

# 1390 on Your Dial

# KCBC

Vol. I

MUTUAL BROADCASTING SYSTEM

No. 1

## Des Moines' Newest Station Goes on the Air

### AMAZING STORY OF M. J. B. OF RADIO FAME

This is the story of a man with a story. M. J. B. (Myron J. Bennett) probably has more friends and speaking acquaintances than any other radio personality in the midwest. A broad statement indeed, but proven beyond doubt in his phenomenal success.

Fresh from the University of Wisconsin, Bennett began his radio career in 1927. Since then he has served as an announcer, production manager, newspaper columnist and a captain in the U. S. A. A. F.

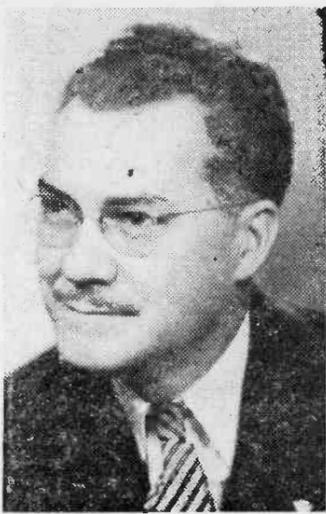
During the years he has been associated with WXYZ, Detroit; WTMJ, Milwaukee; KDAL, Duluth; KWK, St. Louis; and KRNT, Des Moines.

In 1934, M. J. B. handled the internationally famed stratosphere ascensions at Rapids City, South Dakota for the National Broadcasting Company.

It was in 1940 that he originated the immensely popular MJB shows which made radio history in the Missouri city, and shattered all records there in positive listener response. With these lively presentations conceived, produced and conducted solely by himself — MJB has demonstrated his ability to please the public. Informal and friendly, the shows feature human interest stories, phonograph records, items on civic enterprises and are infused with Bennett's own personality—of which he has plenty.

Here's the proof. KWK pre- (Continued on Page 8)

### M. J. B. Is Back



MYRON J. BENNETT

### LOUIE WEERTZ, PIANIST, ON KCBC



A piano prodigy whose career began at 3 . . . who began writing his own compositions at 4 . . . who was proficient on 13 instruments when he was 8. That was the early beginning of Des Moines' 22-year old master of the ivories. Louie Weertz. Born in Omaha he came to the capital city with his parents when he was 1. Louie's father, the Rev. F. J. Weertz, had just taken over the pastorate of St. John's Lutheran church here. During the ensuing years, the young musician had ample opportunity to pursue his rare talents. And at 12 became the church organist. Five years later he was to pursue his rare talents. And named director of the 70-voice choir.

Study under Hannah Roe was preparing the young virtuoso for a sensational future. And so, when he was 14, Louie went

to Los Angeles for advance work with Phillip Tronitz. There followed a season of playing with his own orchestra around Hollywood night spots.

Weertz's apparent ease with both boogie and the classic forms . . . plus a delightful personality . . . have won him endless praise and admiration from public and critics alike. He has just finished a year's contract with another Des Moines radio station, and comes to KCBC with great anticipation.

"I enjoy the spirit of friendliness in the new station . . . I already feel a part of it," he said.

Louie's programs, sponsored by Smartwear, Inc., begin Sunday, March 9 at 6:00 p. m.

Weekdays he'll be heard at 8:15 p. m. presented by the Fulton Market.

### KCBC To Have 9:30 P. M. News

Here's something new in news! Now Des Moines area listeners can hear the news one-half hour earlier in the evenings. This means that KCBC brings to this area for the first time a news program at 9:30 —replacing the usual 10:00 o'clock period. Glen Law will do the show Sundays thru Fridays. Following on these nights at 9:45 will be fifteen minutes of sports news with Gene Milner.

### KCBC Airs Cubs Games

Chicago Cubs baseball will come to Des Moines fans this season over KCBC direct from the park. Broadcast daily except Sunday at 1:30 through the Midwest Baseball Network, the games will feature Chicago's ace sports announcer, Bert Wilson. Listen for announcements of the opening of this 24-hour schedule on KCBC's several daily sports programs.

Watch Local Papers For Opening Date

### MUTUAL OUTLET COMPLETES FULL NATIONAL COVERAGE OF ALL BROADCASTING NETWORKS

Tomorrow morning when KCBC, Des Moines' newest radio station, "hits the air" with its 1,000 watts on 1390 kc, the capital city will become known for the first time as a full-fledged metropolitan radio city.

More than a year and a half ago the tedious ground work was laid for what now promises to be one of Iowa's leading radio stations. Since that time a great deal has been accomplished to give Des Moines and surrounding area complete national and local facilities.

Heretofore this city has supported only three of the four major national radio networks on a full schedule basis. Oddly enough, the Mutual Broadcasting System, the world's largest and with whom KCBC will be associated, has never had a basic outlet here. This has been due primarily to the fact that the MBS is the newest of the "chains," and at the time of its inception the then existing local stations had already affiliated themselves.

However, beginning with KCBC's sign-on you will have access to all four major radio networks PLUS a surprisingly complete schedule of entertainment especially designed and programmed for the Des Moines area listening.

### KCBC—THE CAPITAL CITY BROADCASTING COMPANY

Sponsored by George O'Dea, well known Des Moines business man, KCBC is incorporated as the Capital City Broadcasting company. Sidney J. Pearlman is vice president and general manager. Secretary-treasurer is Hugh N. Gallagher. (Pictures on page 6.)

These officers have wisely gathered together a vigorously youthful and talented staff. In most cases the members expressly prepared and schooled themselves in the field of radio broadcasting. And although young in years, KCBC's highly accomplished personnel boasts an aggregate of more than 140 years experience in the profession.

All fully seasoned, the members of the program department are headed by veteran director and sports announcer, Gene Milner. Gene hails from Sioux City and has nearly a decade of radio behind him, including positions with WNAX, Yankton, S. D.; KOIL, Omaha; KPAS, Pasadena, Calif.; KHQ-KGA, Spokane, Wash.; WMBD, Peoria; KBIZ, Ottumwa; and KRNT, Des Moines. During the war, Milner had a part in the writing and production of such network shows as "Bombs Away," "Farragut Calling," "Truth or Consequences," and handled special events for MBS.

### PENS FROM HEAVEN! FREE!

Watch for the KCBC airplane over your community on the morning of our opening. It will drop thousands of announcement bulletins on Des Moines. If you find a red cardboard bulletin, bring it to KCBC, and receive your certificate good for a beautiful new Reynolds "Rocket" Ball Pen. Here is the route the plane will take beginning at 10:30: Downtown Des Moines, Highland Park, Beaverdale, West Des Moines, East Des Moines and Lincoln Heights.

**ON THE AIR**

By  
**Lois Gran Campbell**

Hi, there. Nice to have you looking this way. There a lot of things to tell you and some good people for you to meet . . . folks you'll get to know a lot better very soon when Radio Station KCBC goes on the air. KCBC belongs to the basic Mutual family (which is a guarantee of top net-work shows) and is a most ambitious youngster. The station is striving to present some very worthwhile and enjoyable local products to the listening audience of greater Des Moines. And, there is a list of fine ones on the schedule.

**MUSICAL CROSSWORD PUZZLE** . . . a new radio game you'll like! The program is built around music and a puzzle for you to solve with the help of the music. Prizes? Sure, for all the correct solutions to the puzzle. Monday through Friday, 12:45 noon brings that KCBC game everyone can play. The Army," a radio-comedy town Lenox, Iowa, where he

MJB . . . Have you heard . . . that gentleman with the popular music and cheerful quips is back in Des Moines! MJB has a morning show, 8-15 to 9:00, and is back again in the afternoon from 3:00 till 4:00. He offers the type of show that is always welcome on your dial.

**NEWS** . . . Des Moines favorite newscaster, Glen Law, heads the KCBC news staff. You'll be hearing the latest, most complete news at various times through-out the complete broadcasting day. Glen will be assisted by Wes Jones and Dale Barton. The evening news coverage will be presented at the earlier time of 9:30 on KCEC in the well-founded belief that you radio fans would prefer music rather than talk for your later evening listening. Dale Barton is the man who will be keeping you informed on the state of that ever-pertinent subject, the weather. Each morning at 8:05 Dale will tell you about the state of atmospheric affairs in each section of our country in Des Moines most complete weather show. Later, at 11:45, **GUESS THE TEMPERATURE** comes your way. This program will give you the more weather-wise information and a chance for you to be a bit of a prophet yourself. We're all frequently making speculations about what the weather-man has in store for us . . . well, on **GUESS THE TEMPERATURE** all KCBC listeners will have an opportunity to cash-in on their correct weather forecasts. Be listening at 11:45 and hear the details of this new guessing game.

**OPINION REQUESTED** . . . Did you ever have the urge to talk back to the voice coming out of your loud-speaker? Did you ever wish there was a little gadget attached to your radio that would enable you to tell the announcer or master of ceremonies what you thought? Here's your chance! At seven o'clock on Wednesday evenings, a panel discussion, featuring experts in the particular field that is being discussed, will be underway on the 1390 position on your dial. Perhaps the speakers will make a statement that you question. So, you pick-up your phone and dial a number. Presto!!!! There is a ringing of a phone on the radio and you hear the moderator answer it. He's talking to YOU! You tell him what's on your mind and he passes it on to

**Quiz Family Thinks One Over On "Twenty Questions"**



Radio's "Family Affair", Fred, Florence and Bobby Van Deventer and Herb Polesie get set to answer quizmaster Bill Slater on Mutual's hilarious guessing game, "Twenty Questions" heard every Saturday at 7:00 p. m.

the panel who discuss or answer what YOU have said. You see, dreams do come true and **OPINION REQUESTED** has been built to help you full-fill one of yours.

**YOUR SCHOOL'S AT WORK** . . . Each week-day at 4:30, you'll hear a school bell. This bell will carry you right to a front seat in a Des Moines class room. You'll hear your children recite their lessons and talk about their school. KCBC is offering this worthwhile program through the co-operation of all Des Moines and Polk County schools. Here's your chance to find out what the younger generation is up to during those hours they are away from home.

Maybe these few items will give you a hint about what KCBC's staff of over thirty people has been hard at work since early in the fall preparing and planning radio programs that will make your listening day more pleasant. The studio, located temporarily in the Plymouth Building, is a virtual ant nest for activity . . . and there are no drones in this nest! All day long the staff plans, confers, schedules, and works to please the radio public of Des Moines. I hope you like us and that we'll have a long and friendly acquaintance with you through your loud speakers, with 1390 as our landing spot.

**VAN DEVENTER HEADS PANEL ON "20 QUESTIONS" SHOW**

Fred Van Deventer, the well-known Mutual KCBC newscaster, heads the panel of four quiz experts on th's show every Saturday night from 7 to 7:30. The others on the panel are Florence Rinard, who is Mrs. Van Deventer, and who has taken her maiden name for purposes of this program; Bobby McGuire, who took the name of his maternal grandmother for this same purpose; and Herb Polesie, New York and Hollywood producer. Another famous radio name, Bill Slater, famous emcee and sportscaster, who once was headmaster at Adelphi College, is a genial quizmaster of "Twenty Questions."

How did "Twenty Questions" come about? As is the custom in the Van Deventer household, the family began discussing quizzes and quiz programs. It is a fetish with them. Questions popped all around the dinner table. Mrs. Van Deventer said: "Is a radio quiz as simple as that?" She was assured that simplicity was the very keynote of a successful radio quiz program; she also got the impression that thinking up a simple quiz program that would prove popular wasn't the easiest thing

in the world—both Fred and his friend explained that.

Then Nancy, home for the week end from the Hewlett School for Girls, suggested the old parlor game they had so often played. "What about animal, vegetable, mineral?" Nancy asked. "Wait a minute," her dad replied, "Why not?" They fooled around with the game for awhile and whipped up a format which they later presented. And now millions of Americans tune in this famous quiz game evry Saturday night. An impressive mail of between 12,000 and 13,000 letters per week are indicative of the draw of this one time-a-week show.

**News Director**



**GLEN LAW**

Glen was born in Carthage, Illinois, September 23, 1907. He attended school in Golden, Illinois, college in Carthage.

In his life time he has worked as a news boy, construction worker, bridge gang laborer, clam spotter, blue print checker, car salesman, factory foreman, insurance and vacuum cleaner salesman, filling station attendant, newspaper work in Des Moines and Illinois, has been a musician, news editor and a columnist.

He's married and has two children. His hobbies are hunting and fishing. His smooth voice will bring you news in a listenable manner . . . news, ". . . according to Law."

**According to LAW**

By Glen Law  
KCBC News Director

**NEWS** . . . the pulsebeat of the modern radio station . . . news . . . the minute by minute . . . hour by hour . . . day and nite . . . 24 hours a day . . . 365 days a year record of the human race flashing across . . . thru and in the lives of every human being.

Just as the modern miracles of radio transmission whirls the news of the world around the world with the speed of lightning . . . just so does the accurate reporting of historic events draw more closely the peoples of the one to the other .

With that realization of the importance of news to today's radio audience the KCBC news bureau is set up and geared to the fastest possible handling of all news . . . international . . . national, state and local. Equipped with Associated Press and International News Service leased wire KCBC will bring all the news into your living room no matter when it happens or where it happens. Add to these world famed news services the finest and most alert state and local news staff in the midwest and you are assured of getting ALL the news and getting it first.

With great interest being shown in the confusing political trends here in Polk county and the city of Des Moines KCBC will bring you the news behind the news . . . will report to you in straightforward fashion . . . **JUST WHAT IS GOING ON . . . AND WHY.** The management of KCBC will spare no expense in the coverage of and reporting of news to you.

The news reported over this station will be presented **FAIRLY and ACCURATELY** . . . with **BOTH** sides on controversial news topics given without fear or favor.

**NEWS** takes precedence over all other programs on KCBC . . . we will break into any program at any time to bring you news . . .

**OUR** staff writers and editors are men of long experience who **KNOW** news . . . and how to report it.

**"Crimes of Carelessness"**

Playing the role of "Steve Jackson," "Fire prevention engineer" and narrator, on Mutual's "Crimes of Carelessness" will add another novelty touch to the long and varied career of Luis Van Rooten, who has over 5000 network shows to his credit.

After graduating from the University of Pennsylvania, Van Rooten heeded the call of the footlights. It was in Cleveland that he first became interested in the Little Theater work and did several shows with the Cleveland Playhouse and the Civic Theater. It was a natural step from the boards to radio and in 1932 he was acting on Cleveland stations W G A R, WTAM and WHK. His first radio starring role was in "The Pirate Chief" a network kid show originating in Cleveland.

During the war, Luis Van Rooten did 800 broadcasts in Spanish for the OWI. He has also dubbed his voice for Charles Laughton in Spanish pictures.

Among the many network shows on which he has received name credits are "Mr. District Attorney;" "Cavalcade of America;" "The Mollie Mystery Theater;" "Famous Jury Trials" and "Theater Guild of the Air." And now, of course, "Crimes of Carelessness" Sundays at 2:30.

**Crimes of Carelessness Show**



Luis Van Rooten, Crimes of Carelessness narrator, gives the lowdown to the top feminine leads—lovely Blonde Jones Allison, in center, and Betty Garde, who created the role of "Aunt Eller" in the Broadway production of "Oklahoma!"

**Don Purdy,  
Announcer**



Don came to Des Moines in 1933 when his father became minister of the Grant Park Christian Church. He attended East High School, graduating in 1938. He went on to Drake University in Des Moines for two years entering the Army in June of 1941. He married an English girl in London in 1944. After his discharge he returned to Des Moines and re-entered Drake as a student of Radio and Voice. Don has held many positions on the staff of Drake's Department of Radio before coming to KCBC.

**Dale Barton,  
Announcer**



Dale was born on a farm near Mitchellville. He attended Mitchellville High School and went on to the University of Missouri majoring in Journalism. While in service Dale was the mainstay of many service shows. His rich voice has gone through the microphones of many stations, WHO, KMOX, KSD, KXOX, WIL, WTMV, just to name a few.

He belongs to the Masonic Lodge and the American Legion.

**Woody Hirsch,  
Special Events**



Here he is! The hometown guy with the big smile... He's great! You'll

**"DOUBLE OR NOTHING"**

When a veteran radio program hits its highest popularity in its sixth year on the air—broadcasters take special notice of "the man behind the mike." The program, of course, is Mutual's "Double or Nothing" quiz; the personality—a genial gent named Todd Russell.

32 years ago in Manchester, England, he was christened Thomas Joyce Smith. At that tender age, self assurance overtook him and he knew he would be a success. He didn't know about radio then so he planned a career as a concert vocalist. Naturally his own high sounding name didn't seem to fit. From a high school play he adopted the name of Todd, and as Todd Smith started to play the piano in dance orchestras around Hamilton, Ontario, his North American adopted home.

Radio beckoned and for his first announcing job he received \$15 a week and changed his name to Toby Clark. Another job sprang up. This time in Toronto and he decided that he needed new dignity to go with the better job. Exit Toby Clark. Enter Todd Russell.

After studying the American style of "selling soap" he migrated to the United States and with his definite brand showmanship and an excellent voice

love him! Woody hails from Boonville, Missouri, but he's right at home with such personalities as Benny Goodman, Stan Kenton, Woody Herman and others. So, when Des Moines' housewives turn on their radios and hear, "Oh Mamma," "You know, — it ays to be honest," and "Honey" BOOMING from the speakers, they'll know that that grand guy, Woody Hirsch, has come to town... He's TERRIFIC!!!!

**Gene Milner,  
Program Director**



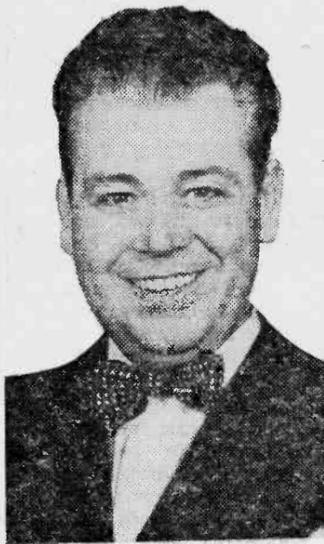
Gene Milner, KCBC's Program Director came to Des Moines from Ottumwa, station KBIZ, and also has been affiliated with WNAX, Yankton, S. D., KOIL, Omaha, Nebr., KPAS, Pasadena, Calif., KHQ-KGA, Spokane, Washington, KNBD, Peoria, Ill., and KRNT, Des Moines, Iowa. Positions held in this eight year period includes Sports Directorships, News Editor, Production Manager, and Program Manager.

Gene has written and produced several network shows, including "Bombs Away," "Farragut Calling," "Truth or Consequences," and special events broadcasts for the Mutual Broadcasting System.

He has covered play by play sports for North Central College conference, and Big Nine, plus extensive high school coverage in Iowa, Nebraska, and South Dakota.

While in Beverly Hills, California, Gene Milner was executive instructor in news and production for "Broadcasters," and exclusive radio school there.

**The M. C.**



TODD RUSSELL

he was paged for the announcing job on the leading afternoon dramatic programs.

"Double or Nothing" is Russell's biggest assignment to date, and listeners know that he has as much fun asking the quiz questions as the contestants have in reaping the cash prizes.

Todd Russell will "Double" your fun for "Nothing."

**Charles Shields  
Announcer**



Charles Shields, writer and disc jockey, hails from Belle Plaine, Iowa. However, he had most of his public schooling in Des Moines and was graduated from North High in June of 1945. Later Chuck took a radio writing course at Pearl-tone Studios resulting in a continuity directorship at WMJM, in Cordele, Georgia. He also attended classes at the Radio Workshop of the University of Georgia.

**"McGARRY AND HIS MOUSE"**

Dan McGarry, irrespressible rookie detective, and his red-headed girl friend Kitty Archer, alias "Mouse," cuddled up for a new situation comedy series, "McGarry and His Mouse," heard Mondays at 7 p. m.

Aired last summer over NBC as a replacement for the Eddie Cantor program, the series is based on Matt Taylor's short stories about McGarry, the cop, for the past six years a feature of "This Week's" magazine.

Ray Bloch composes the original background music and directs the orchestra, with Danny Seymour as announcer.

**Lee Harris,  
Announcer**



Lee was born on a farm near Linden, Iowa, in Guthrie County, in 1922. In 1939 he entered Drake University and graduated in 1943 with a B.F.A. degree.

1943 and the Marine Corps saw Lee in the service. 1944 meant occupation duty in China. Discharge came in February of 1946. In the summer of that year he was selected to attend the Summer Radio Institute sponsored by Northwestern University and NBC. A job with KCID in Spencer, Iowa as News and Promotion Manager filled the six months before coming to KCBC.

**Stella Barker,  
Woman's Program**



Mrs. Barker was born in Oroville, California, attended school there, and graduating from the University of California. She came to Iowa in 1917, taught school for one year, married, and is the mother of three children.

Mrs. Barkers community activities have been many; member of The Community Chest, Iowa Society for Crippled Children, Board of Health Center of St. Monica's School, Women's Division of Iowa Chapter of Sister Kenny Foundation, Business and Professional Women's Club, Des Moines Club, and last fall was an observer at the United Nations General Assembly.

At home in every company, Stella Barker will make household chores brighter and easier with her important program. You homemakers will certainly want to get the KCBC listening habit of dialing 1390 every weekday at 9 a. m. for "Stella Barker Speaking."

**"A BRIGHTER TOMORROW" IS  
NEW GABRIEL HEATTER SHOW**

America was built on the basis of self-accomplishment. Our early statesmen, scientists and industrialists were poor in worldly possessions as they embarked on their chosen careers. But they all had something

**THE WARDEN  
CRIME CASES  
ON SUNDAYS**

The brilliant career of Warden Lewis E. Lawes, heard in THE WARDEN'S CRIME CASES every Sunday at 1 to 1:15 p. m. on KCBC, has been dominated by his interest in the rehabilitation of criminals.

Warden Lawes was born in Elmire, New York, and during his boyhood lived with his parents near the Elmire Reformatory.

However, young Lawes' determination to follow a penologist's career remained undeterred. As a young man, he enlisted in the army, serving in the Philippines. After discharge, Lawes took the first concrete step towards his goal. He first took an appointment as guard at Clinton Prison, Dannemora, New York.

After his stint at Clinton, Lawes moved on to a guard's duties at Auburn Prison. He later returned to his old home town and became chief clerk at the Elmira Reformatory. A term as superintendent of the New York City Reformatory followed.

In 1920, Lewis E. Lawes began the job which, more than any other, has identified him in the public mind as a penal expert. He was appointed warden of Sing Sing Prison. It was a prevailing witticism at the time that the average tenure of a Sing Sing Warden was three to six months. Warden Lawes retired in 1941, after managing the huge prison for twenty-one years.

As an author Lawes has been particularly prolific. His best-known work, "Twenty Thousand Years in Sing Sing," was a Book-of-the-Month Club selection. The Warden has also contributed to many popular magazines and has even written several screen plays.

THE WARDEN'S CRIME CASES is sponsored by the Trimount Clothing Company.

**Mary Jane Chinn,  
Secretary and  
Writer**



Born in Aigona, Iowa, in 1923, Mary Jane attended school there and was graduated from the University of Iowa two years ago as class president and wearing the Phi Beta Kappa key. She's a speech-radio major and carried a minor in vocal music. Following her training at WSUI, the university's radio station, she worked on KOY, Phoenix.

which money couldn't buy—the ambition to better themselves and the fortitude and determination to see the job through. This is the spirit GABRIEL HEATTER—A BRIGHTER TO-

**Keith—Special Investigator**



Dick Keith, who plays the title role on "Special Investigator" the program on which different types of fraud are exposed every Sunday at 7:30 p. m. on KCBC, always wanted to be an actor. However, a quirk of fate and a quick decision really made up his mind. At the time, Keith was employed by a men's furnishings store, while furthering his acting career with a Little Theater Group at night.

As luck would have it, the store manager wanted him to work on a night when he was scheduled for a leading part. Dick refused and was fired by the irate manager. As a result, he decided to make the theater his profession, something he had wanted to do for years. A few weeks later he had a job in the Broadway production of "Diamond Lil," the beginning of a successful career behind the footlights and the microphone.

The part in "Diamond Lil," was only the beginning for Keith. Subsequently he appeared in "Jewel Robbery," "Great Lover" and "The Assassin." During his stage and radio engagements, he worked with such celebrities as Helen Hayes, Robert Taylor, Eddie Cantor and Tallulah Bankhead. Of his many associates, Dick picks the veteran actor, Lou Tellegen, as the most interesting person he ever met, admiring his background as actor, boxer, model, coal-stoker and baker's helper. Keith appeared with Tellegen in two plays and also in vaudeville.

"True Detective Mysteries" and "Real Stories From Real Life" are only two of the radio shows in which Keith has had leading roles, prior to his feature assignment on Mutual's "Special Investigator."

**Nan Peterson, Promotion Assistant**



Born in Rolfe, Iowa, February 27, 1926, where she attended grade and public schools. She attended Drake University for three years majoring in speech and radio. She's a member of Kappa Kappa Gamma sorority and Pi Beta Epsilon, honorary radio fraternity and P. E. O.

**Bill Haynes, Auditor**



Bill was born in Des Moines, May 12, 1909. He attended and graduated from East High, C. C. C., and Drake University. He has worked for a steel company and a tractor company, is married and has one child. Thirteen years in office work, three years in the navy and one year in private enterprise makes a well rounded background for KCBC's Bill Haynes. His hobbies include music, golf, bowling, and tinkering with automobiles. But actually he's the most popular fellow at the station—comes Saturday, and pay-day!

**Eugene W. Miller Director of Continuity**



For a colorful career in show-business and newspaper work, it's that of Eugene W. Miller, known in Des Moines Radio circles as "Jim Walker."

From a humble start covering general news for the Sandusky Register in Sandusky, Ohio, to participating in Mutual's network show "For Victory," originating at the Navy School of Music, Washington, D. C., "Jim" has been in there pitching.

During the war he served aboard the Carrier Wasp on strikes from the Marcus and Wake Islands to Tokio. While aboard the Wasp Jim Walker was one of the originators of the "Radio Station W-A-S-P," a shipboard radio station that served the crew with 12 hours of continuous radio entertainment.

The Wasp, bombed off Okinawa, returned to the States in 1945 and "Jim Walker" was sent to the United States Naval Air Station, Ottumwa, Iowa, where he did public information work, news, shows and radio.

Discharged from the Navy in 1946, Eugene W. Miller, alias "Jim Walker" joined the staff of radio station KBIZ. From this Southeastern Iowa radio Station "Jim Walker" came to Des Moines to join the KCBC staff as Continuity Director.

**Burl Ives, The Wandering Minstrel**

Cited by poet Carl Sandburg, as the "greatest ballad singer of them all," BURL IVES is a modernized version of the famous wandering minstrel. Traveling leisurely from state to state, to Canada, down into Mexico, Ives has gathered songs native to each section, chants them for the pure joy of singing.

"Singing for his supper" on the highways and byways, on Southern plantations and in New England villages, Ives has picked up a collection of folk songs and ballads so unrivalled that they have been recorded with the Library of Congress so that future generations may hear them.

Although he's under contract to make several movies and hopes to appear in another Broadway show, in addition to his radio work, Ives still plans to find time to hold his title of Wandering Troubador. He lives on a houseboat when in New York, and can just pick up and leave when the mood comes upon him.

Sponsored by the Philco Corporation Burl Ives is heard Fridays at 7 to 7:15 p. m. over KCBC and the Mutual Network.



BURL IVES

**Verne Jay, Continuity, Production**



Verne was born near Cedar Falls. He studied dramatics at Cornell College and in Boston, Mass. Winner of a National contest with his three act play "S. S. Incorporated," which was produced in Boston. He is also the writer of "Turnstile" produced in Repertory at Hedgerow Theater near Philadelphia, "Beggerman, Thief," winner of the New Jersey Little Theater Tournament, and "Cradle Crusaders," produced in Boston. Along radio lines Verne while in New York was responsible for many radio network shows. "Mr. and Mrs. North," "Famous Jury Trials," and "The Shadow" to name a few. He's married and has one small daughter. His production experience will mean better and more listenable programs over MUTUAL in Des Moines . . . KCBC.

WE CONGRATULATE

**KCBC**

**NORTHLAND DAIRY**

East Sixth and Des Moines

Listen to Announcement on



*ElectroPure*  
PASTEURIZED MILK

You Can Taste the Difference

CONGRATULATIONS

**KCBC**



We are proud to have supplied you with our broadcast equipment.

Our best wishes for  
continued success

**Raytheon Manufacturing Co.**

**Ralph Zarnow,  
Musical Director**



Ralph was born in Des Moines. He graduated from North High School in Des Moines and attended classes in Radio and Music at Drake University.

While in the Army he wrote and produced "Laugh Time with The Army," a radio-comedy show. He's a band leader, a vocalist, plays trumpet, drums, and a B-flat Shotgun. He's the "Men of Distinction" type, and could easily be called, "Mr. Showbusiness."

**Wes Jones,  
News Reporter**



Wes, the owner of that smooth deep voice, was born in Chicago, Ill., but calls his home town Lenox, Iowa, where he spent his early years. He attended school at Drake University, worked as a musician, through-out the midwest, and did publicity work.

His radio background includes WHO, Des Moines, WOW and KOIL in Omaha, KTBS in Shreveport, La. and KABC in San Antonio, Texas. You'll enjoy Wes, with his down to earth presentation of the news.

**Woody Cornish,  
Salesman**



Woody was born in St. Louis, August 12, 1895. He went to High School in Oklahoma in

**MORE MUSIC ON KCBC**

For years one of the greatest public demands upon radio broadcasting has been for more music. Repeated polls have shown that listeners want all types of music programs. And station mail counts have definitely verified this.

To satisfy this demand, KCBC has paid special heed to the amount of music to be heard daily by programming more than fifty per cent of its shows with everything from swing to symphony. A breakdown of the weekly KCBC schedule will serve as a guide to your better listening.

<b>SUNDAY</b>	8:30-9:00 a. m.	Tone Tapestries—MBS
	10:30-10:45	Songs for Sunday
	10:45-11:00	Organ Reveries
	6:00-6:15	Louie Weertz, Pianist
	10:30-10:45	Casey Presents
	12:00-2:00 a. m.	Moonlight Serenade
	2:00-2:30	Open House—MBS
	6:00-6:15	Band of the Week
	6:30-7:00	California Melodies—MBS
	10:00-10:15	KCBC Presents
	10:15-10:45	Eddie Stones' Orch.—MBS
	10:45-10:55	George Townes' Orch.—MBS
	11:00-11:15	Griff Williams Orch.—MBS
	11:15-11:30	Lawrence Welk's Orch.—MBS
	11:30-11:55	Dick Jurgen's Orch.—MBS
	12:00-2:00 a. m.	Midnight Record Shop
<b>WEEKDAYS</b>	6:00-6:15 a. m.	March Time
	6:15-6:30	Shady Valley Folks
	7:15-7:30	Jackie Hill Show, MBS
	10:05-10:30	Uncle Woody's Record Shop
	12:15-12:30	Casey Presents
	12:45-1:00	Musical Mystery
	1:05-1:10	According to the Record
	1:15-1:30	Smile Time—MBS
	2:30-3:00	Harlem Hospitality Club—MBS
	3:00-4:00	M. J. B. Show
	4:05-4:15	Hi Neighbor
	8:15-8:30	Louie Weertz, Pianist
	10:00-10:30	Symphonic Swing
		Stage Show
	10:30-10:55	Dance Music—MBS
	11:00-11:55	Dance Music—MBS
	12:00-2:00 a. m.	Moonlight Serenade
<b>WEDNESDAY</b>	8:30-9:00 p. m.	What's the Name of that Song—MBS
<b>THURSDAY</b>	7:00-7:30 p. m.	Sound Off—MBS
	8:30-9:00	Treasure Hour of Song—MBS
<b>FRIDAY</b>	7:00-7:15 p. m.	Burl Ives—MBS
<b>SATURDAY</b>	11:00-11:30 a. m.	Pro Arte Quartet—MBS
	12:30-1:30 p. m.	Symphonies for Youth—MBS
	1:45-2:00	Songs by Sinatra
	2:00-2:30	Our World of Music—MBS
	5:00-5:30	Cleveland Symphony—MBS
	6:00-6:15	Deep River Boys

Oklahoma City and at East High in Des Moines. Returning to Des Moines after World War I, Woody traveled on the road for Herring Motor Co. and Hippee States Co. selling auto accessories. He went into radio work with George O'Dea and was associated with him until 1942. He served as a criminal deputy sheriff for Vane Overturf until KCBC came along . . . He's married and has two girls.

**C. Elwyn Smith,  
Salesman**



Born in Des Moines, "Smitty" was educated in the public schools here and was graduated from Drake University in 1929. He served three years as a captain in the Army, Ordnance Dept. during the war. He's a member of American Legion, Central Christian Church, A. F. & A. M., Scottish Rite, Za-Ga-Zig Shrine, and Tau Psi fraternity, and the Exchange Club. Mr. Smith's business background includes 13 years in direct selling and insurance fields.

**Record Shop**

A new disc jockey personality comes to Des Moines! His name is Woody Hirsch, and he presents "Uncle Woody's Record Shop" each day Monday through Saturday at 10:05 a. m. in the morning. For a terrific and friendly personality with a laugh that's out of this world, plus the greatest tunes on record, tune in 1390 for "Uncle Woody's Record Shop."

**Hear Your Voice!**

Hear yourself on the radio! Yes, if you appear on any of the "Man on the Street" broadcasts, you can listen later in the day at 12:30, and actually hear your own interview on the air! Each morning from a different downtown street corner, Gene Milner and Mary Jane Chinn will be waiting with the KCBC wire recorder to interview passers-by on questions of current local interest. The program is played back each day at 12:30, so that all, including the participants on the program, can hear. It's fun for everyone!

WE CONGRATULATE

**KCBC**

**Home Insulation Co.**

FRANK T. GOODE, Proprietor  
412 East Grand Avenue

Listen to our daily announcement at  
6:25 p. m.

BEST WISHES

TO

**KCBC**

LISTEN

TO ANNOUNCEMENT ON  
BLUE BEACON COAL

**University Ave.  
Coal Co.**

**Congratulations  
and Best Wishes**

TO

IOWA'S NEWEST RADIO STATION

**KCBC**

from



**Iowa's Oldest Furniture Store**

Under the Same Family Management for Over 63 Years

*"Just Big Enough to Serve You Right"*  
**ANDERSON'S**  
EAST SIXTH AND GRAND AVE.

**KCBC LOCAL ORIGINATIONS**

The Pastime Club presents Ralph Zarnow and his popular dance band in a special quarter hour broadcast on KCBC opening day. Listen at 4:15 for the finest in dance music with Ralph Zarnow and his orchestra.

**Telephone Program**

Each morning, Monday thru Friday, at 11:00 a. m. stand by your telephones with the slogan of the week as announced by the Telephone Paymaster on KCBC. Telephone Paymaster is a brand new type of telephone-radio program that offers valuable prize awards to listeners who answer their telephones with the slogan of the week. This, in addition to interesting telephone interviews with Des Moines housewives. The slogan for the first week of broadcasting for the Telephone Paymaster program is "More music on KCBC." Answer your phone with this slogan and win a valuable award. Listen Monday through Friday at 11:00 for complete details.

**Homer Black, Engineer**



Born in Columbia, Tennessee, December 13, 1924, where he attended high school. He was inducted into the Army at Ft. Oglethorpe, April 13, 1943. Following his discharge he was employed for a time at Rollins Hosiery Mills, resigning to attend the American Technical School. Upon graduation he was employed by the Capital City Broadcasting Company as an engineer.

**Lois Campbell, Secretary**



Lois was born in Milford, Iowa, June 7, 1923. She attended grade, and high school in Spencer, Iowa. She attended A. I. B. and holds a B. A. degree from Drake University.

She'll be responsible for YOUR SCHOOLS AT WORK, and other writing and production activities... with MUTUAL in Des Moines—KCBC!

**Nancy M. Halsor, Manager of Traffic**



KCBC's traffic manager, Nancy M. Halsor, was born in Mason City, Iowa, where she attended public school and junior college. Following graduation she joined the staff of KGLO in the home town, later being transferred to WTAD, Quincy, Illinois, as assistant to the manager. Then sometime ago she came to Des Moines as promotion manager for KSO. Her special hobbies are piano, flying and swimming.

**President of New Radio Station**



GEORGE O'DEA

**Wayne Crew, Sales Promotion Manager**



Wayne was born in Rockwell City, Iowa, July 26, 1913. He came to Des Moines in 1921, graduating from Roosevelt High School in 1931. From theater work throughout the state he went to the University of Iowa, graduating with a Speech-Radio major.

During the last twelve years as a broadcaster, Wayne has been associated with radio stations, WSUI, WMT, KSO, KRNT, the Register and Tribune, Campbell-Mithun Advertising Agency and the Walker Advertising Agency.

Positions held in this 12 year period of broadcasting and advertising work were, Program Chairman, Continuity - Production, Radio Promotion Director, Production Manager and Account Executive in Charge of Radio Sales.

**The People Speak**

"The People Speak" is a new KCBC production that gives the microphone to the people. For once the people are heard... their opinions aired on local, state or national problems. KCBC's "voice of the people" is heard every Sunday evening from 10 to 10:15.

**Secretary and Treasurer**



HUGH N. GALLAGHER

**Vice President, General Manager**



SIDNEY J. PEARLMAN

*Congratulations...*

**KCBC**

All electrical construction was done by our firm

**STROH PLUMBING and Electric Co.**

617 East Grand Ave.

*We Salute...*

**KCBC**

Des Moines New Radio Station  
Mutual Broadcasting System Outlet  
1390 on your radio dial

**IOWA STATE BANK**

EAST SIXTH AND LOCUST

**DIRECTORS**

Geo. H. Borg  
Wm. A. Broquist  
Hugh N. Gallagher  
George O'Dea  
A. E. (Bert) Sargent

**OFFICERS**

Wm. A. Broquist, President  
Geo. H. Borg, Executive Vice President  
J. Hamilton Dawson, Vice President  
L. A. Rodenbaugh, Jr., Cashier  
Carl W. Moody, Assistant Cashier.

*We're Growing, Thanks to Our Friends  
The Opportunity to Serve You Is Appreciated*

Member Federal Deposit Insurance Corporation

### "CHECKERBOARD JAMBOREE" FOLK SONGS AIR ON KCBC

The story of America in folk music, folk songs and mountain melody — complete with its humor and pathos—is now presented in a new Monday through Friday daytime series, CHECKERBOARD JAMBOREE, on KCBC, the Mutual Broadcasting System.

Airing at 11:15 a. m., each weekday, the program adds a variety show with nighttime stars to the KCBC daytime schedule. CHECKERBOARD JAMBOREE features all the

stars from the twenty-year-old favorite, "Grand Ole Opry."

CHECKERBOARD JAMBOREE stars Eddy Arnold, Victor Records' singing sensation, as emcee; Judy Perkins, soloist; the Old Hickory Singers; and Owen Bradley's Tennesseans Orchestra.

The program, sponsored by the RALSTON PURINA COMPANY, originates in Nashville, Tennessee, the heart of the folk-music country.

### Man On the Street

Meet the "Man on the Street" . . . with our gal Daly at 12:30 He talks to the women . . . she corners the man — in fact, it's a new corner everyday. And what a time everybody has! For more fun with laughs to spare . . . get the KCBC good listening habit. Dial 1390 at 12:15 for "Man on the Street."

### Southern Singers

KCBC proudly presents a sensational new quartet, the Southern Singers! Songs of the deep South, familiar Negro spirituals, and folk songs that never grow old sung in the in-

dividualistic style of the KCBC Southern Singers . . . Monday, Wednesday, Friday evenings at 6:45 p. m.

"Guess the Temperature" and win a prize! Here's your chance to test your psychic powers . . . your chance to be the weather-mana. Listen each day at 11:45 to "Guess the Temperature," exciting new radio contest offering valuable awards to the winners.

"KCBC Goes to a Party!" Again your "Man on the Street" personalities, Gene and Mary Jane, bring you an on the spot presentation direct from the outstanding social activities in the city of Des Moines.

### Mutual's Fabulous Cinderella Show



Here is how Mutual's fabulous Cinderella show, "Queen For A Day," weekdays (1:30 to 2:00 p. m. EST over WGN), appears to observers. Emcee Jack Bailey (top left) picks queen candidates prior to broadcast. This queen candidate (top right) asked to dance with producer Bud Ernst, and Bailey joins in the high jinks, typical of that which is always a feature of the show. Jack (bottom left) spins the giant wheel to select a State from which the out-of-town queen will be chosen, named by someone in the studio audience. Last, Bailey crowns the lucky lady, chosen "Queen For A Day." The program is now seeking a "Queen For The Year" who will be given a free trip to Hollywood and a movie contract.

# Plain Talk

NEWSPAPER . . . . PRINTERS

513-15 Sixth Ave. East

Phone 2-0485

FINE COMMERCIAL PRINTING  
OF ALL TYPES



Printed on its high speed Goss press this special tabloid edition of more than 50,000 copies announcing

# KCBC

Des Moines' New Radio Station

ON THE AIR

WELCOME

TO

# KCBC

from

## Duffy Tire Company

440 East Grand Ave.

U. S. ROYAL TIRES AND TUBES

BENDIX HOME LAUNDRY

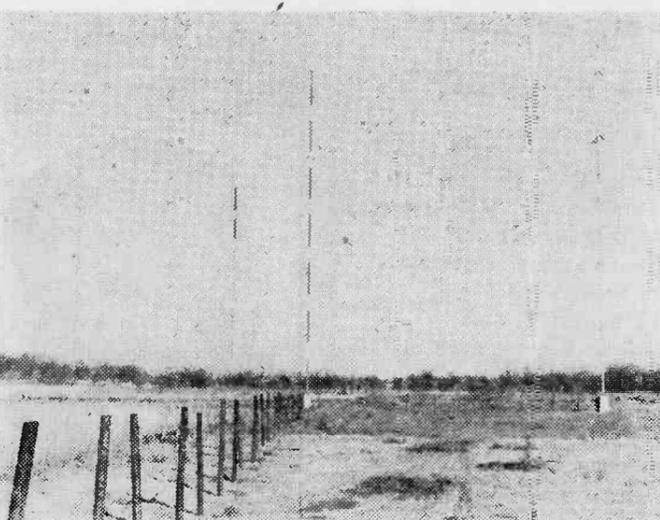
PHILCO RADIO — PHILCO REFRIGERATORS

CONLON IRONERS AND WASHERS

HOT POINT APPLIANCES

YOUNGSTOWN KITCHENS

### KCBC Transmitter Completed



The results of months of drafting and engineering planning, KCBC's transmission equipment is some of the most adaptable and modern in the country. It is located on a 30-acre tract east of Des Moines at Dean avenue and Four Mile Creek. Approximately 30 miles of ground wire interlace between the transmitter building and the four 200-foot Windcharger towers.

### GREETINGS TO DES MOINES ADVERTISERS

You and half a million others in the Des Moines area are enthusiastically waiting for KCBC—Iowa's newest radio station—to go on the air. We are pleased, therefore, to say that our historic "first signal" will be heard at 8:00 o'clock the morning of Saturday, March 15.

In establishing your budget we invite you to consider KCBC's greater advantages as an advertising medium by giving you more for less.

KCBC is built and programmed primarily to serve Des Moines and its rich market area of eleven surrounding counties. This means that you pay for no waste coverage. Every listener is your potential customer.

Without doubt, KCBC gives you more for less — and, reaches the market you want to receive your message.

We will be pleased to serve you at any time. You can expect—and will receive—our personal attention to your individual requirements.

Just dial 4-3151 and ask for either Mr. Cornish or Mr. Smith.

# PROGRAM SCHEDULES

Save these program schedules for future reference. They are given to you in this form in order to help you find the kind of program you want to hear at any time of the day or night.

## MYSTERY SHOWS

SUNDAY	1:00—1:15 p. m.	The Warden's Crime Cases
	2:30—3:00	Crime of Carelessness
	3:00—3:30	House of Mystery
	3:30—4:00	True Detective Mysteries
	4:00—4:30	The Shadow
	5:30—6:00	Nick Carter
	7:30—7:45	Special Investigator
	7:45—8:00	Official Detective
	10:00—10:30	Mysterious Traveler
MONDAY	7:00—7:30	McGarry and His Mouse
	7:30—8:00	The Case Book of Gregory Hood
TUESDAY	7:00—7:30	Scotland Yard
	7:30—8:00	Adventures of the Falcon
WED.	7:00—7:30	Crime Club
THURSDAY	7:30—8:00	Counte of Monte Cristo
	9:00—9:30	I Was A Convict
FRIDAY	8:30—9:00	Adventures of Bulldog Drummond

## RELIGIOUS SHOWS

SUNDAY	8:00—8:30 a. m.	Young People's Church
	9:00—9:30	Radio Bible Class
	9:30—10:00	Voice of Prophecy
	10:00—10:30	Bible Institute
	11:00—11:30	Pilgrim Hour
	11:30—12:00	Lutheran Hour
	1:30—2:00	First Church of the Open Bible
MONDAY THROUGH FRIDAY	7:00—7:15 a. m.	Bible School of the Air
	9:15—9:30	Polk County Ministerial Association
SATURDAY	1:30—1:45 a. m.	Sunbeams from Sunshine

## WOMEN'S SHOWS

MONDAY THROUGH FRIDAY	9:00—9:15 a. m.	Stella Barker Speaking (service)
	1:30—2:00 p. m.	Queen for a Day (audience partic.)
	2:00—2:30	Heart's Desire (drama)
	3:00—4:00	MJB Show (music-variety)
MONDAY, WEDNESDAY and FRIDAY	10:30—10:45 a. m.	Easy Does It
	4:05—4:15	Hi Neighbor

## NEWS PROGRAMS

SUNDAY	1:15—1:30 p. m.	News by Law
	6:15—6:25	News by Law
	9:00—9:30	Gabriel Heatter's Brighter Tomorrow
	9:30—9:45	News by Law
	10:55—11:00	Mutual Reports the News
	11:55—12:00	Mutual Reports the News
MONDAY THROUGH SATURDAY	6:45—7:00 a. m.	News, Wes Jones
	8:00—8:05	News, Wes Jones
	10:00—10:05	News, Wes Jones
	12:00—12:15 p. m.	News by Law
	1:00—1:05	News
	4:00—4:05	News
	6:00—6:15	Fulton Lewis, Jr. *
	6:15—6:25	News by Law
	8:00—8:15	Gabriel Heatter *
	9:30—9:45	News by Law *
	10:55—11:00	Mutual, News
	11:55—12:00	Mutual, News
	* Mondays thru Fridays	
FRIDAY	6:30—6:45	Henry J. Taylor *
SATURDAY	6:45—7:00	F. H. LaGuardia

## SPORTS PROGRAMS

SUNDAY THROUGH SATURDAY	6:25—6:30 p. m.	Spotlighting Sports
SUNDAY THROUGH FRIDAY	9:45—10:00 p. m.	Today in The Sports World
MONDAY THROUGH FRIDAY	6:45—7:00 p. m.	Inside of Sport
MONDAY	9:00—9:30	Fishing and Hunting Club of The Air
SATURDAY	4:30—5:00	Sports Parade

## CHILDREN'S SHOWS

MONDAY THROUGH FRIDAY	4:30—4:45 p. m.	School Reporter
	4:45—5:00	Buck Rogers
	5:00—5:15	Hop Harrigan
	5:15—5:30	Super Man
	5:30—5:45	Captain Midnight
	5:45—6:00	Tom Mix
SATURDAY	12:30—1:30	Symphonies For Youth
SUNDAY	12:30—1:00	Juvenile Jury

## FAMILY SHOWS — QUIZ and VARIETY

MONDAY THROUGH SATURDAY	10:05—10:30 a. m.	Uncle Woody's Record Shop
	11:45—12:00	Guess The Temperature
MONDAY THROUGH FRIDAY	11:00—11:15 a. m.	Telephone Paymaster
	11:30—11:45	Whats Your Comeback
	12:30—12:45	Man on the Street
	1:30—2:00	Queen For A Day
	3:20—3:30	Hi Neighbor
	4:15—4:30	Erskin Johnson in Hollywood
MONDAY	8:30—9:00	KCBC Goes to a Party
TUESDAY	8:30—9:15	American Forum of the Air
WEDNESDAY	7:30—8:00	Dr. Graham and Family
	8:30—9:00	Whats The Name of That Song
	9:00—9:30	Did Justice Triumph
THURSDAY	8:30—9:00	Treasure Hour of Song
	9:00—9:30	The Family Theater
FRIDAY	7:15—7:30	Holly House
	7:30—8:00	Leave It To The Girls
	9:00—9:30	To Be Announced
SATURDAY	12:15—12:30	The Veteran Back Home
	5:00—6:00	Cleveland Symphony
	7:00—7:30	Meet the Press
	7:30—8:00	Scramby-Amby
	8:00—8:30	The Mighty Casey
	8:30—9:00	Thrilling Stories
	9:00—10:00	Chicago Theater of the Air
SUNDAY	4:30—5:00	Quick As A Flash
	5:00—5:30	Those Websters
	7:00—7:30	A. L. Alexander's Mediation Board
	8:00—8:30	Exploring The Unknown
	8:30—9:00	Double or Nothing
M. J. B. SHOWS—MONDAY THROUGH SATURDAY	7:30—8:00 a. m.	
	8:10—9:00	
	3:00—4:15 p. m.	

# M. J. B. STORY

(Continued from page 1)

sented two MJB shows daily—one from 8 to 9 a. m. and the other from 3 to 5 p. m. During these periods, KWK's polled listenership soared from 7% to 32% in the morning time and from 8% to 27% for the afternoon. Thus the St. Louis area, served by seven stations, saw KWK raised from last place to second place in listener response.

In 1941 Bennett broadened his activities into the associated field of journalism by writing a daily column, "I'm Just A Thinkin'", for the ST. LOUIS GLOBE DEMOCRAT. In his employer's own words: "Bennett's writings touch a sympathetic chord in the hearts of the masses."

After serving with AAF, MJB joined the staff of KRNT where he continued to win public and trade acclaim.

Now he is joining the newest radio station in Des Moines... KCBC-Mutual. And it is highly reasonable to believe that here the MJB shows will reach their

## Hi, Neighbor Show

"Hi, Neighbor" is a program brimful of warm friendliness brought to you direct from the homes of your neighbors... and perhaps from your own living room. It's homespun and mighty down-to-earth. Who's the best neighbor in your block? KCBC's emcee, Woody Hirsch, aims to find out when he brings Des Moines into your parlor afternoons Monday through Friday at 4:05. The show is sponsored by the Royal Products Co.

## HEATER SHOW

(Continued from page 3)

MORROW sees to rekindle in those persons whose lamp of hope has burned low.

Through dramatization of the disappointments and heartaches of the men and women who didn't know the meaning of the word "quit", the program shows that one failure isn't total failure, that success is largely dependent upon the stuff of which the individual is made. Nor are these examples drawn from the famous alone. Stories about obscure people are told, too—because the average listener is better able to compare them to himself.

Gabriel Heatter, the great radio personality who is launching this new series, feels that the program's primary objective is to help people overcome doubt and fear and put a greater value on themselves. Heatter is well qualified to assume the leadership in this new and exciting adventure. Much of his own life has been spent pleading the cause of the "little man." He has never forgotten the words of his father, who once told him: "Gabriel, never forget you are son of a work-ingman."

GABRIEL HEATTER — A BRIGHTER TOMORROW sponsored by the Mutual Benefit Health and Accident Association of Omaha, is heard every Sunday at 9 p. m. on KCBC.



GABRIEL HEATTER

peak of popularity and continue they prefer. His new shows will be heard at 7:30-8:00 a. m., area with the type of radio 8:15-9:00 a. m. and 3:00-4:00 entertainment they have said p. m.

# CONGRATULATIONS

TO

# KCBC

1390 ON YOUR DIAL

## O'Dea Hardware & Paint Co.

607-609-611 East Locust Street

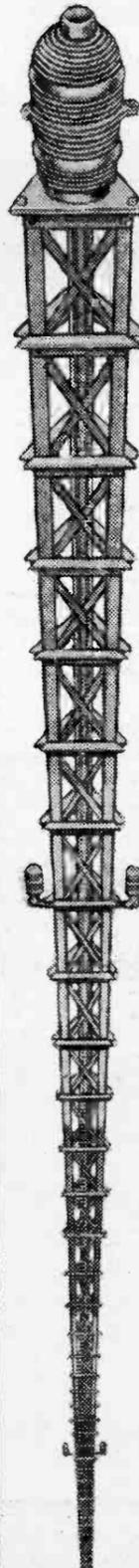
Des Moines, Iowa

Headquarters for Valspar Products

J. Earl Chambers  
President

Wm. A. Broquist  
Vice President

# STILL THE LEADER

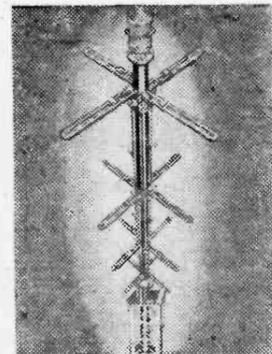


## WINCHARGER TOWERS

The surging, booming post-war rush of radio broadcast construction finds Wincharger again supplying the industry with the bulk of its towers. And for the same reasons. Wincharger's guyed tower, with its uniform sections and resulting mass production economy, continues to be the industry's recognized dollar-and-cents value. The convenience of Wincharger's "pack-aged-buying" and Wincharger's reliable maintenance and service, continue to be powerful attractions.

FM broadcasters are following in the footsteps of the AM industry in likewise choosing Wincharger Antenna Tower Supports.

All Wincharger towers come completely equipped and ready for installation. This includes necessary lighting such as a 300 MM beacon, flasher, obstruction light, wire, conduit, fuse box. No extras to buy—easy to erect. No wonder Wincharger Towers continue to be the industry's favorite.



## FM ANTENNAS

The new, ultra-high-frequencies are an old story to the engineers who developed Wincharger's FM Folded Dipole Antenna. Pre-war FM experts, they set to work during the war to create some of the Armed Forces' finest radar equipment. And now again the Wincharger FM Folded Dipole Antenna has, without a doubt, the finest engineering in the industry.

WINCHARGER VERTICAL RADIATORS and ANTENNA TOWERS  
WINCHARGER CORPORATION  
SIOUX CITY, IOWA