

THE STATION FOR ALL NORTHERN CALIFORNIANS

# KSFO



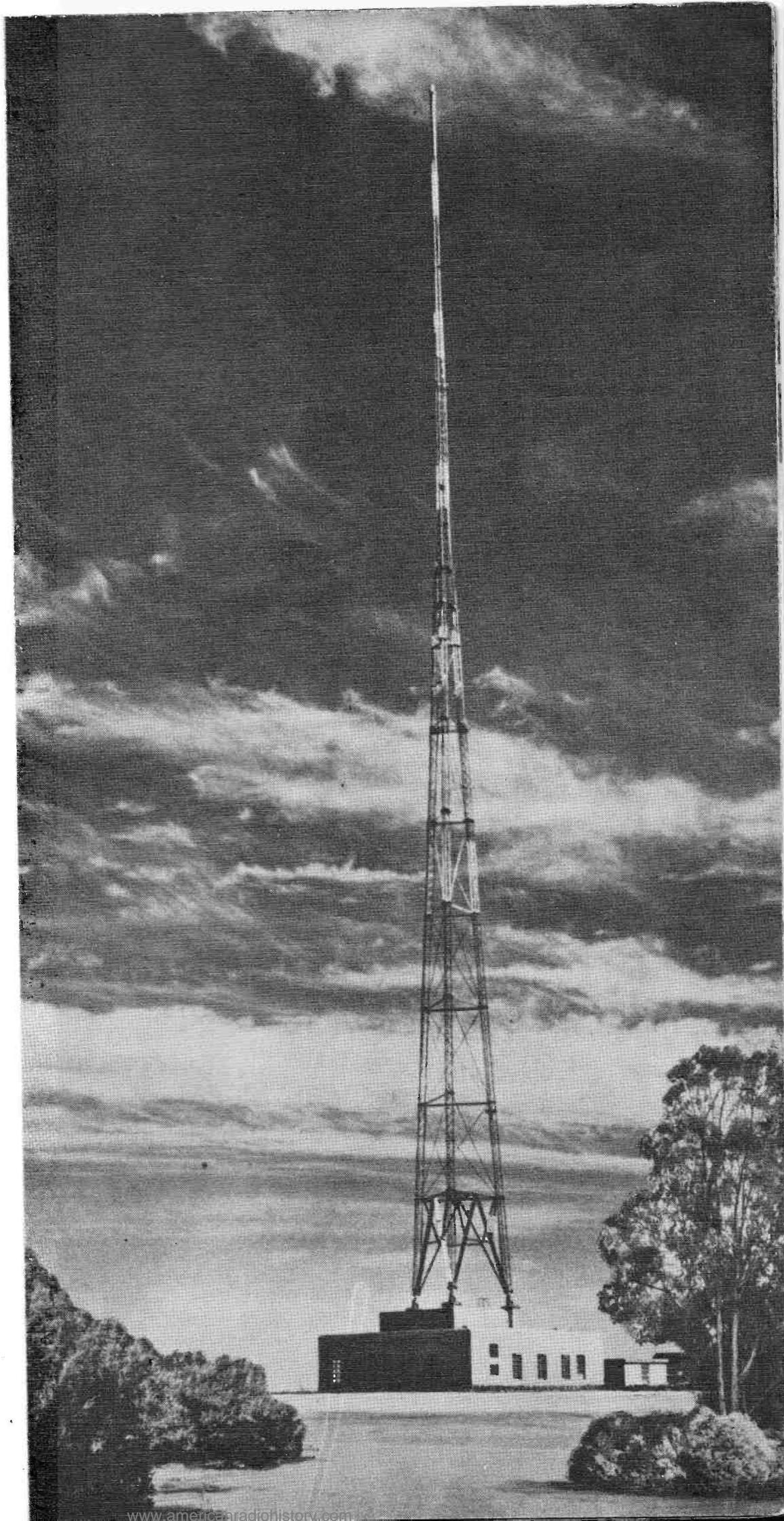
IN THE "MARK HOPKINS"  
ATOP SAN FRANCISCO'S NOB HILL

# KSFO

## SAN FRANCISCO

Located centrally in the heart of the San Francisco Bay region, KSFO brings to its audience daily a well-rounded program of news, information, and sparkling entertainment. On the air nineteen and one-half hours a day--at 560 on your radio dial--KSFO has won national recognition as one of America's foremost radio stations.

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# San Fran "GATEWAY T



Lake Merritt



Market Street

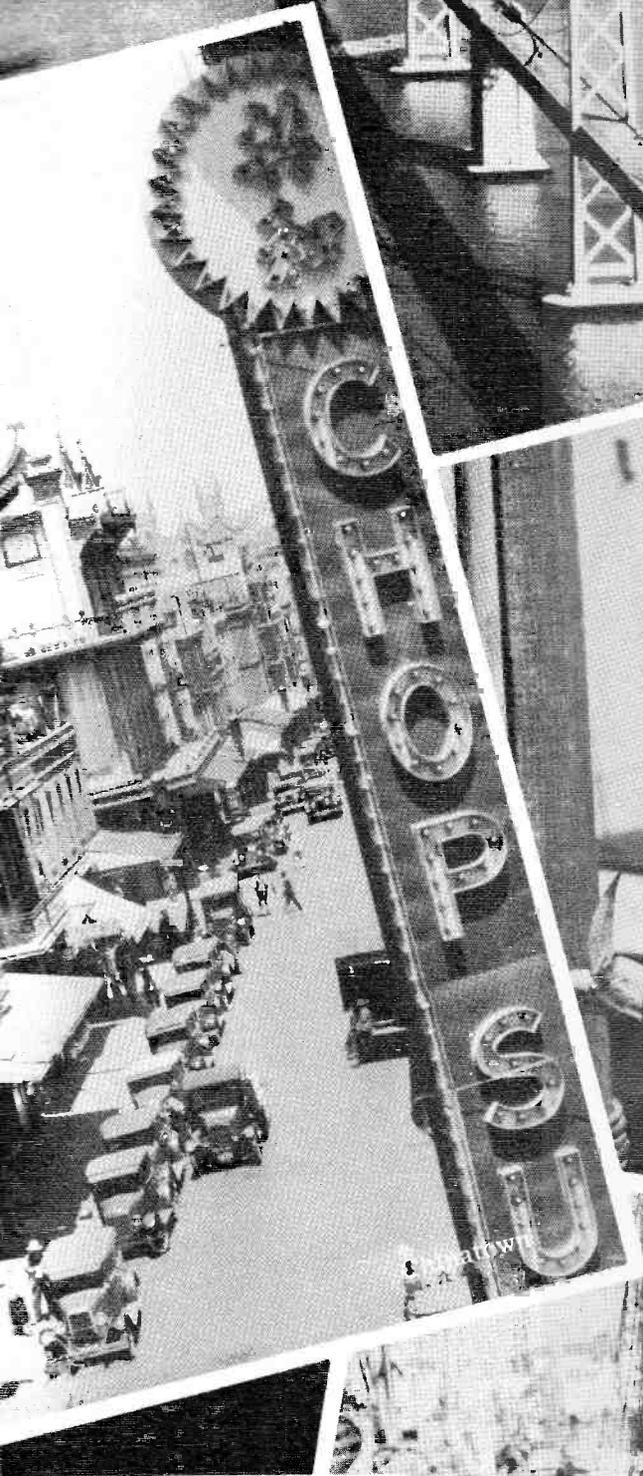


University of California

Situated in the heart of one of the country's richest and most beautiful regions, the San Francisco Bay Area includes a number of thriving Metropolitan cities and rural communities. Within this hub of Western industry lives 60%

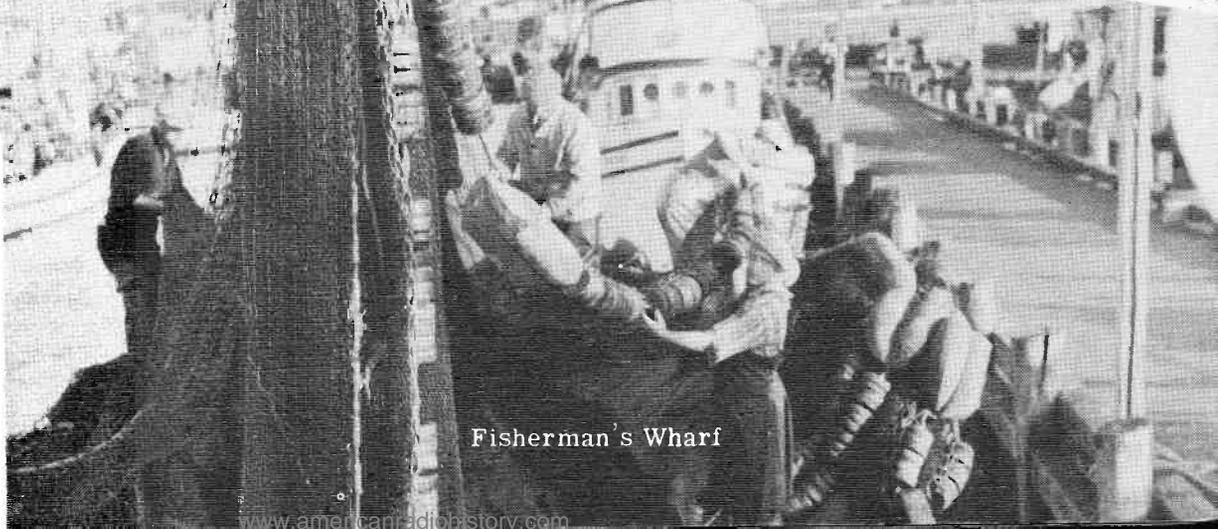
# San Francisco Land "THE WORLD"

Oakland Bridge



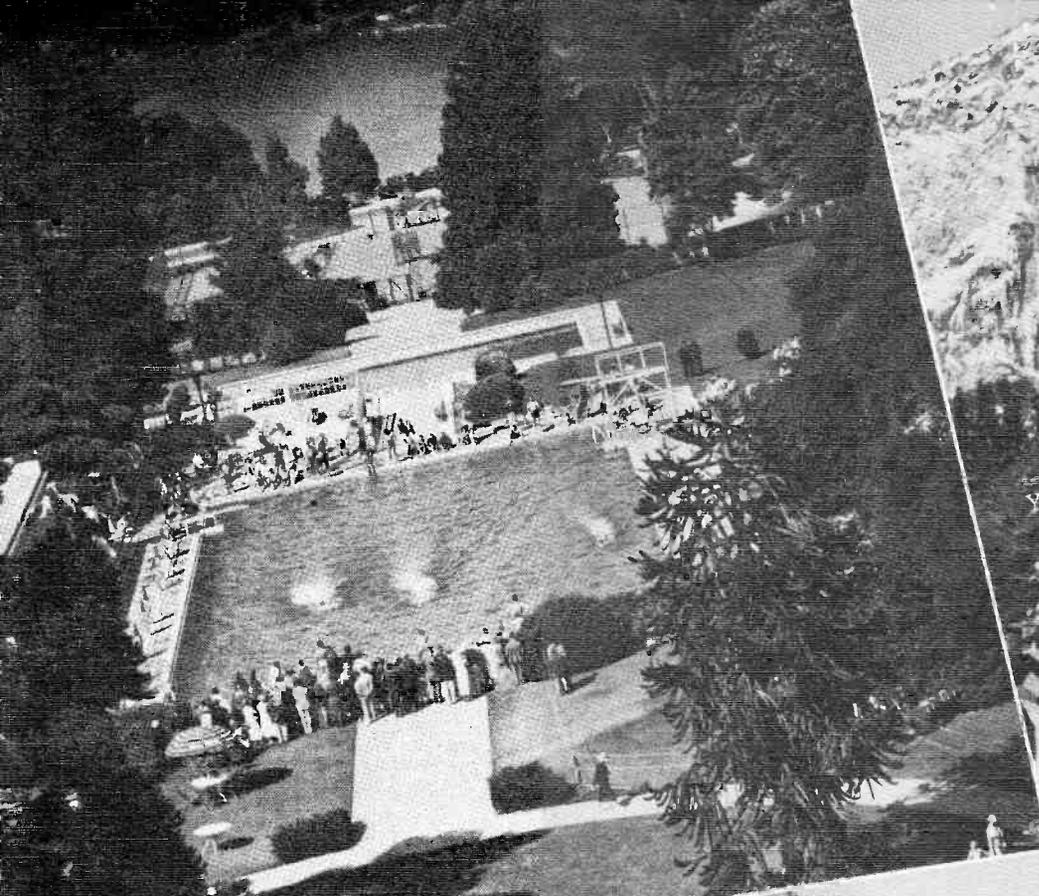
Sidewalk Markets

of the entire population of Northern California. "San Francisco Land"--with incomparable climate, fertile soil, and overwhelming grandeur--well deserves its international fame.

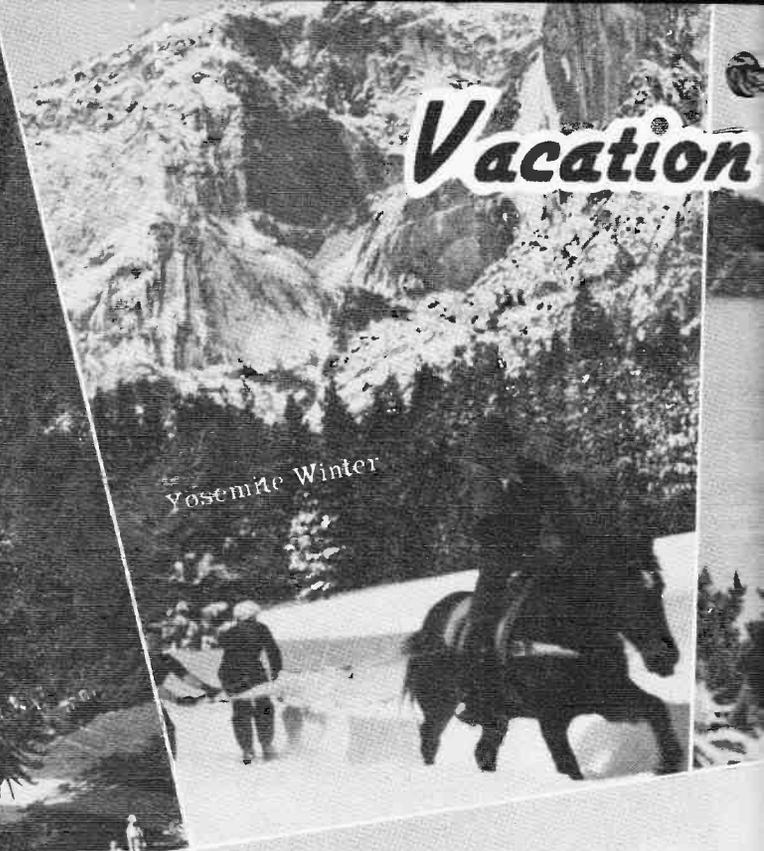


Fisherman's Wharf

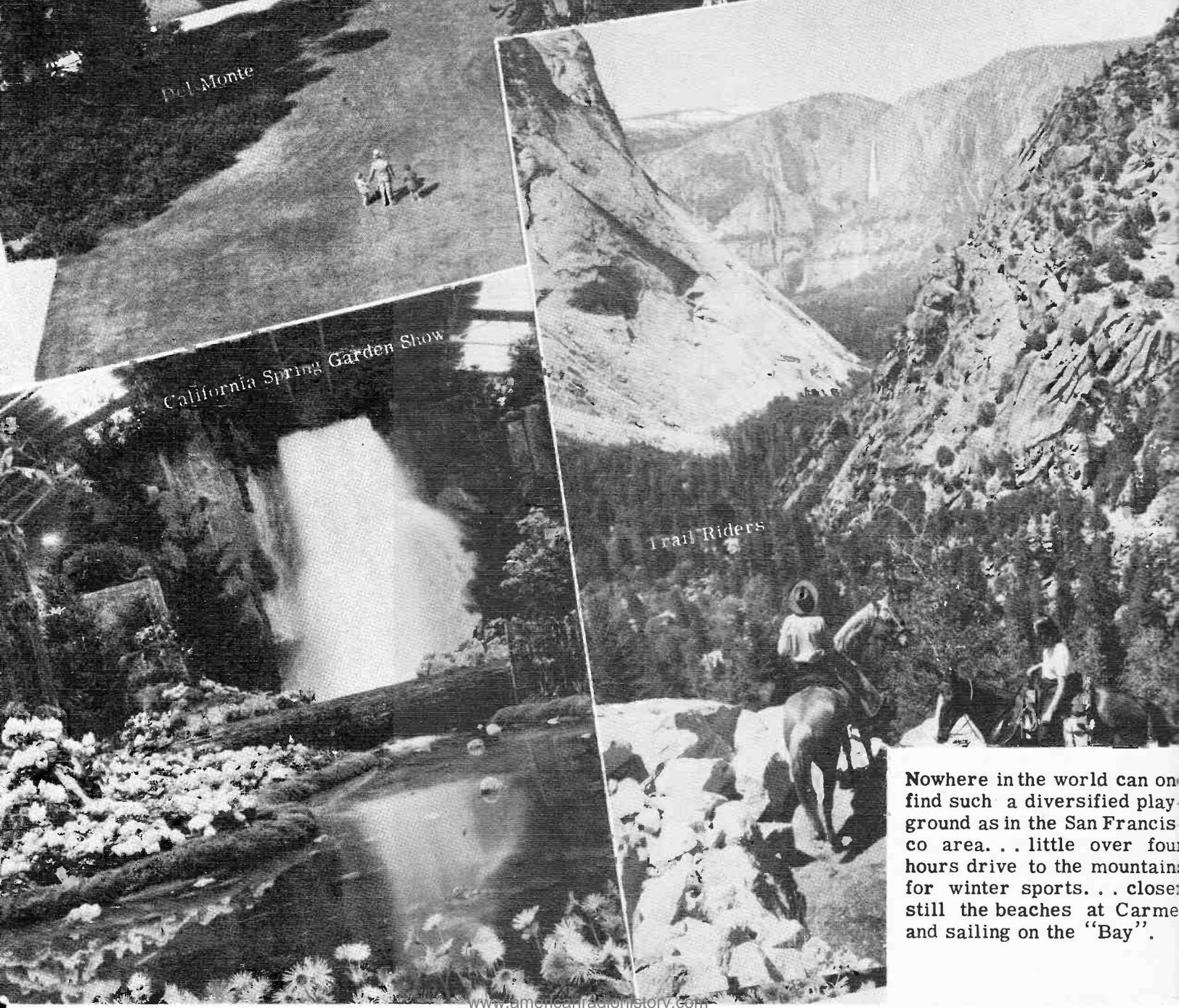
# Vacation



Del Monte



Yosemite Winter

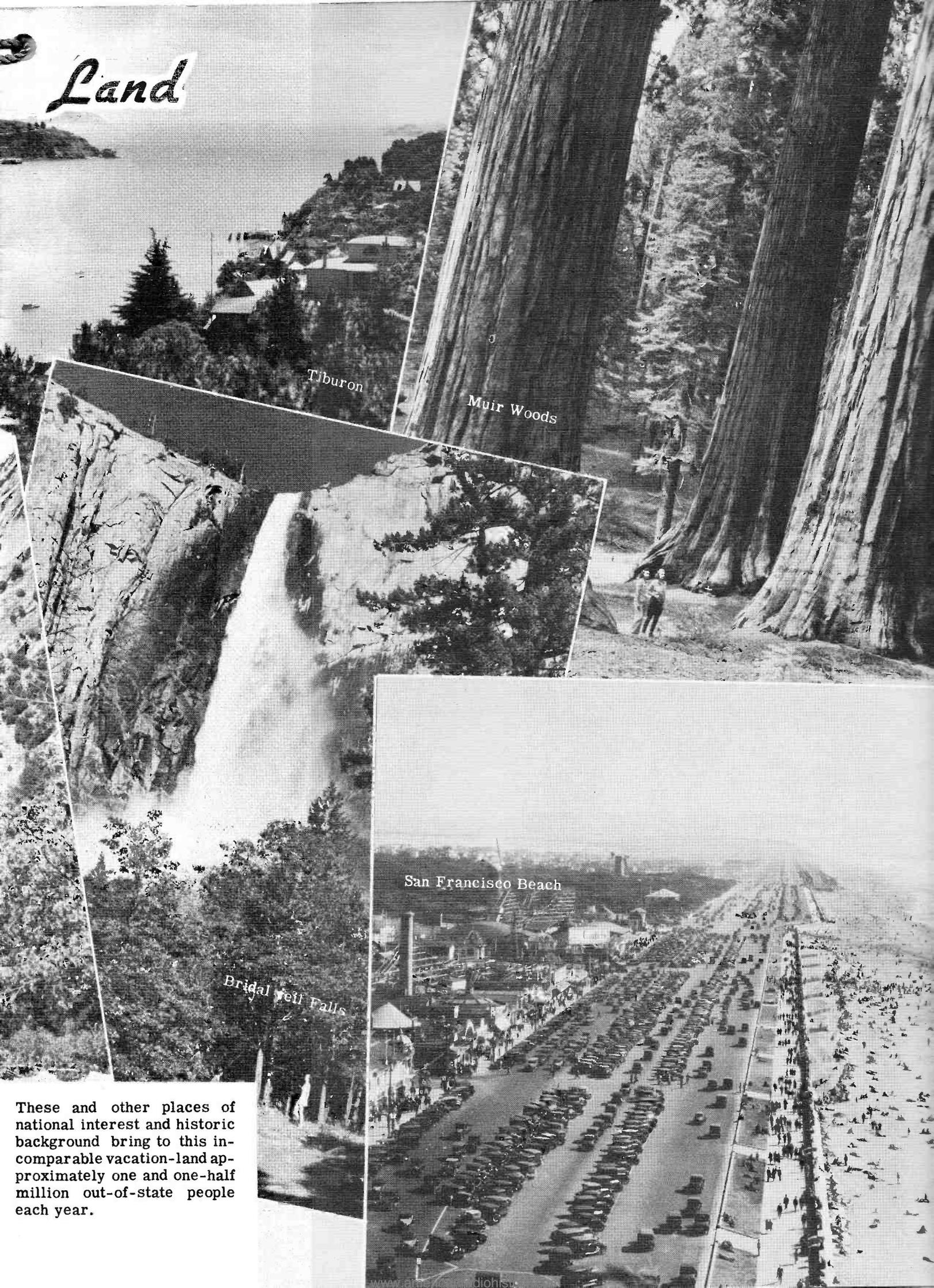


California Spring Garden Show

Trail Riders

Nowhere in the world can one find such a diversified playground as in the San Francisco area. . . little over four hours drive to the mountains for winter sports. . . close still the beaches at Carmel and sailing on the "Bay".

# Land



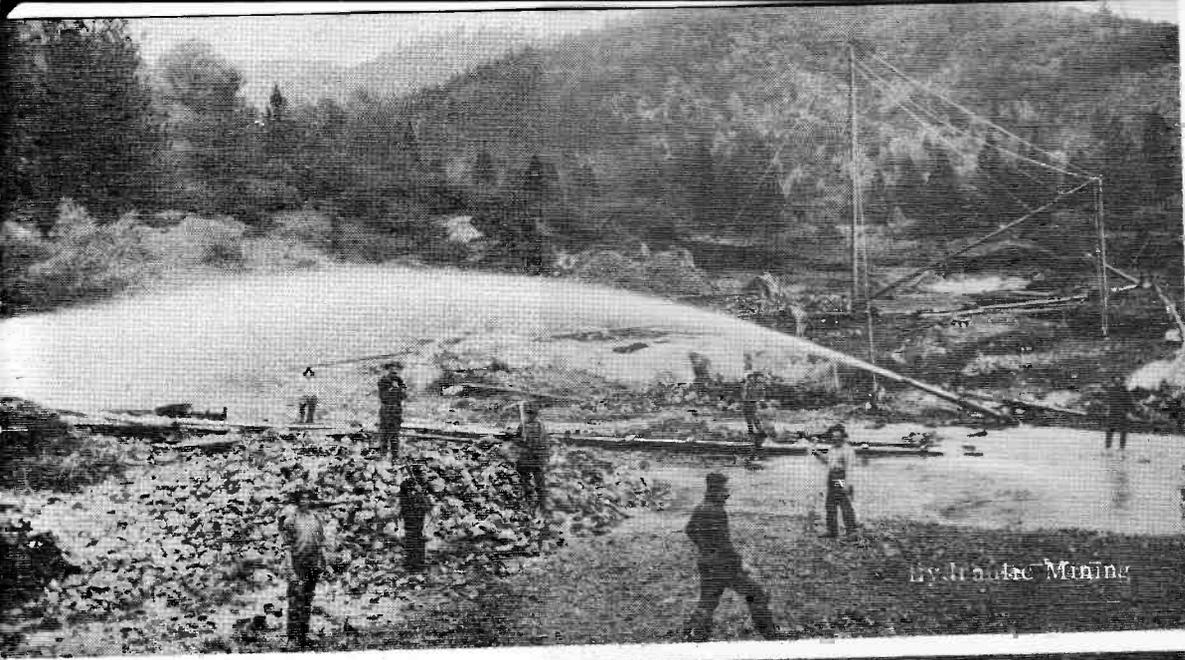
Tiburon

Muir Woods

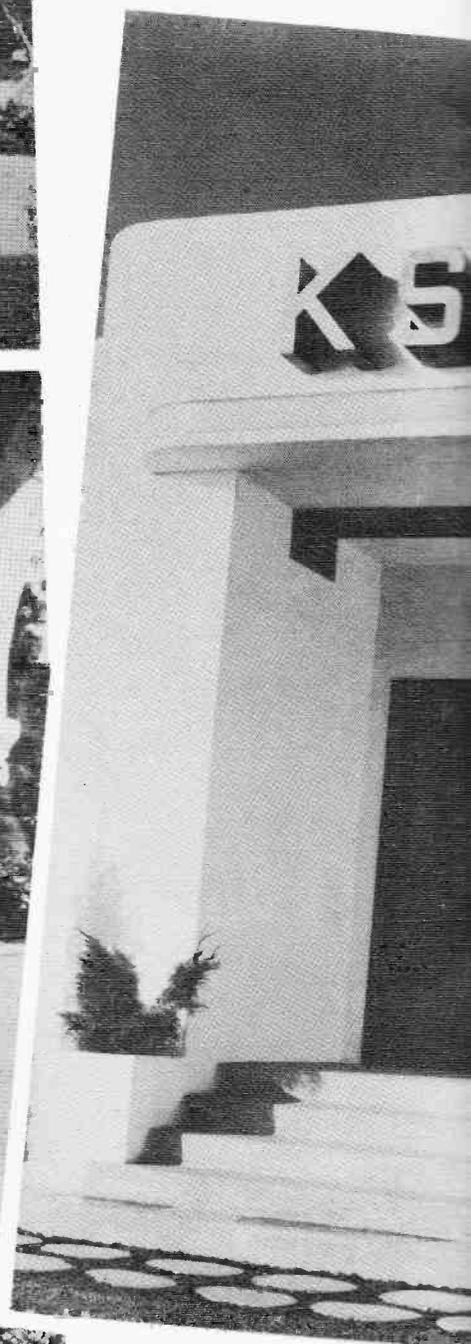
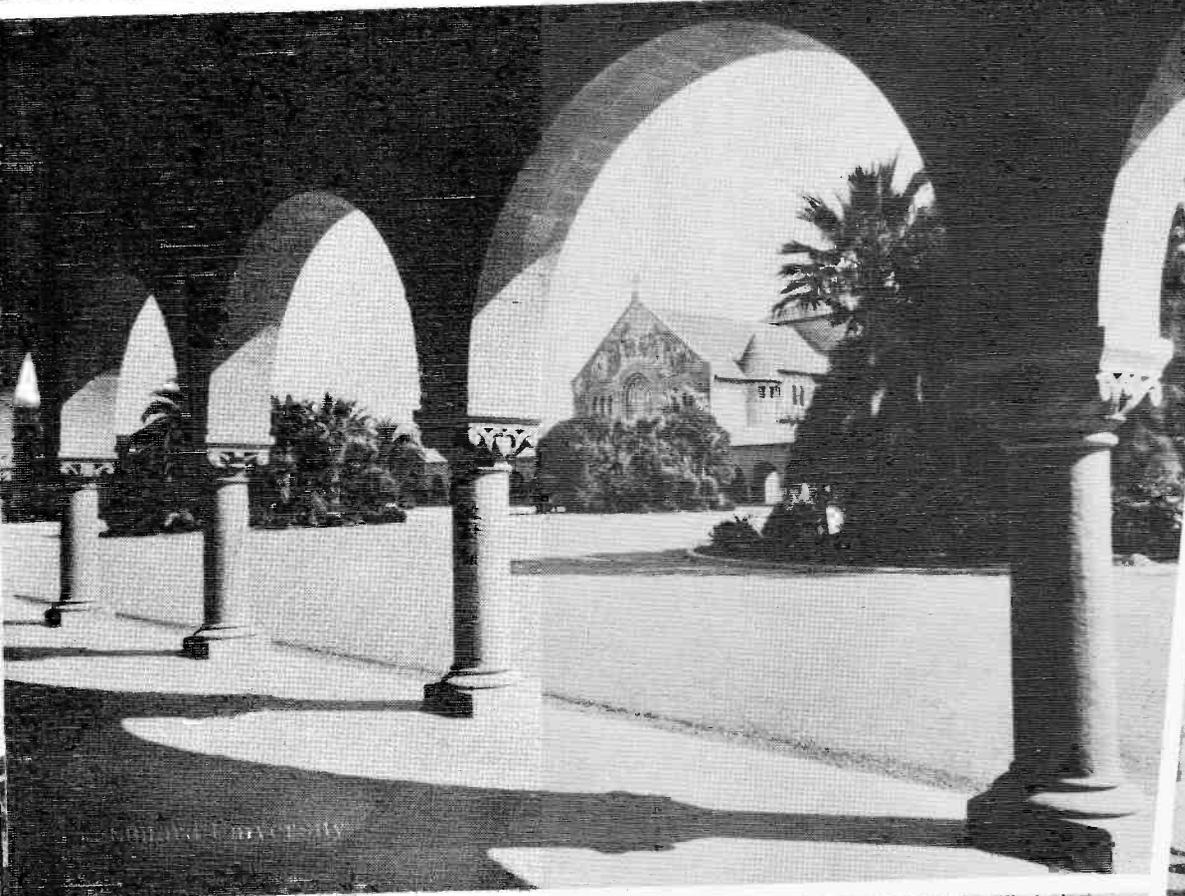
Bridal veil Falls

San Francisco Beach

These and other places of national interest and historic background bring to this incomparable vacation-land approximately one and one-half million out-of-state people each year.

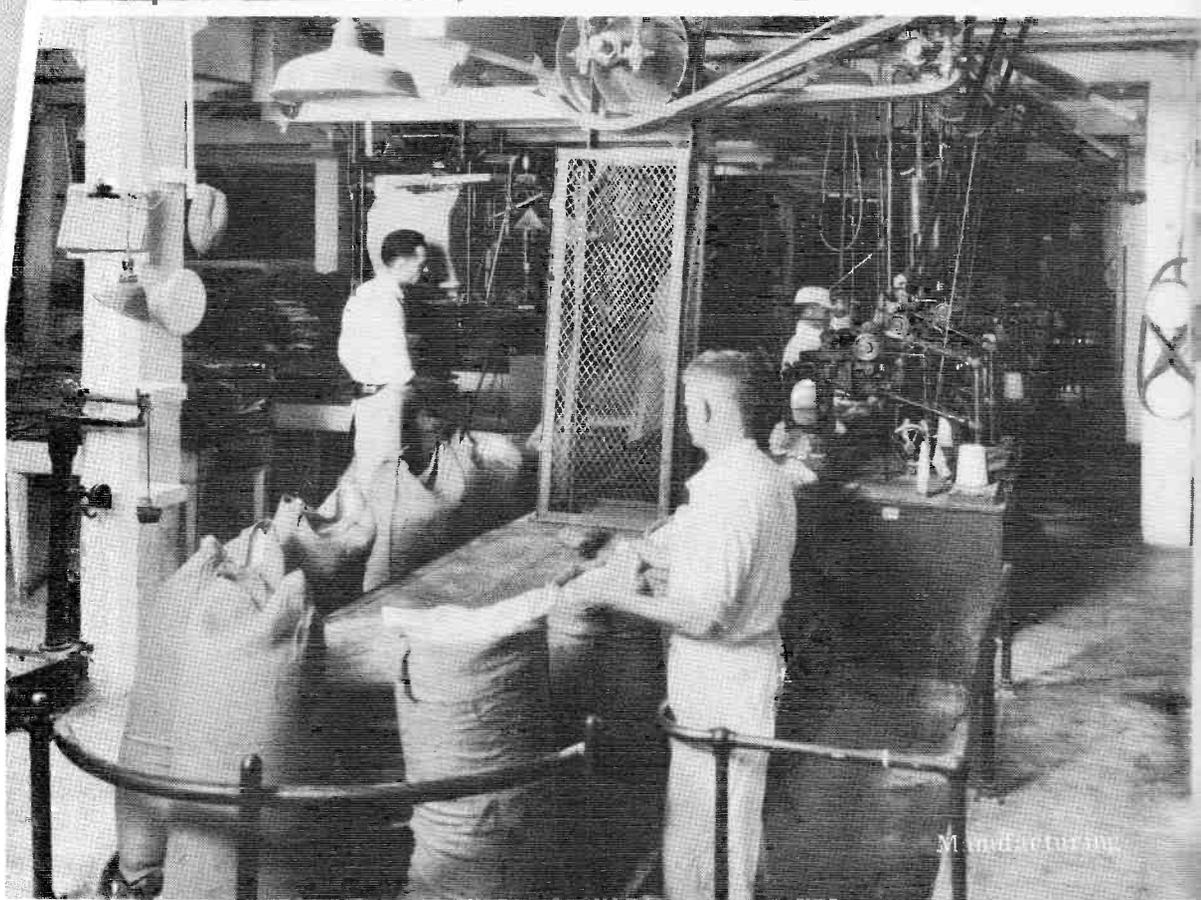


Ly. House Mining

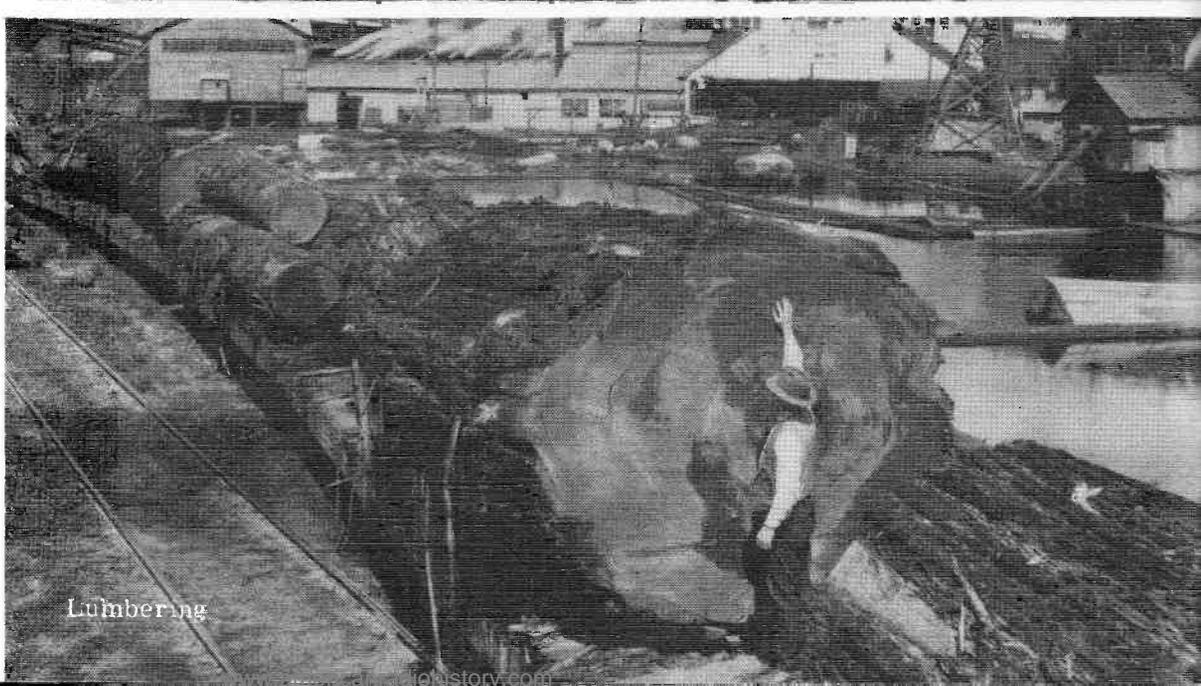


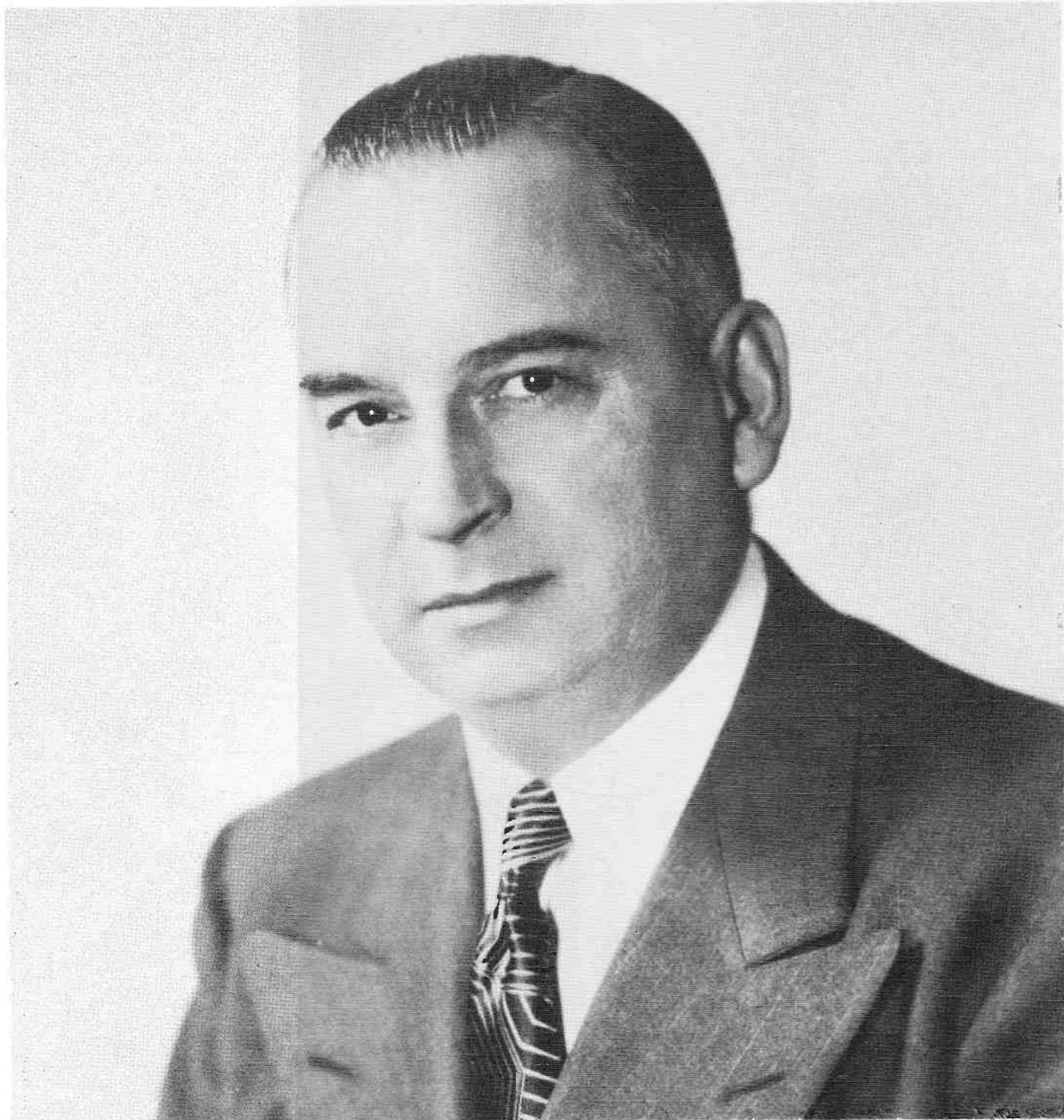
In its daily activities, KSF reaches all walks of life and strives to diversify its program structure to the interest of all types of listeners. Features for home interest, agriculture, culture, education, news, civic affairs, and social activity are only part of the wide

# Land



variety of programs originating daily from the station's studios. Over two million Northern California listeners, within the 29-county area of "KSFO Land", dial this station at 560 to hear many of their favorite radio stars.





## *President*

WESLEY INNES DUMM, President of the Associated Broadcasters, Inc., owners of KSFO, is recognised as one of the nation's leading broadcasting executives. Born in Columbus, Ohio, he received his education in that State and graduated from the Ohio Wesleyan University at Delaware, Ohio, in the class of 1911. Self-educated in law, he went to Green River, Wyoming, to practice. He later held executive positions with banking corporations and, in 1924, moved to California. Since 1933, he has been associated with the radio industry.

For many years, Mr. Dumm has been prominent in the civic and business affairs of the San Francisco Bay Area. Under his guidance, KSFO has gained wide recognition as one of Northern California's outstanding radio stations.

# Heads Of KSTO

**HARLAN J. DUNNING**, production manager, was born in Piedmont, attended the Piedmont High School and graduated from the U. of California at Berkeley, class of '34. Until January, '42, Harlan was staff announcer at several stations, including Station KGMB, Honolulu. He is married and his favorite hobby is the building and operation of model railroads.



**Royal V. Howard**, Director of Engineering for the Associated Broadcasters, Inc., is a graduate of the Polytechnic College of Engineering. He is a member of the Institute of Radio Engineers and the American Institute of Electrical Engineers' and a member of the Engineering Committee of the National Association of Broadcasters. In the scientific field of radio, Mr. Howard has contributed many outstanding engineering developments, several of which are now universally in use.

**Director of Sales Promotion, ISABEL J. GOLDTHWAITE**, is a native of the capitol city of the nation, Washington, D. C. She graduated from Stanford University, Class of '38. Not new to radio, Miss Goldthwaite started out in the continuity field and later did script writing and acting at a small Northern California station. Among her outside activities, she loves sailing, plays golf and tennis, and does some writing.



**Mark Hopkins**

# Programs In The Making



In charge of the handling of transcriptions, sheet music, and music clearance is KSFO's music librarian, RUTH RUSH. Ruth is from Tulare, Calif., is single, and previous to KSFO, managed the sheet music and record departments of a music store.



FRED S. FOX, KSFO's Continuity editor, who hails from way over in St. Louis, Mo., is a grad of the University of California, class of '37. Freddy has been connected with the continuity field of radio for several years, and was well known to listeners on his program "FREDDY THE FOX".



IONE R. MINICK (left), KSFO's traffic manager, from Waterloo, Iowa, has been with the station since 1940. She is married, likes to cook, bowl and play golf. THELMA HEFERNAN of the production department, is a native Californian. Thelma is married, and when duties of the home will permit, she enjoys a brisk game of basketball.

Background elements include: a typewriter with text like "BAKING", "May 20, 1942", "STUDIO #17", "Client", "Address", "Breakdown", "PH", "Live Can Be", "Finance", "Mc Ilhenny (min)", "LINDA'S", "THE KROG", "WEDNESDA", "DIALOGUE AT CLOSE OF RECORDED PART OF DRAMATIC PROGRAM", "LINDA:", "I know...it's", "where I simply", "It ain't that", "what you got to", "might do...I just", "NING IN T HEME RE", "PROGRAM RECO", "s Barclay's fir", "WITH RECORDED", "num brewing. Se", "nds. SPOTLIGHT", "USE) Here is yo", "of the most impo", "ated Coffee is t", "EXPR.-flavorful meal-t", "stores. NO", "www.americanradiohistory.com"

# Your Announcer Is...

Chief announcer, **JIM MOORE**, of Grosse Point, Michigan, appears on many of the KSFO programs. He is a graduate of the U. of Calif., class of '41 and has been connected with radio since 1938. In his leisure moments, Jim experiments with the mysteries of technical radio and collects "hot" records.



A recent addition to the KSFO announcing staff is Rod Kurry (left). Rod has had considerable experience on the professional stage as well as in radio. Announcer Bert Wynn is the Master of Ceremonies on one of KSFO's best-liked programs. Originally from Alameda, he attended Sacramento J. C. Bert is married and is the father of a little girl.



**Bob Bovard** (left) is from Berkeley, Calif. He has been announcing since '39, is married, and likes sailing. **Cliff Naughton** comes originally from North Carolina, where radio listeners heard him frequently over station WSJS. Cliff is married and has a baby girl.



Everett Cobb (seated) and Charles T. Anson.

Herbert G. Lewis (left) and Merrill H. De Witt.



J. R. McCharles (left); F. R. Brace, Assistant to the Director of Engineering; and Lawrence West (seated).

The KSFO Engineers are specially trained in the field of radio broadcasting. Under the expert direction of Roy V. Howard, the Director of Engineering for the Associated Broadcasters, Inc., the men keep careful and constant vigil over the equipment that



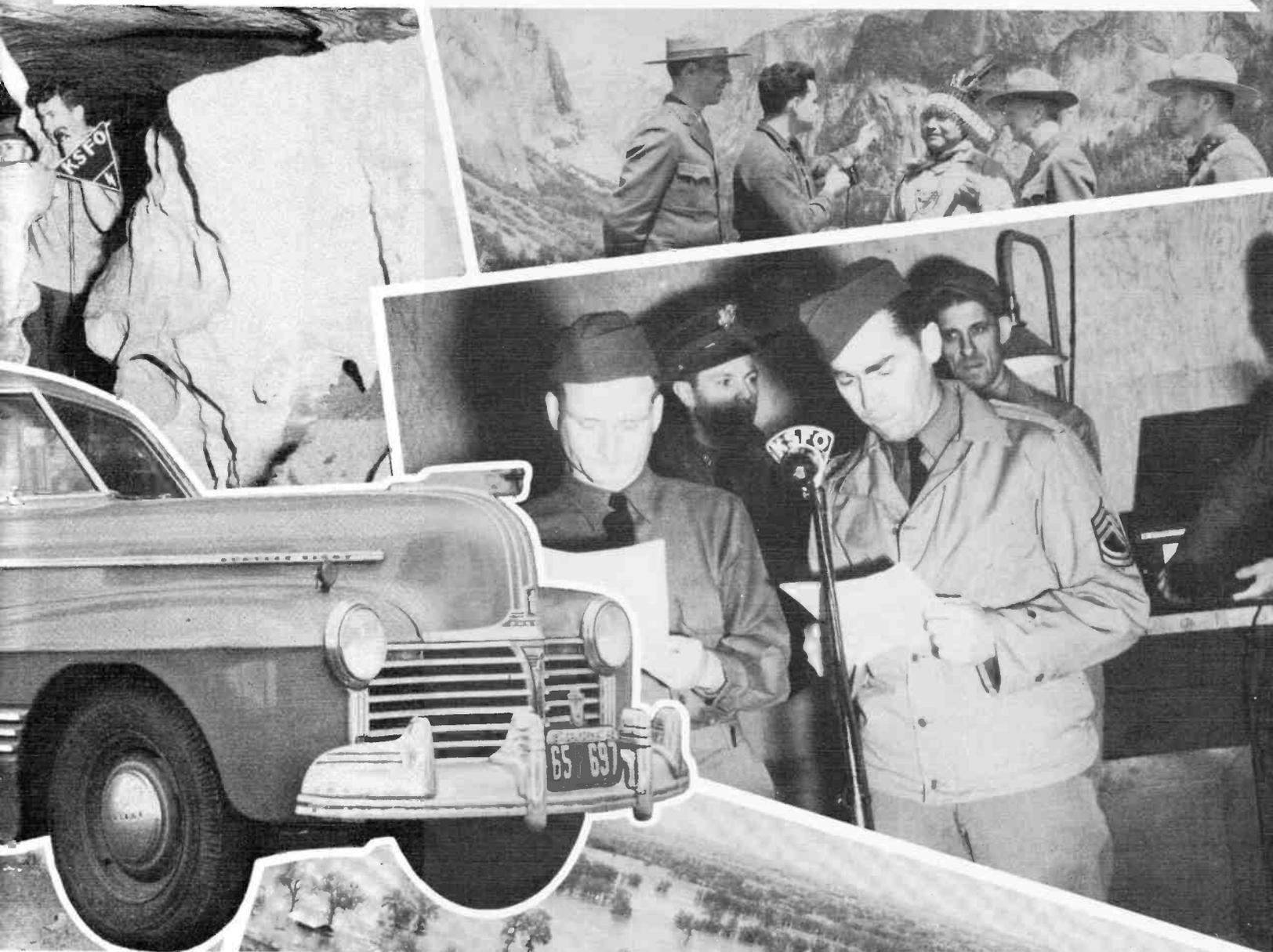
# Special Events From Remote Spots



The SPECIAL EVENTS crew of KSFO are forever striving to bring to their listeners first hand report on happenings in all fields of public interest. Whether it is fire, flood, exploration, or information. . . the KSFO Mobile Unit with its crew of experienced men on hand to broadcast eye-witness account of proceedings. Some of our past broadcasts will always remain in the memory of those who heard them. . . such as the fire at Treasure Island.

# And Points Of Interest

## Direct To The KSF0 Audience



and the flood of only a few seasons past. Other programs have included interviews with army, navy, and air corps personnel; accounts of exploration of caverns and caves in the local area; first hand accounts of operations in the local hospitals and chats with the rangers and Indians in Yosemite Park. The reason for the perseverance of this department, is the belief that it is that portion of radio necessary to produce a well-rounded listener-interest.



# Latest News From Around The



The KSFO News Room Round-Up with Robert W. Desmond, Bob Andersen, and Austin Fenger.

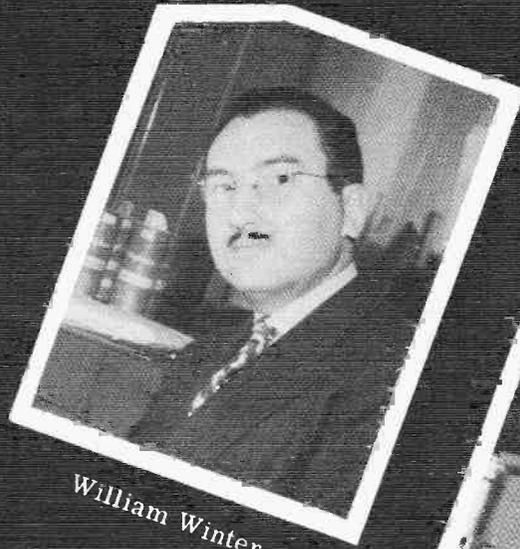


BOB ANDERSEN is editor of the KSFO News Bureau. Bob's many years of newspaper and radio experience have brought him recognition as a leading newscaster. He was credited in a recent article from a National Magazine as being radio's most accurate speaker.

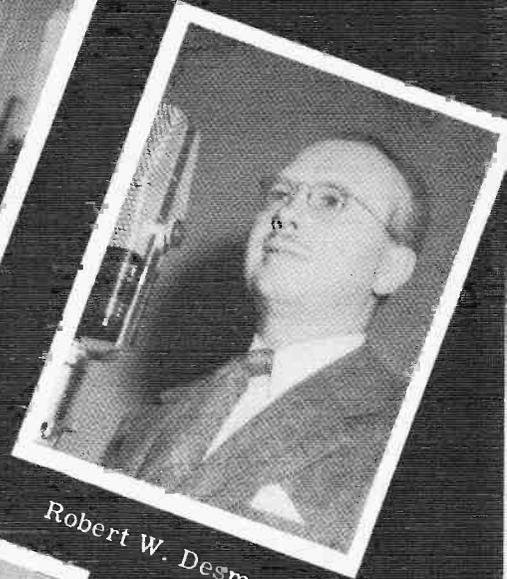


# Globe From KSFO's Newsrooms

The KSFO News Bureau has won wide recognition as one of the leading radio News organizations in the country. Its staff is the most experienced in the San Francisco Bay Area. Twenty-four hours a day, this Bureau receives news from the teletypes of both United Press and International News Service. Every newscast is edited from these two complete press wire services--giving a comprehensive news coverage unequalled by any Northern California radio station.



William Winter



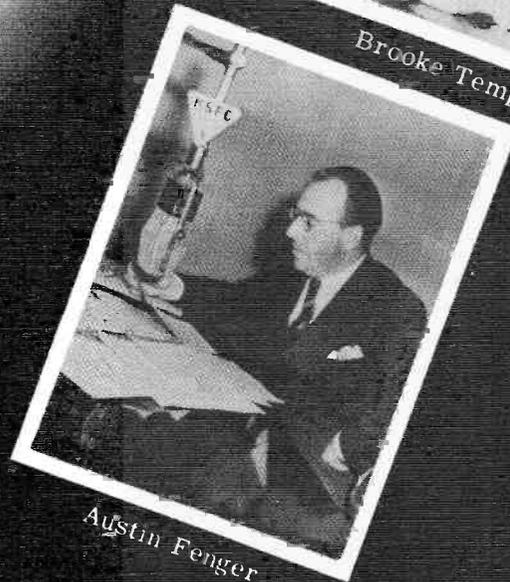
Robert W. Desmond



Brooke Temple



Cliff Naughton



Austin Fenger

# Religion... Education



DOUG MONTELL  
Associated Sportscenter



KSFO broadcasts the start  
of an ocean racer



The Franciscan Players of San Francisco  
State College appear on a KSFO program

# Station KSFO

ce music by the best  
the country. During  
our of its time on the  
O, with the pleasures  
teners in view, strives  
re the best talent and  
ns available.



**SINGIN' SAM**--star of "Re-  
freshment Time"--heard over  
KSFO at 5:30 every afternoon,  
Monday thru Friday.



**FREDDY MARTIN** and his  
orchestra, featured in re-  
cordings over KSFO.



**YVONNE PEATTIE**, girl re-  
porter for "Women Meet the  
War", broadcast Monday,  
Wednesday, and Friday at  
9:00 AM.



**"JUDY AND JANE"** heard  
every weekday afternoon over  
KSFO at 5:15.

ALVINO REY  
and his Orchestra

# Nationally Famous Recordings

DUET



BOB CROSBY  
and his Orchestra

THE KING SISTERS  
featured with Alvino Rey



C BARITONE



CONNIE BOSWELL



TED FIO RITO and his Orchestra

# Artists Heard On KSTO

MARTHA TILTON



HARRY BUSSE  
his Orchestra



DUKE ELLINGTON  
and his Orchestra



CROSBY



DYANA GAYLE



MARION TURRENTINE, New Orleans, is the secretary to the KSFO treasurer. Previous to joining the KSFO staff, she was associated with the NBC organization for six years. Marion likes most outdoor sports, and photography is her hobby. Married? You bet!



Secretary to the Sales Manager, JOSEPHINE JACKSON, San Francisco, is a graduate of the U. of C., class of '32. "Jo" was connected with the sales, promotion, and advertising departments of several west coast firms before coming to KSFO.

SID SIDLEY, KSFO salesman, was one of the pioneer advertisers on the radio at a time when he was in the manufacturing business. Sid writes for trade magazines and was one of the founders of the San Francisco Better Business Bureau.



Salesman DAVID A. WILLIAMSON (right) has been with KSFO since early 1941. Dave has a generous background of newspaper and merchandising advertising. He is a Stanford man, class of '28.

# Office Staff



DOROTHY IRVINE, from Colorado, is secretary to the Program Director of KSFO. She has much previous experience in radio, including continuity writing and acting. On KHQ, Spokane, she was Director of Women's Activities. Hobbies? Sure, including music, plays, and sports of all kinds.



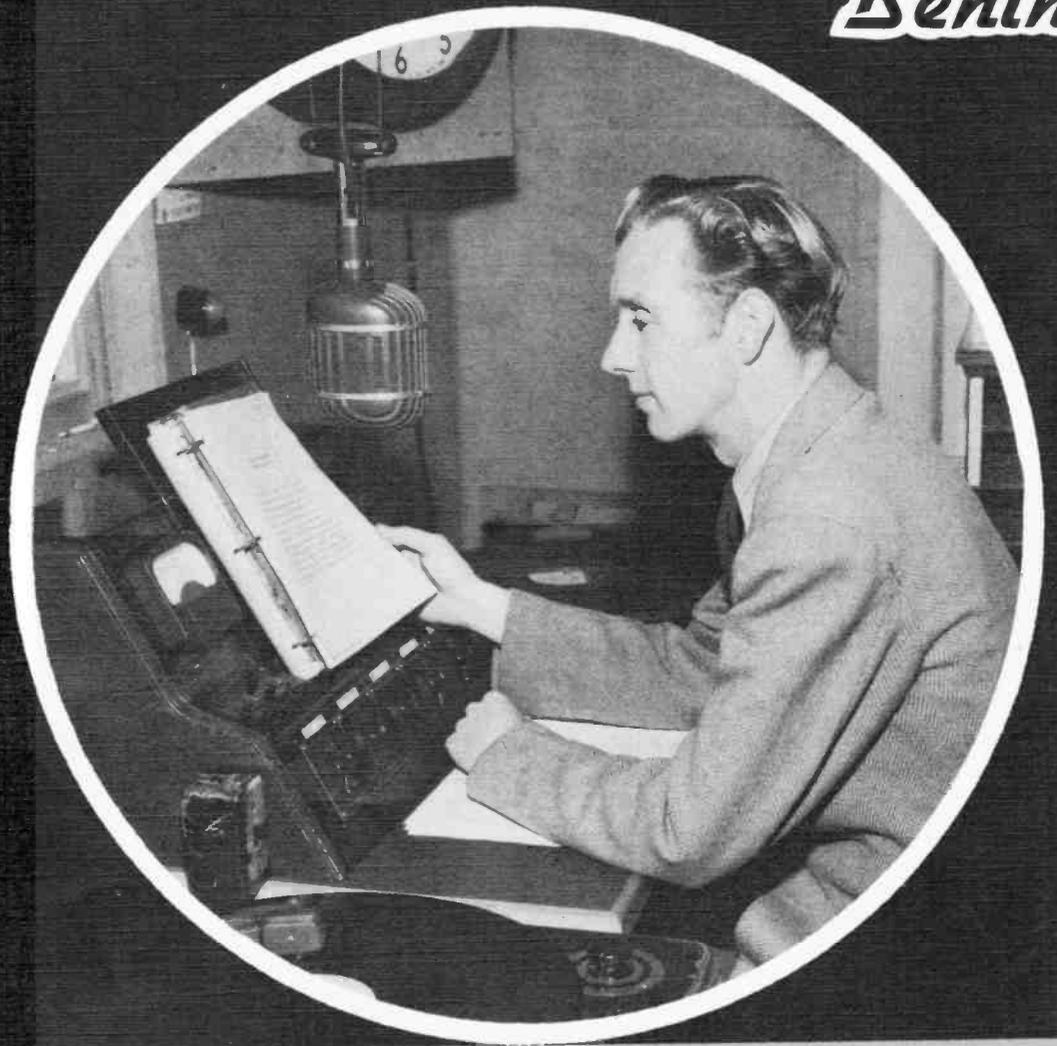
BERTHA RIOS is the secretary to the KSFO sales office. She was formerly advertising and publicity writer for a local travel guide and before that she was receptionist at the Golden Gate International Exposition.



CARL A. NIELSEN, (left) Cogswell College, '23, and Columbia U., '30, has been active in the sales field for a long number of years. Carl, a recent addition to KSFO's staff, has on occasion stepped into the role of announcer and narrator. He is married and has a two-year old daughter.

MORTON SIDLEY (right) has been active in both advertising and radio fields. Although "Mort" is from New York originally, he is an adopted Californian and attended the University of California at Berkeley. His hobbies? Golf and more golf!!

In the adjoining photos are the views of the point of control of all the programs emanating from station KSFO. On the right is the Announcer's Booth, the place from which most of the station announcements are made. Below is the Master Control or the point of central coordination of all the studio, transcribed, or network programs that may be used by the station.

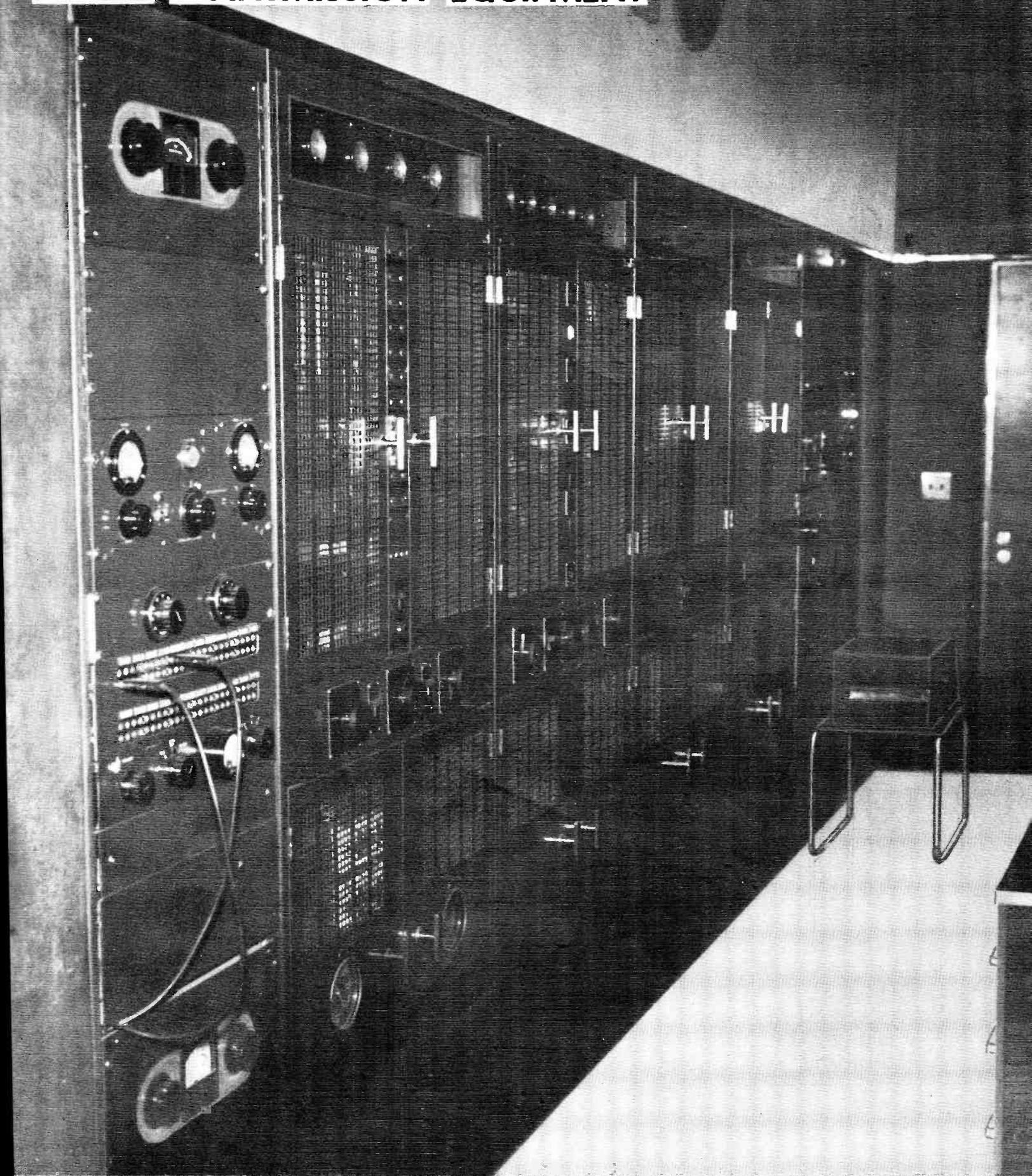


# *Master Control*



# *The Scenes*

## **KSFO'S TRANSMISSION EQUIPMENT**



Under the guidance of specially trained engineers, this and associated equipment brings to northern California listeners KSFO programs and news nineteen and one-half hours every day at 560 on the radio dial.



