

When RADIO WAS BOSS



BY
BILL EARL, M.A.
AUTHOR OF DREAM-HOUSE

A PICTURE-AND-WORDS SCRAPBOOK
OF THE WEST COAST'S MOST "BOSS" RADIO STATIONS
AND THEIR DEEJAYS
OF THE SILVER AGE ERA!

A **DESERT ROSE** PRODUCTION

TO
DAVID,
Thanks!
Bill Earl
9-10-98

WHEN RADIO WAS
BOSS

by
BILL EARL, M.A.
AUTHOR OF DREAM-HOUSE

A DESERT ROSE PRODUCTION
From
Research Archives

ILLUSTRATIONS

FRONT COVER

JAY STEVENS

Jay is a legendary Silver-Age radio star in all three major markets in the West Coast area that this book covers, San Francisco, San Diego (as "Steve Jay") and Los Angeles! Jay was one of the original "Boss Jocks" in Bill Drake's legendary "Boss Radio" format starting in April, 1964. Jay was a major morning man at KRLA, El Monte (Los Angeles) from 1969 through 1971 and again in the Spring of 1986. Jay was also one of the big "box-office" heavy-name originals on KROQ, "The Roq" in September, 1972, and a pioneer in early TOP 40 radio formats on the FM band in 1973 at KKDJ on Mount Wilson. Jay was the first radio personality to receive copies of our previous book, Dream-House, the day it was released.

All other illustrations (long out of print and rare) are from Research Archives' morgue or given to us for this book from collector associates' personal collections over the years.

Title, When Radio Was Boss, copyright October 1989.

**FOR FURTHER INFORMATION, ADDITIONAL COPIES
(PICTURES SUITABLE FOR FRAMING), COMMENTS OR QUESTIONS
ON WHEN RADIO WAS BOSS, PLEASE CONTACT:**

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FOREWORD

Once upon a time in the land under Princess Blue Sky, there were legendary AM radio stations that were powerful and influential to a generation, stations that had some of the greatest talents and air personalities in radio history.

Unlike today, where the FM stereo band is dominant and where "personalities", if any, are heard only in the morning drive time, in the era of the "Silver Age" which was from the late 1950's to the early 1970's (The "Golden Age" was the era of dramas and variety shows that moved to television.), stations featured lineups of seven strong individual personalities during the broadcast day, each one as talented in his own way as the others. They had names like "Good Guys", "K-Men", "Seven Swingin' Gentlemen", "Hit Paraders", and "Boss Jocks", to cite just a few.

Since this was long before women were integrated into the "talent" area of broadcasting, the lineup was always all male, the disc jockey was the "star" of the show, and the music was almost secondary. People listened to the disc jockeys and what was between the records, and they followed them up and down the AM dial when personalities changed stations in the same market. Radio stations in the Silver Age were indeed dream-houses that were so popular that their ratings were usually in the high double digits of audience shares, unlike the overly fragmented slivers of the pie we have today.

This book salutes an era of radio history that up to now has not really been chronicled in a picture-and-words "scrapbook" format as that which we have compiled here, except for perhaps our first book, Dream-House, now out of print, which told the history of one special-to-us West Coast station over its thirty-year history at the time of its publication in June of 1989.

This book is intended to highlight some select important legendary Top-40 AM stations and their immortal "stars" in brief sign-posted commentary on the stations and their special significance and most importantly show the reader just how influential the "era of the disc jockey" was through the many printed memorabilia that we have chosen from our archives to illustrate just what this era of radio history was all about.

Due to space and budget limitations, not all the major U.S. stations have been included, but because radio was -- and should be -- a personal and emotional experience, we have instead specially selected those stations that we personally remember in a geographic triangle from the San Francisco Bay Area on the north, Phoenix, Arizona, on the east, and San Diego and Baja California on the south, with special emphasis on the Los Angeles area where we grew up and whose stations were extremely influential on the rest of the country.

The portraits to be found between these covers are of the disc jockeys who we felt were the best or who we believe may not have been as well recognized in their time as they should have been. So it is our turn to give here the credit they deserve. If some of your favorites are missing (We just couldn't include everyone.), you can easily fill in those blanks with your own memories. It is our hope that this book will trigger those memories and help you to realize just how important radio was for a generation's growing-up years.

We realize our station descriptions are brief, but we want the pictures we have selected to "speak for themselves". You will see just how important the disc-jockey-as-star was and how stations really had great, daring individualists who do not exist in radio today. The business has changed, with heavy automation, depersonalized voices, out-of-town consultants, and heartless computers, so that unfortunately that earlier era of radio may be gone forever.

Being a long-time Beatles loyalist, we have selected the title of our book highly inspired by the classic George Harrison composition, "When We Was Fab". Like the immortal Beatles, the radio stations and legendary disc jockeys you will find on these pages are immortal, too, in radio history.

We have selected the most popular legendary AM Top-40 "dream-houses" because these were the stations that had the biggest audiences of the baby-boomers (and their parents) and are the ones that really set the standards for a generation. In most cases, as a special bonus, we have included the little-known, seldom publicized, and sometimes art-deco architecturally styled transmitter sites and tower locations, because after all when you listen to a radio station, you are hearing it from the "tops of the towers" because that's where the physical sound originates. The tower-site locations usually have remained in the same place over all these years; they can be seen soaring to the sky today, where pilgrimages can still be made to view their majestic beauty, unlike the studio and office locations that have moved many times.

We hope that through the many pictures shown between these covers and the brief, yet informative, stationographies, an era of radio history can be preserved as it should be for future generations.

"Boss" was originally an old Black jazz term that meant "really, really good", a word that came to prominence in the mid-1960's, the focus of this book. Now you will see through pictures and words how the stations and their legendary disc jockeys, and the AM band were so special to broadcasting history.

For this is when radio was Boss.

Bill Earl

October 1989

CALL LETTERS

KHJ-AM

TOWER LOCATION

Los Angeles, California (License: Los Angeles)

ON THE DIAL

930 khz AM (Also simulcast on FM sister channel from Mount Wilson during first months of "Boss Radio" format.)

FORMAT

TOP 40 (CHR) (Actually "Top 30", a reduced playlist)

TOWER DESCRIPTION

2 self-standing towers.

TRANSMITTER SITE

Art-deco building with "KHJ" in illuminated letters in vertical position at front of building, on the northwest corner of Venice and Fairfax in southwest Los Angeles. (Sign now demolished. Major additions have been added to original transmitter building.)

MEMORABLE PERSONALITIES

Johnny Mitchell
Gary Mack
Bobby Tripp
Roger Christian
Harvey Miller ("Humble Harv")
Dick Sainte
Bill Wade
Dave Hull (1985, 1986 at the very end of 93/KHJ)

MEMORABLE YEARS

1965 through 1971

NOTABLE MEMORABILIA

The first few 93/KHJ "Boss 30" survey folders on the heavier card stock were the best. Look for the "G" for RKO General above the "J". These were the best. Also the colorful KHJ RULES "Eagle" stickers. We have the old "93KHJ" license plates on our personal car, obtained after the station gave them up.

TODAY

93/KHJ became KRTH-AM in January, 1986. It exists today in an "Early Gold" format.

SPECIAL NOTE

93/KHJ was a revolutionary station programmed by Bill Drake, as he reduced the traditional playlist to 30, tightened the jingles and de-emphasized the personalities. It became the flagship station for his legendary "Boss Radio" format, highly influential upon its debut in April, 1965.



JOHNNY MITCHELL **Boss Radio Goes** **For A Holiday!**

Not to Yosemite or Pismo Beach...but to the swinger who used the air name of "Johnny Holiday" to turn San Diego on its ear. Transformed by Boss Radio back to Johnny Mitchell, this extremely cool young man is rapidly proving that a rose by any other name is still a grabber.

Listed by Billboard as the "No. 1 DeeJay in San Diego", Johnny also wore the hats of Music Director and Program Director during his four year stay on the border. But even all this wasn't enough; he also organized and appeared in a special May Company promotion that broke all records for listener attendance... was a syndicated account announcer for the Tijuana bullfights... organized and directed promotion for visits by groups such as the Dave Clark Five.

In short, he's come a long way since the day his claim to fame was setting the current world record of 195 "stay-awake" hours at WYDE in Birmingham. But he's still just about the most wide-awake salesman in Southern California...and he's selling for you from 6 to 9 p.m. on Boss Radio!

He's going for Number One...
why don't you join him!

93/KHJ 
BOSS RADIO





★ ★ ★ ★ ★ ★ ★ ★ ★ ★

ROBERT W. MORGAN
They Wake Up With The
Rooster From Wooster

It is safe to say that Wooster (Ohio) College has never been one of the really big names in Southern California radio... ranking somewhere between cumquats and Lake Ontario. But the Wooster Meteor has taken over the 6 a.m. to 9 a.m. wake-up chores on Boss Radio, and things are looking up!

Robert W. has sandwiched a remarkable radio career between campus days and his entry to Hollywood. In four major stations, he has scored No. 1 in every segment in which he has appeared. Most recently the leading fog-clearer in San Francisco, he now grabs the dial at 93 first thing in the morning, and just doesn't let go.

Primarily, though, Bob works at being a smooth vehicle for *sales*. If you're not getting your share of worms, let this swinging early bird give you a boost.

93/KHJ 
BOSS RADIO

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

HIT BOUNDS

(ON THE WAY UP)

HELP Beatles Capitol	
NOTHING BUT HEARTACHES Supremes Motown	
WHO'LL BE THE NEXT IN LINE Kinks Reprise	
ANNIE FANNY Kingsmen Ward	
I DON'T BELIEVE Gilloteens HAR	
IT'S THE SAME OLD SONG Four Tops Motown	
JU JU HANG Sam the Sham & Pharoahs MGM	
SLEEP AND DREAM Earl Dean/Smith Imperial	
I PUT A SPELL ON YOU Nina Simone Philips	
I WANT CANDY Strangeloves Bang	

WIN \$1000.00 IN CASH!!!

Guess Next Week's Ten Top Tunes from the Boss 30 coming July 21. Enter by postcard to "TOP TEN JACKPOT," Box 38-905, Hollywood. Entries must be postmarked no later than July 20. Non-stop contests on Boss Radio!

93/KHJ
BOSS RADIO
IN LOS ANGELES

BOSS 30
FROM 93/KHJ



93/KHJ's THE REAL DON STEELE

HIT BOUNDS

(ON THE WAY UP)

LAUGH AT ME Sonny Atco	
TAKE ME FOR A LITTLE WHILE Evie Sands Blue Cat	
(MY GIRL) SLOOPY Little Caesar Mala	
HANG ON SLOOPY The McCoy's Bang	
YOU'VE BEEN IN LOVE TOO LONG Martha & The Vandellas Gordy	
HOUSTON Dean Martin Reprise	
DANGER HEARTBREAK AHEAD The Marvelettes Tamla	
GIVE ALL YOUR LOVE TO ME Gerry & The Pacemakers Laurie	
YOU'VE GOT YOUR TROUBLES The Fortunes Press	
OUT OF OUR HEADS (LP) The Rolling Stones London	

WIN FREE BEATLE TICKETS!

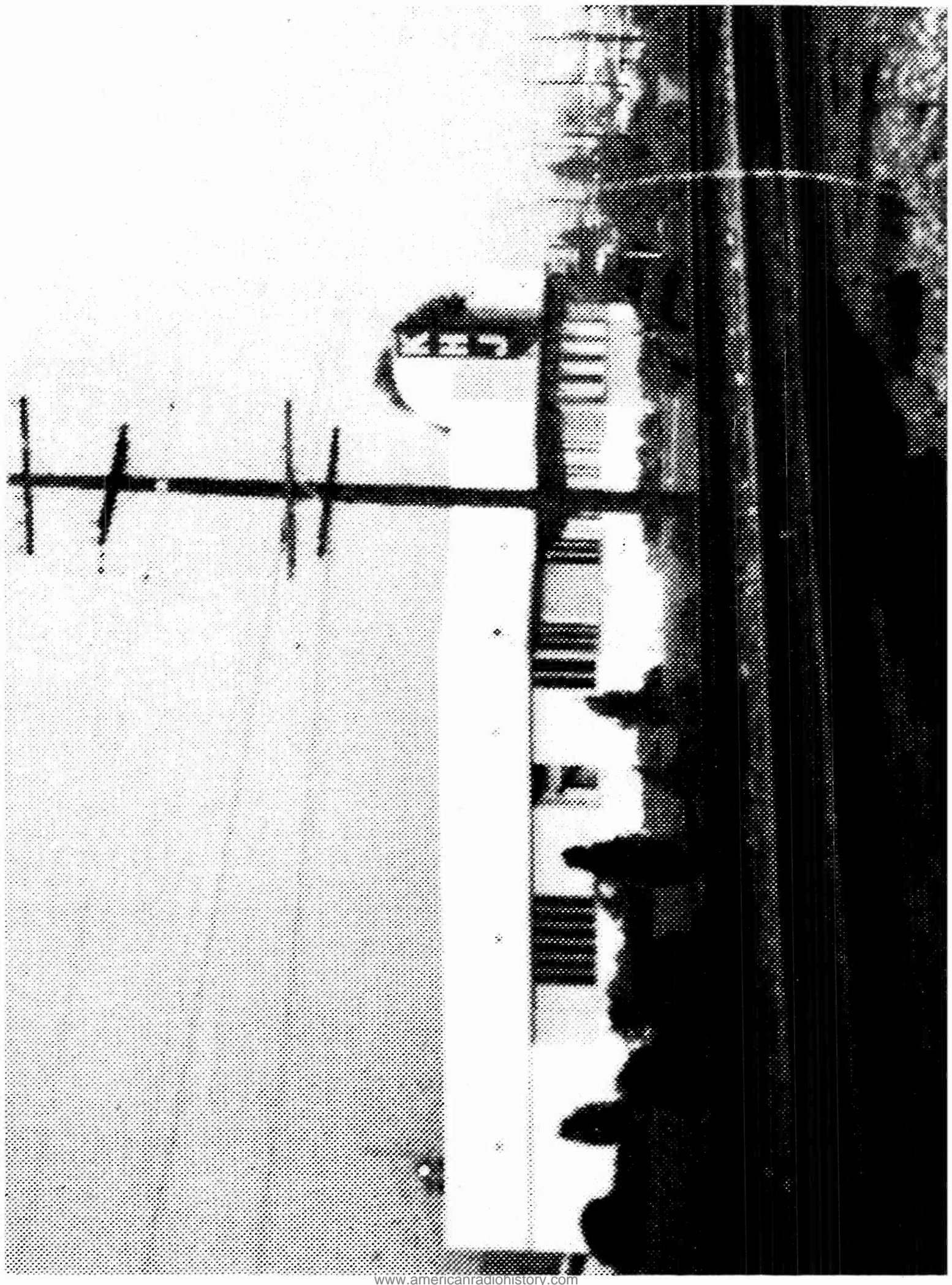
KHJ has hundreds of FREE tickets to see the Beatles at the Hollywood Bowl. You can win . . . send your name, address and phone number, on a postcard to: FREE BEATLE TICKETS, Box 38-130, Hollywood. Then just keep listening to Boss Radio and be our guest to see the Beatles at the Bowl!

93/KHJ
BOSS RADIO
IN LOS ANGELES

BOSS 30
FROM 93/KHJ



93/KHJ's GARY MACK



HIT BOUNDS

(ON THE WAY UP)

RIDE AWAY	Roy Orbison	MGM
SINCE I LOST MY BABY	The Temptations	Gordy
EVERYONE'S GONE TO THE MOON	Jonathan King	Parrot
ONE LONESOME ROSE	Ray Peterson	MGM
I DON'T WANNA LOSE YOU BABY	Chad and Jeremy	Columbia
I'LL MAKE ALL YOUR DREAMS COME TRUE	Ronnie Dove	Diamond
THE WAY OF LOVE	Kathy Kirby	Parrot
MOHAIR SAM	Charlie Rich	Smash
WITH THESE HANDS	Tom Jones	Parrot
THE IN CROWD	Ramsey Lewis	Argo

BUY BOSS BARGAINS!

UNBELIEVABLE BUT TRUE! Buy a Surfboard for 18¢ . . . a brand new Honda for 23¢ . . . a \$100.00 bill for 10¢ . . . albums from 2¢ to 9¢ . . . and many, many more incredible bargains. **KHJ's SUMMER CLEARANCE SALE** is happening every hour on Boss Radio!

93/KHJ
BOSS RADIO
IN LOS ANGELES

BOSS 30
FROM 93/KHJ



93/KHJ's JOHNNY MITCHELL

HIT BOUNDS

(ON THE WAY UP)

EVERYBODY LOVES A CLOWN	Gary Lewis	Liberty
POSITIVELY 4th STREET	Bob Dylan	Columbia
NOT THE LOVIN' KIND	Dino, Desi and Billy	Reprise
BABY BLUE	The Beckett Qu'ntet	Gemcor
TAKE ME IN YOUR ARMS	Kim Weston	Gordy
RIGHT NOW AND NOT LATER	The Shangri-Las	Red Bird
CARA-LIN	The Strangeloves	Bang
THAT'S ALL I AM TO YOU	Roy Char'es	ABC-Paramount
I FOUND MY PLACE	Reparata	World Artists
THE SUN AIN'T GONNA SHINE	Frankie Valli	Smash

WIN BOSS BREAD!

Play "Jock In The Box" every hour with with the BOSS Jocks. Win from \$9.30 to \$93.00! and keep it on KHJ for the World Premier of Sonny and Cher's latest sound on your official Sonny and Cher station. Also . . . standby for a big announcement about the Rolling Stones . . . and more surprises from . . .

93/KHJ
BOSS RADIO
IN LOS ANGELES

BOSS 30
FROM 93/KHJ



93/KHJ's ROGER CHRISTIAN



93/KHJ's JOHNNY WILLIAMS

Soother-and-Salesman to Insomniacs Anonymous

'Neath this puckish grin lurks the soul of a true "night person"... who aptly enough directs Boss Radio from midnight till dawn. John left his home town of Fort Scott, Kansas at the age of five... as soon as he realized that agrarian night life left something to be desired. Since that time, he has gazed into the neon signs of progressively more lively towns such as Tucson, Portland, Phoenix and Denver.

Now, a recent and extremely successful graduate of Denver's No. 1 station, John combines your business with his pleasure to give Los Angeles night people the warm, smooth and happy sound of a swinger who has finally found his territory.

Use him to help pass the sleepless Southern California nights.

93/KHJ
BOSS RADIO

93/KHJ
BOSS RADIO



SAM RIDDLE Pied Piper of The Lively Ones

Without a doubt the hottest personality in the Southern California discotheque set, Sam adds Boss Radio to his already overpowering performance record. Long the prime seller in Los Angeles TV, and holder of top ratings in the heyday of both KRLA and KFWB, this transplanted Texan is again coolly showing his well-shod heels to the pack.

Host of his own "Ninth Street West" and "Hollywood A-Go-Go" on the tube, Sam has a sound that delivers... there isn't a young adult in Southern California that isn't hip to that mellifluous voice. Riddle's regiments respond to the sound of Boss Radio from nine p.m. till midnite, and you're invited to join them.

Forward March!

BOSS 30
FROM 93/KHJ



93/KHJ's ROBERT W. MORGAN

93/KHJ
BOSS RADIO
IN LOS ANGELES



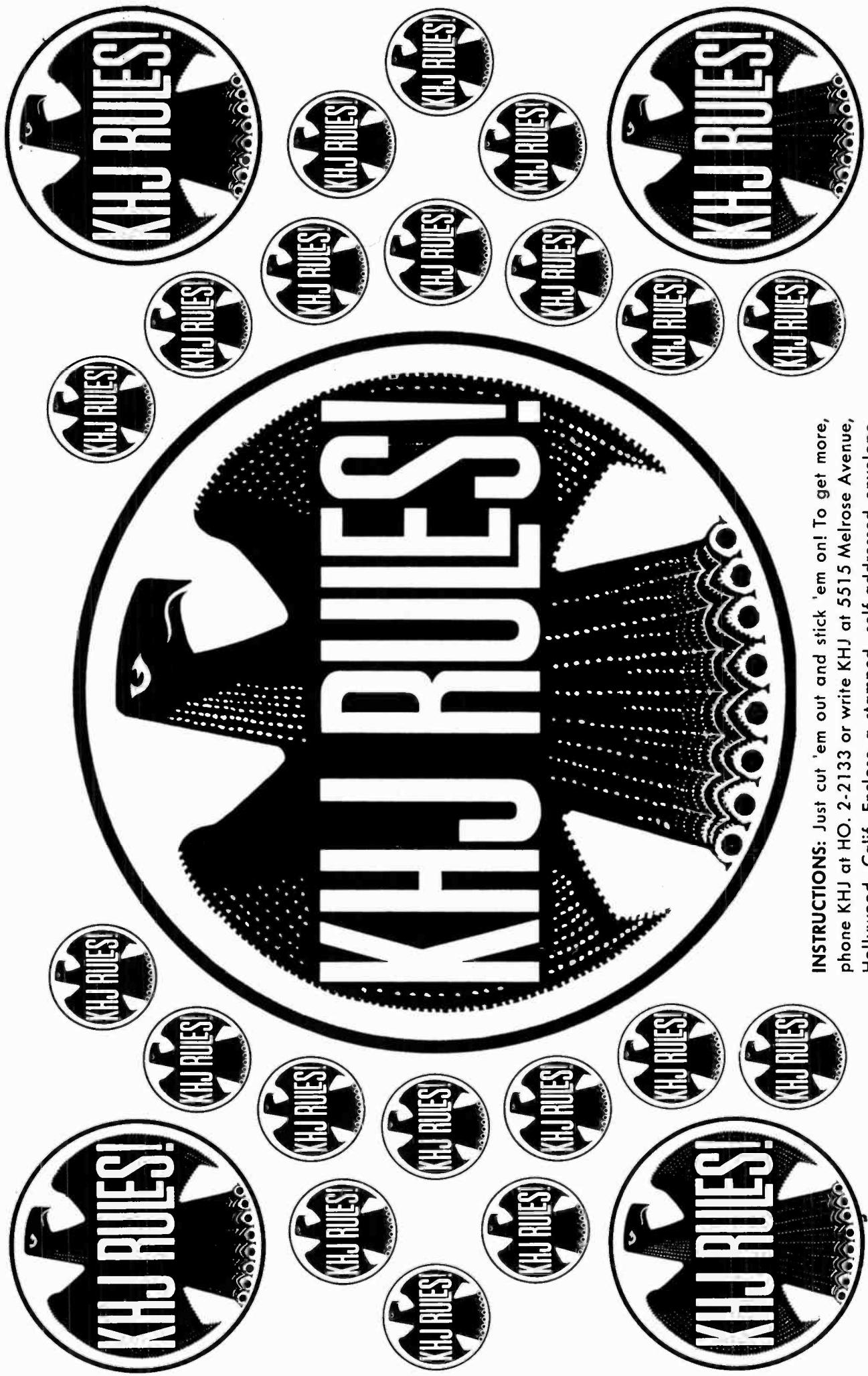
Bill Drake

**Johnny
Mitchell**
6-9 pm



"Mighty Good Music!"

93/KHJ
BOSS RADIO



INSTRUCTIONS: Just cut 'em out and stick 'em on! To get more, phone KHJ at HO. 2-2133 or write KHJ at 5515 Melrose Avenue, Hollywood, Calif. Enclose a stamped, self-addressed envelope.

BOSS HIT BOUNDS

STRAWBERRY FIELDS FOREVER/
PENNY LANE
The Beatles Capitol
UPS AND DOWNS
Paul Revere & The Raiders Columbia
IT TAKES TWO
Marvin Gaye & Kim Weston Tamla

YOU AND A GUEST CAN BE AT KHJ'S

HUMBLE HARVE HELLO HAPPENING!

IT'S AT THE HOLLYWOOD PALLADIUM

FEBRUARY 18TH * BE OUR GUEST...

BE FIRST TO CALL THE BOSSLINE WHEN

YOU HEAR THE HUMBLE HARVE SINGERS.

93/KHJ
BOSS RADIO
IN LOS ANGELES

BOSS 30
FROM 93/KHJ



KHJ presents HUMBLE HARVE and his Boss Bag of sounds! Dig him from 6-9 p.m.!

BOSS HIT BOUNDS

THE GIRL I KNEW SOMEWHERE
The Monkees Colgems
AT THE ZOO
Simon & Garfunkel Columbia
GONNA GIVE HER ALL THE LOVE I'VE GOT
Jimmy Ruffin Soul

COME FLY WITH THE BOSS JOCKS TO

ACAPULCO
LONDON
TAHITI
RIO
PARIS
JAMAICA
HAWAII

YOU AND YOUR GUEST ZOOM AWAY ON
THE TRIP OF A LIFETIME WITH YOUR
FAVORITE BOSS JOCK! GET SET TO JOIN
BOSS RADIO'S

JET SET!
93/KHJ
BOSS RADIO
IN LOS ANGELES

BOSS 30
FROM 93/KHJ



KHJ presents THE BOBBY TRIPP SHOW daily from 12-3 pm

BOSS HITBOUNDS

LIVING IN A WORLD OF MAKE BELIEVE
Good & Plenty Senate
LET THE HEARTACHES BEGIN Warner Bros.
Long John & Baldry
GOOD COMBINATION
Sonny & Cher
Atco

KHJ RADIO
WANTS TO MAKE YOUR
Christmas Wish
COME TRUE!

SEND YOUR CHRISTMAS
WISH TO: BOX 38-190
HOLLYWOOD. BE SURE
TO INCLUDE YOUR PHONE
NUMBER. THEN KEEP

IT ON...
93/KHJ
BOSS RADIO
IN LOS ANGELES

93/KHJ BOSS30



DIG THE ALL NEW CHARLIE TUNA
SHOW, 9 A.M. TO NOON

93/KHJ BOSS30



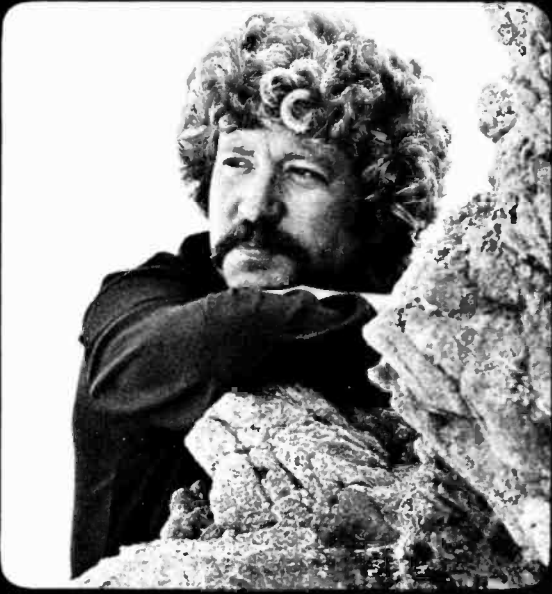
DIG 93/KHJ'S TOM MAULE 9-MIDNIGHT

THERE'S A CHANCE EVERY HOUR
FOR YOU TO

"BREAK THE BANK"

93/KHJ
BOSS RADIO
IN LOS ANGELES

93/KHJ THIRTY



DICK SAINT MAKES YOUR WEEKEND WONDERFUL.
TURN HIM ON SUNDAYS FROM 9 TILL 3
ON THE BIG 93!

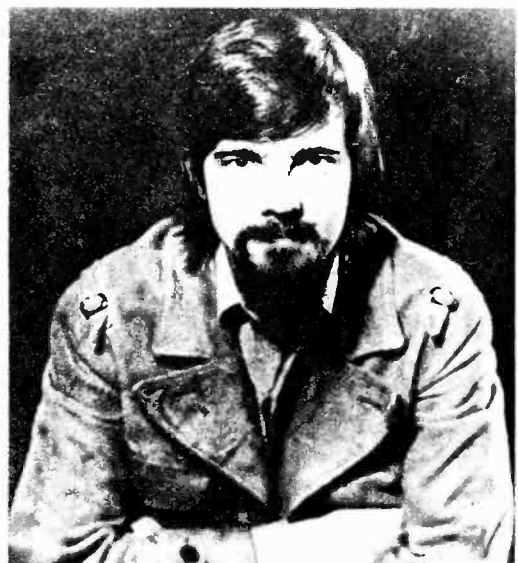


BILL WADE SERVES UP A MORNING MENU OF
MUCH MORE MUSIC FROM NINE TO NOON
EVERY DAY ON THE BIG 93!



BOBBY TRIPP

93 KHJ



JOIN THE LARGEST MORNING RADIO AUDIENCE
IN SOUTHERN CALIFORNIA WITH
CHARLIE VAN DYKE . . . 6 to 9 A.M.

CALL LETTERS

KFWB

TOWER LOCATION

Lincoln Heights (Los Angeles), California (License: Los Angeles)

ON THE DIAL

980 khz AM

FORMAT

TOP 40/MOR Blend

TOWER DESCRIPTION

3 guy-wire towers

TRANSMITTER SITE

On the northwest corner of Indiana and Multnomah bordering (east of) Soto Street. The building is also used by KLAC 570 khz AM. The original site was on Hollywood Boulevard in Hollywood (self-standing towers on roof adjacent to Warner Theater still stand), and the second site (now demolished) was by the present Fedco store on South La Cienega. KFWB began transmitting from the Indiana Street site in approximately 1960-'61.

MEMORABLE PERSONALITIES

Elliot Field (with voice character, Tex)

Don MacKinnon (probably the best over all. A true legend)

Steve Woodman (He should have been given a "starting lineup" position.)

Hal Pickens ("The Coast Is Clear, Dear")

Jack Hayes

Charlie Brown (with his pre-teen daughter in studio with him)

Hal Murray ("The Murray-Go-Round")

Bob Hudson (4 to 7 pm right up to the end of the music format in 1968)

MEMORABLE YEARS

Late Summer and Fall, 1961 (sister-station superstars brought in)

Early 1965 to mid-1965; Summer, 1967; All-male jingles in Summer, 1966

NOTABLE MEMORABILIA

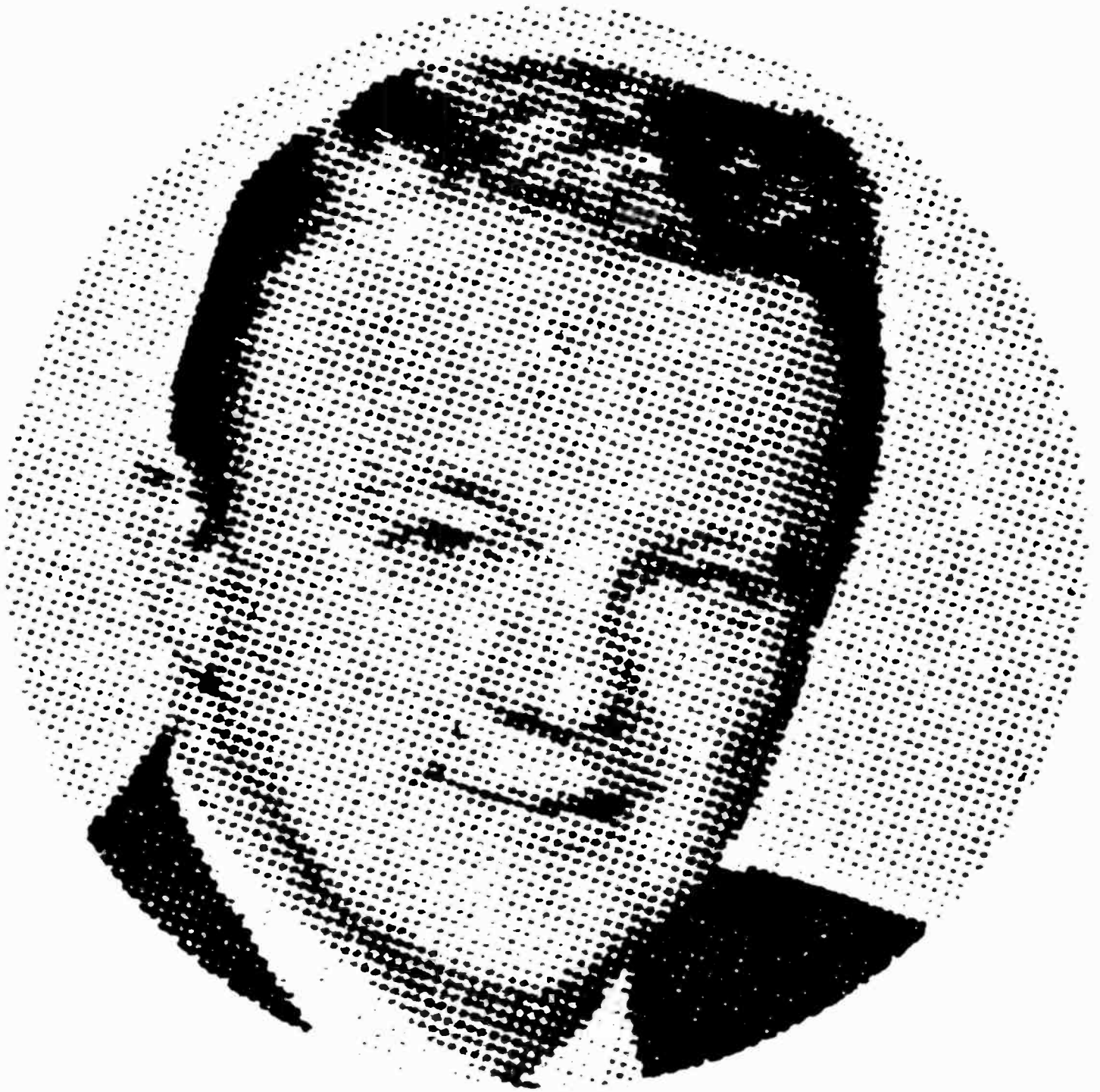
"Fab Forty" survey folders. The best ones were from 1961 with great photo circles of the personalities. KFWB Hitline newspapers. The best were from 1965 before the newspaper format change.

TODAY

All-news format.

SPECIAL NOTE

KFWB was the first real "TOP 40" station in Los Angeles, blending TOP 40, MOR and very individualistic personalities. The format "Color Radio" was legendary, appealing to adults and teenagers.



DON FRENCH

Channel
98



KFW·B



HAL MURRAY

Channel
98



KFWB



CHARLIE BROWN

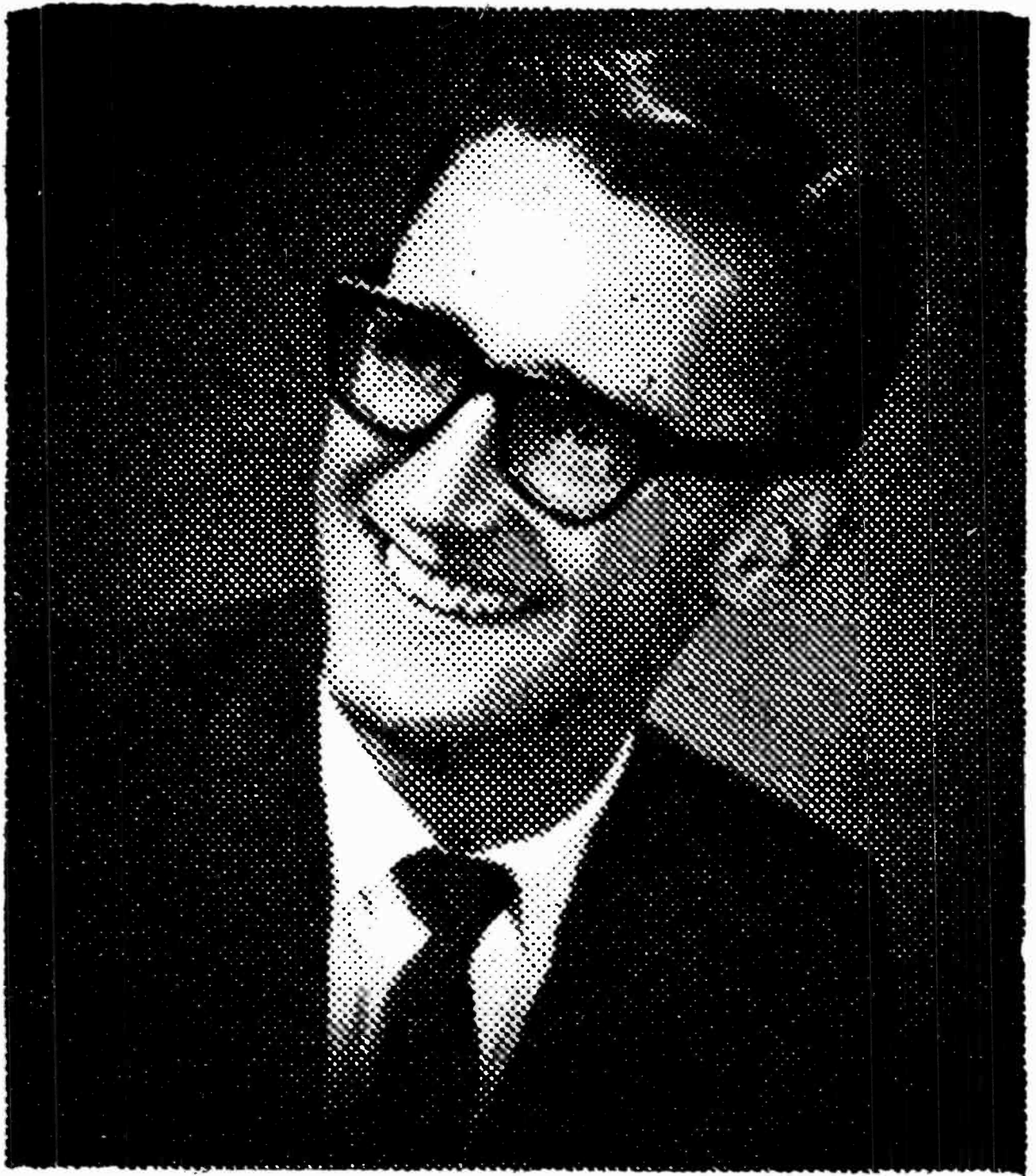
12:00 Noon-



3 00 P M

KFWB

Channel
98



BILL TAYLOR

Channel
98



KFW-B



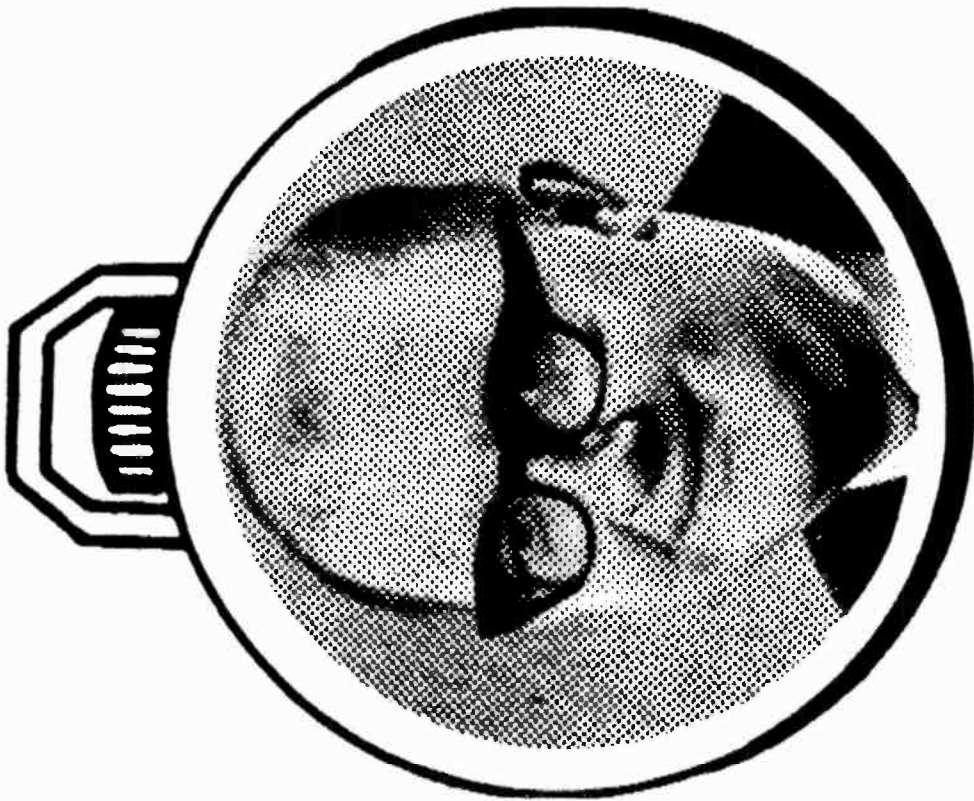
I'm one of them

KFWB

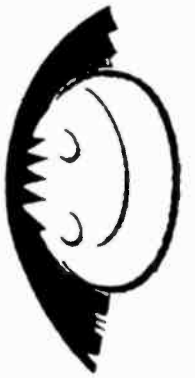
"Good Guys"

TED RANDAL

9:00 - 12:00 NOON



Channel
98



KFWB

my mommy listens to
Channel
98 **KFWB**



ELL OT
FIELD
3PM-6PM

*Hi,
Elliot
K.F.W.B.
Field*



ELLIOT FIELD

KFWB

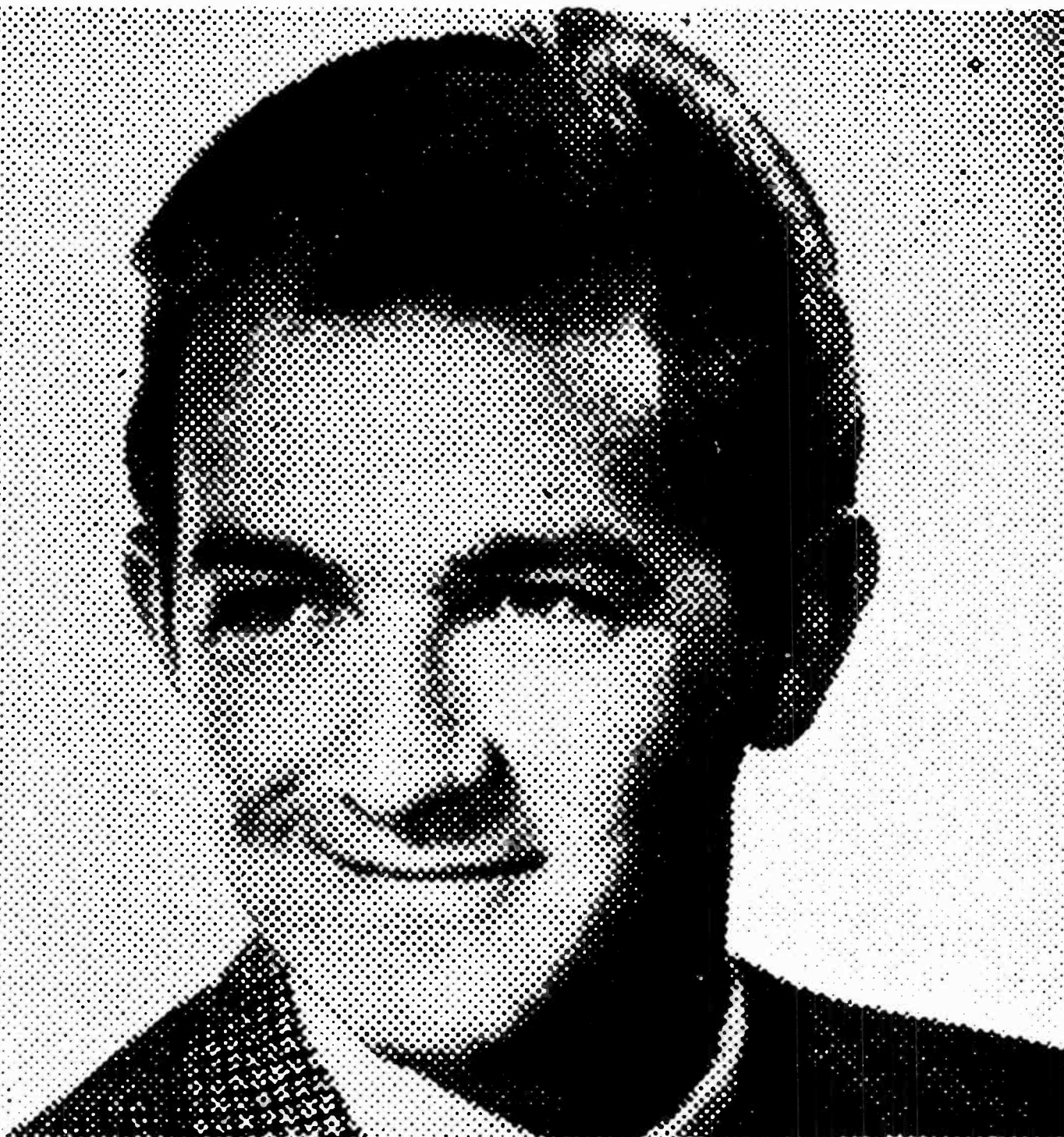


Channel
98



JOHNNY G

Sun. 5:00 - 9:30 P.M.



HAL PICKENS
KFWB (9-NOON)

Don MacKinnon

PROGRAM



KFWB TURNS YOU ON TO THE WONDERFUL WHACKY WORLD OF DON MacKINNONNNNNN

the madcap wizard of 98. This anything but simple Simon holds forth from noon to three p.m., capturing a vast Southern California daytime audience with dash, whimsy, and organized verbal mayhem. Don is a walking success story: his on the air sales proficiency has consistently made him the master of his client's wishes... and ensured his place as a top radio personality in all major markets where he has appeared. MacKinnon's checkered past — a past replete with satisfied clients, increased sales, and listener popularity — follows him to KFWB, and he gives every indication of continuing to indulge his wicked, wicked ways on KFWB.

A MacKinnon commercial is a thing of wonderment to hear...

Want a zany delivery? MacKinnon delivers — with wild tracks, original wit. Need the creative touch? MacKinnon shines with imagination and creativeness.

The serious approach? MacKinnon adds a sincere and believable element.



CROWELL COLLIER BROADCASTING CORPORATION



6419 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIF. HO 3 5151

Represented nationally by BLAIR RADIO



JACK HAYES



STEVE WOODMAN
(SUNDAY 5-9:30 P.M.)

Channel
98



KFWB

CALL LETTERS

KRLA

TOWER LOCATION

(South) El Monte, California (License: Pasadena, Los Angeles suburb)

ON THE DIAL

1110 khz AM

FORMAT

TOP 40 (CHR) 1959 through September, 1971

TOWER DESCRIPTION

6 guy-wire towers, 4 with red lights on top

TRANSMITTER SITE

825 North Lexington-Gallatin Road, near the intersection of Santa Anita (Tyler) Avenue and the Pomona (60) Freeway. A horse pasture bordering the freeway by Legg Lake and Whittier Narrows County Park area.

MEMORABLE PERSONALITIES

Dave Hull ("The Hullabalooer")

Bob Hudson ("Beautiful Bob", "Emperor Hudson")

Bob Dayton

Tom Murphy ("World Famous")

Frosty Harris ("Frosty the Showman")

Dick Biondi ("The Ugliest and Skinniest Disc Jockey in the World")

MEMORABLE YEARS

1964 through 1967 ("Original Beatle Station", "All-Request Radio")

1970, 1971

NOTABLE MEMORABILIA

Teen Topper survey strips. Gathers No Moss newspapers. KRLA Beat newspapers. 1971 survey folders.

TODAY

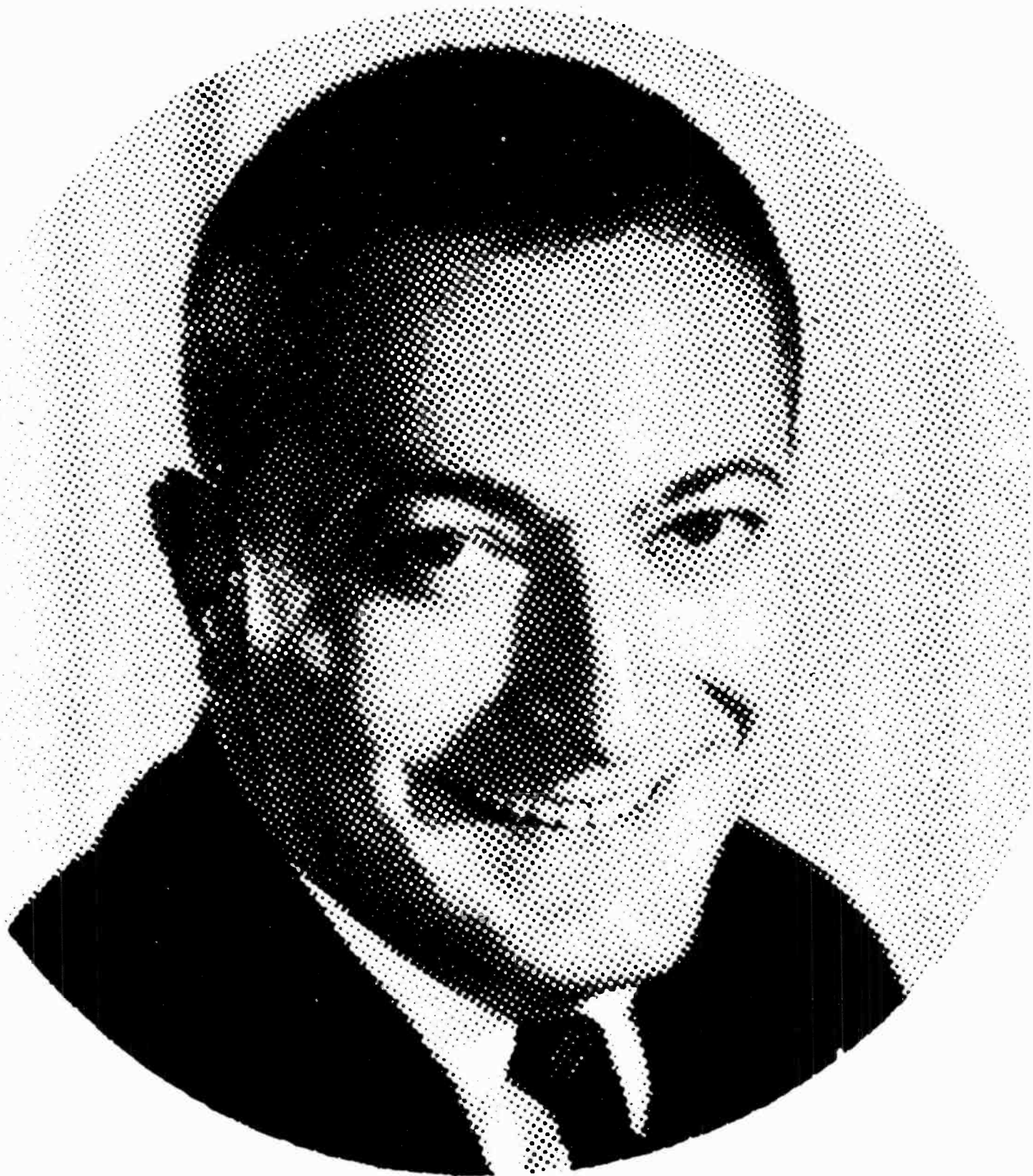
The transmitter site was moved to Irwindale (Longden at Myrtle) in late 1986. Gold format.

SPECIAL NOTE

Our first book, Dream-House, told the story of the first 30 years of this station and how it was the soundtrack to our life. KRLA was "Beatle Radio" and had a magic that made it very close to the listeners. Being a suburban station in both transmitter site and studios, it was very accessible to its audience.



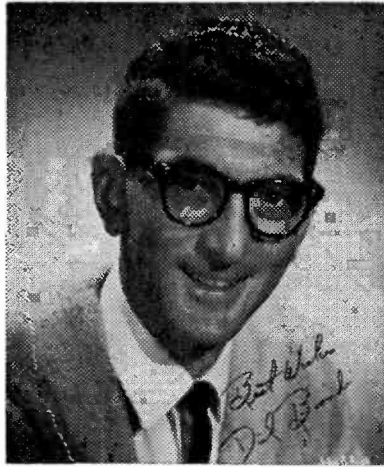
COUNTERCLOCKWISE: DICK BIONDI, BOB EUBANKS, CASEY KASEM, JOHNNY HAYES, "PAT MOORE", DAVE HULL, CHARLIE O'DONNELL, BILL SLATER



FROSTY HARRIS



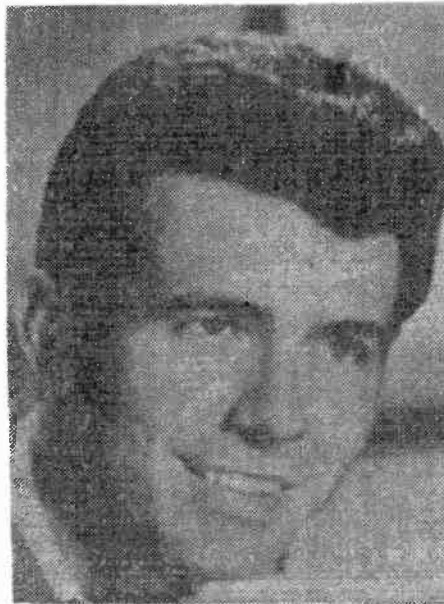
TED QUILLIN
KRLA DJ



DICK BIONDI

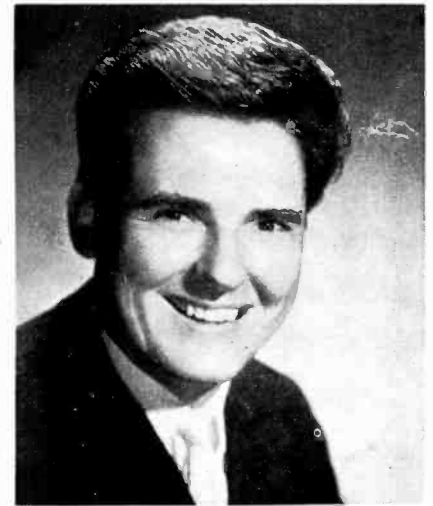


LISTEN FOR SCUZY,
NO-GOOD RAT FINK
DAVE HULL



BOB EUBANKS

9 - NOON



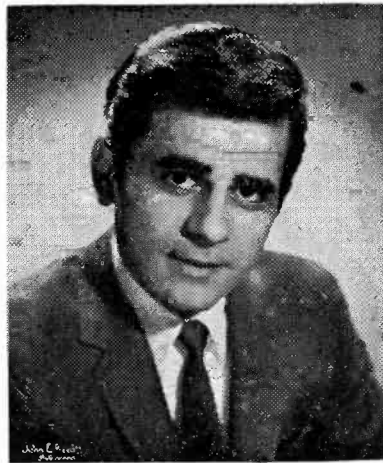
ARLEN SANDERS
KRLA DJ



BOB FOSTER



GARY MACK



CASEY KASEM



Charlie "O"

Bobby Dale

REQUESTS
RYLE
KRLA



Bobby Dale



BILL SLATER

KRLA



Jim Wood

JIM WOOD

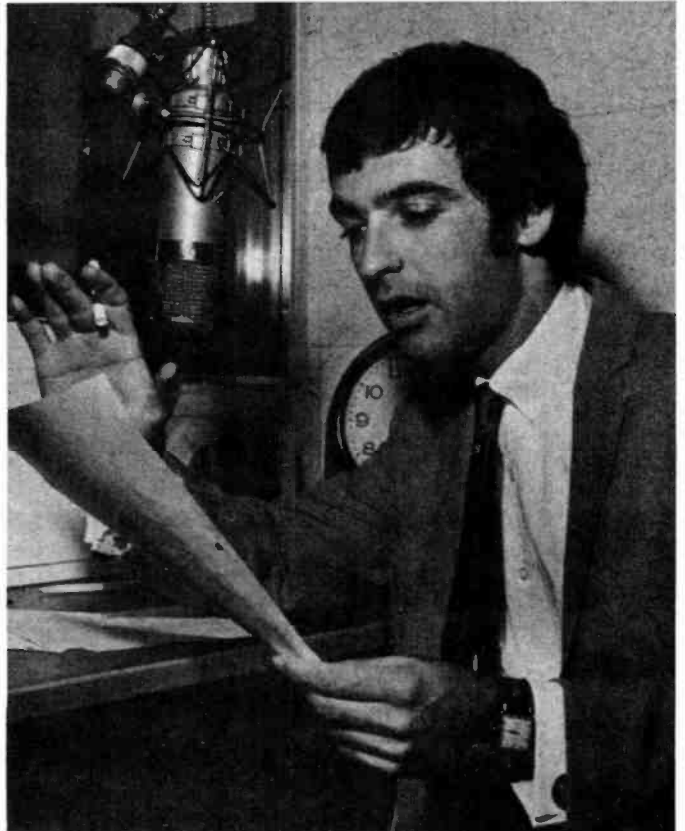
NEW KRLA PHOTO ALBUM



DAVE HULL



RHETT HAMILTON WALKER I



JOHNNY HAYES

New KRLA Photo Album



REB FOSTER



BOB DAYTON



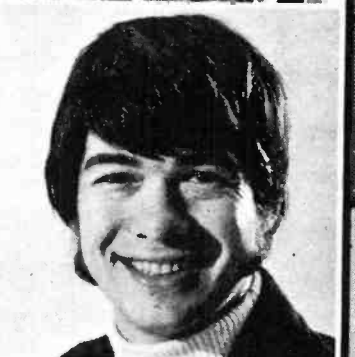
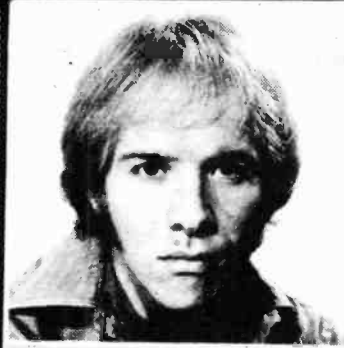
JIM WOOD



CASEY KASEM

A

B



1

2

3

4

- 1A Russ O'Hara 6-9 p.m.
- 1B Bob Dayton 9-12 Mid.
- 2A Don Burns Noon-3:00 p.m.
- 2B Dick Sainte 3-6 p.m.
- 3A Jay Stevens 6-9 a.m.
- 3B Johnnie Darin 9-12 noon
- 4A Johnny Hayes Midnight-6 a.m.
- 4B Gary Marshall Sunday 6:30-8:30 a.m. 9-12 noon



MAGIC MORNING MOUTH. JAY STEVENS—6:00 TO 9:00 AM ON KRLA



MOTHER'S LITTLE HELPER. JOHNNIE DARIN 9:00 AM to NOON on KRLA

KRLA PRESENTS
JAY STEVENS



6 AM to 9 AM
KRLA-1110

KRLA PRESENTS
JOHN NYHAGES



KRLA-1110
Midnight-6 AM

KRLA PRESENTS
MADDOE STEVENS



KRLA-1110
3 to 6 PM

KRLA PRESENTS
JOHNNIE DAVIS



KRLA-1110
9 AM-12 NOON


KRLA PRESENTS
RUSS O'HARIS



KRLA-1110

KRLA PRESENTS

Bob Dayton




KRLA-1110
3 to 6 PM

*The Music in
 Los Angeles*

KRLA PRESENTS

**DAVE
 DIAMOND**




KRLA-1110
6 to 9 PM

*The Music in
 Los Angeles*

KRLA PRESENTS

**JOHNNIE
 DARIN**



KRLA-1110
Midnight - 6 AM

*The Music in
 Los Angeles*



"WORLD FAMOUS" TOM MURPHY

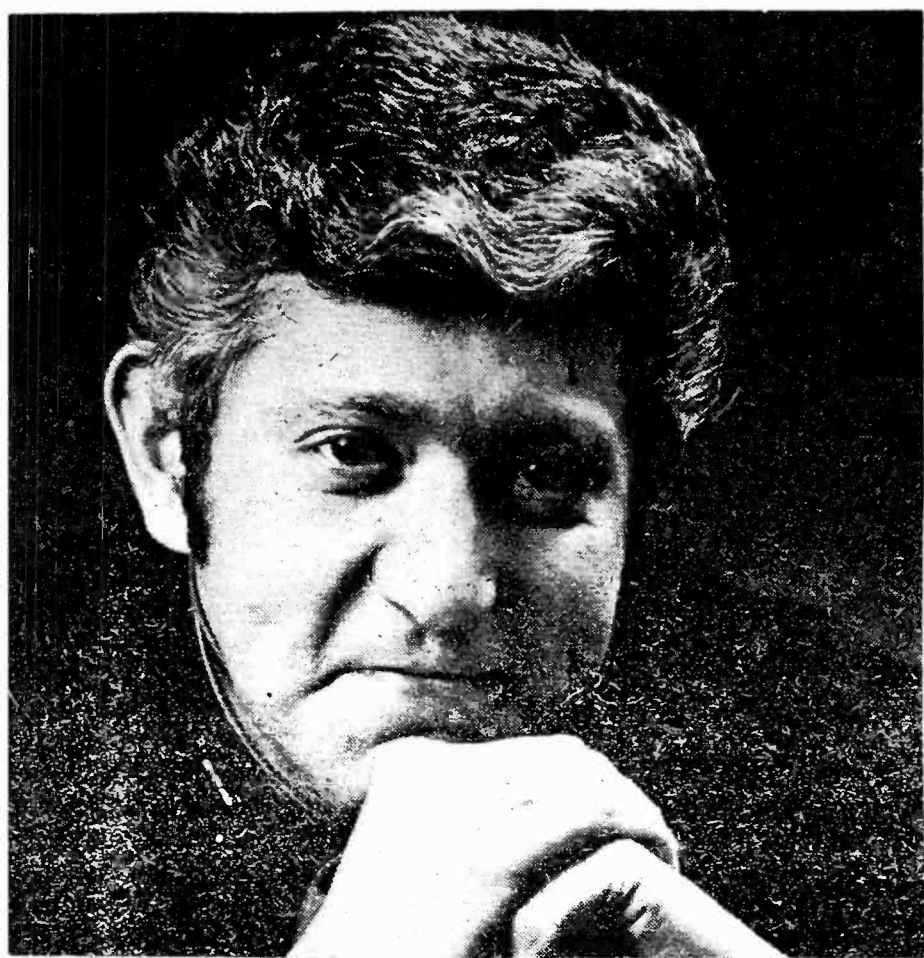


KRLA PRESENTS

**DON
BURNS**



**KRLA-1110
NOON-3 PM**



DICK SAINTE
Afternoons 3:00 till 6:00 on KRLA

KRLA PRESENTS

**DICK
SAINTE**



**KRLA-1110
3 to 6 PM**

CALL LETTERS

KWOW

TOWER LOCATION

Pomona, California (License: Pomona)

ON THE DIAL

1600 khz AM

FORMAT

Gold (The station switched to Gold in 1972 after a long-time Country format.)

TOWER DESCRIPTION

1 guy-wire tower with red light, 1 small guy-wire tower without.

TRANSMITTER SITE

South Mills and Olive in southwest Pomona. The tower can be seen directly north of the Pomona Freeway (60). The studios are in the transmitter and office building, through the glass window right inside the lobby door.

MEMORABLE PERSONALITIES

John Fritz (a holdover from the Country format)
Bill Williams (a holdover from the Country format)

MEMORABLE YEARS

1972 through 1987

NOTABLE MEMORABILIA

Survey folders (before changeover to Gold in 1972); newspaper advertisements featuring pictures of the personalities.

TODAY

The station became KMNY, all-financial news and talk, in Spring 1987.

SPECIAL NOTE

Why is such a small station like this in this book? Because we liked it very much for its heavy emphasis on 1964 through 1972 Gold, our favorite era. Much 60's-era music all the time. One of our favorite musically programmed stations, one we miss today. We also liked how professionally the Country-oriented disc jockeys handled the switchover to a TOP 40 Gold format without missing a beat.



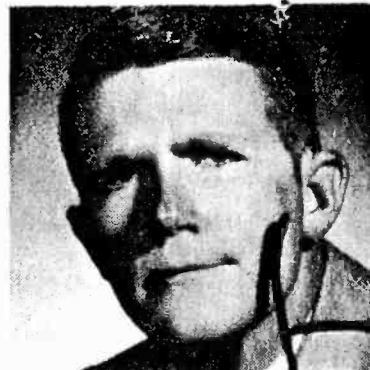
JOHN FRITZ

16K·WOW
AM MAGIC OLDIES RADIO

I'm back! Denis anyone?



Bill Williams, 6 to Midnight, is a Native Californian born in Pasadena. He was introduced to radio at the tender age of thirteen years when he acted as a spotter for baseball and football broadcasts. In college he majored in history and sociology. When not spinning records Bill likes to ski, fish and play tennis. Another one of his hobbies seems to be remaining a bachelor. He is also an accomplished guitarist and enjoys writing and arranging music.



MARK DENIS



CALL LETTERS

KBLA (KROQ in September, 1972)

TOWER LOCATION

Glendale, California (License: Burbank)

ON THE DIAL

1500 khz AM

FORMAT

TOP 40 (CHR)

TOWER DESCRIPTION

Self-standing "flag pole-style" towers, all lighted at tops

TRANSMITTER SITE

1250 Beaudry at the end of a fire road on the top of the Verdugo Mountains. The entrance to the fire road is near the golf course-country club in Montrose. The transmitter "rooms" are below the ground level, down a staircase, all subterranean, literally "underground".

MEMORABLE PERSONALITIES

William F. Williams ("IFIAFFI")
Harvey Miller ("Humble Harv")
Bob Hudson ("Emperor Hudson")
Steve Sands (KROQ)
Sam Riddle (KROQ)
Johnnie Darin (KROQ)

MEMORABLE YEARS

Summer, 1966 through Summer, 1967 (KBLA)
Fall, 1972 (KROQ)

NOTABLE MEMORABILIA

"Super In-tertainer" survey folders, 1966 and 1967. KROQ "Roq" survey folders, Fall, 1972.

TODAY

After a Spanish format in 1981, the frequency is now "dead". The towers remain, eerily standing in silence.

SPECIAL NOTE

KBLA never was able to catch on in L.A. even though it was loaded with top-rate personalities. After switching to Country (KBBQ) in 1967, the station tried a TOP 40 format in 1972 with KROQ and major-league personalities, including L.A. veteran, Sam Riddle. Due to a poor signal, the station switched to Spanish language and then signed off permanently.

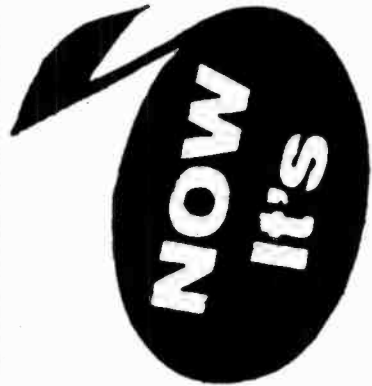


**Emperor Hudson
6AM - 9AM**



KBLA **15**
RADIO

where excitement and
music happens
24 hours a day!



Hal Pickens
9AM-NOON

KBBG 15
WALLER
RADIO

where excitement and

MUSIC happens

24 hours a day!



The George Cameron Station



Roger Christian
NOON-3PM

KBBG 15
WALLER
RADIO

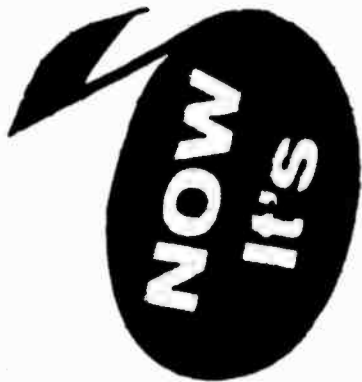
where excitement and

MUSIC happens

24 hours a day!



The George Cameron Station



**Humble Harv
9PM - Midnight**



KBIA RADIO **15**

where excitement and

ALL-AMERICAN happens
24 hours a day!



**Vic Gee
Midnight 'til Dawn**



KBIA RADIO **15**

where excitement and

ALL-AMERICAN happens
24 hours a day!



KBLA RADIO **5**

the **SUPER 30** RECORDS

OCTOBER 24, 1966



HAL PICKENS
9 A.M. - 12 NOON

Meet Another
KBLA SUPER iNtertainer!

Meet Another
KBLA SUPER iNtertainer!



BOB DAYTON

KBLA RADIO **5**



HUMBLE HARV
9 P.M. - MIDNIGHT



BOB DAYTON

Meet Another
KBLA SUPER iNtertainer!



Dave Diamond
3 PM-6 PM



KBLA RADIO **15**

where excitement and
entertainment happens
24 hours a day!

KBLA RADIO 15

the **SUPER 30**
RECORDS



DON ELLIOT

Meet Another
KBLA SUPER iNtertainer!

KBLA RADIO 15

the **SUPER 30**
RECORDS

SEPTEMBER 12, 1966



VIC GEE
MIDNIGHT 'TIL DAWN

Meet Another
KBLA SUPER iNtertainer!

KBLA RADIO 15

the **SUPER 30**
RECORDS

SEPTEMBER 19, 1966



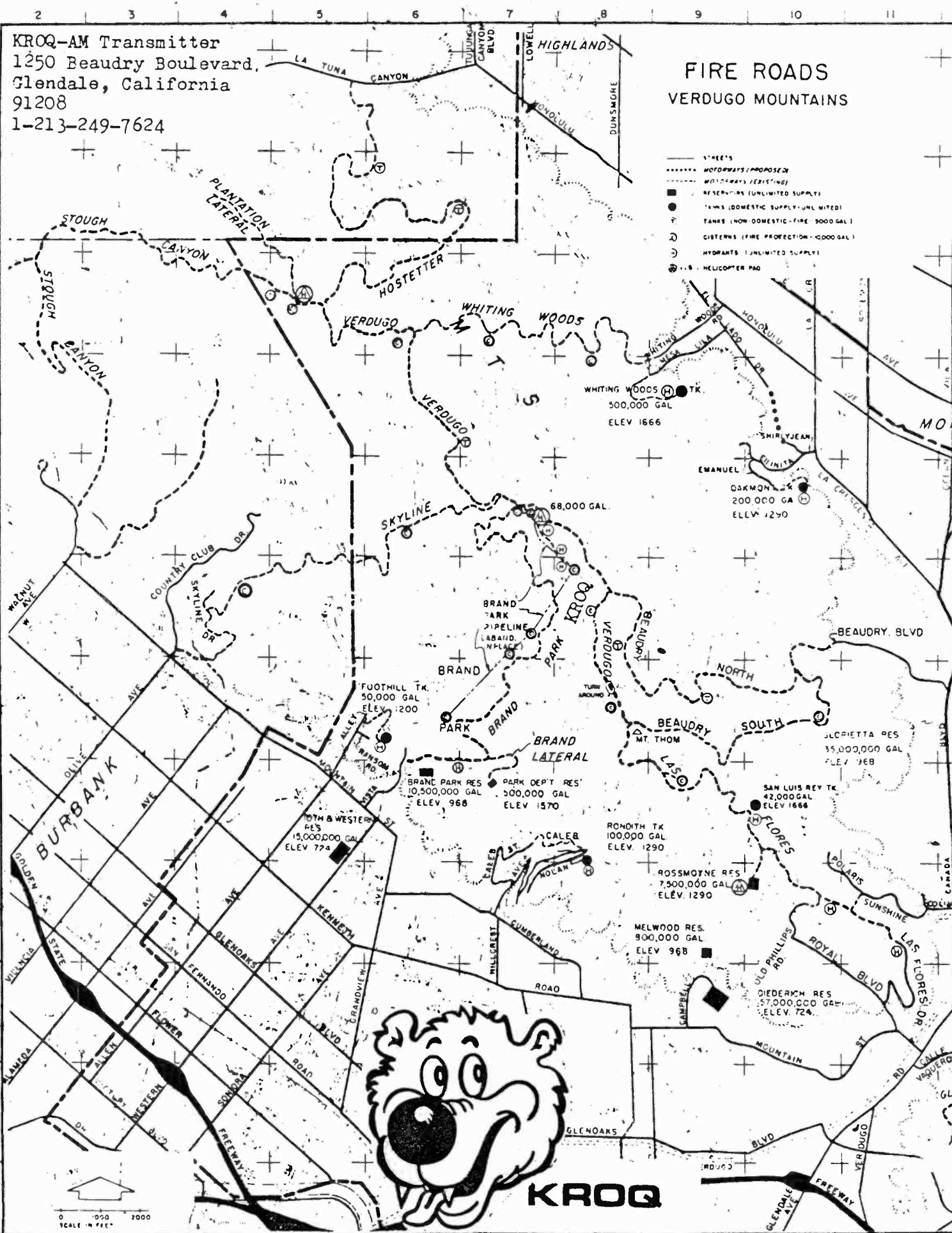
EMPEROR HUDSON
6 A.M. - 9 A.M.

Meet Another
KBLA SUPER iNtertainer!

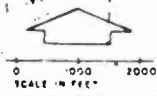
KROQ-AM Transmitter
 1250 Beaudry Boulevard,
 Glendale, California
 91208
 1-213-249-7624

FIRE ROADS VERDUGO MOUNTAINS

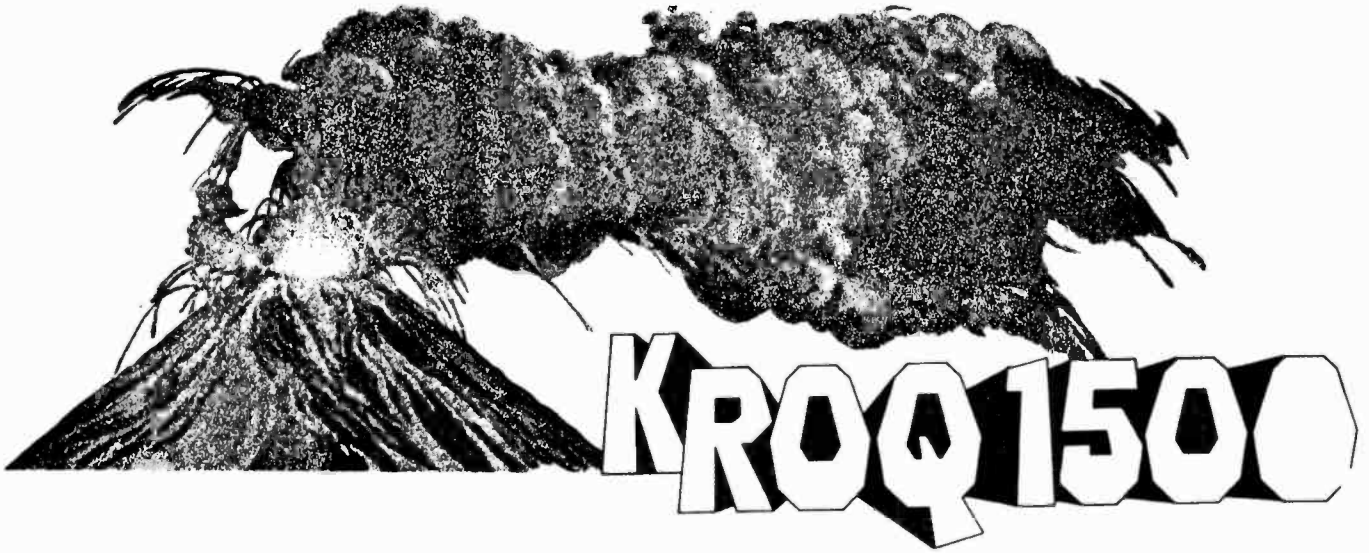
- STREET'S
- MOTORWAYS (PROPOSED)
- MOTORWAYS (EXISTING)
- RESERVOIRS (UNLIMITED SUPPLY)
- TANKS (DOMESTIC SUPPLY—UNLIMITED)
- TANKS (NON DOMESTIC SUPPLY—5000 GAL)
- CISTERNS (FIRE PROTECTION—5000 GAL)
- HYDRANTS (UNLIMITED SUPPLY)
- ⊙ HELICOPTER PAD



KROQ



10 000 watts days, 1,000 watts nights; 1500 kc. Directional. Operating schedule, 24-hours daily, PST.
www.americanradiohistory.com



DEC. 17-23, 1972



**JAY
STEVENS**

L.A.'S HOT ROQ



JOHNNIE DARIN



This music list is prepared on the basis of sales information and KROQ's opinion.

CALL LETTERS

KGBS-AM

TOWER LOCATION

Lynwood, California (License: Los Angeles)

ON THE DIAL

1020 khz AM (AM daytime only; sunset to sunrise on FM sister channel from Flint Peak, Flintridge)

FORMAT

Blend of MOR and TOP 40, some "talk" phone-in shows starting in 1971. (The station had been "beautiful music" in the early 1960's, then Country, then to contemporary format in 1968.)

TOWER DESCRIPTION

2 guy-wire towers

TRANSMITTER SITE

White-with-blue-trim building next door to old (KPOP and KFVD) transmitter building at the end of Courtland Street in Lynwood, right at the 7 (Long Beach) Freeway. The tower field is right up against the freeway. Lynwood facilities housed the transmitter, the studios, and the offices. (There was also a Western Avenue, Los Angeles, location.)

MEMORABLE PERSONALITIES

Bob Hudson
Ron Landry
Dave Hull
Bill Ballance
Pete Moss
Bob Morgan
Bob Kingsley (a holdover in 1968 from the Country format)
Steve Sands (Summer 1973)

MEMORABLE YEARS

1968 through 1973

NOTABLE MEMORABILIA

Bill Ballance "Feminine Forum" LP album (female call-in show excerpts), "Hudson and Landry" albums. Various newspaper ads from 1969 and 1970.

TODAY

Due to construction of the Century Freeway, the Lynwood transmitter site was demolished and a new transmitter building and many guy-wire towers were constructed in December, 1976, at the corner of 6th and Don Julian in the City of Industry. The call letters were changed then to KTNQ, a CHR format at first, now all-Spanish-language.

SPECIAL NOTE

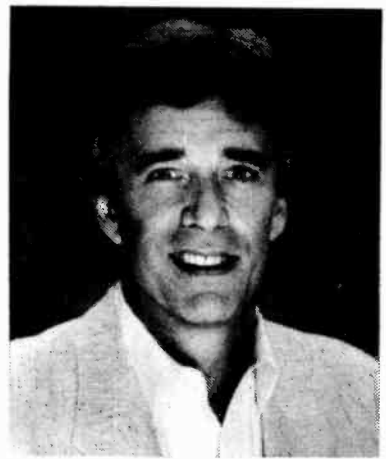
KGBS had programming geared to a female audience in a blend of MOR and TOP 40. KGBS also gave a "new beginning" to past Los Angeles greats as Bill Ballance, Dave Hull and Bob Hudson, where they excelled as never before. Also, the KGBS "Minuteman" news was first rate. Great jingles!



Hear DICK LYONS



DIAL



BOB KINGSLEY

*The
Sound
of Music*

50,000 Watts



1020

RADIO

KGBS



ROGER CHRISTIAN



KGBS
1020 **RADIO** **FM 97**

THE LOVE ANGELES MUSIC MACHINE

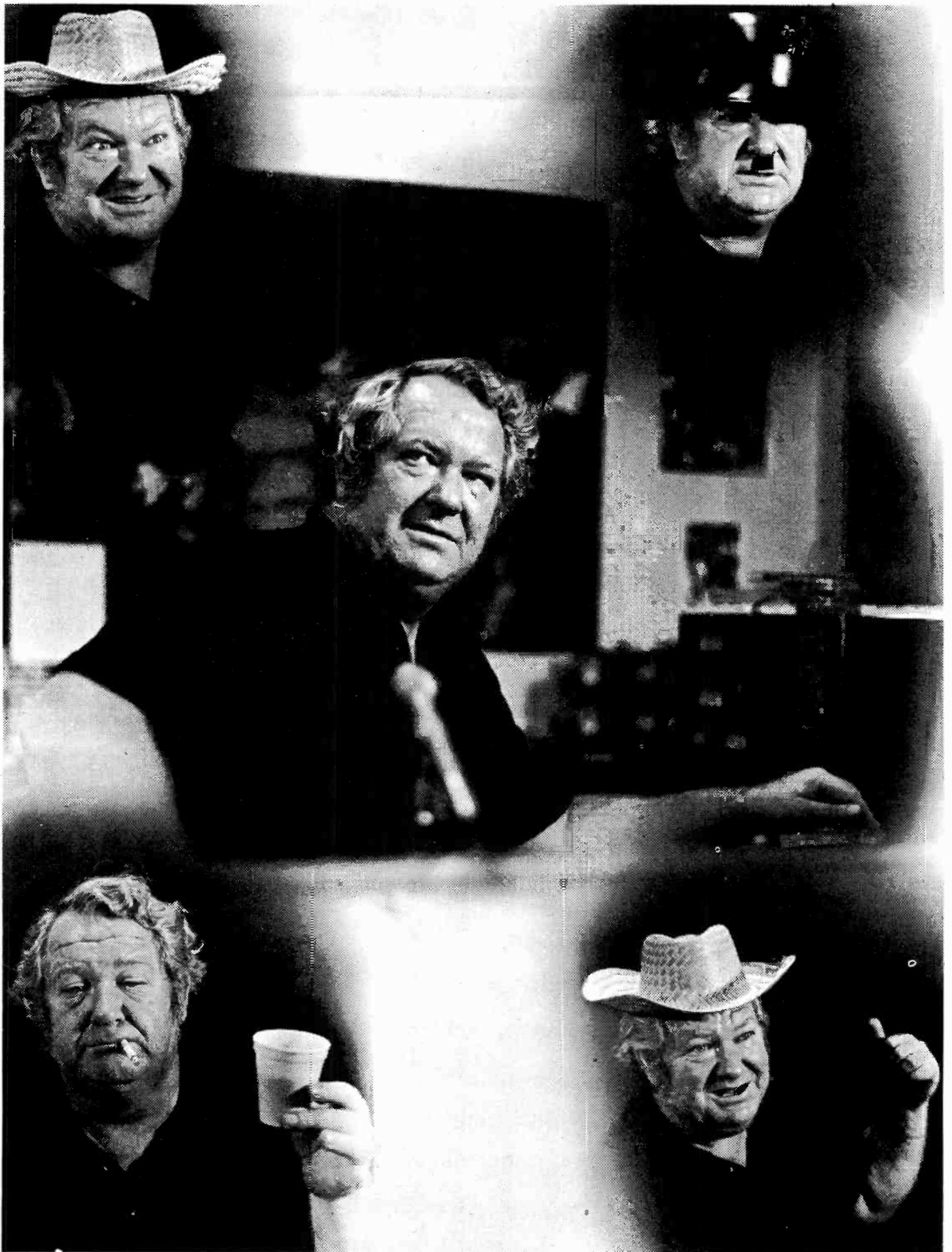


"DIAL-A-DATE" AFTERNOONS 3 to 7PM WITH
DAVE HULL FROM KGBS, LYNWOOD

KGBS
1020
50,000 WATTS

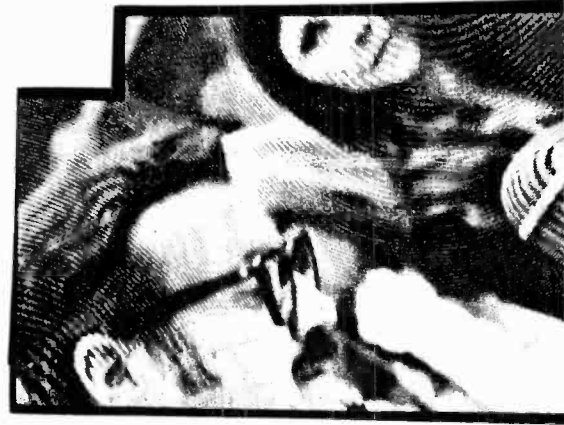
HIGH ATOP FLINT PEAK...
CHRIS CHARLES... AFTER SUNSET
ON KGBS 97.1 FM





WAKE UP WITH **BOB HUDSON** FROM KGBS, LYNWOOD

Bill Ballance



KGBS



BALLANCE HEARS IT ALL ON FEMININE FOR





DRIVE HOME WITH **RON LANDRY** ... AFTERNOONS ON KGBS, LYNWOOD

CALL LETTERS

KPPC-AM

TOWER LOCATION

Pasadena, California (License: Pasadena)

ON THE DIAL

1240 khz AM (also simulcast on FM sister channel from Flint Peak, Flintridge area)

FORMAT

"Underground", Early Album Rock, Progressive Rock, Long LP cuts, free-form shows.

TOWER DESCRIPTION

2 self-standing towers on the roof of adjacent high-rise newspaper building, with newspaper neon signs, "Independent" on one and "Star News" on the other.

TRANSMITTER SITE

On the northeast corner of Colorado Boulevard and Oakland in downtown Pasadena. Studios and transmitter consoles were in the basement of church building.

MEMORABLE PERSONALITIES

Tom Donahue
B. Mitchel Reed
Bill Slater

MEMORABLE YEARS

1967 through 1969

NOTABLE MEMORABILIA

Articles about KPPC-AM (and FM) written by Tom Donahue in Rolling Stone and Free Press newspapers in 1967, explaining how "underground" radio was an alternative to TOP 40. Also, famous black-and-white KPPC Jimi Hendrix poster with heading "What kind of person listens to KPPC?"

TODAY

The towers are still standing on the roof of the newspaper building (can be seen from the I-210 Freeway). The station broadcasts church services, foreign-language and "cultural" programming.

SPECIAL NOTE

KPPC-AM was heard only on Wednesday nights and all day Sundays due to its location in the basement of the Pasadena Presbyterian Church and its original purpose in broadcasting church services to invalid members. We used to enjoy entering the basement studios through the "tunnels" of the church buildings through the back entrances during non-business hours. One New Year's Eve we "stowed away" on the roof of the former restaurant next door, with the impressive towers above us, to watch the Rose Parade on January 1, 1969. This station was the first sign that TOP 40 radio, and AM radio in particular, would soon lose its dominance. That's why it is here.



' **BIG DADDY" TOM DONAHUE**

FROM THE TWIN TOWERS OF KPPC-AM 1240 IN PASADENA



B. MITCHEL REED LIGHTS UP ON 1240 AM - KPPC, PASADENA



BILL SLATER

www.americanradiohistory.com

CALL LETTERS

KCBQ

TOWER LOCATION

Santee, California (License: San Diego)

ON THE DIAL

1170 khz AM

FORMAT

"Family Radio" (blend of TOP 40 and MOR)

TOWER DESCRIPTION

6 guy-wire towers

TRANSMITTER SITE

Green ranch-style building on the north side of Mission Gorge Road, east of Fanita, in Santee, a north-east suburb of San Diego. The all-night show was broadcast live from this location from 1956 through 1968 by "combo man" (engineer/DJ) Jack Vincent. Attractive neon sign on pole on Mission Gorge with call letters and frequency. (Sign now demolished. Major additions have been added to front of original transmitter building.)

MEMORABLE PERSONALITIES

Ralph James

Jack Hayes ("King Jack Hayes")

Seamus O'Hara ("King Seamus Patrick O'Hara")

Jerry Walker (and duck voice Casey B. Quack)

Harry Martin ("Happy Hare")

Chuck Christensen ("The Magic Christian"), 1974

Tom Kelly ("Shotgun Tom"), 1974

MEMORABLE YEARS

1956 through 1967

NOTABLE MEMORABILIA

Weekly survey sheets and folders with great pictures of the personalities. The best ones were before 1966. Also KCBQ Scene magazines in 1967.

TODAY

After dropping CHR in 1980, the station experimented with Country, then switched to Gold format.

SPECIAL NOTE

As a Lee Bartell station, KCBQ had a very solid stable of personalities, with very few on-the-air personnel changes from 1957 through 1965.



*Please be nice
Happy Name
X X*

Big this!
JOIN THE **kcbq** *Prep.* **paraders CLUB**
1170 in SAN DIEGO Family Radio

guys and gals 19 or under!
WIN FABULOUS PRIZES!

YOUR WINNING PREP-CARD NUMBER MAY BE ANNOUNCED
AT ANY TIME ON KCBQ!

HURRY, JOIN NOW!

(Cut on dotted line, paste on post card.)
TO: PREParaders CLUB, KCBQ, San Diego, Calif.
Like, I'd like to join the PREParaders Club, name:

NAME: _____

ADDRESS: _____

CITY: _____ AGE: _____ SCHOOL: _____



*Allo Freeze
Deepak thanks
for listening!
Don Howard*





*Suds Bleed
Ralph
James*

WIN THE
kcbq *Prep.*
1170 in SAN DIEGO
Family Radio
paraders CLUB

guys and gals 19 or under!
WIN FABULOUS PRIZES!

WINNING PREP-CARD NUMBER MAY BE ANNOUNCED
AT ANY TIME ON KCBQ!

HURRY, JOIN NOW!

(Cut on dotted line, paste on post card)

TO: PREParaders CLUB, KCBQ, San Diego 1, Calif.
Like, I'd like to join the PREParaders Club, 'hey!

NAME: _____

ADDRESS: _____

CITY: _____ AGE: _____ SCHOOL: _____





Hello You!
With many thanks
to all my night
audiences
Jack Vincent





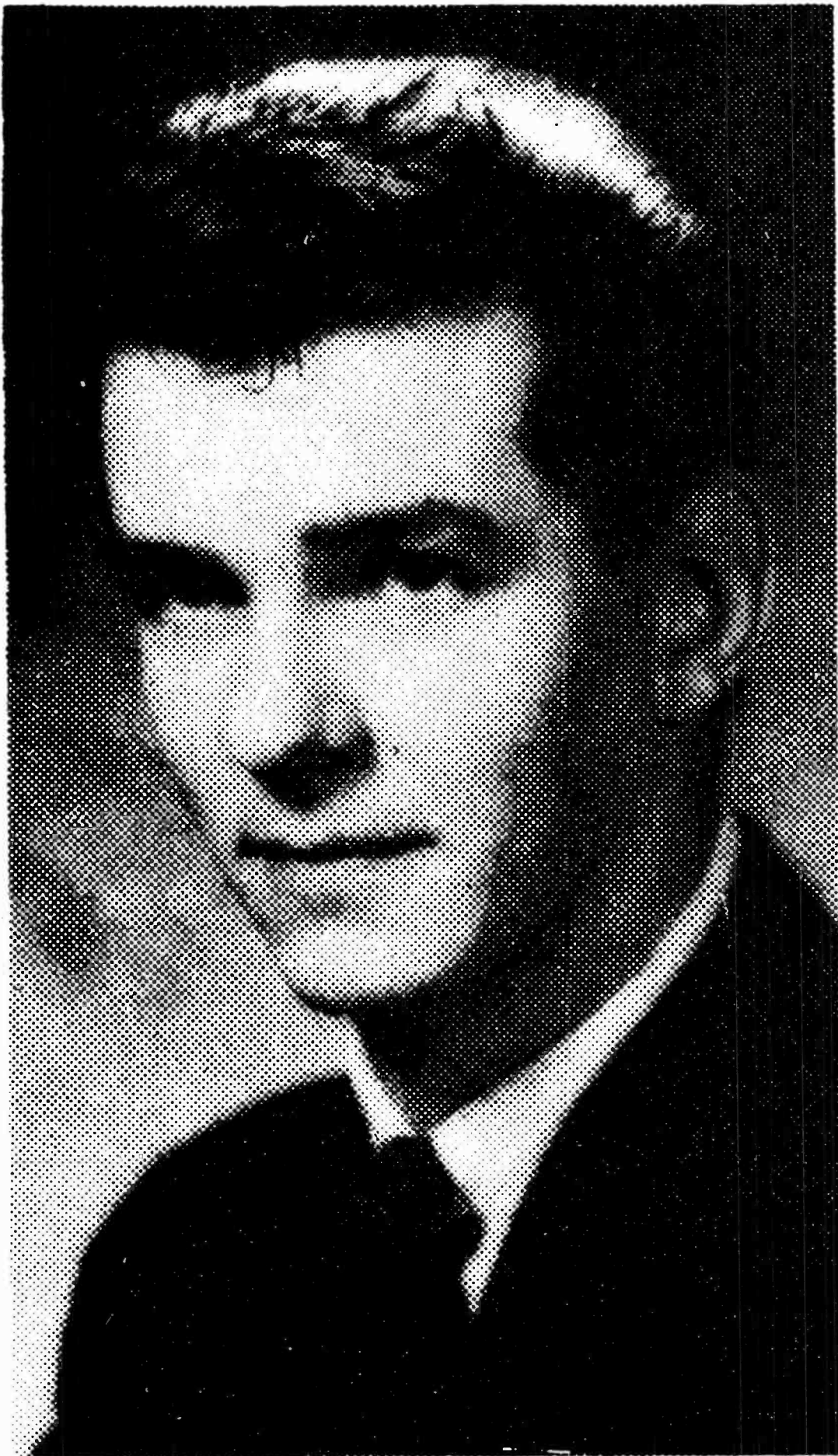
JOHNNY HOLIDAY FROM KCBQ, SANTEE



Jimmy Walker

KCBQ





CHUCK CHRISTENSEN



Win Cash **Pick the KCBQ Jockey**



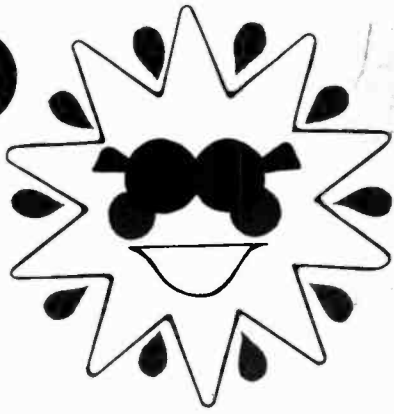
KCBQ **Post time every hour**
DIAL 1170 *No Entry Fee*



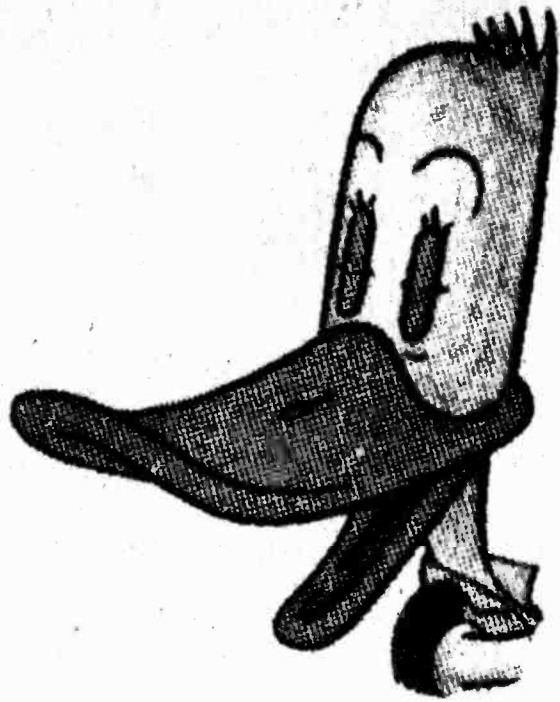
San Diego

RADIO 1170 | 50,000 WATTS

**FUN
THIRTY
SURVEY**



October 9, 1970



LEE "BABI" SIMMS 9-MID.

CASEY B. QUACK



FRIEND OF THE LEPRECHAUN...**SEAMUS O'HARA** FROM KCBQ, SANTEE



JACK HAYES

A DAY IN THE LIFE OF A KING! KCBQ's

It sounds almost impossible to be only 26 years old and yet be a 14 year veteran of show business, 11 of those years as a disc jockey.

Nevertheless, that's the story of Jack Hayes, KCBQ's music director and popular 3PM-6PM record personality.

Jack began his career as a 12 year old child actor on such then-famous radio shows as "Let's Pretend." At the age of 15 he walked into a radio station in his home town of Portland, Oregon and asked for a job as a D.J. His audition was great and in a few days he found himself happily at work spinning records and he's been spinning them ever since.

Both fans and friends call him "The King." He calls himself that on the air too. How did it get started?

"Actually," says Jack, "King was the nickname of another jock at KCBQ when I first joined the station. He left and Mr. Lee Bartell (President of Bartell Media Corp., owners of KCBQ) decided the name fit me. I've used it ever since."

Jack joined KCBQ from a Los Angeles station nearly two years ago. Recently he was appointed music director, giving him the important responsibility of deciding which records will be played on our radio station. It's hard work but he enjoys it.

"There are so many new releases each week," says Jack, "but so very few we can play. I listen to nearly 200 per week and yet can play only 4 or 5 on the air."

What determines whether or not a record is heard in Q country?

"First of all, of course, is its sound. Then sales are a factor, how the record is doing in other parts of the country and finally, the reviews on the record by expert critics in the music field."

His own particular favorite group is Paul Revere and the Raiders. Anything they put out, singles or albums, goes into his own vast collection.

But music isn't Jack Hayes' only hobby. He loves to tinker with his 1953 Corvette and admits to having spent over \$5,000 on the car in making it a "one of a kind" model.

Next to his car, his interest is boats. Jack owns a 28-footer in San Diego and has an 18-footer stored "in someone's garage" in Northern California.

"I've got to go get that boat someday," he says ruefully.

In addition to his full day at KCBQ, Jack finds time to attend San Diego City College where he is studying business management.

He lives in Mission Valley, or, as his friend Larry Mitchell (12 Noon-3PM) says on the air, "In a treehouse in Balboa Park." Take your choice.

Mitchell is his closest friend on the staff. They've worked together 6 years and they play tennis together every morning. Look for them about 9:30 A.M. at Morely Field.

And oh yes, if you think "The King" is handsome and romantic looking, it's easy to understand! His birthday is Valentine's day. Kind of figures, doesn't it?

CALL LETTERS

KGB-AM

TOWER LOCATION

San Diego, California (License: San Diego)

ON THE DIAL

1360 khz AM

FORMAT

Drake TOP 40 (For a brief time starting in Spring, 1972, the TOP 40 format was replaced by a free-form underground progressive rock format when the station was "recycled", as the PD Ron Jacobs felt TOP 40 radio had run its course.)

TOWER DESCRIPTION

1 guy-wire tower

TRANSMITTER SITE

At the corner of 52nd and Kalmia in a hilly residential area of San Diego near the old Fedco site. The transmitter structure is built like a home and looks like surrounding tract houses; it is very residential. Many windows, beautiful grounds, trees and lawns surrounding the transmitter building.

MEMORABLE PERSONALITIES

Johnny Hayes
Steve Jay
Bill Wade
Johnnie Darin

MEMORABLE YEARS

From April, 1964 through 1966

NOTABLE MEMORABILIA

"KGBeach Boys" survey with photo heads of disc jockeys on cartoon "surfing" bodies. These were the best and most collectible. Also various other survey folders through 1967.

TODAY

The station dropped its KGB call letters in the early 1980's (still kept by its FM sister) and became KCNN (all news), KPQP, and now KPOP, featuring an "MOR Gold" format.

SPECIAL NOTE

KGB was one of the first stations (in April 1964) to start the "Boss Radio" format programmed and perfected by the legendary Bill Drake. Also one of the first AM stations to drop TOP 40 for a "progressive" album rock format at Easter time, 1972.

KGB

FROM 52nd AND KALMIA



JOHNNY HAYES



STEVE JAY

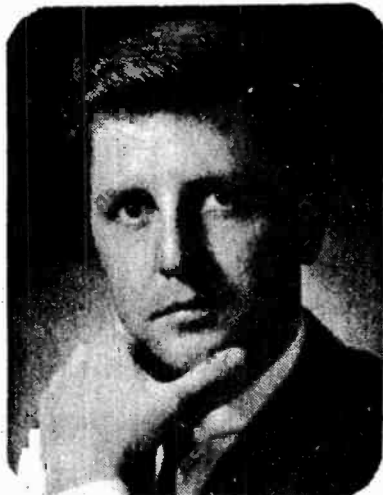
TO ALL OF SAN DIEGO

KGB



"SOMEBODY'S WATCHIN' YOU"
9 TO MIDNIGHT...
"SHOTGUN" TOM KELLY

136/KGB



JOHNNIE DARIN

KGB

1360 AM



BOSS HIT BOUNDS

TWO LITTLE KIDS-Peaches & Herb
 I CAN TAKE OR LEAVE YOUR LOVING-Herman
 BABY, YOU GOT IT-Brenton Wood
 EVERYBODY KNOWS-Dave Clark Five
 NO SAD SONGS-Joe Simon
 SKIP A ROPE-Henson Cargill
 TO GIVE-Frankie Valli
 THE BEST OF BOTH WORLDS-Lulu



136/KGB
BOSS RADIO
 SAN DIEGO

BOSS 30
FROM 136/KGB



Dig 136/KGB's Johnnie Darin 9-12 P.M.

BOSS HIT BOUNDS

Thank The Lord For Nite Time - Neil Diamond
 Fakin' It - Simon & Garfunkel
 It's The Little Things - Sonny & Cher
 I'll Turn To Stone - Four Tops
 For Your Love - Peaches & Herb
 In The Chapel In The Moonlight - Dean Martin
 The River Is Wide - The Forum
 Let The Good Times Roll - Bunny Sigler
 My Mammy - The Happenings
 Heroes & Villians - Beach Boys
 She Has Funny Cars - Jefferson Airplane



h.l.s gives tradition
 a kick in the pants

with bold blue pleats featuring "Bertie"
 and "Bertie" in the center
 Please Free Post and Ship to US

36/KGB
BOSS RADIO
 SAN DIEGO

BOSS 30
FROM 136/KGB



KGB Welcomes JOHNNIE DARIN to San Diego

CALL LETTERS

XEPRS (formerly XERB)

TOWER LOCATION

Rosarito, Baja California, Mexico (License: same)

ON THE DIAL

1090 khz AM

FORMAT

Black/Soul Rhythm and Blues, "Oldies but Goodies". (Some Spanish-language programming due to Mexican license)

TOWER DESCRIPTION

3 guy-wire towers

TRANSMITTER SITE

Modernesque building on east side of main highway facing the Pacific Ocean, with two picturesque palm trees in front of the building. Windows that can see out to the ocean from the transmitter console area of the building. XEPRS is the farthest south of the three highway-facing tower sites; the first, XEKAM all-financial featuring Johnnie Darin, and the second, with "all the towers", XETRA (formerly, XEAK, the "Mighty 690").

MEMORABLE PERSONALITIES

Brad Edwards
Art Laboe (midnight to 3 a.m.)
Roger Christian (3 to 6 p.m., afternoon drive)
Bob Hudson (1981, 1982)
Dick Hugg (1981)

MEMORABLE YEARS

1971, 1972, 1981, 1982

NOTABLE MEMORABILIA

"Soul Express" hot-green-with-black bumper stickers. XERB Soul Cards (survey card folders)

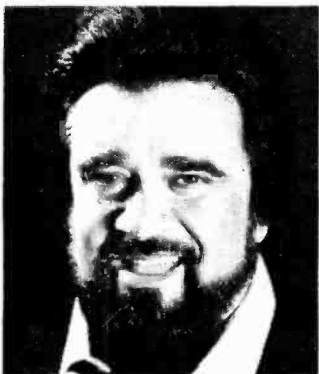
TODAY

All Spanish-language programming

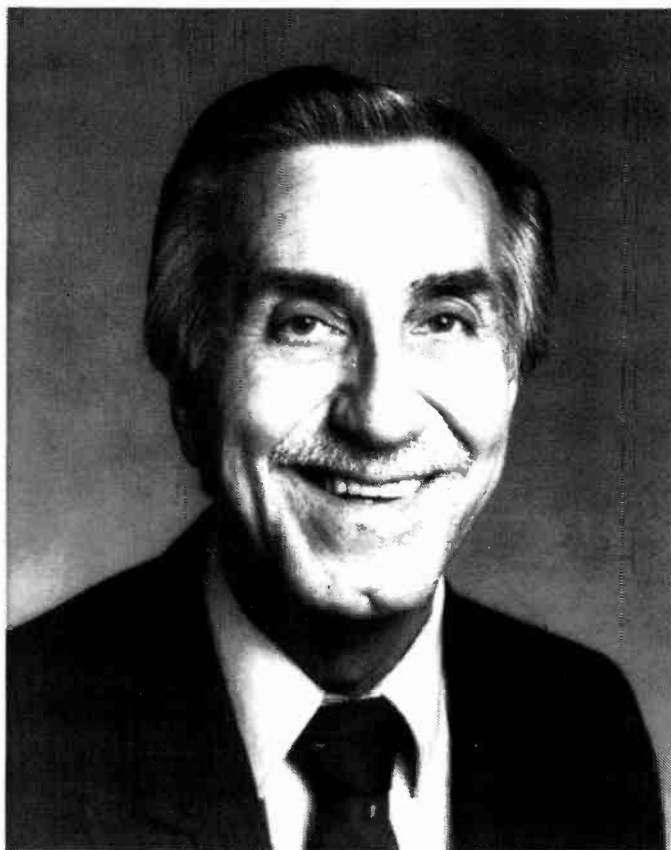
SPECIAL NOTE

Because of XEPRS's powerful signal that could be heard in many Western states, the voices of Art Laboe (at night) hawking his "Oldies-but-Goodies" albums and the smooth sounds of Roger Christian and Brad Edwards were almost omnipresent in 1971, our favorite year of XEPRS. This was "Border Radio" at its best. People wondered what were all these legendary Anglo disc-jockeys doing in Rosarito playing Soul and Oldies. In late 1981 and early 1982 Bob Hudson did night-time shows, playing "oldies" and promoting albums.

Wolfman Jack has been howling over the airwaves for years, beginning with Mexican border stations XERF and XERB.



Wolfman Jack



FROM ROSARITO WITH REQUESTS... **DICK HUGG**

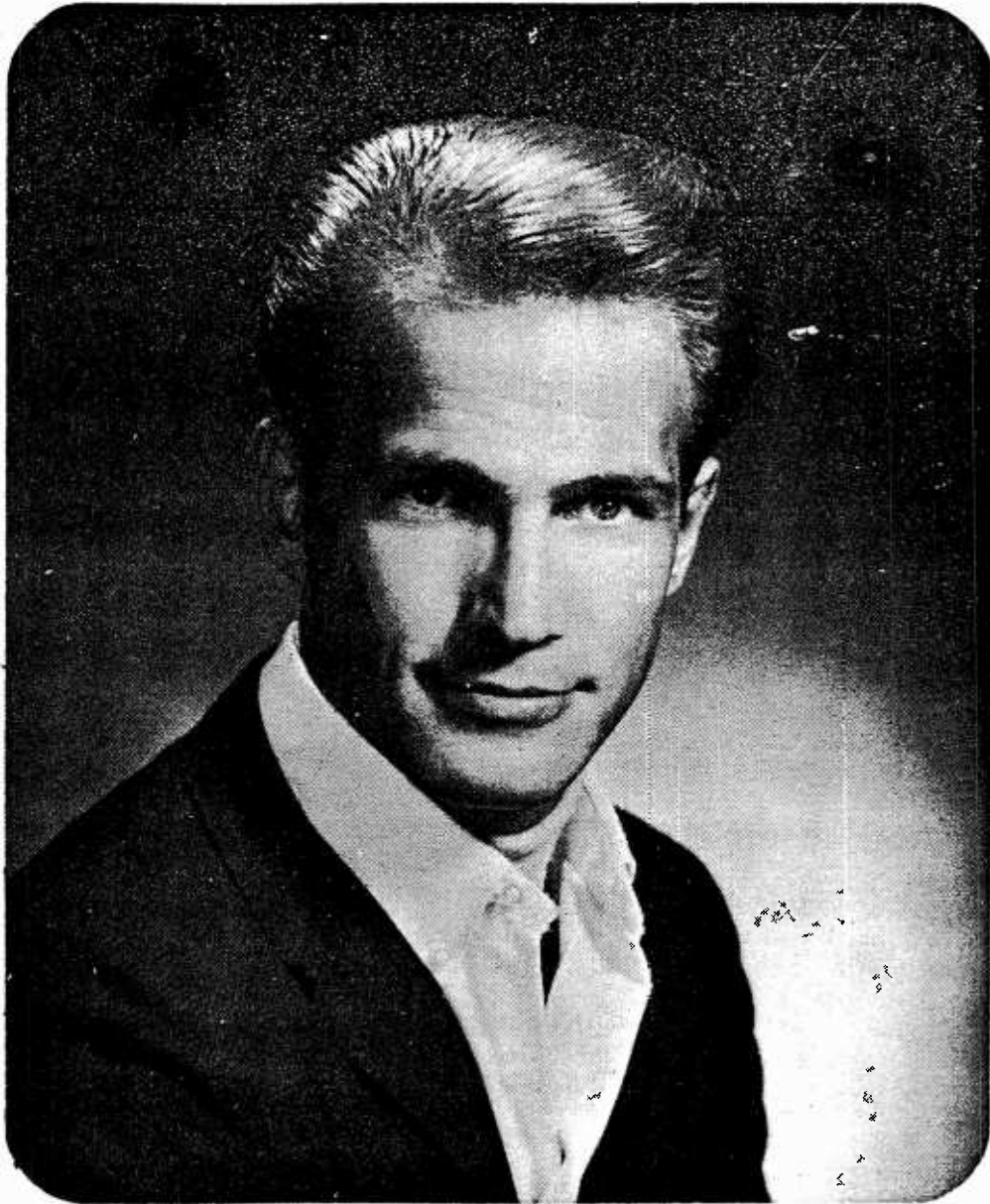


BOB HUDSON

RADIO 1090 KC **50,000 WATTS**

Xepros

FCO, CARDENAS 100-DESP. 36
APTO. POST. 1090
TIJUANA, B. C.
TELEF. 6-52-28



BRAD EDWARDS

"I resolve to invite the Flying Nun to join our Skydiving Club."

XEPRS 1090 AM

9 to NOON ROSARITO, BAJA CALIFORNIA MEXICO



DRIVE HOME WITH
ROGER CHRISTIAN 3 to 6 P.M.

CALIFORNIA SOUL .JMX

- 6-9 AM Alex Martin
- 9-12 N Brad Edwards
- 12-3 PM Curtis Troupe
- 3-6 PM Roger Christian
- 6-9 PM Tom Reed
- 9-12 M Wolfman Jack

XPRS HOT COMERS

1. The Night They Drove Old Dixie / Solomon Burke
 2. A Nickel & A Nail / O. V. Wright
 3. Give The Baby Anything / Joe Tex
 4. Spill The Wine / Isley Brothers
 5. Just My Way Of Lovin' / Garland Green
 6. Moonshine / Colorado
 7. Groovin' Out On Life / Fredrick H
 8. Hiding In Shadows / Eddie and Frits
 9. If I Had My Way / Kim Weston
 10. Used To Be / Just Us
 11. Shaft / Isaac Hayes
 12. Mama / Jack Mathis
- NUMBER ONE SOUL GOLD-**
One Year Ago
"Ain't No Mountain High Enough"
Diana Ross

1971

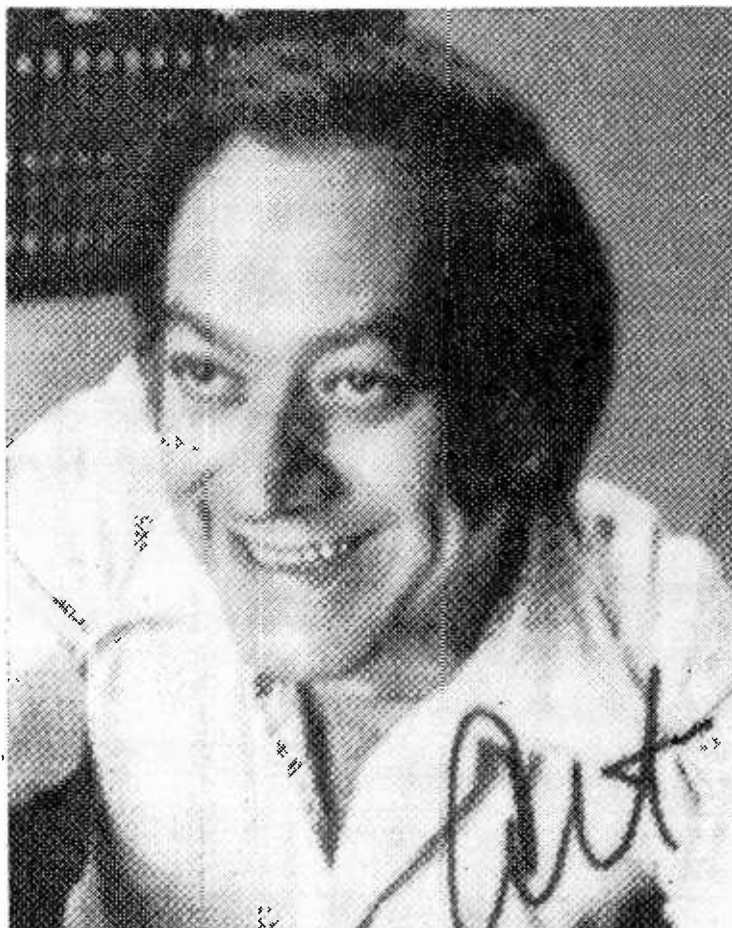


SOUL CARD

Xerb 1090
California Soul

-
- 6-9am TOM REED
 - 9-12n BRAD EDWARDS
 - 12-3pm CURTIS TROUPE
 - 3-6pm ROGER CHRISTIAN
 - 8-12m WOLFMAN JACK
 - M-3am ART LABOE
-

BIG "X"—HOT COMERS



ART LABOE MIDNIGHT TO 3 A.M.

CALL LETTERS

KACY

TOWER LOCATION

Oxnard, California (License: Port Hueneme)

ON THE DIAL

1520 khz AM

FORMAT

TOP 40 (CHR)

TOWER DESCRIPTION

3 guy-wire towers

TRANSMITTER SITE

On Pleasant Valley Road just east of Highway 1. The studios were right there at the transmitter site. We used to like to visit the station in its heavily wooded shaded area of large "camouflaging" trees, its ultra-shaded driveway, and its planters of salmon geraniums just outside the front door to the lobby (with sometimes snippets of geranium available for visitors).

MEMORABLE PERSONALITIES

Ron Herron ("Baron Ron Herron")
Spanky Elliott
Dave Conley ("The Clean-Living Kid")

MEMORABLE YEARS

1968 and 1969

NOTABLE MEMORABILIA

The best were the KACY GQ newspapers in 1968 and 1969.

TODAY

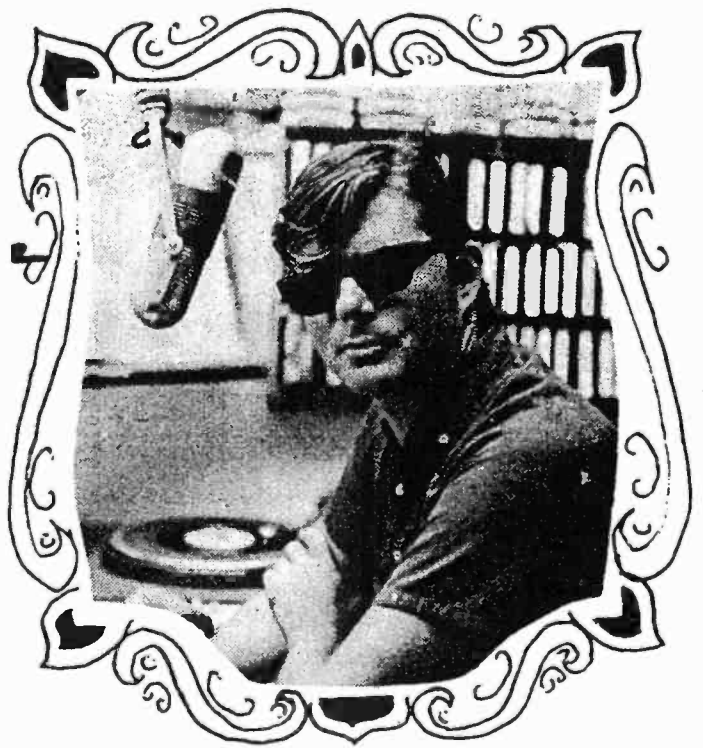
Large trees around the towers have been cut down; red lights on the tops of the towers are no longer lighted at night. The station is now KTRO, featuring Spanish-language programming and music for a mostly agricultural audience in the fields in the shadows of the towers.

SPECIAL NOTE

In the heyday of KACY, the station was a training ground for soon-to-be major radio stars, such as Pat Moore, Bill Keffury, Bob Eubanks, Johnnie Darin (Johnnie Christian), and other big names who would later be stars in Los Angeles radio who got their start at KACY.



Barron Ron Herron – 6 to 9 a.m.
“Your mad morning maestro”



DAVE CONLEY – 4–8 p.m.
“The Clean-Living Kid”

with
Boss of the Beach **Kacy**
RADIO
10,000 WATTS



Buddy Budnik – midnight to 6 a.m.
“Super insomniac”



Spanky Elliott – noon to 4 p.m.
“A ton of fun in the sun”

CALL LETTERS

KYA

TOWER LOCATION

San Francisco, California (License: same)

ON THE DIAL

1260 khz AM

FORMAT

TOP 40 (CHR)

TOWER DESCRIPTION

1 self-standing tower with vertical neon letters "K-Y-A" along the side of the tower facing Highway 101. (The tower was blown down and destroyed during an early 1986 severe storm; it was replaced by a guy-wire tower adjacent to the transmitter building.)

TRANSMITTER SITE

KYA was built as a Hearst station; the female architect who designed Hearst Castle also designed this "palace" high atop Bayview Park overlooking Candlestick Park. The red neon letters "K-Y-A" were proudly above the front door. The roads up to the building and tower are Le Conte Avenue and Key Avenue, both blocked by locked gates. There are historical old DJ booths with acoustical "hole" tiles and double glass windows inside the building. Very impressive!

MEMORABLE PERSONALITIES

Tom Donahue ("Big Daddy")
Bobby Mitchell (later "Bobby Tripp" of 93/KHJ)
Bob Hudson
Jack Hayes (1961)

MEMORABLE YEARS

Early 1960's

NOTABLE MEMORABILIA

KYA survey folders (the early ones with the great logo!)

TODAY

The station is now KOIT, light music/less talk. (The KYA letters are now on the FM dial.)

SPECIAL NOTE

As a Bartell station KYA was in a class by itself in the early 1960's. In the mid-60's Tom Donahue and Bobby Mitchell sponsored legendary concerts at the near-to-transmitter site Cow Palace in the Bayshore area of San Francisco.

WINNING PERSONALITIES AROUND THE CLOCK

GENE NELSON

RUSS SYRACUSE

JOHNNY HAYES

JIM WASHBURNE

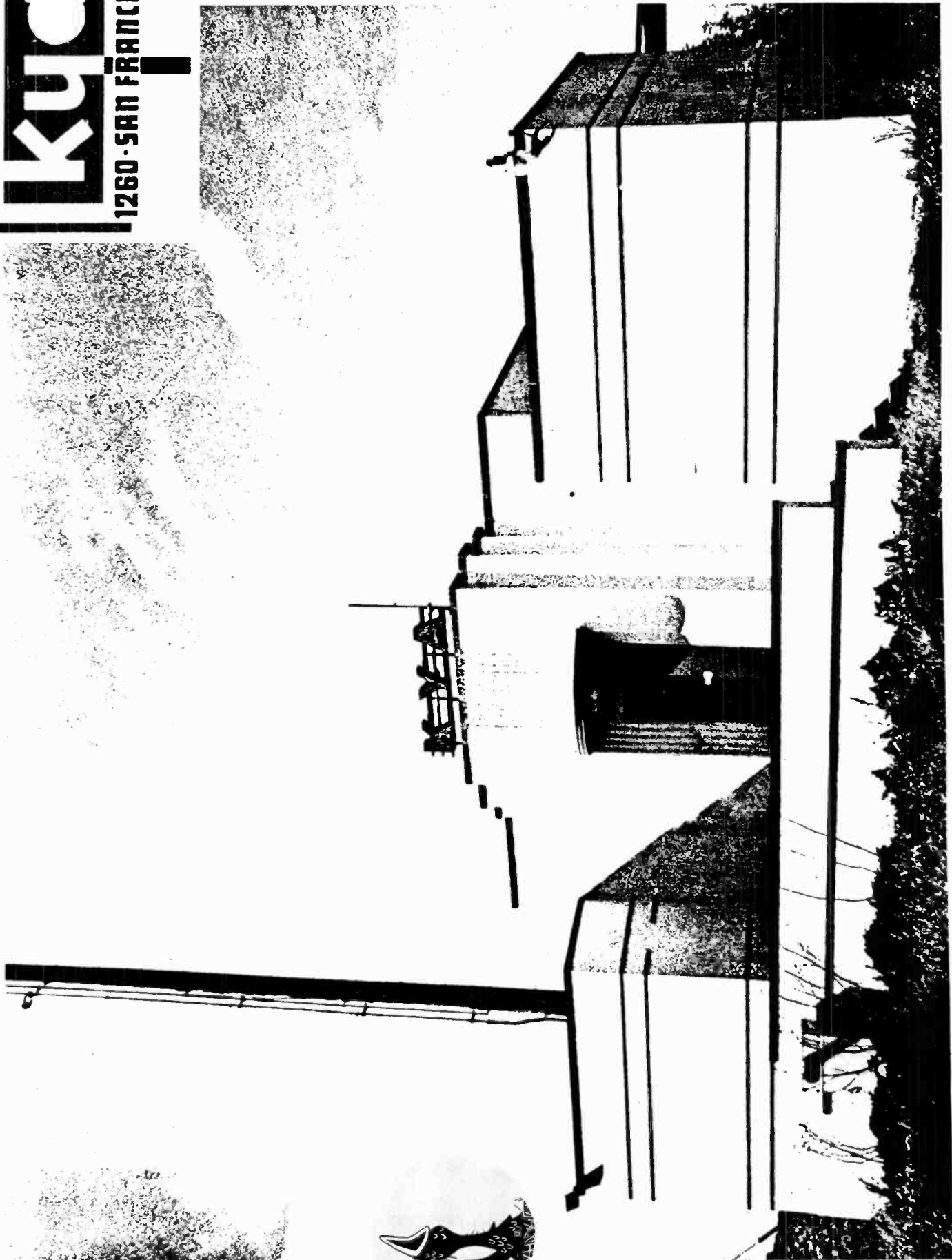
BOB MITCHELL

TOMMY SAUNDERS

TOM DONAHUE

KYA RADIO 1260

KYJ
1260 · SAN FRANCISCO



THE WORLD'S BIGGEST DISC JOCKEY SHOW!



TOM DONAHUE

"OVER 400 POUNDS OF SOLID SOUNDS!"

NOON TO 4:00 PM TODAY AND EVERY DAY

RADIO KYA - DIAL 1260

CALL LETTERS

KFRC

TOWER LOCATION

San Francisco, California (later years, Berkeley, California) (License: San Francisco)

ON THE DIAL

610 khz AM

FORMAT

TOP 40 (CHR)

TOWER DESCRIPTION

1 main self-standing tower, 1 secondary self-standing tower

TRANSMITTER SITE

Near the Hunters Point Naval Shipyards, in the vicinity of Evans and 3rd (now directly behind a soap-rendering plant). The building has imported Italian marble stairs, but World War II additions of short-wave stations (KWID, etc) have altered the building's original magnificence. KFRC shared the towers of KSFO 560 khz AM during the halcyon days of the late 1960's, before moving to sharing the KRE, Berkeley, 1-guy-wire tower location by a small lake behind the tower base.

MEMORABLE PERSONALITIES

Dr. Don Rose (probably the greatest air talent in the country ever!)
Jay Stevens (formerly "Steve Jay" of sister-station KGB, San Diego)
Howard Clark
Bobby Dale
Sebastian Stone (formerly "Johnny Mitchell" of sister-station KHJ, Los Angeles)

MEMORABLE YEARS

1966 through 1969

NOTABLE MEMORABILIA

KFRC "Big 610" survey folders, 1966 and 1967. "KFRC Rules" stickers.

TODAY

After flirting with changing call letters to KMMG, the station kept its legendary KFRC call letters in its current MOR Gold/Big Band format and "Magic 61" logo.

SPECIAL NOTE

KFRC was a Bill Drake-programmed station but was called the "Big 610" and "Big 30" because cross-bay KEWB "stole" the slogan "Boss" before KFRC, an RKO station, was ready to switch to Drake's format in 1966.

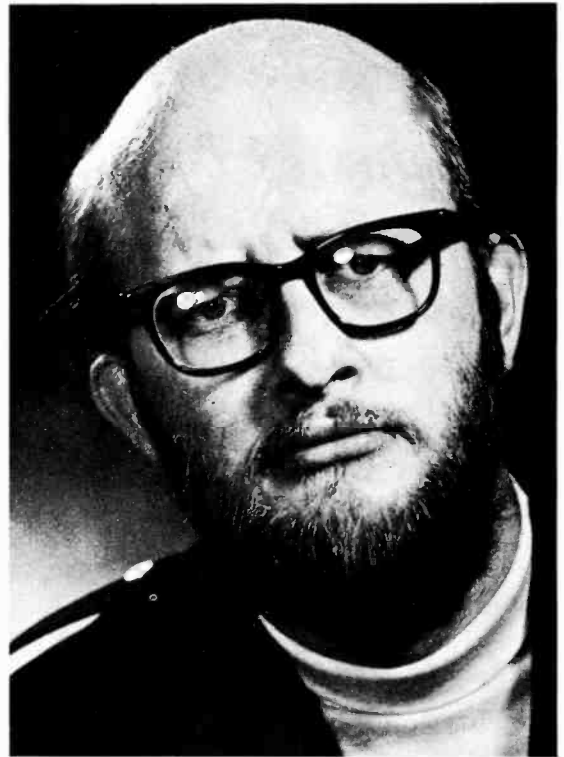
BIG 30



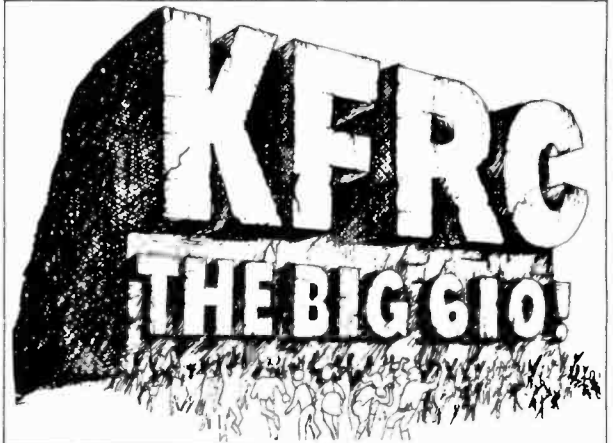
JAY STEVENS
Three Till Six on the Big Six Ten



BIG 30



BOBBY DALE . . . Noon Till Three On The Big Six Ten



KFRC

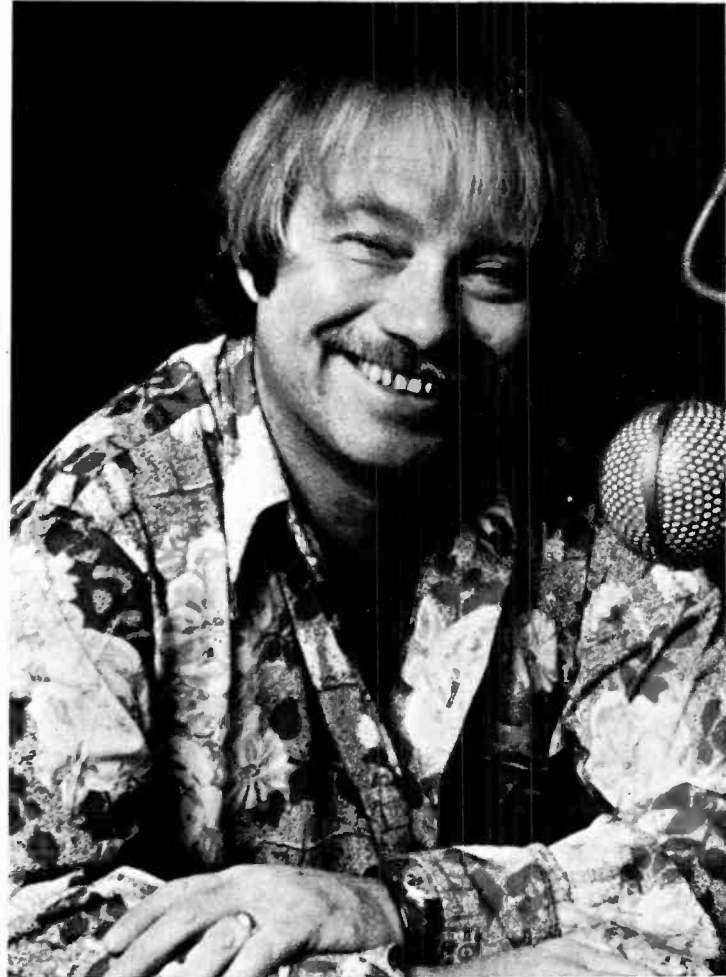


Dr. Don Rose

BIG 30



HOWARD CLARK. . Midnight Till Six On The Big Six Ten



Dr. Don Rose





san francisco



DAVE DIAMOND
3 to 6 p.m. on the BIG 610



TOTALLY SEBASTIAN STONE . . .
6 TILL 9 ON THE BIG 610



DR. DON ROSE

KFRC



**JAY
STEVENS**

KFRC
THE BIGGIO!

san francisco



Dr. Don Rose

KFRC•610


big 30



MR. BIG STUFF
MIDNIGHT TO 6 AM.
KFRC'S GENE WEST!

HB
KFC


KFRC
BIG 30



ready to sock it to ya
in the summer of '70...
MARC ELLIOTT 3-6 PM

KFRC•610

big 30



STEVE LUNDY
3 TO 6 PM
AT THE BIG 610!

HD 3

CALL LETTERS

KEWB

TOWER LOCATION

Richmond (directly west of El Cerrito), California (License: Oakland)

ON THE DIAL

910 khz AM

FORMAT

TOP 40 (CHR)

TOWER DESCRIPTION

2 self-standing towers on concrete bases at water's edge on pier structures.

TRANSMITTER SITE

On Point Isabel on south side of Isabel Street, just west of corner of Central Avenue, right across street from Point Isabel East Bay Regional Park Shoreline (Contra Costa County).

MEMORABLE PERSONALITIES

Bob Hudson (afternoon drive)
Don MacKinnon
Casey Kasem
Art Nelson

MEMORABLE YEARS

1962, 1963

NOTABLE MEMORABILIA

Survey folders with pictures of the personalities. KEWB Disc/coveries LP record album.

TODAY

Call letters KNEW

SPECIAL NOTE

KEWB, the sister station to flagship KFVB in Los Angeles, was the early home for Southern California superstars, among others, Don MacKinnon, Bob Hudson; 93/KHJ's Robert W. Morgan and "The Real" Don Steele came to Los Angeles directly from KEWB.

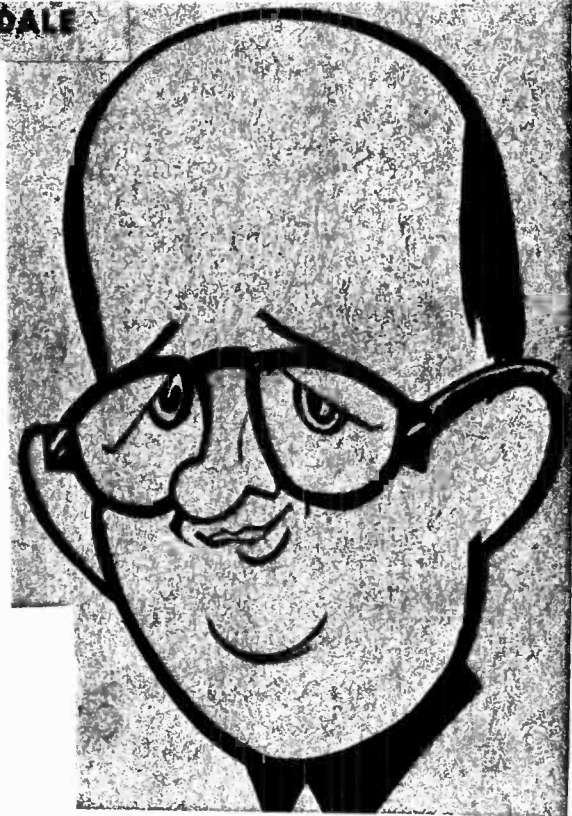


KEWB 910AM's **ART NELSON**

BOBBY DALE



SCOTT BRIDGES



MEET CASEY

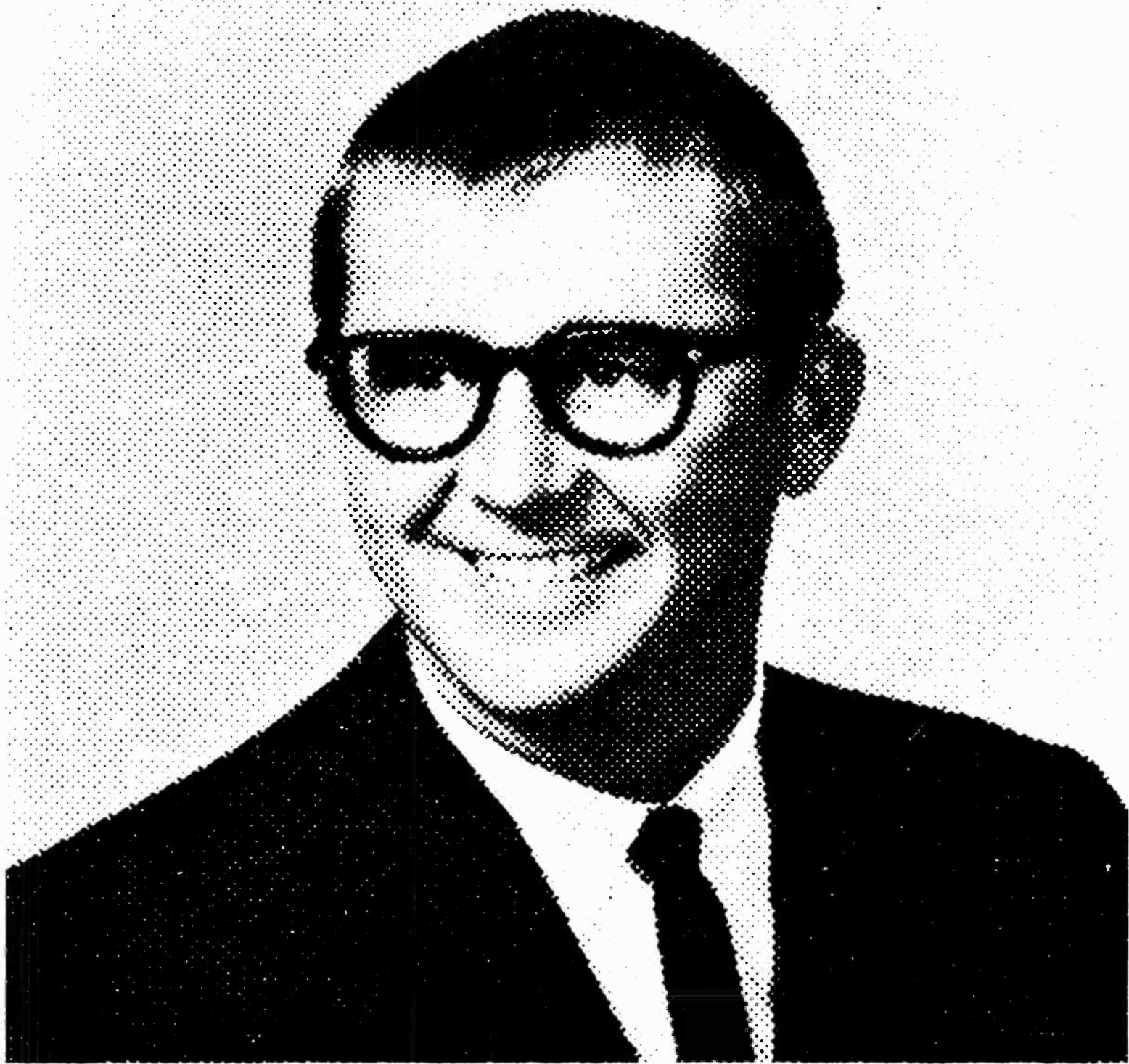


BOB HUDSON

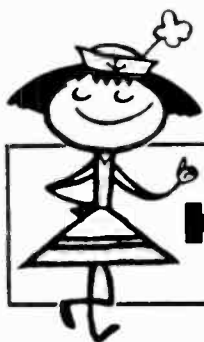
AFTERNOON DRIVE



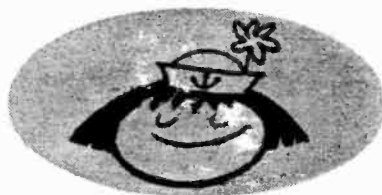
Casey, "at the mike," comes to KEWB, and to you from the smog producing capital of the world, Detroit. He claims among his many talents the discovery of "Happy" and the "Little Girl Without a Name," two of the characters you'll hear nightly on Casey's show, from 9-12 midnight. At bat "The Mighty Casey" may have struck out, but as all Big Bay Cool Cats know, Casey never fails to bat a thousand with more hits, more fun, and more surprises than anyone. Be there tonight...CASEY's on KEWB.



DON MacKINNON



KEWB/91



KEWB



my mommy listens to
KEWB/91

CALL LETTERS

KMEN

TOWER LOCATION

San Bernardino, California (Highland area) (License: San Bernardino)

ON THE DIAL

1290 khz AM

FORMAT

TOP 40 (CHR)

TOWER DESCRIPTION

3 self-standing towers

TRANSMITTER SITE

On the north side of Baseline, east of Sterling along the foothills near Highland suburb of San Bernardino. The small building was in a spacious field; you had to drive over a rather unsteady bridge from Baseline to visit the station, as studios and offices were at the transmitter site.

MEMORABLE PERSONALITIES

Chuck Clemans ("Huckleberry")

Mark Denis ("Denis, anyone?")

William F. Williams ("The Prophet")

Jim Mitchell ("Gentleman Jim")

MEMORABLE YEARS

1962 through 1968

NOTABLE MEMORABILIA

KMEN survey folders with cartoon caricatures of "K-Men" and mascot "Bernie" (a cartoon bare-chested strong man carrying weight disc). [KMENtainer](#) newspapers (one of the first in the region to have its own newspaper with news about the station).

TODAY

Black/Soul R and B Gold

SPECIAL NOTE

Even though KFXM was a rival with its 3 self-standing towers in Colton and its white building in the middle of the old golf course (now demolished), we felt KMEN was the better of the two TOP 40 stations for this market. It had stronger, more seasoned personalities.



SLEEPER



FORMER K/MEN
HIT BOUND SOUND



DOUBLE TAKE
(both sides)



FASTEST K/MEN
CLIMBER



Can I Interest You In
Classy New Wheels?
Or Even A Lease?
See Me and I'll Beach
Your Problems...

CHUCK CLEMANS



WILLIAM F. WILLIAMS

I've Traveled
A Lot of Up &
Away Since
The Days of The
Magnificent
Flying Machine



BUDDY BUDNICK

You Know, Interest
Rates Now Make
Real Estate "More
Affordable?"
Or Did You Know?

K/men 129 RADIO



FLY
WITH
ME

"The Prophet"
WILLIAM F. WILLIAMS



People Can Watch Me In
Action Now As Anchor
On The News.
People Can Watch Me In
Action Now As Anchor
On The News
People Can Watch Me



JIM MITCHELL



When You're Down Our
Way, Tune Our Way,
It's Anaheim Now
Busy, Busy, Busy



MARK DENIS



CALL LETTERS

KRUX

TOWER LOCATION

Glendale, Arizona (suburb of Phoenix) (License: same)

ON THE DIAL

1360 khz AM

FORMAT

TOP 40 (CHR)

TOWER DESCRIPTION

Guy-wire towers

TRANSMITTER SITE

Ranch-style building on south side of West Camelback Road. The original transmitter/studio site still exists and is more interesting. The original studios and transmitter (one small tower on the roof with vertical letters "K-R-U-X") is at 5528 North Grand Avenue in Glendale, upstairs above an old auto dealer service department, now an auto painting shop. The owner of the building, Denny, gave us a tour of the old upstairs studios with historic old DJ booths with acoustical "hole" tiles, double glass windows, and glass brick outside windows. The tower sign is gone, but the upstairs studios still remain as if the station had just left yesterday. What a tour!

MEMORABLE PERSONALITIES

Lucky Lawrence
Al McCoy
Dick Gray
Chuck Clemans

MEMORABLE YEARS

1957 through 1965

NOTABLE MEMORABILIA

KRUX survey folders from 1965 with photo circles of the disc-jockey lineup and great KRUX logo. Also, the early 1961 "strips" without pictures, but with "KRUX Men of Music" names, is a good collectible.

TODAY

The station in the early 1980's became KLFF, a big-band format.

SPECIAL NOTE

Even though another Phoenix rival TOP 40 station was KRIZ, with its 1 guy-wire tower on Buckeye Road, KRUX, we felt, had the best, more individualistic personalities, slicker survey folders, and better programming.



Can I Interest You In
Classy New Wheels?
Or Even A Lease?
See Me and I'll Beach
Your Problems...

CHUCK CLEMANS



LUCKY LAWRENCE
6 - 9



AL McCOY
9 - 12



DICK GRAY
12 - 3



CHUCK CLEMANS



KRIZ

PHOENIX, ARIZONA

A POCKETFUL
OF HITS FROM



**RODEO OF RODEOS
EDITION**



Pat McMahon
10 a.m. - 2 p.m.



Joe Light
2 - 7 p.m.



Dick Gray

HEARD NOON TO 3 ON KRUX
"Home of the Good Guys"

fun-lovin'
KING



color
channel



KTKT

NUMBER **1** Survey Certified No. 1 in Tucson by C. E. Hooper

COLOR CHANNEL **99**



DAN GATES 9 A.M. - NOON ON NO. 1, KTKT

The Swingin'

Jerry Stowe 6-9 a.m.

Dan Gates 9-12 Noon

Tom Madison Noon - 3 p.m.

Frank Kalil 3-6 p.m.

Joe Bailey 6-9 p.m.

Marshall Darris 9 - Midnite

Dick Nelson Midnite - 6 a.m.

HEAR CHICKENMAN!

DAILY ON KTKT/99



THE MOST FANTASTIC
CRIME FIGHTER
THE WORLD HAS
EVER KNOWN

Tune Color Channel 99/KTKT

KTKT

COLOR CHANNEL **99**

NOW AVAILABLE!

**WHEN RADIO WAS
BOSS**

aircheck cassettes!

HEAR the actual classic airchecks of the "boss" jocks in this book and many, many others from the most "boss" West Coast radio stations of the Silver Age era, from Bill Earl and Associates.

Both scoped and unscoped available!

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