

**KNOX**

**ON THE AIR**

1260 KILOCYCLES

BASIC STATION • COLUMBIA BROADCASTING SYSTEM

**DOMAHA**

**KOIL**

1260 KILOCYCLES

DON SEARLE  
GENERAL MANAGER

*Central States*  
BROADCASTING SYSTEM

Basic Station  
COLUMBIA  
BROADCASTING  
SYSTEM

The World's  
LARGEST  
RADIO  
NETWORK

OMAHA, NEBRASKA

To KOIL Listeners:

Every day the mailman deposits huge stacks of mail on our desk up here at KOIL. Many are answered by mail, who comprise our listeners. But the greatest number are those who are acknowledged over the air with songs or words, more are puff out our chest a bit and put an even greater effort to the production of the kind of entertainment and service you want from radio. And that's fine, because how else can we know what we can do to make your radio programs a constant pleasure?

In every case we have come to know you better, until we're rather proud of being able to serve so many out there. Well, the other day some of us were in one of our frequent conferences and a sudden realization exploded right in front of us . . . we know you, but most of you know little about KOIL and the people who operate it. Why hadn't we thought of that before?

So, the result of that thought and plenty of picture-snapping is this album. You will see a group of people who get real enjoyment out of pleasing you . . . and who have lost many an hour's sleep trying to figure out the ways and means of that before.

Let's begin at the center and work throughout the organization. We are in love with radio and devoted to KOIL. If you will turn the page you will meet those who

# ... AT THE HELM

Left—

**DON SEARLE** is General Manager of KOIL.

Back in the days when they were first building radio receiving sets that would fit on one table instead of stretching from Aunt Elsie's fernery over to Grandma's "what-not", Don Searle started radio as manager of the new KOIL. The Twentieth Century and young Don were each 25 years old. The Searles sold KOIL in 1932 and Don became manager of Topeka's station, WIBW, but he was to return in January, 1938, when The Central States Broadcasting System, comprising KOIL, KFAB and KFOR, needed a manager who was not only a radio expert, but one who understood the people of the nation's heart. The forceful energy and aggressive talents of Don Searle fairly outdid themselves in the following era. His knowledge of sales, program production and organization brought KOIL into the bright light of acclaim . . . methods, personnel, technical equipment were improved . . . service to advertisers increased . . . and the great Columbia Broadcasting System appointed KOIL its Omaha Basic Station. Thus, Don Searle — at 40 — is a nationally recognized and widely liked radio pioneer. Busy? Of course. But his relaxed moments are devoted to photography, coin collecting, and to his wife and two fine young children.



Right—

**FRANK PELLEGRIN** is KOIL's General Sales Manager.

In 1938, when Don Searle again became KOIL's skipper, the new manager needed a young man to direct the sales for our station . . . not just any young man, but one who understood the program side of radio and could give sponsors a real constructive service. He found the man . . . Frank Pellegrin. For eight years Frank had acted as Public Relations Director and Publicity Manager for Creighton University in Omaha and had become widely known. He is still in his thirties, mind you, but that fitted the KOIL scheme of alert progression. The earnest young man you see here is not a stranger to most of you. His activities in civic affairs has brought him into contact with innumerable Omahans. In the even broader capacity of Sales Manager of The Central States Broadcasting System (KOIL, KFAB, KFOR), Frank is known and respected from one coast to the other. But with all his "getting around" he and Mrs. Pellegrin are loyal Omahans.



**R. BRUCE WALLACE** manages Merchandising, Publicity and News for KOIL.

In 1926, a year after KOIL breathed programs into the Iowa-Nebraska airwaves, 22-year old Bruce Wallace was at the out-of-school-looking-for-a-career-stage. He made his start on a newspaper. Well, rather more than a "start" for he spent ten years in that profession and in publicity and merchandising. That background was a fortunate one, for upon joining KOIL in 1936, he was placed in charge of merchandising, publicity and news, for KOIL. Bruce is one of the originators of the famed KOIL 7-POINT PLUS MERCHANDISING plan. (You'll have to ask him to explain its intricacies) . . . And he directs the collection of all news you hear on KOIL, too. His spare time is devoted to his family and his two hobbies . . . History and News.

# WHERE YOUR PROGRAMS BEGIN

Right—

**CLIFF JOHNSON** is Program Director of KOIL. Ideas . . . energy . . . ideas . . . showmanship . . . ideas and more ideas. That is the requisite of a good program director, and Cliff Johnson is that. Cliff came to Nebraska a year ago and was Program Director of KOIL's sister station, KFOR in Lincoln, until his promotion to KOIL Program Director four months ago. In charge of programs on KOIL, Cliff is directly responsible for all the local and network shows you hear when you turn your dial to 1260 kilocycles. An executive who knows his business because he has actually had experience in almost every part of the work he now directs, Cliff is on the job 24 hours a day, keeping KOIL programs your favorites.

Below—

**HAD HUGHES** is the KOIL Production Manager. You may laugh, but Georgie Porgie Breakfast Food played a big part in Had (Harold) Hughes' career. He travelled all over the nation as the "voices" and producer of that famous radio program. Otherwise, he has had 15 well-spent years of all types of radio production in stations from Bangor to El Paso. With KOIL four years, Had has a hand in the production of most KOIL dramatic shows. You'll find him wearing ear-phones in many pictures in this book.



Right—

**JAY HOLMAN** has charge of Continuity and Account Service. Jay provides the words for your shows and figures out new program slants with your sponsors. Fresh from a successful advertising career came Jay into our company. Unheard, he hears plenty, and he knows many of you would rather skip the "commercial" talk. Well, Jay is searching for a new approach to that problem — working between the great advantage sponsors bring American radio, and the kicks from listeners.



## THEY SELL BETTER RADIO PROGRAMS



HOWARD  
HOLSHOUSER



W. O. EDHOLM



MARGARET  
CROGHAN



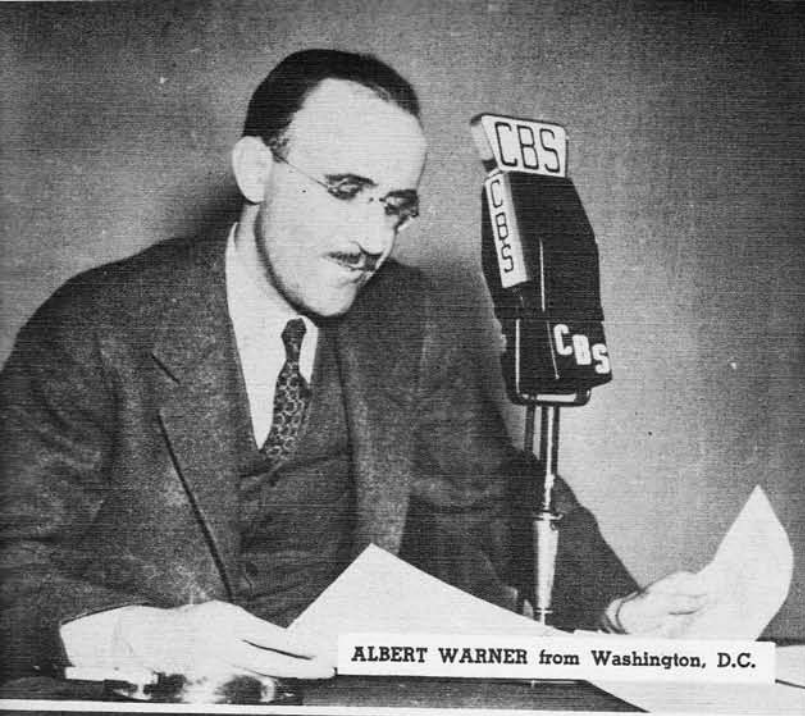
HUGH  
VAN ALSTINE



GERALD  
MALONEY



JIM LOWMAN



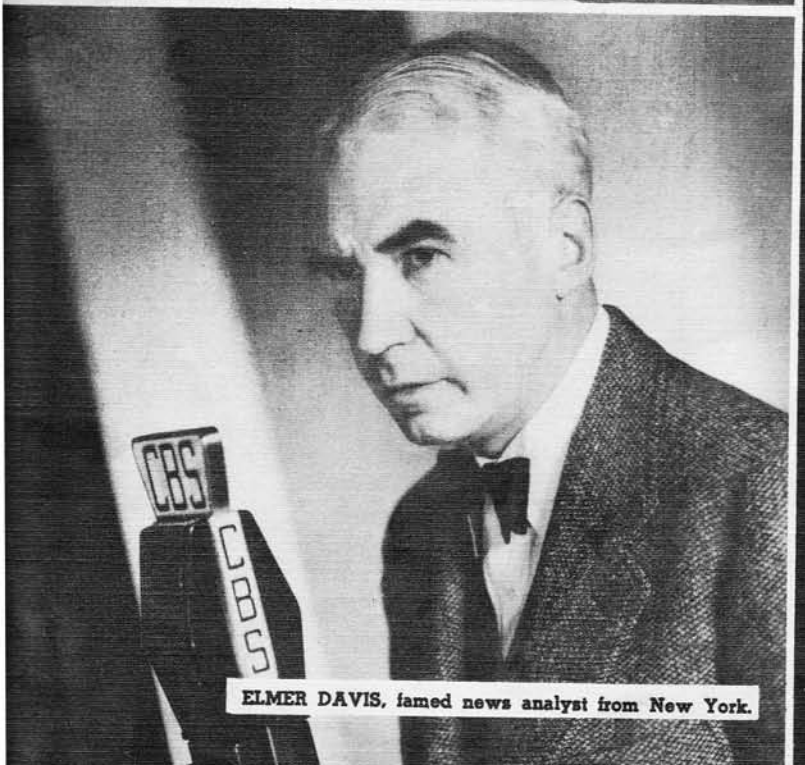
ALBERT WARNER from Washington, D.C.



PAUL SULLIVAN, CBS Newscaster from Louisville.



ERIC SEVAREID, CBS Paris commentator.



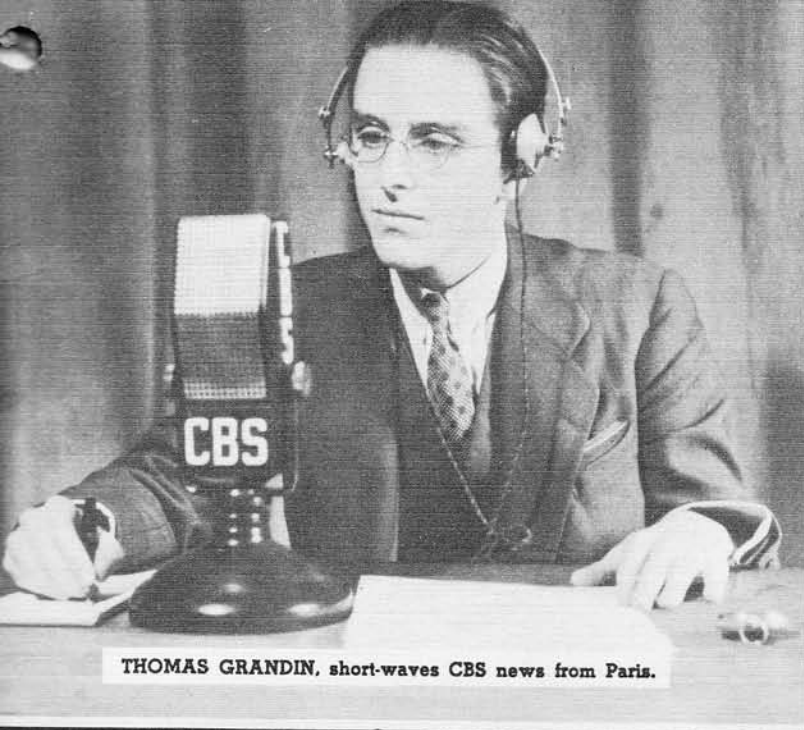
ELMER DAVIS, famed news analyst from New York.

On the brink of every stream of the world's activities stands a man filtering out the precious, perishable gold of News. These are the sources of KOIL's news service. From them comes the material for our 73 newscasts each week . . . a feat that has earned for KOIL the title of THE NEWS STATION of this area.

The horde of news "placer-miners" wading in the national and international currents often become engulfed by the flood of events. But their work of collecting news goes on . . . and it must reach one of the three mediums serving KOIL to be wired or broadcast either by the collector or his associate analyst, who evaluates and digests the news so that you may have a clearer view of what has transpired.



**KOIL BRINGS  
FROM AROUND**



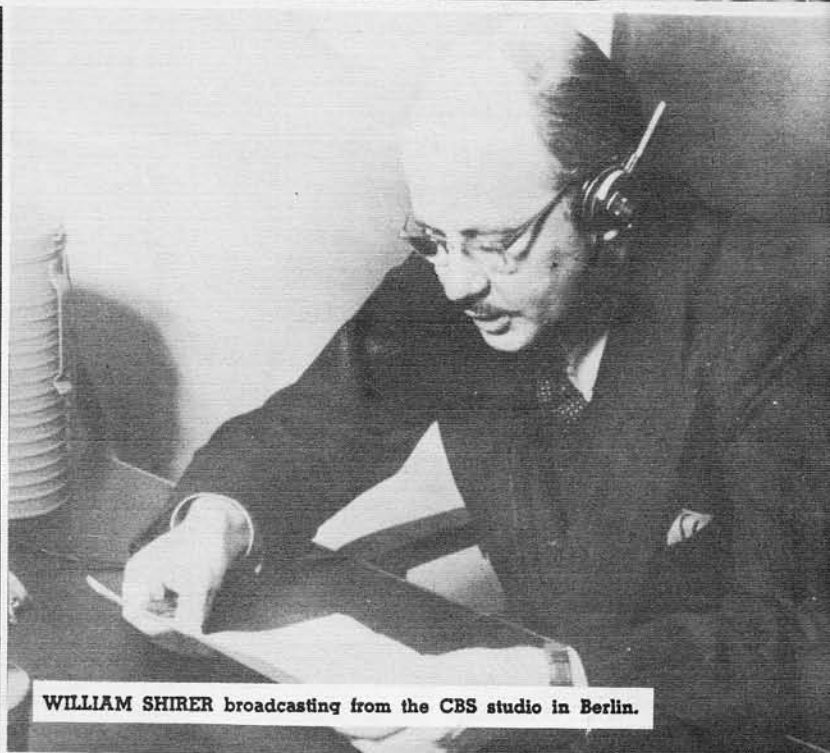
THOMAS GRANDIN, short-waves CBS news from Paris.



EDWARD R. MURROW reviews world events from CBS in London.

KOIL provides what is admittedly the best network news coverage of the war — from The Columbia Broadcasting System. The efficient, swift and farflung facilities of the International News Service pours a continuous report of events next door or in the farthest outpost into the KOIL News Room 24 hours every day. The Mutual Broadcasting System adds its news facilities to those mentioned.

KOIL is truly THE NEWS STATION — because we realize the vast importance of current events to you. And on these pages we show some of the men who broadcast from Europe or our own country. This week they may be in Norway, next week in China. They follow the news makers.



WILLIAM SHIRER broadcasting from the CBS studio in Berlin.



BOB TROUT, CBS-New York reporter and special events man.

# ..... WHILE IT IS NEWS

With legions of news collectors, analysts, telegraphers, writers and dispatchers constantly directing stories to KOIL, there remains still another link in the chain to reach your homes —The KOIL News Room, staffed with expert NEWS-TRAINED editors and writers. Here the hundreds of dispatches arrive hourly . . . fast enough to keep more than one man at the microphone constantly if all stories were to be delivered as sent. But even with an average of ten newscasts a day, KOIL lacks the time for all that . . . so the items must be "boiled down", condensed and arranged according to what is of greatest interest to KOIL's audience. The news originating in KOIL's studios is completely re-written for lucidness and brevity by our experienced staff.



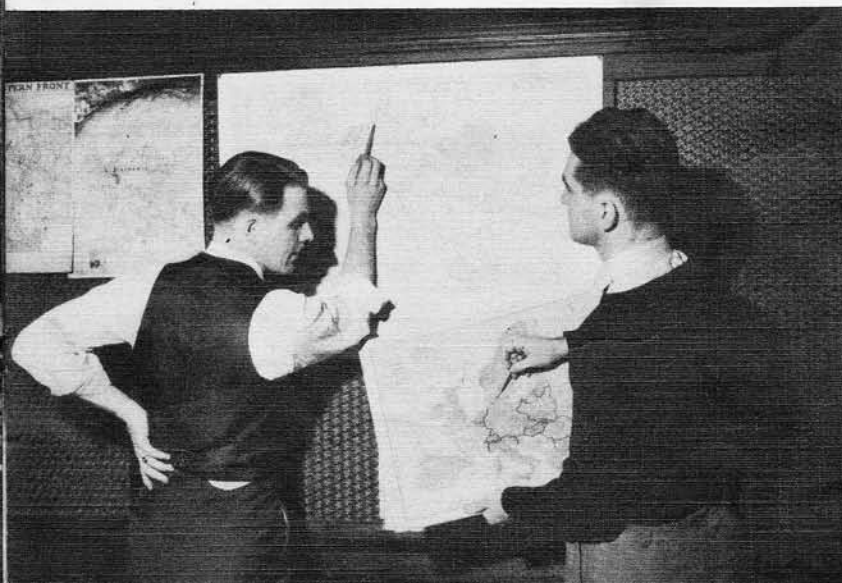
**LEE HANNIFY**, KOIL City Editor and Assistant News Editor, reviews and revises late dispatches from the I.N.S. teletype machines shown behind him. These machines are directly connected with I.N.S. bureaus at strategic national points. Lee, a trained radio-newsman with 14 years of news experience to back him, helps direct the re-writing for all KOIL news periods.

**KOIL NEWSCASTERS** . . . Left to right: Harvey Carey, Cliff Johnson, Harvey Twyman. Harvey Twyman's voice is usually heard on the early morning news . . . with news bulletins at 6:15 and 6:45 a.m. and the first KOIL news period at 7:30. Cliff Johnson reads the KOIL news 9:30 and 12 noon and Harvey Carey is the KOIL newscaster at 3:15 p.m. and 10:00 p.m.



Something is elusive in Denmark, and News announcer **Harvey Twyman** (left) searches the KOIL News Room maps with newsman **Vince Thillen** (right) for the proper location and spelling of a strategic city. Harvey presents your 7:30 a.m. news period, while Vince is another trained editor who helps prepare the concise, narrative reports from KOIL.

The constantly coming news dispatches keep **Newsman Grant Burden** and **Vince Thillen** busy re-writing and confirming each item. Grant Burden, at the typewriter, served several years on a newspaper before coming to KOIL, and for some time both he and Vince Thillen were correspondents for a news service.





The big fire at the Borden Garment Company store brought the KOIL Mobile Unit to the spot before more than a few people could gather. Notice the Mobile Unit truck with portable antenna in place at lower left of the picture.

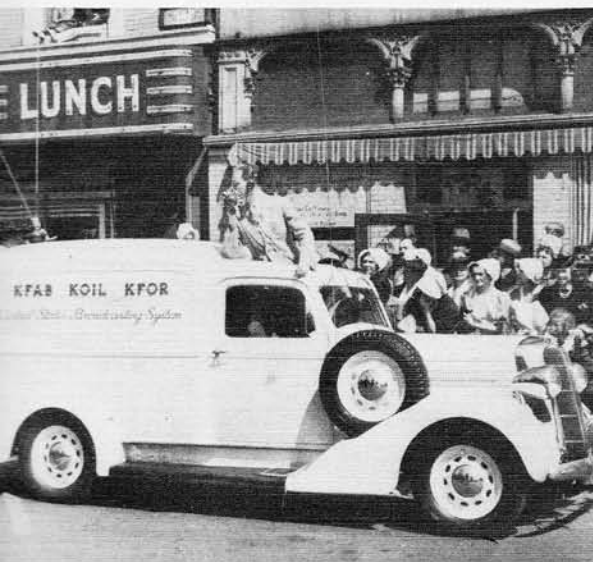


Four alarms sounded when the Henshaw Hotel blazed. Close to the line of action went KOIL to bring an "on the scene" description of one of Omaha's worst fires. KOIL announcer to the left is Bill Baldwin.

## KOIL ON THE SCENE



Not all news comes over wires or radio networks . . . news is made in the Omaha. For that reason KOIL is ever ready with its complete "studio on wheels" to bring you on-the-spot reports of local events. Wherever it may be, or whenever, the KOIL short-wave station aboard an especially equipped truck speeds to the scene for a broadcast of "news while it is news".



KOIL's Mobile Shortwave Unit, KABJ, in action during a parade of the Golden Spike Days celebration in Omaha. A KOIL announcer stands erect in the especially constructed cab of the Unit, describing the parade, as a part of the parade.

Out into the Missouri river flood near Hamburg, Iowa, went KOIL's shortwave station KABJ, manned by engineer Jerry Weist (with ear-phones) and announcer Bud Thorpe. With them were Hamburg City officials to inspect and report the flood from the same boat . . . a floating radio station!



Into otherwise forbidden territory goes the KOIL "mike" in the hands of Bill Baldwin. When a train was wrecked farther into Nebraska listeners learned more of the true conditions than did actual spectators, denied the close-up that KOIL was allowed.

Not only catastrophe, but fun, is news, so Bill Baldwin "goes to the circus" and atop a photogenic pachyderm tells KOIL listeners of the merriment at the Shrine Circus performance.







KOIL interviews movie actress BARBARA STANWYCK during her appearance in Omaha for the 1939 Golden Spike Days and the premiere of "Union Pacific."



During the filming of "Boy's Town", MICKEY ROONEY (right) and a co-movimp meet at the piano in KOIL's studios to answer an interview between chords.

## KOILUMINARIES ARE NEWS

"Names" are the sparks from which news is generated, so KOIL makes it a point to introduce those who stop in Omaha on their various missions. The principals for this department of KOIL's News Bureau are represented in part on this page.



FATHER FLANAGAN belongs to Omaha as well as Boy's Town and KOIL's Cliff Johnson takes the KOIL mike out to Father Flanagan's office for an exclusive interview with this nationally known boy's worker.



Manager-player HAP EMMS tells KOIL's Hugh Higgins and our audience how the Omaha Knights wound up in second seat in this year's hockey league play-off. This at a Chamber of Commerce banquet. Emms at the right.

In Omaha recently with her Ice Review, SONJA HENIE glided over to the KOIL "mike" between numbers and graciously called on all KOIL listeners.

The main offices of the Union Pacific are in Omaha and when the first Golden Spike Days were celebrated, the U.P. Board of Directors held its meeting in Omaha, with U. P. President WILLIAM JEFFERS presiding. Picture shows him in "Golden Spike" costume behind a KOIL mike.



# STRICTLY FEMININE

May we, not only on this page, but throughout this album, sincerely raise a brimming glass "to the ladies". To them the predominant portion of our programs are directed — perhaps not specifically, but in view of the modern woman's broad interests, generally. However, our particular attention goes to the ladies through the department on this page . . . headed by the gracious Belle West . . . featuring Martha Bohlsen, Kate Smith, Mary Lee Taylor with her daily recipes and the many others who make up drama and music.



Above—  
**BELLE WEST**, KOIL's Woman's Editor, writes, produces and announces her own 15-minute daily program, "Polly The Shopper", besides acting as advisor on KOIL's other women's programs. Tactful, charming and intelligent, Belle West is widely known and respected for her advice on clothes and how to wear them. Her "Polly The Shopper" feature is the biggest ladies' feature in this area.



Above—  
To support her discussions of Omaha fashions, Belle West spends much of her time in our local shops, selecting with as careful judgment as though she were to buy each item. Here we found her examining a new ensemble.



Left—  
Women of importance in business, the home and professions, are frequent guests on Belle West's programs. Here she is airrelating the stories of Myrtle Mason (across the table), head of the Union Pacific Women's Travel Bureau.



Above—  
**KATE SMITH SPEAKS** to KOIL ladies through our CBS facilities. Jolly, genuine Kate turns from her "songbird" role for a quarter hour each weekday of news for women, interviews, recipes and a bit of advice.



Left—  
**MARTHA BOHLSSEN** talks from her model kitchen to the popular "Homemaker's Club of the Air" audience. Her discussions of homemaking, cooking and kitchen problems have brought her club membership into a high bracket.



BEN BANDMAN BERNIE AND LEW LUDICROUS LEHR.



BURNS AND ALLEN . . . EVERY WEEK ON KOIL . . . JUST AS THEY LOOKED IN OMAHA AT THE SURPRISE PARTY CONVENTION.



ELLERY QUEEN & NIKKI (RIGHT) WITH PART OF THE "ADVENTURES OF ELLERY QUEEN" CAST.



ROMANTIC TONY MARTIN SINGING ON "TUNE-UP TIME".



THE NEW YORK PHILHARMONIC ORCHESTRA.



"MYRT AND MARGE" ARE ACTUALLY MOTHER AND DAUGHTER.



FRANCIS X. BUSHMAN & SUNDA LOVE (FIRST AND FOURTH FROM LEFT, RESPECTIVELY) WITH THE "STEPMOTHER" CAST.



LAWRENCE TIBBETT SINGING WITH THE FORD SUNDAY EVENING HOUR.



AMOS & ANDY (RESPECTIVELY).

ARLINE BLACKBURN, THE TITLE ROLE IN "PRETTY KITTY KELLY".



LOVELY BESS JOHNSON PLAYS HER OWN NAME - PART IN "HILLTOP HOUSE".



THE MODEL MINSTRELS PAIR: HOWARD & SHELTON.



# ENJOYMENT IN VARIETY



Left—  
BESS FLYNN (the housekeeper)  
and FLOYD BUCKLEY (the  
father) in "LIFE BEGINS".



Right—  
ILKA DIEHL, VIRGINIA  
CLARK, LOUISE FITCH & BILL  
FARNUM the cast of "THE  
ROMANCE OF HELEN  
TRENT".



Left—  
FRANCES LANGFORD



Right—  
"YOUR FAMILY & MINE" fea-  
tures alluring FRANCESCA  
LENNI.

"JOYCE JORDAN, GIRL IN-  
TERN" is played by ANN  
SHEPHARD.



Below—  
LANNY ROSS presents a quar-  
ter-hour request program.



"MY SON & I" are, respec-  
tively, BETTY GARDE and  
Master KINGSLEY COLTON.



# ENJOYMENT IN VARIETY



Left—  
PENNY SINGLETON as  
"BLONDIE" and ARTHUR  
LAKE as "DAGWOOD".



Right—  
MARTHA MEARS & JOHN  
CONTE in "IT HAPPENED IN  
HOLLYWOOD".



"OUR GAL SUNDAY" cast in  
rehearsal.



Right—  
GABRIEL HEATTER and guests  
on "WE, THE PEOPLE".



Vivacious NOEL MILLS is cast  
in "WHEN A GIRL MARRIES".



Below—  
This is "CHARLOTTE MON-  
SON" heard in "SOCIETY  
GIRL".



Famous novelist KATHLEEN  
NORRIS has her own program.

# ANSWER PLEASE

Each Monday night, five prominent Omaha citizens sit by a KOIL "mike" for a spirited "contest of wits" with KOIL listeners, who contribute the questions this Omaha Board of Experts try to answer.

This program is "ANSWER PLEASE" — it recently celebrated its first anniversary on the KOIL airwaves. Whenever a listener's question is used, he is awarded one dollar; if the Board fails to answer the question correctly, five additional dollars go to the sender.

Quick-witted men and women from every walk of life have participated as members of the KOIL Board of Experts on "Answer Please" in the past year. Many of them will be recognized in the pictures on these two pages.

KOIL is indebted to the Omaha Junior League for their cooperation in making "Answer Please" one of Omaha's best liked locally-produced features. KOIL's Had Hughes handles the production.



A typical Board of Experts for KOIL's "Answer Please" get into the swing of the program with characteristic good humor. Walter Byrne, "emcee" for that week program, stands at the end of the table ready to ring out wrong answers on the cash register. Around the table from the left are J. T. Stewart, II, Mrs. Paul Gallaghe Mr. Byrne, Frank Fogarty (with cigarette) and Alan McDonald (in glasses).



J. T. Stewart, II.



Wilson Douglas



Miss Margaret Wickenden



Sam Rees



Frank Fogarty



Kenneth Reed



Hugh Higgins



Mrs. Cyrus P. Mason

# THEY ANSWER "ANSWER PLEASE"



J. R. Perkins



Alan McDonald



Mrs. Abbott Dean

S. R. Kirkpatrick

Walter Byrne

Miss Belle Ryan

Mrs. Paul Gallagher







KOIL, one of the nation's pioneer stations, has an enviable list of "firsts" to its credit. Right from the starting gun the management has been dissatisfied to sit back wrapped in the credit of early establishment, and has followed a course of progressive radio enterprise. Today — and proud we are to say it — KOIL Still Holds Its Place At the Head of the Radio Parade.

Established in 1925, Iowa, KOIL was the FIRST radio station in the country to be housed in a building designed exclusively for broadcasting use. Since then KOIL has established principal studios in Omaha.

The FIRST Columbia Broadcasting System program on June 3, 1928 was carried by KOIL, the SECOND radio station in the entire country to sign with CBS for its initial nationwide network service. KOIL changed from CBS to the NBC-Blue network for a few years, but again became affiliated with its original network in 1938; this time as a Basic Station of The Columbia Broadcasting System — "KOIL goes Columbia" . . . another "milestone".

### **KOIL was the FIRST radio station west of the Mississippi to broadcast network programs.**

Alert to every new development and service, KOIL acquired its Mobile Unit, housing a complete short-wave broadcasting transmitter, in 1936. It was the FIRST "Broadcasting Station On Wheels" in Nebraska, and attracted much attention at the National Association of Broadcasters Convention in Chicago in 1937.

And so it has been, is and will be . . . KOIL moves into a greater realm of listeners, due to new technical advancements, increased power, new transmitter, finer entertainment and a broader service to its entire area of KOIL listeners. Never is there an idle moment in the improvement of our radio station. Many, Many innovations are to come . . . many, many more KOIL MILESTONES.



Below—

The new KOIL transmitter, located 2 miles east of the Missouri River in Iowa. This modern radio unit was built when KOIL increased its power to 5000 watts in 1937.



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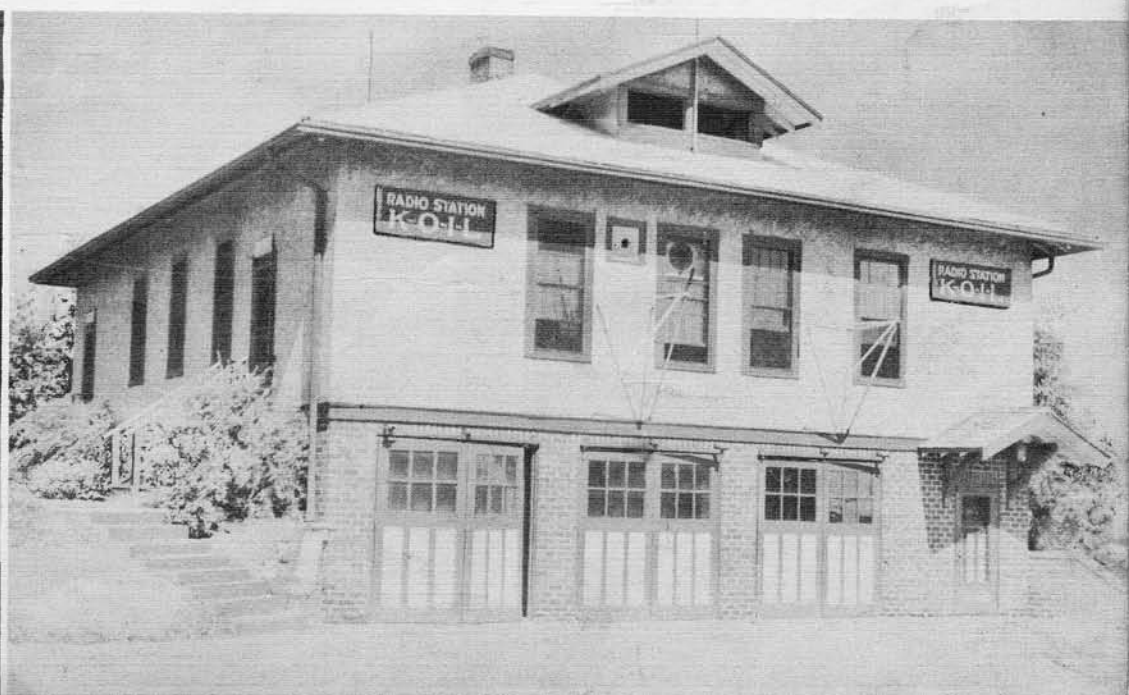
The KOIL Mobile Short-wave Unit — the FIRST in Nebraska — in action at the Bordy Garment Company fire. The especially built broadcasting unit is a familiar sight wherever news is being made in or about Omaha and Council Bluffs.

Left—  
 "KOIL Goes Columbia" — back with CBS in 1938, KOIL brought its listeners the greatest national network service available, in fact, THE WORLD'S LARGEST NETWORK. The CBS stars shown in this book are only a portion of all those who have been heard over KOIL.



er and better "milestones" are to take their the KOIL history. The foresight and efforts al Manager Don Searle were largely respon- bringing the "Gracie Allen For President Party' Convention" to Omaha as the feature 40 Golden Spike Days. Here are George ie with Don during arrangements in Holly-

The old KOIL studios and transmitter building — the first building in the nation for exclusive radio use.



# FROM KOIL'S STUDIO



**THE KOIL "YAWN PATROL"** brings you out of your sleepmood each weekday morning with its routine of time-temperature-music-gags-and-gaity. Left to right in front of Prof Gary's 12-piece band is maestro Gary, Master-of-ceremonies Bill Baldwin, Had "Pappy Pluner" Hughes and announcer Harvey Twyman. The "evening clothes" are not usual program dress, of course.



So you thought "Herkimer, the Rooster" was not real? Well, of all things! His crow is a familiar note on the KOIL MUSICAL CLOCK, while Harvey Twyman spins music from transcriptions, tests the time and temperature, and otherwise conducts himself in the pleasing, informal manner that has made the Musical Clock a favorite with KOIListeners.



**PROF GARY & HIS ORCHESTRA** — and if the typesetter puts a period after "Prof" he's wrong, for that's a name, not an abbreviated title. The KOIL Studio Orchestra comprises twelve experienced musicians who provide the melody for many programs. Banddirector Gary, in the foreground, has had a plentiful musical background and is well-known in this area.



CBSportscaster TED HUSING does a pre-game check-up with the famous Elmer Layden, football mentor at Notre Dame University, and the one-time phenominal 155 pound fullback of the legendary "Four Horsemen of Notre Dame".



Down at the traditional Churchill Downs Meeting in Louisville, Kentucky, Ted Husing works with his CBS associate Briand Field, authority on the ways of racing horses. Shown here atop the pavillion at The Kentucky Derby, Ted relates the "color" and pre-race statistics.



## SPORTS COVERAGE

Continuing our policy of instantaneous news reporting, KOIL keeps a weather eye on local and national sports events. Last winter you heard play-by-play accounts of the stellar Omaha Knights hockey matches; other local athletic features are reported; CBS, with its distinguished sports experts keep you posted on every field of competitive sports.

As the album goes to press KOIL is searching the radio nation for a man to devote his entire time to reporting and reviewing sports for you from KOIL. He will be experienced, concise, clear and authoritative. Watch for the announcement of the final selection.

Ted Husing and his "Man Friday" JIMMY DOLAN, who assists Ted in his football and other sportscasts for CBS-KOIL.

At Omaha's Ak Sar Ben Coliseum KOIL's Hugh Higgins meets Hap Emms, player-manager of the Knights, at the puck board between hockey periods for a word about the progress of Omaha's first ranking big-league hockey team. KOIL delivered play-by-play accounts of the Knight's games throughout the season.





# KOIL RADIO THEATRES

Drama . . . by the greatest authors, featuring the finest stars, played in the largest theatre and to the most extensive audience in the world . . . all yours without an extra penny's cost, and without stirring from your favorite chair. That is "the theatre" from KOIL.



**JOAN BENNETT**, glamorous star of the Bennett family of stars, recently appeared as guest actress on THE TEXACO STAR THEATRE. This popular features a steady stream of the most famous stars and a new play each week.

**THE FIRST NIGHTER** weekly drama stars the talented **BARBARA LUDDY** in its series of plays from the stage of "the little theatre off Times Square".



"**DR. CHRISTIAN**", played by **JEAN HERSHOLT**, seen here with Rosemary DeCamp, another of the cast, tells the continued yet segmented story of a small-town, sympathetic doctor who cures more than physical ills.

**THE SILVER THEATRE** is another well-known and expertly produced radio playhouse. Directed by the veteran stage-screen-radio actor **CONRAD NAGEL**, The Silver Theatre brings still more noted plays and people to the KOIListeners.





**THE LUX RADIO THEATRE — CECIL B. DeMILLE** famed producer of radio and screen plays, confers with his assistant, Bill Pine (left), and his secretary, Gladys Rosson (right) in selecting a new weekly vehicle for this stellar program.

**GRAND CENTRAL STATION**, the scene in life and drama of the gamut of human experiences from comedy to bitter remorse, is a longtime favorite of radio listeners. Here in one of the casts are Lawson Zerbe, Ian Martin, Paul Stewart and Vicki Vola.



**THE COLUMBIA WORKSHOP**, one of the most famous groups of players on the air, represents CBS' lead in traditional and experimental drama. The choice of the world's finest plays are given you through this KOIL-CBS feature. Cast is shown.

**THE KOIL PLAYERS**, the official drama group for KOIL, comprise experienced and talented people. Left to right: Two script girls, Bill Baldwin opening sound door, Dennis Hooker, Bud Thorpe, Harvey Carey, John Knudsen, Dorothy Bennett, Larry Forsythe, Francis Casey, and director of The Players, Had Hughes with headphones.



# THE REALM OF

Have you ever wondered how a sound progressed to reach you from a microphone miles — even hundreds of miles — away? Many of you have, we know, for our visitors have raised the point often.

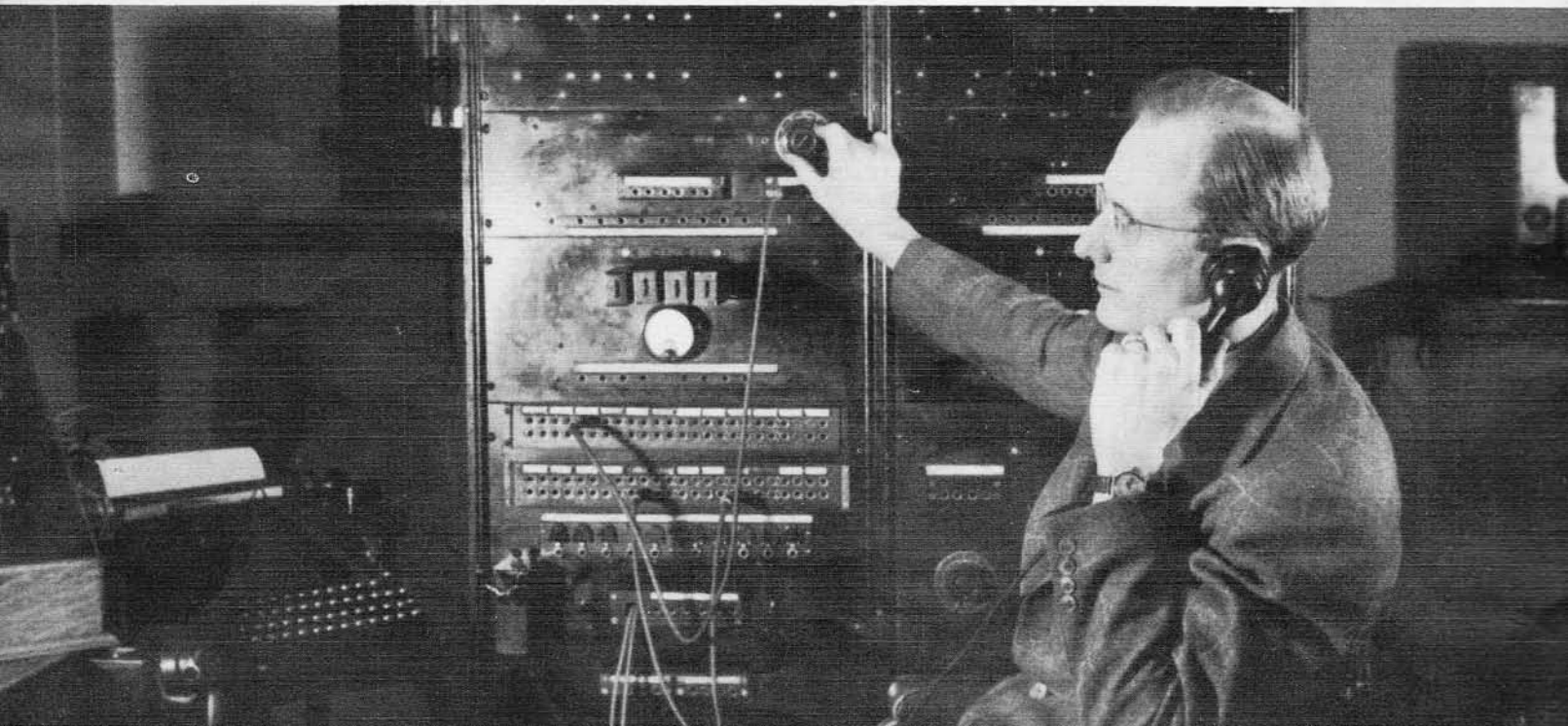
The speed of radio is truly "split-second". Radio waves travel with the speed of light — 186,000 miles a second — while the sound of a voice in the room travels mechanically and so much slower that if a statesman in England were addressing a large auditorium full of people, and broadcasting to this country at the same time, we could hear what he said quicker than one who sat several hundred feet from the speaker!

On this page is a very brief photographic story of what happens to a news bulletin from the time it leaves the tongue of an announcer, until you hear it at home on your radio. Devoid of technical phraseology and the overwhelming scientific detail involved, this explanation is not to be taken as at all complete.

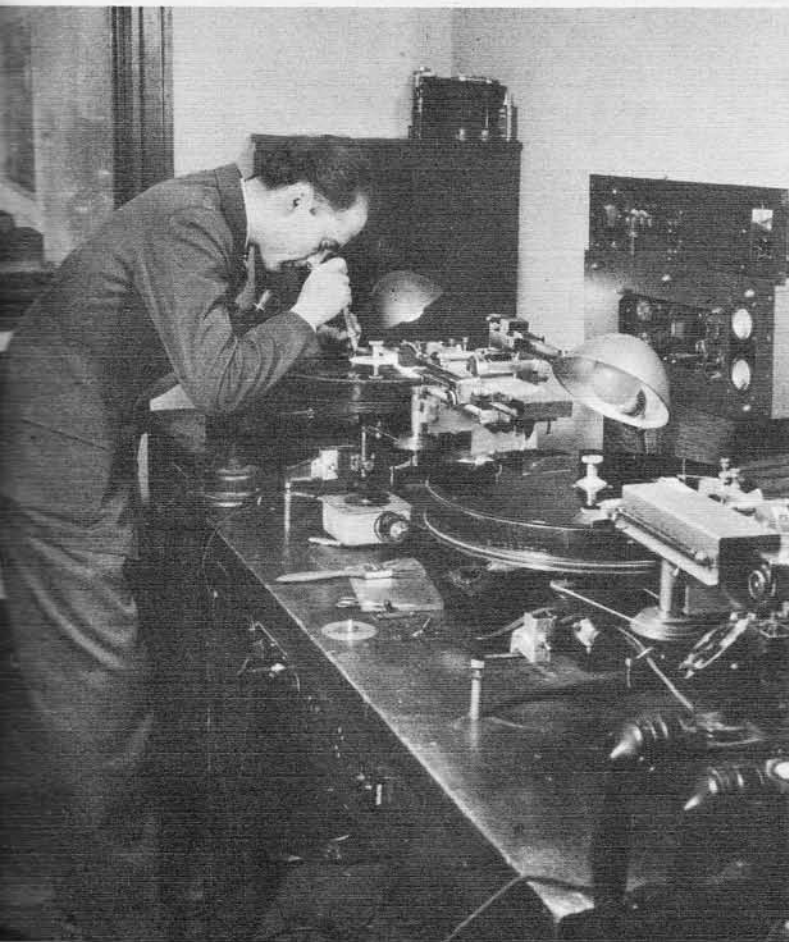


KOIL Announcer Harvey Twyman (faintly visible through the studio window at the left), broadcasts a news flash into the microphone. As the mechanical impulse of his voice strikes the diaphragm of this delicate instrument, weak impulses of electricity which vibrate the same as the voice waves are set up in the current leading into the control room. Incidentally, the power of these impulses at this point are so small that it would take about sixty million microphones, linked together, to light an ordinary sixty watt light bulb! So instantly our infant radio sound goes through the control panel to be regulated for intensity.

From Studio B control the sound impulse is "boosted" from its very weak form to greater strength and sent to KOIL's Master Control Room. Here Omaha Control Supervisor Al Bates keeps busy routing the news flash to its proper channel and applying increased power to carry it along. The sound becomes no louder, understand, but the electrical current carrying the impulse created by it is constantly strengthened, so it will be clear when it reaches . . .

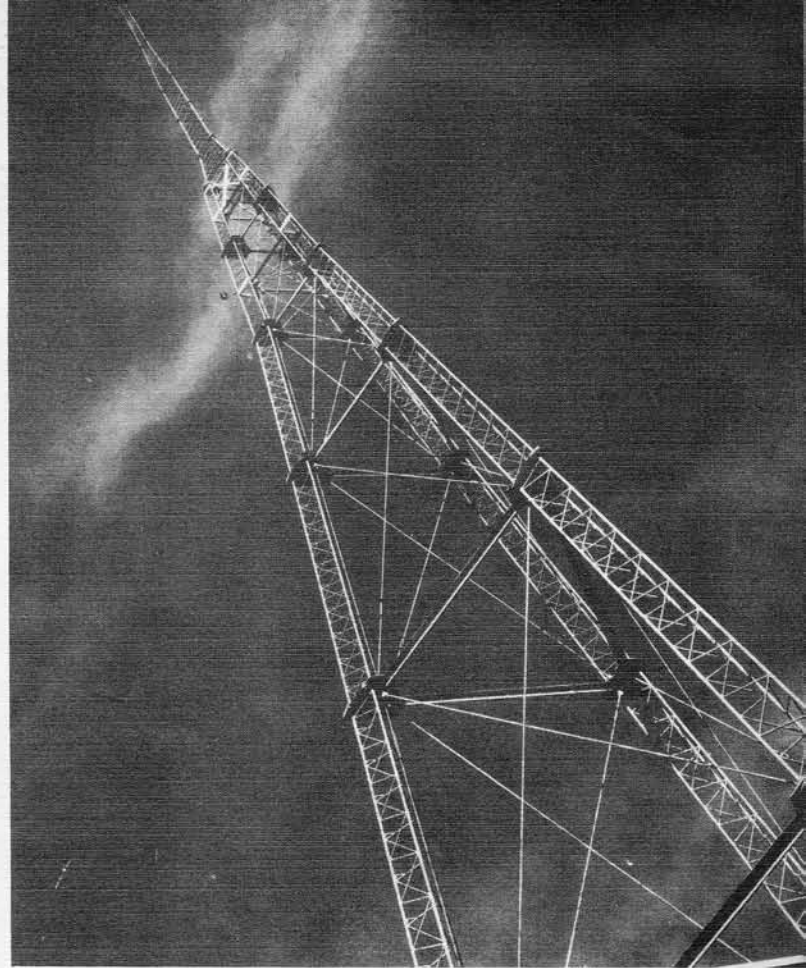


# "SPLIT SECONDS"



The Recording Room. KOIL instantly transcribes many news flashes, for future reference and for the playback in an aireview of an entire event. This step is "tapped" off the line to the transmitter. In "cutting" the recording of our news flash, expensive diamond or sapphire points are used to make a groove in a pliable but very rigid substance called "acetate", spread over a metal disc. Meanwhile, the impulse of the news flash has reached . . .

The New KOIL Transmitter, across the Missouri river in Iowa, where it is amplified greatly. From the crystal at the transmitter are generated non-variable radio waves, which carry the amount of power prescribed for use at KOIL by the Federal Communications Commission. KOIL uses 5000 watts, but must apply 25,000 watts to produce that broadcasting power. The tremendous electrical impulse from the studio sources meets this "frequency" strength at the transmitter. The first is to be borne through the air by the second, much in the way the printing on a newspaper is carried through the press by the continuous roll of paper. But to reach the air, our news flash impulse must first pass through . . .



KOIL's 312 foot Vertical Radiator, or antenna. From this towering mast the waves bearing the news flash are radiated like water from a lawn sprinkler. At the same time, those waves travel through the ground, but for shorter distances. Out go the waves — some up, some straight, some down, but all arched like the flight of an arrow. At a certain height in the daytime sky is a "ceiling" from which the waves are deflected to earth and back to the sky.

Those are the radio waves that hit your receiving antenna (aerial). The detector in your receiver change the radio waves into electrical impulses, and the diaphragm in your loudspeaker changes the electrical to the mechanical waves you hear.

Now if you could read rapidly enough to understand this description in the time it would take to see across a room, you would have an idea of the speed of this process. The news flash has reached you from miles away . . . in a "Split Second".



# "KOIL, THE VOICE OF THE COMMUNITY."



Be it a Community Fund drive . . . a special message from the Governor . . . a Safety Drive . . . a civic project . . . emergency . . . KOIL puts forth its best efforts to present the community with a true and graphic picture of the purpose and progress. Here we can show only a small portion of KOIL's community activities, but a representative one.



**SAFETY** . . . Cooperating with the Omaha Police and Safety Council to keep children safely away from street dangers, KOIL's Bill Baldwin conceived the idea of describing, step-by-step, the precautions taken in this campaign. Thus we see Bill (Right) with an officer in the Omaha Police Radio room to broadcast by delayed transcription the call that comes in regarding children coasting on a barred hill . . . and the ensuing events.

Bill, with Sargeant Swetula and the KOIL traveling "mike", visit the scene of danger on the "restricted" hill. The Sargeant's talk with the children is also recorded, warning them of the risk from automotive traffic, advising them to use the improved hills in city parks. Then Bill took the "mike" to a hospital to interview a lad who had been injured sliding on the wrong hill; thence to the studio for a talk with Omaha Police Commissioner Richard Jepsen. The entire proceedings were arranged into a half-hour broadcast that same day . . . KOIL's contribution to the safety of children in this area.



**STATE** . . . Governor Roy Cochran discusses the state's business and policy with KOIL listeners.

In connection with the Annual Boy Scout Drive in 1940, **WALTER HEAD**, National President of the Boy Scouts of America visited the KOIL studios — and KOIL listeners — with Scout Dick Peterson.





**BOY SCOUTS** . . . KOIL proudly recognizes the value of the Boy Scouts organization, and makes it a point to further their principles in every way possible. As in this picture, representatives of every Scout troop in the city are guests of KOIL at various times. Harvey Twyman (left) and Had Hughes (right) conducted this program.

**GIRL SCOUTS** . . . They too come into the attention realm of the KOIL microphone. As part of our year-round cooperation with this outstanding project, representatives of all Omaha sections joined in a combined interview with Harvey Twyman and Had Hughes in the KOIL studios.



**CIVICS** . . . To assist in the public understanding of civic ventures KOIL keeps a permanent line into the Chamber of Commerce headquarters and at prominent banquet halls. Here Program Director Cliff Johnson catches the radio remarks of **MAYOR DAN BUTLER** of Omaha at a Chamber of Commerce Public Affairs luncheon.

**GOVERNMENTAL** . . . When the new F.H.A. South Side Terrace homes were opened this spring, Bill Baldwin brought KOIL listeners the reactions of one of the family moving into their new, modern quarters. At the right is a Government FHA Worker on the same inspection tour.





# STARS IN THE KOIL SKY

Left—  
"THE ASK-IT-BASKET"  
man, Genial **JIM McWIL-  
LIAMS**, in the "answer"  
program that is novel  
and jovial.

Right—  
"STRANGE AS IT  
SEEMS" — showing  
**JOHN HIX**, cartoonist,  
upon whose 50,000  
strange facts the drama-  
tizations are based.



Left—  
**MAJOR EDWARD  
BOWES** has become so  
well known for his "Or-  
iginal Amateur Hour"  
that his name has re-  
placed the title.

Right—  
"PROFESSOR QUIZ" in  
the process of being  
stumped at his own  
game by young Arthur  
Ross of "THE MARCH  
OF GAMES".



Left—  
"JOHNNY PRESENTS"  
— Showing the famous  
tiny call-boy piping out  
the familiar "Call for  
Phillip Morris . . ."

Right—  
"BELIEVE IT, OR NOT"  
—Bob Ripley, originator  
of the famous fact-car-  
toons and narrator of his  
own program on CBS.





**"SKY BLAZERS"** dramatizes lives and legends of aerial pioneering, with America's great flyer **COL. ROSCOE TURNER** directing.



**"GANG BUSTERS"** re-enacts actual crime cases from police files. Col. H. Norman Schwarzkopt, shown here, is consultant.



**"YOUR HIT PARADE"** features the appealing voice of **BONNY "OH JOHNNY" BAKER** with Mark Warnow's hit tunes.



**THE GAY NINETIES REVUE**, showing the "Mullens Sisters", is a program of the fun and songs of yesteryear.

**"BIG TOWN"** with Edward G. Robinson and Ona Munson leaves the newspaper crusade adventures for variety drama this summer.

**"VOX POP'ers"** Parks Johnson and Wally Butterworth with guest.

**THE "COURT OF MISSING HEIRS"** James J. Waters and Alfred Shebel.



# SERVING RELIGIONS



. . . Of all races, sects and creeds come KOIL's programs of religion. The limitations of space and available photographs prevents a complete pictorial statement of KOIL's programs of worship . . . one of the important omissions is "The Old Fashioned Revival", conducted by Rev. Charles Fuller . . . but we are proud to be a part of the vast radio industry which is contributing material to the American principle of freedom of religious thought.



**THE COLUMBIA CHURCH OF THE AIR** was originated (as pictured) recently from KOIL, and relayed to the rest of the nation. For that network program Omaha and KOIL offered the St. Cecelia a cappella choir (background), and (left to right in foreground) KOIL's Harvey Carey, Choir Director Winifred Traynor Flanagan, and Right Reverend James Hugh Ryan, S.T.D., Bishop of Omaha.

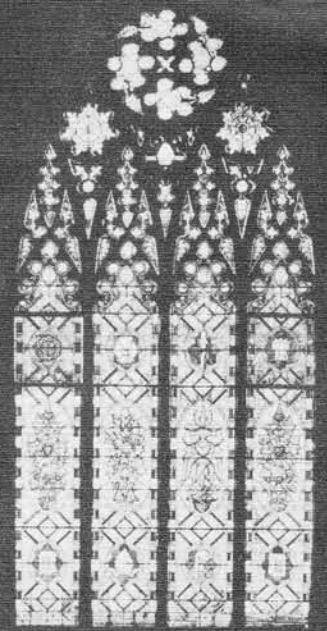


Above—

**WINGS OVER JORDAN**, the remarkable, nationally famous negro choir, is directed by entirely-aryan Worth Kramer, who organized the group four years ago in Cleveland. Now on tour, the choral group broadcasts to CBS wherever there is a basic station to originate it.

Right—

**THE SALT LAKE CITY TABERNACLE CHOIR** with the spoken narration by **RICHARD L. EVANS** (shown here), has become one of the finest religious and secular choirs in the country. Each Sunday CBS spreads its inspirational music to KOIL and stations from coast to coast.



Above—

**OMAHA CHURCH OF THE AIR** is a weekly feature presented with the cooperation of the Omaha Council of Churches. A different Omaha Protestant Church is in charge each week. Reviewing plans for the program in this picture are (left to right) W. F. Cozad, President of the Council; Dr. W. H. Phelps, Vice President; and KOIL's Harvey Carey.



# "PROFESSOR KOIL"

With educational programs designed comprehensively to reach each group of children from the lower grades through high school, KOIL has expended its scholastic features in 1940 to a point where pride is the natural thing. Here are some of the new-style educational broadcasts.



**FOR ALL CHILDREN** is the Omaha Junior League-KOIL weekly program supervised in preparation and production by Mrs. John Peacock, Chairman of the League's Radio Committee. A specimen of the program is pictured here — "Uncle Clem Tells A Story", teaching history, folk-lore and geography of the world through the old wanderer's tales. Left to right: Had Hughes, director and "Uncle Clem"; Mrs. Stanfield Johnson; Miss Eileen Jeffers; Miss Sally Johnston; Mrs. Edward Shoemaker; Harvey Carey; Miss Echo Guiou, author of the script; and Mrs. Sanford Rathburn.

**"LET'S PRETEND"** last year received the highest possible rating in the nation for its qualities as a children's educational-entertainment program. Presented each week by Columbia's Junior Stock Company, and heard regularly over KOIL, the parts are taken entirely by children. In this scene the cast is in rehearsal with Nela Mack the director.

**THE AMERICAN SCHOOL OF THE AIR**, Number One educational series of national scope, is for all grades. However, as a variation from its daily all-CBS presentation, each Friday six high school students from Omaha and Council Bluffs come to a KOIL studio to participate in the final 15-minute local portion of the feature. This picture shows one of the groups busy at the microphones. School rooms throughout the country are equipped with radios to benefit by this novel method of instruction.

**KOIL's "JUNIOR I.Q."** is developed with the help of the Omaha Public Schools. Out into the school yards goes the KOIL "mike" with announcers Hughes and Twyman asking the carefully prepared questions of the children. Each Saturday morning — by appointment — they visit a different grade school in Omaha or Council Bluffs . . . and the fun begins. This was the program in the yard of the Central Grade School in Omaha.



# THE BEST BAND



Left—  
**WAYNE KING**, famous maestro of soothing waltz tempos, is one of KOIL's "best bands in the land". Throughout the "swing" era "The Waltz King" has held his place and enhanced his popularity with KOIL listeners.

Right—  
**ANDRE KOSTELANETZ**, "Tune-Up Time" conductor, with **KAY THOMPSON**, his vocalist.



Left—  
**COUNT BASIE'S** negro orchestra is KOIL's star of "hot" music.

Right—  
**SHEP FIELDS** brought out his now-popular "Rippling Rhythm" several years ago, setting a new style for dancing.



Left—  
**BEN BERNIE**, "The Old Maestro", has circulated in radio since the industry was still an infant.

Right—  
**GLENN MILLER** and his band represent a new generation of semi-swing music-makers.





Left—  
**HAL KEMP** and his band have never succumbed to the "extreme swing" school of rhythm. His melodies are sweet and lilting.



Right—  
**GUY LOMBARDO'S** orchestral manner of mellow, expertly arranged tunes will never fade from favor.



Left—  
**JOHNNY GREEN'S** aggregation is a comparatively recent listeners' choice — another band in the high school of fame.



Right—  
**JIMMY DORSEY**, his saxophone and his orchestra, one of the "supers" of swing on KOIL's dance list.



Left—  
**SAMMY KAYE** has brought his "Swing and Sway" orchestra into the fame-light with precise arrangements and hard work.



Right—  
**B. A. ROLFE**, the "merry ol' soul" of danceland, is still a member of rhythm's royalty after years of popularity.



1260 KILOCYCLES

Central States  
BROADCASTING SYSTEM

Basic Station  
COLUMBIA  
BROADCASTING  
SYSTEM

The World's  
LARGEST  
RADIO  
NETWORK

OMAHA, NEBRASKA

of it. And there is the story of KOIL... or, at least part of it. You see, there is so much going on in the KOIL organization... the activities of the staff of men and women who take care of the business and one routine and those letters you send us, and a hundred and one motions to go through before a program reaches the broadcast stage... but these pictures have given you a general idea of what we do up here.

We hope that our album will enable you to visualize the programs as you listen to them at 1260 on your dial. And we hope, too, that you will want to come up to our studios for a personal visit, sometime. Come to come up to our studios be better to telephone to find out just when something particularly interesting will be happening.

To each of you - our KOIL listeners - we dedicate this album. Similarly, we always have, we still do, and forever will dedicate our broadcasts.

Sincerely yours,  
KOIL, Omaha, Nebraska.

*Don Searle*

Don Searle  
General Manager.

**ON THE AIR**