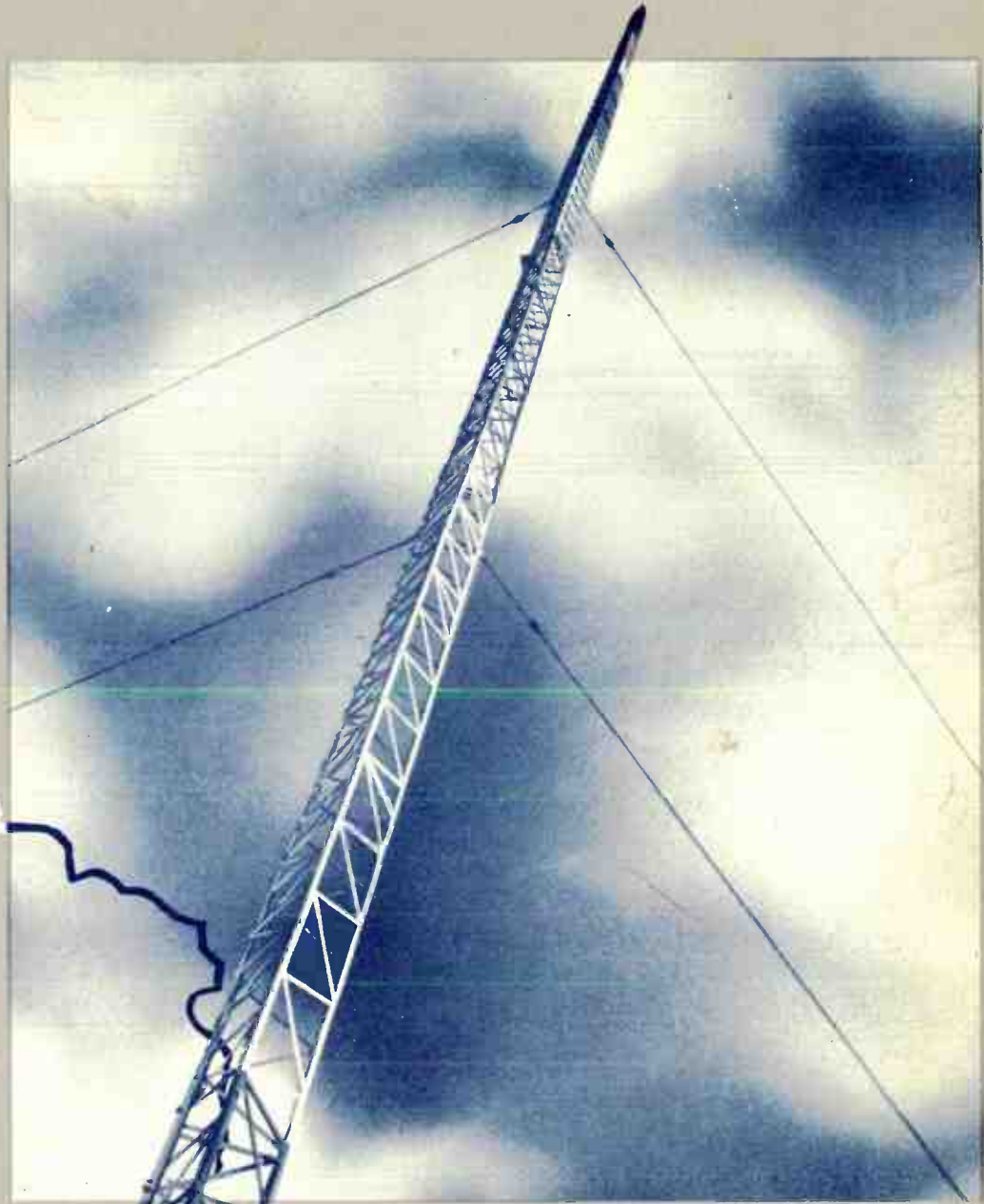


Going Forward with **RADIO**



as presented by

●
SAGINAW
MICHIGAN

WKNX

A Word of Welcome From

MR. O. J. KELCHNER

GENERAL MANAGER

OF

WKNX



SAGINAW VALLEY STATION



221 SOUTH WASHINGTON STREET

ON BROADCASTING COMPANY

MICHIGAN

Dear Listener,

The staff and management of Radio Station WKNX are indeed happy to present this album as an introduction to one of Michigan's most powerful independent radio stations.

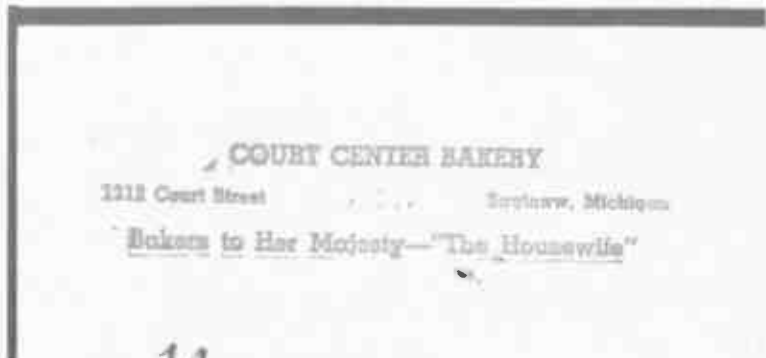
WKNX is a definite part of our community and every member of our staff plays an important part of the community and civic life of Saginaw and Northern Michigan.

We believe the friendly atmosphere at WKNX will carry over in this album of pictures and stories of WKNX personalities heard consistently on our station.

It is our constant aim to present for your entertainment the finest local programs—news and sports. Won't you consider this an invitation to become a regular listener to WKNX at 1210 on your radio dial?

Cordially,

Compliments of:



Copyright 1948, National Radio Personalities, Publishers, Peoria, Illinois.
Litho in U. S. A.
Staff Photos courtesy Bill Gustafson, Blackwell Studio.
Photos of Saginaw: Saginaw Board of Commerce, Karl Marx, Frank Fulkersin, Baker Perkins, Inc.
Album compiled and edited by Russ Ehresman, Editor, National Radio Personalities.



**THE RICHEST MAN CANNOT BUY
FOR HIMSELF, WHAT THE POOREST
MAN GETS FREE, BY RADIO.**

David Young

WKNX — Central Michigan's Listening Habit

PROGRESSIVE

1. Beautiful Arthur Hill High School of Saginaw.
2. Wilcox-Rich Division of Eaton Manufacturing Company manufactures automobile and airplane engine parts.
3. The new modern Central Fire Station of Saginaw.
4. Bancroft Hotel, famous hostelry and one of Saginaw's landmarks.
5. The glorious history of Saginaw is perpetuated in the Saginaw Museum with souvenirs of early days.
6. The Saginaw City Water Works is a distributing and pumping station with a 25 million daily capacity.
7. Chevrolet Grey Iron Foundry, largest grey iron foundry in the world.
8. Baker Perkins, Incorporated is the world's oldest and largest manufacturer of Bakery equipment and chemical mixing machines.

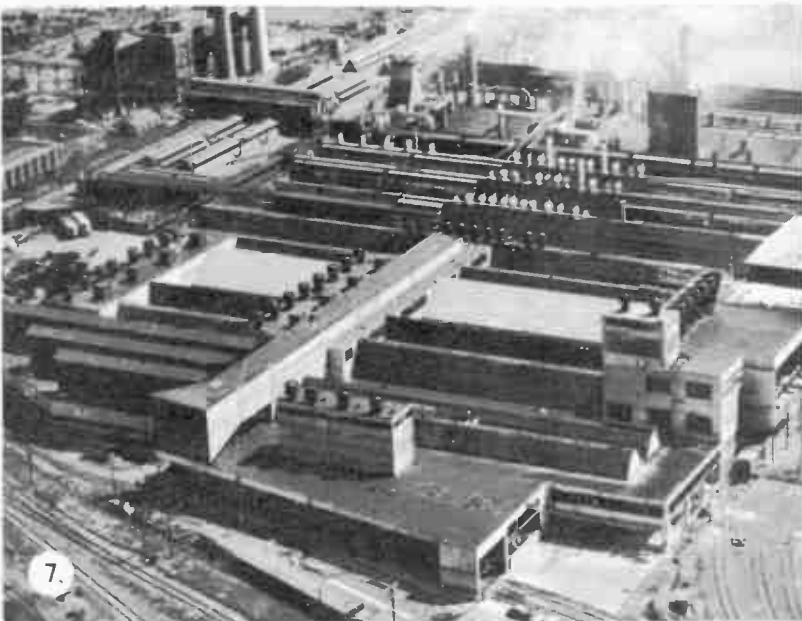


SAGINAW

HOME

OF

WKNX



MEET THE MANAGE

GENERAL MANAGER



O. J. KELCHNER



MENT OF WKNX

COMMERCIAL MANAGER



WILLIAM J. EDWARDS

PROGRAM MANAGER



HOWARD H. WOLFE

ALL YOUR FAVORITE PRO



Neighboring communities have an opportunity to participate in WKNX broadcasts when the "Curbstone Quiz" mike goes visiting. Persons interviewed win cash prizes and the crowd watching as well as the listeners at home have lots of fun.

The golden voices of the Golden River Boys are perfectly blended in authentic arrangements of spirituals and gospel songs best loved by the WKNX listeners.



As "Dick Froeber Sings" WKNX audiences are treated to a weekly period of songs and melody highlighted by the rich baritone voice of this talented vocalist. Dick is typical of the many young artists to whom WKNX offers valuable radio training.



GRAMS AT 1210 ON YOUR DIAL

Here's Tommy Dorsey getting ready to spin a platter for his WKNX friends on his record session heard daily. The famed sentimental gentleman is currently demonstrating that his talents are not confined to bandleading alone.



Sprightly polka music in traditional style is the particular talent of Tony Kaczmarek and his band which broadcasts each week from a night spot in nearby Bay City over WKNX. Tony's music is a delight to the dancers as well as the at-home audience, whenever he hits the airwaves.

Evidently George Reed promised his "Coffee Time" morning audience to "eat that record if you don't like it" Fortunately, that is not the case as both the music he selects and George's friendly, informal manner meet hearty approval of his faithful tuners-in to this popular WKNX feature.



**THE VOICE WITH THE SMILE AT
1210 ON YOUR DIAL**

DICK COOK



DICK PIKE



DON ANDREWS

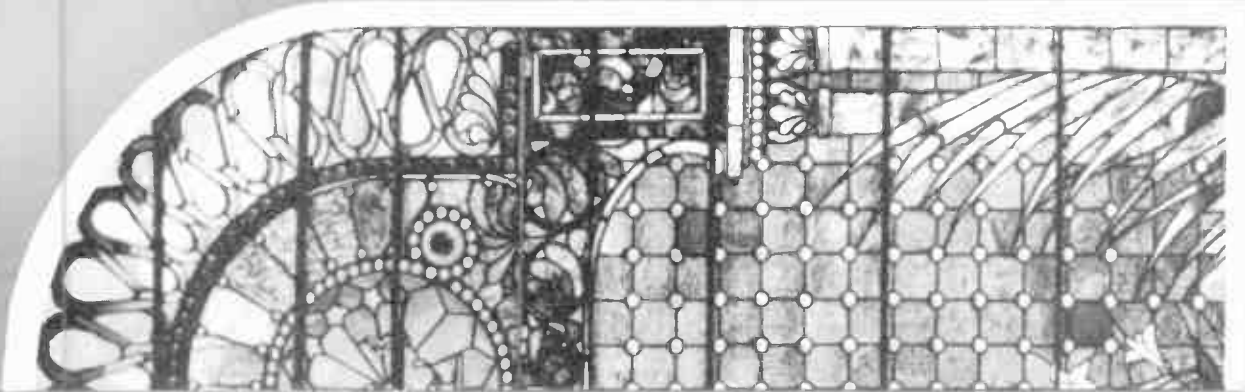


JIM HUGHES



DALE REMINGTON

NAL WORD



Dr. H. W. Fischer, First Presbyterian Church.



Chaplain E. C. Kuehnert, Lutheran Institutional Chaplain, "The Shut-Ins' Hour".



The Reverend E. H. Voss, Holy Cross Lutheran Church, Missouri Synod.



benefit of those unable to attend, WKNX makes available the facilities of the modern miracle of radio to all denominations in spreading the age-old story of the eternal word.

THE ETER

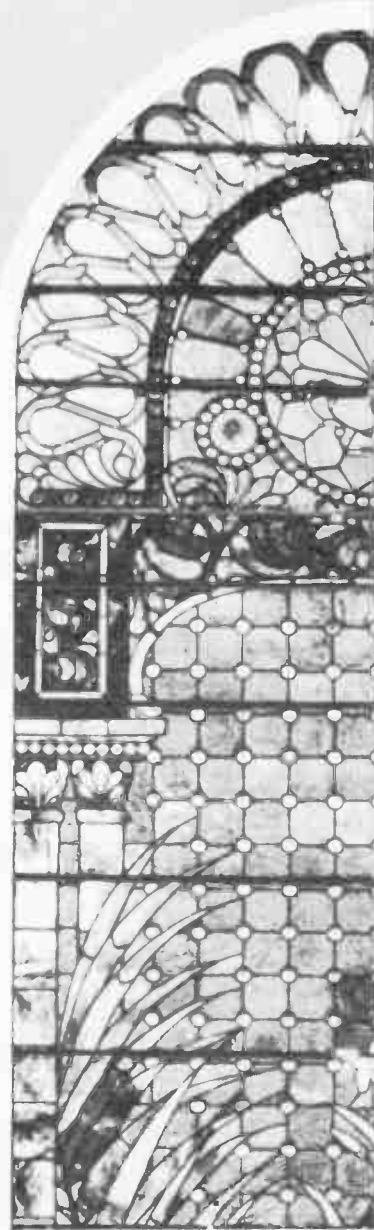


The Reverend Russell G. Osgood,
First Christian Church.

Dr. Carl Martenson, First Con-
gregational Church.



Fathers Francis J. Lang, Thomas R.
Horton, Ralph M. Richards, "The
Vincentian Hour."



WKNX, in keeping with its public service policy to serve listeners the best possible way, broadcasts complete services from churches of all faiths in Saginaw and other religious programs. For the



When Jim Robinson, White Sox Baseball Club scout for the Michigan area stopped by the WKNX studios he was promptly put on the air.



Bob Carson, News Editor, checks some last minute United Press bulletins at the WKNX teletype machine before editing and re-writing them for use on one of WKNX's numerous news broadcasts.

AND NEWS



Howard Wolfe, WKNX Newscaster, airs the "Eight O'Clock Edition" and the "Noon Edition" of United Press and Local items.



Announcer Jim Hughes is heard on many of the daily WKNX newscasts featuring last minute local and national bulletins.



Dick Cook the WKNX Sportscaster heard on the daily Sports Review, which includes hot-off-the-wire information on all sporting events.



Known to the great in baseball the nation over, James "Ike" Bearinger passes along latest news on the progress of the Saginaw Bears Baseball team, of which he is President and Owner, to Bob.

WKNX takes you to a big league ball game most every day! Harry Heilmann, popular sportscaster, brings you his thrilling play-by-play descriptions of all Detroit Tiger daytime games, both at home and on the road. Smart sport fans always stay tuned to WKNX for latest news in that realm.



Dick Pike also takes the WKNX mike for several of the frequent periods devoted to bringing WKNX listeners news of the world at large.

WKNX PROGRAMS ARE DESIGNED TO PLEASE YOU



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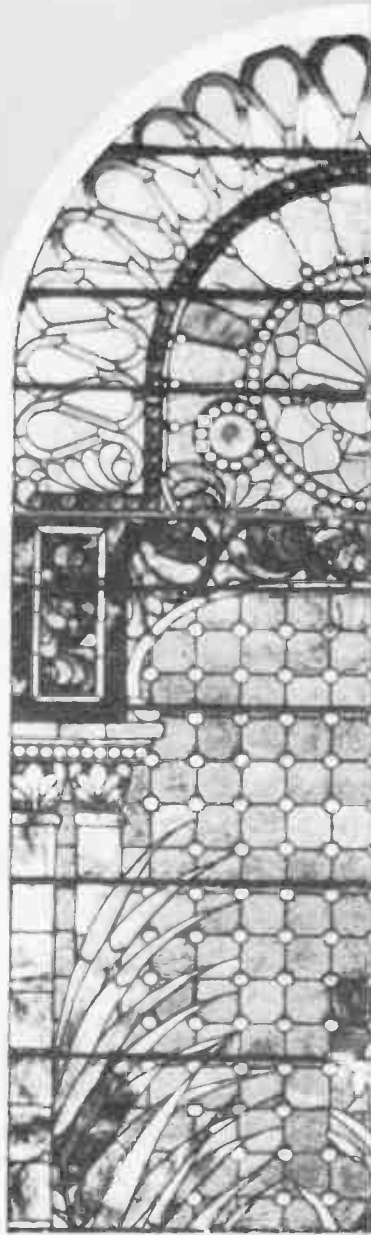
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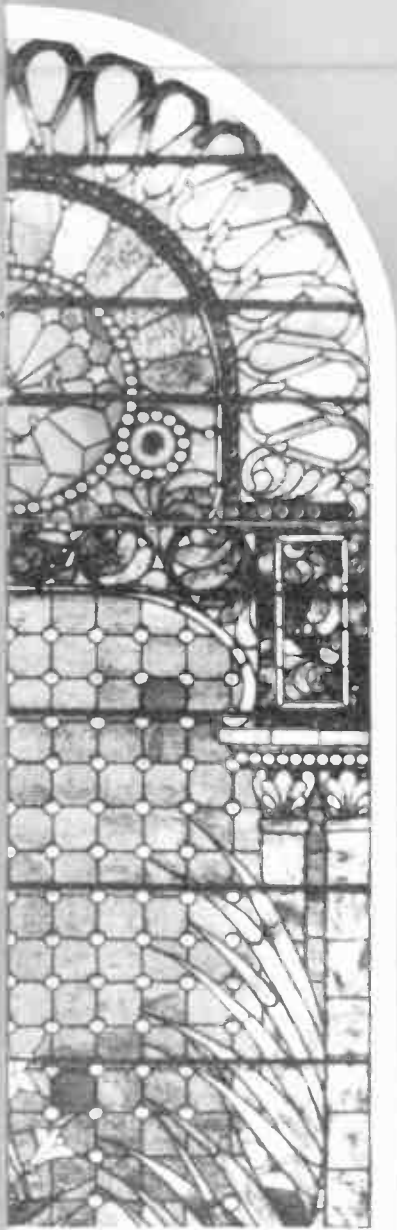


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Evelyn Knight



Vic Damone



Art Mooney

THERE'S MUSIC ON

D'Artega





Vaughn Monroe



Elliott Lawrence

THE WKNX AIRWAVES

Al Goodman



Xavier Cugat



Johnny Long



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BEHIND THE



WILLIAM KELCHNER, Commercial Representative, stops to give a cheery goodbye to one of his WKNX fellow-staffers as he starts a round of calls on his advertising clients.

Accountant **DAVE KRENZ, JR.** takes charge of all the details of keeping the books in balance and the office running smoothly.



BOB CARSON, Local News Editor, treads his daily beat throughout Saginaw gathering local news items for use on the WKNX newscasts which keep Valley listeners abreast of latest happenings.

SCENE AT WKNX



The WKNX studios and offices are pleasantly neat and clean, thanks to John Foster.



Possessor of the bright smile and cheery voice that greet callers to WKNX's home-like studios is Receptionist, **DORIS NAEGELE**.



Continuity Director **SHEILA SYMONS** is very much interested in her work of creating copy for broadcast over WKNX. You can see from this picture how true that is.

"You can have that spot if you give me an order on it right away", smiles Traffic Director **ANN LUTA** who handles the exacting job of scheduling time, both announcements and programs.



WKNX REPORTS RURAL ACTIVITIES



Vital farm news, both national and state-wide, highlights WKNX's programs "RFD 1210" and "Dinner Bell" which are aimed at their vast number of rural friends. Uncle Don Andrews capably handles both shows which WKNX airs in the morning and noon hours at a time most convenient for the farmer to listen.



By special wire from the Saginaw County Court House, Mr. George E. Landsburg, County Agricultural Agent, makes periodic mike appearances to offer essential information and advice for better farming, keeping his discussions current with the season.



Everything from cooking-the-best to looking-the-best is offered by Amalia Vasold, Home Demonstration Agent of Saginaw County, when she talks to the WKNX housewife audiences.



America's future lies in its youth. Here Mr. James F. Halm, County 4H Club Agent interviews Mary Fischer a member of the Saginaw County 4H group concerning her progress in the club's activities which include gardening, knitting, clothing and many others.

WKNX KEEPS AHEAD WITH LIVELY

PROMOTION



Saturday night is a big night in Saginaw Valley Land for that's when the Michigan Barn Dance, the rousing jamboree that packs them in, takes place. All the WKNX favorites combine their talents for an hour and a half of toe-tapping music and songs as only the gang can put them over. The Michigan Barn Dance creates new friends for WKNX with each showing and gives them a memorable night of fun and frolic whenever it appears in Saginaw or any of the neighboring Valley towns. Watch for the date it's scheduled to visit your area.

Below: Here's the big WKNX billboard which has a prominent place in Saginaw Stadium, home of the Bears. It let's fans know they get the best baseball news at 1210 on their dial.

1210 SOMETHING TO CROW ABOUT!
ON YOUR DIAL



WKNX

CENTRAL MICHIGANS LISTENING HABIT



Wherever any one of these 37 modern taxicabs go, they proclaim to all who see them WKNX's call letters and their 1210 spot on the dial.

The **FUTURE IS BRIGHT FOR SAGINAW**

“KEEP SAGINAW AHEAD”

The Saginaw Board of Commerce inaugurated a timely and far-reaching “Keep Saginaw Ahead” program to solve the city’s civic problems and continue its development and prosperity.

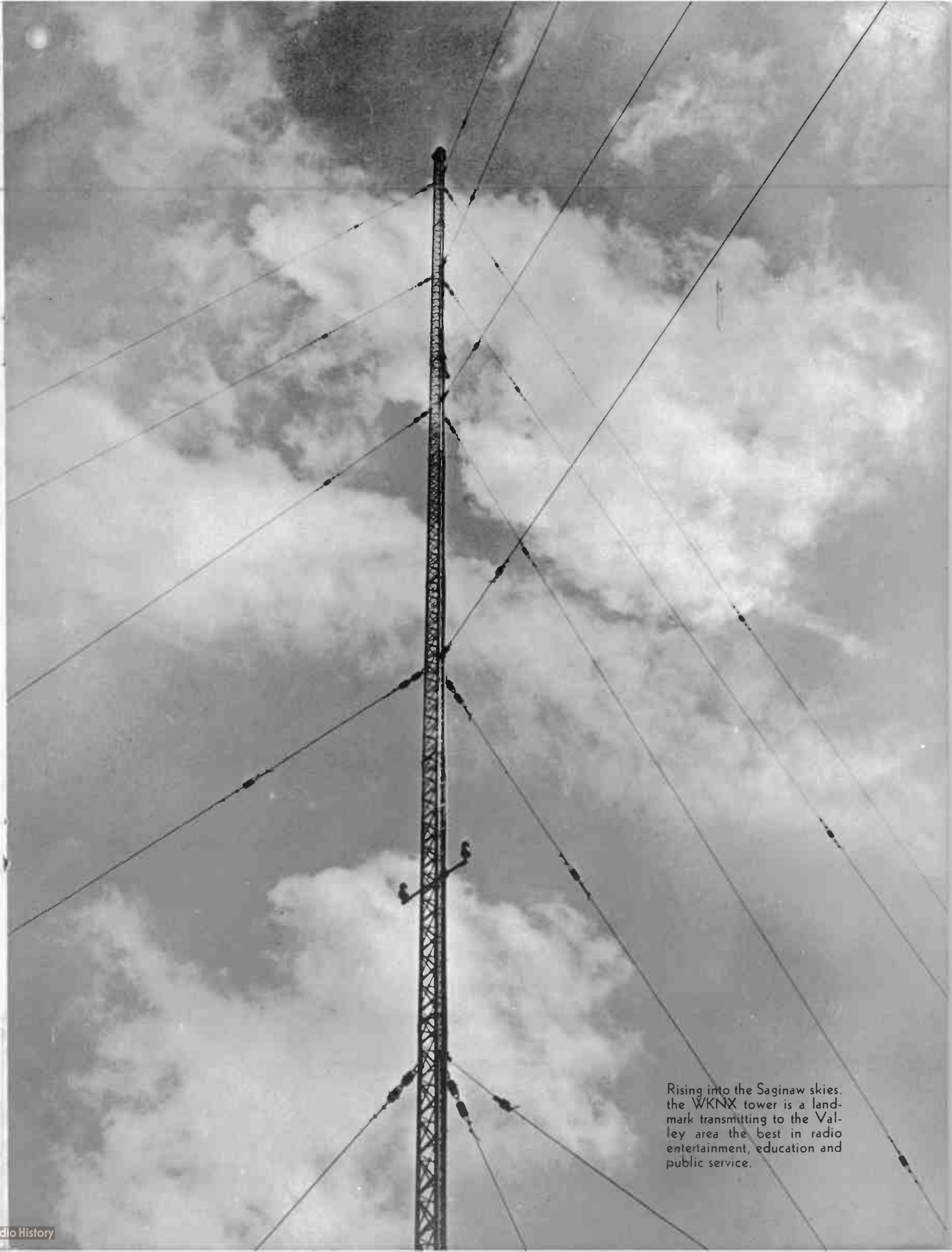
More than thirty thousand questionnaires have been distributed to high school students, commercial and industrial workers and to citizens generally, asking their aid and advice in building a sound civic program, that when achieved will make Saginaw an even better city in which to live and make a living.

Thousands of suggestions have been received and when these have been tabulated and classified in projects, they will prove instructive and inspiring to citizen action for civic betterment. The Officers and Directors have dedicated the Board of Commerce to co-ordinate and spearhead the “Keep Saginaw Ahead” Program “of, by and for the people of our city”.

Frank N. Andersen,
President



SAGINAW IS GOING FORWARD



Rising into the Saginaw skies, the WKNX tower is a landmark transmitting to the Valley area the best in radio entertainment, education and public service.

WKNX
1210 KC



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