

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	
SAN FRANCISCO 9..	KFRC 1924	610 5,000	Don Lee Holding Co. 1000 Van Ness Ave. Prospect 5-0107	MBS Don Lee	Thomas S. Lee, Pres. William D. Pabst, Gen. Mgr. Merwyn L. McCabe, Coml. Mgr.	Mel Venter, Prog. Dir. Robert L. Templeton, Prom. Mgr. E. G. Underwood, Chief Engr.	Blair World AP, INS
SAN FRANCISCO 4..	KGO 1924	810 50,000	American Broadcasting Co. 155 Montgomery St. Exbrook 2-8544	ABC	Mark Woods (ABC) Pres. Gayle V. Grubb, Gen. Mgr. Kirk Torney, Coml. Mgr.	Boyce Wright, Prog. Dir. Robert Laws, Prom. Mgr. A. E. Evans, Chief Engr.	ABC Spot Capitol Associated Standard AP, UP, INS
SAN FRANCISCO 9..	KJBS 1925	1100 1,000 L-WTAM	KJBS Broadcasters 1470 Pine Street Ordway 3-4148	Edwin P. Franklin, Gen. Mgr. Stanley G. Breyer, Coml. Mgr.	Charles F. Pendleton, Prog. Dir. Wayne Berthold, Chief Engr.	Headley-Reed Standard MacGregor Lang-Worth Associated AP, INS
SAN FRANCISCO 2..	KNBC 1922	680 50,000	National Broadcasting Co. Taylor & O'Farrell Sts. Graystone 4-8700	NBC	Niles Trammell (NBC) Pres. John W. Elwood, Gen. Mgr. Alfred W. Crapsey, Coml. Mgr.	Harry Bubeck, Prog. Dir. Ethel Gilchrist, Prom. Mgr. Curtis Peck, Chief Engr.	NBC Spot Standard Thesaurus AP, UP, INS
SAN FRANCISCO 5..	KQW 1912	740 5,000	Pacific Agricultural Foundation Ltd. 140 Jesse St. Exbrook 2-3233	CBS	Ralph R. Brunton, Pres. C. L. McCarthy, Gen. Mgr. Richard E. Goebel, Sales Mgr.	Fred Ruegg, Prog. Dir. Walter S. Zahrt, Prom. Mgr. Alan N. Cormack, Chief Engr.	Petry MacGregor Standard AP, UP
SAN FRANCISCO 3..	KSAN	1450 250	Golden Gate Broadcast- ing 1355 Market St. Market 1-8171	S. H. Patterson, Pres. Lee Mikesell, Gen. Mgr.	Clint Sherwood, Prog. Dir. Norwood Patterson, Chief Engr.	Rambeau Lang-Worth AP
SAN FRANCISCO 6..	KSFO 1925	560 5,000-LS 1,000-N	The Associated Broad- casters Inc. Mark Hopkins Hotel Exbrook 2-4567	W. I. Dumm, Pres. Philip G. Lasky, Vice Pres. & Gen. Mgr. John G. Campbell, Sales Mgr.	Keith Kerby Lakin, Prog. Dir. Patricia Harris, Prom. Mgr. A. E. Towne, Director of Engrng.	Bolling Associated Standard UP, INS
SAN FRANCISCO 3..	KYA 1926	1260 5,000-LS 1,000-N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2-2536	Dorothy Thackrey, Owner Bartley C. Crum, Pres. Don Fedderson, Exec. Vice Pres. & Gen. Mgr.	David E. Lundy, Coml. & Prom. Mgr. Verne Wilson, Prog. Dir. Paul C. Schulz, Chief Engr.	Young World AP, UP, INS
SANGER	KSGN 1947	900 1000-D	Radio Sanger Co. P.O. Box 338 490	Edward L. Terry, Gen. Mgr. Albert Blain, Coml. Mgr.	Wilson Monroe, Prog. Dir. Lyman Treaster, Chief Engr.	Universal World UP
SAN JOSE 3	KEEN 1947	1370 1,000	United Broadcasting Co. Hotel De Anza Columbia 1370	George M. Mardikian, Pres. Floyd Farr, V.P. & Gen. Mgr. George Snell, Secy., Treas., & Prog. Dir.	Harold Woolley, Prom. Mgr. J. S. Stevens, Chief Engr.	Forjoe Associated MacGregor UP
SAN JOSE 17	KLOK 1946	1170 5,000-D	Valley Broadcasting Co. 40 W. San Antonio St. Columbia 1483	E. L. Barker, Pres. & Gen. Mgr. Richard Ryan, Coml. Mgr.	Ruth Poindexter, Prog. Dir. J. T. Binduer, Chief Engr.	Gene Grant Cooke Capitol AP
SAN JOSE	KQW		(See listing under San Francisco)			
SAN JOSE	KSJO 1946	1590 1,000-LS 500-N	Santa Clara Broadcast- ing Co. P.O. Box 995 Ballard 3660	Donald H. Telford, Gen. Mgr.	Norman Paul, Prog. Dir. Lawrence King, Chief Engr.	Grant World Standard UP
SAN JOSE 17	KXRX (Construction permit)	1500 1,000	San Jose Broadcasting Co. 266 S. First St. Columbia 1397	Joe E. Levitt, Pres.		
SAN LUIS OBISPO ..	KPIK (Construction permit)	1340 250	San Luis Obispo Broad- casting Co. 1130 Garden St.	James L. Harris } S. H. Frowein } Partners Aram S. Rejebian } Emma Widman }	James L. Harris, Gen. Mgr. Aram S. Rejebian, Coml. Mgr. Charles C. Squires, Chief Engr.	Moore World Capitol UP
SAN LUIS OBISPO ..	KVEC 1937	920 1,000-LS 500-N	Christina M. Jacobson Mt. View & Hill Sts. 1100	MBS Don Lee	Christina M. Jacobson, Pres. Les Hacker, Gen. Mgr. Joe Shuttleworth, Coml. Mgr.	Robert Wilton, Prog. Dir. Larry Haggerty, Prom. Mgr. Earle Travis, Chief Engr.	Grant Thesaurus Standard AP
SAN MATEO	KSMO 1947	1550 1,000	Amphlett Printing Co. 811 B Street 4-2594	J. Hart Clinton, Pres. John H. Schacht, Gen. Mgr.	W. Bill DeMarco, Prog. Dir. H. Neil Black, Chief Engr.	Grant Lang-Worth Standard AP, UP
SAN MATEO 1	KVSM 1946	1050 250-D	San Mateo County Broad- casters 279 Baldwin Ave. 4-4385	Hugh H. Smith, Pres. Gordon D. France, Gen. Mgr. Robert M. Bruce, Coml. Mgr.	Clenton W. Price, Prog. Dir. Frank M. Campbell, Prom. Mgr. Merwyn F. Planting, Chief Engr.	Cooke Gene Grant Capitol Associated SESAC UP
SAN RAFAEL	KTIM 1947	1510 1,000-D	Marin Broadcasting Co. Inc. 1117 Fifth Ave. 1510	Roy A. Brown, Pres. Ernest L. Smith, V. P. & Gen. Mgr. Alan Johnstone, Coml. Mgr.	Beth McVicar, Prog. Dir. & Coml. Mgr. Melvin Murphy, Chief Engr.	Lang-Worth AP
SANTA ANA	KVOE 1926	1480 1,000	The Voice of the Orange Empire Inc. Ltd. 206 North Main Street 4901-R	MBS Don Lee	Ernest L. Spencer, Pres. & Gen. Mgr. L. S. Nicholson, Comr. Mgr.	Wallace S. Wiggins, Prog. Dir. & Chief Engr. Ames Fischer, Prom. Mgr. Paul Donner Spencer, Nat'l Sales Mgr.	Grant Standard MacGregor SESAC