

DIRECTORY OF STANDARD BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

CALIFORNIA (Continued)

City	Call Letters Date Estab.	Frequency Power (watts)	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Service
RED BLUFF	KBLF 1946	1490 250	Robert L. Weeks 346 Oak St. 354	William B. Murphy, Gen. Prog. & Prom. Mgr. Wayne Thornton, Jr., Coml. Mgr.	Howard L. Parsons, Chief Engr. Gene Grant Lang-Worth World AP
REDDING	KVCV 1938	600 1,000	Golden Empire Broad- casting Co. Inc. Merced	MBS Don Lee	Hugh McClung, Pres. & Gen. Mgr. Fred M. Stuelpnagel, Local Mgr. H. E. McCarty, Coml. Mgr.	Lyle Mathis, Prog. Dir. Robert Hoskins, Prom. Mgr. Russell Pope, Chief Engr. Grant Standard Cole UP
RIVERSIDE	KPRO 1941	1440 1,000	Broadcasting Corp. of America 3401 Russell St. 6290	Calif. Rural	W. L. Gleeson, Pres. & Gen. Mgr. Richard Williams, Coml. Mgr.	Doris Mann, Prog. Dir. William Simpson, Prom. Mgr. Stan Reynolds, Chief Engr. Pearson World Associated MacGregor AP
SACRAMENTO	KCRA 1945	1320 1,000	Central Valleys Broad- casting Co. 10th & Jay Sts. 2-0758	NBC	Ewing C. Kelly, Partner. Gen. & Coml. Mgr.	Robert R. Alexander, Prog. Dir. Marvin D. Myers, Chief Engr. Weed Capitol World AP
SACRAMENTO 1	KFBK 1922	1530 10,000; CP-50,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	ABC	Eleanor McClatchy, Pres. Leo O. Rickets, Station Mgr. Dick Brothers, Sales Mgr.	James Eakins, Prog. Mgr. Austin Chaney, Prom. Dept. Stam Sronce, Chief Engr. Raymer Thesaurus AP, UP
SACRAMENTO 14 ...	KROY 1937	1240 250	Harmco Inc. Hotel Sacramento 3-2525	CBS	Clyde F. Coombs, Vice Pres. & Gen. Mgr. Benton Paschall, Coml. Mgr.	William J. Ratcliff, Prog. & Prom. Mgr. Howard Martineau, Chief Engr. Avery-Knodel Associated UP, INS
SACRAMENTO 16 ...	KXOA 1945	1490 250	Sacramento Broadcasters Inc. 1617 30th St. 6-4728	MBS Don Lee	Lincoln Dellar, Pres. & Gen. Mgr. Morton Sidley, Coml. Mgr.	Lincoln W. Miller, Prog. Dir. & Chief Engr. Young Western Radio Associated Lang-Worth UP
SALINAS	KSBW 1947	1380 1,000	De Haven Hall and Oates P.O. Box 667 21635	MBS Don Lee	J. M. Hall, Pres., Gen. Mgr. & Chief Engr. W. M. Oates, Station Mgr.	J. W. Tressel, Coml. Mgr. W. M. Oates, Prog. Dir. Western Radio Standard AP
SAN BERNARDINO .	KCSB (Construction permit)	1350 500-D	San Bernardino Valley Broadcasting P.O. Box 486 651-82	Woodrow Miller, Pres. Richard T. Sampson, Gen. Mgr. & Prog. Dir. Ed Blockinger, Coml. Mgr.	Jean Evans, Prom. Mgr. Donald Kerr, Chief Engr. Griffith Lang-Worth MacGregor AP
SAN BERNARDINO .	KFXM 1929	590 1,000	Lee Bros. Broadcasting Co. 512 5th Street 4761	MBS Don Lee	J. Clifford Lee, Pres. & Senior Partner Eugene W. Lee, Gen. Mgr. & Junior Partner Don S. Cummings, Coml. Mgr.	Larry T. Shields, Prog. Dir. Eugene W. Lee, Prom. Mgr. George Ewing, Chief Engr. Blair World UP
SAN BERNARDINO .	KITO 1947	1,000 1,000	San Bernardino Broad- casting Co., Inc. 569 Fourth St. 7807	ABC	Carl Harmon, Pres. Robert E. Bausman, Gen. & Coml. Mgr.	Charles B. Foll, Prog. Dir. Owen Ford, Chief Engr. Hollingbery Capitol UP
SAN BERNARDINO .	KRNO 1946	1240 250	Western Empire Brcstrs. Inc. 990 Colton Ave. 2-4282	Van C. Newkirk, Chief Owner Norman H. Rogers, Gen. & Coml. Mgr.	James W. Gerrard, Pres. & Prom. Mgr. George W. Brock, Vice Pres., charge of Engrng. ForJoe Standard AP
SAN DIEGO 1	KFMB 1941	1450; CP-550 250; CP-1,000	Jack Gross Bcstg. Co. 1375 Pacific Blvd. Main 2114	ABC	Jack Gross, Owner, Gen. & Coml. Mgr.	John Harrison, Prog. Dir. Robt. E. Lee, Jr., Chief Engr. Branham SESAC Standard AP
SAN DIEGO 12	KFSD 1926	600 5,000	Airfan Radio Corp. 326 Broadway Franklin 6353	NBC	Thomas E. Sharp, Pres. M. R. Harris, Mgr. Larry L. Scalf, Coml. Mgr.	Alys Phreaner, Prog. Dir. John Merino, Chief Engr. Raymer Thesaurus UP
SAN DIEGO 1	KGB 1928	1360 1,000	Don Lee Holding Co. 1017 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee, Pres. F. D. Ide, Gen. Mgr. Hobby Myers, Coml. & Prom. Mgr.	James E. Dillon, Prog. Dir. William G. Collins, Chief Engr. Jerry Lee Pecht, Prod. Mgr. Blair World UP
SAN DIEGO	KLIK (Construction permit)	750 5,000	Balboa Radio Corp.		
SAN DIEGO 12	KSDJ 1946	1170 5,000-LS 1,000-N	Clinton D. McKinnon 5th & Ash Sts. Franklin 1315	CBS	Clinton D. McKinnon, Pres. Edgar L. Tidwell, Mgr. Amos Baron, Coml. Mgr.	Fred T. Foster, Traffic Mgr. Lisle Shoemaker, Prom. Mgr. Charles Sherburne, Chief Engr. Free & Peters Capitol SESAC UP
SAN DIEGO 1	KSON 1947	1240 250	Studebaker Broadcasting Co. Maryland Hotel Franklin 5175	John Ward Studebaker, Pres. Gordon Studebaker, Execu- tive Dir. Fred Rabell, Gen. & Coml. Mgr.	Carl Greene Jr., Prog. Dir. Dorothy Johnson, Prom. Mgr. William Tomberlain, Chief Engr. Griffith Lang-Worth Capitol Cole AP
SAN DIEGO	KUSN 1947	1510 5,000-LS 1,000-N	San Diego Broadcasting Co. 1029 Second Ave. Main 2041	Jack Heintz, Asst. to Pres. & Gen. Mgr. Paul Jones, Station Mgr.	Wilson Edwards, Prog. Dir. Vern Milton, Chief Engr. ForJoe Associated Lang-Worth UP
SAN DIEGO 1	KYOR 1947	1130 250-D; CP-5,000	Silver Gate Broadcasting San Diego Hotel Franklin 9-5121	John A. Bohn, Gen. Mgr. Pete Watts, Coml. & Prom. Mgr.	William W. Phreaner, Prog. Dir. Ben Lefk, Chief Engr. Grant Standard SESAC MacGregor AP
SAN FERNANDO	KGIL 1947	1260 1,000	San Fernando Valley Broadcasting Co. 4919 Van Nuys Blvd. Sherman Oaks, Cal. State 4-6291	J. G. Paltridge, Pres. & Gen. Mgr. W. L. Smith, Coml. Mgr.	Bob Seal, Prog. Dir. Capitol Standard UP