



Pub. Dir.....Robt. Hannon
Chief EngineerJ. E. Risk

KSTL—St. Louis—1948

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis, Inc.
Address.....Box 1440
Tel.: BR 1-6090.....News Service: UP
RepresentativeForjoe
Pres., Gen., Sta. Mgr.....Dick J. Kasten
Comm. Mgr.....Art Ford
Program Director.....Tony Glenn
Sales Prom. Mgr.....Wm. L. Vietmeier
Chief Engineer.....Ralph Howard

KWK—St. Louis—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....KWK, Inc.
Address.....12th & Cole Sts.
Tel.....MA 1-9100
RepresentativeKatz
MembershipRAB
President, General Mgr.....Robert T. Convey
V. P., Comm. Dir.....V. E. Carmichael
Sales Mgr.....Gil Johnston

KXLW—St. Louis—1947

Frequency: 1320 Kc....Power: 1000 Watts d.
Owned-Oper. By...St. Louis County Bcstg. Co.
Address.....2735 Bonaparte Ave., Brentwood
Tel.: WO 1-1320.....News Service: UP
MembershipNAB, RAB
President.....John W. Kluge
Gen. Sta. Manager.....William W. Jefferay
Commercial Manager.....W. D. Herman
Chief Engineer.....James F. Mitchell

KXOK—St. Louis—1938

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By.....KXOK, Inc.
Tel.: FO 7-6000.....News Service: UP
RepresentativeJohn Blair
MembershipNAB
President.....E. M. Roberts, Jr.
V.P., 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.....Al Godron

WEW—St. Louis—1921

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Barrington Co.
Address.....220 N. 4th St.
Tel.: CH 1-1921.....News Service: UP
RepresentativeBolling Co.
MembershipNAB
Pres., Gen. Mgr.....Bruce Barrington
Prog., Pub. Dir.....Don Phillips
Comm., Sales Prom. Mgr.....Sam Woodall

WIL—St. Louis—1922

Frequency: 1430 Kc.....Power: 5 Kw.
Owned.....Radio Station WIL

Address.....3715 Lindell Blvd.
Tel.: OL 2-4500.....News Service: AP, UP
RepresentativeAdam Young
MembershiNAB, RAB
PresidentElmer Balaban
Exec. V.P., Gen. Mgr.....John F. Box, Jr.
Station Manager.....William McKibben
Commercial Manager.....Stanley N. Kaplan
Program Director.....John Carney, Jr.
Publicity Director.....Allene Biggs
Chief Engineer.....Earl Pallas

KSMO—Salem—1953—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Zola Bcstg. Co.
AddressP. O. Box 71
Tel.: 822.....News Service: AP
Gen., Comm. Mgr.....William B. Smith
Program Director.....Irene Smith

**KDRO—Sedalia—1939—MBS
KBS**

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Sedalia Broadcasting
Bus-Studio Address.....2100 W. Broadway
Tel.: 4004.....News Service: AP
MembershipNAB
RepresentativePearson
Pres., Sls. Mgr.....James F. Glenn
V.P., General Manager...Herbert W. Brandes
Program Director.....Jimmy Murray
Chief Eng.....Bob Klein

KSIS—Sedalia—1953

Frequency: 1050.....Power: 1 Kw. d.
Owner.....Yates Bcstg. Co.
AddressKSIS Building
Tel.: TA 6-1050.....News Service: AP
TranscriptionLang-Worth, Thesaurus
RepresentativeClark
MembershipNAB, RAB
Pres., Gen., Comm. Mgr....Carl W. Yates, Jr.
Station Manager.....Mrs. Carl W. Yates, Jr.
Chief Engineer.....Marion Pratt

KSIM—Sikeston—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owner-Oper.....Sikeston Community Bcstg. Co.
Bus-Studio-Transmitter Address...Hwy. 80 W.
Tel.: 1 or O.....News Service: AP
President.....Lyman R. Bowman, Jr.
Gen., Sta. Mgr.....Richard L. Watkins, Jr.
Prog., Pub. Dir.....Raymond B. Norton
Comm. Mgr.....Nelson Wheeler
Chief Engineer.....R. L. Hirsch

**KGBX—Springfield—1926
NBC**

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By....Springfield Bcstg. Co.
Bus-Studio Address.....605 Boonville Ave.
Tel.: 4-2822.....News Service: AP



Newspaper Affil. Springfield Newspapers, Inc.
 Transcription Service Lang-Worth
 Rep. Venard, Rintoul & McConnell
 Membership NAB
 Pres., Gen. Mgr. K. G. Wells
 Comm. Mgr., Prog. Dir. Don C. Dailey
 Sls. Prom. Mgr. Dudley Morris
 Chief Engineer Richard Bowman

General Manager G. Pearson Ward
 Commercial Manager Bob Burke
 Program Director Wendel Smith
 Chief Engineer William F. Curry

KICK—Springfield—1949
KBS

Frequency 1340 Kc. Power 250 Watts
 Owned-Oper. By ... Kickapoo Prairie Bcstg. Co.
 Address 610 College St.
 Tel.: 4-1561 News Service: UP
 Representative Hil F. Best
 Transcription Standard
 General Manager Robert Vinyard, Jr.
 Program Director John Martin
 Chief Engineer Jack Jones

KWTO—Springfield—1933
ABN

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By Ozarks Bcstg. Co.
 Bus.-Studio Address 1121 South Glenstone
 Tel.: 2-4422 News Service: UP
 Representative John E. Pearson
 Membership NAB, RAB
 Pres., Gen. Mgr. Ralph D. Foster
 V.P. & Asst. Gen. Mgr. Leslie L. Kennon
 Commercial Manager ... Raymond M. Keltner
 Program Director Jim Kendrick
 Prom., Pub. Dir. Bill Bailey
 Chief Engineer Wallis Fender

KTTS—Springfield—1941
CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By ... Independent Bcstg. Co.
 Address P. O. Box 1716 S. S. S.
 Tel.: 2-7474 News Service: AP
 Representative Weed
 Membership NAB
 Transcription Service World
 President J. H. G. Cooper

KALM—Thayer—1953—KBS

Frequency: 1290 Kc. Power: 1 Kw. d.
 Owned KALM
 Address Thayer
 Tel.: 165 News Service: AP
 Representative Best, Bradley
 Pres., Gen. Sta. Comm. Mgr. R. F. Neathery

KTNN—Trenton—1955—KBS

Frequency: 1600 Kc. Power: 500 W. d.

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press

**50 Rockefeller Plaza
 New York 20, N. Y.**



Owned-Oper. By.....Trenton Bcstg. Co.
 Address.....112 E. Ninth St.
 Tel.: 1600.....News Service: AP
 Transcription.....World
 Representative.....Bogner and Martin
 Membership.....NAB
 General Manager.....Sam A. Burk
 Station Manager.....Ed Hundley
 Commercial Manager.....Bob Dennis
 Prog. Dir.....Rick McHargue
 Chief Engineer.....Lynn Bradley

KLPW—Union—1954—KBS

Frequency: 1220 Kc.....Power: 250 W. d.
 Owned.....Franklin County Bcstg. Co.
 Address.....P. O. Box 72
 Tel.: UN 755.....News Service: AP
 Representative.....W. Don Roberts
 President.....Leslie P. Ware
 Gen., Sta. Mgr.....Norb Moore
 Chief Engineer.....Frank Lohmeyer

**KOKO—Warrensburg—1953
KBS**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Lee E. Baker
 Address.....Box 395
 News Service.....AP
 Trans.....Thesaurus
 Gen. Mgr.....C. L. Parks
 Program Dir.....Bruce Lee
 Chief Eng.....Charles Cunningham

**KWRE—Warrenton—1949
KBS**

Frequency: 730 Kc.....Power: 500 Watts
 Owned.....W. T. Zimmerman
 Address.....Warrenton
 News Service.....AP
 Transcription Service.....SESAC
 Representative.....Continental
 Membership.....NAB
 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
 Address.....Abe Taylor Blvd.
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB
 Pres., Gen. Mgr., Eng.....Robert F. Neathery
 Sta., Comm. Mgr.....Fritz W. Dixon
 Program Director.....A. Woodside
 Pub. Dir.....Carl O. Johnson
 Chief Eng.....L. Thompson

KUKU—Willow Springs—1957

Frequency: 1330 Kc.....Power: 500 Watts, d.
 Owned.....Robert F. Neathery & R. Neathery, Jr.
 Address.....Willow Springs

Montana

Pop. March 1 (Est.)—651,000; Families—204,000; Lic. Stations—32,
 Sta. CP's—1; Radio Homes—192,000; TV Homes—76,000

KANA—Anaconda—1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tri-County Radio
 Address.....P. O. Box 727
 News Service.....UP
 Station Rep.....Grant Webb
 President.....A. J. Mosby
 Mgr.....Mike Donovan
 Program Director.....King Harmon
 Comm. Mgr.....C. Moore

**KBMY—Billings—1946
MBS-KBS-IMN**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....Billings Bcstg. Co.
 Address.....Box 2544
 Tel.: 9-4586.....News Service: AP
 Transcription Service.....Lang-Worth
 Station Representative.....Avery-Knodel, Inc.
 Membership.....NAB, RAB
 Gen., Sta. Mgr.....Ken Nybo
 Prog., Pub. Dir.....Charles G. du Bois
 Commercial Manager.....Merlyn J. Hedin
 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
 Tel.: 2-2222.....News Service: UP
 Station Representative.....Katz
 Transcription Service.....Thesaurus
 Membership.....RAB, NAB
 President.....P. N. Fortin
 General Manager.....Jeff Kuehli
 Commercial Manager.....Warren Marshall

KOOK—Billings—1950—CBS

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Montana Network
 Address.....P. O. Box 2557
 Tel.: 9-5970.....News Service: UP
 Transcription Service.....World
 Representative.....Headley-Reed
 Membership.....NAB, 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 Radio KOYN
Address Riverside Drive, Box 956
Tel.: 4-4177 News Service: UP
Representative Hugh Feltis-Forjoe
Partners D. Gene Williams, Del Cody
General, Sta. Mgr. Bob Eubanks
Sales Prom. Mgr. Lew Theusen
Chief Engineer Bill Banks

**KBMN—Bozeman—1950
KBS**

Frequency: 1230 Kc. Power: 250 Watts
Owned Penn Engineering Co.
Address N. Seventh St.
Tel.: Ju 6-2394 News Service: UP
Transcription Service Hugh Feltis-Forjoe
Membership NAB
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.
Tel.: JU 6-5881 News Service: UP
Representative Walker
Pres., Gen., Sta. Mgr. Ernest A. Neath
Prog. Dir. Dick Smiley
Chief Engineer Verne Totten

**KBOW—Butte—1947—CBS
KBS**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Copper City Radio Co.
Address 720 Yale Ave.
Tel.: 7429 News Service: AP
Representative Cooke
President Frank Reardon
Exec. V.P. Bill Carroll

**KOPR—Butte—1948
MBS-IMN**

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By Copper Bcstg. Co.
Business-Studio Address Hotel Finlen
Tel.: 6546 News Service: AP
Membership NAB
Representative Avery-Knodell
President George C. Hatch
General Mgr. Ed Cooney
Chief Engineer William Emerson

KXLF—Butte—1929—NBC

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By KGIR, Inc.
Address 1003 S. Mont St.
Tel.: 2-9111 News Service: UP
Transcription Service World
Representative Walker, Pacific N.W. Bcstrs.
General Manager E. B. Craney

Commercial Manager Arne E. Anzjon
Program Director Bob Lazich

KDBM—Dillon—1956—KBS

Frequency: 800 Kc. Power: 1 Kw., d.
Owned Vigilante Bcstg. Co.
Address Box 950
Tel.: 703 News Service: AP
Trans. World
Sta. Mgr. Burt H. Oliphant

KLTZ—Glasgow—1954

Frequency: 1240 Kc. Power: 250 Watts
Owner Glasgow Bcstg. Co.
Address Box 909
Tel.: 1000 News Service: AP
Transcription Service Thesaurus
Representative Holman
Station Manager Loyd W. Melby
Program Director Emilie Nelson

KXGN—Glendive—1948

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Glendive Bcstg. Co.
Address Box 200
Tel.: EM 5-3377 News Service: AP
Transcription Service Standard, World
Representative Grant Webb
Membership NAB
President Lewis W. Moore
General Manager Daniel C. Palen
Sls. Dir. Karl R. Johnson
Chief Eng. Donald J. Powers

**KUDI—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 NAB
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—1922
CBS**

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Oper. By Wilkins Bcstg., Inc.
Business-Studio Address Box 1139
Tel.: GL 3 4377 News Service: UP
Transcription Service Thesaurus
Station Rep. Bolling
Membership NAB, RAB
General Manager J. P. Wilkins
Program Director Leo Ellingson
Sta., Comm. Mgr. W. C. Blanchette
Assistant Manager William E. Spahr
Chief Eng. Anthony Lopuch

**KMON—Great Falls—1947
MBS-IMN**

Frequency: 560 Kc. Power: 5000 Watts



Owned-Oper. By..Montana Farmer Bcstg. Co.
 Business Address.....Great Falls
 Tel.: GL 3-0336.....News Service: AP
 Representative.....Avery-Knodel
 General Manager.....Robert H. Warner
 Commercial Manager.....F. W. Kaul

KXLK—Great Falls—1947
 NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Great Falls Bcstg. Co.
 Telephone.....GL 2-2453
 Representative.....Walker, Tracy Moore
 Trans.....World
 Manager.....E. R. Kukkola

KOJM—Havre—1947
 MBS-KBS-IMN

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By..No. Montana Bcstg. Co.
 Address.....426½ 1st St.
 Tel.: 1096.....News Service: UP
 Transcription Service.....Associated
 Representative.....Cooke, Inc., Avery-Knodel
 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—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By..Lewis & Clark Bcstg. Corp.
 Address.....Box 1164
 Tel.: HI 2-4490.....News Service: AP
 Representative.....Webb
 Transcription Service.....World
 President.....E. P. Maronick
 Gen., Sta. Mgr.....Lou Torok

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
 Eastern Sls. Mgr.....Wythe Walker
 Western Sls. Mgr.....Tracy Moore

KGEZ—Kalispell—1927
 MBS-KBS-IMN

Frequency: 600 Kc.....Power: 1000 Watts
 Owned-Operated By.....KGEZ, Inc.
 Business-Studio Address.....Box 439
 Tel.: SK 6-4331.....News Service: UP
 Station Rep.....Donald Cooke Inc.
 Membership.....RAB
 President.....Frank Reardon
 Gen. Manager.....Richard V. Vick
 Prog. Director.....Robert S. Tompkins
 Chief Engineer.....Bob Pearson

KOFI—Kalispell—1955

Frequency: 980 Kc.....Power: 1000 Watts d.

Owned-Oper. By....Flathead Valley Bcstrs.
 Address.....Box 75
 Tel.: SK 6-6900.....News Service: UP
 Representative.....Art Moore
 General Manager.....William H. Patterson
 Commercial Mgr.....M. L. Oliver
 Prog. Dir., Ch. Eng.....L. L. Sterling

KXLO—Lewistown—1947
 MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Montana Bcstg. Co.
 Address.....Box 620
 Tel.: KE 8-3441.....News Service: AP
 Representative.....Grant Webb
 President.....William G. Kelly
 General Manager.....Donald C. Williams

KLCB—Libby—1950
 KBS-IMN

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Frank Rearden
 Address.....Box 636
 Tel.: 411.....News Service: UP
 Representative.....Cooke
 General Manager.....Richard V. Vick
 Station Manager.....Robert Rigler

KPRK—Livingston—1947
 IMN-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....Yellowstone Amusement Co.
 Address.....Box 691
 Tel.: 1000.....News Service: UP
 Representative.....Avery-Knodel
 Trans.....World
 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
 MBS-IMN-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Printing Co.
 Address.....Box 720
 Tel.: CE 2-2280.....News Service: UP
 Newspaper Affiliation.....Daily Star
 Transcription Service.....Thesaurus
 Representative.....Avery-Knodel
 Membership.....NAB
 Gen., Sta. Mgr.....Ian A. Elliot
 Commercial Manager.....Fred B. Hunnes
 Sales Prom. Mgr.....Robert McKendrick
 Prog. Dir.....Thomas Biedrzycki
 Pub. Dir.....Robert Allen
 Chief Engineer.....William Able

KBTK—Missoula—1955
 MBS-KBS-IMN

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Oper. By.....Montana Bcstg. Co.
 AddressBox 1202
 Rep.Avery-Knodel, Intermountain
 MembershipNAB
 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.....132 West Front
 Tel.: 2-2155.....News Service: UP
 RepresentativeGill-Perna
 MembershipNAB, RAB
 Pres., Gen. Mgr.....A. J. Mosby
 Sta., Comm. Mgr.....Don Bradley
 Gen. Mgr.....S. John Schile

KXLL—Missoula—1948—NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Montana Assoc.
 AddressBox 1503
 Tel.: 4-4114.....News Service: UP
 RepresentativeWalker
 Pres., Gen., Sta. Mgr.....Pat M. Goodover
 Comm., Prom. Mgr.....Bob Gillis
 Program Director.....Pat M. Goodover
 Publicity Director.....John Campbell
 Chief Engineer.....Charles Meyers

**KIYI—Shelby—1947
 MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Tri County Radio Corp.
 Address131 Main St.
 Telephone:HE 4-5541
 MembershipNAB
 RepresentativeGrant, Webb
 PresidentJohn Lyon
 General Manager.....Jerry Black

KGCX—Sidney—1926—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....KGCX, Inc.
 Address109 S. Central
 Tel.: 404.....News Service: UP
 RepresentativeGill Perna
 President.....E. E. Krebsbach
 General Manager.....E. Clair Krebsbach
 Station Manager.....Keith Krebsbach
 Commercial Manager.....Don Cole
 Program Director.....Ray Wright
 Sales Promotion Manager.....Blake Tabor
 Chief Engineer.....Dale Wilson

**KVCK—Wolf Point—1957
 MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Hi-Line Bcstg. Co.
 AddressRadio Block
 RepresentativeGill-Perna
 Gen. Mgr.....E. E. Krebsbach

Nebraska

Pop. March 1 (Est.)—1,456,000; Families—442,000; Lic. Stations—33,
 Sta. CP's—0; Radio Homes—431,000; TV Homes—326,000

KCOW—Alliance—1949—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Sandhills Bcstg. Corp.
 Transcription Address.....Box 391
 Tel.: 1400.....News Service: UP
 Transcription ServiceThesaurus
 RepresentativeMcGillvra
 President.....J. W. Cover
 General Manager.....Gene Ackerley
 Program Director.....Jim Ballas
 Chief Engineer.....Richard Bowman

KWBE—Beatrice—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....MIA Enterprises
 AddressBox 1450
 Tel.: CA 3-2388.....News Service: AP, UP
 Transcription Service.....Thesaurus
 MembershipNAB
 General Manager.....Bud Pentz

KCNI—Broken Bow—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Custer County Bstg. Co.
 AddressBox 581
 Tel.: TR 2-5881.....News Service: UP
 RepresentativeContinental

Manager.....Georgia A. Crawford
 Commercial Mgr.....Joe Grieser

KCSR—Chadron—1954—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Community Ser. Radio Corp.
 Address212 Bordeaux St., Box 110
 Tel.: HE 2-5545.....News Service: AP
 Transcription ServiceThesaurus
 MembershipNAB, RAB
 Co-Owners.....Bill Finch, Bob Fouse
 Prog. Dir.....Freeman Hover

**KJSK—Columbus—1948
 KBS**

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....George Basil Anderson
 Business Address.....Box 460
 Tel.: LO 4-5154.....News Service: AP
 RepresentativeBiddick, Best
 Transcription ServiceThesaurus
 MembershipNAB
 President, Gen. Mgr.....George Basil Anderson
 Sta., Comm. Mgr., Prog. Dir.....Milo Kincaid
 Sales Prom. Mgr.....Mel Krehbiel
 Chief Engineer.....Bob Miller



KTNC—Falls City—1957

Frequency: 1230 Kc. Power: 100 Watts
 Owned Craig Siegfried-KIMO
 Address Falls City
 Representative Best
 Manager Bruce Grant
 Chief Engineer Robert Atkeisson

KFGT—Fremont—1939—KBS

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Oper. By Snyder Enterprises
 Business-Studio Address 118 E. 5 St.
 Tel.: PA 1-5012 News Service: AP
 Membership NAB
 President L. L. Snyder
 Gen., Sta. Mgr. H. C. Snyder
 Comm. Mgr. Donald Mundy
 Program Director Harry Gehrett
 Publicity Director E. Smizer

KMMJ—Grand Island—1925 ABN

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Oper. By Town & Farm Co., Inc.
 Business-Studio Address Division at Cedar
 Tel.: DU 2-2800 Business Service: UP
 Representative H-R
 Membership NAB
 President Don Searle
 Executive V.P. Bill Martin
 Prog. Dir. Bill Delzell
 Chief Engineer U. L. Lynch

KRGI—Grand Island—1953

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By Stuart Investment
 Address 814 Stuart Bldg., Lincoln
 Tel.: DU 2-5420 News Service: AP
 Transcription Service World
 Representative Forjoe
 Station Manager Robert McKune
 General Manager Richard Chapin

KHAS—Hastings—1940 KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Nebraska Bcastg. Co.
 Transmitter Address Tribune Bldg.
 Tel.: 2-5101 News Service: INS
 Representative Gill-Perna
 Membership NAB, RAB
 General Mgr. John W. Powell
 Prog. Dir. Les Weber
 Chief Engineer Vance Filken

KUVR—Holdrege—1956 KBS

Frequency: 1380 Kc. Power: 500 W., d.
 Owned W. W. Bcastg. Co.
 Address 613 4th Ave.
 Tel.: WY 5-4122 News Service: AP
 Pres., Gen. Mgr. William Whitlock
 Sales Dir. Jack White

KGFW—Kearney—1927 MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Central Neb. Bcastg. Corp.
 Business-Studio Address Platte Valley Bldg.
 Tel.: 2131 News Service: AP
 Representative Hal Holman
 Transcription Service World
 Membership NAB, RAB
 General Mgr. J. C. Mitchell
 Sta. Mgr. Bob Jenkins
 Comm. Mgr. Al Mahrt
 Sales Prom. Mgr. Don Canaday
 Program Director Ed Knight
 Publicity Director Gene Larsen
 Chief Engineer Ed Ellison

KRNY—Kearney—1956

Frequency: 1460 Kc. Power: 5 Kw., d.
 Owned E. M. Gallemore, Sr.
 Address 2219 Second Ave.
 Tel.: 3-8301 News Service: UP
 Trans. Thesaurus
 Representative McGavren-Quinn
 Gen. Mgr. J. B. Lewis
 Comm. Mgr. Lyle Richardson

KRVN—Lexington—1951

Frequency: 1010 Kc. Power: 25,000 Watts d.
 Owned-Oper. By Nebraska Rural Radio
 Address 104 W. 8th St.
 Tel.: 4-2371 News Service: AP
 Transcription Service Standard
 Representative Raymer
 Membership NAB
 President Jay A. Person
 General Manager Max Brown
 Asst. Sta. Mgr. Gary Schroeder
 Chief Engineer Robert Bitner

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.



KFOR—Lincoln—1924—ABN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Cornbelt Bcastg. Corp.
Bus.-Studio Address.....814 Stuart Bldg.
Tel.: 2-6606.....News Service: AP
Transcription Service.....Thesaurus, Standard
Representative.....Paul Raymer
Membership.....NAB, RAB
President.....James Stuart
Gen., Sta. Mgr.....Richard Chapin
Sales Manager.....Roger Larson
Program Director.....Wayne Smith
Chief Engineer.....Al Pugsley

KLIN—Lincoln—1947

Frequency: 1400 Kc. Power: 250 W.
Owned-Oper. By.....Fletcher-Mitchell Corp.
Address.....410 Sharpe Building
Tel.: 5-4377.....News Service: AP
Representative.....Devney
Membership.....NAB
Pres.....James I. Mitchell
Gen. Mgr.....H. H. Frederick
Comm. Mgr.....Kenneth C. Delp
Prog. Dir.....L. Getchell
Chief Eng.....Howard H. Frederick

KLMS—Lincoln—1949—KBS

Freq.: 1480 Kc. Power: 1 Kw.
Owned.....Lincoln Bcastg. Corp.
Address.....130 N. 16th St.
Tel.: 2-7579.....News Service: UP
Transcription Service.....Lang-Worth
Membership.....NAB
President.....Howard A. Shuman
Gen., Sta., Comm. Mgr.....Frank Stubbs

**KBRL—McCook—1947
MBS-KBS**

Frequency: 1300 Kc. Power: 1 Kw. d.
Owned.....McCook Bcastg. Co.
Address.....109½ E. C St.
Tel.: 1450.....News Service: AP
Transcription Service.....Thesaurus
Representative.....Gill-Perna, Inc.
Membership.....NAB
Pres., Gen. Sta. Mgr., Chief. Eng. L. W. Lenwell
Program Director.....Alice M. Carlson
Comm., Sales Prom. Mgr.....Don Hays
Pub. Director.....Robt. Morris

WJAG—Norfolk—1922

Frequency: 780 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Huse Pub. Co.
Address.....Norfolk
Tel.: 432.....News Service: AP
Representative.....Walker
Transcription Service.....Standard
Membership.....NAB, RAB
President.....Gene Huse
Station Manager.....Bob Thomas
Oper., Pub. Dir.....Don Broadstone
Comm. Manager.....Evans Meier
Chief Engineer.....W. Gettman

KJLT—North Platte—1952

Frequency: 970 Kc. Power: 5 Kw.

Owned-Oper. By.....Tri-State Bcastg.
Address.....P. O. Box 778
Tel.: 4060.....News Service: UP
Transcription Service.....SESAC
President.....John Townsend
Manager.....Will Baldrige

**KODY—North Platte—1930
NBC-KBS**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....KODY, Inc.
Bus.-Studio Trans. Add.....1521 W. 12th
Tel.: 382.....News Service: AP
Transcription Service.....World, Thesaurus
Membership.....NAB, RAB
Representative.....Forjoe
Gen., Sta. Mgr.....Hendy D. Peck
Sales Prom. Mgr.....Ed Launer
Program Director.....Bill Wood
Commercial Manager.....Joe di Natale
Publicity Directoriz.....Bob Riedy
Chief Engineer.....Don Biskup

**KOGA—Ogallala—1954
KBS**

Frequency: 930 Kc. Power: 500 Watts
Owner.....Ogallala Bcastg. Corp.
Address.....216 N. Spruce
Tel.: 930.....News Service: UP
Transcription.....Thesaurus, SESAC
Representative.....Indie Sales
Membership.....NAB
Pres., General Manager.....Newell Eastman
Commercial Manager.....H. L. Harrington

KBON—Omaha—1942

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Inland Bcastg. Co.
Business-Studio Address.....676 World Ins. Bldg.
Tel.: JA 8282.....News Service: AP
Membership.....NAB, RAB
Representative.....Pearson
Pres., Gen. Mgr.....Paul R. Fry
V.P., Asst. Gen. Mgr.....Joe H. Baker
Commercial Manager.....Robert N. Kindred
Program Dir.....Dean H. Murray
Chief Engineer.....Ed Shulman

KFAB—Omaha—1924—NBC

Frequency: 1110 Kc. Power: 50,000 Watts
Owned-Operated By.....KFAB Bcastg. Co.
Bus.-Studio Address.....5010 Underwood
Tel.: RE 8000.....News Service: AP, INS
Representative.....Petry
Newspaper Affil.....Journal, Star
Membership.....NAB, RAB
President.....Joe Seacrest
V.P., Gen. Mgr.....Lyell Bremser
Comm. Mgr.....E. R. Morrison
Sales Prom. Mgr., Pub. Dir.....Don Shoemaker
Program Director.....Ken Headrick
Engineers.....Ray Schroeder

KOIL—Omaha—1925

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By.....Central States Bcastg. Co.
Business-Studio Address.....511 So. 17th St.



Tel.: JA 7626. News Service: AP, INS
 Transcription Service. Capitol, Standard, World
 Representative Avery-Knodel
 Membership NAB, RAB
 Co-Manager, Programs Chic Crabtree
 Co-Manager, Sales Don W. Borden
 Commercial Manager Bill Johnson

KOOO—Omaha—1957—KBS

Frequency: 1420 Kc. Power: 500 W., d.
 Owned. Central Plains Bcstg.
 Address 2321 "M" St.
 Tel.: OR 4400. News Services: UP
 Representative Forjoe
 Gen. Mgr. Harold Soderlund
 Sales Mgr. Edward Green

KOWH—Omaha—1922

Frequency: 660 Kc. Power: 500 Watts d.
 Owned-Oper. By National Weekly, Inc.
 Tel.: AT 2228. News Service: INS, UP
 News Services INS, UP
 Representative Adam Young
 Membership NAB
 President Todd Storz
 V.P., Gen. Mgr. Virgil Sharpe
 Local Sales Mgr. Ed Morgan
 Sales Prom. Mgr. Jim Ross
 Program Director Buddy Webster

WOW—Omaha—1923—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By: Meredith WOW, Inc.
 Bus. Studio Address Insurance Bldg.
 Tel.: WE 3400. News Service: AP, UP
 Representative John Blair
 Transcription Service Standard, Capitol
 Membership NAB, RAB
 Vice Pres., Gen. Mgr. Frank P. Fogarty
 Sales Prom. Mgr. Carl Uhlarik
 Sales Dev. Mgr. George C. Mirras
 Sales Manager Bill Wiseman
 Program Director Ray Olson
 Chief Engineer Glenn Flynn

KVHC—O'Neill—1955—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned Sun Bcstrs., Inc.
 Address Box 150
 Tel.: 120. News Service: AP
 Trans. Thesaurus
 Gen., Comm. Mgr. Alvin Wood

**KNEB—Scottsbluff—1948
MBS-IMN**

Freq.: 960 Kc. Power: 1 Kw. d., 500 Wts. n.
 Owned-Oper. By Platte Valley Bcstg. Corp.
 Business-Studio Address 21st & B'way
 Tel.: 1620. News Service: AP
 Transcription Service Thesaurus, World
 Membership NAB
 Representative Hal Holman
 President Russell M. Stewart
 General-Station Mgr. George H. Haskell
 Commercial Mgr. Byron Joachim
 Program Director Wayne McIntosh
 Chief Engineer Leslie A. Proctor

**KOLT—Scottsbluff—1930
CBS**

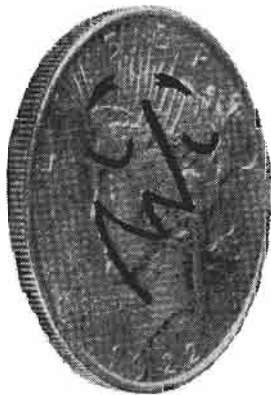
Freq.: 1320 Kc. Power: 5000 W. d. 1000 W. n.
 Owned-Operated By The Hilliard Co.
 Address Box 660
 Tel.: 856. News Service: UP
 Representative Forjoe
 Membership NAB
 Manager L. L. Hilliard

**KSID—Sidney—1952
ABN-KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Wm. C. Grove, Inc.
 Address Legion Park, Box 772
 Tel.: 5503. News Service: UP
 Gen., Comm. Mgr. David W. Young
 Program Director Edith Widstrand

KAWL—York—1954—KBS

Frequency: 1370 Kc. Power: 500 W. d.
 Owned-Operated By Prairie States Bcstg.
 Address KAWL Bldg.
 Tel.: 33. News Service: AP
 Transcription Service Lang-Worth
 Representative Best
 President M. L. Gleason
 Secretary T. L. Gleason
 Sales Manager H. Hansen
 General Manager G. C. Bryan
 Commercial Manager G. Pfening



Your
 Omaha
 money
 talks biggest
 . . . where the
 biggest
 Pulse* is!

The latest Pulse (Dec.) says what Pulse had been saying for years. First a.m.; first p.m.; first all day! 32 out of 40 first place quarter hours! These are the measures of KOWH's continuing dominance of Omaha's radio day, a dominance extending over 7 years.

The reasons: Programs and personalities that get through to people. Good coverage, too, on 660 kc.
 Talk to Adam Young or KOWH General Manager Virgil Sharpe.

*Dec. 1957

**KOWH
OMAHA**

Nevada

Pop. March 1 (Est.)—276,000; Families—93,000; Lic. Stations—17,
Sta. CP's—0; Radio Homes—84,000; TV Homes—51,000

KPTL—Carson City—1955 KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By E. L. & A. Bullis
Address Box 523
Tel.: 940 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
Tel.: 260 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 Box 600
Tel.: AM 4-2077 News Service: AP
Station Manager David I. Hansen

KVLV—Fallon—1957—KBS

Frequency: 1250 Kc. Power: 1 Kw., d.
Owned Lahontan Valley Bcstg. Co.
Address Gummow Dr., Garden City
Tel.: HA 3-1242 News Service: AP
Manager Lester W. Pearce

KBMI—Henderson—1954

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated KBMI
Address Box 68
Tel.: FR 2-1131 News Service: UP
Representative Forjoe
Transcription Service: Lang-Worth
Pres., Gen. Manager Frank Oxarart

K-TOO—Henderson—1956

Frequency: 1280 Kc. Power: 5000 Watts
Owned Advertising Dynamics
Address P. O. Box 1848, Las Vegas
Tel.: FR 2-2500 News Service: AP
Representative McGavren-Quinn
General Mgr. Tom Magowan

KENO—Las Vegas—1940 ABN

Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By Howard F. Anderson
Address 810 Keno Lane
Tel.: DU 2-1400 News Service: UP
Representative Forjoe
Membership NAB, RAB
General Manager Frederick Von Holen

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
Tel.: DU 4-4646 News Service: UP
Transcription Service Standard
Representative Weed & Co.
Membership RAB
President R. G. Jolley
Commercial Manager Bill Pursel
Program Director Sam Salerno
Publicity Director Harriett Cook
Chief Engineer John E. Witt

KORK—Las Vegas—1951 NBC-MBS-IMN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Southwestern Bcstg. Co.
Address Hotel Thunderbird
Tel.: DU 2-6445 News Service: UP
Representative Avery-Knodel
President Donald W. Reynolds
General Manager King Harmon
Commercial Mgr. Stuart Oakes

KRAM—Las Vegas—1947 KBS

Freq. 920 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By Drake Motel Corp.
Address Hotel Riviera
Tel.: DU 2-1920 News Service: UP
Representative O'Connell; Reilly; Hall
Transcription Service Thesaurus
Membership NAB
President David M. Margolis
V.P., Gen. Mgr. Larry Buskett
Program Director Barney Sullivan

KRBO—Las Vegas—1956

Frequency: 1050 Kc. Power: 500 W., d.
Owned Rainbow, Inc.
Address Box 1049
News Service UP
Representative Moore, Holman
President Joe Julian
Mgr. Jay Davis

KATO—Reno—1946 MBS-DON LEE-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Robert L. Stoddard
Bus-Studio Address Box 1170
Tel.: 2-4501 News Service: UP
Representative Walker, Broadcast Time
Trans. MacGregor
Pres., Gen. Mgr. R. L. Stoddard
Comm. Mgr. Walter States
Chief Engineer Irvin Carlsen

KDOT—Reno—1957

Frequency: 1230 Kc. Power: 250 Watts



Owned Radioreno, Inc.
Address Riverside Hotel
Tel.: FA 3-6156 News Service: UP
Representative O'Connell-Palmer
Gen. Mgr. Keith Kerby

Gen., Sta., Comm., Sls. Prom. Mgr. R. W. Colon
Program Director Doris Baldwin
Chief Engineer Jere Laird

KONE-Reno-1955

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Magowan & Jones
Address 700 Forest St.
Tel.: FA 3-4493. News Service: AP
Representative McGavren-Quinn
General Manager Tom Magowan
Sta. Mgr. Ken O'Connell
Commercial Manager George A. Carr
Chief Engineer W. Binford

KOH-Reno-1928-NBC

Freq.: 630 Kc. Power: 5 Kw. d., 1 Kw. n.
Owner McClatchy Bcstg. Co.
Address 143 Stevensen St.
Tel.: FA 3-5106. News Service: UP
Transcription Service Capitol
Representative Paul H. Raymer
Membership NARTB, RAB
President Eleanor McClatchy
Station Manager Hewitt Kees
Chief Engineer Wesley Craig

KWNA-Winnemucca-1955
KBS

Frequency: 1400 Kc. Power: 250 Watts
Owner N. W. Radio & TV Corp.
Address Sonoma Inn Bldg.
Tel.: 400. News Service: AP
Transcription SESAC
President Odie Lupien
Manager Donald H. Erskine
Chief Eng. Whitelaw R. Ross

KOLO-Reno-1946-CBS

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Western Bcstg. Co.
Business-Studio Address El Cortez Hotel
Tel.: FA 2-4516. News Service: UP
Representative Pearson
Membership RAB
President Donald W. Reynolds

New Hampshire

Pop. March 1 (Est.)-573,000; Families-172,000; Lic. Stations-14,
Sta. CP's-2; Radio Homes-169,000; TV Homes-165,000

WKCB-Berlin-1946-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. McKee Bcstg.
Address Green Square
Tel.: 1797. News Service: UP
Representative Gill-Perna, Inc.
Membership RAB
General Manager Lynn Smith
General Mgr. James P. Hinchey
Program Dir. Charles Ross
Sales Prom. Mgr. Sam Hickey
Chf. Eng. Herschel Howe

WTSV-Clairemont-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 NAB
General Manager Ralph Gottlieb
Station Mgr. F. Richard Hill
Nat. Sales Mgr. Jack King

WKXL-Concord-1946
MBS-CBS-KBS

Frequency: 1450 Kc. Power: 250 W.
Owned WKNE, Corp.
Address 110 N. Main St.
Tel.: CA 5-5521. News Service: UP
President Joseph K. Close
Vice President Frank Bestes
Station Manager Ted B. Sawyer
Program Director Harry Kroyer
Chief Engineer Britt Belyea

THE KEY CHAIN STATIONS

CHANGE NAMES

WMOU, Berlin, N. H.

NOW

WKCB

Key Chain Berlin
Key Chain Broadcasting

WMOU-FM

NOW

WKCQ

Key Chain Quality

WJWG, Conway, N. H.

NOW

WBNC

Broadcasting to North Country
Broadcasting News constantly
AND REPRESENTATIVES

NOW

GILL-PERNA, INC.

THE KEY CHAIN HOLDS THE KEY
TO OVER

300,000 New England Shoppers.

WHY NOT UNLOCK THE DOOR!

WBNC—Conway—1955
KBS

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned WJWG, Inc.
Address E. Main St.
Tel.: HI 7-5988. News Service: UP
Transcription World
Membership RAB
Representative Gill-Perna, Inc.
President John W. Guider
Gen. Mgr. James P. Hinchey
Station Manager Robert Holland
Sales Prom. Mgr. Ed Conaty
Chief Engineer Jerry Gordon

WTSN—Dover—1956

Frequency: 1270 Kc. Power: 5000 Watts
Owned WTSN, Inc.
Address 155 Front St. (Manchester)
Tel.: NA 4-4077. News Service: UP
Representative Wheeler, Adam Young
Membership NAB
General Mgr. Ralph Gottlieb
Station Mgr. Edward X. Callahan
Comm. Mgr. Jack King
Prog. Director Peter Johnson
Chief Engineer Albert J. Davis

WKNE—Keene—1926
CBS-YANKEE

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By WKNE Corp.

Address 17 Dunbar St.
Tel.: EL 2-9230. News Service: AP
Representative Meeker, Borgatti
Membership NAB, RAB
President Joseph K. Close
Gen., Sta., Comm. Mgr. Frank B. Estes
Sls. Prom. Mgr. John H. Vondell, Jr.
Chief Engineer Ernest Robarge

WLNH—Laconia—1921—KBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Oper. By Northern Bcstg. Corp.
Bus-Studio Address Masonic Temple Bldg.
Tel.: LA 2300. News Service: UP
Representative Walker
Transcription Service Thesaurus
Gen., Sta. Mgr. Arthur Rothafel
Commercial Manager William Visser
Program Director James Westhall

WTSL—Lebanon—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WTSL Inc.
Address P. O. Box 1031, Hanover
Tel.: 1040. News Service: UP
Transcription Service RCA Victor
Membership NAB
Station Rep. Adam Young
President William Rust, Jr.
General Manager Ralph Gottlieb
Station Mgr. Howard L. Chase
Program Director Joe Shaw
Chief Engineer Al Davis

WFEA—Manchester—1932

Frequency: 1370 Kc. Power 5 Kw.
Owned Public Information, Inc.
Address P. O. Box 149
Telephone NA 5-5491
Station Rep. Weed
President Farris E. Rahall
General Mgr. O. R. Davis
Station Mgr. Norton I. Virgien, Jr.
Commercial Mgr. Gene Morehouse
Chief Engineer Jay Kosik

WGIR—Manchester—1941
CBS

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned Northeast Broadcasting Corp.
Address 839 Elm St.
Tel.: NA 5-6915. News Service: UP
Transcription World
Representative O'Connell, Borgatti
Membership NAB
President Madeline M. Girolimon
General Manager Bernard J. McGuiness, Jr.
Asst. Gen. Mgr. Bernie Mack
Program Director Donn Tibbetts
Chief Engineer Harry Handfield

WKBR—Manchester—1946

Frequency: 1240 Kc. Power: 250 Watts
Owned Granite State Bcstg. Co.
Address 155 Front St.
Tel.: NA 4-4077. News Service: UP
Station Rep. Wheeler, Young
Membership NAB

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press
50 Rockefeller Plaza
New York 20, N. Y.



General Manager.....Ralph Gottlieb
Sta., Sales Mgr.....Jack King

WOTW—Nashua—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location.....Lund Rd.
Tel.: TU 2-2781.....News Service: UP
Representative.....Grant Webb, Nona Kirby
Membership.....RAB, NAB
Pres., Gen. Mgr.....Arthur A. Newcomb
Sta. Manager.....R. E. Berry
Comm. Manager.....Armand Bedard
Program Director.....Merrill G. Smith
Publicity Director.....Daniel Griffin
Chief Engineer.....Ted Kalin

WHEB—Portsmouth—1932

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WHEB, Inc.
Address.....N. H. National Bank Bldg.

Tel.: GE 6-2325.....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

WVNH—Rochester—1948

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Strafford Bcstg. Corp.
Address.....Route 16
Tel.: RO 1400.....News Service: UP
Representative.....Borgatti, O'Connell
Membership.....NAB, RAB
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

New Jersey

Pop. March 1 (Est.)—5,667,000; Families—1,689,000; Lic. Stations—25,
Sta. CP's—1; Radio Homes—1,676,000; TV Homes—1,524,000

WHTG—Asbury Park—1957

Frequency: 1410 Kc.....Power: 500 W., d.
Owned.....Harold & Theo Gade
Address.....Route 1
Tel.: KE 1-1410.....News Service: AP
Gen. Mgr.....Harold Gade

WJLK—Asbury Park—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By.....Asbury Park Press, Inc.
Address.....Press Plaza
Tel.: PR 4-7000.....News Service: AP
Newspaper Affiliate.....Press
Transcription Service.....Lang-Worth, SESAC
Membership.....NAB
Station Manager.....Everett Rudloff
Commercial Manager.....Margaret Curtis
Prog. Mgr.....Charles F. Hill

WFPG—Atlantic City—1940
CBS

Frequency: 1450 Kc.....Power: 250 Watts
Dwned-Operated by.....WFPG, Inc.
Business Address.....Steel Pier
Tel.: 5-2188.....News Service: UP
Membership.....NARTB
Representative.....Walker
Pres., Gen., Sta. Mgr.....Jerome Sill
Program Dir.....Ed Davis
Chief Engineer.....Blair K. Thro.

WLDB—Atlantic City—1955
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Atlantic City Bcstg. Co.
Address.....Box 898
Tel.....4-6573
Representative.....Broadcast Time Sales
Transcription.....SESAC, Standard

Membership.....RAB
Pres., Gen. Mgr., Ch. Eng.....Leroy Bremmer
Sales Prom. Mgr.....Don Williams
Business, Comm. Mgr.....Dorothy Bremner

WMID—Atlantic City—1947
ABN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid-Atlantic Bcstg. Co., Inc.
Address.....Brighton Hotel
Tel.: 4-1340.....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

WSNJ—Bridgeton—1937

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern States Bcstg. Corp.
Tel.: BR 2930.....News Service: UP
Transcription Service.....Thesaurus
Station Representative.....Clark
Membership.....NAB
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—1926

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Oper. By.....City of Camden
Business Address.....6th & Market Sts.
Tel.: EM 5-5600.....News Service: UP
Transcription Service.....Standard
Rep.....Bcst. Time Sales
Membership.....NAB

Great Albums of Music Station



PULSE REPORT *
a 3 months study
of listening habits
reveals

WVNJ

has more listeners
in essex county
than any radio station
in New York or New Jersey



Represented by:
Broadcast Times Sales
New York OX 7-1696

Essex County: population 983,500
Effective Buying Income \$2,324,743,000
per family E.B.I.—\$7,940

Source: Sales Management—
Survey of Buying Power—May 1957

WVNJ Newark, New Jersey
RADIO STATION OF The Newark News

* A copy of this revealing report will be mailed to any advertiser or agency.



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.
 Tel.: EM 5-7200.....News Service: AP
 Representative.....Rambreau
 President.....Ranulf Compton
 General Manager.....Gordon Giffen

WMLV—Millville—1953

Frequency: 1440 Kc.....Power: 1000 Watts, d.
 Owner.....Fred Wood, et al
 Address.....Radio Park
 Tel.: TA 5-2600.....News Service: UP
 Transcription.....Lang-Worth
 Representative.....Broadcast Time Sales
 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
 Tel.: JE 8-1250.....News Service: AP
 Transcription Service.....Thesaurus
 Membership.....NAB
 General Manager.....Kenneth A. Croy
 Commercial Mgr.....Henry Behre
 Program Director.....Bob Vesel
 News Dir.....Robert Stoepker
 Chief Engineer.....Dick Lundy

WAAT—Newark—1922

Frequency: 970 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By.....Bremer Bcstg. Corp.
 Business-Studio Address.....1020 Broad St.
 Tel.: MI 2-6400.....News Service: AP
 Transcription Service.....SESAC
 President, Gen. Mgr.....Irving R. Rosenhaus
 Station Manager.....F. V. Bremer
 Nat. Sales Mgr.....James W. Anderson
 Program Director.....George Green
 Commercial 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.
 Telephone:.....MI 2-7353
 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.
 Business Address.....Box 1258
 Tel.: MU 8-3665.....News Service: AP
 Membership.....RAB

Representative.....Rollins Bcstg. Co.
 Transcription Service.....Lang-Worth
 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.....1225 Raymond Blvd.
 Tel.: MI 3-7600.....News Service: AP
 Membership.....RAB
 General Manager.....Ivon B. Newman

WCTC—New Brunswick—1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Raritan Valley Bcstg.
 Business-Studio Address.....385 George St.
 Tel.: CH 7-1450.....News Service: AP
 Transcription Service.....Lang-Worth, Muzak
 Membership.....NAB, RAB
 President.....J. L. Rosenmiller, Jr.
 V.P., Gen. Mgr.....William F. Maio
 Program Director.....H. J. Hauptman
 Publicity Director.....Jan Woodruff
 Chief Engineer.....Clarence Dingman

WNNJ—Newton—1953—KBS

Frequency: 1360 Kc.....Power: 500 Watts
 Owned.....Sussex County Bcstrs.
 Tel.: NE 1616.....News Service: AP
 Sta., Comm. Mgr., Ch. Eng.. Robert C. Gessner
 Program Director.....John Bennett
 Sales Prom. Mgr.....Ronnie Hickman

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press

50 Rockefeller Plaza
New York 20, N. Y.

WPAT—Paterson—1941

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By WPAT, Inc.
 Business-Studio Address 66 Hamilton St.
 Tel.: AR 4-3400 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
 Tel.: PL 3971 News Service: AP
 Transcription Service Standard, Thesaurus
 Representative Forjoe
 Membership NAB
 President Harlan G. Morrelle
 General Manager Howard L. Green
 Prog. Dir. Bob Richter
 Sales Promotion Manager Dick Williams
 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
 Tel.: EX 4-7191 News Service: AP, UP
 Transcription Thesaurus

Membership RAB
 Pres., Gen. Mgr. Richard M. Hardin
 Station Manager Teresa Rose
 Comm. Manager William Garry
 Program Director Frank Brooks
 Chief Engineer Terrance O'Rourke

WTNJ—Trenton—1923

Frequency: 1300 Kc. Power: 250 Watts
 Owned WOAX, Inc.
 Address 418 Bellevue Ave.
 Tel.: EX 3-4281 News Service: UP
 Representative Bcst. Time Sales
 President William DeFreitas
 Gen., Sta., Comm. Sales Mgr. R. McFadden
 Program Director Ron Poleo
 Publicity Director Ronnie Sherwood
 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
 Tel.: OW 5-8515 News Service: AP
 Representative Forjoe
 Transcription Service World, SESAC
 Membership NAB, 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

WPAT!

Creators of "Gaslight Revue" . . .

*one of the Greater New York area's
 most distinguished musical programs*



Owned.....Permian Basin Radio Corp.
 Address.....Box 247
 Tel.: EX 3-4478.....News Service: AP
 Transcription.....Lang-Worth, World
 Representative.....Clark, Melville
 Membership.....NAB
 President, Co-Mgr.....Charles R. Scott
 Comm., Sales Prom. Mgr.....Zeb Williams
 Program Director.....Ray Corbin
 Chief Engineer.....Robert R. Martin

KWEW—Hobbs—1938 **MBS-KBS**

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....KWEW, Inc.
 Address.....Box 787
 Tel.: EX 3-3137.....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.....Dorha Montgomery
 Chief Engineer.....Roy T. Evans

KGRT—Las Cruces—1955

Frequency: 570 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Taylor Enterprises, Inc.
 Address.....Box 968
 Tel.: JA 6-6681.....News Service: AP
 President.....W. C. Taylor

KOBE—Las Cruces—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mesilla Valley Bcstg. Co.
 Bus.-Studio Address.....940 N. Main St.
 Tel.: JA 6-2496.....News Service: UP
 Transcription Service.....Lang-Worth
 President, Gen. Mgr.....Jim Gober
 Comm. Mgr.....B. W. LeNoir
 Sales Prom. Mgr.....Geraldine Sells
 Prog. Dir.....Jim Finlay
 Chief Engineer.....Jack Diehl

KFUN—Las Vegas—1941 **ABN**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Bcsters, Inc.
 Business Address.....Box 710
 Tel.: 12.....News Service: UP
 Membership.....NAB
 President, Gen. Mgr.....Ernest N. Thwaites
 Program Director.....Dorothy G. Thwaites
 Chief Engineer.....Julian H. Lendy

KRSN—Los Alamos—1948 **ABN**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....V. Parker II & D. K. Burns
 Address.....Community Center
 Tel.: 2-4422.....News Service: UP
 Representative.....Bob Dore, Ayres
 Membership.....NAB
 Partner, Sta. Mgr.....Virgil A. Parker, III
 Partner, Comm. Mgr.....Darrel K. Burns
 Publicity Director.....Virgil A. Parker

KLEA—Lovington—1951 **KBS**

Frequency: 630 Kc.....Power: 500 Watts d.
 Owned.....Lea County Broadcasting Co.
 Address.....1700 S. Main
 Tel.: 8911.....News Service: UP
 Transcription Service.....Standard
 President.....David R. Worley
 General, Comm. Mgr.....Hoyt Caldwell
 Asst. Mgr.....Gil Haugen
 Prog. Dir.....Robert Burt
 Publicity Director.....Hal Chestnut
 Chief Engineer.....Wilton Highfall

KENM—Portales—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Plains Bcstg. Co.
 Address.....Drawer 540
 Tel.: RE 6-6681.....News Service: AP
 Trans. Serv.....Lang-Worth, SESAC
 Membership.....NAB
 Pres., Co-Owner.....John Burroughs
 Gen. Mgr., Co-Owner.....Leola Randolph
 Chief Engineer.....Joe Randolph

KRTN—Raton—1948 **ABN-KBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....Colfax County Broadcasting Co.
 Address.....Box 767
 Tel.: 875.....News Service: UP
 Transcription.....World
 Membership.....NAB
 Owner.....Lloyd Hawkins
 Commercial Mgr.....C. Gail Boles
 Program Director.....James Roper
 Chief Engineer.....Marvin Coffman

KBIM—Roswell—1953—KBS

Frequency: 910 Kc.....Power: 5 Kw., d.
 Owned.....Taylor Bcstg. Co.
 Address.....P. O. Box 525
 Tel.: MA 2-2120.....News Service: AP
 Membership.....NAB
 Station Rep.....Clark
 President.....William C. Taylor
 General Manager.....G. F. "Jud" Roberts
 Comm. Manager.....Almarie Oldfield
 Prog. Dir.....John E. Davis
 Sales Prom. Mgr.....Bill Hight
 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
 Tel.: MA 2-5110.....News Service: UP
 Trans.....Lang-Worth
 Representative.....Branham
 President.....Theresa P. Whitmore
 Gen. Manager.....W. E. Whitmore, Jr.
 Comm. Manager.....Clifford "Buzz" Jackson
 Program Director.....Beverly Bowman
 Sta. 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
Telephone MA 2-6450
Representative Meeker, Melville
Membership NAB
Owner & Gen. Mgr. John A. Barnett
Station Mgr. Vincent A. Carrozza
Asst. Gen. Mgr. W. L. Shackelford

KTRC—Santa Fe—1946—ABN

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Garfield Packard
Address 210 E. Marcy St.
Tel: 3-6685 News Service: UP
Representative McGillvra
Pres., Gen. Mgr. Garfield C. Packard

KVSF—Santa Fe—1936—CBS

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Oper. By New Mexico Bcstg. Co.
Business-Studio Address 759 Cerrillos Rd.
Tel: 3-7319 News Service: AP
Representative Branham
Manager Ivan R. Head
Prog. Dir. Ada Zamora

**KSIL—Silver City—1946
CBS**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By James H. Duncan
Address 1640 Cactus St.
Tel: 611 News Service: AP
Representative Branham
Owner, Manager J. H. Duncan
Comm. Manager Robert Fuller

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

Frequency: 1400 Kc. Power: 250 Watts
Owned By Southwestern Bcstg. Co.
Address P. O. Box 351
Tel: 1400 News Service: AP
Representative Continental Radio Sales
Transcription Thesaurus
President Rex Tynes
Mgr. Richard C. Erbe

**KTNM—Tucumcari—1941
MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts
Owned Quay County Broadcasting Co.
Address P. O. Box 668
Tel: 100 News Service: AP
Transcription World
Representative Clyde Melville
Membership NAB
Pres., Gen. Mgr. Lloyd Hawkins
Sta. Mgr., Chief Engineer Howard Maudlin
Comm. Mgr., Pub. Dir. Bill Walls
Program Director Mrs. Neil Mitchell

New York

Pop. March 1 (Est.)—16,295,000; Families—5,084,000; Lic. Stations—122,
Sta. CP's—5; Radio Homes—5,008,000; TV Homes—4,846,000

WABY—Albany—1934

Frequency: 1400 Kc. Power: 250 Watts
Owned By Eastern N. Y. Bcstg.
Business-Studio Address 80 Braintree St.
Tel: AL 2-3353 News Services: UP, AP
Representative Forjoe
Gen. Mgr. Ed. L. Trudeau

**WOKO—Albany—1924
ABN-MBS**

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By Gov. Dongan Bcstg. Corp.
Business-Studio Address P. O. Box 1520
Tel: DE 9957 News Service: UP
Representative Rambeau
Membership NAB, RAB
President Carl L. Lindberg
Manager Charles L. Murn
Comm. Mgr. C. Russell Ehresman
Sales Prom. Mgr. Charles L. Morn
Pub., Prog. Dir. Leo McDevitt
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
Tel: AL 5-3345 News Service: AP

Representative Adam Young
Membership RAB, NAB
President J. Myer Schine
Exec. V.P., Gen. Mgr. Duncan Mounsey
Comm. Mgr. Joseph A. Farrar
Chief Engineer W. Russell David, Sr.

**WROW—Albany—1947
CBS**

Freq: 590 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By Capital Cities TV Corp.
Address Box 10
Tel: 3-2225 News Service: UP
Station Representative Avery-Knodel
Membership NAB, RAB
General Manager T. S. Murphy
Station Manager George M. Perkins
Comm. Manager Albert M. Fiala

WCSS—Amsterdam—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned Community Service Bcstg. Co.
Address Upper Locust Ave.
Tel: VI 3-2500 News Services: UP
Representative McGillvra
Membership RAB
President Alphonse Di Mezza
General Mgr. Philip Spencer
Chief Engineer Jerome Pabis



Prog. Dir..... Tom Durand
Chief Engineer..... Chester Sunderland

WDVL—Vineland—1957

Frequency: 1270 Kc..... Power: 500 Watts, d.
Owned..... Delsea Bcstrs.
Address..... Radio Park
News Service..... AP
President..... Mort Hendrickson

WWBZ—Vineland—1946

Frequency: 1360 Kc..... Power: 1000 Watts
Owned-Operated By... Community Bcstg. Serv.
Address..... S. Delsea Drive
Tel.: OX 2-6500..... News Service: UP
Representative..... Gill-Perna
Transcription..... World
Membership..... NAB
General Manager..... Randolph Gretes

WCRV—Washington—1955

Frequency: 1580 Kc..... Power: 500 Watts d.
Owned..... Warren Bcstg.
Address..... 3 Belvidere Avenue
Tel.: MU 9-2060..... News Service: AP
General Manager..... George S. Croy

WCMC—Wildwood—1951 KBS

Frequency: 1230 Kc..... Power: 100 Watts
Owned-Operated By.... Francis J. Matrangola
Address..... 3010 N. J. Ave.
Tel.: 2-7751..... News Service: AP
Membership..... NAB
Owner, Gen. Mgr..... Francis J. Matrangola
Comm. Mgr..... Margaret Murphy
Prog. Dir..... George Hart
Chief, Engineer..... Carlton Owen

New Mexico

Pop. March 1 (Est.)—871,000; Families—241,000; Lic. Stations—38,
Sta. CP's—3; Radio Homes—232,000; TV Homes—104,000

KALG—Alamogordo—1950 MBS-KBS-IMN

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By..... Radio Sta. KALG
Address..... Box 268
Tel.: 211..... News Service: AP
Transcription..... Thesaurus
Membership..... NAB, 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.
Tel.: 3-1744..... News Service: UP
Reps..... Harlan G. Oakes; Nat'l Time Sales
Membership..... RAB
Pres., Gen. Mgr..... Edward M. Sleighel
Sales Prom. Mgr..... Victor Siman
Program Dir..... Jose Gallegos
Chief Engineer..... Charles Kohlousen

KDEF—Albuquerque—1953

Frequency: 1150 Kc..... Power: 1 Kw. d.
Owned..... KDEF Bcstg. Co.
Address..... 506 2nd St. N.W.
Tel.: CH 3-7813..... News Service: UP
Station Representative..... Bolling
President, Gen. Mgr..... Frank Quinn
Sta. Mgr..... Wayne Griffin

KGGM—Albuquerque—1927 CBS

Frequency: 610 Kc..... Power: 5000 Watts

Owned-Oper. By..... New Mexico Bcstg. Co.
Business Address..... 1414 Coal St. S.W.
Tel.: CH 3-2285..... News Service: AP
Representative..... Branham
Transcription Service..... World
Membership..... NAB
Pres., Gen. Mgr..... A. R. Hebenstreit
Comm., Sls. Prom. Mgr..... R. C. Rhoads
Program Director..... Robert Van Driel
Pub. Dir..... Jim Laramoor
Chief Engineer..... Leonard F. Dodds

KHAM—Albuquerque—1956 ABN-KBS

Frequency: 1580 Kc..... Power: 1 Kw., d.
Owned..... KHAM, Inc.
Address..... 202 Claremont Street, NE
Tel.: DI 4-2394..... News Service: UP
Transcription Service..... Thesaurus
Representative..... Continental
Membership..... RAB
President..... J. W. Hedges
V.P., Gen. Mgr..... J. L. Anderson
Commercial Manager..... Robert W. Dungan
Director Operator..... Joe T. Saffle
Chief Engineer..... H. T. Walton

KLOS—Albuquerque—1957

Frequency: 1450 Kc..... Power: 250 Watts
Owned..... B & M Bcstrs.
Address..... Box 1298
Telephone..... AL 6-9866
Gen. Mgr..... Frank Redfield

KOB—Albuquerque—1921 NBC

Freq.: 770 Kc..... Power: 50 Kw. d., 25 Kw. n.
Owned-Oper. By..... KSTP, Inc.
Address..... 1430 Coal Ave. S.W.
Tel.: CH 3-4411..... News Service: UP, INS
Transcription Service..... Lang-Worth



Representative:Petry
 MembershipNAB
 General Manager.....George Johnson
 Manager.....A. E. Mickel
 Sales Prom. Mgr.....Doris Luedke
 Program Director.....Michael Dillon

KQUE—Albuquerque—1946
MBS

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....KQUE Corp.
 Address.....200 Indian School Rd.
 Tel.: CH 7-8848.....News Service: AP
 RepresentativeEverett-McKinney
 MembershipRAB
 President.....W. N. Schnepf
 Sta. Mgr.....Robert D. Williams
 Chief Engineer.....Rodney Mathews

KSVP—Artesia—1947
IMN-MBS-KBS

Freq.: 990 Kc.....Power: 1 Kw. d., 250 Wts. n.
 Owned-Operated By.....Artesia Bcstg. Corp.
 Business-Studio Address..1450 Roselawn Ave.
 Tel.: SH 6-2751.....News Service: AP
 MembershipRAB, NAB
 President.....Martin Yates III
 Gen. Mgr.....Bob Hess
 Comm. Mgr.....Jack Minter
 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 ServiceAP
 RepresentativeBranham
 MembershipNAB
 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
 Tel.: TU 5-5373.....News Service: AP
 Transcription ServiceThesaurus
 RepresentativeMcGillvra
 MembershipRAB, NAB
 Pres., Gen., Sta. Mgr.....D. A. Swayze
 Prog. Director.....Ed Lyons
 Chief Engineer.....Vic Daley

KLMX—Clayton—1949—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Ari-Ne-Mix Bcstg. Corp.
 Address.....Box 7, Fair Grounds
 Tel.: 616.....News Service: UP
 MembershipNAB
 President.....Arthur Jernlgan
 Gen., Comm., Prom. Mgr., Pub. Dir..Frank Vale

Program Director.....Dave Adams
 Chief Engineer.....Robert D. Waters

KCLV—Clovis—1952—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....New-Tex Bdstg.
 Address.....1221 Main
 Tel.: 4401.....News Service: UP
 Transcription ServiceLang-Worth
 MembershipNAB
 President.....Odis Echols, Sr.
 Gen., Sta. Mgr., Prog. Dir.....Odis Echols, Jr.
 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
 Tel.: PO 3-5511.....News Service: AP
 Station Representative.....John E. Pearson
 V.P., Gen. Mgr.....Gene P. Loffler
 Comm. Manager.....James Richardson
 Program Director.....Jim Self
 Chief Engineer.....M. S. O'Dell

KOTS—Deming—1954—KBS

Frequency: 1230 Kc.....Power: 250 Watts, d.
 Owned.....Luna County Bcstg. Co.
 Address.....P. O. Box 470
 Tel.: 999.....News Service: AP
 General Manager.....Robert W. Tobey
 Comm Mgr.....Jim Smith

KVBC—Farmington—1951

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By.....Radio Station KVBC
 Address.....413½ West Main St.
 Tel.: DA 5-3541.....News Service: UP
 MembershipRAB, NAB
 Transcription ServiceWorld
 Gen., Sta. Mgr.....C. O. Kendrick
 Commercial Mgr.....Bob Williams
 Prog. Dir.....Bob Huston
 Chief Eng.....Harold Furstenberg

KWYK—Farmington—1957

Frequency: 960 Kc.....Power: 1 Kw., d.
 Owned.....Basin Bcstg. Co.
 Address.....418 W. Broadway
 TelephoneDA 5-6932
 Gen. Mgr.....Jimmie D. Gober

KGAK—Gallup—1945—ABN

Frequency: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Thunderbird Bcstg. Co.
 Address.....P. O. Box 1231
 Tel.: UN 3-4444.....News Service: AP
 Transcription ServiceWorld
 MembershipNAB, RAB
 RepresentativeO'Connell
 Pres., Gen. Mgr.....Merle H. Tucker
 Comm. Mgr.....C. W. Horne
 Chief Engineer.....Paul R. Bateman

KHOB—Hobbs—1954

Frequency: 1280 Kc.....Power: 1 Kw. d.

WMBO—Auburn—1927

MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... WMBO, Inc.
Business-Studio Address..... 141 Genesee St.
Tel.: AU 2-3511..... News Service: AP
Representative..... Thomas F. Clark
Membership..... NAB, RAB
Transcription..... World
General Manager..... Frederick L. Keesee
Prog., Pub. Dir..... Robert B. Morgan

WBAB—Babylon—1957

Frequency: 1440 Kc. Power: 500 W. d.
Owned..... Babylon-Bashore Bcstg. Corp.
Address..... Farmingdale Rd. & E. Drive
Tel.: MO 1-4000..... News Service: AP
Gen. Mgr..... Joe Horenstein
Comm. Mgr..... Bertine Fields

W B T A—Batavia—1941—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... Batavia Bcstg. Corp.
Business-Studio Address..... 22 Seaver Pl.
Tel.: 715..... 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

Frequency: 1430 Kc. Power: 5 Kw.
Owned-Oper. By..... Ottaway Stations, Inc.
Address..... 909 E. Main, Endicott
Tel.: 5-3351..... News Service: UP
Representative..... Radio Reps. Inc.
Membership..... NAB, RAB
President..... James H. Ottaway
Vice President..... F. H. Brinkley
General Manager..... S. W. Ryder
Asst. to Mgr..... H. Johansen
Chief Engineer..... John Fischler

WINR—Binghamton—1946

NBC

Freq.: 680 Kc. Power: 1 Kw. d., 500 W. n.
Owned-Oper. By..... The Binghamton Press
Business-Studio Address..... Robinson Bldg.
Tel.: 4-4318..... News Service: UP
Representative..... George P. Hollingbery
Membership..... NAB, RAB
General Manager..... Dale Taylor
Commercial Manager..... A. V. Ludington, Jr.
Chief Engineer..... G. Ricciardell

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.
Tel.: 2-3437..... News Service: AP

Transcription Service..... World
Representative..... Bolling
Membership..... NAB, 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—1928

CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By..... Triangle Pubs. Inc.
Business Address..... 1 Henry St.
Tel.: BI 3-7311..... News Service: UP
Newspaper Affiliate..... Phila. Inquirer
Representative..... Blair & Co.
Membership..... NAB
Gen. Mgr..... George R. Dunham
Sales Manager..... Kenneth Leslie
Dir. Nat. Sales..... Ed H. Benedict
Oper. Mgr..... Russ Baker
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..... WBRV Building
Tel.: 11..... News Service: AP
Membership..... NAB, RAB
Pres., Gen. Manager..... Livingston Lansing
Comm. Manager..... Leon Renodin
Pub. Director..... Millie Seelman

W B E N—Buffalo—1930—CBS

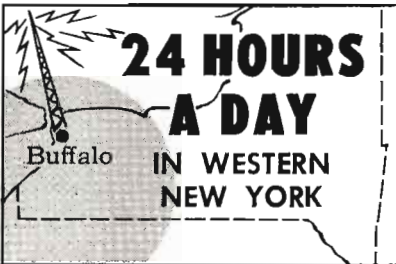
Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By..... WBEN, Inc.
Address..... Hotel Statler
Tel.: MO 0930..... News Service: AP, UP, INS
Newspaper Affiliation..... Buffalo Evening News
Transcription Service..... Lang-Worth
Representative..... Henry I. Christal
President..... A. H. Kirchofer
General Manager..... C. Robert Thompson
Station Manager..... Frank W. Kelly
Sales Manager..... C. E. Daly
Prog. Dir..... Eugene Brook
Publicity Director..... Joseph A. Haeffner
Chief Engineer..... Ralph J. Kingsley

W B N Y—Buffalo—1935

Frequency: 1400 Kc. Power: 250 Watts
Owned..... Roy L. Albertson, Inc.
Address..... 485 Main St.
Tel.: MO 1400..... News Services: AP, UP
Rep..... Jack Masla, O'Connell
Membership..... NAB
General Mgr..... Michael L. Merla
Comm. Mgr..... R. L. Albertson, Jr.
Prog. Dir..... Richard Lawrence

W E B R—Buffalo—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By..... WEBR, Inc.



NEWS

SPORTS

MUSIC

RADIO CENTER
WKBW
Buffalo's Basic NBC Station

**EVERY HOUR ON THE HOUR
 24 HOURS A DAY**

Buffalo's World Series, Canisius College Basketball, Cavalcade of Sports Station

Buffalo's Leading Radio Personalities including Stan Jasinski, Larry Brownell, Sherm Wright, Lee Forester and George "Hound Dog" Lorenz

Your "PACKAGE DEAL" will SATURATE this station

**You'll be surprised
 what \$100
 a week will buy**

•
**For details call any
 office of Avery -
 Knodel or station
 WKBW direct**

The most successful advertising technique is "telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. A WKBW saturation campaign gives you more than twice as many listeners for your advertising dollar. That's why your sales results will be more than twice as good . . . that's why WKBW is your most profitable buy in the Buffalo and Western New York market.

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



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



Business-Studio Address.....23 North St.
 Tel.: LI 7133.....News Service: AP, UP, INS
 Newspaper Affiliation.....Courier-Express
 Trans. Service...Thesaurus, Standard, SESAC
 Representative.....Katz
 Membership.....NAB, RAB
 President.....William J. Connors, III
 General Manager.....David F. Leopold
 Comm. Mgr.....George T. Stag
 Pgm., Prom. Mgr.....Wm. Schweitzer
 Chief Engineer.....Frank B. Ridgeway

WGR—Buffalo—1922—ABN

Frequency: 550 Kc.....Power: 5 Kw.
 Owned.....Transcontinent TV
 Address.....Hotel Lafayette
 Tel.: WA 3100.....News Service: UP
 Rep.....Peters, Griffin, Woodward, Inc.
 Membership.....NAB, RAB
 President.....David C. Moore
 Sta., Comm. Mgr.....Nat L. Cohen
 Sales Prom. Mgr.....Ollie Howard
 Program Dir.....Robert J. Strigl
 Pub. Dir.....Florence Lafler
 Chief Engineer.....Karl B. Hoffman

WINE—Buffalo—1948

Frequency: 1010 Kc.....Power: 1 Kw.
 Address.....Box 85
 Tel.: AM 1160.....News Service: UP
 Trans.....World
 Representative.....Radio-TV Rep.
 Membership.....NAB, RAB
 President.....John L. Kluge
 Man. Dir.....Marvin A. Kempner
 Sales Mgr.....Herb Resnick
 Chief Engineer.....Ernie Bohrke

WKBW—Buffalo—1925—NBC

Frequency: 1520 Kc.....Power: 50,000 Watts
 Owned-Operated By.....WKBW, Inc.
 Business Address.....Radio Center, 1430 Main St.
 Tel.: GR 5101.....News Service: UP
 Representative.....Avery-Knodel
 Membership.....NAB
 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 Fledler

WNIA—Buffalo—1956

Frequency: 1230 Kc.....Power: 250 Watts
 Owned.....Niagra Bcstg.
 Address.....2900 Geness St.
 Telephone.....FI 9600
 Representative.....Walker
 Gen. Mgr.....Gordon P. Brown

WWOL—Buffalo—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Greater Erie Broad. Co.
 Address.....315 Main St.
 Telephone.....MO 1200
 Representative.....Forjoe
 Owner.....Leon Wyszatycki
 Gen., Sta. Manager.....Ted Wyszatycki
 Commercial Manager.....Jack Greenfield

WCBA—Corning—1949

Frequency: 1350 Kc.....Power: 1000Watts d.
 Owned...Wellsboro Corning Bcstg. Adv. Inc.
 Address.....Box 117
 Tel.: 6-7000.....News Service: UP
 Transcription Service.....Lang-Worth
 Representative.....McGillvra, Inc.
 Membership.....RAB
 V.P., Station Manager.....Bob Shaddock
 Comm. Mgr.....Paul E. Carpenter

WCLI—Corning—1947—ABN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Radio Corning, Inc.
 Address.....99 W. First St.
 Tel.: 6-5421.....News Service: AP
 Station Representative.....Donald Cooke, Inc.
 Membership.....NAB
 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.
 Tel.: SK 6-2828.....News Service: UP
 Transcription Service.....Lang-Worth
 Representative.....Gill-Perna
 Membership.....NAB, RAB
 President.....Leighton A. Hope
 Gen., Sta., Comm. Mgr.....W. L. Thompson
 Chief Engineer.....Walter Chociay

WFLR—Dundee—1956—KBS

Frequency: 1570 Kc.....Power: 1 Kw., d.
 Owned.....Finger Lakes Bcstg.
 Address.....30 Main St.
 Tel.: 158.....News Service: AP
 Representative.....Hopewell
 Gen. Mgr.....Robert Burns
 Comm. Mgr.....Thomas H. Shafer

WDOE—Dunkirk—1949

Frequency: 1410 Kc.....Power: 500 Watts
 Owned-Operated By.....Lake Shore Bcstg.
 Address.....Willow Rd.
 Tel.: 7756.....News Service: AP
 Transcription Service.....Thesaurus
 Station Representative.....Walker
 Membership.....NAB, RAB
 Pres.....Simon Goldman
 Sta. Mgr.....Richard H. Burt
 Commercial Manager.....H. Brooks Dawson

**WELM—Elmira—1947
CBS**

Frequency: 1400 Kc.....Power: 250 Watts
 Owner.....Radio Elmira, Inc.
 Business-Studio Address.....222 E. Market St.
 Tel.: 3-5626.....News Service: AP
 Station Representative.....Burn-Smith
 Membership.....NAB, RAB
 President.....John S. Riggs
 Vice Pres., Gen. Mgr.....Keith W. Horton
 Program Director.....Ruth E. Dibble
 Chief Engineer.....Arthur French

WHLI

"THE VOICE
OF LONG ISLAND"

10,000 POWERFUL WATTS TO DELIVER THE GREATER LONG ISLAND MARKET (NASSAU-SUFFOLK)

WHLI'S GREATER LONG ISLAND COVERAGE . . .

	NASSAU	SUFFOLK	TOTAL
POPULATION	1,200,000	525,000	1,725,000
NET INCOME	\$2,928,340,000	\$755,604,000	\$3,683,944,000
PER FAMILY	\$8,503	\$5,698	
RETAIL SALES	1,534,786,000	564,961,000	2,099,747,000
FOOD STORE SALES	403,423,000	152,997,000	556,420,000
AUTO STORE SALES	252,922,000	93,225,000	346,147,000

WHLI HAS THE LARGEST DAYTIME AUDIENCE
IN THE MAJOR LONG ISLAND MARKET! (Pulse)

* THE 2nd LARGEST MARKET IN NEW YORK!

** NOW REACHES 5,500,000 PEOPLE

*** GIVES YOU TREMENDOUS, IMPORTANT, "BIG MONEY" MARKET COVERAGE

**** AMAZINGLY LOW, LOW, COST-PER-THOUSAND

WITHIN WHLI'S COVERAGE AREA

POPULATION	5,477,000
NET INCOME	\$11,758,859,000
RETAIL SALES	6,125,535,000

Represented by GILL-PERNA

→ 10,000 WATTS

WHLI

AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.

*the voice of
Long Island*

PAUL GODOFSKY, PRES. AND GEN. MGR.
JOSEPH A. LENN, EXEC. V. P. SALES



WENY—Elmira—1939
NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Bus.-Studio Address.....Mark Twain Hotel
Tel.: 5181.....News Service: AP
Representative.....Everett-McKinney
Membership.....NAB, RAB
General Manager.....L. F. "Bill" Pope
Commercial Mgr.....F. R. Gray
Prom. Mgr.....Bill Givens
Program Director.....Frederick W. Hodges
Chief Engineer.....Ed. L. Pettengill

WEHH—Elmira Heights-Horse-Heads—1956—MBS

Frequency: 1590 Kc. Power: 500 W., d.
Owned.....Elmira Heights-Horseheads Bcstg.
Address.....Box 2097
Representative.....McGillvra
Trans.....Lang-Worth
Gen. Mgr.....Frank P. Saia
Comm. Mgr.....Harry Keavin
Prog. Dir.....Norman Decker

WGBB—Freeport—1926

Frequency: 1240 Kc. Power: 250 Watts
Owned.....Long Island's First Station, Inc.
Business-Studio Address....44 So. Grove St.
Tel.: MA 3-1240.....News Service: AP
Trans. Serv.....Thesaurus, World
Membership.....NAB
Pres., Gen. Mgr.....Edward J. Fitzgerald
Prog. Dir.....Ed Brown
Gen. Sales Mgr.....M. C. Evans

WOSC—Fulton—1949—KBS

Frequency. 1300 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Cassill Radio Corp.
Address.....W. Bridge & Water, Oswego
Tel.: 3088.....News Service: UP
Transcription Service.....Thesaurus
Representative.....Hil F. Best
President.....Richard C. Mitchell
General Manager.....Jack Burgess

WKIT—Garden City—1956

Frequency: 1520 Kc. Power: 250 Watts
Owned.....KWIT, Inc.
Address.....509 Mad. Ave.
Tel.: MU 8-0940.....News Service: UP
President.....Sy Weintraub
V.P., Gen. Mgr.....Walter Ware
Program Dir.....Frank Costa
Chief Engineer.....Stan LoPresto

WGVA—Geneva—1947—ABN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Address.....Geneva Fed. Savings Bldg.
Tel.: GE 6691.....News Service: AP
Representative.....Cooke
President.....M. R. Forman
V.P., Gen. Manager.....Thomas L. Brown
Sta., Comm. Mgr.....Ernest F. Oliver

WWSC—Glens Falls—1946
ABN

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..Gt. Northern Radio Co.
Address.....13 Warren St.
Tel.: GL 2-6518.....News Service: AP
Newspaper Affil.....Post
Transcription.....SESAC, World, Thesaurus
Representative.....R. O'Connell
Membership.....RAB
Pres., Gen Mgr.....Martin Korig
Sta. Mgr., Chief Eng.....Thomas Humphrey
Comm., Prom. Mgr.....Frank Costello
Publicity Director.....Fred Carota
Sales. Prom. Mgr.....Ralph Romano

WENT—Gloversville—1944
CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By.....WENT Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Tel.: 4-7175.....News Service: UP
Transcription Service.....World
Membership.....NAB
Representative.....Gill-Perna
Pres., Gen., Sta. Mgr.....Joseph H. Tobin
Program Director.....Richard Stewart
Sales Prom. Mgr., Pub. Dir..George Hornidge

WHLI—Hempstead—1947

Frequency: 1100 Kc. Power: 10 Kw., d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....384 Clinton St.
Tel.: IV 1-8000.....News Service: UP
Transcription.....World, Thesaurus, SESAC
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

WALY—Herkimer-Ilion—1956

Frequency: 1420 Kc. Power: 1 Kw., d.
Owned.....WALY, Inc.
Address.....Palmer House Hotel
Tel.: TO 6-4220.....News Service: UP
Representative.....Masla
Trans.....Thesaurus
Gen. Mgr.....Melvin E. Whitmire

WLEA—Hornell—1951
MBS

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Hornell Bcstg. Corp.
Business-Studio Address.....97 Main St.
Tel.: 1420.....News Service: UP
Representative.....Gill-Perna
Transcription.....World
Membership.....NAB, RAB
Pres., Gen. Mgr.....Charles D. Henderson
Sta. Mgr.....G. W. Stidstone
Comm. Mgr.....E. Barnes



Prog. Dir.....Don Jones
Pub. Dir.....Byron Emerson
Chief Engineer.....Frederick Witter

WWHG—Hornell—1946

Frequency: 1320 Kc.....Power: 5 Kw., d.
Owned-Oper. By.....Ra-Tel Broadcasters, Inc.
Address.....Radio Center
Tel.: 2000.....News Service: UP
Representative.....Rambreau
Trans.....Columbia
Pres., Gen. Mgr.....Sy Dresner
Sta. Mgr.....Alfred Dresner
Comm. Mgr.....Sheff Davis
Sales Mgr.....Treach White
Prog. Dir.....Lou Parker
Pub. Dir.....Cleora M. Carroll
Chief Engineer.....Howard Huff

WHUC—Hudson—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Orin Lehman, Et Al
Address.....Union Turnpike
Tel: HU 8-3341.....News Service: UP
Membership.....NAB
General Manager.....John Kearney
Commercial Manager.....Robert Strakos
Pub. Dir.....Jennie W. Weaver
Prog. Dir.....J. P. Cranna
Chief Engineer.....Victor J. Schuler

WGSM—Huntington—1951

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned....Huntington-Montauk Bcstg. Co., Inc.
Address.....379 New York Ave.
Tel.: HA 3-6740.....News Service: UP
Transcription Service.....Lang-Worth
Membership.....NAB, RAB
Gen., Sta. Mgr.....Edward J. Fitzgerald
Sales Mgr.....Daniel E. Schmidt, III

WHCU—Ithaca—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address.....Ithaca
Tel.: 4-6301.....News Service: UP
Membership.....NAB, 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

WTKO—Ithaca—1956

Frequency: 1470 Kc.....Power: 1 Kw., d.
Owned.....Radio Ithaca, Inc.
Address.....Tremans-King Bidg.
News Service.....AP
Membership.....NAB
Representative.....Forjoe
Exec. V.P., Gen. Mgr.....E. E. Erdman
Pub. Dir.....B. M. Clarey
Ch Eng.....Gerald Cushing

WJOC—Jamestown—1948

MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By.....Air Waves, Inc.
Trans.-Bus.-Studio Address...415 W. Fourth St.
Tel.: 6-1555.....News Service: AP
Representative.....Burn-Smith
President, Gen. Manager.....Harold P. Kane
Comm. Mgr.....Richard F. Rose
Prog. Dir.....Edward J. McGrath, Jr.
Chief Eng.....B. O. Waterman

**WJTN—Jamestown—1924
ABN**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Bcstg. Co., Inc.
Bus.-Studio Address.....Hotel Jamestown
Tel.: 7151.....News Service: UP
Transcription Service...Associated, McGregor
Representative...Venard, Rintoul & McConnell
Membership.....NAB, RAB
Pres., Gen., Sta. Mgr.....Simon Goldman
Comm. Mgr., Sales Prom. Mgr.. J. Carl Willems
Program Director.....George Pileeger
Pub. Dir.....Almon Hazard
Chief Engineer.....Herbert Niklaus

**WKNY—Kingston—1939
MBS**

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Kingston Bcstg. Corp.
Business-Studio Address.....601 Broadway
Tel.: FE 1-1490.....News Service: AP
Representative.....Meeker
Membership.....RAB, NAB
President.....Joseph K. Close
Gen. Mgr.....Robert M. Peebles
Prog. Dir.....Richard L. Beach
Chief Engineer.....Allan J. Smith

WVOS—Liberty—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Sullivan County Bcstg. Co.
Address.....Liberty
Tel.: LI 1680.....News Service: UP
General Manager.....S. D. Lubin
Sta., Comm. Mgr.....William B. Orr
Sec'y-Treas.....H. G. Borwick

WLFH—Little Falls—1950

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Walter Gaines
Address.....Second Street
Tel.: 654.....News Service: AP
Owner.....Walter Gaines
Ch. Eng.....Barry Frank

WUSJ—Lockport—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Union-Sun & Journal, Inc.
Trans.-Address.....320 Michigan St.
Tel.: 3-5944.....News Service: AP
Transcription Service.....World
Newspaper Affil.....Union Sun & Journal
Representative.....Gill-Perna
Membership.....NAB
President.....Egbert D. Corson
General Manager.....William B. Kemble
Sta., Comm. Mgr.....Joseph A. Pinna
Sales Prom. Manager.....Jerry Damond

Prog. Director..... Tony Allen
 Pub. Dir..... Tom Jolls
 Chief Engineer..... Thomas Ceravalo

WICY—Malone—1946 MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper By..... North Country Bcstg. Co.
 Address..... WICY Bldg.
 Tel.: 187..... News Service: UP
 Membership..... NAB
 Pres., Gen. Mgr..... Mitchell C. Tackley
 Comm. Mgr..... Alice M. Tackley
 Chief Engineer..... Adolph Stromer

WMSA—Massena—1945 ABN

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... The Brockway Co.
 Business Address..... Central Building
 Tel.: RO 9-3591..... News Service: UP
 Transcription Service..... Thesaurus
 Newspaper Affil..... Watertown Times
 Representative..... Weed
 Membership..... NAB, RAB
 President..... John B. Johnson
 General Manager..... Louis Salff, Jr.
 Station Manager..... Thomas R. McHugh
 Program Director..... James H. Nash
 Publicity Director..... R. E. Anderson
 Chief Engineer..... A. Samuel Frazier

WALL—Middletown—1942

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... The Community Bcstg. Corp.
 Business-Studio Address..... 62 North St.
 Tel.: DI 3-3119..... News Service: AP
 Membership..... NAB, RAB
 Pres., Gen., Comm. Mgr..... James M. Patt
 Program Director..... Jerry Wax
 Chief Engineer..... Fred Schoelkopf

WGNV—Newburgh—1933

Frequency: 1220 Kc..... Power: 1000 Watts d.
 Owned..... Orange County Bcstg. Co., Inc.
 Business-Studio Address..... 161 Broadway
 Tel.: 4600..... News Service: AP
 Membership..... RAB
 Representative..... Kettell-Carter
 Pres..... George W. Bingham
 V.P., Gen. Mgr..... Joseph Rake
 Program Dir..... Richard H. Raskin
 Comm. Mgr..... Campbell Thompson

WNRC—New Rochelle—1950

Frequency: 1460 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Radio New Rochelle, Inc.
 Address..... 200 North Ave.
 Tel.: NA 6-0800..... News Service: AP
 Representative..... Keller
 President..... Donald Daniels
 General Mgr..... Sidney I. Flamm
 Comm. Mgr..... Jules M. Labert
 Program Dir..... Bob Roberts
 Chief Engineer..... Edward Cahill

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.

**TWO VERY IMPORTANT THINGS
TO REMEMBER WHEN BUYING SPANISH
RADIO IN NEW YORK:**

WHOM ENJOYS THE TOP RATING
IN 46 OUT OF 48 DAILY
QUARTER-HOURS
IN SPANISH.*

WHOM REACHES MORE THAN
71% OF PUERTO RICAN
FAMILIES DAILY AND THE
WEEKLY CIRCULATION
ENCOMPASSES ALMOST ALL FAMILIES.*

* Pulse

**A COPY OF THE COMPLETE PULSE REPORT
CONTAINING BOTH AUDIENCE RATINGS
AND A PROFILE OF THE PUERTO RICAN
LISTENER IN NEW YORK IS YOURS FOR
THE ASKING.**

WHOM

136 West 52nd Street

New York 19, N Y.



WABC—New York—1921 ABN

Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Oper. By American Bcstg. Co., Inc.
 Business Address 7 West 66th St.
 Tel.: SU 7-5000 News Service: AP, INS
 Representative John Blair
 Membership NAB, RAB
 President Leonard H. Goldenson
 Gen., Sta. Mgr. Stewart Barthelmess
 Program Manager Myrtle Tower
 Merchand. Mgr. John F. Dunn
 Sales Mgr. R. E. Noble, Jr.
 Publicity Director Larry Eisenberg
 Chief Engineer Frank Marx

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
 Tel.: ME 5-0333 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.
 Tel.: PL 1-2345 News Service: AP, INS, UP
 Transcription Service Capitol
 Representative CBS Radio Spot Sales
 Membership NAB, RAB
 President of CBS Frank Stanton
 General Manager Sam J. Slate
 Sales Prom. Mgr. Richard L. Stahlberger
 Program Director Allen Ludden
 Publicity Director Milton Rich
 Chief Engineer Davidson Vorhes

WEVD—New York—1927

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By Debs Memorial Radio Fund
 Business-Studio Address 117 W. 48th St.
 Tel.: PI 7-0880 News Service: AP
 Trans. SESAC
 Managing Dir. Henry Greenfield
 Prog. Dir. George Field

WHOM—New York—1930

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Oper. By Progress Bcstg. Corp.
 Business Address 136 W. 52nd St.
 Tel.: CI 6-3900 News Service: UP
 News. Affil. Il Progresso Italo-Americano
 President, Gen. Manager Fortune Pope
 V.P., Sales Mgr. Charles Baltin
 Program Director Ralph Contantino
 Chief Engineer George Stelger

The Red Cross Needs



Your Unstinting Assistance

GIVE!



this is what **WINS** used to look like



this is what **WINS** looks like today

RADIO CIRCLE **WINS** NEW YORK 23, N.Y.
1010



WINS—New York—1924

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Gotham Bcstg. Corp.
 Address.....7 Central Park West
 Tel.: JU 2-7000.....News Service: AP, UP, INS
 Membership.....RAB

Reps.Katz
 President.....J. Elroy McCaw
 Vice-Pres.John Keating
 V.P., General Mgr.....H. G. Fearnhead
 Sales Mgr.....John D. Kelly
 Prog. Dir.....Mel Leeds
 Chief Engineer.....P. Von Kunitz

SEE WHLI LISTING ON PAGE 525



WHLI "THE VOICE OF LONG ISLAND"

NOW . . . brings to local, regional and national advertisers a tremendous, important coverage of a huge market place . . . second only to New York City.

WHLI SERVES ALL OF NASSAU AND SUFFOLK COUNTIES . . . A VAST EVER-GROWING AUDIENCE . . . WITH PROGRAMMING THAT HAS MADE THIS STATION THE FAVORITE OF LONG ISLAND FOR OVER 10 YEARS.

→ 10,000 WATTS

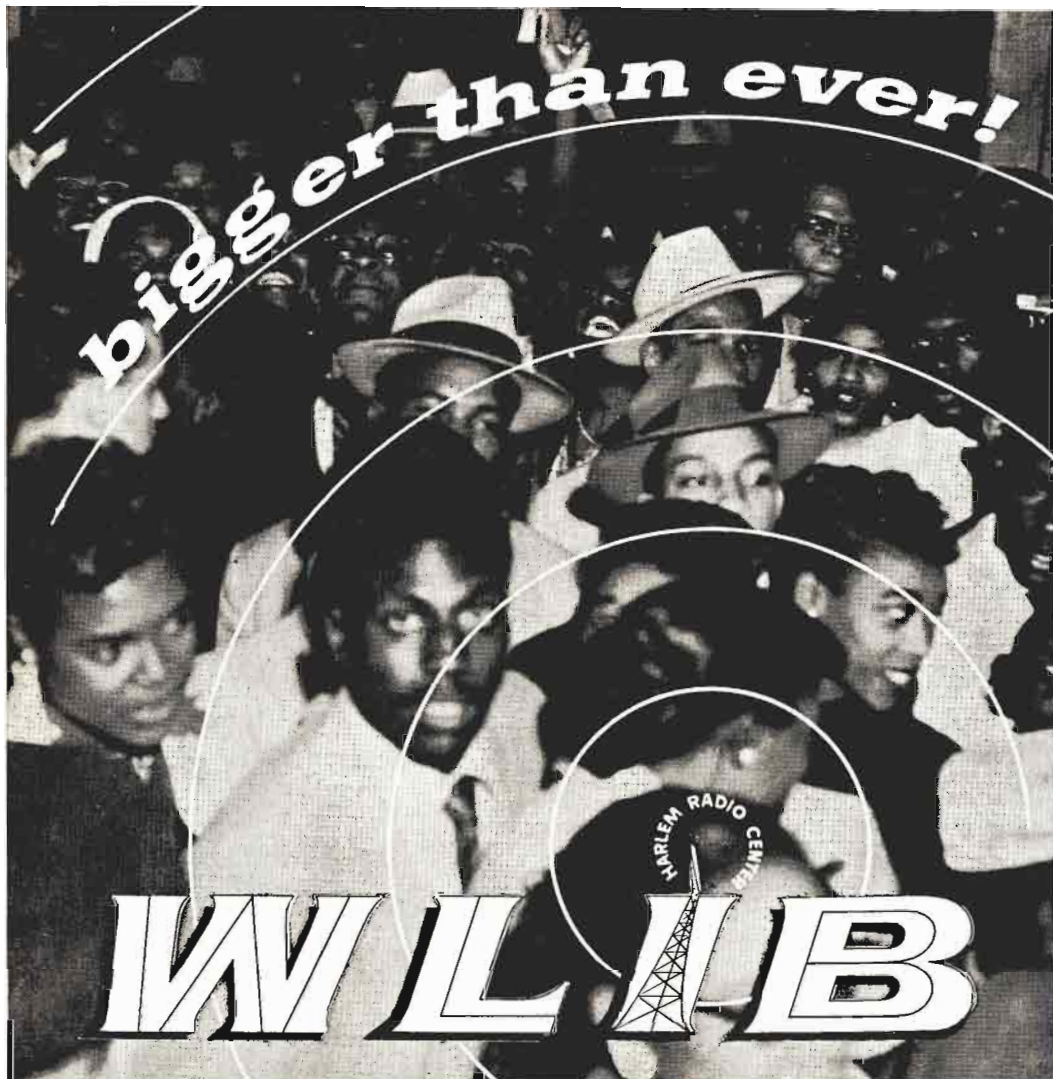
WHLI

AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.

*the voice of
Long Island*

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



1190 ON YOUR DIAL

WLIB has more Negro listeners than any other New York station—network or independent (Pulse).

WLIB is the only radio station in New York City with studios in Harlem.

WLIB is the first 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 Street and Seventh Avenue • New York 27



WLIB—New York—1944

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By.....New Bcastg. Co., Inc.
 Business-Studio Address.....2090 7th Ave.
 Tel.: MO 6-1800..... News Service: AP
 Representative For Joe
 Membership NAB
 Pres., Gen. Manager..... Harry Novik
 Program Director..... Nat Rudich
 Comm. Mgr..... Arthur Harrison
 Pub. Dir., Sales Prom. Dir..... Arnold Weiner
 Chief Engineer..... Gordon A. Greenfield

WMCA—New York—1925

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By..... WMCA, Inc.
 Business-Studio Address....415 Madison Ave.
 Tel.: MU 8-1500..... News Service: UP
 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

SEE PAGES 100-101 FOR

**LISTING OF NEW YORK
PHONE NUMBERS**



NETWORKS



PUBLICATIONS



ORGANIZATIONS



TALENT AGENCIES



FM RADIO STATIONS



AM RADIO STATIONS



NEWS ASSOCIATIONS



TELEVISION STATIONS



PROGRAM PRODUCERS



RECORDING COMPANIES



ADVERTISING AGENCIES



TRANSCRIPTION COMPANIES



STATION REPRESENTATIVES

American Home Products
American Tobacco Company
Arthur Murray
Bab-O
Block Drug Company
Breyer Ice Cream
Budweiser Beer
Chesterfield Cigarettes
Chrysler Corp. (Chrysler Division)
Clapps Baby Food
Coca Cola
Colgate-Palmolive Company, Inc.
Cott Beverage Corp.
Coty, Inc.
De Soto
Dodge

Merkel, Inc.
Mrs. Wagner Pies
Nail Brands Division of Sterling Drug —
Double Danderine
Nedicks Stores
Nestle Co.
Newport Cigarettes
No-Cal
Nucoa Margarine
P. Ballantine & Sons
Pontiac Division of General Motors
R. H. Macy
R. J. Reynolds Tobacco Co.
Ralston Purina Co.
RCA Victor Corp. —
Popular Record Albums

WMGM — THE CALL LETTERS FOR AMERICA'S LEADING NATIONAL, REGIONAL AND LOCAL ADVERTISERS

Dugans Lite Diet Bread
Eastern Air Lines
Equitable Life Assurance Society
of the United States
Esso
F & M Schaefer Brewing Co.
Ford Motor Company — Edsel Division
Gallo Wines
General Electric (FM Radio)
Gordon Baking Company
Grand Union
Great Atlantic & Pacific Tea Co., The
Hoffman Beverage Co.
Jacob Ruppert Inc.
L & M Cigarettes
Lever Bros.
Lifesavers
Lincoln Mercury
Martinsons Coffee

Reddi-Wip, Inc.
Safeway Stores
Sealy Mattress
Seven-Up Co.
Shell Oil Co.
Sinclair Refining Co.
Slenderella
Standard Brands
Stewart Warner Corp. — Alemite
Sun Oil Co.
Sunset TV and Appliances
Texas Co.
Time & Life, Inc.
Trans World Airlines
U. S. Rubber Co.
Warner Lambert Corp.
Woodbury Soap
and many more.

wmgm-new york 50,000 Watts • The Metro-Goldwyn-Mayer Radio Station
400 Park Avenue, New York 22, N. Y. • National Representatives: George P. Hollingbery



WMGM—New York—1922

Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WMGM Bcstg.
Business-Studio Address.....400 Park
Tel.: MU 8-1000.....News Service: UP, AP
Representative.....Hollingbery
V.P., Director.....Arthur M. Tolchin
Sales Manager.....Samuel Faust
Prom., Adv. Dir.....John M. McKeon
Program Director.....Raymond Katz

WNEW—New York—1934

Frequency: 1130 Kc.....Power: 50 Kw.
Owned-Operated By.....DuMont Bcstg. Co.
Business-Studio Address.....565 Fifth Ave.
Tel.: YU 6-7000.....News Service: AP
Representative.....Dave Simmons, Inc.
Membership.....RAB
Pres. & Gen. Mgr.....R. D. Buckley

Exec. V.P.....John B. Jaeger
Comm. Mgr.....J. V. B. Sullivan

WOR—New York—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....RKO Teleradio Pictures
Business-Studio Address.....1440 Broadway
Tel.: LO 4-8000.....News Services: INS, UP
Trans.....Paxton
Representative.....H-R Reps.
Membership.....NAB, RAB
President.....Thomas F. O'Neil
Gen. Manager.....Robert Leder
Adv. Mgr.....J. A. Yergin
Comm. Mgr.....W. McCormick
Adv., Prom. Dir.....Robert Sullivan
Program Director.....Robert S. Smith
Dir. Prom. & Planning.....Robert Hoffman
Publicity Manager.....Richard Jackson
Chief Engineer.....Harry Tilley

(See Page 320)

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.

**The Italian Population
Of New York is the
Third Largest Market
In the Entire U.S.A. . . .**



and it's growing . . . *growing* . . .
GROWING! In 1955 and 1956 alone,
47,600 new Italian immigrants
settled in the New York area. The
net population gain over deaths
was 17,100 persons — an important
addition to a market already
numbering over two million.

In other words — New York,
the largest community of this
Hemisphere, is “More Italian than
Ever Before”!

We have new facts and figures about
this vast, responsive market.
They're a revelation! Write, wire
phone — we'll see that you get them!

**RADIO STATION
WOV**

730 Fifth Avenue — Circle 5-7979

NEW YORK ROME



WOV—New York—1926

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Operated By.....WOV Bcstg. Corp.
 Business-Studio Address.....730 Fifth Ave.
 Tel.: CI 5-7979.....News Service: AP ANSA
 Transcription Service.....MacGregor
 Representative.....Pearson
 Exec. V. P., Gen. Manager.....Ralph N. Weil
 V. P., Prog. Director.....Arnold Hartley
 Publicity Director.....R. E. Thompson
 Chief Engineer.....Emile Hill

WPOW—New York—1957

Frequency: 1330 Kc.....Power: 5 Kw.
 Owned.....Bcstrs. of N. Y.
 Address.....41 East 42nd St.
 Tel.: YU 4-4600.....News Service: UP
 Representative.....Tele Bcstrs. Inc.
 President.....H. Scott Killgore
 Sta. Mgr.....Kenneth Sullivan
 Prog. Dir.....Melvin E. Miller
 Chief Engineer.....David R. Pryce

SEE PAGE 321

FOR U. S. RADIO STATION INDEX



SEE PAGE 681

FOR CANADIAN RADIO STATION INDEX



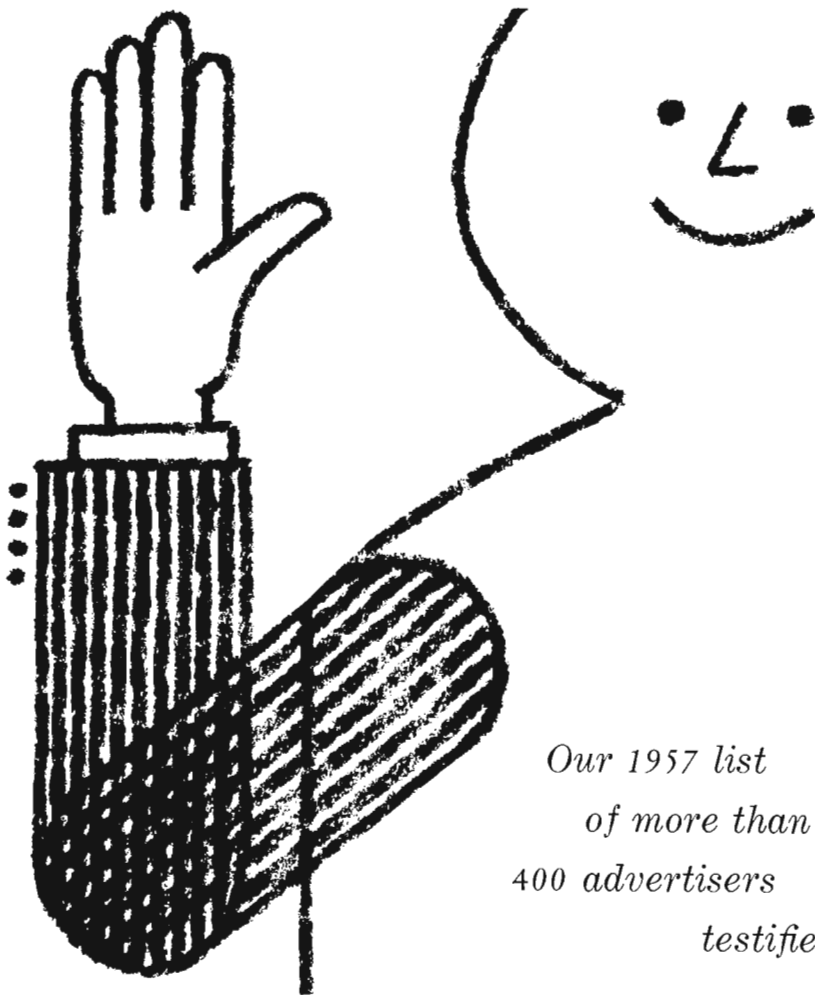
SEE PAGE 7

FOR EDITORIAL INDEX



SEE PAGE 27

FOR ADVERTISING INDEX



*Our 1957 list
of more than
400 advertisers
testifies:*

WQXR SELLS

1957 was a record-breaking year for WQXR, America's only 50,000-watt good music station. Its expanding list of advertisers . . . about 100 new this year . . . kept pace with its growing audience. Why? Because WQXR sells. It fills a distinct need and reaches a distinctive part of America's most massive market.

for more than a million New York families, nothing takes the place of

WQXR

*50,000 watts AM & FM
Radio station of The New York Times
229 West 43rd Street, New York 36, N. Y.
Lackawanna 4-1100*

WQXR—New York—1936

Frequency: 1560 Kc. Power: 50,000 Watts
 Owned-Oper. By.....Interstate Bcastg. Co.
 Business-Studio Address.....229 W. 43rd St.
 Tel.: LA 4-1100.....News Service: AP
 Newspaper.....N. Y. Times (Owner)
 Transcription Service.....SESAC
 Representative.....Paul H. Raymer
 Membership.....RAB
 Chairman of Board.....Arthur Hays Sulzberger
 President.....Orvil E. Dryfoos
 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

WRCA—New York—1926
NBC

Frequency: 660 Kc. Power: 50 Kw.
 Owned.....National Bcastg. Co.
 Address.....30 Rockefeller Plaza
 Tel.: CI 7-8300.....News Services: AP, INS, UP
 Transcription Service.....Thesaurus
 Station Rep.....NBC Spot Sales
 Membership.....NAB, RAB
 President.....Robert Sarnoff
 Gen. Manager.....William N. Davidson
 Station Mgr.....Arthur Hamilton
 Bus. Mgr.....Frederick Acker
 Dir. Sales.....Herman Maxwell
 Dir. Ops.....Pete Affe
 Adv. Mgr.....Tony Kraemer
 Sales Prom. Mgr.....Michael Lannon
 Dir. Adv. Prom. & Merch.....Max E. Buck
 Program Dir.....Steve White
 Publicity Mgr.....John O'Keefe
 Chief Engineer.....John H. Riedel

WWRL—New York—1926
(SEE WOODSIDE, N. Y.)**WHL D—Niagara Falls—1940**

Frequency: 1270 Kc. Power: 5000 Watts d.
 Owned-Oper. By.....Earl C. Hull
 Business-Studio Address.....United Building
 Tel.: 8421.....News Service: UP
 Representative.....Headley-Reed
 Membership.....NAB
 Owner, Gen. Manager.....Earl C. Hull
 Business Manager.....R. J. Manning

WJLL—Niagara Falls—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper.....Niagara Frontier Bcastg. Corp.
 Address.....129 Main St.
 Tel.: BU 5-5796.....News Service: UP
 Transcription Service.....World
 Representative.....Pearson
 Exec. V. P., Gen. Mgr.....Tom W. Talbot
 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.
 Tel.: 4-2218.....News Service: UP
 Transcription Service.....Thesaurus, World
 Station Rep.....McGillvra
 Membership.....RAB
 Pres., Gen. Mgr.....William J. Hall
 Asst. Mgr., Prog. Dir.....Ray Whitlock
 Chief Engineer.....Wiley R. Bates
 Comm. Manager.....Patrick E. Rheame

WSLB—Ogdensburg—1940
MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Seaway Radio
 Address.....2315 Knox St.
 Tel.: OG 500.....News Service: UP
 Pres.....George W. Bingham
 General Manager.....Thomas Leighton
 Prog. Dir.....Flo Beach Rowe

WHDL—Olean—1929—ABN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....WHDL, Inc.
 Address.....3219 W. State Rd.
 Tel.: 2-0161.....News Service: UP
 Newspaper Affiliation.....Times Herald
 News Service.....AP
 Transcription Service.....World
 Representative.....Eve ett-McKinney
 Membership.....NAB, RAB
 Pres., Gen. Mgr.....John R. Henzel
 Sta. Mgr.....John F. Hastings
 Comm. Mgr.....Joseph K. Eade
 Prog. Dir.....Donald McLean
 Publicity Director.....Helen Strong
 Chief Engineer.....Wallace D. Taylor

WMNS—Olean—1957

Frequency: 1360 Kc. Power: 1 Kw., d.
 Owned.....Olean Bcastg. Corp.
 Address.....168½ N. Union St.
 Tel.: 2-0157.....News Service: AP
 Trans.....Thesaurus
 Representative.....Hopewell
 Membership.....NAB, RAB
 Pres., Gen. Mgr.....Donald W. Merriman
 Comm. Mgr.....Jim Gleason
 Prog. Dir.....Dan Bethell

WONG—Oneida—1956

Frequency: 1600 Kc. Power: 1 Kw., d.
 Owned.....John J. Geiger
 Address.....238 Main St.
 Tel.: 2640.....News Service: UP
 Representative.....McGillvra
 Comm. Mgr.....Joseph Trella

WDOS—Oneonta—1947

Frequency: 730 Kc. Power: 500 Watts, d.
 Owned-Oper. By.....Ottaway Stations, Inc.
 Bus.-Studio Address.....104 Chestnut St.
 Tel.: 2-4701.....News Service: UP
 Newspaper Affiliation.....Oneonta Star
 Transcription Service.....Associated
 Representative.....Radio-TV Reps.
 Membership.....NAB, RAB
 President.....James H. Ottaway



Managing Director.....Francis H. Brinkley
 Station Manager.....Harold E. Graves
 Comm. Mgr.....Benjamin M. Turnbull
 Prod. Sup.....Jack Disbrow
 Chief Engineer.....William J. Petit

Sales Prom. Mgr.....L. J. Hare
 Chief Engineer.....Larry Lapanne

KEBO—Owego—1957

Frequency: 1330 Kc.....Power: 1 Kw., d.
 Owned.....Erdman Bcstg. Co.
 Address.....Box 51
 News Service.....AP
 Representative.....Forjoe
 Membership.....NAB
 Pres., Gen. Mgr.....E. E. Erdman
 Prog. Dir.....Norman Brownell
 Sales Mgr.....Matt Cordaro
 Ch. Eng.....Gerald Cushing

WIRY—Plattsburg—1950 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Clinton Cty. Bdcstg. Corp.
 Trans. Loca. Address.....301 Cornelia St.
 Tel.: 2800.....News Service: AP
 Transcription Service.....Lang-Worth
 Representative.....McGavren-Quinn
 Membership.....NAB, RAB
 Pres., Gen., Comm. Mgr.....Joel H. Scheier
 Station Mgr.....Donald Pelkey
 Program Director.....Betty Kraus
 Chief Engineer.....Leroy L. Fuller, Jr.

WALK—Patchogue—1952

Frequency: 1370 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Suffolk Bcstg. Corp.
 Address.....P. O. Box 230
 Tel.: GR 5-5200.....News Service: AP
 Newspaper Affiliation.....Suffolk Cons. Press
 Transcription Service.....Capitol
 Representative.....Grant Webb
 Membership.....NAB
 Pres., Gen. Mgr.....W. K. Macy, Jr.
 Comm. Mgr., Prom. Mgr.....John Regan
 Prog., Pub. Dir.....Jack Ellsworth
 Chief Engineer.....Ed Becker

WDLC—Port Jervis—1953

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Port Jervis Bcstg. Co.
 Address.....Box 920
 Tel.: 3-2293.....News Service: AP
 Membership.....NAB
 Transcription Service.....World
 President.....Sidney Sakofsky
 Gen. Mgr.....Oscar Wein

WPAC—Pachogue—1951

Frequency: 1580 Kc.....Power: 5 Kw.
 Owned-Oper. By.....Pachogue Bcstg. Co.
 Address.....31 W. Main St.
 Tel.: GR 5-4600.....News Service: UP
 Representative.....Clark
 Pres., Gen. Mgr.....Lee Morrison
 Station Mgr.....Stan Allan
 Comm. Mgr.....Herbert Morrison
 Program Director.....Dick Hodkin
 Pub. Dir.....Donald Lombardy
 Chief Engineer.....Morton Morrison

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

WLNA—Peekskill—1948

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Highland Bcstg. Corp.
 Address.....Radio Terrace
 Tel.: 7-1124.....News Service: UP
 Transcription Service.....World
 Station Rep.....Rambeau, Kettell-Carter
 Membership.....NAB, RAB
 Pres., Gen. Mgr., Ch. Eng.....Irving E. Cottrell
 Comm., Sales Prom. Mgr.....Francis Lough

WEOK—Poughkeepsie—1949

Frequency: 1390 Kc.....Power: 1000 Watts, d.
 Owned-Operated By.....Mid-Hudson Bcsts. Inc.
 Business-Studio Address.....Pendell Road
 Tel.: GR 1-1500.....News Service: UP
 Transcription Service.....World
 Representative.....Everett-McKinney
 Membership.....RAB
 President.....Arthur J. Barry, Jr.
 Gen. Mgr., Prog. Dir.....Frank Breslin
 Sales Prom. Mgr.....Louis Pells
 Chief Engineer.....John P. Burke

WEAV—Plattsburg—1934 ABN

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Plattsburg Bcstg. Corp.
 Studio Address.....38 Court St.
 Tel.: 1600.....News Service: UP
 Representative.....Jack Masla
 Membership.....NAB, RAB
 President.....George F. Bissell
 Gen. Mgr.....A. E. Spokes

WKIP—Poughkeepsie—1940 ABN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned.....Dutchess County Bcstg. Corp.
 Business-Studio Address.....The Nelson House
 Tel.: GR 1-2300.....News Service: AP
 Membership.....NAB, RAB
 Pres.....George W. Bingham
 V.P., Gen. Mgr.....Richard A. Dwelley
 Pub., Prog. Director.....John Kuhn
 Chief Engineer.....Marvin S. Seimes

WRIV—Riverhead—1955

Frequency: 1390 Kc.....Power: 1,000 Watts
 Owned.....Suffolk Broadcasting Corp.
 Address.....1 East Main

Tel.: PA 7-1200..... News Service: AP
 Newspaper Affil. Suffolk Consolidated Press
 Representative..... Grant Webb
 Pres., Gen., Sta. Mgr..... W. K. Macy Jr.
 Comm. Mgr..... Laurence I. Nicoll
 Sta. Mgr., Prog. Dir..... John F. Mulcahy
 Chief Engineer..... Edward Becker

WBBF—Rochester—1947

MBS

Frequency: 950 Kc..... Power: 1000 Watts
 Owned-Oper. By..... WBBF, Inc.
 Bus.-Studio Address..... 339 East Ave.
 Tel.: HA 6-8920..... News Service: AP
 Representative Venard, Rintoul & McConnell
 Membership..... NAB, RAB
 President..... Thomas L. Brown
 V.P., Gen. Mgr..... Robert S. Kieve
 Comm. Mgr..... William F. Dudley
 Program Director..... Claude Johnstone
 Chief Engineer..... Vincent Lopopolo

WHAM—Rochester—1922

NBC

Frequency: 1180 Kc..... Power: 50,000 Watts
 Owned-Oper. By Riggs & Greene Bcstg. Corp.
 Business Address..... 201 Humboldt Rd.
 Tel.: HU 2-1160..... News Service: UP
 Representative..... Christal, McDermott
 Membership..... NAB, 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.
 Tel.: BA 5-3050..... News Service: AP
 Newspaper Affiliation..... Gannett Co.
 Membership..... NAB, RAB
 Representative..... Everett-McKinney
 President..... Frank E. Gannett
 V.P., General Mgr..... Glover Delaney
 Station Manager..... Lowell H. MacMillan
 Publicity Director..... W. J. Adams
 Program Director..... Warren Doremus
 Technical Director..... R. K. Blackburn

WRVM—Rochester—1947

Frequency: 680 Kc..... Power: 250 W.
 Owner..... Rochester Bcstg. Co.
 Address..... 130 S. Clinton Ave.
 Tel.: BA 5-2520..... News Service: AP
 Trans..... World
 Representative..... Forjoe
 Membership..... NAB
 President..... Harry Trenner
 Gen. Mgr..... Thomas H. O'Neill
 Prog. Dir..... J. Arnold Schorr
 Chief Engineer..... Al Rugin

WSAY—Rochester—1936

Frequency: 1370 Kc..... Power: 5 Kw.

Owned-Oper. By... Federal Bcstg. System, Inc.
 Business-Studio Address..... 250 E. Ave.
 Tel.: BA 5-4870..... News Service: INS
 Representative..... Walker
 Pres., Gen. Mgr..... Gordon P. Brown
 Station Director..... John Hill

WVET—Rochester—1947

ABN

Frequency: 1280 Kc..... Power: 5000 Watts
 Owned-Oper. By... Veterans Bcstg. Co., Inc.
 Address..... 17 Clinton Ave So.
 Tel.: HA 6-4820..... News Service: UP
 Representative..... Bolling Co., Inc.
 Membership..... NAB, RAB
 Pres., Gen. Mgr..... Ervin F. Lyke
 Sales Manager..... Arthur Murrellwright
 Program Director..... Paul C. Louthier

WKAL—Rome—1946—MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By... Copper City Bcstg. Corp.
 Business-Studio Address... Capitol Theatre Bldg.
 Tel.: 3616..... News Service: UP
 Representative..... Cooke
 Membership..... NAB
 President..... Myron J. Kallet
 General Manager..... Joseph Kallet
 Assistant Mgr..... Alberta Rossi

WNYS—Salamanca—1957

NBC

Frequency: 1590 Kc..... Power: 1 Kw., d.
 Owned..... Cattaraugus Bcstg.
 Address..... 91 Main St.
 Tel.: 1515..... News Service: UP
 Pres., Mgr..... Luther M. Schaeffer

WNBZ—Saranac Lake—1927

ABN-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By... Upstate Bcstg. Corp.
 Business-Studio Address..... 88 Main St.
 Tel.: 1320..... News Service: AP
 Transcription Service..... Lang-Worth
 Representative..... Wm. G. Rambeau
 Membership..... NAB
 Pres., Gen. Mgr..... Jacques DeMattos
 Comm. Mgr., Prog. Dir..... Jeanne DeMattos
 Chief Engineer..... H. Berwind Williams

WRSA—Saratoga Springs- Glens Falls—1957

Frequency: 1280 Kc..... Power: 1 Kw., d.
 Owned..... R. O'Connor, L. Tobler
 Address..... Box 248 (s)
 Tel.: 4300..... News Service: UP
 Membership..... NAB
 Sta. Mgr..... Vic Wiley

WSPN—Saratoga Springs 1954

Frequency: 900 Kc..... Power: 250 Watts



Owned Spa Broadcasters, Inc.
 Address 72 West Avenue
 Tel.: 2180 News Service: AP
 Representative Richard O'Connell
 Membership NAB
 President Ken Freebern
 Gen., Sta., Prom. Mgr. Chet Munson
 Comm. Manager Joe Snyder
 Prog. Dir. Bog Dingman
 Chief Engineer John Leib

W SKN—Saugerties—1956

Frequency: 920 Kc. Power: 1000 Watts, d.
 Owned The Skylark Corp., Inc.
 Address P. O. Box 920, Mount Marion, N. Y.
 Tel.: CH 6-2822 News Service: UP
 Transcription SESAC, World
 Representative Thomas F. Clark
 Membership NAB
 President John Lynker
 V. P., Comm. Mgr. W. Irving Rose
 Program Dir. Elliot Nevins

WGY—Schenectady—1922 NBC

Frequency: 810 Kc. Power: 50,000 Watts
 Owned-Oper. By General Electric Co.
 Business-Studio Address 1400 Balltown Rd.
 Tel.: FR 7-2261 News Service: AP, UP

Representative Henry I. Christal
 Membership NAB
 General Manager J. Milton Lang
 Station Manager Robert F. Reid
 Sales Manager J. Schmulbach
 Publicity Director A. R. Garland
 Station Service Caleb Paine
 Program Director Donn M. Chown
 Chief Engineer W. J. Purcell

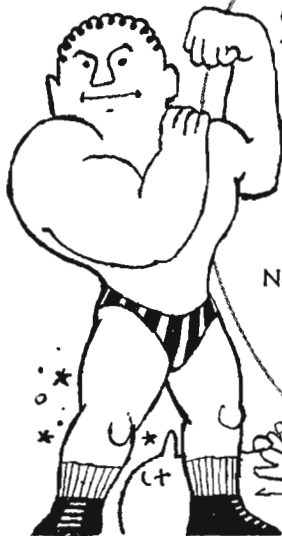
WSNY—Schenectady—1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Western Gateway Bcstg.
 Business-Studio Address 619 State St.
 Tel.: EX 3-3622 News Service: AP
 Representative Forjoe
 Pres., Gen., Sta. Mgr. Winslow Leighton
 Comm. Manager Thomas Seeley

WFBL—Syracuse—1922 ABN

Frequency: 1390 Kc. Power: 5000 Watts
 Owned WTAC, the Big Station
 Bus-Studio Address 433 S. Warren St.
 Tel.: HA 2-1147 News Service: UP
 Representative Hollingberry
 Transcription World
 Membership NAB
 General Mgr. Henry P. Wilcox

WFBL RADIO DOMINATES! SYRACUSE, NEW YORK



- IMPRESSIVE RATINGS
- FAMILY PROGRAMMING
- OUTSTANDING EXPERIENCED AIR SALESMEN
- CREATIVE SELLING
- COMPLETE MERCHANDISING

National representative — George P. Hollingbery Co.

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 Flint, Michigan; and KTVR, Channel 2,
 Denver, Colorado.





Sales Mgr. Richard F. Polgreen
 Mdcg. & Prom. Mgr. Edward J. Hill
 Pub. Rel. Dir. C. F. Phillips
 Chief Engineer. Wilson P. Foy

WHEN—Syracuse—1953
CBS

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned. Meredith Syracuse Radio Corp.
 Address 511 Loew Bldg.
 Tel.: HA 2-0277 News Service: AP
 Membership NAB, RAB
 Representative Katz
 V.P. & Gen. Mgr. Paul Adanti
 Prom. Mgr., Pub. Dir. Robert Peel
 Program Director. John L. Scott
 Asst. Gen. Mgr. William H. Bell
 Comm. Mgr. Louis Parmentier
 Chief Engineer. Robert Ardner

WNDR—Syracuse—1946
MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By Syracuse Bcstg. Corp.
 Address Box 1212
 Tel.: GI 6-1515 News Service: AP
 Station Rep. Forjoe
 General Manager. Arthur C. Kyle, Jr.
 Comm. Mgr. James A. McKechnie

WOLF—Syracuse—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Civic Bcstg. Corp.
 Address Kirkpatrick & Van Rensselaer Sts.
 Tel.: HA 2-7211 News Service: AP
 Representative Walker
 Transcription Standard
 President, General Mgr. T. Sherman Marshall
 Comm. Mgr. Al Webb
 Sta. Mgr., Prog. Dir. Hamilton M. Woodle
 Chief Engineer. Don Muir

WSYR—Syracuse—1922
NBC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Central N. Y. Bcstg.
 Bus.-Studio Address 224 Harrison St.
 Tel.: GR 1-7111 News Service: UP
 Newspaper Affil. Herald-Journal, Post Standard
 Representative Henry I. Christal
 Membership NAB
 Pres., Gen. Mgr. E. R. Vadeboncoeur
 Sales Mgr. W. R. Alford, Jr.
 Prom. Mgr., Pub. Dir. Lou Switzer
 Prog. Dir. W. V. Rothrum
 Chief Engineer. A. J. Eicholzer

WIPS—Ticonderoga—1955

Frequency: 1250 Kc. Power: 1 Kw., d.
 Owner. Portage Bcstg. Co., Inc.
 Address Fort Road
 Tel.: JU 5-2868 News Service: UP
 Transcription Service World
 Membership NAB

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 WTRY Bcstg.
 Business-Studio Address 92 Fourth St.
 Tel.: AS 4-1100 News Service: UP
 Representative John Blair
 President Daniel Kops
 Gen. Manager. Allan Bengston
 Program Director. John Mounteer
 Chief Engineer. Frank Belaska

WIBX—Utica—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By WIBX, Inc.
 Address First National Bank Bldg.
 Tel.: 2-2101 News Service: UP
 Membership RAB
 Reps. Meeker
 President. Margaret P. 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.
 Tel.: UT 2-5111 News Service: AP
 Representative Avery-Knodel
 Newspaper Affil. Sentinel
 Trans. Capitol
 Membership NAB, RAB
 President. Bradley C. Barnard
 Program Director. Philip R. Cameron
 Sta., Comm. Mgr. Richard A. Clark
 Sls. Prom. Mgr., Pub. Dir. Alan Cole
 Chief Engineers. G. S. Woods, C. F. Henry

WTLB—Utica—1947—ABN

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.
 Owned By Star Bcstg. Co.
 Address New Hartford, N. Y.
 Tel.: UT 5-5209 News Service: AP
 Representative Venard
 President Thomas L. Brown
 V. P., Gen., Comm. Mgr. Thomas E. Martin
 Program Director. Nick Dardano
 Chief Engineer. Donald Pera

WDLA—Walton—1951—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Delaware County Bcstg.
 Representative Rambeau
 Tel.: UN 5-4321 News Service: NAB
 President. Dr. E. Ogden Bush
 V.P., Gen. Mgr. Michael J. Cuneen
 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.
 Tel.: 2424.....News Service: AP
 TranscriptionStandard, SESAC
 MembershipNAB
 RepresentativeDevney
 Pres., Gen. Mgr.....G. Harry Righter
 Chief Engs.....D. Schryver, J. F. Sprague

WWNY—Watertown—1941
CBS

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Brockway Co.
 AddressHotel Woodruff
 News ServiceUP
 Newspaper Affil.....Daily Times
 Transcription Service.....Thesaurus, World
 MembershipNAB, RAB
 RepresentativeWeed
 President.....John B. Johnson
 General Manager.....Louis Saiff, Jr.
 Station Manager.....Earl R. Kelly
 Comm. Mgr.....Harold Gore, Jr.
 Dir. of Engineering.....M. B. Davis

WLSV—Wellsville—1955

Frequency: 790 Kc.....Power: 500 Watts, d.
 Owned-Oper. By..Radio Services of Wellsville
 AddressMain St.
 Tel.: 727.....News Service: UP
 MembershipRAB
 Gen. Mgr.....Joseph Mumma
 Comm. Mgr.....H. Ackerman
 Prog. Dir.....Joseph M. Rossier

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in Westchester-Rockland
 coverage!

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1230 Kc (Dial 1230)

WFAS-FM

103.9 mc.

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 station in this area . . .
 and with a record of 30
 years' service!

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 ing PULSE listening survey
 and sponsor story.

WFAS and WFAS-FM

White Plains, N. Y.

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NEW YORK

5,000 WATTS

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 MARKET AT THE LOWEST COST**

**TOPS IN NEW YORK
 FOR THE**

NEGRO

SPANISH

MARKETS

1600 Kc.

DEfender 5-1600



WFAS—White Plains—1932

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Westchester Bcstg. Corp.
Bus. Studio Address Secor Rd., Hartsdale
Tel: WH 9-6400 News Service: AP
Transcription Service Lang-Worth
Representative Headley-Reed
Membership NAB
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 Watt.
Owned-Oper. By Long Island Bcstg. Corp.
Bus. Studio-Transmitter Address 41-30 58th St.
Tel: DE 5-1600 News Service: AP
President W. H. Reuman
Gen., Sta. Mgr. Edith Dick
Comm., Sales Prom. Mgr. Selvin Donneson
Program Director Fred Barr

North Carolina

Pop. March 1 (Est.)—4,559,000; Families—1,127,000; Lic. Stations—133,
Sta. CP's—5; Radio Homes—1,102,000; TV Homes—764,000

WRCS—Ahoskie—1947—KBS

Frequency: 970 Kc. Power: 1000 Watts d.
Owned Roanoke-Chowan Bcstg. Co., Inc.
Business Address P. O. Box 89
Tel: 3101 News Service: UP
President Charles H. Jenkins
Manager P. G. Sewell

Executive Vice President Charles B. Britt
Comm. Manager George Roesler
Program Dir. Fred Brown
Chief Engineer George F. Sprague

**WABZ—Albemarle—1948
KBS**

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By Radio Station WABZ, Inc.
Business-Studio Address Hotel Albemarle
Tel: 1100 News Service: AP
Transcription Service World
General Manager W. J. Page

WSKY—Asheville—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Radio Asheville, Inc.
Business-Studio Address 12 Church St.
Tel: 3-4451 News Service: AP
Representative Pearson
Membership NAB
Pres., Gen., Sta., Comm. Mgr. Zeb Lee
Publicity Director Bruce Barnes
Chief Engineer Bill Clements

**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.
Tel: 2187 News Service: UP
Newspaper Affil. Courier Tribune
Transcription Service Thesaurus
Membership RAB
Gen., Sta., Comm. Mgr. J. R. Marlowe

**WWNC—Asheville—1927
CBS**

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By Asheville Citizen-Times Co.
Business-Studio Address 14 O. Henry Ave.
Tel: AL 2-5611 News Service: UP
Transcription Service Thesaurus
Representative H-R
Membership NAB
President Charlie Peace
Gen., Sta., Prom., Pub. Mgr. Cecil B. Hoskins
Comm. Mgr. James A. Haqan
Program Director William F. Melic
Chief Engineer William H. Hamrick

WISE—Asheville—1939

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.
Operated By Thomas Radio-TV Ent.
Address 92 Haywood St.
Representative Bcst Time Sales
President Harold H. Thomas
Gen., Nat. Sales Mgr. G. I. Norman, Jr.
Sta. Mgr. John Morris

WBMA—Beaufort—1954

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Richard Ray Cummins
Address Box 156
Tel: 2-9401 News Service: AP
Transcription Service World
Owner, Gen. Mgr., Ch. Eng. R. R. Cummins
Promotion Mgr. Hilda Cummins

**WLOS—Asheville—1947
ABN-MBS-NBC**

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By Skyway Bcstg. Co.
Business-Studio Address 288 Macon Ave.
Tel: AL 2-2431 News Service: UP
Transcription Service World
Rep. Venard, Inc., J. S. Ayers
Membership NAB

**WCCG—Belmont—1954
MBS**

Freq.: 1270 Kc. Power: 1 Kw., d.; 500 W., n.
Owner Central Bcstg. Co.
Address Box 629
Tel: TA 5-2812 News Service: UP
Transcription Service Standard, SESAC
Representative Continental



Membership NAB
 Pres., Gen., Sta., Eng. Robert Hilker
 Comm. Manager Boyce J. Hanna
 Program Director Frank Thomas
 Publicity Director Cris Tench

WATA—Boone—1950

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Wilkes Bcstg. Co.
 Address Depot St.
 Tel.: AM 4-8461 News Service: AP
 Membership RAB
 Manager Doris B. Brown
 Secretary-Treasurer Roland Potter
 Commercial Manager Ralph Tugman
 Program Director Jane Smith

WPNF—Brevard—1950

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Pisgah Bcstg. Co., Inc.
 News Service AP
 Tel.: TU 3-3621 News Service: AP
 Membership NAB
 President, Gen. Mgr. Ed M. Anderson
 Sta., Comm. Mgr. Bobby Hoyle
 Program Director Al Martin
 Publicity Director John Anderson
 Chief Engineer Baxter Morris, Jr.

**WBBB—Burlington—1941
MBS-KBS**

Frequency: 920 Kc. Power: 5000 Watts d.
 Owned-Operated By Alamance Bcstg. Co., Inc.
 Business-Studio Address Box 1119
 Tel.: CA 6-6376 News Service: AP
 Rep. Thomas F. Clark
 Membership NAB
 General Manager E. Z. Jones
 Commercial Manager C. Robert Ray

WFNS—Burlington—1946

Frequency: 1150 Power: 1000 Watts d.
 Owned Burlington-Graham Bdcstg. Co.
 Address Maple at Broad
 Tel.: CA 7-4261 News Service: UP
 Transcription Service Thesaurus, Lang-Worth
 Representative Walker
 Membership NAB, RAB
 Gen., Sta. Mgr. G. C. Starnes
 Comm., Prom. Mgr. Harold Nall
 Prog. Dir. Olin Campbell, Bill Diffee
 Chief Engineer Charles Stafford

WWIT—Canton—1954

Frequency: 970 Kc. Power: 1 Kw., d
 Owned Western N. C. Bcstrs., Inc.
 Address Box 391
 Tel.: MI 8-3588 News Service: UP
 Representative Best
 President Beverly M. Middleton
 Gen. Mgr. Kermit Edney
 Comm. Mgr. V. Edgar Pressley

WCHL—Chapel Hill—1952

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By Village Bcstg. Co.

Address Box 388
 Tel.: 8485 News Service: AP
 Transcription Service World
 Membership NAB, RAB
 Pres., Gen. Mgr. Sandy McClamroch
 Asst. to Gen. Mgr. R. B. Boyd

**WAYS—Charlotte—1941
ABN**

Freq.: 610 Kc. Power: 5 Kw.
 Owned Inter City Adv. Corp.
 Business-Studio Address 3229 S. Blvd.
 Tel.: JA 3-0121 News Service: UP
 Representative Bolling
 Trans. World
 Membership NAB
 Station Mgr. John Karr
 Comm. Mgr. Howard P. Mendell

WBT—Charlotte—1922—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Oper. By Jefferson Standard Bdcstg.
 Address 1 Jefferson Pl.
 Tel.: ED 3-8833 News Service: UP
 Transcription Service World
 Representative CBS Radio Spot Sales
 Membership NAB, RAB
 President J. M. Bryan
 Gen. Mgr. Charles H. Crutchfield
 Sta. Mgr. J. Robert Covington
 Comm. Manager 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.
 Telephone ED 3-2195
 Representative Forjoe
 Pres., Gen., Sta. Mgr. Francis M. Fitzgerald
 Commercial Mgr. Ray Ervin

WIST—Charlotte—1951

Frequency: 930 Kc. Power: 5000 d; 1000 n.
 Owned-Oper. By Bcstg. Co. of South
 Address 204 Liberty Life Bldg.
 Tel.: FR 6-3511 News Service: AP
 Representative Peters, Griffin, Woodward, Inc.
 Trans. Thesaurus
 Membership NAB
 President B. C. Hipp
 General Manager G. R. Shafto
 Sta., Comm. Manager Ray M. Stanfield
 Asst. Mgr. 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.
 Tel.: FR 6-8401 News Service: AP
 Membership NAB
 Pres., Gen., Sta. Mgr. Larry Walker



Commercial Mgr. George Henderson
 Program Director Robert Provence
 Chief Engineer L. L. Caudle, Jr.

WWOK—Charlotte—1955

Frequency: 1480 Kc. Power: 1 Kw., d.
 Owned-Oper. By Macri Co.
 Address 215 Greystone Rd.
 Tel.: ED 3-0551 News Service: UP
 Representative Ayers, Stars National
 Transcription Service Lang-Worth
 President Carmen Macri
 General Manager Jack Wheeler
 Chief Engineer George Webb

WRRZ—Clinton—1946—ABN

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned WRRZ Radio Co.
 Tel.: 2165 News Service: AP
 Transcription Service Capitol
 Station Rep. Walker
 Station Manager H. D. Stanley
 Sales Prom. Manager E. D. Powell
 Program Director Jim Ten
 Chief Engineer J. L. Bowles

WEGO—Concord—1943—KBS

Frequency: 1410 Kc. Power: 1 Kw., d.
 Address Box 527
 Tel.: ST 2-7115 News Service: AP
 President Robert R. Hilker
 Gen., Sta. Mgr. J. Norman Young
 Comm. Mgr. Claude Gibson

WCKB—Dunn—1946—KBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By No. Car. Cent. Bcstrs.
 Business Address Box 431
 Tel.: 3133 News Service: UP
 Transcription Service World
 Membership NAB
 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 John G. Thomas
 Chief Engineer Joseph Kotlas

WDNC—Durham—1934—CBS

Freq.: 620 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By The Durham Radio Corp.
 Bus.-Studio Address 138½ E. Chapel Hill St.
 Tel.: 6155 News Service: UP
 News. Affil. Herald Sun
 Trans. World
 Representative Paul H. Raymer
 Membership NAB, RAB
 President C. C. Council
 Gen. Mgr. J. Frank Jarman
 Comm. Mgr. Woody Woodhouse
 Prog. Dir. E. R. Higgins, Jr.
 Chief Eng. C. Roy King

WSRC—Durham—1954

Frequency: 1410 Kc. Power: 1 Kw.

Owned Carolina Radio
 Address P. O. Box 28
 Telephone 2-4681
 Station Rep. Rambeau, Dora-Clayton
 President Robert Monroe
 Gen. Mgr. James H. Mayes, Jr.
 Comm. Mgr. M. L. Hammette
 Prog. Dir. Norfley Whitted

WSSB—Durham—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Public Information Corp.
 Address Box 1168
 Tel. 7-1179
 Station Rep. Gill-Perna
 President E. L. Clinton
 Sales Mgr. Coburn Gum

WTIK—Durham—1946—ABN

Frequency: 1310 Kc. Power: 1 Kw. d.
 Owned-Oper. By W & W Bcstg. Co.
 Address 205½ W. Main St.
 Tel.: 6101 News Service: AP
 Representative McGillvra
 President C. H. Wentz
 Gen., Sta. Mgr. H. Tom Morris
 Prog., Pub. Mgr. Wally Ausley
 Chief Engineer Charles Tart

WCDJ—Edenton—1955—KBS

Frequency: 1260 Kc. Power: 1 Kw. d.
 Owned-Oper. By Colonial Bcstg. Co.
 Address P. O. Box 509
 Tel.: 2178 News Service: AP
 Representative Bes.
 President E. M. Schuman
 General Manager R. W. Schuman
 Prog. Dir. Frank Roberts

**WCNC—Elizabeth City—1939
 KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Albemarle Bcstg. Co., Inc.
 Address Box 535
 Tel.: 4379 News Service: UP
 Transcription Service Thesaurus
 Membership RAB
 Station Rep. Bogner & Martin
 President J. L. Lamb, Sr.
 Gen. Mgr. J. L. Lamb, Jr.
 Sta. Mgr. Desmond Barclay
 Commercial Manager C. E. Ferrell
 Program Director Jimmy Raper

WGAI—Elizabeth City—1947

Freq.: 560 Kc. Power: 1 Kw. d., 500 Watts n.
 Owned-Operated By WGAI Radio Co.
 Business-Studio Address Kramer Bldg.
 Tel.: 4371 News Service: AP
 Pres., Gen., Sta. Mgr. C. Alden Baker

**WBLA—Elizabethtown—1956
 MBS-KBS**

Frequency: 1440 Kc. Power: 1 Kw., d.



Owned.....Bladen Bcstg. Corp.
 Address.....Box 327
 Tel.: 3126.....News Service: UP
 Representative.....Best
 President.....E. Clayton Register

Comm. Mgr.....Robert Nietman
 Program Director.....Mack Stamps
 Chief Engineer.....Robert Stamps

WIFM—Elkin—1951

WBBO—Forest City—1947
KBS

Frequency: 1540 Kc....Power: 250 Watts, d.
 Owned.....Tri-County Bcstg. Co. Inc.
 Address.....Elk Spur St.
 Tel.: 860.....News Service: UP
 General Mgr.....Will Erwin
 Ass't. Mgr., Chief Eng.....Eugene Smith, Jr.
 Program Director.....Mrs. Ruth Smith

Frequency: 780 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Rutherford Co. Radio Co., Inc.
 Address.....Forest City
 Tel.: 4205.....News Service: AP
 Newspaper Affil.....Courier, Sun
 Transcription Service.....World
 Membership.....NAB
 Pres., Gen., Sls. Mgr.....Ed M. Anderson
 Comm. Manager.....Fred Blanton
 Program Director.....Lee Kanipe
 Chief Engineer.....Merton Iwerks

WFMO—Fairmont—1953

WFVG—Fuquay Springs—1949
KBS

Frequency: 860 Kc....Power: 1000 Watts, d.
 Owned.....Carolinas Broadcasting Co., Inc.
 Address.....Box 492
 Tel.: MA 8-4781.....News Service: UP
 Transcription.....Thesaurus, Lang-Worth
 Membership.....NAB, RAB
 President.....Cutlar Moore
 Gen., Comm. Mgr.....Billy E. Peele
 Program Dir.....James C. Clarke
 Chief Engineer.....Joseph F. Miles

Frequency: 1460 Kc....Power: 1000 Watts a.
 Owned-Oper. By.....WFVG Bdcstg. Co.
 Business-Studio Address.....Box 588
 Tel.: 333.....News Service: UP
 Transcription Service.....World
 Representative.....Continental Radio Sales
 President.....J. M. Stephenson
 Gen., Sta. Mgr.....Robert E. Stephenson
 Comm. Mgr.....Walter P. Pearce
 Prog., Pub. Dir.....Walter M. Pearson

WFAI—Fayetteville—1947
CBS-KBS

WGNC—Gastonia—1939—ABN

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Sta. WFAI
 Bus-Studio Address.....Box 659
 Tel.: HU 4-6161.....News Service: AP
 Transcription Service.....World
 Representative.....Thomas F. Clark
 President, Gen. Mgr.....Ralph E. Hess
 Sta. Mgr.....Louis P. Birchfield
 Comm. Mgr.....Bob Smith
 Program Director.....Dick Perry
 Chief Engineer.....Walter Lee Moring

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Catherine T. McSwain
 Address.....Box 737
 Tel.: UN 5-8501.....News Service: UP
 Representative.....Continental Radio Sales
 Membership.....NAB
 Gen., Sta. Mgr.....Pat McSwain
 Comm. Mgr.....Carl S. Rhyne

WFLB—Fayetteville—1947
ABN

WLTC—Gastonia—1948—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fayetteville Bcstrs., Inc.
 Address.....P. O. Box 512
 Tel.: 2-7136.....News Service: AP
 Representative.....Burn-Smith
 Transcription.....World
 Membership.....NAB
 General Manager.....W. D. Bailey
 Commercial Manager.....Fred Nave
 Program Director.....Marvin Rosenburg

Frequency: 1370 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Gastonia Bcstg. Serv., Inc.
 Address.....P. O. Box 1010
 Tel.: UN 5-1079.....News Service: AP
 Representative.....Thomas F. Clark
 Trans.....Lang-Worth
 Membership.....RAB
 Pres., Gen., Sta. Mgr.....James B. Petty
 Commercial Manager.....Boyce C. Morrow
 Program Director.....Alan G. Phillips
 Chief Engineer.....Don Voigt

WFNC—Fayetteville—1940
MBS

WFMC—Goldsboro—1951
KBS

Freq.: 1390 Kc....Power: 5 Kw. d., 1 Kw. n.
 Owned-Oper. By.....Cape Fear Bcstg. Co.
 Address.....1009 William Clark Rd.
 Tel.: HU 4-4181.....News Service: UP
 Representative.....Walker
 Membership.....RAB
 President.....Victor W. Dawson
 General Mgr.....Norman Suttles

Frequency: 730 Kc.....Power: 1 Kw. d.
 Owned.....Southern Radio & TV Corp.
 Address.....P. O. Box 655
 Tel.: 963.....News Service: UP
 Trans. Service.....World, Lang-Worth
 Membership.....NAB
 Pres., Gen. Mgr.....Kenneth T. Marshall
 Prog. Dir., Chief Eng.....Henry H. Harrison, Jr.



WGBR—Goldsboro—1938
ABN

Freq.: 1150 Kc.... Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By .E. Carolina Bdcstg. Co., Inc.
Address..... P. O. Box 1024
Telephone 3730
Transcription Service Thesaurus
Comm., Gen. Mgr., Pgm. Dir.. V. G. Balkcum

WGOL—Goldsboro—1955

Frequency: 1300 Kc..... Power: 1000 Watts
Owned John Henderson
Address 116 W. Mulberry St.
Tel.: 4900 News Service: AP
General Mgr..... John G. Britt
Comm. Mgr..... William Burwell
Program Dir..... Henry M. Best, Jr.

WBIG—Greensboro—1926
CBS

Frequency: 1470 Kc..... Power: 5000 Watts
Owned-Oper. By... North Carolina Bcstg. Co.
Studio Address..... 2838 Battleground Rd.
Tel.: BR 2-6125..... News Service: UP
Representative..... George P. Hollingbery
Trans. Victor, Capitol, Decca, Columbia, MGM
Membership NAB, RAB
President..... Michaux H. Crocker
Gen., Prom., Sta. Mgr..... Allen Wannamaker
Commercial Mgr..... W. H. Henry
Publicity Director..... Virginia Neese
Program Director..... John Ademy
Chief Engineer..... Ernest C. Pate, Jr.

WCOG—Greensboro—1948

Frequency: 1320 Kc..... Power: 5000 Watts
Oper. By..... Thoms Radio-TV Ent.
Business-Studio Address.... 708 W. Market St.
Representative Bcst. Time Sales
President Harold H. Thoms
Gen., Nat. Sales Mgr..... G. I. Norman, Jr.

WGBG—Greensboro—1942
MBS

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By.. Greensboro Bcstg. Co., Inc.
Business-Studio Address..... P. O. Box 2280
Tel.: BR 3-3631..... News Service: UP
Representative Burn-Smith
Pres., Gen., Sta. Mgr..... Ralph M. Lambeth
Commercial Mgr..... Jack Rimmer
Chief Engineer Fred S. Smith

WPET—Greensboro—1954

Frequency: 950 Kc..... Power: 500 Watts
Owned Guilford Advertising
Address Box 3488
Tel.: BR 5-4464..... News Service: AP
Representative Simmons Assoc.
Membership NAB
Trans. World
Pres., Gen. Mgr..... William P. Mitchell
Reg. Comm., Mgr..... Terrence R. Bane
Prog. Dir..... Robert L. Montgomery
Pub. Dir..... Ruenell Stewart

In North Carolina
we like the
old ~~songs~~...
sounds



HOLLINGBERY, National Representative



WGTC—Greenville—1940
MBS

Freq.: 1590 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By... Greenville Radio Co., Inc.
Address... 5th & Evans St.
Tel.: 6740... News Service: UP
Transcription... World
Representative... Devney, Dixieland
President... H. W. Anderson
Comm. Mgr... J. T. Snowden, Jr.
Gen. Mgr., Prog. Dir... Joel Lawhon
Chief Engineer... Bill Covington

WKDX—Hamlet—1957—KBS

Frequency: 1400 Kc. Power: 250 W.
Owned... Richmond Bcstg. Co.
Address... Box 826
Tel.: 1482... News Service: UP
Trans... Thesaurus
Gen. Mgr... W. P. Billingsley
Comm. Mgr... W. V. Mitchell

WHNC—Henderson—1945
KBS-MBS

Frequency: 890 Kc. Power: 1000 Watts
Owned... Henderson Radio Corp.
Address... Norlina Road
Tel.: 7136... News Service: AP
Transcription Service... Lang-Worth
Pres., Sales Prom. Mgr... Nathan Frank
Gen., Sta. Mgr., Pub. Dir... Dr. Claye Frank
Comm. Mgr... Charlie Arnett
Program Director... Dorothy Robinson
Chief Engineer... James H. Mayo

WHVH—Henderson—1955

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... WHVH, Inc.
Address... P. O. Box 1011
Tel.: 3019... News Service: UP
Representative... Best
Membership... NAB
Pres., Gen., Sta. Mgr... Lawrence Brandon
Program Director... Mozelle Moore
Chief Engineer... Howard V. Harrell

WHKP—Hendersonville—1946
ABN-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Radio Hendersonville, Inc.
Address... Box 649
Tel.: OX 3-9061... News Service: UP
Trans... Standard
President... Beverly Middleton
Gen Mgr... Kermit Edney
Traffic Mgr... Dorothy Tebben
Comm. Mgr... Arthur V. Cooley
Program Director... Jimmy Northington
Chief Engineer... Charles Renfrow

WHKY—Hickory—1939
ABN

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By... Catawba Valley Bcstg. Co.

Address... 415 1st Ave., N.W.
Tel.: DI 5-2294... News Service: UP
Representative... Dora Clayton
Transcription Service... World
News. Affil... Daily Record
Membership... NAB
President... Carl V. Cline
Gen., Sta. Manager... Edmund S. Long
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.
Tel.: DI 2124... News Service: AP
News Service... AP
Representative... John E. Pearson
Membership... NAB
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.
Tel.: 3466... News Service: AP
Transcription Service... World
Membership... NAB
Pres., Prog. Dir., Chief Eng... Gary C. Davis
Comm. Mgr... Hal W. Hicks

WMFR—High Point—1935
ABN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Radio Station WMFR, Inc.
Business Studio Address... 164 S. Main
Tel.: 4593... News Service: UP
Transcription Service... Lang-Worth
Membership... NAB
Representative... Burn-Smith
Pres., Gen.-Station Mgr... Frank S. Lambeth
Commercial Manager... Frank Smith
Sls., Prom., Pub. Dir... G. D. Sullivan
Program Director... Winfred R. Carter
Chief Engineer... Robert P. Boyd

WNOS—High Point—1953

Frequency: 1590 Kc. Power: 1000 Watts d.
Owned... Statesville Broadcasting Co.
Address... Box 1448
News Service... AP
Representative... Cont. Radio
Transcription Service... Thesaurus
Gen., Comm. Mgr... Barton Fellowes
Program Director... Tom A. Wall

WJNC—Jacksonville—1945
MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned... Onslow Bcstg. Corp.
Address... Box E, Route 24
Tel.: 6-7707... News Service: AP



NORTH CAROLINA



Membership NAB, RAB
 Pres., Gen. Mgr. Robert P. Mendelson
 Sta. Manager.....Rodric L. Jones

WLAS—Jacksonville—1954

Frequency: 910 Kc. Power: 1000 Watts
 Owner..... Seaboard Bcstg. Corp.
 Address P. O. Box 1197
 Tel.: 3901..... News Service: UP
 Transcription World
 Membership NAB
 President Jerry Popkin
 Gen., Comm. Mgr., Prog. Pub. Dir. Paul Parker
 Chief Eng..... Tancil Horne

WGTL—Kannapolis—1946

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Fred H. Whitley, Inc.
 Address Cannon Blvd.
 Tel.: 8700..... News Service: UP
 Membership NAB
 Pres., Gen. Mgr..... Fred H. Whitley

WKMT—Kings Mountain 1953

Frequency: 1220 Kc. Power: 1 Kw. d.
 Owned-Oper. By..... Radio Sta. WKMT
 Address Box 669
 Tel.: 999..... News Service: UP
 Representative Continental
 Membership NAB
 President..... R. H. Whitesides
 Gen., Sta., Comm. Mgr..... Jonas R. Bridges
 Sales Prom. Mgr..... John Anderson
 Program Dir..... Doris Bridges
 Publicity Director..... Rob't Green
 Chief Engineer..... George Patterson

WELS—Kinston—1950—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Farmers Bstg. Service, Inc.
 Address..... 1312 W. Vernon Ave.
 Tel.: 5151..... News Service: UP
 Transcription Service World, Thesaurus
 Representative Bogner & Martin
 President..... William S. Page
 Gen., Comm. Manager..... Jack P. Hankins
 Prog. Dir..... W. A. Kiker
 Chief Engineer..... Harvey Mewborn

WFTC—Kinston—1937—ABN

Frequency: 960 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By..... Connie B. Gay
 Address..... 204 East King St.
 Tel.: 4111..... News Service: AP
 Representative Best
 Sta., Comm. Mgr..... J. B. Ham
 President Jame Trimmer
 Chief Engineer..... Herman Civils

WISP—Kinston—1954

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Citizen's Bcstg. Co., Inc.
 Address Oasis Bldg.
 Telephone 6161
 Representative Dora-Clayton
 Pres., Gen. Mgr..... E. J. Schuffman

WEWO—Laurinburg—1947 KBS

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Scotland Bcstg. Co
 Bus.-Studio Address State Bank Bldg.
 Tel.: CR 6-2911..... News Service: AP
 Membership RAB
 Sta. Rep..... Dora-Clayton
 President Edwin Pate
 General Manager..... J. R. Dalrymple, Jr.
 Chief Engineer..... Truman N. Brock

WLOE—Leaksville—1946 MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... WLOE, Inc.
 Address Leaksville
 Tel.: MA 3-3118..... News Service: AP
 Transcription Thesaurus
 Membership NAB, RAB
 Pres., Gen., Sta., Comm. Mgr.... D. L. Craddock
 Program Director..... Barbara Earles
 Chief Engineer..... Eldred Winn

WJRI—Lenoir—1947 MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned..... John P. Rabb
 Address 107 West Avenue
 Tel.: PL 4-5361..... News Service: UP
 Membership NAB
 President, Gen. Mgr..... John P. Rabb
 Comm., Sales Prom. Mgr.... F. Kent Atwater
 Program Director..... K. Rabb
 Chief Engineer..... Jerry C. Elliott

WBUY—Lexington—1946 KBS

Frequency: 1400 Kc. Power: 5000 W., d.
 Owned-Oper. By... Davidson County Bcstg.
 Address Box 359
 Tel.: CH 6-4110..... News Service: UP
 Transmitter Service... Thesaurus, Lang-Worth
 Station Rep. Hopewell
 Membership RAB, NAB
 Manager..... Greeley N. Hilton

WLON—Lincolnton—1953

Frequency: 1050 Kc. Power: 1000 Watts, d.
 Owned..... Lincoln County Bcstg. Co., Inc.
 Address Startown Rd.
 Tel.: RE 5-8071..... News Service: AP
 Membership NAB
 Representative Continental
 Gen., Sta., Comm. Mgr..... W. Jack Brown
 Prog. Dir..... Tom Knight
 Chief Engineer..... Dennis C. Long

WAGR—Lumberton—1954

Frequency: 1480 Kc. Power: 1000 Watts
 Owner..... Southeastern Bcstg. Corp.
 Address 217 E. 3rd St.
 Tel.: 3394..... News Service: UP
 Representative Rambeau



NORTH CAROLINA



President Danny Shaver
 Sta. Mgr. Al Kahn
 Chief Engineer..... Milton Newsome

WTSB—Lumberton—1946 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Robeson Bcstg. Corp.
 Address Box 393
 Tel.: RE 9-6056.....News Service: AP
 Transcription ServiceWorld
 Representative.....Continental Radio Sales
 General Mgr.....Al G. Stanley
 Sales Mgr.....Ellenor Lorman
 Program Dir.....Ted Y. Prevatte

WBRM—Marion—1949

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By.....Lake City Bcstg. Corp.
 Address Box 229
 Tel.: 7221.....News Service: UP
 MembershipNAB
 President.....W. P. Erwin
 Comm. Mgr.....J. C. Pleasant
 Gen., Sta. Mgr.....J. L. Reynolds
 Chief Engineer.....Hubert C. Martin

WMMH—Marshall—1956 KBS

Frequency: 1460 Kc.....Power: 500 W.
 Owned.....Marshall Bcstg. Co.
 Address Skyline Dr.
 Tel.: 3521.....News Service: UP
 President.....Cleatus O. Brazell
 Gen. Mgr.....Vernon C. McCarthy
 Comm. Mgr.....Dean Shields
 Prog. Dir.....Wanda Crowe
 Chief Engineer.....Dwight Wilhelm

WMAP—Monroe—1947—KBS

Frequency: 1060 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Union Bcstg. Corp.
 Business Address.....Box 590
 Tel.: AT 3-6621.....News Service: UP
 Rep.....Continental
 Gen. 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 ServiceUP
 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 740
 Tel.: 9740.....News Service: UP
 MembershipNAB
 RepresentativeMcGillvra
 Pres., Gen., Sta. Mgr.....Grover C. Munden
 Comm. Manager.....Walder Niemi

WMNC—Morganton—1947

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....Nathan J. Cooper
 Address Morganton
 Tel.: HE 7-0521.....News Service: AP
 TranscriptionStandard
 MembershipNAB
 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
 Tel.: 1400.....News Service: AP
 RepresentativeThomas Clark
 Pres., Gen.-Sta. Mgr.....Ralph D. Epperson
 Commercial Manager.....Lucy Bowman
 Program Director.....Costin 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
 Tel.....581
 RepresentativeBest
 MembershipNAB
 Pres., Gen. Mgr., Ch. Eng.. Robert H. Epperson
 Commercial Manager.....Erastus F. Poore
 Program Dir.....Elbert Williams

WHIT—New Bern—1942 MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Station WHIT
 Address.....Highway 17, So., Box 551
 Tel.: 4450.....News Service: UP
 Transcription ServiceLang-Worth
 MembershipNAB
 RepresentativeJohn E. Pearson
 Gen., Sta. Manager.....Ray D. Williams
 Prog. Dir.....Don Adams
 Comm. Mgr., Pub. Dir.....Don Lee
 Chief EngineerLinwood Dowling

WRNB—New Bern—1953 KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned.....New Barn & Craven County Bcstg.
 Address Box 31
 Tel.: 6144.....News Service: AP
 Rep.....Best, Dora Clayton
 MembershipNAB
 President.....J. Leo Hoarty
 General Manager.....William A. Rhyne
 Commercial Mgr.....Jack Dent, Jr.
 Program Dir.....Earl Lewis



WNNC—Newton—1948 KBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By...Newton-Conover Bcstg. Co.
Business Address.....West "A" St.
Tel.: IN 4-4041.....News Service: AP
Pres., Gen., Sta. Mgr.....Earl Holder
Comm., Sls. Prom. Mgr.....Eugene Henry

WKBC—North Wilkesboro 1947—KBS

Frequency: 810 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Wilkes Bcstg. Co.
Address.....Radio Bldg.
Tel.: 633.....News Service: AP
Transcription Service.....World
Membership.....RAB, NAB
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 Bcstg. Corp.
Address.....P. O. Box 1111
Tel.: 4167.....News Service: AP
Transcription.....World
President.....A. N. Critcher
General Manager.....James F. Flanagan
Comm. Manage.....Hart Curl

WMSN—Raleigh—1954 KBS

Frequency: 570 Kc. Power: 500 Watts, d.
Owned...Merchants and Farmers Station, Inc.
Address.....649 Maywood Avenue
Tel.: TE 3-3874.....News Service: AP
Membership.....NAB, RAB
Pres., Gen., Sta. Mgr.....B. H. Ingle, Sr.
Program Dir.....Ruth Johnson

WKIX—Raleigh—1947—MBS

Freq.: 850 Kc. Power: 10 Kw. d., 5 Kw. n.
Owned.....Ted Oberfelder Bcstg.
Address.....2128 Western Blvd.
Tel.: TE 4-8282.....News Service: AP
Newspaper Affil. News and Observer Pub. Co.
Representative.....Forjoe
Pres., General Mgr.....Ted Oberfelder
Prom. Mgr.....Neal Randell
Program Dir.....Alan Browning

WPTF—Raleigh—1924—NBC

Frequency: 680 Kc. Power: 50,000 Watts
Owned-Oper. By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
Tel.: TE 2-8311.....News Service: AP, UP
Representative.Peters, Griffin, Woodward, Inc.
Membership.....NAB, 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 Bcstg. Co., Inc.
Bus.-Studio Address.....130 S. Salisbury St.
Telephone.....TE 4-6401
Representative.....H.R.
Membership.....NAB, RAB
President.....Fred Fletcher
Gen., Sales Mgr.....Bill Currie

WFRC—Reidsville—1947 KBS-ABN

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Oper. By...Piedmont Carolina Bcstg.
Business-Studio Address.....Box 990
Tel.: DI 9-4321.....News Service: AP
Representative.....Bogne & Martin
Membership.....NAB
President.....H. T. Williams
Gen., Sta., Comm. Mgr...Stephen F. Woodson
Prog. Dir.....Eugene Overby
Pub. Director.....Oscar Griffin, Jr.
Chief Engineer.....W. Scarborough

WREV—Reidsville—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Oper. By.....Reidsville Bcstg. Co.
Address.....Box 1349
Tel.: 9-7051.....News Service: UP
Pres., Gen. Mgr.....William M. Oliver, Sr.
Program Director.....Mrs. Katye P. Oliver
V.P., Ch. Engineer.....William M. Oliver, Jr.

WKIX

10,000 WATTS

850 Kc.

Raleigh, North Carolina

Ted Oberfelder
Broadcasting Corp.

Raleigh, No. Car.



WCBT—Roanoke Rapids
1939—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....WCBT, Inc.
Address.....251 Roanoke Ave.
Tel.: 7-2545.....News Service: UP
Station Rep.Continental
Station Manager.....J. Winfield Crew, Jr.
Commercial Mgr.....Donald O. Collins
Program Director.....Dick Phillips

WAYN—Rockingham—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WAYN, Inc.
Address.....Rockingham
Tel.: TW 4041.....News Service: AP
Transcription Service.....World
Pres., Gen., Sta. Mgr.....Wayne M. Nelson
Comm., Sls., Prom. Mgr.....William Futterer
Prog., Pub. Dir.....Mary Futterer
Chief Engineer.....Carl M. Wilson

WCEC—Rocky Mount—1947
KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned By.....East Carolina Electronics
Bus.-Studio Address.....Hwy. 95
Newspaper Affiliation.....Telegram
Representative.....Continental
Membership.....NAB
Manager.....M. J. Warner
Commercial Manager.....Ray Thompson
Prog. Dir.....Ray Wilkinson
Program Director.....Ray Wilkinson
Chief Engineer.....Grover Taylor

WEED—Rocky Mount—1933
ABN

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.
Owned-Operated By.....W. A. Wynne
Address.....Box 752
Tel.: 6-6736.....News Service: AP
Representative.....Burn-Smith
President.....W. A. Wayne
Gen., Comm. 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
Tel.: 6013.....News Service: UP
Transcription Service.....World
Membership.....NAB
General Manager.....H. S. Taylor

WSAT—Salisbury—1947
ABN

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Business-Address.....Drawer 99
Tel.: 276.....News Service: UP
representative.....McGillvra

Membership.....NAB, RAB
President.....Charles H. Wents
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.....WSTP, Inc.
Bus.-Studio Address.....1105 Statesville Rd.
Tel.: 2121.....News Service: AP
Trans.....World
Representative.....Walker
Membership.....RAB
President.....Thomas D. Harrell, Jr.
Prog. Dir.....Ted Austin

WEYE—Sanford—1952

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Lee Bcstg. Corp.
Address.....137 S. Steele St.
Tel.: SP 4-5561.....News Service: AP
Transcription.....SESAC
Mang. Dir.....Joe Morris

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.....1511 W. Dixon Blvd.
Tel.: 6313.....News Service: UP
Membership.....NARTB
Membership.....NAB
Trans.....Associated
Pres., Gen. Manager.....Robert M. Wallace
Comm. Manager.....Don McLain

WNCA—Siler City—1952

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Chatam Bdcstg. Co.
Address.....Box 352
Tel.: SH 2-2135.....News Service: UP
Membership.....NAB, RAB
Representative.....Best
Transcription Service.....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.....Box 238
Tel.: 2434.....News Service: AP
Gen., Sta. Mgr.....John S. Townsend
Commercial Mgr.....Ben E. Johnson
Program Director.....Bill Kirby



WEEB—Southern Pines—1947
ABN

Frequency: 990 Kc. Power: 1000 Watts d.
Owned.. The Sandhill Community Bcstrs., Inc.
Address.....135 W. New Hampshire Ave.
Tel.: OX 2-2941.....News Service: AP
Transcription ServiceAssociated
Station Rep.Holman
MembershipNAB
Pres., Gen. Mgr.....Jack S. Younts
Comm., Prom. Mgr., Ch. Eng.. Joe A. Warren

WTOE—Spruce Pine—1955

Frequency: 1470 Kc. Power: 1 Kw. d.
Owned-Oper. By.. Toe River Valley Bcstg. Co.
Address Box 817
Tel.: PO 5-4296..... News Service: UP
President..... T. N. Coope
Comm. Mgr..... Jessie G. Sullins
Program Dir..... Kenneth E. Woddard

WDBM—Statesville—1957

Frequency: 550 Kc. Power: 500 W., d.
Owned..... Iredell Bcstg. Co.
Address Box 1027
Tel.: TR 2-2455..... News Service: UP
Trans.Thesaurus
Gen. Mgr..... Clay Cline
Comm. Mgr..... Richard Doudna

WSIC—Statesville—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By..... Statesville Bcstg. Co.
Address Box 1189
Tel.: TR 3-9078..... News Service: AP
MembershipNAB
Trans.Lang-Worth
President..... A. F. Sams, Jr.
Gen., Sta. Mgr..... G. M. Allen
Commercial Manager..... James Odum
Sales Prom. Mgr..... Dick Doudna
Program Director..... James Melvin
Chief Engineer..... T. K. Abernethy

WMSJ—Sylva—1957—KBS

Frequency: 1480 Kc. Power: 5000 W., d.
Owned..... WMSJ, Inc.
Address Box 665
Tel.: JU 6-2221..... News Service: UP
President..... Harold H. Thoms
Gen., Comm. Mgr..... James B. Childress
Chief Engineer..... Franklin D. R. McClure

WTAB—Tabor City—1954

Frequency: 1370 Kc. Power: 5000 Watts, d.
Owned-Oper. By..... Tabor City Bcstg. Co.
Address Box 605
Tel.: 3171..... News Service: AP
Transcription ServiceWorld
President John Soles
Station Manager..... Troy McPherson
Prom. Director..... John Soles, Jr.

WCPS—Tarboro—1946

Frequency: 760 Kc. Power: 1000 Watts d.
Owned-Oper.... Coastal Plains Bcstg. Co., Inc.

Bus. Studio Address... Edgecombe Bank Bldg.
Tel.: 2191..... News Service: UP
Transcription Service World
Representative Dora Clayton
Membership NAB, RAB
General Manager..... G. Lee Hodges
Commercial Manager..... W. Roy Ward

WTNC—Thomasville—1947

Frequency: 790 Kc. Power: 1000 Watts d.
Owned By..... The Thomasville Bcstg. Co.
Address..... P. O. Box 750
Tel.: 2701..... News Service: UP
Gen., Sta. Mgr..... Harold Harrison
Chief Engineer..... James McAden

WTYN—Tryon—1954—KBS

Frequency: 1580 Kc. Power: 250 Watts, d.
Owned..... Polk County Broadcasters
Address Box 1317
Tel.: UL 6-6755..... News Service: UP
Gen., Sta. Mgr..... Graves Taylor
Commercial Mgr..... Henry G. Bartol, Jr.
Program, Pub. Dir..... Jay Carroll
Chief Engineer..... Palmer A. Greer

WADE—Wadesboro—1947
KBS

Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Oper. By..... R. P. Lyon & Son
Address Radio Bldg.
Tel.: MY 4-2175..... News Service: UP
Transcription Thesaurus
General, Sta. Mgr..... W. P. Billingsley
Program Director..... Peggy L. Mitchell

WLSE—Wallace—1953—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By..... Duplin Bcstg. Co.
Address Hwy. 117, N.
Tel.: AT 5-2187..... News Service: AP
General Manager..... John T. Newman
Ch. Eng..... Raymond Fields

WHED—Washington—1948
KBS

Frequency 1340 Kc. Power: 250 Watts
Owned-Oper. By..... Pamlico Bcstg. Co.
Address Box 439
Tel.: WH 6-3252..... News Service: UP
Pres., Gen., Sta. Mgr..... W. W. Moore
Prog. Dir..... George Shriver
Pub. Director..... W. E. Knight
Chief Engineer..... Richard Tripp

WRRF—Washington—1942
ABN

Frequency: 930 Kc. Power: 5 Kw., 1 Kw. n.
Owned-Oper. By.. Tar Heel Bcstg. System, Inc.
Bus. Studio Add.... Bank of Washington Bldg.
Tel.: WH 6-2162..... News Service: AP
Representative Headley-Reed, Ayers
Membership NAB
President..... W. R. Roberson, Jr.
Station Manager..... William Abeyounis



NORTH CAROLINA



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.
Tel.: GL 6-8661.....News Service: UP
Transcription.....Thesaurus
Membership.....NAB
Pres., Gen. Mgr.....K. D. Fry
Treasurer.....M. F. Fry

WENC—Whiteville—1946 KBS

Frequency: 1220.....Power: 1000 Watts
Owned.....Whiteville Broadcasting Co., Inc.
Address.....P. O. Box 700
Tel.: MI 2-2133.....News Service: AP
Representative.....Thomas F. Clark
President.....J. A. Maultsby, Sr.
Station Mgr.....Jerry Honeycutt
Prog. Dir.....Don Viets
Pub. Director.....Edna E. Ripple
Chief Engineer.....Robert F. Crandall

WIAM—Williamston—1950

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....E. Carolina Bcstg. Co.
Address.....E. Main St.
Tel.: SW 2-4161.....News Service: UP
Membership.....NAB
Co-O., Sta. Manager.....William H. Farrior
Co-O., Gen., Comm. Mgr...Charles M. Gaylord

WGNI—Wilmington—1946 MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...New Hanover Bcstg. Corp.
Business Address.....211 N. Second St.
News Service.....UP
Representative.....Walker
President.....J. S. Brody
General Manager.....Allen B. Jones

WMFD—Wilmington—1935 ABN

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....R. A. Dunlea
Address.....Front & Market Sts.
Tel.: 3-4064.....News Service: UP
Representatives.....Burn-Smith, Ayers
Pres., Gen. Mgr.....R. A. Dunlea, Sr.
Station Manager.....George A. Curtis
Commercial Manager.....Clay McBride

WKLM—Wilmington—1956

Frequency: 980 Kc.....Power: 5000 Watts
Oper. By.....Thoms Radio-TV Ent.
Address.....Princess St.
Representative.....Bcst. Time Sales
President.....Harold H. Thoms
Gen., Nat. Sales Mgr.....G. I. Norman, Jr.
Station Mgr.....Sam Dodd

WGTM—Wilson—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.Studio Address.....Box 1020
Tel.: 2188.....News Service: UP
Representative.....Rambeau, Clark Brown
Pres., Gen., Sta. Mgr....Penn T. Watson, Sr.
Commercial Manager.....Chas. B. Goodyear
Sls., Prom. Mgr.....P. T. Watson, Jr.
Program Director.....Bill Bunn
Chief Engineer.....Roy Barron

WVOT—Wilson—1948 MBS

Freq.: 1420 Kc....Power: 1 Kw. d., 500 W. n.
Owned-Oper. By.....Wilson Radio Co., Inc.
Address.....P. O. Box 170
Tel.: 5157.....News Service: AP
Representative.....Devney, Forjoe
Gen., Sta. Mgr.....Harry Severance

WAAA—Winston-Salem—1950

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned.....Laury Assoc., Inc.
Address.....Box 3119
Tel.: PA 2-4121.....News Service: AP
Representative.....Pearson
President.....Robert A. Monroe
General Manager.....Gilbert M. Hutchison

WAIR—Winston-Salem—1937

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Forsyth Bcstg. Co.
Business Address.....46 Miller St.
Tel.: PA 2-1133.....News Service: AP
Representative.....Burn-Smith
Transcription.....World
President.....J. F. Koons, III
General Manager.....C. R. Daly
Sales Prom. Mgr.....Harold Calvin

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 Service.....Lang-Worth
Tel.: PA 5-2311.....News Service: UP
Newspaper Affil...Journal, Twin City Sentinel
Trans.....Lang-Worth
Representative.....Headley-Reed
Membership.....NAB
President.....Gordon Gray
V.P., Gen. Mgr.....Harold Essex
Operations Manager.....Phil Hedrick
Commercial Manager.....Harry B. Shaw
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
Tel.: PA 3-4353.....News Service: AP
Representative...Venard, Rintoul, McConnell
MembershipNAB

President, Pub. Dir.....James W. Coan
Gen., Comm. Manager.....Charles Brunt
Program Director.....Johnny Miller
Chief Engineer.....James Hoke

North Dakota

Pop. March 1 (Est.)—671,000; Families—184,000; Lic. Stations—19,
Sta. CP's—2; Radio Homes—178,000; TV Homes—99,000

KBOM—Bismarck-Mandan
1925—KBS

Freq.: 1270 Kc....Power: 1 Kw., d. 250 W., n.
Owned.....Mandan Radio Assoc.
Address.....Box 667, Bismarck
Tel.: CA 3-4116.....News Service: AP
Trans.....World
Representative.....Gill-Perna
President.....Dick Johnson
Traffic Manager.....Dee Vetter
Prog. Dir.....Gus Becker
Chief Engineer.....Herb Leupp

KFYR—Bismarck—1925
NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Bcstg. Co.
Bus.-Studio Address.....202 1/2 Fourth St.
Tel.: CA 3-0900.....News Service: UP
Transcription Service.....Thesaurus
Membership.....NAB
Representative.....John Blahr
Pres., General Manager.....W. A. Ekberg
Station Comm. Mgr.....R. W. MacLeod
Program Director.....Stanley Wilson
Promotio Dir.....Ray Isaac
Chief Engineer.....Ivar Nelson

KDLR—Devils Lake—1925
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Bhsness-Studio Address.....400 12th Ave.
Tel.: 1090.....News Service: UP
Transcription.....World, SESAC
Representative.....Hal Holman
Pres., Gen. Manager.....Bert Wick
Comm., Mgr.....Paul R. Lange
Program Director.....Wilbur Clemenson
Chief Engineer.....Richard Moritz

KDIX—Dickinson—1947
KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dickinson Radio Assn.
Bus.-Studio Address.....119 2d Ave. W.
Tel.:.....5133
Trans. Service.....RCA, SSAC, World
Representative.....Holman
Membership.....NAB, RAB
President.....Dr. P. J. Weir
Gen.-Sta. Mgr.....Orville F. Burda
Comm., Mgr.....Eugene A. Spear
Prog., 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
Tel.: 2-3291.....News Service: AP
Transcription Service.....Standard
Representative.....Gill-Perna
Membership.....RAB
President.....W. R. Haggart
Gen., Comm., Sales Mgr.....Charles G. Burke
Program Director.....Chuck Boone
Chief Eng.....G. Stencien, N. Pederson

WDAY— Fargo—1922—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Business-Studio Address.....207 North Fifth
Tel.: 2-3371.....News Services: AP, UP
Newspaper Affil.....Forum
Transcription Service.....Thesaurus
Membership.....NAB, RAB
Rep.....Peters, Griffin, Woodward, Inc.
President.....E. C. Reineke
Station Manager.....Jack Dunn
General Manager.....Tom Barnes
Sales Manager.....Bill Burn
Program Director.....Ernie Brevik
Promotion Mgr.....Roy Pedersen

KVOX— Fargo—1937

(SEE MOORHEAD, MINN. LISTING)

KILO—Grand Forks—1923
CBS

Frequency 1440 Kc....Power: 1000 d.; 500a.
Owned-Oper. By...Grand Forks Herald, Inc.
Bus.-Studio Address...First Natl. Bank Bldg.
Tel.: 4-5321.....News Service: AP
Newspaper Affiliation.....Herald
Trans.....Thesaurus
Representative...Everett-McKinney, O'Connell
Membership.....NAB
President.....M. M. Oppegard
Sta., Comm. Mgr.....Herman Livingston
Adm. Exec.....Dorothy Ann Kirk
Chief Engineer.....A. F. Petrich

KNOX—Grand Forks—1947
MBS-KBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned By.....Community Radio Corp.
Address.....P. O. Box 1110
Tel.: 4-4611.....News Service: UP
Representative...Rambeau, Bulmer & Johnson



MembershipRAB
Sales Manager.....Robert Lukkason

KNDC—Hettinger—1954
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned.....Hettinger Bcstg. Co.
Address.....Lambert Bldg.
Tel.: 547.....News Service: UP
Trans.....World
President.....Cecil R. Clark
Manager.....Tom E. Loughhead
Commercial Manager.....Louis Borreman
Program Director.....Allen McIntyre

KEYJ—Jamestown—1954
MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned.....James River Bcstg. Co.
Address.....Box 1170
Tel.: 1400.....New Service: UP
Transcription.....Standard
Representative.....Devney
President, Gen. Mgr.....Robert E. Ingstad
Station Manager.....A. G. Berry
Comm. Manager.....R. L. Richardson
Publicity Director.....Bernard Langenfeld
Program 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 1271
Tel.: 1600.....News Service: AP
Representative.....Weed & Co.
Membership.....NAB
President.....John W. Boler
Station Manager.....E. M. Hoge
Comm. Mgr.....S. S. Ingersoll
Program Director.....James Zimmerman
Chief Engineer.....Harvey Van Erem

KCJB—Minot—1950—CBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....No. Dakota Bcstg. Co.
Address.....Box 32, Fargo
Tel.: 51-161.....News Service: AP
Representative.....Weed
Membership.....NAB
President.....John W. Boler
Station Manager.....Chester Reiten
Comm. Mgr.....Hugo Furstenau
Sales Prom., Pub. Dir.....Connie Wiensberg
Chief Engineer.....Ralph Thomas

KLPM—Minot—1929—MBS

Frequency: 1390 Kc..Power: 5000 d.; 1000 n.
Owned-Operated By.....Minot Bcstg. Co.
Business-Studio Address.....Fair Block
Tel.: 4-1146.....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

KQDY—Minot—1957

Frequency: 1320 Kc.....Power: 1 Kw., d.
Owned.....Paul Crain et al
Address.....Box 1291
Tel.: 7-1124.....News Service: UP
Representative.....Forjoe
Sta. Mgr.....H. T. "Pete" Searle

KOVC—Valley City—1936
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KOVC, Inc.
Business-Studio Address.....Valley City
Tel.: 1490.....News Service: UP
Transcription Service.....Standard
Representative.....Ed Devney
Pres., Gen. Mgr.....Robert E. Ingstad
Commercial Manager.....Ed Weeks
Chief Engineer.....Charles Sjoström

KEYZ—Williston—1948

Frequency: 1360 Kc.....Power: 5 Kw.
Owned-Oper. By.....Charles L. Scofield
Address.....Box 1240
Tel.: 3-3911.....News Service: UP
Transcription Service.....Standard, Thesaurus
Representative.....Holman
Membership.....RAB, NAB
Gen. Mgr., Chief Eng.....C. L. Scofield
Sta. Mgr.....W. L. Beach
Comm. Manager.....Bob Miller
Publicity Director.....J. McGeehan
Program Director.....Bob Gilbert

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press

50 Rockefeller Plaza
New York 20, N. Y.

Ohio

Pop. March 1 (Est.)—9,411,000; Families—2,827,000; Lic. Stations—86,
Sta. CP's—2; Radio Homes—2,746,000; TV Homes—2,594,000

WADC—Akron—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By Allen T. Simmons
Bus.-Studio Address WADC Bldg.
Tel.: JE 5-6165. News Service: UP
Transcription Service Standard, World
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—ABN

Frequency: 1590 Kc. Power: 5000 Watts
Owned By Summit Radio Corp.
Address 853 Copley Rd.
Tel.: PO 2-8811. News Services: AP, UP
Newspaper Affiliation Beacon Journal
Trans. Thesaurus
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—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By Akron Bcstg. Corp.
Address 41 S. Main St.
Tel.: FR 6-7114. News Service: AP
Transcription Standard
Representative Avery-Knodel
Membership NAB, RAB
President, Gen. Mgr. Tim Elliot
V.P., Station Manager Harley Lucas
V. P. Sales Jack Maurer
Program Director Rick Reighard
Advertising Manager Jean Elliot
Chief Engineer Henry Niederkofler

WHKK—Akron—1945—MBS

Frequency: 640 Kc. Power: 1000 Watts
Owned-Oper. By WHKK Bcstg. Co.
Business-Studio Address 51 W. State St.
Tel.: BL 3-7101. News Service: UP
Representative Bolling
Pres., Gen. Mgr. Philip R. Herbert
Program Director Adrian (Bud) Cooper

WFAH—Alliance—1947

Frequency: 1310 Kc. Power: 1000 Watts d.
Owned-Oper. By The Review Pub. Co.
Address 2720 S. Union
Tel.: 1-5345. News Service: AP
Representative Grant Webb
Membership NAB, RAB
Sta. Manager D. A. Peterson
Commercial Mgr. Robert A. Gates
Chief Engineer Gene Peterman

WATG—Ashland—1948 KBS

Frequency: 1340 Kc. Power: 250 W.
Owned Radio Ashland, Inc.
Address Ashland-Mansfield Hwy.
Tel.: 2-1572. News Service: UP
Representative Grant Webb
Membership NAB
Pres., Gen. Mgr. Charles D. Calhoun
Comm. Mgr. Harlan Cook
Prog. Dir. Walt Harrell
Chief Engineer William Shimer

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 Stars National
General Manager John Colin
Station Manager D. W. Fassett
Sales Mgr. Irvine Bleasdale

WATH—Athens—1950

Frequency: 970 Kc. Power: 1000 Watts d.
Owned By Radio Athens
Tel.: 3-1587. News Service: UP
Station Representative Continental Radio Sales
News Service UP
Membership NAB, RAB
Gen. Mgr., Chief Engr. Andrew Kovlan
Comm. Manager John Kerr
Program Director Claudia Bolin

WTRX—Bellaire—1947—MBS

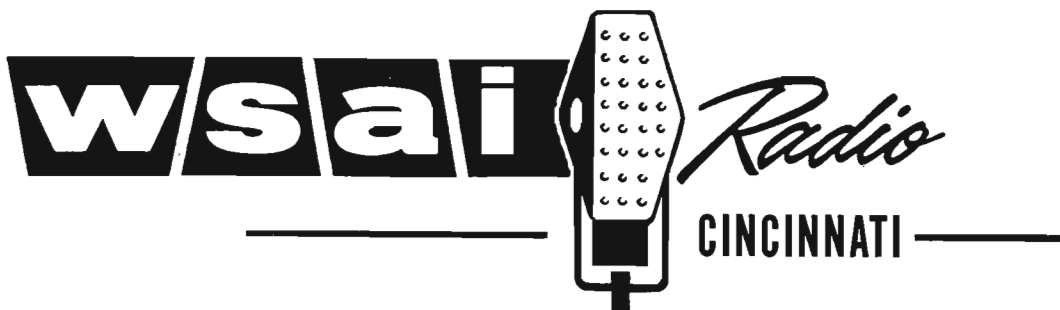
Frequency: 1290 Kc. Power: 1000 Watts d.
Owned WTRX, Inc.
Address Route 214
News Service UP
Representative Burn-Smith
Membership NAB
President Walter Patterson
V.P., Gen. Mgr. E. R. Huse
Program Director W. J. Nuzum
Managing Director William Greaver
Chief Engineer Chester Nedvesky

WOHP—Bellefontaine—1952

Frequency: 1390 Kc. Power: 500 Watts
Owned Lake Erie Radio & TV Corp.
Address East Sandusky St.
Tel.: 2-5796. News Service: UP
President T. M. Nelson
General Manager R. K. Wood
Chief Engineer Ken Arnold

WTLG—Bowling Green—1954

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



Cincinnatians love the even newer WSAI-Radio. Latest Pulse (Nov.-Dec. '57) shows WSAI **NUMBER 1 IN CINCINNATI** Mornings and Afternoons, with a whopping **25% Share of Audience**. Want to know why? Look at these WSAI *Firsts* . . .

1ST

FIRST IN CINCINNATI with a fleet of Mobile News Patrols reporting the news when it happens, as it happens, direct and live!

FIRST IN CINCINNATI with radio editorial broadcasts — broadcasts that have won area-wide acclaim for opening a new chapter in radio journalism.

FIRST IN CINCINNATI with Full **COLOR** radio. New ear-appealing, listener-winning features: new showmanship, new excitement — day and night.

Fun—Excitement—Interest—Glamor. Qualities that win and hold loyal audiences, help sell more products and services. Now—more than ever—WSAI—Cincinnati's *Must-Listen-To* Radio Station!

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ADAM YOUNG INC.

GORDON BROADCASTING CO.

SHERWOOD R. GORDON, PRESIDENT

IN CINCINNATI
EVERYBODY LOVES
wsai

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





Tel.: 3-8021..... News Service: AP
 Membership..... NAB
 Rep..... Venard, Rintoul & McConnell
 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.
 Tel.: 4-5606..... News Service: AP
 Transcription Service..... Standard
 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. Blaine Ave., Youngstown
 Tel.: RI 6-8464..... News Service: UP
 Membership..... NAB
 Owner..... Myron Jones
 General Manager..... William Fleckenstein
 Merchandising Manager..... Bill Aey

WAND—Canton—1947—KBS

Frequency: 900 Kc.... Power: 500 Watts d.
 Owned-Oper. By..... Dover Bcstg.
 Address..... Tuscarawas & High
 Tel.: GL 6-8396..... News Service: AP
 Transcription Service..... Capitol
 Representative..... Hil F. Best
 President..... William B. Steis
 Station Manager..... James Wilson

WCMW—Canton—1946

Frequency: 1060 Kc.... Power: 1000 Watts d.
 Owned-Operated By..... Stark Bcstg. Corp.
 Bus.-Studio Address..... Hills & Dales Rd.
 Tel.: GL 5-9475..... News Service: UP
 Representative..... Burke-Stuart
 Transcription..... World
 Pres., Gen. Mgr..... S. L. Huffman
 Station Manager..... Clark L. Dozer
 Commercial Mgr..... Jack R. Hale

WHBC—Canton—1925—ABN

Frequency: 1480 Kc.... Power: 5000 Watts
 Owned-Operated By..... Ohio Bcstg. Co.
 Business-Studio Address... 550 S. Market St.
 Tel.: GL 6-7166..... News Service: AP
 Newspaper Affil..... Brush-Moore
 Representative... Venard, Rintoul, McConnell
 Membership..... NAB, RAB
 President..... Eugen Carr
 Station Manager..... Robert C. Fehlman
 Commercial Manager..... Paul E. Gilmor
 Sales Prom. Mgr..... Nancy Schneider
 Program Director..... Lee Atwell
 Publicity Director..... Pat Carroll
 Chief Engineer..... John Schen

WBEX—Chillicothe—1947
ABN-KBS-MBS

Frequency: 1490 Kc.... Power: 250 Watts
 Owned..... Shawnee Broadcasting Co.
 Address..... Pohlmath Road, Carlisle Hill
 Tel.: PR 3-2244..... News Service: UP
 Transcription..... Standard
 Representative..... Thomas F. Clark
 Membership..... NAB, 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..... Jackson York

WCHI—Chillicothe—1956

Frequency: 1350 Kc.... Power: 500 Watts
 Owned..... Chillicothe Bcstg. Co.
 Address..... 800 Eastern Avenue
 Tel.: PR 4-3385..... News Service: UP
 Representative..... McGillvra
 Sta. Mgr..... Lewis F. Wagner
 Ch. Eng..... Carl F. Finger

WSAI—Cincinnati—1923

Frequency: 1360 Kc.... Power: 5000 Watts
 Owned-Oper. By..... Gordon Bcstg. Co.
 Address..... Sinton Hotel
 Tel.: MA 1-1068..... News Service: AP
 Transcription Service..... World
 Representative..... Young, Ayers
 Pres., Gen. Mgr..... Sherwood R. Gordon
 Nat'l Sales Manager..... Lu Bassett
 V.P., Local Sales Manager..... H. O. Parry
 Promotion Director..... Arthur Plaut
 Chief Engineer..... Jonas Heiser

WCIN—Cincinnati—1953

Frequency: 1480 Kc.... Power: 1000 Watts d.
 Owned-Oper. By..... Robert W. Rounsaville
 Address..... 3301 Beekman St.
 Tel.: MU 1-7600..... News Service: UP
 Representative..... Gill-Perna, Dora-Clayton
 Owner, Gen. Mgr..... R. W. Rounsaville
 Station Manager..... Ralph B. Johnson
 Gen. Sls. Mgr..... John Fulton

WCKY—Cincinnati—1929

Frequency: 1530 Kc.... Power: 50,000 Watts
 Owned-Operated By..... L. B. Wilson, Inc.
 Bus.-Studio Address... Hotel Sheraton Gibson
 Tel.: CH 1-6565..... News Service: UP
 Representatives... Welstead, AM Radio Sales
 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
 Prog. Dir..... Paul F. Miller

WCPO—Cincinnati—1927

Frequency: 1230 Kc.... Power: 250 Watts
 Owned-Oper. By... Scripps-Howard Radio, Inc.
 Studio Address..... 2345 Symmes St.

Tel.: CA 1-0777.....News Service: UP
 Newspaper Affil.....Post
 Representative.....John Blair
 Membership.....NAB
 President.....Jack R. Howard
 General Manager.....M. C. Watters
 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
 Tel.: WO 1-0550.....News Service: AP
 Newspaper Affiliation.....Times-Star
 Representative.....Katz
 Membership.....NAB, RAB
 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.
 Tel.: CH 1-1822.....News Services: INS, UP
 Representative.....NBC Spot Sls.
 Transcription Service.....SESAC
 Membership.....NAB, 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 Mgr.....Scott McLean
 Program Director.....Gene Dailey
 Chief Engineer.....R. J. Rockwell

WZIP—Cincinnati—1947
 (See Covington, Ky.)

WERE—Cleveland—1948

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By....Cleveland Bcstg. Inc.
 Address.....1501 Euclid Ave.
 Tel.: SU 1-9600...News Service: AP, INS, UP
 Station Rep.....Venard, Rintoul & McConnell
 Transcription Service.....Standard
 Membership.....NAB, RAB
 President.....Ray T. Miller
 V.P., General Manager....Richard M. Klaus
 Nat'l Sales Mgr.....Ed Paul
 Pub. Dir.....Peter Roper
 Prog. Manager.....Sam Elber
 Chief Engineer.....Harry Dennis

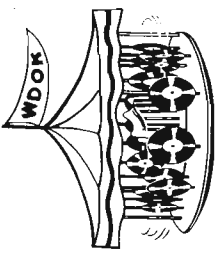
WDOK—Cleveland—1950

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....Civic Bcstrs., Inc.
 Address.....1515 Euclid Ave.
 Tel.: MA 1-2890.....News Service: UP
 Representative.....WEED
 Transcription Service.....Lang-Worth
 Membership.....NAB
 Pres., Gen. Mgr.....Frederick C. Wolf
 Sta. Mgr.....Ralph Quay
 Prog. Dir.....Norman Wain
 Publicity Director.....Jeanne Forney
 Chief Engineer.....Clifford Ormston

WGAR—Cleveland—1930
CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Peoples Bcstg. Corp.
 Address.....Hotel Stailer
 Tel.: PR 1-0200.....News Service: INS
 Representative.....Christal
 Membership.....NAB, 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
 Chief Engineer.....Lloyd Wingard

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album merry-go-round



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WDOK
 1260 kc
CLEVELAND

WHK—Cleveland—1922—NBC

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By Forest City Publishing Co.
 Business-Studio Address 5000 Euclid Avenue
 Tel: EX 1-5000 News Service: UP
 Transcription Service BML, ASCAP, SESAC
 Representative NBC Spot Sales
 Membership NAB, RAB
 President Sterling E. Graham
 General Manager K. K. Hackathorn
 Commercial Manager W. K. Brusman
 Sales Prom. Manager John Wyman
 Program Director Leslie F. Biehl
 Publicity Director Merle Levin
 Chief Engineer R. H. DeLan

WJMO—Cleveland—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By UBC of Ohio
 Address 2157 Euclid Ave.
 Tel: SU 1-4424 News Service: UP
 President Richard Eaton
 Station Manager Paul Nakel
 V.P., Sales Manager C. C. Courtney

WJW—Cleveland—1943—ABN

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By Storer
 Business-Studio Address 1630 Euclid Ave.
 Tel: TO 1-6080 News Service, UP, INS
 Transcription Service Standard, World
 Representative Katz
 Membership NAB, RAB
 President G. B. Storer, Sr.
 Managing Dir. Reginald R. P. Merridew
 Program Director Bruce MacDonald
 Chief Engineer Harold Brinkman

KYW—Cleveland—1923

Frequency: 1100 Kc. Power: 50,000 Watts
 Owned-Oper. By Westinghouse Bcstg. Co.
 Bus.-Studio Address 815 Superior Ave. N.E.
 Tel: CH 1-0942 AP, UP, INS
 Rep. Peters, Griffin, Woodward, Inc.
 Membership NAB, RAB
 President Donald H. McGannon
 Vice-President Rolland V. Tooke
 General Manager Gordon Davis
 Sales Mgr. Ed Wallis
 Chief Engineer Sid Stadig
 Program Director Mark Olds
 Publicity Director Tom Gavagan
 Adv., Sls., Prom. Dir. Janet K. Byers

**WSRS—Cleveland Heights
1947—ABN-MBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WSRS, Inc.
 Address 2156 Lee Rd.
 Tel: ER 1-2005 News Services: AP, INS, UP
 Representative Bob Dore
 Membership NAB, RAB
 President S. R. Sague
 Vice Pres. B. W. Sague
 V.P., Bus. Mgr. Myron T. Wile
 Sec.-Treas. George P. Bickford
 Sls. Prom. Mgr. Boyd W. Lawlor

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.
 Tel: CA 4-9265 News Service: AP
 Representative John Blair
 Membership NAB, RAB
 General Manager Richard A. Borel
 Commercial Manager W. I. Orr
 Sales Prom. Director Jim Yeran
 Program Director Geer Parkinson
 Publicity Director M. Babington
 Chief Engineer Lester H. Nafzger

WCOL—Columbus—1922**ABN**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Air Trails, Inc.
 Business-Studio Address E. Broad & Young St.
 Tel: CA 1-4581 News Service: AP
 Newspaper Affil. Lancaster Eagle-Gazette.
 Representative H-R Reps., Inc.
 Membership NAB
 President Charles Sawyer
 Exec. V.P., Gen. Mgr. J. P. Williams
 V. P. Alexander Buchan
 Manager Collis A. Young

WTVN—Columbus—1924

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By Radio Columbus
 Business-Studio Address 22 East Gay St.
 Tel: CA 4-1271 News Services: AP, INS, UP
 Transcription Service World
 Representative Katz
 Newspaper Affil. Times-Star
 Membership NAB, RAB
 President Hulbert Taft, Jr.
 Gen., Sta., Comm. Mgr. Sam T. Johnston
 Program Director Robert Adkins
 Chief Engineer Ray Owen

WVCO—Columbus—1951

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By Sky Way Bcstg. Corp.
 Address 274 S. 3rd St.
 Tel: CA 1-5247 News Service: UP
 Representative Forjoe
 Trans. Service Capitol, Associated Thesaurus
 President Col. Gustave Hirsch
 Gen., Sta. Manager Bert Charles
 Comm. Manager William Selander
 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.
 Tel: 1560 News Service: UP
 Trans. Service Lang-Worth
 Pres., Gen. Mgr. F. Bruce Wallace
 Sales Manager Arthur E. Jost



WAVI—Dayton—1955

Frequency: 1210 Kc. Power: 250 Watts d.
 Owned. WAVI Bcstg. Corp.
 Address. 1428 Cincinnati St.
 Tel.: BA 2-1291. News Service: UP
 Station Rep. Forjoe
 Membership NAB, RAB
 Pres., Gen. Mgr. Harry K. Crowl
 Sales Director. Harley M. West, Jr.
 Prom., Adv., Pub. Dir. K. D. Caywood
 Prog., Pub. Director. DeWitt Campbell
 Chief Engineer. Charles Dreher

WHIO—Dayton—1935—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By. Miami Valley Bcstg. Corp.
 Business-Studio Address. 1414 Wilmington Ave.
 Tel.: MA 6581. News Services: AP, UP
 Representative. Hollingbery
 Membership NAB, RAB
 President. James M. Cox, Jr.
 General Manager. Robert H. Moody
 Merchandising Manager. W. E. Wolaver
 Nat. Sls. Mgr. Wade H. Alley
 Prom. Director. Chuck Gay
 Asst. to Gen. Mgr. Harvey R. Young

WING—Dayton—1921—ABN

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Oper. By. Great Trails Bcstg. Co.
 Business-Studio Address. 121 N. Main St.
 Tel.: BA 2-3773. News Service: AP
 Representative. H-R
 News. Affil. Lancaster Eagle-Gazette
 Membership NAB
 President. Charles Sawyer
 Exec. V.P. & Gen. Mgr. John Pattison Williams
 Vice-Presidents. G. Lenning, A. Buchan
 Station Manager. Jack Wymer
 Sales Mgr. Malcom Richards
 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.
 Tel.: MI 6501. 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
 Tel.: 3-2226. News Service: UP
 Transcription Service. Associated
 Representative. Devney
 V.P., Gen. Manager. Glenn R. Thayer

WJER—Dover—1950—KBS

Frequency: 1450 Kc. Power: 250 Watts

Owned. Dover Broadcasting Company, Inc.
 Address. 210 Boulevard
 Tel.: 4-2126. News Service: UP
 Transcription. Thesaurus
 Membership NAB
 President. Agnes J. Reeves Greed
 General Manager. W. B. Sties
 Commercial Manager. John C. Needs
 Program Director. Dick Doll
 Chief Engineer. Donald Graff

WOHI—East Liverpool—1949 ABN-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. East Liverpool Bcstg. Co.
 Address. 516 Market St.
 Tel.: FU 5-1490. News Service: AP
 Membership RAB
 Representative. Grant Webb
 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-Lorain—1948

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By. Elyria-Lorain Bcstg. Co.
 Address. Elyria Savings and Trust Bldg.
 Tel.: FA 2-3761. News Service: UP
 Transcription Service. Thesaurus
 Station Representative. Walker
 President. Roy W. Ammel
 General Manager. Arthur Vogel
 Sales Prom. Mgr. Richard E. Barrett

WFIN—Findlay—1941

Frequency: 1330 Kc. Power: 1000 Watts, d.
 Owned. Findlay Publishing Co.
 Address. 101½ West Sandusky St.
 Tel.: GA 2-4545. News Services: AP, INS
 Representative. Clark, Ohio Rep.
 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 KBS

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By. Seneca Radio Corp.
 Address. U. S. 23
 Tel.: HE 5-5666. News Service: AP
 Trans. Service. Capitol, SESAC, World
 Rep. Rambeau, Ohio Sta. Rep.
 Membership RAB
 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.

Tel.: FE 2-3951..... News Service: UP
 Representative..... Hil F. Best
 Trans..... Standard
 Membership..... NAB, RAB
 President..... Robert F. Wolfe
 Managing Director..... R. C. Force

WJEH—Gallipolis—1950
KBS

Frequency: 990 Kc..... Power: 1 Kw., d.
 Owned-Oper. By.. Ohio Valley on the Air, Inc.
 Address..... Portsmouth Road
 Tel.: 1160..... News Service: UP
 Representative..... Sears & Ayer
 Membership..... NAB, RAB
 President..... John E. Halliday
 General Manager..... Marianne Campbell
 Commercial Manager..... Larry Laraway
 Publicity Director..... J. Sherman Porter
 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..... Rambeau
 President..... Robert J. Briede
 General Manager..... Robert L. Odson
 Sta. Mgr., Prog. Director..... Norm Keller
 Ass't Gen. Mgr., Comm. Mgr..... Ray Motley

WSRW—Hillsboro—1956
KBS

Frequency: 1590 Kc..... Power: 500 W., d.
 Owned..... Highland Bcstg. Co.
 Address..... Box 176
 Tel.: HI 1590..... News Service: UP
 Representative..... Continental
 Membership..... NAB
 Trans..... World, SESAC
 Gen. Mgr..... Willard Parr, Sr.
 Comm. Mgr..... Robert Martin
 Prog. Dir..... Gene Brent

WIRO—Ironton—1952
MBS-KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owner..... Iron City Bcstg. Co.
 Address..... Radio Plaza
 Tel.: 360..... News Service: UP
 Representative..... Clarke
 Pres., Ch. Eng..... C. A. Baker
 Gen., Sta. Mgr..... C. E. McElroy
 Chief Engineer..... C. A. Baker
 Program Director..... Marlene Beasley

WLMJ—Jackson—1953—KBS

Frequency: 1280 Kc..... Power: 1 Kw., d.
 Owned..... Radio Jackson, Inc.
 Address..... Court & Broadway
 Tel.: 850..... News Service: UP
 Representative..... McGavren-Quinn

Membership..... RAB
 President..... J. E. Willis
 Chief Engineer..... Jerry Ashley

WHOK—Lancaster—1948

Frequency: 1320 Kc..... Power: 500 Watts d.
 Owned-Oper. By.. Hocking Valley Bcstg. Corp.
 Address-Trans. Loc..... Memorial Dr.
 Tel.: OL 3-4373..... News Service: UP
 Membership..... NAB
 Pres., Gen. Mgr..... Nelson Embrey
 Comm. Manager..... Mark Lucas

WIMA—Lima—1948—ABN

Frequency: 1150 Kc..... Power: 1000 Watts
 Owned-Oper. By.... N.W. Ohio Bcstg. Corp.
 Business-Studio Address..... 223 N. Main St.
 Tel.: CA 3-2060..... News Service: UP
 Representative..... H.R.
 Trans..... RCA
 Membership..... RAB, NAB
 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
ABN

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Richland, Inc.
 Business-Studio Address... 144½ Park Ave. W.

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New York 20, N. Y.



Tel.: LA 4-2211 News Service: UP
 Transcription Service World
 Representative . . . Venard, Rintoul & McConnell
 Membership NAB, 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 594
 Tel.: FR 3-7527 News Service UP
 Representative McGillvra
 Membership NAB
 General Manager R. Sanford Guyer
 Comm. Mgr. Thomas Butscher
 Program Dir. Richard Guyer
 Sales Prom. Mgr. Robert L. Guyer
 Chief Engineer Charles E. Clark

WMRN—Marion—1940—ABN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Marion Bcstg. Co.
 Business Address P. O. 518
 Tel.: 3-1131 News Service: UP
 Transcription Service Lang-Worth
 Membership NAB, RAB
 Pres., Gen. Mgr. Robert T. Mason
 Commercial Manager Arthur L. Martin
 Sales Prom. Mgr. Virginia Lynch

Prog. Dir. Madge Cooper
 Chief Engineer Francis Joseph Peters

WTIG—Massillon

Frequency: 990 Kc. Power: 250 W. d.
 Owned Massillon Bcstg. Co.
 Address Box 573
 Tel.: TE 2-5023 News Service: UP
 President Joel W. Rosenblum
 Gen. Mgr. Nick Barry
 Comm. Mgr. Richard J. Scholem

WPFB—Middletown—1947

Freq.: 910 Kc. Power: 1 Kw. d., 100 W. n.
 Owned-Operated By Paul F. Braden
 Address Trans. Loc. Coles Road
 Tel.: GA 2-3625 News Service: AP
 Transcription Service Thesaurus
 Rep. Grant Webb
 Membership NAB, RAB
 Gen. Mgr. Paul F. Borden
 Sta. Mgr. Tom Hogan
 Production Director Charles Reeder
 Commercial Manager J. H. LeMoyné
 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
 Tel.: 2-0946 News Service: UP
 Membership NAB, RAB
 President Dr. Charles Tramount
 General Manager Mrs. C. M. Zerkowitz
 Commercial Manager William Kirkpatrick
 Program Director George Betcher
 Publicity Director George Bennett
 Chief Engineer Rudy Maxwell

WCLT—Newark—1947

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By . . . Advocate Printing Co.
 Address 25 West Main St.
 Tel.: FA 4-0071 News Service: AP
 Newspaper Affiliation The Advocate
 Representative Meeker Associates
 Membership NAB, 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
 Tel.: EL 2-3155 News Service: AP
 Representative Devney, Inc.
 Membership RAB
 Pres., Gen., Sta., Mgr. 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.

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 AND BUCYRUS OPERATING
 AND GRAIN FARM

AMERICAN BROADCASTING NETWORK AFFILIATE



Tel.: 1420.....News Service: AP
 Representative.....Best
 Pres.....Richard E. Hunt
 Gen. Mgr.....Lewis M. Shroyer
 Prog., Pub. Dir.....Ron Colon
 Chief Engineer.....James Shumaker

WNXT—Portsmouth—1951
 ABN

Frequency: 1260 Kc...Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By...Portsmouth Bcstg. Co.
 Address.....Masonic Temple Bldg.
 Tel.: EL 3-1161.....News Service: UP
 Representative.....Everett-McKianey
 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.
 Tel.: EL 3-5176.....News Service: AP
 Representative.....Grant Webb
 Trans.....World
 Membership.....NAB, RAB
 General Manager.....Paul F. Braden
 Station Manager.....O. T. Dresbach
 Commercial Manager.....J. H. LeMoynes
 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.....Box 1209
 Tel.: MA 6-2000.....News Service: AP
 Transcription Service.....Thesaurus
 Representative.....Hal Holman
 Membership.....NAB, RAB
 Pres., General-Station Mgr.....Jay Wagner
 Commercial Manager.....Louis Mahla
 Program Director.....Robert Hinners
 Chief Engineer.....Jay Leibach

WBLV—Springfield—1947

Frequency: 1600 Kc...Power: 1000 Watts d.
 Owned-Oper. By...Champion City Bcstg. Co.
 Address.....Chamber of Commerce Bldg.
 Tel.: FA 3-4676.....News Service: UP
 Representative.....Thomas F. Clark
 Membership.....NAB
 President.....R. Stanley Lucas
 General Manager.....R. L. Yontz
 Commercial Manager.....Allan B. Meuleman
 Chief Engineer.....Carl Egbert

WIZE—Springfield—1940
 ABN

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Oper. By...Radio Voice of Springfield
 Trans. Address.....117 W. High St.
 Tel.: FA 3-4955.....News Service: AP
 Representative.....H. R. Representative, Inc.
 Membership.....NAB
 Executive Vice-President.....J. P. Williams
 Vice-President.....Alex Buchan
 Station Mgr.....Ernest A. Gudridge

WSTV—Steubenville—1940
 MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....WSTV, Inc.
 Bus.-Studio Address...Exchange Realty Bldg.
 Tel.: AT 2-6265.....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
 Comm. Mgr.....Louis W. Shapiro
 Chief Engineer.....Charles S. Shepherd

WOHO—Toledo—1954

Frequency: 1470 Kc.....Power: 1000 Watts
 Owner.....Midwestern Bcstg. Co.
 Address.....2965 Pickle Road
 Tel.: OX 3-6576.....News Service: AP
 Representative.....Pearson
 Membership.....NAB, RAB
 President.....Ford R. Weber
 Gen. Mgr.....Arthur W. Weber
 Sales Prom. Mgr., Pub. Dir.....Sam W. Sloan
 Comm. Manager.....William Webster
 Program Director.....George M. Mishler
 Chief Engineer.....Edwin J. Powell

WTOD—Toledo—1946
 MBS

Frequency: 1560 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Booth Radio & TV
 Business Address.....315 Davis Bldg.
 Tel.: CH 2-4321.....News Service: AP
 Membership.....NAB
 Representative.....Weed
 President.....John L. Booth
 General Manager.....Sunne Miller
 Program Director.....Orris Taberner
 Chief Engineer.....Robert Sowers

WSPD—Toledo—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Oper. By...Storer Broadcasting Co.
 Bus. Address...1177 Kane Concourse, Miami
 Tel.: CH 8-6201.....News Service: INS, UP
 Transcription Service.....Thesaurus
 Transcription Service...Lang-Worth, Thesaurus
 Newspaper Affil.....Miami Beach Sun
 Membership.....NAB, RAB
 Representative.....Katz
 President.....George B. Storer
 V.P., Managing Director.....James E. Bailey
 Nat. Sales Manager.....Emerson Kimble
 Sales Prom., Pub. Dir.....James W. Rowe
 Program Director.....E. C. Kutz
 Chief Engineer.....William M. Stringfellow

WTOL—Toledo—1938—ABN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Community Bcstg. Co.
 Trans.-Address Bell Bldg.
 Tel.: CH 3-3291 News Service: AP, UP
 Representative Paul H. Raymer
 President Frazier Reams
 Gen.-Station Mgr. Thomas S. Bretherton
 Comm. Manager R. B. Stone
 Program Director Robert Kriehhoff
 Chief Engineer Harold Holmes

WHHH—Warren—1941

Frequency: 1440 Kc. Power: 5000 Watts
 Owned By . . . Warren Tribune Radio Sta., Inc.
 Business-Studio Address . . . 108 Main St., S.W.
 Tel.: 2-2529 News Service: AP
 Representative Rambeau
 Trans. Associated, Thesaurus
 Membership NAB
 Station Dir. Robert E. Hardy
 Sales Mgr. Robert K. Crane

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.
 Tel.: 5-6211 News Service: UP
 Transcription Service SESAC
 Representative Hil F. Best
 Pres., Gen. Mgr., Chief Eng. . . W. N. Nungesser
 Sta. Comm. Mgr. R. L. Andersson

WPKO—Waverly—1954

Frequency: 1380 Power: 1000 W., d.
 Owner Hi Kinco Bcstrs.
 Address Box 67
 Tel.: PI 2781 News Service: AP
 Trans. World
 Station Mgr. Art Layne
 Gen., Comm. Mgr. Warren W. Cooper

WKOV—Wellston—1953

Frequency: 1330 Kc. Power: 500 Watts d.
 Owned-Operated By . . . Court House Bcstg.
 Address P. O. Bo. 190
 Tel.: WE 546 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.
 Address Route 30
 Tel.: 3-5075 News Service: UP
 Transcription Thesaurus
 General Manager E. B. Evans
 Commercial Mgr. Quentin W. Welty

WRFD—Worthington—1947

Frequency: 880 Kc. Power: 5000 Watts d.
 Owned . . . Peoples Broadcasting Corp.
 Tel.: TU 5-5342 News Service: AP, INS
 Representative Gill-Perna

Membership NAB, RAB
 President Murray D. Lincoln
 General Manager Herbert E. Evans
 Sta., Mgr. Joseph D. Bradshaw
 Sales Prom. Mgr., Pub. Dir. Phil Sheridan
 Comm. Mgr. Dale Lutz
 Program Director Bill Arthurs
 Chief Engineer Harold Schaafl

**WBBW—Youngstown—1949
ABN**

Frequency: 1240 Kc. Power: 250 Watts
 Owner Mahoning Valley Bcstg. Corp.
 Address Warner Thea. Bldg.
 Tel.: RI 4-4421 News Service: AP
 Membership NAB
 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
 Tel. RI 4-8611
 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.
 Tel.: ST 2-1145 News Service: AP, UP
 Representative Paul H. Raymer
 News. Affil. Forest City Pub Co.
 Trans. World
 Membership NAB
 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.
 Tel.: GL 2-5431 News Service: UP
 Representative John E. Pearson
 Transcription Service Standard
 Membership NAB, RAB
 President Clay Littick
 Gen., Station Manager Allan Land
 Comm. Mgr. Nate Milder
 Publicity Director Naomi Lorton
 Program Director Stan Robinson
 Chief Engineer William A. Hunt, Sr.

Oklahoma

Pop. March 1 (Est.)—2,291,000; Families—683,000; Lic. Stations—54,
Sta. CP's—1; Radio Homes—664,000; TV Homes—506,000

KADA—Ada—1934—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KADA Bcstg., Inc.
Business Address: Box 642
Tel.: FE 2-1212 News Service: AP
Transcription Service: Standard, World
Representative: Venard, Rintoul & McConnell
Membership: NAB
Station Manager: Fred L. Thompson

KWHW—Altus—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Altus Bcstg. Co., Inc.
Address: Altus
Tel.: HU 2-1450 News Service: UP
Representative: Pearson
Membership: NAB
General Manager: Frank E. Wimberly

KALV—Alva—1956

Frequency: 1430 Kc. Power: 500 Watts
Owned: Alva Bcstg. Co.
Address: Box 242
Tel.: 1663 News Service: AP
Representative: Best
Membership: NAB
Gen., Prom. Mgr.: John H. Goss
Comm. Mgr.: Jess Gibson

KVSO—Ardmore—1935 ABN-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned: Ardmoreite Pub. Co.
Address: Ardmoreite Bldg.
News Service: AP
Transcription: World, SESAC
Representative: Devney
Membership: NAB
General Manager: Douglas C. Dillard

KWON—Bartlesville—1942 MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Bartlesville Bcstg. Co.
Address: Box 69
Tel.: 1400 News Service: UP
Pres., Gen., Sta. Mgr., Comm. Mgr.: J. Fred Case
Program Director: Jay Collins
Sales Prom. Manager: John Collins
Chief Engineer: C. R. Tanner

KLTR—Blackwell—1952 KBS

Frequency: 1560 Kc. Power: 250 Watts
Owned-Operated By: Star Bcstg. Co., Inc.
Address: Box 70
Tel.: 308 News Service: AP
Station Rep.: Best
Gen. Manager: Charles L. Rogers
Comm. Mgr.: Cecil M. Tanner

KWCO—Chickasha—1946 KBS

Freq.: 1560 Kc. Power: 1 Kw. d. 250 W. n.
Owned-Oper. By: Washita Valley Bcstg. Corp.
Address: P. O. Box 770
Tel.: CA 4-2890 News Service: AP
Representative: H. F. Best
Owner, Gen. Mgr.: Jack L. Pink
Commercial Manager: Jim L. Smith
Program Director: Marjorie Richards
Chief Engineer: W. K. Berry

KWOE—Clinton—1949—KBS

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By: Western Okla. Bcstg. Co.
Address: Neptune Park
Tel.: 618 News Service: UP
Station Representative: Hil F. Best
General Manager: V. M. Preston
Commercial Mgr.: Lew Preston
Publicity Dir.: Evelyn Preston

KUSH—Cushing—1953—KBS

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Oper. By: Cimarron Broadcasters, Inc.
Address: Box 791
Tel.: CA 5-0922 News Service: AP
Transcription Service: World
President: Wray Finney
Sec'y & Treas.: Jack B. Sellers

KRHD—Duncan—1949 MBS-KBS

Freq.: 1340 Kc. Power: 250 W. d. 100 W., n.
Owned-Operated By: Duncan Bcstg. Co.
Address: Box 1192
Tel.: 1350 News Service: UP
Transcription: World
Representative: Venard, Rintoul & McConnell
Membership: NAB, RAB
President: R. H. Drury
Gen., Sta. Mgr.: W. M. Brubaker
Commercial Manager: Morgan Duval
Program Director: John Moen
Sales Prom. Mgr.: Max Hallmark
Publicity Director: Bill Merrill
Chief Engineer: James Harris

KSEO—Durant—1947

Frequency: 750 Kc. Power: 250 Watts d.
Owned-Operated By: Democrat Printing Co.
Address: 215-216 Democrat Bldg.
News Service: AP
Membership: NAB
Gen., Comm. Mgr.: Leroy Moses

KASA—Elk City—1932 MBS-ABN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: WSM Bcstg. Co.
Address: Box 189



Telephone 730
 Membership NAB
 Representative Pearson
 Manager John P. Strength, Jr.

KCRC—Enid—1929—ABN-KBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Enid Radiophone Co.
 Bus. Studio Address 318 E. Willow
 Tel.: AD 7-1390. News Service: AP
 Transcription Service World
 News. Affil. Morning News, Daily Eagle
 Representative John E. Pearson Co.
 Membership NAB
 President Milton B. Garber
 General Manager Pat Murphy
 Pub. Dir. Gladys Williams
 Sls. Prom. Mgr. James Stacy
 Program Director Bill B. Marshall
 Chief Engineer Dave Tennyson

KGWA—Enid—1950

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Public Bcstg. Service, Inc.
 Address 115½ E. Broadway
 Tel.: AD 4-4230. News Service: UP
 Transcription Service Standard
 Representative Venard, Rintoul & McConnell
 Membership NAB, RAB
 Pres., Gen., Comm. Mgr. Allan Page
 Program Director Lyle Gaston
 Chief Engineer Ralph Druen

**KTAT—Frederick—1948
KBS**

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By Frederick Bcstg. Co.
 Address P.O. Drawer 920
 Tel.: ED 5-2131. News Service: UP
 Transcription Service Keystone
 Representative Hil F. Best
 General Manager Ronald W. Wheeler
 Program Director Mary Wheeler

KWRW—Guthrie—1955

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Oper. By Weldon Sledge
 Address Lone Hotel
 Tel.: BU 2-2321. News Service: AP
 President J. A. West
 Gen. Mgr., Chief Eng. Weldon Sledge
 Program Director Wally Seeds
 Comm. Mgr. Richard M. Carroll

KGYN—Guymon—1948—KBS

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By Plains Bcstg. Co.
 Business-Studio Address Box 130
 Tel.: 888. News Service: UP
 Trans. Service World
 Representative Hil F. Best
 Gen. Mgr. John B. Gray
 Comm. Mgr. Ed Slater

KHEN—Henryetta—1956

Frequency: 1590 Kc. Power: 500 W., d.

Owned Henryetta Radio Co.
 Address Box 930
 News Service UP
 President Leland Gourley
 Gen. Mgr. Marvin Hull

KTJS—Hobart—1947—KBS

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By A. R. Fuchs
 Address Box 796
 Telephone 1070
 Manager A. Fuchs

KIHN—Hugo—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Little Dixie Bcstg. Co.
 Tel.: 1140. News Service: AP
 Membership NAB
 Representative Keystone
 General Mgr. Calvin Miller
 Comm. Mgr. Dewey Banta

KBEL—Idabel—1953

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Idabel Bcstg. Co.
 Tel.: 802. News Service: AP
 Transcription Thesaurus
 General Manager Winston O. Ward
 Sta., Comm. Manager J. P. Stanley

KCCO—Lawton—1956

Frequency: 1050 Kc. Power: 250 W., d.
 Owned Progressive Bcstg. Co.
 Address Box 2178
 Tel.: EL 5-1050. News Service: AP
 Representative Best
 Membership NAB
 Gen. Mgr. Morgan Roberts

**KSWO—Lawton—1941—ABN
ABN**

Frequency: 1380 Kc. Power: 1000 W.
 Owned Okla. Quality Bcstg. Co.
 Address Box 699
 Tel.: EL 5-1380. News Service: UP
 Trans. World, Lang-Worth, Standard
 Representative Pearson
 Membership NAB, RAB
 President R. H. Drewry
 Gen. Mgr. Emmett L. Keough
 Sales Prom. Mgr. William Ross
 Chief Engineer Jimmy Lockerd

KNED—McAlester—1950

Frequency: 1150 Kc. Power: 1 Kw. d.;
 500 W. n.
 Owned-Operated By Pittsburg Bcstg. Co., Inc.
 Address Box 780
 Tel.: GA 3-1460. 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 Dud Stallings
 Chief Engineer Dexter Ferry



KTMC—McAlester—1946
KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By. McAlester Bcstg. Co.
Business-Studio Address. Earle Hotel
Tel.: GA 3-1400. News Service: AP
Representative. Hil F. Best
Membership. NAB
President. Irvin Gladstein
Gen. Sta. Mgr. Bob Baggett
Commercial Manager. Alston Hardin
Publicity Director. Larry Craft
Program Director. Saddle McCaslin
Chief Engineer. Harold Duncan

KGLC—Miami—1947—KBS

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By. Miami Bcstg. Co.
Tel.: KI 2-3303. News Service: AP
Membership. NAB, RAB
Representative. Continental
Exec. Vice-President. Kenyon Brown
General Manager. William A. Searle
Supv. Frank J. Lynch

KBIX—Muskogee—1936
ABN-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Okla. Pub. Co.
Address. Oklahoma Press Publ.
Tel.: MU 2-1331. News Service: UP
Representative. Burn-Smith
President. Tams Bixby, Jr.
Manager. Donald D. Gilbert

KMUS—Muskogee—1948

Frequency: 1380 Kc. Power: 1000 d., 500 n.
Owned-Oper. By. Eastern Okla. Bcstg. Corp.
Address. P. O. Box 1588
Tel.: MU 2-2488. News Service: UP
Transcription Service. World
Representative. Pearson
President. R. M. Mountcastle
Gen., Sta., Comm. Mgr. George Overton
Sls. Prom. Manager. Kenneth Parker
Chief Engineer. James Keitel

KNOR—Norman—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned. Cleveland County Bcstg. Co.
Address. P. O. Box 542
Tel.: JE 4-8474. News Service: UP
Transcription Service. World
Gen. Manager. William S. Morgan
Comm. Mgr. Tol Dickenson

KBYE—Oklahoma City—1947
KBS

Frequency: 890 Kc. Power: 1000 Watts d.
Owned-Operated By. Great Empire Bcstg.
Bus.-Studio Address. 5508 N. Eastern
Tel.: GA 7-6524. News Service: UP

Reps. Simmons
Membership. NAB, RAB
President. G. G. Griswold
General Manager. F. F. Lynch
Comm. Mgr. Al Hancock
Program Director. Glen Valentine
Chief Engineer. Dalton Jones

KLPR—Oklahoma City—1947

Frequency: 1140 Kc. Power: 1000 Watts d.
Owned-Oper. By. Okla. City Bcstg. Co.
Business Address. Box 4248
News Service. AP
Membership. NAB, RAB
Representative. Continental
Pres., Gen. Manager. Byrne Ross

KOCY—Oklahoma City—1938

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By. Plaza Court Bcstg. Co.
Business-Studio Address. Plaza Court Bldg.
Tel.: FO 5-4333. News Service: AP
Representative. Pearson
Membership. NAB, RAB
Pres., Gen. Mgr. M. H. Beenebrake
Commercial Manager. Carlton Beck
Chief Engineer. Elmo Black

KOMA—Oklahoma City—1927
CBS

Frequency: 1520 Kc. Power: 50,000 Watts
Owned-Operated By. Radio Okla.
Business-Studio Address. 311 W. Grand
Tel.: FO 5-6653. News Service: UP
Transcription Service. World
Representative. Gill-Perna, Inc.
Membership. RAB
General-Station Mgr. Raymond Ruff
Prog. Dir. Bill Bailey
Chief Engineer. George Berry

KTOK—Oklahoma City—1927

Frequency: 1000 Kc. Power: 5000 Watts
Owned-Operated By. KTOK, Inc.
Business-Studio Address. 1800 W. Main
Tel.: FO 5-8351. News Service: AP
Representative. Paul H. Raymer
Membership. RAB, NAB
President. Wendell Mayes
Gen. Mgr. Tom Johnson
Comm. Mgr. George R. Collisson
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
Tel.: CE 2-6367. News Service: AP
Representative. Meeker
Membership. NAB
President. W. P. Wright
General Manager. Eddie Peak
Commercial Manager. Tommy Tatum



Program Director..... Stan Kaplan
Sales Prom. Mgr..... Ozzie Johnson
Chief Eng..... Jim Treat

Membership NAB
President, Gen. Manager..... R. B. Bell
Sales Prom..... Vic Nowlin

WKY—Oklahoma City—1920
NBC

KOLS—Pryor—1950—KBS

Frequency: 930 Kc..... Power: 5000 Watts
Owned-Oper. By..... WKY TV System, Inc.
Business-Studio Address..... 500 E. Britton
Tel.: TR 8-2161..... News Services: AP, UP
Newspaper Affiliation..... Oklahoma Pub. Co.
Representative Katz
Membership NAB, RAB
President..... E. K. Gaylord
Exec. V.P..... P. A. Sugg
V.P., Mgr..... R. W. Welpott
Comm. Manager..... John Moler
Prog Dir..... W. J. Wheatley
Prom. Pub. Mgr..... Jim Willis
Chief Engineer..... Gene Lyons

Frequency: 1570 Kc.... Power: 1000 Watts d.
Owned-Oper. By..... Lakes Area Bcstg. Co.
Address..... 5th & S. Mill Sts.
Tel.: 1263..... News Service: AP
Transcription Service Capitol
Representative..... H. F. Best
Owner, Gen. Sta. Mgr..... L. L. Gaffaney
Commercial Manager..... Mrs. L. L. Gaffaney
Program Director..... Merle Caldwell

KHBC—Okmulgee—1937

KGFF—Shawnee—1930—MBS

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Oper. By..... Okmulgee Bcstg. Corp.
Business Address..... Box 1350
Tel.: 3646..... News Service: AP
Representative Hil F. Best
President Don Reynolds
Station Manager..... Hal Cochran
Program Director..... Arline Milligan
Comm., Sales Prom. Mgr..... Marvin Hull
Publicity Director..... Betty Lee

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By... KGFF Bcstg. Co., Inc.
Address..... P. O. Box 2059
Tel.: 4390..... News Service: AP
Newspaper Affiliation... Stauffer Publ., Inc.
Transcription Service World
Representative Avery-Knodel
Membership NAB
Gen., Sta. Manager..... William A. Weaver
Comm. Mgr..... Jeral C. Ziegler

KVLH—Pauls Valley—1947
KBS

KSPI—Stillwater—1947—MBS

Frequency: 1470 Kc..... Power: 250 Watts
Owned-Operated By..... Garvin Bcstg.
Business Trans. Address..... P. O. Box 610
Tel.: 1470..... News Service: UP
Transcription Service..... Thesaurus
Representative..... Hil F. Best
President..... Warren J. Fortier
Gen., Sta. Mgr..... David Crockett
Prog. Dir..... Mike Stephens
Chief Engineer..... W. O. Todd

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

WBBZ—Ponca City—1928
MBS

KTLQ—Tahlequah—1957

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Oper. By..... Ponca City Pub. Co.
Address..... 200 N. 3rd St.
Tel.: RO 5-6607..... News Service: AP
Newspaper Affiliation..... The News
Representative Pearson
Membership NAB, RAB
Gen. Mgr..... Leo R. Morris
Comm. Mgr..... Bill Platt
Prog. Dir..... Bill Maugans
Chief Engineer..... Gerald J. Overall

Frequency: 1350 Kc..... Power: 500 W., d.
Owned..... Tahlequah Bcstg. Co.
Address..... First National Bank Bldg.
News Service UP
Membership NAB
Pres., Mgr..... Galen O. Gilbert

KLCO—Poteau—1953—KBS

KAKC—Tulsa—1946

Frequency: 1280 Kc..... Power: 1 Kw. d.
Owner..... R. B. & Bernice Bell
Address..... Box 511
Tel.: 660..... News Service: AP

Freq.: 970 Kc.... Power: 1000 W. d., 500 W. n.
Owned-Oper. By..... Public Radio Corp.
Bus. Studio Address..... 910 S. Boston
Tel.: LU 7-2401..... News Service: AP
Rep..... Brown, H-R
Membership NAB, RAB
V.P., Gen. Mgr..... Robert J. Hoth
Prog. Dir..... Larry Monroe

KFMJ—Tulsa—1946—CBS

Frequency: 1050 Kc... Power: 1000 Watts d.
Owned-Operated By... Fred Jones Bcstg. Co.
Business-Studio Address..... 1242 S. Boston
Tel.: LU 5-5555..... News Service: UP
Representative Masla
General Manager..... Lawson Taylor

KOME—Tulsa—1938
ABN-MBS

Freq.: 1300 Kc.... Power: 5 Kw. d., 1 Kw. n.



Owned..... Oil Capital Sales Corp.
 Address..... 8th & Main
 Tel.: DI 3-4121..... News Service: UP
 Representative..... Gill-Perna
 Membership..... NAB, RAB
 President..... John W. Klug
 Gen., Sta. Mgr..... H. Ted Roney

KRMG—Tulsa—1949

Freq.: 740 Kc..... Power: 50 Kw. d., 25 Kw. n.
 Owned-Operated By..... Meredith KRMG, Inc.
 Business-Studio Address..... 311 So. Denver Ave.
 Tel.: LU 4-4291..... News Service: AP
 Representative..... John Blair
 Membership..... NAB, RAB
 President..... Fred Bohlen
 Gen., Comm. Manager..... Frank S. Lane
 Prog. Director..... Keith Bretz
 Chief Engineer..... William H. Bradley

KTUL—Tulsa—1934—CBS

Frequency: 1430 Kc..... Power: 5000 Watts
 Owned-Oper..... Consol. Radio Enterprises Inc.
 Business-Address..... P. O. Box 8557
 Tel.: FI 5-1311..... News Service: AP
 Transcription Service..... World
 Representative..... Avery-Knodel
 Membership..... NAB
 Nat. Sales, Gen. Mgr..... James P. Walker
 Prog. Dir..... Karl F. Janssen

KV00—Tulsa—1925—NBC

Frequency: 1170 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... Southwestern Sales Corp.
 Bus.-Studio Address..... 3701 S. Peoria
 Tel.: RI 2-5561..... News Services: AP, UP
 Trans. Service..... Standard, World, Thesaurus
 Representative..... Edward Petry

Membership..... NAB, RAB
 President..... H. C. Stuart
 V.P., General Mgr..... G. K. Brandborg
 Program Director..... J. O'Neill
 Chief Engineer..... J. Bushnell

KVIN—Vinita—1954—KBS

Frequency: 1470 Kc..... Power: 500 Watts, d.
 Owned-Oper. By..... Vinita Broadcasting Co.
 Business Address..... Box 91
 Tel.: 407..... News Service: UP
 Station Manager..... F. E. Stone
 Prog. Dir., Chief Eng..... Paul Gentry

**KWSH—Wewoka—1948
ABN-KBS**

Frequency: 1260 Kc..... Power: 1,000 Watts
 Owned-Operated By..... Tri Cities Bcstg. Co., Inc.
 Address..... Box 1260
 Tel.: 1260..... News Service: AP
 Transcription Service..... Standard
 Representative..... Venard, Rintoul & McConnell
 Pres., General Manager..... Bill Hoover
 Sec'y-Treas..... Brown Morris
 Station Manager..... Ray Judge

KSIW—Woodward—1947

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

Oregon

Pap. March 1 (Est.)—1,815,000; Families—576,000; Lic. Stations—65,
 Sta. CP's—5; Radio Homes—568,000; TV Homes—396,000

**KWIL—Albany—1941
MBS-DON LEE**

Frequency: 790 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Albany Radio
 Bus.-Studio-Trans. Loc..... Box 485
 Tel.: WA 6-2233..... News Service: AP
 Transcription Service..... World
 Rep..... Art Moore, Ayres, Best
 Membership..... NAB
 General Mgr..... Larry Gordon
 Commercial Mgr..... Warren Stoffer

**KWIN—Ashland—1946
MBS-DON LEE-KBS**

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Rogue Valley Bcstg. Co.
 Address..... 1160 Helman Rd., Box 227
 Tel.: MU 2-4381..... News Service: UP
 Representative..... Art Moore
 President..... Douglas D. Kahle
 V.P., Sta. Mgr..... Elliot Motschenbacher

Prog. Pub. Dir..... Bill Lively
 Commercial Manager..... D Reeter
 Chief Engineer..... E. Feinstein

**KAST—Astoria—1925
MBS-DON LEE-KBS**

Frequency: 1370 Kc..... Power: 1000 Watts
 Owned..... Astoria Broadcasting Co.
 Address..... 1006 W. Marine Drive
 Tel.: FA 5-2911..... News Service: UP
 Newspaper Affil..... Astorian
 Representative..... Art Moore
 Membership..... 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.
Tel.: FA 6-221.....**News Service**: UP
Rep......Moore, Holman, Feltis, Jacobson
Membership.....RAB
Pres., Gen. Mgr......W. T. Moore
Business Mgr......T. R. Williams
Comm. Mgr......Kent S. Freeman, Jr.

General Manager.....Glenn Nickell
Comm. Mgr......Ted Thompson

KBKR—Baker—1939—KBS

Frequency: 1490 Kc.....**Power**: 250 Watts
Owned-Oper. By.....Oregon Trail Bcstg. Co.
Bus-Studio Address.....2030 Auburn Ave.
Telephone.....JA 3-4431
Station Rep......Grant, Art Moore
General Manager.....Kenneth B. Lockwood

K-FLY—Corvallis—1954

Frequency: 1240 Kc.....**Power**: 250 Watts
Owned.....Midland Bcstg. Co.
Address.....Box 689
Tel.: PL 3-6633.....**News Service**: UP
Rep......Everett-McKinney
Gen., Sta. Manager.....Frank Flynn

KBND—Bend—1937
MBS-KBS-DON LEE

Freq.: 1110 Kc.....**Power**: 5 Kw. d., 1 Kw. n.
Owned-Oper. By.....Central Oregon Bcstg. Co.
Bus-Studio Address.....114 Oregon Ave.
Tel.: EV 2-4821.....**News Service**: UP
Transcription Service.....World
Representative.....McGavren-Quinn
Membership.....NAB
Pres., Gen. Mgr., Pub. Dir......Frank H. Loggan
Comm. Mgr......Doug Gaines
Pgm. Dir......Kessler Cannon
Chief Engineer.....Robert Dickinson

KLOO—Corvallis—1947

Frequency: 1340 Kc.....**Power**: 250 Watts
Owned-Oper. By.....Benton Bcstrs.
Address.....Box 731
Tel.: PL 3-3322.....**News Service**: AP
Representative.....McGillvra
Trans......Capital
Gen., Sta. Mgr......Robert G. Beattie
Comm. Mgr......G. Bob Roberts
Program Director.....Dale K. Allison
Chief Engineer.....Donald C. Wilkinson

KRNS—Burns—1957—KBS

Frequency: 1230 Kc.....**Power**: 250 Watts
Owned.....Radio Burns—KRNS
Address.....544 N. B'way
Tel......7300
Representative.....Art Moore
Partners.....H. McDonald, J. Ward
Prog. Dir......Thomas Lewis

KOMB—Cottage Grove—1953

Frequency: 1400 Kc.....**Power**: 250 Watts
Owned.....Orlo M. Bagley
Address.....P. O. Box 606
Tel.: WH 2-2468.....**News Service**: UP
General Manager.....Orlo Bagley
Sls. Prom. Manager.....Peter J. Ryan
Sta. Mgr., Prog., Pub. Dir......Dick Williams
Commercial Manager.....Dorothy Grisham
Chief Engineer.....Milton Viken

KOOS—Coos Bay—1928—MBS

Frequency: 1230 Kc.....**Power**: 250 Watts
Owned-Operated By.....KOOS, Inc.
Address.....Box 180
Tel.: CO 7-2121.....**News Service**: UP
Representative.....Art Moore
President.....Sheldon F. Sackett
General Manager.....Jack Irvine
Station Manager.....Robert Chopping
Comm. Mgr......F. J. McDonough
Prog., Pub. Dir......Margaret Chopping
Chief Engineer.....Bryce Johnston

KODL—The Dalles—1940
ABN-KBS

Frequency: 1440 Kc.....**Power**: 1000 Watts
Owner.....Western Radio Corp.
Address.....Scenic Dr.
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

KYNG—Coos Bay—1956

Frequency: 1420 Kc.....**Power**: 1 Kw., d.
Owned.....KYNG Radio
Address.....Tioga Hotel
News Service.....UP
Representative.....H. S. Jacobson
Gen. Mgr......P. F. Waters

KRMW—The Dalles—1955

Frequency: 1300 Kc.....**Power**: 1000 Watts
Owned-Oper. By.....Radio Mid-Columbia, Inc.
Address.....Bank Hotel
Tel.: CY 6-9661.....**News Service**: UP
Transcription Service.....Lang-Worth
Representative.....Hill F. Best, Art Moore
President.....Harold L. Newhouse
Gen., Sta. Mgr......Oliver B. Earl
Program Director.....Gerald K. Webb
Comm. Mgr., Chief Eng......Don Ruse

KWRO—Coquille—1948—KBS

Frequency: 630 Kc.....**Power**: 1000 Watts
Owned-Operated By.....KWRO, Inc.
Address.....P. O. Box 396
Tel.: 3961.....**News Service**: UP
Rep......Art Moore

KPLK—Dallas—1955—KBS

Frequency: 1460 Kc.....**Power**: 500 Watts
Owned-Oper. By.....Polk County Bcstgs., Inc.
Address.....P. O. Box 396
Tel.: MA 3-2342.....**News Service**: AP
Pres., Gen. Mgr......Ray L. Kozak

Comm. Mgr. E. C. McElroy Jr.
 Program Director Emanuel Lukesh
 Program Director George B. Smith
 Chief Engineer George W. Morrison

KASH—Eugene—1947
ABN-KBS

Frequency: 1690 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Air Ways, Inc.
 Address P. O. Box 1600
 Tel.: DI 5-3357 News Service: UP
 Transcription Service Capitol
 Representative Donald Cooke
 President, Gen., Sta. Mgr. E. L. Kincaid
 Commercial Manager Paul Plank
 Program Director Patricia Madden
 Publicity Director Clare Kincaid
 Chief Engineer Ralph Cooke

KEED—Eugene—1954
 (SEE SPRINGFIELD LISTING)

KERK—Eugene—1949—CBS

Freq.: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.
 Owned-Operated By Guard Pub. Co.
 Address P. O. Box 506
 Tel.: DI 5-4304 News Service: AP
 Newspaper Affiliation Register-Guard
 Trans. Service Columbia Masterwks., World
 Representative Weed & Co.
 Membership NAB, RAB
 President Alton F. Baker
 Gen., Sta. Mgr. L. W. Trommlitz
 Nat'l Sales Mgr. C. S. Shulda
 Local Sales Mgr. Bill Karl
 Publicity Director Jack Craig
 Prom. Mgr., Prog. Dir. Clifton Cole
 Chief Engineer Calvert Applegate

KORE—Eugene—1927
MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lane Bcstg. Co.
 Business Address P. O. Box 1032
 Tel.: DI 4-4214 News Service: UP
 Trans. Lang-Worth
 Rep. Everett-McKinney, Headley-Reed
 Pres., Gen. Mgr. Lee Bishop
 Comm. Mgr. Herb Olson

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
 Tel.: DI 4-6216 News Service: AP
 Representative Meeker, Art Moore
 Membership NAB
 Gen. Manager C. O. Fisher
 Comm. Mgr. John Tasnady

KRWC—Forest Grove—1950

Frequency: 1570 Kc. Power: 1 Kw. d.
 Owned-Oper. By Irving V. Schmidtke
 Address P. O. Box 345
 Tel. 5791
 Representative Continental

Trans. Service Standard, SESAC
 Pres., Gen., Sta. Mgr., Eng. I. V. Schmidtke
 Prog. Director Fred Schmidtke

KUIN—Grants Pass—1939
MBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Southern Oregon Bcstg. Co.
 Business Address P. O. Box 148
 Tel.: GR 6-4477 News Service: AP
 Representative W. S. Grant
 Membership NAB, RAB
 President A. E. Voorhies
 Gen., Sta., Mgr. Myron Keith Ball
 Comm. Mgr. Thomas Olsen
 Pub. Dir. Jerry Kelly
 Program Director Lee Boner
 Chief Engineer N. L. Williams

KGRO—Gresham—1956

Frequency: 1230 Kc. Power: 100 Watts
 Owned Gresham Bcstg. Co.
 Address Box 32
 Tel.: MO 5-4143 News Service: AP
 President Tom B. Purcell
 Gen. Mgr. Alex de Schweinitz

KOHU—Hermiston—1956

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned Carl F. and Sarah Knierim
 Address Box 1
 Tel.: JO 7-6500 News Service: UP
 Membership NAB
 General Manager Carl F. Knierim
 Commercial Manager Sarah Knierim
 Program Director Eleanor Davis

KUIK—Hillsboro—1954—KBS

Frequency: 1360 Kc. Power: 1000 Watts, d.
 Owned-Oper. By Tuadatin Valley Bcstrs.
 Address 155 S. Second
 Tel.: MI 8-4181 News Service: AP
 Representative Art Moore
 Sales Manager Wally Cooper

KIHR—Hood River—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Ore-Wash. Bcstrs.
 Address P. O. Box 207
 Tel.: 8561 News Service: AP
 Representative Art Moore, Meeker
 President C. J. McCredle
 Comm. Mgr. Hugh Garrabrant

KFJI—Klamath Falls—1923
MBS

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.
 Owned KFJI Broadcasters, Inc.
 Address P. O. Box 692
 Tel.: TU 2-2551 News Service: UP
 Transcription Service Thesaurus
 Membership NAB
 Representative Meeker, Art Moore
 President W. Don Miller
 Gen., Comm. Mgr. Robert H. Bartlett



Prog. Director.....Gordon Bambrick
Pub. Director.....Larry Jones
Chief Engineer.....Wayne Loerke

KFLW—Klamath Falls—1946
ABN-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.....Everett-McKinney
Membership.....RAB
General Manager.....Bud Chandler
Commercial Manager.....Floyd Wynne

KLAD—Klamath Falls—1955
KBS

Frequency: 900 Kc.....Power: 1000 Watts, d.
Owned-Operated By.....K-Lad Broadcasters
Address.....Midland Rd.
News Service.....AP, UP
Rep.....Jacobson, Headley-Reed
Membership.....NAB
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.....NAB
Gen., Sta., Comm. Manager.....Ken Lillard

KQIK—Lakeview—1956—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Pacific Northwest Radio, Inc.
Address.....411 1st St.
Tel.: WH 7-2164.....News Service: UP
Representative.....Art Moore
President.....A. E. Freeman
Station Mgr.....Don Anderson
Comm Mgr.....Dick Emery

KGAL—Lebanon—1950—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Linn County Bcstrs., Inc.
Address.....P. O. Box 387
Tel.: AL 8-2134.....News Service: INS
Station Rep.....Holman, Grant
Membership.....RAB
Pres.....W. Gordon Allen
Prog. Director.....Jim Hughes
Pub. Director.....Ken Brooks
Sales Prom. Mgr.....Don Wellman
Gen., Comm. Mgr.....Nate Bridges
Chief Engineer.....Ken Vancil

KMCM—McMinnville—1949
KBS

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

Owned-Oper. By.....Yamhill Bcstrs.
Address.....P. O. Box 207
Tel.: 3811.....News Service: UP
Newspaper Affil.....Daily News-Register
Transcription Service.....Lang-Worth
Station Rep.....Continental, Art Moore
President.....Philip N. 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.....KBOY Bcstrs.
Address.....P. O. Box 1109
Tel.: 3-5355.....News Services: AP, UP
Membership.....NAB
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
Tel.: SP 2-4000.....News Service: UP
Representative.....Meeker Assoc., Art Moore
Membership.....NAB
President.....Vern Robinson
General Manager.....Ray Johnson
Comm. Manager.....Gene Barlow
Prog. Dir.....John Williams
Chief Engineer.....Ellis Feinstein

KYJC—Medford—1947
ABN-CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Medford Printing Co.
Trans. Address.....Barnett Rd.
Tel.: 2-5277.....News Service: UP
Newspaper Affiliation.....Mail Tribune
Representative.....Grant Webb, Q. Cox
Membership.....NAB
Gen. Mgr.....Tom MacLeod
Program Director.....Monte Morris

KNPT—Newport—1948

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yaquina Radio, Inc.
Business Address.....1940 N. Coast H'way
Tel.: 560.....News Service: UP
Rep.....Ayres, Art Moore, Continental
Membership.....NAB
President.....Tom R. Becker
Manager.....Bob Spangler
Chief Engineer.....Don Newman

KFIR—North Bend—1951
CBS

Frequency: 1410 Kc.....Power: 250 Watts
Owned-Operated By.....Bay Bcstg. Co.



Address Box 905
 Tel.: SK 9-7351..... News Service: UP
 Representative..... W. S. Grant, Cox
 Trans..... World
 Membership..... NAB
 Owner, President..... Josephine Edwards
 Station Mgr..... Jack Hampton
 Prog. Dir..... Spencer Snow

KBCH—Oceanlake—1955
KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned..... Lincoln Electronics Inc.
 Address..... Box 368
 Tel.: DE 3891..... News Service: UP
 Transcription Service..... World
 Membership..... NAB
 Representative..... Art Moore
 President..... Clayton S. Comer
 General, Prom. Mgr..... William B. Comer
 Comm. Mgr..... Walt Kerry
 Chief Engineer..... Ralph Keyser

KSRV—Ontario—1946—KBS

Frequency: 1380 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Inland Radio, Inc.
 Address..... Box 540
 Tel.: 212..... News Service: UP
 Representative..... Grant, Art Moore
 Trans..... Standard, World
 Membership..... NAB
 General Manager..... Gordon L. Capps
 Comm. Mgr..... John R. Humphreys

KGOB—Oregon City—1947

Frequency: 1520 Kc..... Power: 10,000 Watts
 Owned-Operated By..... Clackamas Bcstrs.
 Business Address..... Box 5711
 Tel.: OL 4-5475..... News Service: UP
 Representative..... Weed
 Trans..... World, Standard
 Membership..... NAB
 Gen., Sta., Comm. Mgr..... Irwin S. Adams
 Program Director..... Sonora B. Hoffman

KUBE—Pendleton

Frequency: 1050 Kc..... Power: 1 Kw., d.
 Owned..... Umatilla Bcstg.
 Address..... Box 301
 Tel.: 5151..... News Service: AP
 Representative..... W. S. Grant
 Membership..... NAB
 Owner..... John M. Carroll
 Sta. Mgr..... R. E. Thomlinson
 Comm. Mgr..... Tom Warner

KUMA—Pendleton—1955

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned..... Pendleton Broadcasting Co.
 Address..... P. O. Box 278
 Tel.: CR 6-1511..... News Service: UP
 Membership..... NAB
 Transcription..... Standard
 Representative..... Meeker, Art Moore
 President..... C. O. Fisher
 General Mgr..... Ted A. Smith
 Commercial Mgr..... Robert Runion
 Program Dir..... Howard G. Rhoads
 Chief Engineer..... J. H. Platz

KWRC—Pendleton—1941
ABN-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Western Radio Corp.
 Address..... c/o KODL Radio Station, The Dallas
 Tel.: 1425..... News Service: UP
 Representative..... Feltis, Cox, Ayres
 President..... V. B. Kenworthy
 Sta. Mgr..... Bob White
 Prog. Director..... Bob Maszk
 Chief Engineer..... Jim Bergman

KEX—Portland—1926

Frequency: 1190 Kc..... Power: 50,000 Watts
 Owned-Oper. By..... Westinghouse Bcstg. Co.
 Address..... 1230 SW Main St.
 Tel.: CA 2-1881..... News Services: UP, INS
 Membership..... RAB, NAB
 Trans..... Associated
 Station Rep..... Peters, Griffin, Woodward, Inc.
 President..... D. H. McGannon
 Gen., Sta. Mgr..... Herbert L. Bachman
 Commercial Manager..... R. E. Rudolph
 Sls. Prom. Manager..... Clark B. Kelsey, Jr.
 Program Director..... Mel Bailey
 Pub. Director..... David Strauss
 Chief Engineer..... Jack Erwin

KGW—Portland—1922—ABN

Frequency: 620 Kc..... Power: 5000 Watts
 Owned-Oper..... Pioneer Bcstrs. Inc.
 Bus.-Studio Address..... 1139 S.W. 13th Ave.
 Tel.: CA 3-6364..... News Service: UP
 Representative..... John Blair
 Membership..... NAB, RAB
 President..... George Orput
 Sta. Mgr..... John E. Eichhorn
 Comm. Mgr..... Jackson Fleming
 Program Director..... Bob Franklin
 Prom., Publicity Dir..... Wm. R. Nutt
 Chief Engineer..... Clare Hanawalt

KLIQ—Portland—KBS

Frequency: 1290 Kc..... Power: 1 Kw., d.
 Owned..... KLIQ Radio
 Address..... Oaks Amusement Park
 Tel.: BE 4-8448..... News Service: INS
 Representative..... Dore, O'Connell
 Mgr..... John B. Waitkus

KOIN—Portland—1924—CBS

Frequency: 970 Kc..... Power: 5000 Watts
 Owned..... Mt. Hood Radio-TV Bcstg. Corp.
 Business Address..... 140 S.W. Columbia
 Tel.: CA 8-3333..... News Services: AP, UP
 Transcription Service..... World, Standard
 Representative..... CBS Spot Sls.
 Membership..... NAB, RAB
 Gen. Mgr..... H. H. Buckendahl
 Nat'l Adv. Mgr..... Robert R. Whitely

KPAM—Portland—1946

Frequency: 1410 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Bcstrs. Oregon Ltd.
 Address..... P. O. Box 1230



Tel.: CA 8-0106..... News Service: AP
 Membership NAB
 Manager..... S. M. Goard
 Program Director..... Jim McGuire

Comm. Mgr..... William Gould
 Program Manager..... Bob Angel
 Chief. Engineer, Co-Mgr..... C. R. Matheny

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.
 Tel.: AT 2-3232..... News Service: AP
 Membership RAB
 President..... Jack W. Davis
 Comm. Mgr..... Jim Hartman
 Program Director..... Dan MacDonald
 Chief Engineer..... Al Charf

**KJUN—Redmond—1952
ABN**

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Juniper Bcstrs., Inc.
 Address..... P. O. Box 1240
 Tel.: 234..... News Service: AP
 Representative McGillvra
 Pres., Gen., Comm. Mgr..... F. G. Lieser
 Business Manager..... Patricia Riggs
 Chief Engineer..... Gene Johnsick

**KPOJ—Portland—1923
MBS-DON LEE**

Frequency: 1330 Kc..... Power: 5000 Watts
 Owned-Oper. By..... KPOJ, Inc.
 Studio Address..... Box 31
 Tel.: CA 7-3484..... News Service: UP
 Newspaper Affiliation..... Oregon Journal
 Representative Avery-Knodel
 Membership NAB
 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

**KRRR—Roseburg—1935
CBS**

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By..... James E. Doyle
 Address..... Box 997
 Tel.: OR 3-5551..... News Service: AP
 Representative Art Moore, Meeker
 Pres., Gen. Mgr..... James E. Doyle
 Comm., Sales Prom. Mgr..... Doug Setterberg
 Prog. Director..... John Doyle
 Chief Engineer..... Milt Lindley

KWJJ—Portland—1925

Frequency: 1080 Kc..... Power: 10,000 Watts
 Owned-Oper. By..... Rodney F. Johnson
 Bus.-Studio Address..... 931 S.W. King Ave.
 Tel.: CA 8-4393..... News Service: INS
 Representative Forjoe
 Pres., Gen. Manager..... Rod F. Johnson
 Comm. Mgr..... Ben T. Crosby
 Prog. Dir..... Jerry Speerstra
 Ch. Eng..... Les Windes

**KRXL—Roseburg—1950
MBS-Don Lee**

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Umpqua Bcstrs., Inc.
 Address..... P. O. Box 847
 Tel.: OR 3-4464..... News Service: UP
 Trans. Service..... World
 Membership NAB
 Representative Cox, Feltis, Tracy Moore
 President..... Donn W. Radabaugh
 Gen., Sta., Mgr..... Iris Rice Helliwell
 Comm., Sales Prom. Mgr..... Del McKay
 Pub. Director..... Kay Anderson
 Chief Engineer..... Lon Hunt

KXL—Portland—1926

Frequency: 750 Kc..... Power: 10,000 Watts
 Owned-Oper. Mt. Ranier Radio & TV Bcstg. Co.
 Business-Studio Address..... Box 5886
 Tel.: PR 4-3216..... News Service: UP
 Rep. Branham, McGavren-Quinn
 Membership RAB
 Pres., Gen. Mgr..... Lester M. Smith
 Sta. Mgr..... Wally Rossman
 Program Director..... Bob McCarl
 Chief Engineer..... Ed Mundt

KYES—Roseburg—1955

Owned-Oper. By..... Douglas Bcstrs., Inc.
 Frequency: 950 Kc..... Power: 1 Kw. d.
 Address..... P. O. Box 1138
 Tel.: OR 3-6678..... News Service: AP
 Representative H. S. Jackson, Grant
 Pres., Gen. Mgr., Chief Eng..... Leroy Hiatt
 Commercial Mgr..... Warren C. Ward

KRCO—Prineville—1950

Frequency: 690 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Radio Central Oregon
 Address..... P. O. Box 188
 Tel.: 6239..... News Service: UP
 Membership RAB, NAB
 Trans. Serv..... Thesaurus
 Representative Best, Feltis
 Pres., Co-Manager..... Norbert A. Miksche

KGAY—Salem—1950

Frequency: 1430 Kc..... Power: 5000 Watts d.
 Owned-Oper. By..... KGAY, Inc.
 Address..... Box 768
 Tel.: EM 3-7121..... News Service: UP
 Station Rep..... Holman, Grant, Feltis
 Membership RAB
 President..... W. Gordon Allen
 Gen., Sta. Mgr..... Arne G. Peterson
 Program Director..... Ralston Smith
 Comm. Manager..... Larry Ross
 Chief Engineer..... Ken Vancil



KBZY—Salem—1957

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Salem Bcstg. Co.
Address Trans. Loca.....369 High Northeast
Tel.: EM 4-6748.....News Service: UP
Representative.....Meeker, Art Moore
Sta. Mgr.....Alvin D. Bauer
Comm. Mgr.....Don M. McCutcheon
Chief Engineer.....Charles Reinhart

KSLM—Salem—1934—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radlo, Inc.
Business Address.....P. O. Box 631
Tel.: EM 4-8433.....News Service: UP
Representative ..Everett, McKinney, Art Moore
Membership.....NAB
President, Gen. Mgr.....Glenn McCormick
Sta., Comm. Mgr.....Dave Hoss
Sales Prom. Mgr.....Bill Ross
Chief Engineer.....Clyde Carlton

KEED—Springfield—1954

Frequency: 1050 Kc.....Power: 1 Kw.. d.

Owned.....**KEED, Inc.**
Address.....P. O. Box 696
News Service.....**UP**
Station Rep.....Radio-TV Rep.
Membership.....**NAB**
Pres., Gen. Mgr.....Glen M. Stadler
Mgr.....Rod Louden
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
Tel.: VI 2-4422.....News Service: UP
Rep....Continental, W. A. Ayres, Art Moore
President.....F. H. Guyton
Gen. Mgr.....Jack Webb
Sales Mgr.....Creighton Sanders

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.



"VIC"

We Welcome You
WTAL.... Tallahassee, Fla.
and your General Manager Eugene P. Corrigan, Jr.



"GENE"

It's a great group, Gene, and we are more than pleased to have you on the team. You'll find the people of each station ready, willing and capable in their respective positions to lend their time and talents to the progress of the group as a unit. I know you and your staff are going to be an asset to us. So, I say again... Welcome W T A L, Tallahassee.

Meet Your Co-workers and Partners in Progress!



1



2



3



4



5



6

- 1. HARRY L. MAGEE, Owner-Operator WHLM
- 2. KITTY KAHLER, Group Administrative Assistant, Headquarters, WAZL
- 3. CHARLES HELWIG, President WHOL
- 4. JIM CHAMBERS, Manager WHOL
- 5. BOB WILLIAMS, Manager WHLM
- 6. ART DETERS, Manager WIDE

The "VIC" DIEHM RADIO GROUP

WHOL • WAZL • WHLM • WIDE • WTAL

Allentown, Pa.
Independent

Bloomsburg, Pa.
Independent

Biddeford-Saco, Me.
MBS-Yankee

Tallahassee, Fla.
Independent

Pennsylvania

Pop. March 1 (Est.)—11,360,000; Families—3,682,000; Lic. Stations—140,
Sta. CP's—7; Radio Homes—3,602,000; TV Homes—3,148,000

WAEB—Allentown—1949

Freq: 790 Kc. Power: 500 W. d., 1 Kw. n.
Owned-Oper. By: WAEB, Inc.
Address: 7th & Hamilton Sts.
Tel.: HE 4-9364 News Service: UP
Representative Adam Young
President William F. Rust, Jr.
Gen. Mgr. Ralph Gottlieb
Sta. Manager S. Robert Ackley
Comm. Manager J. Riepensell
Prog. Dir. Steve Wade
Chief Engineer William Gottshall

WHOL—Allentown—1948

Frequency: 1600 Kc. Power: 500 Watts
Owned Allentown Bcstg. Corp.
Address Colorado & Poplar Sts.
Tel.: HE 4-4801 News Service: AP
Representative Raymer
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
Tel.: HE 3-3166 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 CBS

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By Lehigh Valley Bcstg. Co.
Tel.: HE 4-9511 News Service: AP
Bus. Studio Address 39-41 N. Tenth St.
Trans. World
Representative H-R
Membership NAB, RAB
Exec. Director Olivia P. Barnes
Comm. Mgr. Charles R. Petrie
Program Director George Y. Snyder

WFBC—Altoona—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Triangle Pubs.
Address 1320 11th Ave.
Tel.: WI 4-2031 News Service: AP
News. Affil. Phila. Inquirer
Rep. Triangle Pub.
Membership NAB
General Manager Frank Palmer
Station Manager Jack Snyder
Program Director George Carroll
Chief Engineer K. R. Brubaker

WRTA—Altoona—1947—ABN

Frequency: 1240 Kc. Power: 250 Watts
Owned Altoona Trans-Audio Corporation
Address Hotel Penn Alto
Tel.: WI 3-6112 News Service: AP
Transcription Thesaurus
Representative Everett-McKinney, Inc.
Membership NAB
President Martin F. Malarkey, Jr.
General Manager Lou H. Murray
Program Director Rod Wolf
Publicity Director Thelma Albright
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.
Tel.: WI 4-8127 News Service: UP
Membership NAB
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.

*from New England
to Florida . . .*

**MORE BUYERS ARE
SWINGING TO THE
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•
WFEA . . . Manchester, N. H.
WKAP . . . Allentown, Pa.
WNAR . . . Norristown, Pa.
WWNR . . . Beckley, W. Va.
WTSP . . . St. Petersburg, Fla.

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*Get the facts from
WEED & CO.*

•
RAHALL GROUP

Joe Rahall, President

"Oggie" Davies, Gen. Manager



Address Box 177
Tel.: GR 2-3921..... News Service: INS
Transcription Service SESAC
Gen., Comm. Manager..... Cecil F. Clifton
Business Manager..... A. J. West
Ch. Eng..... H. Edgar Smith

WNCC—Barnsboro—1950
KBS

Frequency: 950 Kc..... Power: 500 Watts d.
Owned-Oper. By..... No. Cambria Bcstrs.
Address Box 277
Tel.: 1010..... News Service: UP
Transcription Service..... Thesaurus
News Service UP
Membership RAB
Sta. Mgr..... William R. Rathall

WBVP—Beaver Falls—1948

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... WBVP, Inc.
Business-Studio Address..... 1216 Seventh Ave.
Tel.: BF 4100..... News Services: UP, AP
Transcription Service..... Standard, Thesaurus
Membership NAB
Pres., Gen. Mgr..... Frank R. Smith
Sta., Comm. Mgr..... Thomas B. Price
Program Director..... Charles H. Wilson
Sls. Prom., Pub. Dir..... E. A. Sekeres
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.
Tel.: BE 863..... News Service: UP
President John Biddle
General Manager..... Hugo K. Frear
Station Manager..... Robert S. Harrison, Jr.

WBRX—Berwick—1957
KBS

Frequency: 1280 Kc..... Power: 500 W., d.
Owned Columbia County Bcstrs., Inc.
Address Jackson Bldg.
Tel.: 4546..... News Service: UP
Membership NAB
Pres., Gen. Mgr..... John S. Booth
Sta. Mgr..... Robert Howard
Comm. Mgr..... Morris Doty

WGPA—Bethlehem—1946

Frequency: 1100 Kc..... Power: 250 Watts d.
Owned-Oper. By..... Bethlehem's Globe Pub. Co.
Bus.-Studio Address..... 426 Brodhead Ave.
Tel.: UN 6-8074..... News Service: UP
Newspaper Affil..... Bethelhem Globe Times
Transcription Service..... Thesaurus
Membership NAB
President Rolland L. Adams
General Manager..... Ellis Service
Station Manager Arthur C. McCracken
Comm., Sales Prom. Mgr..... Frank Colle
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.
Tel.: ST 4-1200..... News Service: AP
Transcription Service..... Thesaurus
Membership NAB
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: Square Bldg.
Tel.: ST 4-5500..... News Services: AP, UP
Transcription Service World
Representative Raymer
Membership NAB, RAB
President..... Harry L. Magee
Gen., Sta. Mgr..... Robert R. Williams
Commercial Mgr..... Pat Campbell
Sales Prom. Mgr..... Ray Calabrese
Program Dir..... Dale Fulmer
Chief Engineer..... Anthony Hogg

WLOA—Braddock—1947
KBS

Frequency: 1550 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Matta Bcstg. Co.
Business-Studio Address..... 1233 Braddock Ave.
Tel.: EL 1-1100..... News Service: UP
Pres., Gen., Sta. Mgr..... William G. Matta
Commercial Manager..... George Matta
Sls. Prom. Mgr..... William W. Martin
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.
Tel.: 2-4545..... News Service: AP
Representative Burn-Smith
Membership NAB
Gen., Sls. Prom. Mgr..... J. M. Cleary
Comm. Mgr., Pub. Dir..... Frederick P. Tascont
Prog. Dir., Chief Eng..... William Winn

WBUT—Butler—1947

Frequency: 1050 Kc..... Power: 250 W., d.
Owned-Operated By..... Beacon Bcstg.
Address Box 1048
Tel.: 75-778..... News Service: AP
Station Representative..... Gill-Perna, Inc.
Trans. Lang-Worth
Pres..... J. Patrick Bacon
Sta. Mgr..... Rick Hanna
Gen., Comm. Mgr..... Harry Critchlow
Prog. Director..... Dick Kutun

WISR—Butler—1941—KBS

Frequency: 680 Kc. Power: 250 Watts d.
Owned-Oper. By The Butler Bcstg. Co., Inc.
Business-Studio Address 357 N. Main St.
Tel.: 7-4701 News Service: UP
President Jcel W. Rosenblum
General Manager Robert Kaufman
Comm. Manager J. Victor O'Brien
Sales Prom. Mgr. Jerry Coleman
Pub. Dir. Mrs. Delores Long
Program Director Warren Ihlenfeld
Chief Engineer Paul Rex

WCNG—Canonsburg—1957

Freq.: 540 Kc. Power: 250 W. d.
Owned Douglas & Assoc., Inc.
Address Box 480
Tel.: SH 5-5400 News Service: UP
Trans. World
Pres., Gen. Mgr. W. W. McCoy
Comm. Mgr. Henry P. Schueler
Prog. Dir. Maurice Hesslegrave
Chief Engineer Floyd S. Bert

**WC DL—Carbondale—1950
KBS**

Frequency: 1440 Kc. Power: 5 Kw., d.
Owned-Oper. By Carbondale Bdcstg., Co., Inc.
Address 127 Salem Rd.
Tel.: 1230 News Service: UP
Representative Donald Cooke, Inc.
Membership NAB
President William H. Ware
Gen., Sta. Manager A. P. Perry
Comm., Sls. Prom Mgr. P. J. Oles
Pub. Dir. Robert Meredith
Prog. Dir. Joe Martin
Chief Engineer William Yakely

WHYL—Carlisle—1952—KBS

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Oper. R. F. Lewis, Jr.
Business Address Box 345
Tel.: 1785 News Service: UP
President Marion P. Lewis
Gen., Sta. Mgr. James B. Holder
Prog. Dir. C. H. Morse

WCBG—Chambersburg—1956

Frequency: 1590 Kc. Power: 5 Kw., d.
Owned James R. Reese, Jr.
Address Lincolnway West
Tel.: CO 4-4515 News Service: UP
Representative Stars National
Gen. Mgr. Buddy E. Starcher
Sales Mgr. Bud Messner

WCHA—Chambersburg—1946

Frequency: 880 Kc. Power: 1000 Watts
Owned Chambersburg Bcstg. Co.
Address Craft Press Bldg.
Tel.: CO 4-7121 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 Earl Strine
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
Tel.: HU 3-6551 News Service: AP
Representative Clark
Transcription Service Thesaurus
Membership RAB
President Dr. A. S. Sickman
Gen. Mgr. C. R. Duvall
Program Dir. George Gailey

WDRF—Chester—1954

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Oper. By Eastern Bcstg. Co., Inc.
Business Address 3500 Edgmont Ave.
Tel.: CH 4-4321 News Service: UP
Trans. Thesaurus
President L. Kapelski
General Manager Cy Swingle
Comm., Prom. Mgr. John Talley
Prog., Pub. Dir. Del Parks
Chief Engineer Harry Simmington

WVCH—Chester—1947

Frequency: 740 Kc. Power: 1 Kw.
Owned-Operated By James M. Tisdale
Bus.-Studio Address Wolf Bldg., Market Sq.
Tel.: CH 2-8861 News Service: UP
Station Rep. Webb
Membership NAB
General Manager James M. Tisdale
Station Mgr. Robert A. Hibbert, Jr.
Comm. Manager Martin Peltzman

WCPA—Clearfield—1947

Frequency: 900 Kc. Power: 1000 Watts d
Owned-Oper. By Clearfield Bdcsters, Inc
Address 215 Church St.
Tel.: CL 5-5541 News Service: UP
Transcription Service Lang-Worth
Membership NAB
President W. K. Ulerich
General Manager W. J. Thomas
Sta. Mgr. Joseph Milsop
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
Tel.: 2100 News Service: UP
Transcription Service Standard
Membership NAB
President, Chief Eng. Louis N. Seltzer



General Manager.....William S. Halpern
Comm., Prom. Mgr.....Donald Kimes

WCOY—Columbia—1957

Frequency: 1580 Kc.....Power: 500 W., d.
Owned.....Radio Columbia
Address.....343 Poplar St.
Tel.: MU 4-2591.....News Service: AP
Representative.....Burn-Smith
Trans.....Thesaurus
Gen. Mgr.....M. Leonard Savage
Comm. Mgr.....John P. Weis

**WCVI—Connellsville—1947
KBS**

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Connellsville Bcstrs., Inc.
Business-Studio Address.....WCVI Bldg.
Tel.: MA 8-4600.....News Service: UP
Transcription Service.....Thesaurus
President.....Dr. C. T. Troilo
General Mgr.....Charles H. Underwood
Comm. Dir.....Charles T. Snowden
Prog. Director.....Esther Blasey
Chief Engineer.....Robert Ray

WOTR—Corry—1955—KBS

Frequency: 1370 Kc.....Power: 500 Watts
Address.....Corry Savings & Loan Bldg
Tel.: AT 1-1365.....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.
Tel.: 611.....News Service: AP
Trans.....World
Membership.....NAB
President.....C. H. Simpson
General Manager.....John A. Fay
Sta. Mgr., Prog. Dir.....R. F. Bennett
Sales Manager.....George Kuratomi
Publicity Dir.....Ed Easton
Chief Engineer.....Kenyon Reed

WBUX—Doylestown—1948

Frequency: 1570 Kc.....Power: 1 Kw.
Owned.....WBUX Broadcasting Co.
Address.....30 E. Oakland St.
Tel.: FI 8-3583.....News Service: AP
Transcription.....World
President.....George Steiner
General Mgr.....James Stolcz
Sta. Mgr.....George Pleasants
Prog. Dir.....Jim Ort
Chief Engineer.....Dick Wright

WCED—Dubois—1939—CBS

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

WEEX—Easton—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned.....Easton Publishing Co.
Address.....Easton
Tel.: 6155.....News Service: AP
Newspaper Affiliation.....Express
Transcription.....Thesaurus
Representative.....Headley-Reed
President.....J. L. Stackhouse
General Mgr.....Charles R. Thon
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.
Tel.: 6132.....News Service: UP
Representative.....Meeker Co.
Membership.....NAB
Station Exec.....Clair R. McCollough
Station Manager.....Theodore W. Pierce
Gen. Sales Manager.....J. Robert Gulick
Nat'l Sls. Mgr.....Thomas R. Nonan

WEMR—Emporium—1954

Frequency: 1340 Kc.....Power: 100 Watts
Owned.....Kenneth E. Rennekamp
Address.....225 E. Fourth St.
News Service.....AP
Trans.....Standard
Gen. Mgr.....Kenneth E. Rennekamp
Prog. Dir.....Oliva T. Rennekamp

WGSA—Ephrata—1955

Frequency: 1310 Kc.....Power: 1000 Watts
Owned.....Garden Spot Broadcaster, Inc.
Address.....P. O. Box 419
Tel.: RE 3-2226.....News Service: UP
Representative.....Broadcast Time Sales
President.....Lester Grenewalt
Sta. Mgr., Ch. Eng.....Samuel Youse
Prog. Dir.....Edward Loder
Comm. Mgr.....Frank Short

WERC—Erie—1941—ABN

Frequency: 1260 Kc.....Power: 5 Kw.
Owned By.....WERC Bcstg. Co.
Address.....121 West 10th St.
Tel.: 4-6367.....News Service: UP
Station Representative.....Weed
President.....Joseph L. Brechner
Gen. Mgr.....Gene Conrad
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.
Tel.: 2-3248. News Service: AP
Representative Petry
Trans. Lang-Worth
President Edward Lamb
Gen., Sta. Manager. Ben McLaughlin
Sls. Prom. Mgr. James Spence
Program Director. Joseph Laconi
Commercial Manager. Robert Lunquist

WJET—Erie—1951

Frequency: 1400 Kc. Power: 250 Watts
Owned. Jet Broadcasting Co., Inc.
Address 18th & Ash Streets
Tel.: 2-6741. News Service: AP
Transcription Service Standard
Representative Forjoe
Membership NAB
President, Gen. Mgr. Myron Jones
Comm. Mgr. Peter Coticchia
Sales Prom. Mgr. Ronald Thomas
Chief Engineer. Richard Zahnhizer

WLEU—Erie—1935

Frequency: 1450 Kc. Power: 250 Watts
Owned Leu Bcstg.
Address 212 Commerce Bldg.
Tel.: 22-129. News Service: AP
Station Rep. Radio TV Reps
Pres., Mgr. J. Patt Wardlaw
Gen. Mgr. Gene Kline
Commercial Mgr. James D. Brownyard

WFAR—Farrell—1953—KBS

Frequency: 1470 Kc. Power: 1000 Watts, d.
Owned-Oper. By. Sanford A. Schafitz
Address P. O. Box 150
Tel.: DI 6-4171. News Service: AP
President, Gen. Mgr. Sanford A. Schafitz

WFRA—Franklin—1957

Frequency: 1430 Kc. Power: 500 Watts, d.
Owned N.W. Penna. Bcstg. Co.
Address Oil City Franklin Rd.
Tel.: ID 2-2188. News Service: UP
Membership NAB
Pres., Sta. Mgr. Robert H. Sauber

WGET—Gettysburg—1950

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By. Times & News Pub. Co.
Address Gettysburg
Tel.: GE 850. News Service: AP
Newspaper Affil. Times & News Pub. Co.
Transcription Service World, Thesaurus
Membership NAB
Gen. Mgr. P. H. Cunningham
Comm. Mgr. Marc Starkin
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.
Tel.: 3740. News Service: UP
Membership NAB
President H. Kenneth Brennan
Gen., Sta., Comm. Mgr. H. J. Brennan
Prog. Mgr. Glenn Grayson
Chief Engineer. L. L. Allen

WHVR—Hanover—1949

Freq.: 1280 Kc. Power: 5 Kw. d., 500 Watts n.
Owned-Operated By. Radio Hanover, Inc.
Address Box 268
Tel.: ME 7-3831. News Service: UP
Transcription Service Standard
Membership NAB, RAB
Pres., Sta., Comm. Mgr. John D. Bare
Program Director. Daniel E. Rutledge
Chief Engineer. Phillip Rohrbaugh

**WCMB—Harrisburg—1948
MBS**

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By. Rossmoyne Corp.
Business-Studio Address. 228 Court St.
Tel.: CE 4-3005. News Services: AP, INS
Representative Gill-Perna
General Manager. Ed K. Smith
Comm. Manager. Henry Traugh
Program Director. Ed. Genzales
Chief Engineer. J. Howard Bair

**WHGB—Harrisburg—1945
ABN**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By. Kendrick Bcstg. Co., Inc.
Bus.-Studio-Trans. Address. 112 Market St.
Tel.: CE 4-4988. News Service: AP
News. Affil. Triangle Pub.
Membership NAB
Pres., Gen. Mgr. H. Kendrick
Program Director. Jack Hooper
Comm. Mgr. Ralph Hartman
Chief Engineer. William Kuntz

WHP—Harrisburg—1924

Frequency: 580 Kc. Power: 5 Kw.
Owned WHP, Inc.
Address 216 Locust St.
Tel.: CE 4-3211. News Services: AP, UP
Trans. World
Representative Bolling
Membership NAB
Sta. Prog. Mgr. Richard A. Redmond
Comm., Bus. Mgr. Mrs. A. K. Redmond
Pub., Prom. Dir. George Gottschalk, Jr.
Chief Engineer. E. Dan Leibensperger

**WKBO—Harrisburg—1922
NBC**

Frequency: 1230 Kc. Power: 250 Watts



PENNSYLVANIA



Owned-Oper. By.....Keystone Bcstg. Corp.
Bus-Studio Address.....31 N. Second St.
Tel.: CE 4-0191.....News Service: AP
Representative.....Robert Meeker
Membership.....NAB
Station Executive.....Clair R. McCollough
Gen. Sales Mgr.....J. Robert Gulick
Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.
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.
Tel.: GL 4-3531.....News Service: AP
Transcription Service.....World
Representative.....Raymer
Membership.....NAB, RAB
Pres., Gen., Mgr.....Victor C. Diehm
Comm. Mgr.....Robert A. Sacco
Nat. Sales Mgr.....Thomas A. Tito
Pub. Director.....Don Murray
Pub. Rel. Director.....Paul Cerula
Chief Engineer.....Elwood Tito

WAMO-Homestead-
Pittsburgh-1948

Frequency: 880 Kc.....Power: 250 Watts d.
Owned-Operated By.....Dynamic Bcstg.
Bus-Studio Address.....105 E. 7th Ave.
Tel.: HO 2-6000.....News Service: UP
Representative.....Forjoe
President, Gen. Mgr.....Leonard Walk
Chief Engineer.....James Herbert

WHUN-Huntingdon-1946
KBS

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Joseph F. Biddle Publ. Co.
Bus-Studio Address.....400 Washington St.
Tel.: MI 3-3340.....News Service: UP
Trans. Ser.....SESAC
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.
Tel.: 5-5511.....News Service: UP
Newspaper Affil.....The Progress
President.....W. K. Ulerich
Station Manager.....Jonas Termin
Program Director.....C. C. Porter
Chief Engineer.....Dyle Martin

WARD-Johnstown-1946
CBS

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Oper. By.....Central Bcstg. Co., Inc.
Address.....235 Franklin St.
Tel.: 8-1216.....News Service: UP
Transcription Service.....World
Membership.....NAB
Representative.....Weed
V.P., Gen. Manager.....G. D. Gartland
Station Manager.....Steward W. Phillips

WCRO-Johnstown-1947
MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Century Bcstg. Corp.
Bus-Studio Address.....Fort Stanwix Hotel
Tel.: 9-1187.....News Services: INS, UP
Representative.....Forjoe
President.....John J. Keel
General Manager.....John Pallotini
Chief Engineer.....John Kershiskey

WJAC-Johnstown-1925
NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Inc.
Bus-Studio Address.....329 Main St.
Tel.: 5-1262.....News Service: AP
Newspaper Affil.....Tribune-Democrat
Representative.....Young
Membership.....NAB
President.....W. W. Krebs
Station Mgr.....Park Claycomb
Prog. Dir.....Ronald J. Stephenson
Chief Engineer.....Theodore E. Campbell

WADP-Kane-1954-KBS

Frequency: 960 Kc.....Power: 500 Watts, d.
Owned.....Northern Allegheny Bcstg. Co.
Address.....Penn-Kane Hotel
Tel.: 1520.....News Service: AP
Transcription.....Thesaurus
President, Gen. Mgr.....David Potter
Sta., Comm. Mgr.....Richard E. Feit
Prog. Director.....Carol Jean Haulik
Chief Engineer.....John Nardine

WACB-Kittanning-1948
KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned.....Armstrong County Bcstg. Corp
Bus-Studio Address.....325 Market St.
Tel.: 43-1381.....News Service: AP
Representative.....Rambeau
Transcription Service.....Thesaurus
President.....S. W. Pruettt
V.P., Gen. Mgr.....Charles M. Erhard, Jr.
Sta. Mgr., Prog. Director.....H. H. Stoops
Pub. Director.....William C. Frederick
Chief Engineer.....Eugene Mick

WGAL-Lancaster-1922
NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business-Studio Address.....24 S. Queen St.



Tel.: EX 7-0333..... News Service: AP
 Membership NAB
 Representative Robert Meeker
 President, Gen. Mgr..... Clair R. McCollough
 Gen. Sls. Mgr..... J. Robert Gulick
 Nat'l Sls. Mgr..... Thomas R. Nunan, Jr.
 Station Mgr..... Kenneth Kreider
 Program Dir..... Brian Kintzer
 Promotion Dir..... Paul I. Woodland
 Technical Director..... J. E. Mathiot

WLAN—Lancaster—1946
ABN-MBS

Frequency: 1390 Kc..... Power: 1000 Watts
 Owned-Oper. By..... The Peoples Bcstg. Co.
 Bus.-Studio Address..... 252 N. Queen St.
 Tel.: EX 4-7261..... News Service: AP
 Transcription Service Capitol
 Representative Headley-Reed
 Membership NAB
 President..... Frank H. Altdorffer
 Gen. Mgr..... S. M. Altdorffer
 Commercial Mgr..... Stanley Baker
 Prog. Dir..... Dick Sherbahn
 Chief Engineer..... Ramon Sherman

WLSH—Lansford—1952

Frequency: 1410 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Miners Bcstg. Service, Inc.
 Address..... P. O. Box D
 Tel.: 1440..... News Service: UP
 Transcription Thesaurus
 Membership NAB, RAB
 President..... Joseph L. Maguire
 Gen. Manager..... John W. Angst

WAKU—Latrobe—1951—KBS

Frequency: 1570 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... WAKU, Inc.
 Address..... 200 Depot St.
 Tel.: KE 7-7744..... 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

WTRA—Latrobe—1956

Frequency: 1480 Kc..... Power: 500 W., d.
 Owned Latrobe Bcstrs.
 Address..... 202 Main St.
 Tel.: KE 7-3338..... News Service: INS
 Representative McGillvra
 Trans..... Standard
 Act. Gen. Mgr..... William Dymond

WLBR—Lebanon—1946

Frequency: 1270 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Lebanon Bcstg. Co.
 Bus.-Studio Address..... Box 222
 Tel.: 2-7651..... News Service: UP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 President..... H. Raymond Stadiem
 Managing Director..... Lester P. Etter

Comm. Manager..... Philip J. Reilly
 Program Director..... H. P. Van Voorhis
 Chief Engineer..... William Zehring

WITT—Lewisburg—1957

Frequency: 1010 Kc..... Power: 250 Watts, d.
 Owned..... Wireline Radio, Inc.
 Address..... 34 South 8th St.
 Tel.: JA 3-1222..... News Service: UP
 Trans..... Thesaurus
 Gen. Mgr..... William R. DeWire
 Sta. Mgr..... Peter E. Farrell

**WBCB—Levittown-Fairless
 Hills—1957**

Frequency: 1490 Kc..... Power: 250 W.
 Owned..... O'Keefe Bcstg. Co.
 Address..... 200 Magnolia Rd.
 Tel..... WI 9-0900
 Pres., Gen. Mgr..... Jack J. Dash
 Sec., Tech. Dir..... William F. Waterbury
 Prog. Dir..... Tony Bourg

WKVA—Lewistown—1949

Frequency: 920 Kc..... Power: 1000 Watts d.
 Owned-Operated By... Central Pa. Bcstg. Co.
 Address..... 19 S. Wayne St.
 Tel.: 8-6771..... 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.
 Tel.: 8-6757..... News Service: AP
 Representative Burn-Smith
 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 Devney
 Membership NAB, RAB
 Gen., Comm. Manager..... Harris Lipetz

WEDO—McKeesport—1945

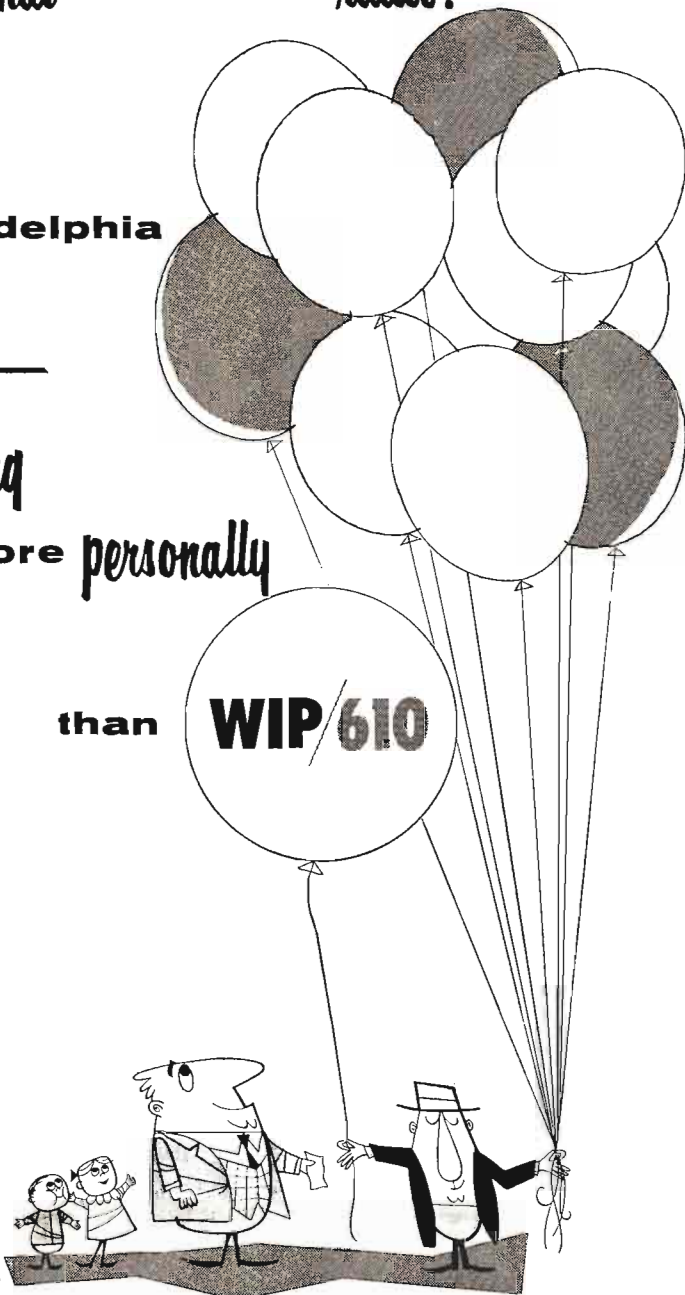
Frequency: 810 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Tri-City Bcstg. Co.

all selling is *personal*.
the *personal* medium is *radio!*

In Philadelphia

Nothing —
but nothing
sells more *personally*

than **WIP/610**



FOR *personal* INFORMATION—ASK PETRY!



Business-Studio Address.....547 5th Ave.
Tel......NO 4-5191
Membership.....NAB, RAB
Pres., Gen. Mgr......Edward J. Hirschberg
Sta. Mgr......Robert E. Badger
Prog. Director.....William Dowling
Comm., Mgr......Earl Buncher
Publicity Director.....Ruth Young
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.
Tel.: OR 8-8888.....**News Service:** UP
Transcription Service.....Standard
Representative.....Cooke
Membership.....NAB
President.....Robert M. Cox
Gen. Mgr......Sam Vidnovic
Sales Mgr......Carl Y. Coriell
Program Director.....Pat Haley
Chief Engineer.....Charles White

WMGW—Meadville—1947
KBS

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Regional Bcstrs.
Address.....1st National Bank Bldg.
Tel.: ME 6-1111.....**News Service:** AP
Membership.....RAB
Comm. Mgr......James F. McDonald, Jr.
Sta. Mgr., Prog. Dir......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
Tel.: 295.....**News Service:** AP
Representative.....Burn-Smith
President.....J. S. Woods
General Manager.....Thomas W. Metzger
Comm Mgr......Tim Palm
Chief Engineer.....Kenneth Callahan

WMLP—Milton—1955

Frequency: 1570 Kc.....**Power:** 1 Kw., d.
Owned.....WMLP, Inc.
Address.....YMCA Bldg.
Tel.: MI 1594.....**News Service:** AP
President.....John S. Booth
General, Sta. Mgr......John Foster
Sales Prom. Mgr......John Yingling
Chief Engineer.....Denzil Royer

WHWL—Nanticoke—1946

Frequency: 730 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Radio Anthracite, Inc.
Business-Studio Address.....Woolworth Bldg.
Telephone.....1332
Representative.....Forjoe
Transcription.....World, SESAC
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.....1st Federal Plaza
Tel.: OL 4-5501.....**News Service:** UP
Membership.....RAB
President, General Mgr......S. W. Townsend
V.P., Station Manager.....Harry Reith
Comm. Mgr......Byron McConnell
Chief Engineer.....Ernest Rety

WKPA—New Kensington
1940

Frequency: 1150 Kc.....**Power:** 1000 Watts d.
Owned-Oper. By.....Allegheny-Kiski Bcstg. Co.
Business-Studio Address.....810 Fifth Ave.
Tel.: ED 7-3588.....**News Service:** AP
Transcription Service.....World
Membership.....NAB
Representative.....Continental Radio Sales
President.....C. R. Cooper
General Manager.....Melvin Goldberg
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.
Tel.: BR 2-7600.....**News Service:** AP
Representative.....Weed
President.....N. Joe Rahall
Gen. Mgr......Ogden R. Davies
Sta. Manager.....John M. Banzhoff
Local Sales Mgr......Donald L. Jones
Chief Engineer.....Anthony De Sola

WKRZ—Oil City—1946
KBS-NBC

Frequency: 1340 Kc.....**Power:** 250 Watts
Owned-Operated By.....WERZ, Inc.
Business-Studio Address.....Broadcast Hill
Tel.: 8-0355.....**News Service:** AP
Trans......Thesaurus
President.....Kenneth E. Rennekamp
Gen. Mgr......R. E. Erickson
Comm. Mgr......John Remus

WIP—Philadelphia—1922
MBS

Frequency: 610 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....Pennsylvania Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
Tel.: WA 2-6800.....**News Services:** 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



WCAU—Philadelphia—1922 CBS

Frequency: 1210 Kc. Power: 50,000 Watts
 Owned-Oper. By WCAU, Inc.
 Address City & Monument Ave.
 Tel.: GR 7-8300
 Newspaper Affil. Bulletin
 Representative CBS Radio Spot Sales
 Membership NAB, RAB
 Pres., Gen. Mgr. Donald W. Thornburgh
 V.P., Sales Manager John S. DeRussy
 V.P., Prog. Mgr. Jos. T. Connolly
 V.P., Pub. Rel. Robert N. Pryer
 Exec. V.P. Joseph L. Tinney
 Radio Prom. Dir. Fred Birnbaum
 V.P., Director of Engr. John G. Lelich

WDAS—Philadelphia—1922

Frequency: 1480 Kc. Power: 1 Kw.
 Owned-Oper. By Max M. Leon, Inc.
 Address Belmont Ave. & Edgely Rd.
 Tel.: TR 8-2000 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 Serv. Mgr. Alexander Klein
 Publicity Director Art Newsham
 Chief Engineer Frank W. Unterberger

WFIL—Philadelphia—1922 ABN

Frequency: 560 Kc. Power: 5000 Watts
 Owned Triangle Publications, Inc.
 Business-Studio Address 46th & Market
 Tel.: EV 2-4700 News Service: UP
 Newspaper Affil. Inquirer
 Representative Blair
 Membership NAB
 General Manager Roger W. Clipp

WHAT—Philadelphia—1925 KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Independence Bcstg. Co.
 Address Conshohocken & Windemere Aves.
 Tel.: TR 8-1500 News Service: AP
 Representative Stars National
 Pres., Gen., Comm. Mgr. William A. Banks
 Station Manager Dolly Banks
 Sales Prom. Manager Len Stevens
 Prog. Director Robert Ardrey
 Publicity Director M. Mason
 Chief Engineer Charles Lehmann

WIBG—Philadelphia—1925

Frequency: 920 Kc. Power: 10,000 W.
 Owned Storer Bcstg. Co.
 Address Suburban Sta. Bldg.
 Tel.: RI 6-2300 News Service: UP
 Representative Katz
 Membership NAB, RAB
 Man. Dir. Lionel F. Baxter

Sta., Sales Mgr. John R. Mahoney
 Prog. Mgr. Grady Edney
 Dir., Prog. Plans Doug Arthur
 Sales Prom. Mgr. William J. Conran
 Chief Engineer John H. Henninger
 Station Manager George A. Koehler
 Dir. Radio Sales Jack Steci
 Gen. Sls. Manager K. W. Stowman
 Dir. Nat. Sales Ed. H. Benedict
 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.
 Tel.: LO 4-2300 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 Christopher McAteer

WPEN—Philadelphia—1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By William Penn Bcstg. Co.
 Business-Studio Address 2212 Walnut St.
 Tel.: LO 4-6000 News Services: AP, UP
 Representative Gill-Perna
 Trans. World
 Membership RAB, NAB
 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

WRCV—Philadelphia—1921 NBC

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Oper. By National Bcstg. Company
 Business-Studio Address 1619 Walnut St.
 Tel. LO 4-3700
 Transcription Thesaurus
 Representative NBC Spot Sales
 Membership RAB, NAB
 President Robert W. Sarnoff
 Vice-Pres., Gen. Mgr. Lloyd E. Yoder
 Dir. of Operations Curtis D. Peck
 Station Mgr. Harold W. Waddell
 Dir. of Sales William S. Dallmann
 Adv. & Promotion Dir. John P. Wiley
 Program Director Bob Benson
 Publicity Director Gene E. Stout
 Tech. Oper. Mgr. William A. Howard

WTEL—Philadelphia—1925

Frequency: 860 Kc. Power: 250 Watts d.
 Owned Foulkrod Radio Engineering Co.
 Business-Studio Address 4312 N. Broad St.
 Telephone GL 5-1310
 Pres., Pgm. Dir. E. Douglass Hibbs
 Sec'y-Treas. Henry N. Cocker



WAMP—Pittsburgh—1921 NBC

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Oper. ByNBC
 Address.....Chamber of Comm. Bldg.
 Tel.: GR 1-8600.....News Service: UP
 Representative.....NBC Spot Sales
 Gen. Mgr.....H. W. Shepard
 Sales Mgr.....Martin S. Pollins
 Comm. Mgr.....John H. Buchheit
 Program Director.....W. E. Babcock
 Pub. Director.....Cal T. Mara

WCAE—Pittsburgh—1922

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAE, Inc.
 Bus.-Studio Address.....Carlton House
 Tel.: AT 1-6900.....News Service: AP, INS
 Newspaper Affil.....Sun-Telegraph
 Representative.....Katz
 Membership.....NAB
 Pres., General Manager.....Leonard Kapner
 Sta. Mgr., Prog. Dir.....R. Clifton Daniel
 Commercial Manager.....Alan Trench
 Prom. Mgr., Pub. Dir.....William Thieman
 Chief Engineer.....James Greenwood

KDKA—Pittsburgh—1920

Frequency: 1020 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Westinghouse Bcstg. Co. Inc.
 Business-Studio Address.....1 Gateway Center
 Tel.: EX 1-3000.....News Services: UP, AP

Representative. Peters, Griffin, Woodward, Inc.
 Membership.....NAB, RAB
 President.....Donald H. McGannon
 Gen., Station Mgr.....L. R. Rawlins
 Comm. Manager.....Donald Trageser
 Program Manager.....Guy Harris
 Sales Prom. Mgr.....June L. Buzzelli
 Publicity Manager.....Owen Simon
 Chief Engineer.....Theodore C. Kenney

WEPP—Pittsburgh—1957

Frequency: 1080 Kc.....Power: 1 Kw.
 Owned By.....Pittsburgh Bcstg. Co.
 Address.....220 N. Highland Ave.
 Tel.: EM 1-5000.....News Service: AP
 Station Representative.....Stars Nat.
 Membership.....NAB, RAB
 President.....John Kluge
 Gen., Sta. Manager.....Ernie Tannen
 Sales Prom. Mgr.....John Pieper
 Prog. Dir.....William Powell
 Chief Engineer.....Victor G. Klein

WPIT—Pittsburgh—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WPIT, Inc.
 Business-Studio Address.....213 Smithfield St.
 Tel.: AT 1-1900.....News Service: UP
 Membership.....NAB
 President.....John J. Laux
 Gen., Comm. Mgr.....Don Ioset
 Sales Mgr., Prog., Pub. Dir.....Clifford Charles
 Chief Engineer.....Michael Komichak

KDKA Radio

50,000 watt clear channel

assures

Top Audience

Top Ratings

Top Programs

Top Power

In Allegheny County, Metropolitan **PITTSBURGH**, and 71 other counties in western Pennsylvania, eastern Ohio, and northern West Virginia. Call Don Trageser, KDKA Sales Manager, at EXpress 1-3000, for availabilities.

Only KDKA delivers the entire Pittsburgh Trading Area. That's why in Pittsburgh no selling campaign is complete without the WBC radio station.

Represented by Peters, Griffin, Woodward, Inc.



WESTINGHOUSE BROADCASTING COMPANY, INC.



KQV—Pittsburgh—1919—ABN

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Oper. By Allegheny Bcstg. Corp.
Address 411 7th Ave.
Tel.: AT 1-9100 News Service: UP
Representative Raymer
V.P., Gen. Mgr. Ralph Beaudin
Program Dir. John Gibbs
Chief Engineer James S. Schultz

WWSW—Pittsburgh—1932

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By WWSW, Inc.
Bus. Studio Address Hotel Sherwyn
Tel.: GR 1-5200 News Services: UP, AP
Representative John Blair
Membership NAB, RAB
President, Gen. Mgr. O. M. Schloss
Sta. Mgr., Prog. Dir. Ben W. Muros
Sales Prom. Mgr., Pub. Dir. Phil Davis
Chief Engineer Henry R. Kaiser

WPTS—Pittston—1953

Frequency: 1540 Kc. Power: 1 Kw. d.
Owned-Oper. By Midway Bcstg. Co., Inc.
Address Main & Spring St.
Tel.: OL 4-3388 News Service: UP
Representative Cont. Radio Sales
Transcription World
Membership NAB
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
KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By Pottstown Bcstg. Co.
Address 247 High St.
Tel.: 5000 News Service: UP
Representative Indie Sales
Pres., Gen. Mgr. Herbert Scott

WPAM—Pottsville—1947

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Miners Bcstg. Serv., Inc.
Business-Studio Address Box 629
Tel.: MA 2-1450 News Service: UP
Transcription Service World
Membership NAB, RAB
Gen. Manager John W. Angst
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 NAB
Owner, Gen. Mgr. A. V. Tidmore
Commercial Manager Ralph L. Price, Jr.

**WPME—Punxsutawney—1953
KBS**

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By Punxsutawney Bcstg Co.
Address 103 N. Gilpin St.
Tel.: PU 1221 News Service: AP
Trans. Service Thesaurus
Representative Rambeau
General Manager C. M. Erhard, Jr.
Comm. Mgr. W. Clem Murray
Chief Engineer Joseph A. Pelletier

WEEU—Reading—1932—ABN

Frequency: 850 Kc. Power: 1000 Watts
Owned By Hawley Broadcasting Co.
Business-Studio Address 433 Penn St.
Tel.: FR 6-7335 News Service: UP
Newspaper Affiliation Eagle Times
Representative Headley-Reed
President William J. Rohn
V.P., Gen. Mgr. K. Richard Creitz
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
Tel.: 6-3987 News Service: AP
Representative WEED
Membership NAB
Gen., Sta. Mgr. Robt. G. Magee
Prog. Dir. Alan Lane
Comm., Sales Prom. Mgr. W. Ruffner
Chief Engineer Daniel Donahue

**WRWA—Reading—1922
NBC**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Reading Bcstg. Co., Inc.
Business-Studio Address 19 N. Fifth St.
Tel.: FR 6-7173 News Service: AP
Membership NAB
Representative Robert Meeker
Station Executive Clair R. McCollough
Station Manager Robert S. Reider
Gen. Sales Mgr. J. Robert Gulick
Nat'l Sls. Mgr. Thomas Nunan, Jr.
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
President John M. Norris
Gen., Sta. Mgr. John H. Norris
Commercial Mgr. Vincent A. Freeman

**WKMC—Roaring Spring—1955
KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.



Owned-Oper. By.....Cove Bcstg. Co., Inc.
 Address.....Woodbury Pike
 Tel.: 690.....News Service: AP
 President.....Carl Kensinger
 Sls. & Prom. Mgr.....S. Horton

WKBI—St. Marys—1950
MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Elk Cameron Bcstg. Co.
 Address.....41 Erie Ave.
 Tel.: 4-2821.....News Service: AP
 Transcription Service.....Standard
 Representative.....Allegheny Mountain Network
 Membership.....NAB
 General Manager.....C. H. Simpson
 Commercial Manager.....John J. Kain
 Prog. Director.....Beatrice B. Smith
 Nat. Sales Mgr.....W. Herbstritt
 Pub. Dir.....A. Kuhn

WATS—Sayre—1950—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Susquehanna Val. Bcstg. Co.
 Address.....110 N. Elmer St.
 Tel.: TU 2-2401.....News Service: UP
 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—1940
ABN

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Union Bdcst. Co.
 Address.....333 Madison Ave.
 Tel.: DI 3-1245.....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-Wilkes Barre
1925—CBS

Frequency: 910 Kc. Power: 1 Kw. d., 500 W. n.
 Owned-Oper. By.....WGBI Radio, Inc.
 Address.....1000 Wyoming Ave., Scranton
 Tel.: DI 2-7634.....News Serv.: AP, UP
 Representative.....H-R Reps
 Membership.....NAB
 President.....Mrs. M. E. Megargee
 Gen. Mgr.....Richard E. Nason
 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.
 Tel.: DI 6-1202.....News Service: AP
 Station Rep.....Walker
 Membership.....NAB
 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
 Tel.: DI 2-9151.....News Services: UP, AP
 Newspaper Affil.....Times
 Trans. Ser.....Standard, Lang-Worth
 Membership.....RAB, NAB
 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.
 Tel.: DI 7-3388.....News Service: AP
 Representative.....Headley-Reed
 Pres., Gen. Mgr.....David M. Baltimore
 Station Mgr.....Barry Sherman
 Comm. Mgr.....Joseph P. Kimble
 Sales Prom. Mgr.....Barry Sherman
 Program Dir.....David L. Griffiths
 Chief Engineer.....Willard Shimski

WISL—Shamokin—1948

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio Anthracite, Inc.
 Bus-Studio Address.....Rock & Sunbury Sts.
 Tel.: 8-6831.....News Service: AP
 Transcription Service.....World, Thesaurus
 Representative.....ForJoe
 President.....Henry W. Lark
 Sta. Mgr.....Maurice E. Fidler
 Chief Engineer.....Al Donovan

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.....William J. Reilly
 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
 Tel.: 4186.....News Service: UP
 Membership.....RAB
 Gen., Sta. Mgr.....T. H. Opegard
 Comm. Mgr.....C. R. Taylor
 Prog. Dir., Chief Engineer.....R. L. French



WMPT—South Williamsport

Frequency: 1450 Kc. Power: 250 Watts
Owned. Will-Mont Bcstg. Co.
Address. W. Southern Ave.
News Service UP
Gen. Mgr. Galen D. Castlebury, Jr.

WMAJ—State College—1945
MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Centre Bcstrs., Inc.
Bus.-Studio Address. E. Beaver Ave.
Tel.: AD 7-4959. News Service: AP
Transcription Service World
General Manager. M. J. Bergstein
Sales Manager. J. A. Dame

WVPO—Stroudsburg—1947

Frequency: 840 Kc. Power: 250 Watts d.
Owned-Operated By. Pocono Bcstg., Inc.
Business-Studio Address. 578 Main St.
Tel.: 1101. News Service: UP
Newspaper Affil. Record
Membership NAB, RAB
Representative Radio-TV Reps.
President. James H. Ottaway
Gen. Mgr. Chester B. Miller
Sales Mgr. Edwards Somers
Program Dir. John B. Whalen
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.
Tel.: AT 6-5838. News Service: AP
Membership NAB
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
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
Tel.: 7-2265. News Service: AP
Transcription World
Membership NAB, RAB
Manager. Robert H. Sauber
Prog. Dir. Gene R. Karol

WTRN—Tyrone—1954

Frequency: 1290 Kc. Power: 1000 Watts, d.
Owned. Tyrone Bcstg. Co.
Address. 8 W. 10th St.
Tel.: MU 4-3200. News Service: UP
Trans. Ser. World
President. C. H. Simpson
V.P., Gen. Mgr. John A. Fay
Station Manager. Lee C. Ray

WMBS—Uniontown—1937
CBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By. Fayette Bdcstg. Corp.
Address. Fayette Nat. Bank Bldg.
Tel.: GE 8-3900. News Service: UP
Representative Meeker
Sta. Mgr., Prog. Dir. James Gismond
Comm., Sls. Prom. Mgr. Frederick David
Chief Engineer. William Henzly

WNAE—Warren—1947

Frequency: 1310 Kc. Power: 5000 Watts d.
Owned-Oper. By. N. Allegheny Bdcstg. Co.
Address. 310 Second Ave.
Tel.: 3032. News Service: AP
Transcription Service Thesaurus
Membership NAB, 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
Tel.: BA 2-2110. News Service: UP
Transcription Service Thesaurus
Representative. Joseph Hershey McGillvra
Membership NAB
Managing Director. A. Boyd Siegel
Gen., Prom. Mgr. John L. Merdian
Chief Eng. James Berkheimer

WANB—Waynesburg—1956

Frequency: 1580 Kc. Power: 250 W., d.
Owned. Commonwealth Bcstrs.
Address. First Federal Bldg.
Tel.: 981. News Service: UP
Sta. Mgr. George E. McGary
Prog. Dir. Edward J. Keon

WAYZ—Waynesboro—1953
KBS

Frequency: 1380 Kc. Power: 1000 Watts d.
Owned-Oper. By. Richard Field Lewis Jr.
Address. 21 W. Main St.
Telephone WA 1900
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.
Tel.: 2113. News Service: UP
Transcription World
President. C. H. Simpson
V.P., Gen. Manager. John A. Fay
Prog. Dir. Carol Makin



Comm. Mgr.....Ed Stevens
Chief Engineer.....Richard E. Roeder

WBAX—Wilkes-Barre—1922
MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Anna Stenger
Business-Studio Address.....85 W. Union St.
Tel.: VA 3-0196.....News Service: UP
Representative.....Burn-Smith
Gen. Mgr.....John H. Stenger
Program Director.....Ed Kusma
Comm. Mgr.....Luther R. Strittmatter
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.
Tel.: VA 3-3101.....News Service: AP
Representative.....Headley-Reed
Membership.....NAB
Pres., Gen. Mgr.....David M. Baltimore
Comm. Mgr.....Barry Sherman
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
ABN

Frequency: 980 Kc...Power: 5 Kw. d., 1 Kw. n.
Owned-Oper. By..Wyoming Valley Bcastg. Co.
Bus.-Studio Address.....86 No. Franklin St.
Tel.: VA 4-4666.....News Service: AP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NAB
President.....Mitchell Jenkins
Exec. Vice President.....Roy E. Morgan
Sales Prom. Mgr., Pub. Dir.....Louise Tillie
Commercial Manager.....Lee Vincent
Program Director.....Tom Bigler
Chief Engineer.....Theodore French

WLYC—Williamsport—1949
KBS

Frequency: 1050 Kc.....Power: 1 Kw., d.
Owned By.....Lycoming Bcastg. Co.
Address.....331 Pine St., Box 389
Tel.: 2-4676.....News Service: AP
Transcription.....Standard
Representative.....Donald Cooke
President.....John T. Kellher
V. P., Gen., Sta. Mgr....W. Richard Carlson
Commercial Mgr.....Vince Campana
Sls. Prom. Manager.....Edward Kirchman
Chief Engineer.....Norman Briggs

To Broadcasters

AP

Means

Added Profits

Added Prestige

The Associated Press

50 Rockefeller Plaza
New York 20, N. Y.



WRAK—Williamsport—1929 NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..... WRAK, Inc.
 Address..... 1559 West 4th St.
 Tel.: 2-6116..... News Service: AP
 Representative..... Meeker
 Membership..... NAB
 Sta. Exec..... Clair R. McCullough
 Gen. Sls. Mgr..... J. Robert Gulick
 Sta. Mgr..... George Joy
 Nat'l Sls. Mgr..... Thomas R. Nunan

WWPA—Williamsport—1949 CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned.. Williamsport Radio Bcstg. Assoc., Inc.
 Address..... 330 Government Pl
 Tel.: 7119..... News Service: UP
 Representative..... Burn-Smith
 News. Affil..... Grit Publishing Co.
 Transcription..... World
 Membership..... NAB, RAB
 President..... Harry J. W. Kiessling
 Gen., Sta. Manager..... Woodrow W. Ott
 Program Director..... John H. Archer
 Comm., Mgr..... Phil Lane
 Sales Prom. Mgr..... Robert G. Schooley
 Publicity Director..... Albert Decker
 Chief Engineer..... Carl Steinbacher

WNOW—York—1948

Frequency: 1250 Kc. Power: 1000 Watts d.

Owned-Operated By..... WNOW, Inc.
 Transcription Service..... Lang-Worth
 Business-Studio Address..... 25 S. Duke St.
 Tel.: 82-911..... News Service: AP
 Representative..... Adam Young
 General Manager..... Ralph Gottlieb
 Comm. Mgr..... Richard Rudolph
 Sta. Mgr..... Richard E. Burg

WORK—York—1932—NBC

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By..... Associated Bcstrs.
 Business-Studio Address..... 13 S. Beaver St.
 Tel.: 6629..... News Service: AP
 Transcription..... Thesaurus
 Membership..... NAB
 Representative..... Robert Meeker
 Station Executive..... Clair R. McCollough
 Station Manager..... Clare I. Miller
 Nat'l Sls. Mgr..... Thomas R. Nunan, Jr.
 Gen. Sales Mgr..... J. Robert Gulick

WSBA—York—1942 ABN-MBS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By ..Susquehanna Bcstg. Co.
 Address..... Box 910
 Tel.: 2-5521..... News Service: AP
 Transcription..... World
 Membership..... NAB, RAB
 Representative..... Headly-Reed
 President..... Louis J. Appell
 Comm., Sales Prom. Mgr..... P. K. Eberly
 Prog. Dir..... Robert Shipley
 Chief Engineer..... Arthur Hafer

WPRO



Ask Your
BLAIRMAN

The Station That

SELLS
PROVIDENCE
FALL RIVER
NEW BEDFORD

5000 WATTS 630 KC.

Cherry & Webb Broadcasting Company

BASIC CBS RADIO

PROVIDENCE R.I.

Rhode Island

Pop. March 1 (Est.)—849,000; Families—256,000; Lic. Stations—12,
Sta. CP's—1; Radio Homes—249,000; TV Homes—232,000

WADK—Newport—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By The Aquidneck Bcstg. Corp.
Address Box 367
Tel.: VI 6-1540 News Service: UP
Transcription Service World, Thesaurus
Representative Walker
Membership NAB
Pres., Gen. Mgr. Milton E. Miltler
Comm. Mgr. Frank Booth
Sales Prom. Mgr. George McNamara
Chief Engineer Allan Bowen

WPAW—Pawtucket—1950 ABN

Frequency: 550 Kc. Power: 1000 Watts d.
Owned-Oper. By Roger Williams Bcstg.
Address 55 Mill St.
Tel.: PA 5-9000 News Service: UP
Membership NAB
Gen. Manager D. A. Hysko
Sales Manager Helen Hysko

WEAN—Providence—1922 ABN-MBS-YANKEE

Frequency: 790 Kc. Power: 5 Kw. d.
Owned Providence Journal Co.
Address 75 Fountain St.
Tel.: DE 1-0600 News Service: AP, UP
News. Affil. Providence Journal-Bulletin
Membership NAB, RAB
Station Rep. Venard, Borgatti
President Henry S. Chafee
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 Bcstg. Co.
Bus-Stud. Add. 24 Mason St., WPRO Bldg.
Tel.: PL 1-9776 News Services: AP, UP
Representative Blair
Membership NAB, RAB
President William S. Cherry, Jr.
General Manager Arnold F. Schoen, Jr.
Commercial Mgr. F. J. Boynton
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. Bcstg. Co.
Address Water St.
Tel.: GE 4-2223 News Services: INS, UP
Representative Indie
Commercial Mgr. Earl Castleman
Gen. Manager Antonio Pace

WICE—Providence—1947

Frequency: 1290 Kc. Power: 500 Watts, d.
Owned Providence Radio, Inc.
Address Crown Hotel
Tel.: JA 1-6565 News Service: AP
Rep. Avery-Knodel
President Tim Elliot
Gen. Mgr. John F. Crohan
Program Director Jim Holt
Sales Prom. Mgr. Gus Parmet
Chief Engineer Paul Garver

WHIM—Providence—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Oper. By Buckley-Jaeger Bcstg.
Business-Studio Address. 144 Westminster St.
Tel.: UN 1-4211 News Service: UP
Representative Headley-Reed, Kettel-Carter
President John B. Jaeger
General Mgr. Richard Gerken
Business Mgr. John E. Metts
Comm. Mgr. Harry L. Case
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.
Tel.: GA 1-8255 News Services: AP, UP
Membership NAB, RAB
Trans. Sesac
Representative Peiry
Vice Pres., Treas. George O. Griffith
General Manager David Shurtleff
Comm. Manager Randolph P. Goetze
Sales Prim. Mgr. Richard Erlich
Chief Engineer Thomas C. J. Prior
(See Page 276)

WERI—Westerly—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Radio Westerly
Address 34 Main St.
Tel.: 2263 News Service: UP
Representative Walker
Pres., Gen. Mgr. Ted Estabrook
Comm. Mgr. Dot Kidder

WWRI—West Warwick—1956

Frequency: 1450 Kc. Power: 250 W.
Owned Grelin Bcstg, Inc.
Address 1501 Main St.
Tel.: VA 1-6200 News Service: AP, UP
Trans. Thesaurus
Membership NAB, RAB
President Melvin C. Green
Comm. Mgr. Robert McDonald
Prog. Dir. Patrick Fallon

WNRI—Woonsocket—1954

Frequency: 1380 Kc. Power: 1000 Watts, d.
Owner Friendly Bcstg. Co., Inc.
Address 814 Diamond Hill Rd.



RHODE ISLAND-SOUTH CAROLINA



Tel.: PO 9-0600.....News Service: UP
 President, Gen. Manager.....Joseph Britt
 Comm. Manager.....John Thomas

WVON—Woonsocket—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Woonsocket Bcstg. Co.
 Business-Studio Address.....99 Main St.
 Tel.: PO 2-1240.....News Service: AP

Transcription.....World
 Membership.....NAB
 Station Rep.....Nona Kirby
 President.....Millicent S. Palmer
 Sta. Mgr.....Zel Levin
 Gen. Mgr.....Buell W. Hudson
 Prog. Dir.....Frank E. Titus, Jr.
 Sales Director.....Eugene Mailloux
 Chief Engineer.....Harold M. Belknap

South Carolina

Pop. March 1 (Est.)—2,437,000; Families—601,000; Lic. Stations—66,
 Sta. CP's—3; Radio Homes—584,000; TV Homes—417,000

WABV—Abbeville—1957

KBS

Frequency: 1590 Kc.....Power: 1 Kw., d.
 Owned.....J. A. Gallimore
 Address.....Hwy. 72
 News Service.....UP
 Representative.....Best
 Trans.....Thesaurus
 Gen. Mgr.....George W. Settles, Jr.

WAKN—Aiken—1952—KBS

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By Aiken Electronics Adv. Corp.
 Address.....Box 811
 Tel.: 8-5464.....News Service: AP
 Transcription Service.....World
 Membership.....RAB, NAB
 President.....John Mare
 General Manager.....W. Randall Davidson
 Commercial Mgr.....Doyle Satterthwaite
 Chief Engineer.....Allen Askins, Jr.

WAIM—Anderson—1935

CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton E. Hall
 Address Trans. Loca.....321 Kingsley Road
 Tel.: CA 6-1511.....News Service: INS
 Newspaper Affil.....Independent, Daily Mail
 Transcription Service.....Long-Worth
 Representative.....Headley-Reed
 Gen., Sta. Mgr.....Glenn P. Warnock
 Commercial Mgr.....G. P. Browne
 Sales Prom. Mgr.....V. Barath
 Program Director.....Marshall Gailliard
 Chief Engineer.....Earl Cosens

WANS—Anderson—1949

MBS-KBS

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Radio Anderson, Inc.
 Address.....Box 211
 Tel.: CA 4-3424.....News Service: UP
 Transcription Service.....Standard
 Representative.....Devney
 Pres., Gen. Mgr.....W. Ennis Bray
 Program Director.....C. R. Martin
 Comm. Mgr.....A. R. Robinson
 Chief Engineer.....Alfred W. Pratt

WWBD—Bamberg—1957

Frequency: 790 Kc.....Power: 1 Kw., d.
 Owned.....Bamberg County Bcstg.
 Address.....Rt. 601 South
 Tel.: BA 2311.....News Service: AP
 Representative.....Walker, Dora-Clayton
 President.....Albert T. Fisher, Jr.
 Gen. Mgr.....Frank B. Estes, Jr.

WBAW—Barnwell—1953

KBS

Frequency: 740 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....WBAW, Inc.
 Address.....Jackson St.
 Tel.: 3507.....News Service: UP
 Representative.....Hil F. Best
 Transcription Service.....World
 President.....J. A. Gallimore
 General Mgr.....Joe Wilder
 Comm. Mgr.....Al Dunbar

WBLR—Batesburg—1956

KBS

Frequency: 1430 Kc.....Power: 5 Kw., d.
 Owned.....Ridge Bcstg. Corp.
 Address.....Batesburg
 Tel.: KE 2-4001.....News Service: UP
 Gen. Mgr.....James Olim Tice, Sr.
 Comm. Mgr.....Red Reynolds

WBEU—Beaufort—1954

KBS

Frequency: 960 Kc.....Power: 1 Kw., d.
 Owned.....Beaufort Bcstg. Co.
 Tel.: 812.....News Service: UP
 News Service.....UP
 Trans. Service.....World
 General Manager.....Louis M. Neale
 Program Director.....Hugh Ward

WHPB—Belton—1955

Frequency: 1390 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Community Bcstg. Co.
 Address.....P. O. Box 426
 Tel.: 2511.....News Service: UP
 Transcription.....Sesac
 General Mgr.....Clyde W. Laughter
 Comm. Mgr.....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 AddressBox 639
News Service**AP**
RepresentativeIndie Sales
Exec. Vice President...Y. W. Scarborough, Jr.
General Manager.....Neil Terrell
Chief Engineer.....John Gronert

WAGS—Bishopville—1954
KBS

Frequency: 1380 Kc.....Power: 1 Kw., d.
Owned.....Lee County Bcstg. Co.
AddressP. O. Box 168
Tel.: HU 4-5415.....News Service: **AP**
Membership**RAB**
Gen. Mgr.....John Martin
Program Director.....William Fields
Chief Engineer.....George Michaels

WACA—Camden—1948
KBS

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Station WACA
AddressCamden
Tel.: 80.....News Service: **UP**
Transcription Service.....Thesaurus
Rep.Continental
President.....Haygood S. Bowden
General Manager.....Tom Richards
Commercial Manager.....C. Ballard
Program Director.....A. A. Amodio

WCSC—Charleston—1930
CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. ByWCSC, Inc.
Address485 East Bay St.
Tel.: 2-7611.....News Service: **UP**
Transcription ServiceWorld
Rep.Peters, Griffin, Woodward, Inc.
Membership**NAB, 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.....John Broughton

WHAN—Charleston—1946
ABN-MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business AddressP. O. Box 183
Tel.: RA 3-1643.....News Service: **UP**
RepresentativeDixieland Sales
Membership**NAB**
Pres., Gen. Manager.....H. C. Weaver
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.
Tel.3-6428
RepresentativeForjoe, Dora-Clayton
Pres., Gen. Mgr.....Albert T. Fisher, Jr.
Sta., Comm. Mgr.....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.
Tel.: RA 2-2961.....News Service: **AP**
RepresentativeHollingbery
Pres., Gen. Mgr.....Charles E. Smith
Sta. Mgr.....Ralph J. Shade
Sales Prom. Mgr.....B. Spencer
Program Dir.....Bill Walton

WQSN—Charleston—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Low Country Bcstg. Co.
Address42 10th Ave.
Tel.: 2-2652.....News Service: **UP**
RepresentativeRadio-TV Reps.
PresidentSol Panitz
Gen., Sta. Manager.....E. H. Keown
Dir. Nat'l Sls.....Barry Winton

WCRE—Cheraw—1953—KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Pee Dee Bcstg.
AddressBox 631
Tel.: 7500.....News Service: **UP**
RepresentativeBest, Dora Clayton
Gen. Mgr.....William R. Wagner
Comm. Mgr.....James E. Ward
Chief Engineer.....Dewey Gardner

WGCD—Chester—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Dispatch Pub. Co.
AddressBox 302
Newspaper Afil.....Dispatch Publ. Co.
Trans. Ser**SESAC**
PresidentC. V. Sink
Gen., Sta., Comm. Mgr.....John T. Cashion
Sec'y-Treas.....Joe Sink

WCOS—Columbia—1939
ABN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WCOS, Inc.
AddressCornel Arms Bldg.
Tel.: AL 2-2177.....News Service: **AP**
Transcription Service**World**
RepresentativeHeadley-Reed
Membership**NAB**
Pres., Gen. Mgr.....George H. Buck, Jr.
Sales Manager.....Hub Terry
Prog. Dir.....Bob Truere
Chief EngineerRobert D. Lambert, Jr.

WIS—Columbia—1930—NBC

Frequency: 560 Kc.....Power: 5000 Watts



SOUTH CAROLINA



Owned-Oper. By Bcstg. Co. of the South
Business-Studio Address 1111 Bull St.
Tel.: AL 3-6431 **News Service:** AP
Transcription Service Thesaurus
Representative: Peters, Griffin, Woodward, Inc.
Membership NAB
President B. Calhoun Hipp
Ex. V.P.: G. Richard Shafto
Managing Director: W. Frank Harden
Dir. Adm'n. Services: J. D. Saumenig
Promotion Director: Lillian Davis
Prog. Dir.: John Wrisley
Chief Engineer: John W. Watts

WMSC—Columbia—1945

Frequency: 1320 Kc. **Power:** 1000 Watts
Owned-Oper. By WMSC Radio, Inc.
Business-Studio Address 1127 Lady St.
Tel.: AL 2-8659 **News Service:** UP
Transcription Service Standard, SESAC
Representative H-R. Ayer
Membership NAB
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.
Tel.: AL 3-9401 **News Service:** AP
Representative Raymer
Trans. Standard
Membership NAB
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 Box 565
Telephone AL 6-1551
Representative Walker, Dora-Clayton
Membership NAB, RAB
President Albert T. Fisher, Jr.
Gen., Sta., Comm. Mgr.: Russell George
Sales Prom. Mgr.: Frankie Porter
Prog. Dir.: James Carter
Chief Engineer: William Bridges

WLAT—Conway—1945 MBS

Frequency: 1330 Kc. **Power:** 1000 Watts, d.
Owned Coastal Broadcasting Co.
Tel.: 340 **News Service:** AP
Representative McGillvra
Pres., Gen. Mgr.: L. M. Hawley
Business Mgr.: H. L. Hanks
Ch. Eng.: Jack E. Hawley

WPFJ—Darlington—1955

Frequency: 1350 Kc. **Power:** 1 Kw., d.
Owned Community Bcstrs.

Address Box 277
Tel.: 1398 **News Service:** UP
Representatives Hil F. Best
Gen. Mgr.: Ralph W. Hoffman
Sta. Mgr.: Emily G. Hoffman

WDSC—Dillon—1946—ABN KBS

Frequency: 800 Kc. **Power:** 1000 Watts a.
Owned-Oper. By Border Bcstg. Co., Inc.
Address U. S. Highway 301
Tel.: 470 **News Service:** UP
Pres., Gen. Mgr.: Joseph Martin
Comm. Mgr.: Jim Murff
Program Mgr.: Lee Lumpkin
Sales Prom. Mgr.: John 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
Tel.: 9388 **News Service:** UP
Representative Indie Sales
Pres., Gen. Mgr.: Cleatus Brazzell
Comm. Mgr.: Jack Moore

WJMX—Florence—1947 ABN

Frequency: 970 Kc. **Power:** 5 Kw. d., 1 Kw. n.
Owned-Oper. By Atlantic Bcstg. Co., Inc.
Business Address P. O. Box 1211
Tel.: MO 9-6351 **News Service:** AP
Membership NAB
Representative Walker, Dora-Clayton
President Eugene E. Stone
Gen., Sta. Mgr.: Paul H. Benson, Jr.
Chief Engineer: Frank Jenne

WOLS—Florence—1937—KBS

Frequency: 1230 Kc. **Power:** 250 Watts
Owned-Oper. By Florence Bcstg. Co., Inc.
Business-Studio Address 151 S. Dargan St.
Tel.: 2-3271 **News Service:** UP
Representative Bob Dore
Pres.: Melvin Purvis
Gen. Mgr.: A. P. Skinner

WFIS—Fountain Inn—1956

Frequency: 1600 Kc. **Power:** 1 Kw., d.
Owned Fountain Inn-Simpsonville Entp.
Address Box 271
Tel.: WO 3-5991 **News Service:** AP
Representative Best
President D. L. Bramlett
Gen., Comm. Mgr.: James L. Brownell, Jr.

WFGN—Gaffney—1948—KBS

Frequency: 1570 Kc. **Power:** 250 Watts d.
Owned-Oper. By Cherokee Radio Co., Inc.
Address P. O. Box 759
Tel.: 4795 **News Service:** UP
Representative Radio-TV Promotion Synd.
President A. Ray Godshall
Gen., Sta. Mgr.: Morton E. Green