

NEW JERSEY

Estimated Population 4,729,000—Increase +13.7%—Radio Homes 1,203,800
Total Families 1,247,100—Stations in State 18

WCAP

ASBURY PARK—1926

Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By: Radio Industries Bcst. Co.
Business-Studio Address: Charms Bldg.
Phone Number: Asbury Park 2-8600
Transmitter Location: W. Bangs Ave.
News Service: AP
Transcription Service: World
Membership: NAB, BMB
President: Walter W. Reid, Jr.
Gen.-Sta.-Sales Prom. Mgr.: Gene Milner
Comm. Mgr., Pub. Dir.: Walter L. Reid
Program-Production Director: Robert Barry
Chief Engineer: Matthew Porter
Farm Editor: Pat Flannigan

WBAB

ATLANTIC CITY—1940—CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Press-Union Publishing Co.
Business Address: 1900 Atlantic Ave.
Phone Number: Atlantic City 5-1111
Studio Address: Absecon Blvd. & Beach
Thoroughfare, 1900 Atlantic Ave.
News Service: AP
Transcription Service: World
Representative: Headley-Reed
Membership: NAB, BMB
President: Albert J. Feyl
Gen.-Sta.-Comm.-Sales Promotion
Manager: Monroe L. Mendelsohn
Prog. Dir., Chief Announcer: Ralph Shoemaker
Chief Engineer: Earle Godfrey

WFPG

ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Neptune Bcstg. Corp.
Business-Studio Address: Steel Pier
Phone Number: 5-2188
News Service: UP
Transcription Service: Lang-Worth
Representative: Burke, Kuipers & Mahoney
President: John J. Laux
Gen.-Sta.-Comm.-Sales Promotion
Manager: Irving F. Teetsell
Asst. Manager: Blair K. Thron
Prog. Dir., Office Mgr.: Richard C. McNamara
Publicity Director: Sheldon Gross
Chief Engineer: Blair K. Thron

WMID

ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Mid-Atlantic Bcstg. Co., Inc.

Business-Studio Address: Convention Hall
Phone Number: 4-1340, 4-7131
Transmitter Location: Absecon Blvd.
News Service: AP
Transcription Service: Associated
Membership: NAB
President: Earl M. Johnson
General-Station Mgr.: David H. Freedman
Commercial Manager: Jack J. Sidoroff
Sales Prom. Mgr., Prog.-Prod. Dir.: Milt Mitler
Chief Engineer: Quincy Knight

WSNJ

BRIDGETON—1937—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Eastern States Bcstg. Co.
Business-Studio Address: Bridgeton
Phone Number: 1600, 2353
News Service: UP
Transcription Service: Thesaurus, Keystone
Representative: Thomas Clark
President: Senator Elmer H. Wene
General-Station Manager: Paul Alger
Commercial Manager: Jerry Alden
Sales Prom. Mgr., Pub. Dir.: Arthur Scholz
Program Director: Joe McCulley
Chief Engineer: Francis Fekel
Farm Editor: Don Hart

WCAM

CAMDEN—1924

Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By: City of Camden
Business-Studio Address: City Hall
Phone Number: CA 4-0907, 4-4523, 4-9000
Transmitter Location: Civic Center
News Service: UP
Transcription Service: Standard, Capitol
Station Mgr.: Mildred Carroll Longendorfer
Chief Engineer: C. E. Onens

WKDN

CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By: So. Jersey Bcstg. Co.
Bus.-Studio Address: 2881 Mt. Ephraim Ave.
Phone Number: Emerson 5-7200
President: Ranulf Compton
Program Director: Edwin W. Tucker
Chief Engineer: Roger S. Whitlock

WHOM

JERSEY CITY

(See Listing, New York, N. Y.)



WPAT

"North Jersey's Own Station"

OWNED BY
THE HERALD-NEWS

Passaic, N. J.

"New Jersey's 4th Largest Evening Newspaper"

STUDIOS: PATERSON, N. J.

ARmory 43400

New York Phone:
PENNSYLVANIA 6-2945

W M T R

MORRISTOWN—1948

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Operated By... Morrystown Bcstg. Co.
 Address... P. O. Bcx 345, Park Square Bldg.
 Phone Number... MO 4-5700
 Studio Address... 10 Park Pl.
 Transmitter Location... Evergreen Ave.
 News Service... AP
 Transcription Service... Associated
 Membership... NAB
 Co-Managers... George S. Croy,
 Kenneth A. Croy
 Business Manager... G. Joseph Porter
 Program Director... Jack Allen Polls
 Chief Engineer... Rudolph C. Prow
 Farm Editor... Merrill Morris

W A A T

NEWARK—1921

Frequency: 970 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By... Bremer Bcstg. Corp.
 Business-Studio Address... 11 Hill St.
 Phone... Mitchell 2-6400; Barkley 7-8216
 Transmitter Location... Kearny
 News Service... AP
 Transcription Service... World, Associated
 Representative... Weed
 Membership... NAB
 President, Gen. Mgr... Irving R. Rosenhaus
 Commercial Manager... E. S. Lennon
 Promotion Director... James Sondheim
 Program Director... George Green
 Public Relations Director... Roland Trenchard
 Director, Educ. Activities... Robert B. Macdougall
 Musical Director... Jay Stanley
 Chief Engineer... Frank V. Bremer

W H B I

NEWARK—1922

Frequency: 1280 Kc. Power: 2500 Watts d.;
 1000 Watts n.
 Owned-Operated By... May Radio Bcst. Corp.
 Business-Studio Address... 100 Shipman St.
 Phone Number... Mitchell 2-7354
 Pres., Gen. Mgr., Prog. Dir... James L. Shearer
 Station-Comm. Manager... William Masi
 Chief Engineer... Herman Foster

W N J R

NEWARK—1947

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By... North Jersey Radio, Inc.
 Business-Studio Address... 91 Halsey St.
 Phone Number... MARket 3-2700
 Transmitter Location... Union
 Air Time... 6 a.m.-M.

News Service... INS, UP
 Transcription Service... World, Capitol
 Representative... Avery-Knodel
 Membership... NAB
 President... Edward W. Scudder, Jr.
 General Manager... Harry D. Goodwin
 Director of Operations... John H. McNeill
 Sales Promotion Manager... James R. Ryall
 Program Director... Steven Van Gluck
 Production Director... G. Thomas Marshall
 Publicity Director... Ann Jack
 Chief Announcer... Edgar Kobak, Jr.
 Chief Engineer... Peter Testan
 Farm Editor... Will Peigelbeck

W V N J

NEWARK—1948

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By... Newark Bcstg. Corp.
 Business-Studio Address... 45 Central Ave.
 Phone Number... Mitchell 3-7600
 Transmitter Location... Livingston
 Air Time... 6 a.m.-1 a.m.
 News Service... UP
 Transcription Service... Standard
 Representative... George P. Hollingbery
 Membership... NAB
 V.P., Gen.-Comm Mgr... Ivon B. Newman
 Station Manager... Helen Sutton

W C T C

NEW BRUNSWICK—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Chanticleer Bcstg. Co.
 Business-Studio Address... 385 George St.
 Phone Number... Charter 7-1450
 Transmitter Location... Highland Park
 Air Time... 7 a.m.-11 p.m.
 News Service... AP
 Transcription Service... Associated, World
 Membership... NAB, BMB
 Owner, Pres., Gen Mgr... James L. Howe
 Commercial Manager... Edwin C. Derryberry
 Sales Promotion Manager... Edith Brandt
 Program Director... Robert Bell
 Chief Engineer... Robert L. Williams

W P A T

PATERSON—1941

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Oper. By... North Jersey Bcstg. Co., Inc.
 Business Address... 7 Church St.
 Phone Number... Armory 4-3400;
 Pennsylvania 6-2945
 Studio Address... 66 Hamilton St.
 Transmitter Location... Broad St. at Hepburn
 Rd., Clifton
 Air Time... Local sunrise-sunset
 News Service... UP
 Transcription Service... Associated

NEW JERSEY

Representative Donold Cooke
Membership NAB
Chairman of Board Dow H. Drukker
President Dow H. Drukker, Jr.
Exec. V.P., Gen. Mgr. James V. Cosman
V.P., Pub. Relations Dir. Richard Drukker
Asst. V.P., Asst. Gen. Mgr. Arthur Mundarff
Asst. V.P., Chief Engineer Earl F. Lucas
Treasurer Harry Adsit
Mgr. Pub., Spec. Events David T. Golden
Sales Manager Robert McGready

WTNJ

TRENTON—1922

Frequency: 1300 Kc. Power: 250 Watts d.
Owned-Operated By WOAX, Inc.
Business-Studio Address 416 Bellevue Ave.
Phone Number 8149
V.P., General Manager F. J. Wolff

WTTM

TRENTON—1942—NBC

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Trent Bcst. Corp.
Business-Studio Address 541-43 E. State St.
Phone Number 5-8515-6-7-8
Transmitter Location Yardley, Pa.
Air Time Unlimited
News Service UP
Transcription Service Thesaurus
Representative Forjoe
Membership NAB
President Hon. Elmer H. Wene
General Manager Carl Mark
Commercial Manager F. A. Wellman
Program Director William R. Griffin
Publicity Director Edward W. Brown
Musical Director James P. O'Brien
Chief Engineer Theodore P. Kilmer
Farm Editor Roy Grove

WWBZ

VINELAND—1946

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By Community Bcstg. Service,
Inc.
Business-Studio Address 633 Wood St.
Phone Number Vineland 7-1360
Transmitter Location Brotmanville
Air Time Sunrise-sunset
News Service UP
Transcription Service World
President Joseph M. Bullock
General Manager Fred M. Wood
Program Director Dorothy H. Carlson
Sales Manager Warren Hoff
Chief Announcer Ted Jaffee
Chief Engineer C. V. Mullen

WWBZ

1360 K.C. 1000 Watts

Vineland, N. J.

South Jersey's Progressive Station

BIG { Coverage
Audience } **RESULTS**
Programs }

WWBZ
Vineland, N. J.

Fred Wood,
Gen'l Mgr.

NEW MEXICO

Estimated Population 571,000—Increase +7.4%—Radio Homes 119,700
Total Families 132,100—Stations in State 19

K G G M

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By New Mexico Bcstg. Co.
Address Kimo Bldg.
Phone Number 4543
Studio Address Kimo Theater Bldg.
Transmitter Location So. 2nd St.
News Service UP, AP
Transcription Service World
Representative Taylor-Borroff
Membership BMB
Pres., Station Mgr. A. R. Hebenstreit
Vice President S. P. Vidal
Commercial Manager Jack Skillen
Program Director Robert Van Driel
Chief Engineer Leonard F. Dodds
Traffic Manager Virgie Abeyta

K V E R

ALBUQUERQUE—1947
MBS-GREAT WEST

Frequency: 1340 Kc. Power: 250 Watts
Owned By (Application on file to transfer to
Westernair, Inc.)
Business-Studio Address 317 N. Broadway,
Box 1388
Phone Number 3-1744
Transmitter Location Old Albuquerque
Air Time 6 a.m.-M.
News Service UP
Representative Forjoe
Membership NAB
General Manager William T. Kemp
Commercial Manager Paul A. Kehle
Program Director Ralph B. Henry
Chief Engineer John H. Morrison

K O A T

ALBUQUERQUE—1946
ABC-ZIA NET

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Rio Grande Bcstg. Co., Inc.
Business Address Box 1419
Phone Number 3-2247
Studio Address 122 S. Tulane
Transmitter 2000 W. Indian School Rd.
News Service UP
Transcription Service Capitol
Representative Lorenzen & Thompson
Membership NAB, BMB
P-esident A. E. Buck
V.P., Gen.-Sta.-Comm. Mgr. Merle H. Tucker
Chief Engineer Lewis Hake, Jr.

K S V P

ARTESIA—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned By (Changing ownership to Artesia
Bcsters, Inc.)
Operated By Artesia Bcsters.
Business-Studio Address 511 W. Main
Phone Number 650
Transmitter Location Roselawn Addition
Air Time 7 a.m.-10 p.m.
News Service AP
Transcription Service Capitol, Standard,
Keystone
General Manager Burney Jones
Commercial Manager Wayne Griffin
Program Director Bill Angel
Chief Engineer Burney Jones

K O B

ALBUQUERQUE—1920—NBC-MBS

Frequency: 770 Kc. Power: 50,000 Watts d.:
25,000 Watts n.
Owned-Oper. By Albuquerque Bcstg. Co.
Bus.-Studio Address Fifth & West Silver
Phone Number 4411
Transmitter Location Alameda
Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative Free & Peters
Owner, Gen. Mgr. T. M. Pepperday
Station Manager Bob Seal
Asst. Manager Rolf S. Nielsen
Publicity Director Jean Toncre
Musical Director Noel Martin
Chief Engineer George S. Johnson

K A V E

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Carlsbad Bcstg. Corp.
Business-Studio Address 800 S. Canal St.
Phone Number 244
Transmitter Location La Huerta
Air Time 6 a.m.-M.
News Service AP
Representative Taylor-Borroff
President Val Lawrence
General-Station Mgr. Norman R. Loose
Commercial Manager Gail Boles
Program Director Alexander Pitcaithley
Chief Engineer William Sene

KICA

CLOVIS—1933—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By: Hugh DeWitt Landis,
 R. B. McAlister
 Operated By: R. B. McAlister
 Business Address: Box 111
 Phone Number: 3
 Studio Address: 520 Pile St.
 Transmitter Location: Hillcrest Park
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: MacGregor
 Representative: Continental Radio Sales
 Membership: NAB
 President: Hugh DeWitt Landis
 General-Station Mgr.: R. B. McAlister
 Commercial Manager: Don Boles
 Sales Promotion Manager: Sammy Goadman
 Program Director: John Kirkwood
 Chief Announcer: Harold Cook
 Musical Director: Joni Nieves
 Chief Engineer: Vernon Hughes

KGAK

GALLUP—1946—ABC-ZIA

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Rio Grande Bcstg. Co.
 Business-Studio Address: Box 1150
 Phone Number: 726
 News Service: UP
 Representative: Donald Coker
 General Manager: Merle H. Tucker
 Commercial Mgr.: Mike Kirkmeyer
 Program Director: Edith Thurston
 Chief Engineer: John L. Joanides

KWEW

**HOBBS—1938
 MBS-KBS-SOUTHWEST**

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By: W. E. Whitmore
 Business-Studio Address: 116 E. Dunham
 Phone Number: 495
 News Service: UP
 Transcription Service: MacGregor, KBS
 Representative: Taylor-Borroll
 President: W. W. Whitmore
 Station Manager: Harry McAdams
 Commercial Manager: Phil McGee
 Chief Engineer: Ray Evans

KCHS

HOT SPRINGS—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Sierra Bcstg. Service
 Business-Studio Address: 401 Broadway
 Phone Number: 161
 Transmitter Location: Yucca Heights

Air Time: 6:30 a.m.-10 p.m.
 News Service: UP
 Transcription Service: Capitol, Keystone
 Representative: Continental Radio Sales
 General Manager: Leonard R. Trainor
 Chief Engineer: Reginald H. Shirk

KOBE

LAS CRUCES—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Mesilla Valley Bcstg. Co.
 Bus. Studio Address: Main & Picacho Ave.
 Phone Number: 205
 Transmitter Location: W. Adamor Ave.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World, Thesaurus
 Membership: NAB
 President: Robert Porter
 General-Station Mgr.: Harry H. Stair
 Commercial Manager: L. H. McDonald
 Program Director: L. S. Sleppy
 Chief Engineer: K. M. Dean

KFUN

LAS VEGAS—1941—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcsters. Inc.
 Business Address: Box 710
 Phone Number: 12
 Studio-Transmitter Location: Radio Heights
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Standard
 Membership: NAB, BMB
 Pres., Gen. Station Mgr.: Ernest N. Thwaites
 Commercial Manager: Burke Ormsby
 Program Director: Dorothy G. Thwaites
 Chief Engineer: A. F. Schultz

KRTN

RATON—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcsters. Inc.
 Business Address: Box 710, Las Vegas:
 Box 767, Raton
 Studio-Transmitter Address: 1128 State St.
 Air Time: Daytime
 News Service: UP
 Transcription Service: Standard, World
 Membership: BMB
 Pres., Gen. Manager: Ernest N. Thwaites
 Station Manager: Stanley K. Brown

KGFL

ROSWELL—1927—MBS-SW, N-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: KGFL, Inc.
 Business-Studio Address: 310 N. Richardson

Phone Number 2000
 Transmitter Location..... 511 W. 16th St.
 Air Time..... 6 a.m.-11 p.m.
 News Service UP
 Transcription Service... Lang-Worth, Keystone
 Representative Taylor-Boroff
 Membership NAB, BMB
 General-Station Manager..... W. E. Whitmore
 Commercial Manager..... G. F. Roberts
 Program Director..... G. N. Venrick

K S W S

ROS WELL—1947—ABC-ZIA NET

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... McEvoy Bcstg. Co.
 Bus. Studio Address..... 401 N. Richardson St.
 Phone Number 2400
 Transmitter Location..... 19th & Railroad Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Lorenzen & Thompson
 Membership NAB, BMB
 V.P., General Manager..... John A. McBoyle
 Commercial Manager..... M. I. Montgomery
 Sales Promotion Manager..... John L. Meyers
 Program Director..... George R. Walsh
 Chief Announcer..... Tom Foulkes
 Chief Engineer..... Ray R. Summersgill

K T R C

SANTA FE—1946—ABC-ZIA NET

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By... Rio Grande Bcstg. Co., Inc.
 Bus. Address..... P. O. Box 1419, Albuquerque
 Phone Number 3-2247
 Studio-Transmitter Address..... 210 E. Marcy
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol
 Representative Lorenzen & Thompson
 President..... A. E. Buck
 General Manager..... Merle H. Tucker
 Station Manager..... Hugh Gray
 Chief Engineer..... Mark Tallan

K V S F

SANTA FE—1936—CBS

Frequency: 1260 Kc..... Power: 1000 Watts
 Owned-Oper. By..... New Mexico Bcstg. Co.
 Business-Studio Address..... 759 Cerrillos Rd.
 Air Time..... 6 a.m.-M.
 News Service AP, UP
 Transcription Service World
 Representative Taylor-Boroff
 Membership BMB
 President..... A. R. Hebenstreit
 General Manager..... Ivan R. Head
 Sales Paul Theil
 Chief Engineer..... E. J. Vanderwood

K S I L

SILVER CITY—1946—CBS-SW. NET

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By... Dorrance D. Roderick
 Bus. Studio-Transmitter Address... 17th & Cactus
 St., P. O. Box 590
 Air Time..... 6 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Standard, Cole
 Representative Taylor-Boroff
 Pres., Owner..... Dorrance D. Roderick
 General Manager..... Carl Dunbar
 Asst. General Manager..... Harold T. Welsh
 Program Director..... Al Wheeler
 Chief Engineer..... Franklin P. Keeler

K T N M

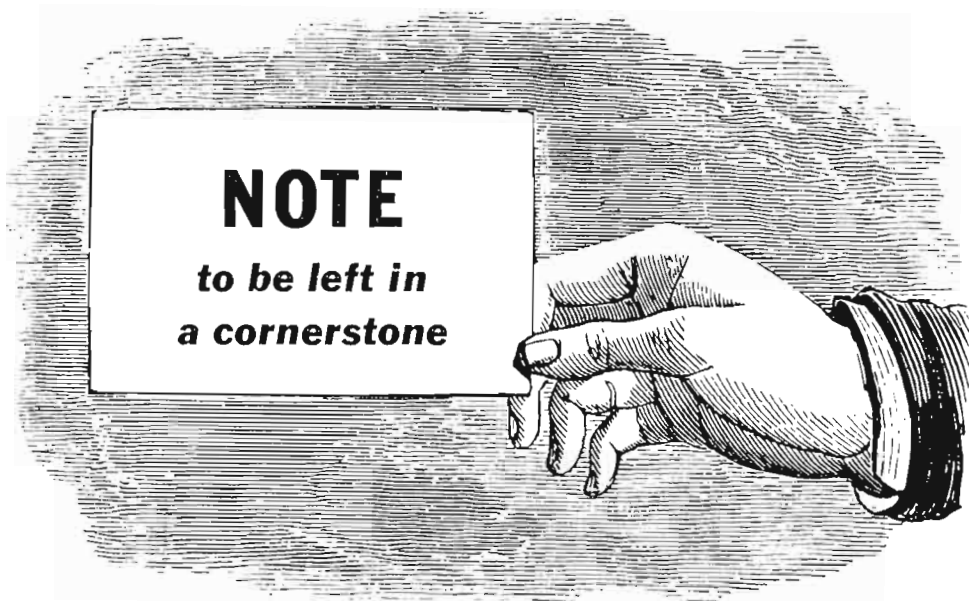
TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned By..... The McMa Agency
 Operated By..... Grady Maples
 Business Address..... Box 668
 Phone Number 100
 Studio Address..... Second & Main Sts.
 Transmitter Location... Outside E. City Limits
 Air Time..... 6 a.m.-10:30 p.m.
 News Service UP
 Transcription Service Keystone
 Partners..... Grady Maples, R. B. McAlister
 Commercial Manager..... J. Paul Aley
 Sales Prom. Mgr., Prog. Dir.... Grady Maples
 Chief Announcer..... John Davis
 Chief Engineer..... David Fred White, Jr.

For News Prestige—

A P

Available through
 membership



WOR is a powerful force in the lives of the majority of 36,000,000 men, women and children in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, its voice is a welcome and forceful one.

WOR is deliberately programmed to be an intimate medium. It's probably the warmth it creates in the hearts and minds of millions of people that makes it one of the most successful selling forces in America today.

May we tell you more about this great station?
Our address is

*—that power-full station
at 1440 Broadway, in New York*

Mutual

WOR

NEW YORK

Estimated Population 14,386,000—Increase +6.7%—Radio Homes 4,001,700
Total Families 4,135,800—Stations in State 87

W A B Y

ALBANY—1934

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By . . . Adirondack Bcstg. Co., Inc.
Business-Studio Address Strand Bldg.,
110 No. Pearl St.
Phone Number 4-4193
Transmitter Location . . . Braintree St., Colonie
Air Time 7 a.m.-M.
News Service UP
Transcription Service Thesaurus, Standard
Representative Evelett-McKinney
Membership NAB
President A. J. McDonald
General-Station Manager Russell B. Wilde
Comm.-Sales Prom. Mgr. Eugene P. Weil
Prog.-Musical Director Ned Trudeau
Production Director Thomas R. Sternfeld
Chief Announcer Bill Phillips
Chief Engineer James H. Corey

W O K O

ALBANY—1924—UBS

Frequency: 1460 Kc. Power: 1000 Watts d.:
500 Watts n.
Owned-Oper. By . . . Gov. Dongan Bcstg. Corp.
Bus.-Studio Address Hotel Wellington,
136 State St.
Phone Number 3-6638
Transmitter Location Tremont St.
Air Time Unlimited
News Service AP, INS
Transcription Service Standard, SESAC
Representative Lorenzen & Thompson
President, General Mgr. James T. Healey
Station Manager Kay Feily
Commercial Manager A. Kellert
Program Director Sherb Herrick
Chief Announcer Lyle Bosley
Musical Director Gordon Seaman
Chief Engineer Al Sardi

W P T R

ALBANY—1948

Frequency: 1540 Kc. Power: 10,000 Watts
(CP 50,000)
Owned-Operated By . . . Patroon Bcstg. Co., Inc.
Business-Studio Address 87 State St.,
Hotel Ten Eyck
Phone Number 5-3345, 5-5422
Transmitter Location Middle Rd., Colonie
Air Time Unlimited
News Service AP, INS
Transcription Service Capitol, SESAC
Representative William G. Rambeau

Membership NAB
President J. Myer Schine
General-Station Mgr. Leonard L. Asch
Commercial Manager Joseph R. Fife
Sales Prom. Mgr., Pub. Dir. Robert Snyder
Program Director Howard W. Maschmeier
Production Director William Van Steenburgh
Chief Announcer Glen Walrath
Musical Director Frank D'Armond
Chief Engineer Dwelle S. Hoag
Farm Editor Bernard Buck

W R O W

ALBANY—1947—MBS

Frequency: 590 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned-Oper. By . . . Hudson Valley Bcstg. Co.,
Inc.
Business-Studio Address 112 State St.
Phone Number Albany 3-2225
Transmitter Location Route 9W, So. of City
Air Time 6 a.m.-1 a.m.
News Service INS, UP
Representative Avery-Knodel
Membership NAB, BMB
President Dr. John J. Quinlan
General-Station Mgr. Harry L. Goldman
Commercial Manager Stanley Roberts
Sales Prom. Mgr., Pub. Dir. Leo Rosen
Program Director Johnny Lee
Production Director Richard Armfield
Musical Director Richard Hartigan
Chief Engineer Charles Heisler
Farm Editor George Michaelis

W X K W

ALBANY—1948—ABC

Frequency: 850 Kc. Power: 10,000 Watts
Owned-Oper. By . . . Champlain Valley Bcstg.
Corp.
Business-Studio Address 444 Broadway
Phone Number 6-7676
Transmitter Location Selkirk
Air Time 5:30 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Katz
Membership NAB, BMB
President Stephen R. Rintoul
General Manager Harold H. Meyer
Commercial Manager Gren Rand
Program Director Fred Daiger
Production Director Walter Neals
Publicity Director D. Hay
Chief Engineer Arthur Schoenfuss
Farm Editor Peter Ten Eyck

W C S S

AMSTERDAM—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Community Service Bcst.
 Corp.
 Bus.-Studio-Transmitter Address. Upper Locust
 Ave.
 Phone Number 4000
 Air Time Unlimited
 News Service INS, UP
 Transcription Service World
 Membership NAB
 President Arthur Carter
 Gen.-Sta.-Comm.-Sales Prom.
 Manager Cecil Woodland
 Program-Production Dir. Roy Cheney
 Publicity Director Joan MacGregor
 Chief Engineer Guy Rauer

W M B O

AUBURN—1926—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WMBO, Inc.
 Business-Studio Address. 141 Genesee St.
 Phone Number 433
 Transmitter Location. York & Division Sts.
 Air Time Unlimited
 News Service AP
 Transcription Service. Thesaurus, SESAC, KBS
 Representative Thomas F. Clark
 Membership NAB, BMB
 President William O. Dapping
 Gen.-Sta.-Comm. Mgr. Frederick L. Keesee
 Sales Prom. Mgr., Prog. Dir. Robert B. Morgan
 Chief Announcer. A. John Helner
 Chief Engineer. Herbert House
 Farm Editor. A. John Helner

W B T A

BATAVIA—1941—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Batavia Bcstg. Corp.
 Business-Studio Address. 90 Main St.
 Phone Number 715
 Transmitter Location. Creek Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Helen Wood & Colton
 Membership NAB
 Pres., Gen.-Station Mgr. Edmund R. Gamble
 Comm.-Sales Prom. Mgr., Robert E. Newstead
 Program-Production Dir. J. Gordon Bridge
 Pub. Dir., Farm Editor. James Gerrety
 Chief Announcer. Bernie Sandler
 Musical Director. Malt Regan
 Chief Engineer. Fred Callendar

W I N R

BINGHAMTON—1946—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Southern Tier Radio Service,
 Inc.
 Business-Studio Address. Court House Square
 Phone Number 4-4318
 Transmitter Location. Cleveland & Stokes Ave.
 Air Time. 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative. George P. Hallingbery
 Membership NAB
 President Donald Kramer
 General Manager. C. A. Bengtson
 Station Executive. E. R. Vadeboncoeur
 Sales Manager. H. R. Nicholson
 Program Director. Charles Bishara
 Promotion Director. George O'Connor
 Chief Announcer. Jan Costley
 Chief Engineer. A. A. Kelley

W K O P

BINGHAMTON—1947—MBS

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Oper. By. The Binghamton Bcstrs., Inc.
 Business-Studio Address. 34 Chenango St.
 Phone Number 2-3437
 Transmitter Location. Morgan Rd.,
 Carman Hill
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 Pres., Gen.-Sta. Mgr. Andrew Jarema
 Commercial Manager. Norman Stewart
 Prog. Dir., Farm Editor. Wally Buman
 Chief Engineer. Charles Hallinan

W N B F

BINGHAMTON—1928—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By. Clark Associates, Inc.
 Business Address. P. O. Box 48
 Phone Number. Binghamton 2-3451
 Studio Address. Arlington Hotel
 Transmitter Location. Ingraham Hill
 Air Time Unlimited
 News Service UP
 Transcription Service. Capitol, Standard
 Representative Bolling
 Membership. NAB, BMB, FMA
 President. John C. Clark
 General Manager. Cecil D. Moslin
 Station Manager. L. L. Rogers
 Commercial Manager. S. N. Heslop
 Sales Prom. Mgr., Pub. Dir. E. R. McCloskey
 Prog.-Prod. Dir., Chief Announcer. F. M. Scala
 Musical Director. Ethel Henton
 Chief Engineer. L. H. Stantz
 Farm Editor. Sam Page

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned By: Buffalo Evening News
 Operated By: WBEN, Inc.
 Business-Studio Address: Hotel Statler
 Phone Number: Cleveland 6400
 Transmitter Location: Grand Island
 Air Time: Unlimited
 News Service: AP, INS, UP
 Transcription Service: Standard, Thesaurus, Lang-Worth
 Representative: Edward Petry
 Membership: NAB
 President: Edward H. Butler
 V.P., General Mgr.: Alfred H. Kirchofer
 Station Manager: C. Robert Thompson
 Commercial Manager: Frank W. Kelly
 Publicity Director: Joseph Haeflner
 Musical Director: Max Miller
 Chief Engineer: Rolph J. Kingsley

WBNY

BUFFALO—1935

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Roy L. Albertson
 Business-Studio Address: 485 Main St.
 Phone Number: Madison 4000
 Transmitter Location: 154 E. Eagle St.
 Air Time: 7 a.m.-M.
 News Service: AP, INS, UP
 Transcription Service: Associated
 Representative: Adom J. Young, Jr.
 Membership: NAB, FMA
 Pres., General-Station Mgr.: Roy L. Albertson
 Cmm.-Sales Prom. Mgr.: Virginia C. Fyda
 Prog.-Prod. Mgr.: Howard Schellenberg
 Chief Announcer: Carl Spavento
 Musical Director: Art Crosson
 Chief Engineer: Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts
 Owned By: WEBR, Inc.
 Operated By: Buffalo Courier Express
 Business-Studio Address: 23 North St.
 Phone Number: Lincoln 7133
 Transmitter Location: Cloverbank Rd., Hamburg
 Air Time: Unlimited
 News Service: AP, INS, Reuters
 Transcription Service: Lang-Worth, Standard
 Representative: Weed
 Membership: NAB
 President: Paul E. Fitzpatrick
 General Manager: Cy King
 Commercial Manager: William Doerr, Jr.
 Program Director: Clare Allen
 Production Director: Robert Damboch

Publicity Director: William Schweitzer
 Chief Announcer: John Boothby
 Musical Director: Wallace McManus
 Chief Engineer: Frank B. Ridgeway

WGR

BUFFALO—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts d.
 Owned-Operated By: WGR Bcsig. Corp.
 Business-Studio Address: Rand Bldg.
 Phone Number: Washington 3100
 Transmitter Location: Hamburg
 Air Time: 5:30 a.m.-1:30 a.m.
 News Service: AP
 Transcription Service: SESAC, World
 Representative: Free & Peters
 Membership: NAB
 Chairman of Board: Leo J. Fitzpatrick
 P.es., Gen.-Station Mgr.: I. R. Lounsberry
 Comm. Mgr.: N. Cohen, local; F. R. Greeno,
 National spot
 Sales Promotion Manager: R. McPherson
 Program-Production Dir.: Robert Strigl
 Publicity Director: F. L. Lounsberry
 Chief Announcer: Allon Lewis
 Musical Director: David Cheskin
 Chief Engineer: K. B. Hoffman
 Farm Editor: Donald Huckle

Roland Trenchard, Radio Station WAAT, Newark, N. J.:

"We at WAAT believe there is only one radio news service

— The **AP.** We have tried all the news services, and it is **AP**

for us."—From the Minutes of the New Jersey Associated Press Radio Association, September 17, 1948.

**BUFFALO'S
ONLY
50,000 WATT
STATION**

WKBW

PRODUCES

Action for Advertisers

- 50,000 WATTS** → There's power plus to pound home your message.
- ABC NETWORK** → ABC network programs build habitual audiences.
- NATIONAL SPOTS** → Powerful selling concentrated in a rich market.
- LOCAL PROGRAMS** → Local programs prove WKBW's "sell" power. They renew . . . and renew . . . and renew.

BUFFALO'S ONLY 24 HOUR STATION

**AVERY-
KNODEL
INC.
NATIONAL
REPRESENTATIVE**

WKBW

BUFFALO'S MOST POWERFUL STATION

W K B W

BUFFALO—1925—ABC

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By: WKBW, Inc.
 Business-Studio Address: Rand Bldg.
 Phone Number: MOhawk 1520
 Transmitter Location: R.F.D. No. 5, Hamburg
 Air Time: 24 Hrs.
 News Service: UP
 Representative: Avery Knodel
 Membership: NAB
 President, General Mgr.: Clinton H. Churchill
 Commercial Manager: Roger M. Baker
 Program Director: John R. Gelzer
 Public Relations Dir.: Alfred E. Ancombe
 Musical Director: Robert Nicholson
 Chief Engineer: Leroy Fiedler

W X R A

BUFFALO—1948

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Western N. Y. Bcstg. Co.
 Business-Studio Address: Kenmore
 Phone Number: AMherst 1161
 Transmitter Location: 1515 Niagara Falls Blvd.,
 Amherst
 Air Time: Daytime
 News Service: AP
 Transcription Service: Associated
 Representative: Donald Cooke
 Membership: NAB
 General Manager: Thaddeus Podblelniak
 Commercial Manager: Richard C. Shepard
 Program Director: James J. Frieling
 Chief Announcer: George Lorenz
 Chief Engineer: John J. Schueler

W K R T

CORTLAND—1947

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By: Cortland Bcstg. Co., Inc.
 Business-Studio Address: State Theater B'dg.
 Phone Number: 2990
 Transmitter Location: Cortlandville-Virgil
 Townline Rd.
 News Service: UP
 Transcription Service: Associated, Thesaurus
 Representative: Joseph Hershey McGillvra
 Membership: NAB, FMA
 President, General Mgr.: J. Gerald Mayer
 Asst. Station Mgr.: William J. Hall
 Commercial Manager: W. A. Bradley
 Prog.-Musical Dir.: William J. Hall
 Production Director: Betty Sweetland
 Pub. Dir., Farm Editor: Ernst Greup
 Chief Announcer: Don Schardt
 Chief Engineer: William Barron

W E L M

ELMIRA—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: James Robert Meachem
 Business-Studio Address: 222 E. Market St.
 Phone Number: Elmira 2-1400, 2-8378
 Transmitter Location: Sheridan Ave. &
 Kingsbury Rd.
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Standard, Cole
 Representative: Walker
 Membership: NAB, BMB
 General Manager: J. R. Meachem
 Comm.-Sales Prom. Mgr.:
 Publicity Director: Claude R. Snyder, Jr.
 Prog.-Prod. Dir., Chief
 Announcer: Preston L. Taplin
 Musical Director: Ken Powell
 Chief Engineer: T. M. Duay
 Farm Editor: Gordon M. Ridenour

W E N Y

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Elmira Sta-Gazette, Inc.
 Bus.-Studio Address: Mark Twain Hotel
 Phone Number: 5181
 Transmitter Location: Milton St.
 Air Time: 6:30 a.m.-1 a.m.
 News Service: UP
 Transcription Service: World, Lang-Worth
 Representative: Everett & McKinney
 Membership: NAB, BMB
 General Manager: Dale Taylor
 Comm.-Sales Prom. Mgr.: Ernest F. Oliver
 Production Director: Ted Hodge
 Musical Director: Harry Springer
 Chief Engineer: Thurlow A. Greene

W E N E

ENDICOTT—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Empire Newspapers-Radio,
 Inc.
 Business-Studio Address: Radio Center,
 909 E. Main St.
 Phone Number: 5-3351
 Transmitter Location: Pierce Hill, Vestal
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Associated, Capitol
 Representative: Walker
 Membership: NAB, BMB
 President: James H. Ottaway
 Vice-Pres., Gen. Mgr.: Byron E. French
 Station Manager: Stephen W. Ryder
 Commercial Mgr.: William C. Lundquest
 Sales Promotion Manager: Robert McCarthy
 Program Director: Harold E. Graves

On LONG ISLAND

IT'S

W H L I

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM
98.3 Mc.

WHLI

AM
1100 Kc.

HEMPSTEAD, NEW YORK

ELIAS I. GODOFSKY, *President*

"The Voice of Long Island"

Production Director.....Norman Flynn
 Publicity Director.....James A. McKechnie
 Chief Announcer.....Hal Kent
 Music Librarian.....Betty Stevens
 Chief Engineer.....J. Harold Merchant

W G B B

FREEPORT—1924

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Harry H. Carman
 Business-Studio Address.....44 So. Grove St.
 Phone Number.....Freeport 9-2418
 Transmitter Location.....215 Bedell St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Pres., Gen.-Sta.-Comm. Mgr., Harry H. Carman
 Sales Promotion Mgr.....Neal Seaman
 Program-Musical Dir.....A. Cheesman
 Production Director.....Gordon Breidenthal
 Publicity Director.....Robert Stirrat
 Chief Announcer.....Andrew Benedict
 Chief Engineer.....Robert Milos

W G V A

GENEVA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Bcstg. Co., Inc.
 Business-Studio Address.....Geneva Federal
 Savings Bldg.
 Phone Number.....6691
 Transmitter Location.....Lennox Park
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 President.....M. R. Forman
 V.P., General Manager.....Thomas L. Brown
 Commercial Manager.....Lloyd B. Gibson
 Program Director.....Robert S. Kieve
 Production Director.....Alex Lamutis
 Chief Engineer.....R. Carleton Greene

W G L N

GLENS FALLS—1946—ABC

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Oper. By.....Glens Falls Publicity Corp.
 Business-Studio Address.....13 Warren St.
 Phone Number.....2-1230
 Transmitter Location.....Lower Dix Ave.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....J. P. McKinney
 Membership.....NAB, BMB
 General Manager.....Earl C. Pace
 Commercial Manager.....E. M. Frink
 Program Director.....Bill Krough
 Publicity Director.....Earl Shorland
 Chief Engineer.....Earl C. Pace

W W S C

GLENS FALLS—1946—MBS-UBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Great Northern Radio, Inc.
 Business-Studio Address.....14 South St.
 Phone Number.....Glens Falls 2-6518
 Transmitter Location.....Pruyns Island
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative.....Lorenzen & Thompson
 Membership.....NAB, BMB
 President.....Martin Karig
 General Manager.....Carl Mattison
 Commercial Manager.....Alfred Brown
 Sales Prom. Mgr., Pub. Dir.....Kent Jones
 Prog. Dir., Farm Editor.....Dick Weld
 Chief Announcer, Musical Dir., James Sowdon
 Chief Engineer.....Joseph Thomas

W E N T

GLOVERSVILLE—1944—CBS-MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Sacandaga Bcstg. Corp.
 Business-Studio Address.....8 W. Fulton St.
 Phone Number.....4900-1
 Transmitter Location.....Harrison St.
 Air Time.....6:45 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Adam J. Young
 Membership.....NAB, BMB
 President, Owner.....George Bissell
 Gen. Mgr., Pub. Dir.....Dale Robertson
 Program Dir.....George Malcolm Weaver
 Chief Engineer.....Richard Stewart

W H L I

HEMPSTEAD—1947

Frequency: 1100 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....FM Bcstg. Corp.
 Business-Studio Address.....245 Baldwin Rd.
 Phone Number.....Hempstead 2-8000
 Transmitter Location.....470 Milburn Ave.
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Associated, World
 President, Gen. Mgr.....Elias I. Godofsky
 Exec. V.P., Station Mgr.....Paul Godofsky
 V.P., Sales.....Joseph A. Lenn
 News Director.....Jerome J. Karpl, Jr.
 Production-Musical Dir.....Roger Wayne
 Publicity Director.....Arthur E. Paterson, Jr.
 V.P., Chief Engineer.....Frank E. Knaack
 Farm Editor.....Jerry Carr
 (See Page 529)

W L E A

HORNELL—1948

Frequency: 1320 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Canisteo Radio Corp.
 Business-Studio Address.....99 Main St.
 Phone Number.....1320
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Forjoe
 Pres., General Mgr.....John S. Booth
 Station Manager.....Gene Gosch
 Commercial Manager.....Harlan Howe
 Program Director.....Carl Princi
 Chief Engineer.....O. K. Gibboney

WHUC

HUDSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Colgren Bcstg. Co.
 Business-Studio Address.....Union Turnpike
 Phone Number.....Hudson 1166-7
 Transmitter Location.....Union Turnpike, Hudson;
 Main St., Catskill
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Coiptol,
 Keystone
 Membership.....NAB
 Partners.....John Kearney, Robert Strakos
 Station Manager.....John Kearney
 Commercial Manager.....Robert Strakos
 Sales Promotion Manager.....Thomas Stack
 Program Director.....Paul Baron
 Chief Announcer.....Cal Bolwinkel
 Chief Engineer.....Michael Tackach
 Farm Editor.....Richard Miller

WHCU

ITHACA—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Cornell University
 Business-Studio Address.....Savings Bank Bldg.
 Phone Number.....Ithaca 3438
 Transmitter Location.....R. D. No. 2, Freeville
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Membership.....NAB, BMB
 General Manager.....Michael R. Hanna
 Commercial Manager.....Earl S. Cobey
 Program-Production Dir.....Joseph A. Short
 Publicity Director.....Theodore T. Howes
 Chief Announcer, Musical Dir.....John H. Deal
 Chief Engineer.....True McLean
 Farm Editor.....Louis W. Kaiser

WJOC

JAMESTOWN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Air Waves, Inc.
 Business-Studio Address.....415 W. Fourth St.
 Phone Number.....5-108
 Transmitter Location.....Busli

Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Friedenberg
 Gen.-Sta.-Comm. Mgr.....Harry E. Layman
 Program Director.....Jerry Lawson
 Chief Announcer, Farm Editor.....Bill Kirby
 Chief Engineer.....Harry E. Layman

WJTN

JAMESTOWN—1936—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....James Bcstg. Co., Inc.
 Bus.-Studio Address.....Hotel Jamestown Bldg.
 Phone Number.....7-151
 Transmitter Location.....Jones & Gifford Aves.
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....William G. Rameau
 Membership.....NAB, BMB, FMA
 President, Program Dir.....Jay E. Mason
 Gen.-Sta.-Comm.-Sales Prom.
 Manager.....Simon Goldman
 Prod. Dir., Chief Announcer, J. Ralph Carlson
 Pub. Dirs.....Raymond Finch, Stanley Alexander
 Musical Director.....George Pflieger
 Chief Engineer.....Harold J. Kratzer
 Farm Editor.....William Winn

**WHCU's young
brother also has**

BIG FEET
— and they're planted
solidly, from
Jersey to
Georgian Bay!

NOW—watch
WHCU-FM
grow and GROW!

*TWO great sta-
tions effectively
serving a big,
loyal audience.*



ITHACA, N. Y.
NAB — BMB

97.3 MC 40,000 WATTS
"LIVE CENTER OF THE FM DIAL"

W K N Y

KINGSTON—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Kingston Bcstg. Corp.
 Business-Studio Address 601 Broadway
 Phone Number Kingston 4500
 Transmitter Location Plainfield St.
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service SESAC
 Representative Joseph Hershey McGillvra
 President John Laux
 General-Station Mgr. Claude S. Middagh
 Program Director Richard McCarthy
 Chief Engineer Herbert Inman
 Farm Editor Edward Eckert

W W O L

LACKAWANNA—1947

Frequency: 1120 Kc. Power: 1000 Watts d.
 Owned-Operated By Leon Wyszatycki
 Business-Studio Address 315 Main St.
 Phone Number Cleveland 8291
 President Leon Wyszatycki
 Gen. Mgr., Prog. Dir. Stanley Jasinski
 Commercial Manager Chester Widlak
 Chief Engineer Howard E. Seyse

W V O S

LIBERTY—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Sullivan County Bcstg. Co.
 Business Address Liberty
 Phone Number 1680
 News Service UP
 Transcription Service Associated
 President David A. Kyle
 Gen.-Comm. Mgr. A. C. Kyle, Jr.
 Chief Engineer John R. Benson

W I C Y

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By North Country Bcstg. Co.,
 Inc.
 Bus.-Studio-Transmitter Address 65 Woodward
 St.
 Phone Number 186-7, 578
 Air Time Unlimited
 News Service UP
 Transcription Service World, Keystone
 Membership NAB
 Pres., Production Mgr. Mitchell C. Tackley
 V.P., Commercial Mgr. Ralph M. Cardinal
 Program Director Donald J. Paye
 Chief Announcer Jack Burke
 Chief Engineer Bernard Reisdorf

W M S A

MASSENA—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By The Brockway Co.
 Business Address Central Bldg.
 Phone Number 990
 Studio-Transmitter Location So. Main St.
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, SESAC
 Representative Weed
 Membership NAB, BMB
 President Harold B. Johnson
 General Manager Louis Salff, Jr.
 Station-Comm. Mgr. Thomas R. McHugh
 Program Director James H. Nash
 Publicity Director Robert E. Anderson
 Chief Engineer Michael Tarkullch
 Farm Editor George Strader

W A L L

MIDDLETOWN—1942—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By The Community Bcstg. Corp.
 Business-Studio Address 14 South St.
 Phone Number 3119
 Transmitter Location 229 Monhagen Ave.
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Keystone
 Representative Joseph Hershey McGillvra
 Membership BMB
 President John Morgan Davis
 Gen.-Station-Comm. Mgr. Paul E. Wagner
 Program-Production Dir. George Shepard
 Publicity Director Jeanne Favre
 Musical Director Sus Doscher
 Chief Engineer Deidrick Doscher
 Farm Editor Morris Weinstein

W G N Y

NEWBURGH—1933

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By WGNV Bcstg. Co., Inc.
 Business-Studio Address 161 Broadway
 Phone Number 4600
 Transmitter Location Cohecton Turnpike
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 President M. C. Spedel
 General Manager George W. Bingham
 Commercial Manager Joseph Rake
 Program Director Richard Crans
 Chief Announcer Edward J. Burns
 Chief Engineer Marvin S. Seimes

**STEP
OUT OF THE
DARKNESS
NOW..**



**LET US SHOW YOU THE LIGHT ABOUT
PROGRAMMING FOR LESS RADIO DOLLARS**

**NEWS—SPORTS
MUSIC**

Outstanding **PUBLIC SERVICE FEATURES** that constantly build community confidence and public interest.

With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

**ENGLISH and FOREIGN
LANGUAGE AUDIENCES**

For information on how to sell over this Market-Wise station . . .

**Write, Call or Phone MEIrose 5-0333
FOR RATES AND MARKET COVERAGE**



**5000 WATTS DIRECTIONAL OVER NEW YORK
260 E. 161 ST. NEW YORK 51, N. Y.**

W B N X
NEW YORK—1927

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Operated By: WBNX Bcstg. Co., Inc.
Bus.-Studia Address: 260 E. 161st St., Bronx
Phone Number: MEIrose 5-0333
Transmitter Location: Carlstadt, N. J.
News Service: AP
Transcription Service: SESAC, Standard
Representative: King
Membership: NAB
President: A. L. Haskell
V.P., General Manager: William I. Moore
Program Director: Edward Ervin
Production Director: Frank Johnson
Musical Director: Fred Mendelsohn

W C B S

NEW YORK—1924—CBS

Frequency: 880 Kc. Power: 50,000 Watts
Owned-Oper. By: Columbia Bcstg. System, Inc.
Business Address: 485 Madison Ave.
Phone Number: PLaza 5-2000
Studio Addresses: 109 W. 39 St., 111 E. 58 St.,
207 E. 30 St., 485 Madison Ave., 49 E. 52 St.,
1697 Broadway, 251 W. 45 St., 254 W. 54 St.
Transmitter Location: Columbia Island,
New Rochelle
Air Time: 20¼ Hrs.
News Service: AP, INS, UP

Why is **AP**
the best?

Because — it is controlled
by those who have an
especial interest in news—
all its members.

Available through mem-
bership.

Transcription Service: Lang-Worth
Representative: Radio Sales
Membership: NAB, BMB, FMA
Chmn. of the Bd.: CBS, William S. Paley, Jr.
President: Frank Stanton
Gen.-Sta. Mgr.: Arthur Hull Hayes
Sales Manager: Don Miller
Adv. & Sales Prom. Mgr.: Robert G. Patt
Program Director: G. Richard Swift
Production Director: William Elwell
Publicity Director: Michael Boscia
Chief Engineer: R. G. Thompson

W E V D

NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By: Debs Memorial Radio Fund,
Inc.
Business-Studio Address: 117 W. 46th St.
Phone Number: PLaza 7-0880
Transmitter Location: 4701 Maspeth Ave.,
Maspeth, L. I.
News Service: AP
President: Adolph Held
General-Station Mgr.: Henry Greenfield
Program-Publicity Dir.: George Field
Chief Announcer: David Niles
Musical Director: Nicholas Saslowsky
Chief Engineer: Charles Brown

5000 WATTS 1330 Kc
WEVD

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.

EVERYBODY'S TALKING ABOUT THE FOREIGN
LANGUAGE LEADERSHIP IN NEW YORK OF

W H O M

"THE IL PROGRESSO STATION"

5 0 0 0 Watts Day and Night

JUST LOOK AT THESE QUOTES:

"Today WHOM and its \$250,000 studios are proving that the foreign language station can be an astounding success where there is a big foreign population. Under Fortune Pope, WHOM became one of a handful of top foreign language stations."

NEWSWEEK, November 29, 1948

"Under Fortune Pope's aegis, WHOM has risen to the status of one of the foremost foreign language outlets in the country."

BROADCASTING, December 27, 1948

"WHOM is the foremost foreign talk operation in the country."

BEN GROSS, N. Y. DAILY NEWS, January 10, 1949

OUTSTANDING RADIO PRODUCTIONS IN
ITALIAN

POLISH

JEWISH

GERMAN

SPANISH

plus

THE AFTER HOURS SWING SESSION NIGHTLY from 11 p.m. to 2 a.m.



136 West 52nd Street, New York 19, N. Y.

Circle 6-3900

GENEROSO POPE, *President*

FORTUNE POPE, *General Manager*

WHLI

NEW YORK

(See Listing Hempstead, N. Y.)

WHOM

NEW YORK—1930

Frequency: 1480 Kc. Power: 5000 Watts
 Owned By: Il Progresso Italo-Americano Publishing Co.
 Operated By: Atlantic Bcstg. Co., Inc.
 Business Address: 136 W. 52nd St.
 Phone Number: Circle 6-3900
 Studio Addresses: 136 W. 52nd St., New York.
 30 Journal Sq., Jersey City, N. J.
 Transmitter Location: Ridgfield Park, N. J.
 Air Time: 6 a.m.-2 a.m.
 News Service: UP
 Membership: NAB
 President: Generoso Pope
 General-Station Manager: Fortune Pope
 Asst. Mgr., Prog.-Pub. Dir.: Charles Baltin
 Exec. Sales Asst.: Ralph Nardella
 Production Director: Ralph Costantino

Musical Director: Michael Rosco
 Chief Engineer: George Steiger

WINS

NEW YORK—1931

Frequency: 1010 Kc. Power: 50,000 Watts d.:
 10,000 Watts n.
 Owned-Operated By: Crosley Bcstg. Corp.
 Business-Studio Address: 28 W. 44th St.
 Phone Number: BRyant 9-6000
 Transmitter Location: Lyndhurst, N. J.
 Air Time: 24 Hrs.
 News Service: INS, UP
 Transcription Service: World
 Representative: Crosley
 President: James D. Shouse
 V.P., General Mgr.: Robert E. Dunville
 V.P., Station Mgr.: Eldon A. Park
 Commercial Manager: Kieran T. Murphy
 Sales Manager: Wilmot Losee
 Program Director: John Neal
 Production Director: Joseph Terry
 Dir. P. om. Act.: Joe Beach
 Musical Director: Irving Landau
 Chief Engineer: Paul von Kunits

(See Page 522)

Tom Eaton, Radio Station WTIC, Hartford, Conn.:

"There is no question but that The

AP

is vastly superior to that afforded by any other service

I have seen." — From the Minutes of the Connecticut

Association of Associated Press Broadcasters, January

12, 1949.

What time-buyers see first when they consider the New York market.



Who time buyers see when they want the facts

New York - Phone Circle 6-1750
Warren Jennings - Stuart MacHarrie - Bernard Musnick
Edwin Jameson - Harry Folts

New York - Phone BRyant 9-6000
Roy Holmes - Jack Flynn - John F. Sloan - Marvin Cole

Chicago - Phone STate 2-0366
Harry Albrecht - George Jeneson - Andy Niedenthal
Will H. Oldham

Cincinnati - Phone CHerry 1822
Walter Callahan - Herbert Flaig

Hollywood - Phone HOllywood 5408
Tracy Moore

San Francisco - Phone EXbrook 2-8033
Tracy Moore

CROSLY BROADCASTING CORPORATION

W J Z

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Oper. By American Bcstg. Co., Inc.
 Business Address 7 W. 66th St.
 Phone Number TR. 3-7000
 Studio Addresses 30 Rockefeller Plaza; Ritz
 Theatre, 219 W. 48th St.; Playhouse Theatre,
 137 W. 48th St.; Vanderbilt Theatre, 148 W.
 48th St.
 Transmitter Location Lodi, N. J.
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS, UP
 Representative ABC Spot Sales
 Membership NAB, BMB
 President Mark Woods
 Station Manager Murray B. Grabhorn
 Sales Manager C. L. Doty
 WJZ Promotion Manager Alfred Cohan
 Program Director John Hade
 Production Director Henry Cox
 Publicity Director Earl Mullen
 Spvr. of Announcers James Bixler
 Musical Director Frank Vagnoni

Dir. of Technical Operations George Milne
 Farm Editor Philip Alampi

W L I B

NEW YORK—1942

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned By WLIB, Inc.
 Operated By Dorothy S. Thackrey
 Business-Studio Address 207 E. 30th St.
 Phone Number ORegon 9-2720
 Transmitter Location 180 Morgan Ave., Bklyn.
 Air Time Sunrise-sunset
 News Service AP, UP
 Transcription Service Associated, SESAC
 Representative Adam J. Young, Jr.
 Membership NAB
 President Dorothy S. Thackrey
 Gen.-Sta. Comm. Mgr. Herman M. Bess
 Sales Prom. Mgr., Prog.-Prod. Pub.
 Director Samuel Elfert
 Chief Announcer Murray Jordan
 Musical Director Mimi Trepel
 Chief Engineer Edward Darlington
 (See Page 524)

The Red Cross Needs



Your Unstinting Assistance

GIVE!



W
L
I
B

WLIB
NEW YORK

wLIB A VITAL FORCE
IN NEW YORK CITY'S
BI-LINGUAL SYSTEM

...
FOR THE LISTENERS:

Musical variety and news

FOR THE SPONSOR:

A loyal, responsive bi-lingual audience

wLIB • 1190 on your dial

Dorothy S. Thackrey, President

Herman M. Bess, Mgr. Director

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

• • • **NEW YORK** • • •

W M C A

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By WMCA, Inc.
Business-Studio Address 1657 Broadway
Phone Number Circle 6-2200
Transmitter Location Kearny, N. J.
Air Time Unlimited
News Service AP
Transcription Service World
Representative Free & Peters
President Nathan Straus
General Manager Norman Boggs
Director of Promotion Howard Klarman
V.P. in Chg. of Programs Leon Goldstein
Dir. News & Special Events R. Peter Straus
Chief Announcer A'vin Williams

(See Page 526)

W M G M

NEW YORK—1922

Frequency: 1050 Kc. Power: 50,000 Watts
Owned-Oper. By Marcus Loew Booking
Agency
Business-Studio Address 711 Fifth Ave.
Phone Number MUrray Hill 8-1000
Transmitter Location E. Rutherford, N. J.
Air Time 6 a.m.-2 a.m.
News Service AP, UP
Transcription Service Associated
Pres. (Loew's, Inc.) Nicholas M. Schenck
Director Herbert L. Pettey
General Manager Frank Roehrenbeck
Dir. of Sales Bertram Lebharr, Jr.
Program Director Raymond Katz
Publicity Director Jo Ranson
Chief Announcer Ted Schneider
Musical Director Joel Herron
Chief Engineer Paul Fuehling

(See Page 528)

For the best in radio
news writing—

AP

Available through
membership

**NAMES
MAKE NEWS**

**NAMES
MAKE SALES**

TED STEELE

Master salesman—entertainer

MR. & MRS. MUSIC

Bea Wain and Andre Baruch at the turntables.

DUKE ELLINGTON

Popular composer—platter spinner

JOE FRANKLIN

National authority on rare old records

SYMPHONY SID

All-night, all-frantic be-hop show

N. Y. GIANTS BASEBALL SERIES

Blanketing the Metropolitan Area
at First on BOTH Dials
in New York



W N B C

NEW YORK—1922—NBC

Frequency: 660 Kc. Power: 50,000 Watts
 Owned-Oper. By National Bcstg. Co., Inc.
 Bus. Studio Address 30 Rockefeller Plaza
 Phone Number Circle 7-8300
 Transmitter Location Port Washington
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Thesaurus, Associated
 Representative NBC Spot Sales
 Membership NAB, BMB
 President Niles Trammell
 General Manager Thomas B. McFadden
 Asst. Mgr. Daniel A. Norman
 Sales Manager John C. Warren
 Adv. & Prom. Mgr. Murry Harris
 Program Manager D. L. Provost
 News & Spec. Events Dir. Fred S. Heywood
 Publicity Director Schuyler G. Chapin
 Dir. of Service & Traffic Harvey J. Gannon
 Production Manager Clay Daniel
 Chief Engineer O. B. Hanson
 Agricultural Director Tom Page

W N E W

NEW YORK—1934

Frequency: 1130 Kc. Power: 10,000 Watts
 Owned-Oper. By Greater N. Y. Bcstg. Corp.
 Business Studio Address 565 Fifth Ave.
 Phone Number PLaza 3-3300
 Transmitter Location Keedny, N. J.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative John Blair
 Membership NAB
 V.P., Gen. Station Mgr. Bernice Judis
 V..P. Commercial Mgr. Ira Herbert
 Sales Promotion Manager Robert Guthrie
 V.P., Program Director Ted Cott
 Production Manager Jack Grogan
 Publicity Director Richard Pack
 Chief Announcer John Jaeger
 Musical Director Roy Ross
 Chief Engineer Max Weiner

(See Page 530)

Aid Your Own Industry by Supporting

National Radio Week

Oct. 30 to Nov. 5

A Joint Sponsorship of NAB—RMA

and

National Junior Chamber of Commerce



Progress can mean a lot of things in a year's time. New studios—new programs—new business—new technical facilities—even magical new call letters are all part of the past year's advancements for WMGM, the Metro-Goldwyn-Mayer radio station in New York.



The station which has always catered to New York's particular program tastes, with *top sports coverage, dominant news reporting, and delightful entertainment* around the clock, has added bright new shows—sparkling audience participation shows and many other distinctive features from WMGM's new million-dollar Fifth Avenue studios, plus a parade of showmanship from Metro-Goldwyn-Mayer in Hollywood.



Already one of the nation's top-powered stations, WMGM has improved its technical leadership over competing stations through all-new, higher-fidelity input equipment throughout; through acoustically-perfected studios, lending sharp new brilliance of signal over the most populous, most prosperous market on earth. Duplication of programs on WMGM-FM, too, now gives WMGM advertisers *redoubled impact* in the New York area.



Proven (by Billboard Radio Promotion Awards for the past two successive years) the pacesetter in promoting radio programs and the products they advertise right up to the point-of-purchase, WMGM played true-to-form in telling the world about its new studios and new call letters—in the press and over the air, on the screen and everywhere!



Two hundred thirty-seven advertisers have chosen WMGM for their broadcast campaigns during the past year. Most of them—and many new ones—are continuing right on through 1949. *Only results* can bring them back like that—results in terms of *listeners*, or in terms of *mail pull*, or, most important, in *cash sales of the products you want to sell*.

Yes, in New York, the *progressive* station, the *well-programmed*, the *promotion-wise*, the *preferred* station is the *powerful* WMGM.

50,000 WATTS
1050 KCS. CLEAR CHANNEL
WMGM-FM 100.3 MC.



711 FIFTH AVENUE
MURRAY HILL 8-1000

W O R

NEW YORK—1922—MBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By Bamberger Bcstg. Service, Inc.
 Business-Studio Address 1440 Broadway
 Phone Number LOngacre 4-8000
 Transmitter Location Carteret, N. J.
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Associated
 Representative Keenan & Eickelberg, Kettell & Carter
 Membership NAB, BMB, FMA
 President Theodore C. Streibert
 V.P. in Chg. of Sales R. C. Maddux
 Adv. & Prom. Dir. Joseph Creamer
 Prod. Mgr. & Chief Announcer Jeff Smith
 Publicity Director Robert Blake
 Musical Director Sylvan Levin
 V.P. in Chg. of Eng. J. R. Poppele

W O V

NEW YORK—1926

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By Wodacm Corp.
 Business-Studio Address 730 Fifth Ave.
 Phone Number Circle 5-7979
 Transmitter Location Carlstadt, N. J.
 Air Time Unlimited
 News Service AP, ANSA
 Representative Bolling
 Membership NAB
 President Harry D. Henshel
 General Manager Ralph N. Weil
 Commercial Manager Herbert Schorr
 Sales Promotion Mgr. C. Carroll Forbes
 Program Director Arnold Hartley
 Publicity Director Anne C. Baldwin
 Chief Announcer George Padovani
 Musical Director Paul Romeo
 Chief Engineer Hillis Holt
 (See Page 532)

On LONG ISLAND IT'S W H L I

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM
98.3 Mc.

W H L I

AM
1100 Kc.

HEMPSTEAD, NEW YORK

ELIAS I. GODOFSKY, *President*

"The Voice of Long Island"

**GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS**

WNEW

1130 on your dial

ON THE AIR 24 HOURS A DAY

See pages 100-101 for

LISTING OF NEW YORK PHONE NUMBERS



NETWORKS



PUBLICATIONS



ORGANIZATIONS



TALENT AGENCIES



FM RADIO STATIONS



AM RADIO STATIONS



NEWS ASSOCIATIONS



TELEVISION STATIONS



PROGRAM PRODUCERS



RECORDING COMPANIES



ADVERTISING AGENCIES



TRANSCRIPTION COMPANIES



STATION REPRESENTATIVES

44 ADVERTISERS

have been selling over WOV for an average of 9 years each. They know that on WOV

RESULTS is the Buy-Word

Your WOV salesman will give you specific market information on each of 5 Audited Audiences. You too can take the guess out of buying.

Wake Up New York
1280 Club
Band Parade
Prairie Stars

Italian language market
2,100,000 individuals
larger than St. Louis and
Kansas City combined.

Originators of

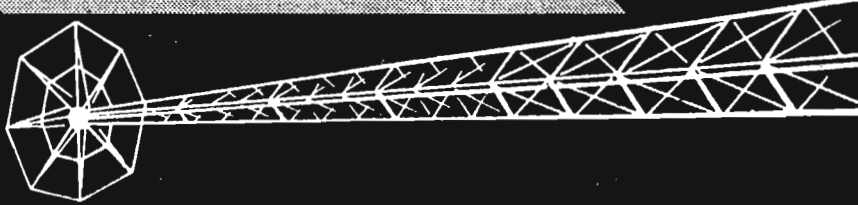
Audited Audiences

RALPH N. WEIL, Gen. Mgr.

The Bolling Company,
National Representatives

WOV

NEW YORK



W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts
 Owned By The New York Times Co.
 Operated By Interstate Bcstg. Co., Inc.
 Business-Studio Address 730 Fifth Ave.
 Phone Number Circle 5-5566
 Transmitter Location Rear of 5000 Grand Ave., Maspeth
 Air Time Unlimited
 News Service AP
 Transcription Service World, Associated, London
 Representative Paul H. Raymer
 Membership NAB, FMA
 President John V. L. Hogan
 Exec. V.P., Gen. Mgr. Elliott M. Sanger
 V.P., Sales Norman S. McGee
 Sales Prom. The N. Y. Times Prom. Dept.
 Program Director Eleanor N. Sanger
 Prod. Dir., Chief Announcer Albert A. Grobe
 Publicity Director Eleonore Hurley
 Musical Director Abram Chasins
 Chief Engineer Russell D. Valentine
(See Page 292)

W W R L

NEW YORK

(For Listing See Woodside, N. Y.)

W H L D

NIAGARA FALLS—1940

RURAL-COLONIAL-CONTINENTAL

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Oper. By The Niagara Falls Gazette Publishing Co.
 Business-Studio Address Hotel Niagara
 Phone Number 8421
 Transmitter Location Lockport Rd.
 Air Time Daytime
 News Service UP
 Transcription Service World, Lang-Worth, Associated, SESAC
 Representative Headley-Reed
 Membership FMA
 V.P., Gen. Station Mgr. Earl C. Hull
 Commercial Manager Richard G. Robbins
 Program Director Robert J. Manning
 Musical Director Harold Bradley
 Chief Engineer Robert Wilson
 Farm Editor John F. Mahl, Jr.

W J J L

NIAGARA FALLS—1948

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Operated By John J. Laux
 Business-Studio Address 129 Main St.
 Phone Number 5286

Transmitter Location New Rd.
 Air Time 6 a.m.-local sunset
 News Service UP
 Transcription Service Lang-Worth, Cole
 Representative Joseph Hershey McGillvra
 Membership NAB
 President John J. Laux
 General-Station Mgr. Robert F. Kliment
 Commercial Manager Tom W. Talbot
 Prog. Dir., Chief Announcer Earle Hamrick
 Chief Engineer Gustav Czaplak
 Farm Editor John Carlton

W S L B

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By St. Lawrence Bcstg. Corp.
 Business Address Ogdensburg
 Phone Number 500
 Studio-Transmitter Location 2315 Knox St.
 Air Time 7 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Standard, Keystone
 Representative Walker
 Membership NAB, BMB, FMA
 President Joseph R. Brandy
 Sec.-Treas. Harold J. Frank
 Prog.-Prod.-Pub. Director
 Chief Announcer Hal Gilman
 Musical Dir., Farm Editor Flo Beach Rowe
 Chief Engineer Ellsworth Hall

W H D L

OLEAN—1936—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Times Herald Corp.
 Operated By WHDL, Inc.
 Bus.-Studio-Transmitter Address Olean
 Phone Number 4149
 Air Time 6:55 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Associated, Keystone
 Representative Everett & McKinney
 Membership BMB
 President E. B. Fitzpatrick
 General-Station Mgr. John R. Henzel
 Commercial Manager Joseph K. Eade
 Program Director Donald Merriman
 Chief Announcer Robert Nanno
 Chief Engineer Jack Atherton
 Farm Editor Ned McGrath

W D O S

ONEONTA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By The Oneonta Star, Inc.
 Bus.-Studio Address The Oneonta Hotel Bldg.
 Phone Number 2470
 Transmitter Location So. Side of Oneonta
 Air Time Unlimited

ROCHESTER, N. Y.

is not just a city...

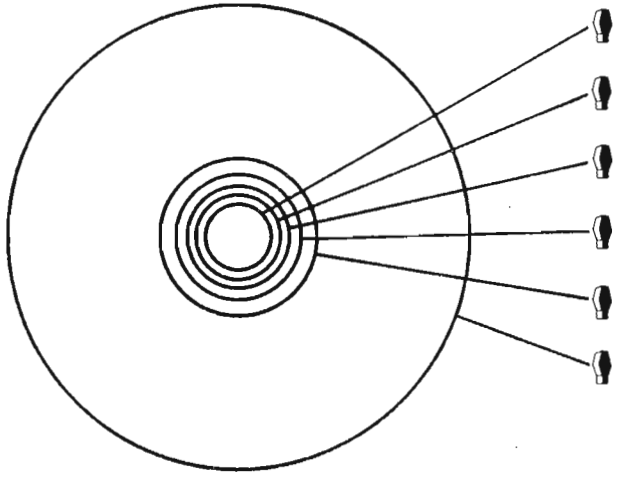
It's a trading area
of 2,114,948









and only **WHAM** covers it!

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

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



-  Coverage of Station A
-  Coverage of Station B
-  Coverage of Station C
-  Coverage of Station D
-  Coverage of Station E
-  Coverage of Station **WHAM**



WHAM ★ **ROCHESTER RADIO CITY**
 "The Stromberg-Carlson Station"
AM—FM—and TV Coming in '49!
 N.B.C. AFFILIATE • GEO. P. HOLLINGBERY CO. • NAT'L REP.

News Service AP
 Transcription Service..... Capitol, World
 Representative Walker
 President..... James H. Oltaway
 General Manager..... Eugene J. Brown
 Station Manager..... Walton F. Deming
 Commercial Manager..... George R. Smith
 Program-Publicity Dir..... Charles Hobart
 Production Director..... Harriette I. Dunbar
 Chief Announcer..... David T. Squires
 Chief Engineer..... Wiley Bates
 Farm Editor..... Robert Warner

WONO

ONEONTA—1948

Frequency: 1110 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Oneonta Bcstg. Co.
 Business-Studio Address..... 285 River St.

WKBS

OYSTER BAY—1948

Frequency: 1520 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Key Bcstg. System, Inc.
 Business-Studio Address..... 25 E. Main St.
 Phone Number..... Oyster Bay 6-2500
 Transmitter Location..... Battery Pk., Oyster Bay
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Theaurus
 President..... R. Lee Hollingsworth
 Exec. V.P..... A. J. Griffiths, Jr.
 Publicity Director..... Henry Frielinghaus, III

WLNA

PEEKSKILL—1948

Frequency: 1420 Kc..... Power: 500 Watts d.
 Owned-Oper. By..... Highland Bcstg. Corp.
 Business-Studio Address..... 1037 Main St.

WEAV

PLATTSBURG—1935—ABC

Frequency: 960 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Plattsburg Bcstg. Corp.
 Business-Studio Address..... Radio Centre
 Phone Number 1600
 Transmitter Location..... Lake Shore Rd.
 Air Time 6:45 a.m.-M.
 News Service UP
 Transcription Service Theaurus
 Representative..... Joseph Hershey McGillvra
 Membership NAB
 President, Gen.-Sta. Mgr..... George F. Bissell
 Commercial Manager..... Joel H. Scheier
 Sales Prom. Mgr., Prog.-Pub. Dir.,
 Farm Editor..... Martin Mannix
 Production Director..... Alex Coursey
 Chief Announcer..... Henry Clark
 Chief Engineer..... Jack Nazak

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Radio Div., Poughkeepsie
 Newspapers, Inc.
 Business-Studio Address..... Memorial Sq.
 Phone Number 6800
 Transmitter Location..... Nelson House
 Air Time Unlimited
 News Service AP
 Transcription Service..... Standard, Associated
 Membership..... NAB, BMB, FMA
 President..... M. C. Spedel
 General Manager..... George W. Bingham
 Program Director..... Richard Crans
 Chief Engineer..... Marvin S. Seimes

WARC

ROCHESTER—1947—ABC

Frequency: 950 Kc..... Power: 1000 Watts
 Owned-Operated By..... WARC, Inc.
 Bus.-Studio Address..... Sheraton Hotel,
 111 East Ave.
 Phone Number..... HAmilton 8920
 Transmitter Location..... 2670 Clinton Ave. So.
 Air Time..... 6:30 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Katz
 Membership NAB, BMB
 President, Gen.-Sta. Mgr..... S. W. Townsend
 Commercial Manager..... Harland Evans
 Sales Prom. Mgr., Publicity Director,
 Farm Editor..... Mark O'Brien
 Program-Musical Dir..... Frederick Essex
 Prod. Dir., Chief Announcer... Thomas Kane
 Chief Engineer..... Robert Emch

WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc..... Power: 50,000 Watts
 Owned-Operated By..... Stromberg-Carlson Co.
 Business Address..... 100 Carlson Rd.
 Studio Address..... 201 Humbolt St.
 Transmitter Location..... Rochester
 Air Time Unlimited
 News Service UP
 Transcription Service..... World, Standard
 Representative..... George P. Hollingbery
 Membership NAB, BMB, FMA
 Pres. (Stromberg-Carlson
 Co.)..... Dr. Ray H. Manson
 Gen. Mgr. (Stromberg-Carlson
 Co.)..... Leo McCanne
 Station Mgr. (Stromberg-Carlson
 Co.)..... William Fay, V.P. in Chg.
 of Bcstg. & Gen. Mgr. WHAM
 Comm.-Sales Prom. Mgr., John W. Kennedy, Jr.
 Program Director..... Charles W. Siverson
 Production Director..... Sylvester Novell
 Publicity Director..... Armin N. Bender



....FIRST BY LENGTHS!



....IN ROCHESTER!



WHEC is Rochester's most-listened-to station and has been ever since Rochester has been "Hooperated!"

Furthermore, Station WHEC is one of the select Hooper "Top Twenty" stations in the whole United States!

Latest Hooper before closing time

BUY WHERE THEY'RE LISTENING:—



WHEC

MEMBER GANNETT
RADIO GROUP

of Rochester

N. Y.

5,000 WATTS

Representatives: EVERETT & MCKINNEY, New York, Chicago, HOMER GRIFFITH CO., Los Angeles, San Francisco

Chief Announcer.....Homer Bliss
Musical Director.....Eugene Zacher
Chief Engineer.....Kenneth Gardner
Actg. Farm Editor.....George Haefner

W H E C

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....WHEC, Inc.
Business-Studio Address.....40 Franklin St.
Phone Number.....Baker 6740
Transmitter Location.....1850 S. Winton Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated, Standard
Representative.....J. P. McKinney
Membership.....NAB, BMB
President.....Frank E. Gannett
Executive V.P.....Clarence Wheeler
General-Station Manager.....Gunnar O. Wiig
Commercial Manager.....Le Moine C. Wheeler
Program Director.....William J. Adams
Production Director.....L. H. MacMillan
Publicity Director.....Virginia Savage
Chief Announcer.....Roger Goodrich
Musical Director.....Gerald Vogt
Chief Engineer.....Bern C. O'Brien

W R N Y

ROCHESTER—1947

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Operated By...Monroe Bcstg. Co., Inc.
Business-Studio Address.....191 East Ave.
Phone Number.....Hamilton 9775
Transmitter Location.....Mt. Read Blvd.
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....Lang-Worth
Pres., Gen.-Sta.-Comm. Mgr.. George B. Kelly
Program Director.....Addison Penfield
Production Director.....Paul Robinson
Chief Engineer.....Felix Bonvouloir

W S A Y

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts d.
(CP 5000 Watts d.)
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....328 Main St. E.
Phone Number.....Baker 4870
Transmitter Location.....French Rd., Brighton
Air Time.....Daytime
News Service.....INS
Representative.....Walker
President, General-Station Manager,
Chief Engineer.....Gordon P. Brown
Comm.-Sales Prom. Mgr.....Will Union
Program Director.....Jack Turner

W V E T

ROCHESTER—1947

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Veterans Bcstg. Co.
Business Address.....Clinton Bldg.
Phone Number.....Hamilton 4820
News Service.....UP
Transcription Service.....Associated, Capitol
Representative.....Weed
Pres., General Mgr.....William B. Maillefert
Chief Engineer.....Irving F. Lyke

W K A L

ROME-UTICA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Copper City Bcstg. Corp.
Business-Studio Address...Capitol Theatre Bldg.
Rome
Phone Number.....3616-7
Transmitter Location.....Muck Rd. & Jay St.
Rome
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Donald Cooke
President.....Myron J. Kallet
Gen.-Station Mgr.....Michael Carlo Fusco
Comm. Mgr., Pub. Dir.....George Cramer
Sales Promotion Manager.....Joseph Treia
Program Director.....Charles King
Production Director.....Dan Fusco
Chief Announcer.....Robert Storey
Chief Engineer.....Deforest T. Layton, Jr.
Farm Editor.....Jack Fredericks

W N B Z

SARANAC LAKE—1929—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Upstate Bcstg. Corp.
Business-Studio Address.....88 Main St.
Phone Number.....1320
Transmitter Location.....Merrill St.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus, Keystone
Representative.....Thomas F. Clark
President, General Manager...John F. Grimes
Commercial Manager.....Jacques DeMaitos
Program Director.....Albert C. Bagdasarlan
Chief Announcer.....John Birmingham
Chief Engineer.....H. Berwind Williams

W G Y

SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Rd.
Phone Number.....3-2121
Transmitter Location.....R. D. No. 5,
So. Schenectady

Air Time Unlimited
 News Service AP, UP
 Transcription Service.....Lang-Worth, Thesaurus
 Representative.....NBC Spot Sales
 Membership.....NAB, BMB
 V.P., Mgr. of Bcstg.....R. S. Peare
 Asst. Mgr. of Bcstg.....B. J. Rowan
 Station Manager.....G. Emerson Markham
 Asst. to Station Mgr.....R. W. Welpott
 Supervisor of Sales.....A. G. MacDonald
 Actg. Spvr. of Promotion.....R. W. O'Brian
 Spvr. of News.....W. T. Meenam
 Spvr. of Music.....A. O. Coggeshall
 Spvr. of Farm Bcstg.....G. W. Givens
 Spvr. of Programs.....Caleb Paine
 Chief Engineer.....W. J. Purcell

W S N Y

SCHENECTADY—1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Gateway Bcstg.
 Corp.
 Business-Studio Address.....619 State St.
 Phone Number.....3-3622
 Transmitter Location.....Campbell Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth

President, Gen. Mgr.....Winslow Leighton
 Comm-Sales Prom. Mgr.....Harry H. Averill
 Program Director.....Robert Wallace
 Asst. Prog.-Pub. Director.....Martha M. Smith
 Chief Announcer.....Steve Fitz
 Musical Director.....Frank Huber
 Chief Engineer.....Irving P. Beck

W A G E

SYRACUSE—1941—ABC

Frequency: 620 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....WAGE, Inc.
 Business-Studio Address.....Loew Bldg.,
 108 W. Jefferson St.
 Phone Number2-0277
 Transmitter Location.....626 Liverpool Rd.,
 Liverpool
 Air TimeUnjimited
 News Service AP
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB
 President.....Frank G. Revoir
 General-Station Manager.....William T. Lane
 Commercial Manager.....Aaron Beckwith
 Program Director.....Gordon Alderman
 Musical Director.....Carl Silber
 Chief Engineer.....Donald F. Langham



GOES TO

5 Kw

Daytime

Increases Area Coverage 60.8%

In January, 1949, WAGE increased its daytime power to 5 Kw (1 Kw nighttime power unchanged) retaining its choice frequency at 620 Kc.

Total population falling within WAGE daytime 0.5 Mv contour increased from 664,359 to 1,012,720, a population gain of 52.5%. Land area covered by WAGE interference-free signal increased from 7,400 sq. mi. to 11,900 sq. mi., a 60.8% gain of 4,500 sq. mi.

BASIC ABC • Represented by Edward Petry Co.

WFBL

SYRACUSE—1922—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By.....Onondaga Radio Bcstg. Corp.
 Bus. Studio Address.....433 S. Warren St.
 Phone Number.....2-1147
 Transmitter Location.....Collamer
 Air Time.....Unlimited
 News Service.....UP
 Representative.....Free & Peters
 Membership.....NAB
 President.....Oscar F. Soule
 General Manager.....Samuel Woodworth
 V.P., Merch. & Promotion.....Robert G. Soule
 V.P., Commercial Mgr.....Charles Pbillips
 Sales Manager.....L. F. Wylie
 Program-Musical Dir., Production Manager.....Raymond Gantter
 Publicity Director.....Hendrick Soule
 Chief Engineer.....James Kelly
 Farm Editor.....Al Warren

WNDR

SYRACUSE—1947—MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By...Syracuse Bcstg. Corp.
 Business-Studio Address...306 S. Salina St.
 Phone Number.....2-6101
 Transmitter Location.....Dewitt & Pompey
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Associated, Lang-Worth
 Representative.....Donald Cooke
 Membership.....NAB, BMB
 President.....T. Frank Dolan
 General Manager.....Martin Karig
 Commercial Manager.....Arthur Cooper
 Program Director.....Harry Fisher
 Merchandising Mgr.....Frank Bahouth, Jr.
 Chief Announcer, Farm Editor....Bill Martin
 Musical Director.....Don Hayes
 Chief Engineer.....Robert Dye

WOLF

SYRACUSE—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Civic Bcstg. Corp.
 Business-Studio Address.....Onondaga Hotel
 Phone Number.....2-7211
 Transmitter Location.....Kirkpatrick & Van Rensselaer Sts.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Walker
 President, General Mgr., T. Sherman Marshall
 Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
 Commercial Manager.....Dan Dwyer
 Pub. Dir., Chief Announcer.....Charles Shaw

Musical Director.....Norman Meservey
 Chief Engineer.....Don Muir

WSYR

SYRACUSE—1922—NBC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By.....Central N. Y. Bcstg.
 Phone Number.....3-7111
 Transmitter Location.....Valley Dr.
 Air Time.....5 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....Associated, Lang-Worth
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 President.....Harry C. Wilder
 Vice President.....E. R. Vadeboncoeur
 Commercial Manager.....W. R. Allford, Jr.
 Sales Prom. Mgr., Pub. Dir.....John F. Hurlbut
 Program Director.....Bill Rothrum
 Chief Announcer.....Elliott Gove
 Musical Director.....Murray Bernthal
 Chief Engineer.....G. Armond Belle Isle
 Farm Editor.....R. F. Doubleday

WHAZ

TROY—1922

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By...Rensselaer Polytechnic Inst.

WNDR

CENTRAL NEW YORK'S

Friendly

STATION

WNDR

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Basic Mutual Network

AM, 5,000 Watts,
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 Watts, 102.5 Mc.

AFFILIATED IN MANAGEMENT WITH
 WWSC, GLENS FALLS, and WVOS, LIBERTY, N.Y.

Address Troy
 Phone Number 6810
 Air Time Limited
 Promotion Manager: W. J. Williams

W T R Y

TROY—1940—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By Troy Bcstg. Co., Inc.
 Business-Studio Address 92 Fourth St.
 Phone Number Troy 2100, Albany 4-2500
 Transmitter Location Niskayuna
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Associated
 Representative Headley-Reed
 Membership NAB, BMB
 President H. C. Wilder
 General Manager W. A. Riple
 Station Manager W. W. Carter, Jr.
 Commercial Manager J. W. Sutphen, Jr.
 Sales Prom. Mgr., Pub. Dir. James F. Baker, Jr.
 Program-Musical Dir. H. H. Sharpe, III
 Production Director Randolph English
 Chief Engineer A. H. Chismark

W G A T

UTICA—1946

Frequency: 1310 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned By Central Bcstg. Co.
 Operated By J. Eric Williams
 Business-Studio Address The Kempf Bldg.,
 250 Genesee St.
 Phone Number 2-9231
 Transmitter Location Kellogg Rd.,
 New Hartford
 Air Time Unlimited
 News Service AP
 Representative Robert Meeker
 General Manager J. Eric Williams
 Comm.-Sales Prom. Mgr. Roland L. Fowler
 Chief Announcer Bill Cerri
 Chief Engineer Robert N. Blair

W I B X

UTICA—1925—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By WIBX, Inc.
 Bus.-Studio Address First Natl. Bank Bldg.
 Phone Number 2-2101
 Transmitter Location Clark Mills
 Air Time Unlimited
 News Service INS, UP
 Transcription Service World
 Representative Helen Wood & Colton,
 Bertha Bannan, Walter Biddick
 Membership NAB, BMB, FMA
 President, Gen. Mgr. Margaret P. Bowen
 V.P., Secretary Gladys P. Moore

Sta. Mgr., Prog. Dir. Elliott A. Stewart
 Comm.-Sales Prom. Mgr., Pub. Dir.,
 Farm Editor Nathan W. Cook
 Production Dir. Betty Cushing Griffin
 Chief Announcer Robert Mahoney
 Musical Director William Walters
 Chief Engineer John T. Dowdell

W R U N

UTICA—1947—ABC

Frequency: 1150 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By The Rome Sentinel Co.
 Business Address 258 Genesee St.
 Phone Number 2-5111
 Studio Addresses 258 Genesee St., Utica,
 127 W. Liberty St., Rome
 Transmitter Location Oriskany
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative Avery-Knodel
 Membership NAB, BMB
 President Bradley C. Barnard
 General Manager Fritz S. Updike
 Station Manager Thomas E. Marlin
 Comm.-Sales Prom. Mgr. Richard A. Clark
 Program Director Stewart T. Spencer
 Public Relations Director Searle Rudd
 Transmitter Supervisor George S. Woods
 Musical Director Ann Houser
 Studio Supervisor C. F. Henry
 Farm Editor Robert Kilgore

W A T N

WATERTOWN—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Watertown Bcstg. Corp.
 Bus.-Studio-Transmitter Location 118 Wash-
 ington St.
 Phone Number 2424
 Air Time 7 a.m.-12:15 a.m.
 News Service AP
 Transcription Service Standard
 Representative Helen Wood & Colton
 Membership NAB
 Pres., Gen.-Sta.-Comm.-Sales Prom.
 Manager G. Harry Righter
 Program Director Hugh L. Coslue, Jr.
 Chief Engineer Donald Schryver
 Farm Editor G. Harry Righter

W W N Y

WATERTOWN—1941—CBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned By Brockway Co.
 Operated By The Watertown Daily Times
 Business-Studio Address Hotel Woodruff
 Phone Number 4120
 Transmitter Location Ives St. Rd.

Air Time Unlimited
 News Service UP
 Transcription Service World, Associated
 Representative Weed
 Membership NAB, BMB
 President Harold B. Johnson
 General-Comm. Mgr. Louls Salf, Jr.
 Sta. Mgr., Farm Editor Earl R. Kelly
 Asst. Mgr., Prog. Dir. James W. Higgins
 Production Director David G. Graves
 Publicity Director Jack Cleveland
 Chief Engineer Maynard B. Davis

Representative Headley-Reed
 Membership NAB
 President Valentine E. Macy, Jr.
 Gen.-Sta. Mgr., Chief Engineer Frank A. Seitz
 Comm.-Sales Prom. Mgr. John E. Arens
 Prog. Musical Dir. Randall Kaler
 Chief Announcer Robert F. Peters

W F A S

WHITE PLAINS—1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Westchester Bcstg. Corp.
 Bus.-Studio Address: Reporter Dispatch Bldg.,
 8 Church St.
 Phone Number White Plains 9-6400
 Transmitter Location Secor Rd., Greenburgh
 Air Time Unlimited
 News Service AP
 Transcription Service World, Associated

W W R L
WOODSIDE—1926

Frequency: 1600 Kc. Power: 250 Watts
 (C.P. 5000 Watts)
 Owned-Oper. By Long Island Bcstg. Corp.
 Bus.-Studio-Transmitter Address: 41-30 58th St.
 Phone Number Newtown 9-3300
 Air Time 8 a.m.-M.
 News Service AP
 Transcription Service Capitol, Associated
 Pres., Treas., Gen. Mgr.,
 Chief Engineer W. H. Reuman
 Station-Comm. Mgr. Edith Dick
 Sales Prom. Mgr. Selvin Donneson
 Prog.-Prod. Musical Dir. Fred Barr
 Publicity Director Walter Kaner
 Chief Announcer Johnny Harper

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Reliability . . .

AP

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 9,005,442 potential buyers in the
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1600

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COMING—5,000 WATTS



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IN SERVICE

HOOPER STATION LISTENING INDEX
CITY ZONE

Summer 1948

Greensboro, N. C.

Monday thru Friday
8:00 AM—12 N

WBIG

38.1

Monday thru Friday
12:00 N—6:00 PM

40.6

Sunday thru Saturday
6:30 PM—10:00 PM

55.6

WBIG

greensboro, n. c.

5000 w. day & nite

columbia affiliate

represented by hollingbery

NORTH CAROLINA

Estimated Population 3,715,000—Increase +4.0%—Radio Homes 749,300
Total Families 860,200—Stations in State 85

WRCS

AHOSKIE—1948

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Oper. By: Roanoke-Chowan Bcstg.
Co., Inc.
Business Address: P. O. Box 89
Phone Number: 333
Studio-Transmitter Location: Ahoskie-Aulander
Hwy. (N. C. 350)
Air Time: Sunrise-sunset
News Service: UP
Transcription Service: Associated
Membership: NAB
President: Charles H. Jenkins
Gen.-Sta.-Comm.-Sales Prom.
Manager: P. G. Sewell
Prog. Dir. Farm Editor: William R. Harris
Publicly Director: Mayvis Ellis
Chief Announcer: Burt Derman
Musical Director: Johnny Palmer
Chief Engineer: John M. Sherwood

WABZ

ALBEMARLE—1947—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Station WABZ, Inc.
Business-Studio Address: Hotel Albemarle
Phone Number: 1010
News Service: AP
Transcription Service: Capitol, KBS, Thesaurus
General Manager: Ira E. Leigh
Comm.-Prog. Dir.: Bob Raiford
Chief Engineer: James Wise

WGWR

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Oper. By: Asheboro Bcstg. Co., Inc.
Business-Studio Address: 303 E. Salisbury St.
Phone Number: 798, 800
Transmitter Location: Okie Mt.
Air Time: 5 a.m.-sunset
News Service: UP
Transcription Service: Associated
Membership: BMB
President: Roy Cox
Gen.-Sta.-Comm.-Sales Prom.
Manager: J. R. Marlowe
Prog.-Pub. Dir., Chief Announcer,
Farm Editor: A. B. Brown
Production Director: Roy Morris
Musical Dir.: Nelson J. Harrill
Chief Engineer: Clyde C. Penny

WISE

ASHEVILLE—1939—NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Radio Station WISE
Bus.-Studio-Transmitter Address: 100 College
St.
Phone Number: 3-5381
Air Time: Unlimited
News Service: AP
Representative: Avery-Knodel
Membership: NAB, BMB
President, Gen. Mgr.: Harold H. Thoms
Station-Comm. Mgr.: Loyd B. Leonard
Sales Prom. Manager: Floyd Bowers
Program Director: Harold Moon
Chief Announcer: Jimmy Patterson
Chief Engineer: Matthew C. Munn

WLOS

ASHEVILLE—1946—MBS

Frequency: 1380 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By: Skyway Bcstg. Corp.
Business-Studio Address: Battery Park Hotel
Phone Number: 2-2431
Transmitter Location: Emma
Air Time: Unlimited
News Service: INS, UP
Transcription Service: Standard
Representative: Taylor-Borhoff
Membership: NAB
President: Charles M. Britt
V.P., General Manager: Charles B. Britt
Station Manager: Kenneth Beachboard
Program Director: Grady Edney
Chief Engineer: Bill Chambers

WSKY

ASHEVILLE—1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radio Asheville, Inc.
Business-Studio Address: 12 Church St.
Phone Number: 3-4451
Transmitter Location: Campbell Woods
Air Time: 18 Hrs.
News Service: AP
Transcription Service: Lang-Worth, Capitol
President: Carl R. Bamford
Gen.-Sta. Mgr., Prog. Dir.: Zeb Lee
Commercial Manager: F. Baxter Barkley
Sales Prom. Mgr., Pub. Dir.: James Young
Chief Engineer: Charles W. Sumner
Farm Editor: Bill Dorsey

W W N C

ASHEVILLE—1927—CBS

Frequency: 570 Kc. Power: 1000 Watts
 Owned-Oper. By. Asheville Citizen-Times Co.
 Business-Studio Address. . . . 14 O'Henry Ave.
 Phone Number 5611
 Transmitter Location Emma
 Air Time 5:30 a.m.-12:04 a.m.
 News Service AP, UP
 Transcription Service Associated
 Representative Headley-Reed
 Membership NAB, BMB
 President. Charles A. Webb
 Vice-President. Don S. Elias
 General Manager. D. Hiden Ramsey
 Station Manager. Cecil B. Hoskins
 Commercial Manager. James A. Hagan
 Program Director. William F. Melia
 Chief Announcer. Read Wilson
 Chief Engineer. William H. Hamrick
 Farm Editor. Harry Varner

W B B B

BURLINGTON—1941 MBS-KBS-CAROLINA SPORTS

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By. Alliance Bcstg. Co., Inc.
 Business-Studio Address. . . . 310 S. Main St.
 Phone Number 6-6378
 Transmitter Location. W. Front St. Ext.
 Air Time Daytime
 News Service AP
 Transcription Service. Associated, Lang-Worth,
 Capital, Keystone
 Representative. Joseph Hershey McGillvra
 Membership NAB, BMB, FMA
 Managing Dir., Sta. Mgr. E. Z. Jones
 Commercial Manager. Frank Parton
 Sales Promotion Manager. Robert Weston
 Prog.-Prod. Dir., Farm Editor. . . . Edgar Brooks
 Publicity Director. Doris Rickard
 Chief Engineer. Berry Tysor

W F N S

BURLINGTON—1947

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Burlington-Graham Bcstg.
 Co.
 Business-Studio Address. . . . 103 W. Andrews St.
 Phone Number 6-5536-7
 Transmitter Location. Birch Bridge Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Membership NAB
 General Manager. Everett C. Qualls, Sr.
 Commercial Manager. Phillip Eakin
 Program Director. Ed Menke
 Chief Engineer. Thomas Mackintosh

W A Y S

CHARLOTTE—1942—ABC-MBS

Frequency: 610 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By. Inter-City Advertising Co.
 Business-Studio Address. . . . 120 E. Third St.
 Phone Number 3-7173
 Transmitter Location. Oakdale Section
 Air Time Unlimited
 News Service INS
 Representative Avery-Knode
 Membership NAB, BMB
 President. George W. Dowdy
 General-Station Mgr. Walter H. Goan
 Commercial Manager. Jack Gaaney
 Program Director. Harry Bosfield
 Musical Director. Alonzo G. Squires
 Chief Engineer. A. L. Chaney, Jr.

W B T

CHARLOTTE—1921—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Oper. By. Jefferson Standard Bcstg. Co.
 Business-Studio Address. Wilder Bldg.
 Phone Number 3-8833
 Transmitter Location. 9 Mi. S. of Charlotte,
 Nation's Ford Rd.
 Air Time Unlimited
 News Service. AP, UP
 Transcription Service Associated
 Representative Radio Sales
 Membership NAB, BMB, FMA
 Chmn. of the Bd. Ralph C. Price
 President. J. M. Bryan
 V.P., Gen. Mgr. Charles H. Crutchfield
 Business Manager. C. K. Spicer
 Sales Manager. Keith Byerly
 Promotion Manager. J. R. Covington
 Program Director. Larry Walker
 Chief Engineer. M. I. Minor
 Farm Editor. Grady Cole

W G I V

CHARLOTTE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Publix Bcstg. Serv. of
 Charlotte, Inc. (WGIV)
 Business Address. P. O. Box 58
 Phone Number. 4-3237, 5-2225, 6669
 Studio-Transmitter Location. . . 2520 Toomey Ave.
 Air Time Daytime
 News Service AP
 Transcription Service. Capitol, World
 Membership NAB
 Pres., Gen.-Sta. Mgr. Francis M. Fitzgerald
 Sec., Treas., Comm.-Sales Prom.
 Manager. J. Law Epps
 Prog. Dir., Chief Announcer. . . . Fred W. Vinroot
 V.P., Chief Engineer. Thomas C. Brandon

. . . NORTH CAROLINA . . .

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WSOC, Inc.
 Bus.-Studio-Transmitter Address . . . 1925 N. Tryon
 St.
 Phone Number 7138
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative Headley-Reed
 Membership NAB, BMB
 Pres., Gen. Sta. Mgr. E. J. Gluck
 Commercial Mgr. Bomar A. Lowrance
 Sales Prom. Mgr., Pub. Dir. Clyde Clem
 Prog.-Prod. Dir. Paul Marion
 Chief Engineer L. L. Caudle, Jr.

WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Station WRRZ, Inc.
 Bus.-Studio Address Butler Bldg., Main St.
 Phone Number 2354
 Transmitter Location . . . 1.6 Mi. S. of Clinton,
 on Hway. 701
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service World
 Representative For Joe
 Membership NAB, BMB
 President W. R. Roberson, Sr.
 Exec. V.P. W. R. Roberson, Jr.
 Station-Comm. Mgr. George S. Walston
 Program Director Richard Welsh
 Publicity Director Christine T. Moore
 Chief Announcer Joseph Tew
 Chief Engineer Herman P. Jolitz

WEGO

CONCORD—1941—KBS

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By Wayne M. Nelson
 Business-Studio Address Concord
 Phone Number 2271
 Transmitter Location Concord
 Air Time Local sunrise-local sunset
 News Service AP, UP
 Transcription Service Standard, SESAC, Cole,
 KBS
 Representative Thomas F. Clark
 Membership BMB
 General-Station Mgr. Wayne M. Nelson
 Commercial Mgr. James P. Poston
 Program Director Leona Showmar
 Chief Engineer Edwin M. Stanton

WCKB

DUNN—1946—KBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By North Carolina Central
 Bcstrs., Inc.
 Business Address Box 431
 Phone Number 3133-4
 Studio-Transmitter Address Hway. 421
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth, SESAC,
 Keystone
 Membership NAB, BMB
 President Earl McD. Westbrook
 General-Station Mgr. A. Lincoln Faulk
 Comm.-Sales Prom. Mgr. William A. Creech
 Prog.-Prod. Director Richard Terfler
 Chief Engineer William Burwell
 Farm Editor Jim Mahoney

WDNC

DURHAM—1934—CBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By The Durham Radio Corp.
 Bus.-Studio Address 138½ E. Chapel Hill St.
 Phone Number R-155
 Transmitter Location Hillsboro Rd.
 Air Time 5:30 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Associated
 Representative Paul H. Raymer
 Membership NAB, BMB
 President C. C. Council
 Gen.-Sales P. om. Mgr. J. Frank Jarman
 Office Manager Sue Taylor
 Commercial Manager C. James Woodhouse
 Program Director E. R. Higgins, Jr.
 Chief Engineer K. A. Taylor
 Farm Editor Mark Davis

WDUK

DURHAM—1946—ABC

Frequency: 1310 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By WDUK, Inc.
 Business Address Box 1891
 Phone Number R-101
 Studio Address 205½ W. Main
 Transmitter Location Leon & Glendale
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 President S. H. Campbell, Jr.
 General-Station Mgr. Harmon L. Duncan
 Commercial Manager Tom Morkis
 Sales Prom. Mgr. Bob Misenheimer
 Program Director Bob Andrew
 Chief Announcer Charlie Shepherd
 Chief Engineer Roy E. Fullen

W H H T

DURHAM—1946—MBS

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Harold H. Thoms
 Business-Studio Address 310 Main St.
 Phone Number L-975
 Transmitter Location Guess Rd.
 Air Time 6 a.m.-M.
 News Service INS
 Transcription Service Standard
 Representative Burn-Smith
 Membership BMB
 President, Owner Harold H. Thoms
 Gen.-Sta. Sales Prom. Mgr. W. R. Kirby
 Commercial Manager Edward McLocklan
 Prog.-Musical Dir. J. Patterson
 Prod. Mgr., Pub. Dir. H. A. Edwards
 Chief Engineer Carl Pickette
 Farm Editor Phillip Spaletta

W S S B

DURHAM—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Public Information Corp.
 Business-Studio Address 211 Rigsbee Ave.
 Phone Number 8919
 Transmitter Location Cole Rd., Forest Hills
 Air Time Unlimited
 News Service INS
 Transcription Service Capitol
 Representative Forjoe
 Membership NAB
 President Tom Sawyer
 General Manager Guy Griffen
 Chief Engineer Edward Norman

W T I K

DURHAM—1946—TOBACCO

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By Durham Bcstg. Co., Inc.
 Business-Studio Address 211½ E. Main St.
 Phone Number N-187
 Transmitter Location Ellis Rd.
 Air Time Daytime
 News Service AP
 Transcription Service World, Thesaurus
 Representative Donald Cooke, Walker
 Membership NAB, BMB
 President W. Kenan Rand
 General-Station Mgr. Floyd Fletcher
 Commercial Manager Tom Mitchel
 Program-Production Dir. Ken Corbitt
 Chief Announcer Don Yeager
 Chief Engineer Arlis A. White

W C N C

ELIZABETH CITY—1939
MBS-KBS-TARHEEL

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By Albemarle Bcstg. Co., Inc.
 Business-Studio Address 104 E. Colonial Ave.
 Phone Number 1400, 1472
 Transmitter Location Parsonage St., Extended
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative Burn-Smith
 Membership NAB, BMB
 President Dr. Joseph Gill
 General-Station Manager Bob Bingham
 Commercial Manager Ed Trent
 Program Director Jack Walters
 Prod. Dir., Chief Announcer Norman Ragsdale
 Publicity Director Eleanor Bingham
 Musical Director John W. Pascoe
 Chief Engineer Joe Kyle
 Farm Editor George Haskett

W G A I

ELIZABETH CITY—1947

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Operated By Daily Advance
 Business Address Kramer Bldg.
 Phone Number 757
 News Service AP
 Transcription Service World
 Gen.-Comm. Mgr. W. P. Heffernan
 Promotion Mgr. Bob Thomas
 Program Director Frank Brown
 Chief Engineer Frederick Wagner

W F L B

FAYETTEVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Fayetteville Bcstrs., Inc.
 Business Address P. O. Box 1258
 Phone Number 7136
 Studio-Transmitter Location Bragg Blvd.
 Air Time 6 a.m.-M.
 News Service INS
 Transcription Service Thesaurus
 Representative Cox & Tans
 Membership NAB, BMB
 President Harry B. Stein
 General Station Manager L. W. Allen
 Chief Engineer W. D. Bailey

W F N C

FAYETTEVILLE—1940
MBS-TOBACCO

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Cape Fear Bcstg. Co.
 Business-Studio Address 114 Anderson St.
 Phone Number 4848
 Transmitter Location Murchison Rd.
 Air Time 18 Hrs.
 News Service UP
 Transcription Service World
 Representative Walker

NORTH CAROLINA

Membership.....NAB, BMB, FMA
General Manager.....Victor W. Dawson
Commercial Manager.....Luther A. Gambill
Program Director.....Nat R. Martin
Sec.-Treas.....Ann Dawson Highsmith
Chief Engineer.....William H. Alford
Farm Editor.....N. R. Martin

WWNF

FAYETTEVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Wayne M. Nelson, Inc.
Operated By.....Carl Jack Aley
Business-Studio Address.....WWNF, Fayetteville
Phone Number.....7101-2
Transmitter Location.....Raleigh Rd.
News Service.....UP
Transcription Service.....Lang-Worth. Standard.
SESAC, MacGregor
Representative.....Friedenberg
Membership.....NAB
President.....Wayne M. Nelson
General-Station Mgr.....Carl Jack Aley
Commercial Manager.....William Lowder
Program Director.....Carl Caudill, Jr.
Chief Announcer.....Ray Woodard
Musical Director.....Charles Friar
Chief Engineer.....Alfred Jordan

WBBO

FOREST CITY—1947—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Rutherford County Radio
Co., Inc.
Bus.-Studio-Transmitter Address.....Forest City
Phone Number.....3203
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....Lang-Worth. Capitol.
Keystone
Membership.....NAB, BMB, FMA
Pres., Gen.-Sta. Mgr.....Ed M. Anderson
Commercial Manager.....L. O. Hutchins
Sales Prom. Mgr., Prog. Dir.....Jane Smith
Prod. Dir., Chief Announcer,
Farm Editor.....Charles Melton
Publicity Director.....Ed Anderson
Musical Director.....Donald McLain
Chief Engineer.....Merton Iwerks

WGNC

GASTONIA—1939—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....F. C. Todd
Bus.-Studio Address.....Natl. Bank of Commerce
Bldg.
Phone Number.....732
Transmitter Location.....Dallas Rd.
Air Time.....6 a.m.-11:15 p.m.
News Service.....UP

Transcription Service.....Lang-Worth. Keystone
Representative.....Continental Radio Sales
Membership.....BMB
President.....F. C. Todd
General-Station Mgr.....Pat McSwain
Comm.-Sales Prom. Mgr.....F. C. Abernethy
Program Director.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

WLTC

GASTONIA—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Gastonia Bcstg. Serv. Inc.
Bus.-Studio-Transmitter Address.....P. O. Box
1142, Vista Drive
Phone Number.....5-1079
Air Time.....Daytime
News Service.....UP
Transcription Service.....World, Capitol
Representative.....Thomas F. Clark
Membership.....NAB
Pres., Chief Engineer.....James B. Petty
General Manager.....William E. Abernathy
Commercial Manager.....Boyce C. Morrow
Program-Publicity Director,
Chief Announcer.....Harry Carroll
Musical Director.....A. G. Phillips
Farm Editor.....Don C. Voigt

WGBR

GOLDSBORO—1939—TOBACCO

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Carolina Bcstg. Co.
Business-Studio Address.....Borden Bldg.
Phone Number.....1550-1
Transmitter Location.....1 Mi. W. of Goldsboro,
on Raleigh Hwy.
Air Time.....6:30 a.m.-M.
News Service.....AP
Transcription Service.....World, Thesaurus
Representative.....Walker
Membership.....NAB, FMA
President.....A. T. Hawkins
Gen.-Sta.-Comm.-Sales Prom.
Manager.....Coleman Scott
Prog.-Prod. Director.....Vassie G. Balkcum
Chief Engineer.....Daniel B. Trueblood

WBIG

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....North Carolina Bcstg. Co.
Business Address.....P. O. Box 1807
Phone Number.....6125
Studio Address.....O. Henry Hotel Bldg.
Transmitter Location.....Battleground Blvd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus, World

NORTH CAROLINA

Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 Commercial Manager....Gilbert M. Hutchison
 Sales Prom. Mgr.....William P. Mitchell
 Program-Production Dir.....Al Rice
 Publicity Director.....Aileen Gilmore
 Chief Announcer.....Mike Brooks
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl F. Allison
 Farm Editor.....Bob Jones

(See Page 542)

WCOG

GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Inter-City Adv. Co., Inc.
 Business-Studio Address.....314 S. Greene St.
 Phone Number.....3-6925-6
 Transmitter Location.....Muir's Chapel Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....INS
 Transcription Service.....Lang-Worth
 Representative.....Aveyr-Knodel
 President.....George W. Dowdy
 General Manager.....Walter H. Goan
 Station Manager.....Gordon Anderson
 Commercial Mgr.....Virgil E. Evans, Jr.
 Sales Prom. Mgr., Pub. Dir.....Jeta Pace
 Program Director.....Wally Williams
 Production Dir.....John C. Munro
 Musical Dir., Farm Editor.....Vic Smith
 Chief Engineer.....A. L. Chaney, Jr.

WGBG

GREENSBORO—1942

Frequency: 980 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Greensboro Bcstg. Co., Inc.
 Business Address.....P. O. Box 2280
 Phone Number.....3-3631
 Studio-Transmitter Location.....Ashe St. Ext.
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service.....Capitol, Associated
 Representative.....Burn-Smith
 Pres., Gen.-Sta. Mgr.....Ralph M. Lambeth
 Commercial Manager.....Earl O. Sullivan
 Program Director.....H. Marie Craven
 Chief Engineer.....James M. Stewart

WGTC

GREENVILLE—1940—TOBACCO

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Greenville Bcstg. Co.
 Business Address.....Greenville
 Phone Number.....3182-3
 Studio-Transmitter Location.....Falkland
 Highroad
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....World, SESAC
 Representative.....Walker

Membership.....NAB
 President, Gen. Mgr.....J. J. White
 Station Manager.....Billy S. Hodges, Jr.
 Comm.-Sales Prom. Mgr.....David W. Mosier
 Prog.-Prod.-Pub. Director.....

Chief Announcer.....Charles H. Whedbee
 Musical Director.....Hank Tribble
 Chief Engineer.....James Mayo
 Farm Editor.....Wyatt Highsmith

WHNC

HENDERSON—1945—MBS-KBS

Frequency: 890 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Henderson Radio Corp.
 Bus.-Studio Address.....219 S. Williams St.
 Phone Number.....736, 1446
 Transmitter Location.....2 Mi. N. of Henderson
 on U. S. Hwy. No. 1

Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Thesaurus, Cole,
 Lang-Worth, Keystone

Representative.....Homer Griffith
 Membership.....NAB, FMA
 President.....S. S. Stevenson
 Gen.-Comm.-Sales Prom. Mgr.....

Publicity Director.....Nathan Frank
 Sta. Mgr., Chief Announcer.....Charlie Tutewiler
 Program Director.....Virginia Parham
 Production Director.....Harry Trotman
 Chief Engineer.....Lewis Hiland
 Farm Editor.....Bloys Britt

WHKP

HENDERSONVILLE—1945—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Hendersonville, Inc.
 Business Address.....P. O. Box 757
 Phone Number.....700, 1400
 Studio Address.....Bowen Hotel
 Transmitter Location.....U. S. Hwy 64, E.

Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Keystone
 Representative.....Continental Radio Sales

Membership.....NAB
 President, General Manager.....Bob Amos
 Commercial Manager.....W. R. Hill
 Program Director.....Kermit Edney
 Publicity Director.....James Odum
 Chief Announcer.....Kermit Edney
 Chief Engineer.....Glenn Heckart

WHKY

HICKORY—1939—ABC-KBS

Frequency: 1290 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....The Catawba Valley Bcstg.,
 Co., Inc.
 Address.....13th St. Radio Bldg.

Phone Number 2294-5
 Transmitter Location... 2½ Mi. S.E. of Hickory
 Air Time Unlimited
 News Service AP
 Transcription Service... World, Associated, KBS
 Membership NAB, BMB
 President..... Carl V. Cline
 Gen.-Sta. Mgr., Chief Engr.... Edmund S. Long

WIRC

HICKORY—1948

Frequency: 630 Kc..... Power: 1000 Watts d.
 Owned-Operated By... Foothills Bcstg. Co., Inc.
 Business-Studio Address... 1423—11th Ave.
 Phone Number 2124
 Transmitter Location..... 1 Mi. SE of city
 Air Time Daytime
 News Service AP
 Transcription Service... Lang-Worth, Standard
 General-Comm. Mgr.... Edmund H. Smith, Jr.
 Prog. Dir., Asst. Mgr..... Harry E. Snook
 Traffic Supervisor..... John Meacham
 Chief Engineer..... Elmer H. Troutman, Jr.

WHPE

HIGH POINT—1947

Frequency: 1070 Kc..... Power: 1000 Watts
 Owned-Oper. By... High Point Enterprise, Inc.
 Business-Studio Address... 305-307 N. Main St.
 Phone Number 3468-7
 Transmitter Location.... Old Thomasville Rd.
 Air Time..... Local sunrise-sunset
 News Service AP
 Transcription Service... Associated, Standard
 Membership NAB, FMA
 President..... R. B. Terry
 Sec. Treas..... D. A. Rawley
 Station-Comm. Manager..... Pat Taylor
 Program Director..... Nick Lawrence
 Chief Engineer..... Yancy Cecil

WMFR

HIGH-POINT—1935—ABC-KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By... Radio Station WMFR, Inc.
 Bus.-Studio-Transmitter Address... 164 S. Main St.
 Phone Number 4593
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service... Lang-Worth, Capitol, Keystone
 Representative Burn-Smith
 Membership NAB, BMB
 Pres., Gen.-Station Mgr.... Frank S. Lambeth
 Commercial Manager..... Frank Smith
 Program Director..... Gary Davis
 Publicity Director..... Gerald D. Sullivan
 Musical Director..... Wayne Morgan
 Chief Engineer..... Robert Moore

WJNC

**JACKSONVILLE—1945
 MBS-TOBACCO**

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By... Jacksonville Bcstg. Co., Inc.
 Business Address..... Box "E" or Route 24
 Phone Number 707-8
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership NAB
 President..... Louis N. Howard
 V.P., Gen. Mgr..... Lester L. Gould
 Commercial Manager..... Rodric Jones
 Prod.-Pub. Dir..... Gorton T. H. Wilbur
 Chief Engineer..... Elmo Cronk

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc..... Power: 1000 Watts d.
 Owned By..... Radio Station WGTL
 Operated By..... Fred H. Whitley
 Business Address Kannapolis
 Phone Number... Kannapolis 870, Concord 2154
 Studio-Transmitter Location... Cannon Blvd.
 Air Time Sunrise-sunset
 News Service UP

Market - Coverage - Economy

WGTL

"The Friendly Station"

Power-full — Independent

1000 Watts 870 on Your Dial

KANNAPOLIS, N. C.

"A Clear Channel Station"

**SERVING THE GREAT
 PIEDMONT SECTION
 of NORTH and
 SOUTH CAROLINA**

. . . NORTH CAROLINA . . .

Transcription Service...Lang-Worth, Capitol, World
RepresentativeForjoe
Membership NAB, BMB
President Fred H. Whitley
General Manager..... H. A. Seville
Program Director..... Frank H. Bowers
Chief Engineer.....Foy Hinson

WFTC

KINSTON—1937—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jonas Weiland
Business-Studio Address.....204 E. King St.

WKNS

KINSTON—1947

Frequency: 1000 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kinston Bcstg. Co.
Business-Studio Address.....Radio Bldg.
Phone Number4509, 4700
Transmitter Location.....Richlands Hwy.
Air Time Daytime
News Service UP
Transcription Service..... World, Thesaurus
Representative..... Joseph Hershey McGillvra
President..... A. K. Barrus
Gen.-Station Mgr..... James W. Campbell
Commercial Manager..... Carl J. McKinney
Program Director..... Leonard Loftin
Chief Announcer..... Harold B. Dale
Chief Engineer..... David Hardison

WEWO

LAURINBURG—1947

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By..... Scotland Bcstg. Co.
Bus.-Studio Address..... Chetwynd Hotel Bldg.
Phone Number770
Transmitter Locatlon Laurinburg-Maxton Hwy.
Air Time Daytime
News Service UP
Transcription Service World
Membership NAB, BMB
President Edwin Pate
General Mgr..... J. R. Dalrymple, Jr.
Commercial Manager..... Frank C. Cannon
Program Director..... Gerald H. Sanders
Musical Director..... Paul Wynne
Chief Engineer..... Truman N. Brock
Farm Editor..... J. R. Dalrymple, Jr.

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By..... Douglas L. Craddock
Bus.-Studio-Transmitter Address Leaksville
Phone Number701-2
Air Time 6 a.m.-M.
News Service AP
Transcription Service.....World, Capitol, Keystone
Membership NAB, BMB
Owner, Gen.-Sta.-Sales Prom.
Manager.....Douglas L. Craddock
Commercial Manager..... William Baskerville
Program-Production Director,
Chief Announcer..... Kenneth Thomas
Publicity Director..... Buren Rose
Chief Engineer..... Eldred Winn

WJRI

LENOIR—1946—MBS-KBS-TOBACCO

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..... John P. Rabb
Business-Studio Address.....107 West Ave.
Phone Number.....761, 899
Transmitter Location.....1¼ Mi. W. Lenoir on Hwy. 18
Air Time Unlimited
News Service..... AP, UP
Transcription Service.....Lang-Worth, Standard, Keystone
Owner, General Manager..... John P. Rabb
Station Manager..... K. B. Rabb
Comm.-Sales Prom. Mgr..... Glenn Whittier
Program Director..... E. Bloker
Production Director..... Wallace Hoy
Publicity Director..... Clyde Laughler
Chief Announcer..... A. G. Foard, Jr.
Musical Director..... George Kirstein
Chief Engineer..... Blaine Ruckert
Farm Editor..... Max Culp

WBUY

LEXINGTON—1945—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..... Davidson County Bcstg. Co.
Business Address..... P. O. Box 359
Phone Number2716
Studio-Transmitter Location.....Route 1
Air Time Unlimited
News Service AP
Transcription Service.....Lang-Worth, World, Keystone
Representative.....Continental Radio Sales
Membership NAB
Partners.....Greely N. & Omar G. Hilton
Station-Comm. Manager..... C. Robert Ray
Program Director..... William Bullington
Chief Announcer..... Gales Atkins
Chief Engineer..... Fred Honeycutt

W T S B

LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Robeson Bcstg. Corp.
 Business-Studio Address 112 W. Fifth St.
 Phone Number 1080-1
 Transmitter Location Charlotte Rd.
 Air Time Unlimited
 News Service AP
 Transcription Service Standard, Keystone
 Representative Continental Radio Sales
 Membership NAB
 President Dr. E. L. Bowman
 General Manager Walter James MacNeil
 Commercial Manager E. R. Hardin, Jr.
 Chief Announcer Bob Taylor
 Chief Engineer W. F. Rogers

W M A P

MONROE—1947—KBS-NO. STATE

Frequency: 1060 Kc. Power: 250 Watts d.
 Owned-Operated By Union Bcstg. Corp.
 Business Address P. O. Box 382
 Phone Number 1060
 Studio-Transmitter Location Camp Sutton
 Air Time 6:30 a.m.-5:15 p.m.
 News Service UP
 Transcription Service Lang-Worth, Capitol, Keystone
 President J. Ray Shute
 Station Manager Bill Sandefur
 Comm.-Sales Prom. Mgr. D. E. Marable
 Program Director R. W. Furman
 Chief Announcer Archie Laney
 Musical Director Marie Baucom
 Chief Engineer M. L. Covington
 Farm Editor W. W. Johnston

W M B L

MOREHEAD CITY—1947

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By Carteret Bcstg. Co., Inc.
 Business Address P. O. Box 740
 Phone Number 9740
 Studio-Transmitter Location Morehead City
 Air Time Daytime
 News Service UP
 Transcription Service World, Standard
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr.,
 Production Dir. Grover C. Munden
 Commercial Manager Charles H. Markey
 Sales Prom. Mgr. J. Q. Wallace
 Prog. Dir., Chief Engineer Ray Cummins
 Publicity Director Earl Lewis
 Chief Announcer, Musical Dir. Clint Long

W M N C

MORGANTON—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Nathan J. Cooper
 Bus.-Studio-Transmitter Address Box 805
 Phone Number 1100
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 President, Gen.-Station Manager,
 Program Director Nathan J. Cooper
 Commercial Manager Thomas N. Cooper
 Chief Announcer Jock McKee
 Chief Engineer Frank Ballew

W P A Q

MT. AIRY—1948—TAR HEEL

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Ralph D. Epperson
 Bus.-Studio-Transmitter Address Mt. Airy
 Phone Number 682
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Thomas F. Clark
 Membership NAB
 Pres., Gen.-Station Manager,
 Chief Engineer Ralph D. Epperson
 Comm. Mgr., Prog. Dir. Claude White
 Sales Prom. Mgr. H. A. Epperson
 Chief Announcer Claude White
 Musical Director Tom Stewart
 Farm Editor Neil Smith

W H I T

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By The Coastal Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address Trent Blvd.
 Phone Number 4450, 4024
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB
 Pres., Gen.-Sta.-Comm. Mgr.,
 Program Director Louis N. Howard
 Sales Prom. Mgr., Production Director,
 Chief Announcer Bruce Lee
 Publicity Director Jacquelyn Melton
 Musical Director Samford Marshall
 Chief Engineer Billy Haire
 Farm Editor Paul M. Cox

W N N C

NEWTON—1948—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Newton Conover Bcstg. Co.

. . . NORTH CAROLINA . . .

Business Address.....Box 606
 Phone Number.....930
 Studio-Transmitter Location.....West A. St., Ext.
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Continental Radio Sales
 Membership.....NAB
 General Manager.....Charles Turner
 Sta. Mgr., Prog. Dir.....Earl Holder
 Comm.-Sales Prom. Mgr.....Eugene Henry
 Production Director.....Bill Taylor
 Chief Announcer,
 Farm Editor.....Harvey Laughter
 Chief Engineer.....Dennis Long

W K B C

NORTH WILKESBORO—1947

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Wilkes Bcstg. Co.
 Business-Studio Address.....Radio Bldg.
 Phone Number.....810, 833
 Transmitter Location.....RFD No. 2
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 Pres., General-Station Manager,
 Publicity Director.....Doris B. Brown
 Comm.-Sales Prom. Mgr.....Roland B. Potter
 Prog.-Prod. Dir., Farm Editor, John T. Cashion
 Chief Engineer.....Robert Harvey

W N A O

RALEIGH—1948—ABC

Frequency: 850 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The News and Observer
 Publishing Co.
 Business-Studio Address.....219 S. McDowell St.
 Phone Number.....2-0321
 Transmitter Location.....Asbury
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Standard, Thesaurus
 Representative.....Avery-Knodel
 Membership.....NAB, BMB, FMA
 President.....Josephus Daniels, Jr.
 Station Manager.....Dudley Tichenor
 Program Director.....Robert C. Hitchens
 Publicity Director.....Mary Ann Dixon
 Musical Director.....Jill Allen
 Chief Engineer.....Bascom E. Porter
 Farm Editor.....Clay Williams

W P T F

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WPTF Radio Co.

Business-Studio Address.....Insurance Bldg.
 Phone Number.....8311
 Transmitter Location.....Cary
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Free & Peters
 Membership.....NAB, BMB, FMA
 President.....J. R. Weatherspoon
 General Manager.....Richard H. Mason
 Sales Manager.....O. L. Carpenter
 Program Manager.....Graham B. Poyner
 Dir. of Adv. & Prom.....R. W. Youngsteadt
 Chief Engineer.....Henry Hulick, Jr.

W R A L

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Capitol Bcstg. Co., Inc.
 Bus.-Studio Address.....130 S. Salisbury St.
 Phone Number.....6411
 Transmitter Location.....Bart St.
 Air Time.....6:30 a.m.-11:15 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed
 Membership.....NAB, BMB
 President.....A. J. Fletcher
 Gen.-Station-Comm. Mgr.....Fred Fletcher
 Program Director.....Jesse Helms
 Chief Engineer.....Virgil D. Duncan

W F R C

REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Piedmont Carolina Bcstg.
 Co., Inc.
 Bus.-Studio Address.....116 Gilmer St.
 Phone Number.....1573-4
 Transmitter Location.....Wentworth Rd.
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World, Associated,
 Keystone
 Membership.....NAB
 President.....H. T. Williams
 General-Station Manager.....Steve Woodson
 Comm.-Sales Prom. Mgr.....D. M. Snodderly
 Prog. Dir., Chief Announcer.....Forrest Bedell
 Prod.-Musical Dir.....Paul Montgomery
 Pub. Dir., Farm Editor.....Tiny Turner
 Chief Engineer.....L. H. Alexander

W C B T

ROANOKE RAPIDS—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....WCBT, Inc.
 Operated By.....S. E. Crew
 Bus.-Studio Address.....251 Roanoke Ave.

. . . **NORTH CAROLINA** . . .

Phone Number R-8551-61
 Transmitter Location E. Tenth St., Ext.
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, Keystone
 Representative Burn-Smith
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. S. E. Crew
 Comm.-Sales Prom. Mgr. A. L. Drew
 Prog.-Prod.-Pub. Dir. Ken Johnson
 Chief Announcer Jim Ferguson
 Musical Director Mabel Wilson
 Chief Engineer C. W. Meares
 Farm Editor Jim Mulqueeny

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Wayne M. Nelson
 Business-Studio Address Rockingham
 Phone Number 611
 Owner, General Mgr. Wayne M. Nelson

WCEC

ROCKY MOUNT—1947—KBS

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Josh L. Horne
 Bus.-Studio Address 115 N. Church St.
 Phone Number 2880
 Transmitter Location Hwy. 95
 Air Time Daytime
 News Service AP
 Transcription Service Associated, Capitol,
 Keystone
 Representative McGeehan & O'Mara
 Membership NAB, FMA
 Owner Josh L. Horne
 Manager Mel Warner
 Commercial Manager Ray Thompson
 Program Director Ray Wilkinson
 Chief Announcer Dick Bradshaw
 Musical Director Lorraine Pritchard
 Chief Engineer Harold Aycock
 Farm Editor Bill Armstrong

WEED

ROCKY MOUNT—1933—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By W. A. Wynne
 Business Address Box 752
 Phone Number 1420
 Studio-Transmitter Location Rocky Mount
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 Gen.-Sta. Mgr., Chief Engineer W. A. Wynne
 Commercial Manager Jack Cummings
 Program Director Tommy Snowden

WSAT

SALISBURY—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mid-Carolina Bcstg. Co.
 Address Wilkesboro Rd.
 Phone Number 276
 News Service UP
 Transcription Service World
 President Charles H. Wentz
 Gen.-Comm. Manager John Smith
 Program Director W. F. Fleming
 Chief Engineer Elbert Sheaman

WSTP

SALISBURY—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Piedmont Bcstg. Corp.
 Bus.-Studio Address State Theatre Bldg.
 Phone Number 2121
 Transmitter Location Statesville Rd.
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Associated
 Representative Burn-Smith
 Membership NAB
 Pres., Gen. Mgr. Bryce P. Beard, Sr.
 Sta. Mgr., Prog.-Prod. Dir. Russell McIntire
 Comm. Mgr. Katherine F. Murphy
 Sales Prom. Mgr., Pub. Dir. Alex P. Beard
 Chief Announcer Bill Brown
 Musical Director Rebecca Duffell
 Chief Engineer Carl B. Watson
 Farm Editor Harry Yarsons

WWGP

SANFORD—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Lee Bcstg. Corp.
 Bus.-Studio Address Rodio Bldg., Steele St.
 Phone Number 860
 Transmitter Location Tramway
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, Capitol
 Pres., Gen.-Station Mgr. Waldo W. Primm
 Program Director Gerald E. Bowman
 Chief Engineer Carey H. Olive

WOHS

SHELBY—1946—MBS

Frequency: 730 Kc. Power: 250 Watts
 Owned-Oper. By Western Carolina Radio
 Corp.
 Business Address Shelby
 Phone Number 340
 Studio-Transmitter Location Hwy. No. 74, W,
 at city line
 Air Time Daytime
 News Service AP

NORTH CAROLINA

Transcription Service Associated
Membership NAB
President Lee B. Weathers
Gen. Mgr., Chief Engineer... Robert M. Wallace

WEEB

SOUTHERN PINES--1947
MBS-TAR HEEL

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Oper. By... The Sand Hill Community
Bcstrs., Inc.
Business Address Drawer 1140
Phone Number 6191
Studio-Transmitter Location U. S. Hwy.,
No. 1, S.
Air Time Daytime
News Service AP
Representative For Joe
Membership NAB
Pres., Gen.-Sta. Mgr. Jack S. Younts
Comm.-Sales Prom. Mgr. Page Shamburger
Prog.-Musical Dir. Elizabeth M. Younts
Prod. Dir., Chief Announcer... Edward Cox, Jr.
Chief Engineer Peter Koppels

WSTS

SOUTHERN PINES—1947—KBS

Frequency: 890 Kc. Power: 250 Watts d.
Owned-Oper. By Sandhills Bcstg. Corp.
Bus.-Studio Address 115 E. Broad St.
Phone Number 5451
Transmitter Location Southern Pines
Air Time Daytime
News Service UP
Transcription Service Standard, Keystone
Representative Thomas F. Clark
Membership NAB
President Frank L. Baber
Director of Operations J. C. Cole
Chief Announcer C. Willis Hogan
Chief Engineer Howard S. Caldwell

WSIC

STATESVILLE—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By ... Statesville Bcstg. Co., Inc.
Bus.-Studio Address... Radio Rd., P. O. Box 1189
Phone Number 1000
Transmitter Location Radio Rd.
Air Time Unlimited
News Service AP
Transcription Service World
Representative Continental Radio Sales
Membership NAB
President Dr. James W. Davis

General-Station Manager Harry Gatton
Comm.-Sales Prom. Mgr. J. Frank Haithcox
Prog.-Prod. Dir., Chief Announcer,
Musical Director Albert Watson
Publicity Director Frances Earle
Chief Engineer T. K. Abernethy
Farm Editor Paul Dearman

WCPS

TARBORO—1946

Frequency: 760 Kc. Power: 1000 Watts d.
Owned-Oper. By ... Coastal Plains Bcstg. Co.,
Inc.
Bus.-Studio Address ... Edgecombe Bank Bldg.
Phone Number 643, 946
Transmitter Location ... Hwy. 64. Bet. Rocky
Mound & Tarboro
Air Time Daytime
News Service AP
Transcription Service ... Long-Worth, Capital
Membership NAB, BMB, FMA
Gen. Mgr., Pub. Dir. John C. Hanner
Comm.-Sales Prom. Mgr. J. Porter McNair
Prog.-Prod. Dir., Farm Editor... Welcome Stanton
Chief Announcer Eck Wall
Musical Director Edna Vann Lewis
Chief Engineer Charles D. Chandler

WTNC

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.
Owned By The Thomasville Bcstg. Co.
Business Address Thomasville
Phone Number 902
Air Time Daytime
News Service AP
Transcription Service World
Membership NAB
President George W. Lyles
Station Manager Harold Harrison
Chief Engineer L. M. Sugg

WADE

WADESBORO—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Oper. By ... Anson Radio & Bcstg. Co.
Bus.-Studio Address Lyon Bldg.
Phone Number 427, 620
Transmitter Location Morven Rd.
Air Time Local sunrise-sunset
News Service UP
Transcription Service Thesaurus
Membership NAB
President R. P. Lyon
Station Manager Jack P. Hankins
Commercial Manager James Ward
Program Director Willard P. Billingsley
Chief Engineer Cecil Sills
Farm Editor Walter Mitchell

W H E D

WASHINGTON—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Beaufort Bcstg. Co.
 Bus.-Studio Address Guarantee Bank Trust
 Bldg.
 Phone Number 278
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Representative Continental
 President Lee Wynee
 Gen.-Comm. Mgr., Prog. Dir. R. B. Armstrong
 Promotion Manager C. B. Armstrong
 Chief Engineer Richard Tripp

W R R F

WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5000 Watts d.
 Owned-Oper. By Tar Heel Bcstg. System, Inc.
 Bus.-Studio Address Bank of Washington
 Bldg.
 Phone Number 403, 1515
 Transmitter Location 1½ Mi. S. of city on
 Hwy. 17
 Air Time 5:30 a.m.-sunset
 News Service AP
 Transcription Service World
 Representative Forjoe
 Membership NAB, BMB
 President W. R. Roberson, Sr.
 Vice Pres. W. R. Roberson, Jr.
 Gen.-Comm. Manager T. H. Patterson
 Sales Prom. Mgr., Pub. Dir. Merrill Daniels
 Program-Production Dir. Don Pierce
 Musical Director Vernon Carter
 Farm Editor Charlie Yates

W H C C

WAYNESVILLE—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Smoky Mountain Bcstg.
 Business Address Main St.
 Phone Number 680
 News Service UP
 Transcription Service Lang-Worth
 President W. Curtis Russ
 Gen. Mgr., Prog. Dir. Frank R. Knutti
 Chief Engineer Frank Wilbur

W E N C

WHITEVILLE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Whiteville Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 508
 Phone Number 120
 Transmitter Location 1 Mi. from Bus. District
 Air Time 6 a.m.-11 p.m.
 News Service AP

Transcription Service Standard
 Membership NAB
 General Manager Ward A. Coleman
 Promotion Manager M. C. Forsyth
 Commercial Manager Allen Shohat
 Prog. Dir., Prod. Mgr. Jerry Honeycutt
 Chief Announcer Bill Willis
 Chief Engineer Ed Keith

W G N I

WILMINGTON—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Hanover Bcstg. Corp.
 Business Address P. O. Box 869
 Phone Number 2-2421, 2-2493
 Studio-Transmitter Location Eagle Island at
 Cape Fear River Bridge
 Air Time 6:30 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Joseph Hershey McGillvra
 President J. S. Brody
 Station Manager Allen B. Jones
 Commercial Mgr. Tommy Thompson
 Program Director Paul Parker
 Chief Engineer A. J. Gulino

W M F D

WILMINGTON—1935—ABC

Frequency: 630 Kc. Power: 1000 Watts
 Owned By Radio Station WMFD
 Operated By R. A. Dunlea
 Business Address P. O. Box 696
 Phone Number 4840
 Studio Address Castle Hayne Rd.
 Transmitter Location Brunswick County
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB, BMB
 General-Station Mgr. R. A. Dunlea
 Comm.-Sales Prom. Mgr. C. O'Shields
 Program Director Bruce Buchanan
 Prod.-Pub. Director R. A. Dunlea, Jr.
 Chief Announcer Bill Guerrin
 Chief Engineer E. I. Herring

W V O T

WILSON—1948

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wilson Radio Co.
 Address Hwy. 301 N.
 Phone Number 5157
 News Service AP
 Transcription Service Capitol
 Partners W. T. William, H. W. Anderson,
 C. E. Leeper, N. V. Pieler
 General Manager W. T. William

Commercial Manager..... R. R. Brunson
 Program Director..... Joel Lawhon
 Chief Engineer..... N. V. Pieler

W G T M

WILSON—1937—MBS

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Watson Industries, Inc.
 Bus.-Studio Address..... Herring Ave. Ext.
 Phone Number..... 2188-9
 Transmitter Location..... Rock Ridge
 Air Time..... 5 a.m.-2 a.m.
 News Service..... UP
 Transcription Service..... World, Thesaurus
 Representative..... Weed
 Membership..... NAB, BMB, FMA
 President..... Penn Thomas Watson
 General-Station Mgr..... Allen Wannamaker
 Comm.-Sales Prom. Mgr..... Harry Severance
 Program Director..... Clint Fatis
 Production Director..... Charlie Slate
 Publicity Director..... Harriet P. Fulghum
 Chief Announcer..... Bill Jackson
 Musical Director..... Jack Townsend
 Chief Engineer..... W. H. Malone
 Farm Editor..... Clair Shadwell

W A I R

WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... WAIR Bcstg. Co.
 Business-Studio Address..... Pepper Bldg.
 Phone Number..... 2-1133
 Transmitter Location..... S. Stratford Rd.
 Air Time..... 5:30 a.m.-12:15 a.m.
 News Service..... AP
 Transcription Service..... World, Lang-Worth,
 Cole
 Representative..... Avery-Knodel
 Membership..... NAB, BMB, FMA
 General-Station Mgr..... George D. Walker
 Commercial Manager..... C. G. Hill
 Sales Prom. Manager..... Bernice Estep
 Prog.-Prod. Director..... Doris Pardington
 Publicity Director..... Nell Messick
 Musical Director..... Frances Denny
 Chief Engineer..... Lee King

W S J S

WINSTON-SALEM—1930—NBC

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By..... Piedmont Publishing Co.
 Bus.-Studio Address..... 419-21 N. Spruce St.
 Phone Number..... 2-4141
 Transmitter Location..... R.F.D. No. 1, Old Town
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Associated, Standard
 Representative..... Headley-Reed
 Membership..... NAB, BMB, FMA
 President..... Gordon Gray
 V.P., Managing Dir..... Harold Essex
 Sales Manager..... Harry B. Shaw
 Program Manager..... Robert Estes
 Production Director..... John Connas
 Publicity Director..... Robert B. Wilson
 Musical Director..... B. C. Dunford, Jr.
 Dir. of Engineering..... Phil Hedrick
 Farm Service Dir..... Harvey Dinkins

W T O B

WINSTON-SALEM—1947—MBS

Frequency: 710 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... Winston-Salem Bcstg. Co.
 Phone Number..... 7145
 Studio Address..... 826 W. Fourth St.
 Transmitter Location..... Konnoak Dr.
 Air Time..... Sunrise-sunset
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Taylor-Borroff
 Membership..... NAB
 President..... James W. Coan
 Gen.-Sta.-Comm. Mgr..... John G. Johnson
 Prog. Dir., Chief Announcer..... Louis T. Marsh
 Production Dir..... Elizabeth Trotman
 Musical Director..... Russ Rorndon
 Chief Engineer..... L. C. Davis

The KING SIZE Voice of Tobaccoland

A MARKET OF \$566,898,000*

WGTM's primary area includes:
1,125,000 population

WGTM's primary area includes:
150,000 radio families

Allen Wannamaker
General Manager

National Representative
Joe Weed & Co.

WGTM

KING SIZE
CIGARETTES

WGTM

Wilson, N.C.

5000 Watts 590 KC
FULL TIME

MUTUAL BROADCASTING SYSTEM
(EXCLUSIVE IN THIS AREA)

NORTH DAKOTA

Estimated Population 3,715,000—Increase +4.0%—Radio Homes 749,300
Total Families 860,200—Stations in State 13

KFYR

BISMARCK—1925
NBC-NORTHWEST

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus.-Studio Address 320 Broadway
Phone Number 468
Transmitter Location Menoken
News Service UP
Transcription Service Thesaurus
Representative John Blair
Membership NAB, BMB
President, General Manager P. J. Meyer
Station Manager F. E. Fitzsimonds
Comm.-Sales Prom. Mgr. R. W. MacLeod
Prog.-Pub. Dir. Cal Culver
Production Director Charles Schoregge
Musical Director Don McLean
Chief Engineer Ivar Nelson

KDLR

DEVILS LAKE—1925
MBS-GREAT NORTHERN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KDLR, Inc.
Business-Studio Address 1025 3rd St.
Phone Number 1090
Transmitter Location E. end Fourth St.
Air Time 6:30 a.m.-11 p.m.
News Service UP
Transcription Service World, SESAC
Membership BMB
Pres., Gen.-Sta.-Comm. Mgr. Bert Wick
Sales Prom. Mgr. Norman Buckner
Program Director Wilbur Clemenson
Chief Engineer Richard Moritz

KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Dickinson Radio Assn.
Bus.-Studio Address 28 First Ave. W.
Phone Number 348
Transmitter Location 1 Mi. N. of Dickinson
on Hwy. No. 22 & ¼ Mi. E.
Air Time 6 a.m.-M.
News Service AP
Transcription Service Standard, Keystone
Membership NAB
President Dr. P. J. Weir
Gen.-Sta. Mgr., Pub. Dir. Orville F. Burda
Commercial Manager E. A. Spear
Sales Prom. Manager Douglas Anderson
Prog.-Prod. Director George L. Brooks
Musical Director George Brooks
Chief Engineer Quentin Prochaska
Farm Editor Earl Mann

KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Northern States Bcstg. Co.
Business-Studio Address KFGO Bldg.
Phone Number Fargo 2-3-291
Transmitter Location Wild Rice
News Service AP
Transcription Service Standard, SESAC
Representative Paul H. Raymer
Membership NAB
President W. R. Haggart
Gen.-Sta.-Comm.-Sales Prom. Mgr.
Pub. Dir. Charles G. Burke
Prog.-Prod. Dir. David B. Henley
Chief Engineer Olaf Gabrielson
Farm Editor Dick Sundquist

KVNJ

FARGO—1948

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By Northwest Bcstg. Co.
Business-Studio Address 217½ Broadway
Phone Number 2-3201
News Service UP
Transcription Service World, Associated
Pres., General Mgr. John Nystul
Program Director G. L. Schoberg
Chief Engineer Harry Vose

WDAY

FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Business-Studio Address Black Bldg.
Phone Number 5357
Transmitter Location W. Fargo
News Service AP, UP
Transcription Service Thesaurus
Representative Free & Peters
Membership NAB, BMB
President, Gen. Mgr. E. C. Reineke
Station Manager Jack Dunn
Sales Manager Tom Barnes
Sales Promotion Manager Roy Pederson
Program Manager Ken Kennedy
Production Manager Maurie Waller
Musical Director Don Auman
Chief Engineer Juline Savold

KILO

GRAND FORKS—1941—CBS

Frequency: 1440 Kc. Power: 1000 Watts d.:
500 Watts n.
Owned-Oper. By Grand Forks Herald, Inc.
Bus.-Studio Address First Natl. Bank Bldg.



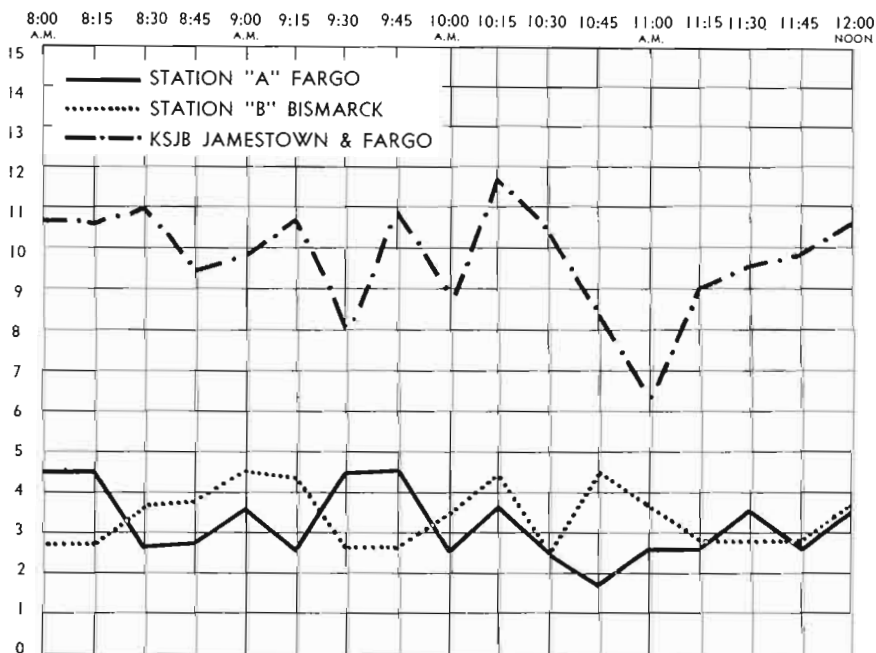
Post war radio has seen many listener trends. A good example of this is the recent survey made in the North Dakota market. Station KSJB (Columbia) now leads all others two to one. But why?

There are two reasons. The first is programming. KSJB takes full advantage of Columbia's shows. And, every local show is produced to "build" to the network.

The second reason is power. With 5000 Watts at 600 KC, KSJB can be heard throughout "a tri-state" market.

These are the reasons . . . people can hear KSJB . . . and they like what they hear.

CBS Leads in North Dakota with KSJB



This survey was based on 1780 calls made in seven key North Dakota counties. For more complete details see your Geo. Hollingbery representative. He has the latest availabilities.

KSJB with Studios in Fargo and Jamestown, North Dakota

NORTH DAKOTA

Phone Number 1200
 Transmitter Location... Univ. of N. Dak. Campus
 News Service UP
 Representative Avery-Knodel
 Membership NAB, BMB
 President M. M. Oppegard
 Mgr., Prog. Dir. Ralph D. Herbert
 Office Manager Dorothy A. Kirk
 Musical Director Gary Fox
 Chief Engineer Arnold F. Petrich

News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership BMB
 President W. S. Russell
 Gen.-Sta.-Comm. Mgr. M. J. Reichert
 Sales Manager Harry McKee
 Traffic-Production Director Mert Bushee
 Musical Director James Sutherland
 Chief Engineer Roy Barnett

KNOX

GRAND FORKS—1947
MBS-GREAT NORTHERN

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Community Radio Corp.
 Business Address P. O. Box 1110
 Phone Number 3499, 3500
 Studio-Transmitter Location ... Hway. No. 81
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NAB
 President Carroll E. Day
 General-Station Mgr. Ralph B. Maxwell
 Comm. Manager Robert C. Lukkason
 Prog.-Prod. Dir. Charles E. Gustafson
 Chief Engineer Patrick J. Murphy

KSJB

JAMESTOWN—1937—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By... Jamestown Bcstg. Co., Inc.
 Bus. Studio Address. 429 SW 2nd St., Jamestown; 54½ Broadway, Fargo
 Phone Number... Jamestown 1600, Fargo 5430
 Transmitter Hway. 281, 6 Mi. S. of city
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership BMB
 President John W. Boler
 Secretary Donn C. Clayton
 Gen.-Sta.-Comm. Mgr. Paul R. Heitmeyer
 Sales Prom. Mgr. G. H. McKinnon
 Publicity Director Ruth Johnson
 Chief Announcer Don Kingsley
 Chief Engineer Robert E. Ridgway
 Farm Editor Chester Graham

KGCU

MANDAN—1925
MBS-GREAT NORTHERN

Frequency: 1270 Kc. Power: 1000 Watts d.;
 250 Watts n.
 Owned-Oper. By... Mandan Radio Assn., Inc.
 Bus. Studio Address 200 3rd Ave. N.W.
 Phone Number. (Office) 561, (Transmitter) 3660
 Transmitter Location ... 2½ Mi. SE of Mandan
 on Hway. 10

KLPM

MINOT—1929
MBS-GREAT NORTHERN

Frequency: 1390 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Minot Bcstg. Co.
 Business-Studio Address Fair Block
 Phone Number 41-146
 Transmitter Location 2 Mi. E. of Minot on
 Hway. 52
 News Service UP
 Transcription Service World
 Representative Walker
 Membership BMB
 General Manager John B. Cooley
 Sta. Mgr., Chief Engineer C. W. Baker
 Commercial Manager E. H. Cooley
 Sales Prom. Mgr., Pub. Dir. Leslie E. Maupin
 Prog.-Prod. Dir. James J. Hautman
 Farm Editor Ethel H. Cooley

KOV C

VALLEY CITY—1936
MBS-KBS-GREAT NORTHERN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KOVC, Inc.
 Business-Studio Address 312 Fifth Ave.
 Phone Number 408-W
 Transmitter Location S.W. of town
 News Service UP
 Transcription Service Keystone
 Membership BMB
 Pres., Gen.-Comm. Mgr. Robert E. Ingstad
 Sales Prom. Manager Wayne King
 Program Director Robert Neilson
 Chief Engineer Charles Siostrom

KWBM

WILLISTON—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Williston Bcstg. Co.
 Phone Number 1450
 News Service UP
 Transcription Service World
 Representative Hal Holman
 President James D. Mortwedt
 General Manager A. L. Hellebust
 Commercial Manager William Brady
 Program Director Ray Kapp
 Chief Engineer George A. Howard

"One of America's Oldest Stations"

FIRST!

In Akron, Ohio

BASIC

CBS

NETWORK

24 YEARS

5000 WATTS

Owner-Operator
ALLEN T. SIMMONS

National Representative
GEORGE P. HOLLINGBERY CO.

"With Over 2,000,000 Friends"

OHIO

*Estimated Population 7,799,000—Increase +12.9%—Radio Homes 2,180,600
Total Families 2,239,300—Stations in State 54*

W A D C

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: Allen T. Simmons
Bus.-Studio Address: WADC Bldg., corner
Main & Mill Sts.
Phone Number: Jefferson 6165
Transmitter Location: Route 8, Akron-
Cleveland Rd.
Air Time: 5:55 a.m.-1:05 a.m.
News Service: Transradio, UP
Transcription Service: Lang-Worth, Standard,
World
Representative: George P. Hollingbery
Membership: BMB
Owner-Manager: Allen T. Simmons
Assistant Manager: Robert B. Wilson
Commercial Manager: Fred C. Bock
Sales Prom. Mgr., Pub. Dir.: Secest Williams
Program Director: Harold H. Hageman
Production Director: Doc Williams
Musical Director: William E. Beers
Chief Engineer: John L. Wildermuth
Farm Editor: Harold Hageman

W A K R

AKRON—1940—ABC

Frequency: 1590 Kc. Power: 5000 Watts
Owned By: Summit Radio Corp.
Operated By: WAKR
Bus.-Studio Address: First Natl. Tower
Phone Number: HEmlock 6151
Transmitter Location: 739 Swartz Rd.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Associated, Capitol
Representative: Weed
Membership: NAB, BMB
President, Gen. Mgr.: S. Bernard Berk
Asst. General Manager: Viola G. Berk
Station Manager: Roger G. Berk
Comm.-Sales Prom. Mgr.: Kenneth M. Keegan
Program Director: Edward N. Palen
Production-Publicity Dir.: Eccles Huff
Musical Director: Alan Freed
Chief Engineer: Irwin L. Knopp

W H K K

AKRON—1945—MBS

Frequency: 640 Kc. Power: 1000 Watts d.
Owned By: Forest City Publishing Co.
Operated By: United Bcstg. Co.
Business-Studio Address: 51 W. State St.
Phone Number: Bl. 7101
Transmitter Location: Akron Peninsula Rd.
Air Time: Daytime
News Service: AP

Transcription Service: Thesaurus, Standard
Representative: Paul H. Raymer
Membership: NAB
President: S. E. Graham
General-Station Mgr.: R. W. Richmond
Comm.-Sales Manager: Cecil Green
Program-Production Dir.: Lew Henry
Publicity Director: George W. Mamas
Musical Director: Bruce Blake
Chief Engineer: Jim Hill
Farm Editor: Cliff Rodgers

W I C A

ASHTABULA—1937

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By: WICA, Inc.
Business-Studio Address: 221 Center St.
Phone Number: 26-221, 27-181
Transmitter Location: Ashtabula-Jefferson Rd.
Air Time: 6 a.m.-local sunset
News Service: UP
Transcription Service: Lang-Worth
Membership: BMB
President: R. B. Rowley
Station Manager: W. W. Walrath
Commercial Manager: D. W. Fassett
Program Director: R. W. Miner
Musical Director: Mary Pavolino
Chief Engineer: T. F. Searl
Farm Editor: John Strasen

W T R F

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned By: The Tri-City Bcstg. Co.
Bus.-Studio-Transmitter Address: The Skyline
Phone Number: 1515
Air Time: 6 a.m.-local sunset
News Service: AP
Transcription Service: World, SESAC
Representative: Walker
Membership: NAB, BMB
President: Jesse A. Bloch
General Manager: Robert W. Ferguson
Sales Prom. Mgr.: Albert T. Fisher
Program Director: Frank Curtis
Pub.-Musical Director: Edward Trisler
Chief Engineer: George Cowen
Farm Editor: Paul Howard

W I L E

CAMBRIDGE—1948

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Oper. By: Land O'Lakes Bcstg. Corp.
Business-Studio Address: 917 Beatty Ave.
Phone Number: 3545

Transmitter Location.....R. D. No. 1, College Hill
 Air Time.....6:30 a.m.-local sunset
 News Service.....AP
 Transcription Service.....Capitol, World
 President.....H. D. McClelland
 General-Station Mgr.....Howard A. Donahoe
 Comm.-Sales Prom. Mgr.,
 Publicity Director.....Richard F. Rose
 Prog.-Prod. Dir.....William Montgomery
 Chief Announcer.....Warren Thomas
 Chief Engineer.....Wesley C. Randles

W A N D
CANTON—1947

Frequency: 900 Kc.....Power: 500 Watts d.
 Owned-Operated By.....P. C. Wilson
 Business-Studio Address.....1414 12th St., N.E.
 Transcription Service.....Associated
 Representative.....Continental
 Owner.....P. C. Wilson

W C M W

CANTON—1946—STANDARD

Frequency: 1060 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Stark Bcstg. Corp.
 Bus.-Studio Address.....317 W. Tuscarawas St.
 Phone Number.....8219
 Transmitter Location.....Hills & Dales Rd.
 Air Time.....7 a.m.-local sunset
 News Service.....INS
 Transcription Service.....Lang-Worth, Standard,
 Thesaurus
 Representative.....Burn-Smith
 Membership.....NAB, FMA
 President.....Merlin R. Schneider
 General Manager.....J. Leonard Taylor
 Commercial Manager.....W. D. Kinsey
 Traffic Manager.....Peggy Fitzgerald
 Chief Announcer.....Robert Johnson
 Musical Director.....Robert Allen
 Chief Engineer.....Charles H. Girt, Jr.

W H B C

CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Ohio Bcstg. Co.
 Business-Studio Address.....550 S. Market Ave.
 Phone Number.....7166
 Transmitter Location.....Richville
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....Capitol
 Representative.....Taylor-Borrolf
 Membership.....NAB, BMB
 President.....Roy D. Moore
 General Manager.....Joseph K. Vodrey
 Director of Radio.....Eugene Carr
 Station Manager.....Robert C. Fehlman
 Commercial Manager.....Frank R. Proudfoot
 Sales Prom. Mgr., Pub. Dir.....Julius Glass

Program Director.....Gervis S. Brady
 Musical Director.....Charles Pickens
 Chief Engineer.....Kenneth L. Sliker
 Farm Editor.....Dick Merrin

W B E X

CHILLICOTHE—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Shawnee Bcstg. Co.
 Business-Studio Address.....27 E. Second St.
 Phone Number.....2244
 Transmitter Location.....Pohlman Rd.
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....W. S. Grant
 Membership.....NAB, BMB
 President.....D. C. Summerford
 Gen.-Sta.-Comm.-Sales Prom.
 Manager.....J. Harry Calloway
 Program-Publicity Dir.....Stanley Dixon
 Prod.-Musical Dir., Chief
 Announcer.....Bob Roberts
 Chief Engineer.....Ralph Albers
 Farm Editor.....Carl Wendel

W C K Y

CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
 Owned-Operated By.....L. B. Wilson, Inc.
 Bus.-Studio Address.....Hotel Gibson, 5th &
 Walnut Sts.
 Phone Number.....Cherry 6565
 Transmitter Location.....near Crescent Springs,
 Ky.
 Air Time.....24 Hrs.
 News Service.....INS
 Transcription Service.....Standard, World
 Representative.....Thomas Welstead
 Membership.....NAB, BMB
 President, General Manager.....L. B. Wilson
 Sta.-Comm. Manager, Chief
 Engineer.....C. H. Topmiller
 Prog. Dir., Chief Announcer.....Bill Dawes
 Publicity Director.....John Murphy
 Musical Librarian.....Ethlyn Hæ'e

W C P O

CINCINNATI—1922
MBS-BURGER BEER

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Scripps-Howard Radio, Inc.
 Bus.-Studio Address.....3800 Carew Tower
 Phone Number.....Main 3314
 Transmitter Location.....6th & Court Sts.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard, Associated,
 Lang-Worth
 Representative.....Branham
 President.....Jack R. Howard

General Manager.....M. C. Watters
 Station-Comm. Mgr.....John Patrick Smith
 Sales Prom. Manager,
 Program Director.....Glenn Clark Miller
 Prod. Dir., Chief Announcer.....Earl Corbett
 Publicity Director.....Doreen Cleveland
 Musical Director.....Rayetta Gale
 Chief Engineer.....Glen A. Davis
 Farm Editor.....John G. Sweeney

W K R C

CINCINNATI—1923—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Radio Cincinnati, Inc.
 Business-Studio Address.....Hotel Alms
 Phone Number.....Woodburn 0550
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Standard
 Representative.....Katz
 Managing Director.....Hulbert Talt, Jr.
 Manager.....H. E. Fast
 Sales Manager.....U. A. Lathom
 Program Director.....Harvey Cory
 Promotion Manager.....Joel W. Stovell
 Chief Engineer.....George Wilson

W L W

CINCINNATI—1922—NBC

Frequency: 700 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Crosley Bcstg. Corp.
 Bus.-Studio Address.....Crosley Sq., 140 W. Ninth
 St.
 Phone Number.....Cherry 1822
 Transmitter Location.....Mason
 Air Time.....24 Hrs.
 News Service.....INS, UP
 Transcription Service.....Thesaurus
 Membership.....NAB, FMA
 President.....James D. Shouse
 V.P., General Mgr.....R. E. Dunville
 V.P., Asst. Gen. Mgr.....Dwight Martin
 V.P. in Charge of Soles.....Harry Mason Smith
 Dir. of Sales Prom.....David E. Partridge
 V.P. in Chg. of Prog.....William P. Robinson
 Asst. Prog. Dir.....Kenneth Smith
 Dir. of Pub. Rel. & Publicity.....James J. Cassidy
 Chief Announcer.....Bill Brown
 Gen. Mgr. of Music.....Millon Weiner
 V.P. in Chrg. of Engineering.....R. J. Rockwell
 Dir. of Farm Prog. Dept.....Roy Battles

(See Page 258)

W S A I

CINCINNATI—1923—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Buckeye Bcstg. Co.
 Bus.-Studio Address.....115 E. Fourth St.
 Phone Number.....Main 1068-69-70-71
 Transmitter Location.....Mt. Healthy
 Air Time.....6 a.m.-1 a.m.

News Service.....UP
 Transcription Service.....Thesaurus, Capitol,
 Standard
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President.....Marshall Field
 General Manager.....Robert M. Sampson
 Asst. General Manager.....E. K. Bauer
 Sales Manager.....Robert H. Boulware
 Program Director.....James Leonard
 Prod. Dir., Chief Announcer.....Fred Harper
 Publicity Director.....Vonne Monsell
 Chief Engineer.....William Symons

W G A R

CLEVELAND—1930—CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WGAR Bcstg. Co., Inc.
 Business-Studio Address.....Hotel Statler
 Phone Number.....Prospect 0200
 Transmitter Location.....Broadview & Akins
 Rds., Broadview Hts.
 Air Time.....Unlimited
 News Service.....INS, UP
 Transcription Service.....Standard, Capitol
 Representative.....Edward Petry
 Membership.....NAB
 President.....Frank E. Mullen
 Chairman of the Board.....G. A. Richards
 V.P., General Manager.....John F. Patt
 Comm. Mgr., V.P. Chg. Sales.....Carl E. George
 Sales Prom. Manager.....Ted Boynton
 Program Director.....Reginald P. Merridew
 Production Director.....Stanley Gee
 Publicity Director.....Manuel Eisner
 Chief Announcer.....Charles Roberts
 Musical Director.....Henry Pildner
 V.P. Chg. of Engineering.....R. Morris Pierce
 Farm Editor.....Dick Kathe

W H K

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address.....1311 Terminal Tower
 Phone Number.....Prospect 5800
 Transmitter Location.....Pleasant Valley Rd.,
 Seven Hills
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Paul H. Raymer
 Membership.....NAB
 President.....Sterling Graham
 Gen.-Station Manager.....K. K. Hackathorn
 Commercial Manager.....J. B. Maurer
 Sales Prom. Manager.....Paul Bairstow
 Program Director.....C. M. Hunter
 Production Director.....James Aubele
 Publicity Director.....William Sprague
 Musical Director.....Willard Pott
 Chief Engineer.....R. H. DeLany

W S R S

1490

Serving Greater Cleveland

NIGHT & DAY

"The Family Station"

Cleveland's Popular Full-Time Independent Radio Station

SAMUEL R. SAGUE
PRESIDENT

ERieview
2005

CEDAR & LEE RDS.
CLEVELAND 18, OHIO

W J M O

CLEVELAND—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Operated By: WJMO Bcstg. Co.
Bus.-Studio-Transmitter Address: 2157 Euclid Ave.

Phone Number: Superior 4424
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Capitol, Standard
Representative: Adam J. Young, Jr.
Membership: NAB
President: W. J. Marshall
General-Station Mgr.: Dave Baylor
Commercial Manager: Robert De Tchon
Program Director: Robert Althearn
Publicity Director: Herman Spero
Chief Engineer: Larry Shipley

W J W

CLEVELAND—1932—ABC

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By: WJW, Inc.
Business-Studio Address: 1375 Euclid Ave.
Phone Number: Superior 0101
Transmitter Location: 9861 Ridge Rd. N. Royalton

Air Time: Unlimited
News Service: Transradio, UP
Transcription Service: Standard
Representative: Headley-Reed
Membership: NAB
President: William M. O'Neil
Asst. to the Pres.: Lawrence Webb
National Sales Mgr.: Harold W. Waddell
Local Sales & Sales Promotion Manager: Frank H. Blumer
Program Director: Charles V. Hunter
Advt. Director: James Hansen
Publicity Director: Charles F. McLaughlin
Chief Announcer: Stanley Peyton
Chief Engineer: Gerold G. Roberts

W T A M

CLEVELAND—1923—NBC

Frequency: 1100 Kc. Power: 50,000 Watts
Owned-Oper. By: National Bcstg. Co., Inc.
Bus.-Studio Address: 815 Superior Ave.
Phone Number: CHerry 0942
Transmitter Location: Brecksville
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Standard, Associated, Thesaurus

Representative: NBC Spot Sales
Membership: NAB, BMB
General-Station Mgr.: John McCormick
Commercial Manager: Harold Gallagher
Sales Prom. Manager: Howard Barton
Program Director: Jacob Hines

Production Director: Fred Wilson
Publicity Director: Ralph Eckhart
Musical Director: Walberg Brown
Chief Engineer: S. E. Leonard
Farm Editor: James Chapman

W S R S

CLEVELAND HGTS.—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WSRS, Inc.
Bus.-Studio-Transmitter Address: 2156 Lee Rd.
Phone Number: EBievew 2005
Air Time: Unlimited
News Service: AP
Transcription Service: World, Lang-Worth, SESAC

Representative: Forjoe
Membership: NAB
President: S. R. Sague
Station Manager: Joseph A. Beres
Production Director: Jerome Snider
Publicity Director: Robert Rogers
Musical Director: Chick Lind
Chief Engineer: Ben H. Whitaker

W B N S

COLUMBUS—1924—CBS

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

Owned-Operated By: Radioho, Inc.
Business-Studio Address: 33 N. High St.
Phone Number: Ad. 9265
Transmitter Location: 1035 Barnett Rd.
Air Time: Unlimited
News Service: AP
Transcription Service: Capitol, World
Representative: John Blair
Membership: NAB, BMB
President: Richard S. Wolfe
General Manager: Richard A. Borel
Commercial Manager: W. I. Orr
Promotion Director: Jerome R. Reeves
Program Director: Geer Parkinson
Musical Director: Paul Neal
Chief Engineer: Lester H. Natzger
Farm Editor: Bill Zipt

W C O L

COLUMBUS—1922—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WCOL
Business-Studio Address: 22 S. Young St.
Phone Number: MAIn 4581
Transmitter Location: 555 W. Goodale St.
Air Time: 19 Hrs.
News Service: AP, INS
Transcription Service: Lang-Worth, Associated, Cole

Representative: Headley-Reed
Membership: NAB, BMB, FMA
Station Director: Albert R. Albinger

Promotion Manager.....Jack Maguire
 Program Director.....Frank J. Tate
 Production Director.....Edgar A. Sprague
 Publicity Director.....Maxine Davies
 Chief Engineer.....Leo DeConnick
 Farm Editor.....T. D. Harman

W H K C
COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address.....22 E. Gay St.
 Phone Number.....Adams 1101
 Transmitter Location.....901 Obetz Rd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....INS. UP
 Transcription Service.....Lang-Worth, Cole,
 Associated
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Sterling Graham
 V.P., Gen.-Sta. Mgr.....Carl M. Everson
 Comm.-Sales Prom. Mgr.....H. H. Hoessly
 Program-Production Dir.....John B. Moses
 Publicity Director.....Juanita Wilcox
 Musical Director.....John Kenward Agnew
 Chief Engineer.....William B. Minor
 Farm Editor.....George Zeiss

W T N S
COSHOCTON—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Coshocton Bcstg. Co.
 Business-Studio Address.....114 N. 6th St.
 Phone Number.....1560, 2140
 Transmitter Location.....1 Mi. W. of Roscoe
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service...Standard, Lang-Worth,
 SESAC
 Pres., Gen.-Sta. Mgr.....Bruce Wallace
 Commercial Manager.....Dick Athey
 Sales Prom. Mgr.....James Sigman
 Prog.-Prod.-Pub. Dir.....John R. Terry
 Chief Engineer.....Ben Jones

W H I O
DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Miami Valley Bcstg. Corp.
 Business-Studio Address.....45 S. Ludlew St.
 Phone Number.....Adams 2261
 News Service.....AP, UP, INS
 Transcription Service...Associated, Standard,
 Cole
 Representatives.....Hollingbery, Cummings
 President.....James M. Cox, Jr.
 General Manager.....Robert H. Moody
 Commercial Manager...Harvey R. Young, Jr.
 Program Director.....Lester G. Spencer
 Promotion Manager.....Bud Baldwin
 Chief Engineer.....Ernest L. Adams

W I N G

DAYTON—1921—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Great Trails Bcstg. Co.
 Business-Studio Address.....121 N. Main St.
 Phone Number.....Adams 3288
 Transmitter Location.....E. David Rd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....Weed
 Membership.....BMB
 President.....Charles Sawyer
 Exec. V.P.....John Pattison Williams
 Gen.-Comm. Mgr.....Adna Karns
 Program Director.....Arthur L. Martin
 Prod.-Musical Dir.....Charles G. Reeder
 Publicity Director.....Jean Broome
 Chief Announcer.....Jack Wymer
 Chief Engineer.....Lloyd House

W L I O

EAST LIVERPOOL—1948
STANDARD

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Pottery Bcstg. Co.
 Business-Studio Address...Sixth & Walnut Sts.
 Phone Number.....5190
 Transmitter Location.....Irish Ridge Rd.
 Air Time.....Local sunrise-sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 President.....Earl D. Eisenhower
 General Manager.....John M. Croft
 Chief Engineer.....Frank W. Schaefer, Jr.

W E O L

ELYRIA—1948

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Elyria-Lorian Bcstg. Co.
 Bus.-Studio Address...417-419 Elyria Savings
 & Trust Bldg.
 Phone Number.....Elyria 2255
 Transmitter Location.....Grafton
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...Capitol, Lang-Worth
 Membership.....NAB
 President.....Roy W. Ammel
 General-Station Mgr.....Bert Koebllitz
 Comm.-Sales Prom. Manager...Virgil Schmit
 Program Director.....Martin Bouhan
 Chief Engineer.....Harold Brinkman

W F I N

FINDLAY—1941—KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Estate of Fred R. Hover,
Helen F. Hover, Admrx.
Business-Studio Address.....500½ S. Main St.
Phone Number.....1330
Transmitter Location.....2.3 Mi. SE Findloy
Air Time.....Daytime
News Service.....INS
Transcription Service...Standard, Lang-Worth,
Keystone
Membership.....NAB, BMB
General Manager.....Mrs. V. M. McDougle
Program Director.....Allen P. Dudley
Chief Announcer, Farm Editor..John C. Hutson
Chief Engineer.....Edgar C. Smith

W M O H

HAMILTON—1944—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address...Second Natl. Bank Bldg.
Phone Number.....Hamilton 4-6543
Transmitter Location.....Middletown Pike
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Standard
Membership.....NAB, BMB
President.....Robert J. Briede
Gen.-Sta.-Comm.-Sales Prom.
Manager.....Joseph E. True
Program Director.....Don J. Meeks
Chief Announcer.....Robert King
Musical Director.....Mildred Soule
Chief Engineer.....Don F. Volkman
Farm Editor.....Luella Engel

W H O K

LANCASTER—1948

Frequency: 1340 Kc.....Power: 500 Watts d.
Owned-Oper. By...Hocking Valley Bcstg. Corp.
Business-Studio Address.....Memorial Dr.
Phone Number.....4500
President.....Dr. Nelson R. Embrey
Gen. Mgr., Prog. Dir.....Joseph G. Rockhold
Chief Engineer.....Charles Houston

W I M A

LIMA—1948—MBS-STANDARD

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By...Northwestern Ohio Bcstg.
Corp.
Business-Studio Address.....223 N. Main St.
Phone Number.....6-3841
Transmitter Location.....2500 McClain Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....INS
Transcription Service.....Thesaurus
Representative.....Weed
Membership.....NAB
President.....G. E. Hamilton

Vice-President.....W. L. Rickman
General-Station Mgr.....R. W. Mack
Program Director.....E. C. Ulrick

W L O K

LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....The Fort Industry Co.
Business Address.....506 New Center Bldg.,
Detroit, Mich.
Phone Number.....(Detroit) Trinity 17-700
Studio Address.....1101 Natl. Bank Bldg.
Transmitter Location.....1424 Rice Ave.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Avery-Knodel
Membership.....NAB, BMB
President.....George B. Storer
General Manager.....Lee B. Wailes
Sta.-Sales Prom. Mgr., Publicity
Director.....J. Robert Kerns
Program-Production Dir.....Harley Lucas
Chief Announcer.....Dallon Hille
Chief Engineer.....Darrel Hunter

W M A N

MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...Ohio Theater Bldg.
Phone Number.....4235-6
Transmitter Location.....Longview Ave. at
N. Main St. Rd.
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....Taylor-Borroff
Membership.....NAB
Pres., Gen.-Sto.-Comm. Mgr.....J. M. O'Hara
Sales Prom. Manager.....Carl Kindt
Prog.-Prod.-Pub. Dir.....Harry C. Lytle
Chief Engineer.....William Morrison

W M O A

MARIETTA—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Marietta Bcstg. Co.
Business Address.....P. O. Box 201
Phone Number.....6383
Studio-Transmitter Location...409 Oakwood
Ave., Williamstown, W. Va.
Air Time.....Unlimited
News Service.....UP
Transcription Service...Lang-Worth, Keystone
President.....William G. Wells
V.P., Gen. Mgr.....Hugh M. P. Higgins
Commercial Manager.....Aud N. Archer
Program Director.....Paul W. Nesper
Chief Engineer.....Charles E. Clark

W M R N

MARION—1940

ABC-KBS-OHIO-STANDARD

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: The Marion Bcstg. Co.
 Business Address: P. O. Box 518
 Phone Number: 3226-7
 Studio Address: WMRN Bldg.
 Transmitter Location: ¼ Mi. N. of city limits
 on Main St.
 Air Time: 7 a.m.-M.
 News Service: UP
 Transcription Service: Thesaurus, Keystone
 Representative: Horace Stovin, Robert Keller
 Membership: NAB, BMB
 Pres., Gen.-Sta. Mgr.: Robert T. Mason
 Comm.-Sales Prom. Mgr.: Clark L. Dozer
 Prog.-Prod. Dir., Chief Announcer: Don Brower
 Publicity Director: John Plank
 Musical Director: Howard Dunford
 Chief Engineer: Francis Joseph Peters
 Farm Editor: Ray Marsh

W P F B

MIDDLETOWN—1947

Frequency: 910 Kc. Power: 1000 Watts d.;
 100 Watts n.
 Owned-Operated By: Paul F. Braden
 Bus.-Studio-Transmitter Address: Central Ave.
 Phone Number: 2-3625
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Representative: Donald Cooke
 Owner, General Manager: Paul F. Braden
 Comm. Mgr., Prog. Dir.: C. R. Daly
 Chief Announcer: John Reznor
 Musical Director: George Garlinger
 Chief Engineer: Laurace Beckwith
 Farm Editor: Allen Jones

W P T W

PIQUA—1947

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By: Miami County Bcstg. Co.,
 Inc.
 Bus.-Studio-Transmitter Address: 1625 W.
 Covington Ave.
 Phone Number: 1420-1
 Air Time: Sunrise-sunset
 News Service: AP
 Transcription Service: World, SESAC
 Representative: W. S. Grant
 Pres., Gen.-Sta.-Sales Prom. Mgr.,
 Publicity Director: Richard E. Hunt
 Commercial Manager: Carroll M. Ball
 Program-Production Dir.: George Gardiner
 Chief Announcer: Robert Bulp
 Musical Director: Ronnie Atendall
 Chief Engineer: Byron F. London
 Farm Editor: Bill Fox

W P A Y

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: The Scioto Bcstg. Co.
 Bus.-Studio-Transmitter Address: 1009 Gallia
 St.
 Phone Number: Portsmouth 1010
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Taylor-Borrolf
 Membership: NAB, BMB
 President: Roy D. Moore
 Director of Radio: Eugene Carr
 Station-Comm. Mgr.: Gerald F. Boyd
 Sales Prom. Mgr., Pub. Dir.: Carl P. Bodner
 Program Director: Floyd M. Jackson
 Chief Announcer: William H. Dawson
 Musical Director: Dorothy E. Page
 Chief Engineer: Maurice L. Myers
 Farm Editor: Francis C. Balmert

W L E C

SANDUSKY—1947

MBS-STANDARD

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Lake Erie Bcstg. Co.
 Bus.-Studio-Transmitter Address: Cleveland
 Hwy. & Huntington Aves.
 Phone Number: 5170-1-2
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: World, Lang-Worth,
 Thesaurus
 Membership: NAB, BMB
 President: Lloyd A. Pixley
 General Station Manager: Albert E. Helser
 Commercial Manager: Louis E. Mahla
 Sales Prom. Manager: John Gaskill
 Program Director: Jay Wagner
 Production Director: Eleanor Prince
 Pub. Dir., Farm Editor: Don Dean
 Chief Engineer: George Buehrle

W I Z E

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Voice of Springfield
 Bus.-Studio Address: 115-117 W. High St.
 Phone Number: 3-4955
 Transmitter Location: 115-117 W. High St.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, Standard
 Representative: Weed
 Membership: BMB
 President: Charles Sawyer
 Exec. V.P.: J. P. Williams
 Sta.-Comm. Manager: C. N. Evans
 Program Director: Robert Christol

Publicity Director.....John McEnaney
 Musical Director.....Ernie Kendrick
 Chief Engineer.....Victor L. Bushong

WJEL

SPRINGFIELD—1947—KBS

Frequency: 1600 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Champion City Bcstg. Co.
 Business Address.....101 Fountain Ave.
 Phone Number.....3-4676
 Transmitter Location.....801 Bechtle Ave.
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Friedenberg
 Membership.....NAB, BMB
 Partners.....Dr. Delbert Joseph Parsons.
 Frank N. Jones
 Station Manager.....Frank N. Jones
 Program Director.....Kenneth Honeyman
 Chief Engineer.....Alan Higgins

WWSO

SPRINGFIELD—1947

Frequency: 1210 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Radio Springfield, Inc.
 Bus-Studio Address.....Chamber of Commerce
 Bldg., Spring & E. High Sts.
 Phone Number.....3-6488
 Transmitter Location.....Arthur Rd.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Thesaurus, World, Cole
 Representative.....McGeehan & O'Mara
 Membership.....NAB, BMB
 Station Manager.....Lin Mason
 Commercial Manager.....Robert Wayne
 Program-Production Dir.....Virginia Bennett
 Musical Director.....Lucy Martin
 Chief Engineer.....Gerald McCasland

WSTV

STUEBENVILLE—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Valley Bcstg. Co.
 Bus-Studio Address.....Exchange Realty Bldg.
 Phone Number.....2-6265
 Transmitter Location.....Altamont Hghts.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra
 President.....Jack N. Berkman
 Gen.-Comm. Mgr.....John J. Laux
 Asst. Gen. Mgr., Technical
 Director.....Joseph M. Troesch
 Prog.-Publ Dir.....George H. Wilson, Jr.
 Asst. Prog. Dir. Chief
 Announcer.....Robert Sanders
 Chief Engineer.....Charles S. Shepherd
 Farm Editor.....F. P. Taylor

WSPD

TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Fort Industry Co.
 Bus-Studio Address.....Bcst. Bldg., 136 Huron St.
 Phone Number.....Adoms 3175
 Transmitter Location.....R.F.D. Oregon Rd.,
 Rossford
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, Long-Worth,
 Standard
 Representative.....Katz
 Membership.....NAB, BMB
 President.....George B. Storer
 Station Manager.....E. Y. Flanigan
 Commercial Mgr.....Westford F. Shannon
 Sales Promotion Mgr.....Richard H. Gourley
 Program Director.....Glenn C. Jackson
 Musical Librarian.....Gene Williams
 Chief Engineer.....William M. Stringfellow
 Farm Editor.....Jim Newman

WTOD

TOLEDO—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Unity Corp., Inc.
 Business-Studio Address.....515 Madison Ave.
 Phone Number.....Garfield 5551
 Transmitter Location.....Byrne & Arlington Rds.
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Lang-Worth, Standard
 Representative.....Adam J. Young, Jr.
 Membership.....NAB, FMA
 President.....Edward Lamb
 General Manager.....Layman Cameron
 Station Manager.....Sunne Miller
 Commercial Manager.....Charles Smith
 Program Director.....Edward Kemp
 Chief Announcer.....Bill Ballin
 Musical Director.....Frieda Miller
 Chief Engineer.....Robert Sowers

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Community Bcstg. Co.
 Business-Studio Address.....Bell Bldg.
 Phone Number.....Adams 3291
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Frazier Reams
 Gen. Station Mgr.....Thomas S. Bretherton
 Commercial Manager.....Morton Neipp
 Program-Production Dir.....Karl R. Nelson

Publicity Director.....Walt Osborn
 Musical Director.....Dorothy Dority
 Chief Engineer.....Harold Holmes
 Farm Editor.....Ken Lawrence

W R R N

WARREN—1941—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nied & Stevens, Inc.
 Business-Studio Address.....108 Main St.
 Phone Number.....2212-9
 Transmitter Location.....710 Main St.
 Air Time.....6:45 a.m.-M.
 News Service.....UP
 Transcription Service.....Associated, SESAC
 Representative.....Ra-Tel
 Membership.....NAB
 President.....Helen Hart Hurlbert
 General Manager.....H. R. Farrall
 Program Manager.....Willard L. Dougherty
 Chief Engineer.....Robert V. Kinney

W W S T

WOOSTER—1947

Frequency: 960 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Wooster Republic Ptg. Co.
 Business Address.....Wooster
 Phone Number.....760
 News Service.....AP
 Transcription Service.....Standard, World
 President.....Raymond E. Dix
 General Manager.....E. B. Evans
 Commercial Manager.....Keith S. Gordon
 Program Director.....E. C. Gooding
 Chief Engineer.....Russell Grunder

W R F D

WORTHINGTON—1947

Frequency: 880 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Peoples Bcstg. Corp.
 Business-Studio Address.....649 High St.
 Phone Number.....FR 2-6254
 Transmitter Location.....Powell Rd. & Route 23,
 Delaware County
 Air Time.....Local sunrise-sunset
 News Service.....AP, INS
 Transcription Service.....Standard, Lang-Worth
 Representative.....Rural Radio
 Membership.....NAB
 President.....James A. West
 Sta.-Sales Prom. Mgr.....Edgor Parsons
 Commercial Manager.....Joseph D. Bradshaw
 Program Director.....William Meredith
 Production Director.....Robert Geis
 Musical Director.....Irwin Holt
 Chief Engineer.....Royce Woodward
 Farm Service Dir.....Robert Miller

W F M J

YOUNGSTOWN—1939—ABC

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned By.....WFMJ Bcstg. Co.
 Operated By.....William F. Maag, Jr.
 Business-Studio Address.....101 W. Boardman
 Phone Number.....3-4121
 Transmitter Location.....Boardman-Poland Rd.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Standard, Thesaurus
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 President.....William F. Maag, Jr.
 National Sales.....Phil Wood
 Program Director.....Robert B. Mackall
 Chief Engineer.....Frank A. Dieringer

W K B N

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBN Bcstg. Corp.
 Bus.-Studio Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Air Time.....6a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....World, Lang-Worth,
 McGregor
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 Pres., Gen. Mgr.....Warren P. Williamson, Jr.
 Station-Comm. Mgr.....J. Lothair Bowden
 Program Director.....L. Baldwin Harper
 Promotion Manager.....Howard C. Rempes
 Musical Director.....Bill Dunn
 Chief Engineer.....B. T. Wilkins
 Farm Editor.....Stu Wilson

W H I Z

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southeastern Ohio Bcstg.
 System, Inc.
 Business-Studio Address.....Lind Arcade Bldg.
 Phone Number.....6000
 Transmitter Location.....Newark Rd.
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Clay Littick
 General-Station Mgr.....Vernon A. Nolte
 Commercial Manager.....Nate Milder
 Program-Publicity Dir.....Robert D. Maley
 Chief Engineer.....C. Elmer Hartmeyer

OKLAHOMA

Estimated Population 2,362,000—Increase +1.1%—Radio Homes 576,700
Total Families 644,700—Stations in State 38

K A D A

ADA—1934—ABC-OKLA. NET

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Dr. C. C. Morris
Business Address 207 First Natl. Bank Bldg.
Phone Number 12-3
Transmitter Location No. Broadway
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Taylor-Borrolf
Membership NAB, BMB
President Dr. C. C. Morris
Gen.-Sta.-Comm. Mgr. Billy T. Hoover
Sales Prom. Mgr. Betty Hughes Nolen
Program-Production Dir. Jerry Folsom
Publicity Director Patricia A. Irick
Chief Announcer Jerry Folsom
Musical Director Betty Hughes Nolen
Chief Engineer Harold Walker

K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Altus Bcstg. Co., Inc.
Business-Studio Address Altus
Phone Number 1405
Transmitter Location 1 Mi. N. of Altus
Air Time 7 a.m.-10 p.m.
News Service AP
Transcription Service Capitol, Keystone
Representative Rural Radio
Membership M. NAB
Pres., Gen.-Sta. Mgr. Frank E. Wimberly
Commercial Manager Lewis C. Fielden
Chief Engineer Ernest Boucum

K V S O

ARDMORE—1935—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By John F. Easley
Phone Number 3030
Air Time 6 a.m.-11:05 p.m.
News Service AP
Transcription Service Associated, SESAC, KBS
Representative Taylor-Borrolf
Membership FMA, NAB
General Manager Albert Riesen
Commercial Manager J. E. Riesen
Sales Prom. Manager D. H. Dillard, Jr.
Program Director Dolly Dutton
Chief Engineer William E. Kolb

K W O N

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc. Power: 250 Watts
Bus.-Studio Address Union Natl. Bank Bldg.
Phone Number 1400
Transmitter Location 9 Mi. NE on U. S. 75
Air Time 6 a.m.-11:30 p.m.
News Service AP
Transcription Service Standard
Pres., Gen.-Sta. Mgr. J. Fred Case
Sales Prom. Manager John Collins
Chief Announcer Roy Small
Chief Engineer Jim Wireman

K W C O

CHICKASHA—1946

MBS-KBS-OKLA. GP.

Frequency: 1560 Kc. Power: 250 Watts d.
Owned-Oper. By Washita Valley Bcstg. Corp.
Business Address Box 744
Phone Number 2899
Studio Address Hall Briscoe Bldg.
Transmitter Location On Grand Blvd., So. of
Chickasha
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Standard, Keystone
Representative Continental Radio Sales
Membership NAB
President George C. Robinson, Jr.
Gen.-Sta. Mgr. J. B. Quattlebaum
Commercial Manager Len Lyon
Program Director George Miller
Chief Engineer George C. Robinson, Jr.
Farm Editor J. B. Quattlebaum

K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc. Power: 250 Watts d.;
Owned-Operated By Duncon Bcstg. Co.
Bus. Address Hwy. 81 at Pine St., P. O. Box
1192
Phone Number 1350
Studio Address Hwy. 81 at Pine St.
Transmitter Location No. Hwy. 81
Air Time 6 a.m.-11 p.m.
News Service UP
Transcription Service Capitol
Membership NAB, BMB
President R. H. Drewry
Gen.-Sta.-Comm. Mgr. J. P. Burnett
Prog.-Musical Dir. Robert Prausa
Production Director Peggy Hoover
Chief Engineer Gene Billington
Farm Editor Ray Porter

K S E O

DURANT—1947—KBS-OKLA. GP.

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Oper. By Bennett & R. F. Story
 Business Address 129½ N. Third Ave.
 Phone Number 102
 Studio-Transmitter Address ½ Mi. W. of
 City limits, on U. S. Hway. 70
 Air Time 6:30 a.m.-sunset
 News Service AP
 Transcription Service Thesaurus, Keystone
 Membership NAB
 Gen.-Sta. Mgr., Pub. Dir. H. Weldson Stamps
 Comm.-Sales Prom. Mgr. Leroy Moses
 Program Director Cecile Elkins
 Chief Announcer Jack Carter
 Chief Engineer Bill Waters
 Farm Editor Jack Putman

K A S A

ELK CITY—1932—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Co.
 Business-Studio Address 204 N. Main
 Phone Number 730
 Transmitter Location No. Randall
 Air Time Unlimited
 News Service UP
 Transcription Service Standard, Keystone
 Representative Friedenbergl Walker
 Membership BMB
 Pres., Gen. Mgr. Lonnie J. Preston
 Station Manager V. M. Preston
 Commercial Manager Johnny Carmen
 Program-Production Dir. Wees Carr
 Chief Engineer George Fenter
 Farm Editor V. M. Preston

K C H E

EL RENO—1948

Frequency: 1500 Kc. Power: 500 Watts d.
 Owned-Operated By KCHE, Inc.
 Bus.-Studio Address First Natl. Bank Bldg.
 Phone Number 2438
 News Service UP
 Transcription Service Standard
 Owners Ross K. Prescott, C. C. Woodson
 General Manager Jack Cecil
 Chief Engineer C. H. Stanford

K C R C

ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By Enid Radiophone Co.
 Bus.-Studio Address Broadway Tower,
 9th Floor
 Phone Number 447
 Transmitter Location 309 E. Willow

Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Taylor-Borroll
 Membership NAB, BMB, FMA
 President M. C. Garber
 Gen.-Station Mgr. Milton B. Garber
 Comm.-Sales Prom. Mgr. H. P. Hale
 Program-Production Dir. Edith Longley
 Publicity Director Mary Ellen Mitchell
 Chief Announcer Fred Collins
 Musical Director Gerilyn Gigoux
 Chief Engineer Murray D. Coleman
 Farm Editor Tony Green

K T A T

FREDERICK—1948

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Frederick Bcstg. Co.
 Business-Studio Address Main & Grant
 News Service UP
 Transcription Service World
 Partners J. D. Jones, Jr., Ronald W. Wheeler,
 Winston A. Jones
 Gen.-Comm. Manager Ronald W. Wheeler
 Program Director Mary Wheeler
 Promotion Manager Evelyn A. Jones
 Chief Engineer J. D. Jones, Jr.

K G Y N

GUYMON—1948

Frequency: 1220 Kc. Power: 100 Watts d.
 Owned-Operated By Plains Bcstg. Co.
 Business-Studio Address 21st & Lelia Sts.
 News Service UP
 Representative Rural
 President, Manager T. M. Raburn, Jr.
 Chief Engineer J. A. Burke

K T J S

HOBART—1947—KBS

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By T. J. Shriner
 Bus.-Studio-Transmitter Address 315 E. 11th
 St.
 Phone Number 1070
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Keystone
 President, Gen.-Sta. Mgr. T. J. Shriner
 Commercial Manager John W. Adams
 Sales Prom. Mgr., Pub. Dir. M. J. McCollough
 Program-Production Director
 Chief Announcer Jack Wickizer
 Musical Director Roy Reece
 Chief Engineer Darryl D. Foss
 Farm Editor Tom Morris

K I H N

HUGO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Little Dixie Bcstg. Co.
 Address Hugo
 Phone Number 1141
 News Service AP
 Transcription Service Lang-Worth
 President George Malone
 Gen.-Comm. Manager Kruger E. Muse
 Program Director Carl B. Adams
 Chief Engineer Milo Holtberg

K G L C

MIAMI—1948

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Miami Bcstg. Co.
 Address Miami Hotel
 Phone Number 2080
 News Service AP
 Transcription Service Standard
 President John H. Giffin
 General Mgr. Wallace R. Dunn
 Commercial Mgr. Robert Stoner
 Program Director Dick Moon
 Chief Engineer Louis Stone

K S W O

LAWTON—1941

ABC-OKLA. NET-OKLA. GROUP

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By Okla. Quality Bcstg. Co.
 Bus.-Studio Address 17th & E Ave.
 Phone Number 1380
 Transmitter Location 1½ Mi. SE of Lawton
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Taylor-Boroff
 Membership NAB, BMB
 President R. H. Drewry
 General Manager Allan Page
 Comm.-Sales Prom. Mgr. Neil Ashlock
 Program-Production Director Morgan Roberts
 Publicity Director Paul Goode
 Chief Engineer C. E. Billington

K B I X

MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Okla. Press Pub. Co.
 Address Barnes Bldg.
 Phone Number 302
 News Service UP
 Representative Taylor-Boroff
 President Tams Bixby, Jr.
 Sta.-Comm.-Prom. Mgr. Paul A. Bruner
 Program Director Mavis Rogers
 Chief Engineer Earl H. Graves

K M U S

**MUSKOGEE—1948
 MBS-OKLA. GP.**

Frequency: 1380 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Eastern Okla. Bcstg. Corp.
 Business-Studio Address 412½ Court St.
 Phone Number 656-7
 Transmitter Location 1½ Mi. No. of city
 Air Time 6a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Membership NAB, FMA
 President Ben T. Childers
 Gen.-Sta. Mgr., Prog.-Prod.-Pub.
 Director Virgil G. Evans
 Comm.-Sales Prom. Mgr. Glen W. Travis
 Chief Announcer, Farm Editor Bill Hyden
 Chief Engineer Duane Hoisington

K T M C

McALESTER—1946

ABC-OKLA. NET

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By J. Stanley O'Neill
 Business Address First & Washington
 Phone Number 2411
 Studio Address Municipal Bldg.
 Transmitter Location A & Crisler, No.
 McAlester
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Taylor-Boroff
 Membership NAB, BMB
 Pres., Gen. Mgr. J. Stanley O'Neill
 Comm.-Sales Prom. Mgr. James Duke
 Program Director Ozzie Pence
 Publicity Director Norma Johnson
 Chief Announcer George Schwann
 Musical Director Betty Heard
 Chief Engineer Bob Schilb

K B Y E

OKLAHOMA CITY—1945

Frequency: 890 Kc. Power: 1000 Watts d.
 Owned-Operated By State Bcstg. Co.
 Bus.-Studio Address 9th & Broadway
 Phone Number 3-2323-4-5
 Transmitter Location 55th & N. Eastern
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Lang-Worth

OKLAHOMA

Representative Branham
 Membership NAB
 President A. Earl Cullum, Jr.
 V.P., General Mgr. Frank J. Lynch
 Office Manager Flora A. Luper
 Sales Prom. Manager Hugh J. Finnerty
 Program Director M. A. Bryan
 Chief Announcer Maury Ferguson

KLPR

OKLAHOMA CITY—1947

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By Byrne Ross
 Business Address 132½ W. Commerce St.
 Phone Number 3-6358
 Studio-Transmitter Address SW 73rd St. &
 Shields Blvd.

Air Time Sunrise-sunset
 News Service AP
 Transcription Service Associated, Cole
 Membership NAB
 Pres., Gen.-Sta. Mgr. Byrne Ross
 Comm.-Sales Prom. Mgr. Monty Wells
 Program-Production Dir. Billie Turquette
 Publicity Director Byrne Ross
 Chief Announcer Kelly West, Jimmy Keys
 Chief Engineer Jack Richmond
 Farm Editor D. Givens

KOCY

OKLAHOMA CITY—1923

MBS-OKLA. GP.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Plaza Court Bcstg. Co.
 Business-Studio Address Plaza Court Bldg.
 Phone Number 3-4333
 Transmitter Location 73rd & Lincoln
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard, Thesaurus
 Representative Walker
 Membership NAB, BMB, FMA
 President John Q. Thomas
 Gen.-Station Mgr. M. H. Bonebrake
 Commercial Manager George Collison
 Program Director Wishard Lemons
 Publicity Director John Steele
 Musical Director Becey Carmel
 Chief Engineer Royden Freeland

KOMA

OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By KOMA, Inc.
 Business-Studio Address Billmore Hotel
 Phone Number 2-3291
 Transmitter Location Moore
 Air Time Unlimited
 News Service UP
 Transcription Service Capitol, Standard,
 SESAC

Representative Avery-Knodel
 Membership NAB, BMB
 President John Toole Griffin
 General-Station Mgr. J. J. Bernard
 Commercial Manager Webster L. Benham, Jr.
 Sales Prom. Manager Raymond Ruff
 Program Director Robert M. Eastman
 Production Director Martin Fuller
 Musical Director Clarence Reynolds
 Chief Engineer M. W. Thomas
 Farm Editor Carl Neumann

KTOK

OKLAHOMA CITY—1927

ABC-OKLA. NET

Frequency: 1400 Kc. (CP 1000) Power: 250
 Watts (CP 5000 d.; 1000 n.)

Owned-Operated By KTOK, Inc.
 Business Address 2004 Apco Tower
 Phone Number 3-8352
 Transmitter Location 1800 W. Main
 Air Time 6 a.m.-M.
 News Service AP, UP
 Transcription Service World
 Representative Taylor-Borhoff
 Membership NAB, BMB
 President O. L. Taylor
 Gen.-Station Manager Robert D. Enoch
 Program Director Harold M. Shreve
 Chief Engineer Clifford Easum

KTOW

OKLAHOMA CITY—1948—LIBERTY

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By Sooner Bcstg. Co.
 Business-Studio Address 3300 Apco Tower
 Phone Number 79-2604
 Transmitter Location Reno & Eastern
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World, SESAC
 Membership NAB
 Dir. of Sta. Operations Carl E. Harmon
 Program Director Ollie D. Cook
 Chief Engineer Charles Sheatler

WKY

OKLAHOMA CITY—1922—NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned By Okla. Publishing Co.
 Operated By WKY Radiophone Co.
 Bus.-Studio Address Skirvin Tower Hotel
 Phone Number 3-4306
 Transmitter Location 1 Mi. E. of Britton
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Associated, Standard
 Representative Katz
 Membership NAB, BMB
 President E. K. Gaylord
 Station Manager P. A. Sugg
 Administrative Asst. Hoyt Andres

Commercial Manager.....Leo Howard
 Promotion Manager.....Gene White
 Program Director.....Paul Brawner
 Chief Announcer.....Wakelield Holley
 Musical Director.....Allan Clark
 Chief Engineer.....H. J. Lovell
 Farm Editor.....Orval Saunders

K H B G

OKMULGEE—1937
MBS-KBS-OKLA. GP.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Times Publishing Co.
 Business-Studio Address.....Petroleum Bldg.
 Phone Number.....3646-7
 Transmitter Location.....20th & Seminole
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, Keystone
 Representative.....Taylor-Borroff
 Membership.....NAB
 President.....Donald W. Reynolds
 General-Station Manager.....Tim Carroll
 Prog.-Musical Dir.....Nova Clarke
 Chief Announcer.....Charles Phillips
 Chief Engineer.....James H. Smith
 Farm Editor.....E. R. Francis

K V L H

PAULS VALLEY—1947
KBS-OKLA. GP.

Frequency: 1470 Kc.....Power: 250 Watts d.
 Owned-Operated By.....KVLH Bcstg. Co.
 Business Address.....204 Pyeatt Bldg.
 Phone Number.....1039
 Studio-Transmitter Location.....W. of Pauls
 Valley on Hwy. 71
 Air Time.....Local sunrise-sunset
 News Service.....AP
 Transcription Service.....World, Keystone
 Membership.....NAB
 President.....James T. Jackson
 General Manager.....Phil Crenshaw
 Commercial Manager.....H. Edward Walker
 Chief Engineer.....George Rountree

W B B Z

PONCA CITY—1927—MBS-OGB-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Ponca City Publ. Co.
 Bus.-Studio-Transmitter Address.....615 W. Grand
 Ave.
 Phone Number.....3200
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus, KBS
 Membership.....NAB
 Exec. Director.....Clyde E. Muchmore
 General Manager.....Paul H. Buenning
 Sales Promotion Mgr.....Harold Goodman
 Production Mgr.....Sheldon E. Bonnewell

Program Director.....James K. Walker
 Chief Engineer.....Olen E. Marshall

K S M I

SEMINOLE—1948—MBS-OKLA. GP.

Frequency: 1260 Kc.....Power: 500 Watts d.
 Owned By.....Seminole Bcstg. Co.
 Operated By.....Tom Potter
 Bus.-Studio-Transmitter Address.....City Park,
 N. Main St., Box 1351
 Phone Number.....1260-1
 Air Time.....Local sunrise-sunset
 News Service.....UP
 Transcription Service.....Capitol, SESAC
 Membership.....NAB
 President.....Tom Potter
 General Manager.....Jon B. Wagner
 Commercial Manager.....Dale E. Porter
 Sales Prom. Mgr.....Carl McDaniel
 Program Director.....Bill P. Monroe
 Chief Engineer.....Warren W. Abbott

K G F F

SHAWNEE—1930—ABC-OKLA. NET

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFF Bcstg. Co., Inc.
 Business-Studio Address.....Ninth & Bell Sts.
 Phone Number.....4390-1
 Transmitter Location.....Shawnee Country Club
 Air Time.....8a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Taylor-Borroff
 Membership.....NAB, BMB
 President.....Oscar S. Stauffer
 General Manager.....Roy J. Bowman
 Commercial Manager.....Helen Henderson
 Sales Prom. Manager.....Maxine Bowman
 Program Director.....William A. Weaver
 Chief Announcer, Musical Dir.....Lowell Clark
 Chief Engineer.....Edwin M. Moore

K S P I

STILLWATER—1947
MBSM-OKLA. GP.

Frequency: 780 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Stillwater Publishing Co.
 Business Address.....P. O. Box 231
 Phone Number.....1807
 Studio-Transmitter Location.....2 Mi. S. of Still-
 water on Hwy. 40
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....World
 Representative.....Burke, Kuipers & Mahoney
 Membership.....NAB
 President.....C. R. Bellatti
 General Manager.....L. F. Bellatti
 Commercial Manager.....Kenneth Vanderver
 Program Director.....Bracton Combs
 Chief Engineer.....Paul McCollum

KAKC

TULSA—1946—OKLA. GP.

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Public Radio Corp.
 Bus.-Studio Address 412 E. Fifth St.
 Phono Number 4-2401
 Transmitter Location 21st & Yale Sts.
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB, FMA
 President-Treasurer S. E. Avey
 V.P., General Manager Glenn Condon
 Asst. Gen.-Comm. Mgr. James L. Neal
 Sales Prom. Manager Jack Evans
 Program Director Bill Davis
 Production Director Bill Webb
 Chief Announcer Bill Bowers
 Musical Director Christine Dunn
 Chief Engineer M. M. Donley

KFMJ

TULSA—1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Fred Jones Bcstg. Co.
 Business-Studio Address Alvin Hotel
 Phone Number 5-5555
 Transmitter Location 21st & Yale
 Air Time Daytime
 News Service UP
 Transcription Service World, Standard
 Representative Forjoe
 Membership NAB, BMB
 President Fred Jones
 General Manager Lawson Taylor
 Commercial Manager Jack Betz
 Chief Announcer Bill Taylor
 Chief Engineer Nate Wilcox

KOME

TULSA—1938—ABC-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Oil Capital Sales Corp.
 Business-Studio Address 8th & Main
 Phone Number 3-4121
 Transmitter Location 3904 S. Newport
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Taylor-Boroff
 Membership NAB
 President Harry Schwartz
 General-Station Mgr. Dick Campbell
 Commercial Manager J. Howard Engle
 Program Director Larry Robertson
 Production Director Jack Newman
 Publicity Director Ann Fountain
 Chief Announcer Wally Imes
 Musical Director Larry Robertson
 Chief Engineer Roy Brown

KTUL

TULSA—1934—CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Tulsa Bcstg. Co.
 Business Address P. O. Box 1739
 Phone Number 2-3191
 Studio Address Boulder-on-the-Park
 Transmitter Location Turley
 Air Time 6:05 a.m.-M.
 News Service UP
 Transcription Service Capitol, Lang-Worth,
 Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President John I. Griffin
 V.P., General Manager John Esau
 Commercial Mgr. L. A. Blust Jr.
 Sales Prom. Mgr., Pub. Dir. George Ketcham
 Program Director Karl Janssen
 Production Director Jack Alexander
 Musical Director Glenn Hardman
 Chief Engineer Robert Snider

KVOO

TULSA—1925—NBC

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Oper. By Southwestern Sales Corp.
 Business-Studio Address Phillower
 Phone Number 2-2254
 Transmitter Location 11 Mi. E. of Tulsa
 Hway. 66
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Standard
 Representative Edward Pety
 Membership NAB, BMB
 President P. Q. Proctor
 V.P., General Mgr. William B. Way
 Commercial Manager Gustav K. Brandborg
 Merch. & Prom. Mgr. T. A. Wallers
 Program Director F. M. Randolph
 Musical Director Joe O'Neill
 Chief Engineer Walt Stinson
 Farm Editor Sam Schneider

KSIW

WOODWARD—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Woodward Bcstg. Co.
 Operated By James L. Todd
 Business Address Box 508
 Phone Number 1450
 Studio-Transmitter Location 22nd & Cedar
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth, Cole
 Membership NAB
 President Dave D. Price
 Station Manager James L. Todd
 Commercial Mgr. Robert E. Davis
 Engineering Supvr. John M. Nelson

OREGON

Estimated Population 1,626,000—Increase +49.2%—Radio Homes 465,300
Total Families 477,900—Stations in State 34

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts d.
Owned-Oper. By... Central Willamette Bcstg. Co.
Bus.-Studio-Transmitter Address... Queen Ave. & Elm St.
Phone Number 1234
Air Time 6 a.m.-M.
News Service UP
Transcription Service..... Standard, World
Representative John Keating
Membership NAB, BMB
President..... W. L. Jackson
Sec.-Treas..... R. R. Cronise
General Manager..... Chet Wheeler
Sta.-Sales Prom. Mgr..... Derwood Smith
Commercial Manager..... Warren Stoffer
Program-Production Dir..... LeRoy Jolley
Publicity Director..... Carley Copenhaver
Chief Announcer..... Doug LaMear
Chief Engineer, Farm Editor... Herbert Davidson

KWIN

ASHLAND—1946—UNITED PACIFIC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Rogue Valley Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address... 1160 Helman Rd.
Phone Number 2-1351
Air Time Unlimited
News Service AP
Transcription Service..... World, Capitol, Standard, Keystone
Representative... John Keating, Homer Griffith
Membership NAB, BMB
President..... M. S. Hamaker
General Manager..... Edward P. Barnett
Commercial Manager..... Virgil E. DeVoe
Sales Prom. Mgr..... Burton Lane Bardeen
Program Director..... Charles B. Fields
Women's Program Dir..... Clara Daniels
Chief Engineer..... Ralph S. Click
Farm Editor..... Doyle Seely

KAST

ASTORIA—1935—MBS-KBS-DON LEE

Frequency: 1230 Kc. (CP 1370) Power: 250 Watts (CP 1000)
Owned-Operated By..... Astoria Bcstg. Co.
Bus.-Studio Address..... 9th & Commercial Sts.
Phone Number 795
Manager..... L. E. Parsons

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Inland Radio, Inc.
Bus.-Studio Address..... First & Court Sts.
Phone Number 140
News Service UP
Transcription Service..... World, KBS
President..... Lee W. Jacobs
Gen.-Comm. Manager... Kenneth E. Lockwood
Promotion Manager..... Milton L. Levy
Chief Engineer..... Frank D. Knox

KBND

BEND—1938—MBS-KBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Central Oregon Bcstg. Co.
Bus.-Studio-Transmitter Address... 1101 Wall St.
Phone Number 848
Air Time..... 6 a.m.-11 p.m.
News Service UP
Transcription Service Lang-Worth
Representative..... W. S. Grant
Membership NAB, BMB
Pres., Gen.-Sta. Mgr.,
Pub. Dir..... Frank H. Loggan
Comm.-Sales Prom. Mgr..... W. H. Barton
Prog. Dir., Chief Announcer,
Farm Editor..... Kessler Cannon
Chief Engineer..... Robert Dickinson

KOOS

COOS BAY—1928—MBS-DON LEE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... KOOS, Inc.
Bus.-Studio-Transmitter Address..... 505 Hall Bldg.
Phone Number 432-3
Air Time Unlimited
News Service AP
Transcription Service World
Representative John Keating
Membership NAB
President..... Sheldon F. Sackett
General Manager..... Fred F. Chitty
Station Manager..... Hal Shade
Commercial Manager..... Jack Irvine
Program Director..... Sara Spough
Chief Engineer..... Roger Spough

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... KWRO Bcstrs.

OREGON

Bus. Studio Address..... Coquille Hotel, P. O.
Box 396
Phone Numbers..... Coquille 396, Coos Bay 396
Transmitter Location..... Sanford Hgts., 1 Mi.
N.W. of Coquille, on Hway. 101
Air Time..... 17 Hrs.
News Service..... AP
Transcription Service..... Associated, Cole,
SESAC, Keystone
Representative..... Gene Grant
President..... William E. Walsh
General Manager..... Walter L. Read
Sta. Sales Prom. Mgr..... Robert W. Harris
Comm. Mgr., Pub. Dir..... William Cook
Program-Production Dir..... Ralph Brown
Chief Announcer..... Robert Harris
Chief Engineer..... Walter L. Read
Farm Editor..... Curt Raynes

KRUL

CORVALLIS—1947
KBS-UNITED-PACIFIC

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By..... Pacific States Radio Co.
Bus. Studio-Transmitter Address..... 122 So. 15th
St.
Phone Number..... 1504, 1178
Air Time..... Unlimited
News Service..... AP
Transcription Service..... Lang-Worth, Keystone
Representative..... W. S. Grant
Membership..... NAB, BMB
President..... J. C. Haley
Gen. Sta. Comm. Sales Prom.
Manager..... A. T. Shields
Program-Production Director..... C. W. Peck
Chief Announcer, Chief Engineer..... Jeff Evans
Musical Dir., Farm Editor..... Mel Palder

KODL

THE DALLES—1940—KBS

Frequency: 1230 Kc..... Power: 250 Watts d.
Owned-Oper. By..... Western Radio Corp.
Bus. Studio-Transmitter Address..... KODL, Scenic
Drive, near Soroasis Park
Phone Number..... 2300
Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... McGregor, Keystone
Membership..... NAB
Pres., General Mgr..... V. B. Kenworthy
Station-Comm. Mgr..... Paul E. Walden
Sales Prom. Manager..... Lee Phillips
Program Director..... Arthur Elliott
Chief Engineer..... Robert Molt

KASH

EUGENE—1947—KBS

Frequency: 1800 Kc..... Power: 1000 Watts

Owned-Oper. By..... Radio Air Ways, Inc.
Bus. Studio-Transmitter Address..... Day Island
Rd.
Phone Number..... 4595
Air Time..... 6 a.m.-M.
News Service..... UP
Transcription Service..... Standard, Thesaurus,
Keystone
Representative..... Gene Grant, Donald Cooke
Pres., Gen. Station Mgr..... E. L. Kincaid
Program-Production Dir..... Bruce Nidever
Publicity Director..... Clare Mattingly
Musical Director..... Laura Nidever
Chief Engineer..... William Riley

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc..... Power: 250 Watts
Owned By..... Lane Bcstg. Co.
Operated By..... Paul V. McElwain &
Glenn E. McCormick
Business Address..... P. O. Box 1032
Phone Number..... 3
Studio Address..... 27th & Willamette Sts.,
4th & Main Sts., Springfield
Transmitter Location..... 27th & Willamette Sts.
Air Time..... Unlimited
News Service..... AP
Transcription Service..... World
Membership..... NAB, BMB
President..... Paul V. McElwain
General-Station Manager..... Lee Bishop
Commercial Manager..... C. R. Hillyer
Sales Prom. Mgr., Pub. Dir..... Virgil Parker
Program-Production Dir..... Robert Eubanks
Chief Engineer..... Floyd Vikes

KUGN

EUGENE—1946—ABC

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Operated By..... Valley Bcstg. Co.
Business Address..... P. O. Box 1400
Phone Number..... 2800
Studio-Transmitter Location..... Coburg Rd.
Air Time..... 5:30 a.m.-M.
News Service..... AP
Transcription Service..... Lang-Worth, Capitol
Representative..... W. S. Grant,
Frank J. McHugh, Jr.
Membership..... NAB
President..... C. H. Fisher
General Manager..... S. W. McCready
Commercial Manager..... L. N. Young
Program Director..... Robert R. Whitley
Production Director..... John E. Boren
Publicity Director..... L. S. Ready
Chief Engineer..... William H. Green
Farm Editor..... Earl Britton

KUIN

GRANTS PASS—1939—DON LEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Southern Oregon Bcstg. Co.
 Business Address. P. O. Box 148
 Phone Number 4477
 Studio-Transmitter Location. Redwood Hwy.
 Air Time. 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service. World. McGregor
 Representative. W. S. Grant
 Membership NAB, BMB
 President. A. E. Voorhies
 General Manager. William B. Smullin
 Station Manager. E. A. Malone
 Sales Manager. Glenn E. Nickell
 Program Director. John T. Sivert
 Chief Engineer. N. L. Williams

KLBM

LA GRANDE—1938

KBS-OREGON TRAIL

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Inland Radio, Inc.
 Bus. Studio-Transmitter Address. Old Oregon
 Trail
 Phone Number 220
 Air Time. 7 a.m.-11 p.m.
 News Service UP
 Transcription Service. Lang-Worth, Keystone
 Representative. Jack Keating
 Membership NAB, BMB
 President, General Manager. Lee Jacobs
 Station Manager. John G. Jones
 Commercial Manager. Ken Lillard
 Program Director. Marjorie Pierce
 Chief Engineer. Murray Durham

KFJI

KLAMATH FALLS—1922

MBS-DON LEE

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Oper. ated By. KFJI Bcstrs.
 Bus. Studio-Transmitter Address. 203 Main
 Phone Number 5155
 Air Time. Unlimited
 News Service UP
 Transcription Service World
 Representative W. S. Grant
 Membership NAB
 President, General Mgr. W. D. Miller
 Comm.-Sales Prom. Mgr. Jack Keating
 Prod. Mgr., Prog.-Pub.-Music
 Director Bill Wentworth
 Chief Engr., Farm Editor. William P. Grimes

KMED

MEDFORD—1926—NBC

Frequency: 1440 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By. Mrs. W. J. Virgin
 Business-Studio Address. P. O. Box 1306
 Phone Number 4000
 Transmitter Location. Ross Lane
 Air Time. Unlimited
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 Owner, Gen. Mgr. Mrs. W. J. Virgin
 Comm.-Sa'es Prom. Mgr. James J. Dunlevy
 Program Director. Gladys LaMar
 Pub. Dir., Farm Editor. John S. Duffy
 Chief Engineer. Victor M. Catiff

KFLW

KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Hera'd Publ. Co. of
 Klamath Falls
 Bus. Studio-Transmitter
 Address 1301 Esp'anade
 Phone Number 8115
 Air Time. 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative Eye-elt, McKinnev
 Membership NAB, BMB
 President Frank Jenkins
 General-Station Mgr. H. J. Chandler
 Commercial Manager. Max J. Frye
 Program-Publicity Dir. Marjorie Eagle
 Production Manager. Chuck Cecil
 Musical Director. Bill Williams
 Chief Engineer. Gilbert Walters
 Farm Editor. Paul Alexander

KYJC

MEDFORD—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Medford Printing Co.
 Bus. Studio-Transmitter Address. Barnett Rd.
 Phone Number 9200
 Air Time. Unlimited
 News Service. AP, UP
 Transcription Service. Lang-Worth, Cole
 Representative. W. S. Grant,
 Frank J. McHugh, Jr.
 Membership NAB
 President. Robert W. Ruhl
 General-Station Mgr. Collin R. Matheny
 Comm. Mgrs. Robert M. Bruce,
 Norbert Miksche
 Sales Prom. Manager. Robert M. Bruce
 Program Director. John Ahearn
 Publicity Director. Collin R. Matheny
 Musical Dirs. Curtis Burnside, Jerry Webb
 Chief Engineer, Farm Editor. Cheater J. Stuart

OREGON

KNPT

NEWPORT—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Yaquina Radio, Inc.
Business Address: Box 682
Phone Number: 560
Studio-Transmitter Address: N. city limits of Newport

Air Time: Unlimited
News Service: AP
Transcription Service: World
Representative: John Keating
Pres., Gen. Station Mgr.: Tom R. Becker
Commercial Mgr.: Leonard Epling
Prog.-Musical Director: Silvia Becker
Prod. Dir., Chief Announcer:
Farm Editor: Bob Gleason
Station Relations: Joe Kortman
Chief Engineer: Leo Reetz

KSRV

ONTARIO—1946—OREGON TRAIL

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Inland Radio, Inc.
Business-Studio Address: Box 540
Phone Number: 212
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: Capitol, World, Thesaurus, Cole
Membership: NAB, BMB
President: Lee W. Jacobs
Station Manager: Gordon L. Capps
Commercial Manager: John W. Powell
Sales Promotion Mgr.: Elliot B. Behrens
Program Director: Ray Kozak
Chief Engineer: Charles E. Harland
Farm Editor: Hal Corwin

KGON

OREGON CITY—1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Clackamas Bcstrs.
Business-Studio Address: Box 391
Phone Number: 7111
News Service: AP
Transcription Service: Capitol, Lang-Worth, World
General Manager: Floyd C. Bain

KWRC

PENDLETON—1941

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Western Radio Corp.
Business Address: P. O. Box 178
Phone Number: 1425
Studio-Transmitter Location: End of S.W. Sixth
Air Time: Unlimited
News Service: UP

Pres., Gen. Mgr.: V. B. Kenworthy
Station Manager: Ted A. Smith
Comm. & Prod.: Ray L. Benningson
Program Director: Edward J. Warmoth

KBKO

PORTLAND—1948

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Oper. By: Mercury Bcstg. Co.
Bus. Studio Address: 1212 Failing Bldg.

KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Bus. Studio Address: 1230 S.W. Main St.
Phone Number: Capitol 1881
Transmitter Location: Clackamas
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Associated, SESAC
Representative: Free & Peters
Membership: BMB
President: Walter Evans
General Manager: J. B. Conley
Station Manager: C. S. Young
Sales Manager: Eldon Campbell
Sales Prom. & Pub. Mgr.: Charles L. Burrow
Program Manager: Mel Bailey
Production Director: Ken Finley
Musical Director: George Burns
Chief Engineer: Thomas Ely

KGW

PORTLAND—1922—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Oper. By: The Oregonian Publishing Co.
Bus. Studio Address: 1320 S.W. Broadway
Phone Number: Beacon 6364
Transmitter Location: No. Portland
Air Time: 6 a.m.-M.
News Service: AP, INS
Transcription Service: Lang-Worth, Thesaurus, World
Representative: Edward Petry
Membership: NAB, BMB
President: E. B. MacNaughton
General Manager: M. J. Frey
Station Manager: H. Quanten Cox
Commercial Manager: J. N. Wasson
Program Director: Homer Welch
Dir. of Pub. Rel., Pub. Dir.: Frank Coffin
Chief Announcer: Bob Tomlinson
Musical Director: Abe Bercovitz
Chief Engineer: Harold C. Singleton
Farm Pgm. Dir.: Wallace L. Kaddery

KOIN

PORTLAND—1926—CBS

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
 Transmitter Location: Sylvan
 Air Time: 6 a.m.-M.
 News Service: AP, INS, UP
 Transcription Service: World, Capitol
 Associated
 Representative: Avery-Knodel
 Membership: NAB, BMB
 President, Owner: Marshall Field
 Gen.-Sta.-Comm. Mgr.: Harry H. Buckendahl
 Promotion Manager: Marc Bowman
 Program Director: Ted W. Cooke
 Production Director: Willard Mears
 Chief Announcer: Duncan Macleod
 Musical Director: Owen Dunning
 Chief Engineer: Louis S. Bookwalter
 Farm Editor: Luke L. Roberts

KPDQ

PORTLAND—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: John W. DAVIS
 Bus.-Studio-Transmitter Address: Oaks Park
 Phone Number: VERmont 5142
 Air Time: Daytime
 News Service: AP
 Transcription Service: Associated, Capitol
 Representative: William G. Rambeau
 Owner, Gen. Mgr.: John W. Davis
 Prog.-Musical Dir.: Donovan Zundel
 Chief Announcer, Chief
 Engineer: R. F. Johnson

KPOJ

PORTLAND—1932—MBS-DON LEE

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By: Journal Publishing Co.
 Bus.-Studio Address: 919 S.W. Taylor St.
 Phone Number: Br. 3484
 Transmitter Location: P. O. Address R. 1,
 Box 2433
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: Standard, Associated
 Representative: John Blair
 Membership: NAB, BMB
 President: P. L. Jackson
 General-Station Manager: R. M. Brown
 Commercial Manager: Alan L. Torbet
 Program Director: Thomas J. Swafford
 Production Director: Hugh Smith
 Publicity Director: Byron G. Shrader
 Chief Announcer: Lou Gillette
 Musical Director: Allen Uhles
 Chief Engineer: A. E. Richmond
 Farm Service Dir.: Alvin D. Bauer

KWJJ

PORTLAND—1927—UNITED-PACIFIC

Frequency: 1080 Kc. Power: 10,000 Watts
 Owned-Oper. By: KWJJ Bcst. Co., Inc.
 Bus.-Studio Address: 1011 S.W. 6th Ave.
 Phone Number: Atwater 4393
 Transmitter Location: No. Portland
 Air Time: 6 a.m.-1 a.m.
 News Service: UP
 Transcription Service: Lang-Worth, Standard
 Representative: Burn-Smith
 Membership: NAB
 President: Wilbur J. Jerman
 Gen.-Station Mgr.: William E. Richardson
 Commercial Manager: Jerry Speerstra
 Sales Prom. Mgr., Pub. Dir.: Ben Crosby
 Program-Production Dir.: Rene Bozarth
 Chief Announcer: Art Morey
 Musical Director: John Emmet
 Chief Engineer: Dwight Loomis

KXL

PORTLAND—1926—PACIFIC N.W.

Frequency: 750 Kc. Power: 10,000 Watts d.
 Owned-Operated By: KXL Bcstrs.
 Business-Studio Address: Orpheum Bldg.
 Phone Number: BR. 6451
 Transmitter Location: Town of Harmony
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, Keystone,
 Standard
 Representatives: Walker, Moore
 Pres., Gen.-Sta.-Comm. Mgr.: H. S. Jacobson
 Prog.-Pub. Director: Paul Robinson
 Production Manager: Jackson Fleming
 Chief Engineer: Ralph Mifflin
 Farm Editor: Ben Buisman

KRNR

ROSEBURG—1935
 MBS-DON LEE-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: News Review Co.
 Business Address: 134 N. Jackson St.
 Phone Number: 4
 News Service: AP
 Transcription Service: Standard, World, KBS
 Representatives: John Keating, Griffith
 President: Frank Jenkins
 General Manager: Iris Rice Helliwell
 Commercial Manager: Del McKay

KOCO

SALEM—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: B. Loring Schmidt
 Bus.-Studio-Transmitter Address: 1426 Edge-
 water St., W. Salem

OREGON—PENNSYLVANIA

Phone Number 3-3108
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service..... Capitol. Thesaurus,
 Keystone
 Representative William G. Rambeau
 Membership NAB
 General Manager B. Loring Schmidt
 Commercial Manager..... Earle W. Headrick
 Program Director Jack Zubon
 Production Director..... William A. Exline
 Chief Engineer..... Edward C. McElroy, Jr.

News Service AP
 Transcription Service World
 Representative W. S. Grant
 Membership NAB, BMB, FMA
 Pres., General Mgr..... Glenn McCormick
 Station Comm. Manager..... Hal Byer
 Program Director..... Ester Konantz
 Chief Announcer..... Blaine Hanks
 Chief Engineer..... Clyde Carlton

KSLM

SALEM—1939—MBS-DON LEE

Frequency: 1390 Kc..... Power: 1000 Watts
 Owned-Operated By..... Oregon Radio, Inc.
 Business Address Salem
 Phone Number 3-4831
 Studio Address Senator Hotel Bldg.
 Transmitter Location..... Kingwood Hgts.
 Air Time 6a.m.-1 a.m.

TILLAMOOK—1947—KBS

Frequency: 1590 Kc..... Power: 250 Watts
 Owned-Oper. By..... Tillamook Bcstg. Co., Inc.
 Business Address..... Star Route W., Box 24
 Phone Number 1122
 News Service AP
 Transcription Service..... World, KBS
 Representative John Keating
 President..... Fred H. Guyton
 General Manager..... Mel Baldwin
 Sales Manager..... Jim Kelly

PENNSYLVANIA

*Estimated Population 10,689,000—Increase + 3.0%—Radio Homes 2,746,700
 Total Families 2,879,900—Stations in State 100*

W A E B

ALLENTOWN—1948—ABC

Frequency: 790 Kc..... Power: 500 Watts d.
 1000 Watts n.
 Owned-Oper. By..... Valley Bcstg. Corp.
 Bus. Studio-Transmitter Address..... K. & S.
 Bldg., 7th & Hamilton Sts.
 Phone Number..... Allentown 4-9364
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative George P. Hollingbery
 Pres., Gen. Mgr..... Joseph M. Nassau
 Commercial Manager..... Howard Wasserman
 Program Director..... James A. Nassau
 Chief Engineer..... Martin N. Oebbeke

Pres., Gen. Mgr..... Lewis Windmuller
 Commercial Manager..... Roderick E. Schoenlank
 Sales Prom. Mgr., Pub. Dir..... C. Robert Glover
 Chief Engineer..... Gerald B. Werst

W K A P

ALLENTOWN—1946—KBS

Frequency: 1580 Kc..... Power: 1000 Watts d.
 Operated By..... Allentown Bcstg. Co.
 Bus. Studio Address..... 715 Hamilton St.
 Phone Number 3-3166
 Transmitter Location..... Jordan Pkway, Route
 145, Whitehall Township
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service..... World, Lang-Worth,
 Keystone
 Representative Forjoe
 Membership NAB
 President..... N. Joe Rahall
 General Manager..... O. R. Davies
 Sales Prom. Mgr..... Jack J. Dash
 Program Director..... Gerald Williams
 Chief Announcer..... Marshall Cleaver
 Chief Engineer..... C. Frank Cordaro

W H O L

ALLENTOWN—1948—CBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Allentown Bcstg. Corp.
 Bus. Studio-Transmitter Address..... 1125 Cel-
 rado Ave.
 Phone Number..... Allentown 4-4801
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Standard
 Representative Robert Meeker
 Membership NAB

W S A N

ALLENTOWN—1923—NBC

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

PENNSYLVANIA

Owned-Oper. By... Lehigh Valley Bcstg. Co.
Bus-Studio Address... 39-41 N. Tenth St.
Phone Number... Allentown 9511
Transmitter Location... Old Catasauqua Rd.,
Route 1
Air Time... 7 a.m.-M.
News Service... AP, UP
Transcription Service... Standard, Thesaurus
Representative... Headley Reed
Membership... NAB, BMB
President... J. Calvin Shumberger
V.P., Managing Dir... B. Bryan Musselman
Office Manager... Olivia P. Musselman
Dir. of Programs... George Y. Snyder
Technical Supervisor... Reuel H. Musselman

WFBG

ALTOONA-1924-NBC

Frequency: 1340 Kc... Power: 250 Watts
Owned-Operated By... Gable Bcstg. Co.
Bus-Studio Address... Wm. F. Gable Co.
Phone Number... 6467
Transmitter Location... Atop Gable Store
Air Time... 7 a.m.-M.
News Service... AP
Transcription Service... World, Lang-Worth
Representative... Headley-Reed
Membership... NAB, BMB
President... George P. Gable
Managing Director... John M. Snyder
Chief Announcer... James Gates
Musical Director... George Burgoon
Farm Editor... Eugene Hammil

WJSW

ALTOONA-1947-MBS

Frequency: 1290 Kc... Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By... Altoona Bcstg. Co.
Bus-Studio Address... 1413 11th Ave.
Phone Number... 9301
Transmitter Location... Goods Lane, Logan
Township
Air Time... 7 a.m.-1 a.m.
News Service... UP
Transcription Service... Standard
Representative... Burn-Smith
Membership... NAB
President... Herbert T. Wolf
General Mgr... Thomas W. Metzger
Station-Comm. Mgr... James E. Moren
Sales Prom. Mgr... D. Ruel Burkhardt
Program Director... Lois M. Huey
Production Director... Charles Flynn
Publicity Director... Richard Gibboney
Chief Announcer... Tom Torrissi
Musical Director... Mike Croft
Chief Engineer... C. Irvin Metzger
Farm Editor... Harvey Miller

WRTA

ALTOONA-1947-ABC

Frequency: 1240 Kc... Power: 250 Watts
Owned By... Thompson Bcstg. Co.
Operated By... Roy F. Thompson
Bus-Studio-Transmitter Address... 1421 12th
Ave.
Phone Number... 6646
Air Time... 6:30 a.m.-1 a.m.
News Service... UP
Transcription Service... Thesaurus, SESAC
Representative... Robert Meeker
Membership... NAB
Gen-Sta.-Comm. Mgr... Roy F. Thompson
Sales Prom. Mgr... William Clear
Program Director... Dorothy M. Thompson
Musical Director... Robert Michael
Production Director... John E. Riley
Chief Engineer... George R. Burgoon
Farm Editor... Robert Klar

WVAM

ALTOONA-1948-CBS

Frequency: 1430 Kc... Power: 1000 Watts
Owned-Operated By... General Bcstg. Corp.
Business-Studio Address... 2801 Edgewood Dr.
Phone Number... 8127
News Service... UP
Transcription Service... Lang-Worth
Representative... Weed
President... Emanuel S. Leopold
Gen.-Comm. Manager... D. L. Sellers
Prog. Dir., Prom. Mgr... Mike Grant
Chief Engineer... J. J. Ralston

WAVL

APOLLO-1947

Frequency: 910 Kc... Power: 1000 Watts
Owned-Oper. By... Tri-Borough Bcstg. Co.
Bus-Studio Address... 401-403 Forth Ave.
Phone Number... Apollo 480
Transmitter Location... 1/4 Mi. E. of Apollo on
Rt. No. 56
Air Time... Daytime
News Service... UP
Transcription Service... SESAC, Cole
Representative... Rural Radio
General Manager... Cecil F. Clifton
Commercial Manager... Meredith Twining
Program Director... Carmen Tubby
Publicity Director... Larry Caldwell
Chief Engineer... H. E. Smith
Farm Editor... A. J. West

WBVP

BEAVER FALLS-1948

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

• • • **PENNSYLVANIA** • • •

Business-Studio Address...1216 Seventh Ave.
News ServiceUP
Transcription Service.....Capitol, Standard
President, General Mgr.....Frank R. Smith, Jr.
Commercial Mgr.....Thomas B. Price
Program Director.....Gerry Golf
Promotion Manager.....Jean Biggard
Chief Engineer.....Bill Hines

WGPA

BETHLEHEM—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Bethlehems' Globe
Pub. Co.
Bus.-Studio Address.....426 Brodhead Ave.
Phone Number6-8074-5
Transmitter Location...Eighth Ave. & Dell St.
Air TimeSunrise-sunset
News ServiceUP
Transcription Service.....World, Capitol
MembershipNAB
Vice President.....Rolland L. Adams
Sta.-Comm. Mgr.....Arthur C. McCracken
Program Director.....Stefan George
Publicity Director.....Jack Perry
Musical Director.....Belly Fry
Chief Engineer.....Edwin L. Rybak
Farm Editor.....Joe Prentice

WCNR

BLOOMSBURG—1946

Frequency: 930 Kc.....Power: 500 Watts
Owned-Oper. By.....The Columbia-Mantour
Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Phone Number1700
Transmitter Location...Bloomsburg RFD
News ServiceAP
Transcription Service.....Associated
MembershipNAB
President.....Robert R. Eyerly
General Manager.....Ed Darlington
Commercial Manager.....John Gilton
Chief Engineer.....Stanton Davis

WLTR

BLOOMSBURG—1947

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bloom Radio, Inc.
Business-Studio Address.....Hotel Magee
Phone Number1800-1
Transmitter Location...Scott Township
Air TimeSunrise-sunset
News ServiceUP
Transcription Service.....World
MembershipNAB, BMB
President.....Harry L. Magee
General-Station Mgr.....C. G. Moss
Commercial Manager.....Hamer Cox
Sales Prom. Mgr., Prog. Dir.....Roy Nassau

Production Director.....Mark Jury
Publicity Director.....Laura Fairchild
Chief Engineer.....Park H. Cassady
Musical Director.....Ray Calabrese
Farm Editor.....Walt Lewis

WLOA

BRADDOCK—1947

Frequency: 1550 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Matta Bcstg. Co.
Business-Studio Address...1233 Braddock Ave.
Phone Number.....Electric 1100 (Pittsburgh)
News ServiceUP
Transcription Service...Lang-Worth, Standard,
World
RepresentativeFriedenberg
President, General Mgr.....William G. Matta
Commercial Manager.....George Matta
Program Director.....Paul McCandless
Chief Engineer.....James Schultz

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Bradford Publications, Inc.
Business Address.....43 Main St.
Phone Number.....7174-5, 3173
Studio Address.....35 Main St.
Transmitter Location...High St. Ext.
Air TimeUnlimited
News ServiceAI
Transcription Service.....Standard, World
RepresentativeMcGeehan & O'Mara
MembershipNAB
President.....Lester R. Edwards
Gen.-Comm. Mgr.....Joseph M. Cleary
Sales Prom. Mgr., Pub. Dir...William V. Peter's
Prog. Dir., Farm Editor...Joseph V. Lentini
Prod. Dir., Chief Announcer..Robert C. Norman
Musical Director.....George M. Ward
Chief Engineer.....David W. Jefferies

WISR

BUTLER—1941—KBS

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Butler Bcstg. Co.
Business-Studio Address...357 N. Main St.
Phone Number4701
Transmitter Location...McKinley Ave. Ext.
Air TimeSunrise-local sunset
News ServiceUP
Transcription Service...Lang-Worth, Keystone
RepresentativeForjoe
MembershipNAB, BMB
PresidentDavid Rosenblum
Commercial Manager.....Paul H. Martin
Program Director.....Robert Kaufman
Publicity Director.....Joel Rosenblum
Chief Engineer.....Paul Rex
Farm Editor.....R. H. McDougall

. . . **PENNSYLVANIA** . . .

WLXW

CARLISLE—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Operated By Philip Mathews
 Bus.-Studio Address 60 Moorland Ave.
 Owner Philip Mathews

WCHA

CHAMBERSBURG—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Chambersburg Bcstg. Co.
 Bus.-Studio Address Craft Press Bldg.
 Phone Number 1110-1
 Transmitter Location Route No. 6, Warm
 Spring Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Thesaurus, Capitol
 Representative Forjoe
 Membership NAB
 Pres., Gen.-Station Mgr. John S. Booth
 Comm.-Sales Prom. Mgr. Charles M. Cassel
 Program Director Earl Strine
 Prod.-Pub. Director M. Goodwin Clarke
 Chief Announcer Allen Saunders
 Musical Dir., Farm Editor Edward Leigh
 Chief Engineer James McCurdy

WESA

CHARLEROI—1947

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Monongahela Valley Bcstg.
 Corp.
 Bus.-Studio-Transmitter Address Recerational
 Park
 Phone Number Charleroi 2300
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World, Capitol
 Representative Harry Friedenberg
 Membership NAB
 President Dr. A. S. Sickman
 Gen.-Station-Comm. Mgr. John E. Karabin
 Sales Prom. Mgr., Pub. Dir. Robert Vesel
 Prog.-Prod. Dir. Charles C. Rutledge, Jr.
 Chief Announcer, Musical
 Director William Ryan, III
 Chief Engineer Henry Neiderkofler

WPWA

CHESTER—1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Lou Poller
 Business Address Chester
 Phone Number 3-1641
 Air Time Daytime
 News Service AP
 Transcription Service World, Capitol
 Membership NAB

Owner Lou Poller
 General Manager M. A. Mandel
 Sales Promotion Mgr. Burton Levin
 Program Director Bob Johnson
 Chief Engineer Harry Simmington

WVCH

CHESTER—1947

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By James M. Tisdale
 Bus.-Studio Address Wolf Bldg., Market Sq.
 Phone Number Chester 2-8861
 Transmitter Location Bridgewater Rd., RD 1
 Air Time Sunrise-sunset
 News Service UP
 Pres., Gen. Mgr., Pub. Dir. James M. Tisdale
 Station Manager Tom Harvey
 Commercial Manager Dan Safron
 Sales Prom. Manager Jack Carrol
 Prog.-Musical Dir. Edna Whittington
 Chief Announcer Tom Harvey
 Chief Engineer James M. Tisdale
 Farm Editor Phil Steer

WCPA

CLEARFIELD—1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Progressive Publishing Co.,
 Inc.
 Business Address 206 E. Locust St.
 Phone Number 5-5541
 Studio Address 215 Church St.
 Transmitter Location Clearfield R.D.
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus, Capitol,
 World
 Membership NAB
 President Richard Kennard
 General Manager W. K. Ulerich
 Sta. Mgr., Prog.-Pub. Dir. W. J. Thomas
 Comm.-Sales Prom. Mgr. W. C. Plummer
 Chief Announcer, Musical Dir. Joseph Milsop
 Chief Engineer Llewellyn Duck
 Farm Editor W. O. Mitchell

WTWS

CLEARFIELD—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Airplane & Marine
 Instruments, Inc.
 Address P. O. Box 868
 Phone Number 5-9616
 News Service INS
 Transcription Service World
 President Theodore W. Stemmler
 Mgr., Comm. Mgr. Marsha Davenport
 Sta. Mgr., Prog. Dir. Kenneth D. Snyder
 Promotion Manager Robert A. Rexroad
 Chief Engineer Miles Lewis

PENNSYLVANIA

WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Connellsville Bcstrs., Inc.
 Bus.-Studio Address: 124 W. Crawford Ave.
 Phone Number: Connellsville 2700
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, SESAC, Capitol
 Pres., Gen.-Sta. Mgr.: J. Wylie Driscoll
 Chief Engineer: R. H. Fasulkey

WBUX

DOYLESTOWN—1948

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By: Charles M. Meredith
 Business-Studio Address: The Hart Bldg.
 Phone Number: Doylestown 220
 Transmitter Location: Doylestown Township
 News Service: AP
 Transcription Service: Thesaurus
 Membership: NAB

Owner, Gen. Mgr.: Charles M. Meredith
 Station-Comm. Mgr.: William A. Lynch
 Sales Promotion Mgr.: Leon Kehr
 Prod. Dir., Chief Announcer: Neal Call
 Chief Engineer: Paul Fireman
 Farm Editor: Chuck Fairchild

WCED

DUBOIS—1941—CBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Tri-County Bcstrg. Co.
 Bus.-Studio-Transmitter Address: 80 N. Park Pl.
 Phone Number: 1700
 News Service: UP
 Transcription Service: Keystone
 President: Harold Gray
 Gen. Mgr., Pub. Dir.: Jason S. Gray
 Station-Comm. Manager: Les Ryder
 Program Director: Virginia Ryder
 Chief Engineer: Vernon Stahl

WEST

EASTON—1936—NBC-MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Associated Bcstrs., Inc.

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

W GAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

P E N N S Y L V A N I A

Bus.-Studio Address.....516 Northampton St.
 Phone Number.....6131
 Transmitter Location.....Williams Township
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NAB
 Station Executive.....Clair R. McCollough
 Station Manager.....Elwood C. Anderson
 Natl. Sales Manager.....J. Robert Gulick
 Program Director.....Eugene Bethman
 Chief Engineer.....J. E. Mathiot

W E R C ERIE—1941—NBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Presque Isle Bcstg. Co.
 Bus.-Studio-Transmitter Address...121 W. 10 St.
 Phone Number.....26-918-9
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service...Associated. Lang-Worth
 Representative.....Weed
 President.....Jacob A. Young
 General Manager.....Charles E. Denny
 Station Manager.....J. J. Young
 Commercial Manager.....Art Ingram
 Program Director.....Virginia Donachy
 Chief Announcer.....John Michael
 Chief Engineer.....Ken Hestor

W I K K ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned By.....Community Service Bcstg. Co.
 Bus.-Studio Address.....1021 State St.
 Phone Number.....23-249
 Transmitter Location.....Waterford
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Taylor-Borroff
 Membership.....NAB
 President.....Keith Kiggins
 General Manager.....Ted Nelson
 Commercial Manager.....John Rossiter
 Program Director.....E. D. Harvey
 Chief Engineer.....Hugo A. Bondy

W L E U ERIE—1933

MBS-QUAKER-WM. PENN

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....WLEU Bcstg. Corp.
 Bus.-Studio Transmitter Address.....2nd Fl.
 Comme ce Bldg., 12th & State Sts.
 Phone Number.....23-327, 22-129
 Air Time.....6 a.m.-M.
 News Service.....AP

Transcription Service.....World. Thesaurus
 President.....Leo J. Omelian
 V.P., Gen.-Sta. Comm. Mgr....V. Hamilton Weir
 Secretary.....Calire Theno
 Musical Director.....Anthony Conti
 Chief Engineer.....George Roland
 Farm Editor.....Paul Crossman

W H J B GREENSBURG—1934

Frequency: 620 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Pittsburgh Radio Supply
 House
 Bus.-Studio-Transmitter Address..Penn Albert
 Hotel
 Phone Number.....Greensburg 3740
 Air Time.....7 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau
 Membership.....NAB, BMB
 President.....H. Kenneth Brennen
 General-Comm. Mgr.....G. J. Podyyn
 Program Director.....John Howard
 Chief Engineer.....L. L. Allen

W H G B HARRISBURG—1945

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.
 Bus.-Studio-Transmitter Address...112 Market
 St.
 Phone Number.....2-3456, 6-2646
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Weed
 Membership.....NAB, BMB
 Pres., Comm. Mgr.....Herbert Kendrick
 General Manager.....Jack Hooper
 Program Director.....Stan Bowman
 Production Director.....Betsy Heagy
 Pub.-Musical Dir.....Red McCarthy
 Chief Announcer.....Fred Greene
 Chief Engineer.....Woody Schlegel

W H P HARRISBURG—1924—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By.....WHP, Inc.
 Business-Studio Address.....216 Locust St.
 Phone Number.....4-3211
 Transmitter Location.....Harrisburg Hershey
 Hw., 4 Mi. E. of Harrisburg
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service...Standard. Associated
 Representative.....Bolling
 Membership.....NAB, BMB



to... **WAZL**

Day in and Day Out!

in the GREATER HAZLETON TRADING AREA

[
 The attached Conlan survey tells the story! Read it completely and see for yourself how WAZL dominates the listening audience! . . . We're located in Luzerne—the third largest county in Pennsylvania with 441,518 inhabitants!
]

- ☆ Coverage?
- ☆ Network?
- ☆ Service?
- ☆ Results?
- ☆ Promotion?
- ☆ Representation?

SURE! . . . we serve four counties in this great state of Pennsylvania . . . Primary coverage area, 224,579; Metropolitan Hazleton trading area 131,000.

SURE! . . . two of them! NBC and Mutual.

SURE! . . . complete staff of experienced personnel . . . three of original staff members still with the station since it went on the air in 1932! They have the "know-how!"

SURE! . . . ask the satisfied clients using WAZL year after year . . . some of them for 16 years.

SURE! . . . outstanding promotion jobs for clients year after year . . . awards won regularly. Look at the records!—Right ahead of 50,000 watt stations on program promotion!!!

SURE . . . Robert Meeker Associates, 521 Fifth Avenue, New York City.

"Power Alone is Not Enough"

It takes:

PROGRAMS . . . we have them!

PERSONNEL . . . our staff is experienced in the "know-how" of radio!

PROMOTION . . . we do it!

VIC DIEHM
General Manager

WAZL HAZLETON, PA.

1490 kc.

* Represents our peak audience figure. Overall percentage for entire survey 67.5%.



AFFILIATE

PENNSYLVANIA

Gen.-Sta.-Comm. Mgr. A. K. Redmond
 Sales Prom. Mgr. Beatrice Potteiger
 Program Director Dick Redmond
 Production Director Harry Hinkley
 Publicity Director John Price
 Musical Director David Shoop
 Chief Engineer E. Daniel Leibensperger
 Farm Editor George Wirt

W K B O

HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Keystone Bcstg. Corp.
 Bus.-Studio Address 31 N. Second St.
 Phone Number 4-0191
 Transmitter Location Penn Harris Hotel
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NAB
 Station Executive Clair R. McCollough
 Station Manager David J. Bennett, Jr.
 Natl. Sales Manager J. Robert Gulick
 Program Director Don Wear
 Chief Engineer J. E. Mathiot

W A Z L

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Hazleton Bcstg. Co.
 Bus.-Studio Address 708 Hazleton Natl.
 Bank Bldg.
 Transmitter Location 610 E. Berner Ave.
 News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Membership NAB, BMB
 Pres., Gen.-Sta. Mgr. Victor C. Diehm
 Comm.-Sales Prom. Mgr. Thomas Tito
 Prog. Dir., Chief Announcer Don Murray
 Production Manager Dave Davies
 Publicity Director Kathryn Kahler
 Musical Director John Stanzola
 Chief Engineer Elwood Tito
 Farm Editor Paul Brown

W H O D

HOMESTEAD—1948

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By Steel City Bcstg. Corp.

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

W GAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

. . . **PENNSYLVANIA** . . .

Bus. Studio Address.....105 E. Seventh Ave.
 Phone Number.....HO 0027
 Transmitter Location.....W. Millfin Borough
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....Carl Cuda
 General-Comm. Mgr.....Roy Ferree
 Sta. Mgr., Prog. Dir.....Raymond Scott
 Sales Prom. Mgr., Pub. Dir.....Sid Dickler
 Production Director.....Diana Birkenfield
 Chief Engineer.....James Herbert

Membership.....NAB
 President.....Paul Short
 General Manager.....George D. Gartland
 Station Manager.....Robert R. Nelson
 Commercial Mgr.....Harold J. Fitzgerald
 Sales Prom. Mgr.....Louis Penequy
 Program Director.....Robert C. Ebert
 Chief Announcer.....William S. Santoro
 Musical Director.....John R. Clement
 Chief Engineer.....Millard J. Coleman
 Farm Editor.....H. C. McWilliams

WHUN

HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....The Joseph F. Biddle Publ. Co.
 Operated By.....Radio Station WHUN
 Bus. Studio Address.....400 Washington St.
 Phone Number.....1291
 Transmitter Location.....27th & Murray Aves.
 Air Time.....6:30 a.m.-M.
 News Service.....AP
 Transcription Service.....SESAC, Standard,
 Keystone
 President.....John H. Biddle
 General Manager.....Samuel L. Stroh, Jr.
 Program Director.....Cary H. Simpson
 Chief Engineer.....Ernest A. Craig

WCRO

JOHNSTOWN—1947—ABC-QUAKER

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Century Bcstg. Corp.
 Bus. Studio Address.....317-319 Main St.
 Phone Number.....75-255
 Transmitter Location.....Prospect Hill
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr.
 Membership.....NAB, BMB
 President.....John J. Keel
 General Manager.....John F. Hanssen
 Commercial Manager.....Dennis Gerken
 Program Director.....Charles Barry
 Chief Engineer.....Rexford Ackley

WDAD

INDIANA—1946—CBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Indiana Bcst., Inc.
 Bus. Studio Address.....637 Philadelphia St.
 Phone Number.....1780
 Air Time.....7 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard, Keystone
 Membership.....NAB
 President.....Paul J. Short
 General Manager.....John S. Booth
 Station Manager.....Thompson K. Cassel
 Commercial Manager.....Frank J. Richards
 Program Director.....Paul Flynn
 Chief Engineer.....Rudy F. Milhadick

WJAC

JOHNSTOWN—1925—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WJAC, Inc.
 Bus. Studio Address.....WJAC Bldg., 329 Main
 St.
 Phone Number.....4-1267
 Transmitter Location.....Tribune Bldg.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard, Thesaurus,
 Lang-Worth
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 President.....W. W. Krebs
 Vice Pres., Treas.....L. W. Barnes
 Station-Comm. Mgr.....John P. Foster
 Asst. Mgr., Prog. Dir.....Campbell E. Patch
 Sec., Asst. to the Mgr.....Edythe Brubaker
 Chief Engineer.....N. L. Straub

WARD

JOHNSTOWN—1946—CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Central Bcstg. Co., Inc.
 Business-Studio Address.....Porch Bldg.
 Phone Number.....81-216
 Transmitter Location.....Prospect Hill
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed

WACB

KITTANNING—1948

Frequency: 1380 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....The Armstrong County
 Bcstg. Corp.
 Bus. Studio Address.....325 Market St.
 President.....Lawrence W. Henry
 Vice President.....Joseph B. Moore

PENNSYLVANIA

WKIN

KITTANNING—1948

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By WKIN, Inc.
 Bus.-Studio Address 133 N. Jefferson St.
 Phone Number 1350
 News Service UP
 Transcription Service Lang-Worth, Standard
 Pres., General Mgr. Julian L. Liebman
 Commercial Manager H. Warren Anderson
 Prog. Dir., Prom. Mgr. Charles Goodwin
 Chief Engineer Benjamin Franklin

WGAL

LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WGAL, Inc.
 Bus.-Studio-Transmitter Address 8 W. King St.
 Phone Number 5251
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NAB

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

WLAN

LANCASTER—1946—ABC-QUAKER

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By The Peoples Bcstg. Co.
 Bus.-Studio Address 252 N. Queen St.
 Phone Number 7261-2
 Transmitter Location RFD, Lancaster
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NAB
 Pres., Gen. Mgr. Frank H. Altdoerffer
 Asst.-Comm.-Sales Prom. Mgr.,
 Publicity Director John D. Hymes
 Prog.-Prod. Director Roderick A. Mitchell
 Chief Announcer Robert C. Harnish
 Musical Director Robert Q. Stetler
 Chief Engineer John Shaub
 Farm Editor Elden Spangler

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

WGAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

W L B R

LEBANON—1946

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Lebanon Bcstg. Co.
 Bus.-Studio Address . . . 8th & Cumberland Sts.
 Phone Number 3900
 Transmitter Location Hill Church
 Air Time 6 a.m.-sunset
 News Service AP
 Transcription Service World
 Representative William G. Rambeau
 Membership NAB, BMB
 President H. Raymond Stadiem
 General Manager Lester P. Elter
 Station Manager Julian F. Skinnell
 Commercial Manager Philip J. Reilly
 Production Director William S. Halpern
 Publicity Director Robert Sweigart
 Chief Engineer M. Leonard Savage

W C M B

LEMOYNE—1948

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Rossmoyne Corp.
 Bus.-Studio Address Lemoyne Theater Bldg.
 Phone Number Harrisburg 4-3005
 Transmitter Location Poplar Church Rd.,
 E. Pennsboro Township
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Representative Donald Cooke
 Membership NAB
 President Edgar T. Shepard, Jr.
 General-Station Manager Ed K. Smith
 Commercial Manager John T. Burnile
 Sales Promotion Mgr. Robert Cross
 Prod.-Musical Director Don Jacobs
 Chief Announcer John Archer
 Chief Engineer Howard Bair
 Farm Editor Gordon Jones

W M R F

LEWISTOWN—1941—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Lewiston Bcstg. Co.
 Business-Studio Address 5 W. Market St.
 Phone Number 6757
 Transmitter Location Derry Township
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Burn-Smith
 Membership NAB, BMB
 General-Station Manager Thomas W. Metzger
 Comm.-Sales Prom. Mgr.,
 Program Director Ralph Porker
 Pub. Dir., Farm Editor Jim Cox
 Chief Announcer George Yack
 Chief Engineer Bernard Bopp

W B P Z

LOCK HAVEN—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Lock Haven Bcstg. Corp.
 Bus.-Studio Address 132½ E. Main St.
 Phone Number 4038
 Transmitter Location Allison Township
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Standard, SESAC
 Representative Joseph Hershey McGillvra
 Membership NAB
 President Donald C. Welch
 General-Station Manager Harris Lipez
 Comm.-Sales Prom. Mgr. Joseph J. Nevins
 Program Director Maude Kauffman
 Production Director L. Willard Poff
 Publicity Director Richard F. Hartzell, Jr.
 Chief Announcer Roger Moyle
 Musical Director John Skerda
 Chief Engineer Kenneth B. Cram
 Farm Editor John B. McCool

W E D O

McKEESPORT—1946

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-City Bcstg. Co.
 Business-Studio Address 547 Fifth Ave.
 Phone Number McKeesport 7167,
 Homestead 3113
 Transmitter Location Foster Rd.
 Air Time Local sunrise-local sunset
 News Service AP, INS
 Transcription Service Associated, World,
 Capitol, Thesaurus
 Representative Burke, Kuipers & Mahoney
 Membership NAB
 Pres., Gen. Mgr. Edward J. Hirschberg
 Station-Comm. Mgr. Edward J. Patrick
 Sales Prom. Mgr. Mildred G. Sheridan
 Program-Production Dir. John H. Stewart
 Publicity Director David T. Williams
 Chief Announcer Joe Guba
 Musical Director Edward Garbett
 Chief Engineer Wilkes E. Hurlley

W M C K

McKEESPORT—1946—KBS

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Mon-Yough Bcstg. Co., Inc.
 Business-Studio Address 516 Market St.
 Phone Number 7193-4-5
 Transmitter Location Lincoln Twp.
 Air Time 7 a.m.-1 a.m.
 News Service UP
 Transcription Service Lang-Worth, Standard,
 SESAC, Keystone
 President George R. Raikes
 Gen.-Station-Comm.-Sales Prom.
 Manager Jock Craddock

. . . **PENNSYLVANIA** . . .

Prog.-Prod.-Pub. Dir. Pat Haley
 Chief Announcer Jim Robertson
 Musical Director Dave Belcher
 Chief Engineer Charles White
 Farm Editor Roy Gallagher

W M G W

MEADVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Meadville Bcstg. Serv., Inc.
 Bus.-Studio Address First Natl. Bank Bldg.
 Phone Number 46-723
 News Service UP
 Transcription Service SESAC, Lang-Worth,
 Thesaurus
 President H. C. Winslow
 General Manager Victor C. Diehm
 Commercial Manager Lorraine Yuhasz
 Program Director Thomas A. Tito
 Promotion Manager Kathryn Kahler
 Chief Engineer Hoyt Stout

W B U D

MORRISVILLE—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. Morrisville Bcstg. Co.
 Bus.-Studio Address 12 S. Pennsylvania Ave.
 Phone Number 7107
 Transmitter Location Bank of Delaware,
 across from Trenton, N. J.
 Air Time 7 a.m.-M.
 News Service AP
 Transcription Service Capitol, World
 President Verna S. Hardin
 Station Manager James Stolcz
 Commercial Manager Morton Lownes
 Sales Prom. Mgr., Pub. Dir. Bob Kent
 Prog.-Prod. Director William F. Hildenbrand
 Chief Engineer William A. Brewer

W H W L

NANTICOKE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned By. Radio Anthracite, Inc.
 Operated By WHWL
 Business-Studio Address 38 E. Main St.
 Phone Number Nanticoke 1332; Wilkes Barre,
 Enterprise 1-0539
 Transmitter Location Avondale, Plymouth
 Twp.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service Standard, Capitol,
 SESAC
 Membership NAB
 President Henry W. Lark
 General-Station Mgr. Milton Laughlin
 Program Director Robert Bressler
 Prod. Dir., Chief Announcer Bill Gritman
 Chief Engineer Bernard Hyzinski

W K S T

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc. Power: 1000 Watts
 (C.P. 5000)
 Owned-Operated By WKST, Inc.
 Bus.-Studio Address Cathedral Bldg.,
 E. Lincoln Ave.
 Phone Number 5050
 Transmitter Location Savannah Center &
 Old Pittsburgh Rds.
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Katz
 Membership NAB, BMB
 President, General Mgr. S. W. Townsend
 Station-Comm. Mgr., Prog. Dir. A. W. Graham
 Sales Prom. Mgr., Pub. Dir. Al Francis
 Production Director Harry Reith
 Musical Director Shirley Kerr
 Chief Engineer Robert Emch
 Farm Editor Al Francis

W K P A

NEW KENSINGTON—1940

Frequency: 1150 Kc. Power: 250 Watts d.
 Owned-Oper. By. Allegheny-Kiski Bcstg. Co.
 Business-Studio Address 810 Fifth Ave.
 Phone Number 3534
 Transmitter Location E. Deer Township
 News Service UP
 Transcription Service Lang-Worth,
 MacGregor, SESAC
 Representative Continental Radio Sales
 General-Station-Commercial Mgr.,
 Program Director Edward J. Kroen
 Chief Announcer Michael Felack
 Chief Engineer W. W. Neely

W N A R

NORRISTOWN—1946

Frequency: 1110 Kc. Power: 500 Watts d.
 Owned-Operated By Norristown Bcstg. Co.
 Bus.-Studio Address 115 W. Main St.
 Phone Number Norristown 7600
 Transmitter Location Old Arch Rd.
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Representative Helen Wood & Colton
 Membership NAB
 President N. Joe Rahall
 Executive Director Farris E. Rahall
 Station Manager Numa Fabre, Jr.
 Commercial Manager Arthur H. Beckwith
 Program Director J. Arthur Lazell
 Chief Engineer Franklin H. Bisbing



50,000 watts

"Umbrella Coverage"—in
all directions

Nation's third largest market

First in every Philadelphia
listeners' survey ever made

CBS affiliate

On WCAU you're in Philadelphia

THE PHILADELPHIA BULLETIN STATIONS

AM
TV
FM

W K R Z

OIL CITY—1946—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By WKRZ, Inc.
 Operated By Kenneth Edward Rennekamp
 Business-Studio Address 232 Seneca St.
 Phone Number 4-1260, 4-1269
 Transmitter Location Rich Hill, Cranberry
 Township
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service World, Keystone
 Representative Joseph Hershey McGillyvra
 Pres., Gen.-Sta. Mgr., Kenneth E. Rennekamp
 Commercial Mgr. Clifford Hollenbaugh
 Sales Prom. Mgr. Olivia T. Rennekamp
 Prog.-Musical Director Dorothy Green
 Production Director Ruth McCarthy
 Publicity Director Betty Mae Moon
 Chief Announcer Michael Gulla
 Chief Engineer Leo Arcoletti
 Farm Editor Charles Lampinen

K Y W

PHILADELPHIA—1921—NBC

Frequency: 1060 Kc. Power: 50,000 Watts
 Owned-Oper. By Westinghouse Radio
 Stations, Inc.
 Business-Studio Address 1619 Walnut St.
 Phone Number LOcust 4-3700
 Transmitter Location Whitmarsh
 Air Time Unlimited
 News Service INS, UP
 Transcription Service Associated
 Representative Free & Peters
 Membership BMB
 President Walter Evans
 General Manager J. B. Conley
 Station Manager Robert E. White
 Sales Manager Harvey McCall, Jr.
 Sales Promotion Paul A. Woodland
 Program Manager James P. Begley
 Publicity Manager John P. Meagher
 Musical Director Clarence Fuhrman
 Chief Engineer I. N. Eney

W C A U

PHILADELPHIA—1922—CBS

Frequency: 1210 Kc. Power: 50,000 Watts
 Owned-Operated By WCAU, Inc.
 Business-Studio Address 1622 Chestnut St.
 Phone Number LOcust 7-7700
 Transmitter Location Moorestown, N. J.
 Air Time Unlimited
 News Service AP, UP

Transcription Service Lang-Worth
 Representative Radio Sales
 Membership BMB, FMA
 General Manager Leon Levy
 Asst. General Mgr. Joseph L. Tinney
 Sales Manager Alex Rosenman
 Sales Promotion Mgr. Robert N. Pryor
 Program Director Joseph T. Connolly
 Publicity Director John J. Kelly
 Chief Announcer Hugh Walton
 Musical Director David Stephens
 Technical Director John G. Leitch
 Chief Engineer George Lewis
 News Editor Alfred T. Ringler
 Farm Editor Amos Kirby

W D A S

PHILADELPHIA—1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned By William Goldman
 Operated By WDAS Bcstg. Station, Inc.
 Business-Studio Address 1211 Chestnut St.
 Phone Number LOcust 7-7400
 Transmitter Location Ford Rd. & Midvale Ave.,
 Woodside Pk.
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative For Joe
 Membership NAB
 President William Goldman
 General-Station Mgr. Leslie W. Joy
 Commercial Mgr. Lambert B. Beeuwkes
 Prog.-Pub. Dir. M. Leonard Matt
 Musical Dir. Robert Paul Cialoni
 Chief Engineer Frank W. Unterberger

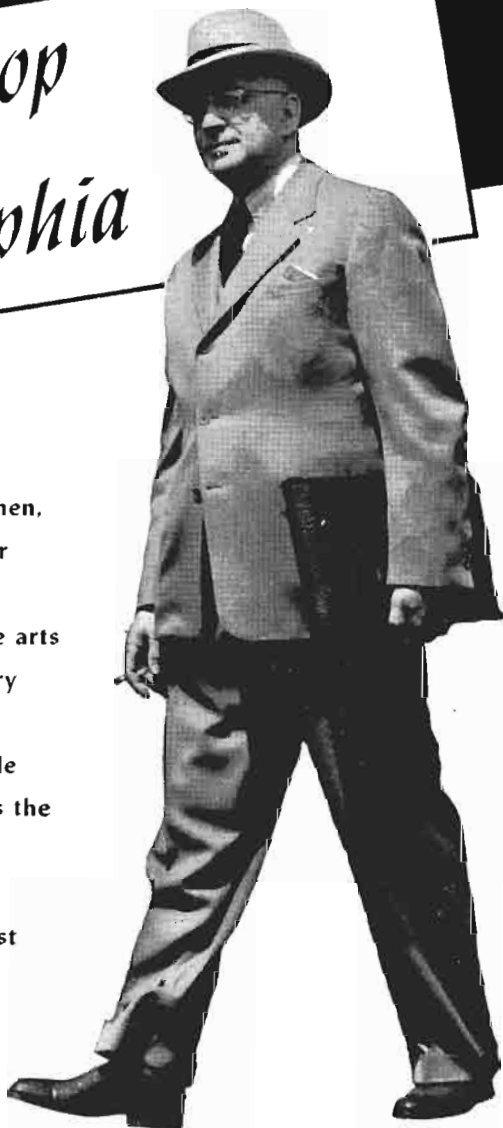
W H A T

PHILADELPHIA—1925

Frequency: 1340 Kc. Power: 100 Watts d.
 Owned-Oper. By Independence Bcstg. Co.
 Business-Studio Address 1505 Walnut St.
 Phone Number RIttenhouse 6-2058
 Transmitter Location Penn Sheraton Hotel,
 39th & Chestnut Sts.
 Air Time Daytime
 News Service AP
 Membership NAB
 Pres., Gen. Comm.-Sales Prom.
 Manager William A. Banks
 Asst. Gen.-Sta. Mgr., Prog.-Prod.
 Director Dolly Banks
 Publicity Director Annette Oromanor
 Chief Announcer Bill McCall
 Musical Director Len Stevens

First Stop in Philadelphia

There are certain men and women, distinguished by reason of their achievements in such fields as statecraft, science, learning, the arts and industry, whose words carry weight. Radio listeners want to be introduced to these people and to hear these words. That's the reason that whenever a Very Important Person, in whatever field, visits Philadelphia, his first stop is the studios of WFIL.



WFIL

The Philadelphia Inquirer Station

ABC Affiliate

Represented nationally
by the KATZ Agency

. . . **PENNSYLVANIA** . . .

WFIL

PHILADELPHIA—1922
ABC-QUAKER

Frequency: 560 Kc. Power: 5000 Watts
Owned-Oper. By. Philadelphia Inquirer Div.
of Triangle Publications, Inc.

Business-Studio Address. Widener Bldg.
Phone Number. Rittenhouse 6 6900
Transmitter Location. Whitmarsh
Air Time. Unlimited
News Service. AP
Transcription Service. Associated
Representative. Katz
Membership. NAB, BMB
General-Station Manager. Roger W. Clipp
Sales Manager. John E. Surrick
Sales Prom. Mgr. Fred Hayward
Program Director. William A. Farren
Production Manager. John Norman
Publicity Manager. Richard Koster
Musical Director. Norman Black
Chief Engineer. Louis E. Littlejohn
Farm Editor. Howard Jones

WIBG

PHILADELPHIA—1925

Frequency: 990 Kc. Power: 10,000 Watts
Owned-Oper. By. Seaboard Radio Bcstg.
Corp.

Business-Studio Address. 1425 Walnut St.
Phone Number. Rittenhouse 6-2300
Transmitter Location. Conshohocken RFD
Air Time. Unlimited
News Service. AP, UP
Transcription Service. Lang-Worth
Representative. Adam Young, Joe Lang
President. Paul F. Hatron
Gen.-Sta.-Comm. Mgr. Edward D. Clery
Sales Prom.-Prod. Mgr.
Publicity Director. Rupe Werling
Program Director. Doug Arthur
Musical Director. Eric Wilkinson
Chief Engineer. John H. Henninger
Farm Editor. Elwood Stutz

WIP

PHILADELPHIA—1922—MBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By. Pennsylvania Bcstg. Co.
Business-Studio Address. 35 S. 9th St.
Phone Number. WALnut 2-6800
Transmitter Location. Bellmawr, N. I.
Air Time. Unlimited
News Service. AP, UP
Transcription Service. World
Representative. Edward Petry
Membership. NAB, BMB
Pres., General Mgr. Benedict Gimbel, Jr.
V.P. & Dir. of Sales. Gordon R. Gray
Local Commercial Mgr. Samuel Hill
Sales Prom. Manager. Ralph H. Minton

Program Director. Murray Arnold
Production Director. Varner Paulsen
Publicity Director. Samuel Elber
Asst. Program Dir. Edward Wallis
Dir. Education & Spec. Events. Samuel Serota
Chief Engineer. Reginald K. Harris
Technical Director. Clifford C. Harris

WJMJ

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts
Owned-Operated By. Patrick J. Stanton
Business-Studio Address. St. James Hotel,
13 & Walnut Sts.

Phone Number. Kingsley 5-7000
Transmitter Location. 7000 River Rd.,
Delair, N. J.
Air Time. Daytime
News Service. AP
Transcription Service. SESAC
Representative. Joseph Hershey McGilvra
Owner, Gen. Mgr. Patrick J. Stanton
Commercial Manager. Charles Stahl
Sales Prom. Mgr., Pub. Dir. Jerome Weiss
Prog. Dir., Chief Announcer. Michael Deegan
Production Director. Jerry Warren
Musical Director. Kathryn Gillies
Chief Engineer. Fred Kost

WIBG

WIBG—FM

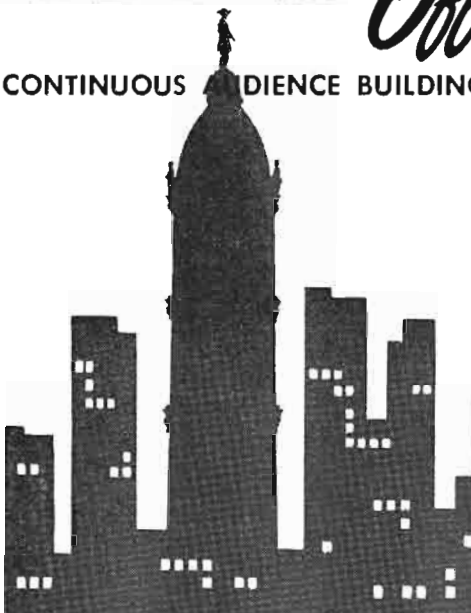
SPORTS
NEWS
MUSIC

IN PHILADELPHIA

WPEN

Offers Advertisers

CONTINUOUS AUDIENCE BUILDING THRU—



TIME ON
WPEN

IS TIME WITH
Philadelphians

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- Newspapers
- Car Cards
- Magazines
- Billboards
- 400 Picture-Poster Boards
- Double Spread Truck Posters, Eastern Seaboard
- 250,000 Direct Mail Listener Cards Yearly
- Courtesy Announcements
- Airplane Streamers

MERCHANDISING

- Trade Letters
- Grocery Cards
- Drug Cards
- Window Displays
- Product Displays
- Counter Cards
- Store Posters
- Exclusive Promotion Agreement, Philadelphia Record Dealers Ass'n
- Exclusive Promotion Agreement, Phila. Appliance Dealers Ass'n

350 Represented Nationally by Wm. G. Rambeau Co. 102.5

WPEN *The Sun Ray Drug Stations* **WPEN-FM**
IN PHILADELPHIA

PENNSYLVANIA

WPEN

PHILADELPHIA—1929

Frequency: 950 Kc. Power: 5000 Watts
Owned-Oper. By: Sun Ray Drug Co.
Operated By: William Penn Bcstg. Co.
Business-Studio Address: 1528 Walnut St.
Phone Number: Kingsley 6-0950
Transmitter Location: Brookhaven Rd. & 77th St.
Air Time: 6a.m.-1 a.m.
News Service: AP, UP
Transcription Service: Associated
Representative: William G. Rambeau
Membership: NAB
President: Albert J. Sylk
General Manager: Edward C. Obrist
Asst. Mgr., Prog. Dir.: William B. Caskey
Production Director: Allen Grey
Publicity Director: T. Harrison Mooney
Chief Engineer: Charles W. Burtis

WTEL

PHILADELPHIA—1926

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Foulkrod Radio Engineering Co.
Business-Studio Address: 4312 N. Broad St.
Phone Number: Gladstone 5-1310, D'Avenport 4-4310
Transmitter Location: Rowlandville
Air Time: Shares time with WHAT
Pres., Gen. Mgr.:
Program Dir.: E. Douglass Hibbs
Station Manager: Henry N. Cocker
Production Director: Alan Stewart
Chief Engineer: John Field

KDKA

PITTSBURGH—1920—NBC

Frequency: 1020 Kc. Power: 50,000 Watts
Owned-Oper. By: Westinghouse Radio Stations, Inc.
Business-Studio Address: Grant Bldg.
Phone Number: Grant 4200
Transmitter Location: Allison Pk.
Air Time: Unlimited
News Service: AP, INS, UP
Transcription Service: Associated, Thesaurus
Representative: Free & Peters
Membership: BMB
President: Walter Evans
General Manager: J. B. Conley
Station Manager: Joseph E. Baudino
Sales Manager: George D. Tons
Sales Prom. Manager: David N. Lewis
Program Manager: Franklin A. Tooke
Production Director: Ed P. Young
Publicity Manager: Lee Curran
Musical Director: Bernie Armstrong
Chief Engineer: Theodore C. Kenney
Farm Editor: Homer H. Mariz

KQV

PITTSBURGH—1919—MBS

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Oper. By: Allegheny Bcstg. Corp.
Bus.-Studio Address: 800 Chamber of Commerce Bldg.
Phone Number: Atlantic 6802
Air Time: Unlimited
News Service: UP
Transcription Service: World, SESAC
Representative: Weed
Membership: NAB
President: Charles T. Campbell
Gen. Comm. Manager: J. F. Murray
Program Director: W. M. Burns, Jr.
Publicity Director: Kennard P. Day
Chief Engineer: R. F. Hunt

WCAE

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By: WCAE, Inc.
Bus.-Studio Address: William Penn Hotel
Phone Number: Atlantic 6900
Transmitter Location: Baldwin Township
Air Time: Unlimited
News Service: AP, INS
Transcription Service: Thesaurus, Capitol
Representative: Katz
Membership: NAB, BMB
Pres., General Manager: Leonard Kapner
Sta. Mgr., Prog. Dir.: R. Clifton Daniel
Commercial Manager: Carl M. Dozer
Sales Prom. Mgr., Pub. Dir.: William Kelley
Production Director: John Leban
Chief Announcer: Ralph Fallert
Musical Director: Baron Elliott
Chief Engineer: James Greenwood

WJAS

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Oper. By: Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address: 1406 Chamber of Commerce Bldg.
Phone Number: Grant 4860
Transmitter Location: 1459 Crane Rd., Greentree
Air Time: Unlimited
News Service: Transradio, UP
Transcription Service: Lang-Worth, Cole
Representative: William G. Rambeau
Membership: BMB
Pres., Gen. Mgr.: H. K. Brennen
Comm.-Sales Prom. Mgr.: John H. Buchheit
Program Director: James M. Hughes
Production Director: Charles M. Kerns, Jr.
Publicity Director: Irene Cowan
Musical Director: Lee Kelton
Chief Engineer: Walter W. McCoy

. . . **PENNSYLVANIA** . . .

W P G H

PITTSBURGH—1946

Frequency: 1080 Kc. Power: 1000 Watts d.
Owned-Operated By Pittsburgh Bcstg. Co.
Bus.-Studio Address 220 N. Highland Ave.,
E. Liberty

Phone Number EMerson 5000
Transmitter Location 2500 E. Lane
Air Time Sunrise-sunset
News Service AP
Transcription Service Lang-Worth, World
Representative Adam J. Young
Membership NAB
President Henry A. Bergstrom
Gen.-Comm.-Sales Prom.
Manager Jim Bellamy

Asst. Gen. Mgr., Prog.-Prod. Dir. Lew Kent
Publicity Director Mary Conley
Musical Director Bettelou Purvis
Chief Engineer J. A. McFarland
Farm Editor Keiran Balfe

W P I T

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By WPIT, Inc.
Bus.-Studio Address 211 Smithfield St.
Phone Number GRant 0794
Transmitter Location Mt. Troy Rd.

Air Time Sunrise-sunset
News Service UP
Transcription Service Lang-Worth, Standard
Representative Joseph Hershey McGillvra
President John J. Laux
General Station Manager John L. Merdian
Program Director George D. Gailey
Publicity Director Rosalia Brennan
Musical Director Byron Lippman
Chief Engineer John Berninger

W W S W

PITTSBURGH—1932—VICTORY

Frequency: 1490 Kc. (CP 970 Kc.) Power: 250
Watts (CP 5000 Watts)

Owned By WWSW, Inc.
Operated By Post-Gazette Publ. Co.
Bus.-Studio Address Sheraton Hotel
Phone Number GRant 5200
Transmitter Location Fineview Hill, No. Side
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Forjoe
Membership NAB, FMA
President, Gen. Manager O. M. Schloss
Station-Comm. Mgr. Ben W. Muros
Sales Promotion Manager,
Publicity Director Harold J. Goldstein
Program Director W. Fred Joyner

Chief Announcer Raymond F. Schneider
Musical Director Marie Wilk
Chief Engineer Henry R. Kaiser

W P A M

POTTSVILLE—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Miners Bcstg. Serv., Inc.
Bus.-Studio Address 106 S. Centre St.

Phone Number Pottsville 5050
Transmitter Location Lawton's Hill
Air Time Unlimited
News Service UP
Transcription Service Associated, Standard
Representative Everett-McKinney
Membership NAB, BMB
President Joseph L. Maguire
General Manager Louis H. Murray
Sales Manager Frank L. Tamulonis
Merchandising Mgr. John Gallagher
Chief Announcer Ray Mulligan
Musical Director Horace Richards
Chief Engineer Gene Handwerck

W P P A

POTTSVILLE—1946

Frequency: 1360 Kc. Power: 1000 Watts d.;
500 Watts n.

Owned-Oper. By Pottsville Bcstg. Co.
Bus.-Studio Address 8 So. Second St.
Phone Number Pottsville 4744
Transmitter Location Old Minersville Rd.
Air Time 6:30 a.m.-12:05 a.m.
News Service AP
Transcription Service World
Owner, General Manager A. V. Tidmore
Program-Commercial Mgr. John M. Naylor
Chief Announcer Jerry Gaines
Musical Director Llew Edwards

W E E U

READING—1932—ABC-QUAKER

Frequency: 850 Kc. Power: 1000 Watts d.
(CP 1000 Watts Fulltime)

Owned By Reading Eagle-Times
Operated By Hawley Bcstg. Co.
Business-Studio Address 533 Penn St.
Phone Number 7335
Transmitter Township Spring Township
Air Time Daytime
News Service UP
Transcription Service Associated, SESAC
Representative George P. Hollingbery
Membership NAB
President Hawley Quier
Gen.-Station Mgr. Clifford M. Chafey
Commercial Manager K. Richard Creitz
Program Director E. Lester Hofmaster
Chief Announcer George Carroll
Chief Engineer Harold Schearer