

*Radio in Victory as Presented by:
The Universal Broadcasting Company's Key Station for Northern California!*

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On Nob Hill adjoining the Mark Hopkins Hotel

OFFICE OF
RAY V. HAMILTON
EXECUTIVE VICE PRESIDENT

The Associated Broadcasters Inc
MARK HOPKINS HOTEL, SAN FRANCISCO, CALIFORNIA
POSTAL ZONE 6
March 15, 1946

Dear Friends:

This album is dedicated to you listeners who made Radio in Victory possible -- the victory itself last year and now this book by that name.

You will want to keep this as a valuable addition to your war information library for it gives many pertinent facts and much information for returning veterans: how to obtain full benefits under the GI bill of rights, how to register discharge papers, how to obtain medical service and financial assistance, and answers to insurance problems.

Then you have a pictorial review of outstanding radio personalities whom you hear over KSFO, the Universal station for Northern California, as well as behind the microphone scenes of those who make your favorite programs.

You will hear more and more during the coming year of radio developments -- such as frequency modulation and television, which you will soon be able to see in operation here at your KSFO studios. Our two powerful international stations -- KWID and KWIX -- truly give us a "Universal Service."

Right along that line, you and your friends are welcome any time to visit the station and see some of the shows being broadcast. Just telephone EXbrook 4567 or drop us a line to inquire about any particular programs you want to see.

We hope you enjoy this inside story of radio and victory.

Sincerely yours,

Ray V. Hamilton

RVH:MS

Compliments of:

Going forward with RADIO

TRIBUTES

IN COMBAT

"The infantry, mechanized units, warships, transports, bombers and fighter planes would be tremendously handicapped without radio communications."

Radio helps to time the attack, to locate the enemy and aid the artillery . . . Radio is the voice of the commanders on the beachheads, at the bridgeheads, of troops in foxholes, of sailors in lifeboats, or on rafts.

Radio co-ordinates military and naval operations, it saves lives, time and materiel. The split-second precision of the mighty air squadrons flying over Tokyo would be impossible without radio instructions, coordination and navigation.

Radio at the same time is used to confuse the enemy, to prevent concentration of interceptor forces, and to draw enemy fighter planes to another city distant from the target."

LIEUT. GEN. JAMES T. HARBORD
U. S. Army

AT HOME

BROADCASTERS look forward to the new year fortified both by improved technology developed in the stress of military crisis and by new methods of bringing culture and entertainment to the American audience—an audience that has enjoyed the finest broadcasting in the world.

FM, television, facsimile and other developments are emerging from the laboratory into the field of commercial broadcasting. Again America is taking the lead in introducing these newest products of the scientist's genius.

Those in whom rests the responsibility of maintaining this free radio system look back to the trying war months with pride as they recall the performances of American radio in time of crisis. They are pleased that all elements in the national life have recognized radio's efforts to fulfill its obligation.

The NAB enters the new year with the strongest organization in its history. All departments have been or are being re-equipped to meet the growing needs of an expanding industry; new departments are being added as the need arises.

All progress brings problems—difficult problems for which frequently no precedents exist. NAB is preparing to anticipate and to meet these situations as they develop. Broadcasters again pledge their time, their energies and their hearts to the people of the United States, a nation which has come to depend upon American radio as the dominant force in preserving its democratic way of life.

JUDGE JUSTIN MILLER President
National Association of Broadcasters

The Office of War Information has seen many examples of local radio solving local problems in the national interest. We take this occasion to recognize your potency as an ingredient of victory.

Elmer Davis, Director
Office of War Information.

I believe that one of the brightest pages in the story of America's mobilization for total war will be the account of how the entire radio industry threw all of its vast resources into the fight, without reservation, with complete unselfishness and with a determination characteristic of true Americans.

Edward M. Kirby, Col. AUS
Office of Public Relations
War Department.

Radio is doing a perfectly grand job of recruiting and disseminating news and general information for the Navy, of interest to those who have to stay at home.

J. Harrison Hartley, Commander.
Office of Public Relations
Navy Department.

I wish to extend my appreciation for the splendid cooperation the radio industry as a whole has given our efforts.

Paul V. McNutt, Chairman
War Manpower Commission

Broadcasting plays an important part in the success of our farm program.

Claude R. Wickard, Secretary
Department of Agriculture.

If there is one indispensable aid to the successful prosecution of the sale of War Bonds, then that aid is radio.

T. R. Gamble, Director
War Finance Division
Treasury Department.

Every minute of radio time given us, left Germany and Japan an hour less in which to exist and their time is now running short. They don't like what the people you helped us get, are doing to them.

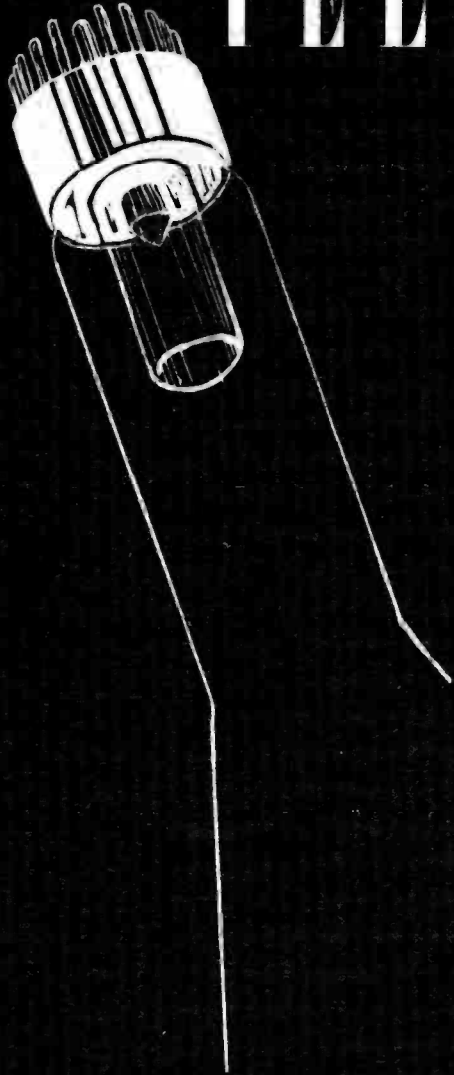
General Jerry V. Matejka
Office of Chief Signal Officer
U. S. Army

The importance of radio broadcasting in the national war effort is self evident and can hardly be overstated.

James Lawrence Fly,
former Chairman
Federal Communications Commission.

In one year, the total contribution of advertisers, broadcasting stations and networks, to the campaigns carried on by the Government in furtherance of the war, amounted to more than \$202,000,000.

TELEVISION



For more than 60 years scientists have been striving for means of seeing events remote from the observer. The scanning disc was invented by Paul Nipkow in 1884. The basis for all modern electronic television was described by Campbell Swinton in 1911, but it took years of work by Vladimir Zworykin before this system produced a picture. Dr. Zworykin invented the "Iconoscope which became the 'eye' of television cameras.

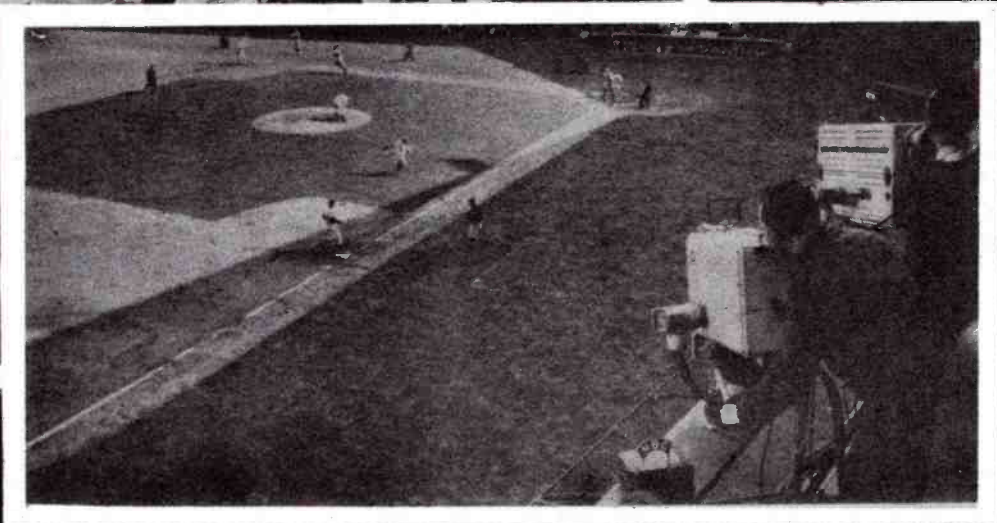
In the early 1920's, experiments by John Baird in England and C. Francis Jenkins in this country, brought successful transmission of low definition pictures. RCA erected a television transmitter in 1928 and on January 16, 1930 showed television pictures on a 6 foot screen, as transmitted from the studio.

The long awaited debut of television finally took place April 30, 1939 when President Franklin D. Roosevelt's speech opening the New York Worlds Fair was telecast.

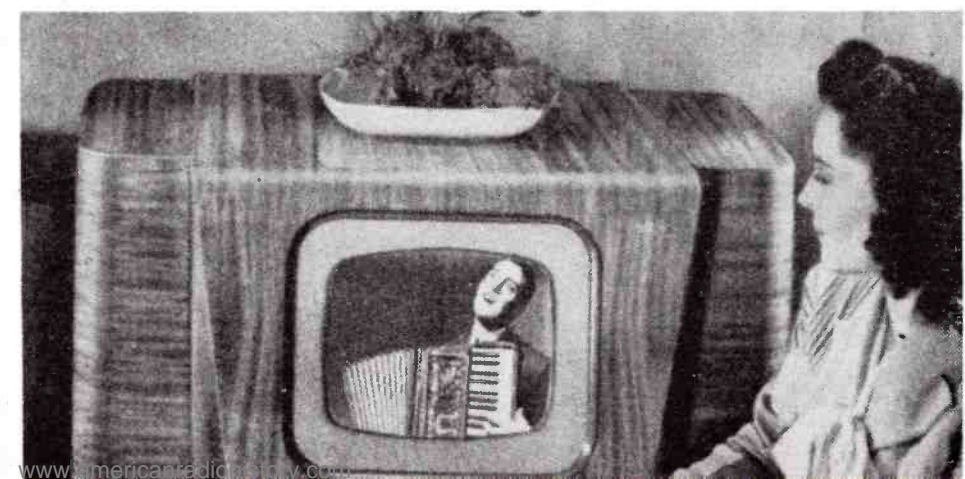
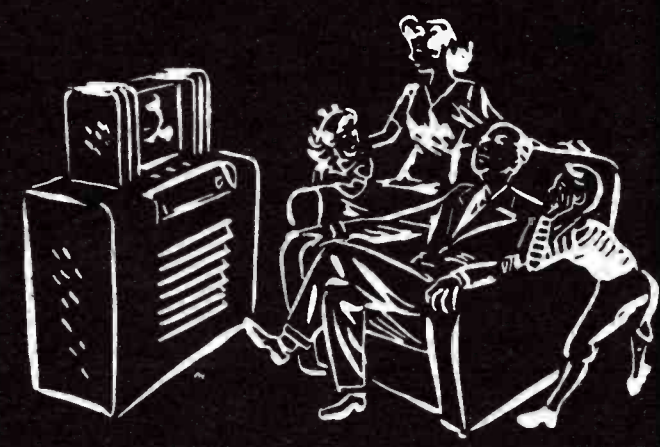
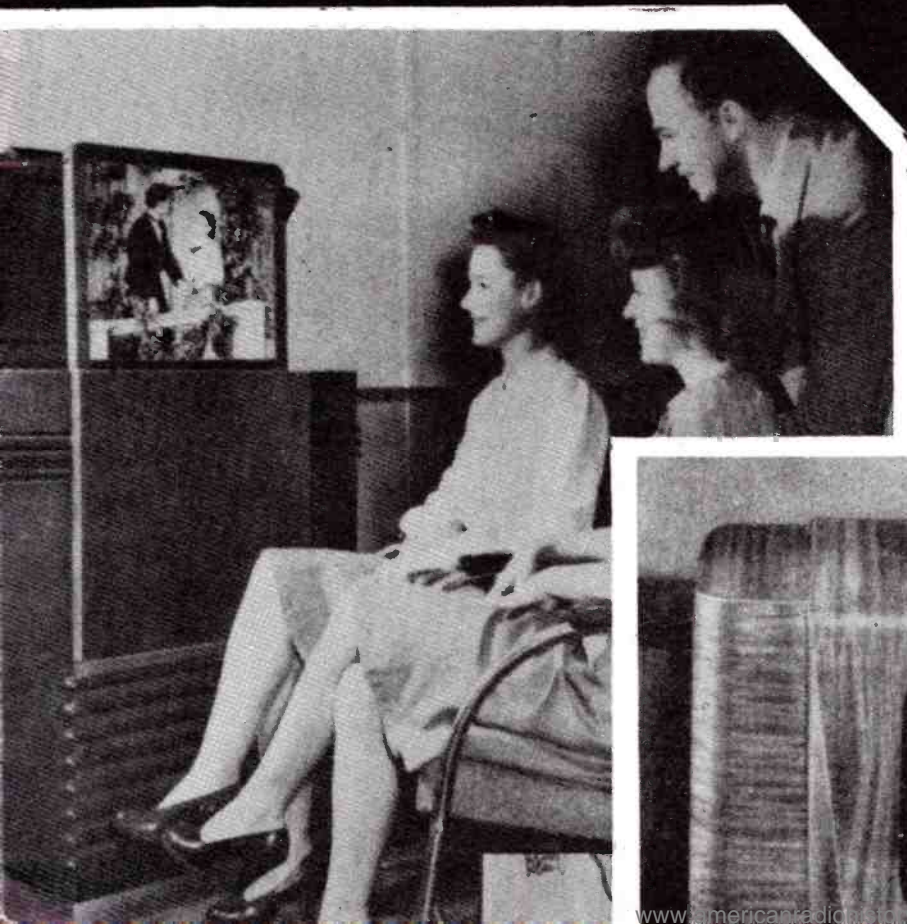
Today there are 9 television stations in operation, and the FCC has applications for permission to construct 140 others. On the East Coast, approximately 10,000 television receiving sets are now in use.



IT GOES IN HERE



AND COMES OUT HERE



OUR ARMY ALONE WEARS THESE



DISTINGUISHED SERVICE CROSS
Second most important army medal. Awarded U.S. soldiers for extraordinary heroism in military operation against enemy.



DISTINGUISHED SERVICE MEDAL
Awarded any member of U.S. Army who distinguishes himself or herself by meritorious service in a duty of great responsibility.



DISTINGUISHED UNIT BADGE
Awarded army unit twice cited for outstanding performance in action. Authorized by presidential executive order.



GOOD CONDUCT MEDAL
Awarded soldier who after Aug. 17, 1940 completed 3 yrs., or who after Dec. 7, 1941 complete 1 yr. of active Honorable Service.



SOLDIERS MEDAL
Awarded to any persons serving in any capacity for heroism not involving actual conflict with enemy.



THE OAKLEAF CLUSTER
Takes the place of the actual award of another medal for the same decoration previously presented.

THE GOLD STAR
Worn on the ribbon or service ribbon of any medal previously awarded. Indicates that the wearer has more than once been cited for the same decoration.



OUR ARMY AND NAVY BOTH HAVE THESE



SILVER STAR
Awarded to any person who has distinguished himself by gallantry and intrepidity in action.



PURPLE HEART
Awarded to persons wounded in action. Our oldest decoration, originally issued by Washington in 1782.



CONGRESSIONAL MEDAL OF HONOR
Mark of an exceptional hero. Awarded for gallantry at risk of life beyond call of duty. Presented by the President for Congress.



AIR MEDAL
All Services
Awarded any person serving with Army, Navy, Marines or Coast Guard, who distinguishes himself by achievement in flight.



DISTINGUISHED FLYING CROSS
Highest aviation honor given to American and foreign air men serving U.S. for extraordinary achievement in flight.



VICTORY MEDAL
Authorized to all Members of our armed forces who saw active service in First World War.



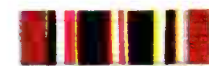
AMERICAN DEFENSE MEDAL
Worn by men in active service during national emergency preceding our entry into the war. Referred to as "Before Pearl Harbor Ribbon."



AMERICAN THEATER
Worn by those in active service in this hemisphere outside continental U.S. in this war. Note black and white stripes for Germany. Red and white for Japan.

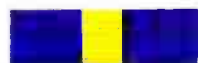


ASIATIC-PACIFIC CAMPAIGN MEDAL
Issued for award to members of the Army and Navy for active service in the theaters indicated. Note the red and white jap colors at either end.



EUROPEAN-AFRICAN-MIDDLE EASTERN
Issued to men who have been on active duty in these theaters of war. Center green represents Europe and brown represents Africa.

THESE ARE WORN BY OUR NAVY PERSONNEL



DISTINGUISHED SERVICE MEDAL
Awarded to any member of the Navy of U.S. who distinguishes himself or herself by exceptional meritorious service.



NAVY CROSS
Awarded for heroism or meritorious conduct in Naval Service during time of peace as well as for valor in action.



EXPEDITIONARY MEDAL
Officers and men who have participated in a campaign are eligible. A bronze star issued for each added expedition.



GOOD CONDUCT
Awarded enlisted Navy men for perfect service record and has shown marked proficiency in performing his duties.



MERCHANT MARINE DISTINGUISHED SERVICE
Awarded by our Maritime Commission to men of the Merchant Marine who committed Heroic Deeds under attack.

FOR THE NAVY - MARINES AND COAST GUARD



NAVY & MARINE CORPS MEDAL
Awarded to any member who has distinguished himself by heroism not involving conflict.



PRESIDENTIAL UNIT CITATION
Awarded to Navy & Marine corps units for service in combat action above expected high standard.



BREVET MEDAL
Awarded to Marines for distinguished conduct in presence of enemy.



GOOD CONDUCT AWARD
Awarded to a Marine who has completed his 1st enlistment with a high marking in efficiency, neatness, and intelligence.



COAST GUARD GOOD CONDUCT MEDAL
Awarded enlisted man for perfect service record and has shown marked proficiency in performing his duties.



LEGION OF MERIT
Awarded to combatants and non-combatants for extraordinary fidelity and service. May be presented to foreigners.

SPECIAL MERIT AWARDS

DISTINGUISHED MARKSMAN **DIST. AUTOMATIC RIFLEMAN** **DISTINGUISHED AERIAL GUNNER** **SHARPSHOOTER AND 1ST-CLASS GUNNER** **EXPERT**



LIFE SAVING MEDAL
(Red Ribbon-Gold Award; Blue Ribbon-Silver Award)
Presented for Heroic life saving at sea, to civilians as well as service men.

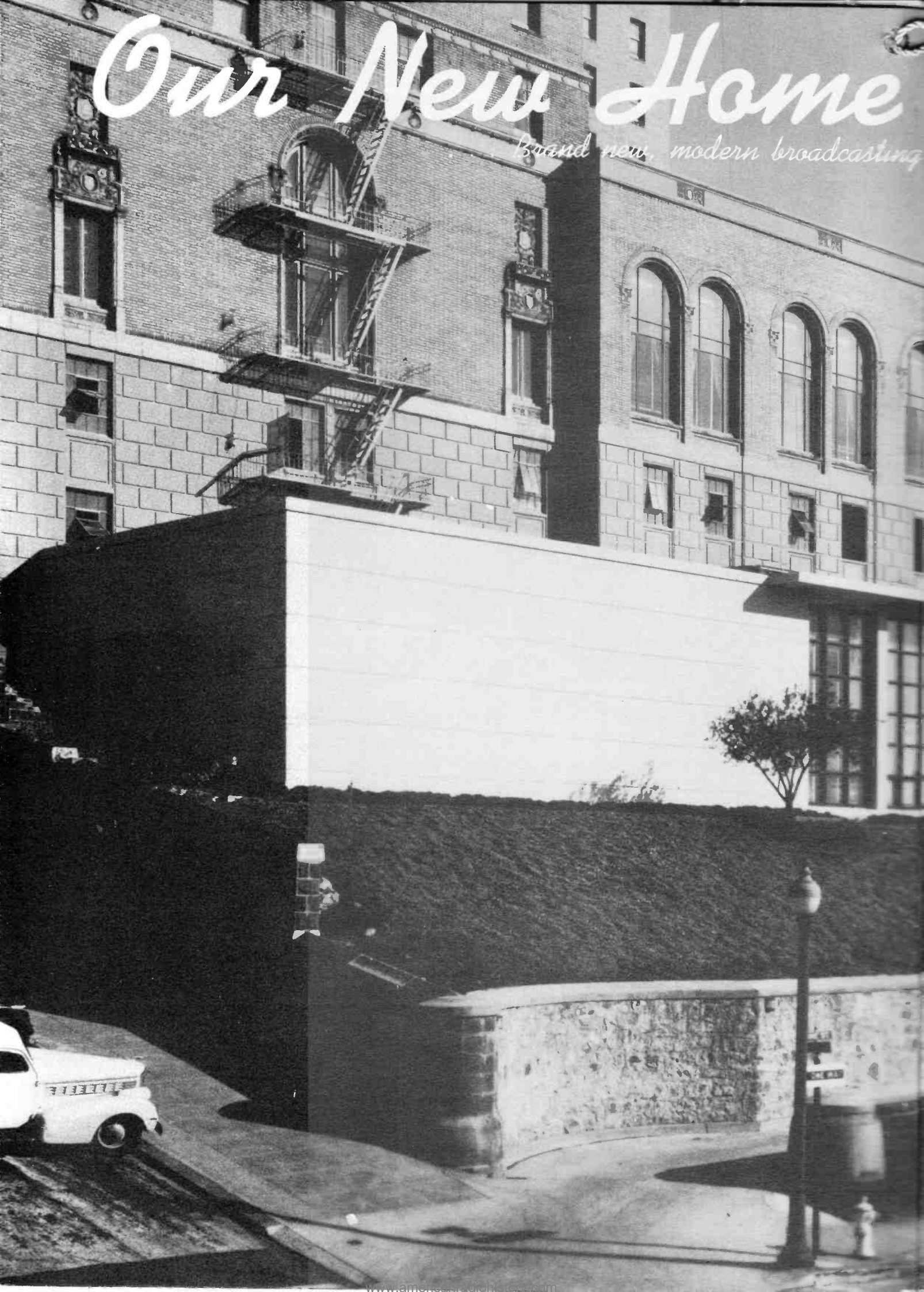
KSTO

and the new Universal Broadcasting Co.

...#1
*Nob Hill
Circle*

Our New Home

Brand new, modern broadcasting





... offices adjoining the Mark Hopkins Hotel.

The new home of radio station KSFO, Universal Broadcasting Company's key station for northern California, adjoins the Mark Hopkins Hotel on Nob Hill. These new studios, created to fulfill the design specifications desired by the research and engineering departments of the station, are pleasingly modern and are as perfect in acoustics as present day research and construction can make them. Conveniently located at the intersection of Pine and Mason Streets, the address of KSFO is now designated as . . .

. . . #1 Nob Hill Circle

KSFO's *Foyer and*



The very appearance of the KSFO foyer says welcome to the casual visitor to #1 Nob Hill Circle. A hall to the left of the stairway leads to the largest of the station's studios, while upstairs to the left are other studios and offices. On the right above is the reception desk and beyond are executive and sales offices. Patterned to match its enjoyable programs, the facilities of KSFO are open to the public for its pleasure. Come in, rest, and visit, won't you?

Reception Hall . . .



The reception hall is a busy nucleus of activity. Station staff, executive and sales personnel, engineers, and broadcasting stars rub elbows here with the many visitors to the studios of KSFO.



Receptionists

Greeting all visitors at the reception desk are GENEVA O'SHEA, left, and BETTY HELLESTO. In addition to their duties as receptionists, these girls are in charge of the station's telephone switchboards.

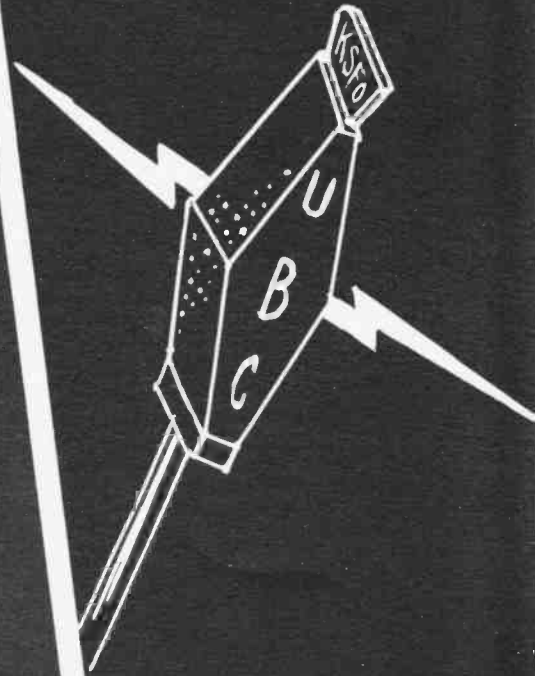
Air Stage Number



This the point of control and coordination of all programs emanating from KSFO's studio eleven. Live and transcribed announcements, sound effects, music, and the program in the studio are here blended into the enjoyable productions heard on the air.

Eleven

Largest of all of the studios included in KSFQ's facilities is studio eleven. The scene of many enjoyable programs and audience shows, this studio may well be likened to a "stage" of the air. It is pictured here with a program in progress as viewed from the sponsors' booth, a separate room set aside where advertisers may have an uninterrupted review of the programs they sponsor.



Another view of studio eleven shows the entrance doors and the glass paneling of the control and sponsors' booth above.

Additional KSFO

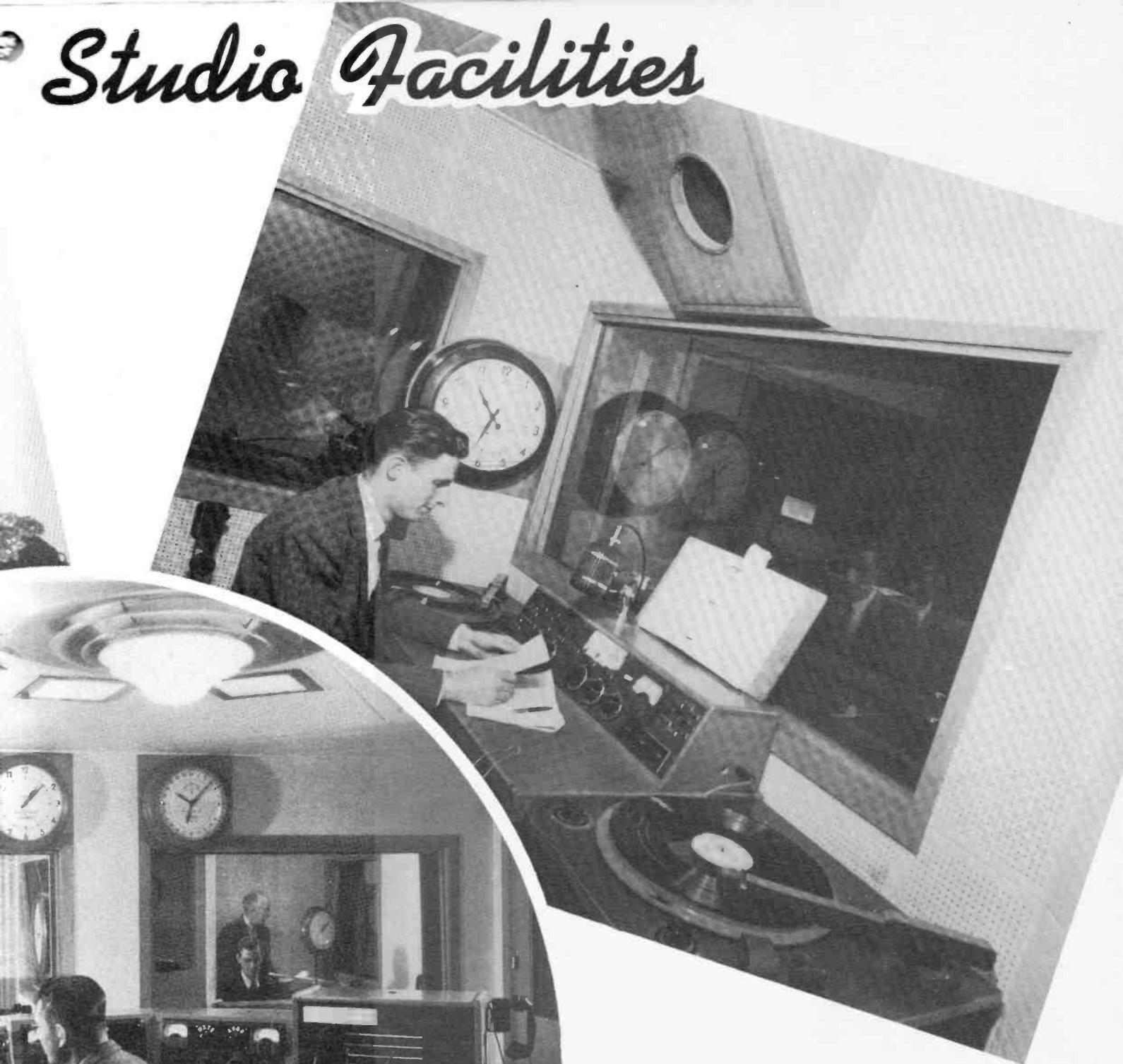


The most complete studios on the Pacific Coast!

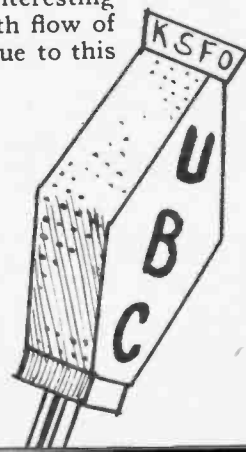
The broadcasting facilities of KSFO - UBC, San Francisco, include eleven studios, all of which are thoroughly equipped for both normal programming and recording purposes. Above is one of the studios which, while it is not nearly so large as studio eleven, is still sufficient for large audience participation shows and is the scene of many of the station's programs. In the upper right is the announcer's booth, point of origination of many shows and station "breaks". Operating from this ultra-modern theater-of-the-air is the large and experienced announcing and programming staffs whose explicit purpose is the development and production of the finest, most enjoyable entertainment ever broadcast.



Studio Facilities



At the left is the KSFO - UBC "Master Control" . . . the point of central coordination and dissemination of all of the station's programs. At this complicated panel one engineer can completely control all necessary operations for simultaneous broadcasting, auditioning, recording, and rehearsing. Also on this board are outlets for many of the major networks and connections to the numerous places in the bay area from which KSFO broadcasts interesting remote programs. Much of the smooth flow of all of the KSFO-UBC programs is due to this unification of coordinated control.



Announcers, Music,

Chief Announcer

Chief of the announcing staff is Jim Moore, who recently returned to KSFO after three years with the Armed Forces Radio Service. Jim started with KSFO in 1941, and before that time announced for KRE in Berkeley.

Shown below in KSFO's music library, the largest in the United States, are LUCILE DRENAN, music supervisor, a graduate of the University of California, and MARCIA HOYT, music librarian, who yearns to write radio productions.



Announcer MERRILL E. MAEL is an old-timer in radio in capacities of announcer, actor, producer and musician. Merrill, "a man of many voices" is heard as several of the characters on "Your Friendly Grocer".

Announcer ROBERT DAY of Pacific Grove, California. He appears on "Your Friendly Grocer", "Party Time", "Music for Remembering", and "Hour of Melody". He is married and has two fine kiddies.



Mel Fritze entered the KSFO-UBC scene via KROW in Oakland a year and one-half ago. Mel is host on Par-T-Pak's "Music in the Air" and announces the Saturday afternoon organ concert from the California Palace of the Legion of Honor and covers weekend newscasts.

Native San Franciscan RAY YEAGER, another of the KSFO announcing staff, is an undergraduate at the San Francisco State College. Before coming engaged in radio work, Ray was with the O.W.I. His hobbies include reading, tennis, club and organizational work.

and Production Staffs

Production Director

Production director **RICHARD S. BURDICK**, only recently released from the army, is a new addition to the KSFO staff. In the army, Dick helped with production and acted in "This is the Army" in addition to writing 300 radio shows for the armed forces. He received the 1944 National Theater Conference citation for his "A Prayer for Tomorrow."



Most of the shows heard on KSFO are products of the nimble wits of **NORMAN KRAMER**, winner of the 1944 NBC-Stanford scholarship; **MARGO FORD**, a native Texan and a graduate of Stephens College; and **VIOLET SUSAN**, right, a graduate of Humboldt State College.



Guiding the progress of KSFO programs from the writers to the air are **FERNAN**, traffic supervisor, who is a native of "the land down under"; **JANICE COLBORN**, seated, continuity supervisor, who in her spare time collects popular phonograph records and pictures of dogs; and **LEW HAYDEN**, producer, of Saginaw, Michigan.



Announcer **CLIFF NAUGHTON** joined the KSFO staff in 1942. He left in 1943 to serve in the Marine Corps as a machine gunner, returning to KSFO in February, 1946. He formerly announced for **KLX** in Oakland, and **WSJS** in Winston-Salem, North Carolina.



Gothamite, **KEN WALLACE** has been with KSFO since mid 1945. Ken has a lengthy radio background and with his wife, Bette, was formerly with CBS in Hollywood. He is heard on "Teen Time" and "Lucky Lager Dance Time". Hobbies? Yup, he's a model railroader.



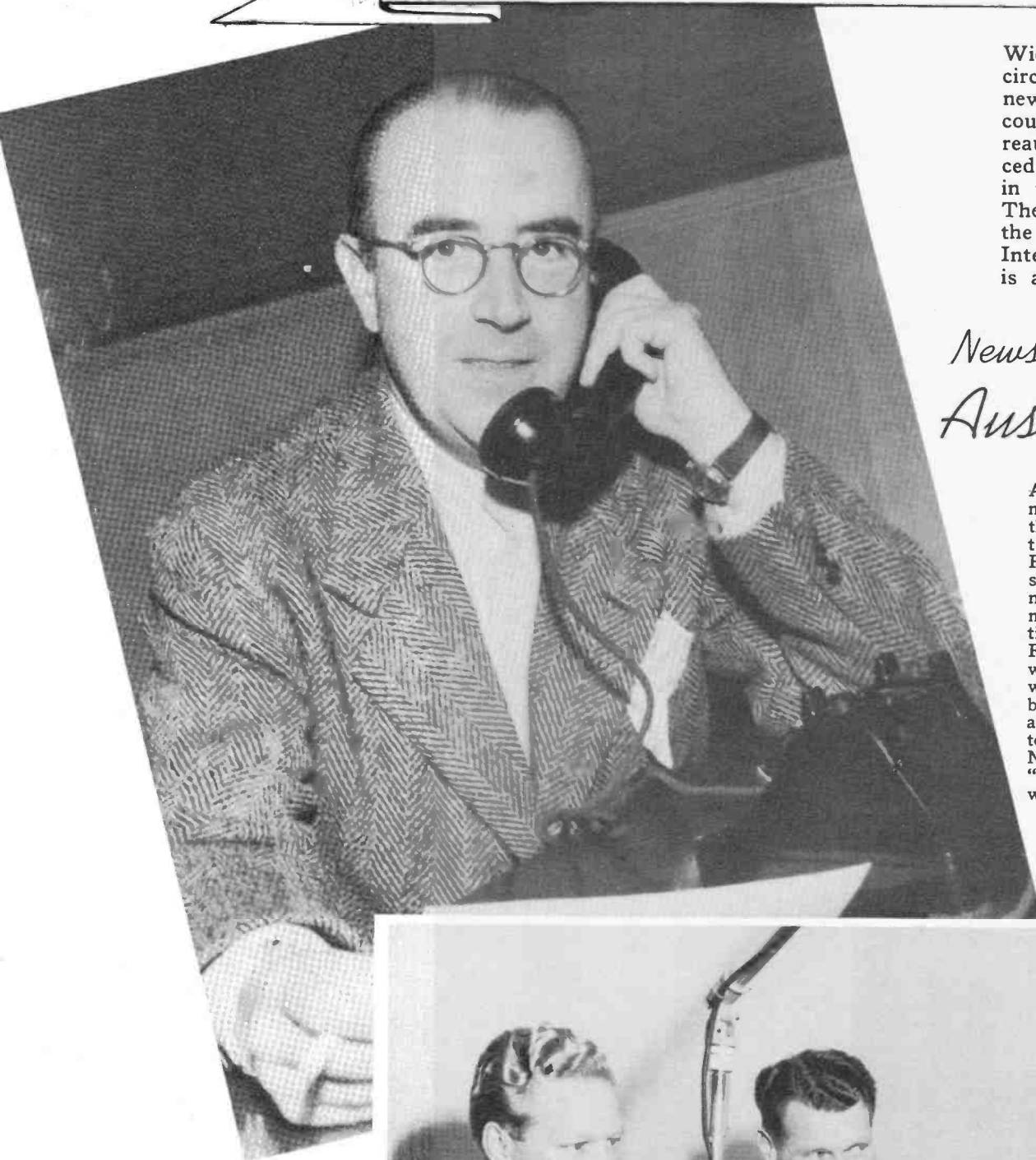
Margaret Woodall, Production Secretary. Assistant to the Program Director and Production Manager, Miss Woodall supervises program operations, and maintains close liaison between the program department and all other departments of KSFO-UBC.

World news as it happens

Widely recognized in radio circles as one of the leading news organizations in the country, KSFO's News Bureau has a highly experienced staff that is unequalled in the San Francisco area. The 24-hour wire service of the United Press and the International News Service is augmented by the news

*News-Bureau Chief,
Austin Fenger*

Austin Fenger, director of news and special events, is the dean of radio newsmen in the San Francisco bay area. Fenger has been with KSFO since early in 1941 following many years experience in newspaper work and advertising. He is the only San Francisco radio news editor who has uninterruptedly been with the same station since before Pearl Harbor and as an accredited war correspondent to both the army and the Navy has scored many notable "firsts" in news during the war period.



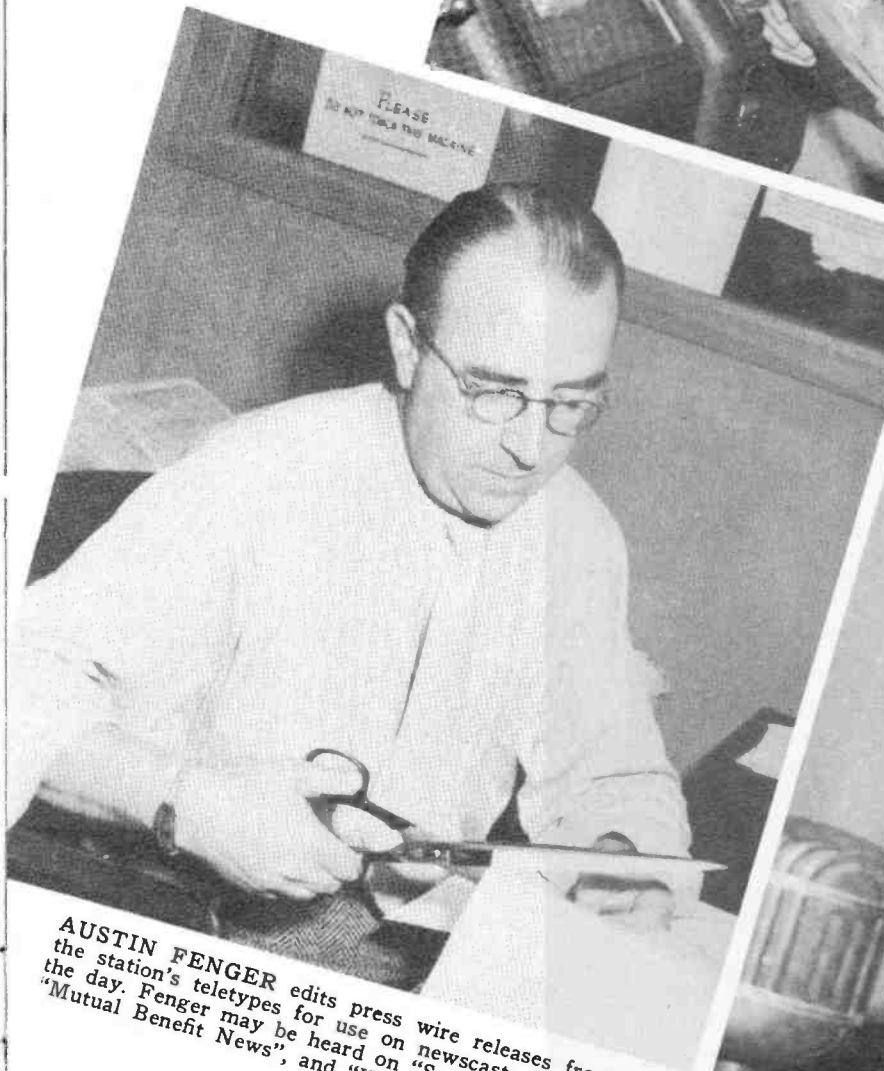
BOB HANSEN, another of the KSFO newsmen, collaborates with commentator **HARLAND FREDERICK** (center) and news bureau chief, **AUSTIN FENGER** on a round-up of world news events during one of the KSFO newscasts.

... via KSFO-UBC

connections of the UBC to provide a news coverage—local, national, and international—the equivalent of which has never before existed in radio. Other features of the News Bureau are the noon Muzak (wired radio) newscasts to the subscribers in the industrial areas around San Francisco.



BOB HANSEN (right) checks over the latest release of news as transmitted over the teletypes. Hansen hails from Kenosha, Wisconsin; is married; and is heard on "City of Paris News", "Seaboard News", "Hutton Business News", and "San Francisco in Focus".



AUSTIN FENGER edits press wire releases from the station's teletypes for use on newscasts later in the day. Fenger may be heard on "Seaboard News", "Mutual Benefit News", and "Westland Life News".



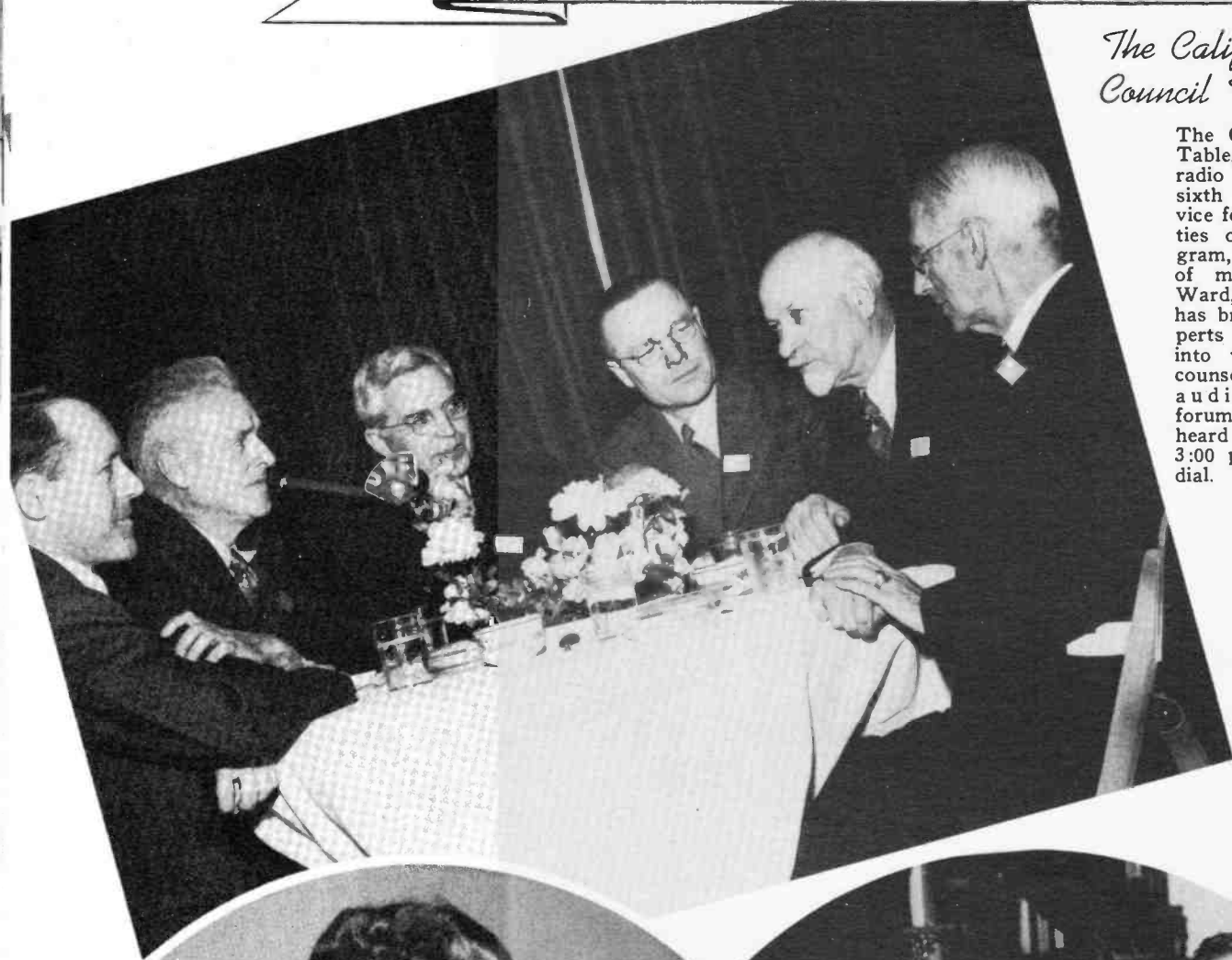
Well known as news analyst and commentator, **HARLAND FREDERICK** is heard daily over KSFO on the "J. E. French Commentary" and on "Town Hall". He is a graduate of the University of California; likes to read, fish, and ski; and aspires to be a retired U. S. Senator.



Local Programs for your

The California Council Table

The California Council Table, the West's oldest radio forum, is now in its sixth year as a public service feature over the facilities of KSFO. The program, under the guidance of moderator Stuart R. Ward, (fourth from left) has brought over 1500 experts from various fields into the station for the counsel of the listening audience. This public forum program may be heard every Sunday at 3:00 p.m. at 560 on your dial.



FAYE STEWART, a graduate of the U. of C. at Berkeley, is featured as hostess on "Lady's Choice", America's lengthiest sponsored daytime radio show. KSFO, every Saturday, 8:30 to noon.



Another public service program heard over the facilities of KSFO and originating almost anywhere in San Francisco is "The Man on the Street" with genial **WALLY KING**.

Enjoyment . . . KSFO

Your Friendly Grocer

"Your Friendly Grocer" is a late morning, audience participation program of music, chatter and fun. Versatile RUTH PETERSON, the "girl with a thousand voices", takes many roles in a morning's presentation. The program is announced by BOB DAY and written by MARGO FORD, RICHARD S. BURDICK, and NORMAN KRAMER.



The "Hamilton Field Band", a regular musical feature every week on KSFO, works in a few "hot licks" during one of the programs from the Nob Hill studios.



ROLLY LANGLEY, who emcees "Party Time," an audience participation show from the Persian Room of the Sir Francis Drake Hotel six days a week, is shown interviewing Jerry Colonna, the star of radio and screen. The show is a well-balanced game and fun session with a large air and on-the-spot audience.

KSFO "at the scene"

Austin Fenger narrates the dramatic description of the post-war relighting of the world's largest Christmas tree. The broadcast, originated by KSFO, was carried by the Associated network.

Augmenting an already complete programming schedule, is the special events department of KSFO under the direction of AUSTIN FENGER. Constantly striving to provide the new and different programs that an extensive listening audience demands, the mobile unit is always on the job at the scenes of any events of special public interest too remote to be broadcast directly from the Nob Hill studios. Fire, flood, celebration, or public ser-



One of the many interviews with returning servicemen brought to KSFO listeners.



Jennifer Jones of movie fame appears on a KSFO special events program.

... Special Events Broadcasts

vice . . . it makes no difference what the subject is as long as it will prove to be of interest to KSFO listeners . . . the mobile, special events crew will be there to give an eye witness account of the proceedings. In the perseverance of this program, KSFO operates with the thought in mind that this is a vital portion of programming necessary to produce a well rounded listener-interest.



Admiral Scammell, USCG, speaks to KSFO listeners on the occasion of the parade for returning General Wainwright.



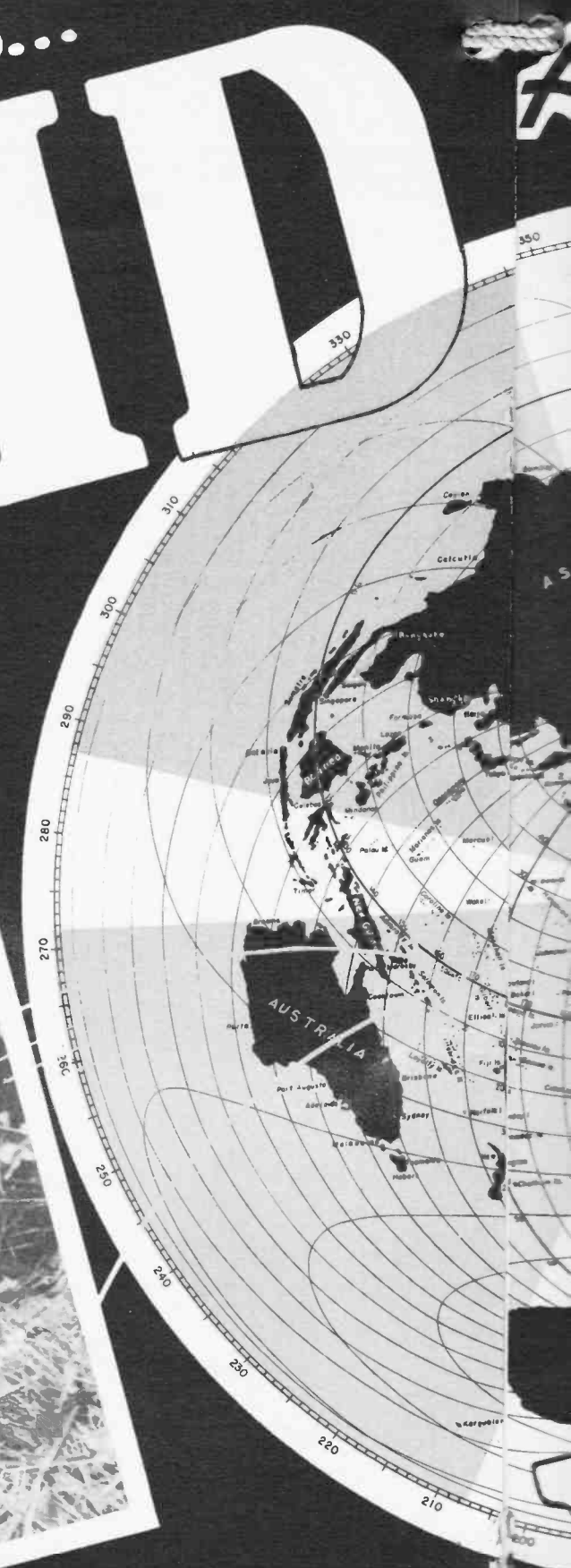
"Austin Fenger Reporting" . . . An interview with Navy anaesthetist Olga Groznik aboard the hospital ship U. S. S. Relief on a trial run in the Pacific.



Austin Fenger (center rear with glasses), Harland Frederick, next to Fenger, and Bob Hansen (extreme right), attend a press and radio conference at the United Nations Conference.

100,000 WATTS...

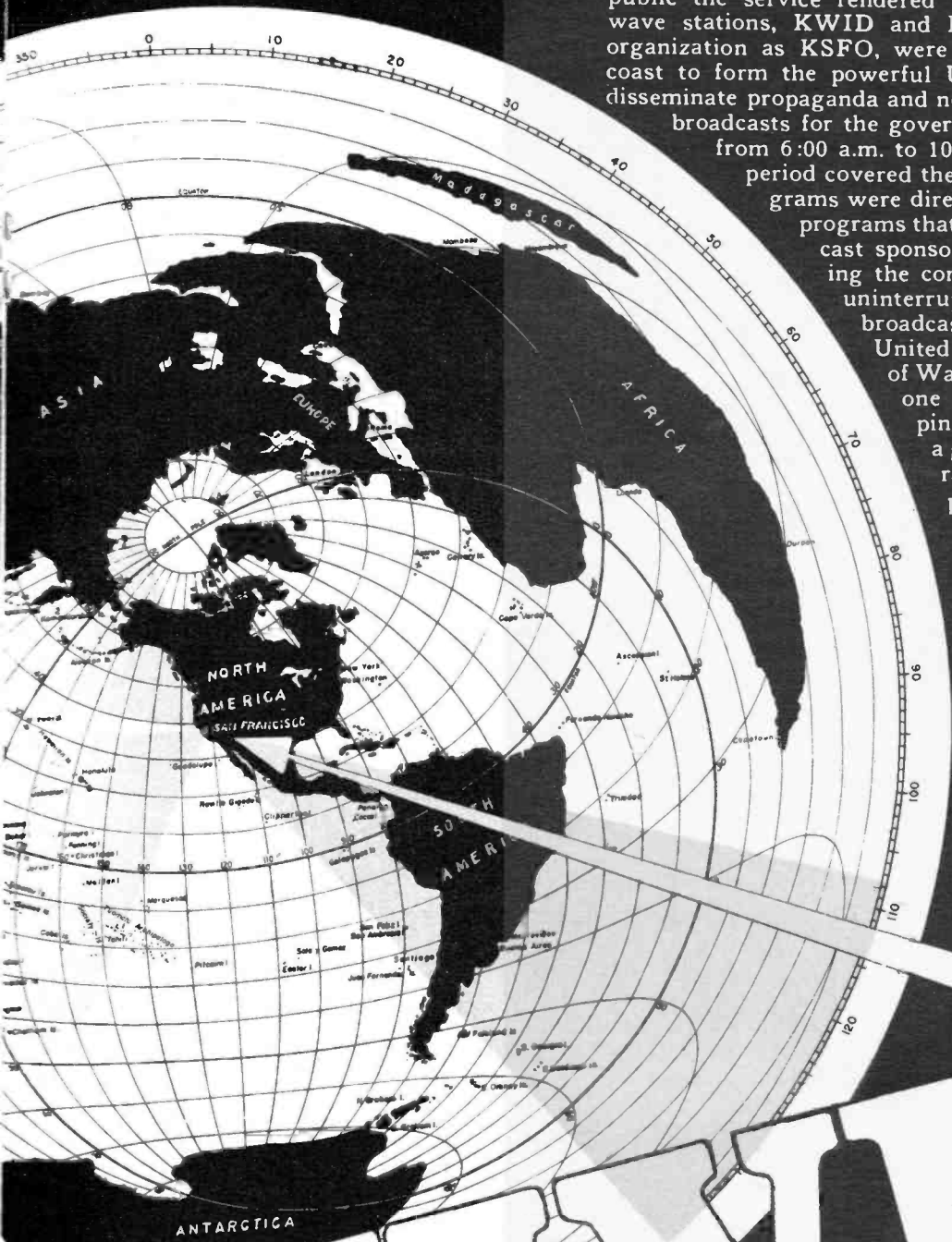
KWID



At a temporary location in enemy infested territory, a guerrilla fighter with the aid of allied equipment receives information and instructions in addition to news material for use in subversive activity. Copies of many guerrilla news pamphlets seen during the war included many times the mention of international short wave stations KWID and KWIX and the important work they were doing.

And now it can be told!

With the end of hostilities, it is now possible to make known to the general public the service rendered to the allied cause by the international short wave stations, KWID and KWIX. These stations, property of the same organization as KSFO, were pooled with eight other stations on the west coast to form the powerful United Network, the purpose of which was to disseminate propaganda and news to Mexico, Central, and South America. All broadcasts for the government were in the English language, on the air from 6:00 a.m. to 10:00 p.m. PWT. With the time differential, this period covered the waking hours of all the lands to whom the programs were directed. These broadcasts included many domestic programs that were picked up, decommercialized, and rebroadcast sponsor free; consolidated news programs incorporating the commentaries of all of the noted newscasters into uninterrupted news programs; and the play-by-play rebroadcast of major sports events. After 10:00 p.m., the United Network facilities were taken over by the Office of War Information, broadcasting programs in twenty-one different languages and directed to the Philippines, Aleutians, Indo-China, and the Orient. Truly a guiding force in the interests of democracy, these radio stations, highly efficient electronic giants, provided the information and source of control of operations that guaranteed the success of a large percentage of allied missions.



KWIX

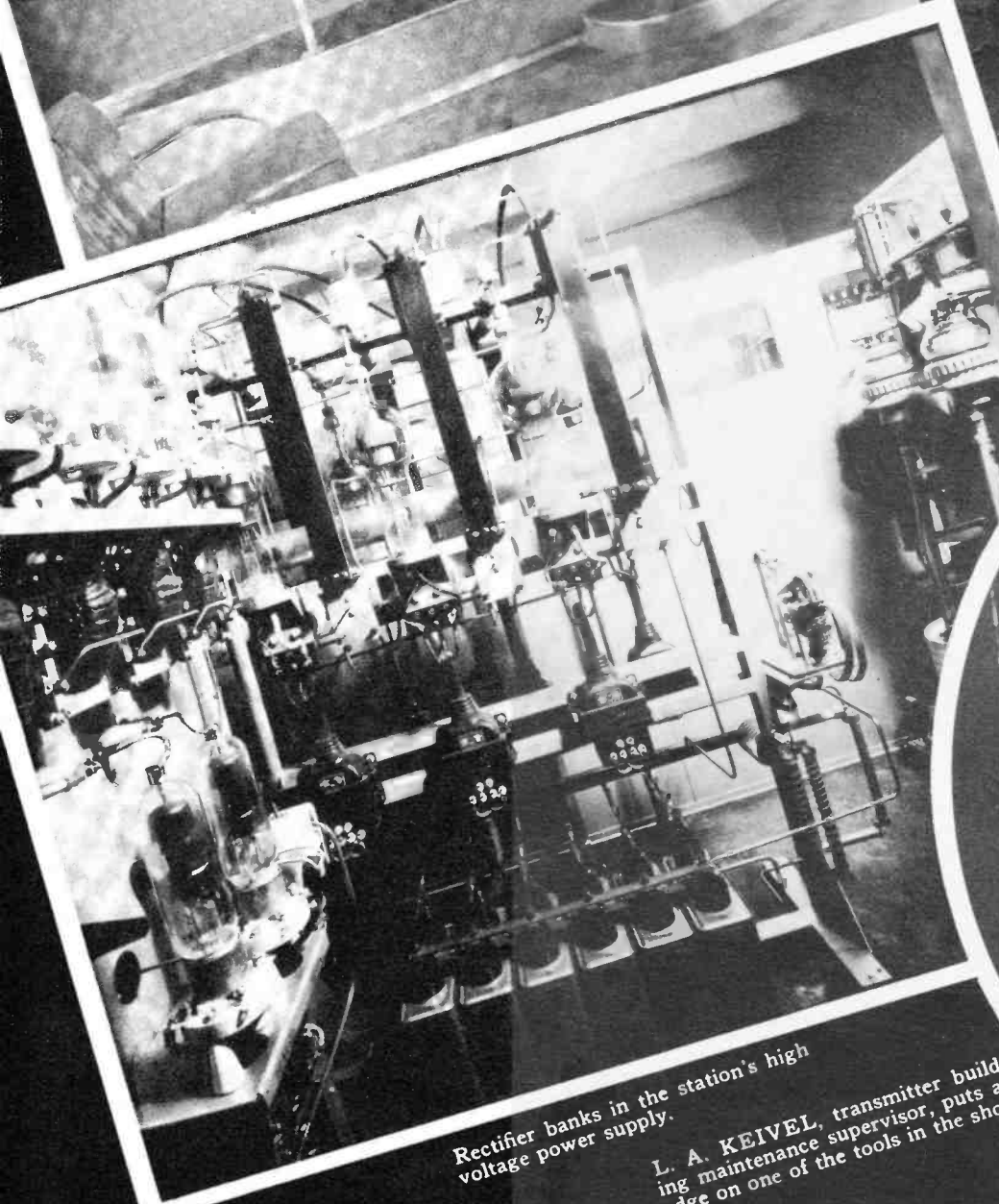
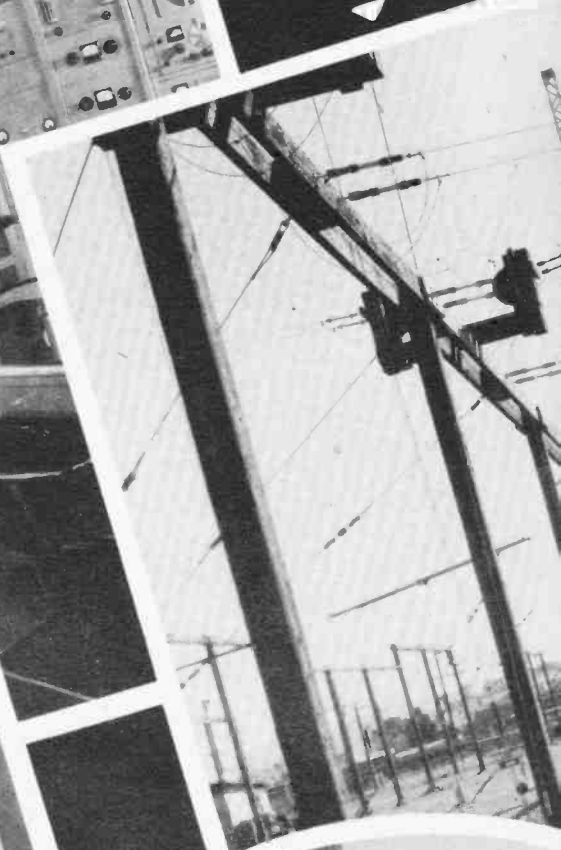
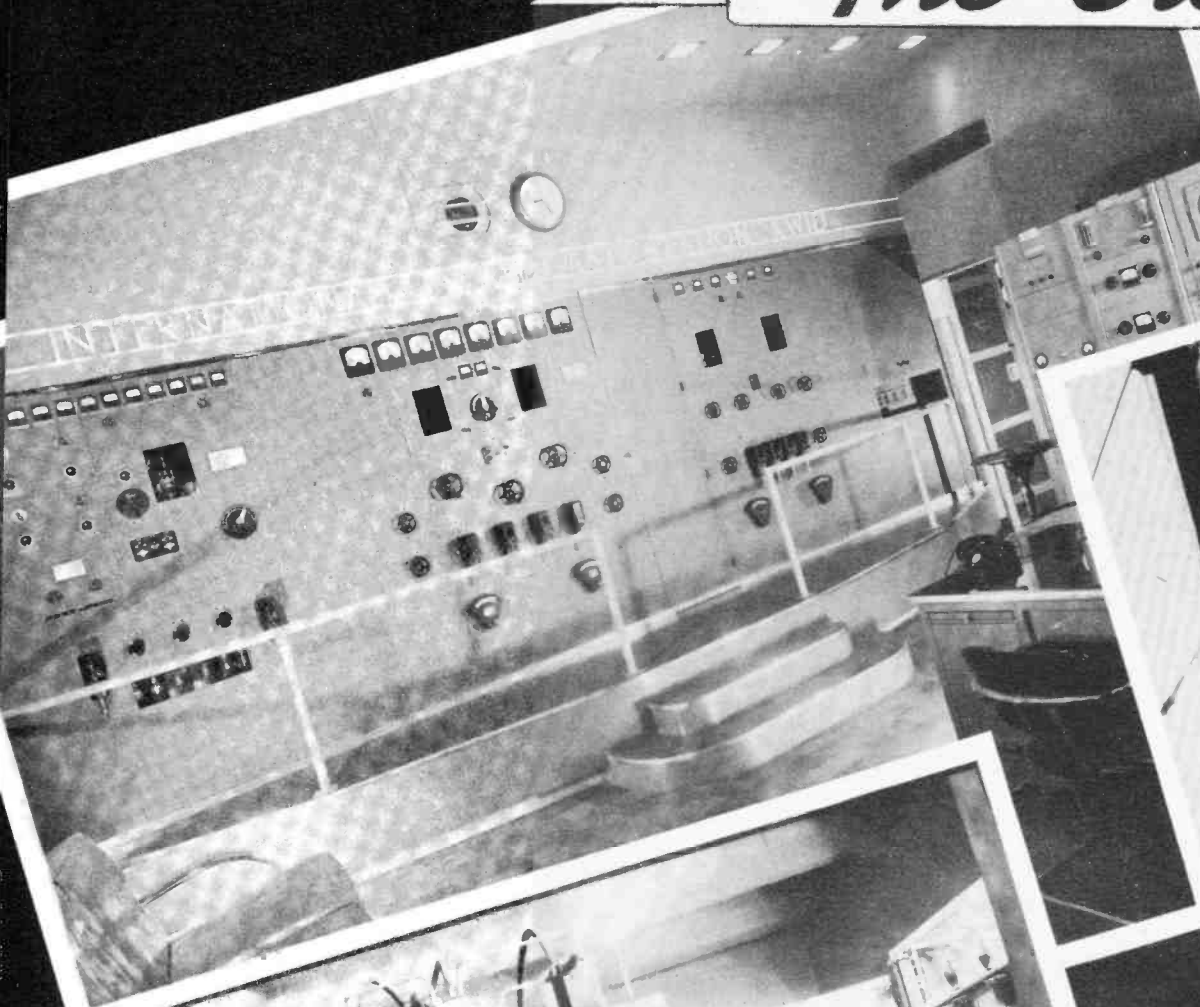
50,000 WATTS...

The finest products of electronic engineering skills, these short wave transmitters are rated at 100,000 watts (KWID) and 50,000 watts (KWIX) but in actual values of the output signal, their efficiency and beaming give them an effective value of better than ten times their rated power.

The Electronic

*The KWJD
Transmitter*

Antenna



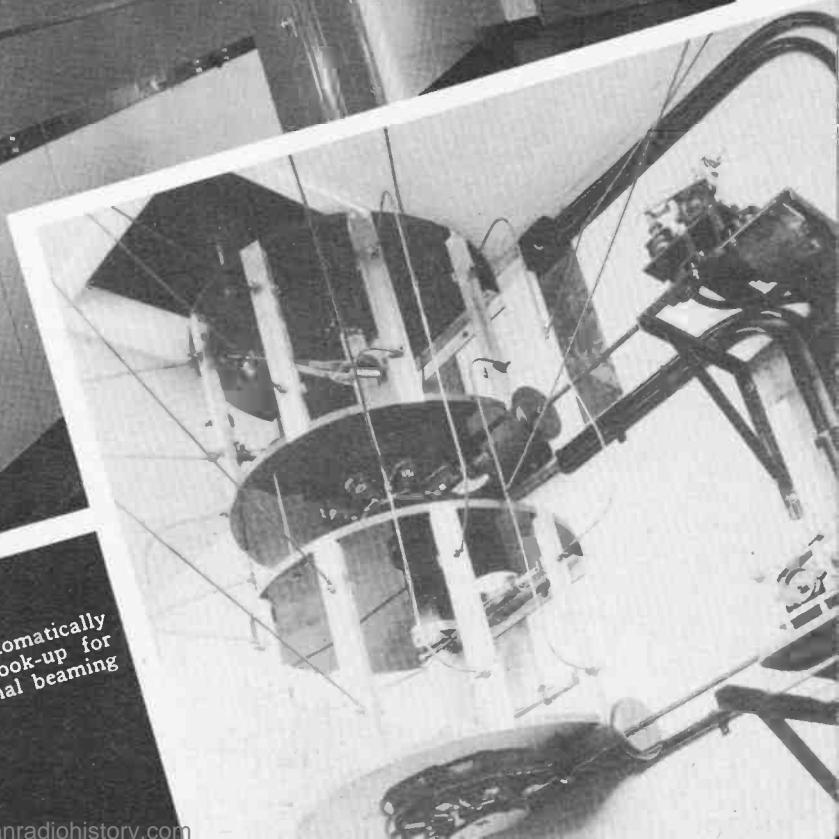
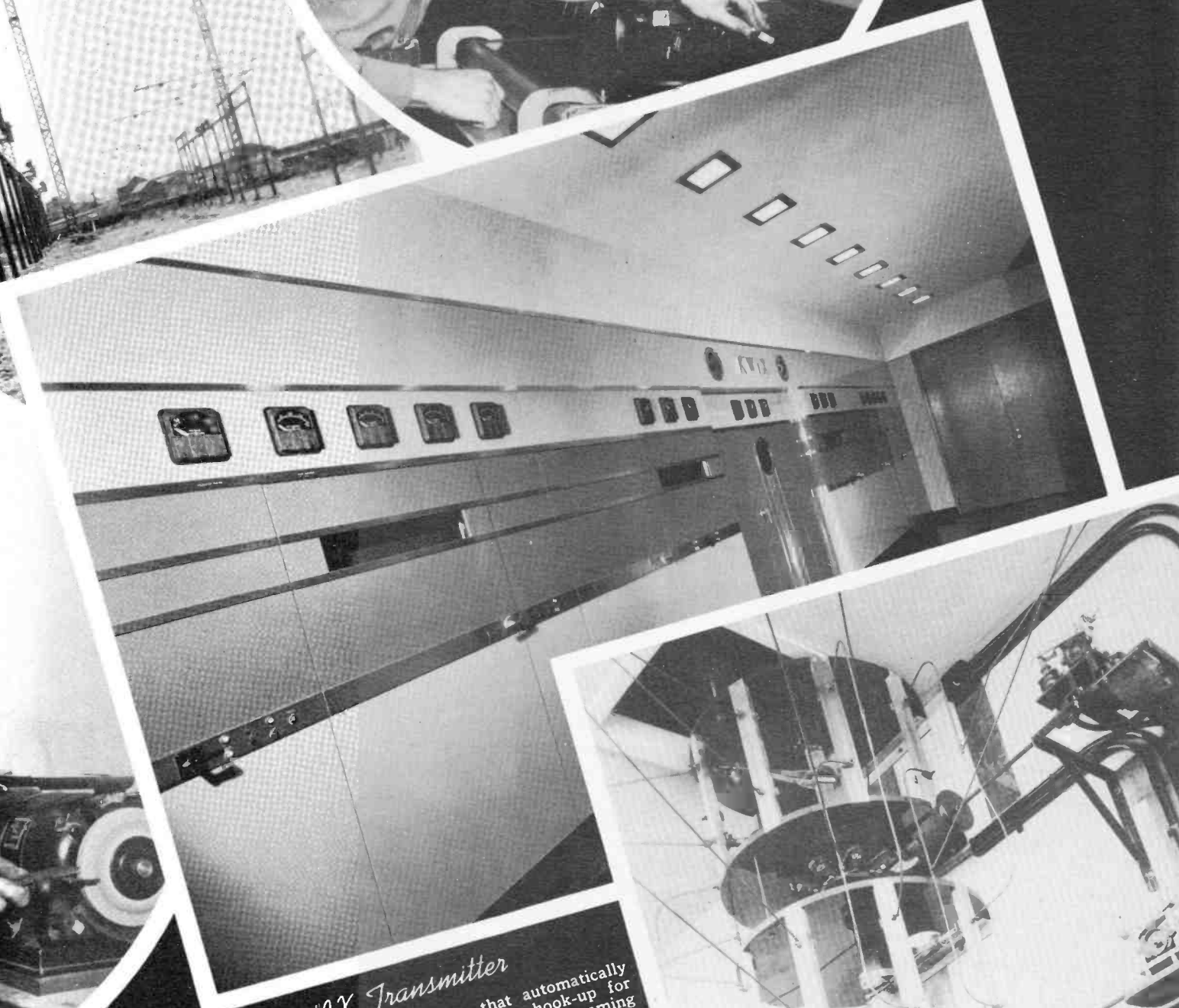
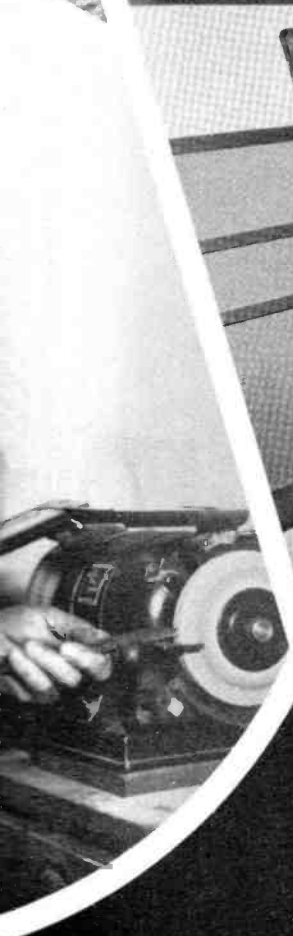
Rectifier banks in the station's high voltage power supply.
L. A. KEIVEL, transmitter building maintenance supervisor, puts an edge on one of the tools in the shop.

Giant!

System

Automatic recorders make reference recordings on all programs broadcast over the international short wave stations:

On these pages are a few of the scenes within the transmitter building of KSFO, KWID, and KWIX. In addition to these are scenes of the interiors of the actual transmitters, power supplies, auxiliary power, and emergency equipment. A large portion of the equipment is set up in dual installations so that in case of equipment breakdown, there will be no interruption of transmission.



The KWIX Transmitter

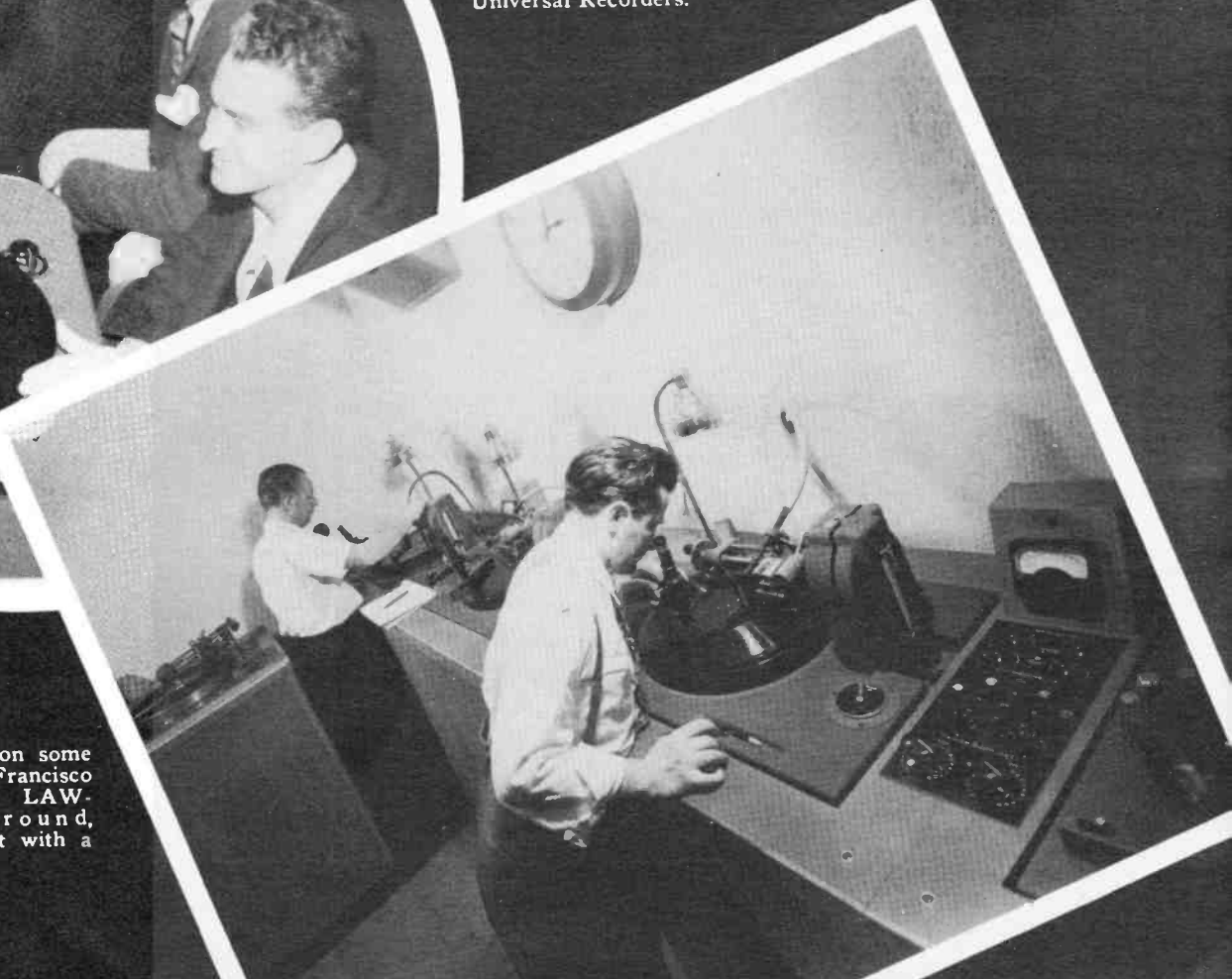
The mechanism that automatically switches the antenna hook-up for variation in the directional beaming of transmitted signals.

The Universal

In charge of Universal Recorders, San Francisco division, is **VINCENT A. FRANCIS**. Prior to his service with the Army Air Forces, Francis built up a varied radio background in selling, announcing, and dramatics, being associated with stations KGO in San Francisco, KROW in Oakland, Music Corporation of America, and with Western Radio Features as business manager. **MARY ELIZABETH LOEBER**, secretary to Francis, comes from Nebraska, and her ambitions lean toward singing.



Checking noise distortion level in a new recording are **LARRY "Lucky" SOTHERN** of Santa Barbara and **Ohioan J. E. LOWE**. Both of these engineers are with Universal Recorders.



Engineers cut recordings on some of the equipment at San Francisco laboratories of Universal. **LAWRENCE WEST**, foreground, checks the depth of a cut with a microscope.

Recorders

The UNIVERSAL RECORDERS, recording division, offers to the trade a complete service in the field of recorded programs and announcements. With the finest of facilities located in major centers of radio broadcasting activity; the latest in priceless, precision recording equipment; the services of a large and experienced research laboratory; and a staff of competent and painstaking engineers; the UNIVERSAL RECORDERS are already serving over three hundred radio stations in forty-five states and two possessions. Proved in wartime use through monitoring foreign and domestic programs and in producing recordings of programs to be sent overseas to our armed services in all parts of the world, UNIVERSAL RECORDERS are now ready to turn their attention to the needs of the domestic radio industry. UNIVERSAL RECORDERS have nine studios in Hollywood and eleven in San Francisco with staff and facilities to produce and record any type of radio show.

BOB REICHENBACH, of Universal's Hollywood recording division, is a former CBS sales promotion man and recently was associated with the Disco Recording Company of St. Louis. A native Californian, he started in radio at KYA, San Francisco; and later was with KSFO, San Francisco; KNX, Hollywood; and KMOX, St. Louis. He is a graduate of the University of California, Berkeley.



In Universal Recorders is FRANCES TWINING, a native of Los Angeles. Frances has been associated with recording work in the Los Angeles area for over eight years, is married (Mrs. Rich), and has an adorable blonde daughter.



The new recording lathes at the Hollywood division are being operated by Canadian HAL MCINTYRE while URBAN L. LYNCH, Baltimore, Md., watches approvingly.

Pacing the Field . . . KSFO-UBC

Director, Studio Engineering Allan A. Kees

ALLAN A. KEES, Walla Walla, Washington, is the chief of the audio facilities for KSFO. He has been with the Nob Hill station for the past eight years and before that was with KOH, Reno, Nev. He was educated at St. John's University, Shanghai, China.

In one corner of the engineering department's drafting room, engineer MELVIN P. KLEIN of Denver, Colorado, and chief of engineering planning, F. RICHARD BRACE, (center) check charts on the field of radiation of the current antenna system while GEORGE DAVIS, another of the department's engineers, makes computations on a slide rule figuring field strength data. These men along with the others in the departments are all specially trained in the field of communications and their vast reserve of information and knowledge is drawn upon daily in the effort to bring clear, enjoyable programs more efficiently to KSFO listeners.



DALE N. DWELLEY, master control engineer, sets up the "board" for the broadcast of an impending studio program. Dale is from New York City and it's told that he's pretty good on the clarinet.



Checking equipment in one of the audio panels are engineers ALAN HAYES (left) of Red Bluff and San Diego and JACK A. HOFMANN. Both delve into the mysteries of amateur photography in their spare time.

Engineering and Research Departments

In keeping pace with the developments of the times, KSFO has set up its own engineering research and development department. Here the designing of new equipment and proposed antenna systems are worked out long before their need is any more than anticipated. Under the direction of Vice President of Engineering ROYAL V. HOWARD, this department provides one of the most advanced and complete service of its kind. In addition to the requirements of normal broadcasting, this laboratory devises the equipment for the international short wave stations KWID and KWIX; works on the company's patents and inventions; develops such services as MUZAK, the wired radio for industry; and now is making preparations for installation of FM and television equipment.

Director, Transmitter Facilities Alfred E. Towne

ALFRED E. TOWNE, the chief of transmitter facilities, is a veteran of over ten years of engineering on the KSFO staff. He is a native of Bellingham, Washington, and a graduate of Cal-Tech, Class of '29. Before coming to KSFO he was test engineer for General Electric and the Remler Co. Ltd.



In the studio maintenance shops WILBUR COMER checks an amplifier tube while Supervisor MERRILL H. DeWITT, (right), of Pocatello, Idaho look on.



Studio secretary WINNIE GRAND bands a transcription to engineer ANTHONY BOMBA for him to check against the programming schedule.

At the right is the front panel of one of the engineering-research department's inventions, PROGAR. This device is a PROgram GuARDian, hence the name, and operates to prevent audio overload from passing into the transmitter modulation system and causing distortion.





W. I. Dumm

PRESIDENT

WESLEY INNIS DUMM of Pasadena and San Francisco, President of the Associated Broadcasters Inc., and the new west coast network, THE UNIVERSAL BROADCASTING COMPANY, has long been identified with the foremost advances in the field of commercial broadcasting. He was born in Columbus, Ohio, received his early education there, and

graduated from the Ohio Wesleyan University. As President of the Associated Broadcasters Inc., he has been looked upon as a leader in civic and business affairs in the San Francisco area, and now in addition, is considered an authority in the field of international broadcasting throughout the length of the entire west coast.



Ray V. Hamilton

EXECUTIVE VICE PRESIDENT

RAY V. HAMILTON, Executive Vice President of THE UNIVERSAL BROADCASTING COMPANY, with which station KFSO is affiliated, is Iowa-born. Mr. Hamilton was director of the English Language propaganda for the Coordinator of Inter-American Affairs, United States Department of State, prior to joining the staff of Universal. He was with the National Broadcasting Company-Blue Network, Central Division, Chicago, before entering government service during the war. He has been in radio in executive capacities for the past fifteen years and preceded that with a newspaper background. He was educated at the University of Iowa, is married and his hobby is flying.

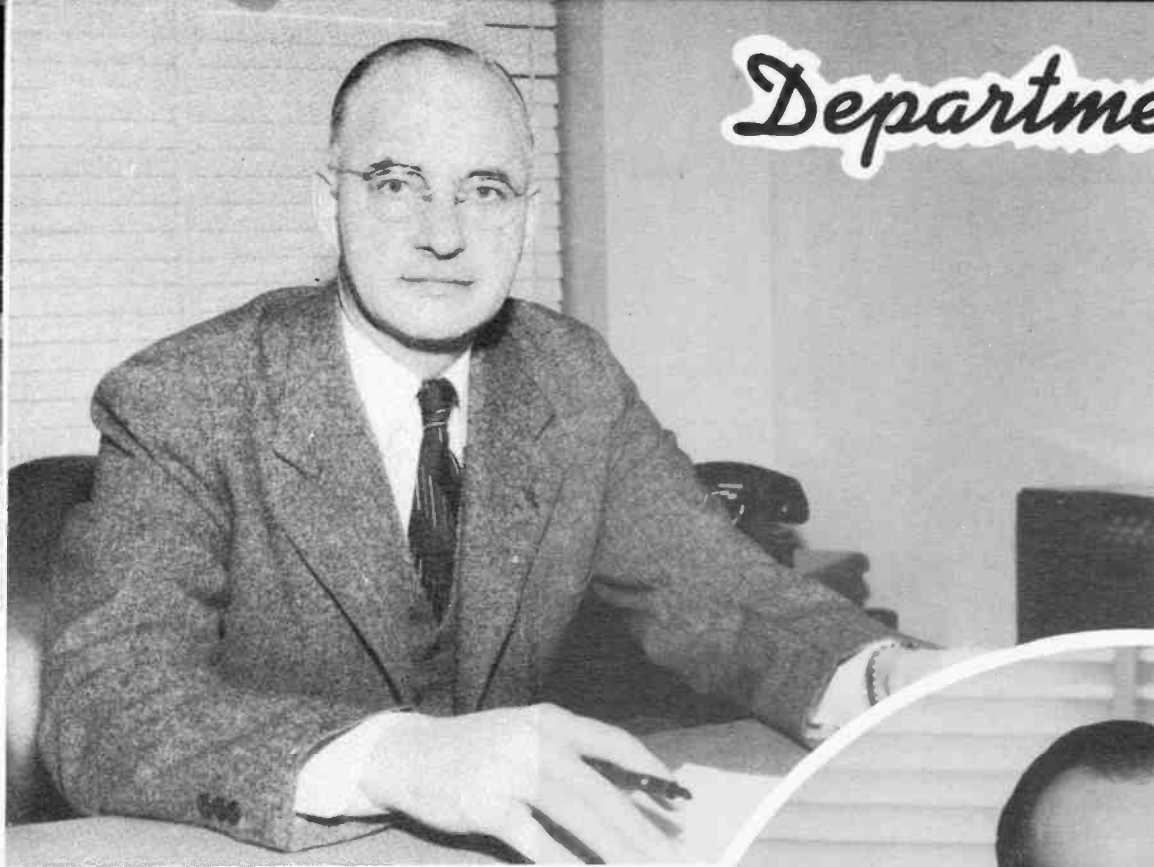


Secretary to Mr. Hamilton is MILDRED SAVO of Portland, Oregon. Mildred, who came to KSFO by way of KGW-KEX in Portland, likes to call herself a native Californian because her family moved from the Golden State just a year before she was born.

Department Heads

Franklin M. Dumm

FRANKLIN MERRICK DUMM, Delaware, Ohio is secretary - treasurer - director - personnel manager and purchasing agent of KSFO-UBC. He is a graduate of both Ohio Wesleyan and Denver Universities and before the advent of KSFO he was territorial manager for the General Motors Acceptance Corporation. His many hobbies include horseback riding, football, basketball, and gardening.



Jack Schacht

JACK SCHACHT, a native of Sacramento, received his BA degree from Stanford University, Palo Alto. He came to KSFO from KFBK in Sacramento. Previous to that time he had his own outdoor advertising business, and for five years was sales promotion manager for Pacific Gas and Electric Co.



Keith Kerby

KEITH KERBY, former chief announcer and assistant program director, returns to KSFO as program director after a 7-year absence, the last 42 months of which were spent in the army. Kerby was non-commissioned officer in charge of announcers for the Pacific shortwave operation out of San Francisco. Much of that broadcasting was processed through KSFO studios. Kerby came to the west coast in the 30's after working with CBS, NBC, and free-lancing in mid-west production.



... KSTO-UBC

Royal V. Howard

ROYAL V. HOWARD, vice president of engineering for the UNIVERSAL BROADCASTING COMPANY, and Director of Universal Research Laboratories, is a member of many national engineering committees and a senior member of the Institute of Radio Engineers. Mr. Howard is largely responsible for the efficient installation of the international short wave stations KWID and KWIX and has contributed in many ways to wartime radio developments now widely in use.



Will H. Voeller

WILL H. VOELLER, manager of Universal Recorders, Hollywood Division, has been active in radio for more than fourteen years. He served with the Armed Forces Radio Service, and was instrumental in gearing the processing industry to a point where transcription deliveries to the AFRS were increased from 30,000 to 115,000 pressings per month. After his discharge from the army he returned to AFRS as civilian consultant and special assistant to Col. Thomas H. A. Lewis, commandant of the AFRS, resigning several months ago to join Universal Recorders in Hollywood. On February 7, 1946, Voeller was awarded the Legion of Merit for his services while a member of AFRS.

E. J. Broman

E. J. BROMAN heads UNIVERSAL BROADCASTING'S Hollywood staff and is in direct charge of network operations. He is a veteran of sixteen years in radio, the last fourteen with KSL, the 50,000 watt CBS station in Salt Lake City, and for the past several years its commercial manager. Born in Utah and majoring in speech and dramatics at its state university, his knowledge and experience will enable him to provide Universal stations with a great number of attention-compelling programs.



KSFO Staff



MARION TURRENTINE, assistant secretary-treasurer of KSFO (left) hails from the deep south . . . New Orleans, Louisiana, is married, and her hobbies include horseback riding and dogs. **DELLA THOMPSON**, assistant in the auditing department, is a native of Ft. Worth, Texas.

Engineering secretaries **ELIZABETH C. MacDONNELL** (seated) and **ELIZABETH K. SIROTTA** find something amusing in an inter-office memo. Mrs. Sirotta was formerly with Matson Navigation while Miss MacDonnell was with RCA and now has the ambition to work in the engineering laboratories of Universal.



Checking over a current contract are salesman **WHITNEY CLEMENT** and sales service supervisor, **BLENDA NEWLIN**. Whit, a Chicagoan, came from a sales position with NBC. Miss Newlin, Salt Lake City, Utah, is a graduate of the University of Nebraska.



A hot sales conference about a new program. A client holds merchandising publicity while **KING HARRIS**, (center) formerly of NBC, and **JOHN G. CAMPBELL**, Bedford, Indiana look on.

and Sales Dept.

Salesman Ernie Smith, recently released after four years with the Army Air Forces, checks "Broadcasting" magazine with Edith James, publicity writer.




Auditor MEREDITH E. BINGHAM of Erie, N. Dakoto, checks an entry in a ledger for assistant GLENROSE SCOTT. Miss KREUGER (right) is also an assistant in the auditing department of the Nob Hill station.



ROBERT J. RILEY, Akron, Ohio is in charge of stock control for Universal Recording Division. A. SUSAN HENDERSON, also with the recording division is a native of Portland, Oregon, and was formerly a technical advisor for the Columbia Aircraft Co.



CARROLL H. GIBBS is construction engineer for the station. Carroll builds a large part of the equipment for offices and studios and a great portion of the new Universal Studios in Hollywood are his handiwork.



This tower, tried under all conditions of adverse elements and not found wanting, is symbolic of the backbone strength of the industry which it serves. Radio, and all of its component and related factors, is a determining influence in the lives of all peoples of the world and controls a large part of public opinion. KSFO and the Universal Broadcasting Company definitely take their place in the field of international control and with expert staffs in all departments which touch upon the public sphere, they carefully formulate their programs to bring the greatest amount of enjoyment to the largest possible listening audience for the entire time of their broadcasting day.

KSFO-UBC

THE *Future* IS BRIGHT FOR THE POST WAR WEST

With the same abundant energy and realistic viewpoint, citizens of the West have set their sights to postwar. Public works—roads, bridges, earthwork, waterworks, irrigation projects, airports and building programs costing almost two-and-a-half billion dollars, will be under way within a year. Private enterprise and government have already allocated the money.

.. Unified effort already set in motion will make permanent the bulk of the West's wartime economic, industrial and population gains. Re-conversion plans by private enterprise call for production and employment topping all previous peace-time records.

.. Western goods will flow through war-expanded transportation systems to wider markets at home and abroad. A war-born merchant fleet will carry foods, lumber, oil, wood and wood by-products to the ports of the world for exchange with raw materials for the new industrial empire.

.. The West faced a multitude of problems in gearing itself to the production achievements of war-time. It rolled up its collective sleeves and did a tremendous job.


.. The problems of peace-time are plentiful and big, but opportunities are even bigger. Wise forward planning has put these opportunities within reach, many of them have been saddled already.



THE WEST IS GOING FORWARD



Status of FM



Frequency Modulation (FM) broadcasting, practically all radio experts now agree, may some day replace the type now generally heard except for a few strategically-located high-power stations which will be needed to serve remote rural areas not now receiving any service.

By mid-1945 there were 46 commercial FM stations operating in the United States. Seven others were nearing completion. An additional 24 FM stations were operating experimentally and about 444 applications were on file with the FCC for permission to build FM stations. About 600,000 persons already possess FM receivers.

FM WILL BRING LIFE-LIKE REPRODUCTION
FM WILL BRING NO MORE PROGRAM FADING
FM WILL STOP INTERFERENCE BETWEEN STATIONS
FM WILL ELIMINATE STATIC AND OTHER ANNOYANCES

R A D A R

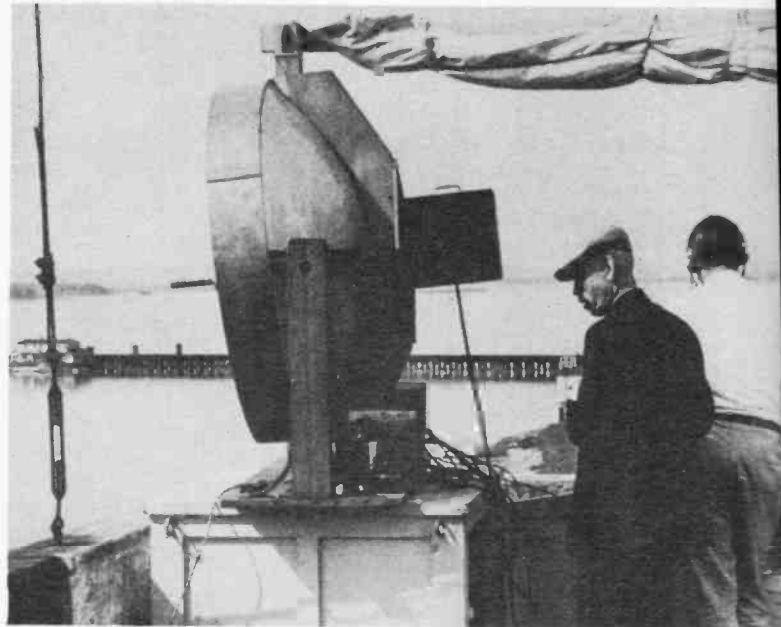
... THE SILENT WEAPON OF
WORLD WAR II... TO BE AD
APTED FOR PEACETIME USE

An electronic 'eye' apparently developed independently by U. S., British, French and German scientists in the 1930's, radar owes much of its rapid growth to the advent of war. First used in detection of surface objects in the near-distance under conditions of poor visibility, radar's range and versatility were quickly extended to provide long-range detection of airborne as well as surface objects, accuracy in fire-control, safety in navigation and identification of distant or unrecognizable planes and ships. To radar goes much of the credit for England's doughty defense in the dark days of the 'blitz'; and much of the credit for 'lighting the road' to Berlin and Tokyo.

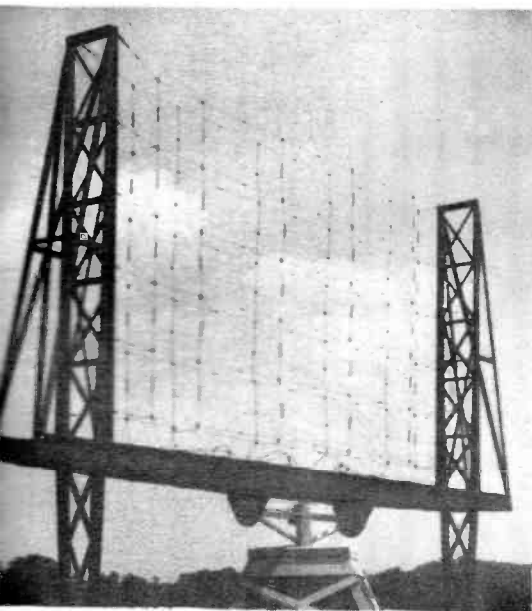
.. Scientists have made great strides in converting the principles of radar to peacetime uses—with the extent limited only by the field of imagination.



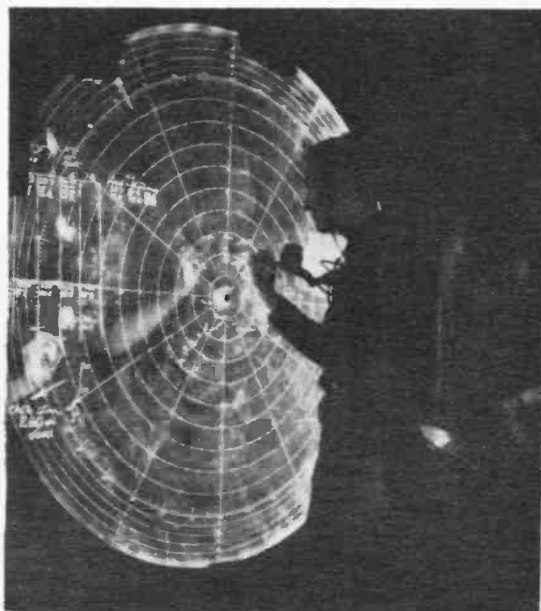
Five-man Army radar crew in Italy track approach of enemy planes.



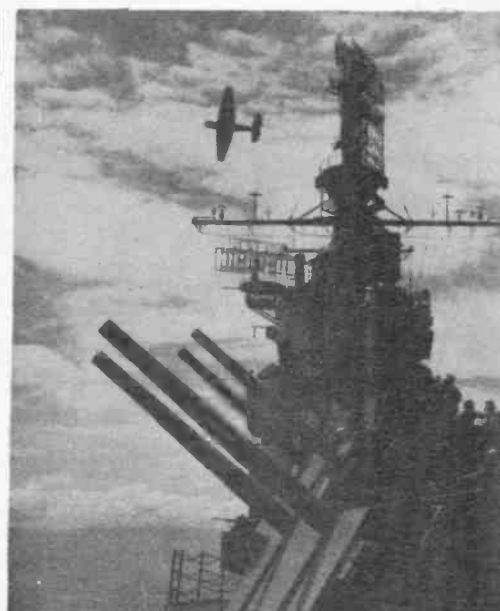
Prelude to the first test of radar, experimental work on the roof of the Naval Research Laboratory in Anacostia, D. C.



The antenna of the first complete radar, installed 'topside' a building at Naval Research Laboratory in Anacostia, D. C. It is mounted so that it can be turned to allow for around-the-compass search.



Information provided by radar's electronic eye is marked down on vertical chart in radar plot room aboard aircraft carrier. Behind the transparent chart, other men chart other aspects of incoming information.



Symbolizing close tie-line of communications between aircraft carrier and plane supplied by radar, photo shows Navy Avenger speeding past Essex-class flattop with latter's radar antennae outlined against the sky.

The

VETERANS'

RIGHTS AND BENEFITS ★ ★ ★

MUSTERING-OUT PAY . . \$100 for less than 60 days service; \$200 for 60 days or more but no foreign service; \$300 for 60 days or more plus foreign service. Payable to all with base pay less than \$200 monthly at time of discharge; payments to be made in three installments.

OLD JOBS . . Permanent jobs abandoned to enter service after May 1, 1940, may be recovered by application within 90 days after discharge. In case of difficulty, contact local Reemployment Committeeman.

NEW JOBS . . Register with nearest U. S. Employment Service office as soon as possible after discharge. GI Bill provides vocational training with government allotments of from \$50 to \$75 monthly while learning. Veterans are on the preferred list for Civil Service jobs, and are entitled to 5 to 10 points in examinations simply by reason of military service.

EDUCATION . . GI Bill provides year's refresher course; plus education equal to actual time in service, up to four years. Veterans' Administration pays \$500 per school year toward tuition, supplies, etc.; also provides subsistence \$65 monthly for single veterans, \$90 monthly for veteran with dependents. No subsistence allowance for those taking correspondence courses.

READJUSTMENT PAY . . Federal unemployment-compensation program grants veterans four weeks unemployment pay for every month of active service after Sept. 16, 1940 up to 52 weeks. If veteran is completely unemployed, he receives \$20 a week. Contact local USES on state unemployment compensation benefits.

LOANS . . Veterans' Administration will guarantee loans for a home or farm up to \$4,000, and for a business up to \$2,000 anytime within five years after discharge. Real estate loans must be repaid in 25 years, farm realty loans in 40 years, and non-real estate loans in 10 years.


PRIVATE ENTERPRISE . . Preference given veterans in obtaining surplus government property for business purposes but not for resale. Veterans given priority in purchase of raw materials and equipment from Smaller War Plants Corp., the Farm Security Administration, War Production Board and Office of Defense Transportation.

MEDICAL CARE . . Through Veterans Administration, hospitalization provided for veteran for any ailment as long as he lives, without cost. Medical service or dental care not requiring hospitalization provided by VA, if the condition was caused or aggravated in line of duty.

INSURANCE . . Veteran may keep his national service life insurance in force for 8 years and then convert to ordinary life, twenty-payment or 30-payment life.

LEGAL EXEMPTIONS . . For six months after discharge, veterans have legal exemption under Soldiers and Sailors Civil Relief Act of 1940, from lawsuits for collection of debts, collection of taxes, sale of property for taxes, dispossession of dependents for nonpayment of rent, and collection of insurance premiums.

DISABILITY PENSIONS . . Free vocational rehabilitation provided for disabled vets, plus \$105 monthly if single; \$115 if married, plus \$10 monthly for first child and \$7 for each additional child, and \$15 for each dependent parent. If discharged with disability due to service, veteran may be entitled to disability benefits including a pension. Amounts payable from \$11.50 a month to \$115 a month for 100% disability.



If there is no Veterans' Administration Office in your home town write to the nearest Field Station. Address, "Manager, Veterans' Administration"—



