

SAN JOSE

KEEN 1947	1370 1,000 DA-1	United Bcstg. Co., Inc. Hotel De Anza Cypress 4-0344	Grant	George M. Mardikian, p Floyd Farr, gm Robert Blum, cm & sd	George Snell, pd & pmm Willis Green, ce	Glenn Dunham, fd Jean Martin, wd UP Ray.
KLOK 1946	1170 5,000-LS (CP) 5,000-LS 1,000-N DA-N	Valley Bcstg. Co. P. O. Box 967 Cypress 3-3445	Pearson	E. L. Barker, p & gm Richard E. Ryan, cm	Ruth Poindexter, pd & wd Billy Cunningham, ce	R. A. Poindexter, nd Bob Custer, sd AP RCA
KSJO 1946	1590 1,000-LS 500-N DA-N	Santa Clara Bcstg. Co. P. O. Box 995 Cypress 3-8030	LBS	Patrick H. Peabody, p Charles F. Mallory, vp & gm	Richard W. O'Donnell, slm Norman Paul, pd & asst. m, n & fd	Jan Jarvis, pmm & wd Bob Webb, ce Frank Herron, sd Wld. UP WE
KSJO-FM 1947	Ch. 237 (A) 95.3mc 1kw					 GE
KXRK 1948	1500 1,000 DA-2	San Jose Bcstg. Co. P. O. Box 187 Cypress 2-5080	Western Moore	J. E. Levitt, p & gm Gordon Graham, c & pmm	Frank G. Kilpatrick, pd & nd	Frank Glass, ce UP RCA

SAN LUIS OBISPO

KATY 1949	1340 250	San Luis Bcstg. Co. Carpenter Bldg. 3171	ABC Western	John R. Rider, ptrn. & gm Morden R. Buck, ptrn.	D. D. MacLeod, cm Chap Rollins, pd & fd James H. Eaken, ce	Alan Bowles, music d Joe Doran, nd Cliff Rettig, sd UP Ray.
KVEC 1937	920 1,000-LS 500-N	Christina M. Jacobson 851 Higuera St. 1100	MBS, KBS Don Lee Grant	Christina M. Jacobson, p Les Hacker, gm Joseph Shuttleworth, cm	Arthur Hapgood, pd Hugh Harling, pmm & sd Dale Schwartz, ce	Don Mitchell, n & fd Evelyn Mitchell, wd St. AP RCA

SAN MATEO

KEAR 1947	1550 1,000 DA-N	Bay Radio Inc. 811 S. B St. Diamond 4-2594	Grant Good Music Bcstrs.	Stephen A. Cisler, p Howard J. Smiley, vp & gm	Douglas Pledger, pd Douglas F. Mariska, ce	Lucille Seese, music d UP Ray.
KVSM 1946	1050 250-D	Hugh H. Smith 279 Baldwin Ave. Diamond 4-2541	Walker	Hugh H. Smith, p Gilbert L. Bond, gm	Frank Livermore, office m	Merwyn F. Planting, ce Cole UP Tem.

SAN RAFAEL

KTIM 1947	1510 1,000-D	Marin Bcstg. Co. 1117 Fifth Ave. 1510		Roy A. Brown, p Hugh Turner, vp	Clifford Trotter, cm Peter Miller, pd	Virginia Steiner, pmm Kitty Oppenheimer, wd UP Ray.
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SANTA ANA

KVOE 1926	1480 1,000 DA-N	The Voice of the Orange Empire Inc., Ltd. 105 E. 5th St. Kimberly 3-8321	MBS Don Lee Pearson	Ernest L. Spencer, p & gm Donner P. Spencer, cm	Deane S. Long, sm George Marshall Dewey, pd	Bob Gleeson, pmm & sd Stanley G. Guenther, ce Art Sipherd Jr., nd Cap., Mac. UP RCA
KVOE-FM 1947	Ch. 244 (B) 96.7mc 1kw					 GE

**IN
NORTHERN
CALIFORNIA
THE
BIG TEN
IS
COVERED
BY
KYA**

**Pulse Inc. May through October 1951
Shows K Y A Leading All
8 Bay Area Independents**

**The
BIG TEN
2,711,374
PEOPLE
"PLUS"**

1950 U. S. Bureau of Census
Estimated Population

- (1) San Francisco Co. 760,381
- (2) Alameda Co. 734,740
- (3) San Mateo Co. 234,030
- (4) Santa Clara Co. 288,852
- (5) Santa Cruz Co. 65,920
- (6) Contra Costa Co. 297,400
- (7) Solano Co. 102,174
- (8) Napa Co. 40,453
- (9) Sonoma Co. 102,685
- (10) Marin Co. 84,739

**IN KYA'S PRIMARY
COVERAGE**