

"Columbia's Station for California's Capitol"



Going Forward with **RADIO**

A PERSONAL MESSAGE

...to you from **KROY**

KROY

HARMCO, INC.
SACRAMENTO HOTEL
SACRAMENTO 14, CALIFORNIA

TELEPHONE
8-2222

CLYDE F. COOMBS
V.P. PRESIDENT AND MANAGER

Dear Reader:

We might also address you as "Dear Listener" for, indeed, that is how we know you best. With this behind-the-scene look at KROY and the Columbia Broadcasting System, of which this station is a basic affiliate, we hope you will get to know us better.

As Sacramento grows, so this station will grow, for it is an integral part of this great Sacramento Valley. We acknowledge a debt to you for granting us this position of unique prominence in the community and we rededicate ourselves to a policy which will lend more and more significance to our slogan, "Columbia's Station for California's Capitol".

We are sincerely grateful for your loyalty to our advertisers, who make all of the KROY programs possible.

Radio Station KROY will continue to use its facilities, its time, and its trained personnel to serve you with a complete public service program in the civic interests of your community, as well as entertainment features maintaining the highest standards of broadcasting at all times. Every effort will be made to deserve your continued friendship.

Sincerely,

RADIO STATION KROY

Clyde F. Coombs

Clyde F. Coombs
General Manager

CFC:o

BASIC PACIFIC STATION - COLUMBIA BROADCASTING SYSTEM

Compliments of:

CREDITS:
Copyright, 1948, by National Radio Personalities,
Publishers Peoria, Illinois.

Photos: Vern Cartwright of Cartwright Photo Co.
Sacramento, California.

Album compiled and edited by R. Ehresman,
Editor National Radio Personalities, Litho in U.S.A.

To You--Our Listeners--

KROY *dedicates this album*



Introducing.



Clyde F. Coombs, Vice President and General Manager, brings a distinguished background of broadcasting administration to **KROY**.
A graduate of the University of Utah, Mr. Coombs joined the Engineering Dept. of the General Electric Company, Schenectady, New York, in 1925, supervising the designing and installation of broadcast equipment. In 1930, the Radio Corporation of America placed him in charge of sales and broadcast equipment engineering for eleven western states. He joined the National Broadcasting Company as Sales Account Executive in 1934, and assumed a similar position with the Columbia Broadcasting System in 1938.
In 1941, Mr. Coombs became General Manager of Radio Station **KARM** in Fresno. He later organized Harmco, Inc., which purchased **KROY** on May 15, 1946.
Mr. Coombs is a member of the Columbia Broadcasting System Affiliates Advisory Board, 9th District, and enjoys an enviable reputation in the radio industry for his professional integrity and high standards of broadcasting.

OUR STAFF



KROY's Sales Manager, Byron H. Nelson, entered radio sales after 14 years of creating and selling advertising and printing. A native Californian, Mr. Nelson, within six short years, rose from the position of local salesman to that of manager of three departments; Network, Spot and Local Sales. With this rich background in advertising, he is equipped to offer **KROY** clients authentic service mapping sales campaigns.



A graduate of Ohio Northern University, Bill Ratcliff, **KROY** Program Director, produced musical revues before entering radio in 1939 as program director followed by announcing-production of major network programs. During Navy service in the South Pacific, he produced stage shows and Armed Forces radio broadcasts. As **KROY** Program Director, Bill has made himself and "Columbia's Station for California's Capitol" an integral part of Sacramento's civic life.



On the shoulders of Howard Martineau, **KROY's** Chief Engineer, falls the responsibility of keeping the station's programs "on the air". Howard attended Utah State Agricultural College but has been a ham operator since 1929. In 1933 he entered the field of broadcast engineering. Howard is starting his seventh year on the staff of **KROY**.



Nationally known and a pioneer in radio news coverage, **KROY** News Editor Paul Sullivan launched his interesting broadcast career on station **KMOX** in 1931. Under sponsorship of leading national advertisers his nightly news summaries have been heard on network hook-ups from coast to coast. To **KROY** listeners, Paul now offers this high calibre news coverage service which has gained him fame as one of the West's foremost newscasters.

BACK STAGE



BOYD ALLEN



RALPH JAMES

OUR ANNOUNCERS



DUANE McRAE



BILL BLACKBURN

AT KROY



DOLORES UNGER,
Accountant



ED BLOOMFIELD,
Sales Representative

S T A F F



ED ROPOLO, Continuity



JEAN OSIAS, Managerial Secretary



KAY HOUGH, Traffic

....TECHNICALLY

Speaking....

We introduce you here to our staff of technicians. You never hear these fellows on the **KROY** airwaves, yet their work is vitally essential to bringing programs into your home. Working quietly behind the scenes, each is licensed by the Government to perform his particular duties on the **KROY** technical staff.



MARC JOHNSEN

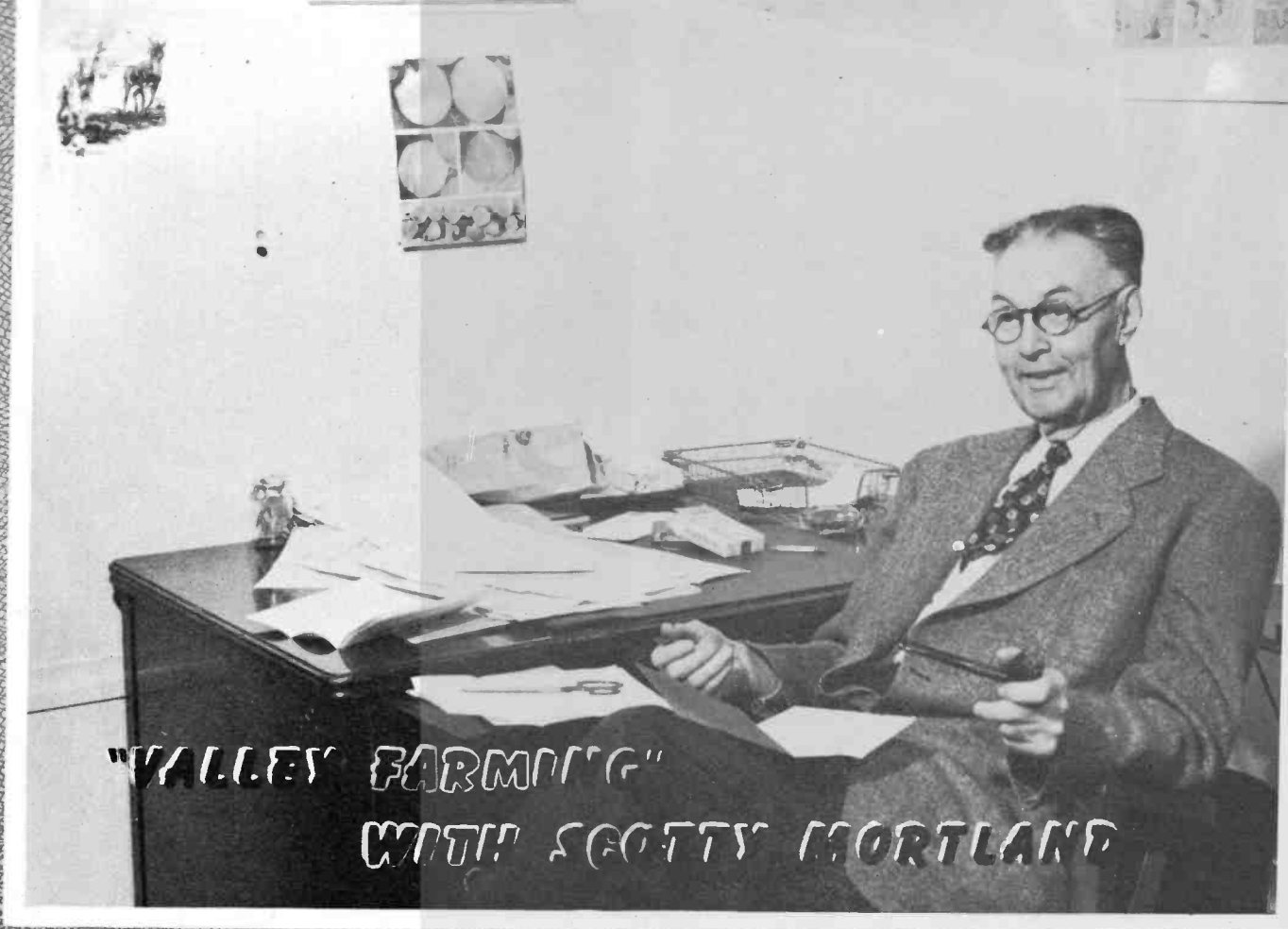


HOWARD MARTINEAU



JOHN O'CONNOR





**"VALLEY FARMING"
WITH SCOTTY MORTLAND**

Friendly Scotty Mortland, **KROY's** congenial Farm Editor, has been in radio since "just after the crystal sets". Having been interested in farming and farm activities all his life, Scotty furnishes his rural followers with latest farm news during noontimes when it's most convenient for them to listen.



The livestock feed outlook is gone over by Scotty and one of the many agricultural representatives who appear on his "Valley Farming" program. This is Farm Advisor L. Stanley, University of California Agricultural Extension Service.



Known personally by many of his farm friends, Scotty goes out and talks things over. Here he obtains first hand information on dairy farming for use on the air.

LOCAL PROGRAM

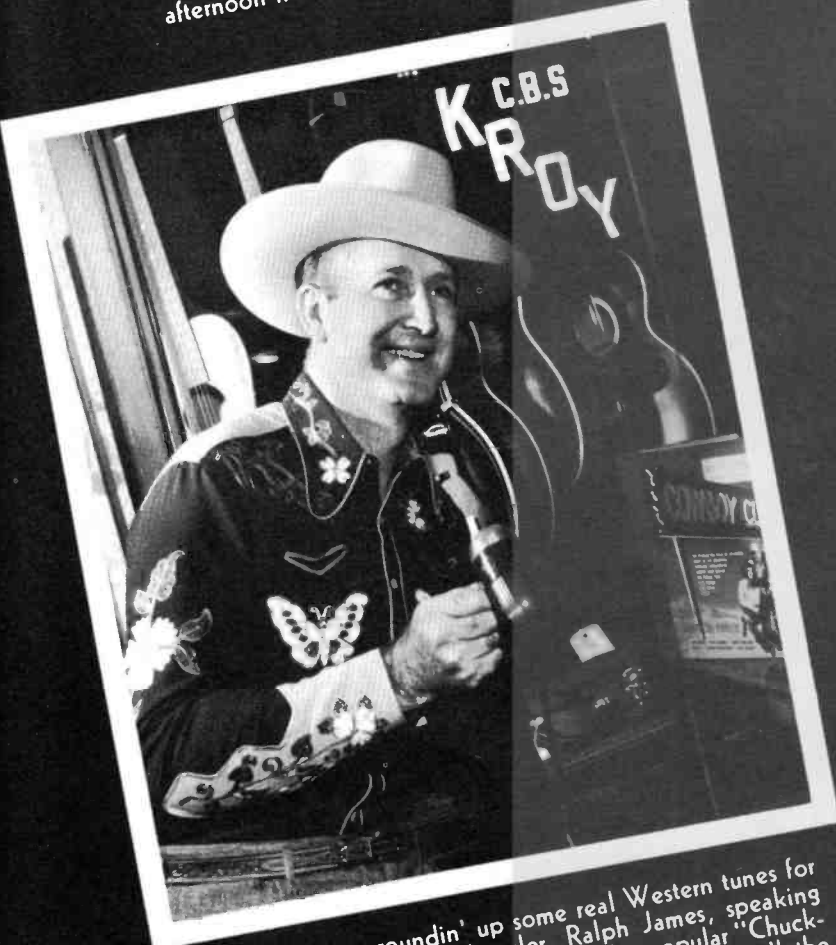


Caught in the act of talking shop . . . "Music Shop," that is . . . are the three personable emcees of that very fast moving **KROY** afternoon show. Platter spinners Boyd Allen, Bill Blackburn, and Ralph James select, from the well-stocked shelves of their mythical "music shop", recorded melodies which meet the approval of an immense afternoon housewife audience.

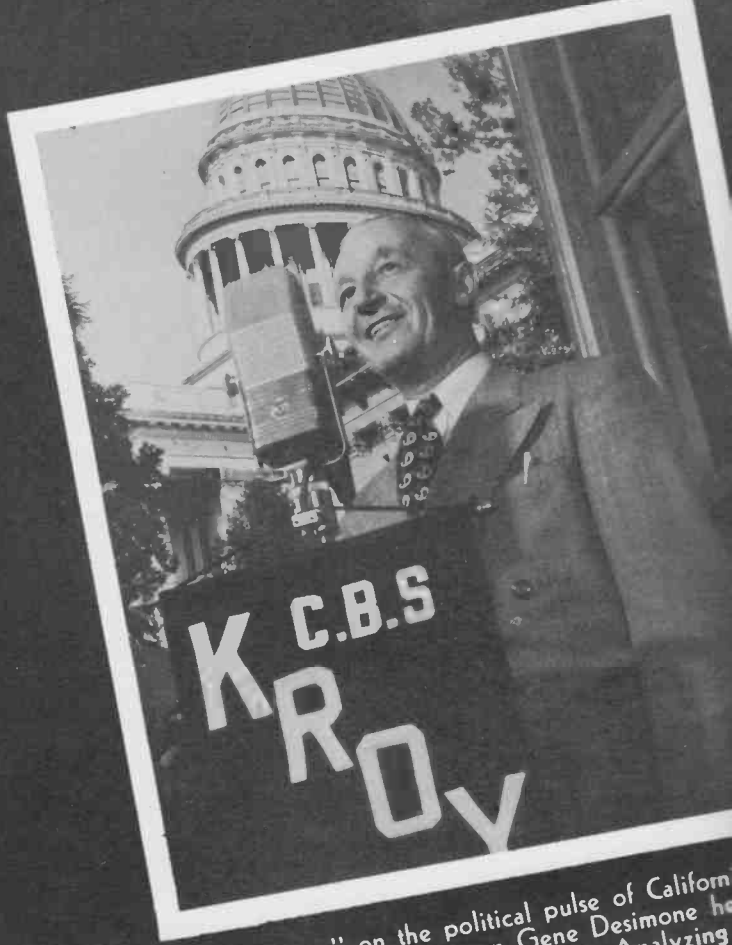


A few relaxing moments of inspiration in this busy workaday world are provided listeners by **KROY's** "Mood for Meditation". The Reverend Samuel F. Pugh reads poems and bits of philosophy against a background of melodies played by organist Rosetta Drinkhall. "Mood for Meditation" is now in its second year as a **KROY** public service feature.

HIGH



"Yes sir, we're a-roundin' up some real Western tunes for you". That's the Old Wrangler, Ralph James, speaking and getting ready to go on the air with his popular "Chuck-wagon Jamboree". Once a week for a full hour all the better known Western stars are presented by Ralph along with his interesting stories of unusual and humorous events from all over.



KROY's "finger" on the political pulse of California Capitol is experienced newsman Gene Desimone he on the "Capitol Parade" twice weekly. Analyzing ever changing political scene, Gene brings his listener informal interviews with personalities in the State National news picture. Gene has originated many broadcast direct from the Senate floor.

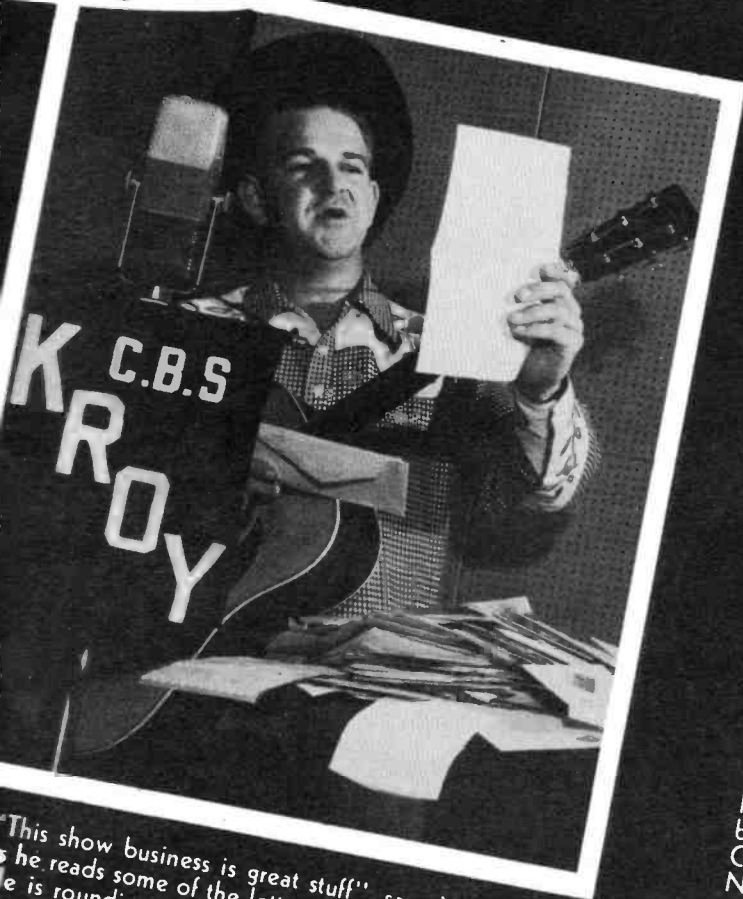


One of the West's foremost newscasters is Paul Sullivan, whose "Paul Sullivan Reviews the News" is a twice-daily feature from the **KROY** studios. Matching a seasoned news sense with his own distinctive manner of presenting news factually and unbiased, Paul's broadcasts command large audiences throughout the Sacramento Valley area.

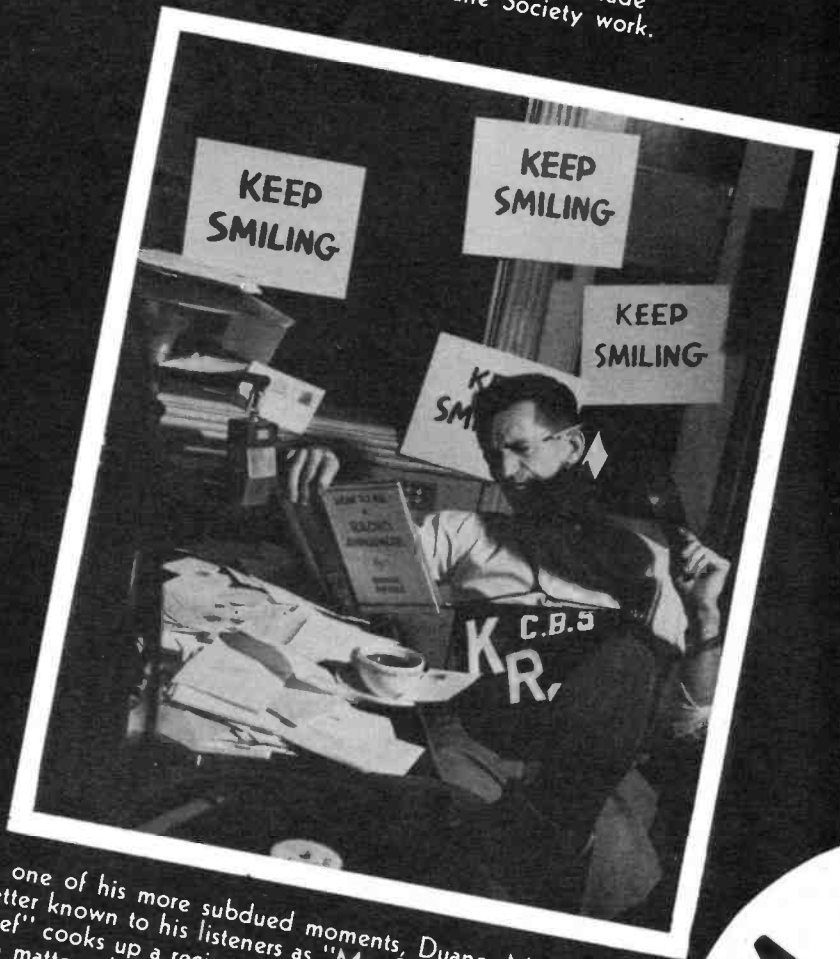


Active in pet raising circles are (l. to r.) Myrtle Shaw Lord, Mel Lord, Ethel Martin and Charlie Martin who conduct the "Pet Parade" quarter hour heard weekly over **KROY**. Discussions on the care and raising of pets have dealt with everything from falconry to mink raising. Now winding up a solid year on **KROY**, "Pet Parade" has created much interest in the Humane Society work.

LIGHTS



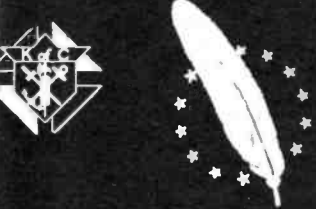
"This show business is great stuff", says Yodelin' Johnny as he reads some of the letters from his loyal **KROY** fans. He is rounding out 20 years in the entertainment world, and is the same sponsor. Johnny is a genuine favorite with the listeners in the Sacramento Valley area, and many of his own compositions.



In one of his more subdued moments, Duane Mc Rae, better known to his listeners as "Mac The Rise and Shine Chef" cooks up a recipe on how to make with the words. No matter what he's mixing . . . whether it be the pot-pourri of music and song or his own inimitable presentation of time, weather reports and fun . . . Mac blends them masterfully into something **KROY** audiences like called "Breakfast in Bedlam".

FROM
KROY

KROY SERVES



Mrs. Gerald Rifkin, President of the Sacramento Women's Council, is one of many guests Ed Ropolo invites to appear on his "What's New In Sacramento". Everyday representatives of various groups visit Ed at the KROY microphone to tell about local projects and campaigns of worthwhile causes for the betterment of Sacramento.

The **KROY** studio becomes a practical workshop when "Hi-Time" hits the evening airwaves. Written, produced and presented entirely by students of the speech, radio and dramatic departments of Sacramento high schools, "Hi-Time" reports on scholastic and sporting activities. A "record of the week" as selected by student vote is a feature of the show.



Everything from road conditions to the best routes for reaching California scenic and recreational points is discussed on the California Highway Patrol broadcasts by officials of the State Highway Commission and members of the State Police Department. The series keeps motorists up to date on state laws governing driving as well as the important work carried on by this agency.

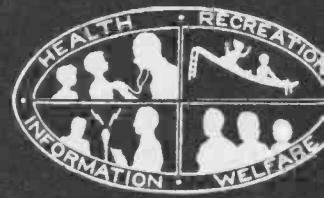
THE PUBLIC INTEREST

"An orchid to you" is the name of the "Orchid For Community" programs aired by **KROY** in cooperation with Sacramento Junior Chamber of Commerce. For outstanding acts of courtesy and civility, pedestrians and motorists are "cited" to appear on **KROY's** mike for presentation of their orchid and other awards.



The diversified schedule of religious programs presented by **KROY** embraces all faiths and denominations. The station's facilities are freely given to broadcasting such programs as "The Council of Churches", "Hour of St. Francis", "Voice of the Synagogue" and others in the religious interest of its listeners.

Arranged and produced by members of the Sacramento Business and Professional Womens' Club, "Women of Today" is starting on its fourth broadcast year over **KROY**. Personal interviews with nationally known women celebrities who visit California's Capitol highlight the programs. For instituting community undertakings, "Women of Today" has won recognition for public interest broadcasts from Variety two successive years.





Major sporting events throughout the nation are reported by ace **CBS** sports-caster Red Barber over **KROY**.

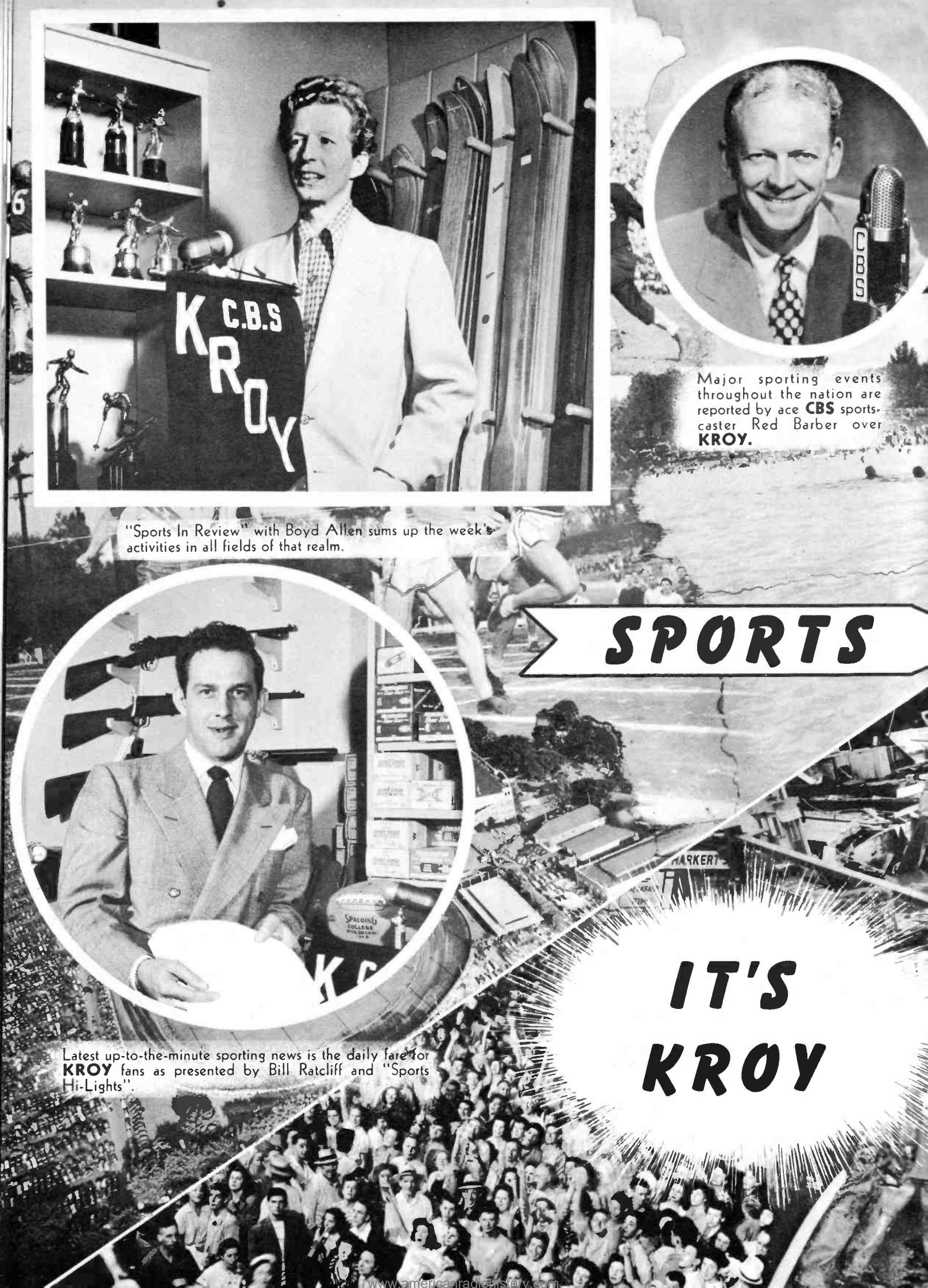
"Sports In Review" with Boyd Allen sums up the week's activities in all fields of that realm.



Latest up-to-the-minute sporting news is the daily fare for **KROY** fans as presented by Bill Ratcliff and "Sports Hi-Lights".

SPORTS

IT'S KROY



FOR THE LATEST IN

These well versed news commentators are featured on network pickups on **KROY** over **CBS**...



KNOX MANNING



BOB GARRED



EDWARD R. MURROW



LOWELL THOMAS

and **NEWS**



"What does it mean to **KROY's** audience?" That's the test question applied by **KROY's** veteran News Editor, Paul Sullivan, nationally known newscaster, to every news story he broadcasts. Situated as it is within one block of the California Capitol with its many bureaus and agencies ready to help answer that test question, the **KROY** News Bureau holds an enviable position in the news gathering world. In addition to compiling, editing and writing news, Mr. Sullivan presents it to his large **KROY** following in his own distinctive, dramatic style twice daily on "Paul Sullivan Reviews the News."



Gene Autry heard on his own program



The New York Philharmonic Symphony Orchestra



Irene Dunne appeared on "Hallmark Playhouse"



Howard Duff as "Sam Spade"

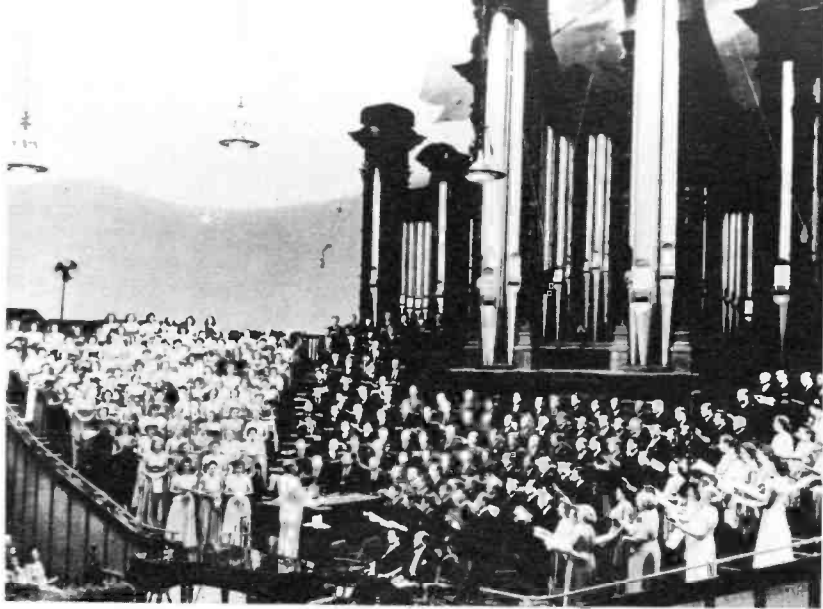


Jack Carson heard on his own show



"Helen Hayes Electric Theatre"

K
R
O
Y



"Salt Lake City Tabernacle"



Hattie McDaniel as "Beulah"



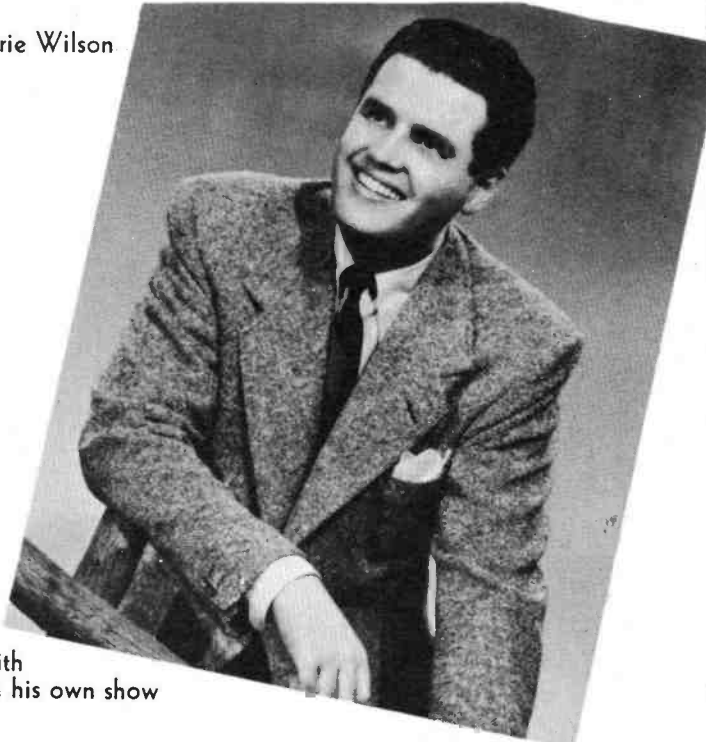
James Melton star of "Harvest of Stars"



Cathy Lewis and Marie Wilson "My Friend Irma"



"Mr. Ace and Jane"



Jack Smith heard on his own show

1240 SPOT ON YOUR DIAL

C
B
S

COLUMBIA'S STATION FOR CALIFORNIA



Warren Sweeney, News Commentator



John Reed King emcees "Give and Take"



Bob Hawk on his own show



Florence Freeman—"Wendy Warren and the News"



Vaughn Monroe of "The Camel Caravan"



Tom Williams heard on "Garden Gate"

ARNIA'S CAPITOL PRESENTS



Spike Jones and Dorothy Shay—"Spotlight Revue"



Barbara Whiting as "Junior Miss"



Aunt Jenny



Jean Hersholt as "Dr. Christian"



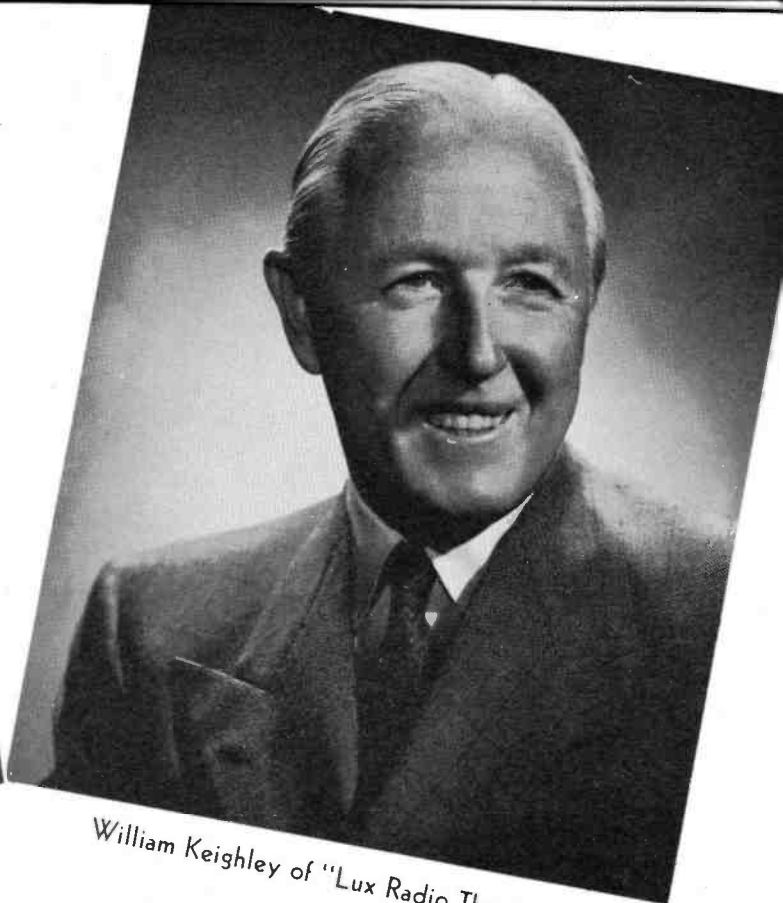
Art Linkletter of "G. E. Houseparty"



Fred Beck and Tip Corning



Lum and Abner



William Keighley of "Lux Radio Theatre"

KROY-1240 ON YOUR DIAL



Win Elliot of
"County Fair"



Bob Crosby of "Club 15"



Ma Perkins



Phil Baker in charge of
"Everybody Wins"



Nila Mack and "Let's Pretend" Cast



Arthur Godfrey

... Columbia Broadcasting System



Eddie Russell of "Strike It Rich"



Chet Huntley, Newscaster



Eve Arden— "Our Miss Brooks"

"Amos and Andy"





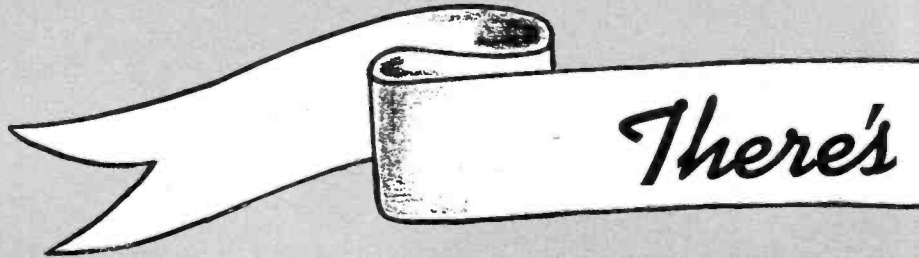
ELLIOT LAWRENCE



DAVID ROSE



AL GOODMAN



VAUGHN MONROE



KING SISTERS



THOMAS L. THOMAS



GUY LOMBARDO



BOB CROSBY



D'ARTEGA



ANDRE KOSTELANETZ



**ON
KROY**



MORTON GOULD



JACK SMITH



EUGENE ORMANDY

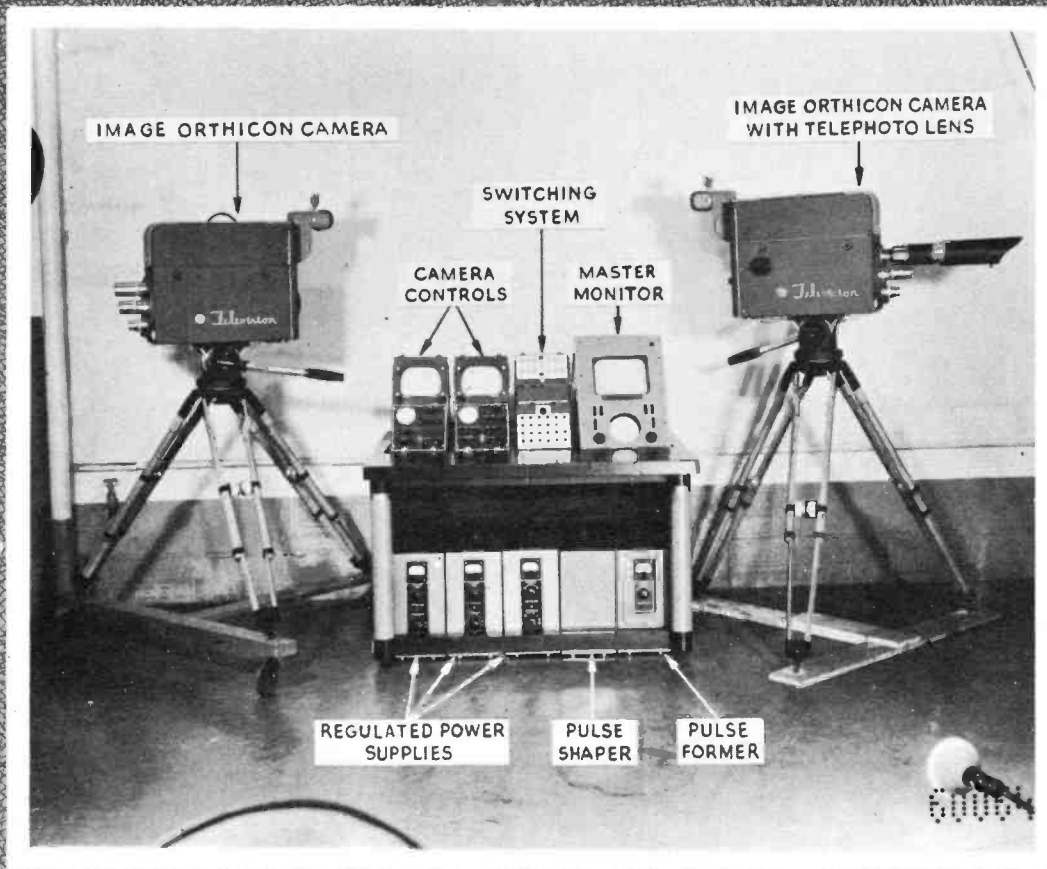


PAUL WESTON

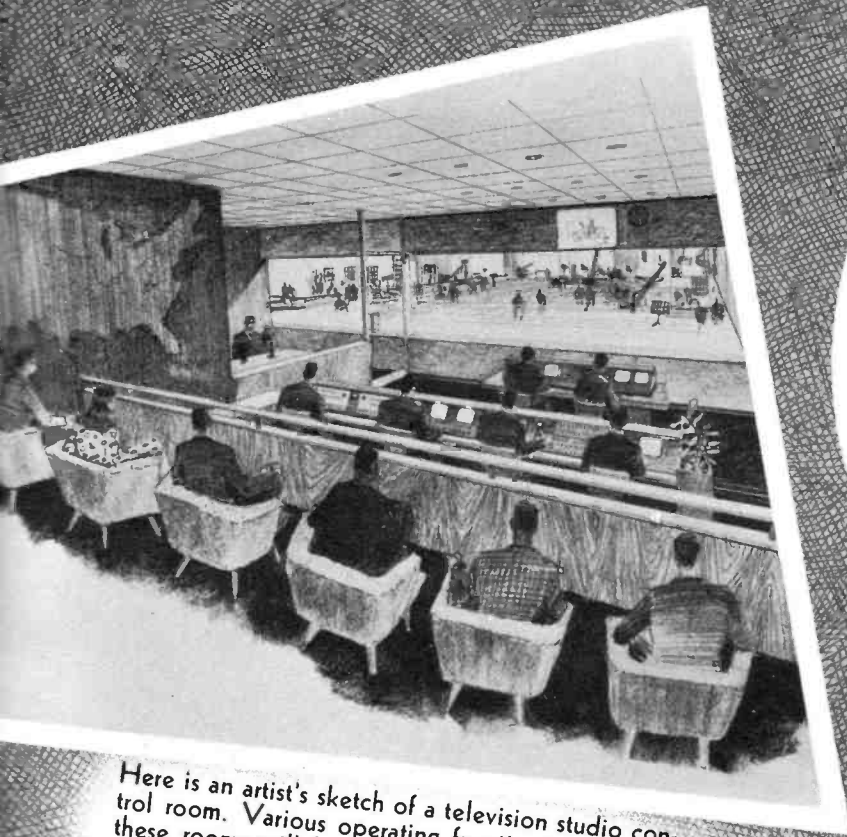
Television



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 just 22 Television Stations in this country and over a quarter of 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.



HOW IMPORTANT IS YOUR RADIO?

Judging by the number of American homes that have radios, we'd say it's become almost a necessity for a lot of us. We'd say it would probably be pretty hard to get along without a radio these days.

But we've heard a lot of folks say something like this: "Yes, American Radio is doing a mighty fine job — if we could only do away with those commercials." Well now, **THERE'S** a point worthy of some consideration. Let's think about it for just a moment.

Here's how it works. Advertising has been defined as "salesmanship in print — or **ON THE AIR WAVES.**" The more goods that advertising sells, the more are needed to fill the demand. The more goods needed, the more men and women are needed at the factory that makes those goods. In turn, more men and women are needed in related industries that supply raw materials to the factories. It's a never-ending chain that leads to more jobs, better jobs, greater personal security for all. Yes, advertising is the spark-plug of American business today.

And here's another point. Were it not for Radio Advertisers, nearly **ALL** of the programs you hear today could not **POSSIBLY** be presented. The world's **BEST TALENT** is being heard over **AMERICAN** Radio today — at no cost to you! They are being paid by the Advertiser to entertain you. Of course, at the same time, that advertiser is asking you to try his product — that is **HIS** reward. And yet that Advertiser is allowed only about **THREE MINUTES** out of every **HALF HOUR** of broadcast time in telling you about his product. That leaves approximately 27 minutes out of every 30 for American Radio to devote **ENTIRELY** to entertaining **YOU**.

So when you **HEAR** commercials on the air, remember — advertising is making your home **MORE SECURE** and at the same time it's bringing **YOU** the greatest entertainment the world has to offer — at so **LITTLE** cost!

Average of daily listening per family is on the basis of surveys, upwards of five hours; somewhat higher averages have been found in rural areas.

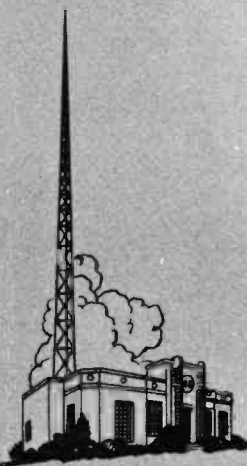
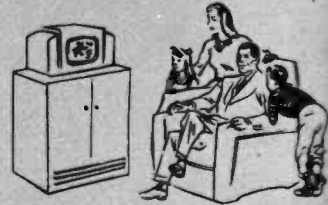
100,000,000 people heard the Roosevelt-Dewey election returns on the night of November 7, 1944.

The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

The audience for a single top network program (37,000,000) approximates the admissions to all stage plays in New York for the last three above-normal years.

Of the 37,600,000 homes in the United States —

- 35,878,000 have Cooking Facilities
- 33,998,000 **HAVE RADIOS**
- 33,356,000 have Electric Lighting
- 29,543,000 have Running Water
- 25,953,000 have Flush Toilets
- 24,587,000 have Bathtubs
- 18,188,000 have Central Heating



1240 ON YOUR DIAL



KROY

Columbia Broadcasting System