

# 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
SANTA BARBARA ...	KDB 1926	1490 250	Don Lee Holding Co. 1309 State Street 4131	MBS Don Lee	Lewis Allen Weiss, Gen. Mgr. Edward K. Kemble, Station Mgr. James S. Blomfield, Coml. Mgr.	Donald Roberts, Prog. Dir. Forrest Choate, Chief Engr.  Blair World UP
SANTA BARBARA ...	KIST 1946	1340 250	Harry C. Butcher Balboa Bldg. 3981	NBC	Harry C. Butcher, Pres. Fin Hellinger, Gen. & Coml. Mgr.	Mary Ann Casey, Prog. Dir. Warene Cliburn, Prom. Mgr. Philip C. Little, Chief Engr.  McGillvra Associated Capitol UP
SANTA BARBARA ...	KTMS 1937	1250 1,000	News Press Publishing Co. De la Guerra Plaza 6111	ABC	Thomas M. Storke, Pres. Charles A. Storke, V. P. Kenneth E. Peters, Gen. Mgr.	Earle W. Headrick, Coml. Mgr. John Willis, Prom. Mgr. Albert A. Nicolay, Chief Engr.  Raymer Lang-Worth AP
SANTA CRUZ .....	KRUZ (Construction permit)	1460 1,000-D	Monterey Bay Broadcast Co. 133 Middlefield Road. Palo Alto, Calif.	.....	L. John Miner } Taft R. Wrathall } Partners Grant R. Wrathall }	
SANTA CRUZ .....	KSCO 1947	1080 1,000-D	Radio Santa Cruz 21 Locust St.	.....	Charles Vernon Berlin } Fred D. McPherson, Jr. } Partners Mahlon D. McPherson }	
SANTA MARIA .....	KCOY 1947	1400 250	News Press Publishing Co. 114 W. Cook St. 104	ABC	Thomas M. Storke, Pres. Frank B. Weitmer, Gen. Mgr. Kenneth Morton, Coml. Mgr.	Duane F. Johnson, Prog. Dir. Emmet Ferguson, Chief Engr.  Raymer Lang-Worth AP
SANTA MARIA .....	KSMA 1946	1450 250	Hugh G., Charles A., & Mareby Cardella Shurt- liff and Cleo Agnes Center P.O. Box 407 24	.....		Griffith Associated
SANTA MONICA ....	KOWL 1947	1580 5,000-D	Arthur H. Croghan Ambassador Hotel 5-1580	.....	Arthur H. Croghan, Pres. & Coml. Mgr. Clay Osborne, Gen. Mgr. & Prog. Dir.	John Morecroft, Chief Engr.  Walker Associated Standard UP
SANTA PAULA .....	KSPA (Construction permit)	1400 250	Town Talk Broadcasting Co. P.O. Box 112 1400	.....	F. Clinton Jones, Gen. Mgr., Sales Prom. Mgr.	Maj. Claude Turner, Chief Engr.  Associated World Cole AP
SANTA ROSA .....	KSRO 1937	1350 1,000	Ruth W. Finley 425 Mendocino Ave. 110	.....	Ruth W. Finley, Pres. Eddie Handley, Gen. Mgr. Lee Fleming, Coml. Mgr.	Jack Murphy, Prog. Dir. Vern Hassett, Chief Engr.  Grant AP, UP
STOCKTON 7 .....	KGDM 1926	1140 5,000	E. F. Peffer 519 E. Market St. 4-4551	CBS	E. F. Peffer, Pres. E. Smith, Gen. & Coml. Mgr. V. Swan, Prog. Dir.	A. Lubersky, Prom. Mgr. M. B. Greene, Chief Engr.  Blair World INS
STOCKTON .....	KSTN (Construction permit)	1420 1,000	San Joaquin Broadcast- ing Co. 311 California St., San Francisco, Calif.	.....	A. Dwight Newton } W. H. Wood } Partners A. John Anton } Charles F. Green }	
STOCKTON 7 .....	KWG 1921	1230 250	McClatchy Broadcasting Co. Hotel Wolf 5-5728	ABC	Eleanor McClatchy, Pres. Howard L. Bailey, Station Mgr.	James E. Longe, Prog. Mgr. Russell Bennett, Chief Engr.  Raymer Capitol MacGregor SESAC AP, UP
STOCKTON .....	KXOB 1947	1280 1,000	Valley Broadcasting Co. 2013 Pacific Avenue 5-5896	MBS Don Lee	Lincoln Dellar, Pres. Herb N. Ferguson, Gen., Coml. & Prom. Mgr.	Earle Russell, Prog. Dir. Walt Berger, Chief Tech- nician.  Young Western Associated UP
SUSANVILLE .....	KSUH (Construction permit)	1240 250	Hollowell & McKahan	.....		UP
TAFT .....	KTKR (Construction permit)	1310 500-D	Taft Broadcasting Co. Box 125, Rt. 2, Visalia, Calif.	.....	Kenneth Aitken } Geo. J. Tschumy } Partners	
TULARE .....	KCOK 1945	1240; CP-1270 250; CP-1,000	Herman Anderson P.O. Box 119 800	MBS Don Lee	Herman Anderson, Pres. Sheldon Anderson, Gen. Mgr. Richard Wegener, Coml. Mgr.	Joe Drilling, Prog. Dir. Wanda Woods, Prom. Mgr. James Morrison, Chief Engr.  Young Western Ra Standard Associated SESAC UP
UKIAH .....	KUKH (Construction permit)	1400 250	Wm. Edwin Richardson	.....		UP
VALLEJO .....	KGWY	1190 250-D	California-Nevada Broad- casting Co.	.....	Hubert Q. Joucken } David McKay } Partners	
VENTURA .....	KVVC (Construction permit)	1590 1,000	Voice of Ventura Co. Ventura Hotel 6185	.....	William H. Haupt, Pres. John W. Swallow, V. P. & Gen. Mgr. Alan LaVine, V. P., Coml. & Prom. Mgr.	Aubrey Ison, Prog. Dir. & Chief Anncr. William Pickering, Chief Engr.  Grant Thesaurus Standard SESAC AP
VENTURA .....	KVEN (Construction permit)	1450 250	Coast Ventura Co.	.....		