

W W B Z

VINELAND—1946

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By... Community Bcstg. Serv.
Address... 633 Wood St.
Phone: Vineland 7-1360... Air Time: Full Time
News Service... UP
Transcription Service... World
Representative... Gill, Perna
President... Joseph M. Bullock
Gen., Sta., Prom. Mgr... Fred M. Wood
Commercial Manager... John Serra
Prog. Dir... Dorothy H. Carlson
Chief Engineer... Saul Altzman

W C M C

WILDWOOD—1951

Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By... Francis J. Matrangola
Address... 3010 N. J. Ave.
Phone: 2-7751... Air Time: Full Time
Transcription Service... Capitol
News Service... AP
Membership... NARTB
Owner, Gen. Mgr... Francis J. Matrangola
Comm. Manager... Edward Brown
Program Director... George M. Hart
Chief Engineer... Carlton S. Owen

NEW MEXICO

Pop. Feb. 1, 1955 (Est.) 797,000 — Families 203,000
Radio Homes 191,000 — TV Homes 98,000 — Stations in State 31

K A L G

ALAMOGORDO—1950—KBS

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

K G G M

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By... New Mexico Bcstg. Co.
Business Address... 1414 Coal St., S.W.
Phone: 3-4543... Air Time: Full Time
Representative... Weed & Co.
Transcription Service... World
President... A. R. Hebenstreit
Comm. Mgr... Geo. Morgan
Program Director... Robert Vandriel
Chief Engineer... Leonard F. Dodds

K A B Q

ALBUQUERQUE—1947—MBS INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... KABQ Bcstg. Co.
Address... 317 N. Broadway, Box 1388
Transcription Service... Thesaurus
News Service... AP
Representative... Richard O'Connell, Oakes
Membership... RAB
Pres., Prom. Mgr... Helen A. Price
V.P., Gen. Mgr... Bert Arnold
Commercial Mgr... Lloyd Anderson
Program Director... Lowell Christison
Chief Engineer... John Morrison

K O A T

ALBUQUERQUE—1946—ABC

Frequency: 860 Kc. Power: 1 Kw. d.
Owned-Oper. By... Sunshine Bcstg. Co., Inc.
Bus. Studio Address... 2000 Indian School Rd.
News Service... UP
Transcription Service... Associated
Representative... Hollingbery
President... Wm. Wayne Phelps
Station Manager... Bob Watson
General Manager... A. M. Caldwell
Chief Engineer... Donald Delaney

K D E F

ALBUQUERQUE—1953

Frequency: 1280 Kc. Power: 1 Kw. d.
Owned... KDEF Bcstg. Co.
Address... 506 2nd St. N.W.
News Service... AP
Transcription Service... Standard
Station Representative... McGillvra
Membership... NARTB
President, Gen. Mgr... Frank Quinn
Sta. Mgr., Prog. Dir... Wayne Griffin
Chief Engineer... Don White

K O B

ALBUQUERQUE—1921—NBC

Freq.: 770 Kc. Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By... Albuquerque Bcstg. Co.
Address... 1430 Coal Ave. S.W.
Phone: 3-4411... Air Time: Full Time
News Service... AP, UP
Transcription Service... Lang-Worth
Representative... Branham
Membership... RAB, NARTB
Pres., Gen. Mgr... Wayne Coy
Commercial Manager... Rolf Nielson
Program Director... Michael Dillon
Chief Engineer... George S. Johnson

K S V P

ARTESIA—1946—KBS-MBS

Freq.: 990 Kc. Power: 1 Kw. d., 250 Wts. n.
 Owned-Operated By Artesia Bcstg. Corp.
 Business-Studio Address Box 38
 Phone: 650 Air Time: Full Time
 News Service UP
 Transcription Service Standard, Capitol
 Representative Keystone
 Membership NARTB, RAB
 President Martin Yates III
 General Manager David M. Button
 Comm. Mgr. Thomas Howard
 Chief Engineer Ronald Austin

K A V E

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Carlsbad Bcstg. Corp.
 Business-Studio Address 601 No. Canal St.
 Phone: 5-4101 Air Time: Full Time
 News Service AP
 Representative Branham
 Transcription Service Standard
 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 Nilong

K P B M

CARLSBAD—1950

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Coronado Bcstg. Co.
 Address 313 W. Mermod
 Phone: 5-5373 Air Time: Daytime
 Transcription Service Lang-Worth
 Representative McGillvra
 Membership RAB, NARTB
 Pres., Gen., Sta. Mgr. Darrell A. Swayze
 Prog. Dir. Martin Murray
 Chief Engineer Vic Daley

K L M X

CLAYTON—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper By Ari-Ne-Mix Bcstg.
 Address Box 7, Fair Grounds
 Phone: 616 Air Time: Full Time
 Transcription Service Thesaurus
 News Service UP
 Representative Best, Palmer
 President Arthur Jernigan
 Gen., Sta., Comm. Mgr. Frank Vale
 Prog., Pub. Dir. Henry Pruet
 Chief Engineer Robert Waters

K C L V

CLOVIS—1952

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By New-Tex Bdcstg.

Address 2112 Thornton
 Phone: 4401 Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB
 Representative Pearson
 President Odus L. Echols, Sr.
 Sta., Comm. Mgr. Odus L. Echols, Jr.
 Sales Prom. Mgr. Dave Follis
 Program Director Albert Houpe
 Chief Engineer Clayton Fuchs

K I C A

CLOVIS—1931—MBS

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Oper. By Hugh DeWitt Landis
 Address 520 Pile
 Phone: 5511 Air Time: Full Time
 News Service UP
 Transcription Service World
 Station Representative Hal Holman
 Membership RAB, NARTB
 Station Manager DeWitt Landis
 Pgm., Pub. Dir. Harold Cook
 Chief Engineer M. S. O'Dell

K O T S

DEMING—1954—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned Luna County Bcstg. Co.
 Address P. O. Box 470
 Phone: 999 Air Time: Daytime
 News Service UP
 Transcription Service World
 General Mnaager Robert W. Tobey

K V B C

FARMINGTON—1951—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Valley Bcstg. Co.
 Address 413½ West Main St.
 Phone: Davis 5-3541 Air Time: Full Time
 News Service UP
 Membership RAB
 Transcription Service World
 Pres., Gen. Mgr. Marvin E. Bowles
 Station Mgr. C. O. Kendrick
 Commercial Mgr. James Montgomery
 Prog. Dir. Gene Pearsall
 Chief Eng. M. E. Bowles

K G A K

GALLUP—1945—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Thunderbird Bcstg. Co.
 Address P. O. Box 1150
 Phone: 1300 Air Time: Full Time
 Newspaper Affiliation Times
 News Service UP, AP
 Transcription Service Lang-Worth
 Station Representative McGillvra
 Membership NARTB, RAB
 Pres., Gen. Mgr. Merle H. Tucker
 Program Director Stewart Chamberlain
 Chief Engineer Robert Adamson

KHOB**HOBBS—1954**

Frequency: 1280 Kc. Power: 1 Kw.
 Owned.....Lea County Bcstg. Co.
 Address.....P. O. Box 1596
 Phone: 3-5148. Air Time: Daytime
 Station Rep.....Melville
 Owner & Gen. Mgr.....Lloyd Hawkins
 Sales Mgr.....Jack Crandall

KWEW**HOBBS—1938****MBS-KBS-SOUTHWEST**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....KWEW, Inc.
 Business-Studio Address.....116 E. Dunnam
 Representative.....Branham
 President.....Mrs. Theresa Whitmore
 General Manager.....Harry McAdams
 Commercial Manager.....Phil McGee
 Chief Engineer.....Roy Evans

KOBE**LAS CRUCES—1947—MBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Mesilla Valley Bcstg. Co.
 Bus.-Studio Address.....902 N. Main St.
 Phone: Jackson 6-2496. Air Time: Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NARTB, RAB
 President.....M. B. Thompson
 General Manager.....R. J. Gregory, Jr.
 Chief Engineer.....Jack Diehl

KFUN**LAS VEGAS—1941—MBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Sunshine Bcsters, Inc.
 Business Address.....Box 710
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NARTB, RAB
 Representative.....Hil F. Best
 Pres., Comm. Mgr.....Ernest N. Thwaites
 Chief Engineer.....A. F. Schultz

KRSN**LOS ALAMOS—1949—ABC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Sunshine Bcstg. Co
 Address.....Community Center
 Representative.....George P. Hollingbery
 Transcription Service.....Associated
 News Service.....UP
 Membership.....RAB, NARTB
 President.....W. W. Phelps
 General Manager.....A. M. Cadwell
 Sta., Comm. Mgr.....Bob Porton
 Program Director.....William Spack, Jr.
 Publicity Director.....Jack N. Hardwick
 Chief Engineer.....John L. Lockhart

KLEA**LOVINGTON—1952**

Frequency: 630 Kc. Power: 500 Watts
 Owned-Oper. By.....Prosperity Land Bcstg. Co.
 Address.....P. O. Drawer 865
 Phone: 8911, 62211. Air Time: Daytime
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Clyde Melville
 Owner, Gen. Mgr.....David R. Worley
 Station Manager.....James Littlejohn
 Comm. Mgr.....Hoyt Caldwell
 Program Director.....Bobby Stone
 Chief Engineer.....Francis Clements

KENM**PORTALES—1949—KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Plains Bcstg. Co.
 Address.....Box 447, Roswell
 Phone: 600. Air Time: Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth, MacGregor
 Membership.....NARTB
 President.....John Burroughs
 Gen. Sta., Comm. Mgr.....L. Randolph
 Prog., Pub. Dir.....Bill Mathers
 Chief Engineer.....Rollie Simmons, Jr.

KRTN**RATON—1948—MBS**
INTERMOUNTAIN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Southwest Bcsters, Inc.
 Business Address.....Box 767
 Phone: 875. Air Time: Full Time
 News Service.....UP, INS
 Station Rep.....Hil Best
 Transcription Service.....Standard
 Membership.....RAB
 Pres., Gen. Manager.....Ernest N. Thwaites
 Sta., Comm., Prom. Mgr.....Dorothy G. Thwaites
 Chief Engineer.....A. F. Schultz

KBIM**ROSWELL—1953—KBS**

Frequency: 910 Kc. Power: 5000 Watts
 Owned.....Taylor Bcstg. Co.
 Address.....512 W. 2nd St.
 Phone: 4848, 9. Air Time: Daytime
 News Service.....AP
 Transcription Service.....Thesaurus
 Station Rep.....Clark
 Membership.....NARTB, RAB
 Pres., Gen. Sta. Mgr.....William C. Taylor
 Comm., Prom. Mgr.....Woodrow Groves
 Program Director.....S. A. Harral
 Chief Engineer.....Vernon N. Hughes

KGFL**ROSWELL—1927—MBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....KGFL, Inc.

Business-Studio Address.....Box 1019
 Phone: 2000.....Air Time: Full Time
News Service.....UP
 Transcription Service.....Langworth, World
 Membership.....NARTB
 Representative.....Branhm
 President.....Mrs. W. E. Whitmore
 General Manager.....G. F. Roberts
 Chief Engineer.....E. C. Rader

K S W S

ROSWELL—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....John A. Barnett
 Business-Studio Address.....1723 W. Second
 Phone: 3737.....Air Time: Full Time
News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB
 Representative.....Meeker, Melville
 Owner & Gen. Mgr.....John A. Barnett
 Prog. Dir.....John Anderson
 Dir. Sales Service.....Paul B. McEvoy
 Asst. Gen. Mgr.....W. L. Shackelford
 Chief Engineer.....Ray R. Summersgill

K T R C

SANTA FE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....J. Gibbs & Bayne A. Spring
 Address.....210 E. Marcy St.
 Phone: 3-6685.....Air Time: Full Time
News Service.....UP
 Transcription Service.....Associated
 Representative.....McGillvra
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....J. Gibbs Spring
 Commercial Mgr.....S. C. Horn
 Prog. Dir.....Bayne A. Spring
 Chief Engineer.....Lloyd Storr

K V S F

SANTA FE—1936—CBS

Frequency: 1260 Kc.....Power: 1000 Watts

Owned-Oper. By.....Sante Fe Bcstg. Co.
 Business-Studio Address.....759 Cerrillos Rd.
 Phone: 3-7319.....Air Time: Full Time
 Representative.....Weed
 President.....A. R. Hebenstreit
 Gen., Comm. Mgr.....Ivan R. Head
 Chief Engineer.....E. J. Vanderwood

K S I L

SILVER CITY—1946—CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....James H. Duncan
 Bus.-Studio-Transmitter Address..17th & Cactus
 Phone: 611, 612.....Air Time: Full Time
News Service.....AP
 Representative.....Branhm
 Pres., Gen. Mgr.....J. H. Duncan
 Chief Engineer.....Earl McCall

K C H S

TRUTH OR CONSEQUENCES—1946

KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Rex A. Tynes
 Address.....P. O. Box 351
 Phone: 161.....Air Time: Full Time
News Service.....UP
 Representative.....Continental Radio Sales
 Program Director.....Richard Bonner
 Chief Engineer.....Dell Sanders

K T N M

TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Quay County Bcstg. Co.
 Business Address.....Box 668
 Transcription Service.....World
 Representative.....Melville
 Membership.....NARTB
 Gen., Sta. Mgr.....Lloyd Hawkins
 Commercial Mgr.....Richard S. Fox
 Program Director.....Kathryn Stephenson
 Chief Engineer.....Howard Maudlin

NEW YORK

Pop. Feb. 1, 1955 (Est.) 15,733,000 — Families 4,772,000

Radio Homes 4,630,000 — TV Homes 4,310,000 — Stations in State 101

W A B Y

ALBANY—1933

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Eastern N. Y. Bcstg.
 Business-Studio.....80 Braintree St.
 Representative.....Rambeau
 President.....David Kyle
 Gen. Mgr.....Edward L. Trudeau
 Station Mgr.....Toni Brady
 Comm. Mgr.....Alix Blake
 Chief Engineer.....Tom McDermott

W O K O

ALBANY—1924

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Gov. Dongan Bcstg. Corp.
 Business-Studio Address.....Hotel Wellington
 Representative.....McGillvra
 President, General Mgr.....James T. Healey
 Station Manager.....Eugene J. Fitzpatrick
 Program Director.....Frank G. Panny
 Chief Engineer.....Stanley J. Pawlic

WPTR

ALBANY—1948—MBS

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By Patroon Brdctg. Co., Inc.
 Address Box 1540
 Phone: 5-3345 Air Time: Full Time
 News Service AP, UP
 Transcription Service World
 Station Representative Weed and Co.
 Membership RAB
 President J. Myer Schine
 General Manager Leo Rosen
 Program Director George Miller
 Chief Engineer W. Russell David

WROW

ALBANY—1947—ABC

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Hudson Valley Br. Co., Inc.
 Address P. O. Box 4100
 Phone: 3-2225 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Station Representative The Bolling Co.
 Membership NARTB
 General Manager T. S. Murphy
 Station Manager Harry L. Goldman

Sales Manager Harry V. Barker
 Chief Engineer Charles Heisler

WCSS

AMSTERDAM—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Community Service Bcst.
 Business-Studio Address Upper Locust Ave.
 Phone: Victor 3-2500 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative McGillvra
 Membership RAB
 President Alphonse Di Mezza
 V.P. & Gen. Mgr. Walter T. Gaines
 Chief Engineer Barry Frank

WMBO

AUBURN—1926—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WMBO, Inc.
 Business-Studio Address 141 Genesee St.
 Phone: 2-3511 Air Time: Full Time
 Newspaper Affiliation "Advertiser"
 News Service AP
 Transcription Service World
 Representative Thomas F. Clark

PYRAMID SALES WITH THE WPTR PYRAMID PLAN

CONTACT
 YOUR
 WEED
 MAN

Here's the plan to parlay profits . . . power-packed radio, 7-foot bus cards, displays in 90 A&P's, 60 drug stores, mailings to 5,000 dealers, scheduled promcs, news ads, etc. Your only cost—production and postage, small schedule.

WPTR 1540 KCS
 ALBANY, N. Y.
 50,000 WATTS OF POWER,
 PERSONALITY & PUNCH!
 LEO ROSEN, GENERAL MANAGER



**AMSTERDAM IS
 Leading New York
 State in Progress**

The New York Daily Mirror,
 twice in 1954, carried stories
 of WCSS's service.

FOREIGN LANGUAGE PROGRAMS
 Jewish • Italian • Polish
 Ukrainian • Lithuanian

Wherever you go, in the Car-
 pet and Glove Cities Area,
 there's radio—

WCSS
 AMSTERDAM, N. Y.
 WALT GAINES Vice Pres. & Gen. Mgr.



SMALL BUDGET ADVERTISERS

GET **BIG** BUDGET COVERAGE

ON **WKBW** IN THE WESTERN NEW YORK AREA

Call Avery-Knodel or this station. Find out how much you can buy for only . . .
\$100 A WEEK!



. . . you'll be surprised what \$100 a week will buy!

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.

MORE LISTENERS PER 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 call Avery-Knodel or WKBW.

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

WKBW
BUFFALO'S MOST POWERFUL STATION
WKBW

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

Membership NARTB, RAB
 President William O. Dapping
 General Manager Frederick L. Keesee
 Prog., Pub. Dir. 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 218 East Main St.
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. Edmund R. Gamble
 Sales Prom. Mgr. Charles L. Snow
 Commercial Mgr. Charles Snow
 Program Director Jim Faqan
 Chief Engineer Fred Callendar

W E N E

**BINGHAMTON—ENDICOTT—1947
ABC**

Frequency: 1430 Kc. Power: 5 Kw.
 Owned-Oper. By Ottaway Stations, Inc.
 Business-Studio Address 909 E. Main
 Transcription Service Associated
 Representative Radio Reqs. Inc.
 Membership NARTB, BAB
 President James H. Ottaway
 Managing Director F. H. Brinkley
 Station Manager S. W. Ryder
 Sales Manager Norman F. Flynn
 Program Director Len Hathaway
 Chief Engineer Sheldon W. Weyland

W I N R

BINGHAMTON—1946—NBC

Freq.: 680 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By Southern Tier Radio Service
 Business-Studio Address Court House Square
 Phone: 4-4318 Air Time: Full Time
 Transcription Service Lang-Worth
 Representative George P. Hollingbery
 President Donald Kramer
 General Manager George J. O'Connor
 Commercial Manager H. R. Nicholson
 Pgm., Prom. Dir. Charles Bishara
 Chief Engineer A. A. Kelley

W K O P

BINGHAMTON—1947—MBS

Freq.: 1360 Kc. Power: 5 Kw. d., 500 W. n.
 Owned-Oper. By The Binghamton Bcstrs., Inc.
 Business-Studio Address 34 Chenango St.
 Phone: 2-3437 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Andrew Jarema
 Commercial Mgr. 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 No. 48
 Phone: 3-7311 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Bolling
 Membership NARTB
 General Manager George R. Dunham
 Sales Manager S. N. Heslop
 Sales Prom. Mgr., Pub. Dir. John Turner
 Program Director E. M. Scala
 Chief Engineer L. H. Stantz

W B E N

BUFFALO—1930—CBS

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By WBEN, Inc.
 Phone: MOhawk 0930 Air Time: Full Time
 Newspaper Affiliation Buffalo Evening News
 News Service AP, INS, UP
 Transcription Service Lang-Worth
 Representative Henry I. Christal
 Membership NARTB, BAB
 President Edward H. Butler
 Vice-President A. H. Kirchofer
 General Manager C. Robert Thompson
 Station Manager Frank W. Kelly
 Sales Manager C. E. Daly
 Program Director Carl Erickson
 Publicity Director Joseph A. Haefner
 Chief Engineer Ralph J. Kingsley

W B N Y

BUFFALO—1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned Roy L. Albertson, Inc.
 Address 485 Main St.
 News Service AP, UP
 Transcription Service Capitol
 Station Representative Adam J. Young
 President Roy L. Albertson, Sr.
 General Mgr. Michael L. Merla
 Sales Promotion Mgr. Eugene K. McWhite
 Chief Engineer Thomas L. Vines

W K B W

BUFFALO—1925—ABC

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By WKBW, Inc.
 Business Address Radio Center, 1430 Main St.
 Phone: Grant 5101 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NARTB
 Pres., Gen. Mgr. Clinton H. Churchill
 Public Service Dir. Dorothy L. Ireland
 Station Mgr. Alfred E. Ancombe
 Program Director Frank Ward
 Chief Engineer Leroy Fiedler

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By: WEBR, Inc.
 Business-Studio Address: 23 North St.
 Newspaper Affiliation: "Courier-Express"
 News Service: AP, INS, UP
 Trans. Service: Thesaurus, Standard, SESAC
 Representative: Katz
 Membership: NARTB, BAB
 President: William J. Conners, III
 General Manager: William Doerr
 Commercial Manager: Carl J. Kirchofer
 Pgm., Prom. Mgr.: Wm. Schweitzer
 Chief Engineer: Frank B. Ridgeway

WGR

BUFFALO—1922—NBC

Frequency: 550 Kc. Power: 5 Kw. d.
 Owned: WGR Corp.
 Address: Lafayette Hotel
 Phone: WA 3100. Air Time: Full Time
 News Service: UP
 Station Representative: Free & Peters, Inc.
 Membership: NARTB, BAB
 President: George F. Goodyear
 General Mgr.: J. J. Bernard
 Sta., Comm. Mgr.: Nat L. Cohen
 Sales Prom. Mgr.: Philip H. Curtis
 Program Dir.: Robert J. Strigl
 Chief Engineer: Karl B. Hoffman

WWOL

BUFFALO—1947

Frequency: 1120 Kc. Power: 1000 Watts d.
 Owned-Operated By: Greater Erie Broad. Co.
 Address: 315 Main St.
 Phone: MO 1200. Air Time: Daytime
 Representative: Forjoe
 Owner: Leon Wyszatycki
 General Manager: Ted Wyszatycki
 Commercial Manager: Jack Greenfield
 Chief Engineer: Walter Williams Jr.

WXRA

BUFFALO—KENMORE—1948

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By: W. New York Broad. Co.
 Address: Box 85
 Phone: AMherst 1160. Air Time: Daytime
 News Service: UP
 Transcription Service: World
 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

WCBA

CORNING—1949

Frequency: 1350 Kc. Power: 1000Watts d.
 Owned: Wellsboro Corning Broad. Adv. Inc.

Address: Caton Road
 Phone: 6-7000. Air Time: Daytime
 News Service: UP
 Transcription Service: World
 Representative: McGillvra, Inc.
 Pres., Gen. Mgr.: Paul L. Carpenter
 Station Manager: Paul E. Carpenter
 Program Director: Richard Buzzard
 Chief Engineer: Thomas Shaffer

WCLI

CORNING—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned: Radio Corning, Inc.
 Address: 90 W. First St.
 Phone: 6-5421. Air Time: Full Time
 Transcription Service: Thesaurus
 Station Representative: Meeker
 News Service: AP
 Pres., Gen. Mgr.: Gordon M. Jenkins
 Prom., Comm. Mgr.: Frank P. Costello
 Sta. Mgr., Prog. Dir.: George P. Droelle, Jr.
 Chief Engineer: Frank Saia

WKRT

CORTLAND—1947

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Operated By: Radio Cortland, Inc.
 Bus. Studio Address: State Theatre Bldg.
 Phone: Skyline 6-2828, 2829
 Air Time: Full Time
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Gill, Perna
 Membership: RAB
 President: Leighton A. Hope
 General Manager: William L. Thompson
 Chief Engineer: William Barron

WFCB

DUNKIRK—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Operated By: Dunkirk Broad. Corp.
 Address: 316 Main St.
 Phone: 7756. Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus, World
 Station Representative: Walker
 Membership: NARTB, RAB
 Pres., Gen. Mgr., Sta. Mgr.: Alois A. Schmidt
 Commercial Manager: B. F. Goodrich
 Program Director: Van Miller
 Chief Engineer: J. T. Grace

WELM

ELMIRA—1947—CBS-ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owner: Radio Elmira, Inc.
 Business-Studio Address: 222 E. Market St.
 Phone: 3-5626. Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus
 Station Representative: Meeker
 Membership: NARTB
 President: John S. Riggs

Vice Pres. (Sales)..... Keith W. Horton
 Vice Pres. (Bcstg.)..... Phil Cameron
 Program Director..... Ruth E. Dibble
 Chief Engineer..... Arthur French

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: 5181..... Air Time: Full Time
 News Service..... AP
 Newspaper Affiliation..... Gazette, Advertiser
 Transcription Service..... World
 Representative..... Everett & McKinley
 Membership..... NARTB, RAB
 General Manager..... Dale L. Taylor
 Commercial Mgr..... Bill Pope
 Sales Manager..... Ellis Erdman
 Program Director..... Ted Hodge
 Chief Engineer..... Thurlow A. Greene

W G B B
FREEPORT—1924

Frequency: 1240 Kc..... Power: 100 Watts
 Business-Studio Address..... 44 So. Grove St.
 Phone: Freeport 9-1400..... Air Time: Full Time
 Transcription Service..... Lang-Worth
 General Manager..... John D. Whitmore
 Station Manager..... Murray C. Evans
 Program Director..... A. Cheesman
 Publicity Manager..... Herbert Clock

W O S C

FULTON—1949—KBS

Frequency: 1300 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Cassill Radio Corp.
 Address..... Box 97, Oswego
 Phone: Fulton 2-2255..... Air Time: Daytime
 News Service..... UP
 Transcription Service..... Thesaurus
 Membership..... NARTB
 Pres., Gen. Mgr..... Richard C. Mitchell
 Station Manager..... Jack Burgess
 Program Director..... Edward Reich
 Publicity Dir..... Betty J. Sterling
 Chief Engineer..... Robert N. Blair

W G V A

GENEVA—1947—ABC

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Star Bcstg. Co., Inc.
 Address..... Geneva Federal Savings Bldg.
 Phone: 6691..... Air Time: Full Time
 News Service..... AP
 Representative..... Cooke
 Transcription Service..... World
 Membership..... RAB
 President..... M. R. Forman
 General Manager..... Thomas L. Brown
 Sta., Comm. Mgr..... Ernest F. Oliver
 Program Director..... Alex Lamutis
 Sales Prom. Mgr..... Archie Fabretti
 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: 2-6518..... Air Time: Full Time
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Devney
 Membership..... RAB
 President..... Louis Brown
 Gen., Comm. Mgr..... Martin Karig
 Comm. Mgr..... E. V. Wiley
 Program Director..... Carl Mattison
 Chief Engineer..... Wilson P. Foy

W E N T

GLOVERSVILLE—1944—CBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Sacandaga Bcstg. Corp.
 Business-Studio Address..... 8 W. Fulton St.
 Phone: 4-7175..... Air Time: Full Time
 News Service..... AP
 Representative..... Gill, Perna
 President..... George Bissell
 General Manager..... A. C. Lloyd, Jr.
 Program Director..... Peter Dreyer
 Chief Engineer..... Richard Stewart

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

WHLI

"THE VOICE
OF LONG ISLAND"

"The Pulse" Proves:

Strong LOCAL programming gives **WHLI**
the Largest Daytime Audience in the
big booming Major Long Island Market

- Familiar good music Long Islanders prefer
- LOCAL Long Island — national — international news
- Railroad — bus — school and industrial plant information
- LOCAL special events — editorial leadership in Long Island issues
- Long Island traffic and complete highway condition information
- Long Island weather — boating — fishing — beach and garden reports

WHLI "THE VOICE OF LONG ISLAND" has a
larger daytime audience in the Major Long Island
Market than any network or independent station!

* Data: "The Pulse" Report
Daytime, Nov. 1954
Hempstead Township, N. Y.

WHLI

A M 1100
F M 98.3

HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFSKY, Pres.

*the voice of
long island*

Represented by Rambeau

WHLI**HEMPSTEAD—1947**

Frequency: 1100 Kc. Power: 2000 Watts d.
 Owned-Oper. By FM Bcstg. Corp.
 Business-Studio Address 245 Baldwin Rd.
 Phone: Ivanhoe 1-8000 Air Time: Daytime
 News Service UP
 Transcription Associated, World, Thesaurus
 Representative Rambeau
 Membership RAB
 Pres., Gen. Mgr. Paul Godofsky
 Ex-Vice-President Joseph A. Lenn
 Prog. Dir. Jerry Carr
 Publicity Director George Ball
 V.P., Chief Engineer Frank E. Knaack

WLEA**HORNELL—1951—MBS-KBS**

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By Hornell Bcstg. Corp.
 Business-Studio Address 97 Main St.
 Phone: 1420 Air Time: Daytime
 News Service UP
 Representative Gill, Perna
 Membership RAB
 Pres., Gen. Mgr. Charles D. Henderson
 Sta. Mgr. G. W. Stidstone
 Prog. Dir. Don Jones
 Chief Engineer Frederick Witter

WWHG**HORNELL—1949**

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By W. H. Greenhow Co.
 Address 85 Canisteo St.
 Phone: 2000, 1 Air Time: Daytime
 Newspaper Affil. Tribune, Advocate
 News Service AP
 Transcription Service Thesaurus
 Representative McGillvra
 Pres., Gen. Mgr. Louis G. Buisch
 Station Manager Donald J. Curran
 Commercial Mgr. Sheffield Davis
 Program Director Edward Spoo
 Chief Engineer Howard Huff

WHUC**HUDSON—1947—KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Colgren Bcstg. Co.
 Address Union Turnpike
 Phone: HU 8-3341 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative McGillvra, Kittell-Carter
 Membership NARTB
 General Manager John Kearney
 Commercial Manager Robert Strakos
 Program Director James P. Cranna
 Publicity Director Jennie Weaver
 Chief Engineer Charles Weiler

WGSM**HUNTINGTON—1951**

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned Huntington-Montauk Bcstg. Co., Inc.
 Address 379 New York Ave.
 Phone: Huntington 4-6740 Air Time: Daytime
 News Service UP
 Station Representative Robert Keller
 Transcription Service World
 President Byron T. Sammis
 Gen., Sta. Mgr. Edward J. Fitzgerald
 Program Director Marjorie Anning
 Publicity Director Ruth Rogers
 Chief Engineer William Naramore

WHCU**ITHACA—1940—CBS**

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By Cornell University
 Business-Studio Address Savings Bank Bldg.
 Phone: 4-6301 Air Time: Full Time
 News Service UP
 Transcription Service Associated
 Membership NARTB, RAB
 Gen., Sta. Mgr. Michael R. Hanna
 Commercial Mgr. H. E. M. Brockway
 Program Director Joseph A. Short
 Publicity Director Sam Woodside
 Chief Engineer Herbert P. Michels

WJOC**JAMESTOWN—1948—MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts d.
 Owned-Operated By Air Waves, Inc.
 Trans.-Bus.-Studio Address 415 W. Fourth St.
 Phone: 5-108 Air Time: Full Time
 News Service AP
 Representative Gill-Perna
 Transcription Service World
 Membership NARTB, RAB
 Pres., Gen. Sta. Mgr. Harold P. Kane
 Program Director William Winn
 Sales Prom. Mgr. T. Graham Maxwell
 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: 7-151 Air Time: Full Time
 News Service UP
 Transcription Service Associated, McGregor
 Representative Venard, Rintoul & McConnell
 Membership NARTB, RAB
 President Jay E. Masor
 Gen., Sta. Mgr. Simon Goldman
 Comm. Mgr. J. Carl Willems
 Program Director George Pflieger
 Publicity Dir. Christine O'Polka
 Chief Engineer Harold J. Kratzert

W K N Y

KINGSTON—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Kingston Bcstg. Corp.
 Business-Studio Address. 601 Broadway
 Phone: 4500 Air Time: Full Time
 News Service UP
 Representative Meeker
 Membership RAB, NARTB
 President. Joseph K. Close
 General, Station Mgr. Robert M. Peebles
 Program Director. Ernest Ward
 Publicity Director. Richard McCarthy
 Chief Engineer. Carl Egolf

W V O S

LIBERTY—1947—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Sullivan County Bcstg. Co.
 Phone: 1680-1 Air Time: Full Time
 News Service UP
 Pres., Gen. Mgr. S. D. Lubin
 Commercial Mgr. H. G. Borwick
 Chief Engineer. Robert Gessner

W L F H

LITTLE FALLS—1952—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Radio City Bcstrs.
 Address. 339 S. 2nd St.
 Phone: 654 Air Time: Full Time
 News Service AP
 Representative McGillvra
 President. Arthur Feldman
 Vice-President. Robert Feldman
 Commercial Mgr. Frank Camarata
 Chief Engineer. Arthur Clark

W U S J

LOCKPORT—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Union-Sun & Journal, Inc.
 Trans. Address. 320 Michigan St.
 Phone: 3-5944 Air Time: Full Time
 News Service AP
 Transcription Service World
 Newspaper Affil. "Union Sun & Journal"
 Representative Gill, Perma
 Membership NARTB
 President. Egbert D. Corson
 General Manager. William J. Kemble
 Comm. Mgr. Joseph A. Pinna
 Prog. Dir. Tony Allen
 Chief Engineer. Richard Weatherbee

W I C Y

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. North Country Bcstg. Co.
 Address. 65 Woodward St.
 Phone: 187 Air Time: Full Time

News Service UP
 Pres., Gen. Sta. Mgr. Mitchell C. Tackley
 Commercial Manager. Alice M. Tackley
 Program Director. Donald J. Paye
 Publicity Dir. M. C. Tackley
 Chief Engineer. Adolf Stromer

W M S A

MASSENA—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. The Brockway Co.
 Business Address. Arcade St.
 Phone: Watertown 27 Air Time: Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative Weed
 Membership NARTB, RAB
 President. John B. Johnson
 General Manager. Louis Sciff, Jr.
 Station Manager. Thomas R. McHugh
 Program Director. James H. Nash
 Chief Engineer. Michael Tarkulich

W A L L

MIDDLETOWN—1942—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. The Community Bcstg. Corp.
 Business-Studio Address. 62 North St.
 Phone: Middletown 3119 Air Time: Full Time
 News Service AP
 Pres., Gen., Comm. Mgr. James M. Patt
 Program Director. Jerry Wax
 Chief Engineer. Fred Schoelkopf

W G N Y

NEWBURGH—1933

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned. Orange County Bcstg. Co., Inc.
 Business-Studio Address. 161 Broadway
 Phone: Newburgh 4600 Air Time: Daytime
 News Service AP
 Membership RAB
 Sta. Rep. Kettell-Carter
 Pres., Gen. Mgr. George W. Bingham
 Commercial Manager. Joseph Rake
 Prog. Dir. Richard Kaskin
 Chief Engineer. Marvin S. Seimes

W N R C

NEW ROCHELLE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Oper. By. Radio New Rochelle, Inc.
 Address. 411 Fifth Ave.
 Phone: 6-0800 Air Time: Daytime
 News Service AP
 Pres., Gen., Sta. Mgr. James A. Iodice
 Comm., Prog. Dir. Paul V. Coughlin
 Sales Prom. Mgr. Nick Andrews
 Publicity Director. Jerry Dale

WABC

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Oper. By... American Bcstg. Co., Inc.
 Business Address... 7 West 66th St.
 Phone: SU 7-5000 Air Time: Full Time
 News Service... AP, INS
 Representative... Edward Petry & Co.
 President... Robert E. Kintner
 Acting Gen. Mgr... Michael Renault
 Program Manager... Myrtle Tower
 Sales Prom. Mgr... Eugene Accas
 Chief Engineer... John Bourcier

WBNX

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: MEIrose 5-0333 Air Time: Full Time
 News Service... AP
 Transcription Service... SESAC
 Representative... King
 President... A. L. Haskell
 V.P., Sta.-Gen. Manager... William I. Moore
 Asst. Comm. Mgr... Edward Betchley
 Production Director... Frank Johnson

WCBS

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: Plaza 1-2345 Air Time: Full Time
 News Service... AP, INS, UP
 Transcription Service... Capitol
 Representative... CBS Radio Spot Sales
 Membership... NARTB, RAB
 President of CBS... Frank Stanton
 General Manager... Carl Ward
 Sales Manager... Henry Untermyer
 Merchandising Dir... Howard Lally
 Sales Prom. Mgr... Murray Gross
 Program Director... Sam Slate
 Public Affairs Dir... D. Gordon Graham
 Publicity Director... Milton Rich
 Chief Engineer... Davidson Vorhes

WEVD

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

WMCA

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By... WMCA, Inc.
 Business-Studio Address... 1657 Broadway
 Phone: Circle 6-2200 Air Time: Full Time
 Transcription Service... World
 Representative... AM Radio Sales
 Membership... BAB
 President... Nathan Straus
 General Manager... M. M. Fleischl
 Program Director... Leon Goldstein
 Sales Prom. Mgr... Patricia Bolton
 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: MU 8-1000 Air Time: Full Time
 News Service... UP, AP
 Representative... Rambeau
 Director... Arthur M. Tolchin
 General Manager... Frank Roehrenbeck
 Sales Manager... Samuel Faust
 Program Director... Raymond Katz
 Publicity Director... Jo Ranson
 Chief Engineer... Paul Fuelling

**TAP THE RICH MARKET
OF METROPOLITAN NEW YORK**

through

WEVD AM 1330 K.C. 5000 K.W.
FM 97.9 20 K.W.

ENGLISH . . . JEWISH

The more than 600,000 Jewish families, comprising approximately 3,000,000 people, are one of the vital segments of the vast Metropolitan New York market.

For more than two decades top-draw national and local advertisers have tapped this fabulously rich market, with the essential help of WEVD's unmatched superiority in the volume of Jewish listeners.

Renewing their contracts year after year, these advertisers have proved the loyalty of WEVD's audience . . . it stays tuned to WEVD . . . it responds to quality . . . it has the means to buy.

Send for your copy of the roster of
WHO'S WHO AMONG WEVD'S SPONSORS

*All Programs Broadcast on
AM and FM Simultaneously*

HENRY GREENFIELD, Managing Director

**WEVD 117-119 West 46th Street
New York 36, N. Y.**

IN NEW YORK...



For almost a quarter of a century, WHOM has devoted its time and effort serving the foreign language groups in New York's Metropolitan Area. Today, many of the OVER FIVE MILLION Italian, German, Spanish, Polish and Russian speaking citizens look upon WHOM as a friend who has always known how to "speak their language," presenting the type of entertainment most popular to each group. That is why WHOM influence in these homes can mean so much to your sales figures.

- 62 Hours a Week of Spanish Programs.
- 18 Hours a Week of Italian Programs.
- 18 Hours a Week of Polish Programs.
- 12 Hours a Week of German Programs.
- 4½ Hours a Week of Russian Programs.
- 3½ Hours a Week of Ukranian Programs.

... 21 Hours a week devoted to our large Negro following, presenting "After Hours Swing Session," featuring Willie Bryant, "The Mayor of Harlem," and one of the best loved Negro Disc Jockeys on the air.

ATLANTIC BROADCASTING COMPANY, INC.
136 West 52 St. CI 6-3900
New York 19, N. Y.



W H O M

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
 Business Address.....136 W. 52nd St.
 Phone: Circle 6-3900.....Air Time: Full Time
 Newspaper Affil.. Il Progreso, Italo-Americano
 News ServiceUP
 PresidentFortune Pope
 V.P., Chge. Sales.....Charles Baltin
 Sales Prom. Mgr.....R. A. Fornier
 Program Director.....Ralph Constantino
 Chief Engineer.....George Steiger

W I N S

NEW YORK—1926

Frequency: 1010 Kc.....Power: 50,000 Wtts
 Owned-Oper. By.....Gotham Bcstg. Corp.
 Address.....28 W. 44th St.
 Phone: BRyant 9-6000.....Air Time: Full Time
 News Service.....INS. UP
 Membership.....NARTB, BAB
 President.....J. Elroy McCaw
 General Manager.....Robert Leder
 Director of Sales.....Jacques Biraben
 Sales Prom. Mgr.....Joe Besch
 Program Director.....Robert Smith
 Chief Engineer.....Paul von Kunitz

(See Page 516)

The Red Cross Needs



Your Unstinting Assistance

G I V E !

BOB & RAY

the **PETER ROBERTS** *show*

**YANKEE
BASEBALL**

LISTEN TO LACY

**SINGING
BATTLE ROYAL**

WINS "The Smile on your Dial spot"

STAN SHAW

LES KEITER'S



SPORTS

SHOW

the

**ALAN
FREED**

*Rock 'n Roll
Party*

PETER ROBERTS * news * special events



BIRDLAND SHOW

WINS



NEW YORK • 50 KW

**DREW
PEARSON**

the U. N. today

SATURDAY NIGHT HOP

**24
HOURS A DAY**

WLIB

NEW YORK—1944

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....New Bcstg. Co., Inc.
Business-Studio Address.....207 E. 30th St.
Phone: ORegon 9-2720.....Air Time: Daytime
News ServiceAP

RepresentativeForjoe
PresidentMorris S. Novik
General Mgr.....Harry Novik
Program Director.....Nat Rudich
Comm. Mgr.....George A. Bernstein
Chief Engineer.....Gordon A. Greenfield

(See Page 518)

FOR THE

WHLI Story

AND

PERSONNEL ROSTER

SEE

PAGES 510-511

LARGEST MORNING NEGRO AUDIENCE IN N. Y. — PULSE

The Only station in New York with
studios in Harlem.



WALTER WHITE

WALTER WHITE SHOW
SYNDICATED NATIONALLY
FEATURES NEWS AND
INTERVIEWS WITH
FAMOUS PEOPLE
IN ALL WALKS
OF LIFE.

—WRITE FOR RATES

STARRING



GEO. GOODMAN



LLOYD WILLIAMS



VICTOR BOZEMAN

NEW YORK NEGRO
POPULATION IS 1,012,883
(U. S. CENSUS, 1952)

NEGRO COMMUNITY NEWS
PROGRAMS EVERY HOUR ON THE HALF
HOUR—35 NEWSCASTS PER WEEK



THE BOWERS



HAL JACKSON



BILL JENKINS

WLIB

1190

207 EAST 30th STREET, NEW YORK 16, N. Y.

ON THE DIAL

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

The Italian Influence



In every phase of American life, Italian creativeness plays a leading role in satisfying our demands for better living. From music to motor cars, from fashions and furniture to films and food, we eagerly accept the good things the Italian Influence brings us. Here in New York, with more than two million Americans of Italian origin, the Italian Influence makes its most penetrating impact.

Let WOV show you how to direct this influence to the profit of the product you advertise.

One of America's Important Stations
WOV
NEW YORK
5000 WATTS

Representatives:
John E. Pearson Co.

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

W N E W

NEW YORK—1934

Freq.: 1130 Kc. Power: 50 Kw. d., 10 Kw. n.
 Owned-Operated By WNEW, Inc.
 Business-Studio Address 565 Fifth Ave.
 Phone: PLaza 3-3300 Air Time: Full Time
 Transcription Service Lang-Worth
 News Service AP
 Representative John Blair
 Pres. & Gen. Mgr. R. D. Buckley
 V.P., Sales Director Ira Herbert
 Promotion Manager Kenneth Klein
 Coordinator of Operations (V.P.) John Jaeger
 Chief Engineer Max Welner

W O V

NEW YORK—1926

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By Wodaam Corp.
 Business-Studio Address 730 Fifth Ave.
 Phone: CI 5-7979 Air Time: 21 Hrs.
 News Service AP, ANSA
 Transcription Service Standard MacGregor
 Representative Pearson, Walker
 Membership RAB
 President Richard E. O'Dea
 General Manager Ralph N. Well
 Commercial Manager Joseph N. Curl
 Sales Promotion Mgr. Carroll Forbes
 Program Director Arnold Hartley
 Chief Engineer Emile Hill

W O R

NEW YORK—1922—MBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By General Teleradio, Inc.
 Business-Studio Address 1440 Broadway
 Phone: LOngacre 4-8000 Air Time: Full Time
 News Service INS, UP
 Transcription Service Associated
 Representative H.R. Reps.
 Membership NARTB, RAB
 President Thomas F. O'Neil
 V.P., Gen. Mgr., Prog. Dir. Gordon Gray
 Commercial Mgr. William Dix
 Publicity Manager Richard Jackson
 Chief Engineer Charles Singer

(See Page 302)

W R C A

NEW YORK—1922—NBC

Frequency: 660 Kc. Power: 50 Kw., d.
 Owned National Bcstg. Co.
 Address 30 Rockefeller Plaza
 Phone: CI 7-8300 Air Time: Full Time
 News Service AP, INS, UP
 Transcription Service Thesaurus
 Station Rep. NBC Spot Sales
 Membership NARTB, BAB
 President Sylvester Weaver
 General Mgr. Hamilton Shea
 Station Mgr. Ernest dela Ossa
 Commercial Mgr. George Stevens
 Sales Prom. Mgr. Max Buck
 Program Dir. Steve White
 Chief Engineer Gerald Sellar

THOSE WHO KNOW FAMOUS BRANDS . . .
KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

Good music rings the bell!



America's Number One Good Music Station, WQXR, becomes America's most Powerful Good Music Station as our new 50,000 watt transmitter goes on the air.

This means that the appetite for the best in music and The New York Times news puts our television-proof program policy in the "big time."

Almost twenty years of sticking to one idea — good music and news — has enabled WQXR to build an audience of 600,000 families of higher-than-average income in the world's richest market area — New York. Our new top-power transmitter will extend that market further.

More people will hear WQXR's excellent programming, more people will hear our sponsors' messages, more people will buy WQXR's advertised products and services. That's what you want, isn't it?

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, N. Y. LA 4-1100

W Q X R NEW YORK—1936

Frequency: 1560 Kc. Power: 50,000 Watts
 Owned-Operated By..... Interstate Bcstg. Co.
 Business-Studio Address..... 229 W. 43rd St.
 Phone: LA 4-1100. Air Time: Full Time
 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
 Sales Prom. Dir..... Mary Rice Anderson
 Program Director..... Eleanor N. Sanger
 Pub. Dir..... E. "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..... Earl C. Hull
 Business-Studio Address..... Hotel Niagara
 Phone: 8421. Air Time: Daytime
 News Service..... UP
 Transcription Service..... Associated, Standard
 Representative..... Headley-Reed
 Membership..... NARTB
 V.P., Gen.-Station Mgr..... Earl C. Hull
 Commercial Mgr..... Jack Whitney
 Program Director..... Eddy Joseph
 Chief Engineer..... Robert Wilson

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... John J. Laux
 Address..... 129 Main St.
 Phone: 5796. Air Time: Daytime
 News Service..... UP
 Transcription Service..... SESAC
 Representative..... Pearson
 Gen., Comm. Mgr..... Tom W. Talbot
 Program Director..... Tiny Hamerick
 Chief Engineer..... Gustav Czaplak

W C H N

NORWICH—1953

Frequency: 970 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Radio Norwich, Inc.
 Address..... 14 S. Broad St.
 Phone: 4-2218. Air Time: Daytime
 News Service..... UP
 Transcription Service..... Thesaurus
 Station Rep..... McGillvra
 Pres., Gen. Mgr..... William J. Hall
 Publicity Director..... Ray Whitlock
 Chief Engineer..... Kenneth Rockwell

W S L B

OGDENSBURG—1940—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... St. Lawrence Bcstg. Corp.

Address..... 2315 Knox St.
 Phone Number..... 500
 News Service..... UP
 Membership..... RAB
 President..... Joseph R. Brandy
 General Manager..... Harold J. Frank
 Comm. Mgr..... Joseph R. Brandy
 Program Director..... Hal Gilman
 Chief Engineer..... Ellsworth Hall

W H D L

OLEAN—1929—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... WHDL, Inc.
 Address..... 3219 State St.
 Phone: 4149. Air Time: Full Time
 Newspaper Affiliation..... Times Herald
 News Service..... AP
 Transcription Service..... World
 Representative..... Everett & McKinney
 Membership..... NARTB, RAB
 Pres., Gen., Sta. Mgr..... John R. Henzel
 Commercial Manager..... James F. Hastings
 Program Director..... Donald W. Merriman
 Chief Engineer..... Wallace D. Taylor

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: 2470. Air Time: Full Time
 News Service..... UP
 Newspaper Affiliation..... Oneonta Star
 Transcription Service..... Associated
 Representative..... Radio Reps.
 Membership..... RAB
 President..... James H. Ottaway
 Managing Director..... Francis H. Brinkley
 Station Manager..... Harold E. Graves
 Comm. Mgr..... Benjamin Turnbull
 Program Director..... Howard Atwell
 Chief Engineer..... Wiley Bates

W K B S

OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts
 Owned-Oper. By..... Bcstg. System, Inc.
 Address..... Jericho Turnpike, Mineola, Box 750
 Phone: Pioneer 6-6700. Air Time: Daytime
 News Service..... UP
 Pres. & Gen. Mgr..... Lee Hollingsworth
 Comm. Mgr..... D. B. Robbins
 Sales Prom. Mgr..... Tommy Hollingsworth
 Program Dir..... Bob Jenkins
 Chief Engineer..... Lee Hollingsworth

W A L K

PATCHOGUE—1952

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Suffolk Bcstg. Corp.
 Address..... P. O. Box 230
 Phone: Patchogue 3-0408. Air Time: Daytime

News Service AP
 Newspaper Affiliation... Suffolk Cons. Press
 Transcription Service... Associated, Capitol
 Representative Webb
 Membership NARTB
 Pres., Gen. Mgr..... Nils E. Segerdahl
 Vice-President..... W. K. Macy, Jr.
 Gen. Mgr..... Nils E. Segerdahl
 Prog. Dir..... Jack Ellsworth
 Chief Engineer..... George Chandler

WPAC

PATCHOGUE—1951

Frequency: 1580 Kc..... Power: 1 Kw. d.
 Owned-Oper. By..... Patchogue Bcstg. Co.
 Address Box 651
 Phone: Patchogue 3-4600. Air Time: Daytime
 News Service UP
 Pres., Gen. Mgr..... Lee Morrison
 Station Mgr..... Stan Allan
 Comm. Mgr..... Herbert Morrison
 Sales Prom. Mgr..... Don Lombardy
 Program Director..... Dick Hodkin
 Chief Engineer..... Morton Morrison

WLNA

PEEKSKILL—1948

Frequency: 1420 Kc... Power: 1000 Watts d.
 Owned-Oper. By..... Highland Bcstg. Corp.
 Trans. Address..... Radio Terrace
 Phone: Peekskill 7-1124... Air Time: Daytime
 News Service UP
 Transcription Service..... SESAC, World
 Station Rep..... Kettell-Carter
 Membership NARTB
 Pres., Gen. Mgr..... Irving E. Cottrell
 Comm., Sales Prom. 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: 1600..... Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Gill-Perna
 Membership NARTB, RAB
 Pres., Gen. Mgr..... George F. Bissell
 Program Director..... Leon Kelly
 Commercial Mgr..... Jack Charles
 Sales Prom. Mgr..... Alex Coursey
 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: Plattsburg 2800. Air Time: Full Time
 News Service AP
 Transcription Service Associated
 Representative W. S. Grant Co., Inc.
 Membership NARTB, RAB

Pres., Gen., Comm. Mgr. Joel H. Scheier
 Business Mgr..... Donald Pelkey
 Program Director..... Betty Kraus
 Chief Engineer John M. Nazak

WDLC

PORT JERVIS—1953

Frequency: 1490 Kc..... Power: 100 Watts
 Owned-Oper. By..... Port Jervis Bcstg. Co.
 Address Neversink Drive
 News Service AP
 Membership NARTB
 Transcription Service World
 President..... William H. Ware
 General Manager..... Ernest C. Winkler
 Commercial Mgr..... Oscar Wein
 Program Director..... Henry Schwartz
 Chief Engineer..... Richard L. Van Schaick

WEOK

POUGHKEEPSIE—1948

Frequency: 1390 Kc... Power: 1000 Watts, d.
 Owned-Operated By... Mid-Hudson Bcsts. Inc.
 Business-Studio Address..... 385 Main St.
 News Service UP
 Transcription Service..... Lang-Worth, SESAC
 Representative..... Everett-McKinney
 Membership NARTB, RAB
 Pres., Gen. Mgr..... Arthur J. Barry, Jr.
 Comm. Mgr..... Frank Breslin
 Prom. Dir..... William Eames
 Chief Engineer..... John P. Burke

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

HOW TO APPLY FOR FCC LICENSE

(Continued from Page 249)

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303, which is "Ap-

plication for Renewal of Broadcast Station License."

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is *pro forma* or technical in nature; i.e., where no substantial changes in interest occur.

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP



THERE'S A NEW AUDIENCE IN WGYLAND

The New York State Thruway brings a huge and important Auto-Radio audience to upstate New York. WGY will hold this audience for more than 200 miles.

And... WGY also covers 54 counties of New York and Western New England with a population of 2,752,800.

WGY

32 YEARS

WGY's 50,000 Watts now cover one of the most prosperous markets in New York, 24 hours a day.



**Measure of a Great
Radio Station**

WGY **A** **GENERAL ELECTRIC** **STATION**

ALBANY—TROY—SCHENECTADY—plus—
54 counties in New York and New England
Represented nationally by Henry I. Christal Co., Inc.
New York—Boston—Chicago—Detroit—San Francisco

WKIP**POUGHKEEPSIE—1940—ABC**

Frequency: 1450 Kc. Power: 250 Watts
 Owned. Dutchess County Bcstg. Corp.
 Business-Studio Address. Box 889
 Phone: 6800. Air Time: Full Time
 News Service. AP
 Transcription Service. Associated
 Station Rep. Kettell-Carter
 Membership. NARTB, RAB
 Pres., Gen. Mgr. George W. Bingham
 Commercial Manager. Richard A. Dwelley
 Program Director. John Kuhn
 Chief Engineer. Marvin S. Seimes

WBBF**ROCHESTER—1947—MBS**

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By. WBBF, Inc.
 Bus. Studio Address. Sheraton Hotel
 Phone: HA 8920. Air Time: Full Time
 News Service. AP
 Representative. Cooke
 Transcription Service. RCA
 President. Thomas L. Brown
 Commercial Mgr. Lloyd B. Gibson
 Sales Prom. Mgr. Nick Nickson
 Program Director. Claude Johnstone
 Chief Engineer. Vinent Lopololo

WHAM**ROCHESTER—1922—NBC**

Frequency: 1180 Kc. Power: 50,000 Watts
 Owned-Operated By. Stromberg-Carlson Co.
 Business Address. Rochester Radio Cty.
 Phone: Culver 7240. Air Time: Full Time
 News Service. UP
 Transcription Service. World, Standard
 Representative. George P. Hollingbery
 Membership. NARTB
 Sta., Gen. Mgr. William Fay
 Commercial Manager. John W. Kennedy, Jr.
 Program Director. Charles W. Siverson
 Sales Manager. Arthur W. Kelly
 Chief Engineer. Kenneth Gardner

WHEC**ROCHESTER—1925—CBS**

Frequency: 1460 Kc. Power: 5000 Watts
 Owned. Gannett Co. Inc.
 Bus. Studio Address. 55 Exchange St.
 Phone: Locust 5600. Air Time: Full Time
 News Service. AP
 Newspaper Affiliation. Gannett Co.
 Representative. Everett McKinney
 Membership. NARTB, RAB
 President. Frank E. Gannett
 General Manager. Glover Delaney
 Commercial Manager. Lowell H. MacMillan
 Sales Prom. Mgr. R. Boyanizer
 Program Director. Warren Doremus
 Chief Engineer. Bern C. O'Brien

WRNY**ROCHESTER—1947**

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Oper. By. Rochester Bcstg. Co., Inc.
 Business-Studio Address. 191 East Ave.
 Phone: Hamilton 9775. Air Time: Daytime
 News Service. AP
 Transcription Service. Associated, etc.
 Representative. Stars Natl.
 Membership. RAB
 President. Arthur C. Kyle, Jr.
 Gen., Sta. Mgr. J. A. Shefrin
 Chief Engineer. John Rathbun

WSAY**ROCHESTER—1936**

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

WVET**ROCHESTER—1947—ABC**

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Oper. By. Veterans Bdcstg. Inc.
 Address. 17 Clinton Ave So.
 Phone: HAmilton 4820. Air Time: Full Time
 News Service. AP
 Pres., Gen. Mgr. Ervin F. Lyke
 Gen. Sales Mgr. Arthur Murrellwright
 Program Director. Paul C. Louthier
 Chief Engineer. Raymond Jobs

WKAL**ROME—1946—MBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Copper City Bcstg. Corp.
 Business-Studio Address. Capitol Theatre Bldg.
 Phone: 3616-7. Air Time: Full Time
 News Service. UP
 Transcription Service. Lang-Worth
 Representative. Cooke
 President. Myron J. Kallet
 General Manager. Joseph Kallet
 Program Director. Louis Barile
 Chief Engineer. James Delaney

WNBZ

SARANAC LAKE—1927—ABC-KBS

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

WSPN

SARATOGA SPRINGS—1954

Frequency: 930 Kc. Power: 250 Watts
 Owner: Spa Bcstrs., Inc.
 Address: 71 West Ave.
 Phone: 7-2261 Air Time: 2180
 Pres., Gen. Mgr.: Richard O'Connor

WGY

SCHENECTADY—1922—NBC

Frequency: 810 Kc. Power: 50,000 Watts
 Owned-Oper. By: General Electric Co.
 Business-Studio Address: 1 River Rd.
 Phone: 7-2261 Air Time: Full Time
 News Service: AP, UP
 Transcription Service: Thesaurus, World

Covering the Adirondacks

Since 1927

WNBZ

SARANAC LAKE, N. Y.

Rep. by WM. G. RAMBEAU CO.

Representative: Henry I. Christal
 Membership: NARTB, RAB
 General Manager: Merl L. Galusha
 Station Operations Mgr.: R. W. Welpott
 Supervisor of Sales: Robert F. Reid
 Promotion Mgr.: James Cobb
 Station Service: Caleb Paine
 Spvr. of Programs: A. G. Zink
 Mgr. of Engineering: W. J. Purcell

(See Page 526)

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
 News Service: AP
 Transcription Service: Lang-Worth
 Membership: RAB
 President, Gen. Mgr.: Winslow Leighton
 Comm., Sls. Prom. Mgr.: Thomas Seeley
 Prog. Dir.: Stephen Fitz
 Chief Engineer: Irving P. Beck

WHEN

SYRACUSE—1941—ABC

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned: Meredith Syracuse Radio Corp.
 Address: 511 Loew Bldg.
 Phone: 2-0277 Air Time: Full Time
 Newspaper Affil.: Meredith Publishing Co.
 News Service: AP
 Transcription Service: Standard
 Station Representative: Katz
 Membership: NARTB, RAB
 V.P. & Gen. Mgr.: Paul Adanti
 Local Sales: L. N. Parmentier
 Promotion Mgr.: Robert Peel
 Program Director: John L. Scott
 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: 2-1147 Air Time: Full Time
 News Service: UP
 Representative: Free & Peters
 Membership: NARTB, RAB
 President: Oscar F. Soule
 Chief Engr., Gen. Mgr.: Charles F. Phillips
 Commercial Mgr.: Richard F. Polgreen
 Sales Prom. Mgr.: Robert W. Weir
 Program Director: Edward Bryant
 Publicity Director: Robert W. Weir

WSYR

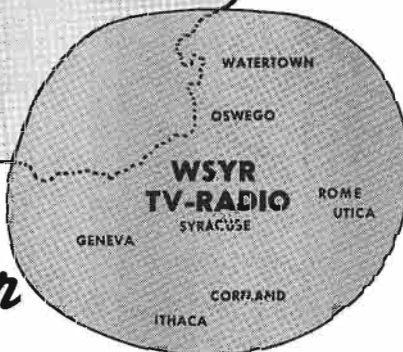
SYRACUSE—1922—NBC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: Central N. Y. Bcstg.
 Bus.-Studio Address: 224 Harrison St.
 Phone: SY 3-7111 Air Time: Full Time
 News Service: UP, AP

Definitely . . .

CENTRAL NEW YORK'S

Superior



BROADCASTING SERVICES!

WSYR-TV is Central New York's *only* maximum-power television station. WSYR Radio is the area's *only* low-frequency station operating day *and* night with five kilowatts of power.

Such clear superiority of facilities takes on important significance when you consider that the programming services of the WSYR Stations are produced by management personnel who have spent an average of 14½ years in the broadcasting business *right here in Central New York.*

It's that combination of topnotch facilities, *plus* topnotch local programming, *plus* the full NBC television and radio network services, that gives the WSYR Stations distinct leadership in one of the nation's important markets.

NBC AFFILIATES

WSYR

TV

100 KW
CHANNEL 3

RADIO

5 KW
570 KC

Represented Nationally by
HARRINGTON, RIGHTER AND PARSONS, Inc.

Represented Nationally by
The HENRY I. CRISTAL CO., Inc.

S Y R A C U S E , N . Y .

Trans. Service.....Lang-Worth Capitol "Q"
 Newspaper AffiliationHerald-Journal,
 Post Standard
 Rep.....Henry I. Christal, Harrington,
 Righter & Parsons
 RepresentativeHenry I. Christch
 MembershipNARTB, RAB
 Pres., Gen. Mgr.....E. R. Vadeboncoeur
 Commercial Mgr.....W. R. Alford, Jr.
 Sales Prom. Mgr.....Thomas McCollum
 V.P., Pgm. Dir.....Bill Rothrum
 V.P., Chief Engineer.....Albert J. Eicholzer

W N D R

SYRACUSE—1946—MBS

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Oper. BySyracuse Bcstg. Corp.
 AddressBox 1212
 Station Rep.Rambeau
 MembershipNARTB
 General Manager.....Arthur C. Kyle, Jr.
 Asst. Manager.....James A. McKechnie
 Commercial Mgr.....M. Silvieus
 Program Director.....Fred L. Jeske
 Chief Engineer.....Fred Schamu

W O L F

SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated ByCivic Bcstg. Corp.
 Bus.-Studio Address.....Kirkpatrick & Van
 Rensselaer Sts.

Phone: 2-7211.....Air Time: Full Time
 Transcription ServiceStandard
 RepresentativeWalker
 President, General Mgr...T. Sherman Marshall
 Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
 Chief Engineer.....Don Muir

W I P S

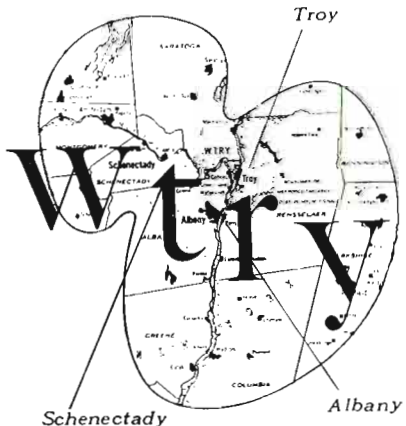
TICONDEROGA—1954—ABC-KBS

Frequency: 1250 Kc.....Power: 500 Watts
 OwnerPortage Bcstg. Co., Inc.
 Phone1776
 PresidentMartin Karig
 Prog. Dir., Chief Eng.....John Glynn

W T R Y

TROY—1940—CBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Troy Bcstg. Co., Inc.
 Business-Studio Address.....92 Fourth St.
 PhoneAlbany 4-2500, Ashley 4-1100
 Air TimeFull Time
 News ServiceUP
 RepresentativeJohn Blair
 MembershipNARTB, RAB
 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



In this, the nation's 32nd
 retail market, WTRY remains
 the most popular station and
 benefits from these character-
 istics of the market:

RADIO PENETRATION: 99.1%
 TV PENETRATION: 76%
 RADIO TUNE-IN, 6:00 AM-12 PM: 18.5%
 TV TUNE-IN, 7:00 AM-12 PM: 18%

*SHARE OF AUDIENCE:

	AM	PM	6-12PM
WTRY	31%	26%	26%
First 50kw net. station	18%	23%	27%
Other 50kw net. station	11%	12%	11%

*Pulse, Inc. October 1954

STATION WTRY . . . THE CBS RADIO NETWORK, ALBANY-TROY-SCHENECTADY
 JOHN BLAIR & COMPANY...NEW NATIONAL REPRESENTATIVE FOR WTRY

WGAT

UTICA—1946

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.
 Owned. Central Bcstg. Co.
 Address Kellogg Rd.
 Phone: 5-5209. Air Time: Full Time
 News Service AP
 Station Rep. J. Hershey McGillvra
 President J. Eric Williams
 Station Manager C. D. Williams
 Sales Prom. Mgr. Nicola Capomacchio
 Program Director Nick Dardano
 Chief Engineer Frederick H. Harrington

WIBX

UTICA—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By WIBX, Inc.
 Address First Bank Bldg.
 Phone: 2-2101. Air Time: Full Time
 News Service UP
 Transcription Service World
 Reprs. Biddick, Walker
 Membership NARTB, RAB
 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

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By The Rome Sentinel Co.
 Business-Studio Address 258 Genesee St.
 Phone: 2-5111. Air Time: Full Time
 Representative Avery-Knodel
 Transcription Service Associated
 President Bradley C. Barnard
 General Manager Fritz S. Updike
 Program Director Edward M. Stemmler
 Sta., Comm. Mgr. Richard A. Clark
 Chief Engineer George S. Woods

WDLA

WALTON—1951—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Delaware County Bcstg.
 Address Bear Spring Mt.
 Phone: UN 5-4321. Air Time: Full Time
 News Service UP
 Representative Rambeau
 President Dr. E. Ogden Bush
 V.P., Gen., Comm. Mgr. Michael J. Cuneen
 Program Director James T. Kirwan
 Chief Engineer Robert Devine

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

W A T N

WATERTOWN—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Watertown Bcstg. Corp.
Bus.-Studio Location.....118 Washington St.
Phone Number.....2424
Transcription Service.....Standard, SESAC
Membership.....NARTB
Pres., Gen. Mgr.....G. Harry Righter

W W N Y

WATERTOWN—1941—CBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....The Brockway Co.
Address.....Hotel Woodruff
Phone: 4120.....Air Time: Full Time
News Service.....UP
Transcription Service.....World, Thesaurus
Representative.....Weed
Membership.....NARTB, RAB
President.....John B. Johnson
General Manager.....Louis Saiff, Jr.
Station Manager.....Earl R. Kelly
Sales Manager.....Patrick E. Rheame
Production Manager.....John V. Evans
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.....P. O. Box 711
Phone: WH 9-6400.....Air Time: Full Time
News Service.....AP
Trans. Service.....Amp, Thesaurus, SESAC
Representative.....Headley-Reed
Membership.....NARTB
President.....Valentine E. Macy, Jr.
Gen.-Sta. Mgr., Chief Engineer..Frank A. Seitz
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: DE 5-1600.....Air Time: Full Time
News Service.....AP
Transcription Service.....Associated, SESAC
President.....W. H. Reuman
Gen., Sta. Mgr.....Edith Dick
Sales Prom. Mgr.....Selvin Donneson
Program Director.....Fred Barr
Chief Engineer.....Benton R. Bartlett

WWRL

New York

5,000 WATTS

Powerfully Selling America's Greatest

Market at the Lowest Cost



TOPS in New York

for the

NEGRO MARKET

SPANISH

GERMAN



1600 Kc DEfender 5-1600

54 in '54!

46 Agencies placed Fifty Four National and Regional Accounts* on

W F A S

to reach the Billion Dollar

Westchester Market in

1954!

* No "P.I.'s, No "Call-me-Now"s!

WFAS and WFAS-FM

White Plains, N. Y.

NORTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 4,308,000 — Families 1,150,000

Radio Homes 1,004,000 — TV Homes 556,000 — Stations in State 115

WRCS

AHOSKIE—1947—KBS

Frequency: 970 Kc. Power: 1000 Watts d.
Owned. Roanoke-Chowan Bcstg. Co., Inc.
Business Address. P. O. Box 89
Phone: 3101. Air Time: Daytime
News Service UP
Transcription Service Associated
Station Rep. Dora-Clayton
President. Charles H. Jenkins
Gen., Comm. Mgr. P. G. Sewell
Program Director. Bill Smith
Chief Engineer W. G. Barnes

WABZ

ALBEMARLE—1948—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By. Radio Station WABZ, Inc.
Business-Studio Address. Hotel Albemarle
Phone: 1100. Air Time: Daytime
News Service AP
Transcription Service World
Representative Dora-Clayton
President. S. R. Williams
General Manager W. J. Page
Commercial Manager. J. T. Newman
Program Director. C. H. Fletcher
Chief Engineer J. D. Brooks

WGWR

ASHEBORO—1947—KBS

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By. Asheboro Bcstg. Co., Inc.
Business-Studio Address. Box 309
Phone: 2187. Air Time: Daytime
News Service UP
Newspaper Affil. Courier Tribune
Transcription Service Thesaurus
Membership RAB
President Roy Cox
Gen., Sta., Comm., Prom. Mgr. J. R. Marlowe
Program Director. A. B. Brown
Chief Engineer. W. H. Trogdon

WISE

ASHEVILLE—1939—NBC

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By. Radio Station WISE, Inc.
Address Langren Hotel
Phone: 3-5381-3. Air Time: Full Time
News Service AP
Membership RAB, BMB
Representative Bolling Co.
Pres., Gen. Sta. Mgr. Harold H. Thoms
Commercial Mgr. Loyd B. Leonard
Program Director. Dick Harshaw
Publicity Dir. Skeeter Moore
Chief Engineer John Randolph

WLOS

ASHEVILLE—1947—ABC

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By. Skyway Bcstg. Co.
Business-Studio Address. 288 Macon Ave.
Phone: 2-2431. Air Time: Full Time
News Service UP
Transcription Service World
Representative Venard, Inc., Ayers
Executive Vice President. Charles B. Britt
Commercial Mgr. Bradley H. Roberts
Program Director. R. Fred Brown Jr.
Chief Engineer M. D. Hunnicut

WSKY

ASHEVILLE—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Radio Asheville, Inc.
Business-Studio Address. 12 Church St.
Phone: 3-4451. Air Time: Full Time
News Service AP
Representative Rambeau
Pres., Gen., Sta. Mgr. Zeb Lee
Prom., Pub., Comm. Mgr. James W. Young
Program Director. Sam Greene
Chief Engineer. Bill Clements

WWNC

ASHEVILLE—1927—CBS

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By. Asheville Citizen-Times Co.
Business-Studio Address. 14 O'Henry Ave.
Phone: 5611. Air Time: Full Time
Newspaper Affiliation Citizen-Times
News Service. AP, UP
Transcription Service Thesaurus
Representative H-R
Membership NARTB, RAB
President. Charlie Peace
Gen., Sta., Prom. Mgr. Cecil B. Hoskins
Comm. Mgr. James A. Hagan
Program Director. William F. Melia
Chief Engineer. William H. Hamrick

WCGC

BELMONT—1954

Frequency: 1400 Kc. Power: 250 Watts
Owner Central Bcstg. Co.
Address Box 58
Gen. Mgr., Chief Eng. Robert R. Hilker

WATA

BOONE—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Wilkes Bcstg. Co.
Address Depot St.
Phone: Amherst 4-8461. Air Time: Full Time

criteria in the carolinas



44% for JEANNE ALEXANDER and "JIM & JEANNE" weekday mornings.



GIL STAMPER pulls 42% with the charming "Sunday Scrapbook".



CLYDE McLEAN captures 61% with "Thursday Night Classics".



PHIL AGRESTA'S "Carolina News" has 57%.



65% gather Wednesday nites for ARTHUR SMITH and THE CRACKERJACKS.



LEWIS MARTIN'S HPL packs a 39% in the afternoon and a 59% by "Starlite Salute".



A 48% share for ALAN NEWCOMB'S "HITCHHIKER".



JACK KNELL and the news command 34% of the 6:00 P.M. traffic.



BOB RALFORD'S "Rafard at Random" attracts 61%.



40% in the afternoon for JIMMY PATTERSON, "By Jimmy".



GRADY COLE...for 25 years "Mr. Radio" in the South with a 43% share of audience.

Meet WBT's criteria, each with his own individual "take" of the audience, according to The Pulse, Inc., March 1954... from 39% to 65% shares of audience, each personality leading all other competition.

Each of WBT's Pulse-powerful personalities is a criterion of excellence in nearly 600,000 daytime North Carolina and South Carolina radio homes. Creating a daily diversity of broadcast banter, information, syncopation and public service, they couple their individual personalities with the 32-year personality of WBT's 50,000 watts—to provide unmatched coverage and penetration in the Carolinas market.

WBT
CHARLOTTE, N. C.

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

News ServiceAP
 Transcription ServiceThesaurus
 President.....Doris B. Brown
 General Manager.....Roland Potter
 Commercial Manager.....Ralph Tugman
 Program Director.....Dwight Larick
 Chief Engineer.....Bob Daugherty

WPNF

BREVARD—1950—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Pisgah Bcstg. Co., Inc.
 Phone: 3-2611.....Air Time: Full Time
 News ServiceAP
 News. Affil....."Transylvania Times"
 News ServiceAP
 President.....Ed M. Anderson
 Gen., Comm. Mgr.....Jack Hammette
 Program Director.....John Dellinger
 Sales Prom. Mgr.....John Anderson
 Chief Engineer.....Baxter Morris

WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Alamance Bcstg. Co., Inc.
 Business-Studio Address.....318 S. Main St.
 Phone: 6-6376.....Air Time: Daytime
 News ServiceAP
 Transcription ServiceAssociated
 Station Rep.....Media Sales
 General Manager.....E. Z. Jones
 Commercial Manager.....Robert Ray
 Program Director.....Ed Brooks
 Publicity Director.....Cletus Peacock
 Chief Engineer.....Berry Tysor

WFNS

BURLINGTON—1946

Frequency: 1150Power: 1000 Watts d.,
 Owned-Oper. By Burlington-Graham Bdcstg Co.
 Address.....P. O. Box 1328
 Phone: 4261.....Air Time: Daytime
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Sears & Ayer
 MembershipNARTB, RAB
 President.....L. E. Neese
 Gen., Sta. Mgr.....G. C. Starnes
 Comm. Prom. Mgr.....Harold Nall
 Program Director.....Phil Peterson
 Chief Engineer.....Charles D. Chandler

WWIT

CANTON—1954

Frequency: 970 Kc.....Power: 1 Kw.
 Owned.....Western N. C. Bcstrs., Inc.
 Address.....Radio Center
 Phone: 3588.....Air Time: Daytime
 MembershipNARTB
 News ServiceUP
 President.....Beverly M. Middleton
 Vice-President.....Kermit Edney
 Treasurer.....D. A. Gilmore

WCHL

CHAPEL HILL—1953

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Village Bcstg. Co.
 Address.....Box 338
 Phone: 8484.....Air Time: Daytime
 News ServiceAP
 Transcription Service.....Lang-Worth, Indie
 Pres., Gen. Mgr.....R. McClamroch, Jr.
 Asst. to Gen. Mgr.....W. M. Alexander
 Chief Engineer.....Fritz Thurston

WAYS

CHARLOTTE—1941—ABC

Freq.: 610 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Inter-City Advertising Co.
 Business-Studio Address.....3229 S. Blvd.
 Phone: 3-7173.....Air Time: Full Time
 Representative.....Bolling Co., Ayers
 President.....George W. Dowdy
 Gen., Sta. Mgr.....J. P. Poston
 Sales Prom., Pub. Dir.....Don Matney
 Chief Engineer.....B. C. Stewart

WBT

CHARLOTTE—1922—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Jefferson Standard Bdcstg.
 Address.....1901 W. Morehead St.
 Phone: ED 3-8833.....Air Time: Full Time
 News ServiceAP, UP
 Transcription ServiceWorld
 Representative.....CBS Radio Spot Sales
 MembershipNARTB, RAB
 President.....J. M. Bryan
 General Manager.....Charles H. Crutchfield
 V.P., Sales & Prom.....Robert Covington
 Program Director.....William Nelson
 Prom. Super.....John Dillon
 Publicity Director.....Ned Burgess
 Chief Engineer.....Thomas Howard

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Charlotte Radio & TV Corp.
 Business Address.....2520 Toomey Ave.
 News ServiceAP
 RepresentativeForJoe
 TranscriptionCapital
 Pres., Gen. Mr.....Francis M. Fitzgerald
 Sales Prom. Mgr.....Everett Benout
 Commercial Mgr.....Ray Ervin
 Program Director.....John McKeel
 Pub. Dir.....Nelda McMamus
 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.....204 Liberty Life Bldg.
 Phone: 6-3511.....Air Time: Full Time
 News Service.....AP
 Representative.....Free & Peters
 Membership.....NARTB, RAB
 President.....B. C. Hipp
 General Manager.....G. R. Shafto
 Station Mgr.....W. Frank Harden
 Comm. Mgr.....T. B. Sawyer
 Prom., Pub. Dir.....Charles Friar
 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: Edison 2-7138.....Air Time: Full Time
 News Service.....AP
 Representative.....H-R Reps
 Membership.....NARTB, RAB
 Pres., Gen. Sta. Mgr.....E. J. Gluck
 Commercial Mgr.....Bomar A. Lowrance
 Sls. Prom. Mgr., Pub. Dir.....Charles M. Marshall
 Program Director.....Armand F. Bodie
 Chief Engineer.....L. L. Caudle, Jr.

WRRZ
CLINTON—1946

Frequency: 880 Kc.....Power: 1000 Watts d.
 Owned.....Tar Heel Bcstg. System, Inc.
 Bus.-Studio Address.....Butler Bldg.
 News Service.....AP
 Transcription Service.....World
 Station Rep.....Walker
 President.....W. R. Roberson, Sr.

WEGO
CONCORD—1943—KBS

Frequency: 1410 Kc.....Power: 1000 Watts d.
 Own-Oper. By.....Cabarrus Bdcstg. Co.
 Business-Studio Address.....P. O. 527
 Phone.....2-6000
 Station Rep.....Continental
 President.....A. W. Huckle
 General Manager.....Elizabeth Huckle
 Pgm., Comm. Dir.....Howard McCurry
 Chief Engineer.....Kenneth R. Kennedy

WCKB
DUNN—1946—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....No. Car. Cent. Bcstrs.
 Business Address.....Box 431
 News Service.....UP
 Transcription Service.....World
 Station Rep.....Media
 President.....Leifton A. Tart, Sr.
 Sta., Gen. Mgr.....A. Lincoln Faulk
 Commercial Manager.....Carl Lamm
 Sales Prom. Mgr.....John Ciccone
 Program Director.....Hershell Barbour
 Publicity Director.....John Thomas
 Chief Engineer.....Joseph Kotlas

WDNC

DURHAM—1934—CBS

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....The Durham Radio Corp.
 Bus.-Studio Address.....138½ E. Chapel Hill St.
 Phone: 6155.....Air Time: Full Time
 News Service.....UP
 Newspaper Affiliation.....Herald Sun
 Transcription Service.....Associated
 Representative.....Paul H. Raymer
 Membership.....NARTB, RAB
 President.....C. C. Council
 V.P., Gen. Mgr.....J. Frank Jarman
 Office Manager.....Sue Germino
 Commercial Manager.....C. James Woodhouse
 Program Director.....E. R. Higgins, Jr.
 Chief Engineer.....G. W. Bartlett

WSRC

DURHAM—1954

Frequency: 1410 Kc.....Power: 1 Kw.
 Owned.....Southern Bcstg. Co.
 Address.....Box 28, East Club Blvd.
 Phone: 2-4681.....Air Time: Daytime
 Station Rep.....Rambeau, Dora-Clayton
 General Manager.....John C. Greene, Jr.

WSSB

DURHAM—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Public Information Corp.
 Address.....211 Rigsbee Ave.
 News Service.....INS
 Station Rep.....McGillvra
 Pres., Gen. Mgr.....E. L. Clinton
 Program Director.....C. Cook
 Chief Engineer.....Edward Norman

WTIK

DURHAM—1946—ABC

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....WTIK, Inc.
 Address.....205½ W. Main St.
 News Service.....AP
 Representative.....Bolling Co.
 Membership.....NARTB, RAB
 President.....James L. Howe
 General Mgr.....Robert L. Williams
 Commercial Mgr.....James W. Batts
 Program Dir.....William P. Weathers
 Chief Engineer.....Robert L. Williams

WCNC

ELIZABETH CITY—1939—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Albemarle Bcstg. Co., Inc.
 Address.....E. Colonial Ave.
 Transcription Service.....Lang-Worth, SESAC
 Station Rep.....Continental
 General Manager.....R. C. Ryan
 Commercial Mgr.....Norman Ragsdale
 Program Director.....Charles R. Burroughs

WGAI

ELIZABETH CITY—1947

Freq.: 560 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By...WGAI Radio Co., Inc.
 Business-Studio Address...Kramer Bldg.
 Phone: 4371-2 Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 MembershipRAB
 President.....C. Alden Baker
 Commercial Mgr.....Jim Woods
 Prom., Pub. Dir.....Don Owens
 Chief Engineer.....Goodrich Williams

WIFM

ELKIN—1949

Frequency: 1540 Kc. Power: 250 Watts
 Owned.....Tri-County Bcstg. Co. Inc.
 Address.....Elk Spur St.
 Phone: 860 Air Time: Daytime
 News ServiceAP
 Station Rep.....Media-Sales & Service
 President.....H. Lefloon
 General Mgr.....Will Erwin
 Commercial Mgr.....Eugene Smith, Jr.
 Program Director.....Mrs. Ruth Smith
 Chief Engineer.....Eugene Smith, Jr.

WFMO

FAIRMONT—1953

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Carolinas Bcstg. Corp.
 Address.....Box 492
 Phone: 4781 Air Time: Daytime
 News ServiceUP
 Transcription ServiceThesaurus
 President.....Cutlar Moore
 Gen., Sta., Prom. Mgr.....B. E. Peele
 Comm., Prog. Dir.....Jim Clark
 Chief Engineer.....J. F. Milazzo

WFAI

FAYETTEVILLE—1951—CBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...Ralph E. Hess
 Bus.-Studio Add.....Huske Bldg.
 Phone: 2-8131 Air Time: Full Time
 News ServiceAP
 Transcription Service.....RCA Thesaurus
 Representative.....Thomas F. Clark
 President.....Ralph E. Hess
 General Manager.....James H. Mayes, Jr.
 Comm. Mgr.....Bob Smith
 Publicity Director.....Covey Moorman
 Program Director.....Dick Perry
 Chief Engineer.....Bob Money

WFLB

FAYETTEVILLE—1948—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Fayetteville Bcstrs., Inc.
 Address.....P. O. Box 512

Phone Number2-7136
 Air Time5:30 a.m.-M.
 News ServiceAP
 RepresentativeBurn-Smith
 MembershipNARTB, RAB
 General Manager.....L. W. Allen
 Commercial Manager.....W. D. Bailey
 Sales Prom. Mgr.....W. B. Belche
 Chief Engineer.....Richard Madson

WFNC

FAYETTEVILLE—1940
MBS—TOBACCO NET

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Cape Fear Bcstg. Co.
 Address.....1009 William Clark Rd.
 Phone: 2-4196, 2-4197 Air Time: Full Time
 News ServiceUP
 RepresentativeWalker
 MembershipRAB
 Pres., Gen. Mgr.....Victor W. Dawson
 Commercial Manager.....Tom Harrell
 Program Director.....Mac Stamps
 Chief Engineer.....John Ikner

WBBO

FOREST CITY—1947—KBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By...Rutherford County Radio
 Co., Inc.
 Address.....Forest City
 Phone: 3205 Air Time: Daytime
 News ServiceAP
 Transcription ServiceThesaurus
 Station Rep.....Media
 MembershipNARTB
 Pres., Gen. Mgr.....Ed M. Anderson
 Sta., Comm. Mgr.....Fred Blanton
 Sales Prom. Mgr., Prog. Dir.....Jane Smith
 Chief Engineer.....Merton Iwerks

WFVG

FUQUAY SPRINGS—1949—KBS

Frequency: 1460 Kc. Power: 1000 Watts a.
 Owned-Oper. By...WFVG Bdcstg. Co
 Business-Studio Address.....Box 465
 Phone: 333 Air Time: Daytime
 News ServiceUP
 President.....J. M. Stephenson
 Gen., Sta. Mgr.....Robert E. Stephenson
 Comm., Prom. Mgr.....Rupert Weathers
 Prog., Pub. Dir.....Walter M. Pearson
 Chief Engineer.....Harry Stephenson

WGNC

GASTONIA—1939—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Catherine T. McSwain
 Address.....Dallas Highway
 Phone: 8501 Air Time: Full Time
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....Continental Radio Sales
 President.....Catherine T. McSwain
 Gen., Sta. Mgr.....Pat McSwain

Commercial Manager.....F. C. Abernathy
Program Director.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

WLTC

GASTONIA—1947—KBS

Frequency: 1370 Kc....Power: 1000 Watts d.
Owned-Oper. By....Gastonia Bcstg. Serv., Inc.
Address.....P. O. Box 1142
Phone: 5-1079.....Air Time: Daytime
News Service.....UP
Transcription Service.....World, Capitol
Representative.....Thomas F. Clark
Pres., Gen. Mgr., Chief Eng....James B. Petty
Commercial Manager.....Boyce C. Morrow
News Director.....Don Voigt

WFMC

GOLDSBORO—1951—KBC

Frequency: 750 Kc.....Power: 1 Kw. d.
Owned.....Southern Radio & TV Corp.
Address.....P. O. Box 655
Phone: 963.....Air Time: Daytime
News Service.....UP
Trans. Service....World, Lang-Worth, SESAC
Membership.....NARTB
Pres., Gen. Mgr.....Kenneth T. Marshall
Prog. Dir., Chief Eng...Henry M. Harrison, Jr.

WGBR

GOLDSBORO—1938—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.
Address.....P. O. Box 1024
Phone: 3730.....Air Time: Full Time
Transcription Service.....Associated
President.....A. T. Hawkins
Comm., Gen. Mgr.....V. Gerald Balkcum
Chief Engineer.....Daniel B. Trueblood
Program Director...Norman D. Satterthwaite

WBIG

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Phone: 2-6125.....Air Time: Full Time
Studio Address.....O. Henry Hotel Bldg.
News Service.....AP
Transcription Service.....World
Representative.....George P. Hollingbery
Membership.....NARTB, RAB
President.....Michaux H. Crocker
Gen., Prom., Sta. Mgr.....Allen Wannamaker
Commercial Mgr.....William P. Mitchell
Publicity Director.....Virginia Neese
Program Director.....Dan Griffin
Chief Engineer.....William H. Malone

WCOG

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: 3-6925.....Air Time: Full Time
News Service.....UP
Representative.....The Bolling Co.
Membership.....NARTB
President.....George W. Dowdy
General Manager.....Gilbert M. Hutchison
Commercial Manager.....Terry Bane
Sales Prom. Mgr.....Mrs. Margaret Jones
Chief Engineer.....Joseph L. Lamb, Jr.

WGBG

GREENSBORO—1942—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Greensboro Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 2280
Phone: 3-3631.....Air Time: Full Time
News Service.....UP
Representative.....Burn-Smith
Pres., Gen., Sta. Mgr.....Ralph M. Lambeth
Commercial Mgr.....B. George Barber, Jr.
Publicity Director.....Earl O. Sullivan
Program Director.....H. Marie Craven
Chief Engineer.....Fred S. Smith

WPET

GREENSBORO—1954

Frequency: 950 Kc.....Power: 500 Watts
Owned.....Wayne M. Nelson
Address.....Meadowview Rd.
Phone: 5-4464.....Air Time: Daytime
News Service.....UP
Transcription Service.....Cole, Capitol
Station Rep.....W. S. Grant
Owner, Gen. Mgr.....Wayne M. Nelson

WGTC

GREENVILLE—1940

TOBACCO—MBS

Freq.: 1590 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By ..Carolina Bdcstg. Sys., Inc.
Address.....Evans St. & 5th
Phone: 6181.....Air Time: Full Time
News Service.....UP
Transcription.....World, Capitol, Associated
Representative.....John E. Pearson Co.
Membership.....NARTB
President.....H. W. Anderson
General Manager.....A. Hartwell Campbell
Commercial Manager.....John G. Clark, Jr.
Program Director.....Bill Durwell
Chief Engineer.....Hank Tribbley

WHNC

HENDERSON—1945—MBS-KBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Henderson Radio Corp.
Bus.-Studio Address.....Norlina Road
News Service.....AP
Transcription Service.....Lang-Worth
Pres., Gen., Pub., Comm. Mgr....Nathan Frank
Program Director.....Tommy Powell
Station Manager.....Edwin Evans
Chief Engineer.....James Mayo

W H K P

HENDERSONVILLE—1946—ABC-KBS
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Hendersonville, Inc.
 Address... Chimney Rock Road
 Phone: 9061 Air Time: Daytime
 News Service... UP
 Transcription... McGregor, Keystone, Standard
 Representative... Donald Cooke
 President... Beverly Middleeson
 Station Manager... Kermit Edney
 Commercial Manager... Robert Smith
 Chief Engineer... Charles Renfrow

W H K Y

HICKORY—1939—ABC

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By... Catawba Valley Bcstg. Co.
 Address... 415 1st Ave., N.W.
 Representative... Dora Clayton; Media
 Transcription Service... World
 News. Affil... "Daily Record"
 Membership... NARTB
 News Service... UP
 President... Carl V. Cline
 General Manager... Edmund S. Long
 Comm. Prom. Mgr... Ted Weaver
 Prog., Pub. Dir... Laura Hall
 Chief Engineer... Thomas E. Long

W I R C

HICKORY—1948—TOBACCO NET

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Foothills Bdcstg., Inc.
 Address... 329 1st Ave.
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... John E. Pearson
 Membership... NARTB
 President... Margaret A. Smith
 General Manager... E. H. Smith, Jr.
 Sta. Mgr., Chief Engr... Elmer Troutman
 Commercial Manager... Lee Douglas
 Program Director... Mattie I. Padgett

W H P E

HIGH POINT—1947—KBS

Frequency: 1070 Kc. Power: 1000 Watts d.
 Owned-Oper. By... High Point Enterprise, Inc.
 Business-Studio Address... 504½ N. Main St.
 News Service... AP
 Transcription Service... World
 Station Rep... Media Sales
 President... Gary C. Davis
 Gen., Comm. Mgr... James A. Penley
 Chief Engineer... Robert Moore

W M F R

HIGH POINT—1935—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Station WMFR, Inc.

Business Studio Address... 164 S. Main
 Phone: 4593 Air Time: Full Time
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... Burn-Smith
 Membership... RAB
 Pres., Gen.-Station Mgr... Frank S. Lambeth
 Commercial Manager... Frank Smith
 Sales Prom. Mgr... William Smith
 Publicity Dir... Gerald D. Sullivan
 Program Director... Max Meeks
 Chief Engineer... Robert P. Boyd

W N O S

HIGH POINT—1953

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By... North State Bcstg. Co.
 Address... Box 1448
 Phone: 8900 Air Time: Daytime
 News Service... AP
 Transcription Service... Associated
 Station Rep... Continental
 Pres., Gen. Mgr... W. H. Currie
 Commercial Mgr... Howell F. McElfresh
 Program Director... Joy A. Currie
 Chief Engineer... Yancey Cecil

W J N C

JACKSONVILLE—1945—MBS-TBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned... Greater Carolina TV & Radio, Inc.
 Address... Box "E"

LESTER L. GOULD
 PRESIDENT
 MUTUAL AND TOBACCO
 NETWORKS AFFILIATE

WJNC
MUTUAL

*Greater Carolinas
 Television and
 Radio Industries, Inc.
 Jacksonville, North Carolina*

**IF YOU
 HAVE ANY
 BUSINESS IN
 ONSLOW COUNTY —
 TALK IT OVER WJNC
 SINCE 1945,
 YOUR COMMUNITY STATION**

HOME OF CAMP LEJEUNE, WORLD'S LARGEST
 ALL PURPOSE TRAINING BASE OF THE
 UNITED STATES MARINE CORPS

Phone: 7707-7708..... Air Time: Full Time
 News Service AP
 Transcription Service..... World, Capitol
 Membership NARTB, RAB
 Pres., Gen. Mgr..... Lester L. Gould
 Comm. Mgr..... Rodric L. Jones
 Sales Prom. Mgr..... W. Shelton Kellum
 Publicity Dir..... Richard J. Bove
 Program Director..... Dorothy R. Gould
 Chief Engineer..... Rod O. Dorsey

WLAS

JACKSONVILLE—1954

Frequency: 910 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Seaboard Bcstg. Corp.
 Address Box 56
 Phone 3901
 President Jerry Popkin
 Prog. Dir., Chief Eng..... Tancil Horne

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Fred H. Whitley, Inc.
 Address Box 997
 Transcription Service..... Lang-Worth, World
 Membership NARTB
 Pres., Gen. Mgr..... Fred H. Whitley
 Chief Engineer..... Foy Hlason

WKMT

KINGS MOUNTAIN—1953

Frequency: 1220 Kc..... Power: 1 Kw. d.
 Owned-Oper. By..... Southern Radiocasting Co.
 Address Box 669
 Phone: 999..... Air Time: Daytime
 News Service UP
 Representative Dora-Clayton
 President..... R. H. Whitesides
 Gen., Sta. Mgr..... Jonas R. Bridges
 Comm. Mgr..... Paul League
 Sales Prom. Mgr..... Ed Campbell
 Program Dir..... Doris Bridges
 Chief Engineer..... Bob Hilker

WELS

KINSTON—1950—KBS

Frequency: 1010 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Farmers Bstg. Service, Inc.
 Address 1400 W. Vernon Ave.
 Transcription Service..... Thesaurus
 Representative..... Devney, Dora Clayton
 Membership RAB
 President..... William S. Page
 General Manager..... Jack P. Hankins
 Prog. Dir..... W. A. Kiker
 Chief Engineer..... William Dixon

WFTC

KINSTON—1937—ABC

Frequency: 960 Kc..... Power: 5000 d.; 1000 n.
 Owned-Operated By..... Kinston Bcstg. Co.

Address..... 204 East King St.
 Phone: 4111..... Air Time: Full Time
 News Service AP
 Transcription Service..... Lang-Worth
 Representative Burn-Smith
 Membership RAB
 General Manager..... J. Harold Vester
 Chief Engineer..... Herman Civils

WISP

KINSTON—1953—MBS

Frequency: 1230 Kc..... Power: 100 Watts
 Owned-Oper. By..... E. J. Schuffman
 Address Oasis Bldg.
 Phone: 8161..... Air Time: Full Time
 News Service AP
 Transcription World
 Pres., Gen. Mgr..... E. J. Schuffman
 Commercial Mgr..... J. L. Moseley
 Program Director..... Robert E. Mongold
 Chief Engineer..... David Hardison

WEWO

LAURINBURG—1947—KBS

Frequency: 1080 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Scotland Bcstg. Co
 Bus. Studio Address State Bank Bldg.
 Phone: 770..... Air Time: Daytime
 News Service..... AP, UP
 Transcription Service Thesaurus
 Membership NARTB, RAB
 Sta. Rep..... Dora Clayton
 President Edwin Pate
 General Manager..... J. R. Dalrymple, Jr.
 Commercial Mgr..... Bud Ward
 Chief Engineer..... Truman N. Brock

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... WLOE, Inc.
 Address Box L, Blvd. St.
 Phone: MA 3-3118..... Air Time: Full Time
 News Service AP
 Membership NARTB
 Pres., Gen., Sta. Mgr..... Douglas L. Craddock
 Sales Prom. Mgr..... Carl F. Webb
 Program Director..... Barbara Earles
 Chief Engineer..... Eldred Winn

WJRI

LENOIR—1947—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By John P. Rabb
 Address 107 West Ave.
 Phone: PL 4-5361..... Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative..... Media Sales & Ser.
 Pres., Gen. Mgr..... John P. Rabb
 Commercial Manager F. Kent Atwater
 Program Director K. Rabb
 Chief Engineer..... Arnold Setzer

WBUY

LEXINGTON—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Davidson County Bcstg. Co.
 Business Address: P. O. Box 359
 Phone: 2716 Air Time: Daytime
 News Service: UP
 Transmitter Service: Thesaurus
 Station Rep.: Continental
 Membership: RAB
 General Manager: Omar G. Hilton
 Station Manager: Walley Mack
 Commercial Mgr.: Dewey Hutchins
 Program Director: Claude White
 Chief Engineer: Fred Honeycutt

WLON

LINCOLNTON—1953

Frequency: 1050 Kc. Power: 500 Watts
 Owned: Lincoln County Bcstg. Co., Inc.
 Address: Startown Rd., Box 248
 Phone: RE 5-8071-2 Air Time: Daytime
 News Service: AP
 Representative: Media Sales
 President: J. A. Polhill
 Gen., Sta., Comm. Mgr.: W. Jack Brown
 Prog. Dir.: Charles W. Loveland
 Chief Engineer: Dennis C. Long

WAGR

LUMBERTON—1954—ABC

Frequency: 1480 Kc. Power: 1000 Watts
 Owner: Southeastern Bcstg. Corp.
 Address: 217 E. 3rd St.
 Phone: 6056
 General Manager: Billy S. Hodges

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: 6056 Air Time: Full Time
 News Service: AP
 Membership: NARTB
 Transcription Service: World
 Representative: Continental Radio Sales
 President: H. E. Stacy
 Program Director: Marv Stuart
 Chief Engineer: J. E. Howell
 General Manager: James MacNeil

WBRM

MARION—1949

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By: Lake City Bcstg. Corp.
 Address: 229
 Phone: 7221
 News Service: UP
 President: W. P. Erwin
 Commercial Mgr.: J. C. Pleasant
 Sta. Mgr., Prog. Dir.: J. L. Reynolds, Jr.
 Chief Engineer: Hubert C. Martin

WMAP

MONROE—1948—KBS

Frequency: 1060 Kc. Power: 250 Watts d.
 Owned-Operated By: Union Bcstg. Corp.
 Business Address: Walkup Ave.
 Phone: 1060 Air Time: Daytime
 Transcription Service: World
 Station Rep.: Continental
 News Service: UP
 President: Dick Marable
 Station Manager: W. D. Benton
 Program Director: Frank Funderburk
 Chief Engineer: Robert I. Smith

WHIP

MOORESVILLE—1950—KBS

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By: Wayne M. Nelson
 Address: Mooresville, N. C.
 News Service: UP
 Transcription Service: Capitol
 Pres., Gen. Sta. Mgr.: Wayne M. Nelson
 Chief Engineer: E. M. Stanton, Jr.

WMBL

MOREHEAD CITY—1947—KBS

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Carteret Bcstg. Co., Inc.
 Address: Box 740
 News Service: UP
 Transcription Service: Thesaurus
 Membership: NARTB
 Representative: McGillvra
 Pres., Gen. Mgr.: Grover C. Munden
 Sales Prom. Mgr.: Charles Markey
 Comm. Mgr., Chief Eng.: Walder Niemi
 Program Director: Ray Cummins

WMNC

MORGANTON—1947—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Nathan J. Cooper
 Address: Box 698
 News Service: AP
 Pres., Gen. Mgr.: Nathan J. Cooper
 Chief Engineer: Frank A. Baillew
 Program Director: Madelyn V. Patton

WPAQ

MT. AIRY—1948—KBS

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By: Ralph D. Epperson
 Address: Springs Rd.
 Phone: 1400-1 Air Time: Daytime
 News Service: AP
 Representative: Thomas Clark
 Membership: NARTB
 Pres., Gen. Sta. Mgr.: Ralph D. Epperson
 Commercial Manager: Lucy Bowman
 Sales Prom. Mgr.: Bill Belton
 Program Director: Costin Lindsay
 Chief Engineer: Harry A. Epperson, Jr.

WSYD

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Mount Airy Bcstrs., Inc.
Address.....P. O. Box 209
Phone: 581.....Air Time: Full Time
Pres., Gen. Mgr.....Robert H. Epperson
Commercial Manager.....Erastus F. Poore
Program Director.....Alma Hiatt

WHIT

NEW BERN—1942—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WHIT
Address.....Highway 17, So.
Phone: 4450-4024.....Air Time: Full Time
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
President.....Harmon Duncan
Gen.-Sta.-Comm. Mgr.....Ray D. Williams
Sales Prom. Mgr.....William Banks
Program Director.....George Nelson
Pub. Dir.....Jim Putnam
Chief Engineer.....Roy Gallagher

WOOW

NEW BERN—1952—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Craven Bcstg. Co.
Address.....Glenburnie Gardens
Phone: 3311.....Air Time: Full Time
Transcription Service.....Thesaurus
Co-Owners: L. T. Grantham, L. H. Wetherington
General Manager.....L. T. Grantham
Commercial Mgr.....James C. Clark
Program Director.....Harry Doggette
Chief Engineer.....Sam Birdsong

WNNC

NEWTON—1948—KBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Newton-Conover Bcstg. Co.
Business Address.....West "A" St.
Phone: 930.....Air Time: Full Time
Transcription Service.....SESAC
News Service.....UP
General Manager.....Earl Holder
Partner.....R. H. Whitesides
Commercial Mgr.....Eugene Henry
Program Director.....Sylvia Cope
Chief Engineer.....Eddie Cope

WKBC

NORTH WILKESBORO—1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilkes Bcstg. Co.
Address.....Radio Bldg.
Phone: 633.....Air Time: Daytime
News Service.....AP

Transcription Service.....World
Pres., Gen. Mgr.....Doris B. Brown
Comm.-Sales Prom. Mgr.....Roland B. Potter
Chief Engineer.....Walter Harrold

WOXF

OXFORD—1949

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oxford Bcstg. Corp.
Address.....P. O. Box 1111
Phone: 4167.....Air Time: Full Time
News Service.....UP
President.....Charles Allen
General Manager.....James F. Flanagan
Comm. Mgr., Prog. Dir.....Bob Gilreath
Promotion Manager.....Bob Smith
Chief Engineer.....Gale Louis

WMSN

RALEIGH—1954

Frequency: 570 Kc.....Power: 500 Watts
Owned.....B. H. Ingle, Sr.
Address.....649 Maywood Ave.
Phone: 3-3874.....Air Time: Daytime
News Service.....AP
Transcription Service.....SESAC
General Mgr.....B. H. Ingle, Jr.
Program Dir.....Mrs. Josh Johnson
Commercial Mgr.....H. Tom Morris
Chief Engineer.....Lewis E. McLeod

WNAO

RALEIGH—1948—ABC

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.
Owned-Oper. By.....Sir Walter Television Co.
Address.....219 So. McDowell St.
Phone: 2-0321.....Air Time: Full Time
News Service.....AP
Transcription Service.....World
Representative.....Avery-Knodel
Membership.....NARTB, RAB
President.....John W. English
Gen., Sta. Mgr.....Charles G. Baskerville
Commercial Mgr.....Earl Welde
Program Director.....Leo Ribitzki
Chief Engineer.....Pete Miller

WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
Phone: 8311.....Air Time: Full Time
News Service.....AP, UP
Transcription Service.....Thesaurus
Representative.....Free & Peters
Membership.....NARTB
Pres., Gen. Mgr.....Richard H. Mason
Commercial Mgr.....R. W. Youngsteadt
Program Manager.....Graham B. Poyner
Publicity Director.....Henry T. Vaden
Chief Engineer.....Henry Hulick, Jr.

WRAL

RALEIGH—1939—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Capitol Bcstg. Co., Inc.
 Bus.-Studio Address... 130 S. Salisbury St.
 Phone: 4-6401. Air Time: Full Time
 News Service AP
 Representative Forjoe & Co.
 Membership NARTB, RAB
 President A. J. Fletcher
 General Manager Fred Fletcher
 Commercial Mgr. N. Fletcher Turner, Jr.
 Program Director George Hall
 Chief Engineer Virgil D. Duncan

WFRC

REIDSVILLE—1947—KBS-ABC

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By... Piedmont Carolina Bcstg.
 Business-Studio Address... Box 990, Gilmer St.
 Phone: 4361-2. Air Time: Full Time
 News Service AP
 Membership NARTB
 President H. T. Williams
 Gen., Sta. Mgr. Stephen F. Woodson
 Sales Prom. Mgr. Page Smith
 Program Director Alfred Nelson
 Publicity Director Page Smith
 Chief Engineer Sam Sexton

WREV

REIDSVILLE—1948

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By... Reidsville Bcstg. Co.
 Address Drawer 1349
 Phone: 7051. Air Time: Daytime
 News Service UP
 Representative Webb, Media Sales
 Pres., Gen. Mgr. William M. Oliver, Sr.
 Program Director Mrs. Katy P. Oliver
 Chief Engineer William M. Oliver, Jr.

WCBT

ROANOKE RAPIDS—1940—MBS
KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... WCBT, Inc.
 Address 251 Roanoke Ave.
 News Service AP
 Station Rep. Continental
 Transcription Service World
 Pres., Mgr. J. Winfield Crew, Jr.
 Station Manager Jerry Elliott
 Commercial Mgr. Donald O. Collins
 Program Director Dick Phillips
 Chief Engineer Marvin Floyd

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By... WAYN, Inc.

Address Manufacturers Bldg.
 Phone: 4041. Air Time: Daytime
 Transcription Service World
 Pres., Gen. Mgr. Wayne M. Nelson
 Commercial Mgr. William Futterer
 Chief Engineer William Henley

WCEC

ROCKY MOUNT—1947—KBS

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By... E. Caro. Elec.
 Bus.-Studio Address... 115 N. Church St.
 News Service AP
 Newspaper Affiliation Telegram
 Representative Pearson
 President Josh L. Horne
 General Manager Mel Warner
 Commercial Manager Ray Thompson
 Program Director Ray Wilkinson
 Chief Engineer Grover Taylor

WEED

ROCKY MOUNT—1933—ABC

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By... W. A. Wynne
 Address Box 752
 Phone: 2-6149. Air Time: Full Time
 News Service AP
 Transcription Service RCA Thesaurus
 Representative Burn-Smith
 Gen.-Sta. Manager W. A. Wayne
 Commercial Mgr. R. E. Horner
 Chief Engineer Joe R. Morris

WRXO

ROXBORO—1949

Frequency: 1430. Power: 1000 Watts d.
 Owned-Operated By... Roxboro Bcstg. Co.
 Address Box 130
 Phone: 6013. Air Time: Daytime
 News Service UP
 Transcription Service World
 President H. S. Taylor
 Chief Engineer Lloyd Perkins

WSAT

SALISBURY—1947—ABC

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By... Mid-Carolina Bcstg. Co.
 Business-Address Drawer 99
 Phone: 276. Air Time: Full Time
 News Service UP
 Representative McGillvra
 Membership NARTB
 President Charles H. Wentz
 Gen., Sta. Mgr. Harry L. Welch
 Program Director Johnny L. Joyce
 Chief Engineer Elbert Sherman

WSTP

SALISBURY—1939—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Piedmont Bcstg. Corp.

Bus.-Studio Address.....Center Theatre Bldg.
 Phone: 2121.....Air Time: Full Time
 Representative.....Burn-Smith
 Membership.....NCAB
 Pres., Gen. Mgr.....Robert Wallace
 Sta. Mgr., Prog. Dir.....Russ McIntire
 Comm. Mgr.....Katherine F. Murphy
 Sales Prom. Mgr.....Russell Hunt
 Publicity Dir.....Jim Turner
 Chief Engineer.....Carl B. Watson

W E Y E

SANFORD—1952

Frequency: 1290 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Lee Bcstg. Corp.
 Address.....137 S. Steele St.
 Phone: 4-5561.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....Associated, SESAC
 President.....W. L. Simmons
 Comm. Mgr.....L. B. Nelson
 General Manager.....W. W. Primm
 Program Director.....W. M. Primm

W W G P

SANFORD—1946—KBS

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Sandhills Bcstg. Corp.
 Address.....P. O. Box 651
 Phone: 3-6611.....Air Time: Daytime
 News Service.....UP
 Newspaper Affiliation.....Herald
 Transcription Service.....World
 Membership.....NARTB
 President.....J. C. McIver
 Gen., Sta., Comm. Mgr.....Del Cary
 Prog. Dir.....Dan Moss
 Chief Engineer.....J. S. Dees

W O H S

SHELBY—1946—MBS-KBS

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

W N C A

SILER CITY—1953

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Chatam Bdcstg. Co.
 Address.....P. O. Box 352
 Phone: 616.....Air Time: Daytime
 News Service.....UP
 Membership.....RAB
 Transcription Service.....Lang-Worth, SESAC
 General Manager.....L. C. Bruce
 Chief Engineer.....Henry P. Irvin

W M P M

SMITHFIELD—1950

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Selma-Smithfield Bcstg. Co.
 Address.....Buffalo Rd.
 Phone: 2434.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....Capitol
 General Manager.....John S. Townsend
 Program Director.....Bill Kirby
 Commercial Mgr.....Bill Burwell
 Chief Engineer.....John Townsend

W E E B

SOUTHERN PINES—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned.....The Sandhill Community Bcstrs., Inc.
 Address.....Drawer 1140
 Phone: 2-2942, 2-2952.....Air Time: Daytime
 News Service.....AP
 Transcription Service.....Associated
 Station Rep.....Holman
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Jack S. Younts
 Commercial Mgr.....Joe A. Warren
 Program Director.....Charles G. Clapp
 Chief Engineer.....J. A. Warren

W S I C

STATESVILLE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Statesville Bcstg. Co.
 Address.....Box 1189
 Phone: 9078.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....Southern Radio Reps
 Membership.....NARTB, RAB
 Gen., Comm. Mgr.....Charles D. Melton
 Sales Prom. Mgr.....Garrett Allen
 Program Director.....Tom Lawrence
 Chief Engineer.....T. K. Abernethy

W C P S

TARBORO—1946

Frequency: 760 Kc.....Power: 1000 Watts d.
 Owned-Oper.....Coastal Plains Bcstg. Co., Inc.
 Bus.-Studio Address.....Edgecombe Bank Bldg.
 Phone: 2191-2.....Air Time: Daytime
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Dora-Clayton
 Membership.....NARTB
 President.....V. E. Fountain
 Prom., Gen., Sta. Mgr.....G. Lee Hodges
 Sales Director.....R. M. Fountain
 Program Director.....Tom Shields
 Chief Engineer.....G. Lee Hodges

WTNC THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.
Owned By: The Thomasville Bcastg. Co.
Address: P. O. Box 750
Representative: Continental
President: George W. Lyles, Sr.
Gen., Sta., Comm. Mgr.: Harold Harrison
Chief Engineer: James McAden

WTYN TRYON—1954

Frequency: 1580 Kc. Power: 250 Watts
Owned: Thermal Bcastg. Co.
Address: P. O. Box 1482
Manager: Mildred Allen
Commercial Mgr.: Edith Mooneyham
Program Director: G. H. Bridgeman, Jr.

WADE WADESBORO—1947—KBS

Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Oper. By: R. P. Lyon & Son
Address: P. O. Box 341
Representative: Walker
General Mgr.: W. P. Billingsley
Program Director: Peggy L. Mitchell
Chief Engineer: Kenneth Read

WLSE WALLACE—1953—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Duplin Bcastg. Co.
Address: Box 449
President: Harry Kramer
General Manager: Lester L. Gould
Station Mgr.: Howard Fisher
Chief Engineer: Gene Vinson

WHED WASHINGTON—1948—KBS

Frequency: 930 Kc. Power: 5 Ww d; 1 Kw, n.
Owned-Oper. By: Pamlico Bcastg. Co.
Representative: Continental
President: R. R. Knowles
Gen., Sta., Comm. Mgr.: W. W. Moore
Program Director: Alex Dare
Chief Engineer: R. Tripp

WRRF WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5 Kw., 1 Kw. n.
Owned-Oper. By: Tar Heel Bcastg. System, Inc.
Bus. Studio Add.: Bank of Washington Bldg.
Representative: Walker
President: W. R. Roberson, Jr.
Gen., Sta. Mgr.: T. H. Patterson
Comm. Sales Prom. Mgr.: William Abeyounis
Prog., Pub. Dir.: Merrill Daniels
Chief Engineer: L. E. Hiland

WHCC WAYNESVILLE—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: WHCC, Inc.
Business-Studio Address: Box 180
Station Rep.: Media Sales
Pres., Gen. Mgr.: K. D. Fry
Chief Engineer: Joseph W. Herman

WENC WHITEVILLE—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Whiteville Bcastg. Co., Inc.
Business-Studio Address: P. O. Box 700
Representative: Clark
Membership: NARTB, RAB
President: Josiah Maultsby
General Manager: Jlm Newton
Commercial Manager: Jerry Honeycutt
Chief Engineer: Steve Hart

WIAM WILLIAMSTON—1951—KBS

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By: E. Carolina Bcastg. Co.
Address: 115 E. Main St.
Phone: 2478. Air Time: Daytime
Co-O., Sta. Mgr., Pgm. Dir.: William H. Farrior
Co-O., Gen., Comm. Mgr.: Charles M. Gaylord
Prog., Pub. Dir.: William H. Farrior
Chief Engineer: Charles Neer

WGNL WILMINGTON—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: New Hanover Bcastg. Corp.
Business Address: 211 N. 2nd St.
Representative: Pearson
President: J. S. Brody
General Manager: Allen B. Jones
Commercial Mgr.: A. V. Thompson
Program Director: Carl Caudill
Chief Engineer: Arthur L. Madeley

WMFD WILMINGTON—1935—ABC-CBS

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: R. A. Dunlea
Address: Box 696
Representative: Burn-Smith
Membership: RAB
Pres., Gen. Mgr.: R. A. Dunlea, Sr.
Station Manager: R. A. Dunlea, Jr.
Commercial Mgr.: Charles Castleberry
Program Director: Al Compton
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.
Transcription Service: Thesaurus
Representative: Walker
President: Penn Thomas Watson
General Manager: Desmond Barclay
Commercial Mgr.: J. Q. Wallace
Program Director: Bill Bunn
Chief Engineer: Ernie Pate

NORTH CAROLINA

WVOT

WILSON—1948—MBS-TOBACCO

Freq.: 1420 Kc. Power: 1 Kw. d. 500 W. n.
Owned-Oper. By.....Wilson Radio Co., Inc.
Address.....Wilson
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.....Community Bcstg. Service, Inc.
Address.....Box 3119
Station Rep.....Stars Nat'l
President.....Roger Page, Jr.
Gen., Comm. Mgr.....Tom Buckley

WAIR

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...Radio Winston-Salem, Inc.
Business Address.....Box 3078
Representative.....Meeker
Membership.....RAB
President.....John S. Riggs
General Manager.....Joseph A. Pace
Comm., Prog. Mgr.....Wallace Voigt
Program Director.....Lawrence Patrick
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: 5-2311.....Air Time: Full Time
Transcription Service.....Lang-Worth
Newspaper Affiliation.....Winston-Salem
Journal. Twin City Sentinel
Representative.....Headley-Reed
Membership.....NARTB, RAB
President.....Gordon Gray
V.P., Gen. Mgr.....Harold Essex
Operations Manager.....Phil Hedrick
Sales Manager.....Harry B. Shaw
Program Manager.....John Comas
Publicity Director.....Jean Isenhower
Chief Engineer.....Leon Casley

WTOB

WINSTON-SALEM—1947—CBS

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Op. By..Winston-Salem Bcstg. Co., Inc.
Address.....300 S. Stratford
News Service.....AP
Representative.....H-R Reps., Avers
President.....James W. Coan
General Manager.....John G. Johnson
Sales Prom. Manager.....Charles Brunt
Chief Engineer.....James Hoke

GOOD... advertising
always pays in the

**RICH, GROWING
NORTH CAROLINA
MARKET**

BETTER . . . coverage
than ever before is yours with
RADIO in the

**15-county
Winston-Salem
NORTH CAROLINA
Market**

BEST . . . buy morning,
afternoon and evening is

WSJS

600 KC—5 KW
AM - FM

NBC

AFFILIATE

Represented by
HEADLEY-REED CO.

NORTH DAKOTA

Pop. Feb. 1, 1955 (Est.) 648,000 — Families 227,000
Radio Homes 218,000 — TV Homes 32,000 — Stations in State 15

KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus.-Studio Address 202½ Fourth St.
Phone: CA 3-0900 Air Time: Full Time
News Service UP
Transcription Service Thesaurus
Membership NARTB, RAB
Representative John Blair
President Mrs. P. G. Meyers
General Manager F. E. Fitzsimonds
Commercial Mgr. R. W. MacLeod
Program Director Cal Culver
Promotion Dir. Jack Swenson
Chief Engineer Ivar Nelson

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.
Representative Lawson
Pres., Gen., Sta. Mgr. Bert Wick
Comm., Sales Prom. Mgr. 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.
Trans. Service Standard, SESAC, World
Representative Holman
Membership NARTB, RAB
President Dr. P. J. Weir
Gen.-Sta. Mgr. Orville F. Burda
Commercial Manager E. A. Spear
Prog., Pub. Dir. Lauren Haacke
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 KFGO Bldg.
Transcription Service Standard, World
Representative Walker
President W. R. Haggart
Gen., Sta., Comm. Mgr. Charles G. Burke
Prog. Dir. Don French
Sales Prom. Mgr. Garry Fox
Chief Engineer Olaf Gabrielson

this is too serious to kid about . . .

Most of you fellows know I've been in the radio business a long time. Many of you I've called on, through the years, in your offices in Minneapolis or Chicago or New York or some other place.

So you know I wouldn't kid about a thing like this.

The fact is, friends, that out here at KFYR, Bismarck radio is still more important than it is in some places in the United States. Sure, we've got television . . . and we're mighty proud of the job KFYR-TV is doing.

But there are literally thousands of folks that don't have or can't get

television as yet. And that's why KFYR radio is important to you . . . because that famous old KFYR signal still goes booming "loud and clear" over hundreds of square miles of this great farm-and-oil country.

Yessir . . . radio is still a major factor in the rich KFYR-Bismarket. And a mighty good buy it is, with 5,000 watts of power and an NBC affiliation, delivering one whale of a big audience. Give me a call on the phone . . . or get in touch with your nearest John Blair man. You'll be glad you did!

Frank "Fitz" Fitzsimonds
KFYR Radio
Bismarck, North Dakota

W D A Y

FARGO—1922—NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WDAY, Inc.
Business-Studio Address: Black Bldg.
Phone: 5357 Air Time: Full Time
News Service: AP, UP
Transcription Service: Thesaurus
Membership: NARTB, RAB
Representative: Free & Peters
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

K I L O

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: 4-5321 Air Time: Full Time
News Service: AP
Newspaper Affiliation: "Herald"
Transcription Service: Thesaurus
Representative: Everett-McKinney
Membership: NARTB
Pres., Gen. Mgr.: M. M. Oppegard
Commercial Manager: Herman Livingston
Program Director: John Doyle
Chief Engineer: A. F. Petrich

K N O X

GRAND FORKS—1947—MBS
KBS—GREAT NORTHERN

Frequency: 1310 Kc. Power: 5000 Watts
Owned By: Community Radio Corp.
Address: P. O. Box 1110
Phone: 4-4611 Air Time: Full Time
News Service: UP
Membership: NARTB
Representative: Rambeau, Bulmer & Johnson
President: Carroll E. Day
Gen., Sta. Mgr.: John G. French
Program Director: John Dark
Chief Engineer: David Chumley

K N D C

HETTINGER—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned: Hettinger Bcstg. Co.
Address: Lambert Bldg.
Phone: 549 Air Time: Full Time
News Service: Thesaurus
Station Rep.: Orville Lawson
Manager: Les Kleven
Membership: NARTB

KEY J

JAMESTOWN—1954—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned: James River Bcstg. Co.
Address: White Bldg.
Phone: 1400 Air Time: Full Time
President: Robert E. Ingstad
Sales Manager: A. G. Berry

K S J B

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By: N. Dak. Bcstg. Co., Inc.
Address: 429 S. W. Second St.
Phone: 1600 Air Time: Full Time
News Service: UP, AP
Representative: Weed & Co.
Membership: NARTB
Pres., Gen. Mgr.: John W. Boler
Station Mgr.: C. Reiten
Sales Prom. Mgr.: Bob Ingersoll
Program Director: Jerald Uppman
Chief Engineer: Harvey Van Erum

K G C U

MANDAN—1925—MBS-ABC-KBS

Frequency: 1270 Kc. Power: 1000 d.; 250n.
Owned-Oper. By: Mandan Radio Assn.
Business-Studio Address: 200 Third Ave.
Phone: 561 Air Time: Full Time
News Service: AP
Transcription Service: Lang-Worth, Associated
Representative: Walker
Membership: RAB
President: W. S. Russell
Sta., Comm. Mgr.: Paul C. Gussner
Program Director: Merritt Bushee
Chief Engineer: Ray Barnett

K C J B

MINOT—1950—CBS

Frequency: 910 Kc. Power: 1000 Watts
Owned-Oper. By: No. Dakota Bcstg. Co.
Address: 15-A West Central Ave.
Phone: 51-161 Air Time: Full Time
Representative: Weed
Transcription Service: Associated
News Service: UP
Pres., Gen. Mgr.: John W. Boler
Sta., Comm., Sales Prom. Mgr.: H. Burkart
Prog., Pub. Dir.: Don Kingsley
Chief Engineer: Joseph Main

K L P M

MINOT—1929—ABC-MBS
GREAT NORTHERN

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Minot Bcstg. Co.
Business-Studio Address: Fairblock, So. Main
Phone: 41-146 Air Time: Full Time
News Service: AP, UP
Transcription Service: World
Representative: Walker
General Manager: John B. Cooley
Commercial Mgr.: Leslie E. Maupin
Publicity Director: Dean Thurrow
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: KOVC, Inc.
 Business-Studio Address: 135 Central Ave. S.
 Air Time: Full Time
 Transcription Service: Standard
 Pres., Gen. Mgr.: Robert E. Ingstad
 Program Director: Russ Kaber
 Comm. Mgr.: M. Obie
 Chief Engineer: Charles Sjostrom

K W B M

WILLISTON—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: KWBM Bcstg. Co.
 Address: Box 198, Williston
 Phone: 35-371. Air Time: Full Time
 News Service: UP
 Transcription Service: Standard
 Membership: RAB
 Gen., Comm., Prom. Mgr.: James C. Carson
 Publicity Director: W. L. Holter
 Prog. Dir.: Ben Innes
 Chief Engineer: Charles L. Scofield

OHIO

Pop. Feb. 1, 1955 (Est.) 8,724,000 — Families 2,579,000
 Raadio Homes 2,515,060 — TV Homes 2,319,000 — Stations in State 81

W A D C

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By: Allen T. Simmons
 Bus.-Studio Address: WADC Bldg.
 Phone: JEfferson 5-6165. Air Time: Full Time
 News Service: UP
 Transcription Service: Standard, World
 Representative: George P. Hollingbery
 Owner-Operator: Allen T. Simmons
 Assistant Manager: Robert B. Wilson
 Sales Prom. Mgr.: Doc Williams
 Program Director: Harold H. Hageman
 Chief Engineer: Arnold Bock

Sta., Comm. Mgr.: Jack Maurer
 Asst. Sales Mgr.: P. Meyers
 Program Director: Jack Clifton
 Chief Engineer: George V. Paul

W H K K

AKRON—1944—MBS

Frequency: 640 Kc. Power: 1000 Watts
 Owned-Oper. By: WHKK Bcstg. Co.
 Business-Studio Address: 51 W. State St.
 Phone: BI 3-7101. Air Time: Full Time
 Membership: RAB
 Representative: Bolling
 Co-Manager: Philip R. Herbert
 Co-Manager: Jackson B. Maurer
 Program Director: Cliff Rodgers
 Chief Engineer: Henry Neiderkoffler

W A K R

AKRON—1940—ABC

Frequency: 1590 Kc. Power: 5000 Watts
 Owned By: Summit Radio Corp.
 Address: 853 Copley Rd.
 Phone: PO 2-8811. Air Time: Full Time
 Newspaper Affiliation: Beacon Journal
 News Service: UP, AP
 Representative: Weed
 President, Gen. Mgr.: S. Bernard Berk
 Station Manager: Roger G. Berk
 Comm.-Sales Mgr.: Keith Baldwin
 Pgm., Pub. Dir.: A. R. Cooper
 Chief Engineer: Irwin L. Knopp

W F A H

ALLIANCE—1953

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Oper. By: The Review Pub.
 Address: 2720 S. Union
 Phone: 1-5345
 Representative: Rambeau
 News Service: AP
 Newspaper Affiliation: Alliance Review
 Transcription Service: World, Langworth
 Membership: NARTB
 General Manager: D. A. Peterson
 Commercial Mgr.: Frank LaBarba
 Asst. Sta. Mgr., Prog. Dir.: R. A. Gates
 Chief Engineer: Gene Peterman

W C U E

AKRON—1949

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Akron Bcstg. Corp.
 Address: 41 S. Main St.
 Phone: Fr. 6-7114. Air Time: Daytime
 Representative: Forjoe
 News Service: UP
 Membership: NARTB
 President, Gen. Mgr.: Tim Elliot

W A T G

ASHLAND—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Ashland-Mansfield Rd.
 Address: Route 42

Phone: 2-1573 Air Time: Full Time
 Transcription Service Thesaurus
 Representative McGillvra
 News Service AP
 President Robert S. Burke
 General Manager Eugene E. Mills
 Station Manager Don Holzapfel
 Sales Prom. Mgr. Harlan Cook Jr.
 Program Director Richard Leidy
 Chief Engineer Richard Matthes

W I C A

ASHTABULA—1937

Freq.: 970 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By WICA, Inc.
 Address P. O. Box 372
 Phone: 32-126 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Everett-McKinney
 President D. C. Rowley
 General Manager John Colin
 Program Director John C. Strassen
 Chief Engineer F. N. Barnato

W A T H

ATHENS—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By Andrew Kovlan & James
 Sinyard
 Address P. O. Box 502
 Phone: 3-1360 Air Time: Daytime
 News Service UP
 Transcription Service SESAC
 Station Rep. Continental
 Membership NARTB
 Gen. Mgr., Chief Engr. Andrew Kovlan
 Comm., Sls. Prom. Mgr. J. D. Sinyard
 Prog:am Director Joe Klarke

W T R X

BELLAIRE—1947—KBS

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned Ohio-West Va. Bcstg. Co.
 Phone: BE 1515 Air Time: Daytime
 News Service UP
 Transcription Service Associated
 Representative Hollingberry
 Membership NARTB, RAB
 President John W. Kluge
 V.P., Gen. Mgr. Franklin R. Curtis
 Program Director Paul Howard
 Pub. Dir., Sales Prom. Mgr. William Greaver
 Chief Engineer Howard Daubenmeyer

W O H P

BELLEFONTAINE—1952—KBS

Frequency: 1390 Kc. Power: 500 Watts
 Owned Lake Erie Radio & TV Corp.
 Address R.R. No. 3, E. Sandusky Ave.
 Phone: 6681 Air Time: Daytime
 News Service UP
 Transcription Service RCA, Thesaurus
 President T. M. Nelson

General Mgr. Patrick Shannon
 Station Mgr. Joe E. Smith
 Commercial Mgr. Andy Anderson
 Sales Promotion Mgr. Ted Roberts
 Program Dir. Richard Winn
 Publicity Dir. Jan Evans
 Chief Engineer Chester Terry

W W B G

BOWLING GREEN—1954

Frequency: 730 Kc. Power: 250 Watts
 Owner Howard R. Ward
 Address Box 105
 Phone 31334
 Pres., Gen. Mgr. Howard R. Ward
 Chief Engineer George Stearns

W I L E

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc. Power: 1000 Watts a.
 Owned-Oper. Land o' The Lakes Bcstg. Corp.
 Business-Studio Address 917 Beatty Ave.
 Phone: 4-5605 Air Time: Daytime
 News Service AP
 Transcription Service Standard
 Chairman of Board H. D. McClelland
 President Howard A. Donahoe
 Comm. Mgr. Bruce Meighen
 Program Director David C. Lorimer
 Sta. Mgr., Chief Eng. A. G. Engel

W A N D

CANTON—1947—KBS

Frequency: 900 Kc. Power: 500 Watts d.
 Owned-Oper. By Magic Wand Bcstg. Co.
 Address 106 High Ave. N.W.
 Phone: 68396 Air Time: Daytime
 News Service AP
 Transcription Service Capitol, Standard
 Representative Hil F. Best
 President P. C. Wilson
 General Manager James Wilson
 Chief Engineer Ronald Baker

W C M W

CANTON—1946

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Operated By Stark Bcstg. Corp.
 Bus-Studio Address Hills & Dales Rd.
 Phone: 5-9475 Air Time: Daytime
 News Service INS
 Transcription Service Thesaurus, World
 Representative McGillvra
 Pres., Gen. Mgr. S. L. Huffman
 Station Manager Clark L. Dozer
 Commercial Mgr. Jack R. Hale
 Chief Engineer W. Waechter

W H B C

CANTON—1925—ABC

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By Ohio Bcstg. Co.
 Business-Studio Address 550 S. Market St.

Phone: 6-7166 Air Time: Full Time
 News Service AP
 Representative Venard, Rintoul, McConnell
 Membership NARTB, RAB
 President Gordon G. Strong
 Director of Radio Eugene Carr
 Station Manager Robert C. Fehlman
 Commercial Manager Paul E. Gilmor
 Publicity Dir. Louise Maag
 Program Director Robert Breen
 Chief Engineer Kenneth L. Sliker

WBEX

CHILICOTHE—1947—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Shawnee Bcstg. Co.
 Business-Studio Address Pohlman Road
 Phone: 20646 Air Time: Full Time
 News Service UP
 Representative W. S. Grant
 Transcription Service World
 Membership NARTB
 President John Halliday
 General Manager Truman Morris
 Station Mgr. William R. Minch
 Comm. Mgr. Lew Wagner
 Sales Prom. Mgr. Dave Achor
 Program Director Robert M. Carano
 Chief Engineer James Egbert

WCIN

CINCINNATI—1953

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By Robert W. Rounsaville
 Address Radio Station WQXI, Atlanta, Ga.
 Phone: MU 7600 Air Time: Daytime
 News Service UP
 Representative Forjoe, Dora-Clayton
 Station Manager William R. Wagner
 Commercial Manager Ralph B. Johnson
 Sales Prom. Mgr. Bob Williams
 Program Director Larry Dean Faulker
 Publicity Director George White
 Chief Engineer Joseph McCormick

WCKY

CINCINNATI—1929

Frequency: 1530 Kc. Power: 50,000 Watts
 Owned-Operated By L. B. Wilson, Inc.
 Bus.-Studio Address Hotel Sheraton Gibson
 Phone: Cherry 6565 Air Time: Full Time
 News Service INS
 Transcription Service Standard, Associated
 Representative Thomas Welstead
 Membership RAB
 President, General Manager L. B. Wilson
 Exec. V.P. Chas. H. Topmiller
 Local Sales Mgr. Geo. H. Moore

Sales Promotion Mgr. Robert M. Fleming
 Traffic Mgr. Jeanette Heinze
 Chief Engineer C. H. Topmiller

WCPO

CINCINNATI—1927—MBS

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

WKRC

CINCINNATI—1921—CBS

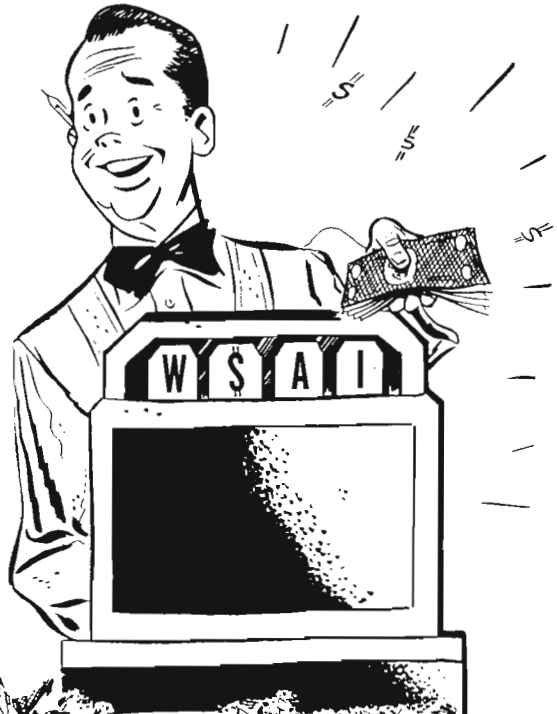
Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Radio Cincinnati, Inc.
 Address-Trans. Hotel Alms
 Phone: Woodburn 0550 Air Time: Full Time
 News Service AP
 Newspaper Affiliation Times-Star
 Transcription Service SESAC
 Representative Katz
 Membership NARTB
 President Hulbert Taft, Jr.
 General Manager Hub Wood
 Sales Prom. Mgr. Lila Lambert
 Commercial Manager Hubbard Hood
 National Sales Mgr. Kenneth W. Church
 Program Director Ed Kennedy
 Publicity Dir. Fred Thomas
 Chief Engineer W. Kennedv

WLW

CINCINNATI—1922—MBS-NBC

Frequency: 700 Kc. Power: 50 Kw.
 Owned Crosley Bcstg., Corp.
 Address 140 W. Ninth St.
 Phone: Cherry 1822 Air Time: Full Time
 News Service INS, UP
 Representative WLW Sls., NBC Spot Sls.
 Membership NARTB, RAB
 Chm. of Board James D. Shouse
 Pres., Gen. Mgr. Robert E. Dunville
 V.P., Asst. Gen. Mgr. Ward Quaal
 V.P., Treas. K. T. Murphy
 V.P., chg. of Sls. Harry Mason Smith
 V.P., Public Relations Gilbert Kingsbury
 Sales Mgr. Carlos Franco
 Dir. Client Ser. Dept. Richard K. Jones
 Dir., Prom. Richard McCarthy
 Program Dir. Chester Herman
 Publicity Dir. James Allen
 Chief Engineer R. J. Rockwell

The new sound in Cincinnati has a cash register ring!



The local merchant measures his results by sales--not ratings.

He listens for the sound of his cash register.

WSAI's new and aggressive management with programming carefully dedicated to Cincinnati and its tastes, plus wide-swinging promotion has changed radio thinking in Cincinnati.



Listen to reason:

There's a reason why the two greatest supermarket chains in Cincinnati advertise on the same station—and it's the first time in Cincinnati radio history that the two giants direct their messages to identical buying audiences . . . the buy-minded listeners of WSAI.

There's a reason why one sponsor who started with a single show has doubled his budget on WSAI-Radio. Results? He got them—and quickly on WSAI.

There's a reason why NOW WSAI-Radio carries more local spot business *than any other Cincinnati station*. Local merchants know that 'SAI's coverage and cost per thousand give them the best radio buy in Cincinnati.

Want to see some sales-ability? Call Weed.

National Representatives
for the new sound in Cincinnati
Weed & Company

wsai

SHERWOOD GORDON, PRESIDENT AND GENERAL MANAGER



THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING!

W S A I

CINCINNATI—1923—ABC

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Oper. By: Gordon Bcstg. Co.
 Address: Sinton Hotel
 Phone: Main 1068 Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: Weed
 Membership: NARTB, RAB
 Pres., Gen. Mgr.: Sherwood R. Gordon
 Nat'l Sales Manager: Tom Thuman
 Station Manager: Charles Black
 Publicity Director: Arthur Plaut
 Chief Engineer: Jonas Heiser

W D O K

CLEVELAND—1950

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: Civic Bcstrs., Inc.
 Address: 1515 Euclid Ave.
 Phone: Main 1-2890 Air Time: Full Time
 News Service: UP, INS
 Representative: Everett-McKinney
 Transcription Service: SESAC, World
 Membership: NARTB
 Pres.: R. Morris Pierce
 Exec. V.P., Gen. Mgr.: Willard L. Doucherty
 Ass't to Pres. & Treas.: Frederick Wolf
 Chief Eng.: Ralph Quay

W E R E

CLEVELAND—1948

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: Cleveland Bcstg. Inc.
 Address: 1501 Euclid Ave.
 Phone: Superior 1-9600 Air Time: Full Time
 News Service: AP, INS
 Station Rep.: Venard
 President: Ray T. Miller
 General Manager: Richard M. Klaus
 Program Director: Ed Stevens
 Chief Engineer: Harry Dennis

W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc. Power: 50,000 Watts
 Owned-Oper. By: Peoples Bcstg. Corp.
 Address: 246 No. High St.
 Phone: Capitol 8-4711
 News Service: INS, UP
 Representative: Christal
 Membership: NARTB, RAB
 President: Herbert L. Evans
 General Manager: Carl E. George
 Commercial Mgr.: Robert E. Forker
 Sales Promotion Mgr.: Robert C. Smith
 Program Director: Reg Merridew
 Publicity Director: Robert Smith
 Chief Engineer: Lloyd C. Wingard

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: Express 1-5000 Air Time: Full Time
 News Service: INS
 Transcription Service: BMI, ASCAP
 Representative: Headley-Reed
 Membership: NARTB
 President: Sterling E. Graham
 General Manager: K. K. Hackathorn
 Commercial Manager: W. K. Brusman
 Sales Prom. Manager: John Wyman
 Program Director: C. M. Hunter
 Publicity Director: F. P. Wilhelm
 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
 Station Manager: Paul Nakel
 Comm. Mgr.: Leonard P. Adams
 Ass't to Pres.: C. C. Courtney

W J W

CLEVELAND—1943—ABC

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By: WJW, Inc.
 Business-Studio Address: 1375 Euclid Ave.
 Phone: Superior 1-0101 Air Time: Full Time
 News Service: UP
 Transcription Service: Standard
 Representative: Katz
 Gen., Sls. Mgr.: John D. Kelly
 Program Director: Bruce MacDonald
 Promotion Director: Peter Lee
 Chief Engineer: Gerald G. Roberts

W T A M

CLEVELAND—1923—NBC

Frequency: 1100 Kc. Power: 50,000 Watts
 Owned-Oper. By: National Bcstg. Co., Inc.
 Bus.-Studio Address: 815 Superior Ave.
 Phone: CHerry 1-0942 Air Time: Full Time
 News Service: AP, UP
 Transcription Service: Thesaurus
 Representative: NBC Spot Sales
 Membership: NARTB, RAB
 Chairman of the Board: David Sarnoff
 General Manager: Lloyd E. Yoder
 Program Mgr.: Lawson Deming
 Sales Manager: Harold W. Waddell
 Adv. & Prom. Mgr.: Clement G. Scerback
 Publicity Director: Robert Horan
 Engineer-in-Charge: S. E. Leonard

WSRS CLEVELAND—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: WSRS, Inc.
 Address: 2156 Lee Rd.
 Phone: ERievew 1-2005 Air Time: Full Time
 News Service: AP
 Transcription Service: Associated
 Representative: Forjoe & Co.
 Pres., Gen. Mgr., Pgm. Dir.: S. R. Sague
 Exec. Dir. Oper. & Sls.: Norman V. Bergholm
 Sales Prom. Mgr.: Bill Gannon
 Prog. Director: S. R. Sague
 Chief Engineer: Bob Leedham

WBNS

COLUMBUS—1924—CBS

Frequency: 1460 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By: RadioOhio, Inc.
 Business-Studio Address: 33 N. High St.
 Phone: CA. 4-9265 Air Time: Full Time
 News Service: AP
 Representative: John Blair
 Membership: NARTB, RAB
 General Manager: Richard A. Borel
 Commercial Manager: W. I. Orr
 Sales Prom. Director: Jim Yanan
 Program Director: Geer Parkinson
 Chief Engineer: Lester H. Nafzger

WCOL COLUMBUS—1922—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Air Trails, Inc.
 Business-Studio Address: E. Broad & Young St.
 Representative: H-R Reps., Inc.
 Membership: RAB
 President: Charles Sawyer
 Exec. V.P.: J. P. Williams
 Administrative Asst.: Alex Buchan
 Station Manager: W. H. Spencer
 Program Director: Michael Ryan
 Chief Engineer: Harold E. Beard

WTVN

COLUMBUS—1921—MBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By: United Bcstg. Co.
 Business-Studio Address: 22 East Gay St.
 Transcription Service: Lang-Worth
 Representative: Katz
 President: Hulbert Taft, Jr.
 General Manager: Byron Taggart
 Comm. Mgr.: Sam T. Johnston
 Sls. Prom. Mgr., Pub. Dir.: Jo Ann Smart
 Program Director: Paul Frank
 Chief Engineer: W. T. Hansher

LOOKING FOR A SOCKO STATION TO TEST YOUR MERCHANDISING?

IN THE CLEVELAND MARKET

WSRS

*"The Community Information Station
with The All-American Family Appeal."*

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!**

WVKO

COLUMBUS—1951

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sky Way Bcstg. Corp.
 Address 274 S. 3rd St.
 Phone: CA. 1-5247 Air Time: Daytime
 News Service UP
 Transcription Service Standard, Capitol
 Representative Forjoe
 President Gustav Hirsch
 Gen., Sta. Manager Bert Charles
 Comm., Sales Prom. Mgr. William Selander
 Prog. Dir. Bert Charles
 Publicity Dir. Marjorie White
 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: 1560, 2140 Air Time: Daytime
 Trans. Service World
 News Service UP
 Membership NARTB
 Pres., Gen. Mgr. Bruce Wallace
 Commercial Mgr. James Sigman
 Sales Prom. Mgr. Carl Speaks
 Program Director Stanley Robinson
 Chief Engineer Elmer Moravecky

WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Miami Valley Bcstg. Corp.
 Business-Studio Address 1414 Wilmington Ave.
 Phone: Madison 6581 Air Time: Full Time
 News Service AP, UP
 Newspaper Affiliation "Daily News"
 Representative Hollingbery
 Membership NARTB
 President James M. Cox, Jr.
 General Manager Robert H. Moody
 Commercial Mgr. W. E. Wolaver
 Station Manager Wade H. Alley
 Publicity Director Chuck Gay
 Chief Engineer Ernest L. Adams

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: Hemlock 3773 Air Time: Full Time
 News Service AP
 President Charles Sawyer
 Exec. V.P. & Gen. Mgr. John Pattison Williams
 Vice-Pres. George Lenning
 V.P., Adm. Asst. Alexander Buchan
 Publicity Director Larry Marker
 Chief Engineer Howard Ryan

WONE

DAYTON—1949

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Skyland Bcstg. Corp.
 Address 380 West First St.
 Phone: Michigan 6501 Air Time: Full Time
 News Service AP
 Representative Headley Reed
 President Ronald B. Woodyard
 Nat'l Sales Manager C. J. Thornquest
 Commercial Manager Louis G. Froelich
 Chief Engineer Stanley A. Beck

WONW

DEFIANCE—1949

Frequency: 1280 Kc. Power: 500 Watts d.
 Owned-Oper. By Tri-State Bcstg. Co.
 Address P. O. Box 278
 Phone: 32226 Air Time: Full Time
 News Service UP
 Transcription Service Associated
 Representative Devney
 President Richard W. Crowell
 Gen., Comm. Mgr. Glenn R. Thayer
 Program Director Paul R. Murphy

WJER

DOVER—1950—KBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Dover Bcstg. Co., Inc.
 Address 210 Blvd.
 Phone: 4-2126 Air Time: Full Time
 Transcription Service World, Thesaurus
 News Service UP
 President Agnes J. Reeves Greer
 Gen., Sta. Mgr. W. B. Steis
 Commercial Manager John C. Needs
 Prog. Dir. Bob Valliquette
 Chief Engineer Don Graff

WOHI

EAST LIVERPOOL—1949—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By East Liverpool Bcstg. Co.
 Address 516 Market St.
 Phone: FU. 5-1490 Air Time: Full Time
 News Service AP
 Transcription Service World
 President, Gen. Manager Richard V. Beatty
 Comm., Prom. Mgr. George T. Farrall
 Sta. Mgr., Prog. Dir. Bob Metcalfe
 Chief Engineer George Kelly

WEOL

ELYRIA—1948

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By Elyria-Lorain Bcstg. Co.
 Address Elyria Savings and Trust Bldg.
 Phone: EL 2255 Air Time: Full Time
 News Service UP
 Trans. Service World
 Station Representative Walker

President Roy W. Ammel
 General Manager Alex Buchan
 Comm., Sta. Mgr. Richard E. Barrett
 Program Director Pat Fredericks
 Chief Engineer William Albrecht

W F I N

FINDLAY—1941

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Operated By The Findlay Publ. Co.
 Address 101½ W. Sandusky St.
 Phone: 1330 Air Time: Daytime
 News Service INS. UP, AP
 Newspaper Affil. "Republican-Courier"
 Representative McGillvra
 President R. L. Heminger
 Gen., Sta., Comm. Mgr. Harold H. Heminger
 Sls. Prom. Mgr. Allen P. Dudley
 Prog. Dir. Jack Douglas
 Chief Engineer Edgar C. Smith

W F O B

FOSTORIA—1946—KBS

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By Seneca Radio Corp.
 Address P. O. Box 589
 Phone: 5666 Air Time: Full Time
 News Service UP
 Trans. Service Capitol, SESAC, World
 Station Rep. Rambeau
 President Andrew Emerine
 General Manager Mel Murray
 Commercial Mgr. Roger V. Wise
 Prog. Director Jim Paulus
 Chief Engineer Farrell Elsea

W F R O

FREMONT—1949

Frequency: 900 Kc. Power: 500 Watts d.
 Owned-Oper. By Wolfe Bcstg. Corp.
 Address 905 W. State St.
 Phone: FE. 2-3951 Air Time: Daytime
 Transcription Service Standard
 Representative Hil F. Best
 News Service UP
 Membership NARTB, RAB
 President Robert F. Wolfe
 Managing Director R. C. Force
 Sls. Prom. Mgr. J. W. Kerr
 Prog. Dir. Frank Swartz
 Chief Engineer Allen Kaubel

W J E H

GALLIPOLIS—1950—KBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Oper. By. Ohio Valley on the Air, Inc.
 Address Box 244
 Phone: 1160-1 Air Time: Daytime
 News Service UP
 Transcription Service World
 Representative Grant
 President John E. Halliday
 General Manager Truman A. Morris

Station Manager Marianne Campbell
 Sales Prom. Mgr. K. W. Robinson
 Program Director William Watterson, Jr.
 Chief Engineer Edgar Atkins

W M O H

HAMILTON—1944—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Fort Hamilton Bcstg. Co.
 Bus.-Studio Address. Second Natl. Bank Bldg.
 Phone: Hamilton 4-6543. Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative W. S. Grant
 President Robert J. Briede
 General Manager Robert L. Odson
 Program Director Norm Keller
 Commercial Manager Ray Motley
 Chief Engineer Dick Plessinger

W I R O

IRONTON—1951—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owner Iron City Bcstg. Co.
 Address Radio Plaza
 Representative McGillvra
 Pres., Ch. Eng. C. A. Baker
 Gen., Sta. Mgr. C. E. McElroy
 Comm. Mgr. L. Howard
 Prog. Pub. Dir. Jay Brushart

W L M J

JACKSON—1953—KBS

Frequency: 1280 Kc. Power: 1 Kw., d.
 Owned WLMJ Inc.
 Address P.O. Box 72
 Phone: 850; 950 Air Time: Daytime
 News Service UP
 Station Representative W. S. Grant
 President Frances D. Moore
 General Mgr. Truman A. Morris
 Station Mgr. Don W. Hughes
 Commercial Mgr. Patricia Roy
 Program Director Nina Ladd
 Chief Engineer Eddie Adkins

W H O K

LANCASTER—1947

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Oper. By. Hocking Valley Bcstg. Corp.
 Address-Trans. Loc. Memorial Dr.
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB
 Pres., Gen. Mgr. Dr. Nelson Embrey
 Station Manager William L. Zimmerman
 Chief Engineer Robert Wery

W I M A

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: 32660.....Air Time: Full Time
 News ServiceAP
 RepresentativeWeed
 MembershipNARTB
 President.....G. E. Hamilton
 General Sta. Mgr.....R. W. Mack
 Commercial Mgr.....C. B. Heller
 Sls. Prom. Mgr. & Pub. Dir..... R. McDermott
 Program Dir.....Easter Straker
 Chief Engineer.....A. J. F. Smith

Phone: 3-1131.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceThesaurus
 MembershipNARTB, RAB
 Pres., Gen.-Sta. Mgr.....Robert T. Mason
 Commercial Manager.....Arthur L. Martin
 Prog. Dir.....Madge Cooper
 Sls. Prom. Mgr., Pub. Dir.....Majorie Williams
 Chief Engineer.....Francis Joseph Peters

W L O K

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....WLOK, Inc.
 Business Address.....1424 Rice Avenue
 Phone Number6-3411
 Transcription ServiceWorld
 MembershipNARTB
 News ServiceUP
 Representative.....H.R. Repps, Inc.
 President.....L. A. Pixley
 Station Manager.....Robert O. Runnerstrom
 Program Director.....William Huffman
 Commercial Mgr.....Lawrence Webb
 Chief Engineer.....Darrel Hunter

W P F B

MIDDLETOWN—1947

Freq.: 910 Kc.....Power: 1 Kw. d., 100 W. n.
 Owned-Operated By.....Paul F. Braden
 Address-Trans. Loc.....Lebanon-Coles Rd.
 Phone: 2-3625.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceThesaurus
 Rep.....Grant Webb
 MembershipNARTB, RAB
 Pres., Gen., Sta. Mgr.....Paul F. Braden
 Comm. Sls. Prom. Mgr.....J. H. LeMoyne
 Program Director.....George Lummis
 Chief Engineer.....Larry Beckwith

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: 4235-6.....Air Time: Full Time
 News ServiceUP
 Transcription ServiceWorld
 Representative..Venard, Rinfoul & McConnell
 MembershipNARTB, RAB
 Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
 Sales Prom. Manager.....John Patrick
 Prog.-Pub. Dir.....Robert James
 Chief Engineer.....William Morrison

W M V O

MT. VERNON—1953—KBS

Frequency: 1300 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Mt. Vernon Bcstg.
 Address.....Coshocton Rd., Box 390
 News ServiceUP
 TranscriptionThesaurus, SESAC
 President.....Dr. Charles Tramont
 General Manager.....Mrs. C. M. Zolkowitz
 Program Director.....George Bennett
 Chief Engineer.....Royce O. Woodward

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: 1690.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceSESAC
 RepresentativeMcGillvra
 MembershipNARTB
 President.....William G. Wells
 General Manager.....R. Sanford Guyer
 Commercial Manager.....Fred Reynolds
 Program Director.....Leah R. Thorla
 Chief Engineer.....Charles E. Clark

W C L T

NEWARK—1946

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Operated By...Advocate Printing Co.
 Address.....27 West Main St.
 Phone: 4007.....Air Time: Daytime
 News ServiceAP
 Newspaper Affiliation.....The Advocate
 Transcription ServiceThesaurus
 RepresentativeMeeker Associates
 MembershipNARTB, RAB
 President.....Frank W. Spencer
 Gen., Sta. Mgr.....Thomas A. Rogers
 Commercial Mgr.....Robert Pricer
 Program Director.....John Fisher
 Chief Engineer.....Benjamin Windle

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

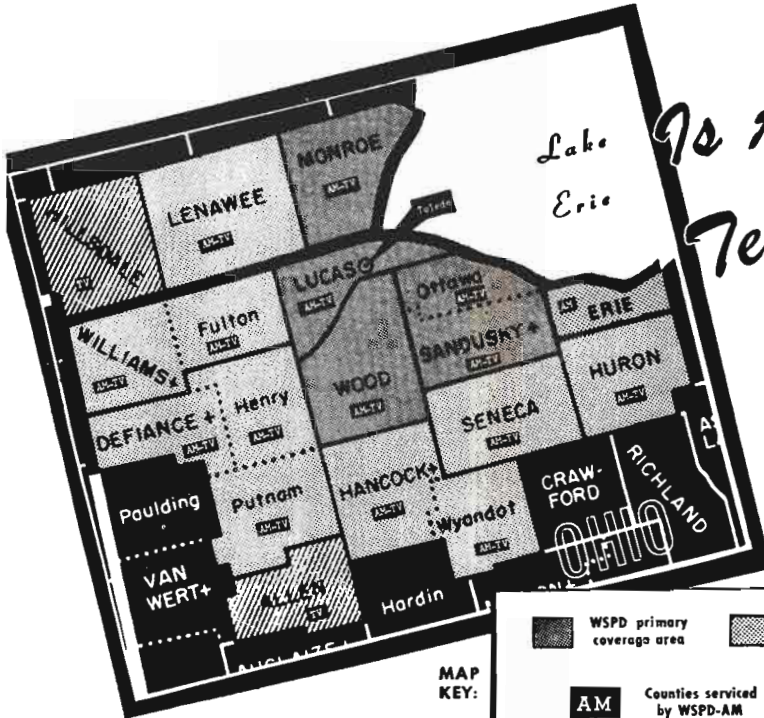
W P T W

PIQUA—1947—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper.....Miami County Bcstg. Co., Inc.
 Address-Trans.....1625 W. Covington Ave.
 Phone: 1420-1.....Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeBest
 MembershipRAB

WSPD's "Billion Dollar Market"

*Is America's
Testground*



MAP KEY:

WSPD primary coverage area	WSPD secondary coverage area	Fringe area
Counties serviced by WSPD-AM	Counties serviced by WSPD-TV	

The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

- Population 1,181,800
- Families 359,150
- Radio Homes 355,050
- Percent tuned to WSPD-AM
 - Daytime 56.8%
 - Nighttime 48.6%
- *Television Homes 300,050
- Percent tuned to WSPD-TV
 - Daytime 78%
 - Nighttime 91.5%
- EFFECTIVE BUYING POWER**
 - Total—\$1,917,277,000
 - Per Capita \$1,622
 - Per Family \$5,338
- RETAIL SALES**
 - Total \$1,409,122,532
 - Per Family \$3,923
 - Spent For:
 - Food \$332,271,000
 - Gen. Mdse. \$137,070,000
 - Furniture & Household—\$72,696,000
 - Automotive \$311,027,000
 - Drug \$36,600,000

- Toledo ranks high in the nation's 200 leading areas
- Toledo ranks 38th in population
- Toledo ranks 33rd in total income
- Toledo ranks 37th in total retail sales
- Toledo ranks 34th in food store sales
- Toledo ranks 34th in gen. mdse. store sales
- Toledo ranks 37th in home furnishing sales
- Toledo ranks 31st in automotive store sales
- Toledo ranks 35th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information:
 *October 1, 1954
 Standard Rate and Data Consumer Markets
 Nielsen Coverage Service
 Television Magazine
 Sales Management

WSPD

AM-TV
 TOLEDO, OHIO

Represented Nationally
 by KATZ

Storer Broadcasting Company
 600 PARKER, NAT. SALES DIR., 119 E. 57th STREET, NEW YORK

Pres., Gen. Mgr. Richard E. Hunt
 Sta., Comm. Mgr. Robert Bubp
 Prog., Pub. Dir. Ken Shroyer
 Chief Engineer Dallas Davis

WNXT

PORTSMOUTH—1951—ABC

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Portsmouth Bcstg. Co.
 Address Masonic Temple Bldg.
 News Service UP
 Representative Everett-McKinney
 Membership RAB
 Pres., Gen., Sta., Comm. Mgr. Marshall Rosene
 Program Director Phil Phillips
 Publicity Director Thelma Henderson
 Chief Engineer Russell Newman

WPAV

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The Scloto Bcstg. Co.
 Address 1009 Gallia St.
 News Service AP
 Newspaper Affil. Brush-Moore
 Transcription Service Associated
 Representative Venard, Rintoul & McConnell
 Membership NARTB, RAB
 President Eugene Carr
 Gen. Mgr. G. Gordon Strong
 Station Mgr. Gerald F. Boyd
 Program Director E. G. Sheridan
 Chief Engineer Maurice L. Myers

WLEC

SANDUSKY—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lake Erie Bcstg. Co.
 Address Cleveland Rd. & Huntington
 Phone: 5170 Air Time: Full Time
 News Service UP
 Transcription Service World. Thesaurus
 Representative Hal Holman
 Membership NARTB, RAB
 Pres., General-Station Mgr. Jay Wagner
 Commercial Manager Louis Mohla
 Program Director Robert Hinners
 Chief Engineer Jay Leibach

WAVI

SPRINGFIELD—1947

Frequency: 1210 Kc. Power: 250 Watts
 Owned WAVI Bcstg. Corp.
 Address Cincinnati St.
 Air Time Daytime
 News Service AP
 Station Rep. Gill-Perna
 Membership NARTB, RAB
 Pres., Gen. Mgr. Harry K. Crowl
 Sta. Mgr., Prog., Pub. Dir. Art Burnham
 Chief Engineer Vern Yeich

WIZE

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Radio Voice of Springfield

Trans.-Address 117 W. High St.
 Phone: 3-4955 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative H. R. Representative, Inc.
 President Charles Sawyer
 General Manager Adna Karns
 Program Director John McEnaney
 Sta., Comm. Mgr. Virginia Bennett
 Chief Engineer Victor L. Bushong

WJEL

SPRINGFIELD—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Champion City Bcstg. Co.
 Business Address Guardian Bank Bldg.
 Phone: 3-4678 Air Time: Daytime
 Representative McGillvra
 Transcription Service Associated
 President R. Stanley Lucas
 General Manager Robert Yontz
 Commercial Mgr. Charles Perry
 Chief Engineer Ken Arnold

WSTV

STEUBENVILLE—1940—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By WSTV, Inc.
 Bus.-Studio Address Exchange Realty Bldg.
 Phone: ATLantic 2-6265 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Avery-Knoedel
 Pres. Jack N. Berkman
 V.P., Gen. Mgr. John J. Laux
 Asst. General Manager Joseph M. Troesch
 Pgm., Pub. Dir. Harry Birrell
 Chief Engineer Charles S. Shepherd

WOHO

TOLEDO—1954

Frequency: 1470 Kc. Power: 1470 Watts
 Owner Midwestern Bcstg. Co.
 Address 2965 Pickle Road
 Phone Taylor 4321
 Representative Pearson
 President Ford R. Weber
 Chief Engineer Edwin J. Powell

WSPD

TOLEDO—1921—NBC

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

WTOD

TOLEDO—1946

Frequency: 1560 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Unity Corp.
 Business-Studio Address.....515 Madison Ave.
 Phone Number.....Garfield 5551
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe
 President.....Edward Lamb
 General Manager.....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: Adams 3291 Air Time: Full Time
 News Service.....AP, UP
 Representative.....Paul H. Raymer
 Membership.....NARTB, RAB
 President.....Frazier Reams
 Gen.-Station Mgr.....Thomas S. Bretherton
 Sales Prom. Mgr., Pub. Dir.....R. H. Edsall
 Program Director.....Robert Krieghoff
 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: 2212-9 Air Time: Full Time
 News Service.....AP
 Newspaper Affil.....Tribune Co.
 Representative.....Rambeau
 Transcription Service.....Associated
 President.....Helen Hart Hurlbert
 General Manager.....Carl J. Raymond
 Sales Prom.....Peter J. Dignan
 Comm. Mgr.....D. M. Shaver
 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: 5-6211 Air Time: Daytime
 News Service.....AP
 Transcription Service.....SESAC
 Station Rep.....Hil F. Best
 Membership.....RAB
 President.....W. N. Nungesser
 Gen., Comm. Mgr.....Leon Lloyd
 Program Director.....William Hughes
 Chief Engineer.....Carl Egbert

WPKO

WAVERLY—1954

Frequency: 1380 Power: 1000 Watts
 Owner.....Hi Kinco Bcstrs.
 Phone.....Piketon 2781
 Gen. Mgr., Chief Eng.....D. E. Kinker

WKOV

WELLSTON—1952

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By.....Family Bdcstg Co.
 Address.....P. O. Box 190
 News Service.....UP
 Transcription.....World
 President.....Stephen H. Kovalan
 General Manager.....Parks Robinson
 Program Director.....John E. Wilson
 St., Comm. Mgr.....K. Williams

WWST

WOOSTER—1947—KBS

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Wooster Republican Ptg. Co.
 Phone: 3-5075 Air Time: Daytime
 News Service.....UP
 Transcription Service.....Thesaurus, SESAC
 General Manager.....E. B. Evans
 Commercial Mgr.....Quentin W. Welty
 Program Director.....Robert 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: CA. 84711 Air Time: Daytime
 Transcription Service.....Thesaurus
 Representative.....Meeker
 Membership.....NARTB, RAB
 President.....M. D. Lincoln
 General Manager.....Herbert E. Evans
 Sta., Mgr.....Joseph D. Bradshaw
 Comm. Mgr.....Harry H. Hoessly
 Program Director.....Bill Arthurs
 Sales Prom. Mgr.....Phil Sheridan
 Chief Engineer.....Harold Schaaf

WBBW

YOUNGSTOWN—1949—ABC

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

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By: WFMJ Bcstg. Co.
 Business-Studio Address: 101 W. Boardman
 Phone: Riverside 3-4121 Air Time: Full Time
 News Service: AP, UP
 Representative: Headley-Reed
 Transcription Ser.: Thesaurus, SESAC
 Membership: NARTB
 Pres., Gen. Mgr.: William F. Maag, Jr.
 Gen., Sta. Mgr.: Mitchell F. Stanley
 Program Director: Robert Locke
 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: Sterling 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, RAB
 Pres., Gen. Mgr.: Warren P. Williamson, Jr.
 Station Manager: J. Lothair Bowden
 Program Director: Don Brice
 Public Relations Director: Jim Smith
 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: 2-5431 Air Time: Full Time
 Newspaper Affiliation: Zanesville Publ. Co.
 News Service: UP
 Representative: John E. Pearson
 Membership: NARTB, RAB
 President: Clay Littick
 Sales Prom. Mgr., Pub. Dir.: Nancy Armstrong
 Gen., Station Manager: Allan Land
 Comm. Mgr.: Nate Milder
 Prog. Dir.: Bob Wagner
 Chief Engineer: William A. Hunt, Sr.

OKLAHOMA

Pop. Feb. 1, 1955 (Est.) 2,312,000 — Families 658,000

Radio Homes 590,000 — TV Homes 360,000 — Stations in State 47

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: 12 & 13 Air Time: Full Time
 News Service: AP
 Transcription Service: Standard
 Representative: Venard, Rintoul & McConnell
 Membership: NARTB, RAB
 President: Dr. C. C. Morris
 V.P. & General Manager: Billy T. Hoover
 Station Manager: Jerry Spencer
 Secy. Trea.: B. Morris
 Program Director: Fred Thompson
 Chief Engineer: George Miller, Jr.

K V S O

ARDMORE—1935—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Ardmoreite Publishing Co.
 Bus-Studio Address: 112 N. Washington
 Phone: 3030 Air Time: Full Time
 News Service: AP
 Newspaper Affiliation: Daily Ardmoreite
 Membership: NARTB, RAB
 Representative: Venard
 General Manager: Albert Riesen
 Comm. Mgr.: J. E. Riesen
 Program Director: Dolly Dutton
 Publicity Director: Galy Varnell
 Chief Engineer: William E. Kolb

K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Altus Bcstg. Co., Inc.
 Phone: 1405 Air Time: Full Time
 News Service: AP
 Representative: Pearson
 Membership: NARTB
 Newspaper Affiliation: "Times-Democrat"
 Membership: NARTB
 Pres., Gen. Mgr.: Frank E. Wimberly
 Chief Engineer: Ernest Baucum

K W O N

BARTLESVILLE—1942—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Bartlesville Bcstg. Co.
 Address: KWON Bldg.
 Phone: 1400 Air Time: Full Time
 President, Gen., Sta. Mgr.: J. Fred Case
 Commercial Mgr.: John Collins
 Chief Engineer: Nathan Parsons

K B W L

BLACKWELL—1952—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By: Star Bcstg. Co., Inc.

AddressMasonic Bldg.
 Phone: 309Air Time: Daytime
 News ServiceAP
 Transcription ServiceThesaurus
 Station Rep.Best
 General Manager.....John W. Carrick
 Chief Engineer.....H. B. Green

KWCO

CHICKASHA—1946—MBS-KBS

Freq.: 1560 Kc.Power: 1 Kw. d. 250 W. n.
 Owned-Oper. By. .Washita Valley Bcstg. Corp.
 Address4th & Grand
 Phone: 2898Air Time: Full Time
 News ServiceAP
 Representative.....H. F. Best
 Gen. Mgr.....Jack L. Pink
 Commercial Manager.....Tom Miller
 Program Director.....Marjorie Richards
 Chief Engineer.....W. K. Berry

KWOE

CLINTON—1949

Frequency: 1320 Kc.Power: 1000 Watts d.
 Owned-Operated By. .Western Okla. Bcstg. Co.
 AddressNeptune Park
 Phone: 618Air Time: Daytime
 News ServiceUP
 Station Representative.....Hil F. Best
 General Manager.....V. M. Preston
 Commercial Mgr.....Leo Tremblay
 Chief Engineer.....Hubert Gaston

KWHP

CUSHING—1952—KBS

Frequency: 1600 Kc.Power: 1000 Watts d.
 Owned-Operated By.W. H. Payne
 AddressBox 791
 Phone: 922Air Time: Daytime
 News ServiceAP
 Representative.....Hil F. Best
 Transcription ServiceThesaurus
 Gen., Comm. Manager.....William H. Payne
 Station Mgr.....George S. Lanham
 Program Director.....Mary Lou Wright
 Chief Engineer.....Charles F. Hebard

KRHD

DUNCAN—1947—MBS-KBS

Frequency: 1350 Kc.Power: 250 Watts d.
 Owned-Operated By.Duncan Bcstg. Co.
 AddressWest Pine St.
 Phone: 1350Air Time: Full Time
 Representative.....Hil F. Best
 MembershipNARTB, RAB
 President.....R. H. Drury
 Gen., Sta. Mgr.....W. M. Brubcker
 Comm., Sales Prom. Mgr.....Lester Agee
 Program Director.....John Moen

KSEO

DURANT—1947—KBS

Frequency: 750 Kc.Power: 250 Watts d.
 Owned-Operated By. .Democrat Printing Co.

AddressDemocrat Bldg.
 Phone: 2200Air Time: Daytime
 News ServiceAP
 MembershipNARTB
 Transcription ServiceStandard
 Partners.....R. F. Story, Bennett Story
 General Manager.....Leroy Moses
 Chief Engineer.....Leonard Brown

KASA

ELK CITY—1932—MBS-KBS

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Oper. By.Southwest Bcstg. Co.
 Address204 N. Main
 Phone: 730Air Time: Full Time
 Station Rep.Best
 Manager.....Lonnie J. Preston
 Program Director.....Alice Howenstine
 Chief Engineer.....Robert Hemphill

KCRC

ENID—1929—ABC-OKLA. NET-KBS

Frequency: 1390 Kc.Power: 1000 Watts
 Owned-Oper. By.Enid Radiophone Co.
 Bus. Studio Address.....Broadway Tower
 Phone: 447Air Time: Full Time
 News ServiceAP
 Transcription ServiceWorld
 News. Affil. "Morning News," "Daily Eagle"
 Representative.....John E. Pearson Co.
 MembershipNARTB
 President.....Milton B. Garber
 General Manager.....Pat Murphy
 Commercial Mgr.....H. P. Hale
 Program Director.....B. Napier
 Chief Engineer.....Murray D. Coleman

KGWA

ENID—1950—MBS

Frequency: 960 Kc.Power: 1000 Watts
 Owned-Oper. By.Public Bcstg. Service, Inc.
 Address115½ E. Broadway
 Phone: 4230Air Time: Full Time
 News ServiceUP
 Transcription ServiceStandard
 RepresentativePearson
 President.....George E. Failing
 General Manager.....H. J. Godschalk
 Chief Engineer.....Ralph Druen

KTAT

FREDERICK—1948—KBS

Frequency: 1570 Kc.Power: 250 Watts d.
 Owned-Operated By.Frederick Bcstg. Co.
 AddressMain & Grand
 Phone: 5-2131Air Time: Daytime
 News ServiceUP
 Transcription ServiceKeystone
 RepresentativeHil F. Best
 General Manager.....J. D. Jones, Jr.
 Partner.....Ronald W. Wheeler
 Comm. Mgr., Pub. Dir.....E. Jones
 Sls. Prom. Mgr., Chief Eng.....D. Jones
 Program Director.....Mary Wheeler

KGYN

GUYMON—1948

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

KTJS

HOBART—1947—KBS

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By A. R. Fuchs
 Address Box 796
 Phone: 1070 Air Time: Daytime
 News Service AP
 President, Ch. Eng. A. Fuchs
 Comm. Sls. Prom. Mgr. D. Davis

KIHN

HUGO—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Little Dixie Bcstg. Co.
 Address East on Highway 70
 Phone: 1140 Air Time: Full Time
 News Service AP
 President O. A. Brewer
 Gen. Manager R. A. Prichard
 Chief Engineer Dalton E. Jones

KBEL

IDABEL—1953

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Idabel Bcstg. Co.
 Address Box 1072
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 Pres., Gen. Mgr. Winston O. Ward
 Comm., Sls. Prom. Mgr. J. P. Stanley
 Program Director Ralph Mills
 Chief Engineer Cliff Taylor

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: 1380 Air Time: Full Time
 News Service UP
 Transcrip. Service World, Lang-Worth, Standard
 Representative John Pearson
 Membership NARTB, RAB
 President R. H. Drewry
 Gen., Sta. Mgr. Leo R. Morris
 Program Director Tom Gilmore
 Chief Engineer Willard Cochran

KNE D

McALESTER—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By Pittsburg Bcstg. Co., Inc.
 Address Aldrige Hotel
 Phone: 1460 Air Time: Full Time
 News Service UP
 Transcription Service World, Thesaurus
 Representative Pearson
 Pres., Gen. Mgr. Ray Van Hooser
 Commercial Manager Phil Reed
 Sls. Promotion Mgr. Frank Hopkins
 Prog. Dir. Mary Jo Lawson
 Chief Engineer Dexter Ferry

KTMC

McALESTER—1946—ABC-OKLA.

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By McAlester Bcstg. Co.
 Business-Studio Address Earle Hotel
 Phone: 2411 Air Time: Full Time
 News Service AP
 Representative Venard
 Membership NARTB
 President William Young
 Gen., Sta. Mgr. Bob Baggett
 Commercial Mgr. Bill Skeith
 Sls. Prom. Mgr. Larry Craft
 Publicity Director Bob Bristow
 Program Director Geraldynne Jones
 Chief Engineer Harold Duncan

KGLC

MIAMI—1948—KBS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Miami Bcstg. Co.
 Address Miami Hotel
 Transcription Capital
 Membership NARTB, RAB
 News Service UP
 Representative Adam Young
 President Kenyon Brown
 General Manager William A. Searle
 Supv. Frank J. Lynch
 Prog. Dir. Carm Soricelli
 Chief Engineer Lewis Stone

KBIX

MUSKOGEE—1936—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Okla. Press Pub. Co.
 Address Barnes Bldg.
 Phone: MU 2-1331 Air Time: Full Time
 News Service UP
 Representative Venard
 President Tams Bixby, Jr.
 General Manager Walter W. Weber
 Commercial Mgr. George Lanham
 Program Director Howard Whitely
 Chief Engineer Clyde Miller

K M U S

MUSKOGEE—1948

Frequency: 1380 Kc. Power: 1000 d., 500 n.
Owned-Oper. By Eastern Okla. Bcstg. Corp.
Address 412½ Court St.
Phone: MU 2-2488 Air Time: Full Time
News Service UP
Transcription Service World
Representative Pearson
President R. M. Mountcastle
Gen., Station Mgr. Jimmie Barry
Sls. Prom. Mgr. Paul Weatherbee
Program Director George Overton
Chief Engineer James Keitel

K N O R

NORMAN—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned Cleveland County Bcstg. Co.
Address P. O. Box 542
Phone: 474 Air Time: Full Time
News Service UP
Station Rep. Best
Gen. Mgr. (Ptr.) William S. Morgan
President Tol Dickenson
Comm. Mgr. James B. Logan
Program Director Gene Stansberry
Chief Engineer Gene Morris

K B Y E

OKLAHOMA CITY—1946—KBS

Frequency: 890 Kc. Power: 1000 Watts d.
Owned-Operated By State Bcstg. Co.
Bus.-Studio Address 9th & B'way
Phone: FO 5-2323 Air Time: Daytime
News Service UP
Membership NARTB, RAB
President A. Earl Cullum
General Manager Frank J. Lynch
Program Director F. F. Lynch
Chief Engineer Robert E. Schilb

K L P R

OKLAHOMA CITY—1947

Frequency: 1140 Kc. Power: 1000 Watts d.
Owned-Oper. By Okla. City Bcstg. Co.
Business Address 128½ W. Commerce St.
Phone: FO 5-6358 Air Time: Daytime
Membership NARTB, RAB
News Service AP
Owner, Pres., Gen. Mgr. Byrne Ross
Comm., Promotion Mgr. Monty Wells
Program Director Mrs. Kathleen Burkett
Pub. Dir. Grant Ladd
Chief Engineer Jay Davis

K O C Y

OKLAHOMA CITY—1938—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Plaza Court Bcstg. Co.
Business-Studio Address Plaza Court Bldg.
Phone: Forest 5-4333 Air Time: Full Time
News Service AP
Representative Pearson

Membership NARTB, RAB
Pres., Gen. Mgr. M. H. Bonebrake
Sta., Comm. Mgr. George Collisson
Program Director Bill Ward
Chief Engineer Hal Henegar

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.
News Service UP
Transcription Service Standard, Lang-Worth
Representative Avery-Knodel
Membership NARTB
President John Toole Griffin
General-Station Mgr. Edgar T. Bell
Sales Mgr. Gene Riesen
Program Director Perry Dickey
Chief Engineer M. W. Thomas

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: FO 5-8352 Air Time: Full Time
News Service UP
Transcription Service World
Representative Paul H. Raymer
Membership RAB
President Wendell Mayes
Gen. Mgr. John Hopkins
Prog. Dir. Bill Bryan
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: CE 2-6367 Air Time: Daytime
News Service AP
Representative Rambeau
Membership NARTB
President Ralph Ball
Gen., Sta. Mgr. Rex M. Lester, Jr.
Comm. Mgr. Eddie Peak
Sls. Prom. Mgr. J. Claybaugh
Prog. Dir. Morgan Roberts
Pub. Dir. Betty Carr
Chief Engineer Thomas F. Lindsey

W K Y

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By WKY Radiophone Co.
Business-Studio Address 500 E. Britton
Phone: TRinity 8-2161 Air Time: Full Time
News Service AP, UP
Newspaper Affiliation Oklahoma Pub. Co.
Transcription Service Standard
Representative Katz

Membership NARTB
 Pres., Gen. Mgr. E. K. Gaylord
 Station Manager P. A. Sugg
 Dir. of Radio Eugene B. Dodson
 Program Director Paul Brawner
 Public Relations Mgr. Wally Kinnan
 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 Times Bldg.
 News Service AP
 Trans. Service Lang-Worth
 President Don Reynolds
 Station Manager John D. Whitt
 Program Director Nil Kenan
 Chief Engineer John Brennerman

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
 News Service UP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 President James T. Jackson
 General Manager Phil Crenshaw
 Comm. Mgr. Jim Gray
 Chief Engineer George Rountree

W B B Z

PONCA CITY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Ponca City Pub. Co.
 Address 1601 E. Okla.
 Phone: RO. 5-6607 Air Time: Full Time
 Newspaper Affiliation The News
 News Service AP
 Transcription Service World
 Representative Pearson
 Membership NARTB, RAB
 President Clyde E. Muchmore
 Sta., Gen. Mgr. Cy Casper
 Commercial Mgr. Bill Go-man
 Prog. Dr. William G. Maugans
 Chief Engineer Chuck Chaney

K L C O

POTEAU—1953—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owner LeFlora Bcstg. Co.
 Address Box 511
 Phone 660
 Co-Owner, Gen. Mgr. R. B. Bell
 Co-Owner, Prog. Dir. Bernice Bell

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: 1263 Air Time: Daytime
 Transcription Service SESAC
 News Service AP
 Representative H. F. Best
 Owner, Gen. Sta. Mgr. L. L. Gaffaney
 Commercial Manager Mrs. L. L. Gaffaney
 Program Director Merle Caldwell

K G F F

SHAWNEE—1930—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KGFF Bcstg. Co., Inc.
 Address Hotel Aldridge
 Phone: 4390 Air Time: Full Time
 News Service AP
 Newspaper Affiliation Stauffer Publ., Inc.
 Transcription Service World
 President Oscar S. Stauffer
 Gen., Sta. Manager William A. Weaver
 Chief Engineer Earl R. Ward

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
 News Service UP
 Newspaper Affiliation News-Press
 Transcription Service World
 Sta. Rep. Clark
 Gen. Mg., Program Director J. R. Bellatti
 Chief Engineer Paul McCollum

K A K C

TULSA—1946

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By Public Radio Corp.
 Bus. Studio Address 412 E. Fifth St.
 Phone: 4-2401 Air Time: Full Time
 News Service AP
 Representative Walker
 President-Treas. S. E. Avey
 V.P., General Manager James L. Neal
 Program Director Rusty Kirk
 Chief Engineer M. M. Donley

K F M J

TULSA—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Fred Jones Bcstg. Co.
 Business-Studio Address 1242 S. Boston
 Phone: 5-5555 Air Time: Daytime
 News Service UP
 Representative Bolling
 President Fred Jones
 Comm. Manager Jack Betz
 General Manager Lawson Taylor
 Chief Engineer Nathan Wilcox

K O M E

TULSA—1938—KBS

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
 Owned-Oper. By Oil Capital Sales Corp.

Business-Studio Address 8th & Main
 Phone: 3-4121 Air Time: Full Time
 News Service AP
 Representative Gill-Perna
 Membership RAB
 President John E. Brown Jr.
 General Manager E. William George
 Comm. Manager C. W. Grim, Jr.
 Chief Engineer Roy Brown

KRMG

TULSA—1949—ABC

Freq.: 740 Kc. Power: 50 Kw. d., 25 Kw. n.
 Owned-Operated By Western Bcstg. Co.
 Business-Studio Address 311 So. Denver Ave.
 Phone: 54-4291 Air Time: Full Time
 Representative John Blair
 News Service AP
 Membership NARTB, RAB
 President Harrington Wimberly
 Gen., Comm. Manager Frank S. Lane
 Prog., Pub. Director Keith Bretz
 Chief Engineer William H. Bradley

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Tulsa Bcstg. Co.
 Business Address Boulder-on-the-Park
 Phone: 2-3191 Air Time: Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 President John T. Griffin
 V.P. & Gen. Mgr. L. A. Blust, Jr.
 National Sls. Mgr. B. Holmes
 Sales Mgr. William D. Swanson
 Gen. Prom. Mgr. George Ketcham
 Program Director John Devine
 Chief Engineer Robert Snider

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Oper. By Southwestern Sales Corp.

Bus-Studio Address Piltower Bldg.
 Phone: 2-3281 Air-Time: Full Time
 Transcription Service Standard, World
 Membership RAB
 Representative Edward Peiry
 President W. G. Skelly
 V.P., General Mgr. William B. Way
 Commercial Manager Gustav K. Brandborg
 Sales Prom. Mgr. W. T. McClarin
 Program Director Joseph O'Neil
 Chief Engineer John Bushnell

KWSH

WEWAKA—1948—ABC-KBS-MBS

Frequency: 1260 Kc. Power: 1,000 Watts
 Owned-Operated By Tri Cities Bcstg. Co., Inc.
 Address Box 1260
 Phone: 1260-1261 Air Time: Full Time
 News Service AP
 Transcription Service Standard
 Representative Venard
 President Dr. C. C. Morris
 General Manager Bill Hoover
 Station Manager Roy Judge
 Prog. Dir., Prom. Mgr. Gladys Williams
 Publicity Director Jav Harmon
 Chief Engineer Warren W. Abbott

KSIW

WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Woodward Bcstg. Co.
 Address Trans. Loc. 22 & Cedar Sts.
 Phone: 1450 Air Time: Full Time
 News Service AP
 Transcription Service Capitol, Thesaurus
 Membership NARTB, RAB
 Representative Pearson
 Pres., Gen. Mgr. Edward A. Ryan
 Program Director Lenora W. Ryan
 Chief Engineer Francis R. Berry

THOSE WHO KNOW FAMOUS BRANDS . . .

KNOW THE MOST FAMOUS BRAND IN NEWS IS

AP

OREGON

Pop. Feb. 1, 1955 (Est.) 1,672,000 — Families 602,000
Radio Homes 586,000 — TV Homes 215,000 — Stations in State 50

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 790 Kc. Power: 1000 Watts
Owned-Oper. By . . . Central Willamette Bcstg.
Bus.-Studio-Trans. Loc. . . . Queen Ave. & Elm
Phone: WA 6-2233 Air Time: Full Time
News Service AP
Transcription Service World
Newspaper Affiliation . . . "Democrat Herald"
Representative Moore-Lund, Ayres, Best
Membership NARTB, RAB
President R. R. Cronise
General Manager Chet Wheeler
Commercial Manager Dewey Rand
Station Manager Warren Stoffer
Sales Prom. Mgr. John Boyer
Program Director LeRoy Jolley
Chief Engineer Herbert Davidson

KWIN

ASHLAND—1946—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By . . . Rogue Valley Bcstg. Co.
Address 1160 Helman Rd.
News Service AP
President Don Miller
Station Manager Daren L. Flickinger
Program Dir. Bill Lively

KAST

ASTORIA—1925—MBS-KBS

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

KVAS

ASTORIA—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned Lower Columbus Bcstg. Co., Inc.
Address 612 Commercial St.
News Service UP
Representative Moore, Holman
Membership NARTB
Pres., Gen. Mgr. A. L. Capstaff
Station Mgr. T. R. Williams
Sales Prom. Mgr. Chas. Dean
Chief Engineer James Titus

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Inland Radio, Inc.
Bus. Studio Address 3032 Auburn Ave.
Phone: 140 Air Time: Full Time
Station Rep. Best, Moore & Lund
Membership NARTB
Transcription Service World
Gen., Comm. Mgr. . . . Kenneth B. Lockwood
Program Dir. Kenneth Holden
Chief Engineer Walter E. Stewart

KBND

BEND—1937—MBS-DON LEE-KBS

Frequency: 1110 Kc. Power: 1000 Watts
Owned-Oper. By . . . Central Oregon Bcstg. Co.
Bus.-Studio Address Coble Bldg.
Phone: 848 Air Time: Full Time
News Service UP
Transcription Service World
Representative W. S. Grant, Moore-Lund
Membership NARTB
Pres., Gen., Sta. Mgr. . . . Frank H. Loggan
Comm. Mgr. Doug Gaines
Pgm. Dir. Kessler Cannon
Chief Engineer Robert Dickinson

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By KOOS, Inc.
Address 505 Hall Bldg.
Phone: Congress 7-2121 . . . Air Time: Full Time
News Service UP
Representative Moore-Lund
Membership RAB
President Sheldon F. Sackett
Comm. Mgr. William Cook
Station Manager Phil Waters
Prog. Dir. John Tasnady
Chief Engineer Nate Olson

KWRO

COQUILLE—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KWRO, Inc.
Address P. O. Box 396
Phone: 3961 Air Time: Full Time
News Service UP
Rep. Moore-Lund, Continental, O'Connell
Sect.-Treas. W. E. Walsh
General Manager Lynn C. Thomas
Chief Engr. Drew Walker

KCOV

CORVALLIS—1954

Frequency: 1240 Kc. Power: 250 Watts
 Owned.....Midland Bcstg. Co.
 Address.....Corvallis Hotel, Second & Madison
 News Service.....UP
 Rep.....Everett-McKinney, Moore & Lund
 Supervisor.....Lee Bishop
 President.....Don McCormick
 Manager.....Frank Flynn

KRUL

CORVALLIS—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Pacific States Radio Co.
 Address Trans. Lot.....1221 So. 15th St.
 News Service.....AP
 Representative.....McGillvra
 Membership.....RAB
 President.....Fred T. Haley
 Gen., Comm. Mgr.....Douglas Setterberg
 Sales Prom. Mgr.....Jack Gallant
 Program Director.....Hal Wehmeier
 Chief Engineer.....Steve Wade

KOMB

COTTAGE GROVE—1953

Frequency: 1400 Kc. Power: 250 Watts
 Owned.....Orlo M. Bagley
 Address.....P. O. Box 606
 Phone: 1400.....Air Time: Full Time
 News Service.....UP
 Station Rep.....Continental
 Manager.....Anthony Maucione

KODL

THE DALLAS—1940—ABC

Frequency: 1440 Kc. Power: 1 Kw. d.
 Owned-Oper. By.....Western Radio Corp.
 Phone: 2300.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Moore & Lund, Ayres
 Pres., General Manager.....V. B. Kenworthy
 Station Manager.....Paul E. Walden
 Comm. Mgr.....Lawrence Beaudoin
 Promotion Director.....Monte DeVon
 Prog. Dir.....George Pence
 Chief Engineer.....Bruce Elliott

KASH

EUGENE—1947—ABC-KBS

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By.....Radio Air Ways, Inc.
 Address.....P. O. Box 1600
 Phone: 5-3357.....Air Time: Full Time
 Rep. W. Coast Sls.....Donald Cooke
 Pres., Gen. 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: 5-4304.....Air Time: Full Time
 News Service.....AP
 Newspaper Affiliation....."Register-Guard"
 Transcription Service.....Columbia Masterwks.
 Representative.....Weed & Co.
 Membership.....NARTB, RAB
 President.....Alton F. Baker
 Gen., Sta. Mgr.....L. W. Trommlitz
 Commercial Manager.....Herb Michael
 Publicity Director.....Jack Craig
 Prom. Mgr.....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: 4-4214.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth
 Rep.....Everett-McKinney, Moore & Lund
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Lee Bishop
 Commercial Mgr.....Virgil Parker
 Sales Prom. Mgr.....Bob Davis
 Program Director.....Harry Kirk
 Chief Engineer.....Floyd Vikos

KUGN

EUGENE—1946—NBC

Freq: 590 Kc. Power: 1 Kw. d. 1 Kw. n.
 Owned-Operated By.....KUGN, Inc.
 Business Address.....P. O. Box 112
 Phone: 4-6216.....Air Time: Full Time
 News Service.....AP
 Representative.....Meeker
 Membership.....NARTB, RAB
 Pres., Gen., Sta. Mgr.....C. O. Fisher
 Commercial Manager.....E. W. Karl
 Sls. Prom. Mgr., Pub. Dir.....Reg Roos
 Chief Engineer.....George Hathaway

KRWC

FOREST GROVE—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Irving G. Schmidtke
 Address.....Rt. 2, Box 59
 Phone: Forest Grove 6091..Air Time: Daytime
 Representative.....Wm. Ayres, Moore & Lund
 Transcription Service.....Standard
 Pres., Gen. Mgr.....Irving V. Schmidtke
 Commercial Mgr.....Clarence S. Sherman
 Prog. Dir.....Jack L. White
 Pub. Dir.....Robert Kingsley

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. GR 6-4477
Transcription Service. World
Representative. W. S. Grant
Representative. NARTB, RAB
President. A. E. Voorhies
General Manager. E. A. Malone
Commercial Mgr. M. K. Ball
Program Director. Dave Allen
Chief Engineer. N. L. Williams

K R T V

HILLSBORO—1954

Frequency: 1360 Kc. Power: 1000 Watts
Representative. Moore & Lund
President. Harold C. Singleton
Chief Engineer. Paul Alexander

K I H R

HOOD RIVER—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Ore-Wash. Bcstrs.
Address. P. O. Box 207
Phone: 8561. Air Time: Full Time
News Service. AP
Transcription. World
Representative. Moore-Lund
Membership. RAB
President. C. H. Fisher
Sta. Mgr., Prog. Dir. Don McCutcheon
Comm. Mgr. R. C. Weisenburger
Chief Engineer. Don I. Morris

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: 22551. Air Time: Full Time
News Service. UP
Transcription Service. Thesaurus
Representative. W. S. Grant, Moore-Lund
Membership. NARTB
President. W. D. Miller
Station Mgr. Alan K. Abner
Program Dir. Brad Cole
Chief Eng. W. Loerke

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. Full Time
News Service. AP
Transcription Service. Standard
Representative. Everett-McKinney
Membership. NARTB, BAB
President. Frank Jenkins
General Manager. Bud Chandler
Commercial Manager. Aaron Bee
Chief Engineer. Bill Grimes

K L B M

LA GRANDE—1928—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Inland Radio, Inc.
Phone: 2201. Air Time: Full Time
Transcription Service. Standard
Representative. Moore & Lund, Best
Membership. NARTB
Gen., Comm. Manager. Ken Lillard
Program Director. Judy Holman
Chief Engineer. Len Serdar

K G A L

LEBANON—1950—KBS

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Oper. By. Linn County Bcstrs., Inc.
Address. P. O. Box 341
Phone: 8631. Air Time: Full Time
News Service. AP
Station Rep. Holman
Transcription Service. Langworth, SESAC
President. W. Gordon Allen
General Manager. John Truhan
Commercial Manager. Don Wellman
Program Director. Nate Bridges
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: 3811. Air Time: Full Time
Newspaper Affil. Daily News-Register
Transcription Service. World
Station Rep. Continental
News Service. AP
President. Jack B. Bladine
Gen., Comm. Mgr. Glasco Branson
Program Director. Leslie Cunningham
Chief Engineer. Jack Adkins

K B O Y

MEDFORD—1954

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By. K-Boy Bcstrs.
Address. P. O. Box 1109
Phone. 3-5355
Partner, Gen. Mgr., Prog. Dir. C. E. Wilson
Partner. P. D. Jackson
Prtn., Comm. Mgr., Chief Eng. W. H. Hansen

K M E D

MEDFORD—1922—NBC

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By..... Radio Medford, Inc.
 Address..... P. O. Box 1306
 Phone: 2-4000..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Thesaurus
 Station Representative..... Meeker Assoc.
 Membership..... NARTB
 President..... Vern Robinson
 General, Sta. Mgr..... Ray Johnson
 Commercial Mgr..... Tom Tubbs
 Publicity Director..... Norm Oberst
 Program Director..... Russ Jamison
 Chief Engineer..... Don Smith

K Y J C

MEDFORD—1947—ABC-CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Medford Printing Co.
 Trans. Address..... 27 North Fir St.
 Phone: 2-5277..... Air Time: Full Time
 News Service..... UP
 Newspaper Affiliation..... Mall Tribune
 Representative..... Grant
 Transcription Service..... Lang-Worth
 Membership..... NARTB
 President..... Robert W. Ruhl
 Gen., Sta., Prom. Mgr..... Jimmy Dunlevy
 Comm., Mgr..... Tom MacLeod
 Program Director..... John Ahern
 Chief Engineer..... Dick Woods

K N P T

NEWPORT—1948

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Oper. By..... Yaquina Radio, Inc.
 Business Address..... 1940 N. Coast H'way
 News Service..... AP
 Rep..... Ayres, Moore & Lund, Continental
 Pres., Gen. Mgr..... Tom R. Becker
 Comm. Mgr., Prog. Dir..... Bob Eubanks
 Sales Prom. Mgr..... Helen Wade

K F I R

NORTH BEND—1951—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..... Bay Bcstg. Co.
 Address..... Box 905
 Phone: SK 9-7351..... Air Time: Full Time
 News Service..... AP
 Representative..... W. S. Grant, Keating
 Owner, Gen. Mgr..... Josephine Edwards
 Station Manager..... Glenn Nickell
 Comm. Manager..... William Jones
 Sales Prom. Mgr..... Charles Lee
 Chief Engineer..... Arthur Schuldt

K S R V

ONTARIO—1946—KBS

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Operated By..... Inland Radio, Inc.

Address..... Box 540
 Phone: 212..... Air Time: Full Time
 News Service..... UP
 Rep..... Pac. Northwest, Moore-Lund, Best
 Transcription Service..... Standard
 Tran. Ser..... Standard, Langworth
 General Manager..... Gordon L. Capps
 Asst. Manager..... Charles E. Harland
 Commercial Manager..... Robert Humphreys
 Program Director..... Rodrick Walter
 Chief Engineer..... Geoffrey Gass

K G O N

OREGON CITY—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... Clackamas Bcstra.
 Business Address..... Box 391
 Phone: OR 5249..... Air Time: Full Time
 News Service..... UP
 Trans. Ser..... World, Associated, Standard
 Rep..... Robt. Meeker, Moore-Lund, Paschall
 Membership..... NARTB, RAB
 President..... Dr. John H. Fitzgibbon
 Comm., Prom., Gen. Mgr..... Irwin S. Adams
 Program Director..... Sonora B. Hoffman
 Chief Engineer..... Edward G. Saxe

K W R C

PENDLETON—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By..... Western Radio Corp.
 Business Address..... P. O. Box 178
 News Service..... UP
 Trans. Ser..... Thesaurus
 Station Rep..... Moore & Lund
 Pres., Gen. Mgr..... V. B. Kenworthy
 Station Manager..... Ted A. Smith
 Commercial Mgr..... John Webb
 Program Director..... John F. Cameron
 Chief Engineer..... Douglas Whipple

K E X

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
 Owned-Operated By..... Westinghouse Radio
 Address..... 1230 SW Main St.
 Phone: CAPital 1881..... Air Time: Full Time
 News Service..... UP, INS
 Transcription Service..... Associated
 Membership..... RAB
 Station Representative..... Free & Peters Inc.
 President..... Chris Witting
 General Manager..... Joseph E. Baudino
 Station Manager..... J. B. Conley
 Commercial Manager..... R. E. Rudolph
 Sales Promotion Manager..... Charles L. Burrow
 Program Director..... Mel Bailey
 Chief Engineer..... Jack Erwin

K G W

PORTLAND—1922—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper..... Pioneer Bcstra, Inc.
 Bus.-Studio Address..... 1320 S.W. Broadway
 Phone: BEacon 6364..... Air Time: Full Time

News Service..... AP, INS
 Representative..... Edward Petry
 Membership..... NARTB, RAB
 Transcription..... SESAC
 President..... George Orput
 Gen., Sta. Mgr..... James A. Mount
 Asst. Mgr..... T. D. Rishworth
 Comm. Mgr..... R. H. Prigmore
 Prog., Pub. Dir..... Robert E. Franklin
 Chief Engineer..... Earl E. Petersen

KOIN

PORTLAND—1925—CBS

Frequency: 970 Kc..... Power: 5000 Watts
 Owned..... Mt. Hood Radio-TV Bcstg. Corp.
 Business Address..... P. O. Box 1031
 Phone: ATwater 3333..... Air Time: Full Time
 News Service..... AP, INS, UP
 Transcription Service..... World, Standard
 Representative..... CBS, Spot & Sls.
 Membership..... NARTB, RAB
 President..... Ted Gamble
 Gen. Mgr..... Harry H. Buckendahl
 Promotion Director..... George Wann
 Program Manager..... Willard Mears
 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: ATwater 0106..... Air Time: Daytime
 News Service..... AP
 Membership..... NARTB
 Trans. Serv..... Associated, World, SESAC
 Pres., Sta., Gen. Mgr..... Stanley M. Goard
 Program Director..... Douglas Ducklow
 Comm. Manager..... Deal O. Wilkins
 Sales, Prom. Mgr..... Jack Hampton
 Publicity Director..... Jim McGuire
 Chief Engineer..... Charles K. Dickson

KPDQ

PORTLAND—1947

Frequency: 800 Kc..... Power: 1000 Watts d.
 Bus.-Studio-Trans. Address. 1008 S.W. 6th Ave.
 Phone: CA 9209..... Air Time: Daytime
 News Service..... AP
 Membership..... RAB
 Pres., Gen. Mgr..... Jack W. Davis
 Program Director..... "Wink" Guthrie
 Chief Engineer..... Bob Beattie

KPOJ

PORTLAND—1932—MBS—DON LEE

Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Oper. By..... KPOJ, Inc.
 Phone: Broadway 3484..... Air Time: Full Time
 Studio Address..... 1019 S.W. 10th
 News Service..... UP
 Newspaper Affiliation..... Oregon Journal
 Representative..... John Blair
 Membership..... NARTB, RAB
 President..... Wm. W. Knight

General-Station Manager..... R. M. Brown
 Commercial Manager..... Robert C. La Bonte
 Program Director..... Jack Moys
 Chief Engineer..... Richard R. Pooley

KWJJ

PORTLAND—1925

Frequency: 1080 Kc..... Power: 10,000 Watts
 Owned-Oper. By..... Rodney F. Johnson
 Bus.-Studio Address..... 1011 S.W. 6th Ave.
 Phone: ATwater 4393..... Air Time: Full Time
 News Service..... INS
 Representative..... Burn-Smith, McGawen, Young
 Membership..... NARTB
 Pres., Gen., Sta. Mgr..... Rod F. Johnson
 Comm. Mgr..... Ben T. Crosby
 Sales Prom. Mgr..... Charles A. Larsen
 Prog. Dir..... Jerry Speerstra
 Chief Engineer..... Les Windes

KXL

PORTLAND—1926

Frequency: 750 Kc..... Power: 10,000 Watts
 Owned-Operated By..... KXL Bcstrs.
 Business-Studio Address..... Box 5886
 Phone: EV 1-6558..... Air Time: Daytime
 News Service..... UP, AP
 Transcription Service..... Associated
 Rep., Walker, Pacific Northwest, Moore & Lund
 Pres., Gen., Comm. Mgr..... H. S. Jacobson
 Program Director..... Ric Thomas
 Chief Engineer..... Len Garrett

KRCO

PRINEVILLE—1950

Frequency: 690 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Radio Central Oregon
 Address..... P. O. Box 188
 Phone: 6-239..... Air Time: Full Time
 Membership..... RAB
 Trans. Serv..... Thesaurus
 Representative..... Best, Moore & Lund
 News Service..... UP
 Pres., Gen. Mgr..... Norbert A. Miksiche
 Program Manager..... Elsie Stover
 Comm. Mgr., Chief Engr..... C. R. Matheny
 Chief Eng..... Gene Johnstick

KJUN

REDMOND—1952—ABC

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Juniper Bcstrs., Inc.
 Address..... P. O. Box 1240
 Representative..... McGillvra
 News Service..... UP
 Membership..... NARTB, RAB
 Pres., Gen., Sta. Mgr..... F. G. Lieser
 Bus., Prog. Dir..... Patricia Riggs
 Chief Engr..... Gene Johnstick

KRNR

ROSEBURG—1935—CBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... News Review Co.

Address.....134 N. Jackson
 Phone: 3-5551.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....Standard
 Newspaper Affiliation.....News Review Co.
 Representatives.....Moore & Lund, Grant
 Membership.....NARTB, RAB
 President.....Frank Jenkins
 Gen., Sta. Mgr.....Leroy Hiatt
 Commercial Mgr.....Warren Ward
 Program Director.....Lyle Fenner
 Chief Engineer.....Max Dick

K R X L

ROSEBURG—1950—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Umpqua Bcstrs., Inc.
 Address.....P. O. Box 847
 Phone: OR 3-4464.....Air Time: Full Time
 News Service.....UP
 Trans. Ser.....World, Lang-Worth
 Station Rep.....Regional Rep., Cox
 Membership.....NARTB
 President.....Donn Radabaugh
 Sta., Comm., Gen. Mgr.....Iris Rice Helliwell
 Program Director.....Del McKay
 Publicity Director.....Carol Kerr
 Chief Engineer.....Leo Reetz

K G A E

SALEM—1951

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....KGAE, Inc.
 Address.....Box 768
 Phone: 4-1430.....Air Time: Daytime
 News Service.....UP
 Station Rep.....Holman
 President.....W. Gordon Allen
 General Manager.....Earle Headrick
 Program Director.....Jean McLean
 Comm. Manager.....Robt. Morse
 Chief Engineer.....John Truhan

K O C O

SALEM—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Loring Schmltd

Address Trans. Loca.....1426 Edgewater St.
 Phone: 3-3108.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard, Associated
 Representative.....William G. Rambeau
 Gen. Mgr.....Loring Schmidt
 Program Director.....Carl Ritchie
 Commercial Manager.....Seth Smith
 Chief Engineer.....Bruce Fountain

K S L M

SALEM—1934—MBS—DON LEE

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Oregon Radio, Inc.
 Business Address.....P. O. Box 631
 Phone: 3-4831.....Air Time: Full Time
 Representative.....Everett, McKinney
 News Service.....UP
 Transcription Service.....World
 Membership.....RAB
 President, Gen. Mgr.....Glenn McCormick
 Comm., Sta. Mgr.....Dave Hoss
 Sales Prom., Mer.....Bill Ross
 Prog., & Publicity Director.....Herb Johnston
 Chief Engineer.....Clyde Carlton

K R G A

SPRINGFIELD—1954

Frequency: 1050 Kc.....Power: 1 Kw.
 Owned.....W. Gordon Allen
 Address.....P. O. Box 696
 Air Time.....Daytime
 News Service.....UP
 Station Rep.....Hal Holman
 President.....W. Gordon Allen
 V.P., Gen. Mgr.....Glen M. Stadler

K T I L

TILLAMOOK—1947—KBS

Frequency: 1590 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tillamook Bcstg. Co., Inc.
 Business Address.....Box 1590
 Phone: Victor 2-4422.....Air Time: Full Time
 News Service.....UP
 Rep.....Continental, Ayres, Moore & Lund
 President.....F. H. Guyton
 Manager.....Tom Hoover
 Chief Engineer.....Larry Bruner

THOSE WHO KNOW FAMOUS BRANDS . . .
 KNOW THE MOST FAMOUS BRAND IN NEWS IS



PENNSYLVANIA

Pop. Feb. 1, 1955 (Est.) 10,993,000 — Families 3,095,000

Radio Homes 2,985,000 — TV Homes 2,537,000 — Stations in State 124

W A E B

ALLENTOWN—1948

Freq: 790 Kc. Power: 500 W. d., 1 Kw. n.
Owned-Oper. By: WAEB, Inc.
Address: 7th & Hamilton Sts.
Phone: HE. 4-9364 Air Time: Full Time
News Service UP
Representative Radio-Rep.
President Howard Wasserman
General Mgr. P. Robert Ackley
Program Dir. John Mraz
Chief Engineer William Gottshall

W H O L

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned: Allentown Bcstg. Corp.
Address: Colorado & Poplar Sts.
Phone: HE. 4-4801 Air Time: Full Time
News Service UP
Transcription Service RCA, Thesaurus
Representative Raymer
Membership NARTB
President Charles G. Helwig
Station Mgr. James G. Chambers
Comm. Sales Prom. Mgr. Alfred F. Wilcox
Program Dir. James F. Chambers
Publicity Dir. Paul Mitchell
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: Hemlock 3-3166 Air Time: Full Time
News Service AP
Transcription Service Associated
Representative Weed
President N. Joe Rahall
Sta., Gen. Mgr. O. R. Davies
Prog. Dir. Marshall S. 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: Hemlock 4-9511 Air Time: Full Time
News Service AP
Transcription Service World
Representative Headley Reed
Membership NARTB, RAB
General Manager B. Bryan Musselman
Sta., Comm. Mgr. Olivia M. Barnes
Dir. of Programs George Y. Snyder
Chief Engineer Revel 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: 6467 Air Time: Full Time
News Service AP
Transcription Service World
Representative H.R. Repps, Inc.
Membership NARTB
President George P. Gable
General Manager John M. Snyder
Sta., Sales Prom. Mgr. James R. Gates
Chief Engineer George Burgoon

W R T A

ALTOONA—1947—ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Thompson Bcstg. Co.
Address: 1421 12th Ave.
Phone: 6646 Air Time: Full Time
News Service UP
Transcription Service Associated
Representative Robert Meeker
Membership NARTB



W H O L

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 Pennsylvania . . . 42nd in the Nation. The last census showed approximately 403,000 residents in the area served by WHOL. Retail sales in 1953 amounted to more than five hundred million dollars 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. Together with WHOL, WAZL, WHLM, WIDE and WVDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

CHARLES G. HELWIG, Esq.
President

Rep. Paul H. Raymer Co.

Pres., Gen. Mgr. Roy T. Thompson
 Sta., Comm., Prom. Mgr. William Clear
 Program Director Dorothy M. Thompson
 Publicity Director Marge Griffith
 Chief Engineer John Grimme

W V A M

ALTOONA—1948—CBS

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By General Bcstg. Corp.
 Address 2727 W. Albert Dr.
 Phone: 8127 Air Time: Full Time
 News Service UP
 Membership NARTB
 Transcription Service Standard
 Representative Weed & Co.
 President Emanuel S. Leopold
 Gen., Prom. Manager Will Ketner
 Comm. Manager Will Union
 Chief Engineer Dominic Legge

W A V L

APOLLO—1947

Frequency: 910 Kc. Power: 1000 Watts, d.
 Owned-Oper. By Tri-Borough Bcstg. Co.
 Address Press & Radio Bldg.
 Phone: 72-3921 Air Time: Daytime
 News Service UP
 Trans. Ser. SESAC, Cole, Lang-Worth
 General Manager Cecil F. Clifton
 Business Manager A. J. West
 Program Director Silas West
 Chief Engineer H. E. Smith

W N C C

BARNSBORO—1950—KBS

Frequency 950 Kc. Power: 500 Watts d.
 Owned-Oper. By No. Cambria Bcstrs.
 Address Maple Ave.
 Transcription Service Thesaurus, World
 News Service UP
 Membership RAB
 Pres. Harris G. Breth
 General Manager W. J. Thomas
 Program Director William R. Rathall
 Chief Engineer Dyle Miller

W B V P

BEAVER FALLS—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WBVP, Inc.
 Business-Studio Address 1216 Seventh Ave.
 Phone Number 4100
 News Service UP, AP
 Transcription Service Standard, World
 Membership NARTB
 Pres., Gen. Mgr. Frank R. Smith, Jr.
 Commercial Mgr. Thomas B. Price
 Program Director Charles H. Wilson
 Pub. Dir. Jean E. Biggard
 Chief Engineer Robert Ramsey

W G P A

BETHLEHEM—1946

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By The Bethlehems' Globe

Bus-Studio Address 428 Brodhead Ave.
 Phone: University 6-8074 Air Time: Daytime
 News Service UP
 Newspaper Affil. Bethelhem Globe Times
 Transcription Service Capitol, Thesaurus
 Membership NARTB
 President Rolland L. Adams
 General Manager Ellis Service
 Station Manager Arthur C. McCracken
 Comm., Sales Prom. Mgr. Frank Collie
 Prog. Dir. Stefan George
 Pub. Dir. Frank Collie
 Chief Engineer Edwin L. Rybak

W C N R

BLOOMSBURG—1946

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

W H L M

BLOOMSBURG—1948

Frequency: 550 Kc. Power: 500 Watts
 Owned Harry L. Magee
 Address: 107 W. Main St.
 Phone: 1800-1 Air Time: Full Time



WHLM

BLOOMSBURG, PA.

WHLM has big news . . . announcing that they are now a full time operation, gaining 20,000 potential new listeners; completely new studios and a brand new RCA transmitter. WHLM has a continuous merchandising program, and their coverage is directed along the banks of the Susquehanna River, the center of population for eastern and central Pennsylvania. Add all this together and you get a pretty fair idea of 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 Magee Carpet Company, American Car & Foundry, Wise Polato Chaps and Merck Drug Company, to mention just a few with good, big payrolls. Together with WHLM, WAZL, WHOL, WIDE and WYDA are under the supervision of Victor C. Diehm, radio pioneer and executive.

HARRY L. MAGEE

Owner and Operator
 Rep. Paul H. Raymer Co.

News Service AP, UP
 Transcription Service Lang-Worth, World
 Representative Raymer
 Membership NARTB
 President Harry L. Magee
 Gen., Sta. Mgr. Robert R. Williams
 Commercial Mgr. Pat Campbell
 Sales Prom. Mgr. Ray Calabrese
 Program Dir. Anthony Perry
 Publicity Dir. Patsy O'Brien
 Chief Engineer Anthony Hogg

WLOA

BRADDOCK—1947

Frequency: 1550 Kc. Power: 1000 Watts d.
 Owned-Operated By Matta Bcstg. Co.
 Business-Studio Address 1233 Braddock Ave.
 Phone: Electric 1-1100 Air Time: Daytime
 News Service UP
 President William G. Matta
 Commercial Manager George Matta
 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: 3173 Air Time: Full Time
 News Service AP
 Transcription Service Thesaurus RCA
 Representative Burn-Smith
 Membership NARTB
 Gen. Mgr., Sls. Prom., Pub. Dir. J. M. Cleary
 Commercial Manager Frederick P. Tascone
 Program Dir. Lloyd P. Gordon
 Publicity Dir. Frederick P. Tascone
 Chief Engineer Dean Merry

WBUT

BUTLER—1949

Frequency: 1050 Kc. Power: 250 Watts
 Owned-Operated By WBUT, Inc.
 Address Mcquistion Rd.
 Phone: 75-778 Air Time: Daytime
 News Service AP
 Station Representative Gill-Perna, Inc.
 President J. Patrick Beacom
 Gen. & Sta. Mgr. Gerald D. Coleman

WISR

BUTLER—1941

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Oper. By The Butler Bcstg. Co., Inc.
 Business-Studio Address 357 N. Main St.
 Phone: Butler 7-4701 Air Time: Daytime
 Membership PAB
 News Service UP
 President Joel W. Rosenblum
 General Manager Robert Kaufman
 Comm. Manager Harry W. Critchlow
 Program Director Warren Ihlenfeld
 Chief Engineer Paul Rex

WCDL

CARBONDALE—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Carbondale Bcstg., Co., Inc.
 Address 127 Salem Rd.
 Phone: Carbon 1230 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Donald Cooke, Inc.
 President William H. Ware
 General Manager Robert G. Adams
 Comm. Manager Phil E. Ladd
 Prog. Director Edward J. Hughes
 Chief Engineer Walter F. Rude

WHYL

CARLISLE—1952—KBS

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By Richard Field Lewis, Jr.
 Business Address Holly Pike
 News Service UP
 Membership NARTB
 President Richard F. Lewis, Jr.
 Gen., Sta., Comm. Mgr. Winslow T. Porter
 Prog. Dir. C. 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.
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative Forjoe
 General Manager John S. Boo'ch
 Sta., Comm. Mgr. Earl P. Strine
 Chief Engineer James McCurdy

WESA

CHARLEROI—1947—KBS

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Oper. By Monongahela Valley Bcstg.
 Address Box 584
 Phone: Hudson 3-6551 Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 President Dr. A. S. Sickman
 Gen. Mgr. C. R. Duva'l
 Program Dir. George Gailey
 Chief Engineer Sylvio Garfalo

WDRF

CHESTER—1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Oper. By Eastern Bcstg. Co., Inc.
 Business Address 500 Edgmont Ave.
 News Service UP
 General Manager Howard C. Weiss
 Commercial Manager Cy Swingle
 Chief Engineer Harry Simington

WVCH

CHESTER—1948

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

WCPA

CLEARFIELD—1947

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

WCOJ

COATESVILLE—1949—QUAKER

Freq.: 1420 Kc. Power: 5 Kw, d., 5 Kw. n.
Owned-Oper. By Chester Co. Bcstg. Co.
Address 809 E. Lincoln H'way
Phone Number 2100
Transcription Service SESAC
News Service UP
Membership NARTB
President Louis N. Seltzer
General Manager William S. Halpern
Comm., Prom. Mgr. Donald Kimes
Chief Engineer Louis N. Seltzer

WCVI

CONNELLSVILLE—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Conneltsville Bcstrs., Inc.
Bus.-Studio Address 126 W. Crawford Ave.
Phone Number Conneltsville 2700
News Service UP
Membership RAB
Trans. Service Thesaurus
President Cam T. Troilo, M.D.
Gen., Sta. Mgr. Jack Craddock
Program Director Joseph Speeney
Chief Engineer Robert Ray

WOTR

CORRY—1954

Frequency: 1370 Kc. Power: 500 Watts
Air Time Daytime
Owned-Oper. by Olivia T. Rennekamp

WFRM

COUDERSPORT—1953

Frequency: 600 Kc. Power: 500 Watts d.
Owned-Oper. By Farm & Home Bcstg. Co.
Address 9 N. Main St.
Phone: 611 Air Time: Daytime
News Service AP
Trans. Service World, SESAC
President C. H. Simpson
Vice-Pres., Gen. Mgr. John A. Fay
Prog. Dir. C. F. Robison
Commercial Mgr. James F. Ponder
Chief Engineer F. K. Reed

WBUX

DOYLESTOWN—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By Charles M. Meredith
Business-Studio Address Hart Bldg.
Transcription Service World
Membership NARTB, RAB
Representative Indie Sales, Inc.
President Charles M. Meredith
Gen., Comm. Mgr. William A. Lynch
Program Director Robert Fretz
Chief Engineer P. Robert Wright

WCED

DUBOIS—1941—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Tri-County Bcstg. Co.
Business-Studio Address 80 N. Park Pl.
Transcription Service SESAC
Representative McGillvra
President Harold Gray
General Mgr. Jason S. Gray
Comm., Sta. Mgr. George Williams
Program Director Ken Johnson
Chief Engineer Burrell Morris

WEST

EASTON—1936—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Associated Bcstrs., Inc.
Bus.-Studio Address 516 Northampton St.
Transcription Service World
Representative Robert Meeker
Membership NARTB, RAB
Station Exec. Clair R. McCollough
Station Manager Theodore W. Pierce
General Sales Manager J. Robert Gulick
Program Director Eugene Bethman
Technical Director J. E. Mathiot

WEMR

EMPORIUM—1954—KBS

Frequency: 1340 Kc. Power: 5000 Watts
Owned-Oper. By Kenneth E. Rennekamp
Address 513-15 Berger Bldg., Pittsburgh
Phone Atlantic 1-1365
President Kenneth E. Rennekamp
Gen., Commercial Mgr. Curt Doelicke
Prog. Director O. T. Rennekamp
Chief Engineer Calvin Custer

W E R C

ERIE—1941—ABC

Frequency: 1260 Kc. Power: 5 Kw.
 Owned by..... Presque Isle Bcstg. Co.
 Address..... 121 West 10th St.
 Phone: 4-6367. Air Time: Full Time
 News Service..... UP
 Station Representative..... Weed
 President..... Jacob A. Young
 Gen. Mgr..... Arthur M. Ingram
 Comm. Mgr..... Robert Yochim
 Program Dir..... J. Jacob Young
 Chief Engineer..... Kenneth L. Hestor

W I K K

ERIE—1949—ABC, NBC

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By..... Community Service Bcstg.
 Bus. Studio Address..... 3514 State St.
 News Service..... AP
 Transcription Service..... Lang-Worth, World
 President..... Edward Lamb
 Sta. & Comm. Mgr..... Charles R. Kinney
 Promotion Director..... Jack Shumaker
 Program Director..... Charles R. Kinney
 Chief Engineer..... Ken Husband

W J E T

ERIE—1951

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By..... Jet Bcstg. Co.
 Address..... 18th & Ash St.
 Transcription Service..... Standard
 Representative..... Forjoe
 Membership..... NARTB
 Pres., Gen. Mgr..... Myron Jones
 Commercial Manager..... Lou Skelly
 Chief Engineer..... William Fleckenstein

W L E U

ERIE—1933—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned..... Commodore Perry Bcstg. Ser. Inc.
 Address..... 212 Commerce Bldg.
 Phone: 22-129, 23-327. Air Time: Full Time
 News Service..... AP
 Transcription Service..... Thesaurus
 Station Rep..... Rambeau
 Membership..... RAB
 President..... Owne K. Murphy
 General Manager..... Philip B. Hirsch
 Commercial Mgr..... James D. Brownyard
 Program Director..... Robert Eaton
 Chief Engineer..... William P. Sebenick

W F A R

FARRELL

Frequency: 1470 Kc. Power: 500 Watts
 Owned-Oper. By..... Sanford A. Schafitz
 Address..... Hoelzle Rd.
 Representative..... Clark
 President, Gen. Mgr..... Sanford A. Schafitz
 Commercial Mgr..... Leonard J. Schafitz

W G E T

GETTYSBURG—1950—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By..... Times & News Pub. Co.
 Address..... P. O. Box 28
 Phone: 850. Air Time: Full Time
 News Service..... AP
 Transcription Service..... World
 Membership..... NARTB, RAB
 Gen., Comm. Mgr..... P. H. Cunningham
 Program Director..... Edwin L. Shoop, Jr.
 Chief Engineer..... Lester Blair

W H J B

GREENSBURG—1934

Frequency: 620 Kc. Power: 1 Kw. d., 500 n.
 Owned..... Pittsburgh Radio Supply House
 Business-Studio Address..... 128 N. Penn Ave.
 Phone: Greensburg 3740. Air Time: Full Time
 News Service..... UP
 Membership..... NARTB
 President..... H. Kenneth Brennen
 Prog. Mgr..... Glenn Grayson
 Chief Engineer..... L. L. Allen

W H V R

HANOVER—1949—MBS

Freq.: 1280 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By..... Radio Hanover, Inc.

W E R C

ERIE PENNSYLVANIA'S
LEADING REGIONAL STATION
GIVES YOU OUTSTANDING
MERCHANDISING

Pluses



BUS CARDS
TAXI POSTERS
DIRECT MAIL
POINT OF SALE
POSTERS
THEATER SCREEN
PROMOTION

5000 WATTS
1260 KC

Represented by
WEED & CO.

Address Hanover Rd.
 Phone: 3831 Air Time: Full Time
 News Service **UP**
 Transcription Service Standard
 Pres., Sta. Gen. Mgr. John D. Bare
 Comm. & Asst. Mgr. Murray L. Goldsborough
 Program Director Ned Rutledge
 Publicity Director Ed John
 Chief Engineer Philip Rohrbaugh

News Service **AP**
 Transcription Service Capitol
 Representative Weed
 Membership **NARTB, RAB**
 Pres., Gen. Mgr. Herbert Kendrick
 Station Manager Jack Hooper
 Comm. Mgr. Ralph Hartman
 Pub. Dir. Jack Hooper
 Chief Engineer William Kuntz

WCMB

HARRISBURG—1948—MBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By Rossmoyne Corp.
 Business-Studio Address 228 Court St.
 Phone: 4-3005 Air Time: Full Time
 News Service **AP**
 Transcription Service Thesaurus
 Representative Donald Cooke, Inc.
 Membership **NARTB**
 President Edgar T. Shepard, Jr.
 General Manager Ed K. Smith
 Program Director Ed. Gonzales
 Chief Engineer J. Howard Bair

WHP

HARRISBURG—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By **WHP, Inc.**
 Business-Studio Address 216 Locust St.
 Phone: 4-3211 Air Time: Full Time
 Representative The Bolling Co.
 Membership **NARTB**
 Gen.-Comm. Mgr. A. K. Redmond
 Sales Prom. Mgr. Beatrice Pottelger
 Program Director Dick Redmond
 Publicity Dir. John Price
 Chief Engineer E. Daniel Leibensperger

WHGB

HARRISBURG—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Kendrick Bcstg. Co., Inc.
 Bus.-Studio-Trans. Address 112 Market St.
 Phone: 4-4988 Air Time: Full Time

WKBO

HARRISBURG—1922—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Keystone Bcstg. Corp.
 Bus.-Studio Address 31 N. Second St.

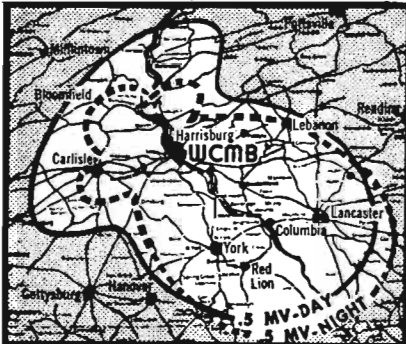
WCMB

means BUSINESS in
HARRISBURG

POWER 5000 watts day and night covers the ENTIRE Harrisburg Market.

PROGRAMS Top News, Sports, Local and MBS Features.

PROMOTION Window displays, bus cards, theater screens, etc.



MUTUAL FOR HARRISBURG
 5000 WATTS —•— 24 HOURS DAILY

WCMB-TV

Channel 27

Harrisburg's **LOWEST CHANNEL, HIGHEST POWER**, gives you Harrisburg's **BEST COVERAGE**.

Definitely your best buy on Cost Per 1000 basis. **INVESTIGATE!**

SEE FOR JOE

WCMB-TV

HARRISBURG

News ServiceUP
Transcription ServiceWorld
RepresentativeRobert Meeker
MembershipNARTB, RAB
Station ExecutiveClair R. McCollough
Station ManagerHenry M. Traugh
Natl. Sales Mgr.J. Robert Gulick
Program DirectorSeibert D. Eberly
Technical DirectorJ. E. Mathiot

WAZL

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.Power: 250 Watts
Owned-Operated ByHazleton Bcstg. Co.
Address708 Hazleton Natl. Bank Bldg.
Phone: GL 4-3531-32.Air Time: Full Time
News ServiceAP
Transcription ServiceWorld
RepresentativeRaul H. Raymer, Co.
MembershipNARTB
Pres., Gen. Mgr.Victor C. Diehm
Station Mgr.Kathryn E. Kahler
Sales Prom. Mgr.Robert J. Sacco
Comm. Mgr.Thomas A. Tito
Program DirectorBill Graham
Publicity Dir.Paul Cerula
Chief EngineerElwood Tito

WHOD

HOMESTEAD—1948

Frequency: 860 Kc.Power: 250 Watts d.
Owned-Operated By...Steel City Bcstg. Corp.
Bus-Studio Address105 E. Eighth Ave.
Phone: HO 1-0172.Air Time: Daytime
News ServiceUP
RepresentativeForjoe
PresidentAnthony S. Drtale
Comm., Prom., Prog. Sta. Mgr....Leonard Walk
Chief EngineerJames Herbert

WHUN

HUNTINGDON—1947—KBS

Frequency: 1150 Kc.Power: 1000 Watts
Owned-Oper. By...Joseph F. Biddle Publ. Co.
Bus-Studio Address400 Washington St.
Phone: 1291.Air Time: Daytime
Newspaper Affiliation“Daily News”
News ServiceUP
Trans. Ser.SESAC, Lang-Worth
PresidentJohn H. Biddle
General ManagerWilliam E. Germann
Chief EngineerErnest A. Craig

WDAD

INDIANA—1945—CBS-KBS

Frequency: 1450 Kc.Power: 250 Watts
Owned-Oper. ByWDAD Inc.
Address673 Philadelphia St.
Phone: 5-5511.Air Time: Full Time
News ServiceUP
Trans. Ser.World
PresidentW. K. Ulerich
General ManagerW. J. Thomas
Commercial Mgr.Jonas Termin
Chief EngineerStanley Graziadio

WARD

JOHNSTOWN—1946—CBS

Frequency: 1490 Kc.Power: 250 Watts
Owned-Oper. ByCentral Bcstg. Co., Inc.
Business-Studio AddressPorch Bldg.
Phone: 81-216.Air Time: Full Time
News ServiceUP
Transcription ServiceWorld
MembershipNARTB
RepresentativeWeed
PresidentPaul Short
General ManagerRobert R. Nelson
Station ManagerSteward W. Phillips
Comm. ManagerJoseph E. Cavanaugh
Publicity DirectorJames Malloy
Ch. of EngineerMillard C. Coleman

WCRO

JOHNSTOWN—1947—ABC-MBS

Frequency: 1230 Kc.Power: 250 Watts
Owned-Oper. ByCentury Bcstg. Corp.
Bus-Studio AddressFort Stanwix Hotel
Phone: 9-1187.Air Time: Full Time
News ServiceINS
RepresentativeRadio-TV Reps
PresidentJohn J. Keel
General ManagerJohn Pallottini
Prog. Dir.Dick Olinger
Chief EngineerEarl Castine



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 . . . \$8,570.00 per family and they use it to buy the products advertised on WAZL. A recent survey conducted in November, 1954, showed WAZL with 73 per cent of the radio listening audience from 7:00 in the morning until midnight.
 Together with WAZL, WHOL, WIDE, WHLM and WDPA are under the supervision of Victor C. Diehm, radio pioneer and executive.

VICTOR C. DIEHM
 President & General Mgr.
 Rep. Paul H. Raymer Co.

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: 4-1267 Air Time: Full Time
 Newspaper Affiliation: Tribune-Democrat
 News Service: AP
 Representative: Young
 Membership: NARTB
 President: W. W. Krebs
 Comm. Mgr.: Park Claycomb
 Prog. Dir.: John P. Foster
 Publicity Director: Edward T. Bunn
 Chief Engineer: Theodore E. Campbell

W A D P

KANE—1954

Frequency: 960 Kc. Power: 500 Watts
 Owned: Northern Allegheny Bcstg. Co.
 Address: Penn-Kane Hotel
 Phone: 1520
 President, Gen. Mgr.: David Potter
 Sta. Mgr., Pro. Director: Robert Johnson
 Commercial Mgr.: Dick Feit
 Chief Engineer: John Nordine

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: 43-1381 Air Time: Daytime
 News Service: AP
 Transcription Service: Thesaurus
 Station Rep.: Rambeau
 Membership: NARTB, RAB
 President: J. B. Moore
 Gen. Mgr.: Charles M. Erhard
 Commercial Mgr.: William C. Frederick
 Chief Engineer: Frank Walleck

W G A L

LANCASTER—1922—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: WGAL, Inc.
 Business-Studio Address: 8 W. King St.
 Phone Number: 5251
 News Service: UP
 Transcription Service: World
 Representative: Robert Meeker
 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-MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By: The Peoples Bcstg. Co.
 Bus. Studio Address: 252 N. Queen St.

Phone: 4-7261 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth, Capitol
 Representative: Headley-Reed
 Membership: NARTB
 Pres., Gen. Mgr.: Frank H. Altdoerfer
 Vice-President: S. M. Altdoerfer
 Commercial Mgr.: Stanley Baker
 Prog. Dir.: Karl Shayne
 Program Dir.: Raymond Sherman

W L S H

LANSFORD—1952

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Miners Bcstg. Service, Inc.
 Address: P. O. Box D
 Phone: 1440 Air Time: Full Time
 News Service: UP
 Transcription Service: Associated, Thesaurus
 Representative: Everett-McKinney
 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: P. O. Box 208
 Phone: 2348 Air Time: Daytime
 News Service: AP
 Transcription Service: Thesaurus, World
 President: W. K. Ulerick
 General Manager: W. J. Thomas
 Chief Engineer: Stanley Graziado

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: 2-7651 Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: Burn-Smith
 Representative: NARTB, RAB
 President: Lester P. Etter
 General Mgr.: H. Raymond Stadiem
 Operation Mgr.: Julian F. Skinnell
 Dir. Local Sales: Philip J. Reilly
 Dir. Nat. Sales: Julian F. Skinnell
 Program Dir.: Thomas Holston
 Publicity Dir.: Henry Homan
 Chief Engineer: William Zehring

W K V A

LEWISTOWN—1949—ABC

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By: Central Pa. Bcstg. Co.
 Address: 19 S. Wayne St.
 Phone: 6771 Air Time: Day Time
 News Service: UP
 Representative: Gill-Perna

Membership RAB
 Pres., Sta., Gen. Mgr..... Robert L. Wilson
 Pgm. Dir..... Lynn Bloom
 Promotion Dir..... Reed Gray
 Chief Engineer..... Robert Steltzer

W M R F

LEWISTOWN—1941—NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Lewistown Bcstg. Co.
 Business-Studio Address.....Monument Square
 Phone: 6757.....Air Time: Full Time
 News ServiceAP
 RepresentativeBurn-Smith
 MembershipNARTB
 President.....J. S. Woods
 General Manager.....T. W. Metzger
 Commercial Manager.....Ralph Parker
 Prom., Pub. Director.....James Keyes
 Chief Engineer.....Kenneth Callahan

W B P Z

LOCK HAVEN—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lock Haven Bcstg. Corp.
 Bus.-Studio Address.....132½ E. Main St.
 Phone: 4038.....Air Time: Full Time
 News ServiceAP
 Trans. Ser.....Asso., World, SESAC
 RepresentativeMcGillvra
 MembershipNARTB, RAB
 President.....Donald C. Welch
 Gen., Comm. Manager.....Harris Lipetz
 Program Director.....Dave King
 Chief Engineer.....Kenneth C. Caum

W E D O

McKEESPORT—1947

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Tri-City Bcstg. Co.
 Business-Studio Address.....547 5th Ave.
 Phone.....No. 4-7167, Homestead 1-3113
 News ServiceAP
 MembershipRAB
 Trans. ServiceThesaurus
 Station Rep.....Rambeau
 Pres., Gen. Mgr.....Edward J. Hirshberg
 Sta. Mgr.....Robert E. Badger
 Prog. Director.....Charles Moyer
 Publicity Director.....R. R. Weiskircher
 Chief Engineer.....Wilkes E. Hurley

W M C K

McKEESPORT—1946

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Mon-Yough Bcstg. Co.
 Business-Studio Address.....516 Market St.
 Phone Number8-8888
 News ServiceUP
 Transcription Service.....Lang-Worth, World
 PresidentRobert M. Cox
 Gen., Prom. Mgr.....Gene Kline
 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.
 Address1st National Bank Bldg.
 Phone: 46-723.....Air Time: Full Time
 News ServiceUP
 Transcriptoin ServiceWorld
 MembershipNARTB, RAB
 PresidentH. C. Winslow
 Station Manager.....Robert Trace
 Commercial Manager.....Douglas M. Rose
 Program Director.....James Strickler
 Chief Engineer.....Jack Harvey

W P E L

MONTROSE—1953

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Montrose Bcstg.
 Address.....Lake & Locust St.
 Phone Number397
 News ServiceAP
 Trans. ServiceSESAC
 President.....W. Douglas Roe
 Prog. Dir.....Bill Ohman
 Chief Engineer.....Charles Hallinan

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.
 PhoneNanticoke 1332
 News ServiceUP
 MembershipNARTB
 RepresentativeForJoe
 President.....Henry W. Lark
 General Mgr.....Charles Petrie
 Station Manager.....Milton Laughlin
 Sales Promotion Mgr.....Ronn Bergen
 Program Director.....Bill Jones
 Publicity Director.....Cary Williams
 Chief Engineer.....Bernard Bailey

W K S T

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKST, Inc.
 Address.....110 E. Lincoln
 Phone: Oliver 4-5501.....Air Time: Full Time
 News ServiceUP
 RepresentativeEverett-McKinley
 President, General Mgr.....S. W. Townsend
 Station Manager.....Harley West
 Comm., Sales Prom. Mgr.....G. E. McGary
 Prog., Pub. Dir.....Harry Reith
 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.

The Station You Think of

1st

... in Philadelphia

WFIL

560 on the dial

The Philadelphia Inquirer Station

Represented by John Blair & Company

Business-Studio Address..... 810 Fifth Ave.
 Phone: Edison 7-3588..... Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative..... Continental Radio Sales
 President..... C. R. Cooper
 Gen., Sta. Mgr..... E. J. Kroen
 Commercial Manager..... Melvin Goldberg
 Program Dir..... Edward J. Kroen
 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: Norristown 8-7600.. Air Time: Full Time
 News Service AP
 Transcription Service SESAC
 Membership NARTB
 President..... N. Joe Rahall
 Gen. Mgr..... Ogden R. Davies
 Station Manager..... John M. Banzhoff
 Program Dir..... Bernard Brode
 Chief Engineer..... Anthony De Sola

W K R Z

OIL CITY—1946—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... WKRZ, Inc.
 Business-Studio Address..... 201 Fair Bldg.
 Phone: 4-1260..... Air Time: Full Time
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr..... Kenneth E. Rennekamp
 Commercial Mgr..... Catherine McLaughlin
 Promotion Mgr..... Glenn Henderson
 Program Director..... John Remus
 Chief Engineer..... Robert Weber
 Publicity Director..... Patrick Nuhfer

K Y W

PHILADELPHIA—1921—NBC

Frequency: 1080 Kc..... Power: 50,000 Watts
 Owned-Oper. By. Westinghouse Bcstg. Co. Inc.
 Business-Studio Address..... 1619 Walnut St.
 Phone: LOcust 4-3700... Air Time: Full Time
 News Service..... INS, UP
 Transcription Service Thesaurus
 Representative..... Free & Peters
 Membership RAB
 President..... Chris J. Witting
 General Manager..... Franklin A. Tooke
 Sales Manager..... R. H. Teter
 Promotion Manager..... John J. Signor
 Program Mgr..... Gordon Davis
 Chief Engineer..... Raymond J. Bowley

W C A U

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... WCAU, Inc.
 Address..... City & Monument Ave.

Phone: Greenwood 7-8300. Air Time: Unlimited
 News Service AP, INS, UP
 Newspaper Affil..... Bulletin
 Trans. Service. Lang-Worth. Capitol. Associated
 Representative..... CBS Radio Spot Sales
 Membership NARTB, RAB
 P.es., Gen. Mgr..... Donald W. Thornburgh
 Exec. Vice-President..... Jos. L. Tinney
 Sales Manager..... John S. DeRussy
 V.P., Prog. Director..... Jos. T. Connolly
 V.P., Prom. Dir..... Robert N. Pryor
 V.P., Director of Engr..... John G. Leitch

W D A S

PHILADELPHIA—1922

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By Max M. Leon, Inc.
 Business-Studio Address..... 223 Arch St.
 Phone: MARKET 7-8484... Air Time: Full Time
 News Service AP
 Representative Forjoe
 President..... Max M. Leon
 Gen., Comm. Mgr..... Robert A. Klein
 Program Director..... Jerry Grove
 Prom. Mgr..... Irving L. Timbers
 Chief Engineer..... Frank W. Unterberger

W F I L

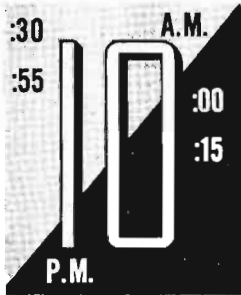
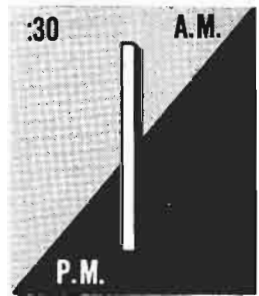
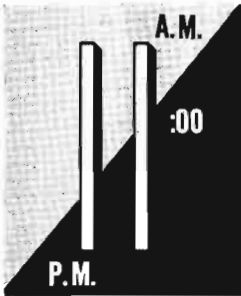
PHILADELPHIA—1922—ABC

Frequency: 560 Kc..... Power: 5000 Watts
 Owned..... Triangle Publications, Inc.
 Business-Studio Address..... 46th & Market
 Phone: Evergreen 2-4700.. Air Time: Full Time
 News Service UP
 Transcription Service..... Associated, World
 Representative Blair
 Membership NARTB
 General Manager..... Roger W. Clipp
 Station Manager..... George A. Koehler
 Promotion Mgr..... Joe Zimmermann
 Program Dir..... Felix Meyer
 Publicity Dir..... John J. Hyland
 Chief Engineer..... Henry Rhea

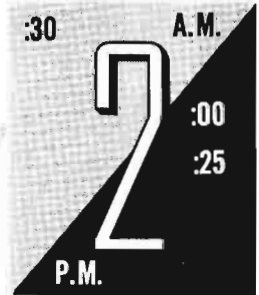
W H A T

PHILADELPHIA—1925

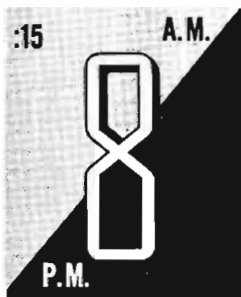
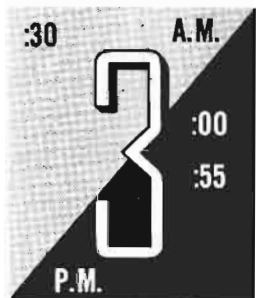
Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Independence Bcstg. Co.
 Address... Conshohocken & Windemere Aves.
 Phone: Ritthenhouse 6-2058. Air Time: Full Time
 News Service..... AP
 Representative Indie Sales
 Pres., Gen., Comm. Mgr. ... William A. Banks
 Station Manager..... Dolly Banks
 Sales Prom. Mgr..... Lew Stevens
 Prog. Dir..... Annette Oromanor
 Chief Engineer..... Charles Lehmann



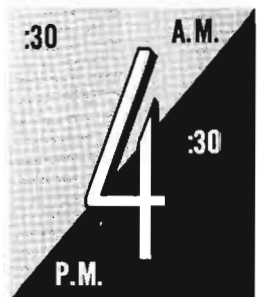
The NEWS WATCH NEVER STOPS...



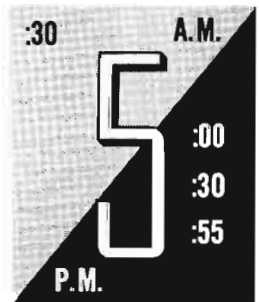
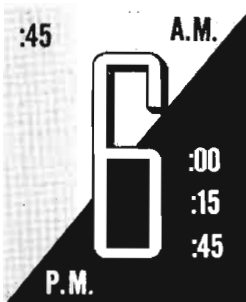
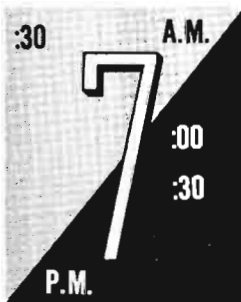
Philadelphia's Pioneer Voice is the only station in its area which is NEVER off the air. News 'round the clock seven days a week with top local and network news reporters.



MBS **WIP** 5,000 WATTS
610 KC



National Representatives
EDWARD PETRY & CO., INC.



WIBG

PHILADELPHIA—1925

Frequency: 990 Kc. Power: 10,000 Watts
 Owned Seaboard Radio Bcstg. Corp.
 Business-Studio Address 1425 Walnut St.
 Phone: RIttenhouse 6-2300. Air Time: Full Time
 News Service UP
 Representative Radio Reps.
 President Paul F. Harron
 Vice-Pres. Joseph Lang
 Gen., Comm. Mgr. Edward D. Clery
 Sales Prom., Publ. Dir. Rupe Werling
 Prog. Dir. Douglas Arthur
 Technical Director John H. Henningr
 Chief Engineer George Hooper

WJMJ

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Patrick J. Stanton
 Business-Studio Address 2043 Locust St.
 Phone: LOcust 4-2300. Air Time: Daytime
 News Service AP
 Transcription Service SESAC
 Representative McGillvra
 Pres., Gen. Mgr. Patrick J. Stanton
 Commercial Mgr. Charles Stahl
 Sales Prom. Mgr. James Rubenstone
 Prog. Dir. Michael Deegan
 Chief Engineer Alec Felton Iles

WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By Pennsylvania Bcstg. Co.
 Business-Studio Address 35 S. 9th St.
 Phone: WALnut 2-6800. Air Time: Full Time
 News Service AP, UP
 Transcription Service World
 Representative Edward Petry
 Membership RAB
 Pres., Gen. Mgr. Benedict Gimbel, Jr.
 V.P., Director of Sales Ralph Brent
 Loc. Comm. Mgr. Clyde Spitzner
 Program Director Varner Paulsen
 Prom. Mgr., Pub. Dir. Paul Martin
 Chief Engineer Clifford C. Harris

WPEN

PHILADELPHIA—1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By William Penn Bcstg. Co.
 Business-Studio Address 2212 Walnut St.
 Phone: LOcust 4-6000. Air Time: Full Time
 News Service AP, UP
 Representative Gill-Perna
 Membership RAB
 President William Sylk
 V.P., Gen. Mgr. William B. Caskey
 Asst. Sta. Mgr. Murray Arnold
 Commercial Mgr. Erwin Rosner
 Prom. Mgr., Prog., Pub. Dir. S. Elber
 Chief Engineer Charles W. Burtis

WIBG

PHILADELPHIA



NATIONAL SPOT BUSINESS

AT OUR ALL-TIME
 HIGH — AND
 WE'VE BEEN IN
 BUSINESS SINCE
 1925

10,000 WATTS of SPORTS, NEWS and MUSIC

NATIONAL REPRESENTATIVE — RADIO-TV REPRESENTATIVES



WTEL PHILADELPHIA—1924

Frequency: 860 Kc. Power: 250 Watts d.
Owned. Foulkrod Radio Engineering Co.
Business-Studio Address: 4312 N. Broad St.
Phone: Davenport 4-4310
Pres., Pgm. Dir.: E. Douglass Hibbs
General Manager: Henry N. Cocker
Chief Engineer: Edward Stenzel

KDKA

PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Bcstg. Co. Inc.
Business-Studio Address: Grant Bldg.
Phone: Grant 1-4200 Air Time: Full Time
News Service: AP, UP
Trans. Service: Thesaurus
Representative: Free & Peters
Membership: RAB
President: Chris J. Witting
Gen., Station Mgr.: L. R. Rawlins
Sales Manager: John Stilli
Promotion Manager: David N. Lewis
Program Manager: Robert E. White
Publicity Manager: Lee Curran
Chief Engineer: Theodore C. Kenney

KQV

PITTSBURGH—1919—CBS

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Oper. By: Allegheny Bcstg. Co.
Address: 800 Chamber of Commerce Bldg.
Phone: Atlantic 1-9100 Air Time: Full Time
News Service: UP
Representative: Raymer
Exec. Vice President: Gunnar O. Wiig
General Manager: J. F. Murray
Sales Manager: Chris Salmon
Prom., Pub. Dir.: Owen Simon
Program Dir.: John Gibbs
Chief Engineer: James J. Schultz

WCAE

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: WCAE, Inc.
Bus.-Studio Address: Carlton House
Phone: Atlantic 1-6900 Air Time: Full Time
News Service: INS
Membership: NARTB
Pres., General Manager: Leonard Kapner
Gen., Sta. Mgr., Prog. Dir.: R. Clifton Daniel
Commercial Manager: Alan Trench
Prom. Mgr., Pub. Dir.: William Thieman
Prog. Dir.: R. Clifton Daniel
Chief Engineer: James Greenwood

WILY

PITTSBURGH—1947

Frequency: 1080 Kc. Power: 1 Kw.
Owned By: Pittsburgh Bcstg. Co.

Address: 220 N. Highland Ave.
Phone: EM. 1-5000 Air Time: Daytime
News Service: AP
Station Representative: Stars Nat.
Membership: NARTB, RAB
President: John Kluge
General Manager: Ernie Tannen
Commercial Manager: Herbert Waters
Program Dir.: William Powell
Publicity Dir.: Lee Dorris
Chief Engineer: Ralph Ketterer

WJAS

PITTSBURGH—1921—MBS

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By: Pittsburgh Radio Supply
House, Inc.
Address: 1406 Chamber of Comm. Bldg.
Phone: Grant 1-4860 Air Time: Full Time
News Service: UP
Transcription Service: Lang-Worth
Representative: H. R. Reps
Pres., Gen. Mgr.: H. K. Brønner
Comm.-Sales Prom. Mgr.: John H. Buchholt
Program Director: William Babcock
Publicity Director: Caley E. Augustine
Chief Engineer: Walter W. McCoy

WPIT

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By: WPIT, Inc.
Business-Studio Address: 213 Smithfield St.
Phone Number: Atlantic 1-1900
News Service: UP
Representative: Forjoe
President: John J. Laux
V.P., Gen., Sta., Comm. Mgr.: Don Ioset
Prom. Mgr., Prog. Dir.: Clifford Charles
Chief Engineer: Mike Komichak

WWSW

PITTSBURGH—1932

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By: WWSW, Inc.
Bus.-Studio Address: Sheraton Hotel
Phone Number: Grant 1-5200
Newspaper Affil.: Post Gazette
News Service: UP
Representative: John Blair
Membership: NARTB
President, Gen. Mgr.: Pete Schloss
Station Manager: Ben W. Muros
Chief Engineer: Henry R. Kaiser

WPTS

PITTSBURGH—1954

Frequency: 1540 Kc. Power: 100 Watts
Owned-Oper. By: Midway Bcstg. Co., Inc.
Address: Newrose Bldg.
Phone: Olympic 4-3388 Air Time: Daytime
Representative: Indie
Partner, Pres., Gen. Mgr.: Angelo F. Fiorani
Partner: Rose F. Fiorani
Commercial Mgr.: R. E. Florey

Station Manager..... Frank Silva
 Program Director..... Charles Mantione
 Promotion Mgr..... Ruth Goodman
 Chief Engineer..... John P. McGoldrick

WPAZ

POTTSTOWN—1951—KBS

Frequency: 1370 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Pottstown Bcstg. Co.
 Address..... 247 High St.
 News Service..... UP
 Trans. Ser..... Thesaurus
 Representative..... Indie Sales
 Membership..... RAB
 Pres., Gen. Mgr..... Herbert Scott
 Commercial Manager..... Clifford M. Chafey
 Chief Engineer..... Ralph E. P. Mellon

WPAM

POTTSVILLE—1947—MBS-KBS
QUAKER

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Miners Bcstg. Serv., Inc.
 Business-Studio Address..... Box 629
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Everett-McKinney
 President..... Joseph L. Maguire
 General Mgr..... Louis H. Murray
 Comm. Mgr..... Frank L. Tamulonis
 Prom. Mgr..... John Gallagher
 Chief Engineer..... Milton Seltzer

WPPA

POTTSVILLE—1946

Freq.: 1360 Kc..... Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By..... Pottsville Bcstg. Co.
 Bus.-Studio Address..... 212 S. Centre St.
 News Service..... AP
 Transcription Service..... World
 Owner, Gen. Mgr..... A. V. Tidmore
 Commercial Manager..... Ralph L. Price, Jr.
 Chief Engineer..... William P. Tidmore

WPME

PUNXSUTAWNEY—1952

Frequency: 1540 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Punxsutawney Bcstg Co.
 Address..... 103 N. Gilpin St.
 Phone: 1221..... Air Time: Daytime
 News Service..... AP
 Trans. Service..... Thesaurus
 President..... Sheridan Pruett
 Vice-Pres., Gen. Mgr..... C. M. Erhard Jr.
 Commercial Mgr..... Michael Catanzarito
 Sales Prom. Mgr..... William Carlton
 Program Director..... Albert Fusco
 Chief Engineer..... Joseph Pelletier

WPXY

PUNXSUTAWNEY—1953—MBS

Frequency: 1300 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Jefferson Bcstg.
 Address..... 110 N. Findley
 Trans. Ser..... SESAC
 Representative..... McGillvra
 President..... C. H. Simpson
 General Manager..... John F. Belin
 Program Director..... Leonard M. Zelick
 Chief Engineer..... Kenneth Bowers

WEEU

READING—1932
ABC—QUAKER

Frequency: 850 Kc..... Power: 1000 Watts
 Owned By..... Hawley Bcstg. Co.
 Business-Studio Address..... 433 Penn St.
 Phone: 6-7335..... Air Time: Full Time
 Newspaper Affiliation..... "Eagle Times"
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Headley-Reed
 Membership..... NARTB, RAB
 President..... Hawley Quier
 Exec. V.P., Gen. Mgr..... Thomas Martin
 Asst. Dir. Radio Sales..... K. Richard Creftz
 Program Director..... George Carroll
 Prom., Public Relations..... Jane E. Winne
 Dir. Tech. Oper..... Robert S. Guldin
 Asst. Dir., Tech..... Harold E. Schearer
 Chief Engineer..... David J. Miller, Jr.

WHUM

READING—1946—CBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Eastern Radio Corp.
 Business-Studio Address..... Berkshire Hotel
 News Service..... INS, AP
 Representative..... H-R Reprs.
 Pres., Gen., Sta. Mgr..... Humboldt J. Greig
 Comm. Mgr..... Dick Paisley
 Program Director..... Alan Lane
 Chief Engineer..... Joseph Risse

WRAW

READING—1922—NBC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Reading Bcstg. Co., Inc.
 Business-Studio Address..... 19 N. Fifth St.
 News Service..... UP
 Transcription Service..... World
 Representative..... Robert Meeker
 Station Executive..... Clair R. McCollough
 Station Manager..... Frank J. Voss
 Natl. Sales Mgr..... J. Robert Gullick
 Program Director..... Saul Miller
 Technical Director..... J. E. Mathlot

WGCB

RED LION—1950

Frequency: 1440 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Red Lion Bcstg. Co.
 Address..... Box 88



Phone: 3-3471..... Air Time: Daytime
 News ServiceUP
 Trans. Ser.Capitol, SESAC
 Station Rep.Kennedy
 President.....Rev. John M. Norris
 Gen., Sta. Mgr.....John H. Norris
 Commercial Mgr.....Vincent A. Freeman
 Chief Engineer.....Geary Russell

President.....Mrs. M. E. Megargee
 Vice-President.....Mrs. Douglas Holcomb
 Gen., Comm. Mgr.....George D. Coleman
 Station Manager.....Robert E. McDowell
 Program Director.....Frank Monaghan
 Chief Engineer.....Kenneth R. Cooke

WKBI

ST. MARYS—1950—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By.....Elk Cameron Bcstg. Co.
 Address.....41 Erie Ave.
 Phone: 4-2821..... Air Time: Full Time
 Transcription ServiceStandard
 News ServiceAP
 MembershipNARTB
 General Manager.....C. H. Simpson
 Commercial Manager.....R. H. Knouse
 Program Director.....John A. Fay
 Promotion Manager.....Herbie Martin
 Chief Engineer.....Gilbert H. Wogan

WICK

SCRANTON—1954

Frequency: 1400 Kc..... Power: 250 Watts
 Owned.....Scranton Radio Corp.
 Address.....522 Lackawanna River
 Phone: DI 7-7303..... Air Time: Full Time
 News ServiceAP
 Station Rep.Walker
 Pres., Gen. Mgr.....Joe Dobbs
 Chief Engineer.....John P. McGoldrick

WQAN

SCRANTON—1950

Frequency: 630 Kc. Power: 500 Watts d.
 Owned-Oper. By.....E. T. & Eliz. Lynett
 Address.....149 Penn Ave.
 Phone: DI. 2-9151..... Air Time: Day Time
 News ServiceUP, AP
 Trans. Ser.....Standard, Lang-Worth
 MembershipNARTB, RAB
 Station Rep.....Meeker
 Gen., Sta. Mgr.....Cecil Woodland
 Comm. Mgr.....Frank McCaffery
 Program Director.....Hugh Connor
 Chief Engineer.....Guy Rauer

WATS

SAYRE—1950—KBS

Frequency: 960 Kc..... Power: 1000 Watts d.
 Owned-Oper. By.....Susquehanna Val. Bcstg. Co.
 Address.....110 N. Elmer Ave.
 Phone Number.....Turner 2-2401
 Transcription Service.....Thesaurus, World
 RepresentativeIndie Sales
 MembershipNARTB, RAB
 News ServiceUP
 OwnerThompson K. Cassel
 General Manager.....Walter D. Knowles
 Program Director.....William J. Miller
 Chief Engineer.....Benjamin A. Franklin

WSCR

SCRANTON—1947—NBC

Freq.: 1320 Kc... Power: 1 Kw. d., 500 Watts n.
 Owned By...Lackawanna Valley Bcstg. Co.
 Business-Studio Address...116 Adams Ave.
 Phone: 7-3388..... Air Time: Full Time
 News ServiceAP
 Transcription ServiceLang-Worth
 RepresentativeHeadley-Reed
 Pres., Gen. Mgr.....David M. Baltimore
 Station's Mgr.....Barry Sherman
 Comm. Mgr.....Bert Oliver
 Program Dir.....Robt. Mchale
 Chief Engineer.....Willard Shimsly

WARM

SCRANTON—1939—ABC

Frequency: 590 Kc..... Power: 5000 Watts
 Owned-Oper. By.....Union Bcst. Co.
 Address.....Bowman Bldg.
 Phone: 3-1245..... Air Time: Full Time
 News ServiceUP
 RepresentativeHollingsbery Co.
 Transcription ServiceThesaurus
 MembershipRAB
 President.....Martin F. Memolo
 Gen., Manager.....William M. Dawson
 Comm. Mgr.....S. Feigenbaum
 Sls. Prom. Mgr., Pub. Dir.....Jay Russell
 Program Director.....Art Bolin
 Chief Engineer.....Roswell J. Parker

WISL

SHAMOKIN—1948—MBS

Frequency: 1480 Kc..... Power: 1000 Watts
 Owned-Oper. By.....Radio Anthracite, Inc.
 Bus.-Studio Address.....Rock & Sunbury Sts.
 Phone: 8-6831..... Air Time: Full Time
 News ServiceAP
 Transcription Service.....RCA-Thesaurus
 RepresentativeForjoe
 President.....Henry W. Lark
 General Manager.....Charles R. Petrie
 Program Director.....Dick Owens
 Chief Engineer.....Ray Williard

WGBI

SCRANTON—1925—CBS

Frequency: 910 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....Scranton Bcstrs., Inc.
 Business-Studio Address...1000 Wyoming Ave.
 Phone: DI. 2-7634-5-6-7... Air Time: Full Time
 News ServiceAP
 RepresentativeJohn Blatz
 MembershipNARTB

WPIC
SHARON—1938

Frequency: 790 Kc. Power: 1000 Watts d.
Owned-Oper. By... Sharon Herald Bcstg. Co.
Business Address... P. O. Box 541
Phone: 4113. Air Time: Daytime
News Service... UP
Transcription... Associated, World Thesaurus
Representative... Adam J. Young, Jr.
Pres., Gen. Mgr... John Fahnline, Jr.
Program Director... Harold R. Smith
Chief Engineer... A. C. Heck

Bus.-Studio Address... 209 E. Beaver Ave.
Air Time... Full Time
News Service... AP
Transcription Service... World
President... W. K. Ulerich
General Manager... Mrs. Alethea Ulerich
Comm. Manager... Mary Beezer
Station Manager... Milton Bergstein
Program Director... W. J. Morris
Chief Engineer... Douglas Beman

WVSC
SOMERSET—1951

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Operated By... Somerset Bcstg. Co.
Address... P. O. Box 231
Phone: 4186. Air Time: Daytime
News Service... UP
Transcription Service... Standard
Membership... RAB
Representative... Indie Sales
Gen., Comm. Mgr... T. H. Opepard
Chief Engr., Sta. Mgr... Carl R. Lee

WVPO
STROUDSBURG—1947

Frequency: 840 Kc. Power: 250 Watts d.
Owned-Operated By... Pocono Bcstg., Inc.
Business-Studio Address... 578 Main St.
Phone: 1102. Air Time: Daytime
News Service... UP
Transcription Service... Associated
Representative... Radio Reps.
President... James H. Ottaway
General Manager... Merle C. Ostrom
Station Mgr... Chester S. Miller
Comm. Mgr... Edwards Somers
Managing Director... Francis H. Brinkley
Program Dir... Joseph Webster
Chief Engineer... Ernest Transue

WMAJ

STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Centre Bcstrs., Inc.

WKOK

SUNBURY—1933—CBS-QUAKER

Frequency: 1240 Kc. Power: 250 Watts

ECONOMY COVERAGE OF PENNSYLVANIA'S ANTHRACITE REGION

COUNTIES: Luzerne, Lackawanna, Wyoming, Carbon, Northumberland, Schuylkill, Columbia, Monroe, Sullivan.

<i>Total Retail Sales</i>	<i>Radio Families</i>	<i>Population</i>
\$1,034,174,000	276,470	1,172,900

— Data from 1954 Consumer Markets-SRDS —

FOOD	\$247,722,000	FILLING STATIONS	38,581,000
GENERAL MERCHANDISE	101,169,000	BUILDING MATERIALS- HARDWARE	53,752,000
APPAREL	72,815,000	EAT-DRINK	73,825,000
HOME FURNISHINGS	55,657,000	DRUG	19,662,000
AUTOMOTIVE	146,815,000	FARM INCOME	60,303,000

TWO stations could not conform to a particular region more perfectly than WHWL and WISL! In combination they offer complete coverage of Pennsylvania's rich Anthracite region with rates based on an exceptionally low cost-per-thousand families. It PROVES that the combination of WHWL and WISL is your BEST BUY in the Pennsylvania Anthracite Region. TWO 1,000-watt stations driving into this region from their strategic north and south locations, are sure to deliver through programming of definite local interest.

S E E
FORJOE & COMPANY

New York — Chicago — Atlanta — Los Angeles — San Francisco

WISL

1000 W... 1480 Kc
Full Time... Mutual

RADIO ANTHRACITE, INC.

Rock and Sunbury Sts.
Shamokin, Penna.

WHWL

1000 W... 730 Kc
Day Time... Independent

Owned-Operated By.... Sunbury Bcstg. Corp.
 Bus.-Studio-Transmitter.....1150 N. Front St.
 Phone: Sunbury 1325-6... Air Time: Full Time
 News Service AP
 Membership NARTB
 President..... Harry H. Haddon
 Gen., Sta. Manager..... Homer R. Smith
 Commercial Manager..... C. Donald Walther
 Program Director Michael J. Kane
 Publicity Director..... Malcolm E. Artei
 Chief Engineer..... John W. Keller, Jr.

W T R N
 TYRON—1954

Frequency: 1580 Kc..... Power: 250 Watts
 Owned..... Throne Bcstg. Co.
 Address Pennsylvania Ave.
 Air Time..... Daytime
 News Service UP
 Trans. Ser. World
 President..... C. H. Simpson
 V.P., Gen. Mgr..... John A. Fay
 Sales Manager..... Mac Goheen

W M B S
 UNIONTOWN—1937
 CBS—QUAKER

Frequency: 590 Kc..... Power: 1000 Watts
 Owned-Oper. By Faye:te Edcstg. Corp.
 Address F. Natl Bldg.
 Phone: GE 8-3900..... Air Time: Full Time
 News Service UP
 Transcription Service..... World
 Representative Meeker Asso., Inc.
 Pres., Gen. Mgr. J. C. Burwell
 Station Manager..... James Gismondi
 Comm., Sls. Prom. Mgr..... Frederick David
 Program Director..... C. H. Underwood
 Publicity Director..... Anne Fox
 Chief Engineer..... William Henzly

W N A E
 WARREN—1946

Frequency: 1310 Kc..... Power: 1000 Watts d.
 Owned-Oper. By N. Allegheny Bdcstg. Co.
 Address Second Ave.
 Phone: 3033..... Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB, RAB
 Pres., Gen. Mgr..... David Potter, Jr.
 Commercial Manager..... James W. Potter
 Sls. Prom. Mgr..... Frank Foster
 Program Director..... Leroy Schneck
 Chief Engineer Homer M. Haines

W J P A
 WASHINGTON—1942—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Washington Bcstg. Co.
 Bus. Address..... George Washington Hotel
 Phone Number 4870
 News Service UP
 Transcription Service World
 Representative..... Joseph Hershey McGillvra

Managing Director..... A. Boyd Siegel
 Gen., Prom. Manager..... John L. Merdian
 Commercial Mgr..... Peter Stanton
 Chief Engineer..... Robert Kark

WAYZ
 WAYNESBORO—1953—KBS

Frequency: 1380 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Richard Field Lewis Jr.
 Address..... WAYZ, Winchester, Va.
 News Service UP
 Membership NARTB
 President..... Richard Field Lewis Jr.
 General Manager..... Sam Hanshaw
 Sales Prom. Mgr..... Robert Harrison
 Program Director..... John Geiger
 Chief Engineer..... Fred Brabandt

W B A X
 WILKES-BARRE—1922—MBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Anna Stenger
 Business-Studio Address..... 85 W. Union St.
 Phone: VA. 3-0198..... Air Time: Full Time
 News Service UP
 Transcription Service Associated
 Representative Burn-Smith
 Licensee Anna Stenger
 General Manager..... John H. Stenger, III
 Program Director..... Ed Kuzma
 Chief Engineer..... Milan Krupa

W B R E
 WILKES-BARRE—1924—NBC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Louis G. Baltimore
 Bus.-Studio Address..... 62 S. Franklin St.
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NARTB, RAB
 Owner..... Louis G. Baltimore
 General Manager..... David M. Baltimore
 Comm. Mgr..... Ernest Lewis
 Program Director..... Franklin D. Coslett
 Chief Engineer..... Charles Sakoski, Sr.

WILK
 WILKES-BARRE—1947
 ABC

Frequency: 980 Kc... Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By... Wyoming Valley Bcstg. Co.
 Bus.-Studio Address..... 88 No. Franklin St.
 Phone: VA. 4-4666..... Air Time: Full Time
 News Service AP
 Transcription Service..... Thesaurus
 Representative Avery-Knodel
 Membership NARTB
 President..... Mitchell Jenkins
 Exec. V.P., Gen. Mgr..... Roy E. Morgan
 Treasurer..... Thomas P. Shelburne
 Sls. Prom. Mgr..... Dorothy Albee
 Commercial Manager..... Luther Strittmatter
 Program Director..... Tom Bigler
 Chief Engineer..... Theodore French

WLYC

WILLIAMSPORT—1949—ABC-KBC

Frequency: 1050 Kc. Power: 1 Kw.
 Owned By Lycoming Bcstg. Co.
 Address 331 Pint St. Box 389
 Phone: 2-4676 Air Time: Daytime
 News Service AP
 Transcription Service Thesaurus
 Station Rep. Radio-TV Promotion Syndicate
 President John T. Keliher
 General Manager W. Richard Carlson
 Commercial Mgr. Vince Campana
 Program Dir. Vern Hester
 Chief Engineer Norman Briggs

WRAK

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By WRAK, Inc.
 Address 244 West 4th St.
 Phone: 2-6116 Air Time: Full Time
 News Service AP
 Transcription Service Associated
 Representative Everett McKinney
 Membership NARTB
 Pres., Gen. Mgr. George E. Joy
 Comm. Mgr. J. Wright Mackey
 Production Mgr. Irving Berndt
 Promotion Manager Everett W. Rubendall
 Chief Engineer Glen L. Sherman

WWPA

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned Williamsport Radio Bcstg. Assoc., Inc.
 Address 330 Government Pl
 Phone: 7119 Air Time: Full Time
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, RAB
 President Harry J. W. Kiessling
 Gen., Sta. Manager Woodrow W. Ott
 Program Director Louis C. Cate
 Comm. Mgr. Phil Lane
 Publicity Director John B. Willmann
 Chief Engineer Carl Steinbacher

WNOW

YORK—1948—KBS

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Helm Coal Co.
 Business-Studio Address 25 S. Duke St.
 Phone: 8-2911, 8-2952 Air Time: Daytime
 News Service AP
 Transcription Service Lang-Worth
 Membership NARTB, RAB
 Gen., Sta. Mgr. Lowell W. Williams
 Program Director H. E. Daugherty
 Comm. Sls. Prom. Mgr. Edwin L. Jay
 Chief Engineer Glenn Winter

Our 25th Anniversary Year

A QUARTER CENTURY
 OF **EXPERIENCE**
 IN **SELLING**
 IN **WILLIAMSPORT, PA.**



Call
EVERETT-McKINNEY, INC.
 NEW YORK — LOS ANGELES
 CHICAGO

**more
New Englanders
listen to WPRO
than to any other
Rhode Island
station**

Survey after survey * conclusively proves that WPRO offers you single-station dominance of the nation's 14th largest market—Providence, R.I., and Fall River and New Bedford, Mass. The reasons: WPRO's popular local personalities . . . audience-winning CBS Radio network programs . . . 5,000 powerful watts on 630 kc. With WPRO, you can sell this rich market at lowest-cost-per-thousand. Ask JOHN BLAIR!

Area PULSE surveys

**to reach the
most buyers...**

BUY BASIC..



WPRO AM
& FM
PROVIDENCE · 630 KC · 5000 W

Represented by JOHN BLAIR & COMPANY

WORK

YORK—1932—NBC-MBS

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By York Bcstg. Co.
 Business-Studio Address 13 S. Beaver St.
 Phone: 6629 Air Time: Daytime
 Transcription Service Thesaurus
 Representative Robert Meeker
 Station Executive Clair R. McCollough
 Station Manager Clare I. Miller
 Natl. Sales Mgr. J. Robert Gulick
 Program Director Glenn M. Brillhart
 Technical Director J. E. Mathlot

WSBA

YORK—1941—ABC—MBS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Susquehanna Bdcstg. Co.
 Phone: 25521 Air Time: Full Time
 Transcription Service World
 Representative Young
 Membership NARTB, RAB
 President Louis J. Appell
 Gen. Sta. Mgr. Clarence L. Doty
 Comm., Sales Prom. Mgr. Philip K. Eberly
 Prog. Dir. Robert Shipley
 Chief Engineer Llewellyn Jones

RHODE ISLAND

Pop. Feb. 1, 1955 (Est.) 840,000 — Families 308,000
 Radio Homes 304,000 — TV Homes 265,000 — Stations in State 11

WADK

NEWPORT—1948—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Aquidneck Bcstg. Corp.
 Transcription Service World
 Representative Walker
 Pres., Gen. Mgr. Milton E. Mitler
 Comm. Mgr. Gordon Gurney
 Sales Prom. Mgr. Henry N. Petersen
 Prog. Mgr. Flo Simpson
 Chief Engineer Jos. Britto

WPRO

PROVIDENCE—1924—CBS

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By Cherry & Webb Bcstg. Co.
 Bus-Stud. Add. 24 Mason St., WPRO Bldg.
 Phone: Plantations 1-9776 . Air Time: Full Time
 News Service AP, UP
 Trans. Service Thesaurus
 Representative Blair
 Membership NARTB
 President William S. Cherry, Jr.
 General Manager Arnold F. Schoen, Jr.
 Commercial Mgr. Kenneth Curto
 Program Director John A. Owen
 Chief Engineer John V. Ferrit

WPAW

PAWTUCKET—1950—KBS

Frequency: 550 Kc. Power: 1000 Watts d.
 Owned-Oper. By Roger Williams Bcstg. Co.
 Address 34 N. Union St.
 Transcription Service MacGregor
 Representative Rambeau
 President Dominick Hysko
 Gen., Comm. Mgr. Allen Jones
 Program Director Graham Richards
 Chief Engineer James Bonney

WRIB

PROVIDENCE—1947

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Oper. By R. I. Bcstg. Co.
 Address 29 Weybosset St.
 Phone: Union 1-4512 Air Time: Daytime
 News Service UP
 Representative Indie
 President Frank Rao
 Prog. Dir. Don Rogers
 General Manager Nicholas Ruggieri
 Comm., Sales Prom. Mgr. Edward McBride
 Chief Engineer Fred Weiss

WEAN

PROVIDENCE—1922—ABC-MBS
 YANKEE

Frequency: 790 Kc. Power: 5 Kw. d.
 Owned Providence Journal Co.
 Address 75 Fountain St.
 Newspaper Affil. Providence Journal
 News Service AP, UP
 Station Rep. Venard, Borgatti
 Membership NARTB
 President George P. Metcalf
 General Manager H. William Koster
 Sales Prom. Mgr. Arthur E. Lathrop, Jr.
 Program Director Don Morton
 Chief Engineer George W. Sharpe

WICE

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By Narragansett Bay B. Co.
 Address 1111 N. Main St.
 Phone: Jackson 1-6565 Air Time: Daytime
 News Service UP
 President Louis A. R. Pieri
 Station Manager John C. Martin
 Sales Prom. Mgr. John F. Crohan
 Comm. Mgr. Frederick P. Grady
 Chief Engineer Oliver R. Adams

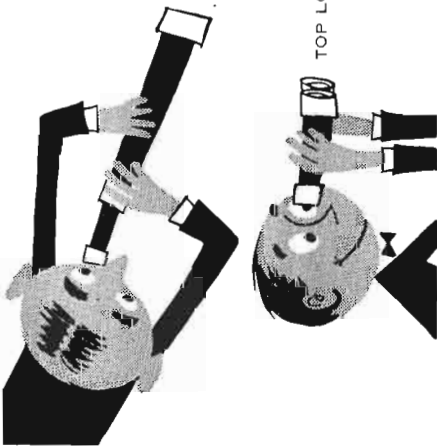
DIAL 1110



PROVIDENCE

REPRESENTED BY HEADLEY-REED

ANYWAY YOU LOOK AT IT - IN PROVIDENCE ITS
TOP LOCAL AUDIENCE + TOP TALENTS = RESULTS



WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Oper. By Intercity Bcastg. Co.
Business-Studio Address 144 Westminister St.
Phone Number Union 1-4211
News Service AP
Representative . . . Headley-Read, Kettel-Carter
President, Gen.-Sta. Mgr. Robert T. Engles
Chief Engineer Carroll Philbrook

WJAR

PROVIDENCE—1922—NBC

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By The Outlet Co.
Business-Studio Address 176 Weybosset St.
Phone: Gaspee 1-8521 Air Time: Full Time
Transcription Service SESAC
News Service AP, INS
Representative Weed, Bannan
Membership NARTB
Vice Pres., Treas. George O. Griffith
General Mgr. John J. Boyle
Station Manager Sothorn Abbott
Comm. Mgr. David J. Shurtleff
Chief Engineer Thomas C. J. Prior

WERI

WESTERLY—1949—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned Oper. By Radio Westerly, Inc.
Address 34 Main St.
Phone: WE. 2263 Air Time: Full Time
News Service UP
Transcription Service Lang-Worth
Representative Walker
President Richard G. Moore
Gen., Sta. Mgr. Warren M. Greenwood
Prog., Publ. Director Brud Warren
Chief Engineer Anibal Martins

WNRI

WOONSOCKET—1954

Frequency: 1380 Kc. Power: 1000 Watts
Owner Friendly Bcastg. Co., Inc.
Address 814 Diamond Hill Road
Pres., Gen. Mgr. Jack C. Salera
Chief Eng. Joseph Britto

WWON

WOONSOCKET—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Woonsocket Bcastg. Co.
Business-Studio Address 99 Main St.
Phone: Woonsocket 1240 Air Time: Full Time
Station Rep. Webb, Borgatti
Transcription Service World
Membership NARTB, RAB
President Mrs. Andrew P. Palmer
General Manager Eugene C. Rousseau
Chief Engineer Harold Belknap

SOUTH CAROLINA

Pop. Feb. 1, 1955 (Est.) 2,282,000 — Families 555,000
Radio Homes 466,000 — TV Homes 230,000 — Stations in State 55

WAKN AIKEN—1952

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Oper. By Aiken Electronics Adv. Corp.
Address Box 811
Phone: 774242 Air Time: Daytime
News Service AP
Transcription Service World, Capitol
Membership NARTB, RAB
Representative Rambeau
President B. T. Whitmire
General Manager W. Randall Davidson
Com., Prom. Mgr. Charlie Sciple
Prog. Dir. Wayne Mashburn
Chief Engineer Allen Askins

WAIM ANDERSON—1935—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Wilton E. Hall
Address-Trans. Loca. 1 Martin St.
Phone: CA. 6-1511-2-3 Air Time: Full Time
News Service INS
Newspaper Affiliation Independent, Daily
Mail
Transcription Service Lang-Worth
Representative Headley-Reed
President Wilton E. Hall
General Manager Glenn P. Warnock
Commercial Mgr. G. P. Browne
Sales Prom. Mgr. V. Barath
Program Director Marshall Gailliard
Chief Engineer John Willis

WANS ANDERSON—1949—MBS

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By Carolina Bcstrs.
Address Box 211
Phone: CA 4-3424 Air Time: Full Time
Transcription Service Standard
Membership NARTB
Representative Devney
News Service UP
President C. R. Johnson
General Manager R. E. Liverance
Commercial Mgr. Robert S. Fant
Chief Engineer Alfred W. Pratt

WBAW BARNWELL—1953—KBS

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By Blue Ridge Bcstg. Co. Inc.
Phone: 3507 Air Time: Daytime
News Service UP
Transcription Service Thesaurus
Station Rep. Radio Sales
President J. A. Gallimore
Comm., Sta. Mgr. Joe Wilder

Program Director Frank Harmon
Chief Engineer Marion P. Jones

WBEU BEAUFORT—1954—KBS

Frequency: 960 Kc. Power: 1 Kw.
Owned Beaufort Bcstg. Co.
Address Beaufort
Phone: 812 Air Time: Daytime
News Service World
Trans. Service World
General Mgr. W. C. Bochman
Asst. Mgr., Prog. Dir. Newton Smyth

WBSC BENNETTSVILLE—1947—MBS

Freq.: 1550 Kc. Power: 10 Kw. d.: 5 Kw. n.
Owned-Oper. By Bennettsville Bcstg. Co.
Business-Studio Address Box 639
Phone: 1080 Air Time: Full Time
News Service AP
Pres., Gen. Sta. Mgr. John W. Orvin
Comm. Mgr. W. G. Hazel
Prog., Director Neil Terrell
Chief Engineer John Gronert

WAGS BISHOPVILLE—1954—KBS

Frequency: 1380 Kc. Power: 1 Kw.
Owned Lee County Bcstg. Co.
Phone: 1380 Air Time: Daytime
News Service AP
Trans. Ser. World
Station Rep. Clark
General Manager Howard Ginsberg
Program Director Bess Ginsberg

WACA CAMDEN—1948—KBS

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned-Oper. By Station WACA
Address Camden
Phone: Hemlock 2-2311 Air Time: Daytime
News Service UP
Station Rep. Dora-Clayton
Transcription Service World
President Haygood S. Bowden
General Manager Tom Richards
Commercial Manager C. Ballard
Program Director Arthur Sheleen
Chief Engineer Angelo Amodio

WCSC CHARLESTON—1930—CBS

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Oper. By WCSC, Inc.
Address 485 East Bay St.
Phone: 2-7611 Air Time: Full Time
News Service UP



Transcription Service World
 Representative Free & Peters
 Membership NARTB, RAB
 Pres., Gen., Sta. Mgr. John M. Rivers
 Comm. Mgr. John B. Hearne
 Program Director Robert Tamblin
 Pub. Dir. Annie Lee Small
 Chief Engineer Wilbur Albee

W H A N

CHARLESTON—1946—ABC-KBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business Address Box 183
 Transcription Service Capitol
 Representative Burn-Smith
 President Frederick G. Storey
 General Manager E. H. Keown
 Sales Prom. Mgr. Joann Daley
 Program Director E. H. Keown
 Publicity Director George Rogers
 Chief Engineer William P. Birchfield

W P A L

CHARLESTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palmetto Bdcstrs., Inc.
 Business-Studio Address 149 Wentworth St.
 Representative Forjoe, Dora-Clayton
 Membership NARTB
 President George G. Weiss
 General Manager Laurens Moore
 Commercial Mgr. Bob Chrystie
 Program Director Louise Withrock
 Chief Engineer Gunnar Sundeen

W T M A

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Atlantic Coast Bcstg. Co.
 Business Address 133 Church St.
 Phone: 2-2681 Air Time: Full Time
 News Service AP
 Representative Hollingbery
 Pres., Gen. Mgr. Charles E. Smith
 Station Mgr. Ralph J. Shade
 Commercial Mgr. H. J. Guzik
 Sales Prom. Mgr. Chester Pike
 Program Dir. Jack Gale
 Publicity Dir. Anne Loyd
 Chief Engineer David W. Jefferies

W U S N

CHARLESTON—1948—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Address 42 10th Ave.
 Phone: 2-2652 Air Time: Full Time
 News Service UP
 Station Rep. H.R. Ayres
 Transcription Service Standard
 Membership RAB
 Pres., Gen., Comm. Mgr. J. Drayton Hastie
 Promotion Manager Martha Martin
 Station Manager George S. Cuthbert, Jr.

Program Director Henry Hoppe
 Publicity Director Edith Crosby
 Chief Engineer Walter Nelson

W C R E

CHERAW—1953

Frequency: 1420 Kc. Power: 500 Watts d.
 Owned-Oper. By Three States Bcstg. Co.
 Address Box 631
 Phone: 7500 Air Time: Daytime
 Membership RAB
 President Dr. R. D. Baxley
 Vice-President R. D. Meisheimer
 Prog. Dir., Gen. Mgr. Fred A. Staples
 Chief Engineer Ansel Bryan

W G C D

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Craig Bdcstg. Co.
 Address 128 Main St.
 Phone: 2171 Air Time: Full Time
 Trans. Ser. World
 Station Rep. McGillvra
 President, Chief Eng. Morgan J. Craig
 Gen., Sta., Comm. Mgr. George P. Cobb
 Promotion Director James Kennedy

W C O S

COLUMBIA—1939—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Address Cornet Arms Bldg.
 Phone: 2-2177 Air Time: Full Time
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, RAB
 Pres., Gen. Mgr. Charles W. Pittman
 Commercial Manager John Kress
 Program Director John Ropp
 Chief Engineer Robert D. Lambert, Jr.

W I S

COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Bcstg. Co. of the South
 Business-Studio Address 1111 Bull St.
 Phone: 3-6431 Air Time: Full Time
 News Service AP, UP
 Transcription Service SESAC, Thesaurus
 Representative Free & Peters
 Membership NARTB, RAB
 President B. Calhoun Hipp
 General Manager G. Richard Shatto
 Managing Director J. Dudley Saumenig
 Sales Mgr. W. Miller Montgomery
 Promotion Dir. Lisa Battle
 Program Director Frank Harden
 Chief Engineer Herbert G. Eldson, Jr.

W M S C

COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By WMSC Radio, Inc.

Business-Studio Address.....1127 Lady St.
Phone: 2-8659.....**Air Time:** Full Time
News Service.....**UP**
Transcription Service..... Associated
Representative.....H-R Representatives
Membership.....NARTB, RAB
Pres., Gen., Sta., Mgr......C. Wallace Martin
News Director.....Charles Wickensberg
Prom. Mgr......Don Clark
Prog. Dir......Gray Olive
Chief Engineer.....C. E. Stone

WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Palmetto Radio Corp.
Address.....1811 Main St., Box 5307
News Service.....AP
Representative.....Raymer
General Manager.....H. Moody McElveen, Jr.
Program Director.....Bill Routh
Chief Engineer.....Don Willoughby

WOIC

COLUMBIA—1954

Frequency: 1470 Kc.....**Power:** 1 Kw., d.
Owned.....Michalak Bcstg. Co.
Address.....3300 Main St.
Phone: 6-1551.....**Air Time:** Daytime
Representative.....National, Forjoe, Clayton
Pres.; Gen. Mgr......Frank A. Michalak
Sta., Comm., Prom. Mgr......Joe E. Morris
Chief Engineer.....William Bridges

WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Coastal Bcstg. Co.
Business-Studio Address.....P. O. Box 799
Phone: 340.....**Air Time:** Full Time
News Service.....AP
Representative.....Joseph Hershey McGillvra
Ptnr., Gen. Mgr......L. M. Hawley
Ptnr., Chief Eng......H. L. Hanks
Prog. Director.....Jack E. Hawley

WDSC

DILLON—1946—ABC

Frequency: 800 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Border Bcstg. Co., Inc.
Address.....U. S. Highway 301
News Service.....UP
Representative.....Gill-Perna-Clayton
Membership.....NARTB
Pres., Gen. Mgr......Joseph Martin
Station Mgr......Jim Murff
Commercial Manager.....Adelaide C. Monroe
Prog., Mgr......Lee Lumpkin
Sales Prom. Mgr......David Loyd Rush
Publicity Director.....Johnny Quick
Chief Engineer.....H. C. Sanford

WELP

EASLEY—1951—KBS

Frequency: 1360 Kc.....**Power:** 1000 Watts d.
Owned-Operated By.....Pickens County Bcstg. Co.
Address.....Box 522
Phone: 9388.....**Air Time:** Daytime
News Service.....UP
Trans. Ser......Associated
Representative.....Indie Sales
Membership.....RAB
Pres., Gen. Mgr......Clectus Brazzell
Prog. Director.....Chas. B. Smith
Chief Engineer.....H. O. McDonald, Jr.

WJMX

FLORENCE—1947—ABC

Frequency: 970 Kc...**Power:** 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business Address.....P. O. Box 1211
Phone: 6351.....**Air Time:** Full Time
News Service.....UP
Transcription Service.....Thesaurus
Membership.....NARTB
Representative.....Walker
President.....Eugene E. Stone
Gen., Sta. Mgr......Paul H. Benson, Jr.
Chief Engineer.....Frank Jenne

WOLS

FLORENCE—1937—KBS

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Florence Bcstg. Co., Inc.
Business-Studio Address.....151 S. Dargan St.
Phone: 3271-2.....**Air Time:** Full Time
News Service.....UP
Transcription Service.....SESAC
Membership.....NARTB
Pres., Gen. Mgr......Melvin Purvis
Sta., Comm. Mgr......A. P. Skinner
Program Director.....Don Gray
Chief Engineer.....John Cooper

WFGN

GAFFNEY—1948—KBS

Frequency: 1570 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....Cherokee Radio Co., Inc.
Address.....P. O. Box 759
Phone: 4795-6.....**Air Time:** Daytime
News Service.....UP
Transcription Service.....Lang-Worth, SESAC
President.....A. Ray Godshall
Gen., Sta. Mgr......Morton E. Green
Promotion Mgr......Mrs. E. Stacy
Program Director.....B. Gibbons
Chief Engineer.....J. E. Parker

WGTV

GEORGETOWN—1949—MBS

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By.....Georgetown Bcstg. Co.
Address, Trans. Loc......216 Fraser St.
Phone: 3-3421.....**Air Time:** Full Time
Station Rep......Donald Cook

Pres., Gen. Manager..... J. B. Delzell
 Commercial Manager..... Al Webster
 Program Mgr..... Mamie A. Delzell
 Chief Engineer..... Don Delany

WAKE
GREENVILLE—1930—CBS

Frequency: 1440 Kc..... Power: 5 Kw., d.
 Owned-Oper. By... Piedmont Bcstg. Co., Inc.
 Address..... 3 College St.
 Phone: 5-7406..... Air Time: Full Time
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Pearson
 President..... V. D. Ramseur
 Gen. Mgr., Prog. Dir..... J. F. McDonough
 Comm. Mgr..... Don Price
 Publicity..... Inez Anders
 Prog. Dir..... Jerry Mosteller
 Chief Engineer..... Palmer Greer

WESC
GREENVILLE—1947

Frequency: 660 Kc..... Power: 5000 Watts d.
 Owned-Operated By... Greenville Bcstg. Co.
 Business-Studio Address..... 1 College St.
 Phone: 2-8241..... Air Time: Daytime
 News Service..... AP
 Representative..... Rambeau, Dora-Clayton
 President..... (Mrs.) James Meade
 General Manager..... James G. Meade
 Station Mgr..... J. Davenport
 Commercial Manager..... William Ingram
 Program Dir..... I. Wayne Davis
 Chief Engineer..... Harold White

WFBC
GREENVILLE—1933—NBC

Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Oper. By..... WMRC, Inc.
 Business-Studio Address..... Poinsett Hotel
 Phone: 5-8525..... Air Time: Full Time
 News Service..... UP
 Transcription..... Thesaurus, SESAC
 Representative..... Avery-Knodel
 Membership..... NARTB
 Chairman of Board..... Roger Peace
 President..... R. A. Jolley, Sr.
 Gen., Sta. Mgr..... Kenneth Beachboard
 Commercial Mgr..... Keener Garrett
 Sls. Prom. Mgr., Pub. Dir..... Curtis Guthrie
 Program Director..... Bruce Buchanan
 Chief Engineer..... Burton T. Anderson

WMRB
GREENVILLE—1954—ABC-MBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned..... Paramount Bcstg. Co. Inc.
 Address..... 400 Mayberry St., Box 989
 Phone: 3-2751..... Air Time: Full Time
 News Service..... AP
 Trans. Ser..... Lang-Worth
 Station Rep..... Devney, Media Sls.
 Pres., Gen. Mgr..... C. F. Cope
 Vice-Pres..... Robert D. Poole
 Asst. Mgr., Prod. Dir..... William T. Arrington

WMUU
GREENVILLE—1949

Frequency: 1260 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Bob Jones Univ.
 Address..... Greenville
 Phone: GR. 2-6711..... Air Time: Daytime
 News Service..... AP, INS
 Trans. Ser..... SESAC, Associated, Lang-Worth
 Station Rep..... Continental
 Membership..... RAB
 President..... Dr. Bob Jones, Jr.
 General Manager..... R. K. Johnson
 Station Manager..... Jim Ryerson
 Commercial Manager..... Glen Schunk
 Service Manager..... Mrs. Joan B. Schultz
 Program Director..... David Yearick
 Production Director..... Jack Buttram
 Chief Engineer..... Steward Ensign

WCRS
GREENWOOD—1941

Frequency: 1450 Kc..... Power: 250 Watts
 Owned..... Gresco, Inc.
 Address..... P. O. Box 868
 Phone: 9-1300, 6646..... Air Time: Full Time
 News Service..... AP
 Trans. Service..... Thesaurus, Associated, World
 Representative..... Clark, Ayers
 Membership..... NARTB
 President..... Douglas Featherstone
 Gen., Sta. Mgr..... Dan Crosland
 Commercial Mgr..... Ralph Norman
 Program Dir..... David A. Moss
 Chief Engineer..... Charles M. Sparks

WGSW
GREENWOOD—1953—MBS

Frequency: 1350 Kc..... Power 1000 Watts d.
 Owned..... Radio Greenwood, Inc.
 Address..... Edward Arms Bldg.
 Phone: 9-7372..... Air Time: Daytime
 News Service..... UP
 Representative..... Indie Sales; Dora-Clayton
 President..... W. C. Woodall, Jr.
 Gen., Sta. Mgr..... George B. Cook, Jr.
 Comm. Mgr..... Olyn L. Gee
 Prog. Dir..... Ben H. Dekle
 Publicity Director..... J. E. Smith
 Chief Engineer..... Robert K. James

WEAB
GREER—1949—KBS

Frequency: 800 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Greer Bcstg. Co.
 Address..... P. O. Box 151
 Phone: 1057-8..... Air Time: Daytime
 News Service..... UP
 Transcription Service..... Lang-Worth
 Co.-O., Gen., Comm. Mgr..... E. A. Burch
 Co-Owner..... W. Ryan Frier
 Program Director..... Betty Beers
 Chief Engineer..... Cecil Sills

WHSC

HARTSVILLE—1946—MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned: Hartsville Bcstg. Co., Inc.
 Address: 1306 College Ave.
 Phone: 1450 Air Time: Full Time
 News Service: AP
 Transcription Service: Capitol
 V.P., Gen. Mgr.: Raymond Caddell
 Commercial Mgr.: Jim Putnam
 Sales Prom. Mgr.: Lamar Caldwell
 Prog. Dir.: Earl Caton
 Publicity Dir.: Eleanor Flowers
 Chief Engineer: Donald Brien

WDKD

KINGSTREE—1949

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By: Palmetto Bcstg. Co.
 Address: Kingtree
 Phone: 6761 Air Time: Daytime
 News Service: AP
 Transcription Service: Lang-Worth
 Gen. Sta. Manager: E. G. Robinson, Jr.
 Program Director: Carroll Godwin
 Chief Engineer: Dan Owen

WJOT

LAKE CITY—1953

Frequency: 1260 Kc. Power: 1 Kw. d.
 Owned: Lake Bcstg. Corp.
 Address: 10 S. Acline Ave.
 Phone: 7631 Air Time: Daytime
 News Service: UP
 Transcription Service: Lang-Worth
 President: J. Olin Tice, Jr.
 Gen., Sta. Mgr.: J. Olin Tice, Sr.
 Comm., Prom. Mgr.: Phillip Rice
 Program Dir.: Frances M. Tice
 Chief Engineer: Walter Turner

WLCM

LANCASTER—1951—KBS

Frequency: 1360 Kc. Power: 1000 Wlts d.
 Owned-Operated By: Royal Bcstg. Co.
 Address: 103 S. Catawba St.
 Phone: 2051 Air Time: Daytime
 News Service: AP
 Station Rep.: Media Sales
 Transcription Service: Thesaurus, World
 President: Charles Connelly
 General Manager: William Coble
 Station Manager: Garry Coble
 Program Director: Joann McManus
 Chief Engineer: Robert Shikenjanski

WLBG

LAURENS—1948—KBS

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By: WLBG, Inc.
 Business Address: Box 642, Laurens
 Phone: 2-2331 Air Time: Daytime

News Service: UP
 Membership: NARTB
 Transcription Service: World
 President: James C. Todd
 General Manager: Milton Scarboro
 Program Director: Betty Bishop
 Chief Engineer: Jack Taylor

WJAY

MULLINS—1949—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Mullins & Marion Bcstg. Co.
 Address: Highway 76
 Phone: 390 Air Time: Daytime
 News Service: AP
 Transcription Service: Lang-Worth
 President: W. G. Smith
 Gen., Sta., Comm. Mgr.: James F. Ramsey
 Prog. Dr.: Kenneth Gasque
 Chief Engineer: George Magera

WMYB

MYRTLE BEACH—1954—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned: Coastal Carolina Bcstg. Corp.
 Address: Oak St. at 28th Ave.
 Phone: 7123 Air Time: Full Time
 News Service: UP
 Transcription Service: Thesaurus
 President: James Olin Tice, Jr.
 Gen., Comm. Manager: J. Olin Tice, Sr.
 Sta., Prog. Mgr.: Harry Hyman
 Chief Engineer: W. D. Tabler

WKDK

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Newberry Bcstg. Co., Inc.
 Address, Trans.: 11 Radio Dr.
 Phone: 143 Air Time: Full Time
 Representative: Clayton
 News Service: AP
 Transcription Service: World
 Pres., Gen., Sta. Mgr.: James F. Coggins
 Commercial Mgr.: Emory Bedenbaugh
 Prog., Pub. Dir.: Marcia Coggins
 Chief Engineer: Ray Gilliam

WDIX

ORANGEBURG—1946—ABC
 MBS-KBS

Frequency: 1150 Kc. Power: 5 Kw. d.
 Owned-Oper. By: WDIX, Inc.
 Address: Box 662
 Phone: 1420 Air Time: Full Time
 News Service: AP
 Membership: RAB
 Station Rep.: Devney, Holman
 President: Charles S. Henery
 General Manager: Frank B. Best
 Asst. Manager: Frank Best, Jr.
 Program Director: Joe Phillips
 Commercial Mgr.: Norman M. Matthews
 Chief Engineer: Gus Browning

WTND

ORANGEBURG—1948

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Sims Pub. Co.
 Address.....1 Memorial Plaza
 Phone: 1600.....Air Time: Daytime
 Transcription Service.....World
 News Service.....UP
 Membership.....RAB
 Representative.....Thos. F. Clark
 Gen., Sta. Mgr., Pres.....J. I. Sims
 Program Director.....Richard R. Rhame
 Chief Engineers.....Larry W. Styles,
 Perry Herrington

WRHI

ROCK HILL—1944—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....York Co. Brcdg. Co.
 Address.....Rock Hill Nat. Bk. Bldg.
 Phone: 2085.....Air Time: Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....McGillvra
 Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.
 Sta. Mgr., Prog. Dir.....Wm. C. Beaty
 Commercial Manager.....Harper S. Gault

WTYC

ROCK HILL—1949

Frequency: 1150 Kc. Power: 1 Kw. d.
 Owned.....Tri-County Bcstg. Corp.
 Address.....P. O. Box 1091
 Phone: 3175.....Air Time: Daytime
 News Service.....UP
 Station Rep.....Media Sales
 President.....T. Lamar Simmons
 Gen., Sta. Mgr.....E. L. Burwell
 Comm., Prom. Mgr.....Arnold Baynard
 Prog., Pub. Dir.....I. E. Brooks
 Chief Engineer.....Ed Roberts

WSNW

SENECA—1949—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Blue Ridge Bcstg. Co., Inc.
 Address.....P. O. Box 443
 Phone: 8234.....Air Time: Daytime
 Station Rep.....Continental
 Pres., Gen. Mgr.....J. A. Gallimore
 Program Director.....Virginia Gallimore
 Commercial Mgr.....Charles W. Gwyn
 Chief Engineer.....Herbert Hosea

WJAN

SPARTANBURG—1953—ABC-MBS
KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Spartanburg Bcstg. Co.
 Address.....101 Schuyler Bldg.
 Phone: 3-1400.....Air Time: Full Time
 News Service.....AP
 Trans. Ser.....World

Owner, Gen. Mgr.....W. Ennis Bray
 Commercial Mgr.....Charles Goodyear
 Prom. Manager.....W. Reid Bray
 Publicity Director.....Dave Moss
 Program Director.....Gene Bollinger
 Chief Engineer.....James Tate

WORD

SPARTANBURG—1940—NBC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By.....Word, Inc.
 Business-Studio Address.....291 E. Main St.
 News Service.....AP
 Representative.....Raymer
 Membership.....NARTB
 Transcription Service.....Thesaurus
 President.....Irwin Kahn
 Gen. Mgr.....Paul von Hagel
 Comm. Manager.....John W. Kirkpatrick
 Program Director.....Buddy Womick
 Chief Engineer.....Ralph Queen

WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned.....Spartan Radiocasting Co.
 Business-Studio Address.....224 E. Main St.
 Phone: 33621.....Air Time: Full Time
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NARTB
 Representative.....Hollingbery
 President.....Walter J. Brown
 Managing Director.....Roger A. Shaffer
 Commercial Manager.....Ross M. Holmes
 Program Director.....Ed McGrath
 Chief Engineer.....H. R. Beckholt

WFIG

SUMTER—1940—MBS-KBS

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Oper. By.....Radio Station WFIG, Inc.
 Business-Studio Address.....Radio Center Bldg.
 News Service.....AP
 Transcription Service.....World
 Representative.....Joseph Hershey McGillvra
 Pres., Comm. Mgr.....Fulton B. Creech
 General Manager.....T. Doug Youngblood
 Commercial Mgr.....Fulton B. Creech, Jr.
 Sales Promotion Director.....Charles E. Ballard
 Program Director.....Paul Reidy
 Chief Engineer.....Richard Elam

WSSC

SUMTER—1953—ABC

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Oper. By.....Radio Sumter
 Address.....E. Calhoun Ext.
 News Service.....UP
 Trans-Service.....RCA, Thesaurus
 President.....J. A. Gallimore
 General Manager.....Ed Damron
 Program Director.....Tony James
 Promotion Manager.....Harry Fowler
 Chief Engineer.....Rod. B. Arkel