

K C B Q

(FORMERLY KSDJ)



Going Forward with **RADIO**

"This is **KCBQ-CBS**"



KCBQ

CBS FOR SAN DIEGO • 5000 WATTS

1406 FIFTH AVENUE • 1170 ON YOUR DIAL • SAN DIEGO 12, CALIF.

Franklin 1315

Dear Listener:

We, at KCBQ, are pleased to be able to present in this album, a brief picture of some of the behind-scenes operation of our station, and have you meet the members of our staff and program personalities.

To be entrusted with a broadcasting franchise is a responsibility we do not take lightly. Our efforts are always directed toward making KCBQ of the greatest value to the welfare of over 1,000,000 listeners who are able to hear our programs.

On January 1st, 1949 KSDJ became KCBQ. This change was made to call attention to our affiliation with the Columbia Broadcasting System. The "q" is for Quality, of course, indicating the calibre of programs we, at KCBQ, want to deliver to this community in the public interest, convenience and necessity.

Already, KCBQ television is on the way. We have made application with the Federal Communications Commission for a license to operate a commercial television station in San Diego. We pledge the continued efforts of our staff to serve you equally as well with the finest in local and CBS television programs as we are now doing in standard broadcast operations.

Yours very truly,

Charles E. Salik
CHARLES E. SALIK
Owner & General Manager

CES:jc

Represented  Nationally by
FREE and PETERS, Inc.

Compliments of:

LIGHTFOOT LUMBER CO.
7010 El Cajon Blvd. Ph. R. 6-3777 San Diego 5, Cal.
3270

For San Diego ²⁰⁰

200



CHARLES E. SALIK



President and General Manager

Typical of the young aggressive leadership commanding present day radio, Charles E. Salik was a licensed radio engineer while still in his teens. He was called from college into active duty to serve in the European Theatre with the Armed Forces Radio Service as Technical Supervisor of a network consisting of four studios and ten transmitters, in an operation closely similar to American radio networks. After returning to inactive duty from five years in the Army Air Force, Mr. Salik took over the ownership of **KCBQ**. Under his capable leadership, **KCBQ's** staff of experienced people bring you the finest in entertainment, education and public service.

We'd Like You



The list of nationally known programs with which Dan Cubberly, Program Manager, has been associated includes "National Barn Dance", "The Kate Smith Hour", "Gene Autry" and numerous others. In 13 years as a member of the industry, Dan has served on the staffs of some of the country's leading stations, acquiring a keen insight into all phases of broadcast production. With an eye to the future, he has already done extensive work in television.

Charles Sherburne, Chief Engineer for **KCBO**, is a member of the Institute of Radio Engineers and has the responsible position of keeping the station "on the air". Since 1931 when he began his career as a "ham" operator, Charlie has been vitally interested in broadcast engineering. He has worked as transmitter engineer, studio control operator, recording engineer, FM engineer and in television.

SALES REPRESENTATIVES



Graham Moore attended Washington State College and had his first taste of radio in 1938. Evidently the taste appealed as he's been working in this field ever since. His experience has been on both sides of the mike as announcer, producer, management and sales.

His training and background in advertising agency work has equipped William Houser with the necessary seasoning to give **KCBO** clients the best possible service. From the planning of sales campaigns to the mechanics of putting them on the air, Bill successfully "follows through" for advertisers.

To Meet.....

.....The Members of

ANNOUNCERS



Although young in years, Deane Long (left) is an "old-timer" in his profession. 1932 was the year he started in radio and during his 16 years behind the mike, Deane has gained an invaluable fund of network announcing and production knowledge. A student of the violin and piano, his hobbies are baseball and golf.



Name any job in the announcing line and chances are Bob Hanes, (right) has performed it. During his radio career which began in 1941, Bob has written, produced and announced programs of all types ranging from newscasts to symphonic concerts. In 1944 Bob won the H. P. Davis Announcing Award and possesses a solid background of television acting, narration and musical broadcasting.



10 years mikeside, Aram Rejebian (left) has also been on the management side of broadcasting. After graduating from Occidental College in Los Angeles, California, he was appointed assistant manager of a station in San Luis Obispo. Majoring in speech and drama, Aram's natural interests lie in little theatre work next to, that is, his **KCBO** mike chores.



The rich voice you hear on many **KCBO** morning programs belongs to Bud Sewall (right) who has been in radio for the past seven years. Educated at Drake University, Bud has his heart in his work having been interested in the stage and show business most of his life. He even turned down a screen test because he "wanted radio". That's real loyalty!

Our **KCBO** Family

S T A F F



Durand Kiefer, Director of the Continuity and Script department, is well qualified for his work. He's an avid writer and has had stories published in various national magazines.



As efficient as her smile is friendly, Erma Krause deftly handles the myriad details of checking, writing and filing the continuity used by **KCBO**.

MON. THRU FRI.

SALES DEPT. PROGRAM DEPT.



Hurrying to acknowledge another **KCBO** advertising contract, charming Sales Secretary Mildred Rabbett stops long enough for our photographer to snap her outside the sales office.



Personable Leslie Goodman, Traffic Manager is responsible for handling the myriad details dealing with the scheduling of all programs heard on **KCBO**.



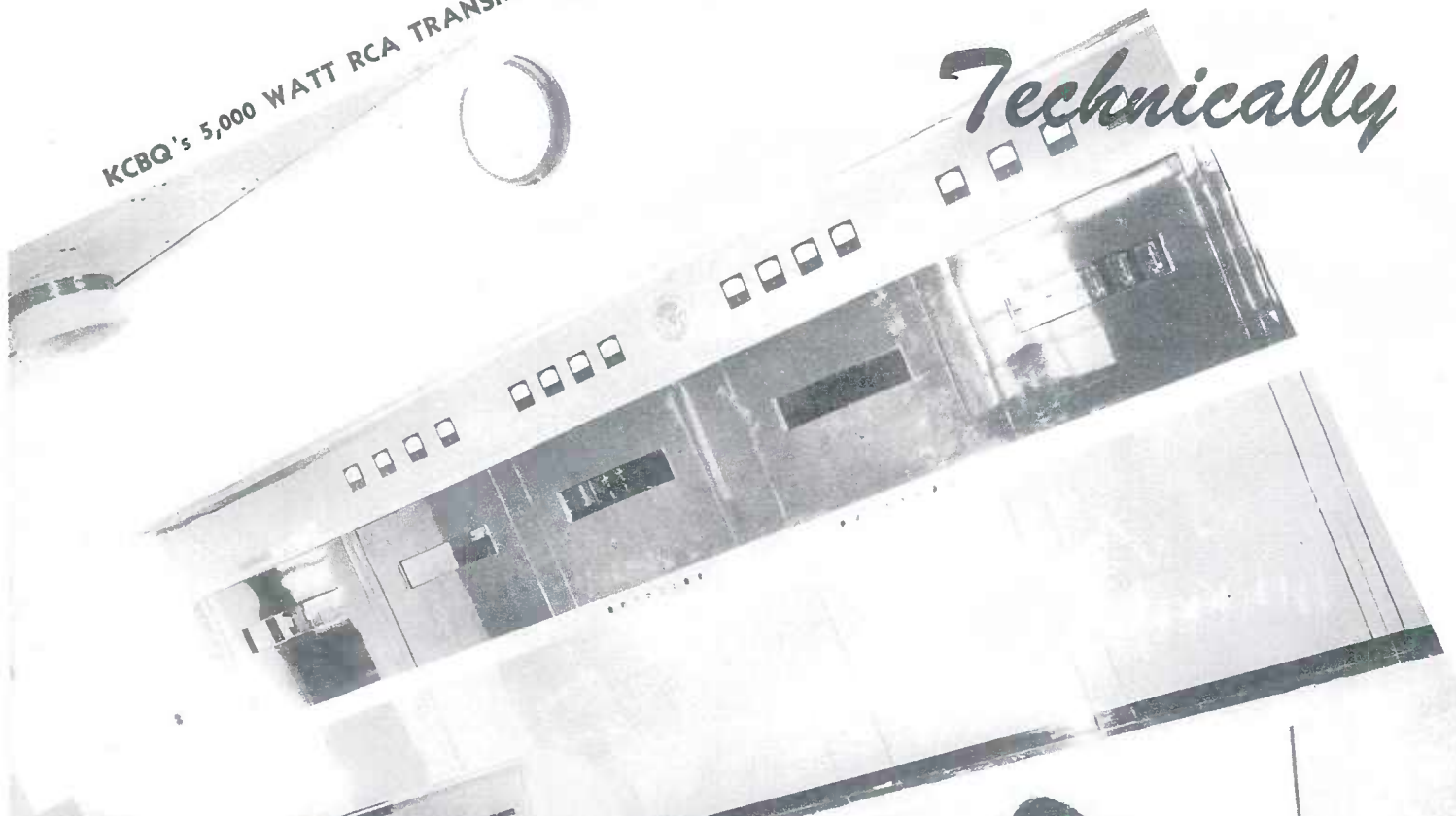
Winsome guardian of the purse strings, Accountant Bobbie James' main hobby, judging from her well groomed look, is clothes.



The bright "hello" that greets when you phone **KCBO** reflects the cheery greeting of Joyce Collins, Secretary to Mr. Salik.

KCBQ's 5,000 WATT RCA TRANSMITTER

Technically



At the studio master control console, Ira Low handles the operation of one of KCBQ's many programs.



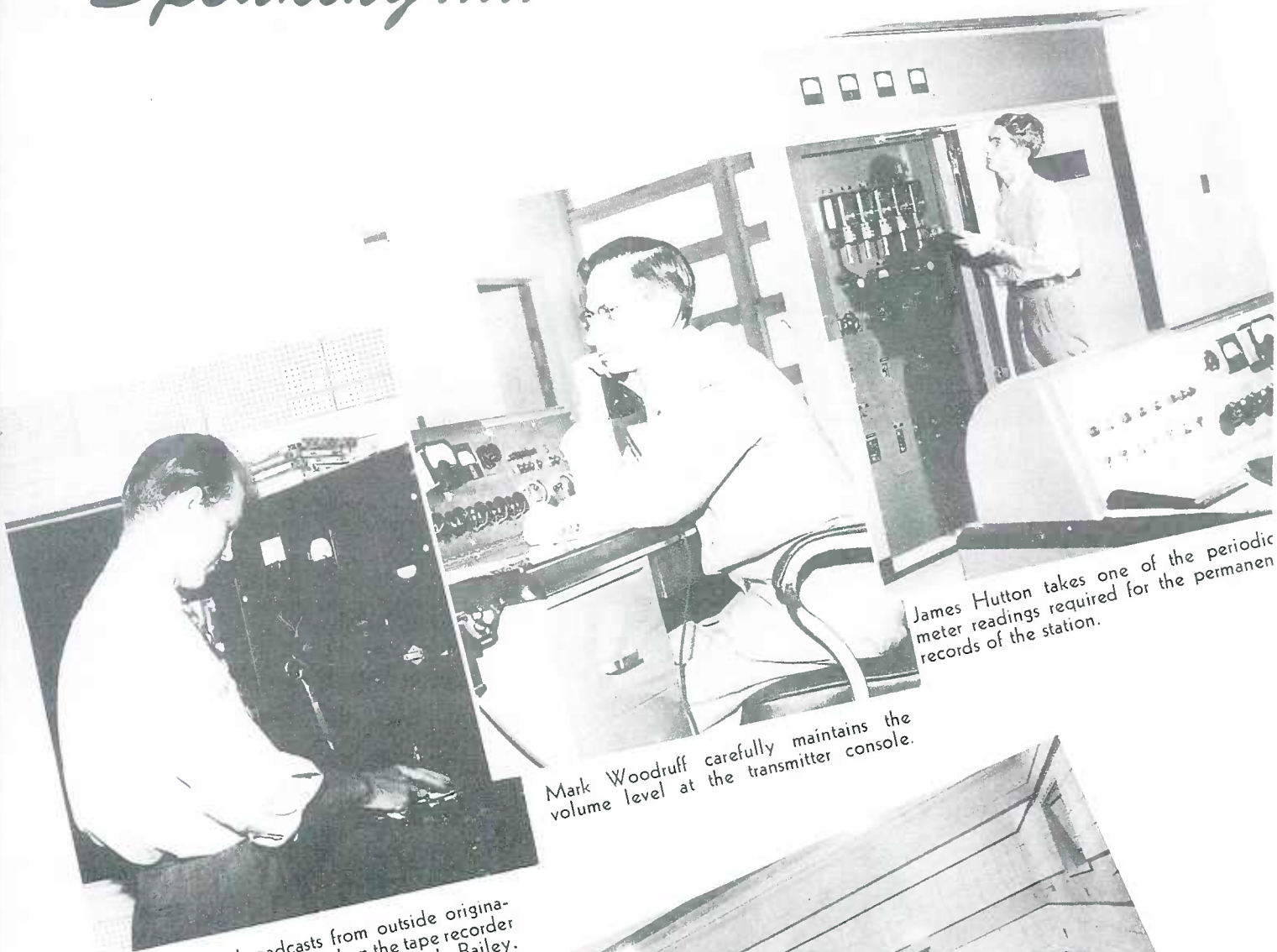
Ed Soltesz sets up equipment prior to making a transmitter test.



Larry Golding, at the KCBQ record tables, puts a program "on wax" for broadcast.

Working quietly and efficiently behind the scenes, our KCBQ technicians perform one of the most essential jobs in our operation. Each is a skilled specialist.

Speaking.....

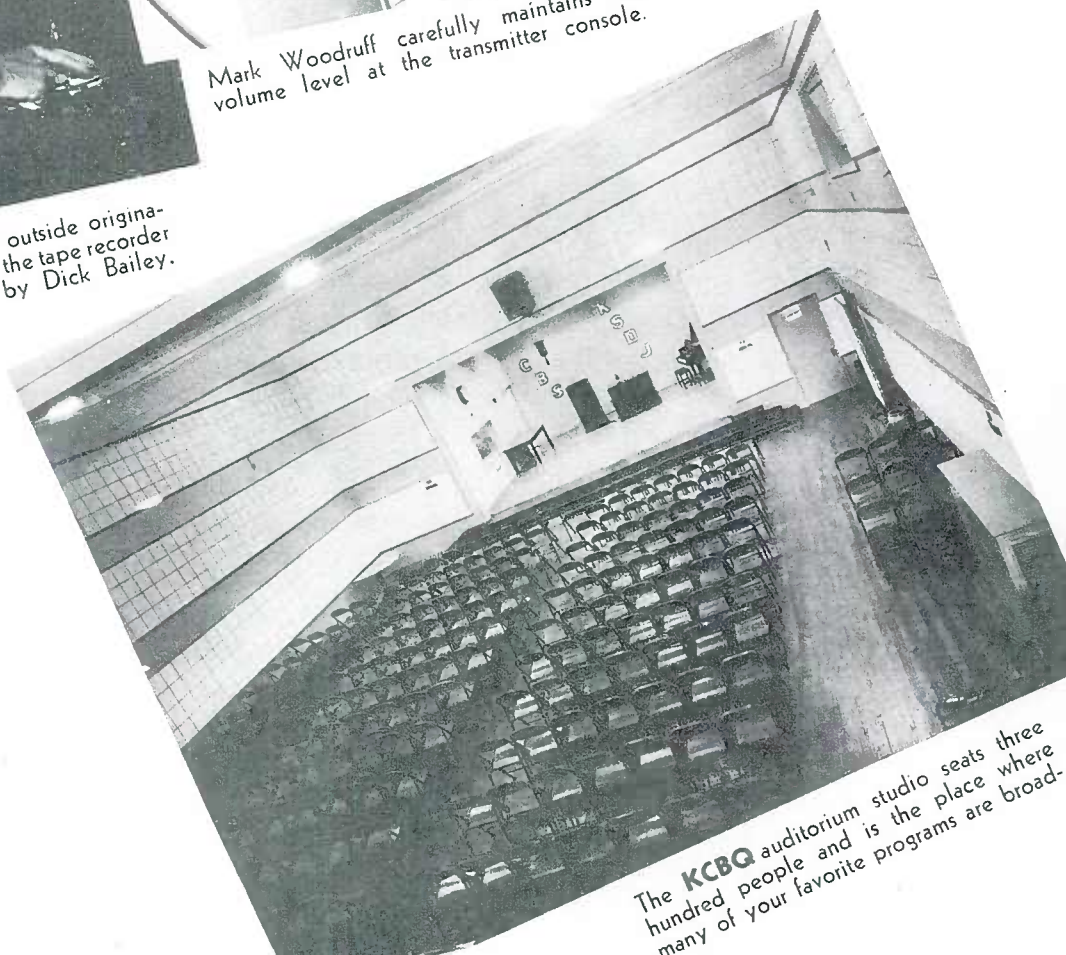


James Hutton takes one of the periodic meter readings required for the permanent records of the station.

Mark Woodruff carefully maintains the volume level at the transmitter console.

Numerous broadcasts from outside origination points are recorded on the tape recorder here being made ready by Dick Bailey.

holder of a first class Government license, **KCBQ** engineers maintain constant vigil on the highly technical equipment which brings favorite programs into your homes, strong and clear.



The **KCBQ** auditorium studio seats three hundred people and is the place where many of your favorite programs are broadcast.

**GOOD
ALL TH
ON**

LOCAL



Sam Hinton is an authority on American Folk music and styles it in his own distinctive manner on the popular "Calendar of Folk Songs" every week day on **KCBQ**. Many of Sam's recordings are on file in the Library of Congress.

Lovers of dance music gain their musical fill in the entertaining broadcasts presented by Jack McLean's Orchestra three nights weekly over **KCBQ**. This program is originated for the Columbia Broadcasting System by the station.



By special wire direct from the Base Theatre of the United States Marine Base, San Diego, **KCBQ** presents a half hour program of stirring music by the Marine Band. Many featured solos are offered by the band members, many of whom were formerly with leading bands of America.



**LISTENING
TIME
KCBQ**

PROGRAMS

The versatile talents of Danny Topaz, **KCBQ** staff organist, brighten the noonday airwaves at 1170. Featured in his own arrangements of listeners' favorites, Danny does five shows every week. A composer in his own right, he includes compositions he has written in music played on the show.



A chance to "do their stuff" and gain valuable radio training is afforded gifted children from all over the **KCBQ** area when they appear on the "Junior Talent Review", conducted by Captain Jolly and Uncle Don. Before broadcast time, kids in the audience are treated to free cartoon movies and share in the chance to participate for prizes. Winners in the talent selections are presented cash awards.

"Who's Who at the Zoo" is the theme of the "Animal Kingdom" weekly series heard on **KCBQ**. Curators from the various departments of the San Diego Zoo answer questions sent by listeners about the history and habits of their charges.





When the stock market opens each day's activities, Philip Neary takes over the **KCBQ** microphone to bring listeners up-to-the-minute trends; a résumé of previous day quotations; and the closing, last-minute quotations. All information comes to him by direct wire from the New York Stock Exchange.



Many noted public personalities appear before the **KCBQ** microphone when they visit San Diego. Recently Governor Earl Warren of California stopped off for an address which **KCBQ** carried under its former call letters.



KCBQ takes an active interest in all worthwhile projects being undertaken in the Southern California area they serve. Here the station arranged a broadcast from the "All Western Days" celebration in neighboring El Cajon to help raise funds for a new school.



Servant



Thousands of folks unable to attend the Armistice Day service at Balboa Stadium were afforded the opportunity of hearing the ceremonies thanks to **KCBQ's** airing of the affair.



Since everyone talks about the weather, **KCBQ** DOES something about it. Each day, direct from the United States Weather Bureau, Althea Harvey, meteorological assistant and Dean Blake, official-in-charge bring **KCBQ** listeners latest information on present weather conditions as well as forecasts for the future.



Popular music fans over here know what's on the overseas "hit parade" when "Pass In Review" hits the airlines. Acting as emcee for the popular feature, Sgt. R. S. Bailey, USMC plays for stateside folks the tunes most requested by the servicemen of all branches stationed throughout the world.

SPECIAL AWARD TO STATION

KSDJ

In recognition of exceptionally fine co-operation which not only contributed in a large measure to the success of the **MARINE SHOW**, but added materially to the personal enjoyment of the men of this base.

ON BEHALF OF Major General LD Hermie,
COMMANDING GENERAL, Major R Oddy,
PUBLIC INFORMATION OFFICER, Lt. Col.
INSPECTOR-INSTRUCTOR of 11th T...
Fred Lock, RAMP

For outstanding public service through the medium of radio, **KSDJ** (now **KCBQ**) was presented with this award in behalf of Marine recruiting work.



ION-33-MILLION
S AND FINANCE. THAT IS 46 PER
EXPENDITURES. IT INCLUDES

IN RECOVER
NOT INCLUDE 660-MILLION
IN. ATOMIC ENERGY

COVERS



DITURF
The several morning
newscasts are brought to you
by Bud Sewall.

AND THE 1949 YEAR

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BILLION



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Chet Huntley and his "CBS World News"
is an evening "must" for **KCBO** audiences.

MARTHA
INLA TOTVM

COMMERCE SECRETARY

HILL. THEY ARE TRYING

MINISTRATION MONEY R

Via the Columbia Broadcasting System,
Knox Manning is heard by San Diego area
listeners to **KCBO**.

AN "OPEN MIND" ON THE MACH



With minutes to go before
bustles actively as staff
for broadcast.

THE DEAD ARE IDENTI
ANDERSON OF MINNEAPOL
CON SAYS AN ATT



The Five Fifteen Edition "goes to press" daily with Dan Cubberly at the mike.



When the hands of the studio clock point to 8 o'clock that's the signal for Aram Rejebian to start his "8 PM News" on **KCBQ**.

COVERAGE ITS.....

30 COST-OF-LIVING THE UNION MESSAGE--- THERE WOULD BE NO



the **KCBQ** newsroom late world bulletins



Prominent in news reporting circles is Charles Collingwood CBS commentator.



Radio's most honored reporter, that's Edward R. Murrow, heard daily over **KCBQ** and CBS.

ESTHER... OF CHICAGO, MARTHA DR. ALEXIS BERG OF FINLAND. BEING MADE TO EVACUATE EVACUATED TO BY BOAT ON THE YANETZE



KCBQ's friendly Agricultural Director, Howard Keddie, reports to the thousands of rural listeners in the Southern California territory the news about agricultural affairs they want most to hear. Twice daily, in the morning and noontime hours when its most convenient for his farm friends to tune in, Howard presents his "Home On The Ranch". Former editor of a livestock journal, he visits and talks with various farm groups and organizations throughout the KCQB area. The vital information he gathers is incorporated into his broadcasts which have become an essential service to KCQB farm listeners.

REPORTING THE RURAL SCENE



The history and background of the Farm Bureau organization is discussed by Howard and Edward Clark, Executive Secretary of the San Diego County Farm Bureau, one of the many agricultural officials who frequently appear on "Home On The Ranch".



From the KCQB announce booth installed at the San Diego State Fair, Howard originated many special broadcasts, presenting informal chats with exhibitors and guests. Howard has had the same sponsor ever since his program, one of the oldest on KCQB, was started.

WE PRESENT...

Izetta Jewel, Director of Womens' programs for **KCBQ** combines a wealth of experience on the stage, in public life and world travel with her natural talents as a housewife. A stellar light in the theatre's "Golden Age", she appeared as leading woman with Otis Skinner, James K. Hackett and other famed idols of the stage. Active in politics, Izetta has held several important administrative positions and counts among her personal friends ex-presidents and senators. In 1928, she appeared on the first play ever presented over television. To the listeners on her thrice-weekly broadcasts, Izetta presents a woman's program full of interest to homemakers and mothers, for not only is she a famous personage but a housewife who understands their problems.



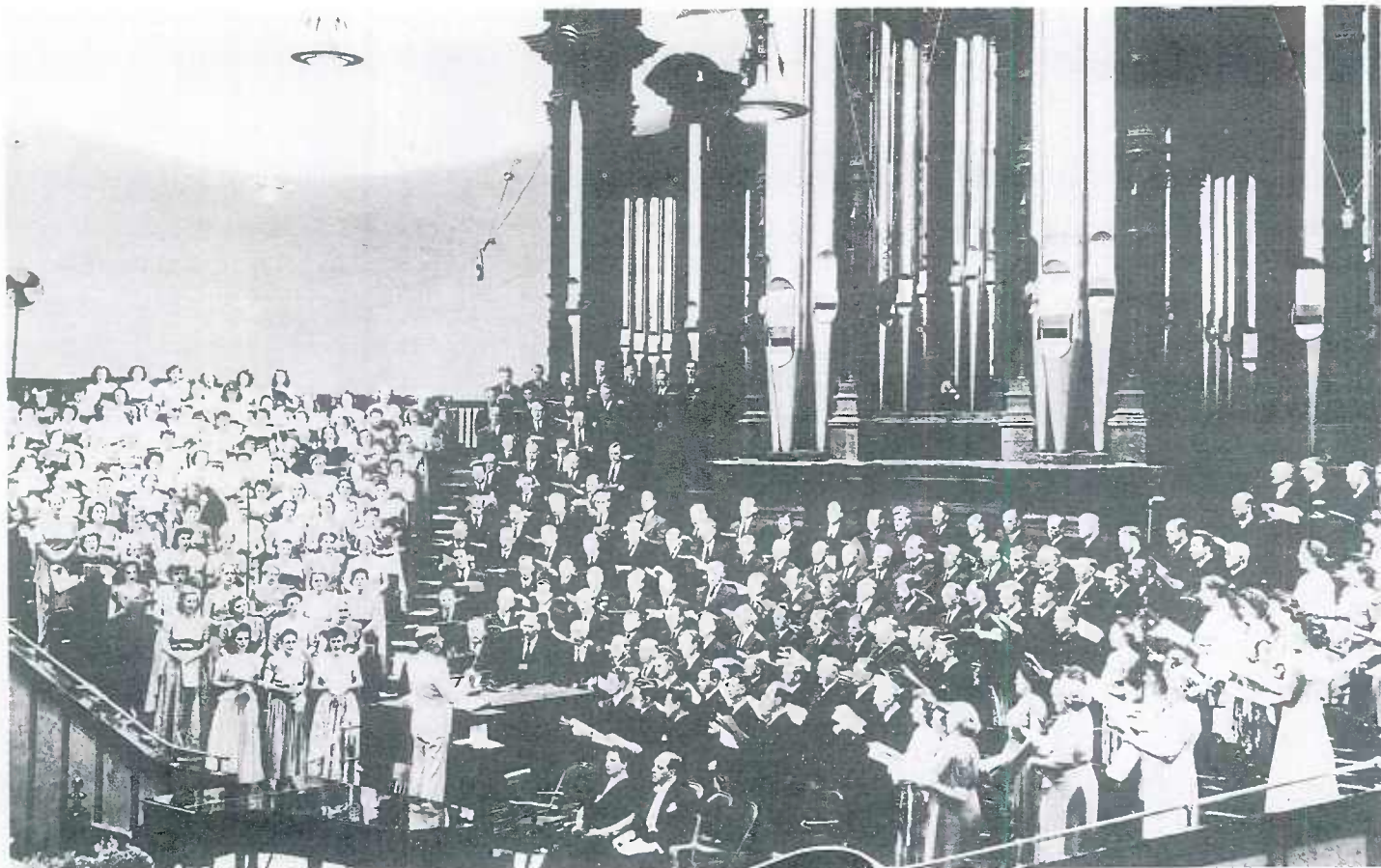
... To The Ladies

Three times charmed! Three Izetta Jewels make a **KCBQ** mike visit. First there's our own Izetta; second, her daughter Izetta Jewel Smith; and third, namesake Izetta Jewel Jones and her mother, Mrs. R. Lewis.



"There's no business like show business", is the theme of the interview which Izetta arranged with actor Roddy McDowell. The accounts of their experiences in this most fascinating of professions proved most popular with radio audiences.

Izetta takes an active part in San Diego area civic life and invites various clubs and organizations to "guest" on her show. Here she plays hostess to executives of the County Federation of Women's Clubs, in which she holds the position of San Diego County Drama Chairman.



Salt Lake City Tabernacle

"This is KCBQ-CBS"



Jack Benny of the "Jack Benny Program".



Marie Wilson, "My Friend Irma"

**1170
ON YOUR
DIAL**



Staats Cotsworth, "Casey, Crime Photographer"



James Hilton, host of "Hallmark Playhouse"



The New York Philharmonic Orchestra

For San Diego



Irene Beasley of "Grand Slam"



Arthur Godfrey



Alice Frost and Joseph Curtin, "Mr. and Mrs. North"



Howard Duff portrays "Sam Spade"

**5000
WATTS**



"FBI In Peace and War"



Cast of "My Favorite Husband"



Joan Tompkins, "Nora Drake"



Ginnie Powell, vocalist, "Morey Amsterdam Show"



Linda Watkins stars on "Romance"



Cast of "Let's Pretend"



"It Pays To Be Ignorant"



Olan Soule and Barbara Luddy of "First Nighter"



Bill Cullen, "Hit The Jackpot"

BRIGHTLY ON 1170

Mary Martha Briney on "Your Song and Mine"

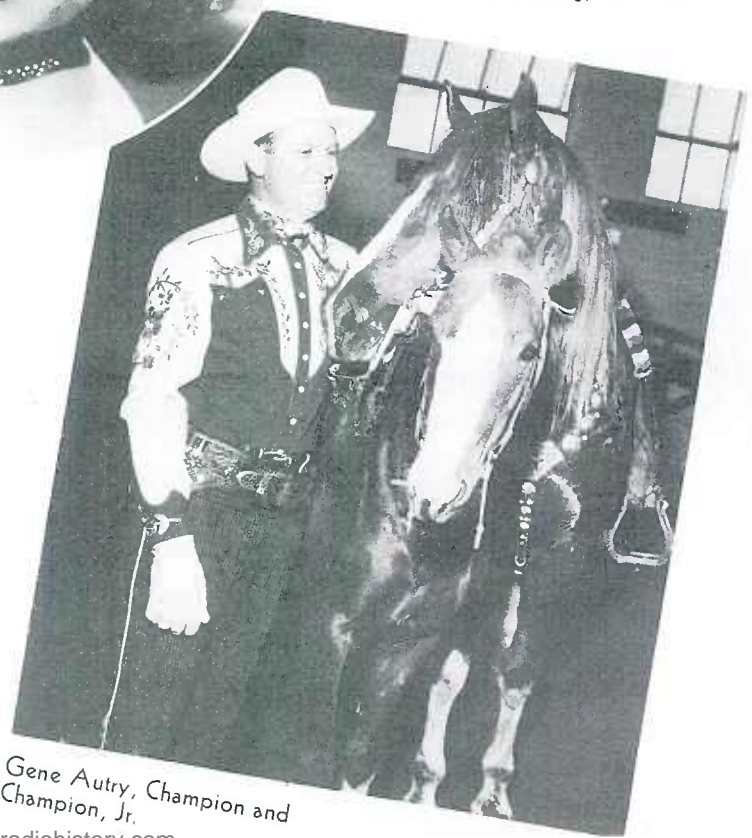
Fran Warren "Sings It Again"



Barbara Whiting, "Junior Miss"



Tom Williams opens "The Garden Gate"



Gene Autry, Champion and Champion, Jr.

1170



Dorothy Shay and Spike Jones share the "Spotlight Revue"

Jean Hersholt stars in the role of lovable "Dr. Christian"



Chester Lauck and Norris Goff better known as "Lum 'N' Abner"



The old Redhead of "Red Barber's Clubhouse"



The irrepresible Bob Hawk heard on his own show

There's Entertainment Night

In the role of modern school-teacher, Eve Arden is heard in "Our Miss Brooks"



Freeman Gosden and Charles Correll are "Amos 'N Andy"



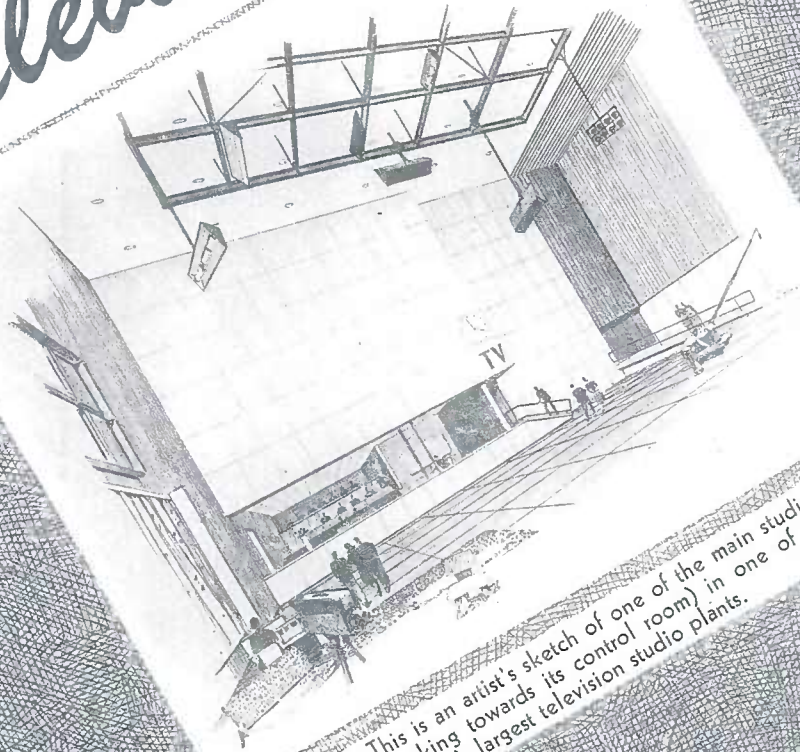
Percy Faith, conductor and Jane Froman, songstress of "The Pause That Refreshes"

Pretty Marlo Dwyer specializes in menace roles on "The Whistler"

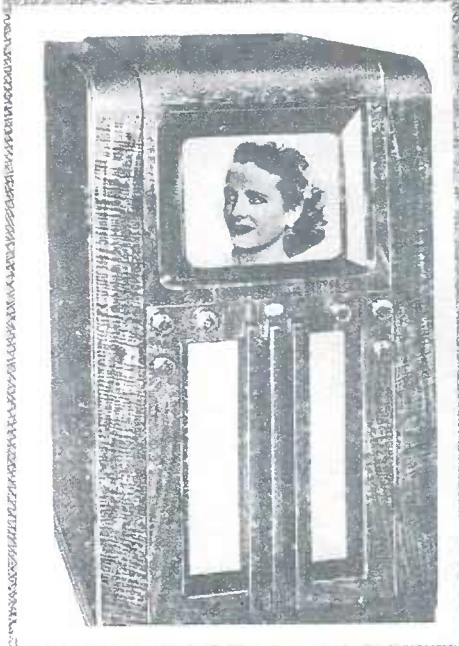
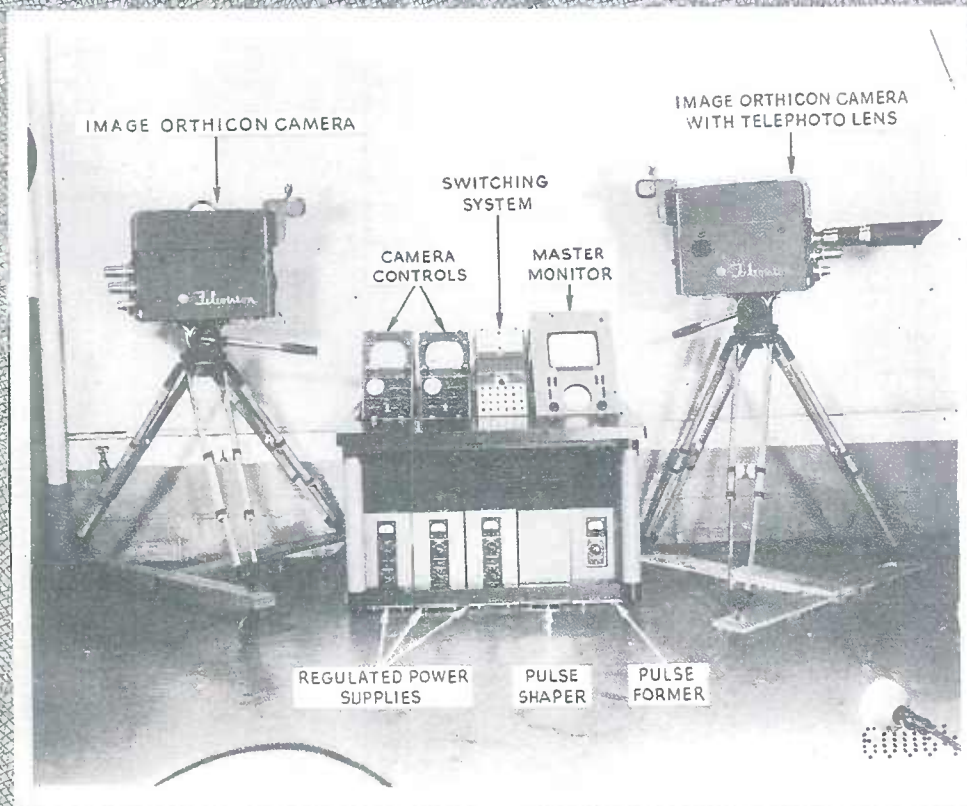


Mr. Ed Farrell of San Diego appeared with Art Linkletter on a recent "GE House Party" broadcast.

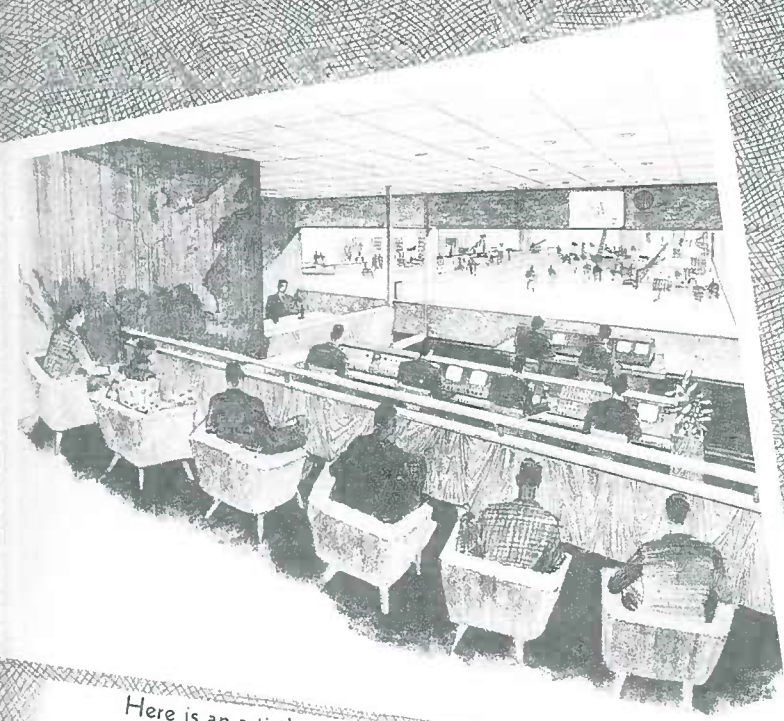
Television



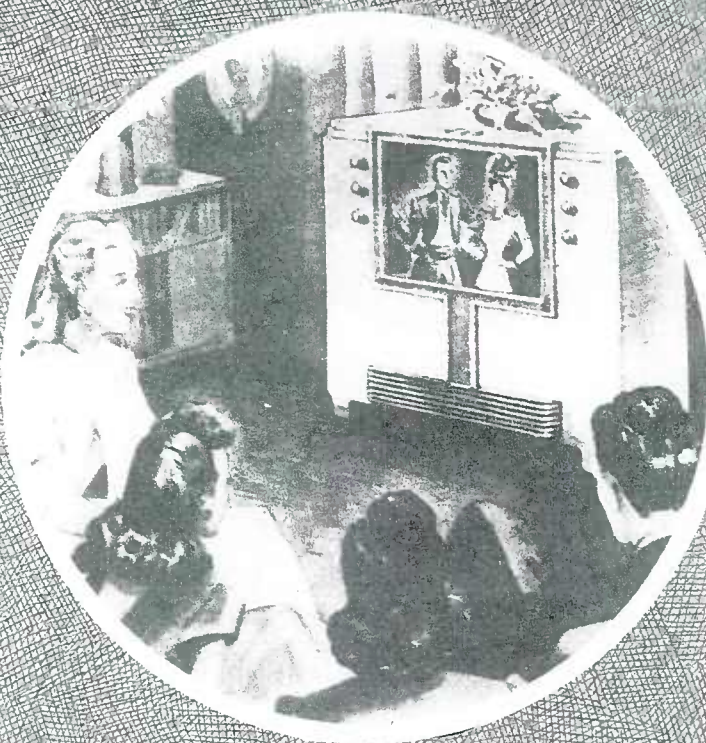
This is an artist's sketch of one of the main studios (looking towards its control room) in one of the Nation's largest television studio plants.



Left: A few of the more important pieces of equipment used in today's Telecasting.



Here is an artist's sketch of a television studio control room. Various operating functions in each of these rooms will be tiered one behind the other for optimum visual, aural and video supervision.



In 1947, after many difficult and gruelling years of research, television sets began to roll off assembly lines and into American homes; applications for video stations swamped the Federal Communications Commission. In the first months of 1948 the manufacture of sets began to mount and station after station took to the air-waves and brought to radio audiences all over the Nation the long-awaited miracle.

Today there are over 40 Television Stations in this country and almost a million receiving sets. And those figures are, day by day, mounting by leaps and bounds.

Television — only a dream yesterday — has at last become a reality!



Remote equipment, like that pictured above, is now being used to bring television audiences play-by-play accounts of the Nation's most important events.

RADIO - - YESTERDAY, TODAY AND TOMORROW

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 WWJ 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.

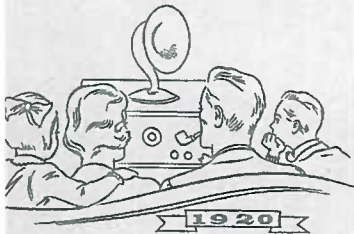
From then on, the milestones in the development of modern radio were closer and closer together. In 1920, the Dempsey-Carpentier fight, the World Series, and the first presidential radio address to the nation were all captured for the world through the magic of radio . . . In 1922 there were 400 transmitters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





One of the three 235 foot towers which
comprise the **KCBO** antenna array.

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K C B Q

5000 WATTS

1170 ON YOUR DIAL

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B
S**