

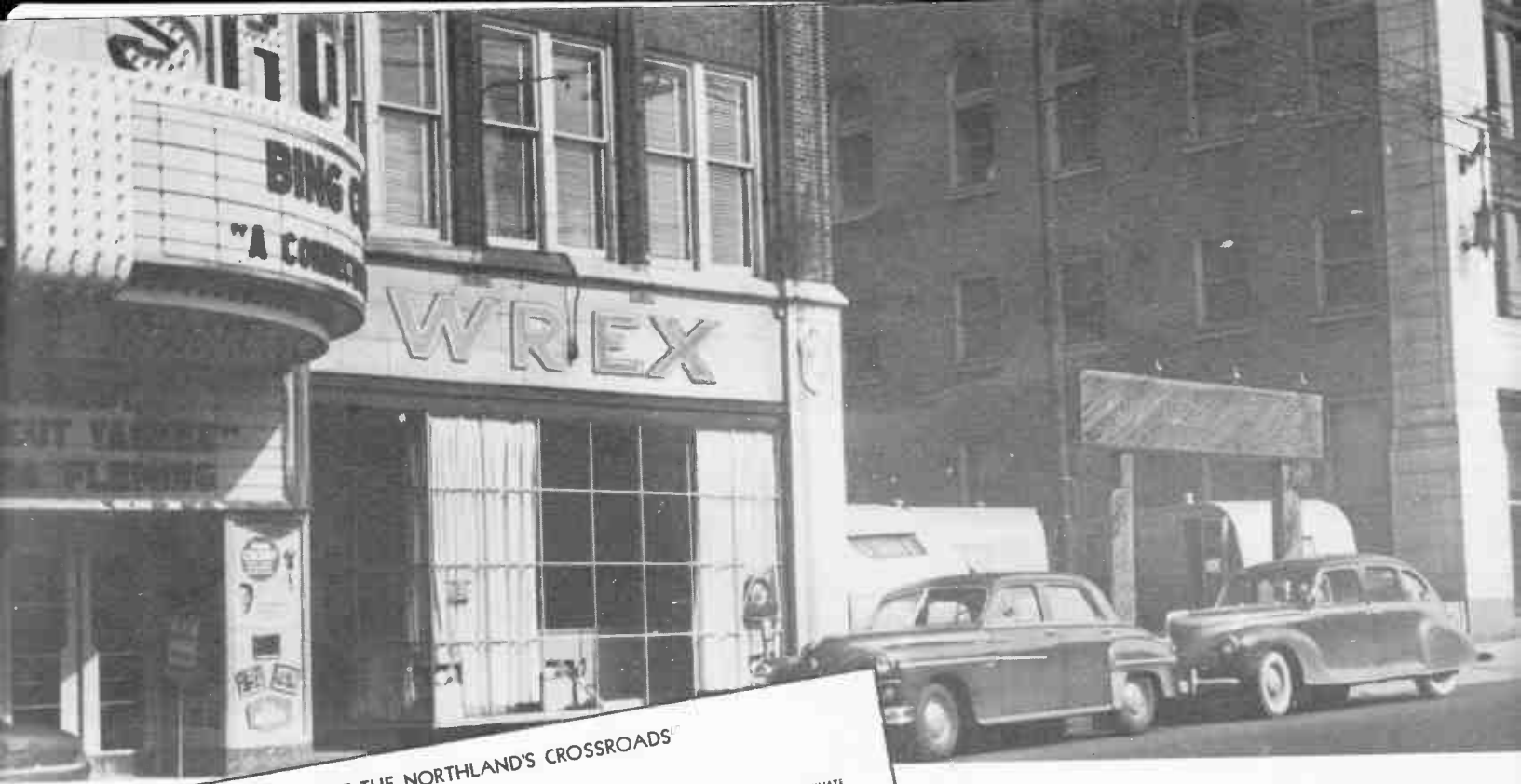


World Radio History




*Presents*

# RADIO - *The American Way*



"AT THE NORTHLAND'S CROSSROADS"


MUTUAL'S TWIN PORTS AFFILIATE

10,000 WATTS ON 1060 KC

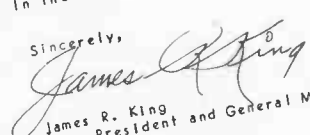
213 EAST SUPERIOR STREET • DULUTH 2, MINNESOTA

Dear Friends:

We at WREX have at all times endeavored to operate our station to best serve local needs. It is the purpose of each and every member of our WREX family, whose pictures you see on these pages, to bring into your homes programs that are clean, inspiring, and acceptable to every member of your family. We hold sacred our trust to be the "Station For Family Listening" in the Tri-State Area.

We, at WREX, also believe that in addition to entertainment, a radio station should render a service to the public and be ever watchful of its welfare. This, we shall exert every effort to encourage the conservation and restoration of our natural resources in this great Northern Area of Wisconsin, Minnesota, and Michigan utilizing the fullest power of our 10,000 watts in the Land of 10,000 Lakes.

Sincerely,

  
 James R. King  
 Vice President and General Manager

1rt/tlp

Welcome  
to



*Compliments of:*

Woods Heating & Air Conditioning  
 3255 Grand Ave. E. Phone 2960  
 Duluth, Minnesota

*We gladly give free service  
 check-up and estimate on  
 request*

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 Publishers, Peoria, Ill. Litho. in U.S.A.  
 Edited by R. Ehresman, Editor NRP.  
 Staff Photos, Power Studios; Others: Acme, INS, Gallagher.  
 Data courtesy Duluth Chamber of Commerce, Minn. Arrowhead Ass'n;  
 Superior New Industries Bureau; Timber Producers Ass'n.



# WE'D LIKE YOU TO MEET...



**JAMES R. KING,  
VICE PRESIDENT AND GENERAL MANAGER**



**ROLF M. ERICKSON,  
DIRECTOR OF OPERATIONS AND PRODUCTION**



**WILLIAM H. LOUNSBERRY,  
CHIEF ENGINEER**



**THELMA POTTER**, Traffic Manager



**FRANK WATSON**, Continuity and Promotion

**HAROLD PARISE**, Sales Representative



**BENJAMIN McEVERS**, Sales Representative



# STAFF

## THE AIR VOICES OF



Announcer  
**DENNIS MURPHY**



Announcer  
**GORDON PAYMAR**

Announcer  
**JOHN LESLIE**







**WREX's** popular Sports Director, Rolf Erickson has been broadcasting sports longer than any other Head-of-the-Lakes sports announcer. His daily program, "News and Sports" plus accurate play-by-play accounts of leading high school and college football and basketball games keep Twin Ports area fans right up to date in all fields of sport.



A notable "first" in sports is scored by **WREX** with their widely-listened-to broadcasts of the Chicago Cub, National League baseball games.

# SPORTS



Lovers of the outdoors are served another "helping" of the news they want to hear when **WREX** presents the "Fishing and Hunting Club Of the Air" from the Mutual Network.

Cedric Foster, well-versed Mutual Network commentator aired his popular analysis before the **WREX** mike on a recent Duluth visit.





# WREX

## First With—

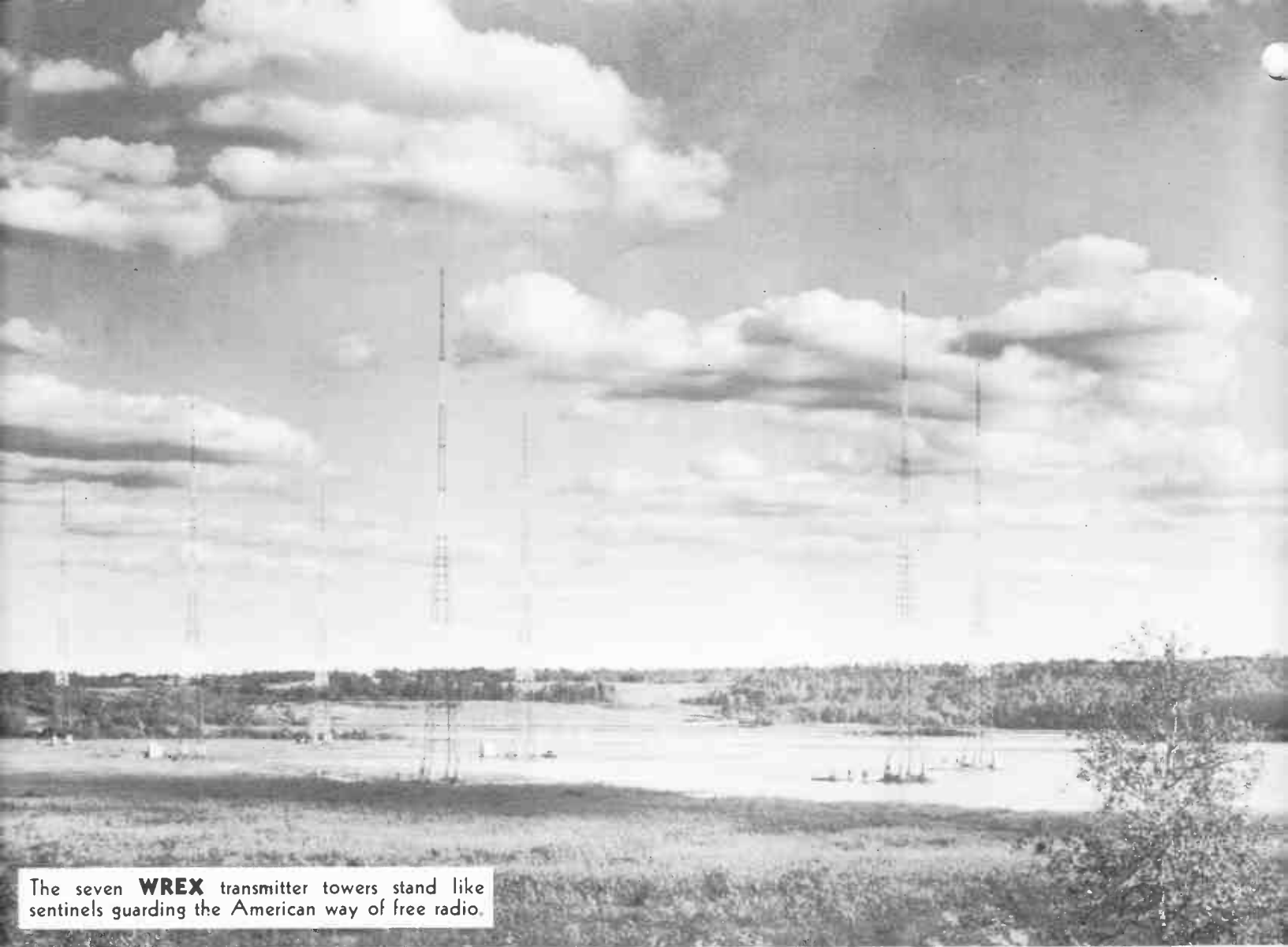


## and NEWS

He **KNOWS** news, does John Leslie, **WREX** Newscaster. With an extensive background in network announcing experience and as a correspondent for United Press News Service, John has all the necessary attributes required for the exacting chore of radio news broadcasting. **WREX** audiences hear him twice daily reading latest news bulletins on "Cross Country News" and "Rex News", as well as other periods during the day.



With minutes to go before air time, the **WREX** Newsroom is a busy place as seasoned staffers compile last minute bulletins and check them for accuracy.



The seven **WREX** transmitter towers stand like sentinels guarding the American way of free radio.

## KEEPING THE 10,000 WR

Although you never hear these fellows on the air, they play a vital role in bringing you your favorite programs, strong and clear. Each member of the **WREX** engineering staff is a skilled technician, licensed by the government as qualified to perform his exacting



Frequent adjustments on the transmitter keep your favorite programs listenable. Here is Edward Grayden at the **WREX** 10,000 watt transmitter panel.



Periodic logging and readings are made by James Swanson when he is on duty at the **WREX** transmitter console.

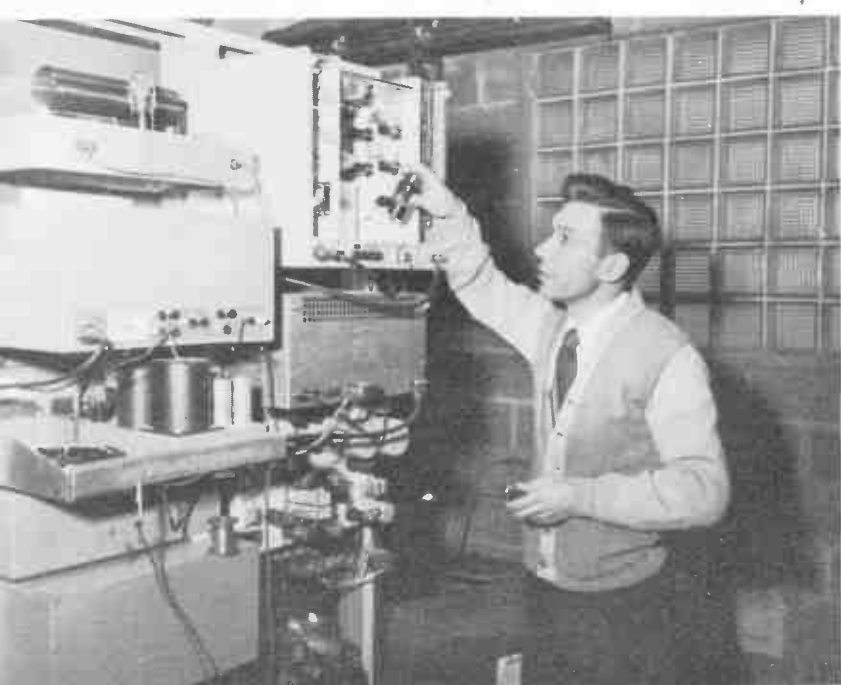




The **WREX** transmitter house and tower site is located on McCune Street and Commonwealth Avenue, in Duluth.

# EX WATTS ON THE AIR

duties. Working quietly and efficiently behind the scenes, they join hands with all other members of the **WREX** staff in creating for you the best in radio.



Not only are the **WREX** engineers required to operate the many pieces of technical equipment but they must make necessary repairs as Clifford Erkkila is doing here.



The **WREX** 10,000 Watt **RCA** transmitter.

# PROGRAM HIGHLIGHTS AT 1080



Frankie Yankovic, known well to **WREX** fans for his lively polka recordings tells John Leslie, disk emcee of the popular "Homespun Tunes" program about his latest release. John features lots of Yankovic music on his entertaining program which meets the hearty approval of thousands of loyal listeners.



All the old favorite hymns and religious melodies with which most folks are familiar are heard on **WREX's** "Hymns For All". Inspiring in theme, the series provides an enjoyable interlude for listeners of all faiths.



Of interest to women listeners are the many special event broadcasts which **WREX** regularly carries. This particular one brought the charming model whose picture appeared on the cover of the magazine she is holding to the **WREX** studios for an interview.



As a complete service to their important rural audience, **WREX** brings them "Country Style" a program chock full of vital information on livestock, grain, crops and dairy facts as presented by Gordon Paymar (inset).



# Let's Look at the RECORD

Only in America, under the free enterprise system, do we split the dollar so liberally with all who work and produce — that a man's attainment is limited only to his own efforts. It is a simple historical fact that this system has brought greater material means for happiness to more people than any other the world has known.

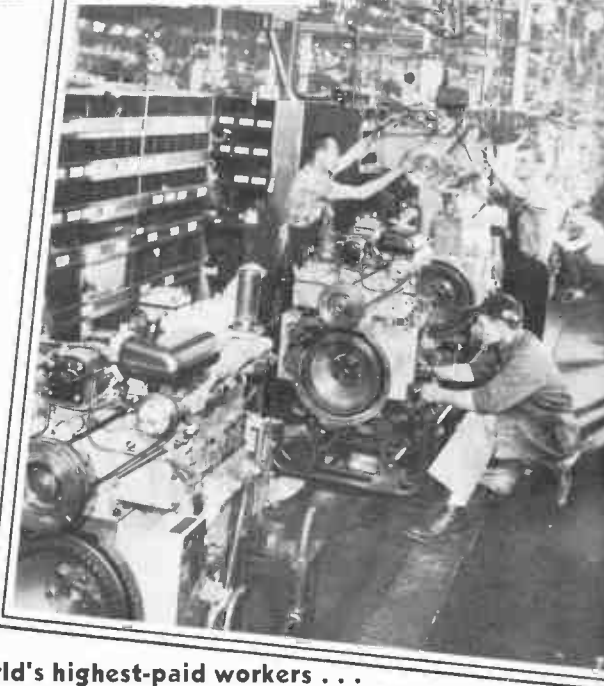
In addition, this system has preserved the basic freedoms of the individual — the freedom to work in the place and calling of his own choice, the freedom to bargain collectively, the freedom to contract about his own affairs, to own property, start an enterprise, profit from his inventiveness, and investments. On these pages is the whole story in fact and photo — that the American Way is the Best Way!



The more abundant life . . . after 162 years of free enterprise



Russians go a-marketing after 27 years of Communism



World's highest-paid workers . . . spurred by incentive



At state-assigned jobs . . . for dictated wages

**What You GET for your WORK..**

UNITED STATES TIME WORKED	TO BUY	RUSSIA TIME WORKED
6 MINUTES	1 LB WHITE BREAD	2 HRS 8 MIN
5 MINUTES	1 LB SUGAR	2 HRS 50 MIN
44 MINUTES	1 LB BUTTER	12 HRS 28 MIN
9 MINUTES	1 QT MILK	1 HR 31 MIN
28 MINUTES	1 LB BEEF	5 HRS 40 MIN
41 MINUTES	1 LB PORK	6 HRS 25 MIN
9 MINUTES	20 CIGARETTES	2 HRS 4 MIN
38½ HOURS	1 MAN'S WOOLEN SUIT	583½ HOUR
5½ HOURS	1 PAIR WORK SHOES	108½ HOUR
2½ HOURS	1 COTTON DRESS	32 HOURS
7 HOURS	1 PAIR WOMEN'S SHOES	108½ HOUR

A.F. of L. Labor's Monthly Survey



World Radio History

Americans know the facts of the world because they are the best informed people in the world. They can listen to their choice of almost 2,000 radio stations, or read more than 18,636 newspapers, magazines and periodicals, without fear of punishment or repression.





# The POWER

While living standards have moved steadily upward in the United States, with few interruptions, no such progress has been made in nations that refuse to unleash the power of individual economic freedom.



# Compare!

**No Nation Has Matched American System. What Most**

	UNITED STATES	BRITAIN
POPULATION	138,000,000	48,000,000
AUTO-MOBILES	41,000,000	2,500,000
RADIO STATIONS	1,889	121
CULTIVATED ACRES	1,141,600,000	17,000,000
SCHOOLS	215,000	36,000
TONS STEEL ANNUAL OUTPUT	80,000,000	13,000,000
RADIOS	60,000,000	11,000,000
TELEPHONES	34,860,758	4,654,500
RAILROADS (MILES)	227,679	20,761
ELECTRICITY AVE. MONTHLY KWH	21,310,000,000	3,548,000,000
NEWSPAPERS	11,973	146
CRUDE OIL PRODUCTION (Bbls)	1,733,000,000	532,000



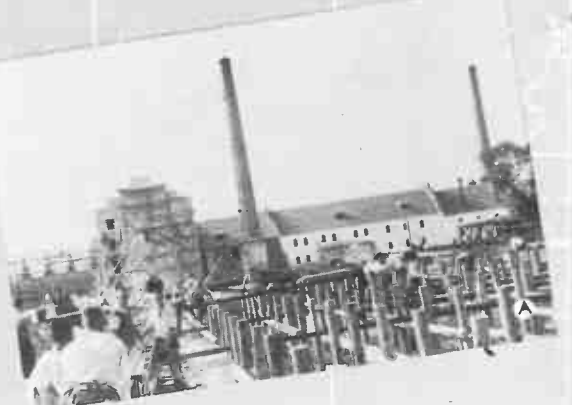
Mechanized mass production means higher wages . . .  
"Freedom has a thousand charms to show,  
That slaves, however contented,  
never know."  
—Wm. Cowper, 1782



of a Chinese paving project . . .  
not a state, but only a geographical  
"ession."—Foreign Minister Toyoda



The end of the Nazi rainbow . . .  
"The German capacity for  
work is our gold and our  
capital, and with this gold I  
can compete successfully with  
any power in the world."  
—Adolf Hitler



American workers are auto owners . . .  
"All we have of freedom, all we use  
or know.  
This our fathers bought for us long,  
long ago."

Bukovina, USSR, construction in the state-  
planned manner . . .  
"Facts show that politically independent trade  
unions do not exist anywhere. There have



# of FREEDOM



Americans have found the way to create a more abundant life for more people, while nations that have suppressed human freedom are still making plans for distributing the wealth they never get around to creating.



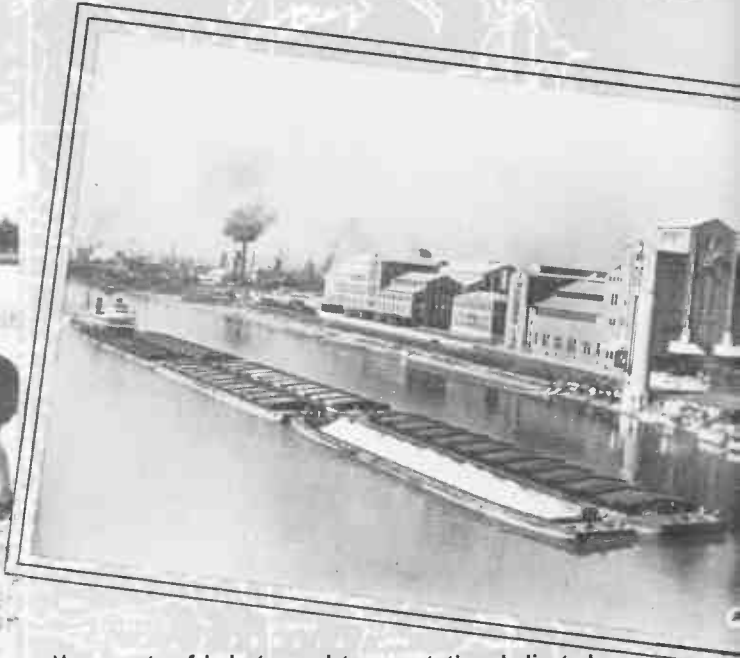
Each family dines at calory limit . . . Industrial crisis, unemployment, waste, widespread poverty, these are the incurable diseases of capitalism."—Josef Stalin, 1931



The gleaners, 1948 version, in Poland . . .

"The word must be: Power to the Soviets, land to the peasants, peace to the people, bread to the hungry."

—Nikolai Lenin



Monuments of industry and transportation dedicated to freedom . . .

"Where liberty dwells — there is my country."

—Benjamin Franklin, 1783

## The Leadership Won Through the the World Seeks, America Has!

FRANCE	GERMANY	RUSSIA
20,000,000	66,000,000	193,000,000
200,000	1,700,000	678,000
45	23	131
100,000,000	33,000,000	388,000,000
82,000	52,000	117,000
2,000,000	6,000,000	13,000,000
600,000	5,500,000	11,000,000
108,140	1,753,000	1,500,000
25,362	36,400	66,000
108,000,000	1,392,000,000	1,710,000,000
80	151	28
500,000 (1944)	7,600,000 (1944)	164,000,000



Breadbasket of the world owned by American farmers . . .

"That government is the strongest of which every man feels himself a part."—Thomas Jefferson, 1807



In Britain's socialized coal mines . . .

"Without slavery there would have been no Grecian state; no Grecian art and science, and no Roman Empire . . . no modern Europe . . . no modern Socialism."

Frederick Engels, 1877

Future steaks for Mr. and Mrs. America . . .

"Communism's main battle is against starvation."

— American Legion Americanism Committee





# AMERICA *the Beautiful*



In America education is not a privilege. It is available to all to the extent of their desires. Each year a total of 215,546 schools and universities add to the knowledge of 30,877,500 students of both sexes.

Samuel A. Ward

ber waves of grain  
er - at - ing strife

fruit - ed  
more than

From bombs to books . . .  
Ruhr shelter becomes school

His grace on thee, fine  
And Till

More precious than diamonds . . .  
German housewives window shop

thy good with broth - er - hood Fr  
suc - cess be no - ble - ness A

Factors contributing to America's undisputed title as best fed nation in the world are modern manufacturing production methods coupled with sanitation, food science and proper use of resources.

"I have no fear but that the result of our experiment will be that men may be trusted to govern themselves without a master. Could the contrary of this be proved I should conclude either that there is no God, or that He is a malevolent Being."  
— Thomas Jefferson, 1787.

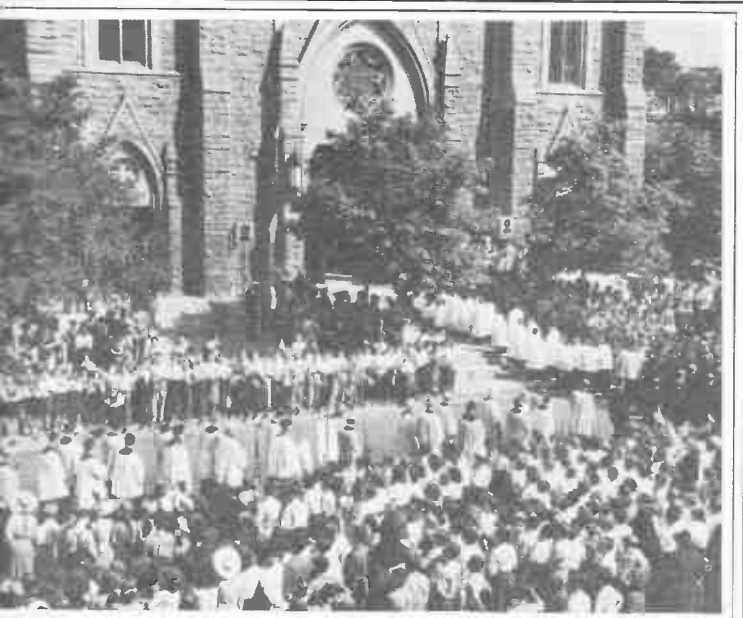
Typical American composite shows wealth, progress, science, commerce and arts.

Where primitive is modern . . .

World Radio History



# FREEDOM'S Greatest Document



Men and women who believed in freedom of worship formed the American Government. Today, as then, this freedom is guaranteed by law to each and all of every denomination.

The Bill of Rights passed by the first Congress of the United States in 1790 guarantees the fullest freedom man ever gained — this is your working agreement with the U.S.A. No other nation so recognizes the theory that life, liberty and the pursuit of happiness are God-given privileges.

*the States, having at the time... and House of Representatives... amendments to the Constitution...*

*There shall be one Representative for every thirty thousand... shall not be less than one hundred Representatives, nor less than the proportion shall be regulated by Congress...*



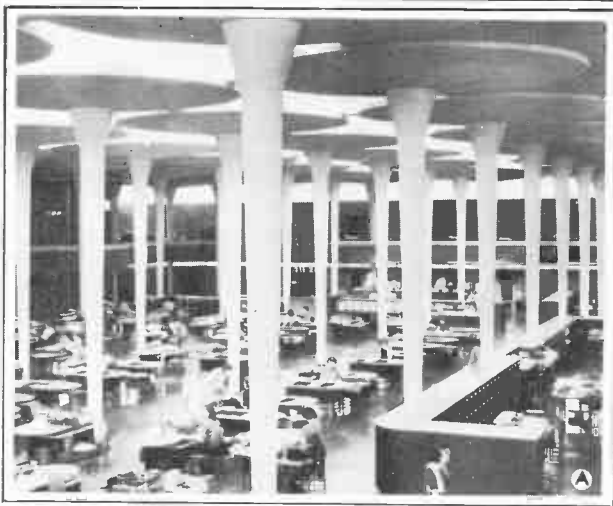
Fruits of collective farming... under Supreme Soviet State



China's human cargo in flight... when fear is the master



British pigsties for houses... what price freedom?



Science and engineering combined to give American office workers an environment of comfort, convenience, and safety conducive to maximum production and co-operation.

"Since 1787 civilization has been a world of tumbling thrones, prostrated dynasties, overturned constitutions — of new empires, new republics, new and constantly varying conceptions of state.

"Yet, in this epoch of upheaval, one political entity has remained intact. The Constitution of the United States of America is essentially the same instrument today that it was in 1787. Almost alone of all the civic organizations that existed 162 years ago it has withstood the storms that have overwhelmed mankind since the day of its adoption." — Burton J. Hedrick, Historian.



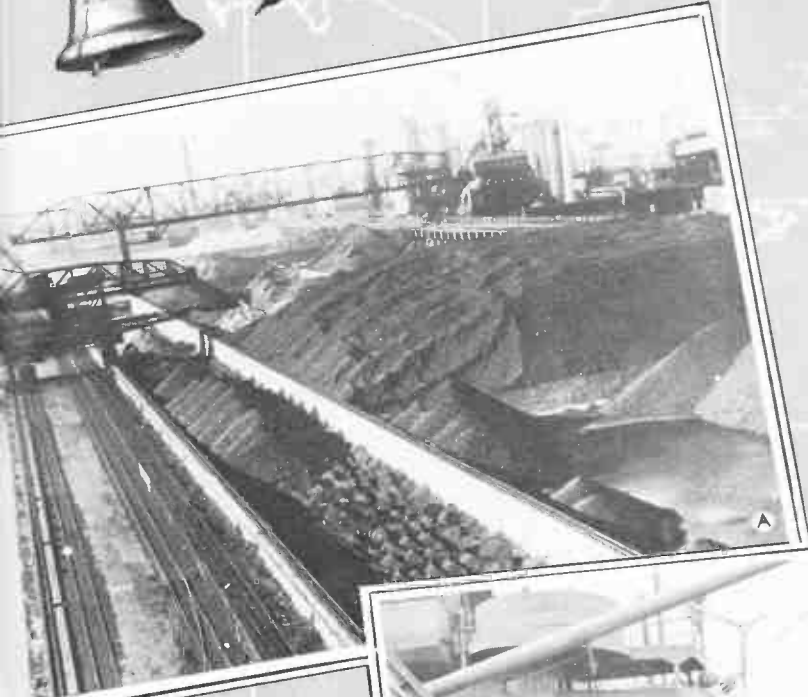
Television, the 20th Century exemplification of the American guarantee of freedom of the press, radio and speech as long as it does not interfere with the rights and liberties of others.





# The POWER

## 7% OF THE PEOPLE ARE O We Americans a



Natural resources that stir the world's envy . . .

"If we wish to be free—if we mean to preserve inviolate those inestimable privileges for which we have been so long contending—we must fight."—Patrick Henry, 1775



American generosity remembers needy abroad . . .  
"Aside from adequate arming for self-defense against gangster nations, we should show the world, and our people especially, that democracy and liberty can work."  
—James Truslow Adams, author



Ukraine version of highly mechanized agriculture . . .  
"Communism is the brain, honor, and conscience of our age, a new era, the era of crushing capitalism."  
—P. S. Pospelov, Editor of Pravda, 194



Britishers queue-up for scarce potato rations . . .  
"Socialism will bring an excellence of morality, civilization and science such as has never before been seen in the history of the world."  
—Ferdinand Lassalle



INS

Mighty transportation system that spreads distribution . . .  
"History can be well written only in a free country."  
—Voltaire, 1737

Franses that couldn't buy a cigar, light it . . .  
"I want to introduce as much socialism in the capitalist system as that system could bear without turning it." Leon Blum



# of FREEDOM



**TOP OF THE WORLD**  
**that 7 percent**



**UNDER FREE ENTERPRISE**

**WE OWN**

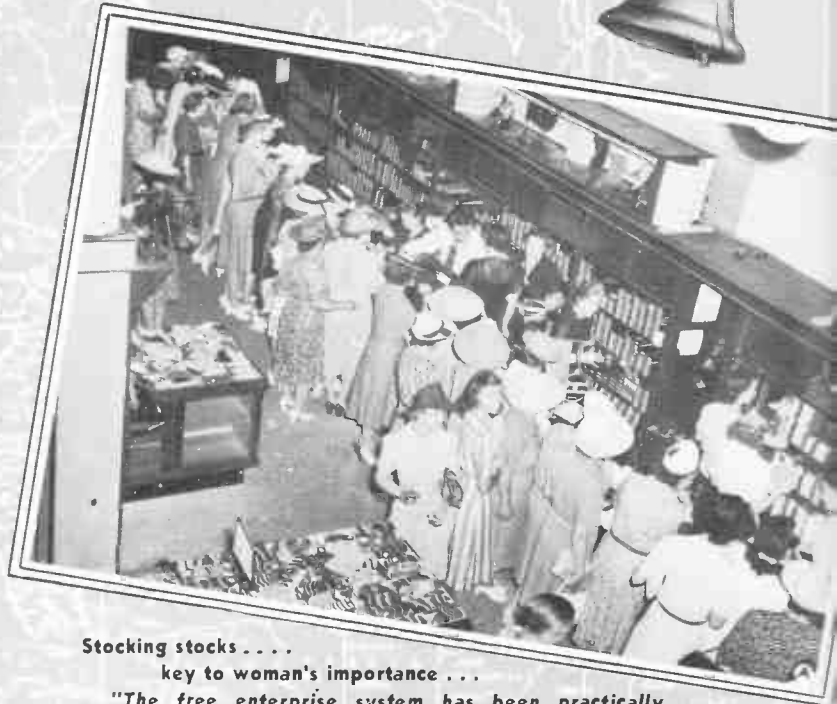
**OF THE WORLD'S**

<b>83 %</b>	<b>AUTOMOBILES</b>	<b>17 %</b>
<b>86 %</b>	<b>REFRIGERATORS</b>	<b>14 %</b>
<b>81 %</b>	<b>BATHTUBS</b>	<b>19 %</b>
<b>67 %</b>	<b>VACUUM CLEANERS</b>	<b>33 %</b>
<b>78½ %</b>	<b>LIFE INSURANCE</b>	<b>21½ %</b>
<b>79 %</b>	<b>RADIOS</b>	<b>21 %</b>
<b>58 %</b>	<b>TELEPHONES</b>	<b>42 %</b>



**UNDER OTHER SYSTEMS**

*The rest of the world owns only*



Stocking stocks . . .

key to woman's importance . . .

"The free enterprise system has been practically wiped out of every nation throughout the world except here in America."—Wm. Green, President AFL



French shopper haggles over meat substitute . . .

"I am the State."

—Louis XIV, King of France

England's future statesmen in Eton classroom . . .

"It might be said that Socialism, like the Bible, is a garden filled with fragrant quotations."

—Valerie Marcu



Timeless scene

in Chinese waterfront street . . .

"Our objective . . . to spread the New Order to the whole world."

—Capt. Etsuzo Kunihara, Chief of Naval Press Section, 1944



Historic Devon horse fair trying post-war comeback . . .

"No social system will bring us happiness, health, and prosperity unless it is inspired by something greater than materialism."—Clement Attlee



# Dividends from Democracy



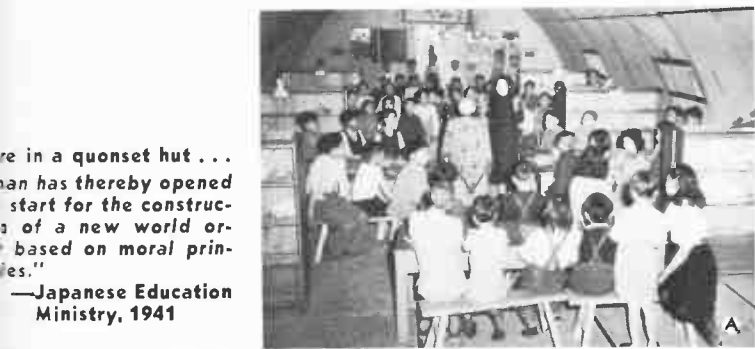
Leisure time facilities match America's job opportunities . . .  
 "A love of liberty is planted by nature in the breasts of all men."—Dionysius, 20 B.C.



City and farm meet in Russian zone . . .  
 "There are very few so foolish that they would not rather govern themselves than be governed by others."  
 —Thomas Hobbs, 1651



Industrial "know how" is free enterprise virtue . . .  
 "Our greatness is built upon our freedom — is moral, not material. We have a great ardor for gain, but we have a deep passion for the rights of man."—Woodrow Wilson, 1911



Children in a quonset hut . . .  
 "Man has thereby opened the start for the construction of a new world or based on moral principles."  
 —Japanese Education Ministry, 1941



Even harrows are rare in France . . .  
 "It is preoccupation with possession, more than anything else, that prevents men from living freely and nobly."—Bertrand Russell



Assembly line methods give America lead in housing . . .  
 "There are scarcely a dozen blocks in all Moscow, a city of seven million persons, that compare favorably with any one of the streets of our slums."

## This is the WHOLE STORY...

Man must believe in Freedom before he dares reach for it. Man must always defend Freedom lest it be snatched away. Let's hold a little tighter to what we have—what we are sure of—our American Way of Life!





Easy does it. In this case it means "Old Easy," **WREX's** morning feature rates high with radio fans in the Twin Ports territory. "Old Easy" looks like he's getting ready to go on the air with more of that swell music and household advice his fans keep clamoring for in the letters they mail in.

Below: Just what the name implies, "Music America Loves" is gaining new friends with each broadcast. Here emcee Dennis Murphy carefully selects the numbers for his next airing of this favorite **WREX** program composed of the best loved light classical and concert melodies.



## ACCENT ON GOOD LISTENING



Bright spots in the **WREX** evening hours are their special broadcasts from Hotel Duluth's popular Black Bear Lounge bringing listeners music of leading musical groups. The room is named in memory of the famed Black Bear who tried to "crash the gate" here in 1929 only to meet an untimely end.

Below: For all passers-by to see, **WREX** proudly displays just a few of the thousands of letters they receive from listeners demonstrating a most loyal audience. Frequently-changed displays attract many persons to this **WREX** studio window fronting on Superior Street in downtown Duluth.



# ENTERTAINMENT FOR ALL ON THE



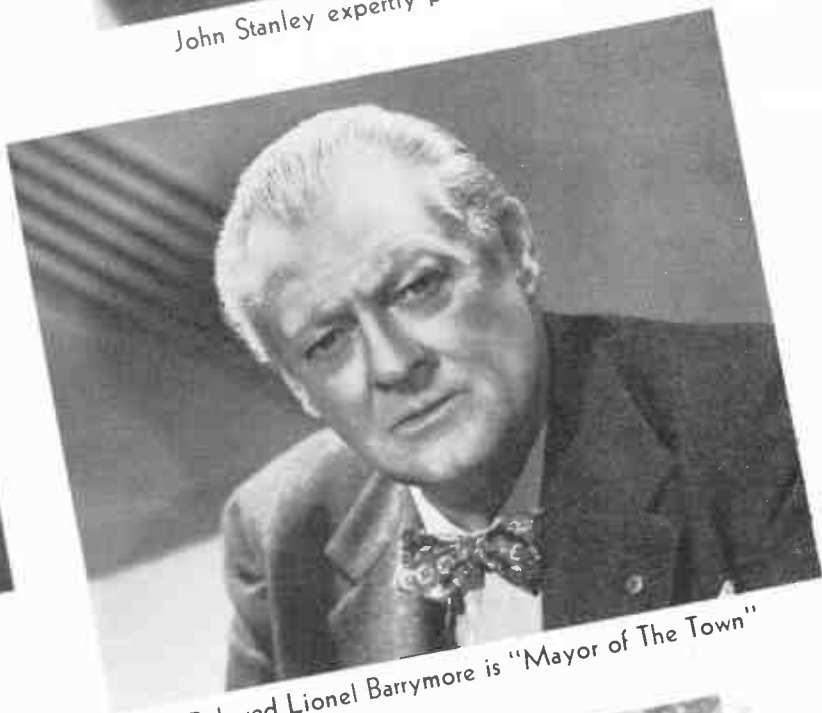
One of the most popular of all newscasters is Fulton Lewis, Jr.



John Stanley expertly portrays "Sherlock Holmes"



There's always plenty of fireworks with "Meet The Press"



Beloved Lionel Barrymore is "Mayor of The Town"



... Heatter speaks with authority when he on **WREX-MBS** **World Radio History**



John Griggs is mystery man Roger Elliott of "How to Succeed in Business Without Really Trying"



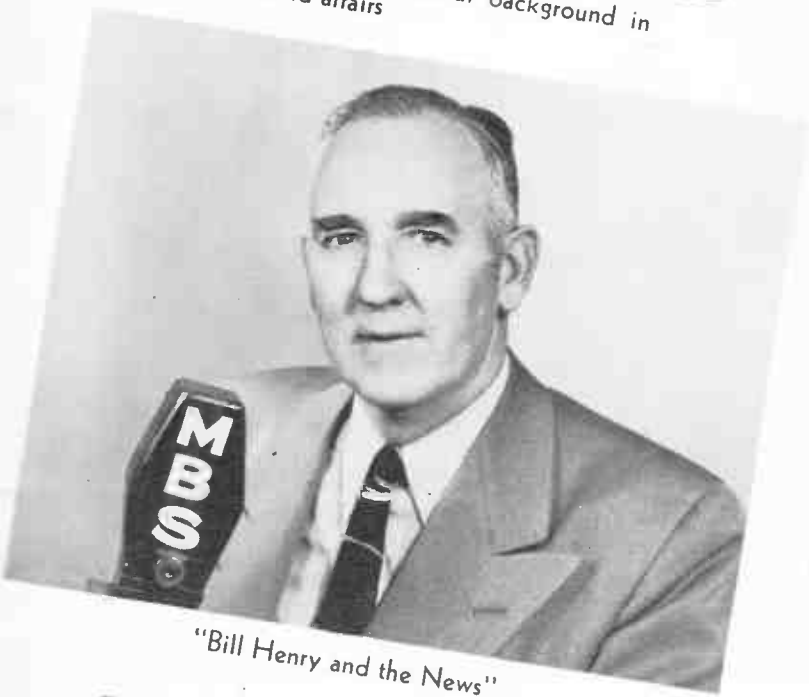
# STATION FOR FAMILY LISTENING



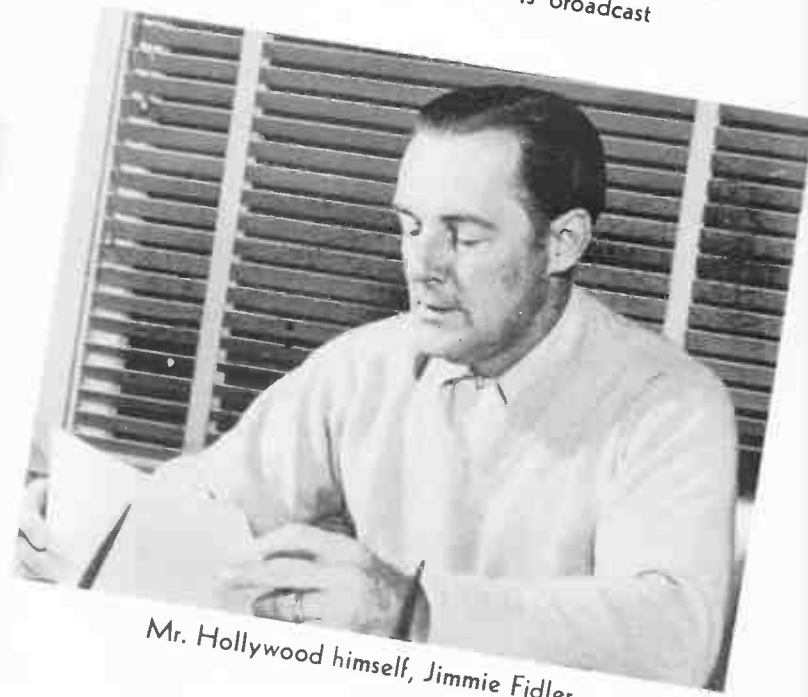
Cecil Brown draws on his colorful background in commenting on world affairs



The daring adventures of "Tom Mix" is broadcast by Curley Bradley



"Bill Henry and the News"



Mr. Hollywood himself, Jimmie Fidler

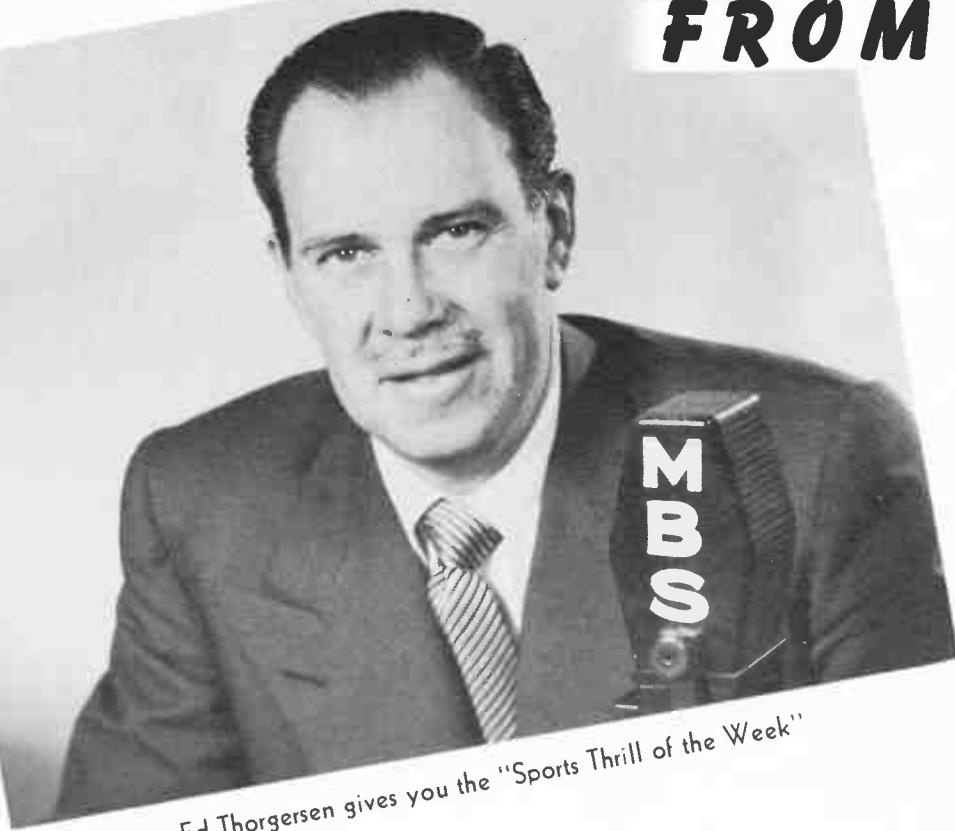


A jolly good fellow is "Scattergood Baines" as portrayed by Wendell Holmes



Straight shooting action highlights the "Roy Rogers Show"

# FROM MUTUAL VI



Ed Thorgersen gives you the "Sports Thrill of the Week"



Jack Bailey emcees "Queen For A Day"



Eddie Dunn conducts the fast moving "True Or False"



The radio friend of thousands, Kate Smith



Herb Polesie jokes and jibes on "Twenty Questions"



WREX-MUTUAL's "The Shadow" provides thrilling drama



# WREX AT THE 1080 SPOT



Maurice Chevalier Continental star of "This Is Paris"



Lanny Ross now heard on his own show



Jack Barry handles the tiny "Juvenile Jury" tots



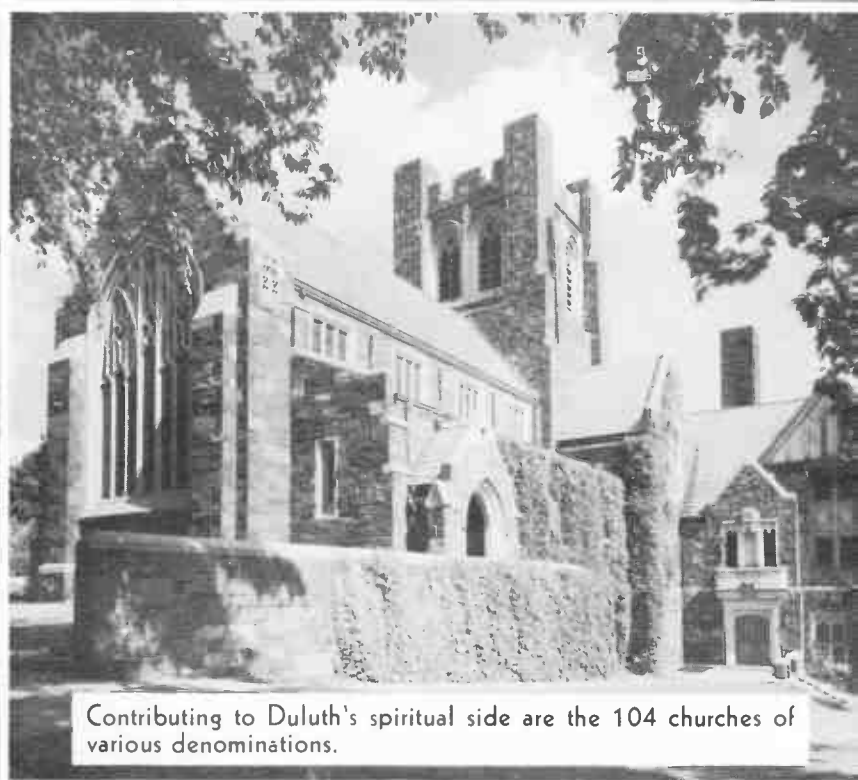
Lovely Cora Smith enacts leading roles on "The Falcon"



Craig McDonnell of "Official Detective"



Jack Barry and 81-year-old Capt. Ed Lane on "Life Begins at 80"



Contributing to Duluth's spiritual side are the 104 churches of various denominations.

The Timber industry is 4th largest in the state and employs 10,000 men with a payroll of over \$90,000,000. and an estimated value of products at 136 million annually.

One of eight huge grain elevators located in Superior whose total capacity amounts to 30,235,000 bushels of grain awaiting shipment.



3. Second only to New York, Duluth's busy harbor with its 21 thirteen million ton capacity coal docks and seven 819 thousand ton capacity iron ore docks, accomodates 7,000 vessels annually.

4. Downtown view of Superior with its 572 retail firms. A total of 15,827 Superior employees earn an annual payroll totalling more than 44 million dollars.

5. These iron giants weighing over 1,100,000 lbs. regularly handle 180 loaded ore cars, from mines to dockyards. The D.M. & I.R. management and employees working together have established an enviable safety record of outstanding achievement.

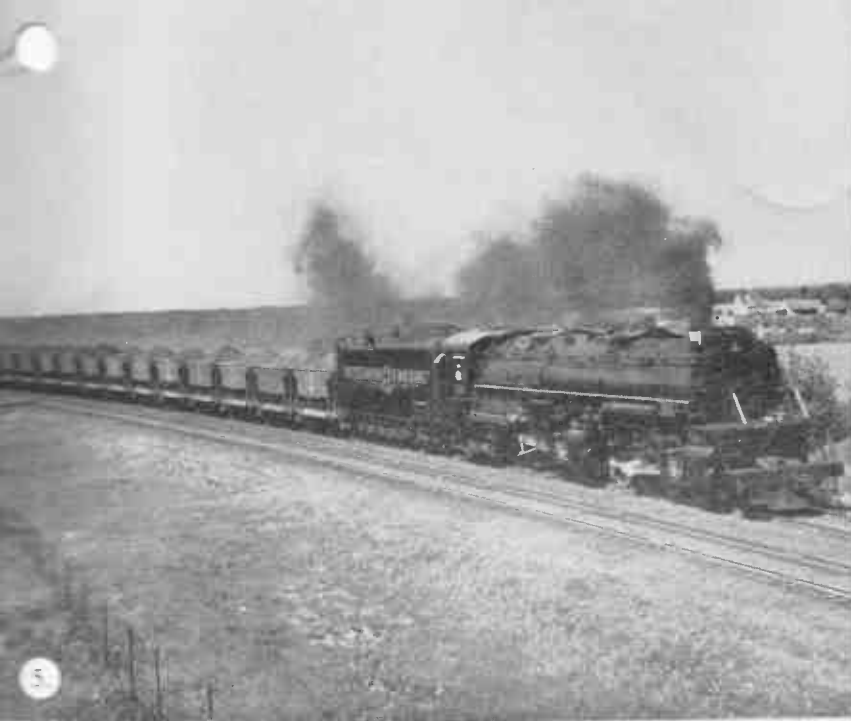
6. The utmost in modern food production is the keynote of the spotless dairies found in Duluth. This is a typical bottling room scene in one of Duluth's 13 dairy plants.

7. The rich mineral deposits of Minnesota and Michigan in 1948 yielded 83 million tons of iron ore creating employment and industry for thousands.

8. Aerial view of Duluth's bustling downtown section. The city has a total of 1540 retail outlets. Over \$125,000,000. annually is paid Duluth's 40,150 employed persons.

9. Architectural drawing of the University of Minnesota Duluth Branch proposed science building. This is one of the 3 colleges, 27 public schools and 14 parochial schools contributing to Duluth's educational system.





Leading denominations of different faiths are represented in the 42 churches in Superior.







John Leslie, **WREX** staffer discusses conservation with Hubert Dear, Exec. Secty. of Minnesota Arrowhead Ass'n. and Melvin Hoff, Pres. Duluth Conservation Club.



Cooperating with the **WREX** conservation program are Indianhead Country, Incorporated officials (l to r) H. D. Fowler, Director for Superior and R. G. Rockwood, Director for Douglas County, Wisconsin.

# **WREX** and **CONSERVATION!**

To the conservation and restoration of the vast resources of water, timber, minerals and wildlife **WREX** dedicates their program "The Conservation Hour". Each year the natural beauties and

recreational advantages of the Arrowhead and Indianhead country attract almost a million visitors who spend an approximate \$80,000,000.



Fun in the Sun



All Beauties



A Winter Wonderland



Our Sylvan Treasures



Wealth from Mother Earth



**WREX**



World Radio History

**10,000 WATTS IN THE LAND OF 10,000 LAKES**

DULUTH'S MOST POWERFUL STATION

MUTUAL BROADCASTING  
SYSTEM



1080 ON EVERY DIAL