

KING

1090

270



Going Forward with **RADIO**



Compliments Of:

CREDITS:
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Photos Courtesy: Marshall Lockman, Dexter; Jed Beaudin; Graphic Photo; Dep't. of Conservation and Development, Washington State; University of Washington; Chas. Pearson; Boeing Aircraft Co. Figure of "King Mike" created by Walt Disney Studios.



Washington's Most

Powerful Independent

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

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

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

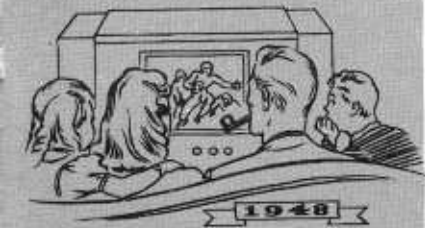
From then on, the milestones in the development of modern radio were closer and closer together. In 1920, the Dempsey-Carpentier fight, the World Series and the first presidential radio address to the nation were all captured for the world through the magic of radio . . . In 1922 there were 400 transmitters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

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

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

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

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



A Message To Our Listeners



There are so very few occasions when we of the management have an opportunity to greet you, our listeners, that we welcome it through the medium of this album. Although we at KING come into your homes every day via our microphones, we want you to become even better acquainted with our staff, just as all of us at KING desire to know you better. On the following pages you'll see our people at work bringing you the finest in radio listening. It is our sincere pledge to continue this policy of serving the Puget Sound area with the best in radio entertainment, information and public service. In keeping with our program of expansion and progress, we will announce, within the next few months, an increase in power, bringing still more radio homes within the coverage area of Washington's Most Powerful Independent Station.

Henry B. Owen

Henry B. Owen, General Manager

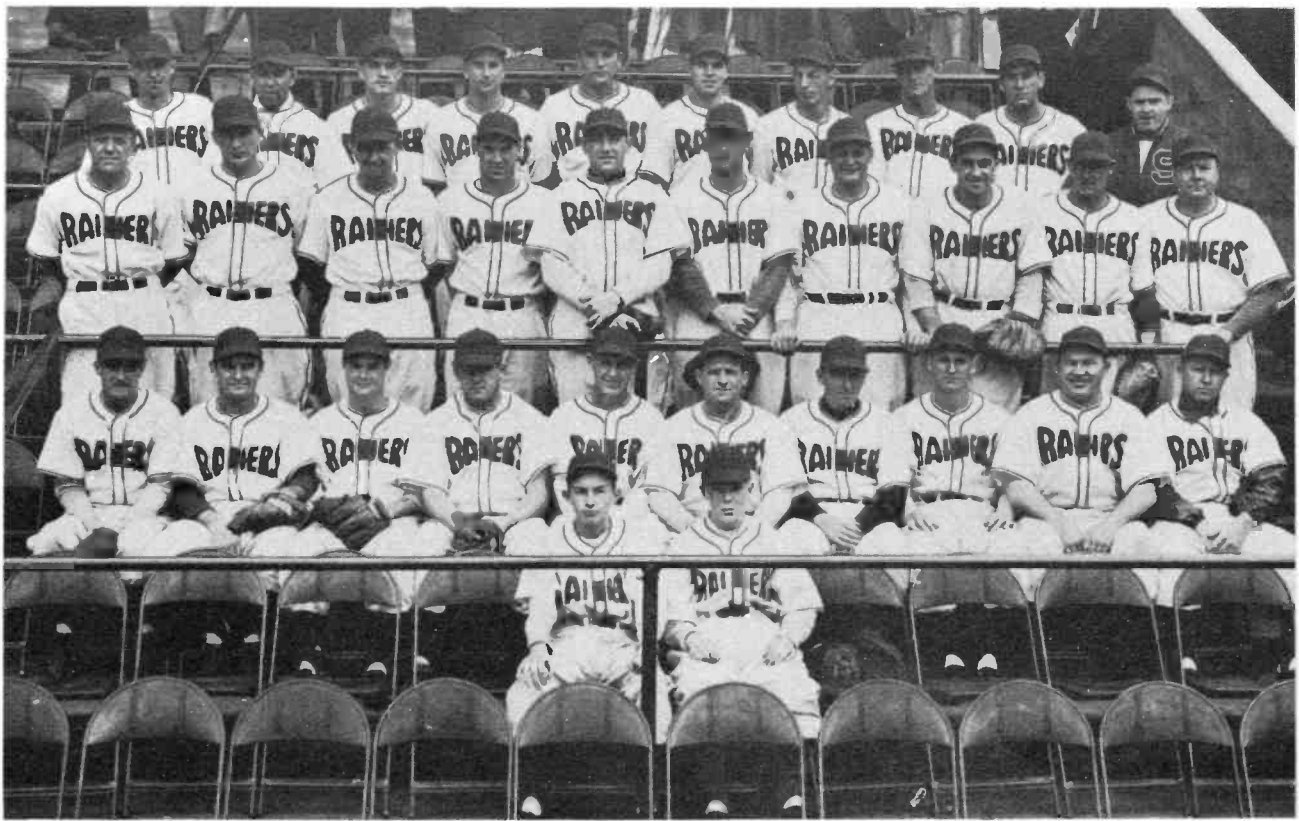
Dorothy S. Bullitt

Mrs. Scott Bullitt, President



Seattle baseball fans take a real interest in their home team and crowd the stands to see their favorites in action which is shared by **KING's** listeners at home by their radios.

KING TAKES YOU OUT



← THE SEATTLE RAINIERS BASEBALL TEAM

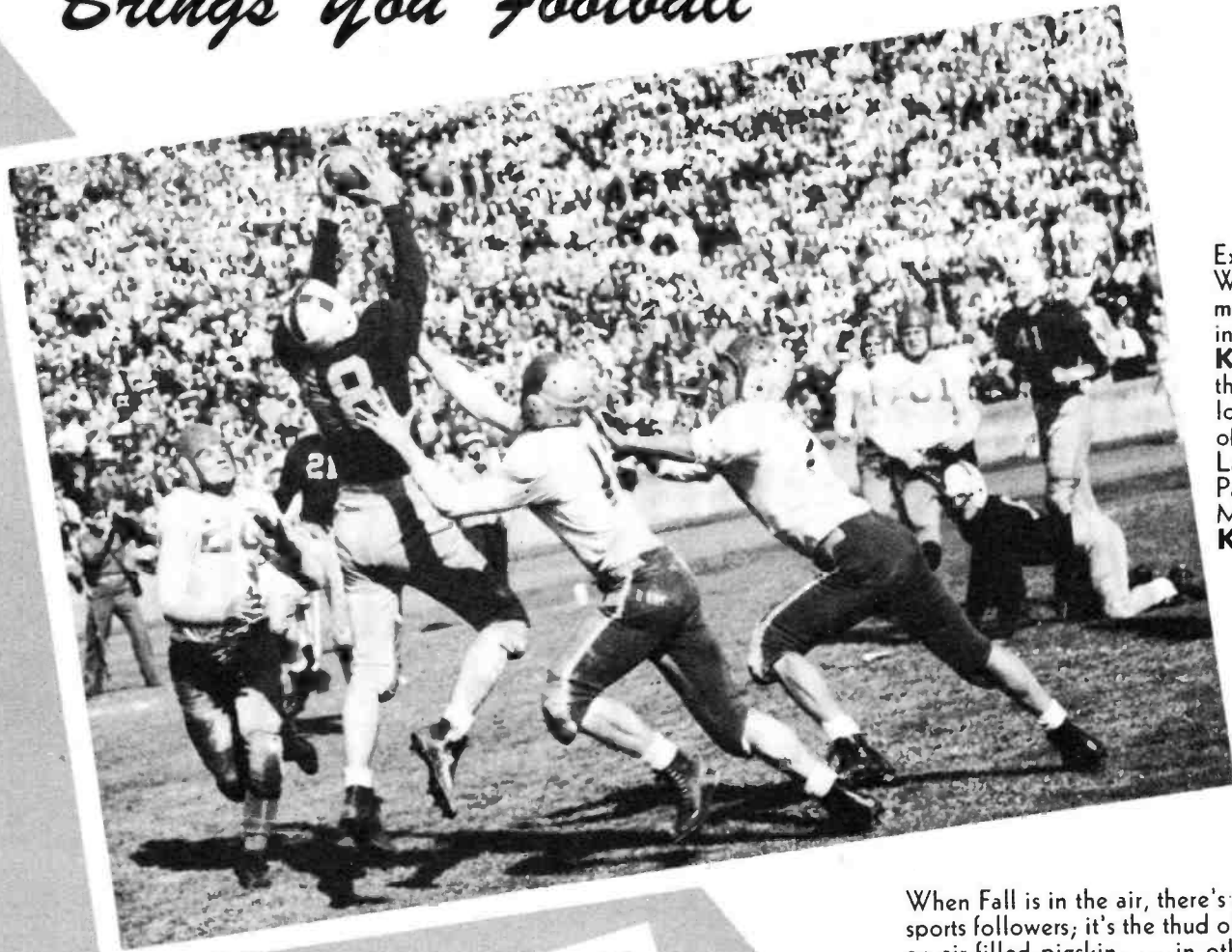
KING's colorful broadcasts of every scheduled game of the Seattle Rainiers Baseball Team with Leo Lassen, Seattle's Ace Sports Announcer, are a real hit with ball fans. Both the "at-home" and road games are described in every detail whether played during the day or at night. Just another reason why sport fans stay tuned to 1090 . . . to **KING!**



TO THE BALL GAME

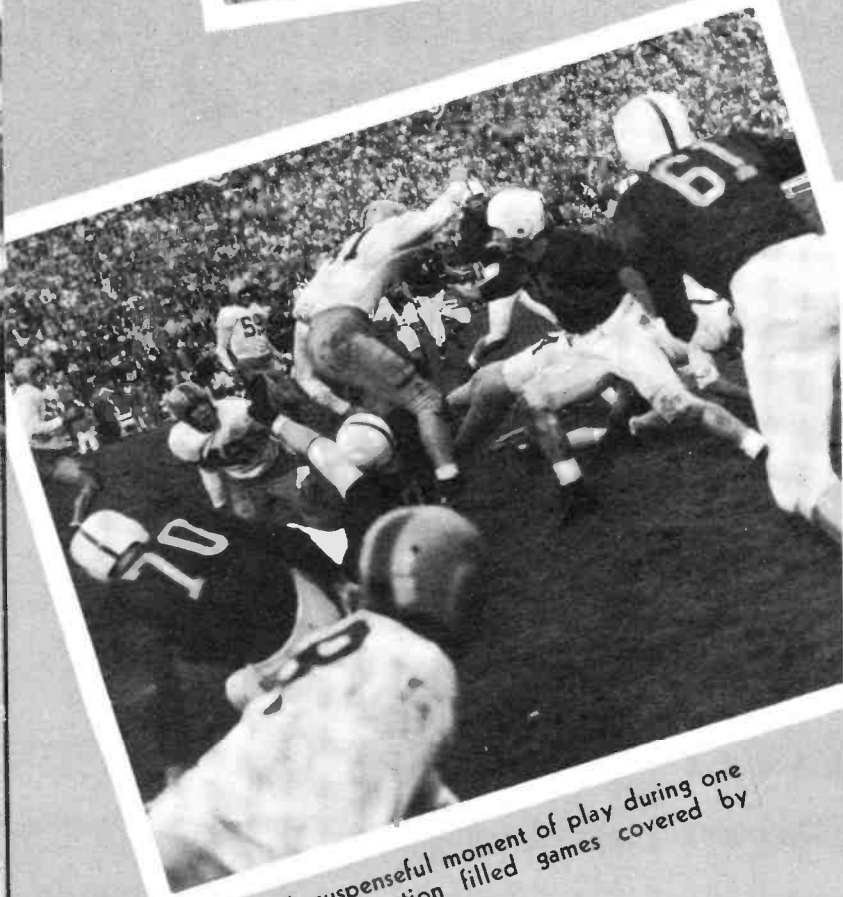
KING-SPORTS VOICE

Brings You Football

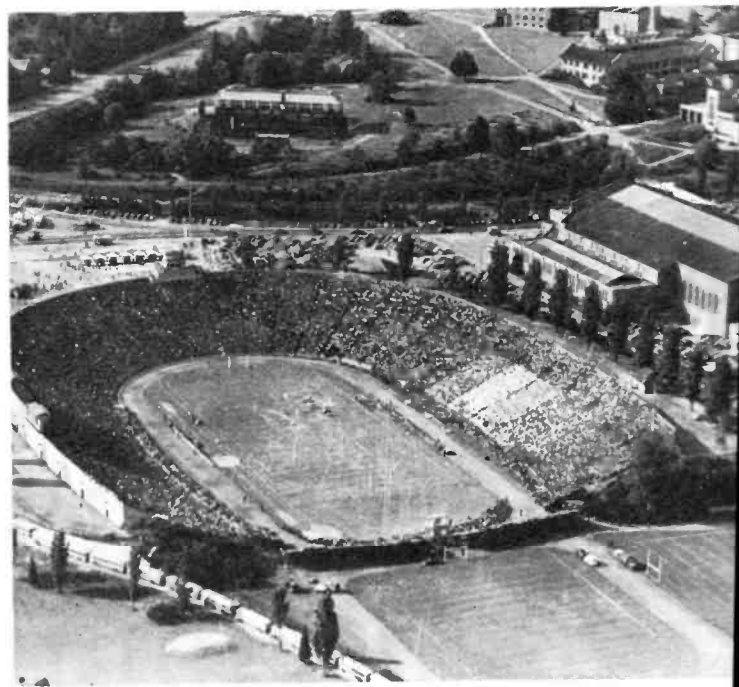


Excitement is high in Washington's Huskies moving on a play like in the U. of W. Sta **KING's** listeners catch a thrilling moment through loudspeakers and keep up of all football news with Lassen and his nightly "Page of The Air" Monday through Friday **KING.**

When Fall is in the air, there's always a welcome sports followers; it's the thud of a leather shod foot on an air-filled pigskin . . . in other words . . . football is one part of their complete coverage of all major sports events, **KING** brings to their Puget Sound football every exciting moment of major Pacific Coast Conference football games.



A suspenseful moment of play during one of the action filled games covered by **KING!**



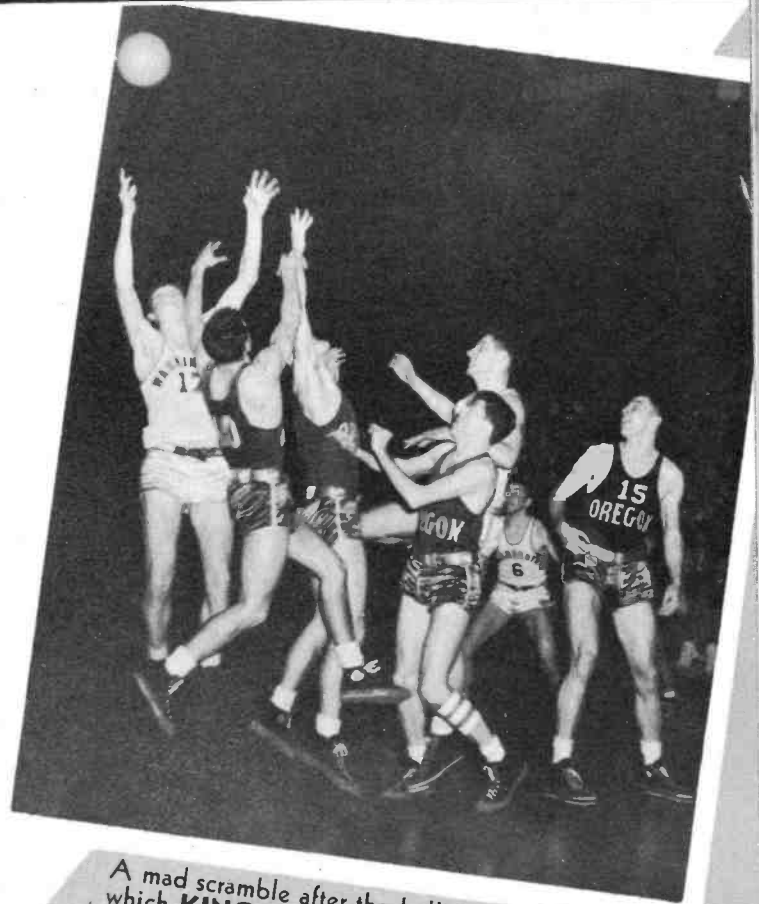
Several of the **KING** football broadcasts originated in the University of Washington Stadium.

Brings You Basketball

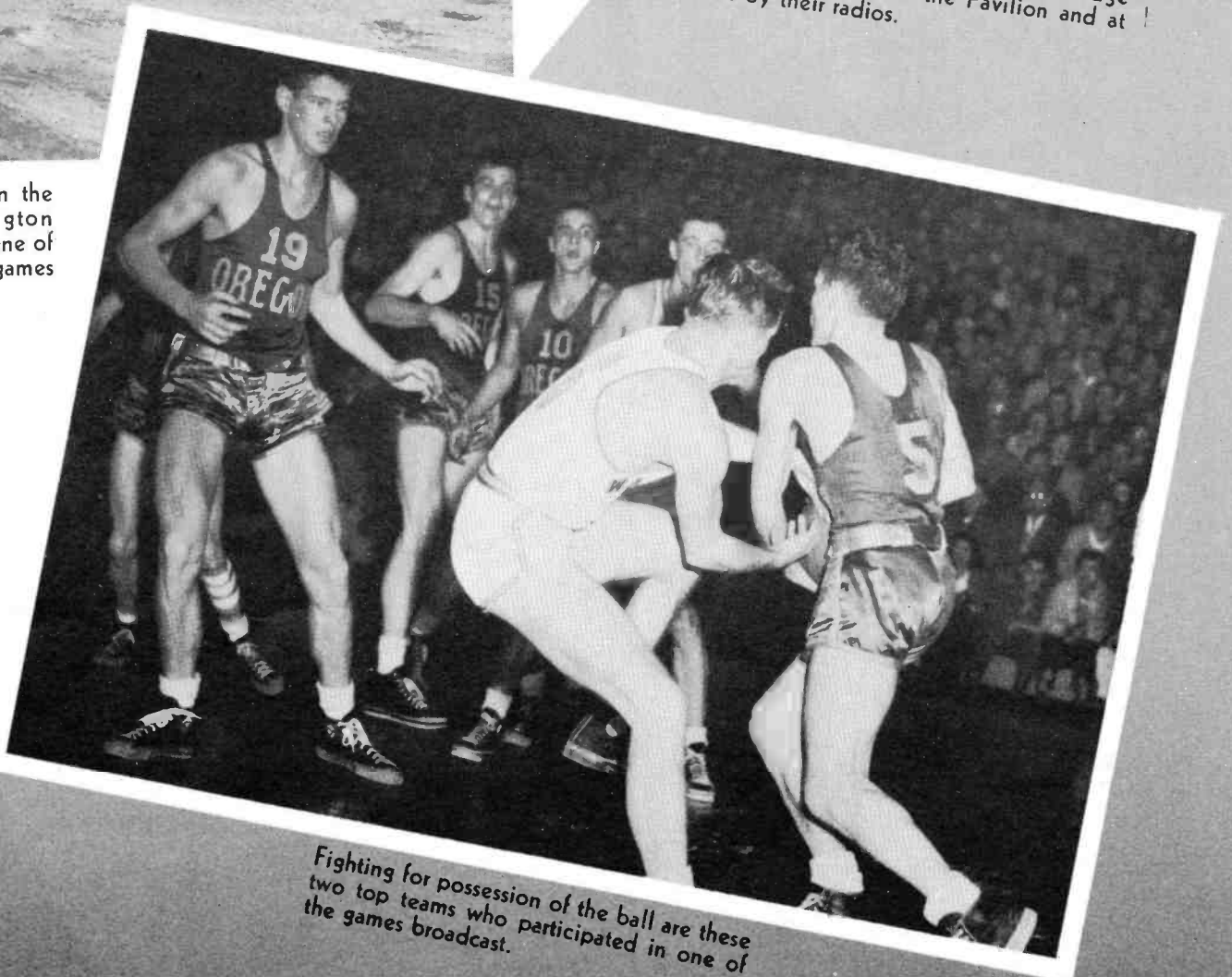
Basketball has become one of the most popular and widely attended games in the world of sport. In the Puget Sound country, much of the increasing interest in basketball was created by **KING's** airing of the games played in the Pacific Coast Conference. All the color and thrill of the fast moving plays which mark this major sport are brought to eager fans by **KING**:



Lundson Pavilion on the University of Washington campus was the scene of many of the basketball games broadcast on **KING**.

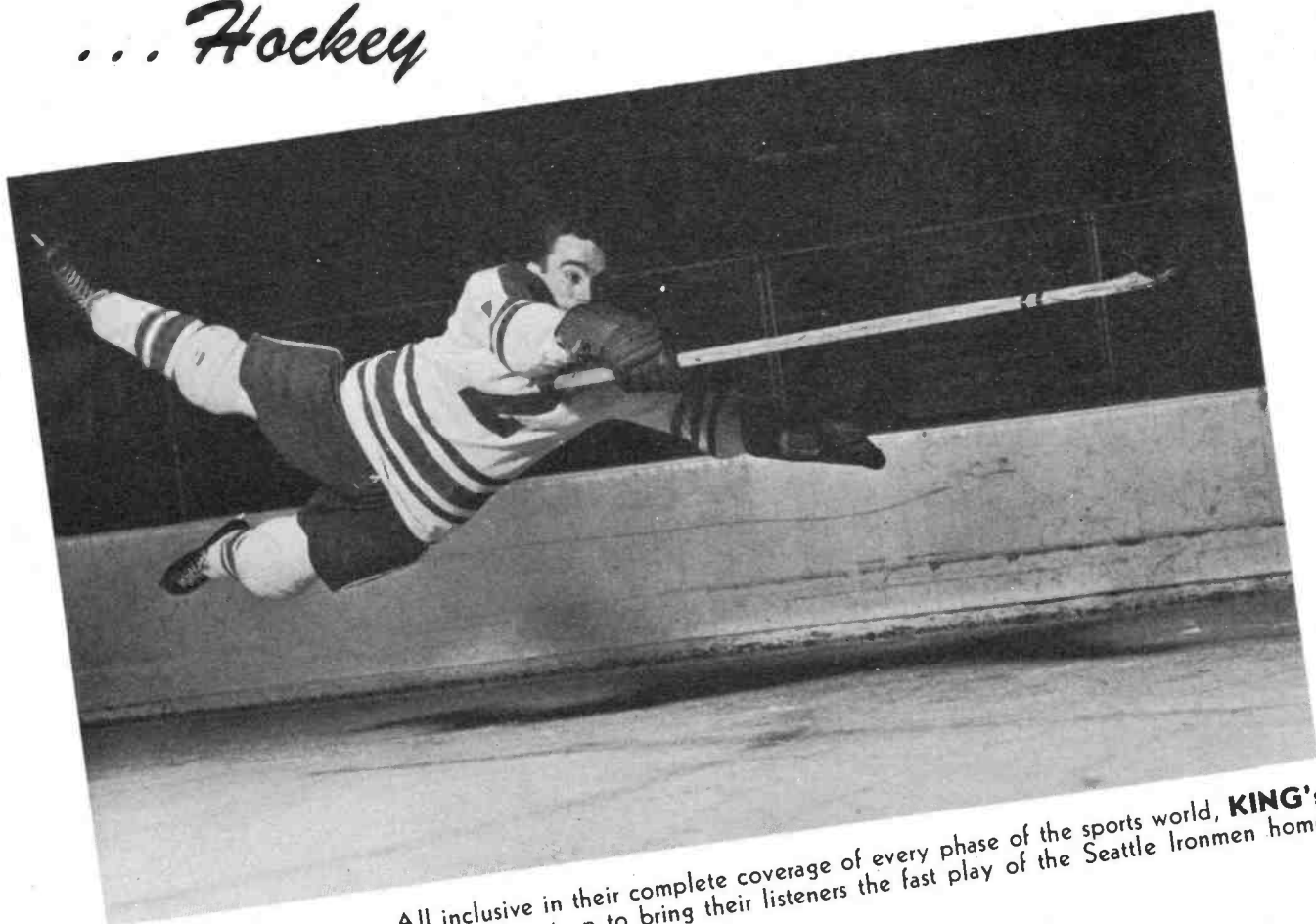


A mad scramble after the ball in this game which **KING** carried had fans on the edge of their seats, both in the Pavilion and at home by their radios.



Fighting for possession of the ball are these two top teams who participated in one of the games broadcast.

... Hockey



All inclusive in their complete coverage of every phase of the sports world, **KING's** mikes were set up to bring their listeners the fast play of the Seattle Ironmen home Hockey games.

... and Racing



From the time of the cry "They're Off" until the winner comes streaking down the home stretch, **KING** recounts the feature daily event in the sport of kings from Longacres Track.

They Give Voice to KING



NORM BOBROW



RUSSELL NORMAN

OUR



FRED VON HOFEN

ANNOUNCERS



HARRY JORDAN



BOB HARRIS



Tommy Dorsey is your master of ceremonies on his **KING** afternoon program. Starting off with that nationally known theme song, "Getting Sentimental Over You", T. D. Dorsey personally opens each show. "The Tommy Dorsey Show" highlights Tommy's inimitable introductions to each disc played, as well as interviews with many of today's top artists.



Much of the legend of Scandinavia lives in its music which is featured afternoons on **KING's** "Songs of Scandinavia" with popular emcee Oscar Jorgenson. Much of the music heard on "Songs of Scandinavia" is recorded overseas to capture the true native flavor of the melodies of that particular country. The series has a large following, especially among **KING** listeners of Scandinavian descent.

KING MIKE PRESENTS

"KING"



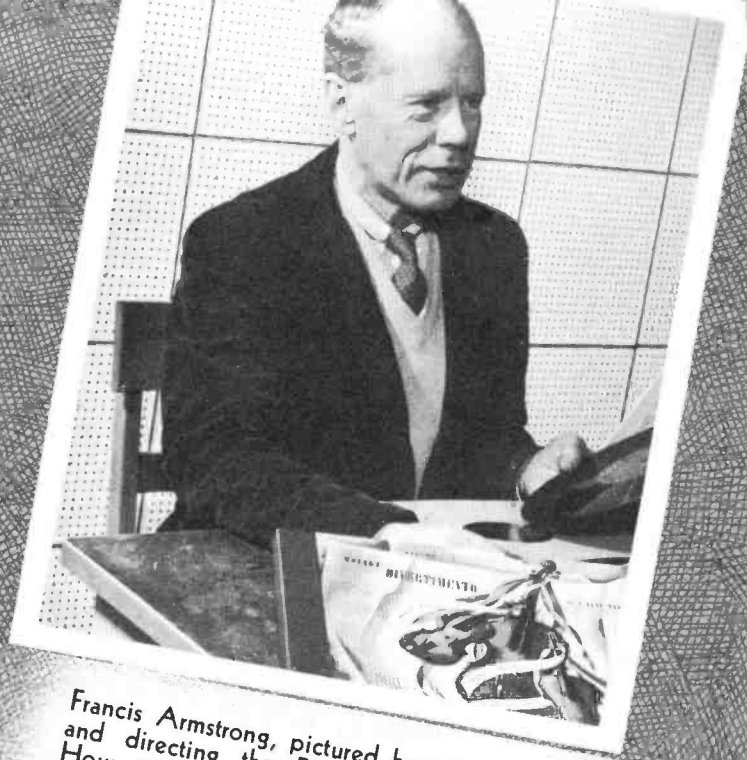
Each weekday morning Carolyn King talks informally to her thousands of housewife listeners on subjects dealing with household aids as well as latest fashions. A real authority herself, Miss King's chatty advice finds many an attentive ear among Puget Sound homemakers and is one of the most looked-forward-to periods on **KING's** pleasant morning listening schedule.



Pushing back the old roll top desk, John McCauley, your "King Country Editor" gets ready to "go to press" with another edition of his popular feature. Entirely unrehearsed and spontaneous, this five-day-a-week noon series keeps rural listeners up to date on agricultural affairs as well as world events and presents guest speakers from time to time.



Foreman Frank of the Ole Bar-Nothing Ranch, as he rides herd as a disc-jockey each afternoon on **KING**. Featuring homey philosophy and the finest Western records, the Bar-Nothing Ranch is a favorite rendezvous of relaxation for **KING**'s afternoon listeners.

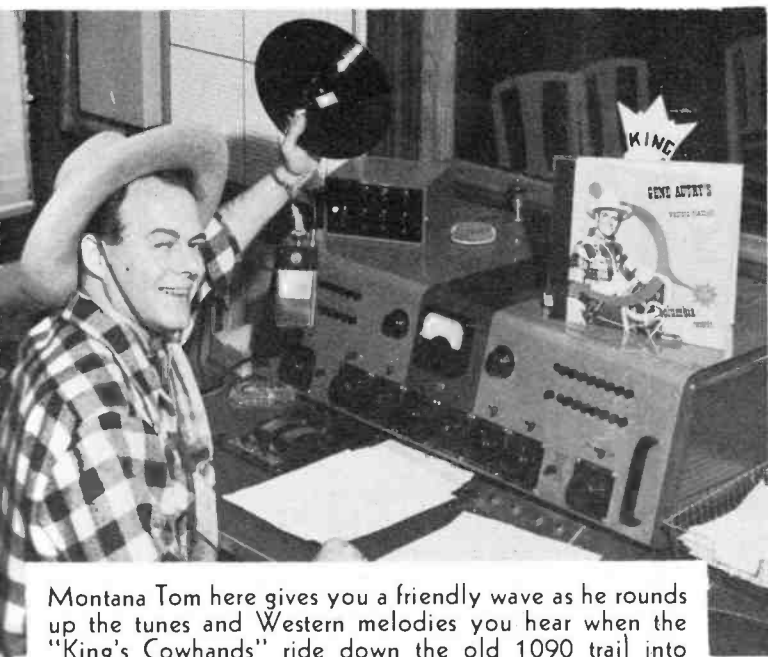


Francis Armstrong, pictured here narrating and directing the Philharmonic Concert Hour, two full hours of the world's great music, heard over **KING** each Thursday evening. One of the few symphonic programs on the radio the length of which permits complete renditions of the masterpieces, the Philharmonic Concert has become the outstanding favorite of music lovers in **KING**'s vast listening area.

ROYAL ENTERTAINMENT

1090

"ATTLE"



Montana Tom here gives you a friendly wave as he rounds up the tunes and Western melodies you hear when the "King's Cowhands" ride down the old 1090 trail into your homes during the noon period. Such well known Western artists as Spade Cooley, Sons of the Pioneers, Riders of the Purple Sage and many others lend their talents to a half hour of melody.

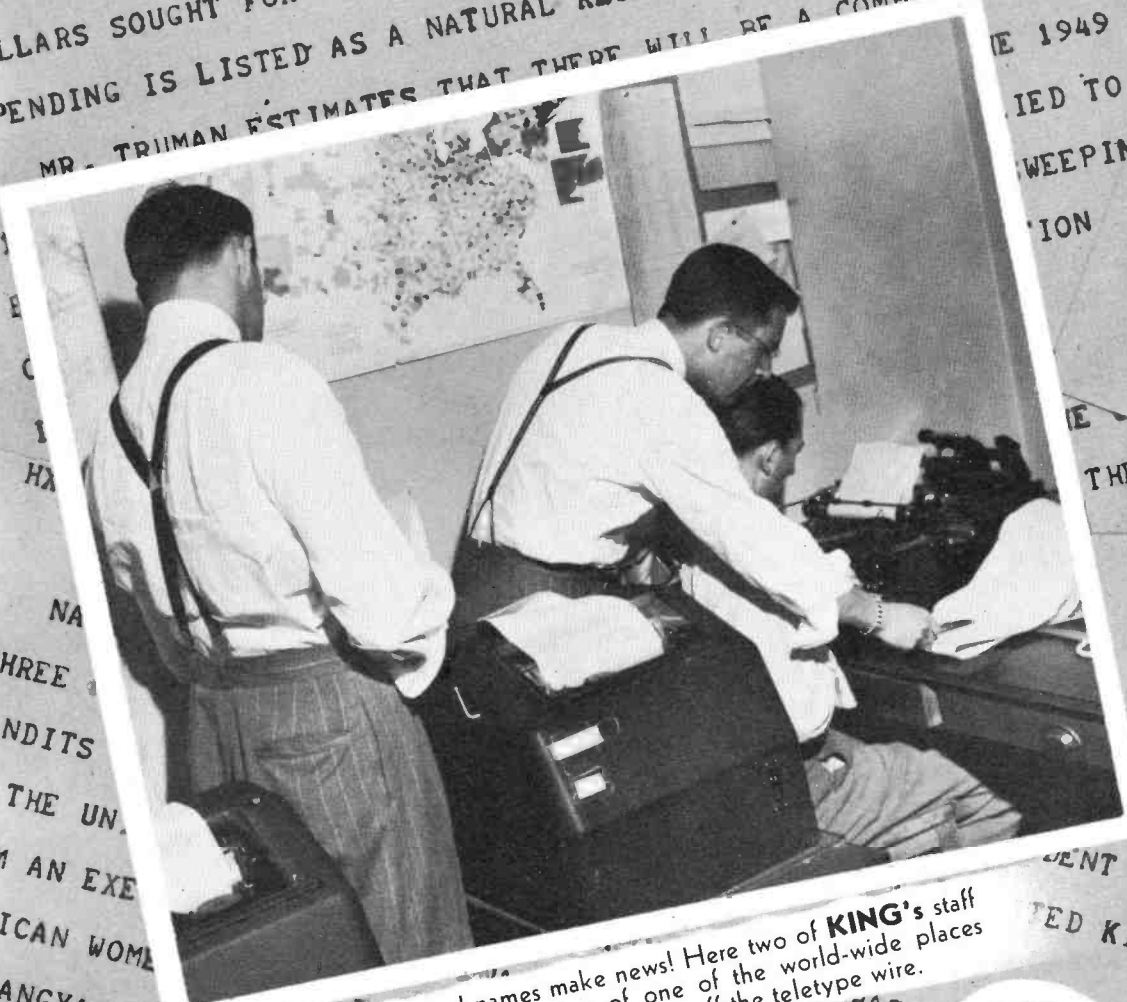


Miss Gloria Chandler, producer of the nationally famed "Books Bring Adventure" program heard over **KING** each Saturday morning. Featuring dramatizations of the thrilling tales to be found between the covers of some of the most renowned children's classics, "Books Bring Adventure" is a favorite of young and old alike.

NEWS ROUND UP

IRS AND FINANCIAL EXPENDITURES. IT INCLUDES THE... IT DOES NOT...
 INA AND TO SEVERAL OTHER NATIONS. ATOMIC... ECONOMY THE...
 DOLLARS SOUGHT FOR THE ATOMIC ENERGY COMMISSION. THE 1949 YEAR...
 PENDING IS LISTED AS A NATURAL RESOURCE EXPENDITURE. IED TO P...
 MR. TRIUMAN ESTIMATES THAT THERE WILL BE A COMBINED SURPLUS OF...
 WEEPIN...
 APPROVES IT...
 THE ARM...
 MILLION...
 FOUR-BI...
 THERE W...
 PLAIN...
 REPEATE...
 IN WHICH...
 ED KILLED BY...
 AT SIAM...
 MESSAGE...
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 MARCH...
 ADMINISTRATION...
 ANDER...
 NELSON SAYS AN...
 DEPARTMENT CONTROL...
 www.americanradiohistory.com

Through the far flung Associated Press, KING never ending source of a matter of minutes, but penings are received and are carefully edited and vast Puget Sound listener



Places and names make news! Here two of KING's staff look up the location of one of the world-wide places mentioned in a news item just off the teletype wire.



KING's announcing staff takes equal share in broadcasting factual and unbiased newscasts at frequent intervals throughout the day.

LOCK ON KING

The United Press and its listeners with a developments. Within and national hap- newsroom where they broadcast to **KING's**



Preparing news stories for broadcast is an important task and the **KING** Newsroom is a beehive of activity just before air time.



The unforgettable experience of crash diving was recorded for **KING's** audience by their on-the-spot coverage from one of Uncle Sam's undersea craft.

EVACUATED AT KINGCHOW BY BOAT ON THE YANGTZE

MUSIC CASTLES

KING'S BALLROOM

Everyone has fun when the doors at 1090 Melody Lane open into the King's Ballroom, which is every **KING** listener's living room. Everyone has fun because every listener can participate in the easy, entertaining contests for housewives with a host of wonderful gifts awarded every day. Music, the basic theme for King's Ballroom, is selected for variety and wide appeal and presented in medley form with a minimum of talk between selections.



One of the rulers of King's Ballroom, which is three hours long, is Norm Bobrow here commanding his faithful following to relax and listen.



Peeking over the huge stacks of mail which listeners send in is Harry Jordan, veteran of 19 years in radio, who takes his regular emcee turn on King's Ballroom.



"It's yours" smile the King's Ballroom hosts as they award worthwhile gifts to participant-listeners in one of the contests featured on the show.





KING'S MUSIC BOX

Unstaking care is taken by the **KING** music department in their choice of music for the widely-listened-to afternoon show, King's Music Box. Since studies show that energy reaches a low ebb in the afternoon hours, only the most relaxing and soothing music is used on this favorite feature of **KING** listeners. King's Music Box is one of the most delightful interludes on the 1090 or any other radio waves.



... the recordings are secured from the **KING** library and taken immediately to the studio where ...



KING's music librarian checks over the large stock of musical selections in choosing only the finest in music. After proper numbers are listed ...



... Russell Norman, one of the **KING's** men regularly heard on "King's Music Box" is anxiously waiting to put them on the air for the listening pleasure of his audience.

KING'S



George Towne



Elliot Lawrence



Arthur Fiedler



Harry Horlick



Mindy Carson



Eddie Arnold



Lanny Ross



Bing Crosby



Buddy Clark

MUSIC



Benny Goodman



Duke Ellington



Harry James



Frank Sinatra



Dinah Shore



Jo Stafford



Sammy Kaye



Vaughn Monroe

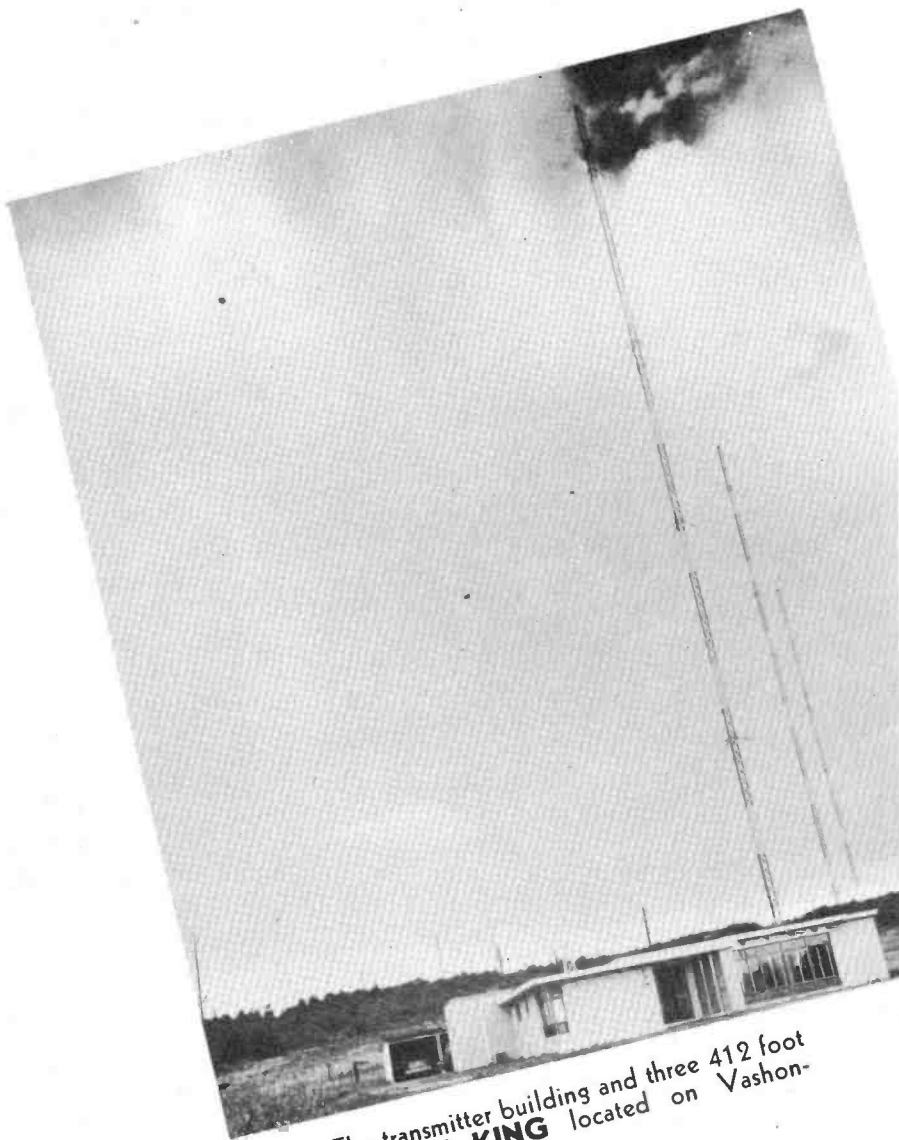


Riders of the Purple Sage.



King Cole Trio

TECHNICALLY SPEAKING...

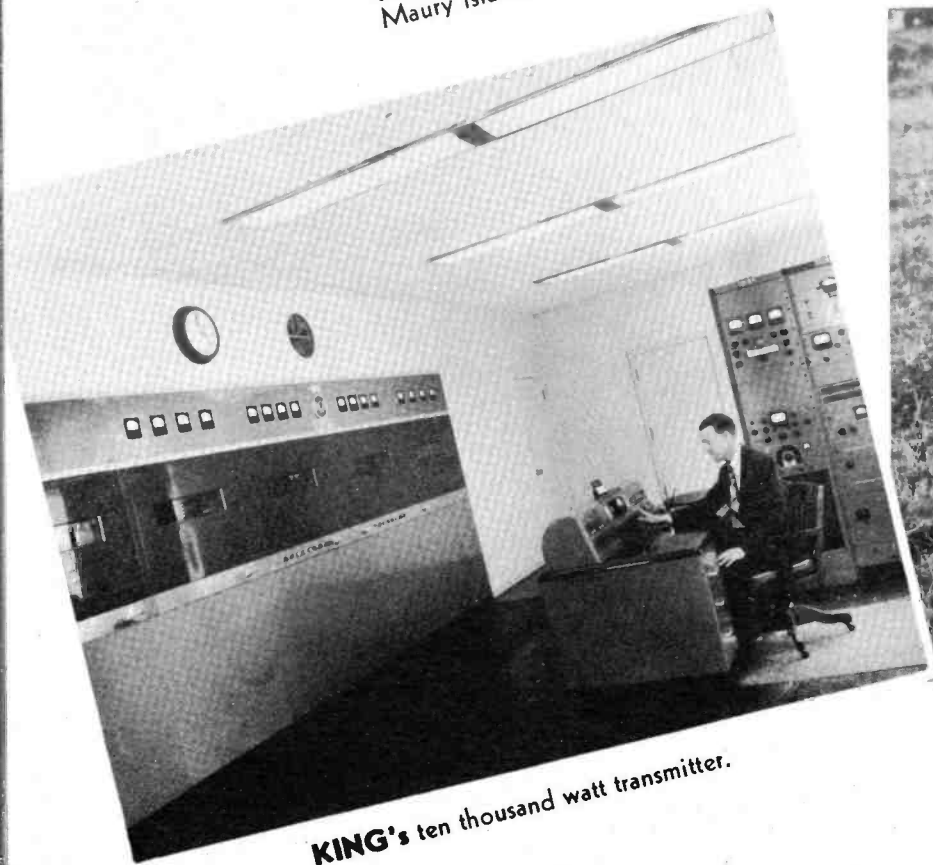


The transmitter building and three 412 foot towers of **KING** located on Vashon-Maury Island.

Working quietly behind the scenes at **KING** are the engineers who operate and maintain the highly technical equipment so necessary to modern day broadcasting. At present **KING** operates on 10,000 watt power, but under construction is their new 50,000 watt transmitter which will, within the very near future, make it possible for still more people to enjoy **KING's** entertaining programs on the Northwest's first 50,000 Watt Independent Station.



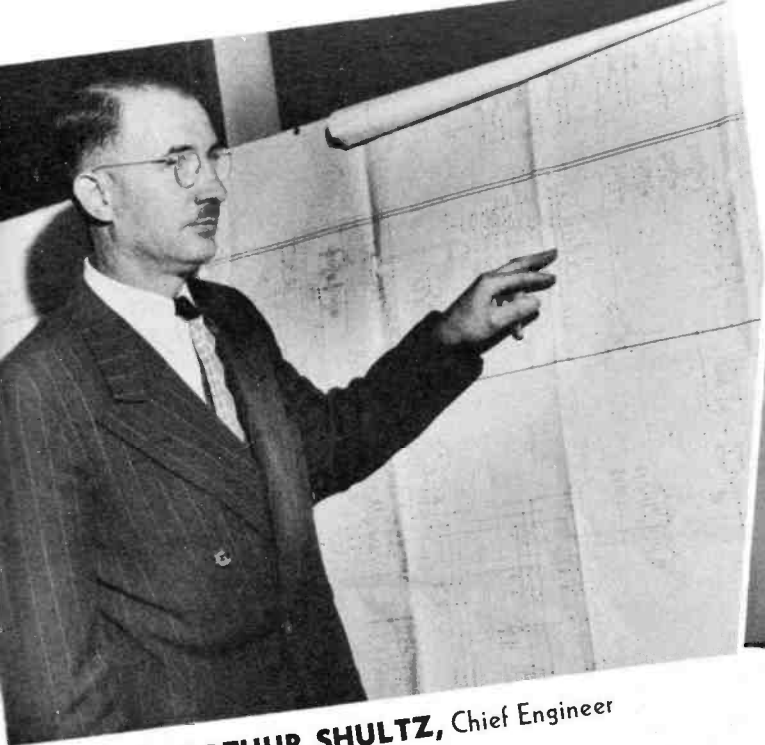
One of the sensitive and valuable air-cooled tubes used in **KING's** modern transmitter.



KING's ten thousand watt transmitter.



This equipment is operated by **KING's** engineers for testing purposes.



ARTHUR SHULTZ, Chief Engineer



ARTHUR BENZON, Transmitter Supervisor

KING'S ENGINEERS



CLYDE CASEY, Transmitter Engineer



FRANK KUCERA, Transmitter Engineer



JOHN McCLAMROCK, Transmitter Engineer



FRED STIMSON, Studio Engineer



HERB AUKLAND, FM Engineer



HENRY OWEN, General Manager.



THOMAS EWING, Operations Director



FRED EICHHORN, Program Director



KEITH LARKIN, Music Librarian and assistant, **GERALDINE LEESE**

**OUR
SAYS
TO**



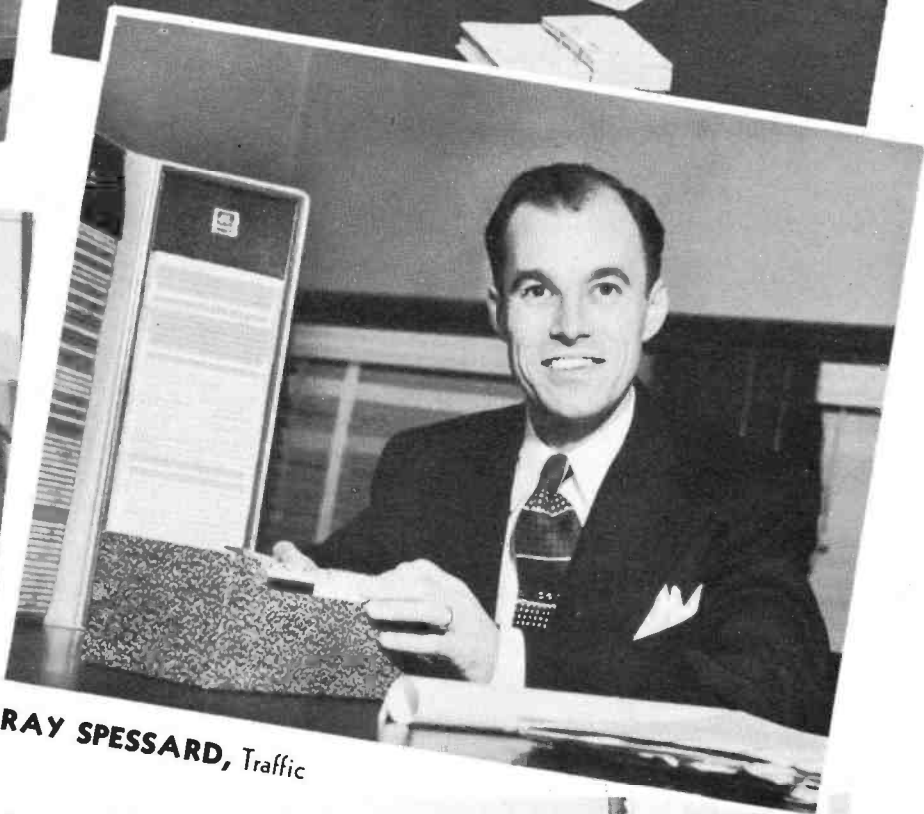
BETTY HASKELL, Continuity



FREDA SHEETS, National Sales Secretary



PATTY KEARNS, Receptionist



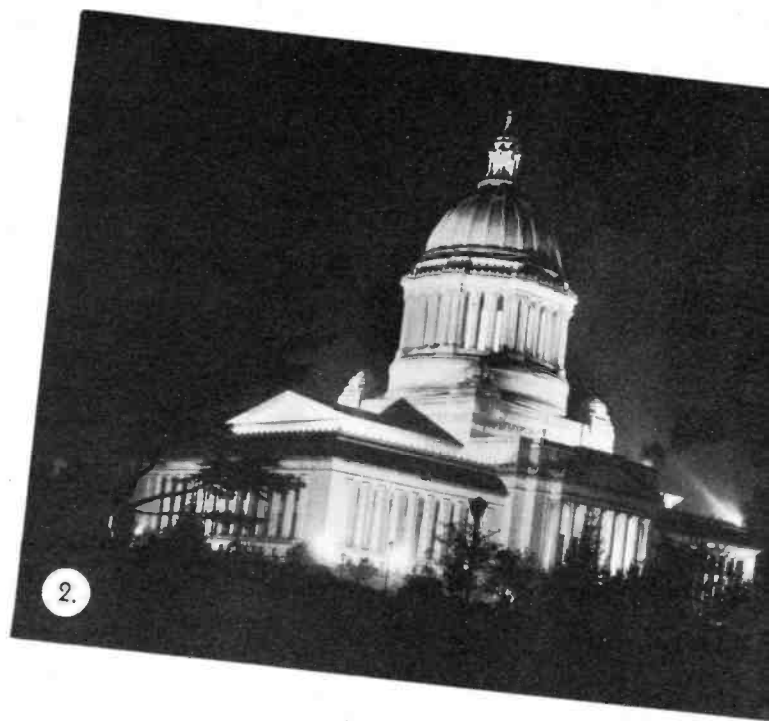
RAY SPESSARD, Traffic

**STAFF
"HELLO"
YOU...**

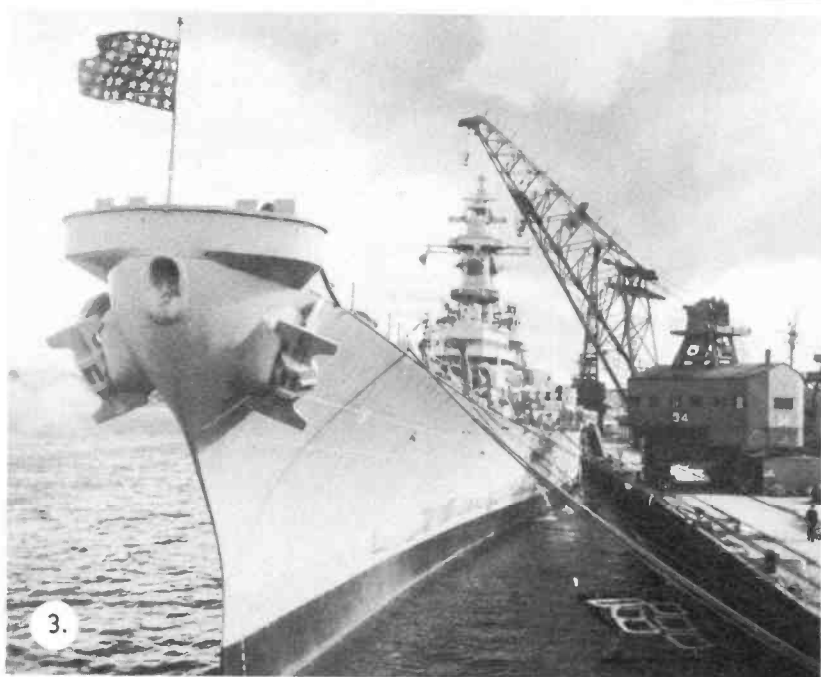


SALES STAFF

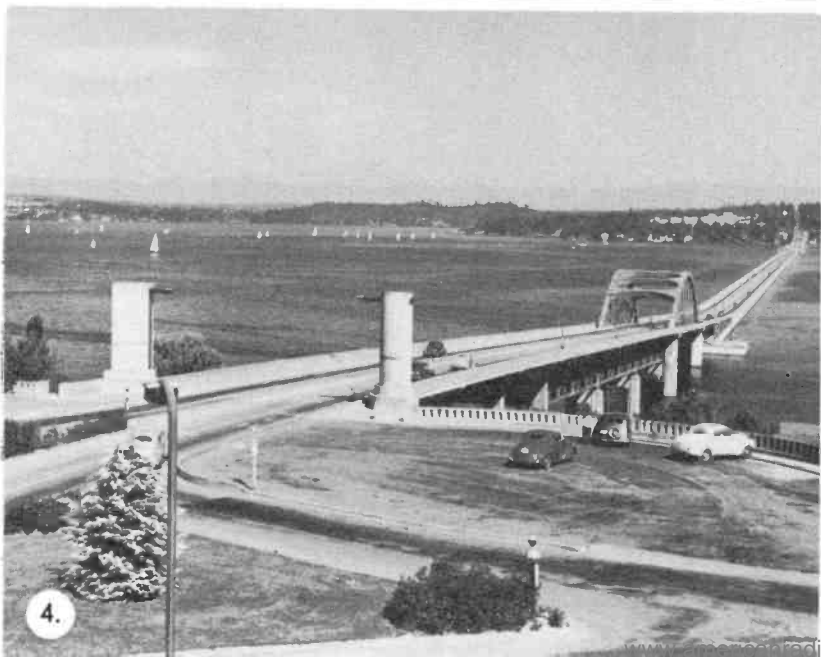
RALPH HANSON, GEORGE GLAVIN, ROGER RICE
and **ADA HALLBERG**, Secretary.

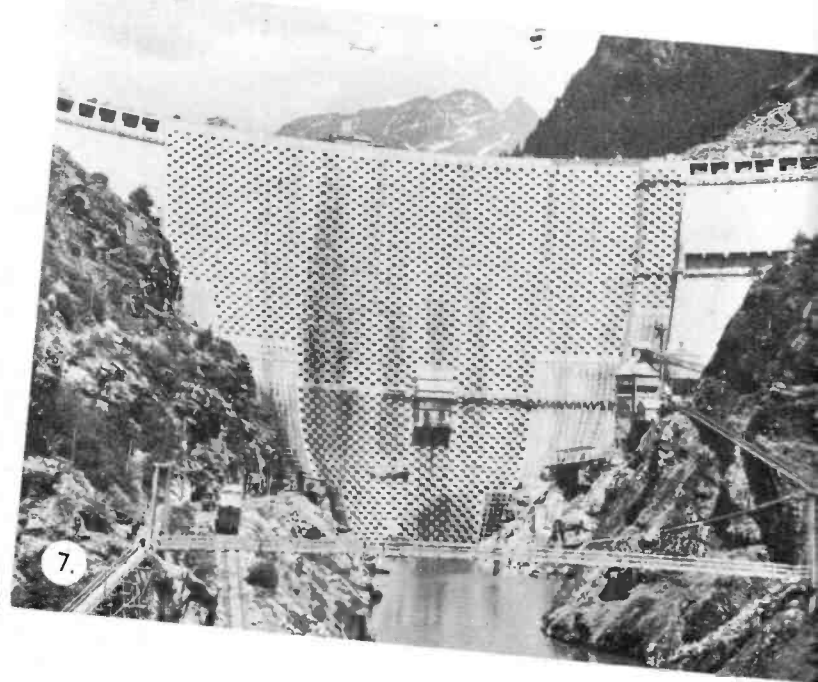


KING *Dominates the*



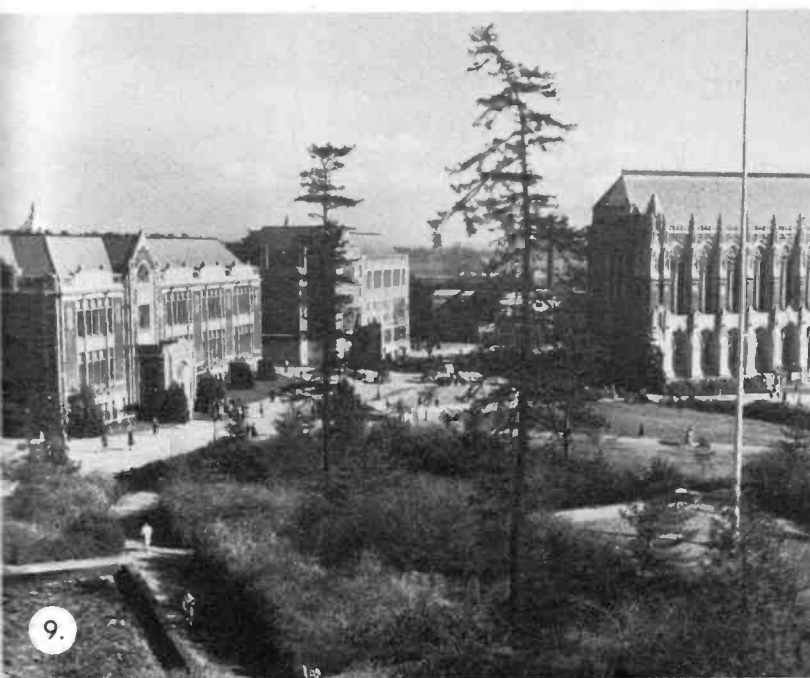
1. Awe inspiring Mount Rainier rises majestically as the Pacific Northwest's most famous landmark.
2. One of the most beautiful buildings of its type in the nation, the State Capitol Building in Olympia presents an impressive sight at night.
3. The U. S. S. Iowa moored at Bremerton Navy Yard. (Official U. S. Navy Photo)
4. The Lake Washington Floating Bridge in Seattle is unique among bridges of the world.
5. This is a familiar scene in the Puget Sound area's many lakes and streams.



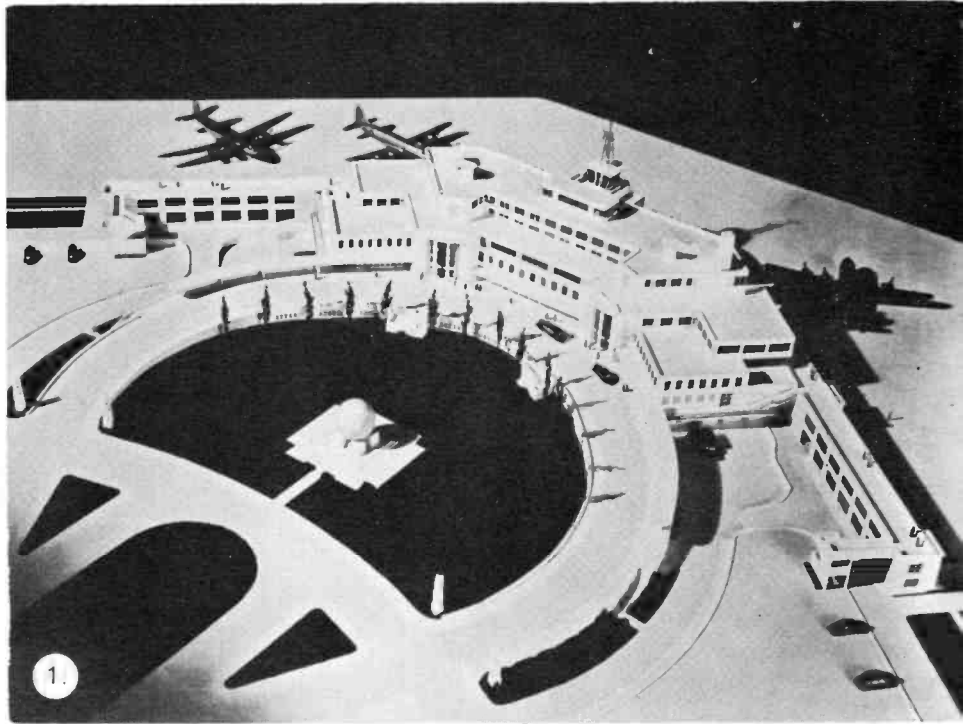


Puget Sound Empire

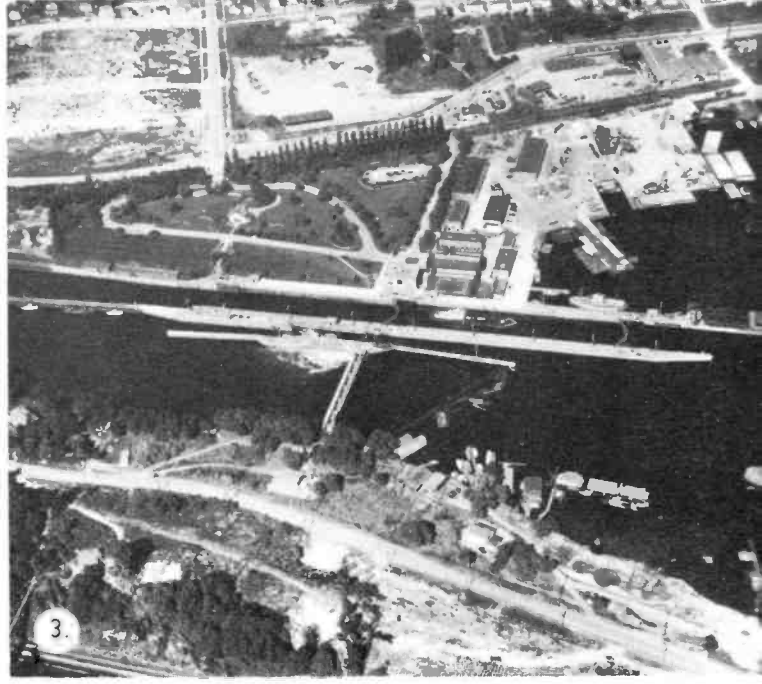
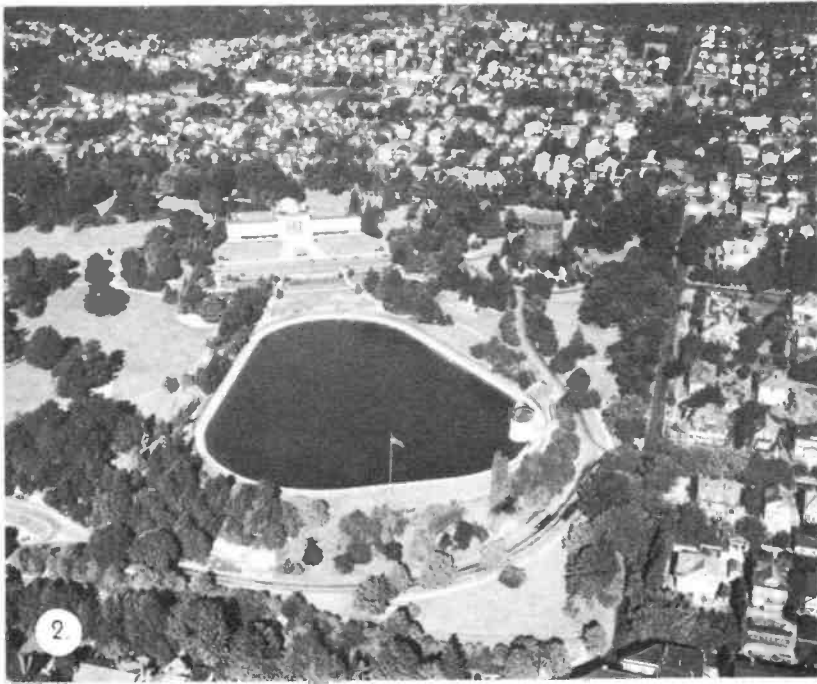
6. General view of the main assembly area of the Boeing Aircraft Plant.
7. City owned mighty Ross Dam spans the Skagit River, harnessing power for every-increasing industrial, business and residential needs of Seattle.
8. All the colorful traditions of the show world are kept alive by the dramatic presentations of the University of Washington's Showboat Theatre.
9. A view of the beautiful campus of the University of Washington located in Seattle. It is among the top ten in size in the country.
10. Much of the charm of the old world is retained in the "Little bit of Old England" which is Victoria, B. C.

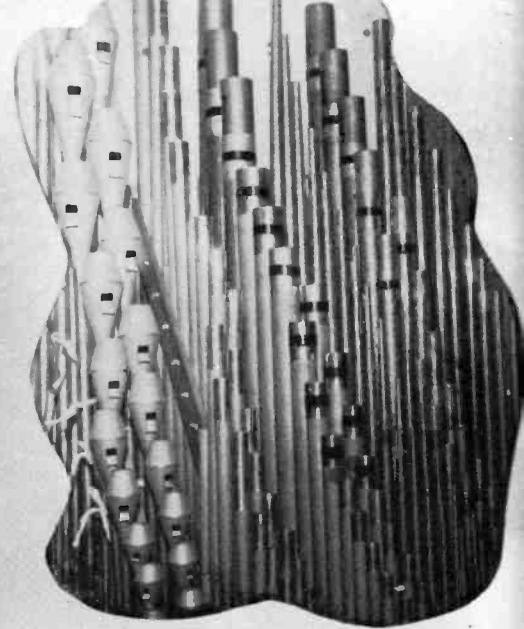


1. An artist's sketch of the new Seattle-Tacoma Airport now being built.
2. Volunteer Park is one of the most beautiful of Seattle's many park sites. The Seattle Art Museum is shown in foreground.
3. The large Government Locks located at nearby Ballard.
4. Located in the heart of residential Seattle is lovely Green Lake where many happy hours are spent.
5. Home port for thousands of privately owned boats is the Seattle Yacht Club.



A KING'S AIRWAVE VIEWS SEATTLE





GREAT MUSIC ... and FM!

Never in history has the audience of American music-lovers been so great . . . the vast amount of music which goes out over the air-ways every day thrills an increasingly large number of listeners . . . and creates a demand for a special kind of radio broadcasting which will transmit every tone, every nuance, of the music as it sounds in the studio. Frequency Modulation (FM) will answer this demand! Several hundred FM radio-stations are already on the air, and other hundreds have made application for licenses. Nearly a million FM receivers are already in use! Many schools throughout the country are using FM reception to introduce their students to the sounds of great music, transmitted as they are produced, pure and clear. The ultra-high frequency radio waves used in FM will reproduce exactly the full rich tones of a symphony orchestra . . . the high fluid notes of the flute . . . the singing violins . . . the deep sonority of the pipe organ . . . the rippling cadenza of the piano . . . Program fading, interference between stations and static will be things of the past with FM.





"Washington's Most Powerful Independent Radio Station"