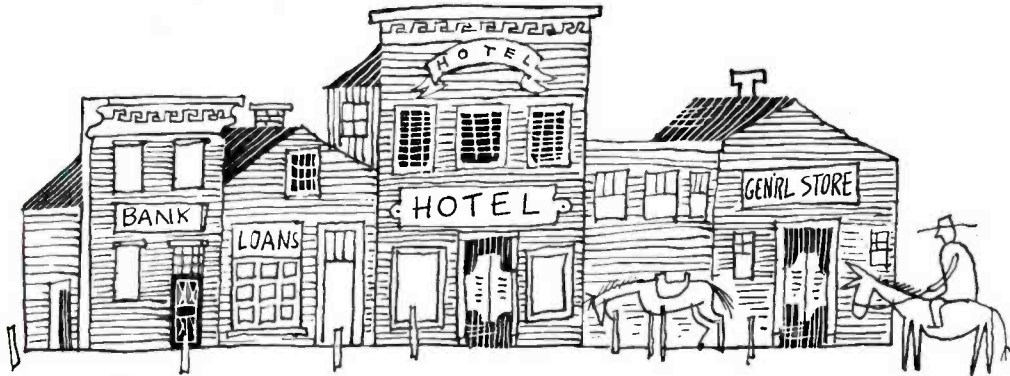


March 1944

BROADCASTING

A Noting Story of Major

In 1849 business opportunities  
in San Francisco were limited



**IN 1949 IT'S A DIFFERENT STORY**

Of the nation's twelve cities in  
the five hundred thousand to  
one million population group,  
**SAN FRANCISCO** is —

**1st IN PER CAPITA INCOME . . . . . \$2,326**

**1st IN NET EFFECTIVE BUYING INCOME . . . \$1,828,042,000**  
(MONEY TO SPEND)

**1st IN RETAIL SALES . . . \$1,267,397,000**

**AND REMEMBER—SAN FRANCISCO IS ONLY  
18% OF KNBC'S RICH LISTENING AREA!**

THE BONANZA STATION  
OF CALIFORNIA

**KNBC**

**50,000 WATTS . . . 680 K.C.**

Are you getting your share of  
this rich California "gold  
mine"? Why not get in touch  
with KNBC or any NBC Spot  
Sales Office for details?

Source: Copyright 1948, Sales Management Survey  
of Buying Power; further reproduction not licensed

(Continued from San Francisco 1)

The area encompasses a wide range of living conditions and climate. It ranks sixth among the nation's metropolitan areas in number of families, retail sales and income.

San Francisco itself ranks first in per capita income among the nation's 200 leading cities with an even higher figure.

It is the nation's second largest regional security market. The world's largest bank is headquartered here, as is the 12th Federal Reserve District, which ranked third in volume of business in 1947.

It has the lowest percentage of tax delinquency—0.97 per cent in 1947—for any city of over 500,000.

It is one of two world communication centers in the nation. Trans-Pacific communications are handled by four major radio and one cable system. It is headquarters of telegraph and telephone companies serving the Western Regional Area. It is communications center and overseas relay station for all military services in the region and under the Western Sea Frontier and Western Command. The CAA maintains its West Coast Overseas Foreign Air Communication station in San Francisco to gather and disseminate weather data throughout the Western Pacific and Orient. It has the highest telephone density in the nation.

### Major Terminals Operate In Bay Areas

It is a major transportation center and air terminal of the Pacific. Eight major airlines, an important "feeder" line and numerous charter lines operate out of San Francisco. More than 40 common carrier truck lines carry cargo to and from the area. Four class one railroads and four major transcontinental bus lines serve the city.

Total income of Bay Area residents in 1947 was \$4.5 billion; retail trade amounted to \$3 billion; wholesale trade to \$5.7 billion; bank debits were \$33 billion.

The Bay Area ranks third in tonnage of water-borne commerce among ports of the nation.

The area ranks high in post-war growth.

Population has increased 50 per cent. The Chamber of Commerce, differing with BMB, estimates that 886,597 families live in the area.

BMB's estimate of total families in the area is 789,190 of which 783,540 have radios.

Business generally, as reflected by bank debits, has almost tripled.

Trade, both wholesale and retail, has more than tripled.

In the three years 1945-47 a total of 2,399 industrial projects—new industries or expansions—were completed in the area at total cost of approximately \$361,000,000.

Civilian employment increased to 891,000, one-third of a million above 1940.

This large, wealthy and fast growing market is served by 16 AM, 11 FM, and one TV station. In addition one TV station is on daily test pattern, two other channels have been assigned and two are to be assigned. There are a number of smaller AM stations serving parts of the area.

To reach the audience some 2,000 national, regional and local advertisers place more than \$6 million business annually with the stations.

Approximately 30 advertising agencies place the bulk of this business. However, of the 250 agencies in the area, more than 80 radio-minded firms, including some 20 national agencies, have their finger in the pie.

The \$6,000,000 spent annually for advertising on Bay Area radio stations has paid off well for the advertisers. Campaign success stories are numerous. They range from the spectacular campaign that in less than a year skyrocketed a local car dealer to national prominence, to the steady buildup of goodwill for Standard Oil of California during the 22 years of its *Standard Hour* of fine music.

Standard Oil is the oldest continuous user of West Coast radio. *Standard Hour*, strictly institutional, went on the air over NBC Pacific stations in October, 1926. Its companion program, "Standard School Broadcast," began in the same list of stations in November, 1928. Neither program has ever contained a commercial sales message during all their years on the air.

But their success in building good will for Standard Oil Co. is unquestioned by either company officials or BBDO, agency handling the Standard Oil account.

Commercial plugs for the company are carried on the weekly *Let George Do It* on Don Lee-MBS stations; the daily *Farm News* on KNBC San Francisco and KFI Los Angeles; and the *Standard News* on four Alaskan stations.

One of BBDO's success stories is that of Circus Foods Inc. Utilizing 25 stations with "a very thin schedule and in the face of stiff competition," BBDO put on a one-minute transcribed spot campaign that in three months boosted sales

throughout the West to a new high.

The "absent minded elephant" singing commercials used were irritating but clever and they sold peanuts, expanded existing markets and developed new markets for the company.

The success story of the local car dealer mentioned above used a similarly aggravating but original and effective spot campaign. The campaign, handled by Sherman & Shore and using a \$6,000 monthly budget, built Horsetrader Ed's into the nation's largest used car business with total sales in 1948 reaching \$3,780,500 [BROADCASTING, Feb. 7].

### Regal Amber Beer's Success Story

A prize-winning success program is *Light and Mellow* on KNBC. *Light and Mellow*, as almost anyone in Central and Northern California can tell you, means Regal Amber Beer. Since the program went on the air in April, 1942, *Light and Mellow* has become one of the best known trade mottos.

It is a half-hour weekly program sponsored by Regal Amber Brewing Company through the M. E. Harland agency, San Francisco. It consists of popular and classical music with mellow-voiced singers and announcers.

The program received the Advertising Assn. of the West's Vancouver Trophy for the best job of radio advertising in the 11 Western States and Western Canada in 1948.

Skippy Peanut Butter (Rosefield Packing Co.) handled by Young & Rubicam Inc. San Francisco, is an outstanding example of a Western product successfully promoted almost exclusively by radio.

The account started using radio in 1941 over a single station, KQW San Francisco. Today it is sponsoring its weekly, 30-minute transcribed *Skippy Hollywood Theater* on 47 major stations. During its seven year use of radio it has grown into America's largest selling peanut butter, says Y&R.

Chemicals Inc., (Vano) Oakland has found radio advertising so successful it has increased its radio budget for 1949 by 40 per cent, according to Bill Morrison, radio director of Garfield & Guild, agency servicing the account.

The company was a heavy user of regional network time until the first of this year, when it switched to spots on the Pacific Coast. Among its sponsored programs are *Favorite Story* on KNBC San Francisco, *David Runyon Thea-*

*ter* on KFI Los Angeles, and *Art Baker's Notebook* on KOIN, KJR, KHQ, KGB, and KFRE.

Kay Jewelry Co., originally a San Francisco store (retail), began using radio eight years ago. Initial campaign proved so successful radio now takes a major portion of its advertising budget. It began sponsoring nightly live and recorded 60-minute *Sweetheart Swingtime* on KNBC San Francisco. Two years ago it started a similar program on KFI Los Angeles. Since starting to use radio the company has spread out with stores in Sacramento, San Jose, Oakland, San Diego, Los Angeles and San Fernando. Garfield & Guild, San Francisco, also services this account.

A total of approximately \$20 million of radio billings originates in the Bay Area and is handled by Bay Area agencies—local, regional and national. These additional billings are placed throughout the nation.

The area's radio history is as colorful and unusual as the history of San Francisco Bay itself.

KQW claims the first successful broadcast in the world in San Jose in 1909. The station calls itself "The San Jose station for the San Francisco Bay Area." It is the CBS outlet with studios in San Francisco.

### Bay Area Claims Firsts in Radio

- The Bay Area also claims:
- World's first (KQW) two-way voice broadcast by radio.
- First regular radio programs—in 1912 on KQW with Al Pearce and brother Clarence singing and playing ukeleles.
- First receiving studio (KQW).
- First government licensed station (KQW).
- First broadcasts of grand opera direct from the stage and first football broadcasts direct from field, both on KPO, now KNBC.
- World's first TV broadcast (Farnsworth)

Although KPIX, the area's first commercial TV station, started telecasting only last Christmas Eve, modern, non-mechanical television originated in San Francisco in 1927 when a 21-year-old lad, Philo T. Farnsworth, first linked the photoelectric cell with a cathode ray tube utilizing no mechanical parts.

The first picture flashed on the tube was a rather fuzzy triangle, then a dollar sign, dedicated to the

(Continued on San Francisco 4)

Philip G. Lasky  
Vice Pres.  
Gen. Mgr.  
KSFO

John W. Elwood  
Gen. Mgr.  
KNBC

Lee Mikesell  
Gen. Mgr.  
KSAN

Gayle V. Grubb  
Gen. Mgr.  
KGO KGO-TV

Arthur Hull Hayes  
CBS Vice Pres. in Chg.  
Of San Fran. Office

Wm. B. Pabst  
Gen. Mgr.  
KFRC

E. P. Franklin  
Gen. Mgr.  
KJBS

Don Feddersen  
Vice Pres.  
Gen. Mgr.  
KYA



(Continued from San Francisco 3)

financial backer. Three years later, in 1930, young Farnsworth sent his first image sailing through the ether—a picture telecast from the tower above his Telegraph Hill laboratory to the Merchants Exchange Building a mile away.

Top radio artists who were first known only to San Francisco-Oakland radio audiences include: John B. Hughes, Kay Kyser, Benay Venuta, Meredith Willson, Tony Martin, Tom Breneman, Ralph Edwards, Don Wilson (who sang in the Piggly Wiggly quartet), Harold (Great Gildersleeve) Peary (who barked like a dog on a Little Orphan Annie series) and others.

There were many experimental and, to the backers, costly radio stations started in the area shortly after KQW was granted in 1912, claiming the first U. S. operation permit ever issued. But most of them went under and left no trace but an assortment of call letters in the memory of old timers.

Of the survivors, three besides KQW, CBS outlet, are owned by or affiliated with networks. These are KNBC (until recently KPO), owned by NBC, went on the air in 1921; KGO, owned by ABC, went on air in 1924; KFRC, affiliated with MBS, began in 1924.

### The Order of Stations' Starts in Bay Area

The independents, in order of their appearance on the air, are:

KWBR Oakland, 1920; KLX Oakland, 1921; KSAN San Francisco, 1922; KRE Berkeley, 1922; KJBS San Francisco, 1925; KROW Oakland, 1925; KSFO San Francisco, 1925; KYA San Francisco, 1926; KVSM San Mateo, 1946; KTIM San Rafael, 1947; KSMO San Mateo, 1947; KGYW Vallejo, 1947.

These 16 stations blanket the Bay Area thoroughly and reach out into population centers throughout the 11 Western States. They provide Bay Area listeners with every type of programming.

The four network stations and larger independents have a varied lineup of commercial accounts, local regional and national. Some of the smaller and more regionalized stations depend on local advertisers for the bulk of billings. A few exist almost entirely on local advertising. One of these smaller stations, concentrating on strictly local programming material and local advertisers, reported its gross billings for last year at near \$500,000.

Most balanced programming

## POPULATION:



from listener point of view comes, of course, from network outlets. They give their listeners the best of the network programs—big name and variety shows and plays—plus heavy schedules of local news, talent and special events. Many regional network shows originate in San Francisco. All four network outlets place emphasis on public service programs.

Most of the independents specialize in their programming.

KYA calls itself "The Sports Station" for the Bay Area. It places emphasis on all sports in season. Sports Editor Bob Fouts has three commercial 15-minute sportscasts daily plus sponsored sports bulletins twice hourly. Station also is heavy on news reporting and disc-jockey musical programs.

KJBS presents a day of news, music and variety shows but specializes, perhaps more than any of the other San Francisco stations, in covering civic events of special interest. It is noted, for example, for such radio stunts as bringing the voice of a 1906 alumnus by short wave 6,000 miles from Buenos Aires to a U. of California alumni and faculty gathering at Berkeley; and rebroadcasting a short-wave transmission from a submerged submarine during Navy Day celebrations.

KSFO also presents a balanced

program but has its specials. It plays sports up. Its outstanding specialty, however, is on-the-scene coverage of big news events. It had, for instance, special events crews on the scene to cover preparations at Bikini for the Atom Bomb tests and to cover the Hilo tidal wave disaster.

KSAN is the San Francisco station for popular music—more than 15 hours of it daily. Station also is a heavy user of recordings. Specialization is most necessary for this station, only 250 watter in the city. But it has exclusive listening loyalty of large block of San Francisco's foreign speaking population; it is only station in city programming foreign language broadcasts—in Chinese, Spanish, Italian and Greek. It also emphasizes educational and community event programs.

In the East Bay KWBR is only station presenting foreign language broadcasts. It also is the only 24-hour station currently operating in the Bay Area. KWBR employs beamed technique of block programming for special listening groups throughout the day—programs to housewives in forenoon, popular recorded music during midday, foreign language broadcasts during evening.

The other two Oakland stations, KROW and KLX compete for listeners with a similar general pro-

gram format. Both emphasize local news coverage, community events and special services. KROW is heavy on disc-jockey music programs. KLX, Tribune-owned, builds special news and sports features around the Tribune city room and personnel.

KVSM and KSMO, two of the newest stations in the area, located in San Mateo on the peninsula south of San Francisco, program so differently they hardly are in competition for listeners, each claiming particular and separate audiences.

KVSM serves the locality with specialized coverage of local events and news, in cooperation with two peninsula newspapers, and presents a more balanced program of popular music, participation shows (often direct from establishment of local advertiser) and sports.

KSMO operates on a one program policy: "No jive, no hillbilly music, no soap operas, no singing commercials, no crime thrillers, just the world's greatest music." The policy, while losing some listeners, has built the station a large and loyal audience throughout the Bay Area that it would not otherwise have captured.

### KTIM and KGYW Share North Bay

KTIM and KGYW share the North Bay. KTIM broadcasts as "The Voice of the Northbay." KGYW promotes itself as station of the "Queen City" of the North Bay (Vallejo). Both program music, news, community affairs and special services. However, both stations in most cases so completely localize their programming they seldom come into serious conflict. The North Bay is large geographically and the two stations are sufficiently separated (KTIM is in San Rafael) to command sizeable audiences without encroaching on each other's territory.

KRE Berkeley, specializes in music of what is often considered two extremes: classical and "advanced" or "pure jazz" music. It balances music with a schedule of local live features, news, religious and educational programs. Berkeley is seat of U. of California, largest university in America, and many programs originate on the campus with student or faculty talent.

KNBC, KGO, KQW (NBC, ABC and CBS outlets) and KLX have FM stations duplicating AM schedules at no extra cost to advertisers. KJBS and KWBR (an Oakland station with its FM located in San (Continued on San Francisco 6)

S. W. Warner  
Co-owner  
Gen. Mgr.  
KWBR KWBR-FM

Clifford Fox  
Exec. Mgr.  
KVSM

David McKay  
Co-owner  
Gen. Mgr.  
KGYW

Arthur Westlund  
Pres. and  
Gen. Mgr.  
KRE

Hugh Turner  
Vice Pres.  
Gen. Mgr.  
KTIM

Wilton Gunzen-  
dorfer  
Gen. Mgr.  
KROW

Glenn Shaw  
Gen. Mgr.  
KLX

Jack H. Schacht  
Gen. Mgr.  
KSMO



# Sales Go Up

and

# Stay Up

## WHEN YOU USE MUTUAL-DON LEE

# KFRC

### For Economical, Complete Coverage of the San Francisco Metropolitan Market



#### MILK COMPANY

**13½ Years on KFRC—1 Hour Show Weekly**

Jumped from 4th to 1st place in milk distribution within a year after starting on KFRC. *Still* in 1st place. Show has been their main advertising since 1935 and has such competition as "Truth or Consequences," "Life of Riley" and "Your Hit Parade."

#### LARGE NATIONAL MEN'S CLOTHING CHAIN

**8 Years on KFRC—15 Minutes, 6 Days a Week**

Store managers state their morning news strip on KFRC is the most productive advertising they have ever used. This newscast had such a high appeal to feminine listeners, the store found it profitable to open a women's department.

*Write your own sales success story in the booming San Francisco-Northern California Market. Contact Merwin L. McCabe, Sales Manager*

# KFRC

SAN FRANCISCO

**5000 WATTS—610 KC—NON-DIRECTIONAL  
TRANSMITTER LOCATED IN HEART OF CITY.**

Key Station of the Mutual-Don Lee Broadcasting System  
1000 Van Ness Avenue • Prospect 5-0107

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY • NEW YORK • CHICAGO • ST. LOUIS • DETROIT • LOS ANGELES  
BROADCASTING • Telecasting

March 7, 1949 • San Francisco Page 5

DAY AFTER DAY  
THE SAME STORY  
MEANS MORE SALES

GROWING WITH THE  
OAKLAND • SAN FRANCISCO BAY AREA



**KROW**

SINCE 1925

NEWS — SPORTS

MUSIC — IDEAS

**KROW**—OAKLAND

Phone: TWinoakes 3-9600

(Continued from San Francisco 4)  
Francisco) both have FM with  
schedules separate from their AM  
and have time to sell. There are  
an estimated 60,000 FM sets in the  
Bay area.

Exclusively FM commercial sta-  
tions on the air at present are  
KRON and KSFH San Francisco,  
KRCC Richmond, KSBR San Bruno  
and KDFC Sausalito.

In addition to these, KRÉ is  
scheduled to begin FM operation  
this month.

The independent FM stations are  
heavy on popular and classical  
music, news and educational or  
"think" programs.

KRCC, which is affiliated with  
KTIM-AM, has been on the air  
since Feb. 1, 1947. Licensed to  
Contra Costa Broadcasting Co., it  
operates from 6:45 a.m. to 2:30  
p.m. daily and 8 a.m. to 4 p.m.  
Sunday.

KRON, on the air daily except  
Saturday and Sunday, 2 to 10:05  
p.m., is licensed to San Francisco  
*Chronicle*. It started operation on  
July 1, 1947.

KSFH, operating on a schedule  
of 3 to 10 p.m. daily, went on the  
air in Oct., 1947. It is licensed to  
Pacific Broadcasting Co.

KSBR operated on an experi-  
mental basis for 18 months before  
going commercial in May 1948.  
Daily schedule is 3 to 10:15 p.m.  
It is licensed to Radio Diablo Inc.

KDFC went on the air Sept. 1,  
1948, and is licensed to Sundial  
Broadcasting Corp. It operates  
daily 3 to 11 p.m.

Television bowed into the Bay  
Area last Christmas Eve when  
KPIX started telecasting. TV sets,  
which had been moving slowly in  
retail stores, immediately began to  
sell. The number of sets doubled  
in one week to more than 1,000  
preceding KPIX's first broadcast.

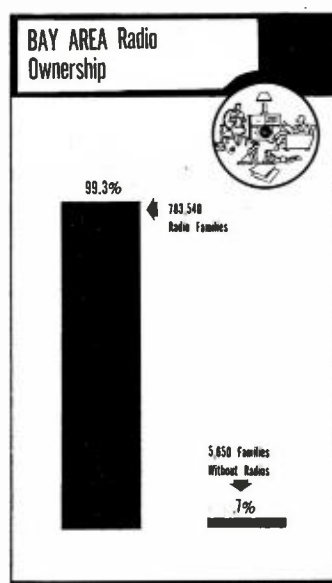
#### KPIX Telecasts New Years Day Event

By January 1, when KPIX, with  
a burst of color and publicity, tele-  
vised the East-West New Years  
Day football classic, the number of  
sets was estimated at 3,500. This  
month estimates, gathered by sur-  
veys of Bay Area dealers, place  
number at 5,000.

Advertisers seem less wary of  
TV than they have been of FM,  
judging by accounts already placed  
on KPIX. The station, with a tele-  
casting schedule of 14 hours  
weekly, is supported by 20 local  
and national advertisers. Station  
sells its facilities for \$250 an hour  
Class A time. Additional charges  
for production, talent, technical,  
and remote pickups are quoted in-  
dividually.

KGO-TV (ABC), the area's sec-  
ond TV station, is currently on  
daily test pattern and expects to  
commence its regular telecasting  
by May 1. No rates have yet been  
quoted but station already is lining  
up accounts.

The station plans a telecasting  
schedule of one-third live programs,  
one-third kinescope and direct film,  
and one-third remotes, special



events and newsreel material. It  
will draw from network outlets in  
Hollywood and the East for pro-  
grams.

KGO-TV becomes one of five  
ABC TV stations. The others are  
WJZ-TV New York, WENR-TV  
Chicago, WXYZ-TV Detroit and  
KEXA-TV Los Angeles, now test-  
ing.

Following KGO-TV will be the  
*Chronicle* station, KRON-TV. Just  
when this outlet will start tele-  
casting is a matter for conjecture.  
Best estimates seem to be mid-year.  
It will be an NBC affiliate.

(KPIX-TV is now operating with  
an interim NBC affiliation pending  
completion of the KRON-TV sta-  
tion.)

KPIX-TV, operating on Channel  
5, maintains a transmitter at Mark  
Hopkins Hotel; KGO-TV, on Chan-  
nel 7, has a transmitter on Mt.  
Sutro in the old Sutro Mansion;  
KRON-TV, on Channel 4, is erect-  
ing transmitter atop the San Bruno  
range.

There are three other channels  
assigned to the city—2, 9, and 11.

KFRC has a construction permit  
for Channel 2 now pending before  
the FCC. But the application will  
not be acted upon until the Commis-

sion disposes of another case in-  
volving the Don Lee Network.

The five applicants for the two  
remaining channels are: Para-  
mount Television Productions Inc.,  
20th Century-Fox, CBS, Television  
California (owned by Edwin Pau-  
ley) and KROW Oakland.

In addition, San Jose has been  
assigned Channel 13 and three com-  
panies have entered applications.  
They are Radio Diablo Inc., owners  
of KSBR-FM San Bruno, Video  
Broadcasting Co., and FM Radio  
and Television Co.

Many of the top national agen-  
cies maintain regional headquar-  
ters in San Francisco. They handle  
an imposing list of national, re-  
gional and local accounts.

Because of the wild scramble for  
clients, these ultra conservative  
San Francisco agency men are re-  
luctant to disclose figures on radio  
billing. In most cases they even  
refuse to list accounts. But it is  
estimated radio billings out of San  
Francisco area in past year were  
approximately \$20,000,000.

Foremost among the agencies,  
not necessarily in this order, are  
such firms as McCann-Erickson;  
BBDO; Knox Reeves; J. Walter  
Thompson Co.; Honig-Cooper Co.;  
Botsford, Constantine & Gardner;  
Beaumont & Hohman; Biow Co.;  
Roy S. Durstine Inc.; Ruthrauff &  
Ryan; Foote, Cone & Belding.

#### Billing Credits To San Francisco

Most of these agencies, because of  
network production facilities and  
name talent, have Los Angeles or  
Hollywood radio service offices.  
However, billing accounts from this  
area are credited to San Francisco.

San Francisco regional head-  
quarters of BBDO service radio  
clients with aggregate billings es-  
timated at \$1 million or more.  
Charles H. Ferguson, vice presi-  
dent in charge of Pacific Coast of-  
fices (Los Angeles and San Fran-  
cisco) spearheads operations. James  
A. Barnes is radio director. He was  
an account executive before taking  
the directorship five years ago.

BBDO, San Francisco, services  
a variety of accounts, including

1000 watts  
24 hours daily

327 21st Street  
S. W. Warner, Gen. Mgr.

"OAKLAND'S PIONEER STATION"

... In the Bay Area metropolitan district, if you want your  
advertising dollar to stretch, choose KWBR and KWBR-FM ...

teasing system was installed, increasing field of strength 50%, and KJBS manager, Ralph Brunton, took over management of KQW San Jose when that station was purchased by Brunton Bros. . . . KJBS and KQW linked by telephone lines to allow simultaneous broadcast of programs . . . as stations increased in number through years, KJBS changed frequency often to find channel for its small power . . . now broadcasts at 1100 kc, with 1000 w LS . . . in 1937 station moved to present quarters at 1470 Pine St. . . . dominating scene is 250 foot vertical radiating antenna which rises from sidewalk . . . entrance to studios is under legs of self-supporting tower which, with top 100 feet illuminated by red neon strips, has become landmark in center of city. . . . FCC duopoly ruling caused Brunton Bros. to sell KJBS. . . . Licensee is now KJBS Broadcasters Inc. with Edwin P. Franklin, a corporation officer and general manager . . . Stanley G. Breyer is commercial manager . . . National representative is Headley-Reed Co. . . . Recognized as a "money maker" among broadcasters, station is healthy with business . . . sells FM separately from AM . . . claims many firsts including first mobile shortwave radiophone transmission; first West Coast station to install Western Electric reproducing equipment.

#### KLX KLX-FM Oakland

Tribune Tower  
Glencourt 1-0660  
1000 w 910 kc

FOUNDED in 1921 by J. R. Knowland Sr., publisher of *Oakland Tribune*, as the "Tribune Station" . . . licensed to Tribune Building Co. . . . present call letters adopted July 1922 . . . went to 1000 w in 1933 . . . currently has application pending for increase to 5 kw full-time . . . last April KLX-FM went on air with 20,000 w . . . FM duplicates AM programming 18 hours daily . . . Glenn Shaw, present general manager, came to station from KSL Salt Lake City in 1944 . . . station programming built around sports features and hourly news from *Tribune* city room, with block programming of personality record shows . . . active in merchandising and promotion . . . last year won two of 14 CCNY national awards for radio promotion . . . only awards won on West Coast . . . recently organized a "Backyard Network" of Northern California independents to carry KLX special and sports features . . . studios located in Tribune Bldg. . . . National representative is Burn-Smith Co.

#### KNBC KNBC-FM

Taylor & O'Farrell Sts.  
Graystone 4-8700  
50,000 w 680 kc

AN EX-SAILOR, Joe Martineau, built first KNBC transmitter of odds and ends of material at cost of \$2,400 in 1921 . . . set up as KPO on roof of old Hale Brothers Dept. store in downtown San Francisco . . . one of 12 stations in area all broadcasting hour or so daily on 833.3 kc . . . KPO had 11 a.m. to

12 noon . . . only station programming with live talent . . . in second year imported Reinald Werenrath from New York to sing at \$2,500, one of largest radio fees ever paid for single performance at that time . . . Southern Pacific sponsored event . . . during this period KPO claimed to be first station ever to broadcast grand opera direct from stage . . . first to broadcast football direct from field . . . among first to broadcast full length symphony concerts . . . first manager was James W. Laughlin, manager of Hale Brothers, who guided station until 1932, when NBC assumed management and operation . . . in 1925 station purchased jointly by Hale Brothers and *San Francisco Chronicle* . . . frequency and power changes during these formative years included: From original 50 w to 500 w in 1922 . . . 1923 assigned 750 kc and later same year to 710 kc . . . power increased to 1000 w in 1925 . . . same year participated in its first na-

tional network program—inau-  
gration of Coolidge . . . on Jan. 31, 1927, became one of original 35 stations of NBC network . . . power increased to 5 kw 1928 . . . following year new transmitter in operation atop Hale Brothers and present frequency—680 kc—assigned . . . in 1931 power increased to 50 kw . . . NBC took over managerial control in 1932 with Don E. Gilman, v.p. in charge of NBC's Western Division, as manager . . . station purchased outright by NBC in 1933 . . . during this period station instituted ship-to-shore transmission of regular program service with variety show broadcast from ship enroute to Honolulu . . . soon after NBC took over station moved transmitter to Belmont, 20 miles south of San Francisco, where it remains today . . . studios moved from Hale Brothers store to NBC studios at 111 Sutter St. . . . Lloyd Yoder, currently manager of KOA Denver, became general manager in 1937 . . . Yoder succeeded by Alvin

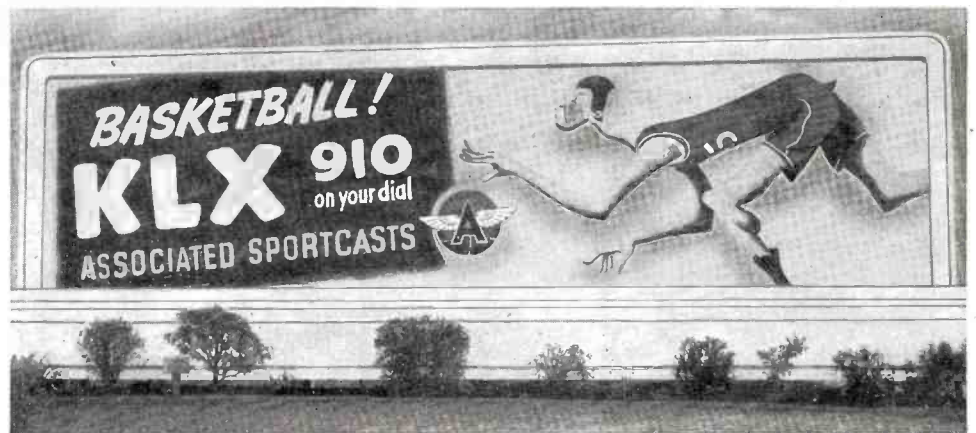
E. Nelson in 1939 . . . in 1942 moved into its present streamlined, glass-brick and steel Radio City studios at Taylor and O'Farrell Sts. . . . same year John W. Elwood became general manager and continues in that capacity today . . . in 1947 station assumed present call letters . . . FCC has granted construction permit for vertical radiator type antenna . . . new antenna, to be completed this mid-year, will stand 550 feet and increase station's effective radiated power . . . KNBC won six awards and citations for public service last year . . . station has FM duplicating AM programs. Alfred Crapsey is commercial manager.

#### KQW KQW-FM

140 Jesse St.  
Exbrook 2-3233  
5,000 w 740 kc

KQW traces history back to 1909 when Dr. Charles D. Herrold, San Jose inventor, strung 11,500 feet of wire between two 7-story build-  
(Continued on San Francisco 10)

# FREE TO SPONSORS!



**22 Million People see KLX sponsor copy every year on this promotional bulletin!**

**YES, you get plenty of extra promotional dividends on KLX — and KLX also has the lowest cost per thousand of any independent station in the rich Oakland market. For high-powered promotion and low-cost results, use KLX, #1 in Oakland, California!**

# KLX #1 in OAKLAND CALIFORNIA

**Tribune Tower, Oakland 4, California**

**J. R. Knowland, Jr., President**

**Glenn Shaw, Gen. Manager**

(Continued from San Francisco 9)

ings in San Jose and conducted one of the world's first successful broadcasts . . . made history again in 1912 with two-way communication by voice in a broadcast between Garden City Bank, San Jose, and Fairmont Hotel, San Francisco . . . later same year KQW began broadcasting regular programs—featuring songs and ukelele tunes by two high school boys, Clarence and Al Pearce—it also claims the first U. S. Government license . . . year later established what was claimed to be world's record for long-distance radio transmission when broadcast picked up by Army transport 950 miles at sea . . . thrilled visitors to 1915 Panama-Pacific Exposition, San Francisco, with broadcast of music to fair from San Jose . . . shortly afterward station established hookup with KDN San Francisco and opened studio for reception of daily concerts broadcast from Fairmont Hotel . . . present call letters KQW assigned 1921 . . . Dr. Herrold transferred broadcasting rights to First Baptist Church of San Jose in 1925 . . . then broadcasting with 500 w on 1010 kc . . . station sold to Brunton brothers 1934 with Pacific Agricultural Foundation as licensee; Ralph R. Brunton, president and general manager . . . 1935 increased to 1000 w unlimited time . . . affiliated with Don Lee-Mutual 1938 . . . increased to 5 kw night 1939 . . . same year installed directional antenna and moved

transmitter to Alviso . . . assigned 740 kc with 5 kw fulltime 1941 . . . broadcasting as independent . . . affiliated with CBS Jan. 1, 1942 . . . KQW-FM on air Feb. 1, 1948 . . . 103.7 mc, Channel 279 . . . KQW got permit last August for 560 kc with 5 kw, with KSFO getting 740 kc with 50 kw. Change hasn't been made yet . . . mid-February CBS, 45% owner, FCC consent to assume full ownership. Arthur Hull Hayes is CBS vice president in charge of San Francisco office. Myron A. Elges is sales manager. Edward Petry & Co. is national representative.

**KRE Berkeley**

601 Ashby Ave.  
Ashberry 3-7715  
250 w 1400 kc

FIRST LICENSED in 1922 to Maxwell Electric Co., Berkeley, as 100 watt with transmitter in Hotel Claremont . . . later same year ownership transferred to Berkeley Daily Gazette and additional studios established in downtown Berkeley . . . First Congregational Church acquired station in 1927 . . . after three and one half years of turbulent, semi-commercial operation, Lawrence F. Moore was named station director with full responsibility . . . complete new transmitter and associated equipment installed and station went on regular 9-hour daily schedule . . . studios were established in Oakland for about a year . . . then move was made to Glenn-Connolly Bldg. in downtown Berkeley. This was in late 1933 . . . With fulltime operation granted in June 1934, station shortly after went on a 24 hour schedule, become first "round-the-clock" operation in Northern California . . . daytime power was increased to 250 w in January 1935 . . . with license assigned to Central California Broadcasters Inc., Arthur Westlund, who had succeeded Mr. Moore, continues as general manager and also heads corporation as president . . . in November 1938 KRE settled at present location . . . currently operates 18 hours daily . . . Present fulltime granted in 1939 . . . KRE-FM operations schedule to start this month on Channel 275, 102.9 mc., with transmitter atop 1850 foot Round Top Mountain.

**KROW Oakland**

464 - 19th St.  
Twinoaks 3-9600  
1000 w 960 kc  
(CP 5000 w 960 kc)

STATION began in 1925 as KFWM with 50 w power on 1500 kc . . . following January granted 500 w fulltime on 1270 kc . . . shortly thereafter adopted present call letters, KROW, and changed to 930 kc . . . in 1928 station incorporated . . . in 1930 won Radio Digest medals for creating most outstanding programs and making greatest progress in state of California during year . . . during that year such now famous stars as Del Courtney, Ran Wilde and Ralph Edwards got their start on KROW . . . in 1933 power upped to 1000 w . . . in 1935 moved to present studios at 19th and Broadway, Oakland . . . in 1941 changed to present frequency,

960 kc . . . currently constructing new AM transmitter for power increase to 5 kw day and night . . . site for new plant will be known as KROW Island and will be located in shadow of San Francisco-Oakland Bay Bridge . . . three 250-foot towers will be constructed on the 20-acre island . . . top portion of center tower will be used for interim FM operation . . . KROW is one of five applicants for one of two remaining TV channels in area . . . if granted KROW will be only East Bay TV outlet . . . since 1944 station has been owned by Sheldon F. Sackett. Wilton Gunzendorfer is general manager, named in 1945 after serving as commercial manager . . . licensee is KROW Inc.

**KSAN**

1355 Market St.  
Market 1-8171  
250 w 1450 kc

ON THE AIR since 1922, station went through a series of ownerships and call-letter changes . . . only station in San Francisco today operating on 250 w . . . in 1939 moved transmitter and studios to present location atop Western Merchandise Mart in heart of city . . . Licensed to Golden Gate Broadcasting Corp., president and owner is S. H. Patterson . . . Lee Mikesell is general manager . . . concentrates on local and civic affairs and music . . . programs more than 15 hours musical entertainment daily . . . employs one of the few Negro disc jockeys in area—Bill Forney . . . only station in San Francisco programming special foreign language broadcasts for large foreign population . . . for several years has had programs in Chinese, Spanish, Italian, Greek . . . commercially sound . . . William G. Rambeau Co. is national representative.

**KSFO; KPIX (TV)**

Mark Hopkins Hotel  
Exbrook 2-4567  
5000 w-LS; 1000 w-N 560 kc  
29,900 w(TV) 15,400 w(aural)  
Channel 5

STATION began as KTAB Oakland in 1925 with studios and transmitter located at Tenth Avenue Baptist Church operating with 500 w . . . it owned the first factory-built transmitter in Northern California . . . in 1929 station established auxiliary studios in San Francisco and power increased to 1000 w . . . in 1932 main studios moved from church to larger quarters in Sweet's Ballroom, Oakland . . . in 1933 station became property of present licensee, The Associated Broadcasters Inc., and studios on both sides of Bay were moved—in Oakland to the Insurance Bldg., in San Francisco to building near Union Square . . . in 1935 call letters changed to KSFO and main studios moved to San Francisco's Russ Bldg. . . . became CBS outlet in 1937 and power raised to 5 kw daytime . . . moved again in 1938 to Palace Hotel, and again 1942 to Mark Hopkins Hotel, where, but in different part of hotel, it remains today, now an independent . . . Philip G. Lasky has been executive

vice president and general manager since 1935 . . . last Christmas Eve KSFO went on air with its TV station—KPIX—to become first commercial station in Northern California . . . now programs 14 hours weekly and is supported by 20 national and local advertisers . . . in last two weeks of 1948, after KPIX began test-patterns, number of TV sets in area jumped from less than 1000 to 3500 and current estimates place the number near 5000 . . . KSFO has grant for 740 kc with 50 kw . . . station also operates two international short-wave stations—KWID (100 kw) and KWIX (50 kw) . . . Jack Campbell is commercial manager of KSFO and KPIX (TV).

**KSMO San Mateo**

811 B St.  
Diamond 4-2594  
1000w 1550 kc

STARTED OPERATION March 17, 1947 with a one-program policy: "No jive, no hill-billy music, no soap operas, no singing commercials, no crime thrillers; just the world's greatest music" . . . licensed to Amphlett Publishing Co., was organized by John H. Schacht, former San Francisco and New York radio executive, who serves as general manager; J. Hart Clinton, president of San Mateo Times, who is station president; and Wilton F. Delmar, program director . . . in two years of operation they have made the one-program policy pay and have established a growing and loyal audience, not only "down the peninsula" but in the Bay Area . . . studios are maintained in San Mateo . . . has sales staff combing San Francisco and Oakland agencies for business as well as catering to town merchants . . . station representative is W. S. Grant Co.

**KTIM San Rafael**

1117 Fifth Ave.  
San Rafael 1510  
1000 w-D 1510 kc

ORGANIZED at beginning of 1947 and went through the usual growing pains . . . maintains studios in both San Rafael and Richmond . . . concentrates on local programming for Marin and Contra Costa counties . . . licensed to Marin Broadcasting Co. . . controlling interest held by Roy A. Brown, president, who is publisher of San

✓CHECK THESE FEATURES!

✓SPORTS REPORTS

ON THE HOUR  
11 a.m. - 6 p.m.

✓NEWS AT THIRTY

ON THE HALF HOUR  
10:30 a.m. - 5:30 p.m.

✓PROGRAMMED POPULAR MUSIC

15 HOURS DAILY

✓THE RACE RECREATION

RE-RUNNING OF THE DAY'S RACES  
at a California Track  
6:30-7 p.m.

✓FOREIGN LANGUAGE\*

SPANISH  
ITALIAN  
GREEK  
CHINESE

\* (Exclusive in San Francisco)

CALL OR WIRE FOR LOW RATES ON ABOVE FEATURES

**KSAN**  
on your dial

1400 1450 1500

LEE MIKESELL  
GEN. MGR.

REPRESENTED BY RAMBEAU

**KGYW**

The only station offering the 85,000 people in Vallejo a purely local radio service.

Yes, the networks serve Vallejo quite satisfactorily, but for local home-town impact on 85,000 Vallejoans—it's

**KGYW**

1190 KILOCYCLES VALLEJO



**The Smart Advertiser Knows YOU CAN'T BEAT RESULTS**

Other successful radio-using agencies are M. E. Harlan Adv.; Richard Jorgensen Adv.; Keiso Norman Adv.; Knollin Adv.; Rhodes & Davis; Boon, Sugg, Lewis & Walden; Theo. H. Segall Adv.; Robert D. Young Adv.; Smith, Bull & McCreary Inc.; Al-Ed Adv. Agencies Inc.; and Ryder & Ingram Ltd., Oakland.

"Television is the main topic of every agency man's conversation these days. Highly enthusiastic about the medium's potentiality, they believe San Francisco can develop into an important TV center. However, they do not believe TV will push AM radio into the background.

Several agencies are making budget recommendations that will include local TV. Some already have clients using the medium in other TV centers.

*Fortnight* magazine, through West-Margolis Inc, sponsors the weekly 30-minute live *New Chapters* on KTLA-TV Hollywood;

*(Continued from San Francisco 7)*

ific Olive Co. account out of San Francisco and announcement on programs and announcements on Pacific Coast stations.

L. C. Cole Co. handles Tecate Beer, a spot user.

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**STATION DATA**

Sunnyvale Packing Co., through Long Adv., has a nightly ten-minute news feature on KTLA.

Honig-Cooper Co., for Wine Growers Guild, filmed one minute commercials which were telecast in Los Angeles and New York.

Standard Oil sponsored the Los Angeles Angels' home baseball games last season on KTLA, with James Barnes, BBDO San Francisco radio director, supervising production of the commercials.

J. Walter Thompson Co., with Fred H. Fidler, new vice-president in charge of Pacific Coast operations, has several clients who will be active in video in the near future. Mr. Fidler is recognized as a pioneer in TV production and commercial films. He had several years' experience in New York servicing agency clients there before returning to San Francisco recently. He also pioneered commercial radio advertising on the West Coast.

Ellihoff, Daly & Schnitzer Adv. has several major clients who will include TV in their budgets. John C. W. Daly, agency partner and San Francisco manager, said: "It is our opinion that once they get their feet wet they'll be TV advertisers for good, even though cost

**KRGW Vallejo**  
141 Highway 29  
Vallejo 3-5667  
250 W-D 1190 kc  
WENT ON AIR Nov. 29, 1947

**KGYW Vallejo**  
170 Pine St.  
Oakland 3-4148  
1000 W LS 1100 kc  
30,000 w 98.9 mc  
WENT ON AIR in Jan. 1925 as weak-voiced 5 wattier using 600 volts of storage battery power. . . . organized and owned by Julius Brunton & Sons. . . three months after inception changed call letters from KRWQ to KGYW, utilizing initials of company name. . . in 1927 station installed new transmitter and began increasing power . . . to 50 w 1927. . . 100 w 1928 . . . 500 w 1934 . . . also in the latter year a new tower and antenna duplicating AM schedules. . . . Hays

**KGO; KGO-FM; KGO-TV**  
155 Montgomery St.  
Brook 2-6544  
50,000 w 810 kc  
25,400 w (TV)  
12,600 w (aur)  
Channel 7  
KGO went on the air in East Oakland, Jan. 8, 1924 with a blaze of international publicity. . . with 1000 w it was most powerful station of its day. . . claimed the largest broadcasting plant in the world. . . built by General Electric, it was the first radio plant ever constructed from ground up exclusively for broadcasting and first to have studios and transmitter at separate locations. . . KGO boosted power to 5000 w in 1927, to 7500 w in 1928 and to maximum 50 kw on Dec. 1, 1947. . . auxiliary studios were established in St. Francisco Hotel, San Francisco, in May, 1924. Four years later studios and executive offices, then NBC Blue station, moved to 111 Sutter St. Now ABC-owned and operated, KGO shares on lease basis NBC Radio City studios at Taylor and O'Farrell Sts. Executive offices are at 155 Montgomery St. . . in 1941, just 16 days after Pearl Harbor, RCA purchased station from GE . . . when RCA straightened out its network properties to FCC satisfaction in 1943, KGO ended up as a key station owned by ABC. . . station changed management frequently during this unsettled period . . . Gayle V. Grubb, now general manager, took over in 1945. . . He will also manage KGO-TV, second television station in Northern California now on test-pattern. . . Vincent A. Francis is sales manager of both operations. . . Hays

**KJRS; KJRS-FM**  
1470 Pine St.  
Oakland 3-4148  
1000 W LS 1100 kc  
30,000 w 98.9 mc  
WENT ON AIR in Jan. 1925 as weak-voiced 5 wattier using 600 volts of storage battery power. . . . organized and owned by Julius Brunton & Sons. . . three months after inception changed call letters from KRWQ to KJRS, utilizing initials of company name. . . in 1927 station installed new transmitter and began increasing power . . . to 50 w 1927. . . 100 w 1928 . . . 500 w 1934 . . . also in the latter year a new tower and antenna duplicating AM schedules. . . . Hays

Industrial advertisers whose appointments now go to black-and-white only are potential sponsors, says Robert W. Conley, president of Conley, Baltzer, Pettler & Stewart Adv., San Francisco.

He believes video is a natural for manufacturers of any type product that can be demonstrated. Agency has been specializing in industrial accounts and now is branching out to include radio-video.

**Background of Bay Area Outlets**

**BROADCASTING • Telecasting**

**KRGW Vallejo**  
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Vallejo 3-5667  
250 W-D 1190 kc  
WENT ON AIR Nov. 29, 1947

**KGYW Vallejo**  
170 Pine St.  
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REPRESENTED NATIONALLY BY  
**W. S. GRANT CO., INC.**  
San Francisco • Los Angeles  
Chicago • New York



**More than 4,000 families pay \$1 a year to get KSMO's Program Schedule!**

When thousands of listeners pay out cash every year to get a radio station's program schedule... **THAT STATION REALLY HAS A FIRM GRIP ON ITS AUDIENCE!**

And in the San Francisco Bay Area, that station is KSMO. On KSMO you get solid listener loyalty that really pays off at the cash register.

It's smart to have your product talked about on KSMO, which is the most-talked-about radio station in the Bay Area.

**Why is KSMO talked about? Why do listeners gladly pay for KSMO's Program Schedule?**

Because KSMO is the only Bay Area radio station which broadcasts the world's great music exclusively. Good music has had a big appeal in the San Francisco Bay Area ever since the Gold Rush Days—and that's why KSMO is really in the groove with plenty of people here!

of regional and local accounts, including 6th Army Recruiting Service (eight western states) conducting the spot campaigns yearly in addition to five-minute Ira Blue sportscasts on 22 ABC western outlets; West Coast Soap Co., Oakland (Pow-wow cleanser), sponsoring participation in women's programs on California stations; Brents Jewelry Co., Oakland (regional retail chain), using spot campaigns on seven Bay Area stations. World Insurance Co., Omaha (hospital insurance plan), and Steehill Furniture Co. (retail) are also radio users.

Ad Fried, of the small but lively wire Oakland agency bearing his name, reports radio billings over \$100,000 and believes 1949 will be even better. Viewing radio as "very healthy" he contends it is difficult to buy good time on many stations in the area at the present time.

He said it is important, however, that stations "hold the line" on rate increases.

His local and regional radio clients include Cochran & Celli (Chevrolet dealers); San Pablo Furniture Warehouse (retail firm); West Coast Soap Co. (White Navy, Pow-wow); Holly Meat Packing Co. (smoked meats), sponsoring John K. Chapel, news analyst daily with plans to expand to other California outlets. Davi Miracle Foam (rug, upholstery cleaner) has a Pacific Coast spot campaign in air.

Emil Reinhardt Adv., Oakland, in business since 1932, services a number of local and regional advertisers. Joseph Connor heads radio department.

With a ten-man staff, Mr. Reinhardt personally directs some of the accounts. Agency buys a heavy and consistent schedule of programs, chain break and spot announcements in the area for San Francisco Brewing Corp. (Burgermeister beer).

The agency also place programs and announcements on various Pacific Coast outlets for Walter N. Boyesen Co., San Francisco. Killpatrick's Baking Co. (store delivery) reportedly is the agency's biggest user of radio. An extensive list of stations is utilized for spot announcements, chain breaks and programs in Northern and Central California. Old Home Bakery, Sacramento, uses spot schedule on stations in that area.

Mrs. Gertrude B. Murphy is radio and television director of Long San Jose. Among accounts are Calif. (Rancho soups), a heavy buyer of spot and regional network time; California Prune & Apricot Growers Assn., seasonal users of national spot and participation radio, currently using Kate Smith Show on WIP Philadelphia. Pioneer Investors Savings & Loan Assn., sponsors three times a week a KQW newscast.

Ralph G. Cahn Adv., services Radio and local accounts, in-  
agencies is Brisaacher, Wheeler & Franklin C. Wheeler, executive vice president, the agency has gone through a succession of expansionists and name changes in its history.

The firm maintains branch offices in Seattle, Los Angeles and New York. Agency's radio billings this past year exceeded a million dollars. Deane Weinberg is San Francisco radio time buyer.

Major radio clients include Peter Paul Candy Co. (Mounds, Almond Joy, Walmintos); Acme Breweries; Dennison Foods Inc.; Par Soap Co.; Old Homestead Baking Co. (bread).

**Garfield & Guild Handles Many Accounts**

Garfield & Guild Adv., is another active radio agency. Sidney Garfield started the agency about 18 years ago with a few small accounts and serviced 35 regional and national advertisers with more than a million dollars in radio billing last year. Bill Morrison, radio director for the past five years, said about 80% of the firm's billing goes to radio.

Walter Guild, who left the firm March 1 to form Guild, Bascom & Bonfigli, worked part time for Mr. Garfield while an announcer on KSFQ. He joined the agency as account executive on a full time basis in 1939 and became a partner in 1943, when his name was added to the firm. Name Garfield & Guild remains with although some accounts will move to the new GB&B firm.

Major accounts held by each agency will include:

Garfield & Guild—Kay Jewelers, Rough Rider Inc., Chemicals Inc. (Vano products) and Smith's of Oakland.

Guild, Bascom & Bonfigli—Bear Creek Orchards, Newell-Gutradt Co. (Stykers soap), Green-Eh-Co. (Strykers soap) and Alexander Balart Co. (Alta Coffee).

Harrington, Whitney & Hurst Inc., with San Francisco and Los Angeles offices, in business since June 1946, has several radio accounts. Jean Werhand, media director, handles radio time buying. Earl Gallo Winery, Modesto, Calif., currently is using heavy spot schedule nationally. Spreekels Sugar Co., and Mario Packing Corp. (food products) are regional spot users. E. E. Booth Co. (Crescent Brand foods) is a potential. Avonet Co. (whipped cream) is using participation show on WFIL (TV) Philadelphia. Mario is testing on KFI-TV Los Angeles.

Russell, Harris & Wood Inc., in business only two years, is rapidly rising agency in San Francisco with radio billing in excess of \$50,000 last year. King Harris, vice president and radio director, predicts 1949 will double that figure. Hilda Kirby is time buyer for the agency.

The agency has a healthy string of regional and local accounts, in-  
Standard Oil Co. of California; Golden State Co. (dairy products); Circus Foods Inc. (packaged salads); Tea Garden Products (jellies, jams, syrup).  
Blow Co., San Francisco, also is in the million dollar class. It is headed by Leslie Hannah, general manager. Besides servicing Roma Wine and other accounts, this agency in mid-January acquired major part of the near million dollar Langendorf United Bakeshops Inc. advertising business (Langendorf, Dr. Penland, Hollywood breads and Langendorf cake). At least 50% of this account's billing goes to local and regional radio.

Beaumont & Hohman, in the past two years, has developed the long radio-dormant A. Schilling & Co. (coffee and spices) into a substantial spot user of radio west of the Mississippi. Pacific Greyhound Bus Co., through B & H, sponsors weekly *Romance of the Highways* on ABC Pacific stations.

McCann-Brickson has several major accounts in San Francisco. It services W. P. Fuller & Co. (patis, household products), users of West Coast spot and regional network time. Agency also places heavy spot schedule for S.O.S. Co. (scouring pads) on the West Coast. General Brewing Corp. (Luckey Lager beer) is another big radio user that consistently sponsors recorded music on California stations in addition to spot announcements.

Pioneer among San Francisco

1050 ON THE DIAL

**PENINSULA**

**SAN FRANCISCO**

*Rich*

For The

**STATION**

*Just*

The

**KVSM**

Standard Oil Co. of California; Golden State Co. (dairy products); Circus Foods Inc. (packaged salads); Tea Garden Products (jellies, jams, syrup).  
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Pioneer among San Francisco

**BASIC RATES  
FOR BAY AREA STATIONS**

Following are the basic (Class A time) one-time hour rates charged by San Francisco-Oakland Bay Area stations:

**BASIC (CLASS A TIME) HOURLY AM RATES  
(San Francisco-Oakland Bay Area Stations)**

KNBC (NBC)	\$480	KROW	125
KGO (ABC)	450	KLX	120
KFRC (Don Lee-MBS)	400	KWBR (24-hr. station)	120
KQW (CBS)	325	KRE	47
KSFO	250	KTIM	50
KYA	206	KSMO	90
KSAN	100	KVSM	65
KJBS	170	KGW	50

KPIX, only Bay Area TV station thus far operating commercially, charges \$250 an hour, Class A time, for facilities only. Production, talent, technical and remote pick-up charges quoted individually.

*Rafael Independent* . . . vice president and general manager is Hugh Turner, who also guides FM affiliate, KRCC Richmond, co-owned by Contra Coast Broadcasting Co. . . . combined AM-FM operates as "The Voice of the Northbay" . . . with kinks ironed out KTIM, commercially speaking, is reported as "starting to see the light of day."

**KVSM San Mateo**  
279 Baldwin Ave.  
Diamond 4-2541  
250 w-D 1050 kc

ORGANIZED September 1946 by group of San Mateo citizens—Hugh H. Smith, former chairman of San Mateo County Board of Supervisors, Judge Edmund Scott, and two radio engineers, Merwyn F. Planting and Gordon D. France . . . group was licensed as San Mateo County Broadcasters . . . Clifford Fox is general manager . . . servicing the peninsula area, KVSM also maintains studios in San Leandro "across the bay" having established cooperative news and special events coverage with *San Leandro News-Observer* . . . in July 1948 additional studios opened atop President Hotel in Palo Alto when a similar cooperative deal was worked out with *Palo Alto Times* . . . station concentrates on local news coverage and community special events. Donald Cooke Inc. is national representative with Gene Grant & Co. handling similar representation in California.

**KWBR; KWBR-FM Oakland**  
327 - 21st St.  
Higate 4-1212  
1000w 1310 kc  
10,000 w 97.3 mc

STAFFORD W. WARNER and Eugene N. Warner organized KWBR in 1920 in conjunction with first radio stores in Bay Area . . . original call letters 6XAM . . . commercial call letters KLS issued 1923 . . . power then 25 w . . . station operated on daylight schedule until 1937 when new frequency at 1310 and unlimited hours operation granted by FCC . . . 24-hour operation continuous ever since . . . also in 1937 moved to present site where station has unique studios and offices in Radio Village, 327 21st St. . . . 20,000 square feet . . . rustic structure built around scenic court . . .

power increased to 1000 w day and night 1940 . . . call letters changed to KWBR in September 1945. . . . In September 1947 KWBR-FM added to broadcast activities . . . program policy employs beamed technique with block programming of broadcasts to special listening groups throughout day . . . special foreign language broadcasts nightly—Spanish, Italian, Portuguese—for large foreign groups in area . . . FM studios and transmitter located in Twin Peaks area of San Francisco . . . Station has been under same ownership since beginning . . . Stafford Warner is general manager, F. Wellington Morse station manager.

**KYA**  
Hearst Bldg.  
Douglas 2-2536  
5000 w-LS; 1000 w-N 1260 kc

KNOWN as "The Sports Station" of the Bay Area, KYA has been in operation since Dec. 17, 1926 with a succession of ownerships. Hearst Radio Inc. bought properties from NBC and subsequently sold it in 1944 to Palo Alto Radio Station Inc., present licensee. Don Federson became vice president and general manager. With its sale to Dorothy Thackrey about a year later, he continued in that capacity and is also general manager of KLAC and KLAC-TV Hollywood of which she also is licensee. Dave Lundy is general sales manager of the three properties. . . . Three stations have been sold to Warner Bros. for reported \$1,045,000, subject to FCC approval. . . . During those years of frequent ownership changes the station became outlets of CBS and NBC Blue, originating shows for those networks on alternate days. It was also a UBC associate station, originating many programs of the now non-existing network. . . . Currently operating with 5 kw-LS and 1 kw-N on 1260 kc, KYA studios and executive offices are in the Hearst Bldg. with transmitter at Candlestick Point. . . . Move will be made to larger quarters in Fairmont Hotel by May 1. . . . Besides sports, station specializes in community events and goes in heavy for newscasts as well as recorded musical programs. . . . National representative is Adam J. Young Jr. Inc.

**KSFO**

*Presents*

REPRESENTED BY THE BOLLING COMPANY

**KPIX**

*pat in San Francisco*

**TELEVISION CHANNEL 5**

ON YOUR DIAL

560

**KSFO**

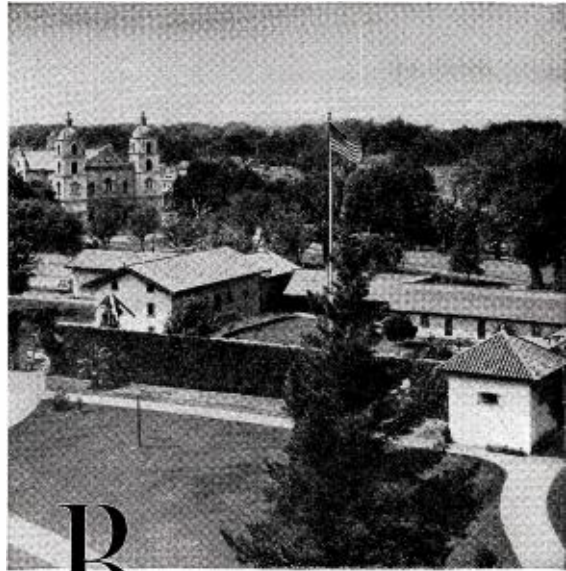


REPRESENTED BY THE BOLLING COMPANY

**SAN FRANCISCO'S  
Baseball  
Station**



**A**NYONE IN TACOMA can tell you about this Washington mountain. It's as familiar as ABC in Tacoma where 80% of the radio families listen regularly to the Coast's most powerful network. In 42 Coast towns (and 97 counties) ABC has at least 50% BMB penetration.



**B**OOM-DAY MEMENTOS from 1849 are preserved in this landmark, as familiar to Sacramentans as the ABC spot on the dial. To hit a 1949 bonanza in Sacramento, switch to ABC. Even before KFBK boosted its power to 50,000 watts, BMB said ABC reached 89% of Sacramento's radio families.



**C**AN YOU NAME what kind of fruit is almost as numerous as ABC listeners in Watsonville, California? These blossoms should give you a clue. And to reach Watsonville's radio families, take your cue from BMB which proves 84% of them listen regularly to ABC. Outside markets or inside, big or small—ABC delivers them all.

**KEY**

- A—Mount Rainier
- B—Sutter's Fort
- C—Apples

# ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza • Circle 7-5700—DETROIT: 1700 Stroh Bldg. • CHERRY 8321—CHICAGO: 20 N. Wacker Dr.  
 DELAWARE 1900—LOS ANGELES: 6363 Sunset Blvd. • HUDSON 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

## On the coast you can't get away from ABC

**FULL COVERAGE...** ABC's improved facilities have boosted its coverage to 95.4% of ALL Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

**IMPROVED FACILITIES...** ABC, the Coast's Most Powerful Network, now delivers 227,500 watts of power—53,500 more than the next most powerful network at night. This includes FOUR 50,000 watters... a 31% increase in facilities during the past year.

**LOWER COST...** ABC brings you all this at only \$1,275 for a night-time half-hour. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

**GREATER FLEXIBILITY...** You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

**THE TREND TO ABC...** The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound's Sunday Coast show—after 13 years on another network.