

Father Jack Pejza

Recently in reading through some of the past articles which have appeared in DX Monitor, I came across two articles on call letters and slogans (both will appear on the 1975 IRCA Reprint list). Since I happened to have a copy of the 1938 Radio Annual, published by a long-defunct magazine called Radio Daily, I did some further investigation on the origins of call letters, to supplement the information in the other two articles.

There is a large group of call letters which are obviously just abbreviations of the city of origin. For instance, WCSC, Charleston, SC; KABR Aberdeen, SD; WFMD, Frederick, MD; WSPR, Springfield, MA; and KSFO, San Francisco, CA are just a few examples. (By the way, all of the calls which are listed in this article are the ones found in 1938; some most likely have changed calls in the meanwhile.)

Besides these obvious choices, there is a rather extensive list of call letters where the letters stand for the initials of the owner, an affiliated newspaper, or a regional feature. For instance:

| | | 1938 Frequency |
|--------------------------|---|-------------------|
| KTMS Santa Barbara, CA | Thomas H. Storke | 1220 |
| WTHS Hartford, CT | The Hartford Times | 1200 |
| WTIC Hartford, CT | Travellers Indemnity Co. | 1060 |
| KOTN Pine Bluff, AR | "Cotton Center of AL" | 1500 |
| KFWB Hollywood, CA | Warner Brothers | 950 |
| WBHP Huntsville, AL | Bill H. Pollard | 1200 |
| WMSD Sheffield, AL | Muscle Shoals Bcsting. | 1420 |
| WJRD Tuscaloosa, AL | James R. Doss, Jr. | 1200 |
| KCRJ Jerome, AZ | Charles Robinson | 1310 |
| KTAR Phoenix, AZ | The Arizona Republic | 620 |
| KPMC Bakersfield, CA | Pioneer Mercantile Co. | 1550 |
| KECA Los Angeles, CA | Earle C. Anthony | 1430 |
| KEHE Los Angeles, CA | owned by Hearst newspaper | 780 |
| KPPC Pasadena CA | Pasadena Presbyterian Ch. | 1210 |
| KROY Sacramento, CA | Royal Miller | 1210 |
| KJBS San Francisco, CA | Julius Brunton and Sons | 1070 |
| KVEC San Luis Obispo, CA | Valley Electric Co. | 1200 |
| KPOF Denver, CO | Pillar of Fire, Inc. | 880 |
| KMAL Washington, DC | M.A. Leese | 630 |
| WKAT Miami Beach, FL | A. Frank Katzentine | 1500 |
| WFOY St. Augustine, FL | Fountain of Youth Proper- ties, Inc. | 1210 |
| WGST Atlanta, GA | GA School of Technology | 890 |
| WCFL Chicago, IL | Chicago Federation of Labor | 970 |
| WCRW Chicago, IL | Clinton R. White | 1210 |
| WEDC Chicago, IL | Emil Denemark Co. | 1210 |
| WMBI Chicago, IL | Moody Bible Institute | 1080 |
| WTMV East St. Louis, IL | The Mississippi Valley Bcsting Co. | 1500 |
| WILL Urbana, IL | University of Illinois | 580 |
| WSBT South Bend, IN | South Bend Tribune | 1360 |
| WBOW Terre Haute, IN | Banks of Wabash, Inc. | 1310 |
| KWLC Decorah, IA | Luther College | 1270 |
| WSUI Iowa City, IA | State University of Iowa | 880 |
| KGLO Mason City, IA | Mason City Globe-Gazette | 1210 |
| KSCJ Sioux City, IA | Sioux City Journal | 1330 |
| KTRI Sioux City, IA | Sioux City Tribune | 1420 |
| KFBI Abilene, KS | Farmers and Bankers Broadcasting Corp. | 1050 |
| KCKN Kansas City, KS | Kansas City Kansan | 1310 |
| KFKU Lawrence, KS | Kansas University | 1220 |
| KSAC Manhattan, KS | Kansas State College of Agriculture | 580 |
| WLMO Lincoln, KY | Lincoln Memorial Univer. | 1210 |
| WOMI Owensboro, KY | Owensboro Messenger & Inquirer | 1500 |
| KTBS Shreveport, LA | Tri-State Bcsting System | 1450 |
| WHAI Greenfield, MA | John W. Haigis | 1210 |
| WMBC Detroit, MI | Michigan Broadcasting Co. | 1420 |
| WJMS Ironwood, MI | St. James Hotel | 1420 |
| WHLB Virginia, MN | Head of the Lakes Bcsting | 1370 |
| WFOR Hattiesburg, MS | Foreast Bcsting Co. | 1370 |
| KFBB Great Falls, MT | F.A. Buttrey Bcsting | 1280 |
| KPFA Helena, MT | Peoples Forum of the Air, Inc. | 1210 |
| KDNC Lewiston, MT | Democrat-News Co. | 1200 |
| KAWM Gallup, NM | A.W. Mills | 1500 |
| KWEW Hobbs, NM | W.E. Whitmore | 1500 |
| WBBC Brooklyn, NY | Brooklyn Bcsting. Co. | 1400 |
| WVEN Buffalo, NY | Buffalo Evening News | 900 |
| WSVS Buffalo, NY | Seneca Vocational H.S. | 1370 |
| WFAB New York, NY | Fifth Ave. Bcsting Co. | 1300 |
| WFAS White Plains, NY | Frank A. Seitz | 1210 |

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|------------------------|---|------|
| WSJS Winston-Salem, NC | Winston Salem Journal & Sentinel | 1310 |
| WOSU Columbus, OH | Ohio State University | 570 |
| WSMK Dayton, OH | Stanley M. Krohn | 1380 |
| WBLY Lima, OH | Herbert Lee Blye | 1210 |
| KOAC Corvallis, OR | Oregon State Agricultural College | 550 |
| KOOS Marshfield, OR | near Coos Bay | 1200 |
| KRNR Roseburg, OR | Roseburg News-Review | 1500 |
| WKBO Harrisburg, PA | Keystone Bcsting Co. | 1200 |
| WOLS Florence, SC | O. Lee Stone | 1200 |
| KUSD Vermillion, SD | University of SD | 890 |
| WAPO Chattanooga, TN | W.A. Patterson | 1420 |
| WTJS Jackson, TN | The Jackson Sun | 1310 |
| WMPS Memphis, TN | Memphis Press-Scimitar | 1430 |
| KRBC Abilene, TX | Reporter Bcsting Co. | 1420 |
| KGNC Amarillo, TX | Amarillo Globe-News | 1410 |
| KROD El Paso, TX | D.D. Roderick | 1500 |
| KLUF Galveston, TX | G.R. Clough ("Cluff") | 1370 |
| KOCA Kilgore, TX | Oil Capital Bcsting Co. | 1210 |
| KPAC Port Arthur, TX | Port Arthur College | 1260 |
| KABC San Antonio, TX | Alamo Bcsting Co. | 1420 |
| KMAC San Antonio, TX | W.W. McAllister | 1370 |
| KRRV Sherman, TX | Red River Valley area | 1310 |
| KEUB Price, UT | Eastern Utah Bcsting Co. | 1420 |
| WSVA Harrisonburg, VA | Shenandoah Valley Bcsting | 550 |
| WRTD Richmond, VA | Richmond Times-Dispatch | 1500 |
| KWSC Pullman, WA | Washington State College | 1220 |
| KRSC Seattle, WA | Radio Sales Corp. | 1120 |
| WISN Milwaukee, WI | Milwaukee News-Sentinel | 1120 |
| WTMJ Milwaukee, WI | The Milwaukee Journal | 620 |
| WIBU Poynette, WI | near Baraboo | 1210 |
| WRJN Racine, WI | Racine Journal-Times | 1370 |
| KHBC Hilo, HI | Honolulu Bcsting Co. | 1400 |
| WELL Battle Creek, MI | home of many health clinics, and Kellogg's | 1420 |

It would be hard to trace now to see whether the calls came first or the names of the corporations preceded the assignment of calls. In any case, as Gene Martin has pointed out in one of his articles, it probably wasn't long before someone began using the calls as the letters of a slogan. A few of the more memorable ones follow:

| | | |
|---------------------------|--|------|
| KVGB Great Bend, KS | Voice of Great Bend | 1370 |
| KOBH Rapid City, SD | Call of the Black Hills | 1370 |
| WVFW Brooklyn, NY | Voice of the Veterans of Foreign Wars | 1400 |
| WPTF Raleigh, NC | We Protect the Family | 680 |
| KVSO Ardmore, OK | Voice of Southern OK | 1210 |
| WJAG Norfolk, NE | With Joy and Gladness | 1060 |
| WPG Atlantic City, NJ | The World's Playground | 1100 |
| WSNJ Bridgeton, NJ | We Serve NJ | 1210 |
| WMPC Lapeer, MI | Where Many Preach Christ (owned by 1st Methodist Church) | 1200 |
| WCMI Ashland, KY | Where Coal Meets Iron | 1310 |
| WBNO New Orleans, LA | We Boost New Orleans | 1200 |
| WSUN St. Petersburg, FL | Why Stay Up North? | 620 |
| KW7D Springfield, MO | Keep Watching the Ozarks | 560 |
| WBRK Pittsfield, MA | Voice of the Berkshires | 1310 |
| WTOC Savannah, GA | Welcome to Our City | 1260 |
| WGRC New Albany, IN | The George Rogers Clark Station | 1370 |
| KMA Shenandoah, IA | Keep Millions Advised | 930 |
| KVCV Redding, CA | Voice of the Central Valley | 1200 |
| WHBB Selma, AL | Heart of the Black Belt | 1500 |
| KHJ Los Angeles, CA | Kindness, Happiness and Joy | 900 |
| KVOE Santa Ana, CA | Voice of the Orange Empire | 1500 |
| KTKC Tulare, CA | Voice of Tulare and Kings Counties | 1190 |
| KVOR Colorado Springs, CO | Voice of the Rockies | 1270 |
| KVOD Denver, CO | Voice of Denver | 920 |

I haven't had a chance to research these stations any further to see which are still on the air with the calls they had in 1938. For many of them, their frequencies changed in 1940. It might be interesting if someone would update this list with the 1975 calls, locations, and frequencies. It also would be of interest to add additional call letters for stations which weren't on the air in 1938.