

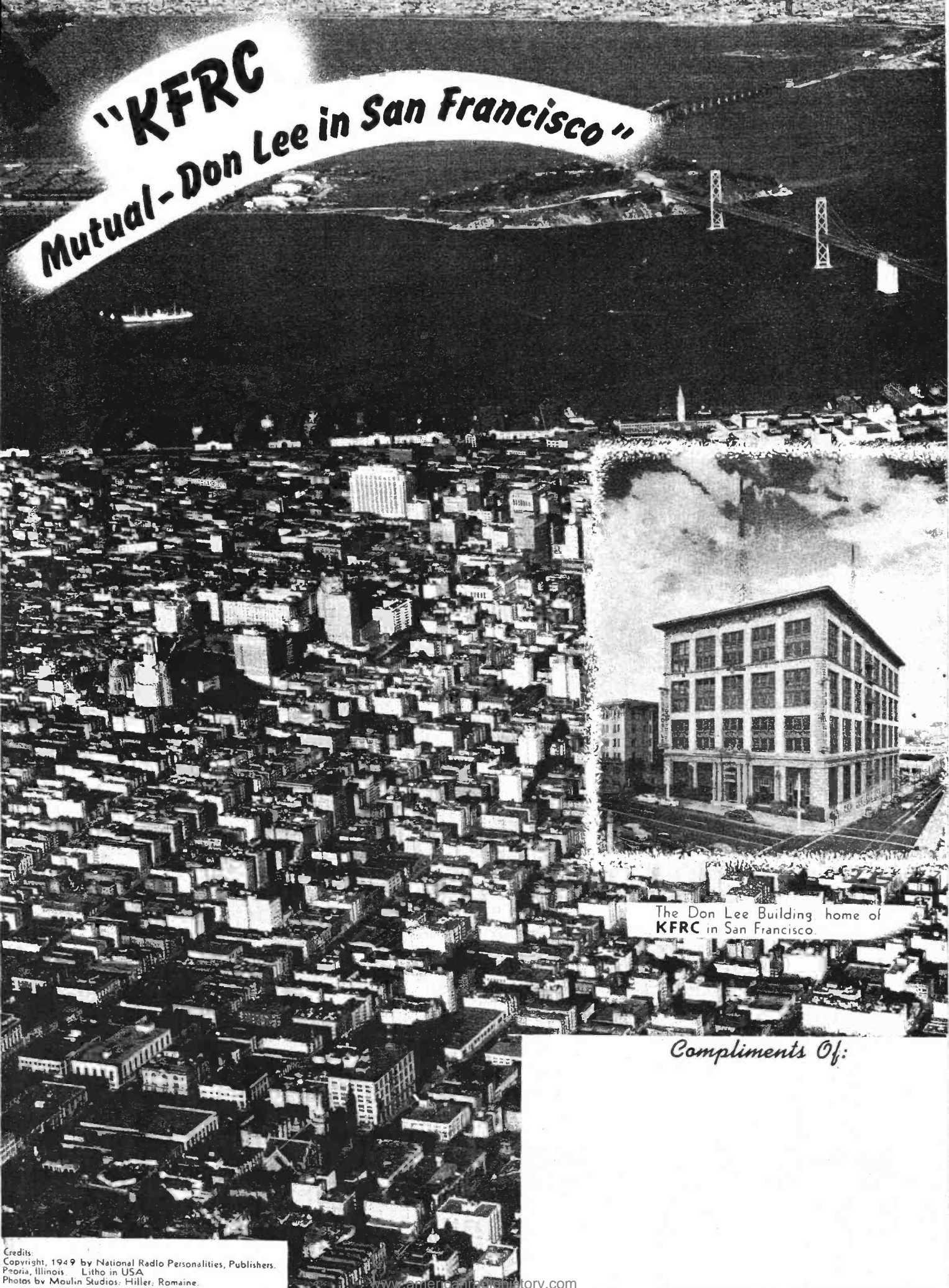


KFRC

presents

Going Forward with **RADIO**

"KFRC Mutual-Don Lee in San Francisco"



The Don Lee Building home of
KFRC in San Francisco.

Compliments Of:

Credits:
Copyright, 1949 by National Radio Personalities, Publishers.
Peoria, Illinois. Litho in USA.
Photos by Moulin Studios; Hiller; Romaine.





Lew Pfeifer, Chief Announcer



Dave Scofield

These Are the Friends



Walter Harris



Frank Johnstone



Parker Gayman



Don Davis

Voices of KFRC



Harrison Wooley



Vince Williams

ON AIR



The **KFRC**-Don Lee Air-
lanes are filled with sweet,
listenable music when the
"Lyle Bardo Show" takes
over in studio 2. Under Lyle's
personal direction, the or-
chestra presents a well-ran-
dome repertoire of semi-classical
and concert selections, ar-
ranged especially by him for
the broadcasts.

From **KFRC**

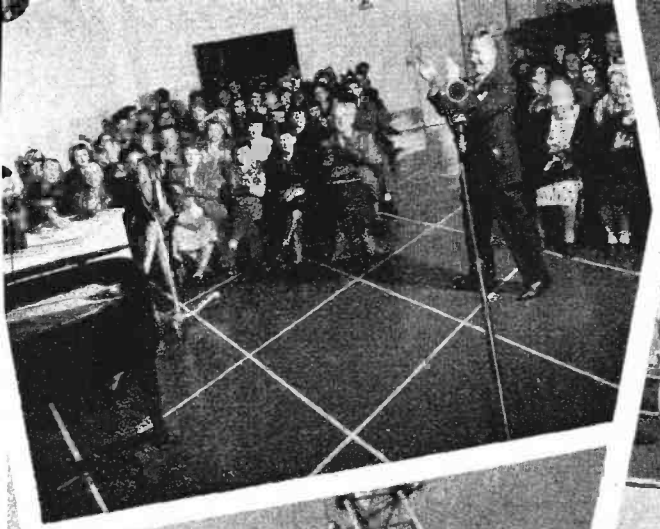
The many subjects women love to talk about make up the topics highlighted by **KFRC's** "Home Reporter," Emily Barton. On her two morning broadcasts, five times weekly, Emily provides large housewife audiences with news and facts on cooking, decoration, home-making and marketing news.



"I'm aiming it your way", smiles Don Davis, amiable "pilot" of the popular afternoon feature "Flying Discs" holding up a model sent in by one of his faithful fans. Don "aims" music the way his loyal listeners want it by playing recordings requested by mail.



One of the many interesting stories informally told **KFRC** listeners by Floyd Buick, worldwide traveler and journalist, dealt with this piece of rare jade valued at \$50,000. Drawn from his own rich background of personal experiences, Floyd's anecdotes are widely listened to by Bay Area fans.



Hundreds jam the **KFRC** Studio Auditorium for the Amateur Hour to encourage the contestants and lend them support.

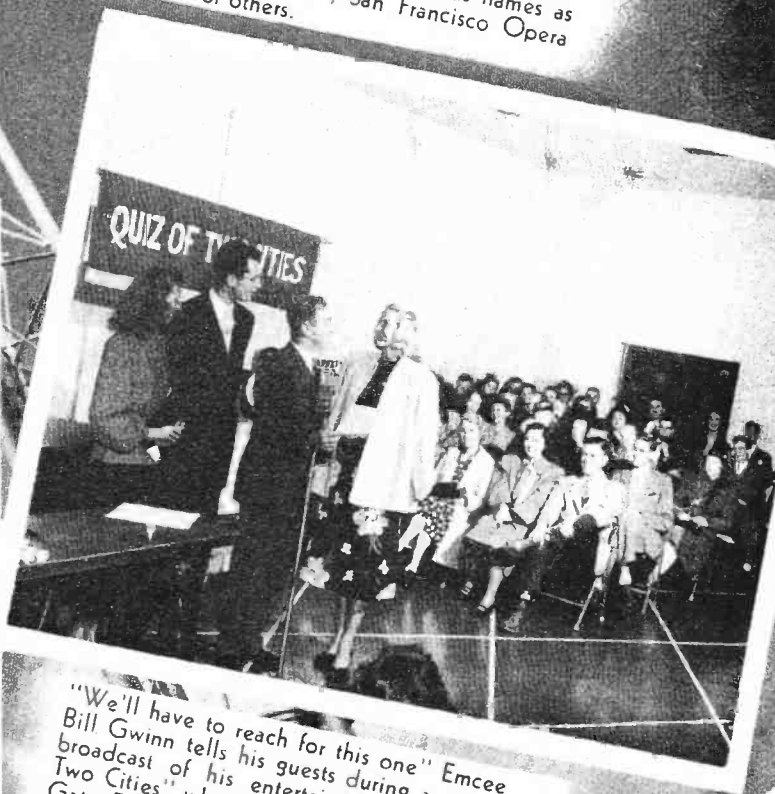


Now in its 14th year, Budda's Amateur Hour is tops in Saturday night listening with Northern Californians. Many hopeful contestants have found it a springboard to theatrical success. It's graduates include such famous names as Ralph Edwards and John Collins, San Francisco Opera Star as well as dozens of others.

The Studios



Long time favorite with Western radio audiences is **KFRC** Organist Elbert Lachelle. His pleasing organ interludes are regularly aired not only on **KFRC** but the entire Don Lee Network as well.



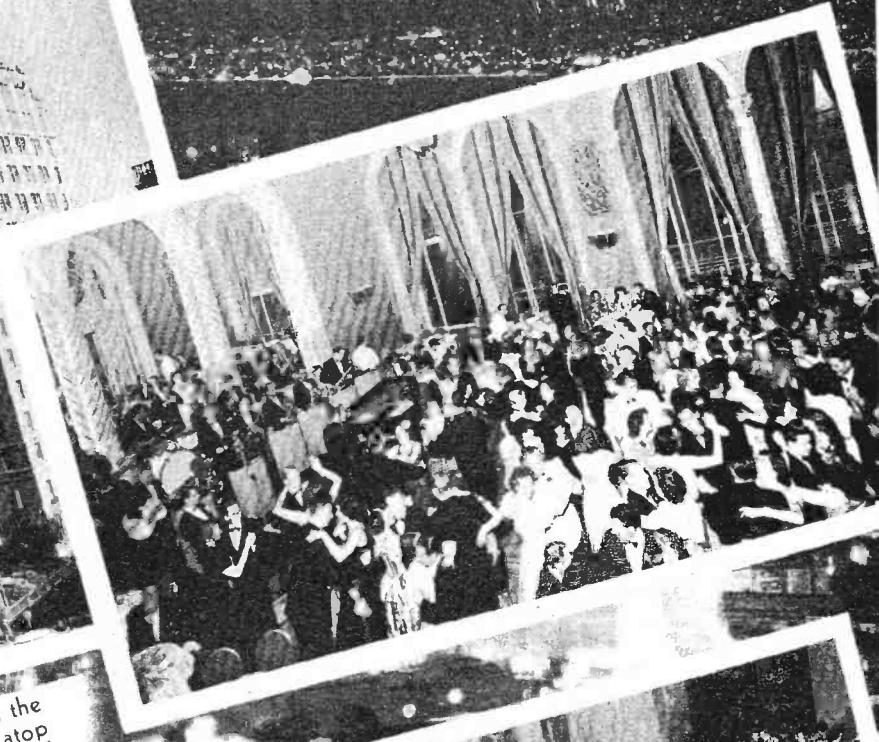
"We'll have to reach for this one" Emcee Bill Gwinn tells his guests during a recent broadcast of his entertaining "Quiz Of Two Cities" when members of the Golden Gate Tip Toppers Club appeared. Teams from San Francisco vie with those of Los Angeles in answering Bill's questions. **KFRC** originates the show for the Don Lee Network.

610 ON YOUR DIAL

'Round



From the fashionable Peacock Court in the world-famous Mark Hopkins Hotel atop Nob Hill, **KFRC** airs nightly broadcasts of famous bands.

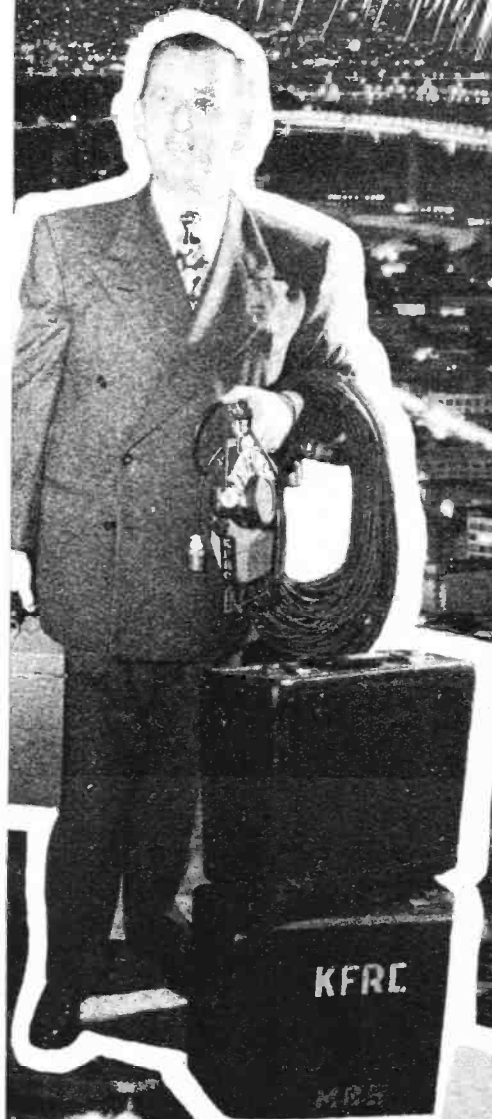


Nationally known bands appear regularly before the **KFRC** audiences from the lovely Venetian Room of the Fairmont Hotel on San Francisco's Nob Hill.

With

The Town

Busy as they are, San Franciscans take time out to watch **KFRC's "Sidewalk Reporter"** at work as he holds informant "curbstone" chats with passers-by.



Armand Humburg, **KFRC** Technician, engineers many remote broadcasts.



The expert arrangements of Latin American rhythms and popular American tunes by Al Wallace's Orchestra captures the listeners' fancy when **KFRC** presents them from the House of Harris.



Diners at the popular Cliff House which overlooks historic Seal Rocks "get into the act" via **KFRC's** roving microphone.

Moulin ©.

Meet...

*The
Members
of*



Merwyn McCabe, Sales Manager



William D. Pabst, General Manager



Lyle Bardo Musical Director



Mel Venter, Production Manager

The
KFRC
Staff



E. G. Underwood, Chief Engineer



J. J. McArdle, Technical Chief



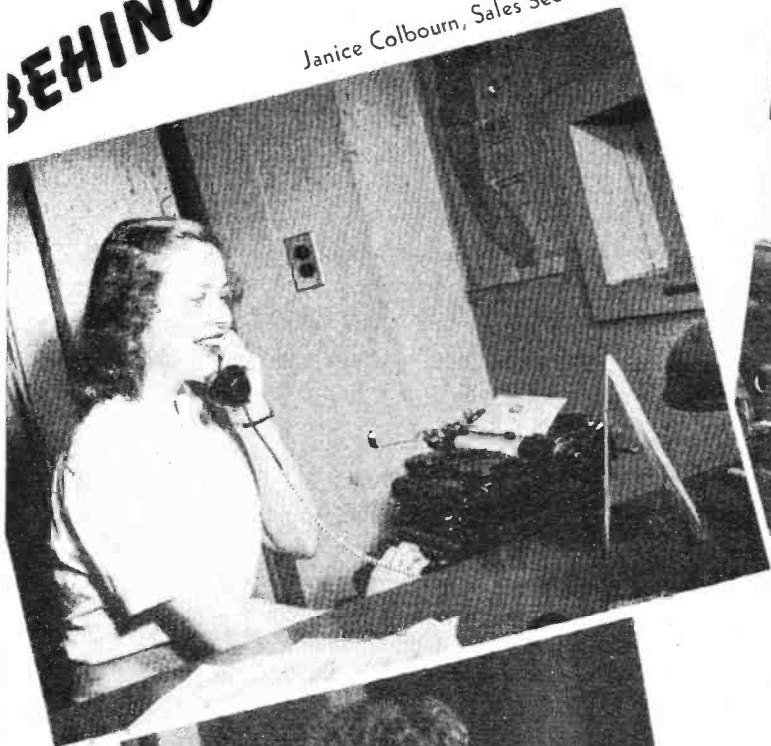
Dink Templeton, Sales Promotion Mgr.



Enes Canata, Sales Traffic Mgr.

BEHIND

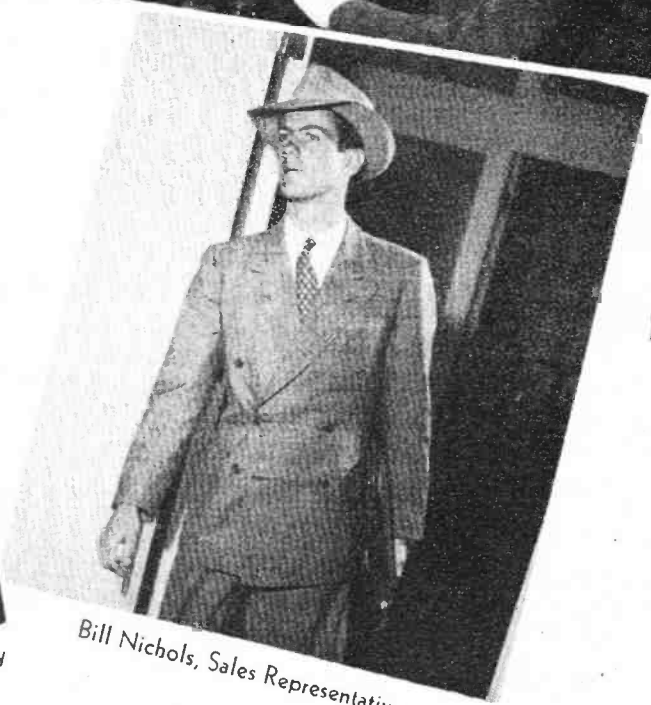
Janice Colbourn, Sales Secretary



Muriel Jocz, Traffic Secretary



Jean Moffitt, Production Secretary



Bill Nichols, Sales Representative



Jim Richards, Sales Representative



Bill Sweeney, Producer-Writer



Barbara Degan, Managerial Secretary



Aimee Lawrence, Music Librarian

Boyd Rippey and Arch Kerr,
Sales Representatives



SCENES



Peggy Holetz, Receptionist



Alice Campanelli, Traffic Secretary
and Leonard Levy, Transcription Dept.

KFRC

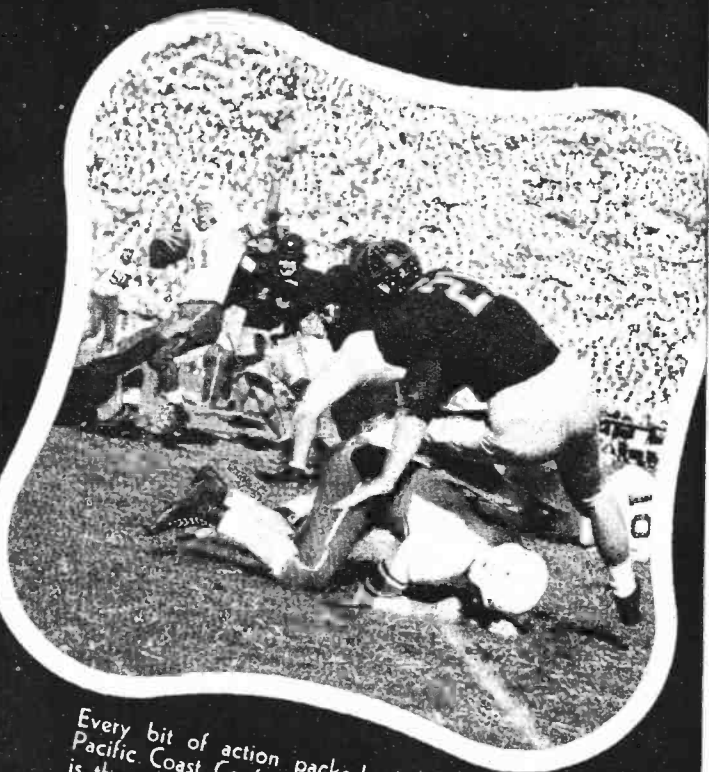


Before embarking from the Port of San Francisco for overseas duty, Lt. Glen Davis, Army Football Star, talks to his Bay Area fans on a special recorded **KFRC** interview. Art Sloper (left) of the **KFRC** Technical Staff operates the tape recorder.

ACCENT



Bill Brandt, sports editor of the Encyclopedia Britannica and international authority on athletics goes behind the athletic scene in all parts of the country to bring you Don Lee-Mutual's "Inside of Sports."



Every bit of action packed play in the Pacific Coast Conference Football Games is the sporting treat served up by **KFRC** with

DINK TEMPLETON COVERS OLYMPICS

610 ON YOUR DIAL

Famed Olympic track coach; former Stanford football star and widely-read sports columnist is Dink Templeton, KFRC's Sports caster. His "Sports Page Of the Air" featuring interviews with famous athletes (here its 49'er Quarterback Frankie Albert) makes Bay Area fans sit up and listen.



BOTH BARRELS Dink Will Be Most Widely Read Of Olympic Writers

By JACK McDONALD
Sports Editor, The Call-Bulletin
They did it: Dink Templeton's reporting the Call-Bulletin sports staff for the Olympic Games is not only the best covered in the West on the great London arena "Templeton's paras," which will appear in a special issue in the country with the coverage supplied by David Walsh, Ted Smith, Gayle Talbot and other veteran Olympic

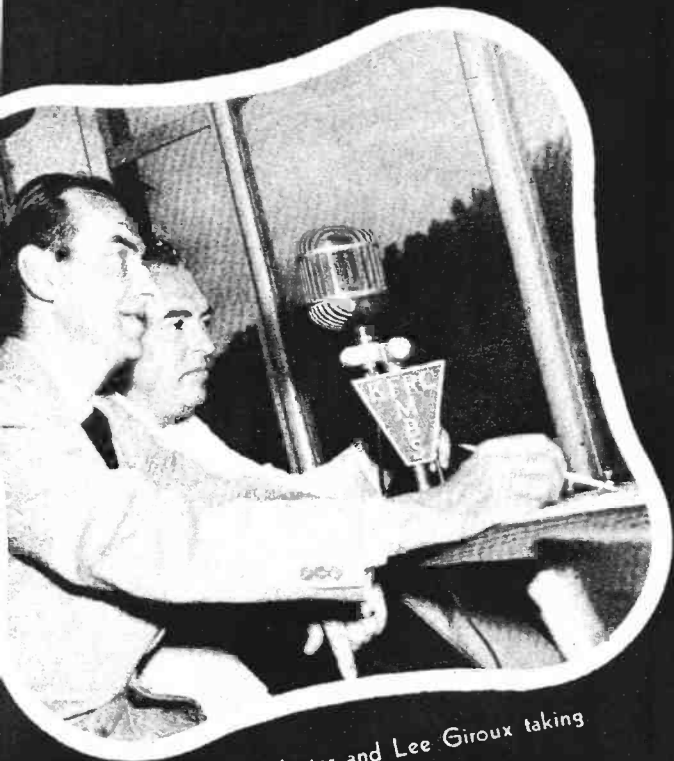


Walt Harris is heard on many KFRC sports programs.

ON SPORTS

Credits 'Dink' For Win

(Photo on Page 15)
By BILL MACLEIN
OLYMPIC STADIUM, WEM.
B.F.F. England, Aug. 3.—Lanky



..... Mel Venter and Lee Giroux taking turns at the mike.



All the thrills of the annual Memorial Day Indianapolis Speedway Classic are brought you exclusively by KFRC and Mutual. Don Lee. Veteran sports announcer, Bill Slater, describes the event.

ION-35-MIL
S AND FINANCE. THAT IS 40
PENDITURES. IT INCLUDES THE EUROPEAN REC



HR47
Dave Scofield is heard regularly on **KFRC** Newscasts.



Lew Pleifer also takes his turn in presenting bulletins to you.

COVERS NA
KFRC provides Northern California listeners with the finest in news coverage! Seven separate wires consisting of the complete service of both Associated Press and International News Service bring latest local, state-wide, regional, national and world events directly into the
WAR* EXPENDI
GET GOING ON UN
PROVES I



Another of the **KFRC** newsmen is Parker Gayman.



Gabriel Heatter collects news for his nightly commentaries aired by **KFRC**.



Bill Henry, noted newsman, is heard five times weekly on **KFRC**.

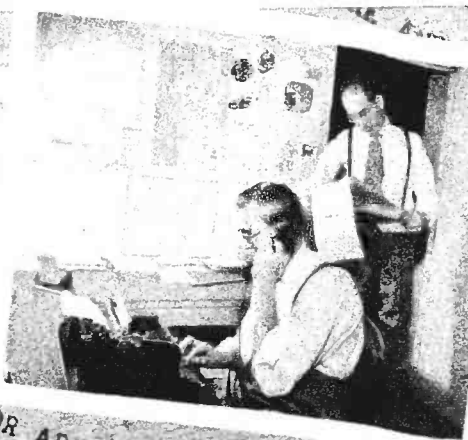


Veteran Cecil Brown is one of the most widely-listened-to news analysts on the air.

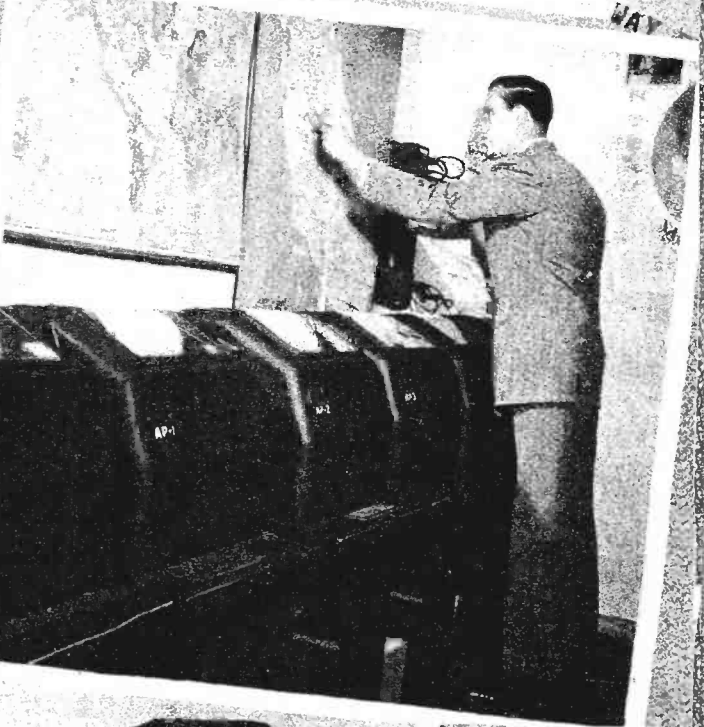
ATING THE PROGRAM. BUT HE... ON A SINGLE ADMINISTRATION
ECT TO STATE DEPARTMENT CONTROL. www.americanradiohistory.com

ARE IDENT
INNEAPO
NELSON SAYS AN A
FIGHT

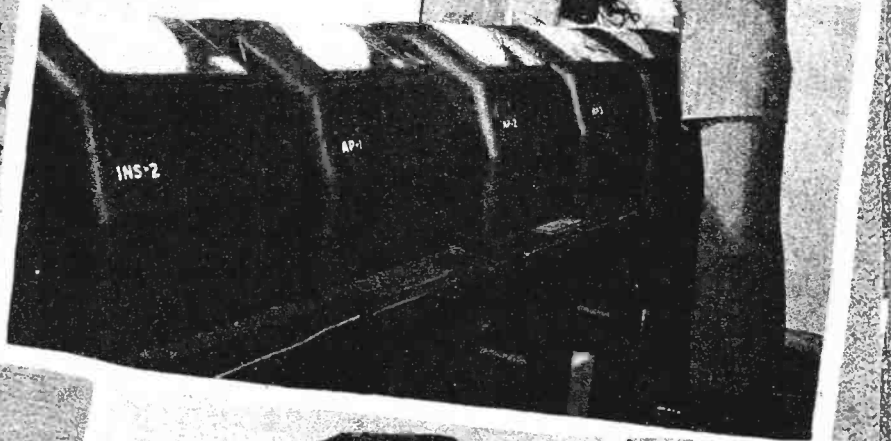
KFRC Newsroom. In addition, the San Francisco Call Bulletin furnishes **KFRC** with news and special features. After careful editing and compiling for accuracy and timeliness, this news is presented to you at frequent intervals throughout **KFRC's** busy broadcast day.



...SAYS THE EMPLOYEES OF HOUSE CIVIL SERVICE
As the latest news bulletins come ticking into the **KFRC** newsroom they are taken off the teletype machines by **KFRC** News Editor, Bill Nietfeld who prepares them for air use.



...ENSE ACCOUNTS FOR ABOUT 11-BILLION
...AND FINANCE MAKE UP ANOTHER SEVEN-BI
...INCLUDED 400-MILLION I
...ND WHEN CONGR



...SCORE 85 1/2 TO 85
...DEMOCRATIC NATIONAL
...ID---SAYS PRESIDENT TH
...948. MCCRATH QUER
...I DON'T
...R
...ROOSEVELT FOU
...DISCUSSION OF PRESIDE
...RY OF AGRICULTURE
...R BEFORE T
...TER

Prominent author, traveller and journalist is Henry J. Taylor, well known to Northern California listeners to **KFRC**.



The quietly authoritative comments of William Shirer are a weekly must with **KFRC** audiences.

Fulton Lewis, Jr. needs no introduction to radio listeners who regularly tune in to **KFRC** for his straightforward comments on national and world happenings.

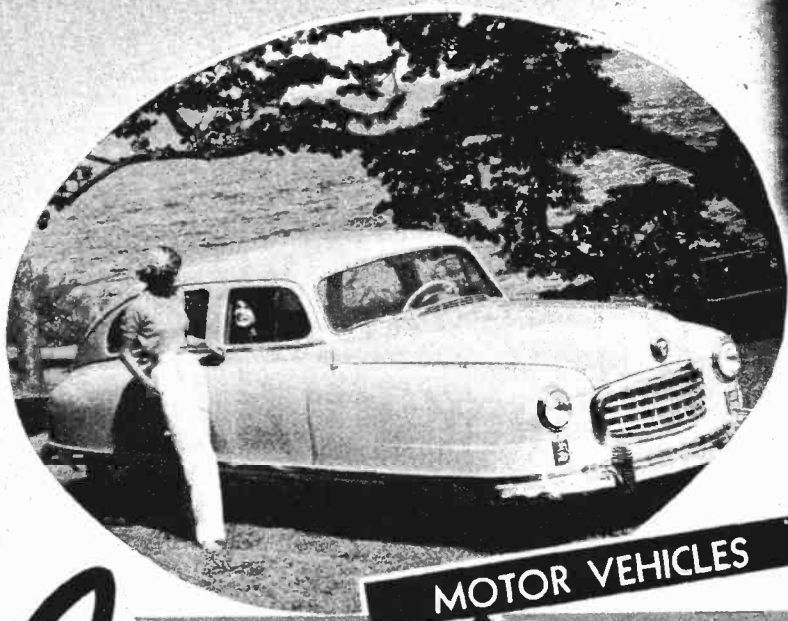
...MIN
...SH
...FIED AS ES
...IS AND DR ALEXIS
...EMPT IS
...BE EVACUATED
...AT KINGCHOW BY BOAT ON THE YA
...12 OTHER AN
...GO, MART
...ANLAND.
...ASSION
...RESTRA



The AMERICAN WAY

Of all the many things which make America different from other lands, the principal precept that . . . "all men are created equal" . . . is the deciding factor. The spirit of free man soars — a rail splitter becomes President; an obscure lad lights the world with electricity; a "common" man destroys distance with the telephone and two bicycle mechanics give wings to man.

Radio plays its part, too, in preserving our Freedom. Thanks to the modern miracle of free American radio we are the most informed people on the face of the globe; thanks to American radio our children are given educational advantages unknown in other countries; thanks to American radio religious doctrines of all faiths and creeds are given expression; thanks to American radio and the articles it sells American production is the highest in the world—American living standards the best. American Free Radio is the voice of democracy — the voice that cannot be stifled.









MOTOR VEHICLES

Compare!

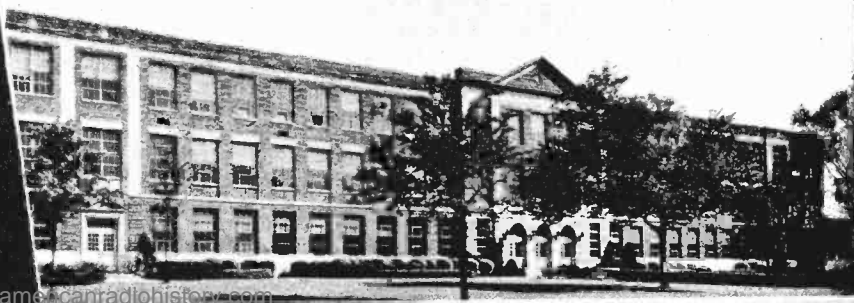
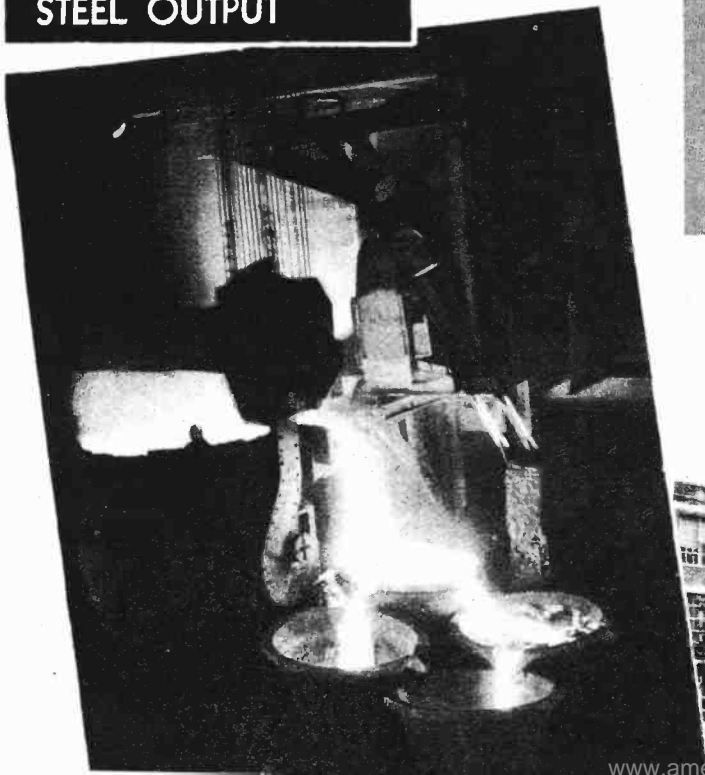
UNITED STATES

POPULATION: 138,000,000

 AUTOMOBILES	41,000,000
 RADIO STATIONS	1,889
 CULTIVATED ACRES	1,141,600,000
 SCHOOLS	215,000
 TONS STEEL OUTPUT ANNUALLY	80,000,000
 RADIOS	60,000,000

NUMBER OF SCHOOLS

STEEL OUTPUT



is the BEST WAY..



WE ARE AMERICANS!

Each new day we awake free in the assurance that we live in the greatest country in the world!
 We constitute only 7 percent of the World's Total Population, yet .

We Own

86%
83%
81%
79%
67%
58%

OF THE WORLD'S

REFRIGERATORS
 AUTOMOBILES
 BATHTUBS
 RADIO SETS
 VACUUM CLEANERS
 TELEPHONES

CULTIVATED ACRES

BRITAIN	FRANCE	GERMANY	RUSSIA
48,000,000	40,000,000	66,000,000	193,000,000
2,500,000	2,200,000	1,700,000	678,000
121	45	23	130
17,000,000	42,000,000	33,000,000	388,000,000
36,000	82,000	52,000	117,000
13,000,000	2,000,000	6,000,000	13,000,000
11,000,000	5,600,000	5,500,000	11,000,000

RADIO SETS IN USE



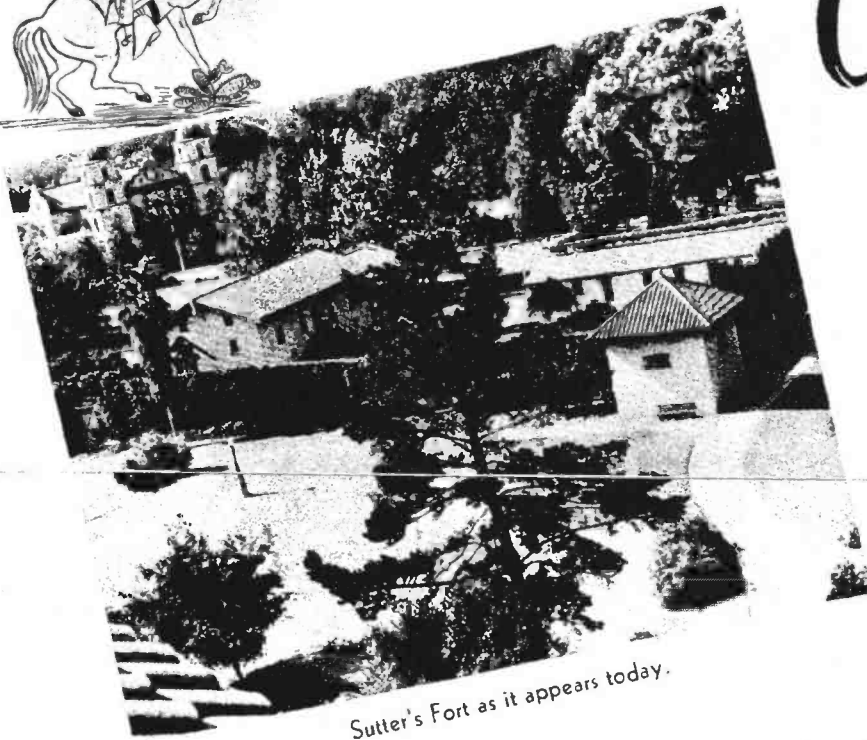
RADIO BROADCAST STATION





California

THE '49 GOLD

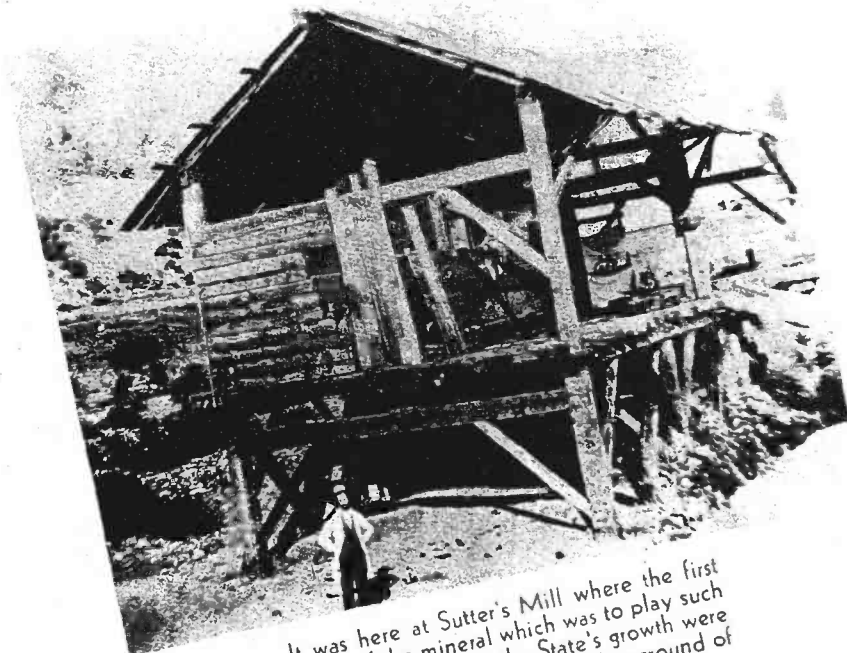
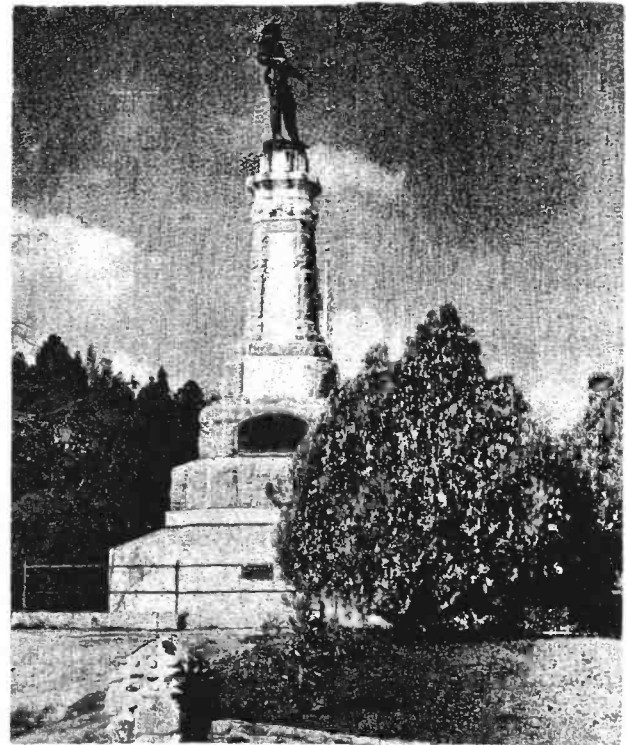


Sutter's Fort as it appears today.

By reenacting the thrilling events of early California we gain a more intimate knowledge of the pioneer spirit which brought our State into the Union. In looking behind the scenes of our history, we see the beginning of our great agricultural endeavor, our industries, mineral production, lumbering, fisheries, the development of recreation and travel and the expansion of world trade. California has an amazing story; it has a part in the chronicle of many nations and the Gold Rush made the State symbolic



The statue of Marshall, discoverer of gold in California, pointing to the exact spot in Coloma where he made his memorable find.



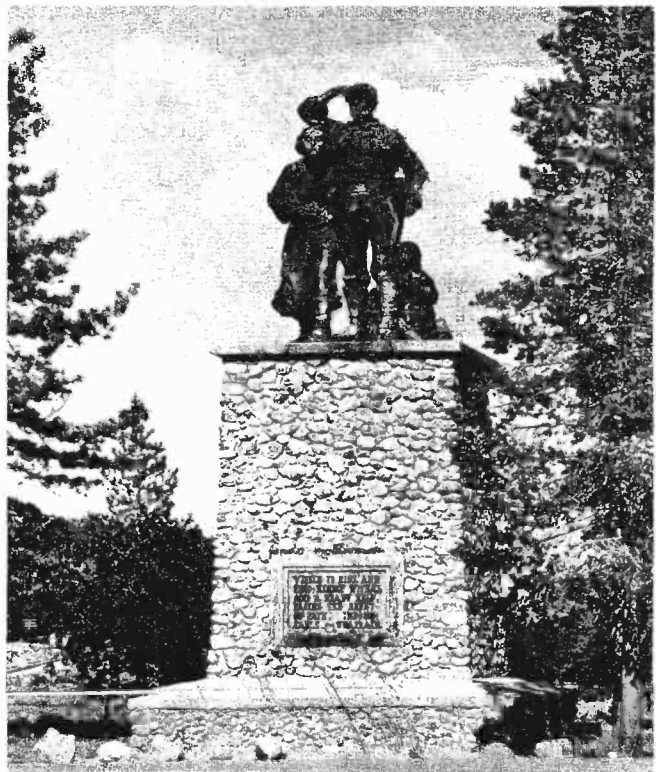
It was here at Sutter's Mill where the first flecks of the mineral which was to play such an important part in the State's growth were found. Marshall stands in the foreground of this early photo.



Centennials

OLD RUSH

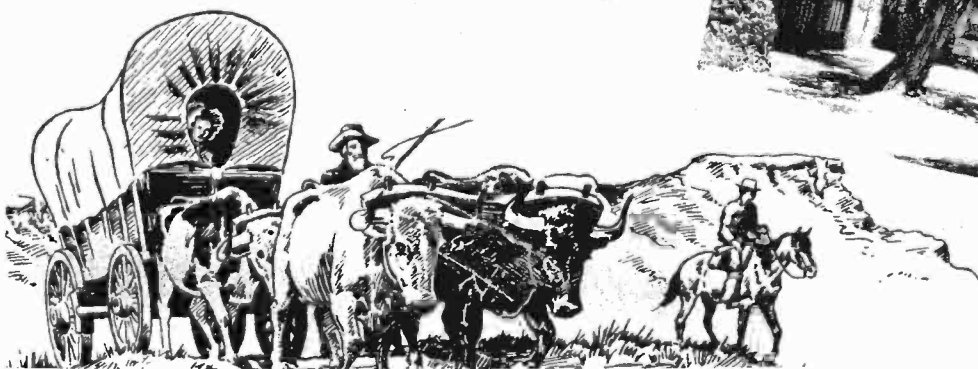
of a promised land of plenty. A century ago tens of thousands of adventurous souls traveled from all parts of the world to seek this "Western Paradise". In recalling their courage and vision we may find a new inspiration for the future. There is a splendid opportunity in reliving the dramatic scenes of early California for a development of a greater community spirit throughout the State. They give us a better insight of the glorious destiny that lies in the century ahead.



These figures stand in silent tribute to the pioneer spirit of California's early settlers.



In historic Colton Hall in Monterey, meeting place of the Constitutional Assembly, the first California Constitution was drafted.



One of the many beautiful park sites which abound in the Golden State is Columbia State Park.



"Romance of the Highways"
features Commander Scott



Bill Gwinn, emcee of "What's the Name of That Song?"



Little Beaver heard
on "Red Ryder"



Red Ryder, himself



The Cisco Kid



Rex Miller comments on the News

KFRC - DON LEE *Brings Many*



Bob Bence of "Rise and Shine"



Glen Hardy, News Commentator



Chandu, The Magician



Frances Robinson portrays Claire on "Let George Do It"



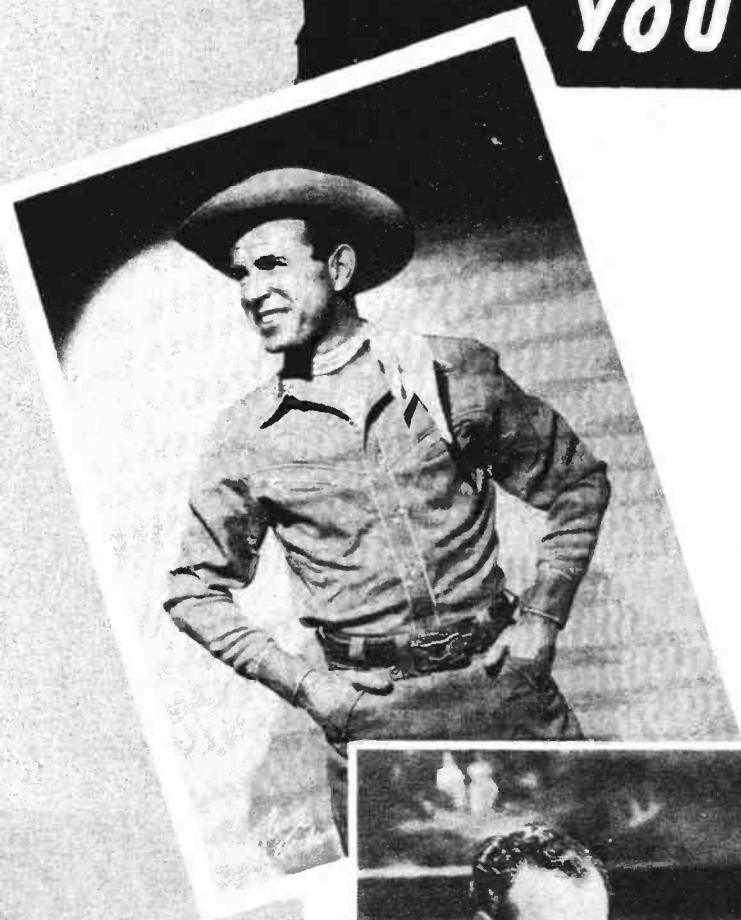
Frank Hemingway presents the news in his own distinctive manner.



Bob Bailey is George of "Let George Do It"

Entertaining Hours To You

YOU HEAR THEM ALL



Above: Joe "Curley" Bradley plays cowboy Tom Mix.



The Spellbinder of "Colonel Stoopnagle's Academy" quiz program.



Right: Ted Collins and Kate Smith on "Kate Smith Speaks"

Below: Leslie Wood and Brett Morrison in "The Shadow."



Jane Webb is "Belinda Boyd" of "Those Websters"



ON MUTUAL-DON LEE



A bit of action from "Official Detective"



Jimmie Fidler reports on the Hollywood scene



Left: Emcee Jack Barry and "Juvenile Jury"

Below: Fred VanDeventer, Florence Rinard and Bobby McGuire on "Twenty Questions."



Jack Bailey on "Queen for a Day"



Cal Tinney is heard on
"Stop Me If You've Heard This"



Handsome Ben Alexander emcees "Heart's Desire"



Rudy Vallee guest starring on "Leave It To The Girls"



Ed Prentiss portrays the role
of "Captain Midnight"



Roger Elliott of "House of Mystery"
is John Griggs



Helen Choate and Lon Clark
of "Nick Carter"



"Erskine Johnson In Hollywood"



Dale Evans and Roy Rogers of the "Roy Rogers Show"



Clayton Collier is the favorite
of youngsters as "Superman"



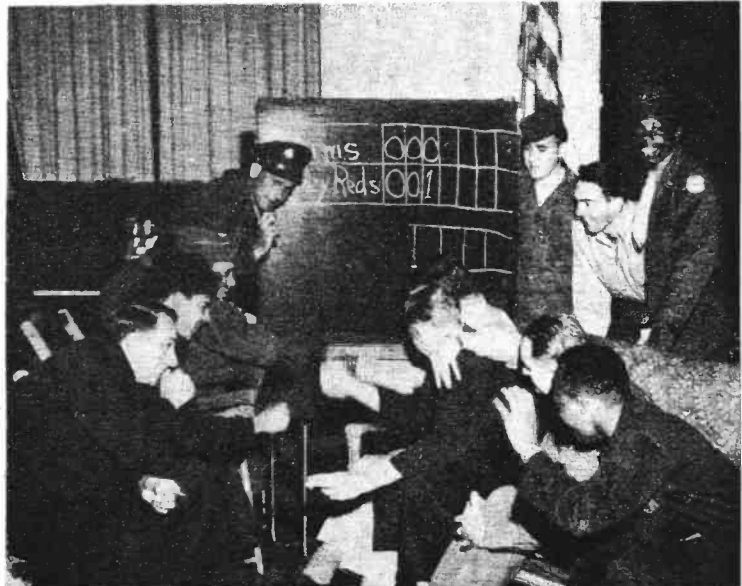
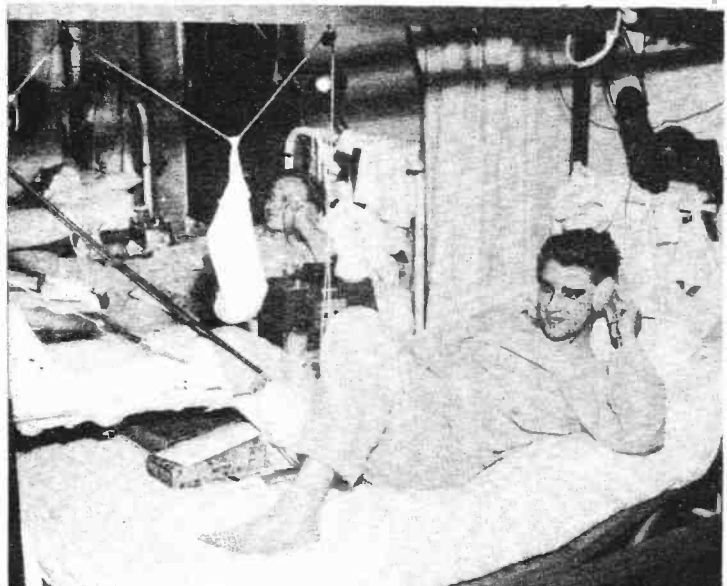
Jack Barry and 81-year-old Capt. Ed
of "Life Begins at 80"

P
U
B
L
I
C

K
F



Most every afternoon over a special **KFRC** wire, Jack MacDonald recreates each thrilling play of a major league baseball game for veterans in local hospitals. It's the boys' own broadcast, heard only by them and...



... if this picture is any proof, they enjoy every minute of Jack's accurate and descriptive account of the day's top game.

"Boy, What a play!" **KFRC** remembers the fellows who sacrificed so much by bringing them many hours of real pleasure with this exclusive baseball feature.

AMERICAN LEGION
 YMCA
 LIONS INTERNATIONAL
 INTERNATIONAL EXCHANGE CLUBS
 HEALTH RECREATION INFORMATION WELFARE
 KIWANIS INTERNATIONAL
 THE SALVATION ARMY
 A large white cross is also visible on the left side of the block.

S E R V I C E R C

A frequent visitor to the **KFRC** studio is Master Sergeant Frank Grubbs of the U. S. Army and Air Force Recruiting Service who uses the freely-given facilities of the station to help swell the ranks of Uncle Sam's Armed Forces.

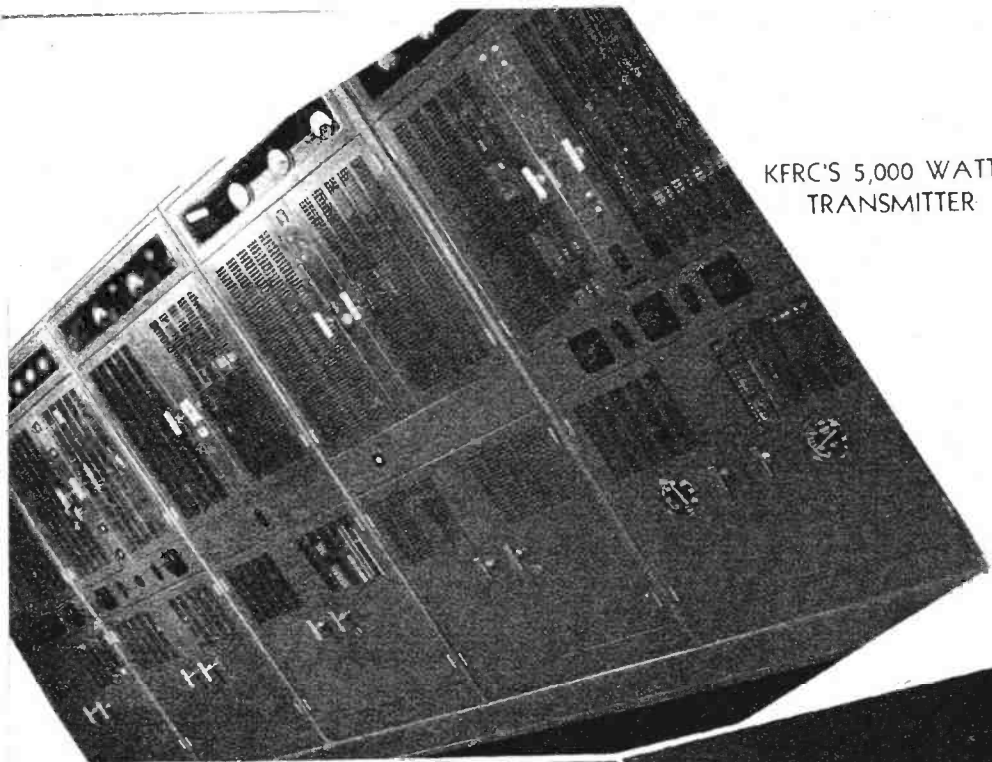


Major Durham of the San Francisco Salvation Army tells **KFRC** listeners of the many special projects undertaken by his organization.



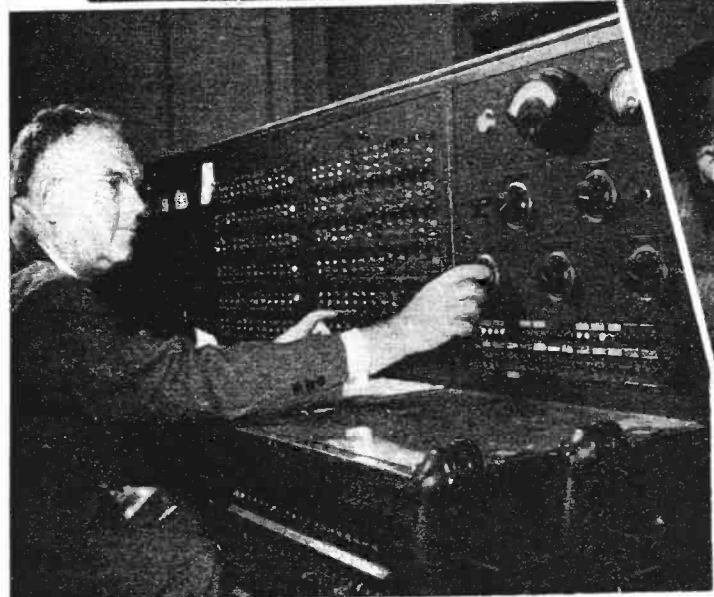
In his office at the historic Presidio, General Mark Wayne Clark, Commanding General of the Sixth Army, delivers a special message which is transcribed on **KFRC's** tape recording equipment.





KFRG'S 5,000 WATT
TRANSMITTER

**T
E
C
H
N
I
C
A
L
L
Y**



DON CAMERON



BOB BALDWIN

KFRG



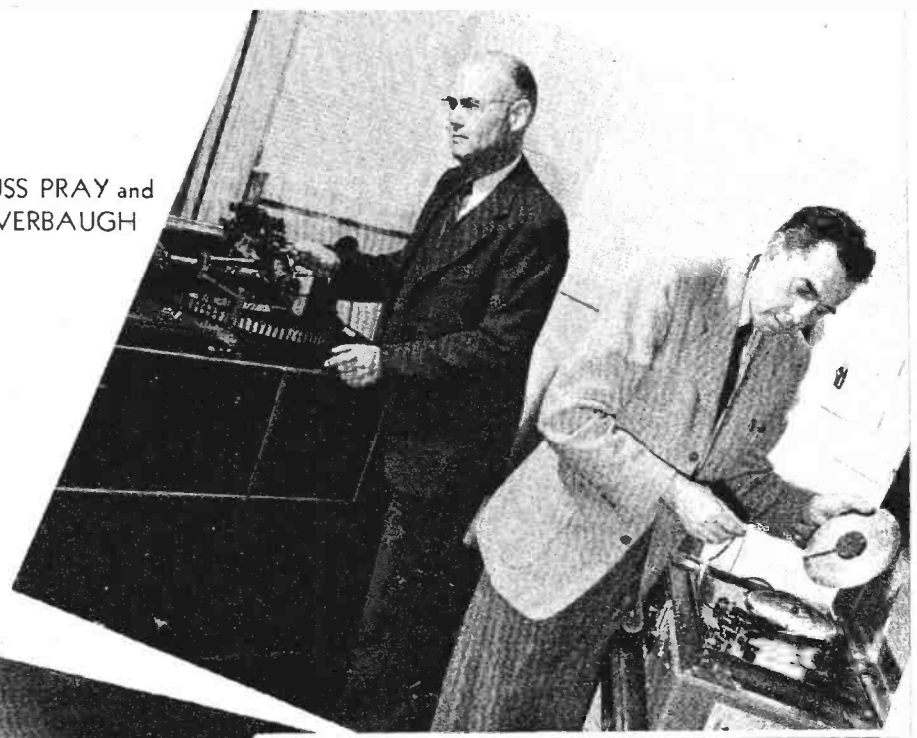
TOM STAND



CHARLEY ESTEY

SPEAKING

RUSS PRAY and
CLINT OVERBAUGH



FRANK BINDT and NED GRAMLICH



JOHNNY WALDRON

TECHNICIANS



CHARLEY ANSON



TOM RAZOVICH

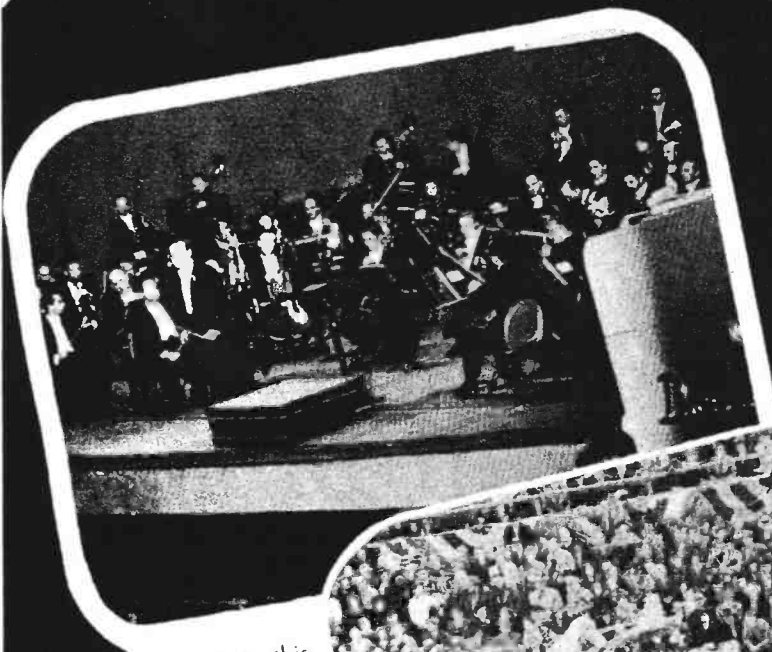


HARRY R. LUBCKE, Technical Director of Don Lee Television.



E. CARLTON WINCKLER, Don Lee Television Program Coordinator.

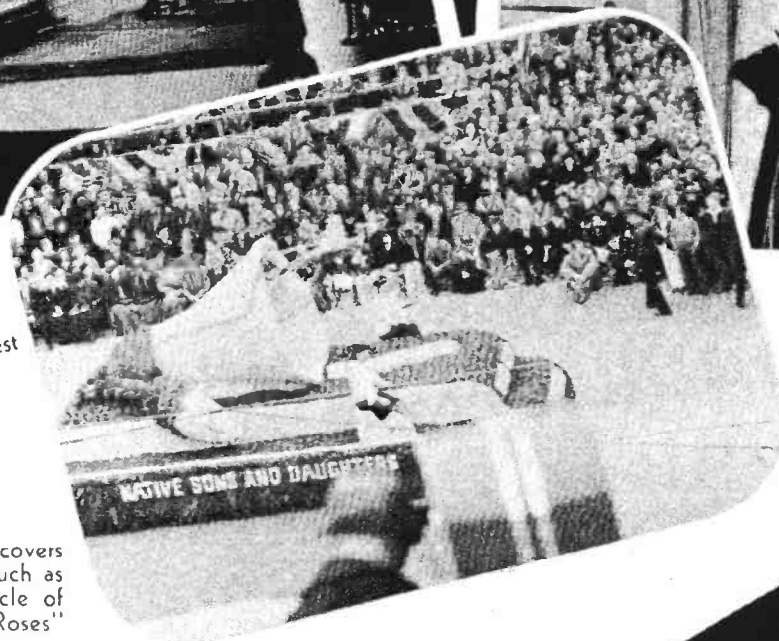
Going Forward



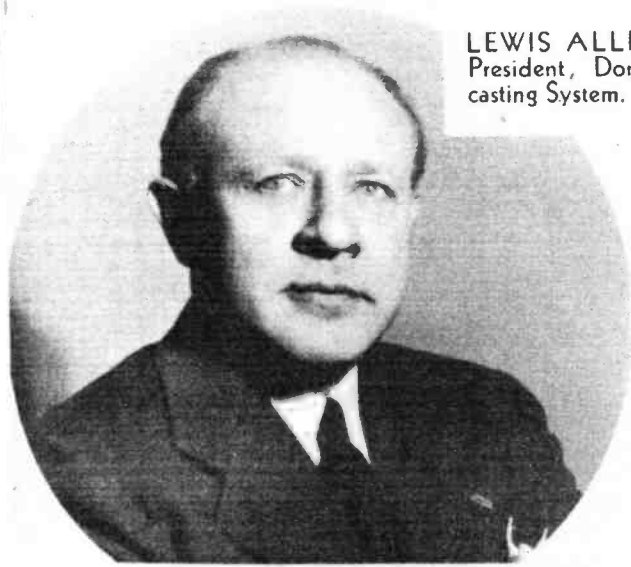
A Don Lee "first" is this telecast of a Philharmonic Orchestra Concert with Yehudi Menuhin from a West Coast stage.



Mutual's own "Queen For A Day" makes a memorable appearance before the Don Lee Television camera.



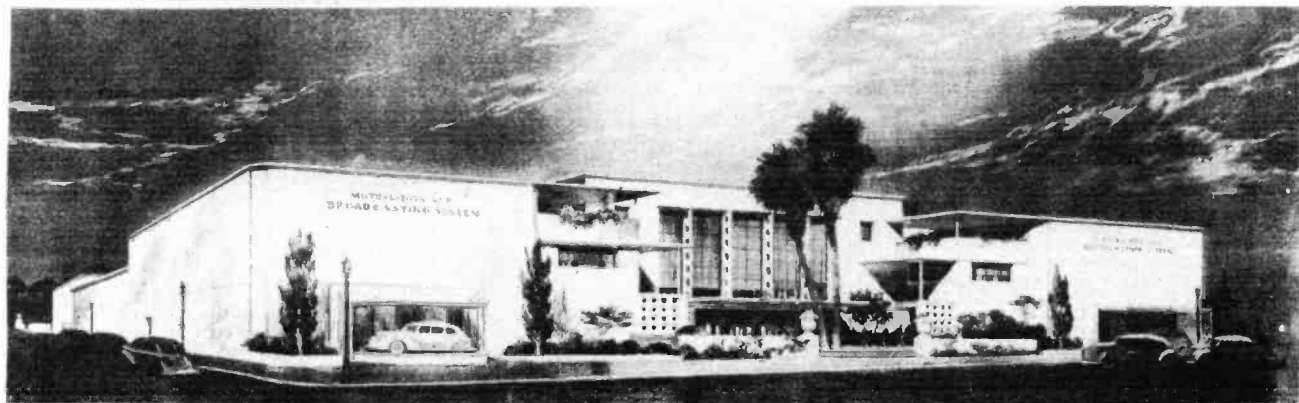
Don Lee Television covers many special events such as the eye filling spectacle of the "Tournament of Roses" parade.



LEWIS ALLEN WEISS,
President, Don Lee Broad-
casting System.

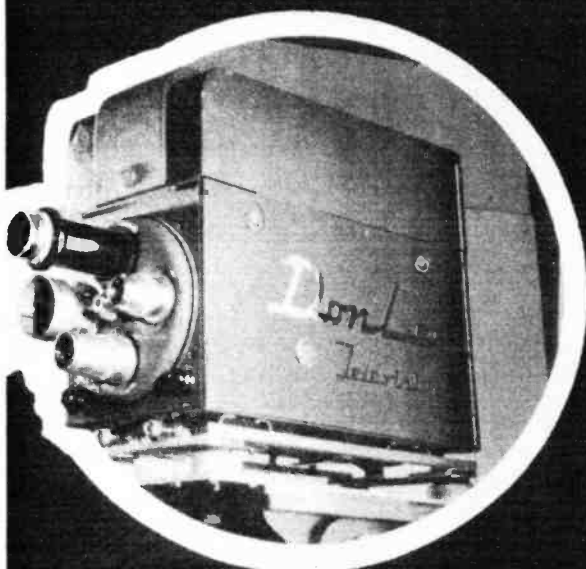


WILLET H. BROWN, Vice-
President, Don Lee Broad-
casting System.

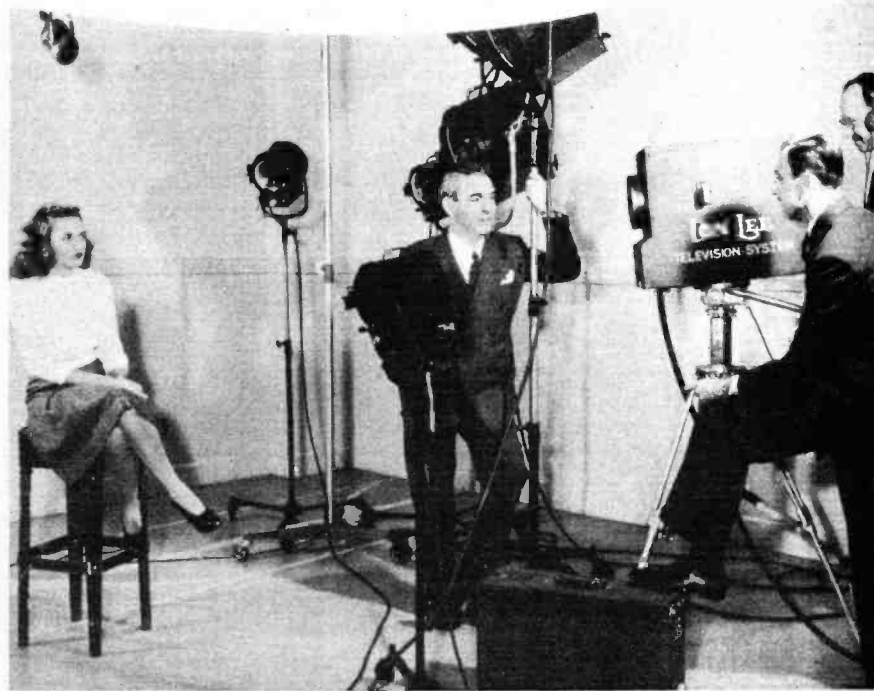


The beautiful new, modern home of Don Lee Broadcasting System where steady progress has been made in pioneering West Coast Telecasting.

With Television



Keeping abreast of newest techniques in radio's latest phase, Don Lee's Television Cameras focus on broadcasts of all types.



KFRC officials get an intimate glimpse of "things to come" with this television equipment set up right in their own studios for staff training.

It was only thirty years ago when an inventor in New York was brought into court and accused of fraud. The charge was that in attempting to sell stock in his company, the inventor made claims that his "worthless device" might transmit the human voice across the Atlantic Ocean. That inventor was Lee DeForest. His "worthless device" was the audion tube, which makes possible the present system of radio — and has been rightly called the greatest single invention of the Twentieth Century.

Radio is not the invention of any one man. It represents the creative genius of centuries of generations of visionary people . . . Human beings, up through the ages, groping for a means of long distance communication . . . Primitive people in some ancient age, pounding out their messages on crude drums in an ante-diluvian jungle . . . it recalls mechanical semaphore . . . the discovery of electricity of Benjamin Franklin . . . the calculations of Clerk Maxwell on radio waves in the middle of the last century . . . Heinrich Herz's induction coil which produced the first radio frequencies in 1888 and then, Marconi sent sound through the airwaves for a distance of one mile in 1895, and six years later sent a wireless message two thousand miles! Radio transmission of code had arrived!

After Marconi came Lee DeForest and his magic vacuum tube and later the audion tube, and with their advent transmission of the human voice and music became a practical reality . . . Five years later, in 1920, modern radio was born, when in September of that year W/WJ was first heard in Detroit . . . Two months later, Pittsburgh's KDKA made all the world take notice with its coverage of the Harding-Cox presidential election.

From then on, the milestones in the development of modern radio were closer and closer together. In 1920, the Dempsey-Carpentier fight, the World Series and the first presidential radio address to the nation were all captured for the world through the magic of radio . . . In 1922 there were 400 transmitters . . . By 1927, there were 700, and commercial radio had come into its own.

Despite the great service it rendered, radio during its first years, was somewhat disconnected. There was a distinct unbalance between the superior programming of the metropolitan centers, as contrasted with the inferior productions of smaller cities. In November, 1926, The National Broadcasting Company was formed, to offer metropolitan programs to smaller cities. And now, twenty years later, four major radio networks are available to almost all radio listeners the nation over . . .

Radio has ceased being a novelty and is classed by many as a necessary service of the first magnitude. There are more than twice as many radio sets available to families as there are automobiles. Radios outnumber home telephones by more than two to one. There are a third more homes equipped with radios than with bathtubs. Radios are more universally used than toothbrushes.


Frequency modulation in radio is knocking at our front door to show us new listening pleasure in wide fidelity and reception of quality. Television has been proven a technically feasible means of broadcasting visual entertainment over long distances.

In short, radio has accomplished much; it will accomplish more. It has sprung from primitive dreams of necessity to practical, modern reality, to contribute to the vista of our cultural horizon. It is at the service of the public to use it and enjoy it as they will. It takes its place in a broadening society which is seeking better living of all mankind.



KFRC, Star Maker

Many of today's radio great began their careers in **KFRC** programs originating in the **KFRC** studios. With the aid of the invaluable early training acquired at **KFRC**, they have gone ahead to the success that is justly theirs. Below are a few of the better known celebrities who were heard in the early days by **KFRC** listeners —



Radio production is important at **KFRC**! Many tedious hours of rehearsal, much painstaking work is put forth to produce smooth running radio shows.

KFRC'S ALUMNI ROLL

Ralph Edwards
Al Pearce
Meredith Willson
Don Wilson
Bill Goodwin
John B. Hughes
Benay Venuta
Jack Kirkwood
Tom Brenneman

Harold Peary
Claude Sweeten
Bea Benederette
Maury Amsterdam
Benny Rubin
Toby Reed
John Nesbit
Bill Gwinn
Merv Griffin



Always on the alert for new talent, **KFRC** management and producers listen attentively to an audition being made by one of the many aspiring radio hopefuls who are readily given this opportunity.



5,000 WATTS

Mutual



Don Lee

610 ON YOUR DIAL

www.americanradiohistory.com