

STATION HISTORIES

KING KING-FM
2111 Smith Tower, Seattle
Main 1090
1090 kc 50 kw
94.9 mc 48 kw (CP)

FOUNDED in 1927 as KVL and later known successively as KEEN and KEVR, the station was sold in 1947 to King Broadcasting Co., its present owner. When call letters were changed to KING at that time, the royal motif was introduced into all promotion, as well as on such programs as *KING's Ballroom*, *KING's Kindergarten* and *KING Klock*.

First president and general manager of the KING organization were Mrs. Scott Bullitt and Henry B. Owen; they served until this spring, when Mr. Owen was elected president and Hugh M. Feltis, former BMB president, was appointed station manager. Station is affiliated with Pacific Northwest Broadcasters group on national sales.

KING Is State's First 50 kw Independent

Formerly 10 kw, KING a few months ago became the first 50 kw independent in the State of Washington. Its FM affiliate has been on the air since February 1948 and has a construction permit for 48 kw. Station also has a TV application before FCC. AM transmitter on Vashon-Maury Island. FM transmitter is on Smith Tower. Subject to FCC approval, KING has purchased the TV and FM operations of KRSC Seattle. In May, 1949, KING started all-night operations, becoming only station in the area to do so.

Self-styled "Sports Voice of the Northwest," the station's sportscaster, Leo Lassen, brings listeners professional baseball. Heaviest advertisers on KING are those who sponsor sports broadcasts: Associated Oil (intercollegiate football and basketball), Signal Oil and Hanson Baking (co-sponsors of pro baseball).

Program director is Dave Crockett, who before his appointment early this year operated his own radio production agency, with wife Marge McPherson. Station's phone number is the only one in Seattle to duplicate the dial setting.

KIRO KIRO-FM
Cobb Bldg., Seattle
Seneca 1500
710 kc 50 kw
100.7 mc 7 kw

KIRO is owned and operated by the Queen City Broadcasting Co., organized in 1927 by the late Moritz M. Thomsen, owner of the Pacific Coast Biscuit Co. for the purpose of operating a station with call letters KPCB. In 1935 the stock was purchased from the Thomsen family by the present owners, and the call letters were changed to

KIRO. Present officers are Saul Haas, president; Louis K. Lear, chairman of the board; Harold N. Graves, vice president and secretary; Loren B. Stone, vice president and station manager. Mon C. Wallgren, former governor of Washington, is a minority stockholder.

At about the time ownership changed hands, FCC authorized increase in hours of operation from daytime only to fulltime. Increase in power from 250 to 500 w, and operation on present frequency of 710 kc. During the first two years thereafter, KIRO was unaffiliated with any network, depending on records, transcriptions and local programs to build its audience. In 1936, power increase to 1 kw was authorized; in October 1937, KIRO became Seattle's CBS outlet. and on June 30, 1941, the station began operation with 50 kw—at that time the only station with such power north of San Francisco and Salt Lake City and west of Minneapolis.

Interim operation of FM affiliate duplicates AM programs. Application for TV channel is before FCC. Studios are in basement of Cobb Bldg. and transmitter is on Vashon Island. KIRO uses remote facilities—shortwave transmitter and tape-recorder—primarily for covering crew races, skiing on Mount Rainier and major local news events.

Sales Manager William F. Tucker, Program Director Kenneth Yeend and Chief Engineer James Hatfield have a long record of service with the station.

KJR
Skinner Bldg., Seattle
Elliott 5890
950 kc 5 kw

ESTABLISHED in 1923, KJR was bought by NBC and affiliated with the Gold (later Blue) network. Then, as the network relinquished ownership of its Blue-affiliated stations, KJR was sold to Fisher Flouring Mills, owner also of the Red network-affiliated KOMO. In 1946 KJR was purchased by Marshall Field. At about the same time it became the ABC basic station affiliate for Seattle, Tacoma and Puget Sound area.

Morton, Gerbel, Jordan Now Top Management

Top management now includes J. Archie Morton, general manager; Arthur Gerbel Jr., sales manager, and Maitland Jordan, national sales manager. Basic programming emphasis is on local news, local features and special events, developed under guidance of Roland Bradley, program director. With approximately 40% of the programs originating locally, KJR claims the highest pro-

Background, of Seattle-Tacoma Outlets

portion of local time among the area's network affiliates. Station's TV application has been filed with FCC.

In conjunction with the Community Chest and Council, KJR last year launched a 15-minute panel currently produced by U. of Washington to supplement ABC's *Child's World* drawing wide commendation. Its public service programming also includes the Sunday afternoon *God's Country*, featuring the Right Rev. Stephen F. Bayne Jr., Episcopal Bishop of Olympia Diocese, and *Police Dept. Reports*, a 15-minute weekly program.

KMO
914½ Broadway, Tacoma
Main 4144
1360 kc 5 kw

KMO's history dates from Aug. 25, 1926, when it went on the air with a power of 250 w on 250 meters. It is owned and operated by Carl E. Haymond, owner also of KIT Yakima and president of KITO San Bernardino, Calif., both ABC affiliates.

Early studios of KMO were divided between the Winthrop Hotel and Rhodes Department Store. Present studio space occupies most of the upper floor of the Keyes Bldg. in Tacoma.

Power Increases Mark Station's Development

Several power increases have marked the station's development. KMO had been licensed five years prior to its inaugural date in 1926, as a 10-watter. Then, in 1927, power was raised to 500 w, in 1937 to 1 kw, and in 1940 to 5 kw.

Affiliation with the Mutual-Don Lee Network came in 1937, and was relinquished in August 1946. Mr. Haymond points with pride to his Tacoma station as "the original Pacific Northwest news station," with emphasis on local news since 1936, when the station set up its own independent news bureau. The Tacoma Bureau of United Press is now located at KMO with UP staffers handling local news coverage for the eight quarter-hour newscasts daily.

Latest advancement of KMO was installation last fall of a new transmitter on the highway between Tacoma and Seattle. On June 3 KMO filed application for a Tacoma TV channel.

Jerry Geehan is station manager, Ted Knightlinger assistant manager, and Raymond T. McKenzie, sales manager. The station follows three types of block programming, with easy-to-listen music, continuing news coverage and heavy concentration on sports. *Uncle Wally's Health & Happiness Club*, for Federal Bakery, is called the oldest continuous commercial show in the Northwest (since August 1926).

KOL
Northern Life Tower, Seattle
Main 2312
1300 kc 5 kw

FOUNDED in 1922 and still owned by the Seattle Broadcasting Co. (Archie G. Taft Sr., president), KOL has at various times been the Seattle affiliate of CBS and Mutual, but is now independent. It has two studios in the Northern Life Tower, a downtown office building, and transmitter on Harbor Island.

Oliver A. Runcney is business manager, Archie G. Taft Jr., is commercial manager and Perry C. Lind is chief engineer. Principal program emphasis is on music, with disc jockeys running two and three hours at a stretch during the day. KOL's *Question Mint* is Seattle's only local quiz show permitting participation of both a telephone and a studio audience, the station reports.

Station says it was the first to work out a mutual promotion arrangement with the *Post-Intelligencer*, Seattle's morning daily.

KOMO KOMO-FM
100 Fourth Ave. North, Seattle
Seneca 6000
1000 kc 50 kw
98.9 mc 14.4 kw

IN THE fall of 1926, O. D. Fisher, president of Fisher Flouring Mills, organized several Seattle businessmen and potential radio sponsors into a group known as Totem Broadcasters Inc., and on Dec. 31 of that year he and his colleagues had KOMO officially on the air, with 1 kw on 920 kc.

Station Ownership Has Remained Same Since 1926

Ownership of the station has remained the same since then, and KOMO is still "Fisher's Blend Station Inc." The location of the studios has change twice—from the Cobb Bldg. to the Skinner Bldg. in 1933, and last year to the new structure on the Denny Regrade. Several shifts also took place in the assigned wavelength and KOMO has been at 1000 kc since May 1944.

In its first year of operation, owing to the backing of the 14 sponsors, KOMO says it was on the air more hours with live talent shows than any other U. S. station. The station's NBC affiliation dates back to April 5, 1927. Power was increased to 5 kw in 1936, and to 50 kw in 1948 when station's new plant was opened.

KOMO now duplicates all its AM programs on FM during the 18-hour broadcasting day. The studios and the 492-foot FM tower can be adapted to television if the station's application is approved.

O. W. Fisher, electrical engineer, is president and general manager of KOMO. Other executive per-