

"GOING FORWARD WITH RADIO" AS PRESENTED BY:

KSO



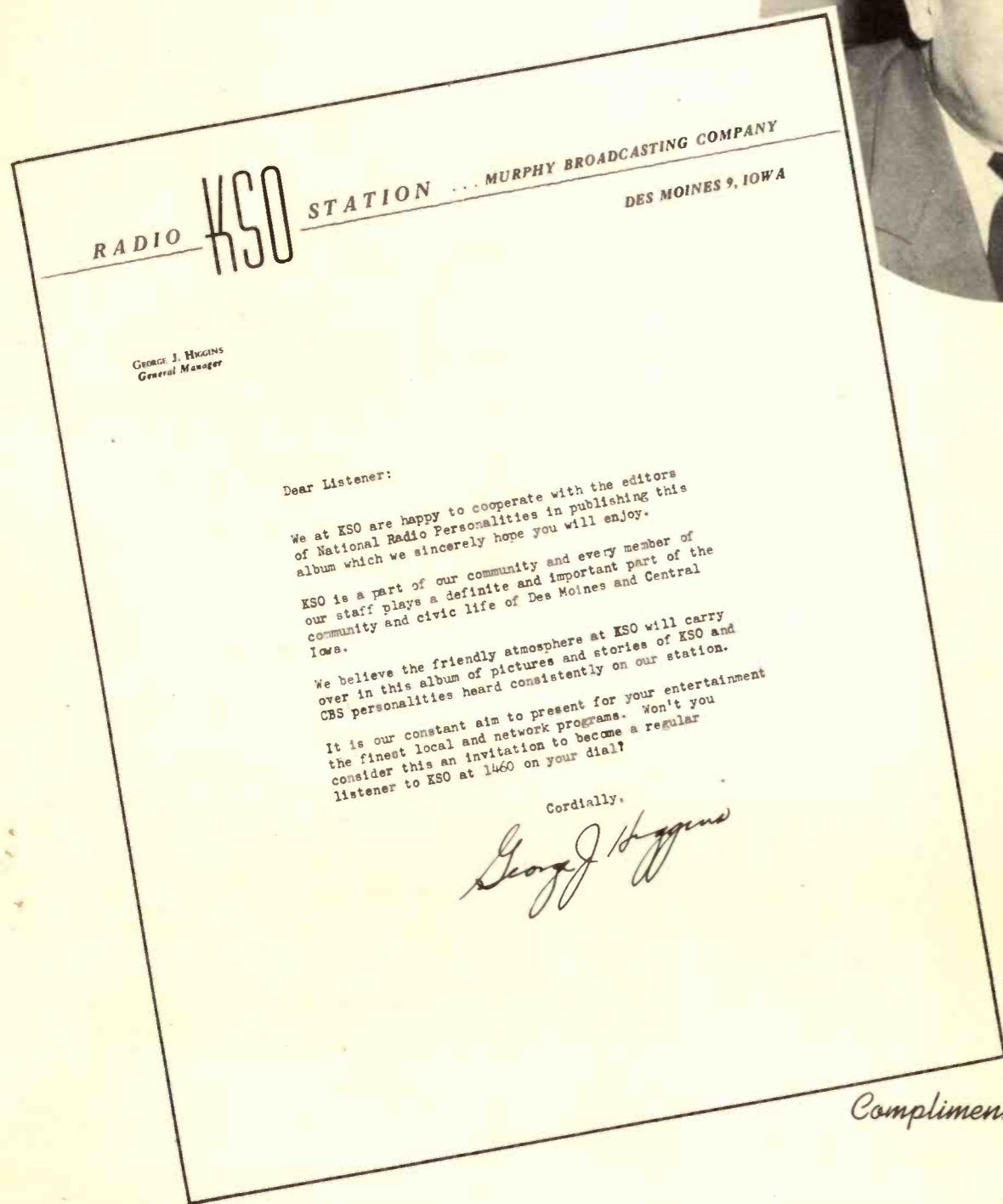
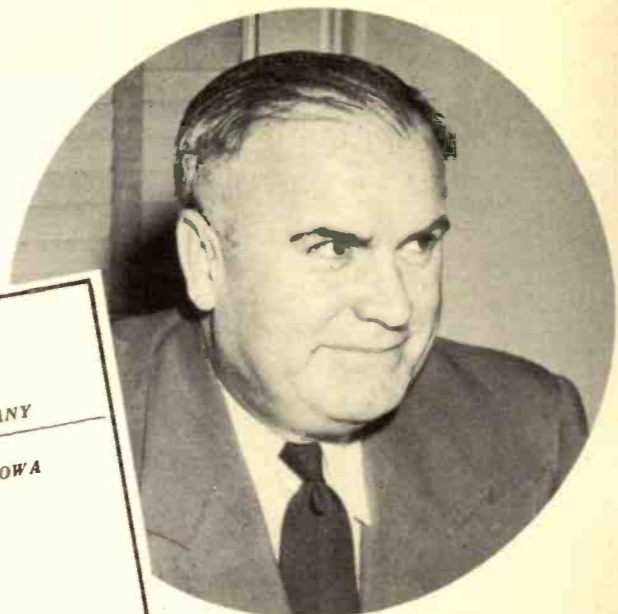
Basic CBS

5000 Watts

1460 On your dial

Des Moines, Iowa

A Message From
George J. Higgins
General Manager of KSO



Compliments Of:

A Quarter of a Century of Broadcasting

in

America



The completion of the first 25 years of the American system of broadcasting has now been marked. Radio was not, as you might say, "discovered" in 1920. Experiments had been going on for a number of years.

... In 1920, however, radio ceased to be an experiment and became a permanent adjunct to life in America. How permanent and how much of an adjunct remained to be seen, but it was in 1920 that broadcasting as we know it today was born—with the realization that here was a great instrument of public service.

... In 1922, two years later, radio advertising began, with the acceptance by station WEAJ, New York City, of commercial copy from the Queensboro Realty Company—and America may be everlastingly grateful that such a vital medium of mass communication gained early support from advertising, which insured its freedom and placed it alongside our free press as another guardian of the rights of people.

... Today there are more than 900 broadcasting stations in the United States. There is scarcely a spot in the nation where one or more of them cannot be heard.

... These broadcasting stations range in power from 250 to 50,000 watts. They operate on wave lengths ranging from 550 to 1600 on the dial. Obviously, some stations have to operate on the same wave lengths and either shield one another or operate on low power because 900 powerful stations could not be crowded into approximately 1,000 spaces on the dial. There would be wholesale confusion, with interference ruining every program on the air.

... Radio engineering is responsible for the near flawless reception of radio programs today, with the radio dial crowded to capacity. Miracles have been performed which parallel the invention of radio itself.

... Personnel in radio, although not great from the standpoint of numbers, has always presented a problem from the standpoint of training and natural talent. Approximately 25,000 people are employed in the broadcasting industry in America. Thousands more could be added by taking in those who are employed in the medium of radio, that is, producing shows for advertising agencies, making transcriptions for broadcast purposes, writing for radio, representing stations and otherwise earning a living from radio work.

... Accessibility is one of the more obvious characteristics of radio. Once the initial investment has been made, the radio set is always there—in the home, family car, lunch room, hotel lobby and club car. It can be turned on with a flick of the wrist. It can be tuned from station to station with a twist.

... The full significance of this ease of listening becomes evident when you realize that today more than 31,000,000 homes are radio-equipped—that radios are more widely used than almost any other commodity.

... A generation or two ago, life was relatively simple—people understood what was going on in their communities, and some understood what was happening in the country as a whole. Beyond that, most people knew little and cared less.

... But today, because of radio and other rapid means of communication, the world is crowding in. People are bombarded daily with information about what is occurring all over the world. Most people are interested in these events because they realize that, in the long run, they can affect life in their own communities.

... Radio has come to mean more to them in recent years. They have a different conception of its mission in the world. They have heard it do terribly important things. It has taken them to inconceivable places, brought them voices and personalities who are changing the shape of the world.

... Assured of economic support by the free enterprise system of America and acclaimed by the public, radio will expand its service into many fields. New types of broadcasting—facsimile—television—all may flourish after the war.

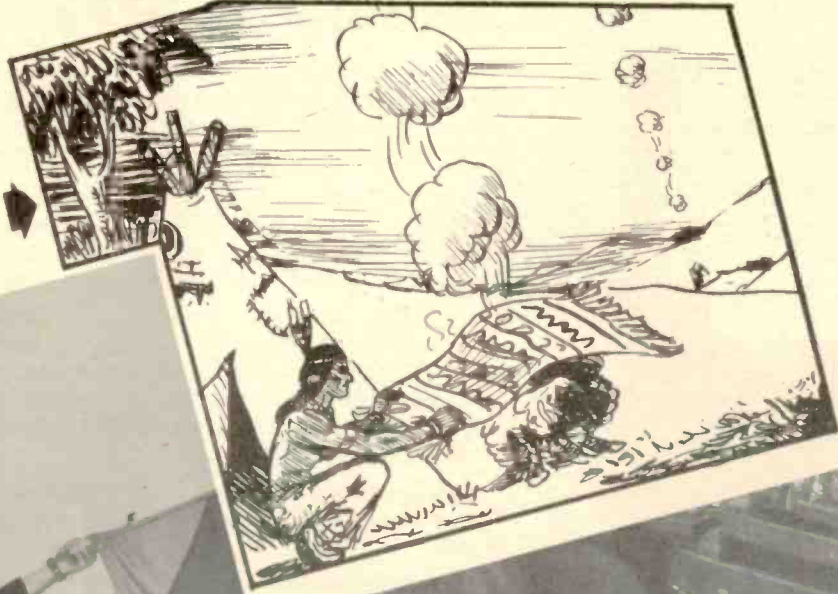
... The story of radio is the chronicle of American life and times during the past quarter century. Where radio has gone, what it has reported, the personalities and events it has brought to the people, are the popular history of a great American era. The re-enactment, and in many cases the actual rebroadcast of these stirring episodes will stand without equal as an appeal to the patriotism of all Americans.

J. Harold Ryan,
former President National
Association of Broadcasters

"Transition in Communication"

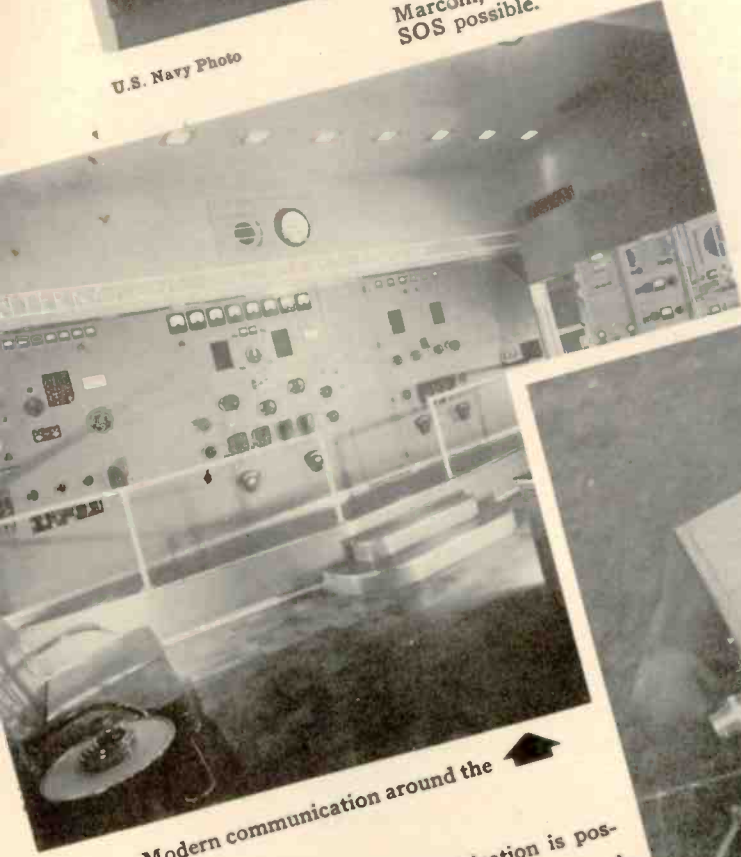
The earliest form of communication:

Sailors wig-wagging with semaphore signaling.



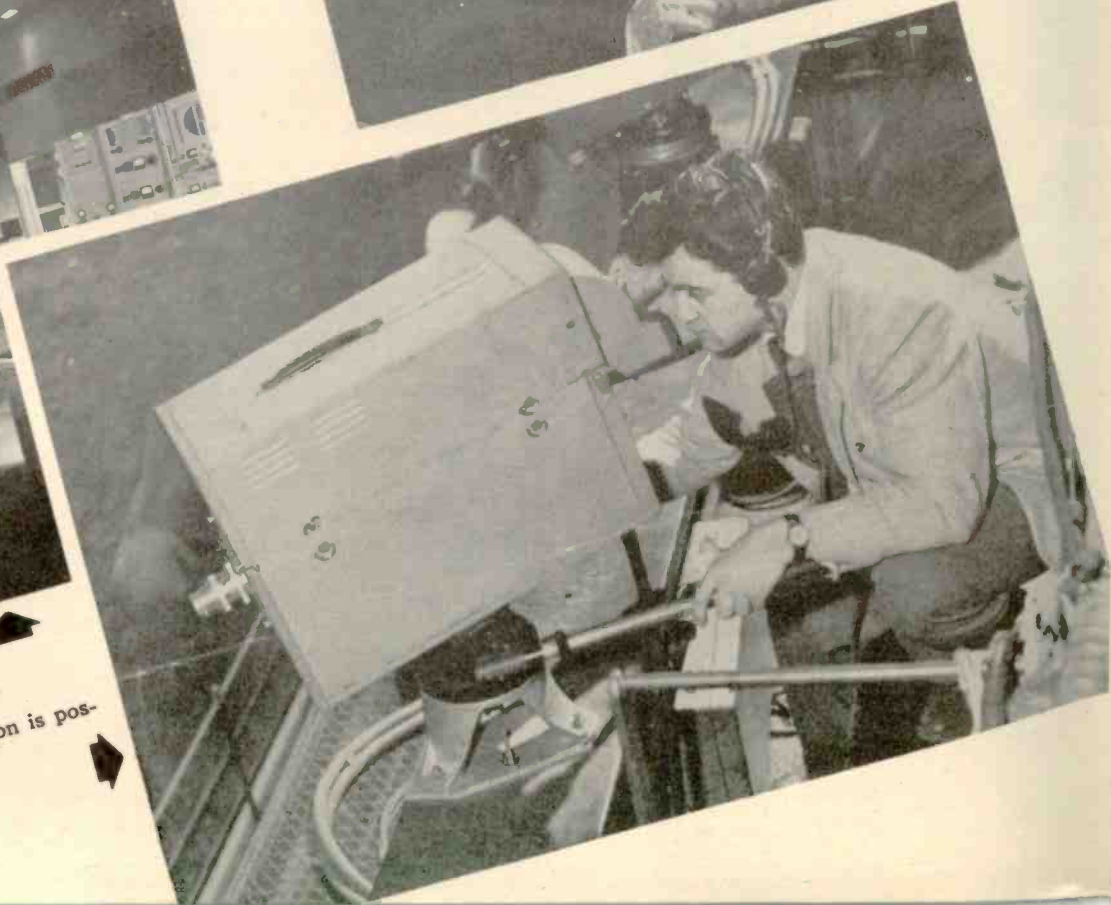
U.S. Navy Photo

Marconi, the man that made the SOS possible.



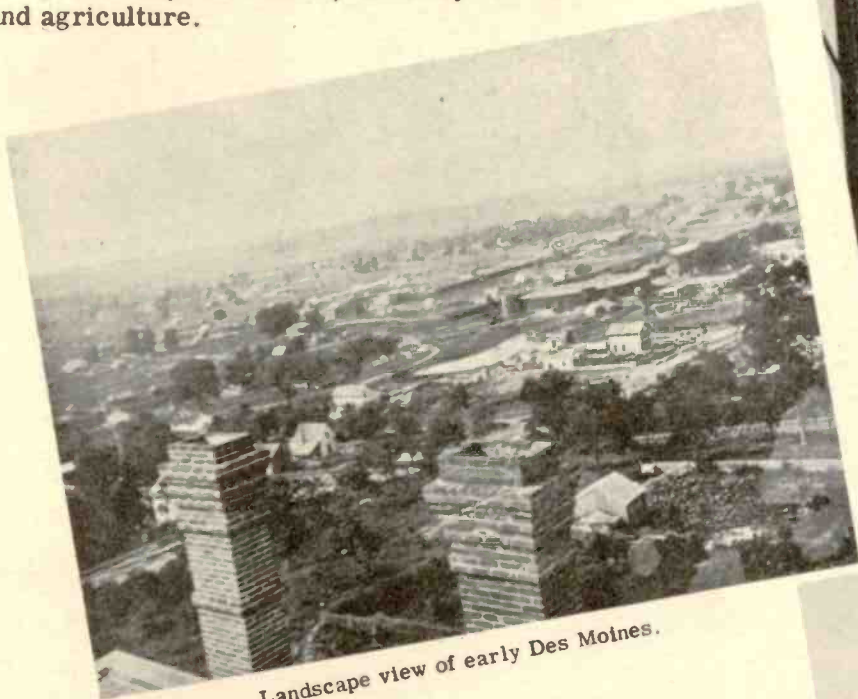
Modern communication around the globe.

Now sight communication is possible with Television.

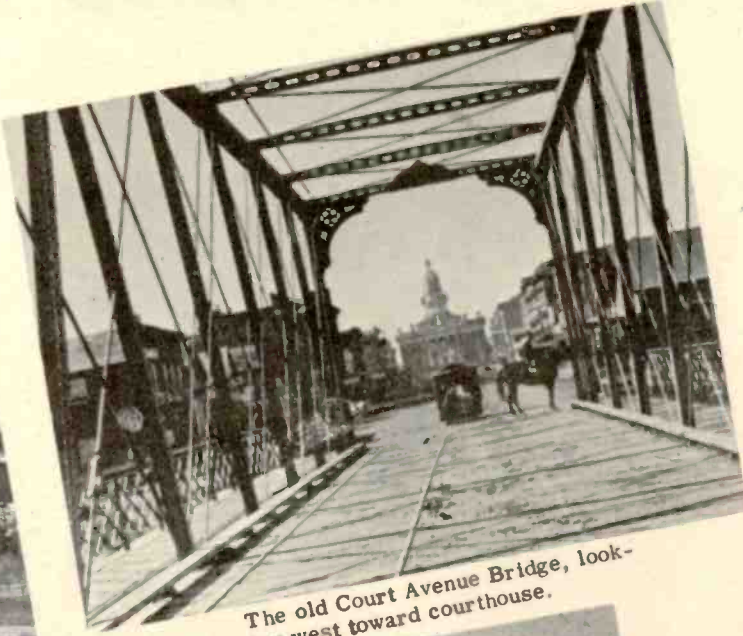


"Transition in Des Moines"

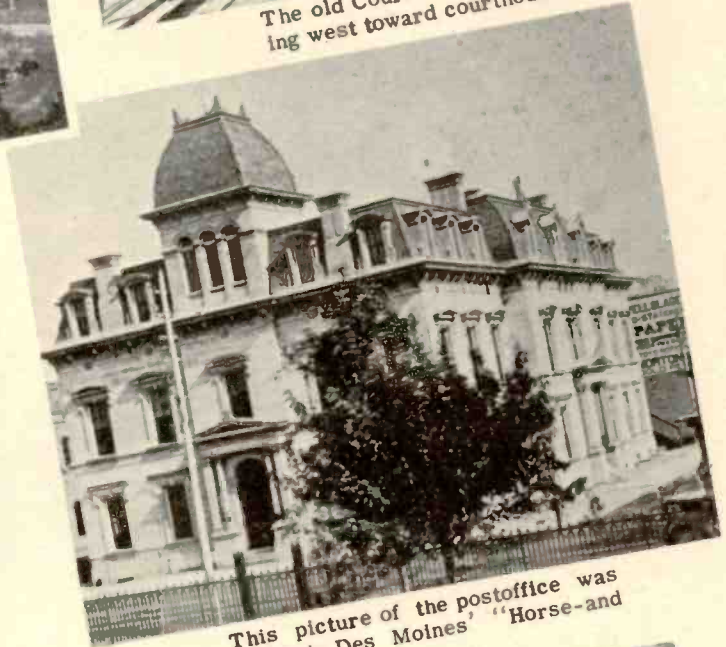
Here may be seen over a century of development in the city of Des Moines. From a small village located on the winding Des Moines River has developed a city of wealth, industry and agriculture.



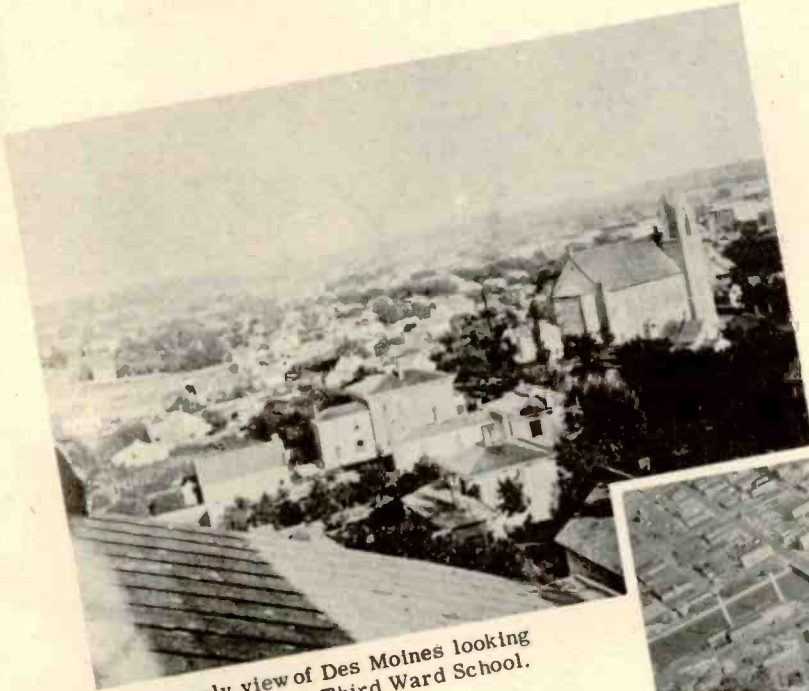
Landscape view of early Des Moines.



The old Court Avenue Bridge, looking west toward courthouse.



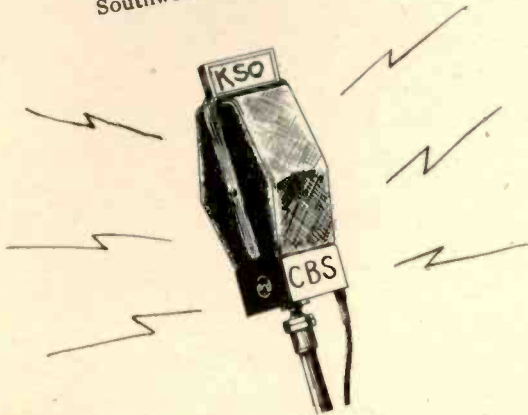
This picture of the postoffice was taken in Des Moines' "Horse-and-buggy" days.



An early view of Des Moines looking Southwest from Third Ward School.



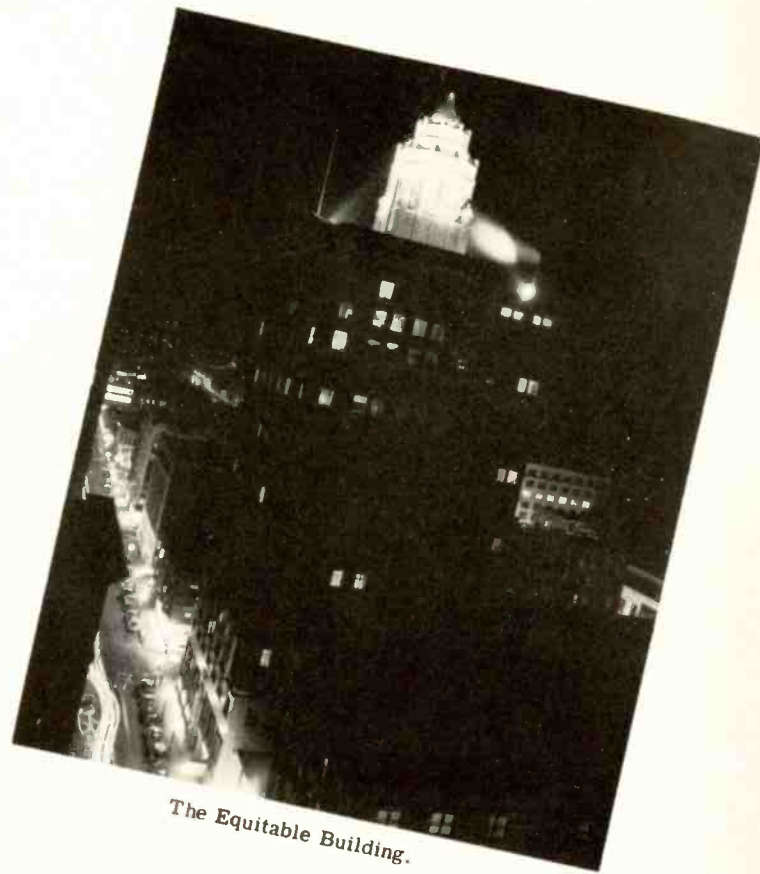
TODAY!



DES MOINES-CITY OF WEALTH AND BEAUTY



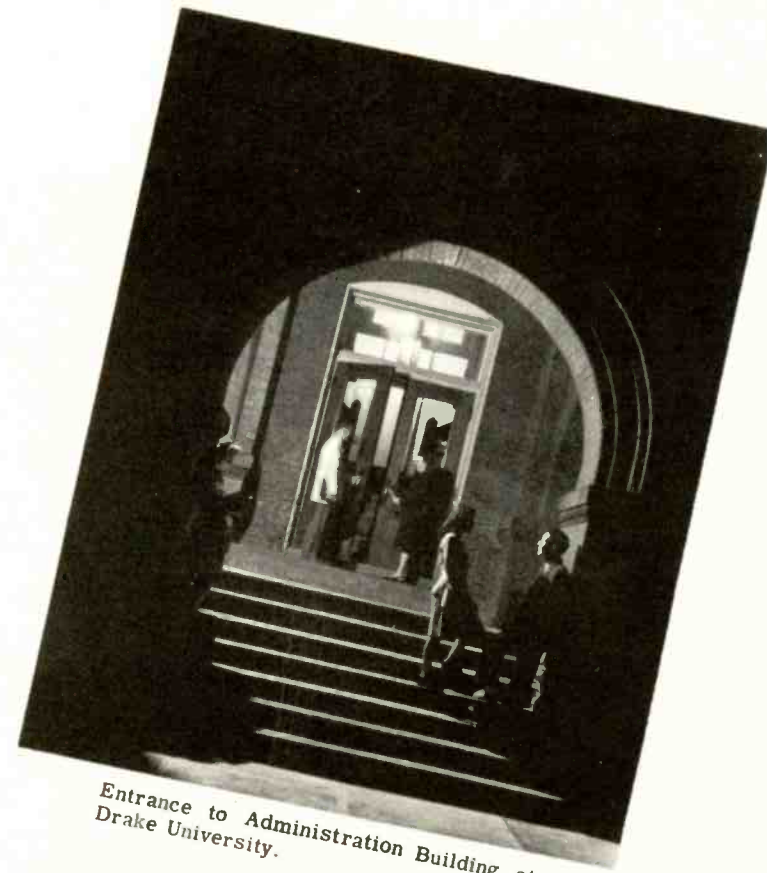
Looking West on Locust from 5th.



The Equitable Building.



Farm Bureau Building, present home of Radio Station KSO.



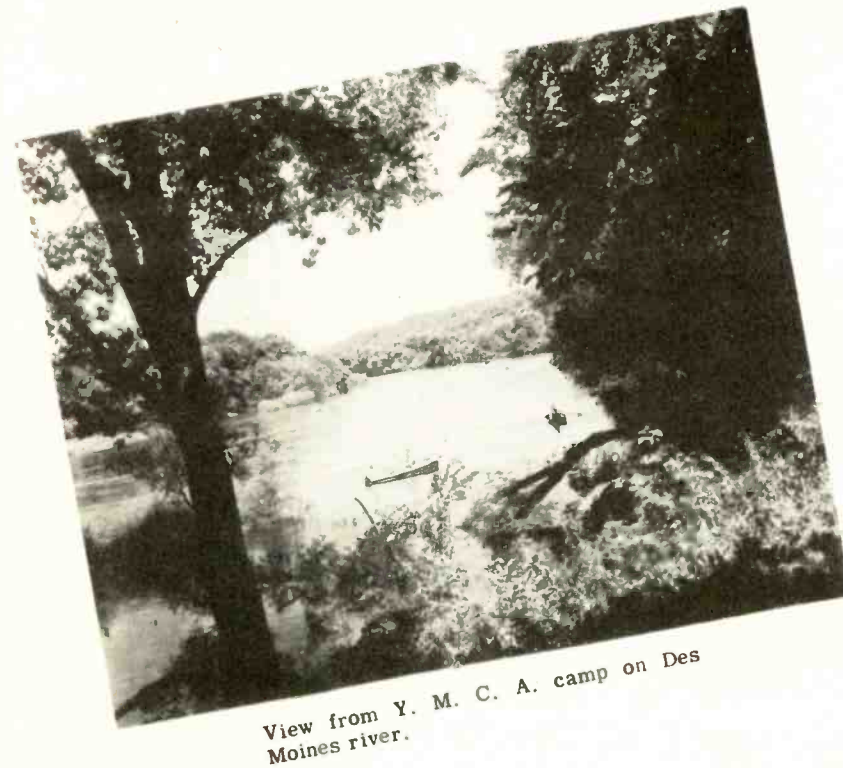
Entrance to Administration Building at Drake University.



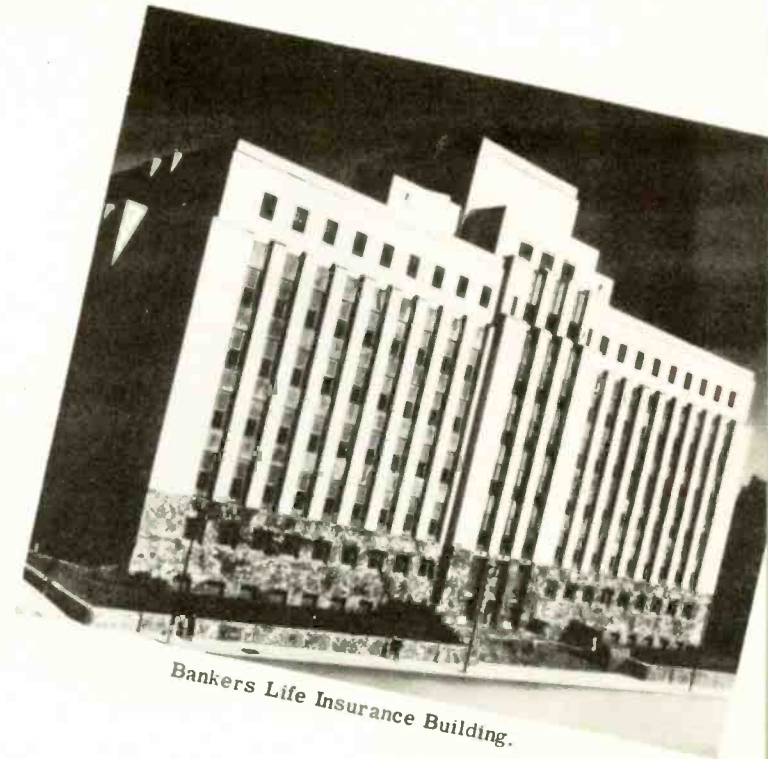
A glimpse at Iowa's Number one Industry.



Iowa State Capitol Building.



View from Y. M. C. A. camp on Des Moines river.

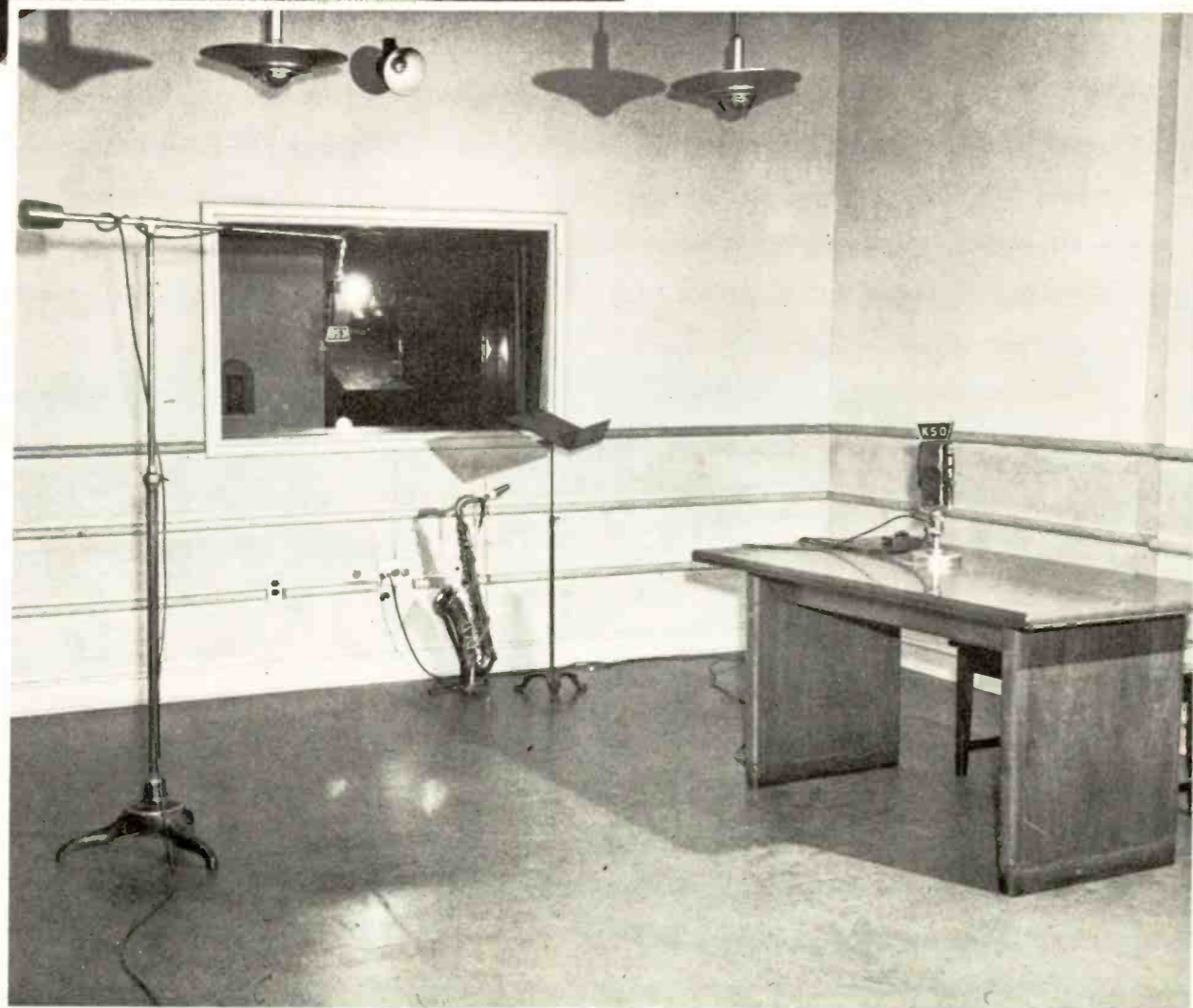


Bankers Life Insurance Building.

KSO --THE FRIENDLY VOICE IN DES MOINES...



Sylvia Gray greets the visitor to the KSO executive offices and studios. Sylvia, from the "show me" state of Missouri, is new in radio, but as she puts it, "I'm Crazy about it!"



A corner of Studio "A", where most of your KSO musical and variety programs originate.



Clients and members of the staff meet in the audition room listening to a new program being aired for the first time on KSO.

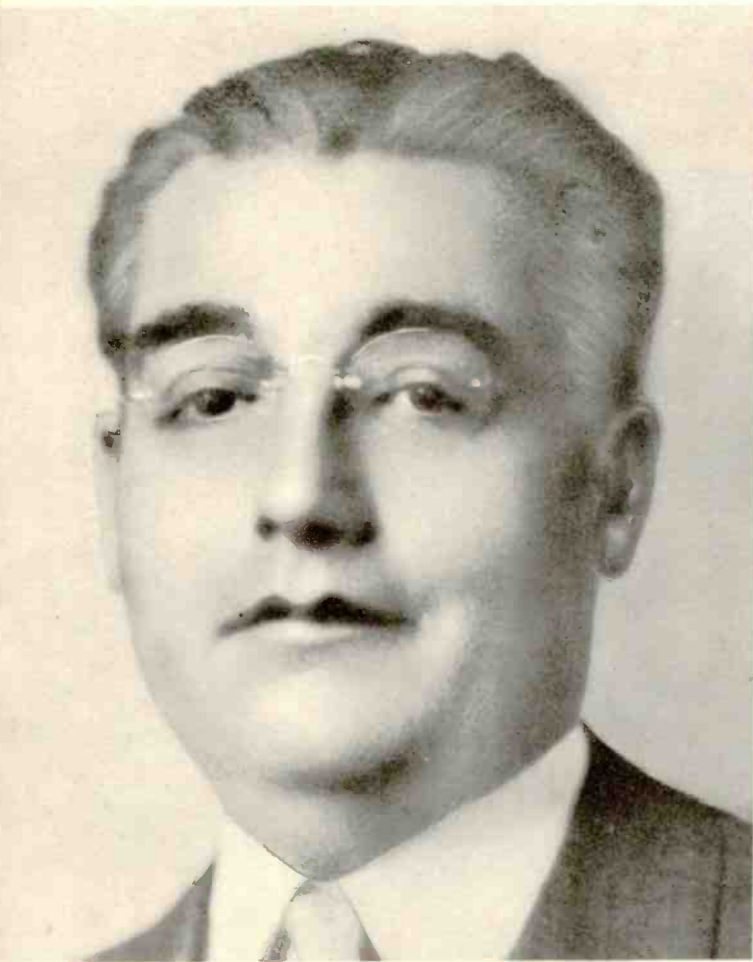


Much of the "Business end" of radio is taken care of in this outer office.



This is the announcer's booth, where many of KSO's "talk" shows and newscasts originate. As the picture was taken, R. Jay Nash was working his popular "As You Like It" program.

MEET THE FOLKS AT KSO



President

Kingsley H. Murphy comes from a family with years of journalistic experience and he himself has had a long career as a newspaper executive. For many years he was the principal owner of a midwest metropolitan daily newspaper, and later branched out into the field of radio. This move eventually resulted in the formation of the Murphy Broadcasting Company - which owns and operates KSO.

Mr. Murphy has expressed great confidence in the future of this area . . . and has committed the organization he heads to do everything possible to accelerate the development of the rich Central Iowa territory.

It is under Kingsley H. Murphy's leadership that KSO is constantly exploring new ideas in radio that will keep this station to the front in all aspects of broadcasting methods--including the development of FM and Television. KSO listeners will be assured of the finest reception as well as the finest entertainment.

General Manager

George J. Higgins grew up with radio. Specializing in sports broadcasting, he is known throughout the midwest as an authority on that subject. In 1937 he won an award as the outstanding baseball announcer of the year, and has the distinction of being the only minor league announcer to broadcast a world series coast-to-coast. Higgins is past president of the American Association of Baseball Broadcasters, past president of the American Professional Hockey Association and held the same title with the Northwest Umpires Association.

In recent years, Mr. Higgins has been devoting his time to the executive end of radio -- first as St. Paul manager for radio station WTCN. In 1944 he took over the General Managership of KSO. Since coming to Des Moines, Higgins has served as President of Des Moines Enterprises, Inc., as member of the Board of Directors of the Chamber of Commerce, head of the Special Events Committee for the same organization and has participated in numerous other endeavors contributing to the welfare of Des Moines and Central Iowa.

Since taking over as General Manager of KSO, George J. Higgins has done much to make KSO recognized as one of the outstanding 5000 watt stations in the midwest. At the same time he has built a national reputation as an outstanding radio executive.



HERBERT F. HOLM, Treasurer and Controller hails from Minneapolis--backed by over twenty years experience in the newspaper and radio field.



EDMUND J. LINEHAN, Program Director at KSO, was educated at Iowa University, has been with KSO for twelve years. Ed is responsible for KSO's fine schedule of programs and special features.



Seeing that local and network programs and announcements are aired on time is the job of Traffic Manager MARY ING-RAM. Mary, a graduate of Simpson College, joined KSO in 1939.



ALICE BUCHANAN is in charge of the continuity department. Before entering radio in 1943, she worked as a newspaper writer.



Wide experience in the fields of advertising and public relations has brought DON V. SHOEMAKER to KSO as Promotion Director.



Holding down another key position in the operation of the Murphy Broadcasting Company is VIRGINIA POEPPING. With KSO since 1937, she is assistant to the controller.



SHIRLEY FALK is secretary to the General Manager. She lists hobbies extending from records to outdoor sports. Shirley has worked in radio since 1934.



Pictured here is GENE GRAGG BEESE, Director of Women's Activities and secretary to the program director. GENE is a veteran in the field of radio. She began her radio career on the show "Uncle Bill Reads the Funnies" about ten years ago.



MARY INGRAM and SUE HARGIS handle all the "traffic" on KSO. Sue was formerly assistant to the director of speech activities at Simpson College.



Pictured above is the Accounting Department at KSO. (l. to r.) is H. F. Holm, Gerry Pefferle and Virginia Poepping.



These three ace writers make up the continuity staff at KSO. They are Mrs. Buchanan, JO COFFMAN, and MARILYN J. BOOTH. Marilyn majored in radio at Stephens College. Jo may be heard daily on the show "Des Moines Diary".



In the music library at KSO are NORMAN DUNGAN AND ROSA LEE SHAY. Together, they build the musical shows you hear on KSO. Norma is a native of Des Moines and has been vocalist with several popular orchestras. Rosa Lee is a graduate of Iowa University where she majored in radio speech. Prior to joining the KSO staff this year, she was a radio writer.



In conference with Program Director Linehan are several of KSO's announcers. l. to r.: TOM LEWIS; R. J. NASH; BILL BALDWIN; Linehan; GLENN GOODWIN; BOB EARLE. Not pictured is announcer DICK HUBER.



The two Account Executives at KSO: MORT A. LANE and MAX M. FRIEDMAN. Oddly enough, both men have had previous experience in the musical field, Max being a professional actor.

THE BIGGEST SHOW IN TOWN ON KSO-CBS!



KATE SMITH



DINAH SHORE



FRANK SINATRA



DICK HAYMES



ARTHUR GODFREY



JACK CARSON



GENE AUTRY



JOAN DAVIS



JIMMY DURANTE-GARRY MOORE



HILDEGARDE



GINNY SIMMS



ART LINKLETTER

IT'S 1460 ON YOUR RADIO DIAL



GENE SHUMATE is considered one of the nation's top sports announcers. He has been with KSO since 1936, has been heard coast-to-coast on CBS. Gene began his radio career as a writer, still devotes much of his spare time to that line.



NED CALMER may be heard on KSO-CBS on his program known as "News And News Analysis".

For Sports . . . and News!



Red Barber (right) veteran sports-caster is heard frequently on KSO with his colorful descriptions of the nation's major sports events. Standing, is "the old red-head's" assistant, Jimmy Dolan.



WILLIAM L. SHIRER is noted for his brilliant interpretation of the news on KSO.



Compiling and editing the news you hear daily on Station KSO is the task of News Editor DICK BURRIS. KSO presents intelligent and unbiased reports of the news from the four corners of the globe several times each day.



BILL HENRY is another favorite of KSO listeners. He can be heard regularly on the program "Bill Henry And The News".



IT'S FUN TO LISTEN TO KSO



It's a case of "turnabout" as GLENN GOODWIN, emcee of "Swing Social", tries his hand at the piano while Bill Baldwin does his best NOT to listen.

Jack Carson, star of his own show, holds court with his radio cast. In the act are pert comedienne IRENE RYAN, Carson, diminutive NORMA JEAN NILSSON, "butler" ARTHUR TREACHER and DAVE WILLOCK, who play's Jack's nephew Tugwell.



Baby Snooks (FANNY BRICE) is back on the air of CBS and in the hair of Daddy (HANLEY STAFFORD).



WILLIAM DEMAREST and JANET WALDO don't seem too happy about the ANN RUTHERFORD-EDDIE BRACKEN romance. This is the cast of the Eddie Bracken Show, a regular feature on KSO.



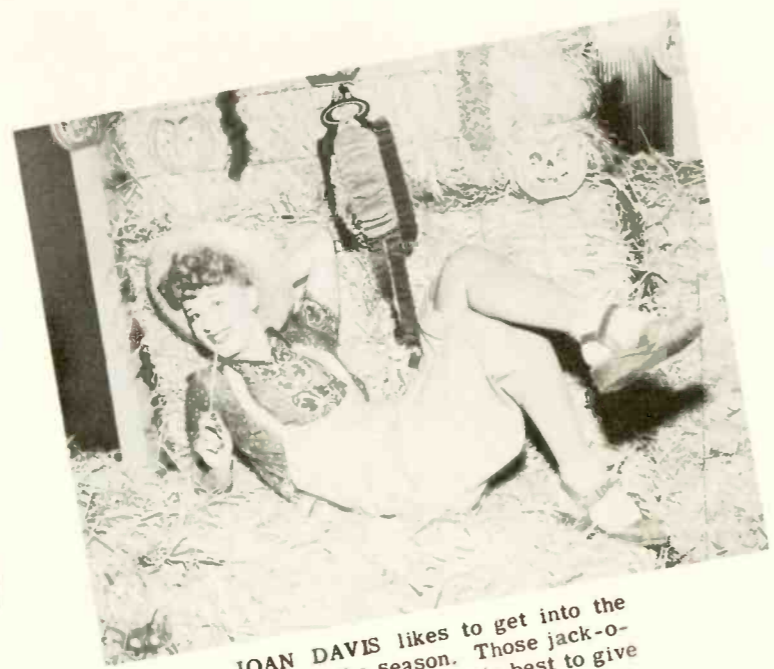
CBS' "Blondie" (PENNY SINGLETON) sizes up the situation in a domestic crisis by taking the measure of son Alexander (TOMMY COOK) against hubby Dagwood (ARTHUR LAKE). "Blondie" is heard each Sunday on KSO.



MEL BLANC, star of the Mel Blanc Show heard Tuesdays on KSO is determined to "get that picture".



For once it looks like Jimmy Durante is speechless--mortified no doubt by the hysterical laughter of prankster Garry Moore, the Junior partner of CBS' Friday night "Durante-Moore" show.



JOAN DAVIS likes to get into the mood of the season. Those jack-o-lanterns are doing their best to give her a bale-ful look. Joan has her own show Monday nights on KSO-CBS.



One of the screwiest shows on the air these days is "It Pays To Be Ignorant". And one of the screwiest of casts include (L. to R.) HARRY McNAUGHTON, LULU McCONNELL, GEORGE SHELTON and TOM HOWARD (standing).



Another Sunday afternoon feature on KSO is the program known as "The Adventures of Ozzie and Harriet". OZZIE NELSON and HARRIET HILLIARD are, in reality, man and wife.

**MYSTERY . . .
ADVENTURE . . . DRAMA**



This is **BILL LAWRENCE**, star of another regular dramatic show, popular among KSO listeners and known as "Screen Guild".



"Mayor of the Town" **LIONEL BARRYMORE** relaxes from his duties with his "family" - housekeeper Marilly (**AGNES MOOREHEAD**) and ward "Butch" (**CONRAD BINYON**). This drama of everyday life is heard Saturdays on KSO.



LES DAMON and **CLAUDIA MORGAN** are the Mr. and Mrs. Nick Carter on KSO-CBS' Friday night "Adventures of the Thin Man".



Actress **BETTE DAVIS** is one of the many stars of stage, motion pictures and radio who appear regularly on "This Is Hollywood", a regular feature show on KSO and the Columbia Broadcasting System.



"**ELLERY QUEEN**", whose face is never shown in a photograph, is shown here with **BARBARA TERRELL** who portrays the part of Nikki on this regular CBS Mystery show.



Actress **ANNE STERRIT** feels right at home in her role on the daytime serial "Our Gal Sunday". She portrays Emily Delaine, an actress.



RAYMOND E. JOHNSON opens the famous "squeaking door" each Monday night on "Inner Sanctum".



JULIE STEVENS plays the title role of the KSO-CBS daytime serial "The Romance of Helen Trent", portraying a Hollywood dress designer.



RICHARD KOLLMAR is Director and Emcee on the KSO-CBS Thursday night show "Reader's Digest-Radio Edition".



Each Monday night, Producer **WILLIAM KEIGHLEY** introduces the brightest stars of Hollywood and New York on the popular "Lux Radio Theater".



CLAIRE NIESEN plays the title role in "The Second Mrs. Burton", daytime serial. Her Broadway credits include "Cue For Passion" and "The Talley Method".

ON KSO-CBS

ENTERTAINMENT FOR ALL THE FAMILY ON KSO YOUR CBS STATION



Announcer-producer **BILL BALDWIN** is a pianist, too, may be heard on the KSO show, "Tea Time Serenade".



Maybe the girls are trying for a Lemac or something. Anyway, the lucky man in the center is Bob Hawk, emcee on the "Bob Hawk Show" heard each Monday evening on KSO.



Master-of-ceremonies **CLIFTON FADIMAN** checks to see that experts **FRANKLIN P. ADAMS** (l.) and **JOHN KIERAN** are ready to go on the air with "Information, Please". Here's an opportunity for KSO listeners to stump the experts.



ARTHUR GODFREY congratulates 8-year-old Roger Barnett, boogie-woogie pianist, on being voted best performer on the initial "Arthur Godfrey's Talent Scouts" program. Roger's reward--a guest appearance on Godfrey's morning network show and a screen test with Columbia pictures.



ART LINKLETTER, star of the "House Party" show, heard Mon. through Fri. on KSO displays a happy family.

"It's amoozin', but confoozin'", says **BOB EARLE** as he selects a few records for his "Midnight Rhythm Club" show.



"No Help from the audience, please", says **PHIL BAKER**, star of the show, "Take It Or Leave It", heard Sundays on KSO.



JEAN HERSHOLT stars as the kindly "Dr. Christian" a regular Wednesday night feature on KSO.



That man with the smile in his voice, **JACK SMITH**, stars in his own CBS show, brings favorite songs into the homes of thousands of KSO listeners every week-day evening.



Fast-talking **IRENE BEASLEY** and **DWIGHT WEST** are the quiz-masters on CBS' "Grand Slam", another feature on KSO.

THERE'S MUSIC IN THE AIR!



FRANK SINATRA may be "The Voice" to millions of CBS-KSO listeners Wednesday nights, but at home he's just "Daddy" to Frank, Jr., age 2 and Nancy, 6.



A new arrangement gets a final hearing as Mark Warnow rehearses the orchestra for "Your Hit Parade", a review of the week's top tunes heard each Saturday on KSO-CBS.



Lovely HELEN FORREST, GORDON JENKINS and DICK HAYMES are featured each Saturday evening on the popular "Dick Haymes Show" on KSO-CBS.



Here's part of the "Swing Social" band in rehearsal. They're heard on KSO every afternoon, Monday through Friday, bringing music and mirth into thousands of Iowa homes.



BOB HANNON, featured baritone who offers top tunes of the week on Columbia Network's "American Melody Hour" Tuesday nights.



Vivacious and glamorous RISE STEVENS, Metropolitan coloratura and CBS luninary, is star of the Sunday afternoon "Family Hour" on KSO.



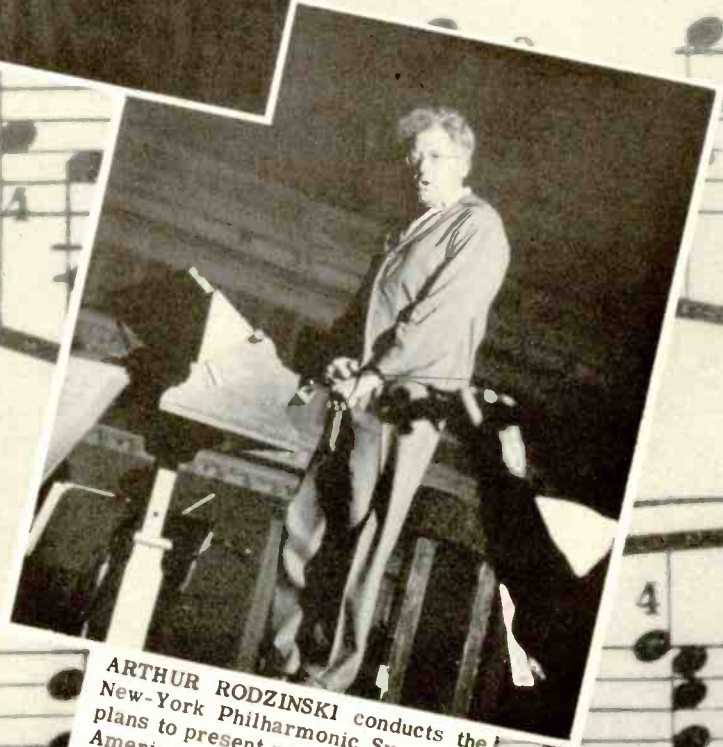
VAUGHN MONROE and his "most-talked-of-band in the land" have a new half-hour variety program on KSO-CBS each Saturday night.



Here's EVELYN and her Magic Violin featured each Sunday afternoon with Phil Spitalny and his all-girl orchestra on the "Hour of Charm".

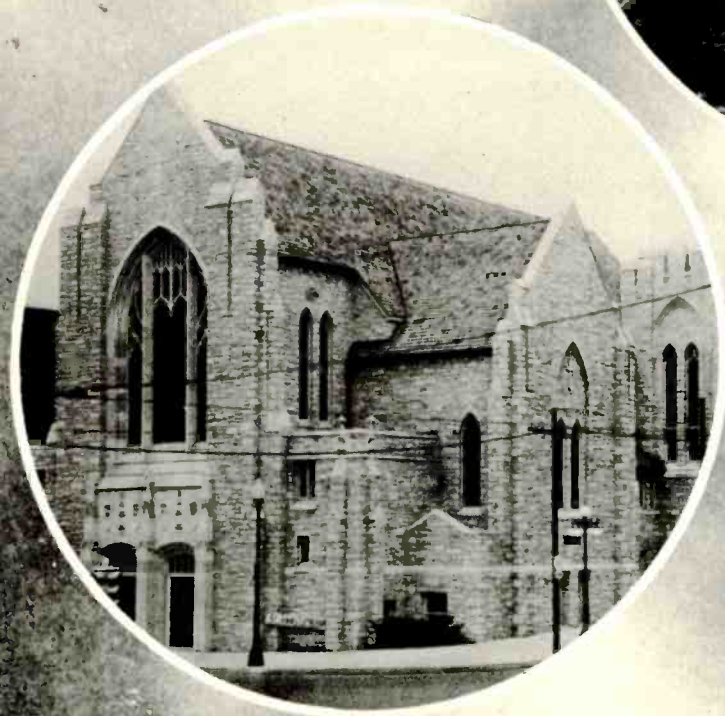
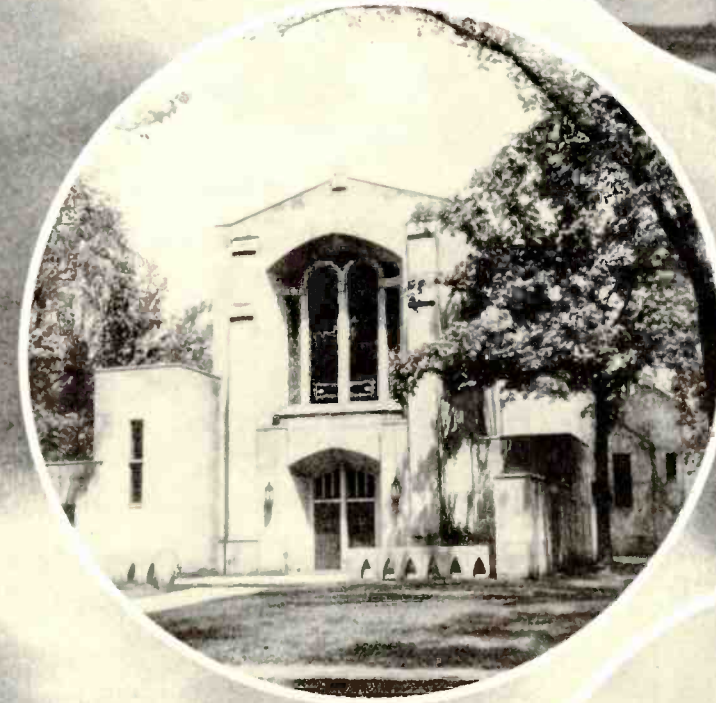
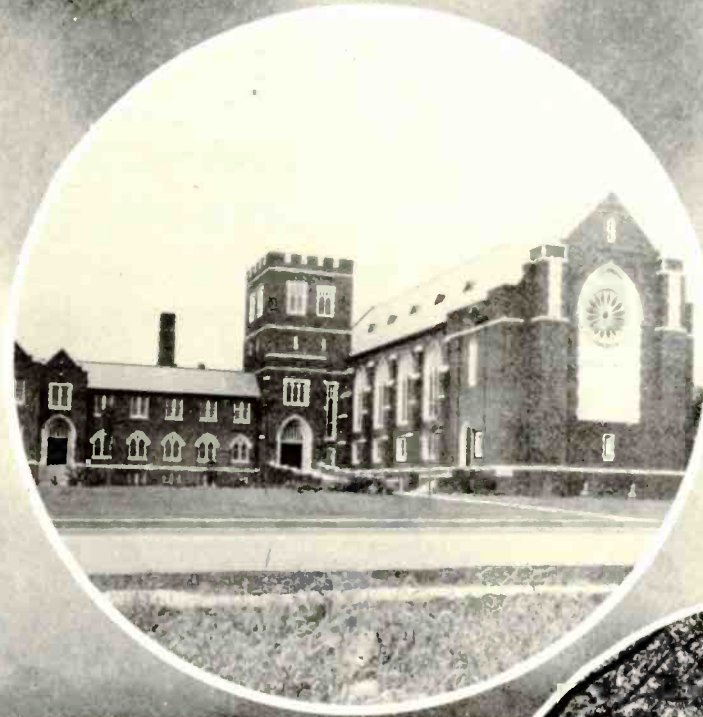


WAYNE KING, famous the world over as the Waltz King, leads his famous orchestra in a beautiful half-hour program every Wednesday night on KSO.



ARTHUR RODZINSKI conducts the New-York Philharmonic Symphony, plans to present many new works by American composers in the course of the season.

RELIGION--A DEFINITE PLACE IN RADIO



The diversified religious programs broadcast by radio station KSO, both local and from the Columbia Broadcasting System, are presented for the spiritual inspiration of listeners of all faiths. All religious programs interpret the dignity of service and

the wide scope of understanding covering the creeds of many churches. Services are broadcast so that listeners unable to attend their own church may enjoy the full meaning of the sabbath.

KSO ORGINATES FIRST "VOX POP" BROADCAST OF SEASON



Part of the record-breaking crowd of more than 25,000 watching the opening Vox Pop broadcast originating from the Iowa State Fairgrounds over KSO. Working at the mike is PARKS JOHNSON (back to camera) while co-emcee WARREN HULL stands to one side.



Vox Pop's two engaging emcees at the mike. They made a big hit with the more than 25,000 Iowans.



Warren interviews a champion old time fiddler during the broadcast. The audience enjoyed the program's good natured entertainment.



KSO's BILL BALDWIN interviews Parks and Warren in a man on the street show the day before the big broadcast.



A "red-hot" display expressing KSO's well wishes for the success of the new Vox Pop program.



Welcome at the airport. Left to right: Aubrey Williams, Young & Rubicam; Parks Johnson; Mayor John MacVicar; Warren Hull; B. A. Bolt, Jr., Lipton's gen. promotion mgr.; Buz Willis, producer; George Higgins of KSO; Harry Rauch, Young & Rubicam radio publicity director.

Status of FM

Never in history has the audience of American music lovers been so great. The vast amount of music which goes out over the airways 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!

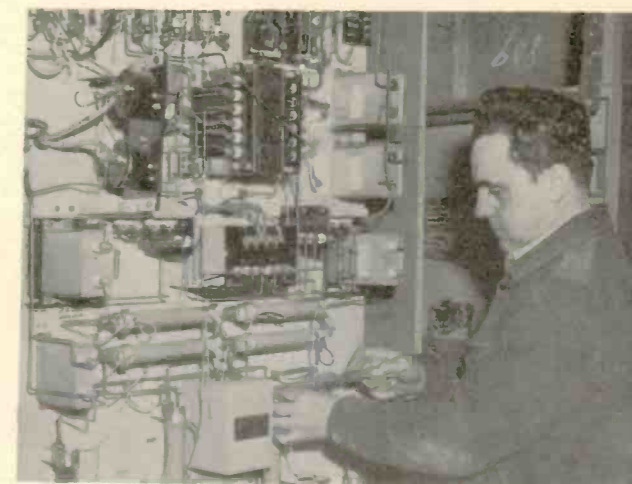
Music lovers in this area will soon be enjoying their favorite programs through the media of KSO-FM. The Murphy Broadcasting Company was one of the FM pioneers in this area - having first made plans many months ago for the new transmitter northeast of Des Moines, housing the finest equipment available. KSO-FM will be broadcast with a radiated power of 150,000 watts, utilizing a tower rising over 550 feet - one of the tallest in the country.

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. Program fading and the usual interferences will be things of the past with FM. KSO is proud to take this forward step - another outstanding achievement in broadcasting.

THE TECHNICAL SIDE OF THE PICTURE



Engineer HOMER N. CHLD is shown transcribing a show to be played later in the day. It's being taken from CBS.



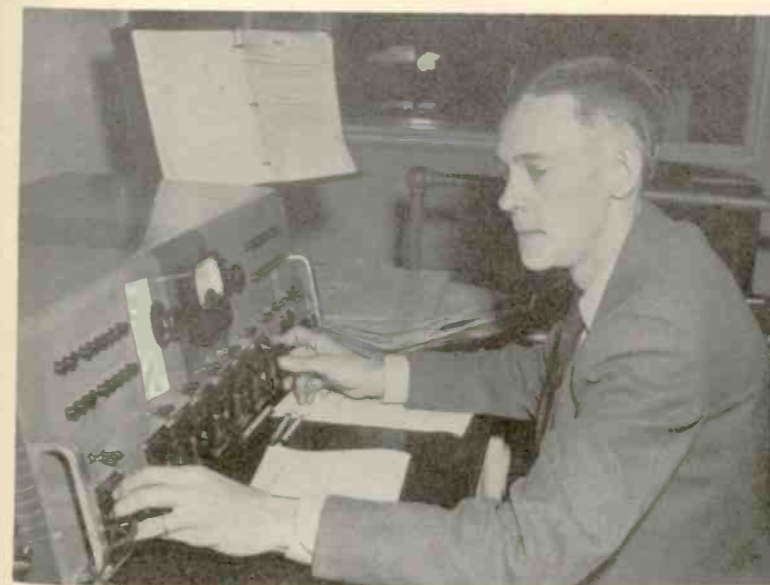
The inside of your radio set may appear complicated, but it seems a simple matter in comparison to the inner workings of part of the KSO transmitter. Nevertheless, engineer ORRIE MILLER seems to be right at home.



Chief Engineer F.E. BARTLETT explains a complicated chart to Engineer GALE MYERS. Bartlett has been working with various Iowa radio stations since 1932.



Engineer MAURICE TREGO is a native Iowan, born in the little town of Cumberland. He has been in radio six years, with KSO since 1942.



Engineer MAURICE PARSONS is shown here "riding gain" on a local KSO show. That's simply a means of volume control, but is an important matter. Without it, even a cough could blow the station off the air.



Here Engineer SAM T. MAZZA "Cues in" a recording about to go on the air. This is just one of the engineer's many intricate duties.

THE *Future* IS BRIGHT
FOR POSTWAR IOWA

With the same abundant energy and realistic viewpoint, citizens of Iowa have set their sights to postwar. Public works — roads, bridges, earthwork, airports and building programs costing millions of dollars, are getting under way. Private enterprise and government have already allocated the money.

.. Unified effort already set in motion will make permanent the bulk of this state's wartime economic, industrial and population gains. Reconversion plans by private enterprise call for production and employment topping all previous peace-time records.

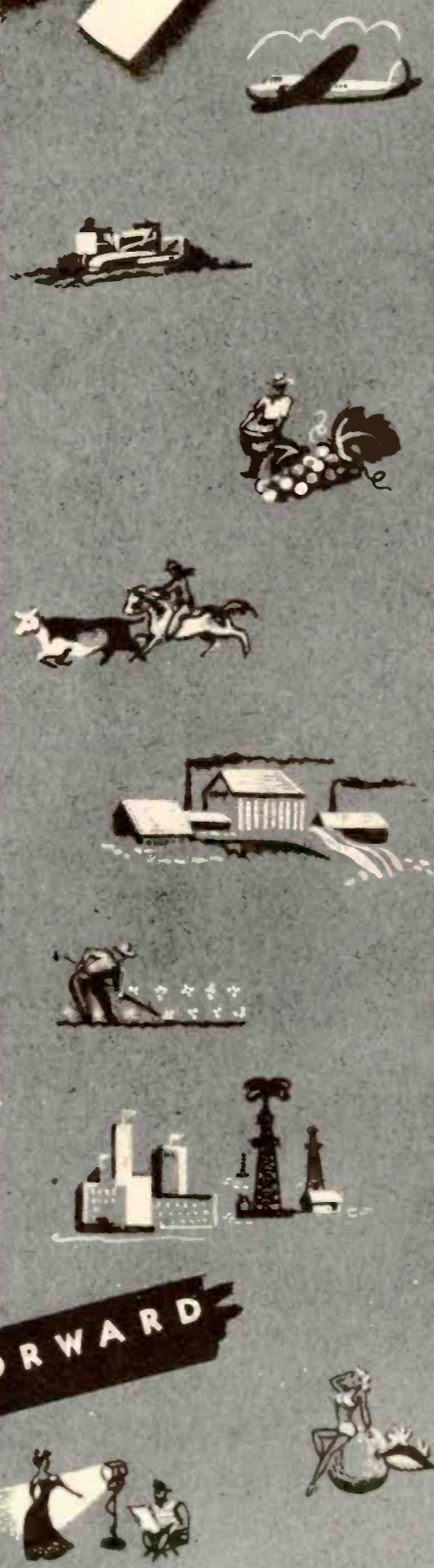
.. Goods made in Iowa will flow through war-expanded transportation systems to wider markets at home and abroad. A war-born merchant fleet will carry the products of this area to the ports of the world to exchange for raw materials for the new industrial empire.

.. This state faced a multitude of problems in gearing itself to the production achievements of war-time. It rolled up its collective sleeves and did a tremendous job.

.. The problems of peace-time are plentiful and big, but opportunities are even bigger. Wise forward planning has put these opportunities within reach, many of them have been saddled already.



THE MID-WEST IS GOING FORWARD



Presented
Through The National Association of Broadcasters
IN BROADCASTING'S 29th ANNIVERSARY YEAR
to
KSO
by
THE RADIO MANUFACTURERS ASSOCIATION
In Recognition of This Station's
PUBLIC SERVICE
and its contribution to
World Peace and Harmony

1945

A photograph of a bright blue sky filled with soft, white, fluffy clouds. The clouds are scattered across the frame, creating a textured and airy appearance. The lighting is bright, suggesting a clear day.

**KSO
THE FRIENDLY
VOICE IN
DES MOINES**