

KEAR



YOUR NEIGHBOR STATION

LINCOLN



WORLD RADIO HISTORY

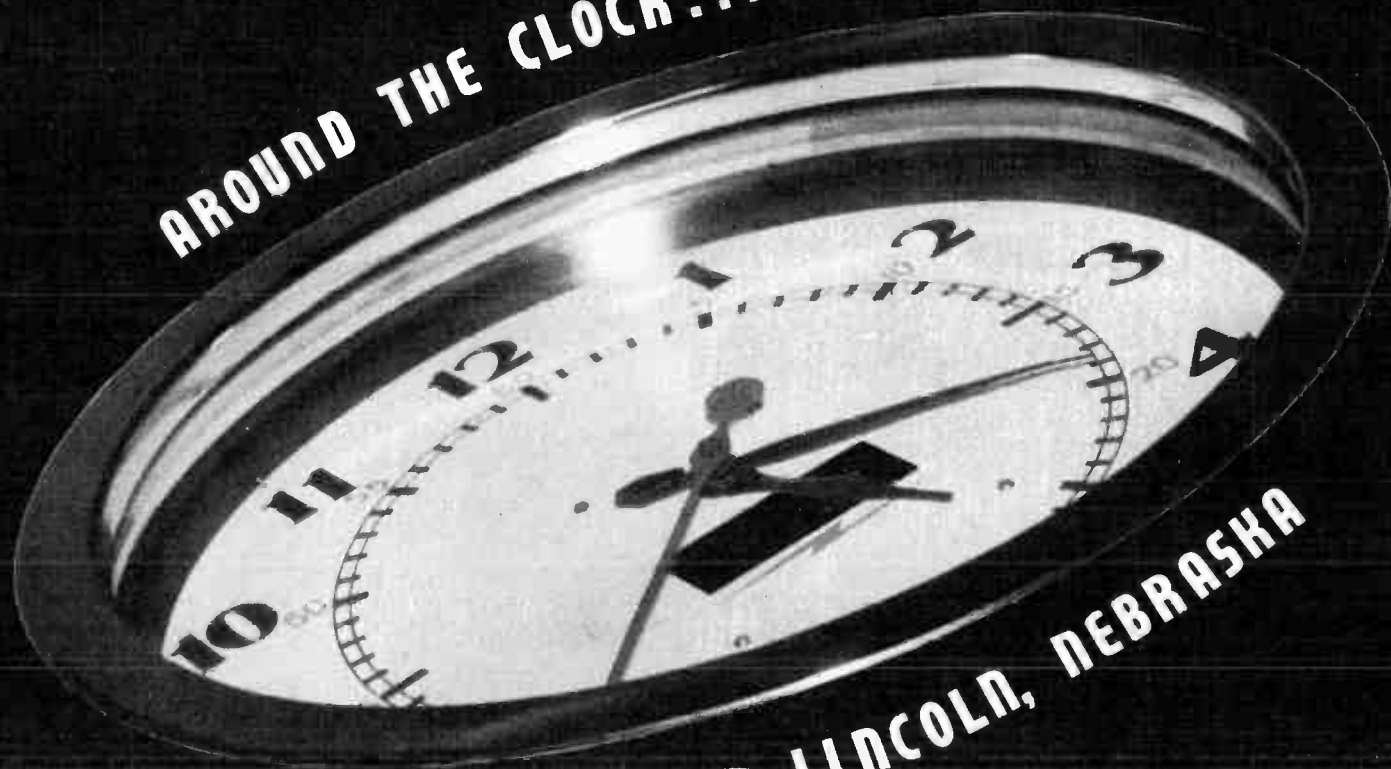
World Radio History

YOUR NEIGHBOR STATION

LINCOLN

Personalities

AROUND THE CLOCK . . .



AT KFAB IN LINCOLN, NEBRASKA

Copyright, 1940 by National Radio Personalities, Inc.
Publishers — Peoria, Illinois — Litho in U.S.A.

KFAB is affiliated with the Lincoln Journal and the
Lincoln Star.

BRIGHT AND EARLY....



BRIGHT AND EARLY . . .

. . . from 4:45 to 6:45 in the morning—about the time a lot of our farm neighbors are out getting the milking done, and most of our in-town neighbors are still in the delightful process of absorbing the springy comfort of slumber—the crowd at KFAB are priming the broadcasting pump for another day.

Before 5:00 a.m. the "Early Birds" crew assemble, and we find **TEXAS MARY** pleased as Punch over her letters from you folks. Mary walked into KFAB a couple of years ago, let loose a helping of her songs, guitar solos and yodels, and was hired immediately. She's "around 21", has a fine sense of humor and knows that one mounts a horse from the left.



At 4:45 a.m., on the well-known nose, **EARL WILLIAMS** (the one with the yawn) breaks out his "REVIELLE" program. But before Earl starts pouring out music announcements, the correct time and what the weather will be he gets together with Stan Seviars (at the controls) to check the transcriptions to be played during KFAB's opening quarter hour.



Still before five a.m. there is a peck of strumming and picking in the corner of the studio — **THE HOMEGROWN HAWAIIANS** are tuning up. Left to right, they are Gus Sindt and Andy Martin. Gus started radio in 1930 as a poultry expert, and Andy has spent 16 years broadcasting. Over in Iowa — the home of both fellows — Andy was a seed corn tester until he "got acquainted with a fiddler."



ROY AND LONIE unpack for their part on "The Early Birds" show, from five to six in the morning. The boys have a deal of cash sunk in those instruments and treat them like an only child. Respectively, their last names are McGeorge and Robertson. Unwed Roy comes from Kentucky, while Lonnie (with the violin) shifted from Missouri.

KENTUCKY JESS (Jess Carl Goddis) is getting a good-natured start with this 'phone call. This cheerful chap from Tulsa, Oklahoma, used to be a game warden, but having played and sung since he was 15 (16 years ago), Jess turned to radio entertaining. No, that 'phone call isn't a personal matter. You see, Jess is married and has two fine children.





Just a second before five o'clock "**SUNNY JIM**" Tenhulzen pops his cigarette into the sand to go into the studio and the "Early Birds" show. Jim's father was a musician, so music-making has been his career — with the exception of a time with the Nebraska State Highway Department. Happy-go-lucky "Sunny" first appeared on KFAB in 1932. Married? . . . Uh huh.

At six a.m. comes News by **EARL WILLIAMS**. For some reason 'er tother, Earl seems to think best when he holds that pencil in his hand. A native of Snyder, Nebraska, Earl was in banking before radio. A couple of decades ago he would have liked to have become a racing car driver, but with a family of three that interest has disappeared.



6:30 a.m. — **Lonnie, Kentucky Jess and Roy** (left to right) turn on their sprightly quarter-hour of old familiar songs, fiddle solos and novelty ballads. Roy used to be a farmer and has appeared on about ten radio stations. Lonnie's radio activities have been confined to Nebraska, South Dakota and Missouri. We hope you notice Jess' banjo — is he proud of it?

6:15 a.m. — and here's **TEXAS MARY** with her program of songs for shut-ins and other neighbors. There was the time when Mary wanted to be a "blues singer," but she found out people would rather hear folk songs, so that's her menu. That grin isn't false, either, for she's "fulla the old Ned" — but Mary doesn't like argumentative persons.



Right long about six o'clock — if not earlier — in walks a chipper young feller named **HARVEY SWENSON**. One of the newest announcers at K F A B, "Swens" perhaps isn't as well-known as some of the boys. At Drake University he helped pay his way as a "freelance" radio announcer in Des Moines. After graduation his idea of the law profession fell in favor of radio. He's married and is 23.



BREAKFAST ENTERTAIN

Between 6:45 and 8:15 in the morning most of our neighbors accomplish the "fueling" process that enables them to pitch into the day's work. And while you are around the breakfast

HOMEFOLKS HARMONY combines the voices of (left to right) Gus Sindt, Texas Mary, Sunny Jim and Andy Martin. In quartet arrangement they sing your preferences in novelties and folk tunes. Upon seeing this picture they wanted to burn it, but you may as well see them as they sound their melodic "oooo".

7:00 a.m. is news-time as **EARL WILLIAMS** presents world events with emphasis on happenings in this area. Anyone who thinks a radio announcer has an easy job should follow Earl for just one day — or any of our announcers. The preparation for a broadcast requires much more time and as great diligence as the program itself.

7:00 a.m. — From the Omaha Livestock Exchange KFAB brings you **JOHN GARNER** with the early morning estimated livestock receipts. This information comes the last 3 minutes of the 7 to 7:15 news period. As we visited Garner's office, he was just preparing his report for the broadcast.

7:15 a.m., and more music from **ROY AND LONNIE**. Lined up here are Lonnie, Earl Williams and Roy all tangled up in a request letter during the program of range tunes. Each of these three fellows range up around six feet. Didja ever hear Earl sing?



TIME MENT



table KFAB serves up music and information to provide the majority of you the greatest advantage. "Coffee Pot Inn" at 7:45 is shown on the next page.



THE GOSPEL FOUR sings out from 7:30 to 7:45. Gus, Mary, Sunny and Andy were rehearsing those familiar hymns when we looked under the piano lid with our camera. Mary's gonna cut our throats for catching her mouth open so often, and Gus said he wouldn't play unless we made a "glamour boy" out of him — we still like the picture.



And here's **LYELL BREMSER**, a young feller who's doin' real well at this rawdio announcing. In fact, Lyell, who is only 22 (married last year, too.) has made unusual strides in his year and a half in radio. Previously, he was in the grocery business with his father, but his interest in music—he plays clarinet, saxophone and trombone—and drama—which he studied two years—led him to the microphone.



CHUCK MILLER, KFAB's program director-announcer, and receptionist **FRANCES DEATS** exchange a good-morning quip. Chuck—or Charles D., if necessary—has packed all this into 31 "single-sailing" years: Drake University, scenic designing for a Chicago Playhouse, dramatic stock acting throughout the mid-west, announcing for NBC in Chicago and perfection of the art of bathtub singing.

8:00 a.m. — **TEXAS MARY & HER PALS** ride down the trail to visit communities in KFAB's area. Of course, they take a mythical ride, but for the sake of a picture—and to find out if any of them **could** ride—we arranged this scene. They really can ride, and you see them in this order: (left to right) Mary, Dave Haun, Stan Lowell, Chuck Miller (up) Kermit Mourer, Vern Buetho, Irma Cartright (up) and Sunny Jim (also up).





Above—The "Coffee Pot Inn" Orchestra comprises (left to right): Stan Lowell, Clarence Schwartz, Vern Beuthe, Alene McKinney—who also performs on the vibraphone, Dave Haun, announcer Lyell Bremser, Kermit Mourer, Irma Cartright and Arley Goodenkauf.

"COFFEE POT INN"

At 7:45 each weekday morning KFAB assembles a troupe of musicians and actors for spirited, well-produced quarter-hour of popular music and comedy. This KFAB feature is not confined to the entertainment of our own neighbors, but is sent by wire to thirteen other radio stations throughout the middle west for its listeners. The multitude of listeners who hear "Coffee Pot Inn" are spread from northern Minnesota to south-eastern Missouri, and from eastern Iowa far into Montana. For the reason of its vast audience, this is the only local feature on which KFAB does not acknowledge your requests for music.

Right—"Jiggs and Toby"—left and right—"Coffee Pot Inn's" comic relief, are apt to be 'most anyone. Toby Nevius becomes involved with Lyell Bremser in the "Midget Stock Comany," while Jiggs Miller develops variously into characters from senators to cooking experts. Toby, from Texas, was born in show business and has worked in every element of it "except circuses, carnivals and medicine shows." He was one of the first "kids" to work in the movies—at the age of four years. "Jiggs", whose other name is Lowell A. Miller, graduated from the University of Nebraska into real estate and orchestra work. He had always liked and practiced writing, so in 1932 he accepted a radio position to write and announce. That landed him at KFAB as program director in 1938.

BOB BELLAMY AND VERA

LANE provide the romantic lyrics on "Coffee Pot Inn" each morning. Whether separately or in duet they turn in the finest vocal arrangements wished for. Vera's only sixteen—a senior in Lincoln High School. Last fall she auditioned for us and her waving blonde tresses have become a familiar sight about the place since. Vera thought she would become a nurse—until the radio bug bit her. Bob holds two degrees from the University of Nebraska: an A.B. and a B.S. in Pharmacy. With a quartet, while still in college, Bob was first introduced to our radio neighbors.



THE HOUR FROM 8:15 A. M.



H. C. "DOC" HULL is a farm lad who hailed from Cantril, Iowa, and spent his adolescent radio years in Missouri and Illinois. His experience has varied from "nurse-maiding" a cemetery to playing the euphoneum in the Mayo Williams 1000-piece band at the Chicago World's Fair. Although genuinely and happily married, "Doc" (fickle fellow) has this to say regarding affairs of the heart: "I like Hedda Lamar—and I might add that she thinks I'm alright, too!" Well, "Doc" has to be up rather early to arrive at the mike during this hour, and the morning air may influence his rationality, somewhat.



Left—8:15 a.m.—"**MYRT & MARGE**" (right and left, respectively) ponder a point in the script that "Myrt" (Myrtle Vail) writes. This photo, just before they went on the air with their 3000th broadcast, shows a real mother and daughter, as well as a "story" family connection.



Right—8:30 a.m.—"**HILL-TOP HOUSE**" frequently brings to the microphone this talented and very busy young actress, **LYNN PARSON**. This charming young CBS lady is heard on the "Myrt & Marge" drama and other of your serial shows.



Left—8:45 a.m.—"**STEP-MOTHER**", a KFAB-CBS story from Chicago, stars the erstwhile matinee idol, **FRANCIS X. BUSHMAN**, whose thirty-five years as an actor has not mitigated his vigor and popularity. Bushman, cast as John Fairchild in "Stepmother", started his dramatic career at the age of nine.



Right—9:00 a.m., Monday, Wednesday and Friday—"**SHORT SHORT STORY**" presents a complete play each day, in the "complete-on-one-page" manner of magazine stories. In this scene from Arch Oboler's "Adults Only" play Rosaline Greene (right) adds a touch of realism as she tweaks Tommy Donnelly's nose—all according to the script.

FROM NINE ● 'TIL NOON

During the morning hours when "the old man" is at work away from a radio our lady neighbors have their household tasks to accomplish, and those can sometimes be a bit dull without a spot of entertainment to enliven the situation. Thus, KFAB devotes this time to the exclusive pleasure of "the ladies".



Left — 9:00 a.m., on Tuesdays and Thursdays — **JANE TUCKER** sits down for a quarter-hour of women's topics. Jane, with her deep brown eyes and hair to match, presents state and national news personalities. Standing in this picture is youthful Evelyn Sharpe of Ord, the youngest person in the country to be granted a pilot's license for commercial flying. Her dog "Scotty" is equally air-minded. Jane, seated at the "mike", holds an A.B. degree from Miami University in Ohio — her home state. She hit radio in Chicago first after several years of directing and acting in amateur and professional drama groups. Young as she is, she knows family problems and women's tastes, for she is married and mother of two charmin' kiddies.



9:15 a.m. — "**LIFE BEGINS**", recently new KFAB-CBS serial, brings you the personality of titan-haired **TONI GILMAN** as Virginia Craig. Her sister Lucy is Edna Seymour in the "Myrt & Marge" story.



9:30 a.m. — "**BIG SISTER**", high-lighted by the comely veteran actress **ALICE FROST** (right), recently brought one of the fifth generation of the theatre's "Royal Family", **DIANA BARRIMORE** (left), to the air for her first radio job. Miss Barrimore plays the role of Mona Sheldon.



9:45 a.m. — "**AUNT JENNY'S REAL LIFE STORIES**" brings our ladies a variety of both stories and personalities. One of the most attractive of the latter is diminutive **RUTH GILBERT**, CBS starlet with bewitching eyes. Nature endowed her with only four feet and ten inches of height — but with tons of "oomph".



Left — 10:15 a.m. — **"KITTY KEENE"**, brings you **PATRICIA DUNLAP** in the role of "Jill" over KFAB-CBS. Her early training in dramatics was obtained by producing her own plays in the back yard of her home when she was too young to make professional appearances.



Right — 10:00 a.m. — **KATE SMITH**, the incomparable "song-bird of the south", changed her songs to sympathy last year to present her "Noonday Chats". Of course, in New York where she works ten o'clock comes two hours ahead of us, so at ten here it's twelve there. The Kate Smith Hour on Friday nights is still on the list, too.



Left — 10:30 a.m. — **"THE ROMANCE OF HELEN TRENT"**, another KFAB - CBS morning drama-serial, presents **VIRGINIA CLARK** in the title piece. Back home in Little Rock, Ark., Virginia was reputed the "prettiest girl in town" — five feet, four and a half inches up and with bright blue eyes.



Right—11:30 a.m.—**"THE ROAD OF LIFE"** serial on KFAB-CBS stands as the peak of accomplishment for **JANET LANE**. In school in Memphis, Tennessee, she starred in amateur dramatics and sports. Then she hied to New York for radio study and her debut in 1936. Now, in Chicago, she has the role of Helen Gowan in this drama.



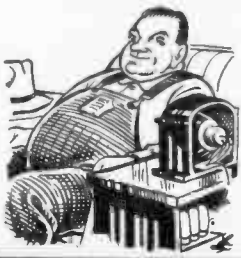
Left — 11:00 a.m.—**"THE RIGHT TO HAPPINESS"** started as a KFAB-CBS feature the first of this year. **RUTH BAILEY**, shown here, plays the part of the impetuous, and career-inspired Rose Kransky. Working with every shade of dramatic expression, Miss Bailey has been a great success in portraying this "problem daughter" character.



Right — 11:15 a.m. — Dear to the hearts of radio listeners throughout the nation for years have been the songs of **EDWARD MACHUGH**, **"THE GOSPEL SINGER"**. Recently, his sponsor has selected KFAB as an outlet for his mellow-toned hymns.



Left — 10:45 a.m. — **"OUR GAL SUNDAY"** played by **DOROTHY LOWELL** (right), features **GEORGE LAMBERT** (center) as Newton Price, and **JOY HARRINGTON** (left) as Cynthia Price. The camera moved in on this scene as the three of them were "digesting" their lines preparatory to a broadcast of that KFAB-CBS drama.



THE NOON HOUR

Yessir, when you men come in for lunch KFAB likes to make your leisure time as pleasant as possible — and as beneficial. Thus, there comes — from 11:45 to 12:30 — a menu of music, news, humor and market reports, designed to be consumed with lunch for a happy satisfaction.



About five minutes of twelve **ED LETSON** moves into the studio to check time and his news copy before the noon broadcast. Ed has been in radio as an announcer or singer since 1926, which makes him a veteran by all means.

12:00 noon — At the "mike", **ED LETSON** pours out the latest events from about the globe. At 32, Ed has stored a vast amount of knowledge of world affairs. A news man must constantly read and study to keep abreast of the swirling current of the international situation. Still Ed finds time for golf and his family.

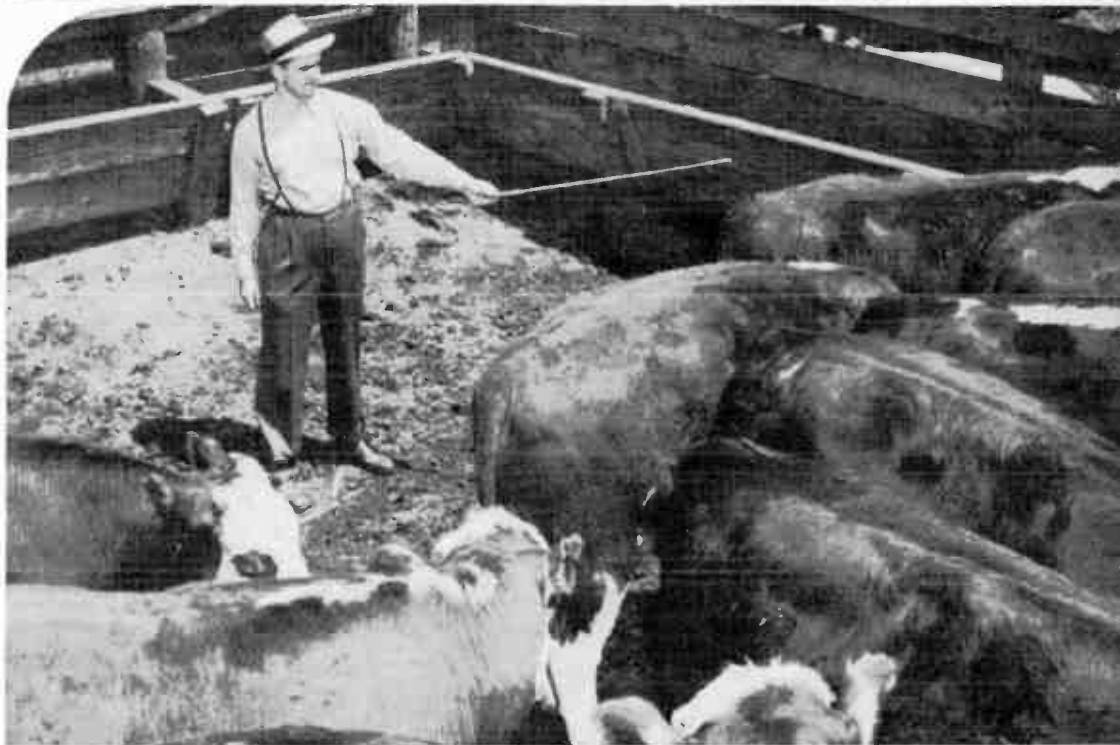


11:45 a.m. — "**FIRST CALL FOR DINNER**" is probably as informal a program feature as any station could afford to broadcast. Novelty, popular and folk music comprise the tuneful angle, while the "cast" picks the best joke submitted by a listener for "dramatization". Incidentally, you know that there is a prize for the best joke — or don't you?

Announcer **JACK HITCHCOCK** takes a schedule from receptionist **CAROL COLEMAN** as he comes to work around noon. Jack is only twenty and still in college. He tasted "mike" work while still in high school, however, and shows every sign of achieving his ambitions to become a network announcer.



12:20 p.m.—Again **JOHN GARNER** brings reports of livestock trading at the Omaha Livestock Exchange. At this, the second largest stock terminal in the world, Garner has all important statistics and information at his finger-tips. He was down in the pens when we caught up with him this time.



12:25 p.m.—"**LAST CALL FOR DINNER**" winds up the noon hour with folk songs and some "this-and-that" chatter. Well, we stopped in as the crowd was "chewin' the fat" before the show — Jess is still proud of his banjo . . . Mary gives a "gag" the gong . . . while Earl Williams, the Homegrown Hawaiians and Roy and Lonnie add their mirth.





FROM 1:00 TO 2:35 P.M.

After dinner is done, the dishes washed and the men are back at work, the ladies come in for more of their "very-own" radio entertainment from KFAB. While you sew or clean there are more of your favorite stories and features.



1:00 p.m. — **"SOCIETY GIRL"**, portrayed by glamorous **CHARLOTTE MANSON**, is another interesting KFAB-CBS play. Charming Charlotte is busy enough playing the part of a socialite, but now the trend has spread to her private life. She is in demand as the guest of honor at all sorts of conventions and fetes.

1:30 p.m. — Menus, recipes, kitchen hints roll out to you ladies from the gracious **JANE TUCKER**. The health of her two children, David and Anne, attests her experience with the food she prescribes. Jane is barely into her thirties, but has had a generous fund of experiences.



1:15 p.m. — **ANN SHEPHARD** is the new **"JOYCE JORDAN, GIRL INTERN"** you hear over KFAB-CBS weekdays. Ann is not new to the production, however, having played various parts in the past five years. She started her dramatic career in Chicago when she was sixteen.

1:45 p.m. — **BETTY GARDE** and master **KINGSLEY COLTON** take the principal roles in **"MY SON AND I"**. Miss Garde's outstanding work on the Kate Smith Hour won her the leading part in the Broadway production of "The Primrose Path" last year.





2:00 p.m. — Pretty **ELIZABETH RELLER** plays Nurse Ann Richards Malone in the engrossing KFAB-CBS serial drama, "**YOUNG DOCTOR MALONE**" — the intimate picture of a doctor's life in a big city hospital.

2:30 p.m. — Again from the Livestock Exchange in Omaha, KFAB presents John Garner. This time the topic is the review of the day's trading, which has closed, and the estimated receipts for the next day. A private studio is installed in the exchange building to facilitate service.



2:15 p.m. — "Quick-change" artist is lovely **BARBARA FULLER**, and one of radio's busiest ingenues. She takes the part of Barbara Calkins at this time each weekday on the "**SCATTERGOOD BAINES**" drama, and also appears in "Step-mother" and "Road Of Life".

And along about this time in walks **ED COOPER** to look over his copy and get acquainted with good old "mike". Ed wanted to be a geologist over in Illinois, and has tried everything from economic research at our University to guiding at the New York World's Fair. His extensive experience in dramatics finally brought him to KFAB last fall. He's twenty-three and single.



OF PARTICULAR NOTE

Right — **BASEBALL** reports are delivered to you by **GENE SHUMATE** on a network of major mid-western stations. Gene, who has written and announced for the nets, has three brothers also involved in radio.



Left — 2:35 until 3:00 each afternoon — **THE CORN-HUSKERS JAMBOREE**. This half-hour show features a variety of entertainment popular with our neighbors: music of the range and those two familiar characters "Uncle Enoch Hudgins" and his "Cousin Eath". They are Roy and Lonnie—second and fourth from the left.

Sundays at 9:15 a.m. **LEO SANDREGGER** presents "**THE VOICE OF CO-OPERATION**" — religious news from all over the world. Leo is book reviewer and religious editor for the Nebraska State Journal.

FOOTBALL games of the nationally prominent University of Nebraska squad are described to our neighbors by **BOB RUSSELL**, shown here during an actual broadcast. Bob is an old U of N football player and official announcer for all their games. He travels with the team, wherever it goes, and reports from the gridiron.

Sundays at 11 a.m. we hear **REV. R. A. McCONNELL** in the church services from The First Plymouth Church in Lincoln. This beautiful modern church with one of the few carillon west of the Mississippi River, is visited annually by hundreds of people from all parts of the world.



● SPECIAL EVENTS

Many things of interest to our farm neighbors happen at such a time and place as to make a studio or regularly scheduled broadcast infeasible, so KFAB is always alert to either go to them to return a report or to take a microphone directly to the scene for immediate coverage. Sometimes, it is possible to arrange studio facilities, but whether or not KFAB makes every effort to completely serve the farmer.



THE KFAB MOBILE BROADCASTING UNIT is a complete radio station in itself. For special events that happen where wires are unavailable or time is precious this unit rolls to the scene, a broadcast is made on a short wave frequency and received at KFAB for rebroadcast immediately over our long wave spot on your dial.



AT THE NEBRASKA STATE FAIR KFAB, with its sister stations KFOR and KOIL establish a working studio each year. From this studio all KFAB programs are broadcast during the Fair week, revealing to many their first glimpse of the actual operations of radio broadcasting, and providing a convenient point from which important personages and fair events may be introduced to our neighbors at home.

AT THE UNIVERSITY the State of Nebraska maintains the only official tractor-testing laboratories in the nation. This division is often the source for news over KFAB. Shown here is the new testing and recording unit for computing work efficiency.



THE MASTER FARMERS OF NEBRASKA, the four outstanding farmers in Nebraska, selected through the facilities of the University Extension Service, come to the KFAB microphone to discuss methods and trends with college authorities and KFAB's Earl Williams (standing).



AT THE AK SAR BEN STOCK SHOW Earl Williams interviews a youthful 4-H stock prize winner.

Below — **GEORGE ROUND** (Left) official of the University of Nebraska Extension Service, interviews a farmer over KFAB from the Ak Sar Ben Stock Show in Omaha. Mr. Round is a frequent voice on farm subjects on our station.



THE WORLD THROUGH KFAB-CBS



To report, comment, review and analyze the current state of national and international affairs we have at our disposal the finest staff of experts available in the nation: the combined facilities of the International News Service and the Columbia Broadcasting System. In addition, KFAB is affiliated with the Lincoln Journal and the Lincoln Star. Pictured here are just a few KFAB-Columbia newscasters and commentators.



ELMER DAVIS analyzes the news as it reaches this country.



EDWARD R. MURROW reports directly from London.



ERIC SEVAREID works with Grandin in the French capital.



BOB TROUT, news commentator and Presidential announcer.



PAUL SULLIVAN may be sent to England or remain in Louisville for his news reports.



MARVIN BRECKENRIDGE, CBS' woman observer in Berlin.



WILLIAM L. SHIRER broadcasts from Berlin.



MAJOR GEORGE FIELDING ELIOT, CBS expert on military tactics.



THOMAS GRANDIN is the voice of CBS in Paris.



ALBERT WARNER views the Capital scene for KFAB-CBS.

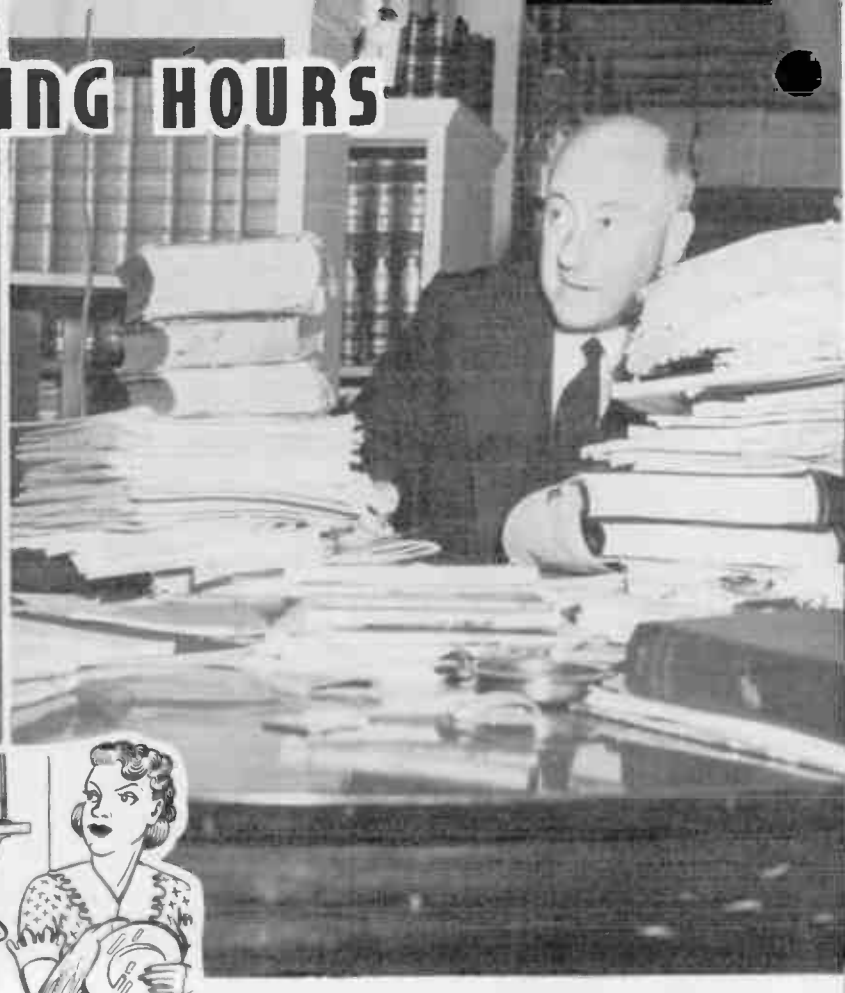
KFAB NEWS KFAB NEWS KFAB NEWS KFAB NEWS KFAB NEWS

THE EVENING HOURS



In the evening **BOB LEWIS** comes in to handle the flow of announcing for KFAB. Bob spent several years in radio with stations in South Dakota, Minnesota and Wisconsin. At one time — many years ago — he thought he would like to work up into an executive position with Western Union, but decided that maybe all the Horatio Alger stories were fiction when he started out as a messenger boy. Bob is single.

Monday at 8:00 p.m. — **GUY LOMBARDO'S ORCHESTRA** drifts into the radio waves. The mellow musical style of the Canadian fellow and his brothers has long been familiar throughout the country and over KFAB-CBS.



Monday at 7:00 p.m. — **CECIL B. DE MILLE** presents his weekly CBS-KFAB "**RADIO THEATRE**". Into the production of each of these plays goes a great deal of study in the basement library of his Los Feliz, California home.

Monday at 8:30 p.m. — "**BLONDIE**" started as a comic strip in newspapers from coast to coast. A short time ago Chic Young's famous characters were cast into a radio script . . . played by Penny Singleton (Blondie), Arthur Lake (Dagwood) and "Baby Dumplin'".





Monday through Friday at 9:00 p.m. — **"AMOS & ANDY"** are an institution within the institution of radio. A couple of Illinois boys started a dialect act in Chicago. Like many good radio features, it went begging for years, until . . . well, it's now famous.

Tuesday at 5:30 p.m. — **HELEN MENKEN**, star of the KFAB-CBS drama, **"SECOND HUSBAND"**, has been named Radio's "Best Dressed Woman" for 1940 by the Fashion Academy. Sophisticated and talented, Miss Menken brings her stage popularity to radio.



Monday through Friday at 9:15 p.m. — **LANNY ROSS**, congenial romantic tenor whose fame reached its shimmering best on the now-past "Showboat" series, takes a quarter-hour spot of his own over KFAB-CBS these days. His "memory songs" are popular.

Tuesday at 6:00 p.m. — **"BIG TOWN"** stars **EDWARD G. ROBINSON** as the crusading editor Steve Wilson, and **ONA MUNSON** as his faithful, devoted secretary Lorelei Kilbourne.





Tuesday at 7:00 p.m. — **"WE, THE PEOPLE"** is headed by news expert **GABRIEL HEATTER**. Several years ago, Philips H. Lord "emceed" the show at its beginning, but Heatter was so fine a substitute that he was given the permanent assignment.



Tuesday at 7:30 p.m. — **"PROFESSOR QUIZ"**, standing at the right, is known by no other name in radio. Aided by news man **BOB TROUT** (left) the question and answer program has ranked at the top for years over KFAB-CBS.

Tuesday at 800 p.m. — **GLENN MILLER**, with the trombone, and the famous **ANDREWS SISTERS** turn out their weekly quarter-hour of sophisticated syncopation.



ANDRE KOSTELANETZ rehearses **GRACE MOORE** for her songs on the KFAB-CBS **"TUNE-UP TIME"** show. With this distinguished conductor and his charming guest appear Kay Thompson and her 12 Rhythm Singers with "emcee" Walter O'Keefe.



Wednesday at 6:00 p.m. — **BEN BERNIE & HIS LADS** play stooge to the dizzy dialectician **LEW LEHR**, who is shown here in the puzzling search for "something" while Ben recovers from an appendectomy in Doctor's Hospital, New York.



Wednesday at 6:30 p.m. — "**DR. CHRISTIAN**" is played by **JEAN HERSHOLT**. The story of the small town doctor who cures troubles of mind and soul as well as body is a tale with a continued setting, but segmented plot.



KFAB



Wednesday at 6:30 p.m. — **ROSEMARY DE CAMP** plays the doctor's secretary, Judy Price, in the dramatic story of "Dr. Christian". Miss DeCamp once wanted to be a doctor, but beauty and talent led her to theatrical paths.

Wednesday at 7:00 p.m. — **THE TEXACO STAR THEATRE** is brightened by "emcee" **KEN MURRAY** who threatens even more trouble when he learns his clarinet technique. Kenny Baker and Frances Langford provide the lyrical love-making.



Thursday at 6:00 p.m. — **"THE ASK-IT-BASKET"** with genial **JIM McWILLIAMS** is in its fourth year over KFAB-CBS. "Genial Jim" commutes each week to New York from his Virginia Beach, Virginia home to conduct his variety quiz show.



Thursday at 5:30 p.m. — **PARKS JOHNSON** (wearing glasses), and **WALLY BUTTERWORTH** take their **"VOX POP"** microphone to New York gathering-places to catch extemporaneous answers to their famous question show. This is a KFAB-CBS favorite.



Thursday at 7:00 p.m. — **MAJOR BOWES' AM-ATEUR HOUR** with the friendly veteran showman at the helm has ferreted out some of the finest vaudeville talent in youthful America by offering a chance to those who had not yet "arrived".

Friday at 5:30 p.m. — **AL PIERCE** and His Gang step right into your speakers each week at this time. Al "Uhhopeuhhopeuhhope" Pierce has kept his breathless style at its comic top for years.



Friday at 7:00 p.m. — **JOHNNY PRESENTS** . . . but WHICH Johnny? Here Maestro **JOHNNY GREEN** (Left), **JOHNNY**, The Callboy, and **JACK JOHNSTONE**, singer, argue which of them is "THE" Johnny on the KFAB-CBS variety program.



Friday at 7:30 p.m. — **GRAND CENTRAL STATION** dramas star the 19-year-old actress **ELAINE KENT** who had no idea of becoming a radio actress until she attended a party and met CBS' Norman Corwin a year ago.



Friday at 8:30 p.m. — **ROBERT L. RIPLEY** conducts his "BELIEVE IT OR NOT" program, consisting of oddities from his immense collection of curios from around the globe. The ivory piece he holds is carved from a single tusk.

Saturday at 5:30 p.m. — "SKY BLAZERS" receives its authenticity from the famous **COL. ROSCOE TURNER**, shown here. This story of the men and women who have pioneered in aviation attracts both adults and children over KFAB-CBS.

Saturday at 6:00 p.m. — **"GANG BUSTERS"** dramas, the anti-crime series, makes use of actual police cases to point out the machinations of the underworld. Left to right here are Vivian Barry, Walter Vaughn and Milton C. Herman in the cast.



Saturday at 6:30 p.m. — **WAYNE KING**, accepted modern popularizer of the waltz, has maintained his reign over the dancers' fancy throughout the siege of "swing" and "jam" music. He features singer Buddy Clark over KFAB-CBS.



Saturday at 7:00 p.m. — Busy **BEA WAIN** enhances the "hit-of-the-week" music on **"YOUR HIT PARADE"**. Bea, in addition to her Saturday night songs, captains a bowling team, studies fencing, plays golf, handball and tennis and is taking a course in domestic science at Columbia University.

EDWARD ROECKER, baritone, has been the singing star of the Pick and Pat **"PIPE SMOKING TIME"** for the past two years over KFAB-CBS. Roecker, recently tested for the movies, is scheduled for musical "shorts" in the near future.



Sunday at 4:00 p.m. — "FUN IN PRINT" appoints the famed "tune detective" **SIGMUND SPAETH** (shown) as its conductor. This new literary quiz show features famous writers and questions about virtually anything in print.

Sunday at 7:00 p.m. — Dainty, diminutive **JESSICA DRAGONETTE** returned to the air this May to star on the **FORD SUMMER HOUR** over KFAB-CBS. Others to be heard are James Newell, baritone, Leith Stevens' orchestra and The Mercury Chorus.



Sunday at 4:30 p.m. — "MELODY RANCH" is where that rootin', tootin', rawdio rangin' **GENE AUTRY** and his fine horse **CHAMPION** hold their musical round-ups each Sunday. Gene was "discovered" by the late Will Rogers.

Sunday at 8:00 p.m. — "TAKE IT OR LEAVE IT" is another radio quiz, this time conducted by CBS newcomer **BOB HAWK**. Bob made the grade after only four years in a Chicago station, where he started working for nothing just to recite poetry.





YOUR LETTERS

Below — Janet Legge, head mail girl, must sort the letters for business matter, contest entries and listener notes. All but the business and personal mail is opened to determine to which program it is directed.



Above—Each day Don "Smitty" Smith brings the KFAB mail bag from the Post Office. Within are the letters you write to us with your comments of approval, request, suggestion or disapproval.

Right—Vera Baede and Ester Spomer (left and right) separate the mail and distribute it to the "pigeon-holes" assigned to each artist. In the foreground is the automatic letter opener to handle the hundreds of letters each day.



Left — Several times each day the crowd gathers at the "mail-roost" to see what their listeners think of them and what tunes to plan for the following day. Letters to network artists are forwarded directly to New York, Hollywood or other origination points.

BEHIND IT ALL



Left — **DON SEARLE** is General Manager of KFAB and of The Central States Broadcasting System — KFAB, KOIL, KFOR.



Right — **JUD WOODS** is station Director of KFAB and KFOR.



Left — **FRANK PELEGRIN** is general Sales Manager of KFAB and KFOR.

KFAB



DEPARTMENT HEADS

R. BRUCE WALLACE, Sales Promotion and Merchandising Manager for The Central States Broadcasting System — KFAB, KOIL, KFOR.



ANGUS NICOLL, Public Relations Director and Publicity Manager for KFAB.

MARK BULLOCK, Chief Engineer for The Central States Broadcasting System.



CHARLES MILLER, KFAB Program Director, with **ALENE MCKINNEY**, Music Librarian.

LOWELL MILLER, Continuity Editor for KFAB.



SALES REPRESENTATIVES



BILL DIETZ.



BILL LARAMER.



DON LARAMER, with secretary EILENE WHEATLEY.



HOWARD HOLSHOUSER.



JIM LOWMAN.



The Control Room Engineers stand up for the camera. Left to right: Roy Rydberg, Charles Dinkle, Sam Carlton, Brooks Jones, Dean Combs, Stan Seviars, Vinton Wight, Harlan Underkopfler.

TECHNICIANS

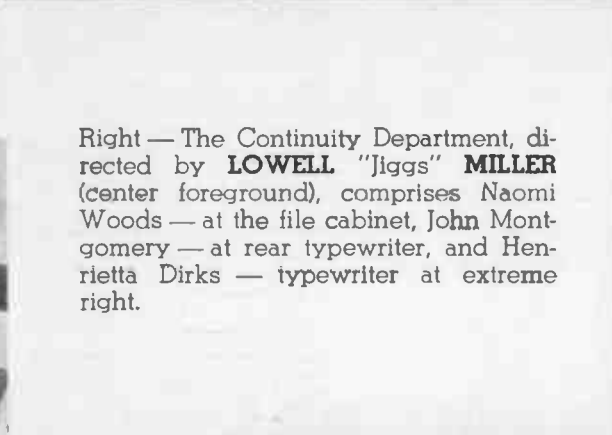
At the transmitter of KFAB the engineers are (left to right) Harvey Schultz, Bert Davis, Charles Winkler and Charles Peterson.



DEPARTMENTS



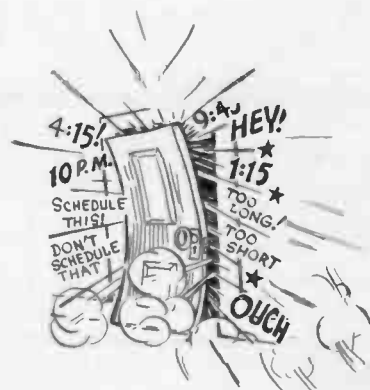
Left — The Accounting Department is headed by **PAUL L. DODD** (seated at the right), who is Chief Accountant for KFAB and for The Central States Broadcasting System. His assistants are: (left to right) Dora Ecker, Florence Anderson, Mabel Schmid, and Hilda Schmidt.

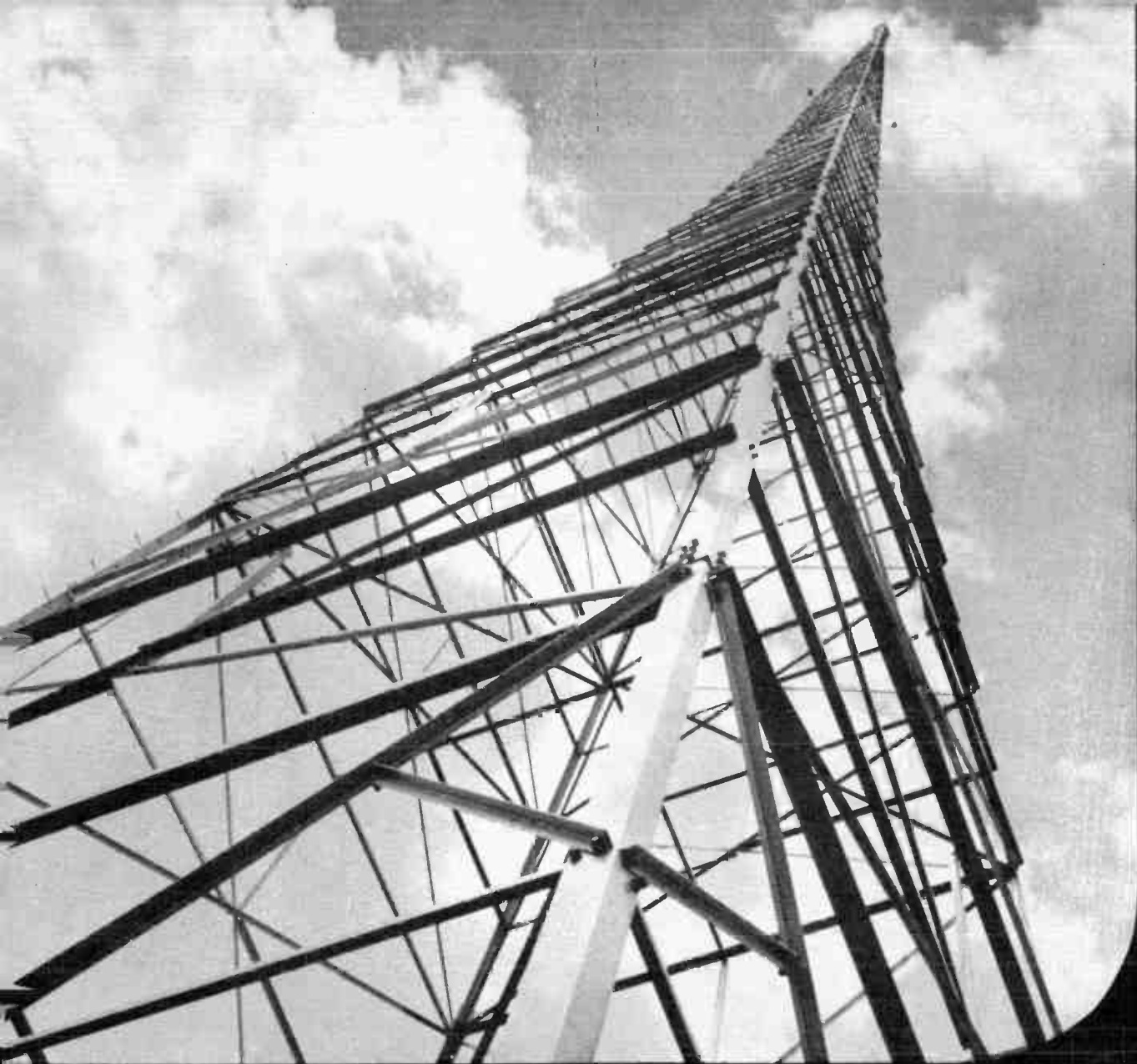


Right — The Continuity Department, directed by **LOWELL "Jiggs" MILLER** (center foreground), comprises Naomi Woods — at the file cabinet, John Montgomery — at rear typewriter, and Henrietta Dirks — typewriter at extreme right.



Left — The Traffic Department, where schedules are made so that the right program goes on at the right time in the correct studio with the proper announcer and cast, is handled by these two: George Haskell and Enid Ekstrand.





THE AMERICAN WAY OF RADIO

You are the king of American radio. By the turn of your hand you bring the world to your feet. As you spin the dial on your radio you spin the world to stop it where you please. London, Paris, Berlin, Rome, Washington, Lincoln are as near to you as your dial. You can command performances which no king of old could ever have commanded. You can call upon the world for the best it has to offer in music, drama, comedy, news, religion — all as free as the air on which they ride — all unmarred by the blue pencil of a rigid censorship. That is the American way of radio — the way you, as an American, have made it. Under the American system each station must compete against all of the others for your attention. Each station must pay its way by pleasing you because, only by pleasing you can it continue to exist. American radio has been organized as a private and competitive institution — free from the harsh rules of government censorship. You are its ruler. You rule as you turn the dial.

Don Stark

General Manager, KFAB - KOIL - KFOR

Edited by Angus Nicoll, KFAB, and Hal Hubert, National Radio Personalities, Inc.

Photographs by John Murray Studio, Omaha.



Small text at the bottom center, possibly a copyright notice or publisher information.

World Ra