

G O I N G

F O R W A R D

W I T H

R A D I O



as presented by

K O M A

Oklahoma City
The Heart of the Great Southwest!

Compliments of:

Nash P. Truss Company
Distributor
Eureka-Cadillac Funeral Cars
1715 Petroleum Building
Oklahoma City, Oklahoma

KOMA



KOMA's ace sportscaster, Curt Gowdy, broadcasts the important Oklahoma University and Oklahoma A & M basketball and football games. He is shown above giving a vivid play-by-play description of an O. U. game. At the extreme right, wearing earphones, is Richard Tullius, KOMA engineering department's remote broadcast specialist.



SPORTS

Bob Eastman, Program Director, is in charge of the KOMA News Department, and does two daily newscasts.



Curt broadcasts one of his twice-daily series of sports programs.



NEWS



Jerry Marx, one of Oklahoma's most listened-to newscasters.



Ben Holmes covers the local news front, compiles and edits the news gathered by the world wide facilities of United Press.



Edward R. Murrow



Bill Henry



Lowell Thomas

IT'S *fun*

LISTENING TO KOMA



The Nelsons of "The Adventures of Ozzie and Harriet."



Phil Baker, Emcee of "Everybody Wins". Dorothy Shay of the "Spotlight Revue."



Penny Singleton and Arthur Lake as Blondie and Dagwood.



Harry McNaughton, Lulu McConnell, George Shelton, and Tom Howard on "It Pays to be Ignorant."

Fanny Brice of "The Baby Snooks Show."



Right: Emcee of his own show "Arthur Godfrey's Talent Scouts."



Marie Wilson discusses her script before a broadcast of "My Friend Irma."



Don Ameche, Frances Langford, and Frank Morgan of the "Old Gold Show."



"The Danny Thomas Show."



Hattie McDaniel as "Beulah."



The "Abe Burrows Show."



"Lum and Abner."

THERE'S MUSIC IN THE AIR



"The Pause that Refreshes on the Air" stars Jane Froman with the music of Percy Faith.



Evelyn, featured soloist on the "Hour of Charm."



"Hoagy Carmichael Sings" with the help of his two sons.



Bob Crosby, star and emcee of "Club 15," with three of the Crosby brood.



Eugene Ormandy, conductor of the Philadelphia Orchestra.



The Jack Smith Show.



"The Vaughn Monroe Show."



"Salt Lake City Tabernacle Choir and Organ."



Thomas L. Thomas, star of "Your Song and Mine".



Bob Hannon in "American Melody Hour."



The "Gene Autry Show."



Vic Damone stars on the "Saturday Night Serenade."



James Melton, host on "Harvest of Stars".



Metropolitan Opera Star Rise Stevens of "The Family Hour."



Julie Benell and Announcer Roy McKee hold a special interview with Alec Templeton on the "Listen, Ladies" program.



Clarence Achgill reports the "Livestock Markets."

PUBLIC SERVICE
KOMA



Burnis Arnold, heard on KOMA's "Farm and Home Report."



Daily "Grain Reports" are done by James C. Allen, Jr. of the James E. Bennett and Company.



Education has a voice in radio as Dr. Bennett, President of Oklahoma A & M College broadcasts on KOMA.



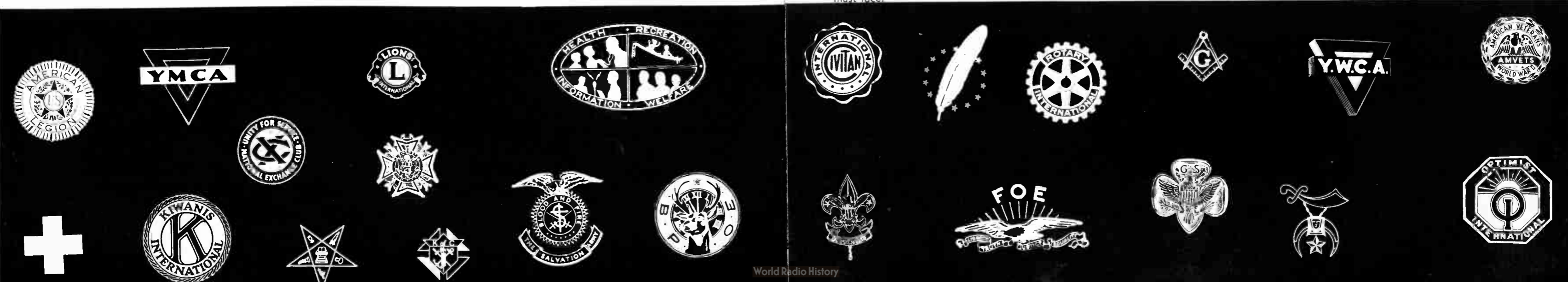
When the Flying Farmers met at Stillwater, KOMA carried the voice of Clinton P. Anderson to Oklahoma listeners.



Jerry Marx, KOMA newscaster, does an on the spot broadcast from a Veteran's hospital in Chickasha. Marx, an arthritis victim himself, knows the problems these men must face.



Nearly 10,000 gifts gave Oklahoma's underprivileged children a happier Christmas in 1947. Gifts were raised by Julie Benell of the "Listen, Ladies" program.



MYSTERY

FROM KOMA!



Howard Duff as "Sam Spade."

Left: Staats Cotsworth as "Casey, Crime Photographer."



Paul McGrath, your host on "Inner Sanctum."



Les Damon and Vicki Vola in "The Adventures of Christopher Wells."



Herbert Marshall as the "Man Called X."



Right: Robert Montgomery, host of the hour-long "Suspense."



Steve Wilson of "Big Town," portrayed by Edward Pawley.



Joseph Curtin and Alice Frost are "Mr. and Mrs. North."



Bennett Kilpack plays "Mr. Keen, Tracer of Lost Persons."



William Keighley as producer-host of "Lux Radio Theatre."



Host Les Tremayne of "Radio Reader's Digest."



Dwight Weist is Master of Ceremonies on "We the People."



Jean Hersholt as "Dr. Christian" with Rosemary De Camp, as his assistant, Judy Price.

KOMA AND DRAMA!



Nila Mack, writer-producer of "Let's Pretend."



Toni Darnay plays the title role in "The Strange Romance of Evelyn Winters."



Cameron Prud'homme as "David Harum."



Vivian Smolen plays the leading role in the day-time serial "Our Gal Sunday."



Florence Freeman as Wendy on the daytime program "Wendy Warren and the News."



Charita Bauer is Sarah O'Brien on "Rose of My Dreams."



Julie Stevens is the star of "The Romance of Helen Trent."



OKLAHOMA ROUNDUP



After lugging his bass up to the 24th floor of the Biltmore Hotel, "Cousin Jack Beasley" plans to take up the harmonica.



Julian Akins is "Cowboy Jess" singing star of the "Roundup."



Perry Ward is producer-emcee of the "Oklahoma Roundup" aired coast to coast by the Columbia Broadcasting System daily, Monday through Friday.



Emcee Perry Ward takes the wind out of "Windy Lem Hawkins."



Chuck Davis leads the "Round-up Boys."



Lexie Lou and Ray Schelp, the "Ozark Sweethearts" of the Roundup.

K O M A **ENTERTAINMENT FOR THE WHOLE FAMILY** **C B S**



Quizmaster John Reed King with one of the winners on "Give and Take."



Art Linkletter, emcee at the "House Party."



Quizmaster Todd Russell conducts a pre-airtime warm-up on "Strike It Rich."



Chuck Acree, genial master of ceremonies, conducts another session of "Hint Hunt."



Mary Lee Taylor in her experimental kitchen.



Songstress Janette Davis adds the glamorous touch to the daily "Arthur Godfrey Show."



John Reed King conducts a new quiz program which enables radio listeners to "Win at Home."



Win Elliot, barker for "County Fair."



Irene Beasley finds another "Grand Slam."



Walter O'Keefe winds up another "Double or Nothing" broadcast.

EDDIE COONTZ

FROM OUR STUDIOS...



... one of the Southwest's most popular disc jockeys.



Eddie talks to a participant of his weekly "Platter Party."



Eddie crowns his "Platter Party Queen of Queens," pretty Carolyn Kinkaid.



Bobby-sox fans of "Eddie's Corner Store" surprise him with an on-the-air birthday party.



The beginning and end of a broadcast day. At left, Eddie says this broadcasting business is no cinch. For him it's just records, records and more records. As shown above, even his periods of relaxation are filled with records. That's Mrs. Coontz with Eddie.



Julie Benell of the "Listen, Ladies" program is one of America's foremost women broadcasters. She interviews important personalities on her daily show, and offers music and notes of interest to women listeners.



Announcer Roy McKee introduces "Cousin Jack Beasley" who has his own daytime program, "The Jack Beasley Show."



Frank Holloway reads the "commercials" on the evening news and sports broadcasts.



Versatile Mickey Reynolds, KOMA music director, is shown at the keyboards of the piano, organ and celeste in his own radio program announced by Norman Loebel.



"Columbia Record Roundup" is the show in progress emceed by Joe Roberts.

RELIGION-A DEFINITE PLACE IN RADIO



The diversified religious programs broadcast by radio station KOMA are presented for the spiritual inspiration of listeners of all faiths. All religious programs interpret the dignity of service and the wide scope

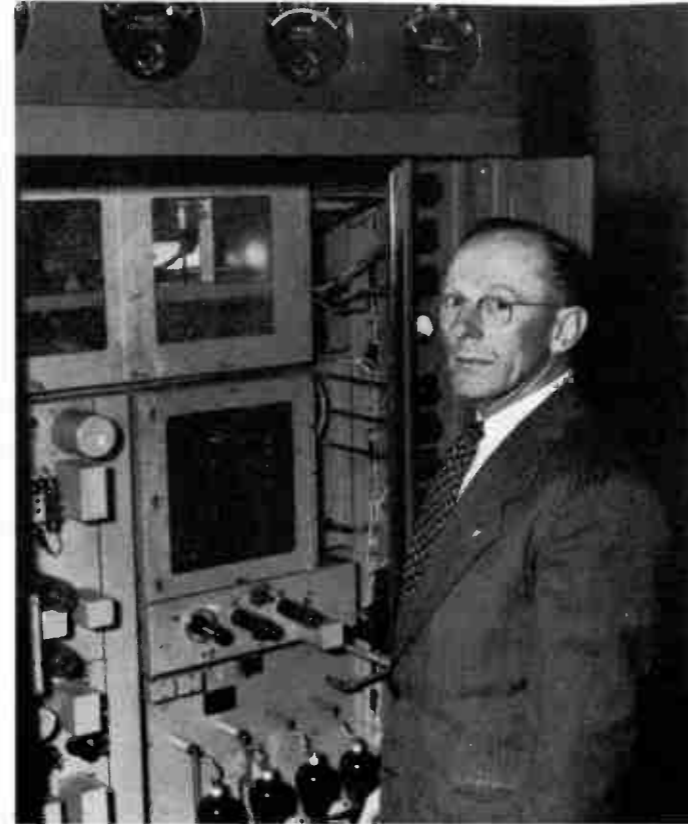
of understanding covering the creeds of many churches. Radio, the modern miracle, completes its fulfillment in carrying to the listening worshipers the words of their belief.



WE'D LIKE TO INTRODUCE OUR STAFF...



J. J. Bernard
General Manager



Morris W. Thomas
Chief Engineer



Raymond Ruff
Sales Promotion Manager



Bob Eastman
Program Director



Perry Ward
Production Manager



Webster L. Benham, Jr.
Commercial Manager



Eddie Lane
Public Relations



Mack Fuller
Continuity Editor

STAFF

RECEPTIONISTS



Receptionist Lena Holloway conducts a studio tour.



Receptionist Betty Bonebrake answers each and every call with a bright and cheery smile.



Andy Warden, program department secretary, hands Carter Rohde, Traffic Manager an order for a new program.



Marcheta Holmes, secretary to the General Manager.

SALES



Sales Representatives Roy Patterson, left, and Jerry Parrick discuss a sales problem over a cup of coffee.



Marjorie Hinsley, sales department secretary, takes notes on an audition being heard by Sturgis Wassam, sales representative.



In the continuity room are Lee A. Schirck, left, and Bettye Ledford.



Mary Frances Kennedy, accountant, is given a sheaf of advertising statements by Mary Pendergraft of the Sales Promotion Department.



Major Gardner, mailing room and building supervisor.



Wanda Rhodes, Music Librarian.

TECHNICALLY SPEAKING...



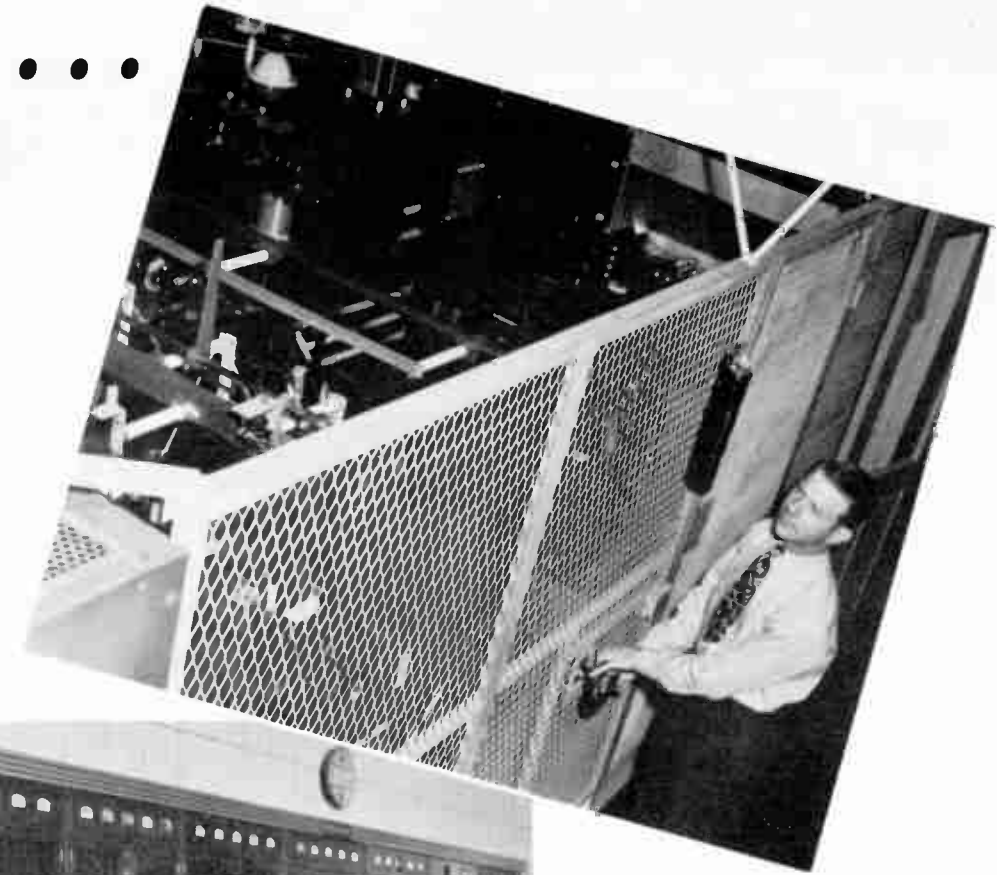
George Berry, Transmitter Maintenance



Charles Parker, Chief Control Operator



John Straiton, Transmitter Operator



Harry Edwards, Chief Transmitter Operator



Paul Smith, Control Operator

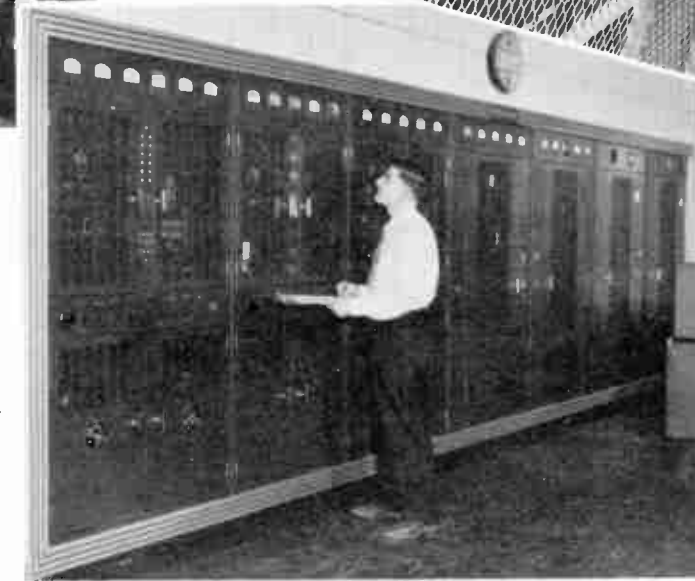


Ross Brink, Control Operator



Dale Clovis, Control Operator

Allen Watson, Transmitter Operator



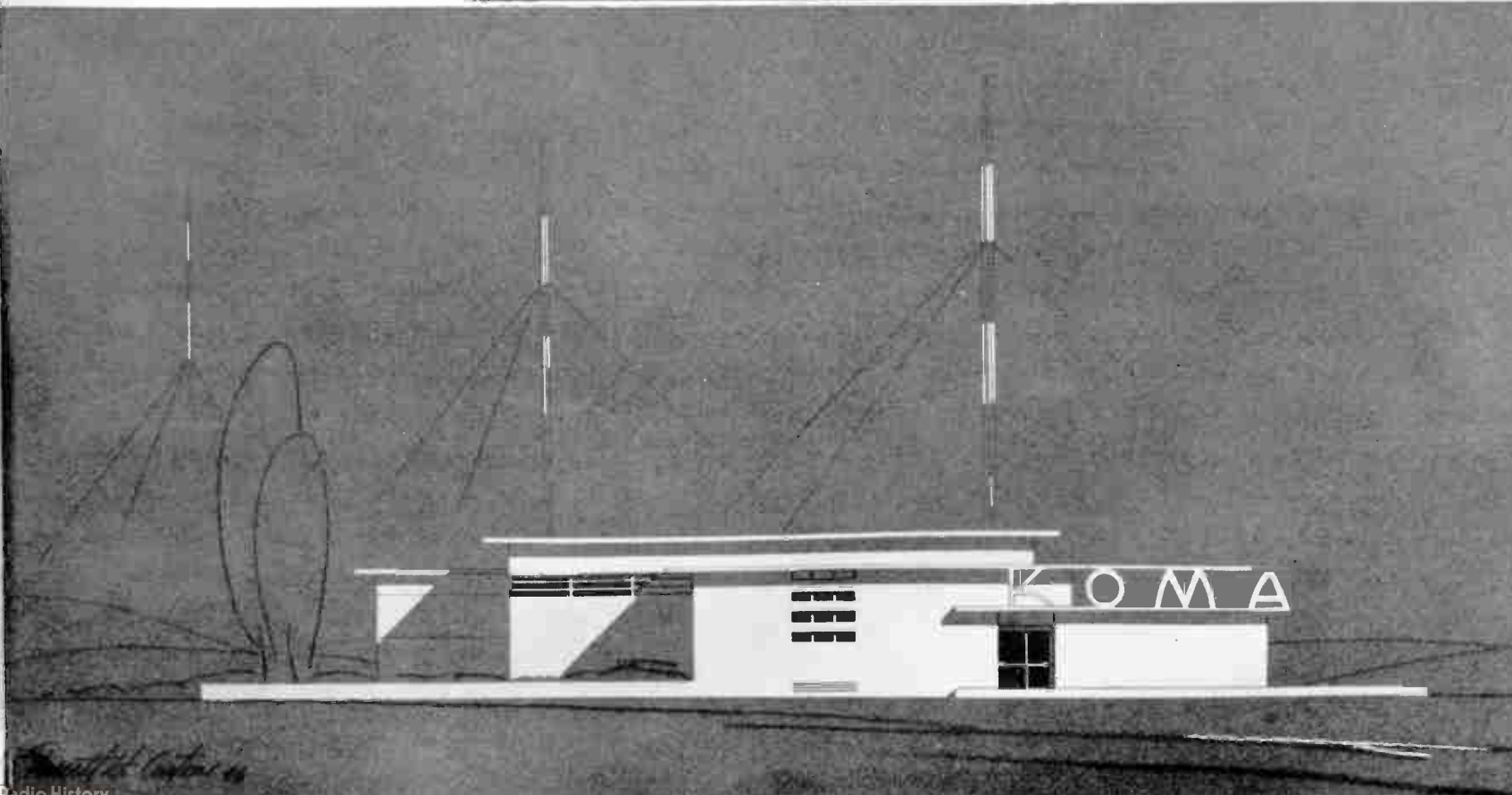
The 50,000 Watt Transmitter of KOMA.



Eldon Mullin, Control Operator



Raleigh Utterback, Control Operator



HOW IMPORTANT IS YOUR RADIO?

Judging by the number of American homes that have radios, we'd say it's become almost a necessity for a lot of us. We'd say it would probably be pretty hard to get along without a radio these days.

But we've heard a lot of folks say something like this: "Yes, American Radio is doing a mighty fine job — if we could only do away with those commercials." Well now, **THERE'S** a point worthy of some consideration. Let's think about it for just a moment.

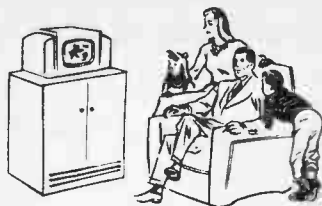
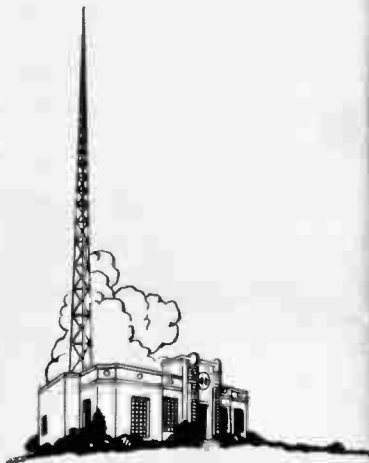
Here's how it works. Advertising has been defined as "salesmanship in print — or **ON THE AIR WAVES.**" The more goods that advertising sells, the more are needed to fill the demand. The more goods needed, the more men and women are needed at the factory that makes those goods. In turn, more men and women are needed in related industries that supply raw materials to the factories. It's a never-ending chain that leads to more jobs, better jobs, greater personal security for all. Yes, advertising is the spark-plug of American business today.

And here's another point. Were it not for Radio Advertisers, nearly **ALL** of the programs you hear today could not **POSSIBLY** be presented. The world's **BEST TALENT** is being heard over **AMERICAN Radio** today — at no cost to you! They are being paid by the Advertiser to entertain you. Of course, at the same time, that advertiser is asking you to try his product — that is **HIS** reward. And yet that Advertiser is allowed only about **THREE MINUTES** out of every **HALF HOUR** of broadcast time in telling you about his product. That leaves approximately 27 minutes out of every 30 for American Radio to devote **ENTIRELY** to entertaining **YOU**.

So when you **HEAR** commercials on the air, remember — advertising is making your home **MORE SECURE** and at the same time it's bringing **YOU** the greatest entertainment the world has to offer — at so **LITTLE** cost!

Of the 37,600,000 homes in the United States —

- 35,878,000 have Cooking Facilities
- 33,998,000 **HAVE RADIOS**
- 33,356,000 have Electric Lighting
- 29,543,000 have Running Water
- 25,953,000 have Flush Toilets
- 24,587,000 have Bathtubs
- 18,188,000 have Central Heating



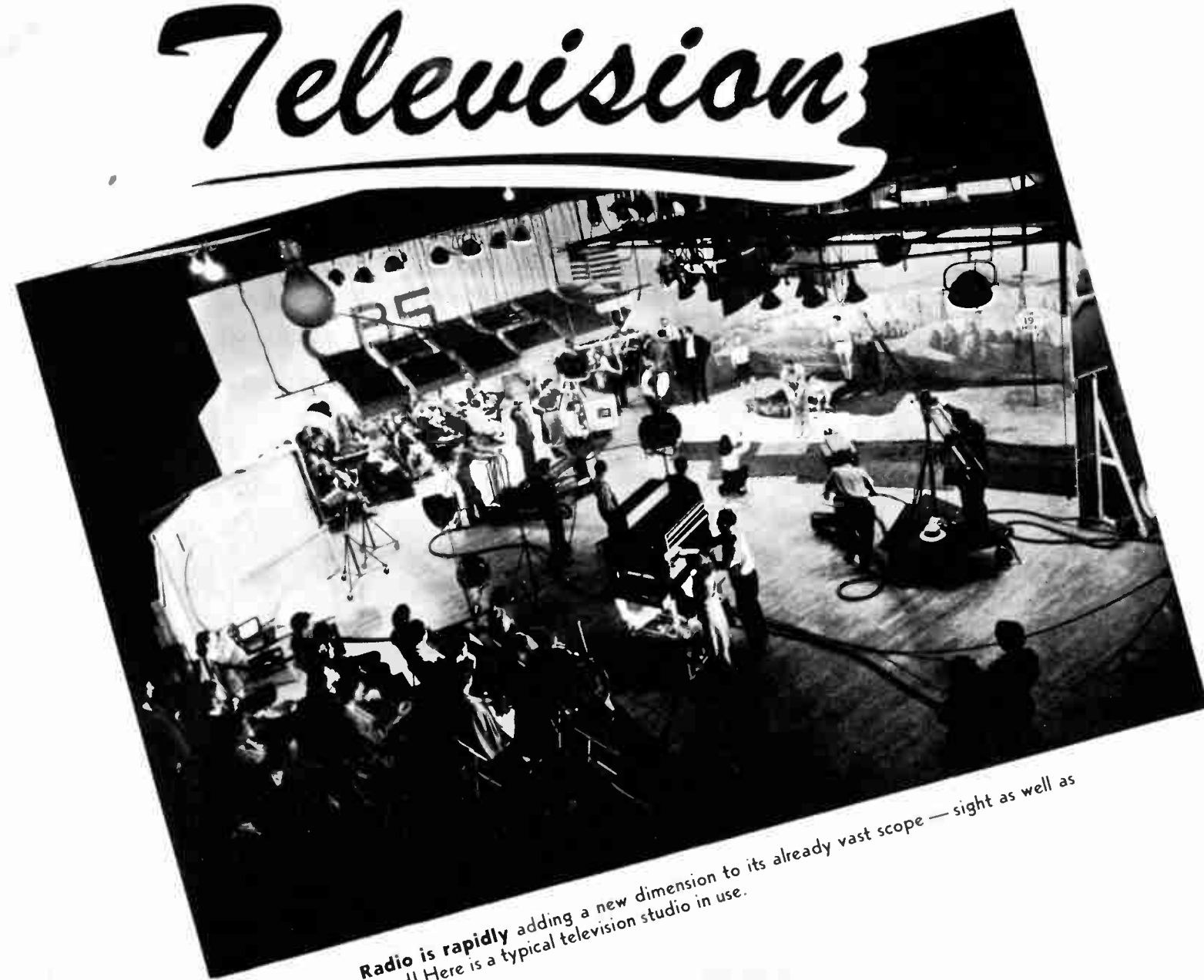
The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

The audience for a single top network program (37,000,000) approximates the admissions to all stage plays in New York for the last three above-normal years.

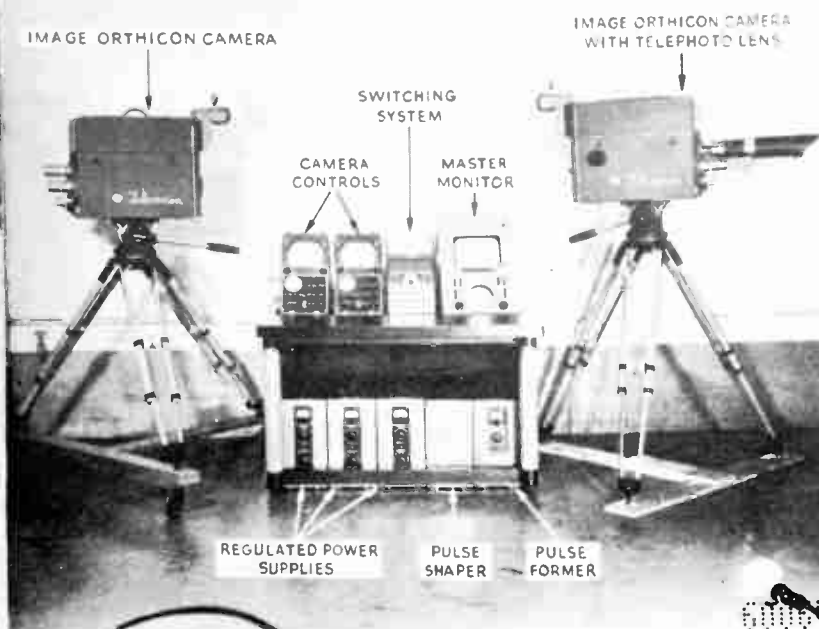
Average of daily listening per family is on the basis of surveys, upwards of five hours; some what higher averages have been found in rural areas.

100,000,000 people heard the Roosevelt-Dewey election returns on the night of November 7, 1944.

Television



Radio is rapidly adding a new dimension to its already vast scope — sight as well as sound! Here is a typical television studio in use.



Here are a few of the most vital pieces of equipment necessary for successful transmission of television waves.



Now — radio has eyes! Although a new field, television has already become mobile and may be transported to almost any part of the globe.

KOMA

OKLAHOMA CITY'S MOST

POWERFUL STATION

CBS NETWORK