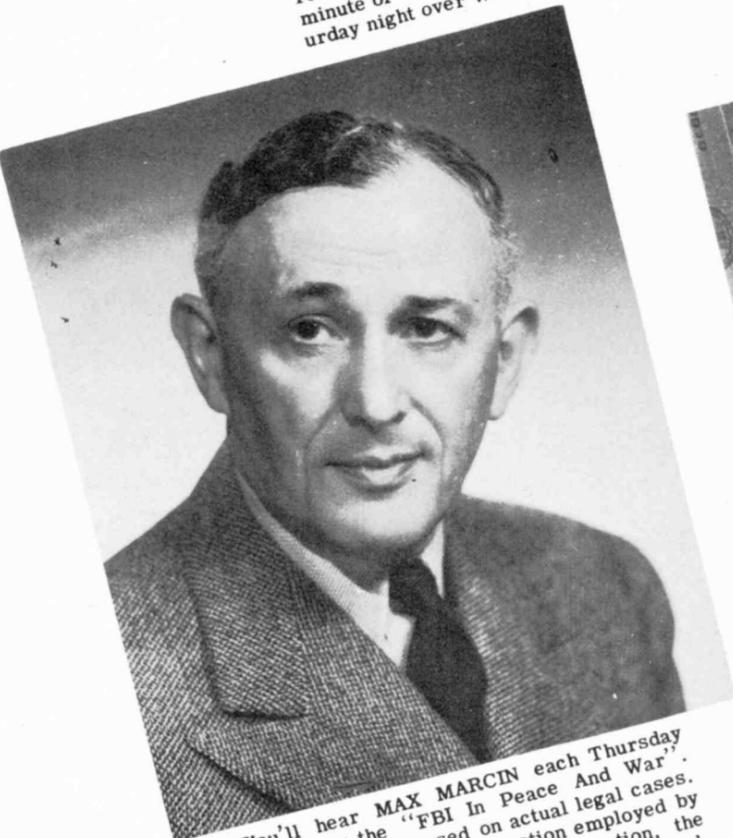
If you find yourself growing tired of your day-by-day routine, tune in to WKZO each Saturday morning at 10:05 and "Let's Pretend" with NILA MACK.



It's called "the largest single theater in the world." Regularly it seats more than 32,000,000 satisfied customers. It's the "Lux Radio Theater" and your host WILLIAM KEIGHLEY, heard over WKZO Monday evenings.



Your host, PAUL McGRATH is ready each Monday evening to welcome you into the "Inner Sanctum." There he'll unfold another story of the twilight world of knife, rope, gun and vial of poison.



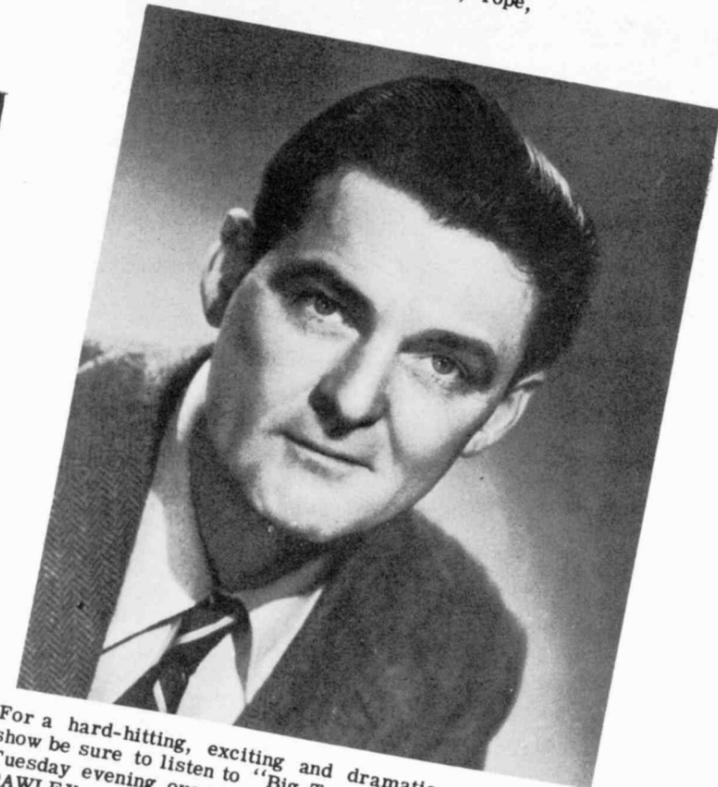
You'll hear MAX MARCINIAK each Thursday evening on the "FBI In Peace And War". The program is based on actual legal cases. Using the methods of detection employed by the Federal Bureau of Investigation, the crime is solved only after breath-taking adventures.



"Got it! look for it tomorrow in the Morning Express!" That's CASEY, Crime Photographer. You'll laugh and thrill to the adventures of this hard-bitten newsman each Thursday evening over WKZO.



A doctors work is not all medical. Frequently he is a father confessor, a kindly advisor, a promoter of good will. And that's the case of "Dr. Christian," portrayed by JEAN HERBOLD and presented by WKZO each Wednesday evening.



For a hard-hitting, exciting and dramatic show be sure to listen to "Big Town" each Tuesday evening over WKZO. Starring ED PAWLEY as Steve Wilson, it's the continuing story of a crusading editor's fight against crime and corruption.

# For Pure Entertainment-It's WKZO-CBS!



Each afternoon Monday through Friday ART LINKLETTER the smiling gentleman in the picture above invites you to join his "House Party" on WKZO and CBS.



What's the answer to the Sixty-Four dollar question? That's easy. It's "Take It Or Leave It," with PHIL BAKER, for a short cut to happy listening. Enjoy questions and answers in the bouncing Baker manner each Sunday evening over WKZO.



Another grand variety show heard each Saturday afternoon at 12:30 over Radio Station WKZO brings to the CBS microphone that inimitable Master of Ceremonies WIN ELLIOTT on the popular "County Fair" program.



And immediately following the fine "County Fair" show you'll want to stay tuned to WKZO for another program of entertainment for the entire family when JOHN REED KING proves that no matter whether you give or receive, it's still lots of fun. That's "Give And Take," each Saturday afternoon.



Each contestant on the BOB HAWK Show is asked five questions. There's a lavish reward for answering each one correctly. And with each question goes at least one of Bob's inimitable quips. WKZO brings you the Bob Hawk Show regularly each Monday evening.



PARKS JOHNSON and WARREN HULL bring you another of their guest series of interviews with the American people--the series which has been going on ever since 1932--when you tune into WKZO every Tuesday evening at 8:00.



Congenial and philosophical ARTHUR GODFREY brings to the listeners of WKZO and the Columbia Broadcasting system the cream of the nation's most talented youngsters on his "Talent Scouts" program.



MILO BOULTON introduces another group of people with unusual experiences on "We, The People" each Sunday evening at 9:30 over WKZO.

# OUR STUDIOS

On these pages are views representative of WKZO's modern achievement; many of the offices and much of the equipment is omitted for lack of space in this book.

Studio A from the observation corridor window. Behind double plate-glass is the setting for many of WKZO's musical features. The announcer's stand, relay panel and overhead monitor-speaker are just right of the window.



Left--The entrance and main corridor of WKZO's Burdick Hotel home. This picture was taken from the Control Room, looking forward to the reception desk. Studios A and B are in the left and right foreground, respectively; our offices are nearer the entrance.

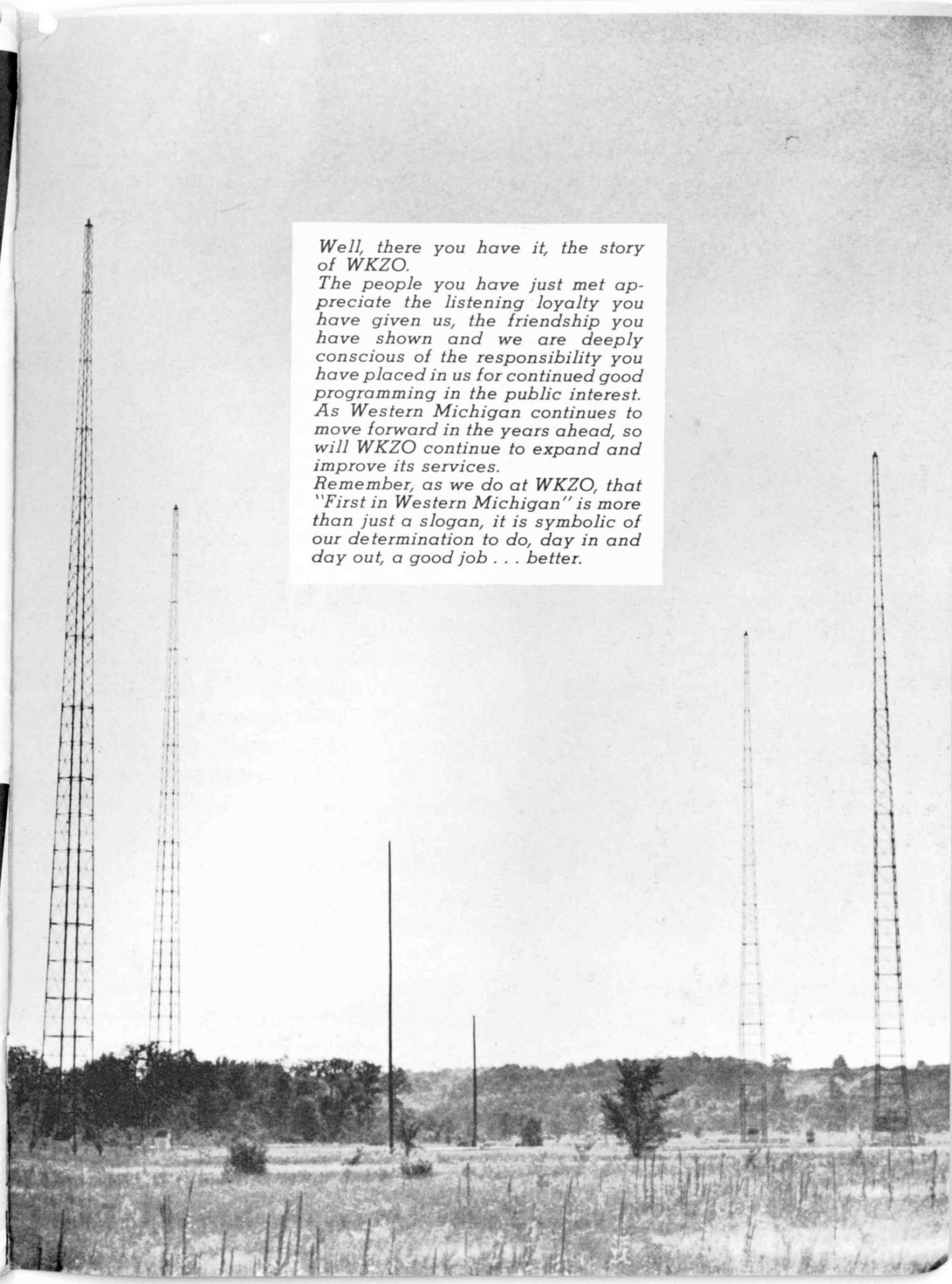
Studio B, opposite Studio A, is decorated in similar modern manner, and sound insulated for the most efficient broadcasting results. Designed by expert radio engineers, WKZO's studios are considered of the finest in the mid-west.



*Well, there you have it, the story of WKZO.*

*The people you have just met appreciate the listening loyalty you have given us, the friendship you have shown and we are deeply conscious of the responsibility you have placed in us for continued good programming in the public interest. As Western Michigan continues to move forward in the years ahead, so will WKZO continue to expand and improve its services.*

*Remember, as we do at WKZO, that "First in Western Michigan" is more than just a slogan, it is symbolic of our determination to do, day in and day out, a good job . . . better.*



**FIRST IN  
WESTERN MICHIGAN**