



KMPG



*The Station of the Stars*

# KMPC

BEVERLY HILLS • LOS ANGELES • CALIFORNIA



"It is the Aim of the Officers and Directors  
★ of KMPC to make it ★  
America's Most Colorful Radio Station"

# OFFICERS

KMPC, long known as "The Station of the Stars," in Beverly Hills—Los Angeles—is one of three major broadcasting stations headed by G. A. Richards, a pioneer in the radio industry.

Selling more products . . . increasing distribution . . . reduction of selling costs for those who use the broadcasting facilities of KMPC are the paramount objectives of the Officers and Directors of this station.

The executive officers of KMPC are men with years of successful radio experience. Leo J. Fitzpatrick, executive vice-president, is general manager of WJR, Detroit. John F. Patt, vice-president, is general manager of WGAR, Cleveland. Leo B. Tyson, vice-president, is general manager.

Leaders in the rapid progress of radio, the executive officers of KMPC have sixty-one years of combined experience and the ability to produce *maximum returns at minimum cost* for those who advertise their products over this station.



*Top—George A. Richards*

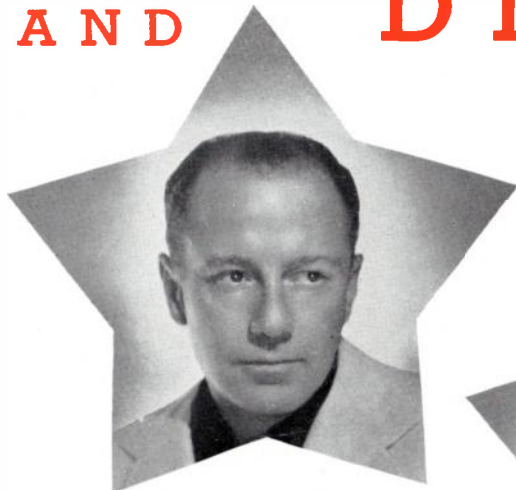
*Center—Leo J. Fitzpatrick*

*Lower Left—Leo B. Tyson*

*Lower Right—John F. Patt*



# AND DIRECTORS



Freeman Gosden, known to millions of listeners as "Amos" of "Amos 'n' Andy."



Charles Correll, the lovable "Andy" of "Amos 'n' Andy."



Five of the foremost figures in the radio, motion picture and entertainment field are active members of the Board of Directors.

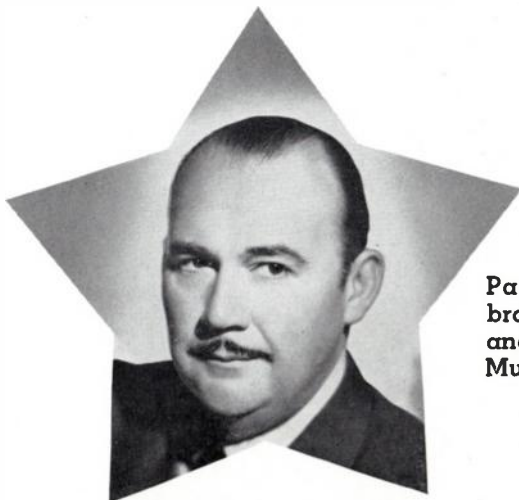
The association of these famous artists as directors of KMPC is without parallel in the history of radio broadcasting.



Bing Crosby, colorful Hollywood sportsman and star of radio and motion pictures.



Harold Lloyd, Hollywood pioneer comedian and producer.



Paul Whiteman, celebrated orchestra leader and "Dean of Modern Music."



# KMPC ACHIEVEMENTS

**1937**

**500**  
WATTS

**LOCAL**

**1940**



**5000**

WATTS

**CBS**

ASSOCIATE STATION

## KMPC GOES BIG TIME! FULL TIME!

A new major development in Southern California broadcasting history came with the announcement of full-time and increased power for KMPC. Inauguration of the new and greater KMPC was officially held on January 22, 1940, with Bing Crosby, "Amos 'n' Andy," Harold Lloyd and Paul Whiteman participating in a gala dedication program.

Since December 1928, KMPC has consistently grown in popularity. A definite program policy, sound executive management, experienced staff, modern equipment and facilities have played an important role in KMPC's rapid rise to leadership.

KMPC was purchased by the G. A. Richards interests as a 500 watt station in June 1937. KMPC operated on limited time until January 15, 1940, when the station was licensed by the Federal Radio Commission to operate on a full-time schedule with increased power of 5000 watts day and 1000 watts night. At this time KMPC became the 119th station of the Columbia Broadcasting System. KMPC's dominant position on the dial at 710 kilocycles, will not be changed with the inauguration of the Havana Treaty.

**Watch KMPC in 1940!**

**Your Advertising can "Go Places" with KMPC!**

# EXPERIENCED PERSONNEL

★  
**Robert O. Reynolds**  
— Sales Manager

★  
**William J. Beaton**  
— Sales

★  
**Pete Watts**  
— Sales

★  
**Doyle J. Osman**  
— Sales

★  
**Arthur Faust**  
— Program Director

★  
**Roger W. Love**  
— Studio Engineer

★  
**William Anderson**  
— Sales Promotion and Publicity

★  
**Murray H. Linke**  
— Chief Transmitter Engineer



K

M

P

C





# TRANSMITTING FACILITIES



KMPC's new RCA 5C transmitter and latest type  $\frac{3}{8}$ -wave vertical radiator is strategically located six and one-half miles southeast of Los Angeles.

A recent field strength survey shows that **KMPC has the third largest coverage of all Los Angeles stations** — exceeded only by the two 50,000 watt outlets.

Excellent transmitter and studio broadcasting equipment coupled with its favorable position at 710 on the dial, together with increased power of 5000 watts day and 1000 watts night gives "The Station of the Stars" complete coverage in Southern California.

KMPC's new transmitter is perfectly engineered to assure listeners' enjoyment of perfect tone clarity with high fidelity in their reception.



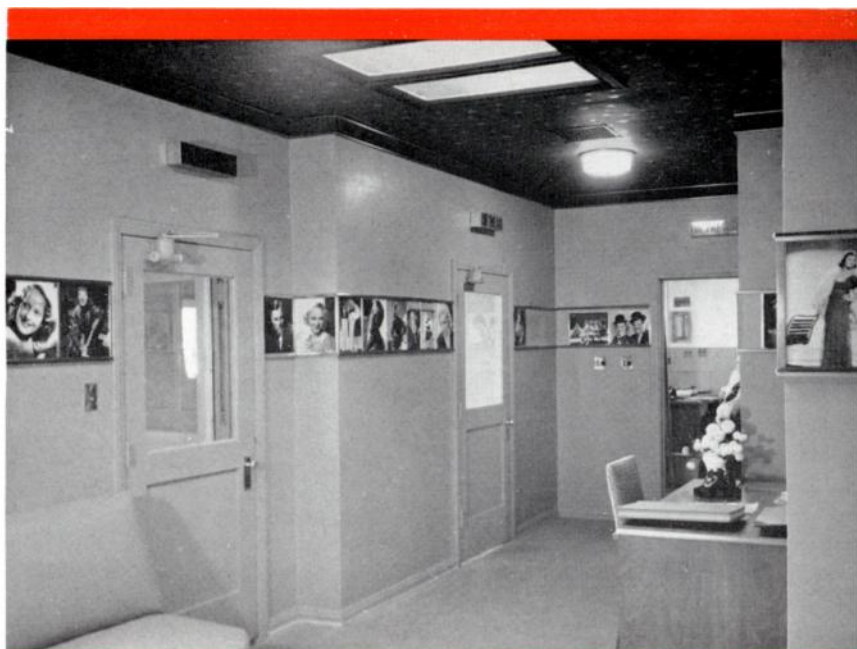
# MODERN STUDIOS



KMPC's modern studios and executive offices are located at 9631 Wilshire Boulevard in Beverly Hills—Los Angeles—California. Every studio is acoustically and mechanically equipped to meet varied program requirements.

Superior equipment and a competent staff of experienced engineers assures a high standard of program transmission. KMPC takes full advantage of every scientific improvement in radio broadcasting operations, to provide the highest quality reproduction.

Turntable facilities permit the use of vertical and lateral transcriptions. Western Electric and RCA microphones are used for studio programs and remote pick-ups.



Complete facilities for auditioning, producing and transcribing radio programs are maintained. An extensive transcription library consisting of a wide variety of musical recordings by NBC Thesarus, and C. P. MacGregor, is available to all advertisers.





# KMPC IS LOCATED IN THE "HEART"

OF THE

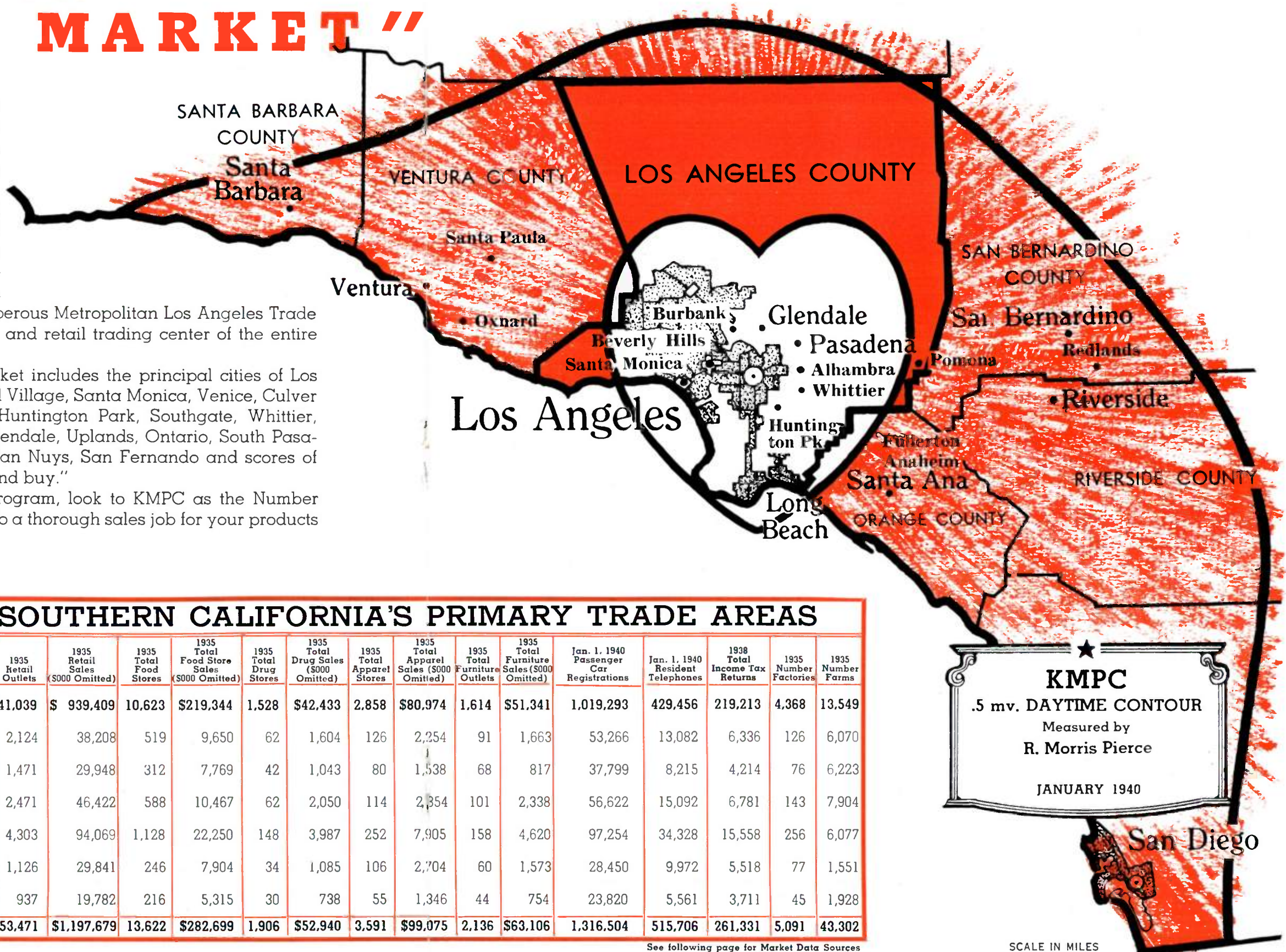
## "GOLDEN MARKET"

KMPC's primary coverage extends over seven Southern California Counties and includes the key counties of Los Angeles, Orange, Riverside, San Bernardino, San Diego, Ventura and Santa Barbara. This territory is known far and wide as the GOLDEN MARKET of the West. It is the most important market area west of the Mississippi River. There are over 125 cities in this profitable territory . . . the Primary Listening area of KMPC.

KMPC is located in the "Heart" of the prosperous Metropolitan Los Angeles Trade Area . . . recognized as the major wholesale and retail trading center of the entire Pacific Coast.

This great Metropolitan Los Angeles market includes the principal cities of Los Angeles, Hollywood, Beverly Hills, Westwood Village, Santa Monica, Venice, Culver City, San Pedro, Long Beach, Inglewood, Huntington Park, Southgate, Whittier, Alhambra, Pomona, Redlands, Pasadena, Glendale, Uplands, Ontario, South Pasadena, San Gabriel, San Marino, Burbank, Van Nuys, San Fernando and scores of other retail trade areas where people "live and buy."

In planning your Market Development Program, look to KMPC as the Number One medium to quickly and economically do a thorough sales job for your products and services in Southern California.



MARKET DATA ON SOUTHERN CALIFORNIA'S PRIMARY TRADE AREAS																		
	1930 Population	1938 Radio Families	1938 Effective Buying Income (\$000 Omitted)	1935 Retail Outlets	1935 Retail Sales (\$000 Omitted)	1935 Total Food Stores	1935 Total Food Store Sales (\$000 Omitted)	1935 Total Drug Stores	1935 Total Drug Sales (\$000 Omitted)	1935 Total Apparel Stores	1935 Total Apparel Sales (\$000 Omitted)	1935 Total Furniture Outlets	1935 Total Furniture Sales (\$000 Omitted)	Jan. 1, 1940 Passenger Car Registrations	Jan. 1, 1940 Resident Telephones	1938 Total Income Tax Returns	1935 Number Factories	1935 Number Farms
Los Angeles County	2,208,492	694,810	\$1,874,949	41,039	\$ 939,409	10,623	\$219,344	1,528	\$42,433	2,858	\$80,974	1,614	\$51,341	1,019,293	429,456	219,213	4,368	13,549
Orange County	118,674	36,130	66,191	2,124	38,208	519	9,650	62	1,604	126	2,254	91	1,663	53,266	13,082	6,336	126	6,070
Riverside County	81,024	24,310	48,690	1,471	29,948	312	7,769	42	1,043	80	1,538	68	817	37,799	8,215	4,214	76	6,223
San Bernardino County	133,900	39,600	83,692	2,471	46,422	588	10,467	62	2,050	114	2,354	101	2,338	56,622	15,092	6,781	143	7,904
San Diego County	209,659	67,530	173,091	4,303	94,069	1,128	22,250	148	3,987	252	7,905	158	4,620	97,254	34,328	15,558	256	6,077
Santa Barbara County	65,167	18,630	49,328	1,126	29,841	246	7,904	34	1,085	106	2,704	60	1,573	28,450	9,972	5,518	77	1,551
Ventura County	54,976	15,820	35,198	937	19,782	216	5,315	30	738	55	1,346	44	754	23,820	5,561	3,711	45	1,928
Grand Total	2,871,892	896,830	\$2,331,139	53,471	\$1,197,679	13,622	\$282,699	1,906	\$52,940	3,591	\$99,075	2,136	\$63,106	1,316,504	515,706	261,331	5,091	43,302

See following page for Market Data Sources

**KMPC**

.5 mv. DAYTIME CONTOUR

Measured by  
R. Morris Pierce

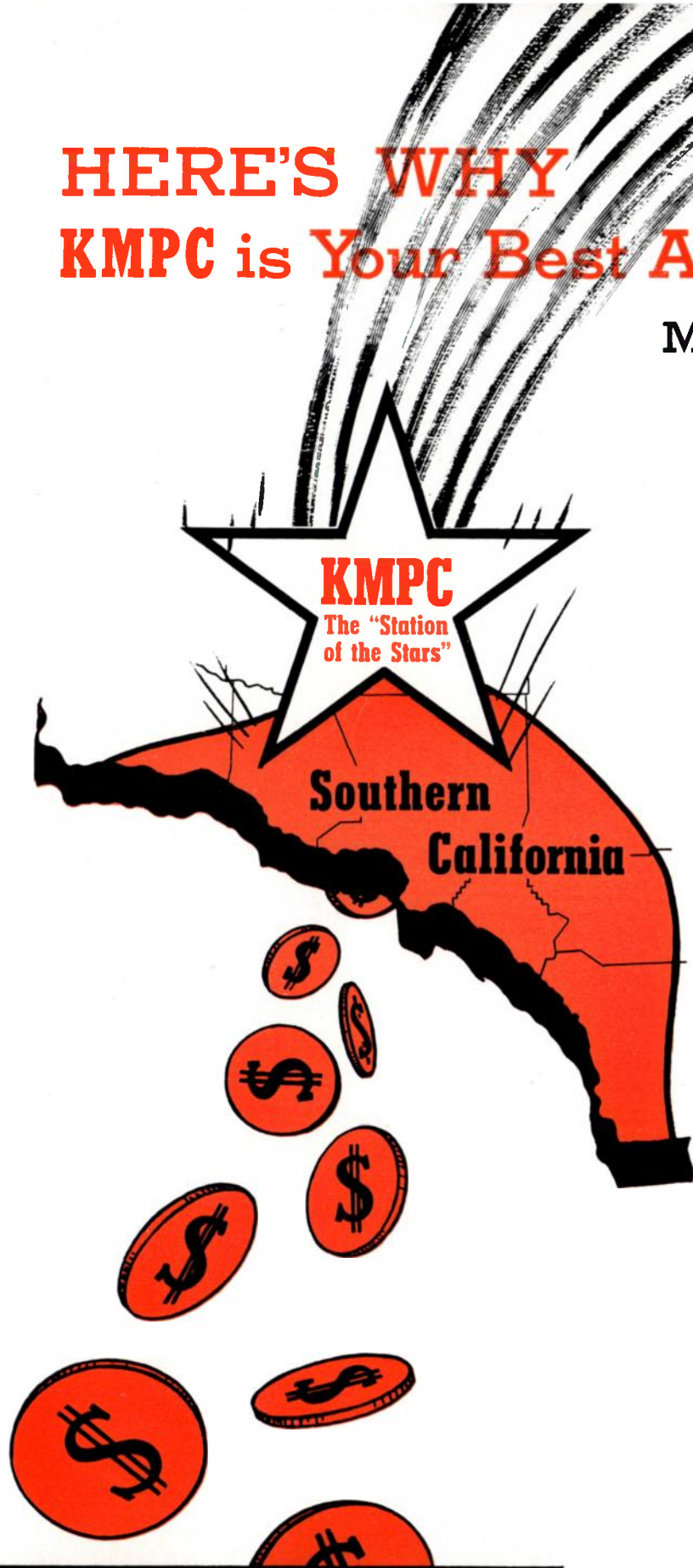
JANUARY 1940





# HERE'S WHY KMPC is Your Best Advertising Buy!

## Maximum Coverage at Minimum Cost



- ★ Located in Beverly Hills . . . LOS ANGELES . . . CALIFORNIA.
- ★ A BIG-TIME, FULL-TIME, MAJOR Station.
- ★ Operates on a frequency of 710 KILOCYCLES.
- ★ 5000 Watts DAY TIME.
- ★ 1000 Watts NIGHT TIME.
- ★ The THIRD LARGEST COVERAGE of all Los Angeles Stations.
- ★ Associate station COLUMBIA BROADCASTING SYSTEM.
- ★ Studio equipment is MODERN and COMPLETE in every detail.
- ★ Transmitter LOCATION provides MAXIMUM SIGNAL STRENGTH.
- ★ Trained, experienced PERSONNEL.
- ★ SISTER STATION to WJR, Detroit, and WGAR, Cleveland.
- ★ Has the ACTIVE INTEREST and COUNSEL of a COLORFUL BOARD of DIRECTORS.
- ★ Products advertised over KMPC have CONSUMER ACCEPTANCE.
- ★ Advertisers obtain quicker DEALER ACCEPTANCE on KMPC.
- ★ News PUBLICITY and EXPLOITATION Service.
- ★ Situated in the HEART of the GOLDEN MARKET.



**You, too, can Profitably Sell  
this GOLDEN MARKET with**

**★ K M P C ★**

Our Merchandising and Promotion Department will gladly advise you on the most practical means to economically develop this rich GOLDEN MARKET for your products and how you can profitably gain distribution.

# ADVERTISERS

## Who have already placed Business with KMPC for 1940

Arrowhead Beverage Co.  
Baron's Lamp Shop  
Beckman Furs  
Bekins Van & Storage Co.  
Broadway-Hollywood Dept. Store  
Harry Brooks Men's Clothes  
Bullock's Dept. Store  
Bulova Watch Co.  
California Savings & Loan Co.  
Cambria Development Co.  
Campbell Soup Co.  
Coast Federal Savings & Loan Co.  
College Cleaners  
Colonial Shops  
Cubbison Cracker Co.  
Di-Mon-Glo Mfg. Co.  
Eastern-Columbia Dept. Store  
Famous Department Stores  
Firestone Tire & Rubber Co.  
Fitzsimmons Stores, Ltd.  
Le Roy Gordon Beauty Salon  
Guaranty Union Life Insurance Co.  
Hoffman Candy Co.  
Howard Automobile Co.  
Innes Shoe Co.  
Kay's Beverages, Inc.  
Kelly Kar Co.  
Klein's Jewelry Co.

Loma Linda Food Co.  
Los Angeles Soap Co.  
Lyon Van & Storage Co.  
Marshall & Clampett  
The May Co. Dept. Store  
Mullen & Bluett Men's Clothes  
Muller Bros. Service Station  
Murphy Motors  
O'Keefe & Merritt Co.  
Pelton Motor Co.  
Pierce Bros. Mortuary  
Platt Radio Stores  
Podolor Motors, Inc.  
Pridham Davis Optometrists  
Dr. Reed Shoe Stores  
Reid Murdoch & Co.  
Rogers Shoe Co.  
Santa Catalina Island  
Sears, Roebuck & Co.  
Seven-Up Bottling Co.  
Soil-Off Mfg. Co.  
Southern Pacific Railroad  
Stevenson Motor Car Co.  
Union Pacific Railroad  
Warner Bros. Theatres  
Weber Baking Co.  
Western Storage Co.  
Wetherby-Kayser Co.

(Complete list of Advertisers by classification is available upon request.)





# PROGRAM PUBLICITY

KMPC's alert publicity staff continually demonstrates its ability to secure adequate publicity for all programs on the station. Display advertising space in metropolitan newspapers is used to promote sponsored programs. Your program receives advance radio announcements.

Besides placing the regular publicity in newspapers KMPC also publishes an advance weekly schedule and issues three news releases weekly which are mailed First Class to Southern California newspapers. Complete program listings and notes, sponsors' messages, station news together with mats are furnished to all newspapers in KMPC's primary coverage area. Sound Trailers publicizing KMPC programs are shown at all performances in 15 leading Los Angeles Motion Picture Theatres.

# PUBLIC SERVICE

KMPC cooperates at all times with civic, fraternal, and Church organizations, educational and governmental agencies in publicizing and promoting their activities.

Now, through its association with the Columbia Broadcasting System, this scope of KMPC service is materially increased through the releasing of national and international broadcasts of general public interest.







# CELEBRITIES ADD BRILLIANCE TO KMPC!

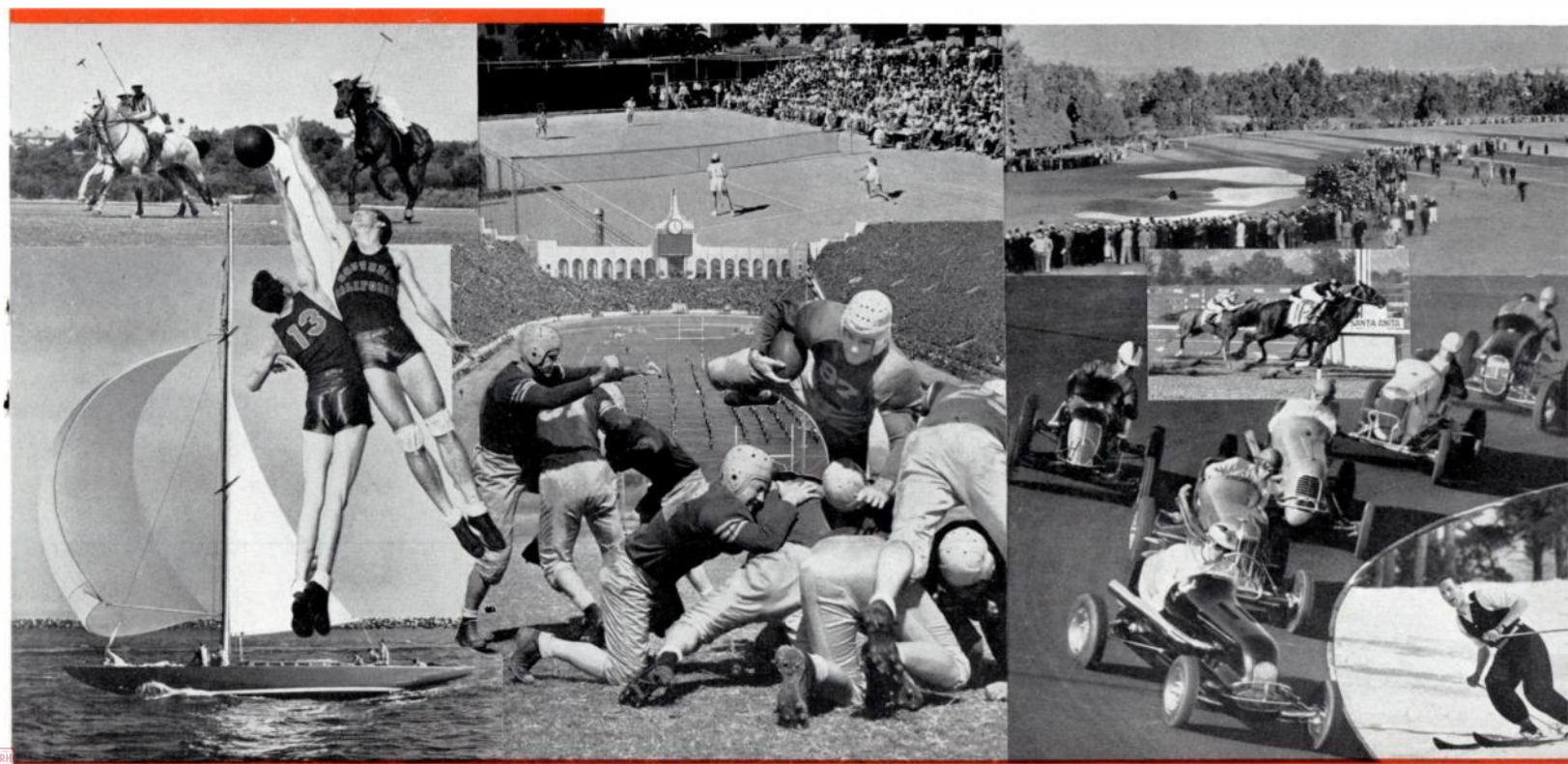
Since the early days of its broadcasting history, KMPC has truly lived up to its name, "The Station of the Stars", for most of Hollywood's important film and stage celebrities have personally appeared on radio programs originating from KMPC.

Almost a hundred of these famous people, including Reginald Denny, Guy Kibbee, Andy Devine, Pat O'Brien, Frank Morgan, Joe E. Brown, Chester Morris, Mickey Rooney, Lyle Talbot, William Farnum, Lon Chaney, Jr., Anne Shirley, Mary Brian, Judith Allen, Connie Boswell, Genevieve Tobin, Betty Compson, Molly O'Day, Loretta Lee, and a host of others, have faced the KMPC microphone.

In other fields, figures of the sports world, famous authors and leading musicians have all joined the "Parade of Personalities" which KMPC listeners have and are still enjoying. Over eighty famous authors have appeared on the current KMPC feature program, "Meet the Author".

Scores of champions in the sports world, together with leading authorities, have been heard on KMPC sports broadcasts in recent years. World's champions, All-Americans, Captains, heroes, challengers, coaches, trainers and scribes regularly participate on Hal Berger's Sports Review. Sports Weekly presents "Five Sports Final", another KMPC feature sportscast with an excellent listener following.

Many prominent figures in musical circles, civic and educational activities have appeared on KMPC, "The Station of the Stars". No other station in Southern California has enjoyed being host to so many colorful personalities.





# Unusual Variety of Entertainment Offered KMPC Listeners



With the addition of Columbia Broadcasting System commercial and sustaining programs to its regular schedule, KMPC now offers the listeners of Southern California an unusually well-balanced selection of network and local radio features.

Programs of every possible type are included so that all listeners will find both entertainment and information on KMPC. Popular and classical music, sports, education, civic interests, religion, drama, comedy, variety, and news are all heard regularly on KMPC.

Hal Berger's recreated Big League Baseball Games, broadcast exclusively over KMPC to sports fans of Southern California, have pulled more than 40,000 pieces of mail. Broadcasting the start of the famous Bendix Air Races is another special KMPC feature.



**KMPC fulfills the constant public demand for accurate, up-to-the-minute news with eight scheduled broadcasts daily. United Press tickers flash reports of world-wide news direct to the KMPC News Bureau Dispatch Room.**





# ADVERTISERS CAPITALIZE

## On Los Angeles County

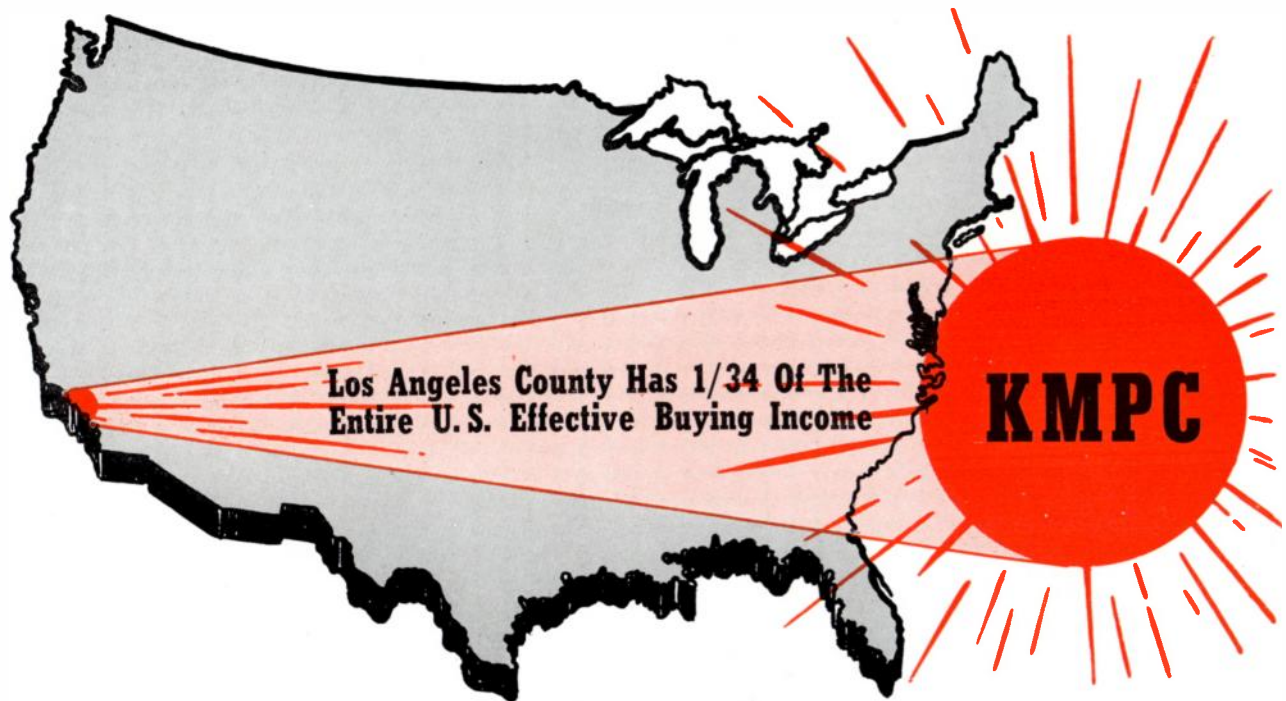
### Tremendous Payrolls... Steady Employment

First nationally in Aircraft Manufacture.  
First in per capita automobile ownership of large metropolitan areas.  
First American County in Milk Production.  
The Motion Picture Capital of the world.  
First county in America in Crop Value.  
First nationally in Planing Mill Production.  
First in Manufacture of Oil Well Equipment.  
First U. S. Port in Intercoastal Tonnage.  
Second nationally in Automotive Manufacture.  
Second nationally in Manufacture of Rubber Products, Tires, Tubes, etc.  
Second nationally in Construction Activity.  
Second U. S. Port in Exports.  
Second in production of nation-wide radio broadcasts.  
Third county nationally in number of telephones.  
Third nationally in effective buying income.  
Third busiest American Airport.  
Third Largest Fruit and Vegetable Receiving Market in the United States.  
Fourth most populous metropolitan district in the U. S.  
Fourth nationally in Womens Apparel Manufacturing.  
Fifth largest Industrial County in America.  
Lowest power and fuel costs of any major industrial area in the Country.  
More Trans-Pacific Services than any other two Pacific Coast ports combined.  
World's largest Chamber of Commerce.  
More than 800 Foreign Markets now purchase Los Angeles County products.  
America's New Style Center.

**Los Angeles County is the  
Number ONE Market of the  
ELEVEN Western States!**



# KMPC Covers Southern California LIKE the SUNSHINE!



The Los Angeles County market comprises 1/756 of the total square miles of the entire forty-eight states. These simple fractions tell why **Los Angeles County is the Number One Market** in the West.

1/34 of the entire U. S. Effective Buying Income. 1/49 of the Population in the U. S. 1/40 of Women's Apparel Manufacture in the U. S. 1/50 of total Retail Sales of the U. S. 1/37 of all Federal, State and Local Taxes collected in the U. S. 7/8 of the entire Motion Picture Production in the U. S. 1/12 of the Oil Production and Oil Refining in the U. S. 1/9 of the Automobile Tires and Tubes Manufactured in the U. S. 2/5 of all the Aircraft Manufacturing in the U. S. 1/26 of the entire Automobile Ownership Registration in America. 1/42 of the Furniture Manufacture in the U. S. 1/40 of Women's Apparel Manufacture in the U. S. 1/50 of the total Industrial Production in the U. S. 1/9 of the total Building Construction. 1/62 of the entire Nation's Wealth is in Los Angeles County. 1/32 of the entire Electric Energy Generated in the U. S. 1/9 of all Exports from all Ports in the U. S. 1/48 of all Imports into the U. S. 1/123 of all Agricultural Production in the U. S. 1/147 of all Mining Production in the U. S.

**And KMPC "Covers Southern California Like The Sunshine". No wonder advertisers get maximum results at the lowest cost per advertising dollar spent.**

## Sources of Market Data

U. S. Census of Population (1930) and Census Division Estimate of Increase by States  
U. S. Census of Business (1935)  
U. S. Census of Agriculture (1935)  
U. S. Census of Manufacturers (1935)  
U. S. Census (1937)  
U. S. Radio Families Estimate of Joint Committee on Radio Research (1938)  
California Motor Vehicle Department (1940)  
Sales Management (1939)  
Los Angeles Chamber of Commerce Research Department (1940)  
National Industrial Conference Board (1936)  
U. S. War Dept. Chief of Engineers Annual Report (1938)  
U. S. Dept. of Foreign & Domestic Commerce  
National Association of Broadcasters (1938)





KMPG

The logo for KMPG is displayed in a large, white, stylized font on a dark blue background. Above the logo, two white five-pointed stars are positioned in the upper left corner of the dark blue section.

*The Station of the Stars*









**NOW!**

5000 WATTS DAYTIME  
1000 WATTS NIGHTTIME

**710-KC.**

# KMPC

**NOW!**

CBS ASSOCIATE STATION  
"COVERS SOUTHERN CALIFORNIA  
LIKE THE SUNSHINE"

## News and Views

FROM "THE STATION OF THE STARS"

VOL. 1, NO. 1

BEVERLY HILLS — LOS ANGELES

MARCH, 1940

# KMPC GOES FULL TIME, BIG TIME AS CBS ASSOCIATE IN LOS ANGELES



Gathered together on the night of January 22nd to celebrate were KMPC's board of directors. From left to right: G. A. Richards, president; Bing Crosby; Freeman Gosden (Amos); John F. Patt, vice-president and manager of WGAR, Mr. Richards' Cleveland station; Harold Lloyd; Leo B. Tyson, vice-president and general manager of KMPC; Charles Correll (Andy), and Leo J. Fitzpatrick, executive vice-president and manager of WJR, the Richards Detroit station.

## Noted Stars of Radio, Screen Are Directors

There are two dates in the KMPC history book which are written in big red letters:

January 15, 1940, and  
January 22, 1940.

On the first, KMPC began full-time operation with power increased to 5000 Watts Daytime and 1000 Watts Nighttime and became an optional Los Angeles outlet for the Columbia Broadcasting System.

A week later, "The Station of the Stars" celebrated its new status with a gala half-hour broadcast featuring the five famous entertainment personalities who have recently become members of the KMPC board of directors.

### Illustrious Directorate

KMPC is the third station headed by G. A. Richards of Detroit and Beverly Hills, a pioneer in the broadcasting industry. Associated with Mr. Richards on the new board of directors are Freeman Gosden and Charles Correll, known to radio's millions as "Amos 'n' Andy"; Bing Crosby, colorful Hollywood sportsman and leading singer on the air and in motion pictures; Harold Lloyd, pioneer film comedian and today one of Beverly Hills' leading citizens, and Paul Whiteman, the "Dean of Modern American Music."

Other board members include Leo J. Fitzpatrick, executive vice-president and manager of WJR, Mr. Richards' Detroit station; John F. Patt, vice-president and manager of the Richards Cleveland station, WGAR; P. M. Thomas, secretary-treasurer and Leo B. Tyson, vice-president and general manager of KMPC.

### Increased Coverage

KMPC has purchased and is now using the site and equipment of the former KECA transmitter which was newly constructed in 1938. It is located at 81st Street and Compton Avenue, 6½ miles southeast of Los Angeles.

Field tests and compilations which have just been completed by R. Morris Pierce, consulting engineer, indicate phenomenal improvement in KMPC's signal strength and coverage of Southern California's eight major counties. Pierce says he expects the station to have the third largest listening area of any Los Angeles station.



Four musketeers of KMPC's operation are, left to right: Leo J. Fitzpatrick, Leo B. Tyson, G. A. Richards, and John F. Patt. Fitzpatrick and Patt spent the month of January in Los Angeles assisting general manager Tyson with details of KMPC's shift to full time with increased power.



Four present and one missing. Paul Whiteman, the missing member was busy filling theatre engagements in the East, but a large mural of him furnished the background for this shot. Left to right: Harold Lloyd, Bing Crosby, Charles Correll (Andy) and Freeman Gosden (Amos).



Amos 'n' Andy surround President G. A. Richards to interest him in their Fresh Air Taxicab Company, Incorporated. Left to right: Freeman Gosden (Amos), Mr. Richards and Charles Correll (Andy). KMPC is broadcasting their program for Campbell's Soups, Monday through Friday at 8 p.m. PST.



**HOLLYWOOD DODGE DEALER SIGNS**

There are smiles . . . smiling from left to right: Bob Cook, Used Car Manager; Doyle Osman, KMPC account executive; Dave Rosendale, Sales Manager and Dean Simmons of The Mayers Co., agency handling the Pelton Motor Co. of Hollywood account. The executives of this leading Dodge and Plymouth dealer have just signed a one year contract to sponsor KMPC's new morning feature, "Andy and Virginia", from 7:00 to 8:00 a.m., Monday through Saturday. Pelton has renewed their Sunday hour for six months and are also using daily announcements.

**ANDY AND VIRGINIA NOW ON KMPC**

One of radio's greatest teams is the combination of Virginia (left) and Andy Mansfield (right) who are now a regular week-day feature on KMPC from 7:00 to 8:30 a.m. Their program of songs and happy chatter is building an ever-increasing early morning audience for "The Station of the Stars."

**KMPC'S POPULAR NEWS COMMENTATORS**

Clete Roberts (left) and Fred Henry (right), have become a sensation in Los Angeles news broadcasting circles with their show, "Let's Talk Over the News," heard on KMPC at 10:30 p.m., Monday through Friday. The team has been on the station for 28 weeks presenting a nightly digest of the day's news.

**Tyson Announces Changes, Additions to KMPC Staff**

Coincident with the inaugural of full-time operation and increased power on January 15th, Leo B. Tyson, vice-president and general manager of KMPC, announced several additions and changes in the staff.

Bob Reynolds, a member of the sales department for the past two years, was promoted to the position of Sales Manager. Reynolds, a former All-American tackle at Stanford, holds the unique record of being the only man to have ever played three complete Rose Bowl games without substitution. Before entering the radio field, Reynolds was in the oil business in Oklahoma and Louisiana.

**New Promotion Head**

William J. Beaton has been named to the important post of Sales Promotion Manager. He has been on the KMPC sales staff for the past three years and will continue active work on sales. Beaton brings to his new position a wide experience in promotion and advertising work. His first affiliation in the field was in the national advertising department of the Cleveland Press. From Cleveland he shifted to Miami, Florida, as Promotion Manager of the Miami News. A few years later, Beaton came to Los Angeles where he continued in newspaper work, first as Promotion Manager of the News, and later as Circulation Promotion Manager of the Examiner.

**Publicity, Engineers, Announcers**

Bill Anderson, recently with KOMA, the CBS outlet in Oklahoma City, and before that for two and a half years with CBS-KNX in Los Angeles as a member of the sales promotion department, has been appointed to direct publicity and public relations and assist Mr. Beaton with sales promotion.

Five men have been added to the KMPC engineering department. All have been with other Los Angeles stations. The four who will be stationed at the new transmitter are: Michael O'Bradovick, formerly with KEHE; D. A. Simmons, formerly with KRKD; Malcolm P. Mobley, Jr., formerly with KGFJ, and Murray H. Link, formerly with KMTR. Ken Woodyatt, formerly with KFOX, has been added as a studio engineer.

Three new announcers have joined the staff. They are, Howard Rhines, formerly with KGA and KHQ, Spokane; Jack Slattery, formerly with KHJ, Los Angeles and KOIL, Reno and Owen Babbie, recently with KMTR, Los Angeles, and previously with KOIL, Omaha and KFAB, Lincoln.

**New Programs, CBS Shows Give KMPC Varied Line-Up**

Since KMPC became an associate CBS station for Los Angeles on January 15, its program structure has been undergoing extensive changes. Schedules have been rearranged to allow for the influx of Columbia features and many studio programs have been added to the daily broadcasting line-up.

News, drama, education, music, sports and religion are all well represented on the KMPC schedule. Seven news broadcasts are presented on week days and three on Sunday, with Ted Morde, KMPC news editor supervising the treatment of incoming United Press copy and a special Southern California coverage. An outstanding news feature on the station is "Let's Talk Over The News" with Clete Roberts and Fred Henry, two young commentators whose novel presentation has become a sensation in Los Angeles broadcasting circles.

**Sports Broadcast**

KMPC has always been a sports-minded station, chiefly because its president, G. A. Richards, is one of the greatest sports enthusiasts in this country. In Hal Berger, the station has a man who is recognized to be America's number one baseball recreator. As soon as the major league schedules get under way, Hal will shelve his current sports program to begin his fourth consecutive season of broadcasting these games for KMPC.

A decided scoop for KMPC is the new "Five Sports Final" round-table program which features a group of well known Los Angeles sports writers, including Maxwell Stiles, Gene Coughlin, Ed Krauch, John Connolly, Claude Newman and Mark Kelly. These men have built a large and loyal following in Southern California and their radio audience twice a week on KMPC is practically ready-made.

**GENERAL MANAGER TYSON CALLS HUDDLE**

At the end of the first month of operation on full time with increased power, General Manager Leo B. Tyson called this meeting of his sales staff to congratulate them for a record showing. In the huddle were, left to right: Pete Watts, Doyle Osman, William J. Beaton, Sales Manager Bob Reynolds and Mr. Tyson.



# Congratulations KMPC!

**Postal Telegraph**  
Mackay Radio  
Commercial Cables  
All America Cables  
Canadian Pacific Telegraphs

STANDARD TIME INDICATED  
RECEIVED AT  
BEVERLY HILLS CALIF.  
To J. and F. Tysons  
C.R. - 3181  
For C. and F. Tysons  
TO POSTAL TELEGRAPH  
Form 18

SYMBOLS  
DL - Day Letter  
NL - Night Letter  
SL - Special Letter  
LT - Letter Telegram  
MT - Money Telegram  
ST - Steamship Telegram  
RT - Radiogram Telegram

THIS IS A FULL RATE TELEGRAM. CABLE GRAM OR RADIOGRAM UNLESS OTHERWISE INDICATED BY SYMBOL IN THE MESSAGE OR IN THE ADDRESS OF THE MESSAGE. SPECIAL DESIGNATING SERVICE SELECTED ARE OUTLINED IN THE COMPANY'S TARIFFS ON HAND AT EACH OFFICE AND ON FILE WITH REGULATORY AUTHORITIES.

XS139 66 1 EXTRA RUSH. RM SACRAMENTO CALIF 22 807P  
LEO B TYSON=  
VICE PRESIDENT GENERAL MANAGER KMPC BEVERLYHILLS CALIF=.

I AM HAPPY TO EXTEND KMPC MY HEARTIEST CONGRATULATIONS ON YOUR FULL TIME OPERATION INCREASED POWER AND COLUMBIA NETWORK AFFILIATION WITH THESE NEW AND IMPROVED OPERATING FACILITIES I KNOW KMPC WILL BE IN A POSITION TO RENDER EVEN FINER AND MORE COMPLETE SERVICE THAN EVER BEFORE TO THE RADIO LISTENERS OF SOUTHERN CALIFORNIA WITH BEST WISHES TO YOU AND ALL OF THE KMPC STAFF SINCERELY=  
CULBERT L OLSON GOVERNOR OF CALIFORNIA.

CLASS OF SERVICE  
This is a full-rate Telegram or Cablegram unless the designated character is indicated by a suitable symbol above or preceding the address.

THE TIME SHOWN IN THIS DATE LINE ON TELEGRAMS AND DAY LETTERS IS STANDARD TIME AT POINT OF ORIGIN. TIME OF RECEIPT IS STANDARD TIME AT POINT OF DESTINATION.

SQ254 112 GOVT 1 EXTRA= WASHINGTON DC 15 60P  
GEORGE A RICHARDS=  
PRESIDENT RADIO STATION KMPC 9631 WILSHIRE LOSA=  
AS KMPC BEGINS FULL TIME OPERATION TODAY IT GIVES ME PLEASURE TO CONGRATULATE YOU, YOUR ASSOCIATES AND YOUR LISTENERS. WE HAVE BEEN ADVISED OF THE UNIQUE OPERATING STRUCTURE YOU HAVE ESTABLISHED. WITH OUTSTANDING PERSONALITIES OF THE ENTERTAINMENT WORLD SITTING ON YOUR BOARD OF DIRECTORS, THEY SHOULD IMPART TO YOU AS A BROADCASTER A MORE INTIMATE APPRECIATION OF PROGRAMING. CONVERSELY THOSE WHOSE BACKGROUND HAS BEEN RESTRICTED TO ENTERTAINMENT SHOULD ACQUIRE A MORE WHOLESOME UNDERSTANDING OF THE PUBLIC INTEREST OBLIGATION WHICH IS THE KEYSTONE OF AMERICAN BROADCASTING. WITH ITS NEW PLANT, EQUIPMENT AND FULL TIME AUTHORIZATION, KMPC BROADENS THE SCOPE OF ITS SERVICE AND SHOWS A COMMENDABLE AWARENESS OF ITS PUBLIC SERVICE OBLIGATION=  
JAMES LAWRENCE FLY CHAIRMAN FEDERAL COMMUNICATIONS COMMISSION.

**WESTERN UNION**  
1201  
(23)  
A. C. WILLEYER  
FIRST VICE-PRESIDENT

CLASS OF SERVICE  
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SQ208 20=WUX LOSANGELES CALIF 22 314P  
KMPC=  
BEVERLYHILLS CALIF=

PLEASE ACCEPT MY SINCERE CONGRATULATIONS ON YOUR JOINING COLUMBIA NETWORK. BEST WISHES TO YOU AND YOUR NEW BOARD OF DIRECTORS=  
WALT DISNEY.

**Postal Telegraph**  
Mackay Radio  
Commercial Cables  
All America Cables  
Canadian Pacific Telegraphs

STANDARD TIME INDICATED  
RECEIVED AT  
BEVERLY HILLS CALIF  
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BL BEVERLYHILLS CALIF JAN 17 1940  
1015  
MR LEO B TYSON  
MANAGER KMPC 9631 WILSHIRE BLVD BEVERLYHILLS CALIF  
ON BEHALF OF THE BEVERLYHILLS CHAMBER OF COMMERCE I WISH TO EXPRESS SINCERE APPRECIATION THAT YOUR STATION HAS BEEN EXTENDED FULL TIME HIGHER FREQUENCY AND BEING NAMED AS AN ADJUNCT TO THE COLUMBIA BROADCASTING SYSTEM THIS GROWTH WILL MEAN MUCH TO OUR CITY AND ITS RESIDENTS. BEST WISHES FOR YOUR CONTINUED SUCCESS  
RAYMOND L DUNHAM  
PRESIDENT 1055P

LOSANGELES CALIF 22 616P  
G A RICHARDS, MANAGER=  
KMPC STA BV=  
ON BEHALF OF THE PEOPLE OF LOSANGELES MAY I EXPRESS THE APPRECIATION OF THE COMMUNITY FOR THE ENLARGED PUBLIC SERVICE TO BE RENDERED IN THE FIELD OF EDUCATION AND ENTERTAINMENT THROUGH THE INCREASED FACILITIES OF KMPC MY HEARTY CONGRATULATIONS UPON YOUR JOINING THE COLUMBIA BROADCASTING CHAIN MAY YOUR LISTENING AUDIENCE INCREASE EVEN FASTER THAN THE POPULATION OF LOSANGELES SINCERELY=  
FLETCHER BOWRON MAYOR.

THIS COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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KMPC's Wilshire Boulevard studios in Beverly Hills were the scene of feverish activity on the night of January 22nd in preparation for the dedicatory broadcast . . . President G. A. Richards in the lobby greeting his new board of directors and pinning a small blue and white KMPC "booster" button on each distinguished lapel . . . John Scott Trotter polishing his musical arrangements in a final rehearsal . . . Bing Crosby running through his two songs . . .

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# HERE'S ANOTHER FRONT PAGE STORY!

**NOW!**  
5000 WATTS DAYTIME  
1000 WATTS NIGHTTIME  
**710 KC.**

# KMPC

*News and Views*

FROM "THE STATION OF THE STARS"

BEVERLY HILLS - LOS ANGELES

**NOW!**  
C.B.S. ASSOCIATE STATION  
"COVERS SOUTHERN CALIFORNIA  
LIKE THE SUNSHINE"

FEBRUARY, 1940

VOL. 1, NO. 1

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F. J. Airey Co., Inc.  
Arrowhead Beverage Co.  
Baron's Lamp Shop  
Beauty Counselors, Inc.  
Beckman Furs  
Bekins Van & Storage Co.  
Belem Products Co.  
Broadway-Hollywood Dept. Store  
Brown's Clothing Co.  
Cambria Development Co.  
Campbell Soup Co.  
College Cleaners  
Colonial Shops  
Colusa Cosmetic Co.  
Crossroads of The World  
Cubbison Cracker Co.  
Cubbison Mfg. Co.  
Di-Mon-Glo Mfg. Co.  
Downtown Dollar Day  
Dr. Reed Shoe Stores  
Eastern-Columbia Dept. Store  
Farley's Clothing Co.  
First Federal Savings & Loan  
Fitzsimmons Stores, Ltd.  
Frances Wilshire Bookshop  
Gardner Nursery Co.  
Golden State Dept. Store  
Guaranty Union Life Ins. Co.

Harry Brooks Men's Clothes  
Hoffman Candy Co.  
Hollycraft Sales Co.  
Howard Automobile Co.  
Innes Shoe Co.  
Irene Johnston, Ltd.  
Isabel Draesamer  
Jones Grain Co.  
Kay's Beverages, Inc.  
Kelly Kar Co.  
Kenney Food Products Co.  
Kerchief Bar, The  
Klein's Jewelry Co.  
Knox Co., The  
Le Roy Gordon Beauty Salon  
Loma Linda Food Co.  
Lyon Van & Storage Co.  
Mark Markoff Studio  
McKee School of Music  
Modern Furniture Store Co.  
Mullen & Bluet Men's Clothes  
Muller Bros. Service Station  
Murphy Motors  
Nelson Furniture Co.  
Octanizer Co., The  
O'Keefe & Merritt Co.  
Pelton Motor Co.

Pierce Bros. Mortuary  
Pilgrim Products Co.  
Platt Radio Stores  
Podolor Motors, Inc.  
Power Seal Co.  
Radio Realty Associates  
Reid Murdoch & Co.  
H. M. S. Richards  
Robert Balzer Food Co.  
Rogers Shoe Co.  
San Pedro Fish Exchange  
Santa Catalina Island  
School of Radio Arts  
Sears, Roebuck & Co.  
Seven-Up Bottling Co.  
Soil-Off Mfg. Co.  
Sports Weekly  
Stevenson Motor Car Co.  
Swanfeldt Awning, Roof & Tent Co.  
Union Pacific Railroad  
Vogel & Hathaway Cosmetics  
Waggoner's Service Station  
Warner Bros. Theatres  
Washington Furniture Co.  
Weber Baking Co.  
Western Storage Co.  
Wetherby-Kayser Co.

# KMPC

BEVERLY HILLS - LOS ANGELES

NOW - 5000 WATTS DAY

1000 WATTS NIGHT - 710 KC.

CBS ASSOCIATE STATION

LEO B. TYSON, V. P. & GEN. MGR.



**NOW!**

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# KMPC

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CBS ASSOCIATE STATION  
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## News and Views

FROM "THE STATION OF THE STARS"

VOL. 1, NO. 1

BEVERLY HILLS — LOS ANGELES

MARCH, 1940

# KMPC GOES FULL TIME, BIG TIME AS CBS ASSOCIATE IN LOS ANGELES



Gathered together on the night of January 22nd to celebrate were KMPC's board of directors. From left to right: G. A. Richards, president; Bing Crosby; Freeman Gosden (Amos); John F. Patt, vice-president and manager of WGAR, Mr. Richards' Cleveland station; Harold Lloyd; Leo B. Tyson, vice-president and general manager of KMPC; Charles Correll (Andy), and Leo J. Fitzpatrick, executive vice-president and manager of WJR, the Richards Detroit station.

## Noted Stars of Radio, Screen Are Directors

There are two dates in the KMPC history book which are written in big red letters:

January 15, 1940, and  
January 22, 1940.

On the first, KMPC began full-time operation with power increased to 5000 Watts Daytime and 1000 Watts Nighttime and became an optional Los Angeles outlet for the Columbia Broadcasting System.

A week later, "The Station of the Stars" celebrated its new status with a gala half-hour broadcast featuring the five famous entertainment personalities who have recently become members of the KMPC board of directors.

### Illustrious Directorate

KMPC is the third station headed by G. A. Richards of Detroit and Beverly Hills, a pioneer in the broadcasting industry. Associated with Mr. Richards on the new board of directors are Freeman Gosden and Charles Correll, known to radio's millions as "Amos 'n' Andy"; Bing Crosby, colorful Hollywood sportsman and leading singer on the air and in motion pictures; Harold Lloyd, pioneer film comedian and today one of Beverly Hills' leading citizens, and Paul Whiteman, the "Dean of Modern American Music."

Other board members include Leo J. Fitzpatrick, executive vice-president and manager of WJR, Mr. Richards' Detroit station; John F. Patt, vice-president and manager of the Richards Cleveland station, WGAR; P. M. Thomas, secretary-treasurer and Leo B. Tyson, vice-president and general manager of KMPC.

### Increased Coverage

KMPC has purchased and is now using the site and equipment of the former KECA transmitter which was newly constructed in 1938. It is located at 81st Street and Compton Avenue, 6½ miles southeast of Los Angeles.

Field tests and compilations which have just been completed by R. Morris Pierce, consulting engineer, indicate phenomenal improvement in KMPC's signal strength and coverage of Southern California's eight major counties. Pierce says he expects the station to have the third largest listening area of any Los Angeles station.



Four musketeers of KMPC's operation are, left to right: Leo J. Fitzpatrick, Leo B. Tyson, G. A. Richards, and John F. Patt. Fitzpatrick and Patt spent the month of January in Los Angeles assisting general manager Tyson with details of KMPC's shift to full time with increased power.



Four present and one missing. Paul Whiteman, the missing member was busy filling theatre engagements in the East, but a large mural of him furnished the background for this shot. Left to right: Harold Lloyd, Bing Crosby, Charles Correll (Andy) and Freeman Gosden (Amos).



Amos 'n' Andy surround President G. A. Richards to interest him in their Fresh Air Taxicab Company, Incorporated. Left to right: Freeman Gosden (Amos), Mr. Richards and Charles Correll (Andy). KMPC is broadcasting their program for Campbell's Soups, Monday through Friday at 8 p.m. PST.



**HOLLYWOOD DODGE DEALER SIGNS**

There are smiles . . . smiling from left to right: Bob Cook, Used Car Manager; Doyle Osman, KMPC account executive; Dave Rosendale, Sales Manager and Dean Simmons of The Mayers Co., agency handling the Pelton Motor Co. of Hollywood account. The executives of this leading Dodge and Plymouth dealer have just signed a one year contract to sponsor KMPC's new morning feature, "Andy and Virginia", from 7:00 to 8:00 a.m., Monday through Saturday. Pelton has renewed their Sunday hour for six months and are also using daily announcements.

**ANDY AND VIRGINIA NOW ON KMPC**

One of radio's greatest teams is the combination of Virginia (left) and Andy Mansfield (right) who are now a regular week-day feature on KMPC from 7:00 to 8:30 a.m. Their program of songs and happy chatter is building an ever-increasing early morning audience for "The Station of the Stars."

**KMPC'S POPULAR NEWS COMMENTATORS**

Clete Roberts (left) and Fred Henry (right), have become a sensation in Los Angeles news broadcasting circles with their show, "Let's Talk Over the News," heard on KMPC at 10:30 p.m., Monday through Friday. The team has been on the station for 28 weeks presenting a nightly digest of the day's news.

**Tyson Announces Changes, Additions to KMPC Staff**

Coincident with the inaugural of full-time operation and increased power on January 15th, Leo B. Tyson, vice-president and general manager of KMPC, announced several additions and changes in the staff.

Bob Reynolds, a member of the sales department for the past two years, was promoted to the position of Sales Manager. Reynolds, a former All-American tackle at Stanford, holds the unique record of being the only man to have ever played three complete Rose Bowl games without substitution. Before entering the radio field, Reynolds was in the oil business in Oklahoma and Louisiana.

**New Promotion Head**

William J. Beaton has been named to the important post of Sales Promotion Manager. He has been on the KMPC sales staff for the past three years and will continue active work on sales. Beaton brings to his new position a wide experience in promotion and advertising work. His first affiliation in the field was in the national advertising department of the Cleveland Press. From Cleveland he shifted to Miami, Florida, as Promotion Manager of the Miami News. A few years later, Beaton came to Los Angeles where he continued in newspaper work, first as Promotion Manager of the News, and later as Circulation Promotion Manager of the Examiner.

**Publicity, Engineers, Announcers**

Bill Anderson, recently with KOMA, the CBS outlet in Oklahoma City, and before that for two and a half years with CBS-KNX in Los Angeles as a member of the sales promotion department, has been appointed to direct publicity and public relations and assist Mr. Beaton with sales promotion.

Five men have been added to the KMPC engineering department. All have been with other Los Angeles stations. The four who will be stationed at the new transmitter are: Michael O'Bradovick, formerly with KEHE; D. A. Simmons, formerly with KRKD; Malcolm P. Mobley, Jr., formerly with KGFJ, and Murray H. Link, formerly with KMTR. Ken Woodyatt, formerly with KFOX, has been added as a studio engineer.

Three new announcers have joined the staff. They are, Howard Rhines, formerly with KGA and KHQ, Spokane; Jack Slattery, formerly with KHJ, Los Angeles and KOH, Reno and Owen Babbie, recently with KMTR, Los Angeles, and previously with KOIL, Omaha and KFAB, Lincoln.

**New Programs, CBS Shows Give KMPC Varied Line-Up**

Since KMPC became an associate CBS station for Los Angeles on January 15, its program structure has been undergoing extensive changes. Schedules have been rearranged to allow for the influx of Columbia features and many studio programs have been added to the daily broadcasting line-up.

News, drama, education, music, sports and religion are all well represented on the KMPC schedule. Seven news broadcasts are presented on week days and three on Sunday, with Ted Morde, KMPC news editor supervising the treatment of incoming United Press copy and a special Southern California coverage. An outstanding news feature on the station is "Let's Talk Over The News" with Clete Roberts and Fred Henry, two young commentators whose novel presentation has become a sensation in Los Angeles broadcasting circles.

**Sports Broadcast**

KMPC has always been a sports-minded station, chiefly because its president, G. A. Richards, is one of the greatest sports enthusiasts in this country. In Hal Berger, the station has a man who is recognized to be America's number one baseball recreator. As soon as the major league schedules get under way, Hal will shelve his current sports program to begin his fourth consecutive season of broadcasting these games for KMPC.

A decided scoop for KMPC is the new "Five Sports Final" round-table program which features a group of well known Los Angeles sports writers, including Maxwell Stiles, Gene Coughlin, Ed Krauch, John Connolly, Claude Newman and Mark Kelly. These men have built a large and loyal following in Southern California and their radio audience twice a week on KMPC is practically ready-made.

**GENERAL MANAGER TYSON CALLS HUDDLE**

At the end of the first month of operation on full time with increased power, General Manager Leo B. Tyson called this meeting of his sales staff to congratulate them for a record showing. In the huddle were, left to right: Pete Watts, Doyle Osman, William J. Beaton, Sales Manager Bob Reynolds and Mr. Tyson.



# Congratulations KMPC!

**Postal Telegraph**  
Mackay Radio  
Commercial Cables  
All America Cables  
Canadian Pacific Telegraphs

STANDARD TIME INDICATED  
RECEIVED AT  
TELEPHONE YOUR TELEGRAMS  
TO POSTAL TELEGRAPH

Form 18 8-866-52 NL

BL BEVERLYHILLS CALIF JAN 17 1940  
1015

MR LEO B TYSON  
MANAGER KMPC 9631 WILSHIRE BLVD BEVERLYHILLS CALIF

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SINCERE APPRECIATION THAT YOUR STATION HAS BEEN EXTENDED FULL TIME  
HIGHER FREQUENCY AND BEING NAMED AS AN ADJUNCT TO THE COLUMBIA BROAD-  
CASTING SYSTEM THIS GROWTH WILL MEAN MUCH TO OUR CITY AND ITS RESIDENTS-  
BEST WISHES FOR YOUR CONTINUED SUCCESS

RAYMOND L DUNHAM  
PRESIDENT 1055P

LOSANGELES CALIF 22 616P

G A RICHARDS, MANAGER=  
KMPC STA BV=  
1940 JAN 22 PM 6 33

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# KMPC

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FEBRUARY, 1940

VOL. 1, NO. 1

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Western Storage Co.  
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**1000 WATTS NIGHT - 710 KC.**

**CBS ASSOCIATE STATION**

**LEO B. TYSON, V. P. & GEN. MGR.**



**NOW!**

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January 15, 1940, and  
January 22, 1940.

On the first, KMPC began full-time operation with power increased to 5000 Watts Daytime and 1000 Watts Nighttime and became an optional Los Angeles outlet for the Columbia Broadcasting System.

A week later, "The Station of the Stars" celebrated its new status with a gala half-hour broadcast featuring the five famous entertainment personalities who have recently become members of the KMPC board of directors.

### Illustrious Directorate

KMPC is the third station headed by G. A. Richards of Detroit and Beverly Hills, a pioneer in the broadcasting industry. Associated with Mr. Richards on the new board of directors are Freeman Gosden and Charles Correll, known to radio's millions as "Amos 'n' Andy"; Bing Crosby, colorful Hollywood sportsman and leading singer on the air and in motion pictures; Harold Lloyd, pioneer film comedian and today one of Beverly Hills' leading citizens, and Paul Whiteman, the "Dean of Modern American Music."

Other board members include Leo J. Fitzpatrick, executive vice-president and manager of WJR, Mr. Richards' Detroit station; John F. Patt, vice-president and manager of the Richards Cleveland station, WGAR; P. M. Thomas, secretary-treasurer and Leo B. Tyson, vice-president and general manager of KMPC.

### Increased Coverage

KMPC has purchased and is now using the site and equipment of the former KECA transmitter which was newly constructed in 1938. It is located at 81st Street and Compton Avenue, 6 1/2 miles southeast of Los Angeles.

Field tests and compilations which have just been completed by R. Morris Pierce, consulting engineer, indicate phenomenal improvement in KMPC's signal strength and coverage of Southern California's eight major counties. Pierce says he expects the station to have the third largest listening area of any Los Angeles station.



Four musketeers of KMPC's operation are, left to right: Leo J. Fitzpatrick, Leo B. Tyson, G. A. Richards, and John F. Patt. Fitzpatrick and Patt spent the month of January in Los Angeles assisting general manager Tyson with details of KMPC's shift to full time with increased power.



Four present and one missing. Paul Whiteman, the missing member was busy filling theatre engagements in the East, but a large mural of him furnished the background for this shot. Left to right: Harold Lloyd, Bing Crosby, Charles Correll (Andy) and Freeman Gosden (Amos).



Amos 'n' Andy surround President G. A. Richards to interest him in their Fresh Air Taxicab Company, Incorporated. Left to right: Freeman Gosden (Amos), Mr. Richards and Charles Correll (Andy). KMPC is broadcasting their program for Campbell's Soups, Monday through Friday at 8 p.m. PST.



**HOLLYWOOD DODGE DEALER SIGNS**

There are smiles . . . smiling from left to right: Bob Cook, Used Car Manager; Doyle Osman, KMPC account executive; Dave Rosendale, Sales Manager and Dean Simmons of The Mayers Co., agency handling the Pelton Motor Co. of Hollywood account. The executives of this leading Dodge and Plymouth dealer have just signed a one year contract to sponsor KMPC's new morning feature, "Andy and Virginia", from 7:00 to 8:00 a.m., Monday through Saturday. Pelton has renewed their Sunday hour for six months and are also using daily announcements.

**ANDY AND VIRGINIA NOW ON KMPC**

One of radio's greatest teams is the combination of Virginia (left) and Andy Mansfield (right) who are now a regular week-day feature on KMPC from 7:00 to 8:30 a.m. Their program of songs and happy chatter is building an ever-increasing early morning audience for "The Station of the Stars."

**KMPC'S POPULAR NEWS COMMENTATORS**

Clete Roberts (left) and Fred Henry (right), have become a sensation in Los Angeles news broadcasting circles with their show, "Let's Talk Over the News," heard on KMPC at 10:30 p.m., Monday through Friday. The team has been on the station for 28 weeks presenting a nightly digest of the day's news.

**Tyson Announces Changes, Additions to KMPC Staff**

Coincident with the inaugural of full-time operation and increased power on January 15th, Leo B. Tyson, vice-president and general manager of KMPC, announced several additions and changes in the staff.

Bob Reynolds, a member of the sales department for the past two years, was promoted to the position of Sales Manager. Reynolds, a former All-American tackle at Stanford, holds the unique record of being the only man to have ever played three complete Rose Bowl games without substitution. Before entering the radio field, Reynolds was in the oil business in Oklahoma and Louisiana.

**New Promotion Head**

William J. Beaton has been named to the important post of Sales Promotion Manager. He has been on the KMPC sales staff for the past three years and will continue active work on sales. Beaton brings to his new position a wide experience in promotion and advertising work. His first affiliation in the field was in the national advertising department of the Cleveland Press. From Cleveland he shifted to Miami, Florida, as Promotion Manager of the Miami News. A few years later, Beaton came to Los Angeles where he continued in newspaper work, first as Promotion Manager of the News, and later as Circulation Promotion Manager of the Examiner.

**Publicity, Engineers, Announcers**

Bill Anderson, recently with KOMA, the CBS outlet in Oklahoma City, and before that for two and a half years with CBS-KNX in Los Angeles as a member of the sales promotion department, has been appointed to direct publicity and public relations and assist Mr. Beaton with sales promotion.

Five men have been added to the KMPC engineering department. All have been with other Los Angeles stations. The four who will be stationed at the new transmitter are: Michael O'Bradovick, formerly with KEHE; D. A. Simmons, formerly with KRKD; Malcolm P. Mobley, Jr., formerly with KGFJ, and Murray H. Link, formerly with KMTR. Ken Woodyatt, formerly with KFOX, has been added as a studio engineer.

Three new announcers have joined the staff. They are, Howard Rhines, formerly with KGA and KHQ, Spokane; Jack Slattery, formerly with KHJ, Los Angeles and KOH, Reno and Owen Babbie, recently with KMTR, Los Angeles, and previously with KOIL, Omaha and KFAB, Lincoln.

**New Programs, CBS Shows Give KMPC Varied Line-Up**

Since KMPC became an associate CBS station for Los Angeles on January 15, its program structure has been undergoing extensive changes. Schedules have been rearranged to allow for the influx of Columbia features and many studio programs have been added to the daily broadcasting line-up.

News, drama, education, music, sports and religion are all well represented on the KMPC schedule. Seven news broadcasts are presented on week days and three on Sunday, with Ted Morde, KMPC news editor supervising the treatment of incoming United Press copy and a special Southern California coverage. An outstanding news feature on the station is "Let's Talk Over The News" with Clete Roberts and Fred Henry, two young commentators whose novel presentation has become a sensation in Los Angeles broadcasting circles.

**Sports Broadcast**

KMPC has always been a sports-minded station, chiefly because its president, G. A. Richards, is one of the greatest sports enthusiasts in this country. In Hal Berger, the station has a man who is recognized to be America's number one baseball recreator. As soon as the major league schedules get under way, Hal will shelve his current sports program to begin his fourth consecutive season of broadcasting these games for KMPC.

A decided scoop for KMPC is the new "Five Sports Final" round-table program which features a group of well known Los Angeles sports writers, including Maxwell Stiles, Gene Coughlin, Ed Krauch, John Connolly, Claude Newman and Mark Kelly. These men have built a large and loyal following in Southern California and their radio audience twice a week on KMPC is practically ready-made.

**GENERAL MANAGER TYSON CALLS HUDDLE**

At the end of the first month of operation on full time with increased power, General Manager Leo B. Tyson called this meeting of his sales staff to congratulate them for a record showing. In the huddle were, left to right: Pete Watts, Doyle Osman, William J. Beaton, Sales Manager Bob Reynolds and Mr. Tyson.



# Congratulations KMPC!

**Postal Telegraph**  
Mackay Radio  
Commercial Cables  
All America Cables  
Canadian Pacific Telegraphs

STANDARD TIME INDICATED  
RECEIVED AT  
BEVERLYHILLS CALIF.  
7:30 PM  
Cable No. 3181  
For C. M. Richards  
To POSTAL TELEGRAPH  
Form 18

XS139 66 1 EXTRA RUSH. RM SACRAMENTO CALIF 22 807P  
LEO B TYSON=  
VICE PRESIDENT GENERAL MANAGER KMPC BEVERLYHILLS CALIF=  
I AM HAPPY TO EXTEND KMPC MY HEARTIEST CONGRATULATIONS ON YOUR FULL TIME OPERATION INCREASED POWER AND COLUMBIA NETWORK AFFILIATION WITH THESE NEW AND IMPROVED OPERATING FACILITIES I KNOW KMPC WILL BE IN A POSITION TO RENDER EVEN FINER AND MORE COMPLETE SERVICE THAN EVER BEFORE TO THE RADIO LISTENERS OF SOUTHERN CALIFORNIA WITH BEST WISHES TO YOU AND ALL OF THE KMPC STAFF SINCERELY=  
CULBERT L OLSON GOVERNOR OF CALIFORNIA.

CLASS OF SERVICE  
This is a full-rate Telegram or Cablegram unless the character is indicated by a suitable symbol above or preceding the address.

NEWCOMB CARLTON  
CHAIRMAN OF THE BOARD  
1940 JAN 22 PM 3 25

SQ254 112 GOVT 1 EXTRA= WASHINGTON DC 15 608P  
GEORGE A RICHARDS=  
PRESIDENT RADIO STATION KMPC 9631 WILSHIRE LOSA=  
AS KMPC BEGINS FULL TIME OPERATION TODAY IT GIVES ME PLEASURE TO CONGRATULATE YOU, YOUR ASSOCIATES AND YOUR LISTENERS. WE HAVE BEEN ADVISED OF THE UNIQUE OPERATING STRUCTURE YOU HAVE ESTABLISHED. WITH OUTSTANDING PERSONALITIES OF THE ENTERTAINMENT WORLD SITTING ON YOUR BOARD OF DIRECTORS, THEY SHOULD IMPART TO YOU AS A BROADCASTER A MORE INTIMATE APPRECIATION OF PROGRAMING. CONVERSELY THOSE WHOSE BACKGROUND HAS BEEN RESTRICTED TO ENTERTAINMENT SHOULD ACQUIRE A MORE WHOLESOME UNDERSTANDING OF THE PUBLIC INTEREST OBLIGATION WHICH IS THE KEYSTONE OF AMERICAN BROADCASTING. WITH ITS NEW PLANT, EQUIPMENT AND FULL TIME AUTHORIZATION, KMPC BROADENS THE SCOPE OF ITS SERVICE AND SHOWS A COMMENDABLE AWARENESS OF ITS PUBLIC SERVICE OBLIGATION=  
JAMES LAWRENCE FLY CHAIRMAN FEDERAL COMMUNICATIONS COMMISSION.

**WESTERN UNION**  
P. O. WHITE  
NEWCOMB CARLTON  
CHAIRMAN OF THE BOARD  
1940 JAN 22 PM 3 25

SQ208 20=WUX LOSANGELES CALIF 22 314P  
KMPC=  
BEVERLYHILLS CALIF=  
PLEASE ACCEPT MY SINCERE CONGRATULATIONS ON YOUR JOINING COLUMBIA NETWORK. BEST WISHES TO YOU AND YOUR NEW BOARD OF DIRECTORS=  
WALT DISNEY.

**Postal Telegraph**  
Mackay Radio  
Commercial Cables  
All America Cables  
Canadian Pacific Telegraphs

STANDARD TIME INDICATED  
RECEIVED AT  
BEVERLYHILLS CALIF  
JAN 17 1940  
Form 18

BL BEVERLYHILLS CALIF JAN 17 1940  
1015  
MR LEO B TYSON  
MANAGER KMPC 9631 WILSHIRE BLVD BEVERLYHILLS CALIF  
ON BEHALF OF THE BEVERLYHILLS CHAMBER OF COMMERCE I WISH TO EXPRESS SINCERE APPRECIATION THAT YOUR STATION HAS BEEN EXTENDED FULL TIME HIGHER FREQUENCY AND BEING NAMED AS AN ADJUNCT TO THE COLUMBIA BROADCASTING SYSTEM THIS GROWTH WILL MEAN MUCH TO OUR CITY AND ITS RESIDENTS. BEST WISHES FOR YOUR CONTINUED SUCCESS  
RAYMOND L DUNHAM  
PRESIDENT 1055P

**Postal Telegraph**  
Mackay Radio  
Commercial Cables  
All America Cables  
Canadian Pacific Telegraphs

STANDARD TIME INDICATED  
RECEIVED AT  
LOSANGELES CALIF  
JAN 22 1940  
Form 18

G A RICHARDS, MANAGER=  
KMPC STA BV=  
ON BEHALF OF THE PEOPLE OF LOSANGELES MAY I EXPRESS THE APPRECIATION OF THE COMMUNITY FOR THE ENLARGED PUBLIC SERVICE TO BE RENDERED IN THE FIELD OF EDUCATION AND ENTERTAINMENT THROUGH THE INCREASED FACILITIES OF KMPC BROADCASTING CHAIN MAY YOUR LISTENING AUDIENCE INCREASE EVEN FASTER THAN THE POPULATION OF LOSANGELES SINCERELY=  
FLETCHER BOWMAN MAYOR.

## STAR LINES ★ ★ ★

KMPC's Wilshire Boulevard studios in Beverly Hills were the scene of feverish activity on the night of January 22nd in preparation for the dedicatory broadcast . . . President G. A. Richards in the lobby greeting his new board of directors and pinning a small blue and white KMPC "booster" button on each distinguished lapel . . . John Scott Trotter polishing his musical arrangements in a final rehearsal . . . Bing Crosby running through his two songs . . .

★ ★ ★

Studio "A" so overflowing with musicians and announcers that Harold Lloyd, Mr. Richards and General Manager Leo B. Tyson, who introduced him, did their portion of the opening broadcast from smaller Studio "B" . . . Big, jovial Don Wilson handled the master of ceremonies spot without a hitch . . . Amos 'n' Andy presented one of their inimitable sketches which incorporated a hilarious imaginary meeting of the new KMPC board of directors . . . the half-hour program finished ten seconds ahead of its deadline . . .

★ ★ ★

Construction will soon be completed which will greatly improve KMPC's studio facilities. The former announce booth is being converted into a control booth for Studio "A" and Studio "B" is being rearranged to include a new announce booth which will be closer to the master control booth . . .

★ ★ ★

"Meet the Author," popular KMPC feature moves from its Saturday afternoon spot to a new time, 4:30 p.m. on Wednesdays. Albert Brush will continue to present the outstanding literary personalities. Recent guests have included Jacques Deval, Phyllis Bottome, Edwin Corle, and Oliver St. John Gogarty . . . the new KMPC staff orchestra is now rehearsing diligently under the direction of Musical Director Oliver Alberti . . .

## "FIVE SPORTS FINAL" NEW KMPC FEATURE



Five of Los Angeles' leading sports writers present this new feature on KMPC every Monday and Thursday night at 6:30 p.m. The round-table is devoted to general sports topics with a special section devoted to answering questions sent in by listeners. The experts are, left to right: Claude Newman; Maxwell Stiles; Ed. W. Krauch; Ted Yerxa, master of ceremonies; Gene Coughlin and John Connolly.

## KATHLEEN NORRIS HEARD ON KMPC



On February 5th, Kathleen Norris, famous author and national president of the League of Mothers of America, made an exclusive appearance on KMPC during her Los Angeles stay. Pictured here just before the broadcast are, left to right: Mrs. Lucille Millikin, Southern California field secretary; Arthur Faust, KMPC program director, and Mrs. Norris. Mrs. Millikin presents a weekly program for the organization on KMPC at 6:00 p.m. Mondays.



# HERE'S ANOTHER FRONT PAGE STORY!

**NOW!**  
5000 WATTS DAYTIME  
1000 WATTS NIGHTTIME  
710 KC.

# KMPC

## *News and Views*

FROM "THE STATION OF THE STARS"

BEVERLY HILLS - LOS ANGELES

**NOW!**  
C.B.S. ASSOCIATE STATION  
"COVERS SOUTHERN CALIFORNIA  
LIKE THE SUNSHINE"

FEBRUARY, 1940

VOL. 1, NO. 1

## RECORD SET FOR NEW BUSINESS AND RENEWALS

What was that old line about shooting fish in a barrel?  
With full time, increased power and a vastly improved  
program structure to work with, the K M P C sales staff  
brought in a record total of 81 new contracts and renewals  
during the month of January. More than 70% of this  
business was from NEW K M P C advertisers. You'll be in  
this kind of company when you buy the station that covers  
Southern California like the sunshine:

F. J. Airey Co., Inc.  
Arrowhead Beverage Co.  
Baron's Lamp Shop  
Beauty Counselors, Inc.  
Beckman Furs  
Bekins Van & Storage Co.  
Belem Products Co.  
Broadway-Hollywood Dept. Store  
Brown's Clothing Co.  
Cambria Development Co.  
Campbell Soup Co.  
Campbell Cleaners  
Colonial Shops  
Colusa Cosmetic Co.  
Crossroads of The World  
Cubbison Cracker Co.  
Cubbison Mfg. Co.  
Di-Mon-Glo Day  
Downtown Dollar Day  
Dr. Reed Shoe Stores  
Eastern-Columbia Dept. Store  
Farley's Clothing Co.  
First Federal Savings & Loan  
Fitzsimmons Stores, Ltd.  
Frances Wilshire Bookshop  
Gardner Nursery Co.  
Golden State Dept. Store  
Guaranty Union Life Ins. Co.

Harry Brooks Men's Clothes  
Hoffman Candy Co.  
Hollycraft Sales Co.  
Howard Automobile Co.  
Innes Shoe Co.  
Irene Johnston, Ltd.  
Isabel Draesamer  
Jones Grain Co.  
Kay's Beverages, Inc.  
Kelly Kar Co.  
Kenney Food Products Co.  
Kerchief Bar, The  
Klein's Jewelry Co.  
Knox Co., The  
Le Roy Gordon Beauty Salon  
Loma Linda Food Co.  
Loma Van & Storage Co.  
Lyon Van & Storage Co.  
Mark Markoff Studio  
McKee School of Music  
Modern Furniture Store Co.  
Mullen & Bluet Men's Clothes  
Muller Bros. Service Station  
Murphy Motors  
Nelson Furniture Co.  
Octanizer Co., The  
O'Keefe & Merritt Co.  
Pelton Motor Co.

Pierce Bros. Mortuary  
Pilgrim Products Co.  
Platt Radio Stores  
Podolor Motors, Inc.  
Power Seal Co.  
Radio Realty Associates  
Reid Murdoch & Co.  
H. M. S. Richards  
Robert Balzer Food Co.  
Rogers Shoe Co.  
San Pedro Fish Exchange  
Santa Catalina Island  
School of Radio Arts  
Sears, Roebuck & Co.  
Seven-Up Bottling Co.  
Soil Off Mfg. Co.  
Sports Weekly  
Stevenson Motor Car Co.  
Swanfeldt Awning, Roof & Tent Co.  
Union Pacific Railroad  
Vogel & Hathaway Cosmetics  
Waggoner's Service Station  
Warner Bros. Theatres  
Washington Furniture Co.  
Weber Baking Co.  
Western Storage Co.  
Wetherby-Kayser Co.

# KMPC

**BEVERLY HILLS - LOS ANGELES**

**NOW - 5000 WATTS DAY**

**1000 WATTS NIGHT - 710 KC.**

**CBS ASSOCIATE STATION**

**LEO B. TYSON, V. P. & GEN. MGR.**