

CALLS AND SLOGANS

Compiled by Glenn Hauscr, Box 62, Von Ormy, TX, 78073

Gene Martin says, "The call letters of many radio stations today serve as eloquent reminders of that station's origin years ago. They often preserve the initials of the original owner while other may recall a former slogan which has long since been forgotten. My memory on these things goes back to 1925, and reviewing some of them becomes a nostalgic ramble down through the years of U.S. radio. There is more meaning in call letters than you might think. . . . But this is 1972, and does anybody give a damn?"

We'll find out, Gene, with this introductory listing of calls and slogans. Everyone is invited to send in lists for future publication. Alphabetical order and the same format used here will be appreciated! We are omitting the obvious ones known to all, the ones obviously derived from the city and/or state of the station, and a few relating to the frequency. It is not always clear whether the call was applied for to fit an already existing slogan or name - or the slogan was made up afterwards, often whimsically. In the case of "catch" slogans, they should be general knowledge at the station in question. The following people contributed information for this first effort:

AR -- Andy Rugg, Point Claire, PQ
 BN -- Bill Nittler, Englewood, CO (then)
 EF -- Eric Floden, Ottawa, Ont
 GH -- Glenn Hauscr, Von Ormy, TX
 GM -- Gene Martin, Denver, CO
 RJE - Russ J. Edmunds, Syracuse, NY (then)
 SD -- Stewart Drake, Philadelphia, Pa

Lists from David R. Alpert, David F. Thomas, and Randy Minnehan will be reached as we proceed down the alphabet.

KABL	Oakland CA	cable cars, to identify with San Francisco	GH
KAIN	Nampa ID	Doyle Cain, Pres.	SD
KALE	Alexandria La	Alexandria Broadcasting Co.	SD
KALN	1010 KS	Allen county	GH
KALT	Atlanta TX	Ark-La-Tex Broadcasting Co.	RJE SD
KAML	Kenody TX	The Canal Co.	SD
KAPA	Raymond WA	Willapa Broadcasting Co.	SD
KAPB	Marksville LA	Avoyelles Parish Broadcasting	SD
KAPT	Salem OR	capital city of Oregon	SD
KARN	Fresno CA	a George <u>Harn</u> station	GH
KASI	Ames IA	Ames, Story county, Iowa	GH
KATY	San Luis Obispo CA	Katy, Sweetheart of S.L.O., Inc.	GH
KAVE	Carlsbad NM	Carlsbad Concerns	SD
KBBA	Benton AR	Benton Broadcasting Service	GH
KBBR	North Bend OR	Big Bay Radio, Inc.	RJE SD
KBEK	Elk City OK	Beckham county	SD
KBIB	Lonette AR	Buffalo Island Broadcasting Co.	RJE SD
KBIX	Muskogee OK	Tam Bixby, Jr., Pres.	SD
KBLC	Lakeport CA	Lake County Broadcasting Co.	GH
KBOX	Dallas TX	John F. Box, Jr., Mgr.	SD
KBPS	Portland OR	Benson Polytechnic School	SD
KBRC	Mt. Vernon WA	Beckley Radio Co.	SD
KBRR	Leadville CO	"brr" - high altitude, low temperatures	GH
KBUN	Benidji MN	Paul Bunyan Broadcasting Co.	SD
KCAB	Dardanelle AR	Central Arkansas Broadcasters	RJE SD
KCAM	Glenallen AK	Central Alaska Missions, Inc.	RJE SD
KCAF	Helena MT	capital city of Montana	SD
KCCB	Corning AR	Clay county broadcasters	GH
KCCR	Pierre SD	Capitol City Radio	SD
KCEB	Redding CA	Charles & Elma Reed, owners	GH
KCHV	Coachella CA	Coachella Valley Broadcasting Co.	GH
KCOH	Houston TX	Call of Houston, Inc.	RJE SD
KCRS	Sacramento CA	Sacramento	GH
KCRG	Cedar Rapids IA	Cedar Rapids Gazette	LR
KCSR	Chadron NE	Community Service Radio Co.	SD
KDDA	Dumas AR	Dumas, Dusha county, Arkansas	SL
KDDD	Dumas TX	"Ding Dong Daddy from Dumas," western ballad	GH BK
KDHI	Twenty-Nine Palms CA	Hi-Desert broadcasting Corp.	GH
KDLS	Ferry La	Dallas county	AR
KDTH	Dubuque IA	Dubuque Telegraph-Herald	SD
DEXE	North Little Rock AR	Dixie	GH
KDNI	Wansfield LA	Heart of Dixie Broadcasting	SD
KENK	Washington NC	C. O. Kendicks, Pres.	SD
KENI	Prescott AZ	to go with KOOL, also in AZ (?)	GH
KEDR	Atoka OK	Eastern Oklahoma Radio	RJE SD
KEPR	(Tri-Cities) WA	Kennawick-Pasco-Richland, Washington	EF
KERN	Bakersfield CA	Kern county	SD