

WGR*

BUFFALO—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By... WGR Broadcasting Corp.
 Address..... 1800 Rand Bldg.
 Phone Number..... Washington 3100
 Transmitter Location..... Hamburg, N. Y.
 Time on the Air..... 5:50 a.m. to 1:05 a.m.
 News Service..... UP
 Transcription Service..... World Associated
 Representative..... Free & Peters
 Membership..... NAB, BMB

Personnel

President-Gen. Mgr..... Nat L. Cohen
 Sales Manager..... Nat L. Cohen
 Production Manager..... Robert Strigl
 Program Manager..... Karl Hoffman
 Sales Promotion-Pub. Dir..... R. McPherson
 Chief Engineer..... Karl B. Hoffman
 Chief Announcer..... Allan L. Lewis
 Music Director..... David Cheskin
 Record MC..... Billy Keaton

* 500W. construction permit.

WKBW

BUFFALO—EST. 1925

AMERICAN BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By..... Buffalo Broadcasting
 Corp.
 Address..... 1800 Rand Bldg.
 Phone Number..... Washington 3100
 Transmitter Location..... Big Tree Road,
 Hamburg, N. Y.
 Time on the Air..... Unlimited
 News Service..... UP
 Transcription Service..... World Broadcast-
 ing System, Cole
 Representative..... Avery-Knodel, Inc.
 Membership..... NAB

Personnel

President..... Hiram W. Deyo
 Vice-Pres. & Gen. Mgr..... John A. Bacon
 Sales Manager..... Richard H. Ullman
 Merchandising Manager... John H. Schnell, Jr.
 Program Director..... John A. Bacon
 Chief Announcer..... Jack Gelzer
 Publicity Director..... John H. Schnell, Jr.
 Public Relations Director..... Lillian Kirk
 Musical Director..... Bobby Nicholson
 Chief Engineer..... Richard Blinzler
 Record Mc's.... Foster Brocks, Terry Washburn

WELM

ELMIRA—EST. 1947

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By... James Robert Meachem
 Business Address..... 222 East Market St.
 Phone Number..... 2-8378
 Transmitter Location..... Upper Yake St.
 News Service..... AP
 Representative..... The Walker Co.
 Membership..... NAB

Personnel

Owner-Gen. Mgr..... J. R. Meachem
 Sales Manager..... Claude Snyder, Jr.
 Program Director..... Preston L. Taplin

WENY

ELMIRA—EST. 1939

NBC—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Elmira Star-Gazette, Inc.
 Business Address..... Mark Twain Hotel
 Phone Number..... 5181
 Transmitter Location... Lower Schuyler Ave.
 Time on the Air..... 7 a.m. to 1 a.m.:
 Sunday, 8 a.m. to 1 a.m.
 Newspaper Affiliation... Elmira Star-Gazette
 News Service..... UP
 Transcription Service... World Broadcasting,
 Lang-Worth
 Representative..... J. P. McKinney & Son
 Membership..... NAB, BMB

Personnel

President..... Frank E. Gannett
 General Manager..... Dale Taylor
 Sales-Commercial Manager... Ernest F. Oliver
 Sales Promotion-Merchandising
 Manager..... Ernest F. Oliver
 Program Director..... Woodrow W. Ott
 Chief Announcer..... Ted Hodge
 Musical Director..... Harry Springer
 Chief Engineer..... Thurlow A. Greene

WGBB

FREEPORT—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By..... H. H. Carman
 Address..... 44 So. Grove Street
 Phone Number..... Freeport 8-2418
 Transmitter Location..... 215 Bedell Street
 Time on the Air..... Unlimited
 Transcription Service..... NBC Thesaurus

Personnel

President-General & Station
 Manager..... Harry H. Carman
 Sales-Commercial Manager... Harry H. Carman
 Program Director..... A. Cheesman
 Chief Announcer..... Neal Seaman
 Chief Engineer..... G. Graham
 Record M. C..... William Martin

W W S C
GLENS FALLS—EST. 1946
MUTUAL—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By
 Great Northern Radio, Inc.
 Address ..Empire Theater Bldg., 11 South St.
 Phone Number.....Glens Falls 2-6983
 Transmitter Location
 Pruyn's Island, Glens Falls, N. Y.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World

Personnel

PresidentMartin Karig
 General Manager.....Martin Karig
 Station Manager.....Eric Fields
 Commercial Manager.....Arthur L. Cooper
 Sales Manager.....Bob Gifford
 Program Director.....Bob Gifford
 Publicity Director.....Bob Gifford
 Chief Announcer.....Eric Fields
 Acting Chief Engineer.....Joseph Thomas

(CALL LETTERS TO BE ASSIGNED)
GLENS FALLS*

Frequency: 1230 Kc.....Power: 100 Watts
 Permittee.....Glens Falls Publicity Corp.

* Construction permit pending.

W E N T
GLOVERSVILLE—EST. 1944
COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By...Sacandaga Broadcasting Corp.
 Operated By.....George Bissell
 Address.....8 West Fulton St.
 Phone4900-1
 Transmitter Location.....Harrison St.
 Time on the Air....17 hours 10 minutes daily
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 MembershipNAB, BMB

Personnel

President.....George F. Bissell
 General Manager.....Dale Robertson
 Program Director.....Malcolm Weaver
 Chief Engineer.....DeWaine Rauer

W H L I
HEMPSTEAD—EST. 1947

Frequency: 1100 Kc.....Power: 250 Watts D.
 Owned-Operated By.....Elias I. Godofsky

Business Address.....26 Court St.
 Transmitter Location.....Hempstead
 News Service.....UP
 Transcription Service.....Associated

Personnel

General Manager.....Elias I. Godofsky
 Station Manager.....Paul Godofsky
 Musical Director.....Eddy Brown
 Chief Engineer.....Frank E. Knaack

W H C U
ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 1000 Watts
 Owned-Operated By.....Cornell University
 Business Address..Ithaca Savings Bank Bldg.
 Phone Number3438
 Studio Addresses: Ithaca Savings Bank Bldg.;
 Campus Studio; Cornell Countryman Bldg.;
 Cornell Campus

Transmitter Location..Kline Rd., Forest Home,
 Ithaca

Time on the Air.....6:30 a.m. to sundown
 News ServiceUP
 Transcription Service.....World Broadcasting
 System

Representative.....Howard H. Wilson Co.,
 Kettle-Carter
 MembershipNAB, BMB

Personnel

General Manager.....Michael R. Hanna
 Sales Manager.....Earl S. Cobey
 Program Director.....Joseph A. Short
 Publicity Director.....Theodore T. Howes
 Chief Announcer.....John H. Deal
 Musical Director.....John H. Deal
 Chief Engineer.....True McLean

W J T N
JAMESTOWN—EST. 1936
ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...James Broadcasting
 Company, Inc.

Address.....208 Hotel Jamestown Bldg.
 Phone Number.....7151
 Transmitter Location: Jones & Gifford Avenue
 and Hallock Street Extension

Time on the Air.....6 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.

News ServiceUP
 Transcription Service.....Associated Music,
 World

Representative.....Wm. G. Rambeau Co.
 MembershipNAB, BMB

Personnel

President.....Jay E. Mason
 General Manager.....Simon Goldman
 Commercial Manager.....Simon Goldman
 Sales Promotion Manager...Martha Johnson
 Program Director.....Jay E. Mason
 Production Manager.....J. Ralph Carlson
 Publicity Director.....Donald Laubenstein
 Chief Announcer.....Jack Guinan
 Musical Director.....George Pfeeger
 Chief Engineer.....Harold J. Kratzert
 Record M. C.....William Winn

W K N Y

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Kingston Broad. Corp.
 AddressB'way. Theater Bldg.,
 601 Broadway
 Phone NumberKingston 4500
 Transmitter Location....Yarmouth St., Ulster
 Township
 Time on the Air.....7 a.m. to 1 a.m.;
 Sunday: 7:45 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....Thesaurus
 National Sales Office...The Friendly Group
 Representative...Joseph Hershey McGillvra, Inc.
 MembershipBMB

Personnel

President.....John J. Laux
 General Manager.....Lou Stekete
 Commercial Manager.....George M. Hard
 Sales Promotion Manager..Claude S. Middagh
 Program Director.....Dick McCarthy
 Publicity Director.....Ernest M. Ward
 Chief Announcer.....Dick McCarthy
 Musical Director.....Bill Brophy
 Chief Engineer.....Francis H. Boisvert
 Record MC.....Dick Nedin

W I C Y

MALONE—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..North Country Broad. Co.
 Address.....65 Woodward St.
 Phone Number.....Malone 187
 Transmitter Location.....65 Woodward St.
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....World
 MembershipNAB

Personnel

Production Manager.....Mitchell C. Tackley
 Commercial Manager.....Ralph M. Cardinal

Sales Manager.....Ralph M. Cardinal
 Program Director.....Daniel W. Casey
 Publicity Director.....Mitchell C. Tackley
 Chief Announcer.....Robert Conto
 Chief Engineer.....Charles Walker

W M S A

MASSENA—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By.....The Brockway Co.
 Address.....Central Building
 Phone Number.....990
 Transmitter Location.....Winthrop Rd.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday: 8 a.m. to 12:05 a.m.
 Newspaper Affiliation.....The Watertown
 Daily Times
 News ServiceUP
 Transcription Service.....SESAC, Standard
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

President.....Harold B. Johnson
 General Manager.....Louis Saiff, Jr.
 Station Manager.....Thomas R. McHugh
 Commercial Manager.....Thomas R. McHugh
 Sales Promotion Manager..Robert E. Anderson
 Publicity Director.....Robert E. Anderson
 Chief Engineer.....Michael R. Yonkovic

W A L L

MIDDLETOWN—EST. 1942

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByCommunity Broad-
 casting Corp.
 Business Address.....14 South St.
 Phone Number3119
 Transmitter Location....229 Monhagen Ave.
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Keystone
 Membership.....NAB, BMB

Personnel

President.....John Morgan Davis
 General Manager.....Martin N. Oebbecke
 Program Director.....George W. Shepard

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc.....Power: 1000 w. d. only
 Owned-Operated ByWGNY Broad-
 casting Co., Inc.



THE GENTLEMAN WITH THE RIGHT PICK

Can lower advertising costs . . . and yet clinch a substantial share of the Metropolitan New York Market with a sales message beamed over WBNX. 1947 is going to be a big year for advertisers in this World's Largest Market and you can depend on WBNX to be your low cost — best seller.

Write, call or phone MELrose 5-0333 for rates and data pertaining to English and Foreign language audiences.



Business Address 161 Broadway
 Phone Number..... 4600
 Transmitter Location..... Cohecton Turnpike
 Time on the Air..... 7:30 a.m. to local sunset
 Newspaper Affiliations..... Speidel
 Newspapers, Inc.
 News Service UP
 Transcription Service..... Standard, W. E. Long
 Membership..... NAB, BMB

Personnel

President..... Merritt C. Speidel
 General Manager..... Harold W. Cassill
 Station Manager..... Harold W. Cassill
 Commercial Manager..... Joseph W. Rake
 Sales Promotion Mgr..... Joseph W. Rake
 Program Director..... Richard F. Crans
 Production Manager..... Edward J. Burns
 Chief Announcer..... Edward J. Burns
 Musical Director..... James Goble
 Chief Engineer..... Marvin S. Seimes
 Record MC..... Al Gioielli

W C B S

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc..... Power: 50000 Watts
 Owned-Operated By..... Columbia Broadcasting
 System, Inc.
 Business Address..... 485 Madison Avenue
 Phone Number..... Wickersham 2-2000
 Studio Addresses: 485 Madison Ave.; 49 E.
 52nd St.; 1697 Broadway; 799 Seventh
 Ave.; 251 W. 45th St.; 254 W. 54th St.; 109
 W. 39th St., 111 E. 58th St.
 Transmitter Location: Columbia Island, New
 Rochelle, N. Y.
 Time on the Air..... 21 hours daily
 News Service..... AP, INS, UP, Reuters
 Transcription Service..... Associated Music
 Publishers; Langworth Feature Programs
 Representative..... Radio Sales
 Membership..... NAB, BMB

Personnel

President..... Frank Stanton
 Chairman, Board of CBS..... William Paley
 General Manager..... Arthur Hull Hayes
 Commercial Manager..... Don Miller
 Adv. & Sales Promotion Mgr..... Jules Dundes
 Program Director..... G. Richard Swift
 Publicity Director..... Michael Boscia
 Asst. Program Dir..... D. Gordon Graham
 Special Events..... Henry Unter Meyer
 Musical Librarian..... Edna Barnes
 Script Editor..... Jack Hoins
 Chief Engineer..... Henry Grossman
 (For additional personnel see listing of
 Columbia Broadcasting System, Inc., under
 Networks

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc..... Power: 5000 Watts
 Owned-Operated By..... WBNX Broadcasting
 Co., Inc.
 Address 260 E. 161st Street
 Phone Number..... MEIrose 5-0339
 Transmitter Location..... Carlstadt, N. J.
 Time on the Air... ¼ time shared with WAWZ
 News Service AP
 Transcription Service..... Standard Radio,
 SESAC
 National Representative..... Forjoe & Co.
 Membership NAB

Personnel

President..... A. L. Haskell
 Vice-President-General
 Manager W. I. Moore
 Production Manager..... Edw. Ervin
 Program Director..... Frank Johnson
 Musical Director..... Fred Mendelsohn
 Chief Engineer A. Solbrig

For the best in
 Washington news . . .

AP

FIRST

AMONG THE INDEPENDENTS

The "Log of Nine New York Stations" by Radio Reports, Inc. (December 1946) shows:

**MORE ADVERTISERS
USE WHN THAN ANY
OTHER INDEPENDENT
STATION**

This popular station, moreover, outclassed all but one of the network key stations in national spot and local advertising.

Use the station other advertisers use most...



New York's biggest radio buy
TED HUSING'S BANDSTAND

Participating Sponsorship in Three
and Six-Times Weekly Strips

WHN

NEW YORK

50,000 WATTS • 1050 KILOCYCLES

Represented by Rambeau

WEVD

NEW YORK—EST. 1929

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated ByDebs Memorial
 Radio Fund, Inc.
 Address117 West 46th Street
 Phone NumberBRyant 9-2360
 Transmitter Location.....4701 Maspeth Ave.,
 Maspeth, L. I., N. Y.
 News ServiceAP
 Time on the Air...7 a.m. to 10 a.m., 12 noon to
 6 p.m. and 8 p.m. to 1 a.m.
 News ServiceAP

Personnel

PresidentAdolph Held
 General-Station Manager...Henry Greenfield
 Sales-Commercial Manager...Henry Greenfield
 Program-Publicity Director.....George Field
 Chief Announcer.....David Niles
 Musical Director.....Nicholas Saslavsky
 Chief Engineer.....Charles Brown

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned-Operated By .The Crosley Broad. Corp.
 Address.....28 West 44th Street
 Phone NumberBRyant 9-6000
 Transmitter Location.....Lyndhurst, N. J.
 Time on the Air.....4:45 a.m. to midnight
 News ServiceAP, INS
 MembershipNAB

Personnel

President.....James D. Shouse
 General Manager.....Robert E. Dunville
 Station Manager.....Willard Schroeder
 Sales Commercial Dir.....Marion Annenberg
 Promotion Manager.....Marion Annenberg
 Publicity Director.....Chas. Oppenheim
 Chief Announcer.....Joe Tobin
 Musical Director.....Irving Landau
 Chief Engineer.....Paul Von Kunits

(See Color Page 12)

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
 Owned-Operated By.....Marcus Loew Book-
 ing Agency
 Address1540 Broadway
 Phone NumberBRyant 9-7800
 Transmitter LocationEast Rutherford,
 N. J.
 Time on the Air.....6 a.m. to 2 a.m.
 News ServiceUP, AP
 Transcription Service.....Associated
 Representatives.....Wm. G. Rambeau Co.

Personnel

Director.....Herbert L. Petley
 General Manager.....Frank Roehrenbeck
 Director of Sales.....Bertram Leihar, Jr.
 Sales Promotion-Merchandising
 ManagerRobert G. Patt
 Program Director.....Raymond Katz
 Production Manager.....Helen Ward
 Publicity Director.....Jo Ranson
 Chief Announcer.....Ted Schneider
 Musical Director.....Joel Herron
 Chief Engineer.....Paul Fuelling
 Record MC's.....Ted Husing, Robert Q. Lewis

5000 WATTS 1330 Kc



ENGLISH · JEWISH · ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

For the **WHY** — the **WHAT** — the **WHEREFORE**
of **FOREIGN LANGUAGE RADIO**

REMEMBER

WHOM

“THE IL PROGRESSO STATION”

- FOR THE **BEST BUY** IN FOREIGN LANGUAGE PROGRAMS!
- FOR FOREIGN LANGUAGE **SHOWMANSHIP!!**
 - TO **EFFECTIVELY REACH MILLIONS** OF FAITHFUL LISTENERS IN THE NEW YORK MARKET!!!

YOU'LL NATURALLY CHOOSE

WHOM

“THE IL PROGRESSO STATION”

Specializing in

- **ITALIAN**
 - **POLISH**
 - **JEWISH**
 - **GERMAN**

PLUS

“AFTER HOURS” — ALL-NITE ENGLISH FEATURE



“The Il Progresso Station”

GET THE FACTS NOW!

WHOM, 29 West 57th Street, New York 19, N. Y.

PLaza 3-4204

Jack M. Compter, Commercial Manager

W H O M

NEW YORK—EST. 1930

Frequency: 1480 Kc. . . . Power: 1000 D, 500 N.
Owned-Operated By Atlantic Broadcasting
Co., Inc.

Address 29 W. 57th St.
Phone Number Plaza 3-4204
Studio Addresses . . 30 Journal Sq., Jersey City:
29 W. 57th St., N. Y.

Transmitter Location . . Washington St., Jersey
City.

Time on the Air . 6:30 a.m. to 5:30 a.m.: Sun-
day, 7:30 a.m. to 5:30 a.m.

Newspaper Affiliation Il Progresso Italo
Americano

News Service UP

Transcription Service Standard

Membership NAB

Personnel

President Generoso Pope
Exec. V.-P. and Gen. Mgr. Fortune Pope
Station Manager Fortune Pope
Sales Commercial Mgr. Jack M. Compter
Promotion Manager Jack M. Compter
Program Director Charles Baltin
Production Manager Ralph Costantino
Publicity Director Charles Baltin
Musical Director Giuseppe de Lucca
Chief Engineer Theodore Gempp
Record MC Sid Torin

W J Z

NEW YORK—EST. 1921

ABC—KEY STATION

Frequency: 770 Kc. Power: 50000 Watts
Owned-Operated By American Broadcasting
Corp.

Address 30 Rockefeller Plaza
Phone Number Circle 7-5700

Transmitter Location . . Lodi, Bergen County, N.J.

Time on the Air 24 hours daily

News Service AP, UP & INS

Representative ABC Spot Sales

Membership NAB, EMB

Personnel

President Mark Woods
Station Manager Murray Grabhorn
Sales Manager C. L. Doty
Merchandising Manager Geo. MacGlennon
Program Director John Hade
Musical Director Paul Whiteman
Chief Engineer George Mine
Record MC Johnny Dale

(For additional personnel see listings under
American Broadcasting Company in network
section of this volume.)

For the greatest
in news reliability . .

AP



WLIB NEW YORK



WLIB A VITAL FORCE IN NEW YORK CITY'S MARKETING SYSTEM

...

WLIB's
News Bureau
— Winner of
the N. Y. News-
paper Guild's
First Citation for
Radio Journalism

FOR THE LISTENERS:

Music for their listening moods

FOR THE SPONSOR:

A loyal, responsive audience

National

SALES REPRESENTATIVES:

Adam J. Young Jr.

INCORPORATED

WLIB · 1190 on your dial

... MUSIC FOR YOUR LISTENING MOODS

Dorothy S. Thackrey, Chairman • T. O. Thackrey, Vice Chairman
Arthur A. Engel, Commercial Manager • Louis Jacobson, Station Manager
207 EAST 30th STREET, NEW YORK 16, N. Y.

WLIB

NEW YORK—EST. 1942

Frequency: 1190 Kc..Power: 1000 W. d. only
 Owned-Operated By.....WLIB, Inc.
 Address.....207 E. 30th St.
 Phone Number.....Murray Hill 3-6903
 Transmitter Location.....180 Morgan Ave.
 Time on Air...Local sunrise to local sunset
 WorldSESAC
 Newspaper Affiliation.....New York Post
 Transcription ServiceAssociated Music
 and World
 Representative.....The Forjoe Co.
 MembershipNAB

Personnel

President-Gen. Mgr.....Dorothy Thackrey
 General and Sales Mgr.....Arthur Simon
 Commercial Manager.....Arthur A. Engel
 Asst. Program Dir.....Clifford Evans
 Production Manager.....Murray Jordan
 Publicity Director.....Sam Eliert
 Chief Announcer.....Murray Jordan
 Musical Director.....Mimi Trepal
 Chief Engineer.....Lou Thompson
 Record MC.....Roger Sweet
 Chief Music Librarian.....Roger Sweet

WNBC

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
 Owned-Operated ByNational Broad-
 casting Co.
 Address30 Rocketteller Plaza
 Phone NumberCircle 7-8300
 Transmitter Location....Port Washington, N. Y.
 Time on the Air..5:30 a.m. to 1 a.m.; Sunday,
 8 a.m. to 1 a.m.
 News Service.....AP, UP, INS
 Transcription Service.....NBC Thesaurus,
 Standard
 Representative...NBC National Spot & Local
 Sales
 Membership.....NAB, BMB

Personnel

President.....Niles Trammell
 General Manager.....Frank Mullen
 Station Manager.....James M. Gaines
 Program Director.....DeLancy Provost
 Sales Promotion-Merchandising
 ManagerCharles Philips
 Publicity Director.....Bob Daub
 Chief Announcer.....Patrick J. Kelly

For the greatest in prestige . . .

AP

renewal power-

THE TRUE TEST OF STATION STRENGTH!

keystone of WMCA's dominance in the metropolitan New York market is the "longevity" of its advertisers. Take a look at a cross-section of our 1946 sponsors...organizations whose long spans of life on this station reach into *decades*...undeniable *proof* of the strength of the WMCA sales impact!



Represented Nationally by
Free & Peters

Years

25	Sachs Quality Furniture
13	Michael's Brothers
12	Ex-Lax
10	Modern Industrial Bank
9	Simon Ackerman Clothes
9	Barney's Clothing
8	Pepsi-Cola
8	Stanback
7	Horn and Hardart
6	Crawford Clothes
5	Adam Hats
5	BC Remedy
5	Edelbrew Beer
5	Loeser's Department Store
5	National Shoes
4	Mission Bell Wine
4	Piel's Beer
4	Venida



First on New York's Dial

Musical Director.....Samuel Chotzinoff
 Chief Engineer.....F. A. Wankel
 Record MC.....Bob Smith
 (For additional personnel see listing of National Broadcasting Co., under Networks.)

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone NumberCircle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air.....24 hours daily
 News Service AP
 Representative.....Weed & Co.
 MembershipBMB

Personnel

President.....Nathan Straus
 Secretary-Treasurer.....Herman M. Stein
 First V.P. and Gen. Mgr.....Charles Stark
 Sales Promotion Manager...Howard Klarman
 Dir. of Commercial Programs...Jos. Gottlieb
 Director of Sales.....Herman Bess
 Education Director.....Helen Sachs Straus
 Vice-Pres., Director of News, Publicity
 and Special Events.....Leon Goldstein
 Chief Announcer.....Joe O'Brien
 Musical Director.....William Taylor
 Chief Engineer.....Pierre C. Versepunt
 Record M.C.....Joe Franklin

W N Y C *

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned and Operated By: City of New York;
 Municipal Broadcasting System
 Address.....2500 Municipal Building
 Phone NumberWorth 2-5600
 Transmitter Location...Greenpoint, Brooklyn,
 N. Y.; 10 Kent St., Brooklyn, N. Y.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....AP, INS, UP

Personnel

Chief Executive.....William O'Dwyer,
 Mayor of the City of New York
 Station Manager.....Seymour N. Siegel
 Executive Officer.....John DeProspero
 Program Director.....Seymour N. Siegel
 Production Manager.....Frank Tomasell
 Publicity Director.....Lilian Supove
 Chief Announcer.....Thomas H. Cowan
 Musical Director.....Herman Neuman
 Chief Engineer.....William H. Pitkin
 Record MC.....Alan Zachary

*Non-Commercial Station

For the best

in women's news . . .

AP

IN THE MONEY

98.8% OF THE TIME!

Among programs heard over *all* New York Stations (network affiliates included) between 10:00 A. M. and 11:30 A. M. & 5:35 P. M. and 7:30 P. M.

THE MAKE BELIEVE BALLROOM

**with MARTIN BLOCK over WNEW
in the year 1946**

rated 1st 55.4% of the time
rated 1st or 2nd 86.3% of the time
rated 1st, 2nd or 3rd 98.8% of the time

(THE PULSE reports for January through December, Monday-Friday averages)

— WNEW —

**SERVING NEW YORK AND NEW JERSEY
24 HOURS A DAY**



W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By....Greater New York
 Broadcasting Corporation
 Address.....565 Fifth Ave.
 Phone NumberPlaza 3-3300
 Transmitter Location.....Belleville Turnpike,
 Kearney, N. J.
 Time on the Air: 24 hours a day—seven days
 a week
 News Service.....AP; N. Y. Daily News
 Transcription Service.....Standard Radio
 Lang-Worth, World
 Representative: John Blair & Co.; R. C. Foster
 Membership NAB

Personnel

General Manager.....B. Judis
 Station Manager.....B. Judis
 Vice-Pres. in Charge Sales...Ira M. Herbert
 Sales Promotion Mgr.....John V. B. Sullivan
 Program Director.....Ted Cott
 Production Manager.....Jack Grogan
 Assoc. Publicity Dir.....Rhea Diamond
 Chief Announcer.....John Jaeger
 Musical Director.....Roy Ross
 Chief Engineer.....Max J. Weiner

W O R

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM
 Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service, Inc.
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Transmitter Location.....Carteret, N. J.
 Time on the Air.....24 hours daily
 News Service.....AP, UP, INS
 Transcriptions Service.....WBS
 Membership.....NAB, BMB

Personnel

President.....Theodore C. Streibert
 Vice-President.....R. C. Maddux
 Sales Manager.....Eugene S. Thomas
 Promotion Director.....Joseph Creamer
 Program Director.....Rodney Erickson
 Production Manager.....Daniel Ehreneich
 Dir. of News-Special Features..Dave Driscoll
 Publicity Director.....Richard Pack
 Music Director.....Sylvan Levin
 Popular Music Director.....Tommy Dorsey
 Chief Engineer-Vice-Pres.....Jack R. Poppele
 Record MC.....Barry Gray

See Page 496

The Red Cross Needs



Your Unstinting Assistance

G I V E !



Fred Robbins, popular WOV disc-jockey and emcee of the "1280 Club"

We Have Analyzed Our Audience For Sponsors of the "1280 Club"

WE want you to know what you get for your dough! That's why WOV asked "The Pulse, Inc." to analyze the first 25,000 registered members of, and ardent listeners to, Fred Robbins' "1280 Club" program, broadcast nightly over WOV from 6:30 to 9:00 p. m.

The results really tell a sponsor what he gets on this popular, six-day-a-week program. For example:

The "1280 Club" delivers 1280 listeners for a dollar.

Their average age is 23 years.

56% are women . . . 44% are men.

96% live in metropolitan New York. And we can give you the home address of each one.

Get the complete facts on this most revealing of all listener surveys . . . age, sex, income, where and how these ardent listeners live. Phone or write for a WOV representative today.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

*We Want You To Know
What You Get For
Your Dough!*

WOV

NEW YORK

W O V

NEW YORK—EST. 1926

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Operated By...Wodaam Corporation
 Address730 Fifth Avenue
 Phone NumberCircle 5-7979
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air.....6 a.m. to midnight,
 Monday thru Saturday
 News ServiceUP
 Transcription Service.....Standard Radio
 Representative.....John E. Pearson Co.

Personnel

President.....Harry Henshell
 General Manager-Station
 Manager.....Ralph N. Well
 Commercial Manager.....Ralph Nardella
 Sales Promotion Manager.....Judith Vallen
 Program Director.....Arnold B. Hartley
 Publicity Director.....Anne Baldwin
 Musical Director.....Paul Romeo
 Chief Engineer.....Hillis Holt
 Record M. C.....Fred Robbins

W Q X R

NEW YORK—EST. 1936

Frequency: 1560 Kc.....Power: 10000 Watts
 Owned By.....The New York Times Co.
 Operated By.....Interstate Broad. Co., Inc.
 Address730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location..Maspeth, Long Island,
 N. Y.
 Time on the Air...7 a.m. to 12:05 midnight;
 Sundays: 8 a.m. to 12:05 midnight
 Newspaper Affiliation.....New York Times
 News Service...The N. Y. Times News Service
 Transcription Service..World Broadcasting
 System; Associated Music
 Representative.....Adam J. Young, Jr.
 MembershipNAB

Personnel

Chairman of the Board..Arthur Hays Sulzberger
 President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 Station Manager.....John S. Hayes
 Promotion Director.....Bennet Korn
 V.-P. in Charge of Sales.....Hugh K. Boice
 Program Director.....Eleanor N. Sanger
 Publicity Director.....Eleanor Hurley
 Chief Announcer.....Albert Grobe
 Music Consultant.....Abram Chasins
 Orchestral Director.....Leon Barzin
 Chief Engineer.....Russell Valentine

See Page 292

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc.....Power: 1000 w. d. only
 Owned-Operated By...The Niagara Falls
 Gazette Publishing Company
 Address.....310 Niagara St., Hotel Niagara
 Phone Number.....2-2311 & 8421
 Transmitter Location.....Lockport & Military
 Roads
 Time on the Air..Local sunrise to local sunset
 Newspaper Affiliation.....Niagara Falls
 Gazette
 News ServiceUP
 Transcription Service...Lang-Worth, Standard
 Radio, Associated, World, SESAC, Cole
 RepresentativeHeadley-Reed Company

Personnel

General Manager.....Earl C. Hull
 Commercial Manager...Richard G. Robbins
 Program Director.....Robert J. Manning
 Production Manager.....J. M. Whitney
 Musical Director.....J. Harold Bradley
 Chief Engineer.....E. D. Hiatt, Jr.

W S L B

OGDENSBURG—EST. 1940

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...St. Lawrence Broad-
 casting Corp.
 Address2315 Knox St.
 Phone NumberOgdensburg 500
 Transmitter Location.....2315 Knox St.
 Time on the Air.....7 a.m. to 11:15 p.m.
 News ServiceUP
 Transcription Service.....Keystone,
 Standard, Cole
 RepresentativeWalker Co-
 MembershipBMB

Personnel

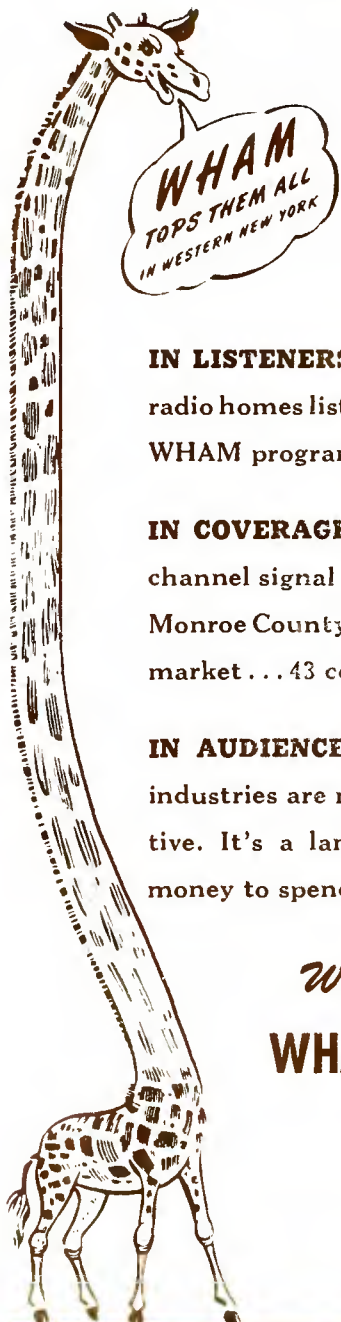
President.....Joseph R. Brandy
 General Manager.....Harold J. Frank
 Commercial Manager.....Joseph R. Brandy
 Program Director.....Hal Gilman
 Chief Announcer.....Hal Gilman
 Musical Director.....Flo Beach Rowe
 Chief Engineer.....Ramond Lafferty

W H D L

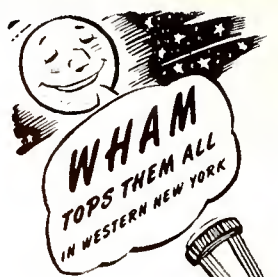
OLEAN—EST. 1934

ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts



WHAM
TOPS THEM ALL
IN WESTERN NEW YORK



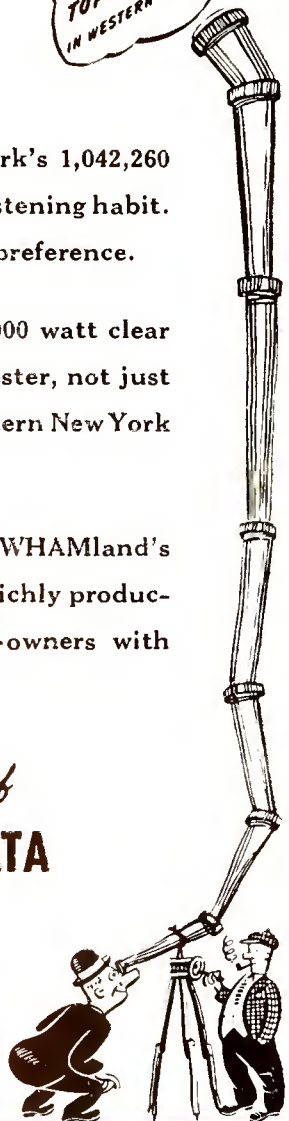
WHAM
TOPS THEM ALL
IN WESTERN NEW YORK

IN LISTENERS . . . In Western New York's 1,042,260 radio homes listeners have the WHAM listening habit. WHAM programs are tops in audience preference.

IN COVERAGE . . . WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . 43 county coverage.

IN AUDIENCE BUYING POWER . . . WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

Write for your copy of
WHAM MARKET DATA



WHAM
"The Stromberg-Carlson Station"

ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representatives
GEORGE P. HOLLINGBERY CO.

Owned-Operated By.....WHDL, Inc.
 Address....619 Exchange National Bank Bldg.
 Phone Number.....Olean 4149
 Transmitter Location....3219 West State Road
 Time on the Air.....6:55 a.m. to 11:15 p.m.
 Newspaper AffiliationOlean Times
 Herald
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 RepresentativeJ. P. McKinney & Son
 Membership.....NAB, BMB

Personnel

President.....E. B. Fitzpatrick
 General & Commercial Mgr..Thomas L. Brown
 Program Director.....Lloyd B. Gibson
 Chief Engineer.....Thomas J. Gill

Newspaper Affiliation.....Poughkeepsie
 Newspapers, Inc.
 News ServiceAP
 Transcription Service.....Standard
 RepresentativeHeadley-Reed Company
 Membership.....NAB, BMB

Personnel

Director.....Edward A. Chappell
 General Manager.....H. W. Cassill
 Business Manager.....George W. Bingham
 Commercial Manager.....Ted Jones
 Sales Promotion Manager.....Richard Crans
 Program Dir.-Publicity Dir.....Richard Crans
 Chief Announcer.....Harold Hennig
 Musical Director.....Harold Hennig
 Chief Engineer.....Marvin Seimes
 Record MC.....Charles Healy, Al Gioielli

W M F F

PLATTSBURG—EST. 1935

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Plattsburg Broadcast-
 ing Corporation
 Address.....153 Margaret St.
 Phone Number1600
 Transmitter Location.....Boynton Ave.
 Time on the Air.....6:45 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 Representative...Jos. Hershey McGillvra, Inc.
 Membership.....NAB, BMB

Personnel

President.....Mr. George F. Bissell
 General Manager.....George F. Bissell
 Commercial Manager.....Joel H. Scheier
 Sales Promotion Manager.....Joel H. Scheier
 Program Director.....Betty Kraus
 Production Manager.....Earl Sharland
 Publicity Director.....Dick Weld
 Chief Announcer.....Earl Sharland
 Musical Director.....Charles Hill
 Chief Engineer.....Edward Gagnon

W K I P

POUGHKEEPSIE—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By...Poughkeepsie Newspapers, Inc.
 Operated By...Radio Division, Poughkeepsie
 Newspapers, Inc.
 Address.....P.O. Box 889
 Phone Number.....Poughkeepsie 6800
 Studio Address.....New Yorker Bldg.;
 Nelson House
 Transmitter LocationThe Nelson House
 Time on the Air.....6:30 a.m. to 12:05 a.m.

W H A M

ROCHESTER—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts
 Owned-Operated By.....Stromberg-Carlson
 Company
 Business Address.....111 East Avenue
 Phone NumberStone 1862
 Transmitter Location.....Victor, New York
 Time on the Air.....18½ hours daily
 News ServiceUP
 Transcription Service.....NBC Thesaurus;
 World Broadcasting System, RCA Victor
 RepresentativeGeo. P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

Vice-President.....William A. Fay
 General Manager.....William A. Fay
 Studio Manager.....John H. Lee
 Commercial Manager...John W. Kennedy, Jr.
 Sales Promotion Manager...Truman P. Brizee
 Program Director.....Charles Siverson
 Production Manager.....Syl Novelli
 Publicity Director.....Truman Brizee
 Chief Announcer.....Dean W. Harris
 Musical Director.....Gene Zacher
 Chief Engineer.....Ken Gardner
 Record MC.....Arthur Murrellwright

W H E C

ROCHESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....WHEC, Inc.
 Address40 Franklin St.
 Phone NumberStone 1320
 Transmitter Location....1800 Winton Rd. So.
 Rochester

Time on the Air.....6:30 a.m. to 1 a.m.;
 Saturday: 6:30 a.m. to 1 a.m.; Sunday:
 8 a.m. to 12:30 a.m.
 Newspaper Affiliation.....Gannett News-
 papers, Inc.
 News ServiceAP
 Transcription Service.....Associated Music &
 Standard
 RepresentativeJ. P. McKinney & Son
 Membership.....NAB, BMB

Personnel

President.....Frank E. Gannett
 Vice-President.....Clarence Wheeler
 General Manager.....Gunnar O. Wiig
 Commercial Manager...LeMoine C. Wheeler
 Program Director.....William J. Adams
 Pronuction Manager...Lowell H. MacMillan
 Publicity Director.....William J. Adams
 Chief Announcer.....Wilfred Despard
 Musical Director.....Peter Laurini
 Chief Engineer.....Bernard C. O'Brien
 Record MC.....Jack Barry

WRNY*

ROCHESTER—EST. 1946

Frequency: 680 Kc....Power: 250 w. d. only
 Owned-Operated By...Monroe Broad. Co., Inc.
 Address.....191 East Ave.
 Phone Number.....Stone 6228
 Transmitter Location...Fiume St. Extension
 near Mt. Read Blvd.
 Time on the Air...Local sunrise to local sunset
 News ServiceAP
 Transcription Service.....Lang-Worth
 MembershipNAB

Personnel

President.....George B. Kelly
 General Manager.....Lester W. Lindow
 Sales Manager.....Lester W. Lindow
 Program Director.....Harold Kolb
 Production Mngager.....Harold Kolb
 Chief Engineer.....Felix Bonvouloir

*Construction Permit.

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM
 AMERICAN BROADCASTING CO.

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By.....Brown Radio Ser-
 vice & Laboratories, Gordon P. Brown, Owner
 Address.....328 East Main St.
 Phone NumberStone 702
 Transmitter Location.....Brighton, N. Y.
 Time on the Air.....6:30 a.m. to 12:30 a.m.;
 Sat., to 1 a.m.; Sun., 8 a.m. to 12:30 a.m.
 News ServiceINS

Representative.....The Walker Co.; Joseph
 Hershey McGilvra, Inc.

Personnel

President-Gen. Mgr.....Gordon P. Brown
 Sales and Comm. Mgr.....Elmer J. Walz
 Merchandising Manager.....Ralph Palmer
 Program Director.....David M. Olds
 Publicity Director.....Harland M. Evans
 Chief Announcer.....George LiButti
 Musical Director.....Viola Brown
 Chief Engineer.....Gordon P. Brown
 Record MC.....David Lewis

WKAL

ROME—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Cooper City Broadcasting
 Corp.
 Address.....Capitol Theater Bldg.
 Phone Number.....3616
 Transmitter Location...Muck Rd. and Jay St.
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Donald Cooks, Inc.
 MembershipNAB

IN ROCHESTER, N. Y. IT'S



★ NEWS
 ★ MUSIC
 ★ SPORTS

AT
680
 KILOCYCLES

MONROE BROADCASTING CO., Inc.
 191 East Avenue Rochester 4, N. Y.
WRNY • WRNY-FM

Personnel

President.....M. J. Kallet
 General Manager.....Michael Carlo Fusco
 Commercial Manager.....Samuel N. Kirkland
 Program Director.....Walter P. Griswold
 Production Manager.....Daniel A. Fusco
 Chief Engineer.....DeForest T. Layton, Jr.
 Record MC.....Charles King

W N B Z

SARANAC LAKE—EST. 1937
 AMERICAN BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 100 Watts
 Owned-Operated By ...Upstate Broadcasting Corporation
 Business Address.....14 Broadway
 Phone Number.....1320
 Studio Address.....14 Broadway
 Transmitter Location.....3 Olive St.
 Time on the Air.....Daytime license
 Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager....John F. Grimes
 Program Director.....Lewis Pettit
 Chief Engineer.....H. Berwind Williams

W G Y

SCHENECTADY—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts
 Owned-Operated By.....General Electric Company
 Address1 River Road
 Phone Number3-2121
 Transmitter Location..3 miles fr. Schenectady, Mariaville Rd.
 Time on the Air.....6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service.....AP, UP
 Transcription Service.....NBC Thesaurus; Lang-Worth
 Representative.....NBC Spot Sales
 MembershipNAB, BMB

Personnel

Vice President & Manager of BroadcastingR. S. Peare
 Asst. Manager of Broadcasting....B. J. Rowan
 Station Manager.....G. E. Markham
 Asst. to Station Manager.....R. W. Welpott
 Supervisor, Station Sales & PromotionA. G. MacDonald
 Acting Supervisor, Programs.....A. G. Zink
 Supervisor, Production.....E. J. Pudney
 Supervisor, News.....W. T. Meenam
 Supervisor, Music.....A. D. Coggeshall
 Engineer.....W. J. Purcell



A QUARTER OF A CENTURY IS ONLY THE BEGINNING

MARVEL of the Twentieth Century . . . means for mass communication . . . disseminator of education and entertainment . . . Radio broadcasting is a tribute to man's inventive genius. In little more than 25 years it has grown from novelty to necessity in our daily lives.

Proud to have played a part in the phenomenal growth of the radio art, pioneer Station WGY, on the occasion of its Silver Anniversary (February 20, 1947) looks back through the years with a deep sense of gratitude to those who have made its operation possible.

Firm in the belief that there is an even greater tomorrow for broadcasting with the addition of Frequency Modulation and Television, General Electric Stations face the future with plans for further expansion and better service.

WGY

50,000 Watts
 NBC Affiliate. **GENERAL ELECTRIC**
 Schenectady, New York

Represented Nationally By NBC Spot Sales



THE BIGGEST SHOW IN TOWN

WFBL

*the Greatest Selling Power
in Central New York*

MEMBER BASIC NETWORK

COLUMBIA BROADCASTING
SYSTEM

Operated for the benefit of the community, WFBL
sells more potential buyers in this market than any
other station (figures available if you want them).

OFFERS YOU

AUDIENCE BUILDING PROGRAMS

Farm Show "RFD Program"—4:45-7:00 A.M. (Mon. thru Sat.).

Drama (live talent) "The Curtain Rises"— "Historical Showcase"

Music (live talent) "Musical Clock"—7:00-9:00 A.M. (Mon.-Sat.).
"Three For A Quarter"—9:15-9:30 A.M. (Mon.-Fri.).
"Dick Workman Sings"—6:30-6:45 P.M. (Tues.).

Audience Participation "WFBL Matinee"— "Round-Table on Wheels"

Complete News Service 9 Broadcasts Daily.
U. P. plus complete coverage of local and regional
news by WFBL's staff of nine correspondents.

No other radio station in Central New York can
give you as much as

WFBL Syracuse 2, N. Y.

WFBL-FM gives you **FM at FULL POWER**

For Institutional Advertising or Quality Products Reaching
This Great Central New York Market at Low Rates

WFBL-FM Syracuse 2, N. Y.

FREE and PETERS Exclusive National Representatives

W S N Y

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Western Gateway
 Broadcasting Corp.
 Address.....619 State St.
 Phone Number.....Schenectady 3-3622
 Transmitter Location.....Campbell Rd.
 Time on the Air.....17 hours, 20 minutes;
 Sunday: 16 hours, 5 minutes
 News Service.....AP
 Transcription Service..Standard Radio; Lang-
 Worth
 Representative.....Helen Wood

Personnel

President.....Winslow P. Leighton
 General Manager.....George R. Nelson
 Station Manager.....George R. Nelson
 Commercial Manager.....George R. Nelson
 Sales Promotion Manager.....Cecil Woodland
 Program Director.....Edward F. Flynn
 Production Manager.....Cecil Woodland
 Publicity Director.....Robert S. Cragin
 Chief Announcer.....William Carpenter
 Musical Director.....Eleanor Clements
 Chief Engineer.....Irving S. Beck
 Record MC.....Jerry Coyle;
 William Carpenter

W A G E

SYRACUSE—EST. 1941

ABC

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....WAGE, Inc.
 Address.....Loew Building
 Phone Number.....2-0277
 Transmitter Location.....Salina, N. Y.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Standard,
 NBC Thesaurus
 Representative.....Edward Petry & Co., Inc.
 World Broadcasting System, RCA
 Membership.....NAB, BMB

Personnel

President.....Frank G. Revoir
 Exec. Vice-President &
 Station Manager.....William T. Lane
 Sales or Commercial Manager Aaron Beckwith
 Program Director.....Gordon Alderman
 Chief Announcer.....Bruce Rector
 Musical Director.....Carl Silber
 Chief Engineer.....Charles W. Brannen

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....Onondaga Radio
 Broadcasting Corporation
 Business Address.....433 S. Warren St.
 Phone Number.....2-1147
 Studio Address.....Onondaga Hotel
 Transmitter Location.....Collamer, N. Y.
 Time on the Air.....5 a.m. to 1:05 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 News Service.....INS, UP
 Transcription Service...World Broadcasting
 System
 Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....Oscar F. Soule
 Vice-President-
 General Manager.....Samuel Woodworth
 Station Manager.....Samuel Woodworth
 Commercial Manager.....Lennox F. Wylie
 Vice-President
 Sales Promotion Manager...Robert G. Soule

WAGE
 SYRACUSE, N.Y.
DOMINATES
Central New York!

FIRST CHOICE OF TOP
 NATIONAL ADVERTISERS

WAGE
 ABC

WILLIAM T. LANE, Gen'l Mgr.
SYRACUSE, N. Y.
1 Kw. on 620 Kc.
 Represented by the Edward Petry Co.

Program Director.....James E. Deline
 Production Manager.....Raymond C. Ganter
 Publicity Director.....Robert G. Soule
 Musical Director.....Raymond C. Ganter
 Chief Engineer.....James J. Kelly
 Director of Sales and
 ProgramsCharles F. Phillips

WOLF

SYRACUSE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Broadcasting
 Corporation
 AddressChimes Building
 Phone Number 2-7211
 Transmitter Location Van Rensselaer and
 Kirkpatrick Streets
 Time on the Air.....6 a.m. to 2 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service....Standard, M. M. Cole
 Representative.....The Walker Co.

Personnel

President.....T. S. Marshall
 General Manager.....T. S. Marshall
 Station Manager.....Hamilton Woodle
 Commercial Manager.....Daniel Dwyer
 Sales Promotion Manager...James J. Coolican
 Program Director.....Hamilton Woodle
 Publicity Director.....Eleanor Merz
 Chief Announcer.....Charles Shaw
 Musical Director.....Norman Messervey
 Chief Engineer.....Tom Crimmins
 Record MC.....Bob Van Kleek

WSYR

SYRACUSE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated ByCentral New York
 Broadcasting Corporation
 Address.....315 Syracuse-Kemper Bldg.
 Phone Number 3-7111
 Transmitter Location2341 Valley Drive
 Time on the Air.....5:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service..Associated, Lang-Worth
 Representative.....Headley-Reed Co.
 MembershipNAB, BMB

Personnel

President.....Harry C. Wilder
 General Manager.....E. R. Vadeboncoeur
 Commercial Manager.....W. R. Allord, Jr.
 Sales Promotion Manager....Albert J. Gillen
 Program Director.....William V. Rothrum
 Chief Announcer.....Elliott Gove
 Musical Director.....Murray Bernthal
 Chief Engineer.....Armand G. Belle Isle

WNDR

SYRACUSE—EST. 1946

Frequency: 1260 Kc.....Power: 500 Watts
 Owned-Operated By...Syracuse Broadcasting
 Corp.
 Address.....Wilson Bldg.
 Transmitter Location.....De Witt
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Associated;
 SESAC; Lang-Worth
 Representative.....Paul H. Raymer Co.
 MembershipNAB

Personnel

President.....Walter E. Blich
 General Manager.....Walter E. Blich
 Program Director.....Raymond L. Servatius
 Publicity Director.....Patricia Farrell
 Chief Announcer.....Herb Carneal
 Chief Engineer.....Paul H. Lee

WHAZ

TROY—EST. 1922

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By.....Rensselaer Poly-
 technic Institute
 Address 110 Eighth St.
 Phone Number Troy 6810
 Transmitter Location.....110 Eighth St.
 Time on the Air.....6:30 p.m. to midnight,
 Monday only

Personnel

General Manager.....W. J. Williams
 Sales Manager.....W. C. Stoker
 Program Director.....A. O. Niles
 Chief Announcer.....R. Schmelzer
 Chief EngineerH. Harris

W T R Y

TROY—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Troy Broadcasting
Co., Inc.

Address 92 Fourth St.

Phone Numbers.....Troy 2100; Albany 4-2500

Transmitter Location..Colonie Township, N. Y.

Time on the Air.....6 a.m. to 1 a.m.

News Service UP

Transcription ServiceWorld Broadcasting
System; Lang-Worth; Standard

RepresentativeHeadley-Reed

Personnel

President.....H. C. Wilder

General Manager.....William A. Ripple

Station Manager.....Woodbury Carter, Jr.

Commercial Manager.....John Sutphen

Sales Promotion Manager..G. Edward Walker

Program Director.....Ernest Wm. Rossell

Publicity Director.....G. Edward Walker

Musical Director.....Hugh Sharpe

Chief Engineer.....Albert H. Chizmark

Mscord MC.....Mike Rich

W G A T *

UTICA—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1100 Kc..Power: 250 Watts d. only

Owned-Operated By..Central Broadcasting Co.

Transmitter Location...French Rd., Utica, N. Y.

Time on the Air..Local sunrise to local sunset

News Service.....AP

National Sales Office...Howard H. Wilson Co.

Personnel

President-General Manager...J. Eric Williams

Chief Engineer.....Robert Blair

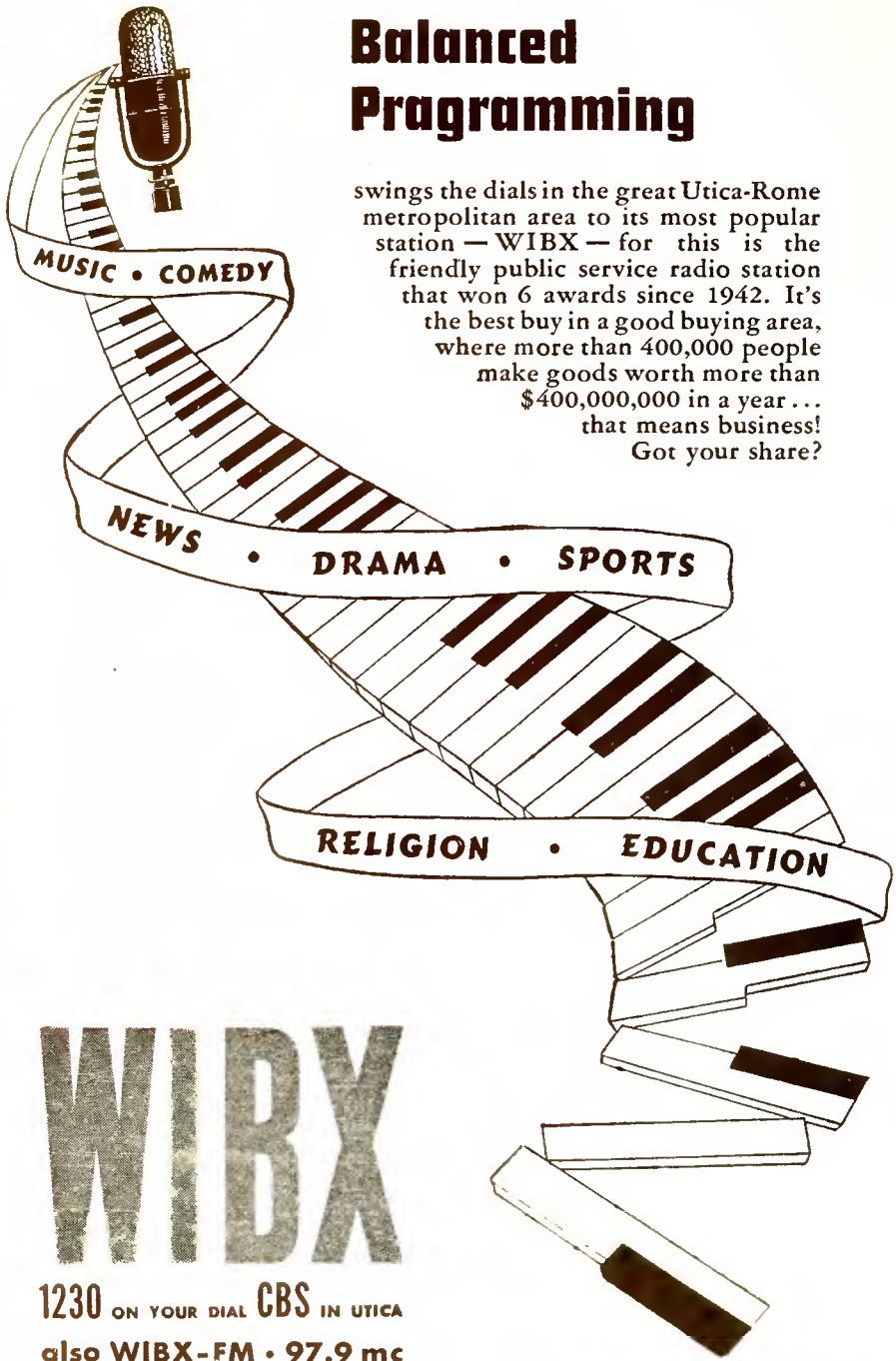
**Construction Permit*

For the greatest in prestige . . .

AP

Balanced Programming

swings the dials in the great Utica-Rome metropolitan area to its most popular station — WIBX — for this is the friendly public service radio station that won 6 awards since 1942. It's the best buy in a good buying area, where more than 400,000 people make goods worth more than \$400,000,000 in a year . . . that means business! Got your share?



WIBX

1230 ON YOUR DIAL CBS IN UTICA

also WIBX-FM • 97.9 mc

First National Bank Building • Utica, New York

Represented by: Helen Wood & Colton, New York — Bertha Bannan, New England — Walter Biddick Co., Pacific Coast

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WIBX, Inc.
 Address.....First National Bank Bldg.
 Phone Number2-2101
 Transmitter Location.....Schuyler St., Marcy,
 N. Y.
 Time on the Air.....7:05 a.m. to 12:05 a.m.;
 Sunday: 6 a.m. to 1:05 a.m.
 News Service.....INS & UP
 Transcription Service.....World,
 BML, ASCAP, SESAC, AMP
 Representatives..Helen Wood & Colton (N. Y.);
 Bertha-Bannan (Boston); Walter Biddick (Los
 Angeles)
 MembershipNAB, BMB

Personnel

President-Gen. Manager...Margaret P. Bowen
 Asst. to President.....Helen Wood
 Commercial Manager and
 Sales Promotion Manager.....N. W. Cook
 Program Director.....Elliott Stewart
 Production Manager....Betty Cushing Griffin
 Publicity Director.....N. W. Cook
 Chief Announcer.....Robert Mahaney
 Musical Director.....William Walters
 Chief Engineer.....John T. Dowdell

WATN

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Watertown Broad-
 casting Corporation
 Business Address.....118 Washington St.
 Phone Number...Studio and Transmitter 2424;
 Commercial Office 975
 Studio Address118 Washington St.
 Transmitter Location118 Washington St.
 Time on the Air.....12:15;
 Sunday 8 a.m. to 12:15 a.m.
 News ServiceAP
 Transcription ServiceStandard Radio
 Representatives.....Helen Wood & Colton
 MembershipNAB

Personnel

President.....G. H. Righter
 General Manager.....G. H. Righter
 Production Manager.....Hugh L. Cosline
 Co-Engineers.....Donald Schryver,
 Frederick Sprague, James Billingsley
 Record MC.....S. H. Ayer

WWNY

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Brockway
 Company
 Address.....Hotel Woodruff, Public Square
 Phone Number.....4120-1
 Transmitter Location.....Ives St. Extension
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday, 8 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Watertown Daily
 Times
 News ServiceUP
 Transcription Service.....World Broadcasters,
 SESAC
 RepresentativeWeed & Co.
 MembershipNAB, BMB

Personnel

PresidentHarold B. Johnson
 General Manager-Commercial
 Manager.....Louis Saiff, Jr.
 Station Manager.....Thomas E. Martin
 Program Director.....Earl R. Kelly
 Chief Engineer.....Maynard B. Davis
 Record MC.....Harry Adams

For the best in news . . .

AP

W F A S

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Westchester Broad-
 casting Corp.
 Address.....8 Church St.
 Phone Number.....White Plains 6400
 Transmitter Location.....Secor Rd.,
 Greenburgh, N. Y.
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....World Broadcasting
 System; Associated
 Representative.....Headley-Reed Co.
 Membership.....NAB

Personnel

President.....J. Noel Macy
 Managing Director.....Frank A. Seitz
 Commercial Manager.....John E. Arens
 Program Director.....Randall Kaler
 Chief Announcer.....Robert Peters
 Musical Director.....Randall Kaler
 Chief Engineer.....Frank A. Seitz

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc. Power: 250 Watts (CP-5000)
 Owned-Operated By.....Long Island Broad-
 casting Corporation
 Address.....41-30 58th Street
 Phone Number.....NEwtown 9-3300
 Transmitter Location.....41-30 58th St.,
 Time on the Air.....8 a.m. to midnight
 News Service.....AP
 Transcription Service.....Associated;
 Standard

Personnel

President-Gen. Manager...William H. Reuman
 Station Manager.....Edith Dick
 Program Director.....Fred Barr
 Publicity Director.....Walter Kaner
 Chief Announcer.....Ray Carroll
 Musical Director.....Lou Cole
 Chief Engineer.....William H. Reuman
 Record MC's.....Fred Barr;
 Ray Carroll; Symphony Sid

W F A S

Selected Audience

Appeal in Westchester,

Serious Music.....
 News.....
 Special Events.....

40.6% of Westchester's Radio
 families listen* to

W F A S

Roger Smith Hotel
 White Plains, N. Y.

Represented by
HEADLEY-REED COMPANY
 Chrysler Bldg.
 New York

*Ask for W.L.C. Survey

WWRL

NEW YORK

Packed With Listener and
 Buy Appeal
FRED BARR'S "1600 CLUB"

An Effective Sales Approach to
 New York Women

"THIS AND THAT WITH
 MONA AND PAT"

Covering America's Greatest Buying
 Market at the Lowest Cost.

1600

"The High Spot on the Dial"

NORTH CAROLINA

Estimated Population 3,626,613—Radio Homes 641,316
Stations in State 48

WGWR

ASHEBORO—EST. 1946

Frequency: 1260 Kc.....Power: 1000 Watts
Owned By.....Asheboro Broadcasting Co.
Operated By.....Roy Cox
Address.....119 Worth St.
Phone Number.....218
Studio Address.....303 E. Salisbury St.
Transmitter Location...¼ mile N. of Asheboro
Time on the Air.....Unlimited

Personnel

President and General Mgr.....Roy Cox

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Radio Station WISE, Inc.
Operated By.....Harold H. Thoms
Address.....100 College St.
Phone Number.....4560
Transmitter Location.....100 College St.
Time on the Air.....6:30 a.m. to 1 a.m.;
Sundays: 7:30 a.m. to 1 a.m.

News Service.....AP
Transcription Service.....NBC Thesaurus,
Lang-Worth
National RepresentativeBurn-Smith Co.;
Harry E. Cummings
Membership.....NAB

Personnel

President.....Harold H. Thoms
Sales-Commercial Mgr.....Lloyd Leonard
Program Director.....Floye Bowers
Publicity Director.....Wilma Moore
Chief Announcer.....Sidney Tear
Chief Engineer.....Charles W. Sumner
Record MC.....Harry Varner

WNCA

ASHEVILLE—EST. 1946

AEC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Community Broad. Co.
Address.....Biltmore Hotel
Phone Number.....2872

Transmitter Location.....Emma, N. C.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....INS
Transcription Service.....World-KBS
Representative.....William G. Rambeau Co.
Membership.....NAB

Personnel

Pres. and Gen. Mgr.....C. Frederic Rabell
Commercial and Sales Mgr.....Robert Lambe
Chief Announcer.....William Ward
Chief Engineer.....Joseph Duncan
Record MC.....Carl Greene

WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 1000 Watts
(C.P. 5000)
Owned-Operated By.....Asheville Citizen-
Times Co., Inc.
Address.....14 O'Henry Avenue
Phone Number.....5500
Transmitter Location.....Flatiron Building,
(CP-near Emma, N. C.)

Time on the Air...6:30 a.m. to 12:05 a.m. daily;
Sundays: 7:30 a.m. to 12:05 a.m.
Newspaper Affiliation.....Asheville Citizen-
Times
News Service.....AP & UP
Transcription Service.....Associated
Representative.....Katz Agency
Membership.....NAB, BMB

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....James A. Hagan
Sales Promotion Mgr.....Kenneth C. Willson, Jr.
Program Director.....Wm. F. Melia
Chief Announcer.....Read Wilson
Chief Engineer.....Cecil B. Hoskins

WBBS

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
CAROLINA SPORTS—KBS

Frequency: 920 Kc....Power: 1000 w. d. only
Owned-Operated By....Alamance Broad-
casting Company, Inc.
Address.....310½ South Main St.
Phone Numbers.....2730; 2731
Transmitter Location.....Elon Road (West
Front Street Extension)

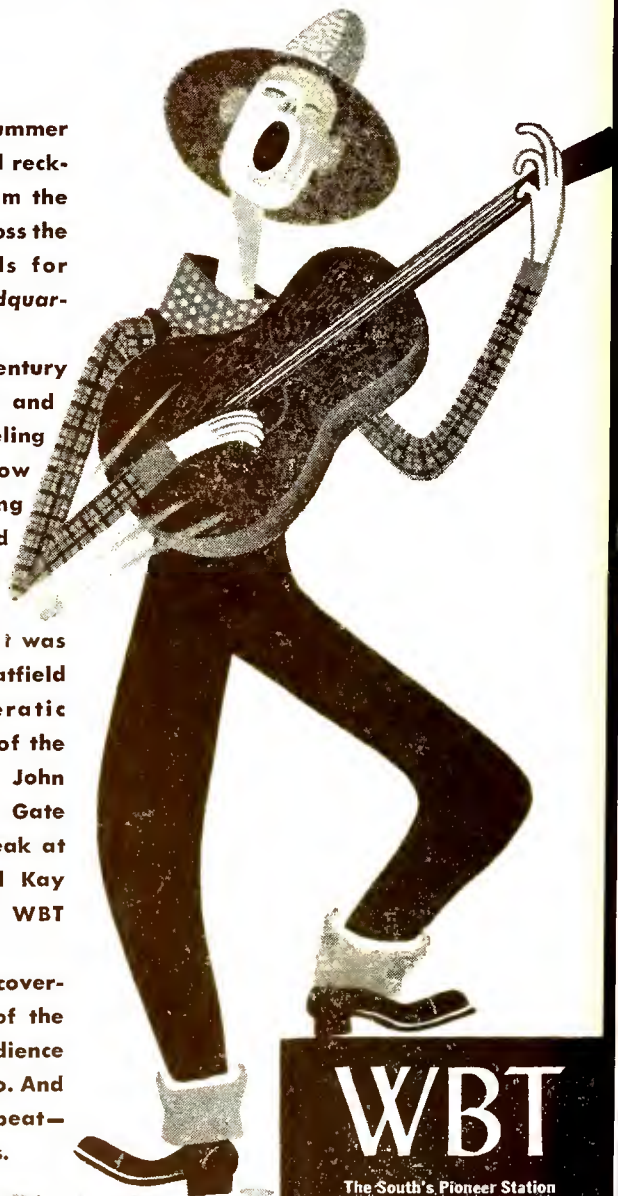
"Y'all oughtta be on the radio"

A blue-jeaned guitar strummer hears neighborly praise... and reckons it's so. Ambling down from the Great Smoky Mountains or across the Piedmont Plateau, he heads for 50,000-watt WBT—talent headquarters for the Carolinas.

For more than a quarter-century the wealth of talent in North and South Carolina has been funneling into WBT. Because people know that WBT has a knack of spotting unknowns with promise and helping them to national prominence.

Carolínians remember it was WBT that launched Lansing Hatfield and Norman Cordon on operatic careers that led to the stage of the "Met"...that Skinnay Ennis, John Scott Trotter, and The Golden Gate Quartet got their first big break at WBT...that Johnny Long and Kay Kyser first drawled into a WBT microphone.

Thanks to this flair for discovering stars, WBT gets its pick of the area's performers. The WBT audience hears the best in Southern radio. And WBT advertisers meet—and beat—sales quotas for the Carolinas.



WBT

The South's Pioneer Station
Jefferson Standard Broadcasting Co.
Charlotte, 50,000 watts, CBS

REPRESENTED BY RADIO SALES,
THE SPOT BROADCASTING DIVISION OF CBS

Time on the Air.....5:30 AM to local sunset
 News Service.....UP; AP
 Transcription Service.....Standard Radio;
 Lang-Worth, Cole, Capitol, Keystone
 Membership.....NAB, BMB

Personnel

Secretary-General Mgr.....E. Z. Jones
 Commercial Manager.....Roy Springer
 Sales Promotion Mgr.....Al McCoy
 Program Director.....William Sandefur
 Production Manager.....George Sandefur
 Publicity Director.....Al McCoy
 Chief Engineer.....Berry Tysor
 Record MC.....Tank Nelson, Wally Mack

WAYS

CHARLOTTE—EST. 1942

ABC

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By..Inter-City Advertising Co.
 Address120 E. Thlr'd St.
 Phone Numbers.....3-7173-4
 Transmitter Location.....Cakdale
 Road, Highway 16
 Time on the Air.....5 a.m. to 1 a.m.;
 Sunday: 6 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service...Lang-Worth; Standard
 Representative.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President.....George W. Dowdy
 Gen. Mgr./Station Mgr.....W. H. Goan
 Commercial Manager.....Charles Sherrill
 Program Director.....J. Norman Young
 Publicity Director.....Mitzi Stack
 Chief Engineer.....Lon Channey
 Record MC.....J. B. Clark

WBT

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc.....Power: 50000 Watts
 Owned-Operated By..Southeastern Broad. Co.
 Address.....600 Wilder Building
 Phone Number.....3-8833
 Transmitter Location.....Nations Ford Rd.
 Time on the Air.....5 a.m. to 1 a.m.;
 Sundays: 7 a.m. to 12 midnight
 News Service.....UP; AP
 Transcription Service.....Lang-Worth
 Representative.....Radio Sales, Inc.; CBS
 Spot Sales Div.
 Membership.....NAB, BMB

Personnel

President.....J. M. Bryan
 General Manager.....Charles H. Crutchfield
 Commercial Manager.....William M. Parker
 Sales Promotion Manager.....J. R. Covington
 Program Director.....Larry B. Walker
 Publicity Director.....Mrs. Frances Coiner
 Chief Announcer.....Lee Kirby
 Musical Director.....Clarence Eiters
 Chief Engineer.....M. J. Minor
 Record MC.....Kurt Webster
 Farm Director.....Grady Cole

WSOC

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WSOC, Inc.
 Address.....1925 N. Tryon Street
 Phone Number7138
 Transmitter Location....1925 N. Tryon Street
 Time on the Air.....6 a.m. to midnight;
 News Service.....AP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....Headley-Reed Company
 Membership.....NAB

Personnel

Pres.-Gen. Mgr.....Earle J. Gluck
 Director Sales Promotion and
 Publicity.....Clyde L. Clem, Jr.
 Program Director.....Ron Jenkins
 Chief Engineer.....L. L. Caudle

WEGO

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 w. d. only
 Owned-Operated By.....Wayne M. Nelson
 Business Address.....Concord
 Phone Number.....2271
 Transmitter Location...Highway 29A, 1¼ miles
 west of Concord
 Time on the Air.....Daytime license
 News Service.....UP & AP
 Transcription Service.....Standard Music,
 SESAC, Cole
 Representative.....Thomas F. Clark Co.;
 Keystone

Personnel

Owner and Gen. Mgr.....Wayne M. Nelson
 Sales Promotion Mgr.....Anita M. Conboy
 Chief Engineer.....E. M. Stanton, Jr.

WCKB

DUNN—EST. 1946

KBS

Frequency: 780 Kc. Power: 1000 w. d. only
Owned-Operated By. North Carolina Central
Broadcasters, Inc.

Address. Dunn, N. C.
Transmitter Location. 1 mile E. of town on
U.S. 421

Time on the Air. Daytime
News Service. AP
Transcription Service. Lang-Worth

Personnel

President-Owner. Earl McD. Westbrook
General Manager. A. Hartwell Campbell
Chief Engineer. Bill Abbott
Program Director. Gary Morrison
Record MC. Al Jordan

WDNC

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. The Durham Radio
Corporation

Address. 138½ Chapel Hill Street
Phone Number. R-155
Transmitter Location. Cole Rd.

Time on the Air. 6:25 a.m. to 12:05 a.m.
Sundays: 8 a.m. to 12:05 a.m.

Newspaper Affiliation. Herald-Sun Papers
News Service. AP & UP
Transcription Service. Capitol
Representative. Howard H. Wilson Company
Membership. NAB, BMB

Personnel

President. C. C. Council
Manager and Vice-Pres. J. Frank Jarman
Commercial Manager. C. James Woodhouse
Sales Promotion Mgr. J. Frank Jarman
Chief Engineer. Homer Ledbetter
Record MC. Leslie Higbie

WDUK

DURHAM—EST. 1946

ABC

Frequency: 1810 Kc. Power: 1000 w. d. only
Owned By. Harmon L. Duncan
Address. Box 387

Phone Number. R-101
Studio Address. 205½ W. Main
Transmitter Location. Alston Ave.
Time on the Air. Daytime
News Service. AP
Transcription Service. Lang-Worth
Representative. John E. Pearson

Personnel

General Manager. Harmon L. Duncan
Commercial Manager. Ken Tredwell
Chief Engineer. E. B. Jones
Record MC. Johnny Dean

WHHT

DURHAM—EST. 1946

MUTUAL

Frequency: 1580 Kc. Power: 1030 w. d. only
Owned-Operated By. Harold H. Thoms
Address. 310 E. Main St.

Phone Number. L-975
Transmitter Location. Alston Ave. Extension
Time on the Air. Daytime

News Service. INS
Transcription Service. Standard
Representative. Burn-Smith Co.

Personnel

Owner. Harold H. Thoms
General Manager. Kenneth Beachboard
Program Director. Vera Ervin
Production Manager. George Ballard
Chief Engineer. W. L. Wafford
Record MC. George Ballard

WTIK

DURHAM—EST. 1946

Frequency: 730 Kc. Power: 500 w. d. on'y
Owned-Operated By. Durham Broad. Co.
Address. 211½ E. Main St.

Phone Number. N-187
Transmitter Location. Ellis Rd.
Time on the Air. Local sunrise to local sunset

News Service. AP
Transcription Service. World, M. M. Cole
Representative. Broadcast Sales Co.

Personnel

President.....Floyd Fletcher
 General Manager.....Floyd Fletcher
 Musical Director.....Harold Fuquay
 Chief Engineer.....Jack Boyer
 Record MC.....Don Yeager

WCNC

ELIZABETH CITY—EST. 1939

KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Albemarle Broadcasting
 Co., Inc.
 Address.....104 E. Colonial Ave.
 Phone Number.....1403-1472;
 Transmitter-1240
 Transmitter Location.....Parsonage St., Ext.
 Time on Air.....6 a.m. to 11:15 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 Representative.....Burn-Smith Co.

Personnel

President.....Dr. J. A. Gill
 General Manager.....Edd Harris
 Commercial Manager.....T. W. Talbot
 Program Director.....Don Pierce
 Chief Engineer.....Joe Kyle

WFNC

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Cape Fear
 Broadcasting Co.
 Address.....114 Anderson St.
 Phone Number.....4848
 Transmitter Location.....N. Waters St.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World
 Representative.....The Walker Co.

Personnel

General Manager.....Victor W. Dawson
 Commercial Manager.....Luther Ganbill
 Chief Engineer.....Owen A. Lehr
 Record MC.....Lee Ellis

WGNC

GASTONIA—EST. 1939

ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....F. C. Todd
 Address.....168-170 Main St.
 Phone Number.....732
 Transmitter Location.....Gastonia
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Representative.....Cox & Tanz
 Membership.....NAB, BMB

Personnel

Owner.....F. C. Todd
 General Manager.....Pat McSwain
 Chief Engineer.....W. C. Groves, Jr.

WGBR

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Eastern Carolina Broad-
 casting Corp.
 Address.....Borden Bldg.
 Phone Number.....1550-51

WGBR
1400 K.C.

WGBR-FM
99.7 Meg.

Goldsboro

SERVING THE HEART
 OF NORTH CAROLINA'S
 AGRICULTURALLY RICH
 COASTAL PLAINS

AFFILIATE OF
 MBS
 and TOBACCO NETWORK
 Represented by The Walker Co.

WGBR

"Eastern Carolina's Number One Station"
 LELAND B. NELSON, Gen. Mgr.

GOLDSBORO
NORTH CAROLINA

Transmitter LocationGoldsboro-Raleigh Highway
 Time on the Air.....17½ hours daily
 News Service.....AP
 Transcription Service..World, NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

President.....A. T. Hawkins
 General Manager.....Leland B. Nelson
 Asst. Manager.....John G. Britt
 Commercial Manager.....Leland B. Nelson
 Program Director.....George Ball
 Publicity Director.....John G. Britt
 Musical Director.....Elsie Bradsher
 Chief Engineer.....Daniel B. Trueblood

Owned-Operated By....North Carolina Broadcasting Co., Inc.
 Business AddressBox 1807
 Phone Numbers6125, 6126, 6127
 Studio Address.....O. Henry Hotel
 Transmitter Location...Battleground Boulevard
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News ServiceAP
 Transcription Services:...World Broadcasting System; NBC Thesaurus
 RepresentativeGeorge P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

General Manager.....Edney Ridge
 Commercial Manager...Gilbert M. Hutchison
 Sales Promotion Mgr....Adelaide B. Covey
 Program Director.....Wally Williams
 Publicity Director.....Margaret Leonard
 Chief Announcer.....Wally Williams
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl Allison
 Record MC.....Bob Jones

W B I G

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 5000 Watts



"The PRESTIGE STATION of the CAROLINAS"

famed
for
Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

W G B G

GREENSBORO—EST. 1942

ABC

Frequency: 980 Kc. Power: 1000 w. d. only
 Owned-Operated By Greensboro
 Broadcasting Co., Inc.
 Address So. Ashe St. Extension
 P.O. Box 2280
 Phone Number 3-3831
 Transmitter Location ... So. Ashe St. Extension
 Time on the Air 6 a.m. to local sunset
 News Service UP
 Transcription Service Lang-Worth
 National Representative Burn-Smith Co.
 Membership NAB, BMB

Personnel

President and Gen. Mgr. Ralph M. Lambeth
 Commercial Manager J. Robert Marlowe
 Sales Promotion Manager E. Sullivan
 Program Director Miss Marie Craven
 Production Manager A. B. Brown
 Chief Announcer A. B. Brown
 Chief Engineer J. M. Stewart

W G T C

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Greenville's Broad. Co.
 Address Falkland Highway
 Phone Number 3182-3
 Transmitter Location Falkland Highway
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service Lang-Worth, World,
 M. M. Cole
 Representative The Walker Co.
 Membership NAB, BMB

Personnel

President J. J. White
 General Manager B. S. Hodges, Jr.
 Commercial Manager Carl McKinney
 Sales Promotion Manager Carl McKinney
 Publicity Director B. S. Hodges, Jr.
 Chief Engineer Warren Palmer
 Record MC Charles Whedbee

W H K P

HENDERSONVILLE—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By .. Redge Broadcasting Co.
 Address Bowen Hotel
 Phone Number 700
 Transmitter Location .. Chimney Rock Highway
 Time on the Air 6 a.m. to 12 midnight
 News Service AP
 Transcription Service World
 Membership BMB

Personnel

President W. A. Egerton
 General Manager Ed Leach
 Sales Promotion Mgr. Jimmy Brookshire
 Program Director Agnes Leach
 Production Manager Robert McGarity
 Musical Director Agnes Leach
 Chief Engineer L. E. Gradick
 Record MC Ed Leach

W H K Y

HICKORY—EST. 1940

ABC—KBS

Frequency: 1290 Kc. Power: 5000 d. 1000 a.
 Owned-Operated By The Catawba Valley
 Broadcasting Co., Inc.
 Address 13th St. Radio Bldg.
 Phone Number 1195-8
 Transmitter Location ... 2½ miles SE of Hickory
 Time on the Air 18 hours daily
 News Service UP
 Transcription Service World
 Membership NAB, BMB

Personnel

President Carl V. Cline
 Gen. and Station Manager Edmund S. Long
 Chief Engineer Edmund S. Long

W M F R

HIGH POINT—EST. 1935

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Radio Sta. WMFR, Inc.
 Address 164 S. Main St.
 Phone Number 4593
 Transmitter Location 164 S. Main St.
 Time on the Air 18 hours daily
 News Service UP
 Membership BMB

Personnel

General-Station Manager Frank S. Lambeth
 Sales-Commercial Manager Pat Taylor
 Chief Engineer Robert Moore

WJNC

JACKSONVILLE—EST. 1945

MBS—TOBACCO NETWORK

Frequency: 1240 kc. Power: 250 Watts
 Owned By Jacksonville Broadcasting Co.
 Operated By Louis N. Howard and
 Ellis Howard
 Address Box 367, Highway 24
 Transmitter Location Highway 24
 Time on the Air 6:30 a.m. to 11:15 p.m.;
 Saturday: 6:30 a.m. to 12 midnight; Sunday:
 7:45 a.m. to 11:15 p.m.

News Service UP
 Transcription Service Lang-Worth
 Representative The Walker Co.
 Membership NAB

Personnel

President Louis N. Howard
 Station Manager Lester L. Gould
 Merchandising Manager Gorton T. H. Wilbur
 Asst. Program Director Ray Cummins
 Production Manager Louise Cox
 Publicity Director Gort Wilbur
 Chief Announcer Ed Cox
 Musical Director Ed Cox
 Chief Engineer Elmo Cronk
 Record MC Ray Cummins

WFTC

KINSTON—EST. 1937

ABC

Frequency: 1280 Kc. Power: 250 Watts
 Owned-Operated By Jonas Weiland
 Address 204 East King St.
 Phone Number 4111
 Transmitter Location 204 East King St.
 Time on the Air 7 a.m. to 11:30 p.m.
 News Service AP
 Transcription Service Lang-Worth, World
 Representative Burn-Smith Company
 Membership NAB, BMB

Personnel

Pres. and Gen. Mgr. Jonas Weiland
 Station Manager Herman Civils
 Commercial Manager Alan C. Friedrich
 Program Director Albert R. Lanphear
 Chief Engineer Herman Civils

WHNC

HENDERSON, N. C.—EST. 1945

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 880 Kc. Power: 1000 w. d. only
 Owned-Operated By Henderson Radio Corp.
 Address 219 S. William St.
 Phone Number 736-925
 Transmitter Location U. S. 1, 2 miles north
 of Henderson
 Time on the Air Daytime
 News Service AP
 Transcription Service World, Lang-Worth,
 Cole, Keystone, NBC Thesaurus
 Membership NAB, BMB

Personnel

President S. S. Stevenson
 Vice-Pres. & Gen. Mgr. Nathan Frank
 Sales Promotion Manager Ted Austin
 Program Director Ted Austin
 Chief Engineer Lewis Hiland

WLOE

LEAKSVILLE—EST. 1946

MUTUAL

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By Douglas L. Craddock
 Address Boulevard St.
 Phone Number 701-2
 Transmitter Location Boulevard St.
 Time on the Air 6 a.m. to 12 midnight;
 Sunday: 8 a.m. to 12 midnight

News Service AP
 Transcription Service World
 National Sales Office Jos. Hershey McGillvra
 Representative Douglas L. Craddock
 Membership NAB

Personnel

Owner and Gen. Mgr. Douglas L. Craddock
 Commercial Manager Dallas E. Gwynn
 Program Director Kenneth Thomas
 Publicity Director Kenneth Thomas
 Musical Director Mamie Link
 Chief Engineer Eldred Winn

WJRI

LENOIR—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By John P. Rabb
 Address Lenoir, N. C.
 Phone Number 860-M
 Studio Address Union National Bank Bldg.
 Transmitter Location 1 mi. W. of Lenoir on
 Highway 18

Time on the Air 5 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service All
 Membership NAB

Personnel

Owner and Gen. Mgr. John P. Rabb
 Commercial Manager Don Perkins
 Program Director Arthur Foard
 Production Manager K. Babb
 Publicity Director Jack Perkins
 Chief Announcer A. G. Foard, Jr.
 Musical Director Katherine Rabb
 Chief Engineer J. P. Rabb
 Record MC Johnny Rabb

WBUY

LEXINGTON—EST. 1946

KBS

Frequency: 1190 Kc. Power 250 w. d. only
 Owned By Davidson County Broad. Co.
 Operated By Omar G. Hilton and
 Greeley N. Hilton
 Address 209 S. Main St.
 Phone Number 2716
 Transmitter Location . . . Highway 23, 1 mile out
 on the road to Thomasville
 Time on the Air Daytime
 News Service AP
 Transcription Service NBC Thesaurus.
 Keystone
 National Sales Office Thomas F. Clark

Personnel

Owners . . . Omar G. Hilton, Greeley N. Hilton
 General Manager Omar G. Hilton
 Commercial Manager Greeley N. Hilton
 Chief Announcer Frank Thomas
 Musical Director Norman Walker
 Chief Engineer Omar G. Hilton

WTSB

LUMBERTON—EST. 1946

MUTUAL—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Robeson Broad. Corp.
 Address 112 West 5th St.
 Phone Number 1080
 Transmitter Location . . . Highway 301 West
 Time on the Air 6:30 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service Standard
 Representative Walker Co.
 Membership NAB

Personnel

President Dr. E. L. Bowman
 General Manager Paul Moyle

Sales Manager Eleanor French
 Program Director Frank Elliott
 Chief Engineer W. F. Rogers

W H I T

NEW BERN—EST. 1942

MBS—TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Coastal Broad-
 casting Co., Inc.
 Address U. S. Highway No. 17, South
 Phone Number 4450
 Transmitter Location . . . U. S. Highway No. 17
 Time on the Air 6:30 a.m. to 11:15 p.m.;
 Saturday: 5:30 a.m. to 12 midnight; Sunday:
 8 a.m. to 11:30 p.m.

News Service UP
 Transcription Service Lang-Worth,
 Representative The Walker Co.
 Membership NAB, BMB

Personnel

President and Gen. Mgr. Louis N. Howard
 Commercial Manager Richard B. Stark
 Merchandising Manager . . . Richard B. Stark
 Program Director Lew Lowry
 Publicity Director Paul Parker
 Chief Announcer Bill O'Connell
 Traffic Manager Barbara Furbush
 Chief Engineer David E. Hardison
 Continuity Chief Jacquelyn Melton

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1440 Kc. Power: 250 Watts
 Owned-Operated By . . . Capitol Broadcasting
 Co., Inc.

Address 130 S. Salisbury Street
 Phone Number 6411
 Transmitter Location . . . E. Davie St. Extension
 Time on the Air 6:30 a.m. to 12 midnight
 News Service AP
 Transcription Service Lang-Worth
 Representative Weed & Co.
 Membership NAB, BMB

Personnel

President A. J. Fletcher
 General Manager Fred Fletcher
 Commercial Manager Ray Reeve
 Program Director Howard W. Maschmeier
 Production Manager Clifford Bair
 Publicity Director Marjorie Ragan
 Musical Director Clifford Bair
 Traffic Manager Sarah Stevens

W P T F

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50000 Watts
 Owned-Operated By.....WPTF Radio Co.
 AddressInsurance Bldg.
 Phone Number8311
 Transmitter Location.....Cary, N. C.
 Time on the Air..6 a.m. to midnite, Sun. 8 a.m.
 to midnight
 News ServiceAP; UP
 Transcription Services..NBC Thesaurus, World
 Representative..... Free & Peters
 Membership.....NAB, BMB

Personnel

President.....J. R. Weatherspoon
 General Manager.....Richard H. Mason
 Commercial Manager.....Ollie L. Carpenter
 Merchandising Manager.....R. W. Youngsteadt
 Program Director.....Graham B. Pcyner
 Publicity Director.....R. W. Youngsteadt
 Chief Engineer.....Henry Hulick, Jr.

W C B T

ROANOKE RAPIDS—EST. 1939

MUTUAL BROADCASTING SYSTEM
 KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Radio Station WCBT, Inc.
 Address251 Roanoke Avenue
 Phone NumberR-855-1
 Transmitter Location....10th Street Extension
 Time on the Air.....7 a.m. to midnight;
 Sunday, 9 a.m. to midnight
 News Service UP
 Transcription Services.....Keystone, World
 National Representative.....Burn-Smith

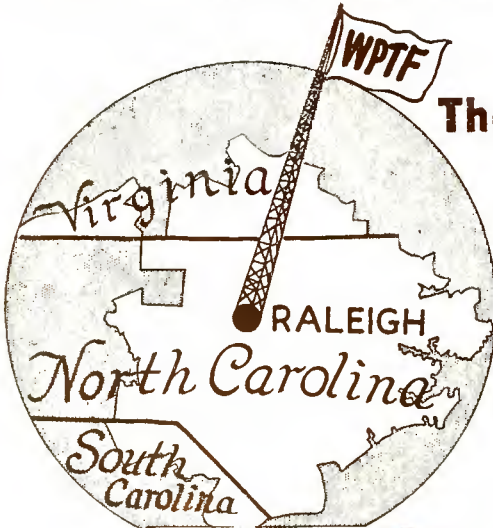
Personnel

President-General Manager.....S. E. Crew
 Station-Commercial Manager.....A. L. Drew
 Production-Musical Director..Doyle Satterthwaite
 Chief Engineer.....C. W. Mears

W A Y N

ROCKINGHAM—EST. 1946

Frequency: 900 Kc.....Power: 1000 w. d. only



The Number 1 Salesman

In The South's

Number 1 State

W P T F

680 KC **50,000** WATTS
 NBC AFFILIATE

Raleigh, North Carolina



FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Owned-Operated By.....Wayne M. Nelson
 Address.....Rockingham, N. C.
 Phone Number.....611
 Transmitter Location...Highway 74, between
 Rockingham & Hamlet
 Time on the Air.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth,
 MacGregor, SESAC, Cole
 Membership.....NAB

Personnel

Pres. and Gen. Mgr.....Wayne M. Nelson
 Sales Manager.....John D. McIntyre
 Program Director.....Vivian A. Yow
 Chief Engineer.....C. E. Rhodes

•
W E E D

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....W. Avera Wynne
 Address.....Box 752
 Phone Number.....Rocky Mount 1420
 Transmitter Location.....Nashville Highway
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....World, Standard
 Transcription Service.....World
 Membership.....NAB, BMB

Personnel

Owner.....W. Avera Wynne
 Gen. Manager.....W. Avera Wynne
 Commercial Manager.....Jack L. Cummings
 Sales Promotion Mgr.....Eunice Snipes
 Program Director.....Tommy Snowden
 Publicity Director.....Eunice Snipes
 Chief Engineer.....Isaac G. Murphrey

•
W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Piedmont Broadcast-
 ing Corp.
 Address.....State Theatre Bldg.
 Phone Number.....2121
 Transmitter Location.....Grant's Creek
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Burn-Smith Co.
 Membership.....NAB, BMB

Personnel

President.....Bryce P. Beard
 General Manager.....Bryce P. Beard
 Station Manager.....Russell McIntire
 Commercial Manager...Katherine F. Murphy
 Sales Promotion Mgr...Katherine F. Murphy
 Program Director.....Russell McIntire
 Publicity Director.....Pat Beard
 Chief Announcer.....Russell McIntire
 Musical Director.....Rebecca Duffell
 Chief Engineer.....Carl B. Watson
 Record MC.....James Turner

•
W W G P

SANFORD—EST. 1946

Frequency: 1050 Kc....Power: 1000 w. d. only
 Owned-Operated By..Lee Broadcasting Corp.
 Address.....Marks Bldg.
 Phone Number.....860
 Transmitter Location.....Near Tramway
 Time on the Air.....Daytime
 News Service.....UP
 Transcription Service.....World, Capitol

Personnel

Pres. and Gen. Mgr.....W. W. Primm
 Commercial Manager.....L. O. Hutchins
 Production Manager.....G. C. Primm
 Program Director.....Gerald E. Bowman
 Chief Engineer.....E. Q. Proctor

•
W O H S

SHELBY—EST. 1946

MUTUAL

Frequency: 730 Kc.....Power: 250 w. d. only
 Owned-Operated By.....Western Carolina
 Radio Corp.
 Address.....P.O. Box 1401
 Phone Number.....340
 Transmitter Location.....Highway 74 West
 at City Line
 Time on the Air.....Daytime
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Membership.....NAB

Personnel

President.....Les B. Weathers
 General Manager.....Robert M. Wallace
 Commercial Manager.....Milton Scarboro
 Program Director.....Steve Woodson
 Chief Announcer.....George Flowers
 Chief Engineer.....Robert M. Wallace

W C P S

TARBORO—EST. 1946

Frequency: 760 Kc.....Power: 1000 w. d. on'y
 Owned-Operated By....Coastal Plains Broad-
 casting Co., Inc.
 AddressTarboro, N. C.
 Phone Number.....643
 Transmitter Location.....U. S. Highway 64,
 2½ miles W. of Tarboro
 Time on the Air.....Daytime
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 RepresentativeJohn C. Hanner
 MembershipNAB

Personnel

Chief Executive.....John C. Hanner
 Program Director.....Eric Field
 Chief Announcer.....Eckles Walls
 Chief Engineer.....John C. Hanner

W R R F

WASHINGTON—EST. 1942

AMERICAN BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By....Tar Heel Broadcasting
 System, Inc.
 Address.....Bank of Washington B'dg.,
 W. Main St.
 Phone Number403
 Transmitter Location.....1 mile south on U. S. 17
 Time on the Air.....6 a.m. to local sunset
 News ServiceAP
 Transcription Service.....NBC Thesaurus
 National Representative.....Forjoe & Co.
 Membership.....NAB, BMB

Personnel

President.....W. R. Roberson, Sr.
 General Manager.....W. R. Roberson, Jr.
 Commercial Manager.....T. H. Patterson
 Program Director.....(Mrs.) Mary Winstead
 Production Manager.....Merrill Daniels
 Publicity Director.....Ben Roebuck
 Chief Engineer.....George Martin
 Record MC.....John Morgan

W E N C

WHITEVILLE—EST. 1946

MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Whiteville Broadcasting
 Co., Inc.
 Address.....Drawer 508
 Phone Number.....Whiteville 120

Transmitter Location.....Whiteville, N. C.
 Time on the Air.....Unlimited
 Newspaper Affiliation.....News Reporter
 News Service.....AP
 Transcription Service.....World, Texas Rangers
 Representative.....Thomas F. Clark Co., Inc.
 MembershipNAB

Personnel

General Manager.....William Holm
 Commercial Manager.....William Edmunds
 Program Director.....Truman Walrod
 Chief Announcer.....Paul Wynn
 Chief Engineer.....Truman Brock
 Record MC.....Paul Wynn

W G N I

WILMINGTON—EST. 1946

MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....General News-
 papers, Inc.
 Address.....Wilmington, N. C.
 Studio Address.....Radio Bldg.
 Transmitter Location...Eagle Island at Cape
 Fear River Bridge
 Time on the Air.....6:30 a.m. to 12 mid.
 News Service.....AP
 Representative...Jos. Hershey McGillvra, Inc.

Personnel

President.....Carmage Walls
 General Manager.....James W. Stewart
 Commercial Manager.....Foster Edwards
 Chief Engineer.....Wm. P. Callahan

W M F D

WILMINGTON—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned byWMFD
 Operated byRichard Austin Dunlea
 Business Address.....P. O. Box 696
 Phone Number.....Dial 4840
 Studio Addresses: Castle Hayne Road, Forest
 Hills
 Transmitter Location.....Castle Hayne Road
 Time on the Air.....7:30 a.m. to 11 p.m.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBurn-Smith Company

Personnel

Owner-General Mgr.....B. A. Dunlea
 Commercial Manager.....Claud O'Shields
 Chief Engineer.....E. I. Herring

W G T M

WILSON—EST. 1937

MBS—TOBACCO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated by ..Penn Thomas Watson
 Address.....R. P. Watson Co.
 Phone Number.....3191
 Transmitter Location....1 mile No. Wilson on
 U.S. 301
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, Wor'd
 Representative.....The Walker Co.
 Membership.....NAB

Personnel

Owner.....Penn Thomas Watson
 General Manager.....Allen E. Wannamaker
 Commercial Manager.....Robert R. Brunson
 Program Director.....Richard H. Davis
 Production Manager.....Clint Faris
 Publicity Director.....Harry Severance
 Chief Engineer.....W. H. Malone

Address419-421 N. Spruce St.
 Phone Number4141
 Transmitter Location....RFD No. 1 (Old Town)
 Time on the Air.....5:30 a.m. to 12:30 a.m.;
 Sunday: 7:30 a.m. to 12:30 a.m.
 Newspaper Affiliation: Winston-Salem Journal;
 Twin City Sentinel
 News ServiceUP
 Transcription Service...Standard, Lang-Worth.
 Cole
 RepresentativeHeadley-Reed Co.
 MembershipNAB

Personnel

President.....Gordon Gray
 Vice-Pres. and Managing
 DirectorHarold Essex
 Sales Manager.....Harry B. Shaw
 Promotion Manager.....Walter Blake
 Program Director.....Robert C. Estes
 Production Manager.....John Comnas
 Publicity Director.....Walter Blake
 Musical Director.....B. C. Dunford, Jr.
 Chief Engineer.....Philip F. Hedrick
 Record MC.....Stan Conrad

W A I R

WINSTON-SALEM—EST. 1937

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...WAIR Broadcasting Co.
 AddressPepper Bldg.
 Phone Number2-1133
 Transmitter Location....So. Stratford Rd. Ext.
 Time on the Air.....8 a.m. to midnight
 News ServiceAP
 Transcription Service.....World Broad., Co's
 RepresentativeThe Walker Company
 Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....George D. Walker
 Commercial Mgr.....C. G. Hill
 Sales Promotion Mgr.....Doris B. Brown
 Program Director.....Doris Pardington
 Publicity Director.....Doris B. Brown
 Chief Announcer.....Gilbert Stamper
 Musical Director.....Frances Denny
 Chief Engineer.....Lee King
 Record MC.....Larry Patrick

W S J S

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 630 KcPower 5000 Waats
 Owned-Operated By..Piedmont Publishing Co.

**For the best
 in news quality . . .**

AP

SERVING NORTH DAKOTA STATE AND
FARGO - BISMARCK

WITH PROGRAMS BY

CBS *and* **MBS**

KSJB

Jamestown, North Dakota

600 on the dial

5000 watts day and night

PLUS BONUS COVERAGE OF
SOUTH DAKOTA AND NORTH WESTERN
MINNESOTA

KSJB

"Voice of North Dakota"

JAMESTOWN BROADCASTING COMPANY, INC.
JAMESTOWN, N. DAK.

NORTH DAKOTA

Estimated Population 569,416—Radio Homes 126,000
Stations in State 10

KFYR

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Broadcasting
Company
Address320 Broadway
Phone Number468
Transmitter LocationMenoken, N. Dak.
Time on the Air.....6 a.m. to midnight;
Sunday, 7 a.m. to midnight
News ServiceUP
Transcription Service.....NBC Thesaurus
RepresentativeJohn Blair & Company
Membership.....NAB, BMB

Personnel

President.....P. J. Meyer
General Manager.....P. J. Meyer
Station Manager.....F. E. Fitzsimonds
Commercial Manager.....Robert MacLeod
Program Director.....Cal Culver
Production Manager.....Robert Kyllingstad
Chief Engineer.....Ivar Nelson

KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Address.....Devils Lake, N. D.
Phone Number1090
Transmitter Location.....East end 4th Street
Time on the Air.....Unlimited
News Service.....UP
Transcription Service....World Broadcasting,
SESAC
Representative

North Central Broadcasting System

Personnel

President, General and
Station Manager.....Bert Wick
Chief Engineer.....Richard Moritz

(CALL LETTERS TO BE ASSIGNED)
DICKINSON*

Frequency: 1230 Kc.....Power: 250 Watts
Permittee.....Dickinson Radio Assn.

*C.P. Pending

WDAY

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
AddressBlack Building
Phone Number5357
Transmitter Location.....4 miles W. of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sun-
day, 7 a.m. to midnight
Newspaper Affiliation.....Fargo Forum
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
RepresentativeFree & Peters
Membership.....NAB, BMB

Personnel

President & Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
Commercial Manager.....Tom Barnes
Merchandising Manager.....Paul Ebert
Program Manager.....Ken Kennedy
Production Manager.....Dave Henley
Publicity Director.....Paul Ebert
Announcer-Supervisor.....Howard Nelson
Musical Director.....Frank Scott
Technical Director.....Julius Hetland
Chief Engineer.....Juline Savold
News Editor.....Jim Baccus

KFJM*

GRAND FORKS—EST. 1923

Frequency: 1440 Kc.....Power: 1000
Owned-Operated By.....University of North
Dakota
Address . Woodworth Hall, University Campus
Phone Number2800
Transmitter LocationUniversity Campus
Time on the Air.....3 p.m. to 5 p.m. daily

Personnel

President.....John C. West
Chair., Radio Committee..Donald J. Robertson
Station Manager and Program
DirectorCharles E. Gustafson
Program Director.....Charles E. Gustafson
Publicity Director.....Dalton Nelson
Chief Announcer.....Harold Pollman
Chief Engineer.....Arnold Pietrich
Record MC.....Bill McGill

*Non-Commercial Station

K I L O

GRAND FORKS—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1440 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....Dalton Le Masurier
 Address.....First National Bank Building
 Phone Number.....1200
 Transmitter Location.....University of North
 Dakota Campus
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Lewis H. Avery, Inc.
 Membership.....BMB

Personnel

Owner and General Mgr...Dalton LeMasurier
 Sales-Commercial Mgr.....Elmer Hanson
 Merchandising Manager.....Richard Charles
 Program Director.....Dorothy Kirk
 Chief Announcer.....Jack French
 Chief Engineer.....Arnold Petrich

K S J B

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By..Jamestown Broadcasting
 Company, Inc.
 Business Address.....Midland Building
 Phone Number.....100
 Transmitter Location.....Highway 281 South
 Jamestown
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB, BMB

Personnel

President.....Donn D. Clayton
 General Manager.....Lloyd R. Amoo
 Commercial Manager.....Alfred G. Berry
 Merchandising Manager.....Florence Putnam
 Chief Engineer.....Lloyd R. Amoo
 Record MC.....Alfred G. Berry

K G C U

MANDAN—EST. 1928

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 250 Watts
 Owned-Operated By..Mandan Radio Associa-
 tion, Inc.

Business Address.....200 3rd Ave., N.W.
 Phone Number.....631
 Transmitter Location..3 miles S.E. of Mandan
 on Highway 10
 Time on the Air....6:30a.m. to 12 midnight
 Transcription Service.....Lang-Worth
 Membership.....BMB

Personnel

President.....W. S. Russell
 Gen. Mgr.-Station Mgr.....M. J. Reichert
 Program Director.....Merl Bushee
 Chief Engineer.....Ray Barnett

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Minot Broad. Co.
 Address.....Fair Block
 Phone Numbers.....1267 or 684
 Studio Address.....118 S. Main St.
 Transmitter Location.....3 miles E. of Minot
 on Highway 52
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service....World Broadcasting
 System, BMI
 Representative.....The Walker Company
 Membership.....BMB

Personnel

President and Gen. Mgr.....John B. Cooley
 Commercial Manager.....E. H. Cooley
 Merchandising Manager.....Leslie E. Maupin
 Program Director.....Gaylord McKinnon
 Publicity Director.....Leslie E. Maupin
 Chief Announcer.....Floyd Wynne
 Chief Engineer.....C. W. Baker
 Record MC.....Bill Manning

K O V C

VALLEY CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....KOV.C. Inc.
 Address.....312 Fifth Ave.
 Phone Number.....408-W
 Transmitter Location.....S.W. edge of city
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 News Service.....UP
 Representative.....The Walker Co.

Personnel

President and Gen. Mgr....Robert E. Ingstad
 Program Director.....George L. Brooks
 Chief Engineer.....Charles Sjostrom

WAKR

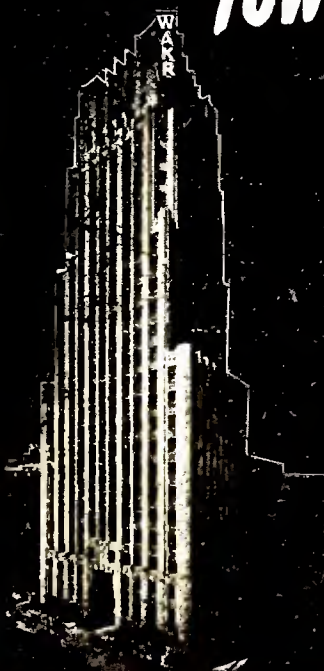
TOWERS OVER AKRON

A B C Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives



Good PROGRAMS
FOR *22* YEARS

1350
CBS

WADG

Akron's Only Independent Station

AKRON, OHIO

BASIC COLUMBIA NETWORK • 5000 WATTS

ALLEN T. SIMMONS • OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.

OHIO

*Estimated Population, 7,495,493—Radio Homes, 2,022,909
Stations in State—38*

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business AddressBox 830
Phone NumberMeadowbrook 3211
Studio Address.....Talmadge, Ohio;
First Central Tower, Akron, Ohio
Transmitter Location..State Route No. 8, North
of Akron
Time on the Air.....5:30 a.m. to 1:05 a.m.
News Service.....UP & Transradio
Transcription Service.....Standard Radio &
Lang-Worth
Representative.....Geo. P. Hollingsbery Co.

Personnel

Owner-Manager.....Allen T. Simmons
Assistant Manager.....Robert Wilson
Executive Secretary.....Dolores Buehrle
Commercial Manager.....Fred C. Bock
Merchandising Manager....M. W. Alexander
Program Director.....Harold Hageman
Production Manager.....Secrest Williams
Promotion-Publicity Director..Secrest Williams
Musical Director.....Harold Hageman
Chief Engineer.....John L. Wildermuth

W A K R

AKRON—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1590 Kc.....Power: 5000 watts
Owned-Operated By..Summit Radio Corpora-
tion
Address.....First Central Tower
Phone Number.....HEmlock 6151
Transmitter Location
Swarts Road, RFD, South Akron
Time on the Air.....6:30 a.m. to 1 a.m.;
Sundays, 6:55 a.m. to 1 a.m.
Newspaper Affiliation.....Beacon Journal
Publishing Co.
News Service.....AP & UP
Transcription Service.....NBC Thesaurus,
Associated, Capital
RepresentativeWeed & Co.
MembershipNAB

Personnel

President-Station Manager...S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Promotion Manager.....Gordon Gray
Program Director.....Robert S. French
Publicity Director.....Bert Charles
Musical Director-Record MC.....Alan Freed
Chief Engineer.....Irwin L. Knopp

(See Page 545)

W H K K

AKRON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Kc..Power: 1000 w., d. only
Owned-Operated By...United Broadcasting Co.
Address51 West State St.
PhoneBL 7101
Transmitter Location.....Box 574, Route 7
Time on the Air.....6 a.m. to Pacific Coast
sundown
Newspaper Affiliation..Cleveland Pain Dealer
News ServiceAP
Transcription Service.....World, Cole
Representative.....Paul H. Raymer Co.
MembershipNAB, BMB

Personnel

Executive Vice-President....H. K. Carpenter
Gen. Mgr.-Station Mgr.....R. W. Richmond
Commercial Manager.....Philip R. Herbert
Sales Promotion Manager...Christy J. Moyers
Chief Engineer.....James S. Hill
Record M.C.'s.....Jack Morrissey,
Bruce Blake, Cliff Rodgers

W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc...Power: 1000 w., d. only
Owned-Operated By.....WICA, Inc.
Address.....221 Center St.
Phone Numbers1211-1311
Studios.....221 Center St., Ashtabula; State
Transmitter Location..Ashtabula-Jefferson Rd.
Time on the Air.....6:30 to local sunset
Newspaper Affiliation..Ashtabula Star-Beacon,
Geneva Free Press, Painesville Telegraph,
Conneaut News-Herald
News ServiceUP
Transcription ServiceWorld
Representative.....The Walker Co.
MembershipBMB

Personnel

Pres.-Gen. Mgr.....R. B. Rowley
Station Manager.....W. W. Walrath
Commercial Manager.....D. W. Fassett
Sales Promotion Manager....D. W. Fassett
Publicity Director.....J. C. Strassen
Chief Engineer.....F. N. Bernato
Record M.C.'s.....Bob Forster,
Tom Taylor, Penny Soet

W C M W

CANTON—EST. 1946

Frequency: 1060 Kc. Power: 1000 w., d. only
 Owned-Operated By Stark Broadcasting Corp.
 Address 317 W. Tuscarawas St.
 Phone Number Canton 8219
 Transmitter Location Hills and Dales Rd., N.W.
 Time on the Air Local sunrise to local sunset
 News Service INS
 Transcription Service NBC Thesaurus, Standard Radio
 Representative Burn-Smith Co., Inc.

Personnel

President-Owner Merlin Schneider
 Vice-President Royal G. Lister
 Commercial Manager Arnold F. Gebhart
 Program Director Conrad Hardenstein
 Chief Announcer William Karrenbauer
 Musical Director Paul Ringley
 Chief Engineer Adam Opperman

W C K Y

CINCINNATI—EST. 1929

Frequency: 1530 kc. Power: 50,000 Watts
 Owned-Operated By L. B. Wilson, Inc.
 Address Hotel Gibson, 5th & Walnut Streets
 Phone Number Cherry 6585
 Transmitter Location near Crescent Springs, Ky.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP, INS
 Transcription Service Standard Radio; World, Lang-Worth, Cole
 Representative Free & Peters
 Membership NAB

Personnel

Pres.-Gen. Mgr. L. B. Wilson
 Executive Vice-President Kenneth W. Church
 Local Sales Manager George Moore
 Program Director Bill Dawes
 Publicity Director John E. Murphy
 Chief Engineer C. H. Topmiller
 Record M.C.'s Bill Dawes, Nelson King, Randy Blake

W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5000 Watts
 Owned By Brush-Moore Newspapers, Inc.
 Operated By Ohio Broadcasting Co.
 Address 550 Market Avenue, South
 Phone Number 7166
 Transmitter Location 3 miles So. of city
 Time on the Air 6:30 a.m. to 1 a.m.
 Sundays: 8 a.m. to 1 a.m.
 Newspaper Affiliation Canton Repository
 News Service AP & UP
 Transcription Service World
 Representative William G. Rambeau Co.
 Membership NAB, BMB

Personnel

President Roy D. Moore
 Vice-Pres.-Gen. Mgr. Joseph K. Vodrey
 Director of Radio Eugene Carr
 Station Manager Robert C. Fehlman
 Commercial Manager Gervis S. Brady
 Promotion Manager Julius Glass
 Program Director Richard Neher
 Production Manager Martin P. Alexander
 Publicity Director Julius Glass
 Musical Director Martin P. Alexander
 Chief Engineer Kenneth L. Sliker
 Record M.C.'s Jim Roberts, Martin Alexander, Danny Landau

W C P O

CINCINNATI—EST. 1922

Frequency: 1230 kc. Power: 250 Watts
 Owned-Operated By Scripps-Howard Radio, Inc.
 Address 3800 Carew Tower Bldg.
 Phone Number MAin 3314
 Transmitter Location Daylight Building, 623 East 6th St.
 Time on the Air 24 hours daily
 Newspaper Affiliation The Cincinnati Post
 Scripps-Howard Newspapers
 News Service UP
 Transcription Service Standard Radio
 Lang-Worth; Associated Music Publishers

Personnel

President Jack Howard
 V.P. & Gen. Mgr. M. C. Watters
 Ass't. Station Manager John Patrick Smith
 Commercial Manager Evelyn Eppinger
 Sales Promotion Mgr. John Patrick Smith
 Program-Publicity Director-Production Manager Glenn Clark Miller
 Chief Announcer Earl Corbett
 Musical Director Eugene T. Hoxter
 Chief Engineer Glen Davis

W K R C

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By The Cincinnati Times-Star Co.

AddressHotel Alms
 Phone NumberWoodburn 0550
 Transmitter LocationHotel Alms
 Time on the Air.....5:30 a.m. to 2 a.m.;
 Sunday: 7 a.m. to 2 a.m.
 News ServiceAP, UP
 Transcription Service....Lang-Worth, Standard
 RepresentativeThe Katz Agency
 MembershipNAB, BMB

Personnel

Managing Director.....Hulbert Taft, Jr.
 Manager.....H. E. Fast
 Sales or Commercial Manager..U. A. Latham
 Sales Promotion &
 Merchandising Manager....Joel W. Stovall
 Program Director.....Lew Kent
 Publicity Director.....Charlton Wallace
 Chief Announcer.....Jeff Allen
 Musical Director.....Bob Snyder
 Chief Engineer.....George Wilson

W L W

CINCINNATI—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
 Owned-Operated By....Crosley Broadcasting
 Corp.
 Address.....Crosley Sq., 140 W. Ninth St.
 Phone Number.....Cherry 1822
 Transmitter Location.....Mason, Ohio
 Time on the Air.....24 hours daily
 News Service.....AP, INS, UP, Reuters
 Representatives.....WLW Sales Offices,
 N. Y.; Chicago, Atlanta, Hollywood
 Membership NAB

Personnel

President.....James D. Shouse
 Vice-Pres. & Gen. Mgr.....R. E. Dunville
 V-P In Chg. of Sales.....Harry Mason Smith
 Dir. of Prom. Activities.....M. N. Terry
 Director of Sales Promotion.David E. Partridge
 Program Director.....Eldon A. Park
 Prod. Mgr. & Asst. Pro. Dir....Chester Herman
 Publicity Director.....A. E. Scheffer
 Dir. of Pub. Relations.....James Cassidy
 Chief Announcer.....Chester Herman
 General Manager of Music....Milton Weiner
 Chief Engineer.....R. J. Rockwell
 Record M.C.....Sid Ten Eyck

W S A I

CINCINNATI—ES. 1923
 AMERICAN BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By....Buckeye Broadcasting
 Co.
 Address 115 E. Fourth St.
 Phone Number.....Main 1068

Transmitter Location....Daly Rd., Mt. Healthy
 Time on the Air....19 hours, Mon.-Sat.; Sun.,
 17½ hours.
 News Service.....AP & UP
 Transcription Service.....NBC Thesaurus,
 Standard
 Representative.....Avery & Knodel, Inc.
 MembershipNAB, BMB

Personnel

PresidentMarshall Field
 Gen. Mgr.-Station Mgr....Robert M. Sampson
 Asst. to Station Mgr.....E. K. Bauer
 Merchandising Manager....Louis C. Nelson
 Program Director.....James Leonard
 Production Manager.....Charles Black
 Publicity Director.....Louis C. Nelson
 Chief Announcer.....Fred Harper
 Musical Director.....Bruce Scott
 Chief Engineer.....William Symons

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Kc.....Power: 5000 Watts
 Owned-Operated By.....The WGAR Broad-
 casting Company
 Address Hotel Statler
 Phone NumberProspect 0200
 Transmitter Location..Broadview & Atkins Rd.,
 Brecksville, Ohio
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service....Lang-Worth, Standard
 Representative....Edward Petry & Co., Inc.
 Membership NAB

Personnel

President.....George A. Richards
 Asst. to President.....Harry Wismer
 V. President & Gen. Mgr.....John F. Patt
 Asst. Manager.....Carl E. George
 Commercial Manager.....Harry Camp
 Sales Promotion Manager.....Jack Roeder
 Program Director.....David M. Baylor
 Production Manager.....Reg Merridew
 Publicity Director.....Manuel H. Eisner
 Chief Announcer.....Reg Merridew
 Musical Director.....Henry Pildner
 Chief Engineer.....R. Morris Pierce
 Record M.C.'s....Walt Henrich, Wayne Mack,
 Hal Morgan, Bill Mayer

W H K

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By...United Broadcasting Co.
 Address1311 Terminal Tower
 Phone Number.....Prospect 5800

• • • OHIO • • •

Transmitter Location ... Seven Hills Village
 Time on the Air.....6:30 a.m. to 1 a.m.
 Newspaper Affiliation.....Cleveland Plain Dealer
 News Service.....AP, INS
 Transcription Service..Lang-Worth, Associated, BMI
 RepresentativePaul H. Raymer Co.
 MembershipNAB

Personnel

President.....Sterling E. Graham
 Gen. Mgr.-Station Mgr.....K. K. Hackathorn
 Commercial Manager.....Robert S. DeTchon
 Sales Promotion Manager.....Sue Cornelius
 Program Director.....C. M. Hunter
 Production Manager.....Jacob Hines
 Publicity Director.....Saul Glantz
 Musical Director.....Willard Pott
 Chief Engineer.....R. H. DeLany
 Record M.C.....Fran Pettary

W J W

CLEVELAND—EST. 1943

AMERICAN BROADCASTING CO.

Frequency: 850 Kc.....Power: 5000 Watts
 Owned-Operated By.....WJW, Inc.
 Address.....1375 Euclid Ave.
 Phone NumberSUperior 0101
 Transmitter Location ...North Royalton, Ohio
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP, Transradio
 Transcription ServiceStandard
 RepresentativeHeadley-Reed Co.
 MembershipNAB

Personnel

President.....William M. O'Neil
 National Sales Manager...Harold W. Waddell
 Local Sales Manager.....W. J. Sylvester
 Merchandising Manager.....Robert Manby
 Program Director.....Charles V. Hunter
 Production Manager.....Robert Ledyard
 Publicity Director.....Robert Manby
 Musical Director.....Donald Kaylor
 Chief Engineer.....Gerald G. Roberts

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
 Owned-Operated By....National Broadcasting Co.
 Business Address ...815 Superior Ave., N.E.
 Phone NumberCherry 0942
 Transmitter LocationBrecksville, Ohio
 Time on the Air.....5:30 a.m. to 1 a.m.

CLEVELAND'S

**Chief
STATION**

• Calls your attention to the factors that have made it tops in daytime listening in the great Cleveland billionarea.



WJW **850**
on your dial

News Service.....UP, AP, INS
 Transcription ServiceNBC Thesaurus;
 World
 Representative.....NBC Spot Sales
 MembershipNAB, BMB

Personnel

President (NBC).....Niles Trammel
 General Manager.....Vernon H. Pribble
 Commercial Manager.....Harold L. Gallagher
 Merchandising Manager.....Howard Barton
 Program Director.....Harold Metzger
 Production Manager.....Fred Wilson
 Publicity Director.....Tommy Tarbox
 Musical Director.....Walberg Brown
 Chief Engineer.....Ed Leonard
 Record M.C.....Frank Fredrich

WSRS

CLEVELAND HEIGHTS—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Samuel R. Sague
 Business Address.....Radio Center Bldg.

Phone Number..ERIEview 2300 & SKYline 7184
 Transmitter Location....Marshall Motor Bldg.
 Time on the Air.....6 a.m. to midnight
 News Service.....AP
 Transcription Service.....Thesaurus, World,
 Lang-Worth, Associated
 MembershipNAB

Personnel

General Manager.....Samuel R. Sague

WBNS

COLUMBUS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By RadiOhio, Inc.
 Address33 North High Street
 Phone Number.....Adams 9265
 Transmitter Location1035 Barnett Rd.
 Time on the Air.....6 a.m. to 1:05 a.m. daily;
 Sunday: 8 a.m. to 1:05 a.m.
 News Service.....AP, PA
 Transcription Service.....Standard Radio,
 Thesaurus
 Representative.....John Blair & Company
 MembershipNAB, BMB

1947
 Proudly Presents
 The "HEIGHTS" in RADIO
 The Voice of the
 SUBURBAN PEOPLE
 SAMUEL R. SAGUE • RADIO CENTER BLDG.
 CLEVELAND HEIGHTS

WSRS
 1490 kc

WSRS-FM
 Channel 284
 104.7 mc

TURN TO

Your Daily Newest
 Radio Stars

Personnel

President.....Richard S. Wolfe
 Station Manager.....Richard A. Borel
 Sales Director.....W. I. Orr
 Director, Program Promotion..Jerome R. Reeves
 Program Director.....Geer Parkinson
 Continuity Director.....Chester S. Long
 Chief Announcer.....Russell Canter
 Musical Director.....Paul Neal
 Chief Engineer.....Lester H. Nafzger
 Record M.C.....Irwin A. Johnson

Personnel

President.....Sterling Graham
 Gen. Mgr. & Vice President...Carl M. Everson
 Station Manager.....Carl M. Everson
 Commercial Manager.....Harry H. Hoessly
 Merchandising Manager.....H. H. Hoessly
 Program Director.....John B. Moses
 Publicity Director.....Juanita Wilcox
 Chief Announcer.....B. J. Sweeney
 Musical Director.....Abram Ruvinsky
 Chief Engineer.....William A. Minor
 Record M.C.....Bernard J. Sweeney

WCOL

COLUMBUS—EST. 1924

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Pixleys
 Business Address.....33 North High St.
 Phone Number.....Main 4581
 Transmitter Location.....555 W. Goodale St.
 Time on the Air.....6 a.m. to 1 a.m.,
 Sundays 7:30 a.m. to 1 a.m.

News Service.....PA, INS
 Transcription Service.....World; Lang-Worth
 Representative.....Headley-Reed Company
 Membership.....NAB, BMB

Personnel

Owner & Chief Executive...Lloyd A. Pixley
 Gen. Mgr.-Station Mgr.....Jack Kelly
 Merchandising Manager....Howard Donahoe
 Production Manager.....Al. Albinger
 Publicity Director.....Howard Donahoe
 Chief Announcer.....George Arms
 Musical Director.....Al. Albinger
 Chief Engineer.....Leo DeConnick

WHKC

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM
 OHIO NETWORK

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By.....United Broad-
 casting Co.

Address.....22 East Gay St.
 Phone Number.....Adams 1101
 Transmitter Location.....901 Obetz Road
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper Affiliation.....Cleveland Plain
 Dealer

News Service.....UP
 Transcription Service.....Lang-Worth, Cole
 National Sales Office.....Paul H. Raymer Co.
 Representative.....H. H. Hoessly
 Membership.....NAB, BMB

WOSU*

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By...Ohio State University
 Business Address.....OSU Campus,
 Communication Lab.

Phone Numbers: University 3148; Extension
 711-2

Studio Address.....Campus
 Transmitter Location: University Golf Course,
 Worthington Road

Time on the Air.....Limited time,
 to sunset at Dallas, Texas

News Service.....UP, AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth

Membership.....NAEB

Personnel

President.....Howard L. Bevis
 Gen. Mgr.-Station Mgr.....Robert C. Higy
 Program Director.....William H. Ewing
 Production Manager.....Edgar A. Sprague
 Publicity Director.....Harold K. Schellenger
 Chief Announcer.....Glenn Ellstrom
 Musical Director.....Ann Charles
 Chief Engineer.....Robert C. Higy
 Chief Operator.....Chas. H. Boehnker

* Non-Commercial Station

WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By..Miami Valley Broad-
 casting Corporation

Business Address.....45 South Ludlow Street
 Phone Number.....Adams 2281
 Transmitter Location.....R. R. No. 2

Time on the Air.....5:45 a.m. to 1:05 a.m.;
 Sunday: 8 a.m. to 12:05 a.m.

Newspaper Affiliations: Dayton Daily News;
 News Service.....UP, INS, AP
 Transcription Service..Standard Radio & World

Representative.....George P. Hollingbery Co.
 MembershipNAB, BMB

Personnel

President.....James M. Cox, Jr.
 Gen. Mgr.-Station Mgr.....Robert H. Moody
 Commercial Mgr.-Merchandising
 Manager.....Arthur H. Tomsett
 Program Director.....Lester Spencer
 Publicity Director.....Stanley G. Mouse
 Chief Engineer.....Ernest L. Adams
 Record M.C.....Bud Baldwin

Transmitter Location.....E. David Rd.
 Time on the Air.....24 hours daily
 News ServiceAP
 Transcription Service....Lang-Worth, Standard
 Representative.....Weed & Company
 MembershipBMB

Personnel

PresidentCharles Sawyer
 General Manager.....J. P. Williams
 Station Manager.....F. G. Dykstra
 Merchandising Consultant..Mrs. Ruth Krouse
 Program Director.....C. Ranny Daly
 Engineering Consultant.....Paul Braden
 Record M.C.....Gene Barry

W I N G

DAYTON—EST. 1921

ABC

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Operated By..Great Trails Broadcasting
 Corporation
 Address.....121 North Main Street
 Phone Number.....ADams 3288-89-80

W F I N

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned By.....Findlay Radio Company

“Jonathan Dayton” and “Miss Miami Valley” Welcome WHIO Advertisers into the Homes of Southwestern Ohio

WHIO delivers your sales message right into the homes of busy, prosperous Dayton and of the \$100 million agricultural market of the Miami Valley. Since VJ Day, 70 plant expansions have been started in the Dayton area alone. Peace-time employment, which dipped with the abrupt end of the war, now far exceeds the war-time peak of 90,000! Tell this alert, expanding market about your products and services over WHIO, Dayton.

WHIO

5000 Watts
 News: UP, INS, PA, and CBS' best shows
 G. P. Hollingbery Company, Representatives
 Harry E. Cummings, Southeastern Representative

Basic CBS

WMRN

MARION, OHIO

**Changes
Statistics into Service
And Service into Sales
For You**



Community service is a by-word to every staff member of Marion, Ohio's Friendly Neighbor Station WMRN. The results of such service are yours for better sales in a seven-county market area where buying power is estimated at more than \$200,000,000 annually.

In this seven-county market you can get 200,000 listeners who know, like and stay tuned to news of their city, farm, church and school activities over the station they prefer. Their time is your time with WMRN.

WMRN serves its audience through all the seasons of the year. Your share of that audience can mean better sales in an already prosperous, ready-to-buy central Ohio market.



WMRN was on hand when ex-Ohio Governor Lausche, Frank W. Colley, League President, and Baseball Commissioner Happy Chandler opened the Ohio State League Season in Marion.



Cooperation with civic and law and enforcement agencies is aided by WMRN. Here staff announcer Don Sherwood interviews state police officers during a "check-up" week in promotion of safer driving.



PHOTO BY GAIL MOONEY STUDIO



ROBERT T. MASON
president of
The Marion
Broadcasting Company



ROBERT MORRISON
assistant general
manager of Station
WMRN



MADGE COOPER
director of WMRN
women's program

WMRN

MARION, OHIO

The Marion Broadcasting Company

REPRESENTED BY
BROADCAST SALES COMPANY
280 Madison Avenue
New York City

BROADCAST SALES COMPANY
360 N. Michigan Avenue
Chicago, Illinois



AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

Operated By.....Fred R. Hover
 Business Address...500½ South Main Street
 Phone Number.....Main 1330
 Transmitter Location.....Williams Road
 Time on the Air: 6:30 a.m. to local sunset;
 Sunday: 7 a.m. to local sunset
 News ServiceINS
 Transcription ServiceLang-Worth;
 Standard Radio, Keystone, Cole
 Representative.....Allan H. Miller
 MembershipNAB, BMB

Personnel

President-Owner and
 Chief Executive.....Fred R. Hover
 Commercial Manager.....M. C. Clark
 Sales Promotion Manager.....Dick Davis
 Program Director.....Joanne Lewis
 Chief Announcer.....Maurice M. Sayre
 Musical Director.....Margaret Schwaberow
 Chief Engineer.....Edgar C. Smith
 Record M.C.....John C. Hutson

W M O H

HAMILTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..The Fort Hamilton Broad-
 casting Co.
 Address.....Second National Bank Bldg.
 Phone4663-4, 4345
 Transmitter Location.....Middletown Pike
 Time on the Air.....6 a.m. to 11 p.m.;
 Sun., 7 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 MembershipNAB, BMB

Personnel

Pres. & Mgr. Dir.....Herbert G. Pabst
 Sales & Promotion Mgr.....Joseph E. True
 Chief Engineer.....Andrew F. Bruck

W L O K

LIMA—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The Fort Industry Co.
 Address.....620 National Bank Bldg.
 Phone63411
 Transmitter Location.....1424 Rice Ave.
 Time on the Air....6 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News ServiceAP
 Transcription ServiceStandard
 RepresentativesHeadley Reed
 MembershipNAB, BMB

Personnel

President.....George B. Storer
 General Manager.....Lee B. Wailes

Managing Director.....Ralph G. Elvin
 Commercial Manager.....G. F. Zwahlen
 Sales Promotion Manager.....R. G. Elvin
 Chief Engineer.....Darrell Hunter

W M A N

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Address.....140 Park Avenue West
 Phone Numbers.....4235-6
 Transmitter Location..Corner Longview Ave.
 and No. Main St.
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBroadcast Sales Co.
 MembershipNAB, BMB

Personnel

President.....Monroe F. Rubin
 Gen. Mgr.-Station Mgr.....John M. O'Hara
 Commercial Manager.....Carl C. Kindt
 Program Director.....Harry Lytle
 Musical Director.....James Minium
 Chief Engineer.....William E. Morrison
 Record M.C.....James Minium

W M O A

MARIETTA

MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
 Owned and Operated By.....Marietta
 Broadcasting Co.
 Address.....Williamstown, West Va.
 Correspondence Address...Box 201, Marietta,
 Ohio
 Transmitter Location..Williamstown West Va.
 Time on Air.....Unlimited License
 Representative.....The Branham Co.

Personnel

General Manager.....Mildred Chernoff
 Resident Manager.....A. Archer

W M R N

MARION—EST. 1940

ABC—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Marion
 Broadcasting Company
 AddressBox 518
 Phone Number3226-7
 Transmitter Location.....North Main Street
 Time on the Air.....17 hours daily
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 MembershipNAB, BMB

Personnel

President-Station Manager.....Robert T. Mason
 Broadcast Manager.....S. R. Morrison
 Merchandising Manager.....Eric Paige
 Publicity Director.....John Planic
 Musical Director.....Margaret Hale Clark
 Chief Engineer.....Francis J. Peters

W P A Y

PORTSMOUTH—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....The Scioto Broadcasting Co.
 Operated By.....Brush-Moore Newspapers, Inc.
 Address.....1009 Gallia St.
 Phone Number.....1010
 Transmitter Location.....1009 Gallia St.
 Time on the Air.....Unlimited
 Newspaper Affiliation.....Portsmouth Times
 News Service.....AP & UP
 Transcription Service.....Lang-Worth, BMI,
 Thesaurus
 Representative.....William G. Rambeau Co.
 Membership.....NAB, BMB

Personnel

President.....Roy D. Moore
 Gen. Mgr.-Station Mgr.....Paul Wagner

Commercial Manager.....G. F. Boyd
 Merchandising Manager.....Carl P. Bodner
 Program Director.....Edward Sagraves
 Publicity Director.....Carl P. Bodner
 Chief Announcer.....Harold Sagraves
 Musical Director.....Mrs. Dorothy Page
 Chief Engineer.....M. L. Myers
 Record M.C.....Graeme Zimmer

W I Z E

SPRINGFIELD—EST. 1940

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Voice of
 Springfield, Inc.
 Address.....115 West High Street
 Phone Number.....3-4955
 Transmitter Location.....115-117 W. High St.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Weed & Co.
 Membership.....BMB

Personnel

President.....Charles Sawyer
 General Manager.....J. P. Williams
 Station Manager.....Adna H. Karns

SHAKE HANDS WITH

"THE FRIENDLY GROUP"

Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O



WPIT

PITTSBURGH, PA.
 JACK MERDIAN, MGR.
 INDEPENDENT

WSTV

STEUBENVILLE, O.
 JOHN LAUX, MGR.
 MUTUAL

WFPG

ATLANTIC CITY, N. J.
 IRV TEETSSELL, MGR.
 ABC NETWORK

WKNY

KINGSTON, N. Y.
 LOU STEKETEE, MGR.
 MUTUAL

Merchandising Manager.....Adna H. Karns
 Program Director.....Robert Terry
 Production Manager.....Robert Christol
 Publicity Director.....Paul Bussard
 Musical Director.....Robert Christol
 Chief Engineer.....Victor Bushong
 Record M.C.....Wendall Brakefield

WSTV

STEUBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..The Valley Broadcasting
 Company
 Business Address...Exchange Realty Building
 Phone Number2-6263-66-67
 Studio Address..Steubenville; East Liverpool, O.
 Transmitter Location.....Altamont Heights
 Time on the Air.....7 a.m. to 1 a.m.
 News ServiceUP
 Transcription ServiceThesaurus
 Representative..Joseph Hershey McGillvra, Inc.
 MembershipBMB

Personnel

Gen. Mgr.-Station Mgr.....John J. Laux
 Merchandising Manager...John L. Merdian
 Production Manager-Ass't.
 Publicity Director.....George H. Wilson
 Publicity Director.....Harry M. Cochran
 Chief Announcer.....George H. Wilson
 Musical Director.....Thomas Arim
 Chief Engineer.....Joseph M. Troesch
 Record M.C.'s.....William Ewing
 William Brabson

WSPD

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By....The Fort Industry Co.
 Address...Broadcast Building, 136 Huron St.
 Phone Number.....ADams 3175
 Transmitter Location.....RFD, Oregon Road,
 Rossford, Ohio
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 7:45 a.m. to 1 a.m.
 News Services.....AP, INS, UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth, Standard
 Representative.....The Katz Agency
 MembershipNAB, BMB

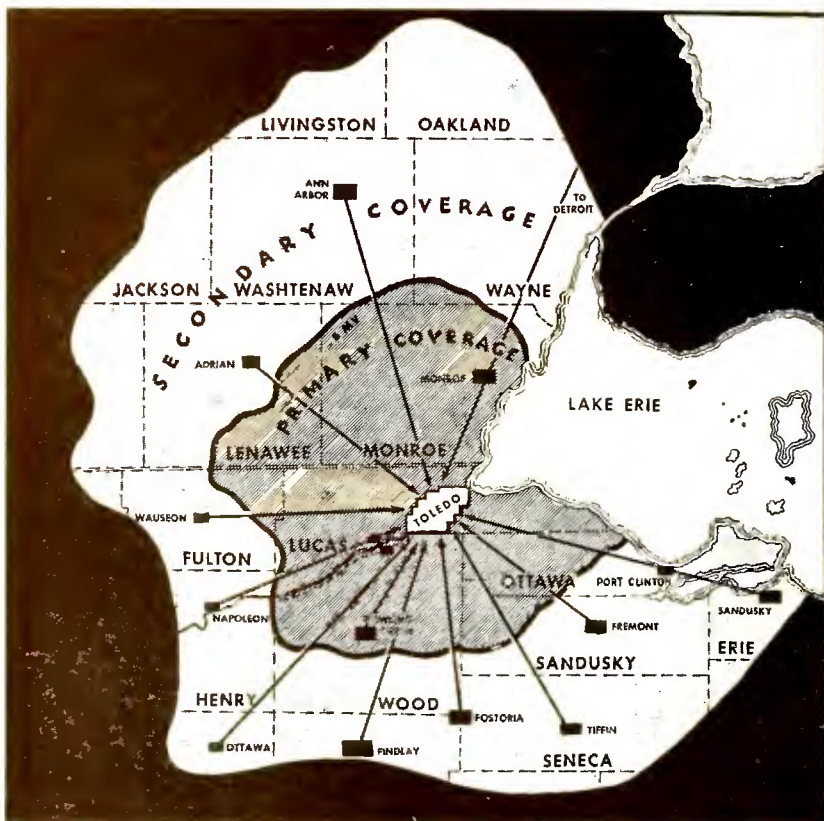
Personnel

President.....George B. Storer
 Vice-Pres. & Treas.....J. H. Ryan
 General Manager.....Lee B. Wailes
 Station Manager.....E. Y. Flanigan

For the *best*
 in women's news . . .

AP

Map of a Market not to be ignored



THREE QUARTERS OF A MILLION PEOPLE

This is the market covered by WTOL. Within a radius of 50 miles of Toledo is a population of more than three-quarters of a million — more than 200,000 homes where WTOL is recognized and known as "Toledo's Friendly Station."

Local merchants prefer WTOL — it gets results for them. Its audience represents responsive buying power!

WTOL "Toledo's Friendly Station"

National Representatives: Paul H. Raymer Co.

Basic ABC Affiliate

Local Manager..... Westford F. Shannon
 Merchandising Manager.... O. William Myers
 Program Director..... Glenn C. Jackson
 Production Manager..... Robert B. Evans
 Publicity Director..... O. William Myers
 Chief Announcer..... Robert B. Evans
 Musical Director..... Gene Williams
 Chief Engineer..... Wm. M. Stringfellow
 Record M.C..... Gene Williams

WTOD

TOLEDO—EST. 1946

Frequency: 1560 Kc... Power: 1000 w., d. only
 Owned-Operated By..... Unity Corp., Inc.
 Address..... 515 Madison Ave.
 Phone Number..... Garfield 5551
 Transmitter Location... Arlington & Byrne Rd.
 Time on the Air... Local sunrise to local sunset
 Newspaper Affiliation..... Dispatch Herald,
 Erie Sun
 News Service AP
 Transcription Service... Lang-Worth, SESAC,
 Associated
 Representative..... The Walker Co.
 Membership NAB

Personnel

President Edward Lamb
 General Manager..... William Spencer
 Merchandising Manager.... Rockwell Force
 Program Director..... Howard Malcom
 Publicity Director..... Rosalie Korman
 Chief Announcer..... Jean Shepherd
 Chief Engineer..... Robert Sowers
 Record M.C..... Jean Shepherd

WTOL

TOLEDO—EST. 1938

AMERICAN BROADCASTING CO.

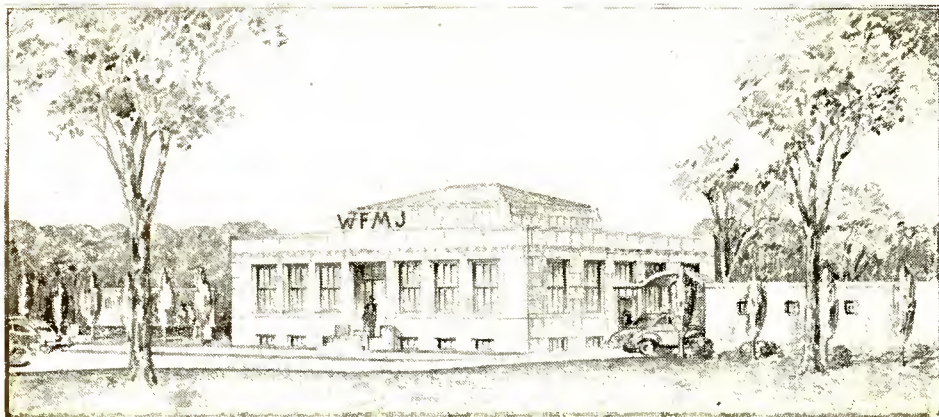
Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... The Community Broad-
 casting Company
 Address Bell Building
 Phone Number..... Adams 3291
 Transmitter Location..... 709 Madison Ave.
 Time on the Air..... Unlimited license
 News Service UP & AP
 Transcription Services Standard, World
 Representative..... Paul H. Raymer Co.
 Membership NAB, BMB

Personnel

President Frazier Reams
 V P- Sales Commercial Mgr.... Arch Shawd
 Program Mgr.-Production Mgr... Karl Nelson
 Musical Director..... Dorothy Diller
 Chief Engineer..... John Sheehan
 Record M.C..... Ken Lawrence

For the best in
 Washington news . . .

AP



WFMJ's transmitter building, to be erected this year

WFMJ has been granted 5,000 watts AM and 50,000 watts FM, which will make it one of the most powerful of all FM stations. Meanwhile WFMJ, as usual, offers complete coverage of the concentrated Youngstown market.

W F M J

ABC affiliate—News reports of Press Association, the United Press, and The Youngstown Vindicator

Headley Reed Company, National Representatives

W R R N

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Nied & Stevens
 Address 108 Main St., Second
 National Bank Building
 Phone Number 4490-1
 Transmitter Location 210 Main St.
 Time on the Air 6:45 a.m. to 12 midnight
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Representative Joseph Hershey McGillvra
 Membership NAB

Personnel

Owners Frank T. Nied & Perry H. Stevens
 Station Manager Emerson J. Pryor
 Commercial Manager Frank B. Cannon
 Merchandising Manager Emerson J. Pryor
 Program Director Richard G. Oram
 Chief Engineer Robert V. Kinney

W F M J

YOUNGSTOWN—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WFMJ Broadcasting Co.
 Address 101 W. Boardman St.
 Phone Number 34121
 Transmitter Location 101 W. Boardman St.
 Time on the Air 6 a.m. to 12 midnight
 Newspaper Affiliation Youngstown Vindicator
 News Service AP; UP
 Transcription Services Thesaurus,
 Standard Radio
 Representative Headley-Reed Company
 Membership NAB, BMB

Personnel

Pres.-Gen. Mgr. William F. Maag
 National Sales Manager Phil Wood
 Business Manager L. E. Nasman
 Program Director Robert B. Mackall
 Musical Director Ronald Richards
 Chief Engineer Frank A. Dieringer
 Record M.C. Ted Connors

W K B N

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By WKBN Broadcasting
 Corp.
 Address 17 N. Champion St.
 Phone Number 4-2122
 Transmitter Location 3430 Sunset Blvd.
 Time on the Air Fulltime
 Newspaper Affiliation Cleveland Plain Dealer
 News Service UP
 Transcription Services World; Lang-Worth
 Representative Paul H. Raymer Co.
 Membership NAB, BMB

Personnel

President and Gen. Mgr. W. P. Williamson, Jr.
 Station-Commercial Manager J. L. Bowden
 Chief Engineer E. T. Wilkins

W H I Z

ZANESVILLE—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Southeastern Ohio Broadcasters,
 Inc.
 Operated By Fort Industry Company
 Address North Fifth St., Lind Arcade Bldg.
 Phone Number 6000
 Transmitter Location Newark Road
 Time on the Air Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative John Blair & Company
 Membership NAB, BMB

Personnel

President George B. Storer
 General Manager Lee Wailes
 Managing Director Allen Haid
 Commercial Manager Robert Keans
 Program Director Russ Gardner
 Public Relations Director John Peart
 Chief Announcer Lyle Lee
 Chief Engineer Joe Atkinson

WKBN—“Very Personal” →

Very Personal...



TO LISTENERS in one of the nation's top 25 industrial areas . . . to local and national advertisers . . . the call letters WKBN stand for personal contact.

To the Listener, they mean personal contact with constant fine entertainment . . . strong local and national news coverage . . . information on better products and services . . . extensive public service features. This contact is one of personal preference for more reasons than the quality and scope of programs. The listener has come to know WKBN as a friendly station and staff . . . vitally concerned with affairs of the area served. Twenty years of sincere and authoritative station conduct have demonstrated this to his satisfaction . . . and the WKBN-habit is welcomed as a personal part of his life and home.

To the Advertiser, WKBN means an opportunity for personal contact with a great family of radio listeners in a densely populated tri-state area. These call letters mean the one advertising medium that binds this vast purchasing power together. They represent unique market contact through a regional personality . . . a proved-power selling force . . . a friendly and profitable business relationship, based on WKBN's long-established reputation for utmost cooperation towards mutual objectives.

IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS . . .
YOU WOULD HAVE TO CHOOSE YOUNGSTOWN—WKBN

WKBN

Columbia Broadcasting System
YOUNGSTOWN, OHIO
5000 Watts - 570 K. C.

Represented by:
Paul H. Raymer Company

OKLAHOMA

Estimated Population, 2,147,292—Radio Homes, 464,658
Stations in State—24

K A D A

ADA—EST. 1934
AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....C. C. Morris
Address.....207 First Nat'l Bank Bldg.
Phone Number.....1212
Transmitter Location.....North Broadway
Time on the Air.....6:30 a.m. to 11:05 p.m.;
Sundays, 7 a.m. to 11 p.m.

News Service.....AP
Transcription Service.....M. M. Cole
Representative.....Taylor Howe Snowden
Membership.....NAB, BMB

Personnel

Owner.....C. C. Morris
General Manager.....James M. Griffith
Commercial Manager.....Leroy Moses
Merchandising Manager.....Betty Hughes
Program Director.....Bill Hoover
Publicity Director.....Betty Hughes
Chief Engineer.....Harold Walker

K W H W *

ALTUS—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Altus Broadcasting Co.
Address.....Box 692
Studio Address.....Main & Commerce St.
Time on the Air.....Unlimited
Membership.....NAB

Personnel

President-Gen. Manager....Frank E. Wimberly
Commercial Manager.....Ruth Ferris

*Construction Permit

K V S O

ARDMORE—EST. 1935
AMERICAN BROADCASTING CO.
KBS—OKLAHOMA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Address.....Hotel Ardmore
Phone Number.....3030
Transmitter Location....Chickasaw & North-
west Blvd.

Time on the Air.....6:30 a.m. to 11:05 p.m.
Transcription Service.....SESAC;
World; Standard
Newspaper Affiliation.....Daily Ardmoreite

News Service.....AP
Representative.....Taylor Howe Snowden
Membership.....NAB, BMB

Personnel

President.....John F. Easley
General & Sales Manager.....Albert Riesen
Commercial Manager.....Glen Pool
Program Director.....Dolly Dutton
Chief Announcer.....John E. Riesen
Chief Engineer.....John M. Molloy

K W O N

BARTLESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Broadcasting
Co.

Business Address..100 Union Natl. Bank Bldg.
Phone Number.....1400
Transmitter Location.....U. S. Highway 75
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard
Membership.....NAB

Personnel

President-Gen. Manager.....J. Fred Case
Commercial Manager.....H. H. Heerman
Sales Promotion Manager.....John Collins
Chief Engineer.....W. G. Ownby

K W C O

CHICKASHA—EST. 1946

MBS

Frequency: 1560 Kc.....Power: 250 Watts
Owned By Washita Valley Broadcasting Corp.
Operated By.....George C. Robinson, Jr.
and James B. Quattlebaum

Address.....Chickasha, Okla.
Phone Number.....2899
Transmitter Location..Approx. 2 miles W. of
U. S. Highway 81

Time on the Air.....11½ hours daily
News Service.....AP
Transcription Service.....Standard Radio
Membership.....NAB

Personnel

President.....George C. Robinson, Jr.
General Manager.....James B. Quattlebaum
Commercial Manager.....Len Lyon
Chief Engineer.....George C. Robinson, Jr.
Record MC.....Jimmie Weldon

KASA

ELK CITY—EST. 1932

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 KcPower 100 Watts
Owned-Operated By...Southwestern Broadcast-
ing Co.

Address.....204 N. Main St.
Phone Number.....730
Transmitter Location.....204 N. Main St.
Time on the Air.....6 a.m. to 10:30 p.m.
News ServiceUP
Transcription ServiceStandard
Membership.....NAB, BMB

Personnel

President-General Manager...Lonnie J. Preston
Program Director.....Evelyn Preston
Production Manager.....George Cowan
Publicity Director.....Mrs. Alice Howenstine
Chief Engineer.....George Fenter

KCRC

ENID—EST. 1929

ABC

OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By....Enid Radiophone Co.
Address.....Broadway Tower
Phone Number447
Transmitter Location...Willow & Kennedy Sts.
Time on the Air.....6 a.m. to 11 p.m.;

Sunday: 7 a.m. to 11 p.m.
Newspaper Affiliation...Enid Morning News;
Enid Daily Eagle
News ServiceAP
Transcription Service.....Standard;
M. M. Cole
Representative Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....Lucy M. Garber
General Manager.....Milton B. Garber
Commercial Manager.....H. P. Hale
Program Director.....Harold Moon
Publicity Director.....Hugh Finnerty
Chief Engineer.....Murray D. Coleman

KSWO

LAWTON—EST. 1941

MUTUAL—KBS

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By

Oklahoma Quality Broadcasting Co.
Business Address PO Box 699
Phone Number.....3413

Studio Address.....17th & E. Streets
Transmitter Location.....17th & E. Streets
Time on the Air.....Daytime license
News ServiceUP
Transcription Service.....World

Personnel

General Manager.....John W. Steele
Chief Engineer W. E. Billington

KTMC

McALESTER—EST. 1945

ABC—OKLAHOMA NETWORK

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

Address.....Municipal Bldg.
Phone Number.....2411
Transmitter Location...One mile N. of studio
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
National Sales Office.....Taylor-
Howe-Snowden
Membership.....NAB, BMB

Personnel

Owners.....Clarence Wilson and
Philip Jackson
Gen. and Station Manager...Clarence Wilson
Commercial Manager,
Merchandising Manager.....Philip Jackson
Publicity Director.....Lowell Clark
Chief Announcer.....Jim Wilson
Chief Engineer.....Glenn Barnett
Record MC.....Jim Wilson

KBIX

MUSKOGEE—EST. 1936

ABC

OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:

Oklahoma Press Publishing Co.
Address.....910-913 Barnes Bldg.
Phone Number.....302-3
Transmitter Location.....Atop Barnes Building
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Muskegee Daily
Phoenix & Times Democrat
News ServiceAP
Representative Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....Tams Bixby, Jr.
Station Manager.....Paul A. Bruner

Commercial Manager.....Paul A. Bruner
 Merchandising Manager....Mary D. Robinson
 Program Director.....Beverly Kobel
 Publicity Director.....Mary D. Robinson
 Chief Announcer.....Tom Davidson
 Chief Engineer.....Bruce Dennis
 Record MC.....Bob Castle

W N A D *

NORMAN—EST. 1922

Frequency: 640 Kc. Power: 1000 Watts d. only
 Owned-Operated By..University of Oklahoma
 Business Address.....Faculty Exchange,
 Norman, Okla.
 Phone Number.....900
 Studio Address.....Union Tower,
 Univ. of Okla.
 Transmitter Location..1140 South Jenkins Ave.
 Time on the Air.....8 a.m. to local sunset
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAEB

Personnel

General Manager.....John W. Dunn
 Production Manager.....Coley Newman
 Publicity Director.....Marjorie Janssen
 Chief Announcer.....Maurice Ogden
 Musical Director.....Jack Bowers
 Chief Engineer.....Remy Perot

K O C Y

OKLAHOMA CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Plaza Court Broad-
 casting Co.
 Address.....Plaza Court
 Phone Number.....3-4333
 Transmitter Location.....Plaza Court
 Time on the Air.....6 a.m. to 12 midnight.
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers; Standard Radio; NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB; BMB

Personnel

President.....John D. Thomas
 General Manager,
 Station Manager....Matthew H. Bonebrake
 Commercial and Merchandising
 Manager.....George Tarter
 Chief Engineer.....George Brock

K O M A

OKLAHOMA CITY—EST. 1932

COLUMBIA BROADCASTING SYSTEM
 REGIONAL NETWORK (KOMA-KWFT-KTUL)

Frequency: 1520 Kc.....Power: 5000 Watts
 (CP-50,000)

Owned-Operated By.....KOMA, Inc.
 Address.....Box 983
 Phone Number.....2-3291
 Studio Address.....Biltmore Hotel
 Transmitter Location.....Moore, Okla.
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sunday: 7 a.m. to 12:05 a.m.

News Service.....UP
 Transcription Service.....Capitol,
 Standard, Cole.
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President.....John Griffin
 General Manager.....Kenyon Brown
 Commercial Manager.....J. J. Bernard
 Director of Public Relations.....Bill Bryan
 Production Manager and Supervisor of
 Program Personnel.....Allan Page
 Musical Director.....Mickey Reynolds
 Chief Engineer.....M. W. Thomas
 Record MC.....Eddie Coontz

K T O K

OKLAHOMA CITY—EST. 1927

AMERICAN BROADCASTING CO.

OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KTOK, Inc.
 Business Address.....2004 Apco Tower
 Phone Number.....3-8352
 Transmitter Location.....1800 West Main
 Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP
 Transcription Service.....World; Lang-Worth
 Representative.....Taylor-Howe Snowden
 Membership.....NAB, BMB

Personnel

President.....O. L. Taylor
 Gen. and Station Manager....Robert D. Enoch
 Commercial Manager.....Frank J. Lynch
 Program Director.....Harold Shreve
 Publicity Director.....Phillip Kernan
 Chief Announcer.....Lee Lemon
 Musical Director.....Melba Cates
 Chief Engineer.....Clifford Easum
 Record MC.....Walter Colvin

WKY

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc. Power: 5000 Watts
 Owned By.....Oklahoma Publishing Co.
 Operated By.....WKY Radiophone Co.
 Address.....Skirvin Tower Hotel
 Phone Number.....3-4306
 Transmitter Location...6 mi. N. Okla. City, 1 1/4
 mi. W. of Britton, Okla.
 Time on the Air.....5 a.m. to 1 a.m.
 Newspaper Affiliation.....Daily Oklahoman;
 Oklahoma City Times; The Farmer Stock-
 man
 News ServiceAP, UP
 RepresentativeThe Katz Agency

Personnel

President.....E. K. Gaylord
 Secretary-Treasurer.....Edgar T. Bell
 General Manager.....P. A. Sugg
 Promotion Mgr.-Publicity Director...Tom Rucker
 Program Director.....Hoyt Andres
 Chief Announcer.....Wakelield Holley
 Musical Director.....Allan Clark
 Chief Engineer.....Herman Lovell

KHBG

OKMULGEE—EST. 1937

MUTUAL—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Okmulgee Broadcasting
 Corp.
 Address.....McCulloch Bldg.
 Phone Number.....3646
 Transmitter Location...20th & Okmulgee Sts.
 Time on the Air.....6:45 a.m. to 10:30 p.m.
 News ServiceUP
 Transcription Service...Lang-Worth; Keystone
 Representative.....Sears & Ayer
 MembershipNAB, BMB

Personnel

President & Gen'l. Mgr.....Pat Buford
 Station Manager.....Pat Buford
 Commercial Manager.....Lucille Buford
 Merchandising Manager.....Lucille Buford
 Program Director.....Nova Clarke
 Chief Announcer.....Al Singleton
 Chief Engineer.....Chester Ludwick

WBBZ

PONCA CITY—EST. 1927

MUTUAL—KBS

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....Adelaide Carrell
 Address615 West Grand Avenue
 Phone Number.....3200
 Transmitter Location.....615 Grand Avenue
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceAP

Personnel

Managing DirectorA. L. Carrell
 Sales Manager.....L. C. McKenney
 Program DirectorDon Chadd
 Chief EngineerN. J. DeFrancesco

KGFF

SHAWNEE—EST. 1930

**AMERICAN BROADCASTING CO.
 OKLAHOMA NETWORK**

Frequency: 1450 Kc. Power: 250 Watts
 Owned By.....Stauler Publications
 Operated By...KGFF Broadcasting Co., Inc.
 Address.....Aldridge Hotel
 Phone Number.....4390-1
 Transmitter Location...Shawnee Country Club
 Time on the Air.....6:30 a.m. to 12 midnight,
 Sunday 7:45 a.m. to 11:30 p.m.
 Newspaper Affiliation...Stauler Publications
 News ServiceAP
 Transcription Service.....Lang-Worth
 Representative.....Taylor Howe Snowden
 MembershipNAB, BMB

Personnel

President.....Oscar S. Stauler
 General Manager.....Maxine Eddy
 Merchandising Manager.....Zaida Porter
 Program Director.....Roy J. Bowman
 Chief Announcer.....William A. Weaver
 Chief Engineer.....Salvatore Ricciotti

KSPI*

STILLWATER—EST. 1946

Frequency: 840 Kc. Power: 250 Watts d. only
 Owned-Operated By...Stillwater Publishing Co.
 Address.....117 W. 7th
 Phone Number.....311
 Transmitter Location...2 Miles S. of Stillwater
 Time on the Air.....Daytime
 Newspaper Affiliation...Stillwater Daily
 News-Press

Personnel

President.....C. R. Bellatti
 Vice-President.....L. F. Bellatti
 Program Director.....W. R. McKinsey

*Construction Permit

KAKC

TULSA—EST. 1946

Frequency: 1570 Kc. Power: 1000 Watts d. only
 Owned-Operated ByPublic Radio Corp.
 Address..Avey's Tulsa Coliseum, 5th & Elgin
 Phone Number.....4-0143
 Transmitter Location.....21st & Yale Aves.
 (SE. of Tulsa)
 Time on the Air..Local sunrise to local sunset
 News ServiceAP
 MembershipNAB

Personnel

President.....Sam E. Avey
 General Manager.....Glenn Condon
 Commercial Manager.....James L. Neal
 Chief Engineer.....Arnold M. Maupin
 Record M. C.....Jack Evans

KFMJ

TULSA—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d. only
 Owned-Oper. By Fred Jones Broadcasting Co.
 Address.....Alvin Hotel, 7 E. 7th
 Phone Number3-4236
 Transmitter Location1st & Yale
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....World. Standard.
 SESAC, Imperial
 Representative.....Donald Cooke, Inc.
 MembershipNAB

Personnel

President-OwnerFred Jones
 General ManagerLawson Taylor
 Commercial ManagerTom Johnson
 Program Director.....Jack Hoffman
 Chief EngineerNate Wilcox

KOME

TULSA—EST. 1938

ABC

MUTUAL BROADCASTING SYSTEM
 OKLAHOMA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Oil Capital Sales Corp.
 Address7 West 8th St.
 Phone Number3-4121
 Transmitter Location.....3904 S. Newport
 Time on the Air.....Unlimited
 News ServiceAP
 Transcription Service...Standard & Lang-Worth
 National Representative..Taylor-Howe-Snowden
 MembershipNAB

Personnel

PresidentHarry Schwartz
 General ManagerH. E. Grimes
 Merchandising ManagerBetty Burdine
 Program Director.....Dick Campbell
 Chief EngineerRoy Brown

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tulsa Broadcasting
 Company, Inc.
 Address.....Boulder on the Park
 Phone Number2-3191
 Studio Address..National Bank of Tulsa Bldg.
 Transmitter Location.....NE. of city
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service...Thesaurus, Standard,
 Cole, Capitol.
 RepresentativeFree & Peters
 MembershipNAB, BMB

Personnel

President.....John Toole Griffin
 General ManagerJohn Esau
 Commercial Manager.....L. A. Blust, Jr.
 Merchandising Manager...George Ketcham
 Program Director.....Karl Janssen
 Production Manager.....Ed Neibling
 Publicity DirectorSaidie Adwon
 Chief EngineerRobert Snider

KVOO

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc.....Power: 50000 Watts
 Owned-Operated By.....Southwestern Sales
 Corporation
 AddressPhiltower Bldg.
 Phone Number2-2254
 Transmitter Location: 10 miles east of Tulsa on
 U. S. Highway No. 66
 Time on the Air.....Unlimited
 News ServiceINS, UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Edward Petry & Co.
 MembershipNAB, BMB

Personnel

PresidentP. Q. Proctor
 Gen. Manager & Vice-Pres...William B. Way
 Commercial Manager .Gustav K. Brandborg
 Merchandising ManagerBud Jackson
 Program DirectorF. M. Randolph
 Musical DirectorJoe O'Neill
 Chief EngineerL. W. Stinson

WHEN EVEN NEWS WAS "NEW"

KGW LED IN SERVING

THE PUBLIC



KGW

620 ON YOUR DIAL

**AFFILIATED
WITH**



Complete news coverage has been the goal of KGW since the station broadcast its first news flash—the state primary election returns on May 19, 1922. For the next ten years KGW supplied news through bulletins and unscheduled news broadcasts. Early in 1932, KGW carried one scheduled daily news broadcast, and by the end of that year had three locally prepared and scheduled newscasts plus one network program.

On January 3, 1934 a KGW news bureau was opened and in 1935 KGW installed the first teletype used in a Portland radio station. KGW now utilizes the services of AP, UP and INS.

The growth of public interest in the use of radio as a source of news has led KGW to increase its scheduled daily newscasts during its 25 years of service until at present KGW broadcasts 46 local and 30 network news programs weekly.

Represented Nationally by Edward Petry and Co.

OREGON

Estimated Population, 1,305,988—Radio Homes, 401,486
Stations in State—29

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Willamette
Broadcasting Company
Address.....15th and Elm Streets
Phone Number.....1234-5
Studio Address.....KWIL Bldg., Albany;
Hotel Benton, Corvallis, Ore.
Transmitter Location.....Albany, Ore.
Time on the Air.....6:30 a.m. to midnight;
Sundays, 7 a.m. to midnight
Newspaper Affiliation.....Albany Democrat
Herald
News Service.....UP
Transcription Service.....Standard Radio, Cole
Representatives..John Keating; Homer Griffith
Membership.....NAB, BMB

Personnel

President.....W. L. Jackson
Secretary-Treasurer.....R. R. Cronise
General Manager.....Chet Wheeler
Commercial Manager.....Hal Byer (Albany)
Derwood Smith (Corvallis)
Merchandising Managers.....Bob Reinholdt,
Warren Stoffer
Chief Engineer.....Herb Davidson

KWIN

ASHLAND—EST. 1946

UNITED PACIFIC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Rogue Valley
Broadcasting Co., Inc.
Address.....1160 Helman Rd.
Phone Number.....Ashland 2-1351
Transmitter Location.....1160 Helman Rd.
Time on the Air.....6:30 a.m. to 11 p.m.;
Sunday: 8 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....World, Standard
Representative.....John Keating
Membership.....NAB

Personnel

President.....M. S. Hamaker
General Manager.....Roy R. Peck
Commercial Manager.....Ed Barnett
Sales Manager.....Jack Watson
Program Director.....Margaret Ritchie
Chief Engineer.....Floyd Rush

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Astoria Broadcasting Co.
Address.....Astoria, Ore.
Phone Number.....95
Studio Address.....9th & Commercial
Transmitter Location.....1006 Taylor Avenue
Time on the Air.....17½ hours daily
News Service.....AP
Transcription Service.....Standard Radio
Membership.....NAB, BMB

Personnel

General Manager.....L. E. Parsons
Merchandising Manager.....R. D. Holmes
Program Director.....Margie Christiansen
Production Manager.....Stan Church
Chief Engineer.....James Titus

KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address.....1st and Court Streets
Phone Number.....140
Transmitter Location.....East "H" St.
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Representative..W. S. Grant Co., John Keating
Membership.....NAB, BMB

Personnel

Pres., Chief Owner.....Marshall E. Cornett
Secretary-Treasurer.....Lee W. Jacobs
General Manager.....Lee W. Jacobs
Commercial Manager.....Ken Lockwood
Merchandising Manager.....Milton Levy
Chief Engineer.....Sidney Williams
Record MC.....Ken Holden

KBND

BEND—EST. 1938

MUTUAL—KBS—DON LEE

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By.....Central Oregon
Broadcasting Co.

Address.....1101 Wall St.
 Phone Number.....848
 Transmitter Location.....1101 Wall Street
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Frank H. Loggan
 General Mgr.-Station Mgr....Frank H. Loggan
 Commercial Manager.....W. M. Barton
 Program Dir.-Production Mgr..Kessler Cannon
 Chief Announcer.....Kessler Cannon
 Musical Director.....Roland McClure
 Chief Engineer.....Robert Dickinson

K O O S

COOS BAY—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Koos, Inc.
 Address.....505 Hall Building
 Phone Number.....432-3
 Transmitter Location.....Hall Building
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP, AP
 Newspaper Affiliation.....Coos Bay Times
 Transcription Service.....World Broadcasting
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Sheldon F. Sackett
 General Manager.....Fred F. Chitty
 Station Manager.....Hal Shade
 Commercial Manager.....Leonard Epling
 Office Manager.....Lucy Johnson
 Program Director.....Sara Spough
 Chief Engineer.....Roger L. Spough

K O A C *

CORVALLIS—EST. 1922

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.
 Owned by.....State of Oregon
 Operated By.....Oregon State System of
 Higher Education
 Address.....Oregon State College
 Phone Number.....526
 Studio Address...Corvallis; Univ. of Oregon,
 Eugene
 Transmitter Location.....Granger
 Time on the Air...10 a.m. to 10 p.m. Monday
 through Saturday
 News Service.....UP

Personnel

President.....Dean J. Cramer
 Station Manager.....James M. Morris
 Program Director.....James M. Morris
 Production Director.....James S. Nelson
 Chief Announcer.....J. Edwin Arnold
 Musical Director.....Donald F. Whitman
 Chief Engineer.....Grant S. Feikert

*Non-Commercial Station

K O D L

THE DALLES—EST. 1940

Frequency: 1230 Kc..Power: 250 d.; 100 n.
 Owned-Operated By... Western Radio Corp.
 Address.....The Dalles, Ore.
 Phone Number.....2300
 Transmitter Location.....The Dalles
 Time on the Air.....15½ hours daily
 Transcription Service.....C. P. MacGregor
 News Service.....UP
 Membership.....NAB

Personnel

President-General Mgr.....V. B. Kenworthy
 Station Manager.....V. B. Kenworthy
 Commercial Manager.....Alvin Anderson
 Merchandising Manager...Richard Schuchard
 Program Director.....Eunice LaSell
 Chief Engineer.....George Ristola

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By... Eugene Broad. Station
 Address.....Box 1032
 Phone Number.....3
 Transmitter Location... South Willamette St.
 Time on the Air.....6 a.m. to 1 a.m.
 Sunday: 7 a.m. to 11 p.m.
 News Service.....AP & UP
 Transcription Service.....World
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

Owner.....Violet G. Motter
 General Mgr.-Station Mgr....L. W. Trommlitz
 Commercial Manager.....Bruce Nidever
 Publicity Director.....L. W. Trommlitz
 Chief Engineer.....Harold Gander

K U G N

EUGENE—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.. Valley Broadcasting Co.
 Address.....P.O. Box 1400
 Phone Number.....2800

Transmitter Location.....Coburg Rd.
 Time on the Air.....5:30 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....W. S. Grant Co.
 Membership.....NAB

Personnel

Co-Partners.....C. H. Fisher & B. N. Phillips
 General Manager.....S. W. McCreedy
 Sales Manager.....Ted Hallock
 Program Director.....Harvey Dagering
 Publicity Director.....Ted Hallock
 Chief Announcer.....Charles Bernard
 Musical Director.....Ted Hallock
 Chief Engineer.....John E. Boren
 Record MC.....Austin Chaney

K U I N

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned/Operated By.....Southern Oregon Broad-
 casting Co.
 Business Address.....P. O. Box 148
 Phone Number.....1100
 Transmitter Location.....Grants Pass, Ore.
 Newspaper Affiliation.....Grants Pass Courier
 News Service.....AP
 Time on the Air.....7 a.m. to 12 midnight
 Transcription Services.....World Broadcasting
 System, MacGregor
 Representative.....W. S. Grant Co.
 Membership.....NAB, BMB

Personnel

President.....Amos E. Voorhies
 General Manager.....William B. Smullin
 Station Manager.....Edward A. Malone
 Commercial Manager.....Don Telford
 Sales Manager.....Glenn E. Nickell
 Continuity Director.....Mariano Guardino
 Production Manager.....Al Horton
 Office and Traffic Mgr.....Mae Dawson
 Chief Announcer.....Donn Shearer
 Program Director.....Nes Williams
 Chief Engineer.....Edward A. Malone

K F J I

KLAMATH FALLS—EST. 1931
 MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned By.....KFJI Broadcasters
 Operated By.....W. D. Miller
 Address.....213 Main St.
 Phone Number.....5155
 Transmitter Location.....213 Main Street

Time on the Air.....6:30 a.m. to 12 midnight
 Transcription Service.....World
 News Service.....UP
 Representative.....W. S. Grant Co.
 Membership.....NAB

Personnel

President-General Mgr.....W. D. Miller
 Station Manager.....Jack Keating
 Merchandising Manager.....Dave Hoss
 Publicity Director.....Dick Maquire
 Musical Director.....Jack Ellison
 Chief Engineer.....Wm. P. Grimes
 Record MC.....Jack Ellison

K F L W

KLAMATH FALLS—EST. 1946
 AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned/Operated By.....Herald Publishing Co.
 Address.....Esplanade & Pine
 Phone Number.....8115
 Transmitter Location.....Esplanade & Pine
 Newspaper Affiliation.....Herald-News
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Time on the Air.....6:15 a.m. to 11 p.m.
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Frank Jenkins
 General Manager.....Bud Chandler
 Commercial Manager.....Max J. Frye
 Program Dir.-Production Mgr.....Mel Baldwin
 Chief Announcer.....Mel Baldwin
 Chief Engineer.....Gilbert Walters
 Record MC.....Chuck Cecil

K L B M

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned/Operated By.....Inland Radio, Inc.
 Address.....Old Oregon Trail Highway
 Phone Number.....220
 Transmitter Location.....Old Oregon Trail
 Highway
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 Keystone
 Representative.....W. S. Grant Co.; John Keating
 Membership.....NAB, BMB

Personnel

President.....Marshall E. Cornett
 Secretary-Treasurer.....Lee W. Jacobs

General Mgr.-Station Mgr.....John G. Jones
 Commercial Manager.....Ken Lillard
 Merchandising Manager.....Jack Hatmaker
 Program Director.....Marjorie Pierce
 Publicity Director.....Jack Hatmaker
 Chief Announcer.....Ken Lillard
 Chief Engineer.....Wallace Guthrie
 Record MC.....Ken Lillard

K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By.....Mrs. W. J. Virgin
 Address.....Ross Lane
 Phone Number.....4000
 Studio Address.....Ross Lane
 Transmitter Location.....Ross Lane
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

Commercial Manager.....Art Adler
 Program Director.....Gladys LaMarr
 Chief Engineer.....Dave Rees

K Y J C *

MEDFORD—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Medford Printing Co.
 Address.....27 Grape St.
 Phone Number.....2141
 Transmitter Location.....Roof of MT Bldg.
 Time on the Air.....Unlimited
 Newspaper Affiliation...Medford Mail-Tribune

*Construction Permit.

K S R V

ONTARIO—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....Old Oregon Trail Highway
 Phone Number.....212
 Transmitter Location.....Old Oregon Trail Highway
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative..W. S. Grant Co.; John Keating

Personnel

President.....Marshall E. Cornett
 Secretary-Treasurer.....Lee W. Jacobs
 General Manager.....Gordon L. Capps
 Station Manager.....Gordon L. Capps
 Commercial Manager.....John W. Powell
 Merchandising Manager.....Ted Loud
 Program Director.....Velma Morton
 Publicity Director.....Ted Loud
 Chief Announcer.....John Maxson
 Chief Engineer.....Charles E. Harland
 Record MC.....John W. Powell

K W R C

PENDLETON—EST. 1941

NORTHWEST NETWORK
 UNITED PACIFIC NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Western Radio Corp.
 Address.....Box 178
 Phone Number.....1425
 Studio-Transmitter Location.....S. W. 6th St.
 Time on the Air.....6:30 a.m. to 10:15 p.m.;
 Sundays: 10:30 a.m. to 9:15 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John Keating
 Membership.....NAB, BMB

Personnel

President.....V. B. Kenworthy
 General Manager.....V. B. Kenworthy
 Station Manager.....Woodson Slater
 Commercial Manager.....Woodson Slater
 Assistant Sales Manager.....Ted A. Smith
 Program Director.....Leon C. Osbeck
 Production Manager.....Ted A. Smith
 Publicity Director.....Doris Forsman
 Chief Engineer.....James W. Leach
 Record MC.....Leon C. Osbeck

K A L E

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM
 DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned By....The Oregon Journal-Newspaper
 Operated By.....KALE, Inc.
 Address.....919 Taylor St.
 Phone Number.....Br. 3484
 Transmitter Location.....Near Sylvan, Ore.
 Time on the Air.....5:45 a.m. to 1 a.m.;
 Saturday: 6 a. m. to 6 p.m.; Sunday: 7 a.m.
 to 12 midnight

Newspaper Affiliation...The Oregon Journal
 News Service.....AP & UP
 Transcription Service.....Associated Music
 Publishers, Standard, MacGregor
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....P. L. Jackson
 General Manager.....Chas. E. Couche
 Commercial Manager.....Norman A. Davis
 Publicity and Public
 Relations.....Kelmar K. LeMaster
 Program Director.....Willis Ross
 Production Mgr.-Publicity Dir.....Earl Gunn
 Chief Announcer.....Lou Gillette
 Musical Director.....Allan Uhles
 Chief Engineer.....A. E. Richmond
 Record MC's.....Willis Ross, Lou Gillette

K B P S*

PORTLAND—EST. 1923

Frequency: 1450 Kc....Power: 100 w. d. only
 Owned-Operated By.....School District
 No. 1
 Address.....Students of Benson Polytechnic
 School
 Phone Number.....L4 4195
 Transmitter Location.....546 N.E. 12th Ave.
 Time on the Air.....10:30 a.m. to 6:30 p.m.

Personnel

Chief Executive.....R. T. Stephens
 Station Manager.....Mary Elizabeth Gilmore
 Program Director....Mary Elizabeth Gilmore
 Chief Engineer.....Charles Weagant

*Non-Commercial Station

K E X

PORTLAND—EST. 1926

ABC

Frequency: 1190 Kc.....Power: 5,000 Watts
 (CP-50,000)
 Owned-Operated By....Westinghouse Radio
 Stations, Inc.
 Address.....1230 S.W. Main St.
 Phone Number.....AT 6214
 Transmitter Location..North Portland, Oregon
 (CP-Clackamas, Ore.)
 Time on the Air.....6 a.m. to 1 a.m., Sundays,
 7 a.m. to 1 a.m.
 News Service.....INS; UP
 Transcription Service.....World
 Representative.....Paul H. Raymer Co.
 Membership.....BMB

Personnel

Chief Executive.....W. C. Evans
 General Manager.....Charles S. Young
 Commercial Manager.....Eldon Campbell
 Merchandising Manager...Douglas Billmeyer
 Program Manager.....Melvin Bailey
 Producers...Kenneth Finley, Price Burlingame
 Musical Director.....George Bruns
 Chief Engineer.....T. T. Ely
 Record MC's....Barney Keep, Ray McPherson

K G W

PORTLAND—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated ByThe Oregonian Pub-
 lishing Company
 Address.....537 S.W. 6th Ave.
 Phone Number.....Be 6364
 Studio Address.....1011 S. W. 6th Ave.
 Transmitter Location.....N. Portland, Ore.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....The Oregonian
 News Service.....AP; INS; UP
 Transcription Service.....Langworth; NBC
 Thesaurus, SESAC
 Representative.....Edward Petry & Co., Inc.
 Membership.....NAB, BMB

Personnel

President.....Caroline P. Leadbetter
 General Manager.....M. J. Frey
 Station Manager.....H. Quenton Cox
 Commercial Manager.....J. N. Wassan
 Public Relations Director.....Frank H. Coffin
 Program Director.....Homer Welch
 Production Manager.....Thomas J. Swafford
 Publicity Director.....Robert H. Hancock
 Chief Announcer.....Robert E. Thomlinson
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold C. Singleton
 Educational Director..Evelyn Sibley Lampman
 Farm Program Director....Wallace Kadderly

See Page 568

K O I N

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....KOIN, Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....Atwater 3333
 Studio Address....New Heathman Hotel Bldg.
 Transmitter Location.Sylvan near Canyon Road
 Time on the Air.....6 a.m. to Midnight

News Services.....INS; UP; AP
 Transcription Services....World, Associated,
 Capitol
 RepresentativeAvery-Knodel, Inc.
 Membership.....NAB, BMB

Personnel

Owner.....Field Enterprises, Inc.
 General Manager.....Harry H. Buckendahl
 Commercial Manager....Harry H. Buckendahl
 Merchandising Manager.....Marc Bowman
 Program DirectorTed Cooke
 Production Manager.....Bill Mears
 Chief Announcer.....Duncan Macleod
 Musical Director.....Owen Dunning
 Chief Engineer.....L. S. Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1040 Kc.....Power: 1000 Watts
 Owned-Operated By.....KWJJ Broadcast
 Co., Inc.
 Address.....1011 S. W. 6th Ave.
 Phone Number.....Atwater 4393-4-5
 Transmitter LocationOaks Park, Portland
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP, INS
 Transcription Service...Standard Radio, Lang-
 Worth
 RepresentativeBurn-Smith Co.
 MembershipNAB

Personnel

President.....Wilbur J. Jerman
 General Mgr.-Station Mgr.....John Egan
 Commercial Manager.....Wilbur J. Jerman
 Merchandising Manager....Wilbur J. Jerman
 Program Director.....Gerald E. Speerstra
 Publicity Director.....L. D. Henderson
 Chief Announcer.....Art Morey
 Musical Director.....Leah Holt
 Chief Engineer.....Frank Hood
 Record MC.....Sammy Taylor

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc....Power: 10000 w. d. only
 Owned-Operated By.....KXL Broadcasters
 AddressOrpheum Building
 Phone Number.....Broadway 6451
 Transmitter Location.....Town of Harmony
 Time on the Air.....6 a.m. to local sunset;
 Sunday: 10:05 a.m. to 2 p.m.

News ServiceUP
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; Standard Radio
 Representative....Pacific N.W. Broadcaster;
 Walker Co.
 Membership.....NAB, BMB

Personnel

President.....Francis R. Symons
 General Mgr.-Station Mgr.....H. S. Jacobson
 Commercial Manager.....H. S. Jacobson
 Program Director.....Fred Eichorn
 Production Manager.....Jackson Fleming
 Publicity Director.....Paul Robinson
 Chief Announcer.....Harold Starr
 Chief Engineer.....Ralph Mifflin

(CALL LETTERS TO BE ASSIGNED)
PORTLAND*

Frequency: 800 Kc.....Power: 250 Watts
 Permittee.....John W. Davis

*C.P. (Was pending)

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..News-Review Company
 Business Address.....136 N. Jackson St.
 Phone Number4
 Transmitter Location.....136 N. Jackson St.
 Time on the Air.....16 hours daily
 Newspaper Affiliation..Roseburg News-Review
 News ServiceAP
 Transcription Service.....Standard Radio,
 Cole, SESAC
 Representative.....John Keating, Howard H.
 Wilson Co.

Personnel

General-Station and Commercial Manager
 Marshall H. Pengra
 Sales Promotion-Merchandising Manager
 Iris Rice Helliwell
 Program-Publicity Director...Iris Rice Helliwell
 Record m.c.....Del McKay
 Chief Engineer.....E. LeRoy Hiatt

K S L M

SALEM—EST. 1934

MUTUAL—DON LEE—KBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Oregon Radio, Inc.
 Business Address.....Senator Hotel Bldg.
 Phone Number.....4831
 Transmitter Location.....633 N. Front St.
 Time on the Air.....19 hours daily
 News Service.....UP and AP
 Transcription Service.....Lang-Worth, World
 Representatives.....Homer Griffith Co.;
 John Keating
 Membership.....NAB, BMB

Personnel

President.....Glenn McCormick
 General Manager.....Glenn McCormick
 Commercial Manager...Robert M. Fischer, Jr.
 Program Director.....Lucille Bushnell
 Publicity Director.....Robert M. Fischer, Jr.

Chief Announcer.....Gordon Allen
 Musical Director.....Glenda Lou
 Chief Engineer.....Clyde Carlton
 Record MC.....Jerry Webb

K O D L

THE DALLES—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Radio Corp.
 Address.....Studio Drive
 Time on the Air.....Full Time License
 Transcription Service.....Keystone
 Representatives...Homer Griffith (Hollywood)
 John Keating (Portland)

Personnel

President.....V. B. Kenworthy
 Manager.....Glenn Howell

For the best in Sports News . . .

AP



***CBS affiliate
Philadelphia's Leading Radio Institution***

PENNSYLVANIA

Estimated Population, 10,176,212—Radio Homes, 2,524,729
Stations in State—65

W S A N

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Operated By.....Lehigh Valley
Broadcasting Co.
Address39-41 N. Tenth St.
Phone Number9511
Transmitter Location.....Route 1
Time on the Air.....7 a.m. to 1 a.m.
Sundays 8 a.m. to 1 a.m.
Newspaper Affiliation.....Call-Chronicle
Publishing Co.
News Service.....AP, UP
Transcription Services.....World Broadcasting
System
RepresentativeHeadley-Reed Co.
MembershipNAB, BMB

Personnel

President.....J. Calvin Shumberger
V-Pres. & Managing Dir. .B. Bryan Musselman
Program Director.....George Y. Snyder
Production Manager.....William S. Davies
Technical Supervisor....Reuel H. Musselman

(CALL LETTERS TO BE ASSIGNED)
ALLENTOWN*

Frequency: 1580 Kc.....Power: 1000 Watts
Applicant.....Allentown Broadcasting Co.

*C.P. (Was pending)

W G P A

BETHLEHEM—EST. 1946

Frequency: 1100 Kc....Power: 250 w., d. only
Owned-Operated By.....The Bethlehems'
Globe Publishing Co.
Address.....4th & Brodhead Sts.
Phone Number.....7-7571
Studio Address.....426 Brodhead St.
Transmitter Location.....8th Ave. & Dell St.
Time on the Air.....Local sunrise to local
sunset
Newspaper Affiliation.....Bethlehem Globe-
Times
MembershipNAB

Personnel

Vice-Pres.-Gen. Mgr.....Rolland L. Adams
Station Manager.....Arthur C. McCracken

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: The Gable Broadcasting
Company (Lessee)
Address.....1318-32 11th Avenue
Phone Number.....6467
Transmitter Location.....1318-32 11th Ave.,
Altoona, Pa.
Time on the Air.....7:15 a.m. to midnight
News Service.....AP
Transcription Service.....World Broadcast-
ing System; Langworth
RepresentativeHeadley-Reed Co.
MembershipNAB, BMB

Personnel

President.....George P. Gable
General Manager.....Roy F. Thompson
Commercial Manager.....Roy F. Thompson
Chief Engineer.....George R. Burgoon

W I S R

BUTLER—EST. 1941

VICTORY NETWORK—KBS

Frequency: 680 Kc....Power: 250 w., d. only
Owned By.....The Butler Broadcasting Co.
Operated By.....David H. Rosenblum
Address.....357 N. Main St.
Phone Numbers.....4-701-2
Transmitter Location.....McKinley Ave.
Extension, Butler
Time on the Air.....6:30 a.m. to Sundown
News ServiceUP
Transcription ServiceWorld Broadcasting
RepresentativeFarjoe & Co.
MembershipNAB, BMB

Personnel

Owner-Gen. Mgr.....David Rosenblum
Publicity Director.....Robert Kaufman
Musical Director.....Warren Edwards
Chief Engineer.....Paul Rex
Record M.C.'s....Warren Edwards, Gene Brys

W C H A

CHAMBERSBURG—EST. 1946

Frequency: 800 Kc....Power: 1000 w., d. only
Owned-Operated By.....Chambersburg
Broadcasting Co., Inc.

• • • **PENNSYLVANIA** • • •

Address.....Craft Press Bldg.
 Phone Number.....1110
 Transmitter Location.....Warm Springs Rd.,
 Franklin County
 Time on the Air...Local sunrise to local sunset
 News ServiceUP
 Transcription ServiceCapitol
 Representative.....Forjoe & Co.

Personnel

President.....C. M. Cassel
 General Manager.....John S. Booth
 Commercial Manager.....Thompson K. Cassel
 Musical Director.....Earl Strine
 Record M.C.'s.....Lee Case, Al Saunders

Time on the Air.....6:30 a.m. to 12:05 a.m.
 Newspaper AffiliationDuBois Courier
 Express
 News ServiceUP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGilvra
 MembershipNAB, BMB

Personnel

President Col. H. T. Gray
 General Manager..... Jason S. Gray
 Station Manager.....Les Ryder
 Promotion Manager.....Les Ryder
 Program Director..... Virginia Wade
 Chief Engineer Vernon Stahl
 Record M.C..... Walter Morris

W C E D

DU BOIS—EST. 1939

COLUMBIA BROADCASTING SYSTEM
 PENNSYLVANIA—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Tri-County Broad-
 casting Co., Inc.

Address80 North Park Place
 Phone Number1700
 Transmitter Location.....80 North Park Place

W E S T

EASTON—EST. 1936

NATIONAL BROADCASTING COMPANY
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON RADIO GROUP

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Associated Broad-
 casters, Inc.

WEST
EASTON, PENNSYLVANIA
 PHILLIPSBURG, NEW JERSEY

Gateway to the rich industrial
 and agricultural area of the LEHIGH VALLEY
 with a population exceeding 300,000.
 The Steel and Cement Center of the East. A market
 worthy of your consideration.

NBC—MUTUAL
 National Representative: **RADIO ADVERTISING CO.**

PENNSYLVANIA

Address 516 Northampton St.
Phone Number 6131
Transmitter Location Williams Township
Time on the Air 6:30 a.m. to 12:30 a.m.
News Service UP
Transcription Service NBC Thesaurus
Representative Radio Advertising Co.
Membership NAB, BMB

Personnel

Station Executive Clair R. McCullough
Station Manager Elwood C. Anderson
National Sales Manager J. Robert Gulick
Program Manager Eugene Bethman
Technical Director J. E. Mathiot

W E R C

ERIE
NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Presque Isle Broad-
casting Co.

Address 121 West 10th St.
Phone Number 26-918
Transmitter Location 121 West 10th St.
Time on the Air 6:45 a.m. to 12:05 a.m.
News Service UP
Transcription Service Associated Muslc;
Lang-Worth
Representative Weed & Co.

Personnel

President Jacob A. Young
General Manager Charles E. Denny
Sales Manager Frank R. Proudfoot
Program Director Virginia Donachy
Production Manager James Dewart
Chief Announcer Arthur Ingram
Chief Engineer L. W. Cooke, Jr.
Record M. C. Clinton MacElroy

W L E U

ERIE—EST. 1935

ABC-MUTUAL
PENNSYLVANIA NETWORK
WILLIAM PENN NETWORK
QUAKER NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By WLEU Broadcasting
Corporation
Address Commerce Building, 12th and
State Streets

Phone Numbers 23-327 or 22-129
Transmitter Location Commerce Bldg.
Time on the Air Unlimited
News Service AP
Transcription Service NBC Thesaurus

Personnel

President Leo J. Omelan
Gen. Mgr.-Station Mgr.-
Sales Manager V. Hamilton Weir

W H J B

GREENBURG—EST. 1934

Frequency: 620 Kc. Power: 250 Watts, Daytime
Owned-Operated By Pittsburgh Radio
Supply House

Address Penn Albert Hotel
Phone Number Greensbrug 3740
Transmitter Location ... Atop Penn Albert Hotel
Time on the Air 7 a.m. to local sunset
News Service AP
Transcription Service Lang-Worth
National Sales Office ... William G. Rambeau
Co.
Membership NAB, BMB

Personnel

President H. J. Brennen
General Manager G. J. Podeyn
Chief Announcers Glenn Grayson,
John Howard
Chief Engineer L. L. Allen

W S A J *

GROVE CITY—EST. 1920

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By Grove City College
Address Broad and Main Sts.
Phone Number 763
Studio Address Crawford Hall
Transmitter Location Hall of Science
Time on the Air 4 hours per week

Personnel

President Dr. Weir C. Ketter
Program Director R. G. Walters
Musical Director Stanley J. Seiple
Chief Engineer Dale O. Smock

*Non-Commercial Station

W H G B

HARRISBURG—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned By Harrisburg Broadcasting Co.
Operated By Herbert Kendrick
Address Blackstone Bldg., 112 Market St.
Phone Numbers 2-3456 & 6-2646
Transmitter Location Blackstone Bldg.
Time on the Air 6 a.m. to 1 a.m.,
Sun., 7 a.m. to 1 a.m.
News Service AP
Transcription Service NBC Thesaurus
Representative Weed & Co.
Membership NAB, BMB

Personnel

Partners Herbert Kendrick & G. L. Hash
General Manager Herbert Kendrick
Commercial Manager R. A. Maxwell
Program Director Jack Hooper
Publicity Director R. A. Maxwell
Chief Announcer Jack Hooper
Chief Engineer G. B. Buffington

W K B O

HARRISBURG—EST. 1921

**NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Keystone Broadcast-
ing Corp.
Address 31 North Second St.
Phone Number 4-0191
Transmitter Location Penn Harris Hotel
Time on the Air 6:30 a.m. to 1 a.m.
News Service UP
Transcription Service WBS
Representative Radio Advertising Co.
Membership NAB, BMB

Personnel

Chief Executive Clair McCullough
Station Manager C. G. Moss
National Sales Manager J. Robert Gulick
Program Director David Bennett, Jr.
Chief Engineer J. E. Mathiot

**4 Markets Offering High Sales
Results at Low Cost . . .**

WRAW
READING, PA.

WKBO
HARRISBURG, PA.

WGAL
LANCASTER, PA.

WWORK
YORK, PA.

NBC

Sales Representative
RADIO ADVERTISING CO.
New York • Chicago • San Francisco • Dallas • Hollywood

WAZL

HAZLETON—EST. 1932

NBC—MBS

Frequency: 1490 Kc.....Power: 250 Watts
ing Service, Inc.

Owned-Operated By.....Hazleton Broadcast-
ing Service, Inc.

Address...703 Hazleton National Bank Bldg.

Phone Numbers.....1488-3788

Studio Address.....708 Hazleton National
Bank Bldg.; Elks Bldg., Shenandoah; Berwick
Store Studios, Berwick; Bright Studios, Lans-
ford

Transmitter Location...708 Hazleton National
Bank Bldg.

Time on the Air.....6:30 a.m. to 12:30 a.m.;

Saturday: 6:30 a.m. to 1 a.m.; Sunday:

7 a.m. to 12:30 a.m.

News Service.....UP

Transcription Service.....NBC Thesaurus

Representative.....Radio Advertising Co.

Membership.....BMB

Personnel

President.....Victor C. Diehm

Commercial Manager.....George Martin

Merchandising Manager.....Kathryn E. Kahler

Program Director.....Don Murray

Production Manager.....Thomas Tito

Publicity Director.....Kathryn Kahler

Chief Announcer.....Don Murray

Musical Director.....John Stanzola

Chief Engineer.....Elwood Tito

WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.

Owned-Operated By.....WHP, Inc.

Address.....216 Locust St.

Phone Number.....4-3211

Transmitter Location.....Harrisburg-Hershey

Highway (4 miles east of Harrisburg)

Time on the Air..6 a.m. to 1 a.m. daily; 8 a.m.

to 1 a.m. Sunday

News Service.....UP & AP

Transcription Service...Standard. Associated

Representative.....John Blair & Company

Personnel

General Mgr.-Station Mgr....A. K. Redmond

Merchandising Manager....Beatrice Pottleiger

Program Director.....Dick Redmond

Chief Engineer.....E. Daniel Leibensperger

Sell Your Product in
Pennsylvania's Booming
Hard Coal Region

WAZL

HAZLETON

The only station with blanket coverage in
an area which has an annual payroll of
over \$55,000,000—practically all spent right
in the territory.



NBC

MUTUAL

National Representative: RADIO ADVERTISING CO.

W H U N

HUNTINGDON—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....The Joseph F. Biddle
 Publishing Co.
 Address.....400 Washington St.
 Phone Number.....12
 Transmitter Location.....27th St. & Murray Ave.
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper Affiliation.....The Daily News
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President-General Mgr.....John H. Biddle
 Station Manager.....Sam Stroh
 Commercial Manager.....I. C. Mann
 Merchandising Manager.....John H. Biddle
 Program Director.....Cary Simpson
 Chief Announcer.....Cary Simpson
 Chief Engineer.....Douglas Beeman

W D A D

INDIANA—EST. 1945

**COLUMBIA BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Indiana Broadcast, Inc.
 Address.....637 Philadelphia St.
 Phone Number.....1780
 Studio Address.....Indiana Theater Bldg.
 Transmitter Location.....East Pike, Route 422
 Time on the Air.....6:58 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard. M. M. Cole
 Membership.....NAB

Personnel

Owner-General Mgr.....Paul J. Short
 Merchandising Manager.....Paul S. Flinn
 Program Director.....Paul S. Flinn
 Chief Announcer.....Paul S. Flinn
 Musical Director.....S. Turner Jones
 Chief Engineer.....Henry Niederkofler

W A R D

JOHNSTOWN—EST. 1946

**COLUMBIA BROADCASTING SYSTEM
 PENNSYLVANIA NETWORK**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Central Broadcasting
 Co., Inc.
 Address.....Porch Bldg.
 Phone Number.....81-216
 Transmitter Location.....Prospect Hill

Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed & Co.
 Membership.....NAB

Personnel

President.....Paul Short
 Vice-Pres.-General Mgr.....Geo. D. Gartland
 Station Mgr.-Commercial Mgr.....Chas. R. Petrie
 Merchandising Manager.....Chas. R. Petrie
 Program Director.....Robt. G. Walter
 Chief Announcer.....Robt. Laurence
 Chief Engineer.....Walter Murawsky

W J A C

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WJAC, Incorporated
 Address.....Tribune Annex
 Phone Number.....24-361
 Transmitter Location.....Tribune Building
 Time on the Air.....7 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Johnstown Tribune
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
 Commercial-Promotion Manager.....J. P. Foster
 Program-Production.....Campbell E. Patch
 Chief Engineer.....Nevln Straub

W C R O

JOHNSTOWN—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Century Broadcast-
 ing Corp.
 Business Address.....317-319 Main St.
 Phone Number.....75-255
 Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....INS
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr.
 Membership.....NAB

Personnel

President.....John J. Keel
 Secretary-Treasurer.....Lloyd W. Dennis, Jr.
 Station Manager.....Lloyd D. Dennis, Jr.
 Vice-President.....Henry Gladstone
 Sales Manager.....Hal Acker
 Program Director.....John Wesley
 Publicity Director.....Hal Acker
 Chief Engineer.....H. Stohl

WLAN

LANCASTER—EST. 1946

Frequency: 1320 Kc. Power: 1000 w. d. only
 Owned-Operated By Peoples Broad. Co.
 Address 252 No. Queen St.
 Phone Number 7261
 Transmitter Location Gypsy Hill Rd.
 Time on the Air . . . Local sunrise to local sunset
 News Service AP
 Transcription Service Lang-Worth, World
 Representative Forjoe & Co.
 Membership NAB

Personnel

President F. H. Altdorffer
 Station Manager Earl R. Shappell
 Chief Announcer Robert C. Harnish
 Musical Director Robert Q. Stetler
 Chief Engineer Willis N. Weaver

WGAL

LANCASTER—EST. 1922

NBC—MBS

MASON-DIXON GROUP

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WGAL, Inc.
 Business Address 8 West King St.
 Phone Number 5259
 Transmitter Location 8 West King St.
 Time on the Air 6:30 a.m. to 12:30 a.m.
 News Service UP
 Transcription Service NBC Thesaurus.
 Standard
 Representative Radio Advertising Co.
 Membership NAB, BMB

Personnel

Chief Executive Clair R. McCollough
 Station Manager Walter O. Miller
 National Sales Mgr. J. Robert Gulick
 Program Director Ernest Stanzola
 Chief Engineer J. E. Mathiot

4 Markets Offering High Sales Results at Low Cost . . .

WORK

WRAW
READING, PA.

YORK, PA.

NBC

WGAL
LANCASTER, PA.

WKBO
HARRISBURG, PA.



Sales Representative
RADIO ADVERTISING CO.
 New York • Chicago • San Francisco • Dallas • Hollywood

W L B R

LEBANON—EST. 1946

Frequency: 1270 Kc. Power: 1000 w. d. only
Owned-Operated By...Lebanon Broadcasting Co., Inc.

AddressCentral Bldg.
Phone Number.....Lebanon 3930
Studio Address.....Central Bldg.
Transmitter Location...Hill Church, Annville Township, 3 miles W. of Lebanon

Time on the Air...Local sunrise to local sunset
News Service.....AP
Transcription Service.....World
Representative.....Radio Advertising Co.
MembershipNAB

Personnel

President.....H. Raymond Stadiem
Secretary-Treasurer.....Lester P. Elter
Station Manager.....Julian F. Skinnell
Commercial Manager.....Philip J. Reilly
Program Director.....Julian F. Skinnell
Publicity Director.....Chet E. Hagan
Chief Announcer.....Alan Blaine
Chief Engineer.....M. Leonard Savage

W M R F

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...Lewistown Broadcasting Co.

Business Address Monument Square
Phone Number 757
Studio AddressHotel Coleman
Transmitter Location.....Lewistown Heights
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription ServiceLang-Worth
News ServiceUP
RepresentativeBurn-Smlth Co.

Personnel

General Manager.....Thomas W. Metzger
Commercial Manager.....Thomas W. Metzger
Program Director.....Ralph Parker
Publicity Director.....James E. Moren
Chief Engineer.....Bernard H. Bopp

W B P Z

LOCK HAVEN—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Lock Haven Broadcasting Corp.

Address.....132½ E. Main St.
Phone Number4038
Transmitter Location.....Allison Township
Time on the Air.....7:30 a.m. to 11:30 p.m.

News ServiceAP
Transcription ServiceStandard
MembershipNAB

Personnel

President.....Don M. Welsh
General Manager.....Paul M. Breining
Commercial Manager.Norman S. Caldwell 2nd

W E D O

McKEESPORT—EST. 1946

VICTORY

Frequency: 810 Kc. Power: 1000 w. d. only
Owned-Operated By...Tri-City Broadcasting Co.

Address.....547 Fifth Ave.
Phone Number7167
Transmitter Location....Foster Rd., Versailles Township, Allegheny County

Time on the Air...6:30 a.m. to local sunset
News ServiceAP
Transcription Service...Associated, Capitol, World, MacGregor, NBC Thesaurus, Lang-Worth

Representative....Joseph Hershey McGillvra, Inc.
MembershipNAB, BMB

Personnel

President.....E. J. Hirshberg
General Manager.....Jan King
Commercial Manager.....Warren Wright
Sales Promotion Manager...John E. Karabin
Program Director.....William Chambers
Publicity Director.....John E. Karabin
Chief Announcer.....Bob McKenna
Musical Director.....Otto Krenn
Chief Engineer.....Wilkes Hurley
Record M.C.'s.....Howard Jackson, Ed Patrick

W K S T

NEW CASTLE—EST. 1938

MUTUAL BROADCASTING SYSTEM
VICTORY NETWORK

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By.....WKST, Inc.

Address.....Cathedral Bldg., E. Lincoln Ave.
Phone Number5050
Studio Address...Cathedral Bldg., New Castle
Transmitter Location.....3½ miles S.E. of Newcastle

Time on the Air.....6:30 a.m. to 12 midnight
News ServiceAP
Transcription Service.....NC Thesaurus
RepresentativeWeed & Co.
MembershipNAB, BMB

Personnel

Pres.-Gen. Mgr.....S. W. Townsend
 Station Manager.....Arthur W. Graham
 Commercial Manager.....A. W. Graham
 Merchandising Manager.....Al Francis
 Program Director.....A. W. Graham
 Production Manager.....Charles Wilson
 Publicity Director.....Al Francis
 Chief Engineer.....Robert Emch
 Record M.C.....Charles Wilson

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts
 Owned-Operated By.....Allegheny-Kiski
 Broadcasting Co.
 Address.....810 Fifth Avenue
 Phone Number.....New Kensington 3534
 Transmitter Location.....Glassmere, Pa.
 Time on the Air.....7 a.m. to local sunset
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Cox & Tanz

Personnel

Gen. and Station Mgr. Edward J. Kroen
 Chief Engineer W. W. Neeley

W N A R

NORRISTOWN—EST. 1946

Frequency: 1110 Kc.....Power: 500 w. d. only
 Owned-Operated By....Rahall Broad. Co., Inc.
 Address.....115 W. Main St.
 Phone Number.....7600
 Transmitter Location.....Old Arch Rd.
 Time on the Air.....Daytime
 News Service.....UP
 Transcription Service....Lang-Worth, Standard
 Representative.....Forjoe & Co.
 Membership.....NAB

Personnel

President.....N. Joe Rahall
 Executive Director.....Farris E. Rahall
 Technical Director.....George E. Brewer
 Commercial Manager.....Farris E. Rahall
 Program Director.....Edwin W. Tucker
 Production Manager.....Hal Berg
 Publicity Director.....Nicholas Basso
 Chief Announcer.....Hal Berg
 Musical Director.....Larry Molinaro
 Chief Engineer.....John Thomas
 Record MC.....Larry Molinaro

W K R Z

OIL CITY—EST. 1946

MUTUAL—KBS

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

Owned-Operated By.....Kenneth Edward
 Rennekamp
 Address.....Veach Bldg.
 Phone Number.....41-269
 Transmitter Location.....Veach Bldg.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative...Jos. Hershey McGillvra, Inc.

Personnel

Owner.....K. E. Rennekamp
 Station Manager.....R. E. Shettler
 Commercial Manager.....C. D. South
 Program Director.....Ted Finnacy
 Chief Announcer.....Gene DeSemone
 Musical Director.....Madora Henry
 Chief Engineer.....Bob Welsh

**(CALL LETTERS TO BE ASSIGNED)
 PHILADELPHIA***

Frequency: 1530 Kc.....Power: 1000 Watts
 Applicant.....Patrick Joseph Stanton

*C.P. (Was pending)

K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Address.....1619 Walnut Street
 Phone Number.....LOcust 7-3760
 Transmitter Location.....Whitemarsh, Pa.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP, AP
 Transcription Service.....Standard Radio
 Representative.....NBC Spot Sales
 Membership.....BM3

Personnel

WESTINGHOUSE RADIO STATIONS, INC.

Chairman.....A. W. Robertson
 President.....Gwilym A. Price
 Vice-President.....Walter Evans
 Engineering Manager.....Dwight A. Myer
 Sales Manager.....B. A. McDonald
 Advertising Manager.....W. B. McGill
 Manager Public Relations.....C. M. Meehan
 Program Supervisor.....Gordon Hawkins

KYW PERSONNEL

General and Station Mgr.....Leslie W. Joy
 Commercial Manager.....Harvey McCall, Jr.
 Sales Promotion Manager..Arthur C. Schofield
 Program Director.....James P. Begley
 Publicity Director.....John P. Meagher
 Musical Director.....Clarence Fuhrman
 Chief Engineer.....Irvin N. Eney



WFIL is an integral part of the Philadelphia community. WFIL knows and understands the people to whose service it is devoted. In its unflagging service to the community lies the potent appeal of WFIL to the people of Philadelphia.

Advertisers have learned that WFIL has always attracted the ears and attention of the great Philadelphia Metropolitan area. They have learned, too, that WFIL's planned program of promotion wins more listeners for their programs, and that WFIL's merchandising helps convert listeners into buyers.

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

560 First
ON YOUR DIAL

•
AN ABC AFFILIATE

WFIL

The Philadelphia Inquirer Station

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
 Owned By.....Philadelphia Record Co.
 Operated By.....WCAU Broad. Div. of the
 Philadelphia Record Co.
 Address.....1622 Chestnut Street
 Phone Number.....Locust 7-7700
 Transmitter Location...Moorestown Township,
 New Jersey
 Time on the Air.....5:25 a.m. to 1:05 a.m.;
 Sundays, 8 a.m. to 1:05 a.m.
 News Service.....AP, UP
 Transcription Service ...World Broadcasting
 RepresentativeBertha Bannan,
 Paul H. Raymer Co.
 MembershipBMB

Personnel

General Manager.....Dr. Leon Levy
 Asst. General Manager.....Joseph L. Tinney
 Commercial Manager.....Alex Rosenman
 Station Promotion Mgr.....Robert N. Pryor
 Program Director.....Joseph T. Connolly
 Production Managers.....Horace Feyhl,
 Harry McIlvain, Harry Ehrhart
 Publicity Director.....William Ferguson
 Chief Announcer.....Hugh Walton
 Musical Director.....Joey Kearns
 Technical Director.....John Leitch
 Record MC.....Marshall Dane

See Page 576

WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAS Broadcasting
 Station, Inc
 Address1211 Chestnut Street
 Phone Number.....Locust 7-7400
 Transmitter Location.....Woodside Park
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Lang-Worth, World,
 SESAC
 Representatives.....Forjoe & Co.
 Membership.....NAB, BMB

Personnel

President.....Alexander W. Dannenbaum, Sr.
 General Manager.....B. J. Stanton
 Sales-Comm. Mgr.....A. W. Dannenbaum, Jr.
 Sales Promotion Mgr...A. W. Dannenbaum, Jr.
 Program Director.....Michael Deegan
 Production Manager.....Gil Morris
 Musical Director.....Anthony Luizzi
 Chief Engineer.....Frank Unterberger

WFIL

PHILADELPHIA—EST. 1922

ABC

QUAKER STATE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
 (CP-5000)
 Owned-Operated By...Triangle Publications, Inc.
 Address.....Broad & Callowhill Sts.
 Phone Numbers6-1600
 Studio: Rittenhouse 6-6900
 Studio Address.....Widener Bldg.
 Transmitter Location..63rd St. & Schuylkill River
 Time on the Air.....5:45 a.m. to 1 a.m.;
 Sunday: 8 a.m. to 1 a.m.
 Newspaper Affiliation...Philadelphia Inquirer
 News Service.....AP, UP
 Transcription Service...Asso. Program Service
 RepresentativeThe Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

General Manager.....Roger W. Clipp
 Commercial Manager.....John E. Surrick
 Sales Promotion Mgr.....James T. Quirk
 Program Director.....Jack Steck
 Production Manager.....John D. Scheuer, Jr.
 Publicity Director.....Richard C. Koster
 Musical Director.....Felix Meyer
 Chief Engineer.....Louis E. Littlejohn
 Record MC.....LeRoy Miller

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Independence Broad-
 casting Company
 Address1505 Walnut St.
 Phone Number.....Rittenhouse 6-2058
 Transmitter Location...Hotel Philadelphian,
 39th and Chestnut Sts.
 Time on the Air.....Shares Time
 News ServiceAP
 RepresentativeHelen Wood & Colton
 MembershipNAB

Personnel

Pres.-General Manager William A. Banks

WIBG

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts
 Owned-Operated By.....Seaboard Radio
 Broadcasting Corporation
 Address.....WIBG Bldg., 1423-25 Walnut St.
 Phone Number.....Rittenhouse 6-2300
 Transmitter Location.....Barren Hill,
 Conshohocken, Pa.

Celebrating 25 Years of

RADIO ACTIVITY



WIP-FM • PHILADELPHIA'S PIONEER VOICE
REPRESENTED NATIONALLY—GEO. P. HOLLINGBERY CO.

• PENNSYLVANIA •

Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....NBC Thesaurus
National Sales Office.....Adam J. Young, Jr.
Representative.....Joe Lang
Membership.....NAB, BMB

Personnel

President.....Paul F. Harron
General Manager.....Edward D. Clery
Sales Promotion Mgr.....Rupe Werling
Program Director.....Douglas Arthur
Chief Engineer.....John H. Henninger
Record MC's.....Douglas Arthur, Dick Mabry

•
WIP

PHILADELPHIA—EST. 1922
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Pennsylvania Broad-
casting Company, Inc.
Address.....35 South 9th Street
Phone Number.....Walnut 6800
Transmitter Location.....Bellmawr, N. J.
Time on the Air.....24 hours daily
News Service.....AP; UP
Transcription Service.....World Broadcasting
System
Representative.....George P. Hollingberry

Personnel

President & Station
Manager.....Benedict Gimbel, Jr.
Asst. Gen. Mgr. & Dir. of Sales..Gordon Gray
Promotion Director.....Ralph H. Minton
Program Director.....Murray Arnold
Production Manager.....Boyd W. Lawlor
Publicity Director.....Samuel Elber
Special Events & Educational
Director.....Sam Serota
Musical Director.....Joseph Frasetto
Chief Engineer.....James M. Tisdale

•
WTEL

PHILADELPHIA—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Foulkrod Radio Eng. Co.
Address.....4312-14 N. Broad St.
Phone Numbers.....Gladstone 5-1310
Davenport 4-4310
Transmitter Location.....Rowlandville, Pa.
Time on Air.....Shares with WHAT

Personnel

President-Program Director.....Doug. Hibbs
Commercial Manager.....Doug. Hibbs
General Manager.....Henry N. Cocker

For the best
in women's news . . .





Who's Listening?

Men and women. Teen-aged, middle-aged, old-aged. Veterans, non-veterans. The well-off and the not so well-off.

We asked Philadelphians *what they listen to*. Out of every 100 listeners: 97 said they want the news. 88 like good music. 61 tune to sports.

Progressive WPEN aims to please Philadelphians from *all walks of life*. That's why WPEN features news every hour on the hour, straight from the newsrooms of the Evening Bulletin, America's largest evening newspaper. More good music than ever before. And the kind of sportscasting that daily wins new friends.

So—it is not surprising that 88% of Philadelphia listeners know WPEN . . . far more than know any other independent and one network outlet. WPEN is welcomed into a fast-growing number of homes in this city of homes—the nation's third market.

At 950 on the dial, Philadelphians of both sexes, all ages and incomes find what they want when they want it.

950
WPEN | NATIONAL REPRESENTATIVES
PHILADELPHIA | HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles
THE EVENING BULLETIN STATION

590

WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
 Owned By The Bulletin Company
 Operated By.... Wm. Penn Broadcasting Co.
 Address 1528 Walnut Street
 Phone Number.....PENnypacker 5-9490
 Transmitter Location.....72nd & Race Sts.
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper Affiliation..The Evening Bulletin
 News Service AP
 Transcription Service.... AMP, NBC, Thesaurus
 Representative Headley-Reed Co.
 Membership.....NAB, BMB

Personnel

President.....Wm. L. McLean, Jr.
 General Manager.....Richard W. Slocum
 Station Manager.....G. Bennett Larson
 Assistant Manager.....Edward C. Obrist
 Commercial Manager.....Milton F. Allison
 Merchandising Manager.....Wm. E. Caskey
 Program Director.....John L. McClay
 Production Manager.....Roy A. Meredith
 Publicity Director.....Claire D. McMullen
 Chief Announcer.....Don Frank
 Chief Engineer.....Charles W. Burtis
 Recrd MC's.....Joe Grady, Ed Hurst

KQV

PITTSBURGH—EST. 1919

MUTUAL

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Operated By... Allegheny Broadcastng
 Corp.
 Address.....196 Union Trust Bldg.
 Sales Office: 203 Chamber of Commerce Bldg.
 Phone Number.....Atlantic 6802
 Studio.....800 Chamber of Commerce Bldg.
 Transmitter Location.....Rochester Rd. &
 Babcock Blvd.
 Time on the Air.....7 a.m. to 12:30 a.m.
 News ServiceUP
 Transcription Service.....Lang-Worth; Stan-
 dard Radio
 Representative Weed & Co.
 Membership.....NAB, BMB

Personnel

General Manager.....G. S. Wasser
 Sales Manager.....James Murray
 Sales Promotion Manager.....Herb Morrison
 Program Director.....Ben Kirk
 Production Manager.....Betsy Ann Plank
 Publicity Director.....Herb Morrison
 Chief Engineer.....Bob Hunt
 Recrd MC.....Al Nobel

What 1947 and 5000 Watts mean to KQV!



With 5,000 watt operation, KQV will broadcast a sure-fire signal to 1,174,679 people within the five MV/M contour (*not 0.5) during the day, and to 1,059,302 people within the five MV/M area (*not 0.5) during the evening hours. This clear, unfolding reception will add abundantly to the enjoyment and popularity of KQV—a popularity that has grown tremendously in the past year because KQV is

Pittsburgh's Aggressive Station

*If you're interested in 0.5 MV/M coverage, write us. We have the figures.

KQV

The Station that originated "Opinion-aire"
1410 ON YOUR DIAL

Basic Mutual Network • National Representatives: WEED & CO.

KDKA

PITTSBURGH—EST. 1920
NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Business Address.....Grant Bldg.
 Studio Address.....Grant Building
 Phone Number.....Grant 4200
 Transmitter Location...Allison Park, Hampton
 Township, Pa.
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service.....INS, AP, UP
 Transcription Service.....Standard Radio,
 NBC Thesaurus
 National Sales Office.....NBC Spot Sales
 Representative....National Broadcasting Co.
 Membership.....BMB

Personnel

President.....Gwilym A. Price
 General Manager.....Joseph E. Baudino
 Station Manager.....Joseph E. Baudino
 Sales-Commercial Manager...George D. Tons
 Sales Promotion-Merchandising
 Manager.....David N. Lewis
 Program Director.....Franklin A. Tooke
 Production Manager.....Edward P. Young
 Publicity Director.....Lee Curran
 Musical Director.....Bernie Armstrong
 Chief Engineer.....T. C. Kenney

WC AE

PITTSBURGH—EST. 1922
ABC

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WC AE, Inc.
 Address.....Wm. Penn Hotel
 Phone Number.....Atlantic 6900
 Transmitter Location....Baldwin Township,
 Allegheny County, Pa.
 Time on the Air.....5:45 a.m. to 1 a.m.;
 Sundays: 8 a.m. to 1 a.m.
 News Service.....INS, AP
 Transcription Service.....Standard, World
 Representative.....The Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

President.....Leonard Kapner
 Station Manager.....R. Clifton Daniel
 Merchandising Manager.....Carl M. Dozer
 Program Director.....Ben W. Muros
 Production Manager.....John Leban
 Publicity Director.....John Wilkoff
 Chief Announcer.....Ralph Fallert
 Musical Director.....Baron Elliott
 Chief Engineer.....James Schultz

WJAS

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pittsburgh Radio
 Supply House, Inc.
 Address.....1406 Chamber of Commerce Bldg.
 Phone Number.....Grant 4860
 Transmitter Location.....1459 Crane Road,
 Greentree Borough, Pittsburgh
 Time on the Air.....7 a.m. to 12:30 a.m.;
 Sundays: 8 a.m. to 12:30 a.m.
 News Service.....Transradio & UP
 Transcription Service.....Lang-Worth,
 M. M. Cole
 Representative.....Wm. G. Rambeau Co.
 Membership.....BMB

Personnel

President & General Mgr.....H. J. Brennen
 Station Manager.....H. Kenneth Brennen
 Commercial Manager.....John H. Buchheit
 Merchandising Manager.....John H. Buchheit
 Program Director.....James M. Hughes
 Production Manager.....M. Charles Kerns
 Publicity Director.....Irene J. Cowan
 Musical Director.....Lee Kelton
 Chief Engineer.....Walter W. McCoy

WWSW

PITTSBURGH—EST. 1932

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WWSW, Inc.
 Address.....Hotel Keystone
 Phone Number.....Grant 5200
 Transmitter Location...341 Rising Main St.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post
 Gazette
 News Service.....AP
 Transcription Service..Standard Radio; Asso-
 ciated Music Publishers; Lang-Worth, Cole.
 Representative.....Farloe & Company
 Membership.....NAB

Personnel

President & General Mgr.....Frank R. Smith
 Station Manager.....Frank R. Smith
 Commercial Manager.....Thomas B. Price
 Merchandising Manager.....Martin A. Cohen
 Program Director.....W. F. Joyner
 Publicity Director.....Martin A. Cohen
 Chief Announcer.....Dave Tyson
 Musical Director.....Homer Ochenschirt
 Chief Engineer.....Henry R. Kaiser
 Record MC.....Dave Tyson

W P P A

POTTSVILLE—EST. 1946

Frequency: 1360 Kc.....Power: 500 Watts
 Owned and Operated By..Pottsville Broad. Co.
 Address.....7 S. 2nd Street
 Time on the Air...Local sunrise to local sunset

Personnel

General Manager.....A. V. Tidmore
 Commercial Manager.....John Naylor

RepresentativeGeorge P. Hollingbery Co.

Membership.....NAB, BMB

Personnel

President.....George J. Feinberg
 General Mgr.-Station Mgr.....J. M. Nassau
 Local Commercial Mgr.....Barbara Lenher
 Promotion Manager.....K. Richard Creitz
 Production Manager.....Martin Mushet
 Chief Engineer.....Harold E. Schearer
 Record MC's..James Lyncugh, George Carroll

W E E U

READING—EST. 1931

ABC—QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Operated By.....Berks Broadcasting Co.

Address.....533 Penn Street
 Phone Number7335-6-7
 Transmitter Location.....Sinking Springs, Pa.
 Time on the Air...Local sunrise to local sunset
 Transcription Service...Lang-Worth; Standard Radio
 News ServiceUP

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

MASON DIXON RADIO GROUP

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByReading Broadcasting Co.

Address.....19 No. Fifth St.
 Phone Number.....7173
 Transmitter Location9 So. 6th St.
 Time on the Air.....6:30 a.m. to 12:30 a.m.
 News ServiceUP
 Transcription Service..NBC Thesaurus, World

4 markets it pays you to cover!

WGAL Lancaster, Pa.
WKBO Harrisburg, Pa.
WRWA Reading, Pa.
WORK York, Pa.

NBC

Sales Representative
RADIO ADVERTISING CO.
 New York • Chicago • San Francisco • Dallas • Hollywood

Representative.....Radio Advertising Co.
 Membership.....NAB, BMB

Personnel

Chief Executive.....Clair R. McCollough
 Station Manager.....Raymond A. Gaul
 National Sales Mgr.....J. Robert Gulick
 Program Director.....John C. Jackson
 Chief Engineer.....J. E. Mathiot

W H U M

READING—EST. 1946

MUTUAL—QUAKER NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Eastern Radio Corp.
 Address.....Berkshire Hotel
 Phone Number.....44-805
 Transmitter Location.....Old Wyomissing Rd.
 Time on the Air.....7 a.m. to 12 mid.
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB

Personnel

Vice-President.....Robert G. Magee
 General Mgr.-Station Mgr.....Robert G. Magee
 Commercial Manager.....Robert G. Magee
 Program Director.....Robert S. Reider
 Musical Director.....A. Raymond Moore
 Chief Engineer.....J. E. MacCormack

W A R M

SCRANTON—EST. 1940

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Union Broadcasting Co.
 Address.....Bowman Bldg.
 Phone Number.....4-1148
 Transmitter Location.....O'Neill Hiway
 Dunmore, Pa.
 Time on the Air.....6:45 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....NBC, Thesaurus, Standard
 Representative...George P. Hollingbery Co.
 Membership.....BMB

Personnel

President & General Mgr....Martin F. Memolo
 Commercial Manager.....William M. Dawson
 Program Director.....Joe Salsburg
 Publicity Dir. & Promotion.....Lenore Levy
 Musical Director.....Joe Salsburg
 Chief Engineer.....Adolph Oschmann
 Record MC's.....Milt Grant, Wynn Forman

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc...Power: 1000 d.; 500 a.
 Owned-Operated By.....Scranton Broad-
 casters, Inc.
 Address.....1000 Wyoming Ave.
 Phone Number.....6296
 Transmitter Location.....Drinker Turnpike,
 Dunmore, Pa.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 8 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....Frank Megargee
 General Manager.....George D. Coleman
 Station Manager.....Robert E. McDowell
 Commercial Manager.....George D. Coleman
 Merchandising Manager...George D. Coleman
 Program Director.....Frank Monaghan
 Production Manager.....Dave Griffiths
 Chief Announcer.....William P. Pierce
 Chief Engineer.....Kenneth R. Cooke

W Q A N*

SCRANTON

Frequency: 910 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By...The Scranton Times
 Address.....Scranton
 Transmitter Location.....Scranton
 Time on the Air.....Shares time with WGBI
 Newspaper Affiliation...The Scranton Times
 *(Non-Commercial Station)

W P I C

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sharon Herald
 Broadcasting Company
 Address.....P.O. Box 541
 Phone Numbers.....4113, 4114
 Transmitter Location.....Pine Hollow Blvd.
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers, Capitol
 Representative.....Howard H. Wilson
 Company

Personnel

President and Gen. Mgr....John Fahnline, Jr.
 Commercial Manager.....J. T. VanSweringen
 Program Director.....W. Paul Gamble
 Production Manager.....Marc McCulloch

• • • PENNSYLVANIA • • •

Publicity Director..... Evelyn Keller
 Chief Announcer..... Harold Smith
 Chief Engineer..... A. C. Heck

●
WMAJ

STATE COLLEGE—EST. 1945
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By... Centre Broadcaster, Inc.
 Address Glennland Bldg.
 Phone Number 4445
 News Service AP
 Transcription Service Thesaurus

Personnel

Station Manager..... Robert L. Wilson
 Commercial Mgr..... Sidney Friedman
 Chief Engineer..... Henry Kearney

●
WKOK

SUNBURY—EST. 1933

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Sunbury Broadcast-
 ing Corp.
 Address 1150 N. Front St.
 Phone Number 1325-6
 Transmitter Location 1150 N. Front St.
 Time on the Air..... 6 a.m. to 11 p.m.:
 Sundays: 8 a.m. to 7 p.m.
 News Service UP
 Transcription Service.. Lang-Worth, Thesaurus
 Representative Cox & Tanz
 Membership..... NAB, BMB

Personnel

President-Owner..... H. H. Haddon
 General Manager Basse A. Beck
 Station Manager Homer R. Smith
 Program Director Paul L. Miller
 Chief Announcer..... Paul Miller
 Chief Engineer John W. Keller, Jr.
 Record MC Mike Kane

●
WMBS

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc..... Power: 1000 Watts
 Owned-Operated By Fayette Broadcast-
 ing Corp.
 Address Fayette Title and Trust Bldg.
 Phone Number..... 800
 Transmitter Location Burgess Field
 Time on the Air..... 6 a.m. to 1:05 a.m.
 News Service UP
 Transcription Service..... NBC Thesaurus &
 Standard
 National Representative..... Radio
 Advertising Co.
 Membership NAB

Personnel

President and General Mgr... Joseph C. Burwell
 Commercial Manager..... Harry C. Burwell
 Merchandising Manager.... Harry C. Burwell
 Program Director..... Sullivan Sages
 Publicity Director..... Marian Johnston
 Chief Announcer..... Charles Underwood
 Musical Director..... Sullivan Sages
 Chief Engineer..... William J. Henzly
 Record MC..... Charles Underwood

●
WNAE

WARREN—EST. 1946

Frequency: 1310 Kc.... Power: 1000 w. d. only
 Owned-Operated By..... Northern Allegheny
 Broadcasting Co.
 Address..... First National Bank Bldg.
 Phone Number..... 3033
 Transmitter Location Warren-Kinzua Rd.:
 2.5 miles from business district
 Time on the Air..... 6 a.m. to local sunset
 News Service AP
 Transcription Service..... NBC Thesaurus
 Representative..... Joseph Hershey McGillvra
 Membership..... NAB, BMB

Personnel

President and Gen. Mgr..... David Potter
 Commercial Manager..... James Potter
 Program Director..... LeRoy Schneck
 Publicity Director..... Marian Potter
 Musical Director..... Bob Harold
 Chief Engineer..... Homer M. Haines

●
WJPA

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Washington Broad-
 casting Company
 Address George Washington Hotel
 Phone Number 4870
 Transmitter Location.. North Strabane Township
 Time on the Air..... 7 a.m. to 12:30 a.m.
 News Service UP
 Transcription Service..... NBC Thesaurus
 National Representative..... Joseph Hershey
 McGillvra, Inc.
 Membership..... NAB, BMB

Personnel

Managing Director..... John Laux
 General Manager..... Robert F. Kliment
 Commercial Manager..... C. B. Heller
 Program Director..... George Gailey
 Chief Engineer..... Horace Cooper
 Record MC..... Allan Black

W B A X

WILKES-BARRE—EST. 1922
MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Address.....85 West Union St.
Phone Numbers 3-0196-7-8
Transmitter LocationEdwardsville
Borough, Pa.
Transcription Service.....Associated, SESAC
Time on the Air.....7 a.m. to midnight
News Service UP
RepresentativeBurn-Smith

Personnel

President-Owner.....John Stenger, Jr.
General ManagerA. W. Grebe
Commercial Manager.....W. T. J. Evans
Program Director.....John H. A. Stenger, III
Musical Director Phil Cusick
Publicity Director.....Gus Grebe
Chief EngineerJohn Stenger, Jr.
Record MCJohn Wills

W B R E

WILKES-BARRE—EST. 1923
NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.,.....Power: 250 Watts
Owned-Operated By.....Louis G. Baltimore
Address62 So. Franklin Street
Phone Number3-3101
Transmitter Location..Third Avenue, Kingston,
Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service AP
Transcription ServiceWorld
Membership.....NAB, BMB

Personnel

Owner-Gen. Mgr.....Louis G. Baltimore
Asst. Manager.....David M. Baltimore
Sales Manager.....A. C. Baltimore
Program Director.....Franklin D. Coslett
Publicity Director.....David M. Baltimore
Chief Announcer.....Franklin D. Coslett
Musical Director.....Louis Savitt
Chief Engineer.....Charles Sakoskie

FOR

1922 25 Years 1947

NORTHEASTERN PENNSYLVANIA STATION

First

IN PUBLIC SERVICE
SPORTS AND MUSIC

WBAX

WILKES-BARRE, PA.

JOHN H. STENGER, JR., *Licensee-Owner*

MUTUAL BROADCASTING SYSTEM

WILK

WILKES-BARRE—EST. 1946
ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Wyoming Valley
 Broadcasting Co.
 Temporary Address.....226 Second National
 Bank Bldg.
 Transmitter Location.....Kingston, Pa.
 Time on the Air.....6 a.m. to 1 a.m.:
 Sunday: 8 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB

Personnel

General Manager.....Roy E. Morgan
 Station Manager.....Thomas P. Shelburne

WHWL

WILKES-BARRE—EST. 1947

Frequency: 730 Kc...Power: 1000 W., d. only
 Owned-Operated By.....Radio Anthracite, Inc.
 Business Address.....Nanticoke, Pa.
 Phone Number.....1332
 Transmitter Location.....Plymouth, Pa.
 Time on the Air*.....6 a.m. to local sunset
 News Service.....AP, UP
 Transcription Service.....Capitol, SESAC,
 Standard
 Representative.....Forjoe & Co.
 Membership.....NAB

Personnel

General Manager.....Sam Leavitt
 Program Director.....Tom Bigler
 Publicity Director.....Tom Bigler
 Chief Engineer.....Kenneth T. Marshall

*Licensed to operate daytime—
 Mexican Clear Channel

NOW ON THE AIR!

WHWL

1000 WATTS—D

730 KC

NANTICOKE, PENNA.

Offering a Greater Daytime Coverage to the
 Agricultural and Industrial Anthracite,
 Including the Rich Scranton-Wilkes-Barre-
 Hazleton Area. More Listeners at Lower
 Cost.

**SEE FORJOE AND GET BETTER COVERAGE IN
 PENNSYLVANIA'S ANTHRACITE REGION**

"ANTHRACITE'S MOST POWERFUL INDEPENDENT"

SAM LEAVITT
 Gen. Manager

W R A K

WILLIAMSPORT—EST. 1930

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRAK, Inc.
 Address244 West Fourth Street
 Phone Number2-8116
 Transmitter Location..1561 West Fourth Street
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation....Williamsport Sun:
 Williamsport Gazette & Bulletin
 News Service UP
 Transcription Service.....Standard Radio
 Representative.....J. P. McKinney & Son
 Membership.....NAB, BMB

Personnel

President.....E. M. Case
 General Mgr.-Station Mgr.....George E. Joy
 Commercial Manager.....J. Wright Mackey
 Program Director.....Nancy J. Person
 Production Manager.....Irving A. Berndt, Jr.
 Chief Announcer.....Leon E. Kelly
 Chief Engineer.....Louis N. Persio
 Record MC.....Everett Rubendoll

For the best in news . . .

AP

TAKE "TIME" TO SELL!

When you want to do a real selling job, take more time on WRAK, a wide-awake station in a rich, productive market.

W R A K

WILLIAMSPORT

PENNSYLVANIA

National Representative

J. P. MCKINNEY AND SON

New York — Chicago



W O R K

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By... York Broadcasting Co.
Business Address... 13 S. Beaver St.
Phone Number... 8629
Transmitter Location... West Manchester Town-
ship, Pa.

Time on the Air... 6:30 a.m. to 12:30 a.m.
News Service... UP
Transcription Service... NBC Thesaurus
Representative... Radio Advertising Co.
Membership... NAB, BMB

Personnel

Chief Executive... Clair R. McCollough
Station Manager... Harold E. Miller
National Sales Manager... J. Robert Gulick
Program Director... Arthur Weeks
Chief Engineer... J. E. Mathlot

W S B A

YORK—EST. 1942

ABC

Frequency: 900 Kc. Power: 1000 w. d. only
Owned-Operated By... The Susquehanna
Broadcasting Co.

Address... R. D. No. 5, York
Phone Numbers... 2676 & 64413
Transmitter Location... R. D. No. 5, York
Time on the Air... Local sunrise to local sunset
News Service... AP
Transcription Service... World Broadcasting
System
Membership... NAB, BMB

Personnel

President... Louis J. Appell
General Manager... Walter J. Rothensies
Commercial Manager... Sydney Robbins
Program Director... Otis Morse
Production Manager... Mack Edwards
Publicity Director... Sydney Robbins
Musical Director... Larry Miller
Dir. of Engineering, SBC... Woodrow G. Eberhart
Record MC... Will Taylor

4 markets it pays you to cover!

WGAL Lancaster, Pa.
WKBO Harrisburg, Pa.
WRWA Reading, Pa.
WORK York, Pa.

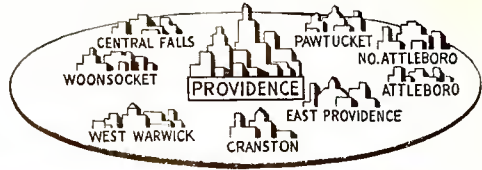
NBC

Sales Representative

RADIO ADVERTISING CO.

New York • Chicago • San Francisco • Dallas • Hollywood

It's a



PRETTY PLATTER

*that holds 9 big communities
in its fifteen-mile radius!*

ORDINARY COMMUNITIES? Heck, NO! Recent figures credit our folks with incomes 38% above the national county average. That puts 'em in the luxury-item class . . . definitely! And only nine big communities? Mister, those are the cities and towns that could sue us if our towers fell over on 'em! WFCI pushes 5000 watts far and beyond that golden circle into densely-populated southern New England, reaching thousands of ears that don't show on Rhode Island statistical charts.

**American programming and a rate that offers
you more time for your dollars make WFCI
the Rhode Island "buy"!**



The "AMERICAN" Voice in Southern New England

Studios and Offices: PROVIDENCE, The Biltmore, PAWTUCKET, 450 Main Street
WALLACE A. WALKER, *Gen. Mgr.*

Representatives: THE KATZ AGENCY