

# AP SELLS

For Stations and Sponsors—

---

**For instance . . . KFOR**

“AP newscasts are consistent Hooper leaders in our market. We consider them most important in gaining and holding our listening audience. And AP newscasts stay sold; they are seldom available to a new sponsor. We have a waiting list for AP news—the news that sells in this metropolitan market!”

GEORGE X. SMITH,  
Vice-President and Manager,  
KFOR, Lincoln, Nebraska

# K O W H

OMAHA—1922

Frequency: 660 Kc. Power: 500 Watts d.  
 Owned-Oper. By... Mid-Continent Bcstg. Co.  
 Business-Studio Address... 15th & Farnam  
 Phone Number... Atlantic 2228  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... Bolling  
 Membership... NARTB  
 President... Robert H. Storz  
 Sta., Gen. Manager... Todd Storz  
 Sales Promotion... G. William Armstrong  
 Program Director... Virgil Sharpe  
 Publicity Director... J. F. O'Niell  
 Chief Engineer... Dale Moudy

# W O W

OMAHA—1923—NBC

Frequency: 590 Kc. Power: 5000 Watts  
 Owned-Operated By... Meredith WOW, Inc.  
 Business-Studio Address... 280 Insurance Bldg.  
 Phone Number... Webster 3400  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service Standard. World. SESAC  
 Representative... John Blair  
 Membership... NARTB  
 Chariman of Board... Fred Mohen  
 President... E. T. Meredith, Jr.  
 General Manager... Frank P. Fogarty  
 Sales Manager... Bill Wiseman  
 Program Director... Ray Olson  
 Chief Engineer... William J. Kotera

# K N E B

SCOTTSBLUFF—1948—MBS  
 INTERMOUNTAIN

Frequency: 970 Kc. Power: 1000 Watts d.,  
 500 Watts n.

Owned-Oper. By... Platte Valley Bcstg. Corp.  
 Business-Studio Address... Golden Rule Bldg.  
 Phone Number... 1620  
 Air Time... 5:30 a.m.-12:30 a.m.  
 News Service... AP  
 Transcription Service... Capitol, Lang-Worth  
 Representative... Hal Holman  
 Membership... NARTB  
 President... John R. Jirdon  
 General-Station Mgr... Russ M. Stewart  
 Comm., Prom. Manager... Byron Joachim  
 Program Director... Duke Whitfield  
 Publicity Director... Jim Kithcart  
 Chief Engineer... Leslie A. Proctor

# K O L T

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By... The Hilliard Co.  
 Address... 1517½ Bway  
 Phone Number... 856  
 Air Time... 6 a.m.-12 M.  
 News Service... UP  
 Representative... Gill-Keefe-Perna  
 Membership... NARTB, BAB  
 Pres., Gen.-Sta. Mgr... L. L. Hilliard  
 Commercial Manager... Tony Kehl  
 Program Director... Viril Davis  
 Chief Engineer... Harland A. Morrison

# K S I D

SIDNEY—1952—ABC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Sidney Bcstg. Co.  
 Address... Legion Park  
 Phone Number... 5503  
 News Service... UP  
 Representative... McGillvra  
 Pres., Chief Eng... W. C. Grove  
 Gen., Com. Mgr... Max Young  
 Program Director... Marilyn Harper

# NEVADA

Pop. April 1, 1953 (Est.) 173,000—Total Housing Units 58,000  
 Families April 1, 1953 (Est.) 51,000—Stations in State 10

# K E L K

ELKO—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Elko Bcstg. Co.  
 Address... P. O. Box 790  
 Phone Number... 260  
 Ar Time... Full Time  
 News Service... UP  
 President... Chris Sheerin  
 General Manager... John J. Gammick  
 Program Director... Bob Vizina  
 Chief Engineer... Roy Gallagher

# K E L Y

ELY—1950

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... White Pine Bcstg. Co.  
 Address... Box 1088  
 Phone Number... 2077  
 Transcription Service... World  
 News Service... INS  
 Co-Mgr., Chief Engr... D. I. Hansen  
 Co-Manager... D. V. Bradley

# KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Operated By Nevada Bcstg. Co.  
 Business Address Nevada Box 1310  
 Phone Number 1400  
 Air Time 5 a.m.-1:30 a.m.  
 News Service INS  
 Representative W. S. Grant  
 Pres., Gen. Sta. Manager Maxwell Kelch  
 Commercial Mgr. Thompson Magowan  
 Prog., Prod., Pub. Dir. Ken O'Connell  
 Chief Engineer R. O. Dow

# KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Las Vegas Bctrs., Inc.  
 Address Desert Inn, P. O. Box 1510  
 Phone Number 4646  
 Air Time Full Time  
 Representative Weed & Co.  
 Membership BAB  
 Pres., Gen. Mgr. Fred Stoye  
 Commercial Manager Carl Paige  
 Sales Promotion Manager Maxine Lunt  
 Program Director John Ryken  
 Publicity Director Jewel Woods  
 Chief Engineer Gregg Gelhart

# KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Vegas Valley Bcstg. Co.  
 Address Hotel Thunderbird  
 Phone Number 6500  
 News Service UP  
 Representative Geo. P. Hollingbery  
 President David McKay  
 Station Manager Roland B. Vaile  
 Chief Engineer Bill Binford

# KRAM

LAS VEGAS—1946—MBS-KBS  
 INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By Boulder City Bcstg. Co.  
 Address P. O. Box 1712  
 Phone Number 920  
 Air Time Full Time  
 News Service UP  
 Transcription Service World  
 Station Representative Avery-Knodel  
 President Edward J. Jansen  
 Commercial Manager Lester Seiffer  
 Program Director Martin Black  
 Publicity Director Patricia Healy  
 Chief Engineer Fred Young

# KATO

RENO—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Sierra Bcstg. Co.  
 Business-Studio Address Box 2231,  
 Mapes Hotel  
 Phone Number 2-4501  
 Air Time Full Time  
 Representative John E. Pearson, Western  
 Transcription Service MacGregor  
 Membership NARTB, BAB  
 Pres., Chief Engr. R. K. Wittenberg  
 Sta., Gen. Mgr. Robert L. Stoddard  
 Commercial Manager Robert S. Hughes

# KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts d.,  
 1000 n.  
 Owner McClatchy Bcstg. Co.  
 Business-Studio Address 143 Stevenson St.  
 Phone Number 3-5106  
 Air Time Day Time  
 News Service UP  
 Newspaper Affiliation McClatchy Papers  
 Transcription Service Capitol  
 Representative Paul H. Raymer  
 Membership NARTB, BAB  
 President Eleanor McClatchy  
 Station Manager Hewitt Kees  
 Program Director Bruce Branson  
 Chief Engineer Wesley Craig

# KOLO

RENO—1946—CBS

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Operated By Reno Bcstg. Co.  
 Business-Studio Address 33 Sierra St.  
 Phone Number 2-4516  
 Air Time 6 a.m.-M.  
 News Service UP  
 Representative George P. Hollingbery  
 Membership NARTB, BAB  
 President Dave McKay  
 General-Station Manager H. G. Wells  
 Commercial Manager Howard Doyle, Jr.  
 Sales Prom. Mgr. Gene McKenna  
 Program Director William Ruff  
 Publicity Director Marjorie Newton  
 Chief Engineer Merle Peterson

# KWRN

RENO—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By KWRN, Inc.  
 Business-Studio Address Box 76  
 Phone Number 3-6156  
 Air Time Full Time  
 News Service UP  
 Membership BAB  
 Pres., Gen. Mgr. Franz J. Robischon  
 Commercial Manager Franl McLaurin  
 Chief Engineer Walt Rees

# NEW HAMPSHIRE

Pop. April 1, 1953 (Est.) 567,000—Total Housing Units 193,000  
Families April 1, 1953 (Est.) 158,000—Stations in State 12

## W M O U

BERLIN—1946—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. White Mtns., Bcstg. Co.  
Address 40 Main Street  
Phone Number 1797-8  
Air Time Unlimited  
News Service AP  
Transcription Service Lang-Worth  
Representative Kettell-Carter, Radio Reps.  
Membership NARTB, BAB  
President John W. Guider  
General Manager Wendell C. MacKenzie  
Chief Engineer Herschel M. Howe

## W T S V

CLAREMONT—1948—ABC  
GRANITE

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Granite State Bcstg. Co.  
Trans. Address 155 Front St., Manchester  
Phone Number 4-4075  
News Service UP  
Representative Borgotti  
President William J. Barkley  
General Manager Ralph Gottlieb  
Comm. Sta. Mgr. F. Richard Hill  
Program Director J. V. Shaw  
Chief Engineer A. Davis

## W K X L

CONCORD—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Capitol Bcstg. Co.  
Business-Studio Address Eagle Hotel  
Phone Number 4180  
Air Time Full Time  
News Service AP  
Representative Adam Young, Kettell-Carter  
President Henry R. Silver  
Station Manager Tom Frank  
Commercial Manager William C. Engel  
Sales Prom. Mgr. Harold Learned  
Chief Engineer Robert Wright

## W T S L

HANOVER-LEBANON—1950  
GRANITE

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Granite State Bcstg. Co., Inc.  
Address 155 Front St.  
Phone Number 1040  
Representative Bolling  
News Service UP  
President William J. Barkley  
General Manager Henry Lewis  
Chief Engineer William Heiser

## W K N E

KEENE—1926—CBS

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Oper. By WKNE Corp.  
Address 17 Dunbar St.  
Phone Number 2080  
Air Time Full Time  
News Service UP  
Transcription Service World  
Representative Meeker, Kettell-Carter  
Membership NARTB, BAB  
President Joseph K. Close  
Gen. Sta., Comm. Mgr. Frank B. Estes  
Sales Prom. Mgr., Pub. Dir. Ted B. Sawyer  
Program Director Howard E. Wheelock  
Chief Engineer Ernest Roberge

## W L N H

LACONIA—1922—MBS-KBS  
YANKEE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Northern Bcstg. Corp.  
Business-Studio Address 635 Main St.  
Phone Number 2-300  
Air Time Unlimited  
News Service AP  
Representative Kettell-Carter, Grant  
President Genevieve Wingate  
Gen. Sta. Mgr. Arthur Rothafel  
Commercial Manager Sydney Clarke  
Program Director Irving W. Kaiser  
Chief Engineer Walter Avery

## W F E A

MANCHESTER—1932—CBS

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Operated By N. H. Bcstg., Inc.  
Business-Studio Address 286 Franklin St.  
Phone Number 5-5491  
Air Time Full Time  
News Service AP  
Transcription Service Lang-Worth  
Representative Adam J. Young, Jr.  
Kettell-Carter  
President Morris Silver  
Gen. Sta. Mgr. Warren H. Journey  
Commercial Manager Saul Gross  
Program Director Francis Finning  
Chief Engineer Reginald Schow

## W K B R

MANCHESTER—1946  
GRANITE STATE

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Granite State Bcstg., Inc.  
Address 155 Front St.

Phone Number .....44075  
 Air Time.....6 a.m.-11:30 p.m.  
 President.....W. J. Barkley  
 Program Director.....William Carlisle  
 Chief Engineer.....Royston Phillips

## WMUR

**MANCHESTER—1941—ABC**

Frequency: 610 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....The Radio Voice of  
 New Hampshire, Inc.  
 Business-Studio Address.....1819 Elm St.  
 Phone Number.....5-5788  
 News Service.....UP  
 Air Time.....6 a.m.-M.  
 Transcription Service.....World  
 Representative.....Weed  
 Membership.....NARTB, BAB  
 President.....Hon. Francis P. Murphy  
 Sta., Comm. Gen. Mgr.....Hervey Carter  
 Program Director.....Bernie Mack  
 Chief Engineer.....Vincent Chandler

## WOTW

**NASHUA—1947**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Nashua Bcstg. Corp.  
 Bus.-Studio-Transmitter Location.....Lund Rd.  
 Phone Number.....5000  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Bertha Bannan, Walker  
 Pres., Gen. Mgr.....Arthur A. Newcomb  
 Pres., Pgm. Dir.....Paul Keefe

Publicity Director.....Al Carter  
 Chief Engineer.....Harry Hanfield

## WHEB

**PORTSMOUTH—1932—MBS**

Frequency: 750 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WHEB, Inc.  
 Phone Number.....4080  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Kettel-Carter, Walker  
 Pres., Gen. Mgr.....Charles M. Dale  
 Commercial Manager.....Jack Kane  
 Sales Promotion.....Walt Emery  
 Program Dir.....Lucien Dumont  
 Chief Engineer.....Anthony Vaccaro

## WWNH

**ROCHESTER—1948  
 GRANITE STATE**

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Stafford Bcstg. Corp.  
 Address.....Rochester Hill Rd.  
 Phone Number.....1400-1  
 Air Time.....Sunrise-Sunset  
 News Service.....UP  
 Representative.....Borgati  
 Membership.....NAB  
 Pres., Gen. Mgr.....A. J. K. Mallin  
 Commercial Mgr.....M. C. Ball  
 Program Dir.....George Michael  
 Station Manager.....H. Martin  
 Commercial Manager.....M. Chester Ball  
 Program Director.....Alan Jasper  
 Chief Engineer.....F. De Falco

# NEW JERSEY

*Pop. April 1, 1953 (Est.) 5,113,000—Total Housing Units 1,517,000  
 Families April 1, 1953 (Est.) 1,392,000—Stations in State 19*

## WJLK

**ASBURY PARK—1926**

Frequency: 1310 Kc.....Power: 250 Watts  
 Owned-Operated By.....Asbury Park Press, Inc.  
 Address.....Press Plaza  
 Phone Number.....Asbury Park 2-3000  
 Air Time.....6:30 a.m.-11:30 p.m.  
 News Service.....AP  
 Transcription Service.....Associated  
 Membership.....NARTB, BAB  
 President.....Wayne D. McMurray  
 General Manager.....Ernest W. Lass  
 Station Manager.....Thomas B. Tighe  
 Commercial Manager.....Margaret Curtis  
 Program Director.....Everett Rudloff  
 Chief Engineer.....Frank Huber

## WMID

**ATLANTIC CITY—1947—ABC-MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mid-Atlantic Bcstg. Co., Inc.  
 Business-Studio Address.....Senator Hotel  
 Phone Number.....4-1340  
 Air Time.....7 a.m.-2 a.m.  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Forjoe  
 President.....Richard Endicott  
 Gen., Sta. Mgr.....David H. Freedman  
 Program Director.....Vincent Lindner  
 Publicity Director.....Louis Neigut  
 Chief Engineer.....Earl Godfrey

# W F P G

ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Neptune Bcstg. Corp.  
 Business Address... Steel Pier  
 Phone Number... 5-2188  
 News Service... UP  
 Representative... John E. Pearson  
 President... Fred Weber  
 General Manager... Blair Thron  
 Commercial Mgr... R. E. Truex  
 Sales Prom. Mgr... Jessie Morris  
 Program Dir... Ed Davis  
 Publicity Director... Brad Sherman  
 Chief Engineer... Earl Godfrey

## W O N D

(Full Listing on Page 510)

# W S N J

BRIDGETON—1937

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Eastern States Bcstg. Corp.  
 Address... Carl's Corner  
 Phone Number... 2930  
 Transcription Service... Thesaurus  
 President... Russell S. Henderson  
 Vice-Pres., Gen. Mgr... Paul Alger

Commercial Manager... Jerry Alden  
 Pgm., Pub. Dir... Joe McCulley  
 Chief Engineer... Ed Bold

# W K D N

CAMDEN—1926

Frequency: 1310 Kc. Power: 250 Watts  
 Owned-Operated By... City of Camden, Inc.  
 Business-Studio Address... City Hall  
 Phone Number... Emerson 5-5600  
 Air Time... 6 a.m.-M.  
 Transcription Service... Standard  
 Representative... Kennedy Co.  
 Membership... NARTB  
 Director... Willard C. Schriver  
 Gen. Comm. Mgr... John Cleary  
 Sales Prcm. Mgr... Joseph Hale  
 Program Director... Jack LaMar  
 Publicity Director... Jack Silin  
 Chief Engineer... John Zander

# W C A M

CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... So. Jersey Bcstg. Co.

New Jersey's Complete  
 Broadcasting Facility . . .

# WFPG

TV  
 CHANNEL  
 46

NBC CBS  
 ABC  
 DU MONT

FIRST in program operation with  
 RCA's first factory-built UHF trans-  
 mitter. 38 national advertisers  
 placed their network and film  
 shows on WFPG-TV in the first two  
 months.

WFPG  $\frac{AM}{FM}$  1450  
 CBS

More network programs, more pub-  
 lic service, more baseball, more  
 news . . . from the tallest structure  
 in New Jersey, south of Newark—  
 our 458-foot tower.

WFPG *Atlantic  
 City*

There's no

# SHORT-CUT

to AMERICA'S



# 5th MARKET

North Jerseyans spend

4 Billion \$\$ yearly at home.

Sell them at

home on

# WNJR

RADIO STATION OF NEWARK NEWS

5,000 WATTS FULL TIME

Market 3-2700

91 Halsey St., Newark 2, N. J.

ORtlandt 7-8070

**TOPS IN MUSIC, NEWS, SPORTS**

★ ★ NEW JERSEY ★ ★

Business Address.....Radio Park  
 Phone Number.....EM 5-7200  
 Air Time.....Daytime  
 Transcription Service.....Associated  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Ranulf Compton  
 Station Manager.....Gordon Giffen  
 Program Director.....Jerry Williams  
 Publicity Director.....Jim Eadline  
 Chief Engineer.....Robert L. Easley

**W M T R**

**MORRISTOWN—1948**

Frequency: 1250 Kc....Power: 1000 Watts d.  
 Owned-Operated By...Morristown Bcstg. Co.  
 Address.....10 Park Place  
 Phone Number.....MO 4-5700  
 Transcription Service.....Associated  
 Membership.....NARTB  
 President.....George S. Croy  
 Station Mgr.....Kenneth A. Croy  
 Commercial Mgr.....Henry Behre  
 Program Director.....Bob Vesel  
 Chief Engineer.....Rudolph C. Prow

**W A A T**

**NEWARK—1921**

Frequency: 970 Kc....Power: 5000 d., 1000 n.  
 Owned-Operated By.....Bremer Bcstg. Corp.  
 Business-Studio Address...Television Center  
 Phone..Mitchell 2-6400; BARclay 7-3260 (N. Y.)  
 Air Time.....7 a.m.-1 a.m.  
 News Service.....AP  
 Representative.....Weed  
 President, Gen. Mgr.....Irving R. Rosenhaus  
 V.P., National Sales.....E. S. Lennon  
 Program Director.....George Green  
 Publicity Director.....Roland Trenchard  
 V.P., Engineering.....Frank V. Bremer

**W N J R**

**NEWARK—1947**

Frequency: 1430 Kc....Power: 5000 Watts  
 Owned-Operated By..North Jersey Radio, Inc.  
 Business-Studio Address.....91 Halsey St.  
 Phone Number.....MARket 3-2700  
 Newspaper Affiliation.....Newark News  
 Air Time.....7 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard  
 President.....Edward W. Scudder, Jr.  
 Gen., Sta., Comm. Mgr....Harry D. Goodwin  
 Pub. Dir., Sales Prom. Mgr....Arnold Snyder  
 Program Director.....Steven Van Gluck  
 Chief Engineer.....Peter Testan

**W V N J**

**NEWARK—1948**

Frequency: 620 Kc....Power: 5000 Watts  
 Owned-Operated By.....Newark Bcstg. Corp.

**W**

**V**

**N**

**J**

**620** on your dial

The most for your

dollar in the

metropolitan area

**NEWARK, N. J.**

**STRONG LOCAL NEWS**  
and good music keep local  
listeners tuned to

**WCTC**



**WCTC SIGNAL COVERAGE AREA**

Population — 371,000

Retail Sales — \$359 Million  
(1952-53 Consumer Markets)

SOMERVILLE	HIGHLAND PARK
PLAINFIELD	NEW BRUNSWICK
BOUND BRDOK	SAYREVILLE
S. PLAINFIELD	SDUTH RIVER
PERTH AMBOY	SOUTH AMBOY
METUCHEN	PRINCETON

**You'll miss most of this Central  
Jersey Population unless your  
message is on WCTC.**

New Brunswick  
'Phone Charter 7-1450

★ ★ NEW JERSEY ★ ★

Business-Studio Address.....45 Central Ave.  
Phone Number.....Mitchell 3-7600  
News Service.....UP  
Transcription Service.....World  
V.P., Gen.-Comm Mgr.....Ivon B. Newman  
Program Director.....Helen Sutton  
Chief Engineer.....Bernard Kellom

**W H B I**

**NEWARK—1922**

Frequency: 1280 Kc.....Power: 2500 Watts d.;  
1000 Watts n.  
Owned-Operated By....May Radio Best. Corp.  
Business-Studio Address.....100 Shipman St.  
Phone Number.....Mitchell 2-7354  
Air Time.....Unlimited  
Pres., Gen. Mgr.....James L. Shearer  
Sta., Comm. Mgr.....William Masi  
Publicity Director.....Marie E. Masi  
Chief Engineer.....Harold Michaels

**W C T C**

**NEW BRUNSWICK—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By....Chanticleer Bcstg. Co.  
Business-Studio Address.....385 George St.

**AP SELLS**

**For Stations and Sponsors—**

**For instance . . . WJLK**

"We feature AP news every hour. It is the backbone of our local programming and time sales. Our listener ratings show that a local independent which does a good news job can outpull networks in the local market!"

THOMAS B. TIGHE,  
Station Manager,  
WJLK, Asbury Park, N. J.



Phone Number.....Charter 7-1450  
 Air Time.....7 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB  
 President.....James L. Howe  
 Station Manager.....Robert Williams  
 Commercial Manager.....Kenneth Leslie  
 Program Director.....Barbara M. Bauer  
 Chief Engineer.....Victor Takack

**W P A T**  
**PATERSON—1941**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Oper. By..North Jersey Bcstg. Co., Inc.  
 Business-Studio Address.....66 Hamilton St.  
 Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)  
 Newspaper Affiliation....Passaic Daily News  
 Air Time.....24 Hrs.  
 News Service.....AP, UP  
 Transcription Service..Associated, Thesaurus  
 Lang-Worth  
 President.....Richard Drukker  
 General Manager.....D. J. Wright  
 Business Manager.....Charles W. Parker  
 Nat. Sales Mgr.....Roy H. Holmes  
 Pub. Rel. Dir.....Charles Scully  
 Chief Engineer.....Earl F. Lucas

ESTIMATED  
 FAMILIES  
 FOR  
 1953  
 SEE PAGE 298

increased

**RESULTS**

for advertisers

**PROVE**

conclusively that

**W P A T**

is the outstanding buy  
 in the important  
 New York—New Jersey market

**5000** watts Paterson, N. J. **930** KC

**WOND**

PLEASANTVILLE—1950

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Pioneer Bcstrs., Inc.  
 Address ..... Old Turnpike  
 Phone Number ..... 3971  
 Transcription Service .... Standard, Thesaurus  
 News Service ..... AP  
 President ..... Charles Rupp  
 General Manager ..... John Struckell  
 Chief Engineer ..... Milton Thurlow

**WBUD**

TRENTON—1947

Frequency: 1260 Kc. .... Power: 1000 Watts  
 Owned-Operated By .... Morrisville Bcstg. Co.  
 Address ..... 108 N. Broad St.  
 Phone Number ..... 4-7191  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... BAB  
 President ..... Verna S. Hardin  
 General Manager ..... Richard M. Hardin  
 Chief Engineer ..... William A. Brewer

**WTNJ**

TRENTON—1928

Frequency: 1300 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... WOAX, Inc.  
 Address ..... 416 Bellevue Ave.  
 Phone Number ..... 8149  
 President ..... Erling C. Olsen

**WTTM**

TRENTON—1942—NBC

Frequency: 920 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Peoples Bcst. Corp.  
 Business-Studio Address ..... 541 E. State St.  
 Phone Number ..... 5-8515-6-7-8  
 Air Time ..... 7 a.m.-12:05 a.m.  
 News Service ..... AP  
 Representative ..... For Joe  
 Membership ..... NARTB, BAB  
 President ..... M. D. Lincoln  
 General Manager ..... F. L. Bernstein  
 Publicity Director ..... Fred Walker  
 Chief Engineer ..... Theodore P. Kilmer

**In ATLANTIC CITY**

it's the

**WOND**erful music station

for sensational

**RESULTS**

9 out of 10 families\* in Atlantic County

listen to

**WOND**

It's listener loyalty to top personalities on programs of music, news and sports geared to local tastes. That's why most Atlantic advertisers and more national sponsors are using

**WOND**

Studios—Pleasantville, N. J.  
 John G. Struckell, Gen. Mgr.

New York Sales Office  
 1564 Broadway — JUDson 6-5517  
 Don Rich, Rep.

\*Advertest Research

**WWBZ**

VINELAND—1946

Frequency: 1630 Kc. .... Power: 1000 Watts  
 Owned-Operated By .... Community Bcstg. Serv.  
 Address ..... 633 Wood St.  
 Phone Number ..... Vineland 7-1360  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative .... Kennedy, Gill-Keefe-Perna  
 President ..... Joseph M. Bullock  
 Gen., Sta., Prom. Mgr. .... Fred M. Wood  
 Commercial Manager ..... John Serra  
 Program Director ..... Dorothy H. Carlson  
 Chief Engineer ..... Charles Hughes

**WC MC**

WILDWOOD—1951

Frequency: 1230 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... Francis J. Matrangola  
 Phone Number ..... 2-7751  
 Owner ..... Francis J. Matrangola

# NEW MEXICO

Pop. April 1, 1953 (Est.) 726,000—Total Housing Units 201,000  
Families April 1, 1953 (Est.) 182,000—Stations in State 27

## KALG

ALAMOGORDO—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By William Wayne Phelps  
Address Box 268  
Phone Number 211  
Air Time Full Time  
News Service UP  
Membership NARTB, BAB  
Gen. Sta. Mgr. Wayne Phelps  
Chief Engineer Harry Albers

## KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By New Mexico Bcstg. Co.  
Business Address Kimo Bldg.  
Phone Number 3-4543  
Air Time 5:30 a.m.-12 M.  
News Service UP, AP  
Transcription Service World  
Representative Weed & Co.  
President A. R. Hebenstreit  
Program Director Robert Van Driel  
Chief Engineer Leonard F. Dodds

## KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Alvarado Bcstg. Co., Inc.  
Business-Studio Address 122 S. Tulane  
Phone Number 5-7501  
Air Time 19½ hrs.  
News Service UP  
Trans. Service Associated, Lang-Worth  
Representative Rambeau  
President Herbert W. Wimberly  
General Manager A. M. Caldwell  
Chief Engineer Donald Delaney

## KOB

ALBUQUERQUE—1920—NBC

Frequency: 770 Kc. Power: 50,000 Watts d.;  
25,000 Watts n.  
Owned-Oper. By Albuquerque Bcstg. Co.  
Bus.-Studio Address 234 Fifth St. S.W.  
Phone Number 3-4411  
Air Time Full Time  
News, Service AP, INS  
Transcription Service SESAC  
Representative Branham  
Membership BAB  
Pres., Gen. Mgr. Wayne Coy  
General Manager J. I. Myerson  
Commercial Manager Rolf Nielson  
Sales Prom. Mgr. A. E. Mickel

Program Director Michael Dillon  
Chief Engineer George S. Johnson

## KVER

ALBUQUERQUE—1947—MBS  
INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By KVER Bcstg. Co.  
Address 317 N. Broadway, Box 1388  
Phone Number 3-1744  
Air Time 5 a.m.-M.  
Transcription Service Thesaurus  
News Service AP  
Representative Avery Knodel  
Membership NARTB, BAB  
President Helen A. Price  
V.P., Sta. Mgr. Bert Arnold  
Commercial Manager Morton L. Payne  
Program Director Lowell Christison  
Publicity Director Sue Little  
Chief Engineer Willfred Smith

## KSPV

ARTESIA—1946—KBS-MBS  
INTERMOUNTAIN

Frequency: 990 Kc. Power: 1000 Watts d.  
250 n.  
Owned-Operated By Artesia Bcstg. Corp.  
Business-Studio Address Box 38  
Phone Number 650  
Air Time 6 a.m.-11 p.m.  
News Service UP  
Transcription Service Standard  
Representative Avery Knodel  
Membership NARTB  
President Martin Yates III  
Gen., Sta. Mgr. David M. Button  
Commercial Manager Bob Hess  
Chief Engineer Ronald Austin

## KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Carlsbad Bcstg. Corp.  
Business-Studio Address 601 No. Canal St.  
Phone Number 5-4101  
Air Time 6 a.m.-M.  
News Service AP  
Representative Taylor Co.  
President Val Lawrence  
General-Station Mgr. Norman R. Loose  
Commercial Manager Richard E. Doyle  
Sales Prom. Mgr. Richard Miner  
Program Director Alexander Pitcaithley  
Chief Engineer Harland Nifong

# K P B M

CARLSBAD—1950

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Coronado Bcstg. Co.  
 Address: 313 W. Mermod  
 Phone Number: 5-5373  
 Transcription Service: Lang-Worth  
 News Service: AP  
 Representative: McGillvra  
 Pres., Gen. Mgr.: Maurice F. McEvoy  
 Commercial Manager: Darrell A. Swayze  
 Program Director: Tom Collins  
 Chief Engineer: Vic Daley

# K L M X

CLAYTON—1949

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Ari-Ne-Mix Bcstg.  
 Address: Box 7, Fair Grounds  
 Phone Number: 616  
 Transcription Service: Thesaurus  
 News Service: UP  
 President: Arthur Jernigan  
 Gen., Sta. Mgr., Pgm. Dir.: Frank Vale  
 Commercial Manager: James Morris  
 Chief Engineer: Robert Waters

# K C L V

CLOVIS—1952—ABC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: New-Tex Bdcstg.  
 Address: 2112 Thornton St.  
 Phone Number: 4401  
 News Service: UP  
 Transcription Service: Capitol  
 Representative: Pearson  
 Pres., Gen. Mgr.: Wallace Simpson  
 Commercial Manager: Joe Collins  
 Chief Engineer: Clayton Fuchs

# K I C A

CLOVIS—1931—MBS

Frequency: 980 Kc. Power: 1000 Watts  
 Owned-Operated By: Hugh DeWitt Landis &  
 R. B. McAlister  
 Address: 520 Pile St.  
 Phone Number: 5511  
 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Associated, World  
 Station Representative: Hal Holman  
 Membership: BAB  
 Gen., Sta. Mgr.: DeWitt Landis  
 Commercial Manager: C. O. Kendrick  
 Pgm., Pub. Dir.: Harold Cook  
 Chief Engineer: Vernon Hughes

# K V B C

FARMINGTON—1951—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Valley Bcstg. Co.  
 Address: Box 1117  
 Phone Number: 789  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Pres., Gen. Mgr., Chf. Engr.: Marvin E. Bowles  
 Commercial Manager: G. H. McKinnon  
 Chief Engineer: Harold Furstenberg

# K G A K

GALLUP—1946

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Thunderbird Bcstg. Co.  
 Address: P. O. Box 1150  
 Phone Number: 1300  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Station Representative: McGillvra  
 Pres., Gen. Mgr., Pgm. Dir.: Merle H. Tucker  
 Chief Engineer: Robert Adamson

# K W E W

HOBBES—1938

MBS-KBS-SOUTHWEST

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: KWEW, Inc.  
 Business-Studio Address: P. O. Box 787  
 Phone Number: Hobbs 3-3137  
 News Service: UP  
 Transcription Service: MacGregor, Lang-Worth  
 Representative: Taylor  
 President: Mrs. Theresa Whitmore  
 General Manager: Harry McAdams  
 Commercial Manager: Phil McGee  
 Chief Engineer: Roy Evans

# K O B E

LAS CRUCES—1947—MBS

INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Mesilla Valley Bcstg. Co.  
 Bus. Studio Address: 902 N. Main St.  
 Phone Number: 1121  
 News Service: UP  
 President: M. B. Thompson  
 General Manager: L. S. Sleppy  
 Chief Engineer: Howard L. Maudlin

# K F U N

LAS VEGAS—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Southwest Bcstg. Inc.

Business Address.....Box 710  
 Phone Number.....12  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Hil F. Best  
 Pres., Gen.-Station Mgr.....Ernest N. Thwaites  
 Chief Engineer.....A. F. Schultz

## KRSN

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Alvarado Bcstg. Co.  
 Address.....Community Center  
 Phone Number.....2-4422  
 Air Time.....Full Time  
 Representative.....William Rambeau  
 Transcription Service.....Associated  
 News Service.....UP  
 President.....H. W. Wimberly  
 General Manager.....A. M. Cadwell  
 Sta., Comm. Mgr.....Bob Porton  
 Pgm. Dir., Sls. Prom. Mgr.....William Spaek, Jr.  
 Publicity Director.....John F. McCormick  
 Chief Engineer.....John L. Lockhart

## KLEA

LOVINGTON—1952—KBS

Frequency: 1050 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Prosperity Land Bcstg. Co.  
 Address.....P. O. Box 1286  
 Phone Number.....8911  
 Air Time.....Day Time  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Clyde Melville  
 President.....David R. Worley  
 Commercial Manager.....Gilbert Haugen  
 Publicity Director.....Bobby Stone  
 Chief Engineer.....John Fuselier

## KENM

PORTALES—1950

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Plains Bcstg. Co.  
 Address.....Box 1019, Roswell  
 Phone Number.....600  
 News Service.....UP  
 Transcription Service.....Lang-Worth, MacGregor  
 President.....Theresa Whitmore  
 General Manager.....G. F. Roberts  
 Commercial Manager.....Ed Fitzpatrick  
 Chief Engineer.....William McCreary

## KRTN

RATON—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Southwest Bcsters, Inc.  
 Business Address.....Box 767  
 Phone Number.....875

Air Time.....7 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Hil F. Best  
 Pres., Gen. Manager.....Ernest N. Thwaites  
 Station Manager.....Stanley K. Brown  
 Chief Engineer.....A. F. Schultz

## KGFL

ROSWELL—1927—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KGFL, Inc.  
 Business-Studio Address.....Box 1019  
 Phone Number.....2000  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth, World,  
 MacGregor  
 Representative.....Taylor Co.  
 Membership.....NARTB  
 President.....Mrs. Theresa Whitmore  
 Sec'y-Treas.....W. E. Whitmore, Jr.  
 Commercial Manager.....G. F. Roberts  
 Chief Engineer.....E. C. Rader

## KSWS

ROSWELL—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....McEvoy Bcstg. Co.  
 Bus.-Studio Address.....401 N. Richardson  
 Phone Number.....2400  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....McGillvra  
 Pres., Gen. Mgr.....Paul B. McEvoy  
 Commercial Manager.....Jack Schafer  
 Program Director.....Mary L. Jones  
 Chief Engineer.....Ray R. Summersgill

## KTRC

SANTA FE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio de Santa Fe  
 Address.....210 E. Marcy St.  
 Phone Number.....3-6335  
 News Service.....UP  
 Transcription Service.....Associated  
 Pres., Gen. Mgr.....J. Gibbs Spring  
 Sta., Comm. Mg.....Hugh M. Gray  
 Chief Engineer.....Acton Tillery

## KVSF

SANTA FE—1935—CBS

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Santa Fe Bcstg. Co.  
 Business-Studio Address.....759 Cerillos Rd.  
 Phone Number.....3-7319  
 Representative.....Weed  
 President.....A. R. Hebenstreit  
 Gen., Comm. Mgr.....Ivan R. Head  
 Chief Engineer.....E. J. Vanderwood

# KSIL

SILVER CITY—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By S. W. N. Mex Bcstng.  
 Bus. Studio-Transmitter Address 17th & Cactus  
 Air Time 6 a.m.-11:15 p.m.  
 News Service AP  
 Representative Taylor  
 Pres., Gen., Comm. Mgr. A. Carl Dunbar  
 V.P., Sta., Prom. Mgr., Dir. James H. Duncan  
 Chief Engineer H. H. Smith

# KCHS

TRUTH OR CONSEQUENCES—1946  
 KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By O. L. and Gladycy P. Dennis

Address Box 351  
 Phone Number 161  
 News Service UP  
 Representative Continental Radio Sales  
 General Manager O. L. Dennis  
 Station Manager Gladycy P. Dennis  
 Chief Engineer Sam Bradley

# KTNM

TUCUMCARI—1941—MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Quay County Bcstg. Co.  
 Business Address Box 668  
 Phone Number 100  
 Air Time 6 a.m.-10:30 p.m.  
 News Service UP  
 Gen., Sta. Mgr. Lloyd Hawkins  
 Comm., Prom. Mgr. Richard S. Fox  
 Program Director Richard Dale Wood

# NEW YORK

Pop. April 1, 1953 (Est.) 15,725,000—Total Housing Units 4,675,000  
 Families April 1, 1953 (Est.) 4,354,000—Stations in State 98

# WABY

ALBANY—1933

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Eastern N. Y. Bcstng.  
 Business-Studio 80 Braintree St.  
 Phone Number 2-3353  
 Air Time 7 a.m.-11:30 p.m.  
 News Service UP  
 Representative Rambeau  
 President David Kyle  
 Gen., Sta. Mgr. Edward L. Trudeau  
 Comm., Sales Prom. Mgr. Alix Blake  
 Program Director Toni Brady  
 Chief Engineer Tom Stapleton

Owned-Oper. By Patron Brcdstg. Co., Inc.  
 Address Hotel Ten Eyck  
 Phone Number 5-3345  
 News Service AP, INS  
 Transcr. Service Associated, SESAC  
 Station Representative Weed and Co.  
 Membership NARTB, BAB  
 President J. Myer Schine  
 General Manager O. R. J. Bellamy  
 Commercial Mngner Jack Charles  
 Program Director Howard W. Maschmeier  
 Chief Engineer Dwelle S. Hoag

# WOKO

ALBANY—1925—UBS

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Oper. By Gov. Dongan Bcstg. Corp.  
 Business-Studio Address 136 State St.  
 Phone Number 3-6638  
 Air Time 6 a.m.-1 a.m.  
 News Service AP  
 Representative McGillvra  
 President, General Mgr. James T. Healey  
 Commercial Manager J. I. Walsh  
 Program Director Frank Panny  
 Chief Engineer Al Sardi

# WROW

ALBANY—1947—MBS

Frequency: 590 Kc. Power: 5,000 Watts d.;  
 1,000 Watts n.  
 Owned-Oper. By Hudson Valley Br. Co., Inc.  
 Address 248 State Street  
 Phone Number 3-2225  
 Air Time 6 a.m.-M.  
 News Service INS, UP  
 Transcription Service Thesaurus  
 Station Representative The Bolling Co.  
 Membership NARTB, BAB  
 General Manager Harry L. Goldman  
 Sta. Mgr., Pgm., Pub. Dir. Johnny Lee  
 Comm., Sales Prom. Mgr. Harry Littler  
 Chief Engineer Charles Heisler

# WPTR

ALBANY—1948

Frequency: 1540 Kc. Power: 50,000 Watts

**W X K W****ALBANY—1948—ABC**

Frequency: 850 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . Champlain Valley Bcstg.  
 Business-Studio Address . . . . . 444 Broadway  
 Phone Number . . . . . 6-7676  
 Air Time . . . . . 6:00 a.m.-12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Katz  
 President, Gen. Mgr. . . . . Stephen R. Rintoul  
 Station Manager . . . . . George Wetmore  
 Commercial Manager . . . . . Eugene Fitzpatrick  
 Sales Prom. Mgr. . . . . Walter J. Maxwell  
 Program Director . . . . . Walter C. Neals  
 Chief Engineer . . . . . Paul Krutz

**W C S S****AMSTERDAM—1948**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Community Service Bcst.  
 Bus.-Studio-Transmitter Address . . . . . Upper Locust  
 Phone Number . . . . . 4000  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . McGillvra  
 President . . . . . Ted Aber  
 General Manager . . . . . Alex Sherwood  
 Commercial Manager . . . . . Ray Mahoney  
 Program Director . . . . . Raymond J. Cheney  
 Chief Engineer . . . . . Guy Rauer

**W M B O****AUBURN—1926—MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WMBO, Inc.  
 Business-Studio Address . . . . . 141 Genesee St.  
 Phone Number . . . . . 2-3511  
 Newspaper Affiliation . . . . . "Advertiser"  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcriptoin Service . . . . . World, SESAC  
 Representative . . . . . Thomas F. Clark  
 Membership . . . . . NARTB, BAB  
 President . . . . . William O. Dapping  
 General Manager . . . . . Frederick L. Keese  
 Program Director . . . . . Robert B. Morgan  
 Chief Engineer . . . . . Herbert House

**W B T A****BATAVIA—1941—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Batavia Bcstg. Corp.  
 Business-Studio Address . . . . . 90 Main St.  
 Phone Number . . . . . 715  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . AP

Transcription Service . . . . . Lang-Worth, World  
 Pres., Gen.-Station Mgr. . . . . Edmund R. Gamble  
 Commercial Manager . . . . . Charles L. Snow  
 Program Director . . . . . Bud Mason  
 Publicity Director . . . . . William Stokes  
 Chief Engineer . . . . . Fred Callendar

**W I N R****BINGHAMTON—1946—NBC**

Frequency: 680 Kc. . . . . Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By . . . . . Southern Tier Radio Service  
 Business-Studio Address . . . . . Court House Square  
 Phone Number . . . . . 4-4318  
 Air Time . . . . . 6 a.m.-12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NARTB  
 President . . . . . Donald Kramer  
 General Manager . . . . . George J. O'Connor  
 Commercial Manager . . . . . H. R. Nicholson  
 Pgm., Pub. Dir. . . . . Charles Bishara  
 Chief Engineer . . . . . A. A. Kelley

**W K O P****BINGHAMTON—1947—MBS**

Frequency: 1360 Kc. . . . . Power: 100 Watts d.,  
 500 n.  
 Owned-Oper. By . . . . . The Binghamton Bcstrs., Inc.  
 Business-Studio Address . . . . . 34 Chenango St.  
 Phone Number . . . . . 2-3437  
 Air Time . . . . . 5.30 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB, BAB  
 Pres., Gen.-Sta. Mgr. . . . . Andrew Jarema  
 Prom., Comm. Manager . . . . . Jay Hanshaw  
 Program Director . . . . . Wally Buman  
 Chief Engineer . . . . . Charles Hallinan

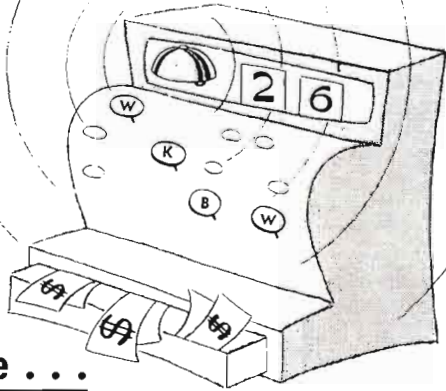
**W N B F****BINGHAMTON—1927—CBS**

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Clark Associates, Inc.  
 Business Address . . . . . P. O. Box 48  
 Phone Number . . . . . Binghamton 2-3461  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Bolling  
 Membership . . . . . NARTB, BAB  
 President . . . . . John C. Clark  
 General Manager . . . . . Cecil D. Mastin  
 Treasurer . . . . . L. L. Rogers  
 Commercial Manager . . . . . S. N. Heslop  
 Sales Prom. Mgr., Pub. Dir. . . . . E. R. McCloskey  
 Prog., Prod. Dir. . . . . E. M. Scala  
 Chief Engineer . . . . . L. H. Stantz

# SATURATION

## SELLS GOODS

IN BUFFALO and WESTERN NEW YORK



Pitch your sales message . . .

. . . NOT once a week; NOT five times a week . . .

**BUT 26 TIMES A WEEK!**

adjacent to newscasts

### **WKBW** offers alert advertisers **SATURATION!**

The most successful advertising technique is "Telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. Call Avery-Knodel or WKBW.

### **WKBW** offers you **MORE THAN TWICE** **AS MANY LISTENERS** **FOR YOUR DOLLAR!**

No matter what your yardstick is for buying radio time . . . Nielsen . . . Pulse . . . coverage maps . . . or special local surveys, you'll find a WKBW SATURATION CAMPAIGN gives you **MORE THAN TWICE AS MANY LISTENERS** for your advertising dollar. That's why your sales results will be **MORE THAN TWICE AS GOOD!** For details about this and other WKBW saturation campaigns call Avery-Knodel or WKBW.

50,000 WATTS  
AVERY-KNODEL, INC.  
National Representatives

# WKBW

**BUFFALO'S MOST POWERFUL STATION**

BASIC ABC  
CLINTON H. CHURCHILL  
Founder, President  
and General Manager



# WENE

**BINGHAMTON—ENDICOTT—1947**  
**ABC**

Frequency: 1430 Kc. Power 5000 Watts  
Owned-Oper. By Otaway Stations, Inc.  
Business-Studio Address 909 E. Main  
Phone Number 5-3351  
Air Time 6 a.m.-12:05 a.m.  
News Service UP  
Transcription Service Associated  
Representative Radio Reps. Inc.  
Membership NARTB, BAB  
President James H. Ottaway  
Managing Director F. H. Brinkley  
Station Manager S. W. Ryder  
Sales Prom., Comm. Mgr. Norman F. Flynn  
Pgm., Pub. Dir. Harold E. Graves  
Chief Engineer Sheldon W. Weyland

# WBEN

**BUFFALO—1930—NBC**

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Operated By WBEN, Inc.  
Address Hotel Statler  
Phone Number MOhawK 0930  
Newspaper Affiliation "Evening News"  
Air Time 5:30 a.m.-1 a.m.  
News Service AP, INS, UP  
Transcription Service Thesaurus, Lang-Worth  
Representative Henry I. Christal  
Membership NARTB, BAB  
President Edward H. Buller  
Vice-President A. H. Kirchhofer  
General Manager C. Robert Thompson  
Station Manager Frank W. Kelly  
Sales Manager C. E. Daly  
Asst. Radio Sales Mgr. Robert J. Conway  
Program Director William R. Rich  
Publicity Director Joseph A. Haeifner  
Chief Engineer Ralph J. Kingsley

# WBNY

**BUFFALO—1935**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Roy L. Albertson  
Business-Studio Address 485 Main St.  
Phone Number Mohawk 1400  
News Service AP, UP  
President Roy L. Albertson  
General Manager Howard Schellenberg  
Chief Engineer Thomas L. Vines

# WEBR

**BUFFALO—1924—MBS**

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By WEBR, Inc.  
Business-Studio Address 23 North St.  
Phone Number Lincoln 7133

Newspaper Affiliation "Courier-Express"  
Air Time 5:30 a.m.-2 a.m.  
News Service AP, INS, UP  
Transcription Service Associated  
Representative Katz  
Membership NARTB, BAB  
President William J. Connors, III  
General Manager William Doerr  
Commercial Manager Carl J. Kirchhofer  
Pgm., Prom. Mgr. Wm. Schweitzer  
Chief Engineer Frank B. Ridgeway

# WGR

**BUFFALO—1922—CBS**

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Operated By WGR Bcstg. Corp.  
Business-Studio Address Rand Bldg.  
Phone Number Washington 3100  
Air Time 5:50 a.m.-1:05 a.m.  
News Service UP  
Representative Free & Peters  
Membership NARTB, BAB  
Chairman of Board Leo J. Fitzpatrick  
Pres., Gen. Mgr. I. R. Lounsberry  
Comm. Mgr. (National spot) F. R. Greene  
Commercial Manager (Local) Nat Cohen  
Sales Promotion Manager R. McPherson  
Program Director Robert Strigl  
Chief Engineer K. B. Hoffman

# WWOL

**BUFFALO—1947**

Frequency: 1120 Kc. Power: 1000 Watts d.  
Owned-Operated By Greater Erie Broad. Co.  
Address 315 Main St.  
Phone Number MO 1200  
News Service INS, UP  
Representative Forjoe  
Owner Leon Wyszatycki  
General Manager Ted Wyszatycki  
Commercial Manager Jack Greenfield  
Program Director Joe A. Rico  
Chief Engineer Frank Sai

# WKBW

**BUFFALO—1925—ABC**

Frequency: 1520 Kc. Power: 50,000 Watts  
Owned-Operated By WKBW, Inc.  
Business Address Radio Center, 1430 Main St.  
Phone Number Grant 5101  
Air Time 5:30 a.m.-2 a.m.  
News Service UP  
Transcription Service World  
Representative Avery-Knodel  
Pres., Gen. Mgr. Clinton H. Churchill  
Sta., Comm. Mgr. Roger M. Baker  
Sales Promotion Alfred E. Anscombe  
Program Director James McGrath  
Chief Engineer Leroy Fiedler

**W X R A****BUFFALO—KENMORE—1948**

Frequency: 1080 Kc. Power: 1000 Watts d.  
 Owned-Operated By: W. New York Broad. Co.  
 Address: 1515 Niagara Falls Blvd., Amherst  
 Phone Number: AMherst 1160  
 News Service: AP, UP  
 Transcription Service: Associated  
 Station Representative: Wm. G. Rambeau  
 Gen., Comm. Mgr.: Thaddeus Podbielniak  
 Sales Prom., Pub. Dir.: Bradley D. Steiger  
 Program Director: James J. Frieling  
 Chief Engineer: Roger W. Fleming

**W C B A****CORNING—1949**

Frequency: 1350 Kc. Power: 1000Watts d.  
 Owned-Operated By  
 Wellsboro Corning Broad. Adv. Inc.  
 Address: Pine St.  
 Phone Number: 65451  
 News Service: UP, World  
 Representative: McGillvra, Inc.  
 Pres., Gen. Mgr.: Paul L. Carpenter  
 Program Director: Robert J. Vrzal

**W C L I****CORNING—1950—ABC**

Frequency: 1450 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Elmira-Corning Bcstg.  
 Address: 114 Walnut St.  
 Phone Number: 6-4651  
 Transcription Service: Thesaurus  
 Representative: Meeker  
 News Service: AP  
 President: E. S. Underhill, Jr.  
 General Manager: Walter Valerius  
 Sta., Comm. Mgr.: Gordon Jenkins  
 Program Director: George P. Droelle, Jr.  
 Publicity Director: Robert Shaddock  
 Chief Engineer: Allen N. Bell

**W K R T****CORTLAND—1947**

Frequency: 920 Kc. Power: 1000 Watts d.,  
 500 n.  
 Owned-Operated By: Radio Cortland, Inc.  
 Business Studio Address: 27 N. Main St.  
 Phone Number: 2990  
 Air Time: 6 a.m.-11:15 p.m.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Gill-Keefe-Perna  
 Membership: BAB  
 President: Leighton A. Hope  
 General Manager: William L. Thompson  
 Program Dir.: William J. Griffiths  
 Chief Engineer: William Barron

**W F C B****DUNKIRK—1949**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned-Operated By: Dunkirk Broad. Corp.  
 Address: 316 Main St.  
 Phone Number: 7756-7-8  
 Air Time: 6:00 a.m.-1:00 a.m.  
 News Service: UP  
 Transcription Serv.: Thesaurus, Lang-Worth,  
 World  
 Membership: NARTB, BAB  
 Pres., Gen. Mgr., Sta. Mgr.: Alois A. Schmidt  
 Commercial Manager: B. F. Goodrich  
 Program Director: Robert Gifford  
 Chief Engineer: J. T. Grace

**W E L M****ELMIRA—1947—CBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner: Elmira Corning Bcstg. Corp.  
 Business-Studio Address: 222 E. Market St.  
 Phone Number: Elmira 2-1400  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: Thesaurus  
 Membership: NARTB  
 President: E. S. Underhill, Jr.  
 Sta. Gen. Manager: Walter Valerius  
 Commercial Manager: Ross Beatty  
 Program Director: Kenneth C. Powell  
 Chief Engineer: Allen Bell

**W E N Y****ELMIRA—1939—NBC-MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Elmira Star-Gazette, Inc.  
 Bus.-Studio Address: Mark Twain Hotel  
 Phone Number: 5181  
 Transmitter Location: Milton St.  
 Air Time: 6 a.m.-1 a.m.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Everett & McKinney  
 Membership: NARTB, BAB  
 General Manager: Dale L. Taylor  
 Scales Manager: Phil Cameron  
 Production Director: Ted Hodge  
 Chief Engineer: Thurlow A. Greene

**W G B B****FREEPORT—1924**

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Operated By: Harry H. Carman  
 Business-Studio Address: 44 So. Grove St.  
 Phone Number: Freeport 9-1400

Air Time.....7 a.m.-12 m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Pres., Gen., Sta. Mgr. & Chief Engineer  
                                           Harry H. Carman  
 Commercial Manager.....Murray C. Evans  
 Program Director.....A. Cheesman  
 Publicity Director.....Herbert Clock

**W O S C**  
 FULTON—1949

Frequency. 1300 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Cassill Radio Corp.  
 Address.....Pontiac Hotel, Oswego  
 Phone Number.....Fulton 2-2255  
 Air Time.....Sunrise to Sunset only  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB  
 Station Representative.....Devney  
 Pres., Gen. Mgr.....A. L. Richardson  
 Station Manager.....Jack Burgess  
 Program Director.....Edward Reich  
 Chief Engineer.....Robert N. Blair

**W G V A**  
 GENEVA—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Star Bcstg. Co., Inc.  
 Address.....Geneva Federal Savings Bldg.  
 Phone Number.....6691  
 Air Time.....Full Time  
 News Service.....AP  
 Representative.....Cooke  
 Transcription Service.....Lang-Worth  
 President.....M. R. Forman  
 V.P., Gen. Mgr.....Thomas L. Brown  
 Program Director.....Alex Lamutis  
 Chief Engineer.....R. Carleton Greene

**W W S C**  
 GLENS FALLS—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Gt. Northern Radio Co.  
 Address.....13 Warren St.  
 Phone Number.....2-6518  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Representative.....Rambeau  
 Membership.....NARTB, BAB  
 Pres., Gen., Sta. Mgr.....Martin R. Kariq  
 Sales Prom., Pub. Mgr.....Robert Krieger  
 Program Director.....Carl W. Mattinson  
 Chief Engineer.....Joseph Thomas

FOR  
 IMPORTANT  
 TELEPHONE  
 NUMBERS  
 IN  
 NEW YORK,  
 LOS ANGELES,  
 CHICAGO,  
 WASHINGTON  
 SEE PAGE  
 100

the **WHLI** long island story

One Station — **WHLI** — dominates  
L. I.'s rich growing NASSAU COUNTY

	POPULATION	RETAIL SALES	AUDIENCE SHARE (daytime)
1948	525,000	\$602,000,000	14.9
1952	950,000	\$794,860,000	27.5
% increase	80%	32%	84 <sup>0</sup> / <sub>0</sub>

**WHLI** has a larger audience, daytime, in the Major Long Island Market, than any network station or combination of independent stations.

### Big Bonus Coverage

(Nassau, parts of Queens, Suffolk and Brooklyn)

Population—2,304,567

Net Income—over \$4 billion

Retail Sales—over \$2 billion

DATA SOURCES: Sales Management — 1952;  
Conlan Survey — 1952.

REPRESENTED BY RAMBEAU

**WHLI**

A M 1100  
F M 98.3

**HEMPSTEAD  
LONG ISLAND, N. Y.**

PAUL GODOFKY, President

*the voice of  
long island*

# WHLI

**HEMPSTEAD—1947**

Frequency: 1100 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....FM Bcstg. Corp.  
 Business-Studio Address.....245 Baldwin Rd.  
 Phone Number.....Hempstead 2-8000  
 News Service.....UP  
 Transcription Service.....Associated, World.  
 Thesaurus  
 Representative.....Rambeau  
 Membership.....BAB  
 Pres., Gen. Mgr.....Paul Godofsky  
 V.P., Sales.....Joseph A. Lenn  
 Publicity Director.....George Ball  
 V.P., Chief Engineer.....Frank E. Knaack

# WLEA

**HORNELL—1951**

Frequency: 1480 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Hornell Bcstg. Corp.  
 Business-Studio Address.....P. O. Box 60  
 Phone Number.....1420  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Gill-Keefe-Perna  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Maxwell V. McCarthy  
 Comm., Sales Prom. Mgr.....Louis A. Perrone  
 Publicity Director.....Blanche Stuart Scott  
 Chief Engineer.....George W. Stidstone

# WWHG

**HORNELL—1946**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Operated By.....W. H. Greenhow Co.  
 Address.....85 Canisteo St.  
 News Service.....AP  
 Transcription Service.....World, Associated  
 Representative.....McGillvra  
 General Manager.....Louis G. Buisch  
 Station Manager.....Donald J. Curran  
 Commercial Manager.....Sheffield Davis  
 Chief Engineer.....Howard Huff

# WHUC

**HUDSON—1947—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Colgren Bcstg. Co.  
 Address.....Union Turnpike  
 Phone Number.....8-3341  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....McGillvra  
 Membership.....NARTB  
 General Manager.....John Kearney  
 Commercial Manager.....Robert Strakos  
 Prog., Prod. Director.....James P. Cranna  
 Chief Engineer.....Charles Weiler

# WGSM

**HUNTINGTON—1951**

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Huntington-Montauk Bcstg.  
 Co., Inc.  
 Address.....237 New York Ave.  
 Phone Number.....46740  
 News Service.....UP  
 Transcription Service.....Thesaurus, World  
 Membership.....BAB  
 President.....Byron T. Sammis  
 Gen., Comm. Mgr.....Edward J. Fitzgerald  
 Program Director.....Walter Neiman  
 Publicity Director.....Don MacLachlan  
 Chief Engineer.....William Naramore

# WHCU

**ITHACA—1921—CBS**

Frequency: 870 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Cornell University  
 Business-Studio Address.....Savings Bank Bldg.  
 Phone Number.....Ithaca 4-6301  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Associated  
 Membership.....NARTB, BAB  
 General Manager.....Michael R. Hanna  
 Comm., Prom. Mgr.....Earl S. Cobey  
 Program Director.....Joseph A. Short  
 Publicity Director.....Sam Woodside  
 Chief Engineer.....True McLean

# WJOC

**JAMESTOWN—1947—MBS**

Frequency: 1340 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Air Waves, Inc.  
 Trans.-Bus.-Studio Address.....415 W. Fourth St.  
 Phone Number.....5-108  
 Air Time.....5:55 a.m.-12 M.  
 News Service.....AP  
 Representative.....Gill-Keefe-Perna  
 Membership.....NARTB, BAB  
 Pres., Gen. Sta. Mgr.....Harold P. Kane  
 Program Director.....William Winn  
 Commercial Manager.....Richard F. Rose  
 Chief Engineer.....Burton O. Waterman

# WJTN

**JAMESTOWN—1924—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By.....James Bcstg. Co., Inc.  
 Bus.-Studio Address.....Hotel Jamestown  
 Phone Number.....7-151  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Associated, McGregor  
 Representative.....William G. Rambeau  
 Membership.....NARTB, BAB  
 President.....Jay E. Mason

Gen. Sta.-Comm. .... Simon Goldman  
 Program Director ..... George Pileeger  
 Publicity Dir. .... Jess Price  
 Chief Engineer ..... Harold J. Kratzert

## WENT

JOHNSTOWN—GLOVERSVILLE  
 1944—CBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Sacandaga Bcstg. Corp.  
 Business-Studio Address. .... 8 W. Fulton St.  
 Phone Number ..... 4-7175  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Gill-Keefe-Perna  
 President ..... George Bissell  
 General Manager ..... Dale Robertson  
 Commercial Manager ..... Jack Charles  
 Program Director ..... Robert Dingman  
 Chief Engineer ..... Richard Stewart

## WKNY

KINGSTON—1939—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Kingston Bcstg. Corp.  
 Business-Studio Address. .... 601 Broadway  
 Phone Number ..... Kingston 4500  
 Transmitter. .... Plainfield St., Ulster Township  
 Air Time ..... Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Meeker  
 President ..... Joseph K. Close  
 General Station Mgr. .... Robert M. Peebles  
 Program Director ..... Robert L. Sabin  
 Publicity Director ..... Richard McCarthy  
 Chief Engineer ..... E. T. Robarge

## WVOS

LIBERTY—1947

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Sullivan County Bcstg. Co.  
 Business Address. .... P. O. Box 156  
 Phone Number ..... 1680-1  
 Air Time ..... 6:58 a.m.-12 M.  
 News Service ..... UP  
 Pres., Gen. Mgr., Prog. Dir. .... S. D. Lubin  
 Commercial Manager, Prog. Dir. .... H. G. Borwick  
 Chief Engineer ..... K. Foster

## WUSJ

LOCKPORT—1948

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Union-Sun & Journal, Inc.  
 Trans.-Address ..... 320 Michigan St.

Phone Number ..... 3-5944  
 Air Time ..... 7 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Newspaper Affil. .... "Union Sun & Journal"  
 Representative ..... Joseph H. McGillvra, Inc.  
 Membership ..... NARTB  
 President ..... Egbert D. Corson  
 General Manager ..... Jack Gelzer  
 Program Director ..... Tom Jolls  
 Chief Engineer ..... William Renaud

## WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper By. .... North Country Bcstg. Co.  
 Trans.-Address ..... 65 Woodward St.  
 Phone Number ..... 187  
 Air Time ..... 7 a.m.-11:15 p.m.  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Indie Co.  
 Pres., Gen. Sta. Mgr. .... Mitchell C. Tackley  
 Commercial Manager ..... Alice M. Tackley  
 Prom., Pgm., Pub. Dir. .... Donald J. Payne  
 Chief Engineer ..... Adolf F. Stromer

## WMSA

MASSENA—1945—ABC

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... The Brockway Co.  
 Business Address. .... Central Bldg.  
 Phone Number ..... 990  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Weed  
 Membership ..... NARTB, BAB  
 President ..... John B. Johnson  
 General Manager ..... Louis Saiff, Jr.  
 Station-Comm. Mgr. .... Thomas R. McHugh  
 Program Director ..... James H. Nash  
 Chief Engineer ..... Michael Tarkulch

## WALL

MIDDLETOWN—1942

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... The Community Bcstg. Corp.  
 Business-Studio Address. .... 62 North St.  
 Phone Number ..... 3119  
 Air Time ..... 6:45 a.m.-10 p.m.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Pres., Gen., Comm. Mgr. .... James M. Patt  
 Program Director ..... Jerry Wax  
 Chief Engineer ..... Charles B. Lissner

# W G N Y

**NEWBURGH—1933**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Operated By... WGNY Bcstg. Co., Inc.  
 Business-Studio Address... 161 Broadway  
 Phone Number... 4600  
 News Service... AP  
 Membership... BAB  
 Pres., Gen. Mgr... George W. Bingham  
 Commercial Manager... Joseph Rake  
 Sls. Prom., Pgm. Mgr... John J. Kuhn  
 Chief Engineer... Marvin S. Seimes

# W G N R

**NEW ROCHELLE—1950**

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned-Oper. By... New Rochelle Bcstg. Service  
 Address... 524 North Ave.  
 Phone Number... 6-1460  
 Transcription Service... Lang-Worth  
 News Service... UP  
 Pres., Gen. Mgr... Julian H. Gins

# WABC

**NEW YORK—1921—ABC**

Frequency: 770 Kc. Power: 50,000 Watts  
 Owned-Oper. By... American Bcstg. Co., Inc.  
 Business Address... 30 Rockefeller Plaza  
 Phone Number... SU 7-5000  
 Air Time... 24 hours  
 News Service... AP, INS, UP  
 Representative... Edward Petry & Co.  
 President... Robert E. Kintner  
 Station Manager... Hartley Samuels  
 Commercial Manager... Mike Renault  
 Publicity Director... Phillip Bernstein  
 Program Manager... William Berns  
 Sales Prom. Mgr... Willis Parsons  
 Chief Engineer... William Trevarthen

# W B N X

**NEW YORK—1927**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By... WBNX Bcstg. Co., Inc.  
 Bus-Studio Address... 260 E. 161st St., Bronx  
 Phone Number... ME1rose 5-0333  
 News Service... AP  
 Transcription Service... SESAC  
 Representative... King  
 President... A. L. Haskell  
 V.P., Sta.-Gen. Manager... William I. Moore  
 Program Director... Edward Ervin  
 Production Director... Frank Johnson

# W C B S

**NEW YORK—1924—CBS  
 RADIO**

Frequency: 880 Kc. Power: 50,000 Watts

Owned By... Columbia Bcstg. System, Inc.  
 Operated By... CBS Radio Division  
 General Studio Address... 485 Madison Ave.  
 Phone Number... PLaza 1-2345  
 Air Time... Unlimited  
 News Service... AP, INS, UP  
 Transcription Service... Capitol  
 Representative... CBS Radio Spot Sales  
 Membership... BAB  
 President of CBS... Frank Stanton  
 General Manager... Carl Ward  
 Sales Manager... Bill Miller  
 Commercial Manager... Mike Campbell  
 Sales Prom. Mgr... Don Foley  
 Program Director... Sam Slate  
 Production Director... D. Gordon Graham  
 Publicity Director... Bob Blake

# W E V D

**NEW YORK—1927**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By... Debs Memorial Radio Fund  
 Business-Studio Address... 117 W. 46th St.  
 Phone Number... PLaza 7-0880  
 News Service... AP  
 President... Adolph Held

**4 Reasons Why**

The foremost national and local advertisers use WEVD year after year to reach the vast

**Jewish Market of Metropolitan New York**

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director  
 WEVD 117-119 West 46th St.  
 New York 36

# WHOM

*AM . FM*

*Effectively Reaches New York's  
Specialized Markets with Millions  
of Impressions at a Few Pennies  
a Thousand!!! Result-Getting  
Economical Buys in Hundreds of  
Thousands of Italian, Spanish,  
German, Polish, and Negro Homes!!!*

# WHOM

*AM . FM*

136 W. 52nd Street

New York 19, N. Y.



Gen.-Sta.-Comm. Mgr.....Henry Greenfield  
Program-Publicity Dir.....George Field  
Chief Engineer.....Charles Brown

Business Address.....136 W. 52nd St.  
Phone Number.....Circle 6-3900  
Newspaper Affiliation.....Il Progresso Italo-  
Americano  
News Service .....UP  
Air Time.....6 a.m.-2 a.m.  
President .....Fortune Pope  
V.P., Chge. Sales.....Charles Baltin  
Program Director .....Ralph Constantino  
Chief Engineer.....George Steiger

# WHOM

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts  
Owned-Operated By.....Il Progresso Italo-  
Americano Publishing Co.

## The Red Cross Needs



## Your Unstinting Assistance

# GIVE!



# WINS

**50,000** watts in the world's  
richest market, new york

---

**crosley broadcasting corporation**

# WINS

NEW YORK—1932

Frequency: 1010 Kc. Power: 50,000 Wtts  
 Owned-Operated By: Crosley Bcstg. Corp.  
 Address: 28 W. 44th St.  
 Phone Number: BRyant 9-6000  
 Air Time: Unlimited  
 News Service: INS, UP  
 Representative: WLW Crosley Sales  
 Transcription Service: Associated  
 Membership: NARTB  
 President: Robert E. Dunville  
 General Manager: Harry Folts  
 Business Manager: Harry G. Kirwan  
 Publicity Director: Joseph G. Besch  
 Program Director: Robert Crier  
 Chief Engineer: Paul von Kunitz

# WMCA

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By: WMCA, Inc.  
 Business-Studio Address: 1657 Broadway  
 Phone Number: Circle 6-2200  
 Air Time: 6 a.m.-3 a.m.  
 News Service: AP  
 Transcription Service: World  
 Representative: AM Radio Sales  
 President: Nathan Straus  
 General Manager: M. M. Fleischl  
 Program Director: Leon Goldstein  
 Prom., Pub. Dir.: William H. Youry II  
 Sales Mgr.: John J. McSweeney  
 Chief Engineer: James McCafferty

# WMGM

NEW YORK—1922

Frequency: 1050 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Marcus Loew Booking Agcy.  
 Business-Studio Address: 711 Fifth Ave.  
 Phone Number: MUrray Hill 8-1000  
 Air Time: Full Time  
 News Service: UP  
 Representative: Radio Reps.  
 Director: Bertram Lebharr, Jr.  
 General Manager: Frank Roshrenbeck  
 Sales Manager: Arthur M. Tolchin  
 Program Director: Raymond Katz  
 Publicity Director: Jo Ranson  
 Chief Engineer: Paul Fuelling

# WNBC

NEW YORK—1922—NBC

Frequency: 660 Kc. Power: 50,000 Watts  
 Owned-Oper. By: National Bcstg. Co., Inc.  
 Bus.-Studio Address: 30 Rockefeller Plaza  
 Phone Number: Circle 7-8300  
 Transmitter Location: Port Washington

News Service: AP, INS, UP  
 Transcription Service: Thesaurus  
 Representative: NBC Spot Sales  
 Membership: NARTB, BAB  
 President: Frank White  
 General, Station Manager: Ted Cott  
 Commercial Manager: Robert Leder  
 Promotion Manager: Jay Smolin  
 Program Director: Steve White  
 Publicity Director: Phil Dean  
 Chief Engineer: John M. Flynn

NOW THAT  
 YOU CAN  
 HAVE THE  
 BEST,  
 WHY BE  
 SATISFIED WITH  
 LESS?  
 AP

# WLIB

1000 WATTS

1190 ON THE DIAL

*"the Only Station  
with Studios in Harlem*

New York's No. 1 Station in the  
Metropolitan Negro Market\*

Originates the Walter White Show  
now nationally syndicated

Also serving 700,000 English-Speaking  
Jewish Families

You can reach 2,000,000 people for  
as little as 7½ cents per 1000  
listeners—PULSE

*Write or wire for availabilities*



\* Listened to by  
more of New York's  
1,012,883 Negroes  
than any other sta-  
tion—PULSE

**WLIB**

207 East 30th St.  
New York 16, N. Y.  
ORegon 9-2720

HARRY NOVIK — General Manager

# WLIB

NEW YORK—1942

Frequency: 1190 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....New Bcstg. Co., Inc.  
 Business-Studio Address.....207 E. 30th St.  
 Phone Number.....ORegon 9-2720  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Representative.....ForJoe  
 President.....Morris S. Novik  
 Gen., Sta. Mgr.....Harry Novik  
 Program Director.....Nat Rudich  
 Publicity Director.....Mike Jablons  
 Chief Engineer.....John J. Bubbers

# WOR

NEW YORK—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....General Teleradio, Inc.  
 Business-Studio Address.....1440 Broadway  
 Phone Number.....LONgacre 4-8000  
 Air Time.....Full Time  
 News Service.....AP, UP  
 Transcription Service.....Associated  
 Representative.....H-R Reps.  
 Membership.....NARTB, BAB  
 President.....Thomas F. O'Neil  
 General Manager.....Wm. H. Fineshriber, Jr.  
 V.P. in Chg. Pgms.....Julius F. Seebach, Jr.  
 Commercial Mgr.....William Crawford  
 Sales Prom. Mgr.....James Tyler  
 Publicity Director.....Francis X. Zuzulo  
 Engineering V.P.....Earl Johnson

(See Page 300)

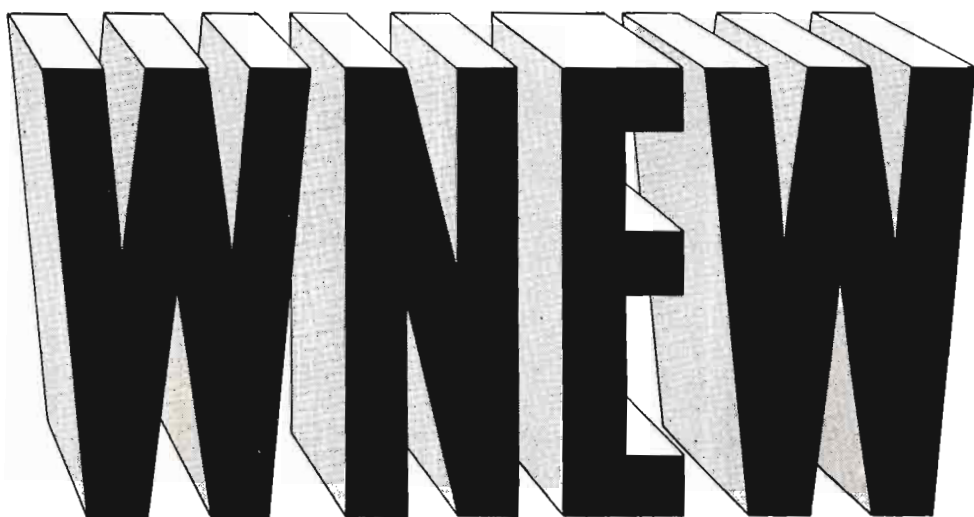
See pages 100-101 for

# LISTING OF NEW YORK PHONE NUMBERS



- NETWORKS
- ★ PUBLICATIONS
- ★ ORGANIZATIONS
- ★ TALENT AGENCIES
- ★ FM RADIO STATIONS
- ★ AM RADIO STATIONS
- ★ NEWS ASSOCIATIONS
- ★ TELEVISION STATIONS
- ★ PROGRAM PRODUCERS
- ★ RECORDING COMPANIES
- ★ ADVERTISING AGENCIES
- ★ TRANSCRIPTION COMPANIES
- ★ STATION REPRESENTATIVES

More than ever...  
Greater New York's  
favorite station  
for MUSIC and NEWS

The call letters 'WNEW' are rendered in a large, bold, three-dimensional font. Each letter is a thick, black block with a white top surface and a light gray, textured side surface, giving them a 3D effect as if they are standing upright.

**50,000** Watts day

**10,000** Watts night

1130 | ON YOUR DIAL

24 HOURS A DAY

**W N E W**

**NEW YORK—1934**

Frequency: 1130 Kc...Power: 50,000 Watts d.;  
10,000 Watts n.  
Owned-Operated By.....WNEW, Inc.  
Business-Studio Address.....565 Fifth Ave.  
Phone Number.....PLaza 3-3300  
Air Time .....24 Hours

Transcription Service .....Lang-Worth  
Representative .....John Blair  
President.....William S. Cherry, Jr.  
Exec. V.P., Gen. Mgr.....Bernice Judis  
V.P., Sales Director.....Ira Herbert  
Promotion Manager.....Kenneth Klein  
Program Director.....William Kaland  
Publicity Director.....Alan E. Brandt  
Co-ordinator of Operations.....John Jaeger  
Chief Engineer.....Max Welner

FOR THE  
**WHLI** Story  
AND  
PERSONNEL ROSTER  
SEE  
PAGES 520-521

# The Italian Influence

In the world of fashions, as in films, food, furniture and American industry and the arts in general, Italian creativeness continues to play a more and more important role in satisfying our demands for better living.

The Italian influence on fashions in clothes, motor cars, home decoration and cuisine has received wide spread publicity and recognition in the past few months.

To you the advertiser, this has a special meaning. More than two million Americans of Italian origin live in and around New York. To them, WOV is the link between the old world and the new. And it is upon this tremendous group that the Italian Influence makes its first and most penetrating impact.

When planning your advertising in New York give careful consideration to the intimate association between WOV and the largest Italian-speaking community in the world.

Originators of  
*Audited  
Audiences*

**WOV**  
NEW YORK

**5000 WATTS**

Representatives:  
John E. Pearson Co.

Gown by FONTANA, Rome

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4



**W O V**

**NEW YORK—1926**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Wodaam Corp.  
 Business-Studio Address.....730 Fifth Ave.  
 Phone Number.....Circle 5-7979  
 Air Time .....21 hrs.  
 News Service .....AP

Transcription Service Standard....MacGregor  
 Representative .....Pearson  
 President.....Richard E. O'Dea  
 General Manager.....Ralph N. Weil  
 Commercial Manager.....Joseph N. Curl  
 Sales Promotion Mgr.....Carroil Forbes  
 Program Director.....Arnold Hartley  
 Publicity Director.....Ruth Thompson  
 Chief Engineer.....Emile Hill

**COMPLETE  
 EDITORIAL INDEX**

**STARTS ON  
 PAGE 5**



**COMPLETE  
 ADVERTISING INDEX**

**STARTS ON  
 PAGE 25**

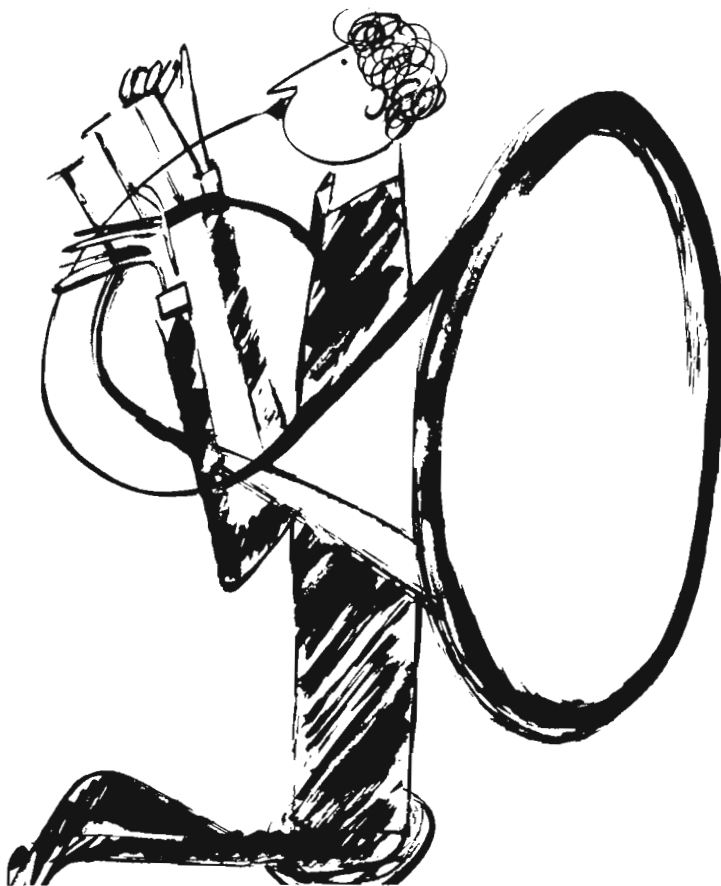
## we want to blow our own horn and yours too

- 1 . . . WQXR is America's leading good music station.
  - 2 . . . WQXR gives its advertisers a half-million pre-selected homes in the nation's No. 1 market.
  - 3 . . . Nearly 300 advertisers found WQXR a profitable medium in 1952.
  - 4 . . . The good music of WQXR is so much in demand outside Metropolitan New York that 17 stations in Connecticut, Pennsylvania and up-state New York rebroadcast most of its programs.
- There's more to brag about—let us tell you how WQXR can blow your horn, too.

**WQXR** *1560 on AM Dial—96.3 on FM Dial*  
*The Radio Station of The New York Times*

**"always the best in music"**

*229 West 43rd Street • New York 36, New York • LACKAWANNA 4-1100*



**W Q X R**

**NEW YORK—1936**

Frequency: 1560 Kc. Power: 10,000 Watts  
 Owned-Operated By: Interstate Bcstg. Co.  
 Business-Studio Address: 229 W. 43rd St.  
 Phone Number: LA. 4-1100  
 Air Time: 6:30 a.m.-1 a.m.  
 News Service: N. Y. Times (Owner)  
 Transcription Service: Associated, SESAC  
 Representative: Paul H. Raymer  
 President: Arthur Hays Sulzberger  
 Exec. V.P., Gen. Mgr.: Elliott M. Sanger  
 V.P. Sales Mgr.: Norman S. McGee  
 Station Mgr.: James Kovach  
 Sales Prom. Dir.: Mary Rice Anderson  
 Program Director: Eleanor N. Sanger  
 Publicity Director: Eleanore "Pat" Hurley  
 Chief Engineer: L. J. Kleinklaus

**W H L D**

**NIAGARA FALLS—1940—RRN**

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: The Niagara Falls Gazette  
 Publishing Co.  
 Business-Studio Address: Hotel Niagara  
 Phone Number: 8421  
 News Service: UP  
 Transcription Service: Associated, Standard  
 Representative: Headley-Reed  
 Membership: NARTB  
 V.P., Gen.-Station Mgr.: Earl C. Hull  
 Commercial Manager: Richard G. Robbins  
 Program Director: Tony Allen  
 Chief Engineer: Robert Wilson

**W J J L**

**NIAGARA FALLS—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: John J. Laux  
 Phone Number: 5266  
 Air Time: Day Time  
 News Service: UP  
 Transcription Service: SESAC  
 Representative: Pearson  
 President: John J. Laux  
 Gen., Comm. Mgr.: Tom W. Talbot  
 Program Director: Skip Letcher  
 Chief Engineer: Gustav Czaplak

**W C H N**

**NORWICH—1952**

Frequency: 970 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Radio Norwich, Inc.  
 Address: 14 S. Broad St.  
 Phone Number: 4-2218  
 News Service: UP  
 Pres., Gen. Mgr.: William J. Hall  
 Chief Engineer: William A. Bush

**W S L B**

**OGDENSBURG—1940—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: St. Lawrence Bcstg. Corp.  
 Address: Ogdensburg  
 Phone Number: 500  
 Studio-Transmitter Location: 2315 Knox St.  
 News Service: UP  
 President: Joseph R. Brandy  
 General Manager: Harold J. Frank  
 Program Director: Hal Gilman  
 Chief Engineer: Ellsworth Hall

**W H D L**

**OLEAN—1928—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: WHDL, Inc.  
 Address: 3219 State St.  
 Phone Number: 4149  
 Air Time: Full Time  
 Newspaper Affiliation: Times Herald  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Everett & McKinney  
 Membership: NARTB, BAB  
 President: E. B. Fitzpatrick  
 General-Station Mgr.: John R. Henzel  
 Commercial Manager: James F. Hastlins  
 Program Director: Donald W. Merriman  
 Chief Engineer: Otis Atherton

**W D O S**

**ONEONTA—1947—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Ottoway Stations, Inc.  
 Bus.-Studio Address: 104 Chestnut St.  
 Phone Number: 2470  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Newspaper Affiliation: Daily Star  
 Transcription Service: Associated  
 Representative: Radio Reps.  
 Membership: BAB  
 President: James H. Ottaway  
 General Manager: Eugene J. Brown  
 Managing Director: Francis H. Brinkley  
 Station Manager: Ernest F. Oliver  
 Program Director: Howard Atwell  
 Publicity Director: Lee Hickling  
 Chief Engineer: Wiley Bates

**W K B S**

**OYSTER BAY—1948**

Frequency: 1520 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Key Bcstg. System Inc.  
 Phone Number: Oyster Bay 6-2500;  
 News Service: UP  
 Transcription Service: MacGregor  
 Pres., Gen. Mgr., Chief Engr.:  
 R. Lee Hollingsworth

# WALK

**PATCHOQUE—1952**

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned-Oper. By Suffolk Bcstg. Corp.  
 Address P. O. Box 230  
 Phone Number 408  
 News Service AP  
 Newspaper Affiliation Suffolk Cons. Press  
 Transcription Service Associated, Capitol  
 Membership NARTB  
 Pres., Gen. Mgr. Nils E. Segerdahl  
 Commercial Manager W. K. Macy, Jr.  
 Program Director Jack Ellsworth  
 Publicity Director Valborg Segerdahl  
 Chief Engineer George Chandler

# WPAC

**PATCHOQUE—1951**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By Patchogue Bcstg. Co.  
 Address 2 E. Main St.  
 Phone Number 3-4600  
 News Service AP  
 Transcription Service World  
 Membership NARTB  
 Pres., Gen. Mgr. Lee Morrison  
 Sta., Comm. Mgr. Herbert Morrison  
 Sales Prom. Mgr. Don Lombardy  
 Program Director Stan Allan  
 Publicity Director Dick Hodkin  
 Chief Engineer Morion Morrison

# WLNA

**PEEKSKILL—1947**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Highland Bcstg. Corp.  
 Trans. Address Radio Terrace  
 Phone Number 7-2454  
 News Service UP  
 Transcription Service SESAC, World  
 Membership NARTB, BAB  
 President Peter C. Housekeeper  
 General Manager Irving E. Cottrell  
 Sales Promotion Mgr. Francis Lough

# WEAV

**PLATTSBURG—1934—ABC**

Frequency: 960 Kc. Power: 1000 Watts  
 Owned-Oper. By Plattsburg Bcstg. Corp.  
 Studio Address 153 Margaret St.  
 Phone Number 1600  
 Air Time 6 a.m.-11:30 p.m.  
 News Service UP  
 Transcription Service Langworth  
 Representative Gill-Perma  
 Membership NARTB, BAB  
 Pres., Gen. Mgr. George F. Bissell  
 Asst. Sta. Mgr. Jan King  
 Chief Engineer Larry Lapanne

# WIRY

**PLATTSBURG—1950—MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Clinton Cty. Bdcstg. Corp.  
 Trans. Loca. Address 301-03 Cornelia St.  
 Phone Number 2800  
 Air Time 6:30 a.m.-12:05 a.m.  
 News Service AP  
 Transcription Service Associated  
 Representative W. S. Grant Co., Inc.  
 Membership NARTB, BAB  
 Pres., Gen., Comm. Mgr. Joel H. Scheier  
 Sales Prom. Mgr. Martin D. Mannix  
 Program Director Betty Kraus  
 Chief Engineer John M. Nazak

# WEOK

**POUGHKEEPSIE—1949**

Frequency: 1390 Kc. Power: 1000 Watts, d.  
 Owned-Operated By Mid-Hudson Bcsts. Inc.  
 Business-Studio Address 385 Main St.  
 Phone Number 8300  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Everett-McKinney

1000 W **WEAV** 960 KC

**ABC • PLATTSBURG, N. Y.**

SELLS THE RICH Champlain Valley, including rich Clinton, Essex, and Franklin Counties . . .

. . . a fast growing, fertile market for your product's sales.

. . . a natural test market.

**Retail Sales Almost Tripled in 10 Years**

250 W **WENT** 1340 KC

**CBS • GLOVERSVILLE-JOHNSTOWN, N. Y.**

The 'Local', 'Most Popular' Station Throughout rich Fulton and Montgomery Counties. Has dominated listening in Gloversville-Johnstown and surrounding area. Throughout the week more families in this area listen to WENT . . . making WENT a natural for your sales messages beamed to the prosperous families in this rich 2-county market.

**WENT means consistently high listenership and best results for advertisers.**

**WENT can sell the rich Gloversville-Johnstown area for you.**

**GILL-PERNA, INC.**

National Representative

Membership ..... NARTB, BAB  
 Pres., Gen. Mgr. .... Arthur J. Eary, Jr.  
 Commercial Manager ..... Don Kynaston  
 Program Director ..... Richard Crans  
 Chief Engineer ..... John P. Burke

## WKIP

### POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Dutchess County  
 Broadcasting Corp.  
 Business-Studio Address ..... Nelson House  
 Phone Number ..... 6800  
 Air Time ..... Full Time  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr. .... George W. Bingham  
 Commercial Manager ..... Richard A. Dwelley  
 Program Director ..... John Kuhn  
 Chief Engineer ..... Marvin S. Seimes

## WARC

### ROCHESTER—1947—ABC

Frequency: 950 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... WARC, Inc.  
 Bus.-Studio Address ..... Sheraton Hotel  
 Phone Number ..... HAmilton 8920  
 Air Time ..... Full Time  
 News Service ..... AP  
 Representative ..... Raymer  
 President, Gen. Mgr. .... S. W. Townsend  
 Sta., Comm. Mgr. .... Ralph Wallace  
 Prog. Dir., Sls. Prom. Mgr. .... Edward Merritt, Jr.  
 Publicity Director ..... Bebe Grau  
 Chief Engineer ..... Robert Emch

## WHAM

### ROCHESTER—1922—NBC

Frequency: 1180 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... Stromberg-Carlson Co.  
 Business Address ..... 201 Humboldt St.  
 Phone Number ..... Culver 7240  
 Air Time ..... 5:15 a.m.-12:30 a.m.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... George P. Hollingbery  
 Membership ..... NARTB  
 V.P., Gen. Mgr. .... William Fay  
 Commercial Manager ..... John W. Kennedy, Jr.  
 Program Director ..... Charles W. Siverson  
 Publicity Director ..... Armin N. Bender  
 Chief Engineer ..... Kenneth Gardner  
 (See Page 538)

## WHEC

### ROCHESTER—1925—CBS

Frequency: 1460 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WHEC, Inc.  
 Business-Studio Address ..... 40 Franklin St.

Phone Number ..... Baker 6740  
 News Service ..... AP  
 Transcription Service ..... SESAC  
 Representative ..... Everett McKinney  
 Membership ..... NARTB, BAB  
 President ..... Frank E. Gannett  
 Executive V.P. .... Clarence Wheeler  
 General Manager ..... Gunnar O. Wiig  
 Commercial Manager ..... Le Moine C. Wheeler  
 Program Director ..... William J. Adams  
 Chief Engineer ..... Bern C. O'Brien

## WRNY

### ROCHESTER—1946

Frequency: 680 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Rochester: Bcstg. Co., Inc.  
 Business-Studio Address ..... 191 East Ave.  
 Phone Number ..... Hamilton 9775  
 News Service ..... AP  
 Transcription Service ..... Associated  
 President ..... S. J. Bachman  
 Gen., Sta. Mgr. .... W. Eccles Huff  
 Program Director ..... Russell A. Browne  
 Commercial Manager ..... Robert A. Kelley  
 Chief Engineer ..... Leo Halpin

## WSAY

### ROCHESTER—1936

Frequency: 1370 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Federal Bcstg. System, Inc.  
 Business-Studio Address ..... 328 Main St. E.  
 Phone Number ..... Baker 4870  
 Air Time ..... Unlimited  
 News Service ..... INS  
 Representative ..... Walker  
 Pres., Gen. Mgr. .... Gordon P. Brown  
 Station Director ..... John Hill  
 Commercial Manager ..... Russell K. Schmidt

## WVET

### ROCHESTER—1947—MBS

Frequency: 1280 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Veterans Bdcstg. Inc.  
 Address ..... 17 Clinton Ave So.  
 Phone Number ..... HAmilton 4820  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... The Bolling Co., Inc.  
 Pres., Gen. Mgr., Chf. Engr. .... Ervin F. Lyke  
 Commercial Manager ..... E'mer J. Walz  
 Sales Prom. Manager ..... Arthur Murrellwright  
 Program Director ..... Paul C. Louther

## WKAL

### ROME—1946—MBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Copper City Bcstg. Corp.  
 Business-Studio Address ..... Capitol Theatre Bldg.  
 Phone Number ..... 36167

**ROCHESTER, N. Y.**

is not just a city...

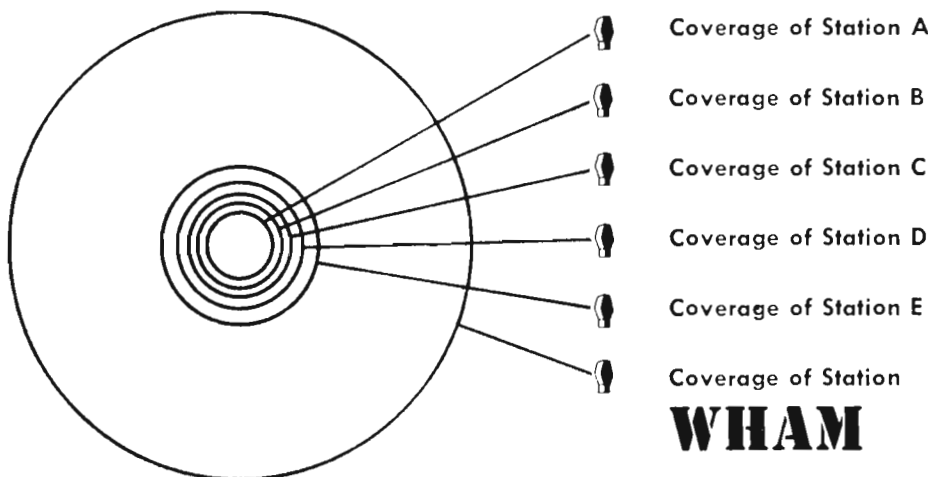
It's a trading area  
of 2,114,948



and only **WHAM** covers it!

If you or your clients want to reach one of the richest markets in all the Eastern United States... use 50,000-watt, clear-channel WHAM. You'll tap cities like Rochester, Elmira,

Batavia, Geneva, Binghamton—plus a huge farm country outstanding for modern character and extraordinarily high income. Study the chart below—such facts can't be ignored!



**WHAM** ★ **ROCHESTER RADIO CITY**  
"The Stromberg-Carlson Station"

AM — FM — TV

N.B.C. AFFILIATE • GEO. P. HOLLINGBERY CO. • NAT'L REP.

Air Time ..... 6:30 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Donald Cooke, Inc.  
 President ..... Myron J. Kallet  
 General Manager ..... Charles King  
 Commercial Manager ..... Joseph Treia  
 Program Director ..... Louis Barile  
 Sales Prom. Mgr. .... George Bolton  
 Chief Engineer ..... James Delaney

## WNBZ

SARANAC LAKE—1927—ABC

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Upstate Bcstg. Corp.  
 Business-Studio Address ..... 88 Main St.  
 Phone Number ..... 1320  
 Air Time ..... 7:30 a.m.-11:15 p.m.  
 News Service ..... AP  
 Transcription Service ..... Langworth  
 Representative ..... Wm. G. Rambeau  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Jacques DeMattos  
 Chief Engineer ..... H. Berwind Williams

## WGY

SCHENECTADY—1922—NBC

Frequency: 810 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... General Electric Co.  
 Business-Studio Address ..... 1 River Rd.  
 Phone Number ..... 7-2261  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth, Thesaurus  
 Representative ..... Henry I. Christal  
 Membership ..... NARTB, BAB  
 Mgr. of Bcstg. .... R. B. Hanna, Jr.  
 Station Operations Mgr. .... R. W. Welpott  
 Supervisor of Sales ..... Robert F. Reid  
 Supervisor of Prod. .... B. S. Krause  
 Spvr. Prom., Pub. .... George L. Peck  
 Spvr. of Programs ..... A. G. Zink  
 Mgr. of Engineering ..... W. J. Purcell  
 Chief Engineer ..... A. C. Knapp

(See Page 540)

## WSNY

SCHENECTADY—1942

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Western Gateway Bcstg.  
 Business-Studio Address ..... 619 State St.  
 Phone Number ..... 3-3622  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... BAB  
 President, Gen. Mgr. .... Winslow Leighton  
 Comm., Sls. Prom. Mgr. .... Thomas Seeley  
 Chief Engineer ..... Irving P. Beck

## WAGE

SYRACUSE—1941—ABC

Frequency: 620 Kc. .... Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By ..... WAGE, Inc.  
 Business-Studio Address ..... Loew Bldg.  
 Phone Number ..... 2-0277  
 Air Time ..... Full Time  
 News Service ..... AP  
 Representative ..... O. L. Taylor  
 President ..... Frank G. Revoir  
 General Manager ..... Doug Johnson  
 Program Director ..... George Drisko  
 Chief Engineer ..... Donald F. Langham

## WFBL

SYRACUSE—1922—CBS

Frequency: 1390 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Onondaga Radio Bcstg.  
 Bus.-Studio Address ..... 433 S. Warren St.  
 Phone Number ..... 2-1147  
 Air Time ..... Full Time  
 News Service ..... UP  
 Transcription Service ..... Cole  
 Representative ..... Free & Peters  
 Membership ..... NARTB, BAB  
 President ..... Oscar F. Soule  
 Gen., Sta. Mgr. .... Samuel Woodworth  
 Commercial Mgr. .... Charles Phillips  
 Sales Prom. Mgr. .... Robert G. Soule  
 Sls. Prom. Mgr., Pub. Dir. .... Hendrick Soule  
 Program Manager ..... Raymond Gantler  
 Chief Engineer ..... James Kelly

## WNDR

SYRACUSE—1947

Frequency: 1260 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Syracuse Bcstg. Corp.  
 Address ..... 306 So. Salina St.  
 Phone Number ..... 2-6101  
 V.P., Comm. Mgr. .... Franklin H. Small

## WOLF

SYRACUSE—1940

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Civic Bcstg. Corp.  
 Bus.-Studio Address ..... Kirkpatrick & Van  
 Renssellar Sts.  
 Phone Number ..... 2-7211  
 Air Time ..... Full Time  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Walker  
 President, General Mgr. .... T. Sherman Marshall  
 Sta. Mgr., Prog. Dir. .... Hamilton M. Woodle  
 Chief Engineer ..... Don Muir

# ONLY ONE STATION

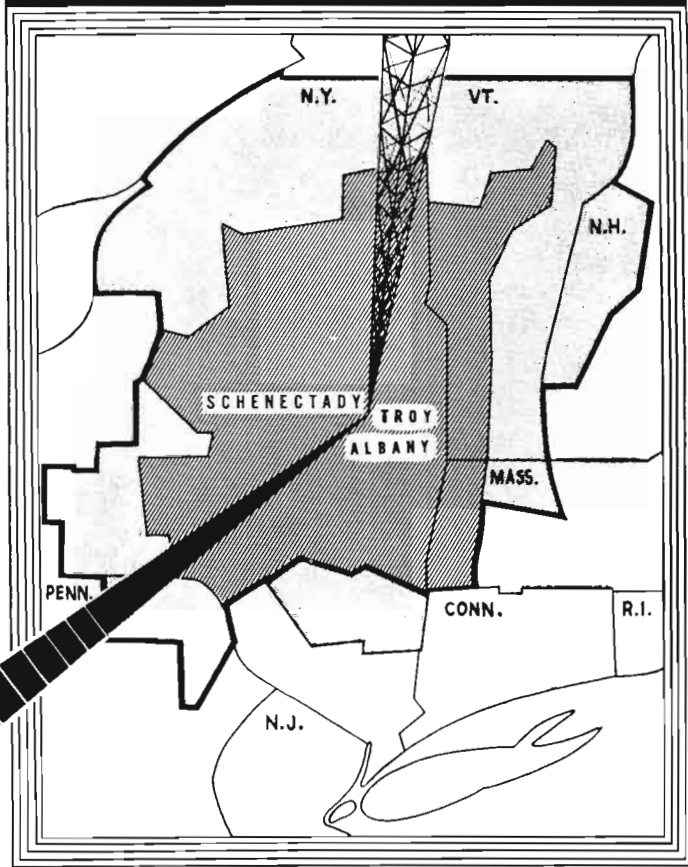
# COVERS



## The SEVENTEENTH STATE\*

- 22 cities
- 458 towns
- 53 counties
- 2,846,300 citizens
- 878,130 radio families
- only NBC station
- more goods purchased than 36 states
- more spendable income than 32 states

1.1952 B.A.B.



\*a compact market of 53 counties in Eastern New York and Western New England whose effective buying income is exceeded by only 16 states

# WGYY

A GENERAL ELECTRIC STATION

## THE CAPITAL OF THE 17TH STATE

Studios in Schenectady, N. Y.

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL  
NEW YORK — CHICAGO — SAN FRANCISCO



# WSYR

SYRACUSE—1922—NBC

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By..... Central N. Y. Bcstg.  
 Phone Number ..... 3-7111  
 Bus-Studio Address..... 224 Harrison St.  
 Air Time..... 5 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr..... E. R. Vadeboncoeur  
 Director of Sales..... W. R. Alford, Jr.  
 Sales Promotion Manager... Caley Augustine  
 V.P., Pgm. Dir..... Bill Rothrum  
 V.P., Chief Engineer..... Armand Bell Isle

(See Page 542)

# WTRY

TROY—1940—CBS

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By..... Troy Bcstg. Co., Inc.  
 Business-Studio Address..... 92 Fourth St.  
 Phone No. .... Albany 4-2500, Ashley 4-1100  
 Air Time..... 6 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, BAB  
 President ..... H. C. Wilder  
 General Manager..... W. W. Carter  
 Commercial Manager..... E. M. Sleighel  
 Sales Prom. Mgr., Pub. Dir.. James F. Baker, Jr.  
 Program Director..... Randolph English  
 Chief Engineer..... A. H. Chismark

# WGAT

UTICA—1947

Frequency: 1310 Kc. Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By..... Central Bcstg. Co.  
 Phone Number ..... 2-9231  
 Bus-Studio Add., Trans. Loc. .... Kellogg Rd.,  
 New Hartford  
 Air Time..... Full Time  
 News Service ..... AP  
 Representative ..... Meeker  
 Pres., Gen. Mgr..... J. Eric Williams  
 Promotion Manager..... Lloyd P. Walsh  
 Publicity Director..... C. D. Williams  
 Program Director..... N. W. Bush  
 Chief Engineer..... Elbert T. Bailey

# WIBX

UTICA—1925—CBS

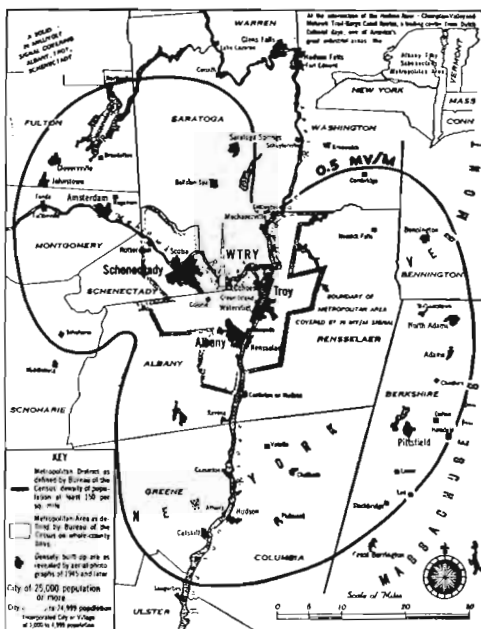
Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By ..... WIBX, Inc.  
 Address ..... First Bank Bldg.  
 Phone Number ..... 2-2101  
 Air Time ..... Unlimited

# WTRY

wraps up and  
 delivers...

the

ALBANY-TROY  
 SCHENECTADY  
 market



WTRY keeps the lead on the 1952 Pulse.

WTRY's rates are half the No. 2 station's.

WTRY is a spectacular "best buy".

CBS

5000 WATTS  
 980 KC.

Represented by Headley-Reed Co.

*Any way you look at it...*

# **WSYR is FIRST**

*in Central New York*



***Up to 239% More***  
**Weekly Daytime\* Audience Families**  
**than any other local station**

**According to SAMS 1952**

29.8% more than Station A  
72.7% more than Station B  
194.4% more than Station C  
239.1% more than Station D

**According to Nielsen 1952**

47.0% more than Station A  
55.0% more than Station B  
157.5% more than Station C  
212.2% more than Station D

There it is—the leadership revealed by BMB in 1947 still continues.  
WSYR is your advertising buy in rich Central New York.

*\*And the nighttime figures show approximately the same leadership*

**Write, Wire, Phone or Ask Headley-Reed**

**WSYR ACUSE**  
570 KC

**WSYR-AM-FM-TV—the Only Complete Broadcast Institution  
in Central New York. NBC Affiliate**

News Service ..... UP  
 Transcription Service ..... World  
 Reps..... Colton, Bannan, Biddick, Clark  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr. ... Mrs. Margaret B. Stevens  
 Exec. V.P., Sta. Mgr., Pgm. Dir. ... Elliott Stewart  
 Production Director ... Betty Cushing Griffin  
 Comm. Mgr., Pub. Dir. .... Nathan W. Cook  
 Merchandising Mgr. .... F. C. Bowen  
 V.P., Secretary ..... Gladys P. Moore  
 Chief Engineer ..... John T. Dowdell

## WRUN

UTICA-ROME—1947—ABC

Frequency: 1150 Kc. .... Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By ..... The Rome Sentinel Co.  
 Business-Studio Address ..... 158 Genesee St.  
 Phone Number ..... 2-5111  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Avery-Knodel  
 President ..... Bradley C. Barnard  
 General Manager ..... Fritz S. Updike  
 Program Director ..... Edward M. Stemmler  
 Sta., Comm. Mgr. .... Richard A. Clark  
 Publicity Manager ..... Margaret Barnard  
 Transmitter Supervisor ..... George S. Woods

## WDLA

WALTON—1951—KBS

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Delaware County Bcstg.  
 Corp.  
 Address ..... Route 206  
 Phone Number ..... 1270  
 News Service ..... UP  
 President ..... E. Ogden Bush  
 General Manager ..... Arthur C. Kyle, Jr.  
 Commercial Manager ..... Ernest C. Winkler  
 Program Director ..... H. C. Fisher  
 Chief Engineer ..... Gene Robinson

## WATN

WATERTOWN—1941—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Watertown Bcstg. Corp.  
 Bus.-Studio Location ..... 118 Washington St.  
 Phone Number ..... 2424  
 Air Time ..... 7 a.m.-12:15 a.m.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... G. Harry Righter



NOW THAT  
 YOU CAN  
 HAVE THE  
*BEST,*  
 WHY BE  
 SATISFIED WITH  
*LESS?*

AP



# W W N Y

**WATERTOWN—1941**

Frequency: 790 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . The Brockway Co.  
 Business-Studio Address . . . . . Hotel Woodruff  
 Phone Number . . . . . 4120  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Associated  
 Representative . . . . . Weed  
 Membership . . . . . NARTB, BAB  
 President . . . . . John B. Johnson  
 General-Comm. Mgr. . . . . Louis Saiff, Jr.  
 Chief Engineer . . . . . M. B. Davis

# W F A S

**WHITE PLAINS—1932**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Westchester Bcstg. Corp.  
 Bus.-Studio Address . . . . . 8 Church St.  
 Phone Number . . . . . White Plains 9-6400  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP

Trans. Service . . . . . Associated, Capitol, SESAC  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NARTB  
 President . . . . . Valentine E. Macy, Jr.  
 Gen.-Sta. Mgr., Chief Engineer . . . . . Frank A. Seitz  
 Sales Prom. Mgr. . . . . John H. Hade  
 Program Director . . . . . Randall Kaler

# W W R L

**WOODSIDE—1926**

Frequency: 1600 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Long Island Bcstg. Corp.  
 Bus.-Studio-Transmitter Address . . . . . 41-30 58th St.  
 Phone Number . . . . . Newtown 9-3300  
 Air Time . . . . . Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 President . . . . . W. H. Reuman  
 Station Manager . . . . . Edith Dick  
 Sales Prom. Mgr. . . . . Selvin Donneson  
 Program Director . . . . . Fred Barr  
 Publicity Director . . . . . Walt Kaner  
 Chief Engineer . . . . . Benton R. Bartlett

**YEAR by YEAR  
 MORE Business  
 MORE Listeners**

On this pioneer station in the quality music field . . . available to serve you in Westchester's \$¾ billion market.

Ask for a copy of our current Conlan!

**WFAS and WFAS-FM**

**8 Church Street  
 White Plains, N. Y.**

*Represented by*  
**Headley-Reed Company**

New York, N. Y.

# WWRL

**New York**

**5,000 WATTS**

**Powerfully Selling America's Greatest  
 Market at the Lowest Cost**



**TOPS in New York  
 for**

**Spanish—German  
 Czechoslovakian  
 and the**

**NEGRO MARKET**



**1600 Kc NEWTOWN 9-3300**

# NORTH CAROLINA

Pop. April 1, 1953 (Est.) 4,277,000—Total Housing Units 1,064,000  
Families April 1, 1953 (Est.) 1,025,000—Stations in State 100

## WRCS

AHOSKIE—1948

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Roanoke-Chowan Bcstg.  
Co., Inc.  
Business Address P. O. Box 89  
Phone Number 333  
News Service UP  
Transcription Service World  
President Charles H. Jenkins  
Gen., Comm. Mgr. P. G. Sewell  
Program Director Johnny Palmer  
Chief Engineer John M. Sherwood

## WABZ

ALBEMARLE—1947—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Radio Station WABZ, Inc.  
Business-Studio Address No. 2nd St.  
Phone Number 1100  
News Service AP  
Representative Dodson  
President S. R. Williams  
General Manager W. J. Page  
Commercial Manager J. T. Newman  
Program Director L. W. Kinard  
Chief Engineer J. D. Brooks

## WGWR

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Asheboro Bcstg. Co., Inc.  
Business-Studio Address 303 E. Salisbury St.  
Phone Number 2187  
Air Time 5 a.m.-sunset  
News Service UP  
Transcription Service Associated  
President Roy Cox  
Gen., Sta., Comm. Prom. Mgr. J. R. Marlowe  
Pgm., Publ. Dir. A. B. Brown

## WISE

ASHEVILLE—1939—NBC

Frequency: 1310 Kc. Power: 5000 W. d.  
1000 n.  
Owned-Operated By. Radio Station WISE, Inc.  
Address 100 College St.  
Phone Number 3-5381-3  
Air Time Unlimited  
News Service AP  
Representative Bolling Co.  
Membership NARTB  
Pres., Gen. Sta. Mgr. Harold H. Thoms  
Commercial Mgr. Loyd B. Leonard  
Sales Prom. Manager. Floye Bowers

Program Director Art Borgesen  
Publicity Dir. Skeeter Moore  
Chief Engineer John Randolph

## WLOS

ASHEVILLE—1947—ABC

Frequency: 1380 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By. Skyway Bcstg. Co.  
Business-Studio Address Battery Park Hotel  
Phone Number 2-2431  
Air Time Full Time  
News Service UP  
Transcription Service World  
Representative Taylor Co.  
Executive Vice President Charles B. Britt  
Station Manager Charles E. Newcomb  
Commercial Manager George Roesler  
Prom., Publ. Dir. Margaret Hall  
Program Director William L. Robertson  
Chief Engineer William M. Chambers

## WSKY

ASHEVILLE—1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By. Radio Asheville, Inc.  
Business-Studio Address 12 Church St.  
Phone Number 3-4451  
Air Time 6:30 a.m.-M.  
News Service AP  
Representative Rambeau  
President Carl R. Bamford  
Gen.-Sta. Mgr. Zeb Lee  
Commercial Manager Hal Edwards  
Sls. Prom. Mgr., Pub. Dir. J. W. Young  
Program Director Frank Messer  
Chief Engineer Bill Clements

## WWNC

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By. Asheville Citizen-Times Co.  
Business-Studio Address 14 O'Henry Ave.  
Phone Number 5611  
Air Time Full Time  
Newspaper Affiliation Asheville Citizen-  
Times  
News Service AP, UP  
Transcription Service Associated  
Representative Headley-Reed  
Membership NARTB, BAB  
President Don S. Elias  
General Manager Cecil B. Hoskins  
Commercial Manager James A. Hagan  
Program Director William F. Melia  
Chief Engineer William H. Hamrick

# WATA

**BOONE—1950—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Wilkes Bcstg. Co.  
 Address: Box 72  
 Phone Number: 467  
 Air Time: Full Time  
 News Service: AP  
 President: Doris B. Brown  
 General Manager: Ralph Tugman  
 Commercial Manager: Betty Jo Miller  
 Sales Prom. Mgr.: Roland B. Potter  
 Program Director: William R. Craig  
 Publicity Director: Jay Corrington  
 Chief Engineer: Bill K. Phillips

# WPNF

**BREVARD—1950—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Pisgah Bcstg. Co., Inc.  
 Phone Number: 3-2611  
 News Service: AP  
 News. Affil.: "Transylvania Times"  
 Representative: Continental Radio Sis.  
 President: Ed M. Anderson  
 Gen. Comm. Mgr.: Jack Hammette  
 Sales Prom. Mgr.: Dave Sherrill  
 Chief Engineer: William Pascal

# WBBB

**BURLINGTON—1941—MBS-KBS**

Frequency: 920 Kc. Power: 5000 Watts d.  
 Owned-Operated By: Alamance Bcsta. Co., Inc.  
 Business-Studio Address: 318 1/2 S. Main St.  
 Phone Number: 6-6376  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Joseph Hershey McGillvra  
 Membership: NARTB  
 General Manager: E. Z. Jones  
 Commercial Manager: Robert Ray  
 Program Director: Ed Brooks  
 Sales Prom. Mgr.: Roy Springer  
 Production Director: Robert Thompson  
 Publicity Director: Doris Rickard  
 Chief Engineer: Berry Tysor

# WFNS

**BURLINGTON—1946**

Frequency: 1150 Power: 1000 Watts d.  
 Owned-Oper. By: Burlington-Graham Bdcstg Co.  
 Address: 113 W. Andrews St.  
 Phone Number: 4261  
 News Service: UP  
 Transcription Service: World  
 Representatives: Sears & Ayer, Clayton  
 Membership: NARTB  
 President: L. E. Neese  
 Gen., Sta. Mgr.: G. C. Starnes

Commercial Manager: Wally Mack  
 Sales Promotion Mgr.: Joe Sansone  
 Pgm., Publ. Dir.: Bob Neimyer  
 Chief Engineer: Charles D. Chandler

# WAYS

**CHARLOTTE—1942—ABC-N.C.**

Frequency: 610 Kc. Power: 5000 Watts d.  
 1000 Watts n.  
 Owned-Oper. By: Inter-City Advertising Co.  
 Business-Studio Address: 120 E. Third St.  
 Phone Number: 3-7173  
 Air Time: Unlimited  
 News Service: UP  
 Representative: Bolling Co.  
 Membership: NARTB  
 President: George W. Dowdy  
 Gen., Sta. Mgr.: J. P. Poston  
 Program Director: J. B. Clark  
 Commercial Manager: E. T. Belmont  
 Sales Prom. Mgr.: Ken McClure  
 Chief Engineer: B. C. Stewart

# WBT

**CHARLOTTE—1922—CBS**

Frequency: 1110 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Jefferson Standard Bdcstg.  
 Address: Wilder Building  
 Phone Number: 3-8833  
 Air Time: Full Time  
 News Service: AP, UP  
 Transcription Service: Associated, World  
 Representative: CBS Radio Spot Sales  
 Membership: NARTB  
 President: J. M. Bryan  
 General Manager: Charles H. Crutchfield  
 Asst. Gen. Mgr.: Larry Walker  
 Commercial Manager: Keith S. Byerly  
 Sales Prom. Mgr.: Robert Covington  
 Program Director: Robert L. Rierson  
 Publicity Director: Nelson Benton  
 Chief Engineer: M. J. Minor

# WGIV

**CHARLOTTE—1947**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Charlotte Radio & TV Corp.  
 Business Address: 2520 Toomey Ave.  
 Phone Number: 2-6669, 5-4829  
 Air Time: Daytime  
 News Service: AP  
 Representative: ForJoe  
 Membership: NARTB, BAB  
 Pres., Gen. Mgr.: Francis M. Fitzgerald  
 Promotion Manager: Eric C. Dehlin  
 Commercial Manager: John G. Surratt  
 Program Director: C. E. Friar  
 Station Manager: Henry G. Grad  
 Sales Promotion Mgr.: James Fokes  
 Publicity Director: Julian Barber  
 Chief Engineer: S. K. Lineberger

# WIST

CHARLOTTE—1951—MBS

Frequency: 930 Kc. Power: 5000 d; 1000 n.  
 Owned-Oper. By Bcstg. Co. of South  
 Address Liberty Life Bldg.  
 Phone Number 6-3511  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Free & Peters  
 President B. C. Hipp  
 General Manager G. R. Shafto  
 Managing Director Guy Vaughan  
 Program Director Fred Vinroot  
 Chief Engineer John N. Parker

# WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Radio Station WSOC, Inc.  
 Address 1925 N. Tryon St.  
 Phone Number 2-7138  
 News Service AP  
 Representative Headley Reed  
 Membership NARTB, BAB  
 Pres., Gen. Sta. Mgr. E. J. Gluck  
 Commercial Mgr. Bomar A. Lowrance  
 Sales Prom. Mgr., Pub. Dir. John Dunnagan  
 Program Director Armand F. Bodie  
 Chief Engineer L. L. Caudle, Jr.

# WRRZ

CLINTON—1947

Frequency: 880 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Radio Station WRRZ, Inc.  
 Bus. Studio Address Butler Bldg.  
 Phone Number 2354  
 President W. R. Roberson, Sr.

# WEGO

CONCORD—1943

Frequency: 1410 Kc. Power: 1000 Watts d.  
 Owne-Oper. By Cabarrus Bdcstg. Co.  
 Business-Studio Address P. O. 527  
 Phone Number 2-6000  
 News Service AP  
 Transcription Service Thesaurus  
 President A. W. Huckle  
 General Manager Elizabeth Huckle  
 Pgm., Comm., Prom. Dir. Howard McCurry  
 Chief Engineer James M. Wise

# WCKB

DUNN—1946—KBS

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By No. Car. Cent. Bcstrs.  
 Business Address Box 431  
 Phone Number 3133-4  
 Air Time Daytime  
 News Service UP

Transcription Service Lang-Worth  
 Membership BAB  
 President Lefton A. Tart, Sr.  
 Sta., Gen. Mgr. A. Lincoln Faulk  
 Commercial Manager Carl Lamm  
 Sales Prom. Mgr. Hershell Barbour  
 Program Director E. L. Burwell  
 Publicity Director Alan Compton  
 Chief Engineer Joseph Kotlas

# WDNC

DURHAM—1934—CBS

Frequency: 620 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By The Durham Radio Corp.  
 Bus. Studio Address 138½ E. Chapel Hill St.  
 Phone Number 6155  
 Air Time Full Time  
 News Service UP  
 Transcription Service Associated  
 Representative Paul H. Raymer  
 Membership NARTB  
 President C. C. Council  
 V.P., Gen. Comm. Mgr. J. Frank Jarman  
 Cfice Manager Sue Germino  
 Commercial Manager C. James Woodhouse  
 Program Director E. R. Higgins, Jr.  
 Chief Engineer G. W. Bartlett

# AP SELLS

For Stations and Sponsors —

For instance . . . WCPS

“Our success is due largely to well-written, well-prepared AP news copy. AP is as valuable to us as our right arm!”

J. T. SNOWDEN, JR.,  
 General Manager,  
 WCPS, Tarboro, N. C.

# WSSB

**DURHAM—1948—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Public Information Corp.  
 Address: 211 Rigsbee Ave.  
 Phone Number: 6919-6910  
 Air Time: 6 a.m.-12 M.  
 News Service: INS  
 Transcription Service: Capitol  
 President: Tom Sawyer  
 General Manager: Thomas O. McCaffrey  
 Commercial Manager: William R. Kirby, Jr.  
 Program Director: Ed Coles  
 Chief Engineer: Edward Norman

# WTIK

**DURHAM—1946—ABC**

Frequency: 1310 Kc. Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Oper. By: Durham Bcstg. Enter., Inc.  
 Address: 205½ W. Main St.  
 Phone Number: 6101  
 News Service: AP  
 Transcription Service: World, Capitol  
 Representative: Pearson  
 General Manager: Floyd Fletcher  
 Commercial Manager: Tom Mitchell  
 Program Director: Charlie Cash  
 Chief Engineer: Arlis White

# WCNC

**ELIZABETH CITY—1939**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Albemarle Bcstg. Co., Inc.  
 Address: E. Colonial Ave.  
 Phone Number: 4370  
 President: Joseph A. Gill

# WGAI

**ELIZABETH CITY—1947**

Frequency: 560 Kc. Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Operated By: WGAI Radio Co., Inc.  
 Business-Studio Address: Kramer Bldg.  
 Phone Number: 4371-2  
 Air Time: 6 a.m.-11 p.m.  
 News Service: AP  
 Transcription Service: World  
 President: Herbert Peele  
 Gen., Sta. Mgr.: C. Alden Baker  
 Comm. Mgr., Pgm. Dir.: Bob Thomas

# WIFM

**ELKIN—1951—MBS**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Yadkin Valley Bcstg. Co.  
 Address: 1141 Elk Spur St.  
 Phone Number: 739  
 Air Time: Daytime

News Service: UP  
 Transcription Service: Capitol  
 Representative: Continental  
 Sta. Mgr., Chief Engr.: John A. Hinshaw  
 Commercial Manager: Claude White  
 Program Director: Joe Foster

# WFAI

**FAYETTEVILLE—1951—CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Rollins Bcstg., Inc.  
 Bus-Studio Add.: Huske Bldg.  
 Phone Number: 2-8131  
 Air Time: Full Time  
 News Service: AP  
 Transcription Service: RCA Thesaurus  
 President: John W. Rollins  
 Vice President: O. Wayne Rollins  
 Gen., Sta. Mgr.: James H. Mayes, Jr.  
 Prom., Publ. Dir.: Covey Yarborough  
 Program Director: Ted Austin  
 Chief Engineer: Bill Erickson

# WFLB

**FAYETTEVILLE—1948—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Fayetteville Bcstrs., Inc.  
 Phone Number: 2-7136  
 Air Time: 5:30 a.m.-M.  
 News Service: AP  
 Representative: Burn-Smith  
 General Manager: L. W. Allen  
 Commercial Manager: C. M. Gaylord  
 Program Director: W. H. Farris, Jr.  
 Chief Engineer: W. D. Bailey

# WFNC

**FAYETTEVILLE—1940  
 MBS—TOBACCO NET**

Frequency: 1390 Kc. Power: 5000 W. d.,  
 1000 W. n.  
 Owned-Oper. By: Cape Fear Bcstg. Co.  
 Business-Studio Address: 114 Anderson St.  
 Phone Number: 2-4848  
 Air Time: Full Time  
 News Service: UP  
 Representative: Walker  
 President: T. K. Weyher  
 Gen., Sta. Manager: Victor W. Dawson  
 Commercial Manager: Tom Harrell  
 Program Director: Mac Stamps  
 Chief Engineer: John Ikner

# WBBO

**FOREST CITY—1947**

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Rutherford County Radio  
 Co., Inc.  
 Address: Forest City  
 Phone Number: 3205  
 News Service: AP



Transcription Service ..... Thesaurus  
 Pres., Gen. Mgr. .... Ed M. Anderson  
 Sta., Comm. Mgr. .... Fred Blanton  
 Sales Prom. Mgr., Prog. Dir. .... Jane Smith  
 News Dir., Farm Editor. .... Lu Kampe  
 Chief Engineer. .... Merton Iwerks

**W F V G**

**FUQUAY SPRINGS—1949—KBS**

Frequency: 1460 Kc. .... Power: 1000 Watts a.  
 Owned-Oper. By ..... WFVG Bdcstg. Co.  
 Address ..... P. O. Box 416  
 Phone Number ..... 333  
 News Service ..... AP  
 President ..... J. M. Stephenson  
 General Manager ..... Marshall T. Pack  
 Commercial Manager ..... Auburn C. Hayes  
 Program Director ..... Walter Pearson  
 Chief Engineer ..... Harry Stephenson

**W G N C**

**GASTONIA—1939—ABC**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ... Catherine T. McSwain  
 Bus-Studio Address ..... Dallas Rd.  
 Phone Number ..... 8501  
 Air Time ..... Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Continental Radio Sales  
 Owner ..... Catherine T. McSwain  
 General Manager ..... Pat McSwain  
 Commercial Manager ..... F. C. Abernathy  
 Program Director ..... Fred Gray  
 Chief Engineer ..... W. C. Groves, Jr.

**W L T C**

**GASTONIA—1948**

Frequency: 1370 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ... Gastonia Bcstg. Serv., Inc.  
 Address ..... P. O. Box 1010  
 Phone Number ..... 5-1079  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Thomas F. Clark  
 Pres., Gen. Mgr. .... James B. Petty  
 Commercial Manager ..... Boyce C. Morrow  
 Program Director ..... E. Holder  
 Chief Engineer ..... W. C. Groves

**W F M C**

**GOLDSBORO—1951—KBS**

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ... Southern Radio & TV Corp.  
 Address ..... 117 Bypass  
 Phone Number ..... 963  
 News Service ..... UP  
 President ..... Hayden Stuart  
 General Manager ..... William R. Murray  
 Program Director ..... Charles S. Carter  
 Chief Engineer ..... William W. Bridges

**W G B R**

**GOLDSBORO—1939—ABC**

Frequency: 1150 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ... E. Carolina Bdcstg. Co., Inc.  
 Address ..... P. O. Box 1024  
 Phone Number ..... 3730  
 Air Time ..... Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 President ..... A. T. Hawkins  
 General Manager ..... V. Gerald Balkcum  
 Chief Engineer ..... Daniel B. Trueblood  
 Commercial Manager ..... Nat Royster  
 Program Director ... Norman D. Satterthwaite

**W B I G**

**GREENSBORO—1926—CBS**

Frequency: 1470 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ... North Carolina Bcstg. Co.  
 Phone Number ..... 6125  
 Studio Address ..... O. Henry Hotel Bldg.  
 Air Time ..... Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, World  
 Representative ..... George P. Hollingsbery  
 Pres., Gen. Sta. Mgr. .... Allen Wannamaker  
 Commercial Mgr. .... William P. Mitchell  
 Prom., Publ. Dir. .... Virginia Neese  
 Program Director ..... Dan Griffin  
 Chief Engineer ..... Jim Miller

**W C O G**

**GREENSBORO—1948—ABC**

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ... Inter-City Adv. Co., Inc.  
 Business-Studio Address ... 314 S. Greene St.  
 Phone Number ..... 3-6925  
 Air Time ..... Full Time  
 News Service ..... UP  
 Representative ..... The Bolling Co.  
 Membership ..... NARTB, BAB  
 President ..... George W. Dowdy  
 General Manager ..... Virgil V. Evans  
 Commercial Manager ... B. George Barber, Jr.  
 Program Director ..... Robert W. Stroh  
 Publicity Director ..... Jeri Gore  
 Chief Engineer ..... Ernest Pate, Jr.

**W G B G**

**GREENSBORO—1942—MBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Greensboro Bcstg. Co., Inc.  
 Business-Studio Address ... P. O. Box 2280  
 Phone Number ..... 3-3631  
 Air Time ..... Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Burn-Smith  
 Membership ..... NARTB

Pres., Gen., Sta., Comm. Mgr.  
Ralph M. Lambeth  
Prom., Publ. Dir. . . . . Earl O. Sullivan  
Program Director . . . . . Marie Craven  
Chief Engineer . . . . . Fred S. Smith

## WGTC

GREENVILLE—1940  
TOBACCO—MBS

Frequency: 1590 Kc. . . Power, 5000 Watts d.,  
1000 Watts n.  
Owned-Oper. By . . . Carolina Bdcstg. Sys., Inc.  
Address . . . . . P. O. Box 898  
Phone Number . . . . . 3182  
Air Time . . . . . Full Time  
News Service . . . . . UP  
Transcription Service . . . . . World,  
Capitol Associated  
Representative . . . . . John E. Pearson Co.  
Membership . . . . . NARTB  
President . . . . . Earl McD. Westbrook  
Gen., Sta. Mgr. . . . . A. Hartwell Campbell  
Sales Prom. Mgr. . . . . Carl McKinney  
Commercial Manager . . . . . John G. Clark, Jr.  
Program Director . . . . . Tom I. Moore, Jr.  
Publicity Director . . . . . Ruth Webb  
Chief Engineer . . . . . Hank Tribley

## WBID

HENDERSON—1952

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owner-Operator . . . . . Nathan Frank  
Address . . . . . 219 South Williams St.  
Phone Number . . . . . 4091  
President, Gen. Mgr. . . . . Nathan Frank  
Program Director . . . . . Allen McCellan

## WHNC

HENDERSON—1945—MBS

Frequency: 890 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Henderson Radio Corp.  
Bus.-Studio Address . . . . . Norlina Road  
Phone Number . . . . . 7137  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus, Cole,  
Lang-Worth, Keystone, Capitol  
President . . . . . S. S. Stevenson  
Gen., Sta., Comm. Mgr. . . . . Nathan Frank  
Program Director . . . . . Tommy Powell  
Publicity Director . . . . . Bob Harrison  
Chief Engineer . . . . . James Mayo

## WHKP

HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Radio Hendersonville, Inc.

Phone Number . . . . . 9062  
Air Time . . . . . 5:45 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . McGregor  
Representative . . . . . Donald Cooke  
President . . . . . Beverly Middleson  
Station Manager . . . . . Kermit Edney  
Commercial Manager . . . . . Robert Smith  
Chief Engineer . . . . . Charles Rentrow

## WHKY

HICKORY—1939—ABC

Frequency: 1290 Kc. . . Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Oper. By . . . Catawba Valley Bcstg. Co.  
Address . . . . . Radio Bldg.  
Phone Number . . . . . 2294  
Representative . . . . . Walker  
Transcription Service . . . . . World  
News. Affil. . . . . "Daily Record"  
Membership . . . . . NARTB  
News Service . . . . . UP  
President . . . . . Carl V. Cline  
Gen., Sta. Mgr., Ch. Eng. . . . . Edmund S. Long  
Commercial Manager . . . . . James K. Willis  
Prog., Pub. Director . . . . . Stowe W. Hoyle

## WIRC

HICKORY—1948

Frequency: 630 Kc. . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Foothills Bdcstg., Inc.  
Address . . . . . 329 1st Ave.  
Phone Number . . . . . 2124  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . John E. Pearson  
Membership . . . . . NARTB  
President . . . . . Margaret A. Smith  
Gen., Sta. Mgr. . . . . E. H. Smith, Jr.  
Commercial Manager . . . . . Lee Douglas  
Prom., Publ. Dir. . . . . Dorothea Chisholm  
Program Director . . . . . Mattie I. Padgett  
Chief Engineer . . . . . Elmer H. Troutman

## WHPE

HIGH POINT—1947—KBS

Frequency: 1070 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . High Point Enterprise, Inc.  
Business-Studio Address . . . . . 307 N. Main St.  
Phone Number . . . . . 3466  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . World  
Membership . . . . . NARTB, BAB  
Co-Owner . . . . . R. B. Terry  
Co-Owner . . . . . D. A. Rawley  
Sta., Comm. Mgr. . . . . Walter Hester  
Program Director . . . . . Nick Lawrence  
Chief Engineer . . . . . Yancy Cecil

# WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Station WMFR, Inc.  
 Business Studio Address... 164 S. Main  
 Phone Number ..... 4593  
 Air Time ..... Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Burn-Smith  
 Membership ..... NARTB, BAB  
 Pres., Gen. Station Mgr. .... Frank S. Lambeth  
 Commercial Manager ..... Frank Smith  
 Prom., Publ. Dir. .... Gerald D. Sullivan  
 Program Director ..... Gary Davis  
 Chief Engineer ..... Robert Moore

# WJNC

JACKSONVILLE—1945  
 MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Lester L. Gould  
 Address ..... Box "E"  
 Phone Number ..... 707-708  
 Air Time ..... Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Pearson  
 Membership ..... NARTB, BAB  
 Pres., Gen. Sta. Mgr. .... Lester L. Gould  
 Commercial Manager ..... Rodric L. Jones  
 Sales Prom. Mgr. .... H. N. Fisher  
 Chief Engineer ..... Rod O. Dorsey

# WGTL

KANNAPOLIS—1946

Frequency: 870 Kc. Power: 1000 Watts d.  
 Owned-Oper. By ..... Fred H. Whitley, Inc.  
 Address ..... Box 997  
 Phone ..... Kannapolis 2255  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, World  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Fred H. Whitley  
 Chief Engineer ..... Foy Hinson

# WELS

KINSTON—1950—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Farmers Bstg. Service, Inc.  
 Address ..... 1400 W. Vernon St.  
 Phone Number ..... 5151  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Devney  
 President ..... E. L. Scott

Gen., Prom. Mgr. .... Jack P. Hanks  
 Commercial Manager ..... Leland Nelson  
 Program Director ..... Robert Mongold  
 Chief Engineer ..... Ed Landry

# WFTC

KINSTON—1937—ABC-CBS

Frequency: 960 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By ..... Kinston Bcstg. Co.  
 Address ..... 204 East King St.  
 Phone Number ..... 4111  
 Air Time ..... Full Time  
 News Service ..... UP, AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Burn-Smith  
 Membership ..... BAB  
 Pres., Gen. Sta. Mgr. .... William S. Page  
 Commercial Mgr. .... J. Harold Vester  
 Program Director ..... Catherine Cooke  
 Publicity Director ..... Carl B. Caudill, Jr.  
 Chief Engineer ..... David E. Hardison

# W E W O

LAURINBURG—1947—KBS  
 TOBACCO

Frequency: 1080 Kc. Power: 1000 Watts d.  
 Owned-Oper. By ..... Scotland Bcstg. Co.  
 Bus. Studio Address ..... State Bank Bldg.  
 Phone Number ..... 770  
 News Service ..... AP, UP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, BAB  
 President ..... Edwin Pate  
 General Manager ..... J. R. Dalrymple, Jr.  
 Commercial Manager ..... W. S. Brown  
 Program Director ..... Paul Wynn  
 Chief Engineer ..... Truman N. Brock

# WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By ..... Douglas L. Craddock  
 Address ..... Box L, Blvd. St.  
 Phone Number ..... 701-2  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NARTB  
 Pres., Gen. Sta. Mgr. .... Douglas L. Craddock  
 Program Director ..... J. K. Thomas  
 Chief Engineer ..... Eldred Winn

# WJRI

LENOIR—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By ..... John P. Rabb  
 Address ..... 107 West Ave.  
 Phone Number ..... 4-5361  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... UP

Transcription Service ..... Lang-Worth  
 Pres., Gen. Mgr. .... John P. Rabb  
 Commercial Manager ..... F. Kent Atwater  
 Program Director ..... K. Rabb  
 Chief Engineer ..... Joe Graybeal

## WBUY

LEXINGTON—1946—KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Davidson County Bcstg. Co.  
 Business Address ..... P. O. Box 359  
 Phone Number ..... 2716  
 Air Time ..... Full Time  
 News Service ..... AP  
 Membership ..... NARTB  
 Partners ..... Greely N. & Omar G. Hilton  
 Station Manager ..... C. Robert Ray  
 Commercial Mgr. .... Robert Raker  
 Program Director .....  
 Chief Engineer ..... Fred Honeycutt

## WTSB

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Robeson Bcstg. Corp.  
 Business-Studio Address ..... 112 W. Fifth St.  
 Phone Number ..... 6055  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Continental Radio Sales  
 General Manager ..... James MacNeil

## WBRM

MARION—1949

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Lake City Bcstg. Corp.  
 Address ..... 13½ W. Court St.  
 Phone Number ..... 7221  
 News Service ..... UP  
 Pres., Gen. Mgr. .... W. P. Erwin  
 Commercial Mgr. .... J. C. Pleasant  
 Program Director ..... J. L. Reynolds, Jr.  
 Chief Engineer ..... Hubert C. Martin

## WMAP

MONROE—1947—KBS

Frequency: 1060 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Union Bcstg. Corp.  
 Business Address ..... P. O. Box 382  
 Phone Number ..... 1060  
 News Service ..... UP  
 Transcription Service ..... World  
 President ..... Dick Marable  
 Chief Engineer ..... Robert I. Smith

## WHIP

MOORESVILLE—1950—KBS

Frequency: 1350 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Wayne M. Nelson

Address ..... Mooresville, N. C.  
 Phone Number ..... 3-4301  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Pres., Gen. Manager ..... Wayne M. Nelson  
 Chief Engineer ..... E. M. Stanton, Jr.  
 Consulting Engineer ..... George C. Davis

## WMBL

MOREHEAD CITY—1947

Frequency: 740 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Carteret Bcstg. Co., Inc.  
 Address ..... Box 740  
 Phone Number ..... 6-3188  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... McGillivra  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Grover C. Munden  
 Sales Prom. Mgr. .... Charles Markey  
 Commercial Manager ..... Jimmy Wallace  
 Prog. Dir., Chf. Eng. .... Ray Cummins

## WMNC

MORGANTON—1947—NBC

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Nathan J. Cooper  
 Phone Number ..... 1100  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Pres., Gen. Mgr. .... Nathan J. Cooper  
 Com. Mgr., Chf. Eng. .... Frank A. Ballew  
 Program Director ..... Madelyn V. Patton

## WPAQ

MT. AIRY—1948—KBS

Frequency: 740 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Ralph D. Epperson  
 Phone Number ..... 1400-1  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Thomas Clark  
 Membership ..... NARTB  
 Pres., Gen.-Sta. Mgr. .... Ralph D. Epperson  
 Commercial Manager ..... Lucy Bowman  
 Sales Prom. Mgr. .... Bill Belton  
 Program Director ..... Ruby Wray  
 Publicity Director ..... Joe Johnson  
 Chief Engineer ..... Arnold Bruce Flemming

## WSYD

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Mount Airy Bcstrs., Inc.  
 Address ..... P. O. Box 216

Phone Number .....581  
 Pres., Gen. Mgr., Chief Engineer  
 Robert H. Epperson  
 Commercial Manager.....Erastus F. Poore  
 Program Director.....Jim Harrelson

## W H I T

### NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station WHIT  
 Address .....US Hwy 17 So.  
 Phone Number .....4450-4024  
 Air Time .....6 a.m.-11:30 p.m.  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....John E. Pearson  
 Owner.....Harmon L. Duncan  
 Gen. Sta.-Comm. Mgr. ....Ray D. Williams  
 Sales Prom. Mgr.....George Nelson  
 Chief Engineer.....Stuart Hall

## W N N C

### NEWTON—1948

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Newton Conover Bcstg. Co.  
 Business Address.....West A St.  
 Phone Number .....930  
 Transcription Service .....SESAC  
 Membership .....NARTB  
 News Service .....UP  
 President (Owner).....Charles Turner  
 Gen., Sta. Mgr.....George C. Yarbrough  
 Comm., Prom. Mgr. ....James W. Batts  
 Program Director.....Moe Fox  
 Chief Engineer.....Dennis Long

## W K B C

### NORTH WILKESBORO—1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Wilkes Bcstg. Co.  
 Phone Number .....633  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Pres., Gen. Mgr.....Doris B. Brown  
 Comm.-Sales Prom. Mgr.....Roland B. Potter  
 Program Director.....Claude Raney  
 Chief Engineer.....Walter Harrold

## W O X F

### OXFORD—1949

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oxford Bcstg. Corp.  
 Address.....P. O. Box 1111  
 Phone Number .....4167  
 Transcription Service .....Capitol  
 News Service .....AP  
 President.....Frank W. Hancock  
 General Manager. ....James F. Flanagan  
 Commercial Manager.....Mike Hight  
 Promotion Manager.....Bob Smith  
 Chief Engineer.....Howard Harrell

## W N A O

### RALEIGH—1948—ABC

Frequency: 850 Kc.....Power: 10,000 Watts d.  
 5000 Watts n.  
 Owned-Oper. By...News & Observer Pub. Co.  
 Address .....219 So. McDowell St.  
 Phone Number .....2-0321  
 Air Time.....Full Time  
 News Service .....UP  
 News. Affil.....News & Observer Publ. Co.  
 Transcription Service .....World  
 Representative .....Weed & Co.  
 President .....Josephus Daniels, Jr.  
 General Manager .....Frank Daniels  
 Station Manager.....G. F. Albright  
 Commercial Manager.....Guy Zwahlen  
 Program Director.....Audrey Schroy  
 Publicity Director.....Hal Stanley  
 Chief Engineer.....E. J. Reopelle

## W P T F

### RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WPTF Radio Co.  
 Business-Studio Address.....Insurance Bldg.  
 Phone Number .....8311  
 Air Time.....5:30 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service .....Lang-Worth  
 Representative.....Free & Peters  
 Membership .....NARTB  
 President.....S. B. Coley  
 V.P., Gen. Sta. Mgr.....Richard H. Mason  
 Sales Manager.....R. W. Youngsteadt  
 Program Manager.....Graham B. Poyner  
 Dir. of Adv. & Prom.....Henry T. Vaden  
 Chief Engineer.....Henry Hulick, Jr.

## W R A L

### RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Capitol Bcstg. Co., Inc.  
 Bus.-Studio Address.....130 S. Salisbury St.  
 Phone Number .....6411  
 Air Time.....Full Time  
 News Service .....AP  
 Representative.....Forjoe & Co.  
 Membership .....NARTB, BAB  
 President.....A. J. Fletcher  
 General Manager.....Fred Fletcher  
 Comm., Prom. Mgr.....Herb Pearson  
 Program Director.....George Hall  
 Chief Engineer.....Virgil D. Duncan

## W F R C

### REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Piedmont Carolina Bcstg.  
 Business-Studio Address....Box 990, Gilmer St.



News Service ..... AP  
 Representative ..... Burn-Smith  
 Membership ..... NARTB  
 President..... Bryce P. Beard, Sr.  
 Gen., Sta., Prom. Mgr..... Alex P. Beard  
 Pgm., Publicity Dir..... Russ McIntire  
 Comm. Mgr..... Katherine F. Murphy  
 Chief Engineer..... Carl B. Watson

## WEYE

SANFORD—1952

Frequency: 1290 Kc.... Power: 1000 Watts d.  
 Owned-Operated By..... Waldo W. Primm  
 Address..... 519 Cross St.  
 Phone Number ..... 1269  
 News Service ..... AP  
 Transcription Service..... Associated, SESAC  
 General Manager..... W. W. Primm  
 Program Director..... W. M. Primm

## WWGP

SANFORD—1946

Frequency: 1050 Kc.... Power: 1000 Watts d.  
 Owned-Oper. By..... Sandhills Bcstg. Corp.  
 Address..... 137 So. Steele, Box 651  
 Phone Number ..... 860  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 President..... J. C. McIver  
 Gen., Sta., Prom., Pub. Mgr.  
 Harry C. Barfield  
 Comm., Pgm. Mgr..... Del Carty  
 Chief Engr. .... Edward O. Koprivier

## WOHS

SHELBY—1946—MBS-KBS

Frequency: 730 Kc.... Power: 250 Watts  
 Owned-Oper. By..... Western Carolina Radio  
 Business Address..... Box 1401, Shelby  
 Phone Number ..... 6313  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Membership ..... NARTB  
 President, Gen. Mgr..... Robert M. Wallace  
 Commercial Mgr..... Max P. Butler  
 Program Director..... Hugh Dover  
 Chief Engineer..... Edwin Patterson

## WNCA

SILER CITY—1952

Frequency: 1570 Kc.... Power: 1000 Watts d.  
 Owned-Operated By..... Chatam Bdcstg. Co.  
 Address..... P. O. Box 212  
 Phone Number ..... 617  
 News Service ..... UP  
 Transcription Service..... Lang-Worth, SESAC  
 General Manager..... H. Tom Morris  
 Commercial Manager..... Bob Bullington

## WMPM

SMITHFIELD—1950

Frequency: 1270 Kc.... Power: 1000 Watts d.  
 Owned-Oper. By..... Selma-Smithfield Bcstg. Co.  
 Address ..... Buffalo Rd.  
 Phone Number ..... 2434  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Co-own., Gen. Mgr..... John S. Townsend  
 Co-Owner ..... J. Fred Horton  
 Commercial Manager..... C. I. Parrish

## WEEB

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc.... Power: 1000 Watts d.  
 Owned-Oper. By..... The Sandhill Community  
 Bcstrs., Inc.  
 Business Address..... 113-115 E. Broad St.  
 Phone Numbers..... 2-2942, 2-8171  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr..... Jack S. Younts  
 Comm., Prom. Mgr..... Joe A. Warren  
 Program Director..... Elizabeth M. Younts  
 Chief Engineer..... Melvin Kushner

## WSIC

STATESVILLE—1947—CSN-MBS

Frequency: 1400 Kc.... Power: 250 Watts d.  
 Owned-Oper. By..... Statesville Bcstg. Co.  
 Address ..... Box 1189  
 Phone Number ..... 9078  
 Air Time ..... 6 a.m.-12 M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Continental Radio Sales  
 Membership ..... NARTB, BAB  
 President..... Dr. James W. Davis  
 Gen., Sta., Comm. Mgr..... Charles D. Melton  
 Pgm., Pub. Di..... Tom Lawrence  
 Chief Engineer..... T. K. Abernethy

## WCPS

TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc.... Power: 1000 Watts d.  
 Owned-Oper.... Coastal Plains Bcstg. Co., Inc.  
 Bus.-Studio Address..... Edgecombe Bank Bldg.  
 Phone Number ..... 2191-2  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Dora-Clayton  
 Membership ..... NARTB  
 President..... V. E. Fountain  
 Gen., Sta. Mgr..... J. T. Snowden, Jr.  
 Commercial Manager..... J. Porter MacNair  
 Production Director..... Alfred Vickers  
 Publicity Director..... Sybil Spain  
 Chief Engineer..... G. Lee Hodges

**WTNC**

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.  
 Owned By.....The Thomasville Bcstg. Co.  
 Address.....P. O. Box 750  
 Phone Number.....2701  
 News Service.....UP  
 Transcription Service.....SESAC  
 President.....George W. Lyles, Sr.  
 Gen. Sta., Comm. Mgr.....Harold Harrison  
 Chief Engineer.....James McAden

**WADE**

WADESBORO—1947

Frequency: 1210 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....R. P. Lyon & Son  
 Bus. Studio Address.....Radio Bldg.  
 Phone Number.....620  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Walker  
 President.....R. P. Lyon  
 General Mgr.....J. A. Ballard  
 Commercial Mgr.....James E. Ward

Program Director.....Peggy L. Mitchell  
 Publicity Dir.....W. A. Kiker  
 Chief Engineer.....Kenneth Read

**WHED**

WASHINGTON—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Beaufort Bcstg. Co.  
 Phone Number.....278  
 Air Time.....17¼ Hrs.  
 Transcription Service.....Lang-Worth  
 Representative.....Continental  
 Membership.....NARTB  
 President.....Lee B. Wynne  
 Sta. Manager.....William R. Abeyounis  
 Program Director.....Charlie Yates  
 Chief Engineer.....John Wilroy

**WRRF**

WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5000 Watts d.  
 1000 Watts n.  
 Owned-Oper. By.....Tar Heel Bcstg. System, Inc.  
 Bus. Studio Add.....Bank of Washington Bldg.  
 Phone Number.....403  
 Air Time.....6 a.m.-1:15 p.m.

**AP SELLS**

For Stations and Sponsors—

For instance . . . WENC

“We hear from many husbands that supper is late because the housewives insist on listening to our 6 P.M. AP newscast! And the advertisers who sponsor AP news tell us it’s their best business-getter.”

WARD A. COLEMAN,  
 General Manager,  
 WENC, Whiteville, N. C.



News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Walker  
 Membership ..... NARTB  
 President ..... W. R. Roberson, Jr.  
 Gen. Sta. Manager ..... T. H. Patterson  
 Comm., Prog. Mgr. .... Merrill Daniels  
 Sales Prom. Mgr. .... Bob West  
 Chief Engineer ..... L. E. Hiland

## WHCC

### WAYNESVILLE—1947—MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WHCC, Inc.  
 Business-Studio Address ..... Main St.  
 Phone Number ..... 680  
 Gen., Comm. Mgr. .... James B. Childress  
 Chief Engineer ..... Frank Wilbur

## WENC

### WHITEVILLE—1946—MBS

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Whiteville Bcstg. Co., Inc.  
 Business-Studio Address ..... P. O. Box 700  
 Phone Number ..... 120  
 Representative ..... Clark  
 President ..... Josiah Maulsby  
 General Manager ..... Ward A. Coleman  
 Commercial Manager ..... Jerry Honeycutt  
 Chief Engineer ..... Steve Hart

## WIAM

### WILLIAMSTON—1951

Frequency: 900 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Martin Co. Bcstg.  
 Address ..... 110 S. Smithwick St.  
 Phone Number ..... 2478  
 News Service ..... UP  
 Co-owner ..... James Gray, Sr.  
 Co-owner ..... Charles Gray  
 Gen., Prom., Comm. Mgr. .... R. B. Armstrong  
 Program Director ..... Carl B. Armstrong  
 Chief Engineer ..... James E. Kitchengs

## WGNI

### WILMINGTON—1946—MBS TOBACCO

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... New Hanover Bcstg. Corp.  
 Business Address ..... 211 N. 2nd St.  
 Phone Number ..... 2-2493  
 Air Time ..... 6:30 a.m.-12 M.  
 News Service ..... UP  
 Representative ..... Pearson  
 President ..... J. S. Brody  
 General Manager ..... Allen B. Jones  
 Commercial Manager ..... Tommy Thompson  
 Program Director ..... Paul Parker  
 Chief Engineer ..... Arthur L. Madeley

## WMFD

### WILMINGTON—1935—ABC

Frequency: 630 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... R. A. Dunlea  
 Phone Number ..... 4840  
 Address ..... P. O. Box 696  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Representative ..... Burn-Smith  
 Membership ..... NARTB, BAB  
 Pres., Gen.-Sta. Mgr. .... R. A. Dunlea  
 Commercial Manager ..... C. O'Shields  
 Program Director ..... Bruce Buchanan  
 Sls. Prom. Mgr., Pub. Dir. .... R. A. Dunlea, Jr.  
 Chief Engineer ..... E. I. Herring, Jr.

## WGTM

### WILSON—1937—CBS

Frequency: 590 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Watson Industries, Inc.  
 Bus.-Studio Address ..... Herring Ave. Ext.  
 Phone Number ..... 2188-9  
 Air Time ..... 5:30 a.m.-12 M.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Walker  
 Membership ..... NARTB, BAB  
 President ..... Penn Thomas Watson  
 General Manager ..... Henry Sullivan  
 Program Director ..... Bill Bunn  
 Chief Engineer ..... W. H. Malone

## WVOT

### WILSON—1948—MBS-TOBACCO

Frequency: 1420 Kc. .... Power: 1000 Watts d.:  
 500 Watts n.  
 Owned-Oper. By ..... Wilson Radio Co., Inc.  
 Address ..... Wilson  
 Phone Number ..... 5157  
 News Service ..... AP  
 President ..... H. W. Anderson  
 Gen., Sta. Mgr. .... Harry Severance  
 Commercial Mgr. .... P. O. Barnes  
 Sales Prom. Mgr. .... Lynda Thomas  
 Program Director ..... Joel Lawhon  
 Chief Engineer ..... Dan Williams

## WAAA

### WINSTON-SALEM—1950

Frequency: 980 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Community Bcstg.  
 Service, Inc.  
 Address ..... Atlantic Bldg.  
 Phone Number ..... 2-4121  
 President ..... Roger Page, Jr.

IN NORTH  
CAROLINA

**WSJS**

DELIVERS

**A 15-COUNTY MARKET**

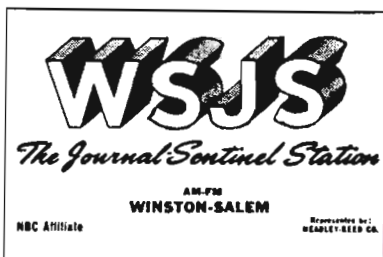
with

**\$580,950,000\***

**Retail Sales**

\* Sales Management 1952  
Survey of Buying Power

**MORE VALUE for your  
ADVERTISING DOLLAR**



★ NORTH CAROLINA ★

**WAIR**

**WINSTON-SALEM—1937—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . WAIR Bcstg. Co.  
Business-Studio Address . . . . . Pepper Bldg.  
Phone Number . . . . . 2-1133  
Air Time . . . . . 6 a.m.-12:15 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . World, Capitol  
Representative . . . . . Walker  
Membership . . . . . NARTB, BAB  
Pres., Gen. Mgr. . . . . George D. Walker  
Station Mgr. . . . . Jack Weldon  
Comm., Prom. Mgr. . . . . Pat Taylor  
Pub. Dir. . . . . Lawrence Patrick  
Program Director . . . . . Joan Williams  
Chief Engineer . . . . . Lee King

**WSJS**

**WINSTON-SALEM—1930—NBC**

Frequency: 600 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Piedmont Publishing Co.  
Bus.-Studio Address . . . . . 419-21 N. Spruce St.  
Phone Number . . . . . 5-2311  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Headley-Reed  
Membership . . . . . NARTB, BAB  
President . . . . . Gordon Gray  
V.P., Managing Dir. . . . . Harold Essex  
Sales Manager . . . . . Harry B. Shaw  
Program Manager . . . . . Robert Ester  
Publicity Director . . . . . Jean Eisenhower  
Chief Engineer . . . . . Phil Hedrick

**WTOB**

**WINSTON-SALEM—1947-MBS-CBS**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
Owned-Op. By . . . . . Winston-Salem Bcstg. Co., Inc.  
Address . . . . . P. O. Box 2798  
Phone Number . . . . . 34353  
Air Time . . . . . 5:30 a.m.-1 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . The Taylor Co.  
President . . . . . James W. Coan  
Gen.-Comm. Manager . . . . . John G. Johnson  
Sales Prom. Manager . . . . . Charles Brunt  
Program Director . . . . . Owen Spann  
Publicity Director . . . . . Jack Wiggins  
Chief Engineer . . . . . Ben Vogler

# NORTH DAKOTA

Pop. April 1, 1953 (Est.) 627,000—Total Housing Units 178,000  
Families April 1, 1953 (Est.) 161,000—Stations in State 14

## KFYR

**BISMARCK—1925—NBC**

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Operated By Meyer Bcstg. Co.  
Bus.-Studio Address 202½ Fourth St.  
Phone Number 468  
News Service UP  
Transcription Service Thesaurus  
Representative John Blair  
Membership NARTB, BAB  
President Etta H. Meyer  
Exec. V.P., Station Mgr. F. E. Fitzsimonds  
Comm.-Sales Prom. Mgr. R. W. MacLeod  
Program Director Cal Culver  
Publicity Director Jack Swenson  
Chief Engineer Ivar Nelson

(See Page 560)

## KDLR

**DEVILS LAKE—1925**

**MBS-GREAT NORTHERN—KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By KDLR, Inc.  
Business-Studio Address 1025 3rd St.  
Phone Number 1090  
Air Time Unlimited  
News Service UP  
Transcription Service World, SESAC  
Representative Lawson  
President, General Manager Bert Wick  
Commercial Manager Paul R. Lange  
Program Director Wilbur Clemenson  
Chief Engineer Richard Moritz

## KDIX

**DICKINSON—1947—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Dickinson Radio Assn.  
Bus.-Studio Address 119 2d Ave. W.  
Phone Number 4113  
Air Time 6 a.m.-M.  
News Service AP  
Trans. Service Standard, SESAC, World  
Membership NARTB, BAB  
President Dr. P. J. Weir  
Gen.-Sta. Mgr. Orville F. Burda  
Commercial Manager E. A. Spear  
Program Director Lauren D. Haacke  
Sales Prom. Manager William C. Mason  
Publicity Director Dick Severson  
Chief Engineer Benjamin G. Lockerd

## KFGO

**FARGO—1948—ABC**

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By Northern States Bcstg. Co.

Business-Studio Address 421½ N.P. Avenue  
Phone Number Fargo 2-3291  
News Service AP  
Transcription Service Standard  
Representative Bolling, Inland  
President W. R. Haggart  
Gen., Sta., Comm. Mgr. Charles G. Burke  
Program Director Albert F. Horriagan  
Publicity Director Charles G. Burke  
Chief Engineer Olaf Gabrielson

## WDAY

**FARGO—1922—NBC**

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By WDAY, Inc.  
Business-Studio Address Black Bldg.  
Phone Number 5357  
Air Time 6 a.m.-12  
News Service AP, UP  
Transcription Service Thesaurus  
Representative Free & Peters  
Membership NARTB, BAB  
President, Gen. Mgr. E. C. Reineke  
Station Manager Jack Dunn  
Commercial Manager Tom Barnes  
Sales Promotion Manager Roy Pedersen  
Program Director Ken Kennedy  
Technical Director Julius Hetland  
Chief Engineer Juline Savold

## KILO

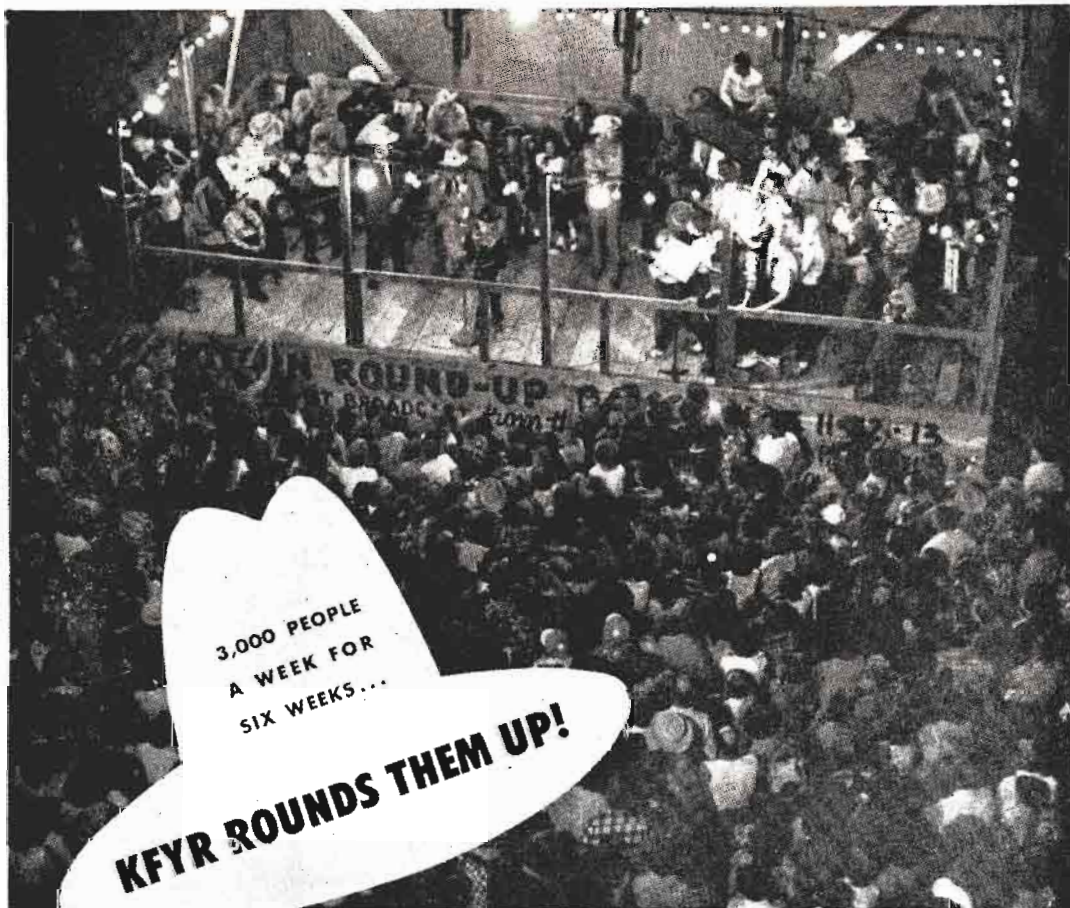
**GRAND FORKS—1941—CBS**

Frequency 1440 Kc. Power: 1000 d.; 500n.  
Owned-Oper. By Grand Forks Herald, Inc.  
Bus.-Studio Address First Natl. Bank Bldg.  
Phone Number 4-5321  
Air Time Unlimited  
News Service AP  
Newspaper Affiliation "Herald"  
Transcription Service Thesaurus  
Representative Avery-Knodel  
Membership NARTB  
Pres., Gen. Mgr. M. M. Oppegard  
Commercial Manager Herman Livingston  
Program Director M. C. Gorham  
Chief Engineer A. F. Petrich

## KNOX

**GRAND FORKS—1947—MBS  
KBS—GREAT NORTHERN**

Frequency: 1400 Kc. Power: 250 Watts  
Owned By Community Radio Corp.  
Address Grand Forks  
Phone Number 4-4611  
News Service UP  
Transcription Service World  
Representative Natl. Time Sales



Out Where the West Begins . . .

## KFYR...

★ . . . pays off extra dividends as the result of an intense listener loyalty built up by over 27 years of outstanding local programming.

★ . . . gives you the nation's largest arga coverage in the heart of the rich Northwest farm market.

★ . . . the Number One station in the country's largest wheat producing state — the nation's fourth largest spending families.

# Radio Has No Competition!

Who said Television? Out here it's live talent that counts—packed in by KFYR's always persuasive salesmanship! When Bismarck held its Western Roundup Days, KFYR sponsored an outdoor talent show every Tuesday night for six weeks . . . with between 2,000 and 3,000 people each week, jamming the pavement to see the entertainment. Thousands more listened over the air.

If you've got TV-jeebies, check on this terrific market where RADIO IS STILL KING . . . where you can be sure of PLUS ACTION for every RADIO advertising dollar.

# KEYD KFYR

**5000 WATTS • BISMARCK, NO. DAK.**

NBC AFFILIATE — REP. BY JOHN BLAIR

President.....Carroll E. Day  
 General Manager.....Elmer Hanson  
 Program Director.....Robert Whyte  
 Promotion Manager.....Jack French  
 Chief Engineer.....Clifford Thomfords

**K S J B**

**JAMESTOWN—1939—CBS**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....N. Dak. Bcstg. Co., Inc.  
 Address.....Jamestown  
 Phone Number.....1600  
 News Service.....UP  
 Representative.....Weed & Co.  
 Pres., Gen. Manager.....John W. Boler  
 Sta., Comm. Manager.....William L. Hurley  
 Sales Prom. Mgr.....Jud Milton  
 Program Director.....Donald Kingsley  
 Chief Engineer.....Robert E. Ridgway

**K G C U**

**MANDAN—1925—MBS**

Frequency: 1270 Kc.....Power: 1000 d.; 250n.  
 Owned-Oper. By.....Mandan Radio Assn.  
 Bus.-Studio Address.....Mandan  
 Phone Number.....561  
 Air Time.....6 a.m.-12 p.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Associated  
 Representative.....Walker  
 Membership.....NARTB, BAB  
 President.....W. S. Russell  
 Gen., Sta., Comm. Mgr.....Paul C. Gussner  
 Program Director.....Merritt Bushee  
 Chief Engineer.....Ray Barnett

**K C J B**

**MINOT—1950—CBS-DRN**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....No. Dakota Bcstg. Co.  
 Address.....15-A West Central Ave.  
 Phone Number.....51-161  
 Representative.....Weed  
 News Service.....UP  
 Pres., Gen. Mgr.....John W. Boler  
 Commercial Manager.....G. H. McKinnon  
 Sales Prom. Mgr.....Charles L. Hinshaw  
 Program Director.....Hal Kennedy  
 Chief Engineer.....Joseph Main

**K L P M**

**MINOT—1929—ABC  
 GREAT NORTHERN**

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Minot Bcstg. Co.  
 Business-Studio Address.....118-A So. Main

Phone Number.....41-146  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Walker, Lawson  
 President, Gen. Mgr.....John B. Cooley  
 Sta. Mgr., Chief Engineer.....C. W. Baker

**K O V C**

**VALLEY CITY—1936—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....KOV, Inc.  
 Business-Studio Address.....Valley City  
 Phone Number.....408-W  
 Air Time.....Full Time  
 News Service.....UP  
 Pres., Gen., Comm. Mgr.....Robert E. Ingstad  
 Program Director.....Russ Kaber  
 Publicity Director.....Bob Jensen  
 Chief Engineer.....Charles Sjostrom

**K B M W**

**WAHPETON-BRECKENRIDGE—1948  
 KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Interstate Bdcstg. Corp.  
 Address.....519 Dakota Ave., Wahpeton  
 Phone Number.....2-5567-8  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Membe:ship.....NARTB  
 President.....Kline E. Bower  
 General Manager.....R. L. Owens  
 Station Manager.....R. H. Printup  
 Commercial Manager.....Geo. Kaufman  
 Program Director.....Clayton Kulseth  
 Chief Engineer.....Harold Grant

**K W B M**

**WILLISTON—1948—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KWBM Bcstg. Co.  
 Address.....Box 198, Williston  
 Phone Number.....35-371  
 News Service.....UP  
 Transcription Service.....World  
 General Manager.....Charles L. Scofield  
 Commercial Manager.....James C. Carson  
 Sales Promotion Manager.....R. F. Skumavc  
 Chief Engineer.....W. A. Sebastian

# OHIO

Pop. April 1, 1953 (Est.) 8,400,000—Total Housing Units 2,428,000  
Families April 1, 1953 (Est.) 2,352,000—Stations in State 74

## WADC

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts  
Owned-Operated By Allen T. Simmons  
Bus. Studio Address WADC Bldg.  
Phone Number Jefferson 6165  
Air Time 5:30 a.m.-1:05 a.m.  
News Service UP  
Transcription Service Standard, World  
Representative George P. Hollingbery  
Owner-Operator Allen T. Simmons  
Assistant Manager Robert B. Wilson  
Sales Prom. Mgr. Secrest Williams  
Program Director Harold H. Hageman  
Publicity Director Doc Williams  
Chief Engineer Lawrence Hennigan

## WAKR

AKRON—1940—ABC

Frequency: 1590 Kc. Power: 5000 Watts  
Owned By Summit Radio Corp.  
Operated By WAKR  
Bus. Studio Address First Natl. Tower  
Phone Number HEmlock 6151  
Newspaper Affiliation Beacon Journal  
Air Time Full Time  
News Service UP  
Transcription Service Associated  
Representative Weed  
Membership NARTB  
President, Gen. Mgr. S. Bernard Berk  
Station Manager Roger G. Berk  
Comm.-Sales Prom. Mgr. Keith Baldwin  
Pgm., Pub. Dir. A. R. Cooper  
Chief Engineer Irwin L. Knopp

## WCUE

AKRON—1949

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By Akron Bcstg. Corp.  
Address Palace Theatre Arcade  
Phone Number Fr. 7114  
Representative Forjoe  
News Service UP  
Transcription Service Associated  
Membership BAB  
President, Gen. Mgr. Tim Elliot  
Sales Prom. Mgr. Lou Gorbach  
Program Director Jack Clifton  
Publicity Director Jim Smith  
Chief Engineer George V. Paul

## WHKK

AKRON—1944—MBS

Frequency: 640 Kc. Power: 1000 Watts  
Owned-Oper. By WHKK Bcstg. Co.

Business-Studio Address 51 W. State St.  
Phone Number Bl. 7101  
Air Time 6 a.m.-sunset  
News Service AP  
Transcription Service Thesaurus, SESAC  
Representative Meeker Assoc.  
President, Co-Mgr. Philip R. Herbert  
V.P., Co-Mgr. Jackson B. Maurer  
Comm.-Sales Manager Cecil Green  
Program Dir. B. R. Blake  
Chief Engineer B. V. Berg

## WATG

ASHLAND—1947—MBS-BUCKEYE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Ashland-Mansfield Rd.  
Phone Number 2-1573  
Transcription Service Thesaurus  
News Service AP  
Co-Owners Robert Beer, Edgar Koehl  
President J. Cherpak  
General Manager C. Green  
Program Director Richard Leidy  
Chief Engineer Richard Matthes

## WICA

ASHTABULA—1937

Frequency: 970 Kc. Power: 5000 Watts d.  
1000 n.  
Owned-Operated By WICA, Inc.  
Business-Studio Address 221 Center St.  
Phone Number 26-221, 27-181  
Air Time Full Time  
News Service UP  
Transcription Service World  
Representative McGillvra  
President, Gen. Mgr. D. C. Rowley  
Station Manager W. W. Walrath  
Commercial Manager D. W. Fassett  
Program Director John C. Strasen  
Chief Engineer F. N. Bernato

## WATH

ATHENS—1950

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Oper. By Andrew Kovlan & James  
Sinyard  
Address P. O. Box 502  
Phone Number 3-1369  
News Service UP  
Gen. Mgr., Chief Engr. Andrew Kovlan  
Comm., Sls. Prom. Mgr. J. D. Sinyard  
Program Director Vernon Cover

## WTRF

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.

Owned-Operated By... The Tri-City Bcstg. Co.  
 Bus.-Studio-Transmitter Address... The Skyline  
 Phone Number ..... 1515  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Walker  
 Membership ..... NARTB, BAB  
 President ..... Thomas Bloch  
 V.P., Gen. Manager..... Robert W. Ferguson  
 Commercial Manager..... Albert T. Fisher  
 Program Director..... Frank Curtis  
 Sales Prom. Mgr., Publ. Dir..... Helen Gaynor  
 Chief Engineer..... Howard Daubenmeyer

# WOHP

BELLEFONTAINE—1952

Frequency: 1390 Kc..... Power: 500 Watts d.  
 Owned-Oper. By... Lake Erie Radio & TV Corp.  
 Address..... P. O. Box 344  
 Phone Number ..... 6681  
 General Manager ..... Patrick Shannon  
 Program Director..... R. J. Klemme  
 Chief Engineer..... M. J. Lamb

# WILE

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc..... Power: 1000 Watts a.  
 Owned-Oper. By... Land O'Lakes Bcstg. Corp.  
 Business-Studio Address..... 917 Beatty Ave.  
 Phone Number ..... 4-5605  
 Air Time..... 6:30 a.m.-local sunset  
 News Service ..... AP  
 Transcription Service ..... World  
 President..... H. D. McClelland  
 V.P., Gen. Mgr..... Howard A. Donahoe  
 Comm. Mgr..... Bruce Meighen  
 Program Director..... David C. Lorimer  
 Chief Engineer..... A. G. Engel

# WAND

CANTON—1947—KBS

Frequency: 900 Kc..... Power: 500 Watts d.  
 Owned-Operated By... Magic Wand Bcstg. Co.  
 Address ..... 106 High Ave. N.W.  
 Phone Number ..... 68396  
 Representative ..... Hil F. Best  
 President..... P. C. Wilson  
 General Manager..... J. Wilson

# WCMW

CANTON—1946

Frequency: 1060 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Stark Bcstg. Corp.  
 Bus.-Studio Address..... Hills & Dales Rd.  
 Phone Number..... 5-9475  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... McGillvra  
 Membership ..... BAB

Pres., Gen. Mgr..... S. L. Huffman  
 Station Manager..... Clark L. Dozer  
 Commercial Manager..... Ronald Stranathan  
 Chief Engineer..... W. Waecht

# WHBC

CANTON—1925—ABC

Frequency: 1480 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Ohio Bcstg. Co.  
 Business-Studio Address..... 550 S. Market St.  
 Phone Number ..... 6-7166  
 Air Time..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Newspaper Affiliation ..... Brush-Moore  
 Newspapers  
 Transcription Service ..... Associated  
 Representative ..... Taylor Co.  
 Membership ..... NARTB, BAB  
 President..... Roy D. Moore  
 General Manager..... Gordon G. Strong  
 Director of Radio..... Eugene Carr  
 Station Manager..... Robert C. Fehlman  
 Commercial Manager..... Paul E. Gilmore  
 Sales Prom. Mgr., Pub. Dir..... Joseph Gilmore  
 Program Director..... Robert Breen  
 Chief Engineer..... Kenneth L. Sliker

# WBEX

CHILlicoTHE—1947—ABC-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Shawnee Bcstg. Co.  
 Business-Studio Address..... 27 E. Second St.  
 Phone Number ..... 3-2244  
 Air Time..... Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative..... W. S. Grant  
 Membership ..... NARTB  
 President..... John Halliday  
 General Manager..... Truman Morris  
 Sta., Sales Prom. Mgr..... William R. Mnich  
 Program Director..... James W. Tidd  
 Chief Engineer..... H. W. Dornhuber

# WCKY

CINCINNATI—1929

Frequency: 1530 Kc..... Power: 50,000 Watts  
 Owned-Operated By..... L. B. Wilson, Inc.  
 Bus.-Studio Address..... Hotel Sheraton Gibson  
 Phone Number..... Cherry 6565  
 Transmitter Location..... near Crescent Springs,  
 Ky.  
 Air Time..... 24 Hrs.  
 News Service ..... INS  
 Transcription Service..... Standard, Associated  
 Representative ..... Thomas Welstead  
 Membership ..... BAB  
 President, General Manager..... L. B. Wilson  
 Sta.-Comm. Manager, Chief  
 Engineer..... C. H. Topmiller  
 Sales Prom. Mgr., Pub. Dir..... Bob Fleming

# WCPO

CINCINNATI—1937—MBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Scripps-Howard Radio, Inc.  
 Phone Number Capitol 0777  
 Studio Address 2345 Symmes St.  
 Air Time Full Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Branham  
 Membership NARTB  
 President Jack R. Howard  
 General Manager M. C. Watters  
 Station Director W. Earl Corbett  
 Publicity Director Nancy John  
 Chief Engineer Paul Adams

# WKRC

CINCINNATI—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts d.  
 1000 Watts n.  
 Owned-Oper. By Radio Cincinnati, Inc.  
 Address-Trans. Hotel Alms  
 Phone Number Woodburn 0550  
 News Service AP  
 Newspaper Affiliation Times-Star  
 Transcription Service Lang-Worth  
 Representative Katz  
 Membership NARTB  
 President Hulbert Taft, Jr.  
 General Manager David Taft  
 Sales Prom. Mgr., Pub. Dir. W. B. Hines  
 Commercial Manager Hubbard Hood  
 National Sales Mgr. Kenneth W. Church  
 Program Director Paul Shumate  
 Chief Engineer George Wilson

# WLW

CINCINNATI—1922—NBC-MBS

Frequency: 700 Kc. Power: 50,000 Watts  
 Owned-Oper. By Crosley Bcstg. Corp.  
 Subs. of Avco Mfg.  
 Address 140 W. Ninth St.  
 Phone Number Cherry 1822  
 Air Time Full Time  
 News Service INS, UP  
 Transcription Service Thesaurus  
 Membership NARTB, BAB  
 Chairman of Board James D. Shouse  
 Pres., General Mgr. R. E. Dunville  
 V.P. in Charge Sales Harry Mason Smith  
 Dir. Client Service Fred Gregg  
 Program Director William P. Robinson  
 Publicity Director Gilbert Kingsbury  
 Chief Engineer R. J. Rockwell

# WSAI

CINCINNATI—1923—ABC

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Oper. By Buckeye Bcstg. Co.  
 Bus-Studio Address 115 E. Fourth St.  
 Phone Number Main 1068  
 Air Time 6 a.m.-M.  
 News Service UP, AP  
 Transcription Service Lang-Worth  
 Representative Avery-Knodel  
 President George B. Storer  
 Managing Dir. J. Robert Kerns  
 Commercial Mgr. Robert H. Boulware  
 Program Director Charles Black  
 Publicity Director Vonne Monsell  
 Chief Engineer Jonas Heiser

# WDOK

CLEVELAND—1950

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Operated By Civic Bcstrs., Inc.  
 Address 1515 Euclid Ave.  
 Phone Number Main 1-3370  
 Air Time Full Time  
 News Service UP, INS  
 Representative McGillvra  
 Transcription Service SESAC, World  
 Pres., Gen. Mgr. R. Morris Pierce  
 General Manager Harry Camp  
 Commercial Manager Albert Narosny  
 Sales Prom. Mgr. Wayne Mack  
 Program Director Charles Hoover  
 Chief Engineer Ralph Quay

# WERE

CLEVELAND—1948

Frequency: 1300 Kc. Power: 5000 Watts d.  
 5000 Watts n.  
 Owned-Operated By Cleveland Bcstg. Inc.  
 Address 1501 Euclid Ave.  
 Phone Number Superior 1-9600  
 Air Time 5:30 a.m.-1:00 a.m.  
 News Service AP, INS  
 Transcription Service Lang-Worth, World  
 Membership NARTB  
 President Ray T. Miller  
 Gen., Comm. Mgr. Richard M. Klaus  
 Program Director Ed Stevens  
 Sales Promotion Manager W. T. Aspell  
 Chief Engineer Harry Dennis

# WGAR

CLEVELAND—1930—CBS

Frequency: 1220 Kc. Power: 50,000 Watts  
 Owned-Operated By WGAR Bcstg. Co.  
 Address Hotel Statler  
 Phone Number Prospect 1-0200  
 Air Time 6:00 a.m.-1:10 a.m.



News Service.....INS, UP  
 Transcription Service .....World  
 Representative....Christal, Radio Time Sales  
 Membership .....NARTB, BAB  
 President.....John F. Patt  
 General Manager.....Carl E. George  
 Sect.-Treas. ....Elmer Krause  
 Commercial Manager.....John Garfield  
 Sales Promotion Manager.....Julius Glass  
 Program Director.....Reg Merridew  
 Publicity Director.....Robert Smith  
 Chief Engineer.....Bob Fox

## W H K

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....United Bcstg. Co.  
 Business-Studio Address...5000 Euclid Avenue  
 Phone Number.....Express 1-5000  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....Associated  
 Representative .....Headley-Reed  
 Membership .....NARTB  
 President.....Sterling Graham  
 General Manager .....K. K. Hackathorn  
 Commercial Manager.....W. K. Brusman  
 Sales Prom. Manager.....John Wyman  
 Program Director.....C. M. Hunter  
 Publicity Director.....William Gannon  
 Chief Engineer.....R. H. DeLany

## W J M O

CLEVELAND—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Friendly Bcstg. Co.  
 Address.....2157 Euclid Ave.  
 Phone Number .....SUperior 1-4424  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 President .....Richard Eaton  
 General Manager.....A. Lanphear  
 Chief Engineer.....C. C. Courtney

## W J W

CLEVELAND—1932—ABC

Frequency: 850 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WJW, Inc.  
 Business-Studio Address...1375 Euclid Ave.  
 Phone Number .....SUperior 1-0108  
 Air Time.....Full Time  
 News Service .....UP  
 Transcription Service .....Associated  
 Representative .....H-R Representatives, Inc.  
 President.....William M. O'Neil  
 Vice-President .....Lawrence Webb  
 General Manager.....William Lemmon  
 Commercial Manager.....Harold W. Waddell  
 Program Director.....Bruce MacDonald  
 Chief Engineer.....Gerald G. Roberts

# AP SELLS

For Stations and Sponsors —

For instance . . . WING

“Due to the tremendous success of AP news at WING, we brought our station WIZE in Springfield, Ohio, into AP membership so it could get AP service.”

ADNA H. KARNs,  
 Vice-President and General Manager,  
 WING, Dayton, Ohio



**WSRS**  
CLEVELAND—1947

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: WSRS, Inc.  
 Bus.-Studio-Transmitter Address: 2156 Lee Rd.  
 Phone Number: ERievew 1-2005  
 Air Time: 24 hrs.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Forjoe & Co.  
 Membership: NARTB, BAB  
 Pres., Gen. Sta. Mgr., Pgm. Dir.: S. R. Sague  
 Commercial Mgr.: Jack D. Kelly  
 Sales Promotion Manager: Will Dougherty

**WTAM**  
CLEVELAND—1923—NBC

Frequency: 1100 Kc. Power: 50,000 Watts  
 Owned-Oper. By: National Bcstg. Co., Inc.  
 Bus.-Studio Address: 815 Superior Ave.  
 Phone Number: CHerry 1-0942  
 Transmitter Location: Brecksville  
 Air Time: 5:30 a.m.-2:00 a.m.  
 News Service: AP, UP  
 Transcription Service: Thesaurus  
 Representative: NBC Spot Sales

Membership: NARTB  
 President (NBC): Frank White  
 General Manager: Hamilton Shea  
 Program Director: Norman Cloutier  
 Sales Manager: Wm. P. Dix, Jr.  
 Adv. & Prom. Mgr.: Clement G. Scerback  
 Dir. Pub. Affairs: J. E. Hines  
 Engineer-in-Charge: S. E. Leonard

**WBNS**  
COLUMBUS—1924—CBS

Frequency: 1460 Kc. Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Operated By: Radioho, Inc.  
 Business-Studio Address: 33 N. High St.  
 Phone Number: Ad. 9265  
 Air Time: Full Time  
 News Service: AP  
 Representative: John Blair  
 Membership: NARTB, BAB  
 General Manager: Richard A. Borel  
 Commercial Manager: W. I. Orr  
 Sales Prom. Director: Jim Yeran  
 Program Director: Geer Parkinson  
 Publicity Director: Marge Ruddock  
 Chief Engineer: Lester H. Nafzger

**LOOKING FOR A SOCKO STATION  
 TO TEST YOUR MERCHANDISING?**

IN THE CLEVELAND MARKET

**WSRS**

*The Family Station!!*

**CLEVELAND'S ONLY NEWS STATION  
 ON THE AIR . . . 24 HOURS DAILY  
 'ROUND THE CLOCK**

**LOCAL NEWS EVERY SIXTY  
 MINUTES ON THE HALF  
 HOUR 'ROUND THE CLOCK**

**WSRS  
 CLEVELAND**

**TEST YOUR PRODUCT IN A GREAT TESTING  
 MARKET AT THE LOWEST COST PER THOUSAND!**

# WCOL

COLUMBUS—1922—ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Air Trails, Inc.  
 Business-Studio Address: E. Broad & Young St.  
 Phone Number: MAin 4581  
 Transmitter Location: 555 W. Goodale St.  
 News Service: AP  
 Transcription Service: World  
 Representative: H-R Reprs., Inc.  
 Membership: NARTB, BAB  
 President: Charles Sawyer  
 Exec. V.P.: J. P. Williams  
 General Manager: Adna H. Karns  
 Station Manager: Neal A. Smith  
 Program Director: William L. Belaney  
 Commercial Manager: John Doty  
 Publicity Director: Martha Hoskins  
 Chief Engineer: Harold E. Beard

# WHKC

COLUMBUS—1921—MBS

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By: United Bcstg. Co.  
 Business-Studio Address: 5000 Euclid  
 Phone Number: Express 1-5000  
 Air Time: 6 a.m.-1 a.m.  
 Newspaper Affiliation: "Plain Dealer"  
 News Service: INS, UP  
 Transcription Service: Lang-Worth  
 Representative: Paul H. Raymer  
 Membership: NARTB  
 President: Sterling Graham  
 Gen., Sta. Mgr.: Carl M. Everson  
 Comm.-Sales Prom. Mgr.: H. H. Hoessly  
 Program Director: John B. Moses  
 Publicity Director: Ann Duffy  
 Chief Engineer: William C. Minor

# WVKO

COLUMBUS—1951—BUCKEYE

Frequency: 1580 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Sky Way Bcstg. Corp.  
 Address: 274 S. 3rd St.  
 Phone Number: Main 5247  
 News Service: UP  
 Transcription Service: Associated, Capitol  
 Membership: NARTB  
 Representative: Forjoe  
 President: Gustav Hirsch  
 Gen., Sta. Manager: Bert Charles  
 Comm., Sales Prom. Mgr.: Charles W. Arthurs  
 Program Director: Bert Charles  
 Publicity Director: Rita Bender  
 Chief Engineer: William Hammett

# WTNS

COSHOCTON—1947

Frequency: 1560 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Coshocton Bcstg. Co.

Business-Studio Address: 114 N. 6th St.  
 Phone Number: 1560, 2140  
 Air Time: Sunrise-sunset  
 News Service: UP  
 Membership: NARTB  
 Membership: NARTB, BAB  
 Pres., Gen. Mgr.: Bruce Wallace  
 Comm. Mgr., Pub. Dir.: James Sigman  
 Program Director: Stanley Robinson  
 Chief Engineer: Eugene Wiggins

# WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By: Miami Valley Bcstg. Corp.  
 Business-Studio Address: 45 S. Ludlow St.  
 Phone Number: Adams 2261  
 News Service: AP, INS, UP  
 Newspaper Affiliation: "Daily News"  
 Representative: Hollingbery  
 Membership: NARTB  
 President: James M. Cox, Jr.  
 General Manager: Robert H. Moody  
 Sls. Prom. Mgr.: W. E. Wolaver  
 Program Director: Wade H. Alley  
 Publicity Director: Ernest L. Gay  
 Chief Engineer: Ernest L. Adams

# AP SELLS

For Stations and Sponsors —

For instance . . . WHK

"Our salesmen like the idea of selling news that carries the prestige of the world's biggest news agency."

J. B. MAURER,  
 Sales Manager,  
 WHK, Cleveland, Ohio

# WING

DAYTON—1924—ABC

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned-Oper. By: Great Trails Bcstg. Co.  
 Business-Studio Address: 121 N. Main St.  
 Phone Number: HEMlock 3773  
 Transmitter Location: E. David Rd.  
 Air Time: 5 a.m.-1:30 a.m.  
 News Service: AP  
 Transcription Service: World  
 Representative: H. R. Representative, Inc.  
 President: Charles Sawyer  
 Exec. V.P.: John Pattison Williams  
 General Manager: Adna Karns  
 Program Director: Charles G. Reeder  
 Chief Engineer: Howard Ryan

# WONE

DAYTON—1949

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Operated By: Skyland Bcstg. Corp.  
 Address: 5 S. Jefferson St.  
 Phone Number: Michigan 6501  
 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Capitol  
 Representative: Headley-Reed  
 Pres., Gen. Mgr.: Ronald B. Woodyard  
 Station Manager: C. J. Thornquest  
 Commercial Manager: Louis G. Froelich

# WONW

DEFIANCE—1949

Frequency: 1280 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Tri-State Bcstg. Co.  
 Address: U. S. Route 24  
 Phone Number: 32224  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Transcription Service: Associated  
 Representative: Devney  
 President: Richard W. Crowell  
 General Manager: Glenn R. Thayer  
 Program Director: Paul R. Murphy

# WJER

DOVER—1950

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Dover Bcstg. Co., Inc.  
 Address: 210 Blvd.  
 Phone Number: 42-125  
 Transcription Service: World, Thesaurus  
 News Service: UP  
 President: Agnes J. Reeves Greer  
 Station Manager: W. B. Steis  
 Commercial Manager: John C. Needs  
 Program Director: Ed Paulin  
 Chief Engineer: Don Graff

# WLIO

EAST LIVERPOOL—1948

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Pottery Bcstg. Co.  
 Address: 6th and Walnut  
 Phone Number: Main 5190  
 Air Time: 7 a.m.-sunset  
 News Service: AP  
 Representative: Schepp-Reiner  
 Membership: NARTB, BAB  
 President: Earl D. Eisenhower  
 General, Comm. Manager: Paul B. Saliner  
 Associate Prog. Dir.: H. Fryar, R. Keith  
 Chief Engineer: George T. Kelly

# WOHI

EAST LIVERPOOL—1949

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: East Liverpool Bcstg. Co.  
 Address: 516 Market St.  
 Phone Number: Main 1490  
 News Service: AP  
 Transcription Service: World  
 Representative: W. S. Grant Co., Inc.  
 President, Gen. Manager: Richard V. Beatty  
 Comm., Prom. Mgr.: George T. Farrall  
 Sta. Mgr., Prog. Dir.: Bob Metcalfe  
 Chief Engineer: Mike Battle

# WEOL

ELYRIA—1948

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Oper. By: Elyria-Lorain Bcstg. Co.  
 Address: Elyria Savings and Trust Bldg.  
 Phone Number: 2255  
 Air Time: 6 a.m.-12 M.  
 News Service: UP  
 President: Roy W. Ammel  
 Gen.-Sta.-Comm. Mgr.: Maurice J. Condon  
 Sales Prom. Manager: Douglas Lillico  
 Program Director: Donald C. Kirk  
 Publicity Director: Jack O'Brien  
 Chief Engineer: Gerald McCasland

# WFIN

FINDLAY—1941

Frequency: 1330 Kc. Power: 1000 Watts d.  
 Owned-Operated By: The Findlay Publ. Co.  
 Bus.-Studio Address: 101½ W. Sandusky St.  
 Phone Number: 1330  
 News Service: INS, UP, AP  
 Transcription Service: Thesaurus  
 Newspaper Affil.: "Republican-Courier"  
 Membership: NARTB, BAB  
 Representative: McGillvra  
 President: R. L. Heminger  
 Gen., Sta., Comm. Mgr.: Harold H. Heminger  
 Sls. Prom. Mgr.: Allen P. Dudley  
 Program Director: Allen P. Dudley  
 Chief Engineer: Edgar C. Smith

**WFOB**  
FOSTORIA—1952

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Seneca Radio Corp.  
Address: P. O. Box 589  
Phone Number: 5665  
News Service: UP  
Transcription Service: Capitol, SESAC  
President: Andrew Emerine  
General Manager: Mel Murray  
Commercial Manager: Roger Wise  
Chief Engineer: Farrell Elsea

**WFRQ**  
FREMONT—1950

Frequency: 900 Kc. Power: 500 Watts d.  
Owned-Oper. By: Wolfe Bcstg. Corp.  
Address: 905 W. State St.  
Phone Number: Main 3401  
Transcription Service: Thesaurus, Standard  
Representative: Hil F. Best  
News Service: UP  
Membership: NARTB, BAB  
President: Robert F. Wolfe  
Commercial Manager: J. Weddell Kerr  
Program Director: Frank Swartz  
Chief Engineer: Allen Kauble

**WJEH**  
GALLIPOLIS—1950—KBS

Frequency: 990 Kc. Power: 250 Watts d.  
Owned-Oper. By: Ohio Valley on the Air, Inc.  
Address: Box 244  
Phone Number: 1160-1  
News Service: UP  
Transcription Service: World  
Representative: Grant  
Membership: NARTB  
President: John E. Halliday  
General Manager: Truman A. Morris  
Promotion Manager: Marianne Campbell  
Sls. Prom. Mgr.: D. P. Robinson  
Program Director: William Watterson, Jr.  
Chief Engineer: Charles Husson

**WMOH**  
HAMILTON—1944—MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Fort Hamilton Bcstg. Co.  
Bus.-Studio Address: Second Natl. Bank Bldg.  
Phone Number: Hamilton 4-6543  
Air Time: 6:00 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: W. S. Grant  
Membership: NARTB  
President: Robert J. Briede  
General Manager: Robert L. Odson  
Program Director: Norm Keller

Publicity Director: Lu Bassett  
Commercial Manager: Ray Motley  
Chief Engineer: Girard Caine

**WIRO**  
IRONTON—1951—NBC-KBS  
Frequency: 1230 Kc. Power: 250 Watts  
Owner: Iron City Bcstg. Co.  
Address: Radio Plaza  
Phone Number: 360  
Air Time: Full Time  
Transcription Service: SESAC  
Representative: McGillvra  
Membership: NARTB  
President: T. M. Nelson  
Gen. Sta. Mgr.: C. E. McElroy  
Commercial Manager: Patrick Shannon  
Chief Engineer: C. A. Baker

**WHOK**  
LANCASTER—1948  
Frequency: 1320 Kc. Power: 500 Watts d.  
Owned-Oper. By: Hocking Valley Bcstg. Corp.  
Address-Trans. Loc.: Memorial Dr.  
Phone Number: 4500  
News Service: UP  
Transcription Service: Thesaurus  
Representative: McGillvra  
Pres., Gen. Mgr.: Dr. Nelson Embrey  
Sta., Comm. Mgr.: Donald W. White  
Program Director: Roy Stingley  
Publicity Director: Don W. White  
Chief Engineer: Richard Roundhouse

**WIMA**  
LIMA—1948—ABC  
Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Oper. By: N.W. Ohio Bcstg. Corp.  
Business-Studio Address: 223 N. Main St.  
Phone Number: 32660  
News Service: AP  
Representative: Weed  
Membership: NARTB  
President: G. E. Hamilton  
General Sta. Mgr.: R. W. Mack  
Commercial Mgr.: C. B. Heller  
Program Dir.: Easter Straker  
Chief Engineer: A. J. F. Smith

**WLOK**  
LIMA—1936—NBC  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: WLOK, Inc.  
Business Address: Nat'l Bank Bldg.  
Phone Number: 6-3411  
Transcription Service: World  
Membership: NARTB  
News Service: UP  
Representative: H-R Reprs., Inc.

President.....L. A. Pixley  
Gen., Sta. Mgr.....Robert O. Runnerstrom  
Program Director.....Lee Lemon  
Commercial Manager.....Lyle Lee  
Chief Engineer.....Darrel Hunter

## W M A N

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Richland, Inc.  
Business-Studio Address...144½ Park Ave. W.  
Phone Number.....4235-6  
Air Time.....Full Time  
News Service.....AP  
Transcription Service.....World  
Representative.....The Taylor Co.  
Membership.....NARTB, BAB  
Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara  
Sales Prom. Manager.....Carl Kindt  
Prog.-Pub. Dir.....Robert James  
Chief Engineer.....William Morrison

## W M O A

MARIETTA—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Marietta Bcstg. Co.  
Business Address.....P. O. Box 201  
Phone Number.....1690  
News Service.....UP  
Transcription Service.....SESAC  
Representative.....McGillvra  
Membership.....NARTB  
President.....William G. Wells  
General Manager.....R. Sanford Guyer  
Commercial Manager.....Fred Reynolds  
Program Director.....Tom Butscher  
Chief Engineer.....Charles E. Clark

## W M R N

MARION—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Marion Bcstg. Co.  
Business Address.....P. O. 518  
Phone Number.....2-6666-7  
Air Time.....6:30 a.m.-M.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Horace Stovin, Canada  
Membership.....NARTB, BAB  
Pres., Gen.-Sta. Mgr.....Robert T. Mason  
Commercial Manager.....R. T. Mason, Jr.  
Sls. Prom. Mgr., Pub. Dir.....Majorie Williams  
Chief Engineer.....Francis Joseph Peters

## W P F B

MIDDLETOWN—1947

Frequency: 910 Kc.....Power 1000 Watts d.  
100 Watts n.  
Owned-Operated By.....Paul F. Braden

Address-Trans. Loc.....Lebanon-Coles Rd.  
Phone Number.....2-3625  
Air Time.....5:00 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Membership.....NARTB, BAB  
Pres., Gen., Sta. Mgr.....Paul F. Braden  
Commercial Manager.....Ranny Daly  
Pro., Pub. Dir.....Jack Kistler  
Chief Engineer.....Larry Beckwith

## W C L T

NEWARK—1946

Frequency: 1430 Kc.....Power: 500 Watts d.  
Owned-Operated By...Advocate Printing Co.  
Address.....Newark, Ohio  
Phone Number.....4007  
Air Time.....6:45 a.m.-Sunset  
News Service.....AP  
Newspaper Affiliation.....The Advocate  
Transcription Service.....Thesaurus  
Representative.....Meeker Associates  
Membership.....NARTB, BAB  
President.....Frank W. Spencer  
Station Manager.....Thomas A. Rogers  
Commercial Mgr.....Robert Pricer  
Program Director.....Richard Welsbacher  
Chief Engineer.....Benjamin Windle

## W P T W

PIQUA—1947—OSN

Frequency: 1570 Kc.....Power: 250 Watts d.  
Owned-Oper.....Miami County Bcstg. Co., Inc.  
Address-Trans.....1625 W. Covington Ave.  
Phone Number.....1420-1  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service.....World  
Pres., Gen., Comm. Sta. Mgr., Richard E. Hunt  
Sls. Prom. Mgr., Pub., Prog. Dir., Robert Bubb  
Chief Engineer.....Bob Blaney

## W N X T

PORTSMOUTH—1951—ABC

Frequency: 1260 Kc.....Power: 1000 Watts  
Owned-Operated By...Portsmouth Bcstg. Co.  
Address.....Masonic Temple Bldg.  
Phone Number.....2-1961  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Everett-McKinney  
Pres., Gen., Sta., Comm. Mgr. Marshall Rosene  
Program Director.....Dean Sturm  
Publicity Director.....Thelma Henderson  
Chief Engineer.....Russell Newman

## W P A Y

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Oper. By.....The Scioto Bcstg. Co.  
 Bus.-Studio-Trans. Address....1009 Gallia St.  
 Phone Number .....3-2111  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Newspaper Affiliation.....The Times  
 Transcription Service.....Associated  
 Representative.....The Taylor Co.  
 Membership.....NARTB, BAB  
 President.....Roy D. Moore  
 Station Mgr.....Gerald F. Boyd  
 Commercial Manager.....Floyd M. Jackson  
 Program Director.....E. G. Sheridan  
 Publicity Director.....Ruth Stewart  
 Chief Engineer.....Maurice L. Myers

## W L E C

SANDUSKY—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....Lake Erie Bcstg. Co.  
 Address.....Cleveland Rd. & Huntington  
 Phone Number .....5170  
 Air Time.....6a.m.-M.  
 News Service.....UP  
 Transcription Service.....World, Thesaurus  
 Representative.....Hal Holman  
 Membership.....NARTB, BAB  
 Pres., General-Station Mgr.....Jay Wagner  
 Commercial Manager.....Ralph S. Silver, Jr.  
 Program Director.....Robert Hinners  
 Sales Prom. Mgr.....Kathryn Heiser  
 Chief Engineer.....Jay Leibach

## W I Z E

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Radio Voice of Springfield  
 Trans.-Address .....117 W. High St.  
 Phone Number .....3-4955  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....H. R. Representative, Inc.  
 President.....Charles Sawyer  
 Sta., Comm. Manager.....Arthur L. Martin  
 Pro., Pub. Dir.....John McEnaney  
 Chief Engineer.....Victor L. Bushong

## W J E L

SPRINGFIELD—1947

Frequency: 1600 Kc.....Power: 500 Watts d.  
 Owned-Oper. By....Champion City Bcstg. Co.  
 Business Address.....120 S. Limestone  
 Phone Number .....3-4676  
 News Service.....INS  
 Representative.....McGillivra  
 Transcription Service.....Thesaurus  
 President.....George R. Walker  
 Gen., Sta. Mgr.....Chester R. Hinkle  
 Commercial Manager.....Vince Shannon  
 Sales Prom. Mgr., Pro. Dir.....Bob Jenkins  
 Publicity Director.....Velma Owens  
 Chief Engineer.....Fred Eckardt

## W W S O

SPRINGFIELD—1947—KBS

Frequency: 1210 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Radio Springfield, Inc.  
 Address.....Chamber of Commerce Bldg.  
 Phone Number .....3-6488  
 News Service.....AP  
 Air Time.....Sunrise-Sunset  
 Representative.....Gill-Keefe & Perna  
 Transcription Service.....M. M. Cole  
 President.....Bradley Kincaid  
 V.P., Gen. Mgr.....R. K. Wood  
 Program Director.....Ford Rush, Jr.  
 Chief Engineer.....Vernon B. Yeich

## W S T V

STEUBENVILLE—1940—MBS—  
 OHIO NET

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WSTV, Inc.  
 Bus.-Studio Address....Exchange Realty Bldg.  
 Phone Number .....2-6265-6-7  
 Air Time.....Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Pearson  
 President.....Jack N. Berkman  
 Gen.-Comm.-Sta. Mgr.....John J. Laux  
 Sales Prom. Mgr.....Joseph M. Troesch  
 Pgm., Pub. Dir.....Roy Briscoe  
 Chief Engineer.....Charles S. Shepherd

## W S P D

TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Storer Broadcasting Co.  
 Bus.-Studio Address.....136 Huron St.  
 Phone Number .....Adams 3175  
 Air Time.....Full Time  
 News Service.....INS, UP  
 Membership.....NARTB, BAB  
 Transcription Service.....World, Lang-Worth  
 Representative.....Katz  
 President.....George B. Storer  
 Gen., Sta. Mgr.....Allen L. Haid  
 Comm. Mgr.....Westford F. Shannon  
 Program Director.....Emerson Kimble  
 Sales Prom. Mgr., Pub. Dir...Richard Gourley  
 Chief Engineer.....William M. Stringfellow

## W T O D

TOLEDO—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Unity Corp.  
 Business-Studio Address....515 Madison Ave.  
 Phone Number.....Garfield 5551  
 Air Time.....Day Time

News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Headley-Reed  
 Membership ..... NARTB  
 President ..... Edward Lamb  
 Gen., Sta., Prom., Comm. Mgr. .... Sunne Miller  
 Program Director ..... Richard Rice  
 Chief Engineer ..... Robert Sowers

## WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Community Bcstg. Co.  
 Trans.-Address ..... Bell Bldg.  
 Phone Number ..... Adams 3291  
 Air Time ..... Full Time  
 News Service ..... AP, UP  
 Representative ..... Paul H. Raymer  
 Membership ..... NARTB  
 President ..... Frazier Reams  
 Gen.-Station Mgr. .... Thomas S. Bretherton  
 Commercial Manager ..... Morton Neipp  
 Sales Prom. Mgr., Pub. Dir. .... Bob Krieghoff  
 Program Director ..... Karl R. Nelson  
 Chief Engineer ..... Harold Holmes

## WHHH

WARREN—1941—MBS

Frequency: 1440 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Warren Tribune Radio  
 Station, Inc.  
 Business-Studio Address ..... 108 Main St.  
 Phone Number ..... 2212-9  
 Newspaper Affiliation ..... The Tribune Co.  
 Air Time ..... 6:45 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Associated, SESAC  
 President ..... Helen Hart Hurlbert  
 General Manager ..... Carl J. Raymond  
 Publicity Director ..... Lewis W. Sirigas  
 Chief Engineer ..... Robert E. Hardy

## WCHO

WASHINGTON COURT HOUSE—  
 1952—KBS

Frequency: 1250 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By .... Court House Bdcstg. Co.  
 Address ..... 113½ S. Main St.  
 Phone Number ..... 5-6211  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, SESAC

# AP SELLS

## For Stations and Sponsors—

For instance . . . **WHK**

“For reliability, I stick with AP—especially on the tough stories that break fast. And salutes to AP’s Cleveland Bureau for fast action on our requests and questions!”

WAYNE SKAKEL,  
 News Editor,  
 WHK, Cleveland, Ohio



Pres., Gen. Mgr. . . . . L. Morse Weimer  
 Program Director . . . . . Art Layne  
 Station Manager . . . . . Robert Mayer  
 Chief Engineer . . . . . Carl Ebbert

**WKOV**  
**WELLSTON—1952**

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . S. H. Kovalan  
 Address . . . . . P. O. Box 190  
 Phone Number . . . . . 546  
 News Service . . . . . AP  
 Transcription Service . . . . . Theaurus  
 Representative . . . . . Geo. W. Clark, Inc.  
 President . . . . . M. D. Lincoln  
 General Manager . . . . . Herbert E. Evans  
 Commercial Manager . . . . . Harry Bruce  
 Sales Prom. Mgr., Pub. Dir. . . . . Phil Sheridan  
 Program Director . . . . . Stan Ridge  
 Chief Engineer . . . . . J. J. Rupert

**WWST**  
**WOOSTER—1947**

Frequency: 960 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Wooster Republican Ptg. Co.  
 Phone Number . . . . . 760-1  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, World  
 Membership . . . . . BAB  
 General Manager . . . . . Quentin W. Wotty  
 Program Director . . . . . R. E. Heeter  
 Chief Engineer . . . . . Burton L. Bowman

**WRFD**

**WORTHINGTON—1947**

Frequency: 880 Kc. . . . . Power: 5000 Watts d.  
 Owned-Oper. By . . . . . Peoples Bcstg. Corp.  
 Address . . . . . 246 N. High St.  
 Phone Number . . . . . Fletcher 4711  
 News Service . . . . . AP  
 Transcription Service . . . . . Theaurus  
 Representative . . . . . Geo. W. Clark, Inc.  
 President . . . . . M. D. Lincoln  
 General Manager . . . . . Herbert E. Evans  
 Commercial Manager . . . . . Harry Bruce  
 Sales Prom. Mgr., Pub. Dir. . . . . Phil Sheridan  
 Program Director . . . . . Bob Geis  
 Chief Engineer . . . . . Harold Schaff

**WBBW**

**YOUNGSTOWN—1949**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owner . . . . . Mahoning Valley Bcstg. Corp.  
 Address . . . . . Warner Theatre Bldg.  
 Phone Number . . . . . Riverside 44421  
 Air Time . . . . . Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Station Representative . . . . . Forjoe & Co.  
 Membership . . . . . NARTB

**WRFD Reaches "R.F.D. Ohio" At Much Less Cost!**

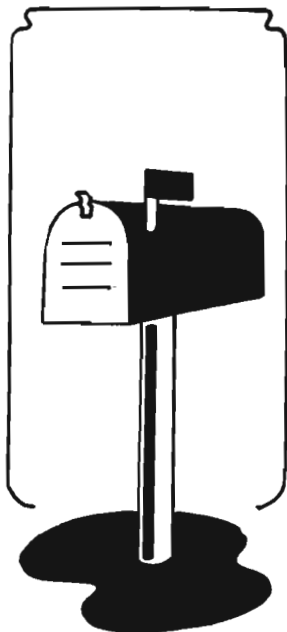
It was a great step forward when the United States Post Office instituted Rural Free Delivery. It meant that folks in the rural areas of America could be reached almost as easily as those living in the cities and towns! Yes, Rural Free Delivery was a great advance, but here's an even better, much less expensive way to reach buyers in Ohio's BILLION DOLLAR RURAL MARKET! Put your sales message on WRFD—the station that farmers depend upon and listen to for the best in farm features and programs plus well produced entertainment! WRFD gives you deeper penetration at LOWER COST than any other advertising medium! Ohio's Rural Radio Station SELLS Ohio's Rural Market! For the complete WRFD story, telephone the studios (Franklin 2-5342) or get in touch with our national representative.

**WRFD — WORTHINGTON, OHIO — PEOPLES BROADCASTING CORP.**

**WRFD**

5,000 WATTS AT 880 KC.

GEORGE W. CLARK, INC.—NATIONAL REP.



NBC . . . NBC-TV . . . NBC . . . NBC-TV . . . NBC . . . NBC-TV

**IRON and STEEL**

*turn into*

**GOLD**

**IN YOUNGSTOWN, OHIO**

*by advertising on*

**WFMJ**

**TV ★ ★ ★ AM ★ ★ ★ FM**

*These Stations Make Advertising PAY*

★

**YOUNGSTOWN STEEL MILLS ARE  
OPERATING AT 106%**

★

*America's 3rd Largest Steel Center  
America's 30th Population Area*

★

Call

**HEADLEY-REED CO.**

National Representatives

or

**W F M J**

101 W. Boardman St., Youngstown, O.

Telephone 3-4121

NBC AFFILIATE

Day and Night

RADIO

**5000**

WATTS

50,000 Watts FM

175 kw

TV TOWER

**1000**

FEET

by Aug. 1953

Interim Tower 300 ft.

ASSOCIATED PRESS AND UNITED PRESS NEWS WIRES

President, Ch. Eng.....John Cherpack, Jr.  
 Vice-Pres., Gen.-Comm. Mgr.....Gene Trace  
 Program Director.....Tony Ross  
 Publicity Director.....Marilyn Noble

## W F M J

YOUNGSTOWN—1939

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WFMJ Bcstg. Co.  
 Business-Studio Address.....101 W. Boardman  
 Phone Number.....3-4121  
 Air Time.....6 a.m.-1:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus, Standard  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr...William F. Maag, Jr.  
 Comm., Sales Prom. Mgr...Leonard E. Nasman  
 Program Director.....Ronald W. Richards  
 Chief Engineer.....Frank A. Dieringer

## W K B N

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WKBN Bcstg. Corp.  
 Phone Number.....2-1145  
 Air Time.....Full Time  
 Address.....3930 Sunset Blvd.  
 News Service.....UP, AP  
 Newspaper Affiliation.....Plain Dealer  
 Transcription Service.....World, Lang-Worth  
 Representative.....Paul H. Raymer  
 Membership.....NARTB, BAB  
 Pres., Gen. Mgr....Warren P. Williamson, Jr.  
 Station Manager.....J. Lothair Bowden  
 Promotion Mgr.....Howard Rempes  
 Program Director.....Don Brice  
 Chief Engineer.....B. T. Wilkins

## W H I Z

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owner...Southeastern Ohio Bcstg. System, Inc.  
 Business-Studio Address...Lind Arcade Bldg.  
 Phone Number.....2-5431  
 Newspaper Affiliation...Zanesville Publ. Co.  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....John E. Pearson  
 Membership.....NARTB, BAB  
 President.....Clay Littick  
 Sales Prom. Mgr., Pub. Dir.....Bill Eberle  
 Gen., Station Manager.....Vernon A. Nolte  
 Dir. of Sales.....Nate Milder  
 Chief Engineer.....William A. Hunt

# AP SELLS

For Stations and Sponsors —

For instance . . . WHK

“AP’s reputation for fast, accurate service makes it easy when I go to a client to renew a newscast contract. Half my selling job is done by having AP.”

JOSEPH A. BERES,  
 Account Executive,  
 WHK, Cleveland, Ohio



# OKLAHOMA

Pop. April 1, 1953 (Est.) 2,264,000—Total Housing Units 719,000  
Families April 1, 1953 (Est.) 626,000—Stations in State 45

## K A D A

ADA—1934—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: KADA Bcstg., Inc.  
Business Address: Box 642  
Phone Number: 12-3  
Address: No. Broadway  
Air Time: 6 a.m.-12 M.  
News Service: AP  
Transcription Service: Standard  
Representative: The Taylor Co.  
Membership: NARTB, BAB  
President: Dr. C. C. Morris  
General Manager: Billy T. Hoover  
Station Manager: Brown Morria  
Prod., Music Dir.: Zelma Dean Woods  
Program Director: Nadine Mullinax  
News Director: Charles Seybert  
Chief Engineer: George Miller

## K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Altus Bcstg. Co., Inc.  
Business Address: 205 N. Main  
Phone Number: 1405  
Air Time: 7 a.m.-10 p.m.  
News Service: AP  
Representative: Hil F. Best  
Newspaper Affiliation: "Times-Democrat"  
Membership: NARTB  
Pres., Gen. Mgr.: Frank E. Wimberly  
Chief Engineer: Ernest Baucum

## K V S O

ARDMORE—1935—ABC  
OKLA. NET

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: John F. Easley  
Bus.-Studio Address: 112 N. Washington  
Phone Number: 3030  
Air Time: Full Time  
News Service: AP  
Newspaper Affiliation: Daily Ardmoreite  
Transcription Service: World, SESAC  
Representative: The Taylor Co.  
General Manager: Albert Riesen  
Comm. Mgr.: J. E. Riesen  
Program Director: Dolly Dutton  
Publicity Director: Galy Varnell  
Chief Engineer: William E. Kolb

## K W O N

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Bartlesville Bcstg. Co.  
Bus.-Studio Address: Union Natl. Bank Bldg.  
Phone Number: 1400  
Air Time: Full Time  
News Service: AP  
President, Gen., Sta. Mgr.: J. Fred Case  
Comm., Prom. Mgr.: John Collins  
Chief Engineer: Roger Billings

## K B W L

BLACKWELL—1952

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated By: Star Bcstg. Co., Inc.  
Phone Number: 309  
News Service: AP  
Transcription Service: Thesaurus  
General Manager: R. L. McCarrell  
Chief Engineer: Charles Hobbs

## K W C O

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc. Power: 1000 Watts d.;  
250 Watts n.  
Owned-Oper. By: Washita Valley Bcstg. Corp.  
Address: KWCO Bldg.  
Phone Number: 2899  
Air Time: Full Time  
News Service: UP  
Co-own., Gen. Mgr., President: P. D. Jackson  
Commercial Manager: Hoyt Caldwell  
Program Director: Lorine Null  
Sls. Prom. Mgr.: Lorine Null  
Chief Engineer: Neal M. Allen

## K W O E

CLINTON—1949

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Operated By: Western Okla. Bcstg. Co.  
Address: Box 706  
Phone Number: 617  
News Service: UP  
Transcription Service: SESAC  
Station Representative: Hil F. Best  
General Manager: V. M. Preston  
Commercial Manager: Leo Trembly  
Prom. Mgr., Prog. Dir.: Lew Preston  
Chief Engineer: Hubert Gaston

## K W H P

CUSHING—1952

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Operated By: W. H. Payne  
Address: 203 N. Harrison  
Phone Number: 922  
News Service: AP  
Transcription Service: Thesaurus

General Manager.....William H. Payne  
 Commercial Manager.....Jerry Watson  
 Program Director.....DeWitt Waites  
 Promotion Manager.....LoRena Payne  
 Chief Engineer.....Charles F. Hebard

## K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc.....Power: 250 Watts d.  
 100 n.  
 Owned-Operated By.....Duncan Bcstg. Co.  
 Address.....Box 1192  
 Phone Number.....1350  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB  
 President.....R. H. Drury  
 Gen., Sta., Comm. Mgr.....Leo Morris  
 Sales Prom. Mgr.....Bill Brubaker  
 Pgm. Dir.....Henry Mattison  
 Publicity Dir.....John Moen  
 Chief Engineer.....Dale Bishop

## K S E O

DURANT—1947—KBS

Frequency: 750 Kc.....Power: 250 Watts d.  
 Owned-Operated By...Democrat Printing Co.  
 Address.....Democrat Bldg.  
 Phone Number.....2200  
 News Service.....AP  
 Transcription Service.....Standard  
 Partners.....R. F. Story, Bennett Story  
 General Manager.....Leroy Moses  
 Chief Engineer.....Leonard Brown

## K A S A

ELK CITY—1932—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southwest Bcstg. Co.  
 Address.....North Randall St.  
 Phone Number.....731  
 Manager.....Lonnie J. Preston  
 Program Director.....Alice Howenstine  
 Chief Engineer.....G. K. Fenter

## K C R C

ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Enid Radiophone Co.  
 Bus. Studio Address.....Broadway Tower  
 Phone Number.....447  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World  
 News. Affil. "Morning News." "Daily Eagle"  
 Representative.....O. L. Taylor Co.  
 Membership.....NARTB  
 President.....Milton B. Garber

General Manager.....Guy B. Farnsworth  
 Commercial Mgr.....H. P. Hale  
 Program Director.....B. Napier  
 Publicity Director.....Cecil E. Hill  
 Chief Engineer.....Murray D. Coleman

## K G W A

ENID—1949—MBS

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Public Bcstg. Service, Inc.  
 Address.....115½ E. Broadway  
 Phone Number.....4230  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Rambeau  
 President.....George Hutchison  
 Gen., Sta., Prom. Mgr.....H. J. Godschalk  
 Comm. Mgr., Pgm., Publ. Dir.....Tom Belcher  
 Chief Engineer.....William Teitzel Jr.

## K T A T

FREDERICK—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Frederick Bcstg. Co.  
 Address.....Main & Grand  
 Phone Number.....1010  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Hil F. Best  
 General Manager (Ptrn.).....J. D. Jones, Jr.  
 Program Director.....Mary Wheeler  
 Comm. Mgr., Pub. Dir.....Evelyn Jones  
 Chief Engineer.....J. D. Jones, Jr.

## K G Y N

GUYMON—1948

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Plains Bcstg. Co.  
 Business-Studio Address.....P. O. Box 38  
 Phone Number.....888  
 News Service.....UP  
 Transcription Service.....World, Thesaurus  
 Membership.....NARTB, BAB  
 Representative.....Hil F. Best  
 President, Gen. Mgr.....T. M. Raburn, Jr.  
 Commercial Manager.....Ed Slater  
 Chief Engineer.....Herbert L. Noyes

## K T J S

HOBART—1947—KBS

Frequency: 1420 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....T. J. Shriner  
 Address.....315 E. 11th St.  
 Phone Number.....1070  
 News Service.....AP  
 President, Ch. Eng.....T. J. Shriner  
 Program Director.....Mary Jo Shriner

**KIHN**

HUGO—1948

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Little Dixie Bcstg. Co.  
 Address P. O. Box 248  
 Phone Number 1140  
 News Service AP  
 Transcription Service SESAC  
 President George Malone  
 Gen., St. Mgr. Elzie B. Parker  
 Chief Engineer Dalton E. Jones

**KSWO**LAWTON—1941  
ABC-OKLA. NET

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By Okla. Quality Bcstg. Co.  
 Bus. Studio Address 406½ D Ave.  
 Phone Number 1380  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative The Taylor Co.  
 Membership NARTB, BAB  
 President R. H. Drewry  
 General, Sta. Manager Allan Page  
 Commercial Mgr. Neil Ashlock  
 Sales Prom. Mgr., Pub. Dir. Bill McReynolds  
 Program Director Morgan Roberts  
 Chief Engineer Bill Buford

**KNED**

McALESTER—1950

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Operated By Pittsburg Bcstg. Co., Inc.  
 Address Aldridge Hotel  
 Phone Number 1460  
 News Service UP  
 Transcription Service Capitol, Thesaurus  
 Pres., Gen. Mgr. Ray Van Hooser  
 Commercial Manager Phil Reed  
 Program Director Juanita Van Hooser  
 Chief Engineer Dexter Ferry

**KTMC**

McALESTER—1946—ABC-OKLA.

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By McAlester Bcstg. Co.  
 Business-Studio Address Box 157  
 Phone Number 2411  
 News Service AP  
 Representative The Taylor Co.  
 President William Young  
 Commercial Manager Bob Baggett  
 General Manager James O. Wilson, Jr.  
 Chief Engineer Harold Duncan

**KGLC**

MIAMI—1948—KBS-WESTERN

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Operated By Miami Bcstg. Co.  
 Address Box 511  
 Phone Number 3303  
 Air Time Full Time  
 News Service UP  
 Transcription Service Standard, Lang-Worth  
 Representative Adam Young  
 Membership NARTB, BAB  
 President M. K. Hutts  
 General Manager Charles L. Unger, Jr.  
 Program Director Bill York  
 Chief Engineer Louis Stone

**KBIX**

MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Okla. Press Pub. Co.  
 Address 214-216 Wall St.  
 Phone Number 74  
 Air Time 6 a.m.-12 M.  
 News Service UP  
 Newspaper Affiliation Daily Phoenix, Times  
 Democrat  
 Transcription Service Thesaurus  
 Representative The Taylor Co.  
 President Tams Bixby, Jr.  
 Station Manager Walter W. Weber  
 Commercial Manager Paul Perry  
 Program Director Howard Whitely  
 Chief Engineer Eugene Edwards

**KMUS**MUSKOGEE—1948—MBS  
GRASS ROOTS

Frequency: 1380 Kc. Power: 1000 d., 500 n.  
 Owned-Oper. By Eastern Okla. Bcstg. Corp.  
 Business-Studio Address 412½ Court St.  
 Phone Number 656  
 News Service UP  
 Transcription Service World, Standard  
 Representative Pearson  
 President R. M. Mountcastle  
 Gen., Station Mgr. Jimmie Barry  
 Program Director George Overton  
 Chief Engineer James Keitel

**KNOR**

NORMAN—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Cleveland County  
 Bcstg. Co.  
 Address P. O. Box 542  
 Phone Number 474  
 News Service UP

Transcription Service ..... World  
 Gen. Mgr. (Ptnr.)..... William S. Morgan  
 Comm. Mgr. .... Tol Dickenson  
 Program Director..... Gene Stansberry  
 Chief Engineer..... Gene Morris

President..... John Toole Griffin  
 General-Station Mgr..... J. J. Bernard  
 Sales Prom. Mgr..... Ben H. Holmes  
 Commercial Manager..... Raymond Ruff  
 Program Director..... Mack Fuller  
 Chief Engineer..... M. W. Thomas

**K B Y E**

OKLAHOMA CITY—1946

Frequency: 890 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... State Bcstg. Co.  
 Bus.-Studio Address..... 9th & Broadway  
 Phone Number ..... 3-2323  
 President ..... Kenyon Brown

**K L P R**

OKLAHOMA CITY—1947

Frequency: 1140 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Byrne Ross  
 Business Address..... 128½ W. Commerce St.  
 Phone Number ..... 3-6358  
 News Service ..... AP  
 Membership ..... NARTB, BAB  
 Owner, Pres., Gen. Mgr..... Byrne Ross  
 Prom. Comm. Mgr..... Fred Farha  
 Program Director..... Mrs. Kathleen Burkett  
 Chief Engineer..... Jay Davis

**K O C Y**

OKLAHOMA CITY—1922

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Plaza Court Bcstg. Co.  
 Business-Studio Address... Plaza Court Bldg.  
 Phone Number..... Forest 5-4333  
 Air Time..... 6 a.m.-M.  
 News Service ..... AP  
 Representative ..... Pearson  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... M. H. Bcnebrake  
 Sta., Comm Manager..... George Collison  
 Program Director..... John D. Harrison  
 Chief Engineer..... Howard Hollars

**K O M A**

OKLAHOMA CITY—1931—CBS

Frequency: 1520 Kc..... Power: 50,000 Watts  
 Owned-Operated By..... KOMA, Inc.  
 Business-Studio Address... 7300 Lincoln Blvd.  
 Phone Number..... Vctor 3-6641  
 Air Time..... 5:30 a.m.-12:30 a.m.  
 News Service ..... AP  
 Transcription Service... Standard, Lang-Worth  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB

**K T O K**

OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc..... Power: 5000 Watts  
 Owned-Operated By..... KTOK, Inc.  
 Business-Studio Address..... 1800 W. Main  
 Phone Number ..... 3-8352  
 Air Time..... 6 a.m.-M.  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative..... O. L. Taylor Co.  
 President ..... Wendell Mayes  
 General Manager..... E. L. Colbourn  
 Program Director..... Dick Kirchner  
 Chief Engineer..... Clifford Easum

**K T O W**

OKLAHOMA CITY—1948

Frequency: 800 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Sooner Bcstg. Co.  
 Business-Studio Address... Liberty Bank Bldg.  
 Phone Number ..... 2-6367  
 News Service ..... AP  
 Representative ..... Rambeau  
 Membership ..... NARTB  
 President ..... Ralph Ball  
 Gen., Sta. Mgr..... Rex M. Lester, Jr.  
 Commercial, Sales Prom. Mgr.... Ross Baker  
 Pgm., Pub. Dir..... Bill Bryan  
 Chief Engineer..... John Witt

**W K Y**

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... WKY Radiophone Co.  
 Bus.-Studio Address..... 500 E. Britton Rd.  
 Phone Number..... TRinity 8-2161  
 Air Time..... Unlimited  
 News Service ..... AP, UP  
 Newspaper Affiliation... Oklahoman, Times  
 Transcription Service ..... Standard  
 Representative ..... Katz  
 Membership ..... NARTB  
 President..... E. K. Gaylord  
 Manager..... P. A. Sugg  
 Commercial Manager..... Robert E. Chapman  
 Program Director..... Paul Brawner  
 Public Rel. Mgr..... Ray Scales  
 Chief Engineer..... H. J. Lovell

# K H B G

**OKMULGEE—1937—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Okmulgee Bcstg. Corp.  
 Business Address 114½ East 7th St.  
 Phone Number 3646  
 News Service AP  
 Representative Pearson  
 Membership NARTB  
 President Don Reynolds  
 Gen., Sta. Mgr. John R. Trotter  
 Program Director Gladys LeGrand  
 Chief Engineer John Brennehan

# K V L H

**PAULS VALLEY—1947—KBS**

Frequency: 1470 Kc. Power: 250 Watts d.  
 Owned-Operated By KVLH Bcstg. Co.  
 Business Trans. Address P. O. Box 610  
 Phone Number 1470  
 Air Time Day Time  
 News Service UP  
 Transcription Service Capitol  
 Representative Hil F. Best  
 President James T. Jackson  
 General Manager Phil Crenshaw  
 Sales Prom. Mgr. J. J. Gray  
 Chief Engineer George Rountree

# W B B Z

**PONCA CITY—1928—MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By The Ponca City Publ. Co.  
 Address 1801 E. Oklahoma  
 Phone Number 6607-8  
 Air Time Full Time  
 Newspaper Affiliation The News  
 News Service AP  
 Transcription Service World  
 Membership NARTB, BAB  
 President Clyde E. Muchmore  
 Sta., Gen. Mgr. Cy Casper  
 Commercial Mgr. M. E. Sheid  
 Pgm. Dir. William G. Maugans  
 Publicity Director Gareth Muchmore  
 Chief Engineer W. Carroll Blewster

# K O L S

**PRYOR—1950—KBS**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By Lakes Area Bcstg. Co.  
 Address Fifth & S. Mill Sts.  
 Phone Number 1263  
 Transcription Service SESAC  
 News Service AP  
 Gen., Sta. Mgr. L. L. Gaffaney

Commercial Manager Mrs. L. L. Gaffaney  
 Program Director Merle Caldwell  
 Chief Engineers R. L. Padgett, Tom Graves

# K G F F

**SHAWNEE—1930**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By KGFF Bcstg. Co., Inc.  
 Address Hotel Aldridge  
 Phone Number 4390  
 Air Time Unlimited  
 News Service AP  
 Newspaper Affiliation Stauffer Publ. Inc.  
 Transcription Service World  
 President Oscar S. Stauffer  
 Gen., Sta. Manager Wilford C. Dickson  
 Commercial Manager Fred Davis  
 Program Director Jerry Ziegler  
 Chief Engineer Delbert Grady

# K S P I

**STILLWATER—1947—MBS**

Frequency: 780 Kc. Power: 250 Watts d.  
 Owned-Oper. By Stillwater Publishing Co.  
 Business Address P. O. Box 231  
 Phone Number 311  
 Air Time Sunrise-sunset  
 News Service UP  
 Newspaper Affiliation News-Press  
 Transcription Service World  
 Representative Thomas Clark  
 President C. R. Bellatti  
 General Manager L. F. Bellatti  
 Program Director J. R. Bellatti  
 Chief Engineer Paul McCollum

# K A K C

**TULSA—1946**

Frequency: 970 Kc. Power: 1000 Watts d.  
 500 n.  
 Owned-Oper. By Public Radio Corp.  
 Bus.-Studio Address 412 E. Fifth St.  
 Phone Number 4-2401  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Walker  
 President-Treas. S. E. Avey  
 V.P., General Manager James L. Neal  
 Sales Promotion Manager Rusty Kirk  
 Program Director John B. Wheeler  
 Chief Engineer M. M. Donley

# K F M J

**TULSA—1946—MBS**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Operated By Fred Jones Bcstg. Co.  
 Business-Studio Address 1242 S. Boston



Phone Number ..... 5-5555  
 News Service ..... UP  
 Representative ..... Indie Sales  
 Membership ..... NARTB, BAB  
 President ..... Fred Jones  
 General Manager ..... Lawson Taylor

## K O M E

TULSA—1398

Frequency: 1300 Kc. .... Power: 5000 d., 1000 n.  
 Owned-Oper. By ..... Oil Capital Sales Corp.  
 Business-Studio Address ..... Kome Bldg.  
 Phone Number ..... 3-4121  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Pearson  
 President ..... John E. Brown Jr.  
 Exec. Vice-Pres. .... Storm Whaley  
 General Manager ..... Riley R. Gibson  
 Chief Engineer ..... Roy Brown

## K R M G

TULSA—1949—ABC

Frequency: 740 Kc. .... Power: 50,000 Watts d.,  
 25,000 n.  
 Owned-Operated By ..... All Oklahoma Bcstg. Co.  
 Business-Studio Address ..... 311 So. Denver Ave.  
 Phone Number ..... 5-3291  
 Transcription Service ..... Capitol  
 Air Time ..... Full Time  
 Representative ..... John Blair  
 News Service ..... AP  
 Membership ..... NARTB  
 President ..... Robert S. Kerr  
 General Manager ..... Robert B. Jones, Jr.  
 Sta., Comm. Mgr. .... Frank S. Lane  
 Sales Prom. Mgr. .... Ann Fellows  
 Program Director ..... David E. Wilson  
 Chief Engineer ..... William H. Bradley

## K T U L

TULSA—1934—CBS

Frequency: 1430 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Tulsa Bcstg. Co.  
 Business Address ..... Boulder-on-the-Park  
 Phone Number ..... 2-3191  
 Air Time ..... 5:30 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Avery-Knode  
 Membership ..... NARTB, BAB  
 President ..... John T. Griffin  
 V.P. & Gen. Mgr. .... John Esau  
 Commercial Mgr. .... L. A. Blust, Jr.  
 Sales Prom. Mgr. .... George Ketcham  
 Program Director ..... Karl Janssen  
 Chief Engineer ..... Robert Snider

## K V O O

TULSA—1925—NBC

Frequency: 1170 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... Southwestern Sales Corp.  
 Bus.-Studio Address ..... Philtower Bldg.  
 Phone Number ..... 2-3281  
 Air Time ..... 24 hrs.  
 News Service ..... UP, INS  
 Transcription Service ..... Standard, World  
 Representative ..... Edward Petry  
 President ..... W. G. Skelly  
 V.P., General Mgr. .... William B. Way  
 Commercial Manager ..... Gustav K. Brandborg  
 Sales Prom. Mgr. .... N. T. McClarin  
 Program Director ..... Joe O'Neill  
 Production Director ..... John Henry  
 Chief Engineer ..... Watt Stinson

## K W S H

WEWAKA—1951—ABC-KBS

Frequency: 1260 Kc. .... Power: 1,000 Watts  
 Owned-Operated By ..... Tri Cities Bcstg. Co., Inc.  
 Address ..... Box 1260  
 Phone Number ..... 1280-1261  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Taylor  
 Membership ..... NARTB  
 President ..... Dr. C. C. Morris  
 General Manager ..... Bill Hoover  
 Station Manager ..... Pat Murphy  
 Commercial Manager ..... Roy Judge  
 Program Director ..... Don Owen  
 Publicity Director ..... Romane Bailes  
 Chief Engineer ..... Warren W. Abbott

## K S I W

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Woodward Bcstg. Co.  
 Address Trans. Loc. .... 22 & Cedar Sts.  
 Phone Number ..... 1450  
 Air Time ..... 6 a.m.-10:15 p.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol, Thesaurus  
 Representative ..... Continental  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr. .... Edward A. Ryan  
 Sales Prom. Mgr. .... Paul F. Kelly  
 Program Director ..... Lenora W. Ryan  
 Chief Engineer ..... George Archer  
 Chief Announcer ..... Mark Gaston

# OREGON

Pop. April 1, 1953 (Est.) 1,601,000—Total Housing Units 529,000  
Families April 1, 1953 (Est.) 506,000—Stations in State 47

## KWIL

**ALBANY—1941—MBS-DON LEE**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Central Willamette Bcstg.  
Bus.-Studio-Trans. Loc.... Queen Ave. & Elm  
Phone Number ..... 1234-5  
Air Time..... 6 a.m.-M.  
News Service ..... UP  
Transcription Service ..... World  
Newspaper Affiliation..... "Democrat Herald"  
Representative ..... John Keating  
Membership ..... NARTB, BAB  
President..... R. R. Cronise  
General Manager..... Chet Wheeler  
Publicity Director..... Ken McCoy  
Commercial Manager..... Johnny Birrel  
Station Manager..... Warren Stoffer  
Sales Prom. Mgr..... Mal Waltman  
Program Director..... LeRoy Jolley  
Publicity Director..... Ken McCoy  
Chief Engineer, Farm Editor. Herbert Davidson

Phone Number ..... 41  
Representative ..... Moore  
Transcription Service ..... World  
News Service ..... UP  
Membership ..... NARTB  
President..... L. E. Parsons

## KBKR

**BAKER—1939—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By..... Inland Radio, Inc.  
Bus.-Studio Address..... 2030 Auburn Sts.  
Phone Number ..... 140  
News Service ..... UP  
Transcription Service ..... World  
Membership ..... NARTB  
President..... Lee W. Jacobs  
Gen., Comm. Mgr..... Kenneth B. Lockwood  
Program Dir..... Kenneth Holden  
Chief Engineer..... Walt Bobisud

## KWIN

**ASHLAND—1946**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By..... Rogue Valley Bcstg. Co.  
Address..... 1160 Helman Rd.  
Phone Number ..... 2-1351  
Air Time..... 6:30 a.m.-11 p.m.  
Trustee..... H. R. Morris

## KBND

**BEND—1938—MBS**

Frequency: 1110 Kc. Power: 1000 Watts  
Owned-Oper. By..... Central Oregon Bcstg. Co.  
Bus.-Studio Address..... Coble Bldg.  
Phone Number ..... 848  
Air Time..... 6 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service ..... World  
Representative..... W. S. Grant  
Membership ..... NARTB  
Gen., Sta. Mgr..... Frank H. Loggan  
Comm. Mgr..... Doug Gaines  
Pgm. Dir..... Kessler Cannon  
Publicity Director..... Jack Thornton  
Chief Engineer..... Robert Dickinson

## KASt

**ASTORIA—1936—MBS-KBS  
DON LEE**

Frequency: 1370 Kc. Power: 1000 Watts  
Owned-Operated By..... Astoria Bcstg. Co.  
Bus.-Studio Address..... 1006 Taylor Ave.  
Phone Number ..... 95  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Art Moore  
Membership ..... BAB  
President..... Robert B. Chessman  
Gen., Sta. Mgr..... R. D. Holmes  
Program Director..... Mrs. Mary Ristola  
Commercial Manager..... Irving Steinbock  
Chief Engineer..... Jay Bruce Whitwell

## KOOS

**COOS BAY—1928—MBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... KOOS, Inc.  
Address..... 505 Hall Bldg.  
Phone Number ..... 4321-4331  
Air Time..... Day Time  
News Service ..... UP, AP  
Newspaper Affiliation ..... Times  
Reps. .... Keating, Forjoe  
President..... Sheldon F. Sackett  
General Manager..... Fred F. Chitty  
Station Manager..... Phil Waters  
Program Director..... John Tasnady  
Chief Engineer..... Nate Olson

## KVAS

**ASTORIA—1950**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By..... Clatsop Video Bcstrs.  
Address..... 612 Commercial St.

# KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: KWRO, Inc.  
 Address: P. O. Box 396  
 Phone Number: 3961  
 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Capitol, World  
 Representative: Keating  
 Sect.-Treas.: W. E. Walsh  
 Manager: George Stratton  
 Commercial Manager: Lynn C. Thomas  
 Chief Engineer: Floyd Nichols

# KRUL

CORVALLIS—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Pacific States Radio Co.  
 Address Trans. Lot: 1221 So. 15th St.  
 Phone Number: 3-3322  
 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Capitol  
 Representative: Keating  
 President: I. C. Haley  
 Gen., Sta. Mgr., Pub. Dir.: Loyal H. Vickers  
 Comm., Sales Prom. Mgr.: Jack Gallant  
 Program Director: John Hodge  
 Chief Engineer: Bob Cowart

# KODL

THE DALES—1900—KBS

Frequency: 1230 Kc. Power: 250 d., 100 n.  
 Owned-Oper. By: Western Radio Corp.  
 Trans. Address: Scenic Dr. nr. Sorosis Pk.  
 Phone Number: 2300  
 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Thesaurus  
 Pres., General Manager: V. B. Kenworthy  
 Station Manager: Paul E. Walden  
 Program Director: Monte DeVon  
 Chief Engineer: Doug's Whipple

# KASH

EUGENE—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By: Radio Air Ways, Inc.  
 Address: P. O. Box 1600  
 Phone Number: 5-3357  
 Air Time: 5:30 a.m.-12:30 a.m.  
 News Service: UP  
 Transcription Service: Capitol, SESAC  
 Representative: Donald Cooke  
 Pres., Gen., Sta. Mgr.: E. L. Kincaid  
 Commercial Manager: Paul N. Plank  
 Program Director: Laura Plank  
 Asst. Mgr., Pub. Dir.: Clare Mattingly  
 Chief Engineer: Norville M. Packard

# KERG

EUGENE—1949—CBS

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Operated By: Guard Pub. Co.  
 Address: P. O. Box 506  
 Phone Number: 5-4304  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Newspaper Affiliation: "Register-Guard"  
 Transcription Service: Standard  
 Representative: Weed & Co.  
 Membership: NARTB, BAB  
 President: Alton F. Baker  
 Gen., Sta. Mgr.: L. W. Trommlitz  
 Commercial Manager: Herb Michael  
 Publicity Director: Jack Craig  
 Prom. Mgr., Prog. Dir.: Robert Fulton  
 Chief Engineer: Calvert Applegate

# KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Lane Bcstg. Co.  
 Business Address: P. O. Box 1032  
 Phone Number: 4-4214  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Transcription Service: World  
 Representative: Everett-McKinney  
 Membership: NARTB  
 Director: Glenn McCormick  
 General Mgr.: Lee Bishop  
 Commercial Mgr.: Virgil Parker  
 Program-Production Dir.: Robert Eubanks  
 Publicity Dir.: Virgil Parker  
 Chief Engineer: Floyd Vikea

# KUGN

EUGENE—1946—NBC

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Operated By: KUGN, Inc.  
 Business Address: P. O. Box 590  
 Phone Number: 4-6216  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: McHugh, Meeker  
 Membership: NARTB  
 President: C. H. Fisher  
 Sta. Manager: S. W. McCready  
 Commercial Manager: E. W. Karl  
 Program Director: Reg Roos  
 Sales Prom. Mgr.: Robert Hilyer  
 Chief Engineer: George Hathaway

## K F G R

FOREST GROVE—1950

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Irving G. Schmidtke  
 Address: Rt. 2, Box 245  
 Phone Number: 6091  
 Transcription Service: Standard, SESAC  
 News Service: AP  
 Pres., Gen., Sta. Mgr.: Irving V. Schmidtke  
 Commercial Manager: John L. Elder  
 Prog., Pub. Dir.: Allen E. Hoffard

## K U I N

GRANTS PASS—1939—MBS  
 DON LEE

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Southern Oregon Bcstg. Co.  
 Business Address: P. O. Box 148  
 Phone Number: 4477  
 Air Time: 6 a.m.-11 p.m.  
 News Service: AP  
 Transcription Service: World, McGregor  
 Representative: W. S. Grant  
 Membership: NARTB, BAB  
 President: A. E. Voorhies  
 General Manager: E. A. Malone  
 Commercial Mgr.: M. K. Ball  
 Program Director: Dave Allen  
 Chief Engineer: N. L. Williams

## K I H R

HOOD RIVER—1950

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Ore.-Wash. Bcstrs.  
 Address: P. O. Box 207  
 Phone Number: 8561  
 General Mgr., Ptnr.: C. H. Fisher  
 Partner: C. O. Fisher  
 Station Manager: Don McCutcheon  
 Chief Engineer: James H. Platz

## K F J I

KLAMATH FALLS—1923—MBS  
 DON LEE

Frequency: 1150 Kc. Power: 5000 d., 1000 n.  
 Owned-Oper. By: KFJI Bcstrs., Inc.  
 Address: P. O. Box 692  
 Phone Number: 22551  
 Air Time: 6 a.m.-12 M.  
 News Service: UP  
 Transcription Service: World  
 Representative: W. S. Grant, Keating  
 Membership: NARTB  
 President: W. D. Miller  
 Gen., Sta., Comm. Mgr.: Dick Maguire  
 Prog., Pub. Dir.: Bob McVay  
 Chief Engineer: William P. Grimes

## K F L W

KLAMATH FALLS—1946—ABC-CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Herald Publ. Co.  
 Address: P. O. Box 941  
 Phone Number: 8115  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Everett McKinney  
 Membership: NARTB, BAB  
 President: Frank Jenkins  
 General Manager: Bud Chandler  
 Commercial Manager: Aaron Boe  
 Chief Engineer: Gilbert Walter

## K L B M

LA GRANDE—1938

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Inland Radio, Inc.  
 Address: Old Oregon Trail  
 Phone Number: 2201  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Membership: NARTB, BAB  
 President: Lee Jacobs  
 Gen., Comm. Manager: Ken Lillard  
 Chief Engineer: Danny Bridges

## K G A L

LEBANON—1950—KBS

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Linn County Bcstrs., Inc.  
 Address: P. O. Box 341  
 Phone Number: 8631  
 News Service: AP  
 President, Gen. Mgr.: W. Gordon Allen  
 Station Manager: Nate Bridges  
 Commercial Manager: Robert M. Bruce  
 Program Director: Madeline Allen  
 Chief Engineer: Danny Bridges

## K M C M

McMINNVILLE—1949—KBS

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By: Yamhill Bcstrs.  
 Address: P. O. Box 207  
 Phone Number: 3811  
 Transcription Service: Lang-Worth  
 News Service: AP  
 President: Jack B. Bladine  
 General Manager: Louis F. Gillett  
 Commercial Manager: Glasco Branson  
 Chief Engineer: Milt Muir

## K M E D

MEDFORD—1922—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.,  
 1000 Watts n.

Owned-Operated By.....Radio Medford, Inc.  
 Address.....P. O. Box 1306  
 Phone Number.....2-4000  
 Air Time.....Full Time  
 News Service.....UP  
 Transcription Service...Thesaurus, MacGregor  
 Station Representative.....Meeker Assoc.  
 President.....Vern Robinson  
 General, Sta. Manager.....Jennings Pierce  
 Commercial Manager.....Bill Hansen  
 Sls. Prom. Mgr., Publ. Dir.....Norm Oberst  
 Program Director.....Russ Jamison  
 Chief Engineer.....Ray Johnson

## KYJC

MEDFORD—1947—ABC-CBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Medford Printing Co.  
 Trans. Address.....Barnett Rd.  
 Phone Number.....2-5277  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Newspaper Affiliation.....Mail Tribune  
 Representative.....Grant  
 President.....Robert W. Ruhl  
 Gen., Sta. Mgr.....Jimmy Dunlevy  
 Comm., Sales Prom. Mgr.....Tom MacLeod  
 Pgm. Dir.....John Ahern  
 Publicity Director.....Betty Brugman  
 Chief Engineer.....Dick Woods

## KNPT

NEWPORT—1948

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Yaquina Radio, Inc.  
 Business Address.....Box 276  
 Phone Number.....560  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Wm. A. Ayres  
 President, Station Manager.....Tom R. Becker  
 Commercial Manager.....Dan Kirch  
 Sales Prom. Mgr., Prog. Dir.....Ed Warmoth  
 Chief Engineer.....Tony Bryan

## KFIR

NORTH BEND—1951

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Bay Bcstg. Co.  
 Address.....1937 Union Ave.  
 Phone Number.....5-7361  
 Air Time.....Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....W. S. Grant & Co.  
 Pres., Gen. Mgr.....Josephine Bjornson  
 Commercial Manager.....William Kraus  
 Station Manager.....Glenn Nickell  
 Sales Prom. Mgr.....Wallace Cooper  
 Chief Engineer.....Arthur Schuldt

## KSRV

ONTARIO—1946

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Inland Radio, Inc.  
 Address.....Box 540  
 Phone Number.....212  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Representative.....Oregon Trail  
 Transcription Service.....World, Standard  
 Membership.....NARTB  
 President.....Lee W. Jacobs  
 V.P., Gen. Mgr.....Gordon L. Capps  
 Commercial Manager.....Robert Humphreys  
 Program Director.....Ned Leibman  
 Chief Engineer.....Charles E. Harland

## KGON

OREGON CITY-PORTLAND—1947

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Clackamas Bcstrs.  
 Business Address.....Box 391  
 Phone Number.....1-5475  
 Air Time.....24 hrs.  
 Studio-Transmitter.....Super Hiway, N.  
 News Service.....AP  
 Transcription Service.....World, Associated  
 Representative.....Robt. Meeker  
 Membership.....NARTB, BAB  
 President.....Dr. John H. Fitzgibbon  
 Comm., Prom., Gen. Mgr.....Irwin S. Adams  
 Program Director.....Sonora Hoffman  
 Chief Engineer.....Edward G. Saxe

## KWRC

PENDLETON—1941

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Radio Corp.  
 Business Address.....P. O. Box 178  
 Phone Number.....1425  
 News Service.....UP  
 Pres., Gen. Mgr.....V. B. Kenworthy  
 Station Manager.....Ted A. Smith  
 Program Director.....Denman Dayton  
 Chief Engineer.....Larry Lester

## KBKO

PORTLAND—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Mercury Bcstg. Co.  
 Bus.-Studio Address...3908 N.E. Sandy Blvd.  
 Phone Number.....MU 1290  
 Representative.....Forjoe  
 News Service.....UP  
 Pres., Gen. Mgr.....Thomas Kelly  
 Commercial Manager.....Charles D. Wheeler  
 V.P., Program Director.....Ric Thomas  
 Chief Engineer.....James Strickland

**KEX****PORTLAND—1926—ABC**

Frequency: 1190 Kc. Power: 50,000 Watts  
 Owned-Operated By: Westinghouse Radio  
 Address: 1230 SW Main St.  
 Phone Number: Capital 1881  
 Air Time: 5:30 a.m.-2:00 a.m.  
 News Service: UP, INS  
 Transcription Service: Associated  
 Membership: BAB  
 Station Representative: Free & Peters Inc.  
 President: E. V. Huggins  
 General Manager: Joseph E. Baudino  
 Station Manager: J. B. Conley  
 Commercial Manager: Robert H. Prigmore  
 Sales Promotion Manager: Charles L. Burrow  
 Program Director: Mel Bailey  
 Chief Engineer: Tom Ely

**KOIN****PORTLAND—1925—CBS**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Oper. By: Mt. Hood Radio-TV Bcstg. Corp.  
 Business Address: P. O. Box 1031  
 Phone Number: ATwater 3333  
 Air Time: 6 a.m.-M.  
 News Service: AP, INS, UP  
 Transcription Service: World, Thesaurus  
 Representative: Avery-Knodel  
 Membership: NARTB, BAB  
 President: C. Howard Lane  
 Gen. Mgr.: Harry H. Buckendahl  
 Promotion Director: George Wann  
 Program Manager: Ted W. Cooke  
 Nat'l Adv. Mgr.: J. L. Palmer  
 Dir. of Engineering: Louis S. Bookwalter

**KPAM****PORTLAND—1951**

Frequency: 1410 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Bcstrs. Oregon Ltd.  
 Address: P. O. Box 1230  
 Phone Number: ATwater 0106  
 News Service: AP  
 Transcription Service: Associated, World  
 Pres., Comm., Gen. Mgr.: Stanley M. Goard  
 Program Director: Douglas Ducklow  
 Chief Engineer: Charles K. Dickson

**KGW****PORTLAND—1922—NBC**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Oper.: Pioneer Bcstrs. Inc.  
 Bus. Studio Address: 1320 S.W. Broadway  
 Phone Number: BEacon 6364  
 Air Time: 6 a.m.-12 M.  
 News Service: AP  
 Transcription Service: Lang-Worth, World  
 Representative: Edward Petry  
 Membership: NARTB

Pres., Sta. Mgr.: H. Quenton Cox  
 General Manager: S. I. Newhouse, Jr.  
 Commercial Manager: J. N. Wassan  
 Program Director: Donald Whitman  
 Chief Engineer: Harold C. Singleton

**KLIQ****PORTLAND—1948**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Mercury Bdcstg. Co.  
 Address: 3908 N.E. Sandy Blvd.  
 Phone Number: Webster 1290  
 Pres., Gen. Mgr.:  
 Prog. Dir.: Gordon E. Bambrick

**KPDQ****PORTLAND—1947**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By: John W. Davis  
 Bus. Studio-Trans. Address: 1008 S.W. 6th Ave.  
 Phone Number: CA 9209  
 News Service: AP  
 Transcription Service: Associated  
 Pres., Gen. Mgr.: John W. Davis  
 Commercial Manager: Dave Jack  
 Program Director: Bob Beattie  
 Chief Engineer: Jack Adkins

**KPOJ****PORTLAND—1932—MBS**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By: Journal Publ. Co.  
 Phone Number: Broadway 3484  
 Studio Address: 1019 S.W. 10th  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Newspaper Affiliation: Oregon Journal  
 Transcription Service: Thesaurus  
 Representative: John Blair  
 Membership: NARTB  
 President: P. L. Jackson  
 General-Station Manager: R. M. Brown  
 Commercial Manager: Robert C. La Bonte  
 Sales Prom. Mgr., Publ. Dir.: Isabell Hoyt  
 Program Director: Jack Moys  
 Publicity Director: Robert Whitely  
 Chief Engineer: Richard R. Pooley

**KWJJ****PORTLAND—1927**

Frequency: 1080 Kc. Power: 10,000 Watts  
 Owned-Oper. By: KWJJ Bcst. Co.  
 Bus. Studio Address: 1011 S.W. 6th Ave.  
 Phone Number: Atwater 4393  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Representative: Weed & Co.  
 Pres., Gen., Sta. Mgr.: Rod F. Johnson  
 Prog. Dir.: Jerry Speerstra  
 Prom. Mgr., Pub. Dir.: Ben Crosby  
 Chief Engineer: Les Windes

**KXL****PORTLAND—1926**

Frequency: 750 Kc. Power: 10,000 Watts  
 Owned-Operated By . . . . . KXL Bcstrs.  
 Business-Studio Address . . . . . Orpheum Bldg.  
 Phone Number . . . . . BR. 6451  
 News Service . . . . . UP, AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Walker  
 Pres., Gen., Comm. Mgr. . . . . H. S. Jacobson  
 Program Director . . . . . George Anthony  
 Chief Engineer . . . . . Ralph Mifflin

**KRCO****PRINEVILLE—1950**

Frequency: 690 Kc. Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Radio Central Oregon  
 Address . . . . . P. O. Box 188  
 Phone Number . . . . . 6-239  
 Representative . . . . . Gene Grant  
 Membership . . . . . NARTB, BAB  
 News Service . . . . . UP  
 Pres., Gen. Mgr. . . . . Norbert A. Mikscho  
 Sta. Mgr., Ch. Eng. . . . . C. R. Matheny  
 Commercial Manager . . . . . Hal Newhouse

**KSGA****REDMOND—1952—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By . . . . . Redmond Bcstg. Co.  
 Address . . . . . P. O. Box 1240  
 Representative . . . . . Forjoe  
 General Manager . . . . . F. G. Lieser  
 Sales Prom. Mgr., Prog. Dir. . . . . Jack Leutjen  
 Chief Engineer . . . . . Al Horton

**KRNR****ROSEBURG—1935—DON LEE-CBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By . . . . . News Review Co.  
 Address . . . . . 211 N. Main St.  
 Phone Number . . . . . 3-5551  
 Air Time . . . . . 6 a.m.-11:30 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Newspaper Affiliation . . . . . News Review Co.  
 Representatives . . . . . Keating, Grant  
 Membership . . . . . NARTB, BAB  
 President . . . . . Frank Jenkins  
 Station Manager . . . . . Leroy Hiatt  
 Commercial Mgr. . . . . Warren Ward  
 Program Director . . . . . Lyle Fenner  
 Chief Engineer . . . . . Max Dick

**KRXL****ROSEBURG—1950**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By . . . . . Umpqua Bcstrs., Inc.

Address . . . . . P. O. Box 847  
 Phone Number . . . . . 3-4464  
 President . . . . . Donn Radabaugh  
 Gen., Sta. Manager . . . . . Iris Rice Helliwell  
 Commercial Manager . . . . . Lon D. Hunt  
 Chief Engineer . . . . . G. A. Oliver

**KGAE****SALEM—1952**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Operated By . . . . . KGAE, Inc.  
 Address . . . . . Box 768  
 News Service . . . . . AP  
 Pres., Gen. Mgr. . . . . W. Gordon Allen  
 Program Director . . . . . Jack Till  
 Chief Engineer . . . . . John Truhan

**KOCO****SALEM—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By . . . . . Loring Schmidt  
 Address Trans. Loca. . . . . 1426 Edgewater St.  
 Phone Number . . . . . 3-3100  
 Air Time . . . . . Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Associated,  
 Representative . . . . . William G. Rambeau  
 General Manager . . . . . Loring Schmidt  
 Program Director . . . . . Carl Ritchie  
 Commercial Manager . . . . . S. P. Smith  
 Chief Engineer . . . . . Robert Suing

**KSLM****SALEM—1934—MBS**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Operated By . . . . . Oregon Radio, Inc.  
 Business Address . . . . . P. O. Box 631  
 Phone Number . . . . . 3-4831  
 Representative . . . . . Everett, McKinney  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Lang-Worth  
 Membership . . . . . NARTB, BAB  
 President, Gen. Mgr. . . . . Glenn McCormick  
 Sales Prom., Sta. Mgr. . . . . Dave Hoss  
 Commercial Manager . . . . . Bill Ross  
 Publicity Director . . . . . Herb Smith  
 Chief Engineer . . . . . Clyde Carlton

**KTIL****TILLAMOOK—1947—KBS**

Frequency: 1590 Kc. Power: 250 Watts  
 Owned-Oper. By . . . . . Tillamook Bcstg. Co., Inc.  
 Business Address . . . . . Star Route W.  
 Phone Number . . . . . 1122  
 Representative . . . . . Continental  
 President . . . . . F. H. Guyton  
 Manager . . . . . Tom Hoover  
 Chief Engineer . . . . . Larry Brunos

# PENNSYLVANIA

Pop. April 1953 (Est.) 11,072,000—Total Housing Units 3,060,000  
Families April 1, 1953 (Est.) 2,853,000—Stations in State 113

## W A E B

ALLENTOWN—1949—ABC  
QUAKER

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Oper. By: WAEB, Inc.  
Address: Center Square  
Phone Number: 4-9364  
Air Time: 6 a.m.-1 a.m.  
News Service: UP  
Representative: George P. Hollingbery Co.  
President: Howard Wasserman  
General Manager: Milton Laughlin  
Program Director: Thomas A. Earley  
Chief Engineer: William Gottshall

## W H O L

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Allentown Bcstg. Corp.  
Phone Number: Allentown 4-4801  
Air Time: 7 a.m.-M.  
News Service: UP  
Transcription: Thesaurus  
Representative: Robert Meeker  
Membership: NARTB, BAB  
President: Charles G. Helwig  
Sta. Mgr., Pgm. Dir.: J. F. Chambers  
Publicity Dir.: Marten Musket  
Chief Engineer: Gerald B. Werst

## W K A P

ALLENTOWN—1947

Frequency: 1320 Kc. Power: 1000 Watts  
Operated By: WKAP, Inc.  
Bus. Studio Address: P. O. Box 689  
Phone Number: Hemlock 3-3166  
Air Time: 6 a.m.-1 a.m.  
News Service: AP  
Transcription Service: Associated  
Representative: Weed  
President: N. Joe Rahall  
Sta., Gen. Mgr.: O. R. Davies  
Program Director: Marshall Cleaver  
Chief Engineer: C. Frank Cordaro

## W S A N

ALLENTOWN—1923—NBC

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Oper. By: Lehigh Valley Bcstg. Co.  
Bus. Studio Address: 39-41 N. Tenth St.  
Phone Number: 4-9511  
Air Time: 6:30 a.m.-12:05 a.m.  
News Service: AP  
Transcription Service: World  
Representative: Headley Reed

General Manager: B. Bryan Musselman  
Comm. Mgr.: Olivia P. Musselman  
Dir. of Programs: George Y. Snyder  
Chief Engineer: Reuel H. Musselman

## W F B G

ALTOONA—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Gable Bcstg. Co.  
Address: 1320 11th Ave.  
Phone Number: 6467  
Air Time: Full Time  
News Service: AP  
Transcription Service: World  
Representative: H-R Reprs., Inc.  
Membership: NARTB  
President: George P. Gable  
General Manager: John M. Snyder  
Chief Engineer: George Burgoon

## W R T A

ALTOONA—1947—ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Thompson Bcstg. Co.



## WHOL

ALLENTOWN, PA. CBS

*Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown-Bethlehem market . . . 3rd in Pennsyl-  
vania . . . 42nd in the Nation.*

*The last census showed approximately 403,000 residents in the area served by WHOL. Retail sales in 1951 amounted to more than \$350,000,000 . . . and farm dollars exceeded \$28,000,000. You certainly want some of this business for your client's products, and WHOL can deliver it to you.*

CHAS. G. HELWIG, Esq.  
President

Rep. ROBERT MEEKER



Address.....1421 12th Ave.  
 Phone Number.....6646  
 Air Time.....Full Time  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Robert Meeker  
 Membership.....NARTB  
 Pres., Gen. Sta. Mgr.....Roy F. Thompson  
 Comm., Prom. Mgr.....William Clear  
 Program Director.....Dorothy M. Thompson  
 Publicity Dir.....S. Carlton Ayers  
 Chief Engineer.....George R. Burgoon

**W V A M**  
 ALTOONA—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....General Bcstg. Corp.  
 Address.....Box 151  
 Phone Number.....8127  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Weed & Co.  
 Membership.....NARTB  
 President.....Emanuel S. Leopold  
 Gen., Sta., Prog. Manager.....Robert G. Waller  
 Comm., Prom. Mgr.....Will Union  
 Chief Engineer.....Irvin Metzger



**WHLM**  
 BLOOMSBURG, PA.

*The 1951 retail sales in the area serviced by WHLM amounted to \$147,346,000. Add to this \$21,847,900 of farming dollars and you get a pretty fair idea why we say, "Time Buyers, you can't afford to pass up the selling power of WHLM."*

*Located in WHLM's primary coverage area are the famous Mance Carpet Company, American Car & Foundry, Wise Potato Chips and Merck Drug Company, to mention just a few with good, big payrolls.*

**HARRY L. MAGEE**  
 Owner and Operator

**WAVL**  
 APOLLO—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.  
 Owned-Oper. By.....Tri-Borough Bcstg. Co.  
 Air Time.....Daytime  
 News Service.....UP  
 General Manager.....Cecil F. Clifton  
 Chief Engineer.....H. E. Smith

**WNCC**

**BARNSBORO—1950—KBS**

Frequency 950 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....No. Cambria Bcstrs.  
 Phone Number.....1010  
 Transcription Service.....Thesaurus, World  
 News Service.....UP  
 Pres., Pub. Mgr.....Harris G. Breth  
 General Manager.....W. J. Thomas  
 Sta., Comm., Prom. Mgr.....William R. Raihall  
 Prog. Dir.....Lee Stauffer  
 Chief Engineer.....Dyle Miller

**WBVP**

**BEAVER FALLS—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....WBVP, Inc.  
 Business-Studio Address...1216 Seventh Ave.  
 Phone Number.....4100  
 Air Time.....Unlimited  
 News Service.....UP, AP  
 Transcription Service.....Standard, World  
 Membership.....NARTB, BAB  
 Pres., Gen. Mgr.....Frank R. Smith, Jr.  
 Sta., Comm. Prom. Mgr.....Thomas B. Price  
 Program Director.....Charles H. Wilson  
 Chief Engineer.....Gerald Cushing

**WGPA**

**BETHLEHEM—1946**

Frequency: 1100 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....The Bethlehems' Globe  
 Bus.-Studio Address.....426 Brodhead Ave.  
 Phone Number.....University 6-8074-5  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Capitol, Thesaurus  
 Membership.....NARTB, BAB  
 General Manager.....Ellis Service  
 Station Manager.....Arthur C. McCracken  
 Comm., Sales Prom. Mgr.....Frank Collie  
 Prod., Pgm. Dir.....Stefan George  
 Chief Engineer.....Edwin L. Rybak

**WHLM**

**BLOOMSBURG—1951**

Frequency: 690 kc.....Power: 1000 Watts a.  
 Owned-Operated By.....Bloom Radio

Address ..... Hotel Magee  
 Phone Number ..... 1800-1  
 Air Time ..... Sunrise-Sunset  
 News Service ..... UP  
 Transcription Service..... Lang-Worth, World  
 Membership ..... NARTB  
 President ..... Harry Magee  
 Sta. Mgr. .... Robert R. Williams  
 Comm. Mgr..... L. J. Campbell  
 Sales Prom. Mgr..... Fran Saunders  
 Prog. Dir..... James K. Stock  
 Publicity Dir..... Ray Calabrese  
 Chief Engineer..... Anthony Hogg

## WCNR

BLOOMSBURG—1946

Frequency: 930 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... The Columbia-Montour  
 Bcstg. Corp.  
 Bus.-Studio Address..... 38 W. Main St.  
 Phone Number ..... 1700  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Membership ..... NARTB  
 President..... Robert R. Eyerly  
 Gen. Mgr..... Ed Darlington  
 Chief Engineer..... Robert Fulton

## WLOA

BRADDOCK—1947

Frequency: 1550 Kc..... Power: 1000 Watts d.  
 Owned-Operated By ..... Matta Bcstg. Co.  
 Business-Studio Address..... 1233 Braddock Ave.  
 Phone Number ..... Electric 1-1100  
 News Service ..... UP  
 Membership ..... NARTB  
 President, Gen. Mgr..... William G. Matta  
 Commercial Manager..... George Matta  
 Sales Prom. Mgr..... Anna C. Weber  
 Program Dir..... Russell Linhart  
 Publicity Dir..... Ann Popovich  
 Chief Engineer..... Elmer L. Heess

## WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... WESB  
 Business Address..... 43 Main St.  
 Phone Number ..... 3173  
 Air Time ..... 7 a.m.-12 M. (8 a.m.-12 M.-Sun.)  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Burn-Smith  
 Membership ..... NARTB  
 Gen. Mgr., Sls. Prom., Pub. Dir., J. M. Cleary  
 Commercial Manager..... James Ponder  
 Program Dir..... Lloyd P. Gordon  
 Chief Engineer..... Dean Merry

## WBUT

BUTLER—1948

Frequency: 1580 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... Eagle Printing Co.  
 Phone Number ..... 75-778  
 Transcription Service ..... Thesaurus  
 News Service ..... AP  
 President..... John L. Wise  
 Sta., Comm. Mgr..... Philip B. Hirsch  
 Sales Prom. Mgr..... Vernon L. Wise, Jr.  
 Program Director..... Joseph Laconi  
 Chief Engineer..... Gerald L. Coleman

## WISR

BUTLER—1941—TRI-STATE-KBS

Frequency: 680 Kc..... Power: 250 Watts d.  
 Owned-Oper. By ..... The Butler Bcstg. Co., Inc.  
 Business-Studio Address..... 357 N. Main St.  
 Phone Number ..... 4701-2  
 Transmitter Location..... McKinley Ave. Ext.  
 Air Time..... 6:30 a.m.-Sunset  
 News Service ..... UP  
 Membership ..... NARTB, BAB  
 President..... Joel W. Rosenblum  
 News Dir., Sta. Mgr..... Robert Kaufman  
 Program Director..... Warren Ihlenfeld  
 Chief Engineer..... Paul Rex

## WC DL

CARBONDALE—1950—KBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By Carbondale Bcstg., Co., Inc.  
 Address..... 127 Salem Rd.  
 Phone Number..... Carbon. 1230  
 Air Time..... Full Time  
 News Service ..... UP  
 Transcription Service..... SESAC, World  
 Representative ..... Donald Cooke, Inc.  
 Membership ..... NARTB  
 President..... William H. Ware  
 Gen., Sta. Mgr..... John R. Kreiger  
 Comm. Mgr..... Frank T. Bailey  
 Program Director..... Anthony P. Perry  
 Chief Engineer..... Robert G. Adams

## WHYL

CARLISLE—1948

Frequency: 1380 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Richard Field Lewis, Jr.  
 Business Address..... Holly Pike  
 Phone Number..... Carlisle 1785  
 News Service ..... UP  
 General Mgr..... Winslow T. Porter  
 Program Dir..... Clinton H. Morse  
 Chief Engineer..... Jack Simmons

## WCHA

CHAMBERSBURG—1946

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ... Chambersburg Bcstg. Co.  
 Bus.-Studio Address ... Craft Press Bldg.  
 Phone Number ... 1110  
 Air Time ... Sunrise-sunset  
 News Service ... AP  
 Transcription Service ... Capitol, Standard  
 Representative ... Forjoe  
 Membership ... NARTB  
 Pres., Gen. Manager ... John S. Booth  
 Commercial Manager ... Earl P. Strine  
 Program Director ... Allen Saunders  
 Chief Engineer ... James McCurdy

## WESA

CHARLEROI—1947—KBS

Frequency: 940 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ... Monongahela Valley Bcstg.  
 Business-Studio Address ... Fifth St.  
 Phone Number ... 3-6551  
 Air Time ... Local sunrise-local sunset  
 News Service ... AP  
 Transcription Service ... Thesaurus  
 Membership ... NARTB  
 President ... Dr. A. S. Sickman  
 Gen. Mgr. ... C. R. Duvall  
 Program Dir. ... George Gailey  
 Chief Engineer ... Silvio Garafalo

## WPWA

CHESTER—1947

Frequency: 1590 Kc. .... Power: 1000 Watts  
 Owned-Operated By ... Lou Poller  
 Business Address ... Chester  
 Phone Number ... 4-4321  
 Air Time ... Full Time  
 News Service ... AP  
 Transcription Service ... Standard  
 Representative ... Forjoe  
 Gen., Sta. Mgr. ... Lou Poller  
 Commercial Manager ... Cy Swingle  
 Program Director ... Jeff Scott  
 Sales Prom. Mgr. ... Mort Rosenman  
 Publicity Director ... Rhona Lloyd  
 Chief Engineer ... Harry Simmington

## WVCH

CHESTER—1948

Frequency: 740 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ... James M. Tisdale  
 Bus.-Studio Address ... Wolf Bldg., Market Sq.  
 Phone Number ... Chester 2-8861  
 Air Time ... Sunrise-sunset  
 News Service ... UP  
 Pres., Gen., Comm. Mgr. ... James M. Tisdale  
 Program Director ... Robert A. Hibbert, Jr.  
 Chief Engineer ... James M. Tisdale

## WCPA

CLEARFIELD—1947

Frequency: 900 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ... Clearfield Bdcsters, Inc.  
 Address ... 215 Church St.  
 Phone Number ... 5-5541  
 Air Time ... Sunrise-Sunset  
 Newspaper Affiliation ... Clearfield Progress  
 News Service ... UP  
 Transcription Service ... Thesaurus, Lang-Worth  
 Membership ... NARTB, BAB  
 President ... W. K. Ulerich  
 Gen., Prom. Mgr. ... W. J. Thomas  
 Sta., Comm. Mgr. ... Joseph Milsop  
 Program Dir. ... Margaret Nemeth  
 Chief Engineer ... Lewellyn Duck

## WCOJ

COATESVILLE—1949—QUAKER

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ... Chester Co. Bcstg. Co.  
 Address ... 703 E. Chestnut St.  
 Phone Number ... 2100  
 Transcription Service ... SESAC  
 News Service ... UP  
 Pres., Gen. Mgr. ... William S. Halpern  
 Promotion Manager ... Donald Kimes  
 Program Dir. ... Del Shook  
 Secy., Chief Engr. ... Louis N. Seltzer

## WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Connelville Bcstrs., Inc.  
 Bus.-Studio Address ... 124 W. Crawford Ave.  
 Phone Number ... Connelville 2700  
 Air Time ... 7 a.m.-12 M.  
 News Service ... UP  
 Transcription Service ... SESAC, World  
 Membership ... NARTB, BAB  
 President ... Raymond Galiardi  
 Gen., Sta. Mgr. ... Jack Craddock  
 Chief Engineer ... Paul Queer

## WBUX

DOYLESTOWN—1948—KBS

Frequency: 1570 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ... Charles M. Meredith  
 Business-Studio Address ... 203 Juniper St.  
 Phone Number ... Quakertown 517  
 Newspaper Affiliation ... "Free Press"  
 News Service ... AP  
 Transcription Service ... World  
 Representative ... Indie Sales, Inc.  
 Membership ... BAB  
 Gen., Sta., Comm. Mgr. ... William A. Lynch  
 Sales Prom. Mgr. ... Raymond J. Ritz  
 Program Director ... Robert Fretz  
 Chief Engineer ... Paul Fireman

# WCED

DUBOIS—1940—CBS-LBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Tri-County Bcstg. Co.  
 Business-Studio Address 80 N. Park Pl.  
 Phone Number 1700  
 Newspaper Affiliation "Courier-Express"  
 News Service UP  
 Transcription Service SESAC  
 Representative McGillvra  
 President Harold Gray  
 General Mgr. Jason S. Gray  
 Commercial Manager George Williams  
 Pgm. Dir. Ed Paul  
 Prom., Pub. Manager Ken Johnston  
 Chief Engineer Bernard Gurewich

# WEST

EASTON—1936—NBC-MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Associated Bcstrs., Inc.  
 Bus.-Studio Address 516 Northampton St.  
 Phone Number 6131  
 Air Time Full Time  
 News Service UP  
 Transcription Service World  
 Representative Robert Meeker

5000 WATTS  
 DAY  
 AND  
 NIGHT

# WERC

NBC  
 AFFILIATE  
 1260 KC

ERIE'S LEADING  
 REGIONAL STATION

PROOF CHECK THE SURVEYS  
 FOR BEST \$ VALUE

ASK WEED & COMPANY  
 Phone: 46367

Membership NARTB  
 Station Executive Clair R. McCollough  
 Station Manager Elwood C. Anderson  
 Natl. Sales Manager J. Robert Gulick  
 Program Director Eugene Bethman  
 Technical Director J. E. Mathiot

# WERC

ERIE—1941—NBC-QUAKER

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Oper. By Presque Isle Bcstg. Co.  
 Bus.-Studio Address 121 W. 10 St.  
 Phone Number 46367  
 Air Time Full Time  
 News Service UP  
 Transcription Service Capitol  
 Representative Weed  
 President Jacob A. Young  
 General Manager Charles E. Denny  
 Commercial Manager Arthur M. Ingram  
 Program Director C. Roy Ward  
 Chief Engineer Ken Hestor

# WIKK

ERIE—1948—ABC

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By Community Service Bcstg.  
 Bus.-Studio Address 1021 State St.  
 Phone Number 23-248  
 Air Time 6 a.m.-M.  
 News Service AP  
 Transcription Service Lang-Worth  
 President Edward Lamb  
 Gen., Sta. Mgr. Charles R. Kinney  
 Comm. Mgr. Edward Smith  
 Prom., Pub. Dir. Jack Shumaker  
 Program Dir. Raymond Burke  
 Chief Engineer Gene Liggott

# WJET

ERIE—1951

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By Jet Bcstg. Co.  
 Address 1635 Ash St.  
 Phone Number 4-6013  
 News Service AP  
 Pres., Gen. Mgr. Myron Jones  
 Commercial Manager Lou Skelly  
 Prog. Dir. Shirley Hatfield  
 Chief Engineer Harvey Shellito

# WLEU

ERIE—1933

MBS-QUAKER-PENN-ATL. NET

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Commodore Perry  
 Bcstg. Service  
 Bus.-Studio-Trans. Add. Commerce Bldg.  
 Phone Number 23-327, 22-129  
 Air Time Unlimited  
 News Service AP

President.....Dr. P. B. Cook  
 Program Director.....Robert Eaton  
 Chief Engineer.....Hoyt H. Stout

## WGET

GETTYSBURG—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Times & News Pub. Co.  
 Address.....Harrisburg Rd.  
 Phone Number.....850  
 Air Time.....6 a.m. 12:05 a.m.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB, BAB  
 Gen., Sta., Comm. Mgr.

Murray L. Goldsborough

Program Director.....C. W. Baker, III  
 Chief Engineer.....Lester Blair

## WHJB

GREENSBURG—1934

Frequency: 620 Kc.....Power: 1000 Watts d.,  
 500 n.  
 Owned-Oper. By.....Pittsburgh Radio Supply  
 House  
 Business-Studio Address...128 N. Penn Ave.  
 Phone Number.....Greensburg 3740  
 Air Time.....7 a.m.-12:30 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....H. Kenneth Brennen  
 General-Comm. Mgr.....G. J. Podyyn  
 Program Director.....Glen Grayson  
 Chief Engineer.....L. L. Allen

## WHVR

HANOVER—1948—MBS

Frequency: 1280 Kc...Power: 1000 Watts d.,  
 500 Watts n.  
 Owned-Operated By.....Radio Hanover, Inc.  
 Address.....Hanover Trust Bldg.  
 Phone Number.....3831  
 Air Time.....6 a.m.-12 M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Kennedy Co.  
 Pres., Sta. Gen. Mgr.....John D. Bare  
 Comm., Prom. Mgr.....H. Vernon Ferster  
 Prog., Pub. Dir.....Mack Edwards  
 Chief Engineer.....Philip Rohrbaugh

## WAZL

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hazleton Bcstg. Co.  
 Bus.-Studio Address.....708 Hazleton Natl.  
 Bank Bldg.

Phone Number.....5400-1  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Robert Meeker  
 Membership.....NARTB, BAB  
 Pres., Gen. Mgr.....Victor C. Diehm  
 Sales Prom. Mgr.....Thomas Tito  
 Program Director.....Bill Graham  
 Publicity Dir.....Betty Mulligan  
 Chief Engineer.....Elwood Tito

## WHOD

HOMESTEAD—1948

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Operated By...Steel City Bcstg. Corp.  
 Bus.-Studio Address.....105 E. Eighth Ave.  
 Phone Number.....HO 1-0172  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Representative.....Interstate  
 President.....Anthony S. Ortale  
 General-Comm. Mgr.....Roy Ferree  
 Station Mgr.....Leonard Walk  
 Publicity Dir.....Sid Dickler  
 Chief Engineer.....James Herbert



## WAZL

HAZLETON, PA. NBC-MBS

*WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000.*

*Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average... \$6,570.00 per family and they use it to buy the products advertised on WAZL. Here is a station that will delight to you 70% of the radio listening audience from 8:00 in the morning until 10:30 at night.*

VICTOR C. DIEHM  
 President and Gen. Mgr.  
 Rep. ROBERT MEEKER

MARCH 1952  
HARRISBURG, PA.

HOOPER STATION LISTENING INDEX

TIME	WHP	STATION A	STATION B	STATION C
8:00 AM-12:00 NOON	60.2	11.3	18.9	7.3
MON. THRU FRI. 12:00 NOON-6:00 PM	65.3	12.4	10.8	7.2
SUNDAY 12:00 NOON-6:00 PM	43.7	15.6	20.0	15.7
SUN. THRU SAT. EVE 6:00 PM-10:30 PM	57.3	15.3	15.3	14.7
TOTAL RATED TIME PERIODS	59.6	15.7	20.0	14.7

**TO TIMEBUYERS-**  
*a 1953 Reminder  
of 1952's top Hooperated  
Station in Harrisburg*



It's a wonderful combination, says Mr. 580. CBS and WHP and the highest ratings . . . in the top quality market in Pennsylvania . . . with the highest per capita income . . . with retail sales 192% of average.

So if you want sales in Pennsylvania's Central South area—including Lancaster, York and Lebanon—WHP's got 'em. Get 'em today through Bolling!

**WHP**  
HARRISBURG, PA.

THE KEY STATION  
OF THE KEYSTONE STATE

5000 W 580 KC  
Represented by BOLLING  
CBS RADIO NETWORK

**W H G B**

**HARRISBURG—1945—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... Kendrick Bcstg. Co., Inc.  
 Bus.-Studio-Trans. Address... 112 Market St.  
 Phone Number ..... 4-4988  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Weed  
 Membership ..... NARTB, BAB  
 Pres., Gen. Mgr. .... Herbert Kendrick  
 Station Manager ..... Jack Hooper  
 Pub. Dir. .... Red McCarthy  
 Chief Engineer ..... William Kuntz

**W H P**

**HARRISBURG—1924—CBS**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By ..... WHP, Inc.  
 Business-Studio Address ..... 216 Locust St.  
 Phone Number ..... 4-3211  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... Standard, Associated  
 Representative ..... The Bolling Co.  
 Membership ..... NARTB  
 Gen.-Sta.-Comm. Mgr. .... A. K. Redmond  
 Sales Prom. Mgr. .... Beatrice Pottleiger  
 Program Director ..... Dick Redmond  
 Publicity Dir. .... John Price  
 Chief Engineer ..... E. Daniel Leibensperger

**W K B O**

**HARRISBURG—1922—NBC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Keystone Bcstg. Corp.  
 Bus.-Studio Address ..... 31 N. Second St.  
 Phone Number ..... 4-0191  
 Air Time ..... Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Robert Meeker  
 Membership ..... NARTB, BAB  
 Station Executive ..... Clair R. McCollough  
 Station Manager ..... Henry M. Traugh  
 Natl. Sales Mgr. .... J. Robert Gulick  
 Program Director ..... Don Wear  
 Technical Director ..... J. E. Mathiot

**W H U N**

**HUNTINGDON—1947—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... Joseph F. Biddle Publ. Co.  
 Bus.-Studio Address ..... 400 Washington St.  
 Phone Number ..... 1291  
 Newspaper Affiliation ..... "Daily News"  
 News Service ..... UP  
 Transcription Service ..... SESAC, World  
 Representative ..... Indie Sales  
 President ..... John H. Biddle

General Manager ..... William E. Germann  
 Progra Dir. .... Darleen Frazer  
 Chief Engineer ..... Ernest A. Craig

**W D A D**

**INDIANA—1945—CBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Indiana Broadcast Inc.  
 Address ..... Indiana Theatre Bldg.  
 Phone Number ..... 5-5511  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... UP  
 Representative ..... McGillvra  
 Pres., Gen. Mgr. .... T. K. Cassel  
 Station Manager ..... Winsor Brown  
 Comm. Mgr. .... Tony Rand  
 Chief Engineer ..... Stanley Graziadio

**W A R D**

**JOHNSTOWN—1946—CBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Central Bcstg. Co., Inc.  
 Business-Studio Address ..... Porch Bldg.  
 Phone Number ..... 81-216  
 Transmitter Location ..... Prospect Hill  
 Air Time ..... 6 a.m.-2 a.m.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Weed  
 Membership ..... NARTB  
 President ..... Paul Short  
 General Manager ..... George D. Gartland  
 Station Manager ..... Robert R. Nelson  
 Chief Engineer ..... Millard C. Coleman

**W C R O**

**JOHNSTOWN—1947—ABC-MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Century Bcstg. Corp.  
 Bus.-Studio Address ..... Fort Stanwix Hotel  
 Phone Number ..... 9-8583  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... INS  
 Representative ..... Radio Reps  
 President ..... John J. Keel  
 General Manager ..... Stewart W. Phillips  
 Sales Prom. Mgr. .... Ray Lehman  
 Chief Engineer ..... Arthur Vrooman

**W J A C**

**JOHNSTOWN—1925—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By ..... WJAC, Inc.  
 Bus.-Studio Address ..... 329 Main St.  
 Phone Number ..... 4-1267  
 Newspaper Affiliation ..... Tribune-Democrat  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Young  
 Membership ..... NARTB  
 President ..... W. W. Krebs

Station Manager.....John P. Foster  
 Comm. Mgr.....Park Claycomb  
 Publicity Director.....Edward T. Bunn  
 Chief Engineer.....Theodore E. Campbell

## W A C B

KITTANNING—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....The Armstrong County  
 Bcstg. Corp.  
 Bus.-Studio Address.....325 Market St.  
 Phone Number.....43-1381  
 Air Time.....Sunrise-Sunset  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Rambeau  
 Membership.....NARTB, BAB  
 President.....J. B. Moore  
 General Manager.....Edward J. Hirshberg  
 Station Manager.....Clyde W. Cranmer  
 Commercial Manager.....Jack W. Stull  
 Program Dir.....Charles N. Moyer  
 Chief Engineer.....Joseph Pelletier

## W G A L

LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....WGAL, Inc.  
 Business-Studio Address.....8 W. King St.  
 Phone Number.....5251  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Robert Meeker  
 Membership.....NARTB  
 President.....Clair R. McCollough  
 Station Manager.....Maynard W. Thomas  
 Nat. Sales Mgr.....J. Robert Gulick  
 Program Mgr.....Kenneth Kreider  
 Technical Director.....J. E. Mathiot

## W L A N

LANCASTER—1946  
 ABC—QUAKER

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....The Peoples Bcstg. Co.  
 Bus.-Studio Address.....252 N. Queen St.  
 Phone Number.....7261  
 Air Time.....6 a.m.-12:35 a.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Capitol  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 Pres., Gen., Comm. Mgr.....Frank H. Altdoerffer  
 Prom., Pub. Mgr.....John F. Rineman  
 Program Dir.....Ted Pollack  
 Chief Engineer.....Roamn T. Sherman

## W L S H

LANSFORD—1952

Frequency: 1401 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Miners Bcstg. Service, Inc.  
 Address.....P. O. Box D  
 Phone Number.....1440  
 News Service.....UP  
 Transcription Service.....Associated  
 President.....Joseph L. Maguire  
 Station Manager.....John W. Angst  
 Commercial Manager.....J. C. Lindvay  
 Chief Engineer.....Milton W. Seltzer

## W A K U

LATROBE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Clearfield Bcstrs. Inc.  
 Address.....Depot St.  
 Phone Number.....2348  
 Transcription Service.....Thesaurus, World  
 President.....W. K. Ulenick  
 General Manager.....W. J. Thomas  
 Chief Engineer.....Bernard Guidos

## W L B R

LEBANON—1946

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Lebanon Bcstg. Co.  
 Bus.-Studio Address.....8th & Cumberland Sts.  
 Phone Number.....2-7651  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 Membership.....NARTB  
 President.....H. Raymond Stadiem  
 General Manager.....Lester P. Etter  
 Station Manager.....Julian F. Skinnell  
 Comm. Mgr.....Philip J. Reilly  
 Prog. Dir.....Henry Homan  
 Chief Engineer.....M. Leonard Savage

## W C M B

LEMOYNE—1948—MBS

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Rossmoyne Corp.  
 Bus.-Studio Address.....Lemoyne Theater Bldg.  
 Phone Number.....Harrisburg 4-3005  
 Air Time.....Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Donald Cooke  
 Membership.....NARTB  
 President.....Edgar T. Shepard, Jr.  
 Gen., Sta. Manager.....Ed K. Smith  
 Commercial Manager.....Rudy O. Marcoux  
 Sales Prom. Mgr.....Gilbert Brown  
 Program Director.....John Archer  
 Publicity Director.....Pete Wambach  
 Chief Engineer.....J. Howard Bair



# WKVA

LEWISTOWN—1949—ABC

Frequency: 920 Kc. Power: 1000 Watts a.  
 Owned-Operated By: Central Pa. Bcstg. Co.  
 Address: 7 N. Wayne St.  
 Phone Number: 6771  
 Air Time: Daylight  
 News Service: UP  
 Transcription Service: World  
 Representative: Gill-Keefe-Perna  
 President: Randall Leopold  
 Sta., Gen. Mgr.: Robert L. Wilson  
 Comm. Mgr.: Don Raffensberger  
 Pgm. Dir.: Lynn Bloom  
 Publicity Director: Read Gray  
 Sales Prom. Mgr.: Robert Hyle  
 Chief Engineer: Robert Stelzer

# WMRF

LEWISTOWN—1941—NBC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Lewistown Bcstg. Co.  
 Business-Studio Address: Monument Square  
 Phone Number: 6757  
 Air Time: 6 a.m.-M.

News Service: AP  
 Transcription Service: Standard  
 Representative: Burn-Smith  
 Membership: NARTB  
 President: J. S. Woods  
 Gen., Sta. Manager: T. W. Metzger  
 Commercial Manager: Ralph Parker  
 Prom., Pub. Director: James Keyes  
 Chief Engineer: Kenneth Callahan

# WBPZ

LOCK HAVEN—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Lock Haven Bcstg. Corp.  
 Bus.-Studio Address: 132½ E. Main St.  
 Phone Number: 4038  
 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Thesaurus, World  
 Representative: Joseph Hershey McGillvra  
 Membership: NARTB, BAB  
 President: Donald C. Welch  
 General-Station Manager: Harris Lipetz  
 Comm., Prom. Mgr.: John Wynne  
 Prog., Publ. Director: Dave King  
 Chief Engineer: Kenneth C. Caum

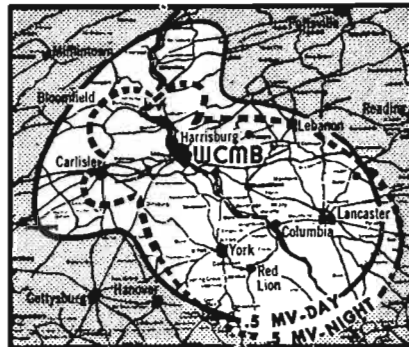
# HARRISBURG

means

# WCMB

to smart advertisers

- ★ **BIG POWER**, 5000 Watts, 24 Hours Daily. Covers ALL the Harrisburg Market.
- ★ **BIG PROGRAMS**, Top Local Shows and News, Big League Sports and MBS Shows.
- ★ **BIG PROMOTION**, Permanent Window Displays, Theater Screens, Etc.
- ★ **BIG BUSINESS**, Sales Are Climbing Up and Up.



# WCMB

MUTUAL BROADCASTING SYSTEM

5000 Watts

24-hours Daily

Philadelphia is proud of **WCAU**, too



## **WCAU**

50,000 Watts

CBS Radio Network

Affiliate

Represented by CBS Radio Spot Sales

## **WCAU-TV**

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

**THE PHILADELPHIA BULLETIN STATIONS**

# W E D O

## McKEESPORT—1946

Frequency: 810 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Tri-City Bcstg. Co.  
 Business-Studio Address: Box 810  
 Phone Number: McKeesport 4-7167.  
 Homestead 1-3113  
 Air Time: Local sunrise-local sunset  
 News Service: AP  
 Trans. Service: Thesaurus  
 Pres., Gen. Mgr.: Edward J. Hirshberg  
 Sta. Mgr.: Robert E. Badger  
 Chief Engineer: Wilkes E. Hurley

# W M C K

## McKEESPORT—1947

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By: Mon-Yough Bcstg. Co.  
 Business-Studio Address: 516 Market St.  
 Phone Number: 8-8888  
 Air Time: Full Time  
 News Service: UP  
 Representative: McGillvra  
 Transcription Service: Lang-Worth, World  
 President: Robert M. Cox  
 Gen., Comm. Mgr.: Gene Kline  
 Pgm. Dir.: Pat Haley  
 Station Manager: Sam Vidnovic  
 Chief Engineer: Charles White

# W M G W

## MEADVILLE—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Meadville Bdcstg. Serv., Inc.  
 Address: 1st National Bank Bldg.  
 Phone Number: 46-723  
 Air Time: 6:30 a.m.-12 M.  
 News Service: UP  
 Transcription Service: World  
 Membership: NARTB, BAB  
 President: H. C. Winslow  
 Gen., Sta. Manager: Robert Trace  
 Commercial Manager: Fran Richmond  
 Program Director: Evelyn Anderson  
 Chief Engineer: Jack Harvey

# W B U D

## MORRISVILLE—1947

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By: Morrisville Bcstg. Co.  
 Business Address: 108 N. Broad St.  
 Phone Number: 4-7191  
 Air Time: 7 a.m.-12 M.  
 News Service: AP  
 Transcription Service: World  
 President: Verna S. Hardin  
 General Manager: Richard M. Hardin  
 Commercial Manager: William Garry  
 Program Director: William F. Hildenbrand  
 Promotion Manager: Nan Rednor  
 Chief Engineer: William A. Brewer

# W H W L

## NANTICOKE—1946

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Radio Anthracite, Inc.  
 Business-Studio Address: 38 E. Main St.  
 Phone Number: Nanticoke 1332  
 News Service: UP  
 Transcription Service: Capitol  
 Representative: Forjoe  
 President: Henry W. Lark  
 General Manager: Jones Evans

# W K S T

## NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Operated By: WKST, Inc.  
 Bus.-Studio Address: Cathedral Bldg.  
 Phone Number: 5501  
 Air Time: Full Time  
 News Service: UP  
 Transcription Service: World  
 Representative: Meeker  
 President, General Mgr.: S. W. Townsend  
 Sta., Comm. Mgr.: A. W. Graham  
 Sales Prom. Mgr.: William Sommer  
 Program Dir.: Harry Reith  
 Publicity Dir.: Al Francis  
 Chief Engineer: Donald Dout

# W K P A

## NEW KENSINGTON—1940

Frequency: 1150 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Allegheny-Kiski Bcstg. Co.  
 Business-Studio Address: 810 Fifth Ave.  
 Phone Number: 3588  
 News Service: UP  
 Transcription Serv.: Lang-Worth, MacGregor,  
 SESAC, M. M. Cole  
 Representative: Continental Radio Sales  
 President: C. R. Cooper  
 Gen. Mgr., Pgm. Dir.: E. J. Kroen  
 Commercial Manager: Melvin Goldberg  
 Chief Engineer: W. W. Neely

# W N A R

## NORRISTOWN—1946

Frequency: 1110 Kc. Power: 500 Watts d.  
 Owned-Operated By: Norristown Bcstg. Co.  
 Bus.-Studio Address: 115 W. Main St.  
 Phone Number: Norristown 8-7600  
 Air Time: Sunrise-Sunset  
 News Service: AP  
 Transcription Service: SESAC  
 Representative: Walker  
 Membership: NARTB  
 President: Farris E. Rahall  
 Gen. Mgr.: Ogden R. Davies  
 Nat. Sales Mgr.: John M. Banzhoff  
 Loc. Sales Mgr.: Joseph A. Pace  
 Chief Engineer: Julius Kosik

# AIR TIME WITH AN ECHO

Throughout the important Philadelphia Retail Trading Area—the scene of American industry's greatest expansion in recent years—the WFIL stations give a power boost to your consumer impressions via the most complete promotion-merchandising plan in town.

Check the services offered—and weigh the important difference.

Air time with an ECHO can make your product the star of the stores.

The WFIL echo can be amplified to suit you best.

**ABC AFFILIATE**  
*Represented by*  
**THE KATZ AGENCY**

- Air Announcements
- Newspaper Advertising
- Direct Mail
- Transportation Cards
- Billboards
- Magazine Advertising
- Publicity Service

## **plus**

- Actual Product Displays in 41 Food Fair Supermarkets
- Actual Product Displays in 167 A & P Stores
- Exclusive Merchandising Cooperation with more than 1800 Drug Stores represented by the Philadelphia Association of Retail Druggists and Affiliated Groups.

**WFIL**  
**WFIL-TV**

*The Philadelphia Inquirer Stations*