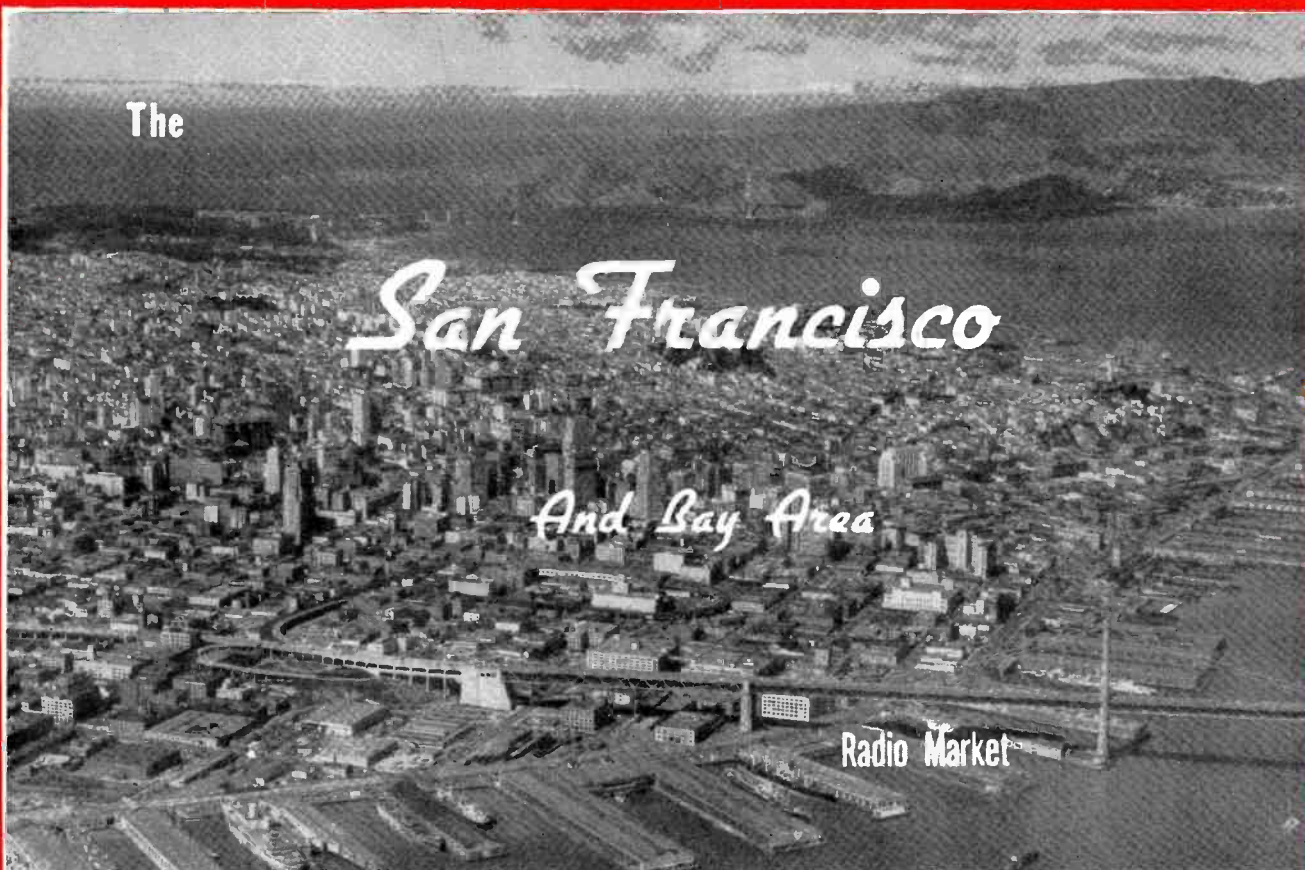


March 7, 1949

BROADCASTING
The Newsworld of Radio and Television
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 10



By GEORGE VOIGT

THE FABULOUS San Francisco Bay area, with its 783,540 radio families, centers around the City of San Francisco, which claims the highest per capita income (\$2,326) of any comparable city in the nation.

Local, regional and national advertisers value this market so highly that they place some \$6 million in radio business annually with the 16 AM, 11 FM and one TV stations which serve it.

Approximately \$20 million of radio billings originate here and are placed by Bay Area agencies in all parts of the United States.

Like Rome, San Francisco is built on seven hills. Its 814,500 inhabitants, made up of racial and national groups from every civilized country in the world, are squeezed onto a peninsular area of 45 square miles.

Its greatest single asset is San Francisco Bay, the largest and one of best land-

locked harbors in the world.

On the mainland across the Bay to the east, and linked to San Francisco by the longest bridge in the world, lies Oakland, with 401,000 inhabitants and almost as many suburbs.

Between them, San Francisco-Oakland form the metropolitan center of a nine-county empire of 86,000 square miles and with a population of 2,616,500.

Counties of the Bay Area include: San Francisco, Alameda (Oakland), Contra Costa, Marin, San Mateo, Solano, Napa, Santa Clara and Sonoma.

Some of the counties object to being lumped together. San Jose, for example, often argues it is the metropolitan center of Santa Clara county and should not be included within the San Francisco-Oakland region.

The U. S. Census of 1940 included only the first five counties in the metropolitan district. However the bureau is expected to treat the nine as a unit in 1950.

Many of the counties are almost entirely

agricultural areas spotted by scores of small towns but without a single city. They contain some of the richest dollar producing farm land in the U. S. Others, like Marin and San Mateo (sometimes referred to as San Francisco's bedrooms), are little more than residential districts with a scattering of industry, farms and, in San Mateo, dollar-fat race tracks.

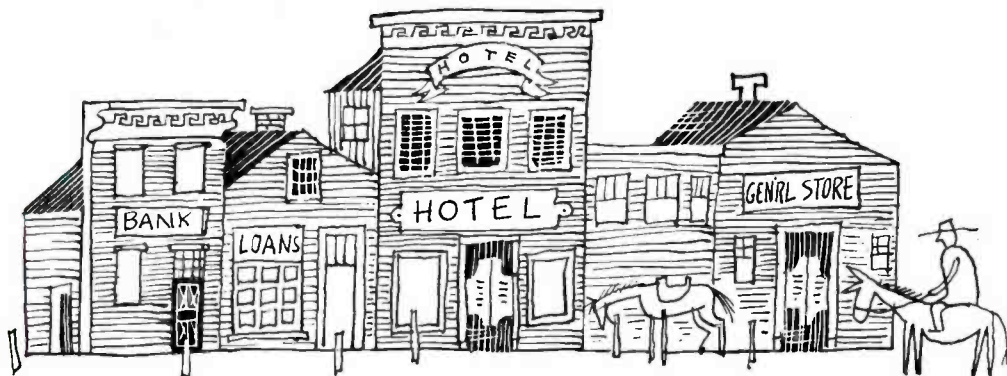
Radio stations, newspapers, advertisers, industrialists, chambers of commerce, trade associations, political groups all consider the nine counties a unit and plan their operations accordingly.

This economic unit spreads out around the Bay like a giant half-wheel from the San Francisco-Oakland hub. It is physically united by, in addition to the San Francisco-Oakland Bay Bridge, numerous lesser bridges and one equally famous and important—Golden Gate, spanning the entrance of the Bay and connecting San Francisco with the North Bay counties.

(Continued on San Francisco 3)

Tenth of a Series

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 traded 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

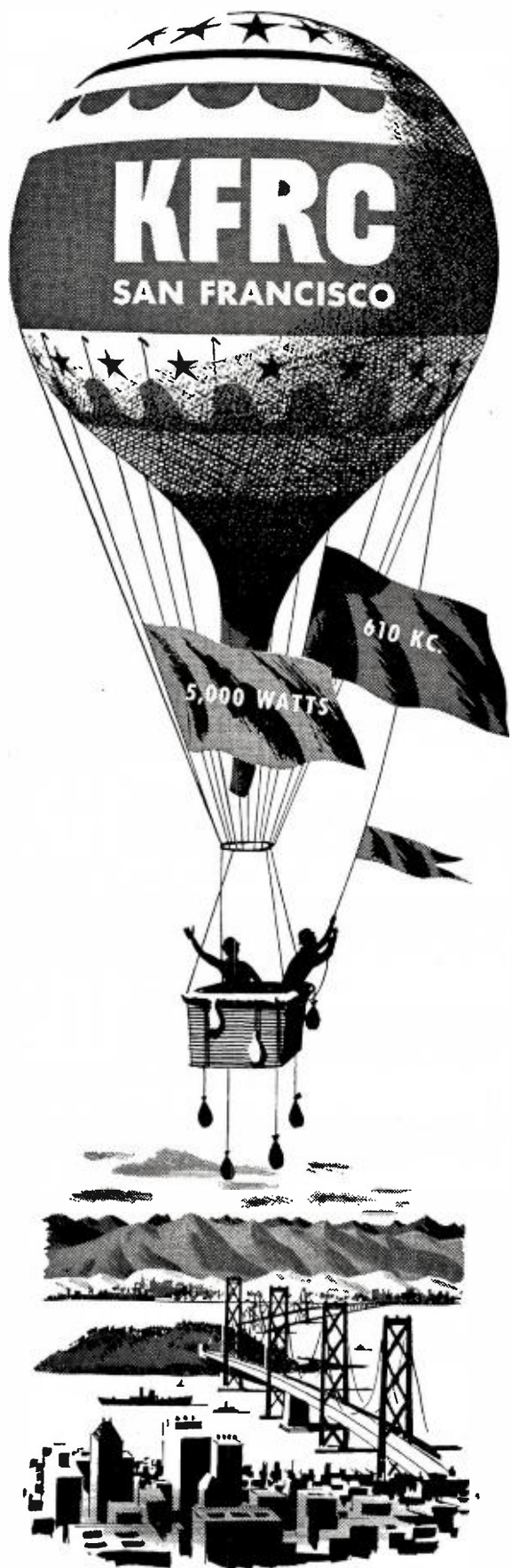
SAN FRANCISCO

**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 KDRC Sausalito.

In addition to these, KRÈ 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.

KDRC 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.

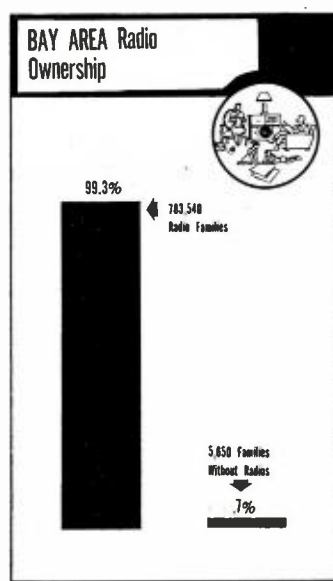
KPIX Telecasts New Years Day Event

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

1310
ON YOUR DIAL

KWBR
OAKLAND, CALIFORNIA

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 ...

tenna 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 on 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 Werrenrath 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—inauguration 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

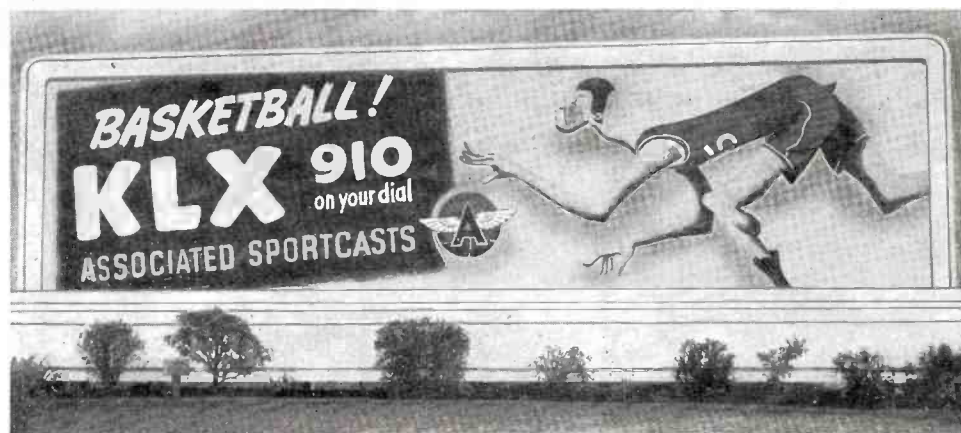
E. Nelson in 1939 . . . in 1942 moved into its present streamlined, glass-brick and steel Radio City studios at Taylor and O'Farrell Sts. . . . same year John W. Elwood became general manager and continues in that capacity today . . . in 1947 station assumed present call letters . . . FCC has granted 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-L.S.; 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

LEE MIKESELL
GEN. MGR.

1400 1450 1500

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

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!

Garfield & Guild Handles Many Accounts

The agency has a healthy string for the agency.

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.

participation show on WFIL (TV) Philadelphia. Mario is testing on set Co. (whipped cream) is using Brand Foods) is a potential. Avon-Booth Co. (Crescent users. E. E. Booth Co. (Crescent food products) are regional spot Sugar Co., and Mario Packing Corp. spot schedule nationally. Speckels Calif., currently is using heavy E&J Gallo Winery, Modesto, rector, handles radio time buying. counts. Jean Wherland, media director, has several radio accounts. In business since June 1946, has several radio accounts. In business since June 1946, has several radio accounts. In business since June 1946, has several radio accounts.

Garfield & Guild—Kay Jewelers, agency will include:

Major accounts held by each GB&B firm.

accounts will move to the new under the new setup although some to the firm. Name Garfield & Guild remains with Mr. Garfield in 1943, when his name was added basis in 1939 and became a partner account executive on a full time KSMO. He joined the agency as Garfield while an announcer on Bonfigli, worked part time for Mr. March 1 to form Guild, Bascom & Co. (smoked meats), sponsoring Pow-wow; Holly Meat Packing West Coast Soap Co. (White Navy, Furniture Warehouse (retail firm); Chevrolet dealers; San Pablo clients include Cochran & Celli His local and regional radio increases.

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

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

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

Just For The Rich

STATION

PENINSULA

1050 ON THE DIAL

Represented by:

GENE GRANT & CO.

DONALD COOK, INC.

Standard Oil Co. of California; Golden State Co. (dairy products); Circus Foods Inc. (packaged salses); 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 Langendort United Bakeseries Inc. advertising business (Langendort, Dr. Penland, Hollywood breads and Langendort cake). At least 50% of this account's billing goes to local and regional radio.

Beaumont & Hohmann, in the past two years, has developed the long (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-Erickson 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. (Lucky Lager beer) is another big radio user that consistently sponsors recorded music on California stations in addition to spot announcements.

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	KGYW	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 Feddersen 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.

REPRESENTED BY THE
BOLLING COMPANY



KSFO

ON YOUR DIAL

REPRESENTED BY THE BOLLING COMPANY

KPIX

1st in San Francisco

REPRESENTED BY THE BOLLING COMPANY

REPRESENTED BY THE BOLLING COMPANY



KSFO

Baseball Station

REPRESENTED BY THE BOLLING COMPANY

REPRESENTED BY THE BOLLING COMPANY

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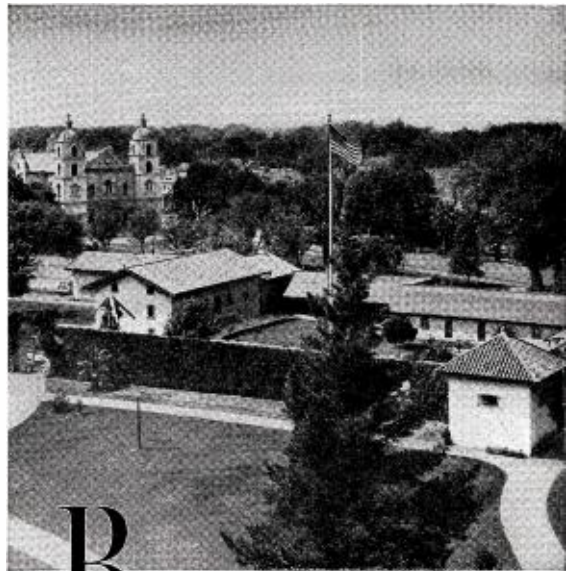
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REPRESENTED BY THE BOLLING COMPANY

KPIX



ANYONE 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.



BOOM-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.



CAN 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.