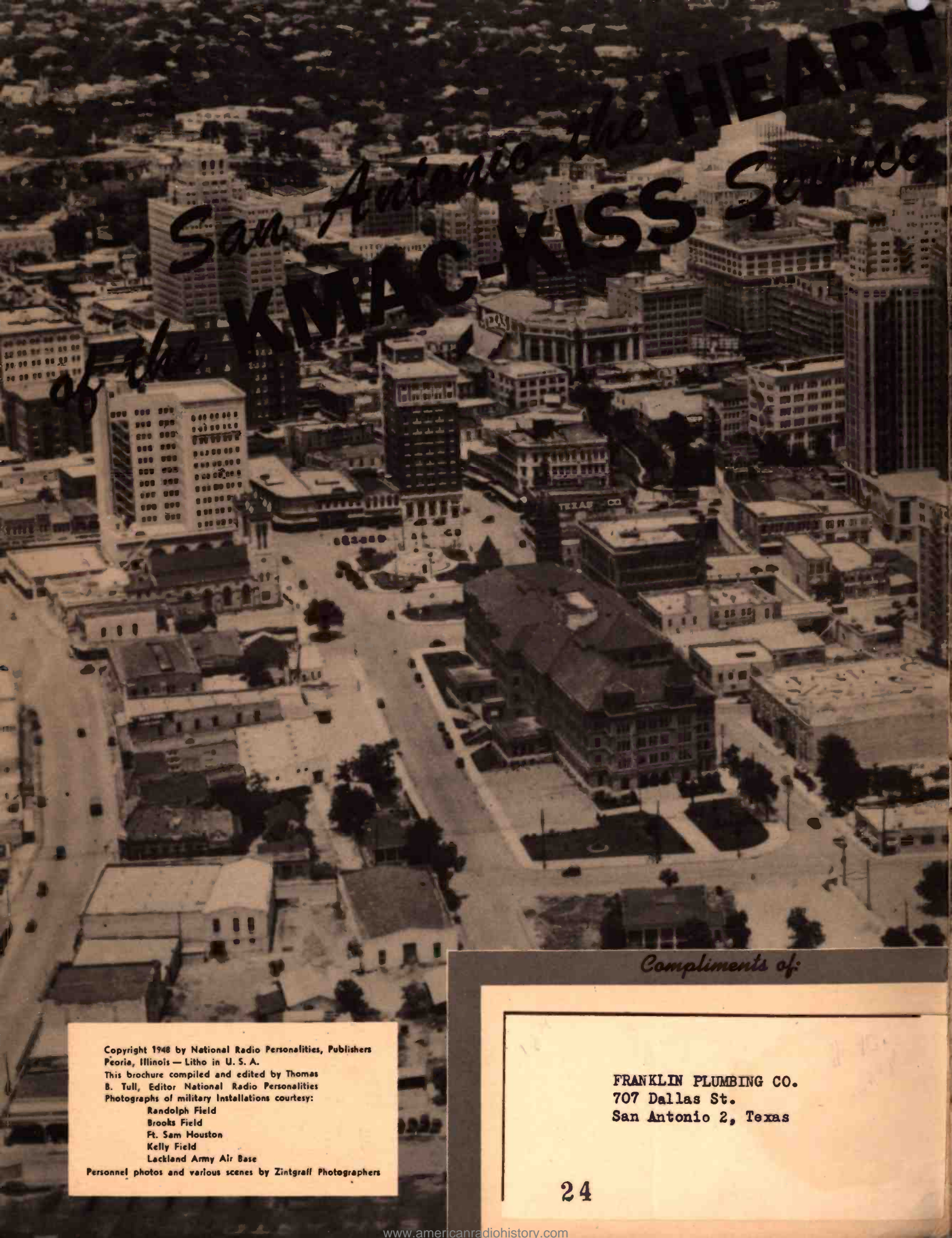


GOING FORWARD WITH RADIO
as presented by

KMA C-KISS



San Antonio
KISS
The HEART
of the WINNAC Service

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Peoria, Illinois — Litho in U. S. A.

This brochure compiled and edited by Thomas
B. Tull, Editor National Radio Personalities
Photographs of military installations courtesy:

- Randolph Field
- Brooks Field
- Ft. Sam Houston
- Kelly Field
- Lackland Army Air Base

Personnel photos and various scenes by Zintgraff Photographers

Compliments of:

FRANKLIN PLUMBING CO.
707 Dallas St.
San Antonio 2, Texas

Area





The new home of KMAC-KISS is at 222-24 West Commerce Street



And there to welcome you is our Receptionist, GLORIA O'BRIEN.

WE'D LIKE TO INTRO



HOWARD W. DAVIS,
Owner and General Manager

DUCE OUR STAFF - - -

TONY BESSAN, Program Director



CHARLES L. BRADY, Chief Engineer

EARL J. HAWTHORNE, Commercial Manager



ANNOUNCERS



BUD WHALEY, Chief Announcer



HOWARD CUNNINGHAM, Staff Announcer and Control Operator



BILL MARSHALL, Staff Announcer and Music Librarian



GEORGE SCHARMEN, Announcer



NITA HINES, Secretary to the General Manager



SHIRLEY A. MINOR, Promotion and Publicity



PEGGY McWHORTER, Accounting and Bookkeeping



GERRY CANADA, Traffic

SALES



ALEX A. COE, Sales and Account Executive



CHARLES ELLIOT, Salesman



COURTNEY BURTON, Sales

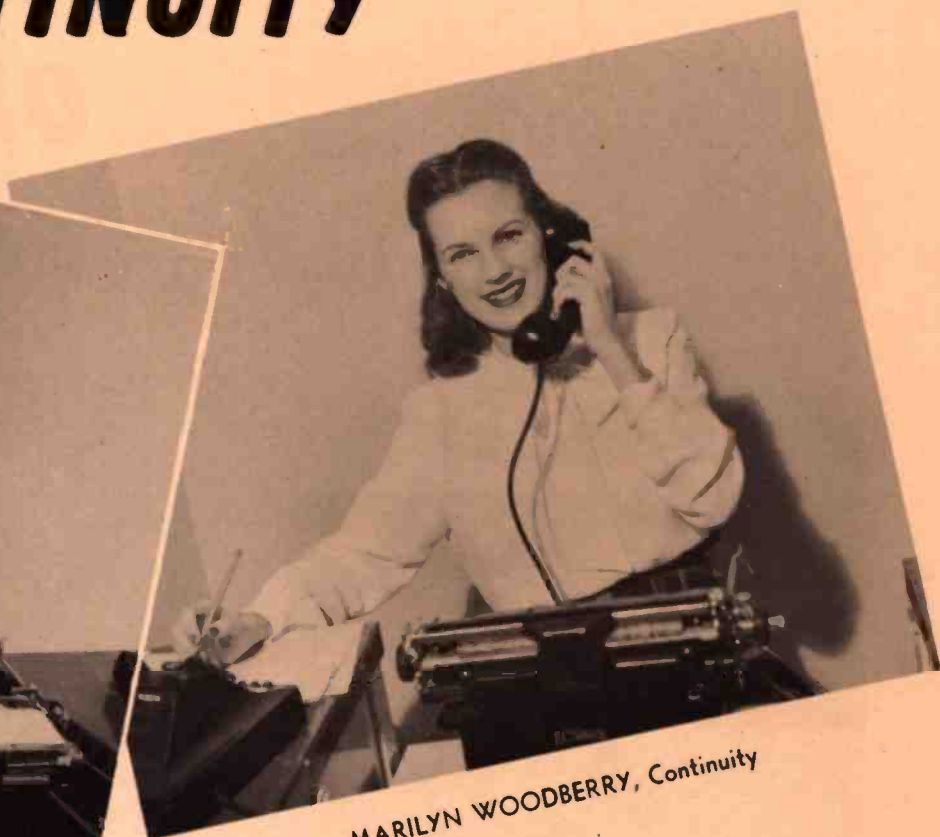


RICHARD SINGER, Salesman

CONTINUITY



LILLIAN EISENBERGER, Continuity



MARILYN WOODBERRY, Continuity



KAY ADDISON, Staff Pianist



ALVIN COLLINS, Building Supervisor

CONTROL OPERATORS



PAUL TARRODAYCHIK, Studio Supervisor



CAL GRAF



HUGH WOLFORD



LEONARD PARSONS



GENE PALMER

TRANSMITTER OPERATORS



GENE KINTZ, Transmitter Supervisor



JOE SCHWAB



RICHARD ZUEHL



ED GARIEL



JIMMY INCE

ON KMAC-KISS

The "very young" also appear on the Starkist "Amateur Show."



Remote Broadcast from Mack Rogers' Club



Martin Bakery's "Musical Cake Plate"

BUD WHALEY'S platter spinning highlights two KMAC Shows—"Wake Up, S. A." and "Harlem Serenade"

Treasure for the audience—on KMAC's "Treasure Chest"





"Follow Your Dollar"—sponsored by the Community Chest



KMAC-KISS IN THE



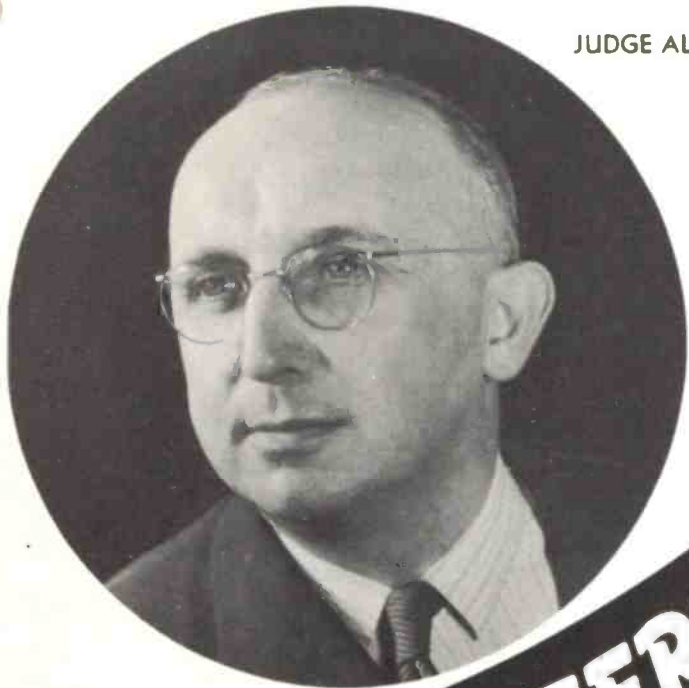
"Trinity Radio Forum"—CHARLES H. HEIMSATH, Director



"The Eagle Speaks"—Brackenridge High School. Local shows are produced and directed by KMAC —KISS Staff Announcer, DAVE WILLIAMS

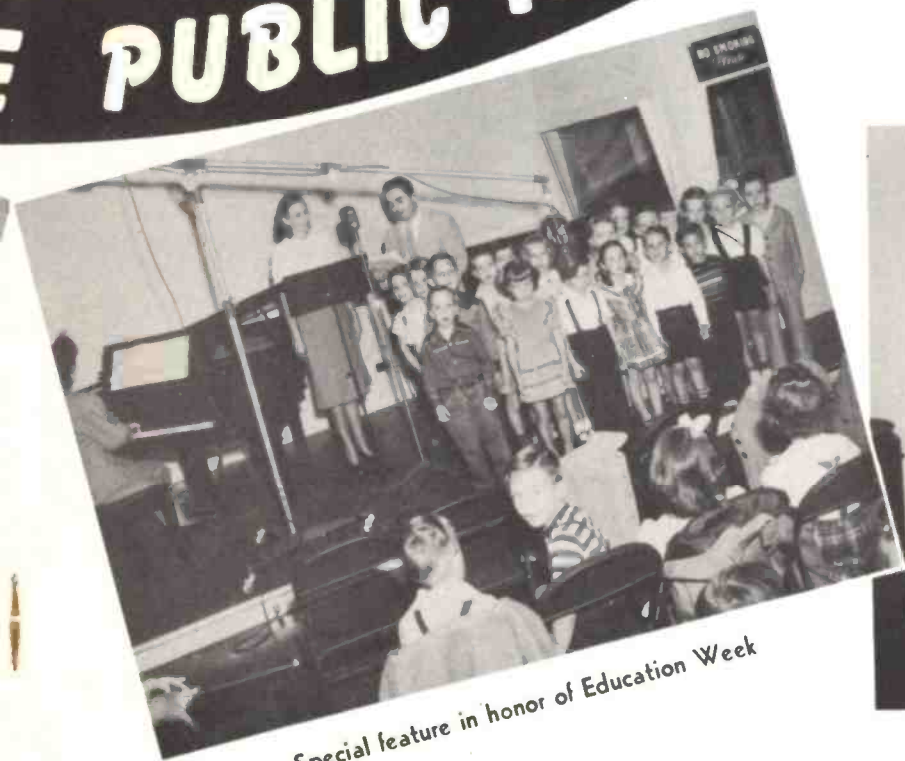


JUDGE AL. M. HECK



"Mustang Time"—Thomas Jefferson High School

PUBLIC INTEREST



Special feature in honor of Education Week



"Your Local Sheriff"



LISTEN TO KMAC-KISS...



For News...



DAVE WILLIAMS, Assistant Sports Editor



Left: DICK SMITH, News Editor



Right: EDDIE BARKER, Sports Editor

And Sports...



Right: An aerial photo of Alamo Stadium from which originates many KMAC-KISS sports broadcasts

Below: EDDIE BARKER and DAVE WILLIAMS —with their spotters during a play-by-play broadcast of a local football game.



TED HUSING

HERE ARE OUR



Above: JOE "CURLEY" BRADLEY plays cowboy Tom Mix



Above: EDDIE ARNOLD of "Checkerboard Jamboree"



Right: TED COLLINS and KATE SMITH on "Kate Smith Speaks"

Below: LESLIE WOOD and BRETT MORRISON in "The Shadow"



ED BEGLEY in "Adventures of Charlie Chan"



MUTUAL STARS



CLIFTON FADIMAN, Master of Ceremonies of "Information Please"

FRED VanDEVENTER, FLOR-
ENCE RINARD and BOBBY Mc-
GUIRE on "Twenty Questions"



Producer MARTHA ROUNTREE
on "Leave It To The Girls"

Emcee JACK BARRY and his
"Juvenile Jury"



JACK BAILEY on "Queen For A Day"

MORE STARS



GIL STRATTON, JR. as "Billy Webster."



JANE WEBB as "Belinda."



BILLY ROSE in "Pitching Horseshoes."

Above and at right are the popular stars of "Those Websters."



MORTON DOWNEY



ALBERT L. WARNER on "Meet The Press."

FROM MUTUAL



RICHARD KEITH, heard regularly as "John Shuttleworth, Editor-in-chief of True Detective Magazine."



ROLAND WINTERS



JOHN HIGHTOWER

Above and left: Two members of the board of experts for the "Fishing and Hunting Club of the Air."



Mutual's personality star, MARTIN BLOCK.



JAN AUGUST

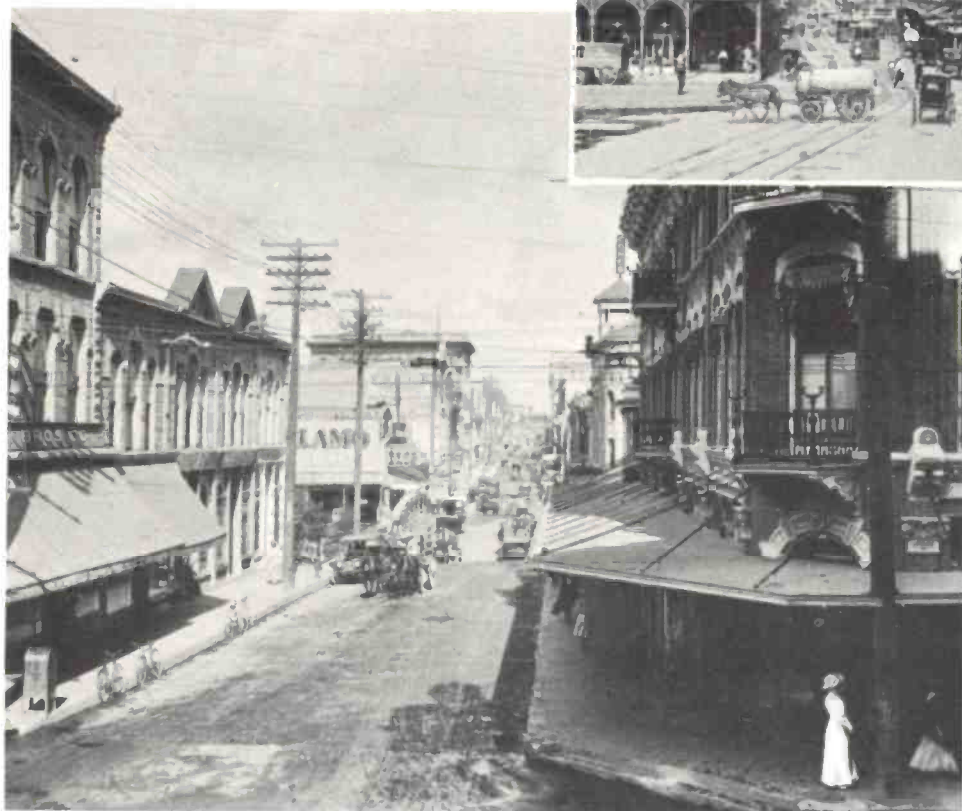


Soledad Street looking south-
shortly after the turn of century

From
THE SAN ANTONIO



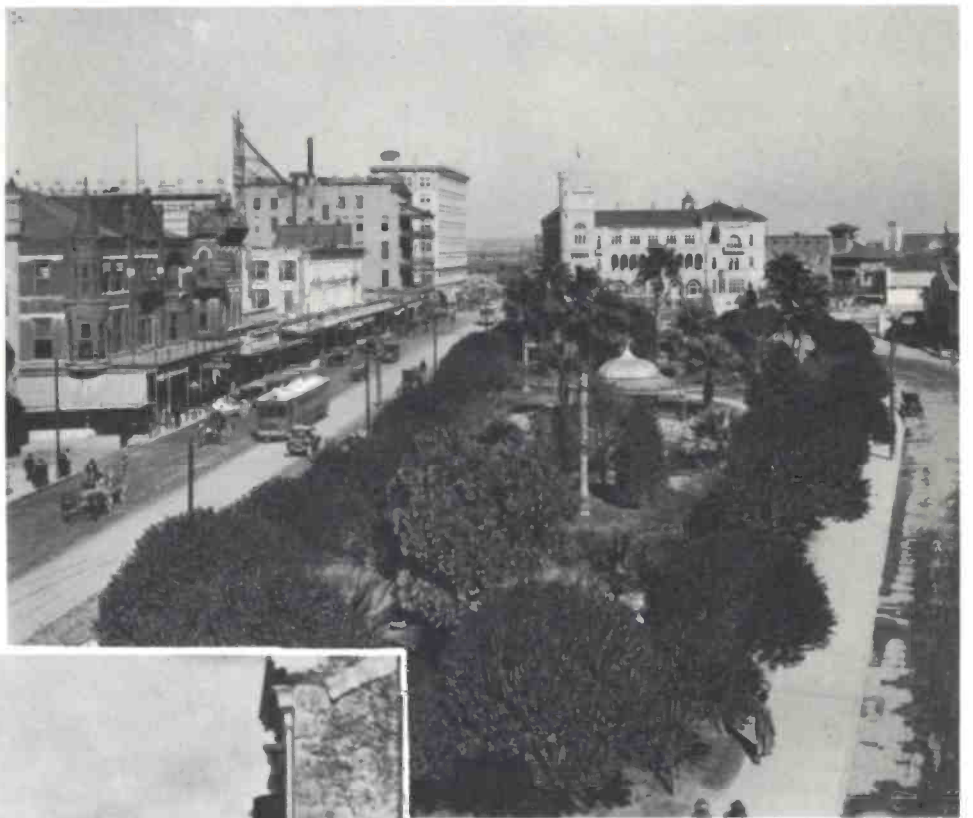
Looking west on Houston Street a few
years later



Looking west from the corner of
Alamo and Commerce Streets

OF YESTERDAY

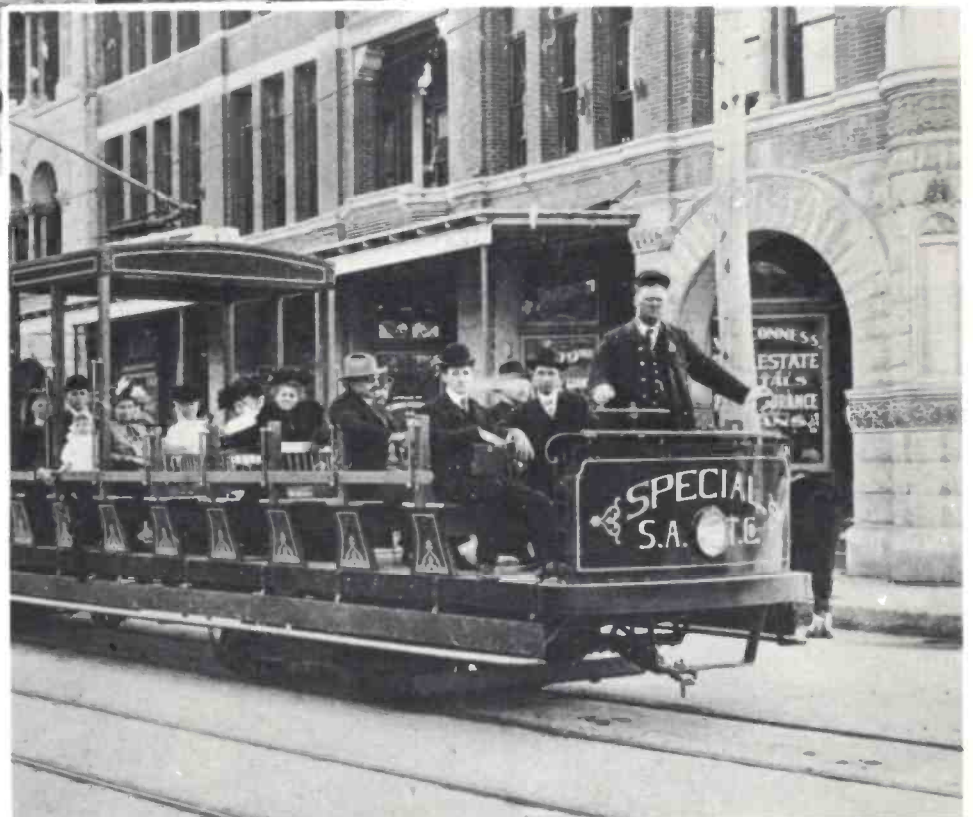
To...



Alamo Plaza as it looked in 1910

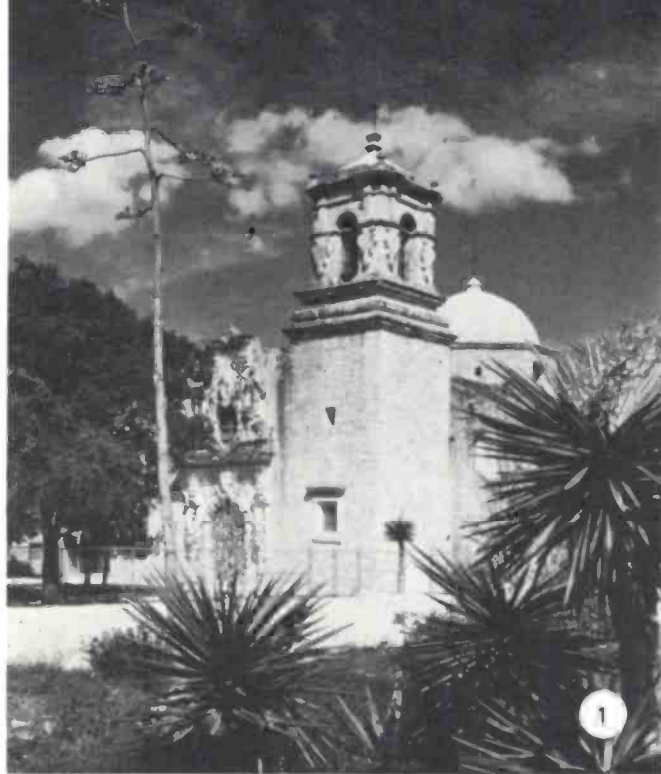


It's been a long time since covered wagons like this parked on Commerce Street!

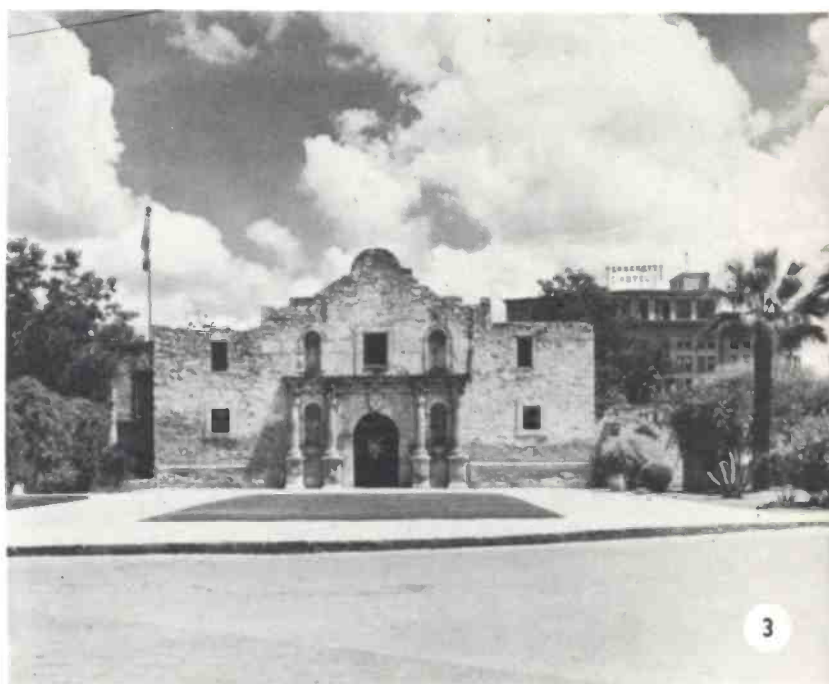


Sightseers take in a view of Navarro Street

San Antonio Today



No. 1—San Jose, "Queen of the Missions". No. 2—The Sunken Gardens. No. 3—The Alamo. No. 4—Aerial photo of downtown San Antonio. No. 5—The Cenotaph, Post Office and Medical Arts Building.



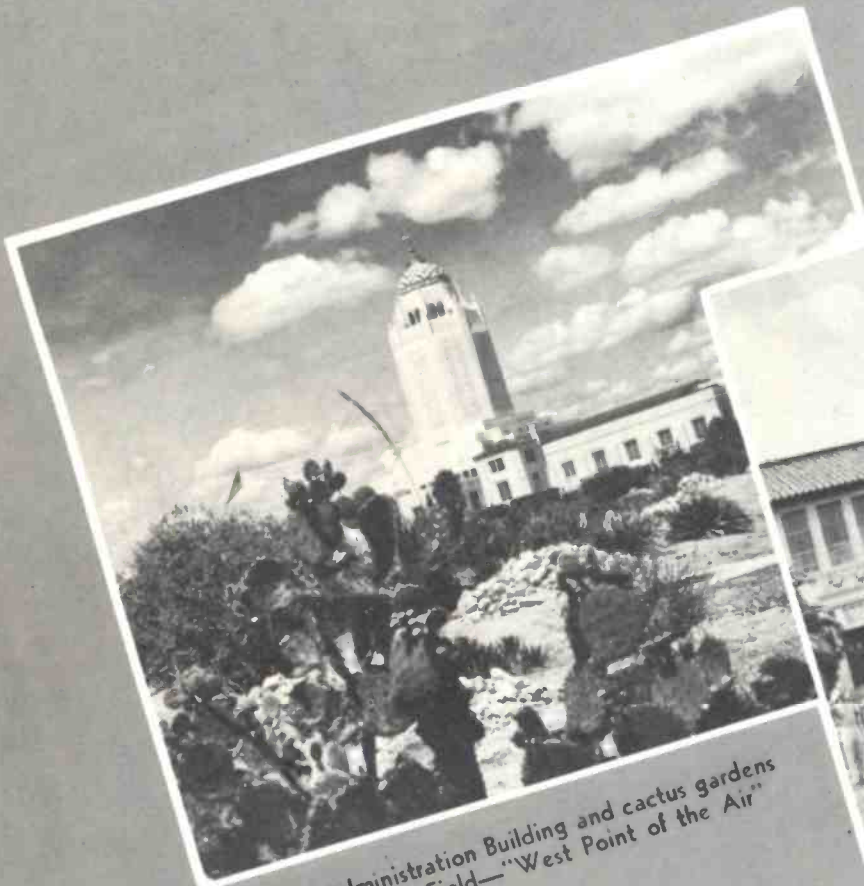
No. 6—Houston Street. No. 7—
Aerial photo showing the San
Fernando Cathedral in the center.
No. 8—The Governor's Palace. No.
9—San Antonio Municipal Auditorium. No. 10—Scenic shot of the
San Antonio River.



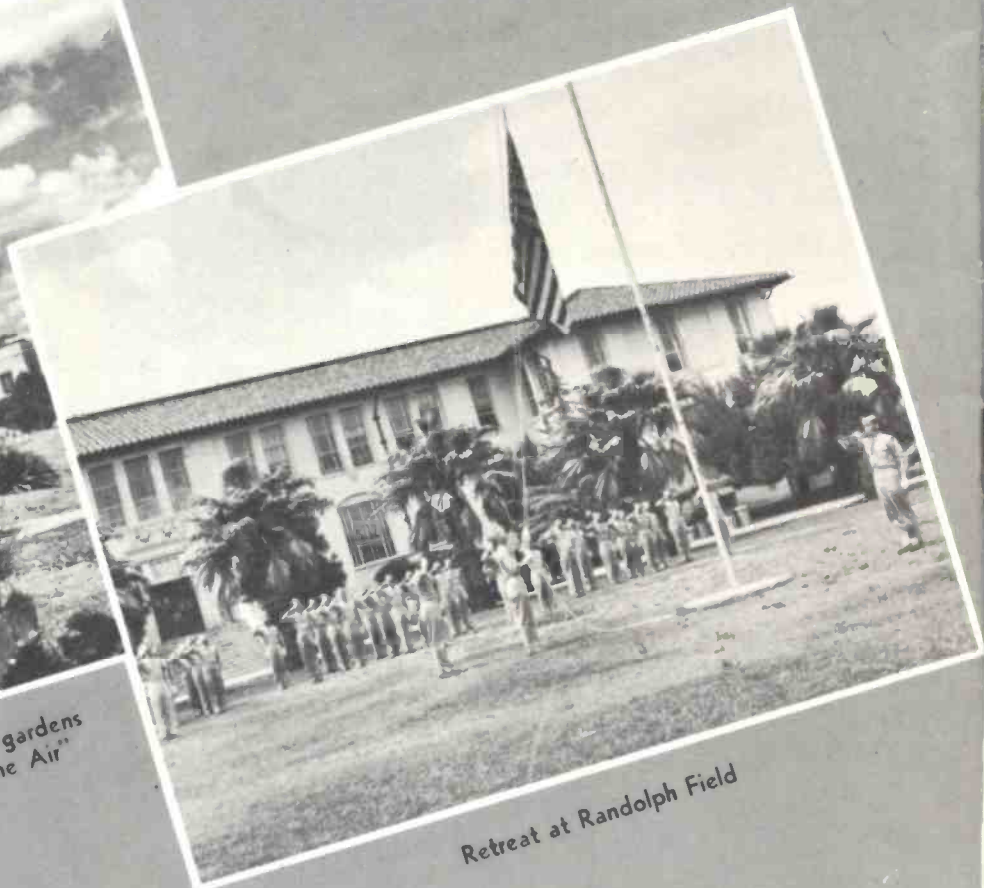
*City
of
Romance*



SAN ANTONIO



The Administration Building and cactus gardens at Randolph Field—"West Point of the Air"



Retreat at Randolph Field



Overhauling giant B-29's at Kelly Field



Physical training at Lackland Army Air Base

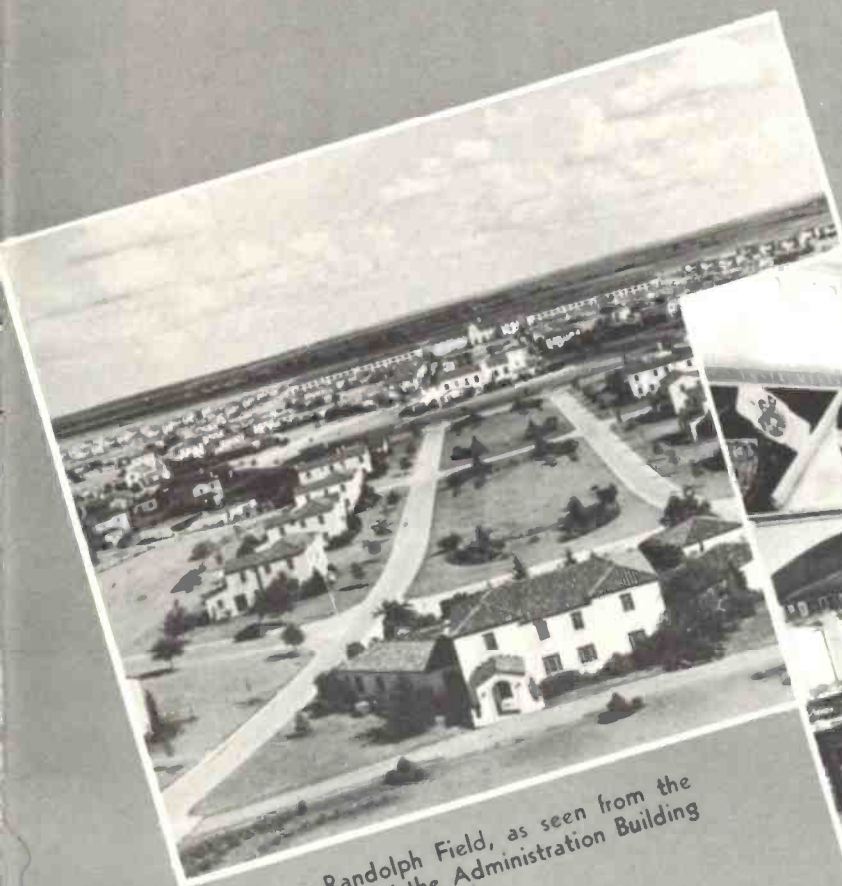
AND OUR ARMY



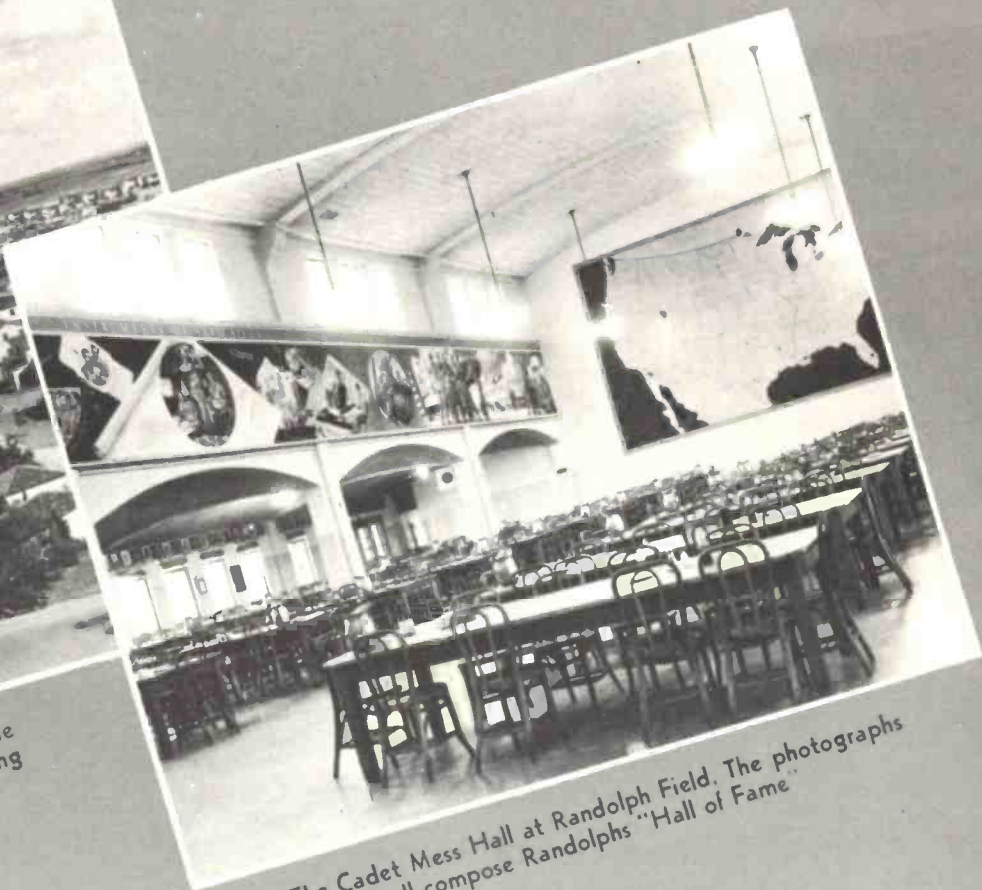
A group of B-29 Superforts at Kelly Field



The Clock Tower at Fort Sam Houston



Randolph Field, as seen from the top of the Administration Building



The Cadet Mess Hall at Randolph Field. The photographs on the wall compose Randolph's "Hall of Fame"

HOW IMPORTANT IS YOUR RADIO?

Judging by the number of American homes that have radios, we'd say it's become almost a necessity for a lot of us. We'd say it would probably be pretty hard to get along without a radio these days.

But we've heard a lot of folks say something like this: "Yes, American Radio is doing a mighty fine job — if we could only do away with those commercials." Well now, **THERE'S** a point worthy of some consideration. Let's think about it for just a moment.

Here's how it works. Advertising has been defined as "salesmanship in print — or **ON THE AIR WAVES.**" The more goods that advertising sells, the more are needed to fill the demand. The more goods needed, the more men and women are needed at the factory that makes those goods. In turn, more men and women are needed in related industries that supply raw materials to the factories. It's a never-ending chain that leads to more jobs, better jobs, greater personal security for all. Yes, advertising is the spark-plug of American business today.

And here's another point. Were it not for Radio Advertisers, nearly **ALL** of the programs you hear today could not **POSSIBLY** be presented. The world's **BEST TALENT** is being heard over **AMERICAN** Radio today — at no cost to you! They are being paid by the Advertiser to entertain you. Of course, at the same time, that advertiser is asking you to try his product — that is **HIS** reward. And yet that Advertiser is allowed only about **THREE MINUTES** out of every **HALF HOUR** of broadcast time in telling you about his product. That leaves approximately 27 minutes out of every 30 for American Radio to devote **ENTIRELY** to entertaining **YOU**.

So when you **HEAR** commercials on the air, remember — advertising is making your home **MORE SECURE** and at the same time it's bringing **YOU** the greatest entertainment the world has to offer — at so **LITTLE** cost!

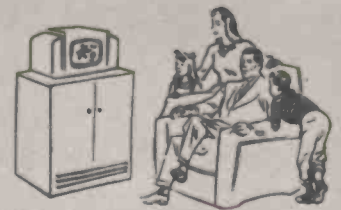


Average of daily listening per family is on the basis of surveys, upwards of five hours; somewhat higher averages have been found in rural areas.

The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

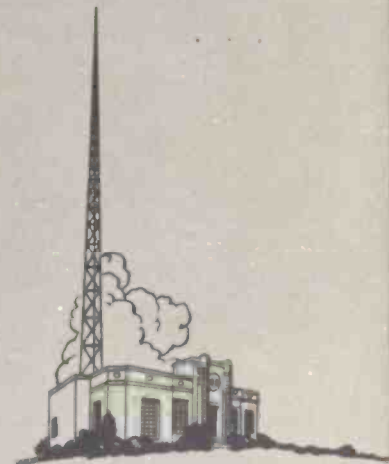
100,000,000 people heard the Roosevelt-Dewey election returns on the night of November 7, 1944.

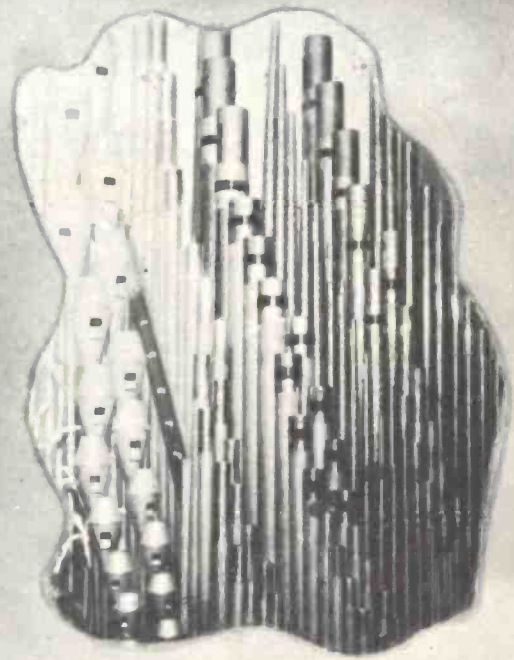
The audience for a single top network program (37,000,000) approximates the admissions to all stage plays in New York for the last three above-normal years.



Of the 37,600,000 homes in the United States —

- 35,878,000 have Cooking Facilities
- 33,998,000 **HAVE RADIOS**
- 33,356,000 have Electric Lighting
- 29,543,000 have Running Water
- 25,953,000 have Flush Toilets
- 24,587,000 have Bathtubs
- 18,188,000 have Central Heating





GREAT MUSIC ... and FM!

Never in history has the audience of American music-lovers been so great . . . the vast amount of music which goes out over the air-ways every day thrills an increasingly large number of listeners . . . and creates a demand for a special kind of radio broadcasting which will transmit every tone, every nuance, of the music as it sounds in the studio. Frequency Modulation (FM) will answer this demand! Nearly a hundred FM radio-stations are already on the air, and other hundreds have made application for licenses. Nearly a million FM receivers are already in use! Many schools throughout the country are using FM reception to introduce their students to the sounds of great music, transmitted as they are produced, pure and clear. The ultra-high frequency radio waves used in FM will reproduce exactly the full rich tones of a symphony orchestra . . . the high fluid notes of the flute . . . the singing violins . . . the deep sonority of the pipe organ . . . the rippling cadenza of the piano . . . Program fading, interference between stations and static will be things of the past with FM.

