

Initial Broadcast Of Station K-S-O Starts at 6 p. m.

D.M. Trib. 5 Nov. 32

Stars of Air To Be Heard In Welcome

Iowa's new radio station, K-S-O, The Register and Tribune station, goes on the air for the first time at 6 p. m. tonight. An elaborate dedication program in which a galaxy of radio talent will be presented, will mark the opening.

After today, station K-S-O will operate 17½ hours each week-day, from 6:30 a. m. until midnight, and on Sundays from 7 a. m. to midnight, serving central Iowa with the best in programs and the most complete radio service.

Station K-S-O will be affiliated with the Blue Network of the National Broadcasting Co., the most popular of the three national chains.

Special Program.

To welcome K-S-O on the air and on the chain, the National Broadcasting Co. has arranged a coast-to-coast hookup on which a special dedication program to the Des Moines station will be broadcast.

The NBC program will begin at 10:15 p. m. tonight and will include such artists as The Pickens Sisters, Sherlock Holmes, Mildred

Visit Wednesday

The Register and Tribune regrets that it will not be possible to open the studios of K-S-O to the general public for inspection until next Wednesday. So many persons have asked if they might attend the opening programs tonight it is necessary to ask the friends of K-S-O not to visit the station until Wednesday. Everyone will be welcome starting Wednesday. Visiting hours will be from 6 a. m. to midnight.

Balley, the "blues" singer, Louise Bernhardt, young American contralto, Johnnie Hart, The Three Jesters, Lee Sims, and Ilo May Bailey, Song Smiths, Van and Don Happy Jack and Matt Thompkins

Ray Knight, creator of the Cuckoos and founder of the fictitious station KUKU, will serve as master of ceremonies. Knight's professional name in his radio presentations is Prof. Ambrose J. Weems.

Local Talent.

From 6 p. m. to 10:15 p. m., preceding the NBC welcoming program, outstanding local talent will be heard over K-S-O.

Station K-S-O occupies the entire thirteenth floor of The Register and Tribune building, with a complete and modern quarters as any radio station west of Chicago, Ill.

Studios, transmitter, offices and reception lobby are all located on the thirteenth floor.

In designing and decorating the studios and lobby, the acoustical problem was the foremost consideration. Elaborate material for sound proofing and sound absorption has been used. Among these are cork, cinder concrete blocks, hair felt, and various special acoustical wall boards.

Public Lobby.

An ample public lobby surrounds the studios and control room. Visitors may view activity in the studios and control room through a number of wide plate glass windows, each with three thicknesses of heavy plate glass.

The large studio offers the greatest interest to spectators. Its walls are of cinder concrete block laid in the random fashion of English stone work. The floor is carpeted in a striking modern design and the ceiling is of light colored acoustical board. Around the ceiling is a decorative cornice of aluminum foil and color.

Throughout this room strong colors are used in the decoration and furnishing to create interest for both the artists and the public. But the unusual decorative effect achieved in this room is due to the lighting. Concealed in the silver cornice is a continuous strip of light in three colors. These lights throw a glow of the color desired out upon the ceiling which is then diffused throughout the room.

Spotlights.

In the center of the room, behind a glass ceiling panel, is a source of white light to enable musicians to read their notes or

the speakers to see their programs. Spotlights from various corners throw desired color lights upon the featured artists.

By these various devices it is possible to create a stage effect which will stimulate the artist and present a more interesting picture to the public. Along the east wall of this room, in full view of visitors as they step off the elevators, is an enlarged illuminated map of Iowa.

The small studio will be used for talks and small musical groups. This room is decorated in the conventional manner of a music room.

Single Tower.

The control room, always of interest to spectators, may be viewed from the lobby. This room also is behind triple glass windows. Through the windows may be seen the tall black racks containing various dials and gadgets used in broadcasting. The racks are brightly illuminated from special ceiling lights. This entire room has been treated in black and gray, befitting the technical nature of this department.

All decorations in the lobby are modern in type and design.

The antenna tower of K-S-O is atop the thirteenth floor of The Register and Tribune building. Only one tower is used. This tower is a radical departure from the conventional antenna system which consist of two steel towers supporting an antenna. K-S-O is one of five commercial stations using this new and effective single tower antenna.

The Program

SATURDAY, NOV. 5.

Evening.

Time Signals—Plumb Jewelry Co.

6:00-6:15—Drake University Orchestra, sponsored by Drake university.

6:15-6:30—Harmony trio, sponsored by Thomas Electric co.

6:30-6:45—Bing Crosby transcription, sponsored by Des Moines theater.

6:45-7:15—Iowa Packing co. orchestra, sponsored by Iowa Packing co.

7:15-7:30—Sportcast by Andy Woolfries, sponsored by Frankel Clothing co.

7:30-7:45—Donato, sponsored by Building and Loan associations.

7:45-8:00—Flynn Milkmen, sponsored by Flynn Dairy co.

8:00-8:15—Three Fashion Plates of Harmony, sponsored by Utica Clothing co.

8:15-8:30—Keating Koal Kavaliers, sponsored by Keating Coal co.

8:30-9:00—Trio and featured soloist, sponsored by Iowa-Des Moines National bank.

9:00-9:30—Younker Tea Room orchestra, sponsored by Younker Bros.

9:30-9:45—Cownie Tanning Co. program.

9:45-10:00—Robert McGrew, sponsored by the Des Moines Electric co.

10:00-10:15—Twenty Fingers of Harmony, sponsored by Plymouth Motor co.

10:15-11:00—National Broadcasting welcoming program—elaborate program over Blue Network from Chicago and New York NBC studios dedicated to Des Moines and K-S-O. Millions of radio listeners from coast-to-coast will hear this program welcoming Des Moines new station to the NBC Blue Network. Thirty-six stations from New England to California and Oregon will present this program to the nation.

11:00-11:15—News Flashes from Sunday Register.

11:15-12:00—Dance Music.

They Will Put K-S-O on the Air

D.M. REG. 4 Nov. '32



William C. Gillespie
Manager



Kamp Charles
Program Director



Dan Frey
Advertising Manager



Lee Greer
Chief Engineer.

When radio Station K-S-O, The Register and Tribune station in Des Moines, goes on the air at 6 p. m. Saturday, the above four men will be in charge of the station staff which numbers more than a dozen experienced radio announcers, continuity writers, salesmen, and technical men.

An elaborate six-hour dedication broadcast is planned for Saturday night.

K-S-O OPENS DRAKE STUDIO

Programs to Be Broadcast
From University.

D.M. REG. 18 Dec. '33
Opening of a branch studio today in the Drake university auditorium, adjoining the stage was announced by H. R. Sheridan, station manager of K-S-O, Sunday.

Programs will be listed as broadcast from the University Place studio in the daily K-S-O program column in The Register and The Tribune.

Tune in to K-S-O Tonight

The Register and Tribune invites you to tune in this evening to Des Moines' new radio station—K-S-O—which goes on the air at 6 p. m. for the first time.

From 6 until 10:15 this evening K-S-O will broadcast a series of dedication programs sponsored by local business concerns presenting the city's finest musical talent.

At 10:15 p. m. K-S-O will join the Blue Network of the National Broadcasting Co. From the Chicago and New York studios of NBC will come an elaborate program dedicated to Des Moines and K-S-O. On this program will be heard some of the greatest stars in radio.

Millions of radio listeners from coast-to-coast will hear this program welcoming Des Moines' new station to the NBC Blue Network. Thirty-six stations stretching from New England and New York to California and Oregon will present this program to the nation.

You will find a special section of The Tribune tonight devoted entirely to K-S-O and telling in detail of the programs you will hear from the new station.

Here's how you can find K-S-O on your radio dial tonight:

If your dial reads from 550 to 1500, K-S-O will come in at 1370.

If your dial reads from 200 to 550, K-S-O will come in between 215 and 220.

If your dial reads from 55 to 150, K-S-O will come in at 137.

If your dial reads from 0 to 100, K-S-O will come in between 14 and 19.

If your dial reads from 100 to 0, K-S-O will come in between 81 and 86.

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