

KRMS—Osage Beach—1952

Frequency: 1150 Kc.....Power: 1 Kw. d.
Owned.....Lawrence Bcstg. Co., Inc.
Address.....Highway 54
News Service.....AP
General Manager.....Arden Booth
Station Manager.....George Strickland
News Director.....Gordon Johnson

KWOC—Poplar Bluff—1938

Frequency: 930 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By...Poplar Bluff Bcstg. Corp.
Address.....428 Vine St.
Transcription Servie.....SESAC, Thesaurus
News Service.....UP
Representative.....John E. Pearson
General Manager.....A. L. McCarthy
Sales Manager.....L. G. Stovall

KTTR—Rolla—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper By....."Show-Me" Bcstg. Co.
Address.....P. O. Box 567
News Service.....AP
Pres., Gen., Sta. Mgr.....Luther W. Martin
Comm. Mgr.....Ward C. Rinehart
Prog. Dir.....Norma Fleming
Promotion Mgr.....Murl Nash
Chief Engineer.....Martin M. Mitchum

KSGM—Ste. Genevieve—1947

Frequency: 980 Kc.....Power: 500 Watts
Owned-Oper. By.....Donze Enterprises, nc.
Bus-Studio Address.....410 Merchant St.
Newspaper Affil.....Monitor
News Service.....UP
President, General Manager...Elmer L. Donze
Chief Engineer.....Murel L. Rose

KFEQ—St. Joseph—1923
MBS

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By...Midland Boradcasting Co.
Business-Studio.....40th and Farron
News Service.....AP
Representative.....Simmons
President.....Kenyon Brown
V.P., Gen. Mgr.....G. Griswold
Commercial Mgr.....J. Ted Branson
Program Director.....Robert A. Whyte
Chief Engineer.....J. Wesley Koch

KRES—St. Joseph—1946

Frequency: 1550 Kc.....Power: 5000 Watts
Owned-Oper. By.....KRES Radio Corp.
Address.....404 So. 8th
News Service.....AP
Representative.....Clark
Pres., Gen. Mgr.....Tee Casper
Comm., Prom. Mgr.....Robert Mosiman
Sta. Mgr., Prog. Dir.....Richard Irving
Pub. Dir.....Nita Lau
Chief Engineer.....Don O'Brian

KUSN—St. Joseph—1955

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Broadcast Group, Inc.
Address.....Robidoux Hotel
News Service.....UP
Transcription.....World
Membership.....NARTB
Representative.....Hil F. Best Co.
President.....J. D. Spears
Gen. Mgr.....Peter T. Scott
Comm. Mgr.....Hal Hamilton
Prog. Director.....Vic Keans
Chief Engineer.....Ralph Doggett

KATZ—St. Louis—1955

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....St. Louis Bcstg. Co.
Address.....812 Olive St.
News Service.....AP
Representative.....Forjoe & Co., Inc.
Membership.....NARTB
Pres., Gen. Mgr., Prog. Dir.. William F. Garrett
Commercial Manager.....R. M. Hetherington
Sales Prom. Mgr.....Ken Markel
Pub. Dir.....Mike Rohan
Chief Engineer.....Charles O. Rick

KMOX—St. Louis—1925—CBS

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Business-Studio Address.....401 So. 12th St.
News Service.....AP, UP
Representative.....CBS Radio Spot Sales
Membership.....RAB, NARTB
General Manager.....Robert Hyland, Jr.
Station Mgr.....Charles Burge
Sales Prom. Mgr.....Foster Brown
Publicity Dir.....Paul Douglass
Program Director.....George Clarke
Chief Engineer.....Harry Harvey

KSTL—St. Louis—1948

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis, Inc.
Address.....Box 1440
News Service.....UP
Representative.....Everett McKinney
Pres., Gen., Sta. Mgr.....Dick J. Kasten
Comm. Mgr.....Arthur Goldford
Program Director.....Tony Glenn
Sales Prom. Mgr.....Wm. L. Vietmeier
Publicity Director.....Doris Jennemann
Chief Engineer.....Ira E. Pollock

KWK—St. Louis—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....KWK, Inc.
Address.....1215 Cole St.
Newspaper Affiliation.....St. Louis Globe-Democrat
Representative.....Katz
Membership.....RAB
President, General Mgr.... Robert T. Convey
V. P., Comm. Dir.....V. E. Carmichael
Sales Mgr.....Gil Johnston



Dominance in St. Louis . . .

KSD and KSD-TV—pioneers in their respective media—this year observe the completion of 35 eventful years in radio and 10 exciting years in television.

Such pioneering naturally means foresighted leadership! And that leadership now means more than ever for achieving success in any campaign in St. Louis—America's ninth market!

THE ST. LOUIS POST-DISPATCH STATIONS



Basic Affiliate

SPOT SALES
*National
Representative*



**KSD—St. Louis—1922—NBC**

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By The Pulitzer Publishing Co.
 Business-Studio Address 1111 Olive St.
 News Service AP
 Newspaper Affil. St. Louis Post Dispatch
 Transcription Service World, Thesaurus
 Representative NBC Spot Sales
 Membership NARTB
 President Joseph Pulitzer, Jr.
 General Manager George M. Burbach
 Comm. Manager Arthur J. Casey
 Program Director Harold Grams
 Promotion Mgr. Fred J. Mueller
 Pub. Dir. Robt. Hannon
 Chief Engineer J. E. Risk

KXLW—St. Louis—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By St. Louis County Bcstg. Co.
 Address 2735 Bonaparte Ave., Brentwood
 News Service UP
 Representative Pearson
 Membership NARTB, RAB
 President John W. Kluge
 Gen. Sta. Manager William W. Jefferay
 Commercial Manager W. D. Herman
 Prog. Director Marshall Zwick
 Chief Engineer James F. Mitchell

KXOK—St. Louis—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By KXOK, Inc.
 Address Radio Park
 News Service UP
 Representative John Blair
 Membership NARTB
 President E. M. Roberts
 General Manager C. L. Thomas
 Comm. Mgr. W. C. O'Donnell
 Sales Prom. Mgr., Pub. Dir. John J. Corrigan
 Program Director Elmer Muschany
 Chief Engineer Arthur F. Rokart

WEW—St. Louis—1921

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By Barrington Co.
 Address St. Louis 1, Mo.
 News Service UP
 Representative Bowling Co.
 Pres., Gen. Mgr. Bruce Barrington
 Prog., Pub. Dir. Don Phillips
 Chief Engineer Charles C. Casey

WIL—St. Louis—1922

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Missouri Bcstg. Corp.
 Bus-Studio Address Coronado Hotel
 Representative Headley-Reed
 News Service AP
 Pres., Gen. Mgr. L. A. Benson
 V. P., Asst. Gen. Mgr. Nick Pagliara
 Comm. Mgr. C. W. Beintker

Sales Prom. Mgr. Roland Rives
 Prog. Dir. Roy A. May

KSMO—Salem—1953—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Zola Bcstg. Co.
 Address P. O. Box 71
 News Service AZ
 Gen., Comm., Sales Prom. Mgr., Chief Eng. William B. Smith
 Program Director Irene Smith

**KDRO—Sedalia—1939—MBS
KBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By KDRO-TV & Radio, Inc.
 Bus-Studio Address 2100 W. Broadway
 News Service AP
 Membership NARTB
 Representative Pearson
 President Milton J. Hinlein
 General Manager Herbert W. Brandes
 Sales Manager Jimmy Glenn
 Program Director Jimmy Murray
 Chief Eng. Bob Klein

KSIS—Sedalia—1953

Frequency: 1050 Power: 1000 Watts
 Owner Yates Bcstg. Co.
 Address KSIS Building
 News Service AP
 Transcription Lang-Worth, Thesau us
 Pres., Gen., Comm. Mgr. Carl W. Yates, Jr.
 Sta. Mgr., Prog. Dir. Bettie S. Yates
 Chief Engineer Marion Pratt

KSIM—Sikeston—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. Sikeston Community Bcstg. Co.
 Bus-Studio-Transmitter Address Hway. 60 W.
 News Service AP
 President Lyman R. Bowman, Jr.
 Gen., Sta., Sls. Prom. Manager Richard L. Watkins, Jr.
 Prog., Pub. Dir. Raymond B. Norton
 Comm. Mgr. Nelson Wheeler
 Chief Engineer R. L. Hirsch

**KGBX—Springfield—1926
NBC**

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By Springfield Bcstg. Co.
 Bus-Studio Address 605 Boonville Ave.
 News Service AP
 Newspaper Affil. Springfield Newspapers, Inc.
 Transcription Service Thesaurus
 Rep. Venard, Rintoul & McConnell
 Membership NARTB
 Pres., Gen. Mgr. K. G. Wells
 Comm. Mgr., Prog. Dir. Don C. Dailey
 Sls. Prom. Mgr. Dudley Morris
 Publicity Dir. Wm. DeLange
 Chief Engineer Richard Bowman



KICK—Springfield—1949

Frequency 1340 Kc.....Power 250 Watts
 Owned-Oper. By...Kickapoo Prairie Bcstg. Co.
 Address.....610 College St.
 News ServiceUP
 RepresentativeHil F. Best
 TranscriptionStandard
 MembershipNARTB, RAB
 President.....Floyd W. Jones
 General Manager.....L. C. McKenney
 Station Mgr.....Robert Vinyard, Jr.

KTTT—Springfield—1941
CBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Independent Bcstg. Co.
 Address.....P. O. Box 1716 S. S. S.
 Representative.....Sears & Ayer
 MembershipNARTB
 Transcription ServiceWorld
 News ServiceAP
 President.....J H. G. Cooper
 General Manager.....G. Pearson Ward
 Commercial Manager.....Bob Burke
 Program Director.....Wendel Smith
 Chief Engineer.....William F. Curry

KWTO—Springfield—1933
ABC

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Ozarks Bcstg. Co.
 Bus-Studio Address...1121 South Glenstone
 News ServiceUP
 Representative.....John E. Pearson
 MembershipNARTB, RAB
 Pres., Gen. Mgr.....Ralph D. Foster
 V.P. & Asst. Gen. Mgr.....Leslie L. Kennon
 Commercial Manager...Raymond M. Keltner
 Program Director.....Joe Slattery
 Prom., Pub. Dir.....Bill Bailey
 Chief Engineer.....Wallis Fender

KALM—Thayer—1953

Frequency: 1290 Kc.....Power: 1 Kw. d.
 OwnedKALM
 AddressBox 327
 News ServiceAP
 RepresentativeBest, Bradley
 Pres., Gen. Sta. Comm. Mgr....R. F. Neathery

KTTN—Trenton—1955—KBS

Frequency: 1600 Kc.....Power: 500 Watts
 Owned-Oper. By.....Trenton Bcstg. Co.
 Address.....112 E. Ninth St.
 News Service.....AP
 TranscriptionWorld

RepresentativeBogner and Martin
 MembershipNARTB
 General Manager.....Sam A. Burk
 Station Manager.....Ed Hundley
 Commercial Manager.....Bob Dennis
 Prog. Dir.....Rick McHargue
 Chief Engineer.....Lynn Bradley

KLPW—Union—1954

Frequency: 1220 Kc.....Power: 250 Watts
 Owned.....Franklin County Bcstg. Co.
 Address.....P. O. Box 72
 News ServiceAP
 RepresentativeIndie
 PresidentLeslie P. Ware
 Gen., Sta., Comm. Sls. Prog.,
 Pub. Manager.....Norb Moore
 Chief Engineer.....Frank Lohmeyer

KOKO—Warrensburg—1953
KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Warrensburg Bcstg. Co.
 AddressBox 395
 News ServiceAP
 PresidentLee E. Baker
 Gen. Mgr.....C. L. Parks
 Program Dir.....Bruce Lee
 Publicity Director.....Gene Tipton
 Chief Eng.....Charles Cunningham

KWRE—Warrenton—1949
KBS

Frequency: 730 Kc.....Power: 500 Watts
 Owned.....W. T. Zimmerman
 AddressWarrenton
 News ServiceUP
 Transcription ServiceSESAC
 RepresentativeContinental
 MembershipNARTB
 Gen., Sta. Mgr.....W. T. Zimmerman
 Comm. Mgr.....Russell Benton
 Chief Eng.....Dick Cole

KWPM—West Plains—1947
KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Robert F. Neathery
 News ServiceAP
 Transcription ServiceStandard
 MembershipNARTB
 Pres., Gen. Mgr., Eng....Robert F. Neathery
 Sta., Comm. Mgr.....Fritze A. Dixon
 Program Director.....A. Woodside
 Pub. Dir.....Carl O. Johnson
 Chief Eng.....L. Thompson

Montana

Pop. March 1 (Est.) 638,000—Families 198,000
Radio Homes 187,000—TV Homes 72,000—Stations in State 30

KANA—Anaconda—1946

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Anaconda Bcstg. Co.
Address.....P. O. Box 727
News Service.....UP
Station Rep.....Gill-Perna
President.....A. J. Mosby
Station Mgr.....A. H. Smith
Program Director.....King Harmon
Comm. Mgr.....C. Moore

KBY—Billings—1946 MBS-KBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts
Owned.....Billings Bcstg. Co.
Address.....Box 2544
News Service.....AP
Transcription Service.....Lang-Worth
Station Representative.....Avery-Knodel, Inc.
Membership.....NARTB, RAB
President.....Rockwood Brown
Gen., Sta., Comm. Mgr.....Ken Nybo
Prog., Pub. Dir.....Charles G. du Bois
Chief Engineer.....T. A. Hildebrand

KGHL—Billings—1928—NBC

Frequency: 790 Kc.....Power: 5 Kw.
Owned.....Midland Empire Bcstg. Co.
Address.....5th Ave. & North B'way
News Service.....UP
Station Representative.....Katz
Membership.....RAB, NARTB
President.....P. N. Fortin
General Manager.....Jeff Kiichli

KOOK—Billings—1950—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Montana Network
Address.....P. O. Box 2557
News Service.....UP
Transcription Service.....World
Representative.....Headley-Reed
Membership.....NARTB, RAB
President.....Joseph S. Sample
Station Manager.....V. V. "Bud" Clark
Commercial Manager.....William P. McCracken
Publicity Dir.....Conna G. May

KOYN—Billings—1955

Frequency: 910 Kc.....Power: 1000 Watts
Owned.....D. Gene Williams, Del Cody
Address.....Riverside Drive, Box 956
News Service.....UP
Representative.....Hugh Feltis
Partners.....D. Gene Williams, Del Cody
General, Sta. Mgr.....Bob Eubanks
Sales Prom. Mgr.....Lew Theusen
Program Director.....Jerry Fay
Chief Engineer.....Bill Banks

KBMN—Bozeman—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Penn Engineering Co.

Address.....N. Seventh St.
News Service.....UP
Transcription Service.....World
Representative.....Gill-Perna
Manager.....Dale G. Moore
Sales Mgr.....Bill Merrick

KXLQ—Bozeman—1939 NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned.....KRBM Bcstrs. Inc.
Address.....Bozeman, Mont.
News Service.....UP
Representative.....Walker
Pres., Gen., Sta. Mgr.....Ernest A. Neath
Prog. Dir.....Dick Smiley
Publicity Dir.....Marcellus Rapkoch
Chief Engineer.....Pen Edwards

KBOW—Butte—1947—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Radio Co.
Address.....720 Yale Ave.
Representative.....Cooke, Feltis
News Service.....UP
President.....Frank Reardon
Exec. V.P.....Bill Carroll

KOPR—Butte—1948 ABC-MBS-IMN

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
News Service.....UP
Membership.....NARTB, RAB
Representative.....Avery-Knodell
President.....George C. Hatch
General Mgr.....Ed Cooney
Comm. Mgr.....Dan Markham
Program Director.....Jim Harrold
Chief Engineer.....William Emerson

KXLF—Butte—1929—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGR, Inc.
Representative.....Walker, Pacific N.W. Bcstrs.
Manager.....Arne Anzion
Eastern Sales Mgr.....Wythe Walker
Western Sales Mgr.....Tracy Moore

KLTZ—Glasgow—1954

Frequency: 1240 Kc.....Power: 250 Watts
Owner.....Glasgow Bcstg. Co.
Address.....Box 909
News Service.....AP
Owners.....C. L. Scofield, W. L. Holter, J.
Carston
Station Manager.....William L. Beach

KXGN—Glendive—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Glendive Bcstg. Co.
Address.....Box 200

News Service AP, UP
 Transcription Service Standard, World
 Representative Grant Webb
 President Lewis W. Moore
 General Manager Daniel C. Palen
 Chief Eng. Donald J. Powers

KBGF—Great Falls—1955
KBS

Frequency: 1405 Kc. Power: 250 W.
 Owned-Operated By Community Broadcasters
 Address Box 1405
 News Service UP
 Representative Webb, Feltis
 Membership NARTB
 Pres., Gen. Mgr. Dan Snyder
 Comm., Sales Prom. Mgr. Richard V. Coon
 Prog. Dir. W. A. Zimlich
 Chief. Eng. Eugene B. Bunker

KFBB—Great Falls—1921
CBS

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Oper. By Wilkins Bcstg., Inc.
 Business-Studio Address Box 1139
 News Service UP
 Transcription Service Thesaurus
 Station Rep. Bolling
 Membership NARTB, RAB
 General Manager J. P. Wilkins
 Prog. Dir. Richard Osborn
 Sta., Comm. Mgr. W. C. Blanchette
 Pub. Dir. William E. Spahr
 Chief Eng. Anthony Lopuch

KMON—Great Falls—1947
MBS-ABC-IMN

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Montana Farmer Bcstg. Co.
 Business Address 121 Fourth St. N.
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Gen., Sales Mgr. Robert H. Warner

KXLK—Great Falls—1947
NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Great Falls Bcstg. Co.
 Representative Walker, Pacific Northwest
 Manager T. L. Frayling
 Eastern Sales Mgr. Wythe Walker
 Western Sales Mgr. Tracy Moore

KOJM—Havre—1946
MBS-KBS-IMN

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Operated By No. Montana Bcstg. Co.
 Address Box 70
 News Service UP
 Transcription Service Associated
 Representative Cooke, Inc., Avery-Knodel
 Membership NARTB

General Manager Charlotte H. Brader
 Comm. Mgr. Carlyle D. Leeds
 Sales Prom. Mgr. S. G. Stephens
 Prog. Dir. J. R. Saenger
 Chief Eng. Harold Bustard

KCAP—Helena—1949
MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lewis & Clark Bcstg. Corp.
 Address 1705 Jerome St.
 Representative Webb, Feltis, Cox
 Membership RAB
 President James M. Flinn
 Gen., Sta. Mgr. K. O. MacPherson

KXLJ—Helena—1937—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Peoples Forum of the Air
 Address 1306 Eleventh Ave.
 Representative Walker, Pac. N.W. Bcstrs.
 Manager Barclay Craighead

KGEZ—Kalispell—1927
MBS-KBS-IMN

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By KGEZ, Inc.
 Business-Studio Address Kalispell
 News Service UP
 Transcription Service SESAC
 Station Rep. Donald Cooke Inc.
 Membership RAB
 President Frank Reardon
 Gen. Manager Richard V. Vick
 Prog. Director Robert Rigler
 Chief Engineer Duane J. Morgan

KOFI—Kalispell—1955

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By Flathead Valley Bcstrs.
 Address Box 75
 Representative Art Moore
 News Service UP
 General Manager William H. Patterson
 Commercial Mgr. Grover D. Allen
 Prog. Dir., Ch. Eng. L. L. Sterling

KXLO—Lewistown—1947
MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Montana Bcstg. Co.
 Address E. Main St.
 News Service UP
 Representative Grant Webb
 President William G. Kelly
 General Manager Donald C. Williams

KLCB—Libby—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Lincoln County Bcstrs. Inc.
 Address Box 636
 News Service UP
 Trans. Lang-Worth, MacGregor, Keystone
 Manager Oliver G. Coburn
 Program Dir. Lavina Kenyon

KPRK—Livingston—1947
MBS-IMN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Yellowstone Amusement Co.
Address Box 691
News Service UP
Representative Avery-Knodel
Pres., Gen., Sta. Mgr. Paul B. McAdam
Commercial Manager..... Jack Hinman
Sales Prom. Mgr. Carl Argabrite
Program Director..... Frank Lewis
Publicity Dir. Nikki Kolence
Chief Engineers. Harry Rolance, Larry Hecox

KATL—Miles City—1941
KBS-MBS-IMN.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Star Printing Co.
Address Box 720
Newspaper Affiliation..... Daily Star
News Service UP
Transcription Service..... Thesaurus
Representative Avery-Knodel
Membership NARTB
Gen., Sta. Mgr. Ian A. Elliot
Commercial Manager..... Fred B. Hunnes
Sales Prom. Mgr. Norval B. Davis
Prog. Dir. Thomas Biedrzycki
Pub. Dir. Robert McKendrick
Chief Engineer..... William Able

KBTK—Missoula—1955
MBS-KBS-IMN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By..... Montana Bcstg. Co.
Address Box 1202
Rep. Avery-Knodel, Intermountain
Membe-ship NARTB
President Marion E. Dixon
General Manager..... William J. Strothman
Comm. Mgr. Lou Torok
Prog. Dir. Del Strothman
Chief Eng. B. Hamilton

KGVO—Missoula—1931—CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By..... Mosby's, Inc.
Bus.-Studio Address..... Radio Central Bldg.
News Service UP
Transcription Service Lang-Worth
Representative Gill-Perna
Membership NARTB, RAB
Pres., Gen. Mgr. A. J. Mosby
Sta., Comm. Mgr. Guy B. Farnsworth
Sales Mgr., Prog. Dir. Don Bradley

KXLL—Missoula—1948—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By..... Western Montana Assoc.
News Service UP
Representative Walker
Pres., Gen., Sta. Mgr. Pat M. Goodover
Comm., Prom. Mgr. Bob Gillis
Program Director..... Chas. Cromwell
Publicity Director..... John Campbell
Chief Engineer..... Pat Goodover

KIYI—Shelby—1947
KBS-MBS-IMN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Tri County Radio Corp.
Address N. Marias Ave.
Representative Avery-Knodel
President John Lyon
Sec.-Treas. Frank Krshka

KGCX—Sidney—1926—MBS

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By..... KGCX, Inc.
Address 109 S. Central
News Service UP
Representative Gill Perna
General Manager..... E. E. Krebsbach
Station Mgr. E. Clair Krebsbach
Comm. Mgr. Keith Krebsbach
Sales Prom. Mgr. Don Cole
Prog. Dir. Ben Innes
Publicity Director..... Veryl Moser
Chief Engineer..... Dale Wilson

Nebraska

Pop. March 1 (Est.) 1,428,000—Families 432,000
Radio Homes 424,000—TV Homes 317,000—Stations in State 28

KCOW—Alliance—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Sandhills Bcstg. Corp.
Trans. Address 1100 West 10th St.
News Service UP
Transcription Service World
Representative McGillvra
Membership NARTB
President J. W. Cover
General Manager..... Gene Ackerley
Program Director..... Ted Ford
Chief Engineer..... Dick A. Pace

KWBE—Beatrice—1949
KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By..... Blue Valley Bcstg. Co.
Address Box 1450
News Service AP
Transcription Service..... Thesaurus
Membership NARTB
General Manager..... Bud Pentz

KCNI—Broken Bow—1949

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By..... Custer County Bstg. Co.
Address Box 561



News ServiceUP
 Transcription ServiceCapitol
 Manager.....Georgia A. Crawford
 Commercial Mgr.....Joe Grieser

KCSR—Chadron—1954

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Community Ser. Radio Corp.
 Address.....212 Bordeaux St., Box 949
 News ServiceAP
 Transcription ServiceThesaurus
 MembershipNARTB, RAB
 Co-Owners.....Bill Finch, Bob Fouse

KJSK—Columbus—1948 KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....George Basl Anderson
 Business-Studio Address.....Box 460
 News ServiceAP
 RepresentativeBiddick, Continental
 Transcription ServiceThesaurus
 MembershipNARTB
 President, Gen. Mgr.....George Basil Anderson
 Sta., Comm. Mgr., Prog. Dir.....Milo Kincaid
 Sales Prom. Mgr.....Mel Krehbiel
 Chief Engineer.....Bob Miller

KFGT—Fremont—1939

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Oper. By.....Snyder Enterprises
 Business-Studio Address.....118 E. 5 St.
 MembershipNARTB
 News ServiceAP
 Transcription ServiceCapitol
 President.....L. L. Snyder
 Gen., Sta. Mgr.....H. C. Snyder
 Comm. Mgr.....Donald Mundy
 Program Director.....Harry Gehrett
 Publicity Director.....E. Smizer
 Chief Engineer.....Harry Snyder

KMMJ—Grand Island—1925 ABC

Frequency: 750 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Town & Farm Co., Inc.
 Business-Studio Address.....Division at Cedar
 News ServiceUP
 RepresentativeH.R.
 MembershipRAB, NARTB
 President.....Don Searle
 Gen., Sta., Comm. Mgr.....Ken Titus
 Prog. Dir.....Bill Delzell
 Chief Engineer.....U. L. Lynch

KRGI—Grand Island—1953

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Grand Island Bcstg. Co.
 Address.....315 South Locust
 News ServiceAP
 Trans. Service.....Capitol, World
 Representative.....Bogner & Martin
 Manager.....Wick Heath
 Sales Manager.....Ray Kozak

KHAS—Hastings—1940 KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Nebraska Bcstg. Co.
 Transmitter Address.....906½ W. Second St.
 News ServiceINS
 RepresentativeGill-Perna
 MembershipNARTB, RAB
 General Mgr.....Roy Pearce
 Prog. Dir.....Ed Knight
 Chief Engineer.....Vance Filken

KGFW—Kearney—1927 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Central Neb. Bcstg. Corp.
 Business-Studio Address.....Platte Valley Bldg.
 News ServiceUP
 RepresentativeHal Holman
 MembershipNARTB, RAB
 General Mgr.....J. C. Mitchell
 Sta. Mgr.....Bob Jenkins
 Comm. Mgr.....Reiney Ehly
 Sls. Prom. Mgr.....Mary Mitchell
 Program Director.....Don Sherrill
 Publicity Director.....Gene Larsen
 Chief Engineer.....Wallace V. Rockefeller

KRVN—Lexington—1951

Frequency: 1010 Kc....Power: 25,000 Watts d.
 Owned-Oper. By.....Nebraska Rural Radio
 Address.....104 W. 8th St.
 Transcription ServiceStandard
 News ServiceAP
 RepresentativeRaymer
 MembershipNARTB
 President.....Jay A. Person
 General Manager.....Max Brown
 Asst. Sta. Mgr.....Gary Schroeder
 Chief Engineer.....Robert Bitner

KFOR—Lincoln—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Cornbell Bcstg. Corp.
 Bus.-Studio Address.....814 Stuart Bldg.
 News ServiceAP
 Transcription Service.....Thesaurus, Standard
 RepresentativePaul Raymer
 MembershipNARTB, RAB
 President.....James Stuart
 Gen., Sta. Mgr.....Richard Chapin
 Sales Manager.....Roger Larson
 Program Director.....Robert Askey
 Chief Engineer.....Al Pugsley

KLIN—Lincoln—1955—MBS

Frequency: 1400 Kc.....Power: 250 W.
 Owned-Oper. By.....Frudeger Bcstg. Co.
 Address.....410 Sharpe Building
 RepresentativeDevney
 News ServiceAP
 MembershipNARTB
 Pres., Gen. Mgr.....Robert W. Frudeger
 Comm. Mgr.....R. L. Hoffman

Prog. Dir.....L. Getchell
 Chief Eng.....Howard H. Frederick

KLMS—Lincoln—1949

Freq: 1480 Kc....Power: 1 Kw. d., 1 Kw. n.
 Owned.....Lincoln Bcstg. Corp.
 Address.....130 N. 16th St.
 News Service.....UP
 Transcription Service.....Standard, World
 President.....Howard A. Shuman
 Gen., Sta., Comm. Mgr.....Frank Stubbs
 Chief Engineer.....Charles Winkler

KBRL—McCook—1947
MBS

Frequency: 1300 Kc.....Power: 1 Kw. d.
 Owned.....McCook Bcstg. Co.
 Address.....West J St., Hiway 83
 News Service.....AP
 Transcription.....Standard
 Representative.....McGillvra, Inc.
 Membership.....NARTB
 Pres., Gen. Sta. Mgr., Chief Eng..L. W. Lenwell
 Prog. Dir.....Leon Little
 Comm., Sales Prom. Mgr.....Don Hays
 Pub. Director.....Robt. Morris

WJAG—Norfolk—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WJAC, Inc.
 Address.....309 Braasch Ave.
 Phone: 20.....Air Time: Daytime
 Representative.....Walker
 Newspaper Affil.....Huse Pub.
 Transcription Service.....World, Standard
 News Service.....AP
 Membership.....NARTB
 President.....Gene Huse
 Station Manager.....Bob Thomas
 Oper., Pub. Dir.....Don Broadstone
 Comm. Manager.....Evcans Meier
 Chief Engineer.....W. Geltman

KNBR—North Platte—1952

Frequency: 970 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....John Townsend
 Address.....P. O. Box 778
 Representative.....Indie Sales
 News Service.....UP
 Transcription.....Thesaurus, SESAC
 Manager.....Bill Lemke

KODY—North Platte—1930
NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Station KODY
 Bus-Studio Trans. Add.....1521 W. 12th
 News Service.....AP
 Transcription Service.....World, Thesaurus
 Membership.....NARTB
 Representative.....Meeker
 Gen., Sta. Mgr.....John Alexander
 Sales Prom. Mgr.....Joe Gallagher
 Program Director.....Bill Wood
 Commercial Manager.....Joe di Natale
 Publicity Director.....Jerry Wing
 Chief Engineer.....Joe Stavas

KOGA—Ogallala—1954
KBS

Frequency: 930 Kc.....Power: 500 Watts
 Owner.....Ogallala Bcstg. Corp.
 Address.....216 N. Spruce
 News Service.....UP
 Transcription.....Thesaurus
 Representative.....Indie Sales
 Membership.....NARTB
 Pres., General Manager...Newell Eastman

KBON—Omaha—1942
MBS-ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Bcstg. Co.
 Business-Studio Address..676 World Ins. Bldg.
 News Service.....AP
 Transcription.....Thesaurus
 Membership.....NARTB
 Representative.....Pearson
 Pres., Gen. Mgr.....Paul R. Fry
 Comm. Manager.....Ernest S. Priesman
 Sales Manager.....Ernest S. Priesman
 Program Dir.....Dean H. Murray
 Chief Engineer.....Ed Shulman

KFAB—Omaha—1924—NBC

Frequency: 1110 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KFAB Bcstg. Co.
 Bus-Studio Address.....5010 Underwood
 Rep.....Peter, Griffin, Woodward, Inc.

MORE NEWS

MORE FEATURES

MORE REGIONAL COVERAGE

AP

and MORE

RADIO AND

TELEVISION STATIONS

depend on

The Associated Press

Newspaper Affil. Journal, Star
 News Service AP, INS
 Membership NARTB, RAB
 President Victor Toft
 General Mgr. Lyle Bremser
 Comm. Mgr. E. R. Morrison
 Sales Prom. Mgr., Pub. Dir. Don Shoemaker
 Program Director Ken Headrick
 Engineers Art Stewart, Al Bates

KOIL—Omaha—1925
ABC

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By. Central States Bcstg. Co.
 Business-Studio Address. 511 So. 17th St.
 Transcription Service. Capitol, Standard, World
 News Service INS, AP
 Representative Avery-Knodel
 Membership NARTB, RAB
 Co-Manager, Programs. Chic Crabtree
 Co-Manager, Sales. Don W. Borden

KOWH—Omaha—1922

Frequency: 660 Kc. Power: 500 Watts d.
 Owned-Oper. By. Mid-Continent Bcstg. Co.
 Address Kilpatrick Bldg.
 News Service AP, INS, UP
 Representative Adam Young
 Membership NARTB, RAB
 Transcription World, Assoc., Standard



5th year of dominance!

For a long time now, KOWH has enjoyed almost as much of the Omaha daytime audience as all the other stations put together. (Hooper). Just about every daytime ¼ hour belongs to KOWH. And no matter who asks the question, the answer is KOWH. Latest Pulse: KOWH first 228 of 240 ¼'s. Latest Trendex: KOWH first every time period!

What's done it? Storz Station programming and broad (660 kc.) coverage—which have been bringing results to a host of local and national advertisers. You can be one, too. Ask the Adam Young man, or General Manager Virgil Sharpe.

KOWH—Omaha
"A STORZ STATION"

President Todd Storz
 V.P., Gen. Mgr. Virgil Sharpe
 Local Sales Mgr. Ed Morgan
 Production Mgr. Grahame Richard
 Program Dir. Bill Stewart

WOW—Omaha—1923—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By. Meredith WOW, Inc.
 Bus.-Studio Address. Insurance Bldg.
 Representative John Blair
 Transcription Service Standard, Capitol
 Chairman of Board. Fred Bohlen
 President. E. T. Meredith
 Vice Pres., Gen. Mgr. Frank P. Fogarty
 Sales Prom. Mgr. George Mirras
 Sales Manager. Bill Wiseman
 Program Director. Ray Olson
 Chief Engineer. Glenn Flynn

KNEB—Scottsbluff—1948
MBS

Freq.: 960 Kc. Power: 1 Kw. d., 500 Wts. n.
 Owned-Oper. By. Platte Valley Bcstg. Corp.
 Business-Studio Address. Golden Rule Bldg.
 Transcription Service Thesaurus, World
 Membership NARTB
 Representative Hal Holman
 President. John R. Jrdon
 General-Station Mgr. Russ M. Stewart
 Commercial Mgr. Byron Joachim
 Program Director. Wayne McIntosh
 Chief Engineer Leslie A. Proctor

KOLT—Scottsbluff—1930
CBS

Freq.: 1320 Kc. Power: 5000 W. d. 1000 W. n.
 Owned-Operated By. The Hilliard Co.
 Address W. 20th St.
 Representative Gill-Perna
 News Service UP
 Membership NARTB
 Manager. L. L. Hilliard

KSID—Sidney—1952
ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Wm. C. Grove, Inc.
 Address Legion Park
 Representative McGillvra
 News Service UP
 Gen., Comm. Mgr. David W. Young

KAWL—York—1954—KBS

Frequency: 1370 Kc. Power: 500 W. d.
 Owned-Operated By. Prairie States Bcstg.
 Address York
 News Service AP
 Membership NARTB, RAB
 President. M. L. Gleason
 Sta. Mgr. T. L. Gleason
 Comm., Sales Mgr. H. Hansen
 Prog., Pub. Dir. G. C. Bryan
 Chief Eng. E. Siemoneit

Nevada

Pop. March 1 (Est.) 247,000—Families 82,000
Radio Homes 78,000—TV Homes 42,000—Stations in State 15

KPTL—Carson City—1955 KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: E. L. & A. Bullis
Address: Box 523
News Service: UP
Transcription Service: SESAC
Representative: O'Connell
General Manager: Edwin L. Bullis
Comm., Sales Mgr., Prog., Pub. Dir.: R. Nelson
Chief Engineer: Dave Williams

KELK—Elko—1948 MBS-IMN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Elko Bcstg. Co.
Address: P. O. Box 790
News Service: UP
President: Chris Sheerin
General Manager: John J. Gammick

KELY—Ely—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: White Pine Bcstg. Co.
Address: 1140 Ave. "F" East
News Service: AP
Co-Managers: D. I. Hansen, D. V. Bradley
Sales Mgr.: David I. Hansen
Program Dir.: Dale V. Bradley

KBMI—Henderson—1954

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated: Moritz Zenoff
Address: New Frontier Hotel
Newspaper Affil.: Henderson Home News
News Service: AP
Representative: Forjoe
Pres., Gen. Manager: Moritz Zenoff

K-TOO—Henderson—1956

Frequency: 1280 Kc. Power: 5000 Watts
Owned: K-TOO
Address: P. O. Box 1848, Las Vegas
News Service: AP
Representative: McGavren-Quinn
General Mgr.: Tom Magowan

KENO—Las Vegas—1940 ABC

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By: Nevada Bcstg. Co.
Address: 810 Keno Lane
Representative: W. S. Grant
General Manager: Merl Sage

KLAS—Las Vegas—1948 CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Las Vegas Bctrs., Inc.
Address: Desert Inn, P. O. Box 1510

Transcription Service: Standard
News Service: UP
Transcription Service: World, Standard
Representative: Weed & Co.
Membership: RAB
President: R. G. Jolley
General Manager: Tom Ivory
Commercial Manager: Bill Pursel
Program Director: John C. Edington
Publicity Director: Bette Swain
Chief Engineer: John E. Witt

KORK—Las Vegas—1951 NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Southwestern Bcstg. Co.
Address: Hotel Thunderbird
Representative: Pearson
President: Donald W. Reynolds
General Manager: King Harmon
Commercial Mgr.: Stuart Oakes

KRAM—Las Vegas—1947

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By: Drake Motel Corp.
Address: Hotel Riviera
Representative: BTS
President: David M. Margolis
V.P., Gen. Mgr.: Larry Buskett
Sales Mgr.: Don D. Stewart

KATO—Reno—1946 MBS-DON LEE-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Robert L. Stoddard
Bus-Studio Address: Box 1170
Representative: Walker, Broadcast Time
Pres., Gen. Mgr.: R. L. Stoddard
Comm. Mgr.: Walter States
Prog. Dir.: Betty Stoddard
Chief Engineer: Irvin Carlsen

KOH—Reno—1928—NBC

Freq.: 630 Kc. Power: 5 Kw. d., 1 Kw. n.
Owner: McClatchy Bcstg. Co. of Nevada
Address: P. O. Box 2271
News Service: UP
Transcription Service: Capitol
Representative: Paul H. Raymer
Membership: NARTB, RAB
Manager: Hewitt Kees

KOLO—Reno—1946—CBS

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Western Bcstg. Co.
Business-Studio Address: El Cortez Hotel
News Service: UP
Representative: Pearson
Membership: RAB
President: Donald W. Reynolds
Gen., Sta., Comm., Sls. P. om. Mgr.: R. W. Co'on
Pub. Dir.: Colleen Lubeke
Chief Engineer: Jere Laird



KONE—Reno—1955

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Magowan & Jones
 Address 700 Forest St.
 Transcription Service Spot-Lite Spots
 Representative McGavren-Quinn
 Membership NARTB, RAB
 News Service AP
 General Manager George A. Carr
 Sta. Mgr. Ken O'Connell
 Chief Engineer W. Binford

KWRN—Reno—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Radioreno, Inc.

Address Riverside Hotel
 News Service UP
 Station Rep. W. S. Grant
 General Manager Naum Healy

KWNA—Winnemucca—1955
KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owner N. W. Radio & TV Corp.
 Address Sonoma Inn Bldg.
 News Service AP
 Transcription SESAC
 General Mgr. Ernest Damon
 Sta., Comm. Prom. Mgr. Donald H. Erskine
 Program Dir. Lavon Briggs
 Chief Eng. Whitelaw R. Ross

New Hampshire

Pop. March 1 (Est.) 563,000—Families 170,000
 Radio Homes 168,000—TV Homes 174,000—Stations in State 13

WTSV—Claremont—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Grandview Inc.
 Trans. Address 221 Washington St.
 News Service UP
 Representative A. Young, Wheeler
 Membership NARTB
 General Manager Ralph Gottlieb
 Station Mgr. F. Richard Hill
 Nat. Sales Mgr. Jack King

WKXL—Concord—1946
CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Capitol Bcatng. Co.
 Business-Studio Address 110 N. Main St.
 News Service UP
 Representative Grant Webb
 President H. Scott Kilgore
 Gen., Sta., Comm., Sales Mgr. W. Sweeney
 Prog., Pub. Dir. S. Larrabee
 Chief Engineer Robert Wright

WJWG—Conway—1955

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned WJWG, Inc.
 Address Radio Building
 News Service UP
 Transcription World
 Representative Stars National, Wheeler
 President John W. Guider
 Gen. Mgr. James P. Hinchey
 Station Manager Bill Potter
 Sales Prom. Mgr. Ed Conaty
 Chief Engineer Armand St. Louis

WTSN—Dover—1956

Frequency: 1270 Kc. Power: 5000 Watts
 Owned WTSN, Inc.
 Address Back Road
 News Service UP
 Representative Wheeler, Adam Young
 General Mgr. Ralph Gottlieb
 Station Mgr. Edward X. Callahan

Comm. Mgr. Jock MacKenzie
 Prog. Director Peter Johnson
 Chief Engineer Albert J. Davis

WKNE—Keene—1926
CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By WKNE Corp.
 Address 17 Dunbar St.
 News Service AP
 Representative Meeker, Borgatti
 Membership NARTB, RAB
 President Joseph K. Close
 Gen., Sta., Comm. Mgr. Frank B. Estes
 Sls. Prom., Prog., Pub. Dir. Ted B. Sawyer
 Chief Engineer Ernest Robarge

WLNH—Laconia—1922

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Oper. By Northern Bcatg. Corp.
 Bus-Studio Address Masonic Temple Bldg.
 News Service UP
 Representative Kettell-Carter, McGavren
 Gen., Sta. Mgr. Arthur Rothafel
 Commercial Manager Sydney Clarke
 Program Director Irving W. Kaizer

WTSL—Lebanon—1950
ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By WTSL Inc.
 Address P. O. Box 1031, Hanover
 News Service UP
 Transcription Service RCA Victor
 Station Rep. Adam Young
 President William J. Barkley
 General Manager Ralph Gottlieb
 Station Mgr. Howard L. Chase
 Program Director Joe Shaw
 Chief Engineer Al Davis

WMOU—Littleton—1946
KBS

Frequency: 1230 Kc. Power: 250 Watts

Owned-Oper...... White Mtns., Bcstng. Co.
Address..... Green Square
News Service..... UP
Representative..... Wheeler, Stars Natl.
Membership..... NARTB
President..... John W. Guider
General Mgr...... James P. Hinchey
Program Dir...... Charles Ross
Sales Prom. Mgr...... Sam Hickey
Chief Eng...... Herschel Howe

President..... Madeline M. Girolimon
General Manager..... Warren H. Jourmay
Asst. Gen. Mgr...... Bernie Mack
Program Director..... Donn Tibbetts
Chief Engineer..... Harry Handfield

WOTW—Nashua—1947

Frequency: 900 Kc.....**Power:** 1000 Watts d.
Owned-Operated By..... Nashua Bcstg. Corp.
Bus. Studio-Transmitter Location..... Lund Rd.
News Service..... UP
Representative..... Walker
Membership..... RAB, NARTB
Pres., Gen. Mgr...... Arthur A. Newcomb
Sta. Manager..... R. E. Berry
Comm. Manager..... Armand Bedard
Prog:am Director..... Merrill G. Smith
Publicity Director..... Howard McKinney
Chief Engineer..... R. C. Bingham

WFEA—Manchester—1932

Frequency: 1370 Kc.....**Power** 5 Kw.
Owned..... Public Information, Inc.
Address..... P. O. Box 149
News Service..... AP
Station Rep...... Weed
President..... Farris E. Rahall
General Mgr...... O. R. Davis
Station Mgr...... Norton L. Virglen, Jr.
Commercial Mgr...... Albert L. Auclair
Program Dir...... Alan Rock
Chief Engineer..... Jay Kosik

WHEB—Portsmouth—1932

frequency: 750 Kc.....**Power:** 1000 Watts d.
Owned-Operated By..... WHEB, Inc.
Address..... N. H. National Bank Bldg.
News Service..... AP
Transcription Service..... World
Representative..... Foster, Walker
Pres., Comm. Mgr...... Charles M. Dale
Station Manager..... Thomas M. Dale
Program Dir...... George Pinkerton
Senior Engineer..... Anthony Vaccaro

WKBR—Manchester—1946

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned..... Granite State Bcstg. Co.
Address..... 155 Front St.
News Service..... UP
Station Rep...... Wheeler, Young
Membership..... NARTB
General Manager..... Ralph Gottlieb
Sa., Sales Mgr...... Jack King

WNNH—Rochester—1948

Frequency: 930 Kc.....**Power:** 5000 Watts
Owned-Operated By..... Stratford Bcstg. Corp.
Address..... Rochester Hill Rd.
News Service..... UP
Representative..... Borgatti, O'Connell
Membership..... RAB, NARTB
Pres., Gen. Mgr...... A. J. K. Malin
Commercial Mgr...... M. C. Ball
Station Mgr...... H. Martin
Prog. Dir...... J. Alan Jasper
Pub. Director..... Mike Erlich
Chief Engineer..... Roger Butterfield

WGIR—Manchester—1941

CBS

F.requency: 610 Kc..**Power:** 5 Kw. d., 1 Kw. n.
Owned..... Northwest Broadcasting Corp.
Address..... P. O. Box 487
News Service..... UP
Transcription..... World
Representative..... O'Connell, Borgatti
Membership..... NARTB

New Jersey

Pop. March 1 (Est.) 5,566,000—Families 1,664,000
 Radio Homes 1,658,000—TV Homes 1,470,000—Stations in State 23

WJLK—Asbury Park—1926

Frequency: 1310 Kc.....**Power:** 250 Watts
Owned-Operated By..... Asbury Park Press, Inc.
Address..... Press Plaza
News Service..... AP
Newspaper Affiliate..... Press
Membership..... NARTB
Station Manager..... Everett Rudloff
Commercial Manager..... Margaret Curtis
Prog. Mgr...... Charles F. Hill

Address..... Senator Hotel
News Service..... UP
Representative..... Broadcast Time Sales
Transcription..... Lang-Worth, SESAC
Membership..... NARTB
Pres., Gen. Mgr., Ch. Eng...... Leroy Bremner
Station Manager..... John F. Moore
Business, Comm. Mgr...... Dorothy Bremner

WMID—Atlantic City—1947
 ABC

WLDB—Atlantic City—1955
 MBS-KBS

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Oper. By..... Atlantic City Bcstg. Co.

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Oper. By..... Mid-Atlantic Bcstg. Co., Inc.
Address..... Brighton Hotel
News Service..... AP
Transcription Service..... Associated



Representative Stars Natl.
 President Richard Endicott
 General Manager David H. Freedman
 Program Director Alan Owen
 Chief Engineer Edward Ross

WFPG—Atlantic City—1940

CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated by WFGP, Inc.
 Business Address Steel Pier
 News Service UP
 Membership NARTB
 Representative Walker
 Pres., Gen., Sta. Mgr. Jerome Sill
 Program Dir. Ed Davis
 Chief Engineer Blair K. Thro.

WSNJ—Bridgeton—1937

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Eastern States Bcstg. Corp.
 News Service UP
 Transcription Service Thesaurus
 Station Representative Clark
 Membership NARTB
 President Russell S. Henderson
 V.P., Gen. Mgr., Sta., Comm. Mgr. Paul Alger
 Prog. Director Joseph McCulley
 Publicity Director Howard Auger
 Chief Engineer Ed Bold

WCAM—Camden—1922

Frequency: 1310 Kc. Power: 250 Watts
 Owned-Oper. By City of Camden
 Business Address 6th & Market Sts.
 Transcription Service Standard
 News Service UP
 Rep. Press Associates (Trenton, N. J.)
 Membership NARTB
 Gen., Comm. Manager John Cleary
 Program Director Jack La Mar
 Sales Prom. Mgr. Jack Sillin
 Publicity Dir. Joseph E. Hale
 Chief Engineer John Zander

WKDN—Camden—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By South Jersey Bcstg. Co.
 Business-Studio Address. 2881 Mt. Ephraim Ave.
 Representative Rambeau
 Membership NARTB
 News Service AP
 President Ranulf Compton
 General Manager Gordon Giffen

WMLV—Millville—1953

Frequency: 1440 Kc. Power: 1000 Watts
 Owner Union Lake Bcstrs., Inc.
 Address Lincoln Road
 News Service UP
 Transcription Lang-Worth
 Representative Broadcast Time Sales
 President John H. Norris
 Station Mgr. Karl F. Scheying
 Prog. Dir. Valerie C. Scheying
 Publicity Director Jack Lawyer
 Chief Engineer Joseph Karcher

WMTR—Morristown—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Morristown Bcstg. Co.
 Address 10 Park Place
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 President George S. Croy
 General Manager Kenneth A. Croy
 Commercial Mgr. Henry Behre
 Program Director Bob Vesel
 News Dir. Robert Stoecker
 Chief Engineer Dick Lundy

WAAT—Newark—1930

Frequency: 970 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Bremer Bcstg. Corp.
 Business-Studio Address. 1020 Broad St.
 News Service AP
 Transcription Service SESAC
 Representative Forjoe
 President, Gen. Mgr. Irving R. Rosenhaus
 Vice-Presidents E. S. Lennon, F. V. Bremer
 Director of Sales E. L. Cossman
 Radio Sales Manager Harold Edison

WHBI—Newark—1922

Freq.: 1280 Kc. Power: 2½ Kw. d., 1 Kw. n.
 Owned-Operated By May Radio Bcst. Corp.
 Business-Studio Address. 35 Warren St.
 Pres., Gen. Mgr. James L. Shearer
 Sta. Mgr., Prog. Dir. William Masi
 Chief Engineer Harold Michaels

WNJR—Newark—1947

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Oper. By Rollins Bcstg. Co.
 Bus. Add. 414 French St., Wilmington, Del.
 Representative Rollins Bcstg. Co.
 News Service UP
 President O. Wayne Rollins
 Sta. Mgr. A. R. Lamphear
 Chief Engineer G. R. Chambers

WVNJ—Newark—1947

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By Newark Bcstg. Corp.
 Address W. Mt. Pleasant Ave., Livingston
 News Service UP
 General Manager Ivon B. Newman

WCTC—New Brunswick—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Chanticleer Bcstg. Co.
 Business-Studio Address. 385 George St.
 News Service AP
 Transcription Service Lang-Worth, Muzak
 Membership NARTB
 President, Sta. Mgr. James L. Howe
 Sta., Comm. Mgr. J. M. Vogdes
 Prog. Dir. John Allen Potts
 Sls. Prom., Pub. Dir. Stella Volpi
 Chief Engineer Victor Takach

WNNJ—Newton—1953—KBS

Frequency: 1360 Kc. Power: 500 Watts

Owned.....S. C. Wolfe, Jr.
 W. Fairclough, R. A. Mensel
 News Service.....AP
 Sta., Comm. Mgr., Ch. Eng., Robert C. Gessner
 Program Director.....John Bennett
 Sales Prom. Mgr.....Ronnie Hickman

WPAT—Paterson—1941

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....WPAT, Inc.
 Business-Studio Address.....66 Hamilton St.
 News Service.....UP
 President, General Manager.....D. J. Wright
 V.P.'s. Charlse W. Parker, William J. Calvert
 V.P., Sales Dir.....John F. Sloan
 Music Dir.....David Gordon
 Publicity Dir.....John Burt
 Tech. Supervisor.....P. Di Savino

WOND—Pleasantville—1950

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....S. Jersey Radio, Inc.
 Address.....Old Turnpike
 Transcription Service.....Standard, Thesaurus
 News Service.....AP
 Representative.....Forjoe
 Membership.....NARTB, RAB
 President.....Harlan G. Morrelle
 General Manager.....T. K. Cassel
 Prog. Dir.....Bob Richter
 Comm. Mgr.....Jack Southard
 Chief Engineer.....Milton Thurlow, Jr.

WBUD—Trenton—1947

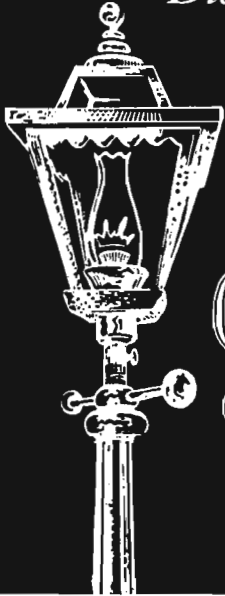
Frequency: 1260 Kc...Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....WBUD, Inc.
 Address.....P. O. Box 158
 News Service.....AP
 Transcription..World, Lang-Worth, Thesaurus
 Membership.....RAB
 Station Rep.....United Bcstg.
 Pres., Gen. Mgr.....Richard M. Hardin
 Station Manager.....Teresa Rose
 Comm. Manager.....William Garry
 Sales Prom. Mgr.....John Fretz
 Program Director.....Frank Brooks
 Chief Engineer.....Terrance O'Rourke

WTNJ—Trenton—1923

Frequency: 1300 Kc.....Power: 250 Watts
 Owned.....WOAX, Inc.
 Address.....416 Bellevue Ave.
 News Service.....UP
 Membership.....RAB
 Representative.....Grant Webb
 President.....William DeFraitas
 Gen., Sta., Comm. Sales Mgr.....R. McFadden
 Program Director.....Albert Leibert
 Publicity Dir.....Louis N. Wagner
 Chief Engineer.....Nicholas Dalessandro

WTTM—Trenton—1942—NBC

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Peoples Bcst. Corp.
 Bus.-Stu. Add....Brunswick Ave., Lake Drive



*Distinctive
Music...* For New York and New Jersey

THE GASLIGHT STATION

WPAT AM-FM
"The Center of the Dial, 93"
930 KC — 93.1 MC

Representative Forjoe
News Service AP
Membership NARTB, RAB
President M. D. Lincoln
General Manager Herbert E. Evans
Station Manager Fred E. Walker
Publicity Dir. K. M. Weber
Gen. Sales Mgr. Harry W. Barnham
Prog. Dir. Tom Durand
Chief Engineer Chester Sunderland

WWBZ—Vineland—1946

Frequency: 1360 Kc. **Power:** 1000 Watts
Owned-Operated By Community Bcstg. Serv.
Address S. Delsea Drive
Representative Gill-Perna
Transcription World
Membership NARTB
General Mgr. John G. Struckell

WCRV—Washington—1955

Frequency: 1580 Kc. **Power:** 250 Watts d.

Owned Simon Geller
Address 3 Belvidere Avenue
News Service AP
Transcription Service SESAC
Representative Hil F. Best
Gen., Comm. Mgr., Prog. Dir. Chief Eng.
 Simon Geller

WCMC—Wildwood—1951
KBS

Frequency: 1230 Kc. **Power:** 100 Watts
Owned-Operated By Francis J. Matrangola
Address 3010 N. J. Ave.
News Service AP
Membership NARTB
Owner, Gen. Mgr. Francis J. Matrangola
Comm. Mgr. Margaret Murphy
Prog. Dir. George Hart
Chief Engineer Carlton Owen

New Mexico

Pop. March 1 (Est.) 855,000—Families 232,000
 Radio Homes 224,000—TV Homes 98,000—Stations in State 32

KALG—Alamogordo—1950
MBS-KBS-IMN

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Oper. By William Wayne Phelps
Address Box 268
News Service AP
Transcription Thesaurus
Membership NARTB, RAB
President William Phelps
General Manager Bob Hoffman
Comm. Mgr., Prog. Dir. Terry Clark
Publ. Dir. Jim Armstrong
Chief Engineer Bill Shimer

KABQ—Albuquerque—1947
KBS

Frequency: 1340 Kc. **Power:** 250 Watts
Owned-Oper. By Duke City Bcstg. Corp.
Address 317 Broadway, N.E.
News Service UP
Reps. Harlan G. Oakes; Nat'l Time Sales
Pres., Gen. Mgr. Edward M. Sleighel
Sales Prom. Mgr. Victor Siman
Program Dir. Jose Gallegos
Publicity Dir. Fred Chavez
Chief Engineer Charles Kohlousen

KDEF—Albuquerque—1953

Frequency: 1150 Kc. **Power:** 1 Kw. d.
Owned KDEF Bcstg. Co.
Address 506 2nd St. N.W.
Station Representative McGillvra
President, Gen. Mgr. Frank Quinn
Sta. Mgr. Wayne Griffin

KGGM—Albuquerque—1927
CBS

Frequency: 810 Kc. **Power:** 5000 Watts
Owned-Oper. By New Mexico Bcstg. Co.
Business Address 1414 Coal St., S.W.
News Service AP
Representative Weed & Co.
Transcription Service World
Membership NARTB
Representative Weed
Pres., Gen. Mgr. A. R. Hebenstreit
Comm., Sis. Prom. Mgr. R. C. Rhoads
Program Director Robert Van Driel
Pub. Dir. Jim Laramoor
Chief Engineer Leonard F. Dodds

KQUE—Albuquerque—1946

Frequency: 920 Kc. **Power:** 1000 Watts
Owned-Oper. By KQUE Corp.
Address 301 Sixth, S.W.
News Service AP
Representative Everett-McKinney
Membership RAB
President H. W. Cassill
Sta. Mgr. Robert D. Williams
Chief Engineer Louis Gemoets

KOB—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.
Newspaper Affil. Time, Inc.
News Service UP, INS
Transcription Service Lang-Worth
Representative Branham

Membership RAB, NARTB
 Pres., Gen. Mgr. Wayne Coy
 Comm. Mgr. A. E. Mickel
 Sales Prom. Mgr. Robert Pettingill
 Program Director. Michael Dillon
 Chief Engineer. George S. Johnson

KSVP—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
 News Service AP
 Transcription Service Standard, Capitol
 Representative Keystone
 Membership RAB
 President. Martin Yates III
 Gen., Sta., Comm., Sls. Mgr., Prog., Pub. Dir.
 David M. Bulton
 Chief Engineer. L. O. Wilcox

KAVE—Carlsbad—1936
CBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Voice of the Caverns, Inc.
 Address 2907 W. Church St.
 News Service AP
 Representative Branham
 Membership NARTB
 President. N. H. Battison
 General Manager. John H. Battison
 Sta., Comm. Mgr. Don Husted
 Publ., Prog. Dir. Bob Fuller
 Chief Engineer. Bill Carnahan

KPBM—Carlsbad—1950

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Coronado Bcstg. Co.
 Address 313 W. Mermod
 News Service AP
 Transcription Service Thesaurus
 Representative McGillvra
 Membership RAB, NARTB
 Pres., Gen., Sta. Mgr. D. A. Swayze
 Sales Prom. Mgr. J. M. Dustin
 Prog. Director. Ed Lyons
 Chief Engineer. Vic Daley

KLMX—Clayton—1950—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Ari-Ne-Mix Bcstg. Corp.
 Address Box 7, Fair Grounds
 Transcription Service Thesaurus
 News Service UP
 Representative Ken Palmer
 President Arthur Jernigan
 Gen., Comm., Prom. Mgr., Pub. Dir. Frank Vale
 Program Dir. Henry Pruet
 Chief Engineer. Robert D. Waters

KCLV—Clovis—1952

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. New-Tex Bdcstg.
 Address Box 688
 News Service UP

Transcription Service Lang-Worth
Membership NARTB
Representative Pearson
President Odis Echols, Sr.
 Gen., Sta. Mgr., Prog. Dir. Odis Echols, Jr.
 Comm., Sales Prom. Mgr. Albert Houpe
 Chief Engineer. Clayton Fuchs

KICA—Clovis—1932

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By KICA, Inc.
 Address P. O. Box 111
 News Service AP
 Station Representative John E. Pearson
 Pres., Gen. Mgr. G. C. Packard
 Comm. Manager. James Richardson
 Program Director Lou Pyka
 Chief Engineer. M. S. O'Dell

KOTS—Deming—1954

Frequency: 1230 Kc. Power: 250 Watts
 Owned Luna County Bcstg. Co.
 Address P. O. Box 470
 News Service UP
 Transcription Service World
 General Manager. Robert W. Tobey

KVBC—Farmington—1951
MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Radio Station KVBC
 Address 413½ West Main St.
 News Service UP
 Membership RAB
 Transcription Service World
 Pres., Gen., Sta. Mgr. C. O. Kendrick
 Commercial Mgr. Bob Williams
 Prog. Dir. Fred Finlay
 Chief Eng. Harold Furstenberg

KGAK—Gallup—1946—ABC

Frequency: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By. Thunderbird Bcstg. Co.
 Address P. O. Box 1231
 News Service AP
 Transcription Service World
 Membership NARTB, RAB
 Pres., Gen. Mgr. Merle H. Tucker
 Comm. Mgr. C. W. Horne
 Chief Engineer. Paul R. Bateman

KHOB—Hobbs—1954

Frequency: 1280 Kc. Power: 1000 Watts
 Owned Permian Basin Radio Corp.
 Address Box 247
 News Service AP
 Transcription Lang-Worth, World
 Representative Clyde Melville
 Membership NARTB
 President. Charles R. Scott
 Co-Managers Charles R. Scott,
 Quenton K. Crandall
 Sales Prom. Mgr. Zeb Williams
 Program Director Ray Corbin
 Chief Engineer. Pat H. Walton



KWEW—Hobbs—1938
MBS-KBS

Frequency: 1480 Kc.,.....Power: 1000 Watts
Owned-Operated By.....KWEW, Inc.
Address.....Box 787
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Branham
President.....Theresa P. Whitmore
Gen., Sta. Mgr.....Harry McAdams
Comm., Sales Prom. Mgr.....Phil McGee
Program Director.....Dortha Montgomery
Chief Engineer.....Roy T. Evans

KOBE—Las Cruces—1947
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mesilla Valley Bcstg. Co.
Bus.-Studio Address.....940 N. Main St.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Hil F. Best
President.....Robert W. Tobey
General Mgr.....Jim Gober
Comm. Mgr.....Ben Norgress
Sales Prom. Mgr.....Betty LeNoir
Prog. Dir.....Charles Dennis
Chief Engineer.....Ralph Day, Jr.

KGRT—Las Cruces—1955

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Taylor Enterprises, Inc.
Address.....P. O. Box 525, Roswell
President.....W. G. Taylor

KFUN—Las Vegas—1941
ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Southwest Bcsters, Inc.
Business Address.....Box 710
News Service.....AP
Membership.....NARTB
President, Gen. Mgr.....Ernest N. Thwaites
Program Director.....Dorothy G. Thwaites
Chief Engineer.....Julian H. Lendy

KRSN—Los Alamos—1949
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Community Broadcasting Co.
Address.....P. O. Box 749
News Service.....AP
Transcription.....APS
Representative.....John E. Pearson
Membership.....NARTB
Partner, Sta. Mgr.....Virgil A. Parker, III
Partner, Comm. Mgr.....Darrel K. Burns
Program Director.....Lynn Miller
Chief Engineer.....Jack Hardwick

KLEA—Lovington—1952

Frequency: 630 Kc.....Power: 500 Watts d.

Owned.....Lea County Broadcasting Co.
Address.....P. O. Drawer 865
Newspaper Affil.....Press (weekly)
News Service.....UP
Transcription Service.....Standard
Membership.....NARTB, RAB
President.....David R. Worley
General, Comm. Mgr.....Hoyt Caldwell
Asst. Mgr.....Gil Haugen
Prog. Dir.....Robert Burt
Publicity Director.....Roy Faubion
Chief Engineer.....Robert Purrington

KENM—Portales—1950

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Plains Bcstg. Co.
Address.....Port Ales, N. Mex.
News Service.....UP
Trans. Serv.....Lang-Worth, McGregor
Membership.....NARTB
Pres., Co-Owner.....John Burroughs
Gen. Mgr., Co-Owner.....Leola Randolph
Chief Engineer.....Joe Randolph

KRTN—Raton—1948
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Colfax County Broadcasting Co.
Address.....P. O. Box 767
News Service.....UP
Transcription.....World
Membership.....NARTB
Owner.....Lloyd Hawkins
Commercial Mgr.....C. Gail Boles
Prog. Dir., Chief Engineer.....C. A. Williams

KBIM—Roswell—1953

Frequency: 910 Kc.....Power: 5000 Watts
Owned.....Taylor Bcstg. Co.
Address.....P. O. Box 525
News Service.....AP
Membership.....NARTB
Station Rep.....Clark
President.....William C. Taylor
General Manager.....G. F. "Jud" Roberts
Sales Manager.....W. R. Lask
Comm. Mgr.....Tommye Oldfield
Prog. Dir.....John E. Davis
Pub. Dir.....Don D. Delgado
Chief Engineer.....Eugene Rader

KGFL—Roswell—1927
MBS-IMN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Bus.-Studio Address.....Box 1019
News Service.....UP
Trans.....World, Lang-Worth
Representative.....Branham
President.....Theresa P. Whitmore
Gen., Sta. Manager.....W. E. Whitmore, Jr.
Comm. Manager.....Harry J. Porter
Program Director.....Beverly Brigham
Sales Prom. Mgr.....Stan Gallup
Chief Engineer.....Bob Henske

KSWS—Roswell—1947—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By..... John A. Barnett
 Business-Studio Address..... Box 670
 Representative..... Mesker, Melville
 Membership..... NARTB
 Owner & Gen. Mgr..... John A. Barnett
 Station Mgr..... Ray Whitworth
 Asst. Gen. Mgr..... W. L. Shackelford

KTRC—Santa Fe—1946—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... J. Gibbs & Bayne A. Spring
 Address..... 210 E. Marcy St.
 Representative..... McGillvra
 News Service..... UP
 Membership..... NARTB
 Pres., Gen., Sta., Comm. Mgr..... J. Gibbs Spring

KVSF—Santa Fe—1936—CBS

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By..... New Mexico Bcstg. Co.
 Business-Studio Address..... 759 Cerrillos Rd.
 Representative..... Weed
 News Service..... AP
 Manager..... Ivan R. Head

**KSIL—Silver City—1946
 CBS**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By..... James H. Duncan
 Bus-Studio-Transmitter Address.. 17th & Cactus
 Representative..... Branham
 News Service..... AP
 Owner, Manager..... J. H. Duncan

**KCHS—Truth or Consequences
 1946—KBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned By..... Southwestern Bcstg. Co.
 Address..... P. O. Box 351
 Representative..... Continental Radio Sales
 Transcription..... Thesaurus
 News Service..... AP
 President, Gen. Mgr..... Rex Tynes
 Sta., Comm., Prom. Mgr., Publ. Dir..... R. S. Fox
 Program Dir..... Nan L. Fox

**KTNM—Tucumcari—1941
 MBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned..... Quay County Broadcasting Co.
 Address..... P. O. Box 668
 News Service..... AP
 Transcription..... World
 Representative..... Clyde Melville
 Membership..... NARTB
 Pres., Gen. Mgr..... Lloyd Hawkins
 Sta. Mgr., Chief Engineer..... Howard Maud'in
 Comm. Mgr., Pub. Dir..... Bill Walls
 Program Director..... Mrs. Neil Mitchell

New York

Pop. March 1 (Est.) 16,195,000—Families 5,055,000
 Radio Homes 4,998,000—TV Homes 4,748,000—Stations in State 107

WABY—Albany—1933

Frequency: 1400 Kc. Power: 250 Watts
 Owned By..... Eastern N. Y. Bcstg.
 Business-Studio..... 80 Braintree St.
 Representative..... Forjoe
 News Service..... UP, AP
 Asst. Sales Dir..... Edward L. Trudeau

**WOKO—Albany—1924
 ABC-MBS**

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By..... Gov. Dongan Bcstg. Corp.
 Business-Studio Address..... P. O. Box 1520
 Representative..... Breen & Ward
 Membership..... NARTB, RAB
 News Service..... AP
 President..... Carl L. Lindberg
 Gen., Sta. Mgr..... Howard B. Hayes
 Comm. Mgr..... C. Russell Ehresman
 Sales Prom. Mgr..... Joseph Farrar
 Program Dir..... Leo McDevitt
 Publicity Dir..... Geoff Edwards
 Chief Engineer..... Lloyd Snowdeal

WPTR—Albany—1948

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By..... Patroon Brcdstg. Co., Inc.

Address..... P. O. Box 1540
 News Service..... AP
 Transcription Service..... World
 Station Representative..... Weed and Co.
 Membership..... RAB
 President..... J. Myer Schine
 Gen. Mgr..... Duncan Mounsey
 Asst. Gen. Mgr..... Kay Feily
 Sales Mgr..... James F. Baker
 Prom. Dir..... Herb Teison
 Program Dir..... Richard Karnow
 Chief Engineer..... W. Russell David, Sr.

**WROW—Albany—1947
 CBS**

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By..... Hudson Valley Br. Co., Inc.
 Address..... P. O. Box 4100
 News Service..... UP
 Station Representative..... Avery-Knodel
 Membership..... NARTB, RAB
 General Manager..... T. S. Murphy
 Station Manager..... George M. Perkins
 Sales Manager..... Harry V. Barker

WCSS—Amsterdam—1948

Frequency: 1490 Kc. Power: 250 Watts

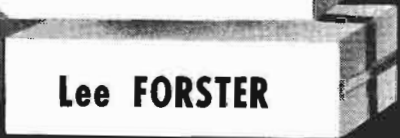


The most attractive
"Package DEALS"
 in Western New York



\$100 A WEEK buys
ALL these and MORE!

THE MOST POPULAR
 "PERSONALITY PROGRAMS"
 IN THE AREA!



For details call any office of AVERY-KNODEL or WKBW direct.

RADIO
 CENTER

WKBW
 BUFFALO'S MOST POWERFUL STATION

BUFFALO
 NEW YORK

50,000 WATTS

AVERY-KNODEL, INC.
 National Representatives

NBC NETWORK

CLINTON H. CHURCHILL
 Founder, President
 and General Manager

Owned.....Community Service Bcstg. Co.
Address.....Upper Locust Ave.
News Service.....UP
Representative.....McGillvra
Membership.....RAB
President.....Alphonse Di Mezza
General Mgr.....Philip Spencer
Commercial Mgr.....Grace Adams
Program Director.....Sam Zurlo
Chief Engineer.....Barry Frank

WMBO—Auburn—1926 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Business-Studio Address.....141 Genesee St.
Newspaper Affiliation.....Advertiser
News Service.....AP
Representative.....Thomas F. Clark
Membership.....NARTB, RAB
Transcription.....World
General Manager.....Frederick L. Keesee
Prog., Pub. Dir.....Robert B. Morgan

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
Pres., Gen. Mgr.....Edmund R. Gamble
Sales Prom. Mgr., Prog. Dir.....John Collins
Commercial Mgr.....Charles Snow
Publicity Dir.....Jack Derbyshire
Chief Engineer.....Fred Callendar

WENE—Binghamton Endicott—1947—ABC

Frequency: 1430 Kc.....Power: 5 Kw.
Owned-Oper. By.....Ottaway Stations, Inc.
Business-Studio Address.....909 E. Main
News Service.....UP
News. Affil..Ottaway Newspapers-Radio, Inc.
Representative.....Radio Reps. Inc.
Membership.....NARTB, RAB
President.....James H. Ottaway
Managing Director.....F. H. Brinkley
Station Manager.....S. W. Ryder
Asst. to Mgr.....H. Johansen, N. F. Flynn
Program Director.....Len Hathaway
Chief Engineer.....John Fischler

WINR—Binghamton—1946 NBC

Freq.: 680 Kc.....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Southern Tier Radio Service
Business-Studio Address.....Robinson Bldg.
Representative.....George P. Hollingbery
Membership.....NARTB, RAB
News Service.....UP
President.....Donald Kramer
General Mgr.....Kenneth Leslie
Sales Mgr.....Gordon Joy
Asst. Mgr.....Joseph Ludka

WKOP—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.
News Service.....AP
Transcription Service.....World
Representative.....Bolling
Membership.....NARTB, RAB
Pres., Gen.-Sta. Mgr.....Andrew Jarema
Comm., Prom. Mgr., Prog. Dir.....Wally Bauman
Publicity Dir.....Bob Richards
Chief Engineer.....Charles Hallinan

W N B F—Binghamton—1927 CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Triangle Pubs. Inc.
Business Address.....1 Henry St.
News Service.....AP
Newspaper Affiliate.....Phila. Inquirer
Representative.....Blair & Co.
Membership.....NARTB
Gen. Mgr.....George R. Dunham
Sales Manager.....A. G. Hubbell
Program Director.....Clark Pollock
Promotion Mgr.....D. Winther
Business Mgr.....E. William Farneti
Chief Engineer.....Sherman Egan

WBRV—Boonville—1955 KBS

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Black River Radio, Inc.
Address.....Boonville
News Service.....AP
Membership.....NARTB, RAB
Pres., Gen. Manager.....Livingston Lansing
Station Manager.....Ed Slusarczyk
News Director.....Richard Lucas
Chief Engineer.....Gerald Prouty

W K B W—Buffalo—1925—NBC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....WEBW, Inc.
Business Address.....Radio Center, 1430 Main St.
News Service.....UP
Representative.....Avery-Knodel
Membership.....NARTB
Pres., Gen., Prom. Mgr.....Clinton H. Churchill
Public Service Dir.....Dorothy L. Ireland
V. P., Sta., Comm. Mgr.....Alfred E. Anscombe
Program Dir.....William Meek
Chief Engineer.....Leroy Fiedler

WBEN—Buffalo—1930—CBS

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
Newspaper Affiliation.....Buffalo Evening News
News Service.....AP, INS, UP
Transcription Service.....Lang-Worth
Representative.....Henry I. Christal
Membership.....NARTB, EAB
Vice-President.....A. H. Kirchofer
General Manager.....C. Robert Thompson

Station Manager.....Frank W. Kelly
 Sales Manager.....C. E. Daly
 Publicity Director.....Joseph A. Haeffner
 Chief Engineer.....Ralph J. Kingsley

WBNY—Buffalo—1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Roy L. Albertson, Inc.
 Address.....485 Main St.
 News Service.....AP, UP
 Rep.....Burke-Stuart, L. F. O'Connell
 Membership.....NARTB
 General Mgr.....Michael L. Merla
 Director.....R. L. Albertson, Jr.

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, RAB
 President.....William J. Conners, III
 General Manager.....William Doerr
 Comm. Mgr.....George T. Stagg
 Pgm., Prom. Mgr.....Wm. Schweitzer
 Chief Engineer.....Frank B. Ridgeway

WGR—Buffalo—1922—ABC

Frequency: 550 Kc.....Power: 5 Kw.
 Owned.....WGR Corp.
 Address.....Hotel Lafayette
 News Service.....UP
 Rep.....Peters, Griffin, Woodward, Inc.
 Radio-TV Sales
 Membership.....NARTB, RAB
 President.....George F. Goodyear
 General Mgr.....J. I. Bernard
 Sta., Comm. Mgr.....Nat L. Cohen
 Sales Prom. Mgr.....Ollie Howard
 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.
 Representative.....Forjoe
 Owner.....Leon Wyszatycki
 Gen., Sta. Manager.....Ted Wyszatycki
 Commercial Manager.....Jack Greenfield

**WXRA—Buffalo—Kenmore
 1948**

Frequency: 1080 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....W. New York Broad. Co.
 Address.....Box 85
 News Service.....UP
 Transcription Service.....World
 Representative.....Hil F. Best
 Gen. Manager.....Thaddeus Podbielniak
 Comm. Manager.....B. W. Flanders
 Prog. Dir.....Bradley D. Steiger
 Pub. Dir.....Phillip J. Todaro

WCBA—Corning—1949

Frequency: 1350 Kc.....Power: 1000Watts d.
 Owned...Wellsboro Corning Bcstg. Adv. Inc.
 Address.....Box 133
 News Service.....UP
 Transcription Service.....Lang-Wor.h
 Representative.....McGillvra, Inc.
 Membership.....RAB
 Pres., Gen. Mgr.....Paul L. Carpenter
 Station Manager.....Paul E. Carpenter
 Sta., Comm. Mgr.....Paul E. Carpenter
 Program Director.....Richard Buzzerd

WCLI—Corning—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Radio Corning, Inc.
 Address.....99 W. First St.
 Station Representative.....Donald Cooke, Inc.
 News Service.....AP
 Membership.....NARTB
 Pres., Gen. Mgr., Pub. Dir., Gordon M. Jenkins
 Sta. Mgr., Prog. Dir.....George P. Droelle, Jr.
 Chief Engineer.....Maurice Sherman

WKRT—Cortland—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Operated By.....Radio Cortland, Inc.
 Business-Studio Address.....27 N. Main St.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Gill-Perna
 Membership.....RAB, NARTB
 President.....Leighton A. Hope
 Gen., Sta., Comm., Sales Mgr., Prog. Dir.
 W. L. Thompson
 Chief Engineer.....Walter Chociay

WFCB—Dunkirk—1949

Frequency: 1410 Kc.....Power: 500 Watts
 Owned-Operated By.....Dunkirk Broad. Corp.
 Address.....316 Main St.
 News Service.....AP
 Transcription Service.....Thesaurus
 Station Representative.....Walker
 Membership.....NARTB, RAB
 Pres., Gen. Mgr., Sta. Mgr.....Alois A. Schmidt
 Commercial Manager.....B. F. Goodrich

**WELM—Elmira—1947
 CBS-ABC**

Frequency: 1400 Kc.....Power: 250 Watts
 Owner.....Radio Elmira, Inc.
 Business-Studio Address.....222 E. Market St.
 News Service.....AP
 Station Representative.....Burn-Smith
 Membership.....NARTB, RAB
 President.....John S. Riggs
 Vice Pres., Gen. Mgr.....Keith W. Horton
 Comm. Manager.....Frederick H. Elliott
 Program Director.....Ruth E. Dibble
 Chief Engineer.....Arthur French

**WENY—Elmira—1939
 NBC-MBS**

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By...Elmira Star-Gazette, Inc.
 Bus.-Studio Address.....Mark Twain Hotel
 News ServiceAP
 Newspaper Affiliation...Gazette, Advertiser
 Transcription ServiceWorld
 RepresentativeEverett-McKinney
 MembershipNARTB, RAB
 General Manager.....Dale L. Taylor
 Commercial Mgr.....Bill Pope
 Prom. Mgr.....Bill Givens
 Program Director.....Ted Hodge
 Chief Engineer.....Thurlow A. Greene

WGBB—Freeport—1924

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Long Island's First Station, Inc.
 Business-Studio Address...44 So. Grove St.
 Trans. Serv.....Thesaurus, World
 News ServiceAP
 MembershipNARTB
 V.P., Gen. Mgr.....Edward J. Fitzgerald
 Commercial Manager.....Murray C. Evans
 Gen. Sales Mgr.....John Ackerman

WOSC—Fulton—1949

Frequency, 1300 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Cassill Radio Corp.
 Address.....W. Bridge & Water, Oswego
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeHil F. Best
 President.....Richard C. Mitchell
 General Manager.....Jack Burgess

WGVA—Geneva—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Bcastg. Co., Inc.
 News ServiceAP
 RepresentativeCooke
 President.....M. R. Forman
 V.P., Gen. Manager.....Thomas L. Brown
 Sta., Comm. Mgr.....Ernest F. Oliver

**WWSC—Glens Falls—1946
 ABC**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Gt. Northern Radio Co.
 Address.....13 Warren St.
 News ServiceAP
 Newspaper Affil.....Post
 Transcription Service.....SESAC, World
 RepresentativeR. O'Connell
 MembershipRAB
 Pres., Gen Mgr.....Martin Kazig
 Sta. Mgr., Chief Eng.....Thomas Humphrey
 Comm., Prom. Mgr.....Frank Costello
 Publicity Director.....V. E. Wiley
 Prog. Director.....Thomas Costello

**WENT—Gloversville—1944
 CBS**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....WENT Bcastg. Corp.
 Business-Studio Address.....8 W. Fulton St.
 News ServiceUP

MORE NEWS

MORE FEATURES

MORE REGIONAL COVERAGE

AP

... and **MORE**
 RADIO AND

TELEVISION STATIONS

depend on

The Associated Press

WHLI

"THE VOICE
OF LONG ISLAND"

**WHLI . . . DELIVERS A LARGER DAYTIME
AUDIENCE, IN THE MAJOR LONG ISLAND
MARKET . . . THAN ANY NETWORK OR INDE-
PENDENT STATION!**

(Pulse Report)

NASSAU COUNTY

| | | |
|----------------------------|--|---|
| POPULATION . . . | 1,065,100 | 155% increase since '40 |
| NET INCOME: | | |
| TOTAL | \$2,582,323,000 | Greater than 13 states |
| PER FAMILY . . . | 8,187 | Ranks 4th among U. S. Counties |
| RETAIL SALES . . . | \$1,479,111,000 | Greater than 12 states |
| AUTO REGISTRATIONS— | 460,729 (1.45 cars per family) (MAY 1956) | |

WHLI

BIG BONUS COVERAGE

*. . . Nassau, Parts of Queens,
Suffolk & Brooklyn*

POPULATION 2,903,765
NET INCOME \$6,132,633,150
RETAIL SALES . . . 3,268,444,450

WHLI

**AM 1100
FM 98.3**

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

*the voice of
long island*

Joseph A. Lenn, Exec. V.P. Sales

Represented by Gill-Perna

Transcription Service World
Membership NARTB
Representative Gill-Perna
Pres., Gen. Sta. Mgr...... Joseph H. Tobin
Program Director..... Richard Stewart
Sales Prom. Mgr., Pub. Dir...... John Corbett
Chief Engineer..... Richard Stewart

WHLI—Hempstead—1947

Frequency: 1100 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address..... 384 Clinton St.
News Service UP
Transcription World, Thesaurus
Representative Gill-Perna
Membership RAB
Pres., Gen. Mgr...... Paul Godofsky
Comm. Manager..... Joseph A. Lenn
Prog. Dir...... Jerry Carr
Publicity Director..... John T. Clayton
Chief Engineer..... Frank E. Knaack

WLEA—Hornell—1951
MBS

Frequency: 1420 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Hornell Bcstng. Corp.
Business-Studio Address..... 97 Main St.
News Service UP
Representative Gill-Perna
Transcription World
Membership RAB
Pres., Gen. Mgr...... Charles D. Henderson
Sta. Mgr...... G. W. Stidstone
Sls. Prom. Mgr...... E. Barnes
Prog. Dir...... Don Jones
Comm. Mgr...... Kathleen Babcock
Pub. Dir...... Byron Emerson
Chief Engineer..... Frederick Witter

WWHG—Hornell—1946

Frequency: 1320 Kc.....**Power:** 1000 Watts, d.
Owned-Oper. By..... Ra-Tel Broadcasters, Inc.
Address 85 Canisteo St.
News Service UP
Representative McGillvra
Membership NARTB
President Frederick D. Schottland
Gen. Mgr...... Sy Dresner
Comm. Mgr...... Sheff Davis
Sales Mgr...... Marian E. Gale
Prog. Dir...... Edward H. Spoo
Pub. Dir...... Cleora M. Carroll
Chief Engineer..... Howard Huff

WHUC—Hudson—1947

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Oper. By..... Colgren Bcstg. Co.
Address Union Turnpike
News Service UP
Representative McGillvra
Membership NARTB, RAB
General Manager..... John Kearney
Commercial Manager..... Robert Strakos
Sales Prom. Mgr., Pub. Dir...... Jennie W. Weaver
Prog. Dir...... J. P. Cranna
Chief Engineer..... William Pappas

WGSM—Huntington—1951

Frequency: 740 Kc.....**Power:** 1000 Watts d.
Owned.....Huntington-Montauk Bcstg. Co., Inc.
Address 379 New York Ave.
News Service UP
Representative Rambeau
Transcription Service World
Membership NARTB, RAB
Gen., Sta. Mgr...... Edward J. Fitzgerald
Sales Mgr...... John Ackerman

WHCU—Ithaca—1921—CBS

Frequency: 870 Kc.....**Power:** 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address Ithaca
News Service UP
Membership NARTB, RAB
Gen. Mgr...... Michael R. Hanna
Commercial Mgr...... H. E. M. Brockway
Program Director..... Joseph A. Short
Publicity Director..... Sam Woodside
Chief Engineer..... Herbert P. Michels

WJTN—Jamestown—1924
ABC

Frequency: 1240 Kc.....**Power:** 250 Watts
Owned-Operated By.....James Bcstg. Co., Inc.
Bus.-Studio Address.....Hotel Jamestown
News Service UP
Transcription Service...Associated, McGregor

Reaching
the Sedate,
Remote,
Conservative

JAMESTOWN
NEW YORK MARKET

is an inside job
and only

AM **WJTN** FM

will give you
143,680
In-Home
Circulation

Based on 1956
Nielsen figures
... 30% greater
than 1952.

Represented by
Venard, Rintoul & McConnell, Inc.

WNRC—New Rochelle—1950

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Radio New Rochelle, Inc.
 Address.....200 North Ave.
 News Service.....AP
 Membership.....NARTB
 President.....Donald Daniels
 General Mgr.....Nick Andrews
 Comm. Mgr.....Jules M. Labert
 Program Dir.....Robert Roberts
 Chief Engineer.....Edward Cahill

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.
 News Service.....AP, INS
 Representative.....John Blair
 Membership.....NARTB, RAB
 President.....Leonard H. Goldenson
 Gen. Sta. Mgr.....Stewart Barthelmess
 Program Manager.....Myrtle Tower
 Adv., Prom. Mgr.....M. Wattenberg
 Merchand. Mgr.....John F. Dunn
 Sales Mgr.....R. E. Noble, Jr.
 Publicity Director.....S. Strasburg
 Chief Engineer.....Frank Marx

WEVD—New York—1927

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Debs Memorial Radio Fund
 Business-Studio Address.....117 W. 46th St.
 Managing Dir.....Henry Greenfield

WBNX—New York—1927

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By.....WBNX Bcstg. Co., Inc.
 Bus.-Studio Address.....260 E. 161st St., N. Y. 51
 News Service.....AP
 Transcription Service.....SESAC
 Representative.....A. Lewis King
 President.....A. L. Haskell
 V.P., Sta.-Gen. Manager.....William I. Moore
 Asst. Comm. Mgr.....Edward Betchley
 Prog. Directors.....Frank Johnson, E. Ervin

WCBS—New York—1924
CBS

Frequency: 880 Kc.....Power: 50,000 Watts
 Owned By.....Columbia Bcstg. System, Inc.
 General Studio Address.....485 Madison Ave.
 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 Mgr.....Buck Hurst
 Sales Prom. Mgr.....Murray Gross
 Program Director.....Sam Slate
 Publicity Director.....Milton Rich
 Chief Engineer.....Davidson Vorhes

WMCA—New York—1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Business-Studio Address.....415 Madison Ave.
 News Service.....AP
 Representative.....AM Radio Sales
 Membership.....RAB
 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

MORE NEWS**MORE FEATURES****MORE REGIONAL COVERAGE****AP**... and **MORE**

RADIO AND

TELEVISION STATIONS

depend on

The Associated Press

3rd
**most popular of 21
metropolitan
radio stations
in the world's
greatest market**

(7-day weekly averages, 6 A.M. to midnight in latest Nielsen figures—Nov. 1956)

Wm gm
1050 on your radio dial **New York**

50,000 WATTS

*reaching 53 counties in
6 states; 5,420,915 homes*

THE METRO-GOLDWYN-MAYER RADIO STATION

711 FIFTH AVE. • NEW YORK 22, N. Y.

WMGM—New York—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Marcus Loew Booking Agcy.
 Business-Studio Address.....711 Fifth Ave.
 News Service.....UP, AP
 Representative.....Hollingsbery
 Director.....Arthur M. Tolchin
 Sales Manager.....Samuel Faust
 Program Director.....Raymond Katz
 Public Service, Pub. Director.....Jo Ranson

WNEW—New York—1934

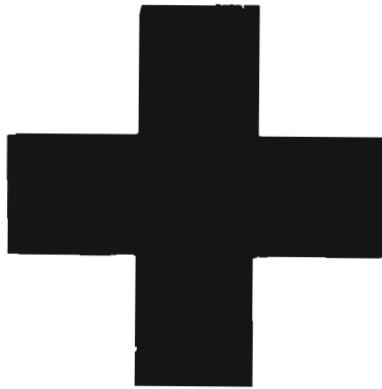
Frequency: 1130 Kc.....Power: 50 Kw.
 Owned-Operated By.....WNEW Bcstg., Inc.
 Business-Studio Address.....565 Fifth Ave.
 Representative.....Dave Simmons, Inc.

Membership RAB
 Pres. & Gen. Mgr.....R. D. Buckley

WOR—New York—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....RKO Teleradio Pictures
 Business-Studio Address.....1440 Broadway
 News Service.....INS, UP
 Representative.....H-R Reps.
 Membership.....NARTB, RAB
 President.....Thomas F. O'Neil
 Gen. Manager.....Robert Leder
 Comm. Mgr.....W. McCormick
 Adv., Prom. Dir.....Robert Sullivan
 Program Director.....Robert S. Smith
 Sales Director.....Robert Hoffman
 Publicity Manager.....Richard Jackson
 Chief Engineer.....Harry Tilley

The Red Cross Needs



Your Unstinting Assistance

GIVE!

**EVERYBODY
IS TALKING
ABOUT THE
SPANISH SPEAKING MARKET
AND THE
SPANISH SPEAKING MARKET
IS SOLD ON
WHOM**

We are thankful to the score of farsighted advertisers and their agencies who have recognized the value of Spanish language media in New York and who have made it possible for WHOM to provide over 80 hours a week of entertainment to the Spanish homes in the area.

Would you like to know more about it?



Write or phone for your copy of
"WHOM FACT FILE."
PROGRESS BROADCASTING CORPORATION
136 West 52nd Street
New York 19, N. Y.
Telephone: Circle 6-3900



WHOM—New York—1930

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Progress Bcstg. Corp.
 Business Address.....136 W. 52nd St.
 News. Affil.....Il Progresso Italo-Americano
 News Service.....UP
 President, Gen. Manager.....Fortune Pope
 V.P., Sales Mgr.....Charles Baltin
 Sales Prom. Mgr.....R. A. Fornier
 Program Director.....Ralph Contantino
 Chief Engineer.....George Steiger

WINS—New York—1924

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Gotham Bcstg. Corp.
 Address.....28 W. 44th St.
 Membership.....RAB
 Representative.....Young, Burke-Stuart
 President.....J. Elroy McCaw
 Vice-Pres.....John Keating
 General Mgr.....H. G. Fearnhead

(See Page 532)

SEE PAGES 100-107 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

WINS JET-BON AMI **WINS** DOTTIE DUSTER
BATTER-UP **WINS** PEPSODENT **WINS** KENT
WINS REMINGTON RAND **WINS** COCA COLA
MGM PICTURES **WINS** CHASE MANHATTAN
WINS BALLANTINE **WINS** OLD SPICE **WIN**
MACY'S **WINS** LUFTHANSA **WINS** SEVEN U
WINS TEXACO **WINS** BANK FOR SAVINGS
NUCOA **WINS** APPLBERRY **WINS** BIRDS EY
WINS N. Y. TIMES **WINS** BRITISH OVERSE
BORDENS INSTANT COFFEE **WINS** DUBONNI
WINS ARTHUR MURRAY STUDIOS **WINS** VI
LISTERINE **WINS** FORD **WINS** PHOTOPLAY
WINS WINSTON CIGARETTES **WINS** BEECH
BREAKSTONE DAIRIES **WINS** GERBER PROD
WINS PONDS COLD CREAM **WINS** CADILLA
AMERICAN AIRLINES **WINS** HERBERT TARE
WINS CHOCK FULL O' NUTS **WINS** POMATE
RISE SHAVING CREAM **WINS** LITE DIET **WI**
WINS PEPSI COLA **WINS** TRANS WORLD AI
HIT PARADE **WINS** WHEATENA **WINS** MIN
WINS FRENCHETTE **WINS** BAYUK CIGARS
DESOTO **WINS** PEPPERIDGE FARM BREAD **W**



WRCA—New York—1926
NBC

Frequency: 660 Kc.....Power: 50 Kw.
Owned.....National Bcstg. Co.
Address.....30 Rockefeller Plaza
News Service.....AP, INS, UP
Transcription Service.....Thesaurus
Station Rep.....NBC Spot Sales

Membership.....NARTB, RAB
President.....Robert Sarnoff
Gen. Manager.....William N. Davidson
Station Mgr.....Arthur Hamilton
Comm. Mgr.....George Stevens
Sales Prom. Mgr.....Tony Kraemer
Program Dir.....Steve White
Publicity Mgr.....John O'Keefe
Chief Engineer.....John H. Riedel

MORE NEWS

MORE FEATURES

MORE REGIONAL COVERAGE

AP

... and **MORE RADIO AND TELEVISION STATIONS**

depend on

THE ASSOCIATED PRESS

HARLEM RADIO
CENTER

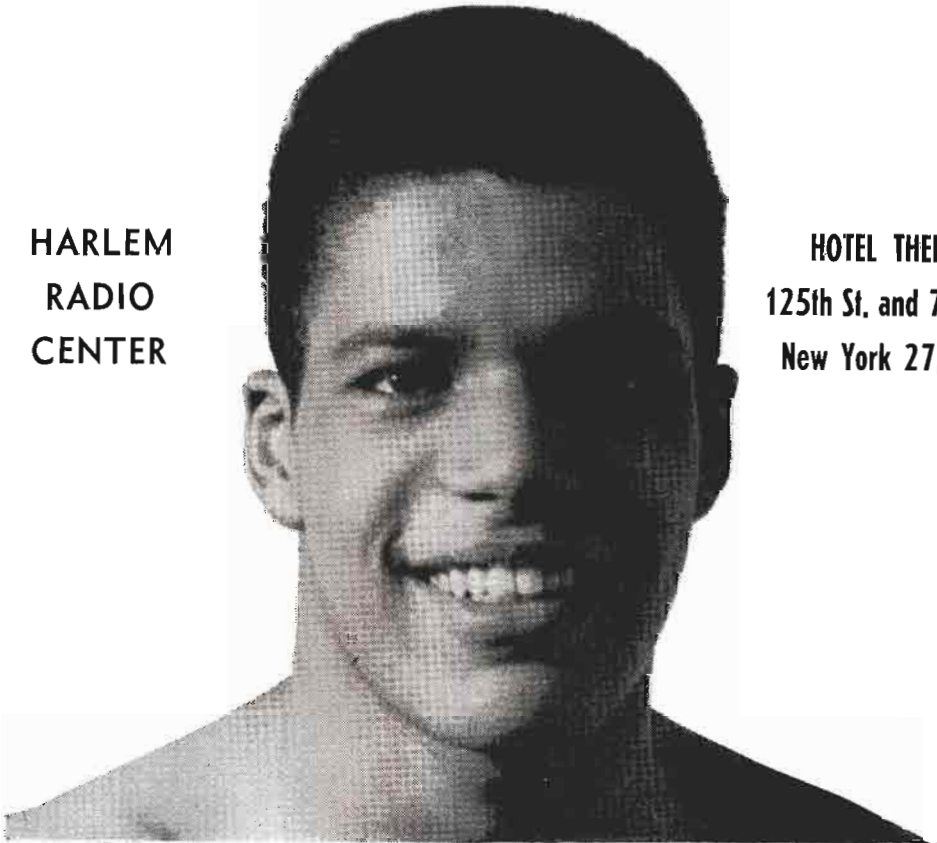
WLIB

1190 ON YOUR DIAL

- WLIB has more Negro listeners than any other New York station — network or independent (Pulse).
- WLIB is first in 29 out of 30 quarter hours every morning.
- WLIB is the only New York station broadcasting Negro community news and special events on a regularly scheduled basis — every hour on the half hour.

HARLEM
RADIO
CENTER

HOTEL THERESA
125th St. and 7th Ave.
New York 27, N. Y.

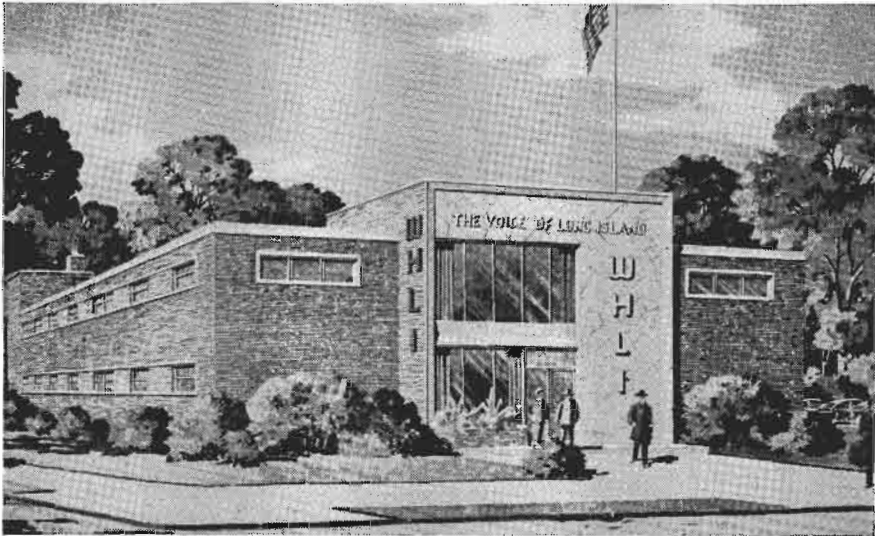


WLIB—New York—1944

Frequency: 1190 Kc....Power: 1000 Watts d.
 Owned-Operated By.....New Bcstg. Co., Inc.
 Business-Studio Address.....2090 7th Ave.
 News ServiceAP

RepresentativeForjoe
 Pres., Gen. Manager.....Harry Novik
 Program Director.....Nat Rudich
 Comm. Mgr.....Arthur Harrison
 Pub. Dir., Sales Prom. Dir.....Mike Jablons
 Chief Engineer.....Gordon A. Greenfield

SEE **WHLI** LISTING ON PAGE 525



WHLI "THE VOICE OF LONG ISLAND"

- *Newest and most modern radio equipment*
- *Best equipped radio broadcast studios and facilities*
- *Largest and most complete record library*
- *A large, trained, experienced staff of 42*

NOW... better than ever... able to serve the needs of Long Island with programs that have dominated Long Island listening for nearly ten years.

WHLI | A M 1100
 F M 98.3
 HEMPSTEAD | *the voice of*
 LONG ISLAND, N. Y. | *long island*

PAUL GODOFSKY, PRES. AND GEN. MGR.
 JOSEPH A. LENN, EXEC. V. P. SALES
 Represented by GILL-PERNA



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



WOV—New York—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....WOV Bcstg. Corp.
Business-Studio Address.....730 Fifth Ave.
News ServiceAP, ANSA

Transcription Service.....MacGregor
Representative Pearson
President.....M. S. Novik
Exec. V. P., Gen. Manager.....Ralph N. Weil
V. P., Prog. Director.....Arnold Hartley
Publicity Director.....R. E. Thompson
Chief Engineer.....Emile Hill

**SEE PAGE 329
FOR COMPLETE
RADIO STATION
INDEX**

**SEE PAGE 7
FOR EDITORIAL INDEX**

**SEE PAGE 27
FOR ADVERTISING INDEX**

For 885,000 families
in New York



nothing takes the
place of good music

Nothing takes the place of

WQXR 50,000 WATTS
Radio Station of The New York Times

WQXR's weekly audience—885,000 radio homes WQXR's daily audience—559,000 radio homes*

*Pulse C/P.A. Dec. 1955, 17 county area only



WQXR—New York—1936

Frequency: 1560 Kc. Power: 50,000 Watts
 Owned-Operated By.....Interstate Bcstg. Co.
 Business-Studio Address.....229 W. 43rd St.
 News Service.....N. Y. Times (Owner)
 Transcription Service.....SESAC
 Representative.....Paul H. Raymer
 Membership.....RAB
 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

WWRL—New York—1926

(SEE WOODSIDE, N. Y.)

WHLD—Niagara Falls—1940

Frequency: 1270 Kc. Power: 5000 Watts d.
 Owned-Oper. By.....Earl C. Hull
 Business-Studio Address.....United Building
 News Service.....UP
 Transcription Service.....Thesaurus, Standard
 Representative.....Headley-Reed
 Membership.....NARTB
 Owner, Gen. Manager.....Earl C. Hull
 Business Manager.....R. J. Manning
 Comm., Sales Prom. Mgr.....Edward F. Joseph
 Program Director.....Earle Hamrick

WJLL—Niagara Falls—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper.....Niagara Frontier Bcstg. Corp.
 Address.....129 Main St.
 News Service.....UP
 Transcription Service.....World
 Representative.....Pearson
 Membership.....NARTB
 President.....J. T. Sandonato
 Exec. V. P., Gen. Mgr.....Tom W. Talbot
 Program Director.....Joel Chesney
 Comm. Manager.....W. M. Allen
 Chief Engineer.....Gustav Czaplak

WCHN—Norwich—1953

Frequency: 970 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Radio Norwich, Inc.
 Address.....14 S. Broad St.
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Station Rep.....McGillvra
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....William J. Hall
 Asst. Mgr., Prog. Dir.....Ray Whitlock
 Chief Engineer.....Wiley R. Bates
 Comm. Manager.....P. G. Penfold

WSLB—Ogdensburg—1940

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....St. Lawrence Bcstg. Corp.
 Address.....2315 Knox St.
 News Service.....UP
 Pres., Comm. Mgr.....Joseph R. Brandy

General Manager.....Harold J. Frank
 Program Director.....Dan Bethell
 Chief Engineer.....Ellsworth Hall

WHDL—Olean—1929—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WHDL, Inc.
 Address.....3219 W. State Rd.
 Newspaper Affiliation.....Times Herald
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Everett-McKinney
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....John R. Henzel
 Sta. Comm., Mgr.....John F. Hastings
 Prog. Dir.....Donald McLean
 Publicity Director.....Helen Strong
 Chief Engineer.....Wallace D. Taylor

WDOS—Oneonta—1947

Frequency: 730 Kc. Power: 500 Watts
 Owned-Oper. By.....Ottaway Stations, Inc.
 Bus.-Studio Address.....104 Chestnut St.
 News Service.....UP
 Newspaper Affiliation.....Oneonta Star
 Transcription Service.....Associated
 Representative.....Radio-TV Reps.
 Membership.....RAB
 President.....James H. Ottaway
 Managing Director.....Francis H. Brinkley
 Station Manager.....Harold E. Graves
 Comm. Mgr.....Benjamin M. Turnbull
 Prog. Dir.....Leland Hickling
 Chief Engineer.....John Bonse

WALK—Patchogue—1952

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Suffolk Bcstg. Corp.
 Address.....P. O. Box 230
 News Service.....AP
 Newspaper Affiliation.....Suffolk Cons. Press
 Transcription Service.....Capitol
 Representative.....Grant Webb
 Membership.....NARTB
 Pres., Gen. Mgr.....W. K. Macy, Jr.
 Comm. Mgr., Prom. Mgr.....John Regan
 Prog., Pub. 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
 News Service.....UP
 Representative.....Keller
 Membership.....NARTB
 Pres., Gen. Mgr.....Lee Morrison
 Station Mgr.....Stam Allan
 Comm. Mgr.....Herbert Morrison
 Program Director.....Dick Hodkin
 Sales Prom. Mgr.....Ted Royce
 Chief Engineer.....Morton Morrison

WLNA—Peekskill—1948

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Highland Bcstg. Corp.



Address Radio Terrace
 News Service UP
 Transcription Service World
 Station Rep. Rambeau, Kettell-Carter
 Membership NARTB
 Pres., Gen. Mgr., Ch. Eng. Irving E. Cottrell
 Comm., Sales Prom. Mgr. Francis Lough

WEAV—Plattsburg—1934
ABC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By Plattsburg Bcstg. Corp.
 Studio Address 38 Court St.
 News Service UP
 Transcription Service World
 Representative Thomas F. Clark
 Membership NARTB, RAB
 President George F. Bissell
 Gen. Mgr. A. E. Spokes
 Chief Engineer Larry Lapanne

WIRY—Plattsburg—1950
MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Clinton Cty. Bcstg. Corp.
 Trans. Loca. Address 301-03 Cornelia St.
 News Service AP
 Transcription Service Lang-Worth
 Representative McGavren-Quinn
 Membership NARTB, RAB
 Pres., Gen., Comm. Mgr. Joel H. Scheier
 Station Mgr. Donald Pelkey
 Program Director Betty Kraus
 Publicity Dir. Chester O. Bosworth, Jr.
 Chief Engineer Leroy L. Fuller, Jr.

WDLG—Port Jervis—1953

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Port Jervis Bcstg. Co.
 Address Box 920
 News Service AP
 Membership NARTB
 Transcription Service World
 President Sidney Sakofsky
 Gen. Mgr. Oscar Wein
 Program Director Robt. E. Shevlin
 Chief Engineer David J. Rosenzweig

WPDM—Potsdam—1955

Frequency: 1470 Kc. Power: 1 Kw., d.
 Owned-Oper. By St. Lawrence Radio, Inc.
 Address Potsdam
 News Service AP
 President F. R. Woodruff
 Business Manager David A. Kyle
 Station Mgr. James Rogers III

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 World
 Representative Everett-McKinney
 Membership NARTB, RAB

President Arthur J. Barry, Jr.
 Gen. Mgr., Prog. Dir. Frank Breslin
 Publicity Director Louis Pells
 Chief Engineer John P. Burke

WKIP—Poughkeepsie—1940
ABC

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

WRIV—Riverhead—1955

Frequency: 1390 Kc. Power: 500 Watts
 Owned Suffolk Broadcasting Corp.
 Address Box 230
 Newspaper Affil. Suffolk Consolidated Press
 News Service AP
 Representative Grant Webb
 Membership NARTB
 Pres., Gen., Sta. Mgr. W. K. Macy Jr.
 Comm. Mgr. Laurence I. Nicoll
 Program Director Bob Houston
 Chief Engineer George G. Chandler

WBBF—Rochester—1947
MBS

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By WBBF, Inc.
 Bus.-Studio Address 339 East Ave.
 News Service AP
 Representative Venard, Rintoul & McConnell
 Transcription Service RCA
 President Thomas L. Brown
 V.P., Gen. Mgr. Robert S. Kieve
 Program Director Claude Johnstone
 Chief Engineer Vinent Lopopolo

WHAM—Rochester—1922
NBC

Frequency: 1180 Kc. Power: 50,000 Watts
 Owned-Oper. By Riggs & Greene Bcstg. Corp.
 Business Address 201 Humboldt Rd.
 News Service UP
 Representative Christal, McDermott
 Membership NARTB, RAB
 President John S. Riggs
 V. P., Gen. Mgr. F. Robert Greene
 Sales Manager Arthur W. Kelly

WHEC—Rochester—1925
CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned WHEC, Inc.
 Bus.-Studio Address 40 Franklin St.
 Newspaper Affiliation Gannett Co.
 News Service AP
 Membership NARTB, RAB

Representative Everett-McKinney
President Frank E. Gannett
General Mgr. Glover Delaney
Commercial Manager Lowell H. MacMillan
Publicity Director W. J. Adams
Program Director Warren Doremus
Technical Director R. K. Blackburn

WRNY—Rochester—1947

Frequency: 680 Kc. **Power:** 250 Watts d.
Owned-Oper. By Rochester Bcstg. Co., Inc.
Business-Studio Address P. O. Box 710
Trans. Thesaurus, Standard, Associated,
 SESAC, Capitol
President Arthur C. Kyle, Jr.
Gen., Sta. Manager Thomas H. O'Neill

WSAY—Rochester—1936

Frequency: 1370 Kc. **Power:** 5 Kw.
Owned-Oper. By Federal Bcstg. System, Inc.
Business-Studio Address 250 E. Ave.
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 Bcstg. Co., Inc.
Address 17 Clinton Ave So.
Representative Bolling Co., Inc.
News Service AP
Transcription Associated
Membership NARTB, RAB
Pres., Gen. Mgr. Ervin F. Lyke
Sales Manager Arthur Murrellwright
Program Director Paul C. Louther

WKAL—Rome—1946—MBS

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Oper. By Copper City Bcstg. Corp.
Business-Studio Address Capitol Theatre Bldg.
Representative Cooke
News Service UP
Membership NARTB
President Myron J. Kallet
General Manager Joseph Kallet
Assistant Mgr. Alberta Rossi
Program Director James Duke

WNBZ—Saranac Lake—1927
 ABC

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Operated By Upstate Bcstg. Corp.
Business-Studio Address 88 Main St.
News Service AP
Transcription Service World
Representative Wm. G. Rambeau
Membership NARTB
Pres., Gen. Mgr. Jacques DeMattos
Comm. Mgr., Prog. Dir. Jeanne DeMattos
Chief Engineer H. Berwind Williams

WSPN—Saratoga Springs
 1954

Frequency: 900 Kc. **Power:** 250 Watts
Owned Spa Broadcasters, Inc.
Address 71 West Avenue
News Service AP
Transcription World
Representative Richard O'Connell
Membership NARTB
President Ken Freebern
Gen., Sta., Prom. Mgr. Chet Munson
Comm. Manager Joe Snyder
Prog., Pub. Dir. Bob Dingman
Chief Engineer Al Burton

WSKN—Saugerties—1956

Frequency: 920 Kc. **Power:** 1000 Watts
Owned The Skylark Corp., Inc.
Address P. O. Box 920, Mount Marion, N. Y.
News Service UP
Transcription SESAC, World
Representative Thomas F. Clark
Membership NARTB
President John Lynker
V. P., Comm. Mgr. W. Irving Rose
Program Dir. Richard Nedlin

WGY—Schenectady—1922
 NBC

Frequency: 810 Kc. **Power:** 50,000 Watts
Owned-Oper. By General Electric Co.
Business-Studio Address 1 River Rd.
News Service AP, UP
Transcription Service Thesaurus, World
Representative Henry I. Christal
Membership NARTB, RAB
General Manager R. B. Hanna, Jr.
Station Manager Merl L. Galusha
Sales Manager J. Schmulbach
Publicity Director A. R. Garland
Station Service Caleb Paine
Program Director Donn M. Chown
Chief Engineer W. J. Purcell

WSNY—Schenectady—1942

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Oper. By Western Gateway Bcstg.
Business-Studio Address 619 State St.
News Service AP
Representative Forjoe
Pres., Gen., Sta. Mgr. Winslow Leighton
Comm. Manager Thomas Seeley
Prog. Dir. Stephen Fitz
Chief Engineer Irving P. Beck

WHEN—Syracuse—1941
 CBS

Frequency: 620 Kc. **Power:** 5 Kw. d., 1 Kw. n.
Owned Meredith Syracuse Radio Corp.
Address 511 Loew Bldg.
News Service AP
Membership NARTB, RAB
Representative Katz



V.P. & Gen. Mgr. Paul Adanti
 Prom. Mgr., Pub. Dir. Robert Peel
 Program Director. John L. Scott
 Comm. Mgr. Louis Parmentier
 Chief Engineer. Robert Ardner

WFBL—Syracuse—1922
ABC

Frequency: 1390 Kc. Power: 5000 Watts
 Owned. WTAC-KPOA-KTVR, Founders Corp.
 Bus.-Studio Address. 433 S. Warren St.
 Representative. Peters, Griffin, Woodward, Inc.
 News Service UP
 Membership NARTB, RAB
 President. Oscar F. Soule
 General Mgr. Henry P. Wilcox
 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. Syracuse-Kemper Bldg.
 News Service UP
 Transcription Service. Lang-Worth

Newspaper Affil. .Herald-Journal, Post Standard
 Representative Henry I. Christal
 Membership NARTB, RAB
 Pres., Gen. Mgr. E. R. Vadeboncoeur
 Sales Mgr. W. R. Alford, Jr.
 Prom. Mgr., Pub. Dir. Lou Switzer

WNDR—Syracuse—1946
MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By Syracuse Bcstg. Corp.
 Address Box 1212
 News Service AP
 Station Rep. Forjoe
 General Manager. Arthur C. Kyle, Jr.
 Asst., Comm. Mgr. James A. McKechnie
 Prog. Dir. W. Quinn
 Chief Engineer. John Rathbun

WOLF—Syracuse—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Civic Bcstg. Corp.
 Address Kirkpatrick & Van Rensselaer Sts.
 Representative Walker
 News Service AP
 Transcription Standard
 President, General Mgr. T. Sherman Marshall
 Sta. Mgr., Prog. Dir. Hamilton M. Woodie
 Chief Engineer. Don Muir

WFBL
 RADIO

DOMINATES!

SYRACUSE, NEW YORK

1st in the Market

8:00 A.M.—12 Noon 34.1%
 Noon—6:00 P.M. 31.6% (Hooper)

National representative — George P. Hollingbery Co.

FOUNDERS CORP.

One of the Founders' group of stations, including
 KPOA, Honolulu, and the Inter-Island Network; WTAC,
 Flint, Michigan; and KTVR, Channel 2,
 Denver, Colorado.



WIPS—Ticonderoga—1954

Frequency: 1250 Kc. Power: 500 Watts
 Owned-Oper. By Portage Bcstg. Co., Inc.
 News Service UP
 Transcription Service World
 Membership NARTB
 Representative O'Connell
 President Martin Karig
 Gen., Comm. Mgr. Dale Robertson
 Sta. Mgr., Prog., Pub. Dir. R. Robertson
 Chief Engineer Lloyd Howe

WTRY—Troy—1940—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By Tri-City Radio, Inc.
 Business-Studio Address 92 Fourth St.
 News Service UP
 Representative John Blair
 Pres., Gen. Manager Mowry Lowe
 Comm., Prom. Mgr. Kenneth M. Cooper
 Program Director John Mounteer
 Chief Engineer Frank Belaska

WGAT—Utica—1946—ABC

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.
 Address New Hartford, N. Y.
 News Service AP
 Representative Venard
 President Thomas L. Brown
 V. P., Gen., Comm. Mgr. Thomas E. Martin
 Program Director Nick Dardano
 Chief Engineer Fred Harrington

WIBX—Utica—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By WIBX, Inc.
 Address First National Bank Bldg.
 News Service UP
 Membership RAB
 Reprs. Biddick, Walker
 President Margaret B. Stevens
 Gen. Mgr. Margaret P. Bowen
 Exec. V.P., Sta. Mgr., Pgm. Dir. Elliott Stewart
 Sales Prom., Pub. Dir. F. C. Bowen
 Chief Engineer John T. Dowdell

WRUN—Utica—1947

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By The Rome Sentinel Co.
 Business-Studio Address 258 Genesee St.
 Representative Avery Knodel
 Newspaper Affil. Sentinel
 News Service AP
 Membership NARTB
 President Bradley C. Barnard
 Program Director Philip R. Cameon
 Sta., Comm. Mgr. Richard A. Clark
 Sis. Prom. Mgr., Pub. Dir. Alan Cole
 Chief Engineers G. S. Woods, C. F. Henry

WDLA—Walton—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Delaware County Bcstg.
 Representative Rambeau
 News Service UP
 Membership NARTB

MORE NEWS

MORE FEATURES

MORE REGIONAL COVERAGE

AP

... and MORE RADIO AND TELEVISION STATIONS

depend on

THE ASSOCIATED PRESS



President.....Dr. E. Ogden Bush
 V.P., Gen. Mgr.....Michael J. Cuneen
 Program Director.....Myra Youmans
 Chief Engineer.....Charles Lissner

WATN—Watertown—1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Watertown Bcstg. Corp.
 Bus.-Studio Location.....118 Washington St.
 Transcription.....Standa.d. SESAC
 Membership.....NARTB
 Representative.....Devney
 Pres., Gen. Mgr.....G. Harry Righter
 Chief Eng.....D. Schryver, J. F. Sprague

WWNY—Watertown—1941
CBS

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Brockway Co.
 Address.....Hotel Woodruff
 Newspaper Affil.....Daily Times
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Membership.....NARTB, RAB
 Representative.....Weed
 President.....John B. Johnson
 General Manager.....Louis Saiff, Jr.
 Station Manager.....Earl R. Kelly
 Comm. Mgr.....Patrick E. Rheume
 Dir. of Engineering.....M. B. Davis

WLSV—Wellsville—1955

Frequency: 790 Kc.....Power: 500 Watts, d.

Owned-Oper. By..Radio Services of Wellsville
 Address.....P. O. Box 409
 News Service.....AP
 Membership.....RAB
 Gen., Sales Mgr., Prog. Dir., Ch. Eng.
 Lloyd Gordon
 Comm. Mgr.....H. Ackerman
 Publicity Dir.....Kathleen Beckwith

WFAS—White Plains—1932

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Westchester Bcstg. Corp.
 Bus.-Studio Address.....Secor Rd., Hartsdale
 News Service.....AP
 Trans. Service.....Lang-Worth, SESAC
 Representative.....Headley-Reed
 Membership.....NARTB
 President.....Valentine E. Macy, Jr.
 Gen., Sta. Manager.....Frank A. Seitz
 Program Director.....Randall Kaler
 Sls. Prom., Comm. Mgr.....John Hade
 Chief Engineer.....Jack Pearson

WWRL—Woodside—1926

Frequency: 1600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Long Island Bcstg. Corp.
 Bus.-Studio-Transmitter Address..41-30 58th St.
 News Service.....AP
 President.....W. H. Reuman
 Gen., Sta. Mgr.....Edith Dick
 Comm., Sales P. om. Mgr.....Selvin Donneson
 Program Director.....Fred Barr
 Publicity Director.....Walter Kaner
 Chief Engineer.....Benton R. Bartlett

FIRST in 11 quarter-hour periods

SECOND in 30 more

against ALL NETWORKS
 and INDEPENDENTS, morning,
 afternoon and night among
 Westchester-Rockland lis-
 teners.*

"Coverage Story" tells how
 and why more national and
 area advertisers have been
 using WFAS each year since
 1932. Send for your copy!

WFAS and WFAS-FM

White Plains, N. Y.

* Pulse Westchester Study, 1956.

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

North Carolina

Pop. March 1 (Est.) 4,479,000—Families 1,107,000
Radio Homes 1,098,000—TV Homes 726,000—Stations in State 121

WRCS—Ahoskie—1947

Frequency: 970 Kc. Power: 1000 Watts d.
Owned.Roanoke-Chowan Bcstg. Co., Inc.
Business Address.P. O. Box 89
News ServiceUP
President.Charles H. Jenkins
Manager.P. G. Sewell

WABZ—Albemarle—1947 KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By.Radio Station WABZ, Inc.
Business-Studio Address.Hotel Albemarle
News ServiceAP
Transcription ServiceWorld
General ManagerW. J. Page

WGWR—Asheboro—1947 KBS

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By.Asheboro Bcstg. Co., Inc.
Bus.-Studio Address.303 E. Salisbury St.
News ServiceUP
Newspaper Affil.Courier Tribune
Transcription Service.Associated
MembershipRAB
Gen., Sta., Comm. Mgr.J. R. Marlowe

WISE—Asheville—1939—NBC

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.Radio Station WISE, Inc.
Address98 Lookout Rd.
MembershipRAB, BMB
RepresentativeBolling Co.
Pres., Gen. Sta. Mgr.Harold H. Thoms
Commercial Mgr.Lloyd B. Leonard

WLOS—Asheville—1946 ABC-MBS

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.Skyway Bcstg. Co.
Business-Studio Address.288 Macon Ave.
News ServiceUP
Transcription ServiceWorld
Rep.Venard, Inc., J. S. Ayers
MembershipNARTB
Executive Vice President.Charles B. Britt
Comm. Manager.George Roesler
Program Dir.Fred Brown
Chief Engineer.George F. Sprague

WSKY—Asheville—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.Radio Asheville, Inc.
Business-Studio Address.12 Church St.
News ServiceAP
TranscriptionLang-Worth
RepresentativePearson
MembershipNARTB
Pres., Gen., Sta., Comm. Mgr.Zeb Lee
Sales Prom. Mgr.Mike Ling

Publicity Director.Bruce Barnes
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.
Newspaper AffiliationCitizen-Times
Transcription ServiceThesaurus
News ServiceUP
RepresentativeH-R
MembershipNARTB, RAB
President.Charlie Peace
Gen., Sta., Prom., Pub. Mgr.Cecil B. Hoskins
Comm. Mgr.James A. Haqan
Program Director.William F. Melia
Chief Engineer.William H. Hamrick

WBMA—Beaufort—1954

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.Richard Ray Cummins
AddressBox 156
News ServiceAP
Transcription ServiceWorld
MembershipNARTB
Owner, Gen. Mgr., Ch. Eng.R. R. Cummins
Promotion Mgr.Hilda Cummins

WCCG—Belmont—1954

Frequency: 1270 Kc. Power: 500 Watts
Owner.Central Bcstg. Co.
AddressBox 629
RepresentativeBest
News ServiceUP
Transcription ServiceStandard
MembershipNARTB
Pres., Gen., Sta., Eng.Robert Hilker
Comm. Manager.Boyce J. Hanna
Sls. Prom. Manager.G. O. Wilkerson, Jr.
Program Director.H. E. Feimster
Publicity Director.Francis Linge felt

WATA—Boone—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By.Wilkes Bcstg. Co.
AddressDepot St.
News ServiceAP
MembershipRAB
Manager.Doris B. Brown
Secretary-Treasurer.Roland Potter
Commercial Manager.Ralph Tugman
Program Director.Dwight Larick

WPNF—Brevard—1950

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.Pisgah Bcstg. Co., Inc.
News ServiceAP
News Affil.Transylvania Times
News ServiceAP
President, Gen. Mgr.Ed M. Anderson
Sta., Comm. Mgr.Bobby Hoyle
Program Director.John Dellinger

Publicity Director.....John Anderson
Chief Engineer.....Baxter Morris, Jr.

WBBB—Burlington—1941
MBS-KBS

Frequency: 920 Kc.....Power: 5000 Watts d.
Owned-Oper. By. Alamance Bcstg. Co., Inc.
Business-Studio Address.....321 S. Main St.
News ServiceAP
Transcription ServiceStandard
Rep.....Interstate, United Newsp. Assn.
General Manager.....E. Z. Jones
Commercial Manager.....C. Robert Ray
Program Director.....Ed Brooks
Sls. Prom. Mgr., Pub. Dir.....Cletus Peacock
Chief Engineer.....Berry Tysor

WFNS—Burlington—1946

Frequency: 1150Power: 1000 Watts d..
Owned-Oper. By Burlington-Graham Bcstg Co.
Address.....P. O. Box 1328
News ServiceUP
Transcription ServiceWorld, Lang-Worth
RepresentativeBogner & Martin
MembershipNARTB, RAB
Gen., Sta. Mgr.....G. C. Starnes
Comm., Prom. Mgr.....Harold Nall
Prog., Pub. Dir.....Dick Bowman
Chief Engineer.....Charles Stafford

WWIT—Canton—1954

Frequency: 970 Kc.....Power: 1 Kw.
Owned.....Western N. C. Bcstrs., Inc.
Address.....Radio Center
News ServiceUP
MembershipNARTB
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 388
News ServiceAP
Transcription ServiceWorld
RepresentativeIndie
MembershipNARTB, RAB
Pres., Gen. Mgr.....R. McClamroch, Jr.
Asst. to Gen. Mgr.....Ty Boyd
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.
News ServiceUP
MembershipNARTB
RepresentativeBolling Co.
Pres.....George W. Dowdy
Pub. Director.....Martin Allen
Chief Engineer.....L. I. Dekle
Gen., Sta. Mgr.....Thomas B. Sawyer

WBT—Charlotte—1922—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Jefferson Standard Bcstg.
Address.....1 Jefferson Pl
News ServiceAP, UP
Transcription ServiceWorld
Representative.....CBS Radio Spot Sales
MembershipNARTB, RAB
PresidentJ. M. Bryan
Gen. Mgr.....Charles H. Crutchfield
Sta. Mgr.....J. Robert Covington
Comm. Mgr.....V. V. Evans
Program Director.....Bailey Hobgood
Pub. Sls. Prom. 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.
RepresentativeForjoe
Pres., Gen., Sta. Mgr.....Francis M. Fitzgerald
Commercial Mgr.....Ray Ervin

WIST—Charlotte—1951—MBS

Frequency: 930 Kc.....Power: 5000 d; 1000 n.
Owned-Oper. By.....Bcstg. Co. of South
Address.....204 Liberty Life Bldg
News ServiceAP
Representative.....Peters, Griffin, Woodward, Inc.
MembershipNARTB, RAB
President.....B. C. Hipp
General Manager.....G. R. Shalto
Sta., Comm. Manager.....W. Frank Harden
Program Director.....W. A. Vaughn
Chief Engineer.....A. O. Richardson

WSOC—Charlotte—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WSOC, Inc.
Address.....1925 N. Tryon St.
News ServiceAP
Rep.....H-R Reps, Bomar Lowrance & Assoc.
MembershipNARTB
Pres., Gen., Sta., Sales Mgr., Pub. Dir. E. J. Gluck
Commercial Mgr.....Larry Walker
Program Director.....Fred Dickson
Chief Engineer.....L. L. Caudle, Jr.

WWOK—Charlotte—1955

Frequency: 1480 Kc.....Power: 1 Kw.
Owned-Oper. By.....Carmen Macri
Address.....215 Greystone Rd.
News ServiceUP
RepresentativeDora-Clayton
Transcription ServiceLang-Worth
PresidentCarmen Macri
General Manager.....Jack Wheeler
Comm. Manager.....Paul Marlowe
Sales Mgr., Pub. Dir.....Herb Berg
Prog. Dir.....Jim O'Donnell
Chief Engineer.....T. C. Wood

WRRZ—Clinton—1946—ABC

Frequency: 880 Kc.....Power: 1000 Watts d.

Owned.....WRRZ Radio Co.
News ServiceAP
Transcription Service.....World
Station Rep......Walker
Station Manager.....H. D. Stanley
Sales Prom. Manager.....E. D. Powell
Program Director.....D. W. Welsh
Chief Engineer.....J. L. Bowles

WEGO—Concord—1943

Frequency: 1410 Kc....**Power:** 1000 Watts d.
Owned-Oper. ByCabarrus Bcstg. Co.
Business-Studio AddressP. O. 527
Phone: 2-6000.....**Air Time:** Daytime

WCKB—Dunn—1946

Frequency: 780 Kc....**Power:** 1000 Watts d.
Owned-Oper. By.....No. Car. Cent. Bcstrs.
Business Address.....Box 431
Phone: 3133.....**Air Time:** Daytime
News ServiceUP
Transcription ServiceWorld
President.....Lefton A. Tart, Sr.
Sta., Gen. Mgr......A. Lincoln Faulk
Commercial Manager.....Carl Lamm
Sales Prom. Mgr......John Ciccone
Program Director.....Rudy Zurlo
Publicity Director.....Polly Faulk
Chief Engineer.....Joseph Kollas

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.
News. Affil......Herald Sun
News ServiceUP
RepresentativePaul H. Raymer
MembershipNARTB, RAB
President.....C. C. Council
Gen. Mgr......J. Frank Jarman
Prog. Dir......E. R. Higgins, Jr.
Chief Eng......C. Roy King
Comm. Mgr......Woody Woodhouse

WSRC—Durham—1954

Frequency: 1410 Kc....**Power:** 1 Kw.
OwnedJohn C. Greene, Jr.
AddressP. O. Box 28
Station Rep......Rambeau, Dora-Clayton
Pres., Gen., Sta. Mgr......John C. Greene, Jr.
Comm. Mgr......Jack Hammette
Prog., Pub. Dir......H. R. Greene
Chief EngineerRoy Fullen

WSSB—Durham—1947—KBS

Frequency: 1490 Kc....**Power:** 250 Watts
Owned-Oper. By ...Public Information Corp.
AddressBox 1168
Station Rep......Gill-Perna
News ServiceAP
President.....E. L. Clinton
Chief Engineer.....B. Misenheimer
Sales Prom. Mgr......Ed Sloan

WTIK—Durham—1946—ABC

Frequency: 1310 Kc....**Power:** 1 Kw. d.

Owned-Oper. By.....Mid Carolina Bcstg. Co.
Address.....205½ W. Main St.
News ServiceAP
RepresentativeMcGillvra
President.....C. H. Wentz
Gen., Sta. Mgr......H. Tom Morris
Prog., Pub. Mgr......Tom Gause
Sales Prom. Mgr......M. G. Bobbitte

WCDJ—Edenton—1955—KBS

Frequency: 1260 Kc....**Power:** 1 Kw. d.
Owned-Oper. By.....Colonial Bcstg. Co.
AddressP. O. Box 509
News ServiceAP
RepresentativeBest
President, Comm. Mgr......Ray A. Childers
General Manager.....R. W. Schuman
Prog. Dir., Chief Eng......D. E. Ames

WCNC—Elizabeth City—1939
MBS-KBS

Frequency: 1240 Kc....**Power:** 250 Watts
Owned-Oper. By ...Albemarle Bcstg. Co., Inc.
AddressBox 535
News ServiceUP
Transcription ServiceThesaurus
Station Rep......Bogner & Martin
President.....J. L. Lamb, Sr.
Gen. Mgr......J. L. Lamb, Jr.
Commercial Manager.....C. E. Ferrell
Program Director.....Jimmy Raper
Chief Engineer.....Walt Miller

WGAI—Elizabeth City—1949

Freq.: 560 Kc...**Power:** 1 Kw. d., 500 Watts n.
Owned-Operated By.....WGAI Radio Co.
Business-Studio Address.....Kramer Bldg.
News ServiceAP
Pres., Gen., Sta. Mgr......C. Alden Baker
Comm., Sales Prom. Mgr., Prog. Dir......B. Thomas
Publicity Director.....Jack Aulis

WIFM—Elkin—1951

Frequency: 1540 Kc....**Power:** 250 Watts
Owned.....Tri-County Bcstg. Co. Inc.
AddressElk Spur St.
News ServiceUP
General Mgr......Will Erwin
Ass't. Mgr., Chief Eng......Eugene Smith, Jr.
Program Director.....Mrs. Ruth Smith

WFMO—Fairmont—1953

Frequency: 860 Kc....**Power:** 1000 Watts
Owned.....Carolinas Broadcasting Co., Inc.
AddressBox 492
News ServiceUP
TranscriptionThesaurus, Lang-Worth
Rep......Interstate United Newspapers Inc.
MembershipNARTB, RAB
President.....Cutlar Moore
Gen., Comm. Mgr......Billy E. Peele
Program Dir......James C. Clarke
Chief Engineer.....Joseph F. Miles



WFAI—Fayetteville—1947
CBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Ralph E. Hess
Bus.-Studio Address Box 659
News Service AP
Transcription Service RCA Thesaurus
Representative Thomas F. Clark
President, Gen. Mgr. Ralph E. Hess
Sta. Mgr. Dick Perry
Comm. Mgr. Bob Smith
Pub. Dir., Sales Prom. Mgr. Tom Slade
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
News Service AP
Representative Burn-Smith
Transcription World
Membership RAB
General Manager L. W. Allen
Commercial Manager W. D. Bailey
Sales, Prom. Mgr. W. B. Belche
Program Director Marvin Rosenburg

WFNC—Fayetteville—1938
MBS

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By Cape Fear Bcstg. Co.
Address 1009 William Clark Rd.
News Service UP
Representative Walker
Membership RAB, NARTB
President Victor W. Dawson
General Mgr. Norman Suttles
Comm. Mgr. Robert Nietman
Program Director Mac Stamps
Chief Engineer Edward Cook

WBBO—Forest City—1947

Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By Rutherford Co. Radio Co., Inc.
Address Forest City
News Service AP
Newspaper Affil. Courier, Sun
Transcription Service World
Membership NARTB
Pres., Gen., Sls. Mgr. Ed M. Anderson
Comm. Manager Fred Blanton
Program Director Lee Kanipe
Chief Engineer Merton Iwerks

WFGV—Fuquay Springs—1949
KBS

Frequency: 1460 Kc. Power: 1000 Watts a.
Owned-Oper. By WFGV Bdcstg. Co.
Business-Studio Address Box 588
News Service UP
Transcription Service World

Representative Continental Radio Sales
President J. M. Stephenson
Gen., Sta., Comm. Mgr. Robert E. Stephenson
Sales Prom. Mgr. Ray Godwin
Prog., Pub. Dir. Walter M. Pearson
Chief Engineer Harry D. Stephenson

WGNC—Gastonia—1939—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Catherine T. McSwain
Address Dallas Road
News Service UP
Transcription Service Lang-Worth
Representative Continental Radio Sales
Gen., Sta. Mgr. Pat McSwain

WLTC—Gastonia—1947—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By Gastonia Bcstg. Serv., Inc.
Address P. O. Box 1010
News Service AP
Representative Thomas F. Clark
Pres., Gen., Sta. Mgr. James B. Petty
Commercial Manager Boyce C. Morrow
Program Director Betsy Scarboro
Chief Engineer Don Voigt

WFMC—Goldsboro—1951
KBS

Frequency: 730 Kc. Power: 1 Kw. d.
Owned Southern Radio & TV Corp.
Address P. O. Box 655
News Service UP
Trans. Service World, Lang-Worth, SESAC
Membership NARTB, RAB
Pres., Gen. Mgr. Kenneth T. Marshall
Prog. Dir., Chief Eng. Henry H. Harrison, Jr.

WGBR—Goldsboro—1939
ABC

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By E. Carolina Bdcstg. Co., Inc.
Address P. O. Box 1024
Transcription Service Thesaurus
Membership NARTB
Comm., Gen. Mgr., Pgm. Dir. V. G. Balkcum

WGOL—Goldsboro—1955

Frequency: 1300 Kc. Power: 1000 Watts
Owned Wayne Broadcasting Co.
Address 116 W. Mulberry St.
News Service AP
Representative Donald Cook
General Mgr. Lawrence B. Carr
Comm. Mgr. William H. Stuckey
Program Dir. John G. Britt
Publicity Dir. James F. Benson
Chief Engineer Paul E. Horne

WBIG—Greensboro—1926
CBS

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By North Carolina Bcstg. Co.
Studio Address 2838 Battleground Rd.



News ServiceUP
 Representative.....George P. Hollingbery
 Trans., Victor, Capitol, Decca, Columbia, MGM
 MembershipNARTB, 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.....Bill Dailey

WCOG—Greensboro—1948
ABC

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Inter-City Adv. Co., Inc.
 Business-Studio Address.....P. O. Box 3305
 News ServiceUP
 Representative...The Bolling Co., J. S. Ayers
 President.....George W. Dowdy
 General Mgr.....Jack L. Rimmer

WGBG—Greensboro—1942
MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..Greensboro Bcstg. Co., Inc.
 Business-Studio Address.....P. O. Box 2280
 News ServiceUP

RepresentativeBurn-Smith
 Pres., Gen., Sta. Mgr.....Ralph M. Lambeth
 Commercial Mgr.....B. George Barber, Jr.
 Chief EngineerFred S. Smith

WPET—Greensboro—1954

Frequency: 950 Kc.....Power: 500 Watts
 Owned.....Wayne M. Nelson
 AddressBox 3488
 News ServiceUP
 Pres., Gen., Sta. Mgr.....Wayne M. Nelson
 Comm., Sis. Prom. Mgr.....Leona Showmar
 Prog., Pub. Dir., Chief Eng...E. M. Stanton, Jr.

WGTC—Greenville—1940
MBS

Frequency: 1590 Kc.....Power: 5 Kw.
 Owned-Oper. By....Greenville Radio Co., Inc.
 Address.....103 E. 5th St.
 News Service.....UP
 TranscriptionWorld
 RepresentativeDevney, Forjoe
 MembershipNARTB
 President.....H. W. Anderson
 Comm. Mgr.....C. B. Goodyear
 Gen. Mgr., Prog. Dir.....Joel Lawhon
 Chief Engineer.....Bill Covington

No. 1 Market in the Carolinas...
GREENSBORO

Per Family Sales*

*First in
 the Carolinas*

followed by
 Charlotte and Raleigh

* 1956 Survey of Buying Power

Food Store Sales*

*First in
 the Carolinas*

followed by
 Charlotte and Greenville
 (S. C.)

General Mdse. Sales*

*First in
 the Carolinas*

followed by
 Charlotte and Greenville
 (S. C.)

WBIG... Greensboro's first radio station
 ... in 31st year of broadcasting

1ST in **P**opularity
 in **P**ersonalities
 in **P**ower—5000 watts

Hollingbery, National Representative





WHNC—Henderson—1945
KBS

Frequency: 890 Kc. Power: 1000 Watts
Owned-Oper. Henderson Radio Corp.
Address Norlina Road
News Service AP
Transcription Service Lang-Worth
Pres., Comm., Sales Prom. Mgr. Nathan Frank
Gen., Sta. Mgr., Pub. Dir. Dr. Clave Frank
Program Director Dorothy Robinson
Chief Engineer James H. Mayo

WHVH—Henderson—1955

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Vance Co. Bcstg. Co.
Address P. O. Box 1011
News Service UP
Transcription SESAC
Representative Best
Pres., Gen., Sta. Mgr. Howard V. Harrell
Comm., Prom. Mgr. W. L. Adcock
Program Director Helen Rogers
Chief Engineer Howard V. Harrell

WHKP—Hendersonville—1946
ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Radio Hendersonville, Inc.
Address Chimney Rock Road
News Service UP
Membership NARTB
President Beverly Middleton
Gen Mgr. Kermit Edney
Traffic Mgr. Dorothy Tebben
Comm. Mgr. John Horton
Program Director Jimmy Northington
Chief Engineer Charles Renfrow

WHKY—Hickory—1939
MBS-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
Transcription Service World
News. Affil. Daily Record
Membership NARTB
News Service UP
President Carl V. Cline
Gen., Sta. Manager Edmund S. Long
Comm. Prom. Mgr. James K. Willis
Prog., Pub. Dir. Laura Hall
Chief Engineer Thomas E. Long

WIRC—Hickory—1948

Frequency: 630 Kc. Power: 1000 Watts d.
Owned-Oper. By Foothills Bdcstg., Inc.
Address Box 484 Annex
News Service AP
Representative John E. Pearson
Membership NARTB
President Margaret A. Smith
General Mgr. E. H. Smith, Jr.

Asst. Mgr., Chief Engr. Elmer Troutman
Commercial Manager Lee Douglas
Program Director Mattie I. Padgett

WHPE—High Point—1947
KBS

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Oper. By High Point Bcstg. Co.
Business-Studio Address 504½ N. Main St.
News Service AP
Transcription Service World
Pres., Prog. Dir., Chief Eng. Gary C. Davis
Comm. Mgr. Hal W. Hicks

WMFR—High Point—1935
ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Radio Station WMFR, Inc.
Business Studio Address 164 S. Main
News Service UP
Transcription Service Lang-Worth
Representative Burn-Smith
Pres., Gen.-Station Mgr. Frank S. Lambeth
Commercial Manager Frank Smith
Sls., Prom., Pub. Dir. G. D. Sullivan
Program Director Diamond Carter
Chief Engineer Robert P. Boyd

WNOS—High Point—1953

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned Statesville Broadcasting Co.
Address Statesville, N. C.
News Service AP
Transcription Service Thesaurus
Membership NARTB
General Manager Garrett M. Allen
Sta., Comm., Sales Prom. Mgr. Russell M. Hunt
Program Director Tom A. Wall
Chief Engineer T. K. Abernethy

WJNC—Jacksonville—1945
MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned Onslow Bcstg. Corp.
Address Jacksonville
Representative Burke-Stuart
Pres., Gen. Mgr. Robert P. Mendelson
Sta. Manager Rodric L. Jones
Program Director Jean B. Mendelson
Chief Engineer Alvin Sisk

WLAS—Jacksonville—1953

Frequency: 910 Kc. Power: 1000 Watts
Owner Seaboard Bcstg. Corp.
Address P. O. Box 1197
News Service UP
Transcription Thesaurus, World
Membership NARTB
President Jerry Popkin
Gen., Comm. Mgr., Prog. Pub. Dir. Paul Parker
Chief Eng. Rod Dorsey

WGTL—Kannapolis—1946

Frequency: 870 Kc. Power: 1000 Watts d.



Membership NARTB
 Transcription Service World
 Representative Continental Radio Sales
 General Mgr. Al G. Stanley
 Sales Mgr. Frank L. Martin
 Program Dir. Maurice Stuart

WBRM—Marion—1949

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Lake City Bcstg. Corp.
 Address Box 229
 News Service UP
 President W. P. Erwin
 Comm. Mgr. J. C. Pleasant
 Gen., Sta. Mgr., Pub., Prog. Dir.

J. L. Reynolds, Jr.
 Chief Engineer Hubert C. Martin

WMAF—Monroe—1948—KBS

Frequency: 1060 Kc. Power: 250 Watts d.
 Owned-Operated By Union Bcstg. Corp.
 Business Address Walkup Ave.
 Rep. Continental
 News Service UP
 Station Manager J. A. Laney
 Business Manager W. D. Benton
 Program Director Frank Funderburk
 Chief Engineer Robert I. Smith

**WHIP—Mooreville—1950
 KBS**

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By Wayne M. Nelson
 Address Mooreville, N. C.
 News Service UP
 Pres., Gen., Sta. Mgr. Wayne M. Nelson
 Comm., Sls., Prom. Mgr. Leona Showmar
 Prog., Pub. Dir. Buck Mills
 Chief Engineer Philip W. Nelson

**WMBL—Morehead City—1947
 KBS**

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By Carteret Bcstg. Co., Inc.
 Address Box 432
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB
 Representative McGillvra
 Pres., Gen., Sta. Mgr. Grover C. Munden
 Comm. Manager Charles Markey
 Chief Engineer Walder Niemi
 Program Director Fay M. Merrell

WMNC—Morganton—1947

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Nathan J. Cooper
 Address Morganton
 News Service AP
 Transcription Standard
 Membership NARTB
 General Mgr. Nathan J. Cooper
 Comm. Manager Charles R. Tappy
 Chief Engineer Frank A. Ballew
 Program Director Madelyn Y. Patton

WPAQ—Mt. Airy—1948—KBS

Frequency: 740 Kc. Power: 10,000 Watts d.
 Owned-Operated By Ralph D. Epperson
 Address Mt. Airy
 News Service AP
 Representative Thomas Clark
 Pres., Gen.-Sta. Mgr. Ralph D. Epperson
 Commercial Manager Lucy Bowman
 Program Director Cosin Lindsey

**WSYD—Mount Airy—1951
 MBS**

Freq.: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Mount Airy Bcstrs., Inc.
 Address P. O. Box 209
 Pres., Gen. Mgr., Ch. Eng., Robert H. Epperson
 Commercial Manager Erastus F. Poore
 Program Dir. Bobby Moxley

**WHIT—New Bern—1942
 MBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WHIT
 Address Highway 17, So., Box 551
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB
 Representative John E. Pearson
 Gen., Sta. Manager Ray D. Williams
 Prog. Dir. Jim Putnam
 Comm. Mgr., Pub. Dir. Don Lee
 Sales Prom. Mgr. Lyle Hermann
 Chief Engineer Ed Williams

**WOOW—New Bern—1953
 KBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Craven Bcstg. Co.
 Address P. O. Box 7
 News Service AP
 Rep. Interstate United News, Inc.
 Transcription Service Thesaurus
 President Dr. F. Y. Sorrell
 General Manager James A. Ballard
 Commercial Mgr. Louis P. Dunn
 Program Dir. James E. Kiker

**WNNC—Newton—1948
 KBC-MBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Newton-Conover Bcstg. Co.
 Business Address West "A" St.
 News Service UP
 Transcription SESAC
 Representative Media Sales & Service
 Pres., Gen., Sta. Mgr. Earl Holder
 Comm., Sls. Prom. Mgr. Eugene Henry

**WKBC—North Wilkesboro
 1947**

Frequency: 810 Kc. Power: 1000 Watts d.

Owned-Oper. By.....Wilkes Bcastg. Co.
 Address.....Radio Bldg.
 News Service.....AP
 Transcription Service.....World
 Membership.....RAB
 Pres., Gen. Mgr.....Doris B. Brown
 Comm.-Sales Prom. Mgr.....Roland B. Potter

WOXF—Oxford—1949

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Oxford Bcastg. Corp.
 Address.....P. O. Box 1111
 News Service.....AP
 Transcription.....Capitol
 President.....A. N. Critcher
 General Manager.....James F. Flanagan
 Comm. Manager.....Mike Hight

WMSN—Raleigh—1954
KBS

Frequency: 570 Kc.....Power: 500 Watts
 Owned.....Merchants and Farmers Station, Inc.
 Address.....649 Maywood Avenue
 News Service.....AP
 Representative.....Winborne & Winborne
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....B. H. Ingle, Sr.
 Comm., Sales Prom Mgr.....Jim Thornton
 Program Dir.....Ruth Johnson
 Publicity Dir.....Robert R. Mitchell
 Chief Engineer.....Ed McCleod

WKIX—Raleigh—1948
ABC-MBS

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.
 Owned.....Sir Walter Television Co.
 Address.....2128 Western Blvd.
 Newspaper Affil. News and Observer Pub. Co.
 News Service.....AP
 Representative.....Forjoe
 Membership.....NARTB, RAB
 President.....John W. English
 General Mgr.....John H. Bone
 Station Mgr.....Roger Bower
 Commercial Mgr.....James Simpson
 Prom. Mgr., Pub. Dir.....Peter Tripodi
 Program Dir.....Edrie Davis
 Chief Engineer.....Lee Poole

WPTF—Raleigh—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WPTF Radio Co.
 Business-Studio Address.....Insurance Bldg.
 News Service.....AP, UP
 Representative. Peters, Griffin, Woodward, Inc.
 Membership.....NARTB, RAB
 Pres., Gen., Mgr.....Richard H. Mason
 Commercial Mgr.....R. W. Youngsteadt
 Program Manager.....Graham B. Poyner
 Publicity Director.....Worth White
 Chief Engineer.....Henry Hulick, Jr.

WRAL—Raleigh—1939

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Capitol Bcastg. Co., Inc.

Bus.-Studio Address.....130 S. Salisbury St.
 Representative.....Forjoe & Co.
 Membership.....NARTB, RAB
 Vice-President.....Fred Fletcher
 Gen., Sales Mgr.....Bill Currie

WFRC—Reidsville—1947
KBS-ABC

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Piedmont Carolina Bcastg.
 Business-Studio Address.....Box 990
 News Service.....AP
 Representative.....Bogne & Martin
 Membership.....NARTB
 President.....H. T. Williams
 Gen., Sta., Comm. Mgr.....Stephen F. Woodson
 Sales Prom. Mgr., Prog. Dir.....Alfred Nelson
 Pub. Director.....Oscar Griffin, Jr.
 Chief Engineer.....W. Scarborough

WREV—Reidsville—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Reidsville Bcastg. Co.
 Address.....Drawer 1349
 News Service.....UP
 Rep.....Webb, Interstate United Newspapers
 Pres., Gen. Mgr.....William M. Oliver, Sr.
 Program Director.....Mrs. Katye P. Oliver
 V.P., Ch. Engineer.....William M. Oliver, Jr.

WCBT—Roanoke Rapids
1939—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....WCBT, Inc.
 Address.....251 Roanoke Ave.
 News Service.....UP
 Station Rep.....Continental
 Station Manager.....Jerry Elliott
 Commercial Mgr.....Donald O. Collins
 Program Director.....Dick Phillips

WAYN—Rockingham—1946

Frequency: 900 Kc.....Power: 1000 Watts a.
 Owned-Operated By.....WAYN, Inc.
 Address.....Rockingham
 News Service.....UP
 Transcription Service.....World
 Pres., Gen., Sta. Mgr.....Wayne M. Nelson
 Comm., Sls., Prom. Mgr.....William Futterer
 Prog., Pub. Dir.....Carole Henderson
 Chief Engineer.....Carl M. Wilson

WCEC—Rocky Mount—1947
CBS-KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned By.....East Carolina Electronics
 Bus.-Studio Address.....P. O. Box 1075
 News Service.....AP
 Newspaper Affiliation.....Telegram
 Representative.....Pearson
 Membership.....NARTB
 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
News Service.....AP
Representative.....Burn-Smith
Pres., General Mgr.....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
News Service.....UP
Transcription Service.....World
Membership.....NARTB, RAB
General Manager.....H. S. Taylor

WSAT—Salisbury—1947
ABC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-Address.....Drawer 99
News Service.....UP
Representative.....McGillivra
Membership.....NARTB, RAB
President.....Charles H. Wentz
Gen., Sta. Mgr.....Harry L. Welch
Comm. Mgr.....Catherine Murphy
Program Director.....Gales M. Adkins
Vice President.....E. L. Sherman

WSTP—Salisbury—1939
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Piedmont Bcstg. Corp.
Bus. Studio Address.....Center Theatre Bldg.
News Service.....AP
Manager.....Russ McIntire
Comm. Manager.....Russell Hunt

WEYE—Sanford—1952

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lee Bcstg. Corp.
Address.....P. O. Box 550
News Service.....AP
Transcription.....Associated, SESAC
Pres., Gen. Mgr.....W. L. Simmons

WWGP—Sanford—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Sandhills Bcstg. Corp.
Address.....P. O. Box 651
Newspaper Affiliation.....Herald
Sec'y-Treas.....W. E. Horner
Gen., Comm. Mgr.....Phil Peterson

WOHS—Shelby—1946
MBS-KBS

Frequency: 730 Kc.....Power: 1000 Watts
Owned-Oper. By.....Western Carolina Radio
Business Address.....Shelby
News Service.....UP
Membership.....NARTB
Pres., Gen. Manager.....Robert M. Wallace
Comm. Manager.....Don McLain
Program Director.....Harold Watson
Chief Engineer.....Edwin Patterson

WNCA—Siler City—1952

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Chatam Bcstg. Co.
News Service.....UP
Membership.....RAB
Representative.....Best; Media
Transcription Service.....Lang-Worth, SESAC
Gen., Sta., Comm. Mgr.....L. C. Bruce

WMPM—Smithfield—1950

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....John S. Townsend
Address.....Smithfield
News Service.....AP
Gen. Mgr., Sta. Mgr., Chief Eng.

John S. Townsend
Commercial Mgr.....Bill Burwell
Program Director.....Bill Kirby
Publicity Director.....John Wall

WEEB—Southern Pines—1947
ABC

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned..The Sandhill Community Bcstrs., Inc.
Address.....135 W. New Hampshire Ave.
News Service.....AP
Transcription Service.....Associated
Station Rep.....Holman
Membership.....NARTB
Pres., Gen. Mgr.....Jack S. Younts
Comm., Prom. Mgr., Ch. Eng...Joe A. Warren
Program Director.....Charles G. Clapp
Publicity Director.....Shepp Ames

WTOE—Spruce Pine—1955

Frequency: 1470 Kc.....Power: 1 Kw. d.
Owned-Oper. By...Toe River Valley Bcstg. Co.
Address.....Radio-Chalk Mountain
News Service.....UP
President.....T. N. Cooper
Comm. Mgr.....Nelle Thomas
Program Dir.....Kenneth E. Woddard

WSIC—Statesville—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Statesville Bcstg. Co.
Address.....Box 1189
News Service.....AP
Membership.....NARTB
President.....A. F. Sams, Jr.
Gen., Sta. Mgr.....G. M. Allen
Commercial Manager.....James Odom

Sales Prom. Mgr. Dick Doudna
 Program Director James Melvin
 Chief Engineer T. K. Abernethy

WTAB—Tabor City—1954

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Oper. By Tabor City Bcstg. Co
 Address Tabor City
 News Service AP
 Transcription Service World
 Membership NARTB
 President John Soles, Jr.
 Station Manager Troy McPherson
 Program Director Roger Earp
 Publicity Director Harry Dunnagan
 Chief Engineer Arthur D. Nix

WCPS—Tarboro—1946

Frequency: 760 Kc. Power: 1000 Watts d.
 Owned-Oper. Coastal Plains Bcstg. Co., Inc.
 Bus.-Studio Address Edgecombe Bank Bldg.
 News Service UP
 Transcription Service World
 Representative Dora Clayton
 Membership NARTB
 President V. E. Fountain
 General Manager G. Lee Hodges
 Commercial Manager W. Roy Ward
 Program Director Tom Shields

WTNC—Thomasville—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned By The Thomasville Bcstg. Co
 Address P. O. Box 750
 News Service UP
 Gen., Sta., Comm. Mgr., Prog., Pub. Dir.
 Harold Harrison
 Chief Engineer James McAden

WTYN—Tryon—1954

Frequency: 1580 Kc. Power: 250 Watts
 Owned Polk County Broadcasters
 Address Box 1317
 News Service UP
 Transcription Capitol, Thesaurus, Decca
 Gen., Sta. Mgr. Graves Taylor
 Commercial Mgr. Henry G. Bartol, Jr.
 Program, Pub. Dir. Charles Rush
 Chief Engineer Palmer A. Greer

WADE—Wadesboro—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By R. P. Lyon & Son
 Address Radio Bldg.
 News Service UP
 Transcription Thesaurus
 General, Sta. Mgr. W. P. Billingsley
 Program Director Peggy L. Mitchell

WLSE—Wallace—1953

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Duplin Bcstg. Co.
 Address Hwy. 117, N.
 News Service AP
 Transcription Lang-Worth

Membership NARTB
 General Manager Lester L. Gould
 Sta., Comm. Manager John T. Newman III

WHED—Washington—1948
KBS

Frequency 1340 Kc. Power: 250 Watts
 Owned-Oper. By Pamlico Bcstg. Co.
 Address Box 439
 News Service UP
 Representative Continental
 Pres., Gen., Sta. Mgr. W. W. Moore
 Comm., Sis. Prom. Mgr., Pub. Dir. Peter Moore
 Program Director George Shreiver
 Chief Engineer Richard Tripp

WRRF—Washington—1942
ABC

Frequency: 930 Kc. Power: 5 Kw., 1 Kw. n.
 Owned-Oper. By Tar Heel Bcstg. System, Inc.
 Bus.-Studio Add. Bank of Washington Bldg.
 News Service AP
 Representative Headley-Reed
 Membership NARTB, RAB
 President W. R. Roberson, Jr.
 Station Manager William Abeyounis
 Commercial Manager Robt. Frowein
 Program Director Merrill Daniels
 Chief Engineer L. E. Hiland

WHCC—Waynesville—1947
KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Kenneth D. & Margaret F. Fry
 Business-Studio Address Main St.
 News Service UP
 Transcription Thesaurus
 Pres., Gen. Mgr. K. D. Fry
 Treasurer M. F. Fry

WENC—Whiteville—1946
MBS-KBS

Frequency: 1220 Power: 1000 Watts
 Owned Whiteville Broadcasting Co., Inc.
 Address P. O. Box 700
 News Service AP
 Representative Thomas F. Clark
 Membership RAB
 President J. A. Maulsby, Sr.
 Station Mgr., Pub. Dir. Jerry Honeycutt
 Comm., Sales Prom. Mgr. C. D. Pickrell
 Program Director Edna E. Ripple
 Chief Engineer Graham C. Fore

WIAM—Williamston—1951
KBS

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By E. Carolina Bcstg. Co.
 Address E. Main St.
 News Service UP
 Representative Media Sales & Service
 Co.-O., Sta. Manager William H. Farrior
 Co.-O., Gen., Comm. Mgr. Charles M. Gaylord

WGNI—Wilmington—1947
MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...New Hanover Bcstg. Corp.
Business Address.....Box 869
News ServiceUP
TranscriptionThesaurus
RepresentativeWalker
President.....J. S. Brody
General Manager.....Allen B. Jones
Commercial Mgr.....A. V. Thompson
Chief Eng., Prog. Dir.....Arthur L. Madeley

WMFD—Wilmington—1935
ABC

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By.....R. A. Dunlea
AddressBox 1769
Representatives.....Burn-Smith, Clark Brown
News ServiceUP
Transcription ServiceWorld
MembershipNARTB
Pres., Gen. Mgr.....R. A. Dunlea, Sr.
Station Manager.....George A. Curtis
Commercial Manager.....Clay McBride
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.
News ServiceUP
Representative...John E. Pearson, Clark Brown
MembershipNARTB, RAB
Pres., Gen. Sta. Mgr.....Penn T. Watson, Sr.
Commercial Manager.....Desmond Barclay
Sls., Prom. Mgr.....P. T. Watson, Jr.
Publicity Director.....C. M. Farris
Program Director.....Bill Bunn
Chief Engineer.....Ernest C. Pate

WVOT—Wilson—1948
MBS

Freq.: 1420 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Wilson Radio Co., Inc.
AddressP. O. Box 170
News ServiceAP
RepresentativeDevney, Forjoe
Gen., Sta. Mgr.....Harry Severance

WAAA—Winston-Salem—1950

Frequency: 980 Kc. Power: 1000 Watts d.
Owned.....Camel City Bcstg. Corp.
AddressBox 3119
News ServiceAP
RepresentativeStars National
President.....R. B. Woodyard
General Manager.....Ranny Daly

WAIR—Winston-Salem—1937
ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...Radio Winston-Salem, Inc.
Business Address.....S. Hawthorne & First St.
RepresentativeBurn-Smith
News ServiceAP
TranscriptionWorld
President.....John S. Riggs
General Manager.....Wallace Voight
Treasurer.....F. Robert Greene

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.
Transcription ServiceLang-Worth
News ServiceUP
Newspaper Affil...Journal, Twin City Sentinel
RepresentativeHeadley-Reed
MembershipNARTB
PresidentGordon Gray
V.P., Gen. Mgr.....Harold Essex
Operations Manager.....Phil Hedrick
Commercial Manager.....W. H. Henry
Program Manager.....Robert Estes
Publicity Director.....Dick Barron
Chief Engineer.....Leon Lasley

WTOB—Winston-Salem—1947
CBS-MBS

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Op. By...Winston-Salem Bcstg. Co., Inc.
Address.....300 S. Stratford
Representative...Venard, Rintoul, McConnell
News ServiceAP
MembershipNARTB
President, Pub. Dir.....James W. Coan
General, Sta. Manager.....John G. Johnson
Comm. Manager.....Charles Brunt
Program Director.....Johnny Miller
Chief Engineer.....James Hoke

North Dakota

Pop. March 1 (Est. 661,000—Families 177,000
Radio Homes 171,000—TV Homes 96,000—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.
News ServiceUP

Transcription ServiceThesaurus
MembershipNARTB, RAB
RepresentativeJohn Blair
President.....Mrs. P. G. Meyer
General Manager.....W. A. Ekberg
Station Comm. Mgr.....R. W. MacLeod
Program Director.....Don McLean



Promotion Dir. Jack Swenson
Chief Engineer. Ivar Nelson

KDLR—Devils Lake—1925
MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. KDLR, Inc.
Business-Studio Address. 1025 3rd St.
News Service UP
Transcription World, SESAC
Representative Hal Holman
Pres., Gen. Manager. Bert Wick
Comm., Sales Prom. Mgr. Paul R. Lange
Program Director. Wilbur Clemenson
Publicity Director. Norman Buckner
Chief Engineer. Richard Morlitz

KDIX—Dickinson—1947
KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By. Dickinson Radio Assn.
Bus.-Studio Address. 119 2d Ave. W.
News Service AP
Trans. Service. Standard, SESAC, World
Representative Holman
Membership NARTB, RAB
President. Dr. P. J. Weir
Gen.-Sta. Mgr. Orville F. Burda
Comm., Sales Prom. Mgr. Keith Gardner
Prog., Pub. Dir. Lauren Haacke
Chief Engineer. Benjamin G. Locherd

KFGO—Fargo—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By. Northern States Bcstg. Co.
Business-Studio Address. Box 1610
Transcription Service Standard, World
Representative Gill-Perna
News Service AP
Membership RAB
President. W. R. Haggart
Gen., Comm. Sales Mgr. Charles G. Burke
Program Director. C. L. Davis
Chief Eng. G. Stenoien, N. Pederson

WDAY—Fargo—1922—NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By. WDAY, Inc.
Business-Studio Address. 207 North Fifth
News Service AP, UP
Newspaper Affil. Forum
Transcription Service Thesaurus
Membership. NARTB, RAB
Rep. Peters, Griffin, Woodward, Inc.
President. E. C. Reineke
Station Manager. Jack Dunn
General Manager. Tom Barnes
Sales Promotion Manager. Roy Pedersen
Sales Manager. Bill Burn
Program Director. Ernie Brevik
Promotion Mgr. Roy Pedersen

KILO—Grand Forks—1923
CBS

Frequency 1440 Kc. Power: 1000 d.; 500w.

Owned-Oper. By. Grand Forks Herald, Inc.
Bus.-Studio Address. First Natl. Bank Bldg.
News Service AP
Newspaper Affiliation Herald
Representative. Everett-McKinney, O'Connell
Membership NARTB
President. M. M. Oppegard
Sta., Comm. Mgr. Herman Livingston
Program Director. W. F. Rendell
Chief Engineer. A. F. Petrlch

KNOX—Grand Forks—1947

Frequency: 1310 Kc. Power: 5000 Watts
Owned By. Community Radio Corp.
Address P. O. Box 1110
News Service UP
Representative. Rambeau, Bulmer & Johnson
Sales Manager. Robert Lukkason

KNDC—Hettinger—1954

Frequency: 1490 Kc. Power: 250 Watts
Owned. Hettinger Bcstg. Co.
Address Lambert Bldg.
News Service UP
Transcription Thesaurus
President. T. G. Barclay
Manager Les Kleven
Commecial Manager. Warren Papke
Program Director. Roger Rien
Chief Engineer. Dick Patterson

KEYJ—Jamestown—1954
MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned. James River Bcstg. Co.
Address Box 1170
News Service UP
Transcription Standard
President, Gen. Mgr. Robert E. Ingstad
Station Manager. A. G. Berry
Comm. Manager. R. L. Richardson
Program Director. James L. Footit
Publicity Director. George Gaustad
Chief Engineer. Kenneth L. Rich

KSJB—Jamestown—1937
CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By. N. Dak. Bcstg. Co., Inc.
Address Box 626
News Service AP
Representative. Weed & Co.
Membership NARTB
President. John W. Boler
Station Manager. E. M. Hoge
Sales Prom. Manager. S. S. Ingersoll
Program Director. Kay McKenzie
Chief Engineer. Harvey Van Erem

KBOM—Mandan—1925

Frequency: 1270 Kc. Power: 1000 Watts
Owned. Mandan Radio Assn. Inc.
Address Box 200
News Service AP
Transcription World

Representative Gill-Perna
 Pres., Gen. Mgr. J. K. Harris
 Sta., Comm. Mgr. R. C Johnson
 Traffic Mgr. Mary Ebach
 Program Dir. Dee Desmond
 Publicity Dir. Larry Mills
 Chief Engineer. Ray Barnett

KCJB—Minot—1950—CBS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By. No. Dakota Bcstg. Co.
 Address Highway 83 South
 Representative Weed
 News Service UP, AP
 Membership NARTB
 President. John W. Boler
 Station Manager. Chester Reiten
 Operations Mgr. Judith Lawton
 Program Dir. Ann Hennes
 Chief Engineer. Joseph Main

KLPM—Minot—1929—MBS

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By. Minot Bcstg. Co.
 Business-Studio Address. Fairblock, So. Main
 News Service AP
 Transcription Service World
 Representative Walker
 General Manager. John B. Cooley

Station Mgr., Chief Eng. C. W. Baker
 Comm. Dir., Prog. Dir. Leslie E. Maupin

**KOVC—Valley City—1936
 MBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. KOVC, Inc.
 Business-Studio Address. Valley City
 News Service UP
 Transcription Service Standard
 Pres., Gen. Mgr. Robert E. Ingstad
 Program Director. Lyle Peterson
 Commercial Manager. Ed Weeks
 Program Director. Russ Kaber
 Publicity Director. Glen Olson
 Chief Engineer. Charles Sjostrom

KEYZ—Williston—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Charles L. Scofield
 Address Box 1240
 News Service UP
 Transcription Service Standard
 Membership RAB, NARTB
 Gen. Mgr., Chief Eng. C. I. Scofield
 Comm. Manager. W. L. Holter
 Sales Prom. Manager. Bob Miller
 Program Director. J. McGeehan
 Publicity Director. Bob Gilbert

Ohio

Pop. March 1 (Est.) 9,231,000—Families 2,801,000
 Radio Homes 2,695,000—TV Homes 2,572,000—Stations in State 82

WADC—Akron—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By. Allen T. Simmons
 Bus.-Studio Address. WADC Bldg.
 News Service UP
 Transcription Service. Standard
 Representative. George P. Hollingbery
 Pres., Gen., Sta. Mgr. Allen T. Simmons
 Commercial Manager. Robert B. Wilson
 Sales Prom. Mgr. Doc Williams
 Program Director. Elder Fisher
 Publicity Director. Mary Jo Stasell
 Chief Engineer. Arnold Bock

WAKR—Akron—1940—ABC

Frequency: 1590 Kc. Power: 5000 Watts
 Owned By. Summit Radio Corp.
 Address. 853 Copley Rd.
 Newspaper Affiliation. Beacon Journal
 News Service UP, AP
 Representative Burke-Stuart
 President, Gen. Mgr. S. Bernard Berk
 V. P., Gen., Sta. Mgr. Roger G. Berk
 V. P., Comm., Prom Mgr. Kenneth M. Keegan
 Prog. Pub. Dir. Bob Wylie
 Chief Engineer. Irwin L. Knopp

WCUE—Akron—1949

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Akron Bcstg. Corp.
 Address. 41 S. Main St.

Representative Pearson
 News Service UP
 Transcription Standard
 Membership NARTB, RAB
 President, Gen. Mgr. Tim Elliot
 Sta., Comm. Mgr. Jack Maurer
 Station Manager. Harley Lucas
 Program Director. Jack Clifton
 V. P. Sales. Jack Maurer
 Program Director. Rick Reighard
 Advertising Manager. Jean Elliot
 Publicity Director. Bill Steffy
 Chief Engineer. George V. Paul

WHKK—Akron—1944—MBS

Frequency: 640 Kc. Power: 1000 Watts
 Owned-Oper. By. WHKK Bcstg. Co.
 Business-Studio Address. 51 W. State St.
 Representative Bolling
 Co-Owners. J. B. Maurer, P. R. Herbert
 Program Director. Cliff Rodgers

WFAH—Alliance—1953

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Review Pub. Co.
 Address. 2720 S. Union
 Representative Rambeau
 News Service AP
 Newspaper Affiliation. Alliance Review
 Transcription Service Lang-Worth
 Membership NARTB
 General Manager. D. A. Peterson

Commercial Mgr. Robert A. Gates
 Prog. Director Edward D. Krahlung
 Chief Engineer Gene Peterman

WATG—Ashland—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Ashland Bcstg. Corp.
 Address Mansfield Road
 Transcription Service Thesaurus
 Representative McGillvra
 News Service UP
 President Dr. Robert S. Burke
 Gen., Sta. Mgr., Ch. Eng. Don Holzapfel
 Comm., Prom. Mgr. Harlan Cook
 Prog., Pub. Director Jack Muck

WICA—Ashtabula—1937

Freq.: 970 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By WICA, Inc.
 Address P. O. Box 372
 News Service UP
 Transcription Service Thesaurus
 Representative Everett-McKinney
 General Manager John Collin
 Station Manager D. W. Fassett
 Ad. Mgr. Joe Yourcheck

WATH—Athens—1950

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned By Radio Athens
 Address P. O. Box 527
 Station Representative Continental Radio Sales
 News Service UP
 Membership NARTB
 Gen. Mgr., Chief Engr. Andrew Kovlan
 Comm. Manager John Kerr
 Program Director Paul Ellison

WTRX—Bellaire—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned WTRX, Inc.
 Address Route 214
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB
 President Walter Patterson
 V.P., Gen. Mgr. E. R. Huse
 Program Director W. J. Nuzum
 Managing Director William Greaver
 Chief Engineer Chester Nedvesky

WOHP—Bellefontaine—1952 KBS

Frequency: 1390 Kc. Power: 500 Watts
 Owned Lake Erie Radio & TV Corp.
 Address East Sandusky St.
 News Service UP
 President T. M. Nelson
 General Manager R. K. Wood
 Chief Engineer Ken Arnold

WWBG—Bowling Green—1954

Frequency: 730 Kc. Power: 250 Watts d.
 Owner Howard R. Ward
 Address P. O. Box 105

News Service AP
 Membership NARTB
 Pres., Gen., Sta. Mgr. Howard R. Ward
 Chief Eng. Roy Gallagher

WILE—Cambridge—1948 KBS

Frequency: 1270 Kc. Power: 1000 Watts a.
 Owned-Oper. Land o' The Lakes Bcstg. Corp.
 Business-Studio Address 917 Beatty Ave.
 News Service AP
 Transcription Service Standard
 Representative Ohio Stations Reps.
 President Howard A. Donahoe
 Commercial Manager Rob. F. Kah
 Sales Promotion Manager David C. Lorimer
 Prog., Pub. Dir. Bill Robinson
 Chief Engineer Harold Black

WHOT—Campbell—1955

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Myron Jones
 Address 401 N. Elaine Ave., Youngstown
 Membership NARTB
 News Service UP
 Owner Myron Jones
 General Manager William Fleckenstein
 Commercial Manager Lou Skelly

WAND—Canton—1947

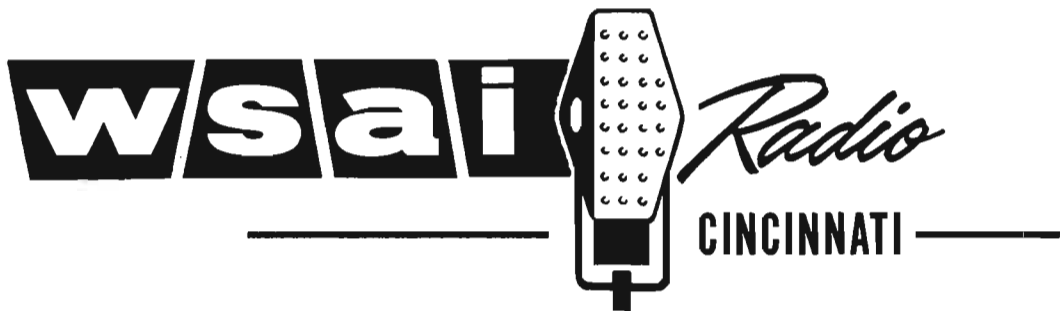
Frequency: 900 Kc. Power: 500 Watts d.
 Owned-Oper. By Magic Wand Bcstg. Co.
 Address Tuscarawas & High
 News Service AP
 Transcription Service Capitol
 Representative Hil F. Best
 President P. C. Wilson
 Station Manager James Wilson

WCMW—Canton—1946

Frequency: 1060 Kc. Power: 1000 Watts a.
 Owned-Operated By Stark Bcstg. Corp.
 Bus.-Studio Address Hills & Dales Rd.
 Representative Burke-Stuart
 News Service UP
 Transcription World
 Pres., Gen. Mgr. S. L. Huffman
 Station Manager Clark L. Dozer
 Commercial Mgr. Jack R. Hale
 Sales Prom. Manager R. Bremkamp
 Program Director D. I. Dever
 Publicity Director Joe Saxon
 Chief Engineer W. Waechter

WHBC—Canton—1925—ABC

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By Ohio Bcstg. Co.
 Business-Studio Address 550 S. Market St.
 News Service AP
 Newspaper Affil. Brush-Moore
 Representative Venard, Rintoul, McConnell
 Membership NARTB, RAB
 President Eugen Carr
 Station Manager Robert C. Fehlman
 Commercial Manager Paul E. Gilmor



Cincinnati loves WSAI-Radio's program formula of enjoyable music . . . complete news and weather . . . 19 hours a day.

*Proof? WSAI-Radio, now completely **INDEPENDENT** for Greater Community Service, rates*

1ST

FIRST IN CINCINNATI, 6 A.M. to 12 P.M., seven days a week, based on average share of audience. (Pulse, Sept.-Oct. 1956)

FIRST IN CINCINNATI, 6 A.M. to 12 P.M., Sunday through Saturday, in total Nielsen Station Index Area audience. (Oct. 1956 report.)

FIRST IN CINCINNATI, 6 A.M. to 12 P.M., seven days a week, in out-of-home audience, based on average quarter-hour ratings. (Pulse, Sept.-Oct. 1956)

Yes . . . the Ratings are fine and so are the Results! And as for rates . . . since 1953 WSAI-Radio's share-of-audience has increased a full 50%. Rates remain virtually the same! 'SAI's the buy in Cincy!

National Representatives

WEED AND COMPANY

GORDON BROADCASTING CO.

SHERWOOD R. GORDON, PRESIDENT

IN CINCINNATI
EVERYBODY LOVES
wsai

Enjoyable music . . .
complete news
and weather . . .
19 hours a day!





Sales Prom. Mgr. Nancy Schneider
 Program Director Lee Atwell
 Publicity Director Pat Carroll
 Chief Engineer John Schen

WBEX—Chillicothe—1947 ABC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned Shawnee Broadcasting Co.
 Address Pohlmath Road, Carlisle Hill
 News Service UP
 Transcription Standard
 Representative McGavren-Quinn
 Membership NARTB, RAB
 Pres., Sta. Mgr. Truman A. Morris
 Comm. Mgr. Alan Batteiger
 Sales Prom. Mgr. Jeff Guier
 Program Dir. Ketty K. Knab
 Publicity Dir. Mary Morris
 Chief Engineer John Howe

WCHI—Chillicothe—1956

Frequency: 1350 Kc. Power: 500 Watts
 Owned Norman Glenn
 Address 800 Eastern Avenue
 News Service UP
 Representative McGillvra
 President, Gen. Mgr. Norman Glenn
 Commercial Manager Joseph Klarke
 Program Director Sharon Simon

WCIN—Cincinnati—1953

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By Robert W. Rounsaville
 Address 3301 Beekman St.
 Representative Gill-Perna, Dora-Clayton
 News Service UP
 Owner, Gen. Mgr. R. W. Rounsaville
 Station Manager Ralph B. Johnson

WCKY—Cincinnati—1929

Frequency: 1530 Kc. Power: 50,000 Watts
 Owned-Operated By L. B. Wilson, Inc.
 Bus-Studio Address Hotel Sheraton Gibson
 Representatives
 Thomas Welstead, AM Radio Sales
 News Service UP
 Transcription Service Associated, Standard
 Membership RAB
 Pres., Gen. Mgr., Eng. CHas. H. Topmiller
 Sales Prom. Mgr., Pub. Dir. R. M. Fleming
 Sec.-Treas. Jeanette Heinze

WCPO—Cincinnati—1927

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Scripps-Howard Radio, Inc.
 Studio Address 2345 Symmes St.
 News Service UP
 Newspaper Afill. Post
 Representative John Blair
 Membership NARTB
 President Jack R. Howard
 General Manager M. C. Walters
 Station Manager Colin G. Male

Comm. Manager R. Rietman
 Program Director Bill Dawes
 Chief Engineer Paul Adams

WKRC—Cincinnati—1923 CBS

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By Radio Cincinnati, Inc.
 Address-Trans. Hotel Alms
 News Service AP
 Newspaper Affiliation Times-Star
 Transcription Service SESAC
 Representative Katz
 Membership NARTB
 President Hulbert Taft, Jr.
 Promotion Manager Lila Lambert
 General Manager Hubbard Hood
 Program Director Ed Kennedy, Jr.
 Sales Manager H. M. Heilbrun
 Publicity Director Greg Olberding
 Chief Engineer Wilford H. Kennedy

WLW—Cincinnati—1922 NBC

Frequency: 700 Kc. Power: 50 Kw.
 Owned Crosley Bcstg., Corp.
 Address 140 W. Ninth St.
 News Service INS, UP
 Representative
 WLW Sls., NBC Spot Sls., Bomar Lowrance
 Transcription Service SESAC
 Membership NARTB, RAB
 Chm. of Board James D. Shouse
 Pres., Gen. Mgr. Robert E. Dunville
 V.P., Sales H. P. Lasker
 V.P. Programs Al Bland
 V.P., Treas. K. T. Murphy
 Sales Prom. Mgr. Jack Frazier
 Program Director Gene Dailey
 Chief Engineer R. J. Rockwell

WSAI—Cincinnati—1923

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Oper. By Gordon Bcstg. Co.
 Address Sinton Hotel
 News Service AP
 Transcription Service World
 Representative Weed
 Pres., Gen. Mgr. Sherwood R. Gordon
 V.P. Sta. Mgr. Charles A. Black
 Nat'l Sales Manager Lu Bassett
 Local Sales Manager H. O. Parry
 Promotion Director Arthur Plaut
 Chief Engineer Jonas Helser

WERE—Cleveland—1948

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By Cleveland Bcstg. Inc.
 Address 1501 Euclid Ave.
 News Service AP, INS, UP
 Station Rep. Venard, Rintoul & McConnell
 Transcription Service Standard
 Membership NARTB
 President Ray T. Miller



General Manager.....Richard M. Klaus
 Merchand. Mgr.....Ed Paul
 Gen. Sales Manager.....C. A. Dunbar
 Promotion Manager.....Sam Elber
 Chief Engineer.....Harry Dennis

WDOK—Cleveland—1950

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....Civic Bcstrs., Inc.
 Address.....1515 Euclid Ave.
 News Service.....UP
 Representative.....H-R
 Transcription Service.....SESAC
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....Frederick C. Wolf
 Program Director.....Ralph Quay
 Sales Prom. Manager.....Norman Wain
 Publicity Director.....Mary Ann Frayiko
 Chief Engineer.....Clifford Ormston

WGAR—Cleveland—1930 CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Peoples Bcstg. Corp.
 Address.....Hotel Statler
 News Service.....INS, UP
 Representative.....Christal
 Membership.....NARTB, RAB
 President.....Murray D. Lincoln
 V. Pres., Gen. Mgr.....Herbert Evans

Station Manager.....Carl E. George
 Commercial Mgr.....Robert E. Forker
 Program Director.....Robert Smiley
 Sales Prom. Mgr., Pub. Dir.....Robert Robertson
 Chief Engineer.....Lloyd Wingard

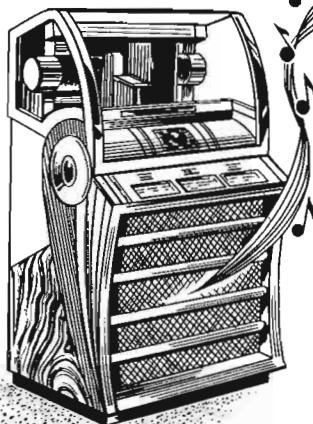
WHK—Cleveland—1921—NBC

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....Forest City Publishing Co.
 Business-Studio Address.....5000 Euclid Avenue
 News Service.....AP
 Transcription Service.....BML, ASCAP, SESAC
 Representative.....NBC Spot Sales
 Membership.....NARTB, RAB
 Newspaper Affil.....Plain Dealer
 President.....Sterling E. Graham
 General Manager.....K. K. Hackathorn
 Commercial Manager.....W. K. Brusman
 Sales Prom. Manager.....John Wyman
 Program Director.....Leslie F. Biebl
 Publicity Director.....Merle Levin
 Chief Engineer.....R. H. DeLamy

WJMO—Cleveland—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....UBC of Ohio
 Address.....2157 Euclid Ave.
 News Service.....UP
 President.....Richard Eaton
 Station Manager.....Paul Nakel
 V.P., Sales Manager.....C. C. Courtney

MUSIC AND NEWS ISN'T ENOUGH!



Sure, you can always attract the jukebox set. All you have to do is follow the charts and run a jukebox! You might even pile up some impressive ratings.

But for day-in day-out results for local sponsors it takes something extra.

Maybe it's mature deejays, public service, comprehensive sports coverage, year-round promotions, contests, public appearances, advertising and merchandising tie-ins.

Maybe it's the mobile news unit, our own record survey, the stereophonic experiments, the Hi-Fi Fair, the Miss Cleveland Contest, the Show Trains.

Maybe it's these "extras" that really count after all!

PUT YOUR MESSAGE WHERE BUYING POWER IS LISTENING!

W D O K
 1260 KC

Nat. Rep.: Weed & Co.

Cleveland, Ohio

"More and More Cleveland's Favorite Station for Music and News" . . . and EXTRAS!

You never had it so good!

2,017,036 LOYAL RADIO HOMES

KYW MUSIC, NEWS & SERVICE

RADIO—1100 KC—CLEVELAND

WESTINGHOUSE BROADCASTING COMPANY INC.



More buyers for your dollar

on

WJW

RADIO

CLEVELAND

Because

WJW puts the BEST signal into the great Cleveland and Northeastern Ohio market.

• Over 3¼ Million People • With 7½ Billion Dollars to Spend

WJW

5000 WATTS
BASIC ABC
850 KC



a Storer operation

CLEVELAND

1630 EUCLID AVE.
TOWER 1-6080

represented nationally
by the Katz Agency

WJW—Cleveland—1943—ABC

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By.....Storer
 Business-Studio Address.....1630 Euclid Ave.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Katz
 President.....G. B. Storer, Sr.
 General Manager.....John D. Kelly
 Program Director.....Bruce MacDonald
 Chief Engineer.....Harold Brinkman
 (See Page 563)

KYW—Cleveland—1923

Frequency: 1100 Kc. Power: 50,000 Watts
 Owned-Oper. By.....Westinghouse Bcstg. Co.
 Bus.-Studio Address.....815 Superior Ave. N.E.
 News Service.....AP, UP, INS
 Rep.....Peters, Griffin, Woodward, Inc.
 Membership.....NARTB, RAB
 President.....Donald H. McGannon
 Vice-President.....Rolland V. Tooke
 General Manager.....Gordon Davis
 Sls. Mgr.....John McIntosh, Jr.
 Chief Engineer.....Sid Stadig
 Program Director.....Mark Olds
 Publicity Director.....Tom Gavagan
 Adv., Sls., Prom. Mgr.....Edward Wallis
 Adv., Sls., Prom. Dir.....Janet K. Byers
 (See Page 563)

WSRS—Cleveland—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....WSRS, Inc.
 Address.....2156 Lee Rd.
 News Service.....AP, INS
 Transcription Service.....Associated
 Representative.....NAE, Inc.
 Membership.....NARTB, RAB
 President.....S. R. Sague
 Vice Pres.....B. W. Sague
 Sec.-Treas.....George P. Bickford
 Exec. Director.....Norman V. Bergholm
 Chief Engineer.....Bob Leedham

WBNS—Columbus—1924
CBS

Frequency: 1460 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....RadiOhio, Inc.
 Business-Studio Address.....33 N. High St.
 News Service.....AP
 Representative.....John Blair
 Membership.....NARTB, RAB
 General Manager.....Richard A. Borel
 Commercial Manager.....W. I. Orr
 Sales Prom. Director.....Jim Yernan
 Program Director.....Geer Parkinson
 Publicity Director.....M. Babington
 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.
 Newspaper Affil...Lancaster Eagle-Gazette,
 Waverly News & Watchman
 Representative.....H.R. Reps., Inc.
 News Service.....AP
 Membership.....NARTB
 President.....Charles Sawyer
 Exec. V.P., Gen. Mgr.....J. P. Williams
 V. P.....Alexander Buchan
 Manager.....Collis A. Young
 Program Director.....Ernie Ashley
 Chief Engineer.....Harold E. Beard

WTVN—Columbus—1921

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By.....WTVN Radio, Inc.
 Business-Studio Address.....22 East Gay St.
 News Service.....AP, INS, UP
 Transcription Service.....World
 Representative.....Katz
 Newspaper Affil.....Times-Star
 Membreship.....NARTB
 President.....Hulbert Taft, Jr.
 Gen., Sta., Comm. Mgr.....Sam T. Johnston
 Program Director.....Robert Adkins
 Chief Engineer.....W. T. Hansher

WVKO—Columbus—1951

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Sky Way Bcstg. Corp.
 Address.....274 S. 3rd St.
 Representative.....Forjoe
 News Service.....UP

"SOUND-FACTOR"

*The Sparkle of
 Creative Planning
 for*

RADIO WSRS

PERSONALITIES

WITH

MUSIC AND NEWS

ON

**GREATER CLEVELAND'S
 NUMBER 1 STATION**

SOUND-FACTOR DISCOUNT PAYABLE ONLY
 TO RECOGNIZED ADVERTISING AGENCIES
 BY WSRS, INC., CLEVELAND 18, OHIO



Transcription Service.....Capitol, Associated
President.....Col. Gustave Hirsch
Gen., Sta. Manager.....Bert Charles
Comm. Manager.....William Selander
Prog. Dir......Bert Charles
Sls. Prom. Mgr., Pub. Dir......Shirley Dunham
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.
Trans. Service.....World
News Service.....UP
Membership.....NARTB, RAB
Pres., Gen. Mgr......Bruce Wallace
Sales Manager.....James Sigman

WAVI—Dayton—1947

(SEE SPRINGFIELD, OHIO)

WHIO—Dayton—1935—CBS

Frequency: 1290 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Miami Valley Bcstg. Corp.
Business-Studio Address.....1414 Wilmington Ave.
Newspaper Affiliate.....Daily News
News Service.....AP, UP
Representative.....Hollingbery
Membership.....NARTB, RAB
President.....James M. Cox, Jr.
General Manager.....Robert H. Moody
Merchandising Manager.....W. E. Wolaver
Station Manager.....Wade H. Alley
Publicity Director.....Chuck Gay
Commercial Manager.....Harvey R. Young
Chief Engineer.....Ernest Adams

WING—Dayton—1921—ABC

Frequency: 1410 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Great Trails Bcstg. Co.
Business-Studio Address.....121 N. Main St.
News Service.....AP
Representative.....H.R.
News. Affil......Lancaster Eagle-Gazette,
 Waverly News
Membership.....NARTB
President.....Charles Sawyer
Exec. V.P. & Gen. Mgr......John Pattison Williams
Vice-Presidents.....G. Denning, A. Buchan
Station Manager.....Jack Wymer
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.
News Service.....AP
Representative.....Headley-Reed
Pres., Gen. Manager.....Ronald B. Woodyard
Station Manager.....Dorothy Tatum
Nat'l Sales Manager.....C. J. Thornquest
Commercial Manager.....Louis G. Froelich
Program Director.....John Gordon
Chief Engineer.....Stanley A. Beck

WONW—Defiance—1949

Frequency: 1280 Kc.....**Power:** 500 Watts
Owned-Oper. By.....Tri-State Bcstg. Co.
Address.....P. O. Box 278
News Service.....UP
Transcription Service.....Associated
Representative.....Devney
V.P., Gen. Manager.....Glenn R. Thayer

WJER—Dover—1950

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned.....Dover Broadcasting Company, Inc.
Address.....210 Boulevard
News Service.....UP
Transcription.....Thesaurus
Representative.....Ohio Stations Reps.
Membership.....NARTB
President.....Agnes J. Reeves Greed
General Manager.....W. B. Sties
Commercial Manager.....John C. Needs
Program Director.....Robert C. Valliquette
Chief Engineer.....Donald Graff

WOHI—East Liverpool—1949 ABC-KBS

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Oper. By.....East Liverpool Bcstg. Co.
Address.....516 Market St.
News Service.....AP
Membership.....RAB
President, Gen. Manager.....Richard V. Beatty
Station Manager.....R. E. Metcalfe
Comm., Prom. Mgr......George T. Farrall
Prog. Director.....James Lowery, Jr.
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.
News Service.....UP
Transcription Service.....Thesaurus
Station Representative.....Walker
President.....Roy W. Ammel
General Manager.....Arthur Vogel
Comm., Sta. Mgr......Richard E. Barrett

WFIN—Findlay—1941

Frequency: 1330 Kc.....**Power:** 1000 Watts
Owned.....Findlay Publishing Co.
Address.....101½ West Sandusky St.
Newspaper Affil......Republican-Courier
News Service.....AP, INS
Representative.....McGillvra
President.....R. L. Heminger
Gen., Sta., Comm. Mgr......H. H. Heminger
Sales Prom. Mgr., Pub. Dir......Allen Dudley
Program Dir......Clyde Johnson
Chief Engineer.....Edgar Smith

WFOB—Fostoria—1946

Frequency: 1430 Kc.....**Power:** 1000 Watts
Owned-Operated By.....Seneca Radio Corp.
Address.....U. S. 23
News Service.....AP



Trans. Service.....Capitol, SESAC, World
Rep.....Rambreau, Ohio Sta. Rep.
Membership.....NARTB
President.....Andrew Emerine
Station Manager.....Mel Murray
Commercial Mgr.....Roger V. Wise
Prog. Director.....Jim Paulus

WFRO—Fremont—1949

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Wolfe Bcstg. Corp.
Address.....905 W. State St.
Representative.....Hil F. Best
News Service.....UP
Membership.....NARTB
President.....Robert F. Wolfe
Managing Director.....R. C. Force

WJEH—Gallipolis—1950 KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Ohio Valley on the Air, Inc.
Address.....Box 244
News Service.....UP
Representative.....McGavren-Quinn
Membership.....NARTB, RAB
President.....John E. Halliday
General Manager.....Marianne Campbell
Commercial Manager.....Robert J. Dayton
Sales Prom. Mgr.....Larry Laraway
Publicity Director.....F. B. O'Donnell
Chief Engineer.....Edgar Atkins

WMOH—Hamilton—1944

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address.....Second Natl. Bank Bldg.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....McGavren-Quinn
President.....Robert J. Briede
General Manager.....Robert L. Odson
Sta. Mgr., Prog. Director.....Norm Keller
Ass't Gen. Mgr., Comm. Mgr.....Ray Motley

WIRO—Ironton—1951 MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owner.....Iron City Bcstg. Co.
Address.....Radio Plaza
News Service.....UP
Membership.....NARTB
Representative.....McGillvra
Pres., Ch. Eng.....C. A. Baker
Gen. Sta. Mgr.....C. E. McElroy
Comm. Mgr.....Jack Martin
Program Director.....Marlene Beasley

WLMJ—Jackson—1953—KBS

Frequency: 1280 Kc.....Power: 1 Kw., d.
Owned.....WLMJ Inc.
Address.....Court & Broadway
News Service.....UP
Representative.....McGavren-Quinn
President.....J. E. Willis

Station Mgr.....Don W. Hughes
Sec'y-Treas.....Marianne B. Campbell

WHOK—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.....Nelson Emrey
Station Manager.....William L. Zimmerman

WIMA—Lima—1948—ABC

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....N.W. Ohio Bcstg. Corp.
Business-Studio Address.....223 N. Main St.
News Service.....UP
Representative.....H-R
Membership.....RAB, NARTB
President.....G. E. Hamilton
General Sta. Mgr.....R. W. Mack
Comm., Sales Prom. Mgr.....C. B. Heller
Program Dir.....Easter Straker
Chief Engineer.....Bill Harrison

WMAN—Mansfield—1939 ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address.....144½ Park Ave. W.
News Service.....UP
Transcription Service.....World
Representative.....Venard, Rintoul & McConnell
Membership.....NARTB, RAB
Pres., Gen. Sta., Sls., Comm. Mgr J. M. O'Hara
Prog.-Pub. Dir.....Robert James
Chief Engineer.....William Morrison

WMOA—Marietta—1946 MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Marietta Broadcasting Corp.
Address.....P. O. Box 201
News Service.....AP
Representative.....McGillvra
Membership.....NARTB
General Manager.....R. Sanford Guyer
Comm. Mgr.....Gene Bowen
Program Dir.....Nyla Mason
Publicity Director.....Robert L. Guyer
Chief Engineer.....Charles E. Clark

WMRN—Marion—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Marion Bcstg. Co.
Business Address.....P. O. 518
News Service.....UP
Transcription Service.....Thesaurus
Membership.....NARTB, RAB
Pres., Gen. Mgr.....Robert T. Mason
Commercial Manager.....Arthur L. Martin
Sales Prom. Mgr.....Robert T. Mason, Jr.
Prog. Dir.....Madge Cooper
Publicity Director.....Marjorie Williams
Chief Engineer.....Francis Joseph Peters

**WPFB—Middletown—1947**

Freq.: 910 Kc. Power: 1 Kw. d., 100 W. n.
 Owned-Operated By.....Paul F. Braden
 Address Trans. Loc.....Coles Road
 News Service.....AP
 Transcription Service.....Thesaurus
 Rep.....Grant Webb
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Paul F. Braden
 Sales Manager.....J. H. LeMoyné
 Production Director.....Bob Cordray
 Commercial Manager.....Bill Hart
 Chief Engineer.....Larry Beckwith

WMVO—Mt. Vernon—1953

Frequency: 1300 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Mt. Vernon Bcstg. Co.
 Address.....Box 390
 News Service.....UP
 Transcription.....Thesaurus
 Representative.....Ohio Station Reps.
 Membership.....NARTB, RAB
 President.....Dr. Charles Tramont
 General Manager.....Mrs. C. M. Zerkowitz
 Commercial Manager.....William Kirkpatrick
 Program Director.....George Betcher
 Publicity Director.....George Bennett
 Chief Engineer.....Rudy Maxwell

WCLT—Newark—1949

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By.....Advocate Printing Co.
 Address.....25 West Main St.
 News Service.....AP
 Newspaper Affiliation.....The Advocate
 Representative.....Meeker Associates
 Membership.....NARTB, RAB
 President.....Frank W. Spencer
 General Manager.....Thomas A. Rogers
 Commercial Mgr.....Robert Pricer
 Program Director.....John Fisher
 Chief Engineer.....Benjamin Windle

WPVL—Painesville—1956

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned.....Somerset Broadcasting Co.
 Address.....102 S. Park Place
 News Service.....AP
 Membership.....RAB
 Pres., Gen., Sta., Comm., Sales Mgr., Chief Eng.
 Carl R. Lee
 Program Director.....Elwood Thompson
 Publicity Director.....James Ahlstrom

WPTW—Piqua—1947—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper..Miami County Bcstg. Co., Inc.
 Address-Trans.....1625 W. Covington Ave.
 News Service.....AP
 Transcription Service.....World
 Representative.....Best, Ohio Station Reps.
 Pres., Gen. Mgr.....Richard E. Hunt
 Sta., Comm. Mgr.....Robert Bubp
 Prog., Pub. Dir.....Doris Fuller
 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
 Pres., Gen., Sta., Comm. Mgr. Marshall Rosene
 Program Director.....Phil Phillips
 Publicity Director.....Thelma Henderson
 Chief Engineer.....Russell Newman

**WPAY—Portsmouth—1935
CBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Paul F. Braden
 Address.....1009 Gallia St.
 News Service.....AP
 Representative.....Grant Webb
 Membership.....NARTB, RAB
 General Manager.....Paul F. Braden
 Station Manager.....O. T. Dresbach
 Commercial Manager.....J. H. LeMoyné
 Program Director.....John T. Baker
 Chief Engineer.....Maurice L. Myers

**WLEC—Sandusky—1947
MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Lake Erie Bcstg. Co.
 Address.....Cleveland Rd.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Hal Holman, Ohio Reps.
 Membership.....NARTB, RAB
 Pres., General-Station Mgr.....Jay Wagner
 Commercial Manager.....Louis Mahla
 Program Director.....Robert Hinners
 Chief Engineer.....Jay Leibach

**WAVI—Springfield-Dayton
1947**

Frequency: 1210 Kc. Power: 250 Watts d.
 Owned.....WAVI Bcstg. Corp.
 Address.....1428 Cincinnati St.
 News Service.....UP
 Station Rep.....Forjoe
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....Harry K. Crowl
 Sales Director.....Harley M. West, Jr.
 Prom., Adv., Pub. Dir.....K. D. Caywood
 Operations Director.....DeWitt Campbell
 Chief Engineer.....Ralph Fish

WBLY—Springfield—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....Champlon City Bcstg. Co.
 Address.....Chamber of Commerce Bldg.
 Representative.....Thomas F. Clark
 News Service.....UP
 Membership.....NARTB
 President.....R. Stanley Lucas
 General Manager.....R. L. Yontz



Commercial Manager.....Allan B. Meuleman
 Chief Engineer.....Carl Egbert
 Program Director.....James Bissey

WIZE—Springfield—1940 ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Radio Voice of Springfield
 Trans. Address.....115 W. High St.
 News Service.....AP
 Transcription Service.....World
 Representative.....H. R. Representative, Inc.
 Membership.....NARTB
 Executive Vice-President.....J. P. Williams
 Vice-President.....Alex Buchan
 Station Mgr.....Collis A. Young

WSTV—Steubenville—1940 MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....WSTV, Inc.
 Bus.-Studio Address...Exchange Realty Bldg.
 News Service.....UP
 Representative.....Avery-Knodel
 Pres.....Jack N. Berkman
 V.P., Gen., Comm. Mgr.....John J. Laux
 Sales Prom. Mgr.....Bill McClinton
 Publicity Director.....Scott McMurray
 Program Director.....Harry Birrell
 Chief Engineer.....Charles S. Shepherd

WOHO—Toledo—1954

Frequency: 1470 Kc.....Power: 1000 Watts
 Owner.....Midwestern Bcatg. Co.
 Address.....2965 Pickle Road
 Representative.....Pearson
 News Service.....AP
 Transcription Service.....RCA, World
 Membership.....NARTB
 President.....Ford R. Weber
 Sales Prom. Mgr., Pub. Dir.....Sam W. Sloan
 Comm. Manager.....William Webster
 Program Director.....Paul King
 Chief Engineer.....Edwin J. Powell

WTOD—Toledo—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Unity Corp.
 Business-Studio Address...3225 Arlington Ave.
 News Service.....AP
 Newspaper Affil.....Erie Dispatch
 Transcription Service.....Lang-Worth
 Representative.....Forjoe
 President.....Edward Lamb
 General Manager.....Sunne Miller
 Program Director.....Richard Rice
 Chief Engineer.....Robert Sowers

WSPD—Toledo—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Storer Broadcasting Co.
 Bus.-Studio Address.....136 Huron St.
 News Service.....INS, UP
 Transcription Service...Lang-Worth, Thesaurus
 Newspaper Affil.....Miami Beach Sun

Membership.....NARTB, RAB
 Representative.....Katz
 President.....George B. Storer
 V.P., Managing Director.....James E. Bailey
 Commercial Manager.....Emerson Kimble
 Sales Prom., Pub. Dir.....Liz Wagner
 Program Director.....E. C. Kutz
 Chief Engineer.....William M. Stringfellow

WTOL—Toledo—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Community Bcstg. Co.
 Trans.-Address.....Bell Bldg.
 News Service.....AP, UP
 Membership.....NARTB
 Representative.....Paul H. Raymer
 President.....Frazier Reams
 Gen.-Station Mgr.....Thomas S. Brotherton
 Comm. Manager.....R. B. Stone
 Program Director.....Robert Kriehoff
 Chief Engineer.....Harold Holmes

WHHH—Warren—1941—MBS

Frequency: 1440 Kc.....Power: 5000 Watts
 Owned By...Warren Tribune Radio Sta., Inc.
 Business-Studio Address...Second Natl. Bldg.
 Representative.....Rambeau
 News Service.....AP
 Trans.....Associated
 Membership.....NARTB, RAB
 Station Dir.....Robert E. Hardy
 Sales Mgr.....Robert K. Crane
 Program Dir.....John Peterson

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.
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Hil F. Best
 Pres., Gen. Mgr., Chief Eng...W. N. Nungesser
 Sta. Comm. Mgr.....R. L. Anderson

WPKO—Waverly—1954

Frequency: 1380.....Power: 1000 Watts
 Owner.....Hi Kinco Bcstrs.
 Address.....Box 67
 News Service.....AP
 Trans.....World
 Station Mgr.....Art Layne
 Gen., Comm. Mgr.....Warren W. Cooper

WKOV—Wellston—1952

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Family Bdcstng Co.
 Address.....P. O. Bo. 190
 News Service.....UP
 Representative.....Hil F. Best
 General Manager.....Parks Robinson
 Station Mgr.....Kenneth Williams

WWST—Wooster—1947—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Wooster Republican Ptg. Co.

News Service UP
 Transcription Thesaurus, SESAC
 General Manager E. B. Evans
 Commercial Mgr. Quentin W. Welty
 Program Director Robert Heeter

WFRD—Worthington—1947

Frequency: 880 Kc. Power: 5000 Watts d.
 Owned Peoples Broadcasting Corp.
 News Service AP, INS
 Transcription Service Thesaurus
 Representative Gill-Perna
 Membership NARTB, RAB
 President Murray D. Lincoln
 General Manager Herbert E. Evans
 Sta., Comm. Mgr. Joseph D. Bradshaw
 Sales Prom. Mgr., Pub. Dir. Phil Sheridan
 Program Director Bill Arthurs
 Chief Engineer Harold Schaaf

WBBW—Youngstown—1949
ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owner Mahoning Valley Bcstg. Corp.
 Address 260 W. Federal St.
 News Service AP
 Transcription Service Lang-Worth
 Membership NARTB
 Representative Weed
 President, Ch. Eng. John Cherpack, Jr.
 Gen., Comm. Mgr. Gene Trace
 Program Director Anthony N. Ross

WFMJ—Youngstown—1939
NBC

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By WFMJ Bcstg. Co.

Business-Studio Address 101 W. Boardman
 Representative Headley-Reed
 Pres., Gen. Mgr. William F. Maag, Jr.
 Gen., Sta. Mgr. Mitchell F. Stanley
 Program Director Robert Locke
 Chief Engineer Frank A. Dieringer

WKBN—Youngstown—1926
CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By WKBN Bcstg. Corp.
 Address 3930 Sunset Blvd.
 Representative Paul H. Raymer
 News. Affil. Forest City Pub Co.
 News Service AP, UP
 Membership NARTB
 Pres., Gen. Mgr. Warren P. Williamson, Jr.
 Sta., Comm. Mgr. J. Lothair Bowden
 Program Director Paul Turner
 Public Relations Dir. W. P. Williamson, III
 Chief Engineer B. T. Wilkins

WHIZ—Zanesville—1924
NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owner Southeastern Ohio Bcstg. System, Inc.
 Business-Studio Address Lind Arcade Bldg.
 Representative John E. Pearson
 News Service UP
 Transcription Service Standard
 Membership NARTB, RAB
 President Clay Littick
 Gen., Station Manager Allan Land
 Comm. Mgr. Nate Milder
 Publicity Director Naomi Lorton
 Program Director Bob Banfield
 Chief Engineer William A. Hunt, Sr.

Oklahoma

Pop. March 1 (Est.) 2,251,000—Families 671,000
 Radio Homes 658,000—TV Homes 497,000—Stations in State 49

KADA—Ada—1934

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KADA Bcstg., Inc.
 Business Address Box 642
 News Service AP
 Transcription Service Standard, World
 Representative Venard, Rintoul & McConnell
 Membership NARTB
 Station Manager Fred L. Thompson

KWHW—Altus—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Altus Bcstg. Co., Inc.
 Address Radio Bldg.
 Representative Pearson
 Membership NARTB
 General Manager Frank E. Wimberly

KVSO—Ardmore—1935
ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts

Owned John F. Easley
 Address 116 North Washington
 Newspaper Affiliation Daily Ardmoreite
 News Service AP
 Transcription World, SESAC
 Representative Vernard Rintoul & McConnell
 Membership NARTB, RAB
 President John F. Easley
 General Manager Douglas C. Dillard
 Commercial Manager Emogene Lewis
 Sales Prom. Manager Mary Francis Johnson
 Program Director Dolly Talkinton
 Chief Engineer Bill Kolb

KWON—Bartlesville—1942
MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bartlesville Bcstg. Co.
 Address Box 69
 News Service AP, UP
 Pres., Gen., Sta. Mgr., Comm. Mgr. J. Fred Case
 Program Director R. M. Davis



Sales Prom. Manager.....John Collins
Chief Engineer.....C. R. Tanner

KBWL—Blackwell—1952

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Star Bcstg. Co., Inc.
Address.....120½ N. Main
News Service.....AP
Transcription Service.....Thesaurus
Station Rep.....Best
Manager.....Dr. Lawrence V. Eck

KWCO—Chickasha—1946

Freq.: 1560 Kc.....Power: 1 Kw. d. 250 W. n.
Owned-Oper. By.....Washita Valley Bcstg. Corp.
Address.....P. O. Box 770
News Service.....AP
Representative.....H. F. Best
Owner, Gen. Mgr.....Jack L. Pink
Commercial Manager.....Tom Miller
Sales Prom. Mgr.....Bob McKune
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.
Address.....P. O. Box 558
News Service.....UP
Station Representative.....Hil F. Best
General Manager.....V. M. Preston
Commercial Mgr.....Lew Preston
Publicity Dir.....Evelyn Preston

KUSH—Cushing—1952—KBS

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Cimarron Broadcasters, Inc.
Address.....Box 791
News Service.....AP
Transcription Service.....World, SESAC
President.....Lou Allard
Commercial Manager.....Glen Burke
Station Manager.....Wray Finney
Program Director.....Clayton Vaughn
Chief Engineer.....Gerald Mayfield

KRHD—Duncan—1949 **MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Operated By.....Duncan Bcstg. Co.
Address.....KSWO Radio, Lawton
Transcription.....World
News Service.....UP
Representative.....Venard, Rintoul & McConnell
Membership.....NARTB, RAB
President.....R. H. Drury
Gen., Sta. Mgr.....W. M. Brubaker
Commercial Manager.....Morgan Duval
Program Director.....John Moen
Sales Prom. Mgr.....Doyle Harden
Publicity Director.....Lee Lucas
Chief Engineer.....Les Agee

KSEO—Durant—1947

Frequency: 750 Kc.....Power: 250 Watts d.

Owned-Operated By.....Democrat Printing Co.
Address.....Box 511
News Service.....AP
Membership.....NARTB
Gen., Comm. Mgr.....Leroy Moses
Program Director.....L. W. Coleman
Chief Engineer.....Leonard M. Brown

KASA—Elk City—1932 **MBS**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Address.....204 N. Main
Manager.....Lonnie J. Preston

KCRC—Enid—1929—ABC-KBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Enid Radiophone Co.
Bus.Studio Address.....318 E. Willow
News Service.....AP
Transcription Service.....World
News. Afil.....Morning News, Daily Eagle
Representative.....John E. Pearson Co.
Membership.....NARTB
President.....Milton B. Garber
General Manager.....Pat Murphy
Commercial Mgr.....H. P. Hale
Sls. Prom. Mgr.....G. Williams
Program Director.....Bill B. Marshall
Chief Engineer.....Robert Gauldin

KGWA—Enid—1950

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Public Bcstg. Service, Inc.
Address.....115½ E. Broadway
News Service.....UP
Transcription Service.....Standard
Representative.....Venard, Rintoul & McConnell
Membership.....NARTB, RAB
Pres., Gen., Comm. Mgr.....Allan Page
Program Director.....Lyle Gaston
Publicity Director.....Rex Walker
Chief Engineer.....Ralph Druen

KTAT—Frederick—1948 **KBS**

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Frederick Bcstg. Co.
Address.....Main & Grand
News Service.....UP
Transcription Service.....Keystone
Representative.....Hil F. Best
General Manager.....Ronald W. Wheeler
Commercial Manager.....J. D. Jones, Jr.
Business Manager.....E. Jones
Chief Engineer.....D. Jones
Program Director.....Mary Wheeler

KWRW—Guthrie—1955

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....Southern Bcstg. Co.
Address.....Ione Hotel
News Service.....AP
President.....J. A. West
Gen. Mgr., Chief Eng.....Wes Ninemire
Program Director.....Bill Woodruff

**KGYN—Guymon—1948**
KBS

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Operated By Plains Bcstg. Co.
Business-Studio Address 21st & Lelia Sts.
News Service UP
Trans. Service World, Thesaurus
Representative Hil F. Best
President, Gen. Mgr. T. M. Raburn, Jr.

KTJS—Hobart—1947

Frequency: 1420 Kc. Power: 250 Watts d.
Owned-Operated By A. R. Fuchs
Address Box 796
Manager A. Fuchs

KIHN—Hugo—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Little Dixie Bcstg. Co.
News Service AP
General Mgr. Dalton E. Jones

KBEL—Idabel—1953

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Idabel Bcstg. Co.
News Service AP
Transcription Thesaurus
General Manager Winston O. Ward
Sta., Comm. Manager J. P. Stanley

KSWO—Lawton—1941
ABC-MBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Okla. Quality Bcstg. Co.
Bus-Studio Address Lawton
News Service UP
Transcription Service Lang-Worth
Representative John Pearson
Membership NARTB, RAB
Gen., Sta. Mgr. Leo R. Morris
Commercial Mgr. William Merrill
Publicity Director M. D. Starkey
Program Director Tom Gilmore
Chief Engineer Willard Cochran

KNED—McAlester—1950

Frequency: 1150 Kc. Power: 1 Kw. d.:
500 W. n.
Owned-Operated By Pittsburg Bcstg. Co., Inc.
Address Box 780
News Service UP
Transcription Service World
Representative Pearson
Pres., Gen. Mgr. Ray Van Hooser
Commercial Manager Phil Reed
Sls. Promotion Mgr. Frank Hopkins
Prog. Director Joe H. Pate
Chief Engineer Dexter Ferry

KTMC—McAlester—1946
ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By McAlester Bcstg. Co.

Business-Studio Address P. O. Box 157
News Service AP
Representative Venard, Rintoul & McConnell
Membership NARTB
President Irvin Gladstein
Gen. Sta. Mgr. G. J. Merker
Commercial Manager Bill Skeith
Publicity Director Anita DeFrance
Program Director Wirt Cain
Chief Engineer Harold Duncan

KGLC—Miami—1948—KBS

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By Miami Bcstg. Co.
Address Box 511
Membership NARTB, RAB
News Service AP
Exec. Vice-President Kenyon Brown
General Manager William A. Searle
Supv. Frank J. Lynch

KBIX—Muskogee—1936
ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Okla. Pub. Co.
Address Barnes Bldg.
News Service UP
Representative Venard, Rintoul & McConnell
President Tams Bixby, Jr.
General Manager Walter W. Weber

KMUS—Muskogee—1948

Frequency: 1380 Kc. Power: 1000 d., 500 n.
Owned-Oper. By Eastern Okla. Bcstg. Corp.
Address P. O. Box 1588
News Service UP
Transcription Service World
Representative Pearson
President R. M. Mountcastle
Gen., Sta., Comm. Mgr. George Overton
Sls. Prom. Manager Wayne Sims
Program Director Don Gilbert
Chief Engineer James Kettel

KNOR—Norman—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned Cleveland County Bcstg. Co.
Address P. O. Box 542
News Service UP
Transcription World
Gen., Comm. Manager William S. Morgan

KBYE—Oklahoma City—1946

Frequency: 890 Kc. Power: 1000 Watts d.
Owned-Operated By State Bcstg. Co.
Bus-Studio Address 56th & North Eastern
News Service UP
Reps. Dora-Clayton, Brown
Membership NARTB, RAB
President Frank J. Lynch
General Manager F. F. Lynch
Program Director Glen Valentine
Publicity Director Michael Kennedy
Chief Engineer Robert Schilb

**KLPR—Oklahoma City—1947**

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Oper. By Okla. City Bcstg. Co.
 Business Address 128½ W. Commerce St.
 Membership NARTB, RAB
 News Service AP
 Pres., Gen. Manager Byrne Ross

KOCY—Oklahoma City—1922
MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Plaza Court Bcstg. Co.
 Business-Studio Address Plaza Court Bldg.
 News Service AP
 Representative Pearson
 Membership NARTB, RAB
 Pres., Gen. Mgr. M. H. Bcnebrake
 Commercial Manager L. C. Beck
 Program Director Lou Miller
 Chief Engineer Elmo Black

KOMA—Oklahoma City—1927
CBS

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By KOMA, Inc.
 Business-Studio Address 311 W. Grand
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NARTB, RAB
 President John Toole Griffing
 General-Station Mgr. Edgar T. Bell
 Vice President James C. Leake
 Sales Manager Gene Riesen
 Chief Engineer M. W. Thomas

KTOK—Oklahoma City—1927
ABC

Frequency: 1000 Kc. Power: 5000 Watts
 Owned-Operated By KTOK, Inc.
 Business-Studio Address 1800 W. Main
 News Service AP
 Representative Paul H. Raymer
 Membership RAB, NARTB
 President Wendell Mayes
 Gen. Mgr. Tom Johnson
 Comm., Sls. Prom. Mgr. R. Ruff
 Publicity Director Delos Wilson
 Prog. Dir. Bill Bryan
 Chief Engineer Clifford Easum

KTOW—Oklahoma City—1948

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By Citizens Bcstg. Co.
 Business-Studio Address Fifth & Robinson
 News Service AP
 Representative Gill-Perna
 Membership NARTB
 President W. P. Wright
 General Manager Eddie Peak
 Commercial Manager Tommy Tatum
 Program Director Ozzie Johnson
 Chief Eng. Jim Treat

WKY—Oklahoma City—1920
NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Oper. By WKY Radiophone Co.
 Business-Studio Address 500 E. Britton
 News Service AP, UP
 Newspaper Affiliation Oklahoma Pub. Co.
 Transcription Service Standard
 Representative Katz
 Membership NARTB, RAB
 President E. K. Gaylord
 General Manager P. A. Sugg
 Comm. Manager John Moler
 Director Operations Paul Brawner
 Station Manager E. B. Dodson
 Chief Engineer H. J. Lovell

KHBC—Okmulgee—1937

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Okmulgee Bcstg. Corp.
 Business Address Box 1350
 Newspaper Affil. Times
 News Service AP
 Transcription Service Thesaurus
 Representative Hil F. Best
 President Don Reynolds
 Station Manager Randall McCarrell
 Program Director Arline Milligan
 Comm., Sales Prom. Mgr. Marvin Hull
 Publicity Director Betty Lee
 Chief Engineer Hal Cochran

KVLH—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 Thesaurus
 Representative Hil F. Best
 President Warren J. Fortier
 Gen., Sta. Mgr. David Crockett
 Chief Engineer George Rountree

WBBZ—Ponca City—1928
MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Ponca City Pub. Co.
 Address Third & Cleveland
 Newspaper Affiliation The News
 News Service AP
 Representative Pearson
 Membership NARTB
 President Clyde E. Muchmore
 Sta., Gen., Comm., Sales Mgr., Pub. Dir.
 Cy Casper
 Prog. Dr. William G. Maugans
 Chief Engineer Euge Marshall

KLCO—Poteau—1953—KBS

Frequency: 1280 Kc. Power: 1 Kw. d.
 Owner R. B. & Bernice Bell
 Address Box 511
 News Service AP

President, Gen. Manager.....R. B. Bell
 Commercial Manager.....Vick Nowlin
 Program Director.....Charles Cruce
 Chief Engineer.....Calvin Colpton

Publicity Director.....Hardy Hayes
 Chief Engineer.....Roy Brown

KOLS—Pryor—1950—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Lakes Area Bcstg. Co.
 Address.....Pryor
 Transcription Service.....SESAC, Capitol
 Representative.....H. F. Best
 Owner, Gen. Sta. Mgr., Chief Eng.

KRMG—Tulsa—1949

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

Commercial Manager.....Mrs. L. L. Gaffaney
 Program Director.....Merle Caldwell

KGFF—Shawnee—1930—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...KGFF Bcstg. Co., Inc.
 Address.....P. O. Box 2059
 News Service.....AP
 Newspaper Affiliation.....Stauffer Publ., Inc.
 Transcription Service.....Lang-Worth
 Representative.....Best
 Membership.....NARTB
 Gen., Sta. Manager.....William A. Weaver

KTUL—Tulsa—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Oper.....Consol. Radio Enterprises Inc.
 Business-Address.....P. O. Box 8557
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NARTB
 Nat. Sales, Gen. Mgr.....James P. Walker

KSPI—Stillwater—1947—MBS

Frequency: 780 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Stillwater Publishing Co.
 Business Address.....211 W. Ninth St.
 Newspaper Affiliation.....News-Press
 News Service.....UP
 Representative.....Clark
 Membership.....NARTB, RAB
 General Mgr.....J. R. Bellatti

KVOO—Tulsa—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Southwestern Sales Corp.
 Bus.-Studio Address.....Philtower Bldg.
 Transcription Services.....Standard, World
 Representative.....Edward Petry
 President.....W. G. Skelly
 Exec. Vice-Pres.....H. C. Stuart
 General Mgr.....G. K. Brandborg
 Sales Prom. Mgr.....Sam Schneider
 Program Director.....J. O'Neill
 Chief Engineer.....J. Bushnell

KAKC—Tulsa—1946

Freq.: 970 Kc.....Power: 1000 W. d., 500 W. n.
 Owned-Oper. By.....Public Radio Corp.
 Bus.-Studio Address.....910 S. Boston
 News Service.....AP
 Rep.....O'Connell, Brown, Tracy Moore
 Exec. V. P., Gen. Mgr.....John H. Pace

KVIN—Vinita—1954—KBS

Frequency: 1470 Kc.....Power: 500 Watts
 Owned-Oper. By.....Vinita Broadcasting Co.
 Business Address.....601 South Foreman
 News Service.....UP
 Station Manager.....F. E. Stone
 Prog. Dir., Chief Eng.....Paul Gentry

KFMJ—Tulsa—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Fred Jones Bcstg. Co.
 Business-Studio Address.....1242 S. Boston
 Representative.....Burke-Stuart
 Membership.....NARTB, RAB
 General Manager.....Lawson Taylor

**KWSH—Wewoka—1948
 ABC-KBS**

Frequency: 1260 Kc.....Power: 1,000 Watts
 Owned-Operated By...Tri Cities Bcstg. Co., Inc.
 Address.....Box 1260
 Transcription Service.....Standard
 Representative...Venard, Rintoul & McConnell
 President.....C. C. Morris
 V.P., General Manager.....Bill Hoover
 Sec'y-Treas.....Brown Morris
 Station Manager.....Pat Murphy

**KOME—Tulsa—1938
 ABC-MBS**

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned.....Oil Capital Sales Corp.
 Address.....7 West 8th Street
 Representative.....Gill-Perna
 Membership.....NARTB
 President.....Dr. John E. Brown, Jr.
 Gen., Sta. Mgr.....E. William George
 Commercial Mgr.....Charles W. Grim, Jr.
 Sales Prom. Mgr.....H. R. McKissack
 Program Dir.....Alice Stone

KSIW—Woodward—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Woodward Bcstg. Co.
 Address Trans. Loc.....22nd & Cedar Sts.
 Trans. Service.....Lang-Worth, Theacurus
 Representative.....Pearson
 Pres., Gen. Mgr.....Edward A. Ryan
 Program Director.....Lenora W. Ryan
 Chief Engineer.....Harry McFarland

Oregon

Pop. March 1 (Est.) 1,781,000—Families 567,000
Radio Homes 556,000—TV Homes 374,000—Stations in State 58

KWIL—Albany—1941 MBS-DON LEE

Frequency: 790 Kc. Power: 1000 Watts
Owned-Oper. By... Central Willamette Bcstg.
Bus.-Studio-Trans. Loc. KWIL Bldg.
News Service AP
Transcription Service World
Newspaper Affiliation Democrat Herald
Rep. Art Moore, Ayres, Best
Membership NARTB, RAB
General Mgr. Warren Stoffer
Commercial Mgr. Al Zack

KWIN—Ashland—1946 MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Rogue Valley Bcstg. Co.
Address. 1160 Helman Rd., Box 227
News Service UP
President Douglas D. Kahle
Representative W. S. Grant, Art Moore
Gen., Sta. Mgr. Larry Gordon
Prog. Pub. Dir. Bill Lively
Commercial Manager D Reeter
Chief Engineer E. Feinstein

KAST—Astoria—1925 MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts
Owned. Astoria Broadcasting Co.
Address. 1006 W. Marine Drive
Newspaper Affil. Astorian Budget
News Service UP
Representative Art Moore
Membership NARTB, RAB
President, Gen. Mgr. Robert B. Chessman
Business Mgr. Mary I. Ristola
Sales Manager Warren Grimberg
Prog., Pub. Dir. Herman Robison
Chief Engineer George E. Ristola

KVAS—Astoria—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned. Lower Columbia Bcstg. Co., Inc.
Address. 1418 Commercial St.
News Service UP
Rep. Moore, Holman, Feltis, Jacobson
Membership RAB
Pres., Gen. Mgr. A. L. Capstaff
Business Mgr. T. R. Williams

KBKR—Baker—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Oregon Trail Bcstg. Co.
Bus.-Studio Address. 2030 Auburn Ave.
Station Rep. Grant, Art Moore
General Manager Kenneth B. Lockwood

KBND—Bend—1937 MBS-DON LEE

Frequency: 1110 Kc. Power: 1000 Watts

Owned-Oper. By... Central Oregon Bcstg. Co.
Bus.-Studio Address. 114 Oregon Ave.
News Service UP
Transcription Service World
Representative McGavren-Quinn
Membership NARTB
Pres., Gen. Mgr., Pub. Dir. 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 Box 777
News Service UP
Representative Moore-Lund
Membership RAB, NARTB
President Sheldon F. Sackett
General Manager Jack Irvine
Station Manager William Cook
Prog., Pub. Dir. Patsy Barkwell
Chief Engineer Nate Olson

KWRO—Coquille—1949

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By... KWRO, Inc.
Address P. O. Box 396
News Service UP
Rep. Art Moore, L. F. O'Connell
General Manager Lynn C. Thomas
Sec'y-Treas. William E. Walsh

KCOV—Corvallis—1954

Frequency: 1240 Kc. Power: 1000 Watts
Owned. Midland Bcstg. Co.
Address. Box 689
News Service UP
Rep. Everett-McKinney, Moore, O'Connell
President Lee Bishop
Gen., Sta. Manager Frank Flynn
Program Director Joan L. Hanson
Chief Engineer H. G. Short

KRUL—Corvallis—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Pacific States Radio Co.
Address. 1221 So. 15th St.
News Service AP
Representative McGillvra
Owner Jack Severtson
Gen., Comm. Mgr. Chet Blomness
Program Director Buzz Florip
Chief Engineer Tom Kindell

KOMB—Cottage Grove—1953

Frequency: 1400 Kc. Power: 250 Watts
Owned. Orlo M. Bagley
Address. P. O. Box 606
News Service UP
Representative Art Moore
Membership NARTB
General Manager Orlo Bagley
Sls. Prom. Manager Peter J. Ryan



Sta. Mgr., Prog., Pub. Dir. R. D. Walter
 Commercial Manager Dorothy Grisham
 Chief Engineer Milton Viken

KODL—The Dalles—1940
ABC-KBS

Frequency: 1440 Kc. Power: 1000 Watts
 Owner Western Radio Corp.
 Address KODL Building
 News Service UP
 Representative Hugh Feltis, Bill Ayres
 President Gen. Mgr. V. B. Kenworthy
 Station Manager Paul E. Walden
 Commercial Manager Monte DeVon
 Program Director Stephen Montgomery
 Chief Engineer Vern Wright

KRMW—The Dalles—1955

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Mid-Columbia, Inc.
 Address Bank Hotel
 News Service UP
 Transcription Service Lang-Worth
 Representative Hill F. Best, Art Moore
 Pres., Gen., Sta. Mgr. Harold L. Newhouse
 Program Director Gerald K. Webb
 Comm. Mgr., Chief Eng. Don Ruse

KPLK—Dallas—1955

Frequency: 1460 Kc. Power: 500 Watts
 Owned-Oper. By Polk County Bcstgs., Inc.
 Address P. O. Box 396
 News Service AP
 Membership NARTB
 President Leland Tucker
 V.P. Gen. Mgr. E. C. McElroy Jr.
 Program Director George B. Smith
 Chief Engineer George W. Morrison

KASH—Eugene—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
 Owner Radio Air Ways, Inc.
 Address P. O. Box 1600
 News Service UP
 Transcription Service Capitol
 Representative Donald Cooke
 President, Gen., Sta. Mgr. E. L. Kincaid
 Commercial Manager Paul Plank
 Program Director Laura Plank
 Publicity Director Clare Kincaid
 Chief Engineer Ralph Cooke

KEED—Eugene—1954

(SEE SPRINGFIELD LISTING)

KERG—Eugene—1949—CBS

Freq.: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Guard Pub. Co.
 Address P. O. Box 506
 News Service AP
 Newspaper Affiliation Register-Guard
 Trans. Service Columbia Masterwks., World
 Representative Weed & Co.
 Membership NARTB, RAB
 President Alton F. Baker

Gen., Sta. Mgr. L. W. Trommlitz
 Comm. Manager C. S. Shulda
 Publicity Director Jack Craig
 Prom. Mgr., Prog. Dir. Clifton Cole
 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
 News Service UP
 Trans. Lang-Worth, World
 Rep. Everett-McKinney, Art Moore
 Membership NARTB, RAB
 Pres., Gen. Mgr. Lee Bishop

KUGN—Eugene—1946—NBC

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By KUGN, Inc.
 Business Address P. O. Box 112
 News Service AP
 Representative Meeker, Jacobson, Feltis
 Membership NARTB
 Station Manager Carl Fisher

KRWC—Forest Grove—1950

Frequency: 1570 Kc. Power: 1 Kw. d.
 Owned-Oper. By Irving V. Schmidtke
 Address P. O. Box 345
 Representative Wm. Ayres, H. S. Jacobson
 Trans. Service Standard, SESAC
 Pres., Gen., Sta. Mgr., Eng. I. V. Schmidtke
 Prog. Director Fred Schmidtke

KUIN—Grants Pass—1939
MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Southern Oregon Bcstg. Co.
 Business Address P. O. Box 148
 News Service AP
 Transcription Service World, McGregor
 Representative W. S. Grant
 Membership NARTB, RAB
 President A. E. Voorhies
 Secretary-Treasurer Wm. B. Smullin
 Gen., Sta., Mgr. E. A. Malone
 Comm. Mgr. Lee Boner
 Sta. Operations Mgr. M. K. Ball
 Program Director Dave Allen
 Chief Engineer N. L. Williams

KOHU—Hermiston—1956
KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned Carl F. and Sarah Knierim
 Address Box 1
 News Service UP
 Membership NARTB
 General Manager Carl F. Knierim
 Commercial Manager Sarah Knierim
 Program Director Eleanor Davis
 Chief Engineer Otha S. Whitsett



KRTV—Hillsboro—1954—KBS

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By. Tuclatin Valley Bcstrs.
 Address. 155 S. Second
 News Service AP
 Representative Art Moore
 General Manager. Richard K. Millison

KIHR—Hood River—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Ore.-Wash. Bcstrs.
 Address. P. O. Box 207
 News Service AP
 Representative. Art Moore, Meeker
 President. C. H. Fisher
 Sta. Mgr., Prog. Dir. Don McCutcheon
 Comm. Mgr. R. C. Weisenburger
 Chief Engineer. Don I. Morris

**KFJI—Klamath Falls—1923
 MBS**

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned. KFJI Broadcasters, Inc.
 Address. P. O. Box 692
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB
 Representative W. S. Grant, Art Moore
 President W. Don Miller
 Gen., Comm. Mgr. Robert H. Bartlett
 Sales Prom. Mgr. Lou Gillespie
 Prog. Director. J. Warren Bunyan
 Pub. Director. Donald R. Hanlin
 Chief Engineer. Wayne Loerke

**KFLW—Klamath Falls—1946
 ABC-CBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Herald Publ. Co.
 Address. P. O. Box 941
 News Service AP
 Transcription Service Standard
 Representative Cox, Feltis
 Membership RAB
 General Manager. Bud Chandler
 Commercial Manager. Floyd Wynne

**KLAD—Klamath Falls—1955
 KBS**

Frequency: 900 Kc. Power: 1000 Watts
 Owned-Operated By. K-Lad Broadcasters
 Address. Midland Rd.
 News Service AP, UP
 Rep. Jacobson, Headley-Reed
 Membership NARTB
 Gen., Comm. Manager. Phil Jackson
 Chief Engineer. Doug Walker

**KLBM—La Grande—1928
 KBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Inland Radio, Inc.
 Address. Sacajawea Hotel

Representative Art Moore, Grant
 Membership NARTB
 Gen., Sta., Comm. Manager. Ken Lillard

KQIK—Lakeview—1956—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned. Pacific Northwest Radio, Inc.
 Address. Box 230
 News Service UP
 Transcription SESAC
 Representative Art Moore
 President Lynn C. Thomas
 Vice President. A. E. Freeman
 Station Mgr. Sidney Roach

KGAL—Lebanon—1950—KBS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Linn County Bcstrs., Inc.
 Address. P. O. Box 387
 News Service INS
 Station Rep. Holman, Feltis, Jacobson
 Membership RAB
 Pres., Gen. Manager. W. Gordon Allen
 Prog. Director. Jim Nelly
 Pub. Director. Ken Brooks
 Sales Prom. Mgr. Don Wellman
 Sta. Mgr., Comm. Mgr. Nate Bridges
 Chief Engineer. N. I. Bridges

**KMCM—McMinnville—1949
 KBS**

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By. Yamhill Bcstrs.
 Address. P. O. Box 207
 Newspaper Affil. Daily News-Register
 Transcription Service Lang-Worth
 Station Rep. Continental, Art Moore
 News Service UP
 President. Jack B. Bladine
 Gen., Sta., Comm. Mgr. G. Branson
 Prog. Director. Craig Singletary
 Chief Engineer. Edwin Nuhring

**KBOY—Medford—1954
 KBS**

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By. K-BOY Bcstrs.
 Address. P. O. Box 1109
 News Service AP, UP
 Membership NARTB
 Rep. Jacobson, Headley-Reed
 Gen. Manager. C. E. Wilson
 Comm. Manager. Winston Marks
 Chief Engineer. Charles Field

KMED—Medford—1922—NBC

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By. Radio Medford, Inc.
 Address. P. O. Box 1306
 News Service UP
 Transcription Service Thesaurus
 Representative. Meeker Assoc., Art Moore
 Membership NARTB
 President. Vern Robinson
 General Manager. Ray Johnson

Comm. Manager..... Gene Barlow
 Prog. Dir..... John Williams
 Chief Engineer..... Vernon Ludwig

KYJC—Medford—1947
ABC-CBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By .. Medford Printing Co.
 Trans. Address..... Barnett Rd.
 News Service UP
 Newspaper Affiliation..... Mail Tribune
 Representative..... Grant Webb, Q. Cox
 Transcription Service..... Lang-Worth
 Membership..... NARTB
 President..... Robert W. Ruhl
 Gen., Sta. Mgr..... Jimmy Dunlevy
 Comm., Sales Prom. Mgr..... Tom MacLeod
 Program Director..... Monte Morris
 Chief Engineer..... Vic Califf

KNPT—Newport—1948

Frequency: 1310 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Yaquina Radio, Inc.
 Business Address..... 1940 N. Coast H'way
 News Service UP
 Rep..... Ayres, Art Moore, Continental
 Membership..... NARTB
 President..... Tom R. Becker
 Sta. Manager..... Leonard Epling
 Chief Engineer..... Don Newman

KFIR—North Bend—1951
CBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Bay Bcstg. Co.
 Address..... Box 905
 News Service UP
 Representative..... W. S. Grant, Feltis, Cox
 Membership..... NARTB
 Owner, President..... Josephine Edwards
 Station Mgr..... Harry Carmichael
 Traffic Mgr..... Mrs. J. E. Camp

KBCH—Oceanlake—1955

Frequency: 1400 Kc..... Power: 250 Watts
 Owned..... Lincoln Electronics Inc.
 Address..... Box 368
 News Service UP
 Transcription Service..... World
 Representative..... Art Moore
 President..... Clayton S. Comer
 General, Prom. Mgr..... William B. Comer
 Sta. Mgr..... Dick Millett
 Comm. Mgr..... Bea Slauthauer
 Prog. Director..... Tom Warner
 Pub. Director..... Connie Comer
 Chief Engineer..... Al Charif

KSRV—Ontario—1946—KBS

Frequency: 1380 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Oregon Trail Network
 Address..... Box 540
 Representative..... Grant, Art Moore
 Membership..... NARTB
 General Manager..... Gordon L. Capps

KGON—Oregon City—1947

Frequency: 1520 Kc..... Power: 10,000 Watts
 Owned-Operated By..... Clackamas Bcstrs.
 Business Address..... Box 5711
 News Service UP
 Trans. Ser..... World, Standard
 Representative..... Weed
 Membership..... NARTB
 Gen., Sta., Comm. Mgr..... Irwin S. Adams
 Program Director..... Sonora B. Hoffman

KUMA—Pendleton—1955

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned..... Pendleton Broadcasting Co.
 Address..... P. O. Box 278
 News Service UP
 Transcription..... Standard
 Representative..... Meeker, Art Moore
 President..... C. H. Fisher
 General Mgr..... Ted A. Smith
 Commercial Mgr..... Robert Runnion
 Sales Prom. Mgr..... C. R. Hillyer
 Program Dir..... Howard G. Rhoads
 Chief Engineer..... J. H. Platz

KWRC—Pendleton—1941
ABC

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Western Radio Corp.
 Address..... c/o KODL Radio Station, The Dallas
 News Service UP
 Representative..... Feltis, Cox, Ayres
 President..... V. B. Kenworthy
 Gen. Mgr..... Paul Walden
 Sta. Mgr..... Jerry Hawkins
 Comm. Mgr..... Carl Fugitt
 Prog. Director..... Bob Maszk

KEX—Portland—1926

Frequency: 1190 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... Westinghouse Bcstg. Co.
 Address..... 1230 SW Main St.
 News Service UP, INS
 Membership..... RAB
 Station Rep... Peters, Griffin, Woodward, Inc.
 President..... D. H. McGannon
 Gen., Sta. Mgr..... Herbert L. Bachman
 Commercial Manager..... R. E. Rudolph
 Sls. Prom. Manager..... A. H. Christenson
 Program Director..... Mel Bailey
 Pub. Director..... David Strauss
 Chief Engineer..... Jack Erwin

KGW—Portland—1922—ABC

Frequency: 620 Kc..... Power: 5000 Watts
 Owned-Oper..... Pioneer Bcstrs. Inc.
 Bus.-Studio Address..... 1139 S.W. 13th Ave.
 News Service UP
 Representative..... John Blair
 Membership..... NARTB, RAB
 President..... George Orput
 Sta., Comm. Mgr..... John H. Eichhorn
 Sales Prom. Mgr..... Doug LaMear
 Program Director..... Jack J. Moys
 Publicity Dir..... Henry M. Norton
 Chief Engineer..... Earl E. Peterson



KOIN—Portland—1925—CBS

Frequency: 970 Kc.....Power: 5000 Watts
 Owned.....Mt. Hood Radio-TV Bcstg. Corp.
 Business Address.....140 S.W. Columbia
 News Service.....AP, UP
 Transcription Service.....World, Standard
 Representative.....CBS Spot Sls.
 Membership.....NARTB, RAB
 President.....Ted Gamble
 Managing Dir., Comm. Mgr.. H. H. Buckendahl
 Promotion Director.....Robert McGill
 Program Manager.....Willard Mears
 Dir. of Engineering.....Louis S. Bookwalter

KPAM—Portland—1946

Frequency: 1410 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Bcstrs. Oregon Ltd.
 Address.....P. O. Box 1230
 News Service.....AP
 Membership.....NARTB
 Trans. Service.....SESAC
 Manager.....S. M. Goard
 Program Director.....Jim McGuire

KPDQ—Portland—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....John W. Davis
 Bus.-Studio-Trans. Add.. 4903 N.E. Sandy Blvd.
 News Service.....AP
 Membership.....NARTB
 Representative.....Forjoe
 President.....Jack W. Davis
 Comm. Mgr.....Philip A. Roewe
 Program Director.....Dale Allison
 Chief Engineer.....Don Wilkenson

KPOJ—Portland—1923
MBS-DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KPOJ, Inc.
 Studio Address.....1019 S.W. 10th
 News Service.....UP
 Newspaper Affiliation.....Oregon Journal
 Representative.....Avery-Knodel
 Membership.....NARTB, RAB
 President.....Wm. W. Knight
 General Manager.....R. M. Brown
 Commercial Manager.....Robert C. La Bonte
 Sls. Prom. Manager.....Alan Hicks
 Program Director.....Tom Hoover
 Chief Engineer.....Herbert A. Davidson

KWJJ—Portland—1925

Frequency: 1080 Kc.....Power: 10,000 Watts
 Owned-Oper. By.....Rodney F. Johnson
 Bus.-Studio Address.....1011 S.W. 6th Ave.
 News Service.....INS
 Representative.....Burn-Smith, Headley-Reed
 Membership.....NARTB
 Pres., Gen. Manager.....Rod F. Johnson
 Comm. Mgr.....Ben T. Crosby
 Traffic Mgr.....Jerry Speerstra

KXL—Portland—1926

Frequency: 750 Kc.....Power: 10,000 Watts

Owned-Oper... Mt. Ranier Radio & TV Bcstg. Co.
 Business-Studio Address.....Box 5886
 News Service.....UP
 Rep.. Branham, McGavren-Quinn, Art Moore
 Membership.....RAB
 Pres., Gen. Mgr.....Lester M. Smith
 Sta. Mgr., Pub. Dir.....E. J. Eichhorn III
 Sls. Prom., Comm. Mgr.....Wally Rossman
 Program Director.....Ric Thomas
 Chief Engineer.....Ed Mundi

KRCO—Prineville—1950

Frequency: 690 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Central Oregon
 Address.....P. O. Box 188
 Membership.....RAB, NARTB
 Trans. Serv.....Thescurus
 Representative.....Best, Feltis
 News Service.....UP
 Pres., Co-Manager.....Norbert A. Miksche
 Comm. Mgr.....William Gould
 Program Manager.....Bob Angel
 Chief. Engineer, Co-Mgr.....C. R. Matheny

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.....AP
 Pres., Gen., Comm. Mgr.....F. G. Lieser
 Business Manager.....Patricia Lieser
 Chief Engineer.....Gene Johnsick

KRRR—Roseburg—1935
CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....James E. Doyle
 Address.....134 N. Jackson
 News Service.....AP
 Representative.....Art Moore, Grant
 Membership.....NARTB, RAB
 Pres., Gen. Mgr.....James E. Doyle
 Comm., Sales Prom. Mgr.....Cal Perley
 Prog. Director.....John Doyle
 Chief Engineer.....Max Dick

KRXL—Roseburg—1950
MBS-Don Lee

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Umpqua Bcstrs., Inc.
 Address.....P. O. Box 847
 News Service.....UP
 Trans. Service.....World
 Membership.....NARTB
 Representative.....Cox, Feltis, Tracy Moore
 President.....Donn W. Radabaugh
 Gen., Sta., Comm. Mgr.....Iris Rice Helliwell
 Program Director.....Del McKay
 Sales Prom. Mgr.....E. Motschenbacher
 Pub. Director.....Kay Anderson
 Chief Engineer.....Leo Reetz

KYES—Roseburg—1955

Frequency: 950 Kc. Power: 1 Kw. d.
 Owned-Oper. By.....Douglas Bcstrs., Inc.
 Address.....P. O. Box 1138
 News Service.....AP
 Representative.....H. S. Jackson
 Membership.....NARTB
 Pres., Gen. Mgr., Chief Eng.....Leroy Hiatt
 Commercial Mgr.....Warren C. Ward

KGAY—Salem—1950

Frequency: 1430 Kc. Power: 5000 Watts d.
 Owned-Oper. By.....KGAY, Inc.
 Address.....Box 768
 News Service.....UP
 Transcription.....Standard
 Station Rep.....Holman
 Membership.....NARTB, RAB
 President.....W. Gordon Allen
 Gen., Sta. Mgr., Pub. Dir.....Earle Headrick
 Program Director.....Jean McLean
 Comm. Manager.....Robt. Morse
 Chief Engineer.....Ken Vancil

KOCO—Salem—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Loring Schmidt
 Address Trans. Loca.....1426 Edgewater St.
 News Service.....UP
 Transcription Service.....Standard
 Sta. Mgr.....Loring Schmidt
 Comm. Mgr.....Jack Brooks
 Prog. Dir.....Clarine Harp
 Chief Engineer.....Charles Reinhart

KSLM—Salem—1934—MBS

Frequency: 1390 Kc. Power: 1000 Watts

Owned-Operated By.....Oregon Radio, Inc.
 Business Address.....P. O. Box 631
 Representative ..Everett, McKinney, Art Moore
 News Service.....UP
 Membership.....NARTB
 President, Gen. Mgr.....Glenn McCormick
 Sta., Comm. Mgr.....Dave Hoss
 Sales Prom. Mgr.....Bill Ross
 Prog., Pub. Director.....Carl Ritchie
 Chief Engineer.....Clyde Carlton

KEED—Springfield—1954

Frequency: 1050 Kc. Power: 1 Kw.
 Owned.....KEED, Inc.
 Address.....P. O. Box 696
 News Service.....UP
 Station Rep.....Hal Holman
 Membership.....NARTB
 Pres., Gen. Mgr.....Glen M. Stadler
 Comm. Mgr.....Marion J. Redfearn
 Sls. Prom. Mgr.....Helene N. Stadler
 Program Director.....Walter A. Stadler
 Publicity Director.....James Bunch
 Chief Engineer.....James Huntington

KTIL—Tillamook—1947

Frequency: 1590 Kc. Power: 250 Watts
 Owned-Oper. By...Tillamook Bcstg. Co., Inc.
 Business Address.....Box 1590
 News Service.....UP
 Rep....Continental, W. A. Ayres, Art Moore
 President.....F. H. Guyton
 Gen., Comm., Sales Prom. Mgr., Prog., Pub.
 Dir.....Jack Webb
 Chief Engineer.....Larry Brunos

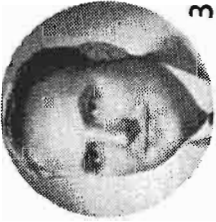
**MORE NEWS
 MORE FEATURES
 MORE REGIONAL COVERAGE**

AP

**... and MORE RADIO AND TELEVISION STATIONS
 depend on
 THE ASSOCIATED PRESS**



2



3



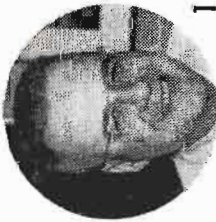
4



5



6



1



"VIC"



7

At Your Service

- 1. HARRY L. MAGEE, Owner WHLM
- 2. KITTY KAHLER, Group Administrative Assistant, Headquarters, WAZL
- 3. CHARLES HELWIG, President WHOL
- 4. LEN HORNSBY, Manager WVDA

- 5. JIM CHAMBERS, Manager WHOL
- 6. BOB WILLIAMS, Manager WHLM
- 7. ART DETERS, Manager WIDE

The "VIC" DIEHM RADIO GROUP
 (The Sweetest Buy In Radio Represented by Paul H. Raymer Company)

WHOL • WAZL • WHLM • WIDE • WVDA

Allentown, Pa. Hazleton, Pa. Biddeford-Saco, Me. Boston, Mass. ABC
 NBC-MBS NBC-MBS MBS-Yankee

Pennsylvania

Pop. March 1 (Est.) 11,160,000—Families 3,632,000
Radio Homes 3,584,000—TV Homes 3,018,000—Stations in State 129

WAEB—Allentown—1949

Freq: 790 Kc. Power: 500 W. d., 1 Kw. n.
Owned-Oper. By: WAEB, Inc.
Address: 7th & Hamilton Sts.
News Service UP
Representative Radio-TV Reps.
President Howard Wasserman
General Manager S. Robert Ackley
Comm. Manager J. Riepensell
Prog. Dir. Nedd Flemming
Chief Engineer William Gottshall

WHOL—Allentown—1948

Frequency: 1600 Kc. Power: 500 Watts
Owned: Allentown Bcstg. Corp.
Address: Colorado & Poplar Sts.
News Service AP
Representative Raymer
Membership NARTB
President Charles G. Helwig
Gen., Sta., Comm. Mgr. James F. Chambers
Sales Prom. Mgr., Pub. Dir. Jay Bechtel
Program Dir. Willard Camperson
Chief Engineer Gerald B. Werst

WKAP—Allentown—1947

Frequency: 1320 Kc. Power: 1000 Watts
Operated By: WKAP, Inc.
Bus.-Studio Address: P. O. Box 689
News Service AP
Representative Weed
President N. J. Rahall
Sta., Gen. Mgr. O. R. Davies
Prog. Dir. Alan D. Raber
Sales Prom. Manager Jerry Duckett
Chief Eng. C. Frank Cordaro

WSAN—Allentown—1923

NBC

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By: Lehigh Valley Bcstg. Co.
Bus.-Studio Address: 39-41 N. Tenth St.
Representative H-R
Membership NARTB, RAB
Gen., Prom. Mgr. B. Bryan Musselman
Program Director Alan D. Raber

WFBC—Altoona—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Triangle Pubs.
Address: 1320 11th Ave.
News Service AP
News. Affil. Phila. Inquirer
Rep. Triangle Pub.
Membership NARTB
General Manager Edward M. Scala
Station Manager Jack Snyder
Sales Prom. Mgr. David Pretz
Program Director George Carroll
Chief Engineer K. R. Brubaker

WRTA—Altoona—1947

ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts

Owned: Altoona Trans-Audio Corporation
Address: Hotel Penn ALP
New Service UP
Transcription Thesaurus
Representative Everett-McKinney, Inc.
Membership NARTB
President Martin F. Malarkey, Jr.
General Comm. Manager Lou H. Murray
Station Mgr. Horace Richards
Program Director James Reilly
Publicity Director Marge Griffith
Chief Engineer Al Merritts

WVAM—Altoona—1948—CBS

Frequency: 1430 Kc. Power: 1000 Watts
Owned-Oper. By: General Bcstg. Corp.
Address: 2727 W. Albert Dr.
News Service UP
Membership NARTB
Transcription Service Standard
Representative Weed & Co.
Gen. Mgr., Prog., Pub. Dir. Will Ketner
Comm., Prom. Mgr. Will Union
Chief Eng. George Hayes

WAVL—Apollo—1947

Frequency: 910 Kc. Power: 1000 Watts, d.
Owned-Oper. By: Tri-Borough Bcstg. Co.
Address: Press & Radio Bldg.
News Service UP
Transcription Service SESAC, World
Gen., Comm. Manager Cecil F. Clifton

SELL! SELL! SELL!

with the fast-growing

RAHALL CHAIN

Now only one "Rep"

WEED & CO.

WKAP

Allentown, Pa.

"Oggie" Davies, Mgr.

WFEA

Manchester, N. H.

"Nort" Virglen, Mgr.

WTSP

St. Petersburg, Fla.

Marshall Cleaver, Mgr.

WWNR

Beckley W. Va.

Dick Booth, Mgr.

WNAR

Norristown, Pa.

John Banzoff, Mgr.

RAHALL STATIONS

JOE RAHALL

President

FARRIS RAHALL

Vice President

SAM RAHALL

Secretary &

Treasurer

"OGGIE" DAVIES

General Manager

Asst. Sec. & Treas.

FRANK CORDARO

Vice Pres. Engineering

Business Manager.....A. J. West
 Program Director.....Silas West

WNCC—Barnsboro—1950
KBS

Frequency: 950 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....No. Cambria Bcstrs.
 Address.....Box 277
 Transcription Service.....Thesaurus
 News Service.....UP
 Membership.....RAB
 Program Director.....William R. Raihall

WBVP—Beaver Falls—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WBVP, Inc.
 Business-Studio Address.....1216 Seventh Ave.
 News Service.....UP, AP
 Transcription Service.....Standard, Thesaurus
 Membership.....NARTB
 Station Mgr.....Frank R. Smith
 Comm. Mgr.....Thomas B. Price
 Program Director.....Charles H. Wilson
 Sls. Prom., Pub. Dir.....Jean E. Biggard
 Chief Engineer.....Andy Sivak

WBFD—Bedford—1955—KBS

Frequency: 1310 Kc.....Power: 1 Kw. d.
 Owned-Oper. By.....The Inquirer Printing Co.
 Address.....130 S. Juliana St.
 News Service.....UP
 President.....John Biddle
 General Manager.....Hugo K. Frear
 Station Manager.....Robert S. Harrison, Jr.

WGPA—Bethlehem—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Bethlehems' Globe Pub. Co.
 Bus.-Studio Address.....426 Brodhead Ave.
 News Service.....UP
 Newspaper Affil.....Bethlehem Globe Times
 Transcription Service.....Thesaurus
 Membership.....NARTB
 President.....Rolland L. Adams
 General Manager.....Ellis Service
 Station Manager.....Arthur C. McCracken
 Comm., Sales Prom. Mgr.....Frank Collie
 Prog. Dir.....Robert Wolken
 Chief Engineer.....L. Edwin Rybak

WCNR—Bloomsburg—1946

Frequency: 930 Kc.....Power: 1000 Watts d.
 Owned.....The Columbia Montour Bcstg. Corp.
 Bus.-Studio Address.....38 W. Main St.
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NARTB
 Representative.....Ed Darlington
 Gen., Comm. Manager.....Ed Darlington
 Program Director.....James Lehman
 Chief Engineer.....Robert Fulton

WHLM—Bloomsburg—1948
KBS

Frequency: 550 Kc.....Power: 500 Watts

Owned.....Bloom Radio
 Address.....107 W. Main St.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Raymer
 Membership.....NARTB, RAB
 President.....Harry L. Magee
 Gen., Sta. Mgr.....Robert R. Williams
 Commercial Mgr.....Pat Campbell
 Sales Prom. Mgr.....Ray Calabrese
 Program Dir.....Dale Fulmer
 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.
 News Service.....UP
 Pres., Gen., Sta. Mgr.....William G. Matta
 Commercial Manager.....George Matta
 Sls. Prom. Mgr.....Joseph J. Bassett
 Publicity Director.....Tom Powers
 Chief Engineer.....Elmer L. Heess

WESB—Bradford—1947
MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....WESB
 Business Address.....43 Main St.
 News Service.....AP
 Representative.....Burn-Smith
 Membership.....NARTB
 Gen., Sls. Prom. Mgr.....J. M. Cleary
 Comm. Mgr., Pub. Dir.....Frederick P. Tascone
 Prog. Dir., Chief Eng.....William Winn

WBUT—Butler—1949

Frequency: 1050 Kc.....Power: 250 Watts
 Owned-Operated By.....WBUT, Inc.
 Address.....McQuiston Rd.
 News Service.....AP
 Station Representative.....Gill-Perna, Inc.
 Pres., Gen. Mgr.....J. Patrick Beacom
 Sta. Mgr., Pub. Dir., Eng.....G. Coleman
 Comm., Sales Prom. Mgr.....Harry Critchlow
 Prog. Director.....Rick Hanna

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.
 News Service.....UP
 President.....Joel W. Rosenblum
 General Manager.....Robert Kaufman
 Comm. Manager.....J. Victor O'Brien
 Sales Prom. Mgr.....R. Nicholson
 Pub. Dir.....Mrs. Delores Long
 Program Director.....Warren Ihlenfeld
 Chief Engineer.....Paul Rex

WCDL—Carbondale—1950
KBS

Frequency: 1440 Kc.....Power: 5000 Watts

Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address.....127 Salem Rd.
News Service.....UP
Transcription Service.....World
Representative.....Donald Cooke, Inc.
Membership.....NARTB
President.....William H. Ware
Gen., Sta. Manager.....A. P. Perry
Comm., Sls. Prom Mgr......P. J. Oles
Prog., Pub. Director.....T. A. McDonough
Chief Engineer.....Walter F. Rude

WHYL—Carlisle—1952

Frequency: 960 Kc.....**Power:** 1000 Watts d.
Owned-Oper......R. F. Lewis, Jr.
Business Address.....Holly Pike
News Service.....UP
President.....Richard F. Lewis, Jr.
Gen., Sta., Comm. Mgr......Winslow T. Porter
Prog. Dir......C. H. Morse

WCHA—Chambersburg—1946

Frequency: 880 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Chambersburg Bcstg. Co.
Address.....Craft Press Bldg.
News Service.....AP
Transcription Service.....Standard
Representative.....Forjoe
President.....C. M. Cassel
Gen. Mgr......John S. Booth
Sta., Comm. Mgr......Earl P. Strine
Sls. Prom. Mgr......Harry Criswell
Program Director.....Richard Bower
Publicity Director.....David Myers
Chief Engineer.....James McCurdy

WESA—Charleroi—1947
KBS

Frequency: 940 Kc.....**Power:** 250 Watts d.
Owned-Oper. By.....Monongahela Valley Bcstg.
Address.....Box 584
News Service.....AP
Representative.....Clark
Transcription Service.....Thesaurus
Membership.....RAB
Gen. Mgr......C. R. Duvall
Program Dir......George Galley

WDRF—Chester—1947

Frequency: 1590 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Eastern Bcstg. Co., Inc.
Business Address.....3500 Edgmont Ave.
News Service.....UP
Trans......Thesaurus
Membership.....NARTB
President.....L. Kapelski
General Manager.....Cy Swingle
Comm., Prom. Mgr......John Talley
Prog., Pub. Dir......Del Parks
Chief Engineer.....Harry Simmington

WVCH—Chester—1948

Frequency: 740 Kc.....**Power:** 1 Kw. d.
Owned-Operated By.....James M. Tisdale
Bus.-Studio Address...Wolf Bldg., Market Sq.

News Service.....UP
Station Rep......Webb
Membershi.....NARTB
General Manager.....James M. Tisdale
Station Mgr......Robert A. Hibbert, Jr.
Comm. Manager.....Sid Jordan

WCPA—Clearfield—1947

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

WCOJ—Coatesville—1949

Frequency: 1420 Kc.....**Power:** 5 Kw.
Owned-Oper. By.....Chester Co. Bcstg. Co.
Address.....809 Lincoln H'way
Transcription Service.....Standard
News Service.....UP
Membership.....NARTB
President, Chief Eng......Louis N. Seltzer
General Manager.....William S. Halpern
Comm., Prom. Mgr......Donald Kimes

WCVI—Connellsville—1947
KBS

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Connellsville Bcstrs., Inc.
Business-Studio Address.....Hetzal Bldg.
News Service.....UP
Transcription Service.....Thesaurus
President.....Dr. C. T. Troilo
General Mgr......Charles H. Underwood
Prog. Director.....Mary Whipkey
Chief Engineer.....Robert Ray

WOTR—Corry—1955—KBS

Frequency: 1370 Kc.**Power:** 500 Watts
Address.....Corry Savings & Loan Bldg.
News Service.....AP
Transcription.....Standard
President.....Olivia T. Rennekamp
General Manager.....Kenneth E. Rennekamp
Sta., Comm. Mgr......John Wellenhoffer
Sales Promotion.....Guy R. Davis
Program Director.....Howard Bycroft
Publicity Director.....Guy R. Davis
Chief Engineer.....David E. Hubertz

WFRM—Coudersport—1953

Frequency: 600 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Farm & Home Bcstg. Co.
Address.....9 N. Main St.
News Service.....AP
Transcription Service.....World
Membership.....NARTB
President.....C. H. Simpson



General Manager.....John A. Fay
 Sta. Mgr., Prog. Dir.....R. F. Bennett
 Commercial Mgr.....Mary Rubar
 Sales Prom. Manager.....George Kuratomi
 Publicity Dir.....Ed Easton
 Chief Engineer.....Kenyon Reed

WBUX—Doylestown—1948

Frequency: 1570 Kc.....Power: 250 Watts.
 Owned.....WBUX Broadcasting Co.
 Address.....Pine Run Road
 News Service.....AP
 Transcription.....World
 Representative.....Indie Sales
 President.....George Steiner
 General Mgr.....James Stolcz
 Publicity Dir.....Bob Fetz
 Chief Engineer.....Dick Wright

WCED—Dubois—1941—CBS

Freq.: 1420 Kc.....Power: 5 Kw. d., 500 W. n.
 Owned.....Tri County Broadcasting Co., Inc.
 Address.....80 N. Park Place
 Newspaper Affiliation.....Courier-Express
 News Service.....UP
 Transcription.....Lang-Worth
 Representative.....McGillvra
 President.....Harold T. Gray
 General Mgr.....Jason S. Gray
 Sls., Comm. Mgr.....George Williams
 Sales Prom. Mgr., Prog. Dir.....Ken Johnston
 Publicity Dir.....Dean Close
 Chief Engineer.....George Donahue

WEEX—Easton—1056

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Easton Publishing Co.
 Address.....Chestnut Hill
 Newspaper Affiliation.....Express
 News Service.....AP
 Transcription.....Thesaurus
 Representative.....Headley-Reed
 President.....J. L. Stackhouse
 General Mgr.....Nelson S. Rounsley
 Chief Engineer.....Robert Francett

WEST—Easton—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Associated Bcstrs., Inc.
 Bus. Studio Address.....516 Northampton St.
 News Service.....AP
 Representative.....Meeker Co.
 Membership.....NARTB
 Station Exec.....Clair R. McCollough
 Station Manager.....Theodore W. Pierce
 Nat'l. Sales Manager.....J. Robert Gulick
 Program Director.....Eugene Bethman
 Technical Director.....J. E. Mathlot

WGSA—Ephrata—1955—KBS

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned.....Garden Spot Broadcaster, Inc.
 Address.....P. O. Box 419
 News Service.....UP
 Transcription.....Capitol
 Representative.....Broadcast Time Sales
 President.....Lester Grenewalt

Sta. Mgr., Ch. Eng.....Samuel Youse
 Comm. Mgr., Prog. Dir.....John Wells

WERC—Erie—1941—ABC

Frequency: 1260 Kc.....Power: 5 Kw.
 Owned By.....WERC Bcstg. Co.
 Address.....121 West 10th St.
 News Service.....UP
 Station Representative.....Weed
 President.....Jacob A. Young
 Gen. Mgr.....Gene Conrad
 Sls., Comm. Mgr.....Robert Yochim
 Prog. Dir.....John Luther
 Pub. Dir.....Jim Dewart
 Chief Eng.....Ken Hestor

WIKK—Erie—1949—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Community Service Bcstg.
 Bus. Studio Address.....3514 State St.
 Newspaper Affil.....Dispatch
 News Service.....AP
 Representative.....Petry
 President.....Edward Lamb
 Gen., Sta. Manager.....Ben McLaughlin
 Sls. Prom. Mgr.....James Spence
 Program Director.....Robert Lunquist
 Commercial Manager.....K. R. Nelson
 Publicity Director.....Robert Weschler
 Chief Engineer.....Ken Husband

WJET—Erie—1951

Frequency: 1400 Kc.....Power: 250 Watts
 Owned.....Jet Broadcasting Co., Inc.
 Address.....18th & Ash Streets
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Forjoe
 Membership.....NARTB
 President, Gen. Mgr.....Myron Jones
 Comm. Mgr.....Peter Coticchia
 Program Director.....Lawrence Jones
 Chief Engineer.....Richard Zahnhizer

**WLEU—Erie—1935—MBS
MBS**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....J. Patt Wardlaw
 Address.....12th & State Sts.
 News Service.....AP
 Station Rep.....Rambeau
 Membership.....NARTB
 Pres., Mgr.....J. Patt Wardlaw
 Commercial Mgr.....James D. Brownyard

WFAR—Farrell—1954—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Sanford A. Schafitz
 Address.....P. O. Box 150
 News Service.....AP
 President, Gen. Mgr.....Sanford A. Schafitz

WGET—Gettysburg—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Times & News Pub. Co.

Address Gettysburg
 Newspaper Affil. Times & News Pub. Co.
 News Service AP
 Transcription Service World
 Membership NARTB
 Gen. Mgr. P. H. Cunningham
 Comm. Mgr. Marc Starkins
 Program Director Lester M. Blair

WHJB—Greensburg—1934

Frequency: 620 Kc. Power: 1 Kw. d., 500 n.
 Owned WHJB, Inc.
 Business-Studio Address. 128 N. Penn Ave.
 News Service UP
 Membership NARTB
 President. H. Kenneth Brennen
 Gen., Sta., Comm. Mgr. H. J. Brennen
 Sales Prom. Mgr. James C. Smeltzer
 Prog. Mgr. Glenn Grayson
 Chief Engineer L. L. Allen

WHVR—Hanover—1949

Freq.: 1280 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By. Radio Hanover, Inc.
 Address Box 268
 News Service UP
 Transcription Service Standard
 Membership NARTB, RAB
 Pres., Sta., Comm. Mgr. John D. Bare
 Program Director Daniel E. Rutledge
 Chief Engineer Philip Rohrbraugh

WCMB—Harrisburg—1948
MBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By. Rossmoyne Corp.
 Business-Studio Address. 228 Court St.
 News Service AP
 Transcription Service Thesaurus
 Representative Gill-Perna
 President. Edgar T. Shepard, Jr.
 General Manager Ed K. Smith
 Comm. Manager Henry Traugh
 Program Director Ed. Gonzales
 Chief Engineer J. Howard Bair

WHGB—Harrisburg—1945
ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Kendrick Bcstg. Co., Inc.
 Bus.-Studio-Trans. Address. 112 Market St.
 News Service AP
 Transcription Service Capitol
 News. Affil. Triangle Pub.
 Representative Triangle Pub.
 Membership NARTB
 Pres., Gen. Mgr. H. Kendrick
 Program Director Jack Hooper
 Comm. Mgr. Ralph Hartman
 Chief Engineer William Kuntz

WHP—Harrisburg—1924
CBS

Frequency: 580 Kc. Power: 5000 Watts

Owned-Operated By WHP, Inc.
 Business-Studio Address. Telegraph Bldg.
 Representative The Bolling Co.
 Membership NARTB
 Gen.-Comm. Mgr. A. K. Redmond
 Sales Service Director Beatrice Potteiger

WKBO—Harrisburg—1922
NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Keystone Bcstg. Corp.
 Bus.-Studio Address. 31 N. Second St.
 News Service AP
 Representative Robert Meeker
 Membership NARTB
 Station Executive Clair R. McCollough
 Station Manager W. E. Garman
 Natl. Sales Mgr. J. Robert Gulick
 Comm. Mgr. Jack Candioto
 Promotion Dir. Paul I. Woodland
 Technical Director J. E. Mathiot

WAZL—Hazleton—1932
NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Hazleton Bcstg. Co.
 Address Hazleton Nail. Bank Bldg.
 News Service AP
 Transcription Service World
 Representative Raul H. Raymer, Co.
 Membership NARTB, RAB
 Pres., Gen., Mgr. Victor C. Diehm
 Comm. Mgr. Robert A. Sacco
 Sales Prom. Mgr. E. McDonnell
 Prog. Director Don Murray
 Pub. Director Paul Ceruta
 Chief Engineer Elwood Tito

WAMO—Homestead-
Pittsburgh—1948

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By. Steel City Bcstg. Corp.
 Bus.-Studio Address. 105 E. 7th Ave.
 News Service UP
 Representative Forjoe
 President, Gen. Mgr. Leonard Walk
 Chief Engineer James Herbert

WHUN—Huntingdon—1947
KBS

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By. Joseph F. Biddle Publ. Co.
 Bus.-Studio Address. 400 Washington St.
 News Service UP
 Trans. Ser. SESAC, Lang-Worth
 President. John H. Biddle
 General Manager William E. Germann

WDAD—Indiana—1945
CBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. WDAD Inc.
 Address 632 Philadelphia St.



Newspaper Affil.....The Progress
 News Service UP
 Trans. Ser. World
 President..... W. K. Ulerich
 General Manager..... W. J. Thomas
 Station Manager..... Jonas Termin
 Program Director..... C. C. Porter
 Chief Engineer..... S. Graziadio

WARD—Johnstown—1946
CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Central Bcastg. Co., Inc.
 Address 235 Franklin St.
 News Service UP
 Transcription Service World
 Membership NARTB
 Representative Weed
 V.P., Gen. Manager..... G. D. Garland
 Station Manager..... Steward W. Phillips

WCRO—Johnstown—1947
ABC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Century Bcastg. Corp.
 Bus.-Studio Address.....Fort Stanwix Hotel
 Representative Forjoe
 General Manager..... John Pallottini

WJAC—Johnstown—1925
NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..... WJAC, Inc.
 Bus.-Studio Address..... 329 Main St.
 Newspaper Affil. Tribune-Democrat
 News Service AP
 Representative Young
 Membership NARTB
 President..... W. W. Krebs
 Station Mgr..... Park Claycomb
 Prog. Dir..... Ronald J. Stephenson
 Publicity Dir..... Richard Ott
 Chief Engineer..... Theodore E. Campbell

WADP—Kane—1954

Frequency: 960 Kc.....Power: 500 Watts
 Owned Northern Allegheny Bcastg. Co.
 Address Warren, Pa.
 News Service AP
 Transcription Thesaurus
 Membership RAB
 President, Gen. Mgr..... David Potter
 Sta., Comm. Mgr..... Richard E. Feit
 Prog. Director..... Jack Sandstrom
 Chief Engineer..... John Nordine

WACB—Kittanning—1948
KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned..... Armstrong County Bcastg. Corp
 Bus.-Studio Address..... 325 Market St.
 News Service AP
 Representative Rambeau
 Transcription Service Thesaurus

President S. W. Pruett
 V.P., Gen. Mgr..... Charles M. Erhard, Jr.
 Sta. Mgr., Prog. Director..... H. H. Stoops
 Pub. Director..... William C. Frederick
 Chief Engineer..... William A. Motter

WGAL—Lancaster—1922
NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..... WGAL, Inc.
 Business-Studio Address..... 8 W. King St.
 News Service AP
 Membership NARTB
 Representative Robert Meeker
 President, Gen. Mgr..... Clair R. McCollough
 Asst. Gen. Mgr..... J. Robert Gulick
 Station Mgr..... Kenneth Kreider
 Program Dir..... Brian Kintzer
 Promotion Dir..... Paul I. Woodland
 Technical Director..... J. E. Mathiot

WLAN—Lancaster—1946
ABC-MBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Oper. By..... The Peoples Bcastg. Co.
 Bus.-Studio Address..... 252 N. Queen St.
 News Service AP
 Transcription Service Capitol
 Representative Headley-Reed
 Membership..... NARTB, RAB
 President..... Frank H. Altdoerffer
 Gen. Mgr..... S. M. Altdoerffer
 Commercial Mgr..... Stanley Baker
 Pub., Sls. Prom., Prog. Dir..... R. O. Welsh
 Chief Engineer..... Ramon Sherman

WLSH—Lansford—1952

Frequency: 1410 Kc.....Power: 1000 Watts d.
 Owned-Oper. By... Miners Bcastg. Service, Inc.
 Address..... P. O. Box D
 News Service UP
 Transcription Thesaurus
 Membership RAB
 President..... Joseph L. Maguire
 Station Manager..... John W. Angst

WAKU—Latrobe—1951—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... WAKU, Inc.
 Address..... 200 Depot St.
 News Service AP
 Transcription Service Thesaurus
 President..... Harry P. Reed
 Gen. Mgr., Prog. Dir..... W. J. Thomas
 Comm. Mgr..... Robert Johnson
 Chief Engineer..... Manuel Alvarez

WLBR—Lebanon—1946

Frequency: 1270 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... Lebanon Bcastg. Co.
 Bus.-Studio Address..... 8th & Cumberland Sts.
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB

President.....H. Raymond Stadiem
 Managing Director.....Lester P. Etter
 Comm. Manager.....Philip J. Reilly
 Program Director.....H. P. Van Voorhis
 Chief Engineer.....M. Leonard Savage

WKVA—Lewistown—1949

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Central Pa. Bcstg. Co.
 Address.....19 S. Wayne St.
 News Service.....UP
 Representative.....Gill-Perna
 Pres., Sta., Gen. Mgr.....Robert L. Wilson
 Comm. Manager.....G. T. Hepburn
 Sales Prom. Manager.....William Musser
 Program Director.....Bob Hyle
 Publicity Dir.....Arch Baker
 Chief Engineer.....Robert Steltzer

WMRF—Lewistown—1941
 NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Lewistown Bcstg. Co.
 Business-Studio Address.....5 W. Market St.
 News Service.....AP
 Representative.....Burn-Smith
 Membership.....RAB
 President.....J. S. Woods
 General Mgr.....T. W. Metzger
 Commercial Manager.....Frank Troiani
 Program Dir.....Miss Thekla Leeper
 Publicity Director.....Dale Smith
 Chief Engineer.....Kenneth Callahan

WBPZ—Lock Haven—1946
 MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lock Haven Bcstg. Corp.
 Bus.-Studio Address.....132½ E. Main St.
 News Service.....AP, UP
 Trans. Service.....World, Lang-Worth
 Representative.....McGillyvra
 Membership.....NARTB, RAB
 Gen., Comm. Manager.....Harris Lipetz

WEDO—McKeesport—1947

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Tri-City Bcstg. Co.
 Business-Studio Address.....547 5th Ave.
 News Service.....AP
 Transcription.....Thesaurus
 Newspaper Affil.....Hancock Cty. Courier
 Membership.....NARTB, RAB
 Trans. Service.....Thesaurus
 Station Rep.....Rambeau
 Pres., Gen. Mgr.....Edward J. Hirschberg
 Sta. Mgr.....Robert E. Badger
 Prog. Director.....Jim Barker
 Comm., Sales Prom. Mgr.....Earl Buncher
 Publicity Director.....Sam Spatter
 Chief Engineer.....Wilkes E. Hurley

WMCK—McKeesport—1947

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Mon-Yough Bcstg. Co.

Business-Studio Address.....516 Market St.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Cooke
 Membership.....NARTB
 President.....Robert M. Cox
 Comm. Manager.....Gene Kline
 Station Mgr.....Sam Vidnovic
 Program Director.....Pat Haley
 Chief Engineer.....Charles White

WMGW—Meadville—1947
 ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Meadville Bdcstg. Serv., Inc.
 Address.....1st National Bank Bldg.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 President.....H. C. Winslow
 Gen., Sta., Comm., Sls. Prom. Mgr.....R. Trace
 Prog., Pub. Director.....James Strickler
 Chief Engineer.....Eugene Phillips

WJUN—Mifflintown—1955

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Juanita Perry Bcstg. Co.
 Address.....Box 97
 Newspaper Affil.....Lewistown Sentinel
 Membership.....RAB
 Representative.....Burn-Smith
 News Service.....AP
 President.....J. S. Woods
 Sales Mgr., Prog. Dir.....C. A. Moore
 Pub. Dir.....Don Lorenz
 Chief Engineer.....Kenneth Callahan
 General Manager.....Thomas W. Metzger
 Station Manager.....Ralph S. Parker

WMLP—Milton—1955

Frequency: 1570 Kc.....Power: 1 Kw.
 Owned.....WMLP, Inc.
 Address.....YMCA Bldg.
 News Service.....AP
 President.....John S. Booth
 General. Sta. Mgr.....John Foster
 Sales Prom. Mgr.....John Yingling
 Chief Engineer.....William Keil

WHWL—Nanticoke—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Anthracite, Inc.
 Business-Studio Address.....Woolworth Bldg.
 News Service.....INS
 Representative.....ForJoe
 Transcription.....World
 President.....Henry W. Lark
 General Manager.....Milton Laughlin

WKST—New Castle—1938
 MBS

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKST, Inc.
 Address.....Cathedral Bldg.
 News Service.....UP



WCAU means
PHILADELPHIA

response

This story is directed particularly to those who ask, "How much product did it move?" WCAU-TV's "Mister & Missus" team, Joan and Gene Crane, in a few weeks increased the upholstering department's work at Gimbels about 200 per cent! Proof that this outstanding couple converts audience appeal to sales appeal. So when you think of response, think of WCAU.

WCAU, WCAU-TV *The Philadelphia Bulletin*
Radio and TV stations. By far Philadelphia's most
popular stations. Ask Pulse. Ask ARB. Ask Philadelphians.
Represented nationally by CBS Spot Sales.

Representative Everett-McKinney
 Membership RAB
 President, General Mgr. S. W. Townsend
 Station Manager Harley West
 Comm. Mgr. Byron McConnell
 Prog., Pub. Dir. Harry Reith
 Chief Engineer Kenneth Caum

**WKPA—New Kensington
 1940**

Frequency: 1150 Kc. Power: 250 Watts d.
 Owned-Oper. By ... Allegheny-Kiski Bcstg. Co.
 Business-Studio Address 810 Fifth Ave.
 News Service AP
 Transcription Service World
 Representative Continental Radio Sales
 President C. R. Cooper
 General Manager Melvin Goldberg
 Program Director Michel Felock
 Sls. Prom. Manager J. Hannan, Jr.
 Chief Engineer W. W. Neely

WNAR—Norristown—1946

Frequency: 1110 Kc. Power: 500 Watts d.
 Owned-Operated By ... Norristown Bcstg. Co.
 Bus.-Studio Address Old Arch Rd.
 News Service AP
 Representative Weed
 Membership NARTB
 President N. Joe Rahall
 Gen. Mgr. Ogden R. Davies
 Sta. Manager John M. Banzhoff
 Local Sales Mgr. Donald L. Jones
 Program Dir. Bernard Brode
 Chief Engineer Anthony De Sola

**WKRZ—Oil City—1946
 KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WKRZ, Inc.
 Business-Studio Address Broadcast Bldg.
 News Service AP
 Pres., Gen., Sta. Mgr. ... Kenneth E. Rennekamp

WHAT—Philadelphia—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By ... Independence Bcstg. Co.
 Address ... Conshohocken & Windemere Aves.
 News Service AP
 Representative Stars National
 Pres., Gen., Comm. Mgr. ... William A. Banks
 Station Manager Dolly Banks
 Sales Prom. Manager Len Stevens
 Prog. Director Charles O'Donnell
 Publicity Director M. Mason
 Chief Engineer Charles Lehmann

WIBG—Philadelphia—1925

Frequency: 990 Kc. Power: 10,000 Watts
 Owned Seaboard Radio Bcstg. Corp.
 Business-Studio Address Suburban Sta. Bldg.
 President Paul F. Harron
 News Service UP
 General Mgr. John R. Mahoney
 V.P., Production Rupe Werling

Program Dir. Douglas Arthur
 Tech. Dir. John Henninger
 Chief Engineer George Hooper
 Sales Prom. Mgr. William J. Conran

**WRCV—Philadelphia—1921
 NBC**

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Oper. By ... National Bcstg. Company
 Business-Studio Address 1619 Walnut St.
 News Service INS, AP
 News Service AP, UP
 Transcription Thesaurus
 Representative NBC Spot Sales
 Membership RAB, NARTB
 President Robert W. Sarnoff
 Vice-Pres., Gen. Mgr. Lloyd E. Yoder
 Dir. of Operations Curtis D. Peck
 Dir. of Sales Harold W. Waidell
 Local Sls. Mgr. William S. Dallmann
 Adv. & Promotion Dir. John P. Wiley
 Program Director Stan Lee Broza
 Publicity Director Gene E. Stout
 Tech. Oper. Mgr. William A. Howard

**WCAU—Philadelphia—1922
 CBS**

Frequency: 1210 Kc. Power: 50,000 Watts
 Owned-Oper. By WCAU, Inc.
 Address City & Monument Ave.
 News Service AP, INS, UP
 Newspaper Affil. Bulletin
 Representative CBS Radio Spot Sales
 Membership NARTB, RAB
 Pres., Gen. Mgr. Donald W. Thornburgh
 Sales Manager John S. DeRussy
 V.P., Prog. Mgr. Jos. T. Connolly
 V.P., Pub. Rel. Robert N. Pryer
 Radio Prom. Dir. Fred Birnbaum
 V.P., Director of Engr. John G. Leitich

WDAS—Philadelphia—1922

Frequency: 1480 Kc. Power: 1 Kw.
 Owned-Oper. By Max M. Leon, Inc.
 Address Belmont Ave. & Edgely Rd.
 News Service AP
 Representative John E. Pearson
 President Max M. Leon
 General Manager Robert A. Klein
 Program Director Jerry Grove
 Comm. Mgr. William H. Vogt
 Sales Prom. Mgr. Louis N. Palens
 Publicity Director Art Newsham
 Chief Engineer Frank W. Unterberger

**WFIL—Philadelphia—1922
 ABC**

Frequency: 560 Kc. Power: 5000 Watts
 Owned Triangle Publications, Inc.
 Business-Studio Address 46th & Market
 News Service UP
 Newspaper Affil. Inquirer
 Representative Blair
 Membership NARTB
 General Manager Roger W. Clipp



Station Manager.....George A. Koehler
 Gen. Sls. Manager.....K. W. Stowman
 Radio Sales Mgr.....William R. Dothard
 Promotion Mgr.....Joe Zimmermann
 Program Dir.....Felix Meyer
 Chief Engineer.....Henry Rhea

WJMJ—Philadelphia—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....WJMJ Bcstg. Corp.
 Business-Studio Address.....2043 Locust St.
 News Service.....AP
 Transcription Service.....SESAC
 Representative.....Indie Sales
 Pres., Gen. Sta. Mgr.....Patrick J. Stanton
 Commercial Mgr.....Charles Stahl
 Sales Prom., Pub. Mgr.....James Rubenstone
 Prog. Dir.....Michael Deegan
 Chief Engineer.....Alec Felton Iles

WPEN—Philadelphia—1929

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Oper. By.....William Penn Bcstg. Co.
 Business-Studio Address.....2212 Walnut St.
 News Service.....AP, UP
 Representative.....Gill-Perna
 Membership.....RAB, NARTB
 President.....William Sytk
 V.P., Gen. Mgr.....William B. Caskey
 Asst. Sta. Mgr., Prog. Dir.....Murray Arnold
 Comm. Manager.....Erwin Rosner
 Prom. Mgr., Pub. Director.....James M. Kiss
 Chief Engineer.....Charles W. Burtis

WIP—Philadelphia—1922
MBS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Pennsylvania Bcstg. Co.
 Business-Studio Address.....35 S. 9th St.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Edward Petry
 Membership.....RAB
 Pres., Gen. Mgr.....Benedict Gimbel, Jr.
 V.P., Director of Sales.....Ralf Brent
 Program Director.....Varner Paulsen
 Comm. Manager.....Clyde Spitzner
 Chief Engineer.....Clifford C. Harris

WIP
 ADVERTISEMENT
 ON PAGE 20

WTEL—Philadelphia—1924

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned.....Foulkrod Radio Engineering Co.
 Business-Studio Address.....4312 N. Broad St.
 Pres., Pgm. Dir.....E. Douglass Hibbs
 Sec'y.-Treas.....Henry N. Cocker

KDKA—Pittsburgh—1920

Frequency: 1020 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Westinghouse Bcstg. Co. Inc.
 Business-Studio Address.....1 Gateway Center
 News Service.....AP, UP

cover PITTSBURGH...

cover over 100 RICH COUNTIES!

with

KDKA Radio

Cover over 8,000,000 people in 108 ready-willing-and-able-to-buy counties of Western Pennsylvania and beyond! Top power, top shows, top audience—extra value all the way. Call Don Trageser, KDKA Sales Manager, at EXpress 1-3000 for availabilities.

Only KDKA-Radio delivers the *entire* Pittsburgh Trading Area. That's why in Pittsburgh no selling campaign is complete without the WBC Station:



WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WOWC;
 CHICAGO, WIND; PORTLAND, KEX... TELEVISION—BOSTON, WBZ-TV;
 PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES ○ KPIX REPRESENTED BY THE KATZ AGENCY, INC.
 ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Representative. Peters, Griffin, Woodward, Inc.
Membership......NARTB, RAB
President Donald H. McGannon
Gen., Station Mgr......L. R. Rawlins
Comm. Manager..... Donald Trageser
Program Manager..... Guy Harris
Publicity Manager..... John Williams
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.
News Service..... UP
Transcription..... World
Membership..... NARTB
Representative..... Raymer
Exec. Vice President..... Gunnar O. Wliig
Gen., Sls. Manager..... J. F. Murray
Publicity Director..... Owen Simon
Program Dir...... John Gibbs
Chief Engineer..... James S. Schultz

WILY—Pittsburgh—1954

Frequency: 1080 Kc.....**Power:** 1 Kw.
Owned By..... Pittsburgh Bcstg. Co.
Address..... 220 N. Highland Ave.
News Service..... AP
Station Representative..... Stars Nat.
Membership..... NARTB, RAB
President..... John Kluge
Gen., Sta. Manager..... Ernie Tannen
Commercial Manager..... John Pieper
Traffic Manager..... Phillis C. Hardy
Chief Engineer..... Victor G. Klein

WJAS—Pittsburgh—1921
ABC-MBS

Frequency: 1320 Kc.....**Power:** 5000 Watts
Owned-Oper. By... Pitts. Radio Supp. House
Address..... Chamber of Comm. Bldg.
News Service..... UP
Representative..... H. R. Reys
Pres., Gen. Mgr...... H. K. Brennon
Comm. Mgr...... John H. Buchheit
Sales Prom. Mgr...... Caley E. Augustine
Program Director..... W. E. Babcock
Pub. Director..... Cal T. Mara
Chief Engineer..... W. W. McCoy

WPIT—Pittsburgh—1947

Frequency: 730 Kc.....**Power:** 1000 Watts d.
Owned-Operated By..... WPIT, Inc.
Business-Studio Address..... Pitt Bldg.
News Service..... UP
Membership..... NARTB
President..... John J. Laux
Gen., Comm. Mgr...... Don Ioset
Sales Mgr., Prog., Pub. Dir...... Clifford Charles
Chief Engineer..... Michael Komichak

WCAE—Pittsburgh—1922

Frequency: 1250 Kc.....**Power:** 5000 Watts
Owned-Operated By..... WCAE, Inc.
Bus.-Studio Address..... Carlton House

Newspaper Affil......Sun-Telegraph
News Service..... INS, AP
Representative.....Katz
Membership..... NARTB
Pres., General Manager..... Leonard Kapner
Sta. Mgr., Prog. Dir...... R. Clifton Daniel
Commercial Manager..... Alan Trench
Prom. Mgr., Pub. Dir...... William Thiemann
Chief Engineer..... James Greenwood

WWSW—Pittsburgh—1932

Frequency: 970 Kc.....**Power:** 5000 Watts
Owned-Oper. By..... WWSW, Inc.
Bus.-Studio Address..... Hotel Sherwyn
News Service..... UP
Representative..... John Blair
Membership..... NARTB
President, Gen. Mgr...... Pete Schloss
Sta. Mgr., Prog. Dir...... Ben W. Muros
Sales Prom. Mgr., Pub. Dir...... Phil Davis
Chief Engineer..... Henry R. Kaiser

WPTS—Pittston—1954

Frequency: 1540 Kc.....**Power:** 1 Kw. d.
Owned-Oper. By..... Midway Bcstg. Co., Inc.
Address..... Main & Spring St.
Representative..... Indie
Transcription..... World
Pres., Gen. Manager..... Angelo W. Fiorani
Commercial Mgr...... R. E. Florey
Program Director..... Joseph Tipton
Promotion Mgr...... Rosemary Gallagher
Chief Engineer..... John P. McGoldrick

WPAZ—Pottstown—1951

Frequency: 1370 Kc.....**Power:** 1000 Watts d.
Owned-Operated By..... Pottstown Bcstg. Co.
Address..... 247 High St.
News Service..... UP
Representative..... Indie Sales
Pres., Gen. Mgr...... Herbert Scott

WPAM—Pottsville—1947
KBS

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Oper. By..... Miners Bcstg. Serv., Inc.
Business-Studio Address..... Box 629
Transcription Service..... World
Representative..... Everett McKinney
Membership..... NARTB, RAB
Station Manager..... James K. Stock
Comm Mgr...... Frank L. Tamulonis

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
Membership..... NARTB
Owner, Gen. Mgr...... A. V. Tidmore
Commercial Manager..... Ralph L. Price, Jr.
Sales Prom. Mgr...... Walter Jones
Program Dir...... Ed Romance
Chief Engineer..... William P. Tidmore



WPME—Punxsutawney—1952
KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Punxsutawney Bcstg Co.
Address.....P. O. Box 38
News Service..... AP
Trans. Service..... Thesaurus
Membership..... NARTB
General Manager..... C. M. Erhard, Jr.
Regional Sales Mgr..... C. M. Erhard, Sr.
Traffic Mgr..... Joseph A. Pelletier

WEEU—Reading—1932—ABC

Frequency: 850 Kc. Power: 1000 Watts
Owned By.....Hawley Broadcasting Co.
Business-Studio Address..... 433 Penn St.
Newspaper Affiliation..... Eagle Co.
News Service..... UP
Representative..... Headley-Reed
President..... William J. Rohn
Gen., Sta., Comm., Prom. Mgr. K. Richard Creitz
Prog., Pub. Dir..... Jack B. Gounder
Asst. Dir., Tech..... Harold E. Schearer

WHUM—Reading—1946
CBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By..... Eastern Radio Corp.
Business-Studio Address..... Berkshire Hotel
News Service..... AP
Representative..... WEED
Membership..... NARTB
Gen., Sta. Mgr..... Robt. G. Magee
Prog. Dir..... Alan Lane
Comm., Sales Prom. Mgr..... W. Ruffner
Chief Engineer..... Daniel Donahue

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..... AP
Membership..... NARTB
Representative..... Robert Meeker
Station Executive..... Clair R. McCollough
Station Manager..... Robert S. Reider
Natl. Sales Mgr..... J. Robert Gulick
Program Director..... Martin 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..... Red Lion
News Service..... UP
Trans. Ser..... Capitol, SESAC
Station Rep..... Kennedy
President..... John M. Norris
Gen., Sta. Mgr..... John H. Norris
Commercial Mgr..... Vincent A. Freeman

WKMC—Roaring Spring—1955

Frequency: 1370 Kc. Power: 500 Watts d.

Owned-Oper. By.....Cove Bcstg. Co., Inc.
Address.....Woodbury Pike
News Service..... AP
Membership..... NARTB
President.....Gerald J. Collins
Chief Engineer.....C. I. Metzger

WKBI—St. Marys—1950
MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Elk Cameron Bcstg. Co.
Address.....41 Erie Ave.
Transcription Service..... Standard
News Service..... AP
Representative..... Allegheny Mountain Network
Membership..... NARTB
General Manager..... C. H. Simpson
Commercial Manager..... R. H. Knouse
Prog. Director..... Beatrice B. Smith
Nat. Sales Mgr..... F. R. Hutchison
Pub. Dir..... W. Herbst:itt

WATS—Sayre—1950—KBS

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Susquehanna Val. Bcstg. Co.
Address.....110 N. Elmer St.
Representative..... Indie Sales
Membership..... RAB
Owner..... Thompson K. Cassel
Gen., Sta., Comm. Mgr..... Walter D. Knowles
Program Director..... Charles L. Snyder
Chief Engineer..... Benjamin A. Franklin

WARM—Scranton—1939
ABC

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By..... Union Bdcst. Co.
Address..... 333 Madison Ave.
News Service..... AP
Representative..... Bolling Co.
Transcription Service..... Thesaurus
President..... Martin F. Memolo
Gen., Sta. Manager..... William M. Dawson
Comm. Mgr..... S. Feigenbaum
Sls. Prom. Mgr., Pub. Dir..... Frances M. Breslin
Program Director..... Art Bolin
Chief Engineer..... Roswell J. Parker

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.
News Service..... AP
Representative..... H-R Repts
Membership..... NARTB
President..... Mrs. M. E. Megargee
V.P..... Madge M. Holcomb
Prog. Dir..... Frank Monaghan
General Manager..... George D. Coleman
Station Manager..... Robert E. McDowell
Prom. Dir., Pub. Dir..... Doug Holcomb
Chief Engineer..... Kenneth R. Cooke

WICK—Scranton—1954

Frequency: 1400 Kc. Power: 250 Watts
Owned.....Scranton Radio Corp.

Address.....717 Linden St.
News Service.....AP
Station Rep......Walker
Pres., Gen. Mgr......Joe Dobbs
Program Director.....Joe Silva
Chief Engineer.....James D. Pettinato

WEJL—Scranton—1950

Frequency: 630 Kc.Power: 500 Watts d.
 Owned-Oper. By...Edward & Elizabeth Lynett
 Address.....Penn Ave. at Spruce
News Service.....UP, AP
Newspaper Affil......Times
Trans. Ser......Standard, Lang-Worth
Membership.....RAB, NARTB
Station Rep......Meeker
Gen., Sta., Mgr......Cecil Woodland
Program Director.....Hugh Connor
Pub. Dir......Bill Pierce
Chief Eng......Guy Rauer

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.
News Service.....AP
Representative.....Headley-Reed
Pres., Gen. Mgr......David M. Baltimore
Station Mgr......Barry Sherman
Comm. Mgr......Bert Oliver
Sales Prom. Mgr......Barry Sherman
Program Dir......David L. Griffiths
Chief Engineer.....Willard Shimski

WISL—Shamokin—1948
MBS

Frequency: 1480 Kc.Power: 1000 Watts
 Owned-Oper. By...Radio Anthracite, Inc.
Bus.-Studio Address.....Rock & Sunbury Sts.
News Service.....AP
Transcription Service.....World
Representative.....ForJoe
Membership.....NARTB
President.....Henry W. Lark
Sta. Mgr......Richard Owen
Chief Engineer.....Ray Williard

WPIC—Sharon—1938

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

WVSC—Somerset—1950

Frequency: 990 Kc.Power: 250 Watts d.
 Owned-Operated By.....Somerset Bcstg. Co.
Address.....P. O. Box 231
News Service.....UP

Membership.....RAB
Representative.....Indie Sales
Gen., Sta. Mgr......T. H. Opegard
Comm. Mgr......C. R. Taylor
Prog. Dir., Chief Engineer.....R. L. French

WMAJ—State College—1945
MBS

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Operated By.....Centre Bcstrs., Inc.
Bus.-Studio Address.....Box 888
News Service.....AP
Transcription Service.....World
General Manager.....Mrs. Alethea Ulerich
Station Manager.....Milton Bergstein

WVPO—Stroudsburg—1947

Frequency: 840 Kc.Power: 250 Watts d.
 Owned-Operated By.....Pocono Bcstg., Inc.
Business-Studio Address.....578 Main St.
News Service.....UP
Newspaper Affil......Record
Representative.....Radio-TV 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

WKOK—Sunbury—1933—CBS

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By.....Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter.....1150 N. Front St.
News Service.....AP
Membership.....NARTB
Newspaper Affil......Daily Item
President.....Harry H. Haddon
Comm., Sales Prom. Mgr......C. Donald Walther
General Manager.....Homer R. Smith
Program Director.....Michael J. Kane
Publicity Director.....Malcolm E. Arter
Chief Engineer.....John W. Keller, Jr.

WTIV—Titusville—1955

Frequency: 1290 Kc.Power: 500 Watts d.
 Owned-Oper. By...Crawford Cty. Bcstg. Corp.
Address.....P. O. Box 184
News Service.....AP
Transcription.....World
Representative.....V. D. Lindeman, Jr.
Membership.....NARTB, RAB
Manager.....Robert H. Sauber

WTRN—Tyrone—1954

Frequency: 1290 Kc.Power: 1000 Watts
 Owned.....Tyrone Bcstg. Co.
Address.....1006 Logan Ave.
News Service.....UP
Trans. Ser......World
President.....C. H. Simpson
V.P., Gen. Mgr......John A. Fay
Station Manager.....Lee C. Ray



WMBS—Uniontown—1927
CBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By Fayette Bdcstg. Corp.
Address Fayette Nat. Bank Bldg.
Representative Meeker Asso., Inc.
Sta. Mgr., Prog. Dir. James Gismondi
Comm., Sls. Prom. Mgr. Frederick David

WNAE—Warren—1946

Frequency: 1310 Kc. Power: 5000 Watts d.
Owned-Oper. By N. Allegheny Bdcstg. Co.
Address 310 Second Ave.
News Service AP
Transcription Service Thesaurus
Membership NARTB, RAB
Pres., Gen. Mgr. David Potter, Jr.
Comm. Mgr. James Potter
Sales Prom. Mgr. Frank Foster
Prog. Dir. Leroy Schneck
Pub. Dir. Dick Bove
Chief Eng. Homer Haines

WJPA—Washington—1942
MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Washington Bcstg. Co.
Bus. Address George Washington Hotel
News Service UP
Transcription Service Thesaurus
Representative Joseph Hershey McGillvra
Membership NARTB
Managing Director A. Boyd Siegel
Gen., Prom. Mgr., Prog., Pub. Dir.
John L. Merdian
Chief Eng. Andrew Gaidos

WAYZ—Waynesboro—1953
KBS

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By Richard Field Lewis Jr.
Address 21 W. Main St.
President Richard Field Lewis Jr.
General Manager Sam Hanshaw

WNBT—Wellsboro—1955—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Farm & Home Bcstg. Co.
Address 89 Main St.
News Service UP
Transcription World
President C. H. Simpson
V.P., Gen. Manager John A. Fay
Station Manager Robert Kahle
Account Exec. Ed Stevens
Chief Engineer Robert Barton

WBAX—Wilkes-Barre—1922
MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Anna Stenger
Business-Studio Address 85 W. Union St.
News Service UP

Representative Burn-Smith
Licensee Anna Stenger
Gen., Comm. Manager John H. Stenger
Program Director Ed Kuzma
Publicity Director Dan Stenger
Chief Engineer Milan Krupa

WBRE—Wilkes-Barre—1924
NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By WBRE-Radio, Inc.
Bus.-Studio Address 62 S. Franklin St.
News Service AP
Transcription Service Lang-Worth
Representative Headley-Reed
Membership NARTB
Pres., Gen. Mgr. David M. Baltimore
Comm. Mgr. Ernest Lewis
Operations Director F. D. Coslett
Program Director Robert Schumacher
Chief Engineer Charles Sakoski, Sr.

WHWL—Wilkes Barre—1946
(See Nanticoke Listing)

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.
News Service AP
Transcription Service Thesaurus
Representative Avery-Knodel
Membership NARTB
President Mitchell Jenkins
Exec. Vice President Roy E. Morgan
Treasurer Thomas P. Shelburne
Sales Prom. Mgr., Pub. Dir. Marlene Scalfido
Commercial Manager Luther Strittmatter
Program Director Tom Bigler
Chief Engineer Theodore French

WLYC—Williamsport—1951
KBC

Frequency: 1050 Kc. Power: 1 Kw.
Owned By Lycoming Bcstg. Co.
Address 331 Pine St., Box 389
News Service AP
Transcription Standard
Representative Donald Cooke
President John T. Keliher
V. P., Gen., Sta. Mgr. W. Richard Carlson
Commercial Mgr. Vince Campama
Sls. Prom. Manager Edward Kirchman
Program Dir. Vern Hester
Pub. Dir. W. Richard Carlson
Chief Engineer Norman Briggs

WRAK—Williamsport—1930
NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WRAK, Inc.
Address 1559 West 4th St.
News Service AP

Transcription Service Associated
 Representative Everett-McKinney
 Membership NARTB
 Pres., Gen. Mgr. George E. Joy
 Sta., Comm Mgr. J. Wright Mackey
 Program Manager Irving Berndt
 Promotion Manager Everett W. Rubendall
 Chief Engineer Glen L. Sherman

General Manager Lowell W. Williams
 Program Director H. E. Daugherty
 Comm. Mgr. Richard E. Burg
 Chief Engineer G. Winter

WWPA—Williamsport—1949
CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned. Williamsport Radio Bcstg. Assoc., Inc.
 Address 330 Government Pl
 Representative Burn-Smith
 News, Affil. Grit Publishing Co.
 News Service UP
 Transcription World
 Membership NARTB, RAB
 President. Harry J. W. Klessling
 Gen., Sta. Manager Woodrow W. Ott
 Program Director Louis C. Cate
 Comm., Sales Prom. Mgr. Phil Lane
 Publicity Director Albert Decker
 Chief Engineer Carl Steinbacher

WORK—York—1932—NBC

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Associated Bcstrs.
 Business-Studio Address 13 S. Beaver St.
 News Service AP
 Transcription Thesaurus
 Membership NARTB
 Representative Robert Meeker
 Station Executive Clair R. McCollough
 Station Manager Clare I. Miller
 Natl. Sales Mgr. J. Robert Gulick
 Program Director George M. Trout
 Technical Director J. E. Mathiot

WNOW—York—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Helm Coal Co.
 Business-Studio Address 25 S. Duke St.
 Transcription Service Lang-Worth
 Representative Robt. S. Keller
 Membership RAB

WSBA—York—1941
ABC-MBS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Susquehanna Bdctsg. Co.
 Address Box 910
 News Service AP
 Transcription World
 Membership NARTB, RAB
 Representative Young
 President Louis J. Appell
 Comm., Sales Prom. Mgr., Pub. Dir. P. K. Eberly
 Prog. Dir. Robert Shipley
 Chief Engineer Arthur Hafer

MORE NEWS
MORE FEATURES
MORE REGIONAL COVERAGE

AP

... and **MORE RADIO AND TELEVISION STATIONS**
 depend on
THE ASSOCIATED PRESS



WPRO

The Station That

SELLS
PROVIDENCE
FALL RIVER
NEW BEDFORD

5000 WATTS 630 KC.

Cherry & Webb Broadcasting Company

BASIC CBS RADIO

PROVIDENCE R.I.

**WPRO... THE RADIO VOICE
THAT IS KNOWN AND
LIKED AND BELIEVED
THROUGHOUT
SOUTHEASTERN
NEW ENGLAND**

ASK YOUR BLAIRMAN

Rhode Island

Pop. March 1 (Est.) 832,000—Families 252,000
Radio Homes 244,000—TV Homes 226,000—Stations in State 11

WADK—Newport—1948 KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By The Aquidneck Bcastg. Corp.
Address Box 367
News Service AP
Transcription Service World
Representative Walker
Pres., Gen. Mgr. Milton E. Mitler
Comm. Mgr. Frank Booth
Sales Prom. Mgr. George McNamara
Prog. Mgr. Bill Sheridan
Chief Engineer Luigi Bimco

WPAW—Pawtucket—1950

Frequency: 550 Kc. Power: 1000 Watts d.
Owned-Oper. By Roger Williams Bcastg. Co.
Address 34 N. Union St.
News Service UP
Representative Nona Kirby
Membership NARTB
Station Manager Allen Jones
Sales Manager Noel C. Breault

WEAN—Providence—1922 ABC-MBS-YANKEE

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

WPRO—Providence—1924 CBS

Frequency: 630 Kc. Power: 5000 Watts
Owned-Oper. By Cherry & Webb Bcastg. Co.
Bus-Stud. Add. 24 Mason St., WPRO Bldg.
News Service AP, UP
Representative Blair
Membership NARTB, RAB
President William S. Cherry, Jr.
General Manager Arnold F. Schoen, Jr.
Commercial Mgr. Kenneth Curto
Program Director John A. Owen, Jr.
Chief Engineer John V. Ferri

WRIB—Providence—1947

Frequency: 1220 Kc. Power: 1000 Watts d.
Owned-Oper. By R. I. Bcastg. Co.
Address Water St.
Representative Indie
News Service INS
Transcription Associated, SESAC
Commercial Mgr. Earl Castleman
Gen. Sta. Manager Antonio Pace

WICE—Providence—1947

Frequency: 1290 Kc. Power: 500 Watts
Owned Providence Radio, Inc.
Address 209 Weybosset St.
News Service AP
Rep. John E. Pearson, Harry Wheeler
Membership NARTB, RAB
President, Gen. Mgr. Edwin T. Elliot
Station, Sales Prom. Mgr. John F. Crohan
Comm. Mgr. John F. Maurer
Program Director Sherm Strickhouser
Publicity Director Jim Mendes
Chief Engineer Paul Garve

WHIM—Providence—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Oper. By Intercity Bcastg. Co.
Business-Studio Address 144 Westminster St.
Representative Headley-Reed, Kettel-Carter
President Frank W. Miller, Jr.
General Mgr. Robert T. Engles
Business Mgr. John E. Metts
Comm. Mgr. Harry L. Case
Sales Prom. Mgr. Milo J. Berking
Prog. Director C. George Taylor
Pub. Director Bruce L. Williamson
Chief Engineer Carroll A. Philbrook

WJAR—Providence—1922 NBC

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By The Outlet Co.
Business-Studio Address 176 Weybosset St.
News Service AP, INS
Membership NARTB
Representative Weed
Vice Pres., Treas. George O. Griffith
General Manager David Shurtleff
Comm. Manager Arthur Gordon
Chief Engineer Thomas C. J. Prior
(See Page 274)

WERI—Westerly—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned Oper. By Radio Westerly, Inc.
Address 34 Main St.
News Service UP
Representative Walker
Pres., Gen. Mgr. Ted Estabrook
Sls. Prom. Mgr. Joe Corey
Comm. Mgr. Dot Kidder
Chief Engineer Charles Austin

WNRI—Woonsocket—1954

Frequency: 1380 Kc. Power: 1000 Watts
Owner Friendly Bcastg. Co., Inc.
Address 814 Diamond Hill Road
News Service UP
Membership NARTB, RAB
President, Gen. Manager Joseph Britt
Comm. Manager John Thomas

WWON—Woonsocket—1946

Frequency: 1240 Kc. Power: 250 Watts



Owned-Oper. By Woonsocket Bcstg. Co.
 Business-Studio Address 99 Main St.
 News. Affil. Evening Call Pub.
 News Service AP
 Transcription World
 Membership NARTB
 Station Rep. Grant Webb, Nona Kirby

President.....Millicent S. Palmer
 Sta. Mgr.....Zel Levin
 Gen. Mgr.....Buell W. Hudson
 Prog. Dir.....Frank E. Titus, Jr.
 Chief EngineerHarold M. Belknap
 Sales Director.....Eugene Mcailoux

South Carolina

Pop. March 1 (Est.) 2,387,000—Families 588,000
 Radio Homes 562,000—TV Homes 398,000—Stations in State 59

WAKN—Aiken—1952—KBS

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By Aiken Electronics Adv. Corp.
 Address Box 811
 News Service AP
 Transcription Service..... World
 Membership RAB
 President John Mare
 General Manager..... W. Randall Davidson
 Commercial Mgr..... Wayne Mashburn
 Program Director..... Ronald Martin
 Chief Engineer..... Allen Askins, Jr.

WBEU—Beaufort—1954 KBS

Frequency: 960 Kc. Power: 1 Kw.
 Owned..... Beaufort Bcstg. Co.
 Address Beaufort
 News Service UP
 Trans. Service World
 President..... John M. Trask
 General Manager..... W. C. Bochman
 Comm. Mgr..... Carson Rembert
 Program Director..... Hugh Ward
 Chief Engineer..... Don Shannon

WAIM—Anderson—1935 CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Wilton E. Hall
 Address Trans. Loca. 321 Kingsley Road
 News Service INS
 Newspaper Affil. Independent, Daily Mail
 Transcription Service..... Lang-Worth
 Representative Headley-Reed
 Owner Wilton E. Hall
 Gen., Sta. Mgr..... Glenn P. Warnock
 Commercial Mgr..... G. P. Browne
 Sales Prom. Mgr..... V. Barath
 Program Director..... Marshall Gailliard
 Chief Engineer..... Earl Cosens

WHPB—Belton—1955

Frequency: 1390 Kc. Power: 500 Watts d.
 Owned-Oper. By Community Bcstg. Co.
 Address P. O. Box 426
 News Service UP
 Transcription Associated, Standard
 General Mgr..... James H. Lee
 Program Director..... Charles Smith

WBSC—Bennettsville—1947 MBS

Freq.: 1550 Kc. Power: 10 Kw. d.; 5 Kw. n.
 Owned-Oper. By Atl. Coast Ins. Co.
 Business-Studio Address Box 639
 News Service AP
 Representative Indle Sales
 Exec. Vice President..... Y. W. Scarborough, Jr.
 General Manager..... Neil Terrell
 Chief Engineer..... John Gronert

WANS—Anderson—1949 MBS-KBS

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Carolina Bcstrs.
 Address Box 211
 Transcription Service Standard
 Representative Devney
 News Service UP
 Pres., Gen. Mgr..... C. R. Johnson, Sr.
 Program Director..... C. W. Martin
 Comm. Mgr..... Carroll S. Lee
 Chief Engineer Alfred W. Pratt

WAGS—Bishopville—1954 KBS

Frequency: 1380 Kc. Power: 1 Kw.
 Owned..... Lee County Bcstg. Co.
 Address P. O. Box 168
 News Service AP
 Trans. Ser. World
 Station Rep..... Interstate
 Partners..... J. F. Coggins, E. L. B. Osborne
 Comm., Prom. Mgr..... John Martin
 General Manager..... Joe Morris
 Program Director..... William Fields
 Chief Engineer..... Norbert Tessier

WBAW—Barnwell—1953

Frequency: 740 Kc. Power: 500 Watts d.
 Owned-Oper. By WBAW, Inc.
 News Service UP
 Representative Hil F. Best
 Transcription Service World
 Newspaper Affil..... Seneca Journal
 President J. A. Gallimore
 General Mgr..... Joe Wilder

WACA—Camden—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By Station WACA
 Address Camden



News ServiceUP
Transcription Service.....Thesaurus
President.....Haygood S. Bowden
General Manager.....Tom Richards
Commercial Manager.....C. Ballard
Program Director.....A. A. Amodio

WCSC—Charleston—1930
CBS

Frequency: 1396 Kc.....**Power:** 5000 Watts
Owned-Oper. ByWCSC, Inc.
Address.....485 East Bay St.
News ServiceUP
Transcription ServiceWorld
Rep......Peters, Griffin, Woodward, Inc.
MembershipNARTB, RAB
President.....John M. Rivers
Gen. Mgr......John B. Hearne
Program Director.....Al Stone
Pub. Dir., Nat. Sales Mgr......Annie Lee Small
Prod. Co-ord......Alexandria Dengate
Chief Engineer.....Wilbur Albee

WHAN—Charleston—1946
MBS

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business Address.....P. O. Box 183
News ServiceUP
RepresentativeWalker
MembershipNARTB
Pres., Gen. Manager.....H. C. Weaver
Program Director.....Ray Thomas
Comm. Mgr., Ch. Eng......William P. Birchfield

WPAL—Charleston—1947

Frequency: 730 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Speidel-Fisher Bcstg. Corp.
Business-Studio Address.....149 Wentworth St.
RepresentativeForjoe, Dora-Clayton
Pres., Gen. Mgr......Albert T. Fisher, Jr.
Sta., Comm., Sales Prom. Mgr., Pub. Dir.
 Bob Chrystie
Program Director.....Louise Withrock
Chief Engineer.....Joe Sarko

WTMA—Charleston—1939
NBC

Frequency: 1250 Kc...**Power:** 5000 d.; 1000 n.
Owned-Oper. By.....Atlantic Coast Bcstg. Co.
Business Address133 Church St.
News ServiceAP
RepresentativeHollingbery
Pres., Gen. Mgr......Charles E. Smith
Assistant Mgr......Ralph J. Shade
Commercial Mgr......H. J. Guzik
Program Dir......Jack Gale

WQSN—Charleston—1948

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Low Country Bcstg. Co.
Address.....42 10th Ave.
News ServiceUP

Representative Pearson
President Sol Panitz
Gen., Sta. Manager.....E. H. Keown
Comm. Manager.....Barry Winton

WCRE—Cheraw—1953—KBS

Frequency: 1420 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Radio Cheraw Inc.
AddressBox 631
TranscriptionSESAC
RepresentativeAyers, Best, Keystone
News ServiceUP
PresidentRoy F. Zess
Gen., Comm. Sales Prom. Mgr., Prog. Dir.
 Jack L. Shiver
Chief Engineer.....Ralph Haneman

WGCD—Chester—1948

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Dispatch Pub. Co.
Address.....128 Main St.
Newspaper Affil......Dispatch Publ. Co.
Trans. SerSESAC
Station Rep.McGillvra
PresidentC. V. Sink
Gen., Sta., Comm. Mgr......John T. Cashion
Sec'y-Treas.Joe Sink

WCOS—Columbia—1939
ABC

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By.....Radio Columbia
Address.....Cornel Arms Bldg.
News ServiceAP
Transcription ServiceWorld
RepresentativeHeadley-Reed
MembershipNARTB, RAB
Pres., Gen. Mgr......Charles W. Pittman
Sales Manager.....Hub Terry
Asst. Manager.....John Ropp
Chief EngineerRobert D. Lambert, Jr.

WIS—Columbia—1930—NBC

Frequency: 560 Kc.....**Power:** 5000 Watts
Owned-Oper. ByBcstg. Co. of the South
Business-Studio Address1111 Bull St.
News ServiceAP
Transcription Service.....Thesaurus
Representative.....Peters, Griffin, Woodward, Inc.
MembershipNARTB, RAB
PresidentB. Calhoun Hipp
General Manager.....G. Richard Shafto
Managing Director.....W. Frank Harden
Dir. Admin. Services.....J. D. Saumenig
Sales Manager.....David A. Moss
Promotion Director.....Lillian Davis
Prod. Mgr......Mackie Quave
Chief Engineer.....John W. Watts

WMSC—Columbia—1945
CBS

Frequency: 1320 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....WMSC Radio, Inc.
Business-Studio Address.....1127 Lady St.

News ServiceUP
Transcription Service..... Standard, SESAC
Representative H.R. Ayer
Membership NARTB, RAB
Pres., Gen., Sta., Comm. Mgr..... C. W. Martin
Prog. Dir...... Gray Olive
Chief Engineer..... C. E. Stone, Jr.

WNOK—Columbia—1947

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Oper. By..... Palmetto Radio Corp.
Address..... 1811 Main St., Box 5307
News Service AP
Representative Raymer
Membership NARTB
Gen. Mgr...... H. Moody McElveen, Jr.
Commercial Manager..... G. Quick
Program Director..... Jack Cook
Chief Engineer..... Charlton Bowers

WOIC—Columbia—1954

Frequency: 1470 Kc.....**Power:** 5 Kw., d.
Owned..... Speidel Fisher Bcstg. Co.
Address..... Barringer Bldg.
Representative Walker, Dora-Clayton
Membership NARTB, RAB
President..... Albert T. Fisher, Jr.
Gen., Sta., Comm. Mgr...... Russell George
Sales Prom. Mgr...... Frankie Porier
Prog. Dir...... James Carter
Chief Engineer..... William Bridges

WLAT—Conway—1945
MBS

Frequency: 1330 Kc.....**Power:** 1000 Watts
Owned..... Coastal Broadcasting Co.
Address..... U. S. Highway 501 N.W., Box 799
News Service AP
Representative McGillvra
Membership NARTB
Pres., Gen. Mgr...... L. M. Hawley
Comm. Mgr...... Jack E. Hawley
Program Director..... Hamp Smith
Chief Engineer..... H. L. Hanks

WPFJ—Darlington—1955

Frequency: 1350 Kc.....**Power:** 500 Watts
Owned..... Darlington Broadcasting Co.
Address..... Box 277
News Service UP
Transcription Lang-Worth
Representatives Hil F. Best
Membership NARTB
President Robert Hilker
Gen. Mgr...... J. Norman Young
Comm. Mgr...... Ted Y. Prevaite
Sls. Prom. Mgr...... Bill Hopkins
Program Director..... Graham Caddell
Publicity Director..... Jackie Sansbury
Chief Engineer..... George Webb

WDSC—Dillon—1946—ABC

Frequency: 800 Kc.....**Power:** 1000 Watts a.
Owned-Oper. By..... Border Bcstg. Co., Inc.
Address..... U. S. Highway 301
Representative Gill-Perna

News ServiceUP
Membership NARTB
Pres., Gen. Mgr...... Joseph Martin
Station Mgr., Prom. Mgr...... Jim Murff
Comm., 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
Representative Indie Sales
Membership RAB
News Service UP
Transcription Associated, Standard
Pres., Gen. Mgr...... Cleatus Brazzell
Vice-President..... 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
News Service UP
Transcription Service..... Thesaurus
Membership NARTB, RAB
Representative Walker, Dora-Clayton
President..... Eugene E. Stone
Gen., Sta. Mgr...... Paul H. Benson, Jr.
Chief Engineer..... Frank Jenne

WOLS—Florence—1937

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Oper. By..... Florence Bcstg. Co., Inc.
Business-Studio Address ..151 S. Dargan St.
Transcription SESAC
Pres., Gen. Mgr...... Melvin Purvis

WFGN—Gaffney—1948

Frequency: 1570 Kc.....**Power:** 250 Watts d.
Owned-Oper. By Cherokee Radio Co., Inc.
Address P. O. Box 759
News Service UP
Representative Radio-TV Promotion Synd.
President A. Ray Godshall
Gen., Sta. Mgr...... Morton E. Green

WGTV—Georgetown—1949
MBS

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By..... Georgetown Bcstg. Co.
Address, Trans. Loc...... 216 Fraser St.
Station Rep...... Donald Cooke
News Service UP
Transcription Lang-Worth
Membership NARTB
Pres., Gen. Manager..... J. B. Delzell
Commercial Manager..... Allen Weller
Program Director..... M. A. Delzell

WQOK—Greenville—1950
CBS

Frequency: 1440 Kc.....**Power:** 5 Kw., d.