

Radio Albers

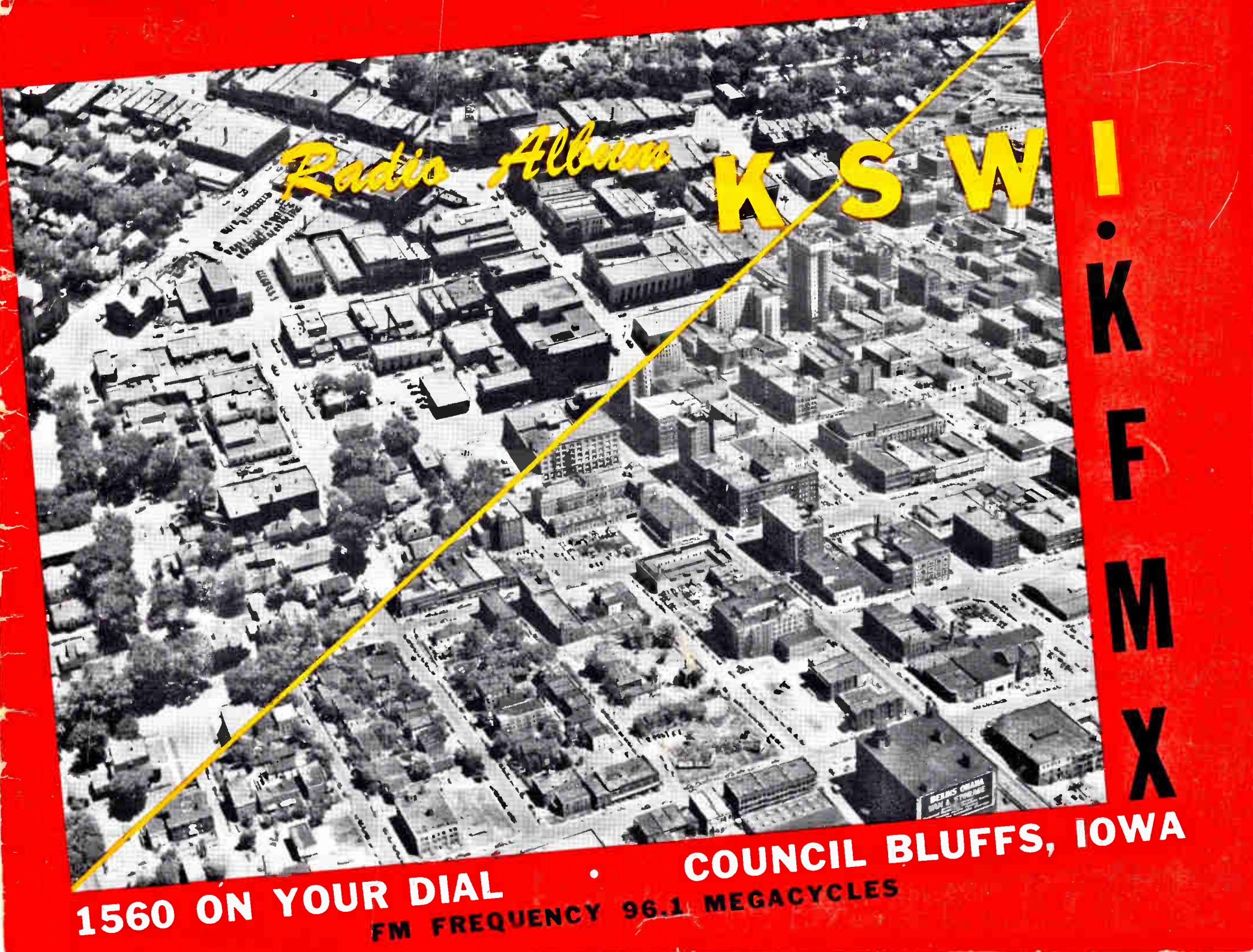
K S W

**I
K
F
M
X**

1560 ON YOUR DIAL

FM FREQUENCY 96.1 MEGACYCLES

COUNCIL BLUFFS, IOWA



Your Radio Stations

KSWI and KFMX

in cooperation with progressive civic minded local business concerns have made this book available to you. They trust you will find it informative and entertaining.

KSWI

KSWI, operating with a power of 500 watts on 1560 kilocycles during daytime hours only, (those hours between official sunrise and official sunset, which accounts for the fact that the station signs off during some of the winter months as early as 5:00 p.m.)

KSWI has, at present, two applications before the Federal Communications Commission in Washington, D.C.; the first one asking immediate increase in power from 500 watts to 1000 watts; and the second application asks that **KSWI** be granted unlimited hours of operation (**full time station**). With the finest broadcast equipment available already installed, it is only a question of time before **KSWI** joins the ranks of full time stations.

Nonpareil

Broadcasting

Company

KFMX

KFMX, represents the newest thing in the broadcasting art — Frequency Modulation, commonly known as "FM". Frequency Modulation offers clear, bell-like reception; virtual elimination of all static and electrical disturbances, and select tuning.

KFMX is a full time station operating on 96.1 megacycles or Channel 241 on your FM dial with **E. R. P. (effective radiated power)** in excess of 17,000 watts. Working on a progressive grant, **KFMX** will be, when completed, one of the World's most powerful stations with an E.R.P. of 580,000 watts.

KFMX is honored in having its General Manager, **William E. Ware**, as **Vice-President** of the **Frequency Modulation Association in Washington, D.C.**, the governing body of FM Stations throughout the United States.

Compliments of

Ralston Oil & Electric Co.
Ralston, Nebraska

Meet the Staff at KSWI-KFMX



WM. E. WARE, General Manager

KSWI-KFMX

Institutions of Service

Our cardinal precept: First and Foremost we must broadcast in the public interest, necessity and convenience.

Looking at our record of achievement in the past year, gives us added incentive to render even more service in the year to come. Already outstanding among middle west stations, KSWI's diversified program structure pays tribute to, and renders service to, even the smallest minority groups.

Our every effort is to keep working on the level of community service. Our constant thought will always be, KSWI-KFMX belong to the public and it's every wish shall be our command.

Wm. E. Ware
" "

Greetings from all the

The entire staff of KSWI-KFMX wish to extend its greetings to their many friends in Council Bluffs and Omaha. June 1st, 1948 marked the first anniversary of station KSWI on the air. We wish to express our thanks to our listeners for their loyalty and cooperation during the past year, and sincerely hope that they will continue throughout the years to help us at KSWI make our community a better place in which to live.



ROBERT H. O'BRIEN
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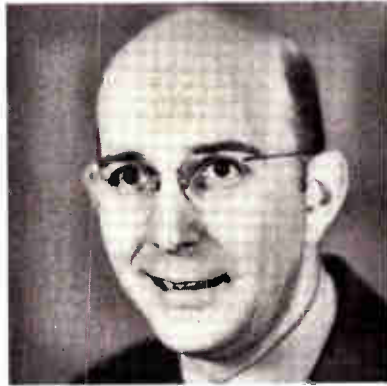


W. A. ROBINSON
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ELDEN ANSPACH
Program Director



ROBERT W. HALL
Chief Engineer



C. W. McMANAMY (Mac)
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PATRICIA REAMS
Receptionist—Switchboard Operator



PHIL CANIGLIA
Staff Announcer



HARRY RISNEY
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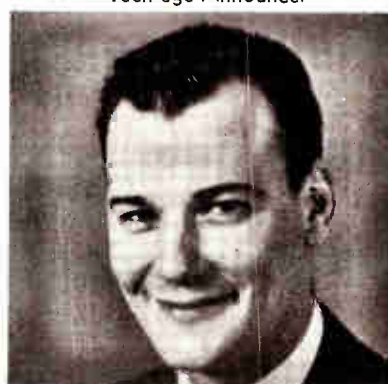
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DONALD W. JEPESSEN
Transmitter Supervisor



LOUIS SCHURKAMP
Transmitter & Studio Engineer



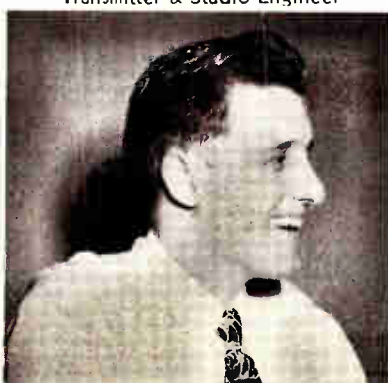
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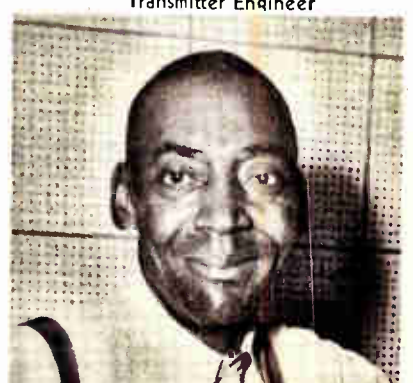
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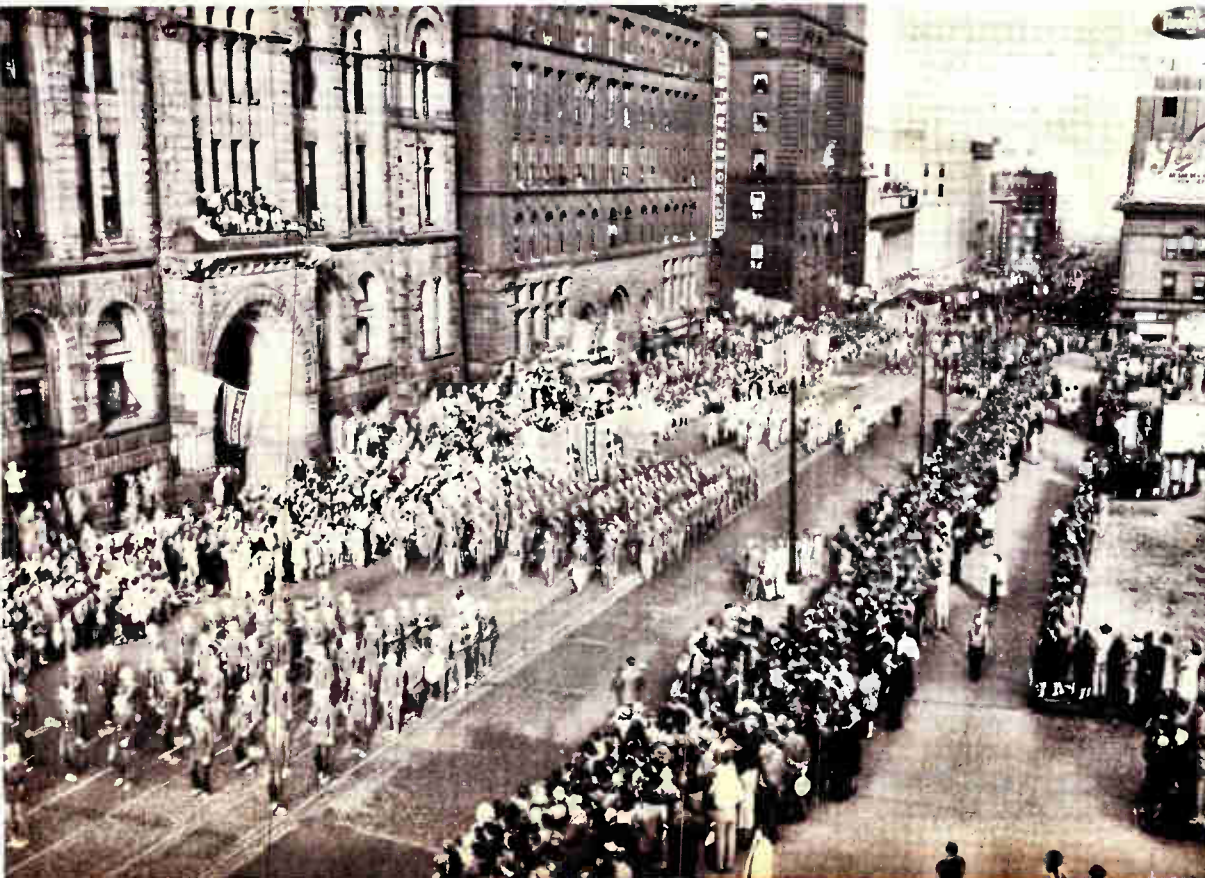
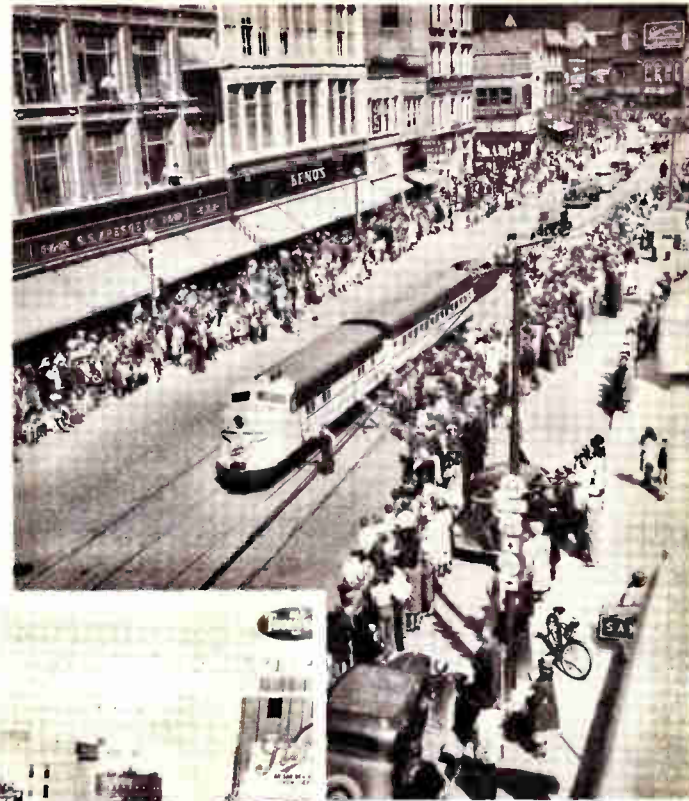
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JOHN BOLDEN

Serving Both Omaha and Council Bluffs

Children and adults crowd the curbs in **Council Bluffs** to watch bands and floats during the **Chicago-Northwestern** railroad centennial parade.



People lined the streets at the opening of the free **Ak-Sar-Ben** bridge to watch the classy marching units of **Iowa** and **Nebraska** parade in commemoration of the event.

KSWI-KFMX

... The Best in

Here are the KSWI and KFMX studios, where the best in shows, music, news and sports programs originate.



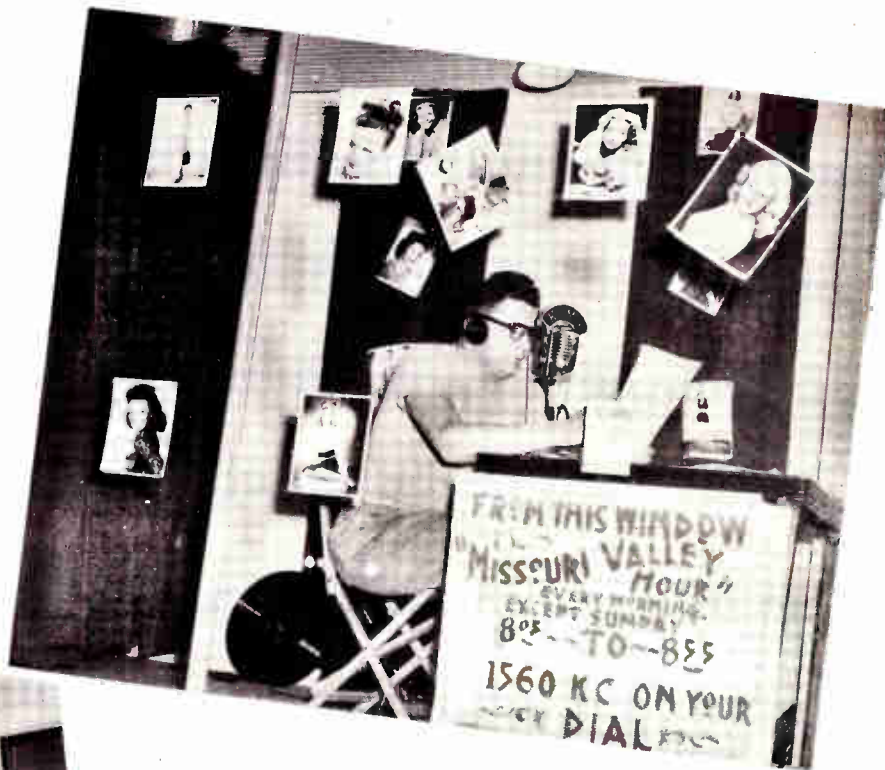
Announcer **Charles Packard**, with Engineer **Harry Stutzman** in the elevated central control room.



Elden Anspach interviews a young studio guest, **Patricia Thornton**.

Radio Entertainment

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The staff of **KSWI-KFMX** get together to produce various shows such as the dramatized news show which is heard each Sunday.

KSWI

Personalities

Pictured on these pages are the Personalities and Shows that help make your listening more enjoyable.



Disc jockey, Harry Besse, spinning platters for his show "Main Stem Derby."



You've heard of Red Engel and "His Natural Seven," and here's Red himself, clowning for KSWI listeners.



KSWI "Smoky Mountain Rangers" entertain daily at the Studios in the Livestock Exchange building in South Omaha. This noon feature includes western music, stock market reports and farm news by C. W. McMenamy.



"Uncle Buck" who reads the funnies each Sunday morning on KSWI is the versatile Elden Ansbach KSWI program director.

and Shows



Mr. H. H. Harper, left, President of the South Omaha Civic Council, and Lorraine Zadina present flowers to Wm. E. Ware, representing the Mayor of Council Bluffs, in celebration of the recent freeing of toll bridges between Omaha and Council Bluffs. This special event was broadcast over KSWI-KFMX by C. W. McManamy.



Here's professor Jerry Colonna, famous comedian in KSWI's control room, clowning for the staff during a visit to the station last fall. Chief Engineer, Bob Hall is in the background.



Texas Ranger heard now on KSWI, KFMX by transcription.



Mrs. Raymond Smith, Women's Director, heard twice daily over KSWI-KFMX on "Listen Ladies" and "Gardners Exchange."



Re-Bop pianist and bandleader Lionel Hampton gives out with some of his famous jive.

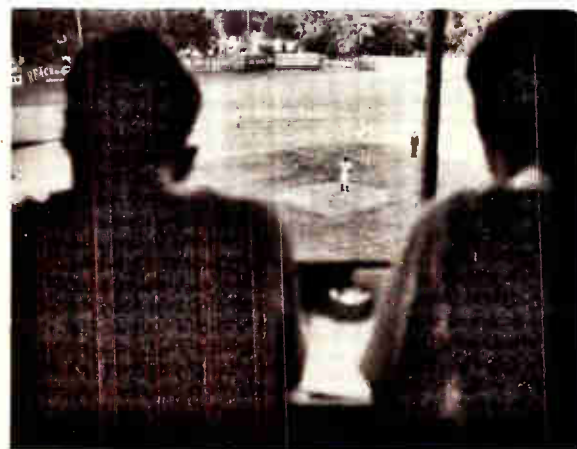
Complete SPORTS Coverage



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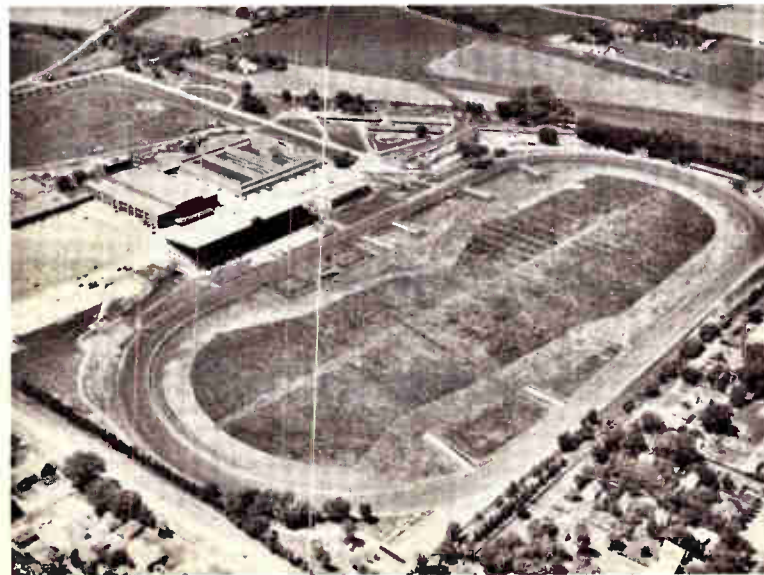
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Timberrrrr...! Baseball fans in the Metropolitan area are familiar with the accurate reporting of all the top major League baseball games by **Ace Sport-caster, Mason Dixon** over KSWI-KFMX.



Rex Barney, Brooklyn Dodger Pitcher, stopped in to say hello to the folks at KSWI. Barney's hometown is **Omaha**.



Ak-Sar-Ben racetrack and Ak-Sar-Ben Coliseum are centers of entertainment activity both winter and summer. From the coliseum, KFMX listeners hear all of the hockey games played by the **Omaha Knights**.



In the Public Interest



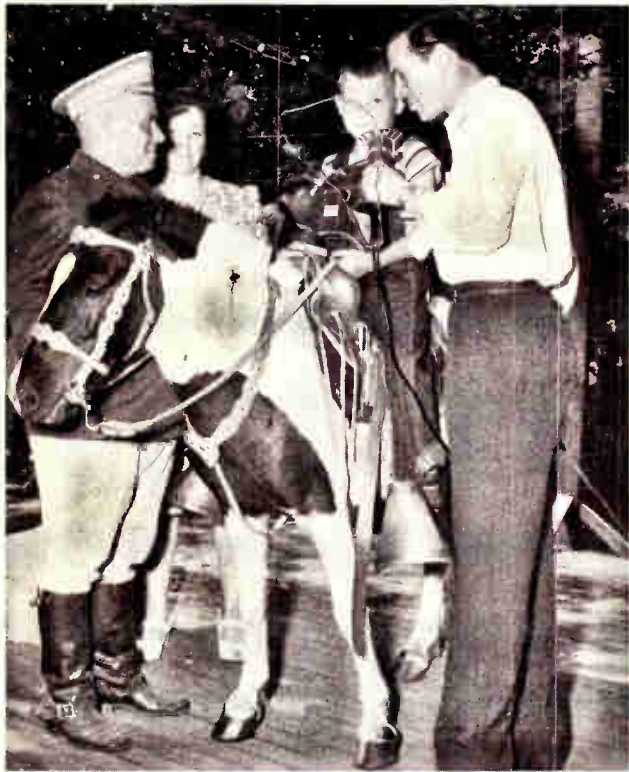
Jane Ashby and Mrs. Raymond Smith in the model kitchen of the Council Bluffs Gas Company. Jane Ashby is the star of the Gas Company's show, "Cookin' Fun."



In the fall of 1947 the **Mormons** retraced their steps through Council Bluffs and Omaha on the centennial of the original Mormon migration towards Salt Lake City under the leadership of Brigham Young. Here they pause on the site of the monument in **Bayliss Park, Council Bluffs.**



Telephone equipped sound truck enables KSWI-KFMX to furnish on-the-spot coverage of all special events of interest to our listeners.



Elden Anspach interviews a winner during the annual pet parade in Council Bluffs. It's a gala day for the kids.



KSWI conducted a whirlwind drive to obtain last minute contributions for the Goodfellow Fund. Contributions were solicited over the air and collections were made by a cooperating cab company.



Members of KSWI staff interview the French Ambassador and other Notables during the "Friendship Train" ceremonies in Council Bluffs.



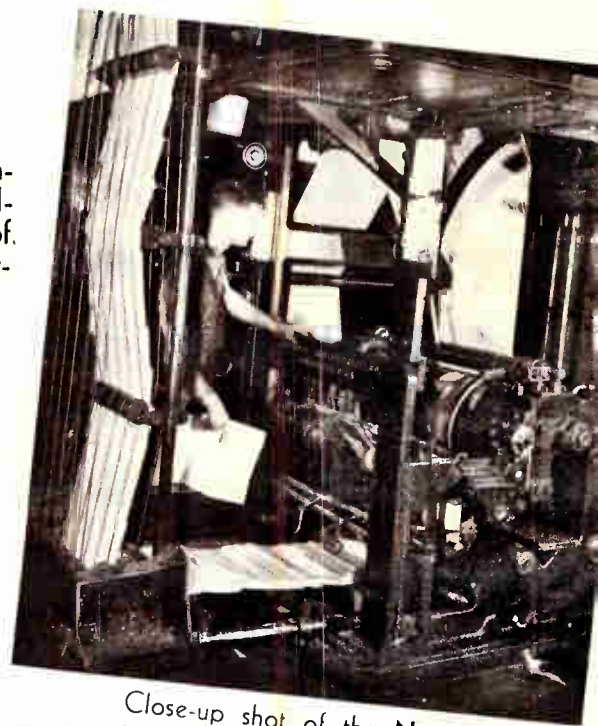
A close-up view of the French Ambassador during the "Friendship Train" ceremonies.

Complete and Accurate

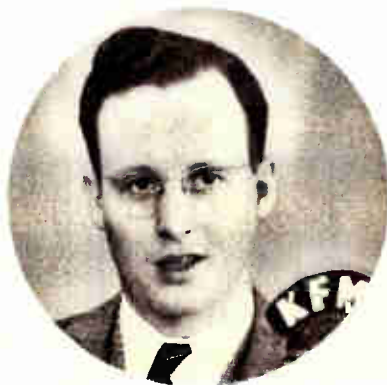


Pictured here are the buildings of the **Council Bluffs Daily Nonpareil**, serving readers in Southwestern Iowa since 1857. The Nonpareil's complete co-operation with **KSWI** brings listeners in the area the finest possible news coverage.

The Council Bluffs Nonpareil, combined with the Nonpareil Broadcasting Co. assures the listeners of complete and accurate news coverage.



Close-up shot of the **Nonpareil press**, showing the finished newspapers rolling off the line ready for delivery.



RICHARD COFFEY
News Editor



Local news is written and edited in the busy **News Rooms** of the **Daily Nonpareil**.



W. A. (BILL) MCGILL
News Dept.

NEWS Coverage



In the **KSWI News Room**, the local and national news events are edited and assembled for one of the many newscasts.



1st Lt. Thomas E. Speer and **2nd Lt. Williams Rounds** of the **168th Inf. Cannon Co.**, talk things over with **Bob Hall**, **KSWI's Chief Engineer**.

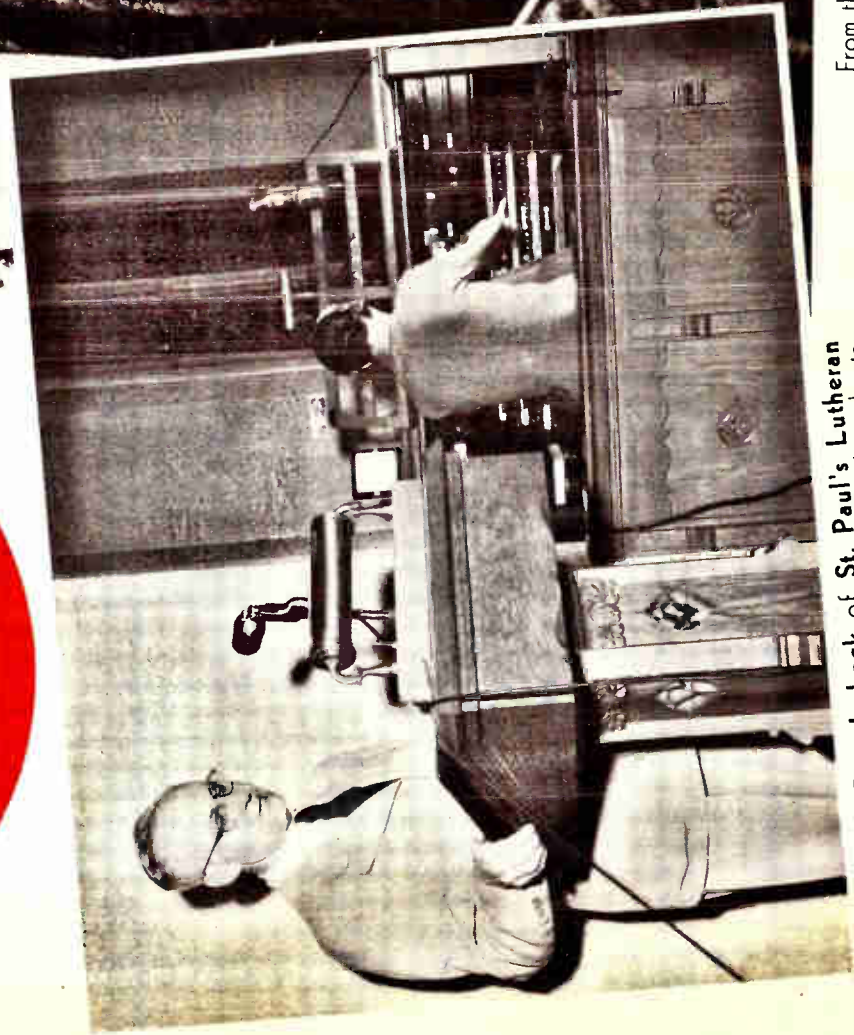
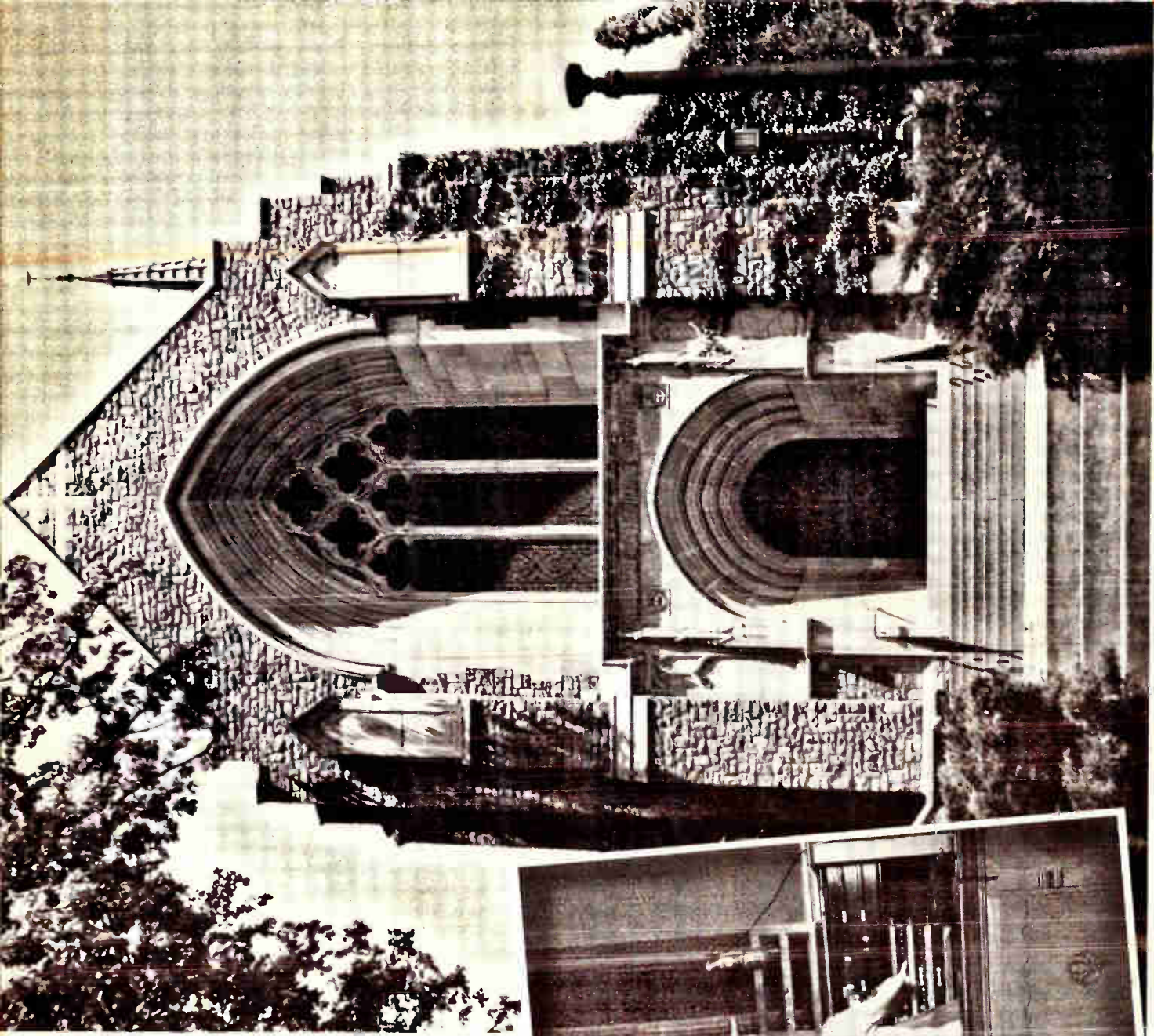


WARREN WELLS
Station Commentator



National and international news is furnished by the **Associated Press teletype** that operates 24 hours each day.

Religion On the Air



Rev. Lobeck of St. Paul's Lutheran church during one of his broadcasts.

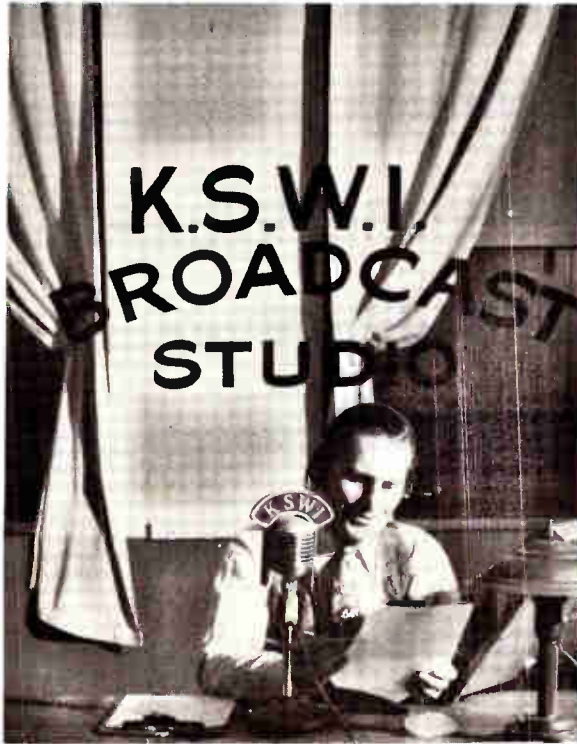
From the gothic structure of the St. Paul's Lutheran church in Council Bluffs is carried the Daily Chapel programs to thousands in Iowa and Nebraska.

"Sermonettes in Song" is presented each Sunday afternoon on KSWI and KFMX by talented local musicians under the direction of Harold Clizbe.

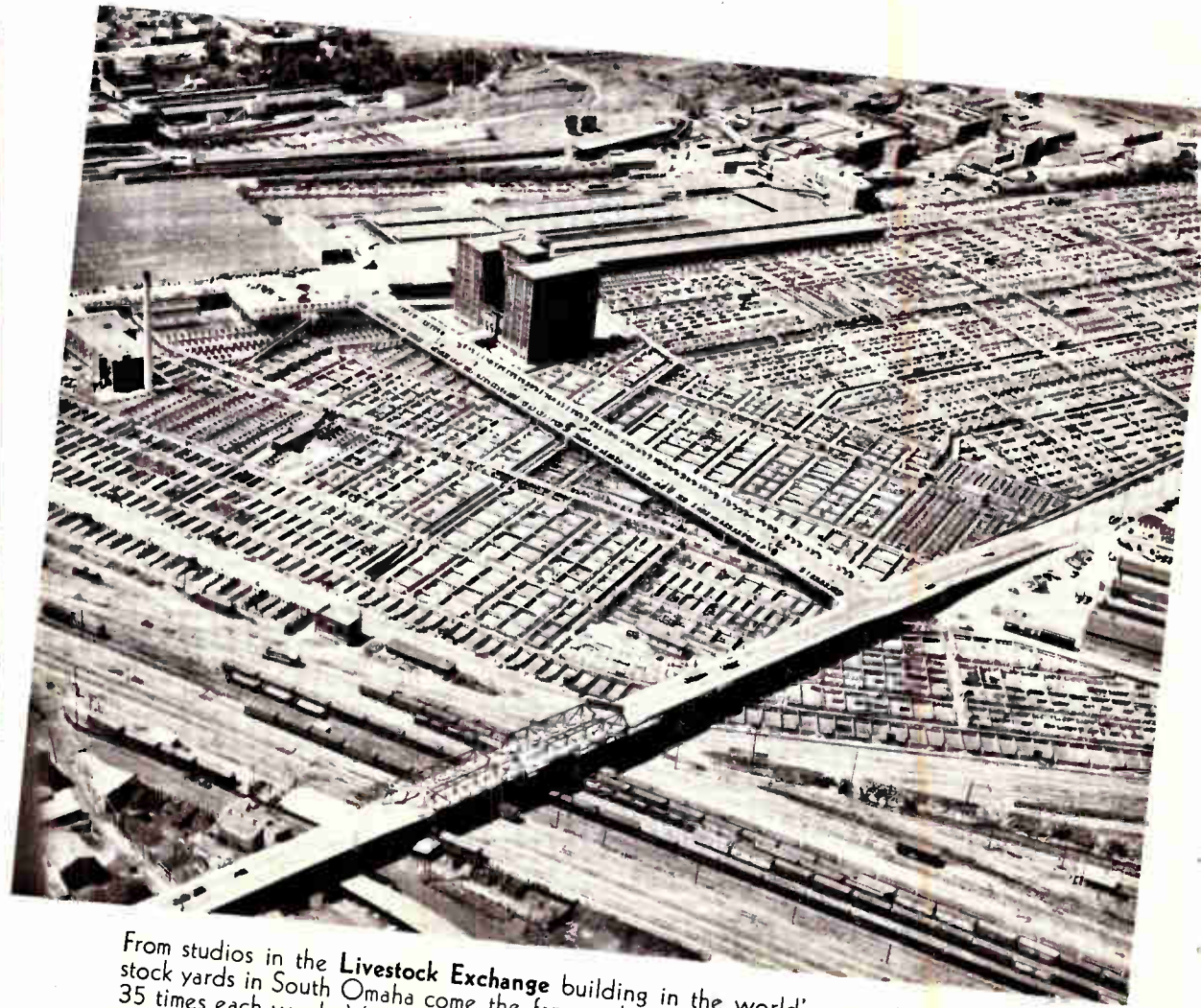


Complete Sunday morning services from the First Christian Church in Council Bluffs are a weekly feature on KSWI and KFMX.

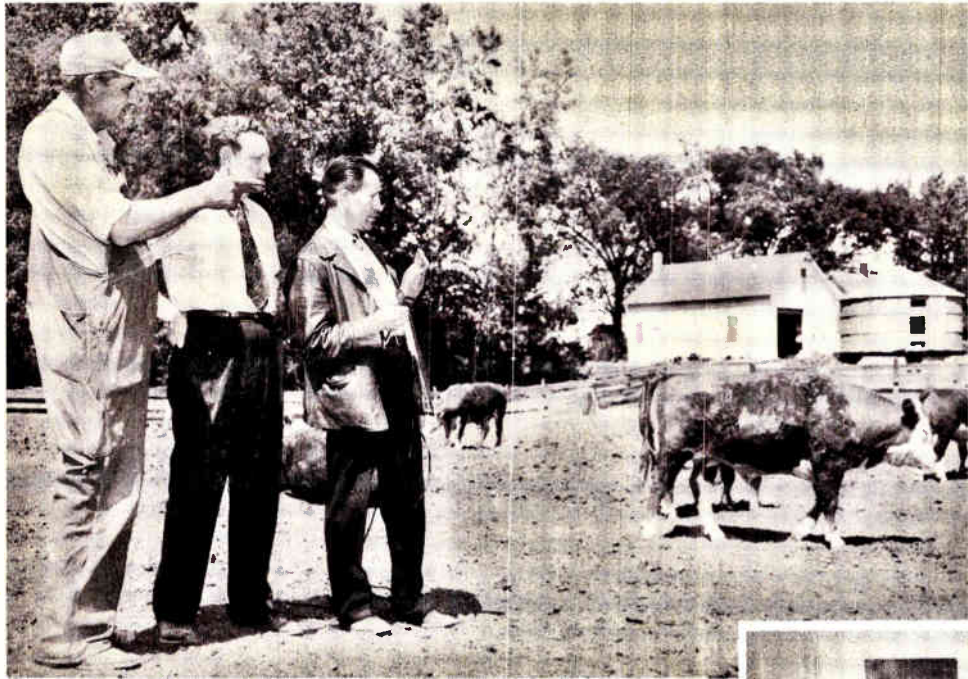
For Rural Listeners



C. W. McManamy, KSWI Farm Editor keeps his many listeners posted on the market and grain reports from his studio in the Live Stock Exchange Building in South Omaha.



From studios in the **Livestock Exchange** building in the world's second largest live-stock yards in South Omaha come the farm and market broadcasts that **KSWI** features 35 times each week. Visitors are always welcome in the studios, offices, and lounge on the sixth floor of the exchange building.



C. W. McManamy, known better as "Mac at the Mike," gives a firsthand account of what's happening, "Down on the Farm."

The Farm Advisory Group. Pictured here are, back row, left to right: Earl H. New, Fred Klopping, Ivan Olsen, Harold Ford, Dr. B. A. Moore, Arthur Thoreson, William Ware, Harry Grate, Ernest Harms, Clyde Blanchard and W. A. Huehlman; front row, left to right; Clifford Johnson, Claire Becher, Mrs. Guy Summy, Mrs. Adolph Schultz, Miss Maxine Smith, Lawrence Mark, and Chester Childs.



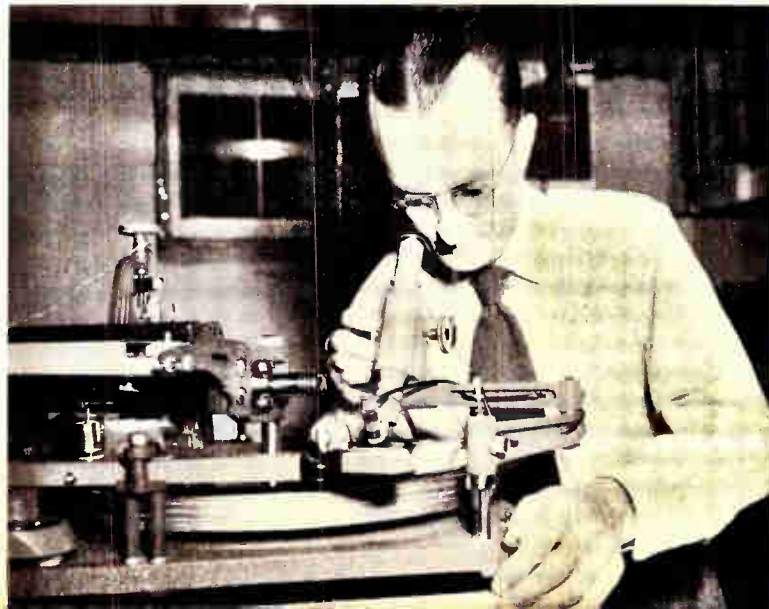
Behind the Scenes



In addition to a library of more than 25,000 high quality electrical transcriptions, KSWI maintains a complete stock of the latest recordings for the popular "disc shows" featured daily. Because of direct connections with the large record manufacturers KSWI is able to feature pre-releases of "hits" before they are popular.



A "disc show" finds Charlie Packard at one of the two program consoles in the control room.



Cutting master recordings and electrical transcriptions is the meticulous task of Terry Moss, recording engineer.

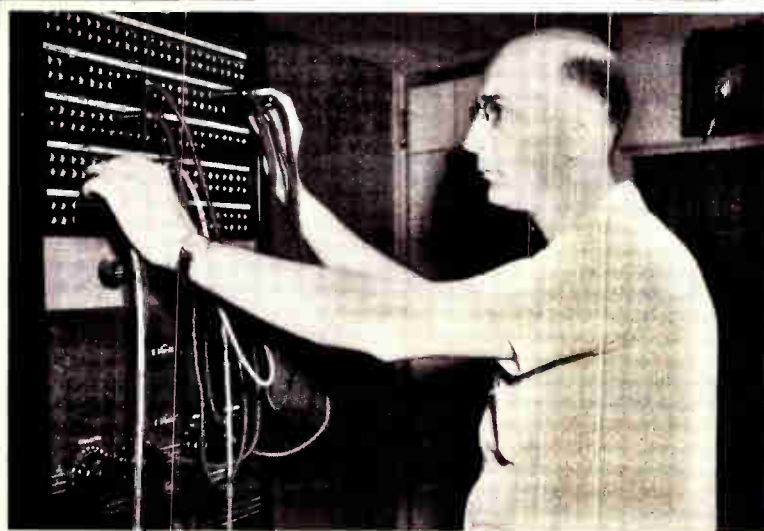
at KSWI-KFMX



Two **KFMX** engineers inspect a replacement tube for the modern **KFMX**-frequency modulation transmitter.



Engineers make final adjustments on the **4-bay FM antenna** before it was hoisted to the top of the tall **KFMX** tower.

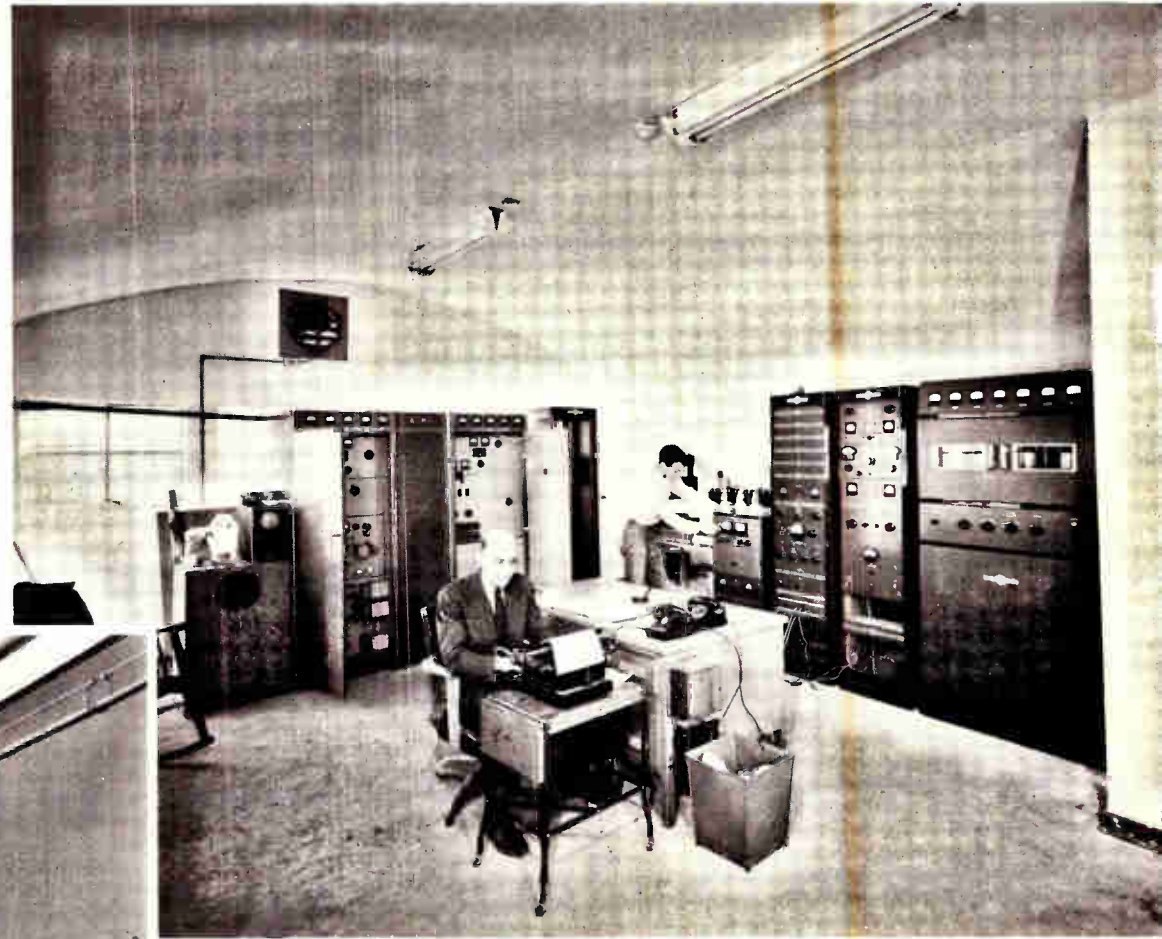
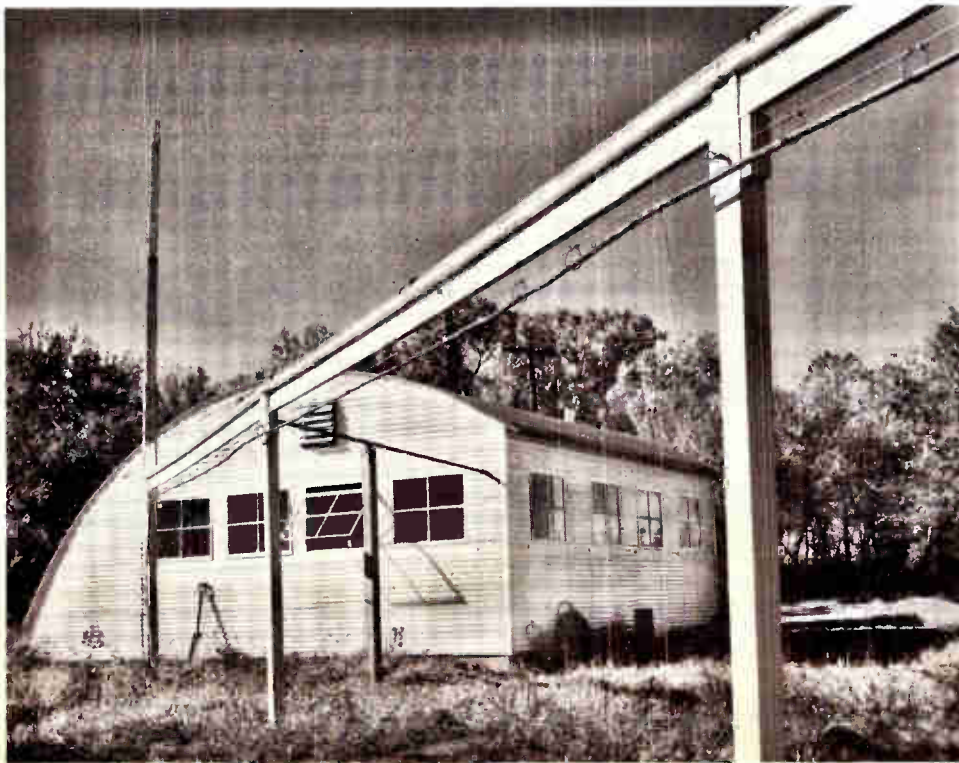


Chief Engineer **Bob Hall** makes a change in the "**patch panel**," where the station's **29** remote broadcast lines terminate in the **central control room**.

Transmitter Building

**KSWI-
KFMX**

Transmission lines for both the FM and AM transmitter are carried to the base of the tower from the transmitter by the overhead suspension structure pictured below.



In the compact transmitter building above, are both FM and AM transmitters, and allied equipment. Along the right wall is the 1,000 watt KSWI transmitter, with its accompanying monitoring equipment. At the end of the room is the 3,000 watt KFMX transmitter

The Finest in Music at 1560

An example of the transcribed shows heard over KSWI-KFMX is the "1560 Club" with **Ralph Carey** as Master of Ceremonies. He selects his music from our complete library of records and transcriptions which feature all of the **outstanding bands and vocalists** of the day. A few of these artists are pictured on the following pages.



RALPH CAREY



"DEEP RIVER BOYS"



RIDERS OF THE PURPLE SAGE

**RECORDING
ARTISTS
ON KSWI-KFMX**



TOMMY DORSEY



VIC DAMONE



EVELYN KNIGHT



ANITA ELLIS



Radio Alburca

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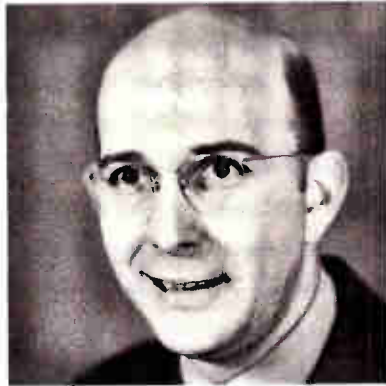


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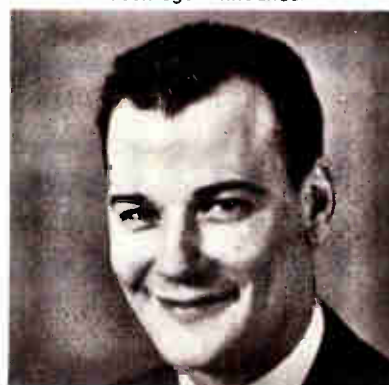
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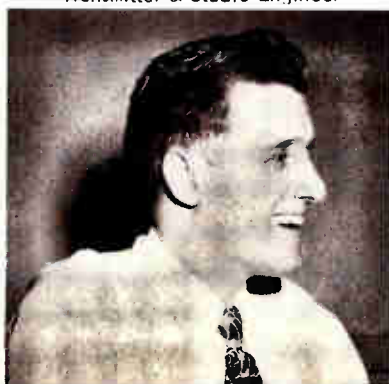
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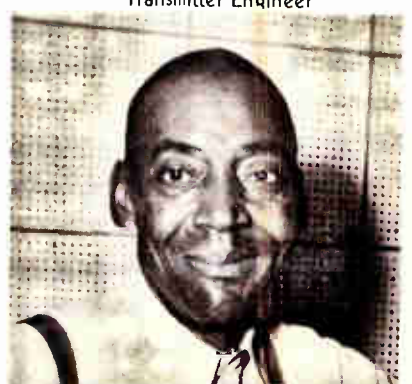
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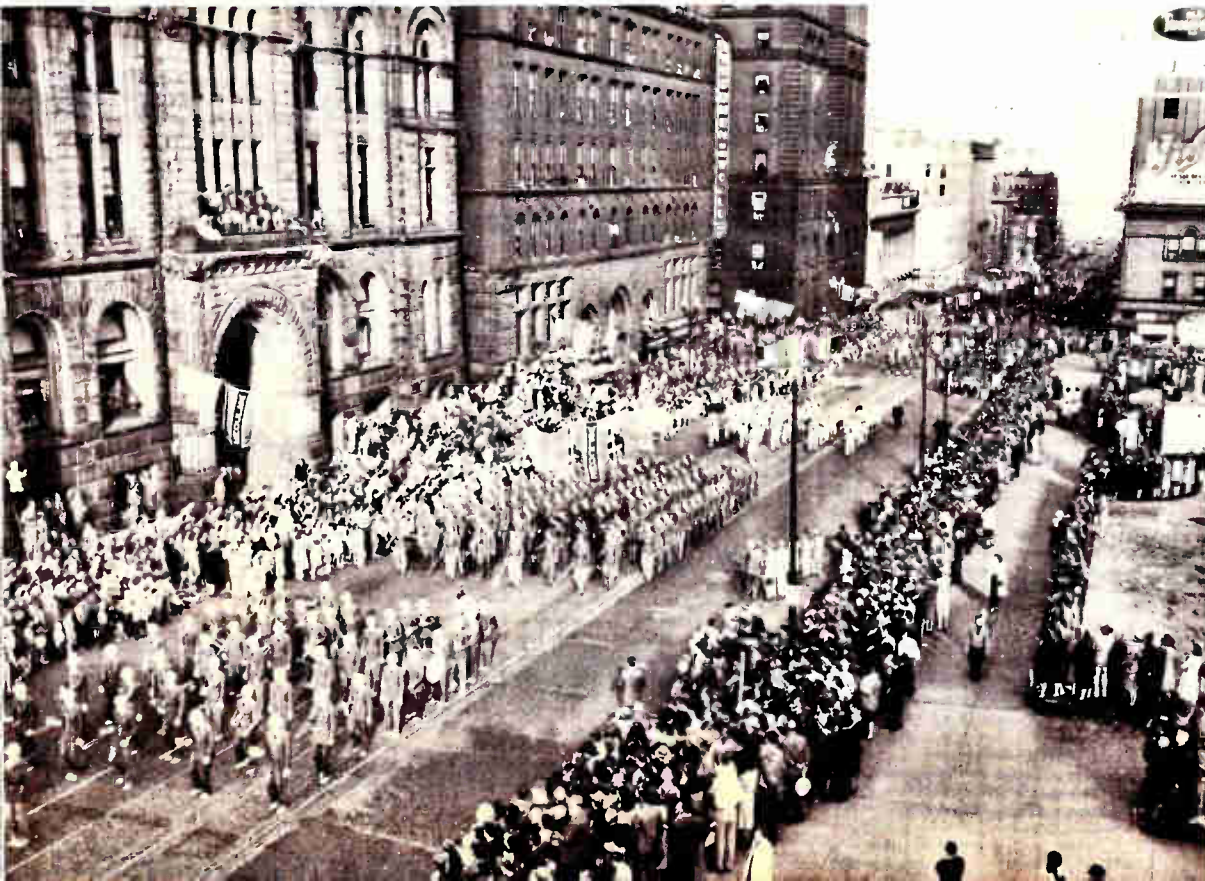
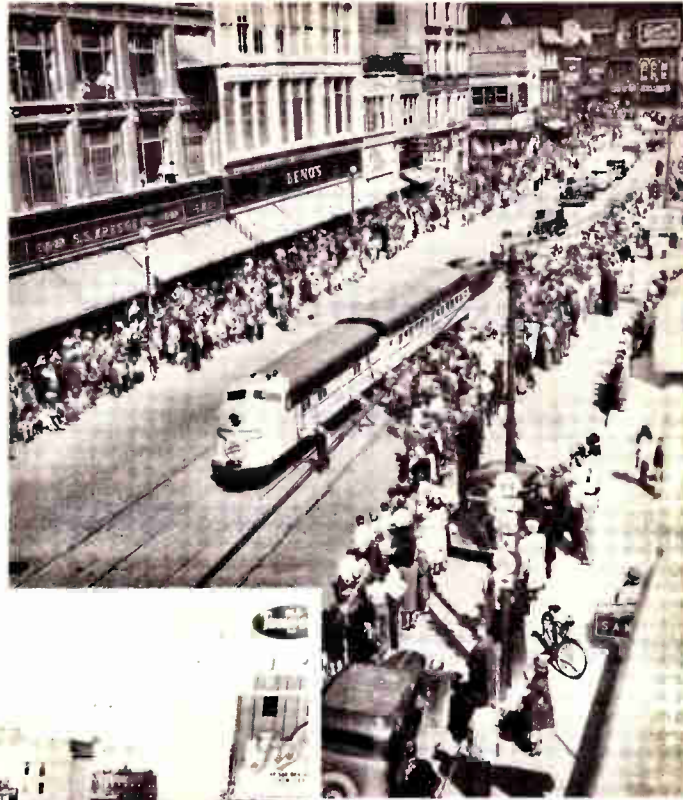
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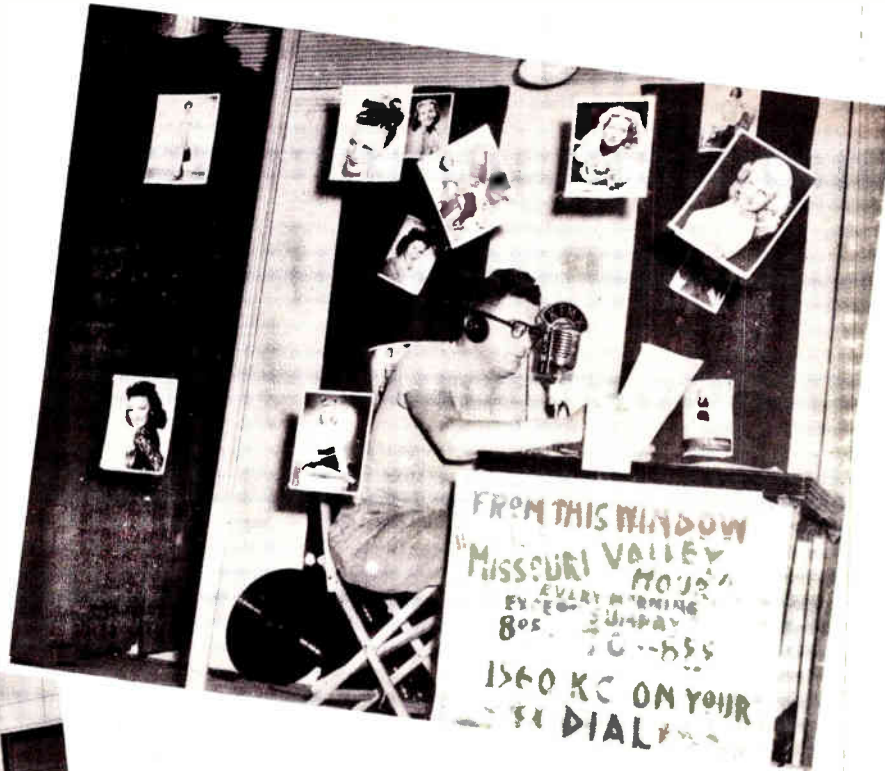
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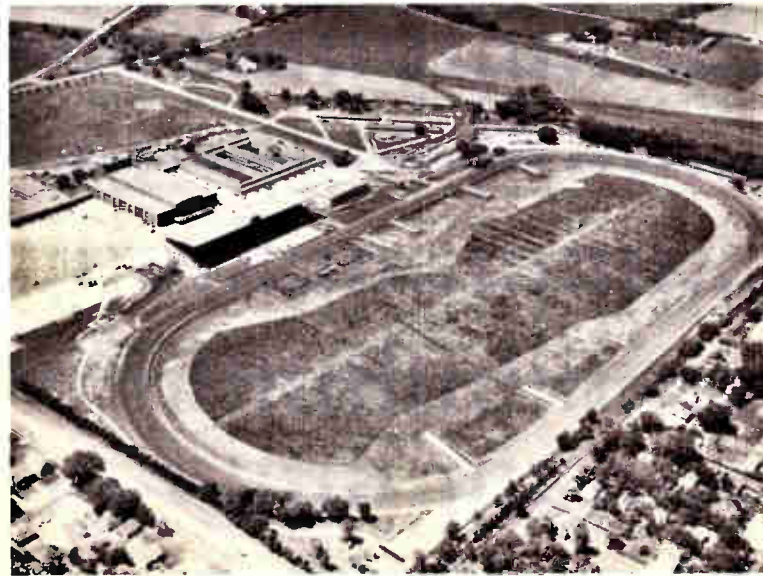
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Ak-Sar-Ben racetrack and **Ak-Sar-Ben Coliseum** are centers of entertainment activity both winter and summer. From the coliseum, KFMX listeners hear all of the hockey games played by the **Omaha Knights**.



In the Public Interest



Jane Ashby and Mrs. Raymond Smith in the model kitchen of the Council Bluffs Gas Company. Jane Ashby is the star of the Gas Company's show, "Cookin' Fun."



In the fall of 1947 the **Mormons** retraced their steps through Council Bluffs and Omaha on the centennial of the original Mormon migration towards Salt Lake City under the leadership of Brigham Young. Here they pause on the site of the monument in **Bayliss Park, Council Bluffs.**



Telephone equipped sound truck enables KSWI-KFMX to furnish on-the-spot coverage of all special events of interest to our listeners.



Elden Anspach interviews a winner during the annual pet parade in Council Bluffs. It's a gala day for the kids.



KSWI conducted a whirlwind drive to obtain last minute contributions for the Goodfellow Fund. Contributions were solicited over the air and collections were made by a cooperating cab company.



Members of KSWI staff interview the French Ambassador and other Notables during the "Friendship Train" ceremonies in Council Bluffs.



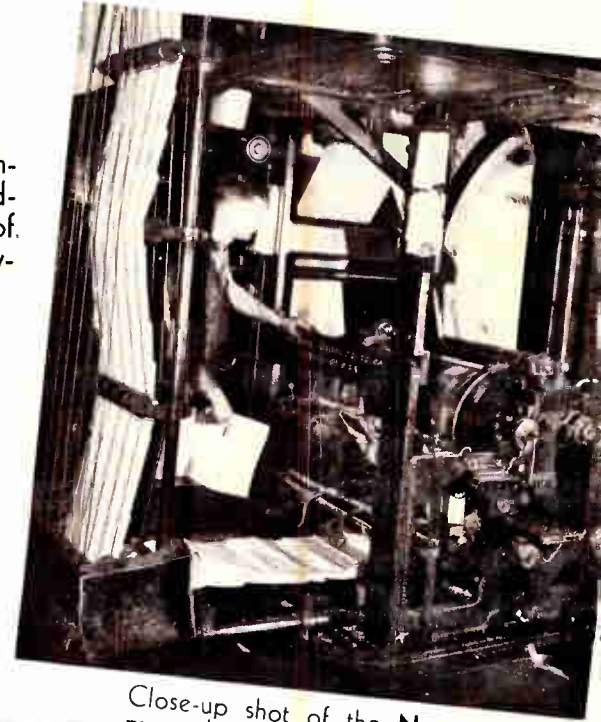
A close-up view of the French Ambassador during the "Friendship Train" ceremonies.

Complete and Accurate



Pictured here are the buildings of the **Council Bluffs Daily Nonpareil**, serving readers in Southwestern Iowa since 1857. The Nonpareil's complete co-operation with **KSWI** brings listeners in the area the finest possible news coverage.

The Council Bluffs Nonpareil, combined with the Nonpareil Broadcasting Co. assures the listeners of complete and accurate news coverage.



Close-up shot of the **Nonpareil** press, showing the finished newspapers rolling off the line ready for delivery.



RICHARD COFFEY
News Editor



Local news is written and edited in the busy **News Rooms** of the **Daily Nonpareil**.



W. A. (BILL) MCGILL
News Dept.

NEWS Coverage



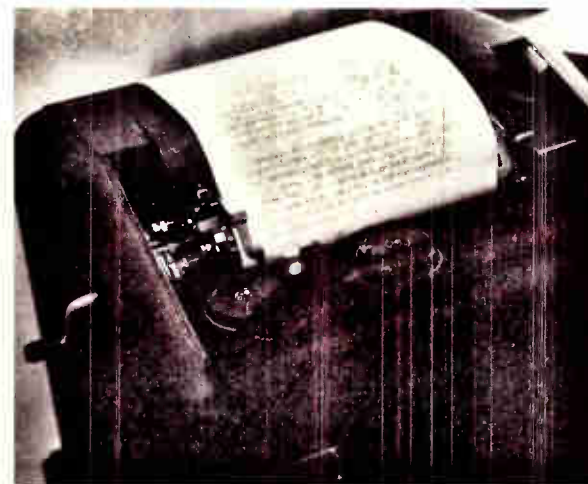
In the **KSWI News Room**, the local and national news events are edited and assembled for one of the many newscasts.



1st Lt. Thomas E. Speer and **2nd Lt. Williams Rounds** of the 168th Inf. Cannon Co., talk things over with **Bob Hall**, KSWI's Chief Engineer.

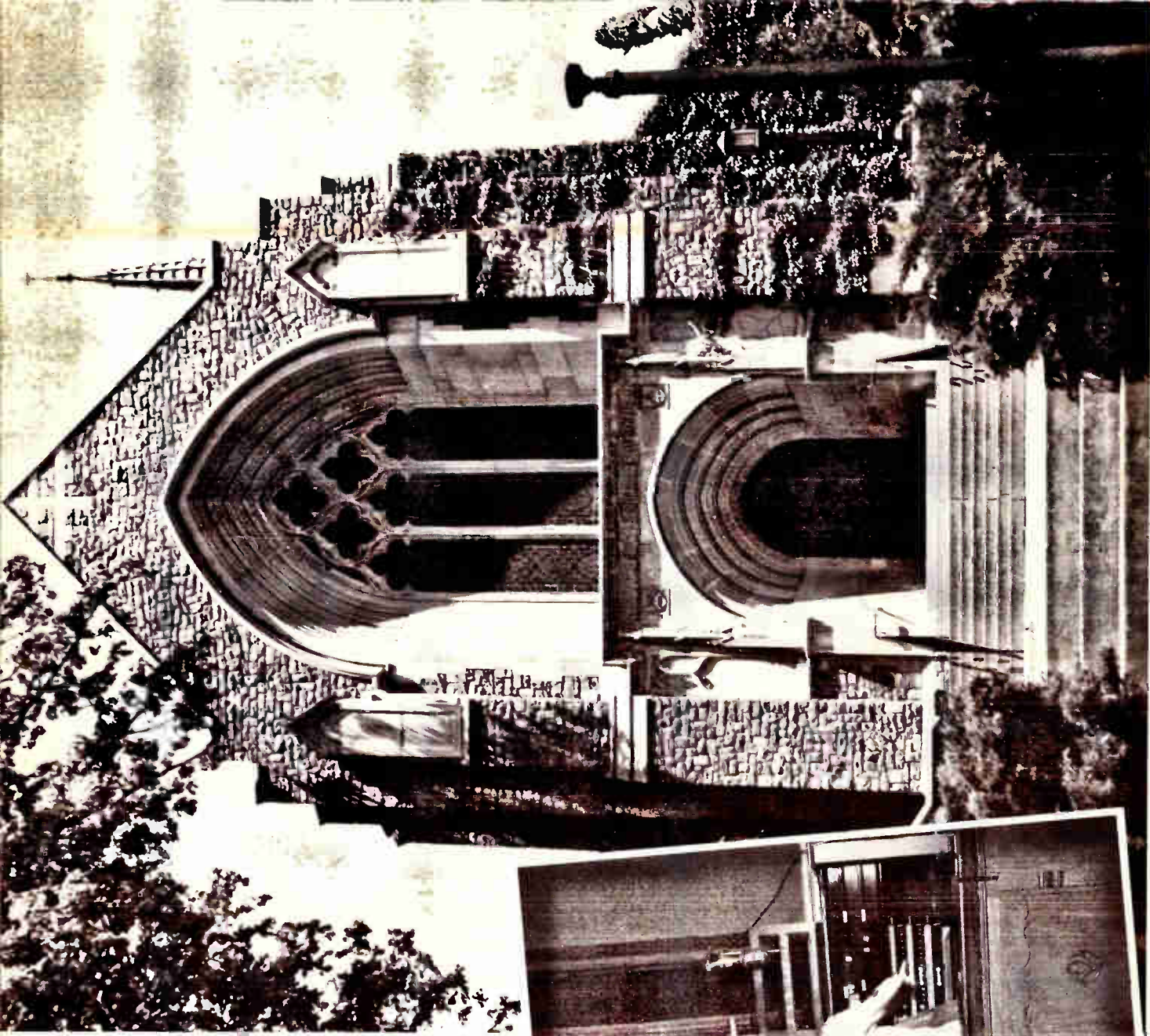


WARREN WELLS
Station Commentator

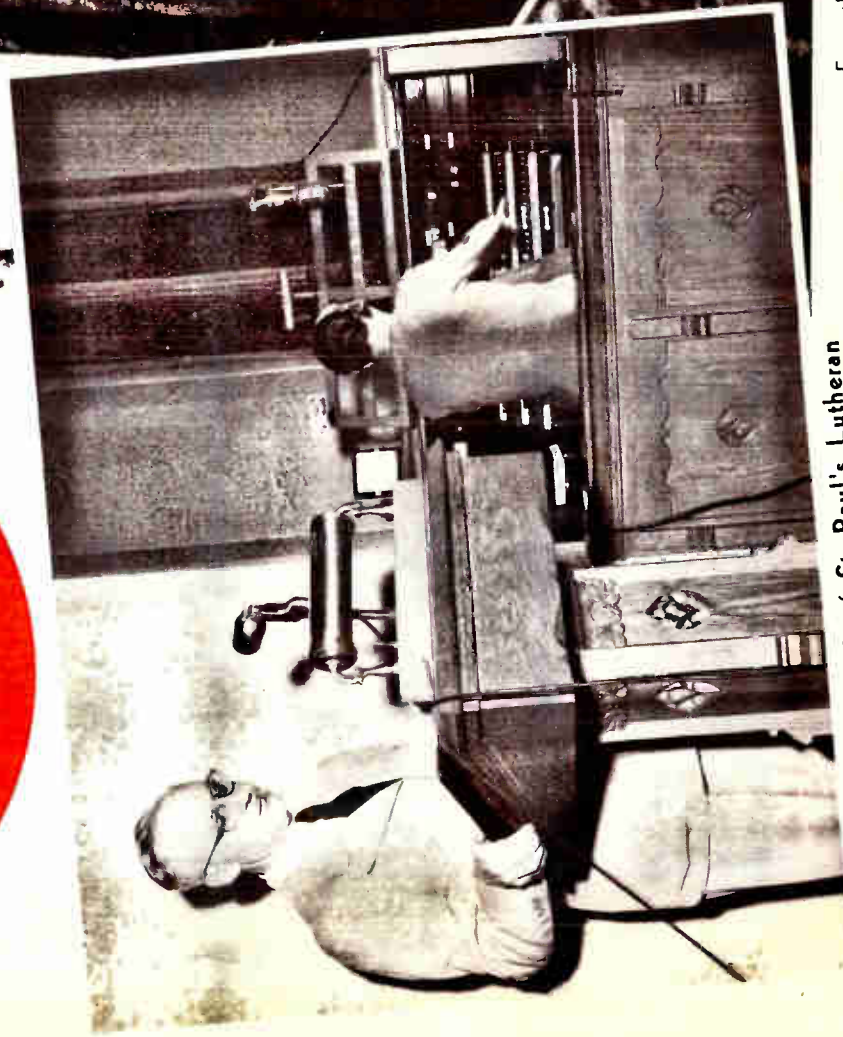


National and international news is furnished by the **Associated Press teletype** that operates 24 hours each day

Religion On the Air



From the gothic structure of the **St. Paul's Lutheran church** in Council Bluffs is carried the **Daily Chapel** programs to thousands in Iowa and Nebraska.



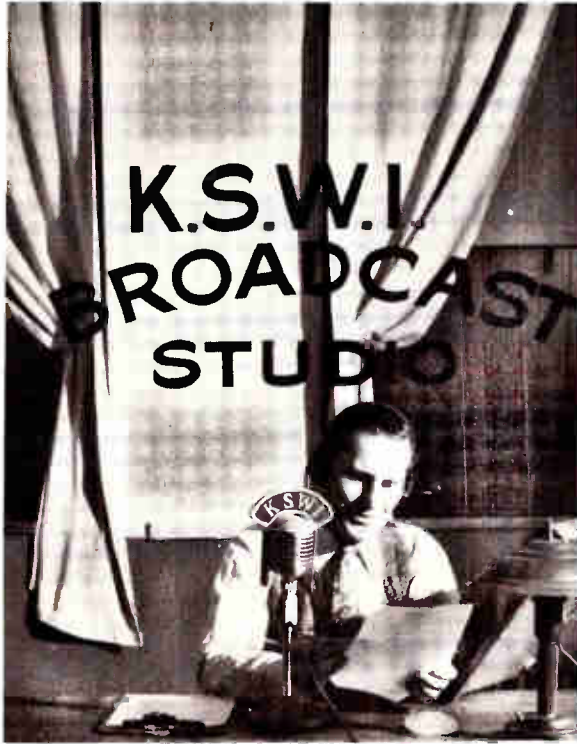
Rev. Lobeck of **St. Paul's Lutheran church** during one of his broadcasts.

"Sermonettes in Song" is presented each Sunday afternoon on KSWI and KFMX by talented local musicians under the direction of Harold Clizbe.

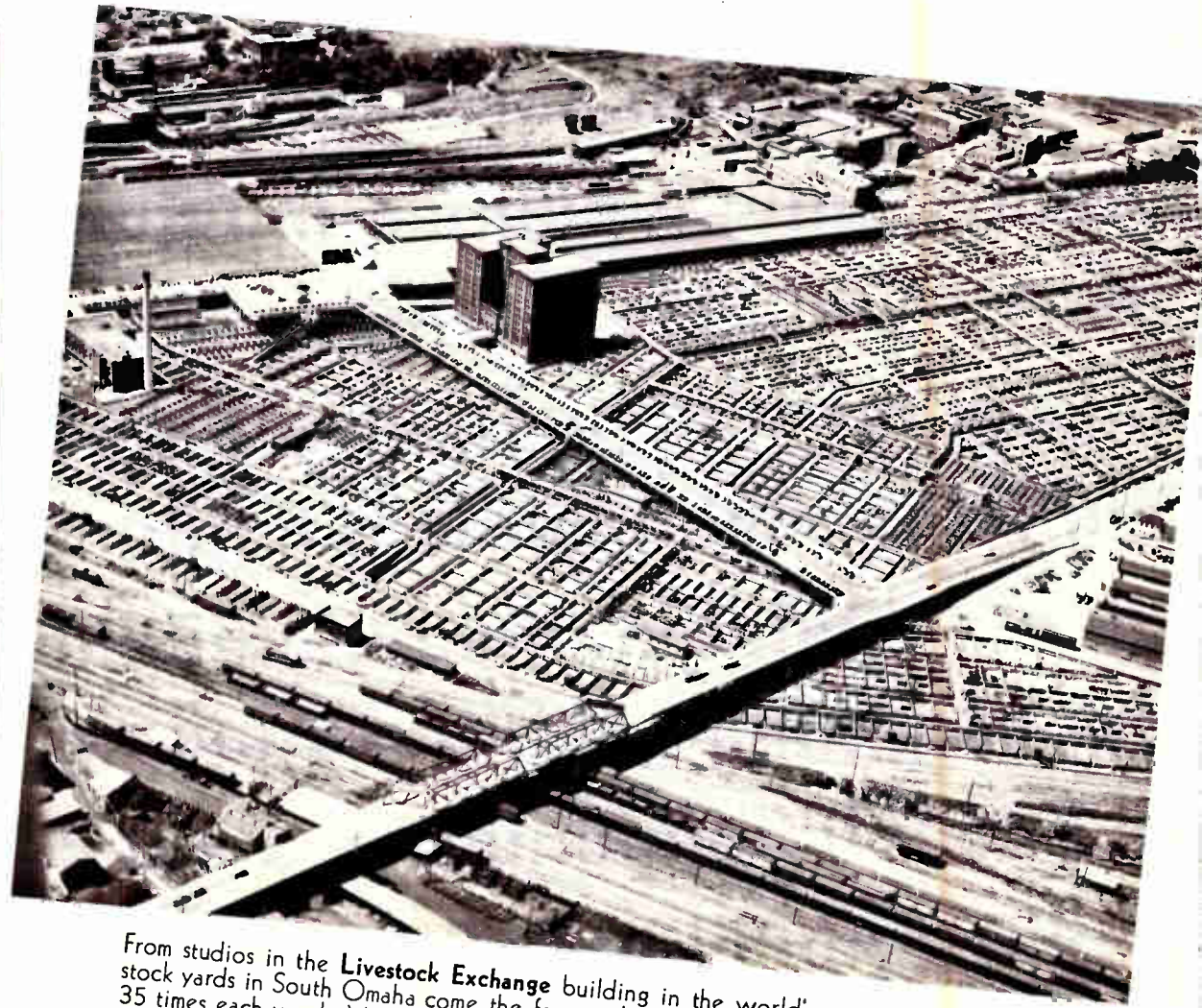


Complete Sunday morning services from the First Christian Church in Council Bluffs are a weekly feature on KSWI and KFMX.

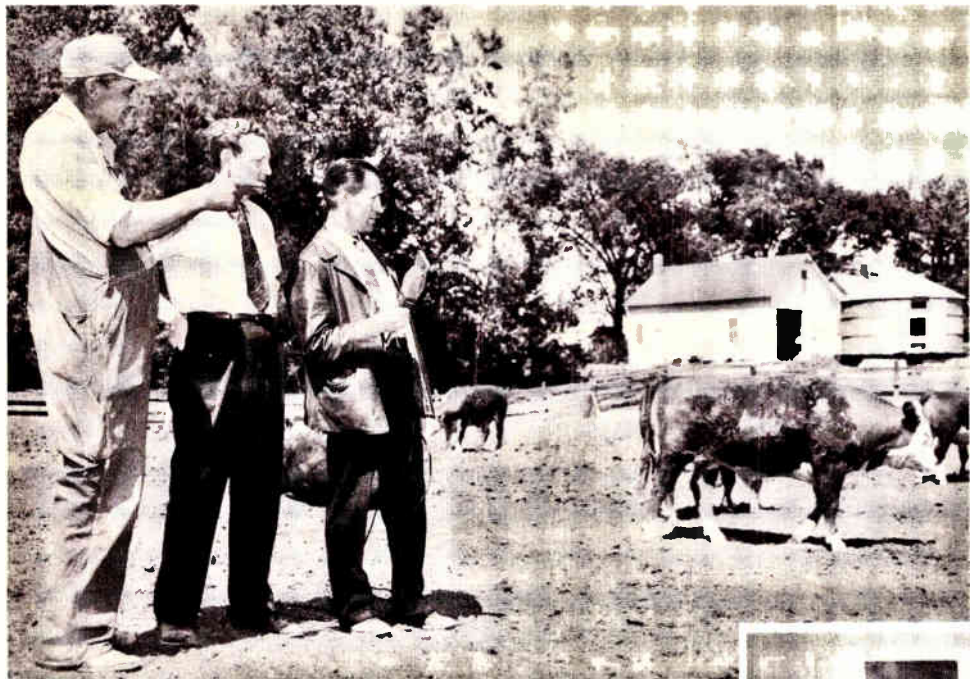
For Rural Listeners



C. W. McManamy, KSWI Farm Editor keeps his many listeners posted on the market and grain reports from his studio in the Live Stock Exchange Building in South Omaha.



From studios in the **Livestock Exchange** building in the world's second largest livestock yards in South Omaha come the farm and market broadcasts that **KSWI** features 35 times each week. Visitors are always welcome in the studios, offices, and lounge on the sixth floor of the exchange building.



C. W. McManamy, known better as "Mac at the Mike," gives a firsthand account of what's happening, "Down on the Farm."

The Farm Advisory Group. Pictured here are, back row, left to right: Earl H. New, Fred Klopping, Ivan Olsen, Harold Ford, Dr. B. A. Moore, Arthur Thoreson, William Ware, Harry Grate, Ernest Harms, Clyde Blanchard and W. A. Huehlman; front row, left to right; Clifford Johnson, Claire Becher, Mrs. Guy Summy, Mrs. Adolph Schultz, Miss Maxine Smith, Lawrence Mark, and Chester Childs.



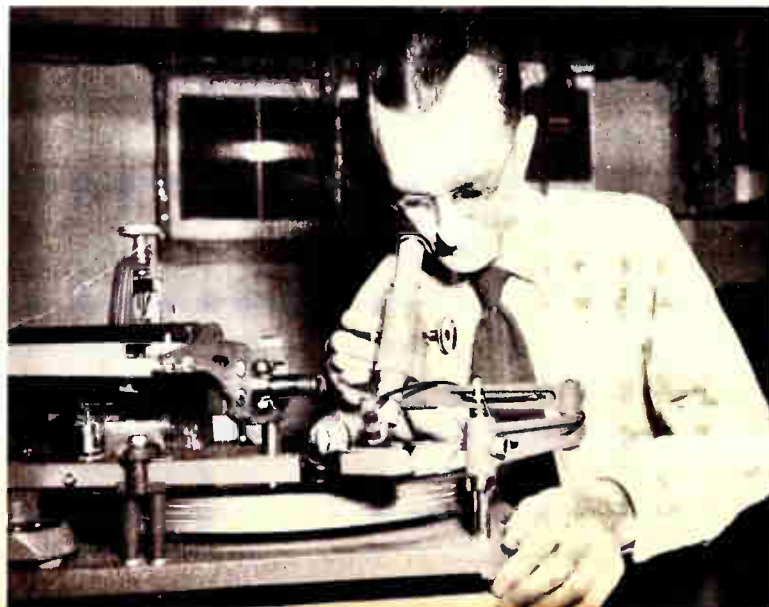
Behind the Scenes



In addition to a library of more than 25,000 high quality electrical transcriptions, KSWI maintains a complete stock of the latest recordings for the popular "disc shows" featured daily. Because of direct connections with the large record manufacturers KSWI is able to feature pre-releases of "hits" before they are popular.



A "disc show" finds Charlie Packard at one of the two program consoles in the control room.



Cutting master recordings and electrical transcriptions is the meticulous task of Terry Moss, recording engineer.

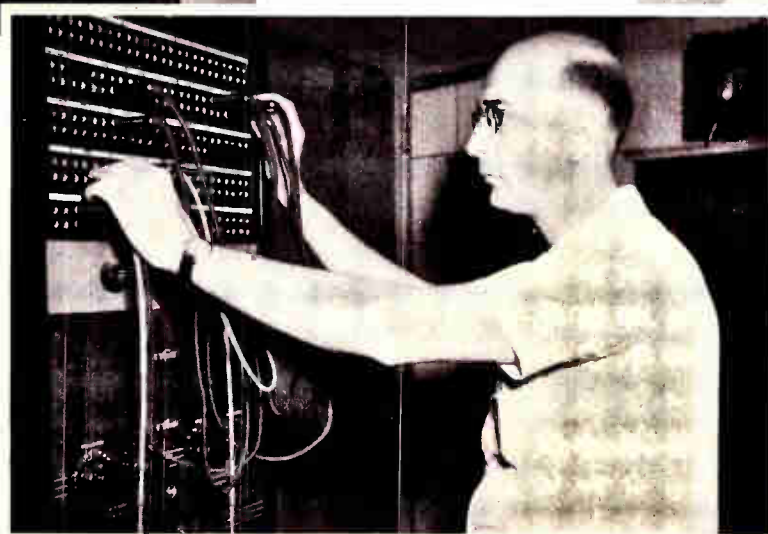
at KSWI-KFMX



Two **KFMX** engineers inspect a replacement tube for the modern **KFMX**-frequency modulation transmitter.



Engineers make final adjustments on the **4-bay FM antenna** before it was hoisted to the top of the tall **KFMX** tower.

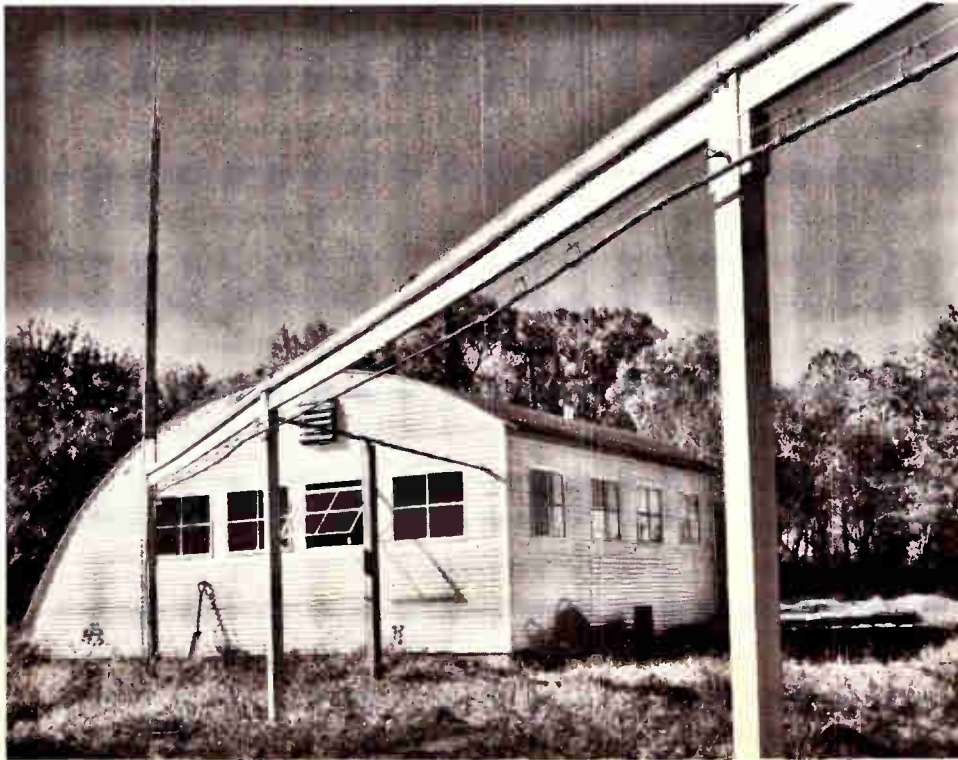


Chief Engineer **Bob Hall** makes a change in the "patch panel," where the station's **29** remote broadcast lines terminate in the **central control room**.

Transmitter Building

**KSWI-
KFMX**

Transmission lines for both the **FM** and **AM** transmitter are carried to the base of the tower from the transmitter by the **overhead suspension structure** pictured below.



In the compact transmitter building above, are both **FM** and **AM** transmitters, and allied equipment. Along the right wall is the 1,000 watt **KSWI transmitter**, with its accompanying monitoring equipment. At the end of the room is the 3,000 watt **KFMX transmitter**

The Finest in Music at 1560

An example of the transcribed shows heard over KSWI-KFMX is the "1560 Club" with **Ralph Carey** as Master of Ceremonies. He selects his music from our complete library of records and transcriptions which feature all of the **outstanding bands** and **vocalists** of the day. A few of these artists are pictured on the following pages.



RALPH CAREY



"DEEP RIVER BOYS"



RIDERS OF THE PURPLE SAGE

**RECORDING
ARTISTS
ON KSWI-KFMX**



TOMMY DORSEY



VIC DAMONE



EVELYN KNIGHT



ANITA ELLIS

The Favorite Spot On Your Dial



K S W I
1560

TIME	SUNDAY PROGRAM	TIME	MONDAY PROGRAM	TIME	TUESDAY PROGRAM
TIME	WEDNESDAY PROGRAM	TIME	THURSDAY PROGRAM	TIME	FRIDAY PROGRAM
TIME	SATURDAY PROGRAM	DATE	SPECIAL BROADCASTS PROGRAM	DATE	PROGRAM

